Planning Commission Meeting
Agenda
Wednesday, May 14, 2025, 7:00 PM

Work Session, 6:00 PM, Council Chambers Conference Room, City Hall, 114 North Broad Street, Salem, Virginia 24153

Regular Session, 7:00 PM, City Hall, 114 North Broad Street, Salem, Virginia 24153

WORK SESSION

1. Call to Order

2. Unfinished Business

A. 19 Carey Avenue

3. New Business

A. 151 St. John Road

B. Comprehensive Plan 2045 - Back to Salem's Future

4. Adjournment

REGULAR SESSION

1. Call to Order

A. **Pledge of Allegiance**

2. Consent Agenda

A. **Minutes**
Consider acceptance of the minutes from the April 16, 2025 work session and regular meeting.

3. Unfinished Business

A. **Amendment to the Zoning Ordinance**

Hold public hearing and consider the request of Riverland Oaks, LLC, property owner, to rezone the property located at 19 Carey Avenue (T/M# 83-1-11) from RSF

Residential Single-Family District to RB Residential Business District with proffered conditions.

4. New Business

A. **Amendment to the Zoning Ordinance**

Hold public hearing and consider the request of Danny R. and Sonja S. Kane, property owners, to rezone the property located at 151 St. John Road (Tax Map #155-2-3) from HM Heavy Manufacturing to HBD Highway Business District.

B. **Comprehensive Plan 2045 - Back to Salem's Future**

Hold public hearing and consider adopting resolution of recommendation regarding "Comprehensive Plan 2045" for the City of Salem. The plan addresses housing, redevelopment, open space, city government, transportation & infrastructure, land use, and other information used to outline the City's long-term vision and goals for development and growth. (*Amended)* (Advertised in the April 24, and May 1, 2025 issues of the Salem Times Register.) **(NOTE: THIS ITEM WILL BE POSTPONED TO A FUTURE MEETING AND WILL BE RE-ADVERTISED.)**

5. Adjournment

PLANNING COMMISSION

MINUTES

Wednesday, April 16, 2025, at 7:00 PM

Work Session, 6:00 PM, Council Chambers Conference Room, City Hall,

114 North Broad Street, Salem, Virginia 24153

Regular Session, 7:00 PM, City Hall, 114 North Broad Street, Salem, Virginia 24153

WORK SESSION

1. Call to Order

A work session meeting of the Planning Commission of the City of Salem, Virginia, was held in the Council Chambers Conference Room, City Hall, 114 North Broad Street, at 6:00 p.m., on Wednesday, April 16, 2025, there being present the following members of said Commission, to wit: Denise P. King, Reid Garst, Jackson Beamer, Mark Henrickson, and Nathan Routt, constituting a legal quorum, with Chair King, presiding; together with Christopher J. Dorsey, City Manager and Executive Secretary, and H. Robert Light, Assistant City Manager and Deputy Executive Secretary, ex officio members of said Commission; Charles E. Van Allman, Jr., Director of Community Development; Mary Ellen Wines, Planning & Zoning Administrator; Maxwell S. Dillon, Planner, Melissa Wickham, Administrative Assistant, and Jim H. Guynn, Jr., City Attorney; and the following business was transacted:

Chair King reported that this date, place, and time had been set in order for the Commission to hold a work session.

The work session meeting was called to order at 6:00 p.m.

2. New Business

A. 220 Brand Avenue Rezoning
B. Brand Avenue Townhouse
C. Comprehensive Plan Update

Item 2.A. Staff noted that a rezoning request was submitted by Gwynn Properties LLC to rezone the property located at 220 Brand Avenue from HBD with conditions to HBD without conditions and a discussion was held.

Item 2.B. Staff noted that a continuance had been requested from Riverland Oaks, LLC for the Brand Avenue Townhouse development to the May 14, 2025, Planning Commission meeting.

Item 2.C. Staff updated the commission on the current review of the comprehensive plan.

3. Adjournment

Chair King adjourned at 6:52 p.m.

REGULAR SESSION

---

1. Call to Order

The regular meeting of the Planning Commission of the City of Salem, Virginia, was called to order at 7:00 p.m. on Wednesday, April 16, 2025, in the Council Chambers of City Hall, 114 North Broad Street. Present were Chair Denise P. King, Vice-Chair Reid Garst, Commissioners Jackson Beamer, Mark Henrickson, and Nathan Routt, constituting a legal quorum. Chair King presided.

Also present were Christopher J. Dorsey, City Manager and Executive Secretary; H. Robert Light, Assistant City Manager and Deputy Executive Secretary; Charles E. Van Allman, Jr., Director of Community Development; Mary Ellen Wines, Planning & Zoning Administrator; Maxwell S. Dillon, Planner; Lisa D. Browning, Codes Compliance Investigator; and Jim H. Guynn, Jr., City Attorney.

Chair King noted that the meeting was properly advertised in the *Salem Times Register* and convened as scheduled.

A. **Pledge of Allegiance**

2. Consent Agenda

A. **Minutes**

1) Consider acceptance of the minutes from the March 12, 2025, work session and regular meeting.

Commissioner Henrickson noted a correction on Page 21 of the packet regarding a subdivision builder's name. The minutes incorrectly listed "NVR Bryant" and should be amended to "Ryan Homes."

Chair King confirmed no further corrections were raised and accepted the minutes as corrected.

3. New Business

A. **Amendment to the Zoning Ordinance**

Hold a public hearing and consider the request of Gwynn Properties, LLC, contract purchaser, to rezone the property located at 220 Brand Avenue (T/M# 74-2-8) from HBD Highway Business District with conditions to HBD Highway Business District.

Chair King opened the public hearing at 7:03 p.m. and asked for the applicant to present their request. They need to state their name and address for the record.

Ms. Edna Gwynn of 3491 Basin Road, Mebane, North Carolina, addressed the Commission. Ms. Gwynn, owner of Above & Beyond Mental Health Services, currently operates a location in Danville, Virginia. She intends to open a second office in Salem, providing services such as addiction counseling, marriage counseling, and psychiatric therapy.

Ms. Gwynn confirmed she would utilize the existing building with interior renovations only and has no plans for development in the grassy area behind the structure. She also intends to install a 6' privacy fence along Carey Avenue.

Mr. Keith Dalton, Realtor for the property, confirmed that the fence would front Carey Avenue only, not extend to adjacent property lines.

Chair King stated that each speaker would have 3 minutes to speak, and the clock is sitting right there so they can keep an eye on where they are in relationship to those 3 minutes. She asked if anyone would like to speak about this item to please come forward. They need their name and address.

Mr. Kenneth Griggs of 145 Carey Avenue addressed the Commission and stated he lives right behind the property that is being talked about. His main concern is what are they going to do about the water situation there. He stated that he has been asking the City for over 32 years to come in and fix that water problem. Behind his house and on the property, Ms. Gwynn wants to buy, it floods badly. The water is not even 10' from his house coming in and goes all the way around his property. He is circled from it. He stated that something needs to be done about the water situation on that property.

Mr. Phillip Bland at 312 Carey Avenue addressed the Commission and stated his concern is the same as Mr. Griggs. He wanted to elaborate a little more. The water that is continually coming down is surface water runoff every time there is heavy rain. Most people here are probably aware of it. Not only does it flood Mr. Griggs property and around there, it floods across the street to the residences over there. They have talked about this before and nothing has been done about it. This is a situation that was the result of the extension of Harrison Avenue. Natural run-off used to go across to what is now VDOT and down through there into the creek. They blocked that off. They also constructed a main sewer line from Harrison Avenue down and connected onto the main sewer on Carey. They created an open culvert that takes all that water from the north end of Carey Avenue and the north end of Brand Avenue. It filters downhill into the lot that she is purchasing. He does not have a problem with any of that as long as it is resolved prior to making any developments on that land. It has to be resolved. It should be resolved whether there are developments or not. His neighbors get flooded all the time. He does not. He is higher but he has great neighbors. Mr. Griggs is not the only one that lives on an island until that water evaporates. This is a situation that the City developed years ago, and they just keep kicking the can down the road as they continue developing. There is nothing really effective that has been done to take care of it.

Chair King asked Ms. Gwynn up to the podium to clarify some information. Chair King asked if she was correct from the application that Ms. Gwynn was not developing this land, and she intends to use the building already in existence with some potential changes to the inside of the building.

Ms. Gwynn confirmed that is correct.

Chair King asked if Ms. Gwynn has any plans whatsoever at this time for anything in the grassy area behind the building.

Ms. Gwynn answered no. They are actually going to put a privacy fence in the back.

Commissioner Henrickson asked if she could elaborate on that a little.

Ms. Gwynn answered that there is a neighborhood behind the building. They are planning on putting a 6' privacy fence to separate it from the neighborhood.

Vice-Chair Garst inquired if it would be at the parking lot.

Ms. Gwynn stated no. Where the chain link fence is now, they would replace that with the privacy fence.

Chair King asked just to verify if the privacy fence was actually going to front Carey Avenue rather than Brand Avenue.

Ms. Gwynn stated yes.

Chair King asked if anyone else had questions for Ms. Gwynn.

Commissioner Beamer asked if she was going to just run it up the side or just at Carey Avenue.

Mr. Keith Dalton, Realtor of 817 Craig Avenue, one block away from this property, addressed the Commission and stated that right now their plans are for the fence to front just Carey Avenue. He had not even talked to them about going up the side to the adjoining property. Right now, just Carey Avenue was the only thing they had talked about.

Chair King stated she noted when she was on-site at the property that there was a fence along what would be the southerly border of that property.

Mr. Dalton asked if that was the one with the double gate.

Commissioner Beamer said no. The double gate was what they call the east side.

Mr. Dalton stated on the north side there was none, and he could not understand why, but there was nothing beside it.

Chair King stated that it is heavily timbered and with brush. Mr. Dalton asked if this is what they refer to as a natural fence. Chair King confirmed yes.

Mr. Dalton confirmed that on the east side, they have not talked about getting anything done on that. They have talked about just the Carey Avenue side for now.

Vice-Chair Garst asked for clarification that no drugs would be distributed here. He asked if this was all mental health therapy.

Ms. Gwynn confirmed there would be no drugs. They are licensed by DMAS with the State of Virginia. She has been licensed since 2019, and she is a licensed mental health therapist.

Commissioner Beamer stated he was very familiar with where Mebane and Danville are. He asked if she lived in Mebane.

Ms. Gwynn stated that she does live in Mebane.

Commissioner Beamer asked if she works in Danville.

Ms. Gwynn stated that her husband is from Danville, Virginia and that is why she ended up on this side of the country. She grew up in Florida but married someone from Danville.

Commissioner Beamer asked if she was going to work in Salem some.

Ms. Gwynn stated that no. She would be here in the summer if she gets approval to get this started, but she would not live in Salem. She has little children in school.

Commissioner Henrickson asked how many employees she would figure to have in that facility.

Ms. Gwynn answered typically when they have groups, only 12. It is a State-run program, so they have guidelines. When they have groups, every group of 12 gets 5 employees. If they decide to do a second group, it would be another 5 employees. It is all State guideline regulated.

Chair King asked what her hours of operation would be.

Ms. Gwynn answered 9-5, Monday through Friday.

Commissioner Beamer asked if this was for children or adults or everyone.

Ms. Gwynn stated she is licensed for adults. She is not licensed for children.

Commissioner Beamer asked if 18 and up.

Ms. Gwynn stated yes.

Commissioner Beamer asked how many she anticipated might be on-site, staff and patients, at any time.

Ms. Gwynn stated probably 25 at the most. That would probably be at least 6 staff because they do have a secretary and a security person.

Commissioner Beamer responded by asking does that put it at 31.

Ms. Gwynn stated no. She runs it every day. The one she has now, they probably had 23 people on-site today and that includes employees and staff.

Chair King asked if there were any other questions. She asked Charles Van Allman if he could shed any light on the water management situation as head of the Community Development Department.

Mr. Van Allman stated that the citizens on Carey Avenue are correct in saying there are water issues up there. The City is looking at possibilities to alleviate those problems. There are a lot of technical issues regarding the curvature of the road and how deep the sewer is going to be. They are looking at a way of getting some of the water out of there. They are in the initial stages, and he really cannot comment any further on what is going to be done exactly, but they have started planning stages to try to do something to help up there.

Chair King asked if there was anyone else to speak.

Richard Smith of 208 Brand Avenue addressed the Commission and stated he owns the property beside this establishment. He asked if they had decided that they were going to be 9 to 5, no overnight stays and nobody on the premises after hours.

Ms. Gwynn confirmed.

Mr. Smith stated that his biggest concern was the neighborhood behind him. He has become friends with most of these neighbors and they watch his property. They have had break-ins, and they have seen people and so forth. His other question was were they changing the zoning to accommodate the medical part of this or what was the zoning change actually doing.

Ms. Wines stated that originally, when the property was rezoned, there was a condition placed on the property that said it would be used for a union hall and union hall office only, so that is all that can be there. If they want to use the property for any other purpose, they have to remove that condition. That is what they are asking for tonight is to remove the condition. The zoning stays the same, so whatever is allowed in the HBD Highway Business District by right would be allowed at that location.

Mr. Smith stated he had noticed that everything down through there had a different type of highway business tag on it. His property is actually zoned single-family business, and he had never heard of that. That was his biggest concern. He asked for confirmation that they have a privacy fence they are going to put up. The gentleman that spoke about the water in his backyard, if he was him, he would say you have to do more than 6' because he is on the bottom, and they are above him so he can see everything. That is something they can work out, but the water condition is definitely an issue. They did not notice that one of the things that is cheap and quick and would not cost a lot is a pumping station. It is a 4" line over to the next street. It would empty it out in about an hour. His main concern was that there are no overnight stays because there are a lot of small children on that street. He asked if they had contracts with certain agencies.

Ms. Gwynn stated no.

Mr. Smith stated that was the other thing. When they start making contracts with government issues, they get people in there that they really do not want to have. That would be a concern of his. He stated that was really the only thing he had other than the overnight stays.

Chair King asked if anyone else wanted to speak on this tonight.

Commissioner Beamer asked if all three of the speakers' properties were toward Main Street from this property.

Chair King stated they are all on Carey Avenue.

Chair King inquired if anyone else wanted to speak on the matter and hearing none closed the public hearing at 7:17 p.m.

She asked if the members of the Commission had any questions.

Chair King stated that she thinks they have clarified that there is not going to be development on this property. She wants to make sure that everyone understands that and that their request is to remove the condition that was made. Chair King stated she would entertain a motion.

Commissioner Henrickson stated that he believed all the questions that they had were answered. They have heard and, hopefully, the City can somehow take care of this water issue. He did not think that concerned why they were there which was to remove one condition, so he made a motion to go ahead and remove the condition and that the property be rezoned HBD Highway Business District. The motion was seconded by Mr. Beamer.

Chair King asked for a roll call vote:

Mr. Routt - Aye
Mr. Henrickson - Aye
Mr. Beamer - Aye
Mr. Garst - Aye
Chair King - Aye

Chair King explained that the Planning Commission is a research and recommending body to the City Council. This matter has been approved with a 5-0 vote and will now go to City Council. Attendees will need to appear at the City Council meeting when this is on their Agenda. They will be notified of the time and date once it has been placed on their Agenda. For those of the public, everything will appear in the Salem Times Register or the Roanoke Times, as well as the website for the City of Salem.

B. **Amendment to the Zoning Ordinance**

Hold public hearing and consider the request of Riverland Oaks, LLC, property owner, to rezone the property located at 19 Carey Avenue (T/M# 83-1-11) from RSF Residential Single-Family District to RB Residential Business District with proffered conditions. The petitioner has requested to continue this item to the May 14, 2025, meeting.

Chair King asked if there was anyone present to speak on behalf of the applicant.

Patrick Snead of 302 Live Oak Court, Salem addressed the Commission and officially requested a continuance to the May 14, 2025, Planning Commission meeting.
Chair King asked if he wanted to share the reason for the continuation.

Mr. Snead stated that they have been having conversations with the City regarding some of the concerns of the neighborhood. They had a meeting yesterday and they thought it was a little too close to today's meeting and needed to see how that conversation went. They just need a little bit more time.

Chair King asked for clarification that they are requesting to have it continued until the May meeting.

Mr. Snead stated yes.

Chair King asked for a motion.

Commissioner Henrickson asked if it would be okay if anyone present tonight wished to speak on this matter.

Chair King stated no because he had requested a continuation.

Chair King asked for a motion. Mr. Garst so moved, and Mr. Routt seconded. Chair King asked for a roll call vote:

Mr. Routt - Aye
Mr. Henrickson - Aye
Mr. Beamer - Aye
Mr. Garst - Aye
Chair King - Aye

Chair King confirmed that this matter will be continued until the May meeting.

Mr. Snead asked if new notices would be sent out to the residents so they would know the exact date.

Ms. Wines confirmed that new letters would be sent to the neighbors as they were before.

Vice-Chair Garst asked for confirmation that everything had to be restarted. Chair King confirmed yes, the whole process restarts.

Chair King reminded everyone present that the Planning Commission is a research and recommending body to the City Council. This will appear on the City Council's Agenda. Attendees will need to appear at the City Council meeting when this is on their agenda. They will be notified once it has been placed on their Agenda. If they are interested in this matter, make sure that they know when the meeting will be held.

4. Adjournment

Chair King asked if there was anything further business for the Planning Commission. There being no further business, Chair King adjourned the meeting at 7:22 p.m.

AT A REGULAR MEETING OF THE PLANNING COMMISSION OF THE CITY OF SALEM, VIRGINIA held in the Council Chambers of City Hall, 114 North Broad Street Salem, VA 24153

AGENDA ITEM: **Amendment to the Zoning Ordinance**

Consider the request of Riverland Oaks, LLC, property owner, to rezone the property located at 19 Carey Avenue (T/M# 83-1-11) from RSF Residential Single-Family District to RB Residential Business District with proffered conditions.

SUBMITTED BY: Max Dillon, Planner

SUMMARY OF INFORMATION:

SITE CHARACTERISTICS:

Zoning: RSF Residential Single Family
Land Use Plan Designation: Residential
Existing Use: Vacant
Proposed Use: Townhouses

The subject property (19 Carey Avenue) consists of a 0.333-acre tract of land which currently sits within the RSF Residential Single Family zoning designation. The applicant is requesting a rezoning of the property from RSF Residential Single Family to RB Residential Business District to facilitate the development of a ten-unit townhouse complex in conjunction with an adjacent property (114 Brand Avenue). The provided concept plan displays three separate structures – two with three units, and one with four units.

The applicant has voluntarily proffered two separate items:

1. Townhouses shall be the only allowable use on the property
2. The property shall not have vehicular access from Carey Avenue.

If approved, this townhouse development is subject to the Use and Design Standards specified in Section 106-304.17 of the City of Salem Zoning Ordinance.

The City is aware of issues related to stormwater management in this area and has proactively discussed interventions with the applicant. As is the case with any potential development on this property, stormwater management must be reviewed through the site plan process and approved by the City prior to construction.

The Future Land Use Map (FLUM) identifies this area as Residential which is consistent with the proposed future utilization of the property.

REQUIREMENTS:

The proposal meets the requirements of Section 106-208.3. Site development regulations for RB.

STAFF RECOMMENDATION:

Staff recommends approval of this request subject to the applicant's voluntary proffers which regulate the use of the property and restricts vehicular access from Carey Avenue.

SALEM VA
COMMUNITY DEVELOPMENT

City of Salem
Rezoning Application

Pre-application Meeting (optional)

- Meetings with the Community Development Staff are recommended prior to submittal of a rezoning application. Please bring a plat to the meeting with a sketch of your proposal.

Application Submittal

- The application deadline is the first of the month for inclusion on the following month's agenda. If the first falls on a weekend or holiday, the application deadline will be the following business day.
- When submitting an application be sure to include the following: a complete application, plat of the subject property, legal description that includes metes and bounds, and supplementary information to support the request (such as conceptual plans and building elevations). Please note: incomplete applications will not be accepted and will be returned to the applicant.
- The application fee is due at time of submittal. (See Page 4)
- PLEASE NOTE: As per 106-520(C) of the City of Salem Zoning Ordinance no application shall be accepted for a lot or parcel that does not comply with the minimum lot area, width, or frontage requirements of the requested zoning district. A variance from the Board of Zoning Appeals must be obtained prior to the submission of a rezoning application.

Application Distribution for City Review

- Complete applications may be routed to City departments for review.

Staff/Applicant Meeting

- The staff may contact the applicant to schedule a meeting to discuss comments provided by reviewing agencies, to request additional information or plan revisions, and to negotiate proffers.

Planning Commission

- Revised conceptual plans and draft proffers must be submitted prior to the Planning Commission meeting. Proffers and conceptual plans may be revised in accordance with Staff's recommendations, and revisions incorporating the staff's recommendations must be submitted prior to the Planning Commission meeting.
- A staff report and recommendation is included in the Planning Commission packet. The packet is distributed approximately 1 week prior to the Planning Commission meeting.
- The Planning Commission meets on the 1st Wednesday after the 1st City Council meeting of the month.
- Following a public hearing on the rezoning case, the Planning Commission may recommend approval, approval with revisions to the proffers, denial, or deferral of the application.

City Council

- Signed and notarized final proffers must be submitted prior to the City Council meeting.
- A staff report containing the recommendation of the Planning Commission and Staff is sent to the City Council prior to the meeting.
- The City Council typically hears rezoning cases on the 4th Monday of every month. Cases are usually heard by Council at the meeting following the Planning Commission meeting.
- Following a public hearing on the case, the City Council may vote to approve, approve with proffered conditions, deny, defer the application to another meeting, or remand the application back to the Planning Commission for further consideration.

ATTACHMENTS - For ALL REQUESTS you must submit the following electronically:

a. **A fully completed signed application.**

b. **Acknowledgement of Application Fee Payment Procedure** (Page 4)

c. **Signed Proffer Statement if applicable** (Pages 6 & 7)

d. **A plat of the subject property,** which accurately reflects the current property boundaries, is drawn to scale, and shows existing structures. (Typically, available from the City Clerk's Office.)

e. **Responses to questions on Page 5**

f. **Historic Impact Information** (if any)

g. **For applications requiring plans,** please submit electronically only. No hard copies will be accepted.

h. **Check here** if the conceptual plan will serve as the preliminary plat. ☐

NOTE: Elevations will be required with new development.

TO THE APPLICANT:

It is the policy of the City of Salem City Council, the City of Salem Planning Commission, and City of Salem Board of Zoning Appeals to require a property to be posted when a zoning action is being considered. Such a posting notifies the general public of an impending action and the location being considered.

It is incumbent on you, the applicant, to ensure the sign is in the proper location and remains there until an action has taken place. Consequently, the procedure for posting is as follows:

1. The Community Development Staff will post the sign on your property.
2. You should check the location of the sign to make certain it is in the right place on your property. If it is not, notify the Community Development Office as soon as possible.
3. You should check periodically to ensure the safety of the sign. If it is stolen or otherwise harmed, notify the Community Development Office as soon as possible.

In submitting this rezoning application, you hereby grant permission to the agents and employees of the City of Salem to enter the referenced property for the purposes of processing and reviewing the above application.

Should you have any questions regarding this policy, please contact a member of Community Development.

City of Salem Community Development Application

Request for REZONING or CONDITIONAL REZONING

Case #: _____

APPLICANT INFORMATION

Owner: Riverland Oaks, LLC
Contact Name: Patrick Snead
Address: PO Box 2492

Telephone No. 540.312.0900
Fax No. _____
Email Address sneadvt04@gmail.com

Applicant/Contract Purchaser: Same as above
Contact Name: _____
Address: _____

Telephone No. _____
Fax No. _____
Email Address _____

PARCEL INFORMATION

For multiple parcels, please attach a page ☐

(Tax ID #'s) 83-1-11
Instrument #: 240001105
~~Deed Book~~ _____ ~~Page~~ _____
Subdivision _____
Location Description (Street Address, if applicable)
19 Carey Ave
LTS 15 & 16 HANSBROUGH & BAER

Total Area (acres/square feet) .333 AC
Current Zoning RSF
Requested Zoning RB
Requested Use Construction of new townhomes
Current Use Vacant

■ Conditional Zoning Request: See Attached Proffer sheets

SIGNATURE OF OWNER ■ CONTRACT PURCHASER ☐ *(attach contract)* ☐

As owner or authorized agent of this property, I hereby certify that this application is complete and accurate to the best of my knowledge, and I hereby grant permission to the agents and employees of the City of Salem to enter the property for the purposes of processing and reviewing this request.

Signature _____ Date 3/3/2025
Print Name Patrick Snead
Signature _____ Date _____
Print Name _____

QUESTIONS/ LETTERS/ SHOULD BE FORWARDED TO THE FOLLOWING**:

Name Riverland Oaks LLC - Patrick Snead
Address: PO Box 2492
Salem, VA 24153

Telephone No. 540.312.0900
Fax No. _____
Email Address sneadvt04@gmail.com

**It is the responsibility of the contact person to provide copies of all correspondence to other interested parties to the application.

ACKNOWLEDGEMENT OF APPLICATION FEE PAYMENT PROCEDURE

Application fees must be submitted at the time of submittal. I hereby acknowledge that this application is not complete until the payment for all applicable fees has been received by the City of Salem Community Development Department. I acknowledge that I am responsible for ensuring that such fees are received by the City of Salem. I further acknowledge that any application fee submitted after the deadline shall result in the application being considered filed for the next month's meetings.

Signature of applicant/authorized agent _____ Date: 3/3/2025

Print Name: Patrick Snead

Signature of applicant/authorized agent _____ Date: _____

Print Name: _____

If you would like your correspondence emailed and/or faxed, please make selections, and provide the information below:

■Email sneadvt04@gmail.com ❐Fax: _____

FEES:

All application fees must be paid at the time of submittal. Please make checks payable to the City of Salem:

Rezoning application fee **$1,000**

FOR STAFF USE ONLY

Staff Reviewer: _____ Application Complete? ☐ YES ☐ NO

Date: _____

PLEASE RESPOND FOR ALL REZONING APPLICATIONS:

1. What is the Future Land Use Designation for the subject property? Residential
2. Describe in detail the proposed use of the property. Please see narrative
3. List any sensitive environmental or unique features on the property. Are there any high voltage transmission lines, public utility lines, or others? Please see narrative
4. Is the subject property located within the Floodplain District? ☐ YES ■ NO If yes, describe the proposed measures for meeting the standards of the Floodplain Ordinance.
5. Is the subject property listed as a historic structure or located within a historic district? ☐ YES ■ NO
   If yes, describe the proposed measures for meeting the standards of the Department of Historic Resources.
6. Have you provided a conceptual plan of the proposed development, including general lot configurations and road locations? Are the proposed lot sizes compatible with existing parcel sizes in the area? Concept plan attached

PLEASE RESPOND FOR COMMERCIAL REZONING APPLICATIONS

1. What provisions will be made to ensure safe and adequate access to the subject property?
2. How will the traffic impact of this development be addressed?
3. Describe why the proposed use is desirable and appropriate for the area. What measure will be taken to assure that the proposed use will not have a negative impact on the surrounding vicinity?
4. What type of signage is proposed for the site?
5. Have architectural/building elevations been submitted with this application?

