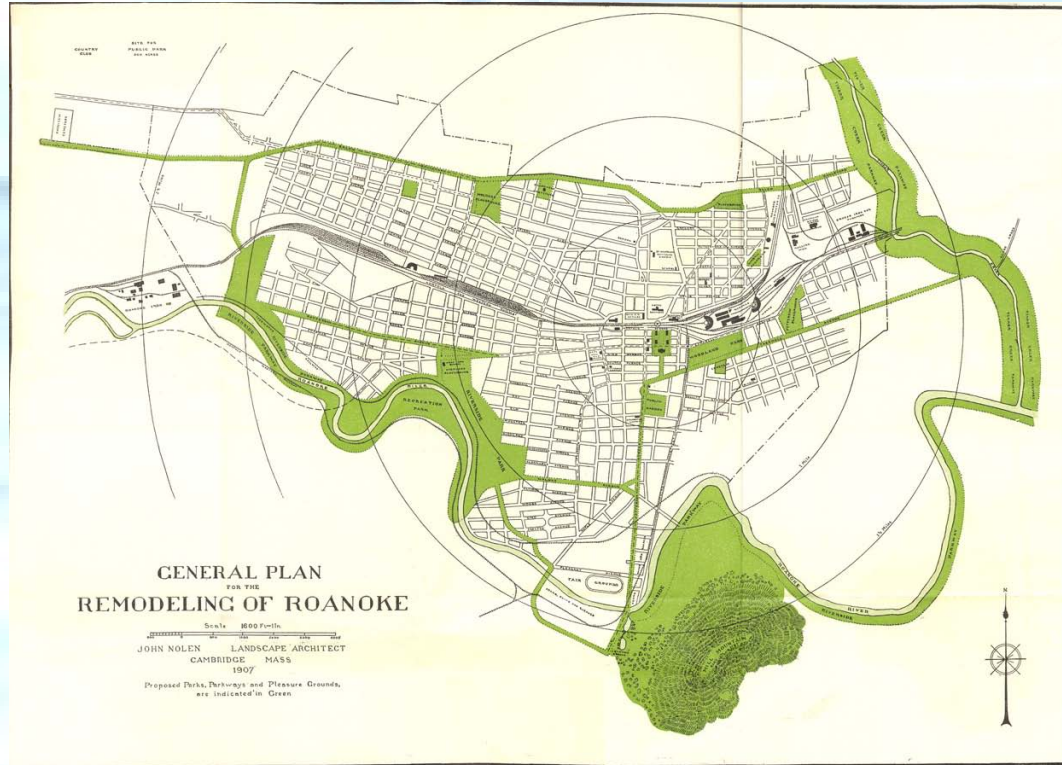


Encouragement of the Arts and Outdoor Recreation Through Planning

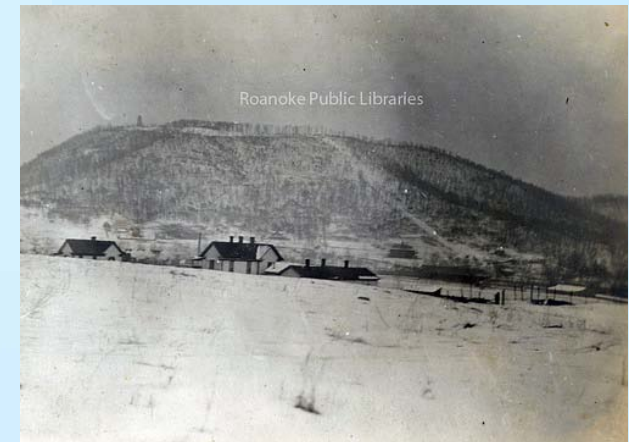
September 16, 2010



Plans - 1907



ROANOKE RIVER
River banks being used as dumps



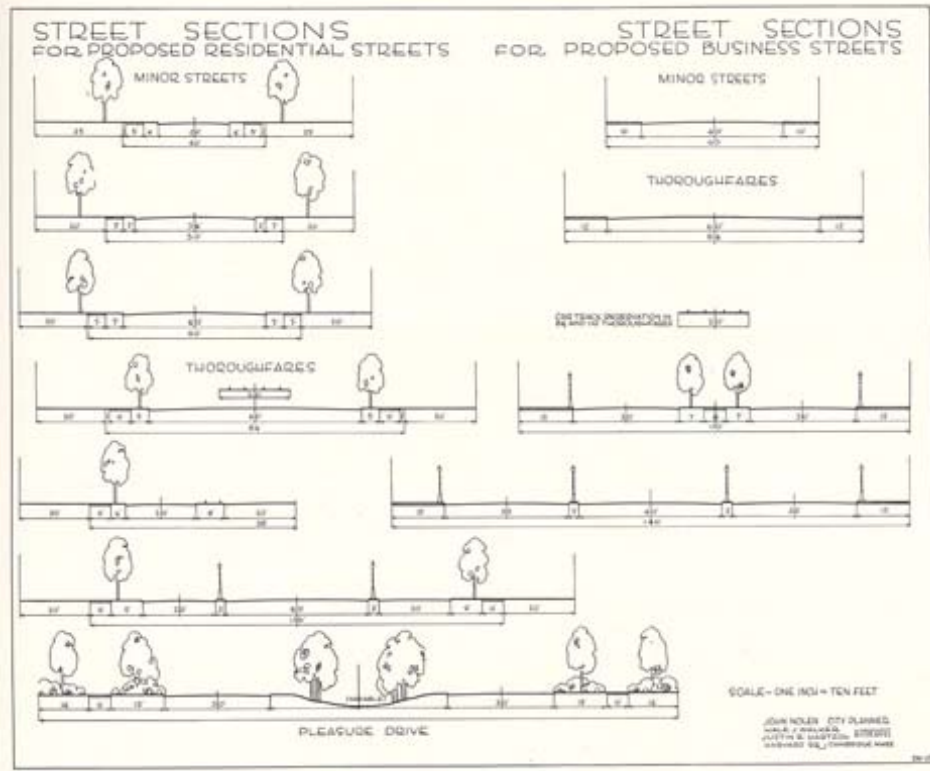
“..Roanoke has a golden opportunity...Its rivers, hills, and rural country, and its views of the surround mountain ridges, are singularly available and beautiful beyond description...It would seem as if an obligation rested upon the public spirited members of the present generation to secure a reasonable share of these natural resources for the community before it is too late and set them apart for the public for all time to come. John Nolen, 1907

Plans - 1907



The Roanoke River Greenway and Mill Mountain Today


Plans - 1928



RECREATION

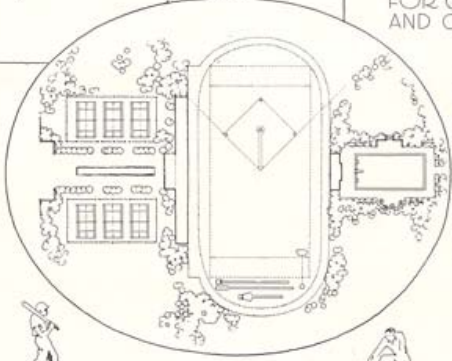
CHILDREN CAN AND DO PLAY ANYWHERE **
BUT NOT WITHOUT DANGER AND NOT WITH
THE BEST RESULTS PHYSICALLY AND MORALLY

FIVE ACRES OF
LAND PROPERLY
DEVELOPED
WILL AFFORD
AMPLE PROVISION
FOR ORGANIZED
AND OPEN PLAY



FOOTBALL
BASEBALL
TRACK
TENNIS

SWIMMING
OPEN PLAY
AREAS



ONE CITY WITH A POPULATION OF 140,000
HAS GRANTED IN ONE YEAR 2500 PERMITS FOR USE
OF BASEBALL DIAMONDS

8000 PERMITS FOR USE
OF TENNIS COURTS WITH ABOUT 30,000 USERS

A MAN CAN ENJOY IN LEISURE TIME ABOUT 1750 HOURS
A YEAR * THIS FIGURE INCREASES YEARLY ONE FOURTH OF THAT OR 435
HOURS CAN BE WISELY USED ON CITY RECREATION AREAS

GIVEN SUNSHINE * SUPPLY ADEQUATE SHADE * RESULT THE PERFECT PLAYGROUND

JOHN NOLEN * CITY PLANNER ** HALE J. WALKER * JUSTIN R. HARTZOG * ASSOCIATES

