

# Roanoke River Greenway

## *A Bicycle/Pedestrian Trail Connecting the Roanoke Valley*

**FY 2013-2014  
Greenway Applications  
to the  
Transportation Alternatives Program**

**January 2013**



# Roanoke River Greenway Status

Funding: Enhancement, private, County



# Roanoke River Greenway Status

Funding: Open Container



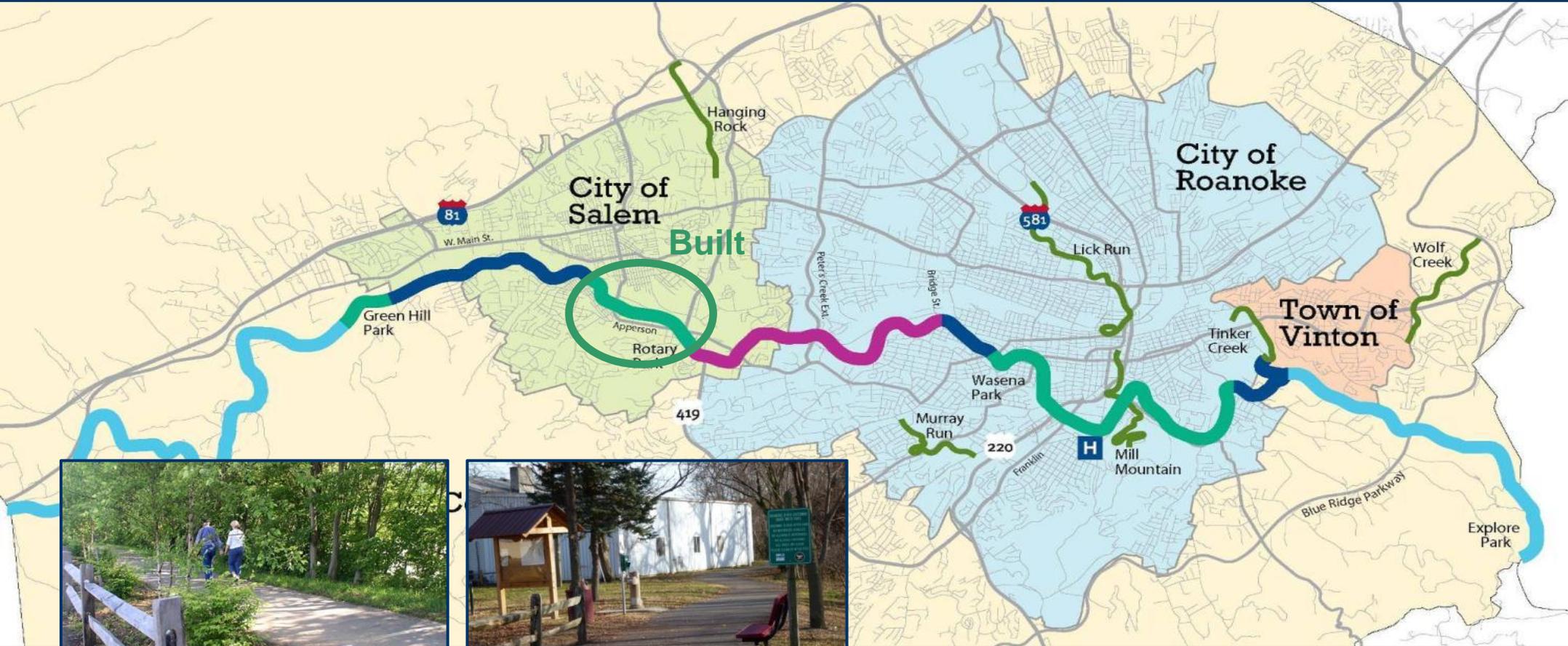
# Roanoke River Greenway Status

Funding: Enhancement, ARRA, Safety, Private, Salem



# Roanoke River Greenway Status

Funding: Private, Enhancement, Rec Trails, Salem



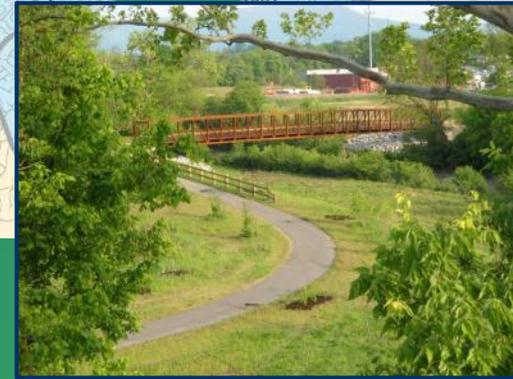
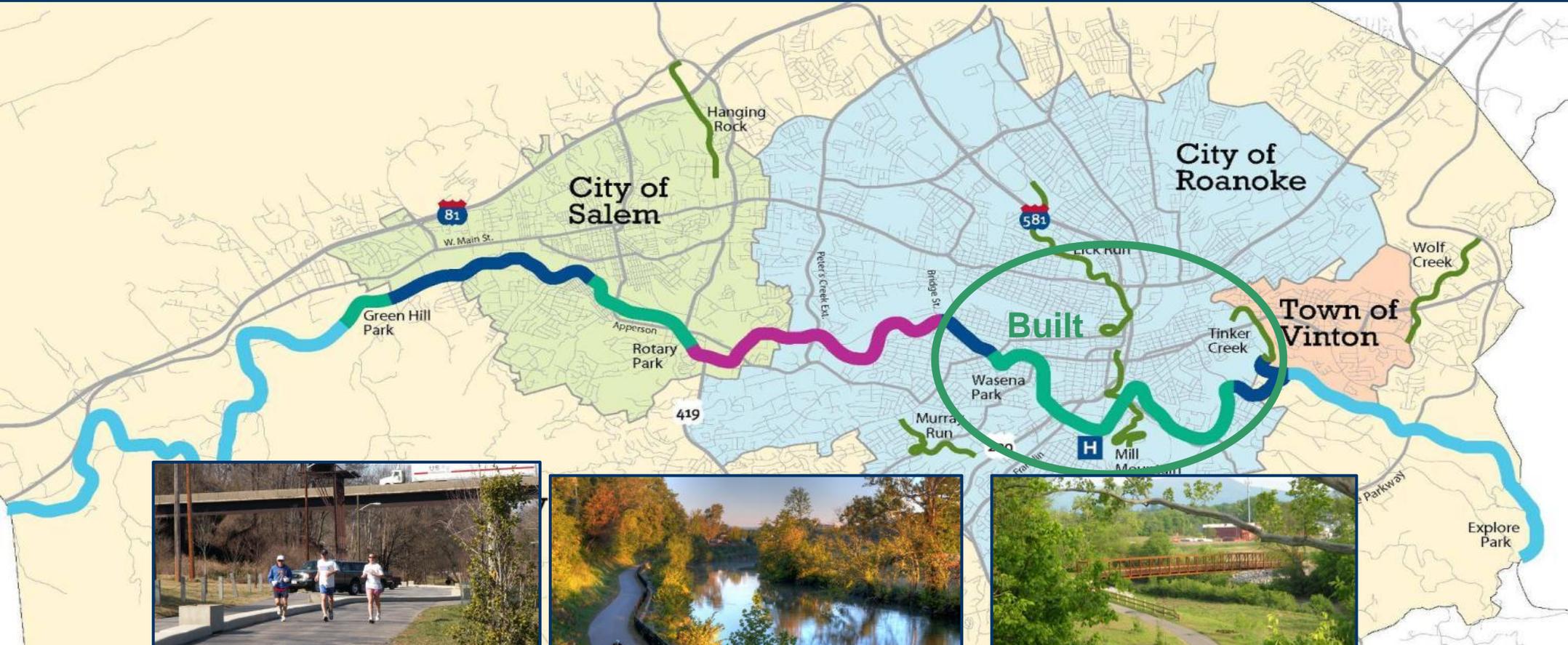
# Roanoke River Greenway Status

