



Greater Deyerle

NEIGHBORHOOD
PLAN

Adopted by City Council
August 21, 2006

ROANOKE
VIRGINIA



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**Planning Building &
Economic Development**

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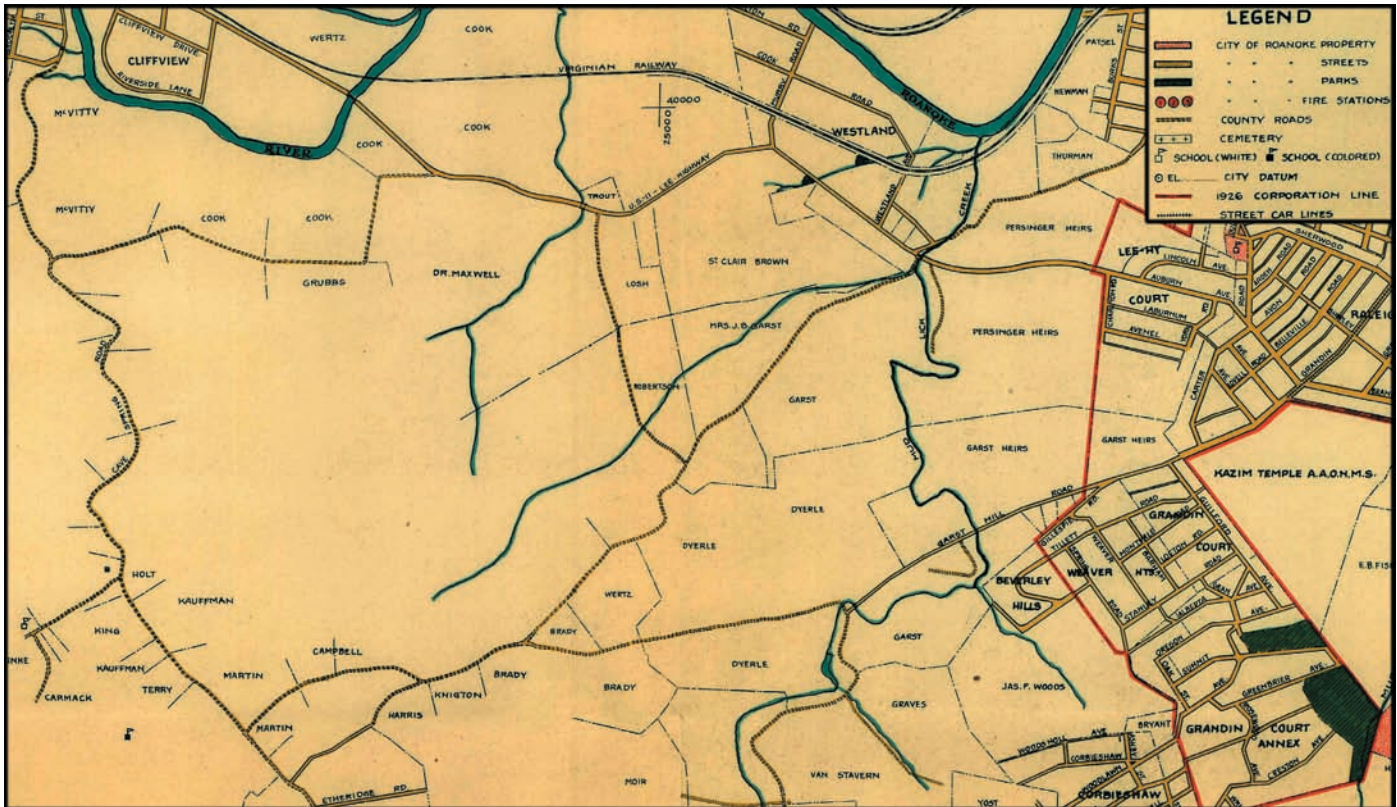
Introduction

The Greater Deyerle neighborhood is located in the southwestern portion of the City of Roanoke adjacent to the City of Salem and Roanoke County. It is bounded by Brandon Avenue, Electric Road (US 419), and Grandin Road. The neighborhood is south of the Lewis-Gale Medical Center and Hospital.

The Greater Deyerle neighborhood encompasses numerous subdivisions and areas that in the past were referred to as neighborhoods unto themselves. As the area has grown from development, both within and on the outskirts of these boundaries, common characteristics and issues have brought the community together, as reflected by the representation of the Greater Deyerle Neighborhood Association (GDNA). Due to its proximity, this plan also includes a commercial and industrial district north of Brandon Avenue, which is not within the boundaries of the GDNA.

Greater Deyerle is approximately 2.5 square miles in size and has a rolling topography with numerous small lakes, green space, streams, and pasture land. It has a population of 3,810 people and a lower population density than that of most Roanoke neighborhoods. The area is largely residential, with well-maintained homes on large lots of land. Over the last 50 years, Greater Deyerle has gradually transitioned from a sparsely populated rural area to a low-density suburban community surrounded by commercial development on its edges. Residents of the area take pride in the high quality of life of their neighborhood, and have concerns about potential negative effects of higher density residential and commercial development.





1928 Map of Greater Deyerle area prior to annexation

History

The first settlements in the region began in the early 1700s with German and Scots-Irish immigration from Pennsylvania. Significant land development and population growth began in the early 1800s with the establishment of mills and farms. The Roanoke Valley region attracted farmers that developed diverse agricultural cash crops such as hemp, wheat, corn, and other grains. Livestock was also important. Commercial growth however, was slow because of a lack of navigable waterways and major streets. But by the 1840s turnpike roads began being constructed and Roanoke County had been formed from Botetourt County in 1838. In 1852, the extension of the Virginia and Tennessee Railroad into Big Lick solidified the region's growing economy.

This important transition time in the history of Roanoke is best represented by the local farmer and builder Benjamin Deyerle (1806-1883). Deyerle, the grandson of German immigrant Peter Deyerle, was a large-scale farmer with tracts of land in Roanoke County (specifically the Greater Deyerle neighborhood) and Franklin County where he raised wheat, corn, tobacco, and cattle. He also operated a prosperous mill, a general store, and a large whiskey

distillery. Mostly known as a builder, Deyerle himself was credited with constructing some of the finest homes in the Roanoke Valley. Two of these significant properties are listed on the National Register of Historic Places and are located in the Greater Deyerle neighborhood: Lone Oaks, which was his home, and the plantation home Belle Aire. However, recent documentation by local architectural historian Michael J. Pulice, confirms that Benjamin actually worked closely with his half-brother Joseph Deyerle on many of the buildings and used their large workforce of adult and adolescent male slaves. Benjamin and Joseph relied heavily on Charles Lewis, a skilled bricklayer, whom they had bought in Richmond, VA. In a later letter, Charles's son Peyton M. Lewis (also a former Deyerle slave) described his father as "a great distiller of whiskey and a great brick molder and layer who laid the bricks in the houses of Benjamin Deyerle...and many others in Roanoke..." Pulice also noted that Benjamin was described as "literate, well-mannered, honest, and punctual."



Lone Oaks property entrance

The building career of Benjamin Deyerle spanned from 1845 until 1866, and like many of the more prominent dwellings built in the valley at the time, they were constructed in the Greek Revival style. They were of brick, with two-stories and low-pitched hip roofs, and accented with decorative treatments derived from Boston architect Asher Benjamin's popular pattern books. Lone Oaks (also known as Winsmere), a spacious plantation house built along Mud Lick Creek (Grandin Road), is one of the best examples of the Greek Revival style found in Roanoke. Built in 1850 on a tract known as Mud Lick, which included Deyerle's mill, Lone Oaks replaced Deyerle's former log house. Four brick outbuildings were built on the site at the same time and included two-story quarters with kitchen, a storehouse, a kiln, and a spring-house located over the creek.



Belle Aire House

Belle Aire, the other Deyerle house in the neighborhood listed on the National Register, was erected in 1849 for Madison Pitzer (1799-1861) and his wife Margaret. Belle Aire, located on what is now Belle Aire Circle, was constructed on a knoll overlooking Pitzer's 1,600-acre tract that spanned to the south bank of the Roanoke River. Pitzer prospered with wheat and tobacco production but further capitalized when the James River & Kanawha Canal opened to Buchanan in 1851 and with the building of the Virginia Railroad in 1852. These new transportation routes provided easier access for his crops into a broader European market. The imposing Greek Revival manor house reflected his wealth, and its classical detailing denotes the heavy influence of Asher Benjamin and his popular pattern book, *The Practical House Carpenter* (1830). These details were used by Gustavus Sedon (1820-1893), a talented local carpenter, who worked for Benjamin and Joseph, and who played a major role in Belle Aire's design.

Sedon, a German immigrant, settled in Roanoke County by 1850, and married Catherine Statler in 1851. In 1852, he built his own two-story brick

home, Boxwood Summit, on what is now Bruceton Road. The house was built in the Greek Revival style using his hand-carved mantels and handmade furniture, and remains in good condition today. His woodworking skills are evident on some of the finest buildings in the Valley, including some at Hollins College. Like many men of the time, Seldon also dealt in groceries and farm produce.



Existing farm along Grandin Road

During the 19th Century, Roanoke County remained agrarian, while Salem and Big Lick diversified with a base of goods and services. Although the building of the Shenandoah Railroad in 1881 increased the economic base of the valley, the most important economic activity at the turn of the 20th Century was still agriculture. Significant additional development did not occur until the early 1900s when automobile ownership made the area more accessible, at which time the number of operating farms also began to decline. In Roanoke County, many men quit full-time farming to take jobs in industry.

Remnants of several large farms remain in the neighborhood from between the 1880s and World War II, as well as some good examples of architecture. Some architectural examples include an elaborate Queen Anne farmhouse, a large brick American Foursquare, and a unique Colonial Revival style dwelling with Craftsman influence. The neighborhood also includes an atypical, circa 1930s, vertically constructed log cottage.

Following World War II, a real building boom began. Most of the houses in the neighborhood were built in post World War II subdivisions. Following this growth, the City of Roanoke annexed the Greater Deyerle Neighborhood in 1976 after requests from the neighborhood for City sewer and water service.

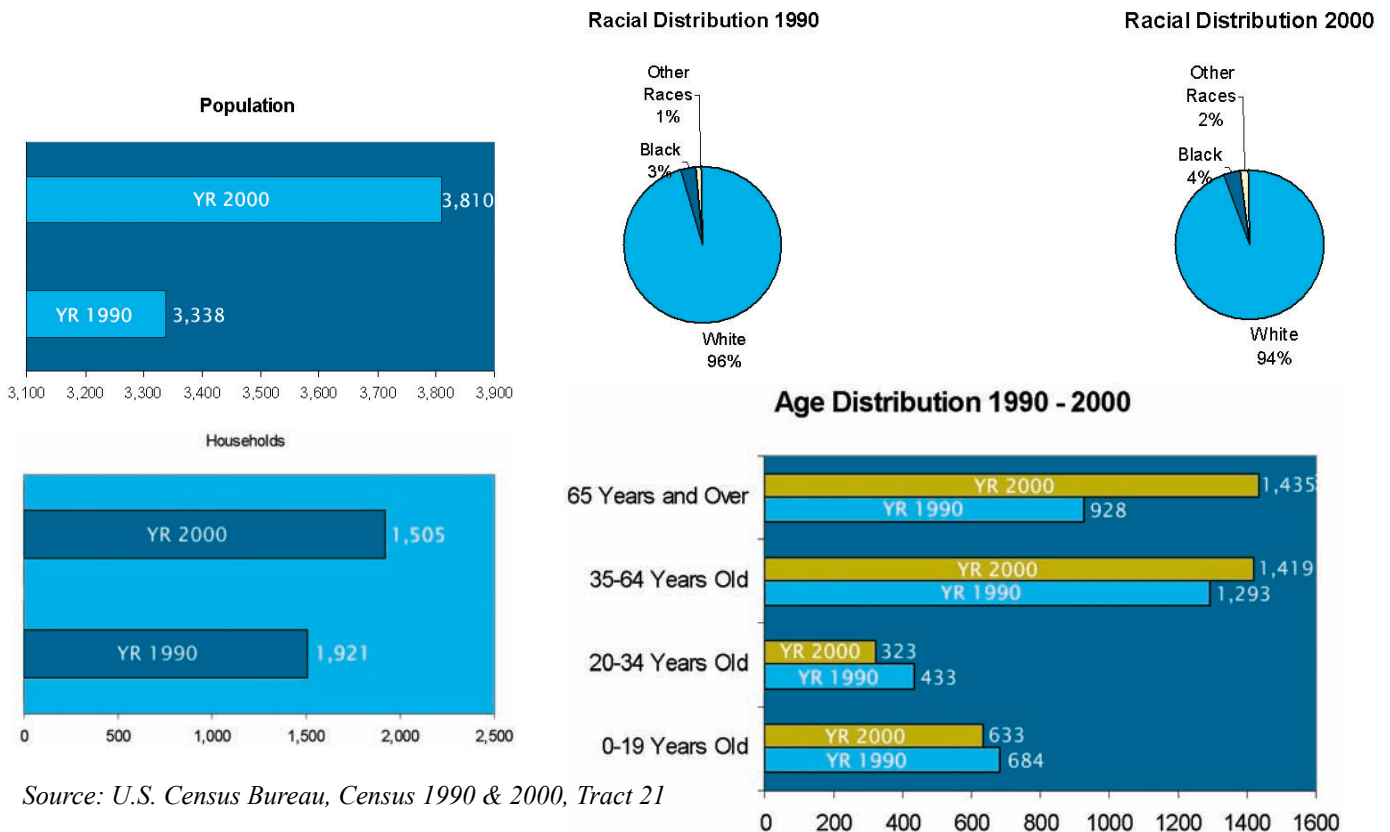
Concerning other significant historic properties, Greater Deyerle contains two identified archaeological sites. Site 44RN28, adjacent to Mud Lick Creek is a significant site because of its length of occupation, from prehistoric times to the early 18th Century. Site 44RN29 is located adjacent to Grandin Road and was occupied between 1500 B.C. and 1600 B.C. This site has been partially destroyed and both sites warrant further investigation. Additionally, while some individual houses appear eligible for listing on the National Register, there are no potential historic districts within the Greater Deyerle neighborhood.