“In connection with the future development of Roanoke, we believe that great good can result from the adoption of a method of coordination all of the efforts of both the municipality and the public at large toward the general appearance of the city. The establishment of a Civic Art Commission is recommended whose duty should be to bring about the appropriateness and harmony in architecture, sculpture, landscape architecture and related arts throughout the city.” John Nolen, 1928

Plans – Design ‘79



41. Center for the Allied Arts and Sciences

Roanoke is lucky to have among its citizens a group of businessmen who are working to bring together four community cultural groups - the Fine Arts Center, the Mill Mountain Playhouse, the Historical Society, and the Science Museum - into a downtown center for the Allied Arts and Sciences. We were asked to join in their search for a new location. After examining five different sites, we pointed to the MacGuire Building in Market Square as an economical and attractive location from the point of view of our downtown development concept - our objective of which is to promote as much activity downtown as possible. We also felt that pedestrian traffic generated by other attractions in the Market area would benefit the Cultural Center.

Plans – Vision 2001-2020 “Nesting” Plans



The City of Roanoke's Comprehensive Plan

STRATEGIC INITIATIVE - Investing in Critical Amenities: Roanoke and the Valley face the challenge of maintaining and enhancing critical amenities such as natural resources, **entertainment attractions, cultural organizations, recreational opportunities**, and a well-designed cityscape. These critical amenities must be enhanced and expanded if the region is to fulfill its economic development potential and enhance the quality of life for residents.