TAX MAP NO.: 83-1-11

Return to: Office of Community Development
21 South Bruffey Street
Salem, Virginia 24153

This document prepared by:
(NAME AND ADDRESS): Riverland Oaks, LLC
P.O. Box 2492
Salem, VA 24153

PROFFER STATEMENT

WHEREAS, Riverland Oaks, LLC, _____, _____, ("the Owner(s)") is/are the owner(s) of certain real property known as 83-1-11 *(property description/location)* ("the Property") totaling approximately _____ acres, located in the City of Salem, Virginia which is more particularly described as follows: See attached legal description

(legal description or an attachment containing a legal description. Also include tax map #); and

WHEREAS, the Owner(s) has/have filed an application to rezone the Property from current zoning of RSF *(current zoning)* to RB *(proposed zoning)*, conditional, pursuant to the City of Salem Zoning Ordinance (the "Zoning Ordinance"); and

WHEREAS, the Owner desires to proffer to the City of Salem (the "City") certain conditions in connection with the development of the Property that will protect the City and its citizens, provide for the orderly development of the Property, and offset the impacts of development; and

WHEREAS, the below-listed proffers are designed and intended to mitigate impacts that have been identified; and

WHEREAS, the Owner certifies that all below-listed proffers are voluntary, reasonable, and directly related to the rezoning applied for; and

WHEREAS, the City is authorized to accept these proffers pursuant to the Code of Virginia, and the Zoning Ordinance; and

WHEREAS, in the event that there is any conflict between these proffers and the Zoning Ordinance, the conflict shall be resolved by the City's Zoning Administrator, subject to appeal to the Board of Zoning Appeals and the courts as provided by law; and

WHEREAS, these proffers shall be binding upon and shall inure to the benefit of the parties hereto, and their respective heirs, successors and assigns; and

WHEREAS, the Owner(s) acknowledges that impacts of development not offset by the below-listed proffers may be cause for denial of the rezoning request.

NOW, THEREFORE, the Owner(s) agrees to meet and comply with the following proffers in connection with the development of the Property should the Owner's application to rezone the property be approved:

PROFFERS

1. *(proffer 1)* - Townhouses shall be the only allowable use on the property.

2. *(proffer 2)* - The property shall not have vehicular access from Carey Avenue.

3. *(proffer 3)*

4. *etc.*

(Indicate if you intend the proffers to be offered as a group (i.e. "all or nothing". Otherwise, each will be considered to be individually offered for separate consideration by the City. The City does not have to accept proffers that are offered)

Once proffered and accepted as part of an amendment to the zoning ordinance, these conditions shall continue in full force and effect until a subsequent amendment changes the zoning on the property covered by these conditions; provided, however, that such conditions shall continue if the subsequent amendment is part of a comprehensive implementation of a new or substantially revised zoning ordinance.

WITNESS the following signature and seal:

By: _____

Owner

COMMONWEALTH OF VIRGINIA CITY OF SALEM, to wit:

The foregoing instrument was acknowledged before me this 3 day of March 2025

by Patrick Snead.

Owner

JANINE BRIZENDINE NOTARY PUBLIC ID#259788 MY COMMISSION EXPIRES 8-31-27 COMMONWEALTH OF VIRGINIA

_____

Notary Public

My commission expires: 8/31/2027

Acceptance:

The Proffers herein have been accepted as follows: ("All" or list specific proffers accepted)

_____

_____

_____

_____

_____

_____

_____

by action of the Council of the City of Salem on _____
Date

ATTEST:

_____
Clerk of Council
Salem, Virginia

REZONING NARRATIVE

We are providing the narrative below as supplemental information to support the attached rezoning application. This request is to rezone Tax Parcel 83-1-11 (0.333 acres) from RSF (Residential Single Family) to RB (Residential Business) with proffered conditions.

Tax Parcel 83-1-11, hereafter referred to as the Subject Property, is landlocked, accessed only through the adjacent Tax Parcel 83-1-7, hereafter referred to as the Adjacent Property. Both the Subject Property and Adjacent Property are owned by Riverland Oaks, LLC. The Subject Property has a Carey Avenue address, which is likely why it's presently zoned RSF. However, it is not accessible from Carey Avenue.

The intent is to develop Tax Parcels 83-1-7 and 83-1-11 together. The Adjacent Property (0.685 acres) is currently zoned RB. The Subject Property (0.333 acres) is currently zoned RSF, and this application is to rezone this parcel to RB. Rezoning the Subject Property to RB will allow these properties to be combined to create a 1.018-acre parcel suitable for a residential townhome development, while also alleviating the Subject Property's current landlocked condition.

By right, the Adjacent Property can be developed with up to six townhome units, and the Subject Property can be developed with two single-family homes. However, the awkward shape of the properties and the landlocked nature of the Subject Property would result in a less-than-desirable configuration of buildings, driveways, and parking. In contrast, rezoning the Subject Property enables the creation of a thoughtfully planned, cohesive community with 10 uniform townhomes. This request is consistent with the land use designation of Residential on the City of Salem's Official Future Generalized Land Use Map.

The Subject Property is situated between Carey Avenue and Brand Avenue. The Subject Property and the Adjacent Property are located within a diverse mixture of residential and commercial zoning, including RSF, RB, HBD, LM, and RSF.

The Subject Property's northern property line adjoins the Adjacent Property, a 0.685-acre vacant lot (zoned RB). Adjoining the east side of the Subject Property are residential homes facing Carey Avenue. A landlocked alley adjoins the southern side of the property. The west side of the property is adjoined by a parking lot (zoned HBD) and a brick home currently in use as an office (zoned RB).

The attached preliminary Concept Plan (Exhibit A, prepared by Balzer and Associates, Inc., dated March 3, 2025) outlines our vision for the proposed townhome development. The proposed concept includes 10 townhome units configured in one 4-unit building and two 3-unit buildings. Each townhome is anticipated to have three bedrooms and two and a half bathrooms. Vehicular access will be from Brand Avenue. A proffered condition is being provided that there will be no vehicular access from Carey Avenue. Parking will be provided within close proximity to each building, with two spots assigned to each townhome. The plan provides for a 25-foot buffer and plantings adjacent to all RSF properties, as required by City of Salem development standards for townhomes. This buffer would not be required with single-family home construction. The preliminary site plan also accounts for adequate emergency vehicle access.

An Architectural Perspective (Exhibit B, dated March 3, 2025) is also provided as supplemental information to illustrate the developer's vision for the exterior of the proposed townhomes. A proffered condition is being proposed with this application that will limit the use of the property to townhouses only.

Due to the topography of the Combined Parcel, stormwater management will be a focal point of the final site plan development. Stormwater management will be designed as part of the site plan process and we will work closely with City of Salem engineering staff and Balzer and Associates on this design. The property will be served by public water and sewer, which are available from both Carey Avenue and Brand Avenue.

Presently, the annual tax assessments of the Subject Property and Adjacent Property are $69,200, equating to annual real estate tax revenue of $830. Once rezoned and improved, the townhome development could generate $21,198 in real estate tax revenue per year, assuming a tax assessment of $1,766,500. In addition to the 2,454% tax revenue increase, the development would create an attractive community of homes that will increase the value of the surrounding properties while also providing City of Salem citizens with a comfortable and affordable place to call home.

With fewer and fewer vacant lots available in the City of Salem, we are always looking for unique opportunities to expand our rental portfolio. Riverland Oaks, LLC has a proven track record of developing vacant or blighted properties to provide quality housing, improve neighborhoods, and add real estate tax revenue to the City of Salem. The following is a list of such projects:

Indiana Street: In 2020, we replaced an uninhabitable home with five single-family homes, dramatically increasing the parcel's annual tax assessment from $100,000 in 2019 to its current assessment of $1,223,000. Previously an eyesore and a safety concern, the property generated just $1,180 in annual real estate tax revenue. Now, these five attractive homes enhance the neighborhood's appeal, have inspired further improvements in the area, and contribute $14,676 in annual real estate tax revenue.

S Broad/White Oak Streets: In 2020, we sought a special exception permit to build a duplex on a vacant lot, increasing the annual tax assessment from $32,700 in 2021 to its current assessment of $353,300. Vacant, the property generated just $392 in annual real estate tax revenue. Today, that has increased 980% to $4,239.

S Market Street: In 2022, we built four single-family homes on four narrow vacant lots, increasing the annual tax assessment from $47,400 in 2022 to its current assessment of $1,029,200. Vacant, the property generated just $568 in annual real estate tax revenue. Today, that has increased 2,074% to $12,350.

04215rco2-sheet1.plt

PARCEL REFERENCES:

(A) TAX #84-2-12
PROPERTY OF HSN REALTY, LLC
PARCEL 1 – D.B. 318, PG. 138
PARCEL 1, P.B. 1, PG. 14 & 15

(B) TAX #83-1-13
PROPERTY OF HSN REALTY, LLC
PARCEL 2 – D.B. 318, PG. 138
PARCEL 5, P.B. 1, PG. 14 & 15

(C) PORTION OF TAX #84-2-12
PROPERTY OF HSN REALTY, LLC
PARCEL 3 – D.B. 318, PG. 138
SEE PLAT MADE FOR THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE CITY OF SALEM, VIRGINIA PREPARED BY RAYMOND C. WEEKS, L.S.
DATED FEBRUARY 24, 1970
REVISED APRIL 22, 1970

(D) TAX #108-1-3.1
PROPERTY OF HSN REALTY, LLC
D.B. 163, PG. 285 (DEED OF CORRECTION)
D.B. 162, PG. 747 (ERRONEOUS DEED)

(E) TAX #74-2-7
PROPERTY OF HSN REALTY, LLC
TRACT 1 – D.B. 145, PG. 320
PARCEL 4, P.B. 1, PG. 14 & 15

(F) PORTION OF TAX #73-3-7
PROPERTY OF HSN REALTY, LLC
TRACT 1 – D.B. 145, PG. 320
PARCEL 2, P.B. 1, PG. 14 & 15

(G) TAX #74-2-2
PROPERTY OF HSN REALTY, LLC
D.B. 145, PG. 316

(H) PORTION OF TAX #74-2-1
PROPERTY OF HSN REALTY, LLC
TRACT 2 – PARCEL 2 – D.B. 145, PG. 320
SEE PLAT SHOWING PROPERTY TO BE CONVEYED TO BRAND INVESTMENT CORPORATION PREPARED BY RAYMOND C. WEEKS, L.S.
DATED MAY 18, 1970

(I) PORTION OF TAX #74-2-1
PROPERTY OF HSN REALTY, LLC
TRACT 2 – PARCEL 1 – D.B. 145, PG. 320
SEE PLAT SHOWING PROPERTY TO BE CONVEYED TO BRAND INVESTMENT CORPORATION PREPARED BY RAYMOND C. WEEKS, L.S.
DATED MAY 18, 1970

(J) PORTION OF TAX #73-3-7
PROPERTY OF HSN REALTY, LLC
D.B. 160, PG. 598
SEE PLAT ENTITLED SURVEY FOR HSN REALTY, INC., A DELEWARE CORPORATION, BY RAYMOND C. WEEKS WITH T. P. PARKER & SONS, ENGINEERS & SURVEYORS DATED MAY 2, 1990

(K) TAX #73-3-3
PROPERTY OF HSN REALTY, LLC
PORTION OF PROPERTY CONVEYED BY
D.B. 145, PG. 325 – DATED DECEMBER 5, 1988
PROPERTY MAY BE SUBJECT TO CONVEYANCE FROM GEORGE D. SHAVERS, BARBARA J. SHAVERS AND MARY E. WHITLOCK TO WILLIAM E. LEE PER DEED DATED NOVEMBER 2, 1992 RECORDED AT D.B. 192, PG. 507 TAX RECORDS INDICATE WILLIAM E. LEE AS OWNER, HOWEVER, THE PROPERTY DESCRIPTION IN D.B. 145, PG. 325 ENCOMPASSES THE PROPERTY CONVEYED TO WILLIAM E. LEE.

(L) TAX #73-3-2
PROPERTY OF HSN REALTY, LLC
PORTION OF PROPERTY CONVEYED BY
D.B. 145, PG. 325 – DATED DECEMBER 5, 1988
PARCEL 8 – P.B. 1, PG. 14 & 15
PORTION (10' STRIP) OF THE PROPERTY DESCRIBED IN D.B. 145, PG. 325 WAS PREVIOUSLY DEDICATED FOR STREET PURPOSES BY P.B. 1, PG. 14 & 15.
PARCEL ALSO CONVEYED TO HSN REALTY, INC. AS A PORTION OF TRACT 1 – D.B. 145, PG. 320

(M) TAX #73-3-1
PROPERTY OF HSN REALTY, LLC
PORTION OF PROPERTY CONVEYED BY
D.B. 145, PG. 325 – DATED DECEMBER 5, 1988

(N) TAX #84-2-1
PROPERTY OF HSN REALTY, LLC
EMMA M. WATSON – LIFE ESTATE
PORTION OF PROPERTY CONVEYED BY
D.B. 145, PG. 314
PARCEL 7 – P.B. 1, PG. 14 & 15

(O) TAX #84-2-2
PROPERTY OF HSN REALTY, LLC
PORTION OF PROPERTY CONVEYED BY
D.B. 145, PG. 314
PARCEL 6 – P.B. 1, PG. 14 & 15

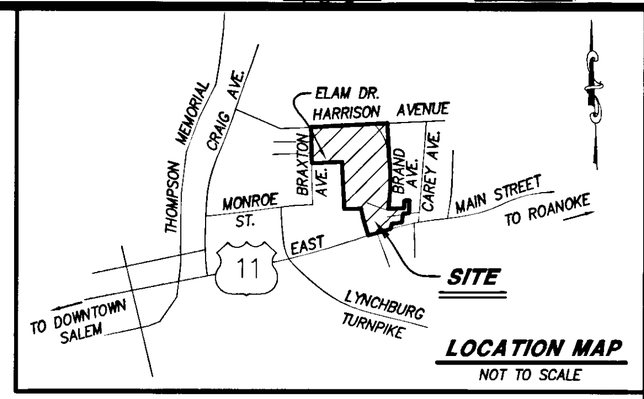
(P) TAX #83-1-11
PROPERTY OF HSN REALTY, LLC
PROPERTY CONVEYED BY
D.B. 145, PG. 318
LOTS 15 & 16 – SUBDIVISION OF THE HANSBROUGH & BAER TRACT – P.B. 1, PG. 98
DATED FEBRUARY 4, 1928
(PLAT RECORDED IN ROANOKE COUNTY)

ABBREVIATIONS

D.B.	DEED BOOK
P.B.	PLAT BOOK
W.B.	WILL BOOK
PVT.	PRIVATE
PG.	PAGE
CHD.	CHORD
CONC.	CONCRETE
P.U.E.	PUBLIC UTILITY EASEMENT
AC.	ACRES
A/C	AIR CONDITIONING
COS	CITY OF SALEM
S.F.	SQUARE FEET
EX.	EXISTING
I.P.F.	IRON PIN FOUND
I.P.S.	IRON PIN SET
P.I.V.	POST INDICATOR VALVE
APCO	APPALACHIAN POWER COMPANY
S	SANITARY SEWER
W	WATERLINE
G	GASLINE
TYP.	TYPICAL
UGE	UNDERGROUND ELECTRIC LINE
OHE	OVERHEAD ELECTRIC LINE
UGT	UNDERGROUND TELEPHONE LINE
F.H.	FIRE HYDRANT
D.I.	DRAINAGE INLET
W.M.	WATER METER
S.D.M.H.	STORM DRAIN MANHOLE

LEGEND

	CURB DRAINAGE INLET
	GRATE INLET
	LIGHT POLE
S	SANITARY SEWER MANHOLE
D	DRAINAGE MANHOLE
W	WATER MANHOLE
	UTILITY POLE
TP	TELEPHONE PEDESTAL
	GUY WIRE
	EXISTING PAVEMENT
6	NUMBER OF PARKING SPACES
	WATER METER
	FIRE HYDRANT
	POST INDICATOR VALVE
CO	SANITARY SEWER CLEANOUT
OHU	OVERHEAD UTILITY LINES
	GAS VALVE



LOCATION MAP
NOT TO SCALE

NOTES:

1. THIS PLAT BASED ON A CURRENT FIELD SURVEY.
2. IRON PINS SET AT ALL CORNERS UNLESS NOTED OTHERWISE.
3. THE PROPERTY SHOWN HEREON DOES NOT LIE WITHIN LIMITS OF A SPECIAL FLOOD HAZARD AREA AS DESIGNATED BY FEMA. THIS OPINION IS BASED ON AN INSPECTION OF THE FLOOD INSURANCE RATE MAPS AND HAS BEEN VERIFIED BY ACTUAL FIELD ELEVATIONS. SEE COMMUNITY PANEL #510141 0041F, MAP #51161C 0041F DATED FEBRUARY 4, 2005. "UNSHADED ZONE X"
4. THIS PLAT DOES NOT GUARANTEE THE EXISTENCE OR LOCATION OF ANY UNDERGROUND UTILITIES. STORM DRAIN STRUCTURES, SANITARY SEWER MANHOLES, AND ALL OTHER SURFACE UTILITIES WERE FIELD LOCATED. ALL UNDERGROUND UTILITIES SHOWN HEREON WERE ESTABLISHED USING ABOVE GROUND STRUCTURES AND AVAILABLE UTILITY MAPS. ALL UNDERGROUND UTILITY LINES ARE APPROXIMATE AND SHOULD BE FIELD VERIFIED PRIOR TO THE START OF ANY CONSTRUCTION.
5. THIS SURVEY OF PARCELS A THROUGH J, INCLUSIVE AND N THROUGH P, INCLUSIVE, IS BASED ON A LAWYERS TITLE INSURANCE CORPORATION COMMITMENT FOR TITLE INSURANCE, CASE NO. SC05200LT, EFFECTIVE JULY 14, 2005. PARCELS K, L AND M ARE NOT BASED ON A CURRENT TITLE REPORT AND THEREFORE MAY NOT SHOW ALL ENCUMBRANCES TO THE PROPERTY.
6. THE CITY OF SALEM ZONING REGULATIONS FOR RSF (RESIDENTIAL SINGLE FAMILY) ZONING ARE AS FOLLOWS:
   FRONT YARD SETBACK – 25 FEET, IF RIGHT-OF-WAY IS 50 FEET OR GREATER IN WIDTH; 50 FEET FROM CENTERLINE OF ANY RIGHT-OF-WAY LESS THAN 50 FEET IN WIDTH. HOWEVER, IF AN ADJOINING LOT IS DEVELOPED, NO PRINCIPAL STRUCTURE SHALL BE REQUIRED TO HAVE A FRONT YARD GREATER THAN THAT OBSERVED BY AN EXISTING BUILDING ON AN ADJOINING LOT.
   SIDE YARD SETBACK – ANY SIDE YARD SHALL BE A MINIMUM OF 10 PERCENT OF LOT WIDTH. HOWEVER, TOTAL SIDE YARDS SHALL NOT BE REQUIRED TO EXCEED 25 FEET.
   REAR YARD SETBACK – 25 FEET
   MAXIMUM BUILDING HEIGHT – 45 FEET; PRINCIPAL STRUCTURES EXCEEDING 45 FEET IN HEIGHT SHALL REQUIRE A SPECIAL EXCEPTION PERMIT IN ACCORDANCE WITH SEC. 106-524 OF THE ZONING ORDINANCE.
7. THE CITY OF SALEM ZONING REGULATIONS FOR LM (LIGHT MANUFACTURING) ZONING ARE AS FOLLOWS:
   FRONT YARD SETBACK – NO MINIMUM
   SIDE YARD SETBACK – NO MINIMUM
   REAR YARD SETBACK – NO MINIMUM
   MAXIMUM BUILDING HEIGHT – 45 FEET
8. THE CITY OF SALEM ZONING REGULATIONS FOR HBD (HIGHWAY BUSINESS DISTRICT) ZONING ARE AS FOLLOWS:
   FRONT YARD SETBACK – 30 FEET FROM STREET CENTERLINE
   SIDE YARD SETBACK – NO MINIMUM
   REAR YARD SETBACK – NO MINIMUM
   MAXIMUM BUILDING HEIGHT – 80 FEET
9. THE PROPERTY SHOWN HEREON MAY BE SUBJECT TO THE FOLLOWING EASEMENTS OF RECORD:
   A) EASEMENT GRANTED BY ORTHO-VENT SHOE COMPANY, INCORPORATED TO APPALACHIAN ELECTRIC, POWER COMPANY TO CONSTRUCT, OPERATE AND MAINTAIN OR REMOVE AN ELECTRIC POWER LINE DATED SEPTEMBER 19, 1956 AND RECORDED IN DEED BOOK 563, PAGE 208. (LOCATION UNKNOWN)
   B) SIGN SPACE AGREEMENT GRANTED TO DOMINION SIGNS, INC., DATED AUGUST 27, 1959 AND RECORDED IN DEED BOOK 625, PAGE 15. (LOCATION UNKNOWN)

TAX PARCEL INFORMATION

TAX PARCEL NO.	ZONING	AREA
73-3-1	RSF	0.419 AC.
73-3-2	RSF	0.741 AC.
73-3-3	RSF	0.320 AC.
73-3-7	LM	5.286 AC.
74-2-1	RSF	0.096 AC.
74-2-2	RSF	0.067 AC.
74-2-7	LM	0.089 AC.
83-1-11	RSF	0.333 AC.
83-1-13	HBD	1.046 AC.
84-2-1	RSF	0.700 AC.
84-2-2	LM	0.234 AC.
84-2-12	LM	11.496 AC.
108-1-3.1	LM	3.753 AC.
TOTAL AREA (ALL PARCELS) = 24.580 AC.		

CLERK'S CERTIFICATE:

IN THE CLERK'S OFFICE OF THE CIRCUIT COURT OF SALEM, VIRGINIA, THIS PLAT WITH THE CERTIFICATE OF ACKNOWLEDGMENT AND DEDICATION THERETO ANNEXED IS ADMITTED TO RECORD ON July 10, 2005, AT 10:38 O'CLOCK A M.

TESTEE: GARY CHANCE CRAWFORD

DEPUTY CLERK

THIS PLAT DOES NOT CONSTITUTE A SUBDIVISION OR COMBINATION OF LAND UNDER THE CITY OF SALEM SUBDIVISION AND/OR ZONING ORDINANCES

COMMONWEALTH OF VIRGINIA
1-26-2005
TIMOTHY HOELZER
No. 1754
LAND SURVEYOR

BOUNDARY SURVEY
PREPARED FOR
VALLEY PROPERTIES, LLC
AND
L & M PROPERTIES, LLC
SHOWING 24.580 ACRES TOTAL
COMPRISING 13 INDIVIDUAL TAX PARCELS
SITUATED ALONG EAST MAIN STREET, BRAND AVENUE, HARRISON AVENUE AND BRAXTON AVENUE
CITY OF SALEM, VIRGINIA

LUMSDEN ASSOCIATES, P.C.
ENGINEERS-SURVEYORS-PLANNERS
ROANOKE, VIRGINIA
LA
4664 BRAMBLETON AVENUE, SW
P.O. BOX 20669
ROANOKE, VIRGINIA 24018
PHONE: (540) 774-4411
FAX: (540) 772-9445
E-MAIL: MAIL@LUMSDENPC.COM

DATE: July 26, 2005
COMM. NO.: 04-215LM
SCALE: 1" = 60'
SHEET 1 OF 3

w:\drawings\2004\04215\sur\04215rco2.dwg

SLIDE 189 , P.B. 11 , PG. 1

04215rco2-sheet2.plt

***SEE SHEET 1 OF 3 FOR PARCEL REFERENCES, NOTES AND TAX PARCEL INFORMATION.

MATCHLINE SHEET 2 OF 3

MATCHLINE SHEET 3 OF 3

21.469 ACRES
935,207 S.F.
FROM CORNERS 1 THROUGH 24 TO 1, INCLUSIVE

1-STORY BLOCK & STEEL-SIDED WAREHOUSE (A) TAX #84-2-12

TAX #84-2-4 PROPERTY OF SHERMAINE ANITA GROGAN D.B. 241, PG. 674

TAX #84-2-6.1 HOLLY F. CARPER INST. #030003419

TAX #108-1-3 "OAKEY FIELD" PROPERTY OF THE CITY OF SALEM D.B. 285, PG. 1 (RECORDED IN ROANOKE COUNTY)

TAX #83-1-2 PROPERTY OF GREGORY L. HUDSON D.B. 346, PG. 94

TAX #83-1-3 PROPERTY OF GREGORY L. HUDSON D.B. 118, PG. 420

TAX #83-1-6 PROPERTY OF DONNA G. OWEN D.B. 276, PG. 94

TAX #83-1-5 PROPERTY OF MARY HOLMES D.B. 364, PG. 158

TAX #83-1-7 PROPERTY OF JULIA WILSON PATTERSON W.B. 11, PG. 531

TAX #83-1-8 PROPERTY OF CHRISTI D. COMBS INST. #030004448

TAX #83-1-9 PROPERTY OF CHRISTOPHER S. EGGLESTON INST. #030004448

TAX #83-1-10 PROPERTY OF C. O. BOWMAN, JR. D.B. 125, PG. 780

TAX #83-1-11 (P)

TAX #83-1-12 PROPERTY OF JULIA WILSON PATTERSON W.B. 11, PG. 531

TAX #83-1-14 PROPERTY OF THE HEIRS OF MARSHALL W. STRICKLER W.B. 24, PG. 481

TAX #83-1-15 PROPERTY OF VANESSA DALE COOPER WILL INSTRUMENT #030000192

TAX #83-1-13 (B)

TAX #83-1-19 PROPERTY OF JANICE H. SMITH W.B. 14, PG. 126

1.379 ACRES
60,060 S.F.
FROM CORNERS 25 THROUGH 35 TO 25, INCLUSIVE

BRAND AVENUE VARIABLE-WIDTH R/W

MONROE STREET EX. 25' R/W

WEST MAIN STREET U.S. ROUTE 11 & 460 VARIABLE-WIDTH R/W

EXISTING ALLEY

EXISTING 10' ALLEY

EX. ALLEY

"NO ORDINANCE FOUND VACATING" THIS PORTION OF MONROE STREET

MERIDIAN OF PLAT BOOK 1, PAGE 14 & 15

TO DOWNTOWN SALEM

TO ROANOKE

ABBREVIATIONS

D.B.	DEED BOOK
P.B.	PLAT BOOK
W.B.	WILL BOOK
PVT.	PRIVATE
PG.	PAGE
CHD.	CHORD
CONC.	CONCRETE
P.U.E.	PUBLIC UTILITY EASEMENT
AC.	ACRES
A/C	AIR CONDITIONING
COS	CITY OF SALEM
S.F.	SQUARE FEET
EX.	EXISTING
I.P.F.	IRON PIN FOUND
I.P.S.	IRON PIN SET
P.I.V.	POST INDICATOR VALVE
APCO	APPALACHIAN POWER COMPANY
S	SANITARY SEWER
W	WATERLINE
G	GASLINE
TYP.	TYPICAL
UGE	UNDERGROUND ELECTRIC LINE
OHE	OVERHEAD ELECTRIC LINE
UGT	UNDERGROUND TELEPHONE LINE
F.H.	FIRE HYDRANT
D.I.	DRAINAGE INLET
W.M.	WATER METER
S.D.M.H.	STORM DRAIN MANHOLE

LEGEND

	CURB DRAINAGE INLET
	GRATE INLET
	LIGHT POLE
S	SANITARY SEWER MANHOLE
D	DRAINAGE MANHOLE
W	WATER MANHOLE
	UTILITY POLE
TP	TELEPHONE PEDESTAL
	GUY WIRE
	EXISTING PAVEMENT
6	NUMBER OF PARKING SPACES
	WATER METER
	FIRE HYDRANT
	POST INDICATOR VALVE
CO	SANITARY SEWER CLEANOUT
OHU	OVERHEAD UTILITY LINES
	GAS VALVE

CURVE TABLE

CURVE	RADIUS	LENGTH	TANGENT	CHORD	BEARING	DELTA
C1	20.00'	33.57'	22.27'	29.76'	N 43°57'15" W	96°09'30"
C2	250.00'	424.79'	284.34'	375.50'	S 41°51'37" E	97°21'13"
C3	20.00'	39.81'	30.83'	33.56'	N 48°32'06" W	114°03'00"
C4	300.00'	175.77'	90.49'	173.27'	N 13°02'05" W	33°34'12"
C5	300.00'	62.25'	31.24'	62.13'	N 38°25'48" W	11°53'18"
C6	25.00'	46.89'	34.07'	40.31'	N 09°21'18" E	107°27'29"

GRAPHIC SCALE
60 0 30 60 120 240
(IN FEET)
1 inch = 60 ft.