Neighborhood Planning

Since 1990 the population of Greater Deyerle increased 14%, from 3,338 people to 3,810 in 2000, with racial diversity increasing at a proportionally high rate, though increases are low in terms of actual numbers. The charts below show two factors that have impacted the neighborhood’s demographic makeup in recent years: household size and the number of older residents.

The number of households has increased at a rate of twice that of the population increase. This illustrates a Citywide and national trend of smaller households. With smaller household sizes, the overall population may not increase as much, but the demand for public services and impact on the environment can increase substantially.

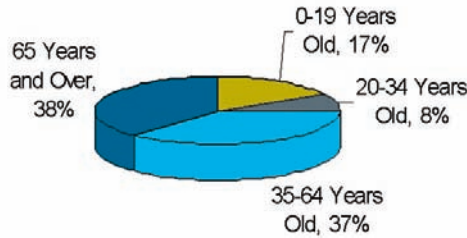
The neighborhood’s population is aging, with a notably high increase in the senior population. At the same time, the number of children and young adults has decreased. There are two obvious factors that may explain this trend. The rise in the senior population is partially attributable to long-term residents simply staying in the neighborhood and getting older. A major factor is the development and expansion of the Brandon Oaks retirement facility, which has added to the large increase of seniors.



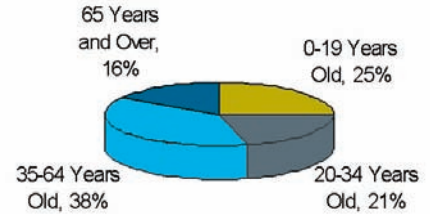
Source: U.S. Census Bureau, Census 1990 & 2000, Tract 21

The charts also suggest that the neighborhood is attracting more middle-aged and senior citizens than young adults. The charts on the following page shows the percentage of each age group relative to the neighborhood and the City as a whole. The categories of 19 and under and 65 and over, demonstrate a trend towards more old residents and fewer children than the rest of the City.

Neighborhood Age Distribution



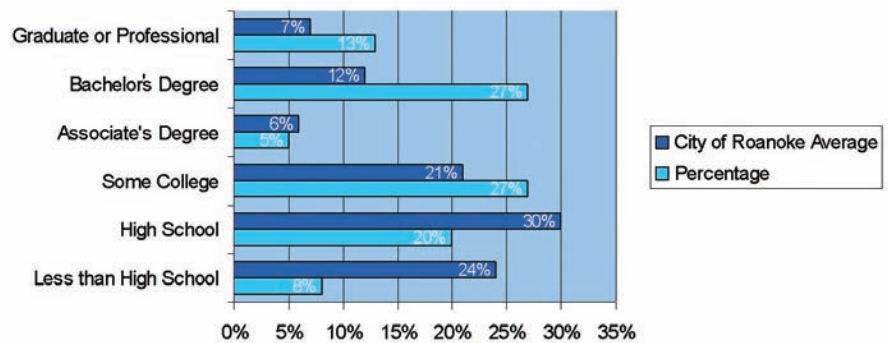
Citywide Age Distribution



Source: U.S. Census Bureau, Census 2000, Tract 21

Greater Deyerle has an educated population relative to the City. The chart below shows that 40% of the neighborhood’s residents over the age of 25 have a bachelor’s degree. In addition, the neighborhood has a very low percentage of residents with less than a high school education when compared to the City average.

Educational Attainment, 25 years of age and over



Source: U.S. Census Bureau, Census 1990 & 2000, Tract 21

Neighborhood Organization

The Greater Deyerle Neighborhood Association (GDNA) was formed in 1986, by a handful of concerned citizens and now has over 250 members. The association’s purpose is to address neighborhood issues such as housing, traffic, environmental quality, economic development, and historical and cultural resources. GDNA holds quarterly neighborhood meetings, publishes a quarterly newsletter, and is governed by an association board that is elected to annual terms by its membership. It currently has three committees on which members can serve, the nominating committee, the parks/greenway committee, and the traffic committee. There are also “area captains” that act as spokespersons for their section of the neighborhood, deliver newsletters, and hold area meetings when necessary.

High Priority Initiatives

Based on resident input and the staff's evaluation of conditions in Greater Deyerle, five items have been identified as the priority initiatives of this plan:

- Zoning:
 - 1) Maintain the existing general land use patterns, while giving greater consideration to specific zoning changes per the recommendations of this plan.
 - 2) Maintain the current residential zoning on Keagy Road.
- Residential Development: Promote the development of housing clusters where possible to provide housing and preserve green space.
- Transportation: Maintain the residential character of the neighborhood's streets.
- Stormwater Management: Identify and complete the most vital stormwater projects in the neighborhood. This is the highest capital improvement priority of this plan.
- Pedestrian Amenities: Provide a network of pedestrian improvements to link residents with the edges of the neighborhood. Consider on-street facilities, such as sidewalks, and off-street facilities, such as greenways or trails.
- Public Park Facilities: Evaluate the potential for a public park in the neighborhood.

Plan Elements

Discussion in this plan is organized into six major Plan Elements:

- Community Design
- Residential Development
- Economic Development
- Transportation
- Public Services & Facilities
- Quality of Life

The Community Design element looks at physical design features and land use patterns. Residential Development addresses existing and new housing opportunities. Economic Development deals with commercial and industrial development in the neighborhood. The Transportation element evaluates vehicular and pedestrian transportation systems. The Public Services & Facilities element assesses Fire/EMS, police, libraries, schools, and utility systems. Finally, the Quality of Life element addresses recreational opportunities, historic resources, environmental issues, and community involvement. Each plan element contains information about current conditions and issues.

Community Design

Physical Layout

Over the course of the neighborhood's development, the area has undergone a gradual transition from a rural to a suburban landscape. Suburban development is characterized by an orientation to the automobile, wide streets that enable higher traffic speeds, subdivisions of large single-family houses with large front, back, and side yards, and shopping centers and strip commercial establishments with large parking lots in front. While Greater Deyerle doesn't exhibit all of the aforementioned traits in textbook fashion, its form and function are that of a suburban neighborhood.

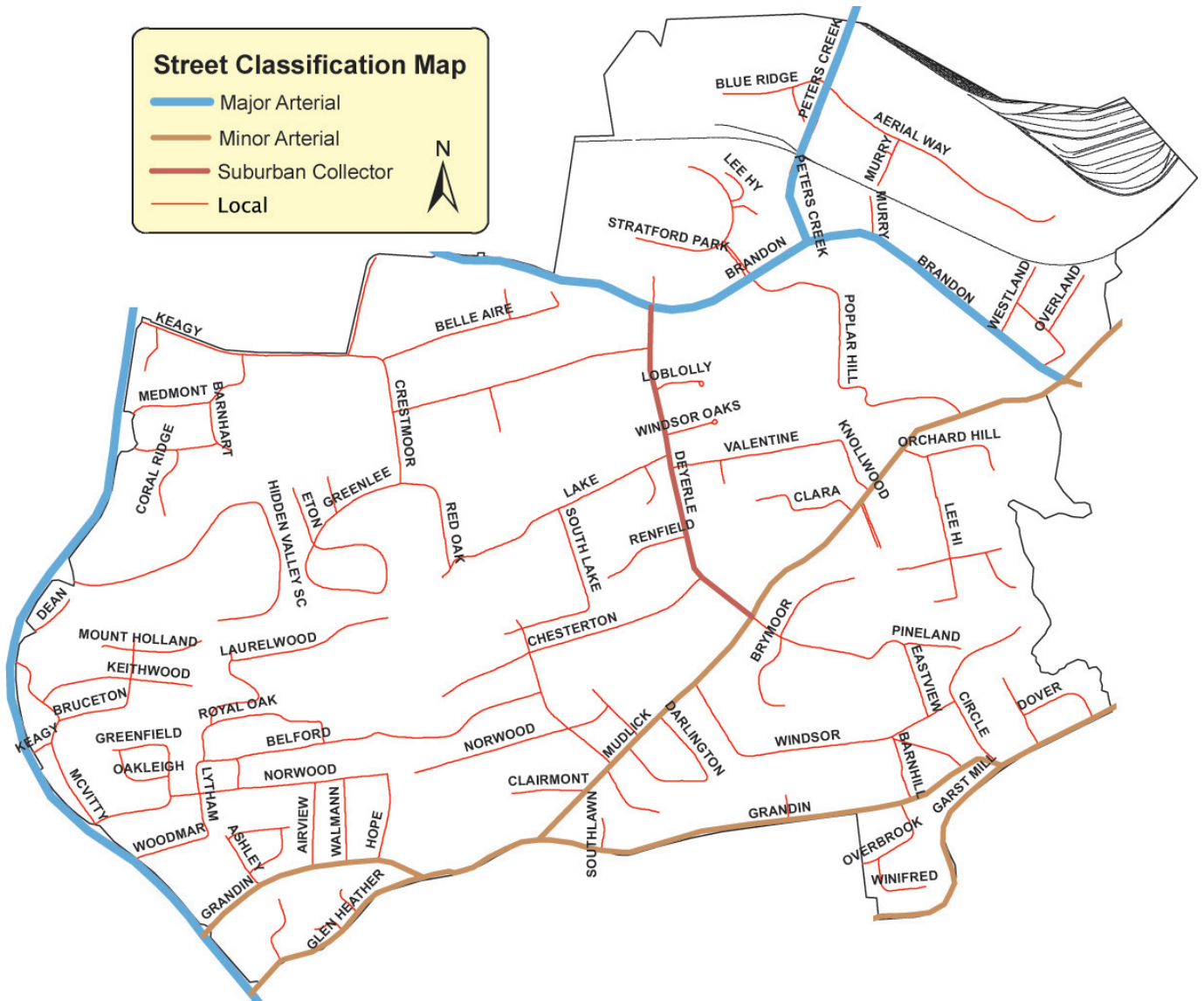
Development increased slowly but steadily since the area was annexed by the City. However, most of the neighborhood predates annexation. While the neighborhood has grown steadily, it still has one of the lowest populations of any in the City. The majority of development occurred after World War II. Almost 92% of the structures in the area were built after 1945, with the 1950s experiencing the greatest building boom. When the City annexed Greater Deyerle in 1976, the neighborhood was well established with a few large-lot farms with houses and several single-family subdivisions.

Architectural styles vary by subdivision, by and large corresponding to their respective era. This is evidenced by the high number of single-story and split-level houses. Out of 1,259 single-family houses in Greater Deyerle, 59% (742) are listed as single-story structures, while only 19% (238) have two stories. Greater Deyerle experienced building spurts in various periods of the 20th Century, and the diversity of housing styles found in the neighborhood reflects the evolution of American home building since the late 1800s. Accordingly, modern styles that emerged during the post-World War II era are the most prominent. These include Minimal Traditional, Ranch, Split-level and Contemporary. Other styles found in the neighborhood include Colonial Revival, Gable-front (Greek Revival/Folk), Neocolonial, Tudor, and Georgian.

The undulating terrain contributes to the rural character that many residents have cited as one of the greatest attributes of the area. The majority of the residential streets do not have a defined shoulder, curb, gutter or sidewalk. Drainage ditches are found on many streets as a means of channeling stormwater. Several newer subdivisions have curb and gutter per the requirements of the subdivision ordinance.

The street pattern is defined by rural arterial streets and suburban neighborhood streets, with quite a few cul-de-sacs and dead ends.

Most of the older residential streets are narrow—between 20–25 feet in width—while more recently developed residential streets are between 30–35



feet wide. Most, if not all, houses have driveways and parking areas accessible from the street, as there are no alleys in the neighborhood for rear access.

Four arterial streets serve the neighborhood, Brandon Avenue, Electric (US Route 419), Mud Lick and Grandin Roads. Three of these, Brandon Avenue, Electric (US Route 419), and Grandin Roads are on the edges of the area. Brandon Avenue is the northern border of the neighborhood’s residential core. It is a four-lane commercial corridor on US Route 11 that links Roanoke with the City of Salem where it becomes Apperson Drive. It was widened to four lanes in the mid 1990s. The section of Grandin Road commonly referred to as Grandin Road Extension, is the southern border of the neighborhood and is a winding two-lane street that connects the Raleigh Court and Grandin Court neighborhoods to Electric Road.

Electric Road is a heavily traveled four-lane highway. It is the dividing line between the City and Roanoke County on the western edge of the neighborhood. It is part of Route 419, which serves as the Roanoke Valley's 'beltway,' providing a semi-circle from north to south around the western edges of the City. Mud Lick Road is the main arterial street within the neighborhood, connecting Brandon Avenue and Grandin Road. Like Grandin Road, it is a winding two-lane street that was designed to serve a rural area. It has several hills and turns which limit peripheral views for drivers as they approach them.

Overall, Greater Deyerle is not conducive to pedestrian movement - a point cited by many neighborhood residents in a survey conducted by the Greater Deyerle Neighborhood Association. The vast majority of the streets were not only built without curb, gutter and sidewalk, but would also pose challenges and great expense to retrofit such improvements today, due to their grade and the prevalence of drainage ditches. While the lack of sidewalks poses some inconvenience and a safety hazard to pedestrians, at the same time the design of the streets has helped preserve the rural character of the neighborhood by keeping pavement width to a minimum and following along the natural terrain. Wider or more level-graded streets would disturb the environment more and encourage higher traffic speeds.

