



November 2007 Vision 2001-2020 Annual Implementation Report

Department of Planning Building & Development

Key to Abbreviations:

CVB	Convention & Visitors Bureau	PD	Police Department
DOT	Department of Technology	PW	Public Works
DRI	Downtown Roanoke, Inc.	RCC	Roanoke Civic Center
ENG	Engineering Division	RRHA	Roanoke Redevelopment & Housing Authority
EEM	Environmental & Emergency Management	TD	Transportation Division
HD	Health Department	USACE	U.S. Army Corps of Engineers
HRCC	Hotel Roanoke and Conference Center	VDEQ	Virginia Department of Environmental Quality
NS	Neighborhood Services	WVWA	Western Virginia Water Authority
MPO	Metropolitan Planning Organization		
P&R	Parks & Recreation		
PB&ED:	Planning Building & Economic Development		

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EXECUTIVE SUMMARY

The City of Roanoke's Comprehensive Plan, *Vision 2001 - 2020*, provides goals for development of the City over a 20 year period beginning in 2001. To meet these goals, the plan establishes a series of strategic initiatives and specific action items. The plan also defines specific steps and follow-up activities to be taken to track implementation of the plan. This implementation report presents the progress towards implementation of these action items.

A VISION OF THE FUTURE

"In the year 2020, Roanoke is a growing, dynamic, and sustainable city that is focused on the future with a strong, diverse economy and a balanced and growing population that values and enjoys a high quality of life in a safe and attractive environment. Working together, the City and region boast a steady growth in jobs and residents, higher school scores, improved government services, and a broader range of recreational and entertainment activities. Through regional cooperation, the mountain views and ridgetops are protected and are easily accessed by a network of greenways that link downtown, neighborhoods, and regional parks and parkways.

Roanoke's sustainability is measured not only by the health of its economy but also by its quality of life. Economic prosperity can be continued and enhanced by supporting our cultural and entertainment amenities, education, and other services. Protecting our natural environment, supporting a wide range of cultural and entertainment amenities, maintaining a first-class educational system, and providing ongoing educational opportunities will be the building blocks for attracting new residents and businesses."

The plan establishes a series of specific visions for the year 2020 to accomplish this overall goal:

Housing and Neighborhoods - Roanoke's neighborhoods are vibrant places for people of all ages, lifestyles, and income to live, work, and play.

Environmental and Cultural Resources - Roanoke successfully markets itself and the region to residents and visitors as both an outdoors and an indoors destination — combining outstanding cultural and eco-tourism in one community.

Economic Development - Roanoke is the strong center of a strong region, boasting a creative, diverse, sustainable economy.

Transportation and Infrastructure - In 2020, Roanoke's transportation system is an integrated multi-modal, user-friendly network of well-designed streets that support auto, transit, pedestrian, and bicycle traffic.

Public Safety and Services - The City delivers high-quality, effective services to maintain and enhance the City's safety, appearance, and environment.

People and Human Development - In 2020, all citizens have access to a first-rate educational system linked to skills-based training programs and to state-of-the-art health care to enhance and support a healthy and productive life.

City Design - Finally, a unifying theme to implement Roanoke's vision of a sustainable and livable city is that of city design — increasing the beauty of Roanoke's gateways and streetscapes, neighborhood and housing developments, village commercial centers, and new economic development and institutional growth.

ANNUAL REPORT - STATUS OF ACTION ITEMS

Vision 2001 - 2020 contains 157 actions to be implemented to realize the vision statement for the city. These actions are spread across six of the seven category areas of the vision statement (City Design elements are spread throughout the other six categories).

Key activities for the past year in advancing the goals of the comprehensive plan include the following:

- Completion of Street Design Guidelines adopted as internal guidance by the Planning Commission.
- Award of additional brownfield grants and development of a formal brownfield redevelopment program for the City.
- Cooperation with Roanoke City Public Schools with neighborhood planning and successful pursuit of Safe Routes to Schools grants (infrastructure funding and bike and pedestrian planning).
- Adoption of new subdivision ordinance
- Development of new Stormwater Management Ordinance.
- Renovate Roanoke preservation fair – part of outreach efforts to owners of older homes to encourage investment and renovation.
- Implementation of Library Master Plan.
- Adoption of Parks & Recreation Master Plan.
- Continued adaptive reuse of historic buildings and market rate residential development on former City property.

In all 81 actions have been completed while another 56 involve ongoing activity.

Specific Vision Area	Number of Specific Actions	Actions Completed	Actions Ongoing
Housing and Neighborhoods	31	25	5
Environmental and Cultural Resources	30	16	11
Economic Development	38	20	13
Transportation and Infrastructure	24	12	7
Public Safety and Services	17	6	9
People and Human Development	17	2	11
City Design	City design guidelines incorporated directly in Vision 2001 - 2020 or in actions in the above categories		
Total	157	81	56

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Village Centers

NH A1. Revise zoning ordinance to encourage the development of higher-density, mixed-use village centers and strengthen site development, landscaping, and signage requirements in village centers.	PB&D	The 2005 zoning ordinance's Neighborhood Commercial district addresses these issues (2005).	Complete
NH A2. Identify and map existing and potential village center locations.	PB&D	Centers are identified in neighborhood plans and are mapped accordingly on the zoning map (2005).	Complete
NH A3. Rezone existing and potential village center locations to encourage and accommodate higher-density development and a mixture of uses.	PB&D	The zoning map designates village centers with Neighborhood Commercial districts (2005). Higher density residential is generally mapped at the edges of village centers.	Complete
NH A4. Develop a strategy for improving existing village centers, redeveloping underutilized centers, and creating new centers in key locations through the neighborhood planning process.	PB&D, DOT, Neighborhood groups	<p>Neighborhood plans recommend general improvement strategies and identify locations for new centers.</p> <p>Façade grant projects completed in village centers within Southeast By Design project area. Grandin Village streetscape improvements complete (2005) and Crystal Spring improvements are near completion (2007). Greater Raleigh Court Civic League investigating WiFi Zone for Grandin Village.</p> <p>More emphasis on village center master planning can begin when all neighborhood plans are updated. Street design guidelines, which include a Village Center component, have been completed (2007).</p> <p>Some neighborhood organizations are utilizing the Neighborhood Development Grant Program to make improvements.</p>	Complete & Ongoing

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
NH A5. Consider ND, Neighborhood Design District, overlay zoning for qualifying centers in Rehabilitation and Conservation Areas to encourage compatible design of development in village centers.	PB&D	<p>The zoning ordinance contains standards for the Neighborhood Commercial district (2005) which encourage better infill design in terms of building form, placement, and site development.</p> <p>The zoning map expanded the ND District to village centers in 15 neighborhoods (2005). The NDD standards apply only to new residential dwellings, but could expand to commercial structures in the future.</p>	Complete
NH A6. Develop interdepartmental and agency approaches to target public improvements in village centers.	NS PW (TD) PB&D	<ul style="list-style-type: none"> • Southeast by Design (complete) • Grandin Village/Memorial Ave. (Grandin complete, planning remaining section of Memorial) • Williamson Road streetscape improvements (complete). Future commercial node improvements under consideration by WRABA. • Main Street/Wasena streetscape (stamped crosswalks and street trees complete) • Crystal Spring (near completion) • 13th Street and Patterson Avenue corridors (part of targeted CDBG implementation for Hurt Park neighborhood/NRSA) • Riverland–Walnut Hill Neighborhood Organization used NH development grant to improve village center with landscaping • Evaluating future opportunities/projects. 	Ongoing (Next 2-3 years for identified projects)
NH A7. Locate City services in village centers, where feasible.	City Agencies	<p>Preston Park recreation center has been converted into a Youth Center which is heavily used.</p> <p>Fire/EMS plan recommended that the fire station consolidating stations 5 & 9 in the Melrose/Orange Avenue contain multiple City services. Budget constraints limit additional services to a multipurpose room that could be used for neighborhood meetings.</p>	Ongoing
Neighborhood Plans			
NH A8. Develop and adopt four to six neighborhood plans annually.	PB&D	26 plans covering 49 neighborhoods/areas completed & adopted. Update of older plans adopted prior to <i>Vision 2001-2020</i> underway. (Greater Deyerle and Greater Raleigh Court adopted , South Roanoke near completion)	Ongoing 2008

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>NH A9. Address the following in neighborhood plans: land use, transportation, public facilities and services, greenways, utilities, and economic development.</p>	<p>PB&D</p>	<p>Neighborhood plans address these specific elements. The Greater Deyerle neighborhood plan update process included a workshop to identify possible greenway/trail corridors. The Greater Raleigh Court plan included participation from the City Schools to address neighborhood issues.</p>	<p>Complete</p>
<p>NH A10. Develop indicators for neighborhood health and sustainability.</p>	<p>PB&D HNS</p>	<p>Neighborhood health is evaluated through development of a profile at beginning of the neighborhood planning process. Virginia Tech planning studio project developed a formal set of comparative neighborhood indicators in fall 2003. The indicators were refined in summer 2004 and data was collected. Indicator graphs are being completed and posted online.</p>	<p>Complete (Ongoing development of indicators on-line)</p>
<p>NH A11. Involve neighborhood organizations, civic groups, and businesses in the development and implementation of neighborhood plans.</p>	<p>PB&D NS Neighborhood Orgs DRI</p>	<p>Residents and business owners involved in planning process through workshops and other venues for involvement. Where appropriate, neighborhood and/or business organizations are noted as having leadership roles.</p> <p>The NS Leadership College provides resources for citizens to become involved with community leadership and interaction with City staff.</p> <p>DRI established a Downtown Residents' Committee which has led to the creation of a Downtown Neighborhood Watch.</p>	<p>Complete and ongoing</p>