7-26-2005 COMMONWEALTH OF VIRGINIA TIMOTHY HOELZLE No. 1754 LAND SURVEYOR

THIS PLAT DOES NOT CONSTITUTE A SUBDIVISION OR COMBINATION OF LAND UNDER THE CITY OF SALEM SUBDIVISION AND/OR ZONING ORDINANCES

BOUNDARY SURVEY
PREPARED FOR
VALLEY PROPERTIES, LLC
AND
L & M PROPERTIES, LLC
SHOWING 24.580 ACRES TOTAL
COMPRISING 13 INDIVIDUAL TAX PARCELS
SITUATED ALONG EAST MAIN STREET, BRAND AVENUE, HARRISON AVENUE AND BRAXTON AVENUE
CITY OF SALEM, VIRGINIA

LUMSDEN ASSOCIATES, P.C.
ENGINEERS-SURVEYORS-PLANNERS
ROANOKE, VIRGINIA
4664 BRAMBLETON AVENUE, SW
P.O. BOX 20669
ROANOKE, VIRGINIA 24018
PHONE: (540) 774-4411
FAX: (540) 772-9445
E-MAIL: MAIL@LUMSDENPC.COM

DATE: July 26, 2005
COMM. NO.: 04-215LM
SCALE: 1" = 60'
SHEET 2 OF 3

w:\drawings\2004\04215\sur\04215rco2.dwg

SLIDE 189 , P.B. 11 , PG. 1

04215rco2-sheet3.plt

***SEE SHEET 1 OF 3 FOR PARCEL REFERENCES, NOTES, TAX PARCEL INFORMATION, ABBREVIATIONS AND LEGEND.

PLAT BOOK 1, PAGE 14 & 15

MERIDIAN OF

TAX #73-1-6
PROPERTY OF
THE VIRGINIA DEPARTMENT OF HIGHWAYS
D.B. 569, PG. 363

***SEE PLAT RECORDED IN P.B. ___, *** PAGE ___ FOR RIGHT-OF-WAY DEDICATION FOR WIDENING OF HARRISON AVENUE

0.163 ACRES
7,088 S.F.
FROM CORNERS 39 THROUGH 44 TO 39, INCLUSIVE

TAX #74-2-2.1
PROPERTY OF
THE HEIRS OF
MARY JOHNSON
W.B. 3, PG. 334

0.089 ACRES
3,883 S.F.
FROM CORNERS 36 THROUGH 38 TO 36, INCLUSIVE

TAX #74-2-3
PROPERTY OF
THE HEIRS OF
JESSIE HARRIS
W.B. 5, PG. 593

1.480 ACRES
64,475 S.F.
FROM CORNERS 45 THROUGH 50 TO 44, INCLUSIVE

TAX #73-3-5
PROPERTY OF
PRESTON TRAIL &
ROBERT TRAIL
W.B. 25, PG. 115

TAX #73-3-4
PROPERTY OF THE HEIRS OF MINNIE COOPER
W.B. 1, PG. 433

TAX #73-3-7

***SEE PLAT RECORDED IN SLIDE 188, P.B. 10, *** PAGES 97 & 98 FOR RIGHT-OF-WAY DEDICATION AND THE RELOCATION OF BRAND AVENUE

PORTION OF BRAND AVENUE VACATED BY ORDINANCE IN D.B. 164, PG. 121 (SLIDE 188, P.B. 10, PG. 97 & 98)

PORTION OF ALLEY VACATED 12/10/90 DESCRIBED IN D.B. 167, PG. 160

21.469 ACRES
935,207 S.F.
FROM CORNERS 1 THROUGH 24 TO 1, INCLUSIVE

1-STORY BLOCK & STEEL-SIDED WAREHOUSE

TAX #84-2-1
TAX #84-2-2
TAX #84-2-3
PROPERTY OF
ROBERT C. BAILEY
PARCEL 1 & 2
INSTRUMENT #020001725
LOTS T-1 & T-2
P.B. 6, PG. 49
TAX #84-2-4

TAX #84-2-4
PROPERTY OF
SHERMAINE ANITA GROGAN
D.B. 241, PG. 674

TAX #84-2-12

TAX #74-2-1
TAX #74-2-2
TAX #74-2-7

TAX #74-2-8
PROPERTY OF
INTERNATIONAL UNION OF
ELECTRICAL, RADIO AND
MACHINE WORKERS
LOCAL 161
D.B. 65, PG. 22

TAX #83-1-1
PROPERTY OF
JEFFREY L. LEACH &
HERMINE S. LEACH
INSTRUMENT #030000079

TAX #83-1-2
PROPERTY OF
GREGORY L. HUDSON
D.B. 346, PG. 94

HARRISON AVENUE
VARIABLE-WIDTH R/W

BRAXTON AVENUE
50' R/W

ELAM DRIVE
VARIABLE-WIDTH R/W

JOHN STREET

EX. ALLEY

DEED LINE & TAX PARCEL LINE

DEED LINE

ANGLE IRON FOUND

ANGLE IRON FOUND AT PROPERTY LINE EXTENDED 10.00'

10' STRIP DEDICATED FOR STREET PURPOSES BY P.B. 1, PG. 14 & 15

10' STRIP DEDICATED FOR STREET PURPOSES BY P.B. 1, PG. 14 & 15

I.P.F. BEARS N78°E, 0.70' FROM CORNER

I.P.F. AT 9.85', 0.18' RIGHT

I.P.F. ONLINE AT 66.14'

I.P.F. ONLINE AT 132.06'

I.P.F. ONLINE AT 56.53'

COS POLE #3407-36.31

COS POLE # 3412-3610

COS POLE # 3413-3595

COS POLE # 3405-3579

COS # 3409-3567

COS UTILITY POLE

WATER METER

RAILROAD SPIKE FOUND

FIRE WATER

FIRE HYDRANT

S.D.M.H.

GAS VALVE

DROP INLET

CURB DRAINAGE INLET

CONC. CURB & GUTTER

CONC. WALL

CONC. WALL (TYP.)

CONC. STEPS

CONC. PAD

CONC. DOCK

BRICK ADDITION

STEPS

CONCRETE

ASPHALT

WALL W/FENCE

FENCE

WALL

TIE LINE ONLY

N88°02'19"E @ 240.50'
17-43 (TIE LINE ONLY)

N63°05'03"E
19.09'

N88°18'00"E
66.45'

S08°18'00"W
99.00'

S88°18'00"W
37.10'

S89°42'00"E
63.66'

S08°18'00"W
170.25'

18 TO 36
N78°52'38"E, 52.10'
(TIE LINE ONLY)

N89°27'47"E
311.53'

N87°17'54"E
40.05'

N88°33'50"E
208.65'

N89°20'00"E
157.52'

N89°20'00"E
228.26'

N89°20'00"E
9.70' (TIE ONLY)

N89°36'20"W
133.72'

S87°58'00"W
88.58'

N00°23'40"E
15.30'

N07°58'40"E
10.09'

N07°28'38"E
114.88'

N04°07'31"E
277.26'

N04°07'30"E
142.74'

N04°07'30"E
50.00'

S89°20'00"W
10.00'

S89°20'20"W
178.44'

S07°33'20"W
332.35'

N05°30'48"E
229.18'

N05°30'48"E
233.3'

S06°49'00"W
144.1'

S06°49'00"W
478.9'

S06°49'00"W
428.94'

A = 238.3'

R = 250.00'

D = 54°36'

L = 238.3'

T = 128.6'

C1 = 33.57'

C2 = 424.79'

C3 = 39.81'

C4 = 175.77'

C5 = 62.25'

C6 = 46.89'

305.3'

98.8'

34.9'

9.1'

42.0'

12.3'

69.6'

10.7'

39.5'

83.6'

94.8'

144.1'

W.M.

I.P.F. 10.2'

6.7'

8.6'

50.00'

12.5'

151.7'

23.8'

119.0'

1142.74'

88.58'

15.30'

GRAPHIC SCALE

80 0 30 60 120 240

(IN FEET)
1 inch = 60 ft.

MATCHLINE
SHEET 2 OF 3

SHEET 3 OF 3
MATCHLINE

THIS PLAT DOES NOT CONSTITUTE A SUBDIVISION OR COMBINATION OF LAND UNDER THE CITY OF SALEM SUBDIVISION AND/OR ZONING ORDINANCES

CURVE TABLE

CURVE	RADIUS	LENGTH	TANGENT	CHORD	BEARING	DELTA
C1	20.00'	33.57'	22.27'	29.76'	N 43°57'15" W	96°09'30"
C2	250.00'	424.79'	284.34'	375.50'	S 41°51'37" E	97°21'13"
C3	20.00'	39.81'	30.83'	33.56'	N 48°32'06" W	114°03'00"
C4	300.00'	175.77'	90.49'	173.27'	N 13°02'05" W	33°34'12"
C5	300.00'	62.25'	31.24'	62.13'	N 38°25'48" W	11°53'18"
C6	25.00'	46.89'	34.07'	40.31'	N 09°21'18" E	107°27'29"

COMMONWEALTH OF VIRGINIA
7-26-2005
TIMOTHY HOELZLE
No. 1754
LAND SURVEYOR

BOUNDARY SURVEY
PREPARED FOR
VALLEY PROPERTIES, LLC
AND
L & M PROPERTIES, LLC
SHOWING 24.580 ACRES TOTAL
COMPRISING 13 INDIVIDUAL TAX PARCELS
SITUATED ALONG EAST MAIN STREET,
BRAND AVENUE, HARRISON AVENUE
AND BRAXTON AVENUE
CITY OF SALEM, VIRGINIA

LUMSDEN ASSOCIATES, P.C.
ENGINEERS-SURVEYORS-PLANNERS
ROANOKE, VIRGINIA
4664 BRAMBLETON AVENUE, SW
P.O. BOX 20669
ROANOKE, VIRGINIA 24018
PHONE: (540) 774-4411
FAX: (540) 772-9445
E-MAIL: MAIL@LUMSDENPC.COM

DATE: July 26, 2005
COMM. NO.: 04-215LM
SCALE: 1" = 60'
SHEET 3 OF 3

w:\drawings\2004\04215\sur\04215rco2.dwg

SITE & ZONING SUMMARY:

OWNER:	RIVERLAND OAKS LLC
OWNER ADDRESS:	PO BOX 2492 SALEM, VA 24153
SITE ADDRESS:	114 BRAND AVE SALEM, VA 24153
TAX MAP NUMBER:	83–1–7
EXISTING LOT SIZE:	±0.685 AC
EXISTING ZONING:	RB
SITE ADDRESS:	CAREY AVE
TAX MAP NUMBER	83–1–11
EXISTING LOT SIZE:	±0.333 AC
EXISTING ZONING:	RSF
PROPOSED ZONING:	RB

ZONING REQUIREMENTS (RB):

MINIMUM LOT AREA:	7,200 SF
MINIMUM LOT FRONTAGE:	60' ON A PUBLIC STREET
SETBACKS PER RB ZONING:	
FRONT:	25' IF ROW IS 50' OR GREATER WIDTH 50' FROM THE CENTERLINE OF THE ROW IF ROW IS LESS THAN 50' IN WIDTH
SIDE:	10% OF LOT WIDTH (25' MAXIMUM)
REAR:	15'
MAXIMUM BUILDING HEIGHT:	45'

TOWNHOUSE USE AND DESIGN STANDARDS:

MINIMUM LOT AREA:	15,000 SF
MINIMUM LOT FRONTAGE:	60' ON A PUBLIC STREET
TOWNHOUSE UNIT YARDS:	
FRONT:	10' FOR ANY TOWNHOUSE NOT FRONTING ON A PUBLIC STREET
SIDE:	10' FOR END UNITS
REAR:	10'
MAXIMUM BUILDING HEIGHT:	45'
MAXIMUM DENSITY:	10 DWELLING UNITS PER ACRE
GROUPING:	GROUPS OF 3–12 UNITS
FACADE STAGGERING:	NO MORE THAN 4 ABUTTING TOWNHOUSES SHALL HAVE THE SAME FRONT YARD DEPTH. THE MINIMUM FRONT DEPTH STAGGER SHALL BE 2' WHEN REQUIRED.
TOWNHOUSE SEPARATION:	40' MINIMUM (20' IF BOTH FACING WALLS HAVE NO WINDOWS, DOORS, OR BALCONIES.
BUFFER YARD REQUIREMENTS:	25' BUFFER YARD REQUIRED ADJACENT TO RSF ZONING (1) LARGE EVERGREEN TREE TO BE PLANTED FOR EACH 15 LINEAR FEET OF BUFFER YARD
MINIMUM PARKING REQUIRED:	
1 BEDROOM:	1.5 SPACES PER DWELLING UNIT
2 AND 3 BEDROOMS:	2 SPACES PER DWELLING UNIT
4 OR MORE BEDROOMS:	2.5 SPACES PER DWELLING UNIT

AERIAL IMAGERY SOURCED FROM GOOGLE EARTH, DATED 2016

20 0 20 40 60

1" = 20'



LINE TABLE		
LINE	BEARING	DISTANCE
L1	S05°57'22"W	35.52'
L2	S05°57'00"W	14.85'
L3	N16°50'33"W	35.98'

BALZER & ASSOCIATES
PLANNERS / ARCHITECTS
ENGINEERS / SURVEYORS

Roanoke / Richmond
New River Valley
Shenandoah Valley

www.balzer.cc

1208 Corporate Circle
Roanoke, VA 24018
540.772.9580

PRELIMINARY

BRAND AVENUE TOWNHOMES

CONCEPT PLAN

114 BRAND AVENUE
SALEM, VIRGINIA 24153

DRAWN BY	KPG
DESIGNED BY	KPG
CHECKED BY	CPB
DATE	3/3/2025
SCALE	1" = 20'
REVISIONS	

EX-A

PROJECT NO. 04240067.00



EXHIBIT B
BRAND AVENUE TOWNHOMES
ARCHITECTURAL PERSPECTIVE

DATE: MARCH 3, 2025

LEGAL DESCRIPTION OF AREA TO BE REZONED

CONTAINING CITY OF SALEM TAX ID 83-1-11
("PARCEL P" AS SHOWN ON PLAT IN PLAT BOOK 10 PAGE 100)

COMMENCING AT A POINT ON THE EAST LINE OF BRAND AVENUE, SAID POINT BEING THE COMMON CORNER OF TAX ID 83-1-12 AND TAX ID 83-1-13;
THENCE DEPARTING THE EAST LINE OF BRAND AVENUE S80°36'36"E 156.96 FEET TO A POINT ON THE WEST LINE OF TAX ID 83-1-11, BEING A COMMON CORNER OF TAX ID 83-1-12 AND TAX ID 83-1-13; SAID POINT ALSO BEING **THE POINT OF BEGINNING**.

THENCE WITH THE EAST LINE OF TAX ID 83-1-12 N07°40'02"E 106.42 FEET TO A POINT;
THENCE WITH THE SOUTH LINE OF TAX ID 83-1-7 N89°22'13"E 100.37 FEET TO A POINT;
THENCE WITH THE WEST LINES OF TAX IDs 83-1-9, 83-1-10, AND 83-1-11, S07°50'41"W 152.00 FEET TO A POINT;
THENCE ALONG THE NORTH LINE OF AN EXISTING ALLEY N84°16'04"W 98.91 FEET TO A POINT;
THENCE WITH THE EAST LINE OF TAX ID 83-1-13 N07°40'02"E 34.44 FEET TO A POINT, BEING A COMMON CORNER OF TAX ID 83-1-12 AND TAX ID 83-1-13; SAID POINT ALSO BEING **THE POINT OF BEGINNING**.

HAVING A TOTAL AREA OF 14,506.5 SQUARE FEET OR 0.333 ACRE, MORE OR LESS, SITUATE IN THE CITY OF SALEM, VIRGINIA, THIS DESCRIPTION BEING COMPILED FROM RECORDS.

AFFADAVIT OF MAILING PURSUANT TO S15.2-2204
CODE OF VIRGINIA

PLANNING COMMISSION **ITEM #4A**
MAY 14, 2025

This is to certify that I mailed letters in reference to the rezoning request of Riverland Oaks, property owner, to rezone the property located at 19 Carey Avenue (Tax Map # 83-1-11) from RSF Residential Single Family District to RB Residential Business District with proffered conditions, to the following property owners and adjacent property owners on April 25, 2025, in the 2:00 p.m. mail:

RIVERLAND OAKS LLC
C/O PATRICK SNEAD
P O BOX 2492
SALEM VA 24153

VALLEY PROPERTIES LLC
L&M PROPERTIES LLC
3330 HOLLINS RD
ROANOKE VA 24012

JANET BELINDA WARE
8213 BARRETT RD
FORT WASHINGTON MD 20744

VIRGINIA L ALL
107 CAREY AVE
SALEM VA 24153

BUCK PROPERTIES MGMT LLC
419 ROANOKE BLVD
SALEM VA 24153

TAMMY R BRYANT
371 LAKEPORT BLVD #367
LAKEPORT CA 95453

VANESSA DALE COOPER
15 CAREY AVE
SALEM VA 24153

IVAN M BREWER
1210 GUN CLUB RD
ROANOKE VA 24017

JAMES L GOAD
921 E MAIN ST
SALEM VA 24153

JAMES W OLIVER
917 E MAIN ST
SALEM VA 24153

DUSTIN G SEACRIST
636 CLEVELAND AVE
SALEM VA 24153

HILLBURG INVESTMENTS LLC
5929 BRAHAMA RD SW
ROANOKE VA 24018

JERRY A JACKSON
3524 MIDHURST DR
CHESTER VA 23831

DONNA G OWEN
118 BRAND AVE
SALEM VA 24153

CHRISTI D COMBS
119 CAREY AVE
SALEM VA 24153

PATRICIA G HARVEY
113 CAREY AVE
SALEM VA 24153

DENNIS C DESSUREAU
LISA MARIE DESSUREAU
108 CAREY AVE
SALEM VA 24153

SEYWARD VIRGINIA
MCKINNEY
110 CAREY AVE
SALEM VA 24153

HENRY C RICE
MARJORIE L RICE
114 CAREY AVE
SALEM VA 24153

KACE PROPERTIES LLC
1013 E MAIN ST
SALEM VA 24153-4419

SINKLER LIVING TRUST
17 HALE AVE
SALEM VA 24153

RICHARD D CORELL
348 PENNSYLVANIA AVE
SALEM VA 24153

Signed _____ Date 4/25/25

City of Salem
Commonwealth of Virginia
The foregoing instrument was acknowledged before me this 25 day of April, 2025 by
Melissa D. Wickham

_____
Notary Public
My commission expires: 10/31/2028

TAMMY DUNN
NOTARY PUBLIC
REG # 00272427
COMMISSION EXPIRES 10/31/2028
COMMONWEALTH OF VIRGINIA

AT A REGULAR MEETING OF THE PLANNING COMMISSION OF THE CITY OF SALEM, VIRGINIA held in the Council Chambers of City Hall, 114 North Broad Street Salem, VA 24153

AGENDA ITEM: **Amendment to the Zoning Ordinance**

Hold public hearing and consider the request of Danny R. and Sonja S. Kane, property owners, to rezone the property located at 151 St. John Road (Tax Map #155-2-3) from HM Heavy Manufacturing to HBD Highway Business District.

SUBMITTED BY: Max Dillon, Planner

SUMMARY OF INFORMATION:

SITE CHARACTERISTICS:

Zoning: HM Heavy Manufacturing
Land Use Plan Designation: Industrial
Existing Use: Recreational Fields
Proposed Use: Recreational Fields

The subject property (151 St. John Road) consists of an approximately 20.678-acre tract of land which currently sits within the HM Heavy Manufacturing zoning designation. Adjacent to Mason Creek and primarily within the FEMA-regulated Floodway, the parcel is not suitable for substantial development of any kind, and as a result, has historically been utilized for recreational fields of various capacities. Currently, the Salem Sabres soccer organization occupies the property with three soccer fields on a regular basis for practices and tournaments.

The applicant is requesting a rezoning of the property from HM Heavy Manufacturing to HBD Highway Business District in order to expand the current use, *Commercial Outdoor Sports and Recreation*, which is not a permitted use in the HM Heavy Manufacturing zoning district. Successfully rezoning the property will allow for the future development of the property including a designated parking area and potentially future field/training ground expansion.

Any site work conducted in the Floodway will be required to comply with FEMA regulations.

REQUIREMENTS:

The proposal meets the requirements of Section 206-214.3., site development regulations for the HBD Highway Business District.

RECOMMENDATION:

Staff recommends approval of this request.

City of Salem Community Development Application

Request for REZONING or CONDITIONAL REZONING

Case #: _____

APPLICANT INFORMATION

Owner: Danny R. & Sonja S. Kane
Contact Name: Danny Kane
Address: P.O. Box 914 Salem, VA 24153
Telephone No. (540) 580-5000
Fax No. _____
Email Address danny@kanes.com

Applicant/Contract Purchaser: Salem Sabres FC
Contact Name: Josh Jones
Address: P.O. Box 914 Salem, VA 24153
Telephone No. (540) 580-6369
Fax No. _____
Email Address salemsoccer@hotmail.com

PARCEL INFORMATION

For multiple parcels, please attach a page ☐

(Tax ID #'s) 155-2-3
Deed Book _____ Page Instrument #230001349
Subdivision The St. John Place Commerce Center
Location Description (Street Address, if applicable)
151 St. John Road

Total Area (acres/square feet) 20.6784 ac.
Current Zoning HM
Requested Zoning HBD
Requested Use Commercial Outdoor Sports and Recreation
Current Use Commercial Outdoor Sports and Recreation

☐ Conditional Zoning Request: See Attached Proffer sheets

SIGNATURE OF OWNER ☒ CONTRACT PURCHASER ☐ *(attach contract)*

As owner or authorized agent of this property, I hereby certify that this application is complete and accurate to the best of my knowledge, and I hereby grant permission to the agents and employees of the City of Salem to enter the property for the purposes of processing and reviewing this request.

Signature _____ Date 3/29/25
Print Name DANNY R KANE
Signature _____ Date 3/29/25
Print Name Sonja S. Kane

QUESTIONS/ LETTERS/ SHOULD BE FORWARDED TO THE FOLLOWING**:

Name Josh Jones
Address: P.O. Box 914 Salem, VA 24153
Telephone No. (540) 580-6369
Fax No. _____
Email Address salemsoccer@hotmail.com

**It is the responsibility of the contact person to provide copies of all correspondence to other interested parties to the application.

ACKNOWLEDGEMENT OF APPLICATION FEE PAYMENT PROCEDURE

Application fees must be submitted at the time of submittal. I hereby acknowledge that this application is not complete until the payment for all applicable fees has been received by the City of Salem Community Development Department. I acknowledge that I am responsible for ensuring that such fees are received by the City of Salem. I further acknowledge that any application fee submitted after the deadline shall result in the application being considered filed for the next month's meetings.

Signature of applicant/authorized agent DKane Date: 3/29/25

Print Name: DANNY R KANE

Signature of applicant/authorized agent Sonja S Kane Date: 3/29/25

Print Name: SONJA S KANE

If you would like your correspondence emailed and/or faxed, please make selections, and provide the information below:

❒Email _____ ❒Fax: _____

FEES:

All application fees must be paid at the time of submittal. Please make checks payable to the City of Salem:

Rezoning application fee $1,000

FOR STAFF USE ONLY

Staff Reviewer: _____ Application Complete? ☐ YES ☐ NO

Date: _____

PLEASE RESPOND FOR ALL REZONING APPLICATIONS:

1. What is the Future Land Use Designation for the subject property? Industrial

2. Describe in detail the proposed use of the property. The property is currently used, and will continue to be used for, the soccer club known as Salem Sabres. The property is currently developed with three soccer fields, but needs additional parking. The proposed rezoning will allow for parking to be constructed on-site, as well as additional fields and training area.

3. List any sensitive environmental or unique features on the property. Are there any high voltage transmission lines, public utility lines, or others? Mason Creek is located along the western property line and the majority of the property is floodway. There are existing public sanitary sewer lines on the property, as well as overhead utilities and greenway adjacent to Mason Creek.

4. Is the subject property located within the Floodplain District? ■ YES ❒ NO If yes, describe the proposed measures for meeting the standards of the Floodplain Ordinance. The entire property is located within the 100-year floodplain, with the majority within the floodway. Development on the property will need to be completed in a manner that meets the requirements of the Floodplain Ordinance, including no net fill, to ensure that adjacent properties are not negatively impacted.

5. Is the subject property listed as a historic structure or located within a historic district? ❒ YES ■ NO
   If yes, describe the proposed measures for meeting the standards of the Department of Historic Resources.

6. Have you provided a conceptual plan of the proposed development, including general lot configurations and road locations? Are the proposed lot sizes compatible with existing parcel sizes in the area? A concept plan is provided with this application showing the orientation of the property, as well as possible future parking area and additional soccer field that may be developed on the property.

PLEASE RESPOND FOR COMMERCIAL REZONING APPLICATIONS

1. What provisions will be made to ensure safe and adequate access to the subject property? The property will be developed in accordance with the requirements of the City of Salem Zoning Ordinance, as well as the Floodplain Ordinance.

2. How will the traffic impact of this development be addressed? This rezoning application is anticipated to have a positive impact on traffic. The soccer club already exists and there is not anticipated to be a significant increase in traffic as a result of this request. The development of parking on-site will relieve some of the current parking demand that is impacting the overall commercial center and provide additional parking opportunities for patrons of the soccer club.

3. Describe why the proposed use is desirable and appropriate for the area. What measure will be taken to assure that the proposed use will not have a negative impact on the surrounding vicinity? This property is ideal for this type of sports and recreation use due to its location within the floodway and the limited uses that can be developed on floodway property. This property is not conducive to any type of commercial use that requires significant permanent buildings.

