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Executive Summary

The Hurt Park, Mountain View, and West End District has experienced tremendous social, economic, and physical changes over the past several decades. These changes are evident in the current demographics, building conditions, types of new development, and the overall appearance and perception of the area. The District continues to be a predominately residential and industrial urban environment as it has throughout its history and evolution. The District can be considered a deteriorating area, and if the current trends toward fewer owner-occupied homes, more rental properties, and the amount of crime and structures in need of repair continues, the desirability of living in this unique area will continue to decline.

The focus of this plan is revitalization, which aims to make the existing community more livable and vital for current residents, stimulate demand for potential investment, improve safety, reduce crime, minimize the perception of crime, improve the physical conditions of building structures, and the overall image and character of the District.

This plan was developed by gathering information from a variety of sources, conducting an analysis of existing trends and conditions, addressing real and perceived issues and liabilities, and finding opportunities and assets to build upon. This process resulted in the goals, objectives, and recommended actions set forth in the Plan, which are designed to meet the social and physical development needs of the District, as well as guide the development and future changes that will occur within the District during the next five years.

The Hurt Park, Mountain View, and West End Revitalization Plan envisions a safe, vibrant, and attractive neighborhood that reflects the culture and needs of the district’s residents and the surrounding community. The district is attractive to new residents and private investment, and there is a viable mix of land uses that helps create a sustainable and thriving community.

The above vision is supported by guiding principles that include the key elements of the Hurt Park, Mountain View, and West End District Revitalization Plan and include the following:

- Build on and balance community assets and opportunities and address the needs of the district;
- Strive to improve the community’s image, resources, and sense of place;
- Promote safety in the community;
- Provide an effective, sustainable, and multimodal transportation network; and
- Maintain and enhance parks and recreation opportunities.
1 INTRODUCTION

During the 2008 Spring Semester, graduate student and author of this plan Erin Strulson from the Urban and Regional Planning Department at Virginia Commonwealth University (VCU) worked in collaboration with VCU faculty, City of Roanoke staff, and local citizens to study a district which included portions of the Hurt Park, Mountain View and West End neighborhoods located adjacent to downtown Roanoke, Virginia. (See Figure 1.1) The study resulted in the following revitalization plan for the Hurt Park, Mountain View, and West End District. The Plan includes detailed information on past, present, and projected conditions and trends in the District, and presents recommendations to address specific neighborhood needs. It is the author’s intent that residents, business and property owners, and local decision-makers concerned with the future of the District will utilize this plan as a tool for improving and enhancing the quality of this area within the City of Roanoke.

2 PURPOSE

The purpose of the Hurt Park, Mountain View, and West End District Revitalization Plan is to provide guidance to the City of Roanoke, neighborhood residents, and business and property owners in planning, revitalizing, and developing the District. The plan defines a focused, long-term vision for the area that is supported with goals and objectives that target how the plan will achieve the District vision. The Plan documents the results of detailed research, including extensive interaction with community leaders, and is organized in three sections: Existing Conditions, Revitalization Plan, and Implementation.

3 BACKGROUND

The Hurt Park, Mountain View, and West End District Revitalization Plan is the result of assigned coursework for URSP 762, Studio II at VCU’s Master of Urban and Regional Planning Program. The plan was developed during the 2008 Spring semester at VCU under the guidance of the following individuals:


- Dr. Morton Gulak, Associate Professor of Urban Studies and Planning, L. Douglas Wilder School of Government and Public Affairs, Virginia Commonwealth University

Figure 1.1- View of the Roanoke Valley from Mill Mountain.
Mr. Ian Shaw, Senior City Planner, Department of Planning, Building and Development, City of Roanoke, Virginia

4 METHOD

The Hurt Park, Mountain View, and West End District Plan was developed from a comprehensive planning process that articulates solutions to strengthen and revitalize the study area. The solutions developed in this plan were the result of a multi-step process, which consisted of data gathering and analysis, vision and goal formulation, and an implementation time line.

5 LOCATION

The planning area is one of the oldest continuing industrial and residential districts in the City of Roanoke, situated in the Roanoke Valley of southwestern Virginia. The Hurt Park, Mountain View, and West End neighborhoods are located between the Roanoke River and the Norfolk Southern Railroad Tracks west of downtown Roanoke. The boundaries of the study area district include 5th Street on the east, 13th Street on the west, the Norfolk Southern rail yard to the north, and Riverside Boulevard, Marshall Avenue, and Wasena Terrace to the south. (See Map 1.1) The project area is a diverse urban area, consisting of a mix of single-family and multi-family residential, commercial, industrial, institutional, and recreational and open space land uses.

6 GENERAL HISTORY AND BACKGROUND OF THE STUDY AREA

Roanoke City’s history began in the 1740s when Mark Evans and Tasker Tosh settled around the salt licks where Native American and animal trails intersected in the center of the Roanoke Valley. By 1798, the area had become known as Big Lick, and in 1852 the Virginia and Tennessee railroad came to the valley and established a route south of the community. The railroad exerted its influence on the settlement patterns of Big Lick and caused development in the area to shift south and west, in the portion of the City that today is in the vicinity of Second Street, S.W. In 1874, the community was chartered as the Town of Big Lick and in 1881, with the coming of the Shenandoah Valley Railroad, Big Lick was renamed Roanoke for the river and the surrounding county. The name Roanoke stems from the Native American word “Rawrenock,” a name for the shell beads worn by the Native Americans and used for trade.

The presence of the railroad significantly effected early development patterns in the City of Roanoke, and the location of the Norfolk and Western headquarters in Roanoke triggered a building boom between 1874 and 1889. (See Figure 1.2) During this time, Roanoke was officially chartered as a city in 1882. Industrial, commercial, and residential development grew along the rail lines and the Roanoke River, and various land companies built housing to meet the needs of the railway workers.

Figure 1.2- Original passenger and freight station located in between the tracks, and saloons and businesses located on Norfolk Avenue.
Map 1.1

Hurt Park, Mountain View, and West End District

District Boundary
Streets
In the early 1900s, Roanoke experienced even more rapid development and was recognized as a growing industrial city. As Roanoke’s population expanded, so did the need for residential development.

Around 1850, Ferdinand Rorer, a business man and entrepreneur, moved to Big Lick with his wife Julia Ann Hannah and acquired over 1,000 acres of land at the west end of town. Rorer was involved in railroad contracting and in 1882 he laid out lots on his property, which became the location of the present day neighborhoods of Mountain View and Hurt Park. The lots were later developed by the West End Land Company, when several local speculators, Peyton Terry, Henry Trout, S. W. Jamison, and David F. Houston organized one of Roanoke’s largest development companies. The men purchased a tract fifteen blocks west of downtown and formed the West End Land Company to market the property. The company advertised its development as an elite suburb and zoned it exclusively for “good, handsome dwellings.” The area grew rapidly as a neighborhood where employees and officials of Norfolk and Western Railway and businessmen lived, and by 1890, several “tasteful and expensive” Italianesque and Queen Anne mansions, had been constructed throughout the district. (See Figure 1.3)

In the 1920s, at the base of Mill Mountain, the South Roanoke suburb began to replace the district as the preferred upper-class neighborhood. Over the next eighty years, homes in the West End deteriorated; today, the surviving Italianesque and Queen Anne mansions are surrounded by low-income housing and overgrown lots. By the 1970s, landlords began to convert the single family residences into multi-family homes, turning what was once the city’s most elite housing into a low-income neighborhood. For other properties, houses were torn down leaving vacant lots, which are now scattered throughout the Hurt Park, Mountain View, and West End neighborhoods.

Today, the area remains characterized by its late nineteenth and early twentieth century industrial history. Existing industrial buildings reflect the pattern of growth along the Roanoke River and railroad, and residential housing situated adjacent to industrial businesses to house workers and their families. Along Campbell and Patterson Avenues large mansions speak to the early history of the area where the elite resided. This is in contrast to the worker housing along Rorer and Chapman Avenues and close to the railroad lines. Industries originally located on the north edge of the area by the railroad yard that served the railroad and provided other needed services, have since been replaced by light and heavy manufacturing establishments and other goods and services operations.

Figure 1.3- This home was one of several residences located on the 700 block of 13th Street.
Existing Conditions

This section provides a snapshot of existing conditions within the Hurt Park, Mountain View, and West End District, herein referred to as the “District.” It contains baseline information that outlines and describes the District’s current characteristics. This data is utilized to assess current trends and conditions, identify assets and liabilities, and determine opportunities within the study area.

1 LAND USE, ZONING, AND OVERLAY DISTRICTS

Existing land use patterns within the District can be traced to historical development patterns established long ago. Much of the early growth followed a logical progression of physical development along the railroad lines. Development and supporting infrastructure further evolved and spread out as industrial, commercial, and residential needs changed and grew. Today, the 759 parcels and 1,458 acres within the District supports various land uses and zoning classifications.

1.1 Land Use

As shown in Table 1.1 and on Map 1.1, each of the existing land use classifications for the District is based on the predominant activity occurring within that geographic area. Existing land use categories in the District consist of:

- Residential
- Mixed Use
- Commercial
- Industrial
- Institutional
- Recreation and Open Space
- Downtown

<table>
<thead>
<tr>
<th>Category</th>
<th>Acres</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>229</td>
<td>16%</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>9</td>
<td>1%</td>
</tr>
<tr>
<td>Commercial</td>
<td>25</td>
<td>2%</td>
</tr>
<tr>
<td>Industrial</td>
<td>710</td>
<td>49%</td>
</tr>
<tr>
<td>Institutional</td>
<td>49</td>
<td>3%</td>
</tr>
<tr>
<td>Recreation and Open Space</td>
<td>12</td>
<td>1%</td>
</tr>
<tr>
<td>Downtown</td>
<td>424</td>
<td>29%</td>
</tr>
<tr>
<td>Total</td>
<td>1458</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: City of Roanoke 2007

The railroad tracks along the northern boundary of the study area physically define the industrial portion of the District, of which 49 percent is devoted to industrial use. Most of the industrial land uses are found along the northern edge of the District and continue through the middle of the study area, ending along Rorer Avenue.

Sixteen percent of the district is residential use and occurs at a range of densities. These uses occupy the northwestern and southwestern corners of the District, as well as the southern portion of the district from Patterson Avenue to Marshall Avenue, where traditional residential neighborhood development patterns are established.

Commercial and mixed use are concentrated in two areas within the District. Commercial areas consist of a commercial and mixed use corridor along 13th Street and on the southeastern edge of the area.
Map 1.1

Hurt Park, Mountain View, and West End District Land Use and Zoning

City of Roanoke Land Use and Zoning Classifications
- Commercial-General District (CG)
- Commercial-Neighborhood District (CN)
- Downtown District (D)
- Light Industrial District (I-1)
- Heavy Industrial District (I-2)
- Institutional District (IN)
- Mixed Use District (MX)
- Residential Single-Family (R-8)
- Residential Mixed Density (RM-1)
- Residential Mixed Density (RM-2)
- Recreation and Open Space District (ROS)

Scale: 0 0.05 0.1 0.2 Miles
Institutional land use, mainly churches, occurs along the intersections of 12th and 13th Streets and Campbell Avenue, as well as on the corner of 13th Street and Chapman Avenue. Two additional locations in the northwest portion of the district contain institutional uses.

Recreation and open space lands located within the District includes Perry Park, West End Park, private open space, and vacant or unattended lots. Perry Park, located on Norfolk Avenue between 11th Street and 12th Street, has a playground, basketball court, and a tennis court. West End Park, situated on the corner of 10th Street and Campbell Avenue, contains a large field and a playground.

1.2 Zoning

Regulatory control over land uses is defined according to the City of Roanoke’s zoning districts. (See Table 1.2) Zoning districts in the District include:

- **Industrial Zoning**
  - Light Industrial (I-1), is intended for a range of wholesale, warehousing, distribution, storage, repair and service, assembly or processing, fabrication or manufacturing, accessory commercial and office uses, intensive commercial uses, and other types of uses such as flex space.
  - Heavy Industrial (I-2), is intended for a range of intensive industrial uses, including manufacturing, assembly, fabrication, bulk storage, and processing, as well as limited, closely related support commercial uses.

The downtown land use is concentrated in the south eastern portion of the study area and lies in close proximity to Roanoke’s Central Business District (CBD) and cultural centers. The downtown uses in the District are less dense than in the CBD.
Residential Zoning

- **R-3 Residential Single-Family**, is intended to protect residential neighborhoods, to provide a range of housing choices, and to incorporate neighborhood principles including lot frontages, building setbacks, and densities that are customary in urban and suburban neighborhoods.

- **RM-1 and RM-2 Residential Mixed Density**, are intended to allow for a mix of single-family detached, two-family, townhouse, and multifamily dwellings in order to provide a range of housing choices.

Commercial Zoning

- **Commercial-Neighborhood (CN)**, is intended to encourage a concentration of neighborhood-scaled retail, office, and service uses, in compact areas in close proximity to residential neighborhoods. The zoning is intended to promote pedestrian-oriented development, with buildings located close to the street, pedestrian-scaled signage, main entrances oriented to the street frontage sidewalks, windows, or display cases along building facades which face the street.

- **Commercial-General (CG)**, is intended to permit automobile dependent uses, which are generally developed as single use developments on individual lots. The uses permitted in this district require a high volume of traffic along the frontage of the establishment and include horizontally oriented buildings. Permitted uses include retail establishments, offices, service establishments, motor vehicle related sales and service, eating establishments, and entertainment uses.