Funding: Enhancement, private, Revenue Sharing, City of Roanoke, VLCF



# Roanoke River Greenway Status

Funding: ACOE, City, ARRA, Open Container, Enhancement, private



# Roanoke River Greenway Status

Funding: Enhancement, County



# Roanoke River Greenway Construction

- Roanoke - To Tinker 1.2 miles opened
- Roanoke – To Bridge St. 1.2 miles opened
- Salem – Colorado to Moyer 0.3 miles opened
- Salem – Eddy to Riverside 1.3 built

Roanoke River Greenway - 4 miles in **2012!**



# City Progress in 2012: Bennington to Tinker Creek Open



# City Progress in 2012: Bridge St. to Memorial Ave. Open



# Salem Progress in 2012:



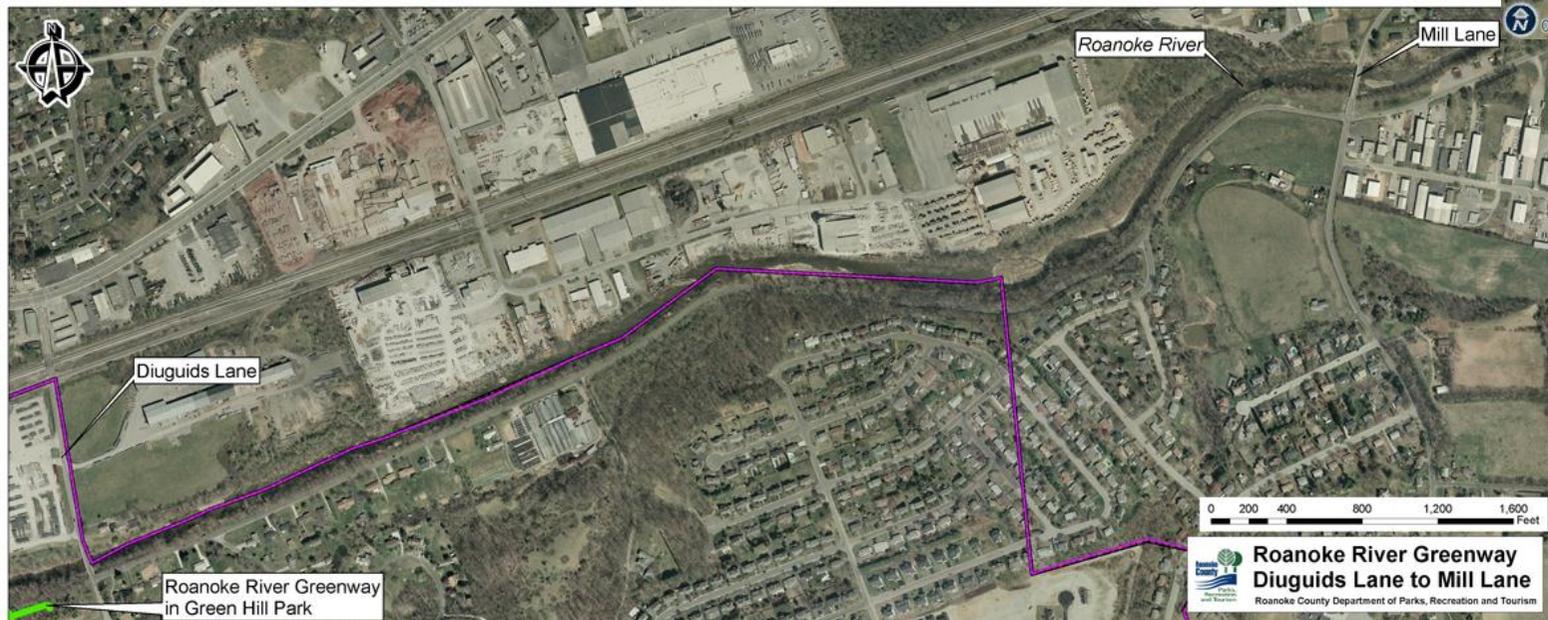
**Mill Lane to Eddy Avenue Built**

**Colorado St. Connector Open**



# Progress in Roanoke County/Salem: Green Hill Park to Mill Lane

- Engineering Contract with AECOM
  - Evaluation of Alternatives
  - Geotech
  - Preliminary reports
- Right of Way – Waldrop property