4. What type of signage is proposed for the site? Signage may be installed at a future date and a sign permit will be obtained through the City of Salem for any new signage.

5. Have architectural/building elevations been submitted with this application? N/A

LEGAL DESCRIPTION OF AREA TO BE REZONED

CONTAINING CITY OF SALEM TAX ID 155-2-3 ("TRACT 4" AS SHOWN ON PLAT BOOK 11, PAGES 48-50)

BEGINNING AT A POINT ON THE SOUTH LINE OF LYNCHBURG TURNPIKE, SAID POINT BEING A COMMON CORNER BETWEEN TAX ID 155-2-3 AND TAX ID 154-1-16;

THENCE DEPARTING THE SOUTH LINE OF LYNCHBURG TURNPIKE, THE FOLLOWING COURSES AND DISTANCES: S08°35'03"W 131.62 FEET TO A POINT; **THENCE** S19°48'03"W 155.00 FEET TO A POINT; **THENCE** S09°23'03"W 128.00 FEET TO A POINT; **THENCE** S03°48'29"E 270.22 FEET TO A POINT; **THENCE** S03°36'03"W 341.10 FEET TO A POINT; **THENCE** S04°04'03"W 125.30 FEET TO A POINT; **THENCE** S08°27'03"W 361.07 FEET TO A POINT; **THENCE** S05°14'03"W 176.88 FEET TO A POINT; **THENCE** S17°08'41"E 462.99 FEET TO A POINT; **THENCE** S14°11'32"W 130.60 FEET TO A POINT; **THENCE** S04°42'28"E 236.50 FEET TO A POINT; **THENCE** S01°13'32"W 156.00 FEET TO A POINT; **THENCE** S45°37'40"W 132.40 FEET TO A POINT; **THENCE** N48°56'13"W 239.01 FEET TO A POINT; **THENCE** N20°40'38"W 480.17 FEET TO A POINT ON THE EAST LINE OF ST. JOHN ROAD.

THENCE FOLLOWING THE EAST LINE OF ST. JOHN ROAD, THE FOLLOWING COURSES AND DISTANCES: N20°40'38"W 141.51 FEET TO A POINT; **THENCE** ALONG A CURVE TO THE RIGHT, HAVING A RADIUS OF 775.00 FEET, A LENGTH OF 485.58 FEET, AND A CHORD BEARING AND DISTANCE OF N02°43'40"W 477.68 FEET TO A POINT; **THENCE** N15°13'18"E 99.34 FEET TO A POINT AT THE TERMINUS OF THE EAST LINE OF ST. JOHN ROAD.

THENCE DEPARTING THE EAST LINE OF ST. JOHN ROAD THE FOLLOWING COURSES AND DISTANCES: N15°13'18"E 467.14 FEET TO A POINT; **THENCE** N21°11'10"E 195.63 FEET TO A POINT; **THENCE** N07°25'16"E 378.94 FEET TO A POINT; **THENCE** N08°34'16"E 403.89 FEET TO A POINT ON THE SOUTH LINE OF LYNCHBURG TURNPIKE.

THENCE FOLLOWING THE SOUTH LINE OF LYNCHBURG TURNPIKE, THE FOLLOWING COURSES AND DISTANCES: S88°05'51"E 164.44 FEET TO A POINT; **THENCE** N01°54'09"E 12.00 FEET TO A POINT; **THENCE** S88°05'51"E 78.00 FEET TO A POINT, SAID POINT BEING **THE POINT OF BEGINNING**.

HAVING A TOTAL AREA OF 900,751 SQUARE FEET OR 20.6784 ACRES, MORE OR LESS, SITUATE IN THE CITY OF SALEM, VIRGINIA, THIS DESCRIPTION BEING COMPILED FROM RECORDS.

KNOW ALL MEN BY THESE PRESENTS TO WIT:

THAT WILEY DEVELOPMENT, L.L.C., IS THE FEE SIMPLE OWNER OF THE PARCEL OF LAND BOUNDED ON THE OUTSIDE BY CORNERS 1 THROUGH 25 INCLUSIVE TO 1, CONTAINING 35.06 ACRES AND BEING ALL THE LAND CONVEYED TO SAID OWNER BY INSTRUMENT DATED DECEMBER 16, 2005 AND RECORDED IN THE CLERK'S OFFICE OF THE CIRCUIT COURT OF THE CITY OF SALEM, VIRGINIA IN INSTRUMENT No. 050005006, AND IS SUBJECT TO A CERTAIN CREDIT LINE DEED OF TRUST GRANTED TO VALLEY BANK, BENEFICIARY, AND J. RANDY WOODSON AND MARY P. HUNDLEY, TRUSTEES, EITHER OF WHICH CAN SIGN, BY INSTRUMENT DATED DECEMBER 16, 2005 AND RECORDED IN THE AFORESAID CLERK'S OFFICE IN INSTRUMENT No. 050005007.

THE SAID OWNER HEREBY DEDICATES IN FEE SIMPLE TO AND VESTS IN THE CITY OF SALEM, VIRGINIA SUCH PORTIONS OF THE PREMISES AS PLATTED ON THIS PLAT AND SET APART FOR STREETS.

ALL OF THE EASEMENTS SHOWN HEREON FOR THE DEVELOPMENT OF THE SUBJECT PROPERTY ARE HEREBY DEDICATED FOR PUBLIC USE, UNLESS OTHERWISE NOTED.

THE SAID OWNER DOES HEREBY CERTIFY THAT THEY HAVE RE-SUBDIVIDED THE LAND HEREON ENTIRELY OF THEIR OWN FREE WILL AND ACCORD AS REQUIRED BY SECTION 15.2-2240 THROUGH 15.2-2279 OF THE 1950 CODE OF VIRGINIA, AS AMENDED TO DATED, AND AS REQUIRED BY THE CITY OF SALEM, VIRGINIA SUBDIVISION ORDINANCE AS AMENDED TO DATE.

WITNESS THE SIGNATURE AND SEAL OF SAID OWNER:

5-12-06
WILEY DEVELOPMENT, L.L.C. - AUTHORIZED AGENT — DATE
(INSTRUMENT No. 050005006)

5.12.06
VALLEY BANK - AUTHORIZED AGENT - BENEFICIARY — DATE
(INSTRUMENT No. 050005007)

5.12.06
TRUSTEE — DATE
(INSTRUMENT No. 050005007)

STATE OF VIRGINIA

County OF Roanoke TO WIT:

I, Frank B. Caldwell III, A NOTARY PUBLIC IN AND FOR THE AFORESAID STATE DO HEREBY CERTIFY THAT Paul F. Wiley WHOSE NAME IS SIGNED TO THE FOREGOING WRITING HAS PERSONALLY APPEARED BEFORE ME AND ACKNOWLEDGED THE SAME IN MY AFORESAID JURISDICTION ON THIS 12th DAY OF May, 2006.

MY COMMISSION EXPIRES 31 July 2007.

Frank B. Caldwell III
NOTARY PUBLIC

STATE OF VIRGINIA

City OF Roanoke TO WIT:

I, Diane P. Cawley, A NOTARY PUBLIC IN AND FOR THE AFORESAID STATE DO HEREBY CERTIFY THAT J. Randy Woodson WHOSE NAME IS SIGNED TO THE FOREGOING WRITING HAS PERSONALLY APPEARED BEFORE ME AND ACKNOWLEDGED THE SAME IN MY AFORESAID JURISDICTION ON THIS 12 DAY OF MAY, 2006.

MY COMMISSION EXPIRES 8.31.2006.

Diane P. Cawley
NOTARY PUBLIC

STATE OF VIRGINIA

City OF Roanoke TO WIT:

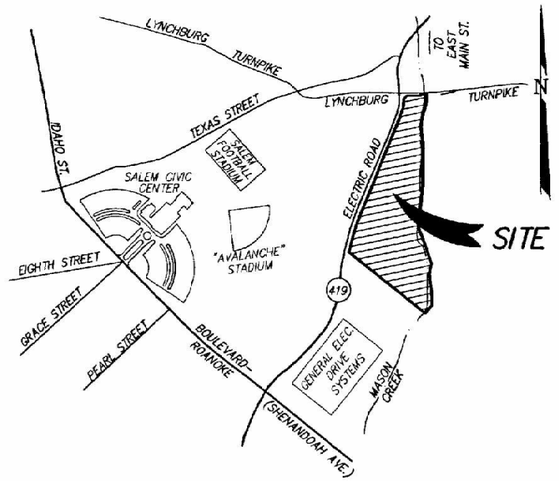
I, Diane P. Cawley, A NOTARY PUBLIC IN AND FOR THE AFORESAID STATE DO HEREBY CERTIFY THAT J. Randy Woodson WHOSE NAME IS SIGNED TO THE FOREGOING WRITING HAS PERSONALLY APPEARED BEFORE ME AND ACKNOWLEDGED THE SAME IN MY AFORESAID JURISDICTION ON THIS 12 DAY OF MAY, 2006.

MY COMMISSION EXPIRES 8.31.2006.

Diane P. Cawley
NOTARY PUBLIC

NOTES:

1. THIS PLAT WAS PREPARED WITH THE BENEFIT OF A TITLE REPORT BY LAWYERS TITLE INSURANCE CORPORATION, CASE No. OST-5589-LTC EFFECTIVE DATE OCTOBER 7, 2005.
2. THE SUBJECT PROPERTY LIES WITHIN ZONE "X" AND ZONE "AE" AS SHOWN ON THE FEMA FLOOD INSURANCE RATE MAP No. 51161C0041F, DATED FEBRUARY 4, 2005.
3. REFERENCE: RESUBDIVISION FOR G.E. DRIVES & CONTROLS, INC. BY T.P. PARKER & SON DATED JULY 14, 2005 AND RECORDED IN P.B. 11, PG. 3 & 4, SLIDE 189.
4. REFERENCE: STATE HIGHWAY PLANS PROJECT No. 0419-129-106, PE-101, R/W-201, C-501, SHEETS 3 THROGH 6.
5. REFERENCE OF PROPERTY CONVEYANCE:
   * INSTRUMENT No. 050005006 BEING TAX PARCEL 155-2-1 CONVEYED TO WILEY DEVELOPMENT, L.L.C.
6. THIS PLAT IS BASED ON A CURRENT FIELD SURVEY.
7. THE BOUNDARY DATA SHOWN FOR TRACT A IS BASED ON RESUBDIVISION FOR G. E. DRIVES & CONTROLS, INC. BY T.P. PARKER & SON DATED JULY 14, 2005 AND RECORDED IN P.B. 11, PG. 3 & 4, SLIDE 189. CALDWELL WHITE ASSOCIATES DID NOT PERFORM A BOUNDARY SURVEY ON TRACT A.
8. THIS SUBJECT PROPERTY IS ZONED HM - HEAVY MANUFACTURING AT THE DATE OF THIS PLAT.



VICINITY MAP
NO SCALE

APPROVED:

for Melinda J. Payne 5/12/06
JAMES E. TALIAFERRO, II, P.E., L.S. — DATE
EXECUTIVE SECRETARY - CITY OF SALEM PLANNING COMMISSION

Charles E Van Allman Jr. 5/12/06
CHARLES E. VAN ALLMAN, JR., P.E. — DATE
CITY ENGINEER - CITY OF SALEM, VIRGINIA

IN THE CLERK'S OFFICE OF THE CIRCUIT COURT OF THE CITY OF SALEM, VIRGINIA. THIS MAP WAS PRESENTED WITH THE CERTIFICATE OF ACKNOWLEDGMENT THERETO ANNEXED IS ADMITTED TO RECORD ON May 12 2006, AT 3:28 O'CLOCK P M.

TESTE: CHANCE CRAWFORD

DEPUTY CLERK

COMMONWEALTH OF VIRGINIA
FRANK B. CALDWELL, III
NO. 1335
12 May '06
LAND SURVEYOR

SUBDIVISION PLAT
FOR

THE ST. JOHN PLACE
COMMERCE CENTER

SHOWING THE RESUBDIVISION OF TRACT A, 35.06 ACRES (INSTRUMENT No. 050005006) RESUBDIVISION FOR G. E. DRIVES & CONTROLS, INC. (P.B. 11, PG. 3 & 4, SLIDE 189)

PROPERTY OF

WILEY DEVELOPMENT, L.L.C.

SITUATE ELECTRIC ROAD - ROUTE 419
CITY OF SALEM, VIRGINIA

CWA
CALDWELL WHITE ASSOCIATES
ENGINEERS / SURVEYORS / PLANNERS
4203 MELROSE AVENUE, NW
P.O. BOX 6260
ROANOKE, VIRGINIA 24017
(540) 366-3400 FAX: (540) 366-8702

TAX NO.: 155-2-1 — SCALE: 1"= 100'
DATE: JANUARY 18, 2005 — DRAWN: JW
CALC.: JW CHK'D.: FBC, III — N.B.: WES-43
CLOSED: JW — SHEET 1 OF 3 — W.O.: 05-0082

MERIDIAN OF RESUBDIVISION FOR G.E. DRIVES & CONTROLS, INC. P.B. 11, PG. 3 & 4, SLIDE 189

MATCH LINE SHEET 3 OF 3

PROPERTY OF
VESPER HILL DEVELOPMENT, LLC
INSTRUMENT No. 020005029
TAX # 190-1-3

PROPERTY OF
ROBERT J. MILLER EST. & JEAN P. MILLER
W.B. 19, PG. 599
TAX # 223-1-2

PROPERTY OF
RAMEY PROPERTIES, LLC
INSTRUMENT No. 030001861
TAX # 154-1-16

PROPERTY OF
G.E. DRIVES & CONTROLS, INC.
INSTRUMENT No. 020003740
TAX # 189-2-1

PROPERTY OF
WILEY DEVELOPMENT, L.L.C.

TRACT 4
20.6784 ACRES
900,751 Sq. Ft.
BOUNDED BY CORNERS
34, 2 THROUGH 17 INCLUSIVE,
26 THROUGH 34 INCLUSIVE

TRACT 2
0.7074 ACRE
30,813 Sq. Ft.
BOUNDED BY CORNERS
39, 40, 41, 42, 43, 47 TO 39

TRACT 3
6.6984 ACRES
291,784 Sq. Ft.
BOUNDED BY CORNERS
18, 19, 37, 38, 39, 47, 43, 44, 45, 46, 27, 26 TO 18

S 17°08'41" E 462.99'
S 08°27'03" W 361.07'
S 05°14'03" W 176.88'
S 14°11'32" W 130.60'
S 04°42'28" E 236.50'
S 01°13'32" W 156.00'
S 45°37'40" W 132.40'
239.01'
621.68'
460.17'
N 20°40'38" W
141.51'
566.48'
N 15°13'18" E 467.14'
99.34'
117.96'
120.35'
N 24°43'04" E 91.84'
1222.05'
978.78'
N 48°56'13" W
1217.79' TOTAL
1167.96'

EXIST 20' GAS LINE EASEMENT WEST OF SALEM'S SANITARY LINE APPROXIMATELY 400' (UNVERIFIED) (D.B. 188, PG. 376)
EXIST 10' GAS LINE EASEMENT (D.B. 524, PG. 326 ROANOKE COUNTY)
APCO EASEMENT (D.B. 188, PG. 709)
ADDITIONAL 20' SSE CONTIGUOUS TO EXISTING SSE (D.B. 640, PG. 93) HEREBY DEDICATED TO THE CITY OF SALEM
EXIST 20' SSE (D.B. 640, PG. 93)
EXIST 20' SSE & 20' EE (D.B. 640, PG. 93 & D.B. 699, PG. 556)
NEW 10' SSE & 10' EE ADDED TO EXIST 20' SSE & 20' EE D.B. 640, PG. 93 & D.B. 699, PG. 556
NEW 20' SSE
NEW PRIVATE 24' CROSS-ACCESS EASEMENT
EXISTING SLOPE EASEMENT (D.B. 35, PG. 660)
APPROX LIMITS FLOODWAY
APPROX LIMITS ZONE "AE"
APPROX LIMITS ZONE "X"
EXISTING BALLFIELD
FRAME SHED (TO BE REMOVED)
GRAVEL ROAD
CHAIN LINK FENCE
MASONS CREEK
OHE
IPF
ST. JOHN ROAD (50' R/W)
ELECTRIC ROAD RTE. 419 (VARIABLE R/W)

LEGEND

APPROX	APPROXIMATE
EE	ELECTRIC EASEMENT
G	GAS LINE
IPF	IRON PIN FOUND
OHE	OVERHEAD ELECTRIC
SSE	SANITARY SEWER EASEMENT
Ⓜ	MONITORING WELL
Ⓢ	SANITARY SEWER MANHOLE
	POWER POLE

100' 50' 0' 100' 200' 1" = 100'
GRAPHIC SCALE

COMMONWEALTH OF VIRGINIA
FRANK B. CALDWELL, III
NO. 1335
12 May '06
LAND SURVEYOR

SUBDIVISION PLAT
FOR
THE ST. JOHN PLACE
COMMERCE CENTER

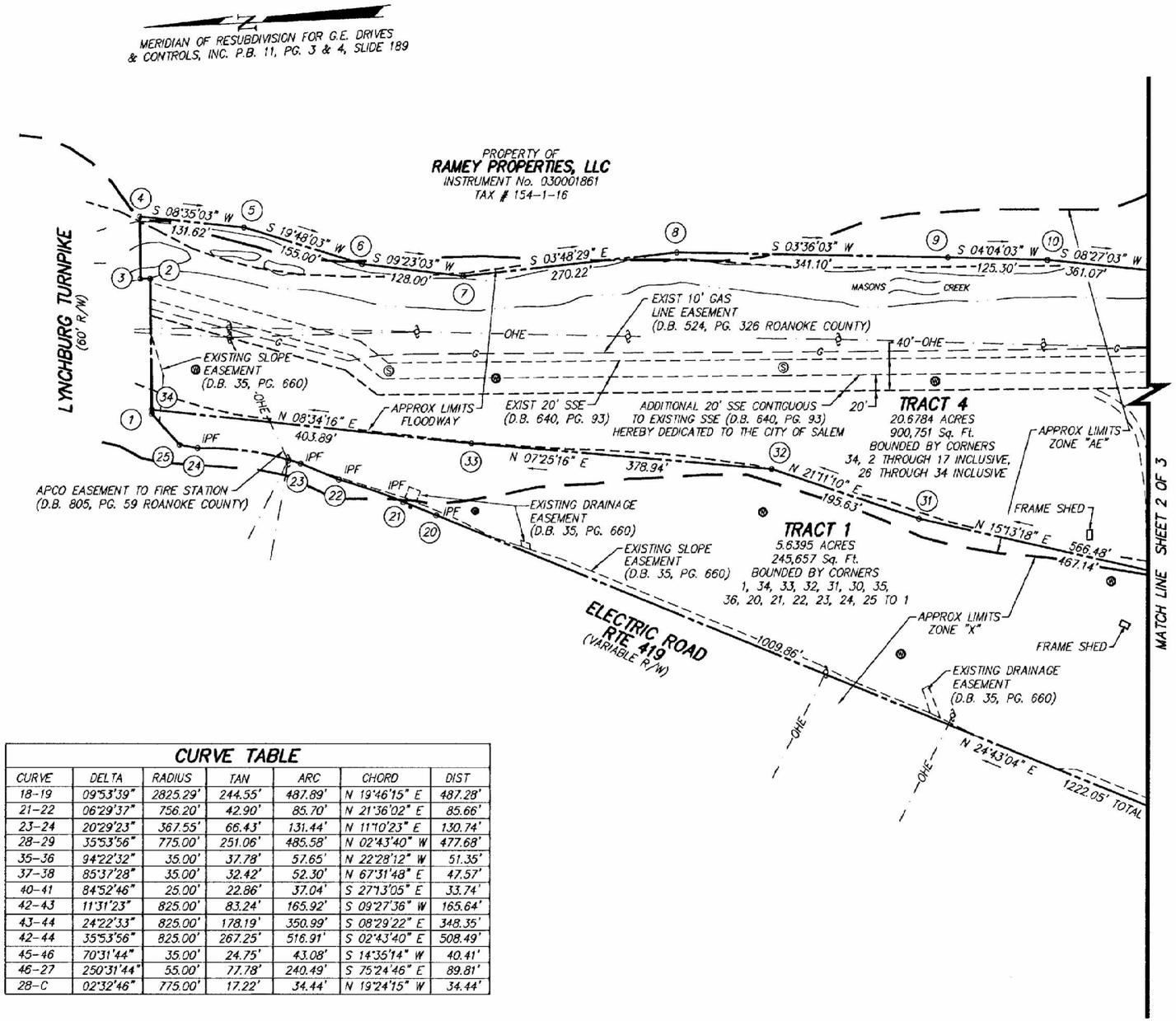
SHOWING THE RESUBDIVISION OF TRACT A, 35.06 ACRES (INSTRUMENT No. 050005006) RESUBDIVISION FOR G. E. DRIVES & CONTROLS, INC. (P.B. 11, PG. 3 & 4, SLIDE 189)

PROPERTY OF
WILEY DEVELOPMENT, L.L.C.

SITUATE ELECTRIC ROAD – ROUTE 419
CITY OF SALEM, VIRGINIA

CWA
CALDWELL WHITE ASSOCIATES
ENGINEERS / SURVEYORS / PLANNERS
4203 MELROSE AVENUE, NW
P.O. BOX 8260
ROANOKE, VIRGINIA 24017
(540) 366-3400 FAX: (540) 366-8702

TAX NO.: 155-2-1
DATE: JANUARY 18, 2005
CALC.: JW CHK'D.: FBC, III
CLOSED: JW
SHEET 2 OF 3
SCALE: 1"= 100'
DRAWN: JW
N.B.: WES-43
W.O.: 05-0082



LINE TABLE

LINE	BEARING	DISTANCE
1–2	S 88°05'51" E	169.82'
2–3	N 01°54'09" E	12.00'
3–4	S 88°05'51" E	78.00'
20–21	N 24°50'51" E	44.96'
22–23	N 25°01'30" E	52.20'
24–25	N 12°39'05" E	22.83'
25–1	N 50°27'35" E	52.20'
34–1	N 88°05'51" W	5.38'
34–2	S 88°05'51" E	164.44'
38–39	S 69°39'28" E	92.55'
39–40	S 69°39'28" E	113.23'
38–40	S 69°39'28" E	205.78'
41–42	S 15°13'18" W	30.76'
43–47	N 87°46'12" W	132.31'
47–39	N 10°07'00" E	261.35'
30–35	N 69°39'28" W	265.18'
44–45	S 20°40'38" E	56.66'
30–A	S 15°13'18" W	6.82'
A–B	S 22°55'04" E	257.66'
C–D	N 22°27'51" E	299.26'
47–E	S 10°07'00" W	32.33'
19–F	S 22°37'49" W	205.83' TIE ONLY
F–G	S 87°46'12" E	334.31'
D–H	N 87°46'12" W	151.84'

CURVE TABLE

CURVE	DELTA	RADIUS	TAN	ARC	CHORD	DIST
18–19	09°53'39"	2825.29'	244.55'	487.89'	N 19°46'15" E	487.28'
21–22	06°29'37"	756.20'	42.90'	85.70'	N 21°36'02" E	85.66'
23–24	20°29'23"	367.55'	66.43'	131.44'	N 11°10'23" E	130.74'
28–29	35°53'56"	775.00'	251.06'	485.58'	N 02°43'40" W	477.68'
35–36	94°22'32"	35.00'	37.78'	57.65'	N 22°28'12" W	51.35'
37–38	85°37'28"	35.00'	32.42'	52.30'	N 67°31'48" E	47.57'
40–41	84°52'46"	25.00'	22.86'	37.04'	S 27°13'05" E	33.74'
42–43	11°31'23"	825.00'	83.24'	165.92'	S 09°27'36" W	165.64'
43–44	24°22'33"	825.00'	178.19'	350.99'	S 08°29'22" E	348.35'
42–44	35°53'56"	825.00'	267.25'	516.91'	S 02°43'40" E	508.49'
45–46	70°31'44"	35.00'	24.75'	43.08'	S 14°35'14" W	40.41'
46–27	250°31'44"	55.00'	77.78'	240.49'	S 75°24'46" E	89.81'
28–C	02°32'46"	775.00'	17.22'	34.44'	N 19°24'15" W	34.44'

100' 50' 0' 100' 200' 1" = 100'
GRAPHIC SCALE

COMMONWEALTH OF VIRGINIA
FRANK B. CALDWELL, III
NO. 1335
12 May 06
LAND SURVEYOR

SUBDIVISION PLAT
FOR

THE ST. JOHN PLACE

COMMERCE CENTER

SHOWING THE RESUBDIVISION OF TRACT A, 35.06 ACRES (INSTRUMENT No. 050005006) RESUBDIVISION FOR G. E. DRIVES & CONTROLS, INC. (P.B. 11, PG. 3 & 4, SLIDE 189)

PROPERTY OF

WILEY DEVELOPMENT, L.L.C.