Special Purpose Zoning

- **Downtown (D)**, is intended to allow a wide variety of uses and relatively intense development in the downtown, consistent with historic development patterns, in a manner that protects and enhances the business and cultural center of the City and region.

- **Mixed Use (MX)**, is intended to accommodate residential uses, office uses, and support services within the same district.

- **Institutional (IN)**, is intended to provide standards for the accommodation of institutional developments.

- **Recreation and Open Space (ROS)**, is intended to recognize and enhance active park and recreation lands, passive open spaces, and significant natural and scenic features by encouraging these areas to protect unique land resources from degradation, consistent with the recommendations of the City’s Comprehensive Plan.
1.3 Overlay Districts

1.3.1 Neighborhood Preservation District (H-2)

The southern half of the study area including portions of the Mountain View and Hurt Park Neighborhoods north of the Roanoke River, south of Campbell Avenue, and bounded by 5th and 13th Streets is designated Neighborhood Preservation District (H-2). New construction and exterior renovation within this zoning district falls under the jurisdiction of the City Architectural Review Board (ARB) and Architectural Design Guidelines. (See Map 1.2) The residences in this area reflect a variety of architectural styles, including Vernacular, Queen Anne, Shingle, Colonial Revival, Neoclassical, Gothic Revival, Tudor Revival, and Arts and Crafts. Many are listed in the Virginia Landmarks Register and the National Register of Historic Places. The H-2 Zoning District is intended to protect the historic and architectural integrity of the historic district, and property owners must apply to the ARB for a Certificate of Appropriateness before building permits are issued for exterior alterations, new construction, and demolition.

Real estate tax abatements are available through the City of Roanoke for residential, commercial, or industrial buildings 25 years old or older. The tax exemption is equal to the difference in the appraised value before rehabilitation and the appraised value after completion of rehabilitation. The tax abatement runs with the building for a period of ten years in the H-2 District and buildings in the Conservation Rehabilitation Districts. Federal rehabilitation tax credits of 20 percent of rehabilitation costs are available for historic properties listed on the National Register or properties that contribute to the Historic District. Additionally, 25 percent rehabilitation state tax credits are available for major rehabilitations of buildings listed on the Virginia Landmarks Register, or properties contributing to a historic district and certified by the Virginia Department of Historic Resources.

1.3.2 Neighborhood Design and Conservation Districts

The Neighborhood Design Overlay District (ND) is a special zoning overlay district, which is a supplement to the underlying base zoning district regulations and is used in conjunction with areas designated Rehabilitation and Conservation Areas. Conservation areas are identified by the Roanoke Redevelopment and Housing Authority (RRHA) as being in a state of deterioration and in the early stages of becoming blighted; they are targeted for plans which aid in the conservation, rehabilitation, and revitalization of the area. Rehabilitation areas are designated by City Council, adjoin Conservation areas, and are identified as being in the early stages of deterioration. The Rehabilitation and Conservation designation also allows the RRHA and

<table>
<thead>
<tr>
<th>Table 1.2 Existing Zoning Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
</tr>
<tr>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Residential Single-Family District (R-3)</td>
</tr>
<tr>
<td>Residential Mixed Density District (RM-1)</td>
</tr>
<tr>
<td>Residential Mixed Density District (RM-2)</td>
</tr>
<tr>
<td>Commercial General District (CG)</td>
</tr>
<tr>
<td>Commercial Neighborhood District (CN)</td>
</tr>
<tr>
<td>Downtown (D)</td>
</tr>
<tr>
<td>Light Industrial District (I-1)</td>
</tr>
<tr>
<td>Heavy Industrial District (I-2)</td>
</tr>
<tr>
<td>Institutional District (IN)</td>
</tr>
<tr>
<td>Mixed Use District (MX)</td>
</tr>
<tr>
<td>Recreation and Open Space (ROS)</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: City of Roanoke 2007
the City to take on special projects and programs to promote revitalization. The Neighborhood Design District provides minimum design standards for new dwellings, additions, and exterior modifications to ensure compatibility with existing development. Land within the Hurt Park, Mountain View, and West End District, excluding all industrial zoned areas, is part of the Neighborhood Design District. (See Map 1.3)

1.3.3 Enterprise Zone 1A

The Virginia General Assembly updated the Virginia Enterprise Zone Act legislation in 2005. Under the program, the Governor designates Enterprise Zones, which are geographically defined areas that enable the state and local government to enter into a ten year partnership to encourage business expansion and recruitment by offering state and local incentives. The intent of the program is to foster economic development by offering state and local tax credits to businesses locating within the boundaries of an Enterprise Zone. In January 2004, Enterprise Zone 1A was created and encompasses 1,702.4 acres along the main east and west tracks of the Norfolk Southern Railroad. Incentives for Enterprise Zone 1A will remain in effect until December 31, 2023. Properties zoned industrial, downtown, and mixed use within the District are included in Enterprise Zone 1A. (See Map 1.4)

1.4 Assets and Liabilities

Land use and zoning for the District includes the following assets:

- The presence of well-established Residential Single-Family and Residential Mixed Density in the District.
- Existing Mixed Use District zoning and Commercial Neighborhood District zoning, which encourages a mixture of services within the same district and pedestrian-oriented development.
- Economic development can be encouraged by using Enterprise Zone 1A incentives to businesses locating within the boundaries the District.
- Real estate tax abatements and historic tax credits are available for major rehabilitations of buildings in very poor states of repair for properties south of Campbell Avenue.
- The Neighborhood Design District can be used to make sure new development is consistent with existing development and maintains the design integrity of the area.
- The Neighborhood Conservation and Rehabilitation Design District allows the RRHA and the City of Roanoke to carry out special projects and programs to promote revitalization.

Land use and zoning for the District includes the following liabilities:

- Currently, industrial land uses dominate the northern portion of the District and pose encroachment concerns to the residential land uses in the southern portion of the District.
- The lack of transitional areas between industrial, commercial, and residential zoning.
- I-1 and I-2 Industrial zoning is incompatible with mixed-use and residential development.
- A lack of understanding of the H-2 Zoning District zoning and the process to apply to the Architectural Review Board for a Certificate of Appropriateness among
Map 1.3

Hurt Park, Mountain View, and West End District Design Overlay

Design Overlay District

0 0.05 0.1 0.2 Miles
Map 1.4

Hurt Park, Mountain View, and West End District Revitalization Plan

Enterprise Zone 1A
property owners has the potential to hinder rehabilitation and development.

The Neighborhood Conservation and Rehabilitation Design District and the requirements of design standards for new dwellings, additions, and exterior modifications can potentially be costly or to restrictive for new development and rehabilitation projects.

## 2 DEMOGRAPHICS

The demographic profile of the District helps demonstrate the characteristics of the population and identify the patterns and trends within this urban neighborhood. The following demographic information was acquired from the 1990 and 2000 United States Census, and includes data from Census Tract 10, Block Group 1. It should be noted that the boundaries of the block group are slightly larger than the study area; therefore numerical data will be higher. However, it is assumed that the demographic makeup of the District is similar to the surrounding neighborhoods.

### 2.1 Population

#### 2.1.1 Gender, Age, Ethnicity, and Educational Attainment

The District has a diverse population that crosses boundaries of gender, age, and ethnicity. There are an estimated 1,306 persons residing in the District, of which 705 are male and 601 are female. The percentages between male and female age groups are similar, and residents under the age of 18 make up the largest age group living in the District at 26 percent. Adding to the young population residing in the District are the second largest age groups, which includes individuals between the ages on 18 and 39. (See Table 2.1)

### Table 2.1 Age Distribution

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male, Percent of Age Group</th>
<th>Female, Percent of Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-17</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>18-29</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>30-39</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>40-49</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>50-64</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>65 +</td>
<td>7%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: U.S. Census, 2000

Over the course of the last decade, there has not been a large increase in the area’s population and over the last ten years it grew by 7 percent. However, there have been enormous changes in the ethnic makeup of the District. U.S. Census Data from 2000 shows the population of White residents decreased from 75 percent in 1990 to only 54 percent in 2000, whereas African-Americans residents increased from 24 percent in 1990 to 39 percent in 2000. The ethnic demographics are evenly mixed in terms of White and African-American residents, which is different when compared to Roanoke City as a whole. Table 2.2 below shows the 2000 ethnic distribution of residents within the District.

### Table 2.2 Ethnic Distribution

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percent of the District Population</th>
<th>Percent of the Roanoke Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>54%</td>
<td>71%</td>
</tr>
<tr>
<td>Black or African-American</td>
<td>39%</td>
<td>27%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Asian</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: U.S. Census, 2000
Educational attainment can impact individuals’ employment opportunities and earning power. In the District, only a small percentage of both males and females have had no schooling at all, and 36 percent of males and 34 females do not have a high school diploma. For the City of Roanoke, 25 percent of males and 22 percent of females have an education that is less than high school. In the District, males with a high school diploma or GED equaled 33 percent and females with a high school diploma or GED equaled 39 percent. These percentages are higher than the City’s numbers, which are 30 percent for males with a high school diploma or GED and 31 percent for females. Additionally within the District, there are low percentages of male and female adults with an educational attainment of some college, an associate’s degree, bachelor’s degree, and master’s degree. Educational attainment for male and female adults 25 years and older is displayed in Table 2.3 below.

Table 2.3 Educational Attainment

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Male, Percent</th>
<th>Female, Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Schooling</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Some Schooling</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>33%</td>
<td>39%</td>
</tr>
<tr>
<td>Some College</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Associates Degree</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: U.S. Census, 2000

2.2 Household Structure

U.S. Census Data shows the total number of households in the District decreasing. In 1990 the number of households was 492, whereas the 2000 Census reported 476 households in the area. The average household size of 2.39 persons closely compares to the City of Roanoke’s proportion at 2.2 persons. Of the households in the District, there are 174 one-person householders, indicating that 37 percent are individuals living alone. There are 302 two-person households within the District or 63 percent of all households. Of the two-person households, there are 118 married couple families, 136 “other” families, and 48 non-family households. Included within the “other” family households, there are 100 single female headed households with children, or roughly 21 percent of the total number of households.

2.3 Income and Housing

A walk through the District reveals many structures in need of renovation and rehabilitation, which in turn reflect or indicate economic conditions in the District. However, economic conditions can further be analyzed by examining household income, poverty, and housing characteristics.

The median household income for residents in the District in 1999 was $20,156 and median family income was $24,474. In comparison, the median household income for the City of Roanoke was $30,719 and median family income was $37,826. Poverty status data for residents within the District shows that 43 percent were below the poverty level and 57 percent were at or above the poverty level.

The mean value of a home in the District in 1990 was $27,950, below the City’s average of $54,000. According to the 2000 Census Data, the mean value of homes increased to $33,100 whereas in the City of Roanoke mean home values increased to $80,100. There are a recorded 589 housing units in the District, of which 476 units are occupied and 133 are vacant. Occupied housing is 36 percent owner occupied and 64 percent renter occupied. Of the vacant housing units, 35 percent is for rent, 11 percent is for sale only, 10 percent is rented or sold and not occupied, and 44 percent is “other vacant.” According to the Census Data, the mean contract rent for renter occupied housing units in the District
was $390, compared to $448, the City of Roanoke’s average.

2.4 Assets and Liabilities

Demographics for the District includes the following assets:

- There is a sizable population residing in the boundaries of the District and existing and future densities would support potential development efforts.
- The District is diverse in terms of age, sex, and ethnicity.
- Mean home values have increased 18 percent in the ten year period.

Demographics for the District includes the following liabilities:

- The majority of residents in the District have an educational attainment at or below acquiring their high school diploma or GED.
- There is a high concentration of poverty in the area and income levels within the District are low and are not keeping up with income levels in the City of Roanoke.
- The percentage of residents living below the poverty level is very high.
- Twenty-one percent of households are single female headed households with children present.
- Even though property values have increased, they are low and have a significantly reduced value in comparison to mean home values in City of Roanoke, which increased by 48 percent.

3 COMMUNITY LIFE AND SERVICES

3.1 Schools and Libraries

The District has many school aged children and the Roanoke Public School System provides educational access from kindergarten to twelfth grade. Although there are no schools located in the study area, school aged children attend schools located nearby. Elementary schools include Fishburn Park Elementary School and Hurt Park Elementary School. Of the middle schools there are Woodrow Wilson and James Madison Middle Schools. For high school, young adults from the District can attend Patrick Henry High School. There are no libraries located within the District; however several libraries including the Melrose, Gainsboro, and Downtown branches are in close proximity.

3.2 Health and Human Services

Located within the District are many organizations to serve community residents of all ages and backgrounds. The West End Center, on the corner of 13th Street and Patterson Avenue, provides services for children and teens that live in Roanoke’s disadvantaged neighborhoods. (See Figure 3.1) Programs led by the West End Center include an Educational Services Program, a Parents’ Program, a Mental Health Program, a Child and Family Care Program, a Transition Program, and the Center’s Mentoring Program.

The Council of Community Services is located at 502 Campbell Avenue, S.W. The organization provides planning to the community, coordinates services through community coalitions, links people with community resources such as child care and volunteerism, and serves as a clearinghouse where organizations can access data, technical assistance, and training on nonprofit management.
However there is a neighborhood representative who maintains contact with residents, the City, and other organizations and is involved in projects that impact the neighborhood.