The design of streets is typically the most pivotal aspect in defining a neighborhood's development pattern and character. Adding curb, gutter and sidewalk to rural streets requires development of additional right-of-way and thus impacts the adjoining properties both aesthetically and environmentally.

A crucial recommendation of this plan is to focus pedestrian improvements in off-street facilities, such as trails and greenways. Off-street pedestrian facilities will be less expensive than curb, gutter and sidewalk, and will not increase stormwater runoff or alter the character of the neighborhood's streets.



Three-dimensional view of Greater Deyerle looking southwest

Zoning and Land Use

The core of the area is a single-family residential neighborhood, with commercial and multifamily development on the edges. Brandon Avenue and Electric Road are both four-lane commercial corridors that border the neighborhood and offer a variety of services.

The concentration of single-family houses is as high as any neighborhood in the City, and has long been cited as its foremost attribute. Commercial development on the fringes of the area has sparked opposition from the GDNA and neighborhood residents in recent years.

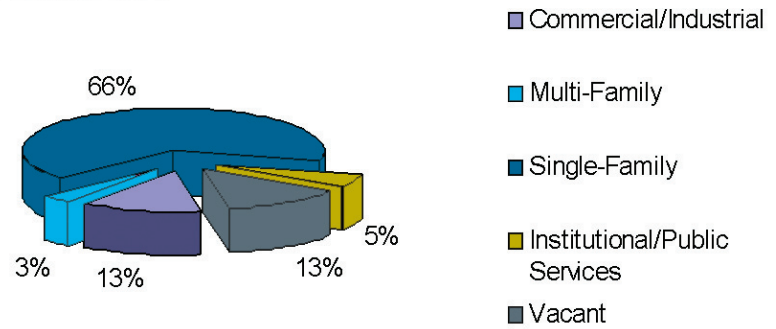
Most of the neighborhood south of Brandon Avenue is zoned R-7 or R-12, Residential Single-Family District. The minimum lot size for these properties is 7,000 or 12,000 square feet, respectively as defined by the City's zoning ordinance.

In December of 2005 Roanoke adopted a new zoning ordinance. The new ordinance has enhanced development standards over the previous one with respect to landscaping, parking and lighting. Some new districts were created, yet most are comparable to the previous districts in terms of permitted land uses. As the zoning and land-use maps illustrate, the 2005 zoning map essentially reinforced existing land use patterns.



New housing along Hidden Oak Road

Existing Land Use



Source: City of Roanoke, Department of Real Estate Valuation



Existing house on Chesterton Street



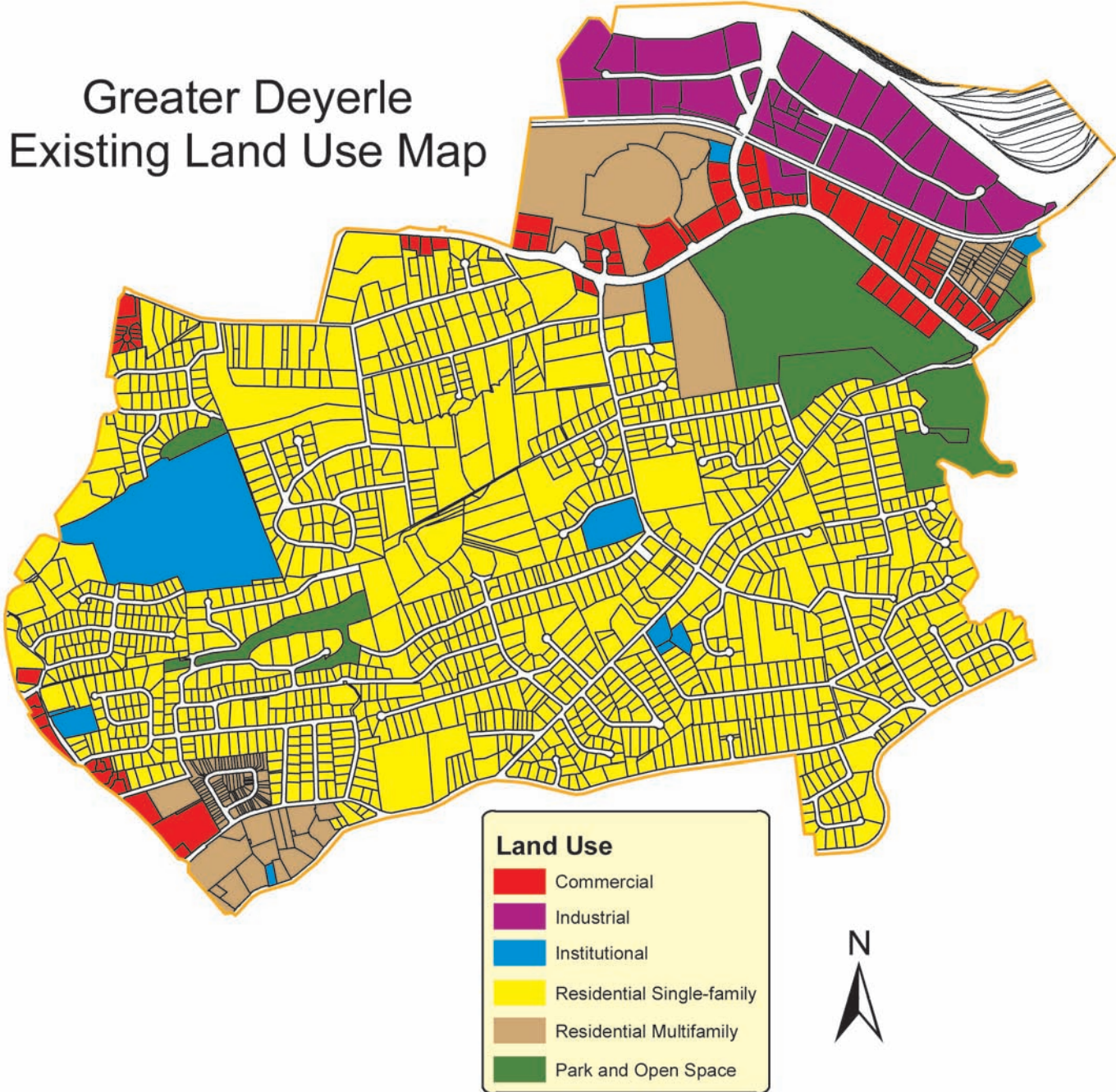
Existing gas station at Brandon and Edgewood

Most of the existing commercial development in the area is of a suburban design with little regard for pedestrian access and landscaping to reduce storm water runoff. The suburban development pattern of the area was encouraged by past market trends and zoning policies, which required a large number of parking spaces, small lot coverage ratios, and large setbacks from streets. This type of development resulted in unused pavement and buildings on lots with large amounts of unused land. The development pattern of the area today still reflects this suburban orientation. While the new zoning ordinance provides the regulatory tools to address some of these issues, it is likely that the existing development in the area will remain for several more decades.

Over the years, as commercial development has crept further from downtown and the core of the city, once isolated neighborhoods are close to commercial establishments with signage and street lights. Greater Deyerle is one of many neighborhoods in the City with such development on its edges. While the vast majority of the houses in the area do not abut commercial development, commercial zoning districts need to be logically established and their boundaries maintained to prevent further encroachment upon residential areas. One of the primary objectives of this plan will be to identify such boundaries. At the same time, future land use issues need to be anticipated and addressed with provisions for enough flexibility to achieve optimal results for the City and the residents of Greater Deyerle.

The charts and figures on these and the following pages illustrate current land use and zoning designations. The table provides a more detailed breakdown on zoning in the neighborhood. The plan also incorporates a future land use map that identifies boundaries between residential and commercial areas of the neighborhood.

