

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.

Community Design Policies

- **Neighborhood Character:** Established neighborhoods should retain their current character and development patterns. Higher density residential development should be concentrated on the edges of commercial development and closer to arterial streets.
- **Design:** Future commercial development should adhere to the design principles of *Vision 2001-2020* for commercial corridors:
 - o Concentrations of higher-density, mixed use development and live/work space at key intersections
 - o Minimal curb cuts, shared parking, increased lot coverage, signs co-located, no excessive lighting, and orientation of buildings close to the street
 - o Major corridors should have breaks in commercial development
- **Zoning:** Commercial and residential zoning districts should be clearly delineated with the intensity of uses minimized in some areas.
- **Parking:** Paved parking spaces should be minimized.

Community Design Actions

- **New Development:** Require new developments to incorporate urban amenities (e.g. sidewalks and curbs), and mixed-use (commercial and residential) where possible.
- **Orange Avenue Corridor:** Update the zoning ordinance to require the design guidelines of *Vision 2001-2020*; buildings should be closer to the street with parking to the side or rear.
- **Zoning:** Establish commercial boundaries in the update of the zoning ordinance and note transitional areas as a component of the future land use map.
- **Parking:** Limit the number of parking spaces for new developments in the update of the zoning ordinance.
- **Lighting:** Address the intensity of lighting in commercial developments as much as is possible under state law.

Residential Development Policies

- Neighborhood Character: Older neighborhoods should retain their current residential character.
- Zoning: Zoning should reinforce the existing character of neighborhoods.
- New development: New development should be well-planned and use limited land resources wisely. Infrastructure should be installed in conjunction with new development, including street improvements to address added traffic.
- Property Maintenance: All property should be maintained up to code standards.

Residential Development Actions

- Zoning: Maintain the density of existing neighborhoods in the update of the zoning ordinance, and promote higher densities close to commercial properties and arterial streets.
- Housing Clusters:
 - o Support the rezoning of vacant or underutilized large sites for mixed density housing that is consistent with the design guidelines of *Vision 2001-2020*.
 - o Consider the development of several properties in the areas denoted on the Residential Development Opportunities map.
- Vacant Parcels: Identify and promote appropriate new development on vacant parcels.
- Property Maintenance: Increase enforcement efforts of staff and reporting of violations by residents.

Economic Development Policies

- Commercial Corridors: Commercial areas should accommodate competitive businesses that have aesthetic and functional compatibility with adjoining residential areas.
- Commercial Centers: Small- to medium-sized concentrations of commercial establishments should be developed differently in terms of mass, parking, landscaping and street orientation than larger strip commercial developments.
- Industrial Districts: Industrial uses should have sufficient land to operate, and have a minimal impact on adjoining properties.
- Village Centers: Village centers should provide a pedestrian-oriented commercial area for nearby residents.
- Zoning: Commercial and residential zoning districts should be clearly delineated with the intensity of uses minimized in some areas.

Economic Development Actions

- Orange Avenue: Maintain commercial zoning that will retain existing businesses and attract new establishments.
- Commercial Centers: Identify or create nodes along Orange Avenue for commercial centers; concentrations of small- to medium-sized commercial establishments. Avoid strip commercial zoning patterns.
- Maximize Use of Existing Commercial Districts: Avoid further expansion of commercial districts to encourage quality development and more efficient use of land in existing districts.
- Industrial Districts: Evaluate underused industrially zoned land and demarcate or rezone to maximize its potential.
- RCIT: Review and revise deed restrictions to promote more efficient land use.
- Hollins Road Village Center: Enhance and denote the village center with landscaping and stamped asphalt crosswalks.

