



THE
MOUNT PLEASANT
COMMUNITY PLAN



DRAFT – APRIL 8, 2008

A COMPONENT DOCUMENT TO THE
COMPREHENSIVE PLAN
OF
ROANOKE COUNTY, VIRGINIA

ROANOKE COUNTY DEPARTMENT OF COMMUNITY DEVELOPMENT
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CHAPTER 1. INTRODUCTION

South of the Town of Vinton in Roanoke County, just east of Roanoke City lies the area known to its residents as Mount Pleasant. Some of the most rural land in the county, Mount Pleasant is situated among mountain ridges, two substantial watercourses, Virginia's Explore Park, the Town of Vinton and the City of Roanoke. Its pastoral landscape, fertile soils and historically low-density development is valuable both as a natural and as a cultural resource to the residents of Mount Pleasant and beyond.

Development pressure is expected to increase in Mount Pleasant in the coming years; recent proposals in the community include a project at Explore Park, a plan to extend public utilities and a golf community on Pitzer Road. Its proximity to both Smith Mountain Lake and Roanoke City further contribute to the development pressures in the area. In order to better manage growth in Mount Pleasant, the following Community Plan was developed using input from the community, staff, and other stakeholders. The Plan should serve as a reference for Roanoke County officials and residents when considering future growth.

1.1 – PLANNING AREA BOUNDARIES

The Mount Pleasant Planning Area encompasses approximately 10,000 acres in the southeastern portion of Roanoke County (Figure 1.01). Although the entire planning area is referred to herein as “Mount Pleasant” after the largest community in the district, it actually encompasses several other communities including Niagara, Dundee, Leslie, Mayflower Hills, and some smaller subdivisions. The planning area borders four localities: Roanoke City, town of Vinton, Franklin County and Bedford County. Mount Pleasant is located within the Vinton Magisterial District.

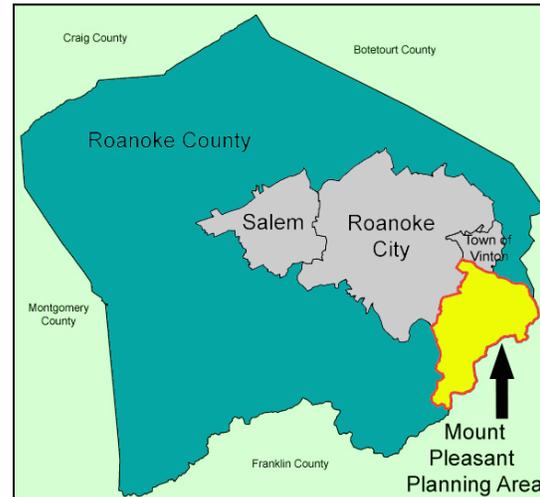


Figure 1.01 Mount Pleasant Reference Map

1.2 – INTENT AND RELATIONSHIP TO THE COMPREHENSIVE PLAN

Pursuant to Section 15.2 of the *Code of Virginia*, Article 3, the Comprehensive Plan, Roanoke County is required to “prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction.” The Roanoke County Comprehensive Plan states:

The Roanoke County Community Plan is a blueprint for the future growth and development of the County over the next 10 – 15 years. It provides direction and guidance, for both the public and private sectors, in making decisions about land development, public services and resource protection. The Plan allows decision makers to study the long-term consequences of current decisions and recognize that today's actions will impact the County for many years to come.

This document, entitled the Mount Pleasant Community Plan, is the second in a series of updates to the Roanoke County



Comprehensive Plan. According to Virginia Code *Sec. 15.2-2230*, a municipality must review its Comprehensive Plan every five years. It is the intent of Roanoke County staff to develop planning studies for each of the County's twelve planning areas over the next five years. The Board of Supervisors voted on November 13, 2007 to adopt the Route 220 Corridor Study as a component of the Comprehensive Plan. Along with the Mount Pleasant Community Plan, these documents will collectively enhance the current Comprehensive Plan to be more thorough, cohesive, and community-oriented.

1.3 – THE PLANNING PROCESS

1.3.1 - INVENTORY OF EXISTING CONDITIONS

Staff performed an analysis of existing conditions in the planning area. This process involved collecting information such as an inventory of natural and cultural resources, capital facilities, demographics, and analyzed land use patterns. An analysis of existing conditions provides an opportunity to identify community strengths and weaknesses. This data is discussed in Chapter 2 of this plan.

1.3.2 - COMMUNITY SURVEY

In order to gauge citizen needs and develop a vision for the greater community, staff mailed a paper survey to nearly 1,800 residents and landowners in Mount Pleasant. The data from the survey, in conjunction with neighborhood meetings was used to develop goals and objectives for the Mount Pleasant Community Plan. The survey instrument (**Appendix**) examined how important issues such as schools, development, and natural resources protection were to the survey respondents. It also surveyed the community's values and priorities with respect to future development and preferred allocation of funding. The survey was a fundamental tool in establishing future land use scenarios based on the desires of the citizens of Mount Pleasant.

Almost 1,800 surveys were mailed to all residents and landowners in Mount Pleasant on January 24, 2007. Included with each was a cover letter introducing the planning process and an invitation to the first round of community meetings. Surveys were received from over 200 people until February 28, 2007.



Figure 1.02. Community Meeting participants look over area maps at Explore Park.

1.3.3 - COMMUNITY MEETINGS

Two preliminary community meetings were held in the Mount Pleasant planning district to inform citizens of the planning process and exchange information about the planning area. The first meeting was held on January 30, 2007, at the Mount Pleasant United Methodist Church. The second was held on February 8, 2007 at Virginia's Explore Park (*Figure 1.02*). Approximately 80 people attended these meetings. The community meetings provided an opportunity for staff to interact with citizens and gather information about the past, present and future of Mount Pleasant from its citizens. Citizen concerns and questions were diverse, and addressed plans for Explore Park, the Ballyhack Golf Course, additional capital facilities and improvements, and growth management topics. A summary of the comments and questions from these meetings can be found in the **Appendix**. Also located in the Appendix is an article about the February 8



meeting published in *The Vinton Messenger* on February 15, 2007.

A second round of community meetings was held in April. The first meeting was held on April 16, 2007 at Explore Park. The second meeting was held at Mount Pleasant United Methodist Church. Approximately 50 – 60 people attended these meetings. County staff reviewed the results of the community survey that was mailed to residents of the Mount Pleasant planning district. From the results of the community survey, county staff drafted goals and objectives for the Mount Pleasant Community Plan. These draft goals and objectives were presented to the community at the April meetings, and formed the basis for the goals, objectives and implementation strategies found in this plan.

A third opportunity for staff to interact with the community occurred on July 12, 2007 at the Mount Pleasant Baptist Church. An open house environment provided for citizens to discuss several proposed future land use scenarios, provide feedback on possible road connections to improve connectivity and to complete an additional survey regarding potential changes to the Future Land Use Map (**See Appendix**). Approximately fifty people attended the open house.

1.3.4 - PLAN DEVELOPMENT

Information used in the development of the Mount Pleasant Plan was gathered from research, community meetings, community surveys, as well as work sessions and public hearings with the Planning Commission and Board of Supervisors.

Research included an analysis of existing conditions, zoning and Future Land Use designations. Staff also used Geographic

Information Systems (GIS) to analyze current conditions such as topography and floodplains.

Survey results were entered into a database for analysis. Quality control methods utilized included peer review and software data validation settings. Analysis was completed using Microsoft Excel and SPSS statistical software.

Community meetings aided staff in the development of long-range goals, objectives, and strategies for the Mount Pleasant Community Plan. These elements were based on existing and anticipated conditions as well as from input from the citizens of Mount Pleasant.

1.3.5 - PLAN ADOPTION

The Planning Commission will review a draft of the plan at the February 19, 2008 work session.

1.4 – PLAN THEMES

The planning process, including community meetings, surveys, and staff research, identified several key themes important to the future of Mount Pleasant:

- Preserve the overall rural character of Mount Pleasant
- Protect the environmental and cultural resources in Mount Pleasant
- Enhance educational opportunities and public facilities in Mount Pleasant
- Anticipate and plan for sustainable growth in designated locations



CHAPTER 2. MOUNT PLEASANT TODAY

The Mount Pleasant area has a multitude of characteristics that make it unique both within and to Roanoke County. These attributes were studied in detail to identify opportunities for the community as well as identify any existing limitations on appropriate future development. Following is a synopsis of existing conditions. The following sections outline the findings from staff research and community input.

2.1 – ZONING AND LAND USE

2.1.1 – ZONING

Zoning is a system of land-use regulation. The purpose of zoning is a legitimate use of the local government’s police power to uphold the health, safety and welfare of the public. As such, zoning can be used to segregate uses that are thought to be incompatible or act as a permitting system to prevent new development from harming existing residents or businesses. Zoning commonly includes regulation of the kinds of activities acceptable on particular properties, housing densities, the height and location of buildings, and other regulations such as setbacks or landscaping requirements. The Roanoke County Zoning Ordinance is adopted by the County Board of Supervisors and administered by the Zoning Administrator.

The current zoning for Mount Pleasant is shown on **MAP 2.01**. Zoning in Mount Pleasant permits low-density development for the majority of the planning area (*Figure 2.01*). Eighty percent (80%) of Mount Pleasant is zoned for agricultural uses, including AG-1 Agriculture/Rural Low Density District, AG-3 Agriculture/Rural Preserve District, AR Agriculture/Residential District, and AV Village Center District. Remaining zoning districts are either residential (R-1

Low Density Residential District, R-2 Medium Density Residential District, R-3 Medium Density Multi-Family Residential District, PRD Planned Residential Development District), commercial (C-2 General Commercial District), industrial (I-1 and I-2 Industrial Districts), or Explore Park (EP).

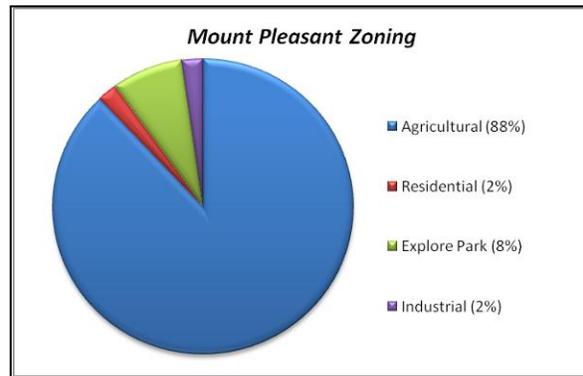


Figure 2.01 Zoning acreage and proportion in Mount Pleasant

2.1.2- EXISTING LAND USE

According to the Roanoke County Department of Real Estate and Valuation Department, the most common current use of land in the Mount Pleasant Planning District is residential (48.6%). This includes those parcels with any residential structure, whether the zoning for that parcel is classified as agricultural or residential. The next largest use is vacant land (46.5%), which includes those parcels zoned agricultural or residential and have no existing structures. Approximations of existing land uses per the Department of Real Estate and Valuation are shown in **Map 2.02, Existing Land Use**.

A breakdown of land uses by acreage illustrates that while almost half of the land use is classified as residential, these parcels can be as small as portions of an acre or as large as many acres. For example, one three hundred acre parcel could be classified as

residential but have 299 acres of farmland. In actuality, the majority of land in Mount Pleasant is open space. This includes vacant, agricultural and forested land, and rural land surrounding single-family homes.

Other uses in Mount Pleasant make up less than five percent of the planning area land. County-owned land (schools, parks) and federally owned land (Blue Ridge Parkway) constitute the majority of these other uses, although there are a few commercial areas (along Jae Valley Road) and industrial areas (off Jae Valley and Rutrough Roads)

2.1.3 - FUTURE LAND USE

The Future Land Use Guide and Future Land Use Maps found in the 2005 Roanoke County Comprehensive Plan serve as a policy guide for future land use decisions. These tools identify the most desirable locations in the county for specific land uses in the future. **Map 2.03, Future Land Use**, can be found at the end of the chapter.

In Mount Pleasant, the predominantly rural and residential nature of the community is illustrated by the proportion of land—over 90 percent, or 9,364 acres designated as Rural Preserve or Rural Village (Figure 2.17). These areas are characterized by rural landscapes where protection of the rural character is desired.

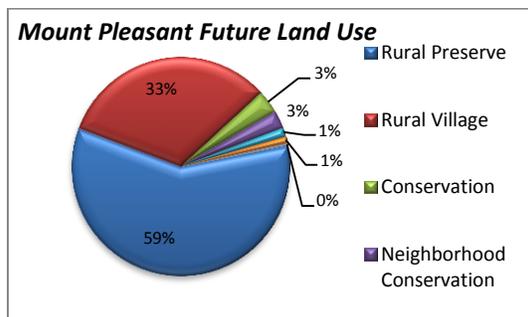


Figure 2.02 Future land use designations and their corresponding acreages in Mount Pleasant

RURAL PRESERVE

Most of the planning area (59%) is designated Rural Preserve. The Roanoke County Comprehensive Plan defines Rural Preserve as “a future land use area of mostly undeveloped, outlying lands. These rural regions are generally stable and require a high degree of protection to preserve agricultural, forestal, recreational, and remote rural residential areas.”

While the Conservation Future Land Use Designation typically only includes legally protected areas, Rural Preserve areas place a very high value on the preservation of natural features and rural land qualities are of paramount importance. The suggested density here is one dwelling unit per three acres, or 0.33 houses per acre. This roughly corresponds to the Agricultural/Rural Preserve Zoning District.

RURAL VILLAGE

Rural Village makes up the second largest proportion of future land uses in Mount Pleasant (33%). According to the 2005 Comprehensive Plan, these are areas “where development activity has historically occurred and where suburban or urban development patterns are discouraged. These rural community and farming areas are generally in between the intense suburban development patterns already established in the County and the designated Conservation and Rural Preserve areas.”

This future land use designation discourages typical suburban-type development and densities. Suggested residential density in these areas is one house per acre. This roughly corresponds to the AR zoning district, discussed in the next section.

OTHER FUTURE LAND USE DESIGNATIONS

The remaining future land use categories constitute less than nine percent of Mount Pleasant. Conservation areas make up 3.4 percent of future land use due to the Blue Ridge Parkway’s intersection of the planning



area. Near the City of Roanoke, some land in Mount Pleasant has also been designated Neighborhood Conservation, Village Center, and Development. Another small portion (30 acres) near the City of Roanoke is designated Principal Industrial.

Village Center areas are rural village centers, where established crossroad communities are present. They serve as focal points for the surrounding rural areas. Neighborhood Conservation areas are established residential neighborhoods where conservation and continuation of the existing housing pattern are desired. Development areas are characterized by new residential growth and a variety of housing types and densities.

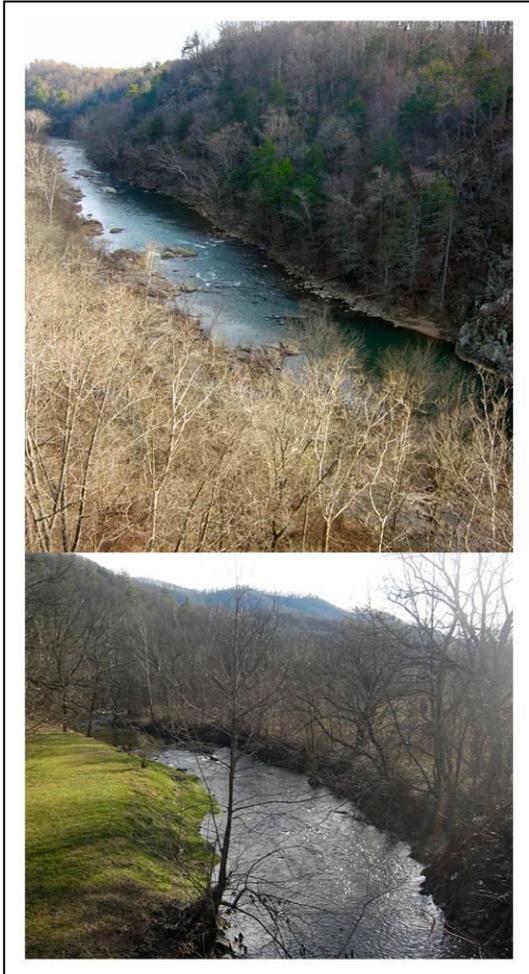


Figure 2.03 Roanoke River (top) and Back Creek in Mount Pleasant.

Principal Industrial areas contain high technology industries and are places where research and development firms are present or may develop.

2.1.4 - FUTURE DEVELOPMENT PROPOSALS

Several projects in Mount Pleasant have recently been approved for various types of future development. The major developments can be seen in **Map 2.04**. Developments include the planned residential development (PRD) districts (Loblolly Mill and Ballyhack Golf Course), rezonings (Explore Park project), potential capital improvements (Mount Pleasant Elementary School), and several by-right residential developments.

2.2 - NATURAL RESOURCES

The Mount Pleasant Planning Area exhibits a wide range of natural resources. Varied topography, substantial watercourses, and relatively large parcels of undeveloped land provide opportunities for rare species, attractive viewsheds, and many other natural amenities. Many of the natural features, such as floodplains, soil limitations and steep slopes create developmental constraints.

2.2.1 - AIR AND WATER RESOURCES

Surface water in the Mount Pleasant planning area is dominated by two major features: the Roanoke River along the northeast border of the planning area, and Back Creek flowing from the southwest to its confluence with the Roanoke River (*Figure 2.03*). **Map 2.05, Surface Water**, is included at the end of the chapter.

Ultimately, all water in the planning area reaches the Roanoke River, but more than three-quarters of Mount Pleasant water first drains to Back Creek and its tributaries. The confluence of these two rivers, locally referred to as “the Point”, occurs within Virginia’s Explore Park (Explore Park will be discussed further in 2.3.5: Parks, Recreation and

Tourism). Depending on the time of year, Back Creek streamflow (or *discharge*) typically occurs at a rate of 35 to 40 cubic feet per second (estimated from the USGS gauging station at Dundee). Back Creek water temperatures are slightly cooler than those of the Roanoke River, which results in slightly different plant and animal species inhabiting each of the watercourses. The Roanoke River has a gauging station at Niagara, near where the river enters the Mount Pleasant planning area. Here, typical streamflow is 250 to 300 cubic feet per second.

According to the Federal Emergency Management Agency (FEMA), the volume of discharge of each of these waterways is substantial enough that large rain events can trigger flooding. As such, some land adjacent to the main channels of Back Creek and Roanoke River has been designated as being located in the 100-year floodplain. The 100-year floodplain is a term used to signify land along a watercourse on which water would flow in a significant storm that is projected to happen once every one hundred years. Because this area can be inundated with water, land in the floodplain is subject to additional regulations for development. A small amount of floodplain is also located near Gumspring Branch, which originates in Mount Pleasant and then drains to property in the City of Roanoke.

Other prevalent surface water in Mount Pleasant includes isolated wetlands and private ponds. Ponds in the area are manufactured and historically have been used for agricultural purposes. Most are also perennial, meaning they are fed by water sources that flow continuously throughout the year. The United States Geological Survey (USGS) looks at floodways when assessing wetlands. While the survey indicates several areas that are classified as wetlands, true wetland-type water flow and vegetation is not widespread in the planning area.

The condition of its surface waters is a critical indicator of an area's environmental health. The Virginia Department of Environmental Quality (DEQ) conducts Water Quality Assessments to determine the health of local streams in Virginia. Data from water monitoring is compared to a set of standards to determine if the water can be used for activities such as swimming, fishing and other uses.

If water quality falls below a certain level of cleanliness, DEQ identifies the location, the parameter of concern (such as high bacteria counts) and the likely sources (such as failing septic systems or feedlot runoff). Streams that are determined to be substandard are classified annually as "impaired streams". Ultimately, cleanup plans will be developed and implemented for these streams to restore them to a healthier state. These restoration plans are known as "total maximum daily loads", or TMDLs, which is defined as the total amount of pollution that can enter a stream without harming it.

Both major waterways in the Mount Pleasant planning area are currently listed as impaired (*Figure 2.04*). Nearly six miles of Lower Back Creek, monitored from its crossing at Route 116 to the mouth are classified as impaired. The parameter causing impairment is *fecal coliform*, the most common form of stream impairment in agricultural areas of Virginia.

The presence of *fecal coliform* bacteria in aquatic environments indicates that the water has been contaminated with the fecal material of humans or animals. It is an indicator that a potential health risk exists for individuals exposed to this water. *Fecal coliform* bacteria may occur in ambient water as a result of the overflow of domestic sewage or nonpoint sources of human and animal waste. DEQ lists livestock grazing and feeding, unspecified domestic waste, pet waste, wildlife, and proximity to an urbanized area as potential sources of *fecal coliform*. Warnings were



issued for swimming as a result of the presence of the contaminant.

The Lower Roanoke River is also listed as an impaired waterway by DEQ. The section monitored extends about 3.5 miles from the Niagara Dam downstream to the mouth of Back Creek. Two impairment parameters are listed for this section of the Roanoke River: *Escherichia coli* (*E. coli*) and PCB in fish tissue.

E. coli is a type of fecal coliform bacteria commonly found in the intestines of animals and humans. The presence of *E. coli* in water is a strong indication of recent sewage or animal waste contamination. It is a leading cause of food borne illness but can also be contracted by consuming vegetables and fish taken near a source.

PCBs ("polychlorinated biphenyls") are man-made chemical pollutants produced between the 1930s and the 1970s for a variety of industrial purposes. Although their production has been outlawed, PCBs are persistent in the environment and can still be released into the environment during the disposal of materials and obsolete equipment.

As in Back Creek, warnings were issued for swimming in this portion of the Roanoke River and although PCBs have been observed in fish tissue, no warnings for fish consumption have been issued.

Although air quality data which is specific to the Mount Pleasant Planning area is difficult to establish, extensive information applicable to Roanoke County exists. Carbon Monoxide (CO) emissions in the County are estimated to be 27 thousand tons per year, according to the Environmental Protection Agency (EPA) (Figure 2.05). This is typical in Virginia, particularly with an urban center like Roanoke City adjacent to the County. In comparison, Franklin County had fewer emissions (19 thousand tons), while Roanoke City and Bedford County had higher emissions (44 thousand tons and 31 thousand tons, respectively).

The AQI (air quality index) is an index used by the EPA for reporting daily air quality. It signifies the degree of pollution in the air related to the associated health effects. The EPA calculates the AQI for five major air pollutants regulated by the Clean Air Act: ground-level ozone, particle pollution, carbon monoxide, sulfur dioxide, and nitrogen dioxide. An AQI value of 100 generally corresponds to the national air quality standard for emissions, which is the level EPA has set to protect public health. So, AQI values below 100 are considered healthful. In 2006, Roanoke County had 0 days above 100 on the AQI.

Water Body	Impairments	Potential Sources
Back Creek (Lower) 5.7 Miles	Fecal Coliform	Livestock (<i>Grazing/Feeding Operations</i>); Municipal (<i>Urbanized High Density Area</i>); Unspecified Domestic Waste; Wastes from Pets; Wildlife Other than Waterfowl
Roanoke River (Lower) 3.35 Miles	<i>Escherichia coli</i> & PCB in Fish Tissue	Discharges from Municipal Separate Storm Sewer Systems (<i>MS4</i>); Municipal (<i>Urbanized High Density Area</i>); Sanitary Sewer Overflows (<i>Collection System Failures</i>); Source Unknown; Wastes from Pets; Wildlife Other than Waterfowl

Figure 2.04 Summary of DEQ water quality constraints in Mount Pleasant watercourses

Virginia DEQ identifies several potential sources of these contaminants: municipal storm sewer systems, proximity to an urbanized area, sanitary sewer overflows, pet waste, wildlife, and other unknown sources.



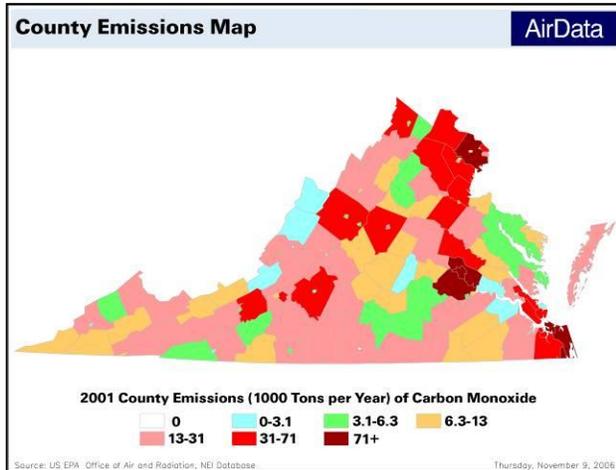


Figure 2.05 Virginia air emissions data

(ESA). State designations require permits for collection or activities affecting the species.

Additionally, two species found in the Mount Pleasant planning area—the bald eagle and the Roanoke logperch—have been earmarked for elevated status under the ESA due to previously or currently diminishing habitat or numbers. The bald eagle (*Haliaeetus leucocephalus*) has been observed along the upper Roanoke River and is listed as a *federally threatened species*. This designation is more restrictive than those previously mentioned and requires additional safeguards for the health of the species (Figure 2.04).

2.2.2 - ECOLOGICAL RESOURCES

The majority of Mount Pleasant is rural in character and developed at low densities. As such, much of the region is made up of vacant fields, working farms or is forested. Most steep slopes and higher elevations are wooded, and streams and rivers are often buffered by substantial vegetation. Vegetation is also prevalent along much of the Blue Ridge Parkway, Explore Park, and many privately owned parcels. Trees and plants in these areas are typical of eastern forests, and can contain both native and invasive species. Most forests are deciduous, while many slopes and higher elevations are either evergreen or mixed forests.

The Virginia Department of Game and Inland fisheries (DGIF) has conducted inventories of animal species in Virginia and in specific regions. In Mount Pleasant, Virginia DGIF has listed over 500 species likely to be found in local waters, forests, and other habitats. Of these, 41 have been placed in one of the following state or federal designations: *federal candidate*, *state endangered*, *state threatened*, *federal species of concern*, and *state special concern*. All federal designations (aside from *species of concern*) entail a legal status under the Endangered Species Act



Figure 2.06 Roanoke Logperch and bald eagle

The bald eagle breeding range is associated with aquatic habitats (like coastal areas, rivers, lakes, and reservoirs) with forested shorelines. Threats to the species once included contaminants and loss of habitat. However, bald eagle numbers have increased dramatically over the past 20 years, and many officials believe that the species will soon be “delisted”, meaning that federal safeguards for

the protection of the species habitat may be removed.

The Roanoke logperch (*Percina rex*) is found only in the Roanoke and Chowan drainages, but predominantly in the Roanoke River and its tributaries. It is listed as a *federally endangered species*, the most critical federal label. It means that the species is extremely rare and is vulnerable to extinction. Its habitat has been threatened by agriculture, overdevelopment, and other activities that produce excessive silt runoff. Silt is detrimental to the species because it requires clear, cool water and unsilted gravel and rubble in order to nest and avoid predators.

2.2.3 LAND AND GEOLOGIC RESOURCES

A *physiographic province* is a delineated area that has been shaped by a common geologic history. Geographers and geologists recognize more than 20 physiographic provinces in North America; the Commonwealth of Virginia intersects five of these.

The Mount Pleasant Planning Area lies almost entirely within the Blue Ridge Physiographic Province. The Blue Ridge province is composed of complexly folded and faulted igneous and metamorphic rocks. These ancient rocks date from 400 million to more than a billion years old and represent parts of the basement rock of the North American continent.

Today the general surface of the Blue Ridge Province lies 1,000 to 3,000 feet above sea level, with many peaks reaching 4,000 to 5,000 feet. The Blue Ridge is the smallest of Virginia's five provinces, but its mountains and rocks are the oldest.