SITUATE ELECTRIC ROAD – ROUTE 419
CITY OF SALEM, VIRGINIA

CWA
CALDWELL WHITE ASSOCIATES
ENGINEERS / SURVEYORS / PLANNERS
4203 MELROSE AVENUE, NW
P.O. BOX 6260
ROANOKE, VIRGINIA 24017
(540) 366-3400 FAX: (540) 366-8702

TAX NO.: 155-2-1 SCALE: 1"= 100'
DATE: JANUARY 18, 2006 DRAWN: JW
CALC.: JW CHK'D.: FBC, III N.B.: WES-43
CLOSED: JW SHEET 3 OF 3 W.O.: 05-0082

SITE & ZONING SUMMARY:

OWNER:	KANE, DANNY R & KANE, SONJA S C/O KELLY JONES
OWNER ADDRESS:	PO BOX 914 SALEM, VA 24153
SITE ADDRESS:	151 ST JOHN RD SALEM, VA 24153
TAX MAP NUMBER:	155-2-3
EXISTING LOT SIZE:	± 20.678 AC.
EXISTING ZONING:	HM: HEAVY MANUFACTURING
PROPOSED ZONING:	HBD: HIGHWAY BUSINESS DISTRICT
EXISTING USE:	COMMERCIAL OUTDOOR SPORTS AND RECREATION
FLOODPLAIN:	REGULATORY FLOODWAY
FEMA PANEL NUMBER:	51161C0142G

ZONING REQUIREMENTS (HBD):

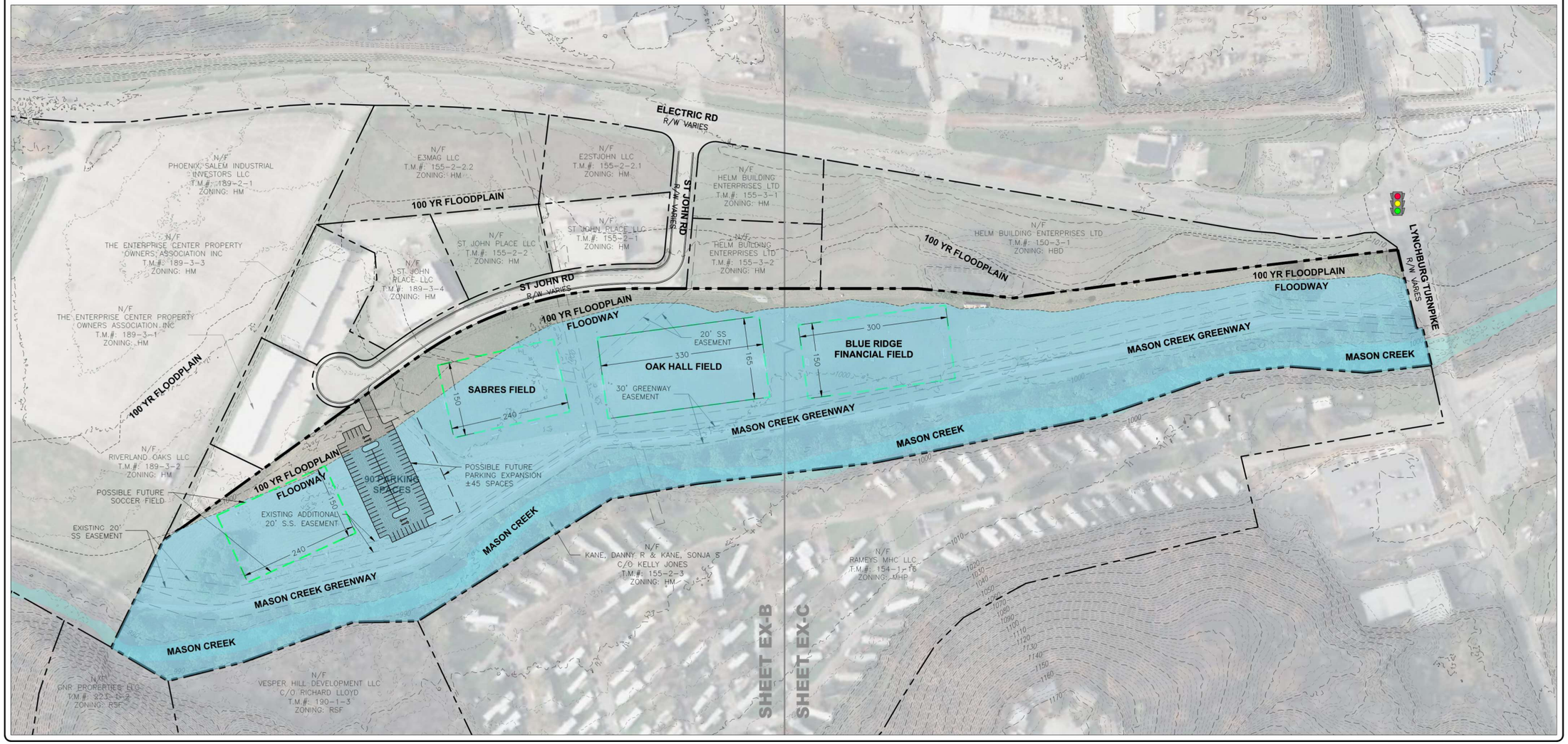
MINIMUM LOT AREA:	7,200 S.F.
MINIMUM FRONTAGE:	60' ON A PUBLIC STREET
SETBACKS:	
FRONT:	30' FROM STREET CENTERLINE
SIDE:	NONE
REAR:	NONE
MAXIMUM HEIGHT OF STRUCTURES:	80'

100 0 100 200 300

1" = 100'

DATA SOURCE: LOCAL GOVT GIS, FEMA, FWS, USDA, USGS, VDEM, VDOT.

CONCEPT PLAN NOTE: THIS PLAN IS FOR CONCEPTUAL PLANNING PURPOSES AND HAS BEEN PREPARED USING COMPILED INFORMATION. A CURRENT FIELD SURVEY HAS NOT BEEN PERFORMED TO VERIFY ALL EXISTING CONDITIONS ON-SITE.



BALZER & ASSOCIATES
PLANNERS / ARCHITECTS
ENGINEERS / SURVEYORS

Roanoke / Richmond
New River Valley
Shenandoah Valley

www.balzer.cc

1208 Corporate Circle
Roanoke, VA 24018
540.772.9580

PRELIMINARY
NOT FOR CONSTRUCTION

ST JOHN PLACE EXHIBIT

CONCEPT PLAN

151 ST JOHN RD
SALEM, VIRGINIA

DRAWN BY	NDH
DESIGNED BY	CPB
CHECKED BY	CPB
DATE	3/24/2025
SCALE	1" = 100'
REVISIONS	

EX-A

PROJECT NO. 00000000.00

AFFADAVIT OF MAILING PURSUANT TO S15.2-2204
CODE OF VIRGINIA

PLANNING COMMISSION **ITEM #5A**
MAY 14, 2025

This is to certify that I mailed letters in reference to the rezoning request of Danny R. and Sonja S. Kane, property owner, to rezone the property located at 151 St. John Road (Tax Map # 155-2-3) from HM Heavy Manufacturing to HBD Highway Business District, to the following property owners and adjacent property owners on April 25, 2025, in the 2:00 p.m. mail:

POOR MOUNTAIN INVESTMENTS LLC
6390 QUINCE MOUNTAIN RD
SALEM VA 24153

WEAVER, TRENTON
1443 LYNCHBURG TPKE
SALEM VA 24153

HELM BUILDING ENTERPRISES LTD
PO BOX 2789
SALEM VA 24153-0580

RAMEYS MHC LLC
PO BOX 792
CHARLOTTESVILLE VA 22902

ST JOHN PLACE LLC
1819 ELECTRIC RD STE E
ROANOKE VA 24018

DANNY R KANE
SONJA S KANE
PO BOX 914
SALEM VA 24153

PHOENIX SALEM INDUSTRIAL
INVESTORS LLC
401 E KILBOURN AVE STE 201
MILWAUKEE WI 53202

THE ENTERPRISE CENTER PROPERTY
OWNERS ASSOCIATION
1819 ELECTRIC RD STE E
ROANOKE VA 24018

OLDE SALEM CONTRACTING INC
PO BOX 2492
SALEM VA 24153

HCG VENTURES LLC
8032 ARABIAN LN
CATAWBA VA 24070

ROBERT H GUILL
SHERRY L HOLLAND
3964 WINDING WAY ROAD SW
ROANOKE VA 24015

RIVERLAND OAKS LLC
PO BOX 2492
SALEM VA 24153

VBS HOLDINGS LLC
1975 REAVIS LN
SALEM VA 24153

GNR PROPERTIES LLC
1535 LINKS VIEW DR
SALEM VA 24153

Signed _____ Date 4/25/25

City of Salem
Commonwealth of Virginia
The foregoing instrument was acknowledged before me this 25 day of April, 2025 by

Melissa D. Wickham

Tammy Dunn
Notary Public
My commission expires: 10/31/2028

TAMMY DUNN NOTARY PUBLIC REG # 00272427 COMMISSION EXPIRES COMMONWEALTH OF VIRGINIA

AT A REGULAR MEETING OF THE PLANNING COMMISSION OF THE CITY OF SALEM, VIRGINIA held in the Council Chambers of City Hall, 114 North Broad Street Salem, VA 24153

AGENDA ITEM: **Resolution to Adopt Comprehensive Plan**

Consider adopting resolution of recommendation regarding "Comprehensive Plan 2045" for the City of Salem. The plan addresses housing, redevelopment, open space, city government, transportation & infrastructure, land use, and other information used to outline the City's long-term vision and goals for development and growth.

SUBMITTED BY: Max Dillon, Planner

SUMMARY OF INFORMATION:

Under the auspices of the City of Salem Planning Commission, the Planning and Zoning Division, in conjunction with Glenn Walters of TownStudio, initiated the process to conduct a re-write of the City's previous Comprehensive Plan in accordance with Virginia State Code Section 15.2-2223 in October of 2024. The previous iteration of the Comprehensive Plan was adopted in June of 2012, with subsequent amendments in the following years.

Understanding that Salem boasts one of the most prideful histories in the Commonwealth, the mission of this revamped Comprehensive Plan was not to sidestep the City's celebrated attributes, but rather to preserve the elements of its history that have proven successful, while seamlessly integrating forward-thinking strategies that situate Salem in position to embrace a dynamic and promising future. With that in mind, the brand Back to Salem's Future was born, with a guiding vision of "Honoring Our Past, Innovating the Future." Ultimately, the overarching goal of this newly created Comprehensive Plan is to serve as the City's playbook for success, providing recommendations and action items that are regularly monitored, reviewed, and updated, and can correspondingly inform decision-making over the course of the next several years.

The latter stages of 2023 represented the proverbial kickoff of the Comprehensive Planning effort. Salem Planning and Zoning staff attended the City's annual Pumpkin Fest to advertise the upcoming planning effort, Virginia Tech graduate MURP students were integrated into the process as part of their curriculum, an online poll was distributed to garner the general sentiment of the community, and the first public meeting was held at the Civic Center to begin conversations about community ideas and themes to be addressed.

2024 was an exciting time for the review of the Comprehensive Plan, as it encompassed the bulk of the planning effort. The process involved key stakeholders from various sectors and disciplines to ensure that the plan reflects both the needs of the community and professional best practices. Throughout the year, advisory committee meetings were held to routinely provide feedback on ideas and initiatives, numerous community workshops were conducted

to solicit feedback on document material and develop new ideas, stakeholder engagement sessions were led to verify an equitable process, departmental reviews were organized to certify existing processes and evaluate new recommendations, and open houses were provided for iterative public input.

Advisory Committee Meetings: Regular advisory committee meetings were held throughout the year to guide the planning process. provide ongoing counsel and feedback on key issues, ultimately ensuring that the plan both aligns with current best practices and meets long-term goals. The committee helped ensure that the planning process remained transparent and balanced the needs of the community and professional best practices.

Community Workshops and Stakeholder Engagement: A series of community workshops were held to directly engage residents, businesses, and local organizations. These workshops served as a platform for community members to share their perspectives, offer feedback, and ask questions. In addition, meetings with key stakeholders focused on obtaining insights from students, local businesses, and other relevant groups to ensure the comprehensive plan addresses a broad spectrum of concerns and priorities. Staff and TownStudio attended First Baptist Church, a Salem Red Sox game, students at Salem High School, met with representatives of the Roanoke Valley Association of Realtors, and the Roanoke Regional Home Builders Association. Input gathered from these sessions directly influenced the plan's direction and its final recommendations.

Departmental Reviews: Each relevant City Department involved in the comprehensive planning process conducted internal reviews to assess current practices, policies, and strategies, while brainstorming strategies to accomplish future initiatives and projects. These reviews allowed departments to evaluate their goals with the target of aligning operations with the overarching objectives of the comprehensive plan.

Open Houses: Open houses were held to present key findings, solicit public feedback, and discuss the draft elements of the comprehensive plan. These events were accessible to all members of the community and featured displays, presentations, and opportunities for attendees to engage with committee members, Commissioners, staff, and the consultant. The open houses served as a critical touchpoint to ensure that the plan reflects the values and aspirations of the community and that residents played a significant role in shaping Salem's future.

Subcommittees: City Council, Planning Commission, Advisory Committee members, and interested citizens were invited to participate in the formation of subcommittees that were created to focus on major topics of the comprehensive plan. Housing, Open Space and Greenways, Multi-Modal Transportation, and Business Corridors were the directed four topics of discussion based on input from stakeholders, community conversations, and planning principles. Multiple meetings were held with each group, and the corresponding themes and strategies were finalized.

The final version of the document is arranged into chapters with an introduction, themes and strategies, an Action Plan, future land uses, and a City Atlas. Derived from the countless meetings and conversations held with the public, stakeholders, and City staff, the central themes included are the following:

1. Connected Neighborhoods through Parks and Greenways
2. Safe, Multi-Modal Corridors that Support Mobility and Identity
3. Vibrant Redevelopment Districts for Growth and Innovation
4. Diverse Housing for All Stages of Life
5. A Resilient Economy for the Next Generation
6. Outstanding Community Services and Infrastructure
7. Regional Collaboration to Expand Opportunity

Rooted in both feedback from engaged participants and best planning practices, the document takes aim at high-level ambitions like elevating equitable access to greenways and neighborhood-scale parks, introducing complete streets concepts along identified corridors, encouraging mixed-use development patterns in targeted redevelopment districts, and expanding housing availability and affordability for all ages and lifestyles. Embedded in each of those objectives is a desire to emphasize Salem's strengths, while also capitalizing on opportunities to best position the City for future success.

Once adopted, staff recommends that Planning Commission conduct annual review meetings with relevant "Teams" noted in the Action Plan to discuss progress, needs, and necessary adjustments to the plan so that the City can actively respond to the goals of the community.

REQUIREMENTS:

The request meets the requirements of Section 15.2-2223 of the Code of Virginia related to the preparation and adoption of the Comprehensive Plan.

RECOMMENDATION:

Staff recommends approval of this request.

CITY OF SALEM



Comprehensive Plan 2045

SALEM VA

This plan could not have been written without the dedication and input of City Leadership, Staff, our Committees, and the community at large. The City of Salem Planning and Zoning Division would like to extend a special thank you to the following groups for their contributions of time, resources, and/or facilities:

- **Salem Civic Center and staff**
- **Salem Parks and Recreation and staff**
- **Salem High School faculty, staff, and students**
- **Virginia Tech – Diane Zahm and MURP students**
- **Salem Red Sox**
- **First Baptist Church**
- **Calvary Baptist Church**
- **Chip and Jo's**

The City of Salem boasts one of the most prideful histories in the Commonwealth, from our treasured downtown to our diverse neighborhoods. Through the formulation of this plan we envision a harmonious blend of cherished history and cutting-edge innovation, where the roots of our heritage remain firmly planted as we strive for continued progress and evolution. Our vision is to preserve the elements of our history that have proven successful, while seamlessly integrating forward-thinking strategies to embrace a dynamic and promising future.

DRAFT

ACKNOWLEDGEMENTS

CITY COUNCIL

Mayor Renée Turk
Vice Mayor Anne Marie Green
Councilman Randy Foley
Councilman Hunter Holliday
Councilman John Saunders

PLANNING COMMISSION

Chair Denise “Dee” King
Vice Chair Reid Garst
Commissioner Jackson Beamer
Commissioner Nathan Routt
Commissioner Mark Henrickson

CITY STAFF

City Manager Chris Dorsey
Assistant City Manager Rob Light
Mary Ellen Wines
Max Dillon
Chuck Van Allman
Will Simpson
Josh Pratt
A.K. Briele
Todd Sutphin
Jeff Ceaser
Larado Robinson
Chief Derek Weeks
Deputy Chief Danny Crouse
Interim Chief Matt Rickman
Annie Tripp
Tommy Miller
Wayne Adkins
Curtis Hicks
Mike Stevens
Clark Ruhland
John Shaner
Justin Kuzmich

CITIZENS’ ADVISORY COMMITTEE

Eric Goumillout
Angie Petty
Wendel Ingram
Carla Ritzler
Catherine Potter
Duane Smith
Kim Briele
Elizabeth Hill
Katie Beach

SUBCOMMITTEE MEMBERS

Jeff Zoller
Garry Lautenschlager
CeeCee Mullaly
Angela Honaker
Mark Thomas Smith
Whitney Leeson
Van Gresham
Anne Lee Stevens
Bernie Jones
Elisabeth Bass
Joe Foley
Jim Wallace
Cindy Shelor
Corey Fobare
Sally Carpenter
Ben Crew
Mark Peterson
Dave Robbins
Jessica Lawrence
Lester Foutz
Mike Supanich
Stella Reinhard

DRAFT

TABLE OF CONTENTS

INTRO 2

INTRODUCTION 4

WHAT IS A COMPREHENSIVE PLAN? 4

CRITICAL GOALS OF THE PLAN: 6

VISION AND PRINCIPLES 7

SALEM'S PRINCIPLES: 7

SALEM'S VISION 7

SALEM'S OPPORTUNITY 9

KEY QUESTIONS FOR THIS PLAN: 11

SUMMARY OF RECOMMENDATIONS 13

COMMUNITY ENGAGEMENT 16

KEY TAKEAWAYS: 17

CAPTURE FROM COMMUNITY 19

SHOULD ACCESSORY DWELLING UNITS BE ALLOWED? 20

KEY DEFINITIONS 23

COMPLIANCE WITH STATE OF VIRGINIA REQUIREMENTS FOR COMPREHENSIVE PLANS 26

THEMES AND STRATEGIES 28

COMMUNITY PRIORITIES 30

CONNECTED NEIGHBORHOODS THROUGH PARKS AND GREENWAYS 32

SAFE, MULTI-MODAL CORRIDORS THAT SUPPORT MOBILITY AND IDENTITY 42

VIBRANT REDEVELOPMENT DISTRICTS FOR GROWTH AND INNOVATION 50

DIVERSE HOUSING FOR ALL STAGES OF LIFE 62

A RESILIENT ECONOMY FOR THE NEXT GENERATION 70

OUTSTANDING COMMUNITY SERVICES AND INFRASTRUCTURE 76

REGIONAL COLLABORATION TO EXPAND OPPORTUNITY 84

SALEM VA

DRAFT

FROM PLAN TO ACTION 88

ACTION PLAN PLAYBOOK 90

IMPLEMENTATION AND INVESTMENT 90

FUNDING PRIORITY INVESTMENTS 91

OPTIONS / ACTIONS TO ACCOMMODATE GROWTH & DELIVERY OF SERVICES: 92

REGIONAL COLLABORATION TO EXPAND OPPORTUNITY 100

FUTURE LAND USES 102

FUTURE LAND USE PLAN 104

FUTURE LAND USE PLAN MAP 107

EAST BOTTOM CONCEPT 110

CITY ATLAS 126

HISTORY & CULTURE 128

DEMOGRAPHIC TRENDS 132

HOUSING & AFFORDABILITY 138

ECONOMIC RESOURCES 139

TRANSPORTATION 142

COMMUNITY SERVICES 148

NATURAL RESOURCES 154

REGIONAL RESOURCES 158

DRAFT



SALEM VA

DRAFT

INTRO

A summary of a Comprehensive Plan including its purpose and goals, Salem's vision for the future, key opportunities, summary recommendations, and an overview of the public engagement process used to develop the plan.

DRAFT



3

INTRODUCTION

WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan is a formal planning document adopted by resolution to provide aspirational and strategic continuity across time and to support successive public bodies with a shared community vision.

The Plan establishes the framework to focus future public and private investments and describes the actions needed to realize an agreed-upon community vision. Because a comprehensive plan is developed through a citizen-driven process, it creates political and societal accountability for its success.
In Virginia, comprehensive plans are required by state law for all counties, cities, and towns. The requirements are outlined in Section 15.2-2223 of the Code of Virginia, the key elements of which are as follows:

General Requirements

- **Preparation**: Each local planning commission is responsible for preparing a comprehensive plan for the locality's physical development.
- **Scope**: The plan must address present and future needs and resources to guide and accomplish coordinated, adjusted, and harmonious development.

Content Requirements

- **Land Use**: Designation of the general or approximate location, character, and extent of various land uses, such as residential, business, industrial, agricultural, and other categories.
- **Transportation**: Incorporation of a transportation plan showing the general location and extent of existing and proposed streets, roads, highways, parkways, railways, bridges, waterways, terminals, and other public transportation facilities.
- **Community Facilities**: Identification of public facilities, such as parks, schools,

libraries, public buildings, and other community services.
- **Housing**: Assessment of current housing conditions and future housing needs.
- **Natural Resources**: Planning for conserving, utilizing, and protecting natural resources and historical areas.
- **Public Utilities**: Plans for the development and improvement of utilities, such as water supply, wastewater treatment, stormwater management, and solid waste disposal.
- **Economic Development**: Consider the locality's economic development needs and potential strategies.
- **Environmental Protection**: Addressing measures to protect the environment, such as flood control and pollution prevention.

3. Planning Process

- **Public Participation**: There must be opportunities for public involvement and input during the development of the plan.
- **Review and Adoption**: The planning commission must hold at least one public hearing before recommending the plan to the local governing body. The local governing body must also hold a public hearing before adopting the plan.
- **Periodic Review**: The comprehensive plan must be reviewed at least once every five years to determine if amendments are necessary. The goal would be to have it be reviewed more regularly to ensure its use and efficacy.

4. Implementation

- **Zoning and Subdivision Ordinances**: The comprehensive plan serves as a guide for the development and implementation of zoning and subdivision ordinances.
- **Capital Improvement Program (CIP)**: The plan should align with the locality's CIP, which outlines the funding and timing of public infrastructure projects.

5. Coordination

- **Regional Planning**: Coordination with neighboring localities and regional planning agencies to address issues that cross jurisdictional boundaries.
- **State and Federal Requirements**: Compliance with relevant state and federal regulations and policies.

6. Documentation

- **Maps and Diagrams**: Inclusion of maps, diagrams, charts, and other visual aids to illustrate the plan's proposals.
- **Textual Description**: Comprehensive narrative explaining the goals, objectives, and strategies of the plan.

7. Special Considerations

- **Urban Development Areas (UDAs)**: Localities are encouraged to designate UDAs to focus development in areas where it can be more efficiently served by public services.

- **Affordable Housing**: Addressing the need for affordable housing and strategies to meet this need.
- **Environmental and Historic Preservation**: Identification and protection of environmentally sensitive and historic areas.

CRITICAL GOALS OF THE PLAN:

1. **Integrate existing plans and initiatives into a community-wide vision for the future.**
2. **Create a resource to inform policy decisions.**
3. **Set priorities and responsibilities.**
4. **Outline specific goals and strategies to achieve the vision.**
5. **Align Strategic Plans, Capital Improvement Plans (CIP), Budgets, and Department Action Plans.**
6. **Used by Staff and Leadership to initiate tasks and make decisions.**

WHAT DOES IT INCLUDE?:

The Salem Comprehensive Plan includes goals, strategies, area plans, and implementation measures that reflect the community-driven process. The Plan is a starting point – where the vision is articulated and implementation is identified. It lays the framework for future action but purposefully does not resolve all the goals, plans, and measures identified by the Community. The Plan itself identifies and describes the strategies that must be implemented by the community to realize the agreed-upon vision.

HOW TO USE IT:

As the City's playbook for success, this document consists of written recommendations supported by maps, definitions, and action items to guide city leaders in making decisions that will impact Salem over the next 20 years. It should be used when departments are making plans for the year when budgets are being created and to influence the City's long-term focus and work.



VISION AND PRINCIPLES

The Salem Comprehensive Plan is the result of engaged citizens and stakeholders contributing to a shared and agreed-upon vision for their community.

SALEM'S VISION

"Salem is a beautiful and proud city in the mountains. Our people are our greatest assets, and our "small-town" feel defines our character.

Our commitment to economic opportunities, nature and the outdoors, diverse neighborhoods, history, community services, sports, and best-in-class schools foster a pride of place and a unique quality of life that is shared by all our citizens.

As we encounter change, we will respond wisely, learning from our history and embracing the future with a fresh mindset and a commitment to excellence."

SALEM'S PRINCIPLES:

The following principles guide our actions and policies. They represent fundamental truths that we don't waver on as we initiate policies, codes, plans, designs, and construction projects.

Culture and History

We value our history while positioning ourselves for a prosperous future: Our people and historic neighborhoods are defining elements of our sense of place. We acknowledge the need to protect the visual character of our City.

Our Downtown is the heart of our community: We will continue to nurture its vitality, safety, character, and ways to bring people together.

We are linked physically and culturally with our mountains and rivers: We enable sensitive ways to promote access and use of these important natural features and work regionally to promote and protect their health.

Mobility

We value walkable and bikeable connectivity: Our streets, greenways, and trails form an interconnected, scaled, rational network that provides several convenient routes that are bikeable and walkable to destinations such as parks, open spaces, shops, work, and school.
Our neighborhoods are linked with our community assets: By expanding upon our sidewalks, bikeways, and trail networks, all of our citizens can easily access routes that connect us to our natural and cultural assets.

Community Character

We have high-quality – complete neighborhoods that are open to a diverse population. Our neighborhoods retain their character as they add new and diverse residents in the future and open their arms to contextually appropriate infill development and redevelopment.

We live and work on safe, human-scaled streets: Our streets are for people, not dominated by cars, and are designed appropriate to their context and to maximize mobility, safety, comfort, connectivity, and a place to shop, park, stroll, greet friends, and hold events.

We place high value on our public realm: Our sense of community, character, pride, and sense of place is defined by the design quality of our public realm, which includes our streets, parks, public spaces, open spaces, and our natural resources.
We value our best-in-class parks and recreation: In addition to having high-quality active sports fields and sports tourism, our neighborhoods have a variety of neighborhood-scaled parks that support all age groups, abilities, and ways access to them on foot, bike, or other.

We value reuse and infill development: We encourage new development to be located where there is vacant land or land best positioned for redevelopment that is already serviced by infrastructure. Doing so will reduce areas that are not performing as well as others and offer a place for housing and business diversity.

We strive for more diversity and unique ways of living: We are mindful of housing affordability, changes in the marketplace, desires of younger folks, as well as the needs of our seniors, and we shape our neighborhoods in ways that accommodate all our citizens.

Economic Opportunity

We balance growth with preserving our sense of place and character: We accept our slower rate of growth but recognize that we can't stand still. We focus on areas for growth that create the highest opportunities for something that reflects newer markets

and preferences, while protecting our historic neighborhoods.

We have a clear economic strategy: "One that's rooted in sustainable growth with industry diversification and real estate development, achievable goals for talent and business attraction and retention, and establishing stronger regional and statewide partnerships to help our City thrive." (from Economic Development's Strategic Plan)

We are fiscally responsible: Our government services are fiscally responsible and maximize return on investment, and we support entrepreneurial ventures, education, and development that will strengthen our local economy.

We promote equity for our citizens: Our citizens have access to a diverse range of dignified, affordable, and market-rate housing choices to rent or purchase and easy access to community amenities, parks, open spaces, education, assistance, and services.

We are regional partners: We promote working in partnership within our region to maximize economic development, marketing, education, infrastructure service, environmental stewardship, transportation, health and safety, and connectivity.

Environmental Stewardship

Our built environment is in harmony with the natural environment: We promote design and engineering practices that ensure the health of our rivers, streams, and creeks.

We recognize that new developments and multimodal streets can be supportive of environmental stewardship: We create plans and policies that promote walking and cycling, public transportation possibilities, providing shade with tree plantings, and promoting greener buildings.

SALEM'S OPPORTUNITY

A CITY THAT MOVES FORWARD WHILE RESPECTING ITS PAST

Salem is a proud city that recognizes the importance of its people and its sense of community. The landscape of the Virginia Appalachians, the history, scale, and character of its neighborhoods, the growing vibrancy of its downtown, its best-in-class parks and recreation network, its high-quality school system, and its access to the Roanoke River provide it a character, sense of place and history that demands a careful approach to balance growth and preservation.

This Comprehensive Plan looks out 20 years. The Plan describes specific principles, strategies, and actions that together enable Salem to act on its vision and values. The plan considers that growth must be

accomplished in ways that support the City's vision of strong neighborhoods, environmental harmony, and access and fairness for its citizens. These are to be accomplished by the application of well-tested urban planning principles that channel growth toward the land that is the most suitable for development based on economic, cultural, social, and environmental principles.