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Marketing Programs

<p>NH A12. Inventory and increase marketing of existing housing programs and incentives that encourage new residential development.</p>	<p>NS PB&D</p>	<ul style="list-style-type: none"> • <i>Strategic Housing Plan</i> completed and adopted as a component of <i>Vision 2001-2020</i> (2006). • Internal housing committee formed that meets periodically with stakeholder groups and potential project developers. • Created <i>Guide to Housing Programs</i> for distribution to public • Marketing of City's Mortgage Assistance Program through banks, service agencies and Realtors • Market rehabilitation tax abatement and infill tax abatement programs 	<p>Complete with ongoing follow up</p>
<p>NH A13. Develop housing marketing strategy to identify new programs and incentives.</p>	<p>NS PB&D</p>	<ul style="list-style-type: none"> • <i>Strategic Housing Plan</i> completed and adopted as a component of <i>Vision 2001-2020</i> (2006). • Attempting to create new Market Rate housing programs (Mortgage Assistance and Rehab). Suspended due to State Code issue, looking at options including RRHA support. • Internal housing committee formed that meets periodically with stakeholder groups and potential project developers. • Meet monthly with Roanoke Regional Housing Network to share information on City programs 	<p>Complete with ongoing follow up</p>

Neighborhood Appearance

<p>NH A14. Increase infrastructure funding to improve and enhance existing neighborhood streets and streetscapes; explore alternative funding sources such as grants and private contributions.</p>	<p>City Manager/ City Council PW P&R PB&D City Schools</p>	<p>Streetscape/traffic calming budget line item established. Funds identified for several projects from multiple sources, including CDBG (Bullitt/Jamison Corridor) and General Fund (Williamson Road, Grandin/Memorial and Crystal Spring Streetscape projects).</p> <p>Preliminary funding for planning improvements to Wasena Bridge. Improvements to Huff Lane have been completed. Earmarked tax revenue for curb & sidewalk construction.</p> <p>"Neighborhood Infrastructure Improvements" included in 2005 CIP. CDBG funding used to place 55 new litter receptacles in high traffic pedestrian areas and park properties in 2005.</p> <p>Safe Routes to School program will provide sidewalk and other bike and pedestrian accommodation near elementary and middle schools (Forest Park, Lincoln Terrace, Addison, Breckinridge are in pilot program).</p>	<p>Complete with ongoing follow up</p>
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3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>NH A15. Strengthen neighborhood organizations and civic groups to develop neighborhood pride.</p>	<p>NS Libraries PB&D DOT P&R</p>	<p>Ongoing programs through HNS & RNA such as Leadership College and Welcome Roanoke. NS/DOT have created a website for each organization containing neighborhood-specific information accessed through the City's website and Community Web Portal.</p> <p>Ongoing promotion and marketing of Neighborhood Organization events during neighborhood month, National Night Out and others taking place through the year.</p> <p>NS and MAAC participating in Multicultural Initiative to engage diverse cultural groups to increase involvement with City boards and community groups. Leadership College provides forum for increased citizen participation in community leadership and coordination with City staff.</p> <p>Neighborhood Assistance Centers, a joint project of HNS and Libraries, are being developed in the Gainsboro and Melrose Branch Libraries to provide neighborhood organizations and residents with information on civic organizational development and community involvement.</p> <p>P&R renewed commitments and partnered with four new businesses to adopt six parks in 2005.</p> <p>Renovate Roanoke program developed by City staff and volunteers to advocate and provide tools for residents to maintain and improve their homes.</p>	<p>Ongoing</p>
<p>NH A16. Adopt design and performance standards for neighborhood streets, sidewalks, and tree canopies.</p>	<p>PB&D PW TD ENG</p>	<p>Multi-departmental team developed Street Design Manual adopted as internal guidance by Planning Commission.</p> <p>2005 zoning ordinance includes enhanced landscaping/tree canopy standards.</p>	<p>Complete</p>

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>NH A17. Identify gateways, key intersections, and major corridors for physical improvement that promotes neighborhood identity and pride.</p>	<p>PW TD P&R PB&D</p>	<p>Neighborhood and area plans provide guidance on priorities for gateway and streetscape enhancements. Street design team identifying priority projects as part of implementation of the Street Design Guidelines. Specific projects are addressed as opportunities and interest arise.</p> <p>P&R expanded hanging basket program >20% since 2003. Improved landscaping at RCIT entrance, Walnut Avenue, Main and Jefferson Street bridges, Grandin Village Center, 8 Jefferson Place, park signs, and gateways. Additional baskets are planned at Railwalk in 2007.</p> <p>P&R improved landscaping at the hillsides on Gainsboro Road and Wells Avenue, the Railwalk on Norfolk Avenue, as well as several park signs. Expanded holiday lighting and landscaping at Mountain View Recreation Center.</p> <p>Arterial gateways will have new signs welcoming motorists to Roanoke using new brand identity.</p>	<p>Complete with ongoing review and follow up</p>
<p>Downtown Neighborhood</p>			
<p>NH A18. Revise zoning ordinance and review the application of the building code to permit development of live/work space.</p>	<p>PB&D</p>	<p>2005 zoning ordinance includes live/work units as a specific land use category in all commercial districts and provides standards for application.</p>	<p>Complete</p>

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>NH A19. Develop economic incentives and review the application of building code regulations in the downtown to encourage residential development.</p>	<p>PB&D ED</p>	<p>Survey and nomination for state and national registers (Historic designations make significant tax credit incentives for rehab available):</p> <ul style="list-style-type: none"> • Downtown (completed) • Gainsboro (completed) • Salem Ave. (completed) <p>2005 zoning ordinance added first floor residential as a permitted use in Downtown district.</p> <p>PB&ED strengthened the residential parking program to allow on- and off-street parking to support residential development at no cost to residents.</p> <p>Planning two new parking garages in support residential and commercial development in downtown.</p> <ul style="list-style-type: none"> • Campbell Ave. – Under construction through PPEA • Luck & 5th St. – Advertising for developer 	<p>Complete</p> <p>Complete</p> <p>Complete</p> <p>2008 ~2010</p>
<p>NH A20. Inventory and market vacant lots and underutilized sites for higher-density, mixed-use development.</p>	<p>PB&D</p>	<ul style="list-style-type: none"> • <i>Strategic Housing Plan</i> identifies key housing opportunities on downtown edges (2006). Internal housing committee meets periodically to discuss potential development/market city property. • Outlook Roanoke Update identifies key development sites. SJRA plan calls for adaptive reuse of sites in The Crossing District for mixed-use development. • Contacted owners of vacant/derelict structures for their permission to list property in Vacant Housing Catalog (only received permission from 10 owners) • Hosted several developers interested in mixed use development. 	<p>Complete with ongoing review</p>

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Housing Strategy

<p>NH A21. Complete a housing survey that defines and maps sustainability indicators on a citywide basis.</p>	<p>PB&D</p>	<p>21st Century Challenge surveyed conditions in core neighborhoods (2005). Strategic Housing Plan assesses market factors (2006); housing conditions are inspected and surveyed by Code Enforcement staff and are evaluated in neighborhood plans; Neighborhood Indicators Project will contain considerable data on housing (see NH A10).</p> <p>Intern surveyed conditions in conservation and rehabilitation districts as an update to 21st Century Challenge.</p>	<p>Complete with ongoing follow up</p>
<p>NH A22. Develop a housing plan that includes guidelines for housing choice, sustainability, and social and economic diversity.</p>	<p>PB&D, Reg Housing Network</p>	<p><i>Strategic Housing Plan</i> adopted (2006). C2C Housing Design Competition with one project completed in 2007.</p>	<p>Complete</p>
<p>NH A23. Develop criteria for evaluating new residential development proposals to ensure compatibility with surrounding neighborhoods and support of the City's goals of a balanced, sustainable housing supply.</p>	<p>PB&D</p>	<p>Neighborhood Design District (NDD) implemented with additional guidelines for quality and character of new housing in neighborhood plans.</p> <p>Pattern book to guide residential design is under development.</p> <p>C2C Housing Design Competition - one project constructed.</p> <p>Madison Field development proceeding using Earth Craft construction methods on property purchased from City.</p>	<p>Complete</p> <p>Complete</p> <p>Complete</p> <p>2007 and ongoing</p>
<p>NH A24. Strengthen enforcement of building maintenance codes, revise Rental Inspection Program to include periodic inspections as permitted by law, and develop a strategy to increase geographic coverage of Rental Inspection Program.</p>	<p>NS</p>	<p>City Council adopted code amendment to strengthen RIP ordinance (2005).</p>	<p>Complete</p>
<p>NH A25. Aggressively market the Real Estate Tax Abatement program to encourage rehabilitation of older homes.</p>	<p>Real Estate Valuation, PB&D, ED, NS</p>	<p>City Council evaluated program components and adopted refinements/improvements to the programs (2005). Real Estate Valuation developed brochure to market the revised program; PB&D and NS also market programs. 14 properties in agricultural land use program.</p>	<p>Complete with ongoing review</p>