Typical bedrock types underlying this section of Roanoke County are Proterozoic (more than 500 million years old) and include granite, gneiss, charnockite, basalt, and meta-sedimentary rocks.

Soil surveys provide a generalized analysis of development constraints likely to be present in an area. Based upon the type of soil, slope of soil, and the depth to bedrock in Mount Pleasant, certain areas are more suitable for private septic systems than others are. Slope is by far the most common limitation, followed by bedrock depth and, in a few instances, a probability of flooding. The low-lying areas in the northern portion of the Mount Pleasant planning area are most suitable for septic systems. A soil suitability map, **Map 2.06**, showing common septic limitations can be found at the end of the chapter.

Although soils surveys can provide general data based on soil types present, site-specific data should be collected at individual properties to determine whether that property is indeed suitable for septic systems. Often the limitations can be reduced by incorporating certain technical and design strategies.

The elevation in Mount Pleasant varies from about 800 to 2,000 feet above sea level. The lowest point is found where the Roanoke River exits the planning area to the west near Explore Park (See **Map 2.07, Slope** and **Map 2.08, Topography**). The highest point, just over 2,000 feet, is found along the ridge at the southeastern boundary of the property.

Most residential development has occurred in the northern portion of the planning area, nearest to Roanoke City. The topography of this area consists of rolling hills and relatively gentle slopes. Although most property in the planning area has some steep slopes, it is typically moderate.

However, a substantial portion of the southern ridges and land near waterways has grades of more than 33%. Development in these areas is regulated under the County's Erosion and Sediment Control Ordinance.



2.3 – HISTORIC AND CULTURAL RESOURCES

2.3.1 - COUNTY HISTORY

Many settlers in Roanoke County travelled from Pennsylvania through the Shenandoah Valley. Others of English ancestry reached the County by travelling up the valley of the James River from the Tidewater area and the Chesapeake Bay. Roanoke County, named for the Roanoke River, was formed in 1838 from a portion of Botetourt County. Eleven years later, additional land was added from Montgomery County to bring Roanoke’s land area to the current 251 square miles. The word "Roanoke" is a Native American word for *wampum*, shells worn and used for trading.

2.3.2 - PLANNING AREA HISTORY

According to Deedie Kagey in her book *When Past is Prologue: A History of Roanoke County, Va*, the original name for Mount Pleasant and the surrounding areas was “Ballyhack”. The origin of this name is somewhat unclear, but

Dr. Kagey outlines two potential theories held by locals.

Some residents believe that the name originated out of an infamous fight between rival political factions more than a century ago. According to legend, participants were “hacked up” while wielding such weapons as knives, sticks, and hobnailed boots. Others believe the name has more affable origins: *Bally Akers* is an Irish phrase meaning “Akers’ place”, and may have morphed into Ballyhack over time. Although the area is now officially known as Mount Pleasant, many residents still refer to it with the original name, and a planned golf course and residential community on Pitzer Road will use the name Ballyhack. The origins of the name “Mount Pleasant” are relatively unknown, other than as a reference to the area’s pleasant natural landscape surrounded by mountain ridges.

This area is believed to have been settled in the late 1800’s by Charles Hungate, William Seagraves, Tolliver Craig, Samuel Seagraves,

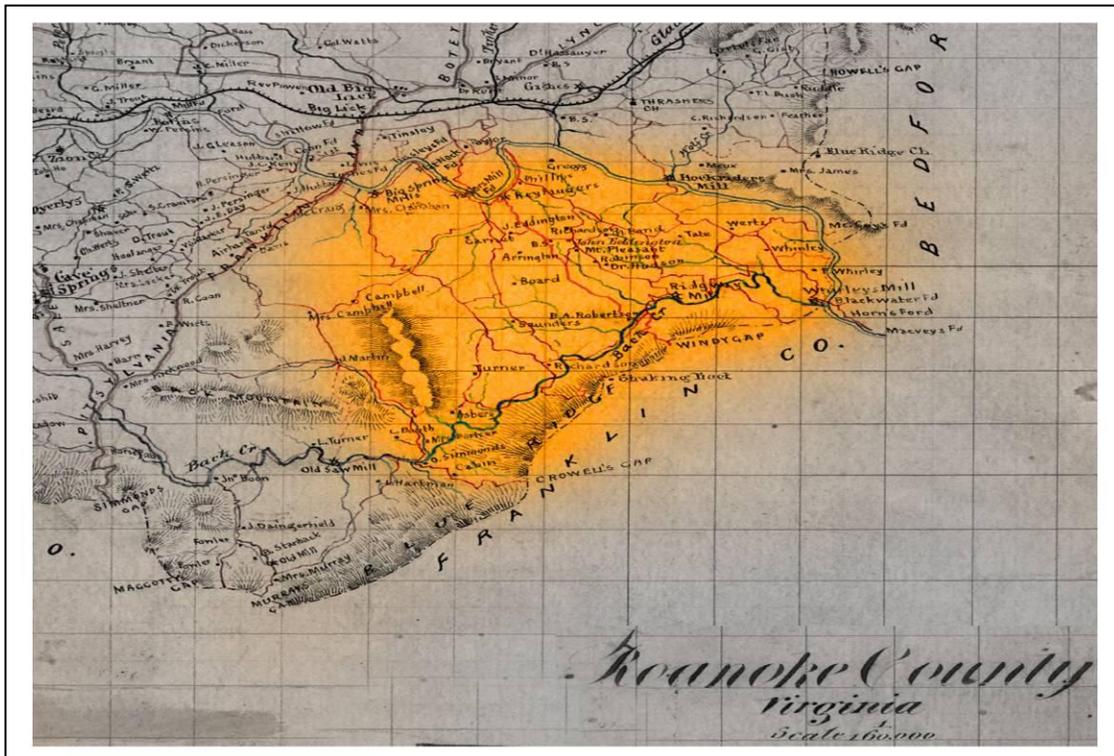


Figure 2.07 Portion of an 1865 Roanoke County historic map, with the general Mount Pleasant area highlighted.



and James Mason. Some of the original families in Mount Pleasant were the Kefauvers, Richardsons, Lloyds, Lunsfords, Eddingtons, Bandys, Olivers, Persingers, Garnands, Filsons, Leslies, Rutroughs, and Huffs. According to Kagey, most of these families originally lived self-sufficiently, farming, milling and blacksmithing for themselves and their neighbors. Much of the original Mount Pleasant and Ballyhack has been annexed by Roanoke City, and the majority of former farmland in the northern portion of the area has been subdivided for residential development. Residents here historically have worked in Roanoke City and Roanoke County, as well as other nearby municipalities. Early employers in the area included Rockydale Farm, the Riverdale Corporation and American Viscose Corporation.

As documented in the 2000 study *Cultural Expressions of Nature in Sacred Contexts: Documentation of Family & Community Cemeteries in Roanoke County, Virginia* by Thomas S. Klatka, Roanoke Regional Preservation Office, Virginia Department of Historic Resources, there are 18 cemeteries located in the Mount Pleasant Planning Area. **Map 2.09** shows historical features and cemeteries.

Family cemeteries are the most common type of cemetery in Mount Pleasant with seven identified in the study. Most are inactive and small in size (less than 50 interments), ranging in age from 55 to 154 years old. The Angel cemetery, located directly between the Hogan and Delaney Court cemeteries on Rutrough Road, is probably a family cemetery and is small and inactive. The Angel cemetery is also the oldest cemetery in the area, dating to 1854.

There are five community cemeteries in the area, all of which are being used today. These cemeteries are medium (between 50 and 100 interments) or large (100 or more interments) in size and are over 100 years old. The Bandy cemetery on Bandy Road is the second oldest cemetery in Mount Pleasant

dating to 1858 and is the largest with 339 interments.

Bethlehem Baptist Church on Ivyland Road has a small and inactive cemetery. The Mount Pleasant Church cemetery is a large cemetery dating to 1873 and is located between Mount Pleasant Boulevard and Pitzer Road. It is owned and used by both Mount Pleasant Baptist Church and Mount Pleasant United Methodist Church.

Little information is known about the remaining three cemeteries. The Bandy-Crowell Gap Road cemetery is comprised of two sites, each on a knoll on a mountaintop to the southwest of Crowell Gap between Roanoke and Franklin Counties.

Cemeteries located within the Mount Pleasant Planning Area from *Cultural Expressions of Nature in Sacred Contexts: Documentation of Family & Community Cemeteries in Roanoke County, Virginia* by Thomas S. Klatka, Roanoke Regional Preservation Office, Virginia Department of Historic Resources (2000) are listed below:

Angel

- Located immediately between the Hogan and Delaney Court Cemeteries
- Approximately 37 interments
- Marked graves date from 1854 through 1961

Atkins

- Small family cemetery with four graves
- Graves date from 1949 through 1989

Bandy

- Active cemetery established for extended family but now serves community
- Minimum 339 interments (as of 1/1998)
- Marked graves date from 1858 through 1998

Bandy-Crockett

- Small family cemetery with at least seven interments
- Marked graves date from 1862 through 1904

Bandy-Crowell Gap Road (site not surveyed)



- Cemetery located on two knolls on a large ridge between Roanoke and Franklin Counties and can be accessed by an unimproved road that connects Crowell Gap Road with Windy Gap Road

Bethlehem Baptist Church

- Small cemetery associated with the Bethlehem Baptist Church
- Approximately 31 interments
- Marked graves date from 1944 through 1982

Delaney Court

- Community cemetery
- Minimum 129 interments
- Marked graves date from 1907 through 1997

Eddington

- Small cemetery with at least 17 graves

Gearheart

- Large cemetery that currently serves the local community
- At least 192 interments
- Marked graves date from 1886 to 1997 (survey date 9/1997)

Hogan

- Family cemetery with about 53 interments
- Marked graves date from 1917 through 1982

Hogan-Chisom

- Small family cemetery with 10 interments
- Marked graves date from 1924 through 1997 (survey performed 11/1997)

Mount Pleasant

- Cemetery contains at least 109 interments
- Marked graves date from 1892 through 1996 (survey performed 4/1997)

Mount Pleasant Church

- Large and active cemetery with over 200 interments
- Comprised of two parcels owned by the Mount Pleasant Baptist Church and the Mount Pleasant Methodist Church

- Cemetery has been in use since 1873

Routt

- Small family cemetery with 11 identifiable graves
- Marked graves date from 1953 through 1994

Simmons-Weaver

- Family cemetery with a minimum of 14 interments
- Marked graves date from 1926 through 1975

Turner-Richardson

- Community cemetery with at least 52 interments
- Marked graves date from 1868 through 1996

Virginia Springs

- Small family cemetery with at least four graves
- May be related to the Atkins Cemetery located 492 feet to the south

Wood (Site not surveyed)

- Some of the graves date to the late 19th century

The Virginia Department of Historic Resources conducted architectural surveys for numerous Roanoke County structures in the early 1990s.

In the Mount Pleasant Planning Area, 87 structures are identified in the architectural survey. Of these structures, 51 are labeled with their architectural styles although they have not been formally surveyed. Architectural surveys have been conducted for the remaining 36 buildings. The most surveys (six each) were completed for structures with addresses on Bandy Road and Pitzer Road. Four surveys were also completed on Rutrough Road structures. It is important to note that since the completion of the study in 1992, some of the identified structures may have been demolished.



All but one of the 36 surveyed structures is listed as privately owned. Mount Pleasant Elementary School, owned by the Roanoke County School Board, is the exception.

Most structures are currently used as residences or for farming. Two churches located close to each other, St. John's African Methodist Episcopal Church at 3019 Rutrough Road and Bethlehem Baptist Church at 3017 Ivyland Road, are listed as being built in the early 20th century. Ferris Market, a store, was located at the corner of Randall Drive and Rutrough Road and was constructed between 1920 and 1930. The store was demolished in 2006 due to lack of maintenance and safety concerns. Turner's Mill is located at 3672 Sterling Road. The mill was constructed in 1911 and restored in 1979. The property it stands on was recently sold and will be developed as a Planned Residential Development, Loblolly Mill. The mill will be a focal point of the development. The current Mount Pleasant Elementary School was rebuilt for the second time in 1934-1935 after a brick building built in 1924 burned in 1934 and a frame, two-room building constructed in 1910 burned in 1924.

The most notable historic structure in the Mount Pleasant Planning Area is the Green Richardson home located at 3250 Randall Drive. The property is currently used as a farm and is developed by a Federal-style house, two barns (one in excellent condition), two garages (non-contributing) and an original outdoor kitchen. The original log portion of the home was constructed between 1830 and 1850, rendering this home the oldest surveyed structure in Mount Pleasant. Green Richardson was the first owner of the home. David Richardson, his son, lived at this residence after the Civil War. David spent most of the war in a prison camp in Indiana. When the property was surveyed in the early 1990s, the structures were noted to be in good condition. Because of the architectural and historical significance of the structure,

this property should be considered for nomination to the Virginia Landmarks Register and the National Register of Historic Places.

Where groups of structures are noted on **Map 2.09, Historic Features and Cemeteries**, new development in those areas should be respectful and considerate of the established historic character.

An 1865 map of Roanoke County (*Figure 2.07*) highlights the general area where Mount Pleasant is found today. Several natural features and adjoining municipalities are noted, and many properties are marked with their owners at the time.

2.3.3 CULTURAL RESOURCES

Cultural resources are rich in Mount Pleasant, and include the Blue Ridge Parkway, protected land, Mount Pleasant Library, as well as a multitude of churches and community groups.

The Blue Ridge Parkway, a linear park and scenic motor road owned and managed by the National Park Service, bisects the northern Mount Pleasant Planning Area (*Figure 2.08*). Built predominantly by the civilian Conservation Corps, the parkway is a link between Shenandoah National Park in Virginia and Great Smokey Mountains National Park in North Carolina. It roughly follows the crest of the Blue Ridge Mountains and provides opportunities for not only scenic motoring but also hiking, camping, horseback riding, and other recreational activities along its 469-mile length.

Currently, a plan for Parkway-owned land is being developed in order to better manage the use and access to trails on Parkway property. Approximately four miles of the Parkway passes through the Mount Pleasant Planning Area, but motorized access to the Parkway itself only exists outside of Mount Pleasant (near Clearbrook and Vinton). This makes connectivity via the parkway difficult for





Figure 2.08 Parkway entrance sign.

many Mount Pleasant residents. The Blue Ridge Parkway represents the largest contiguous tract of protected land in Mount Pleasant. Although the Parkway is linear and not substantially broad, it affords continuous land through which wildlife may traverse the planning area. Currently, conservation easements, which are voluntary agreements between an owner and a non-profit (such as the Virginia Outdoors Foundation or the Western Virginia Land Trust) to restrict the use of one's property have not been applied to any land in the Mount Pleasant Planning Area, to the knowledge of County staff. Additionally, no official greenways, which is a system of bikeways and pedestrian trails designed to act as links between greenspace, have been recognized, although several trails can be found on Blue Ridge Parkway land. However, plans are in development for a possible extension of the Roanoke River Greenway into Roanoke County, which could bring a portion of that greenway near the river along the northern border of Mount Pleasant.

A branch of the Roanoke County Library is located within Mount Pleasant Elementary School. Hours are limited as is space (the entire library is less than 400 square feet) but serves as a valuable resource for Mount Pleasant citizens of all ages.

Mount Pleasant is home to many churches, civic leagues, and other community groups. Some of the churches in Mount Pleasant date back more than 100 years, and some are still housed in their original buildings. The Mount Pleasant Civic League meets monthly to discuss community issues and solicit input and involvement from neighbors in the Mount Pleasant area. The Mount Pleasant Neighborhood Watch Group also meets monthly and covers the immediate Mount Pleasant area.

Recreational activities in and near Mount Pleasant abound, particularly with respect to the outdoors. The Roanoke River and Back Creek both provide an array of fishing opportunities, and water sports such as canoeing on the Roanoke River are growing in popularity. Trails on Blue Ridge Parkway property are also accessible from Mount Pleasant for hiking, biking, and horseback riding, and other nearby hiking opportunities include Roanoke Mountain and the Appalachian Trail.

2.4 – CAPITAL FACILITIES AND PUBLIC SERVICES

Several local resources in the area are public spaces belonging to the citizens of Mount Pleasant and Roanoke County (See **Map 2.10, Capital Facilities**). Mount Pleasant Elementary School provides services to over 300 students. Mount Pleasant Park, located off Pitzer Road, contains athletic fields, playgrounds and picnic areas, and is currently undergoing additional improvements. Mayflower Hills Park also contains athletic fields, playgrounds and picnic areas, and is located off Rutrough Road (*Figure 2.08*). Mount Pleasant Elementary is the only County educational institution within the Mount Pleasant Planning Area. Middle and high school students attend public school at William Byrd, in the Vinton Planning Area. Other public services include the Mount

Pleasant Fire Station and water and sewer services to some areas of the community.

2.4.1 – MOUNT PLEASANT ELEMENTARY SCHOOL

Most students in the Mount Pleasant Planning Area attend Mount Pleasant Elementary School, located at 3216 Mount Pleasant Blvd. It is a two-story brick structure originally built in 1935 and located adjacent to Mount Pleasant Park (*Figure 2.09*). As of December 2007, 314 students attend Mount Pleasant Elementary in grades Kindergarten through 5th grade. The capacity for the school is approximately 325 children.

Mount Pleasant Elementary has been very successful recently in standardized testing. The school is fully accredited according to state Standards of Learning requirements, and has made AYP (Average Yearly Production for *No Child Left Behind*) since 2004.



Figure 2.09 Mount Pleasant Elementary

Planning staff toured the school and visited with Principal Ellen Walton in November of 2006. Ms. Walton stated that some potential future projects at the school include improving traffic safety in front of the main building on Mount Pleasant Boulevard and improving security. Ms. Walton noted that the three main issues currently facing the school are safety, crowded conditions, and the onsite library. Many citizens of Mount Pleasant enjoy the library in conjunction with the

school, but others would like to see a stand-alone library in.

Mount Pleasant Elementary is one of the only County elementary schools not recently enlarged or improved. Long range needs at the school include additional space, computers, and other technical equipment.

2.4.2 – MOUNT PLEASANT FIRE AND RESCUE AND POLICE

The first firehouse and crew in Mount Pleasant was established in 1955, at a site north of the present day station. The existing fire station, located at 2909 Jae Valley Road, was constructed in 1975 and now occupies about an acre (*see Figure 2.10*). Garage bays were added to the south end of the building in the late-1980s and bunkrooms were added in to the north end in 2001. The structure is now 8,700 square feet and has a 648 square foot semi-finished basement.

The Mount Pleasant Fire Station has five bays and currently houses seven pieces of equipment: two ambulances, one pumper fire engine (750-gallon capacity), one tanker fire engine (similar to pumper but with larger water tanks), one brush truck, one squad vehicle and one hazardous materials unit.

Two career firefighters currently staff the station 24 hours a day, seven days a week. Ambulance operation is their first priority. Volunteers are available mainly for nighttime fire calls, but are also needed for fire truck duty because at least three people are needed in order to respond.

According to Chief Richard Burch and Homeland Security Manager Joey Stump, the most significant current needs at Mount Pleasant are for additional water sources and more professional firefighters and emergency medical technicians. Considering the steady population growth in Mount Pleasant and the proposed residential, resort and recreational projects in the community, the importance of

additional water sources and personnel are likely to increase. Dry hydrants, a non-pressurized pipe system installed in water bodies, are utilized where available in the area and are encouraged where appropriate. Approximately 25 fire hydrants currently exist throughout the community.



Figure 2.10 Mount Pleasant Fire Station

The Mount Pleasant station averages 700-800 emergency calls for firefighting and rescue service annually. The call volume for Mount Pleasant is lower in comparison to other county fire and rescue stations. At this time, facilities appear adequate for the community and are expected to be so for at least five years. Maintenance needs are addressed annually as they arise. EMS and fire apparatus run order within each of the six reporting districts throughout the community are indicated in *Figure 2.11*. **Map 2.11** and **Map 2.12** shows the locations of the reporting districts for fire/rescue and police, respectively.

The Roanoke County Police Department provides data based on reporting districts delineated throughout the county. Mount Pleasant includes all or portions of five separate reporting districts. Although not a perfect match geographically with the established boundaries, the overall police district reporting area approximates square mileage delineated within the Mount Pleasant Community Planning Area.

UCR, or Uniform Crime Report Offenses made available by the Roanoke County Police Department indicated a total of 508 incidents reported in Mount Pleasant during the period beginning January 1, 2000 and ending October 31, 2005. The breakdown of reported offenses includes the following:

- Aggravated assault: 38
- Simple assault: 181
- Burglary/breaking and entering: 89
- Forcible sex offense: 14
- Larceny: 104
- Larceny from vehicle: 45
- Motor vehicle theft: 36
- Robbery: 1

During the same period, a total of 5,102 “citizen request calls” and 4,683 “self-initiated calls” were reported by the police department.

Traffic data samples reported during this time (January 1, 2000 through October 31, 2005) indicated a total of 199 crashes reported on the community’s heaviest traveled roads including Bandy Road, Highland Road, Jae Valley Road, Mayfield Drive, Pitzer Road, Rutrough Road, Sterling Road and Yellow Mountain Road. The 199 crashes resulted in 65 personal injuries and two fatalities.

EMS Reporting Station Order	REPORTING DISTRICT #					
	601	602	603	604	605	606
1st Due	Mount Pleasant Station					
2nd Due	Vinton Station	Vinton Station	Vinton Station	Clearbrook Station	Clearbrook Station	Vinton Station
3rd Due	Clearbrook Station	Clearbrook Station	Clearbrook Station	Cave Spring Station	Cave Spring Station	Clearbrook Station
4th Due	City Station 6	City Station 6	City Station 6	City Station 1	City Station 1	City Station 6

Fire Reporting Station Order	REPORTING DISTRICT #					
	601	602	603	604	605	606
1st Due	Mount Pleasant Station					
2nd Due	Vinton Station	Vinton Station	Vinton Station	Clearbrook Station	Clearbrook Station	Vinton Station
3rd Due	City Station 11					
4th Due	Clearbrook Station	Clearbrook Station	Clearbrook Station	Cave Spring Station	Vinton Station	Clearbrook Station

Figure 2.11 Reporting Districts and 1st-4th Due units corresponding to Map 2.05.

2.4.3 – PUBLIC UTILITIES

The Western Virginia Water Authority (WVWA), created July 1, 2004, provides for the construction and maintenance of public water and sewer lines and fire hydrants throughout its service area in Roanoke City, Roanoke County, and the Town of Vinton. Around 960 miles of water lines, 900 miles of sewer lines, and approximately 4,000 fire hydrants are maintained by the authority. The WVWA’s Water Operations Division is responsible for insuring a reliable and sustainable drinking water source and managing drinking water production, storage and distribution facilities for its customers (23,000,000 gallons provided per day).

The WVWA’s Wastewater Operations Division operates the Roanoke Regional Water Pollution Control Plant located northwest of

Mount Pleasant in Roanoke City (treating 40,000,000 gallons per day), protecting the economic and environmental health of the Roanoke River basin and citizens throughout the Valley.

In Mount Pleasant, public water is currently available in several locations (see **MAP 2.13, Public Facilities Map**): the Brookfield and Hampden Hills residential subdivisions; Eanes Road, Ivyland and Huffman Roads in Delaney Court; a short segment of Rutrough Road; the northern segment of Bandy Road; Indian Rock Road; Gearheart Road; and along Goodman Road and its intersecting cul-de-sacs Dickerson Road, Wood Road, Daniel Road and Cowman Road. Fire hydrants are in place in Brookfield, Hampden Hills and along Goodman Road and its intersecting streets. Public sewer is available in the Brookfield and Hampden Hills subdivisions and along Eanes Road.



Plans for the extension of public water and sewer to Explore Park in the near future are possible. The Code of Virginia requires that any public facility or utility proposals be reviewed to be in substantial conformance with the County Comprehensive Plan. This analysis, referred to as a 2232 Review, was approved by the Roanoke County Planning Commission and Board of Supervisors in 2006.

2.4.4 – STORMWATER MANAGEMENT

As noted in the Air and Water Resources portion of this document, surface water in Mount Pleasant is dominated by the Roanoke River and Back Creek. Per the Roanoke Valley Regional Stormwater Management Plan prepared in 1997, land use is predominantly forest, agricultural and residential in the eastern Back Creek basin. Year 2020 projections from this study estimate developed conditions to be 40% rural village, 30% rural preserve, 15% low density residential and fifteen percent combination surface water, open space, forest, industrial, village center and medium-to-high density residential uses.

The 1997 Stormwater Management Plan proposed construction of two containment ponds immediately north of Back Creek, one on each side of the Route 116 bridge, approximately one mile apart. To date, neither has been constructed. The study states that high water marks and measured flows were not available for Back Creek during the 1985 and 1992 floods. High water marks and flows were obtained at a USGS gauging site near Dundee. It was also emphasized that debris blockage can have a significant impact on upstream flooding.

LOCATION	PROBLEMS				Possible Solution
	Existing Conditions		Developed Conditions		
	Storm	# of Houses in Flood Area	Storm	# of Houses in Flood Area	
Mouth to Pitzer Rd	2-year	0	2-year	0	Floodproof, relocate and/or purchase; Upstream detention to reduce frequency of flooding
	10-Year	0	10-Year	0	
	100-Year	0	100-Year	2	
Pitzer Road to Jae Valley Rd	2-year	0	2-year	0	Floodproof, relocate and/or purchase; Upstream detention to reduce frequency of flooding
	10-Year	0	10-Year	1	
	100-Year	1	100-Year	4	
Jae Valley Road downstream to Bandy Road crossing	2-year	0	2-year	1	Floodproof, relocate and/or purchase; Upstream detention to reduce frequency of flooding
	10-Year	1	10-Year	8	
	100-Year	9	100-Year	12	

Figure 2.12 Stormwater management issues on Back Creek at present and after development.

Figure 2.12 indicates flooding problems for “existing” (1997) and “developed” (2020) land use conditions along Back Creek as studied in the regional Stormwater Management Plan.

2.4.5 –PARKS, RECREATION & TOURISM

The Roanoke County Department of Parks Recreation and Tourism currently manages two parks in the Mount Pleasant Planning Area: Mount Pleasant Park and Mayflower Hills Park.

Mount Pleasant Park is approximately 9-acres and adjoins Mount Pleasant Elementary School. The park offers walking trails, a picnic pavilion, three lighted ball fields, lighted basketball courts and lighted tennis courts.

Mayflower Hills Park, (see Figure 2.13) located on Rutrough Road, is approximately 5-acres and offering walking trails, a picnic pavilion, one ball field , horseshoe pits and a tot lot with swing set and tube slides.





Figure 2.13 Mayflower Hills Park.

Prior to the winter of 2007, Virginia's Explore Park operated as a tourism destination for Virginia Living Histories. Just over 706 acres of property is zoned for Explore Park, located at the east border of Mount Pleasant and Bedford County, and accessed by the Blue Ridge Parkway. The Virginia Recreational Facilities Authority (VRFA) and Roanoke County operated the park. The goals of this unique public-private partnership included providing a recreational attraction, expand the historic knowledge of area adults and children, promoting tourism and economic development, conserving open-space areas and enhancing educational programs.

Explore Park offered many programs for children and adults in an interpretive setting showing how early Virginians and Native Americans in the area lived from day to day. Educational and heritage opportunities at the park included a 17th century Native American Totero Village, 18th century frontier settlement and 19th century valley community with farmstead, grist mill, blacksmith shop, barns, church and school. Recreational opportunities included picnicking, hiking, mountain biking, fishing and canoeing/kayaking. A film center focused on

the Park's value as a potential filming location, and many other events and programs were offered throughout the year.



