

THE COMPREHENSIVE PLAN: VINTON 2050

VOLUME 1 OF THE TOWN OF VINTON'S COMPREHENSIVE PLAN
ADOPTED 7.15.2025



ACKNOWLEDGEMENTS

TOWN COUNCIL

Bradley E. Grose, Mayor
Laurie J. Mullins, Vice Mayor
Keith N. Liles
Sabrina M. McCarty
Michael W. Stovall

COMPREHENSIVE PLAN UPDATE ADVISORY COMMITTEE

Anthony Conner
Keith Liles
Stephanie Brown-Mead
Jonathan Murrill
Tiffany Rawling
Ray Sandifer
Kerry Werner
Seth Wilkinson
James Wright

PLANNING COMMISSION

Robert “Bob” Benninger
David “Dave” Jones
Keith Liles
Jonathan McCoy
Josh Mullen

TOWN STAFF

Richard “Pete” Peters, Town Manager
Cody Sexton, Deputy Town Manager
Anita McMillan, Planning & Zoning Director
Nathan McClung, Assistant Planning & Zoning Director
Fayula Gordon, Associate Planner
Julie Tucei, Planning and Zoning Coordinator

CONSULTING TEAM

3TP Ventures
New Paradigm Planning
Line and Grade Civil Engineering



TABLE OF CONTENTS

VOLUME 1 OF THE TOWN'S COMPREHENSIVE PLAN

ORIENTATION TO THE PLAN	6
Orientation.....	8
Community Engagement Overview.....	10
VISION FOR 2050	12
Vision Principles.....	14
Land Use and Transportation Vision	18
BIG MOVES	22
Big Moves Introduction.....	24
Big Moves at a Glance.....	26
LAND USE AND TRANSPORTATION IN 2050	28
Land Use Plan Overview.....	30
Land Use Vision.....	32
Land Use Districts and Policies	36
Future Land Use Map	58
Transportation Plan	60
Future Transportation Network	62
Priority Transportation Projects	64
Transportation Toolkit	68
ROADMAP TO 2050: IMPLEMENTATION STRATEGY	72
Implementation Strategy.....	74
Sociable and Welcoming Town	76
Thriving and Authentic Downtown.....	84
Outdoor Recreation Hub	102
Housing for All Phases of Life.....	112
Safe and Connected Streets for All	124
Environmental Stewardship Leader.....	140
Parks for All	158
Adaptable	170
Exceptional Town Services and Infrastructure	178
Connected and Collaborative with the Region	188
COMPREHENSIVE PLAN ORDINANCE	198

ORIENTATION TO THE PLAN

ORIENTATION

ABOUT THE PLAN

A Comprehensive Plan is a vital tool for communities seeking to strategically plan for their future, address local challenges, and seize opportunities. The Comprehensive Plan, or ‘Comp Plan’ for short, offers a structured framework to guide decision-making, allocate resources, and shape the future of the community. The Comprehensive Plan will help Vinton make decisions today with long-term goals in mind.

The Town’s Comprehensive Plan is named “Vinton 2050” because the Plan envisions what the Town might be like in 25 years, in the year 2050. The Plan outlines the Town’s vision for the future and a set of specific actions to get there.

The 2050 Comprehensive Plan is a community- driven blueprint for Vinton’s future. It was crafted through extensive collaboration and engagement with residents, local businesses, and other local stakeholders including high school students, environmental groups, builders, neighboring jurisdictions, and many more.

Vinton developed the Plan from April 2024 to May 2025. Over the course of those 13 months the Town conducted numerous community and stakeholder engagement sessions, thoroughly researched existing conditions and trends, studied existing demographics and forecasts for the future, and identified community needs. The Plan that unfolds across the following pages reinforces the Town’s dedication to preserving its small town feel while fostering economic growth; new housing; and better parks, streets, and infrastructure.

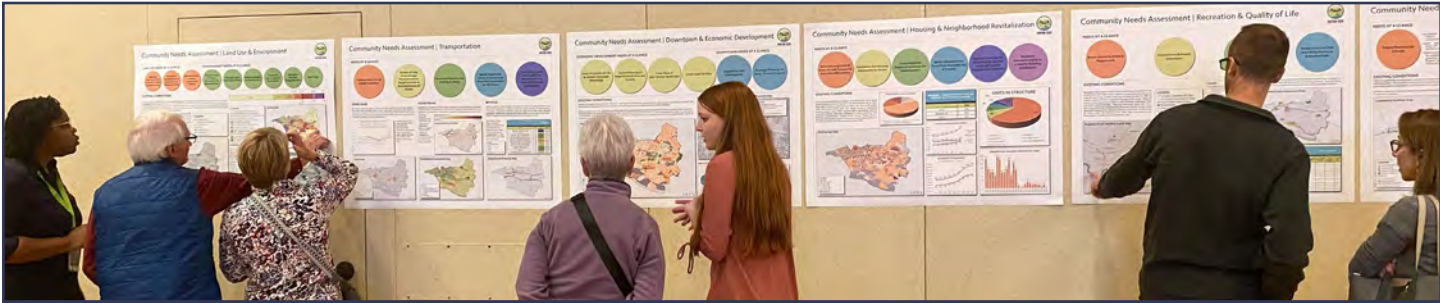
PLANNING RATIONALE

Virginia State Code § 15.2-2230 requires the Town’s Planning Commission to review the Comprehensive Plan at least once every five years. Vinton previously updated its Comprehensive Plan in 2004. Since 2004, the Town has continued to update its Comprehensive Plan by incorporating amendments and adopting the following related planning documents: the 2009 Downtown Vinton Revitalization Plan; the 2010 Economic Restructuring Plan for Vinton, Virginia; the 2010 Vinton Area Corridors Plan; the 2016 Urban Development Areas; the 2019 Vinton UDA - Downtown Public Realm Design Guidelines and Action Plan; the 2022 Town of Vinton Gap Summary - Route 24 Bike/ Ped Plan; as well as other regional plans. The Town determined that a wholesale update to the plan is now necessary to ensure it reflects current conditions, priorities, and future goals.

A Comprehensive Plan serves as an important tool for places like Vinton to make decisions related to growth and investment. The Plan also sets direction for local needs including transportation, land use, recreation, economic development, housing, and utilities.

The Comprehensive Plan provides a clear policy framework for decision-makers to evaluate development proposals, infrastructure investments, and zoning changes. Vinton’s elected Town Council will use the Comprehensive Plan to guide decisions related to development proposals, such as requests to rezone properties.

With Vinton 2050, the Town has established a vision



Community members participate in Vinton 2050 engagement event, sharing their insights and priorities for the Town’s future

and goals to guide future growth in a deliberate manner. The vision is supported by specific actions that the Town and its partners can pursue in the years ahead. This approach allows the Town to be intentional about investing in critical infrastructure, such as stormwater and sidewalks, and quality of life improvements such as greenways, parks, and recreational amenities.

By thoughtfully directing growth and protecting natural resources, the Town aims to be the place where small-town life meets economic opportunity, and where people of all generations and backgrounds can call their home.

RELATIONSHIP TO OTHER PLANS

Vinton 2050 establishes guidance related to topics such as transportation, land use, parks and recreation, economic development, housing, and utilities. More detailed policy documents and topic-specific plans should use the Comprehensive Plan as a foundation upon which to build. Plans that were adopted before the Comprehensive Plan update, such as the Downtown Vinton Revitalization Plan and the Route 24 Bike/Ped Plan, inspired the detailed policy and investment actions found in this Plan. Future plans developed by the Town should be consistent with the vision, goals, and guidance of the Comprehensive Plan.

Vinton 2050 also lays the groundwork for updates to the Town’s zoning and subdivision ordinances. These ordinances include development regulations about what types of uses and buildings can be constructed on a property. It is recommended that these ordinances are updated following the adoption of the Comprehensive Plan to ensure that new growth and development align with the updated Plan.

HOW TO USE IT

Vinton 2050 is divided into two volumes. Volume 1 serves as the primary guide for future decisions about Town policies and investments and Volume 2 provides important background information and context.

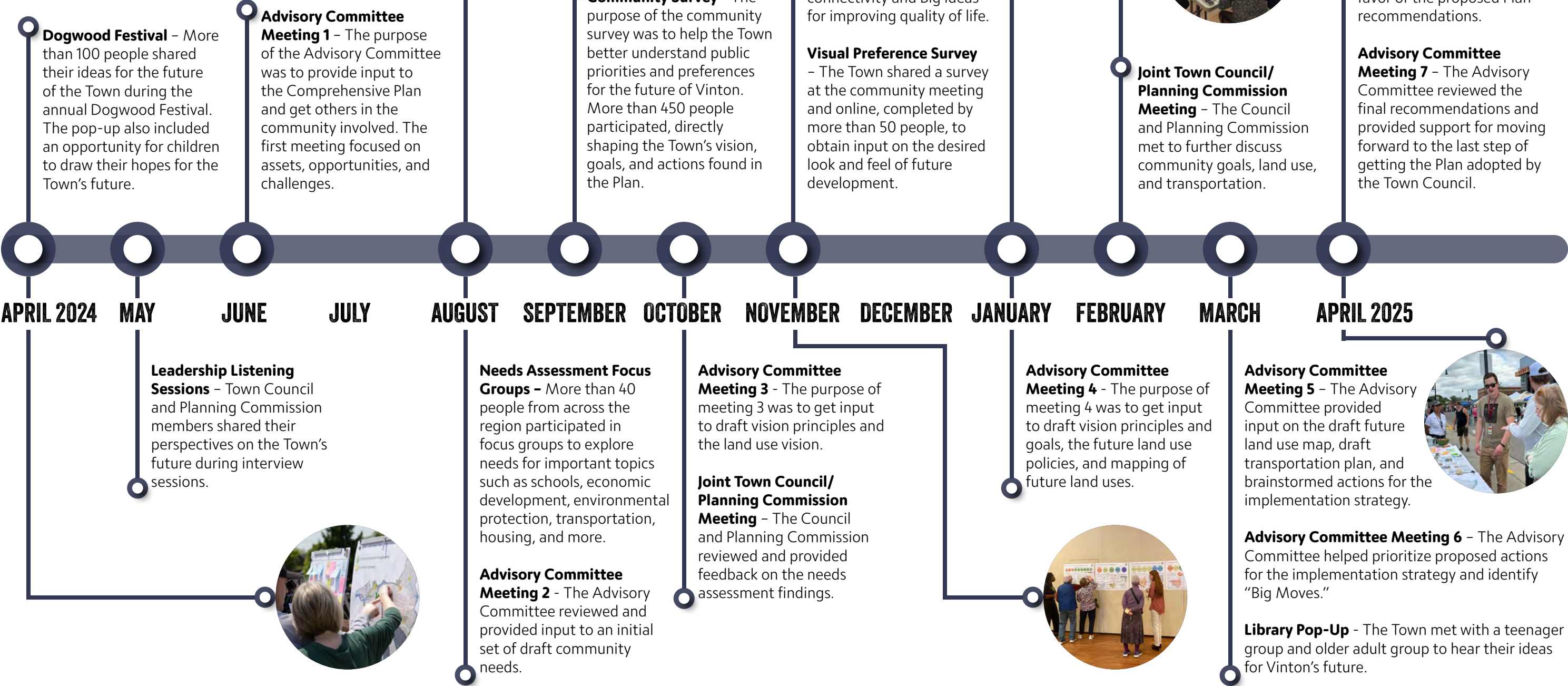
The Plan is structured in this manner so that essential information is up front, which allows users to quickly access the material they need without having to navigate extensive data and background details.

Volume 1 – The Comprehensive Plan: Vinton 2050 – includes the vision, a land use plan, transportation plan, and the implementation strategy with goals and specific actions. Volume 2 – Vinton in 2025: Our Community Story – consists of background information and data that helped inform the recommendations within the Comprehensive Plan.



COMMUNITY ENGAGEMENT OVERVIEW

The Town's Comprehensive Plan is the result of robust community engagement that reached hundreds of Vinton residents over the course of 13 months. A detailed description of engagement activities and results is provided in Volume 2. The timeline below is a summary of engagement activities that shaped the Plan.



VISION FOR 2050

VISION PRINCIPLES



Visions

INTRODUCTION

The Vinton Comprehensive Plan provides a long-range vision, goals, and strategy for the Town. Vinton developed the Plan in 2025 looking ahead 25 years.

Where will you be in 2050? A newborn will be 25 and perhaps working in their first job in downtown Vinton. A 25-year-old will be 50 and might be raising a family while leading a local business. And a 50-year-old will be 75 and could be volunteering at the Vinton Public Library and playing with grandkids at the Multi-Generational Park.

It is often said that the only constant in life is change. Just as you, the reader, will change so will the Town of Vinton. How do we want Vinton to change? How can Vinton meet our needs as we age? How will Vinton remain a great place to start a business or raise a family? How can we ensure the change we want happens? These are questions the Town grappled with as it developed this plan. In the pages ahead you will find answers to those and other questions.

Even as the world keeps spinning and we all keep changing, one thing is certain. Vinton is a special place and a cherished hometown. Above all else this Comprehensive Plan aims to hand a great hometown down to future generations.

THE TOWN'S VISION

The Town's vision for the future is built around 10 key principles that stay true to what has made Vinton a great hometown, while supporting positive change in the decades ahead. The principles point to the desired vision for the Town in 2050. Vinton developed the principles through extensive community engagement, which means they reflect widely shared values of community members. Community support for the 10

vision principles makes them a reliable and useful guide to decision making as the Town moves forward on its journey to 2050.

The vision principles are the foundation of the Comprehensive Plan. Every other element - from the land use plan, transportation recommendations, Big Moves, and the implementation strategy - supports the Town's vision. The Plan uses the vision principles most directly in the implementation strategy section. Here you will find goals for each vision principle and specific actions for achieving the goals.

The vision principles are summarized in the graphic to the right. On the following page each vision principle is described in more detail. The Town intends to work towards the vision over time through the Town's budget process, capital improvement program, grant applications, and updates to the Town's zoning and other ordinances. The vision principles should be a durable guide, useful to evaluate investments and decisions today and into the future, even as the world around us keeps changing.



Vinton is a special place and a cherished hometown. Above all else this Comprehensive Plan aims to hand a great hometown down to future generations.



WHAT DO THE VISION PRINCIPLES MEAN?

The vision principles should be read as statements of what the Town is in the year 2050.



SOCIABLE & WELCOMING SMALL TOWN

Vinton is a place where you know your neighbors, feel safe, feel a sense of belonging, and want to settle down with your family and start your business.



THRIVING & AUTHENTIC DOWNTOWN

Vinton has a wide range of businesses, shops, and restaurants downtown including several startups; it is easily accessible by foot, bike, bus, or car; it is the social and cultural hub of Vinton where people come to spend time with friends and family; it is a popular destination on the region’s greenway system; its events, farmers market, and concerts draw people from across the region; and downtown has an authentic sense of place due to its historic buildings and walkable form.



OUTDOOR RECREATION HUB

Vinton is at the nexus of several popular regional trails including the Roanoke River Greenway, Tinker Creek Greenway, Glade Creek Greenway, Wolf Creek Greenway, and Roanoke River Blueway. People can safely and comfortably bike from Vinton to the Blue Ridge Parkway, Explore Park, and Downtown Roanoke. Easy access to these trails makes Vinton a popular place to live and work and supports businesses that cater to the outdoor recreation economy.



HOUSING FOR ALL PHASES OF LIFE

Vinton has ample supply of housing for people at all stages of life including starter homes for new families, single-family homes for growing families, housing suitable for the large 65 and older population, a mix of housing types for small households and young single workers, and housing downtown where people can have a car-optional life.



SAFE & CONNECTED STREETS FOR ALL

Vinton is a “to” Town, not a “through” Town, and the streets reflect that. Vinton’s residents can easily access their daily needs on foot, bike, bus, or car. The Town’s compact nature and proximity between housing, shops, and services makes it easy to travel by any mode. Traffic flows in Vinton and people can reach their destinations easily, even at lower vehicle speeds that are safer for pedestrians.



ENVIRONMENTAL STEWARDSHIP LEADER

Vinton’s streams and the Roanoke River are clean and safe for fishing and recreation; tree canopy along major streets and downtown has enhanced the Town’s value and helped alleviate extreme heat; and restoration of the Town’s streams has inspired residents and businesses to remove invasive plants and replant with species native to Virginia.



PARKS FOR ALL

Nearly all Vinton residents have a park within a 10-minute walk and people frequently meet up with friends and family in the Town’s parks. The parks provide something for everyone with ballfields and play opportunities that appeal to all ages, and parks that provide a restorative experience, especially along the greenways and streams. Walking access to the Town’s parks is easier due to new sidewalks and trails connecting residential areas to parks.



ADAPTABLE

Vinton has a small-town feel but is not frozen in time, which makes it a desirable place to live or start a business. People can adapt buildings and places to meet new needs. Businesses find it easy to set up shop and find success. The flexibility helps maintain the small-town feel for adapting older buildings to new modern uses and saving them for future generations.



EXCEPTIONAL TOWN SERVICES & INFRASTRUCTURE

Vinton is known for its well-maintained infrastructure including streets, water, sewer, and stormwater; flooding and system failures are not an issue due to Town investment in meeting the stormwater demands associated with more frequent and severe storm events; Vinton is resilient, and residents and businesses can count on infrastructure. Staff are known for being accessible and responsive and residents and businesses rate the Town services highly.



CONNECTED & COLLABORATIVE WITH THE REGION

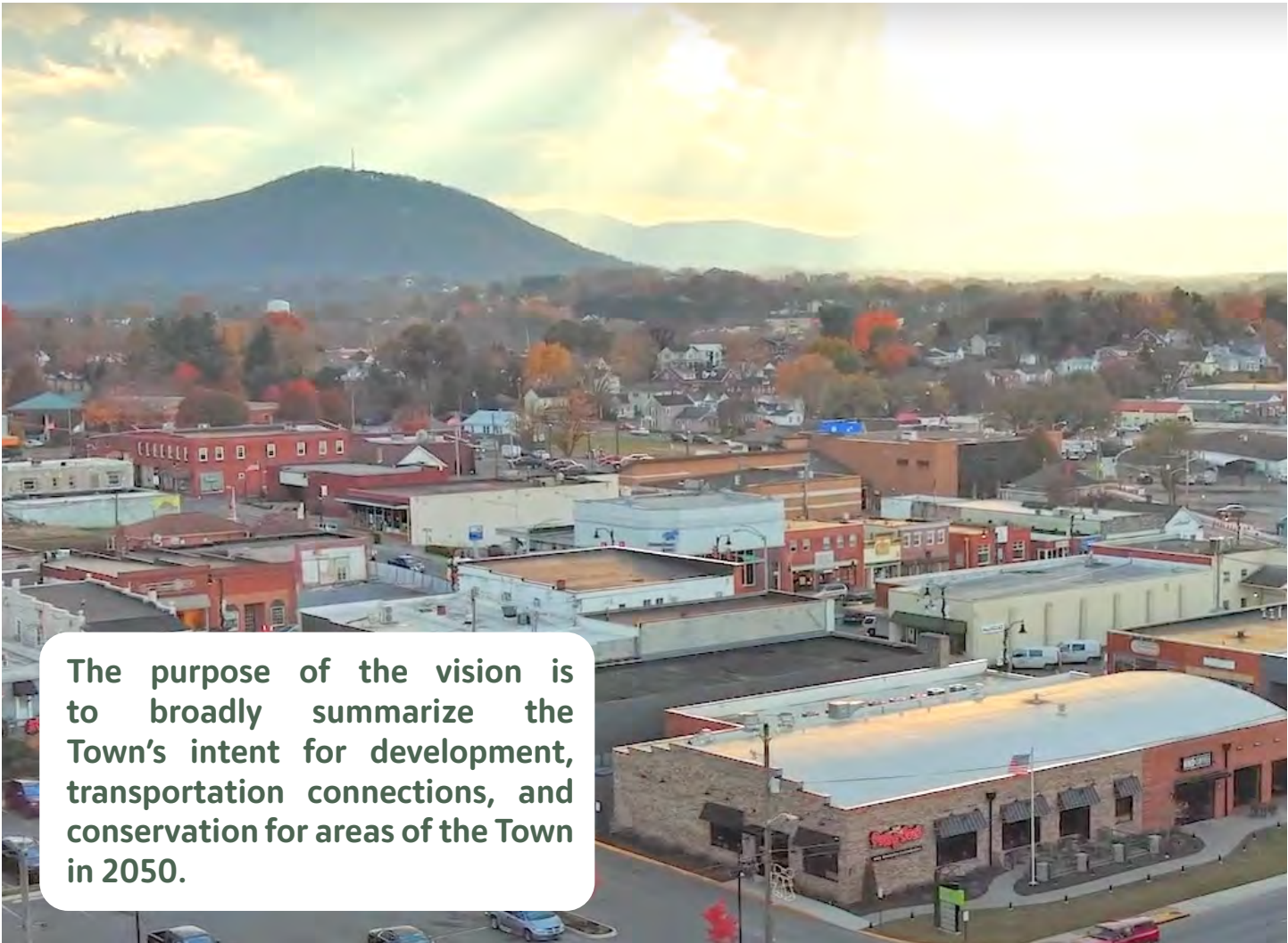
Vinton is at the heart of the Roanoke Valley region and is a dependable partner in working together with other local governments and regional entities to solve regional problems. Homelessness, water quality, air quality, traffic, and greenway connectivity are all addressed thanks to these regional collaborations. Close collaboration with Roanoke County and the City of Roanoke have resulted in better gateways at the Town’s western and eastern entrances.

LAND USE & TRANSPORTATION VISION

The 2050 Land Use and Transportation Vision is a cornerstone of the Town’s Comprehensive Plan. Comprehensive plans look decades into the future, and it is challenging to make detailed plans in the face of long-term uncertainty. Therefore, it is helpful to start with a general, big picture vision of what changes the Town would like to work towards for the future.

The purpose of the vision is to broadly summarize the Town’s intent for development, transportation connections, and conservation for areas of the Town in 2050. The vision underlies the future land use plan and the transportation plan, which are designed to implement this vision.

A key feature of this vision is to encourage growth and development in places with sufficient infrastructure in place, such as the downtown area, major corridors, and future redevelopment sites, such as the River Park Shopping Center. Another important feature is that, while enhancements may occur over time, major changes are discouraged for established neighborhoods, and existing natural features should be protected in the future.



INSIGHTS

TOTAL POPULATION

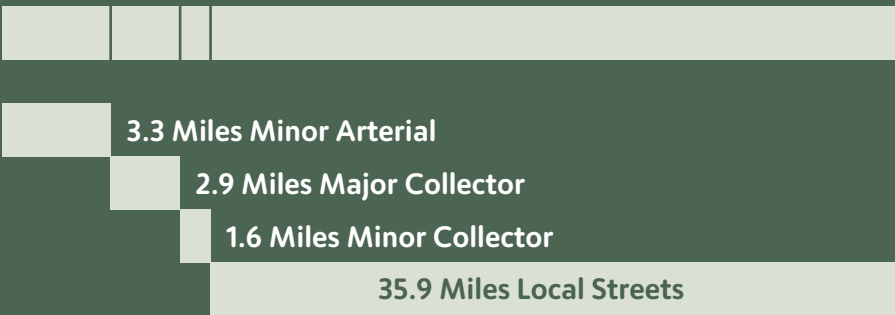
8,059

2050 POPULATION FORECAST

9,114

43.7

MILES OF ROADWAY*



*Miles of roadway is measured by each street’s center line. The number of lanes does not factor into this figure.

STRUCTURES BY YEAR BUILT



**According to the 2022 ACS 5-Year Estimates, no new structures were built between 2020 and 2022.



98.8
ACRES OF PARKS***



10.6
MILES OF SIDEWALK



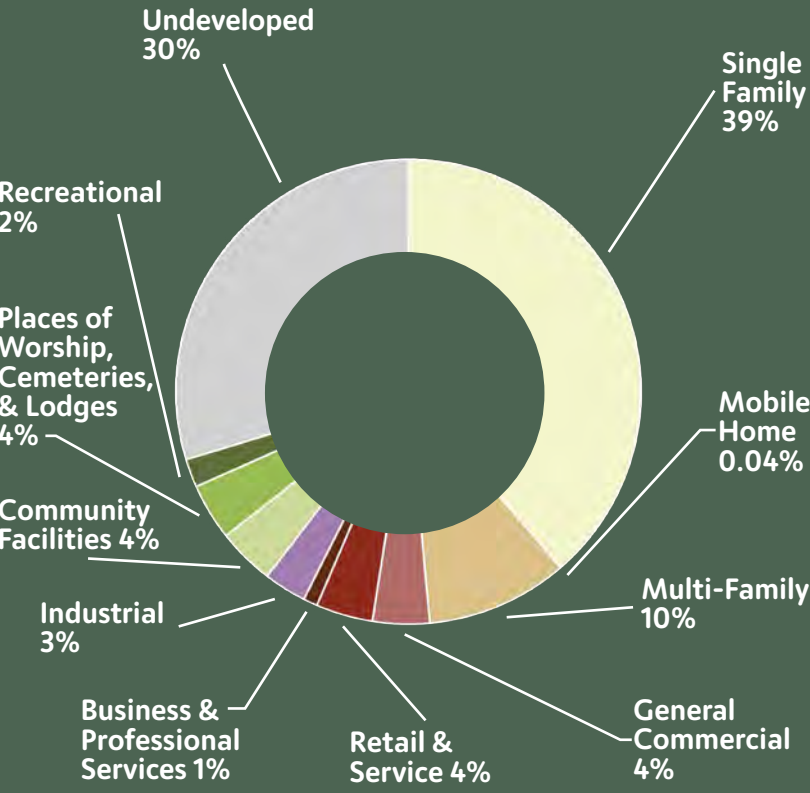
5.8
LINEAR MILES OF WATER



2
LINEAR MILES OF GREENWAYS

***29.3 acres of parks are school properties

HOW LAND IS BEING USED



1.2%
2010 to 2019
2020 to 2022**

LAND USE VISION

The vision is an overarching guide for managing growth and development in the Town. Specific decisions related to land use for a parcel should follow the guidance of the future land use map.

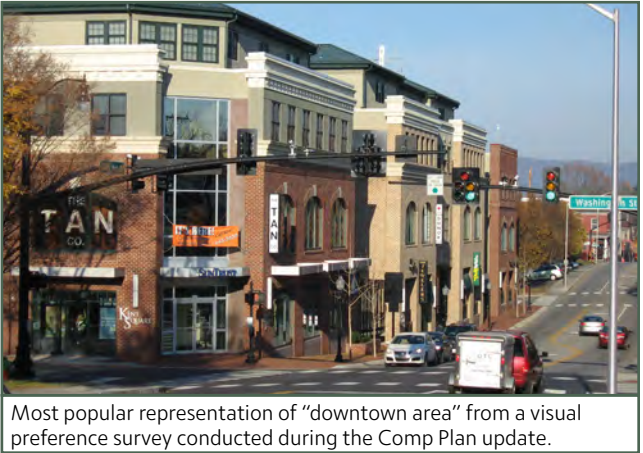
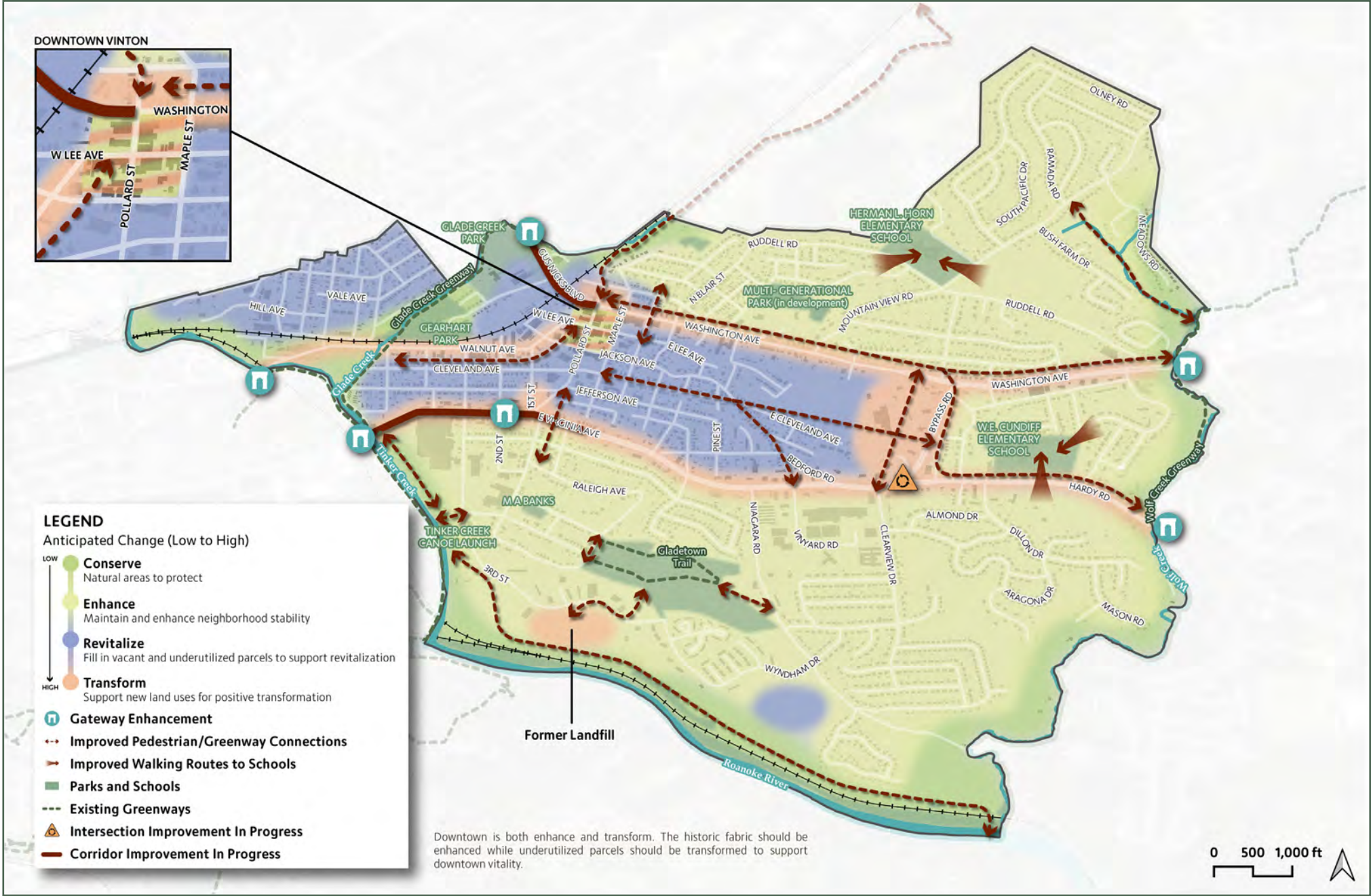
- **Conserve** applies to natural areas where the long-term strategy is to protect. These areas include floodplains and steep slopes, typically found adjacent to the Town’s waterways.
- **Enhance** applies to established neighborhoods where the long-term strategy is to maintain and enhance neighborhood stability. These areas have few underutilized parcels, making redevelopment unlikely by 2050. Enhancement may entail walkability improvements, upgrading aging infrastructure, or other strategies that improve but do not fundamentally alter the areas.
- **Revitalize** applies to areas where the strategy is to fill in vacant and underutilized parcels to support revitalization. These areas have more vacant and underutilized parcels, and it is anticipated that the market will support redevelopment in the coming decades.
- **Transform** applies to areas where the strategy is to support new land uses for positive transformation. These areas are more likely to have aging and outdated uses or vacant parcels, where new development can create vibrant new housing, businesses, and civic spaces the community needs.

TRANSPORTATION CONNECTIVITY VISION

The vision map also indicates at a high level where better connections are needed between neighborhoods, enhancements to the Town’s entrances, and a few ongoing transportation improvements. Specific project recommendations are identified elsewhere in the Plan.

- **Improved Pedestrian/Greenway Connections** show where better sidewalks, bicycle facilities, and safer roadway crossings are needed to close gaps in the walking, bicycling, and greenway networks. For example, Washington Avenue should become a connection between the Glade Creek and Wolf Creek greenways.
- **Improved Walking Routes to Schools** show the locations where better sidewalks and safer roadway crossings are needed to support more children and families walking to schools and parks. For example, safer crossings of Hardy Road are needed.
- **Gateway Enhancements** highlight corridors from the City of Roanoke and Roanoke County where an improved streetscape will help create a better first impression of Vinton. Enhancements may involve signage, landscaping, and placing utilities underground.
- **Intersection Improvement in Progress** highlights the current state-funded project to install a roundabout at Hardy Road and Bypass Road. This project will help improve safety and traffic flow and is important to recognize on the vision map.
- **Corridor Improvement in Progress** highlights ongoing efforts to study and improve Gus Nicks Boulevard between the City of Roanoke and Pollard Street to improve the roadway’s performance for all users and increase safety.

Land Use and Transportation Vision Map



BIG MOVES

BIG MOVES INTRODUCTION

“Big Moves” are high-impact, high-priority actions that will serve as catalysts in achieving the Town’s long-term goals. The actions identified as Big Moves range from more detailed master planning for key sites to investments in new streetscapes and greenways. They aim to create great places and a stronger Town for future Vinton residents and visitors to enjoy.

The purpose of identifying Big Moves is to help the Town prioritize the actions it will take in the future. The implementation strategy presented later in this Plan is detailed. The Big Moves help the Town identify a place to start and begin the work of implementing the Plan. To the right you will find a map of the Big Moves, with a brief description of each below.

