

THE NEW RIVER CITY
RADFORD
VIRGINIA

Comprehensive
Plan
2030



Acknowledgements

**The City of Radford
Comprehensive Plan 2030**

**Adopted:
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Chapter 1- Executive Summary

This Comprehensive Plan Update provides a long-term vision for the future of Radford, and builds upon the City's 2001 Comprehensive Plan to make Radford a "Green" community that is truly the New River City by establishing strong connections to the River. Major themes that run throughout this Plan are:

- Connecting Radford to the New River and truly making Radford the New River City;
- Identifying and implementing "Green Infrastructure" initiatives that will protect the natural character of the City and the overall quality of life;
- Diversifying the tax base and expanding economic development opportunities through residential, commercial and industrial development with significant redevelopment opportunities, all in a sustainable manner;
- Beautifying the entire City and instilling pride throughout the community once again;
- Enhancing the overall quality of life for residents, students, tourists and businesses.



City of Radford logo.
Source: City of Radford.

The Comprehensive Plan has been updated to reflect City Council's Vision for the future, while incorporating recommendations from City Staff, the general public, and more recent studies and plans that have been updated for the City. This Plan is intended to guide public decisions and land development for approximately a 20-year horizon. However, routine monitoring will be required to ensure that the policies, recommendations and implementation strategies are effectively moving the City in the correct direction. The update is in accordance with the Code of Virginia which requires that all plans be reviewed and updated as necessary at five year intervals. Figure 1 illustrates the City of Radford and identifies important landmarks.



Public Forum #2 held on June 19th, 2008.

This Plan contains existing conditions analysis, identifies challenges and opportunities, and then lists planning and development policies which are general, with supplemental goals which are then followed by more specific implementation strategies. These combine to guide future decision making in regards to physical development and future land use that will promote the health, safety and welfare of the City. This Plan is general in nature, yet descriptive enough to provide direction with reasonable flexibility for implementation. This Plan also provides local government officials and the public with effective insight into various planning elements and recommends various approaches to address public needs and manage growth while enhancing the already high quality of life within Radford.



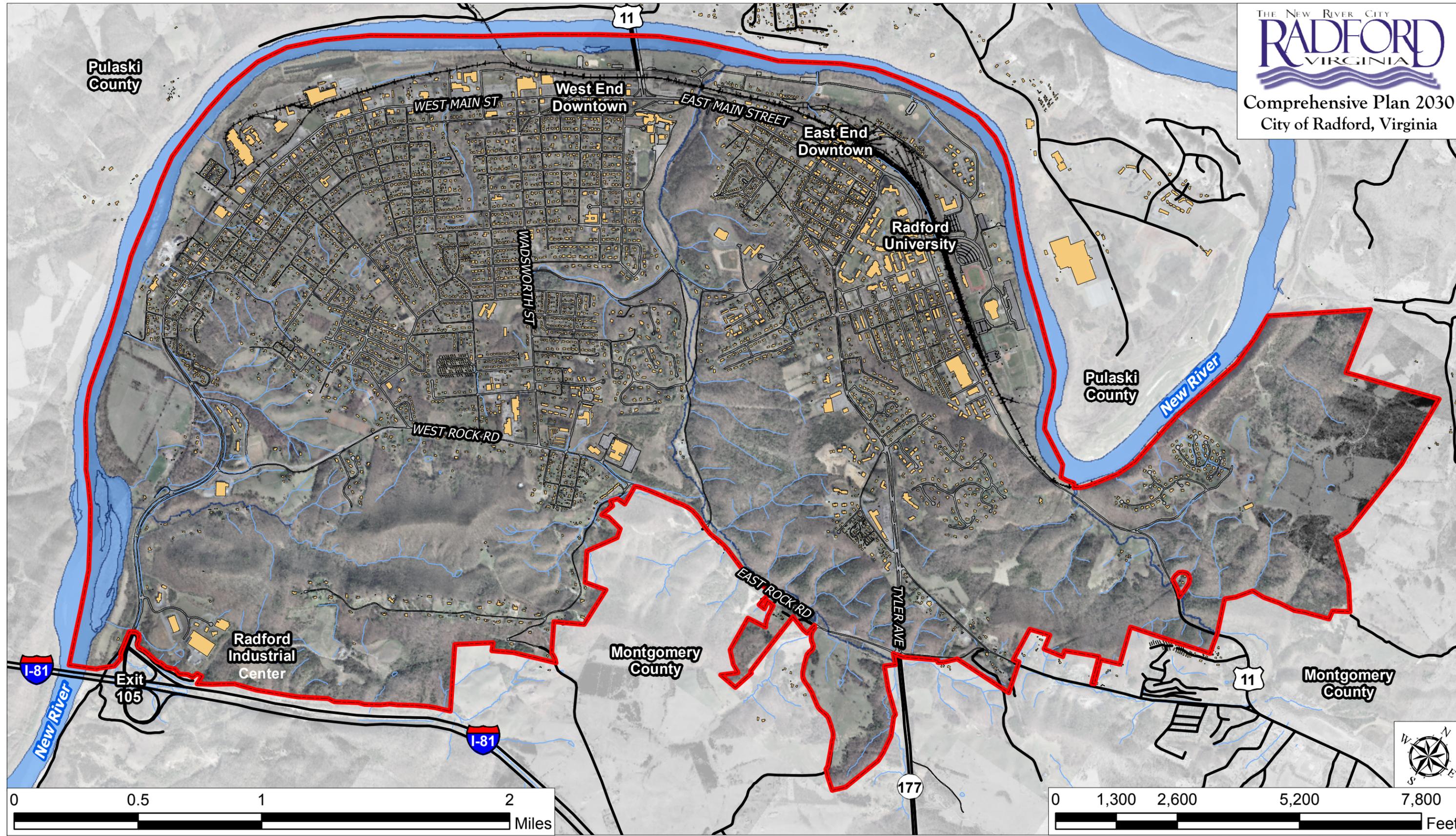
East End Downtown.

The costs associated with the special action projects and other recommendations in this Plan will be significant. That said implementation of this Plan will require partnership efforts among local government, citizens, businesses, community organizations, the New River Valley region, and state and federal agencies. Establishing and building upon these partnerships will allow for the City and Region to reach their goals and to provide a wonderful and exciting place for residents, students, businesses, and tourists.



The New River from the Memorial Bridge.

The planning and development policies, implementation strategies, and future land use plan establish a framework for managing growth while sustaining the historic character and sense of place that is unique to Radford. Additionally, the planning concepts and ideas that came out of the two day design workshop have generated excitement within the community and opened new possibilities for challenging areas such as the student housing areas surrounding Radford University and the commercial and industrial West Main Street corridor.



- Legend
- City Limits
 - Roads
 - New River
 - Buildings
 - Railroads
 - Hydrology

Figure 1-
 City of Radford

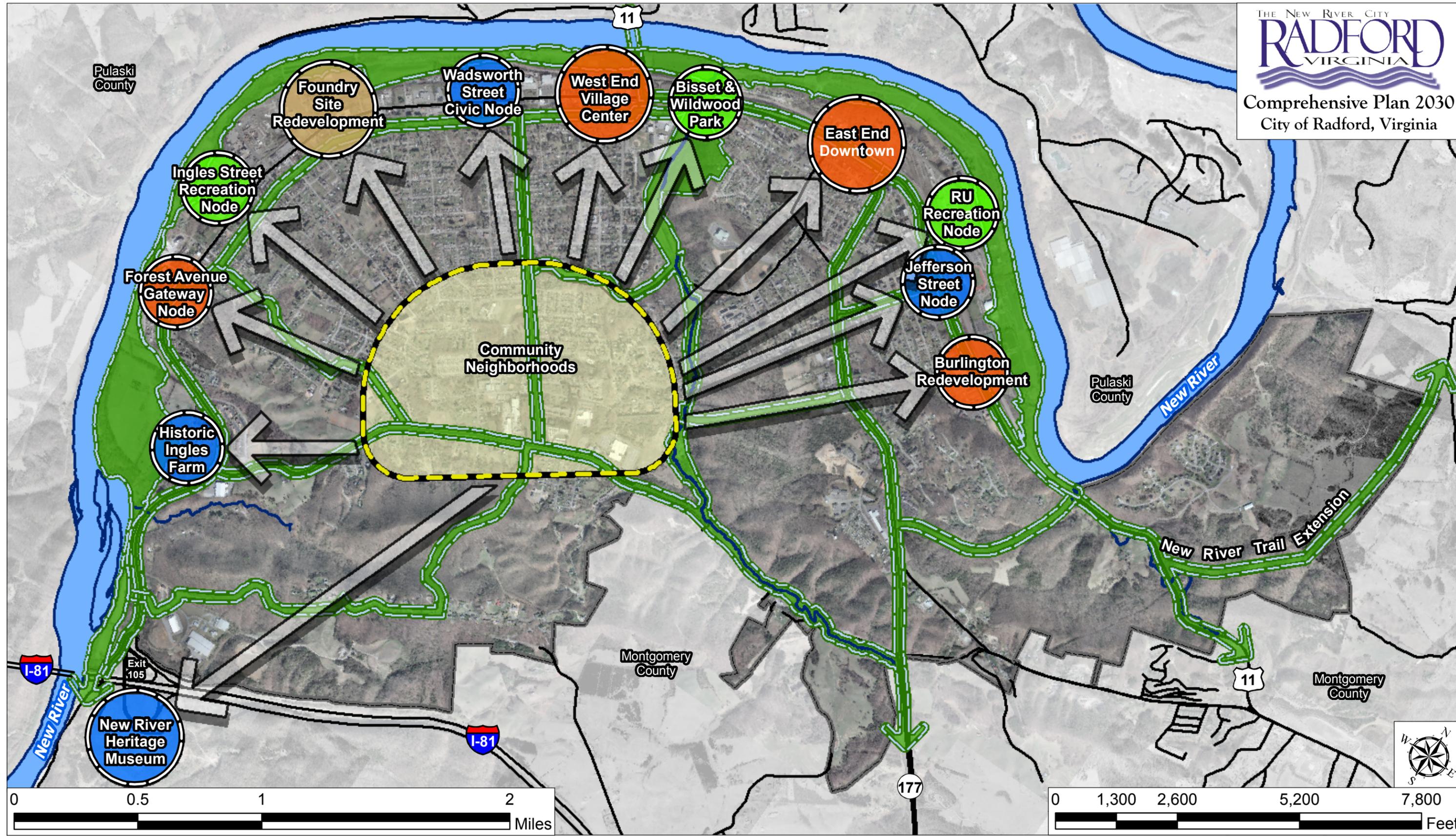
As part of the initial planning process and the design workshop, a planning concept was developed that accomplishes and summarizes, in a conceptual form, many goals of this Plan. This planning concept has been identified as the Emerald Necklace Plan: Connecting Radford to the New River. The Emerald Necklace Plan is illustrated in Figure 2, and utilizes the natural lay of the land and the built environment to represent how the City will re-establish connections to the New River and properly utilize this nationally significant amenity for the betterment of the entire community.



Public Forum #2 held on June 19th, 2008.

The Emerald Necklace Plan uses the crescent form of the New River that surrounds the City on three sides and the existing transportation network along with the recommendations of this Plan. The Emerald Necklace Plan is a conceptual diagram that represents how the City can connect to the New River by establishing activity nodes along the entire length of Main Street with connections to the river. The transportation network radiates out from the heart of the community (the community neighborhoods) and provides vital connections to these activity nodes and ultimately the New River. The activity nodes represent the areas for revitalization and other enhancements, redevelopment areas and recreational nodes. These activity nodes are the emeralds and this Plan establishes what the intents are for each activity node.

Essentially the nodes will diversify the entire length of Main Street and the City by creating a variety of experiences that are attractive and inviting, at varying scales, while linking the community neighborhoods to these important activity areas and the New River. The activity nodes establish the East End and West End Downtowns as the major commercial and entertainment centers within the City, with cultural, business, and recreation activities interspersed along the entire length of Main Street and the New River. The variety and quality of the activity centers will establish Radford as a destination and an attractive City for residents, students, visitors and businesses.



- Legend
- Business Node
 - Cultural Node
 - Pathways & Riparian Corridors
 - Commercial Node
 - Recreation Node
 - Community Neighborhoods

Figure 2-
The Emerald Necklace-
Connecting Radford to the New River



Chapter 2- Council Vision and Comprehensive Plan Vision

City Council Vision 2007-2020

In November of 2006, the Radford City Council unveiled its Vision for the future. This was a bold initiative that City Council undertook to proactively plan for the future. The Council Vision not only describes the community Radford intends to be by 2020, but it spells out what City Council will do between now and then to build upon Radford's strengths. The Council Vision was the result of a three-month collaborative effort between the Weldon Cooper Center for Public Service at the University of Virginia and the City. Following this vision-building effort, City Council affirmed that Radford will be a progressive community that:



City Council
Source: City of Radford

- Has respect for the past and embraces the future;
- Is the benchmark for the type of community that others aspire to be;
- Avoids compromising its principles of quality to accommodate short term interests;
- Has the courage to develop a plan and follow through, despite the risks and hard choices.

The Council Vision suggests how Radford will make improvements in the following eight categories, which are of the greatest priority to the community:

- Natural Beauty;
- Sports and Outdoor Recreation;
- Effective Government;
- Commercial Center;
- Home of Radford University;
- Diversity;
- Educational Opportunities;
- Heritage.

The Council Vision presents a collective picture of Radford's future and serves as a road map to follow when making planning and budgeting decisions for the City. This Comprehensive Plan Update is an additional planning tool that must build upon the Vision. This Plan does this by

identifying challenges and opportunities and developing planning and development policies that meet the Council Vision. Additionally, this Plan identifies implementation strategies that effectively allow the City to accomplish the Vision. Special action projects have been identified for several areas in Radford, and these projects will help the City become the benchmark community that other communities aspire to be.

Comprehensive Plan Vision 2030

As part of this Comprehensive Plan, the following Vision was developed to complement the City Council Vision and to help guide decision making into the future.

“By 2030, Radford will be a “Green” and healthy community that is charming and active with diverse recreational opportunities for everyone. Radford will continue to be a commercial center within the New River Valley and embrace an economic development strategy that supports sustaining the community for the long-term. The City will provide leadership in sustainable development through the implementation of concepts such as “Green Infrastructure”, energy efficiency and green building techniques, “livable community design”, cultural and natural resource based tourism, and other progressive ideas. The arts,



View of mountains from the Radford Recreation Center.

culture, and historic significance of the City provides an exceptional foundation for a high quality of life that offers a wide diversity of economic, social and recreational opportunities. Radford’s downtown districts will reflect the hospitality and energy of the community and provide a business-friendly atmosphere. The diverse neighborhoods that make up Radford will provide residents with a range of attractive and affordable housing choices that meet the needs of current and future residents. Overall, Radford will be a community where residents want to stay, visitors want to return and businesses want to be located.”

Chapter 3- Regional Context and Influences

Regional Perspective

The City of Radford is centrally located in the New River Valley of Southwest Virginia, which is located in the Blue Ridge Mountains. The New River Valley is comprised of the counties of Floyd, Giles, Montgomery, and Pulaski, along with the City of Radford. The New River Valley is a dynamic region that is located along Interstate 81 (I-81) and is easily accessible to East Coast and Mid-West metropolitan areas. This location, combined with the scenic quality of the landscape, recreational opportunities, historical and cultural attractions, quality educational opportunities for all ages, and overall quality of life are attracting people and businesses to the region. Figure 3 illustrates the New River Valley region and the location of the City of Radford.



New River Valley at sunset.

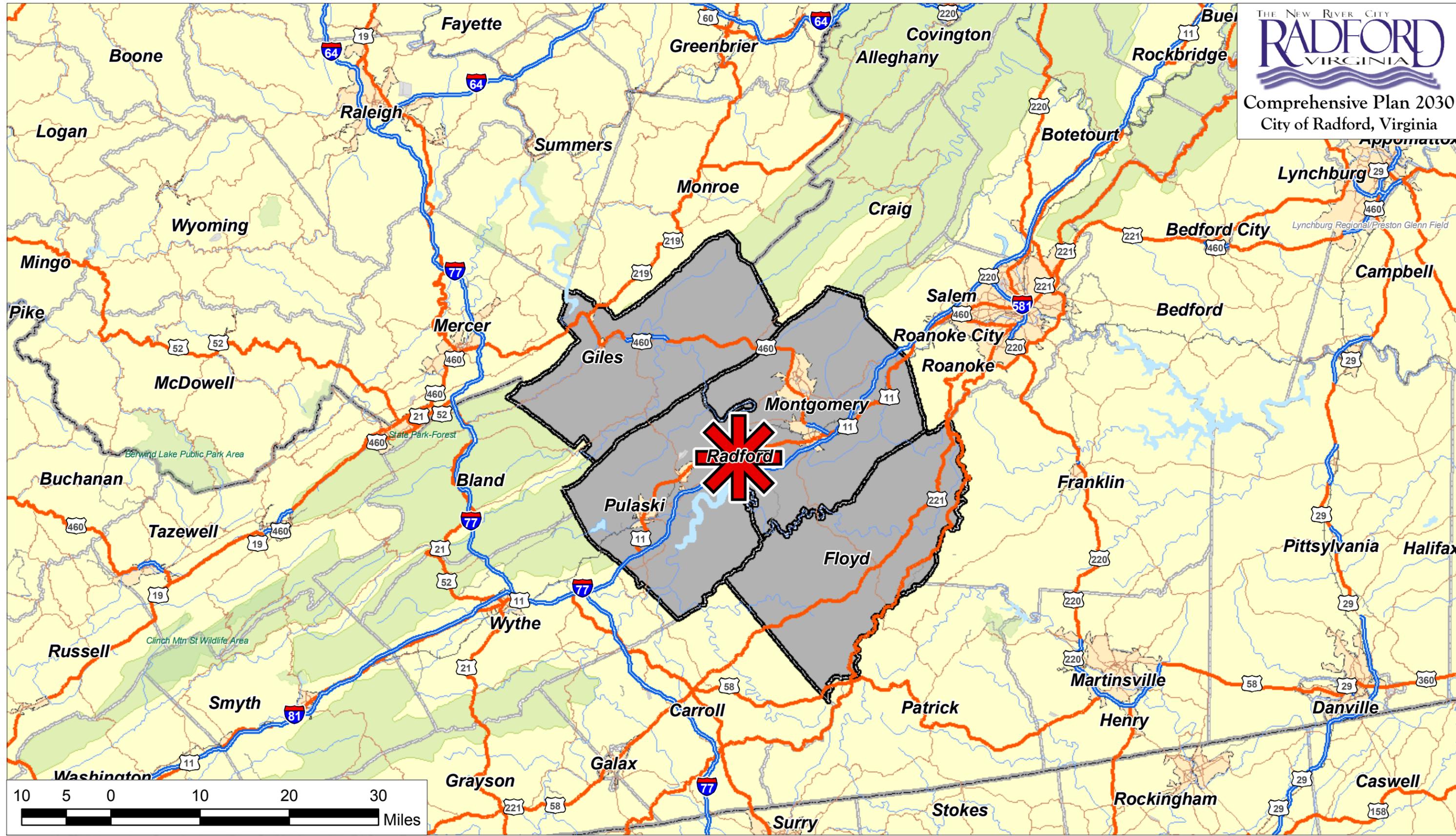
Source: Google Images

The region is committed to educational excellence and the educational institutions are the largest employers in the Valley¹. The City of Radford itself has an excellent public school system and is home to Radford University. Radford University serves a student population of approximately 9,200 students, and provides strong programs in business, geography, nursing, communications, and education. The New River Valley is also home to Virginia's largest university, Virginia Tech, which is regarded as one of the best engineering schools in the country. Virginia Tech also has one of the nation's leading research centers², the Virginia Tech Corporate Research Center.

Additionally, the New River Community College provides training to the region's labor force. All of these higher educational facilities have strong connections to the local school districts, as well as local business and industry.

¹ Virginia's New River Valley Regional Data Book: June 2006

² <http://www.nrvalliance.org/>



- Legend
- State Boundary
 - Interstate Highway
 - Lake
 - New River Valley
 - Montgomery
 - Highway
 - Stream
 - Floyd
 - Pulaski
 - National Forests
 - Giles
 - Radford

Figure 3-
 Regional
 Location Map

Within the New River Valley there are numerous facilities that offer services to help businesses grow. These include the New River Valley Economic Development Alliance, the Corporate Research Center, the New River Valley Competitiveness Center, the Jacksonville Center, and the Radford University Business Assistance Center. The Corporate Research Center provides opportunity for innovative high-tech companies, while the New River Valley Competitiveness Center is an industrial development incubator with 27 tenants in the Pulaski Business Technology Park. The Jacksonville Center is a craft incubator in Floyd County and the Radford University Business Assistance Center promotes and supports new businesses.

Tourism is also expanding in the New River Valley and provides numerous jobs to locals. The Valley is named after the nation's oldest river, the New River, which flows through the region and along three sides of the City. The river was designated as an American Heritage River in 1998, and the scenic lands that surround the river provide a beautiful setting with spectacular viewsheds. Additionally, the New River Blueway Initiative designates the New River as a national blueway by National Geographic (for more information please see Natural Resources in Chapter 6). Numerous recreational opportunities exist in the Valley and offer residents and visitors a diverse set of experiences that range from spending a relaxing day on the New River to hiking and camping in the mountains.

The New River Trail State Park is a 57-mile long park that meanders through Grayson, Carroll, Wythe and Pulaski Counties. The Appalachian Trail also travels through the region and is easily accessible from many locations throughout the Valley. The Blue Ridge Parkway provides plenty of scenic views, hiking, picnicking, camping, swimming, fishing, and other outdoor recreational opportunities within the region. The TransAmerica Trail is a 4,247.5 mile long bicycling trail and also passes through the region paralleling the I-81 corridor. This trail traverses the United States from Astoria, Oregon to Yorktown, Virginia. In addition to these nationally recognized amenities, the Claytor Lake State Park is located in Pulaski County and is a



The Glencoe Museum.



The Riverway along the New River near the Dedmon Center.

21-mile long lake that offers a wide variety of recreational opportunities. The Huckleberry Trail is located in the Towns of Blacksburg and Christiansburg, and provides 5.7 miles of paved trail, which complements Radford’s Riverway Trail along the New River. The Pete Dye Golf Course is located across the New River from Radford in Fairlawn, and the Motor Mile Speedway is also located in Fairlawn.



View along the Crooked Road, near the Blue Ridge Parkway.

Historical and cultural resources are also abundant in the region. These include the Smithfield Plantation, the Olde Newberne, Snowville, Downtown Pulaski Historic District, Radford Historic District, and the Mary Draper Ingles historic farmstead, and the Wilderness Road. The Wilderness Road ride is also a major attraction in Radford and the Blue Ridge Mountains and it is also connected to the Mountains of Misery ride.

In addition to recreation, history and culture, the New River Valley is abundant in the arts that include theaters, musical productions, art shows, and farmer’s markets, etc. Both Radford University and Virginia Tech offer a variety of theater, music and arts venues and activities throughout the year. Additionally, The Crooked Road, Virginia’s Heritage Music Trail, passes through the New River Valley. The Crooked Road began in 2003 as a means to generate tourism and economic development in Southwestern Virginia by focusing on the unique musical heritage of the region³. The Fine Arts Center for the New River Valley is located in Pulaski County and offers programming that includes performing and visual arts, exhibits, lectures and art education classes⁴. There are numerous Farmer’s Markets located throughout the region including the Radford Farmer’s Market.



Radford’s Farmers Market.

³ <http://www.thecrookedroad.org/>

⁴ <http://www.facnr.v.org/>

Regional Demographics

According to the 2000 US Census the New River Valley had 165,146 residents, of which approximately 9.6 percent (15,859 residents) live within the City of Radford. Floyd County had fewer residents than Radford, while Giles County had a slightly larger population. Montgomery County includes the Towns of Blacksburg and Christiansburg and represented the largest population for a jurisdiction within the New River Valley at 83,629. Pulaski County had 35,127 residents. Table 1 lists the regional populations from 1980 through 2006.

The 2006 US Census population estimates indicate a 1.67 percent increase in population within the New River Valley. The City of Radford population increased by 1.65 percent during this time period, while Floyd County increased 6.6 percent, Giles County increased 4.48 percent, Montgomery County increased 1.09 percent, and Pulaski County decreased by 0.2 percent.

Table 1- Regional Population 1980- 2006					
Jurisdiction	1980	1990	2000	2006*	2000-2006 Percent Change
Floyd County	11,563	11,965	13,874	14,789	6.60%
Giles County	17,810	16,366	16,657	17,403	4.48%
Montgomery County	63,516	73,913	83,629	84,541	1.09%
<i>Blacksburg</i>	30,638	34,590	39,573	39,284	-0.73%
<i>Christiansburg</i>	10,345	15,004	16,947	17,853	5.35%
Pulaski County	35,229	34,496	35,127	35,055	-0.20%
<i>Pulaski</i>	10,106	9,985	9,473	9,062	-4.34%
City of Radford	13,225	15,940	15,859	16,120	1.65%
New River Valley	141,343	152,680	165,146	167,908	1.67%
Virginia	5,346,818	6,187,358	7,072,515	7,642,884	8.06%
<i>Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006</i>					
<i>* Source: US Census Bureau 2006 Population Estimates</i>					

<i>Jurisdiction</i>	2000	2006*	2010**	2020**	2030**
Floyd County	13,874	14,789	15,800	17,200	18,500
Giles County	16,657	17,403	16,800	17,100	17,400
Montgomery County	83,629	84,541	90,800	97,900	105,000
Pulaski County	35,127	35,055	34,200	34,000	34,000
City of Radford	15,859	16,120	16,435	16,890	17,708
New River Valley	165,146	167,908	173,300	181,900	190,600
Virginia	7,072,515	7,642,884	7,892,900	8,601,900	9,275,101
<i>Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006</i>					
<i>* Source: US Census Bureau 2006 Population Estimates</i>					
<i>** Source: Virginia Employment Commission Estimates</i>					

The Virginia Employment Commission has calculated population projections for the New River Valley out to the year 2030. These projections are listed in Table 3. The population of the New River Valley is expected to increase by 13.5 percent between 2006 and 2030, while the population of Radford is expected to increase by 9.8 percent. Floyd County and Montgomery County are both expected to increase the most with population increases of nearly 25 percent. Populations of Giles County and Pulaski County are expected to decrease over this time period. The population projections indicate that Radford will experience a moderate population increase over the next several decades. It will be important to get an accurate population count for the City during the 2010 US Census.

<i>Jurisdiction</i>	2006 Census Population	Land Area (Square Miles)	Persons per Square Mile
Floyd County	14,789	381	38.8
Giles County	17,403	357	48.7
Montgomery County	84,541	388	217.9
<i>Blacksburg</i>	<i>39,284</i>	<i>19</i>	<i>2,024.9</i>
<i>Christiansburg</i>	<i>17,853</i>	<i>14</i>	<i>1,284.4</i>
Pulaski County	35,055	321	109.2
City of Radford	16,120	10	1,596.0
New River Valley	167,908	1,457	115.2
Virginia	7,078,515	39,594	178.8
<i>Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006</i>			

An additional way to analyze population and its distribution within a jurisdiction is to look at population density. As seen in Table 3, the population density for the City of Radford is approximately 1,596 persons per square mile. Only the Town of Blacksburg has a higher population density within the New River Valley. Both Radford and Blacksburg have significant universities within them and these student populations may skew the population densities somewhat. Given the current distribution of residential neighborhoods, recreational areas, and educational facilities, the City of Radford is a community that is densely populated and walkable.

Income is an important economic indicator for any region. Table 4 shows the median family income for the New River Valley and its jurisdictions. Within the New River Valley, the City of Radford and Pulaski County showed the highest increases in median family income between 1990 and 2000. Floyd County showed the lowest increase in median family income.

From 1980 to 2000 the median income within the City of Radford has increased by nearly 148 percent and remains higher than most of the other jurisdictions within the New River Valley. Only Blacksburg had a higher median family income in 2000. While the Radford median family income is higher than most of the other jurisdictions within the New River Valley, it is less than the national and state averages. The national median family income in 2000 was \$50,146⁵ while the Commonwealth of Virginia had a median family income of \$54,169⁶.

Table 4- Median Family Income 2000				
<i>Jurisdiction</i>	<i>1980</i>	<i>1990</i>	<i>2000</i>	<i>1990-2000 Percent Change</i>
Floyd County	\$14,585	\$27,439	\$38,128	38.96%
Giles County	\$15,274	\$29,416	\$42,089	43.08%
Montgomery County	\$17,084	\$32,128	\$47,239	47.03%
Pulaski County	\$16,247	\$28,057	\$42,251	50.59%
City of Radford	\$18,680	\$31,318	\$46,332	47.94%
New River Valley	\$16,444	\$30,163	NA	NA
Virginia	\$20,018	\$38,213	\$54,169	41.76%
<i>Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006</i>				

Poverty status is calculated for all persons except those who are less than 15 years old, living in college dormitories, in the military, or institutionalized. Table 5 on the next page, displays the number of families living below the poverty level for jurisdictions within the New River Valley. In

⁵ US Census Bureau 2000 Fact Sheet- <http://factfinder.census.gov/servlet/SAFFFacts>

⁶ US Census Bureau 2000.

2000, the City of Radford had 181 families below the poverty level, which is approximately 6.9 percent of the families that make up the Radford population. This percentage is lower than most other jurisdictions within the New River Valley and is just below the average for the Commonwealth of Virginia.

<i>Jurisdiction</i>	<i>1980</i>	<i>1980 Percent of Families</i>	<i>1990</i>	<i>1990 Percent of Families</i>	<i>2000</i>	<i>2000 Percent of Families</i>
Floyd County	419	12.50%	463	13.20%	357	8.50%
Giles County	512	10.10%	466	9.50%	323	6.60%
Montgomery County	1,157	8.70%	1,589	10.00%	1,535	8.80%
Pulaski County	850	8.50%	1,016	10.30%	1,070	10.60%
City of Radford	177	7.10%	255	9.90%	181	6.90%
New River Valley	3,115	NA	3,789	10.30%	3,466	NA
Virginia	128,974	9.20%	126,897	7.70%	129,890	7.00%

Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006

Table 6 shows a comparison of the work force data between 2000 to 2005 for the New River Valley and its jurisdictions. As seen in the data, the regions work force has remained relatively stable over this five year period. However, the unemployment rate in the City of Radford has increased the most over this time frame within the New River Valley. Despite this, the 2005 unemployment rate for Radford is substantially lower than the national 2005 unemployment rate, which was 5.08 percent.

<i>Jurisdiction</i>	<i>Civilian Workforce</i>		<i>Employed</i>		<i>Unemployed</i>		<i>Unemployment Rate</i>	
	<i>2000</i>	<i>2005</i>	<i>2000</i>	<i>2005</i>	<i>2000</i>	<i>2005</i>	<i>2000</i>	<i>2005</i>
Floyd County	6,721	7,289	6,501	7,055	220	234	3.27%	3.21%
Giles County	7,593	8,409	7,306	8,040	287	369	3.78%	4.39%
Montgomery County	39,754	44,366	38,993	43,215	761	1,151	1.91%	2.59%
Pulaski County	16,859	18,378	16,244	17,558	615	820	3.65%	4.46%
City of Radford	7,264	7,543	7,072	7,271	192	272	2.64%	3.61%
New River Valley	78,191	85,985	76,116	83,139	2,075	2,846	2.65%	3.31%
Virginia	3,585,874	3,932,400	3,519,481	3,812,466	66,393	119,934	1.85%	3.05%

Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006

Within the New River Valley, the educational, health, and social services employment sector employs the most people, and totals approximately 30 percent of the jobs within the region. The second highest employment sector is manufacturing, which comprises approximately 20 percent of the jobs, while the retail trade sector is third and totals nearly 11 percent. The arts, entertainment, and recreational sector represents 8 percent, followed by the professional, scientific, and administrative sector which represents 6 percent, followed by the construction sector which totals 5 percent. Almost all of the jurisdictions within the New River Valley follow this regional trend. Table 7 shows the New River Valley employment by industry for the year 2000.

Table 7- Employment by Industry 2000							
Industry	Floyd County	Giles County	Montgomery County	Pulaski County	City of Radford	New River Valley	Virginia
Ag, Forestry, Fishing and Hunting, Mining	314	117	361	252	17	1,061	43,425
Construction	611	640	1,880	875	260	4,266	250,155
Manufacturing	1,580	2,043	5,526	5,523	1,111	15,783	387,104
Wholesale Trade	288	85	602	334	52	1,361	93,477
Retail Trade	753	863	4,409	1,879	739	8,643	389,437
Transportation, Warehousing, Utilities	341	288	1,048	847	138	2,662	158,477
Information	113	67	755	250	101	1,286	130,592
Public Safety	230	217	1,446	485	328	2,706	226,222
Professional, Scientific, Administration	316	394	2,968	748	343	4,769	395,681
Educational, Health, Social Services	1,249	1,742	13,852	3,192	2,498	22,533	626,156
Arts, Entertainment, Recreation, etc.	285	332	4,084	827	1,020	6,548	245,967
Other Services (except Public Admin.)	339	258	1,398	569	265	2,829	183,695
Public Administration	193	321	1,040	644	297	2,495	282,259
Total	6,612	7,367	39,369	16,425	7,169	76,942	3,412,647

Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006

Tourism is an extremely important part of the economy for all regions within the Commonwealth of Virginia. In 2004, tourists spent approximately \$15 billion, of which the New River Valley received \$161 million or just over one percent. Tourism generated 202,963 jobs for the Commonwealth and 2,239 for the New River Valley, and also generated \$640 million in state taxes and \$443 million in local taxes. Of these, the New River Valley received just over \$8 million in state taxes and \$4 million in local taxes. Table 8 lists the tourism sales within the New River Valley.

The New River Valley has made significant progress in bolstering its tourism market over the years with numerous cultural, historic and recreational opportunities. Additionally, the convenient highway system has helped make the New River Valley an easily accessible and desirable destination for visitors.

Within the New River Valley, the City of Radford has received the lowest amount of tourism dollars within the region. Radford is losing a considerable market share and needs to capitalize on the tourism market in order to generate new jobs and taxes.

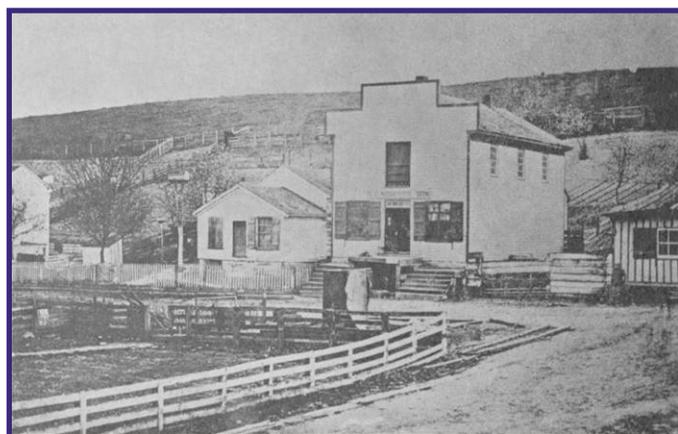
Table 8- Tourism in the New River Valley 2004					
Jurisdiction	Visitor Expenditures	Payroll Generated	Employment Generated	State Tax Receipts	Local Receipts
Floyd County	\$14,431,284	\$3,252,416	206	\$702,133	\$455,101
Giles County	\$18,094,096	\$3,648,407	225	\$969,099	\$598,076
Montgomery County	\$85,044,559	\$18,383,338	1,154	\$4,157,112	\$1,631,625
Pulaski County	\$33,488,496	\$8,097,588	521	\$1,616,748	\$1,056,084
City of Radford	\$10,883,364	\$2,218,354	133	\$563,989	\$329,440
New River Valley	\$161,941,799	\$35,600,103	2,239	\$8,009,081	\$4,070,326
Virginia	\$15,041,454,169	\$4,001,282,869	202,963	\$640,706,057	\$443,022,540

Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006

Chapter 4- History

The history of the New River Valley dates back millions of years, as the Appalachian Mountains and the New River formed the natural landscape for the region and beyond. The New River is considered to be one of the oldest rivers in the world, while some geologists consider it to be the second oldest only to the Nile River. The exact age of any river is extremely hard to predict, but the first settlements along the New River are much easier to date.

The first settlement within the current boundaries of Radford dates back thousands of years to a prehistoric Native American village, found within present day Bisset Park. The exact dates for when the Native Americans lived in this settlement have not been calculated, but it is estimated to have been between 8,000 to 10,000 years ago⁷. It is possible that several Native American settlements may have flourished in the region during this time. However, there is evidence that Native Americans occupied the land up until 1635⁸. However, when the first English settlers came to the New River Valley in the 18th Century, no permanent Native American settlements were established along the New River.



*East Radford in the 1870s.
Source: Radford Then and Now*

The first permanent settlements within Radford occurred along the current alignment of Rock Road. During this early history, the Wilderness Road utilized the Rock Road alignment and connected westward from the New River Valley through southwest Virginia and the Cumberland Gap. The Wilderness Road was the first migratory route that connected Virginia to the west through the Cumberland Gap. In 1762, William Ingles and Mary Draper Ingles established Ingles's Ferry, on the grounds of the present day Ingle's Farm. Ingles's Ferry crossed the New River and became a commercial center with a tavern, blacksmith's shop and a general store.

Approximately 90 to 100 years later, railroads began to change the orientation for what is now the City of Radford. During this time the area was known as Central, for its central location between Lynchburg and Bristol. In 1872, the New River Railroad, Mining and Manufacturing Company began to build a railroad through the region that connected to the Pocahontas coal fields in West

⁷ Radford Then and Now

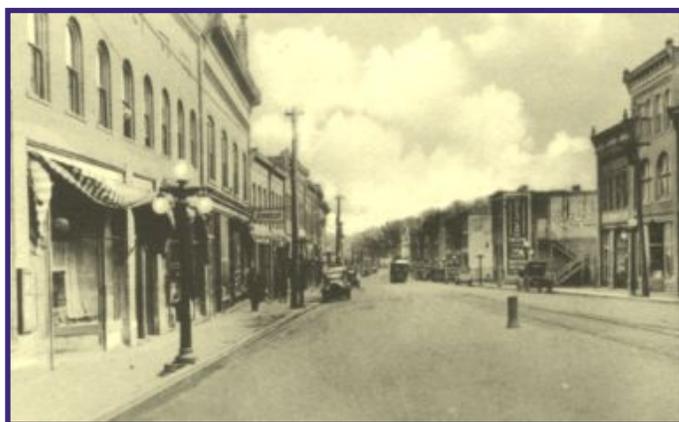
⁸ Buchanan, William T. The Archeological Society of Virginia. Richmond, VA; 1984

Virginia. It took 10 years for this railroad to be completed, which then caused a boom in the area. Land development companies formed and subdivisions were planned for what is now Radford.

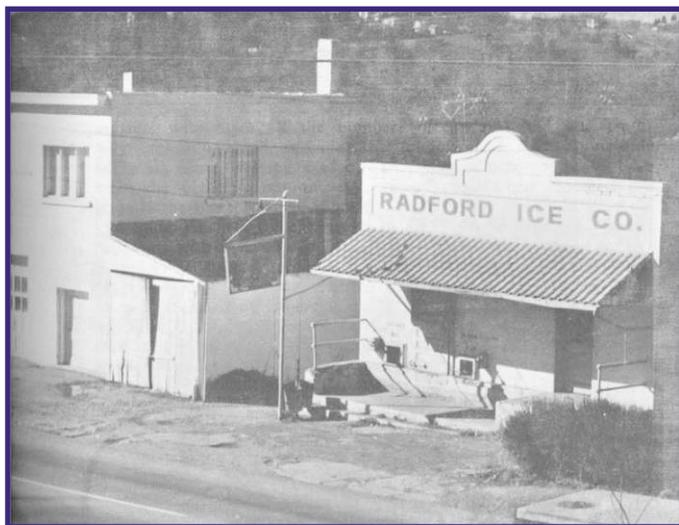
The Radford Land and Improvement Company subdivided and developed most of the land that is now considered the West End of Radford. Meanwhile, several other development companies formed. During this time, industry was promoted and an iron foundry, brick works, lumber companies, a knitting mill and a stone quarry were established, with the Virginia Iron, Coal and Coke Company being the major employer⁹. In 1885 Central was incorporated and in 1887 it officially changed its name to Radford. The population boomed from 300 in 1880 to 3,000 in 1890¹⁰. Radford officially became the City of Radford in 1892 with a population of 5,000.

Around the time when Radford was officially established, the Lovely Mount Post Office was moved to Radford but retained the Lovely Mount name. This post office changed names to Radford in 1891, and in 1892 an additional post office was built in Radford, west of Connelly's Run. This new post office was also called Radford and due to this name designation, the original post office had to change names again, this time to East Radford. Also during this time period, two railroad stations were constructed in Radford; one on either side of Connelly's Run. These railroad stations were named Radford (East Side) and West Radford. This began the designations of an East and West Radford and the community has been dealing with this divide since this time.

The City's population declined in the 1890s, but the beginning of the 20th Century brought new industries and people to the City. Between 1900 and 1930 several industries were established and included the Lynchburg Foundry (1905), Radford Ice Manufacturing Company (1916), Clover Creamery Company (1922), West End



Historic Radford
Source: City of Radford



Radford Ice Plant in the 1970s.
Source: Radford Then and Now

⁹ Radford History: <http://www.radford.va.us/history.html>

¹⁰ Radford History: <http://www.radford.va.us/history.html>

Milling, and the Norfolk and Western Timber Preserving Plant (1921)¹¹. By 1928, the City had 15 industries, 84 retail establishments, three banks, three hotels, two movie theaters, two weekly newspapers and the City population approached 6,000.

In 1910, The Virginia General Assembly founded Radford University as the “State Normal and Industrial School for Women at Radford” which was commonly known as “Radford Normal”¹². The school went through several changes over the years and eventually changed its name to Radford College. Radford College received university status in 1979 and has continued to grow since. Radford University is the largest employer within the City and has made a positive impact on its economy.

The Great Depression of the 1930s affected the City of Radford like it did the entire nation. However, the US Government saw an opportunity in Radford that would help with the Allies victory in World War II. The Radford “Powder Plant” or Arsenal was constructed between 1940 and 1941, and manufactured gunpowder and other associated products. During World War II, employment at the Arsenal exceeded 20,000 and in response to the housing need for new employees, three new housing developments were constructed¹³. Monroe Terrace, Radford Village and Sunset Village were constructed. Additionally, Fairlawn was developed on the northwestern side of the New River in Pulaski County.

The City’s population totaled 12,000 in 1943 and stressed the services that were provided by the City. In response, new committees were established and new community services such as the Community Hospital and Chamber of Commerce were formed. Despite the increase in City services, the City’s population declined immediately after the end of World War II.



East Radford in 1910
Source: Radford Then and Now

In 1957, Radford joined the New River Valley Industrial Commission in order to attract new employers and people to the City. This caused several new companies to locate in the City over the years and includes the Inland Motors Division of Kollmorgen Corporation (now Danaher Motion), Kenrose Manufacturing Company, Brad Ragan Rubber Company, and the RADVA

¹¹ Radford History: <http://www.radford.va.us/history.html>

¹² Radford University Through the Years: <http://lib.radford.edu/archives/RUHistory/general.htm>

¹³ Radford History: <http://www.radford.va.us/history.html>

Plastics Corporation¹⁴. Over the next several decades, Radford's population remained relatively level and did not reach 12,000, again, until the 1970s.

I-81 was constructed near Radford in 1965 and provided an alternative transportation route to Route 11, which passes through the heart of Radford. In 1971, all passenger rail service was terminated in Radford and the railroad stations were closed.

Main Street Radford was established in 1989 and has helped to attract new and exciting businesses to the Radford downtown districts. Additionally, the Farmer's Market operates on Saturdays from May through October. With the help from a citizen's organization, Pathways for Radford, the City began revitalizing Wildwood Park as a nature preserve and began implementing its bikeway/ walkway plan. Currently, over three miles of trails have been constructed. In the fall of 2006, the City applied to be an All American City, and the City was selected as one of the 21 finalists.



*Radford Farmers Market
Source: City of Radford*

¹⁴ Radford History: <http://www.radford.va.us/history.html>

Chapter 5- Comprehensive Plan Planning Process

This Comprehensive Plan was developed by the Planning Team (Hill Studio and City Staff) along with a 20-member Comprehensive Plan Study Committee. The process took over one year to complete and included numerous meetings between the Planning Team, additional City Staff, the Study Committee, members of the City Council and Planning Commission, and the general public.

Prior to the development of this Plan, City Council created a 20-member Comprehensive Plan Study Committee in order to help guide this Plan. The committee represents a broad cross-section of the entire community with members representing the following categories:

- Businesses
- Real Estate and Development
- Human Services
- Industry
- Transportation
- Citizens
- City Schools and Radford University
- Recreation
- Health Care
- Public Safety

The initial kick-off meeting was conducted during the spring of 2007, and allowed the Planning Team to begin formulating the direction for this Plan. A series of interviews were also conducted with key stakeholders from the community. From these interviews, the Planning Team was able to begin identifying the issues and opportunities that currently face the City.

Additionally, the Planning Team conducted an intensive two-day design workshop during the summer of 2007. The design workshop



Steering Committee at the Kick-Off meeting.



Planning Team and Steering Committee at the Two-Day Design Workshop.

emphasized four selected focus areas within the City for revitalization and redevelopment. The focus areas identified by the Comprehensive Plan Study Committee are:

- West Main Street Corridor
- Internet/ Foundry Site
- Tyler Avenue Housing Area
- Jefferson Street Housing Area

The public design workshop began with an open input session. This open input session allowed members of the study committee and the public to express their concerns and ideas about the identified focus areas. The input received allowed the Planning Team to gain a better understanding of the issues within the focus areas and to begin thinking about ways to help revitalize and improve them. After the open input session, the Planning Team toured the sites and discussed ways to improve and revitalize the areas. The Planning Team then worked to plan and develop the conceptual redevelopment opportunities and plans that are presented in the Special Action projects for each focus area.



Steering Committee and Planning Team at the Two-Day Design Workshop.

An additional public review and input session was held at the end of the first day to allow for review and comment on the conceptual plans to make sure that the plans were on the right track. At the end of the second day, the final presentation was made to City Staff, the Study Committee and the public. The results from the design workshop have been included in this plan as Special Action Projects within Chapter 6- Comprehensive Plan Elements.



Planning Team preparing for the public review session.

In addition to the public design workshop, a public “Green Infrastructure” workshop was conducted by staff from the New River Valley Planning District Commission. “Green Infrastructure” is defined as an interconnected network of land and water that contributes to the health, economic well being and quality of life for communities, people and wildlife. The name “Green Infrastructure” builds on the idea that natural areas within the landscape can perform a

variety of valuable services to communities and therefore it functions as infrastructure for them. “Green Infrastructure” provides services that are directly tied to a community’s quality of life and economic well-being as well as maintains the natural landscape characteristics that are associated with the heritage of an area.

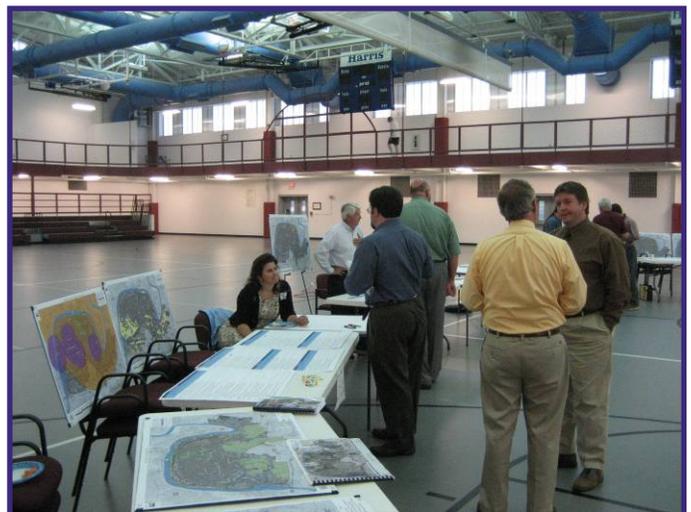
This workshop included several exhibits and displays related to “Green Infrastructure” and initiatives that are being undertaken within the New River Valley. Several presentations were delivered which gave a definition of “Green Infrastructure”; described the New River Valley “Green Infrastructure” Initiative; presented Radford’s Open Space Plan and Pathways Plan; presented “Green Infrastructure” approaches to storm water management that are being implemented in the Town of Blacksburg; and discussed low-impact developments and cluster developments (Conservation Subdivisions).



Steering Committee and Planning Team at the Two-Day Design Workshop.

From the “Green Infrastructure” workshop, the City and its commission on beautification and forestry is now working with partners like the Department of Forestry and the New River Valley Regional “Green Infrastructure” Partnership to create a “Green Infrastructure” plan for the City. They are also investigating economically sustainable models for expanding and maintaining “Green Infrastructure”.