Salem is a small-town setting, and historically, it has not had the types of growth pressures that have caused it to lose its sense of place and character. Salem has grown slowly in the recent past and is only now feeling the potential impacts of accelerated development within its boundaries.

These new developments and current market preferences are reshaping select parts of the city, causing stress. **Salem can craft a vision of the future to shape new growth using a set of tools that establishes predictable and balanced outcomes.** Salem's future needs to be carefully planned so that the balance and harmony that make it special today are nurtured, updated, and best positioned for the next generation to benefit from.

With the creation of this Comprehensive Plan, Salem will continue to evolve based on its deep appreciation and connection with its history, the natural environment, resilient planning principles applied city-wide, and equitable access to housing, parks, open spaces, and services. It acknowledges that growth for growth's sake is not Salem's vision. It recommends ways that balance preservation and protection while also accommodating expanding diversity, uniqueness, and housing affordability in logical locations that could use investment and an economic boost.

The key to the future is to reposition underperforming parts of Salem with plans that encourage new and unique districts supportive of varied employment and housing opportunities.

This includes continued efforts to make the large arterial roadways that bisect the City, such as East Main Street, West Main Street, and Apperson Drive, more livable with safer crossings, slower speeds, multipurpose paths, streetscape, access management, and gateway elements. It includes "place-based" planning to help guide the redevelopment of the East Bottom area, South of Downtown, Apperson Drive, and portions of East Main Street into diverse, highly integrated mixed-use districts that have livable streets, parks and open spaces, connectivity, and walkable destinations.

The Plan promotes the development of "people places" such as parks, river access, natural areas, and urban places to gather, which will encourage walking and cycling along with transit as options for mobility that impact residents more broadly than auto-centric policies and development can. Leveraging the Roanoke River Greenway with adjacent compatible land uses and higher

levels of connectivity will take advantage of that important piece of public infrastructure.

Focusing on vacant infill lots and their feasibility for attractive and affordable housing and mixed-use development will enable sensible population growth on land already serviced with infrastructure.

The Plan acknowledges that Salem is highly woven into the Roanoke Valley and shares roadways and borders with the City of Roanoke and Roanoke County. Cooperation and collaboration will need to be maintained within the region so that cross-jurisdictional identities are allowed to be expressed within a common perspective about regional issues such as open space, roadways, waterways, housing, and stormwater management.

Lastly, the Plan considers that the hallmarks of great and lasting places include protecting the natural assets that define it, promoting cultural and economic diversity, ensuring inclusion, and establishing the physical and social infrastructure and frameworks that enable people to share, prosper, gather, work, recreate, walk, bike, and connect freely with one another.

KEY QUESTIONS FOR THIS PLAN:

"How can we diversify our housing, population, and business offerings while retaining the sense of place and character that we cherish?"

"How can we prepare areas of the city for new and exciting redevelopments while supporting the businesses and residents that are already there?"

"What tools do we need to create to fit new development into existing patterns, ensure high quality, and ensure we maintain our aesthetics?"



The Salem Farmers Market draws residents and visitors Downtown for fresh foods and community connections and is one of the many events hosted by the City.

SUMMARY OF RECOMMENDATIONS

1. Identify Areas to Capture Potential Growth – Define priority areas for new place-based development while preserving existing neighborhoods.

2. Expand Mixed-Use Development – Expand and refine the definition of Mixed Use to foster walkable, vibrant communities.

3. Promote Revenue-Generating Development – Support business growth and job creation through strategic investments and policies.

4. Address Housing Needs – Explore strategies to improve housing affordability, diversity, and accessibility, with a focus on younger generations and seniors.

5. Create Walkable Neighborhoods – Develop and implement Complete Streets that prioritize pedestrian-and bike friendly neighborhoods

6. Provide Neighborhood Parks – Ensure access to equitably distributed parks within both existing and future neighborhoods.

7. Expand and Enhance the Roanoke River Greenway Experience – Extend the Greenway into Salem to improve neighborhood access and connectivity. Position Salem as a premier "trail-oriented town," leveraging outdoor recreation.

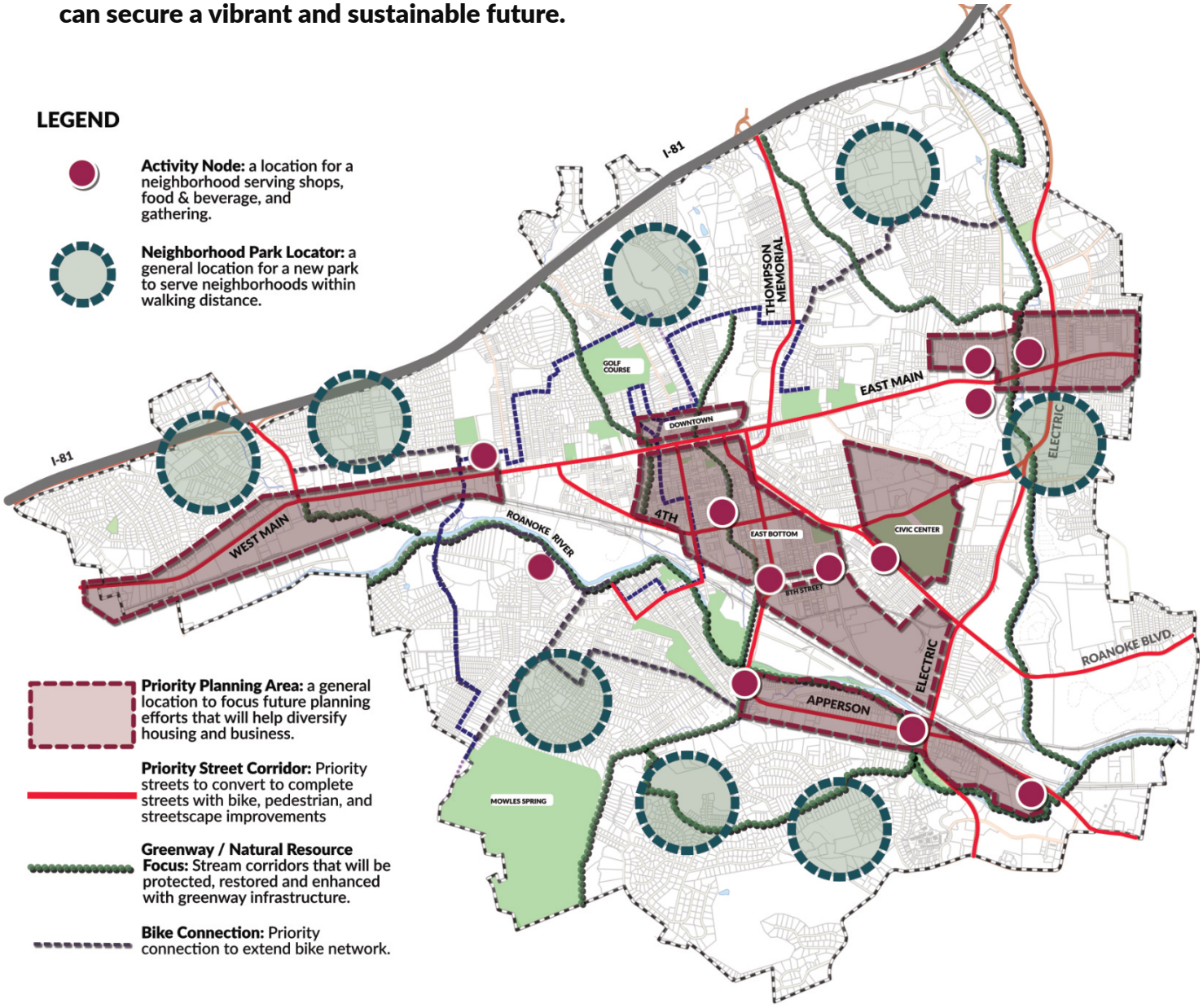
8. Continue to provide excellent Community Services – Provide the resources and and staffing needed to continue to offer these services into the future.

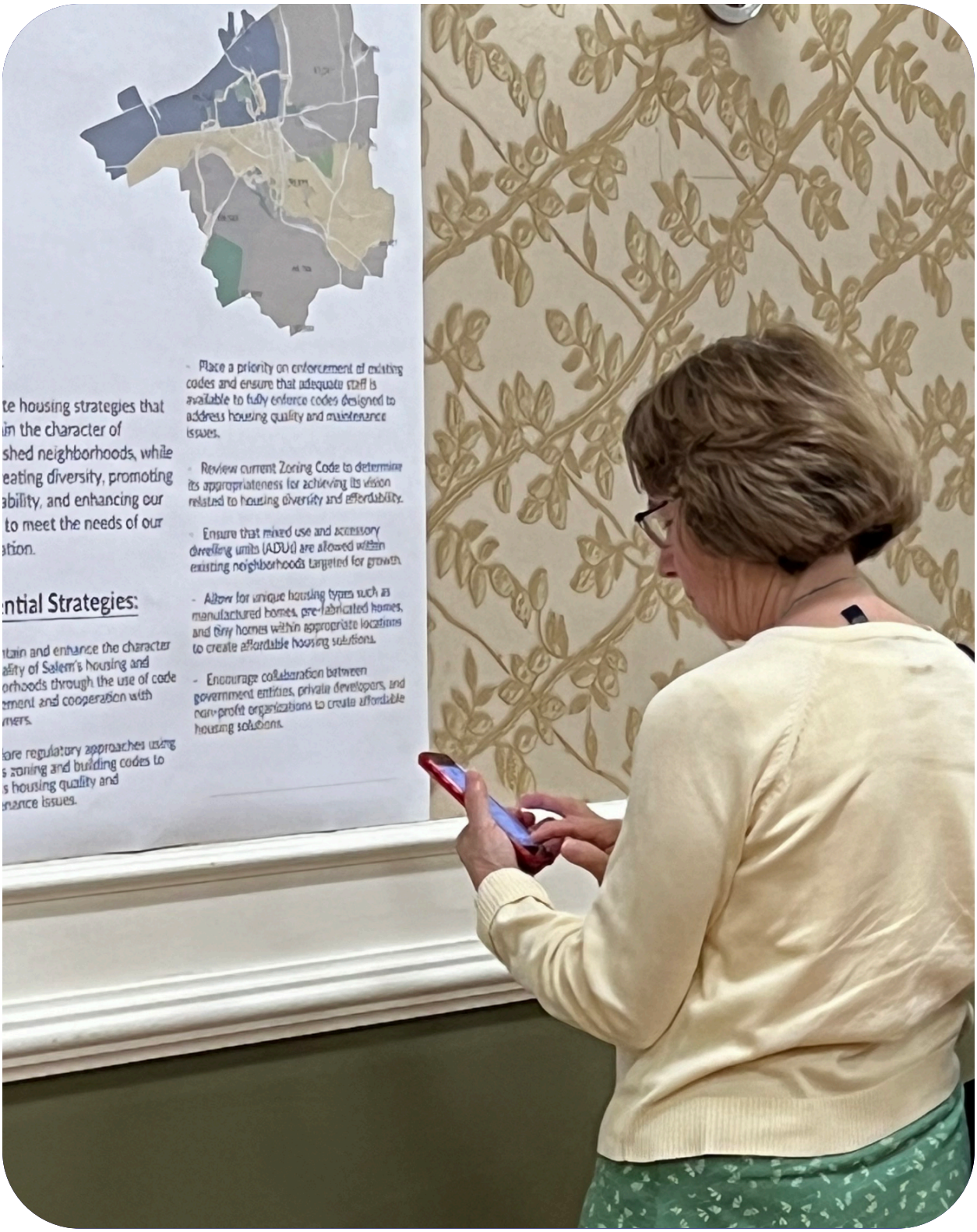
9. Strengthen Regional Collaboration – Promote collaboration around economic growth, connectivity, open space preservation, and housing solutions across the region.

10. Align Actions with Budget Priorities – Define and prioritize key initiatives within budget constraints and across departments.

DRAFT

Simple, time-tested urban planning principles—when implemented thoughtfully and with high-quality execution—can enhance Salem's economy, strengthen neighborhood connections, and boost overall connectivity. By fostering walkability and embracing placemaking, Salem can secure a vibrant and sustainable future.




te housing strategies that
in the character of
shed neighborhoods, while
eating diversity, promoting
ability, and enhancing our
to meet the needs of our
ation.
ntial Strategies:
ntain and enhance the character
ality of Salem's housing and
orhoods through the use of code
ement and cooperation with
ners.
ore regulatory approaches using
s zoning and building codes to
s housing quality and
enance issues.
- Place a priority on enforcement of existing codes and ensure that adequate staff is available to fully enforce codes designed to address housing quality and maintenance issues.
- Review current Zoning Code to determine its appropriateness for achieving its vision related to housing diversity and affordability.
- Ensure that mixed use and accessory dwelling units (ADUs) are allowed within existing neighborhoods targeted for growth.
- Allow for unique housing types such as manufactured homes, pre-fabricated homes, and tiny homes within appropriate locations to create affordable housing solutions.
- Encourage collaboration between government entities, private developers, and non-profit organizations to create affordable housing solutions.

COMMUNITY ENGAGEMENT

Community engagement was a priority within the process to create the plan. Over the course of the plan's development, there were multiple opportunities for the public to provide input, voice concerns, and comment on and shape in-progress plans.

Efforts were made along the way to adjust the approaches in order to reach as many segments of the community as possible. Workshops were scheduled throughout the process of creating the plan so that input directly influenced the development of the plan. Several techniques were used to engage the community, including presentations, pop-ups, polling, table exercises, and one-on-one or group meetings.

ADVERTISING ENGAGEMENT

The City used multiple methods to drive engagement, including direct mail, attending church services, press releases, flyers, attending community events such as The Pumpkin Fest and a Salem Red Sox baseball game, managing a project web site, social media, print media, and signage.

PLANNING COMMISSION, AND CITY COUNCIL

The consultants and planning staff met with the Planning Commission and City Council at key milestones to solicit feedback on the development of the draft plan. These meetings were both public meetings, and workshops.

WEB AND MEDIA PRESENCE

The comprehensive plan was developed alongside a 24/7 web presence via the City website that allowed free and open access to key plan documents as well as a platform for the public to interface with and react to the plan's development. The plan was advertised and reported on in a variety of local media, including press releases, email, and the City 's social media platforms.

PUBLIC ONLINE POLLING

The plan was influenced by online public polling that mirrored the topics within the process of creating the plan. The polling began a dialogue about Salem's strengths as a community, evaluated citizen satisfaction

with existing City services and qualities, discussed options for growth, housing, open space, and parks, and offered a glimpse into public preferences for prioritizing future investment. **Our initial polling attracted over 600 responses and provided the plan guidance on key issues.**

PUBLIC MEETINGS:

Five in person public workshops were conducted with the community. These were focused on specific topics as follows:

1. **Plan, Vision, and Themes**
2. **Transportation corridors**
3. **Parks, trails, and open space systems**
4. **Housing**
5. **Strategies and Vision for the East Bottom District**

The meetings offered the community the chance to share ideas and priorities through live polling and chat function. One meeting was held with the Students at Salem High School. A final public community meeting was held at the Salem Civic Center, where exhibit boards were set up to reveal the Themes and Strategies, a draft Future Land Use Map (FLUM), and the Focal Area Plan for East Bottom. All workshop exhibit materials were published online and translated into a user-friendly format for viewers to navigate and respond to survey questions or provide comments at their own pace.

KEY TAKEAWAYS:

Several important topics and concepts came to the forefront of our varied discussions while conducting the planning process:

- **Salem residents overwhelmingly expressed pride and satisfaction in calling this city home.** As the community looks toward the future, there was a strong desire to protect and build upon the qualities that make Salem special—its small-town charm, strong sense of place, and connected neighborhoods.

- **Growth is welcomed, but with care and intentionality.** The community supports development that enhances Salem's character, brings new life to the city, and broadens opportunity. By encouraging a mix of housing options—including affordable units, diverse densities, and homes that meet the needs of younger residents and aging seniors—Salem can attract a wider population while supporting its existing community.

- **Historic neighborhoods, beloved for their character and heritage, are deeply valued.** Preserving these areas remains a top priority, with future planning efforts aimed at reinforcing their unique identity.

- **Housing emerged as a key issue.** While there is recognition of the need for expanded offerings—including smaller infill homes, Accessory Dwelling Units (ADUs), and the possibility of manufactured homes in new areas—there is also caution. Community members emphasized the importance of quality, thoughtful integration, and clear guidance on where such changes would be appropriate.

- **There was broad agreement on the need to reimagine Salem's major transportation corridors.** These areas must evolve in response to shifting retail trends, growing traffic concerns, and the need for safer, multi-modal transportation options. Each corridor has its own character, and tailored strategies should reflect and elevate their individual roles within the broader city vision.

- **Recreation and green space access remain vital community values.** Many residents expressed a strong interest in expanding neighborhood-scale parks that are easily walkable from homes, as well as enhancing connectivity to the Roanoke Greenway. The Greenway, in particular, is seen as a standout asset with the potential to knit neighborhoods together and link residents to natural spaces and city amenities.

- **Concerns about property maintenance and the appearance of certain areas were also raised.** Addressing these issues will require a shared understanding of current regulations and a collaborative approach to policy enforcement and support.

Together, these priorities shape a shared vision for Salem—one rooted in respect for the past, responsiveness to present needs, and readiness for a resilient, inclusive future.

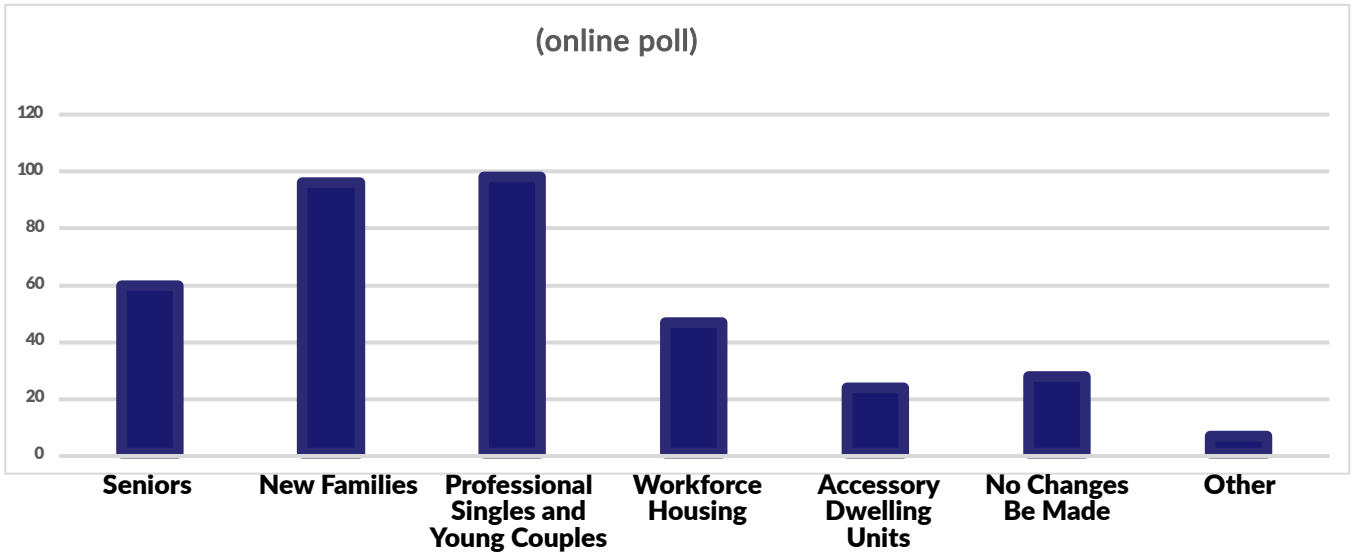
Investments in planning should be scoped to create the tools needed to provide the protection and preservation outcomes expressed by residents, incentivize new housing that is more diverse and affordable, attract new businesses in walkable patterns, and create small area plans that define how new developments will encourage a revitalized city over time, in support of the Comprehensive Plan's Vision.

CAPTURE FROM COMMUNITY

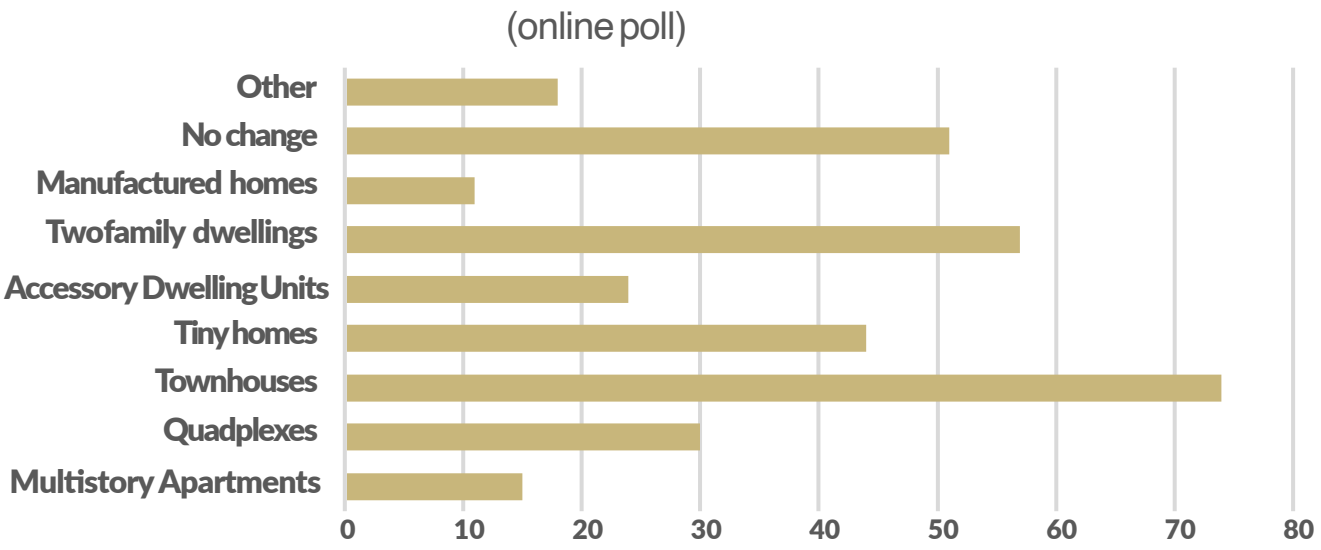
Various polling exercises conducted throughout the process focused on housing, growth, and development to get a feel for how Salem might best accommodate the production of housing that is affordable to more of its citizens.

The polling suggested that Salem is divided on growth and housing. Many residents didn't want the City to grow or grow slowly, while others were more accommodating of growth. Interestingly, the polling also showed that many residents would like more houses that were attractive to more market segments, would be appealing to a younger generation, and would be priced more modestly.

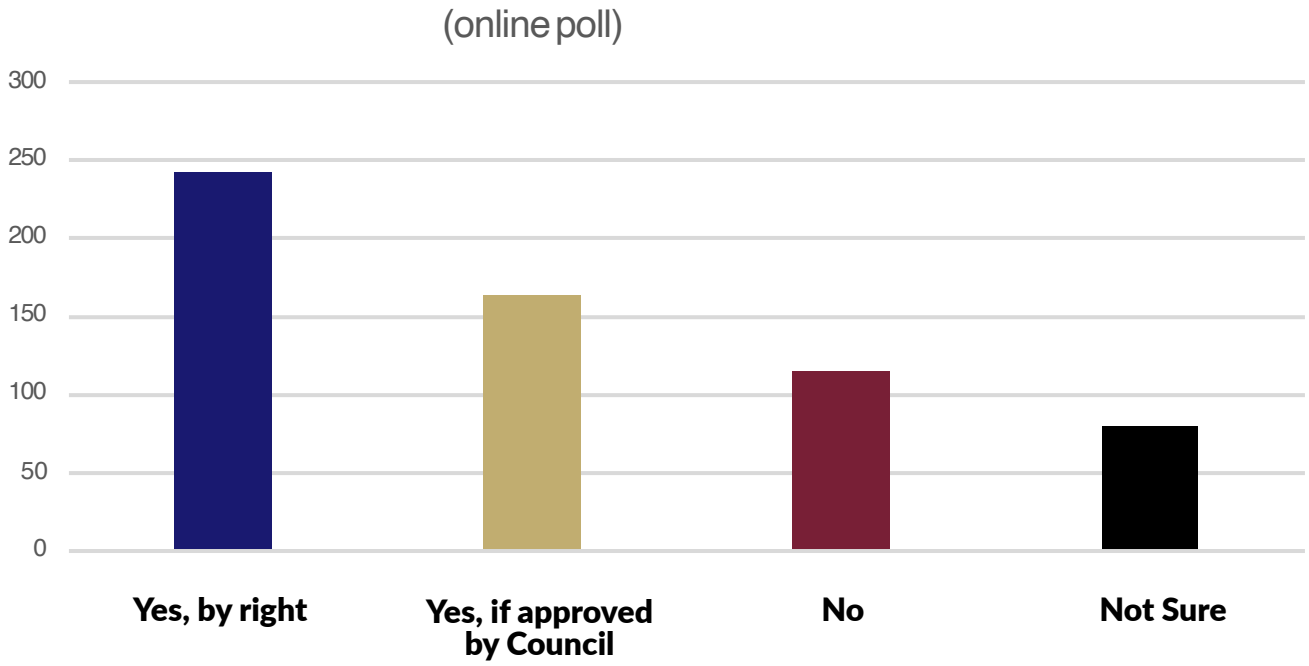
BROADENING SALEM'S HOUSING OFFERINGS SHOULD FOCUS ON:



TYPES OF HOUSING RESIDENTS WOULD LIKE TO BECOME MORE ACCESSIBLE / AVAILABLE

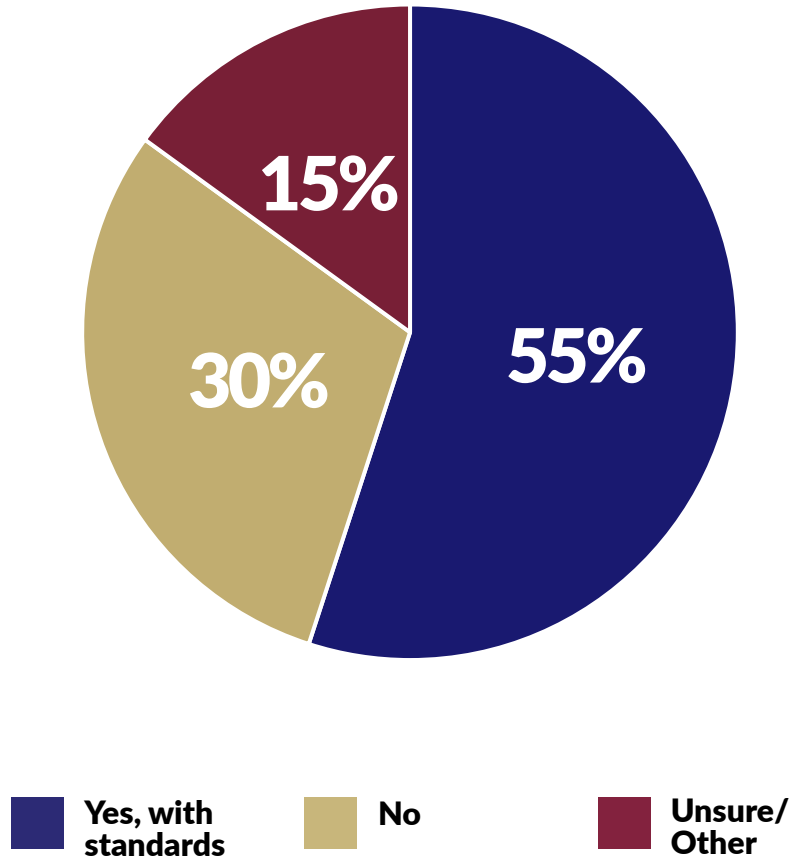


SHOULD ACCESSORY DWELLING UNITS BE ALLOWED?