The following pages provide a summary of what each Big Move entails. For a more detailed description of the Big Moves, along with near, mid, and long-term actions, check out the implementation strategy for each vision principle found later in the Plan. There is a Big Move for each vision principle. The color coding is a guide to which Big Move supports which vision principle.

A

More Walkable Downtown

- Circulation, streetscape, and alley improvements.

B

More Gathering Space Downtown

- Farmers market upgrades, greenway trailhead, and long-term redevelopment of community facilities.

C

Better Parks

- Vinton War Memorial, Gearhart Park, and Glade Creek Park improvements.

D

Less Flooding

- Stormwater infrastructure investment.

E

More Green Space

- Trees, landscaping, and rain gardens starting downtown.

F

More Greenways

- Glade Creek Greenway from Gish Mill to Vinyard Park.

G

Better Development Standards

- Zoning and subdivision code update.

H

More Sidewalks

- Close sidewalk gaps on key bicycle and pedestrian routes.

I

Better Connections

- Downtown to River Park bike and pedestrian connection.

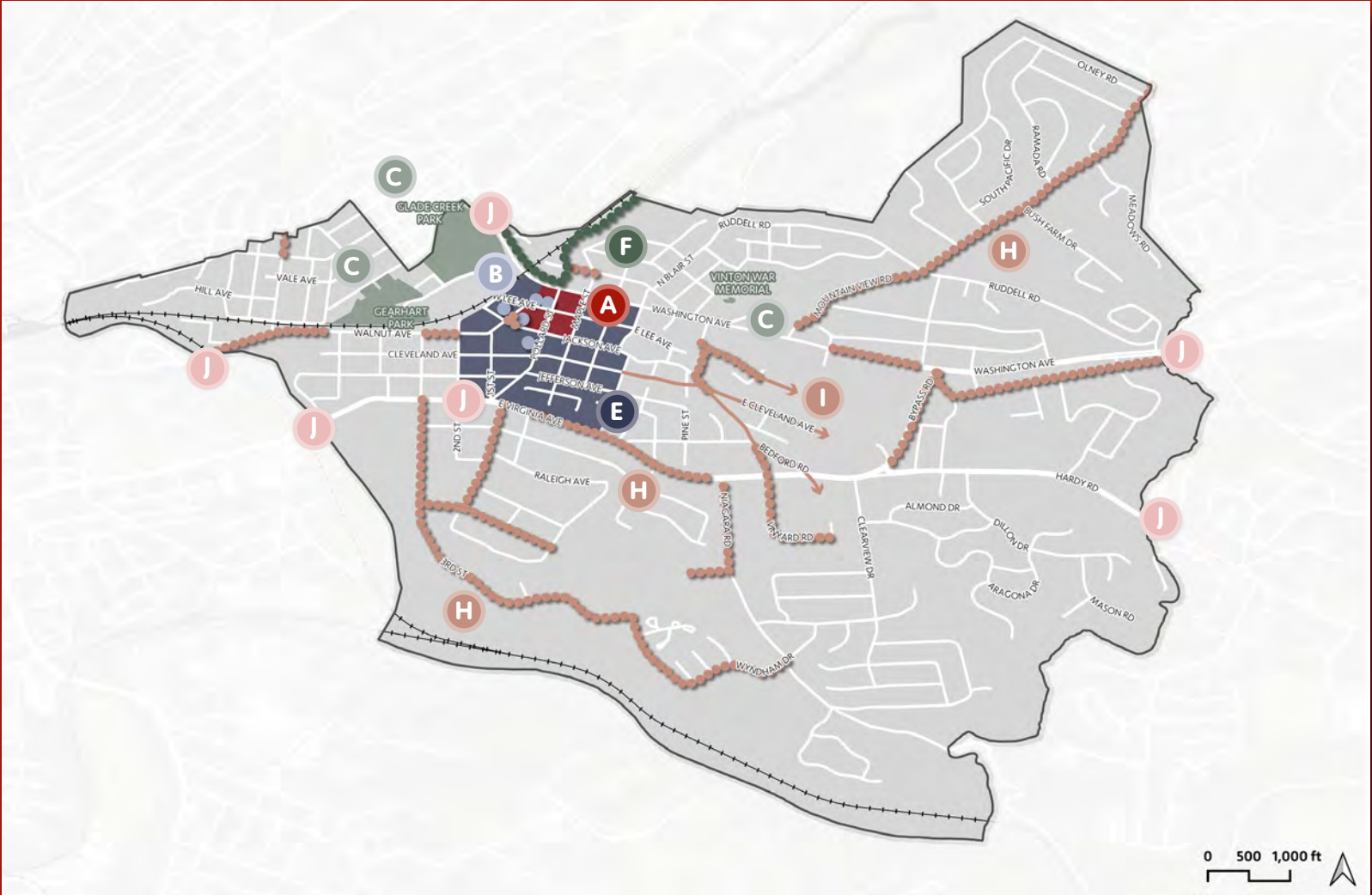
J

Stronger Gateways

- Murals, wayfinding, landscaping, and underground utilities.

Hollow circles indicate Big Moves that are policy projects that are not shown on the map.

Big Moves Map



Vision Principles

B

SOCIABLE & WELCOMING SMALL TOWN

A

THRIVING & AUTHENTIC DOWNTOWN

F

OUTDOOR RECREATION HUB

G

HOUSING FOR ALL PHASES OF LIFE

H, I

SAFE & CONNECTED STREETS FOR ALL

E

ENVIRONMENTAL STEWARDSHIP LEADER

C

PARKS FOR ALL

G

ADAPTABLE

D

EXCEPTIONAL TOWN SERVICES & INFRASTRUCTURE

J

CONNECTED & COLLABORATIVE WITH THE REGION

BIG MOVES AT A GLANCE

The Town’s Big Moves are summarized below along with brief descriptions of what each means. The implementation strategy presented later in the Plan includes additional details about how the Town may go about implementing these Big Moves, with a set of specific actions sorted by near-term (2 years or less), mid-term (5 years or less), and long-term (5 years or more) timeframes.

A. MORE WALKABLE DOWNTOWN

This Big Move aims to strengthen Lee Avenue and South Pollard Street as pedestrian-first districts while alleviating the existing conflicts between through vehicular traffic and visitors to the downtown area. The tactics include updated traffic patterns, streetscape improvements, and activated alleyways. For more information see pages 86 to 93.

B. MORE GATHERING SPACES DOWNTOWN

Downtown includes a crescent shaped string of public spaces and properties including the post office, farmers market, public parking on Walnut Avenue, Town Hall, and the Vinton Fire and



Vinton farmers market sign

Rescue Station. This Big Move is about using these properties in the long-run as anchors to enhance vitality of the downtown. It includes updating the farmers market, building a Glade Creek Greenway trailhead, and working with Roanoke County and United States Postal Service on long-term options

for the post office and fire and rescue station, including potential relocation and redevelopment. See pages 78 to 79 for more information.

C. BETTER PARKS

The Town has several parks and facilities with room to grow and improve over time. This Big Move focuses specifically on upgrading Gearhart Park and Glade Creek Park with more amenities, including a potential pedestrian bridge between the Midway neighborhood and the Glade Creek Greenway, and studying ways to maximize the



Glade Creek Greenway

potential of the area around the Vinton War Memorial through additional uses and better connections to the adjacent neighborhoods. See pages 160 and 161 for more information.

D. LESS FLOODING

About 30 percent of the Town’s known stormwater conveyances (pipes and culverts) have an estimated remaining design life of 10 years or less. Meanwhile, heavy rain events are expected to increase by as much as 35% by 2050, placing pressure on aging and undersized stormwater infrastructure. This Big Move is about securing funding to improve the stormwater system, which will alleviate flooding, erosion, and degradation of the Town’s waterways. This Big Move also entails developing a stormwater master plan and investing to upgrade infrastructure. See pages 178 to 183 for more information.

E. MORE GREEN SPACE

Green infrastructure means natural elements, such as plants or trees, that mimic natural filtration and absorption processes to deal with stormwater. Green infrastructure elements such as street trees, rain gardens, and green roofs help address the expected increase in heavy rain events while adding value to the places where they are installed. This Big Move is about including green infrastructure elements in upcoming public works projects while focusing on the downtown development and redevelopment areas for new installations of trees, landscaping, and rain gardens to absorb more rainwater and improve aesthetics. See page 140 to 151 for more information.

F. MORE GREENWAYS

Vinton in 2050 can be at the nexus of multiple long-distance greenway trails including the Tinker Creek Greenway and Glade Creek Greenway to Botetourt County, and the Roanoke River Greenway between Salem and the Explore Park. This Big Move is about building the greenway between Gish Mill and Vinyard Park, which is a linchpin of the regional greenway system. It will also contribute to improving quality of life and building the Town’s outdoor recreation and tourism economy. See page 104 for more information.

G. BETTER DEVELOPMENT STANDARDS

This Big Move is about updating the Town’s zoning and subdivision codes to incorporate modern standards for development, encourage more housing, and bring the code into alignment with the Comprehensive Plan. The new code will support quality development and redevelopment while minimizing the impacts of growth on established neighborhoods. See page 114 and 173 for more information.

H. MORE SIDEWALKS

Walkability stood out during the Comprehensive Plan update as a major interest of Town residents. This Big Move is about building new sidewalks through a “close the gaps” program focused on adding sidewalks to streets identified as a “key bicycle/pedestrian route” on the future transportation network map (see page 63). See page 126 for more information.



Aerial imagery of the River Park Shopping Center

I. BETTER CONNECTIONS

This Big Move is about making stronger and more walkable connections between the Town’s major commercial centers, where future growth is expected. The Town envisions a strong walking and biking connection between downtown, the Lake Drive Shopping Center, and the River Park Shopping Center areas. Specifically, the Plan calls for implementing slow street concepts (see page 73) on Cleveland Avenue and Bedford Road, and extending a greenway connection from Coolbrook Road east to the River Park Shopping Center area. See page 127 for more information.

J. STRONGER GATEWAYS

Vinton is looking to improve the sense of arrival into Town where people enter Vinton from the City of Roanoke and Roanoke County while reinforcing the Town’s emerging status as a regional destination. This Big Move entails gateway murals on the railroad overpasses of Walnut Avenue and W. Virginia Avenue, new wayfinding directing people to downtown and other destinations, enhanced landscaping, and in the long-term placing utilities underground. See page 190 for more information.

LAND USE & TRANSPORTATION IN 2050

LAND USE PLAN OVERVIEW

Land is a finite resource and Vinton has only about 3.2 square miles of it. Most of the Town’s land is already developed, having been converted decades ago from forests, fields, and farms to housing, shops, streets, parks, and other uses. Much of the Town’s undeveloped land is either too steep or flood prone to build upon. Therefore, the emphasis of the Town’s Land Use Plan is to use land wisely and support redevelopment that is consistent with the Town’s goals.

The Land Use Plan consists of three major components:

- **Districts**, which are areas of the Town with similar land uses (mixed use, residential, etc.).
- **Policies**, which for each district give direction on land uses, scale and density, and design.
- **Future Land Use Map**, which brings it all together, indicating where the districts and policies apply.

Underlying the Town’s Land Use Plan is the Land Use and Transportation Vision. The land use part of the vision describes four degrees of change the Town is working towards for the future – conserve, enhance, revitalize, or transform. Each part of the Town falls under one of these categories. The Land Use Plan helps Vinton guide growth and redevelopment to be compatible with this vision for the Town’s limited land resources.



Downtown Vinton

HOW TO USE THE PLAN

Property owners and developers looking to build in the Town should use the Land Use Plan as a guide for their development proposals. The Town Council and Planning Commission will use the Land Use Plan when making decisions and recommendations on development proposals that come before them. It is important to note that the Land Use Plan is guidance rather than regulations for how land can be used and developed. The regulations are found in the Town’s zoning and subdivision ordinances.



Looking west from the Hardy Road/Bypass Road intersection towards the Lake Drive Plaza shopping center

LAND USE VISION

The Land Use Plan helps the Town achieve its land use vision and guide development so it helps the Town achieve its goals for housing, economic development, downtown revitalization, environmental stewardship, quality of life, and many other important issues.

The land use vision is laid out in the map on this page. It shows the Town’s intent for most land to be either conserved as natural spaces or enhanced over time. The Town’s intent in and around downtown is to support revitalization or transformation of the land uses over time to achieve a more vibrant downtown and revitalized commercial corridors.

While the land use vision is an aspirational guide, the Town’s land use policies guide its review of development proposals, such as requests to change the zoning of a property. The land use policies are organized around 10 future land use districts, described below and organized around the four land use vision categories.

Conserve

Enhance

Revitalize

Transform

Places to Conserve

- Conservation/Open Space
- Community Facilities
- Parks & Recreation

Places to Enhance

- Low Density Residential
- Industrial

Places to Revitalize

- Medium Density Residential
- High Density Residential

Places to Transform

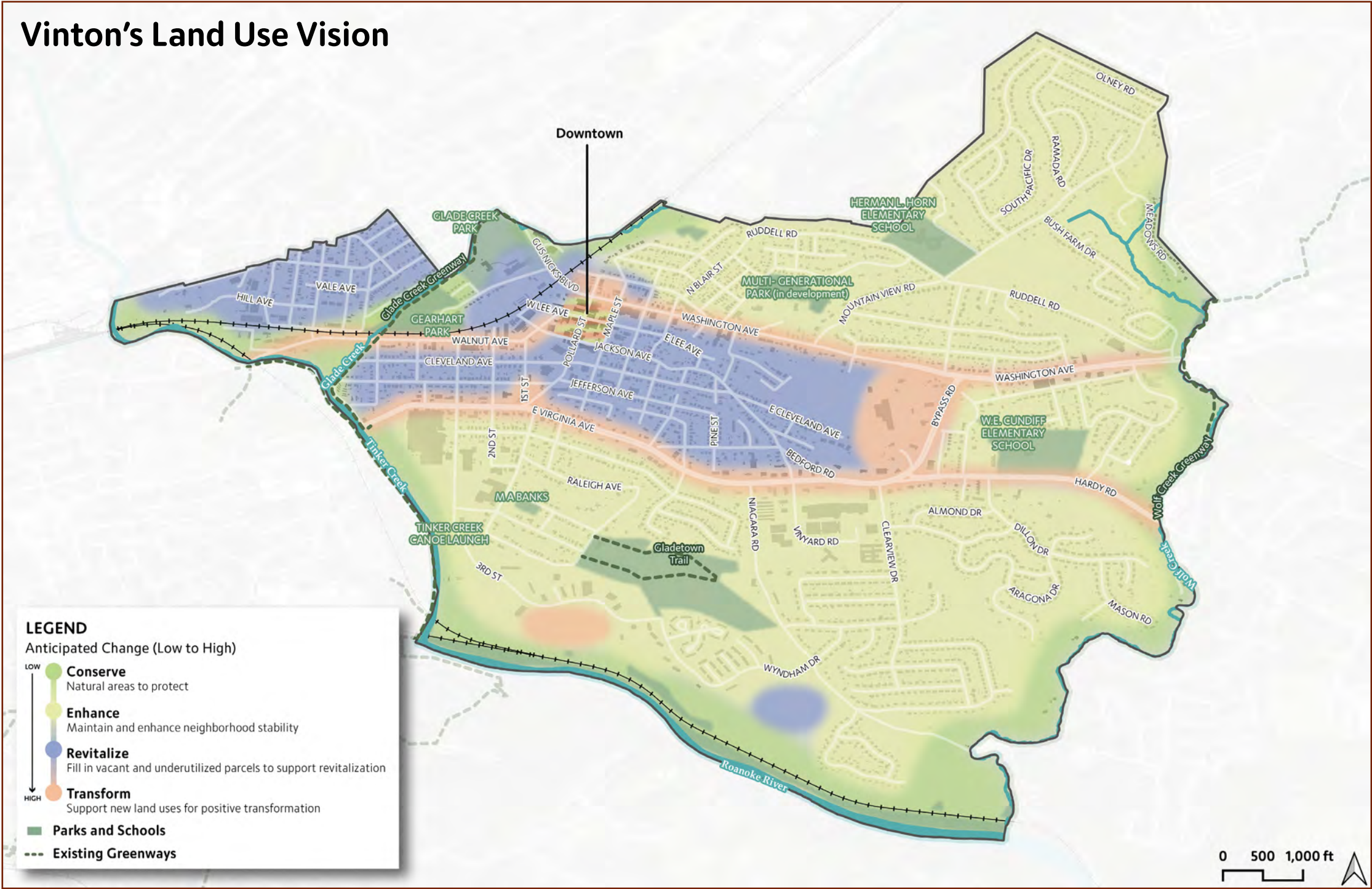
- Mixed Use Transition
- Mixed Use Corridor
- Mixed Use Downtown

These are generally the land use districts that fall under the categories of “revitalize” and “transform.” Meanwhile, significant changes to the intensity or form of development are discouraged in areas that lack

the infrastructure to support growth. These are generally the land use districts that fall under the categories of “conserve” or “enhance.”

It will likely take decades for the land use vision to be realized. Change will happen piece by piece over time, with many different property owners, developers, and Town government actions playing a part. The real value of the Land Use Plan is that it helps ensure that future development is orderly, coordinated, and helps the Town move gradually towards realizing its long-term goals and vision.

A fundamental policy of the Land Use Plan is to encourage redevelopment in areas where infrastructure is in place to support growth.



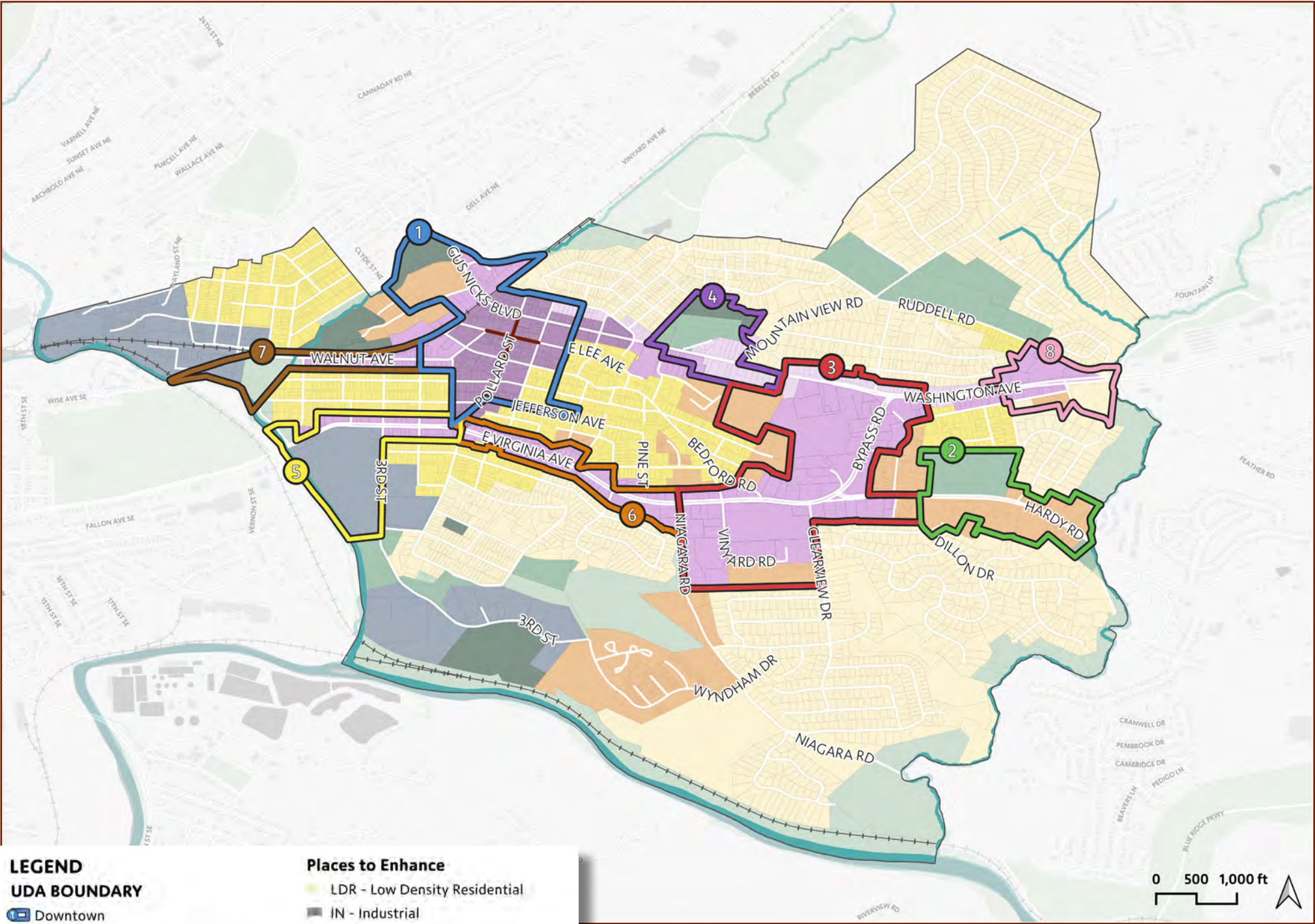
URBAN DEVELOPMENT AREAS - AN OVERVIEW

The Town’s Land Use Plan is also guided by its designation of urban development areas in 2016. The Town added urban development areas to its Comprehensive Plan at that time to guide where future growth and development is preferred.

The Code of Virginia (15.2-2223.1) defines an urban development area as “an area designated by a locality that is (i) appropriate for higher density development due to its proximity to transportation facilities, the availability of a public or community water and sewer system, or a developed area and (ii) to the extent feasible, to be used for redevelopment or infill development.” A key benefit of urban development areas is that by designating them the Town is more competitive for state transportation funding opportunities.

The Town assessed the boundaries and size of its existing urban development areas in 2025 as part of its Comprehensive Plan update. The Town determined the existing urban development areas were appropriate to carry forward into the updated Comprehensive Plan. The Town aims to encourage development of a more traditional form in these areas through the density and design standards of its zoning code, and by focusing its street improvements for walkability and safety in these areas. The areas of the Town designated as urban development areas are indicated in the map on the right.

Development within the Town’s UDAs shall incorporate principles of traditional neighborhood design (TND), which may include but need not be limited to pedestrian-friendly road design; interconnection of new local streets with existing local streets and roads; connectivity of road and pedestrian networks; preservation of natural areas; mixed-use neighborhoods, including mixed housing types, with affordable housing to meet the projected family income distributions of future residential growth; reduction of front and side yard building setbacks; and reduction of subdivision street widths and turning radii at subdivision street intersections.



LEGEND
UDA BOUNDARY

1

Downtown

2

Hardy Road Gateway

3

Bypass Road/Hardy Road "Mid-Town"

4

Mid-Washington Corridor

5

Virginia Avenue Gateway

6

Virginia Avenue Corridor

7

Walnut Avenue Gateway

8

Washington Avenue Gateway

FUTURE LAND USE

+

Active Ground Floor Use Required

Places to Conserve

COS

Conservation Open Space

CF

Community Facilities

PR

Parks & Recreation

Places to Enhance

LDR

Low Density Residential

IN

Industrial

Places to Revitalize

MDR

Medium Density Residential

HDR

High Density Residential

Places to Transform

MUT

Mixed Use Transition

MUC

Mixed Use Corridor

MUD

Mixed Use Downtown



LAND USE DISTRICTS & POLICIES



Policies

The Land Use Framework graphic below shows the range of land use intensity and form represented by the land use policies. It lays out a general pattern of development and conservation that aims to encourage the most intense development within the mixed-use downtown and along major corridors where infrastructure to support growth is

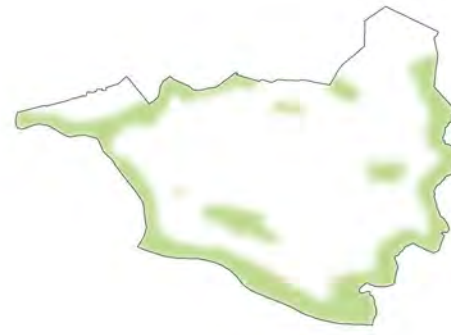
already in place. Filling in the downtown area with more development, and especially more housing, is a key strategy for achieving the Town’s goal of a thriving downtown.

The graphic shows the land use framework from most intense uses on the left to the least intense uses on the right. It is also important to identify where growth and development should not go, which is largely in the sensitive environments found along the Town’s streams and the Roanoke River. Restricting development in these areas supports better water quality and reduced flood risk.

General policies for each land use district are described below. On the pages that follow you will find more specific guidance for these districts addressing land uses, scale and density, and community design principles.



Mixed Use Downtown	Mixed Use Corridor	Mixed Use Transition	Industrial	High Density Residential	Medium Density Residential	Low Density Residential	Community Facilities	Parks and Recreation	Conservation/ Open Space
Preserve the historic core while encouraging mixed use development around it, including housing and lodging, to enliven the streets.	Encourage redevelopment that contributes to a more walkable and attractive form, with buildings that front streets, shared driveways and parking to improve transportation and reduce excess impervious surfaces, and more housing.	Maintain a step down of intensity and buffers between mixed-use development along the major corridors and residential areas that are nearby.	Maintain the Town’s industrial areas to support jobs and economic development, while ensuring sufficient buffers to reduce any impacts to residential areas from light, sound, or odors.	Encourage higher density residential housing in areas with ample infrastructure and in walking distance of downtown and commercial centers; create better walking connections to nearby commercial areas and public facilities, such as schools and parks.	Encourage medium-density residential, such as townhomes and small-scale apartments, designed in a manner to fit within the existing residential context, and create strong walking connections to nearby commercial areas and public facilities.	Maintain low-density residential areas while allowing for small-scale accessory dwelling units tucked behind the primary home; and create better walking connections to schools, greenways, and parks.	Site community facilities in locations with great access to residents and encourage the development of new walking and street connections and public amenities, such as art, trees, and native landscaping.	Site new parks and public open spaces in areas that have low access currently and connect them with new greenway connections and sidewalks.	Discourage development in these areas except for greenways, parks, and temporary facilities that are compatible with steep slopes, floodplains, and other sensitive environments.



Areas to Conserve

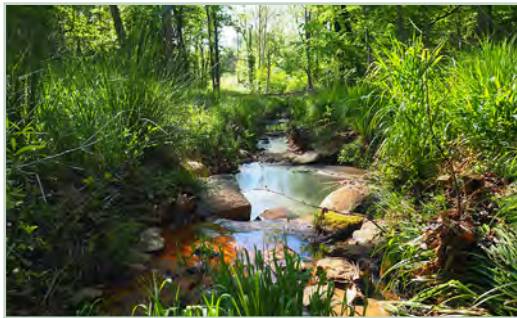


CONSERVATION/OPEN SPACE



Description & Sample Photos

Areas with natural resource or open space value that are unsuitable for development. These areas include major stream and drainage corridors characterized by steep slopes. These areas should be protected to preserve Vinton's undeveloped ridgelines and stream/river corridors and to protect adjacent areas from excessive stormwater runoff.



Preserving existing waterways in Town in as natural a state as possible is of primary importance.



Hiking trails and other passive recreation uses are appropriate in this area.



Long term conservation of these areas may include restoring eroded streambanks to a natural state and replanting areas with native plant species, such as the Woodland Place Stream Restoration Project off Niagara Road.



Vinton's blueways also are a rich recreational resource that contributes to the Town's attractiveness and quality of life.

Land Uses

Uses include recreational activities and public utilities as needed that will not harm the environmental resources in the district.

Scale and Density

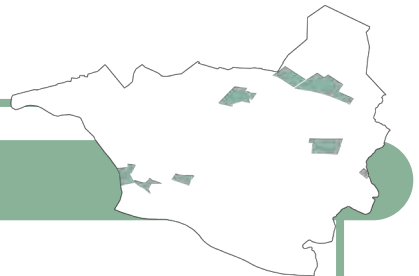
No new development other than for low impact recreational uses that will protect the environmental resources.

Community Design Principles

Low impact design of recreational amenities, using natural or recycled materials and native plantings.



COMMUNITY FACILITIES



Description & Sample Photos

Areas for the public that serve the functional, civic, and institutional needs of the Town and surrounding area.



The Vinton Farmer's Market is one of the Town's treasured community facilities.



The War Memorial carries a legacy of service to the Town's residents and is a symbol of its sense of community.



Schools such as the W.E. Cundiff Elementary School, which is scheduled for upcoming renovations, are a vital part of the Town's public facilities.



The fire station, although a Roanoke County facility, is an example of the close connections between Town and County facilities in Vinton.

Land Uses

Public facilities such as schools, cemeteries, places of worship, fraternal organizations and clubs, and other municipal buildings and lands.

Community Design Principles

The community facilities throughout Vinton are well distributed and adequately serve the public, with municipal functions being concentrated in the downtown area. Emergency and services that involve the frequent use of vehicles that cause traffic impacts (EMS, Fire, Postal Service) should be relocated out of the Downtown in the long-term.



PARKS AND RECREATION

Description & Sample Photos

Public parks and recreational facilities to serve town residents and visitors. These facilities will offer Vinton residents with gathering points throughout the Town for social and recreational purposes. The proposed greenways should be interconnecting these facilities and providing access to both residents and businesses.



School playgrounds also frequently serve as additional park space for their surrounding neighborhoods such as the new playground at W.E. Cundiff Elementary School.



Partnerships with local recreational groups help the Town expand recreational opportunities such as the Gladetown Trail.



The Town's greenway network is a key recreational asset planned for expansion in the coming years.

Land Uses

Public parks and recreation areas including pocket parks, playgrounds, greenways, and trails.

Scale and Density

Existing larger parks should be maintained and expanded where feasible while opportunities for new small scale pocket parks should be implemented.

Community Design Principles

Existing larger parks should be maintained and expanded where feasible while opportunities for new small scale pocket parks should be implemented within the Downtown in the long-term.





Areas to Enhance



LOW DENSITY RESIDENTIAL

Description & Sample Photos

Areas with established neighborhoods of primarily detached, single-family homes. New infill development is expected to a limited extent on vacant lots. However, to maintain stable homeownership and property values, these low-density areas should accommodate primarily detached, single-family development.



Vinton is a town of neighborhoods. These areas include established neighborhoods of primarily detached, single-family homes.



Pedestrian enhancements should be pursued where feasible in these areas such as sidewalks where there is available right of way or marked "slow streets" where feasible within the existing right of way.



Vinton has many unique architectural styles embodied in its housing. New infill housing should be compatible with the existing context.

Land Uses

The primary development should be single-family detached homes on lots that are similar in size to existing lots in the neighborhood. However, new types of detached single family housing such as cottage courts or small lot single story elderly homes may be appropriate on limited infill sites.

Scale and Density

Within this category, the zoning ordinance should specify density requirements associated with the availability of public utilities. Higher density types of residential use are not encouraged.

Community Design Principles

In general compatibility with surrounding homes in the neighborhood is a primary design consideration. Compatibility should be in terms of lot sizes, setbacks, and architectural style.



INDUSTRIAL

Description & Sample Photos

Areas intended for a wide variety of industrial operations adequately buffered from existing neighborhoods and near arterial roads.



Vinton is home to a number of successful industries that provide economic returns and jobs to the Town while retaining compatibility with the Town's character.



Industrial areas should remain flexible over time to accommodate new types of industries and compatible uses including small scale workshops and maker spaces.



Industrial buildings should be visually buffered. Site design should include landscape buffers and greenery to soften the building surroundings.



Typical screening for industrial uses should include both deciduous and evergreen trees and landscaped berms or decorative fencing if landscaping is insufficient to protect viewsheds from surrounding residential areas.

Land Uses

Industrial uses including warehousing, wholesaling, manufacturing, and processing operations, as well as associated office development and support facilities. It is the intention of this category to preserve these lands for industrial use only and to exclude new residential or commercial development except for certain appropriate adjuncts to industrial operations.

Scale and Density

In general, the primary consideration for scale is that industrial uses should be buffered from impacts on residential areas and primary commerce areas in the Town. Uses should be low scale, with visual and noise buffers to surrounding areas.

Community Design Principles

Architecture need not be compatible with surrounding areas if it is visually buffered. Site design should include extensive landscape buffers and balance paved areas with landscaped areas.

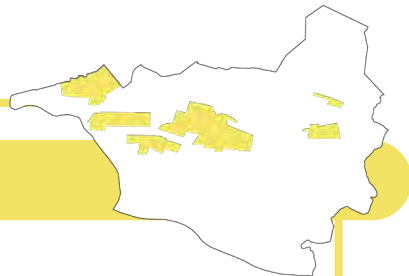




Areas to Revitalize



MEDIUM DENSITY RESIDENTIAL



Description & Sample Photos

Areas with a variety of housing types. The intent is to provide low scale walkable residential neighborhoods with a mixture of densities and housing types. These can include small clusters or individual infill lots.



Multifamily housing should be low scale with architectural detail, siting and landscaping that is compatible with the single family character of many neighborhoods in the Town.



An aging population will call for new housing prototypes such as single story patio homes, duplexes and accessory units.

Land Uses

Permitted uses include one and two-family dwellings, townhouses, small multifamily buildings up to 12 units per building, and other similar living arrangements.

Scale and Density

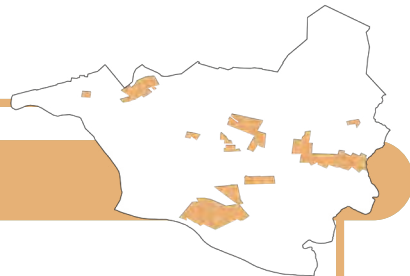
Buildings should be no more than three stories and generally no more than eight units to the acre for multifamily or townhouse developments. This designation includes areas that are anticipated to see redevelopment of older housing stock in the coming decades. As these areas redevelop, consideration should be given to compatibility with the scale and character of surrounding homes.