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>NH A26. Consider demolition of derelict or neglected structures, outside of historic districts, when rehabilitation is not economically feasible, plans for appropriate redevelopment are approved, and redevelopment furthers the neighborhood goals for a balanced, sustainable housing supply.</p>	<p>NS</p>	<p>Ongoing program identifies structures and orders owner to demolish where appropriate; Demolition fund. Demolition in historic districts is pursued only as a last resort when the threat to public safety is imminent. Neighborhood organizations encompassing historic districts are notified prior to demolition of structures.</p>	<p>Complete with ongoing program use</p>
<p>NH A27. Identify and assemble vacant or underutilized land for the development of housing clusters. Consider using public or community development corporations to assemble property for housing development.</p>	<p>NS, PB&D, ED, RRHA, BRHDC</p>	<p>Opportunities for new housing identified in neighborhood plans.</p> <p>Southeast by Design, Gainsboro’s Project Gold, current Hurt Park CDBG focus area and Gilmer’s Park Street Square projects are implementing this approach.</p> <p>Colonial Green (4 crescent homes, 2 single-family, 4 town homes complete/same number now under construction) and Madison Field (1 single-family under construction) under development on former City property.</p> <p>Countryside Golf Course purchased – rejected proposal from prospective developer, renewed lease with golf course operator, revisit development options in future.</p> <p>Rehabilitation of 400 block Day Avenue (7 houses completed)</p> <p>Review City property inventory for other development opportunities</p>	<p>Ongoing</p> <p>Complete (Hurt Park 2009 - 2010)</p> <p>2010</p> <p>2008</p> <p>2008</p> <p>Complete</p>
<p>NH A28. Revise zoning ordinance to permit higher-density residential and mixed-use development for housing clusters. Where appropriate, rezone identified areas for development of housing clusters.</p>	<p>PB&D</p>	<p>2005 zoning ordinance and map implemented this action, especially with expanded options in the MXPUD district. Future Land Use Plans contained in neighborhood plans indicate appropriate areas for mixed-density and/or mixed-use development.</p>	<p>Complete</p>
<p>NH A29. Revise zoning ordinance to encourage quality infill development that reflects the character of the neighborhood including infill development standards.</p>	<p>PB&D</p>	<p>Neighborhood Design District (NDD) was implemented in Melrose-Rugby November 2002. The 2005 zoning map expanded the district to 14 additional neighborhoods.</p>	<p>Complete</p>

3.1 Housing and Neighborhoods

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Affordable Housing

<p>NH A30. Develop a plan for the location of shelters, transitional living facilities, and day facilities that provides appropriate services in all areas of the City and the region, taking into account access to public transportation and proximity to other support services.</p>	<p>Social Services, PB&D</p>	<p>The taskforce on homelessness has been reorganized as the Roanoke Valley Alleghany Regional Advisory Council on Homelessness and is now under the administration of the Regional Council. The 10 year plan to end homelessness is inclusive of other localities.</p>	<p>Complete (planning and organization)</p>
<p>NH A31. Develop affordable housing plans including programs that include a mix of housing types and opportunities for both rental and homeownership as part of the housing plan.</p>	<p>PB&D RRHA</p>	<p><i>Strategic Housing Plan</i> adopted (2006). Neighborhood plans address housing mix and recommend densities and housing types. Existing housing programs include the Mortgage Assistance Program, American Dream Down Payment Initiative. Discussing strategies to create affordable housing and housing rehabilitation program. Working to create mixed income housing in Hurt Park. New housing development provides a mix of housing types and opportunities for home ownership.</p>	<p>Complete Complete Complete and ongoing Ongoing</p>

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Parks and Recreation

<p>EC A1. Establish funding mechanisms to implement park plans (Phase II & Phase III) and greenways plan in a timely manner.</p>	<p>P&R Greenways Commission</p>	<p>\$7 million in bond funding designated for Phase II in FY 2005. City Council committed \$2 million over 10 years for greenway development, beginning in FY 2003.</p> <p>The updated regional conceptual greenway plan identifies broad funding strategies for regional greenway system including corporate programs.</p> <p>Parks & Recreation Master Plan identifies funding needs.</p>	<p>Ongoing</p> <p>Complete (2007), adoption TBD</p> <p>Complete (2007)</p>
<p>EC A2. Encourage regional cooperation to develop and manage parks and recreation facilities that serve multiple jurisdictions (e.g., large recreation centers and aquatic centers). Conduct an assessment of the parks and the recreational needs of the region and consider the formation of a Regional Park Authority.</p>	<p>P&R Regional governments</p>	<p>P&R continues partnership with Roanoke County and City of Salem to bring national softball tournaments and other activities to the region.</p> <ul style="list-style-type: none"> • ASA national tournaments (2007, 2008) • The BGUS Challenge (2006) <p>A regional Therapeutic Recreation Needs Assessment was completed (2006).</p> <p>A multi-jurisdiction steering committee prepared an updated regional greenway concept plan (2007). Newly adopted Parks & Recreation master plan address regional cooperation (2007).</p>	<p>Initial coordination Complete with ongoing activity</p> <p>Complete</p>
<p>EC A3. Consider establishing appropriate user fees for recreation facilities.</p>	<p>P&R</p>	<p>Pricing policy established, review and make necessary revisions.</p>	<p>2008</p>

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Greenways

EC A4. Develop strategies that encourage development of the Roanoke River Greenway for the entire length of the Roanoke River within the City limits.	Greenways Commission, P&R, ENG USACE	Flood Reduction project proposes a greenway trail for the entire 10 miles in Roanoke. Trail to be built concurrently with Roanoke River Flood Reduction Project. Construction of trailhead parking and trail through Wasena Park completed in 2005. Greenway trail from the Wastewater Treatment Plant to Hamilton Terrace was completed in 2007. Trail from Hamilton Terrace is scheduled for spring 2008. The strategy is in place to complete the trail component. Consider a linear park plan.	Ongoing (2010 – 2012)
EC A5. Establish weekend bus service between downtown and natural resource destinations such as Explore Park, Carvins Cove, and the Appalachian Trail.	Valley Metro	Not feasible at this time; will monitor demand.	10-15 years
EC A6. Increase funding to accelerate construction of the greenway network.	Greenways Commission, P&R	City Council committed \$2 million over 10 years for greenway development, beginning in FY 2003. Currently limited to City CIP process and any grant funding. Parks and Recreation Master Plan identifies future CIP funding needs.	Complete
EC A7. Promote trails on City-owned land, where feasible and suitable.	P&R	Trails use city-owned land and right-of-way wherever possible.	Ongoing
EC A8. Promote and increase access to trails and natural areas by providing parking, guide maps, and appropriate marking.	P&R, Greenways Commission	Implemented during site-specific planning of greenway facilities. Star Trail maps are available and P&R has developed Mill Mountain map and developing mapping for downtown and interpretive signs/panels. Greenway and trails marketing is underway.	Ongoing

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Views and Viewsheds			
<p>EC A9. Develop a viewshed protection ordinance and seek regional approaches.</p>	<p>Regional Governments, Western VA Land Trust, Friends of BRP, NPS, PB&D, Parks & Recreation</p>	<p>City approach is through purchase and preservation of mountainous areas:</p> <ul style="list-style-type: none"> • City purchased a 52-acre parcel adjacent to Mill Mountain Parkway • Adopted the Mill Mountain Management Plan • Developing management plan for Carvins Cove <p>2005 zoning ordinance created Recreation & Open Space district and applies it to City-owned properties</p> <p>Regional approaches include Last Chance Landscape designation along BRP - viewshed restoration; conservation easements.</p>	<p>Ongoing (6-10 years)</p> <p>Complete</p> <p>Complete</p> <p>Ongoing</p> <p>Complete</p> <p>Ongoing</p>
<p>EC A10. Encourage reduced light pollution from development, particularly in residential neighborhoods, by improving development or ordinances.</p>	<p>PB&D</p>	<p>2005 zoning ordinance addresses light pollution to the fullest extent permitted by state enabling legislation.</p>	<p>Complete</p>
<p>EC A11. Adopt zoning regulations that address communication towers to minimize their visual impact.</p>	<p>PB&D</p>	<p>City Council adopted a Telecommunication Facility Policy as a component of the comprehensive plan. 2005 zoning ordinance implements this policy.</p>	<p>Complete</p>
<p>EC A12. Protect Blue Ridge Parkway corridors adjacent to City limits through coordination with adjacent localities and careful planning.</p>	<p>Regional Governments Western VA Land Trust Friends of BRP NPS PB&D</p>	<p>Public and private efforts to preserve corridors:</p> <ul style="list-style-type: none"> • Southern Hills Plan identifies permanent conservation areas near parkway. • City-owned property (much of land adjacent to parkway) zoned Recreation & Open Space (2005) • Rockydale Quarries committed to a land preservation easement adjacent to the Mill Mountain Parkway Spur (2004). <p>City purchased a 52-acre parcel adjacent to Mill Mountain Parkway.</p> <p>NPS is currently updating General Management Plan.</p>	<p>Complete</p> <p>Ongoing</p>

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Water Quality			
<p>EC A13. Limit the amount of impervious surfaces to reduce runoff.</p>	<p>PB&D, P&R, Regional governments (stormwater management authority)</p>	<p>Zoning ordinance requires pervious paving systems where maximum parking limit is exceeded, and establishes tree canopy requirements for parking lots (2005). River & Creek Corridor overlay limits creation of impervious surfaces along stream banks (2005). (Trailhead parking in Wasena Park demonstrates use of pervious pavement)</p> <p>Planning staff actively encourages limits on impervious surfaces during rezoning process.</p> <p>New stormwater ordinance imposes additional requirements to redevelopment projects thus further minimizing impervious surfaces.</p> <p>Considering stormwater management authority which would motivate property owners to limit and/or remove excessive impervious surfaces.</p>	<p>Complete</p> <p>Complete</p> <p>Complete (effective Jan. 1, 2008)</p> <p>Ongoing</p>
<p>EC A14. Plant natural vegetation, preferably indigenous plant species, on land adjacent to the Roanoke River.</p>	<p>ENG, USACE, P&R</p>	<p>Roanoke River Flood Reduction Project bench cuts will be restored with native grasses and other plants indigenous to the Roanoke River riparian banks. Trees (265) were planted in Phase I of project. An additional 40 trees were planted in River's Edge Sports Complex area along Roanoke River, and additional trees were planted in Smith Park. Tree planting continues as the project moves upstream and project has been modified to retain mature trees along the water's edge.</p> <p>River & Creek Corridor overlay district requires a 50 feet riparian buffer along the Roanoke River and its tributaries (2005).</p>	<p>Ongoing (Construction underway)</p> <p>Complete</p>
<p>EC A15. Ensure integrity of the storm and waste water systems.</p>	<p>EEM, WWA, ENG</p>	<p>Ongoing through VPDES permit including infiltration/inflow programs; utility line upgrades; Clean Valley Council program to stencil storm drain inlets; Approved VPDES Phase II Stormwater Quality Plan in March 2003. Stormwater system mapping, street sweeping, inspections of stormwater management structures, and public awareness/participation are all key aspects of the program.</p> <p>Dry weather survey of Tinker Creek storm drain systems (2005).</p>	<p>Ongoing</p> <p>Complete</p>

