

**MINUTES OF THE MEETING OF THE TOWN OF VINTON PLANNING COMMISSION
HELD ON TUESDAY, JULY 27, 2004, AT 7 P.M., IN THE COUNCIL CHAMBERS AT THE
VINTON MUNICIPAL BUILDING LOCATED AT 311 SOUTH POLLARD STREET.**

MEMBERS PRESENT: **Bruce Mayer, Chairman**
 Joan Drewery
 Dave Jones
 Dawn Michelsen
 Bob Patterson

STAFF PRESENT: **Kevin Boggess, Town Manager**
 Anita McMillan, Planning and Zoning Director
 Lisa Cooper, Associate Planner
 Julie S. Tucei, Planning Secretary

OTHERS PRESENT: **Ken Poore, Consultant**
 Matt Hanratty, Consultant
 David Hill, Consultant

AGENDA

- I. Call to Order**
- II. Approval of Minutes: Public Hearing—June 8, 2004**
- III. Presentation and Discussion:**
 2004-2024 Comprehensive Plan and Economic and Community Development Plan
- IV. Other Business**
- V. Adjournment**

The meeting was called to order by Chairman Mayer at 7:11 p.m. Roll was called, and all members were present.

The first item on the agenda was the approval of minutes from the meeting held on June 8, 2004. Chairman Mayer asked if anyone had any changes or motions regarding the minutes that were submitted. Mr. Jones made a motion to accept the minutes as they were submitted. Ms. Michelsen seconded the motion. A roll call vote was taken, and all members voted in favor of the motion made by Mr. Jones to approve the minutes.

Chairman Mayer began the presentation and discussion of the Comprehensive Plan by stating that he thought that there had been lots of good citizen participation in the process. He then asked Mr. Poore to begin his presentation. Mr. Poore gave a brief overview of the components of the Plan that was to be considered for adoption. He mentioned that Mr. Matt Hanratty and Mr. David Hill would also be involved in this presentation. He asked Mr. Hanratty to begin. Mr. Hanratty said that the purpose of the plan was to redefine Vinton in the Roanoke Valley Region. He then read Vinton's mission statement, "The Vinton Town Government will provide its citizens with high quality public services that address their individual and collective needs. In partnership with the community, the Vinton Town Government pledges a civic stewardship that is fiscally accountable, socially responsible and worthy of citizen trust." He then proceeded to discuss the core issues which included: gateways and corridors, housing and neighborhood preservation, greenways/parks and recreation/youth centers, economic and community development. He briefly discussed the timeline that had been followed in the Comprehensive Plan process. Mr. Hanratty showed the existing land use map, and mentioned that