### 3.3.2 Southwest and Hurt Park Revitalization Partnership

In a January 2008 proposal submitted to the City of Roanoke Department of Neighborhood Services, the Southwest and Hurt Park Revitalization Partnership is seeking to be recognized as a collective organization that brings together several community-based agencies consisting of:

- Blue Ridge Housing Development Corporation (BRHDC)
- Habitat for Humanity in the Roanoke Valley (Habitat)
- Rebuilding Together- Roanoke (RTR)
- Roanoke Redevelopment and Housing Authority (RRHA)
- Total Action Against Poverty, Inc. (TAP)

The partnership originally formed to coordinate housing activities funded with Community Development Block Grants in the Hurt Park neighborhood; currently redevelopment and rehabilitation of housing assets and construction activities are taking place between Salem and Rorer Avenues and 13th and 19th Streets. Efforts within the partnership are on-going and in the future the Southwest and Hurt Park Revitalization Partnership hopes to continue pooling each organization’s expertise and resources together during the 2008-2009 Community Development Block Grant cycle.

---

Figure 3.1- Children and mentors outside the West End Center in the District.
3.4 Quality of Life

3.4.1 Neighborhood Facilities

The Jefferson Center, on Luck Avenue in the southeast area of the District, is a historic 81-year-old building that was once a high school and has been transformed into a multipurpose cultural community center. (See Figure 3.2) The Jefferson Center Foundation is a non-profit organization that manages, supports, and preserves the Jefferson Center and works to provide live performances, theatre, musical productions, receptions, meetings, seminars, and art shows in the Gallery.

A new YMCA facility has been built within the District at 5th Street and Church Avenue. The facility offers a variety of programs for people of all ages and use of recreational and fitness equipment, classes, and services. A teen center is also located at the YMCA and provides a hangout spot, motivational speakers, and programming and activities for teenagers who are current members.

3.5 Parks and Recreation

The District contains two public parks, which are maintained by the City of Roanoke Department of Parks and Recreation. Perry Park, located on Norfolk Avenue between 11th Street and 12th Street, has a playground, basketball court, and a tennis court. West End Park, situated on the corner of 10th Street and Campbell Avenue, contains a large field, picnic table, and a playground. (See Map 3.1)

The Roanoke River Greenway and the Lick Run Greenway are in within walking distance from the northwestern and southwestern portions of the District. (See Figure 3.3) Roanoke’s greenway trails, which are in various stages of planning or development, provide valuable wildlife habitats, preserve open space, offer pedestrians and bikers recreational opportunities, and have the potential to connect Roanoke’s neighborhoods and park facilities.

Completed in 2003, the David R. and Susan S. Goode Rail Walk stretches along Norfolk Avenue from Market Street to Warehouse Row and the Virginia Museum of Transportation. (See Figure 3.4) This linear path lies in close proximity to the District and access is available three blocks to the east. The Rail Walk allows pedestrians to walk along a fence paralleling the train tracks and view historic and interactive railroad memorabilia along the way, such as radio scanner that allows listeners to hear talk from engineers and dispatchers.
Map 3.1

Hurt Park, Mountain View, and West End District
Parks

Parks in the District

0 0.05 0.1 0.2 Miles
3.6 Assets and Liabilities

Quality of life for the District includes the following assets:

- There are a variety of health and human services located in the district, which provide valued resources for current and future residents.

- The presence of religious organizations in the District helps serve the needs of residents in the District and provides strong institutional anchors in the community.

- The Hurt Park and Mountain View Neighborhood Alliances are established citizen-based neighborhood associations that represent the interests of residents of the District.

- If accepted, the Hurt Park Redevelopment Consortium will be an excellent resource to assist residents and property owners access housing services, develop projects that rehabilitate housing assets, and engage in construction activities to revitalize the Hurt Park neighborhood.

- The presence of cultural and social facilities in the eastern portion of the District are beneficial and can serve as anchors for redevelopment and encourage investment in the area.

- There are two accessible recreational public parks located in the District and the Rail Walk and greenway networks are within a short distance.

- The District is less than one mile to downtown Roanoke, the public library, government offices, and other resources.

- Not only are services a short drive, they are additionally within a ten to fifteen minute walk walking distance from much of the District.

- The convenience to shopping, services, parks and recreational activities, and health care is an advantage.

Quality of life for the District includes the following liabilities:

- There is a high concentration of organizations that cater to the homeless population along Campbell and Salem Avenues, which have the ability to discourage investment in the District since the homeless population can congregate outside service providing facilities.

- There are no schools located within the District.

- Currently, access to the Roanoke River Greenway is limited, however it should improve as it is developed in the future.

- The Lick Run Greenway must be accessed by walking through the industrial portion of the District back to downtown or crossing 10th Street into the Melrose-Rugby Neighborhood.
The inactivity of the Mountain View Neighborhood Alliance eliminates its potential to effect change in the District.

The cultural and social organizations and facilities in the District are not affordable venues for the majority of current residents.

Redevelopment within the eastern portion of the District can potentially increase housing costs and cause the gentrification of current residents.

4 CRIME AND PUBLIC SAFETY

4.1 Crime Analysis

The District lies within the City of Roanoke Police Department’s District 5. (See Figure 4.1) Issues of crime and safety are of great significance in the District, and the major problems and concerns are regarding substance abuse and trespassing. These crimes tend to be concentrated in the southeastern portion of the District around rental properties along Marshal Avenue and in areas around 13th Street. However, crime does occur elsewhere in the District. Table 4.1 shows crime data of calls for service, which are offenses that have been reported to 911 and recorded by the City of Roanoke Police Department. The table shows the number of calls for service which have occurred within the District over the past four years. Drug violations, drunkenness, simple assault, vandalism, and trespassing have the greatest occurrences and are the most serious. Generally, crime rates for these categories have fluctuated over the four year period, whereas incidents of prostitution and theft from and of motor vehicles have declined.

4.2 Public Safety Measures

Illegal activity of any kind has the ability to damage the reputation and perception of the District and the City as a whole. The City of Roanoke Police Department acknowledges that crime can be curtailed through combined efforts between neighborhood residents, law enforcement, city officials, and open dialogue with property owners. With this in mind, these various actors have been successful in developing partnerships and in working to implement measures that reduce concerns of residents and incidents of crime through numerous programs, which are described below.

4.2.1 City of Roanoke Police Department Programs

The Police Department’s standard method of operation is the Community Oriented Policing Effort (COPE). This COPE method includes a special police team that partners with other departments to solve problems and moves to specific sites to address particular issues. A Crime Prevention Unit in the police department is committed to preventing and reducing the opportunity for crime to take place, and the unit is responsible for establishing, managing, and maintaining programs and initiatives related to crime prevention. The unit works with various government agencies, private corporations, neighborhood watch groups, and the community. The unit teaches crime prevention and officers attend neighborhood watch group meetings. Education regarding crime prevention is also done by conducting training and making presentations on such topics as child safety, general personal safety,
### Table 4.1 Crime Data for the District (by year)

<table>
<thead>
<tr>
<th>Crime</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homicide</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Abduction</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Rape</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Sodomy</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Forcible Fondling</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Robbery</td>
<td>12</td>
<td>6</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Aggravated Assault</td>
<td>14</td>
<td>15</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>Simple Assault</td>
<td>51</td>
<td>50</td>
<td>63</td>
<td>44</td>
</tr>
<tr>
<td>Intimidation</td>
<td>18</td>
<td>18</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>Arson</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Extortion</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Burglary</td>
<td>31</td>
<td>33</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>Pocket Picking</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Purse Snatching</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Shoplifting</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Theft from Building</td>
<td>2</td>
<td>8</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>Theft from Machine</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Theft from Motor Vehicle</td>
<td>10</td>
<td>13</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Theft of Auto Parts/Accessories</td>
<td>14</td>
<td>26</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>All Other Larceny</td>
<td>33</td>
<td>43</td>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td>Motor Vehicle Theft</td>
<td>13</td>
<td>6</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Counterfeiting/Forgery</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>False Pretenses/Swindle</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Credit Card/ATM Fraud</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Impersonation</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Wire Fraud</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Embezzlement</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Vandalism</td>
<td>43</td>
<td>54</td>
<td>34</td>
<td>37</td>
</tr>
<tr>
<td>Drug Violations</td>
<td>46</td>
<td>51</td>
<td>38</td>
<td>59</td>
</tr>
<tr>
<td>Prostitution</td>
<td>54</td>
<td>35</td>
<td>37</td>
<td>7</td>
</tr>
<tr>
<td>Weapons Law Violations</td>
<td>11</td>
<td>10</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Bad Checks</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Data provided by: City of Roanoke Police Department
safety for women, a women’s self-defense course, shoplifting prevention, and drug awareness for parents and adults. In addition, the unit conducts security assessments for homes and businesses and does security checks of homes and businesses when owners are away for an extended period of time.

The City of Roanoke Police Department also provides property owners with the option to authorize law enforcement personnel to serve as the person lawfully in charge of their property for purposes of serving written notice and enforcement of the trespassing laws of the Commonwealth of Virginia and the City of Roanoke. By signing and submitting a trespass enforcement authorization letter, property owners enable law enforcement personnel to issue a trespass bar letter to anyone trespassing on the landowner’s property. The trespass bar letter enables a guest, invitee, or non-resident to be barred from the premises for engaging in illegal activities such as assault or vandalism and activities related to drugs, weapons, or alcohol. If the police see the non-resident on the premises again, they can arrest that person without a warrant or court order and without any further misbehavior on the non-resident’s part, thus preventing secondary crimes from occurring.

4.2.3 City of Roanoke Department of Neighborhood Services Code Enforcement

In 2006, the City of Roanoke Department of Neighborhood Services implemented Crime Prevention Through Code Enforcement initiatives. The programs serve to fight crime by improving the City’s ability to address nuisance properties with the understanding that crime increases in neighborhoods where nuisance violations occur and go unchecked. The City has developed a Uniform Notice of Violation that has made it easier to notify property owners of violations. Cross trained Community Resource Officers, Solid Waste employees, and Fire Inspectors among other City employees are given the authority to issue citations for common nuisance violations, such as weeds, trash, and inoperable motor vehicles. By empowering employees to issue violation notices, the City is more proficient in requiring property owners to comply with the law.

The Uniform Notice of Violation additionally incorporates simplified procedures for alerting property owners of violations and shorter waiting times before the City can stop the nuisance when the property owner fails to do so. The Assistant Commonwealth’s Attorney is also dedicated to prosecuting violations, which sends a message to violators that the community is serious about eliminating nuisance issues. Most importantly, the City of Roanoke has established a cross-functional, inter-departmental team that targets particularly challenging properties and is led by the City’s Environmental Administrator. The Code Team enforces environmental, fire safety,
5 BUILDING CONDITIONS

The entire Hurt Park, Mountain View, and West End District study area was surveyed to measure the extent of conditions of blight and deterioration within the area with the intent of identifying opportunities for conservation and rehabilitation of buildings and property throughout the District. The survey was based upon the Chesterfield County Housing Survey from September of 2004, which was developed by the Richmond Regional Planning District Commission. The District building conditions survey was conducted in February 2008, and the results of the survey are summarized below. (See Figure 5)

4.3 Assets and Liabilities

Crime and public safety for the District includes the following assets:

- The numbers of violations and incidents for prostitution, theft from and of motor vehicles, among others have declined over the past four years.

- There is effective coordination between Roanoke City law enforcement, residents in the District, city officials, and property owners.

- Programs such as COPE, the Star City Business Watch, and Code Enforcement enhance public safety in the District.

Crime and public safety for the District includes the following liabilities:

- High rates of crime for drug violations, drunkenness, simple assault, vandalism, and trespassing occur frequently in the District.

- The concentration of incidents around Marshall Avenue and 13th Street and crimes surrounding rental properties threaten the safety of the immediate area and the District as a whole.

- The perception of criminal activities in the District can strongly deter potential investment and redevelopment.

5.1 Physical Conditions

The building survey examined the physical conditions of residential, commercial, institutional, and industrial structures in the District. Building conditions were evaluated by exterior inspection only and no interior inspections were conducted. Survey forms with detailed building code, and other appropriate regulations to combat nuisance properties that customary code enforcement measures do not effectively address. The Code Team performs sweeps through specific areas in the community on a monthly basis.

Figure 5- The District building conditions survey canvassed areas like the one pictured here on Marshall Avenue.
condition categories were completed for each structure. An example of the Structure Evaluation Form used for the survey is included in the Appendix. The building structural conditions ratings of good, moderately high, moderate, moderately low, and dilapidated were calculated to determine the overall rating of each structure.

Structural elements examined for the survey were windows, roofs, walls and siding, and porches where they were applicable. The rating of good means the element is intact, in good condition, and no signs of wear are evident. The moderately high rating meant the element is intact, in good condition, and with few signs of minor wear or aging. Elements rated moderate are intact, in moderate condition, and with apparent signs of wear and aging. The moderately low rating means the element is, for the most part, intact, with signs of heavy wear and aging, and in need of repair or replacement. Dilapidated elements are either missing or in complete disrepair and in need of replacement.

In rating the structure’s overall appearance, a good rating meant the building is in good condition and in need of little or no repair and a moderately high rating meant the building is in moderate to good condition and in need of minor repairs. Moderate buildings are in moderate condition and in need of few repairs and moderately low buildings are those in poor to moderate condition and in need of major repairs and/or replacement. Dilapidated structures are those in poor condition and in need of major rehabilitation and structures rated dilapidated are considered uninhabitable. (See Figure 5.2 for Rating Examples)

5.2 Survey Results

The results of the building condition survey are shown in Table 5.1, and out of the 392 buildings surveyed the following distribution in Table 5.1 was found to exist. The survey shows that the majority of structures in the District have moderate to moderately low condition ratings such as 70 percent for residential, 53 percent for commercial, 33 percent for institutional, and 77 percent for industrial.