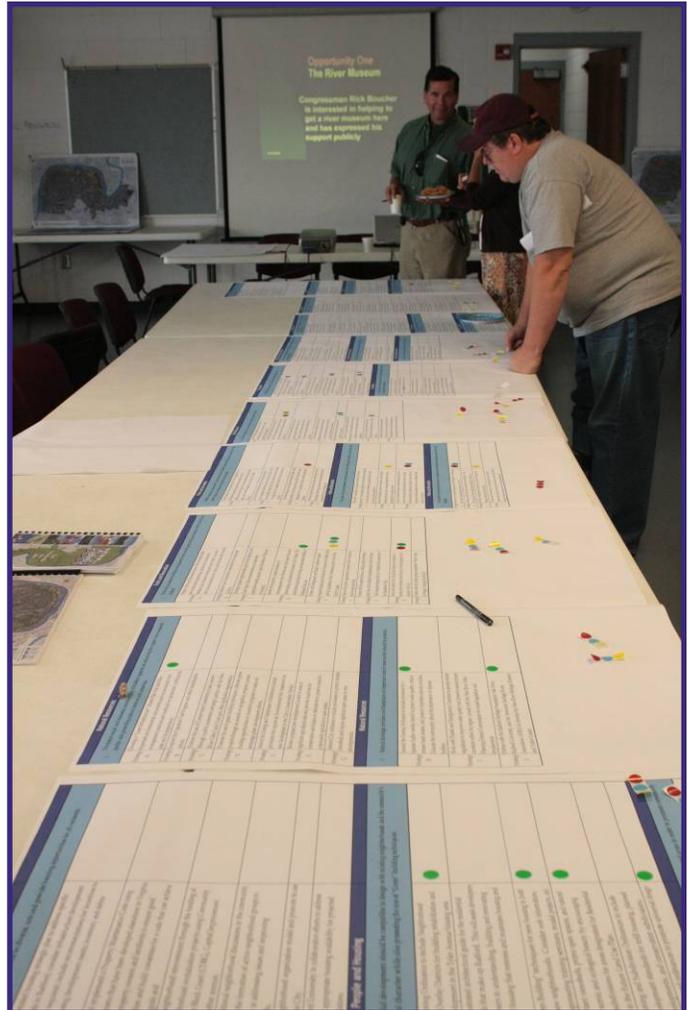
The “Green Infrastructure” workshop was immediately followed by the first regularly scheduled Study Committee meeting. Several of these meetings were conducted during the summer and fall of 2007 and helped to refine and guide the information that is contained throughout this plan.



Public Forum#1 held on June 3rd, 2008.

Additionally, the Planning Team met with key City personnel on several occasions during the fall of 2007 and winter and spring of 2008 to discuss topics that range from economic development to downtown revitalization to current and future land use. During the fall of 2007, an inventory of the Current Land Use, (Figure 22) was conducted as an important step to determining the layout of land uses proposed in the Future Land Use Plan, Figure 23.

Two Public Review and Comment Forums were also conducted as a part of the planning process in June 2008. The purpose of the forums was to provide an opportunity for the general public to review this Plan and to discuss their ideas and questions with the Planning Team while also identifying their top priority implementation strategies. The outcomes from the public forums were encouraging and the Implementation Strategies (Chapter 7) were prioritized by the public. This public prioritization helped City leaders prioritize the strategies based on community need and preference while working the strategies into the Capital Improvement Projects (CIP).



Public Forum #2 held on June 19th, 2008.

Chapter 6- Comprehensive Plan Elements

This chapter of the Comprehensive Plan discusses the existing conditions, along with challenges and opportunities for the planning elements identified in Radford. Additionally, planning and development policies are incorporated for each planning element. Implementation strategies immediately follow and set the framework for effectively managing growth and making Radford a community that is distinguished by its natural beauty, historic character, and foresight in planning for “Green Infrastructure” initiatives. An Implementation Matrix (Chapter 7) is also included.



Planning Team during the Two-Day Design Workshop.

The planning elements addressed in this plan are:

- People and Housing
- Parks and Recreation
- Economic Development
- Historic Resources
- Natural Features and Resources
- Transportation
- Public Facilities and Services
- Current and Future Land Use

Because of the importance of the New River and natural features to the future of Radford, “Green Infrastructure” initiatives are integrated throughout each of the appropriate planning elements.

People & Housing

Radford Demographics

As stated previously, the population of Radford declined immediately following World War II and remained relatively constant during the 1950s and 1960s. The population did not increase again until the 1970s and Radford experienced moderate growth during the 1970s and 1980s. Despite this growth, the population slightly declined during the 1990s. The reason for this decline is not clear and there are concerns that the Radford University student population may have skewed the population counts. During the 2010 US Census, it will be extremely important for the City, the US Census Bureau, and Radford University to work closely together to get an accurate count of the population.

The population of Radford in 2000 was 15,859. Since 2000, the US Census Bureau estimates that the population has increased by 1.65% to a 2006 projected population of 16,120. Table 9 shows the population distribution for the City of Radford from 1990 to 2006, while Table 10 displays the population projections from 2010 through 2030 according to the Virginia Employment Commission. These numbers show a continued population increase over the next several decades with a total increase in population of 7.75 percent between 2010 and 2030. As seen in the table, the 2030 population is projected to be 17,708 or approximately 1,600 people more than the projected 2006 population.

Table 9- Population Distribution 1970- 2006					
Jurisdiction	1990	2000	Percent Change 1990 - 2000	2006	Percent Change 2000- 2006
City of Radford	15,940	15,859	-0.51%	16,120	1.65%
New River Valley	152,680	165,146	8.16%	169,100	2.39%
Virginia	6,187,358	7,072,515	14.31%	7,642,884	8.06%
<i>Source: US Census Bureau 2006 Population Estimates</i>					

The City of Radford shares a Zip Code with Fairlawn which is located across the New River in Pulaski County. According to the 2000 US Census, the 24141 Zip Code had a population of 18,989¹⁵. This is 3,130 people higher than the population the US Census reported for the City of Radford. Therefore, it is concluded that the Zip Code issues with Fairlawn have not caused an inaccurate count in the 2000 US Census. Again, it will be important for the City and the US Census Bureau to work closely together to ensure that future population counts are accurate.

¹⁵ US Census Bureau



The growth rate projected for the City of Radford is slightly less than the growth rate projected for the entire New River Valley, and substantially less than the projected growth rate for the Commonwealth of Virginia. This is partly due to the fact that Radford is approaching build-out and there are only small pockets of land available for residential development that are not constrained by floodplains, steep slopes, and conservation areas. For more information on these natural and man-made constraints, please see the Natural Resources and Land Use sections of the Plan.

Table 11 shows the 2000 population breakdowns according to age distribution and gender, while Table 12 lists the median ages for Radford residents from 1980 to 2000. In 2000, approximately 55 percent of Radford residents are females while 45 percent are males. This distribution is relatively close to the national averages of 51 percent female and 49 percent male.

Interestingly, the median age of Radford residents has decreased between the 1960s and 1980s, and then slightly increased during the 1990s from 22.0 to 22.8 years. The median age of Radford residents in 2000 was 22.8 and this is significantly less than the national median age of 35.3 in 2000. This may be attributed to the increased student population at Radford University. Again, it will be important for the City, Radford University, and the US Census Bureau to work together to ensure that future population counts are accurate.

<i>Jurisdiction</i>	<i>2010*</i>	<i>2020*</i>	<i>2030*</i>	<i>Percent Change 2010 - 2030</i>
City of Radford	16,435	16,890	17,708	7.75%
New River Valley	173,300	181,900	190,600	9.98%
Virginia	7,892,900	8,601,900	9,275,101	17.51%

** Source: Virginia Employment Commission*

<i>Age Range</i>	<i>Total Persons</i>	<i>Male</i>	<i>Female</i>
Under 5 years	561	282	279
5 to 9 years	547	277	270
10 to 14 years	592	296	296
15 to 19 years	2,719	995	1,724
20 to 24 years	4,605	2,087	2,518
25 to 29 years	1,039	590	449
30 to 34 years	671	335	336
35 to 39 years	682	346	336
40 to 44 years	710	350	360
45 to 49 years	671	318	353
50 to 54 years	633	325	308
55 to 59 years	531	242	289
60 to 64 years	433	209	224
65 to 69 years	368	161	207
70 to 74 years	402	164	238
75 to 79 years	314	118	196
80 to 84 years	224	73	151
85 to 89 years	117	34	83
90 years and over	40	13	27
Total Population	15,859	7,215	8,644

Source: US Census Bureau

<i>Year</i>	<i>Median Age</i>
1980	23.4
1990	22.0
2000	22.8

Source: US Census Bureau

Table 13 indicates the racial composition for the City of Radford in 2000. The community is fairly homogeneous with most of the population being White, 88.2 percent. The African American population accounts for 8.1 percent of the population while Asians make up 1.4 percent and Hispanics account for 1.2 percent. On the national level, Whites account for 69 percent, African American make up 11 percent while Hispanics also account for 11 percent of the population. The remaining 9 percent of the national population is made up of the Asian, Native American, Pacific Islander, and other races.

Table 13- Racial Composition 2000		
Race	Population	Percent
White	13,990	88.2%
African American	1,284	8.1%
Asian	226	1.4%
Hispanic	184	1.2%
Native American	39	0.2%
Hawaii & Pacific Islander	4	<0.1%
Two or More races	132	0.8%
Total Population	15,859	100.0%
<i>Source: US Census Bureau</i>		

Educational attainment is an important demographic to discuss as it has a strong correlation to the labor force and median income. The educational attainment for Radford residents according to the 2000 US Census is listed in Table 14. Approximately 59 percent of the population has some type of degree from a higher educational institution, including Associate, Bachelor's, Master's and Doctorate Degrees. Of the younger population between the ages of 18 to 24 approximately 86 percent are in the process, or have achieved a professional degree.

Table 14- Educational Attainment		
Population Over 25 Years	Persons	Percentage
Less than 5th grade	72	1.1%
5th to 8th grade	446	6.6%
9th to 12th grade, no diploma	606	9.0%
High school graduate (incl. equivalency)	1,329	19.6%
Some college credit, less than 1 year	372	5.5%
1 or more years of college, no degree	1,157	17.1%
Associate degree	480	7.1%
Bachelor's degree	1,254	18.5%
Master's degree	571	8.4%
Professional degree	161	2.4%
Doctorate degree	318	4.7%
Total Population Over 25 Years	6,766	100.0%
Population 18 to 24 Years	Persons	Percentage
Less than high school graduate	123	1.7%
High school graduate (incl. equivalency)	838	11.9%
Some college or associate degree	5,526	78.4%
Bachelor's degree or higher	563	8.0%
Total Population 18 to 24 Years	7,050	100.0%
<i>Source: US Census Bureau</i>		

In 2000, the civilian work force in Radford was 7,264 or approximately 46 percent of the population. Of these, 97 percent were employed and 3 percent were unemployed. The civilian work force increased slightly between 2000 and 2005, however the unemployment rate increased by nearly one percent over this time. Table 15 displays the estimated work force in Radford from 2000 to 2005 along with unemployment rates.

Table 15- Estimated Work Force 2000- 2005								
Jurisdiction	Civilian Workforce		Employed		Unemployed		Unemployment Rate	
	2000	2005	2000	2005	2000	2005	2000	2005
City of Radford	7,264	7,543	7,072	7,271	192	272	2.64%	3.61%
New River Valley	78,191	85,985	76,116	83,139	2,075	2,846	2.65%	3.31%
Virginia	3,585,874	3,932,400	3,519,481	3,812,466	66,393	119,934	1.85%	3.05%

Source: Virginia's New River Valley Regional Data Book: June 2006

Table 16- Employment by Industry 2000		
Industry	Persons	Percentage
Ag, Forestry, Fishing and Hunting, Mining	17	0.2%
Construction	260	3.6%
Manufacturing	1,111	15.5%
Wholesale Trade	52	0.7%
Retail Trade	739	10.3%
Transportation and Warehousing, Utilities	138	1.9%
Information	101	1.4%
Public Safety	328	4.6%
Professional, Scientific, Administration	343	4.8%
Educational, Health and Social Services	2,498	34.8%
Arts, Entertainment, Recreation, etc.	1,020	14.2%
Other Services (except Public Admin.)	265	3.7%
Public Administration	297	4.1%
Total	7,169	100.0%

Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006

Table 16 indicates the breakdown of employment by industry for Radford residents in 2000. As seen, the largest employment sector is educational, health and social services with 34.8 percent of the jobs. Manufacturing is the second largest employment sector with 15.5 percent. Arts, entertainment and recreation are the third largest sector with 14.2 percent of the jobs. Retail trade closely follows with 10.3 percent. Professional, Scientific and Administrative is the fifth largest employment sector with 4.8 percent, while public safety closely follows with 4.6 percent of the

jobs. The remaining employment sectors account for only 16 percent of the jobs for Radford residents.

According to the City of Radford Economic Development Department, there are 10 major employers within the City. These major businesses and industries account for approximately 3,455 jobs, which is approximately 46 percent of the work force within the City. However, these 3,455 jobs are not filled entirely by Radford residents and it is difficult to estimate how many of these jobs are filled by Radford residents. That said, these major employers are a major boost to the local economy and have the potential to utilize the skill sets of Radford residents.

The single largest employer within Radford is Radford University which employs 1,700 people. The second largest employer is the Danaher Corporation with 750 employees. The Internet Corporation is the third largest employer with 440 employees. Table 17 lists the major industries and employers within the City of Radford.

Table 17- Existing Major Industries & Employers			
Company	Product	Employees	Year Established
APW (Pentair)	Electric Motors & Controls	250	1998
Danaher Corp.	Electric Motors & Controls	750	1958
Goodwill Ind.	Pallets, Industrial Aprons	90	1975
Goodyear Rubber Co.	Rubber Products	65	1971
High-Tech Research Corp.	Research & Development	15	1982
Internet Corp.	Automotive Castings	440	1905
Radford University	Higher Education	1700	1913
RADVA Corp.	Molded Polystyrene Products	75	1962
ThermaSteel Corp.	Polystyrene Building Panels	25	1962
Volvo Logistics	Logistical Support	45	1995
<i>Source: City of Radford Economic Development Office</i>			

Table 18 displays the taxable sales for Radford establishments from 1990 through 2006, according to the Virginia Department of Taxation. It is interesting to note the number of establishments recorded for each year and the variations from one year to another. The exact reason for these fluctuations is unclear. Despite this, the dollar value of sales per year has steadily increased over this 16 year period, with the exception of 2006. The sales recorded in 2006 are nearly double those of past years.

There is some speculation that the sharing of the 24141 Zip Code with Fairlawn may attribute to the fluctuations in the number of establishments and the dollar value of sales recorded. It may be that one year Fairlawn establishments are recorded with Radford establishments and other years they may not. This raises an issue with the 24141 Zip Code that the City will need to work with the Virginia Department of Taxation to clarify. It will also be important for the City to work with the department to analyze what businesses were successful and which ones were not over the years. This will help the City to identify which business characteristics are more successful and which businesses are not.

The median family incomes are listed in Table 19. Between 1990 and 2000, the median family income for Radford families increased by nearly 48 percent. This increase was approximately six percent higher than the Commonwealth of Virginia increase over this same time period. However, the median family income for Radford families was still less than the Commonwealth average by approximately \$8,000. That said, the competitive work force and labor market in northern Virginia tends to skew the numbers for the Commonwealth somewhat. Within the New River Valley, Radford has a slightly higher median family income than other jurisdictions. This, with the recent increase in median family income indicates that families within Radford have the right skill sets to find higher paying jobs within the City and New River Valley region.

Table 18- Taxable Sales		
Year	Sales	Establishments
1990	\$48,622,905	277
1991	\$46,648,282	237
1992	\$49,404,128	273
1993	\$50,952,375	281
1994	\$57,002,482	285
1995	\$57,691,238	288
1996	\$60,812,240	290
1997	\$60,425,228	239
1998	\$68,266,061	237
1999	\$69,599,319	268
2000	\$66,653,413	279
2001	\$67,252,060	286
2002	\$72,536,701	282
2003	\$66,446,214	278
2004	\$68,021,689	279
2005	\$66,185,093	239
2006	\$111,911,932	292
Source: Virginia Department of Taxation		

Table 19- Median Family Income 2000					
Jurisdiction	1980	1990	Percent Change	2000	Percent Change
City of Radford	\$18,680	\$31,318	67.66%	\$46,332	47.94%
New River Valley	\$16,444	\$30,163	83.43%	NA	NA
Virginia	\$20,018	\$38,213	90.89%	\$54,169	41.76%
Source: US Census Bureau and Virginia's New River Valley Regional Data Book: June 2006					

Housing Characteristics

Table 20 displays the housing stock breakdowns for Radford in 2000 according to the Virginia Housing and Development Authority. Between 1990 and 2000, the number of single-family homes increased by only 108 homes, while multi-family units increased by 379 units and the number of mobile homes almost doubled. The increase in multi-family units is a direct result of the housing demand for Radford University students. According to the Current Land Use inventory (Table 28), residential land uses account for approximately 34 percent of the entire land area, with 30 percent devoted to single-family homes and 4 percent occupied by two-family and multi-family units.

Table 20- Radford Housing Stock			
Use	1990	2000	Increase
Single-Family	3,058	3,166	108
Multi-Family	2,277	2,656	379
Mobile Home	161	316	155
<i>Source: Virginia Housing & Development Authority</i>			

Of the entire housing stock mentioned above, approximately 42 percent are owner-occupied, 52 percent are renter-occupied and 5 percent is vacant. The occupancy status for the Radford housing stock is significantly lower than the averages for the Commonwealth and Nation. In Virginia, the percentage of owner-occupied housing is 68 percent while renter-occupied housing is 32 percent¹⁶. Nationally, owner-occupied housing accounts for approximately 66 percent of the housing stock while renter-occupied housing consists of almost 34 percent¹⁷. The large student population at Radford University has a direct impact on why the housing stock in Radford has a significant amount of renter-occupied dwelling units. Table 21 shows the housing by occupancy status according to the 2000 US Census.

Table 21- Housing by Occupancy Status 2000		
Occupancy	Units	Percent
Owner-Occupied	2,588	42.2%
Rental Occupied	3,221	52.5%
Vacant	328	5.3%
Total	6,137	100.0%
<i>Source: US Census Bureau</i>		

¹⁶ 2000 US Census

¹⁷ 2000 US Census

Table 22 lists the number of residential building permits received by the City for each year starting in 2000. In order to make predictions for the housing market, the number of building permits have been averaged for each year and then projected out to the year 2030. The average number of residential building permits per year from 2000 through 2006 was 23 permits. Therefore it is projected that 23 residential building permits will be built in 2008, 2009 and 2010. This indicates that approximately 460 residential building permits will be received over the next two decades within the City. This information was utilized to verify the population projects that the Virginia Employment Commission.

Table 22- Residential Building Permits	
Year	Number of Permits
2000	15
2001	18
2002	22
2003	28
2004	29
2005	20
2006	35
2007*	19
2008**	23
2009**	23
2010**	23
2020**	230
2030**	230
* Through September 2007	
** Estimates	
Source: City of Radford Building Department	



Examples of Radford's housing stock.



Table 23 displays the year structures were built for owner-occupied and renter-occupied dwellings within the City of Radford, up to the year 2000. Approximately 20 percent of the owner-occupied housing units have been built since 1980, with 13 percent being built during the 1970s, 20 percent built during the 1960s, nearly 11 percent constructed during the 1950s, 17 percent built in the 1940s and almost 17 percent built before 1940. The median year built for owner-occupied homes is 1963. This indicates a somewhat older housing stock.

Renter-occupied housing is somewhat newer and reflects the growth of the Radford University student population over the more recent years. Approximately 44 percent of the renter-occupied housing has been constructed since 1980, and the median year built for renter-occupied dwellings is 1977. Since 1990, the construction of renter-occupied dwellings has declined, but this trend is about to end with several new developments currently being planned to include a significant amount of student-oriented housing.

Table 23- Year Structure Built		
Owner-Occupied	Units	Percent
Built 1999 to March 2000	20	0.8%
Built 1995 to 1998	122	4.7%
Built 1990 to 1994	152	5.9%
Built 1980 to 1989	243	9.4%
Built 1970 to 1979	358	13.8%
Built 1960 to 1969	539	20.8%
Built 1950 to 1959	282	10.9%
Built 1940 to 1949	438	16.9%
Built 1939 or earlier	434	16.8%
Total Owner-Occupied	2,588	100.0%
Median Year Built	1,963	

Renter Occupied	Units	Percent
Built 1999 to March 2000	0	0.0%
Built 1995 to 1998	132	4.1%
Built 1990 to 1994	429	13.3%
Built 1980 to 1989	883	27.4%
Built 1970 to 1979	639	19.8%
Built 1960 to 1969	308	9.6%
Built 1950 to 1959	315	9.8%
Built 1940 to 1949	215	6.7%
Built 1939 or earlier	300	9.3%
Total Renter-Occupied	3,221	100.0%
Median Year Built	1,977	
<i>Source: US Census Bureau</i>		

Elderly Care/ Assisted Living Facilities

Housing for seniors and elderly citizens is limited within the City and provided within close proximity through several private retirement communities and private home care providers. The Ridgewood Place Senior Apartments provide the only senior housing opportunities currently within the City. The retirement communities outside of Radford are the Fairlawn Manor, Riverbend Apartments, Wheatland Hills Retirement Center, and the Care House. As baby-boomers continue to age, there will be an increasing demand for senior housing within the City.



Ridgewood Place Senior Apartments.

Challenges and Opportunities

Construction of new housing is expected to continue at a moderate pace over the next several years with a projected average of 23 residential building permits per year. Additionally, the student housing areas associated with Radford University may also see a dramatic change as they are redeveloped to better serve the needs of students, Radford University, and the City in general while improving the overall quality of life for everyone. Currently, newer housing developments are in high demand for professionals of all ages who are finding better jobs within the City and the New River Valley. An increasing senior population will also have an impact on the demand for elderly care/ assisted living facilities. Alternative ways to address this issue are through the use of universal and accessible design principles and codes that support these initiatives.

Elderly care/ assisted living facilities will be in high demand as the baby-boomer populations continue to age. Radford’s location near the Carilion New River Valley Medical Center, along with the high quality of life and natural amenities will make the City an attractive location for seniors and the City must position itself to meet senior housing demands. Providing diversified elderly care facilities will benefit the City through job creation and retention, diversifying the housing stock, and increasing the overall population without overburdening the City schools as senior citizens tend to put less stress on the community in general.



Foundation for a new home in the High Meadows subdivision.



Older home in Radford.



Apartments in the Tyler Avenue Housing Area.

“Universal Design”¹⁸ is an alternative way to address senior housing and to also begin diversifying the housing stock within the City. “Universal Design” came about through demographic, legislative, economic, and social changes throughout the 20th Century as older citizens and persons with disabilities expressed their needs. “Universal Design” promotes the *“design of products and environments to be usable by all people, to the fullest extent possible, without the need for adaption or specialized design”*¹⁹. For more information on “Universal Design” please see the websites referenced at the bottom of this page.

Given the current housing market which has declined in recent years, affordable housing is an issue facing the City of Radford and nearly every community across the country. The U.S.

Department of Housing and Urban Development (HUD) defines affordability as a household to spend no more than 30 percent of their annual income on housing (mortgages or rent)²⁰. HUD estimates that 12 million households (renter and owner-occupied) across the country now pay more than 50 percent of their annual income towards housing, which is a major problem. In response, HUD offices now administer programs that are designed to increase the affordable housing stock for low-income families. These programs include the following:



Apartments near the Radford Recreation Center.

- The HOME Investment Partnership Program:
<http://170.97.67.13/offices/cpd/affordablehousing/programs/home/>
- Self-help Homeownership Opportunity Program (SHOP):
<http://170.97.67.13/offices/cpd/affordablehousing/programs/shop/>
- Homeownership Zones (HOZ):
<http://170.97.67.13/offices/cpd/affordablehousing/programs/hoz/>

In Radford, the 2000 median household income was \$41,994. Using this number as the basis, it is determined that the annual cost of affordable housing would be \$12,598 or less ($\$41,994 \times 0.30 = \$12,598$). This means that affordable housing in Radford would cost \$1,050 or less per month. The data does not currently exist to determine what percentages of Radford’s housing stock would be above or below this affordable housing level. Therefore, it is strongly encouraged that the City

¹⁸ <http://www.design.ncsu.edu/cud/>

¹⁹ http://www.design.ncsu.edu/cud/about_ud/udprinciplestext.htm

²⁰ <http://170.97.67.13/offices/cpd/affordablehousing/>

undertakes a detailed housing study to determine what the affordable housing stock is as well as other important information that will help position Radford in order to meet the projected housing demands stated above and below.

Currently, the diverse residential neighborhoods that make up the City of Radford provide for a variety of housing choices and types. These neighborhoods work together to help establish an overall identity for the City and help to establish its unique character. These varied neighborhoods are a vital part to the overall success of Radford and the fabric of these neighborhoods must be maintained. However, there are perceived deficiencies in the middle and high-end residential markets. It will be important for Radford to provide a more competitive housing stock to meet the needs of professionals that wish to locate to the City.

Due to the steep, rolling terrain that characterizes a majority of the remaining undeveloped lands, development patterns are expected to change within the City over the next several decades. Additionally, renovation of the older housing stock may also impact the neighborhoods and help to revitalize them. Renovation and revitalization should be encouraged by the City through tax incentives and credits. Renovation of older homes to meet the standards of today is a “Green” building technique that cannot be overlooked. Another important trend is “Green” building techniques that maximize energy efficiency, recycling of building materials, the collection and reuse of rain and “grey” water for residential construction, etc. Below is a list of “Green Building” techniques that can be utilized for residential construction or rehabilitation.



Condos near the Radford Recreation Center.



Open space along Rock Road.

The EarthCraft House program is a voluntary agreement that seeks to reduce pollution and conserve natural resources. The EarthCraft program was created in 1999 by the Greater Atlanta Homebuilders Association. It seeks to promote green building practices for new construction and renovation of older homes.

For new home construction, EarthCraft homes must meet Energy Star certification criteria. EarthCraft house guidelines include categories such as site planning, the use of energy-efficient design and building materials, waste management, indoor air quality, and water conservation. Any home that has been EarthCraft certified has also received an Energy Star certification. Builders who exceed the standard criteria can receive a select or platinum status certificate.

The EarthCraft House Renovation program deals with existing homes, as well as expansions and additions. Similar to the EarthCraft new homes program, contractors who participate in the renovation program must attend classroom training. Before work commences, an EarthCraft inspector will assess a home and write a series of recommendations that homeowners can choose from. A house can then be certified as an EarthCraft project when the added green features score enough points on an EarthCraft House scoring worksheet.

Following the model set in Atlanta, the EarthCraft House program became a statewide program in Virginia in 2005. To receive an EarthCraft rating for a new home or renovation project, a builder who is familiar with



Newer homes in the West End.



Home along Park Road.



Homes in the High Meadows subdivision.

EarthCraft must be used. More information on the EarthCraft House program in Virginia can be found at: www.ecvirginia.org .

Another program is the Leadership in Energy and Environmental Design (LEED) for Homes, which promotes the construction and design of high-performance green homes that use less energy, water and natural resources; creates less waste; and is healthier and more comfortable for the occupants. Benefits include lower energy and water bills; reduced greenhouse gas emissions; and less exposure to mold, mildew and other indoor toxins. A LEED qualified builder must perform the work in order for your project to meet the requirements for a LEED certified home. More information can be found at:

<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=147> .



Home renovation in the West End.

Changes in the development patterns should also include: an increase in the amount of downtown housing above commercial retail establishments; an increase in the construction of live-work units as infill development within the downtowns and also throughout the neighborhoods where appropriate; the development of conservation subdivisions on pristine, undeveloped lands with steep topography and other natural constraints; and an increase in the amount of “tear-downs” and rebuilds to make way for newer homes.



Home being demolished along Wadsworth Street.

Live-work units include: urban lofts converted from older industrial buildings; storefront townhouses in downtown areas with retail on the first floor and housing above; and also home offices in a detached single-family house in subdivisions.

Conservation subdivision design refers to residential developments that preserve half or more of the buildable land area and designate this land as permanent open space²¹. Conservation subdivisions typically consist of the same number of dwelling units that would be permitted in a conventional layout, but built on smaller lots that then allows for the preservation of open space that is shared by all of the residents within that development. These developments provide numerous advantages over conventional subdivisions and include economic advantages, environmental and ecological advantages, and social and recreational advantages. For more information on conservation subdivisions, please refer to the Randall G. Arendt's book *Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks*.

The above image to the right shows a conceptual plan for a conventional subdivision with 188 lots. The below image to the right shows a conceptual conservation subdivision with 163 lots and more than 50 percent open space. Conservation areas were identified and preserved and include floodplains, areas of steep slopes, areas within important viewsheds, and areas of existing trees. Each lot also has a direct connection to the open space.

Additionally, conservation subdivisions should be designed to facilitate pedestrian connections between homes, schools and other civic areas of the City, commercial areas, and places of employment.



Image of a conventional subdivision with 188 lots.



Image of a conservation subdivision with 163 lots.

²¹ Conservation Design for Subdivisions; Randall G. Arendt; pg 6.

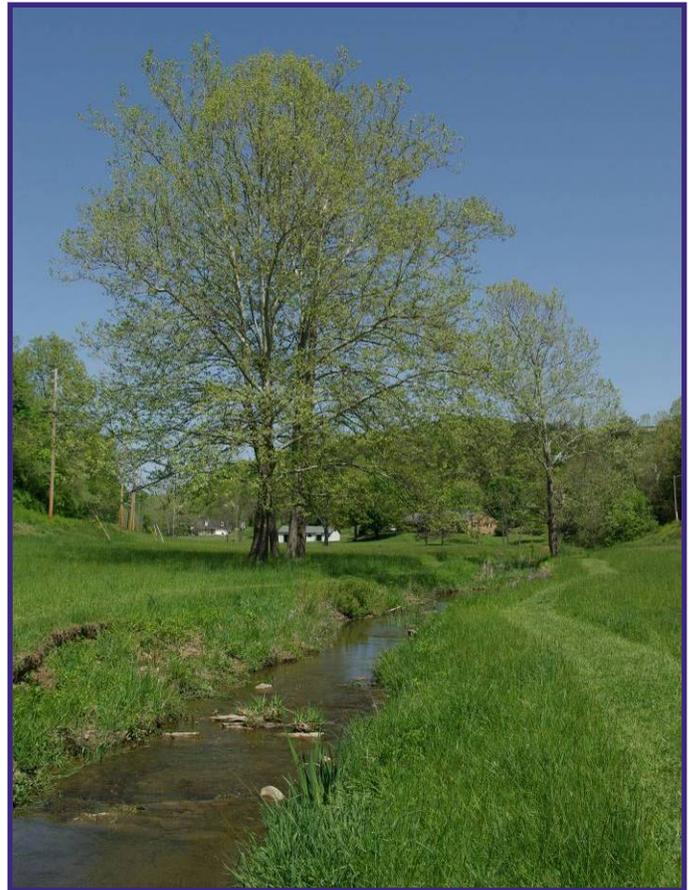
Vehicular connections should also be encouraged where appropriate, but due to steep topography and other natural site characteristics the use of cul-de-sacs may be appropriate.

Radford has recently invested in significant improvements to its potable water and sanitary sewer services and has capacity to meet the projected needs out to the year 2030 and beyond. For more information on this please see the Public Services, Facilities and Utilities section of this Plan. Potable water and sanitary sewer service are not an issue that will limit the construction of newer housing developments in the future.

However, the high costs associated with providing these services to residential developments will need to be addressed. Traditional development patterns of the past several decades are beginning to over-burden cities by spreading out development and thus increasing the distances these services must be delivered. In order to combat this issue, alternative development patterns such as conservation subdivisions and smart growth development patterns, along with the implementation of “Green Infrastructure” initiatives must be put into place that will help reduce the costs to the City and help improve the overall environmental and social quality of the development.



View overlooking Radford.



Connelly's Run along Park Road.

People and Housing Special Action Projects

Tyler Avenue/ Jefferson Street Housing Area Improvements

During the design workshop, the Planning Team studied the Tyler Avenue and Jefferson Street housing areas and examined ways to revitalize and improve them. These areas are predominant housing areas for Radford University students and consist of older single-family homes in various stages of repair, interspersed with numerous high-density apartment buildings. These apartment buildings do not relate to the context of the older residential neighborhoods that once existed in these neighborhoods. Over the years, these areas have transitioned away from the traditional neighborhoods and are predominately serving the residential needs of the student population who live off-campus. The image on the following page indicates the boundaries for the Tyler Avenue and Jefferson Street housing areas and related Overlay Districts.

The Tyler Avenue housing area is adjacent to the East End Downtown and other established residential neighborhoods, and therefore it is important for this housing area to relate to and complement the historic downtown and surrounding neighborhoods. The Jefferson Street housing area is on the opposite side of the University from the East End Downtown and is buffered from adjacent residential neighborhoods due to topographical changes and mature forests. Due to its location and geography, the Jefferson Street housing area is more suitable for future, large-scale student housing developments than the Tyler Avenue housing area.

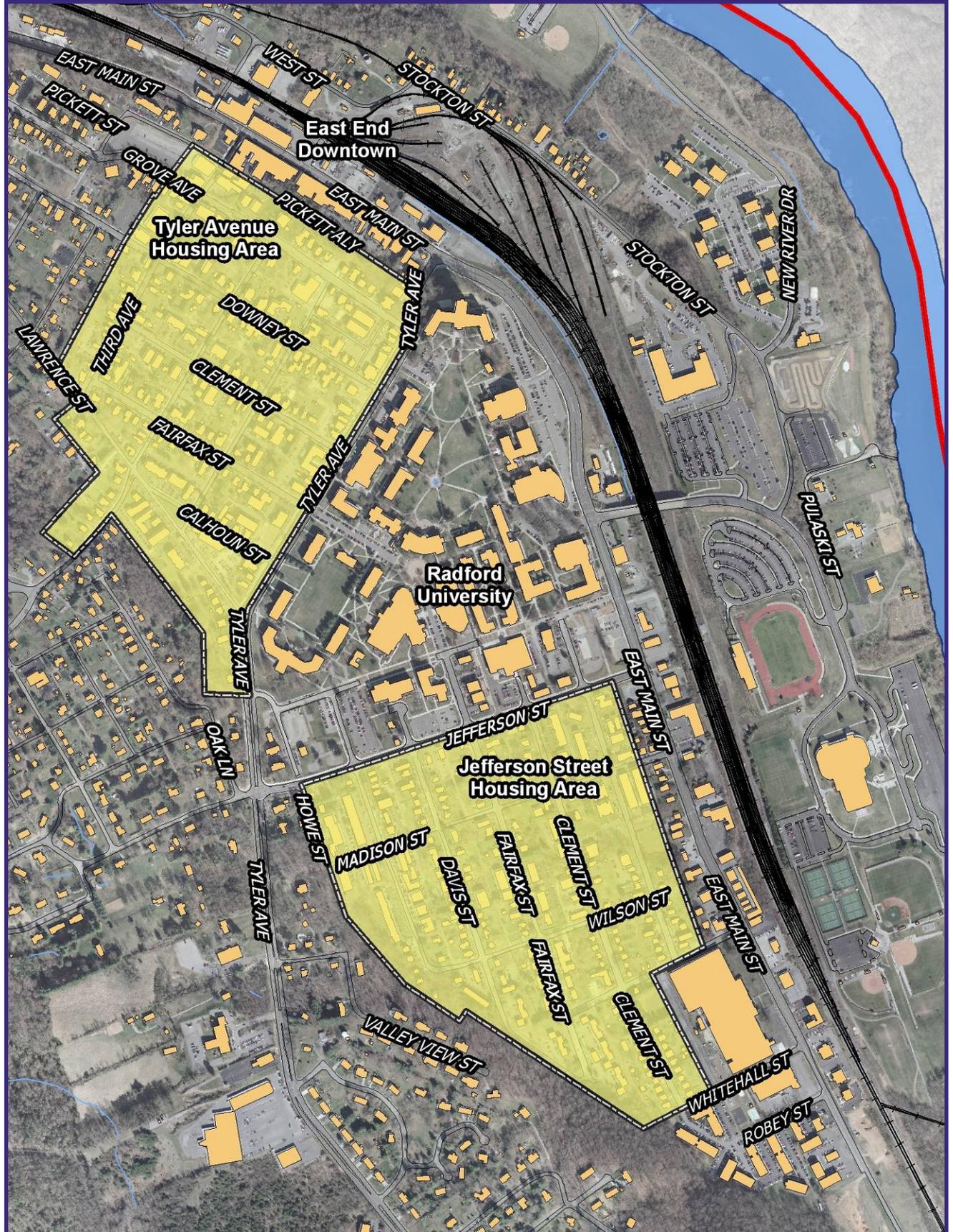
Within both of these neighborhoods there are many property maintenance and parking issues that detract from the visual appearance and safety of the streets. Students deserve to live and learn in a healthy and inviting environment, while also having safe and convenient connections to campus and commercial establishments within the City.



Tyler Avenue Housing Area.



Tyler Avenue Housing Area.



One way to accomplish this is to re-establish the historic residential design character of the Tyler Avenue housing area while maintaining the Jefferson Street housing area as the prime location for student housing and/or the redevelopment of new off-campus student housing. By improving both of these student housing areas and encouraging historically sensitive design, the City and the University will benefit.

Within both areas, it will be important to provide safe pedestrian connections and bicycle access along all of the streets, following modern design principles as described by the Federal Highway Administration (FHWA 2002- *The Pedestrian Facilities User Guide- Providing Safety and Mobility* http://www.walkinginfo.org/pedsafe/pedsafe_downloads.cfm).

The image on the following page illustrates the Tyler Avenue Housing area and how new apartment buildings (highlighted in red) could be constructed behind existing structures while maintaining the original character of the neighborhood by building behind existing single-family homes. Parking has been placed on the interior of the blocks and the streets have been lined with trees to help establish the residential character of the area while creating an inviting streetscape for pedestrians. It is recommended that any new infill development projects respect the historic character and fabric that once existed in the area. Please note that the image on the next page is conceptual and was developed during the two-day design workshop for the purpose of illustrating an approach to revitalizing the area for additional student housing and beautification through streetscape improvements.

In order for the City to ensure that all new construction projects within the Tyler Avenue housing area respect the historic fabric, a Neighborhood Conservation Overlay District has been recommended for it. This overlay district serves the purposes of providing incentives and regulatory flexibility within the area. Incentives may include a reduction in permit fees, reduction of user fees, or a waiver of tax liens to facilitate sales of property that will be renovated or replaced, plus other incentives deemed necessary.



Tyler Avenue.



Tyler Avenue.

Regulatory flexibility may include special zoning for the district, the use of a special permit process, exemption from specified ordinances, etc.



As mentioned above, the Jefferson Street housing area is somewhat different than the Tyler Avenue Housing area based on physical location and the separation from surrounding neighborhoods. However, the issues of the Jefferson Street housing area are similar to those in the Tyler Avenue housing area and deal with property maintenance standards and enforcement, sensitive design that respects adjacent properties, parking issues, and pedestrian safety.



Jefferson Avenue.

The image on the following page illustrates the Jefferson Street housing area and how the area may be revitalized with new commercial and residential buildings (highlighted in red), interior parking lots and streetscaping improvements. New commercial or mixed-use buildings have been located along Jefferson Street while apartment buildings and smaller scale residential buildings have been located within the neighborhood. Much like the example for the Tyler Avenue housing area, the parking lots has been relocated to the interior of the blocks and the streets have been lined with trees to help establish the residential character of the neighborhood and to help calm traffic.

Additionally, this conceptual plan shows streetscape improvements along Jefferson Street similar to the streetscape that was recently installed along Tyler Avenue. It is encouraged that Jefferson Street receive similar streetscaping to Tyler Avenue that includes a landscaped median with prominent crosswalks and additional street trees, while modifying street intersections to improve pedestrian and bicycle safety following the (FHWA 2002- *The Pedestrian Facilities User Guide- Providing Safety and Mobility* http://www.walkinginfo.org/pedsafe/pedsafe_downloads.cfm). This will also help facilitate pedestrian movement from the housing area to the campus while also beautifying the street and unifying this streetscape with the streetscape along Tyler Avenue.

One way to address some of the issues within the Jefferson Street housing area is to create a Redevelopment Area Overlay District for the area. This redevelopment area will allow the City to acquire properties for the blight clearance, replanning, rehabilitation and reconstruction of the redevelopment area. However, before this land can become a redevelopment area it must be proved that the area is in a state of blight and meets the criteria of a blighted area as defined by the Virginia Code. The intent for establishing a Redevelopment Area is to improve the health, safety and general welfare for residents and students while establishing a consistent design theme

that will unify the area and make it more attractive for students and the City. As indicated above, a Blight Study will need to be undertaken to determine if there are blighting influences in the area.

There are many actions that can be taken to improve these areas. Below is a list of actions that may be utilized to enhance and beautify them:

- Enforcement of the Maintenance Code;
- Define and implement a Rental Inspection Program;
- Plant street trees, install lighting, and provide safe pedestrian connections that encourage pedestrian activity along major campus arterials;
- Line other streets with trees to create residential feel and character while encouraging pedestrian activity and traffic calming;
- Make streets more pedestrian oriented with sidewalks (street lighting, cross walks, etc.);
- Move parking to the interior of blocks but also allow for on-street parking;
- Parking lots adjacent to street need to be landscaped and buffered;
- Infill with development that fits and matches the historic character of the neighborhoods;
- Establish guidelines for infill development;
- Consider financial incentives to revitalize properties;
- Work with the university regarding off-campus housing.



Tyler Avenue Improvements
Source: City of Radford

People and Housing Planning and Development Policies with Implementation Strategies

The policies stated below provide Radford with direction for addressing identified issues and future opportunities related to people and housing. The goals help to clarify the policy and the implementation strategies state specific actions that the City can take to accomplish these policies and goals.

1. Radford's housing stock should be diverse, safe and provide housing opportunities for all residents:

- Goal 1-1. Encourage a diversity of housing types, sizes, and qualities throughout the community to meet the needs of residents;
- Goal 1-2. Ensure that housing is available for elderly, disabled and other persons with special needs;
- Goal 1-3. Support and ensure an adequate supply of affordable housing;
- Goal 1-4. Encourage public/private partnerships to address housing needs in the community;
- Goal 1-5. Provide appropriate regulations and oversight to ensure safe and sanitary conditions of homes, apartments, and other dwelling units throughout the City;
- Goal 1-6. Encourage more neighborhood associations to build a stronger sense of pride throughout the City.

Implementation Strategies:

- Strategy A. Develop a detailed housing strategic plan to address specific housing needs in Radford; consider infrastructure development that may be required; include recommendations for incentives to address housing development needs; inventory and define affordable housing for the City.
- Strategy B. Develop and implement a Property Maintenance Code using model programs that have been developed elsewhere in Virginia; work with property owners and landlords to ensure good communication and build consensus for a code that can achieve community goals and be supported by affected interests.
- Strategy C. Encourage neighborhood reinvestment through the funding of special neighborhood revitalization projects using Community Development Block Grant (CDBG), Capital Improvement Program, or other sources.

- Strategy D. Facilitate additional neighborhood discussions in the community to encourage the formation of active neighborhood groups to assist the City in addressing issues and improving neighborhoods.
- Strategy E. Develop a neighborhood organization model and promote its use throughout the City.
- Strategy F. Engage Radford University in collaborative efforts to address adequate and appropriate housing availability for projected student populations.

2. New residential development should be compatible in design with existing neighborhoods and the community's environmental character while also promoting the use of "Green" building techniques:

- Goal 2-1. Encourage new housing development in existing neighborhoods that is sensitive to existing architectural styles and development patterns;
- Goal 2-2. Encourage sensitive renovation of existing residential structures in historic districts and established neighborhoods;
- Goal 2-3. Encourage the conservation of natural resources and protection of scenic landscapes when developing new housing in previously undeveloped areas;
- Goal 2-4. Identify appropriate locations for new housing developments that are appropriate and best suited for protection of natural resources and "Green Infrastructure" resources;
- Goal 2-5. Promote development of energy efficient housing stock across income levels;
- Goal 2-6. Promote the development of a housing stock that utilizes universal design criteria and "Green" building techniques for residential construction.

Implementation Strategies:

- Strategy G. Amend the Zoning Ordinance to include Neighborhood Conservation Overlay Districts for building rehabilitation and new infill development in the Tyler Avenue housing area.
- Strategy H. Prepare an illustrated architectural guide for the residential neighborhoods that make up Radford. This will assist developers and home owners in understanding, building and renovating neighborhood housing that restores and maintains housing and neighborhood character.
- Strategy I. Promote "Green Building" techniques for new housing in both existing and new neighborhoods. Consider web information, publications, sponsoring training seminars, model projects, etc.

- Strategy J. Protect important viewsheds, prime open spaces, and natural landscapes of scenic and ecological beauty by encouraging conservation subdivisions for areas designated for Residential Conservation in the Future Land Use Plan.
- Strategy K. Amend the Zoning and Subdivision Ordinances to include additional development standards for infill housing, planned residential developments, and conservation subdivisions.
- Strategy L. Develop incentives and ordinances to promote universal design and “Green” building techniques.

3. Promote mixed-use developments in the downtowns and other designated areas in order to promote community sustainability and walkability:

- Goal 3-1. Encourage housing on upper floors in the West End and East End Downtown business districts;
- Goal 3-2. Promote mixed-use development with housing components in appropriately designated areas of the City according to the Future Land Use plan.

Implementation Strategies:

- Strategy M. Amend the Zoning Ordinance to include appropriate residential uses, densities and development standards in the areas that allow for mixed-uses.
- Strategy N. Investigate incentive programs (e.g. low interest grants/loans, reduced utility connections, university partners program, etc.) to encourage more mixed-use projects.

Parks and Recreation

The New River Valley and the surrounding region provides numerous outdoor recreational activities and the City of Radford has done an excellent job of taking advantage of the natural landscape in order to provide recreational opportunities to its residents. The New River itself is a tremendous amenity and the fact that the river flows along three sides of the City truly makes Radford the New River City. Radford has done an excellent job of connecting its citizens to the river through the recent development of Bisset Park Master Plan/ Riverway Plan with additional trails and pathways that help connect neighborhoods to the river.

Currently, the City is in the process of developing its first Parks and Recreation Master Plan that will provide detailed and specific information to help improve the overall system of parks and recreational facilities and programs throughout the community. Despite the lack of system-wide Parks and Recreation Master Plan, the City has provided a variety of park facilities and activities to its residents throughout most of the City. In 2007, the City worked with the Community Design Assistance Center (CDAC) of Virginia Tech’s College of Architecture and Urban Studies to prepare updates to the 2001 Open Space Master Plan and 2001 Pathways Master Plan. Both of these plans contain components of parks and recreation facilities, and the recommendations from these plans have been incorporated into this Plan and should be followed.



Bisset Park signage along East Main Street.

Existing Parks & Recreation

The City of Radford and the residents pride themselves on the abundant parks, multi-purpose trails and recreational facilities that are offered throughout the City. These parks and multi-purpose trails are examples of existing “Green Infrastructure” initiatives. The Parks and Recreation Department is responsible for providing recreational facilities and programming within the City. The mission for the City of Radford Parks and Recreation Department is:

“The purpose of the Radford Parks and Recreation Department is to develop healthy, good citizens through constructive leisure activities. Our aim is for varied, enjoyable, year-round programs of interesting and fun-filled activities.”

The Department currently operates ten parks, the Radford Recreation Center, Radford City School fields and Municipal Stadium, and a significant system of recreational multi-purpose trails (Pathways Network including the Riverway Trail). In total, the Department maintains approximately 180 acres of parkland and 5.5 miles of recreational trails. Table 24 lists the parks and recreation facilities while Figure 4 illustrates the parks system.

Bisset Park and Wildwood Park are the two signature parks within the City of Radford. Bisset Park is an active facility with multiple recreational activities available for residents, while Wildwood Park is a passive park with trails and the preservation of important natural features such as Connelly’s Run, steep topography and mature forests. These two



Bisset Park.



Wildwood Park.



Bisset Park from Memorial Bridge.

signature parks are located in the central portion of the City and are linked by the Riverway Trail.

In 2006, the Bisset Park Master Plan was developed by the consulting firm of Oliver, Webb, Pappas, and Rhudy (OWPR). The master plan will be implemented over the next nine years and will provide improvements for additional parking, river access and additional recreational amenities. These amenities include new basketball courts and a soccer field, an 18-hole disc-golf course, a skate park, restroom facilities, benches, picnic shelters, an amphitheater and vista platforms. Additionally, Veterans Field will be upgraded with a new press box, dugouts, batting cage and a new parking lot. The Riverway Trailhead in Bisset Park will also be improved with a new gazebo, a law enforcement memorial, a botanical garden, additional restrooms and a connection to the Radford University riverside pathway. These planned improvements will upgrade an already exceptional park into a destination for Radford residents and visitors.