Figure 2.14 Explore Park

Today, Virginia's Explore Park represents one of the biggest potential areas for change and growth in the Mount Pleasant Planning Area (Figure 2.14).

In March of 2005, the Virginia Recreational Facilities Authority Board of Directors authorized a 50-year land lease with Virginia Living Histories. Later that year, Roanoke County rezoned the property to allow additional activities in anticipation of a possible outdoor-themed amusement park and destination. Currently, plans are being developed for that destination and these changes could have a substantial effect on the northeastern portion of the planning area, particularly the Blue Ridge Parkway. As these plans have been finalized, the Park will be closed throughout the winter of 2007-2008.

2.5 - TRANSPORTATION

The Virginia Department of Transportation (VDOT) maintains 39 miles of urban and rural local roads in Mount Pleasant on 57 different road segments (listed by route number). **Appendix B** provides 2005 Annual Average Daily Traffic estimates for these state-maintained roads, as well as vehicle crash



data from January 2000, through October 2005, for major roadways in the planning area including Jae Valley Road, Yellow Mountain Road, Bandy Road, Pitzer Road, Rutrough Road, Mayfield Road, Highland Road and Sterling Road.

VDOT classifies roads according to functionality and typical use. In Mount Pleasant, the major roadways are classified as either urban or rural in nature and are considered either arterial or collector roads. Figure 2.15 shows the location and functional classifications for some of the major roads in the Mount Pleasant Planning Area.

Roanoke County’s Six-Year Improvement Plan (2006-2012) and Revenue Sharing Program (2006-2007) provide the opportunity to receive state matching funds for construction and maintenance for roads in the Virginia highway system. Evaluation, qualification and prioritization for revenue sharing is based on traffic counts, existing pavement width, adjacent existing and future development, overall pavement condition, drainage, vehicular and pedestrian safety and economic benefit.

In Mount Pleasant, Ivyland Road, Huffman Road and Mount Pleasant Boulevard qualified for the revenue sharing program. Figure 2.16 shows details for those proposed projects.

Many of the primary and secondary roads in Mount Pleasant follow a general north/south or northeast/southeast alignment. These roads serve to connect the City of Roanoke to Mount Pleasant, and rural areas of Roanoke County and Franklin County. While the roads

ROAD	LOCATION	CLASSIFICATION
Jae Valley Road	City to Blue Ridge Parkway	Urban Minor Arterial
Jae Valley Road	Blue Ridge Parkway to Franklin County Line	Rural Major Collector
Blue Ridge Parkway	4-Mile Segment in Mount Pleasant	Rural Minor Arterial
Rutrough Road	Western 2.2 miles	Urban Collector
Rutrough Road	Eastern 2.25 miles	Rural Major/Minor Collector
Highland Road	Roanoke Corporate Limits to its Intersection with Rutrough Road	Urban Collector
Bandy Road	Roanoke Corporate Limits to its Intersection with Sterling Road	Urban Collector
Bandy Road	Sterling Road to Franklin County line	Rural Major Collector

Figure 2.15 Functional classifications for Mount Pleasant roads.

provide good access to and from the areas listed above, the roads run generally parallel, with only short sections of roads such as Sterling Road and Randall Road connecting between the main roads. Thus, travel in an east/west direction is more difficult, and requires lateral movements back and forth along the main roads. With this in mind, county staff drafted ten possible road connections (see Chapter 4, **Possible Road Connections, Map 4.05**) that would help connect the main roads of Mount Pleasant. These road connections are only conceptual, and should not be construed as a construction document. Rather, **Map 4.05** shows possible road connections that could be explored in the future, or could be considered as part of development plans or rezoning requests. In comments received from the community survey, residents noted the need for a direct street connection to Vinton, where students from Mount Pleasant attend middle and high school. A possible connection to the Blue Ridge Parkway at Jae Valley Road was also mentioned in citizen comments.

	Ivyland Road – Route 775	Huffman Road – Route 761	Mount Pleasant Blvd – Route 866
Location:	From Rutrough Road (Route ?? to end of state maintenance)	From Rutrough Road to end of state maintenance	Intersection with Jae Valley Road
Traffic Count:	180 Vehicles per Day	140 Vehicles per Day	1,400 Vehicles per Day
Proposed Improvements:	Construct new turnaround at the end of state maintenance and apply plant-mix asphalt overlay on entire road	Construct new turnaround at the end of state maintenance and apply plant-mix asphalt overlay on entire road	Improve sight distance / safety at intersection
Total Estimated Cost:	\$65,840	\$64,784	\$500,000
County Contribution:	\$32,920	\$32,392	\$250,000

Figure 2.16 Proposed revenue sharing projects in Mount Pleasant.



2.6 – POPULATION AND HOUSING

2.6.1 DEMOGRAPHICS

Mount Pleasant census data contained in this plan was collected from the 1990 and 2000 United States Census. The Mount Pleasant community planning area is composed of the Census Tract 310, which consists of a subdivision of four block groups (see **Block Group Map, Map 2.14**). Some of this information should be expected to differ from present conditions; however, this data is the best available recent inventory of demographic and housing information for the Mount Pleasant area.

Census data for the Mount Pleasant community planning area is summarized in *Figure 2.17*. In the table, *Household* includes all of the people who occupy a housing unit, including single-person households and housing units with unrelated individuals. *Family* represents at least two people living in the same household who are related to the householder by birth, marriage, or adoption. *Housing Unit* is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied as separate living quarters. *Per capita income* represents average income per person. *Migration* is a measure of the frequency with which residents move from one housing unit to another.

Between 1990 and 2000, Mount Pleasant has experienced less population growth than Roanoke County as a whole, but the number of new housing units in Mount Pleasant grew faster than the overall average. While the median family, median household and per capita incomes are all lower than the income measurement for the County as a whole, the family and per capita incomes in Mount Pleasant have grown faster than Roanoke County as a whole, while median household income has decreased.

2.6.2 HOUSING

The impetus for writing the Mount Pleasant Community Plan as one of the first of the community plans for Roanoke County is the potential for residential growth in the near future. Development pressures appear to be on the rise in this section of the County for several reasons. Its location between Roanoke City and Smith Mountain Lake allow residents convenient access to several desirable destinations. Furthermore, its rural feel mountain views are desirable to many prospective residents, and managing future growth is important for retaining those attributes.

There are currently 1,579 housing units in Mount Pleasant. This is slightly less than 4.5 percent of housing units in the County (36,121). The most housing units (41 percent, or 643) are located in the 2000 Block Group, This is the Block Group in which the majority of Jae Valley Road and Mount Pleasant Proper can be found. There are 383 housing units in Block Group 1000, which is the Block Group with the largest boundary touching the City and is the only Block Group bounded by the Town of Vinton. There are 333 housing units in Block Group 3000, which borders Roanoke County, Roanoke City and Franklin County. In Block Group 4000, which is bound by Bedford County to the west and Roanoke County to the north, has 220 housing units. The United States Census also reports an estimate of type of housing units for areas as small as block groups. In Roanoke County, seventy-six percent of housing units are identified as single-family detached. All four block groups in Mount Pleasant have a higher percentage of single-family detached housing units:

Block Group 1000: 79%
 Block Group 2000: 91%
 Block Group 3000: 90%
 Block Group 4000: 88%

The majority of units not identified as single-family detached in each of these block groups



were classified as mobile homes. According to Census data, only 10 housing units in Mount Pleasant lack complete plumbing facilities and only five lack complete kitchen facilities.

According to Census data, only 10 housing units in Mount Pleasant lack complete plumbing facilities and only five lack complete kitchen facilities.

Additional data from the Census provides the median year that housing structures were built. In Roanoke County, half of all housing structures were built before 1974, and half were built after 1974. The following lists median year built for the Block Groups making up the Mount Pleasant Planning Area:

- Block Group 1000: 1965
- Block Group 2000: 1973
- Block Group 3000: 1964
- Block Group 4000: 1970

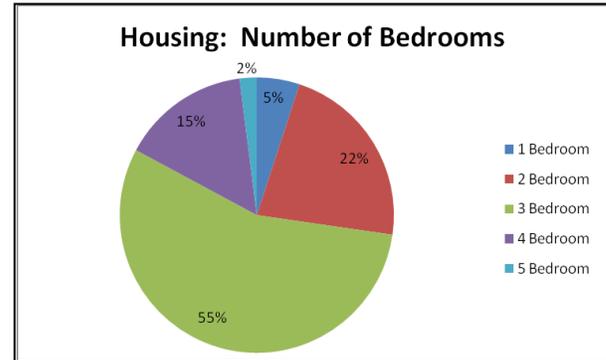


Figure 2.18. Size of home by number of bedrooms in Mount Pleasant homes

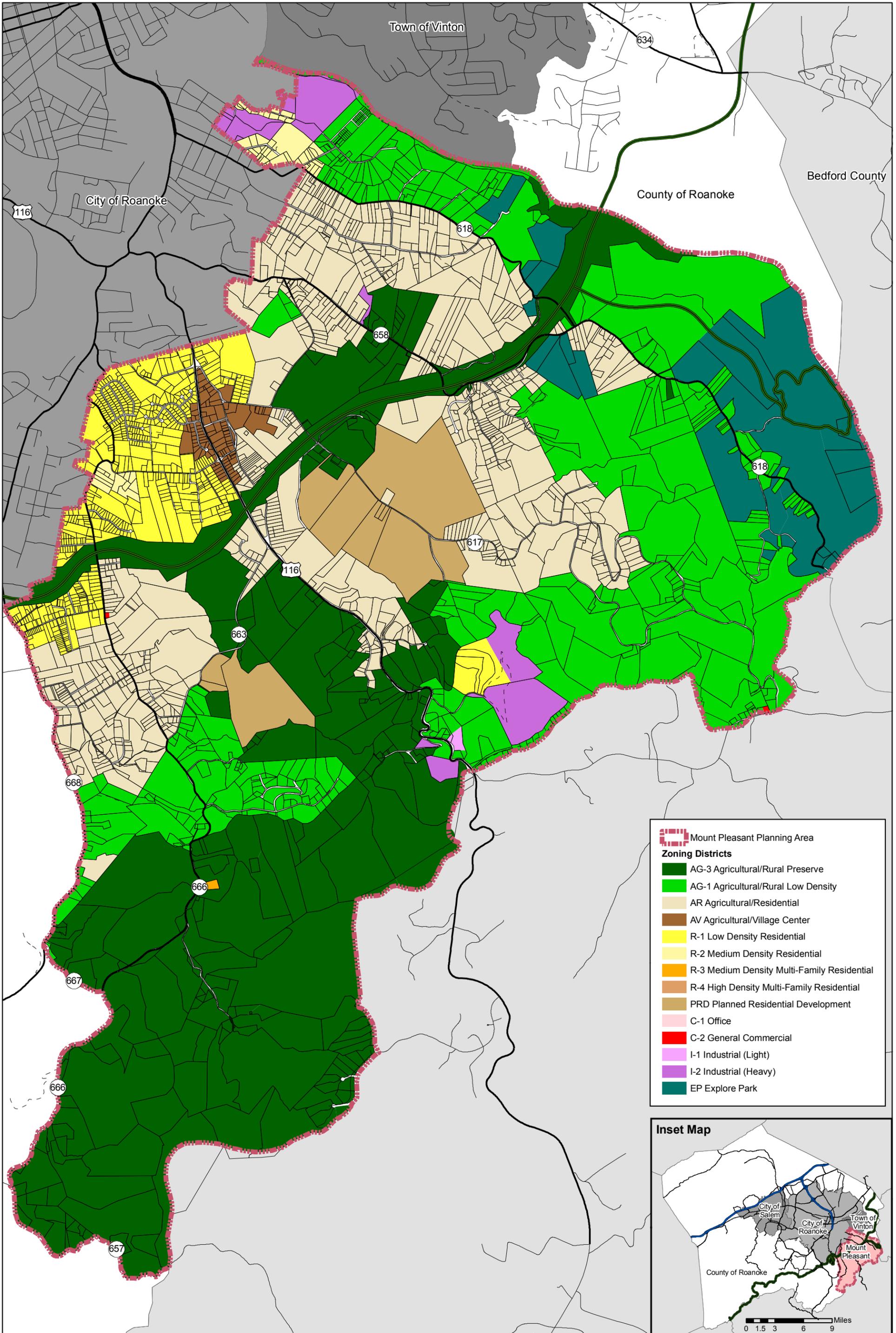
As can be seen, all of the Block Groups have a median year built that is earlier than the County median of 1974.

Approximately three-quarters of houses in Mount Pleasant are two or three bedroom homes (see Figure 2.18).

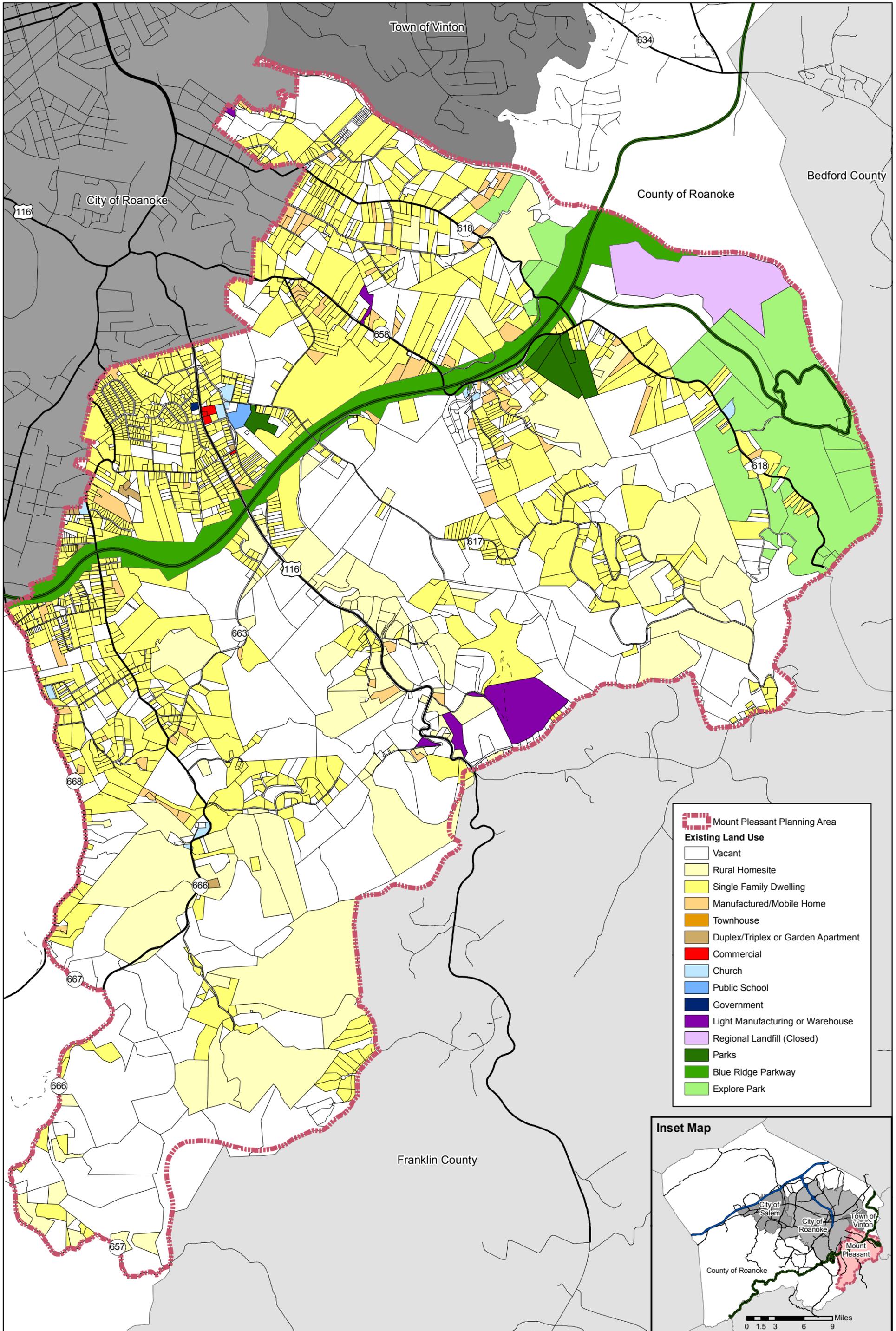
	1990		2000		Difference 1990-2000	
	County	MP	County	MP	County	MP
Total Population	79,332	3,612	85,778	3,829	7.5%	5.7%
White/Caucasian	76,520	3,475	80,514	3,621	0.2%	4.0%
Black/African American	2,021	133	3,063	136	0.1%	2.2%
Other	791	4	2,186	31	1.2%	87.1%
Households	30,355	1,352	34,686	1,538	12.5%	12.1%
Families	22,935	1,094	24,690	1,171	7.1%	6.6%
Persons per Family (Average)	2.96	2.99	2.88	2.86	-2.8%	-4.5%
Housing Units	31689	1422	36121	1579	12.3%	9.9%
Median Family Income	\$42,223	\$34,745	\$56,450	\$46,862	25.2%	25.9%
Median Household Income	\$36,886	\$31,458	\$47,689	\$41,701	22.7%	24.6%
Per Capita Income	\$16,627	\$12,120	\$24,637	\$19,178	32.5%	36.8%
Migration - Same house 5 years prior	41,913	2,604	47,127	2,248		
Population 5 years old and older	75,011	3,441	81,272	3,627		
Migration - % total population	55.9%	75.7%	58.0%	62.0%		

Figure 2.17 Census data summary on population and housing trends in Mount Pleasant





Map 2.01 Zoning

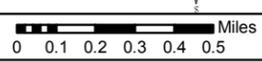
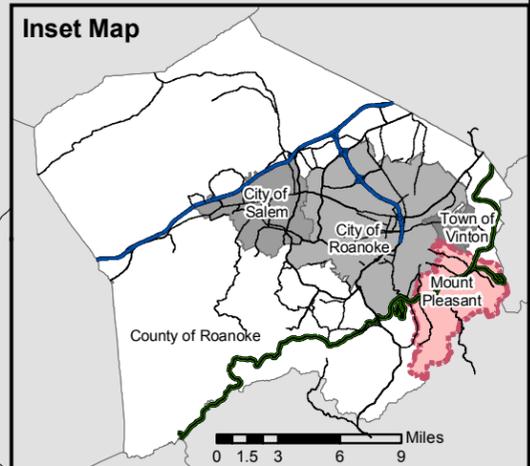


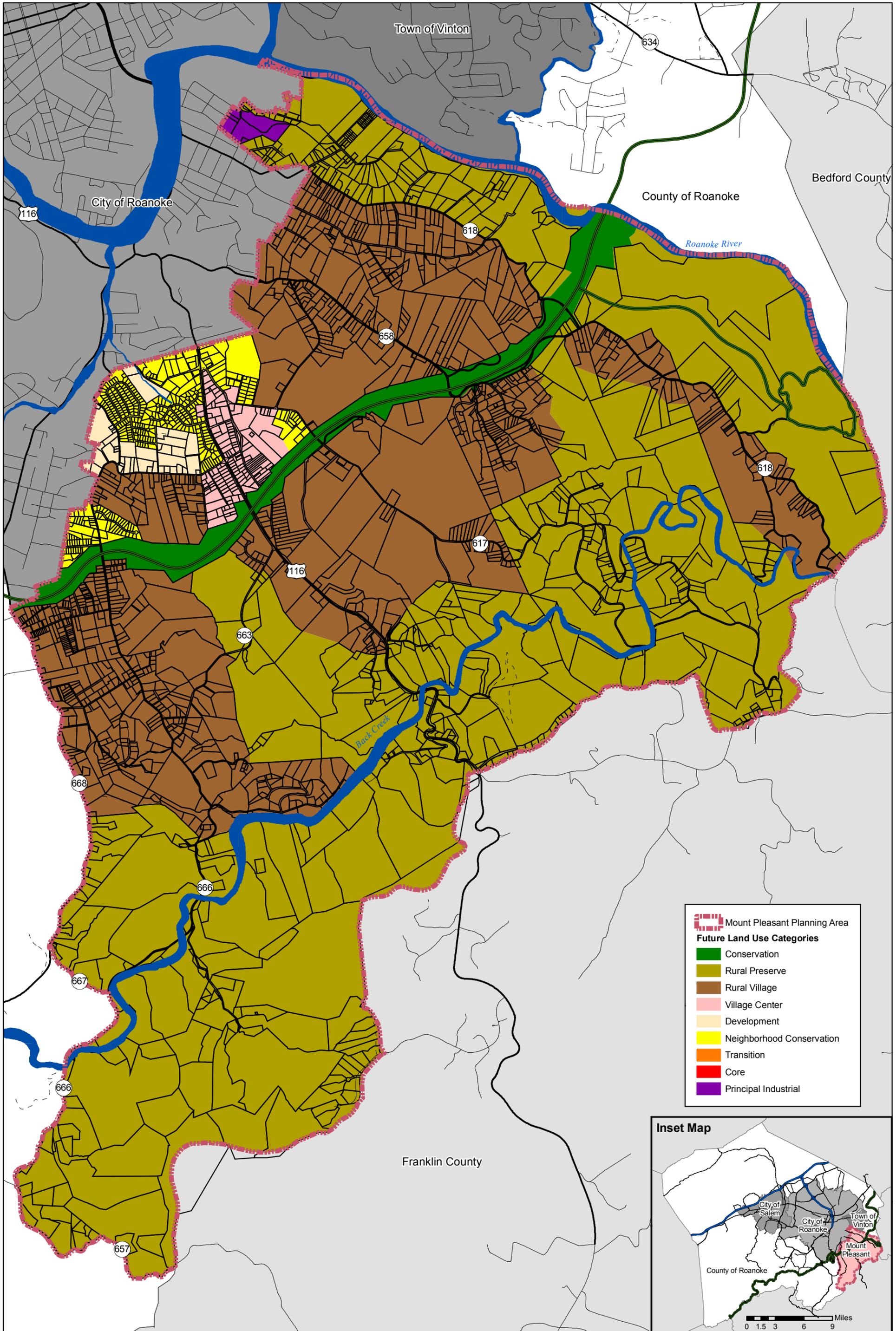
Map 2.02 Existing Land Use

Mount Pleasant Planning Area

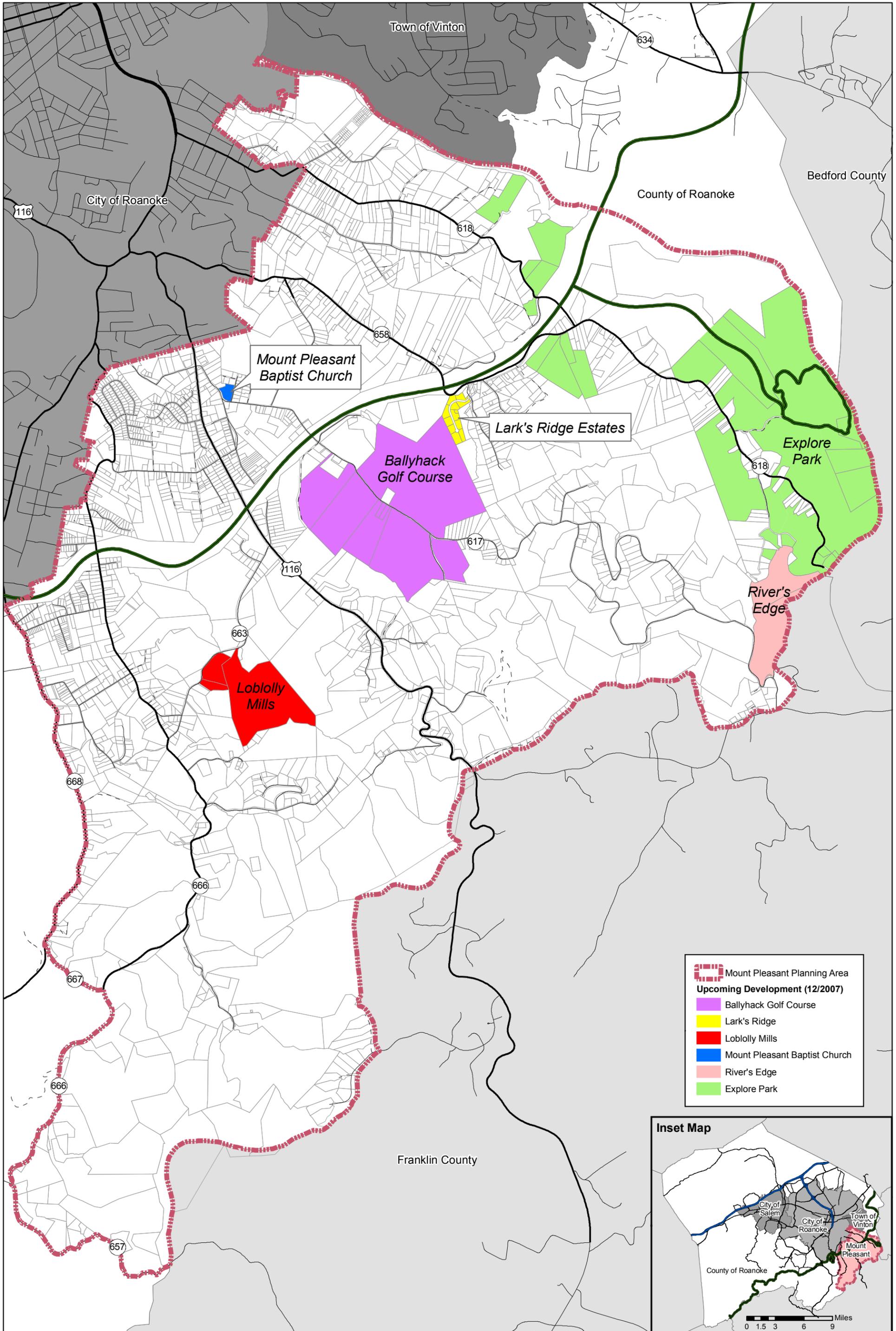
Existing Land Use

- Vacant
- Rural Homesite
- Single Family Dwelling
- Manufactured/Mobile Home
- Townhouse
- Duplex/Triplex or Garden Apartment
- Commercial
- Church
- Public School
- Government
- Light Manufacturing or Warehouse
- Regional Landfill (Closed)
- Parks
- Blue Ridge Parkway
- Explore Park





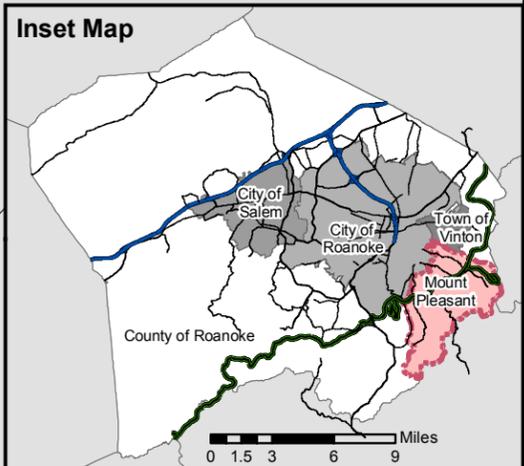
Map 2.03 Future Land Use (2005 Community Plan)