<table>
<thead>
<tr>
<th>Overall Condition</th>
<th>Number of Buildings</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>34</td>
<td>13%</td>
</tr>
<tr>
<td>Moderately High</td>
<td>23</td>
<td>9%</td>
</tr>
<tr>
<td>Moderate</td>
<td>94</td>
<td>36%</td>
</tr>
<tr>
<td>Moderately Low</td>
<td>91</td>
<td>34%</td>
</tr>
<tr>
<td>Dilapidated</td>
<td>22</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>264</td>
<td>100%</td>
</tr>
<tr>
<td>Commercial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>13</td>
<td>17%</td>
</tr>
<tr>
<td>Moderately High</td>
<td>21</td>
<td>27%</td>
</tr>
<tr>
<td>Moderate</td>
<td>28</td>
<td>36%</td>
</tr>
<tr>
<td>Moderately Low</td>
<td>13</td>
<td>17%</td>
</tr>
<tr>
<td>Dilapidated</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>77</td>
<td>100%</td>
</tr>
<tr>
<td>Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>8</td>
<td>53%</td>
</tr>
<tr>
<td>Moderately High</td>
<td>2</td>
<td>13%</td>
</tr>
<tr>
<td>Moderate</td>
<td>2</td>
<td>13%</td>
</tr>
<tr>
<td>Moderately Low</td>
<td>3</td>
<td>20%</td>
</tr>
<tr>
<td>Dilapidated</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100%</td>
</tr>
<tr>
<td>Industrial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Moderately High</td>
<td>2</td>
<td>6%</td>
</tr>
<tr>
<td>Moderate</td>
<td>12</td>
<td>33%</td>
</tr>
<tr>
<td>Moderately Low</td>
<td>16</td>
<td>44%</td>
</tr>
<tr>
<td>Dilapidated</td>
<td>6</td>
<td>17%</td>
</tr>
<tr>
<td>Total</td>
<td>36</td>
<td>100%</td>
</tr>
<tr>
<td>Total Buildings</td>
<td>392</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field Survey 2008
Figure 5.2 Rating Examples

Residential

Good

Moderately High

Moderate

Moderately Low

Dilapidated

Commercial

Commercial

Institutional

Industrial

No dilapidated institutional structures
5.3 Assets and Liabilities

Building conditions for the District includes the following assets:

- 53 percent of institutional buildings are in good condition.

- In the District, 13 percent of residential and 17 percent of commercial structures are rated good, which reflects considerable investments in property. Additionally, 9 percent of residential, 27 percent of commercial, 13 percent of institutional, and 6 percent of industrial structures are rated moderately high.

- The survey reinforces opportunities for rehabilitation and can be a feasible activity within the District.

- Structures with moderately high, moderate, and moderately low ratings are good candidates for rehabilitation.

- Industrial buildings in the District rated moderately high, moderate, and moderately low have good potential for adaptive reuse.

- Historic rehabilitation projects can be costly, however historic tax credits and the City’s real estate tax abatements are available for parts of the District.

Building conditions for the District includes the following liabilities:

- Interior inspections were not conducted and the extent of deterioration inside structures is unknown.

- The majority of industrial structures are in moderately low condition.

- The majority of commercial buildings are in moderate condition.

- The majority of residential structures are in moderate to moderately low condition.

- The high percentages and existence of deteriorating buildings lowers the attraction of the District to prospective residents and homeowners.

- The overall deterioration of structures represents a disinvestment in the District, and a presence of absentee property owners.

- Demolition of dilapidated structures can be costly.

- Historic rehabilitation projects can be costly and that can constrain rehabilitation and development.

6 CIRCULATION

This section summarizes the existing transportation network in the District and examines circulation by means of private vehicles, public transit, and pedestrian and bicycle networks.

6.1 Vehicular Traffic

The District’s location allows residents easy and convenient access to work, shopping, and recreation in and around Roanoke. The District is in close proximity to regional interstates I-81, I-581, U.S. 220, and U.S. 460. The area has a traditional street grid system that enables easy automobile access; however, Campbell Avenue extends in a diagonal direction which changes the street pattern in the lower portion of the District. The main collector roads in the District include 5th, 10th and 13th Streets, and Salem, Patterson, Campbell,
and Marshall Avenues. The District’s smaller local streets link homes, business, and recreational facilities, and serve to connect the northern and southern halves of the area.

Campbell Avenue, a highly traveled road throughout the District, serves as a gateway and as a connector to downtown Roanoke towards the east, and to other neighborhoods, shopping, and employment centers to the southwest. Other main gateways are 13th Street on the south and 10th Street on the north. However, a median located on 10th Street restricts east-west vehicular access on Norfolk and Rorer Avenues as shown in Figure 6.1 and additionally presents a psychological barrier by bisecting the neighborhood. As with many urban areas, traffic related issues in the District include speeding, commuter traffic, and safety concerns.

6.2 Public Transit

Public transit is provided by Valley Metro, which is operated by the Greater Roanoke Transit Company, Inc. The Valley Metro routes that provide access to and from the District are located on Patterson Avenue, Salem Avenue, and 6th Street. (See Map 6.1) The routes begin at Campbell Court and travel from the District by way of the Memorial Bridge on 13th Street. Route 65 travels south and route 66 travels north along Salem Avenue and route 71 moves east and route 72 moves west along Patterson Avenue. Bus stops within the District do not provide riders with amenities, such as benches, bus shelters, or trash cans.

For customers who wish to both bike and ride the bus, Valley Metro provides bicycle racks for riders. Bike racks on buses are available on a first-come, first-serve basis, however, if the bike rack is full riders are able to take their bicycles on Valley Metro buses.

6.3 Pedestrian Circulation

Sidewalks are located throughout the majority of the District and are an integral element to the character of the area. It should be noted that the building conditions survey additionally documented the condition and extent of sidewalks located within the study area. Results indicated that sidewalks in the District are in good condition and there are very few gaps in connectivity. However, the presence of trash and overgrown vegetation creates maintenance concerns. Pedestrian travel is primarily safe and comfortable and the distance from 13th Street to 5th Street, the width of the District, is less than one mile and is about a ten-minute walk. Pedestrians have convenient, though informal, access to the surrounding area and

Figure 6.1- The median located on 10th Street restricts east-west vehicular access on Norfolk and Rorer Avenues.
Map 6.1

Hurt Park, Mountain View, and West End District Public Transit

Valley Metro
Bus Route Numbers
- 65 and 66
- 71 and 72
Downtown Roanoke from the network of sidewalks. However, there are several locations within the neighborhood that present unsafe conditions for pedestrian movement and the lack of curb cuts additionally limits mobility for those with physical disabilities. The intersection at Campbell Avenue and 13th Street is an important pedestrian link with the Raleigh Court neighborhood to the southwest and to business destinations on 13th Street. As a main roadway to and from Downtown, vehicular traffic in this area presents a danger for pedestrians.

### 6.4 Bicycle Circulation

Provision of bicycle networks and infrastructure to support them can improve the quality of life, reduce congestion, and benefit the environment. The District does not contain any on-road bike lanes; however, several streets have wide travel lanes that have the additional width to accommodate both bicycle and motor vehicle traffic. (See figure 7.2) Although the District does not have on-road bike lanes or supporting infrastructure, areas outside the District, such as Downtown Roanoke and Grandin Village in Raleigh Court, provide bike lanes, bike racks, and benches at bicyclist destinations.

In August 2005, the Bikeway Plan for the Roanoke Valley Area Metropolitan Planning Organization was adopted. The plan’s objectives are to facilitate development of a regional transportation network that accommodates and encourages bicycling as an alternative mode of travel and as a form of recreation. The plan provides a “Priority List of Corridors for Bicycle Accommodation for the City of Roanoke.” Within this list is the recommendation to create an on-road bike lane on 10th Street from Ferdinand Avenue to Williamson Road. In addition to the 2005 plan, the 1997 Bikeway Plan for the Roanoke Valley recommends accommodation of cyclists by widening 13th Street from Wasena Terrace to Salem Ave to accommodate bicycle traffic and widening Campbell Avenue from 7th Street to 5th Street and adjusting striping to create a wider outside lane for bicycle traffic. The plan additionally recommends re-striping the road to distribute lane width to accommodate bicycle traffic on Salem Avenue from 6th Street to 5th Street.

In January of 2008, the City of Roanoke announced its intention to apply for the League of American Bicyclists designation as a Bicycle Friendly Community. In order to be designated, Roanoke needs to promote biking with use of bike lanes and trails, enforcement of road rules that enable cyclists' safety, the promotion of bicycling events, and expansion of existing bike routes.

### 6.5 Streetscapes

A neighborhood’s sense of place is created by the interactions between the setting, the built environment, and human activity in the street. The most noticeable element of a neighborhood is the streetscape because it is along the streets in the District that motorists, pedestrians, and cyclists perceive, experience, and participate in their daily activities.

The northern portion of the District is characterized by a predominance of industrial and automotive buildings, numerous garages, and many vacant lots. Building structures consist of low-rise buildings that vary in quality and use. In general, they exhibit a lackluster spirit resulting in a decline of quality. In this area, the scale and massing of the buildings and how they relate or don’t relate to each other and to the street greatly affect the perception of the streetscape. As shown in Figure 6.2 one can see how the area lacks a feeling of enclosure and uniformity, as well as an obvious lack of street trees.

The residential streets to the south of the District exhibit a harmonious sense of place, although the
The grid network and internal streets connect homes, business, and recreational facilities.

Public transportation and several bus stops are available.

The sidewalks in the District provide an excellent mode of transportation for those who prefer to walk or do not have access to an automobile.

The majority of sidewalks are in good condition and there are very few gaps in the network.

The City’s push towards making Roanoke a bicycle friendly city creates an opportunity to enhance and improve bicycle networks in the District.

The Bikeway Plan for the Roanoke Valley Area provides feasible recommendations for implementation of infrastructure for cyclists in specific locations in the study area.

Circulation for the District includes the following liabilities:

- The physical appearance of the roadways and streetscapes are unappealing in industrial and commercial areas.
- There are potential traffic concerns with speeding and congestion in the District.
- The median on 10th Street impedes east-west vehicular access on Norfolk and Rorer Avenues and creates both a physical and psychological barrier.
- There is a lack of traffic calming measures on 13th Street and Campbell Avenue.

exterior qualities of many homes and the presence of vacant lots reflect careless treatment, poor maintenance, and abandonment, which will lead to the perception of a harsh and unfriendly environment. Secondary architectural features such as porches, stoops, balconies, exterior finishes, colors, textures, and window treatments contribute to the physical qualities of successful streetscapes in the area.

Commercial portions of the District along 13th Street and stretches of Campbell and Patterson Avenues have many attributes that contribute to the setting of the street. These areas are full of activity and the street life can create a welcome and neighborly environment. The street widths and building set backs additionally create a good sense of enclosure and continuity.

6.6 Assets and Liabilities

Circulation for the District includes the following assets:
- The District has access to the regional transportation network which includes interstates I-81, I-581, U.S. 220, and U.S. 460.

Figure 6.2- The streetscape along Norfolk Avenue.
Bus stops in the District are poorly marked and maintained, and do not provide amenities such as benches or bus shelters for riders.

Overgrown vegetation in some areas of the District can create potential safety threats to pedestrians.

Collector roadways lack safety elements for pedestrians such as clearly visible crosswalks, curb cuts, or pedestrian signals.

Bike lanes that enhance the safety of motorists and bicyclists and amenities that encourage the use of alternative modes of transportation are not present in the District.

Federal Emergency Management Agency has not designated 100 year floodplains in the boundaries of the District.

7.3 Topography

The District is characterized by an even terrain and level areas and there are no steep slopes that would constrain new development.

7.4 Brownfields

The United States Environmental Protection Agency defines brownfields as abandoned, idled, or under-used industrial and commercial facilities where expansion or redevelopment is complicated by real or perceived environmental contaminations. In October 2007, the City of Roanoke released a draft version of the City-Wide Brownfield Redevelopment Plan for public comment. The plan’s vision calls for “sustainable reuse of brownfields sites” and incorporates “three elements to make the City a vibrant community of choice and to improve quality of life for residents.” The three elements include the following:

- Convert under used industrial property along the Roanoke River to a green corridor with a supporting mix of commercial and residential use.

- Revitalize brownfield sites in or immediately adjacent to residential neighborhoods as neighborhood scale commercial operations that reinforce Village Centers or provide opportunities for technology and entrepreneurial business and to create opportunities for housing clusters and other development.

- Reinforce industrial corridors by reusing property for new operations with more efficient land use to strengthen the industrial base of the City.

7 ENVIRONMENTAL CONSIDERATIONS

7.1 The Roanoke River

Although the Roanoke River is not located within the District’s boundary, it does flow just beyond the periphery of the southwestern portion of the District along Riverside Boulevard and Wasena Terrace. In this area, the topography drops down leading to buffered areas of scattered woodland that extends to the river bank. This woodland can be viewed as a visual amenity that enhances the visual quality of this residential area. There are no streams or creeks within the District other than the nearby Roanoke River.

7.2 Floodplains

The 100 year floodplain is the land area along a body of water that is susceptible to inundation by a flood of a magnitude that would be expected to occur on average only once every 100 years as a result of rainfall and runoff from upland areas.
The City of Roanoke recognizes how reuse of brownfield sites presents many opportunities for growth, community development, economic investment, and environmental restoration. In order to seize these opportunities and support development, the City has created a policy framework and specific strategic initiatives and actions, which are included in the City-Wide Brownfield Redevelopment Plan. The plan also provides information on existing tools and assistance for property owners and outlines the typical steps in the brownfield redevelopment process.