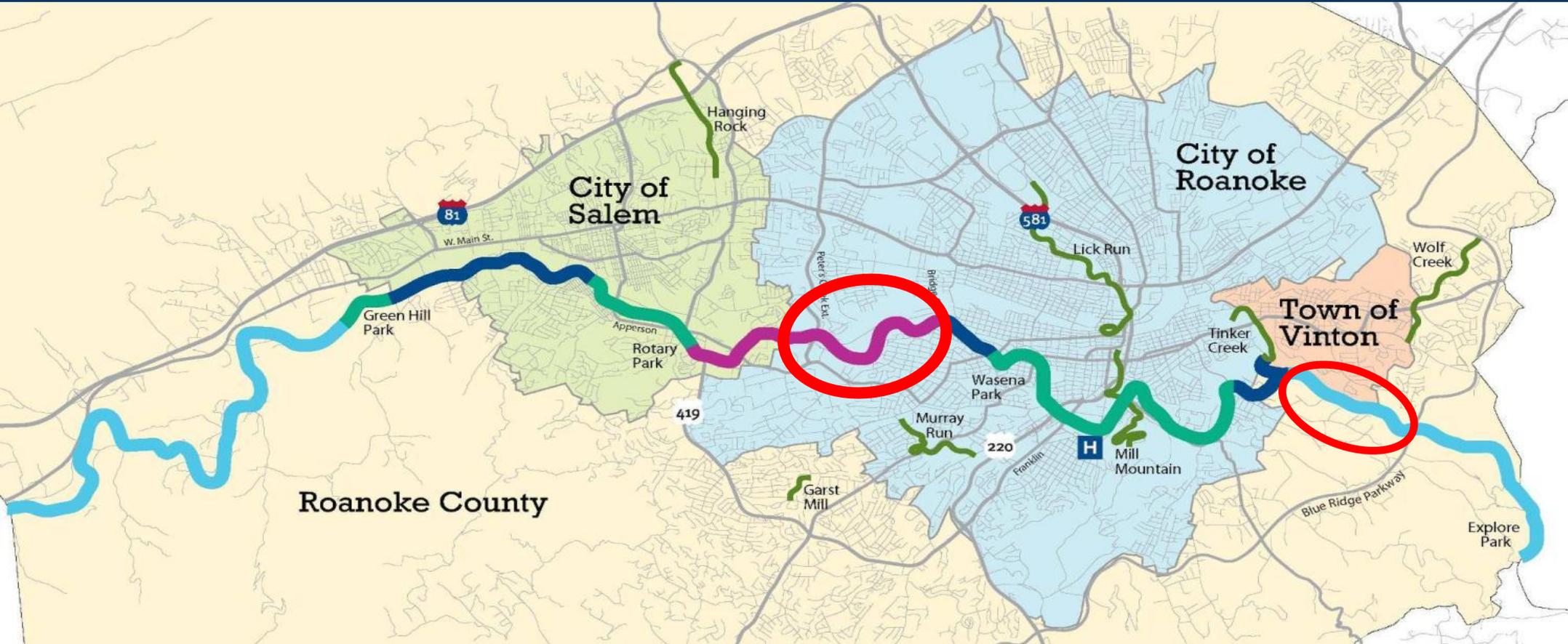
# 2012 Progress in Eastern Roanoke County: WPCP to Blue Ridge Parkway

- Engineering Contract with Anderson: Preliminary geotech, wetlands, survey, costs
- Right of Way: Meetings with all adjacent landowners and agencies
- Terminus/parking alternatives

