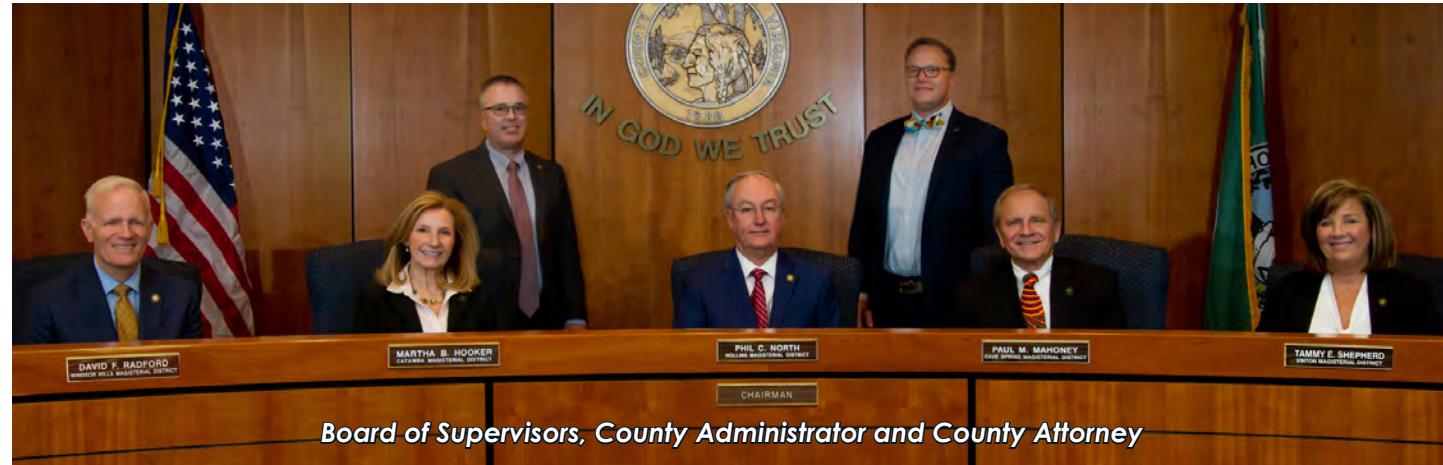


An aerial photograph of a landscape during autumn. The foreground is dominated by a hillside covered in a mix of green and orange foliage. A two-lane highway cuts through the lower right portion of the image, with a few cars visible. In the background, a range of mountains is visible under a blue sky with scattered clouds.

# VISION & GOALS

# VISION & GOALS



Board of Supervisors, County Administrator and County Attorney

## 9.1 Overview



This chapter discusses the Vision Statement that has been established in collaboration with the public and that serves as the shared vision for the County by 2038, when it celebrates its bicentennial anniversary. This chapter also discusses the five (5) community-wide themes identified during the development of the 1998 Community Plan that were carried over into the 2005 Community Plan and have continued to emerge as common themes during the 200 Plan's community engagement process. The combination of the Vision Statement, these 5 themes, and the community input received during the 200 Plan preparation have collectively helped to establish the goals and objectives of this chapter that guide the development of recommendations and implementation strategies for the 200 Plan.

## 9.2 Vision Statement



During the preparation of the 2016 Community Strategic Plan, a Vision Statement was developed through the collaborative efforts of County leadership and the community. Although adopted in 2016, this Vision Statement remains relevant today and continues to embody the priorities of the community that have been voiced during the development of the 200 Plan.

This Vision Statement recognizes that an ideal future for Roanoke County from the perspective of its citizens depends on:

- Facilitating positive change;
- Recognizing and promoting our great natural beauty, outdoor-oriented lifestyle, and amenities;
- Including people from all segments of the community;
- Cherishing the traditional values of our community; and
- Recognizing and promoting the overall excellent quality of life enjoyed by citizens.

***"Roanoke County is a vibrant, innovative, and scenic community that values its citizens, heritage, and quality of life."***

# VISION & GOALS



Spring Hollow Reservoir, Photo by Western Virginia Water Authority

## 9.3 Themes



Within the 1998 and 2005 Community Plans, five (5) community-wide themes are identified as common issues, or principles of action, that emerged during engagement with focus groups representing the community. These themes provide additional insight into the shared community values that are important and are incorporated into the 200 Plan.