The City-Wide Brownfield Redevelopment Plan identifies five primary corridors and one, the West End Corridor is within the boundaries of the District. (See Figure 7.1) The West End Corridor stretches from downtown Roanoke to Boulevard and consists of industrial properties located on Norfolk and Salem Avenues. Sixty-five percent of the properties in the Corridor are vacant or under utilized. The City’s opportunities for reuse of brownfield sites in the West End Corridor include the following:

- Industrial infill along Norfolk Avenue and along the Norfolk Southern rail yard and residential infill based on location;
- Westward expansion of the downtown district and development in the area around the Jefferson Center and the Salem Avenue Historic Automotive District in which historic tax credits are available;
- Residential and commercial development along 13th Street; and
- Residential development and neighborhood commercial uses on scattered industrial property that encroaches on the residential portions of the West End and Hurt Park neighborhoods.

![Figure 7.1- The West End Corridor as identified in the City-Wide Brownfield Redevelopment Plan.](image)

### 7.5 Street Trees

Planting trees is a simple and cost-effective approach to help enhance a community, reduce noise pollution and urban heat, and provide shade and places for current and future residents to enjoy. There are various locations within the District where trees add character to the environment; however they are primarily concentrated in the residential portions of the study area. Residential streets such as Marshall, Chapman, and Campbell Avenues, Riverside Boulevard, and Wasena Terrace possess trees of various sizes located along the edge of the streets. The industrial areas of the northern portion of the District along Norfolk, Salem, and Rorer Avenues include numerous barren strips of land with limited to no tree canopies.

### 7.6 Litter

Garbage scattered over the District is a problem. Areas of concern are roadsides and gutters, around garbage cans, on parking lots of commercial areas, and the setbacks between sidewalks and
roads. As mentioned in section 3.3.1, the Hurt Park Neighborhood Alliance holds annual clean-up days as a way to deal with litter.

7.7 Vacant Property

Vacant lots and abandoned buildings can create environmental issues and the physical factors associated with vacant property can reduce a neighborhood’s quality of life. Abandoned property can weaken the health of neighborhood residents, encourage criminal activity, reduce property values, and render already deteriorating neighborhoods less attractive to prospective home buyers. Vacant properties can be a critical environmental factor, since they have the ability to affect other neighborhood conditions, thus making these challenging problems more complicated. As shown on Map 7.1 there are 365 vacant parcels scattered throughout the District.

7.8 Assets and Liabilities

Environmental conditions for the District includes the following assets:

- The District does not have flood plains or steep slopes that can constrain development.
- Reuse and redevelopment of brownfields is feasible and there is technical assistance and funding mechanisms available for property owners.
- The City-Wide Brownfield Redevelopment Plan provides excellent recommendations and strategies for redevelopment in the West End Corridor.
- The Hurt Park Neighborhood Alliance holds annual clean-up days to deal with litter.
- Residential streets like Marshall, Chapman, and Campbell Avenues, Riverside Boulevard, and Wasena Terrace have street trees that enhance the appearance of the neighborhood.
- Large amounts of vacant land and buildings are available for development, and have good potential for infill development.

Environmental conditions for the District includes the following liabilities:

- The presence of potentially hazardous sites or brownfields in the form of abandoned, idled, or under-used industrial and commercial facilities creates health and environmental risks.
- Identification of unknown brownfield sites and mitigation of environmental issues can be an expensive and a difficult process for property owners.
- There is a lack of street trees, and in some instances barren contiguous strips of land.
- Litter negatively affects the appearance of the District and is of concern.
- The presence of vacant land can lower property values and reflects the disinvestment in the District.

8 CULTURAL RESOURCES

8.1 Historic Sites

Abundant cultural resources can be found within the District. The Salem Avenue Roanoke Automotive Commercial Historic District located along Salem, Rorer, and Campbell Avenues between 3rd and 6th Streets is on the Virginia Landmarks Register and the National Register of Historic Places. The historic area contains fifty-one buildings
Map 7.1

Hurt Park, Mountain View, and West End District Vacant Parcels
8.2 Museums and Attractions

Located within a short distance from the District are many attractions and museums open to the public. The following describes local sites that can be easily accessed from the District:

- **Center in the Square** is a converted warehouse that is home to Mill Mountain Theatre, the Science Museum of Southwestern Virginia, the Hopkins Planetarium, the Art Museum of Western Virginia, and the History Museum and Historical Society of Western Virginia. (See Figure 8.2)

The Science Museum of Western Virginia in Center in the Square offers visitors a variety of ways to learn science through hands-on interactive exhibits, a planetarium, special museum classes, and outreach programs.

- Currently located within Center in the Square, the Art Museum of Western Virginia features 19th and 20th century American art and presents exhibitions of regional and national significance. Tours, gallery talks, family days, special events, dating from 1909 through 1958, and the buildings represent typical early 20th century commercial and light industrial buildings. Automobile related businesses are the most dominant feature in the district and reflect the growth of the automobile during the 1920s. The Salem Avenue Roanoke Automotive Commercial Historic District is registered under Criterion A for its association with events that made a significant contribution to the broad patterns of the City’s history and development of local commerce and industry.

Roanoke City Market Historic District is the oldest farmers market in continuous use in Virginia and lies within a ten to fifteen minute walk from the District. (See Figure 8.1) The Roanoke City Market Historic District is also listed on the Virginia Landmarks Register and the National Register of Historic Places. As an asset to the City, the Market is a commercial and mercantile center and today residents and visitors can purchase gifts, local art and crafts, produce, and more. Also located within this district are a wealth of retail shops, art galleries, restaurants, and entertainment venues.

![Figure 8.1- The Roanoke City Market.](image1)

![Figure 8.2- The Center in the Square in downtown Roanoke is a art, history, and science museum.](image2)
The Virginia Museum of Transportation, located in Roanoke’s historic Norfolk & Western Freight Station, is home to the largest collection of locomotives in the Southeast. The museum has over 40 pieces of rolling stock in the rail yard, antique carriages, cars, trucks, buses, trolleys, aviation equipment, and interactive exhibits.

8.3 Assets and Liabilities

Cultural resources for the District includes the following assets:

- Historic sites such as the Salem Avenue Roanoke Automotive Commercial Historic District and the Roanoke City Market Historic District are excellent resources that reflect the area’s early history.

- The diverse museums and attractions, which are located nearby and are easily accessible, offer current and potential residents extra opportunities, activities, and amenities.

- The District’s proximity to retail, commercial, and entertainment options available year-round make the area more attractive to current and potential residents.

Cultural resources for the District includes the following liability:

- Museums and attractions may not be affordable for current and future residents in the District.

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- The History Museum of Western Virginia is also located within Center in the Square and exhibits a array of artifacts, furniture, clothing, and decorative arts to chronicle life in the region from prehistoric times through World War II.

- O. Winston Link was an American photographer known for his black and white photography and audio recordings of the steam locomotive. The O. Winston Link Museum is located in the old Norfolk & Western passenger station and exhibits over 300 of Winston Link’s photographs of the Norfolk and Western Railway and is the only authorized location for O. Winston Link photographs in the world.

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Figure 8.3- Conceptual image of the new art museum.
9 PREVIOUS AND CURRENT PLANNING ACTIVITIES

9.1 City of Roanoke Plans

9.1.1 Vision 2001-2020

In 2001, the City of Roanoke adopted Vision 2001-2020, a comprehensive plan intended to help coordinate development in the City and promote community's overall vision of the future. The comprehensive plan includes policies, strategic initiatives, and actions to support the City's overall vision which includes the following statement;

“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 the 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 ridge tops are protected and are easily accessed by a network of greenways that link downtown, neighborhoods, and regional parks and parkways.”

The plan includes polices for creating neighborhood Village Centers. More specifically these centers are in neighborhoods containing a mixture of higher-density residential uses and neighborhood commercial uses and serve as the focus of neighborhood activity. Vision 2001-2020 also calls for the development of Downtown Roanoke as Roanoke’s foremost urban village with a mix of high-density residential, commercial, retail uses, and live-work space. The plan provides a greenway policy which includes developing a high-quality network of regional greenways for recreation, conservation, and transportation and to promote trails on City-owned land where it is feasible and suitable and encourages the expansion of the urban forestry program to increase the number of street trees planed and replaced. In addition, Vision 2001-2020, recommends the creation of neighborhood plans to provide a more detailed study of neighborhoods and to offer guidance in decision making.

9.1.2 The Hurt Park, Mountain View, and West End Neighborhood Plan

Adopted by City Council June 16, 2003, the Hurt Park, Mountain View, and West End Neighborhood Plan is a component of Vision 2001-2020, that identifies issues affecting the neighborhood and provides recommendations and initiatives for improving and strengthening the area. The plan addresses the elements of community design, residential development, economic development, infrastructure, public services, and quality of life. The Hurt Park, Mountain View, and West End Neighborhood Plan’s high priority initiatives for implementation include the following:

- Amending the City’s zoning ordinance to ensure new residential development is compatible with existing structures, maximizing the development potential of vacant properties and structures, and limiting the conversion of single-family homes by special exception permit.
- Establishing the plan as a framework for more detailed revitalization plans to be used with future distribution of Community Development Block Grant (CDBG) and HOPE IV funds.
- Emphasis is placed on infill development, the rehabilitation of substandard structures, historic tax credit opportunities, adherence to guidelines of the H-2 Neighborhood
9.1.4 City of Roanoke Strategic Housing Plan

The City of Roanoke Strategic Housing Plan, prepared in 2006 by the City of Roanoke, was developed in light of recent housing trends affecting the City of Roanoke. These trends include older single-family homes being converted to multi-family use, the number of vacant units increasing as older homes fall into disrepair and are demolished, the ratio of renter to owner occupied units shifting to a renter base, and residential values not rising as sharply in the City in comparison to surrounding suburbs. In recognizing these trends, the City of Roanoke Strategic Housing Plan was written to examine market forces, develop strategies and plans to influence market change, and to encourage private investment in urban housing.

The plan provides strategic initiatives and strategies for neighborhoods to improve the housing market. Of the seven neighborhood strategies outlined in the plan, three are applicable to the District, as well as the Citywide Strategies. These strategies include the following:

- **Strategy 1, Downtown Housing, Parking Lots, Warehouse + Office Adaptive Reuse**, suggests new construction on both vacant and unused parcels that already exist and the conversion of surface parking to mixed use residential and commercial clusters. Also recommended is the adaptive reuse of buildings like the Cotton Mill on Luck Avenue and warehouse and industrial structures, which can be converted to uses such as mixed residential and commercial.

- **Strategy 2, Northern edge of Old Southwest**, proposes using available resources to increase private investment in the rehabilitation and renovation of homes. These resources include the RRHA rehabilitation loan fund to assist private rehabilitation of homes, the provision of inspection and:

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9.1.3 Hurt Park Neighborhood Revitalization Strategy Area (NRSA) Plan

The Hurt Park Neighborhood Revitalization Strategy Area (NRSA) Plan was recently developed in May of 2007. The NRSA Plan is a component of a five year Consolidated Plan completed in order to receive funding from the U.S. Department of Housing and Urban Development (HUD). City Council adopted a policy to identify one neighborhood at a time to spend grant money in and Hurt Park is the current neighborhood. The NRSA Plan identifies various strategies to revitalize Hurt Park in the area immediately to the west of the District. The plan’s strategies include increasing the homeownership rate through rehabilitation and new construction, rehabilitating owner-occupied housing, enhancing neighborhood business opportunities, and promoting employment opportunities. As the City of Roanoke is focuses on Hurt Park for the next two years, they will use CDBG funds, other general funds, and HOME funds, which are the largest federal block grant provided to state and local governments and are designed to create affordable housing for low-income households. The NRSA Plan allows up to 49 percent of all CDBG & HOME funds spent to be on market rate housing.

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- Insuring new grant funded housing development adheres to design guidelines presented in Vision 2001-2020.

- Applying for the reinstatement of State Enterprise Zone One in 2004, and considering the allocation of CDBG and HOPE IV funds for small business development or revitalization.

- Continuing to target the neighborhood for all code violations and maintaining the rental inspection program on designated properties.
located between Salem Avenue and the Norfolk and Southern railroad tracks and directly to the west of the District. Built in 1967, the site contained 105 multi-family units, which has not undergone major renovations since it was constructed. After a series of public meetings to obtain input from Hurt Park tenants, nearby homeowners, business owners, Hurt Park Elementary School representatives, City of Roanoke employees, police officers, social service workers and others decided to replace the complex rather than renovate it. In early 2008, the Hurt Park Housing Complex was demolished, and is to be replaced with forty new low-income housing duplexes and single-family homes. The new housing will offer low-income rental units, duplexes, and town houses for tenants with a higher income levels and is being funded in large part by low-income housing tax credits. The City of Roanoke invested the majority of the 2006 to 2007 CDBG funds on infrastructure for the development. This investment in Hurt Park will serve to stabilize and strengthen the immediate and surrounding area.