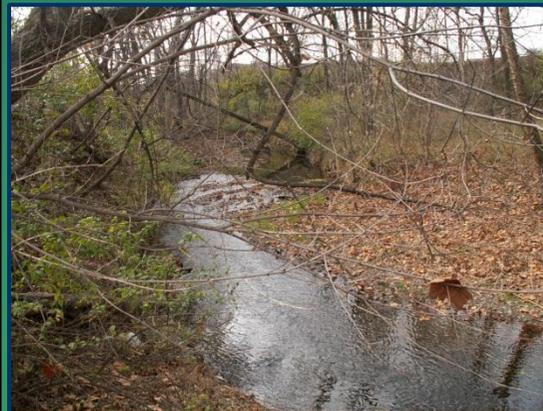


# Roanoke River Greenway Status

Two sections for TA applications



# Bridge the Gap Section in City's TA Application



# Roanoke's Bridge the Gap Section

<b>City of Roanoke (\$ 5,966,700)</b>	<b>Amount</b>
Enhancement and Match	\$ 625,000
Revenue Sharing and Match – Received July 1 2012	\$ 1,800,000
Revenue Sharing Request Fall 2012	\$ 600,000
Revenue Sharing Match	\$ 600,000
Revenue Sharing Request and Match Fall 2013	\$ 1,100,000
<b>Total Projected Funds</b>	<b>\$4, 725,000</b>

<b>City of Roanoke Funding Needed</b>	<b>\$1,241,700</b>
Enhancement Request (80%) <i>Will fully fund the Project!!</i>	\$ 993,360
Match (20%)	\$ 248,340