Plans – Vision 2001-2020

“Nesting” Plans



POLICIES, Actions, specialized plans, programs, investments, codes, standards

Environmental, Historic and Cultural Resources

- Increase funding to accelerate construction greenways
- Promote trails on City-owned land
 - **Bikeway and Greenway Plans**
 - Regional Greenway Commission
 - Partnership with Pathfinders for Greenways
 - Enhancement, Flood Reduction, Safe Routes, Stimulus Grants
- Pursue conservation easements for critical open space
 - **Mill Mountain Management Plan**
 - Mill Mountain Conservation Easement
- Support, develop, and promote cultural resources
 - **Public Art Plan**
 - Percent for Art Program
 - Art in Roanoke (AIR) Temporary Exhibitions

Zoning



Plazas, with sculpture, fountains and pedestrian amenities are required Downtown when buildings are setback from the street

Zoning

Signs



(a) Mural exemption

(b) Downtown
Historic sign
exemption

(c) Nonconforming
sign re-facing,
restoring



Zoning

Uses



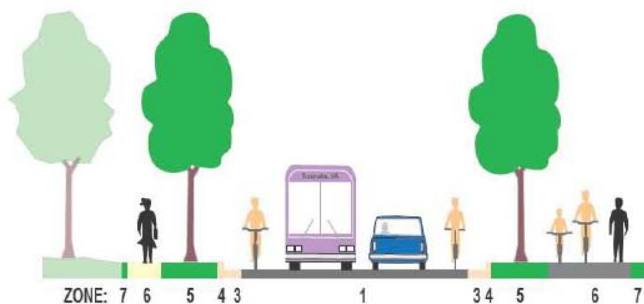
(a) Live-work units

(b) Urban flex district:
creating
opportunity for
artisans to part of
mixed use urban
communities in
obsolete industrial
areas



Urban Design Standards

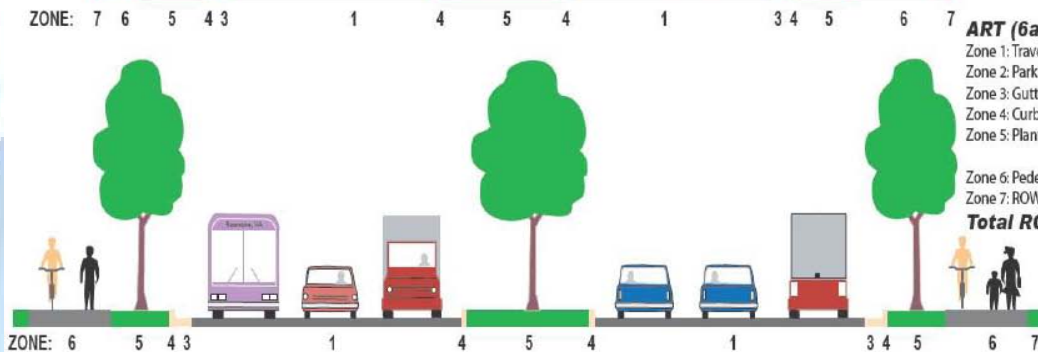
Arterial Streets



ART (2a)
 Zone 1: Travel - 28' (11' lanes w/striped bike lanes)
 Zone 2: Parking - 0'
 Zone 3: Gutter/Drainage - 4'
 Zone 4: Curb - 1'
 Zone 5: Planter/Utilities - 14'
 Zone 6: Pedestrian - 15' (5'/10')
 Zone 7: ROW Edge - 3' (6'/2'-6')
Total ROW: 65'



ART (4a)
 Zone 1: Travel - 50'
 (11' lanes w/striped bike lanes)
 Zone 2: Parking - 0'
 Zone 3: Gutter/Drainage - 4'
 Zone 4: Curb - 2'
 Zone 5: Planter/Utilities - 31' (8'/15'/8')
 Zone 6: Pedestrian - 15' (5'/10')
 Zone 7: ROW Edge - 3' (6'/2'-6')
Total ROW: 105'



ART (6a)
 Zone 1: Travel - 66'
 Zone 2: Parking - 0'
 Zone 3: Gutter/Drainage - 4'
 Zone 4: Curb - 2'
 Zone 5: Planter/Utilities - 31'
 (8'/15'/8')
 Zone 6: Pedestrian - 20'
 Zone 7: ROW Edge - 5'
Total ROW: 128'

Street Design Guidelines

- Complete Streets
- Bicycle Friendly Community
- Guidelines now include the Placement of Public Art

What's Next?

- **Arts and Cultural Plan**
 - **Process – grassroots**
 - **Best use of City resources**
 - **Improved access and use of assets**
 - **Collaboration and coordination**
 - **Improved economy, quality of life**
 - **Financial health of organizations**
 - **More involved higher education**
 - **Inclusion**



Questions?

- Follow our progress on www.roanokeva.gov
- Contact us at:

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