9.3 Private Sector Development

Just beyond the District’s eastern boundary, at 400 Salem Avenue, developers are at work creating twenty-two residential lofts in an industrial building built in 1928 that was in its earlier days, the home of car sales businesses, including the Fulton Motor Co. The building is located in the Salem Avenue Roanoke Automotive Commercial Historic District and qualified for state and federal tax credits and preserving the properties’ historic elements. When completed the building will be a 27,000 square-foot structure and will have one and two bedroom floor plans priced between $160,000 and $239,000. (See Figure 9.1)

In addition to the Fulton Motor Lofts on Salem Avenue, the market for urban living is growing at a rapid pace. At 501 and 521 Salem Avenue, an adaptive reuse project is underway. The development will transform four existing buildings
The City of Roanoke *Strategic Housing Plan* provides strategic initiatives and strategies for adaptive reuse, rehabilitation and renovation of homes, and infrastructure improvements among others.

The benefits of redevelopment occurring in the Hurt Park neighborhood can spill over into the District.

The downtown urban lifestyle is attracting developers and prospective residents to the West End and eastern portion of the District.

Developers are taking risks and are currently investing in real estate located in the eastern portion of the District.

Redevelopment and increased investment in the District can increase property values.

Previous and current planning activities for the District includes the following liability:

Redevelopment in the District can increase property values, property taxes, and rent, which can make housing unaffordable for some current and potential residents.

**9.4 Assets and Liabilities**

Previous and current planning activities for the District includes the following assets:

- *Vision 2001-2020* calls for the development of Downtown Roanoke as an urban village with a mix of high-density residential, commercial, retail uses, and live-work space.

- The *Hurt Park, Mountain View, and West End Neighborhood Plan* contains detailed initiatives to improve and strengthen the area.

- The *Hurt Park Neighborhood Revitalization Strategy Area (NRSA) Plan* calls for the revitalization of Hurt Park.
1 VISION

The Hurt Park, Mountain View, and West End District is a safe, vibrant, and attractive neighborhood that reflects the culture and needs of the District’s residents and the surrounding community. The District is attractive to new residents and private investment, and there is a viable mix of land uses that helps create a sustainable and thriving community.

2 GUIDING PRINCIPLES

Guiding principles are the overall goals and responsibilities that guide and influence the planning and decision making process, and embody the vision for the District. The guiding principles listed below are the key elements of the Hurt Park, Mountain View, and West End District Revitalization Plan and include the following:

- Build on and balance community assets and opportunities and address the needs of the District;
- Strive to improve the community's image, resources, and sense of place;
- Promote safety in the community;
- Provide an effective, sustainable, and multi-modal transportation network; and
- Maintain and enhance parks and recreation opportunities.

3 GOALS, OBJECTIVES, AND RECOMMENDATIONS

3.1 Land Use and Zoning

Land use patterns in the District have developed as a consequence of early settlement patterns along the railroad lines and the Roanoke River, which were central to the development of the local economy and transportation networks. The District was originally formed around these features; however, present day needs have changed and responding to these changes will allow the City of Roanoke to reshape future land use and development, while preserving the District’s history and character. The following goals, objectives, and recommendations focus on planning for the preservation and revitalization of residential, industrial and commercial, and mixed-use areas, and parks and recreation and are intended to strengthen and encourage sustainable development within the District.

3.1.2 Goal

Provide for land uses within the District that protect and enhance residential, industrial, commercial, and mixed-use areas as well as parks and recreation areas.
3.1.2.1 Objective

Maintain the integrity of existing residential areas and plan appropriate locations for all housing typologies and provide housing for individuals of all income levels.

3.1.2.1.1 Recommendations

- Preserve and retain all residential land uses in the District
- Effectively enforce zoning regulations and ensure that additions and exterior modifications to housing meet the Neighborhood Design District guidelines
- Ensure adequate protection is provided for existing residential areas from commercial and industrial areas and promote buffering, such as planting trees between incompatible land uses
- Encourage residential infill development, while upholding the Neighborhood Design District guidelines, to ensure new construction on vacant parcels is compatible with existing housing stock
- Promote public and private housing development that provides improved housing opportunities for low to moderate-income individuals and families, as well as for minorities, the disabled and the elderly
- Encourage private housing development that provides market rate housing opportunities to create a healthy mix of residents
- Encourage use of real estate tax abatements and historic tax credits for infill development and rehabilitation of housing

3.1.2.2 Objective

Locate mixed-use areas from 5th Street to 7th Street.

3.1.2.2.1 Recommendations

- Aggressively promote Downtown development that supports mixed-use and pedestrian friendly designs from 5th Street to 7th Street
- Rezone the area including 5th, 6th, and 7th Streets and Norfolk to Campbell Avenues from Light Industrial District (I-1) and Heavy Industrial District (I-2) to Downtown District (D) to encourage the development of a mixture of land uses at higher densities (See Map 3.1)
- Continue to promote Enterprise Zone incentives along with historic tax credits to encourage private development and adaptive reuse of buildings (See Figure 3.1)

Figure 3.1- Historic tax credits and Enterprise Zone incentives are available for adaptive reuse of buildings such as this structure located on Patterson Avenue.

- Promote the reuse of vacant structures and develop vacant lots into mixed-use developments
Map 3.1

Hurt Park, Mountain View, and West End District
Recommended Land Use

Recommended Land Use
- Industrial
- Downtown District
- Commercial Neighborhood District
- Mixed Use
- Residential
- Institutional
- Recreation and Open Space
The presence of residents with low to moderate income levels suggests that a range of housing opportunities and services should be available to meet the needs of the District’s population. The age of the current housing stock and industrial and commercial structures, in addition to the evidence of blight, presents current and future challenges. Continued housing rehabilitation and code enforcement programs are needed to ensure buildings within the District are improved and do not fall into disrepair. Rehabilitation and beautification efforts are needed to enhance and strengthen the District’s identity and character. With the abundance of vacant lots available for redevelopment, the City of Roanoke needs to encourage new development that provides a variety of housing options and maintains and supports community organizations and service providers so that actions enable current and future residents to better meet their needs within the community.

3.2.1 Goal

Provide sufficient, safe, and well-maintained housing in a quality living environment for all residents, regardless of income levels, and develop a variety of housing options, whether public or private, or single-family or multi-family while maintaining the District’s unique character.

3.2.1.1 Objective

Provide additional housing opportunities for individuals and families of all typologies and all levels of income.

3.2.1.1.1 Recommendations

- Develop vacant parcels in order to construct new housing including opportunities for affordable and market-rate housing (See Figure 3.2)
- Encourage quality infill development that is compatible with existing housing stock in the District, which will maintain the integrity of the area

3.2.4 Objective

Retain existing industrial land uses in the District, along Norfolk, Salem, and Rorer Avenues from 7th Street to 13th Street, and direct new industry to areas outside the District so as to minimize possible intrusions on existing and future development.

3.2.4.1 Recommendation

- Continually review and update the City of Roanoke’s Zoning Ordinance to reflect industrial land use changes as they occur

3.2 The Built Environment and the District’s Identity

The presence of residents with low to moderate income levels suggests that a range of housing opportunities and services should be available to meet the needs of the District’s population. The
Map 3.2

Hurt Park, Mountain View, and West End District
Recommended
Enterprise Zone 1A

Enterprise Zone 1A

0 0.05 0.1 0.2 Miles
and rehabilitation of older housing units, especially for those occupied by low to moderate income residents

- Continue promotion of existing tax incentives and programs for residential and commercial rehabilitation of structures

- Assist homeowners in preserving and maintaining older homes as owner-occupied, single family dwellings by providing technical and financial assistance

- Discourage encroachment of incompatible land uses within residential areas of the District

- Encourage the establishment of small-scale neighborhood businesses that serve residents and support a pedestrian friendly environment

- Eliminate blight and rehabilitate structures in disrepair by use of federal, state, and local incentive programs (See Figure 3.3)

3.2.1.2 Objective

Continue to preserve, rehabilitate, and enhance existing residential housing units, in addition to industrial and commercial structures, and improve neighborhood character so that it defines the District’s image and enhances its desirability and livability.

3.2.1.2.1 Recommendations

- Use Community Development Block Grants (CDBG), HOME funds, and additional funding resources to enable the restoration and rehabilitation of older housing units, especially for those occupied by low to moderate income residents

- Continue promotion of existing tax incentives and programs for residential and commercial rehabilitation of structures

- Assist homeowners in preserving and maintaining older homes as owner-occupied, single family dwellings by providing technical and financial assistance

- Discourage encroachment of incompatible land uses within residential areas of the District

- Encourage the establishment of small-scale neighborhood businesses that serve residents and support a pedestrian friendly environment

- Eliminate blight and rehabilitate structures in disrepair by use of federal, state, and local incentive programs (See Figure 3.3)
3.2.2 Goal

The District will build upon its positive characteristics, its community resources, and history to enhance its image and identity. It will take advantage of its proximity to Downtown Roanoke and the presence of cultural resources.

3.2.2.1 Objective

Improve the neighborhood character so that it defines the District’s image and enhances its desirability and livability.

3.2.2.1.1 Recommendations

- Sustain the Historic District (H-2) overlay zoning to promote and protect the integrity of older residential homes in the District
- Install custom signage atop street name signposts to indicate the Salem Avenue Roanoke Automotive Commercial Historic District
- Use pedestrian-scale directional signs or other way-finding devices, which inform pedestrians of distance and/or direction of Downtown Roanoke, the Raleigh Court Village Center, and the 13th Street Village Center, and Greenways
- Address littering by promoting neighborhood improvement programs such as clean-up days where appropriate and feasible
- Encourage the use of the City of Roanoke’s real estate tax abatement program, Enterprise Zone incentives, and federal and state rehabilitation tax credits to help current and future property owners improve the exterior of structures within the District

3.2.3 Goal

Provide opportunities within the District that maintain existing retail businesses and services and offices, and encourage and attract the development of new establishments to enhance daily activity in the area and meet the needs of the current and future population.

3.2.3.1 Objective

Develop a 13th Street Village Center where residents can socialize, shop, and be active which will provide residents with a vibrant sense of place and an accessible venue to meet daily needs.

3.2.3.1.1 Recommendations

- Encourage the development of commercial establishments that serve more than one use, particularly a mixture of street level commercial retail or entertainment uses with office or residential uses above
- Promote a pedestrian friendly environment by way of buildings that have storefronts where pedestrians are present, with active and interesting qualities at street level
- Ensure future commercial development meets infrastructure and traffic capacities, marketability, and the needs of residents in the District
- Place amenities such as benches, trash receptacles, and bike racks along sidewalks where feasible

3.2.3.2 Objective

Ensure that Campbell Avenue is an attractive gateway and is in balance with the District’s
3.3.1 Objective

Reduce criminal activity through resident and neighborhood alliance policing in conjunction with the City of Roanoke Police Department in the District.

3.3.1.1 Recommendations

- Support the continuance of current police efforts and training programs, such as COPE that educate residents and neighborhood organizations in crime prevention and increase the effectiveness of dealing with social issues relevant to the District
- Promote the Star City Business Watch and proactively distribute information to current and potential business owners and their employees
- Continue to reduce criminal activity and public safety through Neighborhood Services Code Enforcement activities
- Recognize the at-risk populations and the homeless as participants in the District community and strive to support their needs and the organizations that serve them
- Strengthen and increase membership and activity within the Mountain View Neighborhood Alliance

3.3.2 Objective

Assist the District in addressing social problems and criminal activity, and encourage residents to report crimes.

3.3.2.1 Recommendations

- Increase police presence in the District especially around Marshall Avenue, 13th Street, and rental properties
Avoid and eliminate landscaping that obstructs visibility

3.4 Circulation

The elements of the transportation system already in place within the District are able to adequately meet the needs of residents, businesses, and the community as a whole. However, a number of improvements are necessary to enhance safety, accessibility, and encourage sustainability by offering a multi-modal circulation network. Additionally, opportunities for providing useful and attractive additions to the system exist and can enable the District to provide for current and future circulation needs and create a more desirable environment.

3.4.1 Goal

Circulation needs in the District will be effectively accommodated and will provide safe and well-maintained roadways. At the same time, the City will enhance pedestrian safety and accessibility and maintain, improve, and encourage alternative forms of transportation such as public transit and biking. Streetscapes will be improved and the quality of the streets in the District will be inviting to people.

3.4.1.1 Objective

Provide a transportation system that facilitates the safe and efficient flow of motor vehicles.

3.4.1.1.1 Recommendations

- Provide regular maintenance of existing roadways, such as restriping and resurfacing when and where necessary
- Place warning signs in the District to caution drivers and reduce speeding on residential streets
3.4.1.2 Objective

Support the improvement of and develop opportunities for multi-modal transportation choices in the District and ensure the safety of pedestrians and cyclists.

3.4.1.2.1 Recommendations

- Adjust on-road striping and install signage on Campbell Avenue, particularly from 7th Street to 5th Street to accommodate bicycle traffic.

- Install signage throughout the District to safeguard cyclists and drivers, and ensure signage meets criteria in the City of Roanoke Street Design Guidelines (See Figures 3.5 and 3.6).

- Provide cyclists with bike racks as a means to secure bicycles (See Figure 3.7).

- Repair the existing sidewalks where necessary.

Figure 3.5- Cyclist on 13th Street, is forced to ride on the sidewalk to avoid vehicular traffic.

Figure 3.6- Preferred multimodal signage options and shared-lane pavement marking as shown in the City of Roanoke Street Design Guidelines.