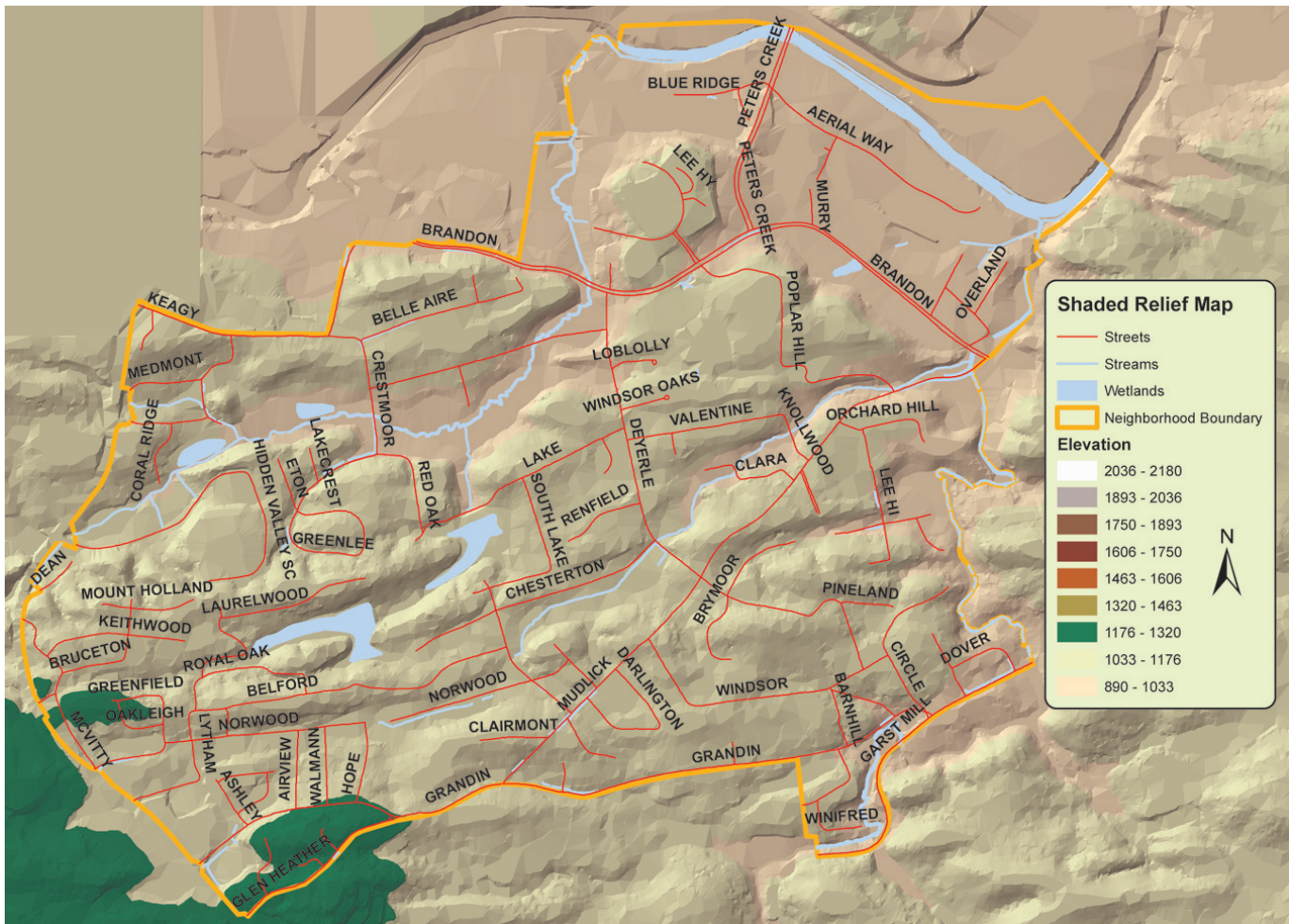
Greater Deyerle Existing Land Use Map



Existing Zoning in Greater Deyerle

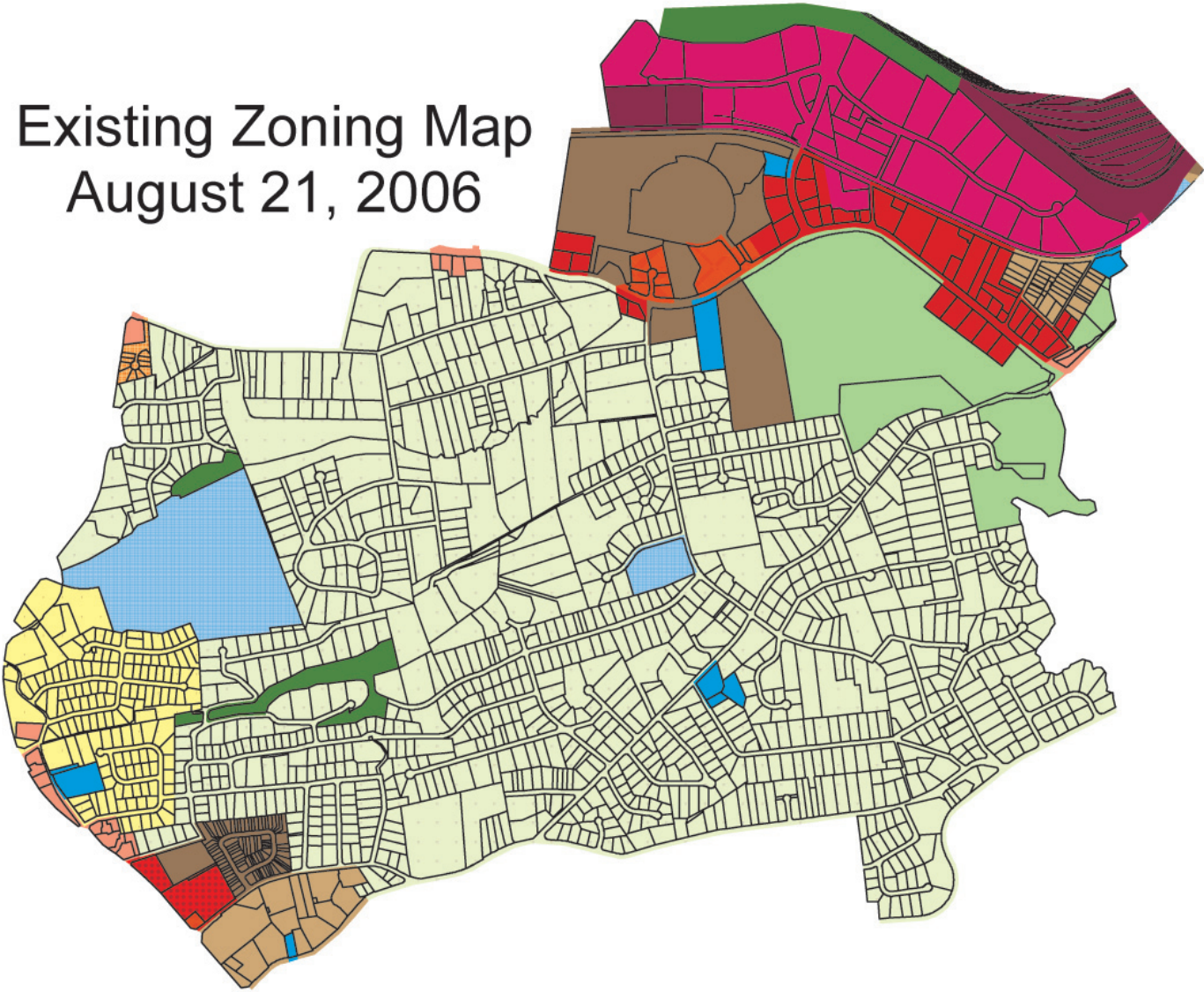
Zoning	# of Parcels	Acres	% of Neighborhood
RA, Residential-Agricultural	9	112	8%
R-12, Single-family 12,000 s.f. minimum lot size	1,151	881	61%
R-7, Single-family 7,000 s.f. minimum lot size	151	66	5%
RMF, RM-1, RM-2, Multifamily and Mixed Density	145	118	9%
CG, CN, CLS, Commercial	64	61	3%
I-1, I-2, Industrial	37	115	7%
MX, Mixed-Use	9	8	<1%
IN, Institutional	9	13	<1%
ROS, Recreation and Open Space	3	15	<1%
MXPUD, Mixed Use Planned Unit Development	11	3	<1%
INPUD, Institutional Planned Unit Development	2	47	3%
Total:	1,593	1,441	100%


Source: City of Roanoke, Department of Real Estate Valuation



Shaded Relief Map showing topography of the neighborhood

Existing Zoning Map August 21, 2006



- | | |
|--|--|
|  RA, Residential Agricultural District |  CG, Commercial-General District |
|  R-12, Residential Single-family District |  CLS, Commercial-Large Site District |
|  R-7, Residential Single-family District |  IN, Institutional District |
|  R-5, Residential Single-family District |  I-1, Light Industrial District |
|  RM-2, Residential Mixed Density District |  I-2, Heavy Industrial District |
|  RMF, Residential Multifamily District |  MXPUD, Mixed Planned Unit Development District |
|  MX, Mixed Use District |  INPUD, Institutional Planned Unit Development District |
|  CN, Commercial-Neighborhood District |  ROS, Recreation and Open Space District |

Residential Development



Existing house on Chesterton Street

Greater Deyerle has a stable housing stock. There are rarely any building code enforcement issues in the neighborhood, and homeownership is high among single-family homes. While the core of the neighborhood south of Brandon Avenue is predominantly single-family housing, there are five apartment complexes within the area plus Brandon Oaks, which is a retirement facility on Brandon Avenue. The apartments offer a diversity of housing choices to short-term residents and provide an affordable option for some who can't afford to buy a house in the area. Overall, homeowners in the area expressed pride in their homes, and would like to maintain the character of their neighborhoods.

The neighborhood was sparsely developed prior to World War II. All of the apartment complexes were built from 1950 to 2002. Over 91% of the single-family homes in this area were built after 1945, with great spurts in the 1950s and 1960s. Over 58% of the neighborhood's single-family houses were built between 1950 and 1975. Almost 30% of the neighborhood's single-family housing was built after the area was annexed into the City. Growth slowed from the mid-1970s to mid-1980s, before surging in the late 1980s. By 1991 housing development leveled off and has remained at a low but steady rate since.

Housing

	1990	2000	% Change	City of Roanoke % change
Occupied Housing Units	1,505	1,921	+22%	2%
Owner Occupied	1,029	1,268	+23%	2%
Renter Occupied	476	653	+37%	3%
Owner Occupancy Rate	68%	66%	-3%	-1%

Source: U.S. Census Bureau; 1990 Census, 2000 Census Summary File 1

Recent development has added to the City’s stock of higher end single-family housing. Residents did not voice many concerns with the appearance or upkeep of the housing in the neighborhood. However, new development over the last 10 years has drawn sharp criticism from many in the neighborhood, and there is overwhelming sentiment to halt or limit growth.



Existing house in Windsor Place Planned Unit Development

Greater Deyerle isn’t alone in its desire to prevent future growth. Many neighborhoods in the City would prefer to halt all growth, as do many across the country. However, localities must plan for future growth. Even as the City is losing population, it is gaining households as noted previously. This is a national trend, which coupled with the robust housing market and low interest rates, has increased the demand for housing across the nation. The housing market in Roanoke is not as dynamic as that of Virginia’s more populous regions, such as Northern Virginia and Tidewater, yet the Valley as a whole has enjoyed the recent housing boom.

Having a broad array of housing options is essential in order to attract young professionals and families. City Council adopted the Strategic Housing Plan in 2005 as a component of *Vision 2001-2020*. The plan’s main focus is to address the shortcomings of the City’s housing market by adding more middle-to high-end options. The City has long been the location of most of the Valley’s affordable housing. Yet, over the last 60 years the abundance of low-income and substandard housing units has not been matched in equal numbers by construction of mid- to higher-end units.



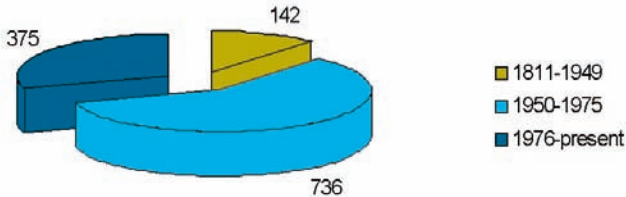
Existing house on Hidden Oak Road

Greater Deyerle is one of the few areas in the City that has experienced development of higher end housing. The recent update of the City’s zoning ordinance reaffirmed the City’s commitment to Greater Deyerle as a low-density, single-family neighborhood. Residents have long been adamant about retaining the neighborhood’s quiet, almost bucolic character. However, it would be inconsistent with *Vision 2001-2020* and short-sighted for this plan not to address the potential for growth in the neighborhood.

As noted previously, the City’s population growth is not on par with other localities in the Roanoke Valley. Botetourt and Roanoke Counties, and the City of Salem all experienced growth in the 1990s. The City has lost popu-

lation while gaining in the number of households. While the latter can be viewed as a positive, the former is of concern as the City is impacted by the region’s growth but doesn’t share in all of the benefits. The City is impacted positively by the presence of more consumers, but is impacted negatively by increases in traffic, and the exodus of City residents to the counties in the region affects the City’s tax base. Coupled with the high number of low-income housing units, these factors increase City expenditures exponentially in resources for Police, Code Enforcement, Social Services, and Transportation.

Single-family housing construction



It is imperative that future development maximizes the land without disturbing too much of the natural environment and positive attributes that the residents of Greater Deyerle have long cherished. Future development in the neighborhood can be accommodated while remaining sensitive to the existing neighborhood environment.

Multifamily Housing Construction



Residential Development Opportunities

There are some undeveloped parcels in the area; however, most belong to homeowners who have additional, adjoining lots. Department of Real Estate Valuation data lists 218 properties as vacant, defined by lack of a primary building. Most of the larger, vacant parcels are in the western side of the neighborhood and are under power lines that extend north to south across the neighborhood. Appalachian Electric Power (AEP) has a public utility easement under these lines that prohibits development. There are numerous other vacant parcels in the neighborhood, most of which are only big enough to accommodate single-family housing. In addition, several vacant parcels are lakes.

Over 80 acres of land along the south side of Brandon Avenue and Mud Lick Road are now occupied by two single-family homes. This property has been a farm since it was first developed (City real estate records date a house to 1910), and today is home to several horses. In the previous Greater Deyerle Neighborhood Plan this property is noted as “an area that is of concern to many residents.”

The plan states:

“The owners, who live on the property, have indicated a desire to maintain this use for long as it is economically feasible. However, if continuance of the farm is not possible, they have expressed a desire to consider a mixture of residential and office commercial uses for the property, recognizing that development compatibility, good design and adequate buffering of adjoining residences are important considerations.”



Entrance to the Ellet Farm

Since the original plan was adopted in 1990, this property is essentially unchanged. Both the use of the property, neighborhood, and owner sentiment remains the same. In the 2003 survey by the GDNA and in the public workshops, residents voiced their desire to see the area maintained as a farm or open space as it currently is.

The property is zoned RA, Residential-Agricultural District, which is the same designation it was zoned in the previous zoning ordinance. In the RA District, a minimum lot size of one acre is required for development of a single-family home. While in theory the property at present could be subdivided for the development of 80 single-family homes, several requirements of the City’s zoning and subdivision ordinances would ultimately lower that number slightly.

The subdivision ordinance requires that any newly subdivided parcel has access to a public right-of-way. While much of the property is accessible from Brandon Avenue and Mud Lick Road, a substantial portion of it is landlocked. To subdivide and develop this portion under its current RA zoning, the owners would be required to build and dedicate a public street. This would entail both a considerable expense and grading of some of the open space and trees.

This property has the greatest opportunity for future development, while at the same time is important to the neighborhood’s self-identity and serves as its gateway and buffer from the commercial development along Brandon Avenue. Since its zoning designation wasn’t changed with the adoption of the new zoning ordinance, its current use will remain intact until the owner of the property subdivides and develops it further, or petitions City Council to have the property rezoned. As previously noted, subdividing the land under its current zoning would be economically and environmentally challenging.

If the owner (current or future) should decide to develop this property, the optimal plan would be to rezone it to MXPUD, Mixed Use Planned Unit Development, and develop a housing cluster or a dense suburban style development that preserves open space and the natural features of the land.

Vision 2001-2020 encourages “housing clusters” on large sites. Housing clusters are market-rate developments that consist of a mixture of single-family, duplex, and townhouses. With most of the City’s parcels already developed, or ‘built out,’ vacant or underutilized land is at a premium. New

developments need to maximize the use of the land and preserve the natural environment as much as possible. Cluster development is ideal for large sites as it allows for greater densities while still maintaining some green space that benefits all residents.

Design features of housing clusters include:

- Traditional neighborhood design; houses should be oriented close to the street (less than 20 feet) and to each other. Houses have minimal setback distance from the street, and parking should be on-street, or to the rear or side of the house.
- Traditional neighborhood streets; pavement widths need only be between 22-30 feet, and lined with trees, curb, gutter and sidewalk.
- Green space; approximately 20% of the development should be preserved either as natural forest or a landscaped buffer.
- Stormwater management; retention or detention ponds should be incorporated into the development without detracting from the aesthetic quality of the natural environment.



Green Space along Royal Oak Drive

Housing cluster development is best done in the MXPUD zoning district. MXPUD zoning allows for a mixture of commercial and residential uses. In this case, any development should be heavily residential. The purpose of the MXPUD zoning is to provide design flexibility to encourage orderly development of large sites that maximize the land more than standard residential zoning categories. MXPUD developments tend to be denser than most single-family subdivisions and dedicate more of the land to open space or parks.



Windsor Place

In the case of the property on Brandon Avenue, careful attention would need to be paid to the topography of the site and the lake that lies beside Brandon Avenue. The central and western portions of the property are a knoll, with lower elevations on the northeast and southeast. To preserve the knoll and most of the open space, the site would likely be best developed along and off of the frontage of Mud Lick Road. This would allow some use of the existing private street, Poplar Hill Road.

Another potential design option for the property on Brandon Avenue would be to emulate the development of Riverside, Illinois. Riverside was designed by landscape architects Frederick Law Olmsted and Calvert Vaux, who designed New York City’s Central Park and countless other parks and developments.

Riverside, a suburb of Chicago, was designed with the intent of blending a suburban village with its natural environment and the urban environment nearby. Riverside is characterized by its curved streets and lack of perpendicular intersections, an emphasis on views of the surroundings, and landscaping planted strategically to create and enhance public spaces, while providing a variety of bright and shaded areas. While the property in question would be limited by its size in comparison to the development of Riverside, the same design principles would complement the Greater Deyerle neighborhood.

Across Mud Lick Road from the property previously described, there is another large RA-zoned parcel, currently identified as Official Tax Map Number 5050213. This property is over 23 acres. Currently the owners reside on an adjoining parcel and maintain a small farm on the property. It is bounded by Mud Lick Creek on the east and Mud Lick Road on the north, but also has frontage on Hubbard Road on its southern and western portions. Hubbard Road provides access to the owner's home, and would be a logical access point for future development, in addition to Mud Lick Road.