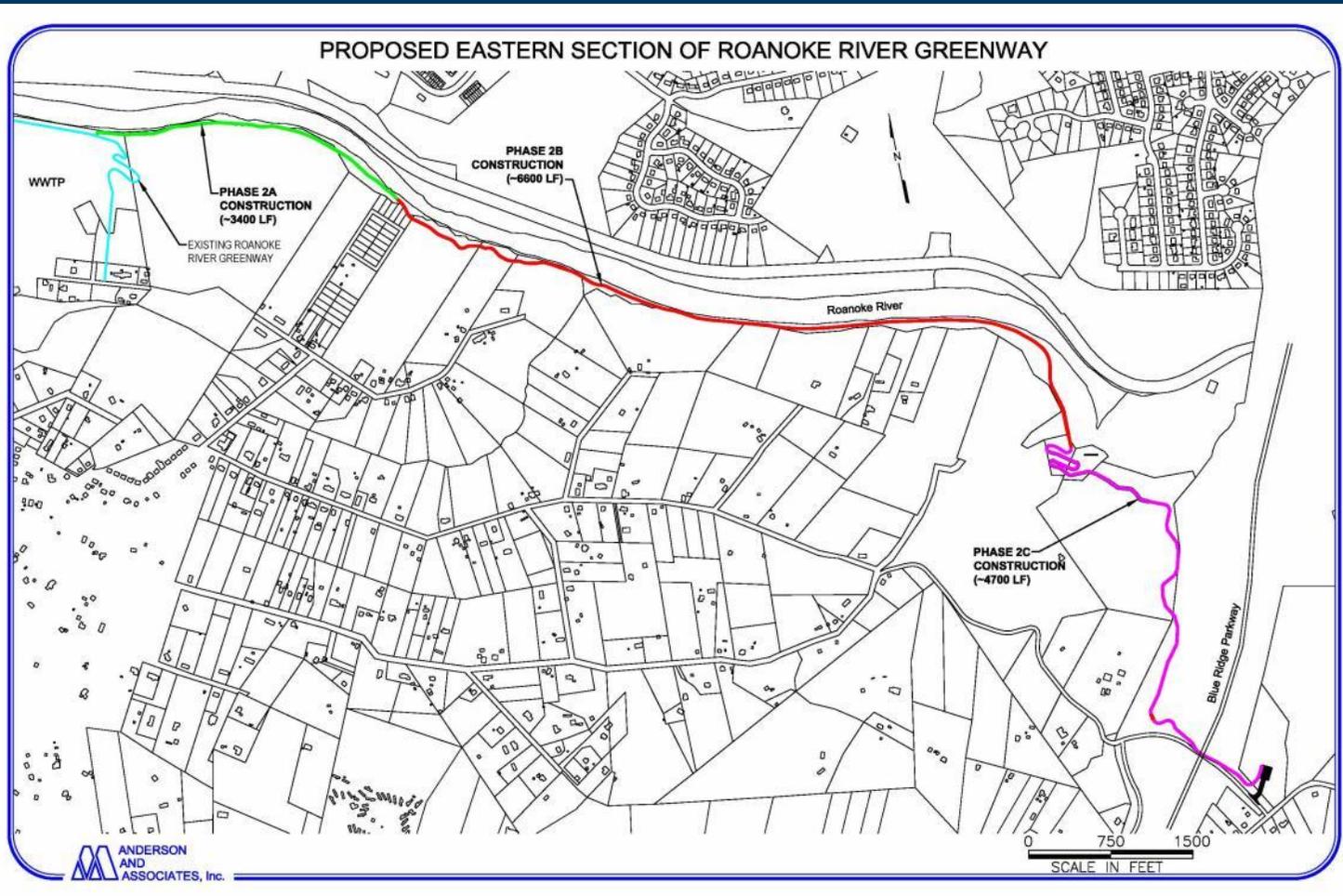


# Roanoke County's Eastern Section

WPCP to BRP: 2.7 miles, \$6,574,079



# Roanoke County's Section



Phase	Amount
I – PE, ROW	\$1,112,717
II A – Green	\$ 689,180
II B – Red	\$3,164,398
II C – Purple	\$1,607,784
<b>Total</b>	<b>\$6,574,079</b>

# FY 2013-2014 TA Funding Request

<b>Project Costs and FY 13-14 Funding Request</b>	
Phase I – Preliminary Engineering, Right-of-Way	\$1,112,717
Phase IIA – Construction from existing trail to Harner Property	\$ 689,180
<b>Project Costs for Phases I and IIA</b>	<b>\$1,801,897</b>
Previous Awards Received – 2009-2013	\$ (573,000)
County Match to Previous Awards	\$ (143,250)
Funding Needed to Complete Phases I and IIA	<b>\$1,085,647</b>
<b>FY 2013-2014 Federal Funding Request (80%)</b>	<b>\$ 868,518</b>
<b>FY 2013-2014 Local Match Required (20%)</b>	<b>\$ 217,129</b>



# Greenway Benefits: We're Seeing Them

- Attracting the creative class as employees
- New businesses
- Small business growth
- Attracting events
- Tourism
- Health savings
- Non-motorized transportation
- Real estate: Value added, investment
- Environmental savings
- Corporate relocations
- Social interaction
- Outdoor image
- Corporate investment
- Quality of life

**“Roanoke’s strongest economical asset is its natural beauty and outdoor recreation opportunities...”**

*“Five Pillars of Economic Development”; Roanoke College, Univ. of Illinois*



# New Businesses



*"It's just about being a part of what's happening. The rehabilitation of that area, the growth of the greenways, the energy that's there [in Wasena]."*

Wes Best | owner of East Coasters Bike Shop

STEPHANIE KLEIN DAVIS | The Roanoke Times

The old transportation museum has been used only for storage since the 1985 flood. East Coasters Bike Shop has plans to buy the old building and spend some \$500,000 on renovation before moving the shop into this location along the greenway.

## East Coasters Bike Shop plans to buy old museum

The old transportation museum will join other old buildings in the effort to revitalize Wasena.

By Amanda Codispoti  
amanda.codispoti@roanoke.com  
981-3235

Building on the momentum of the River House, a 128-unit apartment building and restaurant under construction in a former cold storage building along the Roanoke River and greenway, another Wasena landmark may soon get a new life.

The Roanoke City Council has scheduled a public hearing on the sale for Aug. 20.

Wes Best, a former Wasena resident, said he has had his eye on the building for several years.

Developer Ed Walker's River House project gave Best the push to pursue the property for his business.