Table 24- Existing Parks & Recreational Facilities		
Park/ Facility	Park Type	Acreage
Bisset Park/Riverside Park	Community	75.2
Radford Recreation Center	Community	17.3
Wildwood Park	Community	57.5
Veterans Field	Community	11.5
Riverview Park	Neighborhood	9.1
Sunset Park	Neighborhood	2.4
John Dobbin's Park	Neighborhood	3.2
Sisson Park/Hodge Field	Neighborhood	3.4
Haven Heights Park	Neighborhood	0.93
Total Park Acreage		180.5
Existing Pathways	Community	5.5 Miles
<i>Source: City of Radford GIS</i>		

The National Recreation and Parks Association (NRPA) established a system of park classifications in order to develop design standards or guidelines for the different types of parks that are located in communities throughout the United States. NRPA has established the five park classifications below:

- Mini Parks
- Neighborhood Parks
- Community Parks and Athletic Complexes
- Regional Parks
- Multi-Purpose Trails

The existing parks within Radford have been classified according to the NRPA classification system and are identified in Table 24. The existing parks in Radford have been classified based on the park acreages and the amenities that are offered at each facility. Currently, mini parks and regional parks are not present in Radford according to the NRPA standards.

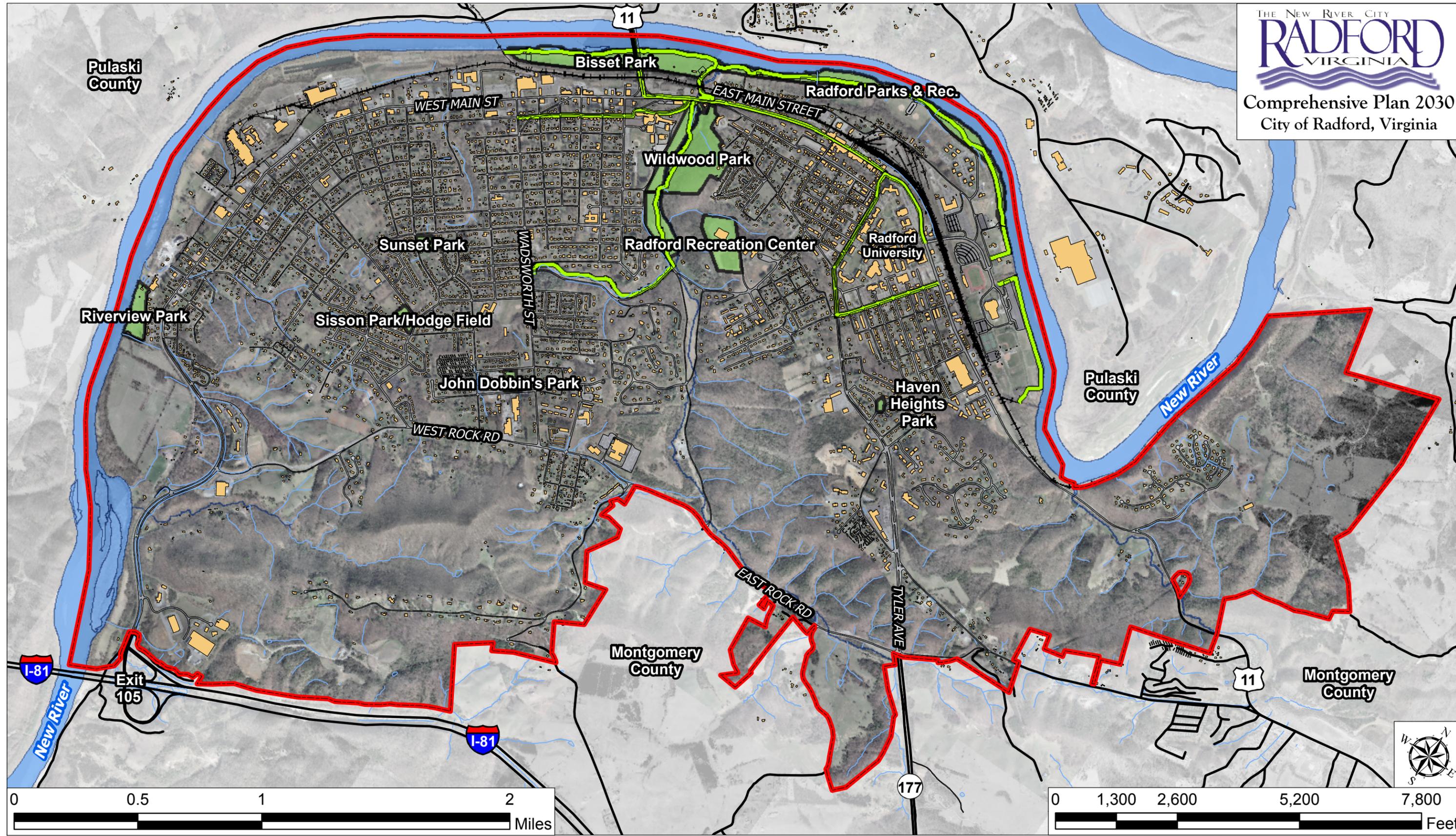
Neighborhood parks typically serve a population up to 5,000 and should be between two to ten acres in size and are sometimes associated with a school. Neighborhood parks are typically within walking distance to nearby residents. Neighborhood parks within Radford are Riverview Park, Sunset Park, John Dobbin's Park, Sisson Park/ Hodge Field, and Haven Heights Park.



Riverview Park.



Haven Heights Park.

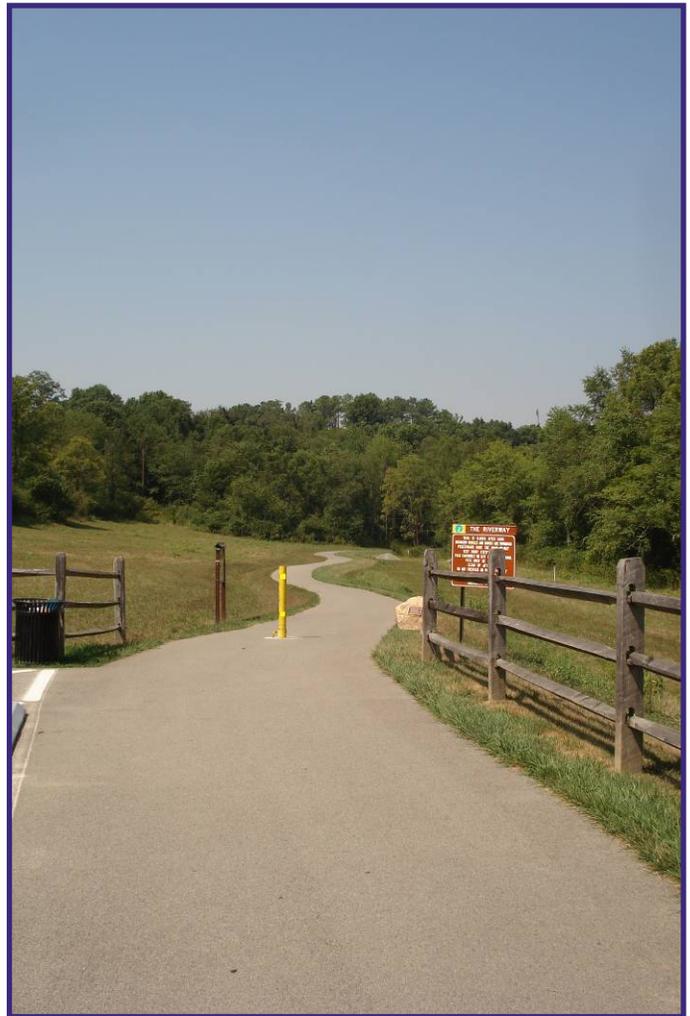


- Legend
- City Limits
 - Roads
 - New River
 - City Parks
 - Buildings
 - Railroads
 - ~ Hydrology
 - ~ Existing Trails and Bikeways

Figure 4-
Existing Parks &
Recreation Facilities

Community parks and athletic complexes average between 10 to 50 acres in size, and are intended to serve multiple neighborhoods throughout a community and provide recreational opportunities for the entire family. These parks typically contain facilities for specific recreational purposes such as athletic fields, swimming pools, tennis courts, picnic shelters, playgrounds, and multi-purpose trails. Passive recreation activities such as bird watching can also take place at community parks. Community parks may also contain neighborhood park amenities and help distribute these types of amenities throughout the neighborhoods. Community parks in Radford are Bisset Park/ Riverside Park, the Radford Recreation Center, Wildwood Park and Veteran’s Field.

The City has implemented an exceptional system of off-road, multi-purpose trails and bikeways (The Riverway) which is centered on Wildwood Park and Bisset Park. The Riverway is a part of the planned network of on-road and off-road bike corridors. As stated above, the existing trails total 5.5 miles and follow stream corridors along the New River, Connelly’s Run and Sundell Road. Additionally, bike lanes also travel along East Main Street, Second Avenue, Tyler Avenue and Jefferson Street. The planned network includes many additional trails and linkages that will expand upon the existing trails.



Pathway in Wildwood Park.

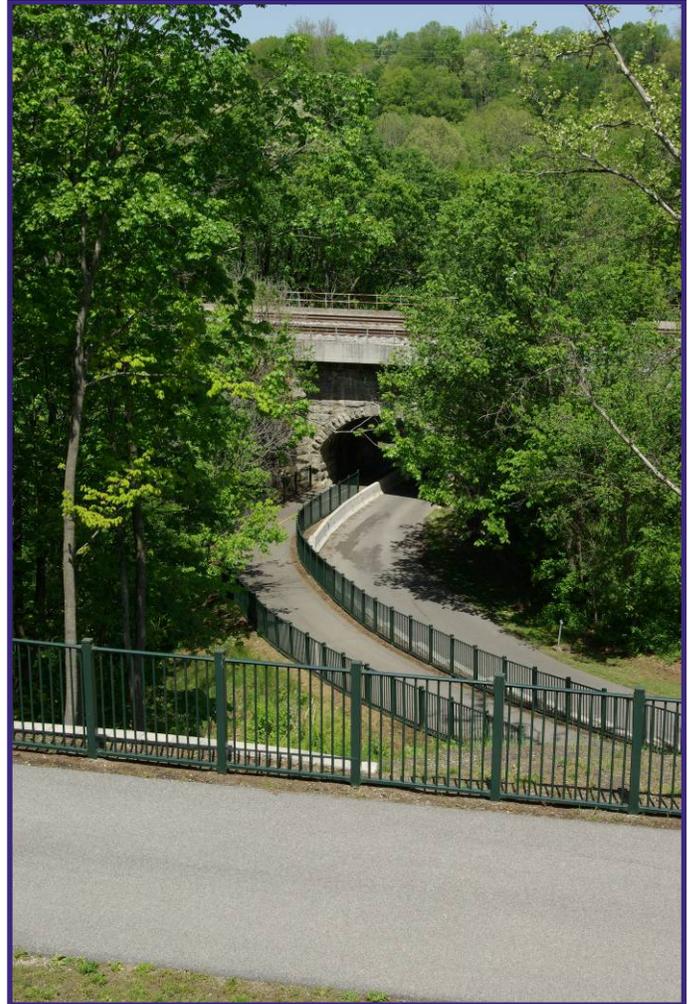


Wildwood Park trail.

Challenges & Opportunities

In order to analyze the distribution of parks throughout a community, the population served by the overall park acreage and the service areas of the parks must be analyzed. For planning purposes, we analyze the population served for every 1,000 residents and assign service radii for each park classification. Table 25 lists the population served by the existing parks and recreational facilities along with the service radii for the park types. Figure 5 illustrates the existing parks and recreational facilities with their service radii, neighborhood parks service areas are shown in purple while the community park service areas are shown in orange.

Neighborhood parks total 19 acres and community parks total 161.5 acres. Based on this and the 2006 population projection, there are 1.2 acres of neighborhood park land for every 1,000 residents. The national average for neighborhood park land is between one to two acres per 1,000 people. Based on this, Radford is served well by neighborhood parks from a park acreage standpoint if the parks were evenly distributed across the City. Community parks provide 10 acres of parkland for every 1,000 Radford residents, while the national average is between five to eight acres. This indicates that Radford is well above the national average and served well by community parks.



Pathway from Bisset Park.

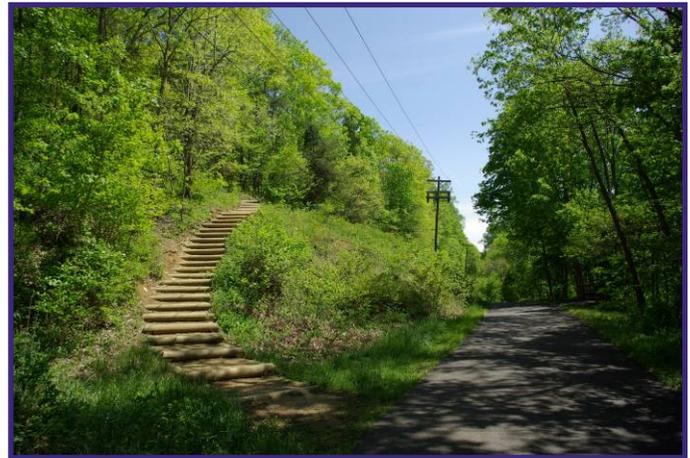


Dudley's Landing on the New River.

Table 25- Parks & Recreational Facilities Population Served				
Park Type	Acreege	Park Acreege per 1,000 Population	National Acreege per 1000 Population	Service Radii
Community	161.5	10.0	5-8	2.0 Miles
Neighborhood	19.0	1.2	1-2	0.5 Miles
Total Park Acreege	180.5	11.2	10	NA

City of Radford 2006 Population	16,120
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Using the NRPA guidelines, service radii have been established for neighborhood and community parks within Radford. Neighborhood parks need to be within walking distance to the surrounding neighborhoods and therefore have a one-half mile service radius, which assumes there are no physical barriers that inhibit walking to the parks, such as major roads, streams, or steep hillsides. Community parks serve multiple neighborhoods and sometimes an entire community and have a service radius of two miles.



Wildwood Park.

The distribution of the entire park system and the service areas associated with the parks indicates that nearly the entire City is served by neighborhood or community parks. The only area within the City that is not served by parks is the area surrounding I-81 Exit 105 and the Radford Industrial Center.



Bisset Park playground.

Neighborhood parks do not cover all of the neighborhoods and are heavily concentrated in the West End of the City with Riverview Park, Sunset Park, Sisson Park/ Hodge Field, and John Dobbin’s Park. Haven Heights Park is the only neighborhood park in the East End of the

City. It will be important for the City to maintain good playground equipment and other amenities in its existing parks, and establish several new neighborhood parks, over time, as new residential development occurs at High Meadows and other areas that are not currently served. By adding one to two new neighborhood parks in these locations, the distribution of the neighborhood parks will serve nearly every neighborhood. The abandoned playground near Allen Avenue may be an opportunity for an additional neighborhood park in the central part of the City.



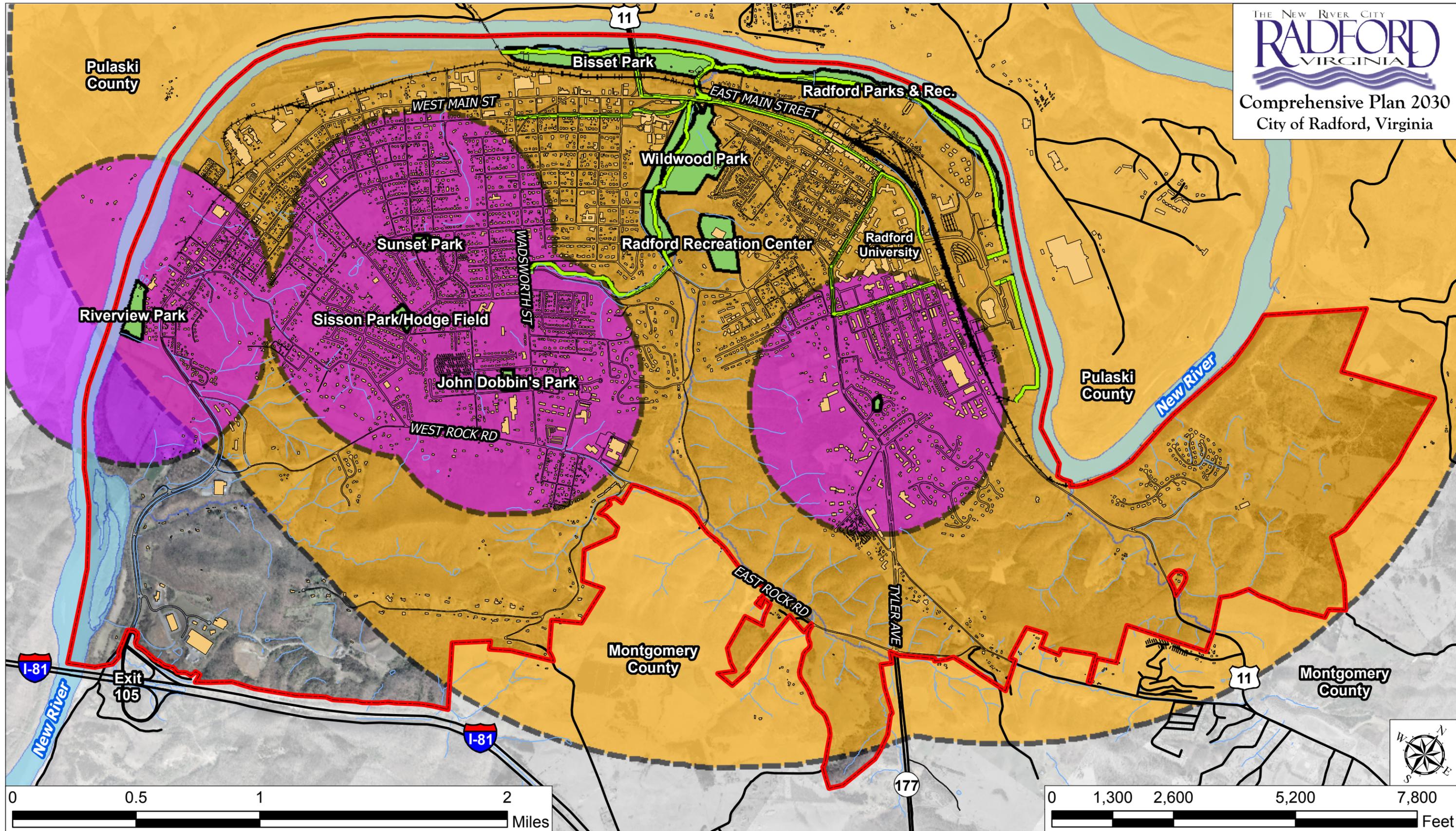
Recreation Center.

Community parks serve almost the entire City and also Fairlawn and other portions of Pulaski County and the acreages are well above the national averages. The potential for an additional community park will enhance the overall park system and if it becomes reality it should be located in the southwestern portion of the City. Citizens have expressed a desire for a community swimming pool and the additional community park mentioned above may house this potential swimming pool.



Riverview Park.

Additionally, there is an expressed need for a dedicated community dog park and this also has the potential to become part of the additional community park. It has been stated that the former firearms range or the old land fill site would be an ideal location for the off-leash dog park.



- Legend**
- City Limits
 - Roads
 - New River
 - City Parks
 - Neighborhood Parks Service Area-0.5 Mile Radius
 - Buildings
 - Railroads
 - Hydrology
 - Community Parks Service Area- 2 Mile Radius

**Figure 5-
 Existing Parks & Recreation
 Facilities Service Areas**

The CDAC 2007 Open Space Plan and 2007 Pathways Plan gives recommendations for additional multi-purpose trails and park lands. These recommendations are illustrated in Figure 6 and will help the City achieve an exceptional system of parks and trails throughout the City. The recommendations identify locations for new park lands and corridors for trails and bikeways to connect these parks to the neighborhoods. It is also important for the City to identify regional multiuse trail connections from the City throughout the New River Valley and beyond. One idea for connecting to Pulaski County is to utilize the abandoned railroad train tussle over the New River for a multi-purpose trail.

The New River Valley Planning District Commission (NVRPDC) developed the New River Trail Extension Feasibility Report, which proposes regional connections throughout the New River Valley. The report proposes safe alternative transportation connections that link the New River Trail State Park from its terminus in the Town of Pulaski to the Huckleberry Trail in the Towns of Blacksburg and Christiansburg. This proposed trail extension would travel through Dublin and the City of Radford via the Riverway Trail. This proposed trail would be developed from the eastern terminus of the Riverway Trail, along the New River and US Route 11 and then through the High Meadows area in the northeastern corner of the City. This proposed trail would then extend to the north, ultimately connecting to the Huckleberry Trail. This trail connection is a major regional initiative that would have a tremendous impact to the region and the City of Radford.



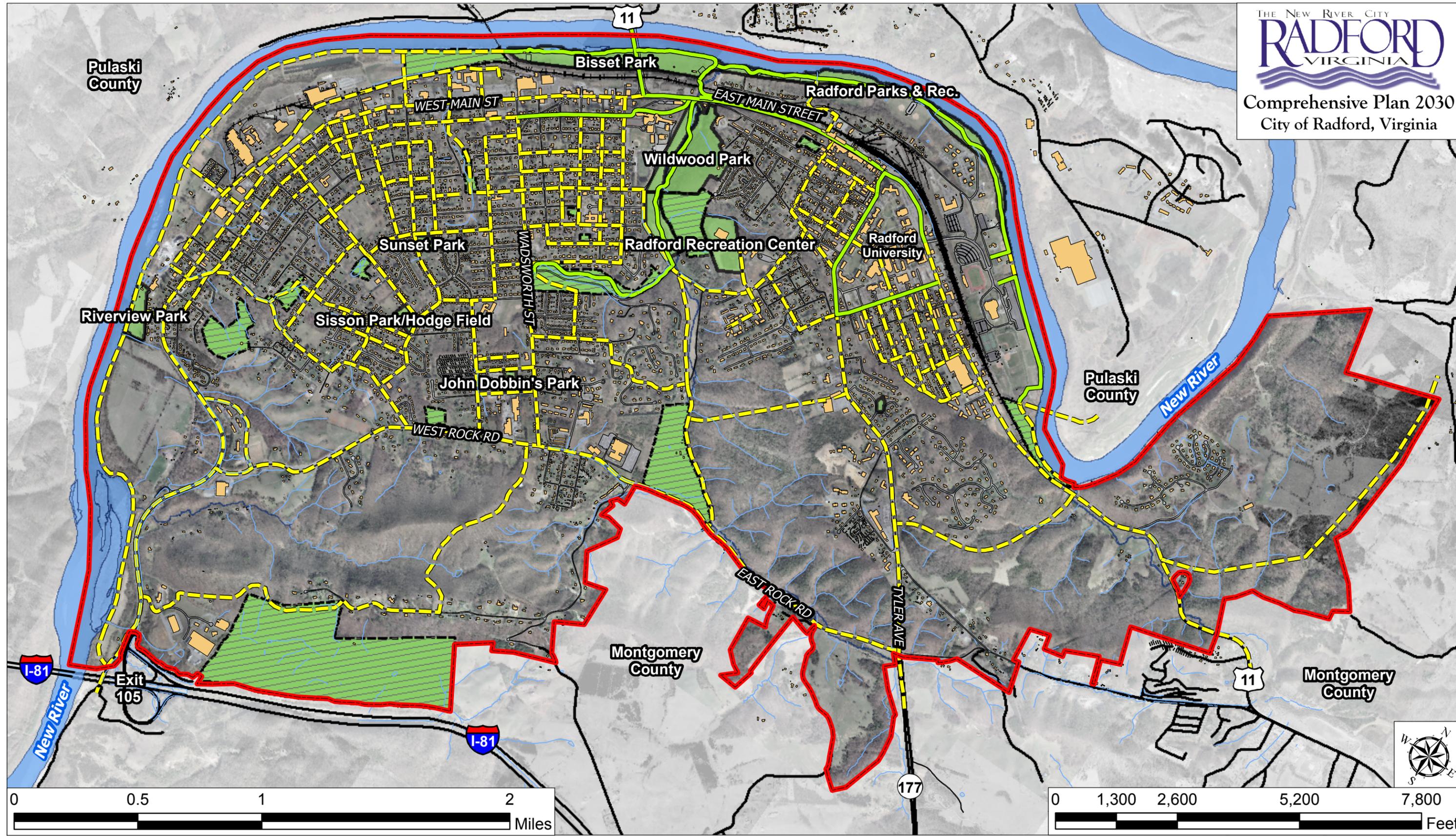
Pathway along Sundell Drive.



Pathway between Bisset and Wildwood Park.



The New River and the abandoned train tussle.



- Legend
- City Limits
 - Roads
 - New River
 - City Parks
 - Buildings
 - Railroads
 - Hydrology
 - Existing Trails and Bikeways
 - Proposed Sidewalks, Trails and On-Road Bikeways
 - Proposed Parks

Figure 6-
 CDAC Pathways
 Master Plan

Parks and Recreation Planning and Development Policies and Implementation Strategies

The following policies provide guidance and direction in addressing issues and future opportunities for parks and recreation within Radford. The supplemental goals provide additional detail related to each policy, while implementation strategies are recommended to achieve them.

1. Parks and recreational facilities are fundamental to the overall quality of life and economic stability of the City of Radford:

- Goal 1-1. Provide adequate parks, recreational facilities and programs to serve residents and attract visitors to Radford;
- Goal 1-2. Improve all existing park facilities through routine through the development and implementation of maintenance standards;
- Goal 1-3. Implement the 2007 Pathways and Open Space Plans;
- Goal 1-4. Encourage and support regional multiuse trail connections that link trails throughout the New River Valley and beyond (i.e. New River Trail Extension).
- Goal 1-5. Encourage the implementation of a community swimming pool.

Implementation Strategies:

- Strategy A. Prepare a Parks and Recreation Master Plan that details parks and recreational programming, facilities and maintenance standards, and evaluates existing and future needs, including replacement of old playground equipment; pursue the plan's recommendations for parks, pathways and other facilities.
- Strategy B. Implement park maintenance standards for all existing park facilities.
- Strategy C. Develop a phased implementation plan for the Pathways and Open Space Plans recommendations and determine appropriate funding sources. Support the efforts of Pathways for Radford.
- Strategy D. Identify the top priority projects including the recommendations of the Pathways and Open Space Plans and pursue funding solicitations and inclusion in City budgets. This could include improving the hiking and educational facilities at Wildwood Park, extending the Riverway Trail, and providing alternative transportation modes such as bike routes and sidewalks that will make for a healthier community.

- Strategy E. Partner with Montgomery and Pulaski Counties to create a regional multiuse trail that links the Pathways for Radford trails with the Huckleberry Trail in Blacksburg and the New River Trail in Pulaski.
- Strategy F. Partner with private organizations to sponsor trails or sections of trails to help fund them.
- Strategy G. Partner with the regional bikeway walking group to develop a policy that will facilitate the implementation of the New River Trail Extension through the City of Radford with connection to the Huckleberry Trail.
- Strategy H. Work with Radford City Schools and Pathways for Radford to develop and implement Safe Routes to School programs for all schools in the City.
- Strategy I. Partner with local citizen groups to implement “Active Living by Design” strategies for the City.
- Strategy J. Work with the Radford Recreation Department to develop a feasibility study for a community swimming pool, while also developing a faci

2. Radford’s natural environment and “Green Infrastructure” should be protected and preserved to ensure a high quality of life and continued environmental sustainability:

- Goal 2-1. Raise public awareness of Radford’s “Green Infrastructure” and identify green initiatives that will enhance the City’s overall environment and capacity for making informed decisions;
- Goal 2-2. Be a leader within the New River Valley through participation in the development and adoption of the New River Valley “Green Infrastructure” Inventory/Plan to identify and protect significant natural features for future generations;
- Goal 2-3. Promote environmental conservation and protection along riparian corridors.

Implementation Strategies:

- Strategy K. Develop a detailed “Green Infrastructure” Plan to guide the City in implementing appropriate green initiatives and making quality decisions with respect to environmental issues (e.g. water supply, storm water management, tree cover, etc.); solicit funding from grants or other sources.
- Strategy L. Amend the Zoning Ordinance and Map to include the New River floodplain conservation area and the riparian buffer zones along Connelly’s Run, Plum Creek, and other important streams throughout the City; consider a riparian

corridor of at least 100 feet from the banks of the stream (200 feet wide from the middle of the stream minimum).

Strategy M. Consider adding new open space and/or park facilities in areas identified by the Pathways and Open Space Plans and in areas designated by the Comprehensive Plan as needing additional facilities.

Strategy N. Review and update the Zoning Ordinance with respect to trees, landscaping, buffers, open space and environmental protection requirements for new development.

3. New public and private development should be consistent with adopted plans for pathways and future parks:

Goal 3-1. Promote recreational and pathway linkages when considering new public and private development.

Implementation Strategies:

Strategy O. Raise public awareness for proposed recreation and pathways projects by encouraging neighborhood and resident participation in community projects; celebrate accomplishments through events and media publications.

Strategy P. Review all development plans for consistency with adopted pathways and park plans; encourage linkages that connect development to the parks system.

Strategy Q. Analyze the potential impacts of new developments on the current and proposed parks distribution system to ensure adequate parkland, facilities and programs; work with the developers to include usable land for park facilities to meet resident and public needs.

4. Trees should be protected and preserved as an important environmental and recreational asset to the City of Radford:

Goal 4-1. Encourage the preservation of existing trees in new developments;

Goal 4-2. Encourage native tree retention, replacement and planting.

Implementation Strategies:

Strategy R. Promote and expand the Signature Tree Program, tree planting and other beautification projects in the City.

Strategy S. Develop public education materials for the Signature Tree Program and other beautification projects in Radford.

Chapter 6- Comprehensive Plan Elements-Parks and Recreation

- Strategy T. Fulfill the requirements to become a Tree City through the National Arbor Day Foundation.
- Strategy U. Promote tree conservation and planting efforts in all public projects and actions; encourage private tree conservation efforts through public education and environmental awards.

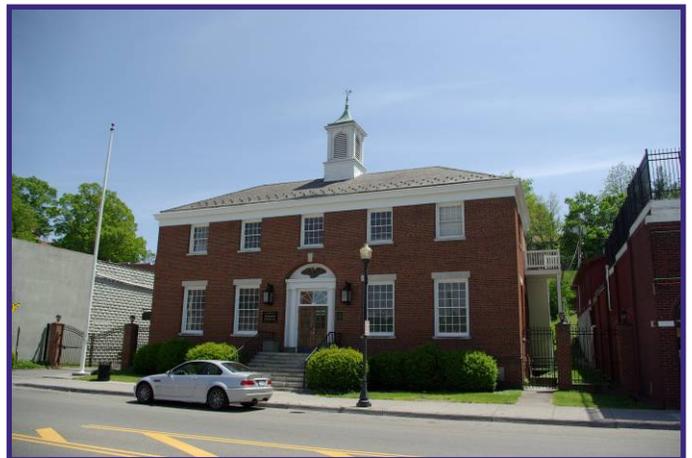
Economic Development

To maintain the high quality of life in Radford, it is paramount that the City continues to support existing businesses and industries while also marketing itself as an attractive location for new businesses. Radford is a City that is rich in natural beauty, history, recreation and education. The City’s economy is fueled by Radford University along with the automotive-related, castings, and electric motor industries. Radford is ideally located along a large bend in the New River and is the geographic center of the New River Valley with excellent access to I-81, I-77, and US Routes 11 and 460.

Radford continues to provide the charm of a small town with its two historic districts and surrounding residential neighborhoods, while also providing opportunities for many businesses and industries. Radford continues to serve as a major market center within the New River Valley with significant properties ready for new businesses and industries. Additionally, the growth of Radford University will continue to impact the City’s economy for the benefit of the entire community and surrounding region. These impacts may include improved student housing and off-campus housing, demand for short-term lodging facilities or hotels, demand for national retailers and restaurants, and additional workforce for local businesses. The Carilion New River Valley Medical Center is also a major resource within close proximity to the City of Radford that will continue to influence the economy by attracting people and businesses to the area.



East End Downtown.



East End Downtown.



Chamber of Commerce signage along East Main Street.

The City of Radford is served by a Chamber of Commerce, an Industrial Development Authority (IDA) and a Main Street Program that strives to help attract new businesses while also

strengthening existing businesses and making Radford a better place for people to live, work and play.

Radford University

Radford University is a major economic generator and is one of, if not the most important institution within the City. The future successes of the City and the University are dependent upon one another and there are numerous opportunities to work together towards common goals. The University has a total student population of 9,122 students, of which 8,023 are undergraduates and 1,099 are graduate students²². A majority of these students live in Radford. Currently, there are limited retail and entertainment opportunities for the students within Radford and many of them travel outside of the City to buy goods and for entertainment purposes.

Radford University recently came out with its new strategic plan (RU 7-17)²³, which is the first step towards developing an updated University Master Plan (currently in process). The University is also completing several large capital improvement projects that include:

- Douglas and Beatrice Covington Fine Arts Center, scheduled to open in the fall of 2008.
- Renovation of the Dedmon Center athletic arena, scheduled to re-open in the fall of 2008.
- Renovations to Davis Hall, scheduled to re-open in the spring of 2009.
- Renovations to Young Hall, scheduled to re-open in the summer of 2009.
- Renovations to Heth Hall, scheduled to re-open in the fall of 2009.

The RU 7-17 is an ambitious, ten year plan that will position the University as “one of the nation’s leading public comprehensive institutions.” The strategic plan also states that if the University is going to realize the goals of the plan, “all members of the University community must collaborate



Radford University at Tyler Avenue and East Main Street.

²² <http://www.radford.edu/NewsPub/rufacts.html>

²³ <http://www.runet.edu/rustrategicplan717.pdf>

to achieve this common purpose.” The City of Radford is one of the members within the University community and therefore, opportunities exist for the City and the University to collaborate and partner for mutual benefit.

The RU 7-17 Vision is:

“Radford University will be among the top 50 masters universities in the nation and will become increasingly known as a model for student-centered learning, transforming its students into graduates who will be among the most sought after by the nation’s best employers and who will become leaders in their communities and chosen careers in the arts, business, education, health and human services, medical professions, the humanities, the sciences, and technology.”



Radford University at Tyler Avenue and Jefferson Street.

Radford University will be experiencing considerable changes over the next ten years and beyond. To meet its vision, the University and the City must work together. For more information on RU 7-17 please see <http://www.runet.edu/rustrategicplan717.pdf>. Additional information is provided within this Comprehensive Plan in the Economic Development Challenges and Opportunities section of this chapter.

Existing Business Characteristics

There are several distinct and diverse business and industrial areas located throughout Radford. The major commercial concentrations are found along Tyler Avenue, East Main Street, and portions of West Main Street. The major industrial concentrations are located along West Main Street, along portions of Rock Road and in the Radford Industrial Center near Exit 105 with I-81. Radford University is located between Tyler Avenue, Jefferson Street and East Main Street in the eastern half of the City and is surrounded by student housing areas with some commercial activity.

Commercial Development

The predominant commercial activities exist in both downtown districts and along Tyler Avenue, to the north of Rock Road. These businesses include several hotels, a car sales lot, a bank and other commercial establishments. The Food Lion shopping center is also located along Tyler Avenue and contains a variety of commercial activities.

Near Radford University, commercial establishments exist along Tyler Avenue, Jefferson Street and East Main Street. The Tyler Avenue commercial activities range from convenience stores to tanning salons. Several small-scale commercial establishments also exist along Jefferson Street. The East Main Street businesses range from several restaurants to self-storage facilities to offices and include a variety of commercial establishments.

The East End Downtown is considered to be the heart of the community and is one of two historic districts in the City. This district straddles East Main Street and is located



Wades on West Main Street.



Best Western on Tyler Avenue.



East End Downtown.

immediately west of Radford University. Businesses in this area include antique stores, gift shops, restaurants, cafes, a gas station, banks and specialty stores along with the outdoor Farmer's Market. This area is utilized by both students and local residents and provides a sense of place for the entire community. There are several large vacancies within the East End Downtown that could be utilized for new commercial and or entertainment establishments. A major renovation project is currently in process for a new restaurant and pub that will be major boost to the East End Downtown.

Further along East Main Street and to the west of the East End Historic District, there are several restaurants, convenience stores and automotive shops. Bisset Park and Wildwood Park connect immediately past this area, with the Radford Chamber of Commerce and Radford Public Library adjacent to them. Across the street from the library and adjacent to the Chamber of Commerce building is a new commercial development that includes a CVS Pharmacy and Applebee's restaurant.



Applebee's on East Main Street near the Memorial Bridge.

The Memorial Bridge represents the terminus for East Main Street and West Main Street continues to the west. The second historic district is the West End Downtown located along West Main Street immediately past the Memorial Bridge. The West End Downtown is currently in transition with several significant structures being renovated for new commercial spaces with upper floor residential living units. The businesses in this area vary from restaurants to specialty stores to a child care facility, and there are several store-front vacancies and empty lots. Directly west of this historic district is one of two grocery stores in Radford, Wade's Foods. This is a vital and attractive business that will be an anchor to the renovation of the West End Downtown.

West Main Street is a two and a half-mile long commercial and industrial corridor that begins at the Memorial Bridge and the West End Downtown. Past the West End Downtown district, the corridor becomes a mixture of commercial and industrial uses that consists of many small businesses, several fast food establishments, convenience stores, one strip center, and car sales lots dispersed with many industrial facilities. Additionally, there are



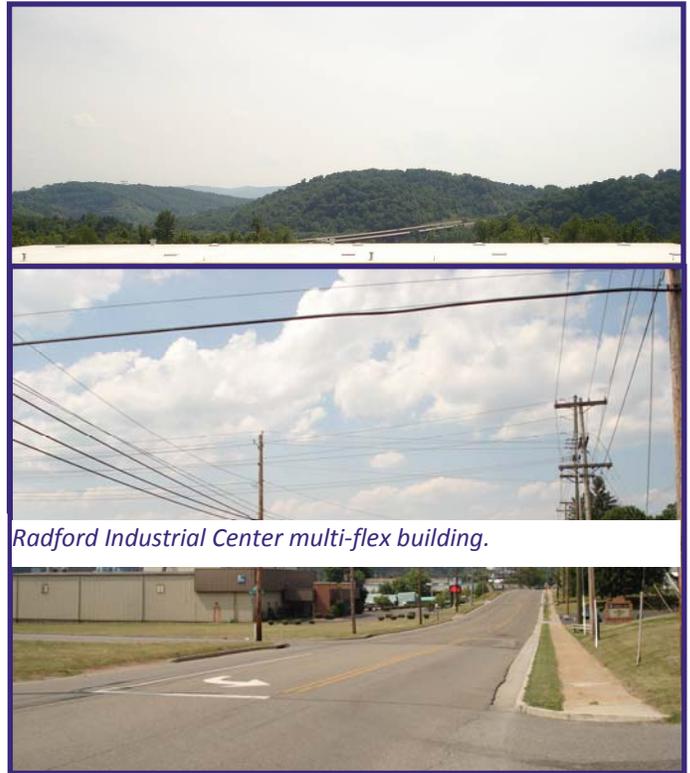
West Main Street.

many residences along sections of West Main Street. Once through the commercial and industrial corridor, West Main Street continues an additional one and a half miles to I-81 Exit 105 and the City limits of Radford. This one and a half mile long section features a landscaped boulevard in a parkway-type setting that is a beautiful gateway into the City of Radford.

Business and Industrial Development

A majority of the industrial facilities within Radford are located along West Main Street. The major industries are Internet, Danaher Corporation, and the Goodyear Rubber Company along with many smaller-scale industrial activities. The abandoned Foundry site is also located in this area, adjacent to the Internet facility. This property totals approximately 100 acres and is an ideal site for a new business or industrial park. The site has approximately \$15 million worth of infrastructure already in place, and is one of a few sites in the Commonwealth with this amount of existing infrastructure. The site requires demolition of the 200,000 square foot foundry building and additional site cleaning. The extent of the site cleaning is not determined at this time and a detailed environmental study is recommended to determine the amount of ground contamination on the property. Please see the special action projects at the end of this section for information on the conceptual revitalization plan of the Foundry Site that was developed at the Design Workshop.

The Radford Industrial Center is the second largest concentration of industrial land in the City and is ideally located near I-81 Exit 105. The industrial park totals 41 acres and is home a variety of businesses and industries. The industrial park also features a 54,000 square foot multi-flex building that was constructed by the IDA. This building is move-in ready for an ideal tenant. Adjacent to this structure is a six-acre graded pad site that is ready for construction. An additional two-acre graded



Radford Industrial Center multi-flex building.

West Main Street.



Rock Road businesses.

pad site also exists with frontage along West Main Street.

There are also several large commercial and industrial businesses located along West Rock Road. Aspen Motion Technologies is located at the intersection of Rock Road and West Main Street while the ThermaSteel Corporation is located further to the east along Rock Road. Additionally, there are two business facilities located to the east of the Wadsworth Street and West Rock Road intersection.

Utilities in the City of Radford are abundant with ample capacity to support new businesses and industry while also meeting the demands for the rest of the community. Electricity and water are provided by the City while sewer service is provided by the Regional Wastewater Authority and treated at the regional wastewater treatment plant. Solid waste disposal is provided by the New River Resource Authority and treated at a sanitary landfill. Natural gas is provided by Atmos Energy while communications is provided by Verizon with fiber optics and digital switching lines. For additional information on the utilities, please see the Public Services, Facilities and Utilities section of this Plan.



Old Foundry site.

Challenges and Opportunities

New land for commercial and industrial development is limited in Radford; therefore the City must make the most out of its commercial and industrial properties in order to maintain a balanced tax base and high quality of life for its residents. The City currently has a good mixture of businesses and industries and it is important to keep these operating and within the City. Radford University is on the verge of making major changes and the time is now for the City and the University to work together towards achieving common goals for mutual benefit. Capturing the commercial and entertainment needs of students will be a challenge in the short-term, but this is a tremendous opportunity for the City and the University in the long-term. As markets and



East End Downtown.

technology change over time, it will be important for Radford to market itself appropriately to attract new businesses and industries that are sustainable for the long-term. The City should market itself to clean/ high-tech industries as much as possible in order to make this happen and truly make Radford a “Green” community. Figure 7 illustrates the economic development opportunities for the City of Radford.

Radford University

As stated above, Radford University has developed a Strategic Plan (RU 7-17) and is in the process of updating the University Master Plan. The Strategic Plan is made up of four strategic directives, all of which will impact the City of Radford to varying degrees. The RU 7-17 directives are supplemented with general goals which are then explained in more detail in the Strategic Plan. For the purposes of this Plan, the

strategic directives are stated below and the following paragraphs discuss how they will impact the City.

Strategic Directive 1: Invest in People- The University will make academic excellence its highest priority by investing in faculty, students, administrators, and staff.

Strategic Directive 2: Invest in Programs- The University will foster distinctive programs that make learning and working at Radford University an exceptional and unique experience.

Strategic Directive 3: Invest in Society: Globally and Locally- The University will create a community that is effectively connected with the world, the nation, the Commonwealth and the surrounding region.

Strategic Directive 4: Invest in the Future- The University will engage all constituencies in raising the resources necessary to achieve its Strategic Directives, to explore new opportunities, and to ensure its successful future, through the combined efforts of the administration, faculty and staff.

RU 7-17 Strategic Directive 1

Under strategic directive 1, it is stated that the University will be shifting the balance of



Radford University Campus.



Radford University Campus.

students to a smaller, higher-qualified undergraduate student body, while increasing the post-graduate (Master’s) and doctoral student body. This indicates that the student population will be changing, with less undergraduate students and more masters and doctorate seeking students. This shift in the student population will most likely mean that students will be more educational and professionally oriented and more of a fit with the existing non-student residents of Radford.

It is also stated under this directive that the University will provide competitive packages for new faculty. To accomplish this, the City and University should work together to identify housing needs and provide ideal housing for new faculty, staff and residents. There is a perception within the community that adequate housing is not available for University staff and younger professionals looking for a new home. The City has a diverse set of neighborhoods and housing types with opportunities for new housing that will meet the market and demand for professors and younger professionals. By working together to identify what housing types are demanded in the City and marketing the attractive neighborhoods, this perception may be overcome. Additionally, if the University desires to “invest in people”, then the high quality of life in Radford and the short commute times to the University will lend itself to future faculty and staff.



Radford University Performing Arts Center.

RU 7-17 Strategic Directive 2

A major goal of this directive is to “promote co-curricular services to enhance student experiences before and after graduation.” This goal will be achieved through building state-of-the-art apartment style residence halls; building a new fitness and wellness center; expanding living/learning programs and opportunities; and providing retail, dining and entertainment, etc. that the student population finds appealing on campus, or working with the City of Radford to provide these services.

What this means to the City of Radford is that the University is looking to build new residence



Radford University Campus.



Tyler Avenue from Radford University Campus.

halls and a new fitness/wellness center. Given that fact that the University is currently renovating three residence halls and several other facilities, the new residence halls and fitness/wellness center may be built on additional land outside of the University’s current boundary. By expanding living/learning programs, this may be an opportunity for the City of Radford to work with students at varying capacities.

This directive also states that the University would like to provide more retail, dining and entertainment establishments for the students, on- or off-campus. Currently, many students travel outside of Radford for retail, dining and entertainment. Many existing businesses in the downtown and elsewhere would like to have the student’s business. This is a common goal of both the City and the University and highlights the need and market for additional businesses that are attractive to students. The East Main Street corridor, to the east of Jefferson Street, has been identified for student oriented retail establishments (please see East Main Street) and is an ideal location for additional commercial activity within the City in close proximity to the University.

RU 7-17 Strategic Directive 3

Radford University has a strong desire to develop a relationship with the surrounding region and beyond, that “fosters academic opportunities, good citizenship, ethical behavior, and civic engagement.” To accomplish this, the University desires to create partnerships that promote a strong, healthy economically sustainable Western Virginia; develop a study to determine the economic impact that the University has on the region and Commonwealth (Radford University Economic Impact Study); strengthen relationships and partnerships with local, state and national businesses to provide research and internship opportunities; and to explore the expansion of summer classes and programs for high school students to provide preparation for higher education learning.



Radford University Campus.

Under this directive, the City and the University share common goals and desires. The City wishes to attract new clean and high-tech

industries and the close proximity to the University makes Radford attractive due to educational, research, and partnership opportunities, especially with the projected future growth of the University. One way to help accomplish this would be through the development of the Radford University Economic Impact Study that the University plans to develop. The City should work with the University, as necessary, to help produce this report which will help to define the market and attract new businesses to the City and Region. Additionally, the desire of the University to strengthen relationships and partnerships for increased research and internships within the region will also provide benefits that are attractive to businesses. Strengthening educational programs for high school students will also benefit the City by strengthening the City Schools and better preparing high school students within the City for professional careers. This directive is very important to the City and University, and will help to establish Radford as a prime location for new businesses that could capitalize on the proximity to highly qualified students and graduates, research and partnership opportunities, and a location that provides a high quality of life for its employees.

RU 7-17 Strategic Directive 4

A major goal of RU 7-17 is to ensure that “all programs, colleges and new initiatives have adequate facilities that include new classrooms, state-of-the-art laboratory facilities, and new facilities for the College of Business and Economics (COBE), the College of Science and Technology, and the College of Graduate and Professional Programs.” The University will establish guidelines for planning, design and construction; enter into public/private partnerships to develop the needed facilities; and develop a plan for securing property to facilitate enhancing the University.

This directive and the outcomes of the University Master Plan (in process) will have significant implications to the City of Radford. This directive states that the University desires to enter partnerships to develop these needed facilities. It will be important for the City and the University to work together, where appropriate, to ensure that the development of these new facilities and initiatives provide for



Radford University Campus.



East Main Street along Radford University Campus.

mutual benefit. By working together, the City and University will be able to enhance Radford and make it a desirable environment for new students, University faculty and staff, businesses, residents, and visitors.

In the spring of 2008, the Virginia General Assembly approved a \$1.5 billion bond package with \$1.1 billion dedicated towards higher education²⁴. This funding supports the RU 7-17 Strategic Plan and provides for the construction of the following projects:

- Construction of the new COBE facility,
- Constructions of the new College of Science and Technology facility,
- Construction of three new residence halls,
- Construction of a new student fitness center,
- Construction of an addition to the Bonnie Hurlburt Student Center,
- Construction of a new parking garage,
- Significant funding for other capital projects throughout the campus.

In total, the future of the University will be transformed by \$211 million in current and future funding that includes the projects stated immediately above and on previous pages in this section of the report. That said, Radford University and the City of Radford will see significant changes over the next 10 years and beyond for the enhancement of the entire community. The City and the University must coordinate planning efforts to ensure a sustainable environment and economy for the future.



Radford University Campus sports facilities.

Beans and Rice

Beans and Rice was created in 1997 by students and professors from the Radford University Department of Sociology and Anthropology. Beans and Rice is a community economic development organization that specializes in building assets and developing capacities for low and moderate income families through economic and educational programs and is a real asset for the City of Radford. For more information please see <http://www.beansandrice.org/>.