Map 2.04 Upcoming Development

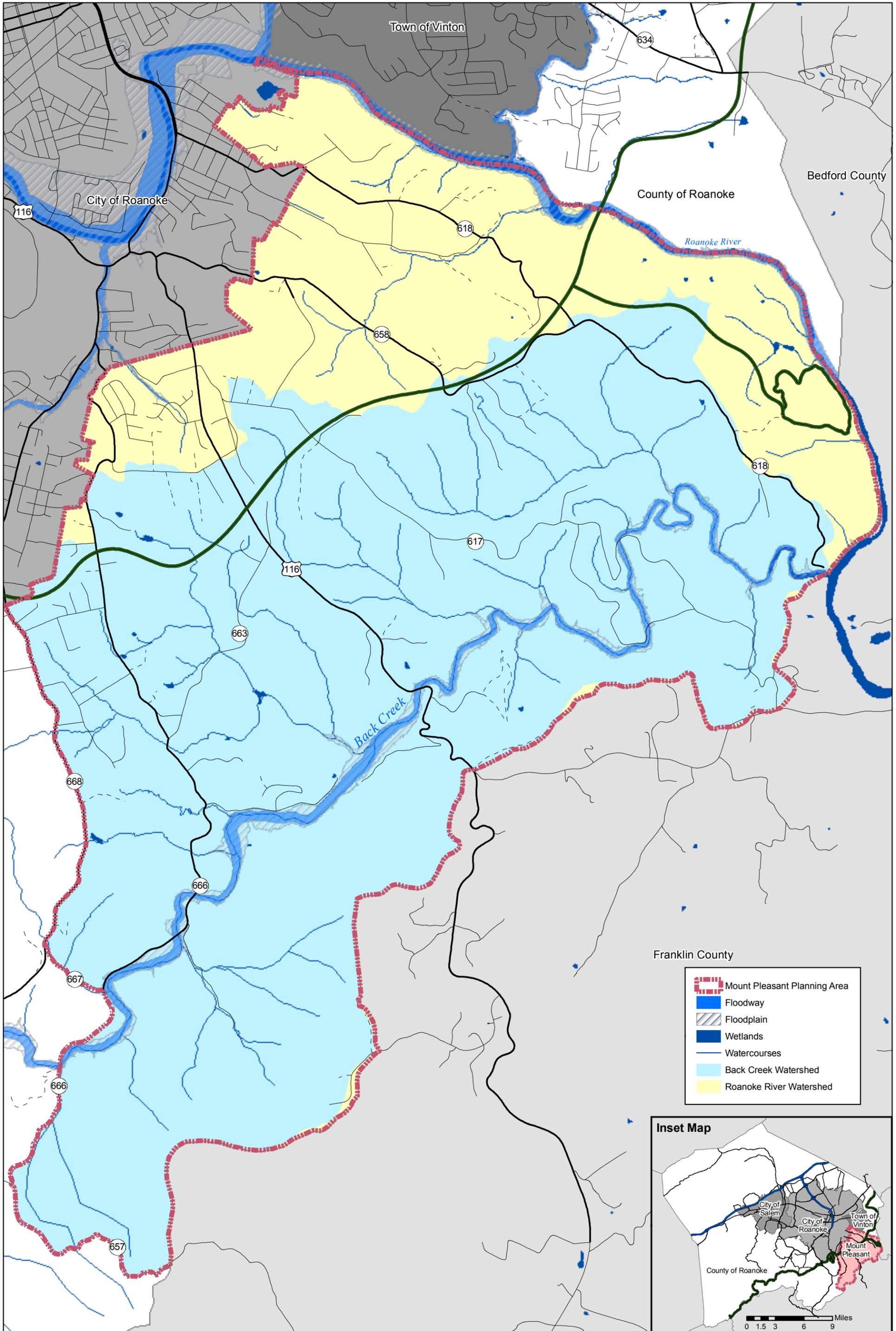
**Mount Pleasant Planning Area
Upcoming Development (12/2007)**

- Ballyhack Golf Course
- Lark's Ridge
- Loblolly Mills
- Mount Pleasant Baptist Church
- River's Edge
- Explore Park



Miles
0 0.1 0.2 0.3 0.4 0.5

Roanoke County
Department of Community Development
5204 Star Road Drive
Roanoke, Virginia 24018
(540) 772-2865

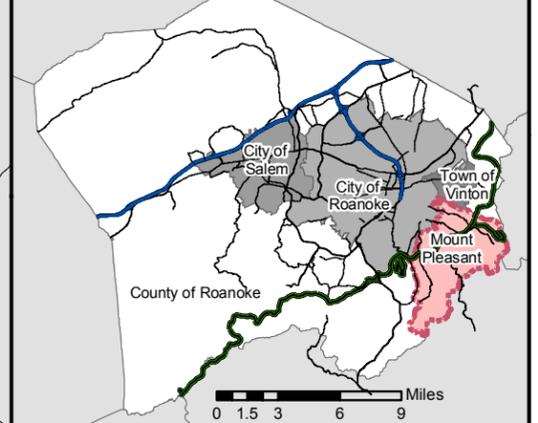


Map 2.05 Surface Water

Franklin County

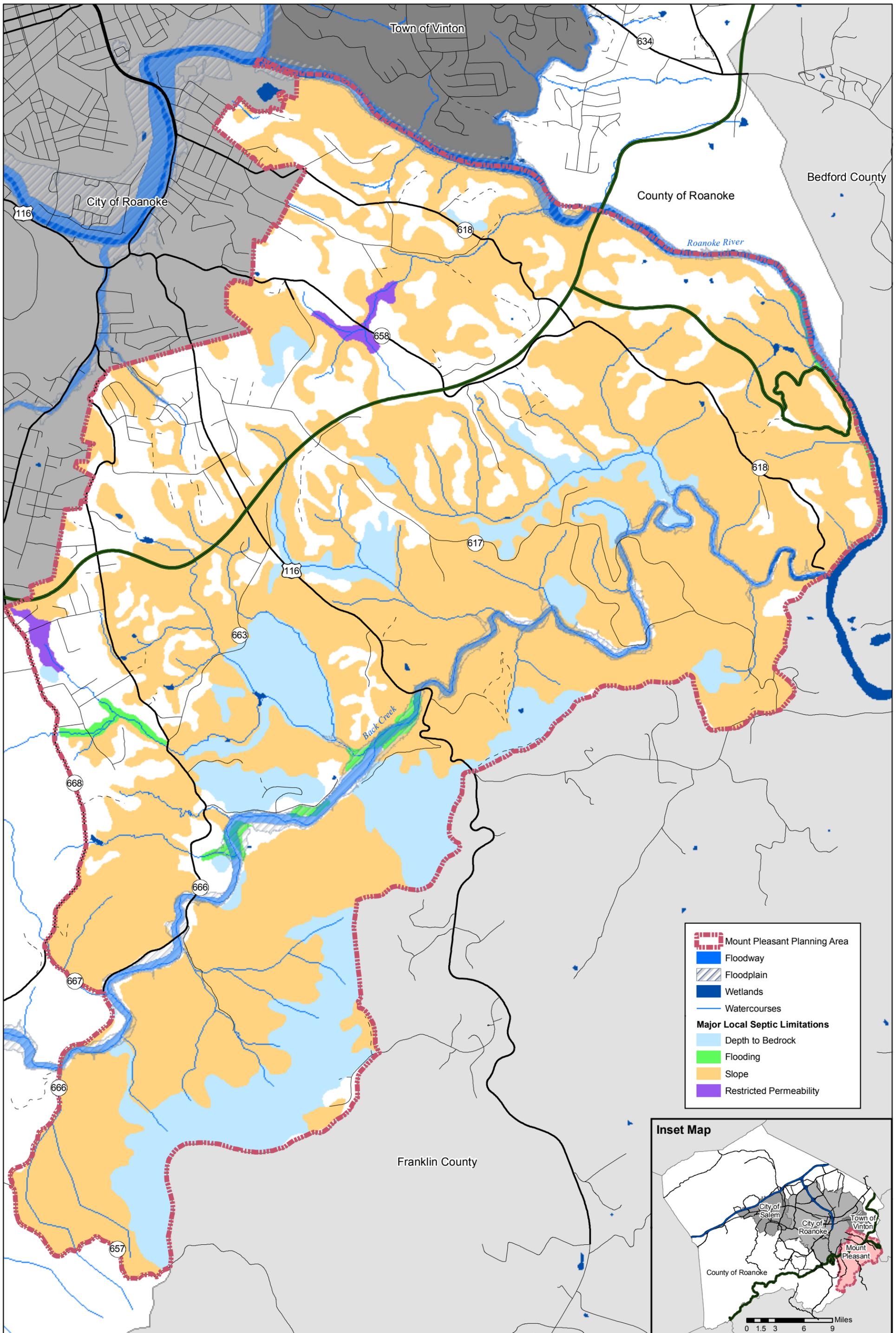
-  Mount Pleasant Planning Area
-  Floodway
-  Floodplain
-  Wetlands
-  Watercourses
-  Back Creek Watershed
-  Roanoke River Watershed

Inset Map

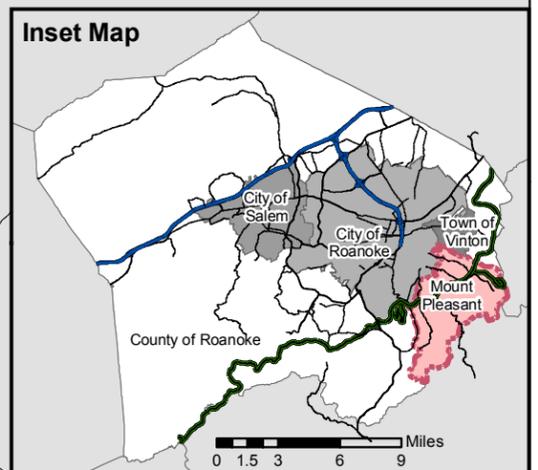


0 0.1 0.2 0.3 0.4 0.5 Miles

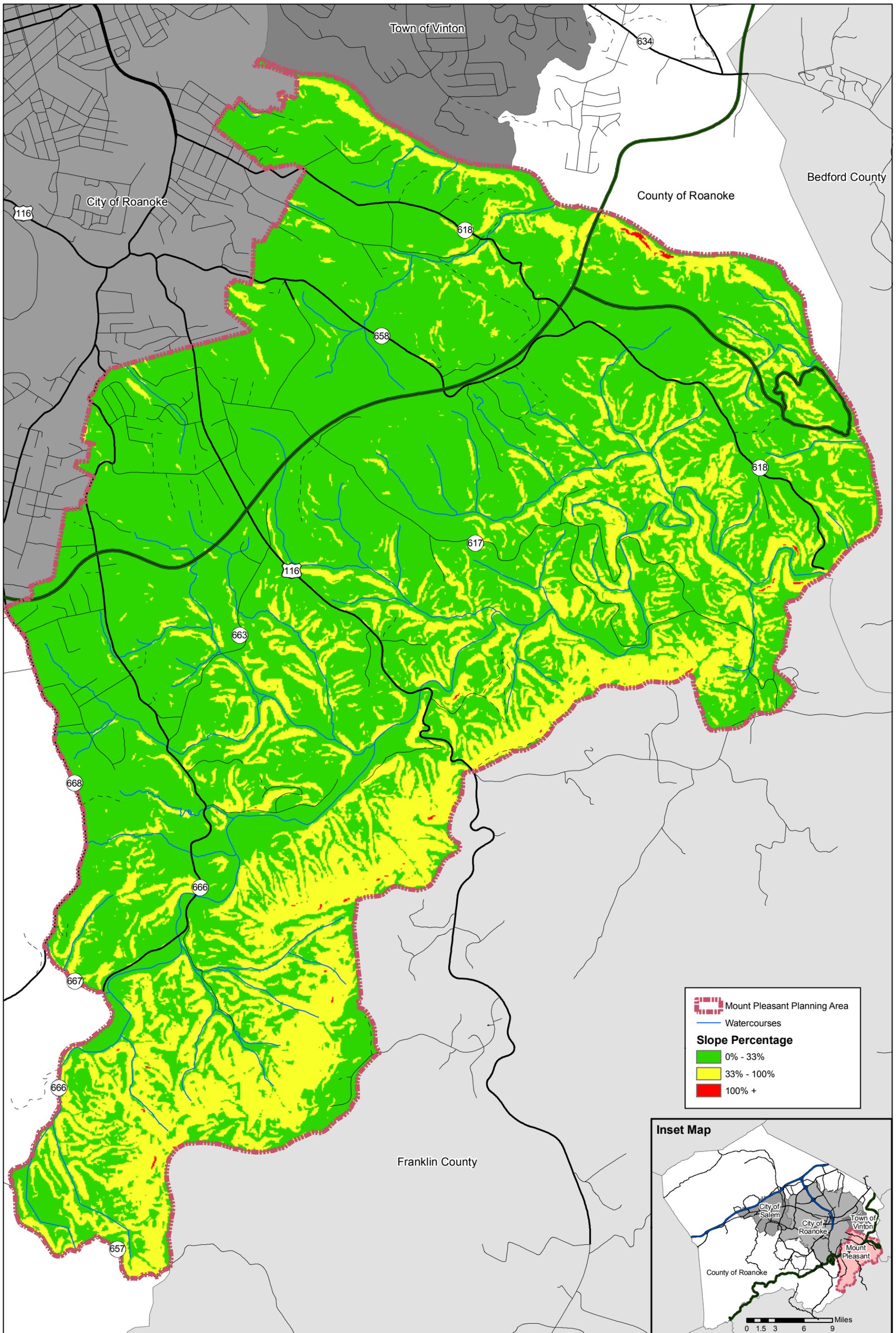




	Mount Pleasant Planning Area
	Floodway
	Floodplain
	Wetlands
	Watercourses
Major Local Septic Limitations	
	Depth to Bedrock
	Flooding
	Slope
	Restricted Permeability



Map 2.06 Soil and Septic Limitations

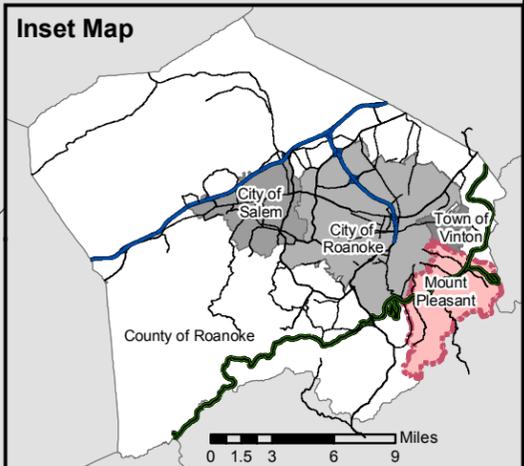


 Mount Pleasant Planning Area

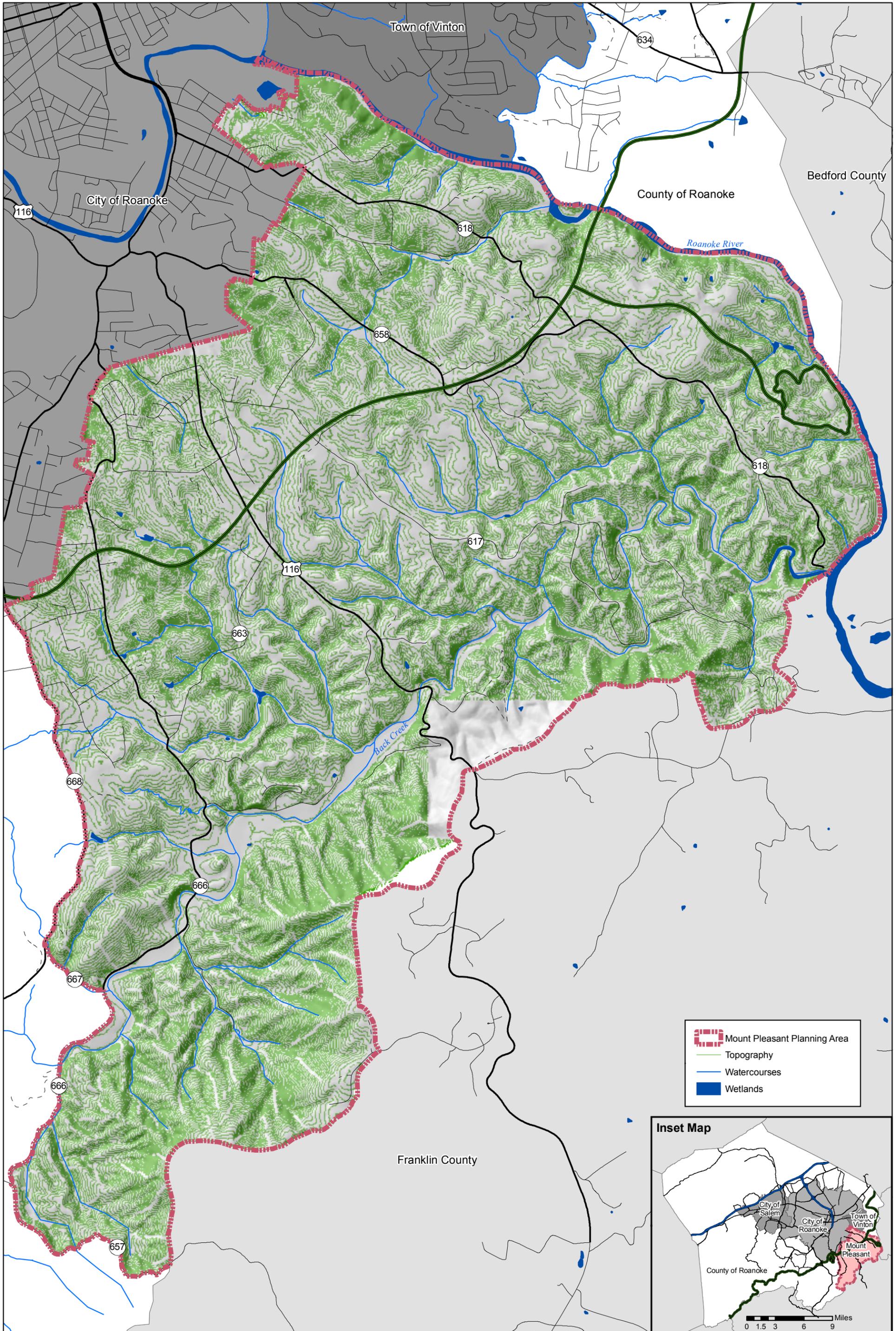
 Watercourses

Slope Percentage

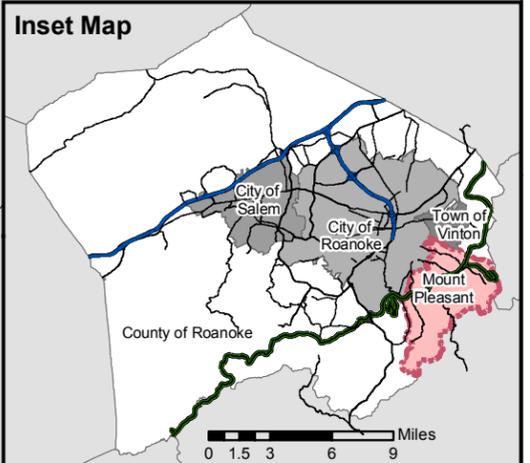
-  0% - 33%
-  33% - 100%
-  100% +



Map 2.07 Slope



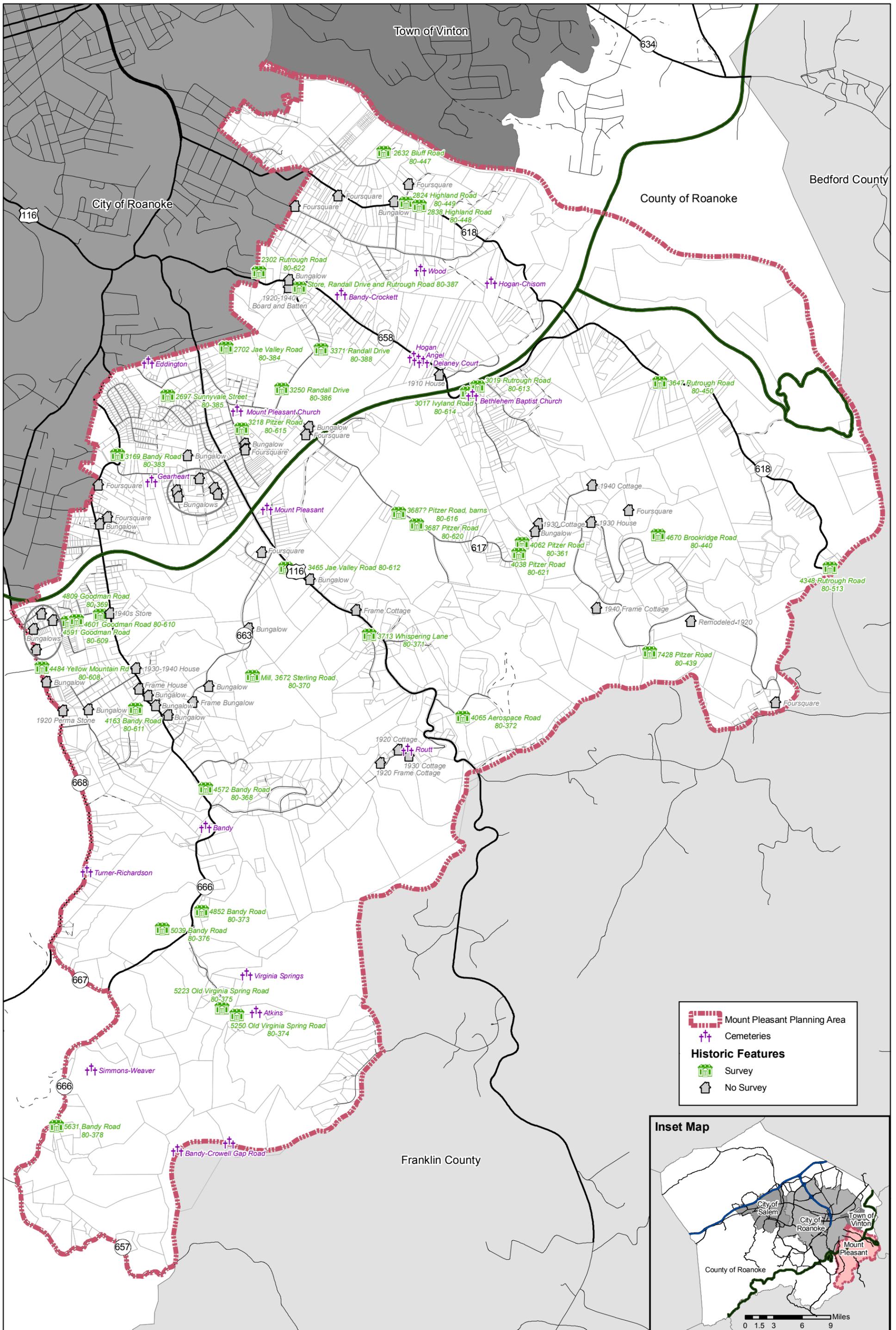
	Mount Pleasant Planning Area
	Topography
	Watercourses
	Wetlands



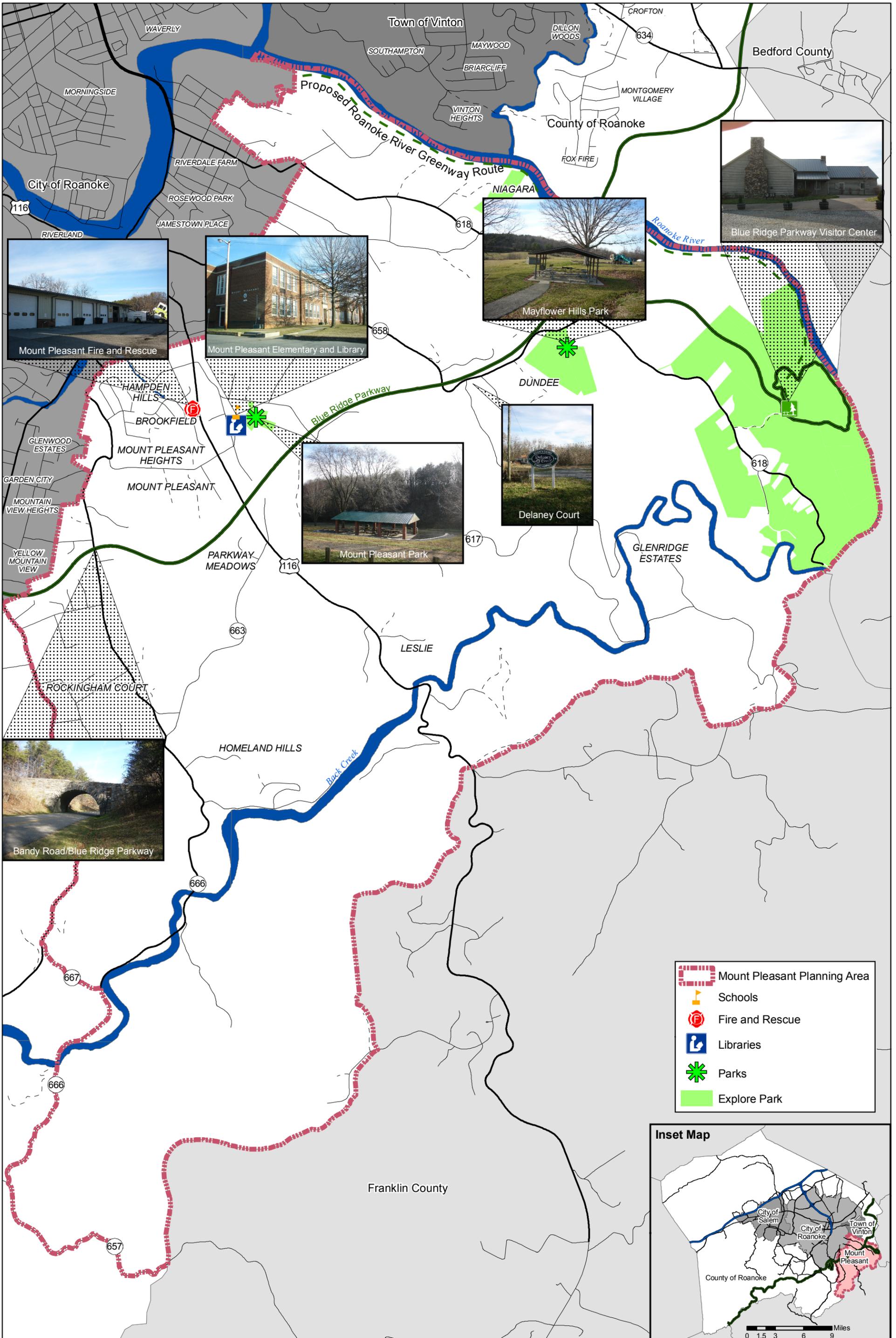
Map 2.08 Topography

0 0.1 0.2 0.3 0.4 0.5 Miles

Roanoke County
Department of Community Development
5204 Ballard Drive
Roanoke, Virginia 24018
(540) 772-2865