### Regionalism:

The County must take the lead in finding new and innovative ways to look beyond its boundaries for solutions to future challenges.

### Sustainability:

Recognizing that our natural systems are vital to providing both economic needs and quality of life for all citizens, sustainable development has been incorporated into County planning -- meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.

### Community Identity:

Roanoke County citizens identify very closely with their neighborhoods and school districts. Efforts must be made to preserve the elements of community identity that provide gathering places for the exchange of information and support.

### Scenic Beauty:

The mountains that surround the County provide a sense of place and are a source of beauty and recreational activity. Steps must be taken to develop conservation policies for our farmlands, mountainsides and ridges, rivers and streams, soil and air. These resources are considered by many to be our region's greatest asset.

### Quality of Life:

The citizens of Roanoke County recognize that there exists a fragile balance between economic growth and prosperity and the preservation of a way of life that is cherished by many. Proactive steps must be taken to manage growth in a positive way - to act conservatively and with deliberation when making decisions that will affect our high quality of life and that of our children's children.



Roanoke River at Explore Park

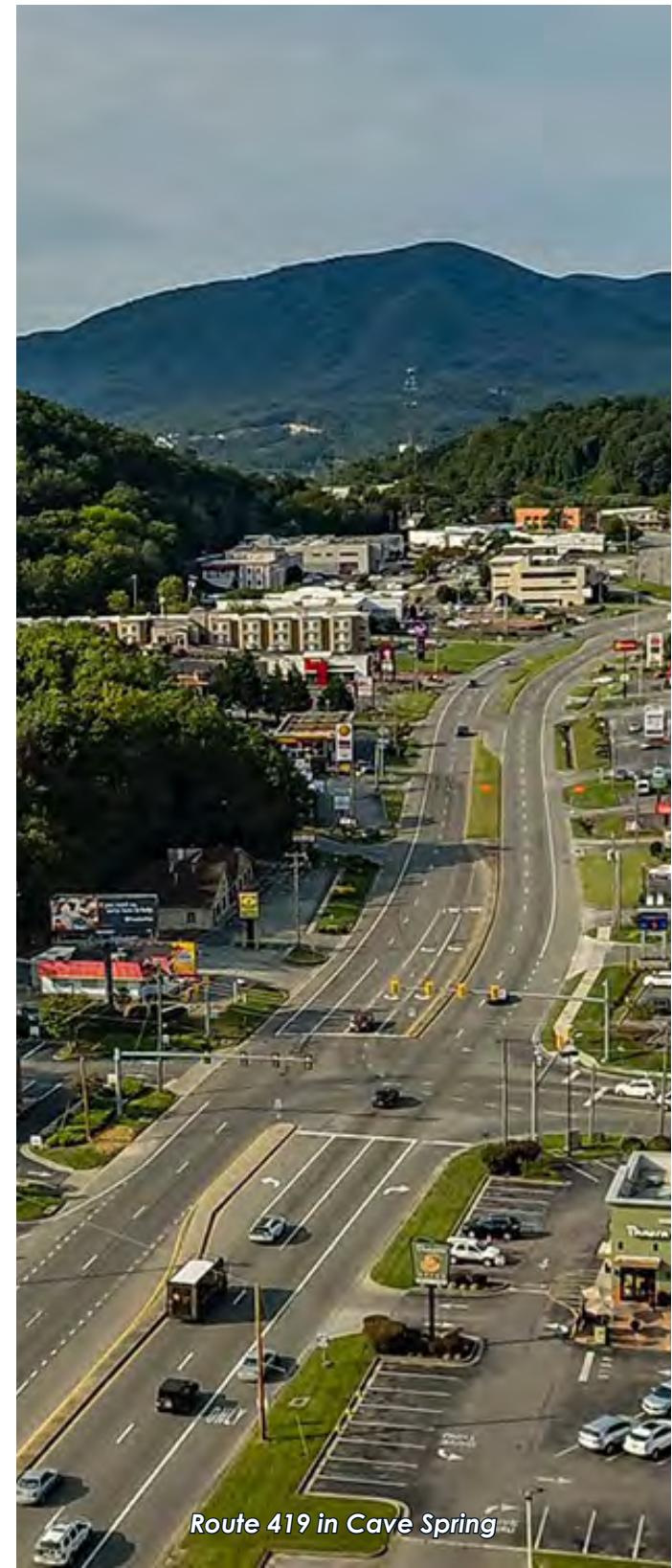
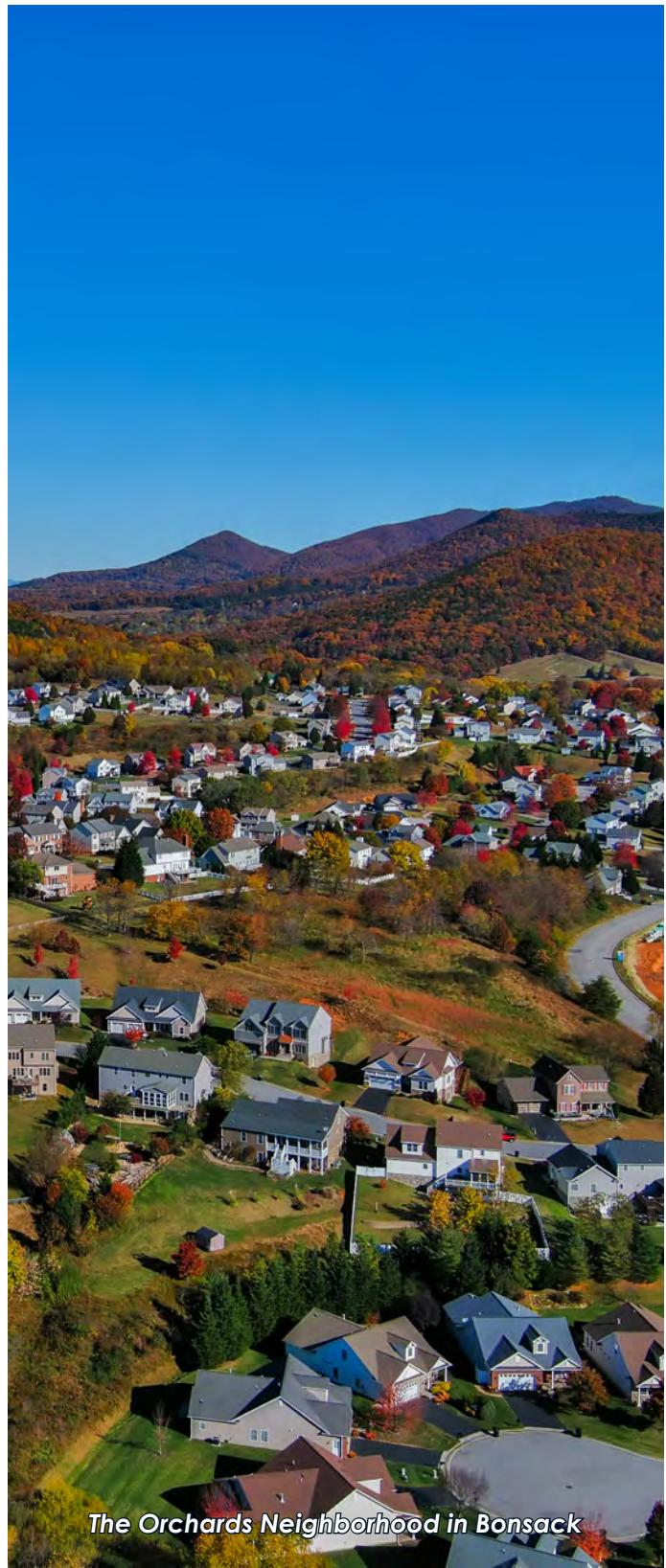
## 9.4 Goals



The community input that was derived from the community engagement process of the 200 Plan was paired with the values embodied in the Vision Statement and the 1998 and 2005 Community Plans' themes to create the following goals that define the long-term outcomes that Roanoke County seeks to achieve through implementation of the 200 Plan:

- Regionalism:** Roanoke County is active in communicating and collaborating as a regional partner with its neighboring localities and regional organizations when seeking solutions to future challenges.
- Natural and Cultural Resources:** Roanoke County is valued for its natural amenities, recreational opportunities, and cultural heritage and strives to maintain and improve these resources for the continued enjoyment of all generations and abilities.
- Educational Opportunity:** Roanoke County promotes a high caliber educational landscape that promotes the efficient delivery of K-12 education, workforce training, and lifelong learning opportunities.