"I've seen what that neighborhood could be and what it needs," Best said. "It needs economic development."

According to a report from the city manager to the city council, Best will purchase the 34-year-old building for \$2,000. The city has been using the



County store at Promenade Park, near the intersection of Colonial Avenue and Electric Road, when the new store opens.

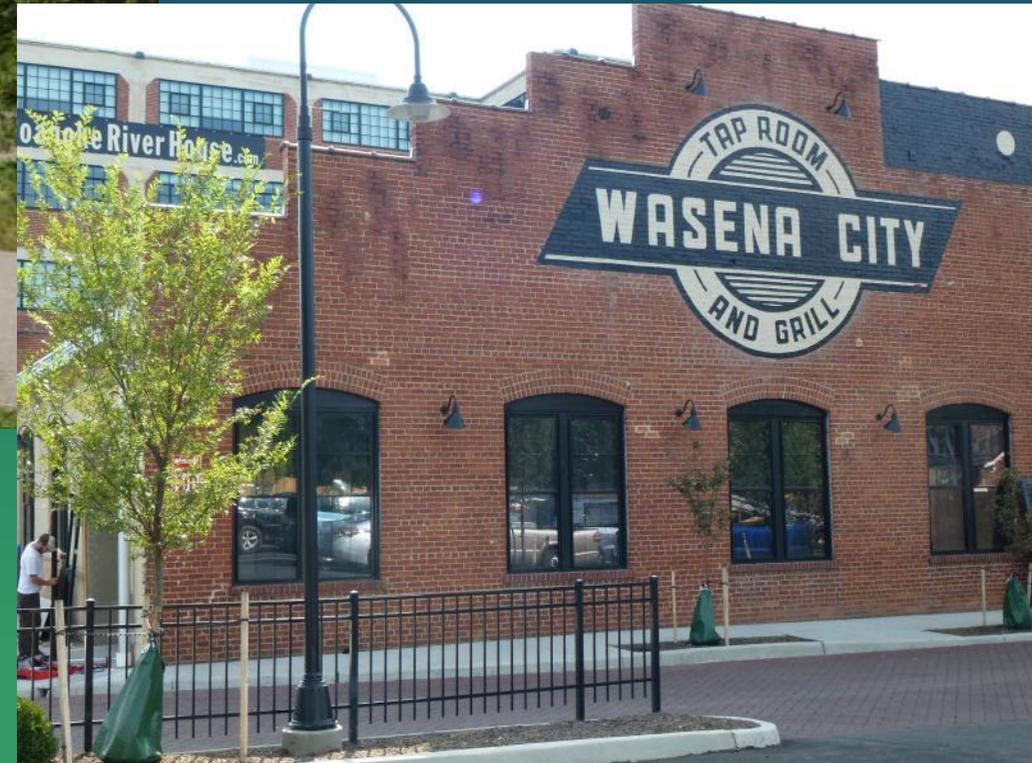
Best said the location was appealing not only because the building is along the greenway and the Roanoke River, but also because of the growth in Wasena.

"For us, as good as a business move as it can be, it's just about being a part of what's happening," Best said. "The rehabilitation of that area, the growth of the greenways, the energy that's there."

Walker's River House project, just a few blocks away,

The Roanoke Times

# New Real Estate Investment: RiverHouse \$15M



Greenway Counter near Rivers Edge

May 2011 13,425

May 2012 24,464

# Real Estate: Residential and Commercial



## Nearness to greenway plus, especially on weekends

opened in a big house near the Post Office in downtown Roanoke. From a medical supplies store about a year after they moved in, he quit time at the shop with his

“My teeth on Parker Days.” It was a family business, looked at it as an enjoyable week. “My wife served lunch here for to employees of the big and other downtown that customers could also homemade ice cream. (I do or shared ice cream. Rick became quite a cream maker. He will sell the “flavorologist” a lot of the flavors, which simple country cream to junk food flavor. “I went weekly morning, a batch of junk food ice cream with big buckets of (I) they go through 20 to of cream per week. He cream into his 12-year Thompson ice cream on waited about 10 min the machine, turned the



Rick Maban mixes a batch of junk food flavor ice cream. The concoction contains M&M's, Oreo chunks, chopped-up Ding Dongs and other snack cakes, plus chocolate-covered potato chips made in-house.