Community Design Principles

New or infill development should be compatible with surrounding neighborhoods while introducing more diversity in housing types. Architecture and materials as well as architectural features should incorporate the traditional character of Vinton's neighborhoods. Higher density housing should be buffered with extensive landscaping from existing single-family homes.



HIGH DENSITY RESIDENTIAL



Description & Sample Photos

Areas set aside for high-density residential uses, generally in clusters of similar development rather than as infill in existing neighborhoods. As a general rule, apartments and other large-scale group housing are best sited on arterial roads near major commercial centers. In these locations, high-volume circulation needs can be met without disrupting lower-density neighborhoods.



Multifamily buildings should have materials and architectural details that are compatible with traditional neighborhoods in the Town.



Multifamily buildings should have materials and architectural details that are compatible with traditional neighborhoods in the Town.



Higher density housing can reflect modern design but should have architectural variation and detail in the facades and should be oriented toward public streets when possible.

Land Uses

Higher density housing types including apartment buildings, assisted-living facilities (elderly/nursing homes), and other large-scale forms of multi-family development.

Scale and Density

Up to four stories in height and up to 24 units to the acre when appropriately buffered from adjacent single-family neighborhoods.

Community Design Principles

Higher density housing should be designed to be walkable and oriented towards public or interior streets with extensive landscaping including street trees and parking lot islands. Open space should be usable recreational facilities to serve new residents and located in areas with good visibility from the housing units or from the street.





Areas to Transform



MIXED USE TRANSITION

Description & Sample Photos

Mixed-use areas to serve as a transition zone between residential areas and more intense mixed uses. It is expected that existing residences may transition to office or small scale business uses while maintaining low impacts on surrounding residential neighborhoods.



Small scale businesses that front on the street are appropriate for Mixed Use Transition areas.



Live/Work buildings are appropriate in this area with offices or shops on the ground floor and residential uses above.

Land Uses

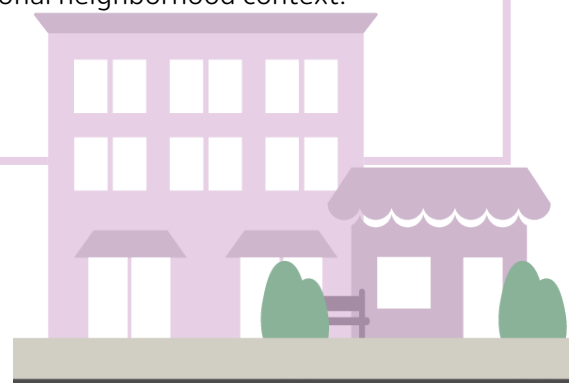
Low scale business uses such as childcare centers, medical, legal/financial, real estate, personal services, and other types of low-impact business uses. Also includes residential uses such as single-family detached, duplex and townhomes as well as small scale multifamily buildings of 12 or fewer units per building. Businesses should generate a low volume of traffic, be controlled in terms of times of operation and be generally non-intrusive to neighboring residences.

Scale and Density

Up to three stories if buffered from lower scale residential neighborhoods. Scale and density should be compatible with adjacent homes if infill within an established neighborhood.

Community Design Principles

Architecture should be compatible with the scale of Vinton's neighborhoods. Modern design is permitted if not in the middle of a traditional neighborhood context. Buildings should front on sidewalks and first floor business entrances or residential front doors are encouraged.



MIXED USE CORRIDOR

Description & Sample Photos

Commercially focused mixed use areas. May include residential uses if mixed in with nonresidential uses to promote a general mixed use urban environment. These areas should be located on collector or arterial roads, have sufficient parking, and be adequately served by public utilities and services. It is anticipated that existing single use retail centers will convert to dense and compact mixed use centers with a pedestrian focus and civic uses and plazas to create a dynamic active street life.



Building heights should include step back facades to lower the scale when adjacent to lower scale neighborhoods.



Architecture should reflect a walkable street frontage and architecture and materials that are compatible with the traditional character of Vinton.

Land Uses

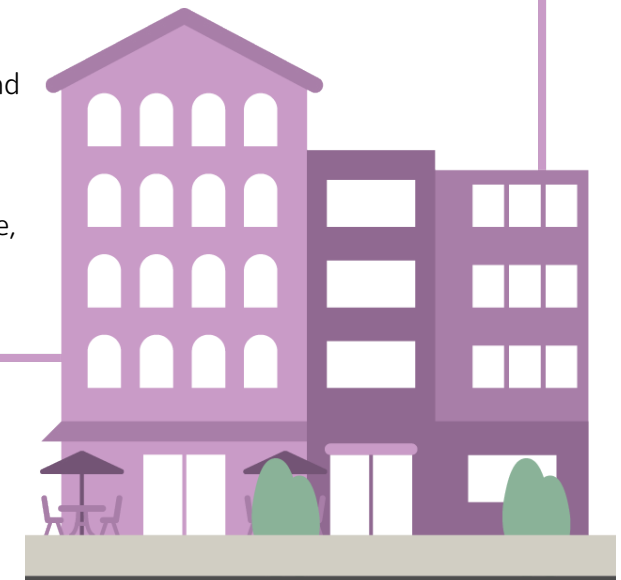
Commercial uses may include retail stores, services, lodging/restaurants, offices, and shopping centers. Residential uses may include townhome and multifamily communities if mixed with nonresidential uses but single-family detached uses are discouraged.

Scale and Density

Mixed use buildings may be up to five stories if buffered from impacts to existing residential neighborhoods. Residential density is not limited but should be integrated with a mixture of nonresidential uses to promote a walkable diverse streetscape.

Community Design Principles

Architecture should reflect walkable mixed use buildings with articulated facades, ample ground floor openings and architectural elements and materials compatible with the traditional context of Vinton. Streetscapes should be pedestrian rather than car oriented and signage, landscaping and open space should all be pedestrian scaled.



MIXED USE DOWNTOWN

Description & Sample Photos

Downtown and town center mixed uses. These areas include both the existing traditional downtown and areas where downtown types of uses may expand in the future. The intent is to create and reinforce an attractive, convenient, and relatively compact arrangement of uses and buildings with a strong pedestrian orientation. There should be a varied mix of residential and commercial uses and civic spaces for commercial, financial, professional, governmental, and cultural activities.



New buildings should have the types of details and of traditional materials that are found in Vinton's downtown but may be modern adaptations of historic architecture. Signage and outdoor parking should promote attractive street views.



Mixed use can be within the same building or in buildings with varied height and scale on the same site.

Land Uses

Mixed uses, both within the same site and within buildings to include offices, residences, shops and services. Typically, residential buildings would have retail, service or office uses on the ground floor. Purely auto-oriented uses with large parking needs or drive throughs are discouraged.

Scale and Density

Buildings should be sensitive to the scale of surrounding areas but can be up to four stories and create a continuous street frontage with minimal setbacks to reinforce a traditional walkable street frontage with pedestrian friendly ground floor uses. Residential densities are not limited except that the scale and massing of residential uses should be compatible with the traditional Vinton downtown character.

Community Design Principles

Architecture should have appropriate detail and careful use of traditional materials as found in older buildings in Vinton's downtown but may be modern adaptations of historic architecture. Signage and outdoor parking should be adequately controlled to promote attractive street views.



FUTURE LAND USE MAP

The Future Land Use Map indicates the land use policy for each parcel in Town. The Town will use the map to evaluate the consistency of proposed development, including public infrastructure projects, with the Town’s desired land use, intensity, and form of development.

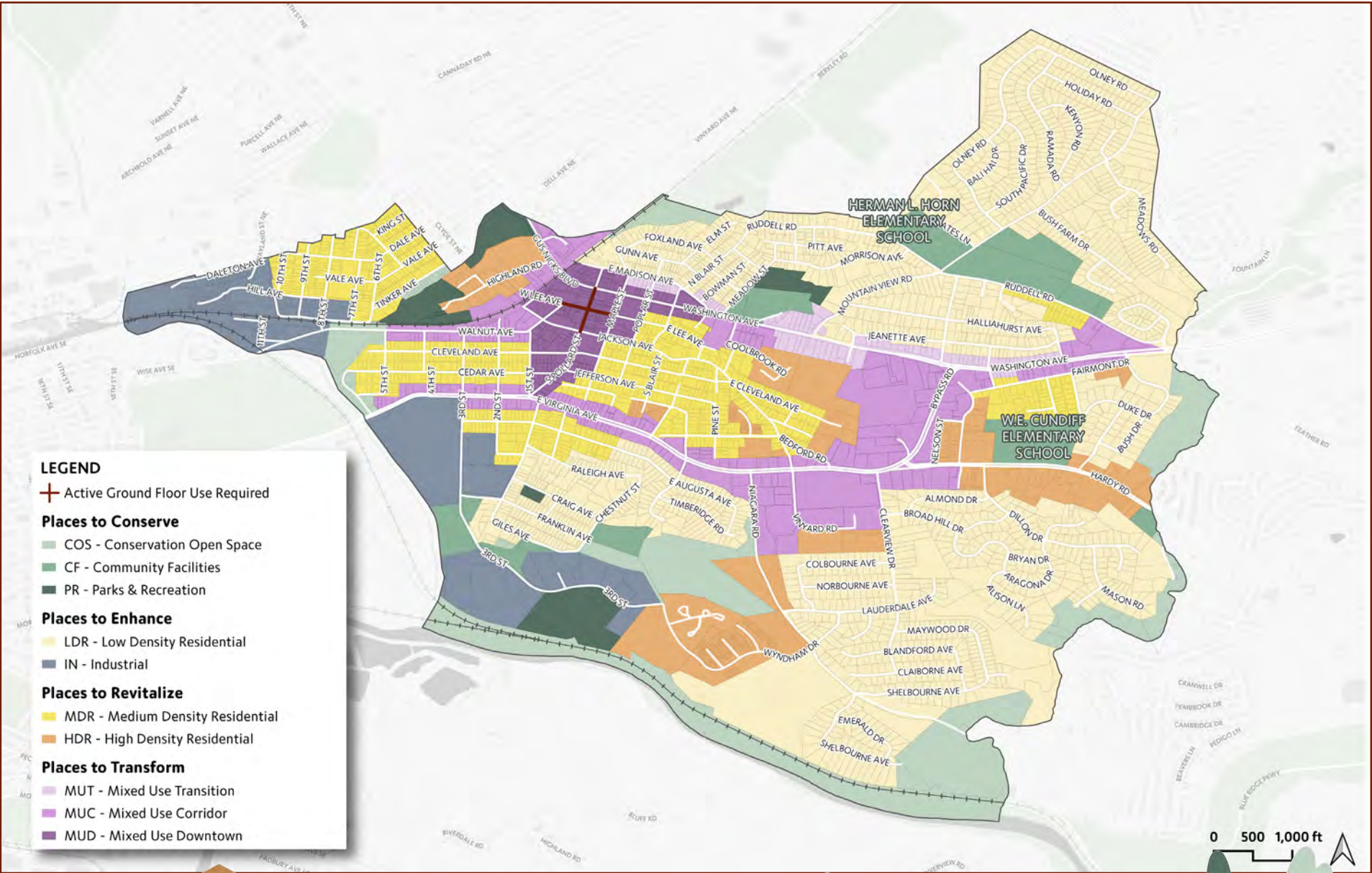
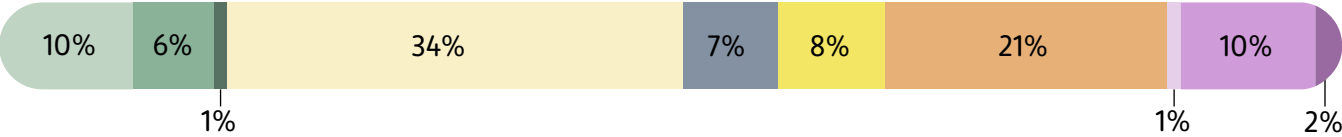
The Future Land Use Map should not be confused with the Town’s zoning code. The Future Land Use Map shows a desired pattern of growth and development between now and 2050; it is policy. Meanwhile the zoning and subdivision codes are the Town’s laws for how development must be conducted. The Town’s zoning and subdivision ordinance should be updated to reinforce the Town’s vision and goals reflected in the Future Land Use Map.

The Town’s creation of the Future Land Use Map was informed by extensive public engagement, data analysis and forecasting, and a wide-ranging needs assessment that underscored the importance of adding more housing units and increasing the vitality of the downtown area. The Future Land Use Map also supports the desire, expressed by residents during public engagement, of maintaining existing quiet residential areas and natural features.

The Future Land Use Map is aspirational and cannot be achieved through the Town’s actions alone. Achieving it will require complementary private and public investment. Private landowners and developers should use the Future Land Use Map to determine if their development proposal is consistent with the Town’s policies. Proposed development that is consistent with the Future Land Use Map should be allowed to advance to construction in a reasonably quick and efficient manner. Meanwhile, infrastructure investment by the Town and its regional and state partners should support development in areas indicated as appropriate for growth on the map. Working together, public and private investment can create a vibrant Vinton for generations to come.

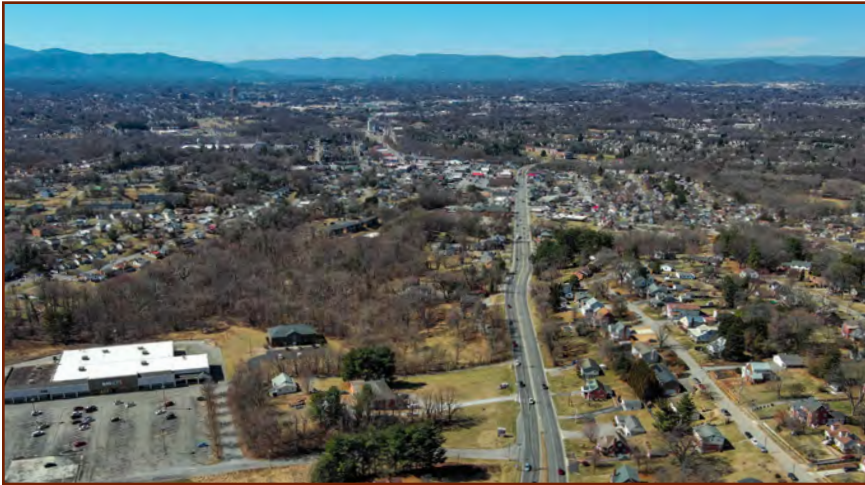
Future Land Use by Percent of Total Land

Colors below correspond to the map legend



TRANSPORTATION PLAN

A safe and efficient transportation system, that supports travel by all modes, will complement the Town’s Land Use Plan described in the previous section. For many decades cities and towns across Virginia have focused on building transportation infrastructure to move vehicles. As a result, Vinton developed in a way that meets the needs of vehicles with large parking areas and wide streets. The Town’s Comprehensive Plan takes a more expansive view of transportation, emphasizing the importance of all travel modes including walking, biking, and public transportation. Vehicles remain important in Vinton and provide essential access for many people; but the Town’s goal for the future is a transportation system where vehicles safely coexist alongside all other roadway users.



Vinton’s transportation network consists of streets, sidewalks, greenways, transit, and bicycle facilities that provide access to services, entertainment, jobs, and more. The Town’s street network is largely built, with only a few small connections to complete. Therefore, the Town’s transportation plan is focused on improving the existing streets. The improvements proposed in the Comprehensive Plan are aimed mostly at improving safety for all roadway users and improving connectivity for pedestrians and bicyclists.



The Town alone cannot implement the projects that are needed to create a safer and more walkable transportation system. While Vinton owns and maintains streets within the Town, partnership with the Virginia Department of Transportation (VDOT) and the Roanoke Valley Transportation Planning Organization is needed to plan and fund these projects. The Town will use the Comprehensive Plan to collaborate with these partners and implement the Town’s priorities through state and federal programs such as SmartScale Regional Surface Transportation Program, Revenue Sharing, or Transportation Alternatives.

Specific actions for improving transportation are described in the implementation strategy for safe and connected streets for all, found on page 124 and 137.

The Transportation Plan is described below in three parts:



FUTURE TRANSPORTATION NETWORK

This map shows the key bike and pedestrian routes, new street connections, and new greenway connections. It also shows the functional classification for each street in the network as assigned by the Virginia Department of Transportation.



PRIORITY TRANSPORTATION PROJECTS

This map shows the projects identified by the Town through prior studies and the Comprehensive Plan. The projects are broken into four categories – bike and pedestrian safety, corridor improvement, intersection improvement, and new streets.



TRANSPORTATION TOOLKIT

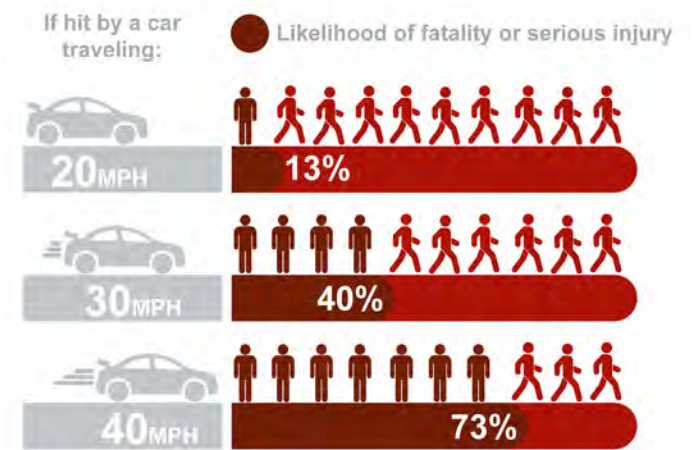
The toolkit includes a description of various options for improving intersections and calming traffic, which are both Town priorities. As transportation projects identified by the Town advance to design, the options included in this toolkit should be considered for their ability to improve safety and enhance walkability.

Together the three components of the transportation plan support the Town’s Land Use and Transportation Vision. The new street connections, priority transportation projects, and the options for improving the network shown in the transportation toolkit all support the vision of a better connected and more walkable Town.

FUTURE TRANSPORTATION NETWORK

The Future Transportation Network Plan indicates how the Town intends to improve the transportation system to support growth and development and make travel safer and more comfortable for all users. The intent of the Future Transportation Network Plan is partly to be a guide to the design of future roadway improvements. The Plan shows general alignments for new streets and new greenway connections, which will require further study by engineers in the design process. The Plan also indicates which streets are especially important for walking and biking. Improvements to these roadways should incorporate sidewalks and bicycle accommodations.

The Plan also indicates the functional classification for all streets. Functional classification influences street design, funding, and improvements. A street such as Virginia Avenue, which is identified as a minor arterial under the VDOT functional classification scheme, is important for circulation and must be designed to handle a large volume for all users including vehicles, pedestrians, and bicyclists. Streets identified as minor arterials, major collectors, or minor collectors on the Future Transportation Network Map should have sidewalks and bicycle facilities, in addition to sufficient capacity for vehicular traffic. Local streets should also have sidewalks, although bicycle facilities may be optional considering the volume and speed of vehicle traffic.



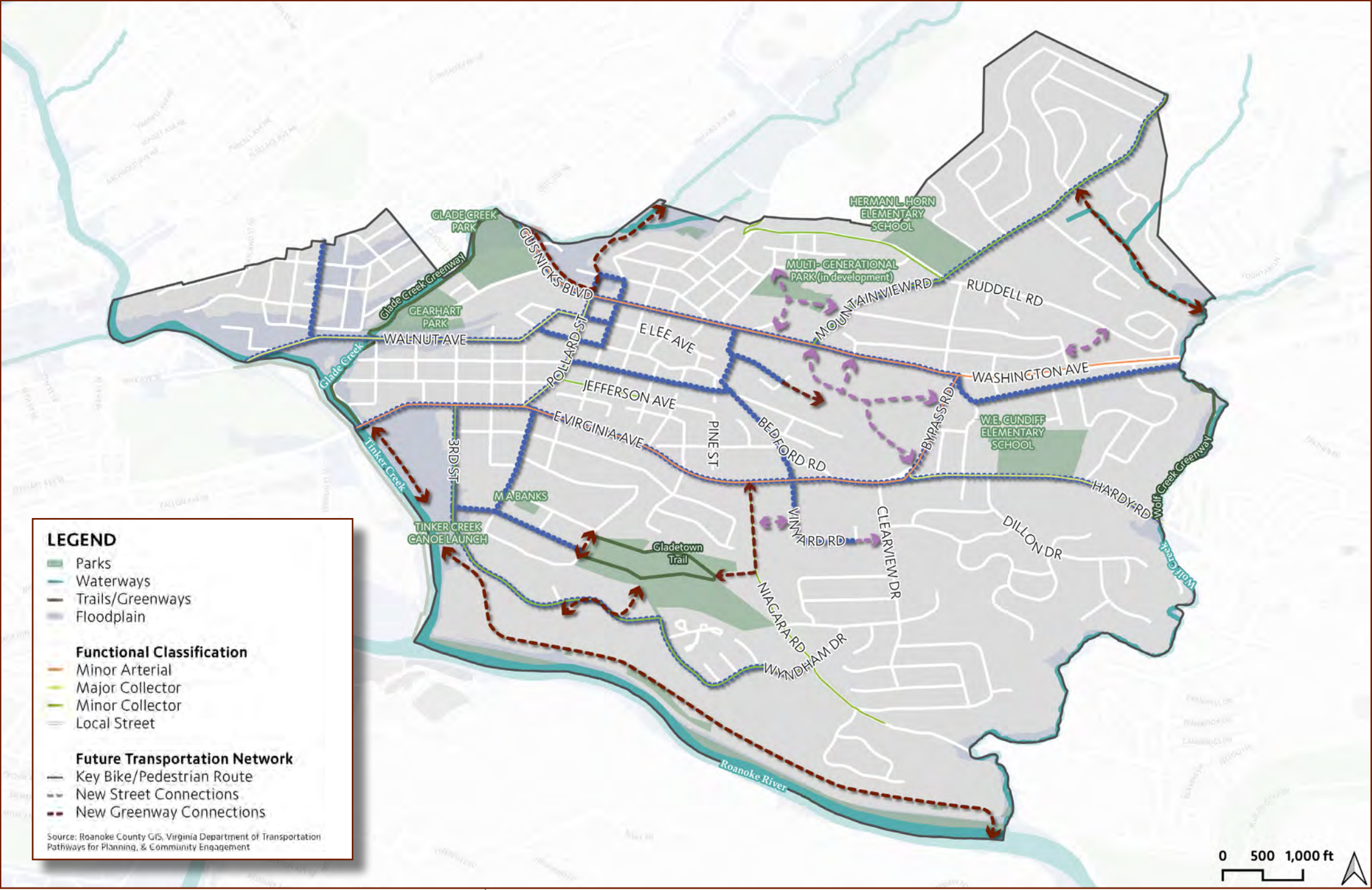
Source: Tefft, B.C. (2011). Impact Speed and a Pedestrian's Risk of Severe Injury or Death (Technical Report). Washington, D. C.: AAA Foundation for Traffic Safety.

Speed is another important consideration for the future transportation network. Streets identified as “arterial” streets in Vinton should not have posted speed limits above 35 miles per hour and should be designed to discourage faster speeds. Streets labeled as “collector” and “local” should not have posted speed limits above 25 miles per hour and should also be designed to discourage faster speeds.



Aerial imagery of Vinton

Future Transportation Network Map



PRIORITY TRANSPORTATION PROJECTS

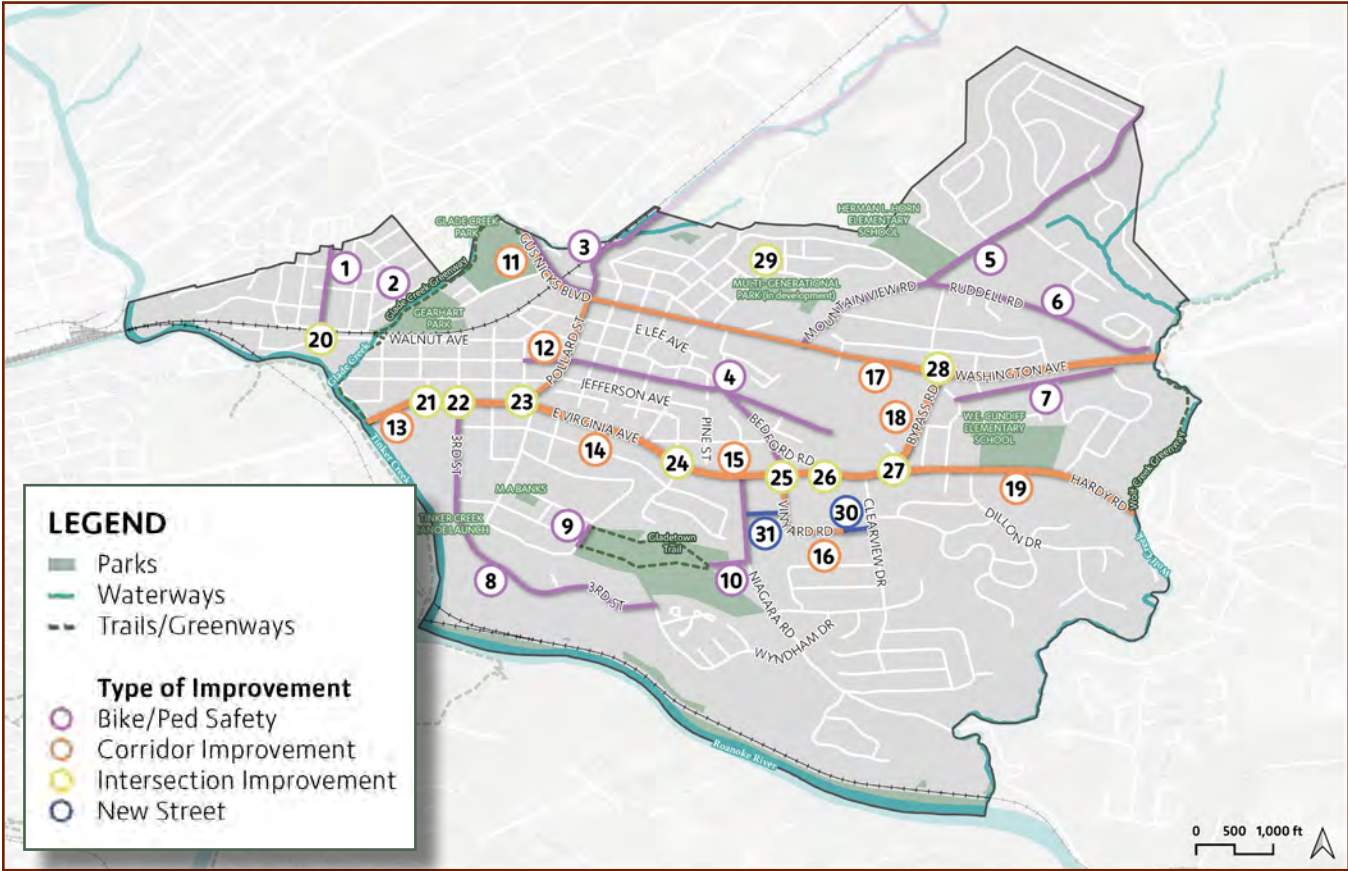
The priority transportation projects map indicates specific improvements that will help the Town achieve its goals for improving safety for all travel modes and increasing connectivity for walking and bicycling. The projects come from a variety of sources including the Town’s Safe Streets and Roads for All Comprehensive Safety Action Plan, the Route 24 Bike/Ped Plan, the Vinyard Road Corridor Study, the Roanoke Valley Greenway Plan, VDOT’s Six-Year Improvement Program, and through the community engagement process in support of the Vinton 2050 Comprehensive Plan.

The set of 31 projects is comprehensive and the cost to implement all the projects by 2050 is likely more than the Town can afford or secure grants to implement. However, it is important to list and map all of the projects so that the Town can seize opportunities to implement them as funding opportunities arise. The implementation strategy for “safe and connected streets for all” highlights a subset of these projects as especially important for their outsized potential to help the Town achieve its goals for roadway safety and walkability.



Aerial of local streets in Vinton

Transportation Improvements Map



Transportation Improvements Legend

- 1

8th St Bike/Ped Enhancements
- 2

Bike/Ped Bridge over Glade Creek
- 3

Glade Creek Greenway Phase 3
- 4

Cleveland Ave/Bedford Rd/Vinyard Rd Slow Street
- 5

Mountain View Rd Improvements
- 6

Ruddell Rd Slow Street
- 7

Fairmont Dr Slow Street
- 8

3rd St Rebuild
- 9

Gladetown Trail Loop Connection
- 10

Niagara Rd Connection to Gladetown Trail and Vinyard Rd
- 11

Gus Nicks Blvd (City Limits to South Pollard St) Corridor Improvements
- 12

South Pollard St (Washington Ave to Virginia Ave) Corridor Improvements
- 13

Virginia Ave (City Limits to South Pollard St) Corridor Improvements
- 14

Virginia Ave (South Pollard St to Chestnut St) Corridor Improvements
- 15

Hardy Rd (Chestnut St to Bypass Rd) Corridor Improvements
- 16

Vinyard Rd Corridor Improvements
- 17

Washington Ave Corridor Improvements

18

Bypass Rd Corridor Improvements

19

Hardy Rd (Bypass Rd to Town Limits) Corridor Study for Multimodal Improvement

20

8th St/Walnut St Intersection Improvements

21

Virginia Ave/4th St Intersection Improvements

22

Virginia Ave/3rd St Intersection Improvements

23

Virginia Ave/Pollard St Intersection Improvements

24

Hardy Rd/Spruce St Intersection Improvements

25

Hardy Rd/Vinyard Rd Intersection Improvements

26

Hardy Rd/Bedford Rd Intersection Improvements

27

Hardy Rd/Bypass Rd Intersection Improvements (funded)

28

Washington Ave/Bypass Rd Intersection Improvements

29

Meadow St/Pitt Ave Intersection Improvements


30

Vinyard Rd to Clearview Dr Connection

31

Niagara Rd to Vinyard Rd Connection

The priority projects are described in the table below along with a cost range and their source. The cost range is defined as low (\$), medium (\$\$), and high (\$\$\$). These ranges generally correspond to \$2 million or less (\$), \$2 to \$10 million (\$\$), and \$10 million or more (\$\$\$). However, the projects do not have firm cost estimates since they are conceptual in nature. The range is simply a way to compare projects based on their likely cost and complexity. Firm cost estimates are only possible through engineering design. VDOT's Six-Year Improvement Program projects are listed on page 43 of the Community Story document with cost estimates. These projects were either underway in 2025 or soon to enter construction, so they are not all listed in the table below of longer-term projects.