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Vinton was already very developed, with no possibility for expansion due to the Gain Sharing Agreement with Roanoke County. He said that the Town had 16 percent vacant land, 50.6 percent developed residential land, 7.4 percent developed commercial land, and 6.4 percent developed industrial land. He also mentioned that Vinton's population was getting older. He said that the 45-64 age group increased 17 percent, and that the 65+ age group increased by 5 percent. He said that the Town had seen a growth in the service, construction, and financial/insurance/real estate sectors. A decline was seen in the retail and wholesale/manufacturing sectors. He said that the transportation plan could be a guide for Vinton's future growth, and showed both the future land use plan and the transportation plan on the overhead projector. He mentioned that Route 24 carries approximately 24,000 cars per day through the Town. Mr. Hanratty said it would be to the Town's benefit to try to capture some of that traffic to patronize the Town's businesses, rather than the traffic only cutting through on the way to Roanoke or to the lake. He said that the Economic and Community Development Plan was a supplement to the Comprehensive Plan. He mentioned that it was driven by citizen participation and input. He also said that it contained implementation strategies. Next, Mr. David Hill discussed the Town's gateways. He said that they should provide a sense of arrival and portray an inviting image. He mentioned the 5 gateways into Town: Washington Avenue West, Washington Avenue East, Virginia Avenue, Walnut Avenue, and Hardy Road. He concluded that the Town had 3 key intersections that could be concentrated on. Mr. Hanratty next discussed housing and neighborhood preservation. He said that the Town had 5 traditional neighborhoods that should be preserved. He said that the neighborhoods' identities should be enhanced. He mentioned that there were a couple of different residential types in the Town, including older, established areas and newer, suburban style areas. He said the newer suburban style areas were mostly to the east in the Town limits. He displayed a map showing the 5 traditional neighborhoods on the overhead projector. He mentioned that the Cleveland Avenue area had been compacted by development on the Walnut and Virginia corridors. He also said that the Midway area had flooding concerns. Mr. Poore said that the Gladetown area had flooding concerns also, but that it had potential for infill development. He also mentioned that it already had a park and a youth center. Mr. David Hill showed a picture of a vacant lot in Town, and then showed a rendering of what the development of the infill lot could look like. Mr. Hill also discussed possible greenways for the Town. He showed a concept sketch of a greenway that could be located in the Lake Drive Plaza area. He mentioned that it was something that could be funded by grants. He also showed photos of the Wolf Creek Greenway, and a concept sketch of the proposed Roanoke River Greenway. Mr. Poore mentioned, however; that the highest priority was economic development for the Town. He said there were opportunities for the better use of some properties. He said that the intersection of Washington Avenue and Bypass Road was the most frequented area in the Town. He showed a concept sketch of a mixed use development with a plaza/open mall area and interior parking. He said such a development could be done privately with incentives or with a public/private partnership. He mentioned that, for downtown redevelopment, the Town could utilize and expand on what is already there. He said the downtown area serves as a part of the Town's identity. He said there was a 4 point approach that included design, organization, promotion/marketing, and economic restructuring. He showed a photo and a concept sketch of the downtown area. He said the façade improvement program could be used to get more funds for downtown. He said there should be a focal point created for downtown. Mr. Hill said the green center

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could be the focal point. There were 2 options suggested for the Town green, including the Dunman property on Pollard Street and the McClung property on Walnut Avenue. Concept sketches were shown for the possible Town greens. Next, Mr. Poore discussed the implementation and funding. He believed that the future lay in the revitalization of the existing structures. Ms. Michelsen asked about the recommendation on page 44 in the Economic and Development Plan that the Town hire a Main Street Coordinator. Mr. Poore said the Town could hire someone who could handle multiple duties including tourism, Main Street tasks, attracting new businesses, and assisting existing merchants. He said that the Town should consider funding such a position. Ms. McMillan mentioned that the Town does not meet all the criteria to become a full-fledged Main Street Community. However, she mentioned that the Town has been an affiliate community with the Main Street Program for several years. She also said that Mayor Grose had expressed an interest in creating this type of position in the past. It was noted that the Comprehensive Plan can be used as a part of the submission when applying for grant funding. The presentation from the consultants concluded. Chairman Mayer mentioned that several things needed to be corrected and that any motion made should reflect that. He also stated that there were no citizens present to comment, and therefore closed the public hearing. Ms. Michelsen made a motion to recommend to Town Council the adoption of the Comprehensive Plan 2004 –2024 and Economic and Community Development Plan, as presented by the consultants and as corrected by Town staff. Mr. Patterson seconded the motion. A roll call vote was taken, and all members voted in favor of the motion.

In other business, Ms. McMillan said that there would be a brief summary of the Plan presented to Council at their work session on August 3rd. She said they might adopt the plan at their August 17, 2004, public hearing. The Commissioners suggested that a letter be sent to the Comprehensive Plan group members inviting them to attend the Council meeting. Mr. Jones asked that the group members be invited to review the Plan prior to the possible adoption on August 17th. Chairman Mayer encouraged the Commission members to attend the Council meeting, and to be available to Council to answer any questions they might have. Mr. Jones asked which Council meeting was more important, the work session or the public hearing. Ms. McMillan said she believed the work session would be the most important Council meeting about the Comprehensive Plan.

With there being no further business, the meeting was adjourned at 7:55 p.m. by Chairman Mayer.

Respectfully Submitted,

Anita McMillan
Planning Commission Secretary