²⁴ <http://www.radford.edu/NewsPub/April08/0424funding.html>

Radford Market Study and Implementation Plan

The Radford Market Study and Implementation Plan was completed in 2000 by Greenberg Development Services out of Charlotte, North Carolina. This market study provides the City with a long-range plan for encouraging economic development in the downtown, while preserving and enhancing the East End Downtown historic district. The study includes many goals and recommendations for revitalization, development framework, potential tenants, businesses assistance programs, promotional programs, business recruitment programs, and organizational changes. The market study plan serves as a catalyst to build a stronger business district in the East End Downtown that will be a destination within the New River Valley.

Main Street Radford

Since 1989, Main Street Radford has strengthened and promoted the downtown business districts in Radford. Radford is one of 21 designated Virginia Main Street Communities and the Main Street Program offers assistance and training to these communities to help increase the economic vitality of their downtown commercial districts by focusing on their unique heritage. In 2007, Main Street Radford and the City received a Virginia Main Street Milestone Achievement Award for \$10 million in private investment and 15,000 volunteer hours invested towards downtown revitalization.

The East End Downtown received both Federal and State historic district status in 2000, while the West End Downtown received status in 2004. The City is currently investigating the establishment of an Architectural Review Board (ARB) for both the historic districts. The

establishment of the ARB will help unify the entire district and provide a consistent architectural theme that will make all of the businesses more attractive to customers. Flexibility within the ARB and working with the business community will be vital to the success of the ARB. Incorporating gateways with appropriate signage into the downtown will also help people identify with the downtown and remember the special character of the East End.



East End Downtown.

East End Downtown

The East End Downtown is a special shopping destination within the City. Opportunities exist to improve and expand businesses in the downtown to create a vibrant and active shopping and entertainment district for students, residents and visitors. Taking advantage of its location and creating connections to the New River is an important component to revitalizing the downtown and helping businesses grow and relocate to the area. Incorporating additional specialty shops and entertainment establishments in the East End will help attract people to the district in the evening and thus improve the overall business environment while also meeting the entertainment needs of Radford University students.

Upper floor housing should be encouraged throughout the downtown, where appropriate, in existing structures and in most new construction. This will help meet the housing demand for students and younger professionals in the community. By having more people living in the downtown, the amount of activity will increase at all times of the day and allow for more establishments to be open later in the evenings. Incorporating arts and entertainment establishments will also attract more people to the downtown for work, shopping, entertainment and living.

In addition to the East End Downtown, there is discussion about making Grove Avenue, from



East End Downtown.

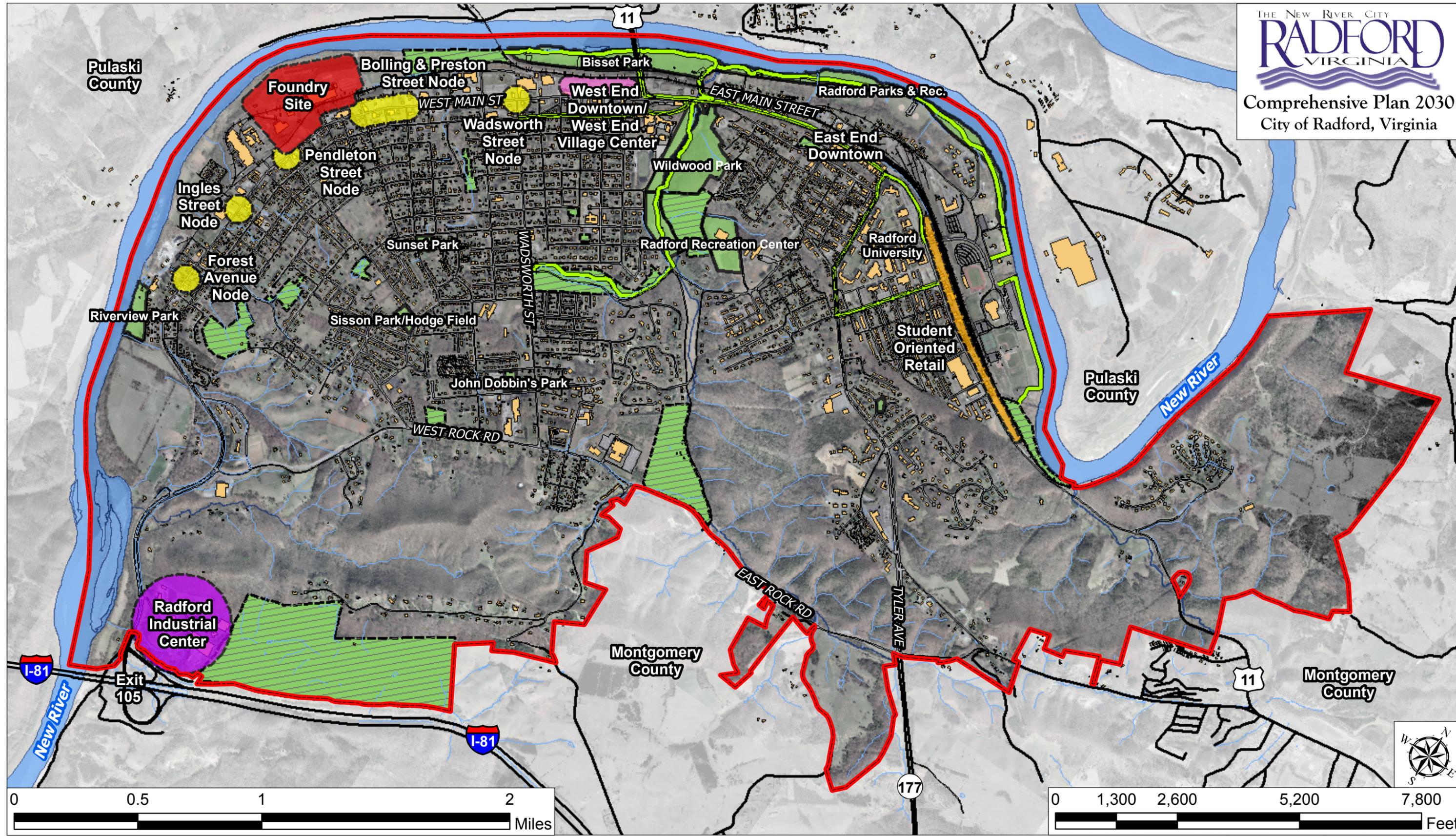


East End Downtown.



East End Downtown.

Tyler Avenue and Third Avenue, a parallel retail street to Main Street. This may accommodate some student oriented retail opportunities to complement the East End Downtown.



- Legend**
- | | | | |
|-------------|------------------------------|---------------------------|--------------------------------|
| City Limits | New River | Foundry Site | Student Oriented Retail |
| Buildings | Hydrology | West End Village Center | West Main Street Redevelopment |
| Roads | City Parks | Radford Industrial Center | Proposed Parks |
| Railroads | Existing Trails and Bikeways | | |

Figure 7-
Economic Development
Opportunities

Opportunities exist for renovation of vacant structures and infill development on empty lots. Negotiations should occur with the Norfolk & Southern railroad to explore the possibility of moving the railroad switch yard and utilizing this land for expansion of the downtown business district. Expansion of this district could include several components such as new retail space, additional office, housing, or live-work opportunities, potential for a parking garage, a public plaza or park, etc. Unique pedestrian bridges could facilitate movement across the active railroad tracks that would remain, and give the East End Downtown a unique identity and character while also functioning as part of the Pathways Network through Radford. These pedestrian bridges could also reflect the pedestrian bridge that is proposed as part of the West End Village Center revitalization plan.

East Main Street

East Main Street (Route 11) is a major gateway into Radford and is a commercial corridor once the road travels past the sharp bend in the New River. Currently, the area is not visually unified and there are businesses and retail establishments near Radford University. There are two new small-scale office buildings along this corridor that are attractive and reflect the character of Radford. This area is an ideal corridor for student oriented activities that include retail, entertainment, and specialty stores that are geared toward University student populations.

This corridor is ideal for student oriented business activities due to its location in relationship to the University, the Jefferson



NS Switchyard near East End Downtown.



Jefferson Street and East Main Street.



East Main Street.

Street student housing area, and the current amount of undeveloped land. Convenient access is provided by Jefferson Street and East Main Street and pedestrian connections should be encouraged to the University athletic complexes and Riverside Park with a pedestrian bridge over the railroad tracks. This pedestrian bridge could also be coordinated with the potential pedestrian bridge(s) proposed in the West End Village Center and the East End Downtown (see above and below) and provide the City and University with identifiable pedestrian bridges that help to give Radford a unique identity.

There have been concerns that the East End Downtown is not as viable as it could be due to perceptions of the area as a student oriented district. Conversely, it has also been stated that the East End Downtown does not meet the needs of University students. Despite these discrepancies, by establishing the East Main Street corridor as a student oriented area, these perceptions may be overcome. This will allow the East End Downtown to provide different alternatives that cater to a slightly older population and non-student residents within the City. Connections between the East End Downtown and the East Main Street student-oriented commercial corridor will be important and should be encouraged through the pedestrian connections and attractive streetscaping and signage.



East End Downtown.

By improving the already established East End Downtown and providing more student-oriented retail and entertainment establishments along East Main Street, a variety of experiences will be available to residents and students. Competition between these two areas should be avoided as much as possible, while a variety of establishments and venues that meet market demands should be encouraged in both areas. Additionally, some student-oriented retail activities may not be desirable in the East End Downtown, and therefore these establishments should be provided along East Main Street. Careful consideration to the types of uses in both of these areas will be required as they are improved.

West End Downtown/ West End Village Center

The West End Downtown currently provides limited opportunities for shopping and entertainment and has many vacancies and empty lots that are ideal for infill development. The district features several buildings with strong architectural features and these features should be enhanced and used as templates for all new construction in the area. This area could become a special niche market place for art galleries and other specialty shops that support arts and crafts products while also providing support to the nearby civic uses. Additional entertainment venues should be targeted to help attract people to the area during the evening hours. It will be important for the West End Downtown to complement the East End Downtown as it will be devastating if these two districts compete with one another. Housing should also be incorporated into the district to make the area an additional activity center within Radford.

Several existing structures have been renovated or are in the process of being renovated with retail and housing components. These investments indicate that the market is strong in Radford and that the West End Downtown is on the verge of being a special place once again. As part of the planning process for this Comprehensive Plan, the West End Village Center revitalization plan was developed during the two-day design workshop.

The West End Village Center plan is conceptual, and redevelops the West End Downtown by incorporating mixed-use buildings to the rear of the existing structures and taking advantage of



West End Downtown.



West End Downtown.



Arlington Street looking towards the West End Downtown.

the views to the New River. A new road is constructed along the alignment of the existing alley with infill buildings being placed along the ridge top with a public landing stretching along the edge of the ridge. Four overlooks or vistas protrude from the landings with one providing pedestrian access across the railroad tracks and into Bisset Park with towers that provide access to the park. This pedestrian bridge and towers are approximately 80 feet tall in Bisset Park and an elevator and stairs will provide access down the bridge to ground level for ADA access. For more information on the West End Village Center please see the Special Action Projects at the end of this section.



West End Downtown undeveloped lot.

Housing will be an extremely important component and should be encouraged throughout the West End Downtown and West End Village Center. Housing in this area should be high-end and marketed to professionals of all ages. Condos and townhouses may be appropriate with views that take advantage of the natural setting provided by the New River. This area is envisioned to be walkable and the dense development proposed for the area will make it attractive to younger professionals and even older retirees.

West Main Street Corridor

West Main Street is an additional gateway into the City of Radford from I-81 Exit 105. As stated above, the one and a half mile entrance from Exit 105 provides a beautiful parkway gateway into the City, which quickly turns into a commercial and industrial corridor from Forest Avenue to the Memorial Bridge. During the two-day design workshop, the entire length of the West Main Street Corridor was examined and a revitalization strategy was developed.



West Main Street.

This strategy involved breaking down the corridor into small sections and identifying where commercial and business opportunities should be concentrated as revitalization or activity nodes. This node concept suggests that beautification and redevelopment be concentrated in these strategic locations first. Once these nodes become beautified or redeveloped, it is envisioned that they will serve as a catalyst for the beautification or redevelopment of the areas between the nodes.

Each of these nodes provide unique opportunities for a diverse set of experiences that will help visually connect the corridor and draw people into the multiple destinations within Radford. These destinations are the West End Village Center, East End Downtown, Wildwood Park/ Bisset Park and the New River, and Radford University. Due to the location of these nodes to a majority of the City's residential areas, there must be a strong emphasis on bicycle and pedestrian friendliness along the entire corridor. For more information on the West Main Street Corridor revitalization plan, please see the Special Action Projects at the end of this section.

Beautification of the entire West Main Street Corridor will be an extremely important component to the future success of the corridor and the City. The City has done an excellent job of creating attractive wood signage for its government facilities and some private businesses throughout the community. This signage standard should be incorporated throughout the City and the West Main Street Corridor to help visually connect it to the rest of the City. Additionally, streetscape elements such as banners and flower boxes should be expanded throughout the entire corridor.

Beautification of the streetscape also includes landscaping elements and creating landscaped medians in the roadway where appropriate. Incorporating a consistent, yet varied landscape pattern throughout the corridor will help beautify and establish a recognizable identity, help to slow traffic, and also serve as gateways into the revitalization nodes identified. Other



West Main Street.



West Main Street.



West Main Street.

beautification improvements include access control and consolidating curb cuts where appropriate.

Business, Industrial, and Commercial Development

Industrial land in Radford totals 264 acres or approximately 4 percent of the land area, while commercial development totals 171 acres or 2.6 percent of the land area. Land for additional industrial and commercial development is limited and therefore it will be important to make the most out of the existing industrial lands. There are currently 100 acres of land available for redevelopment at the Foundry Site with several smaller sites and buildings available in the Radford Industrial Center. There are numerous vacancies and significant commercial opportunities for infill development in the East End and West End downtowns.



West Main Street.

Industrial development is a priority for the City in order to maintain a balanced tax base and a high quality of life for its residents. Industrial development plays a major role in the economy of Radford and as technologies change and adapt over time, the City must attract new and sustainable business and industrial development such as clean and high-tech industries.

The Internet Foundry Site should be a top priority for new business and industrial development. In order to make this happen, a partnership between the City and Internet should be explored as long as the City does not become liable for environmental cleanup of the site. If a partnership is formed, it should work with the Department of Environmental Quality (DEQ) and the Virginia Economic Development Partnership (VEDP) to develop a strategy for funding site demolition and cleanup, while also marketing the site for new business and industrial development.



Old Foundry site.

During the two-day design workshop conducted as part of this plan, a conceptual development plan was developed for the Foundry site. Figures 9 illustrates this conceptual plan and for more information please go to the special action projects at the end of this section. Future uses of the site should include a mixture of industrial uses to take advantage of the abundant infrastructure present on the site, along with professional offices and service oriented businesses. Industrial and manufacturing uses should be placed near the rail lines with other uses being closer to West Main Street or taking advantage of the views to the New River. A business or industrial park master plan could be developed for the site, with multiple tenants and uses. The New River Valley Economic Development Authority targets industries in the areas of automotive suppliers, heavy trucking, high performance manufacturing, mobile home products, plastics, polymers, and chemicals along with warehousing and distribution. The site could accommodate a number of these types of facilities. Additionally, the significant amount of land within the floodplain should be utilized as passive parkland and the New River Trail should pass through this area along the New River.

“Green” Building Techniques for Civic, Commercial and Industrial Facilities

In order to promote and market the City of Radford as a “Green” community, there needs to be a commitment towards building “Green”. This means that renovation projects and new construction projects should have an emphasis on utilizing “Green” building techniques and sustainable development practices for not only residential uses, but civic, commercial and industrial developments as well.

The City of Radford desires to be a “Green” community and one way to do this is to become a leader by utilizing these practices to the fullest extent possible. The City can become this leader by making all new civic projects Leadership in Energy and Environmental Design (LEED)²⁵ certified and promoting the use of these practices in all renovation and new construction projects where appropriate. The U.S. Green Building Council (USGBC) administers the LEED program and it was developed in 2000 to measure the effectiveness of sustainable design projects. Points are awarded in six categories, including water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality. Structures are certified if they meet basic requirements, while those that go above and beyond the minimum can receive silver, gold, or



Sculpture garden in the West End Downtown.

²⁵ <http://www.usgbc.org/>

platinum ratings based on their scores. For more information please visit the USCBG website: <http://www.usgbc.org/>.

Parks and Recreation

Parks and recreation plays a major role in economic development for any community, by providing amenities that act as a draw for residents, visitors and businesses. Residents desire parks and recreational facilities because they help to beautify the City and are examples of “Green Infrastructure”, they provide opportunities for active and passive recreation, they help to connect people to each other, and they provide opportunities for active lifestyles. Businesses desire a good parks and recreation system because it helps make the community more attractive by providing opportunities for healthy lifestyles and also increasing the likelihood that the employees will live within that same community.

The New River is a tremendous recreational opportunity and the City of Radford needs to be connected to it as best as possible. By connecting to the New River, the City will boost its recreational offerings while also strengthening economic development opportunities.

As stated previously, Radford has done an excellent job of providing diversified parks and recreational opportunities to its residents and businesses. The Pathways Network has helped to establish a well connected system of parks and multi-purpose trails, and the CDAC Open Space Plan and Pathways Master Plan will expand upon the parks system tremendously. The recommendations for the Parks and Recreational facilities will make Radford a community that is more attractive to new residents and businesses by providing numerous opportunities for recreation.



Wildwood Park.

Tourism and Special Events

Radford is a unique City with an historic past and is committed to preserving its historic character. The City recognizes a need to enhance its tourist attractions and developed the City of Radford Tourism Strategic Plan in early 2007. From this plan, the City developed the following Tourism Mission Statement:

“To increase positive economic impacts throughout the community by promoting Radford as the New River City.”²⁶

The plan also created the following Vision Statement:

“To be recognized as a premier tourist destination on the scenic New River which supports a sustainable effort to promote its educational, cultural, historic, natural and recreational attractions.”²⁷

There are currently numerous tourist attractions in Radford and include the Radford University Museum, two Historic Districts, Farmer’s Market, the Glencoe Museum and Visitor’s Center, the Ingle’s Farm, and ecotourism opportunities at Bisset Park, Wildwood Park, and along the New River. The two historic districts are the East End Downtown and the West End Downtown and they help to maintain the historic character of Radford. Future improvements to these areas should be tied to tourism and special events as much as possible. The neighborhoods that surround these historic districts offer opportunities for community revitalization that will further enhance the overall image and character of the City while making Radford a unique place that tourists remember.



Glencoe Museum and Visitor’s Center.



Radford’s Farmer’s Market.

²⁶ City of Radford Tourism Strategic Plan 2007

²⁷ City of Radford Tourism Strategic Plan 2007

Special events take place in Radford throughout the year and range from sporting events and tournaments to various festivals or other special events. These events are held in the City and sponsored by various City Departments, Radford University and the business community. Events include the Radford Highlanders Festival which is a partnership between the City and the University, Heritage Day, numerous holiday events, and various sporting tournaments. The Recreation Department also provides an abundant schedule of special events that range from movies in the park to 5K races to educational programs throughout the City. It will be important for the City to support coordinated efforts between these special events, tourist attractions and ecotourism activities in order to build upon and enhance these community amenities.

The City of Radford has abundant tourist attractions and the recommendations from the Tourism Strategic Plan will build upon this foundation in order to enhance tourist activity in Radford. Through appropriate marketing efforts outlined in the Tourism Strategic Plan and implementing its recommendations, the City will increase tourist activity and improve the economic vitality of tourism and the businesses community within the City.

New River Heritage Museum & Visitor's Center

The New River Heritage Museum and Visitor's Center is one idea that is recently being promoted in Radford to expand tourism within the community and region. The museum is envisioned to include a visitor's center, the New



Mary Draper Ingles memorial.



Aerial View of the New River Heritage Museum and Visitor's Center site. Source: Dr. Richard Harshberger.

River Heritage Museum, a Native American Village exhibit, and a Frontier Village exhibit. This museum is proposed to be constructed on 268 acres of land that is outside of the City limits, in Montgomery County, to the east of I-81 Exit 105. The museum would require the reconfiguration of Exit 105 and this location is ideal for a visitor's center similar to Tamarack in West Virginia.

The New River is one of 14 rivers designated as "American Heritage Rivers" by the federal government and Radford is the only community that is bordered by the river on three sides, which makes Radford the New River City. The visitor's center and museum would showcase arts and crafts from the region and could serve as a laboratory for scientific, sociological, and historical research for both Radford University and Virginia Tech. Radford University's Selu Conservancy is contiguous to the proposed site and together the two sites account for over 500 acres of pristine land.



The New River from the Memorial Bridge.

The New River Heritage Museum could also serve as a marketing center for Radford and New River Valley tourist attractions with a connection to the Wilderness Road. The location of the Wilderness Road is a short distance from the proposed site and crosses the New River at the Ingle's Ferry.

Economic Development Special Action Projects

West Main Street Corridor Revitalization Plan

The West Main Street Corridor Revitalization Plan was initially developed during the two-day design workshop and is a conceptual plan that aims to improve and strengthen the entire corridor. The revitalization plan identifies strategic areas where redevelopment or beautification projects should be undertaken in order to improve the overall appearance of the corridor while providing important connections between the surrounding neighborhoods, West Main Street businesses, and the New River. The nodes provide for a variety of experiences from gateways to recreational connections to commercial activities. It is envisioned that as the nodes redevelop the areas between the nodes will be improved as well making for a unified corridor that attracts people into the hearts of Radford, the West End Village Center and East End Downtown.

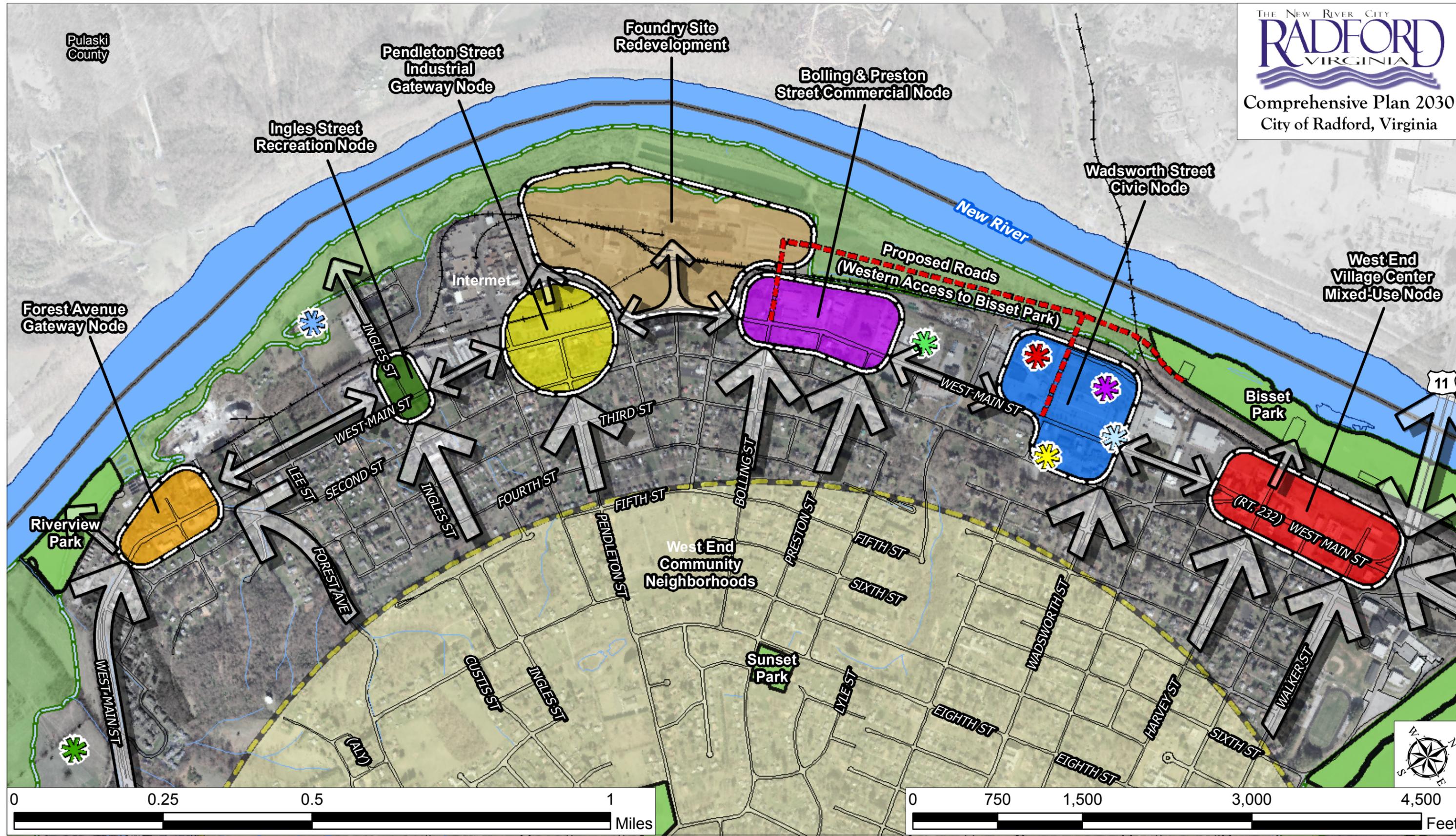
The goals for revitalizing the two-mile long West Main Street corridor are to provide an appealing entrance corridor that reflects the character of the City, to beautify and unify the entire corridor, strengthen the vitality of businesses and industrial uses along the corridor, make strong connections from the neighborhoods and businesses to the New River, and to allow for enhanced business opportunities in the West End. Additionally, a passive recreational area along the New River and associated floodplain is planned to connect Bisset Park to Riverview Park and beyond. This passive recreational area will include trails and pedestrian connections to the businesses along West Main Street and the surrounding neighborhoods while preserving the natural landscape along the New River. Figure 8 illustrates the West Main Street Corridor Revitalization plan.



Planning Team during the two-day workshop.



West Main Street.



Legend

Radford Municipal Building	Glencoe Museum/ Visitors Center	Forest Street Gateway Node	Bolling & Preston Commercial Nodes	Community Neighborhoods
US Post Office	Ingles Farm	Ingles Street Recreation Node	Wadsworth Civic Node	
La Riviera	Public Reuse Potential	Pendleton Street Industrial Gateway	West End Village Center	
Future Public Safety Building		Foundry Site	Greenway/ Riparian Corridors	

**Figure 8-
 West Main Street
 Corridor Plan**

The West Main Street Corridor Plan identifies six activity nodes where revitalization efforts should be concentrated and the opportunity for redevelopment of the Foundry Site. These areas are located at important intersections along West Main Street and are intended to provide a variety of experiences that unify the corridor and draw people into the City. In addition to these activity nodes, several road extensions are proposed that will help provide vehicular and pedestrian connectivity throughout the West End and along the New River. Pendleton Street, Bolling Street, Preston Street, and Robertson Street are proposed to be extended towards the New River with a connection between these roads and to Bisset Park. For more information on these road extension projects, please see the Transportation section of this Plan. The six activity nodes are listed below:

- Forest Avenue Gateway Node
- Ingles Street New River Recreation Gateway Node
- Pendleton Street Industrial Gateway Node
- Bolling Street & Preston Street Commercial Node
- Wadsworth Street Civic Node
- West End Village Center Node

A major contributing factor to revitalizing the entire corridor will be to establish a consistent streetscape that ties the West Main Street corridor to the City of Radford through consistent landscaping, signage and other streetscape amenities. Currently, the corridor is not visually consistent and is a “hodge podge” of different uses with undesirable streetscapes.



West Main Street.



West Main Street existing streetscape.



West Main Street proposed streetscape.

The lack of a consistently designed streetscape and the industrial feel of the corridor makes for an unattractive gateway into the City as one enters from I-81 Exit 105.

By establishing a consistent streetscape and concentrating redevelopment efforts at the strategic locations identified above, the entire corridor will work together to provide enhanced opportunities for business while also meeting the needs of residents and employees who live and work along the corridor. Additionally, it will be extremely important to connect the West Main Street corridor and surrounding neighborhoods to the New River.

Forest Avenue Gateway Node

The Forest Avenue gateway node should consist of neighborhood commercial uses that serve the needs of the nearby residents. This node is also important as it will establish a gateway into the City and tell visitors that they have reached the City of Radford. It will also be important for this node to establish the design standards that are found throughout the City. This node should also include a strong connection to Riverview Park along the New River. The image below depicts a



Conceptual Forest Avenue Gateway Node development.

conceptual plan for how the Forest Avenue node could be redeveloped by placing buildings close to West Main Street that includes a public plaza. The parking has been placed to the rear or sides of the buildings and should be accessed via the alleyway that currently exists.

Architectural detailing and scale of the buildings will be equally important to placing the buildings close to the street. The detailing should reflect the historic character of the City and tell travelers that they have entered the City of Radford. Buildings should be two-stories tall and not exceed more than three stories. Placing the buildings close to the street will help to frame the street while also making them more pronounced and identifiable. Additional streetscape improvements will be important as well. It is also envisioned that new development in this location will help Radford residents increase their community pride as this redevelopment should tie into the historic fabric found throughout the community and help to beautify the West Main Street corridor.

Ingles Street Recreation Node

The Ingles Street New River recreational gateway node should establish a strong connection to the New River and the passive recreational area established along it.

Additionally, this node should help soften the transition from the current residential areas along West Main Street to the major industrial area of the City. The image below illustrates how the Ingles Street node could conceptually be redeveloped by creating a green public space along West Main Street, which will provide for an inviting gateway to the New River and passive recreation area. Ingles Street is not properly aligned with West Main Street and does not create a



Conceptual Ingles Street Recreation Node development.

four-way intersection. In order to create a four-way intersection, Ingles Street has been re-routed to properly align itself with a curved one way in and one way out entrance to the New River with the public open space in the middle. This open space may include a Mary Draper Ingles statue or other identifiable landmark.

The existing businesses and civic uses in this area can remain and a large undeveloped parcel has been developed with new business opportunities. This parcel shows buildings being built close to West Main Street and along the railroad tracks with a shared parking lot behind them. The uses along the railroad could be light industrial facilities that could take advantage of the railroad. Much like the Forest Avenue Gateway node, the architectural detailing and scale will be important and must tie into the historic fabric found throughout the community. Streetscape improvements will also be important within this area with potential for a landscaped median.

Pendleton Street Industrial Gateway Node

The Pendleton Street industrial gateway node is located in the middle of the major industrial area within the City. Redevelopment of this area should allow for the main entrance to the existing Internet Facility and provide convenient access for tractor trailers. Additionally, this node should provide access to the redevelopment of the Foundry Site. Redevelopment within this node may include commercial, office or other business/industrial uses that complement the businesses within the immediate area. Again, architectural detailing and the scale of new development should reflect the historic fabric found throughout the community, or reflect future themes associated with the future redevelopment of the Foundry Site. Attention to streetscaping enhancements will be important to soften the harshness of the existing Internet facility and other industrial uses within the area.



Internet facility from West Main Street.

Bolling and Preston Street Commercial Node

The Bolling Street and Preston Street commercial node should establish a strong connection to the redevelopment of the Foundry site as well as the New River and the passive recreational area. Additionally, this node is intended to soften the transition from the major industrial area and help serve the commercial needs of the residents and employees who live and work nearby. The redevelopment of this area may include commercial or business uses that complement the redevelopment of the Foundry site or meet the needs of nearby residents.



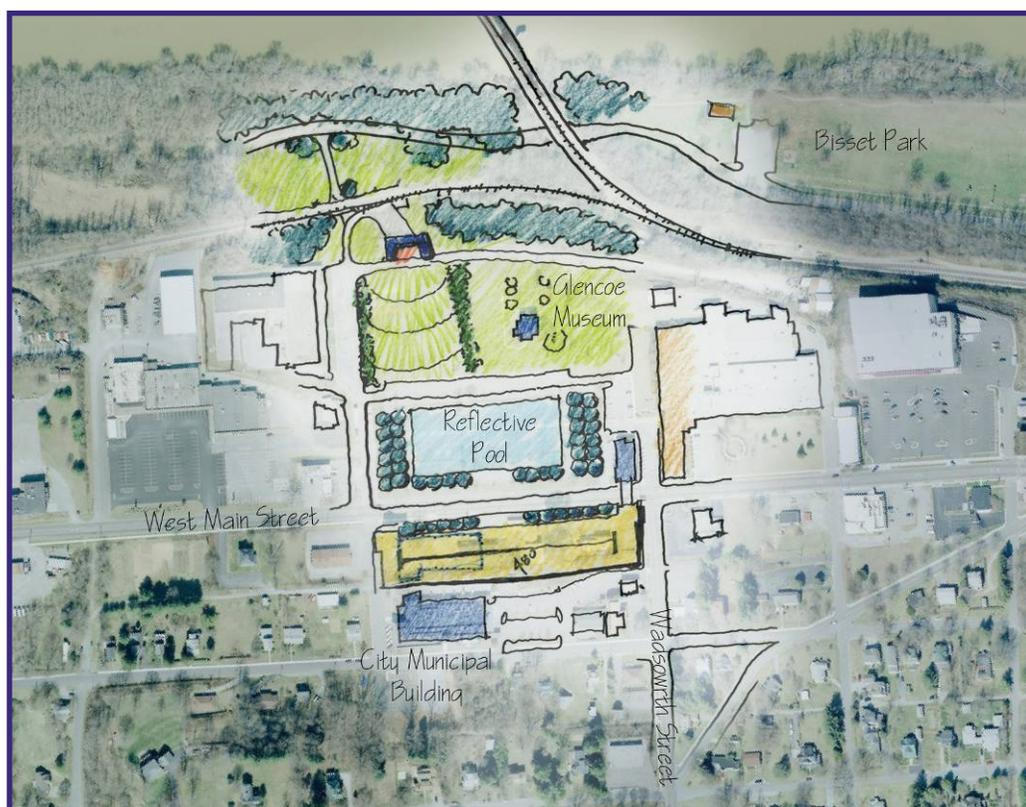
West Main Street and Bolling Street.

Bolling Street is proposed to be extended towards the New River and provides vehicular connections to the future redevelopment at Foundry Site while providing western access to Bisset Park and the proposed passive recreational area along the New River. Pedestrian access to this area will be emphasized and connections will be established from this node to the Wadsworth Street civic node and the West End Village Center node. As indicated previously, architectural detailing and scale should reflect the historic fabric found throughout the community.

Wadsworth Street Civic Node

The Wadsworth Street civic node is located in close proximity to the West End Village Center node and consists of existing civic uses with some redevelopment. This node consists of the existing City Hall, the existing police station which is planned to be relocated to the future public safety building (also within the area) and the Glencoe Museum and Visitor's Center. This node will consist of the civic uses with additional commercial uses that are appropriate for this area such as commercial uses that tie into tourism activities and special events.

Opportunities also exist in the area to extend and connect Robertson Street towards the New River with connections to Bisset Park and the New River passive recreational area, while also connecting to the Bolling Street extension mentioned above. By making these connections, it is possible to provide additional vehicular and pedestrian connections to the New River recreational area and Bisset Park as



Conceptual Wadsworth Street Civic Node development.

well as the redevelopment of the Foundry Site. The image below shows how the area might be redeveloped by removing the large surface parking lot in front of the Glencoe Museum and building a multi-story parking garage across the street with retail on the ground floor and parking above it. In this conceptual plan, the area that was the parking lot has been turned into a reflective pool that would be an outdoor ice rink in the winter time.

Additionally, an amphitheater has been proposed adjacent to the Glencoe museum. Again, this plan is conceptual and represents one way that the area could be redeveloped into a Civic node that reflects the energy of the community. Additionally, this area would be ideal for festivals and other special events that are conducted by the City.

West End Village Center Mixed-Use Node

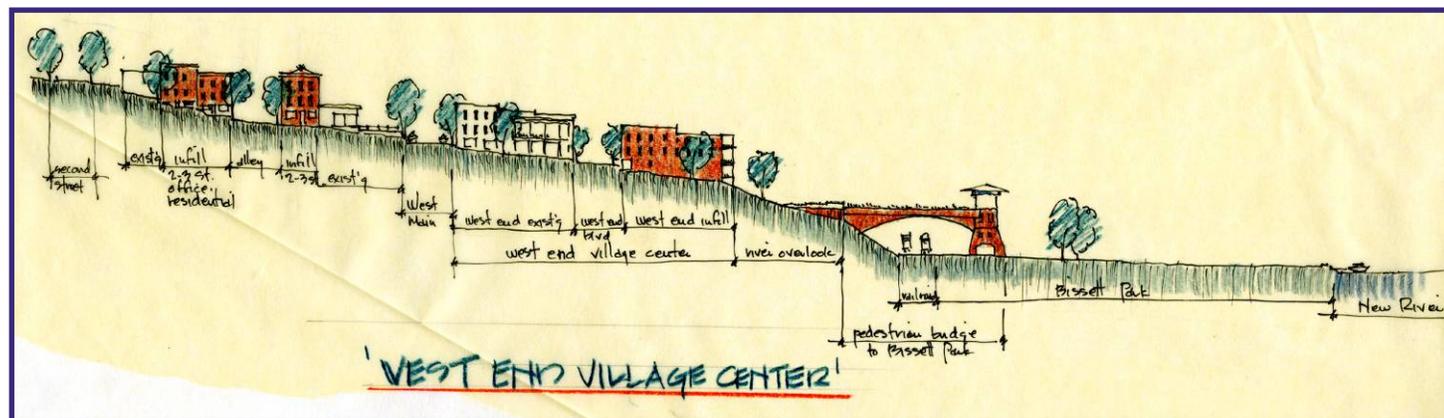
The West End Village Center node consists of several blocks that are located adjacent to the Memorial Bridge and consist of the West End Downtown Historic District. Redevelopment of this node is already underway with the current renovations of several structures. The West End Village Center consists of incorporating infill development on vacant/ underutilized lots while also building new mixed-use facilities behind the existing shops that will take advantage of the topography and river views. This area is envisioned to complement the East End Downtown and cater to artisans within the City while also incorporating residential, commercial, and office components in a mixed-use development.

The image below illustrates the West End Village Center Conceptual Plan. In this plan, most of the existing structures remain and new infill buildings have been located on underutilized properties. A major component of the plan was to incorporate a public plaza along the entire length of the area that would connect from the Memorial Bridge to Wade’s Grocery store.



Conceptual West End Village Center development.

This public plaza is located at the top of the hill and will include four overlooks or vistas. The Harvey Street vista would also incorporate a pedestrian bridge over the railroad tracks that would connect to Bisset Park and the New River. This plaza includes several small kiosks and is envisioned to be utilized for tourism opportunities and other special events. The section below was developed during the two-day design workshop and shows the pedestrian bridge crossing over the railroad tracks and connecting to Bisset Park.



Section of the conceptual West End Village Center development.

To facilitate parking in the area, which is a major concern, a multi-story parking garage has also been incorporated, immediately behind Sonic. This garage could incorporate retail components on the ground floor and possibly have a level of parking underground due to topography of the site. On-street parking will also be provided along all of the streets. The public plaza would connect around this parking garage as well. Again this plan is conceptual and shows how the area could be redeveloped and enhanced into a mixed-use activity destination within the City.

The images on the following pages show existing photographs of the West End Village Center area, with an artist's rendering showing what the potential development is envisioned to be. The first set of images show an aerial view of the entire West End Village Center, with the existing image being a 3D GIS model of the existing site with the rendering below it. In this rendering, the proposed buildings are colored while the existing buildings are not in order to show how much infill could be accommodated on the site. The public plaza and four vistas are in the foreground with infill buildings behind to take advantage of the river views. The second set of images is a view down Harvey Street looking out towards the proposed vista and pedestrian bridge in the background. The third set of images shows a view from Wade's parking lot looking down the existing alley behind the existing West End Downtown buildings. This alley would be constructed as a two lane road with on-street parking being provided on both sides of the street.







Internet/ Foundry Site Cleanup and Revitalization

The Internet/ Foundry site consists of approximately 140 acres of industrial land situated in the middle of the two-mile long West Main Street Corridor. Of the 140 acres, 40 acres will remain as the existing Internet site while the remaining 100 acres will be utilized for redevelopment. A conceptual plan for the redevelopment of the 100 acres is illustrated in Figure 9.

The conceptual plan shows how Pendleton Street, Bolling Street and Preston Street can be extended into the site with connections to each other. The gateways into the site are located at the intersections of these streets with West Main Street. The site should take advantage of the views to the New River as much as possible, while also utilizing the access to the existing rail lines. Offices should be located to take advantage of the views while manufacturing uses should be located adjacent to the rail lines due to convenient access as well as to help screen the rail lines from view of other uses.

Since the site is a Brownfield and would require considerable clean up, it is possible to market the site as a “Green Development” on a Brownfield site. This means that the buildings could be built using green building techniques and the site could incorporate as much “Green Infrastructure” as possible. Additionally, the site should have strong connections to the New River and the proposed passive recreation area.

The Virginia Economic Development Partnership (VEDP) conducted a site visit recently to view the foundry site and added it to their inventory of marketable sites. VEDP is interested in marketing Brownfield sites. The site is one of a few sites in Virginia that already contains a significant amount of infrastructure (rail, utilities, etc.). According to Basil Edwards, this infrastructure is valued at \$15 to \$20 million.



Foundry building with railroad tracks.



Undeveloped lot near the Foundry site along West Main Street.

Internet has shown some interest in partnering with the City to sell and/or redevelop the property. They've done a similar project with property they own in Pennsylvania. An issue with the property is that it's cost prohibitive to get the site ready for sale and development, due to potential environmental issues and the cost associated with removing the structure.

Partnerships between the City and Internet should be explored, as long as City does not become liable for environmental cleanup. If Internet is willing, the City and Internet should work with the Department of Environmental Quality (DEQ) and VEDP to develop a strategy for funding cleanup and marketing the site. Future uses for the site should include business park and clean or high-tech industrial uses, since the infrastructure is already in place. Industrial and manufacturing uses could be placed near the rail sites and other commercial uses could be closer to West Main Street or the New River.

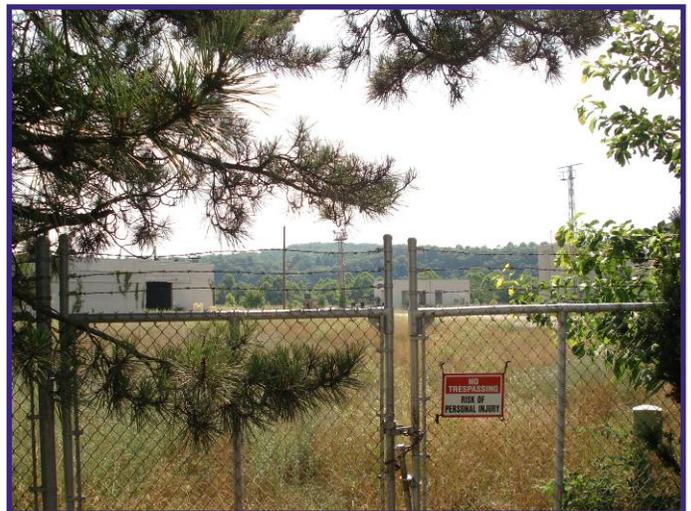
Funding

Partnering with stakeholders in the community is essential to a successful economy. The University is completing their master plan and future projects could have many commonalities and needs. Main Street Radford is also well established and could be beneficial to increasing development in downtown and even expanding what is now perceived as the downtown district. The Industrial Development Authority is an essential partner to assist industries with financing new facilities or expansions. The City can use tax exempt general obligation bonding or revenue bonds for public facilities or infrastructure.

Community Development Block Grant (CDBG) funding can also play a key role. Since Radford is an entitlement community, an annual direct allocation is provided from HUD and can be used for façade improvements, streetscapes and for blight clearance. Radford could also apply for TEA 21 funding for pedestrian and bike trails, as well as increased wayfinding signage.



Foundry building.



Foundry site.



Figure 9-
Conceptual Foundry Site
Rdevelopment Plan

Economic Development Planning and Development Policies and Implementation Strategies

The following planning and development policies are provided with supplemental goals that provide additional direction. Implementation strategies immediately follow and state specific actions that the City can take to accomplish these policies and goals.

1. Radford should be promoted and marketed to its fullest potential as a desirable and “Green” community for residents, visitors and businesses:

- Goal 1-1. Enhance the City website to better market and promote the City as a desirable location for residents and businesses and to attract tourists.
- Goal 1-2. Protect the City’s natural resources and implement “Green Infrastructure” initiatives;
- Goal 1-3. Support and capitalize on tourism as a valued economic development opportunity that generates tax revenues through visitor expenditures without heavy demands on Radford’s services;
- Goal 1-4. Market Radford’s telecommunications and high-tech businesses and support the technology infrastructure required to attract them;
- Goal 1-5. Develop sustainable development initiatives for the City such as “Green” building techniques, energy efficiency, “Green Infrastructure” initiatives, etc.

Implementation Strategies:

- Strategy A. Enhance the City website to better market and promote the City as a desirable location for residents and businesses and to attract tourists.
- Strategy B. Host a regional discussion to explore technology opportunities and develop a technology implementation strategy that can be pursued within the City and the region; include businesses and higher education institutions in the discussion in order to coordinate public and private initiatives.
- Strategy C. Pursue partnerships and projects with Radford University to market Radford as a destination for events, outstanding quality of life, etc.
- Strategy D. Promote heritage tourism and eco-tourism along with small-scale businesses that offer specialty products and services along with local artisan crafts.
- Strategy E. Constantly enhance and maintain the City's Tourism Website (www.visitradford.com) and establish tourism information signage along I-81 that lead tourists to the Visitor's Center at the Glencoe Museum.

- Strategy F. Promote, enhance, and protect historic resources within the City; support the Radford Heritage Foundation.
- Strategy G. Partner with the Forestry and Beautification Committee and other partners from the New River Valley “Green Infrastructure” Partnership to develop a “Green Infrastructure” Plan that highlights goals and strategies for the maintenance and expansion of sustainable development practices and “Green” building techniques throughout the City.
- Strategy H. Investigate economic development programs that the state is offering through agencies like VDOT- Economic Development/ Rail Industrial Access/ Recreational Access Funds, Virginia Capital Access program, Small Business Environmental Compliance Assistance Fund, Export Financing Assistance Program, Child Day Care Financing Program, etc. to implement redevelopment efforts for the City.
- Strategy I. Investigate how Radford or the NRV could become designated as a Technology Zone which would give incentives and tax breaks to recruited businesses.

2. Existing businesses and industries are an important foundation for the economic success and future sustainability of Radford:

- Goal 2-1. Provide quality business support services and open communication between City government and existing businesses;
- Goal 2-2. Promote continued discussions between business owners, Main Street Radford, and the City;
- Goal 2-3. Make the clean up and redevelopment of the Foundry Site a top priority for implementing the West End Revitalization Plan and recruit high-tech businesses or appropriate industrial developments;
- Goal 2-4. Encourage training programs that meet the needs of Radford’s employers and enhance the skills of the local labor force.

Implementation Strategies:

- Strategy J. Establish a Business Roundtable to encourage dialogue, collaboration, and problem-solving between the City and existing businesses; meet regularly.
- Strategy K. Utilize Radford’s status as an entitlement community for Housing and Urban Development (HUD) funding for façade improvements, streetscapes and for blight clearance.

Strategy L Work with Internet to facilitate cleaning up the Foundry Site and market it to desirable businesses that are sensitive to the river environment and gateway entrance; market the abundant infrastructure available for development.

3. New development in Radford should achieve a balance between residential, commercial and industrial land uses in order to provide adequate support services, quality employers, and a sustainable tax base:

Goal 3-1. Promote a harmonious land development pattern and healthy land use balance that encourages community preservation and promotes sustainable development;

Goal 3-2 Promote economic development strategies for the City that supports a high-quality of life (safe, walkable, vibrant communities that are designed with the surrounding environment);

Goal 3-3. Increase commercial development (not strip or big-box development) to provide support services to residents and ultimately, a more balanced economy and revenue structure for the community in a manner that respects the small-town scale of the City;

Goal 3-4. Encourage innovative economic development initiatives that enhance community character and the environment.

Implementation Strategies:

Strategy M. Encourage mixed-use developments where appropriate in accordance with the Future Land Use Map.

Strategy N. Conduct appropriate market studies to determine business and service deficiencies and identify opportunities for new business development; develop an economic development strategy for pursuing targeted niche businesses and collaborate with regional agencies to assist with implementation.

Strategy O. Promote clean, technology-oriented industries that are on the cutting edge in order to strengthen the economy and revenue structure.

4. Radford’s East End and West End Downtown Districts are the hearts of the City’s commercial economic base that should be preserved, protected and enhanced:

- Goal 4-1. Support and promote the Virginia Main Street Program and Main Street Radford as a resource for existing businesses in East End Downtown;
- Goal 4-2. Promote East and West End Downtown areas as primary activity centers for business and mixed-use development; encourage redevelopment and infill development that will expand the downtown market base;
- Goal 4-3. Promote and market businesses that appeal to students at Radford University;
- Goal 4-4. Implement the recommendations from the West Main Street Corridor Revitalization Plan and encourage and establish redevelopment nodes along West Main Street in order to improve the streetscape of this important entrance corridor;
- Goal 4-5. Redevelopment efforts should promote LEED and other “Green” building programs to build energy efficient and environmentally sustainable facilities and infrastructure;
- Goal 4-6. Evaluate transportation issues associated with the redevelopment of the West Main Street Corridor with an emphasis on bicycle and pedestrian friendliness.

