

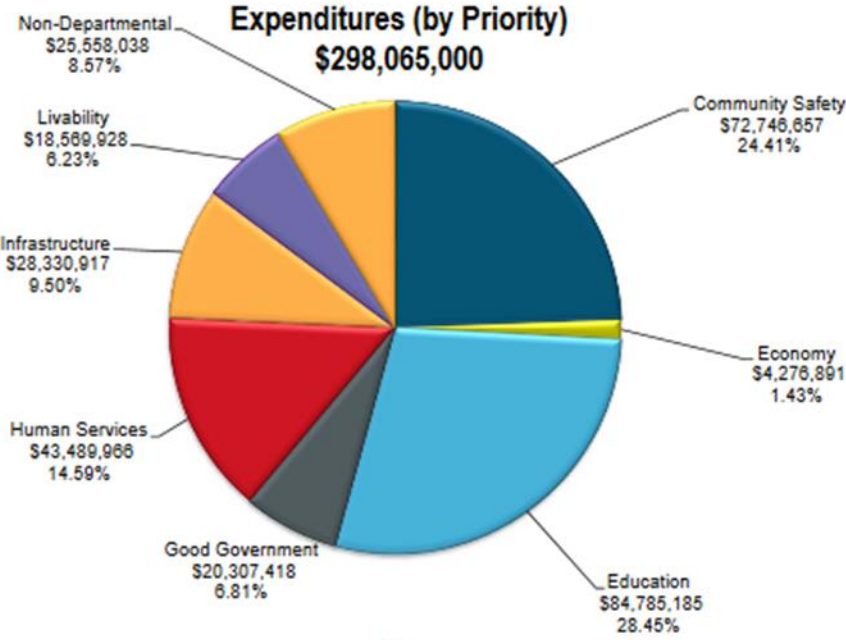
# Livability - \$18,569,928

The City of Roanoke will *seek to enhance Roanoke’s exceptional vitality as an attractive, diverse, culturally inclusive, vibrant and active city in which to live, learn, work and play.* The City will collaborate with others in our region to ensure Roanoke retains a quality social, built and natural environment making it a vibrant place to live, learn, work, play and visit. The City will ensure Roanoke remains a desirable place to invest in, whether as a homeowner, business owner, client, or tourist

Attractive Community – Together with the community, we will work to foster pride in home and business ownership working to ensure our neighborhoods, business corridors, and districts remain safe, clean, diverse, and attractive, and encourage continued pride and investment.

Accessible and Inclusive Community - We will ensure that public transportation, bicycle facilities, and pedestrian ways are convenient and safe, and provide mobility options and ease of connection between our neighborhoods, with our public spaces and throughout the region.

Quality Amenities – We will collaborate with others to provide activities, facilities, and exhibits that encourage active living and foster cultural awareness. We will ensure the protection of unique community assets and natural resources found within our City.



Attractive Community – City government will provide an avenue through which residents and visitors find the community visibly attractive, safe and clean. Offers should foster a sense of community pride, encourage home ownership and attract business investment. The outcomes that will result in successfully addressing this causal factor include:

1. Safe, clean and attractively maintained community  
Safe and attractive neighborhoods and business districts will have low crime rates, a reduced carbon footprint (e.g. trash and recycling collection) and minimize blight.
2. Owner Occupied Housing  
Increased owner occupied housing leads to more attractive and desirable neighborhoods that are viewed as better maintained and esthetically appealing. Homeowners tend to have a greater sense of responsibility to properly maintain their investment.
3. Well maintained and diverse mix of housing options  
Zoning patterns and maintenance code enforcement (e.g. weed and trash, illegal dumping, inoperable vehicles, etc.) will promote a diverse mix of housing options in neighborhoods where residents ensure all properties are well maintained, regardless of ownership arrangement.
4. Compatible design and well maintained structures  
Architectural designs and continued maintenance for new and renovated structures should consider existing development within their respective community or neighborhood.
5. Diverse and inclusive community  
An attractive community will welcome a diverse population.

Accessibility – Public transportation, bicycle facilities and pedestrian-friendly pathways facilitate safe and convenient connections to events, activities and public services throughout the community and region.

1. Safe, accessible, bicycle and pedestrian friendly community  
Infrastructure that promotes the use of bicycles and pedestrians pathways supports a more livable and healthy community.
2. Access to public transportation  
Access to affordable and convenient public transportation supports a more vibrant and healthy community and business district and lowers the community's carbon footprint.

3. **Regional connectivity**  
Connecting to regional destinations (e.g. Blacksburg, Smith Mountain Lake, etc.) promotes a seamless, extended business district resulting in a healthier and more vibrant community.
4. **Convenience to public services and amenities**  
Convenient access to City services and amenities (e.g. parks, libraries, recreation centers, etc.) leads to a more livable and desirable community.

Quality Amenities – Activities, facilities and exhibits that encourage active living and foster cultural awareness will be created, developed and managed to increase Roanoke’s desirability. Such amenities may include the built environment, natural resources, and corresponding programs and services. The outcomes that will result in successfully addressing this causal factor include:

1. **Diverse offering of cultural events and exhibits**  
Cultural events and exhibits showcase and celebrate Roanoke’s diversity and heritage. These events bring together a wide cross section of the region’s population and encourage community cohesion and unity.
2. **Recreational opportunities**  
Quality recreational programs and park facilities promote healthy, active living and improved well-being.
3. **Vibrant neighborhoods and healthy business districts**  
Growing neighborhoods and neighborhood centers (e.g. Grandin Village, Melrose Avenue, Downtown, Williamson Road, etc.) create more vibrant and resilient communities.
4. **Well managed environmental and cultural resources**  
Strong management and maintenance of environmental and cultural resources (e.g. Mill Mountain, the Roanoke Star, the Roanoke River, Carvins Cove, and the Historic City Market) are essential to making Roanoke a unique and desirable community.