Figure 3.7- Installing bike racks within the District, will provide cyclists with the necessary infrastructure to secure their bicycles and encourage cycling as an alternative mode of transportation.
- Install signaled crossings at the intersections of 13th Street and Salem and Campbell Avenues, Campbell and Patterson Avenues, 10th Street and Salem and Campbell Avenues, and 7th Street and Patterson Avenue, to improve the safety of pedestrian and bicycle routes (See Figures 3.10 and 3.11)

![Figure 3.10- Example of a crosswalk signal with pedestrian signal indications.](image)

- Request that covered bus shelters, benches, and/or trash receptacles be placed at bus stops along Salem and Patterson Avenues for the convenience and comfort of Metro

![Figure 3.9- The lack of curb cuts in the District makes mobility more difficult for those with physical disabilities.](image)

- Provide permanent sidewalks on Riverside Boulevard (See Figure 3.8)

![Figure 3.8- Adding a permanent sidewalk on Riverside Boulevard will provide a safer pedestrian environment.](image)

- Provide crosswalks for pedestrians at intersections to improve safety, and repaint crosswalks to improve visibility where necessary

- Install curb cuts in sidewalks to better provide for those with physical disabilities, and especially on curbs near bus stops on Salem and Patterson Avenues (See Figure 3.9)

![Figure 3.11- The lack of signaled crossings at busy intersections such as the one here at 7th Street and Patterson Avenue, create an unsafe environment for drivers, pedestrians, and cyclists.](image)

- Install signaled crossings at the intersections of 13th Street and Salem and Campbell Avenues, Campbell and Patterson Avenues, 10th Street and Salem and Campbell Avenues, and 7th Street and Patterson Avenue, to improve the safety of pedestrian and bicycle routes (See Figures 3.10 and 3.11)
3.4.1.3 Objective

Enhance streetscapes in the District, so they are lively and inviting to people both in walking the streets or driving.

3.4.1.3.1 Recommendations

- Encourage landscape requirements for new development, and use proffers to provide buffer zones between differing land uses, screen parking areas, and provide landscaping along roadways and sidewalks.

- Plant trees along residential streets, especially where there are barren strips of land in order to beautify and enhance the District and separate pedestrians and automobile traffic.

- Ensure trees and vegetation in the public right-of-way are regularly maintained so they do not block streetlights or create obstacles for pedestrians and cyclists.

- Encourage local property owners to maintain clean areas around their homes and businesses.

- Hold at least four clean-up days to improve streetscapes and deal with littering.

- Create gateways at Campbell and 13th Street and Norfolk Avenue and 10th Street in order to provide a sense of entrance and identity to the District.

- Improve streetscapes along 5th Street, Campbell Avenue and 10th and 13th Streets to enhance the District image and make it more inviting.

- Install decorative and pedestrian-scale lighting along 5th and 13th Streets and Campbell Avenue.

- Provide amenities such as benches, trash receptacles, and tree grates in the 13th Street Village Center, around 5th Street, and Campbell Avenue (See Figures 3.13 and 3.14).

Figure 3.12- Metro customers in the District lack amenities at bus stops; provision of bus shelters, benches, and/or trash receptacles can improve their transportation experience.

Figure 3.13- Example of the black, backless style of benches currently used in downtown.
opportunities for both children and adults.

3.5.1.1 Objective

Maintain and improve Perry Park and West End Park in order to provide accessible, clean, and safe facilities for the enjoyment of residents and visitors.

3.5.1.1.1 Recommendations

- Improve access and safety by installing park signage and adding pedestrian crosswalks and signals on roadways next to West End Park and Perry Parks (See Figure 3.15)

3.5 Parks and Recreation

A community’s parks are among its most valuable assets, and can bring about direct and indirect benefits to residents, and present opportunities for recreation and leisure. Park facilities provide numerous social, economic, and health benefits, and serve to enhance the quality of life for residents. The District contains Perry Park and West End Park, and the City of Roanoke has a wealth of parks and greenways located within walking distance of the District. Maintaining, enhancing, and linking these resources will create opportunities for recreation, contribute to a sense of place and civic identity, and have the ability to enhance the environment. The City must devote time and money to the planning and maintenance of existing and future park facilities as they provide a wealth of opportunities for community residents.

3.5.1 Goal

Parks, open space, and greenways are vital to the health of the District. Parks will be maintained and improved to provide a variety of recreational opportunities for both children and adults.
3.5.1.2 Objective

Develop a secondary Rail Walk to connect with the David R. and Susan S. Goode Rail Walk for outdoor recreation and educational opportunities, and link the District’s parks to the City of Roanoke’s existing and future park and greenway systems. (See Figure 3.16)

3.5.1.2.1 Recommendations

- Educate residents and business owners of the economic, health, and social benefits of having the Rail Walk in the District
- Use the Rail Walk as a linkage to Downtown Roanoke and to enhance the District’s image
- Coordinate with developers in the District in order to acquire land donations, rights-of-ways, or materials for the establishment
of the Rail Walk and other recreational facilities

- Partner with the RRHA, the Hurt Park Neighborhood Alliance, and Norfolk Southern to develop the Rail Walk

- Use existing rights-of-way on 13th Street and Norfolk Avenue and property in Perry Park for the development of the Rail Walk

- Actively seek federal and state grants and financial resources, in addition to donations for funding the Rail Walk

- Increase connectivity between the District and other local parks and greenways by using on-road way finding signage

- Use existing infrastructure such as sidewalks and/or shared streets and roadways to link the Rail Walk, Perry Park, and West End Park to recreational resources in the City of Roanoke
The action, key organization, supporting partners, and time horizons for the recommendations in the Hurt Park, Mountain View, and West End Revitalization Plan are presented in the Implementation Matrix below. Recommendations are grouped by Land Use and Zoning, the Built Environment and the District’s Identity, Public Safety, Circulation, and Parks and Recreation. Specific implementation actions for each recommendation are also presented.

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Action</th>
<th>Key Organization</th>
<th>Supporting Partners</th>
<th>Time Horizon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land Use and Zoning</strong></td>
<td>Change zoning from Light Industrial District (I-1) and Heavy Industrial District (I-2) to Downtown District (D)</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>Roanoke Redevelopment and Housing Authority, the Southwest and Hurt Park Revitalization Partnership</td>
<td>2 to 3 Years</td>
</tr>
<tr>
<td></td>
<td>Change zoning to Commercial-Neighborhood District (CN) along 13th Street from Salem Avenue to Campbell Avenue</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>Roanoke Redevelopment and Housing Authority, the Southwest and Hurt Park Revitalization Partnership</td>
<td>2 to 3 Years</td>
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<tr>
<td></td>
<td>Create an Enterprise Zone 1A in and around the 13th Street Village Center</td>
<td>Virginia State Resources</td>
<td>City of Roanoke Economic Development Department</td>
<td>2 to 5 Years</td>
</tr>
<tr>
<td></td>
<td>Enforce existing zoning regulations, building codes, and Neighborhood Design District guidelines</td>
<td>City of Roanoke Planning, Building, and Development Department, Code Enforcement and Neighborhood Services Division</td>
<td>Roanoke Redevelopment and Housing Authority and the Hurt Park and Mountain View Neighborhood Alliances</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Promote, develop, and rehabilitate public and private housing units</td>
<td>Roanoke Redevelopment and Housing Authority, Non-profit Housing Agencies, and the Private Sector</td>
<td>City of Roanoke Building, and Development Department, Economic Development Department, and Neighborhood Services Division</td>
<td>0 to 2 Years</td>
</tr>
<tr>
<td></td>
<td>Encourage use of real estate tax abatements, historic tax credits, and Enterprise Zone incentives for development and rehabilitation of structures</td>
<td>City of Roanoke Economic Development Department, Planning, Building, and Development Department, and Neighborhood Services Division</td>
<td>Roanoke Redevelopment and Housing Authority and Non-profit organizations</td>
<td>0 to 2 Years</td>
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<tr>
<td>Recommendation</td>
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<td>Key Organization</td>
<td>Supporting Partners</td>
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<tr>
<td>Redevelop and reuse brownfield sites and provide technical assistance and funding mechanisms offered through the City of Roanoke Brownfield Program</td>
<td>Redevelop and reuse brownfield sites and provide technical assistance and funding mechanisms offered through the City of Roanoke Brownfield Program</td>
<td>City of Roanoke Planning, Building, and Development Department, Economic Development Department</td>
<td>State resources and local property owners</td>
<td>2 to 5 Years</td>
</tr>
<tr>
<td>Continually review and update the City of Roanoke's Zoning Ordinance to reflect rezoning and land use changes as they occur</td>
<td>Continually review and update the City of Roanoke's Zoning Ordinance to reflect rezoning and land use changes as they occur</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td>Review and revise the Downtown land use changes and 13th Street Village Center as part of the next Vision 2001-2020 Comprehensive Plan update</td>
<td>Review and revise the Downtown land use changes and 13th Street Village Center as part of the next Vision 2001-2020 Comprehensive Plan update</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td>The Built Environment and the District's Identity</td>
<td>Develop vacant parcels and provide quality infill development</td>
<td>Roanoke Redevelopment and Housing Authority, the Southwest and Hurt Park Revitalization Partnership, Non-profit Organizations</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>0 to 3 Years</td>
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<td></td>
<td>Revitalize under-utilized structures and engage in adaptive reuse activities</td>
<td>Non-profit Organizations and the Private Sector</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>0 to 4 Years</td>
</tr>
<tr>
<td></td>
<td>Promote existing tax incentives, tax abatement programs, historic tax credits, and other funds for new residential and commercial development</td>
<td>City of Roanoke Economic Development Department, Planning, Building, and Development Department, and Neighborhood Services Division</td>
<td>Roanoke Redevelopment and Housing Authority, the Southwest and Hurt Park Revitalization Partnership, Non-profit Organizations, and the Hurt Park and Mountain View Neighborhood Alliances</td>
<td>0 to 2 Years</td>
</tr>
<tr>
<td></td>
<td>Pursue Community Development Block Grants, HOME funds, and additional funding for rehabilitation and construction of housing units</td>
<td>Roanoke Redevelopment and Housing Authority, the Southwest and Hurt Park Revitalization Partnership, Non-profit Organizations, and the Hurt Park and Mountain View Neighborhood Alliances</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>0 to 4 Years</td>
</tr>
<tr>
<td></td>
<td>Assist homeowners in preserving and maintaining older homes as owner-occupied, single family dwellings by providing technical assistance</td>
<td>Roanoke Redevelopment and Housing Authority, the Southwest and Hurt Park Revitalization Partnership, Non-profit Organizations, and the Hurt Park and Mountain View Neighborhood Alliances</td>
<td>City of Roanoke Planning, Building, and Development Department, Economic Development Department, and Neighborhood Services Division</td>
<td>0 to 5 Years</td>
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<tr>
<td>Recommendation</td>
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<td>Supporting Partners</td>
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<tr>
<td>Maintain, rehabilitate, and enhance existing infrastructure and housing stock to support redevelopment and revitalization</td>
<td>Maintain, rehabilitate, and enhance existing infrastructure and housing stock to support redevelopment and revitalization</td>
<td>Roanoke Redevelopment and Housing Authority, Non-profit Organizations, and the Private Sector</td>
<td>City of Roanoke Planning, Building, and Development Department, Economic Development Department, and Neighborhood Services Division</td>
<td>0 to 5 Years</td>
</tr>
<tr>
<td>Uphold and use Code Enforcement initiatives to ensure a clean and safe environment</td>
<td>Uphold and use Code Enforcement initiatives to ensure a clean and safe environment</td>
<td>City of Roanoke Planning, Building, and Development Department, Code Enforcement and Neighborhood Services Division</td>
<td>Roanoke Redevelopment and Housing Authority and the Hurt Park and Mountain View Neighborhood Alliances</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Initiate revitalization projects in conjunction with community groups, private business, property owners and other agencies</td>
<td>Initiate revitalization projects in conjunction with community groups, private business, property owners and other agencies</td>
<td>City of Roanoke Planning, Building, and Development Department, Economic Development Department, and Neighborhood Services Division</td>
<td>Roanoke Redevelopment and Housing Authority, the Southwest and Hurt Park Revitalization Partnership, Non-profit Organizations, the Hurt Park and Mountain View Neighborhood Alliances, the District Residents and Business Owners</td>
<td>0 to 3 Years</td>
</tr>
<tr>
<td>Work with the Economic Development Department to increase public awareness of economic incentives and efforts for redevelopment and revitalization</td>
<td>Work with the Economic Development Department to increase public awareness of economic incentives and efforts for redevelopment and revitalization</td>
<td>City of Roanoke Planning, Building, and Development Department and Economic Development Department</td>
<td>Roanoke Redevelopment and Housing Authority, the Southwest and Hurt Park Revitalization Partnership, Non-profit Organizations, the Hurt Park and Mountain View Neighborhood Alliances, the District Residents and Business Owners</td>
<td>0 to 3 Years</td>
</tr>
<tr>
<td>Use Neighborhood Design District guidelines to attract quality investment and redevelopment while helping to enhance property values</td>
<td>Use Neighborhood Design District guidelines to attract quality investment and redevelopment while helping to enhance property values</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>Residents, business owners, and the Private Sector</td>
<td>0 to 2 Years</td>
</tr>
<tr>
<td>Promote and hold neighborhood clean-up days</td>
<td>Promote and hold neighborhood clean-up days</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, residents, business owners, and volunteers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Focus commercial neighborhood development towards 13th Street and develop a Village Center</td>
<td>Focus commercial neighborhood development towards 13th Street and develop a Village Center</td>
<td>City of Roanoke Planning, Building, and Development Department and Economic Development Department</td>
<td>The Private Sector, Non-profit Organizations, the Hurt Park and Mountain View Neighborhood Alliances, the District Residents and Business Owners</td>
<td>0 to 10 Years</td>
</tr>
<tr>
<td>Place amenities such as benches, trash receptacles, and bike racks along sidewalks where feasible</td>
<td>Place amenities such as benches, trash receptacles, and bike racks along sidewalks where feasible</td>
<td>City of Roanoke Planning, Building, and Development Department and the Parks and Recreation Department</td>
<td></td>
<td>0 to 2 Years</td>
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</tbody>
</table>
## Implementation Matrix