<div><div><div>TRANSPORTATION IMPROVEMENT PROJECTS</div><div>VINTON 2050</div></div></div>				
Map ID	Priority Project	Description	Cost Range	Source
1	8TH ST BIKE/PED ENHANCEMENTS	Improvements for sidewalk accessibility and bicycling	\$\$	Comprehensive Plan
2	BIKE/PED BRIDGE OVER GLADE CREEK	Bridge connecting Midway to the Glade Creek Greenway and parks	\$\$	Comprehensive Plan
3	GLADE CREEK GREENWAY PHASE 3	Greenway connection from the terminus near Gish Mill to Vinyard Park	\$\$	Roanoke Valley Greenway Plan
4	CLEVELAND AVE/BEDFORD RD/VINYARD RD SLOW STREET	Traffic calming and walkability improvements	\$\$	Route 24 Bike/Ped Plan
5	MOUNTAIN VIEW RD IMPROVEMENTS	Sidewalks and bike lane improvements	\$\$	Comprehensive Safety Action Plan
6	RUDELL RD SLOW STREET	Traffic calming and walkability improvements	\$\$	Comprehensive Plan
7	FAIRMONT DR SLOW STREET	Traffic calming and improved connection to Wolf Creek Greenway	\$	Route 24 Bike/Ped Plan
8	3RD ST REBUILD	Reconstruction of 3rd Street and walkability improvements	\$\$	Comprehensive Plan
9	GLADETOWN TRAIL LOOP CONNECTION	Close gap in the Gladetown Trail	\$	Comprehensive Plan
10	NIAGARA RD CONNECTION TO GLADETOWN TRAIL AND VINYARD RD	Extend Gladetown Trail as a shared use path to and along Niagara Road	\$\$	Comprehensive Plan
11	GUS NICKS BLVD (CITY LIMITS TO SOUTH POLLARD ST) CORRIDOR IMPROVEMENTS	Safety improvements	\$\$	Comprehensive Safety Action Plan
12	SOUTH POLLARD ST (WASHINGTON AVE TO VIRGINIA AVE) CORRIDOR IMPROVEMENTS	Safety improvements	\$\$	Comprehensive Safety Action Plan
13	VIRGINIA AVE (CITY LIMITS TO SOUTH POLLARD ST) CORRIDOR IMPROVEMENTS	Safety improvements	\$\$	Comprehensive Safety Action Plan
14	VIRGINIA AVE (SOUTH POLLARD ST TO CHESTNUT ST) CORRIDOR IMPROVEMENTS	Safety improvements	\$\$	Comprehensive Plan
15	HARDY RD (CHESTNUT ST TO BYPASS RD) CORRIDOR IMPROVEMENTS	Safety improvements, access management, and a possible roundabout at Hardy Road and Vinyard Road	\$\$\$	Comprehensive Safety Action Plan

Map ID	Priority Project	Description	Cost Range	Source
16	VINYARD RD CORRIDOR IMPROVEMENTS	Sidewalks and access management improvements	\$	Vinyard Road Corridor Study
17	WASHINGTON AVE CORRIDOR IMPROVEMENTS	Safety and walkability improvements	\$	Route 24 Bike/Ped Plan
18	BYPASS RD CORRIDOR IMPROVEMENTS	Addition of sidewalks or a shared-use path	\$\$	Route 24 Bike/Ped Plan
19	HARDY RD (BYPASS RD TO TOWN LIMITS) CORRIDOR STUDY FOR MULTIMODAL IMPROVEMENT	Study options for safety improvements including a lane conversion	\$	Comprehensive Plan
20	8TH ST/WALNUT ST INTERSECTION IMPROVEMENTS	Study safety enhancements at key entrance to Vinton and Midway	\$	Comprehensive Plan
21	VIRGINIA AVE/4TH ST INTERSECTION IMPROVEMENTS	Close 4th Street crossover	\$	Comprehensive Safety Action Plan
22	VIRGINIA AVE/3RD ST INTERSECTION IMPROVEMENTS	Bike and pedestrian improvements	\$	Comprehensive Safety Action Plan
23	VIRGINIA AVE/POLLARD ST INTERSECTION IMPROVEMENTS	Safety improvements including a possible roundabout	\$\$\$	Comprehensive Safety Action Plan
24	HARDY RD/SPRUCE ST INTERSECTION IMPROVEMENTS	Safety improvements by limiting access from Spruce Street to Hardy Road	\$	Comprehensive Safety Action Plan
25	HARDY RD/VINYARD RD INTERSECTION IMPROVEMENTS	Bike and pedestrian improvements and a possible roundabout	\$\$\$	Comprehensive Safety Action Plan
26	HARDY RD/BEDFORD RD INTERSECTION IMPROVEMENTS	Safety improvements by limiting access from Bedford Road to Hardy Road	\$	Comprehensive Safety Action Plan
27	HARDY RD/BYPASS RD INTERSECTION IMPROVEMENTS	Roundabout	\$\$\$	In progress
28	WASHINGTON AVE/BYPASS RD INTERSECTION IMPROVEMENTS	Safety improvements including a possible roundabout or alignment improvement	\$\$\$	Comprehensive Plan
29	MEADOW ST/PITT AVE INTERSECTION IMPROVEMENTS	Safety improvements	\$	Comprehensive Plan
30	VINYARD RD TO CLEARVIEW DR CONNECTION	Extension of Vinyard Road to Clearview Drive to improve connectivity	\$\$	Comprehensive Plan
31	NIAGARA RD TO VINYARD RD CONNECTION	Upgrade of existing private street connection to a public street to improve connectivity	\$	Comprehensive Plan

TRANSPORTATION TOOLKIT

The transportation toolkit includes options the Town can apply in the design and construction of street improvements for traffic calming and intersections. The concepts included in the toolkit are proven strategies that communities across Virginia and the country are using. The toolkit should be consulted by Town staff and engineers when building new streets or retrofitting existing streets and intersections. The toolkit should also be consulted and applied where possible during routine maintenance and resurfacing of existing streets. Lastly, the toolkits should be incorporated into future updates to the Town’s policies and regulations.



Gladetown Trail signage



Wolf Creek Greenway crosswalk



TRANSPORTATION TOOLKIT

INTERSECTION DESIGN TOOLKIT

Curb Extensions (pictured)

Curb extensions, (A.K.A. bulb-outs or curb bump-outs) are traffic-calming features that extend the sidewalk into the roadway at intersections or along streets. They reduce the crossing distance for pedestrians and slow turning vehicles, promoting safer and more walkable environments.

Crosswalk Visibility Enhancements

The strategies for improving crosswalk visibility include using crosswalk patterns (continental or ladder) that are visible from a further distance, improved lighting, and advance stop or yield markings and signs. High visibility crosswalks can reduce pedestrian injury crashes up to 40%.¹

Rectangular Rapid Flashing Beacons (pictured)

Rectangular Rapid Flashing Beacons (RRFBs) are pedestrian activated traffic control devices used at pedestrian crossings. They provide a highly visible signal to alert drivers when pedestrians or bicyclists are entering the crosswalk. RRFBs can reduce pedestrian crashes up to 47% and increase motorist yielding rates by more than 90%.²

Pedestrian Countdown Signals

Pedestrian signals with a “walk” and “don’t walk” phase let people know when it is safe to cross and how much time is remaining until the light turns.

Roundabouts (pictured)

A roundabout is a circular intersection where the yield-based entry system naturally forces vehicles to slow down. This promotes safer driving speeds and reduces the severity of crashes within the intersection. Converting a signalized intersection to a roundabout can reduce fatal and injury crashes by nearly 80%.³

Median Refuge Islands (pictured)

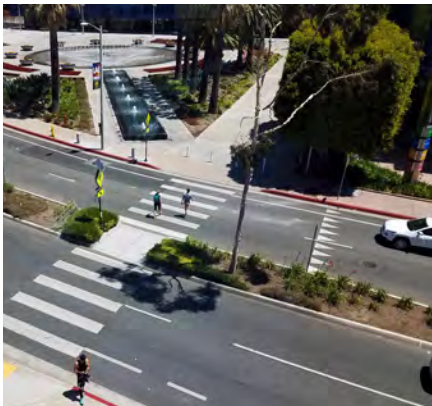
Median islands or pedestrian safety islands provide a safe and designated space for pedestrians to pause while crossing multi-lane roads. This allows them to complete their journey in two stages and reduces their exposure to oncoming traffic.

Leading Pedestrian Intervals (LPI)

LPIs give pedestrians a 3 to 7 second head start to enter a crosswalk before vehicular traffic gets a green light. This improves pedestrian safety by increasing their visibility and reducing the risk of conflicts with turning vehicles. LPIs are associated with a 13% reduction in pedestrian-vehicle crashes at intersections.⁴

Pedestrian Hybrid Beacons

The pedestrian hybrid beacon is a traffic control device that helps pedestrians cross higher-speed roadways at mid-block crossings and uncontrolled intersections. They are pedestrian activated and bring traffic to a stop. They have been demonstrated to reduce pedestrian crashes by 55%.⁵



TRAFFIC CALMING TOOLKIT

Walking Lane (pictured)

A walking lane is a designated space on a street that offers temporary pedestrian access on roadways lacking sidewalks. These lanes are typically marked with signs or paint to provide a safer area to walk along roads. Walking lanes are not intended to replace sidewalks and are typically used to fill gaps in the sidewalk network.

Mini Roundabout

Mini roundabouts are smaller versions of traditional roundabouts, constructed at local link intersections with lower traffic volumes. They reduce vehicle speeds and increase safety by requiring motorists to shift laterally around the center island.

Raised Intersections

Raised Intersections are like raised crosswalks, but here the entire intersection is elevated to the sidewalk level. This eliminates the need for curb ramps at all the crossings, encourages lower motor vehicle speeds, and enhances the pedestrian experience.

Speed Humps, Bumps, and Cushions (pictured)⁶

A speed bump is a raised, rounded, traffic calming measure used to slow down vehicles by causing them to decelerate as they pass over it.

A speed table (or flat-top speed hump) is similar to a speed hump but has a flat top and gentler ramps on each side.

Speed cushions, pictured at right, are modified speed tables with openings to allow for vehicles with larger wheelbases like buses and emergency vehicles to avoid the raised portion of the cushion.

Raised Crosswalks

Raised crosswalks are speed tables that ramp up a marked cross walk making it flush with the sidewalk on either side of the street. They increase visibility of crossing pedestrians and help reduce vehicle speeds.

Chicanes (pictured)

A chicane is a series of alternating curves or bump outs deliberately incorporated into a roadway to slow down vehicle traffic. Chicanes create the feeling of a winding path that slows down vehicle traffic.

Lane Conversion

A lane conversion reduces the number of vehicle lanes on a street and reallocates the space for a new purpose. Additional space from a lane conversion could be used for bicycle lanes, sidewalks, or additional people-focused elements like landscaped buffers or outdoor café seating.

Narrowed Lane Widths

Even without reducing the posted speed limit, the visual change from narrower lanes will cause drivers to slow down and exercise more caution. Narrower lanes also reduce crossing distances for people crossing the street.

Slow Streets (pictured)

Slow Street improvements may include traffic calming measures such as speed bumps or speed tables, additional signage or street markings advising drivers of the presence of pedestrians and bicycles, or painted pedestrian zones on the street surface in areas where separate sidewalks are not feasible due to lack of right-of-way or other limitations.

⁶<https://nacto.org/publication/urban-street-design-guide/street-design-elements/vertical-speed-control-elements/speed-cushion/>



¹ <https://highways.dot.gov/safety/proven-safety-countermeasures/crosswalk-visibility-enhancements>
² <https://highways.dot.gov/safety/proven-safety-countermeasures/rectangular-rapid-flashing-beacons-rrfb>
³ <https://highways.dot.gov/safety/proven-safety-countermeasures/roundabouts>
⁴ <https://highways.dot.gov/safety/proven-safety-countermeasures/leading-pedestrian-interval>
⁵ <https://highways.dot.gov/safety/proven-safety-countermeasures/pedestrian-hybrid-beacons>

ROADMAP TO 2050: IMPLEMENTATION STRATEGY

IMPLEMENTATION STRATEGY

The implementation strategy provides the Town with a roadmap for achieving its vision for 2050. Each of the 10 vision principles is supported by an implementation strategy with specific actions the Town may take in the coming years.

The Town’s implementation strategy is both aspirational and attainable. Ideally most actions will be completed by 2050, but realistically implementation will be influenced by funding availability and unforeseen circumstances. As a result, the implementation strategy should be viewed as a menu of actions to be deployed when most feasible that help the Town move towards its goals rather than a strict set of instructions.

The Town must be prepared to seize unforeseen opportunities to achieve its goals. Ultimately the vision and goals for 2050 are what matters most and the tactics for getting there should remain flexible.



Goals

GOALS

Goals are statements that expand on the vision principles described earlier in the Plan. They express with more detail what the Town wants to accomplish by 2050. They are more specific and more strategic than the vision principles. The extensive community needs assessment and community survey conducted for the Comprehensive Plan were instrumental in defining the goals. Each goal is supported by one or more specific actions.

ACTIONS

Actions are the most specific direction found in the Comprehensive Plan. They provide guidance to the Town on how to go about achieving the vision and goals of the Plan.

The actions encompass both policy and investment. The policy actions typically represent either a new policy to apply in decision-making or a policy to guide updates to Town rules and regulations, such as the zoning code. The investment actions typically involve a specific capital investment, such as a new park or street improvement.

The actions vary in specificity, but each action includes a cost range, potential funding sources, timeframe for accomplishing the action, and partners whose support will help the Town conduct the action.

- Cost is expressed in general terms and presented in three tiers as follows:
- \$ = Primarily Town staff time
 - \$\$ = Likely less than \$1 million
 - \$\$\$ = Likely more than \$1 million



Actions

- The timeframe for each action is also presented as three tiers as follows:
- First 5 Years
 - Beyond 5 Years
 - Ongoing, which are actions to take on a recurring or continuous basis

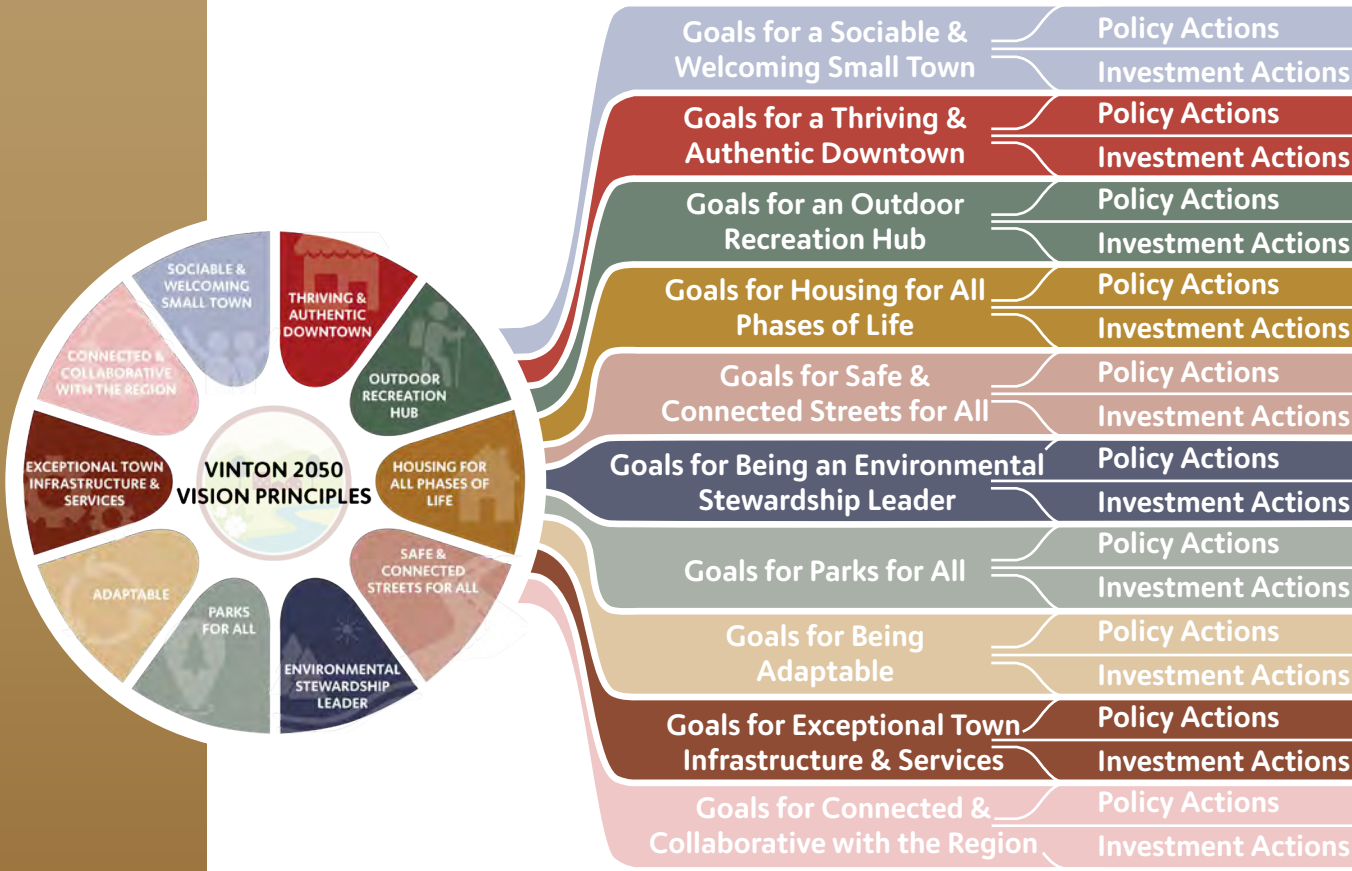
Presenting the timeframe in this manner helps the Town with regular Comprehensive Plan updates. Comprehensive Plans by state law are to be reviewed every 5 years. As the Town updates its Comprehensive Plan in the future it should aim to remove actions that have been achieved and move new ones into the First 5 Years category.

HOW TO USE THE IMPLEMENTATION STRATEGY

- The Town’s implementation strategy is detailed and provides many opportunities to achieve the vision and goals of the Comprehensive Plan. The Town will use the implementation strategy in several ways including:
- To support grant applications and acquire funds to help carry out the actions.
 - To review development proposals to determine if they are consistent with the goals of the Comprehensive Plan.
 - To review proposed capital investments to determine if they are consistent with the goals of the Comprehensive Plan.
 - To prioritize projects in the Town’s annual Capital Improvement Program.
 - To inform the Town’s annual budget.
 - To work with regional and state agencies to share the Town’s priorities and help gain support for projects.

The Town should review the implementation strategy annually to track progress and reprioritize the actions if needed.

IMPLEMENTATION STRATEGY STRUCTURE



SOCIABLE & WELCOMING SMALL TOWN



WHAT IT MEANS

Throughout the process of updating the Comprehensive Plan people frequently commented on how welcoming Vinton feels. Residents recounted stories that highlight the small-town nature they appreciate, such as a police officer helping an older person move groceries from a shopping cart to their car’s trunk. Others spoke of being thankful for the new restaurants downtown where they can connect with friends over a meal. The Town’s welcoming nature is something people value and want to protect, even as the Town changes and grows over time.

The Town’s emphasis on supporting social connection comes at a critical time. Communities across the country have seen the ill effects of what some call the “loneliness epidemic.” The United States Surgeon General in 2023 wrote that “the mortality impact of being socially disconnected is similar to that caused by smoking up to 15 cigarettes a day, and even greater than that associated with obesity and physical inactivity.”¹ These facts underscore the importance of people connecting with other people in their community. It is a strength when people in a community feel that they belong, and it shows up in a better economy, better mental and physical health, and increased community safety.

The good news is that Vinton is already known for its neighborly feel. The Town supports events, public spaces, and organizations that help connect Vinton residents with each other. The Vinton Public Library holds the regular Vinton Community Connection series where older residents meet their neighbors in the community for conversation and activity. The Dogwood Festival is a cherished annual event that brings the Vinton community together downtown. Vinton also has

¹ Murthy, Dr. Vivek. 2023. “Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General’s Advisory on the Healing Effects of Social Connection and Community.”

several parks, schools, and greenways where people can connect on common ground.

This section of the Comprehensive Plan lays out a game plan for investing in the Town’s social fabric so that Vinton continues to be known for its welcoming small-town feel. However, these actions are just a start, and more than other topics covered in the Comprehensive Plan, there are many actions residents and organizations can take on their own to strengthen the Town’s social connections.

NEEDS AT A GLANCE

The Town is committed to maintaining its small-town feel and welcoming nature. In fact, the highest rated goal in the community survey conducted in support of the Comprehensive Plan was to “maintain small town feel and stable neighborhoods.”

Below are a few highlights from the community needs assessment indicating where the Town may focus in the coming decades:

- **Maintain Small-Town Feel & Preserve Stable Neighborhoods** – Vinton residents value the Town’s neighborhoods and small-town feel. Protecting this valuable characteristic is important to people.
- **Better Access to Parks & Playgrounds** – It will be important in the coming years to increase and improve access to parks, especially for an aging population. This encompasses physical access to parks, which has been highlighted as an issue at M.A. Banks Park, but also the types of activities available at parks. It is important to provide for a variety of activities ranging from sports to restorative spaces such as nature trails. All types of parks provide important places for people to connect and decompress from the stresses of daily life.
- **Upgrades or Replacement of the Charles R. Hill Community Center** – The center provides programs for Vinton’s residents but is in need of repair and modernization. Several residents highlighted the need for a new and improved space where the community’s older residents can come together.

More information about the Town’s needs can be found in Volume 2 – the Community Story.



BIG MOVES FOR A SOCIABLE & WELCOMING TOWN

The “Big Moves” for a Sociable and Welcoming Town aim to strengthen the public realm in which people connect and recreate. As the Town’s and County’s prior investment in the Vinton Public Library demonstrate, the physical spaces where we gather can contribute greatly to our sense of belonging, connection, and enjoyment.

The Town owns several properties in the downtown area and around the War Memorial that have potential to support our common need for connection in the coming decades. Already the Town is making a significant investment in a new Multi-Generational Park near the Vinton War Memorial. This big move will help answer the questions “what comes next” in the Town’s efforts to continue providing great places for Vinton residents and visitors to come together.

BIG MOVE - MASTER PLAN FOR TOWN-OWNED PROPERTIES



Vinton owns several acres around the Vinton War Memorial and in the downtown area. These are two key hubs of civic and cultural activity within the Town of Vinton. This “Big Move” is about planning for the future of these properties to support the Town’s goal to create more gathering spaces that support a wide range of activities including events, music, greenway access, and more.

Near-Term (5 years or less)

- Develop a **master plan** for the Town-owned properties both downtown and around the War Memorial; include in the scope of work opportunities for new street connections and street improvements that enhance walkability.

Mid-Term (10 years or less)

- Improve access to the Multi-Generational Park, War Memorial, and Charles R. Hill Community Center by designing and constructing **new street or trail connections** north to adjoining neighborhoods.

Long-Term (10 years and beyond)

- Design and construct a **downtown central public gathering space** with a direct connection to the Glade Creek Greenway, **maintain the Vinton War Memorial** as a premier events facility, and **modernize the Charles R. Hill Community Center**.



Site plan for Vinton's Multi-Generational Park





ACTIONS FOR A SOCIABLE AND WELCOMING SMALL TOWN

The following pages contain the comprehensive set of actions for achieving the goals of ‘A Sociable and Welcoming Small Town’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Tie together existing and new public spaces downtown to create a welcoming central public space that can serve a variety of purposes including events, music, greenway access, and more.	1.1 Investment Action: Design and construct a downtown central public space with a direct connection to the Glade Creek Greenway.	\$\$\$	Virginia DCR Recreational Trails Program, Land and Water Conservation Fund, VDOT	Beyond 5 Years	Downtown business community, Pathfinders for Greenways, Virginia Department of Conservation & Recreation
	1.2 Investment Action: Develop a master plan for the Town-owned properties both downtown and around the War Memorial; include in the scope of work opportunities for new street connections and street improvements that enhance walkability.	\$\$	Town	First 5 Years	Downtown business community, Virginia Department of Transportation, Roanoke Valley Transportation Planning Organization
2. Support events and opportunities that bring Vinton residents together.	2.1 Policy Action: Continue to support the Dogwood Festival and increase activities and marketing to expand attendance.	\$	Town	Ongoing	Roanoke County, downtown business community, Visit Virginia’s Blue Ridge
3. Support opportunities for civic engagement and volunteering in the community.	3.1 Policy Action: Recruit more people to get involved in Town committees and boards; hold an annual open house or educational program for interested people to learn more about specific options.	\$	Town	Ongoing	Roanoke County Vinton Branch Library
	3.2 Policy Action: Start Adopt-a-Stream and Adopt-a-Street programs in Vinton.	\$	VDEQ Litter Prevention and Recycling Grant, sponsors	First 5 Years	Virginia Department of Transportation, local non-profit organizations, Clean Valley Council, Virginia Department of Environmental Quality



ACTIONS FOR A
SOCIABLE AND
WELCOMING
SMALL TOWN

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
4. Support youth and family-oriented organizations and programming.	4.1 Policy Action: Work with Roanoke County Public Schools to expand partnership with the Town’s elementary schools.	\$	Roanoke County Public Schools, Virginia Foundation for Healthy Youth, Town, Roanoke County Library	First 5 Years	Roanoke County Public Schools, Parent-Teacher Organizations, Virginia Foundation for Healthy Youth, Roanoke County Library
5. Maintain and expand upon community facilities such as parks, the library, the Vinton War Memorial, and Charles R. Hill Community Center.	5.1 Investment Action: Maintain the Vinton War Memorial as a premier events facility and modernize the Charles R. Hill Community Center.	\$\$\$	Virginia DHCD Community Development Block Grants, Older American Act funds, sponsors	Beyond 5 Years & Ongoing	Local Office on Aging, Roanoke County, Virginia Department of Housing & Community Development

THRIVING & AUTHENTIC DOWNTOWN



BIG MOVES FOR DOWNTOWN OVERVIEW

- Big Move 1 - Expand Public Space Downtown
- Big Move 2 - Converting Downtown from a “Through Place” to a “To Place”
- Big Move 3 - Develop Downtown Anchors

WHAT IT MEANS

Downtown Vinton is a unique space captured in postcards, cherished memories, and in current residents’ daily lives. No place on Earth is quite like it, and people are drawn downtown by its unique and authentic nature. They come to eat at locally-owned restaurants and shop at small businesses found only in Vinton. They come to see a glimpse of the Town’s past through its historic buildings. Downtown is also a place where people from all walks of life can interact on common ground, visiting the public library, Town Hall, or the annual Dogwood Festival. As such, downtown is key to the community’s social life. And while downtown is bigger than its economic benefits, those are powerful too. As the part of Vinton with the highest land values per acre, investments in downtown pay off in the form of greater revenue to fund Town services and infrastructure improvements.

Vinton has recognized the importance of its downtown and supported several investments over the last decade such as the construction of the Roanoke County Vinton Branch Library; new restaurants and businesses; and new public parking, art, and sidewalks. Vinton’s downtown is poised to become a regional destination that draws even more people from outlying areas and tourists on the Blue Ridge Parkway. This section of the Comprehensive Plan lays out a game plan for investing in downtown, starting with three Big Moves to build on the positive momentum started through prior plans and investments.

NEEDS AT A GLANCE

The Town is committed to investing in its downtown for the economic and social benefits it brings. The community survey conducted in support of the Comprehensive Plan also underscored the importance of this goal to residents, with downtown vitality rating highly as a community goal. Highlights from the community needs assessment include indicating where the Town should focus in the coming decades.

- **Mixed-Use Development Downtown to Increase Vitality** – Vinton is a growing community with very little housing vacancy. The Town is also nearly built out with few large undeveloped parcels. In this situation, filling in the underutilized spaces downtown is important as it can serve to fulfill the Town’s need for more housing while adding more customers for a growing base of merchants.
- **Strategic Planning for Town Owned Property** – The Town owns several properties in the downtown area that are well positioned to support downtown vitality. The Town needs a plan to help guide the future of these properties.
- **Connected Networks for Walking and Biking** – Walkability is a townwide need that is especially noticeable in downtown Vinton. The vehicular through traffic overlaps with the foot traffic downtown, especially on Lee Avenue and South Pollard Street, and addressing this conflict is a significant need.

More detailed descriptions of the Town’s needs in the realm of economic development, transportation, housing, and other topics related to downtown are included in Volume 2 – the Community Story.

BIG MOVES FOR DOWNTOWN



The “Big Moves” for downtown Vinton represent a comprehensive framework for the actions that will help increase downtown vitality. The Big Moves will have a significant effect on increasing vitality and growing downtown’s emerging status as regional destination. The Big Moves consolidate and place sequentially several ideas for downtown shared by the public, Town officials, and the Comprehensive Plan Advisory Committee. Among these ideas are to:

- Explore options with property owners and the County to relocate the post office and fire and rescue stations to more suitable locations out of downtown, opening space for new uses that add vitality.
- Transform Lee Avenue and S. Pollard Street to a pedestrian-first district and activating the connecting alleys into pedestrian walkways.
- Creating a new downtown central gathering space, which would connect downtown to the Glade Creek Greenway with a trailhead, but be more expansive to include the Farmers’ Market, McClung Building, Farmers’ Market Stage, and other Town-owned property.

On the following pages, these and other key actions are organized around a sequence of three Big Moves.

BIG MOVE 1 - EXPANDING PUBLIC SPACE DOWNTOWN



Downtown Vinton has several Town-owned parcels around the edges of the downtown core that serve public purposes, such as a farmers market, parking, and events space. This big move addresses the need to organize and animate public and civic space downtown with the goal of creating more public amenities and supporting more events that will enliven downtown. The benefits of this investment will be:

- More visitors and customers to support downtown merchants
- Greater overall value of downtown, drawing in more private investment
- Enhanced quality of life for all Vinton residents.
- Solidification of Vinton's growing reputation as an entertainment destination.

Near-Term (5 years or less)

- Conduct a **feasibility study** to explore future opportunities for creating more public space downtown. This should include an understanding of potential long-term opportunities for moving public uses such as the Fire and Rescue station and Post Office, acknowledging that the Fire and Rescue station is owned by Roanoke County and the Post Office is owned by a private entity under management of the United States Postal Service. The feasibility study may also explore opportunities for acquisition of other properties downtown.

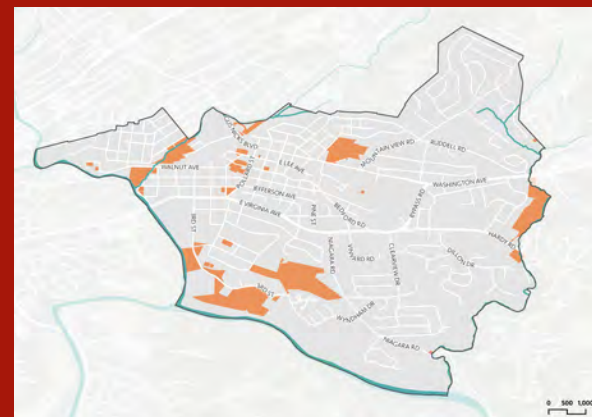
Mid-Term (10 years or less)

- Based on the findings of the feasibility study, and subject to the presence of specific opportunities, initiate **discussions**

with the County about the Fire and Rescue station and with the property owner and the United States Postal Service and any other private properties that may be strategically important and available. This should include all financial implications and potential funding options.

Long-Term (10 years and beyond)

- Deploy agreements to **acquire strategic properties** and/or **move facilities to alternate locations** outside downtown. In concert with the overall downtown master plan, develop more detailed plans for public amenities, potential building reuse and improvements on each of the new sites. The goal should be to develop multi-purpose and flexible public spaces that can hold a wide range of uses, with a trailhead to support greenway users in connecting to the downtown, and to support development of more housing and commercial uses.



Map of Town-owned properties

BIG MOVE 2 - CONVERTING DOWNTOWN FROM A "THROUGH PLACE" TO A "TO PLACE"



This long-term big move looks to correct the traffic circulation patterns that have made downtown Vinton more of a "Through Place" than a "To Place." While there have been extensive investments by the Town and private businesses downtown recently, these investments need to be supported by transportation improvements that reroute commuter traffic and allow downtown to flourish as a destination.

As a result of street changes made decades ago, downtown has become a place for commuters to hurry through to get to other destinations rather than its more traditional role as a destination in itself. Downtown Vinton, like many downtowns, was once a destination for the surrounding communities for shopping, gathering, and attending to daily needs. It was friendly, safe, and walkable until street changes and commuting patterns made it harder to walk to and through while also making it a "cut through" for commuters going between the City of Roanoke and points east.

This big move would restore downtown's place as a destination that is highly safe to walk and bike in by rerouting the cut through vehicular traffic around downtown and making downtown's streets more pedestrian centric. Car and truck traffic should be greatly slowed down in the core blocks of downtown while commuter traffic rerouted outside of the downtown core.

This big move is a keystone for the future vitality of downtown as the heart of Vinton. It is the platform that will allow the creation of a more walkable streetscape through safe street

crossings, slow traffic, civic amenities, wider sidewalks, benches, landscaping, pocket parks and plazas.

Near-Term (5 years or less)

- Conduct a **traffic study** to develop a proposal for rerouting commuter traffic around downtown and refashioning the core blocks of downtown as a pedestrian primary area. This should encompass traffic operations and show the future impacts and benefits resulting from new traffic patterns.

Mid-Term (10 years or less)

- Create a new **streetscape plan** that includes detailed improvements for new traffic circulation and new pedestrian improvements and public amenities in the core blocks of downtown. This should include funding options and opportunities for implementing the improvements.

Long-Term (10 years and beyond)

- Begin **construction of the new street improvements**. This should be accompanied by an extensive public education program to show the benefits of new traffic patterns and enhanced downtown street improvements.



Concept previously developed by the Town for Lee Avenue

BIG MOVE 3 - DEVELOPING DOWNTOWN ANCHORS



In concert with re-envisioning downtown as a “through” place, this big move will ensure the long-term vitality and prosperity of downtown by enhancing existing and new “anchors” through a series of civic, entertainment, and gathering spaces for the future. Anchors include true civic and public uses such as the Farmers’ Market/ stage or the Vinton Library, but also supportive uses such as the Town Hall, public parking areas, and connections to the Glade Creek greenway and nearby parks.

The Town has explored a number of opportunities for enhancing its existing anchors like the Lee Avenue streetscape study or the Farmers Market public stage improvement plan. However, a key to this big move is to organize and consolidate all prior plans into a new **Comprehensive Master Plan** for all of downtown, its existing and future anchors and safe and attractive connections between them.

Near-Term (5 years or less)

- Develop a new **Downtown Master Plan** that integrates circulation, amenities, and community “anchors” with urban design standards for buildings and streets. The plan should consolidate all prior plans for the downtown, Urban Development Areas and site studies into a unified new vision for downtown for the coming decades. The plan should also have an assessment of the costs and funding options for implementation visuals to build support among the public and Town leaders for realizing the future vision.

Mid-Term (10 years or less)

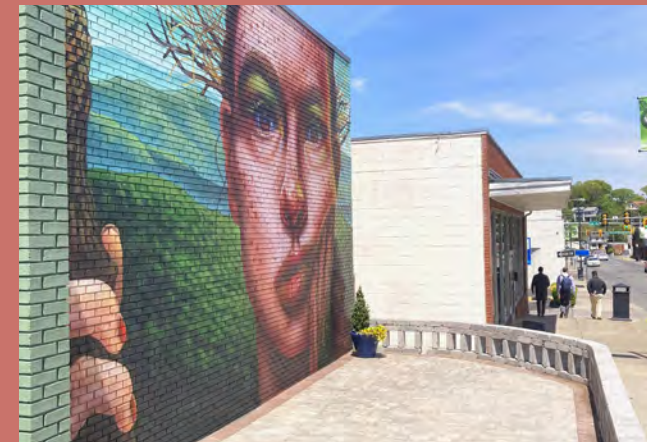
- Develop an **Implementation and Financing Plan** for realizing the Master Plan. This should include a phased funding program, likely through combinations of grants, allocations, and potentially a special tax district. This plan should include more detailed plans for specific projects such as Lee Avenue/South Pollard Street streetscapes, farmers market/stage, and a direct Glade Creek Greenway connection and trailhead. Cost estimates from the Master Plan should be further verified and detailed through this plan, and an estimate of fiscal benefits resulting from downtown improvements could be developed to support.