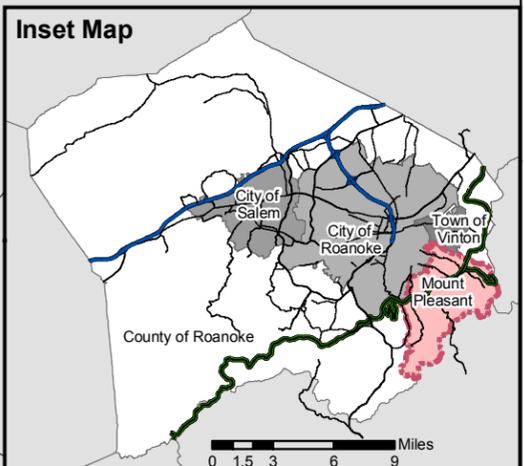


Map 2.09 Historic Features and Cemeteries



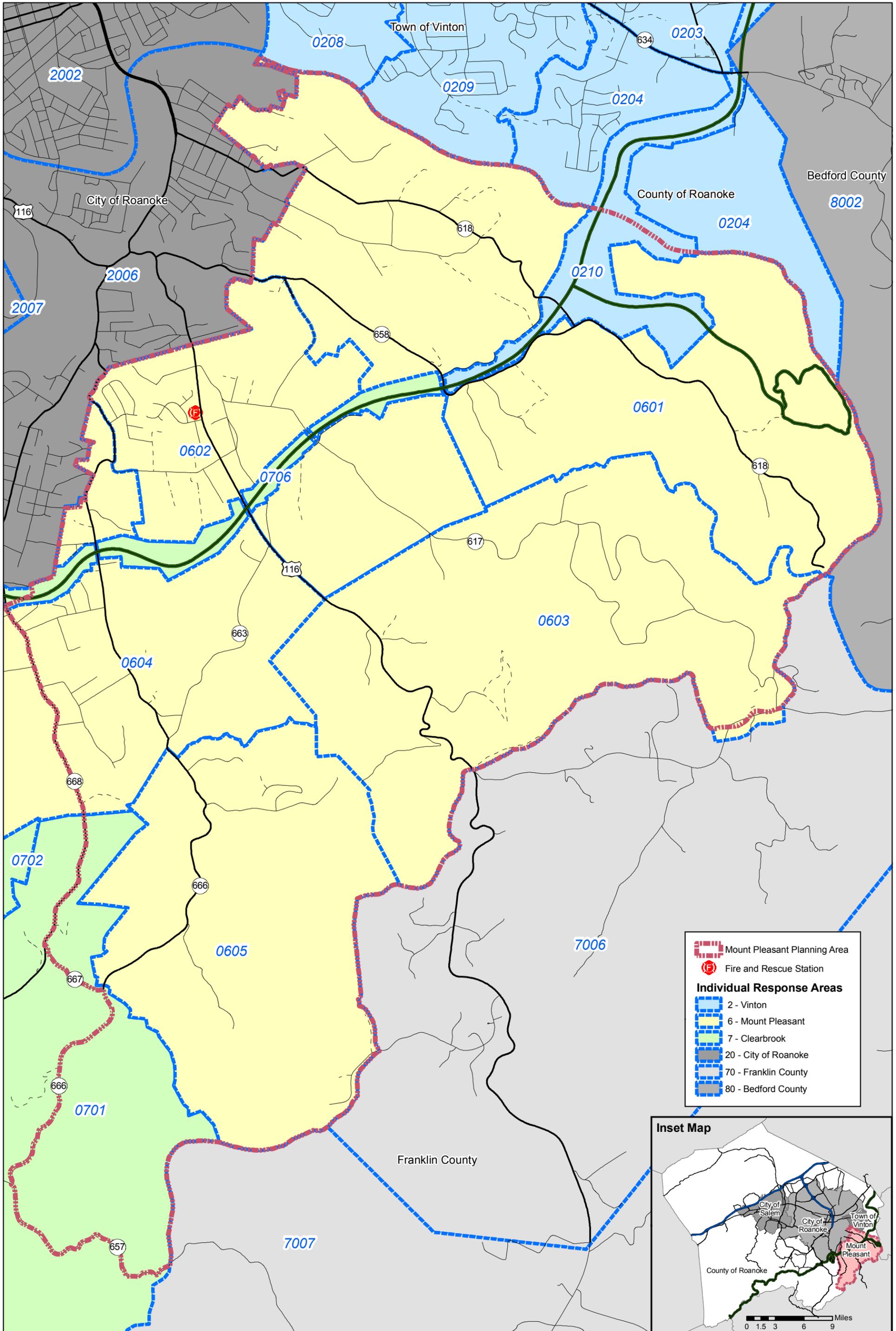
Map 2.10 Capital Facilities

	Mount Pleasant Planning Area
	Schools
	Fire and Rescue
	Libraries
	Parks
	Explore Park



0 0.1 0.2 0.3 0.4 0.5 Miles

Roanoke County
Department of Community Development
5204 Bernard Drive
Roanoke, Virginia 24018
(540) 775-2065

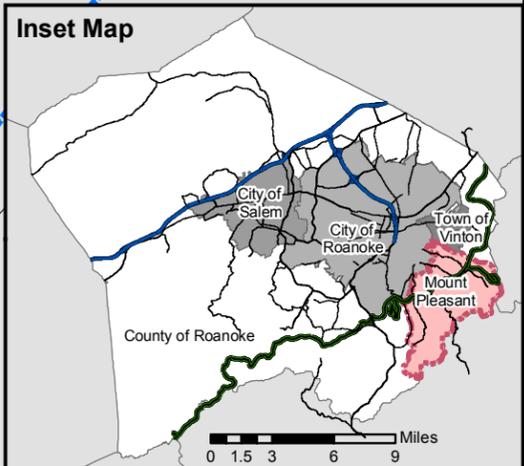


Mount Pleasant Planning Area

Fire and Rescue Station

Individual Response Areas

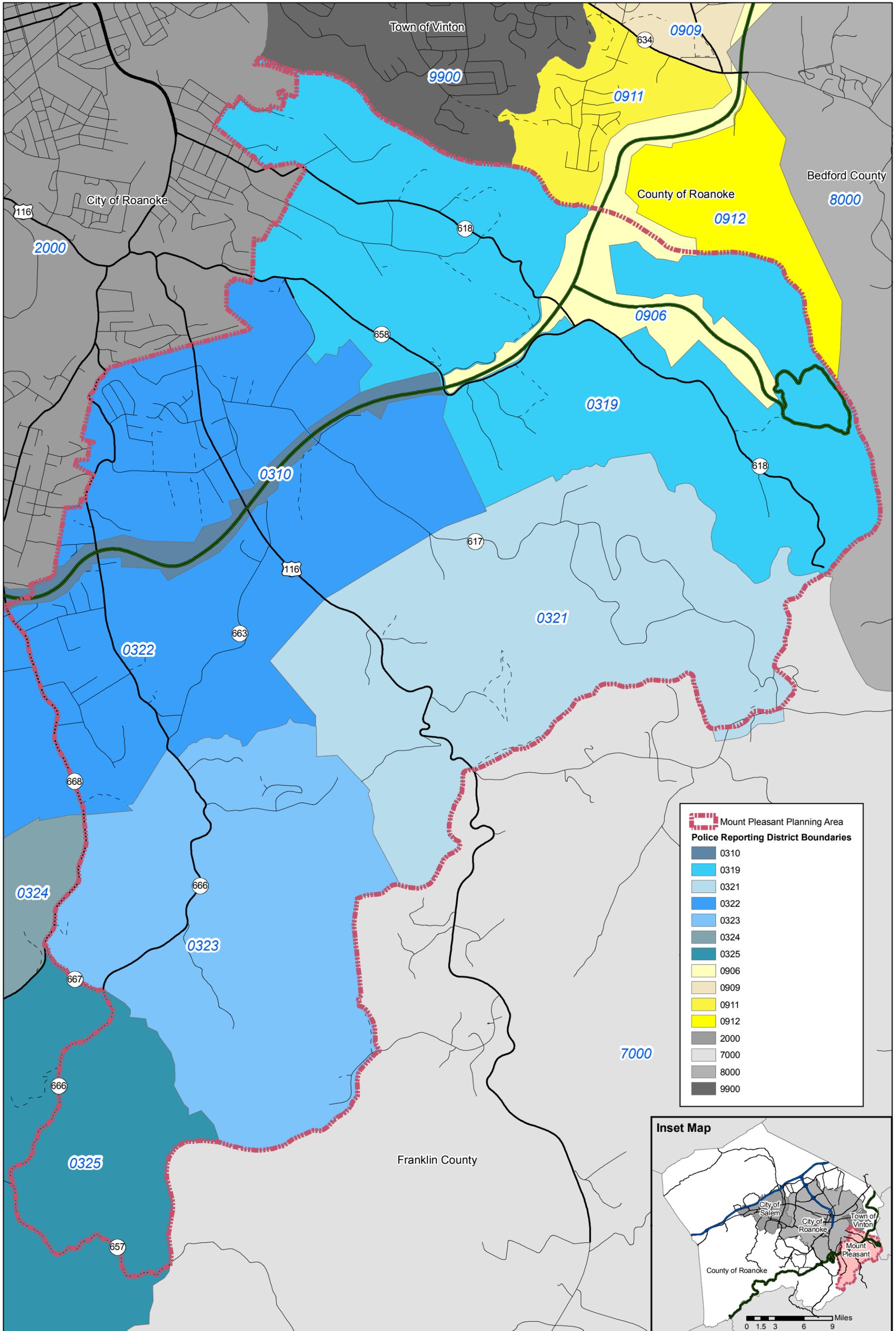
- 2 - Vinton
- 6 - Mount Pleasant
- 7 - Clearbrook
- 20 - City of Roanoke
- 70 - Franklin County
- 80 - Bedford County



Map 2.11 Fire and Rescue Reporting Districts

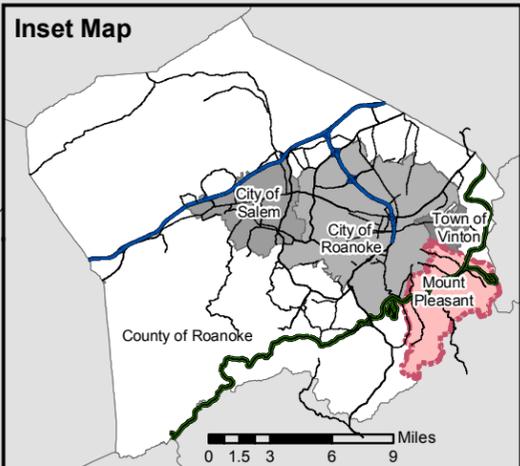
0 0.1 0.2 0.3 0.4 0.5 Miles

Roanoke County
Department of Community Development
5204 Barland Drive
Roanoke, Virginia 24018
(540) 772-2865

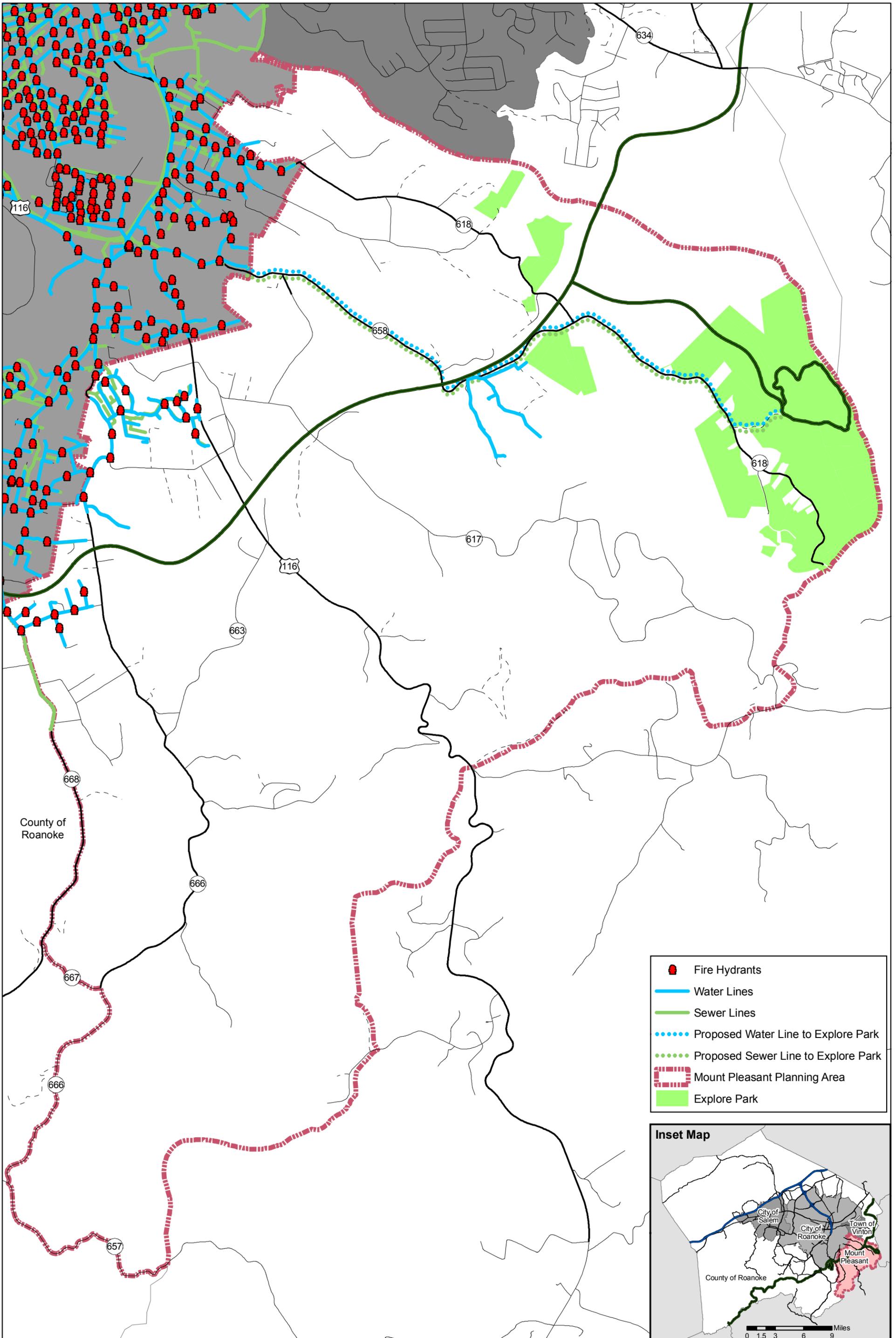


Mount Pleasant Planning Area
Police Reporting District Boundaries

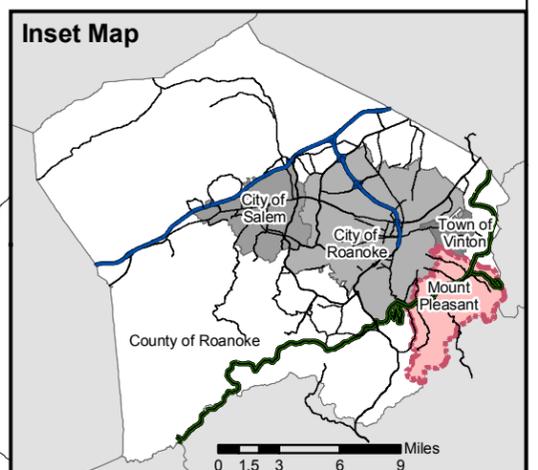
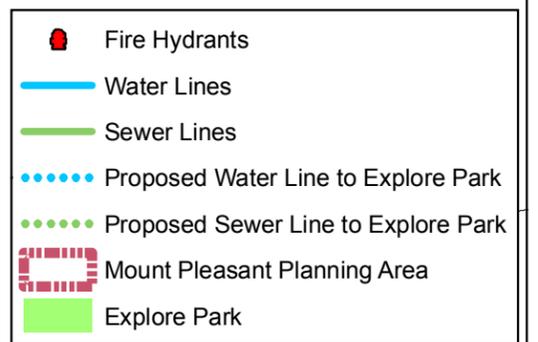
- 0310
- 0319
- 0321
- 0322
- 0323
- 0324
- 0325
- 0906
- 0909
- 0911
- 0912
- 2000
- 7000
- 8000
- 9900



Map 2.12 Police Reporting Districts



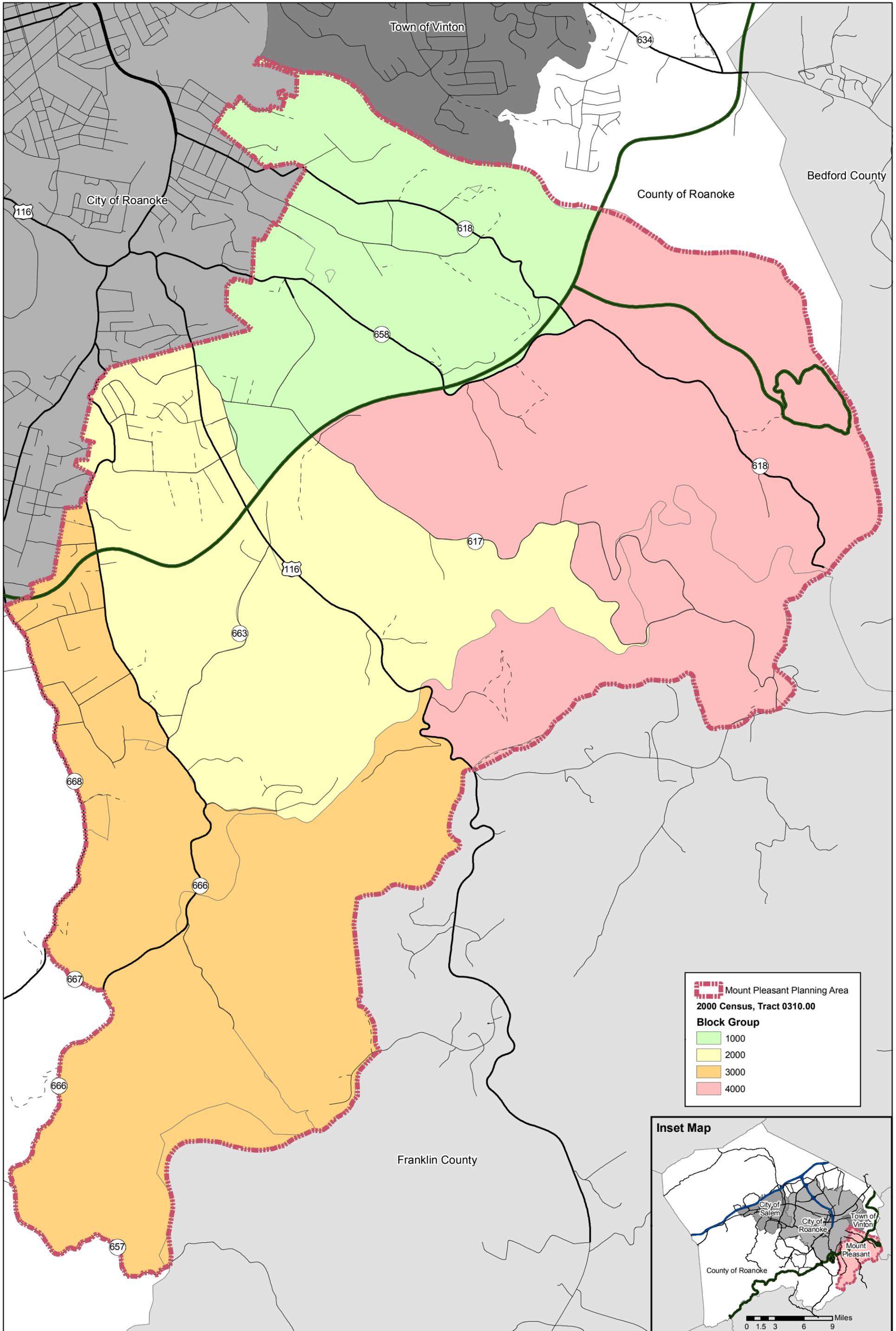
2.13 Public Utilities



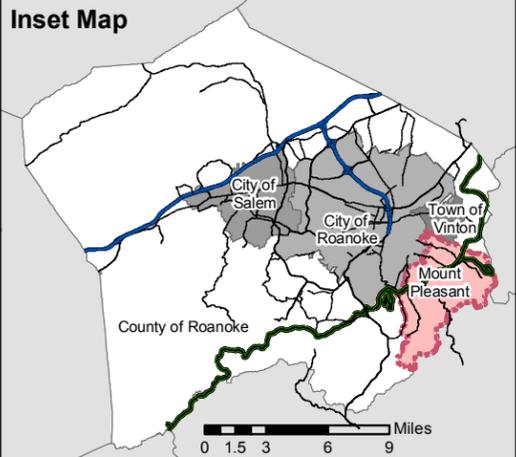
0 0.1 0.2 0.3 0.4 0.5 Miles



Roanoke County
Department of Community Development
5204 Bernard Drive
Roanoke, Virginia 24018
(540) 775-2065



 Mount Pleasant Planning Area
2000 Census, Tract 0310.00
Block Group
 1000
 2000
 3000
 4000



Map 2.14 Census Block Groups (2000)

CHAPTER 3. SURVEY RESULTS

Planning staff conducted a query to obtain addresses of all property owners in and around Mount Pleasant. Almost 1,800 paper surveys were mailed on January 24, 2007. The mailing included the two-page survey (found in **Appendix A**) as well as an invitation to the first community meeting and a self-addressed stamped envelope. The survey was collected at the first series of meetings as well as via mail until February 28, 2007. Planning staff received 216 surveys at a response rate of twelve percent. The following analysis describes both demographic analysis and open-ended survey responses.

3.1 – DEMOGRAPHICS

In order to understand the composition of the population responding to the survey, the first series of questions addressed population characteristics of the respondents. These statistics included gender, home ownership versus property rental, age and number of years lived in Mount Pleasant.

3.1.1 – GENDER

Surveys were split evenly between males and females. Just over eleven percent of surveys were returned from more than one person, such as a household or family (*Figure 3.01*). Some survey recipients completed the survey as a pair, typically married couples, and many of these citizens (11.6%) checked both.

3.1.2 – OCCUPANCY

Survey respondents were overwhelmingly owners of their homes and properties in the planning area. Over ninety-four percent of respondents indicated that they were homeowners, while only one survey (less than

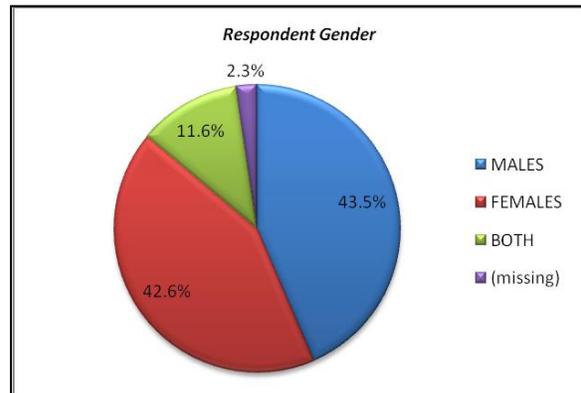


Figure 3.01 Gender distribution among respondents.

one percent) indicated the individual was renting. Eleven surveys were left blank in this survey. The number of renters may be higher as the surveys were mailed to addresses generated using ownership information. Many of the respondents, however, noted that they lived in either Mount Pleasant or elsewhere while owning rental property in the Mount Pleasant planning area.

3.1.3 – AGE

The age of survey respondents in the Mount Pleasant Planning area was evenly distributed among people over the age of 25 (*Figure 3.02*). Paired with other survey responses, this information can provide insight as to the likes, concerns, and needs of Mount Pleasant residents in different stages of life.

The largest age group responding was between the ages of 50 and 64, constituting more than a third of all surveys. However, other age groups over the age of 25 were also well represented. More than half of surveys came from citizens aged 35-49 years old (26.4%) and those aged 65 years and older (26.9%). Citizens aged 25-34 years submitted 10.2% of all surveys returned. No surveys were returned from residents under 25 years old.

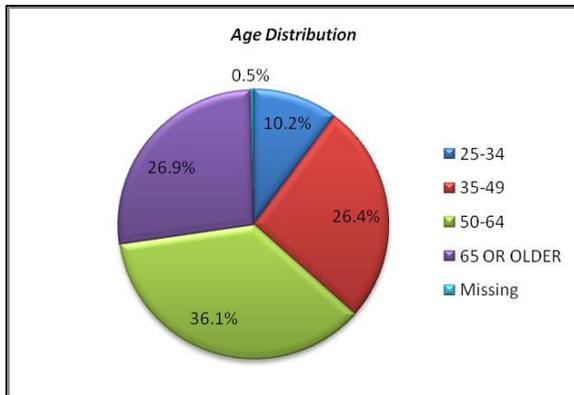


Figure 3.02 Age distribution among respondents.

3.1.4 – TIME LIVING IN MOUNT PLEASANT

Slightly more than half of respondents report living in Mount Pleasant for at least 20 years (55.1%). This was also reflected in responses from open-ended questions. The next highest number of responses was from the newer residents of Mount Pleasant who had been there for less than 5 years (15.7%).

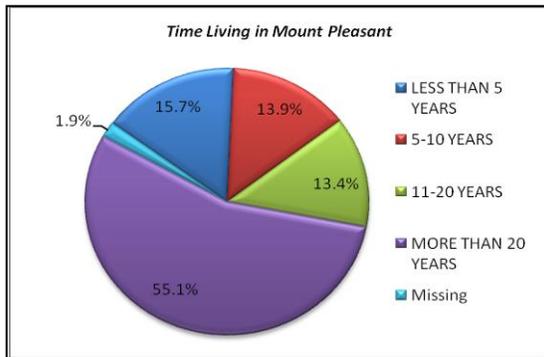


Figure 3.03 Time respondents have lived in the planning area

Establishing the length of time a respondent has lived in Mount Pleasant (Figure 3.03) can be useful in identifying issues shared by both those who have lived in Mount Pleasant for many years and those who are new to the area. By correlating demographic data with other questions about Mount Pleasant, survey results can identify some of the characteristics that are attracting new residents or that have successfully retained long-time residents.

3.2 – IMPORTANCE OF ISSUES

The largest section of the survey asked citizens to rank the importance of approximately fifty community issues. Citizens were asked to gauge the importance of these issues according to the following scale:

- 5: Very important
- 4: Important
- 3: Moderately Important
- 2: Minimally Important
- 1: Not Important

Response rates for this section of the survey were excellent, ranging between 89% and 94% for each question. Below are the issues that, on average, yielded the highest and lowest rankings for importance (Figure 3.04). The protection of groundwater resources yielded the highest average value. Specifically, residents mentioned fears of contamination from the closed landfill

CATEGORIES	AVERAGE VALUE
HIGHEST	
Protecting Groundwater Resources	4.70
Providing High Quality Public Education	4.68
Preserving Rural Character	4.65
Maintaining/Improving Water Quality	4.63
Providing Educational Opportunities for Children	4.58
Maintaining/Improving Air Quality	4.56
Protecting Surface Water Resources	4.55
Protecting Scenic Views and Vistas	4.51
Protecting Scenic Views from the Blue Ridge Parkway	4.50
Protecting/Maintaining Property Values	4.50
LOWEST	
Extending public sewer lines	3.12
Constructing new sidewalks and bike lanes	2.95
Having a variety of housing choices	2.85
Bringing in higher paying jobs	2.80
Promoting tourism	2.80
Encouraging affordable housing (senior, low income, first homes)	2.79
Providing cultural facilities (art centers, museums, theater) and events	2.79
Attracting new businesses	2.42
Encouraging commercial growth (not industrial)	2.27
Encouraging industrial growth	1.66

Figure 3.04. The highest and lowest importance ranking from the Mount Pleasant citizens' survey



adjacent to the Roanoke River Parkway. To date, no contamination has occurred, but the aquifer beneath the landfill is consistently monitored for groundwater quality.