A large portion of this property is within the 100-year flood plain. Any development of this site should be done with little to no building in the flood plain. By clustering units on the western side of the property, the flood plain can be avoided and much of the green space retained.

With limited land resources, the City must encourage efficient development patterns that maximize the potential of the land. *Vision 2001-2020* discourages new suburban style development in favor of traditional urban development patterns. However, established neighborhoods can and should be maintained to retain a sense of their original character. A balance must be achieved which recognizes that future growth is inevitable and must be planned for, while retaining the neighborhood's character through careful attention to design of the natural and built environments.

It should be noted that the aforementioned properties will remain indefinitely in their current zoning designation. The Future Land Use Map, which serves as the basis for future zoning decisions, recommends these parcels remain in their current land use; residential/agricultural. The intent of this plan with regards to these properties is to plan for potential development, not to initiate any City action to affect them. Such action would need to be initiated by the property owners at their discretion.

Economic Development



Former Valley Rich Dairy building along Aerial Way Drive

While the Greater Deyerle neighborhood is a residential community, it is surrounded by commercial development. During the planning process of the first Greater Deyerle Neighborhood Plan, residents were adamant about protecting the neighborhood from commercial encroachment. As previously noted, residents remain steadfast in their desire to maintain the residential character of the neighborhood; however, residents also frequent the commercial services nearby. In a survey conducted by the Greater Deyerle Neighborhood Association, over half of the respondents listed nine commercial services they use in the nearby shopping areas.

The shopping areas near the neighborhood include Southwest Plaza, Ridgewood Farms, Oak Grove Plaza, and Apperson/Brandon Avenues. Most of these commercial services are in Salem or Roanoke County. The proximity of these establishments affects the neighborhood; however, the City doesn't have any regulatory authority over them since they are in different localities. The challenge of this plan is to improve and distinguish the commercially zoned properties in the neighborhood within the City, while taking into account the impact of the adjoining commercial areas. The commercial properties in the City are along Brandon Avenue and Electric Road. There is also some industrial development on the northern edge of the planning area on Blue Ridge and Aerial Way Drives.

Brandon Avenue

From the gateway to the neighborhood at Edgewood Road, west to the City corporate limits, Brandon Avenue is a four-lane street lined with strip commercial development, though development is primarily on the northern side. There are a wide variety of commercial services. Establishments include a gas station, a hardware store, an auto repair shop, an auto service shop, veterinarian, florist, restaurants, a car wash, two dry cleaners, various other retail businesses and professional offices.

At the time of the planning process, there were several vacant office and retail buildings. Several of them are large structures that could be redeveloped with small, light manufacturing uses. With the proximity to Lewis-Gale Hospital, medical offices and support services are ideal for some of these buildings.

There are also a few vacant lots in this section of Brandon Avenue that will likely draw considerable interest in the private market in the near future. Traffic counts on Brandon Avenue, while not too high for its capacity, give these properties great visibility. These properties are zoned CG, Commercial General, which allows for a wide variety of commercial uses.

Economic Impact of Lewis Gale Medical Center

The Lewis-Gale Medical Center is a 521 bed facility located on Electric Road in the City of Salem right along the corporate limits. It is just across Keagy Road from the Deyerle neighborhood. The medical center employs 1,509 people (as of the first quarter of 2004), making it the 11th largest employer in the Roanoke Valley region.

In 2005 a rezoning request was filed for a medical office on Keagy Road in Deyerle across from Lewis-Gale. The request was recommended to be denied by the Planning Commission, and subsequently denied by City Council. Concerns of the GDNA and a prior history of the neighborhood's opposition to additional commercial encroachment were factors in the public hearings.

Due to the potential for encroachment into this edge of the neighborhood, the future land use plan should clearly demarcate areas for commercial development that do not alter the neighborhood's current residential edges. At the same time, the City should promote a positive relationship with Lewis-Gale and its related services. Brandon Avenue offers several opportunities for redevelopment that are well suited to medical offices and support services. In addition, similar services in Roanoke County and Salem along Electric Road contribute to the overall vitality of the area.

Secondary Technology Zone

Vision 2001-2020 recommends the recruitment of "technology businesses." Recognizing that this is a growth industry and that the City's manufacturing base will not suffice long-term, attracting technology-related industries is a high priority for the City. Downtown is slated as the primary technology zone, while designating "key village centers as secondary technology zones."



Brandon Avenue/Edgewood Street Village Center

Such zones will be aided by tax incentives and various economic development assistance. The aforementioned properties on Brandon Avenue should be evaluated as potential sites for a secondary technology zone.

Brandon Avenue/ Edgewood Street Village Center

Vision 2001-2020 recommends the creation of village centers. Village centers are centers in neighborhoods containing a mixture of higher density residential and neighborhood commercial uses, e.g. convenience stores and restaurants. They serve as the focus of neighborhood activity, and provide nearby residents with shopping options without leaving their neighborhood.

Vision 2001-2020 identifies the Edgewood Street/Brandon Avenue area as a potential village center. The intersection of Edgewood Street and Brandon Avenue is busy and is a good central point for neighborhood commercial activity. While at present this area has some village center attributes, additional commercial establishments and streetscape improvements would enhance its identity and attract more people. Establishments have the potential to serve the surrounding neighborhood and at the same time reap the benefit of the steady flow of traffic on Brandon Avenue.

Streetscape improvements to this section of Brandon Avenue should be done in accordance with any future improvement projects. Any improvements to the village center should focus more on overall beautification than a change to the function of the street. Improvement strategies should address the following goals:

- Improve pedestrian safety.
- Minimize disruption of the existing neighborhood.
- Control vehicle speeds – ensure travel speeds that are appropriate for the street’s function and the character of adjacent development.
- Retain capacity to handle current and future volumes, while not inducing more traffic.
- Ensure other thoroughfares carry their “fair share” of traffic.

Electric Road

Electric Road has a great number of commercial establishments and professional offices. Several office complexes, a bank, a small theater, and a strip shopping center, Southwest Plaza, lie along the eastern (City) side of Electric Road at the southwestern edge of the neighborhood. Two other shopping centers, Oak Grove Plaza and Ridgewood Farms, are in Roanoke County and Salem, respectively.

The first phase of Southwest Plaza was built in 1974 facing Grandin Road, while an additional section was built in 1988 that faces Electric Road. The plaza abuts an apartment complex and a townhouse development. It is a standard shopping center for its era, with one-story buildings laid out horizontally across the rear of the parcel, fronted by a wide sidewalk and a large expanse of surface parking.

If this property is ever redeveloped in the future, it should be a mixed-use complex of office, retail and residential that maximizes the footprint of the site by building additional stories and accommodating more services. This site could serve as a village center for residents on this side of the neighborhood, while also maintaining a presence and visibility on Electric Road.

Blue Ridge Park for Industry



New Boxley Concrete plant on Aerial Way Drive

The Blue Ridge Park for Industry is a small industrial park located between the railroad track and the Roanoke River. It is accessed via Peters Creek Road onto Aerial Way Drive. The park was developed in the 1960s and 70s and has prospered as one of the City’s cleanest and most dynamic in recent years. It features a variety of manufacturing uses on lots that range from two to seven acres. The size, scale and location of the park contribute to its success, while at the same time limiting its impact on the surrounding area. It is self-contained between the river and the railroad tracks, and the Peters Creek extension has made it ideal for shipping.

The park was once in an enterprise zone. In 2003 when the City applied to have its enterprise zones recertified by the Commonwealth of Virginia, it was determined that it did not need to be included due to its previous success and full occupancy. The Blue Ridge Park for Industry is a viable part of the City’s tax and employment base and should be maintained to build upon its past success.



Morris Tile Distributors, Inc. is located in the industrial park along Aerial Way Drive

Transportation



Grandin Road at Glen Heather Drive

Existing Transportation System

A majority of the streets in the Greater Deyerle Neighborhood were designed and constructed from the 1940s through the 1960s, when Deyerle was a largely undeveloped part of Roanoke County. Streets constructed during this era have narrow pavement widths and a shoulder and ditch drainage design. Streets built since the neighborhood became part of the City of Roanoke, in 1976, have transitioned to a more suburban design, with wider pavement, curb, gutter, and sidewalks (in some cases).

The neighborhood street layout is distinctly suburban and reflective of the post World War II period in which it was initially developed. The streets have a curvilinear pattern that mirrors the rolling topography of the area, and there are a substantial number of dead-end and loop streets. Primary access to the neighborhood is provided by Brandon Avenue, Mud Lick, Deyerle and Grandin Roads. The Virginia Department of Transportation classifies Mud Lick Road as a “minor arterial” street. A minor arterial is a street that connects with a principal arterial system (e.g., Brandon Road) and provides service for vehicle trips of moderate length at slightly lower mobility levels than a principal arterial. Grandin Road is classified as a minor arterial between Mud Lick and Electric Roads, and east of Garst Mill Road. Between Garst Mill and Mud Lick Roads, however, it is classified as a collector street. A ‘collector’ is a street that provides both land access and traffic circulation within a neighborhood. The remainder of the streets in Greater Deyerle are classified as “local” since they primarily provide direct access to abutting land and to higher order streets.

Since 1990, the City has completed the following transportation projects in the Greater Deyerle Neighborhood:

- Peters Creek Road extension from Melrose Avenue to Brandon Avenue.
- Brandon Avenue widening from two to four lanes (Edgewood Street to City limits).
- Left turn restriction for traffic turning from Brandon Avenue onto Deyerle Road (only during AM and PM peak traffic period).
- Left turn restriction for traffic turning from Deyerle Road onto Brandon Road (removed at the request of the neighborhood).
- Left turn restriction for traffic turning from Grandin Road onto Mudlick Road (removed at the request of residents).
- Four-way stop at Mud Lick/Deyerle Road intersection.
- Flashing “Stop Ahead” warning signs on Mud Lick Road as it approaches the intersection with Deyerle Road.
- Turn islands at Circle/Grandin Road and Mud Lick/Grandin Road intersections.
- Speed humps on Deyerle Road and Cravens Creek Road (all, but one on Cravens Creek Road, removed at the request of the neighborhood).



Intersection of Mudlick and Deyerle Roads

City/Neighborhood Traffic Agreement

Due to concerns regarding the construction of Peters Creek Road extension, in 1992 the City of Roanoke entered into a 15-year Memorandum of Understanding (MOU) with the GDNA concerning traffic volumes in the neighborhood. The MOU formalizes a communication process between the City and the GDNA regarding traffic issues. For instance, the City agreed to provide an annual report to the GDNA of traffic volumes on Keagy Road, Cravens Creek Road, Mud Lick Road, Circle Drive, Deyerle Road, and Grandin Road. When on any of these streets there is a 25 percent increase in traffic volumes, in comparison with 1989 levels, the City agreed initiate a process with the neighborhood to seek mutually acceptable mitigating measures. Since the in-

ception of this agreement, there have only been a couple of streets where traffic volumes exceeded the 25 percent threshold in a given year. In response, the City coordinated with the GDNA and neighborhood residents to install traffic control and calming devices.

The 17 years of traffic volume data that the City has collected in the Greater Deyerle neighborhood shows that the Peters Creek Road and Brandon Avenue improvement projects have not caused a substantial increase of traffic into the neighborhood, and traffic control measures have effectively mitigated the few issues that may have been caused by those projects. Transportation planning for the neighborhood will continue as part of the City’s neighborhood planning process, the Roanoke Valley Area Metropolitan Planning Organization’s long-range planning process, and consideration by the City of specific improvements requested by the Greater Deyerle Neighborhood Association.

Neighborhood Concerns

In a 2003 survey conducted by the Greater Deyerle Neighborhood Association, concerns regarding transportation were ranked as the top five, out of thirteen, neighborhood issues, as follows:

1. Reduce the speed of traffic.
2. Reduce the volume of traffic.
3. Redesign major streets to support auto, pedestrian, and bicycles.
4. Place sidewalks on major streets.
5. Develop a network of greenways through the neighborhood.

In the two workshops held to develop this plan, the participants offered similar transportation comments with particular emphasis on the issues of vehicle speed, cut-through traffic, and vehicle/pedestrian safety. In addition, it was noted that the neighborhood’s streets are not safe for bicycle riding, due in large part to driver behavior. Virginia law entitles cyclists to the same access to public streets as vehicles.



Chesterton looking northeast

Future Transportation Plans

Presently there are no projects in the VDOT Six-Year Improvement Plan (Fiscal Years 2007-2012) for the Greater Deyerle Neighborhood. There are also no projects identified in the Roanoke Valley Area Long-Range Transportation Plan 2025 or the City's current Capital Improvement Program (CIP).

Brandon Avenue

In addition to the MOU between the City and GDNA, the City widened Brandon Avenue at the neighborhood's urging as part of an agreement for the Peters Creek Road extension. Brandon Avenue is four lanes plus a center turning lane between the intersection of Edgewood and Mud Lick Roads to the corporate limits.

This section of Brandon Avenue is lined with strip commercial development, most of which is on the northern side. Traffic counts on Brandon Avenue are not very high given its capacity. The four lanes and center turn lane allow traffic to flow steadily while not being slowed by vehicles turning into the commercial establishments. At the same time, however, this section of the street has an unnecessarily large amount of pavement and its excess capacity encourages speeding. Grass medians at the intersections of Peters Creek Road and Edgewood and Mud Lick Roads help to define the intersections, add some pervious surface, and slow down vehicles as they approach the signals. Placement of additional medians should be considered for this section of Brandon Avenue, but must be done in a manner that doesn't negatively impact businesses on the street.