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>EC A16. Protect and stabilize creek banks by controlling storm water flow and preventing discharge through vegetative buffers, bioengineering, and other related methods.</p>	<p>ENG, EEM, PB&D P&R</p>	<p>City has an approved VPDES Phase II Stormwater Quality Plan to improve stormwater quality (2002) and MS-4 storm drains have been mapped (2006). River & Creek Corridor overlay requires vegetated buffers (2005).</p> <p>New stormwater ordinance adopted in accordance with VPDES Plan (2007).</p> <p>Creek stabilization project within Thrasher Park was completed in 2007.</p>	<p>Ongoing</p> <p>Complete</p> <p>Complete</p>
<p>EC A17. Protect the shorelines of the Roanoke River to enhance their scenic quality and protect water quality through a river conservation overlay and other appropriate tools.</p>	<p>PB&D, P&R, EEM, WVWA, VDEQ</p>	<p>River & Creek Corridor overlay district (2005) requires a 50' buffer from stream or river banks where vegetation must be preserved/replaced.</p> <p>P&R developing river maintenance program with support from EEM to unify current education efforts already performed through EEM, the WVWA, and P&R; organize improved cleanup efforts within the banks of the City's river and streams; and improve maintenance levels on public property. P&R worked with DEQ to install 20 pet waste stations in parks along the Roanoke River and Murray Run and is working with DEQ to install 20 more.</p> <p>2 part-time Maintenance Technician I positions added to Parks operating budget to maintain river free of debris, undesirable vegetation and trash/litter.</p> <p>New stormwater ordinance adopted in accordance with VPDES Plan (2007).</p>	<p>Complete</p> <p>Ongoing</p> <p>2008</p> <p>Complete</p>

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Air Quality

<p>EC A18. Promote programs that raise awareness and reduce air pollution through testing, education, incentives, transit, and other related policies.</p>	<p>EEM, Valley Metro, Rideshare, PB&D, Regional partners, Fleet Mgmt</p>	<p>Roanoke has entered into an Early Action Compact (EAC) with surrounding localities and the EPA (2003) to reduce ozone levels by 2007. The summer of 2004 was the first ozone season under the newly created EAC. The City continues to adhere to the provisions of the Compact. The City has also joined ICLEI—Local Governments for Sustainability (2006) and added a 10% reduction in tax rate for energy efficient buildings (exceed USBC requirements by 30%) (2007) to further reduce emissions and energy use. Two homes in Colonial Green have used the tax incentive.</p> <p>Smart Way bus service to Blacksburg reduces individual commutes (over 3,000 passenger trips per month).</p> <p>Promoting hybrid car and bicycle options for daily commuters by providing special parking in City parking facilities.</p> <p>Implemented preventative maintenance programs in City facilities to decrease pollution.</p> <p>City has several hybrid vehicles as part of the City's fleet and is using bio-diesel fuel (started 2006).</p>	<p>Complete with ongoing review and follow up</p>
<p>EC A19. Consider use of clean-burning fuels to enhance air quality.</p>	<p>EEM, Fleet Mgmt, Regional partners</p>	<p>Dual-fuel compatible vehicles are being purchased by Fleet Management as part of the vehicle replacement program and City is using biodiesel fuel. City acquired hybrid vehicle in spring 2005 with additional hybrids purchased as a result of performance. P&R is investigating potential use of propane-fueled mowers.</p>	<p>Complete with ongoing review</p>
<p>EC A20. Establish tree canopy goals that include standards for preservation and planting of native trees based on zoning district and density.</p>	<p>P&R, PB&D</p>	<p><i>Urban Forestry Plan</i> established a canopy goal of 40% by 2013; new zoning ordinance expands tree planting standards and establishes minimum tree canopy requirements. Urban Forestry planted 708 trees in FY04, 500 trees in FY05 and 500 trees in FY06. Williamson Road Area Plan identifies urban forestry opportunities. Approximately 1,500 tree seedlings were planted in Fishburn, Thrasher, and Fallon Parks in 2006. Additional funding will be needed to meet canopy goal.</p>	<p>Complete with ongoing review</p>

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Environmental, Historic, and Cultural Resources

<p>EC A21. Develop a comprehensive regional marketing strategy that promotes Roanoke as an outdoors destination (Blue Ridge Parkway, Carvins Cove, mountains, trails, on-road bike routes, Virginia Birding Trail, Mill Mountain, etc.).</p>	<p>CVB, P&R, ED, Regional ED, Outdoor & environmental groups</p>	<p>Convention & Visitors Bureau has published an Outdoor Guide with updates and distribution focused on line (2007) with revised print version for 2008. Web-sites will advertise availability of guide. Branding Initiative (\$300,000 in funding provided for city's share). P&R assumed primary land-steward role for a major portion of the Carvins Cove Natural Reserve July 1, 2004.</p> <p>New signage and design program underway for parks and greenways, including Carvins Cove.</p>	<p>Complete with ongoing follow-up</p> <p>Ongoing</p>
<p>EC A22. Expand walking and driving tours of historic and cultural resources.</p>	<p>DRI, Preservation Foundation, Community groups</p>	<p>DRI works with the RV Preservation Foundation to conduct conference tours of downtown historic and cultural resources. Downtown Living Tour, Old Southwest Parlor Tour and Garden Tour, Art by Night, Raleigh Court Walking Tour brochure. DRI is partnering with the Arts Council and galleries on an updated Art by Night guide of 13 galleries.</p>	<p>Ongoing</p>
<p>EC A23. Develop a stable source of funding from regional resources for cultural, historic, and recreation amenities such as a Blue Ridge Asset District.</p>	<p>Rke Arts Commission, Regional Governments</p>	<p>City Council established the Percent-for-Art Program to provide consistent funding for public art. One percent of the cost of eligible capital improvement projects (up to \$100,000 per project) will be used to fund public art. Estimated funding for as of December 2006 is approximately \$267,000. Adopted Public Art Plan. ED has added a Public Arts Coordinator position. Public Art plan adopted by City Council and current working to commission first major work as part of the City's 125th anniversary.</p>	<p>Complete and ongoing</p>
<p>EC A24. Develop a local funding strategy for environmental programs, conservation easements, and cultural programs.</p>	<p>P&R, Outdoor & environmental groups, Regional Governments</p>	<p>P&R has investigated a funding plan that will involve grants, business support, scholarships, and partnerships.</p> <p>River maintenance program (Regional cooperation)</p>	<p>Ongoing</p>
<p>EC A25. Develop entertainment venues for concerts on Mill Mountain and other open areas.</p>	<p>P&R</p>	<p>Issued RFP for amphitheatre at Reserve Avenue site and possible inn/restaurant on Mill Mountain.</p>	<p>2007</p>

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>EC A26. Undertake a comprehensive inventory of historic and cultural properties and districts in the City and consider historic districts, where applicable. Solicit neighborhood and stakeholder input in the inventory, where applicable.</p>	<p>PB&D VA Dept. of Historic Resources</p>	<p>Nearing completion of program to survey and nominate eligible historic districts throughout Roanoke:</p> <ul style="list-style-type: none"> • Downtown Historic District (2002) • Grandin Village Historic District (2003) • Henry Street Historic District (2004) • Gainsboro Historic District (2005) • Salem Avenue Automotive Commercial Historic District (2007). <p>Survey and nomination of the Salem Avenue Automotive Commercial District completed through DHR cost-share program.</p>	<p>Complete</p>
<p>EC A27. Promote local, state, and federal incentives to include tax credits to encourage rehabilitation of historic structures.</p>	<p>PB&D ED Real Estate Valuation, DRI</p>	<p>Basic summary of rehab incentives developed and actively promoted including revisions to Enterprise Zone and tax abatement programs (2005). (Roanoke is one of the most active areas in Virginia in terms of the use of historic tax credit programs.)</p> <p>First Renovate Roanoke fair held in October (workshops, seminars and vendors focused on preserving and restoring older homes).</p>	<p>Complete and ongoing</p>
<p>Public and Open Spaces</p>			
<p>EC A28. Revise zoning regulations to better address the placement of billboards in Roanoke and regulate maintenance of existing ones.</p>	<p>PB&D</p>	<p>Zoning Ordinance amended to address issue of spacing.</p>	<p>Complete</p>
<p>EC A29. Work with conservation organizations to identify critical open space or sensitive environmental properties and pursue the purchase of conservation easements.</p>	<p>PB&D, Western VA Land Trust, P&R Private landowners</p>	<p>City purchased a 52-acre parcel adjacent to Mill Mountain Parkway. P&R and Mill Mtn Adv Board identified sensitive environments on Mill Mtn as part of the Mill Mountain Land Use Plan. Management plan under development for Carvins Cove area that will address this issue along with the future Roanoke River Plan.</p> <p>Conservation easement for Kegley Farm under consideration by private entities.</p>	<p>Ongoing</p>

3.2 Environmental, Cultural and Historic Resources

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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<p>EC A30. Encourage preservation of open space and farm land through appropriate land use programs.</p>	<p>PB&D Real Estate Valuation, P&R</p>	<p>Zoning ordinance remapped large portions of open space/recreational land from residential districts to the new Recreation Open Space district while retaining Residential Agricultural district (2005).</p>	<p>Complete</p>
		<p>City Council adopted definition of “park” in May 2005 to define purposes and appropriate uses of parks, and add various City-owned lands to the park system.</p> <p>Conservation easement for Kegley Farm under consideration by private entities.</p>	<p>Complete</p>