Long-Term (10 years and beyond)

- **Implement downtown projects** by constructing street, site, and building improvements according to the phasing and financing plan. This should be done in concert with private developments in and around the downtown so that the public and private projects create a harmonious whole according to the vision in the Master Plan.



Concept for the farmers market area previously developed for the town



DEFINING DOWNTOWN

Historically, Vinton’s downtown core has been centered on what retailers call the “100% corner” of South Pollard Street and Lee Avenue.

The two blocks of Pollard and Lee that radiate out from this intersection represent the traditional shopping core of Vinton and its primary walkable and lively street frontages.

This downtown core has largely been preserved over more than 100 years of Vinton’s history. However, it has been challenged by increasing vehicle traffic which has led to a less pleasant and safe walking experience.

Protecting and enhancing this downtown core is a key long term priority of the Town’s vision for its future.

Downtown represents a keystone to the overall quality of life and economic vitality of the Town in the coming decades.

SUPPORTING CIVIC AREAS

As Vinton has grown, the downtown core has been supported by compatible civic areas such as the town hall, library and Farmers’ Market.

Recent acquisition of the McClung building parking lot also has the potential for supporting civic uses in the future.

These civic areas wrap around the southern and western ends of the downtown core and create important synergies with the retail uses and dining establishments on South Pollard Street and Lee Avenue.

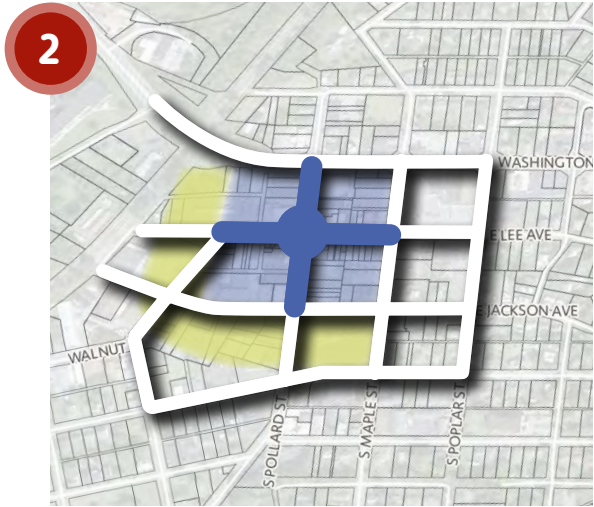
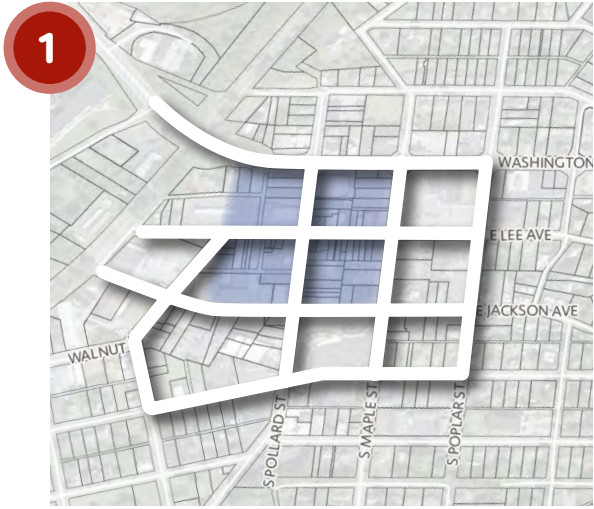
PARKING NODES

The downtown core is also remarkably well served by surrounding parking areas.

Public or semi public parking occur at the library, town hall, McClung parking lot and farmers market.

In addition, the parking areas at Vinton Baptist Church and Vinyard Station can be used by visitors to those areas.

The ring of parking lots around the downtown core are ideal for creating a “park once” type of pedestrian environment that is considered most effective for traditional walkable retail precincts. Visitors can park their cars once and walk to a number of shopping or entertainment options.





CIRCULATION CONFLICTS

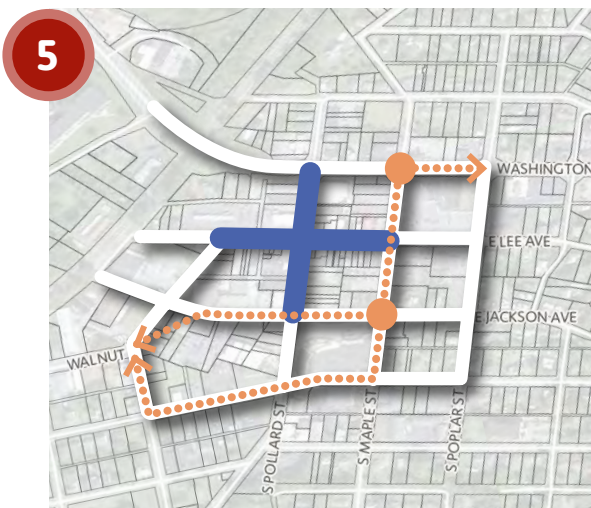
A significant challenge to achieving the vision for a traditional walkable downtown in Vinton is posed by the conflict between pedestrian and vehicular circulation.

Because of the traffic signal at Washington Avenue and South Pollard Street, commuters who are travelling east/west from the County to the City of Roanoke frequently use downtown streets as a cut through that connects Washington Avenue to Walnut Avenue.

Left turns from Washington Avenue onto Maple Avenue and at the traffic signal at South Pollard Street allow a cut through for traffic for commuters going from the County to the City of Roanoke.

This creates undesirable conflicts between pedestrians and vehicles, and results in a feeling of traffic congestion during peak periods.

Moreover, this circulation pattern contributes to downtown being a “through place” rather than a “to place.” In other words, it is an area where the streets are designed to be driven through on your way to someplace else rather than a destination of its own. This is not compatible with downtown’s emergence as a destination.



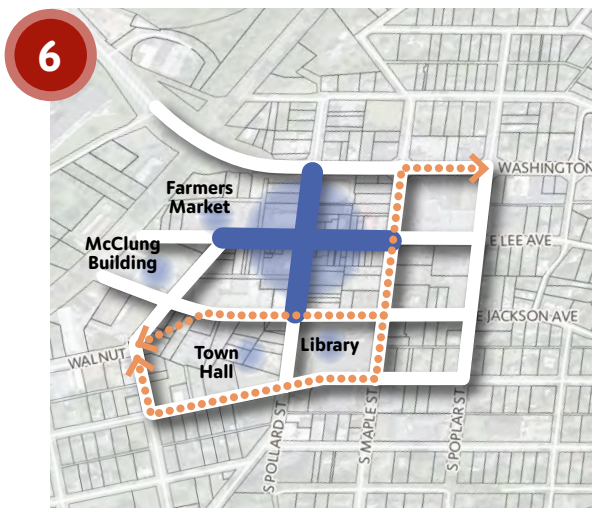
EXPLORING OPTIONAL CIRCULATION PATTERNS

There is a need to explore optional circulation patterns to the one that has made downtown Vinton a through place.

The key is to reroute the through traffic around the downtown core so that the core area - especially the two blocks of Lee Avenue and South Pollard Street - can regain their pedestrian priority. The core should still accommodate cars and delivery vehicles but its streets need to function more like slow local streets where pedestrians clearly have the priority.

A traffic study should be conducted to clearly understand the traffic patterns of origins and destinations and to explore traffic solutions that can make downtown safer and more pedestrian friendly. For example, the existing signals at South Pollard Street and Washington Avenue and South Pollard Street and Lee Avenue should be analyzed, and the benefits of alternate signal or roundabout locations such as at Maple Street and Washington Avenue or Maple Street and Jackson Avenue intersections should be understood. Options like these could shift traffic off South Pollard Street and allow vehicles to bypass the downtown core more efficiently.

Big Moves like these should allow commuter traffic to flow more efficiently around the downtown core rather than through it. Once the core traffic has been tamed, the two blocks of Lee Avenue and South Pollard Street can be redesigned with narrower vehicle lanes and wider sidewalks. Also, features such as landscaping, street trees, and raised or patterned crosswalks can be incorporated to further enhance the pedestrian environment.



REINFORCING THE ANCHORS

If the circulation pattern can be corrected to allow downtown to become a pedestrian primary district, over time, the key anchors that make downtown a lively place to visit can be reinforced.

The Town has already explored ideas for a streetscape on Lee Avenue and a possible outdoor event space at the Farmers’ Market site. These are examples of how anchors in and around the downtown core can be enhanced and reinforced over time through careful design approaches.

The big ideas embodied in this plan are to accomplish the long term vision of Vinton’s downtown as a “to place” through correcting the circulation pattern, creating a park once type of pedestrian shopping and entertainment zone and reinforcing the civic areas and anchors that will support the downtown and make Vinton an even better place to live, work, and play in years to come.





ACTIONS FOR A THRIVING AND AUTHENTIC DOWNTOWN

The following pages contain the comprehensive set of actions for achieving the goals of ‘A Thriving and Authentic Downtown’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Increase the number of housing units within walking distance of downtown Vinton.	1.1 Policy Action: Update the Town’s zoning ordinance to allow multi-family housing without a ground floor commercial use in areas shown on the future land use map as mixed use downtown.	\$	Town	First 5 Years	Advisory Committee with broad representation
	1.2 Policy Action: Reduce parking requirements for residential uses in the area designated mixed use downtown on the future land use map.	\$	Town	First 5 Years	Advisory Committee with broad representation
	1.3 Policy Action: Engage in private-public partnerships to support the development of downtown housing, especially on land or buildings owned by the Town or religious institutions.	\$\$	Town & private investment	First 5 Years	Developers, religious institutions, local housing non-profit organizations, property owners
	1.4 Policy Action: Update the Town’s zoning map and code to align with the future land use map and policies.	\$	Town	First 5 Years	Advisory Committee with broad representation
2. Increase opportunities for tourists and visitors to stay overnight in the downtown area.	2.1 Policy Action: Provide infrastructure and zoning support as needed for the development of downtown lodging accommodation.	\$\$	Town & private investment	First 5 Years	Lodging operators, entertainment venues, downtown businesses, etc.
	2.2 Policy Action: Support larger historic homes near downtown becoming lodging, using tools such as historic tax credits.	\$	Virginia Department of Historic Resources Historic Rehabilitation Tax Credits	First 5 Years	Lodging operators, entertainment venues, downtown businesses, etc.
3. Transform the heart of Downtown Vinton into a pedestrian district and improve pedestrian access to it.	3.1 Policy Action: Divert cut through traffic from Lee Avenue through design and signage.	\$	Town	First 5 Years	VDOT, downtown business community



ACTIONS FOR A
THRIVING AND
AUTHENTIC
DOWNTOWN

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
3. Transform the heart of Downtown Vinton into a pedestrian district and improve pedestrian access to it.	3.2 Policy Action: Minimize surface parking lots on the main blocks of Lee Avenue and Pollard Street where storefronts and residences are preferred for vibrancy.	\$	N/A	First 5 Years	Downtown business community, parking lot owners & operators, Vinton Area Chamber of Commerce
	3.3 Policy Action: Conduct a pedestrian action plan for the downtown area that identifies quick and inexpensive improvements.	\$\$	Town, RVARC, & America Walks Community Change Grants	First 5 Years	Downtown businesses, bike & pedestrian advocates, VDOT, Vinton Area Chamber of Commerce
	3.4 Investment Action: Create vibrant pedestrian walkways between Lee Avenue, South Pollard Street, and Walnut Avenue through decorative lighting, pavers, and allowances for shops and residences to have access from the alleys.	\$\$	Town, Safe Streets for All implementation funding, Transportation Alternatives	First 5 Years	Downtown business community, bike & pedestrian advocates, Vinton Area Chamber of Commerce
	3.5 Investment Action: Design and implement improvements to Lee Avenue that transform it to a thriving, pedestrian-first business district, considering strategies such as a shared street or one-way street with more space for street trees, wider sidewalks, and other improvements that strengthen the pedestrian orientation.	\$\$\$	VDOT, Transportation Alternatives, Safe Streets for All implementation funding	Beyond 5 Years	Lodging operators, entertainment venues, downtown businesses, Vinton Area Chamber of Commerce
	3.6 Investment Action: Increase landscaping and tree canopy in the downtown area as part of the Town's strategy to reduce stormwater runoff, improve walkability, and increase comfort on hot summer days.	\$\$	Clean Water Revolving Loan Fund, Stormwater Local Assistance Fund, Urban & Community Forestry Grant Program	Beyond 5 Years	Downtown business community, Virginia DEQ, environmental advocates, Vinton Area Chamber of Commerce



ACTIONS FOR A
THRIVING AND
AUTHENTIC
DOWNTOWN

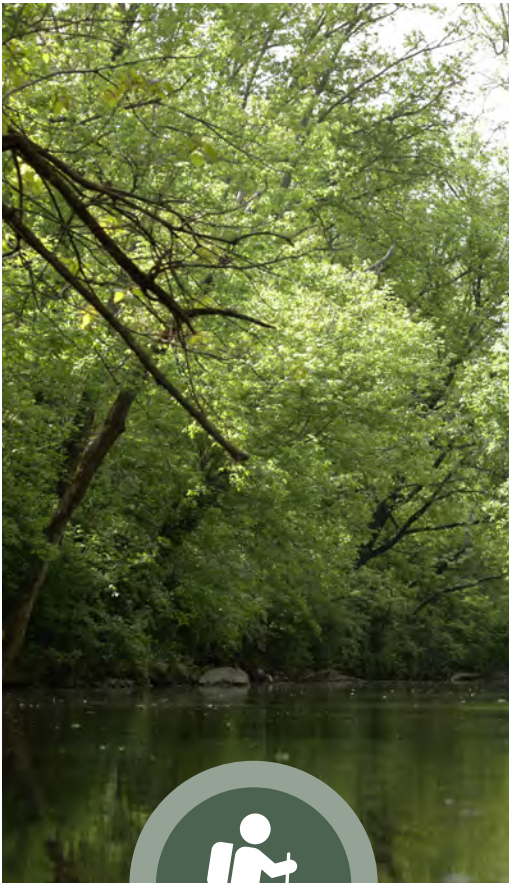
GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
3. Transform the heart of Downtown Vinton into a pedestrian district and improve pedestrian access to it.	3.7 Investment Action: Work with Roanoke County to explore options to relocate the fire and rescue station out of downtown in the long-term, and to a more central location, potentially in the vicinity of Bypass Road, to more efficiently serve both Vinton and East County.	\$\$	Town & Roanoke County	Beyond 5 Years	Roanoke County & Vinton Area Chamber of Commerce
	3.8 Investment Action: Work with the United State Postal Service to identify a location outside of downtown suitable for a new post office, and work to redevelop the existing post office site on Pollard Street into a mixed-use development.	\$\$	United States Postal Service & private investment	Beyond 5 Years	United States Postal Service, private developers, Vinton Area Chamber of Commerce
4. Directly connect Downtown Vinton to the regional greenway network.	4.1 Investment Action: Design and build a direct greenway connection between the Glade Creek Greenway and Downtown Vinton; look at Town-owned properties to make a direct connection between Lee Avenue and Gus Nicks Boulevard.	\$\$\$	Virginia Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Downtown business community, bike & pedestrian advocates, Pathfinders for Greenways, Vinton Area Chamber of Commerce
5. Protect the historic character of downtown while encouraging compatible reuse.	5.1 Policy Action: Provide regulatory and financial support for adaptive reuse of historic buildings in the downtown area.	\$\$	Virginia Department of Historic Resources Historic Rehabilitation Tax Credits	First 5 Years	Downtown business community & Vinton Area Chamber of Commerce
	5.2 Policy Action: Promote historic preservation throughout the Town, with an emphasis on the downtown historic districts, and communicate more broadly the rich history of these buildings.	\$	Virginia Department of Historic Resources Historic Rehabilitation Tax Credits	First 5 Years	Vinton Historical Society & History Museum, Vinton Area Chamber of Commerce
6. Improve parking efficiency downtown while maintaining convenient locations for visitors to park.	6.1 Policy Action: Conduct a downtown parking study to assess supply and demand, identify creative solutions for downtown's parking needs including shared parking and off-site parking, and assess the long-term need for structured parking.	\$\$	Town, RVARC	Beyond 5 Years	Downtown business community, Vinton Area Chamber of Commerce



ACTIONS FOR A
THRIVING AND
AUTHENTIC
DOWNTOWN

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
7. Increase job opportunities within the downtown area.	7.1 Policy Action: Seek opportunities to purchase property in support of development and redevelopment in the downtown area.	\$\$	Town	First 5 Years	Downtown business community & Vinton Area Chamber of Commerce
	7.2 Policy Action: Recruit businesses to fill vacant buildings throughout the Town, with an emphasis on the downtown area.	\$	Town	First 5 Years	Downtown business community, Roanoke County, Vinton Area Chamber of Commerce
	7.3 Policy Action: Reduce obstacles for small businesses and retailers locating in downtown area and encourage infill housing to enhance the economic vitality of these businesses.	\$	Town & private investment	First 5 Years	Downtown business community, builders, local housing non-profit organizations, Vinton Area Chamber of Commerce

OUTDOOR RECREATION HUB



BIG MOVES FOR AN OUTDOOR RECREATION HUB OVERVIEW

- Big Move - Close the Greenway Gaps

WHAT IT MEANS

Quality of life is an important economic advantage for Vinton and the entire Roanoke Valley region. Few places in Virginia or the Southeast offer more outdoor recreation opportunities than the Roanoke Valley region. The region is bisected by the Blue Ridge Parkway, which spans 469 miles from Shenandoah National Park in Virginia to Great Smoky Mountains National Park in North Carolina. Vinton sits neatly in between these major destinations with easy access from the Blue Ridge Parkway interchange at Washington Avenue. Other major destinations within proximity of Vinton are the Appalachian Trail, Carvins Cove, Mill Mountain, Explore Park, and the Roanoke River. The region is an outdoor recreation lover’s dream.

Vinton is ideally situated to tap into the outdoor recreation economy, which contributed \$13.4 billion to the Virginia economy in 2023 and supported about 122,000 jobs. Two of the most popular outdoor assets are the Roanoke River Blueway and the regional greenway trail network. The Town has invested in outdoor recreation, building a canoe launch on Tinker Creek in 2015 and building sections of the Glade Creek Greenway and Wolf Creek Greenway. These investments have made Vinton accessible from the greenway and blueway networks and positioned the Town for growth of its outdoor recreation economy.

Looking to the future, Vinton has major opportunities to be even more closely connected with the greenway network and Roanoke River Blueway. Sitting beside the Tinker Creek Greenway, Glade Creek Greenway, and Roanoke River Greenway positions Vinton to be a regional hub of outdoor recreation activity. One can easily imagine by 2050 being able to ride a bicycle or walk from downtown Vinton all the way to Botetourt County or downtown Roanoke on a greenway. This section of the Comprehensive Plan lays out a game plan for investing in the Town’s outdoor recreation assets so that Vinton is a destination

for people enjoying a stroll, bike ride, or kayak trip through the region.

NEEDS AT A GLANCE

The Town is dedicated to building upon the outdoor recreation assets that connect the Town to the broader region including the Glade Creek Greenway and the Roanoke River Blueway. These efforts are supported by the fact that the highest rated recreation and quality of life goal in the community survey conducted in support of the Comprehensive Plan was to “expand and connect the Town’s greenways and trails.” Below are a few highlights from the community needs assessment indicating where the Town may focus in the coming decades:

- **Connections between Greenways** – Vinton’s greenway network is largely concentrated on the eastern and western edges of Town. More access points and connections between greenways are needed.
- **Better Access to the Blue Ridge Parkway and Explore Park** – There is a need for safer, more direct connections for walking and bicycling from Vinton to the Blue Ridge Parkway and Explore Park.
- **Blueway Portage at the Niagara Dam** – While not in Vinton, there is a need for a easier and more accessible canoe and kayak portage at the Niagara Dam. Better access to the Niagara Dam from Vinton is also a need.

More information about the Town’s needs can be found in Volume 2 – the Community Story.



Glade Creek Greenway Bridge



BIG MOVES FOR AN OUTDOOR RECREATION HUB

The “Big Moves” for building upon Vinton’s growing reputation for outdoor recreation aim to strengthen the Town’s position as a hub on the regional greenway network. As the Town’s prior investment in the Tinker Creek Canoe Launch and Glade Creek Greenway demonstrate, if you build it people will come. These public assets support community health and well-being by providing space for physical activity and enjoyment of nature. Two keys to maximizing the potential of Vinton’s position on the regional greenway network are to close the gap in the Glade Creek Greenway between the existing terminus and Vinyard Park, and building a trailhead downtown so that people can stop and enjoy strolling, shopping, and dining in downtown Vinton during their journey.

BIG MOVE - CLOSE THE GREENWAY GAPS



Vinton has built popular greenway trails on the west side of Town along Glade Creek and on the far east side of Town along Wolf Creek. The Glade Creek Greenway is especially important for creating the regional network envisioned by the Roanoke Valley Greenway Plan that will connect Botetourt County to Vinton, downtown Roanoke, and points beyond. The longer the network grows the more appealing it becomes to tourists and trail enthusiasts from beyond the region. Vinton sits at the nexus of regional trails and stands to benefit economically from the build out of the regional network. The Comprehensive Plan calls for several improvements to close gaps in the network. However, the actions below are the top priorities for their potential contribution to the regional vision for greenways.

Near-Term (5 years or less)

- **Design the Glade Creek Greenway Phase 3** connection between the existing greenway terminus near Gish Mill to Vinyard Park. This missing segment is a linchpin of the regional greenway network and increases access from the region to downtown Vinton, supporting tourism in the Town.

Mid-Term (10 years or less)

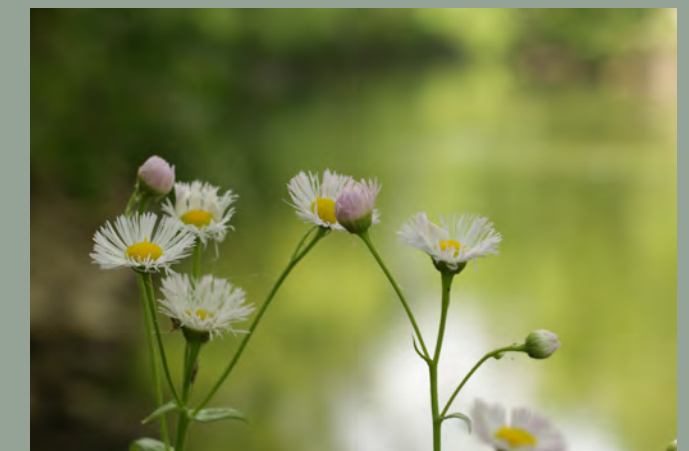
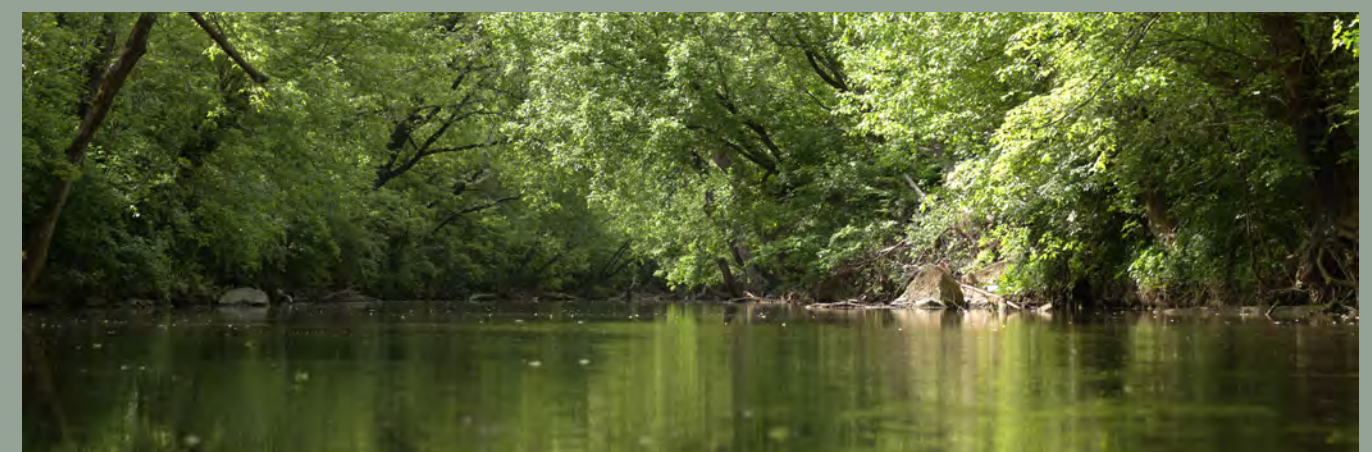
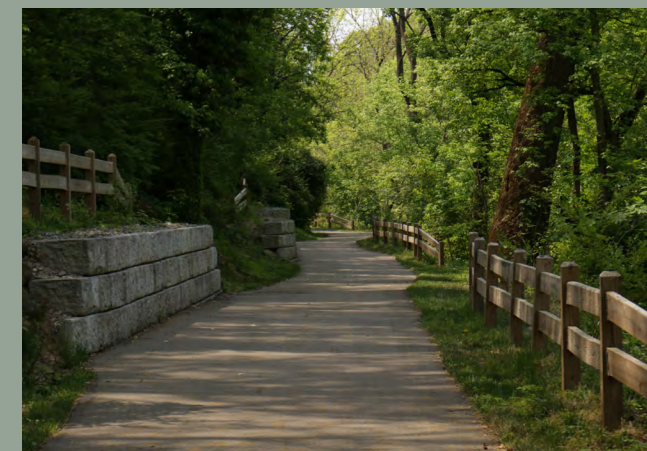
- **Build the Glade Creek Greenway Phase 3** connection between the existing terminus near Gish Mill to Vinyard Park.
- Design and implement an **on-street connection between the Glade Creek Greenway and Wolf Creek Greenway** through improvements to Washington Avenue.

Long-Term (10 years and beyond)

- Design and construct a **downtown trailhead** that connects the heart of downtown to the Glade Creek Greenway. The trailhead may provide shelter space for bicycles, signage and public art, and provide an overall welcoming experience for people strolling or biking along the greenways who visit downtown Vinton.



Map of future greenway connections





ACTIONS FOR AN OUTDOOR RECREATION HUB

The following pages contain the comprehensive set of actions for achieving the goals of ‘An Outdoor Recreation Hub’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Increase access for Town residents and visitors to the regional greenway and blueway networks.	1.1 Policy Action: New development should provide connections to greenways where feasible.	\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program	First 5 Years	Pathfinders for Greenways
	1.2 Investment Action: Design and build an on-street bicycle and pedestrian connection between the Glade Creek and Wolf Creek greenways to create a more connected system; the design should provide for separation and protection from vehicle traffic so that it feels seamless with the off-street greenway network.	\$	VDOT Transportation Alternatives Regional Surface Transportation Program, Safe Streets and Roads for All Implementation Grant	First 5 Years	Downtown business community, Virginia Department of Transportation, Roanoke Valley Transportation Planning Organization
	1.3 Investment Action: Add a greenway connection from the south of Virginia Avenue and improve 3rd Street to create better street and greenway connections to the Tinker Creek Canoe Launch.	\$\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Pathfinders for Greenways, property owners, Roanoke River Blueway, Virginia Department of Conservation & Recreation, Virginia Department of Transportation
	1.4 Investment Action: Design and build Phase 3 of the Glade Creek Greenway, which is a linchpin of the regional greenway network and will help establish Vinton as a greenway destination.	\$\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program	First 5 Years	Pathfinders for Greenways, property owners, Roanoke County, Virginia Department of Transportation, Virginia Department of Conservation & Recreation



ACTIONS FOR
AN OUTDOOR
RECREATION HUB

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Increase access for Town residents and visitors to the regional greenway and blueway networks.	1.5 Investment Action: Connect the two ends of the Gladetown Trail to form a loop and provide a connection to Niagara Road.	\$\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Pathfinders for Greenways, property owners, Roanoke County, Virginia Department of Transportation, Virginia Department of Conservation & Recreation
	2.1 Policy Action: Pursue a greenway along the Roanoke River and 3rd Street as the missing link in the Roanoke River Greenway.	\$\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Pathfinders for Greenways, property owners, Roanoke River Blueway, Appalachian Power, Virginia Department of Conservation & Recreation, Virginia Department of Transportation
	2.2 Investment Action: Work with Roanoke County to improve walking and biking connections on Hardy Road to the Blue Ridge Parkway and Explore Park.	\$\$\$	VDOT Transportation Alternatives Regional Surface Transportation Program, Safe Streets and Roads for All Implementation Grant	Beyond 5 Years	Pathfinders for Greenways, property owners, National Park Service, Friends of the Blue Ridge Parkway, bike and pedestrian advocates, Virginia Department of Transportation
	2.3 Investment Action: Investigate the opportunity for public access from the privately owned portion of Niagara Road to the blueway access point near Niagara Dam.	\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Property owners, Roanoke River Blueway, Appalachian Power



ACTIONS FOR
AN OUTDOOR
RECREATION HUB

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
3. Create a direct and convenient connection to Downtown Vinton from the regional greenway system.	3.1 Investment Action: Design and build a direct greenway connection between the Glade Creek Greenway and Downtown Vinton; look at Town-owned properties to make a direct connection between Lee Avenue and Gus Nicks Boulevard.	\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Pathfinders for Greenways, property owners, downtown business community, Virginia Department of Transportation, Virginia Department of Conservation and Recreation
4. Encourage and recruit outdoor recreation businesses around access to the greenways and blueway.	4.1 Policy Action: Support outdoor recreation businesses locating in Vinton along the greenways and blueway through zoning reform (as needed), leasing of Town-owned property to such businesses, and financial support for tourism infrastructure such as parking areas, lighting, and wayfinding.	\$\$	Virginia Tourism Corporation, Virginia Outdoors Foundation Get Outdoors Fund, VDOT Transportation Alternatives Regional Surface Transportation Program	First 5 Years	Pathfinders for Greenways; Roanoke River Blueway; Roanoke County Parks, Recreation, & Tourism; Roanoke Outside; Virginia Outdoors Foundation
5. Market Vinton as an outdoor recreation destination.	5.1 Policy Action: Market downtown Vinton as a destination to Blue Ridge Parkway travelers.	\$\$	Town, Virginia Tourism Corporation, VDOT Transportation Alternatives Regional Surface Transportation Program	First 5 Years	Friends of the Blue Ridge Parkway, Visit Virginia's Blue Ridge, Roanoke Outside
	5.2 Policy Action: Coordinate with other tourism marketing efforts in the region and state to promote the outdoor recreation assets within and near Vinton.	\$\$	Virginia Tourism Corporation, VDOT Transportation Alternatives Regional Surface Transportation Program	First 5 Years	Visit Virginia's Blue Ridge, Roanoke Outside

HOUSING FOR ALL PHASES OF LIFE



BIG MOVES FOR HOUSING FOR ALL PHASES OF LIFE OVERVIEW

- Big Move - Zoning and Subdivision Code Update

WHAT IT MEANS

Housing is among the most fundamental human needs. However, in recent years housing has become unattainable for some people and families as available supply has dwindled and prices have risen. Between 2012 and 2022 housing vacancy rates plummeted in Vinton and there became almost no vacant units in the Town. Predictably the rents and housing values rose. Vinton remains a relatively affordable locale in the Roanoke Valley, but that status may be threatened without additional housing units coming online to satisfy the demands of a growing population.

Housing age is another factor that requires attention in Vinton. Of the Town’s 3,686 occupied housing units, nearly 90 percent were built before 2000. About 80 percent of housing units are more than 40 years old. Meanwhile, the population is aging consistent with state and national trends. In 1980, when the Town’s housing stock was fairly new, the median age for a Town resident was about 31. Today the median age is about 41.

The simultaneous aging of the population and housing stock mean that many units are in need of improvement and modernization to allow residents to “age in place.” It also means that large homes, big enough to accommodate a young and growing family, are often occupied by smaller or older households. Increasing the Town’s housing stock, particularly units suitable for smaller households, will provide new housing options for aging residents, which could make available larger housing units for families that are drawn to Vinton by its high quality of life, safety, and amenities.

This section of the Comprehensive Plan lays out a game plan for increasing the Town’s housing stock so that Vinton continues to provide suitable housing for people at all phases of life and all household sizes.

Increasing the Town’s housing supply will also help Vinton accommodate the approximately 1,000 new residents anticipated to arrive by 2050.

NEEDS AT A GLANCE

The Town recognizes that housing is a significant need. There needs to be both more housing, and more housing for smaller and aging households. Increasing the number of housing units in and around the downtown area can help address both the Town’s housing needs, while also supporting the Town’s goals for increasing the vibrancy of downtown.

Below are a few highlights from the community needs assessment indicating where the Town may focus in the coming decades:

- **More Housing Units to Keep Up with Demand and Maintain Affordability** – Increasing the availability of housing units is crucial for meeting the growing demand and ensuring affordability in Vinton, particularly with a focus on housing options for an aging population, starter homes, and well-located housing for the Town’s workforce. The zoning code should support diversity in housing options.
- **Assistance for Housing Renovation in Vinton** – An aging housing stock presents livability challenges as older homes require renovation to meet modern standards and needs. Lower-income residents may find it difficult to afford the maintenance cost of an older home and cost to adapt them to be accessible for aging residents.

