

Southeast . . . By Design

What is it?

The “Southeast . . . By Design” project is the city of Roanoke’s neighborhood revitalization initiative aimed at building “*strong neighborhoods, a safe community and sound economy.*” The Southeast section of the city is the first area selected under City Council’s initiative to concentrate neighborhood revitalization resources to improve one area at a time.

Why is it important to the city?

The targeting approach is designed to promote home ownership opportunities by concentrating city resources in one neighborhood at a time, eventually restoring the livability of every city neighborhood.

Where is the current focus?

The focus of this project is the Bullitt-Jamison corridor located in the Southeast community, from 6th Street to 13th Street, between Bullitt and Jamison avenues.

“Blitz to Bloom”

Definition

As a component of “Southeast . . . By Design,” the “Blitz to Bloom” event will target improvements needed in specific neighborhood blocks. Residents will work with city departments to develop a self-sufficient and thriving community.

Goal

The goal of this event is to clean up the neighborhood through a one-day effort. Various city departments will assist the community in resolving issues such as crime, zoning, trash and weeds, property maintenance, code enforcement, animal control, sanitation, and street maintenance.

Event Information

The first “Blitz to Bloom” will be held on Saturday, June 15, from 8 a.m. to 5 p.m. Participants are asked to meet in the parking lot at Belmont Christian Church.



Project Facts

- *Initiative:* The city needs thriving, stable neighborhoods to attract new businesses and residents to Roanoke.
- *Strategy:* On Sept. 17, 2001, City Council adopted a neighborhood revitalization strategy to focus federal housing funds and other city resources in a specific area to achieve greater and faster impact in our neighborhoods.
- *Budget:* The city is investing approximately \$1.3 million (or 70 percent) of federal housing funds in the “Southeast . . . By Design” project. Funds will be used primarily for acquisition of vacant and derelict properties, rehabilitation, new construction, low-interest loans, grants, and commercial development.
- *Supporting Funds:* Conventional financing from local lending institutions, mortgage companies, and the state also will be available.
- *Planning:* Marsh/Whitt Associates PC has been hired to produce a master plan to guide development activities in the pilot project area.
- *Participants:* The city is partnering with the Southeast Roanoke Christian Partnership (SRCP), a broad-based coalition of area civic associations, to implement the project. Participants include the Southeast Action Forum, the Historic Belmont Civic Association, the Neighborhood Partnership Steering Committee, Faith Works, and the Rescue Mission.

Dates to Remember

Saturday, June 15

Blitz to Bloom, Belmont Christian Church, 8 a.m. to 5 p.m.

Sunday, June 16

Celebration Sunday, participating Southeast Roanoke Christian Partnership churches

Monday, June 17

Celebrate Southeast Rally, Belmont Christian Church, 5:30 p.m.



Key Contacts:

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Revitalizing The Bullitt-Jamison Corridor

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