3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>ED A5. Develop an entertainment strategy for the downtown market area.</p>	<p>DRI, Event Zone, P&R, PB&D, ED, HRCC, RCC, Partner organizations</p>	<p>A number of activities, events and festivals have been implemented and are ongoing between EventZone, DRI, P&R, ED, the various institutions in the area, etc. (e.g., Party in the Park, Fiddle Fest, outdoor dining programs).</p> <p>Developing plan to further link HRCC and downtown to expanded exhibit space at the Civic Center and improve pedestrian access to entertainment opportunities at the Civic Center. City Market District Plan addresses some elements of entertainment.</p> <p>DRI is researching the development of appropriate avenues to manage the market on a 24/7 basis to provide events, entertainment and activity to strengthen downtown.</p> <p>Century Plaza hosting cultural events with new amenities (2006) and City Market District Plan includes components for small-scale entertainment areas (e.g., Stepped Plaza).</p>	<p>Organization completed (Further implement 6-10 years)</p>


3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
ED A6. Pursue strategies to increase availability of specialized retail and live/work space in the downtown.	DRI, PB&D ED	<p>Numerous downtown living spaces have been opened and more are being renovated. DRI indicates 204 units are online and 95 are either proposed or under consideration. Many projects are being facilitated by virtue of locations within identified historic districts, which make tax credit incentives available. In addition to projects along Jefferson street and Campbell and Kirk Avenues, recent/current development includes:</p> <ul style="list-style-type: none"> • Campbell Avenue Lofts (300 Block Campbell Avenue) • Candy Factory (300 block Salem Avenue) • Hancock Building (100 block of Campbell Avenue) • Fulton Lofts (400 block Salem Avenue) • Kroger Bakery (500 block Salem Ave.) <p>City Market District Plan (2006) and further implementation of Outlook Roanoke Update (2002) will spur further investment.</p> <p>Improve on-street parking enforcement by automating parking ticket issuance to better manage timed parkers and address violators to improve parking opportunities for retailers.</p>	Ongoing
ED A7. Complete survey of historic structures in the downtown.	PB&D	<p>Survey and successful nomination of:</p> <ul style="list-style-type: none"> • Downtown District (2002) with three additional building in nomination process • Henry Street Historic District (2004) • Gainsboro Historic District (2005) • Automotive Commercial District (downtown west) (2007) 	Ongoing
ED A8. Facilitate the development of significant regional attractions such as the IMAX Theater.	Art Museum Center in the Square ED DRI RCC	<p>Art Museum under construction with anticipated completion in fall 2008 (IMAX is no longer being considered as a component). O. Winston Link Museum opened. Improvements to Transportation Museum. Civic Center expansion and renovation including 46,000 sf of new exhibit space/Special Events Center complete with grand opening as part of 125 anniversary celebration.</p>	Ongoing
ED A9. Revise zoning ordinance to discourage demolition of downtown buildings being replaced by surface parking lots.	PB&D	<p>New zoning ordinance establishes maximum parking limits and designates surface parking lots as special exception use in Downtown district.</p>	Complete

3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Tourism

ED A10. Develop a "brand identity" for Roanoke. Coordinate with regional partners to launch a marketing campaign.	City Admin.	Branding Initiative implemented and new logo  adopted. "Most Livable" posters. Downtown banners in planning stages; Roanoke billboards; C2C Housing Design Competition drew international attention. City Manager gives out posters with awards at business breakfast meetings. Brand and market City Parking facilities to indicate point of difference, ease of accessibility to encourage their use by tourists. Development of comprehensive wayfinding signage system. Use WiFi Zone web site to market and increase brand awareness.	Complete (initial activities) Wayfinding and additional activities ongoing
ED A11. Identify and develop a consistent funding source for promotion of tourism, marketing, and special events.	CVB, DRI	1% of transient room tax is dedicated to marketing efforts of Convention & Visitors Bureau. \$177,529 in local funding for EventZone beginning in FY04.	Complete
ED A12. Develop and install directional signs that are clear, consistent, and strategically placed to identify major attractions that capture tourists.	CVB, DRI, PW, Regional Greenways Commission, P&R	Several initiatives underway: <ul style="list-style-type: none"> • Roanoke Valley cultural institutions developing master plan with strategic signage element. • PW working with Blue Ridge Parkway on signage strategy for area between BRP and Roanoke. • Greenways Project Committee + P&R creating new wayfinding signage plan for greenways, parks, and trails. • PW working with VDOT, CVB, DRI and cultural organizations on a new wayfinding signage system. Design for new wayfinding signs complete with final locations under consideration - will be implemented in 2008. • City Market District Plan will coordinate with existing efforts for signage improvements. • City of Roanoke Parking working to mesh its signage and marketing efforts with comprehensive wayfinding signage planning. • Citywide Parks and Greenways Signage Guide under development. 	Ongoing
ED A13. Provide transportation connections (i.e., shuttle service) to multiple sites such as Explore Park, Carvins Cove, and Mill Mountain.	CVB, Valley Metro	Not feasible at this time, will monitor demand.	10-15 years

3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>ED A14. Promote greenways and linkages to the downtown and surrounding areas.</p>	<p>RGC, P&R, HRCC, RCC</p>	<p>Mill Mountain Greenway complete to Mill Mtn Park. Lick Run greenway completed from Valley View to HRCC. Ongoing development of Murray Run Greenway. Regional Greenway Commission is working w/ P&R to develop downtown linkage between the Lick Run and Mill Mountain Greenways using the Market and the Railside Linear Walkway.</p> <p>Greenway connection at HRCC to link Lick Run Greenway between the Visitors Center and the Civic Center (Walker Ave. Gateway).</p> <p>Upgrades of directional signage on Market Square to direct visitors to greenway connections, downtown businesses, and other attractions.</p> <p>P&R is working with the downtown WiFi project to include wayfinding.</p>	<p>Mill Mountain Greenway complete. Lick Run Greenway complete.</p> <p>2007</p> <p>2008</p>
<p>ED A15. Increase efforts to provide tourist information for residents and visitors.</p>	<p>CVB, P&R, RCC. DRI</p>	<p>An number of informational kiosks and web based information is available for visitors and residents along with the Visitor Center on Shenandoah Avenue.</p> <p>Additional expansion of the WiFi is being explored. DRI Visitors' Guide was published and 50,000 copies distributed. Information for the Arts Council's kiosk in Wachovia Plaza to be updated.</p> <p>Parking information available on the City web site and maps are available in all parking locations with attendants. All parking staff trained by CVB as tourist ambassadors.</p>	<p>Ongoing</p>

3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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<p>ED A16. Expand the current marketing strategy to target young families and young adults. Strengthen and expand the newcomer's club; create a junior newcomer's club that involves children and teenagers.</p>	<p>ED, Regional ED agencies, community groups, HNS</p>	<p>Component of P&R Master Plan developed with youth initiative program and new innovative family recreation programs. NS operates a program to welcome new residents.</p> <p>Libraries undertaking adult programs such as independent film series and classes on wireless Internet and technical assistance services for WiFi zone as well as emerging artists program in main library.</p> <p>Economic Development position created with focus on building relationships with regional colleges/universities and attracting young adults to the area. Collaborating with Regional Chamber of Commerce on young adult programs. Using YouTube clips, pod casts and other marketing and other information dissemination target to young adults.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
<p>ED A17. Develop a youth hostel or other budget hotel accommodation in the downtown to encourage hikers and Appalachian Trail enthusiasts to visit Roanoke.</p>	<p>CVB, DRI, PB&ED</p>	<p>No activity, will monitor need.</p>	<p>6-10 years</p>

Industrial Development

<p>ED A18. Identify underutilized industrial sites and promote redevelopment as part of Roanoke's economic development strategy.</p>	<p>PB&D, ED RR&HA</p>	<p>City has initiated aggressive Brownfield Redevelopment Program. Several EPA grants pursued and received for assessment, training, and loan funds for cleanup. Brownfield strategy under development. South Jefferson Redevelopment Area; Underutilized sites are being identified in neighborhood/area plans. PB&D reviewed sites and continue with ongoing assessment.</p>	<p>Ongoing</p>
<p>ED A19. Support the redevelopment of the South Jefferson Redevelopment Area (SJRA) by coordinating with participating organizations such as Carilion, Virginia Tech, and the University of Virginia.</p>	<p>PB&D, ED, RRHA</p>	<p>RRHA has completed acquisition of all properties but one in Area 1A and Area 1. First building complete and being populated with tenants. Medical Clinic and 1,500-space parking garage under construction. City provided incentives package to facilitate development of Cambria Suites project. Parking garage and day care center in Area 1A is complete.</p>	<p>Ongoing</p>

3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
ED A20. Investigate a strategy for funding streetscape improvements in the Franklin Road gateway corridor (between SJRA and Wonju Street) to stimulate private sector development.		No City initiated activity. Private development of Ivy Market (with City incentives) improved street appearance at Franklin Road and Wonju Street.	6-10 years
ED A21. Revise zoning regulations to encourage increased use of planned unit developments.	PB&D	Zoning ordinance implements by reducing acreage requirements for PUD districts (2005). Expands range of uses in Mixed PUD to permit primarily-commercial development option that contains residential elements. Seeing increased use of PUD districts by development community.	Complete
ED A22. Promote and market the Enterprise Zone program to existing and prospective businesses.	ED	ED provide materials, participate in seminars and visit business to explain programs. ED is working with departments to communicate new program provisions.	Complete and Ongoing
ED A23. Increase the role of the Industrial Development Authority and other related industrial redevelopment organizations for development of plans for areas such as the West End, Plantation Road, and Shenandoah Avenue corridors.	ED	Changed name to an Economic Development Authority with a broader vision. EDA to manage Brownfield Revolving Loan Fund program and assist with other components of program implementation.	Complete and ongoing expansion of role
Technology Zones			
ED A24. Develop an economic development strategy to attract, retain, and grow technology businesses. Designate a lead agency to coordinate programs, resources, and planning for development of technology businesses. Create a web site that promotes Roanoke to technology companies.	ED DOT Regional ED agencies	Technology Zone implemented (2002). DOT mapped and published fiber optic accessibility on web. Series of entrepreneurial programs developed and introduced (2007). Discussing possible entrepreneurial zone with EDA and Virginia Tech	Complete Ongoing