Intersection of Mudlick and Deyerle Roads looking north

Mudlick Road

Mud Lick Road serves as the primary route in which most residents use to access the heart of the Greater Deyerle Neighborhood, from either Brandon Avenue or Grandin Road. VDOT classifies Mud Lick Road as a minor arterial, which means that it connects local and collector streets with a principal arterial system (e.g., Brandon Avenue) and provides service for vehicle trips of moderate length. Mud Lick Road has an annual average of 3,000 to 4,000 vehicle trips per day and a posted speed limit of 25 miles per hour (mph). The pavement is generally 24 feet wide and has a shoulder and ditch section contained within its 50 feet of public right-of-way. There are significant stretches of the Mud Lick Road that have residential dwellings fronting directly onto it.

Neighborhood residents have expressed ongoing concerns regarding the speed and volume of traffic on Mud Lick Road. Residents whose houses front upon Mud Lick are often concerned about the safety of turning into and out of their properties. The traffic volumes and lack of curb and gutter on Mud Lick Road make it difficult to construct many of the traffic calming measures that would most effectively address its speeding and safety issues, however, there are some solutions that may warrant further consideration, such as:

- Increased police enforcement
- Speed trailers
- Driveway warning signs
- Textured pavement
- Traffic circles

Deyerle Road

Deyerle Road serves as an important route of access to the Greater Deyerle neighborhood, from either Brandon Avenue or Mud Lick Road. Deyerle is not functionally classified by VDOT, however, it essentially functions as a collector street, in that it provides both land access and traffic circulation within the neighborhood. Deyerle Road has an annual average of approximately 3,000 vehicle trips per day and a posted speed limit of 25 mph. The pavement is generally 20 feet wide and has a shoulder and ditch section contained within its 50 feet of public right-of-way. Deyerle Road generally serves to connect local residential streets with Brandon Avenue and Mud Lick Road, and to a lesser degree it provides direct access to residential properties.

Neighborhood residents have expressed ongoing concerns regarding the speed and volume of traffic on Deyerle Road. The turn restriction limiting left turns from Brandon Avenue onto Deyerle Road (7 AM-9 AM and 4 PM-6 PM) limits traffic, however, some neighborhood residents believe that it is not all that helpful and is more of an inconvenience for the neighborhood residents. The turn restriction limits access and the neighborhood already has very limited access. The lack of curb and gutter on Deyerle Road makes it difficult to construct many of the traffic calming measures that would most effectively address its speeding and safety issues; however, it can be left as is while considering the following:

- Increased police enforcement
- Speed trailers
- Driveway warning signs
- Textured pavement

Grandin Road

Most of the portion of Grandin Road within the neighborhood is referred to as Grandin Road Extension. However, technically by name, Grandin Road Extension is in Roanoke County to the west of Electric Road. Grandin Road is the neighborhood's southern arterial street. It is used regularly by many on that side of the neighborhood, and has a steady flow of traffic from commuters around the area. Between the 3400 block and Glen Heather Road it is the southern boundary of the neighborhood. In this segment, the center line of Grandin Road is also the City corporate limits, as the southern side is in Roanoke County.

Grandin Road was designed in a rural fashion like most of the original streets of the neighborhood. It has two lanes and does not have any curb, gutter and sidewalk, or much of a shoulder. Residents have long stated that traffic comes into the neighborhood from Grandin Road. In 1990 a sign was erected to prohibit left turns from Grandin onto Mud Lick Road. The sign was removed after several months due to complaints from motorists that frequently used that route.

Speeding has also been cited as a problem on Grandin Road. The City's Transportation Division worked with the GDNA and installed a landscaped median at the intersection of Mud Lick and Grandin Roads to slow down traffic. There is also a similar median at the intersection with Glen Heather Road.

The appearance of some segments of Grandin Road was noted in the GDNA survey as needing improvement. In addition, the intersection at Air-view Road has been identified by neighborhood residents as a problematic blind spot.

If Grandin Road is considered for curb, gutter and sidewalk installation, any additional improvements or redesign of the street should be evaluated concurrently. In addition, any future improvements to Grandin Road should be coordinated with Roanoke County and VDOT to ensure that the street is optimally designed.

Circle Drive and Eastview Drive

Neighborhood residents identified cut-through traffic using Circle and Eastview Drive to access Grandin Road or Deyerle Road as a significant issue. More precisely, their concern relates to traffic speeding on these streets, especially at the Circle/Eastview and Eastview/Pineland intersections. Realignment of these intersections should be further explored in order to best control vehicle speeds.



Valley Metro serves the outer fringes of the neighborhood

Public Transit Service

Currently the only fixed-route transit service to the Greater Deyerle Neighborhood is provided by Valley Metro along Brandon Avenue. No other routes in the Valley Metro system extend into or border the neighborhood. On-demand, curb-to-curb transit service is provided by RADAR for physically, mentally disabled, or transportation disadvantaged individuals. Neighborhood residents have expressed wishes for more convenient fixed-route transit service.

Infrastructure



Water, Sewer, and Fiber access within the neighborhood

Water and Sewer

Public sanitary sewer and water are available to all areas of the Greater Deyerle neighborhood. Sewer lines are equally dispersed throughout the neighborhood located along rights-of-way and easements through various properties. Water lines are present on every street in the neighborhood with the exception of Keagy Lane, S.W. Sewer and water services are provided by the Western Virginia Water Authority. In 2003, City Council adopted an amendment to the City Code that would require all new development to connect to City sewer lines. Only in circumstances where gravity connections or pump stations are impossible, can a property owner install a septic tank. The Western Virginia Water Authority processes and administers all sewer and water connections. The Authority’s policy for extending main sewer lines requires residents of a given area, usually a block or more of a street, to cover half the costs. This is a considerable expense for most property owners and it requires significant time for them to reach consensus and organize their efforts. In addition, fees for water and sewer connections have increased since the creation of the Authority, and as a regional government organization it serves Roanoke County as well as the City, making the selection of projects more competitive

during each year's budget.

The Authority recognizes that septic tanks can become problematic and as a matter of policy would like to connect as many properties to public sewer lines as possible. The Authority should continue to evaluate sewer line extensions within the parameters of the current extension policy, and in conjunction with the City, examine alternative means for providing such extensions, if necessary.

Stormwater Management



Erosion and Sediment Control measures implemented along Mudlick Creek

The Greater Deyerle neighborhood has numerous private lakes and creeks that are considered assets to the neighborhood but stormwater runoff during rainstorms is a major problem for properties with houses located in the floodplain. The problem is a complex one and is not easily solved given the topography of the area and existing development.

Three large watersheds, Craven, Barnhart, and Mud Lick Creeks, drain into and/or through the neighborhood. All of these streams have been impacted by development both in the City and the County. The Federal Emergency Management Agency (FEMA) has designated floodplain boundaries for all three creeks.

Stormwater improvement projects are catalogued in the Capital Improvements Program (CIP) by the Engineering Division. The CIP includes rankings and budget estimates for each project. There are currently 11 projects in Greater Deyerle and all are stormwater related. None is currently a high priority compared to other projects throughout the City.

Residents noted several areas in the neighborhood that are flood prone. During periods of flooding, infiltration and inflow of stormwater in sanitary

sewer lines on Mud Lick and Chesterton also create backflow problems for some residents. The map and graphic on the following page identify flood plain areas within the neighborhood.

Flooding also occurs at the intersection of Deyerle Road and Chesterton due to brush and trash buildup at the culvert under Deyerle Road. Efforts should be made to clean up debris at this location after heavy rains to prevent flooding in the future. Residents should report this problem whenever it arises.

Issues with flooding are also present at the crossing of Cravens Creek Road over Cravens Creek. Flood water backs up in the field to the north of Cravens Creek Road because the culvert under Brandon Avenue is too small to handle the amount of water coming down Cravens Creek during times of flooding.

Ponding of water occurs in the backyards of homes along Gatewood Drive. Residents of these homes would like to see a culvert or storm drain placed at the intersection of Gatewood Drive and Norwood Street to eliminate the ponding of water in their backyards.

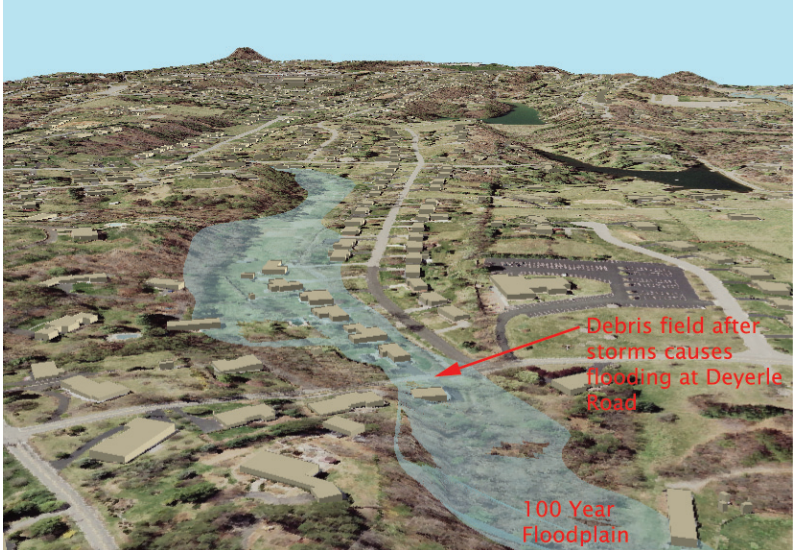
While the projects listed currently in the CIP are not ranked high, as noted above, neighborhood residents stated that alleviation of stormwater runoff is a high priority and would like to see some of these projects funded in lieu of other infrastructure and capital improvement projects.

Capital Improvement Plan Items

Rank	Priority Index	Project Name	Project Description	Estimated Cost
27	179	Blue Ridge Park for Industry Channel	Dredge 1200 feet of silted channel from NS culvert to Mudlick Creek	\$50,600
34	173	3519 Windsor/Brymoor Road - Phase I	Install 700 feet SD system, 3 manholes and 3 inlets to eliminate a drainage well located at 3519 Windsor	\$151,300
36	171	Norfolk Southern RR crossing	Enlarge NS bridge, removes roads and struct. from 10 year	\$328,000
60	159	Barnhardt Creek at Cravens Creek Road	Enlarging Cravens Creek Road bridge to 10 year requirements	\$365,000
66	157	3519 Windsor/Brymoor Road - Phase II	Replace inlet at 3553 Windsor and failed pipe to connect to system installed in Phase I	\$50,500
71	153	3559 Brymoor	160' of 15" RCP, one inlet and one manhole	\$22,000
73	151	Gatewood (5000 block)	625' of concrete/ec-2 ditch line	\$30,000
82	147	Murdock Creek Phase III	Channelization at Chesterton from Westchester to Deyerle	\$643,000
90	143	5044 Bruceton Road	80 feet of stabilized ditch	\$5,800
91	143	Mudlick Creek at Mudlick Road crossing	Raise and enlarge Mudlick Road bridge to meet 10 year requirements	\$283,500
124	123	2006 Knollwood	Replace culvert under Mudlick Road	\$12,700



Greater Deyerle Flood Plain Map



Three Dimensional Mudlick Creek Flood Plain Map

Curb, Gutter, and Sidewalk

Aside from Brandon Avenue, there is little curb, gutter and sidewalk in Greater Deyerle. Some residential streets have curb. On some streets it isn't feasible to install curb, gutter and sidewalk due to the lack of right-of-way width, rolling topography and drainage issues. Arterial streets are the highest priority for a complete system of curb, gutter and sidewalk. Grandin Road is the neighborhood's best street for installation of curb, gutter and sidewalk. East of the neighborhood in the Grandin Court area there is curb, gutter and sidewalk on both sides of the street. Installation on the north side of the street that will connect to the existing network should be evaluated. This would entail installation on the street outside of Greater Deyerle's boundaries, but would benefit those in the neighborhood that would like to walk on Grandin Road.