Other issues deemed more than just “important” were high quality education, preservation of community character, and protection of other environmental resources. Some of the least important issues to Mount Pleasant residents involved the encouragement of commercial and industrial growth and the promotion of non-residential land uses. Most of the responses were either

“very important” or “not important”, rather than “moderately important” or “minimally important”. For instance, most residents thought that encouraging industrial growth was not at all important, and that natural resource protection was very important. However, issues related to housing or utilities garnered varying responses across the spectrum, possibly indicating a difference of perceived importance among some residents. Much of this involved housing and utilities. Encouraging a variety of housing choices and encouraging affordable housing solicited a variety of responses with respect to

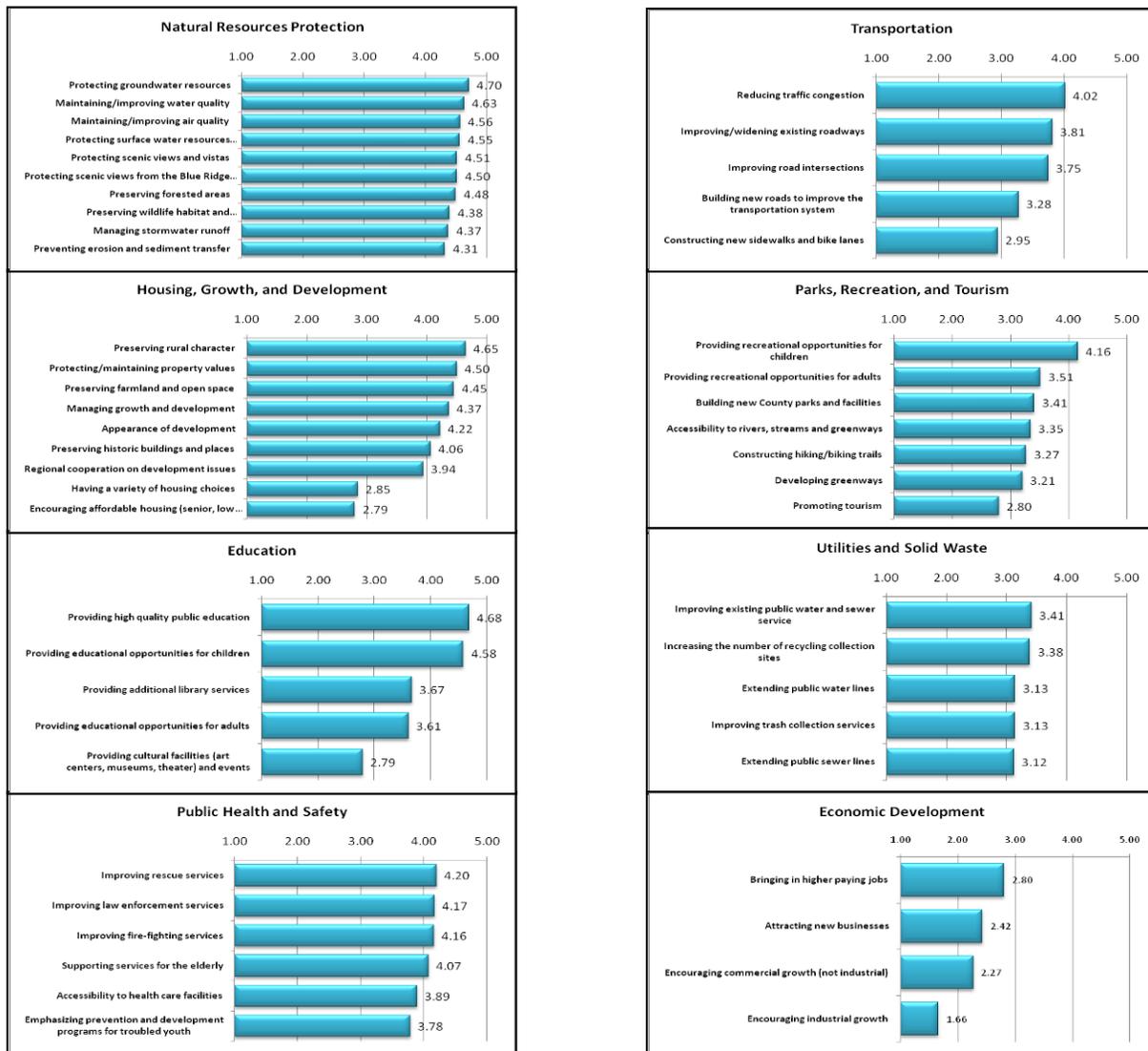


Figure 3.05 Importance rankings organized by category.



importance. Responses concerning utilities were also mixed: citizens showed an assortment of opinions about whether public water and sewer should be extended to Mount Pleasant.

Figure 3.05 further lists all responses, arranged by the categories under which they were listed on the survey. Some of these categories, such as *Natural Resource Protection*, had high values for nearly all corresponding issues. Others, however, displayed varying degrees of importance. While the community generally deemed maintenance of property values, preservation of farmland, and development quality important, encouraging a range of housing options was not. Similarly, educational opportunities in general, especially for children, were highly rated, but educational opportunities for adults, including cultural centers and events, were not ranked as highly. In addition, residents generally felt recreational opportunities were important, but that the overall promotion of tourism in

Mount Pleasant was not imperative.

3.3 – SPENDING \$100

One section of the survey presented citizens with nine spending categories (and an opportunity to add a tenth) and asked them to spend one hundred dollars on those categories in any proportion. Figure 3.06 summarizes the average amount per one hundred dollars spent on the various categories. Education was allocated the most money, followed by Public Health and Natural Resource Protection. Less than forty dollars was spent on the remaining seven categories, with Economic Development and Housing, Growth, and Development garnering the least cash. Several posted their own write-in categories under “Other”, but many of these were already encompassed in other categories.

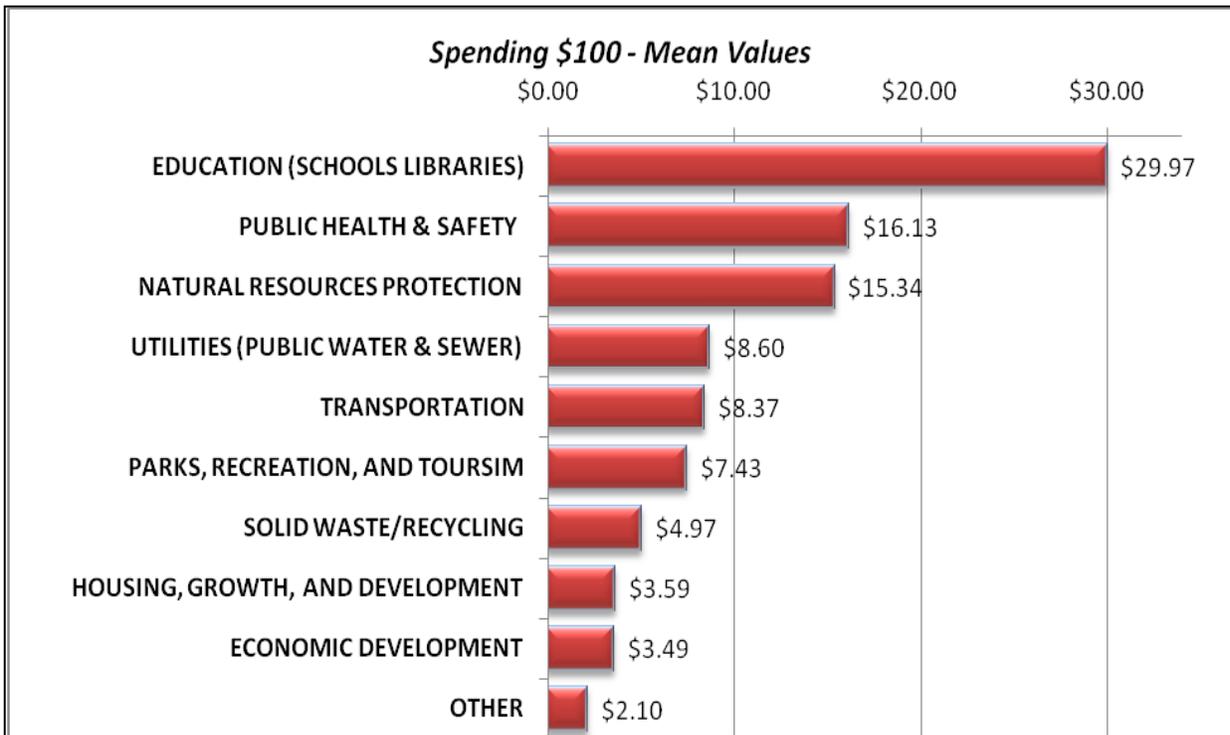


Figure 3.06 Importance rankings organized by category.



The allocation of one hundred dollars to varying categories echoed the responses regarding importance of issues. Nearly two-thirds of monies were spent on education, public safety, and environmental protection. Fifteen citizens spent all one hundred dollars on education. Several comments in this section of the survey also stated that any money for education should specifically be used to update or renovate the elementary school. Often, residents who allocated money to natural resource protection were also supportive of it, with seven respondents noting that all one hundred dollars should be spent on environmental protection.

The categories receiving the lowest portion of the one hundred dollars were economic development and housing as well as growth and development. In fact, more than eighty percent of respondents apportioned five dollars or less to these categories. The low priorities assigned to economic development and growth are iterated in other parts of the survey as well.

Respondents who assigned money for solid waste and recycling noted that while current trash and bulk collection services were satisfactory, recycling services could be improved upon.

3.4 – OPEN-ENDED RESPONSES

Part of the Mount Pleasant survey involved questions best answered through open-ended responses. These questions were aimed at learning more about what Mount Pleasant citizens like most about their community, their concerns, and issues they expect to affect Mount Pleasant in the Future. They were valuable because citizens were able to be more specific in their responses.

3.4.1 – COMMUNITY LIKES, CONCERNS, AND ANTICIPATED ISSUES

Mount Pleasant citizens are very fond of the rural feel and quiet nature of their community, their neighbors, their proximity to conveniences offered by nearby communities, and the natural landscape. These characteristics encompassed nearly 75 percent of all responses. *Figure 3.07* displays the number of times these and other qualities about the community were mentioned. This chart appears to illustrate the reasons citizens in Mount Pleasant choose to live in the community.

Many citizens were concerned with issues related to growth in Mount Pleasant. This included what citizens considered being overdevelopment, uncontrolled growth and an increased number of new homes and subdivisions. It also included concerns about the quality of development from citizens who were supportive of community growth but were unhappy with the types of development and the methods by which developments are allowed “by right” under County regulations in certain zoning districts (see *Figure 3.08*).

Education was another top concern, mostly by citizens who wanted to see improvements to Mount Pleasant Elementary School. Citizens were concerned with the effect that community growth would have on the school and feared it may create overcrowded conditions in the future.

Similarly, many residents were also concerned with the impact of additional development on road conditions and traffic. They were worried that roads would become too congested and unsafe for additional traffic if substantial growth (either residential or commercial) occurred in Mount Pleasant.



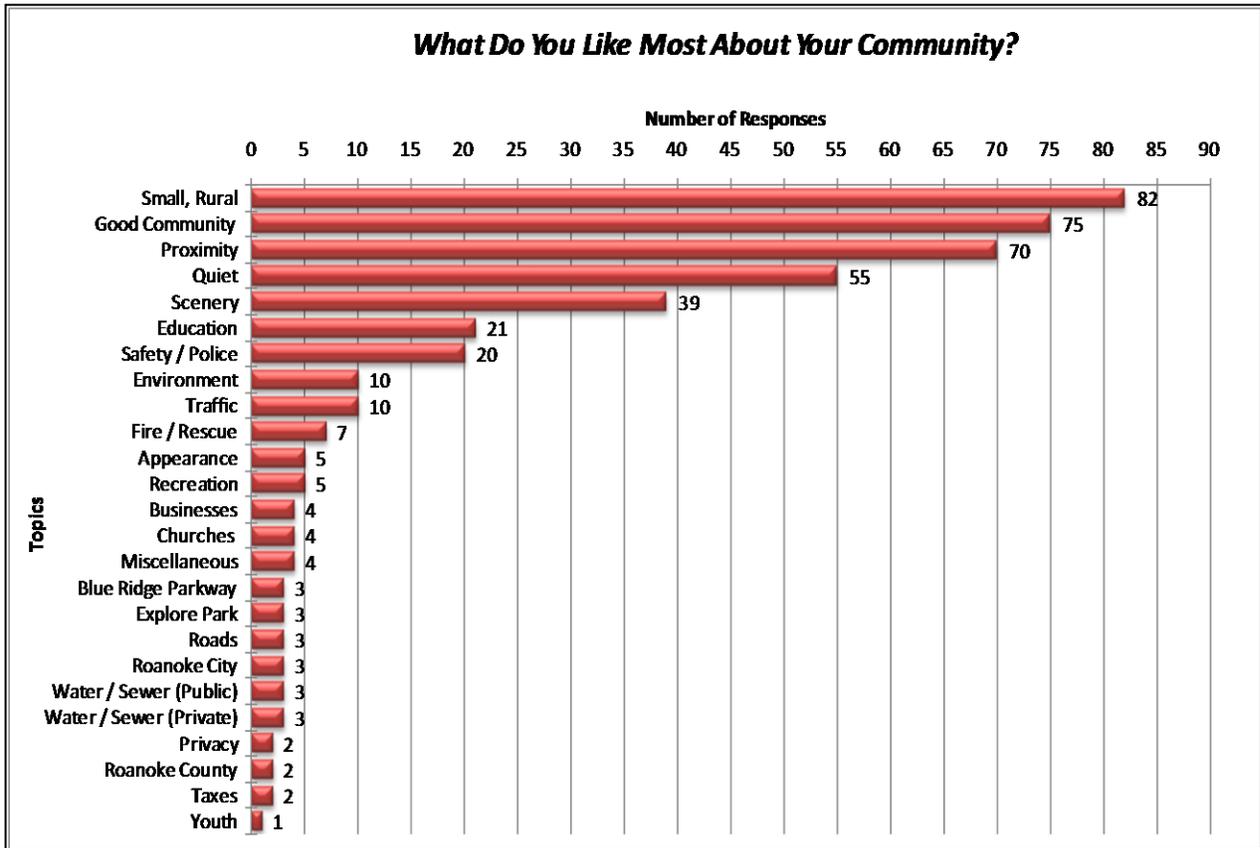


Figure 3.07 Responses: What do you like most about your community?

Figure 3.09 shows a summary of citizen opinions about what issues are most significant in Mount Pleasant today as well as in the next five to ten years. The responses to these questions were consistent, with a few minor differences. Education is considered a more pertinent short-term concern for more citizens than any other issue. Again, responses typically addressed not the quality of education but the ability of the current elementary school to accommodate additional students. Most residents noting education as a major issue mentioned the need for an update or expansion to the current school building. Roads and growth also factored heavily into the relevant present-day issues in the community. When surveyed about issues occurring in the next 5 to 10 years, growth was mentioned more times than any other issue. Survey responses appear to indicate citizens fear that unmanaged or poor quality growth will threaten the positive

characteristics of Mount Pleasant.. Roads and traffic were mentioned as a top future concern as well, with a particular emphasis on Jae Valley Road and traffic to and from Explore Park and the proposed Ballyhack golf course and subdivision.

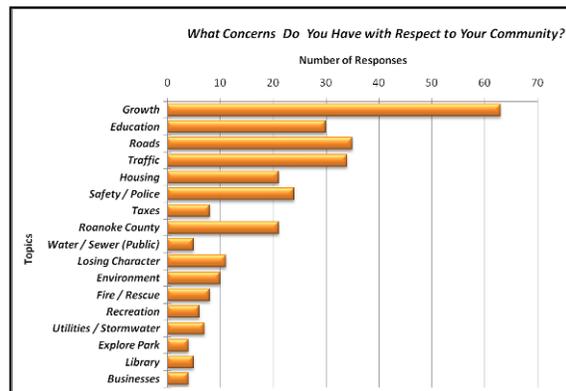


Figure 3.08 What Concerns do you Have with Respect to Your Community?



3.4.2 – POTENTIAL IMPROVEMENTS

When asked “What types of new businesses would you like to see in your community?” sixty respondents answered “none” to this opened-ended question. Figure 3.10 shows that more than twenty people desired restaurants, grocery stores and small businesses. Many citizens noted that they travelled elsewhere for their commercial needs, or that they feared new business of any type may alter the character of Mount Pleasant by encouraging additional commercial development in the planning area. Many people also mentioned that they were satisfied with the existing businesses in the planning area, particularly those around the village of Mount Pleasant just north of the Blue Ridge Parkway.

facilities. As echoed in other parts of the survey, renovation and/or expansion of Mount Pleasant Elementary School was the most common comment for community facility improvement. Survey respondents also noted that recreational community facilities are needed in Mount Pleasant. Comments requested updates to local parks recreation services in the area. Some of the recreational activities mentioned included youth sports, programs for adults, programs in local parks, and promotion of outdoor recreation such as hiking and cycling on public lands.

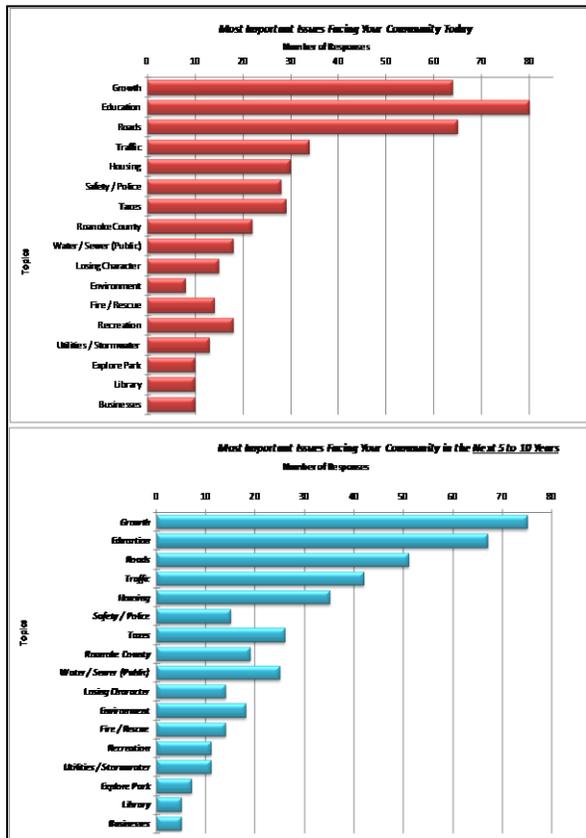


Figure 3.09 What are the Most Important Issues Facing Your Community Today and in the Next 5 to 10 Years?

Another open-ended question surveyed the need for additional or improved community

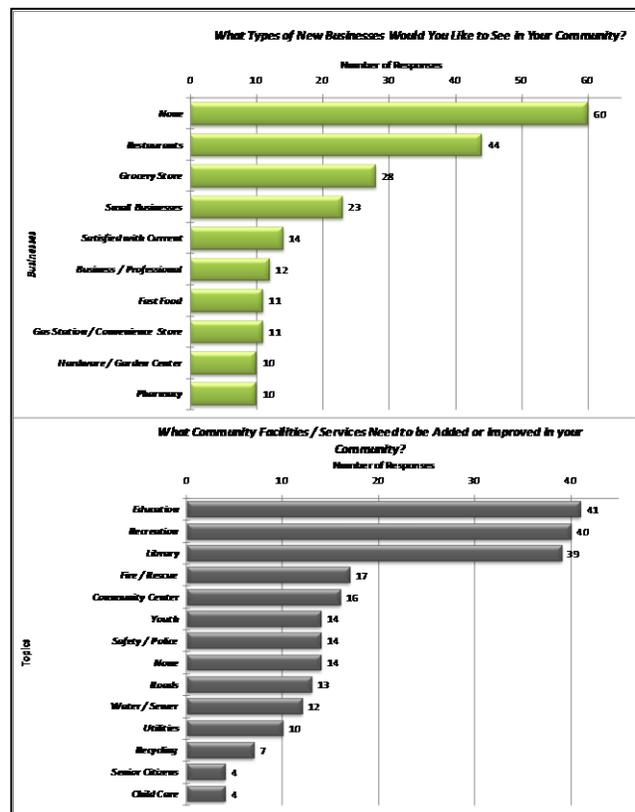


Figure 3.10 Responses for desired new businesses and community facilities/services

Citizens also felt that library services needed to be added or improved upon. Most citizens who mentioned the library wanted a new and/or renovated library, and suggested either an expansion and renovation of the existing library in Mount Pleasant Elementary or construction of a new, stand-alone library off-site from the elementary school.



3.4.3 – POTENTIAL GROWTH AREAS

Citizens were also asked in the open-ended response format, where they would like to see future growth occur, if any. The questions asked specifically about residential growth, commercial growth, and public utility improvement or installation (public water and sewer). A summary of all responses is included in *Figure 3.11*.

The most common response to the question about where to target development was “nowhere.” Of those who named a location, Pitzer Road was the most common response, likely in part because of the golf community proposed for the property on the road zoned Planned Residential District and already containing residential elements. Other responses included respondents saying “all areas” were appropriate, and some named the Jae Valley Road Corridor. When asked about the areas most appropriate for commercial development, the majority of survey respondents again answered that no areas should be targeted. Of those who did provide a location, most believed that Route 116/Jae Valley Road was the most appropriate location as this is where businesses currently are located. When asked about the extension of public utilities, only around five percent of citizen responded that no areas should have public utilities in Mount Pleasant. In fact, the most common responses were those stating that any or all areas would be suitable for public water and sewer. More specifically though, citizens believed that areas currently served by public utilities, larger developments, and Pitzer Road were most appropriate

3.5 – TOPIC DATA SUMMARIES

In summary, the following trends were represented by the survey. Planning staff used these major themes to create goals, objectives and implementation strategies to

guide in the realization of the Mount Pleasant Community Plan.

RESOURCE PRESERVATION

- Natural and cultural resources are valuable commodities to the citizens of Mount Pleasant
- Water cleanliness is of particular importance

PUBLIC SERVICE AND FACILITIES

- Educational quality at the local elementary school is a primary concern of Mount Pleasant citizens
- Public facility improvement is desirable

LAND USE

- Residents would like to retain Mount Pleasant’s current rural characteristics
- Citizens believe that if development occurs, it should be focused in certain areas in order to preserve the planning area’s overall rural setting



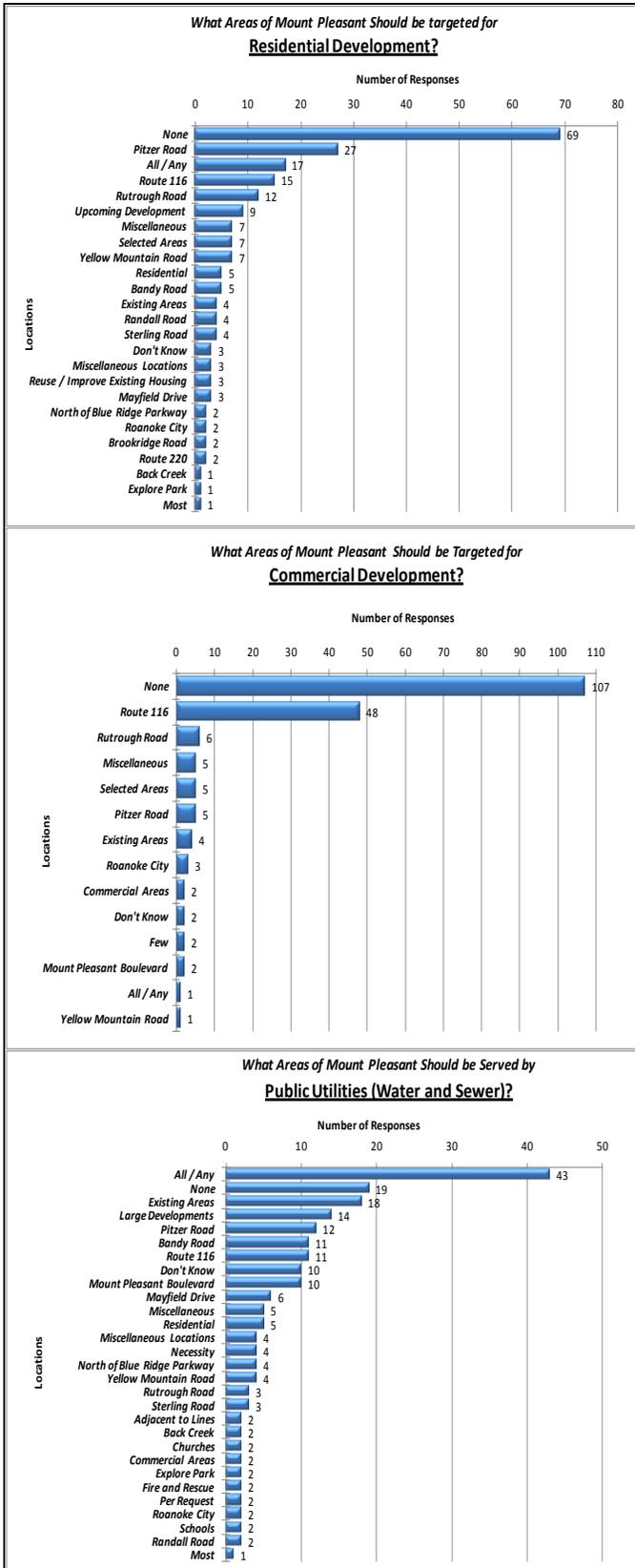


Figure 3.11 Responses for new areas for development.



CHAPTER 4. DEVELOPMENT PLAN

4.1 INTRODUCTION

One of the major components of the document is proposed amendments to the comprehensive plan future land use maps for Mount Pleasant. Three alternative future land use map scenarios were presented to the community at meetings last summer. The three alternative scenarios were essentially a “no change” alternative, a moderate growth alternative with two new designations, and a third, more aggressive growth alternative. Following the community meetings and Planning Commission work sessions, county staff drafted a fourth alternative scenario. It is a blending of Scenarios 2 and 3. All of the maps can be found at the end of this chapter.

Of particular interest in the future land use maps, Scenarios 2, 3 and 4 show two new proposed categories for the comprehensive plan entitled “Suburban Village” and “Economic Opportunity”. The new Suburban Village designation would apply to central Mount Pleasant areas that are on the fringe of urban growth and services, and are transitioning from rural land use to urban, mixed-use development. Also, the new designation of Economic Opportunity would apply to the lands owned by the Virginia Recreational Facilities Authority (Explore Park), and possibly some of the surrounding lands. The Economic Opportunity areas would guide a mix of commercial, tourist-related and limited industrial uses related specifically to the planned destination resort facilities. The new designation would also discourage uses that may conflict with or detract from the activities proposed.

The following text describes the two new categories of Suburban Village and Economic Opportunity. Included with the Suburban Village description are Design Guidelines for the Suburban Village Areas. These design

guidelines provide additional guidance for rezoning and special use permit petitions, as well as suggestions for by-right development. Design guidelines were not written for the Economic Opportunity category, as the development designs for these areas would be tied to the Explore Park development concepts and themes.

Maps of the alternative Future Land Use Scenarios follow the descriptive text, along with a map of Possible Road Connections within Mount Pleasant. The possible road connections map is intended to be conceptual only, and not a construction document.

4.2 SUBURBAN VILLAGE DESIGNATION

A future land use area that represents the focus of surrounding, generally lower intensity commercial, institutional and residential growth for a broad mixture of surrounding development. New neighborhood development occurs in close proximity to institutional, office and retail uses. Cluster developments and greenways are encouraged in conjunction with formerly rural land uses focusing on environmental and building and site design innovation.

LAND USE TYPES

AGRICULTURAL PRODUCTION AND SERVICES

Services supporting the remaining agricultural community such as farm management, horticultural and veterinary services.

PARKS AND OUTDOOR RECREATION/ECOTOURISM

Public and private recreation from small-scale community based facilities to regional attractions with greenway linkages as appropriate. Also encouraged are ecotourism businesses that supply a niche market, usually outdoor oriented.