3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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ED A25. Establish technology zones that provide special tax incentives, expedited development, and economic development assistance. Designate a section of downtown as the primary technology zone and key village centers as secondary technology zones.	ED	City Council designated Roanoke's Technology Zone in September 2002. Includes incentives for new and expanding businesses. Potential expansion into some village centers in future years. To date, one company has used TZ incentives and more are currently exploring use of the incentives.	Complete 2002; future expansion possible
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Commercial Development

ED A26. Identify underutilized commercial sites and promote revitalization.	PB&D ED	PB&D identifying in neighborhood/area plans; Zoning ordinance encourages redevelopment by increasing development potential of properties (2005). Enterprise Zone amendment to add various underutilized properties. Economic development staff member focused on commercial development. Planning efforts to focus on specific areas once all neighborhood plans are updated	Complete 6 - 10 years
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ED A27. Revise zoning and develop guidelines that encourage maximum use of commercial and industrial sites by addressing setbacks, lot coverage, parking requirements, and landscaping to encourage development of commercial businesses in centers versus strip developments.	PB&D	New zoning ordinance implements (2005).	Complete
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New Economic Initiatives

ED A28. Initiate small-area plans for mixed use (i.e., residential, commercial, and industrial) and industrial redevelopment in the West End, Plantation Road, and Shenandoah Avenue corridors.	PB&D, ED	Identifying locations in neighborhood plans (e.g., Wasena, West End, Williamson Road); Site-specific plans can begin when all neighborhood plans are completed/updated in 2007.	6-10 years; Ongoing
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3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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ED A29. Initiate small-area plans and appropriate rezoning for the Crossroads area to consider a mix of high-density residential, commercial, and research and development.	PB&D	Redevelopment of Crossroads was identified as a priority Strategic Initiative in Williamson Road Area Plan. A portion has been converted to large-scale office space (Advance Auto). New ownership is considering options to fill the space and create additional development along Hershberger Road. Potential transportation improvements are under review to improve traffic flow between Crossroads and adjacent commercial properties.	Ongoing
ED A30. Develop incentives and programs to encourage redevelopment activities that create attractive commercial corridors in areas of strip development and underutilized commercial centers.	ED	The façade grant program and Enterprise Zone incentives can be used when applicable.	Complete
ED A31. Revise zoning ordinance to permit small-acreage, mixed-use (flex-space) development.	PB&D	Zoning ordinance facilitates by reducing acreage requirements for Planned Unit Development districts and expands range of uses in Mixed PUD to permit primarily commercial development options with some residential elements (2005). Expands options for office uses in Industrial district.	Complete
ED A32. Revise zoning ordinance to permit home offices in certain residential areas.	PB&D	Zoning ordinance refines regulations regarding home occupations (2005).	Complete
ED A33. Explore redevelopment of areas identified for industrial, commercial, or mixed-use development or reuse.	PB&D	Identification through neighborhood/area plans. Specific strategies need development upon completion of neighborhood plans. Brownfield planning efforts, building on neighborhood plans, identify corridors and policy measures to target redevelopment efforts for a variety of uses.	2008 (complete NH plans)

Work Force

ED A34. Invest in education and training to create a labor force that can succeed in an information-based economy.	Higher Ed Center VA Western Schools ED agencies	Public Library system provides ongoing life-long learning opportunities such as free computer training classes and employment-seeking information courses. Roanoke City Schools - Dept of Adult Education offers literacy and job skills classes to prepare persons for employment.	Ongoing
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3.3 Economic Development

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>ED A35. Support and expand workforce development efforts that link economic development agencies and educational institutions. Develop work/study (co-operative) programs linking existing industry, high schools, colleges, and economic development agencies.</p>	<p>Higher Ed Center VA Western Schools ED agencies</p>	<p>ED staff serves on TAP Workforce Development Committee, NCTC, Blue Ridge Technical Academy Advisory Council, and the Career and Technical Education Council of the Roanoke City Public Schools. Develop strong partnership with Virginia Department of Business Assistance to develop work programs.</p> <p>Brownfield program includes an integrated job training component.</p>	<p>Ongoing</p>
<p>Village Centers</p>			
<p>ED A36. Encourage village centers through identification of potential locations in neighborhood plans.</p>	<p>PB&D</p>	<p>Centers are identified and mapped as part of neighborhood/area plans. Zoning map expands the use of Commercial-Neighborhood District in village centers and to create nodal development along corridors (2005).</p>	<p>Complete</p>
<p>ED A37. Develop design guidelines for village centers.</p>	<p>PB&D</p>	<p>Commercial design guidelines included in Gilmer and Williamson Road plans. Zoning ordinance includes basic design elements for scale, location (setback) and façade treatment in commercial neighborhood districts (village centers) (2005). Other guidelines may be developed as part of specific area plans.</p>	<p>Complete, potential for additional action in future.</p>
<p>ED A38. Revise zoning ordinance to permit mixed-use residential/commercial development and live/work space in village centers and on the periphery of the central commercial areas.</p>	<p>PB&D</p>	<p>Appropriate locations mapped as part of neighborhood/area plans. Zoning ordinance implements by reducing acreage requirements for Planned Unit Development districts, and identifying several districts that permit live/work space (2005).</p>	<p>Complete</p>

3.4 Infrastructure: Transportation, Technology, Utilities

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Street System			
IN A1. Adopt standard design principles for streets and develop a manual to guide construction that affects the streetscape and includes attractive designs for traffic calming devices.	PW, TD, ENG, P&R, PB&D	<p>Planning staff led interdepartmental team to develop city-wide Street Design Guidelines. Plan created a matrix of streetscape elements based on street type and neighborhood character district (2007).</p> <p>Implementation program being developed.</p>	<p>Complete</p> <p>2008</p>
IN A2. Develop an inventory of City streets based on transportation corridor classifications and identify priorities for design improvements.	PW, TD, ENG, P&R, PB&D	As a companion to the street design guidelines, an implementation plan will be developed to prioritize projects. Street types and character district information will be developed within the City's GIS.	2008
IN A3. Develop a transportation plan as a component of Vision 2001-2020 that uses the recommended design principles to implement and prioritize street improvements. Identify priorities for streetscape improvements through neighborhood plans and through a street design inventory.	MPO, TD, PB&D	<p>Long Range Transportation Plan update was completed. Roanoke established a task force to develop the recommendations consistent with the comprehensive plan. Streetscape priorities to be included in implementation plan for the street design guidelines.</p> <p>Safe Routes to School program will identify priorities near schools and provide some funding.</p>	<p>Complete (long-range plan and guidelines)</p> <p>2008 and ongoing</p>
IN A4. Expand the urban forestry program to increase the number of street trees planted and replaced.	P&R	Urban Forestry Plan adopted April 2003. City Council allocated an additional \$50K for tree replacement in FY04, resulting in a fourfold increase in the number of trees planted. 178 trees in FY03 and 708 trees in FY04. In FY05, the number of trees planted decreased to 500. 500 trees were again planted in FY06.	Planning complete - implement through 2013
IN A5. Change zoning, subdivision, and other development ordinances to include revised street design principles.	PB&D, TD	VDOT expanded local authority to establish appropriate urban street designs. Colonial Green implements appropriate-width streets. Street Design Guidelines include design principles (2005). Zoning and subdivision ordinances reinforce street design principles (2005/2007).	Complete

3.4 Infrastructure: Transportation, Technology, Utilities

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>IN A6. Coordinate with state and regional transportation agencies to include revised design standards for new and existing public roadways. Pursue public transportation links between the New River Valley and Roanoke.</p>	<p>VDOT, PB&D, TD</p>	<p>VDOT expanded local authority to establish appropriate urban street designs. Street Design Guidelines include design principles (2007). Colonial Green (2006) is an example of appropriate street widths.</p> <p>Smart Way bus service to Blacksburg links New River Valley with Roanoke (2004). P&R is working with MPOs to create connections to Blacksburg.</p>	<p>Complete with possible follow up for transit connections</p>
<p>Pedestrian, Greenway, and Bicycle Systems</p>			
<p>IN A7. Develop a greenway system to provide pedestrian and bicycle linkages between the region's parks, rivers, creeks, natural areas, recreation areas, business centers, schools, and other institutions.</p>	<p>Regional Greenway Commission P&R</p>	<p>Mill Mountain Greenway has been completed; Lick Run Greenway completed from Valley View to HRCC (2006). New portions of Roanoke River Greenway constructed through Wasena Park to connect to the Smith Park trail segment are complete with extension to the WWTP nearing completion (2007). Murray Run Greenway is continually being developed at the grassroots level with new trailhead created in Shrine Hill Park (2007).</p>	<p>Ongoing</p>
<p>IN A8. Identify long-term funding for sidewalk construction.</p>	<p>ENG</p>	<p>City Council approved an increase in cigarette taxes to support debt service for sidewalk/curb plan implementation -- \$1 -1.2 million per year for five years.</p>	<p>Complete & Ongoing</p>
<p>IN A9. Develop procedures that link or expand greenways when obtaining rights-of-way when developing utilities.</p>	<p>PB&D</p>	<p>Flood Reduction project includes 10 miles of greenway trails along Roanoke River. Asphalt trail installed as part of water line through Fishburn Park to link to Murray Run Greenway.</p>	<p>Ongoing</p>
<p>IN A10. Develop and adopt a bicycle and pedestrian transportation plan that uses the recommended design principles.</p>	<p>MPO, TD, PB&D</p>	<p>The MPO completed bicycle suitability study to identify system needs and priorities and an Update of Bikeway Plan was completed in 2005. Transportation Division is incorporating bicycle/pedestrian accommodations into new projects and repave/restripe projects (Brandon, Memorial, and Colonial). Suggested revisions to ordinances to permit bicycle usage on sidewalks and within parks where designated.</p> <p>Safe Routes to School program will build on these efforts.</p>	<p>6-10 years</p>