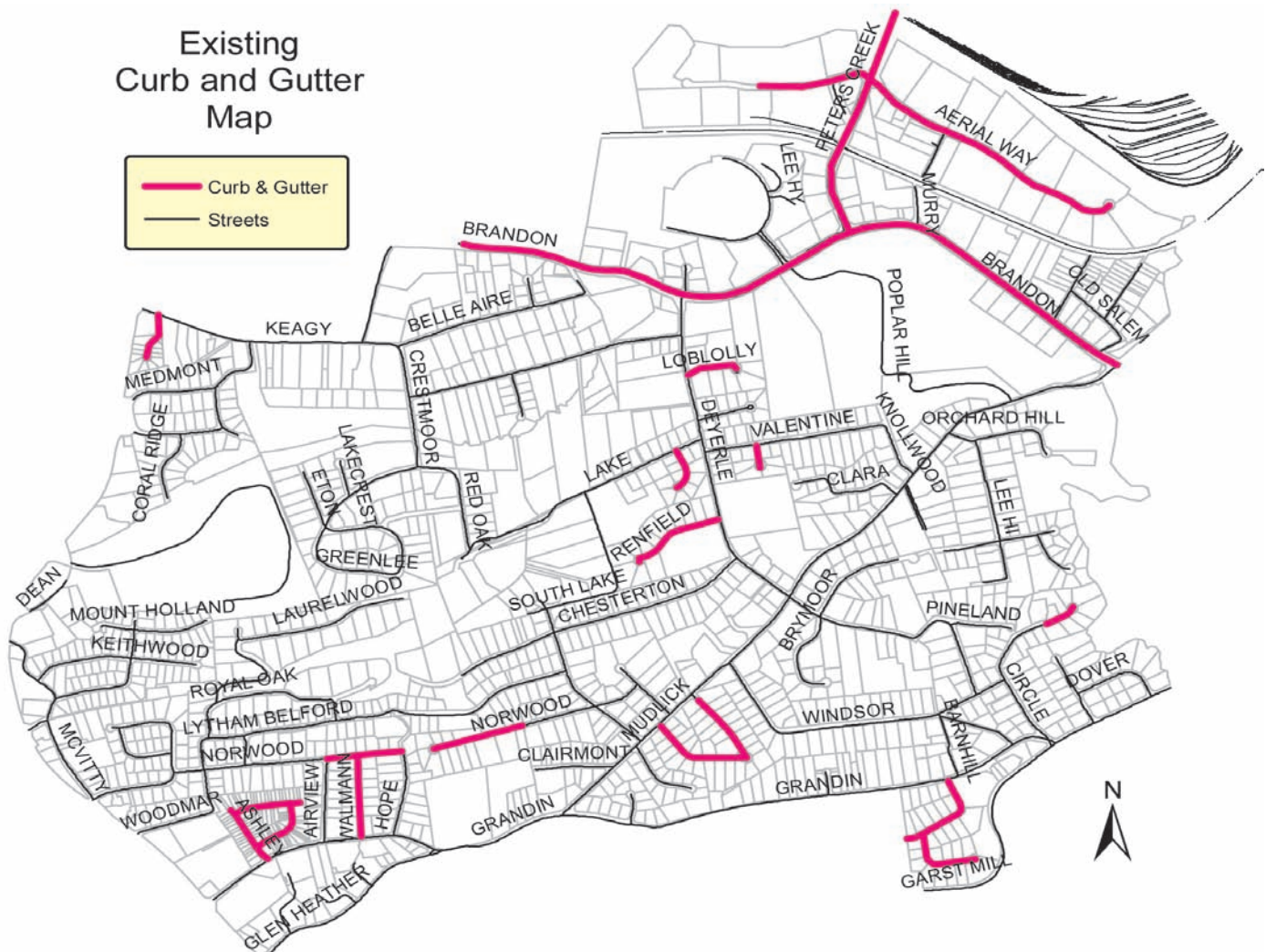
Many residential streets could benefit from curb installation only, and are not developed densely enough to justify sidewalk installation. The Infrastructure Improvements map lists all streets that lack curb, gutter, and sidewalk. A number of factors should be considered when making decisions for the installation of curb, gutter and sidewalk:

- *Vision 2001-2020*: The comprehensive plan addresses streetscape improvements as a priority, including sidewalk installation.
- The Subdivision Ordinance: The ordinance requires that developers install curb, gutter, and sidewalk whenever subdividing land for development.
- Width of the street's right-of-way: Many streets in the area are not wide enough to install sidewalks, but can accommodate curb and gutter.
- Pedestrian safety and volume of traffic: Sidewalk installation improves pedestrian safety, especially on heavily traveled streets.
- Storm water drainage problems: curb and gutter can alleviate drainage and run-off problems on many streets, but often have little to no impact on properties below the grade of the street.

Requests for curb, gutter and sidewalk improvements are submitted to the Engineering Division of the Department of Public Works. All requests are reviewed by several City departments and rated based on their need, feasibility, and relationship to any concurrent City project areas. One criterion is the location's inclusion in a neighborhood plan.

Given the development pattern and topography of Greater Deyerle, installation of a network of sidewalks large enough to serve pedestrians through the neighborhood is unrealistic. As an alternative, this plan proposes that pedestrian improvements be considered in the form of both on and off-street facilities, such as greenway routes or trails. The installation of any sidewalks should only be undertaken for circumstances that justify the expense. Good examples of such circumstances are:

1. Installation of curb, gutter and sidewalk on arterial streets, such as Grandin and Mud Lick Roads.
2. Installation of sidewalks on a given street that could provide a connection to an existing network, such as on Brandon Avenue.
3. Installation of sidewalks leading to a future trail or greenway.



Fiber and Telecommunications

Fiber and telecommunications lines serve the Greater Deyerle neighborhood via specific corridors. These corridors are located along Grandin Road, Brandon Avenue, and from Electric Road/Route 419. Keagy Road, Belle Aire Street and Cravens Creek Road serve as a sub-corridor through the northern part of the neighborhood. Access from these corridors is provided by individual service providers to residents.

Public Services

Fire/EMS

Fire/EMS response is provided by Station #4 located at 3763 Peters Creek Road, S.W. It houses an engine and a tanker truck. The station is the newest in the City, is in excellent condition and was strategically located to provide service to the neighborhood. It is not identified for capital improvements in the Fire/EMS Strategic Business Plan.



Engine 4



Tanker 4

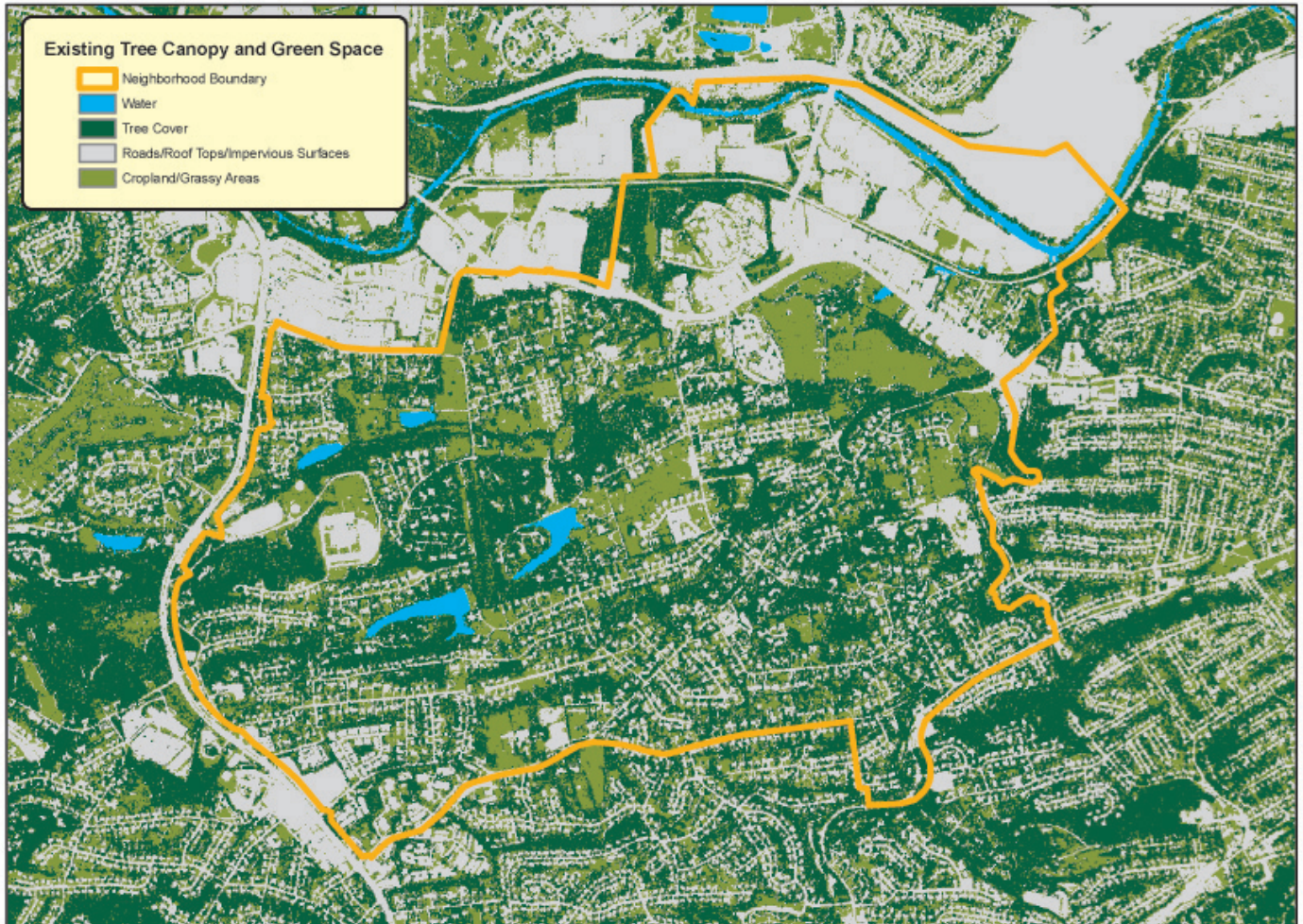
Solid Waste Management

The Division of Solid Waste Management provides weekly collection of residential refuse, bulk & brush, recycling, commercial refuse collection, seasonal collection of leaves, and hazardous waste. Increasing the volume of recycling in the City is a goal stated in *Vision 2001-2020*. Recycling helps conserve energy and natural resources, reduces solid waste, protects the environment, and creates jobs to help the economy. Curbside recycling is provided on a weekly basis the same day as residential refuse collection. To maximize the productivity of the program, recycling is collected in two separate categories; 1) paper products, and 2) bottles and cans. The staff of the Solid Waste Management division alternates collection of these two every week. Paper, including newspapers, junk mail, chipboard boxes(cereal, pasta, gift, etc.), and corrugated cardboard, are collected one week. The following week, aluminum, tin cans, glass bottles, and plastics numbers 1 and 2 are collected. Other than separating paper from bottles and cans, tedious sorting is not required with this collection program.

Schools and Libraries

Students in Greater Deyerle attend Woodrow Wilson Middle School and Patrick Henry High School. Hidden Valley Middle School, part of the Roanoke County School System, is located in the western part of the neighborhood. Access is provided from Electric Road/Route 419. County students are bussed into the school. There are no library branches in the neighborhood.

Quality of Life



Public Parks

The Greater Deyerle neighborhood is set in a hilly, wooded corner of the City, yet is surrounded on two sides by busy, arterial streets and commercial development. The neighborhood itself has an abundance of green space; i.e. undeveloped land with trees and vegetation, yet lacks any public recreation space, including sidewalks, or other pedestrian amenities. Several residents in the neighborhood have expressed interest in having a park, and the GDNA has formed a committee to study the issue.

According to the Parks and Recreation Master Plan, the Greater Deyerle Neighborhood is one of the few remaining neighborhoods that does not have a neighborhood park. It is the recommendation of both the residents and staff of Parks and Recreation that a consensus building effort be established for the neighborhood to identify the feasibility of a future park.

At the time of the planning process, the City was not ready to create another park, or purchase any land in preparation for one. However, the direction set by this plan will be to weigh the creation of a park in Greater Deyerle in relation to other goals of *Vision 2001-2020* and the Parks and Recreation Master Plan.



Privately-owned agricultural open space in the neighborhood

The Active Living Initiative

Active Living by Design is a concept that promotes environments that offer choices for integrating physical activity into one's daily life. By designing structures, communities, and environments that reduce automobile reliance and support pedestrian and bicycle activity, physical structures can help improve public health by promoting active living, a way of life that integrates physical activity into daily routines.

Routine physical activity is necessary to prevent premature death, unnecessary illness and disability, enhance physical and mental health, and help maintain a high quality of life for everyone. A healthy environment that is designed to positively affect physical activity by providing pedestrian-friendly amenities would: encourage walking and biking; promote human interaction and social cohesion; remove barriers to activity for everyone; and make healthy levels of physical activity attainable for large numbers of people during their daily routine.

It is the desire of the City to create livable, healthy, and attractive environments with a special focus on the landscape design of our built environments in our neighborhoods, public spaces, parks, greenways, trails, and streetscapes. By designing human-scale communities with buildings, signs, lighting, vegetation, and other improvements, people can feel more comfortable interacting in and moving around their neighborhood within a safe and visually stimulating system of parks, greenways, and trails.

Greenways and Walking Trails

Support for greenway or trail connections has also been voiced by the neighborhood. Most of Deyerle's streets are not conducive to on-street pedestrian or bicycle accommodations due to narrow right-of-way and the undulating terrain. The current Roanoke Valley Conceptual Greenway Plan includes five proposed routes that would run through or on the edges of the neighborhood:

Route 29: Peters Creek Road Extension

Would link area neighborhoods with the proposed Roanoke River Greenway, and complete a portion of a bicycle transportation route toward downtown Salem and Roanoke.

Route 36: Barnhardt Creek

This creek could serve as a linkage to the Roanoke River for several suburban neighborhoods in Southwest Roanoke, including Farmingdale, Medmont Lake, and Crestwood.

Route 37: Mud Lick Creek

Mud Lick Creek would be a valuable off-road corridor, providing linkages for many suburban neighborhoods, schools and libraries in the Cave Spring area of Roanoke County and Southwest Roanoke City. This routes passes by Cave Spring Corners Shopping Center, Melody Acres, and Lee Hy Gardens.

Route 38: Brandon Road

This short, on-road corridor would link to Grandin Road, providing cyclists with a direct route into downtown Roanoke from the southwest.

Route 39: Grandin Road

Grandin Road would provide a direct on-road route into downtown Roanoke from southwest. This route would link a densely populated suburban area with the Roanoke River and other amenities such as schools and shopping centers.

At the time of the adoption of this plan, City staff was in the process of updating the City's greenway plan, as well as updating the regional plan with Roanoke Valley Greenways and the Roanoke Valley Alleghany Regional Commission. The Potential Greenway and Trail Routes map in the regional plan displays rough approximations of routes that are being considered for the updated greenway plan. At the time of the planning process, these routes were still being studied; however, they should form the basis of analysis for the updated plans.

Since there are no publicly-owned parcels of land within the residential area of Deyerle, south of Brandon Avenue, potential routes would have to be created in the existing rights-of-way alongside streets, on private property, or

a combination of both. In the past, City staff has accomplished this in some areas where right-of-way is sufficient for on-street connections. To use private property the City must acquire an access easement from the property owner or use existing public utility easements. The process of acquiring easements requires legal agreement with the property owner. Thus, private property owners are not obligated to grant the City an access easement.