Implementation Strategies:

- Strategy P. Work with Main Street Radford to develop a Downtown Marketing Package that highlight’s Radford’s strengths and assets for business development.
- Strategy Q. Survey students to find out what businesses they would like to see in Radford to attract new businesses and stores that will meet the student needs. Grove Avenue and East Main Street are two areas that have been identified as areas for student oriented retail.
- Strategy R. Encourage revitalization and redevelopment that enhances the historic downtown districts.
- Strategy S. Establish an Architectural Review Board (ARB) for the City’s historic districts.
- Strategy T. Provide financial incentives for revitalization of downtown structures; consider a tax abatement program for new investment, grants or low-interest loan programs for façade improvements, tax increment financing for public improvements, etc.
- Strategy U. Develop architectural and site development design guidelines that assist property and business owners in appropriate development and rehabilitation of buildings in the downtown business districts.

- Strategy V. Work with Norfolk Southern to relocate the downtown railroad switch yard to a more appropriate location, thereby allowing for new development opportunities in the East End Downtown.
- Strategy W. Develop an implementation plan for revitalizing the West End Downtown that supports tourism and other development strategies for the City.
- Strategy X. Market and promote the West End Village Center Revitalization Plan as a way to generate excitement for new business development opportunities in Radford.
- Strategy Y. Encourage upper floor housing within the downtown business districts as a means of increasing night-time activity within the districts.
- Strategy Z. Expand the established streetscape signage, lighting, banners and flower boxes along the downtown business corridors; encourage business improvements, pedestrian amenities, landscaping, signage and lighting that are consistent with the established design standards used by Main Street Radford.
- Strategy AA. Adopt a Property Maintenance Code to address derelict properties along the West Main Street corridor.
- Strategy BB. Expand participation in and opportunities for special events that contribute to the overall quality of life and positive business atmosphere.
- Strategy CC. Implement sustainable development incentives and ordinances as necessary for redevelopment areas and new construction projects.

5. Regional cooperation and economic development partnerships are essential to achieving a diversified economy that will be sustainable for the long-term:

- Goal 5-1. Provide leadership in regional economic development efforts;
- Goal 5-2. Encourage regional partnerships (i.e. The Radford University Center for Entrepreneurship and Economic Development) to pursue economic development opportunities and address common issues;
- Goal 5-3. Promote regional economic development that complements existing businesses and services and diversifies the region's economic base;
- Goal 5-4. Support the higher educational facilities in the City and region in order to expand employment skills and job opportunities;
- Goal 5-5. Improve workforce training opportunities;

Goal 5-6. Facilitate and provide a continuous learning environment for residents of all ages.

Implementation Strategies:

Strategy DD. Provide leadership and participate in regional economic development efforts, particularly those involving higher education facilities such as the Radford University Center for Entrepreneurship and Economic Development, business/technology parks, and tourism.

Strategy EE. Work with the region's higher educational facilities, businesses and industries to provide appropriate training and educational programs that meet the needs of the region's workforce.

Strategy FF. Partner with educational and training providers to market and coordinate programming; assist in publicizing opportunities and in enabling access for residents needing financial or other support.

Strategy GG. Encourage regional revenue-sharing agreements among localities, as well as continued improvements to existing agreements (e.g. Route 177 Radford-Montgomery County).

Strategy HH. Support the regional airport as an amenity for business development.

Historic Resources

Radford is rich in history and has experienced a renewed interest in its heritage over the last several years. This is an important movement towards capitalizing on the natural, historic, and other assets for the betterment of the entire community. Utilizing the historic amenities that are provided in a creative and appropriate way will ensure a rich and vibrant future for the City.

There are a number of historic assets that have national significance. The earliest of these is the natural history of the New River. The ancient Indian Village that was discovered on the property of Bisset Park is also of significant importance. The most famous of the historic landmarks is the Ingles's Ferry and farmstead, and story of Mary Draper Ingles' journey, "The Long Way Home". The Wilderness Road also played a major role in westward expansion of the United States. The New River Heritage Museum and Visitor's Center is one example of a project that could help Radford reposition and establish itself as a major tourist destination within the region.

Existing Historic Resources

The historic character of Radford still survives in the East End and West End Downtowns, the surrounding neighborhoods, along the West Main Street corridor, along the New River, and in the open spaces and agricultural fields that provide natural vistas and gateways into the City. There are two historic districts in Radford and several historic structures. The two historic districts are the East Radford Historic District (East End Downtown) and the West Radford



East End Downtown.



East Radford in 1900
Source: Radford Then and Now

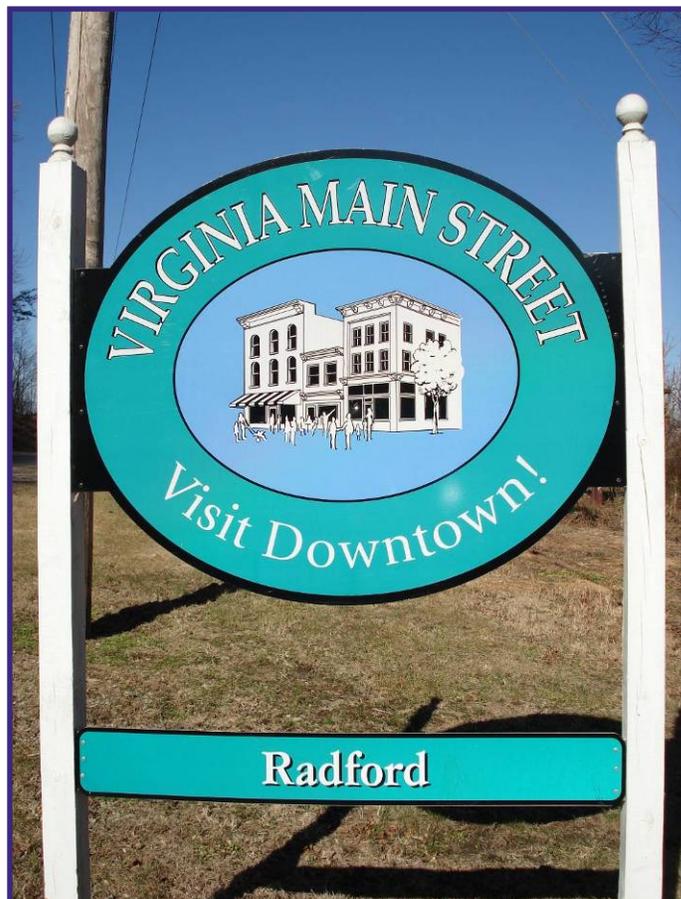


East End Downtown.

Commercial Historic District (West End Downtown). Historic resources are illustrated in Figure 10.

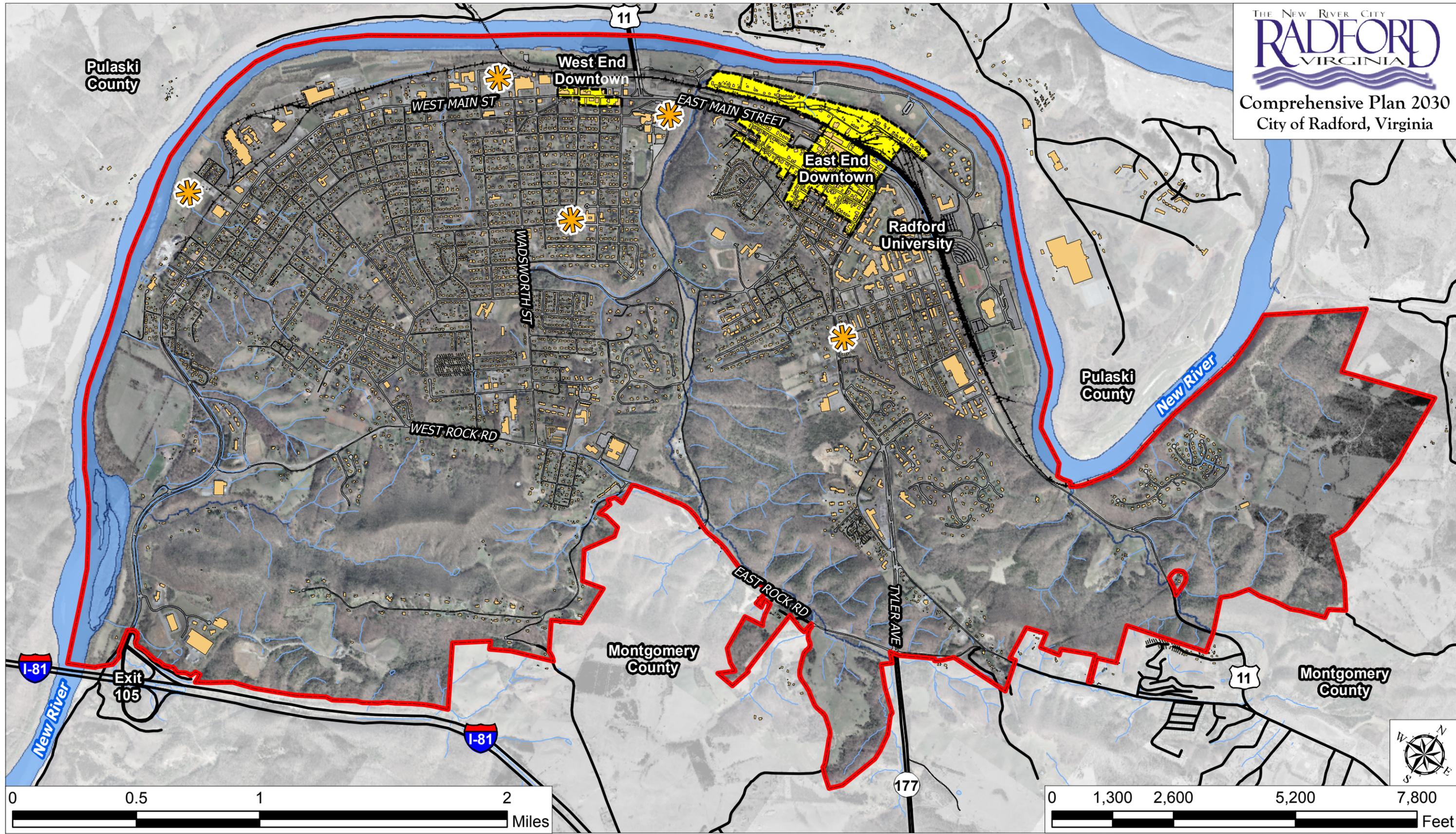
The East End Downtown historic district was listed on the National Register of Historic Places (NRHP) in the spring of 2000 and totals approximately 133 acres. This district encompasses the entire East End Downtown area, portions of the Norfolk and Western switch yard and the residences on West Street north of the railroad tracks. To the south of the downtown, the district covers most of Grove Street and Downey Street and extends to Tyler Avenue. The district also extends south along Third Avenue and along the northern half of Clement Street. In total, the district contains 307 contributing buildings and structures and 68 non-contributing buildings and structures.

The East End historic district is comprised of the historic boundaries of Central, the historic name of this area (see History Chapter 4). The predominant historic period represented in the district is that of Reconstruction and Growth (1866-1916)²⁸. This period reflects the era of Radford's founding during the late 19th Century during the time of industrialization, commercialization and residential growth. Residential and commercial buildings make up a majority of the district and other building types include multi-tenant dwellings, mixed-use buildings, fraternal lodges, churches and school facilities. Important areas of significance include commerce, architecture and transportation.



Main Street signage along east Main Street.

²⁸ East Radford Historic District National Register of Historic Places Registration Form, Section 7 Page 1.



- Legend**
- ▭ City Limits
 - Roads
 - ▭ New River
 - ✱ Historic Sites
 - Buildings
 - Railroads
 - ~ Hydrology
 - Historic Districts



**Figure 10-
 Historic Resources**

The West End Downtown historic district was listed in the NRHP in 2004 and totals 8 acres. This district contains most of the West End Downtown area and portions of the proposed West End Village Center and straddles West Main Street. There are 19 contributing buildings and four non-contributing buildings and one non-contributing site. This district consists of three blocks with several examples of Victorian and early 20th Century commercial buildings²⁹.



West End Downtown.

The Radford Historical Society is a chapter of the New River Valley Historical Society and is an asset to preserving the history of Radford. The purpose of the society is to³⁰:

- Bring together persons and organizations interested in history as history relates to the City of Radford and the New River Valley region of Virginia;
- Discover and collect any and all materials relating to the history of said New River Valley of Virginia area and any area related thereto;
- Provide for the housing, storing, preservation, display and accessibility of said material to students and the general public;
- Disseminate historical information by publication or other means of communication directly by the corporation or in association with others, including the marking of historical objects, buildings, sites and trails.

The Radford Heritage Foundation is a registered non-profit organization that was established in 1993. The foundation obtained the Wharton home (Glencoe Museum) by donation from the Kollmorgen Corporation, and shortly after created the Glencoe Museum at the request of the City of Radford³¹ inside the historic building. Upon completion of the museum, the foundation identified other projects that promote the rich heritage of the City and the New River Valley.



Glencoe Museum and Visitor's Center.

²⁹ West Radford Commercial Historic District National Register of Historic Places Registration Form, Section 7, Page 1.

³⁰ <http://www.radfordpl.org/rchs/purpose.html>

³¹ <http://www.radfordpl.org/glencoe/joinus/rhf.html>

The foundation is currently in the process of restoring the Arnheim home along with planning and promoting the New River Heritage Museum and Visitors Center, and preparing and distributing publications that promote events that highlight Radford's heritage.

The preservation of the Arnheim home received a \$35,000 Community Development Block Grant (CBDG) and the foundation recently secured \$10,000 from the Virginia Department of Historic Resources (DHR) as part of the Survey and Planning Cost Share Program. This money will help preserve the Arnheim home as an important landmark for the City and continue the preservation and expansion of the historic resources in the community. For more information on this subject please see: <http://www.radfordpl.org/glencoe/news/dhrgrant.html>.



Arnheim home.

Main Street Radford (MSR) is an additional mechanism for strengthening, protecting and preserving the heritage and character of the City of Radford. MSR is a non-profit program that strives to preserve historic amenities and promote economic development within Radford. The objective of MSR is:

“to create a strong heart that becomes the pulse of the City, interconnecting the downtown with the City’s cultural and recreational opportunities.”

MSR provides business incentives to property and business owners to help support and expand businesses within the downtown areas. These incentives provide assistance with marketing and promotions, architectural design and technical assistance, and financial assistance through a Façade Loan Program with access to State and National resources. For more detailed information on Main Street Radford please see <http://www.mainstretradford.org/>.



Chamber of Commerce on East Main Street.

Currently, the City is working with MSR to establish an Architectural Review Board (ARB). It will be extremely important for the City and MSR to work with business owners in order to create an ARB that works for all parties. The ARB is intended to unite businesses and provide a consistent design character and architectural theme for all of the downtown businesses.

The ARB will help to ensure that all buildings within the districts are maintained and showcased in a way that improves the overall image of the downtowns while retaining current customers and attracting new customers, visitors, and businesses to the area while boosting tourism opportunities. The ARB will do this by reviewing all property alterations, new construction permits, and all demolitions within the districts. The ARB will establish and adopt “Design Guidelines” that ensure consistency in review and assist property owners in understanding district requirements and appropriate rehabilitation methods. It will also be important for the ARB and the “Design Guidelines” to allow for creative flexibility and to not be too strict so that it stifles creativity.



East Main Street streetscape.

Historic Properties within the City

There are five additional historic properties within the City of Radford that are listed on the National Register of Historic Places (NRHP). These properties are shown in Figure 10 and listed below:

- Arnheim Home
- Glencoe Museum (G.C Wharton House)
- Halwyck (Tyler, Gov. J. Hoge House)
- Harvey House
- La Riviere



*Halwyck, home of Governor Tyler. Built in the 1890s.
Source: Radford Then and Now*

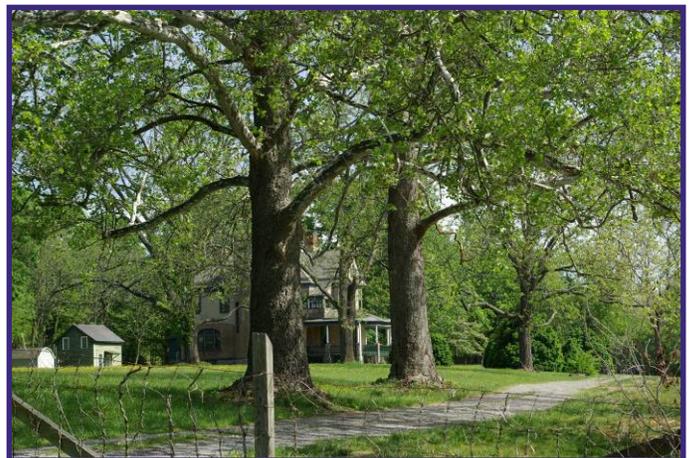
The Arnheim home was constructed between 1838 and 1840 as the home for Dr. John Blair Radford, for whom Radford is named. Arnheim is currently under the control of the Radford Heritage Foundation and is currently being improved. Arnheim is located adjacent to the Radford High School and was listed on the NRHP in 2002.



Glencoe Museum and Visitor's Center.

Glencoe was constructed in 1875 and has been restored by the Radford Heritage Foundation as the Glencoe Museum and Visitor's Center. The Glencoe Museum is located along West Main Street, directly west of the Danaher Corporation facility. Glencoe was listed on the NRHP in 2000.

The remaining historic structures are the Halwyck house, the Harvey house, and La Riviere. The Halwyck house was constructed in 1892 and is located along Tyler Avenue in close proximity to Radford University. Halwyck was listed on the NRHP in 1997. The Harvey house was constructed between 1891 and 1892 and is located on Harvey Street near the West End



La Riviere.

Downtown. The Harvey house was listed on the NRHP in 1976. La Riviere was constructed in 1892 for William Ingles and is located off of Ingles Street near the New River. La Riviere was listed in the NRHP in 1994.

Challenges and Opportunities

The success of MSR and the Radford Heritage Foundation's Glencoe Museum and Visitor's Center are significant initiatives that have been undertaken which are helping to preserve and protect the heritage and history of the City and region. The listings of the historic districts on the NRHP are additional initiatives that enhance and protect these important districts and resources. The interest in establishing an ARB for these districts is an indicator that the business and tourist markets will be improved in the near future. Additionally, the City has done a good job of providing assistance to property owners through the MSR and other property tax incentives that are provided by the City.

An essential element for successful reinvestment and enhancement of the historic district is the existence of sufficient local controls that preserve important historic properties and protect property owners' investments. The establishment of the ARB will be a major step to achieving sufficient local controls and is strongly encouraged.

The City should prepare a more detailed Historic Preservation Plan that will provide guidance for protecting and maintaining important buildings and sites within the City. DHR has cost-sharing planning grants that help to support these efforts. This preservation plan would assist the City in identifying and working with owners of historic properties, as well as providing local preservationists a collaborative and effective tool for historic preservation and heritage tourism.

Additional historic properties exist throughout Radford and are worthy of preservation for future generations. Identifying these properties will be important and can be accomplished through a City-wide Historic Survey. Collaborative efforts should be utilized to work with these property owners in sustaining these community assets through partnerships and a commitment to achieve innovative and workable long-range plans for these historic properties. There are numerous avenues that may be explored to accomplish this and include technical assistance and potential financial mechanisms that support property rehabilitation of historic resources.



Non-historic facades along Third Avenue in the East End Downtown.

Historic Resources Planning and Development Policies and Implementation Strategies

The following historic resource policy and goals are intended to guide the City in protecting and preserving the heritage of the entire community, while the implementation strategies give specific direction in order to accomplish the goals.

1. The special historic and cultural resources of Radford should be protected and preserved:

- Goal 1-1. Identify and celebrate the historic resources in Radford;
- Goal 1-2. Encourage revitalization efforts in the City's historic districts and adaptive reuse of historically significant buildings and sites;
- Goal 1-3. Promote public and private partnerships to create successful historic preservation initiatives and projects;
- Goal 1-4. Provide leadership in assembling historic preservation tools and developing strategies for property revitalization and rehabilitation;
- Goal 1-5. Promote special events that showcase the City's historic assets.

Implementation Strategies:

- Strategy A. Identify additional properties that contribute to the City's heritage through a City-wide Historic Survey; solicit historic survey funds from the Virginia Department of Historic Resources.
- Strategy B. Establish a local historic zoning district and an architectural review board for administering the regulations and reviewing new construction and exterior modifications to buildings within historic districts.
- Strategy C. Increase public awareness of Radford's historic resources and attractions by partnering with other agencies to develop a walking tour, brochures, interpretive materials, exhibits or information kiosks; add appropriate materials to the City's website and include links to other public organizations (promote on www.visitradford.com).
- Strategy D. Provide financial incentives, public education, and technical assistance that encourage appropriate rehabilitation efforts; consider architectural assistance, grants or low-interest loan programs, tax abatement for improvements, etc.
- Strategy E. Encourage conservation and preservation easements for significant historic properties.

- Strategy F. Market the City's and region's heritage as entertainment and arts destinations; host or sponsor special events and activities such as heritage festivals, museum exhibit openings, project completion celebrations, etc.
- Strategy G. Support activities and projects undertaken by the Radford Historical Society, Radford Heritage Foundation, and Radford Main Street.
- Strategy H. Promote the use of federal and state historic tax credits by providing technical information to property owners; work with the Virginia Department of Historic Resources regarding public education and materials for distribution, such as flyers that list the financial opportunities for historic home owners.

Natural Features and Resources

Radford is named the New River City and has abundant natural resources that help make it a unique and dynamic place for residents, students and visitors. The unique location, geology and topography have provided Radford residents a high quality of life with ample open spaces and unique natural features. These natural features (steep slopes) have made it difficult to develop a significant amount of land within the City, and therefore these lands have remained as undeveloped open space and provide an appealing image for Radford.

Existing Natural Features and Resources

The preservation of these unique, undeveloped open spaces is a major priority within the community and provides the City with natural “Green Infrastructure”. Additionally, these lands provide opportunities for the implementation of “Green Infrastructure” initiatives that will help make Radford a “Green” community.

Climate

Radford’s climate is moderate, with warm summers and cold winters and precipitation evenly spread throughout the year. The warmest month is July with an average maximum temperature of 82 degrees Fahrenheit and the coldest month is January with an average minimum temperature of 20 degrees Fahrenheit. The wettest month is May with approximately 3.5 inches of rainfall while the driest month is December with 2.2 inches of rainfall. The growing season is approximately 170 days, with frosts occurring between the months of October through April. The prevailing winds are from the southwest at an average of 10 miles per hour.



Open space along Park Road.



View of valley and mountains from Jordan Avenue.



View of open space from Rock Road.

Soils

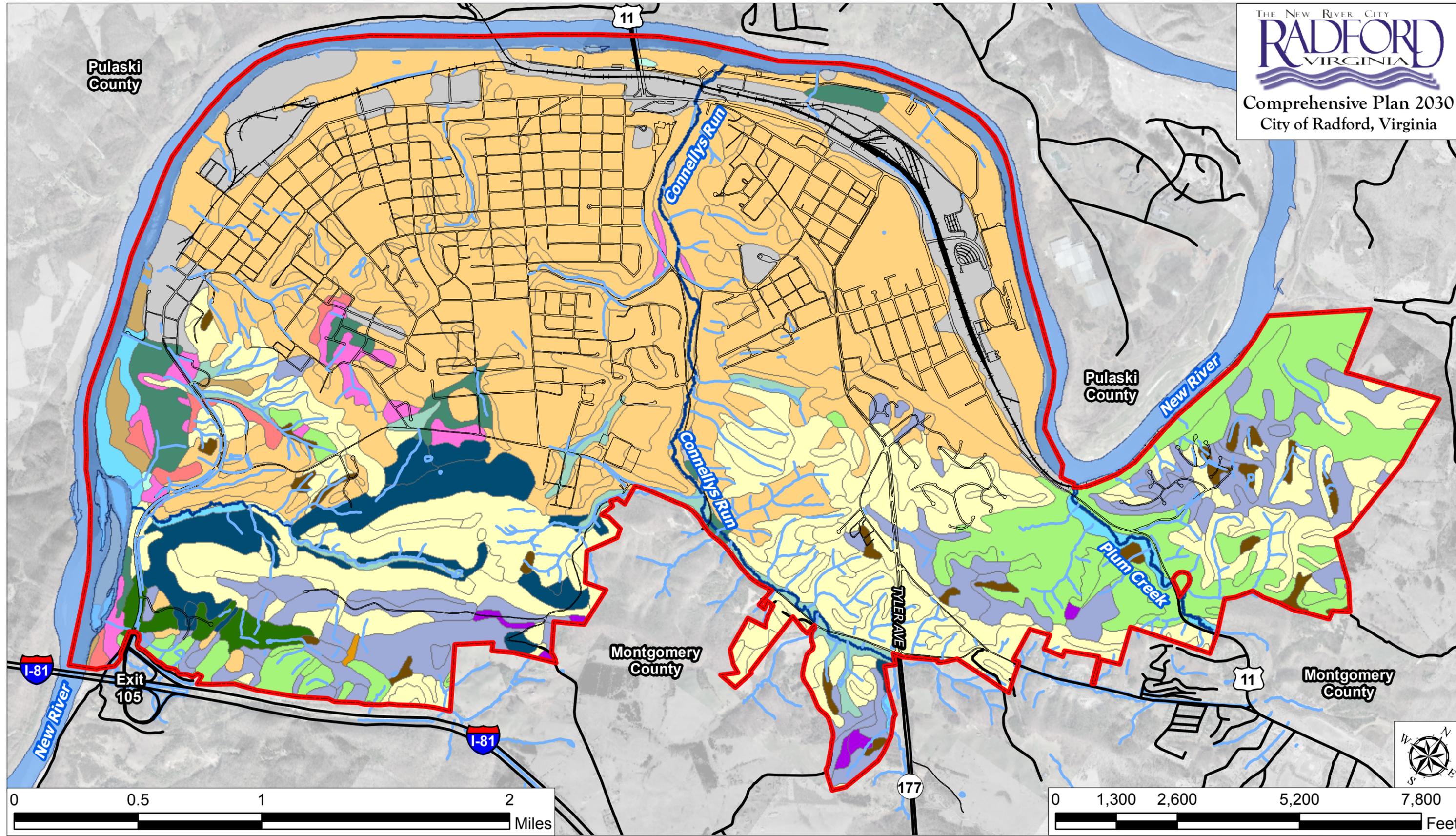
There are 17 soil series that make up the soils within Radford, with an additional category for water which is the New River. These soil classifications come from the United States Department of Agriculture (USDA) and the Natural Resource Conservation Service (NRCS) Official Soil Series Descriptions. Figure 11 illustrates the 17 soil series within the City, while Table 26 lists the soil series along with acreage breakdowns.

There are two predominant soil series within Radford, the Unison Series and the Berks Series. These two soil types account for 62 percent of the City’s land area. The next two soil series that make up a significant amount of land are the Caneyville Series and the Groseclose Series. These two series make up 15 percent of the land area, while urban land accounts for nearly 7 percent. The remaining soil series that make up Radford total 15 percent of the land area.

Unison Series covers approximately 43 percent of City, and these soils are characterized as being very deep and well drained with moderate permeability. The Berks Series totals 19 percent of the land, and consist of moderately deep and well drained soils with moderate permeability. The Caneyville Series totals 8 percent of the land and also consists of moderately deep and well drained soils. The Groseclose Series covers 7 percent of Radford and these soils are characterized as being very deep and well drained, with slow permeable subsoil.

The soils information above generally describes the soils that make up Radford. This information is not site specific, and a detailed soil survey should be conducted to determine the land suitability before construction.

Table 26- Soil Series Breakdowns		
Soil Series	Acreage	Percentage
Berks	1,225.3	19.0%
Caneyville	520.1	8.0%
Carbo	2.3	0.0%
Craigsville	101.6	1.6%
Duffield	65.5	1.0%
Frederick	16.1	0.2%
French	3.2	0.1%
Groseclose	455.2	7.0%
Guernsey	80.2	1.2%
Hayter	33.0	0.5%
Jefferson	211.3	3.3%
McGary	102.6	1.6%
Ross	47.0	0.7%
Unison	2,806.7	43.4%
Urban Land	446.6	6.9%
Weaver	79.6	1.2%
Wurno	47.9	0.7%
Water	219.5	3.4%
Total Land Area	6,463.7	100.0%
Source: USDA and NRCS Official Soil Series Descriptions. http://websoilsurvey.nrcs.usda.gov/app/		



- | | | | | | | | |
|-------------|-----------------------|---------------------|-------------|------------|-----------|--------|------------|
| City Limits | New River | Soils Series | Carbo | Frederick | Guernsey | McGary | Urban Land |
| Roads | Creeks and Streams | Berks | Craigsville | French | Hayter | Ross | Weaver |
| Railroads | Hydrologyand Drainage | Caneyville | Duffield | Groseclose | Jefferson | Unison | Wurno |

**Figure 11-
 Soil Series**

Prime and Unique Agricultural Lands

In an effort to identify and locate fertile farmlands in the United States, the NRCS worked in cooperation with Federal, State, and local government organizations to inventory land that can be used for production of the National food supply. NRCS classified these fertile lands as prime farmland, unique farmland, or farmland of statewide importance. Prime farmland is defined as land or soils that have the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops that are available for agricultural uses. Unique farmland is defined as land other than prime farmlands that is suitable for production of specific high-value food and fiber crops such as citrus, tree nuts, olives, cranberries and other fruits and vegetables. Farmland of statewide importance is other land that is not prime farmland or unique farmland, but is considered suitable for production of food, feed, fiber, forage and oilseed crops. Criteria for defining and delineating farmland of statewide importance were determined by local and state agencies.



Ingles Farm land along West Main Street.

Prime farmland and farmland of statewide importance have been identified within Radford, while there are no unique farmlands within the City. Figure 12 illustrates the locations of prime farmland and farmland of statewide importance. Prime farmlands total 195 acres or approximately 3 percent of the land area, while farmland of statewide importance accounts for 1,011 acres or 15 percent of the land area.

Prime farmlands are located throughout the southeastern half of the City in small pockets. Prime farmlands exist near the High Meadows subdivision, in undeveloped lands along Rock Road, and on and around the Ingles's Farm.

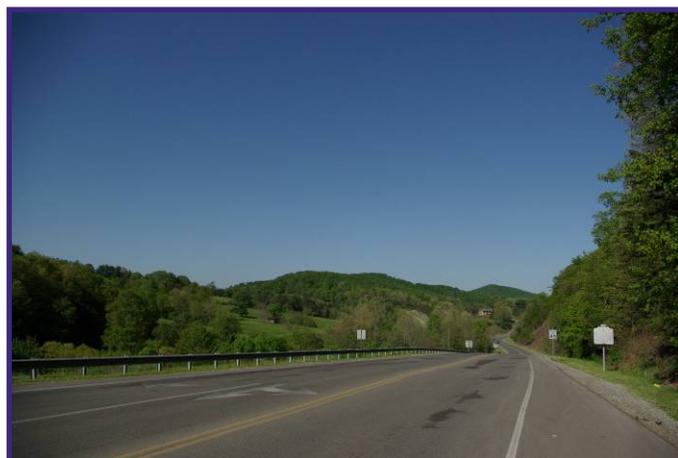
Farmlands of statewide importance are also located in the southeastern half of the City in larger pockets than prime farmlands. A significant amount of this land is located near the High Meadows subdivision and along Plum Creek. Smaller pockets of farmland of statewide importance are located along the Tyler Avenue corridor, with additional pockets being located along Charmont Drive and near the I-81 corridor. The largest concentration of farmland of statewide importance is located along the western most portions of Rock Road and West Main Street and the Ingle's Farm.

Open Space and Undeveloped Lands

Open space and undeveloped lands account for nearly 1,400 acres or approximately 21.6 percent of the land area within the City. Small, individual lots within developed portions of the City or miscellaneous properties that are not connected to areas of significant open spaces have been omitted. Single-family homes on relatively large lots have also been removed from the open space and undeveloped lands calculations. The area around the High

Meadows subdivision has also been removed

from the open space and undeveloped land calculations due to the fact that this land is planned to be developed as future phases of the High Meadows subdivision. Figure 13 illustrates the open spaces and undeveloped lands within the City of Radford.



Rock Road near Tyler Avenue.

Most of the open space and undeveloped land is located in the southeastern portion of the City along East Rock Road, Park Road and between Tyler Avenue and US Route 11. Additionally, a considerable amount of open space is found on both sides of Charmont Drive which is primarily areas of steep topography as Charmont Drive is located along the top of the ridge line.

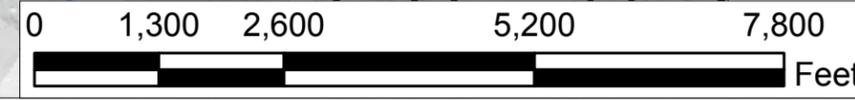
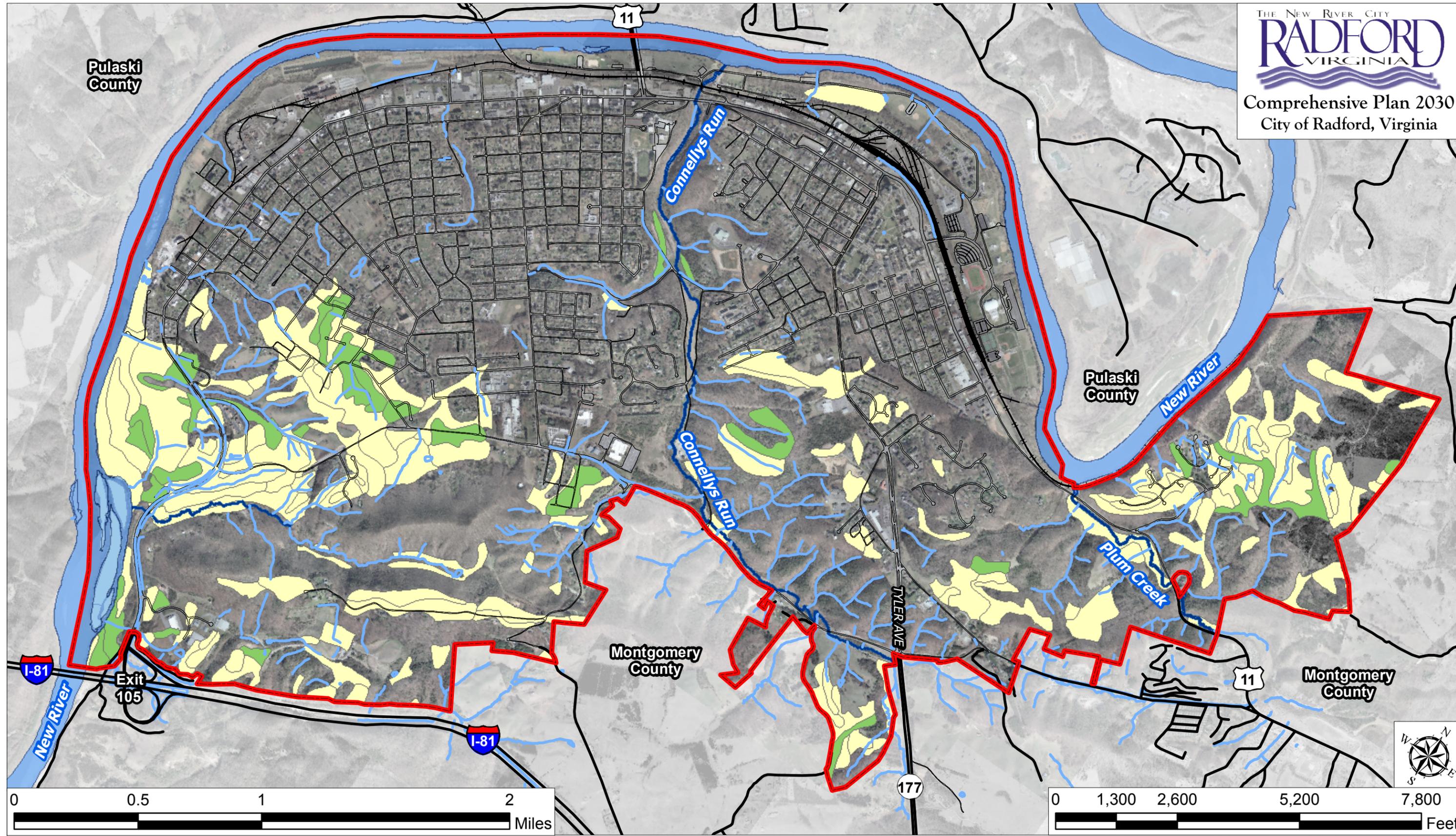


Open space along Rock Road.

Of the 1,400 acres of open space land, approximately 989 acres or 70 percent is

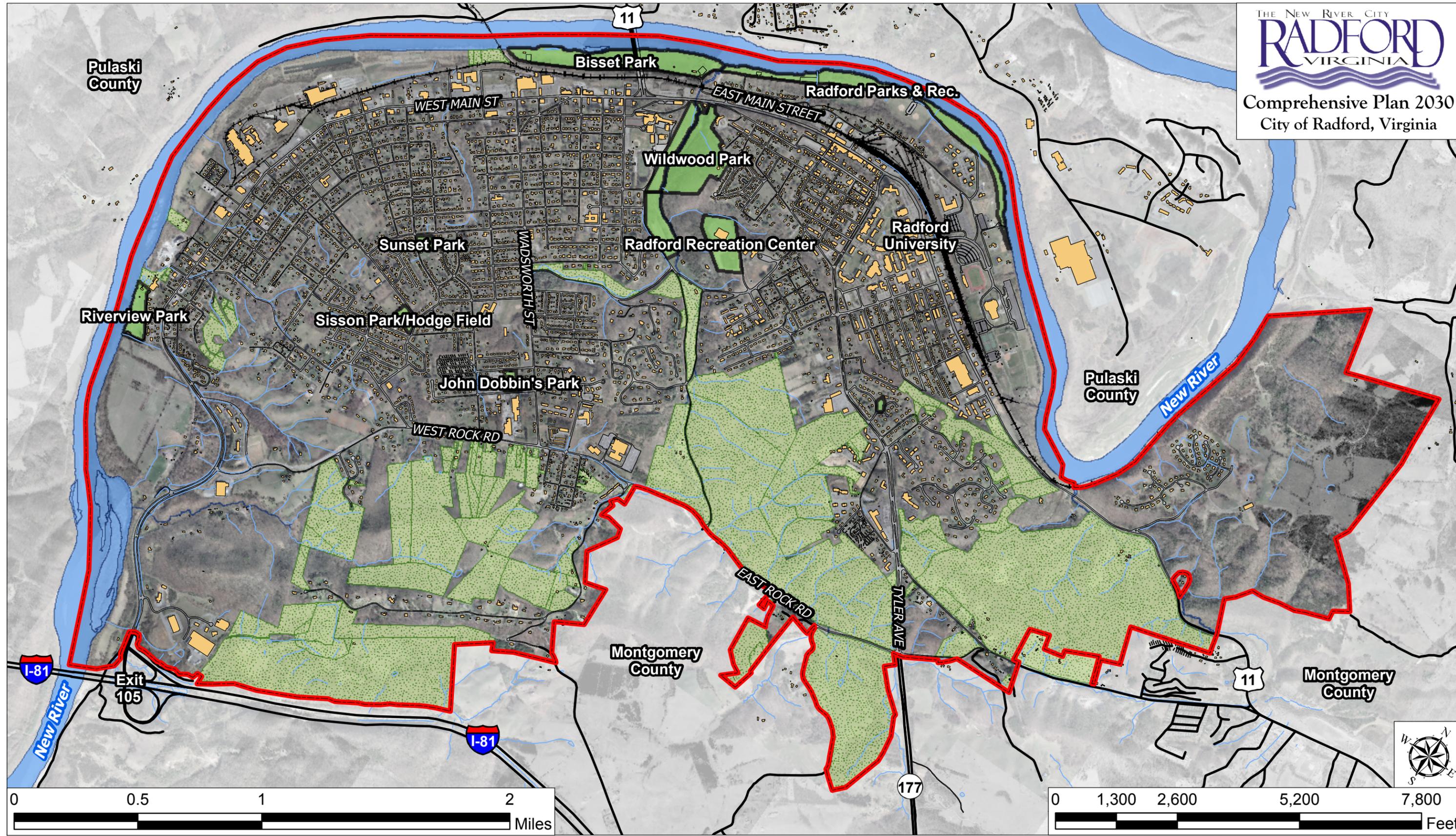
considered to be within steep slopes, or land that has a slope of 15 percent or greater. A total of 350.9 acres of open space is within the 15 to 25 percent slope range, while 537.9 acres is within the 25 to 50 percent slope range, and 100.2 acres is within the 50 to 100 percent slope range.

These open space lands within areas of steep topography will be more difficult to develop than the remaining 400 acres of open space or undeveloped land that is relatively flat. The lands that are relatively flat are narrow and primarily located along roadways such Rock Road, Park Road, Auburn Avenue, and US Route 11. Additionally, a considerable amount of flat land is located in the open space and undeveloped land between Park Road and Tyler Avenue.



- Legend**
- City Limits
 - New River
 - Prime Farmland
 - Roads
 - Creeks and Streams
 - Farmland of Statewide Importance
 - Railroads
 - Hydrology and Drainage

Figure 12-
Prime Farmland &
Farmland of Statewide Importance



- Legend**
- City Limits
 - Roads
 - New River
 - City Parks
 - Open Space & Undeveloped Lands
 - Buildings
 - Railroads
 - ~ Hydrology



**Figure 13-
 Open Space &
 Undeveloped Land**

Elevation Ranges and Steep Topography

The lowest elevations within the City of Radford occur along the New River, with the lowest elevation being 1,696 feet above sea level. The highest elevations in the City are found on Ingle’s Mountain and along Charmont Drive at 2,352 feet above sea level. Figure 14 illustrates the elevation ranges within Radford.

A considerable amount of land within the City is classified as being steep topography, or land that has a slope of more than 15 percent. Figure 15 shows the steep slopes within the City while Table 27 lists the total acreages of the steep slopes.

Of the total land area, approximately 58 percent or 3,745.9 acres is considered to be relatively flat or gently sloping with slopes ranging from 0 to 15 percent. 1,117.0 acres or 17.3 percent of the land is characterized as being moderately steep with slopes that range from 15 to 25 percent. The remaining 1600.8 acres or 24.8 percent of the City’s land area is considered to be steep with slopes greater than 25 percent.

The analysis above indicates that approximately one fourth of the City’s land area is considered to be steep topography, which means that development of this land will be difficult and more costly than developing flatter areas of the City. This land will be more costly and harder to develop due to additional engineering studies and site work required to make these sites appropriate and safe for development. Additionally, gaining access to sites on steep topography requires greater distances and additional site grading work.

Table 27- Steep Slope		
Slope Percentages	Acreage	Percentage
<i>0 to 15 Percent</i>	3,745.9	58.0%
<i>15 to 25 Percent</i>	1,117.0	17.3%
<i>25 to 50 Percent</i>	1,337.1	20.7%
<i>Greater than 50 Percent</i>	263.7	4.1%
Total Land Area	6,463.7	100.0%
<i>Source: Hill Studio GIS Analysis December 2007</i>		



The New River.

Drainage (Hydrology) and Floodplain

The New River is the primary watershed for the City of Radford and the New River Valley. Connelly's Run is an important drainage corridor and runs through the middle of the City through Wildwood Park and Bisset Park where it connects to the New River. Plum Creek is an additional tributary to the New River and runs along Route 11 in the northeastern part of the City. There are many smaller streams and drainage corridors found throughout the City, and they all flow into the New River, Connelly's Run or the Plum Creek. Figure 16 illustrates the hydrology and floodplains located within Radford.

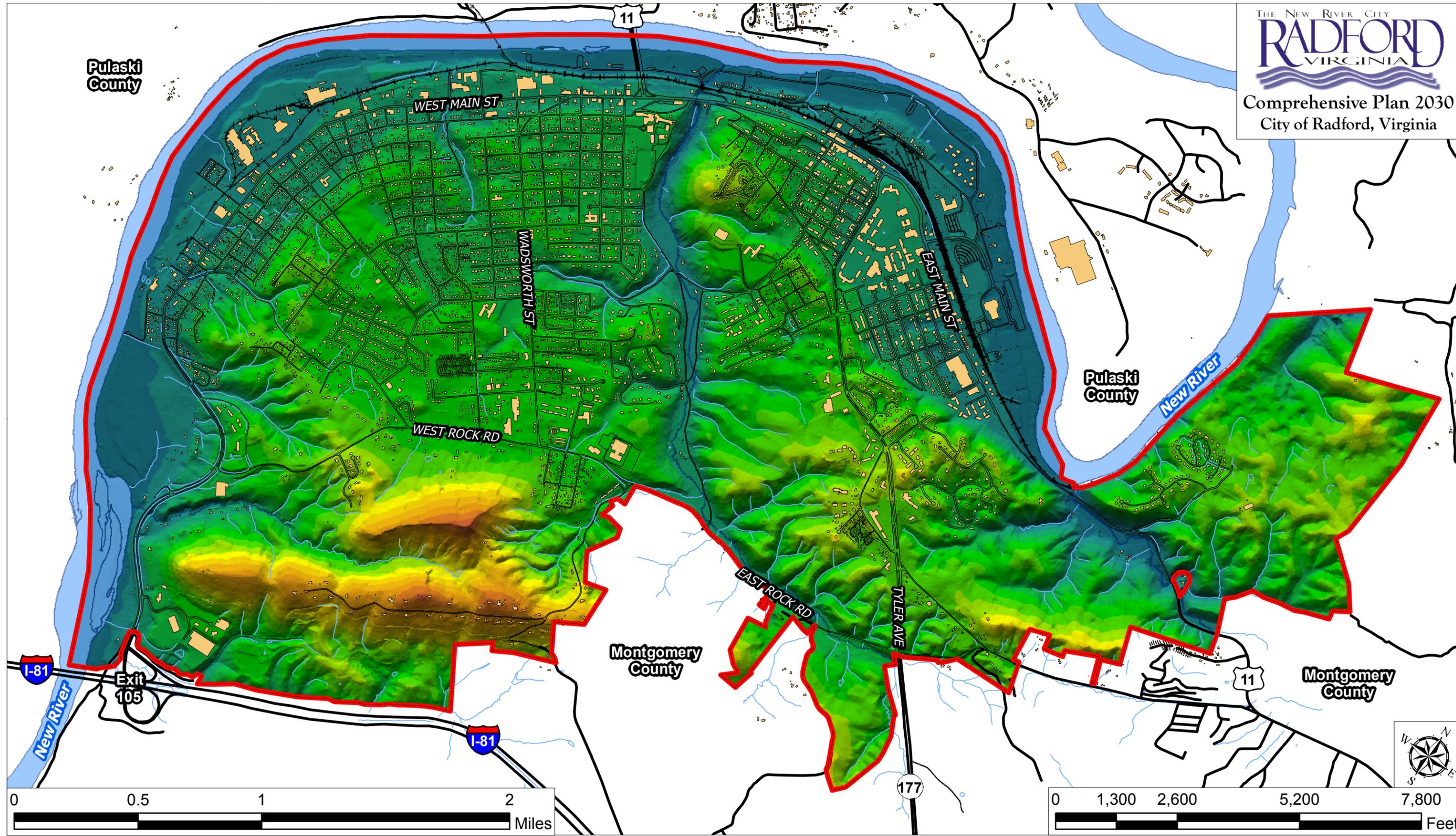


The New River and the Memorial Bridge.

The New River accounts for approximately 258 acres within the City, while the associated floodplains account for a much larger area. The New River and Connelly's Run are the two drainage corridors that have associated 100-year and 500-year floodplains. These floodplains exist outside of the river and stream channels and do not include them in their areas. The 100-year and 500-year floodplains within the City total 593 acres. Of this, 407 acres is within 100-year floodplain and 186 acres is considered 500-year floodplain. Development of habitable structures may not occur within the 100-year floodplain but it may occur within the 500-year floodplains. Outdoor recreation, parking lots and roads may be developed within the 100-year and 500-year floodplains.



Ducks along the bank of the New River.