RESIDENTIAL

Suburban densities (up to six units per acre) of single and two-family housing, attached, detached, zero-lot line, cluster, low density multi-family, townhouses and garden apartments.

COMMUNITY ACTIVITY CENTERS

Public and private facilities serving surrounding residents including schools, religious assembly centers, community clubs and meetings areas with linkages to residential areas by greenways, bike and pedestrian paths wherever possible.

COMMERCIAL

Convenience retail establishments supplying limited goods and services to village residents. Planned small-scale or cluster retail such as local target area shopping centers with specialty businesses and personal services. Also found are small highway retail establishments providing goods and services to passing motorists. Such facilities should be designed to complement the suburban surroundings.

LAND USE DETERMINANTS

EXISTING LAND USE PATTERN

Locations where low- to middle-density residential, institutional and commercial uses are established, connected to existing, sometimes transitional rural residential, agricultural and open space uses.

RURAL/SUBURBAN SECTOR

Locations on the fringe of the urban service area.

ACCESS

Locations served by an arterial highway and a well-define secondary street.

ENVIRONMENTAL CAPACITY

Locations where physical land characteristics, especially topography, have and continue to provide the opportunity for suburban development.

UTILITY AVAILABILITY

Locations where public water and sewer are in close proximity to the urban service area and expansion of these services is likely.

4.3 PROPOSED GUIDELINES FOR SUBURBAN VILLAGE AREAS

BACKGROUND

As a newly proposed future land use area, the purpose of "Suburban Village" as a designation is to provide a home, both in the descriptive sense and geographically, for portions of the county on the fringe of urban service areas likely to experience a high degree of development pressure. Those existing rural village centers in close proximity to urbanizing or suburbanizing communities are considered most likely for redesignation to Suburban Village. Currently, the Mount Pleasant rural Village Center represents such an area, stretching from the south city limits of Roanoke to the Blue Ridge Parkway along Virginia 116 (Jae Valley Road). As a focus of surrounding commercial, institutional and residential growth, design guidelines are suggested to promote and protect the character and value of each Suburban Village area.

CHARACTER

Suburban Village land uses exemplify a range of activities including agricultural production and service facilities, limited small-scale commercial establishments, community centers and institutions, ecotourism, parks and outdoor recreation and suburban residential.

GOAL

Provide for the transition of particular rural village center(s) to suburban village center where existing infrastructure can support and



growth patterns indicate a shift to higher intensity land uses.

adjacent, more rural areas by preventing sprawl and unwarranted utility expansions.

SUBURBAN VILLAGE OBJECTIVES

LAND USE

- Encourage mixed uses such as residences, shops, employment places, civic, religious and cultural institutions.
- Provide protection for those remaining historic and cultural sites and facilities; consider tourism promotion where appropriate.
- Plan for transitional designs from rural to suburban insuring safety and aesthetics among individual sites, adjoining streets, pedestrian and bike trails and surrounding areas.
- Discourage strip development and insure operational stormwater management systems.

TRANSPORTATION

- Advocate pedestrian and cyclist travel modes throughout suburban centers.
- Provide context sensitive design and/or traffic calming to improve traffic control and safety on collectors, arterials and corridor highways.
- Limit access points and improve vehicular circulation throughout suburban centers.

COMMUNITY DESIGN & IDENTITY

- Maintain and improve existing buildings and expand the commercial mini-grant program where appropriate.
- Strictly apply landscaping, signage, exterior lighting and particularly parking regulations.
- Continue the visual continuity along rural/suburban corridors by providing a uniform right-of-way where possible and consistent highway edge treatment.
- Limit impacts on existing lower intensity uses; recognize the responsibility to

SUBURBAN VILLAGE SUGGESTED GUIDELINES

EXISTING CONDITIONS

- Preserve significant onsite natural features (water bodies, floodplains, steep slopes) through proper site design.
- Maintain existing vegetation providing natural buffers, particularly where proposed development adjoins village center fringe(s).

DEVELOPMENT FRAMEWORK: RESIDENTIAL USES

- Farm and rural feature retention: preserve stone rows and tree lines; preserve existing agricultural structures (barns, silos, etc.) where feasible; incorporate existing farm roads into subdivision design.
 - Minimize visual impact: structures should not be placed in open fields; locate buildings adjacent to tree lines and wooded field edges – do not front directly on offsite streets; clustering is encouraged to preserve open space where active agriculture remains.
 - Minimize site disturbance: roads should follow existing contours; keep disturbance for roads, sediment basins or other construction to a minimum; limit intrusions onto individual lots.
- Woodland and open space retention: preserve stone rows and tree lines; retain select trees between any principal structure and road or driveway; the creation of extensive lawn areas is discouraged.
 - Minimize visual impact: keep tree removal from ridges to a minimum; building construction and placement should comply with steep slope regulations; water towers should not be placed on top of ridgelines and tower height should be limited to an elevation below the crown of mature on-site trees.



- Minimize site disturbance: roads should follow existing contours; keep disturbance for roads, sediment basins or other construction to a minimum; limit intrusions onto individual lots; establish maximum building envelope size and locate in the most suitable development areas beyond which no construction should be allowed; preserve native trees where possible.
- Site Layout/Access/Circulation: The relationship of buildings and other site structures to the road network should be as follows:
 - Guide site design through a functional system of narrow streets, service lanes and sidewalks.
 - Construction of alleys with provisions for parking is encouraged; on-street parking is discouraged.
 - A network of through-streets with a rectilinear street grid is encouraged; cul-de-sacs and curvy streets are discouraged.
 - Connections to adjoining pedestrian and vehicular circulation patterns should be provided. Pedestrian ways and greenways are encouraged and should be provided and coordinated with walkways from adjacent properties.
 - Shared driveways are recommended wherever practical; context sensitive design and traffic calming are encouraged where appropriate.
- Development Location: Mixed use and infill projects facing commercial streets should promote the following:
 - Pedestrian-friendly streetscapes and connectivity to neighboring uses;
 - Reduced curb-cuts through shared access drives;
 - Development in harmony with public utilities, facilities and transit;
 - Creation of pocket parks or small plazas providing gathering places along the commercial corridor.
- Site Layout: Access / Parking / Buildings
 - Businesses should provide shared access wherever possible. Combined access may be in the form of temporary easements until additional development occurs establishing a unified parking and circulation plan.
 - Construct parking areas to the sides and rear of buildings wherever possible. Design parking areas to allow future interconnections with adjacent parcels. On large sites, disperse parking into smaller areas lessening visual and environmental impacts and utilize alternative surface materials.
 - Maintain and/or create building architecture compatible with neighboring structures. Determine appropriate setbacks in accord with the ultimate street right-of-way.
- Architectural Treatment: Scale / Entrances / Roofs / Materials
 - Building mass should approach a residential scale and avoid excessive height. Apply building facades and landscaping to lessen the impact of large structures. Insure uniform building height, width, first floor elevation, style and porch detailing where applicable.
 - Provide entrances that are clearly visible and recognizable from parking lots and walkways serving a building. The principal front façade should face an arterial or collector road – the main pedestrian

DEVELOPMENT FRAMEWORK: COMMERCIAL USES
AND COMMUNITY ACTIVITY CENTERS

- Existing buildings and developed site features: Preserve architectural and site features of small-scale and clustered retail and service establishments, schools, religious assembly and civic uses that enhance the surrounding neighborhood and blend with existing topography; street access, parking and signage wherever possible.



entrance may be in the side or rear of the structure.

- Utilize dormers, gables and other variations in roof design and height compatible with basic façade elements adding interest to the building. Avoid flat roofs. Gable, hip and multiple-plane roofs are preferred.
- Select materials in harmony with surrounding structures and for suitability to the building type and style in which they are used.
- Landscaping, Lighting and Amenities: Frame and soften building appearance, screen undesirable views, buffer incompatible uses and provide protection from the elements.
 - Incorporate plantings using ground covers, shrubs and vines and trees.
 - Utilize the following landscape design concepts in all project design:
 - Provide specimen trees in groups and rows at site entries and pedestrian gathering places;
 - Use flowering vines on walls and arbors where appropriate;
 - Use plantings to create shadow and patterns against walls;
 - Provide berms or walls to screen parking, refuse, storage and equipment.
 - Select trees along street frontages to match or complement existing trees in the right-of-way.
 - Provide planting strips along parking lot circulation aisles and along building side/rear elevations. Planters and pots placed in building recesses and adjacent to blank walls may add visual interest, color and texture.
 - Select native plant materials for weather and drought tolerance.
 - Light fixtures should be architecturally compatible with the development theme and illuminate entries,

driveways, walkways, activity areas and building features and landscaping.

- Light sources should be indirect and shielded to avoid glare or intrusion on adjacent properties. Pathway or bollard designs are encouraged.
- Storage areas, trash enclosures, fuel tanks, generators, fire check safety valves and other mechanical devices should be located in the least visible areas of the site and screened from view. Screening should not result in hiding places or entrapment areas.
- Outdoor furniture, directional signs, trellises, raised planters, art works, benches, receptacles or fencing should be selected as integral elements of the building and landscape design.
- Signage
 - Adjacent businesses are encouraged to share signage. Signs should complement building architecture and should not occupy more than five percent of the façade area. Limited maximum area for directional signage is also encouraged.
 - New and replacement freestanding signs should be monument-type and should not exceed five feet in height or seven feet in width.
 - Signs should be complemented by landscaped plots at least one and one-half times the sign area size.

4.4 ECONOMIC OPPORTUNITY DESIGNATION

A future land use area that would guide a mix of commercial, tourist-related and limited industrial uses related specifically to destination resort facilities. Economic Opportunity areas are applied to lands owned or leased by the Virginia Recreational Facilities Authority or Virginia Living Histories, Inc., and adjacent lands that could potentially be expansion areas for the facilities. The designation discourages uses



that may conflict with or detract from the resort activities.

LAND USE TYPES

FAMILY DESTINATION RESORT

Various agricultural, civic, office, commercial, and limited industrial uses as defined in the Explore Park zoning district, and associated with the operation of resort facilities. A high degree of architectural design and creative site design is encouraged.

EXISTING LAND USE AND ZONING

For lands designated Economic Opportunity that are outside the resort property, uses permitted in the existing zoning districts are encouraged until such time that rezoning to Explore Park zoning district is sought. Rezoning to other zoning districts should be carefully examined for compatibility with the resort activities.

LAND USE DETERMINANTS

EXISTING LAND USE PATTERN

Locations where Explore Park development has occurred or is planned.

EXISTING ZONING

Locations where Explore Park zoning exists.

EXPANSION AREAS

Locations where the Explore Park zoning could potentially expand.

ACCESS

Locations served by the Blue Ridge Parkway/Roanoke River Parkway for visitor access, and Rutrough Road and surrounding connecting public streets for public safety and delivery service access.

TOPOGRAPHY

Locations that can be developed in an environmentally sensitive manner and that are outside of the designated floodplain.

URBAN SERVICES

Locations where public water and sanitary sewer exist or are planned.

4.5 FUTURE LAND USE SCENARIO 1

Scenario 1 is essentially a “no change” alternative. Some minor adjustments were made to the 2005 future land use maps, based on existing zoning and land uses. In the northern edge of the Mount Pleasant planning area, adjustments were made to reflect a boundary adjustment with the City of Roanoke, and some industrial zoning districts. Also on Scenario 1, the neighborhoods along Goodman Avenue that have public water and/or sewer have been changed to Neighborhood Conservation. The Village Center designation remains for the central area of Mount Pleasant.

4.6 FUTURE LAND USE SCENARIO 2

Scenario 2 incorporates the new land use designations of Economic Opportunity and Suburban Village. The lands owned by the Virginia Recreational Facilities Authority (VRFA) are shaded light blue to signify the new designation specifically related to the development and activities of a destination resort. In consideration of the proposed water and sewer services to be provided to Explore Park, the properties along Rutrough Road are changed to Development. There will likely be interest in either connecting the existing homes to the new water and sewer services, or interest in new residential development on some of the larger parcels. The edge of the Development designation serves as an indication of the first phases of anticipated growth, with the adjacent properties remaining as either Rural Village



or Rural Preserve. The Delaney Court neighborhoods were changed to Neighborhood Conservation, given the existing development pattern, and the plans to connect their existing neighborhood water system to the new water lines along Rutrough Road.

The Village Center area of central Mount Pleasant is changed to the new Suburban Village designation, including some properties along Pitzer Road that are now designated Neighborhood Conservation. Of interest in the southern portions of the planning area, all lands to the south of Back Creek are designated Conservation. The intent of this change is to communicate the importance of preserving the flood plain area and riparian areas along Back Creek, as well as the steep mountain topography to the south of Back Creek toward the Franklin County boundary.

4.7 FUTURE LAND USE SCENARIO 3

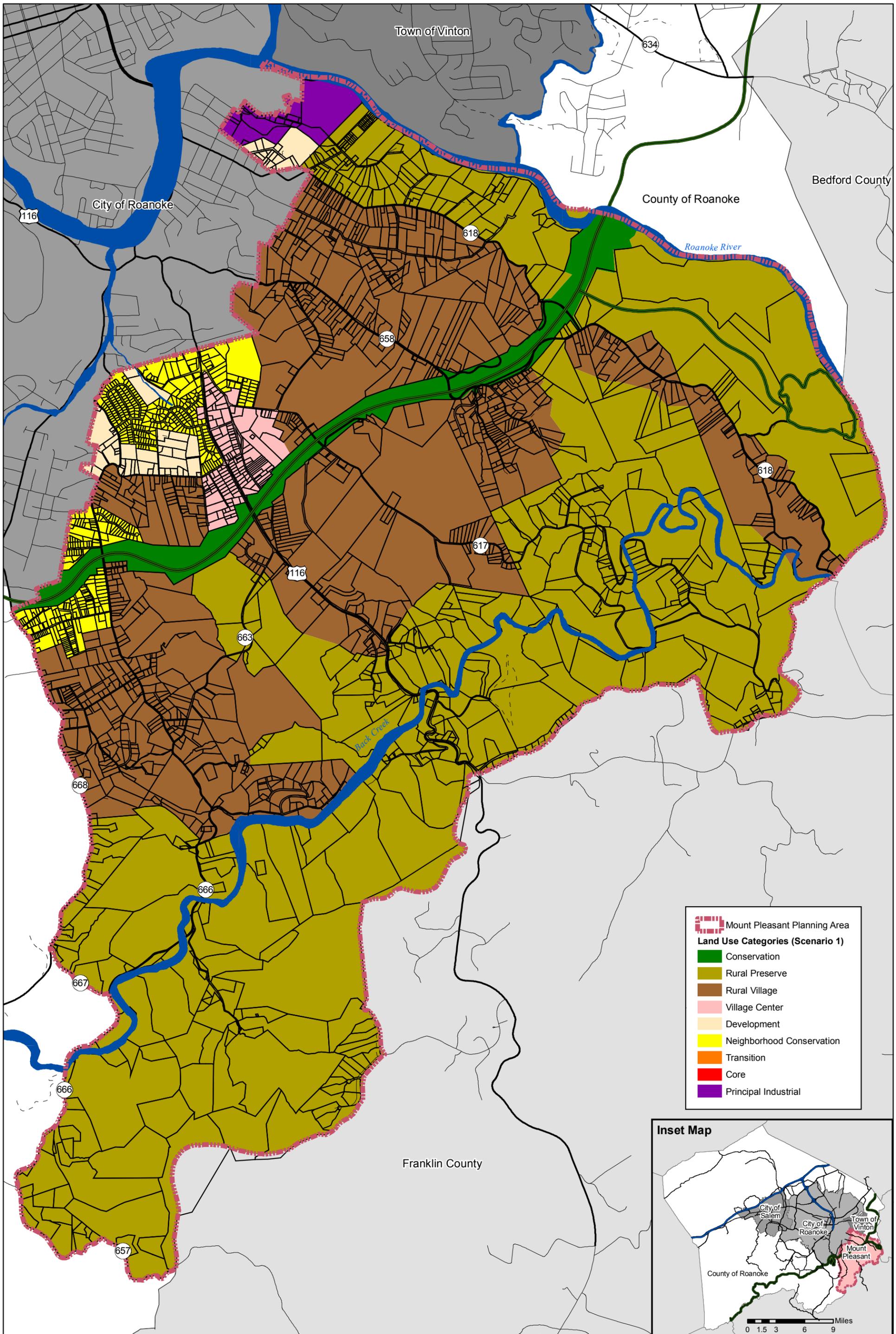
Scenario 3 represents the most aggressive build-out alternative. Scenario 3 extends the Economic Opportunity areas to properties in between those owned by VRFA, as well as possible expansion or buffer areas for Explore Park. The Development designation is expanded to the entire area between the Roanoke River and the Mount Pleasant Suburban Village. The Development designation is also applied to areas around Delaney Court, the Ballyhack Golf Course development, Loblolly Mills development, and other properties southwest through Rockingham Court to Yellow Mountain Road.

The Suburban Village designation is extended east across Pitzer Road, and south of the Blue Ridge Parkway, to properties fronting on Jae Valley Road. The remaining Rural Village, Rural Preserve and Conservation designations remain unchanged from Scenario 2.

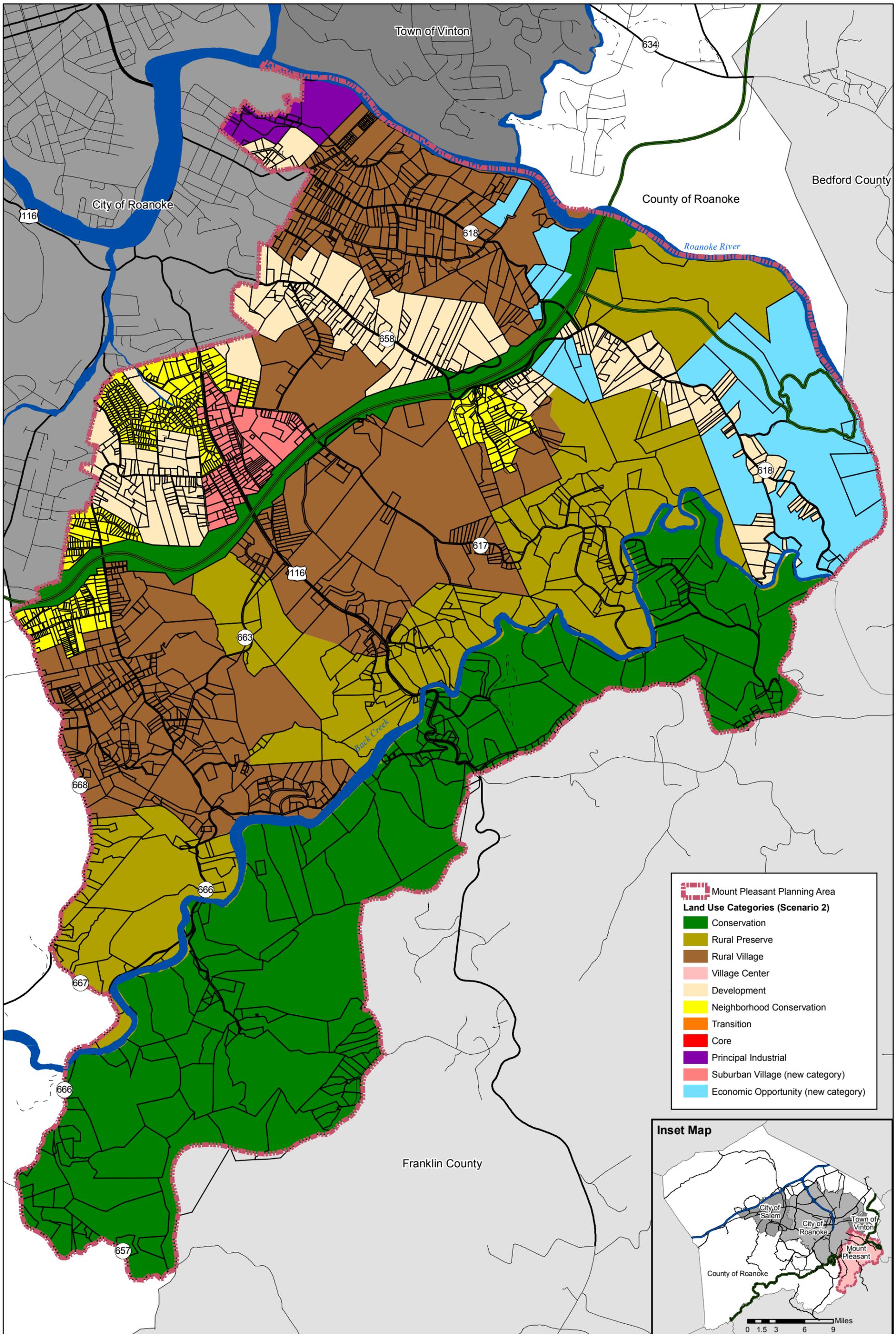
4.8 FUTURE LAND USE SCENARIO 4

Scenario 4 represents an alternative that is more intense than Scenario 2 and less intense than Scenario 3. The division line between Development and Rural Village is moved back from the Roanoke River, and follows a break in topography along Highland Road where sewer services could potentially drain back to the north into existing services in Roanoke City. The Rural Village designation was also adjusted to meet the Suburban Village area along Jae Valley Road. Rural Village areas were also added back to the land to the south of Rockingham Court. Loblolly Mills, Ballyhack Golf Course, and the areas around Delaney Court remained designated Development. The Rural Preserve designation was expanded along the southern portions of Pitzer Road, based on the existing land use patterns and a new rural subdivision on the Roanoke County and Franklin County boundary.





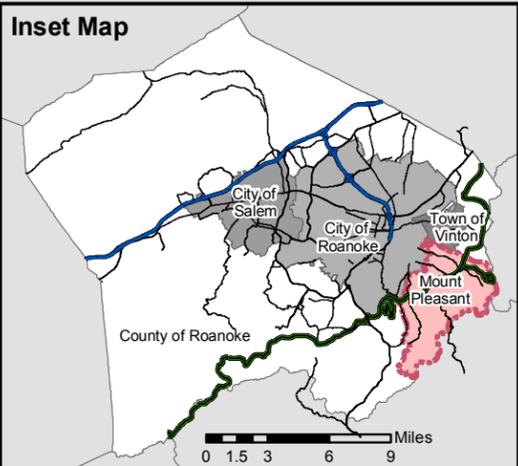
Map 4.01 Future Land Use Scenario 1



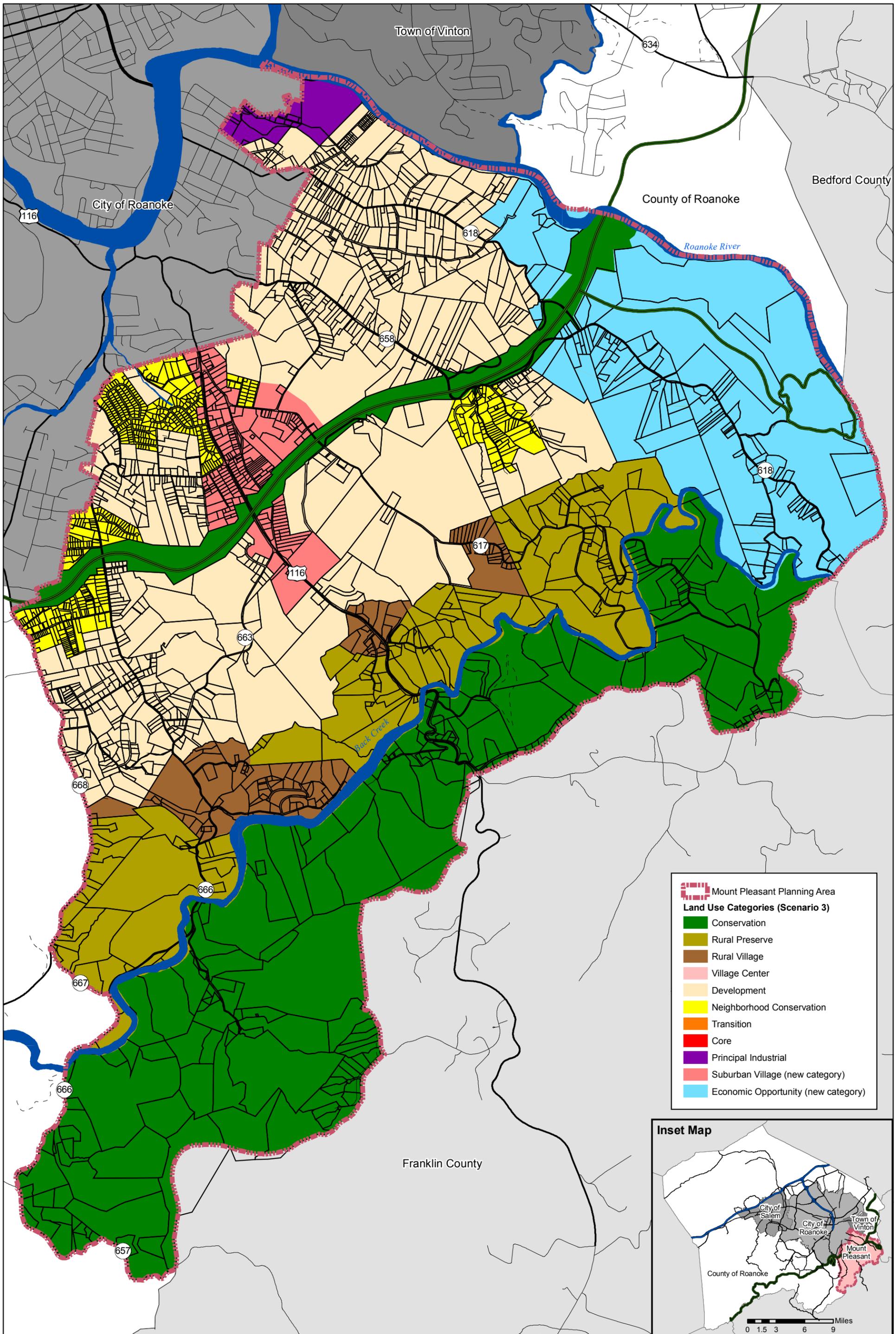
Mount Pleasant Planning Area

Land Use Categories (Scenario 2)