While specific interest in greenway and trail routes has been expressed by some in the neighborhood, others added that any form of walking trail or pedestrian accommodations would be very helpful. All of the streets were designed for low levels of traffic. As previously discussed in the infrastructure chapter, south of Brandon Avenue, curb and gutter are found on only a few streets, and there are virtually no sidewalks. The neighborhood's rural orientation is still evident in the design of the streets, as most have ditches alongside them. This further complicates making pedestrian improvements in the right-of-way. Design of any greenway or hiking trails will require thorough analysis by various City departments.

One of this plan's strategic initiatives is to provide pedestrian improvements in on and off-street facilities, rather than solely in the rights-of-way of streets. This will require further planning by City staff and cooperation from private property owners, but will produce a needed recreation amenity at a lower overall fiscal and environmental impact.

Recommendations

Community Design Policies:

- Neighborhood Character: Established neighborhoods should retain their overall character and development patterns, while incorporating new development that is compatible with the neighborhood, the design guidelines of *Vision 2001-2020*, and efficiently uses limited land resources.
- Design: Future commercial development should adhere to the design principles of *Vision 2001-2020* for commercial corridors:
 - o Concentrations of higher-density, mixed use development and live/work space at key intersections.
 - o Minimal curb cuts, shared parking, increased lot coverage, signs co-located, no excessive lighting, and orientation of buildings close to the street.
- New Development: Require new developments to incorporate amenities (e.g. sidewalks and curbs).
- Brandon Avenue Commercial: The design guidelines of *Vision 2001-2020* should be adhered to. Specifically buildings should be closer to the street with parking to the side or rear.
- Zoning: Commercial and residential zoning districts should be defined to provide compatible transitions between land uses.
- Parking: Paved parking spaces and impervious surfaces should be minimized.
- Zoning: Maintain the current zoning districts as they are. If property owners request changes:
 - o Evaluate rezoning requests based on the specific recommendations and guidelines of this plan.
 - o Consider requests that will replace commercial properties with high-density residential development in areas where commercial uses abut residential properties.
 - o Support rezoning requests that will allow for expansion on existing commercial or industrial properties without encroaching into residential areas.

Residential Development Policies:

- Neighborhood Character: Established neighborhoods should retain their overall character and development patterns, while incorporating new development that is compatible with the neighborhood, yet which maximizes more of the land.
- Zoning: Zoning should reinforce the existing character of neighborhoods, while also providing opportunities for new development where feasible. The current zoning districts should be maintained as they are. If property owners request changes:
 - o Evaluate residential rezoning requests based on the specific recommendations and guidelines of this plan.
 - o Consider requests that will replace commercial properties with high-density residential development.
- New development: New development should be well-planned and use limited land resources wisely. Infrastructure should be installed in conjunction with new development, including street improvements to address added traffic.
- Infill development: Infill development should be aesthetically and functionally compatible with its existing context of adjoining development.
- Housing Clusters: Support the rezoning of vacant or underutilized large sites for mixed density housing provided that it is consistent with the design guidelines of *Vision 2001-2020*, preserves some green space to buffer existing development, and minimizes environmental impacts.

Residential Development Actions:

- Housing Clusters:
 - o Consider the development of several properties in the areas denoted on the Development Opportunities map.

Economic Development Policies:

- Existing underused commercial properties should be developed or redeveloped before rezoning additional land for commercial use.
- Medical and technology-related industries should be recruited to the northern side of Brandon Avenue.
- Existing commercial properties should be used to their fullest potential, with minimal parking spaces.
- Limit commercial zoning to identified commercial areas.
- Discourage further commercial development on Keagy Road in the vicinity of Lewis-Gale Medical Center.

Economic Development Actions:

- Make streetscape improvements to enhance the village center at Brandon Avenue and Edgewood Street.
- Promote reuse of vacant structures on Brandon Avenue for medical offices and technology-related industries and facilitate zoning changes if necessary.
- Consider the following alternatives for the north side of Brandon Avenue based on timing and private sector investment:
 - o Redevelopment of several parcels for a Planned Unit Development (PUD), particularly of a use that would complement Lewis-Gale Medical Center, or a “secondary technology zone.”
 - o Streetscape improvements on Brandon Avenue to promote a village center development pattern.
 - o Consider zoning which will allow for light industrial uses.
- Consider rezoning proposals for Southwest Plaza that will create a pedestrian friendly environment with a higher density of commercial and residential uses.

Transportation and Infrastructure Policies:

- Maintain the residential character of all streets south of Brandon Avenue.
- Discourage widening of any streets for additional travel lanes, unless such improvements are designed to accommodate pedestrians or bicycles.
- Implement traffic-calming measures where feasible to control vehicle speeding.
- Streetscapes should be well maintained, attractive and functional for pedestrian, bicycle and motor vehicle traffic.
- Streets widths should be kept to the minimum necessary to accommodate vehicular traffic including fire and EMS vehicles.
- Public water and sewer service will be provided for all new developments unless it can be demonstrated that connection is not possible. Existing development should be evaluated for connections within the framework of existing policies.
- Curb, gutter, and sidewalk will be provided for all new developments.
- Arterial and collector streets should have urban amenities such as curb, gutter and sidewalk. Appropriate species of trees should be planted as a part of such improvements where feasible.
- Infrastructure should be installed in conjunction with new development, in some cases including street improvements to address added traffic. Traffic studies by prospective developers may be required.
- Stormwater runoff should be mitigated as much as possible through improvements that are consistent with the character of the neighborhood.
- Alleviate stormwater runoff as much as possible through alternatives to curb and gutter. Install curb and gutter on existing streets in select areas that will alleviate drainage problems.

Transportation and Infrastructure Actions:

- Consider removing the left turn restriction from Brandon Avenue onto Deyerle Road.
- Install sewer and water connections where needed within the framework of existing connection policies.
- Construct new curb, gutter, and sidewalk based on the following factors:
 - o New subdivisions – all new developments will have curb, gutter, and sidewalk.
 - o Install curb, gutter and sidewalk on arterial streets if connections can be made to existing networks. Grandin Road is the top priority.
 - o Install curb, gutter and sidewalk where it can connect to an existing or proposed greenway or trail.
 - o Install curb on select streets where installation will not exacerbate storm water runoff.

- Establish or maintain vegetated strips along streams to filter runoff and improve water quality.
- Identify and complete the most vital stormwater mitigation projects.

Public Services Policies:

- Police officers should keep neighborhood residents informed of significant occurrences of crime trends in the area.
- Code enforcement inspectors should take a proactive approach to addressing all property maintenance violations.
- Valley Metro should consider increased route coverage area within the neighborhood.
- Continue communication between neighborhood organizations, Neighborhood Services, and the Police Department regarding crime prevention.

Public Services Actions:

- Consider expansion of transit routes within the neighborhood.

Quality of Life Policies:

- Parks and Recreation: Neighborhood and area parks should provide excellent recreational facilities for residents.
- Greenways: At least one greenway route in the update of the Roanoke Valley Conceptual Greenway Plan and the City’s greenway plan should be recommended for Greater Deyerle.
- Pedestrian Amenities: Neighborhood residents should have safe pedestrian improvements.

Quality of Life Actions:

- Parks and Recreation: Consider the development of a neighborhood park in Greater Deyerle.
- Greenways: Provide at least one greenway route in the update of the Roanoke Valley Conceptual Greenway Plan and the City’s greenway plan.
- Pedestrian Amenities: Provide pedestrian improvements in on-and off-street facilities such as greenways or trails. If long continuous routes are not feasible, consider connecting a series of shorter routes.

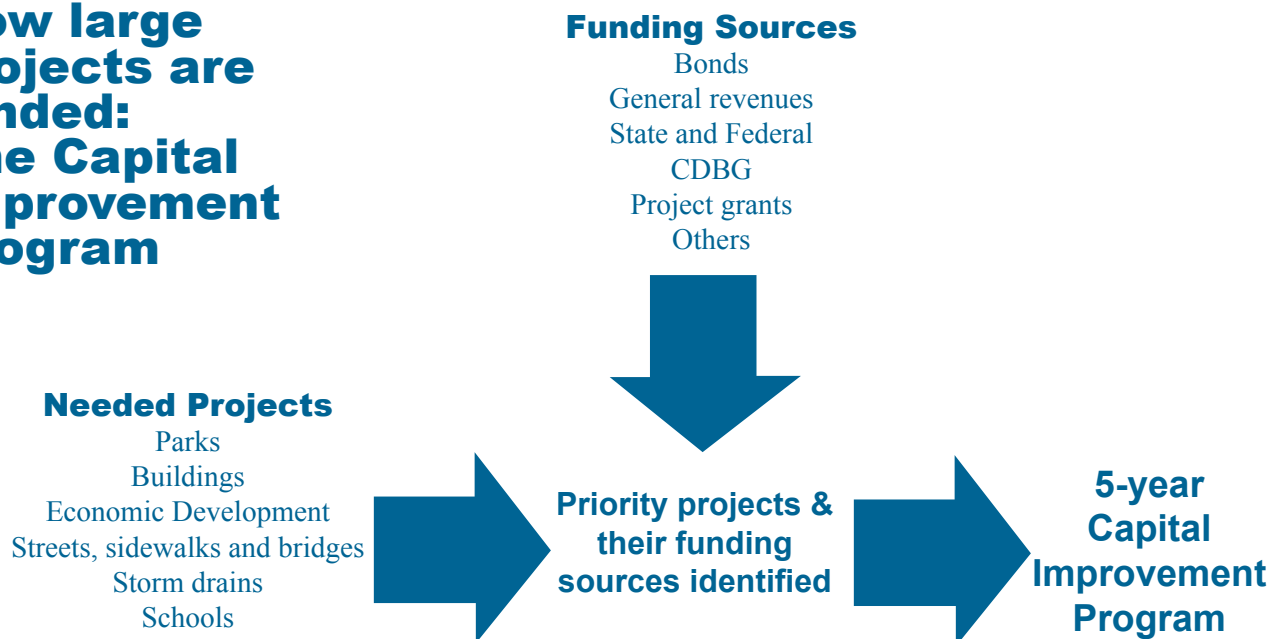
Implementation

Funding

Funding for major infrastructure projects is generally provided through the City’s Capital Improvement Program. Funding can come from a variety of sources, including Community Development Block Grants, transportation funding, state and federal funds, and general revenue. The Capital Improvement Program is developed by identifying needed projects and matching them with potential funding sources. Each project is reviewed and ranked in terms of priority.

The chart on the following page identifies major projects, their time frame, the lead agency or department, and potential sources of funding. The cost of most projects such as streetscape improvements is usually determined after more detailed planning is completed.

How large projects are funded: The Capital Improvement Program



Below is a general guide to the time needed to carry out the actions of this plan. It is intended to assist with scheduling priority projects, but does not provide a specific timeframe for each item.

Action	Y-1	Y-2	Y-3	Y-4	Y-5	Ongoing	Lead Agency	Potential Funding Sources
Consider the development of several properties in the areas denoted on the Development Opportunities map.						*	PB & ED	PB & ED Operating Fund
Make streetscape improvements to enhance the village center at Brandon Avenue and Edgewood Street.					*		TD, PB & ED	PW capital account
Promote reuse of vacant structures on Brandon Avenue for medical offices and technology-related industries and facilitate zoning changes if necessary.	*						PB & ED	PB & ED Operating Fund
Consider the following alternatives for the north side of Brandon Ave. based on timing and private sector investment: <ul style="list-style-type: none"> o Redevelopment of several parcels for a Planned Unit Development (PUD), particularly of a use that would complement Lewis-Gale Medical Center, or a “secondary technology zone.” o Streetscape improvements on Brandon Avenue to promote a village center development pattern. o Consider zoning which will allow for light industrial uses. 			*				PB & ED, TD	PB & ED Operating Fund, PW capital account
Consider rezoning proposals for Southwest Plaza that will create a pedestrian friendly environment with a higher density of commercial and residential uses.		*					PB & ED	PB & ED Operating Fund
Consider removing the left turn restriction from Brandon Avenue onto Deyerle Road.		*					TD	PW capital account
Install sewer and water connections where needed within the framework of existing connection policies.						*	WVWA	PW capital account
Construct new curb, gutter, and sidewalk based on the following factors: <ul style="list-style-type: none"> o New subdivisions – all new developments will have curb, gutter, and sidewalk. o Install curb, gutter and sidewalk on arterial streets if connections can be made to existing networks. Grandin Road is the top priority. o Install curb, gutter and sidewalk where it can connect to an existing or proposed greenway or trail. o Install curb on select streets where installation will not exacerbate storm water runoff. 						*	EN, PW	PW capital account
Establish or maintain vegetated strips along streams to filter runoff and improve water quality.				*			EN, PB & ED, P & R	PW capital account
Consider expansion of transit routes within the neighborhood.		*					VM	Greater Roanoke Transit Company capital account
Parks and Recreation: Consider the development of a neighborhood park in Greater Deyerle.	*						P & R	P & R Operating Fund
Greenways: Provide at least one greenway route in the update of the Roanoke Valley Conceptual Greenway Plan and the City’s greenway plan.	*						P & R	PW capital account
Pedestrian Amenities: Provide pedestrian improvements in on-and off-street facilities such as greenways or trails. If long continuous routes are not feasible, consider connecting a series of shorter routes.						*	P & R	PW capital account

PB & ED = Planning Building and Economic Development
VM = Valley Metro
WVWA = Western Virginia Water Authority

TD = Transportation Division
PW = Public Works

EN = Engineering
P & R = Parks and Recreation