More information about the Town’s housing needs can be found in Volume 2 – the Community Story.

BIG MOVES FOR HOUSING FOR ALL PHASES OF LIFE



The “Big Moves” for providing housing for all phases of life aim to increase the housing stock, especially in areas where there is existing transportation and utility infrastructure, and areas in need of investment and revitalization. These areas are mostly in and around the downtown, where current and future residents can meet more of their daily needs through walking, biking, transit, and short vehicle trips, and where additional households can support the downtown’s small businesses and increase vitality.

The Town has demonstrated the merits of this approach with the adaptive reuse of William Byrd High School to the Billy Byrd Apartments and Roland E. Cook Elementary School into the Roland E. Cook Apartments. These projects have added more than 100 apartments within walking distance of downtown, supporting the development of new restaurants and retail venues along Lee Avenue and S. Pollard Street. Adding more housing units in proximity to the downtown is a smart strategy for building on this momentum and further increasing vitality within Vinton’s walkable downtown.

BIG MOVE - ZONING AND SUBDIVISION CODE UPDATE

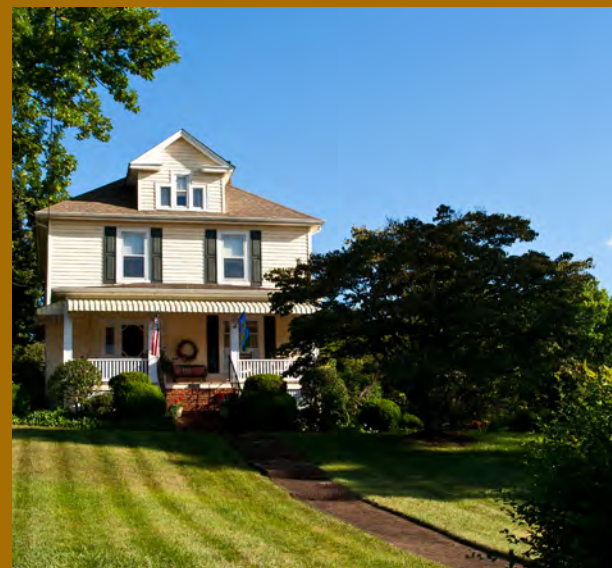


Vinton has recently taken steps to modernize its zoning code, which created new opportunities for homeowners to build accessory dwelling units and alleviated obstacle to development within the downtown area. However, the needs assessment conducted for the Comprehensive Plan update identified additional impediments to housing development that the Town should address through updates to its zoning and subdivision codes. These updates should address development standards, such as lot sizes, setbacks, and parking requirements; and use standards.

Near-Term (5 years or less)

- Update the Town's zoning code to support more housing options by **modernizing typical standards** to allow greater flexibility in minimum lot sizes, maximum lot coverage, minimum lot width, setbacks, and parking requirements.
- Update the Town's zoning code to

make it easier to develop medium and higher-density housing in the **mixed-use downtown area** and along major corridors, such as Washington Avenue and Virginia Avenue near the downtown area.



Single family home in Vinton





ACTIONS FOR HOUSING FOR ALL PHASES OF LIFE

The following pages contain the comprehensive set of actions for achieving the goals of the ‘Housing for All Phases of Life’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Accommodate forecast population growth by increasing the Town’s housing stock.	1.1 Policy Action: Update the Town’s zoning code to support more housing options by modernizing typical standards to allow greater flexibility in minimum lot sizes, maximum lot coverage, minimum lot width, setbacks, and parking requirements.	\$\$	Town	First 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations
	1.2 Policy Action: Identify housing production targets to meet the needs of the future population (forecast of 9,114 in 2050) and create a development strategy, with specific incentives and Town investments.	\$\$	Town	First 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations
	1.3 Policy Action: Market to developers specific opportunities for development and redevelopment in the Town of Vinton.	\$	Town	First 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations
	1.4 Policy Action: Allow medium and high density housing in the mixed-use downtown area, outside of the historic core of Lee Avenue and South Pollard Street, to be built without a commercial component.	\$	Town	First 5 Years	Downtown business community, builders, local housing non-profit organizations
2. Increase supply of starter homes and homes affordable to the Town’s workforce.	2.1 Policy Action: Reduce the minimum lot area in the Town’s zoning code to enable smaller starter homes and cottage courts.	\$	Town	First 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations
	2.2 Policy Action: Consider launching a local land bank, or joining a regional land bank, to acquire land that can be used to support the development of starter homes and flexible housing types targeted towards the workforce.	\$\$	Town	Beyond 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations, City of Roanoke



ACTIONS FOR HOUSING FOR ALL PHASES OF LIFE

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
2. Increase supply of starter homes and homes affordable to the Town’s workforce.	2.3 Policy Action: Work with religious institutions on opportunities to build affordable housing on surplus land or buildings.	\$	Roanoke Valley-Alleghany Regional Commission, U.S. HUD, Virginia DHCD, Enterprise Community Partners	Beyond 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations, Virginia Department of Housing & Community Development, U.S. Department of Housing & Urban Development, Enterprise Community Partners
	2.4 Policy Action: Reduce parking requirements for new housing in mixed use areas on the future land use map.	\$	Town	First 5 Years	Builders, local housing non-profit organizations, Valley Metro
	2.5 Policy Action: Study various policy options, such as tax abatement and density bonuses, for their effectiveness of increasing the financial feasibility of new affordable housing.	\$\$	Town	First 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations
	2.6 Investment Action: Study and implement financial incentives, such as a revolving loan fund or tax abatement, to encourage property owners to restore upper floor residential spaces in the downtown area.	\$\$	Town	First 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations
3. Ensure new infill housing is compatible in scale with its surroundings.	3.1 Policy Action: Provide design guidance for infill development to allow for increased density while ensuring that height, mass, and setbacks are compatible with existing development in the Town’s neighborhoods.	\$	Town	First 5 Years	Builders, local housing non-profit organizations, Virginia Department of Historic Resources



ACTIONS FOR HOUSING FOR ALL PHASES OF LIFE

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
4. Encourage redevelopment or repurposing of aging and outdated buildings to new housing, especially underutilized buildings near downtown.	4.1 Policy Action: Incentivize the development of vertical mixed-use buildings with residential above commercial in the downtown area.	\$\$	Town	First 5 Years	Downtown business community, builders, local housing non-profit organizations
	4.2 Policy Action: Promote the use of historic tax credits for projects to renovate and repurpose downtown buildings for housing.	\$	Virginia DHR Historic Rehabilitation Tax Credits	First 5 Years	Roanoke Valley-Alleghany Regional Commission, builders, local housing non-profit organizations, Virginia Department of Historic Resources
5. Encourage transformation of aging strip development along major corridors to a more vibrant mix of uses, including housing.	5.1 Policy Action: Update the Town’s zoning code to make it easier to develop moderate to higher density housing along major corridors presently zoned General Business, especially on Washington Avenue and Virginia Avenue near the downtown area.	\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program	First 5 Years	Roanoke and Vinton Area Chamber of Commerce, builders, local housing non-profit organizations
	5.2 Policy Action: Create a more active and walkable street frontage along major corridors by reducing setbacks and relegating parking behind new buildings in areas designated mixed use corridor and mixed use transition on the future land use map.	\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program	First 5 Years	Roanoke and Vinton Area Chamber of Commerce, bike & pedestrian advocates, business owners & operators
	5.3 Policy Action: Work with property owners to consolidate vehicular access points from public streets to improve circulation and safety.	\$\$	VDOT Revenue Sharing, VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Business owners & operators, property owners, Virginia Department of Transportation, Roanoke and Vinton Area Chamber of Commerce



ACTIONS FOR
HOUSING FOR ALL
PHASES OF LIFE

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
5. Encourage transformation of aging strip development along major corridors to a more vibrant mix of uses, including housing.	5.4 Policy Action: Target aging commercial strip development for incentives or policy actions that support private sector redevelopment.	\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Business owners & operators, property owners, Roanoke and Vinton Area Chamber of Commerce
6. Support improvements to aging properties for safety, long-term viability, and accessibility.	6.1 Policy Action: Provide design guidelines for infill development to allow for increased density while ensuring that height, mass, and setbacks are compatible with existing development in the Town’s neighborhoods.	\$	Town	First 5 Years	Virginia Housing, builders, local housing non-profit organizations
	6.2 Policy Action: Pursue grants for repairs and access improvements to aging housing, with an emphasis on older and lower income households in Vinton.	\$\$	Virginia Housing Accessibility Grants, Virginia DHCD Housing Development & Rehabilitation Grants	First 5 Years	Virginia Housing, Virginia Department of Housing & Community Development, Renovation Alliance
	6.3 Policy Action: Set aside Town funds for grants or low interest loans that property owners can use for improvements to blighted structures, with an emphasis on gateway corridors and the downtown area.	\$\$	Town, Virginia DHCD Housing Development & Rehabilitation Grants	Beyond 5 Years	Chamber of Commerce, Virginia Housing, Virginia Department of Housing & Community Development, Renovation Alliance

SAFE & CONNECTED STREETS FOR ALL



BIG MOVES FOR SAFE & CONNECTED STREETS FOR ALL OVERVIEW

- Big Move 1 - “Fill the Gaps” Program for Sidewalk Construction
- Big Move 2 - Strengthen Connections between the Downtown, River Park, and Lake Drive Shopping Center areas

WHAT IT MEANS

Streets connect us with each other and to opportunity. They are vital for our economic and social wellbeing. People use Vinton’s streets to connect by many modes of travel including driving, walking, bicycling, rolling, and public transportation. Each mode serves an important purpose and contributes to a transportation network where everyone has access to the necessities of life.

However, in Vinton, like most towns in the United States and Virginia, the vehicular network has been prioritized for decades. Investments in prior eras focused primarily on moving vehicles. Today, Vinton is building a more multimodal network, which means a transportation system where people can meet their transportation needs safely and conveniently by all modes of travel, including - but not exclusively - by vehicle. This is what “safe and connected streets for all” means.

The Town’s streets provide a fairly well-connected network for vehicles. There are often multiple ways to travel from point A to point B by car. The sidewalk and bicycle network are a different story, with network gaps limiting a person’s ability to walk or bike many places. The Town’s elementary schools and parks are not well linked to residential or commercial areas by continuous sidewalks or bicycle facilities. Meanwhile, the Town’s Safe Streets and Roads for All Action Plan, adopted in February 2025, highlighted several corridors and intersections in need of safety improvements. Between 2015 and 2023 a total of 56 people were seriously injured on the Town’s transportation network.

Therefore, this section of the Comprehensive Plan is focused on safety and connectivity. It lays out a game plan for improving safety for all transportation modes and increasing connections for the walking and bicycling networks. Implementing the strategy will help the Town

address vehicular congestion and crashes, support better public health, and increase economic vitality for downtown and along major corridors.

For more detailed information about recommended transportation projects and connections see the Land Use and Transportation in 2050 section of this plan.

NEEDS AT A GLANCE

The Town is already investing in transportation safety and connectivity, with a pair of projects underway to improve the Hardy Road and Bypass Road intersection and improve pedestrian safety along Virginia Avenue between the City of Roanoke line and South Pollard Street. These projects are in alignment with the top transportation needs, identified by the Town through the needs assessment conducted in support of the Comprehensive Plan.

Below are a few highlights from the community needs assessment indicating where the Town may focus in the coming decades:

- **Transportation for an Aging Population** – Vinton’s aging population requires accessible, affordable, and safe transportation options tailored to their unique needs. Mobility is essential for fostering independence, maintaining social connections, and accessing services.
- **Connected Networks for Walking & Biking** – Community engagement highlighted a need for improved pedestrian connections, enhanced bicycle facilities, and slower vehicular traffic. Street improvements designed with the needs of all users in mind create a safer and more connected community.
- **Town-City-County Coordination** – Some transportation needs that affect Town residents are beyond the Town’s borders. For example, the need to strengthen the downtown Roanoke to downtown Vinton street and greenway connections, and to build a direct bicycle and pedestrian connection between Vinton and the Blue Ridge Parkway and Explore Park, will require collaboration with the City of Roanoke and Roanoke County.

More information about the Town’s transportation needs can be found in Volume 2 – the Community Story.



BIG MOVES FOR SAFE & CONNECTED STREETS FOR ALL

The “Big Moves” for transportation aim to improve safety on the existing street network while building new connections for walking and bicycling. The Future Transportation Network indicates which streets in Vinton should be prioritized for sidewalks and bicycle facilities. These streets are identified as “key bicycle and pedestrian routes.” These are streets such as Virginia Avenue and Washington Avenue with high vehicle traffic volumes and higher rates of speed, and streets such as Mountain View Road, Cleveland Avenue, and Vinyard Road that connect people with key destinations such as schools, shopping areas, and downtown.

The map in this section indicates which segments of the key bicycle and pedestrian routes lack sidewalks. These are locations the Town should prioritize as it invests in closing gaps in the sidewalk network.

BIG MOVE 1 - “FILL THE GAPS” PROGRAM FOR SIDEWALK CONSTRUCTION



Vinton residents during community engagement expressed a strong desire to see more sidewalks and better walking conditions across the Town. While Vinton has a compact and walkable street grid in the heart of downtown, sidewalk continuity quickly deteriorates moving away from the core blocks. Filling gaps in the sidewalk network, and creating safer crossings of major streets, will go a long way towards achieving the Town’s goals for a safer and more walkable community.

Near-Term (5 years or less)

- Create a **prioritized list of new sidewalks** for construction by the Town and to support grant opportunities, with an emphasis on the streets identified on the future transportation network map as a “key

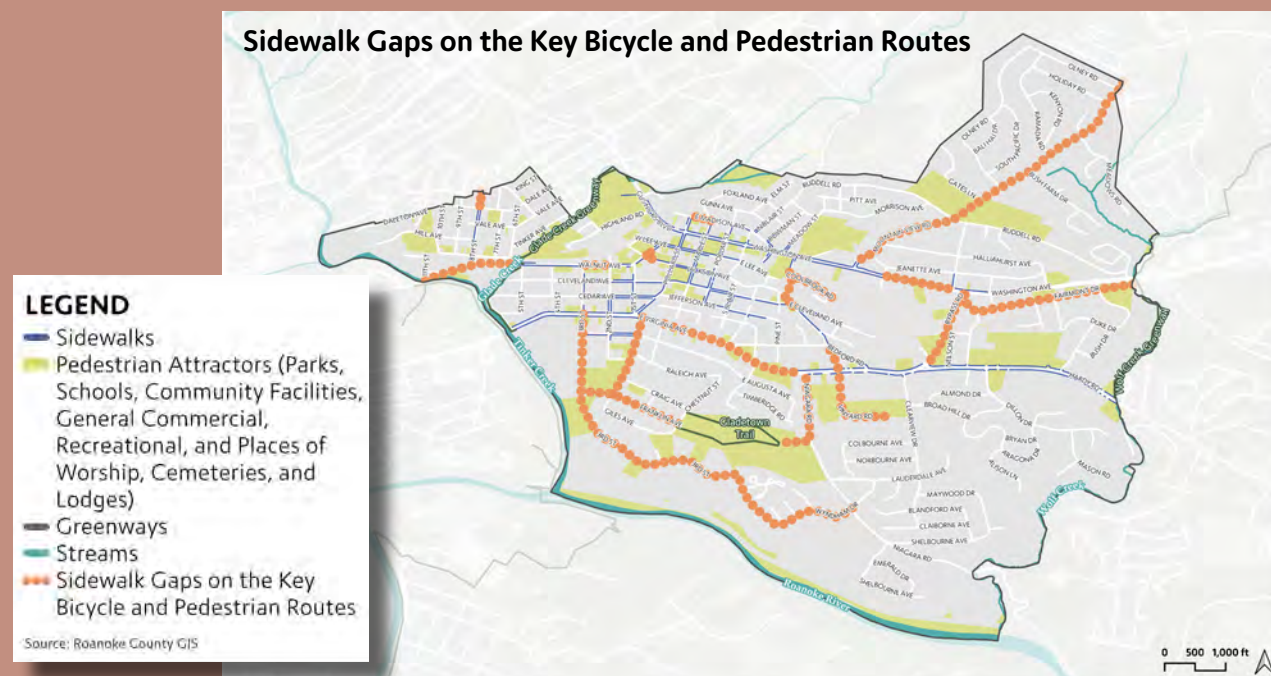
bicycle/pedestrian route.” Prioritize access to schools and parks in deciding where to invest resources.

- Dedicate funds in the Town’s Capital Improvement Program for a **“fill the gaps” program for sidewalk construction**, with an emphasis on streets labeled “key bicycle/pedestrian route” on the future transportation network map.

Long-Term (10 years and beyond)

- Improve **Bypass Road as a complete street** that is safe and comfortable for all users, adding either sidewalks and bicycle lanes or a shared-use path.

Sidewalk Gaps on the Key Bicycle and Pedestrian Routes



BIG MOVE 2 - STRENGTHEN CONNECTIONS BETWEEN THE DOWNTOWN, RIVER PARK, AND LAKE DRIVE SHOPPING CENTER AREAS



The downtown area is growing and adding new restaurants and businesses. The Town’s land use plan calls for additional development and housing in the mixed-use downtown area. Meanwhile the River Park Shopping Center is the Town’s most likely near-term mixed-use redevelopment of an aging shopping center. At about three-quarters of a mile apart, these two nodes are well situated to be the Town’s primary walkable, mixed-use areas. The Lake Drive Shopping Center area is another node of commercial activity that should be more directly connected to downtown and the River Park Shopping Center area. Tying these three areas together with much stronger walking, biking, and driving connections will support future growth and development for all.

Near-Term (5 years or less)

- **Require new public streets in future development that contribute to an interconnected network of streets** and update the Town’s subdivision ordinance to modernize standards for new streets.

Long-Term (10 years and beyond)

- Improve the **bicycle and pedestrian connection between downtown and the River Park and Lake Drive Shopping Centers** by implementing the slow streets concept along Cleveland Avenue and Bedford Road, and extending a greenway from Coolbrook Road east towards the River Park area.



Drone image of River Park Shopping Center



ACTIONS FOR SAFE AND CONNECTED STREETS FOR ALL

The following pages contain the comprehensive set of actions for achieving the goals of the ‘Safe and Connected Streets for All’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Enliven major corridors, such as Walnut Avenue, Gus Nicks Boulevard, Washington Avenue, Virginia Avenue, Hardy Road, and Bypass Road.	1.1 Investment Action: Improve Washington Avenue and Gus Nicks Boulevard with an emphasis on improving safety for all modes, beautifying the Town’s gateway and supporting an accessible and walkable downtown area.	\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Safe Streets & Roads for All Implementation Grant	Beyond 5 Years	Virginia Department of Transportation, Chamber of Commerce, City of Roanoke, Bike & pedestrian advocates, Roanoke Valley Transportation Planning Organization
2. Connect the greenway trails system and strengthen the regional connections.	2.1 Investment Action: Design and build the Glade Creek Greenway Phase 3 between the Glade Creek trailhead parking lot and Vinyard Park, which is a key connection in the regional network.	\$\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	First 5 Years	Pathfinders for Greenways, property owners, Roanoke County, Virginia Department of Transportation, Virginia Department of Conservation & Recreation
	2.2 Investment Action: Connect the Gladetown Trail east to Niagara Road.	\$\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	Beyond 5 Years	Pathfinders for Greenways, property owners, neighborhood representatives, Virginia Department of Transportation, Virginia Department of Conservation & Recreation
3. Improve neighborhood connections to major attractions, such as downtown, schools, and recreational areas (such as parks and greenways).	3.1 Policy Action: Create a prioritized list of new sidewalks for construction by the Town and to support grant opportunities, with an emphasis on the streets identified on the future transportation network map as a “key bicycle/pedestrian route.”	\$	OIPI Growth and Accessibility Planning Assistance, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	First 5 Years	Virginia Office of Intermodal Planning & Investment; Roanoke County Public Schools; Roanoke County Parks, Recreation, & Tourism; Roanoke Valley Transportation Planning Organization



ACTIONS FOR SAFE AND CONNECTED STREETS FOR ALL

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
3. Improve neighborhood connections to major attractions, such as downtown, schools, and recreational areas (such as parks and greenways).	3.2 Policy Action: Prioritize access to schools and parks in deciding where to invest resources to build slow streets or sidewalks.	\$	OIPI Growth and Accessibility Planning Assistance, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	First 5 Years	Virginia Office of Intermodal Planning & Investment; Roanoke County Public Schools; Roanoke County Parks, Recreation, & Tourism; Roanoke Valley Transportation Planning Organization
	3.3 Policy Action: Seek Safe Routes to School funding with Roanoke County Public Schools for projects that improve walking access to schools, such as a sidewalk connections to both elementary schools in the Town.	\$\$	VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	First 5 Years	Virginia Department of Transportation, Roanoke County Public Schools, Roanoke Valley Transportation Planning Organization
	3.4 Investment Action: Dedicate funds in the Town’s Capital Investment Program for traffic calming on local streets to reduce vehicle speeds, improve pedestrian safety, and discourage cut through traffic.	\$\$	VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Revenue Sharing	First 5 Years	Virginia Department of Transportation, Roanoke Valley Transportation Planning Organization
	3.5 Investment Action: Dedicate funds in the Town’s Capital Improvement Program for a “fill the gaps” program for sidewalk construction, with an emphasis on streets labeled “key bicycle/pedestrian route” on the future transportation network map.	\$\$	VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Revenue Sharing	First 5 Years	Virginia Department of Transportation; bike & pedestrian advocates; Roanoke County Public Schools; Roanoke County Parks, Recreation, & Tourism; Roanoke Valley Transportation Planning Organization



ACTIONS FOR SAFE AND CONNECTED STREETS FOR ALL

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
3. Improve neighborhood connections to major attractions, such as downtown, schools, and recreational areas (such as parks and greenways).	3.6 Investment Action: Improve access to the multigenerational park, War Memorial, and Charles R. Hill Community Center by designing and constructing new street or trail connections north to adjoining neighborhoods.	\$\$\$	VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Revenue Sharing, Roanoke Valley TPO	First 5 Years	Virginia Department of Transportation, Roanoke Valley Transportation Planning Organization
4. Transform downtown into a highly walkable district.	4.1 Policy Action: Develop a pedestrian action plan and circulation plan for the downtown area.	\$\$	Town & Roanoke Valley TPO, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	First 5 Years	Virginia Department of Transportation, Roanoke Valley Transportation Planning Organization, Chamber of Commerce, bike & pedestrian advocates
	4.2 Investment Action: Add pedestrian safety measures throughout the downtown area such as high-visibility crosswalks, pedestrian signals, and a leading pedestrian interval to all signalized intersections.	\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Safe Streets & Roads for All Implementation Grant	First 5 Years	Virginia Department of Transportation, Chamber of Commerce, bike & pedestrian advocates
	4.3 Investment Action: Improve the bicycle and pedestrian connection between downtown and River Park/Lake Drive Shopping Centers by implementing the slow streets concept along Cleveland Avenue and Bedford Road, and extending a greenway.	\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Safe Streets & Roads for All Implementation Grant	Beyond 5 Years	Virginia Department of Transportation, Chamber of Commerce, bike & pedestrian advocates, Pathfinders for Greenways



ACTIONS FOR SAFE AND CONNECTED STREETS FOR ALL

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
4. Transform downtown into a highly walkable district.	4.4 Investment Action: Set aside funds in the Town’s Capital Improvement Program for “lighter, quicker, and cheaper” street improvements that enhance walkability and safetyin the near term while awaiting funding for longer-term solutions.	\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	Beyond 5 Years	Virginia Department of Transportation, Chamber of Commerce, bike & pedestrian advocates
5. Reduce fatalities and serious injuries on the Town’s transportation network.	5.1 Policy Action: Prioritize safety for all roadway users in the design of future street improvements.	\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	First 5 Years	Virginia Department of Transportation, bike & pedestrian advocates
	5.2 Policy Action: Seek grants to implement the safety improvements recommended by the Safe Streets 4 All Safety Action Plan.	\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Safe Streets & Roads for All Implementation Grant	Beyond 5 Years	Virginia Department of Transportation, bike & pedestrian advocates, Roanoke Valley Transportation Planning Organization
6. Provide smooth and efficient circulation for all roadway users.	6.1 Policy Action: Maintain all streets in a state of good repair by dedicating sufficient resources to the Town’s paving program.	\$\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	Ongoing	Virginia Department of Transportation



ACTIONS FOR SAFE AND CONNECTED STREETS FOR ALL

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
6. Provide smooth and efficient circulation for all roadway users.	6.2 Policy Action: Require new public streets in future development that contribute to an interconnected network of streets and update the Town’s subdivision ordinance to modernize standards for new streets.	\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	First 5 Years	Virginia Department of Transportation
	6.3 Policy Action: Require new streets to have sidewalks, and existing streets through redevelopment, where appropriate. Explore a fee in lieu option that would support a “fill the gaps” program for sidewalk construction.	\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Safe Streets & Roads for All Implementation Grant	First 5 Years	Virginia Department of Transportation, bike & pedestrian advocates, Roanoke Valley Transportation Planning Organization
	6.4 Policy Action: Reduce travel speeds on the Town’s major streets while maintaining travel time through the Town by improving signal timing and improving intersections with roundabouts or other designs that support safety and efficiency for all users.	\$\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Safe Streets & Roads for All Implementation Grant	Beyond 5 Years	Virginia Department of Transportation, bike & pedestrian advocates, Roanoke Valley Transportation Planning Organization
	6.5 Investment Action: Close gaps in the street network to improve circulation, starting with Vinyard Road to Clearview Drive.	\$\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Revenue Sharing	Beyond 5 Years	Virginia Department of Transportation, Roanoke Valley Transportation Planning Organization



ACTIONS FOR
SAFE AND
CONNECTED
STREETS FOR ALL

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
6. Provide smooth and efficient circulation for all roadway users.	6.6 Investment Action: Improve Bypass Road as a complete street that is safe and comfortable for all users, adding either sidewalks and bicycle lanes or a shared-use path.	\$\$\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Safe Streets & Roads for All Implementation Grant	Beyond 5 Years	Virginia Department of Transportation, Roanoke Valley Transportation Planning Organization

ENVIRONMENTAL STEWARDSHIP LEADER



BIG MOVES FOR BEING AN ENVIRONMENTAL STEWARDSHIP LEADER OVERVIEW

- Big Move - Investment in Green Infrastructure

WHAT IT MEANS

Vinton is surrounded on nearly all sides by water. Glade Creek, Wolf Creek, and Tinker Creek lay on the Town’s edges and take in much of the rainwater that falls on Vinton. Each creek leads to the Roanoke River on the south side of Town, which flows into Smith Mountain Lake. Vinton is inextricably tied to its waterways and has a responsibility to be a good steward of them.

The waterways that pass through Vinton, like most streams and rivers in Virginia, do not meet the state’s water quality standards. Among the sources of impairment are sediment, which harms aquatic life, and bacteria, which can lead to illness. The Town’s stormwater does not go to a treatment plant before it reaches these waterbodies, which means that pollutants from streets, yards, buildings, and other surfaces can wash directly into them. The Town has taken action to address water quality issues including streambank restoration, street sweeping, and educational campaigns, but more work remains.

While water is a key issue in Vinton, the Town also has natural resources in the form of open spaces, forested areas, plants and animals, and more. One of the major issues facing Vinton and communities across the state is invasive species. These plants and animals can displace native species, harm crops and landscaping, and contribute to erosion that further degrades water quality. Many invasive species can be seen along the Town’s streambanks, such as Japanese honeysuckle and kudzu. While the Town has limited capabilities to address these species on private lands, Vinton can be an environmental stewardship leader on public lands, including parks and greenways. That is what this section is about – creating a game plan for Vinton to build on its role as a leader in the stewardship of our shared environmental resources.

NEEDS AT A GLANCE

The Town has made investments to improve environmental quality and will continue to focus on this important topic into the future. These efforts are supported by the fact that one of the highest rated goals in the community survey conducted in support of the Comprehensive Plan was to “improve water quality for Vinton’s streams, creeks, and the Roanoke River.” Below are a few highlights from the community needs assessment indicating where the Town may focus in the coming decades:

- **Cleaner Water in Vinton’s Streams & the Roanoke River** – The Roanoke River and its tributaries are impaired and reducing polluted runoff is needed.
- **Mitigate Urban Heat Island Effect** – Temperatures have been increasing in the region. Preparing for the anticipated increase in days with extreme heat is a need.
- **Remove Invasives & Plant Natives** – Invasive plants such as kudzu, autumn olive, and Japanese honeysuckle reduce wildlife habitat and can contribute to erosion. Addressing the impacts of invasive species is an important need.
- **Manage & Mitigate Floodplain Risks** - Several properties in Vinton are within the floodplain, and many properties at risk from flooding lack flood insurance.

More information about the Town’s needs can be found in Volume 2 – the Community Story.



BIG MOVES FOR BEING AN ENVIRONMENTAL STEWARDSHIP LEADER

The “Big Moves” for being and environmental stewardship leader aim to improve water quality of the Town’s three streams and the Roanoke River, while also alleviating stress on the Town’s aging stormwater infrastructure. Water quality is important for realizing the full potential of the Town’s streams and the Roanoke River as recreational assets where people can swim, canoe or kayak, fish, and more. Therefore, water quality is linked not just to health, but also the Town’s economy since outdoor recreation is an area of potential growth for Vinton and the entire Roanoke Valley.

BIG MOVE - INVESTMENT IN GREEN INFRASTRUCTURE



When natural areas are disturbed and graded or paved for development, the natural ability of the environment to absorb rainwater and pollutants is interrupted. Stormwater runs over impervious areas, into pipes, and directly to a creek or river, carrying pollutants and other contaminants into waterways and disrupting the aquatic ecology. Stormwater management systems contain a variety of elements to slow down, spread out, and soak in stormwater, mimicking the environment's natural processes.

The term Best Management Practices (BMPs) describes a wide variety of strategies to manage and control stormwater runoff, thereby minimizing pollution, flooding, and erosion. BMPs include engineered structures and features meant to mimic the natural environment, as well as methods and techniques.

Some BMPs are considered to be "green" infrastructure, which include natural elements such as plants or trees that mimic natural filtration and absorption processes. These green infrastructure BMPs provide aesthetic and environmental benefits beyond water quality and stormwater management functions. They can enhance an area's aesthetic appeal with greenery, reduce urban heat island effect, provide habitat for native animal and plant species, and provide mental health benefits.

The Comprehensive Plan calls for several policies and investments in the realm of green infrastructure. The actions below are a high-level road map to incorporating green infrastructure into the built environment. However, the exact

location and type of green infrastructure BMPs to install should be determined through the process of developing a stormwater master plan for the Town.

Near-Term (5 years or less)

- Prepare a **stormwater master plan** that identifies and prioritizes repairs and upgrades to the stormwater infrastructure, while also identifying locations and opportunities for green infrastructure to help reduce the quantity of water entering the stormwater conveyances.
- Identify locations where the Town has **public infrastructure projects** planned and scan for opportunities to incorporate green infrastructure BMPs in the public right-of-way.
- Update the Town code to encourage the use of **low impact development** approaches in site design and development, including green infrastructure BMPs.

Mid-Term (10 years or less)

- Add **trees and landscaping in the downtown area** in conjunction with improvements to transform Lee Avenue and S. Pollard Street into more pedestrian-focused streets.
- Develop a **maintenance program** with funding and sufficient person-power to monitor and maintain green infrastructure BMPs within the public right-of-way.

- Implement a **green infrastructure demonstration project in the downtown area** that reduces stormwater runoff into the channel leading into Glade Creek.

Long-Term (10 years and beyond)

- Invest comprehensively in **trees, landscaping, and green infrastructure within the public right-of-way** to reduce the quantity of stormwater entering pipes and channels that flow directly to the Town's waterways.

GREEN INFRASTRUCTURE TOOLKIT

Vinton is a historic town with an urban downtown core and generally small urban neighborhoods, and not all BMPs will be applicable in all contexts. Vinton's aging infrastructure will need to be replaced, and green infrastructure elements can be introduced to reduce strain on the system.

In Virginia, state law provides minimum requirements for managing stormwater for land disturbing activities, both during and after construction. These generally include:

- Stormwater management and pollution prevention plans;
- Long-term maintenance of stormwater management facilities; and
- Erosion and sediment control

Minimum standards required by Virginia law can be met in a variety of ways. Engineers and site designers will typically select the least expensive stormwater management facilities to meet the minimum requirements. These often do not include green infrastructure elements. More can be done beyond what the minimum requirements in state regulations. Moving into the future this will be important, as minimum standards are based on historic rainfall data, which does not include projected increases due to climate change.





This section introduces a variety of stormwater BMPs that are particularly relevant to the urban and historic context of the Vinton. The





BMPs are presented in four different general categories, intended simply for grouping with similar types. **Green infrastructure BMPs with aesthetic and other environmental co-benefits are identified with an asterisk (*)**.



The BMPs are organized by:

- Roofing BMPs
- Landscaping BMPs
- Pavement BMPs
- Subsurface Reservoir BMPs


More information about most of the BMPs described below can be found in the Virginia Stormwater Management Handbook at the Virginia Department of Environmental Quality's website.