Legend		Elevation Ranges	
City Limits	New River	2200 - 2250	2000 - 2050
Buildings	Hydrology	2150 - 2200	1950 - 2000
Roads		2100 - 2150	1900 - 1950
Railroads		2050 - 2100	1850 - 1900
		2350 - 2352	1800 - 1850
		2300 - 2350	1750 - 1800
		2250 - 2300	1700 - 1750
			1696 - 1700
			1696

Figure 14-
Elevation Ranges



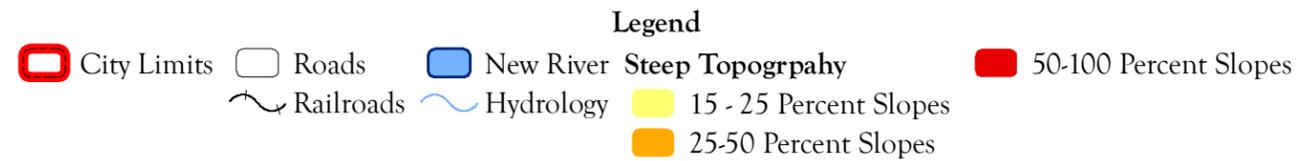
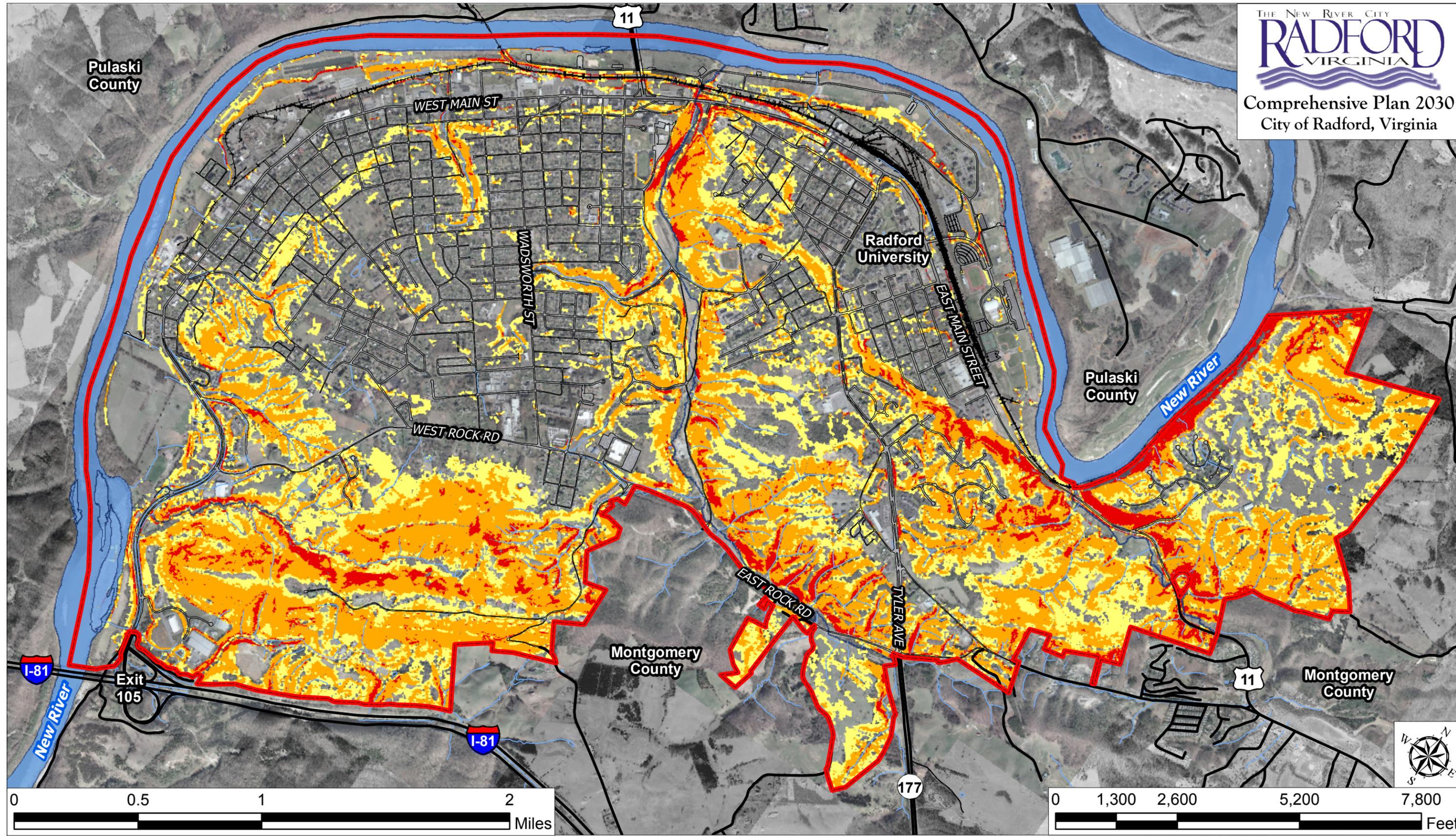
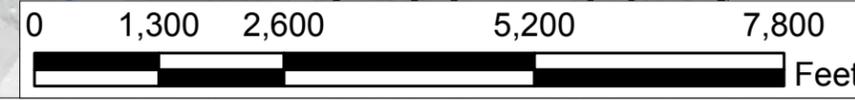
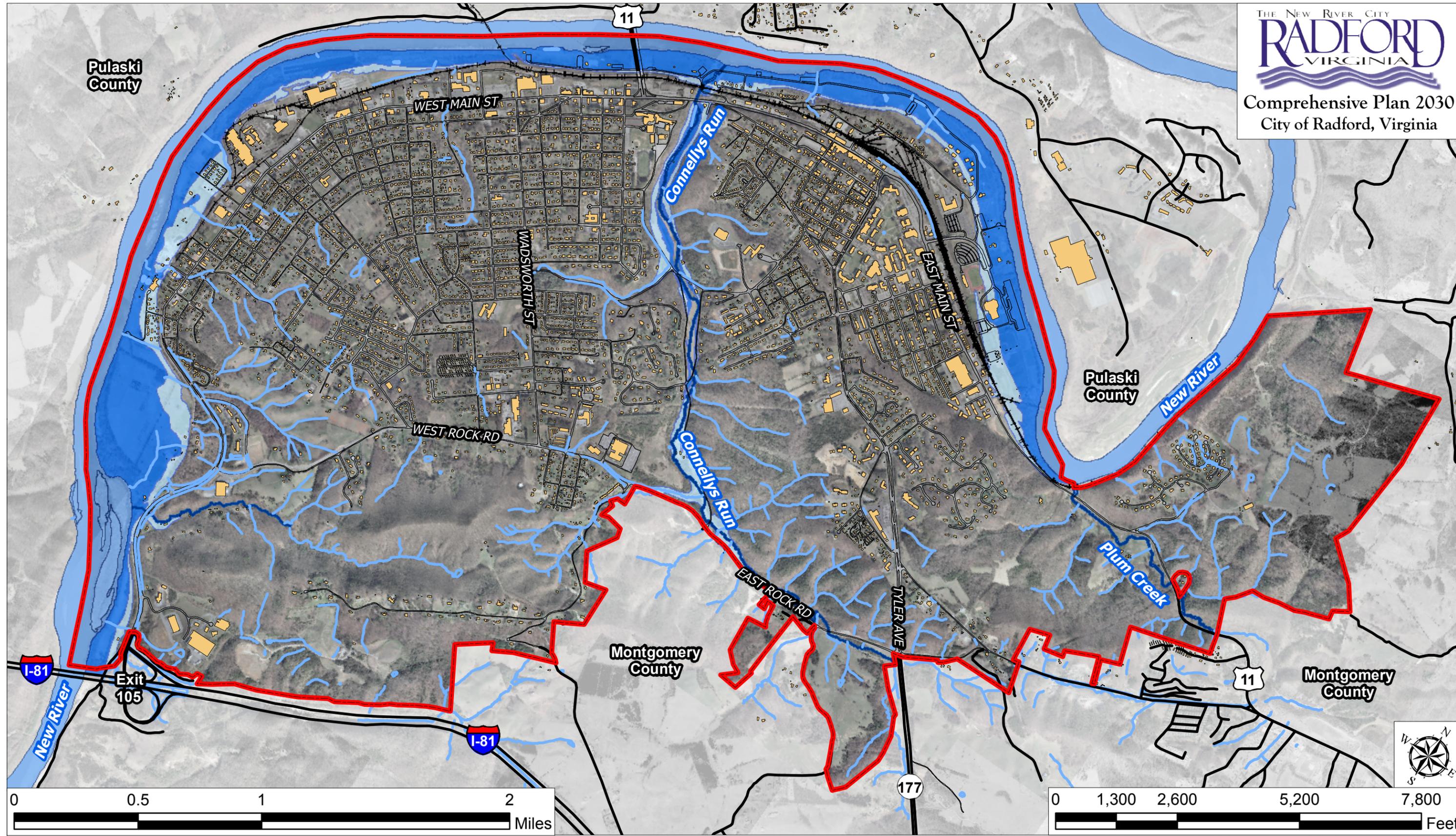


Figure 15-
Steep Topography





HILL
STUDIO

- Legend**
- City Limits
 - Roads
 - New River
 - Floodplains
 - Buildings
 - Railroads
 - Creeks and Streams
 - 100 Year Floodplain
 - Hydrology and Drainage
 - 500 Year Floodplain

Figure 16-
Hydrology & Floodplain

Challenges and Opportunities

In addition to the excellent educational system and parks facilities, the City's natural beauty and quality environmental resources helps to attract residents, visitors, and businesses to Radford. Natural amenities such as a moderate climate, unique geology, the New River, and scenic vistas contribute to the future social and economic vitality of Radford. As development continues to occur, special efforts will be needed to further protect the community's environmental quality and natural features. This will require coordination with developers, Montgomery County and Pulaski County, and with applicable state and federal agencies and organizations.



The New River from the Memorial Bridge.

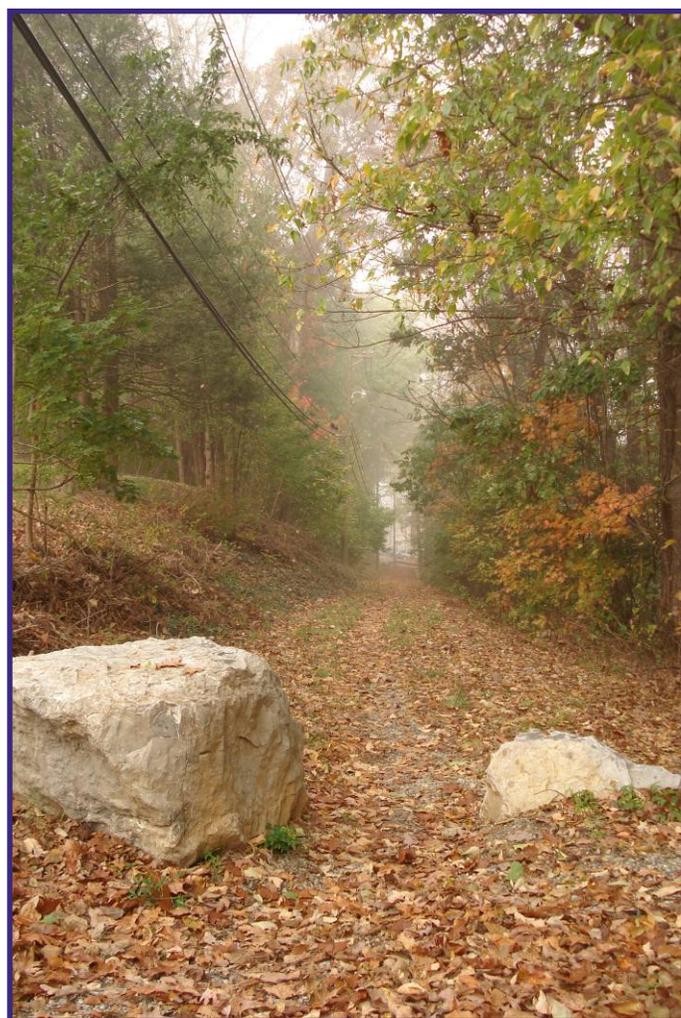
It will be a challenge and an opportunity for the City to preserve and enhance the overall environmental quality of the City's natural landscape. Special attention will need to be given to identify and protect the unique geology, important hydraulic soils and agricultural lands, important open spaces and viewsheds, areas of steep topography, the New River and additional streams and floodplains, and also areas of wildlife habitats to help diversify the ecosystem. Additionally, watershed protection, water quality, and stormwater management are important natural amenities that need to be protected as much as possible for a sustainable future. The use of riparian buffers and corridors will help protect the watersheds and water quality, while the implementation of "Green Infrastructure" initiatives will be able to address stormwater management issues for most of the City. Protecting and enhancing these important amenities will make Radford a greener community and improve the quality of life for residents, the environment and even the business community through beautification, tourism, and environmental advocacy.

The New River Heritage Museum is an additional opportunity that the City should pursue in order to celebrate the New River. This may be accomplished through partnerships with the Radford University Selu Conservancy and to work with the America Heritage Rivers Initiative (AHRI), which provides assistance to communities for projects related to economic development, and environmental and cultural resources. The New River Heritage Museum is a tremendous opportunity for the City and region to capitalize on the New River while protecting its unique and historic significance.

All of the natural features and amenities mentioned above are considered to be different types of “Green Infrastructure”. Enhancing and preserving these natural features is a “Green Infrastructure” initiative will help the City meet its Vision for the future. Public education and increased awareness of the City’s natural resources will be critical in assisting and supporting City officials in land development decisions. Maintaining and enhancing the environment and the natural landscape of Radford should be a priority for the community’s long-term health and wellness.

“Green Infrastructure” initiatives may include:

- Identifying and preserving pristine lands that have a unique environmental, historic or cultural value;
- Identifying and preserving desirable scenic landscapes and viewsheds;
- Establishing linkages for alternative transportation modes such as walking and biking between neighborhoods, commercial centers, and community gathering places;
- Establishing natural waste water management systems that cleanse and purify runoff without using a contained storm water management system, etc;
- Identifying sensitive Karst areas, riparian areas, and other landscape characteristics that are associated with water resources to protect them from contamination;
- Identify natural areas that complement historic and cultural assets for tourism development.



Pedestrian linkage/ utility corridor along a steep hillside.

“Green Infrastructure” initiatives should be strongly encouraged along with Environmental Site Assessments for all new subdivisions and the development of the “Green Infrastructure” Plan.

Natural Resource Planning and Development Policies and Implementation Strategies

The planning and development policies stated below provide Radford with direction for addressing identified issues and future opportunities related to natural resources. Implementation strategies are recommended to achieve each of the natural resource development policies.

1. The future social and economic sustainability of Radford depends on enhancing the region's environmental quality and protecting natural features and amenities.

- Goal 1-1. Promote environmental conservation and protection as a tool to enhance the community's health and aesthetic qualities;
- Goal 1-2. Promote environmental stewardship by citizens and businesses in order to raise awareness of the importance of natural resources and their relationship to the environmental health of the City;
- Goal 1-3. Protect and utilize prime and important agricultural lands that reflect the heritage of Radford and contribute to the long-term sustainability of the community;
- Goal 1-4. Promote the use of Conservation Easements to protect important natural resources.

Implementation Strategies:

- Strategy A. Develop a "Green Infrastructure" Master Plan that identifies important environmental components and recommends best management practices and methods for protection; publicize the plan and its importance.
- Strategy B. Support the Signature Tree Program and other beautification efforts.
- Strategy C. Promote the use of Conservation Easements to land owners through a public awareness campaign; partner with the New River Valley Land Trust and other applicable organizations.
- Strategy D. Promote the use of green building techniques; celebrate green projects through an awards or recognition program; pursue funding opportunities or incentive programs to assist and encourage green development efforts.
- Strategy E. Amend the Zoning and Subdivision Ordinances to include provisions that require an Environmental Site Assessment for new development in the City's Conservation District.

- Strategy F. Review proposed new developments located in areas of significant agricultural soils and provide incentives for conservation subdivisions or alternatives to preserve areas for community agriculture or open space.
- Strategy G. Amend City ordinances to include provisions to protect desirable viewsheds and require significant open space in new developments.

2. Natural drainage corridors and floodplains are important natural resources that should be protected.

- Goal 2-1. Preserve stream corridors and floodplains as important natural features that influence the environmental quality of the entire community;
- Goal 2-2. Protect additional natural resources related to water quality, stream watersheds, corridors and floodplains;
- Goal 2-3. Reduce stream bank erosion along the New River and other streams by preserving trees along the banks and planting new trees in eroded areas;
- Goal 2-4. Support development of the New River Heritage Museum and Visitor Center as a tool for raising public awareness of the importance of the New River to Radford and the region.

Implementation Strategies:

- Strategy H. Amend the Zoning Ordinance to include provisions for a riparian buffer overlay district to protect water quality, reduce stream bank erosion, and preserve important natural corridors. Educate the community about the importance of riparian buffers.
- Strategy I. Work with Pulaski and Montgomery Counties to develop similar regulations to improve water quality and preserve natural stream corridors within the region; consult with the New River Valley Planning District Commission for model legislation and implementation methods.
- Strategy J. Partner with the Radford Heritage Foundation Task Force, Radford University, and the American Heritage Rivers Association (AHRA) to develop the New River Heritage Museum and Visitor Center.

Transportation

Radford has a rich history as a major transportation crossroads, with the historic Wilderness Road and Ingles's Ferry. During the 1870s, the New River Railroad built the first railroad through what is now Radford, and the area began to boom. Later, US Route 11 (East Main Street) accommodated vehicular traffic along with West Main Street, Tyler Avenue and Rock Road. Radford is the New River City and the bend in the river helps to define a radial transportation pattern (Emerald Necklace Plan) that feeds into East and West Main Street, which generally follows the river and provides the primary east-west connectivity throughout the City.



Gateway signage along East Main Street.

Existing Transportation Network in Radford

Overall, Radford is served well by a consistent and efficient transportation network with more than 65 miles of publicly maintained roads. North-south connectivity is strong throughout the City, while east-west movement is somewhat limited through the Connelly's Run corridor, which physically divides Radford into the East End and West End. The existing transportation network is illustrated in Figure 17.



Memorial Bridge looking towards the Radford High School.

Access to the regional transportation network is convenient, with Interstate 81 (I-81) traveling immediately south of Radford. I-81 has two interchanges that serve Radford, Exit 105 and Exit 109. Exit 105 provides access to West Main Street, while Exit 109 provides access to Tyler Avenue (Route 117). I-81 connects from the State of New York to Tennessee and totals 854 miles³². Approximately 36 miles to the south of Radford along I-81, is Interstate 77 (I-77). I-77 connects from South Carolina to Ohio and totals 610 miles³³. Proximity to I-81 and I-77 places approximately three-quarters of the nation's major markets within a day's drive of the New River Valley and the City of Radford.

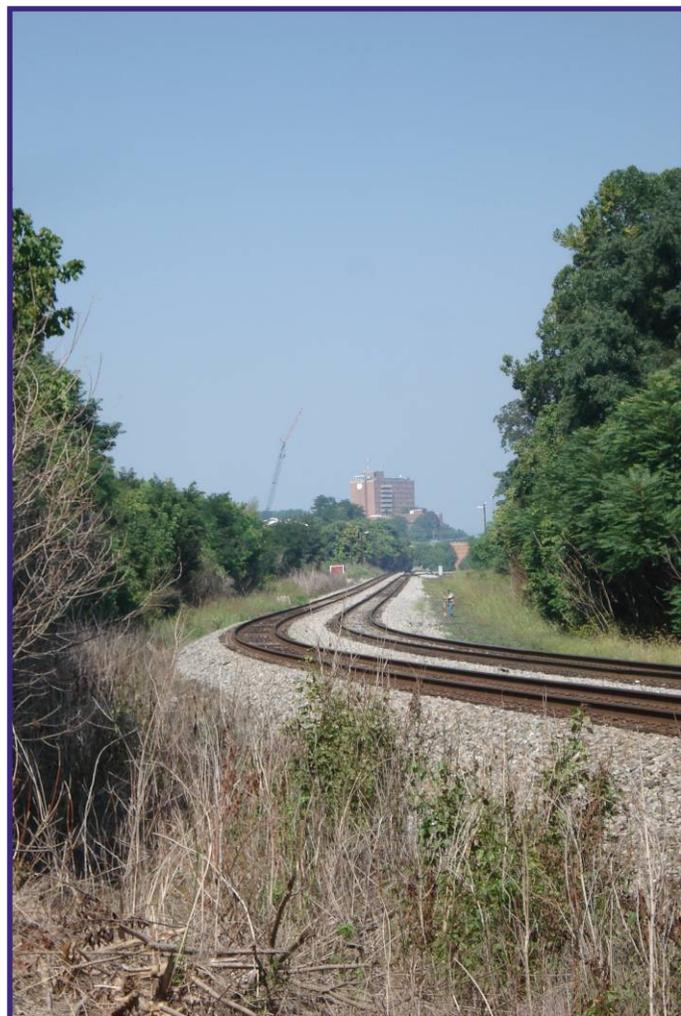
³² Interstate Route Log and Finders List: <http://www.interstate-guide.com/i-081.html>

³³ Interstate Route Log and Finders List: <http://www.interstate-guide.com/i-077.html>

For the purposes of this Comprehensive Plan, the existing roads in Radford have been classified as Principal Arterials/ Primary Entrance Corridors; Minor Arterials/ Primary Thoroughfares; Collectors/ Secondary Roads; and Local/ Access Roads. The primary entrance corridors are gateways into Radford and connect the City to the surrounding communities and regional transportation system such as I-81 and I-77. Primary thoroughfares are the major transportation corridors that provide connectivity throughout the City and connect to secondary roads or local streets. Secondary roads are collector roads that connect the primary thoroughfares to the access roads. The access roads are the remaining roadways that provide immediate access to residences and businesses that are not located on primary entrance corridors, thoroughfares or secondary roads.

Principal Arterials/ Primary Entrance Corridors

The primary entrance corridors are US Route 11 including the Southwest Virginia Memorial Bridge, Tyler Avenue (Route 177) from Exit 109, and West Main Street from Exit 105. Prior to the construction of I-81, US Route 11 was the primary entrance corridor into Radford from both Montgomery County and Pulaski County. From Montgomery County, US Route 11 is an agricultural gateway into Radford and provides an aesthetically pleasing drive into the City. The Southwest Virginia Memorial Bridge provides a nice gateway into the City as one enters from Pulaski County. East Main Street (US Route 11) is a primary thoroughfare as it passes through the City.



The NS railroad tracks along East Main Street.



West Main Street.

Tyler Avenue (Route 177) provides an additional gateway into Radford from I-81 Exit 109. Prior to entering the City limits, Tyler Avenue is a mixture of a commercial and agricultural corridor with several new development projects currently under construction. Once Tyler Avenue enters Radford and crosses Rock Road, the road turns into a landscaped boulevard with a median and consistent signage and lighting. Tyler Avenue also serves as the primary entrance to Radford University and is a primary thoroughfare through the City.

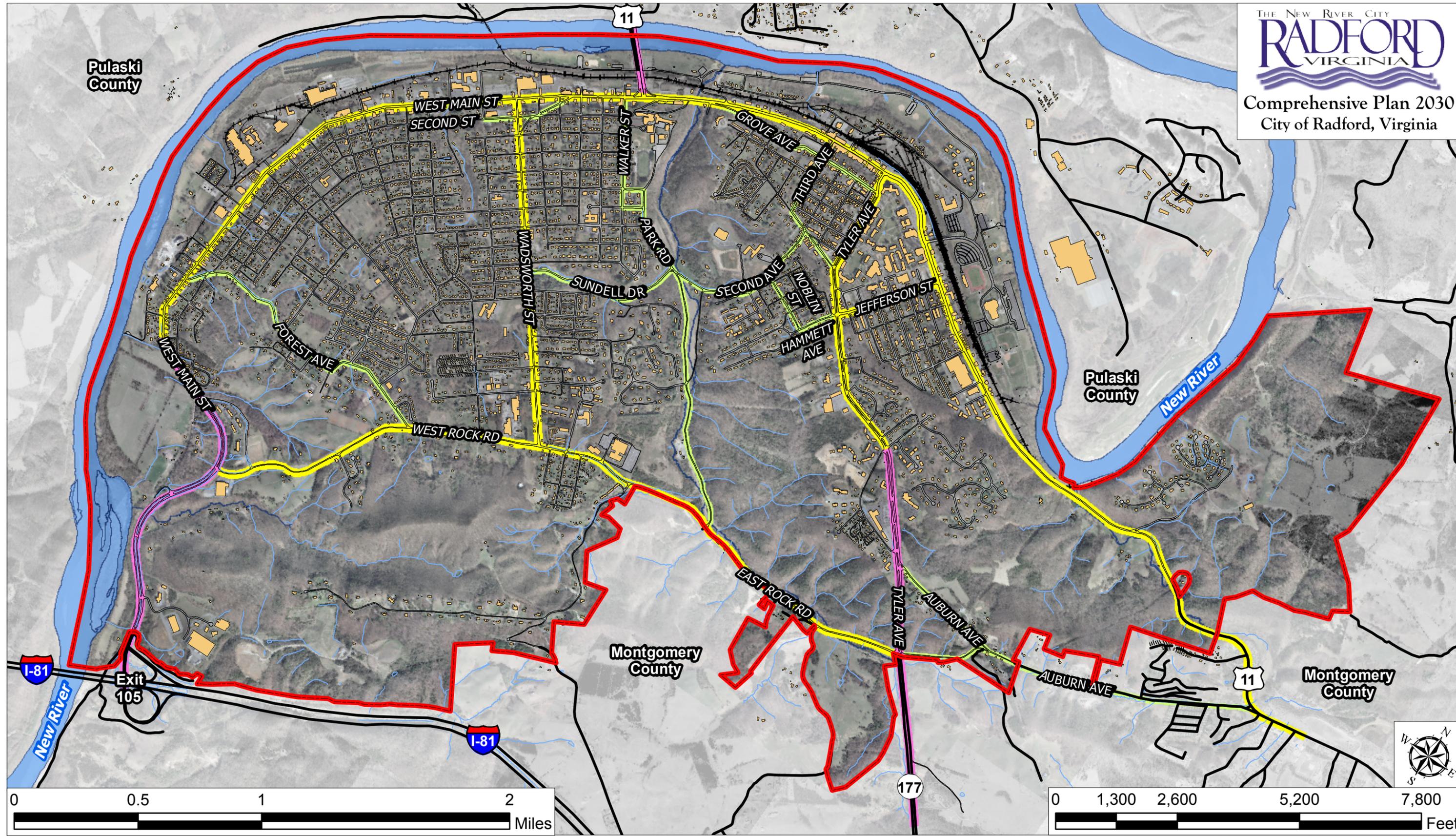
West Main Street is the remaining primary entrance corridor and provides an excellent gateway into the City with a parkway type setting. The West Main Street entrance corridor is primarily agricultural and open space with a landscaped median and provides beautiful views to the New River and Ingle’s Farm. West Main Street turns into an industrial and commercial corridor once it makes the bend near Riverview Park and is a primary thoroughfare through the City.



Memorial Bridge looking towards Fairlawn.



Tyler Avenue.



- Legend**
- City Limits
 - New River
 - Existing Transportation
Principal Arterials/ Primary Entry Corridors
 - Local/ Access Roads
 - Buildings
 - Hydrology
 - Minor Arterials/ Primary Thoroughfares
 - Collector/ Secondary Roads
 - Railroads

**Figure 17-
Existing Transportation**

Minor Arterials/ Primary Thoroughfares

The primary thoroughfares are East Main Street (US Route 11), Tyler Avenue (177), Jefferson Street, West Main Street, Rock Road and Wadsworth Street. As US Route 11 enters the City it turns into East Main Street and follows the alignment of the New River all the way to the Memorial Bridge. East Main Street turns into a commercial corridor and passes through Radford University, the East End Downtown, Wildwood and Bisset Parks, and the public library and Radford High School. US Route 11 then crosses the Memorial Bridge and enters into Pulaski County. The intersection of East Main Street and the Memorial Bridge was recently upgraded with a new signaled intersection with landscaping and a new City sign.

Tyler Avenue is an additional primary thoroughfare through the eastern half of Radford and connects to East Main Street near the East End Downtown and Radford University. Tyler Avenue is primarily a commercial corridor with several residential developments adjacent to it and is the primary entrance to Radford University. Along its entire length, Tyler Avenue is a boulevard with a landscaped median, sidewalks and consistent signage and street lighting. Jefferson Street flanks the eastern side of Radford University and connects from Tyler Avenue to East Main Street. This road is a primary thoroughfare as it provides convenient access to both Radford University and East Main Street.



Tyler Avenue.



Jefferson Street.

West Main Street is a primary thoroughfare through the western half of the City, and connects from the Memorial Bridge and East Main Street to Exit 105. As indicated above, West Main Street provides an excellent gateway in Radford up until the large bend in the road near Riverview Park. From this point, West Main Street turns into an industrial and commercial corridor with many residences along it. The streetscape is not consistent along this entire section of roadway and there is no sense of place along sections of the roadway. West Main Street has historically been the industrial corridor for the City and it will remain so in the future. However, as West Main Street is upgraded in the future, it will be important to implement the consistent street signage and lighting that has been placed along Tyler Avenue and East Main Street.



West Main Street at the Radford Industrial Center.

Rock Road is also a primary thoroughfare through the southern half of the City. Rock Road provides east-west connectivity in addition to East and West Main Street. Rock Road connects from Tyler Avenue to West Main Street and is primarily an agricultural and open space corridor with several businesses and residential neighborhoods along it.

Wadsworth Street is a primary thoroughfare in the western half of the City and provides north-south connectivity. Wadsworth Street connects from Rock Road to West Main Street and is primarily a residential corridor with McHarg Elementary School and several churches along it.



Wadsworth Street.

Collectors/ Secondary Roads

Secondary roads are Auburn Avenue, Hammett Avenue, Noblin Street, Second Avenue, Third Avenue, Grove Avenue, Park Road, Walker Street, Sundell Drive, portions of Second Street, and Forest Avenue. Auburn Avenue is located in the southeastern section of the City and connects from Tyler Avenue to US Route 11 outside of the City limits. Hammett Avenue is located near Radford University and is an extension of Jefferson Street. Hammett Avenue connects to Noblin Street which then provides a connection to Second

Avenue. Second Avenue connects from Park Road to Lawrence Street and provides access to the Radford Recreation Center and Belle Heth Elementary School.

Third Avenue is an important road that provides access through the Tyler Avenue student housing area, connecting from Tyler Avenue to East Main Street. Grove Avenue also exists in this area of the City and parallels East Main Street directly south of the East End Downtown. Grove Avenue connects from Tyler Avenue to East Main Street near the entrance of Wildwood Park.

Park Road provides north-south connectivity through the middle of the City along the Connelly's Run corridor. Park Road connects from East Rock Road to Walker Street just south of the Radford High School sports facilities. Walker Street provides a connection from Park Road to West Main Street at the West End Village Center and connects to the Radford High School. Sundell Drive is also located in this central portion of the City and is an extension of Second Avenue. Sundell Drive connects from Park Road to Wadsworth Street.



Park Road and Second Avenue.

Second Street is an important connecting road in the western half of the City, from West Main Street to the City Municipal Building. Beyond the Municipal Building, Second Street is not a secondary road and is a local access road through the residential neighborhoods in the western portion of the City. Forest Avenue is an important secondary road that provides north-south connectivity through the western portion of the City, connecting from West Rock Road to West Main Street.

Local/ Access Roads

Local and access roads are the roadways that make up the remainder of the transportation network in Radford. These important roads provide direct access to properties that are not located on one of the higher road classifications mentioned above and provide access to and from the residential neighborhoods that make up Radford. Local and access roads are deliberately designed to not provide convenient through traffic, as this is not their intent.

Public Transit

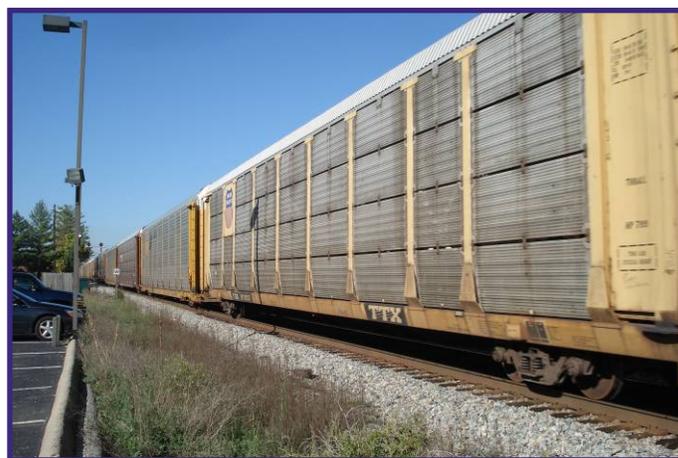
Currently there is no public transportation service within the City of Radford. However, Radford University operates a bus service along the Tyler Avenue corridor. This bus service connects the University and associated housing areas to the East End Downtown and Food Lion Shopping

Center, with connections to the Pulaski County Wal-Mart. For more information please see www.radford.edu/~parking.index/html.

The SmartWay Bus (Valley Metro) provides bus service that links the New River Valley to the Roanoke Valley. The SmartWay Bus operates a bus station in the Blacksburg/Christiansburg areas but currently does not extend service to Radford. Extending this service to Radford is an opportunity that should be explored in the near future.

Rail Service

The Norfolk Southern (NS) operates a railway through the New River Valley and the City of Radford. In total, the NS system extends for more than 21,600 miles over 22 states and parts of Canada. Rail connections are provided to all major carriers with switching service provided daily for local businesses. Passenger rail service is provided via Amtrak in Clifton Forge and Lynchburg, Virginia.



NS railroad adjacent to the East End Downtown.

Airports

There are three airports that serve the New River Valley and the City of Radford. The New River Valley Airport is located near Dublin in Pulaski County and features a 6,200 foot runway. The services offered at this airport include aircraft maintenance, charter service, and aircraft rentals. The Virginia Tech Airport/ Montgomery Executive Airport is located in Blacksburg and features a 4,539 foot runway with capacity for corporate jets and private aircraft. The Roanoke Valley Regional Airport is the third airport that serves the region. This airport provides the primary passenger service for commercial airlines. The Roanoke Valley regional Airport features 35 departures daily with the following airlines: US Airways Express; United Express; Northwest Airlink; Delta Connection; and Allegiant Air.

New River Valley Foreign Trade Zone and Customs Port of Entry

In 1997, the New River Economic Development Alliance began development of a Foreign Trade Zone (FTZ) and Customs Port of Entry (POE) for the region. This program received official designations in 1999 and is located at the New River Valley Airport. In 2005, Congressman Boucher officially designated the New River Valley Airport a federal "Port of Entry"³⁴.

³⁴ New River Valley Regional Data Book: June 2006

2020 Transportation Plan

The 2020 Transportation Plan for the Radford Area Including Fairlawn identifies future demands on the transportation system and recommends transportation improvements to meet future needs. Transportation projects are categorized into three phases: Phase One – Base Year (2001) Recommendations; Phase Two – Interim Year (2010) Recommendations; and Phase Three – Study Year (2020) Recommendations. The 2020 plan is presently being updated to 2030. The highest priority transportation improvements are illustrated in Figure 18.

Already, several transportation improvement projects listed in the 2020 Transportation Plan have been implemented. These projects include improvements to East Main Street, 2nd Avenue, Tyler Avenue, the Southwest Virginia Memorial Bridge, and Rock Road. Remaining priority transportation improvement projects that are listed in the 2020 plan include the following:

Phase One Projects (Short-Range):

- Widen Wadsworth Street to urban four-lane standards including sidewalks and bike lanes from Rock Road to Sundell Drive.
- Reconstruct Rock Road to urban two-lane standards from Tyler Avenue to the eastern City limit with realignment of Auburn Avenue, including sidewalks and bike lanes.
- Improvements to the I-81 corridor and the rest area between exits 105 and 109.

Phase Two Projects (Mid-Range):

- Reconstructing East Main Street to urban two-lane standards including sidewalks and bike lanes from Robey Street to the eastern City limits.

Phase Three Projects (Long – Range):

- Reconstruct West Main Street to include a sidewalk on the east side from Rock Road to Highland Avenue.
- Reconstruct Forest Avenue to urban two-lane standards including sidewalks and bike lanes from 2nd Avenue to Rock Road.
- Widen Rock Road to Urban four-lane standards including sidewalks and bike lanes from Wadsworth Street to Tyler Avenue.

Six – Year Transportation Improvement Plan

In addition to the 2020 Transportation Plan, the Six – Year Transportation Improvement plan provides further focus for transportation projects, especially as they relate to a locality’s priorities and the transportation funds available. The VDOT Six – Year Improvement Program for fiscal

years 2008 through 2013 identifies three projects within the City of Radford as top priorities and are listed below³⁵:

1. **Tyler Avenue to East Main Street Connector:** Construct a new connector road from Tyler Avenue to east Main Street, north of Auburn Avenue. This project totals 0.8 miles in length and will cost approximately \$5.4 million. .
2. **Tyler Avenue to Park Road Connector:** Construct a new connector road from Tyler Avenue to Park Road north of the proposed MSC development. This project totals 0.6 miles in length and will cost approximately \$4.3 million.
3. **Park Road Reconstruction:** Reconstructing Park Road to urban two-lane standards including sidewalks and bike lands, from Scott Street to 2nd Avenue. This project totals 1.4 miles and will cost approximately \$11.2 million. This project has already been started with preliminary engineering work, with construction slated to begin in 2012.

The Tyler Avenue connector projects will provide additional east-west connectivity through Radford and alleviate some of the pressures on Rock Road and East and West Main Streets. However, these projects may create issues such as promoting the use of residential streets along Park Road as cut-throughs or creating areas of steep, unusable land in areas of existing steep topography. All of the projects listed above should be studied further to determine appropriate connection points that will improve the vehicular connectivity through the City without creating traffic issues in the future. In particular, widening of some of the City's roads should be carefully designed to maintain community character and ensure a pedestrian friendly environment.

If Wadsworth Street were to be widened to "urban four-lane standards", it may completely change the character of the roadway and the surrounding neighborhoods. If Park Road were updated to "urban two-lane standards", this may have a tremendous impact on that central portion of the City and the beautiful green open area. Additionally, the proposed locations for the intersections of the both Tyler Avenue connector projects by VDOT may not be appropriate. It has been stated that the Tyler Avenue to Park Road Connector should connect at a location closer to Rock Road, in order to utilize Rock Road as the primary thoroughfare to Wadsworth Street instead of Park Road and the local streets in the surrounding residential neighborhoods. These are several examples of VDOT road improvement projects that will need to be studied further for need, appropriateness, design and sensitivity.

³⁵ http://www.virginiadot.org/projects/sm_urbanplans/Radford.asp

In addition to these projects which have been identified by VDOT, the City of Radford has proposed several roadway improvement projects within the City. These projects are the extension of Preston Street, Robertson Street, and Berkley Williams Drive to the west of Bisset Park. Both Preston Street and Robertson Street are proposed to extend to the north to cross the NS railroad tracks and to provide an additional entrance to Bisset Park from the West End and West Main Street. Berkley Williams Drive will extend to the west and tunnel underneath the NS railroad bridge, where the railroad tracks cross the New River. This road will then extend further west and connect to the Preston Street and Robertson Street extensions, creating western access to Bisset Park. Berkley Williams Drive could then extend into the redevelopment of the Foundry Site and provide additional access to the new development proposed there.

With the redevelopment of the Foundry Site in the future, there is an opportunity to extend two additional streets into the area to provide additional connectivity close to the New River and to provide additional western access to Bisset Park. Redevelopment of the Foundry Site should consider extending Pendleton Street and Bolling Street to the north of West Main Street. These roads should be connected with additional connections to the Berkley Williams Drive extension mentioned above and the Robertson Street extension. These road extension projects will provide additional connectivity throughout the redeveloped Foundry Site; provide additional connections in close proximity to the New River with potential for public parking along the river; and provide western access to Bisset Park.



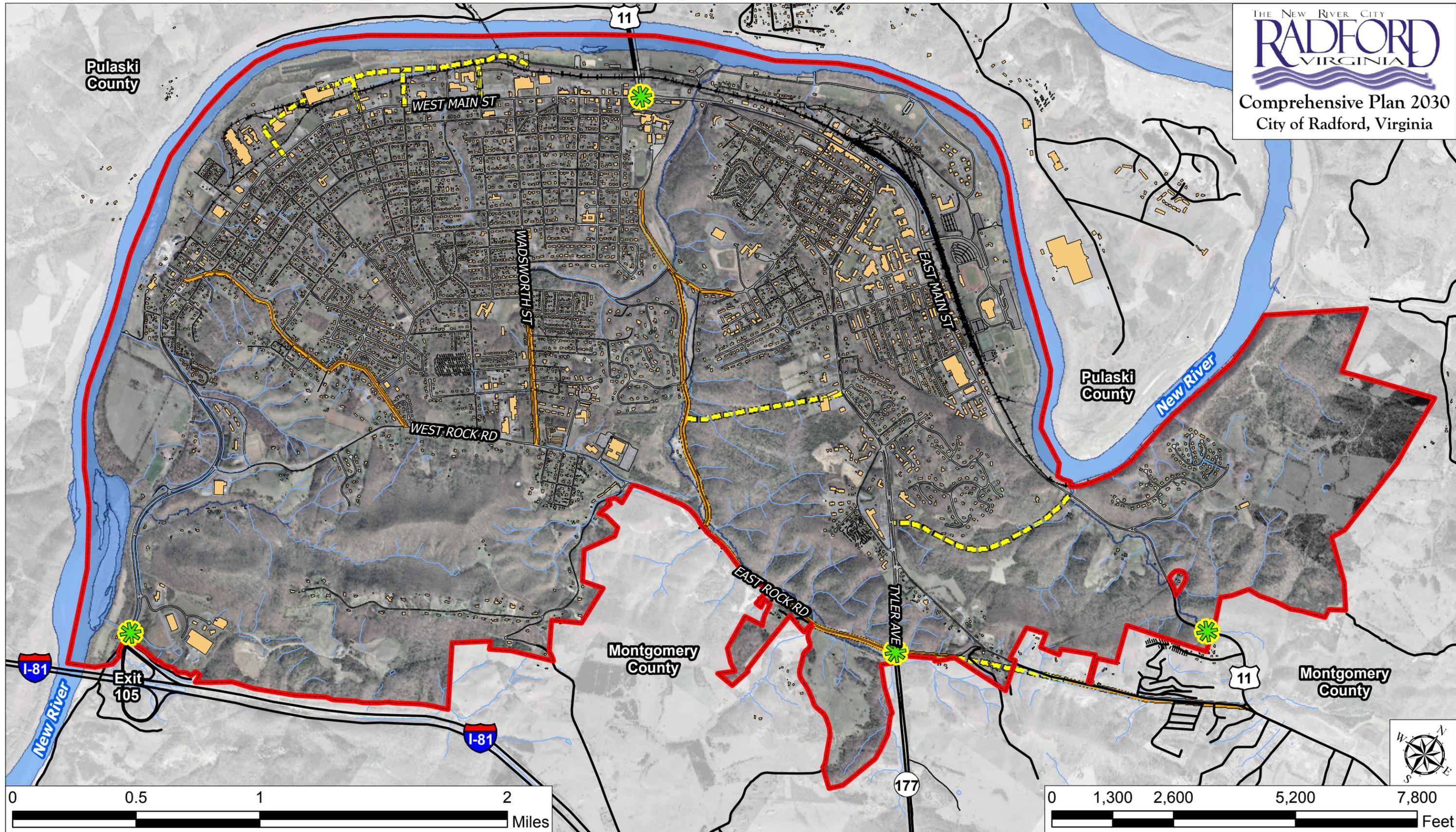
Robertson Street near the Glencoe Museum and future Public Safety Building.



Bolling Street from the Foundry site.



Open space along Park Road.



- Legend
- City Limits
 - Roads
 - New River Transportation Improvements
 - Proposed Roads
 - Buildings
 - Railroads
 - ~ Hydrology
 - Roadway Improvements
 - ✱ Gateways

Figure 18-
 Future Transportation
 Improvements

Challenges and Opportunities

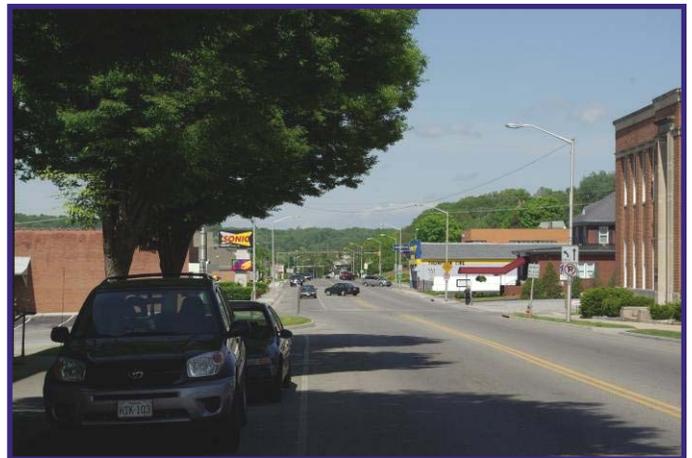
The City of Radford is served well by convenient and efficient local and regional transportation systems. Despite this, there are opportunities to enhance the overall transportation system by implementing some of the VDOT planned projects, capitalizing on and expanding a regional public transportation system into the City, improving rail access, and implementing the recommendations of the 2007 Pathways Plan for alternative transportation and increased pedestrian friendliness and safety throughout the City.



Tyler Avenue.

It will be important for the City to re-evaluate the transportation improvement projects stated in the 2020 Transportation Plan and to implement the projects that are of highest priority first, in conjunction with allocated project funding by VDOT. The City should work closely with VDOT in order to evaluate the projects and to refine the schedules of these projects as needed.

Traffic congestion will also be an important challenge as the City and Radford University grow and change. From this Comprehensive Plan, several enhancement and redevelopment projects have been identified that will have an impact on the transportation network. Special attention will need to be given to these impacts to ensure an adequate transportation network that is convenient and efficient.



West Main Street.

Parking along Main Street in the East and West End Downtowns are significant problems that will need to be addressed prior to significant reinvestments within these critical areas of the City. A long-range parking plan will need to be examined in order to determine a plan to alleviate this problem. Opportunities may include, but are not limited to constructing consolidated parking garages in both the East and West End Downtowns; requiring employees to park in off-street parking lots that do not take away from customer parking; making on-street parking spaces smaller and available for compact cars; providing bike racks throughout the downtowns; and

working with Radford University to develop a parking plan for students and non-students near the East End Downtown and Radford's campus.

Additionally, it is recommended that the City establish a Transportation Corridor Overlay (TCO) District as part of its Zoning Code. The purpose of the TCO district is to guide the design and patterns of development along important thoroughfares that reflects the goals and design standards stated in this Plan, to maintain the functionality of important roads, to manage curbs-cuts and other areas of potential conflicts, and to properly manage traffic congestion. This TCO district would be in addition to the underlying zoning. The TCO district is recommended for East and West Main Streets and Tyler Avenue.

Alternative Transportation

The City should also encourage alternative modes of transportation such as the implementation of the Pathways Plan, while also exploring bus service and rail service. The Pathways Plan and the recommendations from it have been discussed in the Parks and Recreation section, along with the New River Trail extension project which will link the Radford Pathways to the New River Trail and the Towns of Blacksburg and Christiansburg. The City should investigate opportunities to extend the SmartWay Bus (Valley Metro) into Radford to provide regional transit connections for residents and Radford University students. This is a real opportunity that will increase the quality of life for many residents and students who wish to travel to Blacksburg/Christiansburg and the Roanoke Valley.



Bisset Park.

Radford University is currently in the process of developing its University Master Plan, and as a part of this, their planning team is investigating opportunities for expanding its bus service to students and residents. This is another opportunity for the City to partner with the University to expand the bus service throughout the community for both students and residents. Additionally, this partnership should ensure that the bus service promote shopping at local, Radford businesses such as the Wade's, the Food Lion, etc. and new businesses that are anticipated to locate into the City over the next decade.

Taxi service is also an alternative transportation mode that could be expanded in the City. Currently, taxi service is limited within the City. Many smaller communities throughout the country have taxi service that is utilized primarily by senior citizens for everyday transportation purposes. Oftentimes, the senior citizens get a discount on taxi fares, or offer taxi service to seniors for \$1. By encouraging an expanded taxi service with reduced fares for senior citizens, the City will be catering to the needs of senior citizens and making the City attractive to more retirees.



NS switchyard adjacent to the East End Downtown.

In addition to bus and taxi service, the City should commence negotiations with the Virginia Department of Rail and Public Transportation to ensure that a passenger rail station be provided in Radford if a passenger rail line is developed between Bristol, Richmond, and Washington D.C. The Virginia Department of Rail and Public Transportation conducted studies in 1994 and 1997 and each of these studies proposed this regional rail system with a passenger rail station in Radford.

The City should also market itself to new businesses and industries that require rail service. Currently, the Foundry site is an ideal location for these types of industries and the rail lines are already in place along with a significant amount of additional infrastructure.



Railroad tracks through the Foundry site.

Transportation Planning and Development Policies and Implementation Strategies

The following policies provide guidance and direction in addressing issues and future opportunities for the transportation network within Radford. Implementation strategies are recommended to achieve each of the transportation planning and development policies.