- Public Service Provider:** Roanoke County provides quality public services at an affordable cost to all areas and citizens of the County.
- Transportation:** Roanoke County recognizes the long-term benefits of community-driven transportation planning to improving safety, reducing congestion, increasing connectivity, and encouraging alternative means of transportation.
- Economic Development:** Roanoke County recognizes that a strong economy benefits from partnering with current and potential businesses, cultivating a skilled workforce, and fostering connectivity to the world.
- Housing:** Roanoke County provides a variety of housing types for all segments of the population to promote housing availability and affordability in neighborhoods that contribute to a high quality of life.
- Thoughtful Design:** New development and redevelopment, including of infrastructure and utilities, should be thoughtfully designed to ensure efficiency and functionality of the natural and built landscape.



## 9.5 Objectives

 The following objectives have been developed to provide measurable outcomes in furtherance of the goals of the 200 Plan. These objectives inform the recommendations and implementation strategies of the following chapter.

### Regionalism:

- Work to grow a unified regional identity with neighboring communities through placemaking projects.
- Coordinate regional planning for land use, housing, transportation, economic development, environmental issues, public services, and civic amenities.
- Establish and maintain regular communication opportunities between regional governments so issues of regional importance and responsibility are considered.
- Continue coordination and collaboration on regional efforts to enhance and develop outdoor recreation opportunities in our communities.

### Natural and Cultural Resources:

- Protect natural resource amenities, including air and water resources, forests, soils, wildlife habitat, open space, and viewsheds.
- Beautify public areas, viewsheds and roadways.
- Clean up and prevent litter and illegal dumping.
- Protect steep slope areas.
- Prioritize preservation of historic and cultural resources, including historic buildings and landscapes, archaeological sites, and heritage resources and traditions.
- Protect viewsheds and scenic resources from the ridges and from the valleys.



McAfee Knob

### Educational Opportunity:

- Provide access to world-class educational services and foster lifelong learning by preparing learners for the workplace and instilling characteristics of responsibility and productivity.
- Provide citizens the tools to obtain the technological skills required to work and function in a rapidly changing world through technical schools, extension programs, and higher learning opportunities.

### Public Service Provider:

- Maintain quality public facilities and the provision of reliable services and improve these resources to meet future demands.
- Make improvements at existing park, recreation, and tourism facilities and evaluate the need for new facilities.
- Support recycling options.
- Enhance library facilities and services, raise level of library engagement with the community, increase awareness about library programs, and provide efficient delivery of circulation materials.

- Provide efficient delivery of public safety services with minimal response times.
- Enhance and maintain public safety facilities, equipment, staffing, citizen engagement, and educational opportunities.
- Expand and improve high-speed broadband access with universal availability and cell phone service availability in unserved and underserved areas.

### Transportation:

- Incorporate opportunities to increase the capacity and efficiency of the County's and region's transportation system.
- Identify transportation safety issues and concerns and work to resolve these issues and concerns.
- Evaluate opportunities to incorporate multimodal transportation into the transportation network, including bicycle routes, pedestrian pathways, greenways, blueways, public transit, and other modes.
- Evaluate on-and-off road connectivity options between neighborhoods and schools, parks, and other community facilities.
- Ensure that Roanoke County citizens have their voices heard on transportation projects and issues that will affect them.

### Economic Development:

- Encourage the reuse, redevelopment and occupancy of existing, vacant commercial and industrial space.
- Provide resources and support to help retain and expand existing businesses.
- Seek new business development and investment in the County.
- Ensure sufficient infrastructure is available to support new development and redevelopment.

- Ensure transportation infrastructure is maintained to provide a high level of mobility to support business activity, such as efficient movement of both products and employees into and out of the region.
- Support a well-coordinated effort of economic agencies working together to execute recruitment, work force training, and development programs.
- Grow and support Roanoke County's outdoor tourism identity as an economic driver.

### Housing:

- Encourage a diverse housing stock meeting the demands of current and future residents.
- Develop incentives and policies to encourage quality housing that is affordable.

### Thoughtful Design:

- Implement sustainable growth policies and programs that maintain a high quality of life, promote a strong economy, and protect our natural resource amenities.
- Encourage sidewalk construction along public roads in conjunction with new development and redevelopment activities in the urban/suburban area.
- Encourage the provision of open space and park facilities with new development.



Garbage Truck