3.4 Infrastructure: Transportation, Technology, Utilities

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Transit System

IN A11. Develop programs to increase the ridership of Valley Metro.	Valley Metro	Smart Way bus service to Blacksburg (2004); City employee bus passes; RVARC program provides free taxi in case of emergency.	Ongoing
IN A12. Encourage employers to establish motor pools for work-related trips during the day so employees can walk or bike to work.	Regional Commission	RVARC expanded marketing of Rideshare program.	Ongoing
IN A13. Continue programs that provide public transportation to disabled citizens; consider expansion of service to employment and medical centers.	Valley Metro	Paratransit programs (STAR) continuing.	Ongoing
IN A14. Explore streetcars or other mass transit systems.	Valley Metro Regional Commission PB&D	1 st phase of streetcar feasibility study completed by Valley Metro in 2004. Working to obtain funding for 2 nd phase. Regional Commission performed an economic impact analysis for street cars in 2007 with request from the City Planning Commission for further research. Rubber-tired trolley service from downtown to SJRA under development for 2008, pending grant funding.	Complete (initial evaluation) and ongoing

Airport

IN A15. Encourage expanded direct air service to major national destinations.	Airport Commission	Public/private initiative to guarantee level of customer base. New carrier with direct service to Florida (Allegiant Air).	Complete and ongoing
IN A16. Provide accessible shuttle service between the airport and other local destinations.	Valley Metro	Smart Way bus provides service from downtown Roanoke and from Blacksburg to the airport.	Ongoing

Rail System

IN A17. Encourage expansion of rail service to relieve truck congestion on Interstate 81.	VDOT	Proposals under evaluation; Roanoke continues to advocate approaches that incorporate rail.	6-10 years
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3.4 Infrastructure: Transportation, Technology, Utilities

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
IN A18. Explore development of a regional facility for a truck-to-rail intermodal transfer facility and inland port.	Regional ED agencies	NS has announced construction of an intermodal facility in Elliston as part of the Heartland Corridor project.	Estimated 2009
IN A19. Pursue passenger rail service.	Regional ED agencies	TransDominion Express; NS has signified interest in allowing passenger rail.	10 years
Technology Infrastructure			
IN A20. Create a task force responsible for developing a technology strategy.	PB&D, DOT	The City's Information Technology Committee (ITC) completed its strategic plan update process in 2007.	Complete
IN A21. Inventory and map technology resources such as available buildings, communications infrastructure, and existing technology businesses.	PB&D DOT	DOT created GIS map of Roanoke's fiber optic network which is now available online. Warehouse Row – e-Town Initiative	Complete
IN A22. Foster strong partnerships and cooperative projects with Virginia Tech and other local universities.	PB&ED	Higher Education Center; Smart Way Roanoke-Blacksburg commuter service, ED position focused on building relationships with local colleges and universities.	Complete and ongoing
Water and Wastewater			
IN A23. Promote regional solutions to public water and sewer needs and services, including consideration of water conservation strategies.	Regional Governments	Western Virginia Water Authority established July 2004	Complete
IN A24. Maintain and upgrade sanitary sewer lines to eliminate infiltration and inflow of storm water.	WVWA	Ongoing programs of assessment, repair and replacement. Long-term capital plan under development.	Ongoing

3.5 Public Services: Police, Fire/EMS, Solid Waste Management, Code Enforcement

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Public Safety			
PS A1. Develop strategies that strengthen community-policing (i.e., COPE) efforts between the police department, residents, businesses, and community groups.	PD Community groups DRI	Transition to Geographic Policing (2004) resulted in increased participation of police officers at community meetings by 175%. Both officers and citizens feel that the program has benefited all. Downtown Neighborhood Watch has been formed.	Complete with ongoing review
PS A2. Public safety agencies will maintain or exceed nationally-recognized standards such as the Commission for Accreditation of Law Enforcement Agencies.	PD Fire/EMS	Fire-EMS Department became Nationally Accredited in August 2002 and received re-International Re-Accreditation in August 2007. Police Department was reaccredited in 2005 and is working towards re-accreditation for 2008. E911 awarded grant to initiate CALEA accreditation process. When E911 is accredited, Roanoke will be one of a very few localities that have all major public safety elements accredited.	Ongoing/ E911 accreditation within 2 years
PS A3. Revise zoning ordinance to integrate Crime Prevention Through Environmental Design in the development review process.	PB&D PD	Zoning ordinance brings buildings closer to streets and, in certain districts, requires minimum glazing on storefronts - address a key CPTED principle of "putting eyes on the street." PD worked to obtain a grant that will reimburse landlords for a portion of the costs of upgrades as suggested by CPTED trained officers. The effort should reduce crime in targeted neighborhoods.	Complete
PS A4. Promote citizen participation in public safety programs such as the Citizens Police Academy.	PD Community groups HNS RNA	Ongoing activities to promote participation: <ul style="list-style-type: none"> • Citizen Police Academy (2004 Agency of the Year). • Public safety elements included in Leadership College. • Citizens on Police Disciplinary Review Board. • Advanced Citizens Police Academy and Senior Citizen Police Academy established. • Geographic Policing promotes communication between citizens and officers. • NS, community groups and RNA creating Code Compliance educational program for schools. • Dare Camp/Chief's Challenge camp provides unique opportunities to expand interaction with the community by including children. 	Ongoing

3.5 Public Services: Police, Fire/EMS, Solid Waste Management, Code Enforcement

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>PS A5. Study and promote regional approaches to providing public safety services that ensure their location and operation provide the most equitable, effective, and efficient service to citizens.</p>	<p>Fire/EMS</p>	<p>Council adopted the Fire-EMS Departments business plan which will build three new stations located to improve response. Phase one (Headquarters Station) is complete (2007) with Phase Two (Williamson Road Fire-EMS Station) scheduled to break ground in November 2007. Phase Three (Northwest Station) is scheduled begin the A/E work in the Spring of 2008.</p> <p>Working to enhance regional cooperation on three tiers: cooperative staffing (ex. Clearbrook), automatic aid (ex. Salem), and mutual response. Fire/EMS implemented automatic aid program with Roanoke County (2006). Department is seeking additional opportunities for cooperation within all of these tiers.</p>	<p>Implemented and ongoing expansion of efforts</p>
<p>Code Administration, Boards, and Commissions</p>			
<p>PS A6. Revise zoning ordinance regarding nuisance offenses to provide for civil fines and on-site ticketing to increase compliance.</p>	<p>PB&D HNS</p>	<p>Zoning ordinance provides for maximum code enforcement allowed by state law.</p>	<p>Complete</p>
<p>PS A7. Provide code enforcement information to residents and inspectors in satellite service centers.</p>	<p>NS</p>	<p>Discussions underway with Human Services, PD, Fire/EMS, Health Dept, and HNS to determine best approach for implementing Neighborhood Integrated Services Team model. Some cross training for code enforcement issues has been completed.</p>	<p>6-10 years</p>
<p>PS A8. Provide ongoing training for boards and commissions related to zoning, property maintenance, and development codes through certified training programs.</p>	<p>PB&D</p>	<p>Stipends for Planning Commission and BZA are contingent on certification training. VA Dept of Historic Resources is establishing a certification program for Architectural Review Boards.</p>	<p>Ongoing</p>
<p>PS A9. Revise zoning and other ordinances to address new development patterns and land uses.</p>	<p>PB&D</p>	<p>Zoning ordinance recognizes new land uses that have evolved since the 1987 ordinance (e.g. cell towers, paintball, freight storage containers). Also better accommodates flex office/industrial mix.</p>	<p>Complete</p>

3.5 Public Services: Police, Fire/EMS, Solid Waste Management, Code Enforcement

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
PS A10. Coordinate regulations, where feasible, with neighboring jurisdictions for consistency.	PB&D	Some involvement of region's planning agencies in proposed zoning ordinance; using adjacent localities for benchmarking where appropriate. New stormwater management ordinance developed in conjunction with Roanoke County.	Ongoing
PS A11. Increase the use of information technology to improve services.	DOT	Services and information available online continues to expand as part of ongoing e-Government. Recent examples include e-Checks and online permit information, building inspection requests, and plan submittals.	Ongoing
Solid Waste Management			
PS A12. Develop and expand recycling and educational programs that promote its use.	Solid Waste Mgmt Clean Valley Council	Solid Waste Management continues partnerships to increase recycling awareness. City schools continue to recycle 7 to 8 tons of material every week. Solid Waste is looking to expand contact with neighborhood associations through the Roanoke Neighborhood Advocates in the hopes of improving recycling participation. Hotel Roanoke is working to become the first complete "Green" hotel in the region. C2C Housing Design Competition – first house completed in 2007.	Ongoing
PS A13. Consider developing a staffed recycling center with a household hazardous waste component.	Solid Waste Mgmt Clean Valley Council EEM	Roanoke Valley's first regional household electronics recycling event was held in July 2006. Currently three (3) regional household hazardous waste (HHW) collection events are held annually at the Roanoke Valley Resource Authority's Transfer Station. Based upon participation rates at the three regional annual HHW collection events, planning for a permanent HHW drop-off facility will continue. Hollins University sponsored electronic collection waste collection in October 2007 successful.	Ongoing

3.5 Public Services: Police, Fire/EMS, Solid Waste Management, Code Enforcement

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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City Administration and Service Delivery