“Rick Maban mixes a batch of junk food flavor ice cream. Because many ingredients are stored in by hand, they take care to be sure every scoop includes some goodies. Sometimes, Rick will even add extra ingredients around the edges of the bucket so there is sure to be enough for a good scoop.”

A kiddie cup sells for \$1.82 at HTS. A single scoop in a cup or a sugar cone is \$2.99 while a double scoop is \$3.99. Plain waffle cones or waffle cones dipped in chocolate with sprinkles or nuts range from 50 cents to \$1.25 extra.

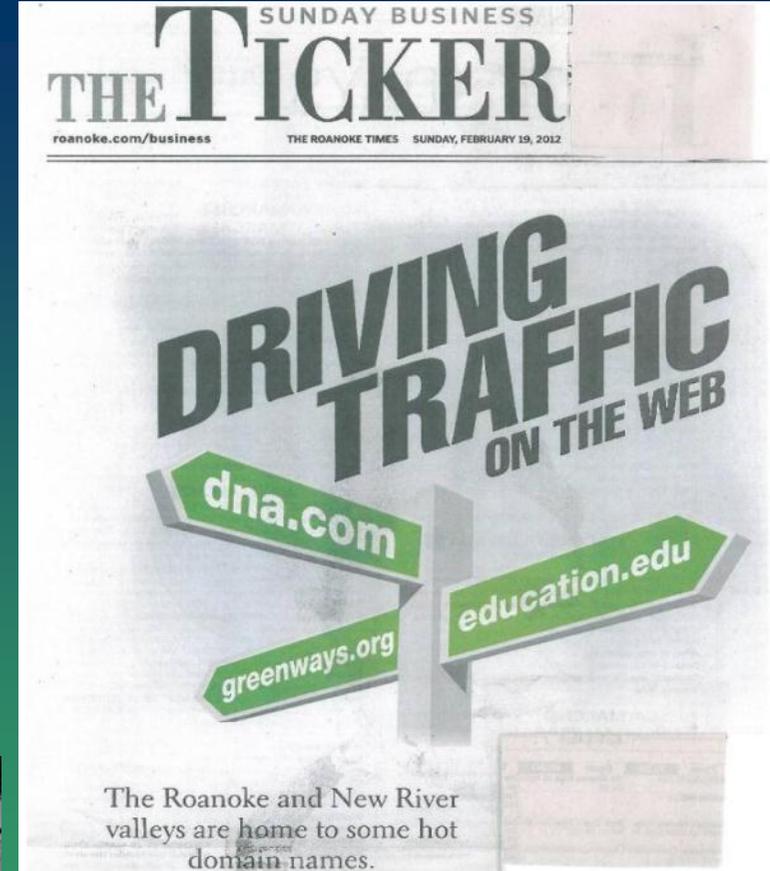
Next door to the main room at HTS is a large room that can be reserved for parties, showers and other events. If customers buy enough ice cream to add up to \$25 or \$30 per hour, there is no extra fee for using the room.

But one of the most popular spaces at HTS these days is the parking garage hanging from the back of the shop. Rick and his wife like to walk and bike to the shop and watch the Roanoke River roll by beneath the shadow of the Mill Mountain Sun. “We really like this location,” Erin said. “It has been a boon, especially on the weekends.”

A big bonus to owning an ice cream shop is that you can

strawberry and mint-chocolate chip ice cream for their wedding reception—parlors buy ready-made chocolate

# Attracting Events and Tourism



# Free Health and Fitness



# Quality of Life and Transportation Choices



# Let's Finish Roanoke River Greenway Our "Alternative Transportation"



*Greenways: Connecting Our Region,  
Our Community, and the Commonwealth*



[greenways.org](http://greenways.org)





# Questions?