BMP NAME	DESCRIPTION	BENEFITS	IMPLEMENTATION GUIDANCE
<div>Green Roofs*</div> <div></div>	<p>Roof systems designed to support soil media and vegetation. Evapo-transpiration reduces runoff, while excess rain is diverted to traditional downspouts.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> None</p> <p><u>Co-benefits:</u> Reduced energy costs, extended roof lifespan, heat-island reduction, may also provide habitat in urban settings</p>	<p>High initial cost for more complex roof structure. Difficult to retrofit. Better suited for flat roof systems. Additional co-benefits are possible if roof is accessible for use. Select species appropriate for scale of system.</p>
<div>Blue Roofs</div> <div></div>	<p>Detains water on the surface or in engineered trays. Slowly releases water through a flow-restriction device. Easier maintenance than similar underground detention systems.</p>	<p><u>Runoff Reduction:</u> Low</p> <p><u>Pollutant Removal:</u> None</p> <p><u>Co-benefits:</u> Reduced energy costs, extended roof lifespan, heat-island reduction</p>	<p>Cheaper compared to green roofs, may be retrofitted with structural analysis. Ideal for dense areas where space is limited. Limited quantity and quality benefits unless water is used (see rainwater harvesting).</p>
<div>Downspout Disconnection</div> <div></div>	<p>Allows runoff to pass over vegetated areas and be infiltrated before reaching storm sewer or other BMP.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> Moderate</p> <p><u>Co-benefits:</u> Reduced load on storm sewer, reduced need for subsurface infrastructure, groundwater recharge</p>	<p>Ideal for suburban areas where gently sloping vegetated areas are available to infiltrate runoff. Proper energy dissipaters at downspouts and soil decompaction/ aeration are key to an effective practice.</p>
<div>Rainwater Harvesting</div> <div></div>	<p>Captures water to be used for irrigation or non-potable water needs, or potable uses with proper purification system.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> None</p> <p><u>Co-benefits:</u> Reduced utility costs, drought resiliency</p>	<p>Rain barrels can be retrofitted easily and used for irrigation. Proper sizing for demand is key for larger systems. Mosquito prevention and debris filters are also considerations.</p>

BMP NAME	DESCRIPTION	BENEFITS	IMPLEMENTATION GUIDANCE
<div>Rain Gardens (aka Bioretention)*</div> <div></div>	<p>Runoff ponds at the surface and passes through layers of engineered soil media. Vegetation aids in evapotranspiration and pollutant removal. Water infiltrates into ground below or is returned to the storm sewer via subsurface drain.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> High</p> <p><u>Co-benefits:</u> Aesthetic appeal, reduced load on storm sewer, habitat creation, groundwater recharge</p>	<p>Highly scalable, can be applied on almost any site. Locate in good soil to maximize effectiveness. A wide variety of planting templates can accommodate many uses. If receiving runoff from pollutant hotspots, avoid infiltration. Ensure adequate maintenance access.</p>
<div>Wet Swales*</div> <div></div>	<p>Linear conveyances designed to mimic wetlands. Runoff is stored in shallow pools while pollutants are broken down and settled out.</p>	<p><u>Runoff Reduction:</u> None</p> <p><u>Pollutant Removal:</u> Moderate</p> <p><u>Co-benefits:</u> Aesthetic appeal, habitat creation, heat-island reduction</p>	<p>Application limited to flat sites with more impermeable soils. Well-suited to areas with a high water table.</p>
<div>Dry Swales*</div> <div></div>	<p>Linear conveyance designed to temporarily store and filter pollutants using the same subsurface engineered soil media as bioretention. Designed to dry out between storms.</p>	<p><u>Runoff Reduction:</u> Moderate</p> <p><u>Pollutant Removal:</u> Moderate</p> <p><u>Co-benefits:</u> Aesthetic appeal, reduced load on storm sewer, groundwater recharge</p>	<p>Applicable to narrow spaces between roads, parking areas, and other constraints along the conveyance path. Like bioretention, a variety of planting templates can accommodate many situations.</p>
<div>Tree Planting*</div> <div></div>	<p>Trees provide a wide range of benefits and are a critical part of the environment, providing habitat, shade, capturing carbon, preventing erosion, and reducing runoff.</p>	<p><u>Runoff Reduction:</u> Moderate</p> <p><u>Pollutant Removal:</u> Low</p> <p><u>Co-benefits:</u> Aesthetic appeal, heat-island reduction, improved air quality, habitat creation, increased mental health, increased property values. Benefits are amplified in urban environments.</p>	<p>Applicable across a wide range of areas. Select appropriate species for the specific application, and select native species. Preserve existing trees where possible. Avoid planting monocultures. Ensure proper setbacks from utilities and pavement to protect infrastructure and ensure tree health.</p>

BMP NAME	DESCRIPTION	BENEFITS	IMPLEMENTATION GUIDANCE
<div>Constructed Wetlands*</div> <div></div>	<p>An artificially constructed wetland. Built structures control water levels. Treats and purifies water, often using plants and natural processes for water quality improvement.</p>	<p><u>Runoff Reduction:</u> None</p> <p><u>Pollutant Removal:</u> High</p> <p><u>Co-benefits:</u> Aesthetic appeal, heat-island reduction, habitat creation</p>	<p>Requires extensive design and planning. Long-term maintenance needs can be high. Large areas are needed to support shallow flows and vegetation zones. Often used for final treatment in decentralized stormwater systems.</p>
<div>Ultra-Urban Bioretention*</div> <div></div>	<p>Containerized BMP with hard, impervious edges. Treat stormwater runoff through filtration by soil media/vegetation. Ultra-urban, modular bioretention.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> High</p> <p><u>Co-benefits:</u> Aesthetic appeal, reduced load on storm sewer</p>	<p>Ideal in urban environments. Many manufacturers offer modular designs that can be installed quickly. Can be placed above ground at downspouts or in terraces, or at grade between buildings and roadways. Limited to small drainage areas.</p>

PAVEMENT BMPs

BMP NAME	DESCRIPTION	BENEFITS	IMPLEMENTATION GUIDANCE
<div>Pervious Pavement</div> <div></div>	<p>A paved or soil-reinforced surface that allows water to pass through it while supporting loading at the surface. A stone reservoir below infiltrates or returns water to the storm sewer. Types: pervious asphalt, pervious concrete, interlocking pavers, planted or gravel geocells.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> Moderate</p> <p><u>Co-benefits:</u> Aesthetic appeal, reduced load on storm sewer, heat-island reduction, groundwater recharge</p>	<p>Applicable to relatively flat parking lots, driveways, pavilions, fire access lanes, and other paved areas. Pavement sections can be designed for heavy loads, but avoid use on high-speed roadways. Soil type does not limit use, but water table must be below stone reservoir. Reservoir can be enlarged to detain additional run-on from adjacent areas.</p>

SUBSURFACE RESERVOIR BMPs

Subsurface reservoir BMPs are variations of infiltration practices that use underground storage to hold stormwater runoff and allows it to soak into the underlying soils. Infiltration practices have the greatest capability to reduce stormwater runoff and recharge groundwater of any stormwater practice. Note: Many of the BMPs listed above can also be adapted to infiltrate runoff or combined with the practices below.

BMP NAME	DESCRIPTION	BENEFITS	IMPLEMENTATION GUIDANCE
<div>Micro-Infiltration (e.g. Dry Wells)</div> <div></div>	<p>Piped runoff is directed to a stone filled excavation or other void-forming structure. Water slowly infiltrates into surrounding soils. Typically under a yard with sod on top to protect from clogging.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> Moderate</p> <p><u>Co-benefits:</u> Reduced load on storm sewer, groundwater recharge, reduced need for underground conveyance system</p>	<p>Suitable for areas of small concentrated flows in residential and other urban environments. Avoid near buildings, or provide adequate waterproofing. As with all infiltration practices, soil permeability must be adequate, and soil testing is necessary. Proper installation is crucial to prevent long-term clogging. Maintenance can be difficult once installed.</p>
<div>Infiltration Trenches</div> <div></div>	<p>Linear trenches filled with stone or other void-forming structure. Runoff passes through vegetation or other filter on surface prior to entering reservoir.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> Moderate</p> <p><u>Co-benefits:</u> Reduced load on storm sewer, groundwater recharge, reduced need for underground conveyance system</p>	<p>Can include overflow, underdrain, and/or vegetation. Pretreatments often used to reduce clogging.</p>
<div>Infiltration Chambers</div> <div></div>	<p>Underground reservoirs retain large volumes of water. Reservoirs are perforated, or have open bottoms atop gravel to allow infiltration into soil below.</p>	<p><u>Runoff Reduction:</u> High</p> <p><u>Pollutant Removal:</u> Moderate</p> <p><u>Co-benefits:</u> Reduced load on storm sewer, groundwater recharge, reduced need for underground conveyance system</p>	<p>Typically installed under parking or landscaped areas. Many manufacturers provide highly flexible modular systems that can support large loads and accommodate underground utilities. Pretreatment devices should be provided to guard against long-term clogging. Multi-point maintenance access should also be provided for regular cleaning. Well suited where available space for other BMPs are limited.</p>



ACTIONS FOR BEING AN ENVIRONMENTAL STEWARDSHIP LEADER

The following pages contain the comprehensive set of actions for achieving the goals of ‘An Environmental Stewardship Leader’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Increase street trees to improve pedestrian comfort and safety, reduce urban heat island effect, and reduce stormwater runoff.	1.1 Policy Action: Provide incentives for property owners to add trees and landscaping to existing large surface parking lots.	\$\$	Virginia DOF Trees for Clean Water Grant Program, Urban & Community Forestry Grant Program, Arbor Day Foundation	First 5 Years	Virginia Department of Forestry, Roanoke Valley Alleghany Regional Commission
	1.2 Policy Action: Work with AEP and other utilities to replace trees removed for utility projects with utility friendly species.	\$	Virginia DOF Urban & Community Forestry Grant Program	First 5 Years	Appalachian Power, Western Virginia Water Authority, Virginia Department of Forestry, Roanoke Valley Alleghany Regional Commission
	1.3 Investment Action: Continue the annual Arbor Day tree planting event.	\$	Arbor Day Foundation, Virginia DOF Urban & Community Forestry Grant Program	First 5 Years	Virginia Department of Forestry, Arbor Day Foundation, Roanoke Valley Alleghany Regional Commission
	1.4 Investment Action: Plant trees in the downtown area and along the Town’s major corridors, where feasible.	\$\$	Virginia DOF Urban & Community Forestry Grant Program, Arbor Day Foundation	First 5 Years	Virginia Department of Forestry, Arbor Day Foundation, Roanoke Valley Alleghany Regional Commission
2. Address invasive plants along the Town’s waterways, parks, and public lands.	2.1 Policy Action: Provide educational materials online, with signage, and in Town mailings about invasive species - such as kudzu, autumn olive, and Japanese honeysuckle – and the benefits of native species.	\$\$	Virginia DOF Urban & Community Forestry Grant Program	First 5 Years	Virginia Department of Forestry, Virginia Department of Conservation & Recreation, Blue Ridge Soil & Water Conservation District



ACTIONS FOR
BEING AN
ENVIRONMENTAL
STEWARDSHIP
LEADER

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
2. Address invasive plants along the Town’s waterways, parks, and public lands.	2.2 Policy Action: Identify additional streambank restoration projects and prioritize them based on potential to reduce erosion and sediment in impaired waterways.	\$	Town	First 5 Years	Virginia Department of Environmental Quality, Blue Ridge Soil & Water Conservation District
	2.3 Investment Action: Implement a streambank restoration project along Glade Creek between the City’s streambank restoration project and Tinker Creek.	\$\$	VDEQ Stormwater Local Assistance Fund, Virginia Environmental Endowment	First 5 Years	Virginia Department of Environmental Quality, Virginia Environmental Endowment, Roanoke County
	2.4 Investment Action: Implement a streambank restoration project along Wolf Creek.	\$\$	VDEQ Stormwater Local Assistance Fund, Virginia Environmental Endowment	Beyond 5 Years	Virginia Department of Environmental Quality, Virginia Environmental Endowment, Roanoke County
3. Improve the water quality of the Town’s streams and the Roanoke River.	3.1 Policy Action: Encourage planting of native landscaping with new development and encourage natural landscapes over turf grass within open spaces, lawns, and on publicly-owned grounds.	\$	Town	First 5 Years	Plant Virginia Natives, Blue Ridge Wildflower Society
	3.2 Policy Action: Invest in street trees and green infrastructure within the public right-of-way to reduce the quantity of stormwater entering pipes and channels that flow directly to waterways such as Glade Creek, Tinker Creek, and Wolf Creek.	\$\$	Virginia DOF Virginia Trees for Clean Water Grant Program, VDEQ Stormwater Local Assistance Fund	Beyond 5 Years	Virginia Department of Environmental Quality, Virginia Department of Forestry, Roanoke Valley Alleghany Regional Commission
	3.3 Policy Action: Start Adopt-a-Stream and Adopt-a-Street programs in Vinton.	\$\$	Town & sponsors	Beyond 5 Years	Virginia Department of Environmental Quality, Clean Valley Council



ACTIONS FOR
BEING AN
ENVIRONMENTAL
STEWARDSHIP
LEADER

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
4. Encourage partnership with regional environmental groups into Vinton to help organize efforts around improving environmental quality.	4.1 Policy Action: Seek to partner with organizations serving the region and nearby communities, such as Roanoke Tree Stewards, to add a program focused on Vinton.	\$	Town	First 5 Years	Roanoke Tree Stewards, City of Roanoke, Clean Valley Council
	4.2 Policy Action: Work with local and regional partners in litter prevention.	\$\$	VDEQ Litter Prevention & Recycling Grants	First 5 Years	Virginia Department of Environmental Quality, Clean Valley Council
5. Encourage reuse of underutilized parcels within the Town to help limit sprawling greenfield development outside of Town.	5.1 Policy Action: Market available parcels within the Town for development that is consistent with the Comprehensive Plan.	\$\$	Town	First 5 Years	Roanoke Regional Partnership
	5.2 Policy Action: Update the Town’s zoning code to incentivize new development in a manner that is consistent with the goals and policies of the Comprehensive Plan.	\$	Town	First 5 Years	Local Advisory Committee
	5.3 Policy Action: Engage in public-private partnerships to help make development of vacant and underutilized land feasible, with an emphasis on supporting enhanced infrastructure for walkability, stormwater management, and other critical Town needs.	\$\$	Town and private investment	First 5 Years	Builders, local housing non-profit organizations

PARKS FOR ALL



BIG MOVES FOR PARKS FOR ALL OVERVIEW

- Big Move 1 - Master Plan for Gearhart and Glade Creek Parks
- Big Move 2 - Build the Gish Mill to Vinyard Park Greenway Connection

WHAT IT MEANS

The Town sits in a region with abundant parks and open spaces for the public to explore. Just east of Vinton is Roanoke County’s Explore Park and the National Park Service’s Blue Ridge Parkway. Multiple County parks are within the Town’s boundaries and Vinton is developing a Multi-Generational Park near the Vinton War Memorial. By providing activities for people of all ages, the Multi-Generational Park perfectly represents what “Parks for All” means.

Parks for all also speaks to the types of parks in Vinton. Some parks provide ball fields and spaces for active recreation. Other parks exist to help people get closer to nature, which has restorative benefits for our mental health. Still others provide a respite from concrete and pavement with trees and shade to address heat in urban environments. Such pocket parks may be found in a downtown area or within a neighborhood. Parks for All is about providing all types of parks so that people can find the right public space depending on what they might be doing that day, or where they might be in their journey through life.

The benefits of providing more parks and different types of parks are well demonstrated. Parks and green spaces help reduce stress, increase opportunities for social interactions, increase physical activity, and can improve environmental quality by adding trees and green infrastructure, especially in built-up areas of the Town.¹ Therefore investment in parks supports several Town goals including better water quality, more social connections, and a thriving downtown.

This section of the Comprehensive Plan lays out a game plan for investing in the Town’s parks and public spaces so that Vinton continues

¹ National Park Service. Healthy Parks Healthy People Resources. Accessed at <https://www.nps.gov/subjects/healthandsafety/healthy-parks-healthy-people-resources.htm>

to reap the benefits of people getting outdoors and enjoying nature, recreation, and socializing with each other. One of the Town’s goals is to build new parks and trail or sidewalk connections to parks so that more residents have a park within a 10-minute walk. The map below indicates parts of the Town that currently are outside the 10-minute walkshed of a park. These are areas where the Town may prioritize new parks or access improvements to parks.

NEEDS AT A GLANCE

The Town is actively developing a new park and adding restrooms along the Wolf Creek Greenway, which is another popular public space in Vinton. These projects are well aligned with the top needs that emerged from the community needs assessment conducted for the Comprehensive Plan update. Below are a few highlights of the needs, indicating where the Town may focus in the coming decades:

- **Better Access to Parks & Playgrounds** – Vinton needs to increase and improve access to parks and playgrounds so that everyone in Town can safely walk to a park or playground.
- **Accessible Recreation for All Ages** – The Town needs a wider range of active and passive recreation opportunities to meet the needs of a changing and aging population.

More information about the Town’s needs can be found in Volume 2 – the Community Story.



BIG MOVES FOR PARKS FOR ALL

The “Big Moves” for building upon Vinton’s recent investment in parks and recreation aim to provide access to parks for more Vinton residents, and to improve upon existing parks so they provide more recreation options to people of all ages and abilities.

Priority Areas for Better Park Access



BIG MOVE 1 - MASTER PLAN FOR GEARHART AND GLADE CREEK PARKS



Gearhart Park and Glade Creek Park anchor the west end of Vinton. These County parks are connected through the recently completed Glade Creek Greenway segment running between Walnut Avenue and Gus Nicks Boulevard. These two parks also connect to the City of Roanoke's Fallon Park and Vinton's Gish Mill through the greenway system. As such they are key places along a growing string of parks and open spaces along Tinker Creek and Glade Creek. Their current condition and amenities fall short of their long-term potential, so this big move is about creating a vision for what they can become and how they fit into the bigger picture of a string of public spaces along the regional greenway network.

Near-Term (5 years or less)

- Collaborate with Roanoke County to develop a **master plan for Gearhart Park and Glade Creek Park** that explores opportunities to increase activity, serve the needs of the community, and increase recreational access to the water.

Mid-Term (10 years or less)

- Identify the cost to maintain parks and greenways over time and include a **budget for maintenance activities** in the Town's Capital Improvement Program.

Long-Term (10 years and beyond)

- **Implement the master plan** including, if recommended, a **pedestrian and bicycle bridge** from Tinker Avenue to Gearhart Park and the Glade Creek Greenway to expand recreational opportunities for Midway residents.

BIG MOVE 2 - BUILD THE GISH MILL TO VINYARD PARK GREENWAY CONNECTION



The Town's investment in the Glade Creek Greenway has opened access to the regional greenway network for more Vinton residents. A person can walk or bike on a greenway from the Gish Mill area to Mill Mountain, downtown Roanoke, and beyond. The regional vision is to have greenway connections all the way to Botetourt County via greenways along Tinker Creek and Glade Creek. The greenway segment between the current terminus of the Glade Creek Greenway, near Gish Mill, to Vinyard Park is a linchpin for the regional vision, which also has tremendous benefits for the Town. The greenway also unlocks continuous greenway access between four parks – Vinyard Park in Roanoke County, Glade Creek Park and Gearhart Park in Vinton, and Fallon Park in the City of Roanoke – and brings the greenway network to downtown's doorstep.

Near-Term (5 years or less)

- **Design the Glade Creek Greenway** between the Glade Creek Greenway trailhead parking lot and Vinyard Park.

Mid-Term (10 years or less)

- **Build the Glade Creek Greenway** between the Glade Creek Greenway trailhead parking lot and Vinyard Park.

Long-Term (10 years and beyond)

- Design and build a **trailhead and connector trail between downtown** Vinton and the Glade Creek Greenway.
- Develop a two-way cycle track or buffered bicycle lanes on Gus Nicks Boulevard and Washington Avenue between the Glade Creek Greenway trailhead parking lot and Wolf Creek Greenway as an **on-street connection** in the greenway network.



ACTIONS FOR PARKS FOR ALL

The following pages contain the comprehensive set of actions for achieving the goals of the ‘Parks for All’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Build new Town parks or public open space so that nearly all residents and visitors have a public space within a 10-minute walk of their home or place of business.	1.1 Policy Action: Request dedication of land for public parks in large future developments, especially within areas that lack a park within a 10-minute walking distance.	\$	Town & private investment	First 5 Years	Developers; Roanoke County Parks, Recreation, & Tourism
	1.2 Policy Action: Partner with future redevelopment of the River Park Shopping Center area to build a public neighborhood park that serves the surrounding neighborhood and fills a key gap in the parks network.	\$\$	Town, private investment, Virginia DCR Land & Water Conservation Fund, Recreational Trails Program	First 5 Years	Developers; Roanoke County Parks, Recreation, & Tourism; Virginia Department of Conservation & Recreation
	1.3 Investment Action: Add small pocket parks and greenways so that nearly all Vinton residents have a public park or open green space within a 10-minute walk of their home, using the needs assessment as a guide for siting new facilities.	\$\$\$	Virginia Outdoors Foundation Get Outdoors Fund, Virginia DCR Land & Water Conservation Fund, Recreational Trails Program	Beyond 5 Years	Virginia Outdoors Foundation; Virginia Department of Conservation & Recreation; Roanoke County Parks, Recreation, & Tourism
	1.4 Investment Action: Design and build a pedestrian and bicycle bridge from Tinker Avenue to Gearhart Park and the Glade Creek Greenway to expand recreational opportunities for Midway residents.	\$\$\$	VDOT Transportation Alternatives Program, Virginia DCR Recreational Trails Program	Beyond 5 Years	Virginia Department of Conservation & Recreation, Virginia Department of Transportation, neighborhood representatives, Pathfinders for Greenways
2. Create parks and public spaces that offer recreational opportunities for all ages and abilities and help support restoration and mental well-being.	2.1 Investment Action: Collaborate with Roanoke County to develop a master plan for Gearhart Park and Glade Creek Park that explores opportunities to increase activity, serve the needs of the community, and increase recreational access to the water.	\$\$	Town & Roanoke County	First 5 Years	Roanoke County Parks, Recreation, & Tourism



ACTIONS FOR
PARKS FOR ALL

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
2. Create parks and public spaces that offer recreational opportunities for all ages and abilities and help support restoration and mental well-being.	2.2 Investment Action: Increase access to nature along the Town’s greenways through additional hiking and natural trails, native plantings and flowers, interpretative signage about local species, and access to waterways for fishing and play.	\$\$	Virginia Outdoors Foundation Get Outdoors Fund	Beyond 5 Years	Virginia Outdoors Foundation; Virginia Department of Conservation & Recreation; Roanoke County Parks, Recreation, & Tourism; Plant Virginia Natives
	2.3 Investment Action: Work with local artists to incorporate public art into the Town’s public facilities, parks, and greenways.	\$\$	National Endowment for the Arts “Our Town” program	Beyond 5 Years	Local artists & arts organizations; Roanoke County Parks, Recreation, & Tourism; National Endowment for the Arts (NEA)
3. Improve walking connections to parks.	3.1 Investment Action: Dedicate funding in the Town’s Capital Improvement Program towards improving walking access to parks, such as new sidewalks, short connector trails, and accessibility improvements.	\$\$	VDOT Transportation Alternatives Program, Virginia DCR Recreational Trails Program	First 5 Years	Virginia Department of Transportation; Virginia Department of Conservation & Recreation; Roanoke County Parks, Recreation, & Tourism
	3.2 Investment Action: Work with Roanoke County to address accessibility issues at M.A. Banks Park.	\$\$	Town & Roanoke County	First 5 Years	Roanoke County Parks, Recreation, & Tourism; neighborhood representatives
	3.3 Investment Action: Identify opportunities to use public right-of-way to create new connections between neighborhoods and public schools and parks, such as the public right-of-way between South Preston Road and Duke Drive, and W.E. Cundiff Elementary School.	\$\$	Town & Roanoke County	First 5 Years	Roanoke County Public Schools; Roanoke County Parks, Recreation, & Tourism



ACTIONS FOR
PARKS FOR ALL

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
4. Expand and connect the Town’s greenways and trails so that people can use them for recreation and travel.	4.1 Policy Action: Request greenway easements along the Western Virginia Water Authority’s sewer and water line easements.	\$	Town & Western Virginia Water Authority	First 5 Years	Western Virginia Water Authority
	4.2 Policy Action: Identify locations for new greenway and park amenities in the Town, such as loop nature trails off greenways.	\$\$	Virginia Outdoors Foundation Get Outdoors Fund, Virginia DCR	Beyond 5 Years	Virginia Outdoors Foundation; Virginia Department of Conservation & Recreation; Roanoke County Parks, Recreation, & Tourism
	4.3 Investment Action: Design and build the Glade Creek Greenway between the Glade Creek Greenway trailhead parking lot and Vinyard Park.	\$\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program	First 5 Years	Pathfinders for Greenways, property owners, Roanoke County, Virginia Department of Transportation, Virginia Department of Conservation & Recreation
	4.4 Investment Action: Develop a two-way cycle track or buffered bicycle lanes on Gus Nicks Boulevard and Washington Avenue between the Glade Creek Greenway trailhead parking lot and Wolf Creek Greenway as an on-street connection in the greenway network.	\$\$\$	VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Downtown business community, bike & pedestrian advocates, Pathfinders for Greenways, Virginia Department of Transportation
5. Ensure proper maintenance with stable funding for all park, greenway, and public open space facilities.	5.1 Investment Action: Create a Town of Vinton parks and recreation division to oversee and maintain town-owned facilities, greenways, and future pocket parks.	\$\$	Town	First 5 Years	Roanoke County Parks, Recreation & Tourism; Pathfinders for Greenways



ACTIONS FOR
PARKS FOR ALL

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
5. Ensure proper maintenance with stable funding for all park, greenway, and public open space facilities.	5.2 Investment Action: Identify the cost to maintain the Town’s parks and greenways over time and include a budget for maintenance activities in the Town’s Capital Improvement Program.	\$\$	Town	First 5 Years	Roanoke County Parks, Recreation & Tourism; Pathfinders for Greenways

ADAPTABLE



BIG MOVES FOR BEING ADAPTABLE OVERVIEW

- Big Move - Zoning and Subdivision Code Update

WHAT IT MEANS

Towns are complex systems, which must evolve over time to meet the needs of their residents, businesses, and visitors. At the same time, the Town's history and small-town feel are important to people and there is a desire to preserve it. Striking the proper balance between growth and preservation is a challenge all towns face, and Vinton aims to get right.

The Comprehensive Plan lays out a vision for land use that reflects anticipated degrees of change for different parts of the Town. Natural areas, such as stream corridors, are expected to see little change except for efforts to remove invasive species or build new trails or recreational spaces. Existing residential areas are also unlikely to see significant changes. Here the emphasis is on infrastructure improvements, such as new sidewalks, or small scale development, such as an in-law unit behind a home.

Greater degrees of change are expected in parts of the Town where empty lots and aging buildings are more prevalent. These areas are likely to see change that brings economic revitalization and new housing to keep up with the Town's modest population growth. These areas are mostly located along roadway corridors of Washington Avenue, Bypass Road, and Virginia Avenue, both east and west of downtown. The greatest degree of change is expected in areas with aging strip commercial development along the major corridors and on vacant or underutilized lots downtown. In these areas, development is needed to transform outdated structures into new uses that meet the needs of Vinton well into the future.

By identifying degrees of change for development and land use the Town and partners like the Western Virginia Water Authority can effectively allocate resources to infrastructure investment in areas

where growth is expected. This approach to managing growth supports the Town's economic development, ensuring that new businesses and residents can find the spaces they need to pursue their dreams and establish their lives in Vinton.

NEEDS AT A GLANCE

The Town has successfully navigated the balance between growth and preservation. Gish Mill will remain as a visible reminder of the Town's agrarian and industrial past while accommodating new uses that support the Town's modern economy. Old schools have been transformed into apartments and the Town's library relocated into a new building downtown that respects the scale and form of its neighbors, but with a modern design.

Below are several key findings from the community needs assessment that highlight the importance of continuing to invest in the Town's future while preserving elements of the historic fabric:

- **Maintain Small-Town Feel & Preserve Stable Neighborhoods** – Vinton residents value the Town's neighborhoods and small-town feel. Protecting this valuable characteristic is important to people, as indicated through the community survey and engagement events.
- **Mixed-Use Development in Downtown to Increase Vitality** – Downtown is a cherished place in Vinton. However, it has several notable gaps in its storefronts and lacks housing within the immediate downtown area. Additional housing will add population, which will support the market for more shops, increasing vitality and filling gaps in the storefronts.
- **Redevelopment of Aging Commercial Centers** – Much of Vinton's development is several decades old and showing the wear and tear of aging. Trends such as e-commerce have reduced the need for some types of brick-and-mortar retail. Redevelopment of these centers into new uses that are needed in Vinton will be important over the next 25 years.
- **Grow Local Tax Base** – Investing in quality of life requires financial resources. Redevelopment of underutilized properties will help the Town make improvements in new parks, greenways, infrastructure, and more.

More information about the Town's needs related to being an adaptable community can be found in Volume 2 – the Community Story, and especially the sections pertaining to economic development and land use.



The Roland E. Cook Lofts are an example of how Vinton has been adaptable, repurposing an old school building for much-needed housing

BIG MOVES FOR BEING ADAPTABLE



The “Big Moves” for being an adaptable community build upon those described in the Housing for All Phases of Life strategy. Reforming the Town’s zoning code to provide more flexibility of land use in areas where change is anticipated, and desirable, is important for Vinton’s future. Therefore, the “Big Moves” below are repetitive with the housing section, underscoring their importance towards achieving the Town’s goals for more housing, a vibrant downtown, and investments in the things residents value such as parks, sidewalks, and greenways.



BIG MOVE - ZONING AND SUBDIVISION CODE UPDATE



The Town’s zoning and subdivision code is one of the most important and powerful tools for implementing the goals of the Comprehensive Plan. This Big Move calls for updates to the code to create more opportunities for development and redevelopment that is compatible with the Town’s goals to increase housing supply, increase vitality of the downtown area, and support long-term transformation of aging commercial areas. These moves are consistent with the Big Moves of the housing section.

Near-Term (5 years or less)

- **Update the Town’s zoning code** to provide more flexibility of land uses in the areas designated “transform” and “revitalize” on the vision map.
- Update the Town’s zoning code to **align development standards**, such as lot size, lot coverage, lot width, setbacks, and height requirements, **with the Town’s vision and goals.**

- **Update the Town’s zoning districts and zoning map**, and add new districts as necessary, to make it easier to implement the future land use map and land use policies of the Comprehensive Plan.





ACTIONS FOR BEING ADAPTABLE

The following pages contain the comprehensive set of actions for achieving the goals of the ‘Adaptable’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Encourage a more flexible land use policy within areas where revitalization and transformation are desired.	1.1 Policy Action: Update the Town’s zoning code to provide more flexibility of land uses in the areas designated “transform” and “revitalize” on the vision map.	\$	Town	First 5 Years	Local Advisory Committee
	2.1 Policy Action: Update the Town’s zoning code to align development standards, such as lot size, lot coverage, lot width, setbacks, and height requirements, with the Town’s vision and goals.	\$	Town	First 5 Years	Local Advisory Committee
	2.2 Policy Action: Pursue Town-initiated rezoning for the mixed-use areas designated on the future land use map to expedite development review and reduce the cost for redeveloping aging commercial properties.	\$	Town	First 5 Years	Property owners, developers, Roanoke County
2. Make desired development and redevelopment easier by aligning zoning ordinances with Town goals.	2.3 Policy Action: Update the Town’s zoning districts and zoning map, and add new districts as necessary, to make it easier to implement the future land use map and land use policies of the Comprehensive Plan.	\$	Town	First 5 Years	Local Advisory Committee
	3.1 Policy Action: Update the Town’s zoning to encourage the conversion of old historic homes near downtown to new uses, such as lodging that serve the Town’s growing events and tourism visitors.	\$	Town	First 5 Years	Local Advisory Committee , Virginia Department of Historic Resources
	3.2 Investment Action: Study and implement financial incentives, such as a revolving loan fund or tax abatement, to encourage property owners to create residential use on upper floors of buildings in the downtown area.	\$\$	Town	First 5 Years	Developers, local housing non-profit organizations
3. Encourage adaptive reuse of older buildings, especially downtown, that contribute to the Town’s authentic sense of place.					



ACTIONS FOR
BEING
ADAPTABLE

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
4. Encourage the formation of local, homegrown businesses and promote their growth within Vinton.	4.1 Policy Action: Identify gaps in the local retail market and recruit businesses in those sectors to locate in Vinton.	\$\$	Town	First 5 Years	Chamber of Commerce, business owners & operators
	4.2 Policy Action: Identify financial incentives for businesses to remain in Vinton and grow locally.	\$\$	Town	First 5 Years	Chamber of Commerce, business owners & operators
	4.3 Investment Action: Strategically invest in properties and purchase properties that align with the Town’s economic vision.	\$\$\$	Town	Ongoing	Property owners, builders, local housing non-profit organizations
	4.4 Investment Action: Develop an economic development strategic plan with a focus on implementing the Town’s strategic investments.	\$\$	Town	First 5 Years	Chamber of Commerce, Roanoke County Economic Development, Roanoke Regional Partnership
5. Provide accessible and exceptional local government services to people looking to do business in Vinton.	5.1 Policy Action: Protect and build upon the Town’s reputation as an easy place to do business, where needed permits and reviews are handled in an efficient and expedited manner.	\$	Town	Ongoing	Builders, property owners, business owners & operators
6. Increase the number and diversity of jobs within Vinton, especially those that pay a higher wage.	6.1 Policy Action: Work with Roanoke County to identify future land uses in the Vinton Business Park that bring higher-paying job opportunities.	\$\$	Town & Roanoke County	First 5 Years	Roanoke County Economic Development, Roanoke Regional Partnership
	6.2 Policy Action: Market commercial and mixed-use development opportunities in Vinton and promote the Town’s quality of life for employers and employees looking for a new location in the Roanoke Valley.	\$\$	Town	First 5 Years	Roanoke County Economic Development, Roanoke Regional Partnership, Roanoke Outside

EXCEPTIONAL TOWN SERVICES & INFRASTRUCTURE





BIG MOVES FOR TOWN SERVICES & INFRASTRUCTURE OVERVIEW

- Big Move 1 - Adopt a stormwater utility fee

WHAT IT MEANS

Vinton’s residents and businesses receive essential services from multiple entities including the Town, Roanoke County, the Western Virginia Water Authority, and Valley Metro. Infrastructure is also owned and maintained by several entities with the Town taking responsibility for public streets, stormwater conveyances, greenway trails, and facilities such as the Vinton War Memorial and the Farmers’ Market among others.