1. Multi-modal transportation opportunities should be provided throughout the community:

- Goal 1-1. Encourage a diversity of transportation opportunities and connections in Radford for both residents and visitors;
- Goal 1-2. Provide safe and accessible facilities for pedestrians, bicyclists and motorists;
- Goal 1-3. Promote economic development within the City that includes multi-modal options for employees and the public;
- Goal 1-4. Encourage a regional passenger railroad network that includes a train station in Radford.

Implementation Strategies:

- Strategy A. Expand the City's trails and pathways network, as recommended by the 2007 Pathways and Open Space Plans; pursue appropriate funding through VDOT's Transportation Enhancement and Sidewalks to Schools programs.
- Strategy B. Partner with Radford University to develop and implement a bus system that would serve students and residents with connections throughout the City.
- Strategy C. Ensure new development proposals provide for potential pedestrian and bike connections and trail linkages by amending ordinances to adopt the Pathways Plan.
- Strategy D. Market Radford as a pedestrian friendly community by making streets, intersections, and traffic signals more pedestrian friendly through the use of sidewalks, designated bike lanes and pedestrian- and bike-friendly intersections in addition to implementing the Pathways Plan. Apply for official designation as a "Bike Friendly Community".
- Strategy E. Partner with the Radford Heritage Foundation and other tourism agencies to determine public transportation needs of visitors and explore opportunities to provide services.
- Strategy F. Work with regional transportation interests to pursue a passenger station in downtown Radford.
- Strategy G. Explore opportunities to expand Taxi service throughout the City with discounted service for senior citizens.

2. City gateways and primary transportation corridors should be attractive and serve as models of excellence in community design and development patterns:

- Goal 2-1. Enhance corridors through landscaping, lighting, model signage, and corridor revitalization;
- Goal 2-2. Promote quality mixed-use development along transportation corridors in designated areas according to the Future Land Use plan;
- Goal 2-3 Encourage safe, convenient, and efficient access to residential and commercial development along the corridor.

Implementation Strategies:

- Strategy H. Work with Montgomery County to enhance the visual quality and streetscape of the Route 177 corridor into the City.
- Strategy I. Work with Pulaski County to enhance the visual quality and streetscape of the US Route 11 corridor north of the City.
- Strategy J. Enhance corridor development and signs within the entry corridors through implementation of exemplary models for development and signs.
- Strategy K. Manage new development and improvements within the City's entrance corridors through implementation of a Corridor Overlay Zoning District to guide the design and patterns of development.
- Strategy L. Improve the City's way-finding signage system for historic sites, public facilities, special events, parks, the Visitor's Center, etc. to facilitate resident and tourist activity at all important attractions.
- Strategy M. Designate Tyler Avenue, and East and West Main Streets as primary gateways for Radford; establish commercial and activity nodes and promote quality revitalization and infill development as recommended by this Comprehensive Plan.

Public Services, Facilities and Utilities

Radford’s public services, facilities and infrastructure provide the necessary support for residents in order to maintain their health, welfare, safety and overall quality of life. These services are also the fundamental elements that allow Radford the ability to maintain, sustain and enhance the entire community. Public services include police, fire and emergency rescue, and social services. These are responsible for ensuring safety and providing essential services for healthy safe living. Public facilities include schools, libraries, and parks which are important elements in retaining and attracting residents and businesses. Public utilities include water, sewer, electrical, and telecommunications lines and these are driving factors for community development.

The public services, facilities and infrastructure in Radford are provided by the City, regional authorities and many other service providers. The public facilities are illustrated in Figure 19, while the water distribution system is illustrated in Figure 20 and the sewer system is shown in Figure 21.

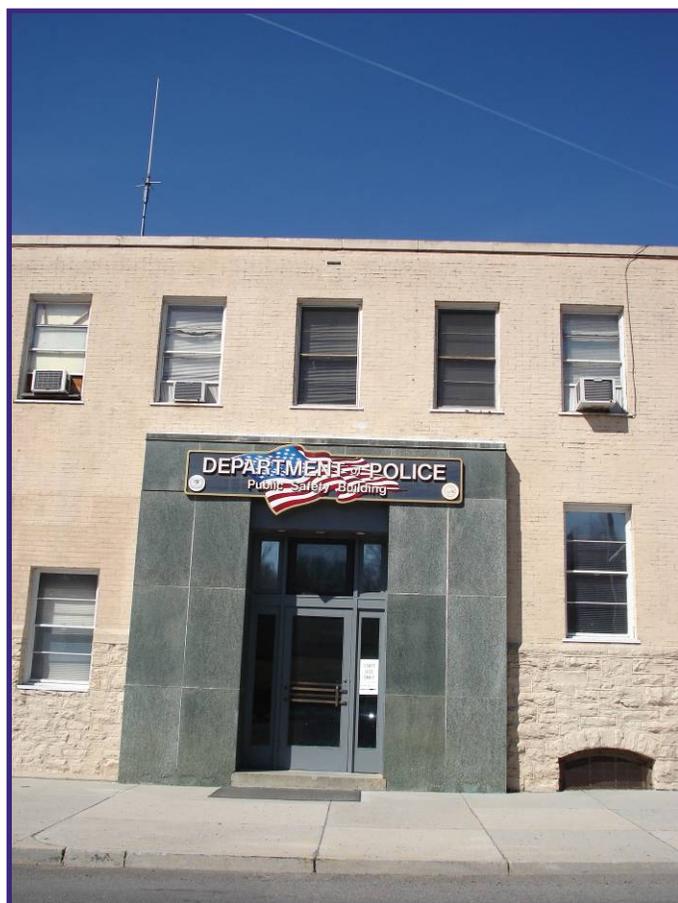
Public Services

Public Safety

The City of Radford operates a police department which has 35 officers that includes 24 patrol officers, six detectives and five administrative staff. Additional personnel includes one parking enforcement officer, two animal control officers, ten communications officers, one school crossing guard, and four administrative staff members³⁶. The Radford Police Department headquarters is located on the northwest corner of the West Main Street



Radford Municipal Building.



Radford Police station.

³⁶ <http://www.radford.va.us/police/>

and Wadsworth Street intersection.

The City of Radford Fire and Rescue Department is a paid and volunteer organization with 11 career and 20 volunteer firefighters. The Department provides fire and rescue service to the City of Radford, Radford University, and has a mutual agreement with the surrounding communities in Pulaski County and Montgomery County. The mission of the Fire and Rescue Department is “to provide the highest level of fire protection and life safety for the citizens and visitors of the City of Radford and the surrounding communities”. The Department operates five fire engines, one water rescue van with two boats, two Haz-Mat operations trailers, three support SUVs, and one antique fire engine from 1934. The department operates out of one fire station which is located on Wadsworth Street near the geographic center of the City, allowing response times to be consistently under six minutes. Additionally, The Radford Fire and Rescue Department serve Radford University and there may be opportunities to include a new Fire and Rescue facility near campus in order to meet better response times to the campus. If this facility is deemed necessary in the long-range, then the ladder fire truck should be housed in the new facility since this apparatus is required to serve Muse Hall.



Radford Fire station.

Medical care is provided to Radford residents through various facilities within and outside of the City. Within the City, the predominant medical facilities are operated at the Carilion Radford Center medical facilities that include family medicine, a sleep center, home care and hospice services and a Carilion patient transport services center. Additionally, the New River Valley Pediatrics offices are located adjacent to these facilities, along with the newly constructed Radford Nursing and Rehabilitation Center on the grounds of the former Radford Community Hospital. In 1999 the Carilion New River Valley Medical Center opened and replaced the community hospital. This new state of the art medical facility also serves Radford and Southwest Virginia residents.



Carilion New River Valley Medical Center.

Ambulatory care is provided by the Carilion Patient Transportation Service, which operates out of the Carilion New River Valley Medical Center and their center in Radford. The Medical Center is located two miles to the south of Radford, immediately south of the I-81 Exit 109, along Route 177. Air and ground transport services are provided 24 hours a day by ground ambulances or an advanced life support, paramedic and nurse staffed helicopters³⁷. Additionally, the Carilion Roanoke Memorial Hospital also serves residents of Western Virginia and is located within an hour's drive of Radford.



Carilion medical facilities in Radford.

Social Services

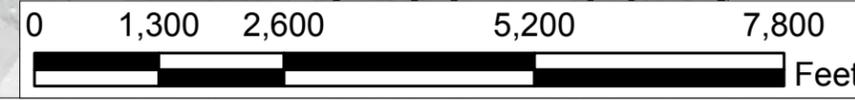
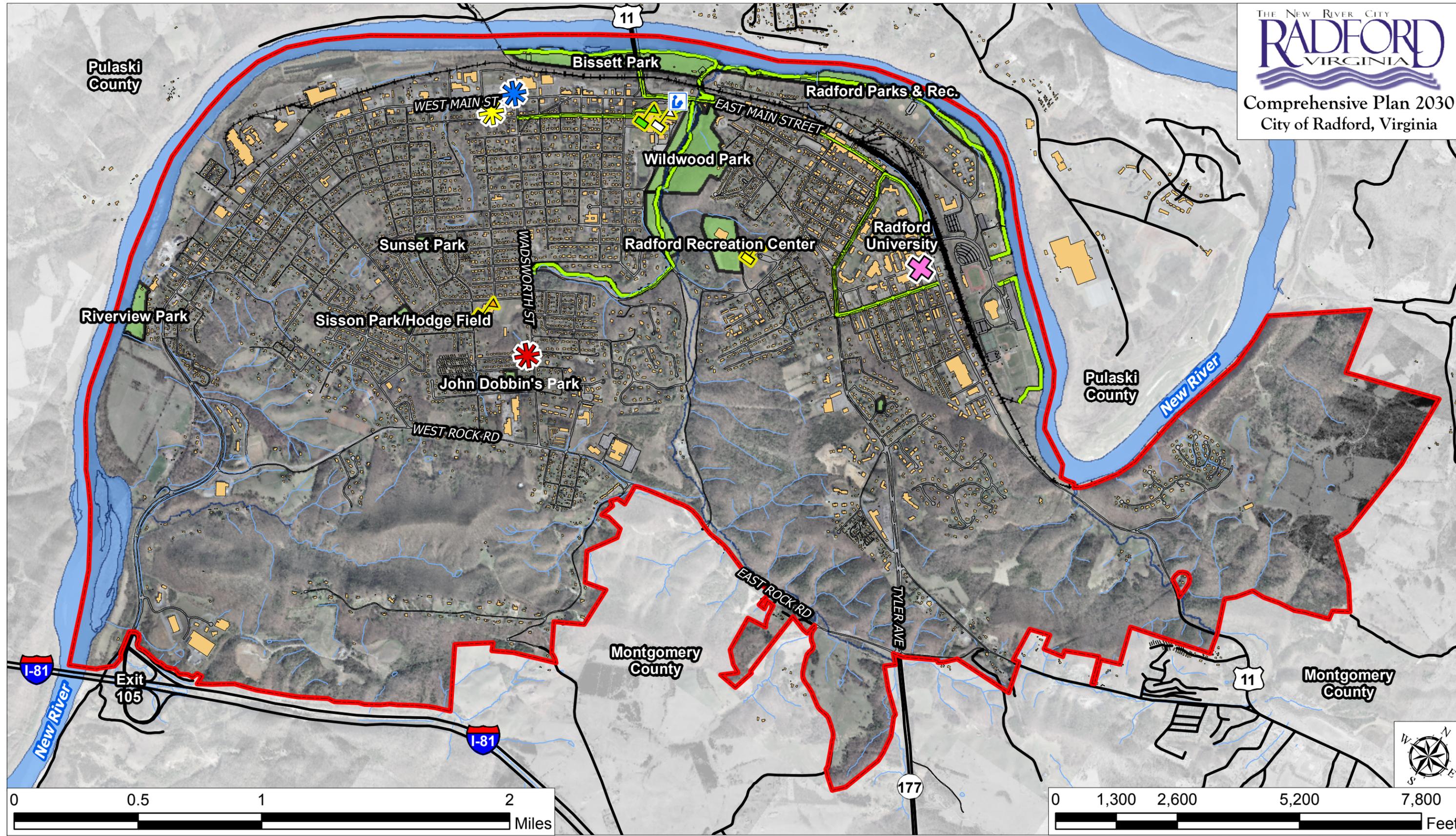
The City of Radford operates the Department of Social Services which consists of 13 full-time and two part-time employees³⁸. The Department is headed by a local director and consists of three units, Eligibility, Services, and Office Support. The Eligibility Unit manages temporary assistance for needy families living in poverty. The Services Unit consists of several services which include child protection, adult protection, and foster care. Child protection investigates allegations of child abuse and neglect, while adult protection offers services to disabled adults and elderly citizens, while Office Support manages the office and performs direct client services.

The New River Valley Community Services (NRVCS) is a public agency that provides behavioral health services to all residents and localities within the New River Valley. NRVCS is associated with the state-wide system of Community Services Boards, and receives 40 percent of its funding from each of the New River Valley localities that includes the City of Radford. The remaining funding is received through fees for services. The agency provides community-based programs for mental health, mental retardation, substance abuse and prevention services. NRVCS is fully accredited. For more information please see <http://www.nrvcs.org/default.htm> .

³⁷

<http://www.carilion.com/Community/SitePage/SitePage.asp?App=SitePages&docid=46AE4BBBFD90407298BD129C58ECBB>
[A3](#)

³⁸ <http://www.radford.va.us/socialservices.html>



- | | | | | | | | | |
|-------------|-----------|------------------------------|--------------------------|----------------|--------------------|-----------------------|------------------------|-------------------|
| City Limits | Railroads | City Parks | Public Facilities | | Radford Fire Dept. | RU EMS | Dalton Intermediate | McHarg Elementary |
| Buildings | New River | Existing Trails and Bikeways | Radford Municipal Bld. | Radford Police | Radford High | Belle Heth Elementary | Radford Public Library | |
| Roads | Hydrology | | | | | | | |

**Figure 19-
 Public Facilities**

Public Facilities

Schools

The Radford City School System has maintained a strong reputation as an excellent school system, which strives to achieve the full growth potential in each student. The Radford City Schools are fully accredited through the Virginia Department of Education³⁹. The total enrollment in 2007 was 1,503 students with 128 teachers⁴⁰. The student to teacher ratio is relatively low with one teacher for every 11 students.

The City school system operates a comprehensive educational program with two elementary schools, one middle school, and one high school. The elementary schools are McHarg Elementary School and Belle Heath Elementary School. McHarg provides facilities for pre-school through third grade and is located off of Wadsworth Street in the western side of the City. Belle Heath serves fourth through sixth grade and is located adjacent to the Recreation Center. Belle Heath is an older facility and is currently being replaced with a new school facility that is being constructed on the grounds of the existing school. Once completed, Belle Heath Elementary will be torn down as all classes will move into the new school facility.

The intermediate school is the Dalton Intermediate School and is located adjacent to the Radford High School near Wildwood Park in the central portion of the City. The Dalton



Radford High School and Middle School.



McHarg Elementary School.



Site of the new Belle Heth Elementary School.

³⁹ <http://www.doe.virginia.gov/VDOE/src/accreditation.shtml>

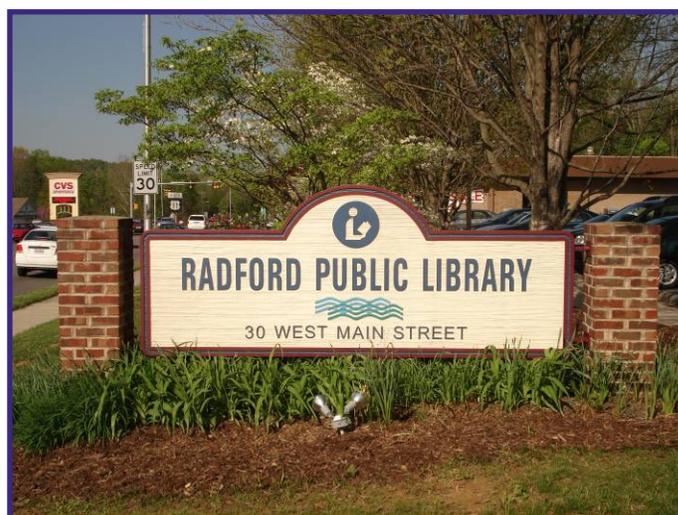
⁴⁰ <http://www.radford.va.us/education.html>

Intermediate School opened in the fall of 1979 and provides classes for seventh and eighth grades. The Radford High School has an interesting history, with several additions being built at various times followed by several fires that destroyed portions of the building. The current school configuration was primarily built in the 1960s and 1970s with additions in the 1980s and 1990s, and provides classes for ninth through twelfth grades. The Radford High School consists of approximately 25 acres and consists of the school and gym, stadium and driver education range⁴¹.

Radford is also served by several higher education facilities that include the New River Community College, the Virginia Polytechnic Institute and State University (Virginia Tech), and Radford University. The New River Community College is located eight miles to the southwest in Town of Dublin, while Virginia Tech is located 15 miles to the northeast in the Town of Blacksburg.

Libraries

Radford is served by two libraries, the Radford Public Library and the Radford University McConnell Library. The Radford public Library is located on East Main Street near the Radford High School. The first library was dedicated in 1941 with 7,000 books, and since then, the library's collection has grown to more than 75,000 books⁴². A significant addition was built in 1992 and brought the library to a total of 13,654 square feet. In the spring of 2008, the Radford Public Library broke ground on a new addition that will total 4,357 square feet, making the library total more than 18,000 square feet. This new addition will provide space for a new teen center, a genealogy room, and additional space for shelving and stacks⁴³.



Radford Public Library signage.

The McConnell Library is open to Radford University students and all Virginia residents. A valid driver's license or ID card is all that is needed to acquire a public patron card which may be used to check out any library materials except equipment⁴⁴.

⁴¹ <http://www.rcps.org/rhs/rhshistory.htm>

⁴² <http://www.radford.va.us/library/history.html>

⁴³ <http://www.radford.va.us/>

⁴⁴ <http://lib.radford.edu/about/Borrowing.asp>

Public Utilities

Water

Drinking water in Radford is supplied from the New River, with the City of Radford's Water Treatment Plant located along the New River near Riverview Park. The New River is a consistent and reliable source of raw water. Water service is provided throughout all of the developed areas of the City and also along the Route 177 corridor in Montgomery County.

The water treatment plant is able to produce up to eight million gallons of water per day. Treated water storage capacity is 2.5 million gallons at the treatment plant, with an additional ten water storage tanks providing 5.5 million gallons. Current usage averages to approximately 2.3 million gallons per day. The water system has abundant capacity to handle future growth within the City and along the Route 177 corridor.

The 2006 Annual Drinking Water Quality Report prepared for the City of Radford determined that the City's drinking water is safe. The water quality results show that the City's water treatment plant is within the appropriate ranges for regulated contaminants and also lead and copper contaminants.

The City of Radford's Water Treatment Plant is currently planning to relocate the raw water intake from the north bank of the New River to a deeper channel in the middle of the river. This relocation will allow for the intake to be 17 feet below the surface, which will provide for better water quality of the City's potable water.

Wastewater Treatment

The City of Radford's wastewater treatment system is maintained by the City with treatment provided by the Pepper's Ferry Regional Wastewater Treatment Authority. Membership in the authority includes the City of Radford, Town of Dublin, Town of Pulaski, Pulaski County (Fairlawn area), and Montgomery County (Plum Creek area). The authority operates a wastewater treatment facility along the New River that provides primary and secondary treatment of wastewater prior to discharge.

Pepper's Ferry Regional Wastewater Treatment Authority owns all of the 9 million gallons of treatment capacity in the regional plant. As of 2002 Member Jurisdictions have capacity in the regional treatment plant on an "as needed" basis. Currently the City of Radford's needed capacity is approximately 1.42 million gallons per day. The wastewater treatment collection system serves all developed areas of the City and has ample capacity to serve projected growth well into the future.

Electrical and Natural Gas

The electrical distribution system in the City of Radford is owned and operated by the City. The Radford Electrical Department (RED) operates its own hydroelectric generating facility on the Little River to the south of the City. The RED hydroelectric facility has capacity for one (1) megawatt and produces seven million kilowatt hours of measured power. The electrical distribution system is supplemented by American Electric Power (AEP), which typically provides 250 megawatt hours to the system. The RED distribution system serves all developed areas of the City with ample capacity to meet any customer's power demand and service voltage requirements. Natural gas is provided by Atmos Energy and serves the developed area of the City.

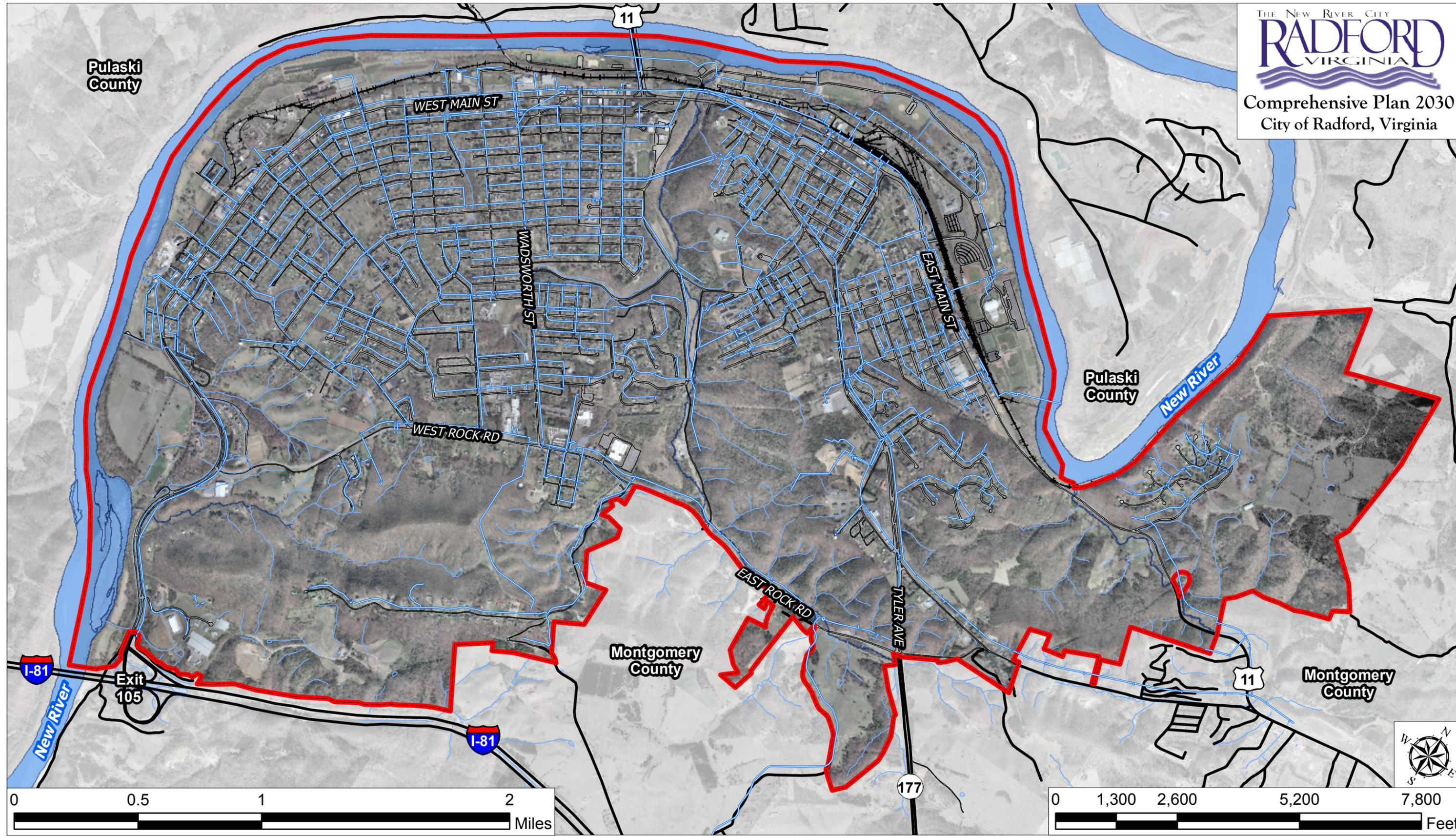
Solid Waste

The solid waste collection is publically operated and provides weekly collection service to all residents and businesses within the City. The City operates four automated garbage trucks that provide curbside collection and recycling. Solid waste is deposited in a sanitary landfill that is operated by the New River Resource Authority (NRRA) and located five miles west of Dublin on Cloyd's Mountain. At current volumes, the landfill has capacity to operate for approximately 45 more years. NRRA also operates two recycling facilities and a compost facility.

Telecommunications/ Fiber Optic/ Wireless Broadband

Telecommunications service is provided by Verizon and covers most areas of the City. In 2006, the City announced that it will be one of 100 cities across the United States to have internet service available through its municipal owned power grid. The broadband service will send wireless signals through the neighborhoods, proving wireless internet connections to most areas of the City.

The City partnered with Designed Telecommunications to deploy the broadband network through specific areas of the City first. This system is called *Radnet* and the first phase provides broadband service around Radford University, from the Highland Village Apartments to the Hunter's Ridge Apartments to the Copper beach Apartments and includes the East End Downtown. Expansion of the wireless broadband network is expected to take place over the next several years.



Legend

- City Limits
- Roads
- New River
- ~ Water Lines
- Railroads
- ~ Hydrology

Figure 20-
 Water Distribution
 System

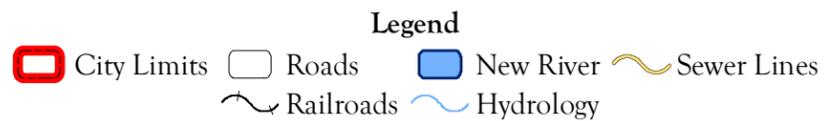
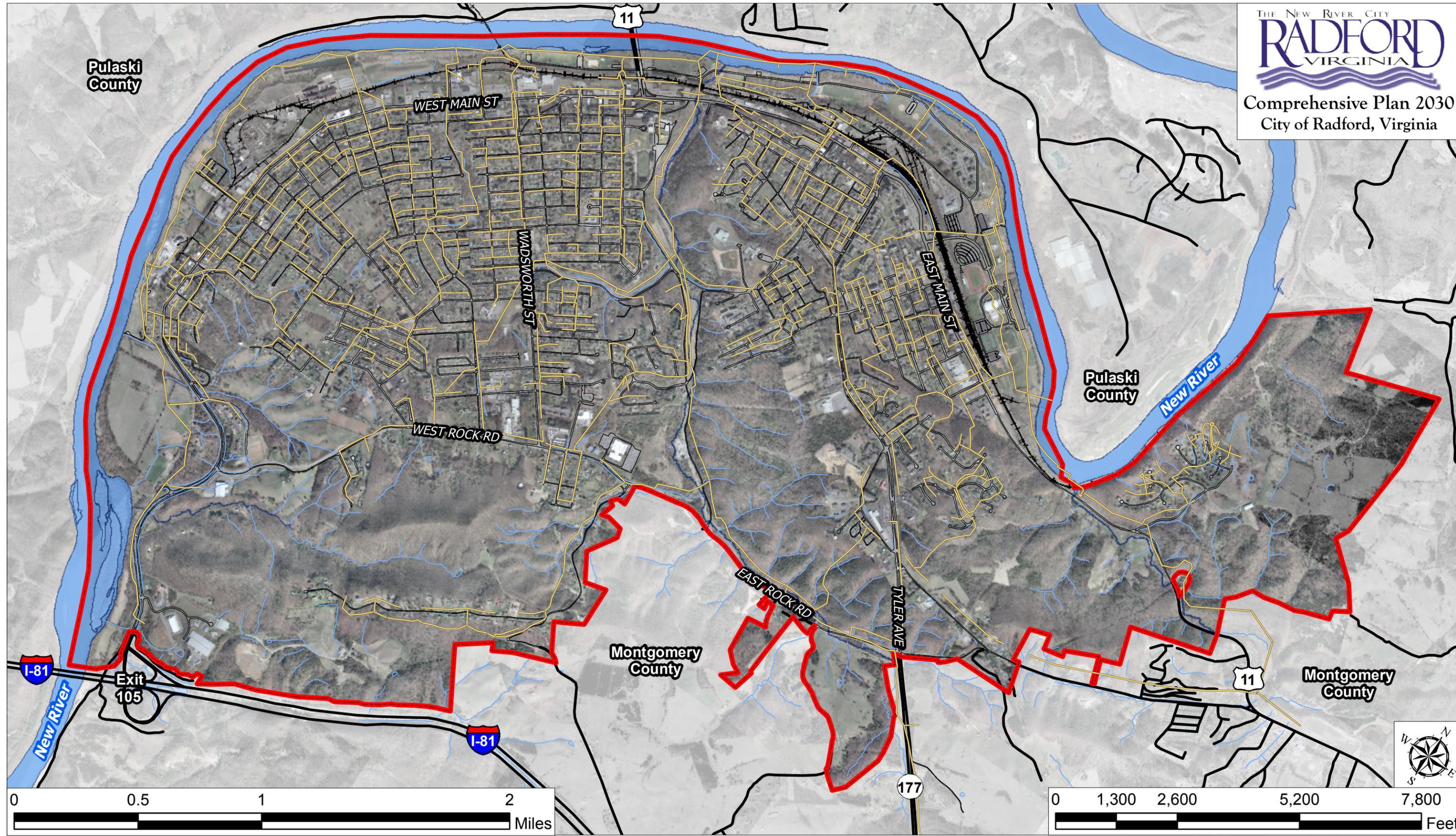


Figure 21-
 Sewer Distribution/
 Collection System

Challenges and Opportunities

Over the course of the next decade and beyond, the availability of quality public services, facilities and utilities will have a tremendous impact on future growth and development in Radford. Expansions of the lines will be relatively minimal, as the City has recently implemented several projects that have dramatically improved the distribution of utilities throughout Radford.

The City has recently made public a Request for Proposals (RFP) for a new Public Safety Building that will house a new police station and 911 dispatch center along with other municipal offices. The City has been investigating locations for a consolidated facility, and purchased the Old Box Factory (an old industrial building near the Glencoe Museum) for this new facility. The Old Box Factory totals 41,840 square feet and provides ample room for the consolidated Public Safety Building facilities. This planned project will provide the City with a state-of-the-art Police Headquarters and provide additional opportunities to renovate the currently police station for another civic use.

In 2007, the Virginia General Assembly passed the Transportation Act of 2007 or House Bill 3202, and this will require Montgomery County to designate Urban Development Areas (UDA) within its boundaries. UDAs designate areas for higher density development that is in close proximity to transportation facilities, utilities, and other public services in the County. This means that the future development of the Route 177 corridor, to the south of Radford, may require significant coordination between the City and the County with respect to desired densities, appropriate community design standards, and an equitable sharing of public services. The 177 Revenue Sharing Agreement between Montgomery County and the City of Radford may need to be examined due to this potential impact.



Abandoned school on Third Street.



Future Radford Public Safety Building.

Public Services, Facilities and Utilities Planning and Development Policies and Implementation Strategies

The planning and development policies below provide Radford with direction for addressing identified issues and future opportunities related to public services, facilities and utilities. Implementation strategies are recommended to achieve each of the planning and development policies.

1. Public services and facilities should be provided effectively and efficiently in serving the public safety, health and welfare of the entire community:

Goal 1-1. Provide a safe environment for living, working, learning and playing;

Goal 1-2. Promote regional coordination and long-range planning for public utility facilities and services;

Goal 1-3. Ensure that police, fire and rescue services are sufficient to meet the public needs;

Goal 1-4. Promote partnerships, where feasible, to provide public facilities.

Implementation Strategies:

Strategy A. Enhance public safety by hosting educational events such as citizen academies or public safety meetings to inform residents and businesses of police, fire and rescue services, public safety issues, and improve communication.

Strategy B. Relocate the Police Department to a new facility that meets department and public needs; maintain close proximity to other municipal offices and to central activity areas (Old Box Factory).

Strategy C. Undertake regular studies and evaluations of public safety service responsiveness to ensure effective and efficient levels of service for police, fire and rescue.

Strategy D. Coordinate and promote the regional utility services that are in the best interest of the City; engage Pulaski County and Montgomery County in regional utility matters as needed.

Strategy E. The City should be on the cutting edge of technology for energy independence and sustainability by utilizing solar, wind and other renewable energy sources.

Strategy F. Improve opportunities for recycling throughout the City.

2. Quality educational programs and facilities should be available and accessible to citizens of all ages:

- Goal 2-1. Provide a continuous learning environment for all citizens;
- Goal 2-2. Encourage diverse partnerships to meet the educational needs of citizens and employers.

Implementation Strategies:

- Strategy G. Encourage after-hours use of school and other public facilities as space for recreational, educational, workforce training, or other needed programs.
- Strategy H. Partner with Radford University and New River Valley Community College to provide continuing education programs.
- Strategy I. Market and promote the achievements and educational qualities of the Radford School System.
- Strategy J. Promote energy efficiency educational programs that teach citizens ways to improve the efficiency of their homes.

3. Community services and facilities should be publicized, coordinated and easily accessible to all persons:

- Goal 3-1. Provide leadership in coordinating available public services and in meeting the needs for public facilities and programs;
- Goal 3-2. Ensure equitable and quality levels of community services to citizens;
- Goal 3-3. Coordinate new development with the available and planned public services and utilities.

Implementation Strategies:

- Strategy K. Encourage public-private partnerships that develop additional public spaces and facilities for community events.
- Strategy L. Assemble and post on the City's website a coordinated listing of available community services and facilities serving the City and the region as a resource for citizens.
- Strategy M. Host an annual or bi-annual collaboration meeting with human service agencies to share program information, discuss community needs, and coordinate activities.

Current Land Use and Future Land Use

A primary purpose of this Comprehensive Plan is to establish the City’s policies and strategies for guiding the future use of land, especially with respect to needed changes in current land use and land management ordinances. The following paragraphs discuss the current and future land uses within the City and provide recommendations for achieving the Vision for Radford.

Current Land Use

An inventory of the current land use was conducted in the fall of 2007 as part of this plan, and is illustrated in Figure 22. Table 28 lists the current land use breakdowns in terms of acreages and the percentage of the total land area for Radford.

Approximately 34 percent of the City’s land area is devoted to residential land uses, almost all of this being single-family homes and some multi-family apartments. Ironically, agricultural uses and open space account for nearly the same amount of land area. This means that almost 70 percent of the land area within Radford is devoted to residential land uses or remains undeveloped. Of this open space/ undeveloped land area, approximately 989 acres is constrained by steep topography or other natural resources, which has been stated above in the Natural Resource section of this plan.

Table 28- Current Land Use Breakdowns		
Land Use Category	Acreage	Percentage
Agriculture	453.5	7.0%
Open Space/ Undeveloped	1,732.5	26.8%
Park & Recreation	204.6	3.2%
Single-Family Residential	1,905.6	29.5%
Two-Family Residential	51.4	0.8%
Multi-Family (High Density)	235.0	3.6%
Commercial	158.1	2.4%
Downtown Commercial	12.9	0.2%
Office/ Medical	49.5	0.8%
Public/ Institutional	393.3	6.1%
Industrial	264.0	4.1%
Cemetery	22.3	0.3%
Public Infrastructure	18.8	0.3%
New River	258.2	4.0%
Railroad	55.5	0.9%
No Land Use	648.5	10.0%
City of Radford Land Area	6,463.7	100.0%

Public/ institutional uses comprise the next largest amount of land, with nearly 400 acres or 6 percent of the land area. These uses include City offices and facilities, Radford University, City Schools, and other public facilities. Industrial land accounts for 264 acres or almost 4 percent of the land area. Commercial uses, including the downtown commercial areas, account for 2.6 percent of the land area, while office and medical uses account for 0.8.

Due to the fact that the Radford is the New River City with the river flowing on three sides of the City, the land area for the New River has been included and accounts for almost 260 acres or 4 percent of the land area. Nearly 10 percent of the land area within Radford does not currently have a land use. These lands are either vacant lots or smaller pieces of property that are difficult to develop and have not been colored on the current land use map. This land use category does not include vacant buildings, or open spaces that have scenic or agricultural value.



Connelly's Run in Wildwood Park.

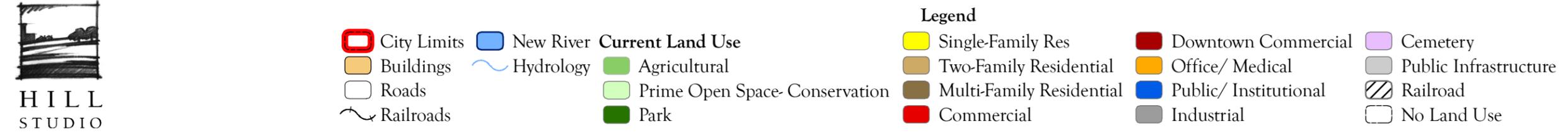
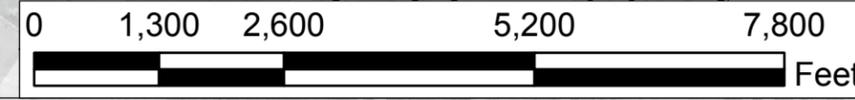
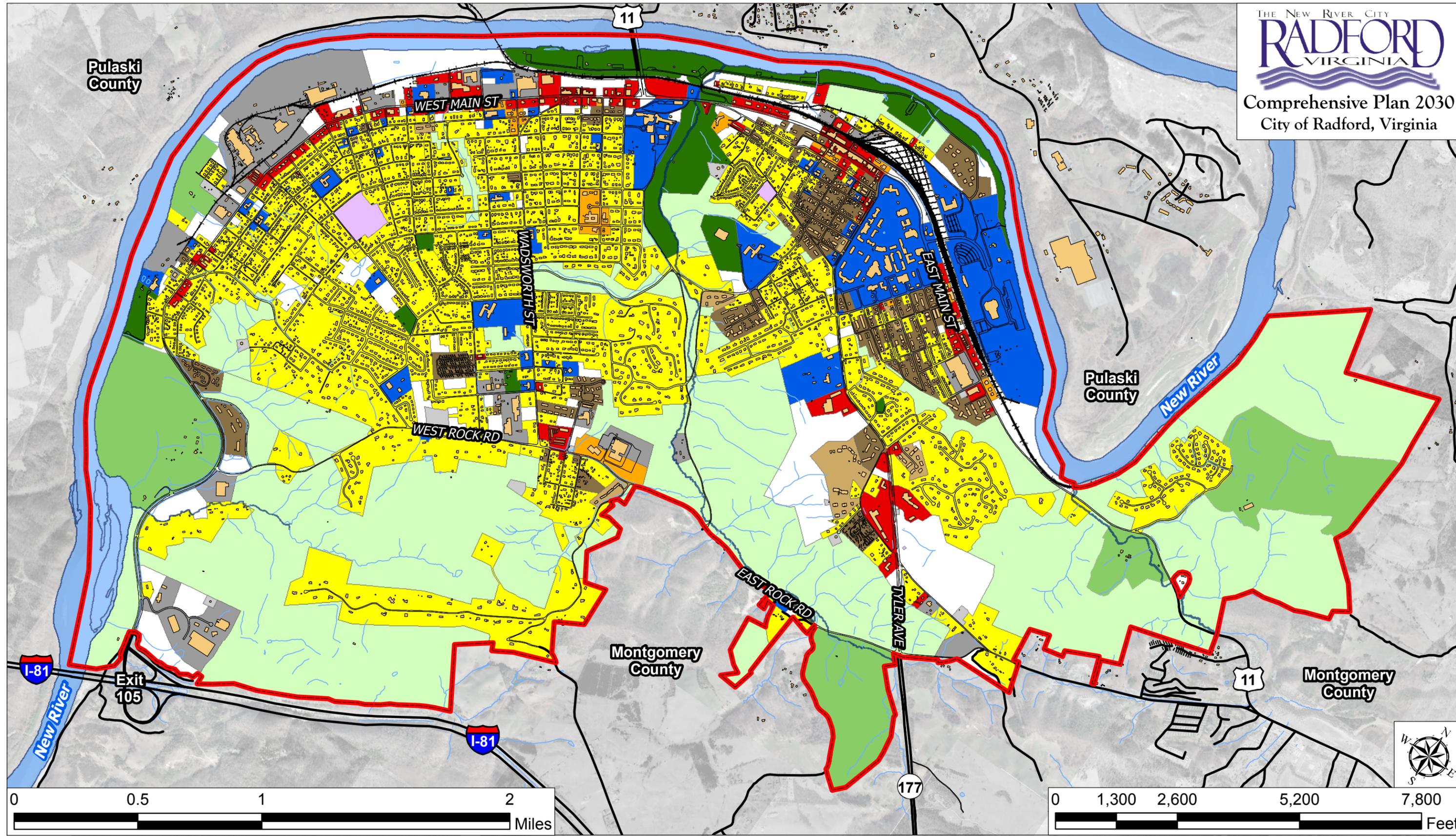


Figure 22-
Current Land Use

Future Land Use

The future land use plan was developed from analysis and evaluation of the Comprehensive Plan elements, the current land use inventory and development patterns, along with a review of the Zoning Ordinance and Map. The future land use plan reflects the policies and strategies discussed in the previous sections and will guide future land use and zoning decisions. It will also provide guidance for extending public facilities and utilities, roads, and other necessary improvements. Figure 23 illustrates the future land use plan while Table 29 lists the future land use breakdowns in terms of acreages and percentages of the land area. The following paragraphs give a general description of the future land use categories, while more detailed information specific for each land use category is included on the following pages.

Overall, the future land use plan proposes changes to the development patterns of Radford by including more land area for residential and commercial uses. In the future land use plan, residential uses (Residential Conservation, Low-Density Residential, Medium-Density Residential, and High-Density Residential) account for approximately 56 percent of the land area. A significant amount of this land is devoted to residential conservation development which is intended for lands with steep topography and other natural features that should be preserved as “Green Infrastructure”. The intent is to protect these natural amenities as much as possible while allowing for new residential construction within the City that meets the housing demands and market for future residents. Additional residential dwellings will be located within the planned development and mixed-use land use areas that include the Downtown Mixed-Use, Downtown Fringe, and Mixed-Use land uses.

Table 29- Future Land Use Breakdowns		
Land Use Category	Acreage	Percentage
Parks/ Recreation	250.6	3.9%
Residential Conservation	1,420.8	22.0%
Low-Density Residential	1,430.4	22.1%
Medium-Density Residential	457.6	7.1%
High-Density Residential	282.3	4.4%
Public/ Institutional	434.3	6.7%
Downtown Mixed-Use	47.7	0.7%
Downtown Fringe	93.2	1.4%
Mixed-Use	141.4	2.2%
Corridor Business/ Commercial	384.3	5.9%
Business Park/ Light Industrial	210.3	3.3%
Heavy Industrial/ Manufacturing	27.0	0.4%
Planned Development	631.5	9.8%
Cemetery	22.3	0.3%
River and Stream Conservation	334.8	5.2%
New River	258.2	4.0%
Railroad	37.0	0.6%
City of Radford Land Area	6,463.7	100.0%

Land devoted to commercial uses (Downtown Mixed-Use, Downtown Fringe, Mixed-Use, Corridor Business/ Commercial) has been increased significantly to approximately 665 acres or 10.2 percent of the land area within Radford. This is an increase of 7.6 percent from the current land use map. Commercial land is primarily located along Tyler Avenue, East Main Street and

West Main Street. The downtown areas remain intact and are envisioned to be improved. However, the downtown area will also be supplemented by the Downtown Fringe areas which will complement the downtowns.

Industrial land has been re-organized into two future land use categories, Business Park/ Light Industrial and Heavy Industrial and Manufacturing. In total, industrial land accounts for 237 acres or 3.7 percent of the land area. This is a decrease of 16 acres from the current land use map. This decrease is attributed to changing some industrial land along the West Main Street corridor to commercial corridor uses and also the change of the Burlington Factory to a commercial use in the area identified for student oriented retail establishments along East Main Street.

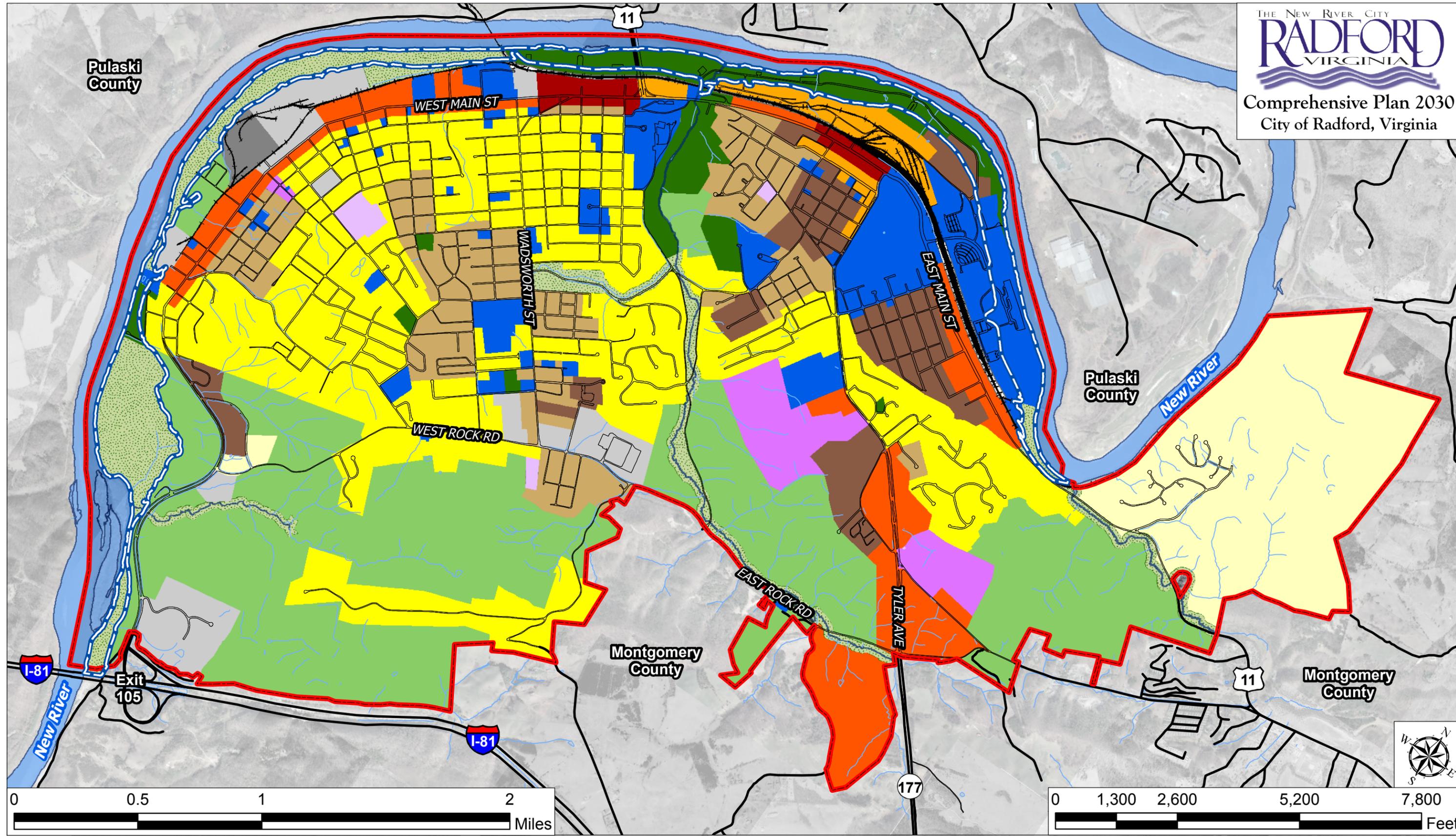


Aspen Motion Technologies along Rock Road.

Parks and Recreational land uses remain with some expansion within the New River floodplain and other stream conservation areas. The future land use plan did not include the proposed parks from the CDAC Open Space and Pathways Plan for two reasons. First, portions of the City may be well served by existing Parks and Recreation facilities. Second, most of the land identified for future parks within the CDAC plans is currently privately owned and is not public land. That said, as new residential developments are constructed it will be important for them to include usable land for neighborhood parks and other recreational facilities deemed necessary at that time.



Virginia Birding and Wildlife Trail signage in Wildwood Park.



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City Limits	New River	Future Land Use	Medium-Density Residential	Downtown Fringe	Heavy Industrial/ Manufacturing
Roads	Hydrology	Parks/ Recreation	High-Density Residential	Mixed-Use	Planned Development
Railroads	River Conservation	Residential Conservation	Public/ Institutional	Corridor Business/ Commercial	Cemetery
		Low-Density Residential	Downtown Mixed-Use	Business Park/ Light Industrial	New River and Stream Conservation

Figure 23-
Future Land Use

Public and Institutional lands total 434 acres or 6.7 percent of the land area. This land use category includes all public facilities as well as the medical facilities within the City. Two areas have been identified as Planned Development and include the High Meadows area and a 40-acre property along West Rock Road near West Main Street. These two areas are planned for new residential subdivisions and will add approximately 630 acres to the land area devoted to residential land uses.