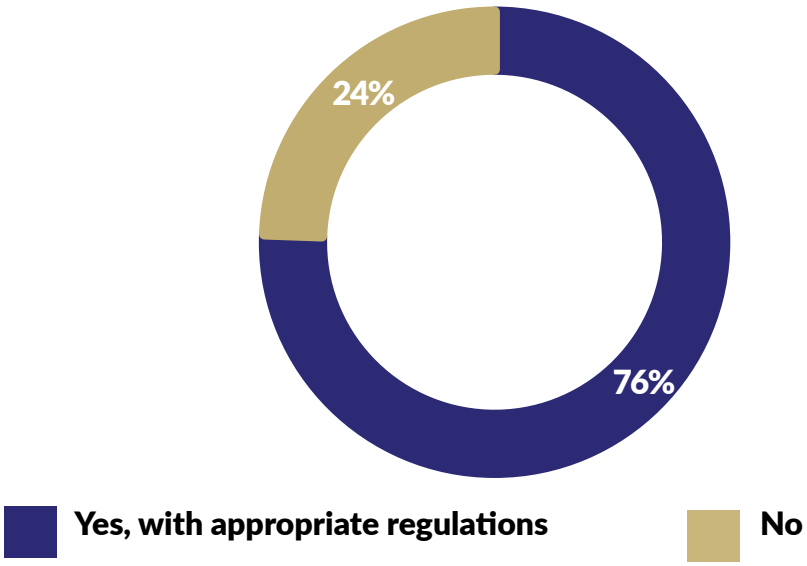
CONSIDERING MANUFACTURED HOUSING AS A MEANS TO IMPROVING HOUSING AVAILABILITY AND AFFORDABILITY

(Online Poll)



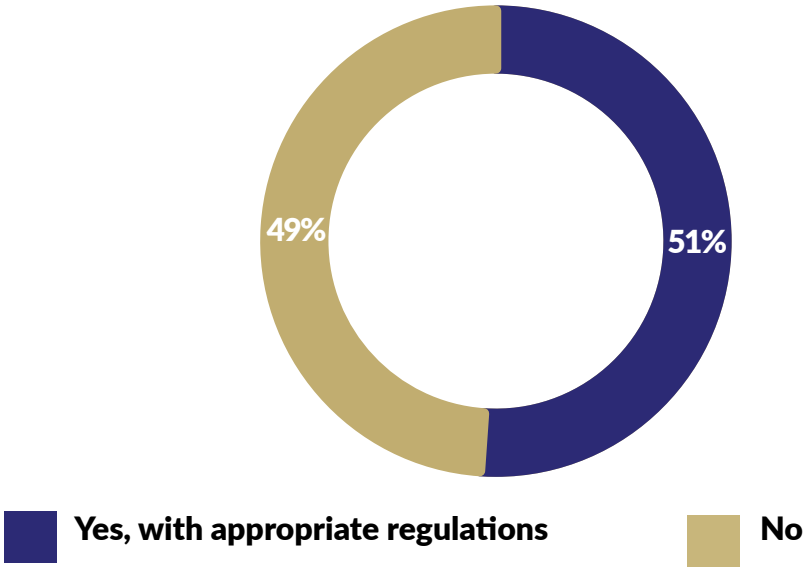
SHOULD ADU'S BE CONSIDERED / ALLOWED?

(August 2024 Open House)



SHOULD MANUFACTURED HOUSING BE EXPLORED OUTSIDE OF MANUFACTURED HOME PARKS?

(from August 2024 Open House)



KEY DEFINITIONS

Urban Planning Terms – Simple Definitions

Accessory Dwelling Unit (ADU)
A small, separate living space on the same property as a main home. Examples include garage apartments or backyard cottages.

Affordable Housing
Housing that costs no more than 30% of a household's income, making it accessible to low- or moderate-income people as defined by HUD.

Bikeability
How easy and safe it is to get around a place by bicycle.

Bikeable
Describes a place where riding a bike is safe, convenient, and comfortable.

Community Services
Public services that support daily life and well-being, such as schools, libraries, healthcare, parks, and emergency services.

Complete Streets
Roads designed for safe use by everyone—people walking, biking, driving, or using public transit—regardless of age or ability.

Connectivity
How well streets, paths, and transit routes link places, making travel more direct and convenient.

Corridor Study
A planning review of a major road or transit route to improve safety, traffic flow, development, and access.

Daylighting Streams
The process of uncovering buried or piped streams and restoring them to a more natural, open condition.

Economic Development
Efforts to grow jobs, businesses, and investments in a community to improve its economy and quality of life.

Floodplain
Land next to a river or stream that may flood during heavy rain or snowmelt.

Floodway
The central part of a floodplain where water flows fastest and deepest during a flood—development is usually restricted here.

Housing Affordability
A measure of whether people can afford to rent or buy homes based on their income and local housing costs.

Housing Density
The number of homes in a specific area, such as per acre or square mile.

Mixed-Use
A development or area that combines housing, businesses, and other uses in one place to encourage walking and reduce car use.

Place-Based Planning
A planning approach that focuses on the unique needs and strengths of a specific location or community.

Regional Cooperation
When neighboring cities, towns, or counties work together on shared challenges like transportation, housing, or environmental protection.

Sharrows
(shared lane markings) are road symbols used to indicate that a travel lane is shared by both bicycles and motor vehicles. They remind drivers to expect cyclists and guide cyclists on proper lane positioning.

Small Area Planning
Detailed planning for a specific part of a city or town, like a neighborhood or district, to guide growth and improvements.

Walkability
How friendly a place is for walking, based on things like sidewalks, safety, and access to destinations.

Walkable
Describes a place where walking is safe, convenient, and pleasant for people of all ages and abilities.

Zoning Terms:

Form-Based Zoning

A zoning approach that focuses on the physical form and appearance of buildings and public spaces, rather than their specific use.

Euclidean Zoning

A traditional zoning method that separates land uses into specific geographic zones (e.g., residential, commercial, industrial) with strict rules about what can be built in each.

Hybrid Zoning

A zoning system that combines elements of both form-based and Euclidean zoning to allow for more flexibility in land use and design.


STATE REQUIREMENTS for COMPREHENSIVE PLANS
A. Preparation of a Comprehensive Plan
B. Transportation Plan
C. Long Range Plan recommendations
1. Areas of Public and Private Development and Use
2. Designated System of Community Service Facilities
3. Designated of Historic Areas and Areas for Urban Renewal
4. Water Resource Areas
5. Capital Improvement Plans
6. Recycling Centers
7. Military Bases (N/A)
8. Corridors and Routes for Electric Transmission Lines of 150kv or more (N/A)
9. Areas for Affordable Housing
10. Strategies to Provide Broadband Infrastructure
11. Plan for Resilience
CITY PRIORITIES CHAPTER
Neighborhoods Connected to Parks, Open Spaces, and Greenways
Safe, Multi-modal Corridors To Enhance Our Image and Character
Strategic Redevelopment to Promote New Housing, Diversity, and Businesses
Housing That Fits Our Needs and Supports Our Neighborhoods
An economy and workforce that will carry Salem into the future
Best in class community services and infrastructure that meet the needs of our citizens:
Regional partnerships to enhance opportunities
ACTION PLAN CHAPTER
CITY DATA CHAPTER
= Plan provided already within City or Regional Government

COMPLIANCE WITH STATE OF VIRGINIA

The State of Virginia's Code of Virginia 15.2-2223 requires that comprehensive plans be developed according to the following Article 3 and include certain elements as shown on the table on the left hand page:

Article 3. The Comprehensive Plan.

§ 15.2-2223. Comprehensive plan to be prepared and adopted; scope and purpose.

A. The local planning commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction and every governing body shall adopt a comprehensive plan for the territory under its jurisdiction.
In the preparation of a comprehensive plan, the commission shall make careful and comprehensive surveys and studies of the existing conditions and trends of growth, and of the probable future requirements of its territory and inhabitants. The comprehensive plan shall be made with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, including the elderly and persons with disabilities.

The comprehensive plan shall be general in nature, in that it shall designate the general or approximate location, character, and extent of each feature, including any road improvement and any transportation improvement, shown on the plan and shall indicate where existing lands or facilities are proposed to be extended, widened, removed, relocated, vacated, narrowed, abandoned, or changed in use as the case may be.

Notes:

- Transportation Plan formed regionally by the Long Range Transportation Plan created by RVARC in conjunction with local input and initiatives
- Historic Areas designated by Registration with State and National Historic Registries
- Water Resources outlined in Resilience Plan and Municipal Water Service Plan
- Salem Capital Improvement Plan
- Resilience described within Salem's Resilience Plan

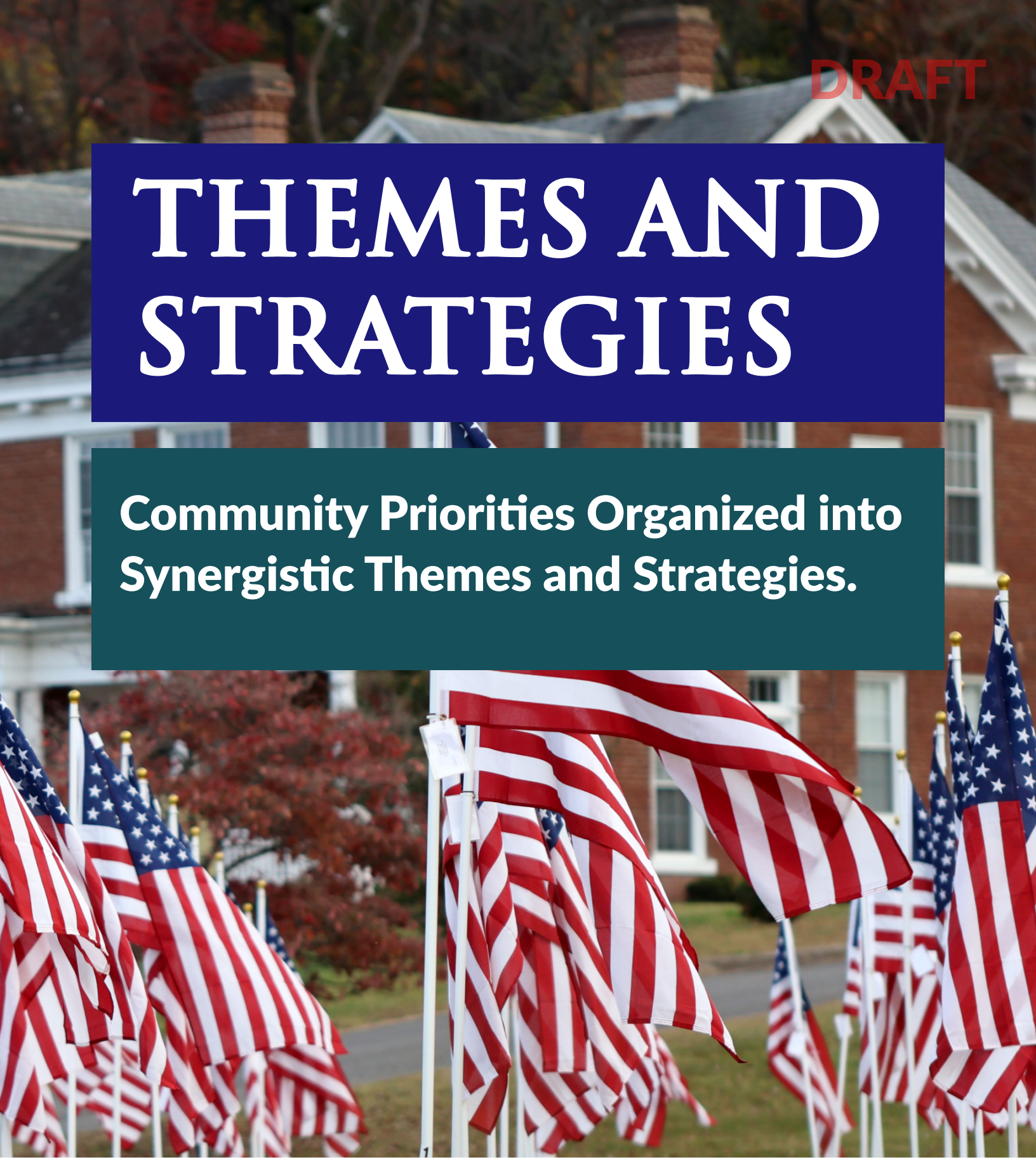
DRAFT



DRAFT

THEMES AND STRATEGIES

Community Priorities Organized into Synergistic Themes and Strategies.





The Salem Library is a community hub at the City's center.

DRAFT

COMMUNITY PRIORITIES

1. Connected Neighborhoods through Parks and Greenways
Every neighborhood will enjoy access to parks, open spaces, greenways, and trail networks.

2. Safe, Multi-Modal Corridors That Support Mobility and Identity
Key transportation corridors will be transformed with safe, multi-modal infrastructure—inviting pedestrians and cyclists, calming traffic, and projecting a forward-looking city image through high-quality design.

3. Vibrant Redevelopment Districts for Growth and Innovation
Embracing mixed-use redevelopment that supports a growing and diverse population, fuels economic innovation, and builds vibrant districts with distinct character.

4. Diverse Housing for All Stages of Life
Neighborhoods will be supported by housing that fits the evolving needs of Salem residents.

5. A Resilient Economy for the Next Generation
Focusing on diversifying industry, attracting and retaining talent, supporting local business, and leveraging strong partnerships to ensure long-term prosperity.

6. Outstanding Community Services and Infrastructure
Remain committed to delivering best-in-class public services that meet the expectations of today's citizens and prepare us for tomorrow's needs.

7. Regional Collaboration to Expand Opportunity
Actively building partnerships with regional and state entities, recognizing that collaboration is key to unlocking new opportunities, sharing resources, and amplifying our collective impact.



The Roanoke Greenway creates a great opportunity for Salem to expand upon its greenway and trails networks to create a City linked to its natural areas, its parks, and to the Blue Ridge region. Exploring methods to increase neighborhood accessibility to parks, open space, and greenways will enhance environmental equity and quality of life for all residents.

CONNECTED NEIGHBORHOODS THROUGH PARKS AND GREENWAYS

Goal:

Commit planning efforts to explore and develop parks, open spaces, greenways, bikeways, and trails that link with neighborhoods across the City.

Context:

Salem's setting within the Appalachian Mountains, the Roanoke River, investments in the Roanoke River Greenway, and its natural landforms/ waterways create an opportunity to maximize access to the outdoors. This corresponding city plan, over time, will elevate household connectivity to existing and future parks, open spaces, greenways, trails, and natural areas.

Salem has the foundation to maximize its natural setting and claim stake as a regional hub for all types of outdoor recreation and to attract people because of these assets.

North Carolina Department of Transportation conducted a study on the financial benefits of 4 of its greenways. Findings from the project revealed that greenways in North Carolina provide substantial economic benefits, including:

Business and Employee Benefits: $19.4 million in total estimated revenue for local businesses along the four studied greenways

Retail Sales Tax Benefits: $684,000 in total estimated sales tax revenue made from businesses along the greenways, which goes back to local governments

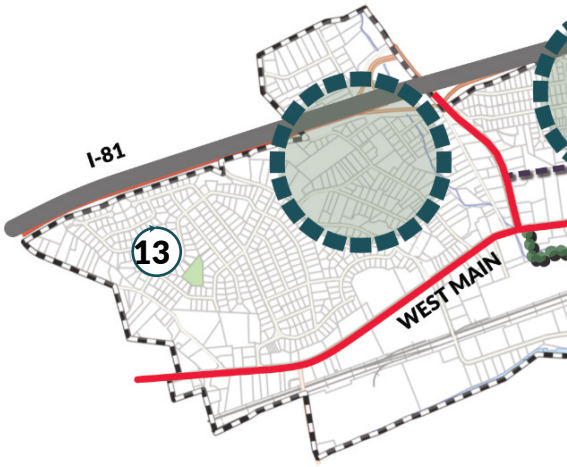
Trail Construction Benefits: $48.7 million in total estimated business revenue from construction of the studied greenways

Health, Congestion and Pollution Benefits: $25.7 million in total estimated savings due to more physical activity, less pollution and fewer traffic injuries from use of the four greenways

Illustrative Diagram

City Parks

1: Middleton Gardens
2: West Salem Playground
3: Lake Spring Park
4: Salem Golf Course
5: Longwood Park
6: Oakey Park
7: Memorial Park / Civic Center
8: Kiwanis Field
9: Carver Park
10: James Moyer Complex
11: Ted Webber Park
12: Mowles Spring Park
13: Beverly Heights Park



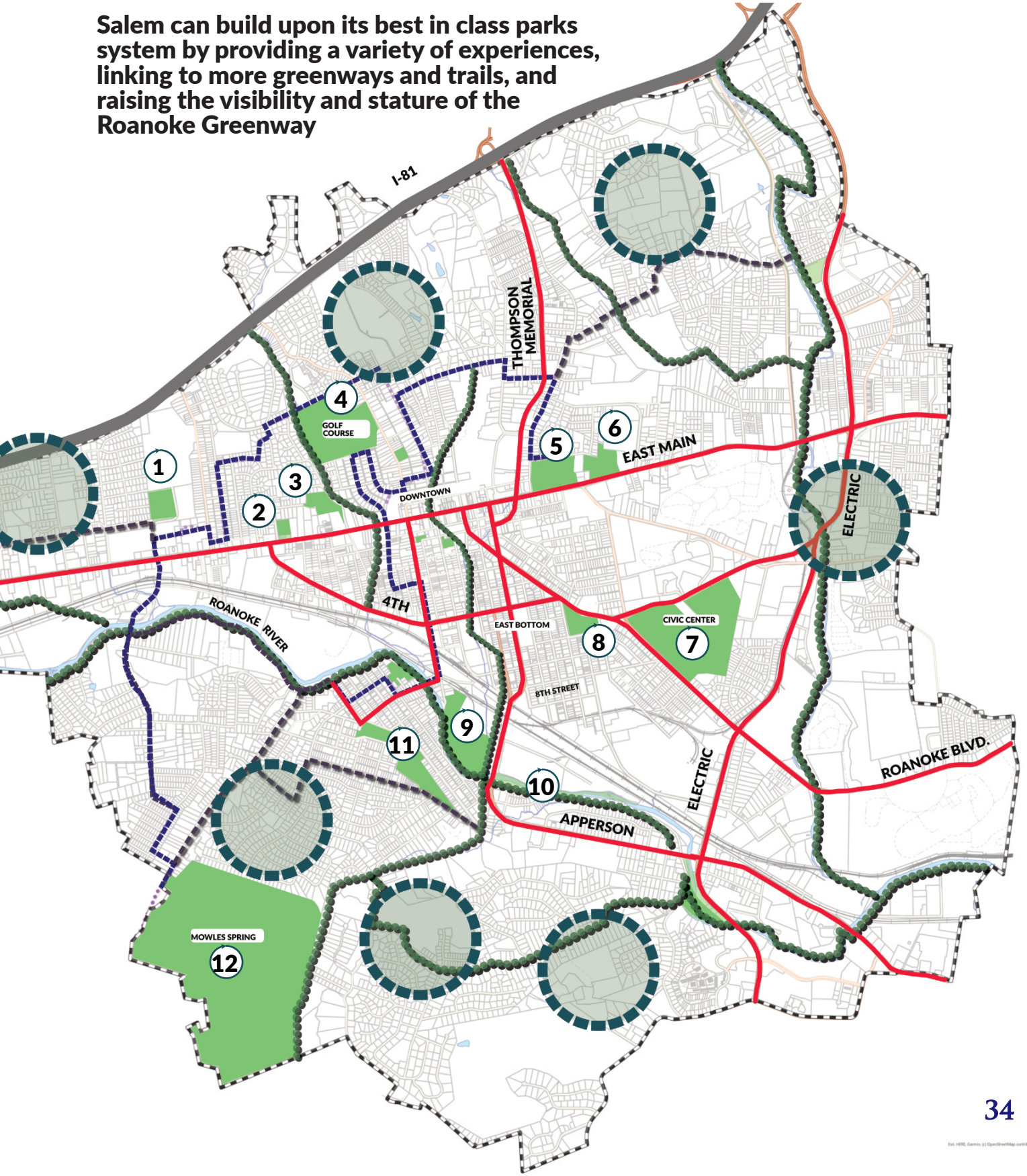
Neighborhood Park Locator: a general location for a new park to serve neighborhoods within walking distance.

Existing Bike Lane

New Bike Lane: Priority connection to extend bike network.

Greenway / Natural Resource Focus: Stream corridors that will be protected, restored and enhanced with greenway infrastructure.

Salem can build upon its best in class parks system by providing a variety of experiences, linking to more greenways and trails, and raising the visibility and stature of the Roanoke Greenway



Strategies & Actions:

1. Create a long term, holistic strategy to develop or refurbish city parks, especially in areas that are currently lacking facilities to increase equity and improve the balance between active parks and less programmed parks:

- Provide a variety of parks, including small pocket parks and playgrounds that are equitably located cross the city and easily within walking distances (1/4 mile) of homes. Prioritize South Salem locations.
- Explore initiatives to increase awareness of and accessibility to the regionally located skate park.
- Investigate opportunities to create localized, dedicated spaces where community members can safely engage in activities like skateboarding, rollerblading, and biking, providing a recreational outlet and fostering an active lifestyle.
- Develop accessible and affordable solutions to accommodate and capture the needs of younger folks (elementary/middle school-aged) through built-environment design and/or programming.
- Continue efforts to make a Downtown pocket park a reality.
- Explore possibilities for the location/installation of inclusive playgrounds to ensure that recreation spaces are available for folks of all abilities.
- Evaluate avenues to enhance the utilization of Longwood Park to maximize its value as a central community asset/amenity.
- Add active or passive green spaces along the Roanoke River Greenway, such as exercise equipment, play equipment, benches, bird blinds, art, etc.
- Encourage and/or incentivize the development of river activities to capitalize on the Roanoke River Greenway and other connecting creeks/streams.
- Evaluate the Salem Municipal Golf course to determine if other programs can coexist on this important piece of property to expand its use for the community, such as trails, disk golf, nature play, parcourse, etc. Consider the importance of a Conservation Easement to protect it.

2. Explore mechanisms to enhance the funding available to finance park, open space, and greenway creation, development, and maintenance including impact fees and grant programs.

3. **Continue with regional approaches that leverage Roanoke County, Roanoke City, City of Salem, Botetourt, and Vinton, to provide a regional "Blue Ridge" holistic park and trails (biking and walking) network for tourism and recreation (and importantly economic development).**

   - Through a regional approach, promote and market the region's parks and trails to attract more visitors, residents, business and revenue.

4. **Ensure that community and park system needs are supported and fulfilled by regularly monitoring and exploring:**

   - Best practices to capture the benefits of the City's sports tourism economy.
   - An appropriate balance between organized sports complexes, passive parks, neighborhood parks, and small pocket parks.
   - Staffing requirements as park system expands.
   - Appropriate revenue generation to support continued funding of high-quality parks experiences.
   - Accessibility to open space and within programmed parks for all age groups and demographics to promote environmental equity.

5. **Pursue the completion of the Roanoke Greenway, the Mason Creek Greenway, and other opportunities such as Dry Branch that extend the greenways into the city's neighborhoods and to Downtown.**

   - When planning greenways, consider including recreation equipment, benches, lighting, learning experiences, and other elements to elevate the experience.
   - Create a clear and attractive map for the Greenway(s) routing.

6. **Investigate opportunities related to uncovering previously damaged, piped and channeled streams/creeks. Where practical and feasible due to funding mechanisms, restore them into natural areas that include native plantings, trails, and sitting areas. Priority streams and creeks may include:**
   - Snyders / Williams Branch
   - Dry Branch

Strategies & Actions:

- Barnhardt Creek
- Gish Branch
- Williams Branch
- Horners Branch
- Paint Bank Branch
- Mill Race
- 12 O'Clock Knob Branch
- Bowman Hollow

7. Create a plan to expand bikeways (bike lanes, bike ways, or sharrows) and sidewalks that create additional connections between existing and proposed parks, open spaces and greenways. Priority streets may include the following, with an understanding that built environment constraints will shape the design of possible improvements:

- Union Street
- 12 O'Clock Knob
- Carrollton Avenue
- Red Lane
- Calhoun Street
- Colorado Street
- South College Avenue
- Florida Steet
- Indiana Street
- Electric Road
- East Main Street
- 8th Street or 7th Street
- Upland Drive
- Apperson Drive
- Kimball Avenue

8. Create a compelling signage and wayfinding system design that elevates the visibility of bikeways, greenways, and trails that connect to the City's greenway and park system.

9. **Continue to publicize and leverage the McAffee's Knob Shuttle Program as a connection to larger trail systems through advertisement and signage.**

10. **Create a more user-friendly website or app to display the availability, operating hours, amenities, location, etc. of each park within Salem.**

    - Create clear communication about the school playgrounds that are accessible to the public.

11. **Integrate environmental design principles into the design of parks, open spaces, parking lots, and developments to expand the impacts and benefits of having "nature in the city".**

    - Highlight/advertise existing City initiatives to celebrate and inform residents about ongoing sustainability projects.
    - Consider light paving and/or permeable paving in City-owned parking lots to reduce heat island impacts.
    - Continue to find places to provide additional native tree canopy (for example, the Civic Center).
    - Integrate best practice storm water management techniques.
    - Design and implement landscapes that do not require heavy maintenance and high-water usage.
    - Explore floodplain enhancement strategies that can either help reclaim property from existing floodplain boundaries and/or reduce flood insurance rates.

12. **Identify available grant funding opportunities that can facilitate recapturing lost public space within alleys, parking lots, and city-owned property and develop creative plans for their use.**

What the Community Said:

The top two most common desire expressed by the Comprehensive Plan Open House participants in August were:

1. **installation of traffic calming street designs/multi-modal improvements**
2. **Addition of neighborhood parks, playgrounds, and street trees throughout communities to make public spaces more accessible, attractive, and usable.**

Citizen Quotes:

"We need more shade (trees) along the greenway, walking paths, sidewalks, and playgrounds."

"More trees should be installed along West Main Street – we need to focus [planning efforts] on producing more [neighborhood scale] pocket parks."

"Beautifying some of our neighborhood parks would be great..perhaps adding picnic tables or even shelters where neighbors could go to have birthday parties [or other events]."

"I would like to see a focus on connecting the greenway and providing safe walking and biking space to access schools, grocery stores, and public transit."