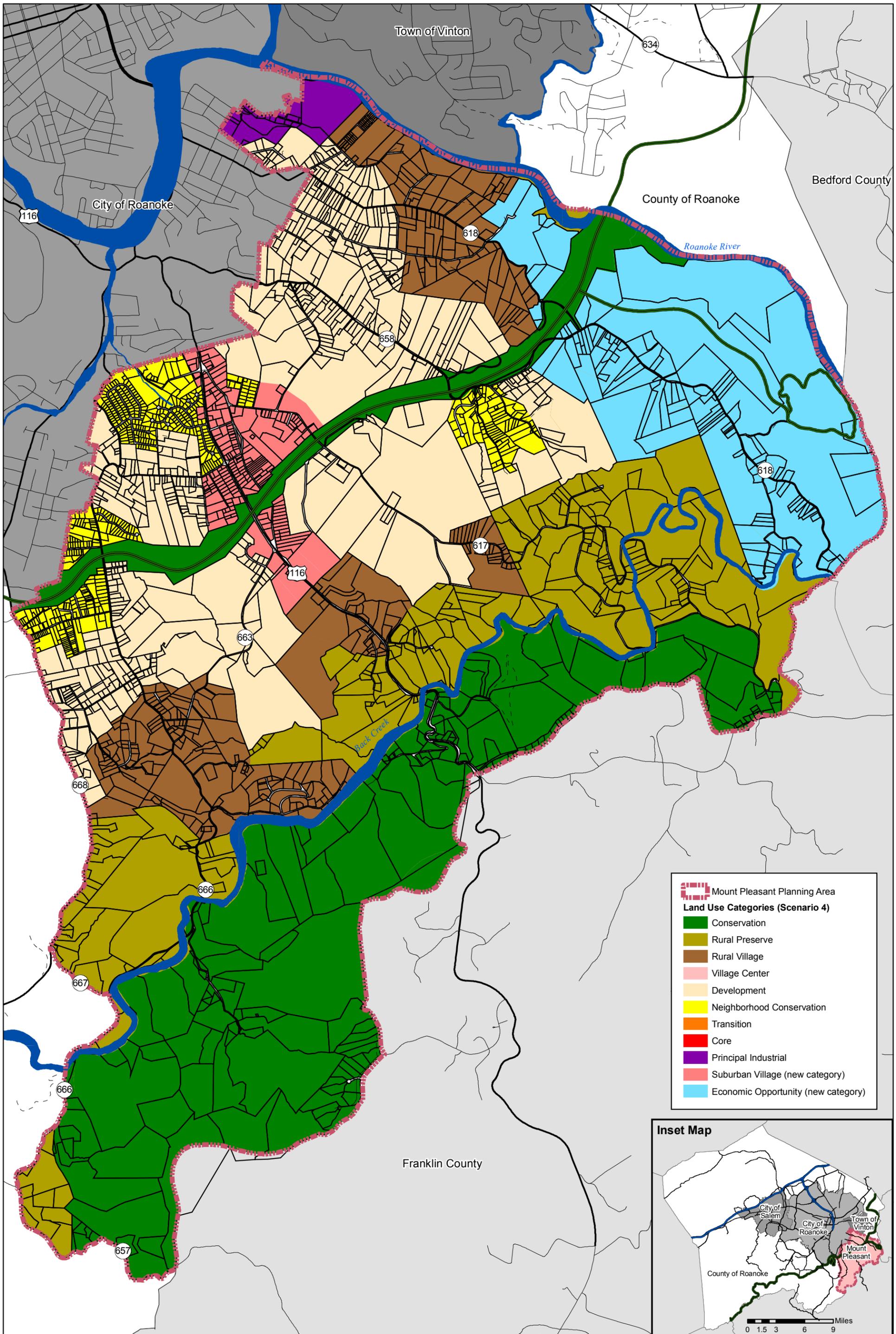
- Conservation
- Rural Preserve
- Rural Village
- Village Center
- Development
- Neighborhood Conservation
- Transition
- Core
- Principal Industrial
- Suburban Village (new category)
- Economic Opportunity (new category)



Map 4.02 Future Land Use Scenario 2



Map 4.03 Future Land Use Scenario 3

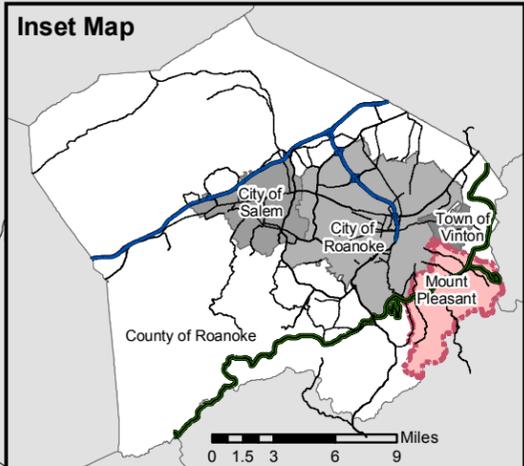


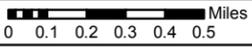
Map 4.04 Future Land Use Scenario 4

 Mount Pleasant Planning Area

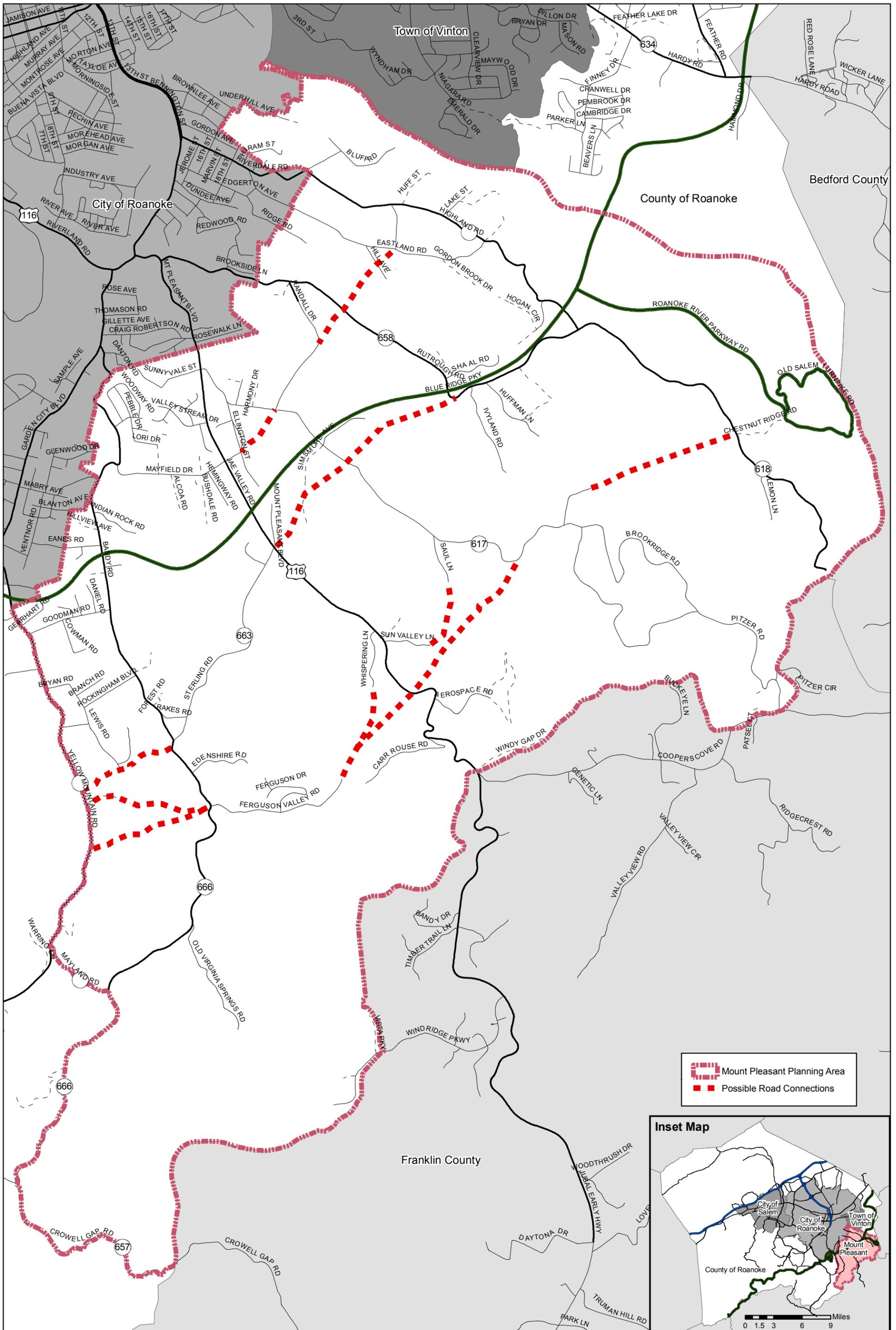
Land Use Categories (Scenario 4)

-  Conservation
-  Rural Preserve
-  Rural Village
-  Village Center
-  Development
-  Neighborhood Conservation
-  Transition
-  Core
-  Principal Industrial
-  Suburban Village (new category)
-  Economic Opportunity (new category)



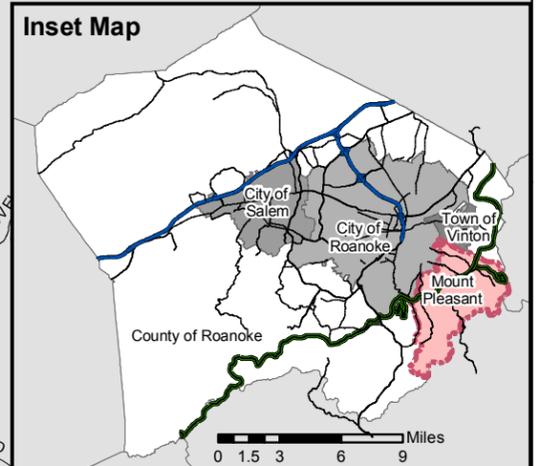




Roanoke County
 Department of Community Development
 5204 Berry Road, Suite 200
 Roanoke, Virginia 24062
 (540) 772-2865



Map 4.05 Possible Road Connections

 Mount Pleasant Planning Area
 Possible Road Connections



0 0.1 0.2 0.3 0.4 0.5 Miles



CHAPTER 5. GOALS OBJECTIVES AND IMPLEMENTATION STRATEGIES

5.1- PRESERVE AND MAINTAIN NATURAL RESOURCES

5.1.A – ENHANCE AND PROTECT GROUNDWATER QUALITY

5.1.A.1 – Coordinate with the Virginia Department of Health to monitor well and septic system failures to identify needs for public water and sewer services

5.1.A.2 – Educate citizens about environmental issues

5.1.A.3 – Encourage citizen involvement with the District Soil and Water Conservation Board

5.1.A.4 – Require extension of water and sewer for rezoning and special use permit petitions within the Neighborhood Conservation, Development, Suburban Village and Economic Opportunity Future Land Use Designations, and in conformance with **Map 5.01, Public Utilities Phasing Plan.**

5.1.B – PRESERVE OPEN SPACE AND RURAL VIEWSHEDS

5.1.B.1 – Cooperate with the Virginia Outdoors Foundation and the Western Virginia Land Trust on conservation easement acquisition and education

5.1.B.2 – Work with the Roanoke County Department of Parks, Recreation and Tourism and the Roanoke Valley Greenways Commission to implement greenway plan

5.1.B.3 – Encourage cluster development and planned residential districts where appropriate

5.1.B.4 – Require consultation with the National Park Service for rezoning and special use permit applications for properties within parkway viewsheds or within one half mile of the Blue Ridge Parkway or in the Suburban Village and Economic Development Future Land Use Designations

5.1.B.5 – Notify National Park Service of by-right development of properties within parkway viewsheds or within one half mile of the Blue Ridge Parkway

5.1.B.6 – Create a Blue Ridge Parkway overlay zoning district

5.1.C – PROTECT ENVIRONMENTALLY-SENSITIVE AREAS

5.1.C.1 – Evaluate rezoning and special use permit petitions for compliance with stormwater management ordinance, erosion and sediment control ordinance and floodplain ordinance.

5.1.C.2 – Discourage development on steep slopes and monitor implementation of the erosion and sediment control ordinance

5.1.C.3 – Evaluate the potential of a riparian buffer zoning regulation

5.1.C.4 – Evaluate the potential of requiring environmental impact statements for development on sensitive land

5.1.C.5 – Evaluate alternative minimum lot size for properties in the Conservation Future Land Use designations

5.1.C.6 – Discourage water and sewer extensions to properties in the Rural Village, Rural Preserve and Conservation Future Land Use designations



5.1.C.7 – Conduct periodic reviews of environmental ordinances to monitor compliance and implementation strategies

5.1.C.8 – Minimize tree removal from ridges and hillsides

5.1.C.9 – Coordinate with the Virginia Department of Environmental Quality as soon as possible regarding rezoning and special use permit petitions and continue to monitor coordination of the development review process

5.2 – UNDERSTAND THE REGIONAL IMPACTS OF GROWTH

5.2.A – ENCOURAGE COORDINATION AMONG ROANOKE VALLEY AUTHORITIES AND SURROUNDING GOVERNMENTS

5.2.A.1 – Notify and seek input from Roanoke City, Bedford County, Franklin County and the Town of Vinton about development proximate to jurisdictional boundaries

5.2.A.2 – Encourage Roanoke City, Bedford County, Franklin County and the Town of Vinton to notify Roanoke County and seek input on projects affecting the Mount Pleasant Planning Area

5.2.A.3 – Share copies of the Mount Pleasant Community Plan with neighboring localities and place in local libraries

5.2.A.4 – Encourage connections to regional bikeways and greenways

5.2.B – COORDINATE WITH REGIONAL, STATE AND FEDERAL AUTHORITIES

5.2.B.1 – Work with the Western Virginia Water Authority, the Roanoke Valley-Alleghany Regional Commission, the Virginia Department of Transportation, the National Park Service, the Virginia Department of Environmental Quality and the Virginia Department of Conservation and Recreation

5.2.B.2 – Share copies of the Mount Pleasant Community Plan with regional authorities

5.2.B.3 – Refer to the regional greenway master plan for potential connections near new or proposed development

5.3 – EXPAND RECREATIONAL OPPORTUNITIES

5.3.A – PRESERVE PARKLAND

5.3.A.1 – Adopt the Roanoke County Parks, Recreation and Tourism Master Plan as part of the Comprehensive Plan and review during land use cases

5.3.A.2 – Encourage and support conservation easements for recreational areas

5.3.A.3 – Support the continuation of Mayflower Hills Park and possible relocation if conflicting with Explore Park

5.3.A.4 – Adopt the Roanoke Valley Area Metropolitan Planning Organization 2005 Bikeway Plan as part of the Comprehensive Plan and review during land use cases

5.3.A.5 – Connect parkland to greenways where feasible

5.3.B – PROTECT AND ENHANCE RECREATIONAL OPPORTUNITIES

5.3.B.1 – Work with Explore Park and Virginia Living Histories to maximize recreational opportunities for public use

5.3.B.2 – Encourage tourism promotion where appropriate

5.3.B.3 – Work with private outdoor recreational businesses and companies to expand recreational opportunities in Mount Pleasant where appropriate

5.3.B.4 – Explore potential of sports facilities in the Mount Pleasant community



5.3.B.5 – Investigate opportunities for community recreation programs and explore the possibility of a new community center

5.4 – MAINTAIN HIGH QUALITY EDUCATION

5.4.A – IMPROVE CURRENT MOUNT PLEASANT EDUCATIONAL FACILITIES

5.4.A.1 – Review building access with school officials

5.4.A.2 – Provide additional library space and services to free up space in existing building

5.4.A.3 – Investigate potential to run water and sewer to school

5.4.B – MONITOR COMMUNITY GROWTH AND UNDERSTAND IMPACTS OF DEVELOPMENT

5.4.B.1 – Continue to map residential building permit applications

5.4.B.2 – Continue to notify school administration regarding major residential development

5.4.B.3 – Consult with school administration on rezoning and special use permit petitions

5.4.B.4 – Monitor Mount Pleasant demographics and Census data to work with school administration on student population projections

5.5 – MAINTAIN EXISTING ROADS AND INCREASE CONNECTIVITY WITHIN MOUNT PLEASANT AS WELL AS TO THE ROANOKE VALLEY

5.5.A – ENHANCE ROAD CONDITIONS

5.5.A.1 – Continue to enforce speed limits

5.5.A.2 – Evaluate needs for speed reduction and provide context-sensitive design and traffic calming measures

5.5.A.3 – Limit access points and improve vehicular circulation throughout suburban village centers

5.5.A.4 – Continue to improve roadway drainage problems

5.5.B – PLAN FOR TRAFFIC INCREASES

5.5.B.1 – Monitor traffic volumes when necessary

5.5.B.2 – Review Roanoke County's Six Year Transportation Plan

5.5.B.3 – Continue to coordinate development review and rezoning and special use permit petitions with the Virginia Department of Transportation and the Transportation Division of the Roanoke County Community Development Department

5.5.B.4 – Coordinate with Franklin County, Roanoke City, the Town of Vinton, Explore Park and Bedford County (specifically the Smith Mountain Lake area) regarding planned traffic increases with may impact Mount Pleasant or vice versa

5.5.B.5 – Review the Smith Mountain Lake Traffic Study

5.5.C – IMPROVE CONNECTIVITY

5.5.C.1 – Implement the connections suggested in **Map 4.05, Possible Connections**, where feasible and during the development of adjacent land

5.5.C.2 – Explore connections to the Town of Vinton and the Blue Ridge Parkway

5.5.C.3 – Advocate pedestrian connections to greenways and improve circulation within suburban villages, where feasible



5.5.C.4 – Work with the Roanoke Valley-Alleghany Regional Commission to implement connections to bikeways and greenways

5.5.C.5 – Ensure pedestrian safety and explore needs for pedestrian crossings in suburban centers

5.5.C.6 – Encourage connectivity between new and existing subdivisions

5.5.C.7 – Implement Design Guidelines for Suburban Village Area (see Chapter 4, Section 3)

5.6 – UNDERSTAND THE DEVELOPMENT IMPACTS ON PUBLIC FACILITIES; CONTINUE TO PROVIDE PUBLIC SERVICES AND FACILITIES

5.6.A – ENSURE ADEQUATE RESOURCES FOR FIRE PROTECTION AND SAFETY

5.6.A.1 – Provide water supply for fire protection in areas designated as Development, Neighborhood Conservation, Suburban Village and Economic Opportunity on the Future Land Use Map, and in conformance with **Map 5.01, Public Utilities Phasing Plan**

5.6.A.2 – Monitor call volume and response times for emergency services

5.6.A.3 – Continue to review fire protection in development review and rezoning and special use permit petitions with Roanoke County Fire and Rescue

5.6.A.4 – Consider Fire and Rescue needs when prioritizing or designing connections to existing roads

5.6.A.5 – Understand the needs for rural fire protections

5.6.B – PLAN FOR ADEQUATE GROWTH BY UNDERSTANDING PRESSURE ON EXISTING PUBLIC WATER AND SEWER AND NEEDS FOR NEW CONNECTIONS

5.6.B.1 – Anticipate and encourage water and sewer extensions in areas designated as Development, Suburban Village and Economic Opportunity in the Future Land Use Map, and in conformance with **Map 5.01, Public Utilities Phasing Plan**

5.6.B.2 – Identify the Urban Development Area as required by state legislation as the Suburban Village, Development and Economic Opportunity Future Land Use designations; discourage water and sewer extensions beyond these boundaries in rural areas

5.6.C – IMPROVE EXISTING FACILITIES WHERE NECESSARY

5.6.C.1 – Investigate the potential for additional recycling drop boxes and notify citizens of locations of new boxes when placed

5.6.C.2 – Educate citizens about the benefits of recycling and about recycling opportunities

5.6.C.3 – Initiate the process to create the capital facilities plan to be adopted into the Comprehensive Plan

5.6.C.4 – Monitor the Capital Improvements Program for conformance with the Comprehensive Plan

5.7 – PROTECT COMMUNITY CHARACTER

5.7.A – PRESERVE EXISTING HISTORIC AND CULTURAL RESOURCES

5.7.A.1 – Encourage and work with property owners of historic sites to investigate state and federal historic status

5.7.A.2 – Review historic surveys for rezoning and special use permit petitions



5.7.A.3 – Review building elevations and materials for rezoning and special use permit petitions for compatibility with historic sites

5.7.A.4 – Consider a local historic designation program

5.7.A.5 – Input historic structure and cemetery data into the Roanoke County online GIS system

5.7.A.6 – Work with the Virginia Division of Historic Resources to update the existing historic structure and cemetery inventories

5.7.B – ENCOURAGE COMMUNITY INVOLVEMENT

5.7.B.1 – Consider locations for a new Mount Pleasant library and/or community center

5.7.B.2 – Encourage citizens to remain involved in the Mount Pleasant planning process and comprehensive plan updates

5.7.B.3 – Continue the community meeting process for rezoning and special use permit petitions

5.7.B.4 – Consider holding community meetings for large-scale by-right development projects in Mount Pleasant

5.7.B.5 – Maintain contact with civic organizations, churches and other groups

5.7.B.6 – Evaluate methods of communicating with the public

5.8 – CONTINUE COMPATIBLE RESIDENTIAL DEVELOPMENT AND ENCOURAGE CREATIVE DEVELOPMENT WHERE APPROPRIATE

5.8.A – IN ESTABLISHED RESIDENTIAL NEIGHBORHOODS, ENCOURAGE INFILL DEVELOPMENT AND RENOVATIONS TO BE COMPATIBLE WITH EXISTING HOUSES

5.8.A.1 – Encourage architecture and design that blends or compliments existing housing stock; discourage design that interrupts neighborhood fabric

5.8.A.2 – Understand the impacts of potential rezoning and special use permit petitions could have on nearby neighborhoods

5.8.A.3 – Monitor screening and buffering on adjacent commercially zoned properties

5.8.A.4 – Implement the Design Guidelines for Suburban Village Area (See Chapter 4, Section 6)

5.8.B - PROTECT EXISTING/ESTABLISHED/STRONG RESIDENTIAL NEIGHBORHOODS

5.8.B.1 – Continue aggressive code enforcement program

5.8.B.2 – Continue to evaluate current Future Land Use designations as significant changes occur

5.8.C – ENCOURAGE CREATIVE DEVELOPMENT IN AREAS WHICH TRANSITION FROM RURAL TO SUBURBAN

5.8.C.1 – Consider requiring new water and sewer connections in by-right developments and rezoning and special use permit petitions, and in conformance with **Map 5.01, Public Utilities Phasing Plan**

5.8.C.2 – Encourage planned residential and cluster districts where possible; discourage cul-de-sacs and promote connectivity



5.9 – ENCOURAGE COMMERCIAL DEVELOPMENT IN AREAS IDENTIFIED AS APPROPRIATE BY THE FUTURE LAND USE MAP**5.9.A – ANTICIPATE AND PLAN FOR GROWTH AT EXPLORE PARK**

5.9.A.1 – Implement and periodically evaluate the Economic Opportunity Future Land Use designation

5.9.A.2 – Maintain strong relationship with Virginia Living Histories and ensure coordinated and efficient review of development proposals

5.9.A.3 – Extend water and sewer along Rutrough Road, per the first phase of **Map 5.01, Public Utilities Phasing Plan**

5.9.A.4 – Connect waterline to Delaney Court water system, per the first phase of **Map 5.01, Public Utilities Phasing Plan**

5.9.B – PROMOTE CONTEXT-SENSITIVE COMMERCIAL DEVELOPMENT IN APPROPRIATE AREAS

5.9.B.1 – Implement and periodically evaluate the Suburban Village Future Land Use designation and the Suburban Village Design Guidelines

5.9.B.2 – Review the Neighborhood Commercial District to eliminate challenges to developing true mixed-use properties; evaluate other sections of the Zoning Ordinance

5.9.B.3 – Promote smaller commercial business types along commercial nodes

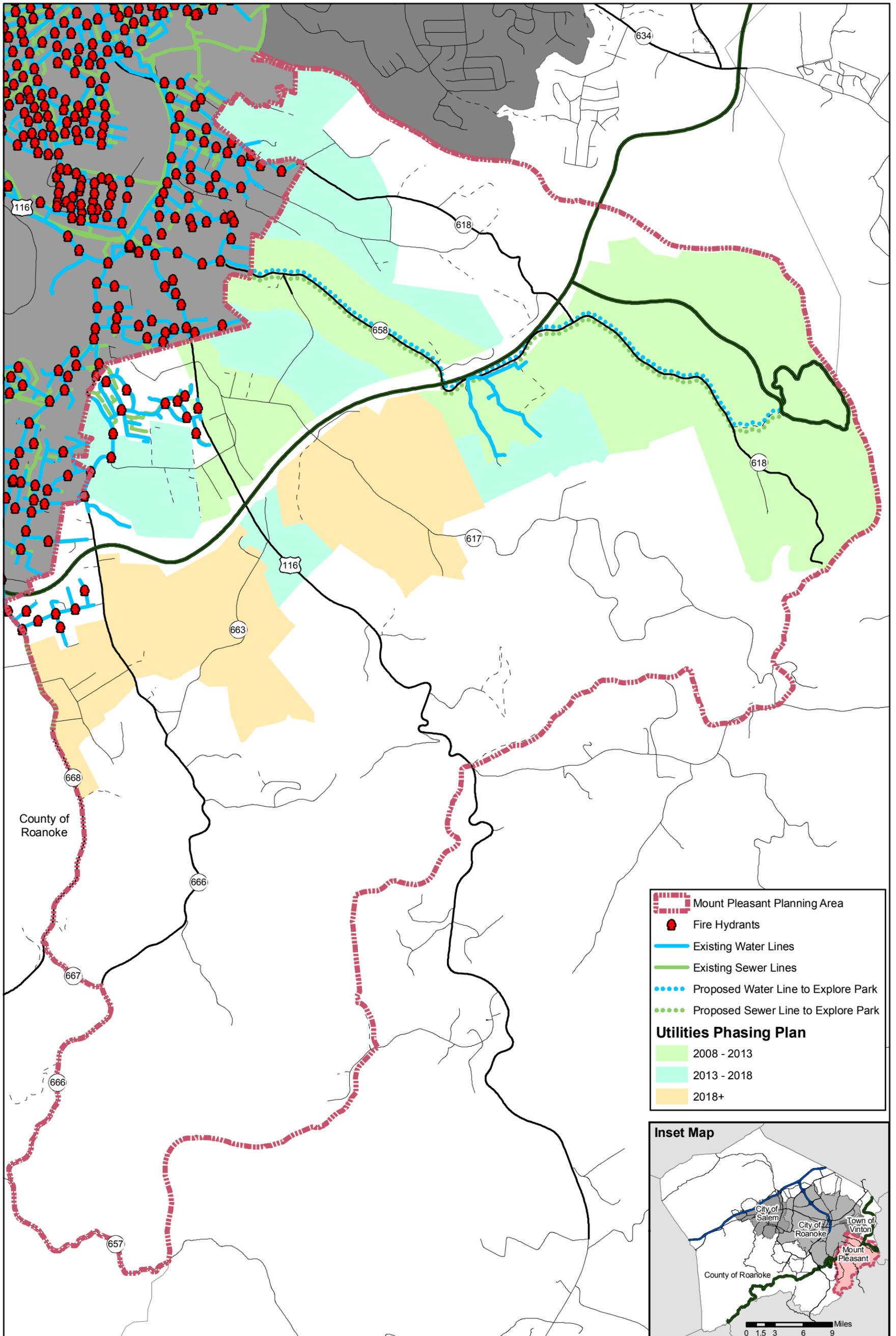
5.9.B.4 – Discourage strip development

5.9.B.5 – Rezoning and Special Use Permit petitions for industrial uses in Mount Pleasant should be strongly discouraged unless the benefit to the community is substantial and has community support

5.9.B.6 – Continue to enforce landscaping, screening, buffering, signage, exterior lighting and parking regulations

5.9.B.7 – Implement the Suburban Village Design Guidelines and applicable County-wide design guidelines



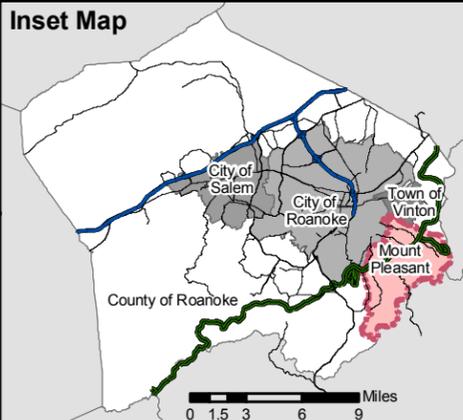


Mount Pleasant Planning Area

- Mount Pleasant Planning Area
- Fire Hydrants
- Existing Water Lines
- Existing Sewer Lines
- Proposed Water Line to Explore Park
- Proposed Sewer Line to Explore Park

Utilities Phasing Plan

- 2008 - 2013
- 2013 - 2018
- 2018+



Map 5.01 Public Utilities Phasing Plan