A community survey conducted for the Comprehensive Plan gave high marks to Vinton’s management of services and infrastructure. The Town’s consistent investment can be seen in the outstanding condition of the Vinton War Memorial, a robust street repaving program, highly regarded solid waste collection services, and the growing greenway network. However, there are needs to address over the next 25 years to maintain the Town’s good reputation for services and infrastructure.

NEEDS AT A GLANCE

Effective public infrastructure is needed to achieve goals for safe and connected streets, walkable schools and parks, clean waterways, economic development, housing, and much more. The Town is dedicated to providing exceptional town services and infrastructure in the decades ahead. Below are highlights from the community needs assessment indicating where the Town should focus in the coming decades:

- **Facility Maintenance and Investment** – The Charles R. Hill Community Center needs upgrades or replacement; the police station will likely need to expand; the War Memorial requires regular maintenance to remain a competitive venue; and the Town’s greenways, public bathrooms, and future multi-generational park will require maintenance over time.



- **Full Connection to Regional Water Supply** – The entire Town should be connected to the regional water supply from Carvins Cove in the coming years. This transition should continue as rapidly as feasible.
- **Resilient and Effective Stormwater Management** – The Town’s stormwater management system requires investment so it can handle the more severe storms that are anticipated in the future, to replace aging pipes and culverts that are nearing the end of their estimated service life, and to address water quality concerns for Tinker Creek, Wolf Creek, Glade Creek, and the Roanoke River.
- **School Capacity and Access** – Roanoke County manages schools that serve the Town. There is a need for additional capacity to handle growth, and safer walking access and circulation at the schools.

A more detailed description of the Town’s needs in the realm of services and infrastructure are included in Volume 2 – the Community Story.



BIG MOVES

FOR TOWN SERVICES & INFRASTRUCTURE

Stormwater management stands out as a major concern. More than 80 percent of the Town’s housing stock was built before 1980. The stormwater infrastructure built in conjunction with development is aging and much of it is nearing the end of its design life.

Meanwhile, heavy rain events are expected to increase by as much as 35 percent by 2050 and greater capacity will likely be needed to accommodate them.¹ Sinkholes, washed out roadways, and erosion and degradation of the Town’s waterways are just a few of the risks associated with the stormwater system getting overwhelmed by major rain events. The issues of aging and undersized stormwater infrastructure will need to be addressed.

Underground pipes and culverts are major components of the systems that help manage stormwater. There are more than 10 miles of these conveyances – under either public or private ownership – in the Town. Vinton estimated the remaining design life for pipes and culverts using the best available data on pipe and culvert material, and an estimate of the age for each pipe and culvert based on the year the land they serve was developed.

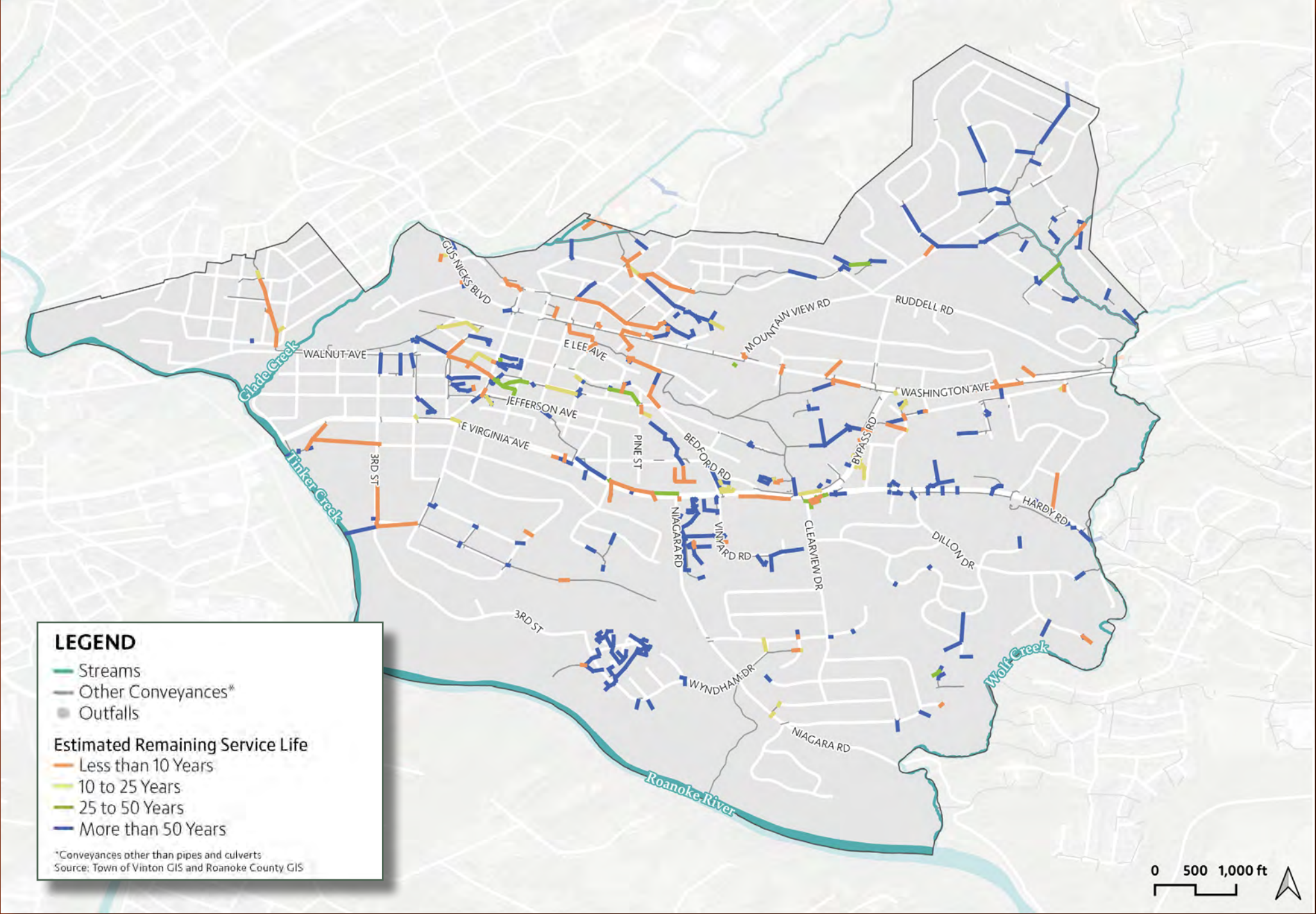
This method is imperfect and there are gaps in the data. For example, the material for about 40 percent of the Town’s pipes and culverts is unknown. Obtaining better data is an ongoing need, and the Town’s analysis should be viewed in that context.

Comparing the estimated age of each pipe and culvert with the estimated design life, the Town was able to estimate the remaining design life for these key system components.² The estimated design life ranges from 125 years for concrete pipes and culverts, 75 to 100 years for plastic, to 30 years for corrugated metal. While concrete pipes are most common in Vinton, there are a significant number of corrugated metal pipes and culverts that will need to be replaced soon. The Town estimates that about 16,300 feet of pipes and culverts have a remaining service life of 10 years or less.

¹ Mid-Atlantic Regional Climate Impacts Summary and Outlook: Spring 2024. (midatlanticrisa.org)

² The Town assumed a 50-year design life for pipes and culverts of unknown material.

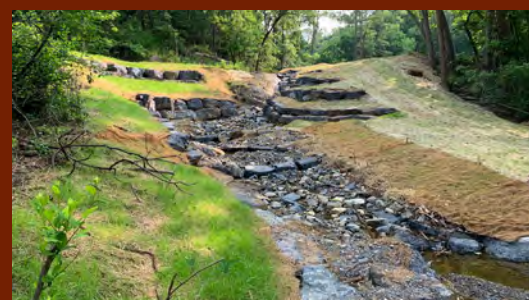
ESTIMATED REMAINING LIFE FOR PIPES AND CULVERTS		
Estimated Remaining Service Life	Linear Feet of Pipes and Culverts	Share
10 years or less	16,369	30%
10 to 25 years	3,929	7%
25 to 50 years	3,037	6%
50 or more years	31,034	57%
Total	54,369	100%



The Town's consulting engineer also estimated a typical replacement cost of \$400 per linear foot for pipes and culverts. This is based on recent stormwater pipe replacement projects overseen by the Town, statewide data from the Virginia Department of Transportation, and professional judgement.

The estimated systemwide replacement costs of all 54,369 liner feet of known pipes and culverts, based on the assumptions explained in this section, is nearly \$22 million in 2025 dollars. The estimated replacement costs just for the pipes and culverts with an estimated remaining service life of 10 years or less is about \$6.5 million in 2025 dollars.

The magnitude and urgency of the stormwater management issues require focused policies and actions in the Comprehensive Plan. These policies and actions are focused on the Town taking a proactive posture for addressing stormwater management. Given the urgency of the stormwater management challenge, several actions for this topic are the "Big Moves" for exceptional town services and infrastructure.



BIG MOVE - SECURE FUNDING FOR STORMWATER INFRASTRUCTURE INVESTMENT



The "Big Move" for stormwater is for the Town to secure new dedicated sources of funding for data collection and analysis, replacement and upgrades of pipes and culverts, and administration of the Town's stormwater program. Below are near-term, mid-term, and long-term actions related to this big move.

Near-Term (5 years or less)

- **Identify funding** for investments in the Town's stormwater infrastructure and estimate a more detailed cost for improvements needed over the next 10 years.
- Hire a **person to manage the Town's stormwater management program**, state permit (MS4) for stormwater, and to develop a GIS database of stormwater infrastructure.
- Fully develop the Town's **dataset of stormwater conveyances and structures**,

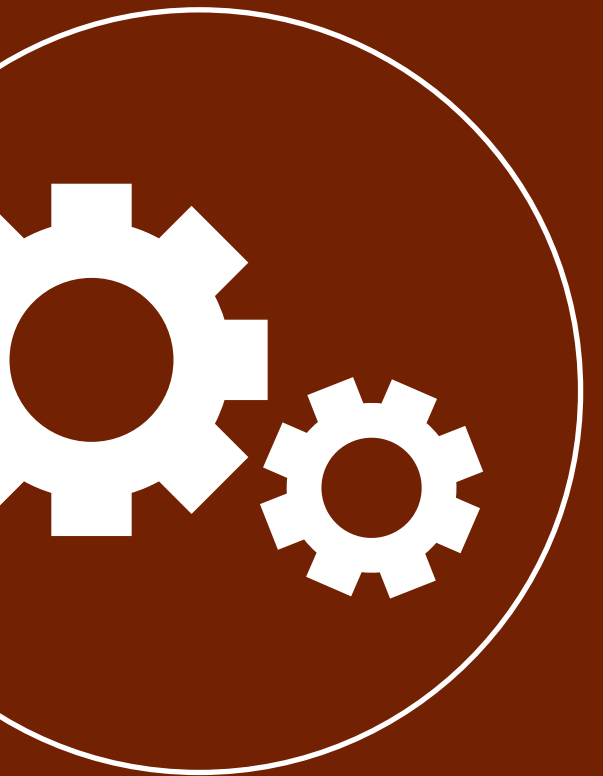
and use the data to model where failures are most likely to occur.

Mid-Term (10 years or less)

- Develop a **stormwater master plan** to guide replacements and upgrades, and identify non-emergency projects to implement with new funding sources.

Long-Term (10 years and beyond)

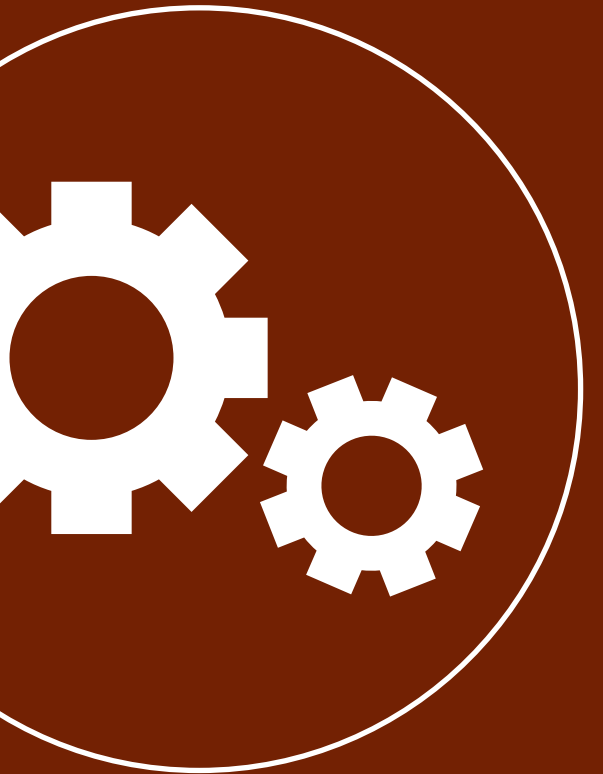
- **Replace stormwater pipes, culverts, and structures** based on their estimated remaining design life and data analysis indicating which conveyances are most at risk. The Glade Creek watershed, especially infrastructure along Washington Avenue and in the downtown area, are likely starting points.



ACTIONS FOR EXCEPTIONAL TOWN SERVICES & INFRASTRUCTURE

The following pages contain the comprehensive set of actions for achieving the goals of the ‘Exceptional Town Services & Infrastructure’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Maintain infrastructure in a state of good repair.	1.1 Policy Action: Maintain current data on pavement conditions for all of the Town’s streets and sequence improvements in a way that optimizes the Town’s investment.	\$\$	Town, VDOT Local Assistance	Ongoing	Virginia Department of Transportation
	1.2 Investment Action: Expand and modernize the Town’s police station.	\$\$	Virginia Department of Criminal Justice Services	First 5 Years	Virginia Department of Criminal Justice Services
	1.3 Investment Action: Create a Vinton parks and recreation division to maintain the Town’s greenways and parks and future pocket parks.	\$\$	Town	First 5 Years	Roanoke County Parks, Recreation & Tourism; Pathfinders for Greenways
2. Serve the entire Town with the regional water supply as soon as possible.	2.1 Policy Action: Work with the Western Virginia Water Authority to expediate the change over from the Town’s old well system to the regional Carvins Cove water supply.	\$	VDH Drinking Water State Revolving Loan Fund	First 5 Years	Western Virginia Water Authority, Virginia Department of Health
3. Ensure adequate water and sanitary sewer capacity for the Town’s growth areas.	3.1 Investment Action: Work with the Western Virginia Water Authority to prioritize upgrades and investments in the water and sanitary sewer infrastructure that serves the mixed-use areas on the future land use map.	\$\$\$	VDH Drinking Water State Revolving Loan Fund, VDEQ Clean Water Revolving Loan Fund	First 5 Years	Western Virginia Water Authority, Virginia Department of Health, Virginia Department of Environmental Quality
4. Address stormwater with green stormwater infrastructure solutions.	4.1 Investment Action: Invest in green infrastructure, especially in the mixed-use downtown area, to reduce the amount of runoff to the Town’s stormwater system, such as street trees, rain gardens, underground stormwater detention, and green roofs.	\$\$	VDOF Virginia Trees for Clean Water Grant Program, VDEQ Stormwater Local Assistance Fund	Beyond 5 Years	Virginia Department of Environmental Quality, Virginia Department of Forestry
5. Invest in stormwater improvements that reduce flooding, improve infrastructure resiliency, and enhance the value of places within Vinton.	5.1 Policy Action: Assess funding options for stormwater improvements that reduce flooding, protect critical infrastructure, and support redevelopment.	\$\$	Town	First 5 Years	Virginia Department of Environmental Quality, Roanoke County, property owners



ACTIONS FOR
EXCEPTIONAL
TOWN SERVICES &
INFRASTRUCTURE

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
5. Invest in stormwater improvements that reduce flooding, improve infrastructure resiliency, and enhance the value of places within Vinton.	5.2 Policy Action: Conduct a comprehensive townwide inventory of stormwater system data to proactively manage these critical assets, assessing risks and vulnerabilities, and prepare a stormwater master plan that identifies and prioritizes repairs and upgrades to the stormwater infrastructure.	\$\$	Town, VDEQ Stormwater Local Assistance Fund	First 5 Years	Virginia Department of Environmental Quality, Roanoke County
	5.3 Investment Action: Dedicate financial resources annually to stormwater infrastructure replacement and upgrades through the Town's Capital Improvement Program.	\$\$	Stormwater Utility Fee, VDEQ Stormwater Local Assistance Fund	First 5 Years	Virginia Department of Environmental Quality, Roanoke County
	5.4 Investment Action: Identify opportunities for the Town to partner with private developers to build off-site stormwater management in areas where denser, mixed-use development is the Town's goal, such as downtown or the River Park Shopping Center area.	\$\$	Stormwater Utility Fee, VDEQ Stormwater Local Assistance Fund	Beyond 5 Years	Virginia Department of Environmental Quality, Roanoke County
	5.5 Investment Action: Seek opportunities for stormwater projects that offer additional benefits, such as a floodable park that creates new recreational opportunities and helps address stormwater during heavy rain events, or green streets.	\$\$	Stormwater Utility Fee, VDOF Virginia Trees for Clean Water Grant Program, VDEQ Stormwater Local Assistance Fund	Beyond 5 Years	Virginia Department of Environmental Quality, Virginia Department of Forestry, Roanoke County
	5.6 Investment Action: Analyze the opportunity for Gladetown Basin to be a regional nutrient bank site.	\$\$	Stormwater Utility Fee, VDEQ Stormwater Local Assistance Fund	Beyond 5 Years	Virginia Department of Environmental Quality, Roanoke County

CONNECTED & COLLABORATIVE WITH THE REGION



BIG MOVES FOR CONNECTED & COLLABORATIVE WITH THE REGION OVERVIEW

- Big Move - Gateway Improvements

WHAT IT MEANS

Vinton is one part of a larger region that includes Roanoke County, the City of Roanoke, City of Salem, Botetourt County, Bedford County, and Franklin County, at its core. Many issues transcend Vinton’s boundaries including water quality, homelessness, litter prevention, stormwater management, air quality, and traffic. Collaborating to address these issues is a necessity. The regional forum through which many issues are addressed is the Roanoke Valley-Alleghany Regional Commission (RVARC). The Town of Vinton values its participation in regional deliberations and decision-making.

Close collaboration with the City of Roanoke and Roanoke County is also important for ensuring good planning and infrastructure coordination at the Town’s boundary areas. These are the places where the Town is directly connected to the region. The City and Town have collaborated on street improvements to the major connectors between Vinton and Roanoke. Meanwhile the County and Town have worked together on greenway investments that would help expand the regional network. It is important to note that while the Town is part of the Roanoke County, Vinton offers additional services and infrastructure beyond what Roanoke County offers.

Vinton strives to be a great neighbor and partner in regional efforts. This section of the Comprehensive Plan lays out an implementation strategy for continued partnership.

NEEDS AT A GLANCE

There are many issues discussed in regional forums, and they pertain to some of the top needs that have been highlighted in the Comprehensive Plan. Below are a few highlights of the Town’s needs that transcend its borders.

- **Comprehensive Regional Solutions for Homelessness** – The community survey in support of the Comprehensive Plan update identified a critical need for addressing homelessness. Working collaboratively with Roanoke County and City of Roanoke is needed to provide support to vulnerable populations.
- **Better Gateways to the Town** – Vinton could use better wayfinding to distinguish the Town from its surroundings. Better wayfinding will help orient people to Vinton.
- **Future Planning for Schools** – Collaboration with Roanoke County to address school capacity is a need.
- **Litter Management** – Collaboration with regional partners to address litter throughout the region, but especially along waterways, is needed.

More information about the Town’s needs can be found in Volume 2 – the Community Story.

BIG MOVES FOR CONNECTED & COLLABORATIVE WITH THE REGION



The Town has several key gateways from the City of Roanoke and Roanoke County including Gus Nicks Boulevard, Walnut Avenue, Virginia Avenue, Washington Avenue, and Hardy Road. The Town is looking to improve these gateways so there is a clear transition and sense of arrival into the Town. Gateway improvements will create a welcoming entry to the Town and showcase the Town’s unique character within the broader region. Better gateways will also help create better connections with the Town’s neighbors.



Mural concept for the railroad bridge over Walnut Avenue.

BIG MOVE - GATEWAY IMPROVEMENTS



Gateway improvements help define where the Town boundary begins, fostering a stronger sense of arrival, connection and collaboration with the surrounding region. Helping people orient themselves and recognizing they've entered a new place is important. The region has many unique communities, and Vinton seeks to distinguish itself as its own welcoming place. This action requires collaboration because investments the Town makes along its boundary area can affect its neighbors and should be made in close coordination with the City of Roanoke and Roanoke County. The improvements envisioned by the Town include gateway murals on the railroad bridges over Walnut Avenue and Virginia Avenue, better wayfinding signage to help people find popular destinations such as downtown, better landscaping, and in the long-run moving utilities underground.

Near-Term (5 years or less)

- Work with Norfolk Southern to implement **gateway murals**, including on the railroad bridge over Virginia and Walnut Avenue.

Mid-Term (10 years or less)

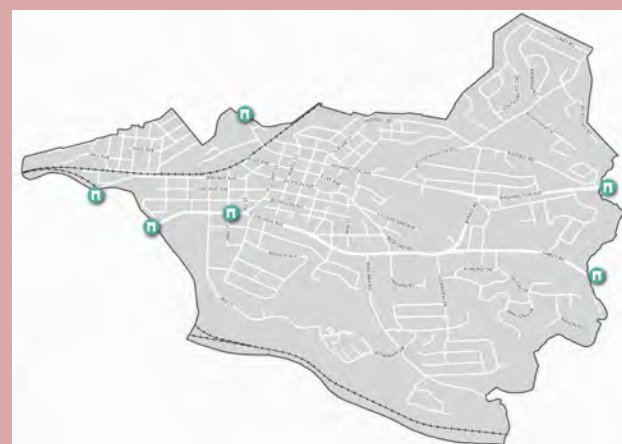
- Improve **wayfinding signage and landscaping** at key gateways.

Long-Term (10 years and beyond)

- Seek funding to **move utilities underground along key corridors**, with a priority on Virginia Avenue and Walnut Avenue from the City of Roanoke line to downtown.
- Support through the Roanoke Valley Transportation Planning Organization **multimodal improvements along the corridors connecting Vinton with Downtown Roanoke**, including Campbell Avenue SE, Dale Avenue, and the Jamison Avenue SE and Bullitt Avenue SE one-way pairs in the City.



Gateway mural concept for the Dale Ave and W Virginia Ave bridge



Map of key gateways to the Town of Vinton





ACTIONS FOR CONNECTED AND COLLABORATIVE WITH THE REGION

The following pages contain the comprehensive set of actions for achieving the goals of the ‘Connected and Collaborative with the Region’ vision principle.

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
1. Work with the City of Roanoke to improve connections between Downtown Vinton and Downtown Roanoke.	1.1 Policy Action: Support through the Roanoke Valley Transportation Planning Organization multimodal improvements along the corridors connecting Vinton with Downtown Roanoke, including Campbell Avenue SE, Dale Avenue, and the Jamison Avenue SE and Bullitt Avenue SE one-way pairs.	\$	Roanoke Valley TPO Transportation Improvement Program	Beyond 5 Years	Roanoke Valley Transportation Planning Organization, City of Roanoke, Virginia Department of Transportation
	1.2 Investment Action: Collaborate with the City of Roanoke to build out the proposed greenway network along Tinker Creek and Lick Run.	\$	Roanoke Valley TPO Transportation Improvement Program; VDOT Transportation Alternatives Regional Surface Transportation Program	Beyond 5 Years	Roanoke Valley Transportation Planning Organization, City of Roanoke, Virginia Department of Transportation
2. Work with other jurisdictions in the region to reduce the number of people who are homeless.	2.1 Policy Action: Continue support and participation in regional collaboration bodies, such as the RVARC, on issues such as reducing the number of people that are homeless.	\$\$	Town & Roanoke Valley-Alleghany Regional Commission	Ongoing	All local governments in the region, Roanoke Valley-Alleghany Regional Commission
3. Work with other jurisdictions in the region to improve water quality in the Roanoke River and its tributaries.	3.1 Policy Action: Bring awareness to water quality by participating in the regional effort to expand the Roanoke River Blueway and other opportunities that connect people to local water bodies.	\$\$	Virginia DCR Land & Water Conservation Fund	First 5 Years	Roanoke Valley-Alleghany Regional Commission, Roanoke River Blueway
	3.2 Investment Action: Work with Roanoke County and the City of Roanoke on joint streambank restoration projects along Glade Creek, Tinker Creek, and Wolf Creek.	\$\$	VDEQ Stormwater Local Assistance Fund, Virginia Environmental Endowment	Beyond 5 Years	Virginia Department of Environmental Quality, Virginia Environmental Endowment, City of Roanoke, Roanoke County, Roanoke River Blueway



ACTIONS FOR
CONNECTED AND
COLLABORATIVE
WITH THE REGION

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
3. Work with other jurisdictions in the region to improve water quality in the Roanoke River and its tributaries.	3.3 Investment Action: Work with Roanoke County and the City of Roanoke on an initiative to reduce the amount of litter within public rights-of-way, the greenway system, and waterways.	\$\$	VDEQ Litter Prevention & Recycling Grants	First 5 Years	Virginia Department of Environmental Quality, Clean Valley Council, City of Roanoke, Roanoke County, Roanoke River Blueway, Pathfinders for Greenways
	4.1 Policy Action: Work with the City of Roanoke and Roanoke County to coordinate street improvements and ensure continuity of the street design where Town/County and Town/City meet.	\$	Town, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, City of Roanoke	Ongoing	Roanoke Valley Transportation Planning Organization, City of Roanoke, Virginia Department of Transportation
	4.2 Investment Action: Coordinate with the City of Roanoke to install buffered bike lanes or a cycle track along Gus Nicks Boulevard and Washington Avenue.	\$\$\$	Virginia DCR Recreational Trails Program, VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program	Beyond 5 Years	Downtown business community, bike & pedestrian advocates, Pathfinders for Greenways, Virginia Department of Transportation, Virginia Department of Conservation & Recreation, Roanoke Valley-Alleghany Regional Commission
	4.3 Investment Action: Coordinate with Roanoke County to install bicycle lanes or a share-use path along Hardy Road to directly connect the Town with the Blue Ridge Parkway and Explore Park.	\$\$\$	VDOT Transportation Alternatives Regional Surface Transportation Program & Highway Safety Improvement Program, Safe Streets & Roads for All Implementation Grant	Beyond 5 Years	Virginia Department of Transportation; Roanoke County; Roanoke County Parks, Recreation, & Tourism; National Park Service



ACTIONS FOR
CONNECTED AND
COLLABORATIVE
WITH THE REGION

GOALS	ACTIONS	COST	POTENTIAL FUNDING SOURCES	TIMEFRAME	PARTNERS
5. Collaborate with the City of Roanoke, Roanoke County, and Norfolk Southern in providing welcoming gateways to the Town.	5.1 Investment Action: Work with the City of Roanoke, Roanoke County, and Norfolk Southern to implement gateway murals, including on the railroad bridge over Virginia and Walnut Avenue.	\$\$	Town	First 5 Years	Local artists & arts organizations, Norfolk Southern Railroad
	5.2 Investment Action: Seek funding to move utilities underground along key corridors, with a priority on Virginia Avenue and Walnut Avenue from the City of Roanoke line to downtown and corridors adjacent to the downtown.	\$\$\$	Virginia Department of Energy	Beyond 5 Years	Virginia Tech Department of Civil & Environmental Engineering (research on technologies for underground utilities), Virginia Department of Energy, Appalachian Power

COMPREHENSIVE PLAN ORDINANCE

ORDINANCE NO. 1069

AT A REGULAR MEETING OF THE VINTON TOWN COUNCIL HELD ON TUESDAY, JULY 15, 2025, AT 6:00 PM IN THE COUNCIL CHAMBERS OF THE VINTON MUNICIPAL BUILDING, 311 SOUTH POLLARD STREET, VINTON, VIRGINIA 24179.

AN ORDINANCE repealing in its entirety the 2004 Town of Vinton Comprehensive Plan, adopted on September 7, 2004, by Ordinance No. 806, and adopting by reference *The Comprehensive Plan: Vinton 2050 – Volume 1 and Volume 2*.

WHEREAS, a Comprehensive Plan is a vital tool for communities to strategically plan for the future, address challenges, seize opportunities, and provide a structured framework to guide Town Council decision-making, resource allocation, and community development; and

WHEREAS, Section 15.2-2229 of the Code of Virginia, as amended, authorizes the Planning Commission to prepare and recommend amendments to the Comprehensive Plan upon the direction from the Town Council; and

WHEREAS, in April 2024, the Town of Vinton awarded a contract to 3TP Ventures to assist in the update of the Town’s Comprehensive Plan, last adopted in 2004 and which was reviewed and amended every five years by incorporating pertinent local and regional plans by reference; and

WHEREAS, 3TP Ventures, along with their subconsultants, New Paradigm Planning, and Line and Grade Civil Engineering, have collaborated with Town staff in Planning and Zoning and Administration, as well as members of Town Council, the Planning Commission, and an Advisory Committee to develop the updated Comprehensive Plan; and

WHEREAS, the updated plan is titled *The Comprehensive Plan: Vinton 2050 – Volume 1 and Volume 2* (“*Vinton 2050*”), envisioning the future of the Town through the year 2050; and

WHEREAS, *Vinton 2050* is a community-driven blueprint for the Town’s future, developed through 13 months of extensive engagement with residents, local businesses, high school students, environmental groups, builders, neighboring jurisdictions, and other stakeholders; and

WHEREAS, public engagement played a critical role in the Plan’s development through community meetings, surveys, and dissemination of information via The Vinton Messenger, social media, and the Town’s website; and

WHEREAS, *Vinton 2050* addresses key areas including transportation, land use, parks and recreation, economic development, housing, and utilities, while also laying the foundation for future updates to the Town’s zoning and subdivision ordinances; and

WHEREAS, *Vinton 2050* documents were submitted via email to the Virginia Department of Transportation (VDOT) Salem District on May 28, 2025, for their review, and on July 7, 2025, the Town received a memorandum via email from the VDOT Salem District confirming that *Vinton*

2050 is consistent with the Commonwealth Transportation Board’s (CTB) Statewide Transportation Plan, the Six-Year Improvement Program (SYIP), and the locations of routes approved by the CTB; and

WHEREAS, the *Vinton 2050* webpage was created on the Town’s website in April 2024 and the draft plan documents have been publicly accessible on the Town’s website at <https://www.vintonva.gov/537/Comprehensive-Plan---Vinton-2050>; and

WHEREAS, on June 3, 2025, the Vinton Planning Commission and the Vinton Town Council held a joint work session with the consulting team to review the final draft of *Vinton 2050*; and

WHEREAS, pursuant to the provisions of Section 15.2-2204 of the Code of Virginia, 1950, as amended, joint public hearings of the Vinton Planning Commission and Town Council were duly advertised in a local newspaper on June 30, 2025, and July 7, 2025; and

WHEREAS, on July 15, 2025, during said joint public hearings, the Vinton Planning Commission voted unanimously to recommend that Town Council repeal the 2004 Comprehensive Plan in its entirety and adopt *Vinton 2050* by reference; and

WHEREAS, on the same date, the Vinton Town Council voted unanimously to accept the Planning Commission’s recommendation and to adopt *Vinton 2050* by reference.

NOW, THEREFORE, BE IT ORDAINED by the Council of the Town of Vinton, Virginia, that:

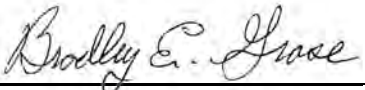
1. Ordinance No. 806, adopted on September 7, 2004, establishing the 2004–2024 Town of Vinton Comprehensive Plan, is hereby repealed in its entirety; and
2. *The Comprehensive Plan: Vinton 2050 – Volume 1 and Volume 2* is hereby adopted by reference as the official Comprehensive Plan for the Town of Vinton.

This ordinance shall take effect immediately upon adoption.

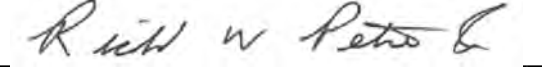
This Ordinance adopted on motion by Council Member Liles seconded by Council Member McCarty, with the following votes recorded:

AYES: K. Liles, S. McCarty, M. Stovall, L. Mullins, B. Grose
NAYS: None

APPROVED:


Bradley E. Grose, Mayor

ATTEST:


Richard W. Peters, Jr., Town Clerk