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Action</th>
<th>Key Organization</th>
<th>Supporting Partners</th>
<th>Time Horizon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with the Economic Development Department to provide small business assistance for the 13th Street Village Center and development around 5th and 7th Streets</td>
<td>City of Roanoke Planning, Building, and Development Department and Economic Development Department</td>
<td>Non-profit Organizations, the Hurt Park and Mountain View Neighborhood Alliances, the Private Sector, and the District Residents and Business Owners</td>
<td>0 to 5 Years</td>
<td></td>
</tr>
<tr>
<td>Install custom signage to indicate the Salem Avenue Roanoke Automotive Commercial Historic District</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances</td>
<td>0 to 2 Years</td>
<td></td>
</tr>
<tr>
<td>Install pedestrian-scale directional signs and way-finding devices showing distances and/or direction of Downtown Roanoke, the Raleigh Court Village Center, and the 13th Street Village Center, and Greenways</td>
<td>City of Roanoke Planning, Building, and Development Department and Parks and Recreation Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances</td>
<td>0 to 5 Years</td>
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### Public Safety

<table>
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<tr>
<th>Recommendation</th>
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<th>Supporting Partners</th>
<th>Time Horizon</th>
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</thead>
<tbody>
<tr>
<td>Continue to support the City of Roanoke law enforcement and proactively pursue more community participation</td>
<td>City of Roanoke Police Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, residents, and business owners</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Promote the Star City Business Watch and proactively distribute information to current and potential business owners and their employees</td>
<td>City of Roanoke Police Department</td>
<td>Local businesses and residents</td>
<td>Ongoing</td>
<td></td>
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<tr>
<td>Continue to address criminal activity and public safety through Neighborhood Services Code Enforcement activities</td>
<td>City of Roanoke Police Department, Community Resource Officers, Solid Waste employees, Fire Inspectors, and other City employees</td>
<td></td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Increase police presence in the District especially around Marshall Avenue, 13th Street, and rental properties</td>
<td>City of Roanoke Police Department</td>
<td></td>
<td>0 to 2 Years</td>
<td></td>
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<tr>
<td>Encourage residents to be involved in Neighborhood Watch programs and to attend training and educational programs offered by the City of Roanoke crime prevention unit</td>
<td>City of Roanoke Police Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances</td>
<td>0 to 1 year</td>
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<tr>
<td>Recommendation</td>
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<td>Key Organization</td>
<td>Supporting Partners</td>
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<td>Improve and increase street lighting and sidewalk illumination in public areas</td>
<td>City of Roanoke Planning, Building, and Development Department and Public Works Department</td>
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<td>0 to 5 Years</td>
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<td></td>
<td>Identify abandoned and vacant buildings to be demolished</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>Residents and Business Owners</td>
<td>0 to 5 Years</td>
</tr>
<tr>
<td>Circulation</td>
<td>Monitor and maintain roadways by continuously updating the roadway inventory</td>
<td>City of Roanoke Public Works Department, and Virginia Department of Transportation</td>
<td>Roanoke Valley- Alleghany Regional Commission</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Place warning signs in the District to caution drivers and reduce speeding on residential streets and safeguard cyclists</td>
<td>City of Roanoke Public Works Department, and Virginia Department of Transportation</td>
<td></td>
<td>0 to 2 Years</td>
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<tr>
<td></td>
<td>Adjust on-road striping and install signage on Campbell Avenue from 7th Street to 5th Street to accommodate bicycle traffic</td>
<td>City of Roanoke Public Works Department, and Virginia Department of Transportation</td>
<td></td>
<td>2 to 5 Years</td>
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<td></td>
<td>Provide cyclists with bike racks as a means to secure bicycles</td>
<td>City of Roanoke Public Works Department</td>
<td>Non-profit Organizations and Residents and Business Owners</td>
<td>0 to 2 Years</td>
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<td></td>
<td>Repair existing sidewalks where necessary, especially on Riverside Boulevard</td>
<td>City of Roanoke Public Works Department</td>
<td></td>
<td>2 to 4 Years; Ongoing</td>
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<td></td>
<td>Provide crosswalks for pedestrians at intersections and repaint crosswalks to improve visibility where necessary</td>
<td>City of Roanoke Public Works Department, and Virginia Department of Transportation</td>
<td></td>
<td>3 to 5 Years</td>
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<td></td>
<td>Install curb cuts in sidewalks, especially on curbs near bus stops on Salem and Patterson Avenues</td>
<td>City of Roanoke Public Works Department and Valley Metro</td>
<td></td>
<td>2 to 4 Years</td>
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<td>Install signaled crossings at the intersections of 13th Street and Salem and Campbell Avenues, Campbell and Patterson Avenues, 10th Street and Salem and Campbell Avenues, and 7th Street and Patterson Avenue</td>
<td>City of Roanoke Public Works Department and Valley Metro</td>
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<td>0 to 3 Years</td>
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<tr>
<td></td>
<td>Place covered bus shelters, benches, and/or trash receptacles be placed at bus stops along Salem and Patterson Avenues</td>
<td>City of Roanoke Public Works Department and Valley Metro</td>
<td>Roanoke Redevelopment and Housing Authority, Non-profit Organizations, and Residents and Business Owners</td>
<td>3 to 5 Years</td>
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<tr>
<td>Recommendation</td>
<td>Action</td>
<td>Key Organization</td>
<td>Supporting Partners</td>
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<tr>
<td>Encourage landscape requirements for new development, and use proffers to provide buffer zones, screen parking areas, and provide landscaping along roadways and sidewalks</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>Private sector and Residents and Business Owners</td>
<td>Ongoing</td>
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<tr>
<td>Plant trees along residential streets, especially where there are barren strips of land</td>
<td>City of Roanoke Public Works Department</td>
<td>Private sector, Non-profit Organizations, and Residents and Business Owners</td>
<td>0 to 4 Years</td>
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<td>Maintain trees and vegetation in the public right-of-way regularly so they do not block streetlights or create obstacles for pedestrians and cyclists</td>
<td>City of Roanoke Public Works Department</td>
<td>Residents and Business Owners</td>
<td>Ongoing</td>
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<tr>
<td>Hold at least four clean-up days to improve streetscapes and deal with littering</td>
<td>City of Roanoke Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, and Residents and Business Owners</td>
<td>Ongoing</td>
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<tr>
<td>Create gateways at Campbell and 13th Street and Norfolk Avenue and 10th Street</td>
<td>City of Roanoke Public Works Department</td>
<td></td>
<td>2 to 5 Years</td>
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<tr>
<td>Improve streetscapes along 5th Street, Campbell Avenue and 10th and 13th Streets</td>
<td>City of Roanoke Public Works Department</td>
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<td>0 to 3 Years</td>
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<td>Install decorative and pedestrian-scale lighting, as benches, trash receptacles, and tree grates along 5th Street and the 13th Street Village Center</td>
<td>City of Roanoke Public Works Department, and Planning, Building, and Development Department</td>
<td>Private sector, Non-profit Organizations, and Residents and Business Owners</td>
<td>0 to 5 Years</td>
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<tr>
<td>Parks and Recreation</td>
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<td>Improve access and safety by installing park signage and adding pedestrian crosswalks and signals on roadways next to West End Park and Perry Parks</td>
<td>City of Roanoke Public Works Department, Parks and Recreation Department, and Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, and Residents and Business Owners</td>
<td>0 to 3 Years</td>
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<td>Provide more amenities such as benches, picnic tables, and trash receptacles in the parks</td>
<td>City of Roanoke Public Works Department, Parks and Recreation Department, and Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, Residents and Business Owners</td>
<td>2 to 4 Years</td>
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<td>Improve park landscaping to beautify and enhance the natural environment</td>
<td>City of Roanoke Public Works Department, Parks and Recreation Department, and Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, and Residents and Business Owners</td>
<td>Ongoing</td>
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<td>Recommendation</td>
<td>Action</td>
<td>Key Organization</td>
<td>Supporting Partners</td>
<td>Time Horizon</td>
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<td>Identify additional land for park facilities to potentially develop</td>
<td>City of Roanoke Parks and Recreation and Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, and Residents and Business Owners</td>
<td>Ongoing</td>
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<td>Seek grant funding for park improvements</td>
<td>City of Roanoke Parks and Recreation and Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, and Residents and Business Owners</td>
<td>Ongoing</td>
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<td>Educate residents and business owners of the economic, health, and social benefits of having the Rail Walk in the District</td>
<td>City of Roanoke Parks and Recreation and Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, Non-profit Organizations, and Residents and Business Owners</td>
<td>Ongoing</td>
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<td>Coordinate with developers to acquire land donations, rights-of-ways, or materials for the establishment of the Rail Walk and other recreational facilities</td>
<td>City of Roanoke Parks and Recreation and Planning, Building, and Development Department</td>
<td>Private sector, Non-profit Organizations, and Residents and Business Owners</td>
<td>Ongoing</td>
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<td>Partner with the RRHA, the Hurt Park Neighborhood Alliance, and Norfolk Southern to develop the Rail Walk</td>
<td>City of Roanoke Parks and Recreation and Planning, Building, and Development Department</td>
<td>Roanoke Redevelopment and Housing Authority, Norfolk and Southern, the Hurt Park and Mountain View Neighborhood Alliances, and Residents and Business Owners</td>
<td>0 to 3 Years</td>
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<td>Increase connectivity between the District and other local parks and greenways by using on-road way finding signage</td>
<td>City of Roanoke Public Works Department, Parks and Recreation Department, and Planning, Building, and Development Department</td>
<td>Roanoke Valley-Alleghany Regional Commission, the Hurt Park and Mountain View Neighborhood Alliances, and Residents and Business Owners</td>
<td>Ongoing</td>
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<td>Use existing infrastructure such as sidewalks and/or shared streets and roadways to link the Rail Walk, Perry Park, and West End Park to recreational resources in the City of Roanoke</td>
<td>City of Roanoke Public Works Department, Parks and Recreation Department, and Planning, Building, and Development Department</td>
<td>The Hurt Park and Mountain View Neighborhood Alliances, and Residents and Business Owners</td>
<td>0 to 5 Years</td>
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Jefferson Center, www.jeffcenter.org

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Roanoke Times, www.roanoke.com

Roanoke Valley-Alleghany Regional Commission, www.rvarc.org

Total Action Against Poverty Roanoke, www.tapintohope.org

I would like to gratefully acknowledge all those who contributed their time and expertise and whose assistance helped make the Hurt Park, Mountain View, and West End Revitalization Plan possible:

- Mr. Jacek Ghosh, Dr. Morton Gulak, Mr. Ian Shaw, and Mr. Frederick Gusler
- City of Roanoke Planning, Building, and Development Department Staff
- City of Roanoke Technology Department Staff
- City of Roanoke Neighborhood Services Department Staff
- Jennifer L. McKeldin, Crime Analyst City of Roanoke Police Department
- Lieutenant Ron Ratcliffe, City of Roanoke Police Department
- Jim Crawford, Mountain View Neighborhood Alliance
- Roger Vest, Real Estate Development Roanoke Redevelopment and Housing Authority
- Beverly T. Fitzpatrick, Jr., City of Roanoke Council Member and Executive Director, Virginia Museum of Transportation, Inc.

- A very special thank you to my friends and family in Roanoke, who volunteered their time and effort to conduct the Building Conditions Survey in February 2008, and as pictured from left to right include Jason Kincade, Eileen Strulson, Ruth Lynch, Lance Smith, Daniel Mirenda, Erin Strulson, Jake Dempsey, Cricket Powell, Jeff Maiden, and Arnold Strulson
The form below is the Structure Evaluation Form used during the Building Conditions Survey of the District.

**Structure Types (5)**
- Single Family Residential (SFR)
- Commercial (C)
- Multifamily Residential (MFR)
- Industrial (IN)

**Rating Guidelines for Structural Conditions**
- **Good (G)**: Element is intact, in good condition, and no signs of wear are evident.
- **Moderately High (M+)**: Element is intact, in good condition, and with few signs of minor wear or aging.
- **Moderate (M)**: Element is intact, in moderate condition, and with apparent signs of wear and aging.
- **Moderately Low (M-)**: Element is, for the most part, intact, with signs of heavy wear and aging, and in need of repair or replacement.
- **Dilapidated (D)**: Element is either missing or in complete disrepair and in need of replacement.

**Rating Guidelines for Overall Appearance**
- **Good (G)**: The structure is in good condition and in need of little or no repair.
- **Moderately High (M+)**: The structure is in moderate to good condition and in need of minor repairs.
- **Moderate (M)**: The structure is in moderate condition and in need of few repairs.
- **Moderately Low (M-)**: The structure is in poor to moderate condition and in need of major repairs and/or replacements.
- **Dilapidated (D)**: The structure is in poor condition and in need of major rehabilitation. Generally, houses rated dilapidated are considered uninhabitable.

**SURVEY**

<table>
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<tr>
<th>Address Street &amp; Number</th>
<th>Type</th>
<th>Windows</th>
<th>Walls/Siding</th>
<th>Roof</th>
<th>Porches</th>
<th>Overall</th>
<th>Vacant</th>
<th>Sidewalk</th>
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Hurt Park, Mountain View, and West End District Revitalization Plan