Like the current land use, the acreages for Cemeteries and the New River will remain unchanged and have been included in the future land use plan as they contain a significant amount of land. In addition, the River and Stream Conservation area has been added and represents the floodplains associated with the New River, Connelly's Run and Plum Creek, as well as the riparian corridors for these and other important streams. In total, the River and Stream Conservation land use accounts for 306 acres or 4.7 percent of the City's total land area. The Norfolk and Southern railroad will remain in the City and totals 37 acres. This is a decrease of 18 acres from the current land use and accounts for the relocation of the railroad switch yard near the East End Downtown.

Below is a more detailed description of the future land use categories in terms of appropriate uses and the intent for the land use categories.



Agricultural fields near La Riviere.

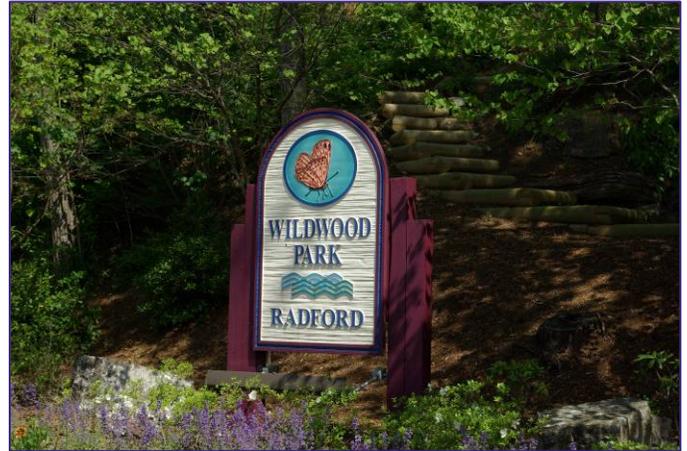


Ingles Farm agricultural fields.

Future Land Use Categories

Parks/ Recreation Land Use

The parks and recreation land use category includes all existing City parks and other recreational facilities within the City. The Pathways Network is also included in this category where the multi-purpose trails exist through the existing parks. Radford University recreational facilities are not included as they are Public/ Institutional land uses.



Wildwood Park signage.

Residential Conservation Land Use

This land use category is intended to allow for the development of prime open spaces and lands with significant natural features and constraints for residential uses. The use of conservation subdivision principles should be encouraged within these areas in order to protect the important natural amenities such as important viewsheds, streams, woodlands and other examples of existing "Green Infrastructure". Single-family homes should be the predominant housing type built within these areas. However, townhouses and condos may also be appropriate. High-density multi-family apartments are not appropriate for this land use category.

The development should be high quality and meet the demands for new housing within the City. Houses should be clustered together on lots that are no larger than ¼ acre (approximately 10,000 square feet). This will allow for the preservation of large prime open spaces and other important natural features that will be commonly shared by all home



House and open space along Rock Road.

owners within the development, while preserving the natural character of the City as much as possible. Most likely a home-owners association will need to be created in order to properly maintain the common open spaces without over-burdening the residents in terms of maintenance and care of the common areas. All homes should have direct access to the common open spaces and multi-modal accessibility (multi-purpose trails) should provide connections through the open spaces and to other areas of the City.

It will be important for any new development within these designated areas to perform an Environmental Assessment during their planning and development process. This assessment will determine areas that should be preserved and areas that contain important and sensitive natural features. The City should include the requirement for an Environmental Assessment within the Subdivision Ordinance for these properties. The Conservation (CD) and Cluster Housing Overlay (CHO) Zoning District both contain components of this land use category. However, the intent of the Residential Conservation district is slightly different than the CD district and should complement it. Therefore, the CHO district should be updated to include the recommendations of the Residential Conservation land use category.

Low-Density Residential Land Use

Low-density residential uses reflect existing residential development patterns and primarily consist of the established neighborhoods within the community. This land use category reflects the Single-Family Residential (R-1 and R-2) Zoning Districts, with lots ranging from a minimum of 7,500 square feet to 10,000 square feet. This land use category should consist of single-family dwellings, while duplexes and multi-family apartments are not appropriate.



Home along Charmont Drive.

Infill development within these neighborhoods should maintain the character of the homes in the immediate area and the surrounding community. Multi-modal connections should exist throughout the neighborhoods with sidewalks and multi-purpose trails.

Medium-Density Residential Land Use

Like low-density residential uses, medium-density residential uses reflect existing development patterns for single-family dwellings and duplexes within the Single-Family Residential (R-3) Zoning District. These dwellings have a minimum lot size of 6,000 square feet. Single-family and duplexes are appropriate while multi-family apartments are not appropriate. In the future, the City may amend the Zoning Ordinance to allow townhouses to be developed within this land use category.



Homes in the West End.

Infill development in these areas should maintain the character of the established neighborhoods. Additionally, it will be important to develop design standards for landscaping, lighting, parking requirements, etc. for all new construction of duplexes and townhouse if they are permitted within these areas. Again, multi-modal connections throughout the neighborhoods will be important and allow for connections between these residential areas and the commercial and recreational areas within the City.

High-Density Residential Land Use

Like the previous residential land use categories, the high-density residential areas reflect the existing development patterns within the City. This land use category reflects the Single-Family Residential (R-4) Zoning District, with a minimum lot size of 7,500 square feet and appropriate uses are single-family dwellings, duplexes, townhouses, and multi-family apartment buildings.

Infill development should maintain the character of the established neighborhood as much as possible and the scale of apartment buildings should respect the scale of surrounding residential uses that may include single-family homes or duplexes. The establishment of development standards will be important for parking requirements, landscaping, lighting, etc. These development standards should also encourage the compatibility between the various uses that are allowed within these areas. Multi-modal connections will be extremely important and should connect these uses to the commercial and recreational uses throughout the community.



Hunters Ridge Apartments.

Public/ Institutional Land Use

Public/ Institutional land uses include public facilities such as schools, churches, City Offices, Radford University, and other public uses including medical facilities. The distribution of this land use category reflects the current development patterns within the community. The Limited Business (B-1) Zoning District allows for these public/ institutional uses. Additionally, Radford University is located within the existing University Residential/ Business (UD) Zoning District. The City also has a Medical Arts (MD) Zoning District which comprises the medical facilities at the site of the former Radford Community Hospital.

It is recommended that that this land use category be recognized as a new zoning district outside of the B-1 Zoning District. Creating a new Public/ Institutional zoning district, in addition to the UD and MD Zoning District will allow for the establishment of development standards for these important uses. These development standards should include measures for parking requirements, architectural design that is consistent, signage, landscaping and lighting standards. Multi-modal connections to these facilities will be extremely important.

Downtown Mixed-Use Land Use

The downtown mixed-use land use category represents the East End Downtown and the West End Downtown and the historic districts associated with these two important areas. This land use category represents the components of the Central Business (B-3) Zoning District and should include uses such as specialty shops, arts and crafts, art galleries, entertainment venues, antiques, and other appropriate uses commercial uses. Additionally, this area should provide for mixed-uses that include residential and office space on upper floors with the first floors remaining for commercial activities. The B-3 Zoning District should be revised to reflect the inclusion of mixed-uses within these areas.

Infill development should maintain and reflect the historic character and complement the existing structures architectural detailing, scale and massing. Buildings should be constructed up to the streets, with parking to the side or rear. The establishment of the Architectural Review Board (ARB) is strongly encouraged and the City is in the process of establishing this important board.



East End Downtown.

Parking will be an issue and all new development should be coordinated with a parking plan. Shared parking is encouraged, with the potential for a multi-story parking structure in both downtowns. Sidewalks should be established with a minimum width of five feet. Wider sidewalks are encouraged in order to provide space for outdoor seating and other outdoor

activities where possible. These areas should be well connected through various multi-modal connections with convenient access to the recreational areas along the New River.

Downtown Fringe Land Use

The downtown fringe areas are intended to complement the downtown mixed-use district and should reflect the historic character of these important historic districts. The downtown fringe areas will also help to buffer the more intense commercial centers in the downtowns from the surrounding residential neighborhoods. Mixed-use should be encouraged in these areas and the scales of development should be sensitive to surrounding land uses within the immediate area. Appropriate uses include offices and commercial activities that complement



New infill house on Stockton Street.

downtown uses and various housing types that include existing single-family homes, townhouses and upper floor dwellings in mixed-use developments. Senior housing may be appropriate for these areas as well, especially given the proximity of these areas to the downtown businesses districts. Development in these areas should not be as dense as the downtown in order to reflect the surrounding neighborhoods as much as possible.

Currently, the Mixed-Use Residential/ Business (MU) Zoning District represents the intent of the Downtown Fringe land use category. Amending the Zoning Map to show these areas as the MU district will sufficiently provide the necessary regulations for these areas. The establishment of the Architectural Review Board (ARB) may be necessary for these areas once the ARB has been established within the downtown areas. Parking should also be coordinated with shared parking being encouraged. There may be opportunities to accommodate parking for both the downtowns and the downtown fringe areas in a single shared parking garage. Sidewalks should be established along all roads with multi-modal connections to the surrounding neighborhoods and the New River.

Mixed-Use Land Use

The mixed-use land use category is intended to provide opportunities for additional mixed-use projects in other areas of the City that are not in or adjacent to the downtown areas. The mixed-use designation allows for greater flexibility for future development within these areas and live-work units should be utilized where possible. This area is similar to the downtown fringe land

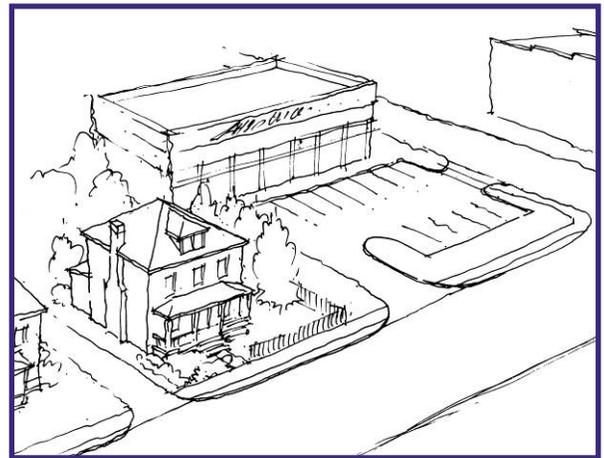
uses and is represented by the MU Zoning District. Appropriate uses include a mixture of retail, commercial, office and residential uses. Senior housing may be appropriate for these areas as well.

Development should reflect the historic character of the surrounding neighborhood and the City of Radford as much as possible. Buildings should be constructed up to the streets, with parking to the side or rear. Parking should be coordinated, with shared parking being encouraged where possible. Sidewalks should be established along all roads with multi-modal connections being provide that connect these area to the rest of the community.

Corridor Business/ Commercial Land Use

The corridor business/ commercial land uses reflect current development trends within the City and are represented by the General Business (B-2) Zoning District. These uses consist of the typical commercial development found along Tyler Avenue and West Main Street. In order to improve the overall image of the City, it will be important to establish development standards that include architectural guidelines for structures, landscaping, lighting, parking requirements, signage, etc.

Development standards should reflect the historic and traditional development pattern found in the City and limit the development of strip-development along these corridors that feature un-landscaped parking lots in front of the buildings. These standards should consider site planning standards that allow for buildings being placed closer to the streets (Zero Setback) while allowing for sidewalks and pedestrian access. Parking should be provided behind or to the sides of the building. The examples to the right show a typical strip-commercial development on top with parking in the front of the single-story building. The image below shows the preferred development pattern with the building being built up to and facing the road right-of-way with parking being provided behind it. Sidewalks and pedestrian access should be provided in the front of the building with attractive entrances easily accessible from it. The parking is accessed from the side-street and/or alley. It will also be important for the buildings to face the street with



Conventional design standards.



Proposed design standards.

storefront entrances and windows that respect the historic character of the storefronts in the downtown historic districts. This example is appropriate for the West Main Street corridor and is a smaller scale commercial development than the existing strip-commercial uses along Tyler Avenue (Food Lion Shopping Center).

Convenient access should be provided and facilitated with traffic signals as needed. Parking should be coordinated in these areas with shared parking being encouraged. Multi-modal connections will also be important to connect these commercial areas to the surrounding neighborhoods.

Business Park/ Light Industrial Land Use

Business park and light industrial uses are intended to provide opportunities for clean and high-tech businesses related to telecommunications, computers, research facilities, environmental protection and products, product development, and other similar uses within the City. Existing industrial facilities have been incorporated into this land use category with the exception of the Internet facility. These areas are represented by the Restricted Industrial/ Commercial (M1) Zoning District and appropriate uses include research facilities, warehousing, light-industrial activities, and commercial activities appropriate for the area.

Development of these areas should provide an appealing image for the City and reflect the clean and high-tech businesses as best as possible. To accomplish this, LEED certification should be encouraged and recommended as well as the use of other “Green Infrastructure” initiatives on site in order to help establish Radford as a “Green” community.

Development standards should be established to reinforce and encourage these concepts while also addressing architectural themes and site planning standards for landscaping and buffer yards, lighting, parking requirements, signage, internal roads, and other amenities.



Radford Industrial Center.



Radford Industrial Center.

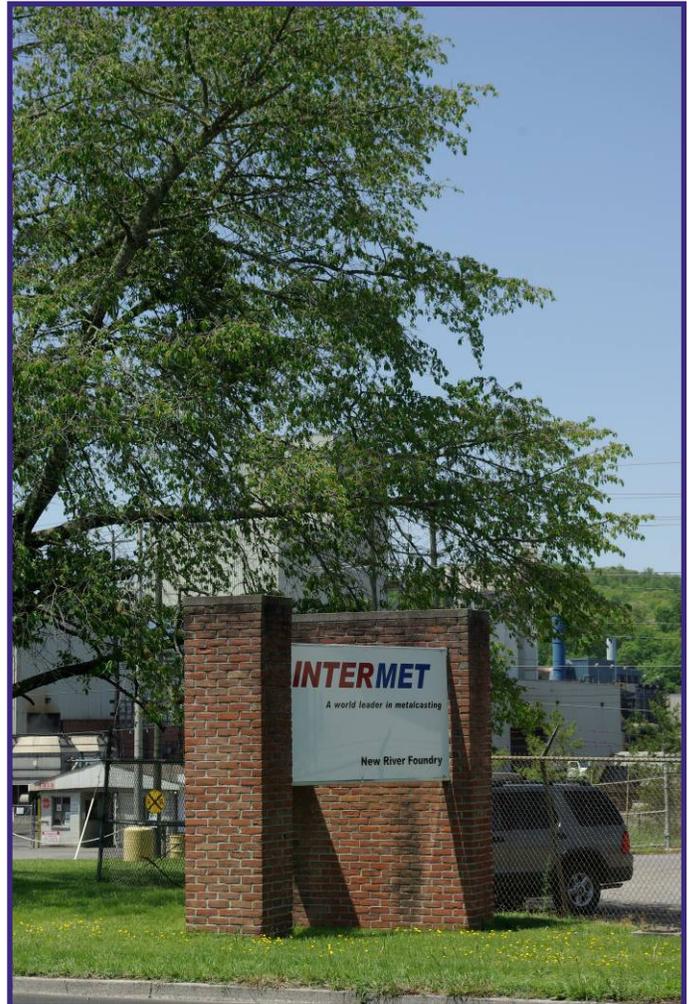
Visibility to these areas from the thoroughfares will be important and convenient access must be provided for passenger and commercial vehicles including tractor trailers. Parking should be coordinated with shared parking being encouraged where appropriate. Multi-modal connections are encouraged throughout the development and should connect to the surrounding neighborhood, commercial uses, and the New River recreational areas.

Manufacturing/ Heavy Industrial Land Use

Manufacturing and heavy industrial uses represent the existing Internet facility. This land use category is represented by the General Industrial/ Commercial (M2) Zoning District. This district allows for industrial uses that are developed in a manner that limits the visual and environmental impacts by maintaining a high quality corporate image. The establishment of development standards for structures, buffering and landscaping, lighting, parking, signage, access roads, etc should be considered along with other enhancements to the image of the Internet facility.

Planned Development Land Use

The purpose of this land use category is to allow for the planned residential development projects that are proposed for the High Meadows subdivision and new residential development along Rock Road. Development in these areas should be high-end and reflect and preserve the natural landscapes as much as possible. The preservation of important natural resources should be encouraged as well. Additionally, as the areas develop it will be important to provide neighborhood park



Internet signage along West Main Street.



High Meadows subdivision.

amenities to them as both of these areas are underserved by neighborhood parks. This land use category is reflected by the Planned Unit Development (PUD) Zoning District.

New River and Stream Conservation Land Use

The intent of the New River and stream conservation land use is to protect the New River, Connelly's Run, Plum Creek and other significant streams and riparian corridors while also providing opportunities for expanded multi-purpose trails throughout the City. Most of the land within this land use will be passive recreation or remain as open space while no habitable structures should be built in these areas. These areas are reflected by the Floodplain (FP) and the Riverfront Corridor Overlay (RFO) Zoning Districts. In addition to the New River and stream conservation land use, a River Conservation Overlay District is proposed and delineates the floodplain areas along the New River. This overlay district is essentially the same as the RFO district within the Zoning Ordinance.



Connelly's Run along Park Road.

Land Use Policies and Implementation Strategies

The policies stated below provide Radford with direction for addressing identified issues and future opportunities related to land use management. The goals help to clarify the policy and implementation strategies immediately follow and state specific actions that the City can take to accomplish these policies and goals.

1. New development should be undertaken in a well planned, coordinated manner that is harmonious with the landscape and the existing built environment.

Goal 1-1. Provide appropriate development guidelines for new development;

Goal 1-2. Encourage new development that is attractive and fits in with the Radford’s natural environment, residential neighborhoods, and downtown districts.

Implementation Strategies:

Strategy A. Amend the Zoning Ordinance to include improved provisions for site development in residential, commercial, and industrial districts; consider amendments as they relate to lot sizes, yards, building height, buffers, landscaping, lighting, setbacks, signage, parking, greenspace requirements, scenic landscape protection, walkability, etc.; consider illustrations to supplement the district regulations.

Strategy B. Amend the Zoning Ordinance to include new districts for the designated land uses that are represented within the Zoning Code such as neighborhood conservation areas in order to encourage compatible development.

Strategy C. Amend the Zoning Ordinance to require public parks and greenspace in all new residential developments.

2. Land development in Radford should be balanced and include both residential and business land uses in order to provide a sustainable economy for the future and a strong tax base to support public services and facilities.

Goal 2-1. Encourage new business development in appropriate locations to ensure quality support services and diverse employment opportunities;

Goal 2-2. Strive to achieve a land use balance of at least 25 percent business uses and no more than 75 percent residential uses to ensure stability of the City’s tax base.

Implementation Strategies:

Strategy D. Actively recruit new businesses to Radford that fulfill a needed market niche.

- Strategy E. Work with new businesses to encourage quality design in new development that meets the development standards described in this Comprehensive Plan.
- Strategy F. Amend the Zoning Ordinance to better define desired land uses and development patterns in business and manufacturing/industrial districts.
- Strategy G. Evaluate on an annual basis the residential to business land use base and develop a proactive strategy for achieving the desired tax base mixture; consider incentives as a potential strategy to attract the desired land development types.

3. Redevelopment of underutilized residential and business properties should be pursued for development before considering new development on vacant, undeveloped land.

- Goal 3-1. Pursue appropriate redevelopment and revitalization of underutilized properties along City gateway corridors.

Implementation Strategies:

- Strategy H. Pursue the redevelopment opportunity for the West End Village Center by working with private land owners and other key community stakeholders.
- Strategy I. Partner with Internet to clean up and redevelop the Foundry Site.
- Strategy J. Improve the West Main Street corridor streetscape through landscape, signage, lighting and sidewalk, improvements and careful implementation of the West Main Street Corridor Plan.
- Strategy K. Work with corridor businesses to enhance and improve the look of the properties along the corridor; consider financial incentives that will assist in making improvements.

Chapter 7- Implementation Strategy

An effective comprehensive plan is one that is implemented and used on a daily basis by government officials, developers and citizens in dealing with land development and public decisions. One of the first steps towards implementing this Plan will be to update the City's zoning and subdivision ordinances to reflect its recommendations and the Future Land Use plan. In addition, other initiatives and strategies are recommended to implement this Plan in order to meet the Vision. These initiatives and strategies are contained within each Planning Element and summarized in the Implementation Matrix on the following pages.

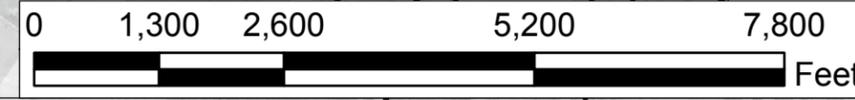
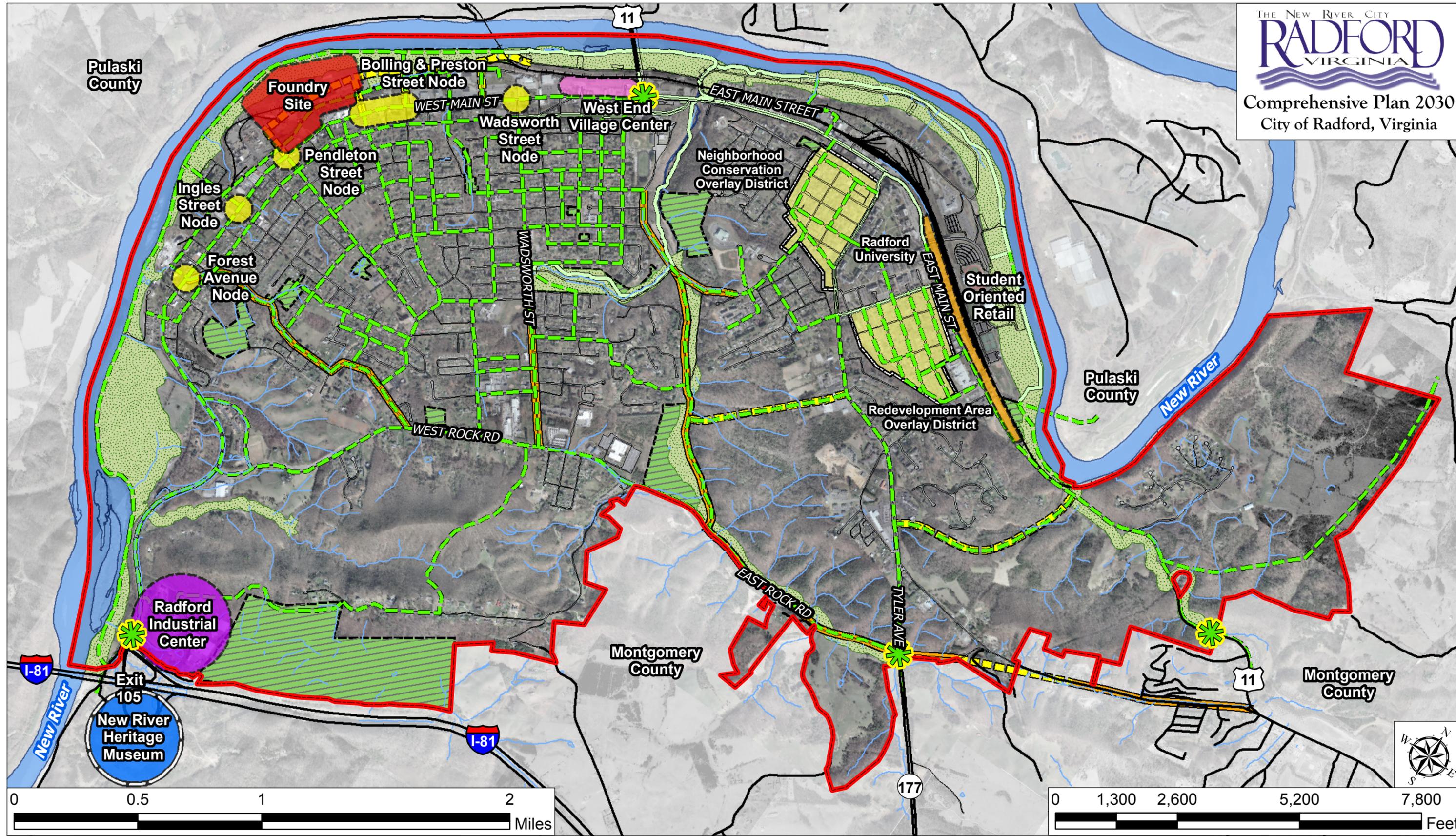
The following paragraphs describe each of the key planning recommendations.



New construction along Tyler Avenue.

Implementation Strategies Overview

The implementation strategies for the City of Radford include a variety of initiatives that include developing a detailed Housing Strategic Plan; encouraging “Green” building techniques throughout the community in residential, commercial, industrial and civic buildings; developing and promoting a “Green Infrastructure” plan; prioritizing and implementing the 2007 CDAC Pathways Plan; partnering with Radford University to work on various projects that will enhance the community for mutual benefit; establishing an Architectural Review Board (ARB) for the historic downtown districts; revitalizing the West Main Street Corridor and the Foundry Site for new business opportunities that enhance the image of the City; preserving historic resources and tying them to special events and other tourist attractions, etc. Additionally, specific have been identified for revitalization, redevelopment and new development. Each of these specific areas is addressed in detail throughout this Plan. These important and strategic initiatives are illustrated in the Implementation Strategies map, Figure 24.



HILL STUDIO

Legend

Existing Trails and Bikeways	Foundry Site	Student Oriented Retail	Riparian Corridors
CDAC Pathways & Open Space Plan	Radford Industrial Center	West End Village Center	Roadway Improvements
Proposed Sidewalks, Trails and Bikeways	Neighborhood Conservation/Redevelopment Area Overlay Districts	West Main Street Redevelopment	Proposed Roads
Proposed Parks		Gateways	

**Figure 24-
 Implementation
 Strategies**

City of Radford Comprehensive Plan 2030: Implementation Matrix

The implementation of this Plan will require a wide-range of partners (public and private) from within the City as well as appropriate partners within the New River Valley region. The City government will provide leadership but it will not be able to undertake all of the recommendations and implementation strategies listed below and described in the previous sections. Participation of higher-education institutions, civic groups, business leaders, citizens, and others will be needed to effectively achieve the Vision established by City Council and the supplemental Comprehensive Plan 2030 Vision that was developed specifically for this Plan. Significant public and private investment will be required, as well as cooperation and commitment from Radford University, Montgomery and Pulaski Counties along with other New River Valley jurisdictions, and broad agencies within the Commonwealth. Finally, a variety of potential funding sources will need to be considered to assist City officials in implementing public projects.

The Implementation Matrix is provided on the following pages as a tool for City officials and citizens. This matrix is a summary of the planning and development policies, goals and implementation strategies discussed in this Plan, as well as a summary of proposed timeframes and participants responsible for implementing the recommendations from this Plan. The matrix can be used as a quick reference guide for programming work efforts and planning for capital improvement projects. It can also be used to develop a report card for monitoring the implementation of this Plan.



Radford Recreation Center baseball field.

City of Radford Comprehensive Plan 2030
Chapter 7- Implementation Matrix

Policies and Implementation Strategies		By When			Partners
		2	5	10	
People and Housing					
1 Radford’s housing stock should be diverse, safe and provide housing opportunities for all residents:					
Strategy A.	Develop a detailed housing strategic plan to address specific housing needs in Radford; consider infrastructure development that may be required; include recommendations for incentives to address housing development needs; inventory and define affordable housing for the City.				
Strategy B.	Develop and implement a Property Maintenance Code using model programs that have been developed elsewhere in Virginia; work with property owners and landlords to ensure good communication and build consensus for a code that can achieve community goals and be supported by affected interests.				
Strategy C.	Encourage neighborhood reinvestment through the funding of special neighborhood revitalization projects using Community Development Block Grant (CDBG), Capital Improvement Program, or other sources.				
Strategy D.	Facilitate additional neighborhood discussions in the community to encourage the formation of active neighborhood groups to assist the City in addressing issues and improving neighborhoods.				
Strategy E.	Develop a neighborhood organization model and promote its use throughout the City.				
Strategy F.	Engage Radford University in collaborative efforts to address adequate and appropriate housing availability for projected student populations.				

City of Radford Comprehensive Plan 2030
Chapter 7- Implementation Matrix

Policies and Implementation Strategies		By When			Partners
		2	5	10	
People and Housing					
2 New residential development should be compatible in design with existing neighborhoods and the community’s environmental character while also promoting the use of “Green” building techniques:					
Strategy G.	Amend the Zoning Ordinance to include Neighborhood Conservation Overlay Districts for building rehabilitation and new infill development in the Tyler Avenue housing area.				
Strategy H.	Prepare an illustrated architectural guide for the residential neighborhoods that make up Radford. This will assist developers and home owners in understanding, building and renovating neighborhood housing that restores and maintains housing and neighborhood character.				
Strategy I.	Promote “Green Building” techniques for new housing in both existing and new neighborhoods. Consider web information, publications, sponsoring training seminars, model projects, etc.				
Strategy J.	Protect important viewsheds, prime open spaces, and natural landscapes of scenic and ecological beauty by encouraging conservation subdivisions for areas designated for Residential Conservation in the Future Land Use Plan.				
Strategy K.	Amend the Zoning and Subdivision Ordinances to include additional development standards for infill housing, planned residential developments, and conservation subdivisions.				
Strategy L.	Develop incentives and ordinances to promote universal design and “Green” building techniques.				
People and Housing					
3 Promote mixed-use developments in the downtowns and other designated areas in order to promote community sustainability and walkability:					
Strategy M.	Amend the Zoning Ordinance to include appropriate residential uses, densities and development standards in the areas that allow for mixed-uses.				

City of Radford Comprehensive Plan 2030
Chapter 7- Implementation Matrix

Policies and Implementation Strategies		By When			Partners
		2	5	10	
Strategy N.	Investigate incentive programs (e.g. low interest grants/loans, reduced utility connections, university partners program, etc.) to encourage more mixed-use projects.				
Parks and Recreation					
1 Parks and recreational facilities are fundamental to the overall quality of life and economic stability of the City of Radford:					
Strategy A.	Prepare a Parks and Recreation Master Plan that details parks and recreational programming, facilities and maintenance standards, and evaluates existing and future needs, including replacement of old playground equipment; pursue the plan's recommendations for parks, pathways and other facilities.				
Strategy B.	Implement park maintenance standards for all existing park facilities.				
Strategy C.	Develop a phased implementation plan for the Pathways and Open Space Plans recommendations and determine appropriate funding sources. Support the efforts of Pathways for Radford.				
Strategy D.	Identify the top priority projects including the recommendations of the Pathways and Open Space Plans and pursue funding solicitations and inclusion in City budgets. This could include improving the hiking and educational facilities at Wildwood Park, extending the Riverway Trail, and providing alternative transportation modes such as bike routes and sidewalks that will make for a healthier community.				
Strategy E.	Partner with Montgomery and Pulaski Counties to create a regional multiuse trail that links the Pathways for Radford trails with the Huckleberry Trail in Blacksburg and the New River Trail in Pulaski.				
Strategy F.	Partner with private organizations to sponsor trails or sections of trails to help fund them.				

City of Radford Comprehensive Plan 2030
Chapter 7- Implementation Matrix

Policies and Implementation Strategies		By When			Partners
		2	5	10	
Strategy G.	Partner with the regional bikeway walking group to develop a policy that will facilitate the implementation of the New River Trail Extension through the City of Radford with connection to the Huckleberry Trail.				
Strategy H.	Work with Radford City Schools and Pathways for Radford to develop and implement Safe Routes to School programs for all schools in the City.				
Strategy I.	Partner with local citizen groups to implement “Active Living by Design” strategies for the City.				
Strategy J.	Encourage the implementation of a community swimming pool.				
Parks and Recreation					
2 Radford’s natural environment and “Green Infrastructure” should be protected and preserved to ensure a high quality of life and continued environmental sustainability:					
Strategy K.	Develop a detailed “Green Infrastructure” Plan to guide the City in implementing appropriate green initiatives and making quality decisions with respect to environmental issues (e.g. water supply, storm water management, tree cover, etc.); solicit funding from grants or other sources.				
Strategy L.	Amend the Zoning Ordinance and Map to include the New River floodplain conservation area and the riparian buffer zones along Connelly’s Run, Plum Creek, and other important streams throughout the City; consider a riparian corridor of at least 100 feet from the banks of the stream (200 feet wide from the middle of the stream minimum).				
Strategy M.	Consider adding new open space and/or park facilities in areas identified by the Pathways and Open Space Plans and in areas designated by the Comprehensive Plan as needing additional facilities.				
Strategy N.	Review and update the Zoning Ordinance with respect to trees, landscaping, buffers, open space and environmental protection requirements for new development.				

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Policies and Implementation Strategies		By When			Partners
		2	5	10	
Parks and Recreation					
3 New public and private development should be consistent with adopted plans for pathways and future parks:					
Strategy O.	Raise public awareness for proposed recreation and pathways projects by encouraging neighborhood and resident participation in community projects; celebrate accomplishments through events and media publications.				
Strategy P.	Review all development plans for consistency with adopted pathways and park plans; encourage linkages that connect development to the parks system.				
Strategy Q.	Analyze the potential impacts of new developments on the current and proposed parks distribution system to ensure adequate parkland, facilities and programs; work with the developers to include usable land for park facilities to meet resident and public needs.				
Parks and Recreation					
4 Trees should be protected and preserved as an important environmental and recreational asset to the City of Radford:					
Strategy R.	Promote and expand the Signature Tree Program, tree planting and other beautification projects in the City.				
Strategy S.	Develop public education materials for the Signature Tree Program and other beautification projects in Radford.				
Strategy T.	Fulfill the requirements to become a Tree City through the National Arbor Day Foundation.				
Strategy U.	Promote tree conservation and planting efforts in all public projects and actions; encourage private tree conservation efforts through public education and environmental awards.				

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Policies and Implementation Strategies		By When			Partners
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Economic Development					
1 Radford should be promoted and marketed to its fullest potential as a desirable and “Green” community for residents, visitors and businesses:					
Strategy A.	Enhance the City website to better market and promote the City as a desirable location for residents and businesses and to attract tourists.				
Strategy B.	Host a regional discussion to explore technology opportunities and develop a technology implementation strategy that can be pursued within the City and the region; include businesses and higher education institutions in the discussion in order to coordinate public and private initiatives.				
Strategy C.	Pursue partnerships and projects with Radford University to market Radford as a destination for events, outstanding quality of life, etc.				
Strategy D.	Promote heritage tourism and eco-tourism along with small-scale businesses that offer specialty products and services along with local artisan crafts.				
Strategy E.	Constantly enhance and maintain the City's Tourism Website (www.visitradford.com) and establish tourism information signage along I-81 that lead tourists to the Visitor's Center at the Glencoe Museum.				
Strategy F.	Promote, enhance, and protect historic resources within the City; support the Radford Heritage Foundation.				
Strategy G.	Partner with the Forestry and Beautification Committee and other partners from the New River Valley Green Infrastructure Partnership to develop a “Green Infrastructure” Plan that highlights goals and strategies for the maintenance and expansion of sustainable development practices and “Green” building techniques throughout the City.				

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Policies and Implementation Strategies		By When			Partners
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Strategy H.	Investigate economic development programs that the state is offering through agencies like VDOT- Economic Development/ Rail Industrial Access/ Recreational Access Funds, Virginia Capital Access program, Small Business Environmental Compliance Assistance Fund, Export Financing Assistance Program, Child Day Care Financing Program, etc. to implement redevelopment efforts for the City.				
Strategy I.	Investigate how Radford or the NRV could become designated as a Technology Zone which would give incentives and tax breaks to recruited businesses.				
Economic Development					
2 Existing businesses and industries are an important foundation for the economic success and future sustainability of Radford:					
Strategy J.	Establish a Business Roundtable to encourage dialogue, collaboration, and problem-solving between the City and existing businesses; meet regularly.				
Strategy K.	Utilize Radford’s status as an entitlement community for Housing and Urban Development (HUD) funding for façade improvements, streetscapes and for blight clearance.				
Strategy L.	Work with Internet to facilitate cleaning up the Foundry Site and market it to desirable businesses that are sensitive to the river environment and gateway entrance; market the abundant infrastructure available for development.				

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Policies and Implementation Strategies		By When			Partners
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Economic Development					
3 New development in Radford should achieve a balance between residential, commercial and industrial land uses in order to provide adequate support services, quality employers, and a sustainable tax base:					
Strategy M.	Encourage mixed-use developments where appropriate in accordance with the Future Land Use Map.				
Strategy N.	Conduct appropriate market studies to determine business and service deficiencies and identify opportunities for new business development; develop an economic development strategy for pursuing targeted niche businesses and collaborate with regional agencies to assist with implementation.				
Strategy O.	Promote clean, technology-oriented industries that are on the cutting edge in order to strengthen the economy and revenue structure.				
Economic Development					
4 Radford’s East End and West End Downtown Districts are the hearts of the City’s commercial economic base that should be preserved, protected and enhanced:					
Strategy P.	Work with Main Street Radford to develop a Downtown Marketing Package that highlight’s Radford’s strengths and assets for business development.				
Strategy Q.	Survey students to find out what businesses they would like to see in Radford to attract new businesses and stores that will meet the student needs. Grove Avenue and East Main Street are two areas that have been identified as areas for student oriented retail.				
Strategy R.	Encourage revitalization and redevelopment that enhances the historic downtown districts.				
Strategy S.	Establish an Architectural Review Board (ARB) for the City’s historic districts.				
Strategy T.	Provide financial incentives for revitalization of downtown structures; consider a tax abatement program for new investment, grants or low-interest loan programs for façade improvements, tax increment financing for public improvements, etc.				

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Policies and Implementation Strategies		By When			Partners
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Strategy U.	Develop architectural and site development design guidelines that assist property and business owners in appropriate development and rehabilitation of buildings in the downtown business districts.				
Strategy V.	Work with Norfolk Southern to relocate the downtown railroad switch yard to a more appropriate location, thereby allowing for new development opportunities in the East End Downtown.				
Strategy W.	Develop an implementation plan for revitalizing the West End Downtown that supports tourism and other development strategies for the City.				
Strategy X.	Market and promote the West End Village Center Revitalization Plan as a way to generate excitement for new business development opportunities in Radford.				
Strategy Y.	Encourage upper floor housing within the downtown business districts as a means of increasing night-time activity within the districts.				
Strategy Z.	Expand the established streetscape signage, lighting, banners and flower boxes along the downtown business corridors; encourage business improvements, pedestrian amenities, landscaping, signage and lighting that are consistent with the established design standards used by Main Street Radford.				
Strategy AA.	Adopt a Property Maintenance Code to address derelict properties along the West Main Street corridor.				
Strategy BB.	Expand participation in and opportunities for special events that contribute to the overall quality of life and positive business atmosphere.				
Strategy CC.	Implement sustainable development incentives and ordinances as necessary for redevelopment areas and new construction projects.				

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Economic Development					
5 Regional cooperation and economic development partnerships are essential to achieving a diversified economy that will be sustainable for the long-term:					
Strategy DD.	Provide leadership and participate in regional economic development efforts, particularly those involving higher education facilities such as the Radford University Center for Entrepreneurship and Economic Development, business/technology parks, and tourism.				
Strategy EE.	Work with the region’s higher educational facilities, businesses and industries to provide appropriate training and educational programs that meet the needs of the region’s workforce.				
Strategy FF.	Partner with educational and training providers to market and coordinate programming; assist in publicizing opportunities and in enabling access for residents needing financial or other support.				
Strategy GG.	Encourage regional revenue-sharing agreements among localities, as well as continued improvements to existing agreements (e.g. Route 177 Radford-Montgomery County).				
Strategy HH.	Support the regional airport as an amenity for business development.				
Historic Resources					
1 The special historic and cultural resources of Radford should be protected and preserved:					
Strategy A.	Identify additional properties that contribute to the City’s heritage through a City-wide Historic Survey; solicit historic survey funds from the Virginia Department of Historic Resources.				
Strategy B.	Establish a local historic zoning district and an architectural review board for administering the regulations and reviewing new construction and exterior modifications to buildings within historic districts.				

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Strategy C.	Increase public awareness of Radford’s historic resources and attractions by partnering with other agencies to develop a walking tour, brochures, interpretive materials, exhibits or information kiosks; add appropriate materials to the City’s website and include links to other public organizations (promote on www.visitradford.com).				
Strategy D.	Provide financial incentives, public education, and technical assistance that encourage appropriate rehabilitation efforts; consider architectural assistance, grants or low-interest loan programs, tax abatement for improvements, etc.				
Strategy E.	Encourage conservation and preservation easements for significant historic properties.				
Strategy F.	Market the City’s and region’s heritage as entertainment and arts destinations; host or sponsor special events and activities such as heritage festivals, museum exhibit openings, project completion celebrations, etc.				
Strategy G.	Support activities and projects undertaken by the Radford Historical Society, Radford Heritage Foundation, and Radford Main Street.				
Strategy H.	Promote the use of federal and state historic tax credits by providing technical information to property owners; work with the Virginia Department of Historic Resources regarding public education and materials for distribution, such as flyers that list the financial opportunities for historic home owners.				
Natural Resources					
1	The future social and economic sustainability of Radford depends on enhancing the region’s environmental quality and protecting natural features and amenities.				
Strategy A.	Develop a “Green Infrastructure” Master Plan that identifies important environmental components and recommends best management practices and methods for protection; publicize the plan and its importance.				
Strategy B.	Support the Signature Tree Program and other beautification efforts.				

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		2	5	10	
Strategy C.	Promote the use of Conservation Easements to land owners through a public awareness campaign; partner with the New River Valley Land Trust and other applicable organizations.				
Strategy D.	Promote the use of green building techniques; celebrate green projects through an awards or recognition program; pursue funding opportunities or incentive programs to assist and encourage green development efforts.				
Strategy E.	Amend the Zoning and Subdivision Ordinances to include provisions that require an Environmental Site Assessment for new development in the City’s Conservation District.				
Strategy F.	Review proposed new developments located in areas of significant agricultural soils and provide incentives for conservation subdivisions or alternatives to preserve areas for community agriculture or open space.				
Strategy G.	Amend City ordinances to include provisions to protect desirable viewsheds and require significant open space in new developments.				
Natural Resources					
2 Natural drainage corridors and floodplains are important natural resources that should be protected.					
Strategy H.	Amend the Zoning Ordinance to include provisions for a riparian buffer overlay district to protect water quality, reduce stream bank erosion, and preserve important natural corridors. Educate the community about the importance of riparian buffers.				
Strategy I.	Work with Pulaski and Montgomery Counties to develop similar regulations to improve water quality and preserve natural stream corridors within the region; consult with the New River Valley Planning District Commission for model legislation and implementation methods.				
Strategy J.	Partner with the Radford Heritage Foundation Task Force, Radford University, and the American Heritage Rivers Association (AHRA) to develop the New River Heritage Museum and Visitor Center.				

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Policies and Implementation Strategies		By When			Partners
		2	5	10	
Transportation					
1 Multi-modal transportation opportunities should be provided throughout the community:					
Strategy A.	Expand the City’s trails and pathways network, as recommended by the 2007 Pathways and Open Space Plans; pursue appropriate funding through VDOT’s Transportation Enhancement and Sidewalks to Schools programs.				
Strategy B.	Partner with Radford University to develop and implement a bus system that would serve students and residents with connections throughout the City.				
Strategy C.	Ensure new development proposals provide for potential pedestrian and bike connections and trail linkages by amending ordinances to adopt the Pathways Plan.				
Strategy D.	Market Radford as a pedestrian friendly community by making streets, intersections, and traffic signals more pedestrian friendly through the use of sidewalks, designated bike lanes and pedestrian- and bike-friendly intersections in addition to implementing the Pathways Plan. Apply for official designation as a “Bike Friendly Community”.				
Strategy E.	Partner with the Radford Heritage Foundation and other tourism agencies to determine public transportation needs of visitors and explore opportunities to provide services.				
Strategy F.	Work with regional transportation interests to pursue a passenger rail station in downtown Radford.				
Strategy G.	Explore opportunities to expand Taxi service throughout the City with discounted service for senior citizens.				
Transportation					
2 City gateways and primary transportation corridors should be attractive and serve as models of excellence in community design and development patterns:					
Strategy H.	Work with Montgomery County to enhance the visual quality and streetscape of the Route 177 corridor into the City.				

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Policies and Implementation Strategies		By When			Partners
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Strategy I.	Work with Pulaski County to enhance the visual quality and streetscape of the US Route 11 corridor north of the City.				
Strategy J.	Enhance corridor development and signs within the entry corridors through implementation of exemplary models for development and signs.				
Strategy K.	Manage new development and improvements within the City's entrance corridors through implementation of a Corridor Overlay Zoning District to guide the design and patterns of development.				
Strategy L.	Improve the City's way-finding signage system for historic sites, public facilities, special events, parks, the Visitor's Center, etc. to facilitate resident and tourist activity at all important attractions.				
Strategy M.	Designate Tyler Avenue, and East and West Main Streets as primary gateways for Radford; establish commercial and activity nodes and promote quality revitalization and infill development as recommended by this Comprehensive Plan.				
Public Services, Facilities and Utilities					
1 Public services and facilities should be provided effectively and efficiently in serving the public safety, health and welfare of the entire community:					
Strategy A.	Enhance public safety by hosting educational events such as citizen academies or public safety meetings to inform residents and businesses of police, fire and rescue services, public safety issues, and improve communication.				
Strategy B.	Relocate the Police Department to a new facility that meets department and public needs; maintain close proximity to other municipal offices and to central activity areas (Old Box Factory).				
Strategy C.	Undertake regular studies and evaluations of public safety service responsiveness to ensure effective and efficient levels of service for police, fire and rescue.				
Strategy D.	Coordinate and promote the regional utility services that are in the best interest of the City; engage Pulaski County and Montgomery County in regional utility matters as needed.				

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Policies and Implementation Strategies		By When			Partners
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Strategy E.	The City should be on the cutting edge of technology for energy independence and sustainability by utilizing solar, wind and other renewable energy sources.				
Strategy F.	Improve opportunities for recycling throughout the City.				
Public Services, Facilities and Utilities					
2 Quality educational programs and facilities should be available and accessible to citizens of all ages:					
Strategy G.	Encourage after-hours use of school and other public facilities as space for recreational, educational, workforce training, or other needed programs.				
Strategy H.	Partner with Radford University and New River Valley Community College to provide continuing education programs.				
Strategy I.	Market and promote the achievements and educational qualities of the Radford School System.				
Strategy J.	Promote energy efficiency educational programs that teach citizens ways to improve the efficiency of their homes.				
Public Services, Facilities and Utilities					
3 Community services and facilities should be publicized, coordinated and easily accessible to all persons:					
Strategy K.	Encourage public-private partnerships that develop additional public spaces and facilities for community events.				
Strategy L.	Assemble and post on the City's website a coordinated listing of available community services and facilities serving the City and the region as a resource for citizens.				
Strategy M.	Host an annual or bi-annual collaboration meeting with human service agencies to share program information, discuss community needs, and coordinate activities.				

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Policies and Implementation Strategies		By When			Partners
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Future Land Use					
1 New development should be undertaken in a well planned, coordinated manner that is harmonious with the landscape and the existing built environment.					
Strategy A.	Amend the Zoning Ordinance to include improved provisions for site development in residential, commercial, and industrial districts; consider amendments as they relate to lot sizes, yards, building height, buffers, landscaping, lighting, setbacks, signage, parking, greenspace, scenic landscape protection, walkability, etc.; consider illustrations to supplement the district regulations.				
Strategy B.	Amend the Zoning Ordinance to include new districts for the designated land uses that are represented within the Zoning Code such as neighborhood conservation areas in order to encourage compatible development.				
Strategy C.	Amend the Zoning Ordinance to require public parks and greenspace in all new residential developments.				
Future Land Use					
2 Land development in Radford should be balanced and include both residential and business land uses in order to provide a sustainable economy for the future and a strong tax base to support public services and facilities.					
Strategy D.	Actively recruit new businesses to Radford that fulfill a needed market niche.				
Strategy E.	Work with new businesses to encourage quality design in new development that meets the development standards described in this Comprehensive Plan.				
Strategy F.	Amend the Zoning Ordinance to better define desired land uses and development patterns in business and manufacturing/industrial districts.				
Strategy G.	Evaluate on an annual basis the residential to business land use base and develop a proactive strategy for achieving the desired tax base mixture; consider incentives as a potential strategy to attract the desired land development types.				

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Future Land Use					
3		Redevelopment of underutilized residential and business properties should be pursued for development before considering new development on vacant, undeveloped land.			
Strategy H.	Pursue the redevelopment opportunity for the West End Village Center by working with private land owners and other key community stakeholders.				
Strategy I.	Partner with Internet to clean up and redevelop the Foundry Site.				
Strategy J.	Improve the West Main Street corridor streetscape through landscape, signage, lighting and sidewalk, improvements and careful implementation of the West Main Street Corridor Plan.				
Strategy K.	Work with corridor businesses to enhance and improve the look of the properties along the corridor; consider financial incentives that will assist in making improvements.				