<p>PS A14. Pursue innovative service-delivery strategies that improve customer service. Increase the use of computers and information technology to reduce reliance on paper and provide greater access and sharing of information.</p>	<p>DOT Various user agencies</p>	<p>Continuing increased availability of information resources on RoanokeVa.gov; Community Portal implemented; continuously increasing capability for web-based transactions (eChecks).</p> <p>Public Library System implemented personal computer reservation, print management systems and wireless Internet to enable customers' efficient access to information.</p> <p>PB&D using on-line plan submittals and scanning of paper documents for distribution, review and approval.</p>	<p>Ongoing</p>
<p>PS A15. Ensure that all public schools and City-owned facilities are located, designed, and maintained to complement neighboring land uses.</p>	<p>PB&D</p>	<p>Planning Commission review of new public facilities (2005).</p>	<p>Complete</p>
<p>PS A16. Pursue regional efforts for solid waste management and recycling.</p>	<p>Regional governments, RVRA</p>	<p>Periodic Household Hazardous Waste drop-off days for region. Roanoke also works with Clean Valley Council on Clean Valley Day and special river clean-ups.</p>	<p>6-10 years</p>
<p>PS A17. Consider development of community service centers to provide direct services and serve as information and referral centers.</p>	<p>City admin.</p>	<p>New fire station facility in northwest to be located in Melrose Avenue/Orange Avenue area may contain some elements of other public services. Proposed Fire Stations on Williamson Road and Melrose Avenue will include a community room. Jackson Park and Gainsboro library additions include community rooms.</p> <p>The regional 2-1-1 VIRGINIA center in Roanoke offers free information on a wide variety of services, including health, human services, elder programs, day care, recreation and more.</p>	<p>Ongoing review as part of specific projects</p>

3.6 People: Education & Lifelong Learning, Health & Human Services, Libraries

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
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Education and Lifelong Learning

PE A1. Develop and expand strategies that encourage parents and children to make the commitment for children to attend and participate in school every day.	Schools, P&R	P&R Youth Services Division has a Youth Academy that fosters training skills in reading, writing and mathematics during the summer, and the after-school programs help young children with their studies.	Ongoing
PE A2. Create programs that provide opportunities for education and coaching in local institutions such as churches, neighborhood groups, and businesses to increase awareness and value of education.	Schools	Tutoring provided at Melrose/Rugby Neighborhood Forum center. The Mayor's Committee for Multicultural Affairs formed to assist with disseminating information to new arrivals in the community, those from different backgrounds and to also develop partnerships to provide opportunities for language and cultural enrichment.	Ongoing
PE A3. Develop plans for constructive alternatives for students in in-school suspension.	Schools	No activity noted.	TBD
PE A4. Create ways to encourage churches and civic groups to adopt a school and provide programs/ activities to build youth interest and provide role models for success.	Schools, community groups and institutions	School system is partnering with 2 churches in a 21 st Century grant application for After School activities.	Ongoing

Libraries

PE A5. Improve the downtown main library to provide greater accessibility, better service delivery, and access to technology. Consider building improvements, a new building, or relocation of the library.	Libraries	Master plan completed in October 2005 and accepted into the City's Comprehensive Plan in December 2005. Phase 1 implementation of Master Plan in progress. Additions to Gainsboro and Jackson Park branches to begin in 2007. Two kiosk sites. Additional projects in Phase 1 have been identified.	Ongoing – multiple years to implement
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3.6 People: Education & Lifelong Learning, Health & Human Services, Libraries

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>PE A6. Continue to support the Virginia Room as the premier resource center for genealogy and history.</p>	<p>Libraries</p>	<p>An Archivist and part time assistant (to concentrate on digital projects) hired for the Virginia Room (2006) allowing the Virginia Room to be open during the same hours as the Main Library. Virginia Room will expand into the current Reference area in 2008 with programs are also now being extended to Branch locations.</p> <p>A major oral history project initiative was begun (2006) with the library as a partner with the Library of Congress and the Veterans Oral History Project (2007). The Library is working with the 125th Committee to collect histories from all neighborhoods in partnership with the Raleigh Court Civic League.</p> <p>Archival work has also begun on the Davis photograph collection.</p>	<p>Ongoing</p>
<p>PE A7. Explore inclusion of business development services at the main library.</p>	<p>Libraries</p>	<p>Additional funds have been added to the operational budget for publications over the last two years almost doubling the amount of funds available. In partnership with 15 financial institutions, the library sponsored a Money Smart month long series of workshops at all library locations (2007). Classes on small business, finance, and credit issues will be offered. Three major business databases will be added this fiscal year because of this increase in revenue. Computer and specialized classes are offered for the first time. Plans are to expand outreach to the business community downtown and to seek new partnerships.</p>	<p>Ongoing</p>

3.6 People: Education & Lifelong Learning, Health & Human Services, Libraries

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>PE A8. Develop a plan that identifies branch library facilities that have become outdated or cannot be expanded; consider relocation to sites that have facilities to provide access to bus service and provide adequate and safe parking.</p>	<p>Libraries</p>	<p>Master plan completed (2006). Design work underway on two branches recommended for renovation, Gainsboro and Jackson Park, with construction to begin in 2007.</p> <p>Work begun on the Opening Day Collection project that will assure that books are available for renovated and new library facilities.</p> <p>A library kiosk and related amenities, including a puppet theater, were installed at Valley View (2007). A second Kiosk has been purchased for the Garden City Recreation Center.</p> <p>Work continues on the site selection and design phase for a 28,000 SF super branch that will serve multiple neighborhoods.</p>	<p>Complete (plan) Ongoing (2 – 5 years to implement)</p>
<p>Health and Human Services</p>			
<p>PE A9. Promote programs that educate citizens regarding public and private programs to make health care more accessible.</p>	<p>Health care providers Community services</p>	<p>Public libraries received grant from National Network of Libraries of Medicine to provide consumer health information to citizens during 2003-2005. Certified medical librarian on staff in Main Library Reference Department.</p>	<p>Ongoing</p>
<p>PE A10. Develop a strategy that addresses duplication of inter-related services in health and human service programs.</p>	<p>Health care providers Community services</p>	<p>Duplication of services is a major concern of the Human Services Advisory Board which solicits and reviews grant proposals for funding with City resources. Collaborative proposals are given special attention. For the coming funding cycle collaborative proposals will be actively sought.</p>	<p>6-10 years</p>

3.6 People: Education & Lifelong Learning, Health & Human Services, Libraries

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
<p>PE A11. Promote health care programs related to pre-natal care, immunization, dental and vision care, and health screening by using the Internet, television, and other forms of media.</p>	<p>Health care providers Community services</p>	<p>The Belmont-Fallon neighborhood was identified as an underserved area. Planning is underway to establish a health care clinic in the Belmont neighborhood.</p> <p>The library continues to provide consumer classes and health information to customers and participated in the Jefferson College of Health Sciences orientation this year. Looking for ways to partner on resources to provide better, more cost-effective service.</p> <p>The Prevention Council through Missions of Mercy provides an annual two-day dental clinic for those without insurance.</p> <p>CDBG funds used for various healthcare related programs (e.g., Child Health Investment Partnership)</p> <p>Pilot program implemented by Health Department in Hurt Park parallel to the City's CDBG efforts.</p>	<p>Ongoing</p>
<p>PE A12. Inventory existing day care facilities; develop a plan aimed at increasing the availability of affordable day and evening care for children, elderly, and the handicapped.</p>	<p>Social Services</p>	<p>Planning staff created a GIS layer of day care centers and Social services has access to database of day care providers.</p> <p>City provides funding to regional adult day care facility at the Salem Veteran's Administration facility. Evening and weekend childcare remains an issue to be addressed</p>	<p>GIS layer complete, planning ongoing</p>
<p>PE A13. Develop special needs programs that are accessible and connected to housing and support networks.</p>	<p>Social Services</p>	<p>A neighborhood based services pilot has been established in the Hurt Park community. The planning for the redevelopment of Hurt Park includes increased social services activities in the neighborhood.</p> <p>The library and Jefferson College of Health Science staff will hold joint meeting to explore ways to serve the community.</p>	<p>Ongoing (6 - 10 years)</p>
<p>PE A14. Provide accessible information in satellite service facilities.</p>	<p>Service providers</p>	<p>Consumer health information program provided by Public Library System (see PE A9 and PE A13).</p>	<p>Ongoing (6 - 10 years)</p>

3.6 People: Education & Lifelong Learning, Health & Human Services, Libraries

Actions	Participants	Status – Ongoing or completed tasks	Completion Time Frame
PE A15. Promote development of a regional cost-sharing program for health and human services.	Regional governments	<p>The taskforce on homelessness has been reorganized as the Roanoke Valley Alleghany Regional Advisory Council on Homelessness and is now under the administration of the Regional Council. The 10 year plan to end homelessness is inclusive of other localities.</p> <p>The CSA Regional Steering Committee has embarked on a number of joint projects to increase the CSA service network.</p>	Ongoing (6 - 10 years)
PE A16. Establish new regional public transportation routes in the Valley to provide better access to health care and support services.	Valley Metro Health care providers	<p>In summer 2004, began Smart Way bus service as a public transportation option between the New River Valley and the Roanoke Valley.</p> <p>Identify connections via city greenways and trails plan.</p>	6-10 years
PE A17. Develop strategies that support greater use of recreational and exercise programs in schools, parks, and greenways.	P&R Schools	<p>Enhanced P&R/School Partnership agreement; operate four fitness centers in middle schools; developing pricing and marketing strategy to promote awareness and ownership of parks and new programs.</p> <p>Outreach nature programs (Mobile Mountain) provided in schools '05-06' which reached 408 students. Working to develop collaborative programs in recreation centers, schools and churches.</p> <p>Joint partnership with Addison Middle School 21st Century grant after school application.</p> <p>P&R Youth Services Division's Summer Enrichment program encourages fitness and nutrition through exercise, hiking, swimming, tennis, and 2 nutritional meals per day.</p>	Ongoing