Infrastructure Policies

- Streetscapes: Streetscapes should be well maintained, attractive and functional for pedestrian, bicycle and motor traffic.
- Connectivity: The connectivity of streets and the grid street system should be promoted and maintained.
- Street width: Streets should be kept at the minimum width necessary to accommodate vehicular traffic and on-street parking.
- Sewer/Water: All new developments will be served by public sewer and water lines, unless it can be demonstrated that connection is not possible. Existing development should be evaluated for connections within the framework of existing policies.
- Curb, Gutter and Sidewalk Improvements: New developments and arterial and collector streets should have urban amenities such as sidewalks and curb and gutter. Appropriate species of trees should be planted as a part of such improvements.
- New Development: Infrastructure should be installed in conjunction with new development, including street improvements to address added traffic. Traffic studies by prospective developers may be required.
- Stormwater Drainage: Stormwater runoff should be mitigated as much as possible through improvements that are consistent with the character of the neighborhood.

Infrastructure Actions

- Orange Avenue Corridor: Improve the Orange Avenue corridor with the following considerations:
 - o Identify the arterial streets of the Orange Avenue corridor as Orange Avenue, Hollins Road, Gus Nicks Boulevard, and King Street. Address improvements to the corridor based on collective analysis of how the intersecting arterial streets affect Orange Avenue.
 - o Determine the origin and destination of daily traffic on Orange Avenue.
 - o Analyze and consider development of alternative routes that could efficiently disperse the traffic demand on Orange Avenue, as well as improvements to Hollins Road, Gus Nicks Boulevard, and King Street that would improve the traffic flow on Orange Avenue.
 - o Analyze and consider intersection improvements as an alternative to adding more travel lanes on arterial streets.
 - o Consider adding more travel lanes per the *Roanoke Valley Long-range Transportation Plan* only after exploring other alternatives.
- Hollins Road:
 - o Improve storm water drainage on Hollins Road before installing any additional paved surface improvements.
 - o Consider alternatives to widening Hollins Road north of Orange Avenue such as shoulder improvements.
- Sewer/Water: Install sewer and water connections where possible within the framework of existing connections policies.
- Curb, Gutter and Sidewalk Improvements: Determine the need for improvements based on the following factors:
 - o Install curb, gutter and sidewalk on arterial streets and infill of blocks with incomplete networks.
 - o New subdivisions - all new developments will have curb and gutter, and sidewalk.
 - o In select residential areas, install curb and gutter depending on existing drainage conditions.
 - o Focus improvements in areas that have been identified as having storm water problems. Sidewalks may be installed on only one side where residual right-of-way is limited.
- Stormwater Management: Alleviate stormwater runoff as much as possible through alternatives to curb and gutter. Install curb and gutter in select areas that will alleviate drainage problems.

Public Services Policies

- Police officers should keep neighborhood residents informed of any occurrences of crime in the area
- Fire/EMS stations should be outfitted to provide the most efficient service possible
- Code enforcement inspectors should take a proactive approach to addressing all property maintenance violations

Public Services Actions

- Continue communication between the neighborhoods, Neighborhood Services and the Police Department regarding crime prevention
- Improve Fire/EMS Station Number 14 per the recommendations of the Fire/EMS Strategic Business Plan
- Increase code enforcement efforts in the Hollins neighborhood
- Consider the area for future placement of public facilities such as schools, libraries and post offices

Quality of Life Policies

- Commercial/Industrial Development: Commercial and industrial development should be economically viable without threatening the environment and high quality of life of the area.
- Recreation: Neighborhood and area parks should provide excellent recreational facilities for residents
- Greenways: The greenway routes of the Roanoke Valley Conceptual Greenway Plan should be developed to enhance the quality of life in the area.
- Ridge Lines and Steep Slopes: Development should be avoided on ridge lines and steep slopes that negatively impact views, runoff and erosion and sediment control.

Quality of Life Actions

- Zoning: Establish defined commercial boundaries in the update of the zoning ordinance
- Recreation: Maintain and enhance access to recreation resources
- Tinker Creek: Ensure that the conditions of Tinker Creek are closely monitored and that expedient enforcement of City Code violations is pursued in known cases of litter and other pollution.