"We love living in Salem, but we are not sports fans. Would like to see more focus on outdoor activities such as hiking and biking"

Additional Resources For Review:

The Roanoke River Greenway in Salem is part of a larger multi-jurisdictional project to build a trail through the four localities within the Roanoke Valley. Currently, approximately four miles of the greenway have been completed within the city. Several other phases are in planning. Salem is also home to the Mason Creek Greenway and the Hanging Rock Battlefield Trail. The portion of the Roanoke River greenway around the Moyer Sports Complex has been designated the David Smith trail.

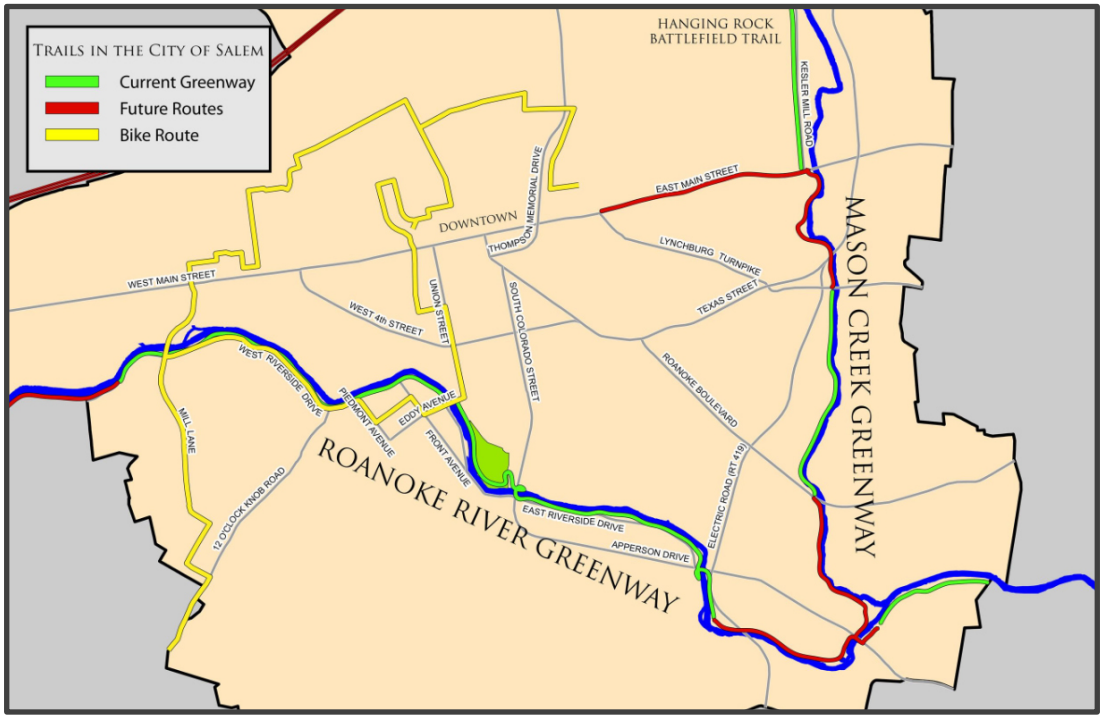
Links to Relevant Plans and Studies:

https://greenways.org

https://www.ncdot.gov/news/press-releases/Pages/2018/Greenways-Providing-Positive-Economic-Benefits-to-North-Carolina.aspx

https://salemva.gov/332/Salem-Bike-Route

https://salemva.gov/235/Parks-Recreation





Safe, multimodal streets are essential for creating inclusive, accessible communities by accommodating various forms of transportation, including walking, cycling, public transit, and driving. These streets promote safety for all users, reduce traffic congestion, and encourage healthier, more sustainable transportation choices, contributing to a higher quality of life.

DRAFT

SAFE, MULTI-MODAL CORRIDORS THAT SUPPORT MOBILITY AND IDENTITY

Goal:

Reconstruct important transportation corridors to include multi-modal elements, streetscapes, urban design standards, and enhanced pedestrian and bicycle safety.

Context:

Salem is primarily built on a grid of streets, which is arguably the most efficient and flexible design a city could have to support choices, flexible growth, and connectivity. However, larger streets than necessary exist to support regional traffic and to accommodate emergency routing related to I-81 congestion.

Maximizing pedestrian and auto safety on the major, more heavily trafficked streets will enable them to be less of a barrier between North and South Salem, and safe for pedestrians. Finally, considering land use could require a change in the design of corridors like West Main Street, East Main Street, Apperson Drive, and even 4th Street.

Complete Streets is a plan to transform how transportation, whether by foot, bike, car, or mass transit, can be accessed safely to the benefit of everyone in a community.

Complete Streets advocates for the addition of infrastructure assets, like unobstructed sidewalks, well-marked bike lanes, and roundabout intersections, in an equitable, thoughtful way to increase safety and accessibility.

Complete Streets not only reduce crashes and injuries but boost employment levels, property values, investment from the private sector, and net new businesses.



Illustrative Diagram

Street Types

Street Improvement Type A:

Residential Park Streets: Connect greenways and parks and improved to include painted bike lanes, competed sidewalks, painted on-street parking, and signage and wayfinding.

Street Improvement Type B:

Greenway Connectors: Larger streets that directly connect to open spaces, and greenways that will be improved to include bike lanes, wide sidewalks, lighting, trees and landscaping, and signage and wayfinding.

Street Improvement Type C:

Residential Mixed Use Streets: Smaller pedestrian friendly streets that have a variety of housing types fronting sidewalks, street trees, bike lanes, and on street parking.

Street Improvement Type D:

Mixed Use Commercial Corridors: Corridors that will be transformed into complete streets with road diets, streetscape, painted bike lanes, painted parking, urban design guidelines, complete sidewalks, etc.

Street Improvement Type E:

Gateway Streets: Streets that connect Salem to the region that will be augmented with gateway signage and landscape elements, painted bike lanes, streetscape, lighting, signage and wayfinding.

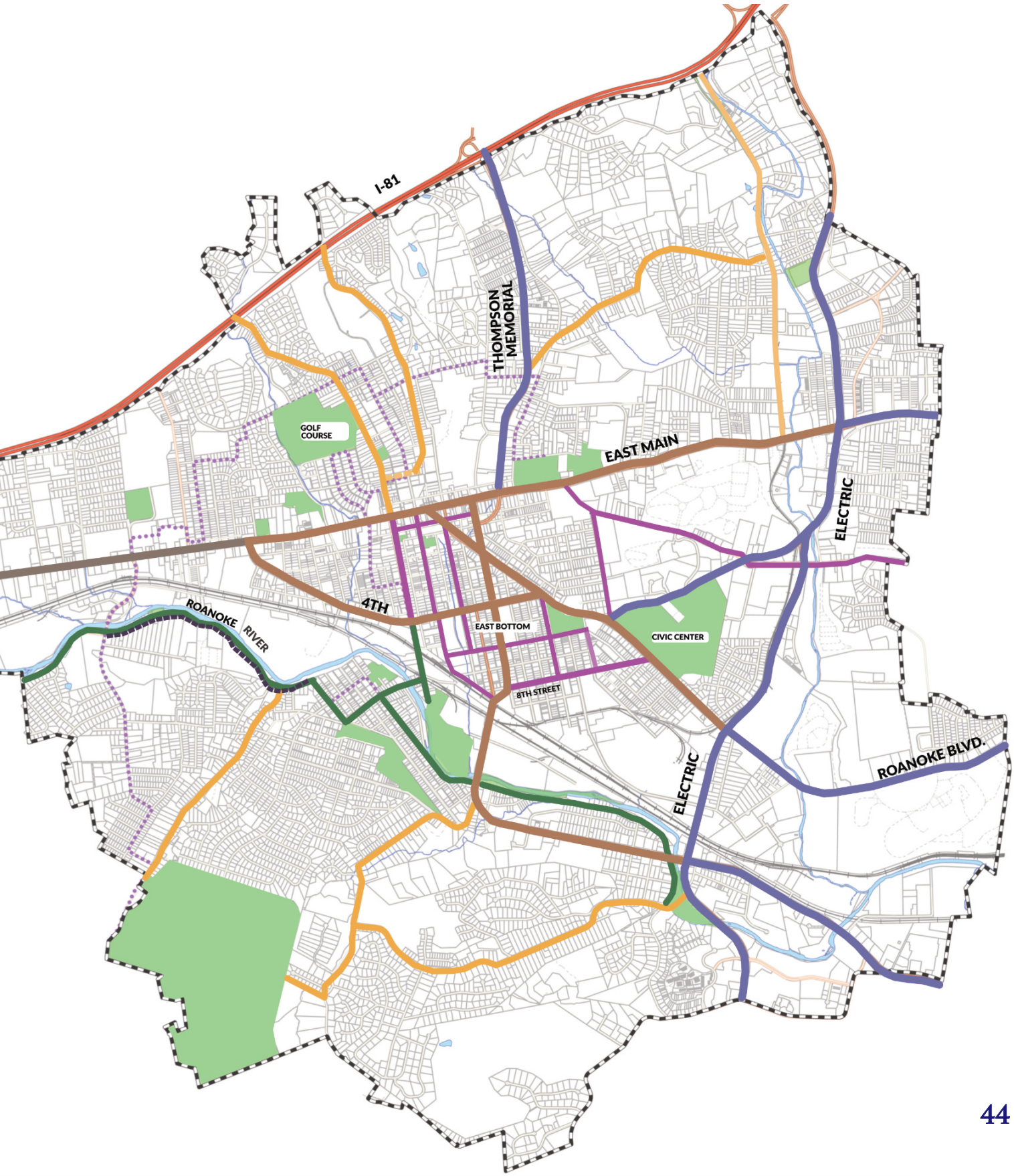
Street Improvement Type F:

High Volume Corridor: Corridors that retain its capacity to handle a high traffic volume. Supports transit with bus shelters, includes signage and streetscape elements, overhead and pedestrian lighting, highly visible crosswalks, and over time, access management techniques, increased signalization, and new urban design patterns and standards for redevelopments.



Key streets that connect neighborhoods to each other and the city's assets, and Salem to the region, can become more multi-modal and attractive with streetscape elements.

DRAFT


I-81
THOMPSON MEMORIAL
GOLF COURSE
EAST MAIN
ELECTRIC
4TH
ROANOKE RIVER
EAST BOTTOM
CIVIC CENTER
8TH STREET
ELECTRIC
ROANOKE BLVD.

Strategies & Actions:

1. **Work with the Roanoke Valley Alleghany Regional Commission (RVARC) to secure funding priority for needed projects within Salem on the Long-Range Transportation Plan.**

2. **Coordinate priorities and design standards with RVARC and VDOT to discuss how Salem can work towards creating "Complete Streets" within the City.**

3. **Create and coordinate the development of a Bike and Pedestrian Plan to expand those elements within the City to connect community assets with neighborhoods (See Theme associated with this for priority streets).**

   - Consider the requirement of sidewalks in new subdivisions where lot size/spacing criteria is met.
   - Work to identify projects designed to retrofit existing neighborhoods with functional sidewalk networks and match them with available and appropriate funding programs.

4. **Continue to work with VDOT to fulfill the East Main Street project that extends existing streetscape, sidewalk, and bike lane enhancements eastward.**

5. **In conjunction with the Engineering Division, create design plans and design standards and guidelines for "Type A", and "Type B Streets" to better support bike and pedestrian friendliness and safety that may include:**

   - Reduced travel speeds (25 mph max).
   - Painted bike lanes dimensions to ASHTO standards, painted parking spaces, adequately dimensioned sidewalks (6 ft.), tree planting space and street trees.
   - Signage and wayfinding.
   - Additional traffic calming elements such as narrower travel lanes, on street parking, etc.

6. **In conjunction with the Engineering Division, create design plans and guidelines for "Type C" and "Type D" streets that may include:**

   - Adequately dimensioned sidewalks.
   - Safe and highly visible crosswalks, and pedestrian flashing beacons where appropriate.
   - Access management techniques.
   - Urban design criteria.
   - Streetscape elements.
   - Signage and wayfinding.
   - Redevelopment guidance.

7. **In conjunction with the Engineering Division, create a corridor design plan for key "front door" corridors (Type E Streets) that may include:**

   - Coordinated decorative signage, gateway elements, and landscape treatments.
   - Bike lanes, sidewalks, and/or off-street multi-purpose trails.
   - Street trees and planted median spaces where possible.
   - Road diets where possible.
   - Safe and highly visible crosswalks and pedestrian flashing beacons.

8. **Create a long-range plan to support pedestrian friendly redevelopment (over time) along West Main Street and 4th Street, to include:**

   - Access management techniques.
   - Explore alternative routes and connections along the northern side of West Main Street that may facilitate more efficient traffic (vehicular/alternative) flow.
   - Multimodal accommodations.
   - Safe and highly visible crosswalks.and pedestrian flashing beacons where appropriate.
   - Attractive furnishings.
   - Adequately sized sidewalks.
   - Grade separated bikeways (if possible).
   - Urban design strategies that bring buildings closer to the sidewalk and street – especially where pedestrian friendly development is beneficial.

9. **Create a city-wide signage and wayfinding plan that articulates and brands greenway elements, street names, districts, locations for key city elements.**

   - Create an identifiable, distinct connection between the Moyer Sports Complex and the Downtown area
   - Consider elements such as wayfinding signage and/or asphalt striping/markings.
   - Consider Salem branding options at major intersections with Main Street (Wildwood, Thompson Memorial, Electric).

10. **Enhance the use of public transportation within the City to include:**

    - Attractive, comfortable, and regularly spaced bus shelters along major corridors where Valley Metro bus stops currently exist.
    - Consider the integration of an attractive "hop on hop off" shuttle or trolley to circulate around key connective streets that link with neighborhoods and city assets and destinations.
    - Extend transit routes to underserved areas to ensure equitable access and mobility.

- Create artful and highly visible signage for the system.
- Conduct public outreach campaigns to educate residents about the benefits and availability of public transit.
- Engage the community in planning processes to ensure that transit services meet their needs.

11. Work with Norfolk Southern Railway to design and construct safer crossings over railroad tracks to enhance connectivity.

What the Community Said:

"The City needs to rethink how West Main is designed so that it becomes a place where residents want to go. Could start by reducing it to 2 lanes plus bike lanes, reduce speed, add roundabouts, and develop along the road rather than having all businesses set back across a sea of asphalt."

"The congestion in Salem when there is an accident on 81. I'm concerned about emergency vehicles being delayed trying to get through traffic!"

"Stop restricting traffic flow on Main Street in Salem with planters, additional curbing and sidewalk extensions into the street."

"Please fix West Main Street, whether it be through reprogramming or updating the traffic lights or figuring out a way to avoid it being a major detour road for I-81."

"Sidewalks and bike lanes would benefit transportation and encourage younger families to the community."

"My priorities are more sidewalks in neighborhoods, especially to connect to downtown, green spaces, and the Greenway as well as more mixed-use development downtown."

Additional Resources For Review:



Links to Relevant Plans and Studies:

https://rvarc.org/wp-content/uploads/2023/12/RVTP-approved-1-26-23.pdf

https://nacto.org/publication/urban-street-design-guide/

https://nacto.org/docs/usdg/designing_walkable_urban_thoroughfares.pdf

https://valleymetro.com/docs/planning/E87748E5-B3F9-B4F8-FEB5-1DB4FFC5D5CD.pdf

WHAT IS A COMPLETE STREET?



DRAFT



Effective corridor planning can foster vibrant commerce districts by enhancing connectivity, optimizing land use, and creating pedestrian-friendly environments that attract businesses, residents, and visitors alike. Creating and implementing strategies that harmoniously blend these elements will maximize the success and vibrancy of Salem's activity nodes.

VIBRANT REDEVELOPMENT DISTRICTS FOR GROWTH AND INNOVATION

Goal:

Accommodate population and business growth within active mixed-use districts that possess unique identities, diverse housing, complete streets, parks, and community

Context:

With forward-looking planning and the correct codes/policies, Salem can anticipate its future and encourage the evolution of specific areas of the city into mixed-use districts that are less about siloed uses, and more about flexibility, living/working close together, marketable housing densities, complete streets, and access to recreation.
These districts can celebrate unique characters and support a broad, diverse image that celebrates the past, while also capitalizing on the future.

Mixed-use development is an alternative to single-use zoning. It places multiple uses within a site, for example street-level retail with residential units above (vertical mixed use), or co-locates uses within neighborhoods that offer a combination of different uses within walking distance (horizontal mixed use). Mixed-use projects can support non-vehicular access to destinations, increase economic opportunity,



Illustrative Diagram

1. West Main Commercial District:
A long term redevelopment district that takes advantage of long standing anchor businesses and promotes new viable commercial uses.

2. Downtown District
Continue promoting new businesses, residences, and public spaces to Downtown.

3. Snyder-Williams Branch District
Long term redevelopment into an urban neighborhood that organizes around the creek and supports downtown with denser housing stock.

4. East Bottom District:
Long term redevelopment into an urban neighborhood that builds off of Valleydale development and provides increased housing density and type.

5. Civic Center / Elizabeth Campus District
Create redevelopment plans for Civic Center site to include new Civic Center, mixed use, lodging, properly scaled parking.

6. Apperson District:
A plan for redevelopment that promotes a higher mix of uses, and creation of a complete street, that can take advantage of direct access to the Roanoke Greenway.

7. East Main Commercial District:
Long term redevelopment that includes rental residential, hotels(s) and storefront commercial uses.

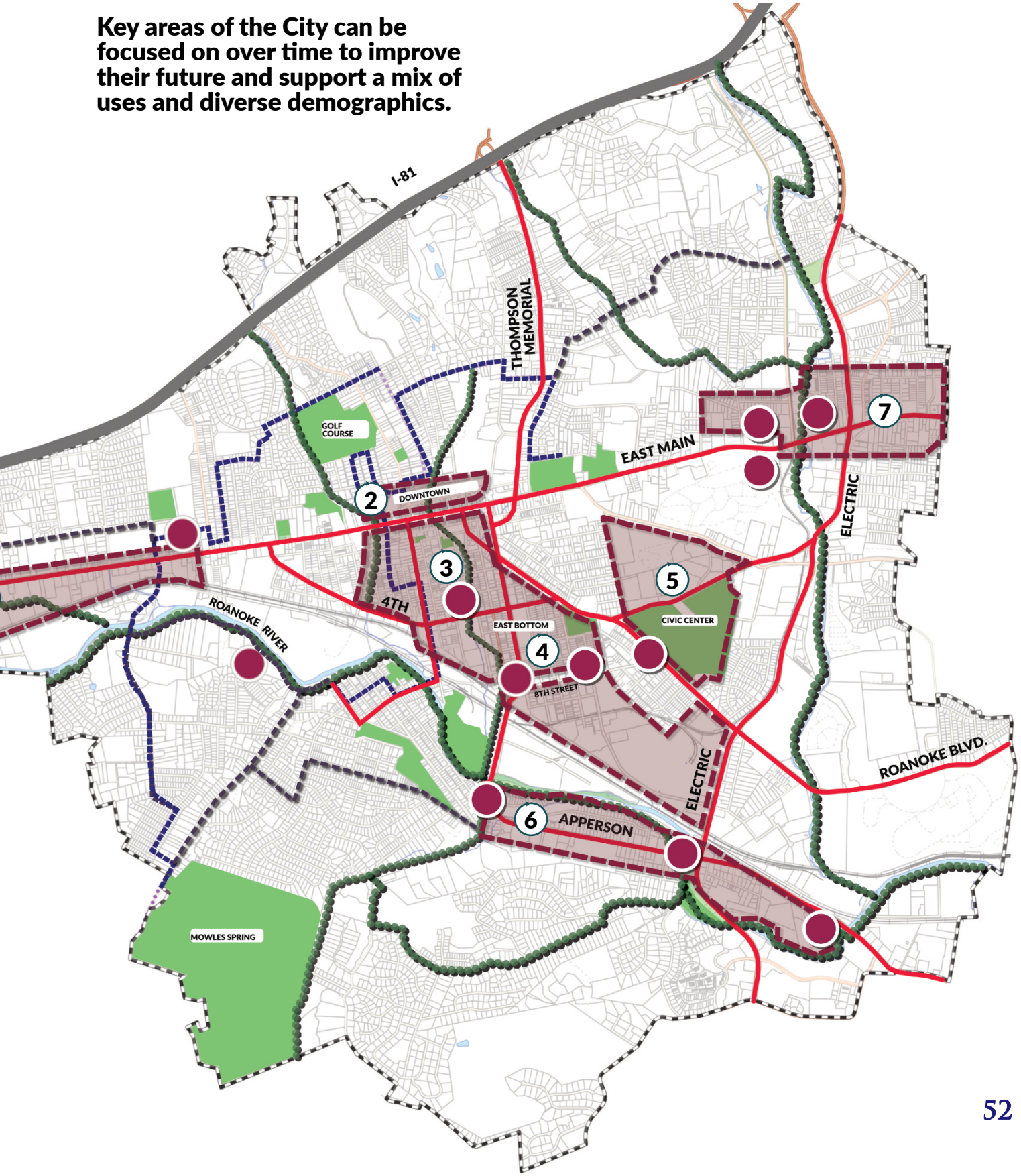


Activity Node: a location for a neighborhood serving shops, food & beverage, and gathering.

Priority Planning Area: a general location to focus future planning efforts that will help diversify housing and business.

Key Streets: Important streets that link the districts together and the City to the Region.

Key areas of the City can be focused on over time to improve their future and support a mix of uses and diverse demographics.



Existing Incentive Overlays

UDA OVERLAY

- CITY CORE
- MIXED-USE CORRIDOR
- VILLAGE CORE

TOURISM OVERLAY

- DOWNTOWN
- EAST MAIN STREET
- KESLER MILL
- TEXAS STREET

OPPORTUNITY ZONE

- OPPORTUNITY ZONE

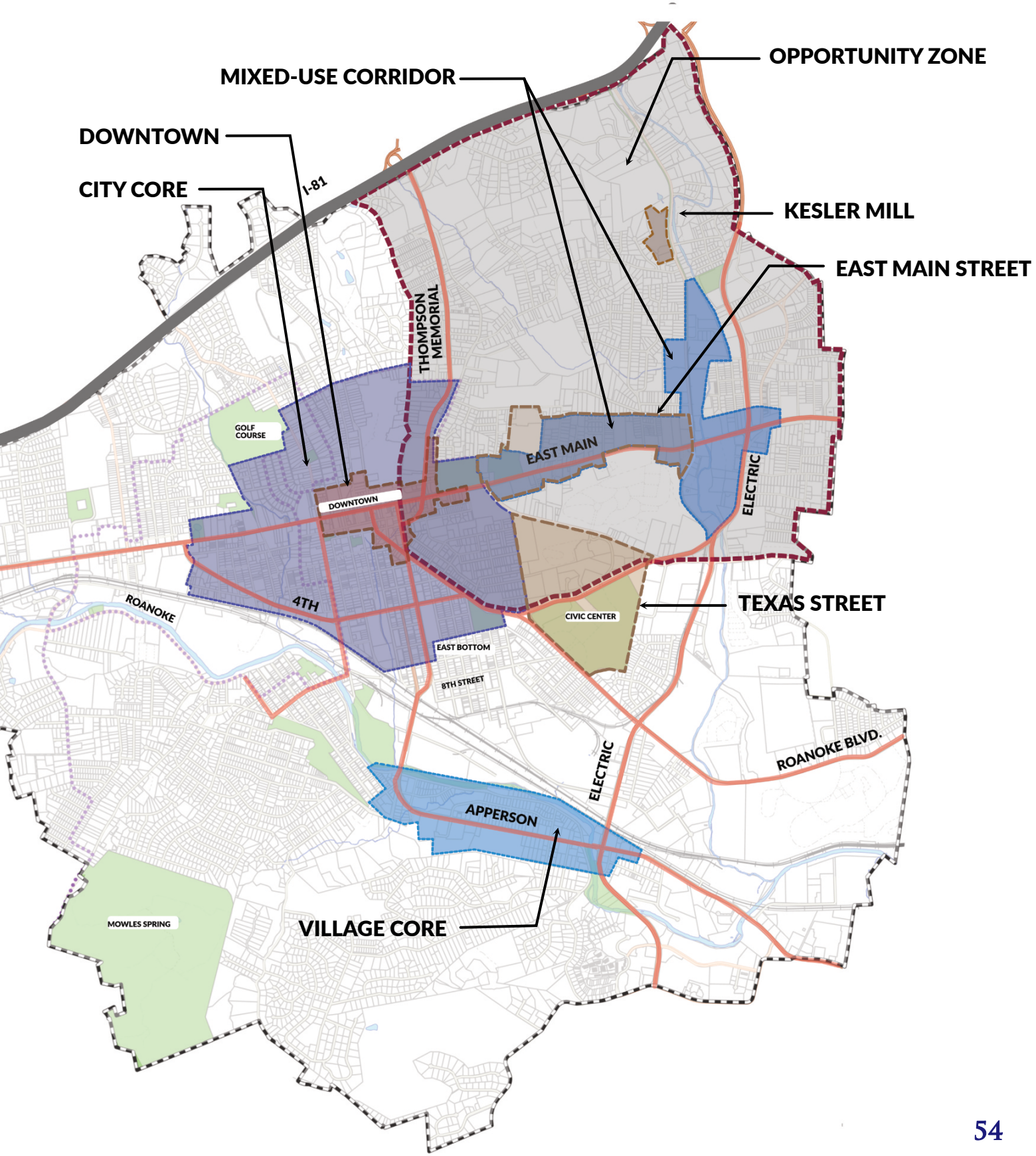


An Urban Development Area (UDA) is a designated area where a locality plans for more intense growth.

A Tourism Zone in Virginia is a designated area where businesses can receive incentives and regulatory flexibility to promote tourism. The goal of tourism zones is to attract visitors, create jobs, and increase revenue for the area.

Opportunity Zones are low-income census tracts [IRC Section 45D(e)] that were nominated by the governor of Virginia and certified by the U.S. Treasury where new investments may be eligible for preferential tax treatment if they meet certain qualifications to spur economic development.

DRAFT


MIXED-USE CORRIDOR
OPPORTUNITY ZONE
DOWNTOWN
CITY CORE
I-81
KESLER MILL
EAST MAIN STREET
THOMPSON MEMORIAL
GOLF COURSE
EAST MAIN
DOWNTOWN
ELECTRIC
ROANOKE
4TH
TEXAS STREET
CIVIC CENTER
EAST BOTTOM
8TH STREET
ROANOKE BLVD.
ELECTRIC
APPERSON
MOWLES SPRING
VILLAGE CORE

Strategies & Actions:

1. **Create a long-term Small Area Redevelopment Plan for the "West Main Street District" that re-positions it over time to maintain commercial success.**
    - Consider that West Main Street will always need to accommodate high levels of traffic at key times of the day, and "road dieting is probably not an option"
    - Include provisions for public transportation to reduce traffic congestion
    - As redevelopment occurs, consider relocating power lines underground or behind new development to create space along the street corridor for streetscape elements and grade separated bike ways
    - As part of creating the plan, establish building and parking setbacks that allow for better dimensioned sidewalks, bikeways, and streetscape elements.
    - As a way to reduce congestion, include the requirement to connect parking areas and travel lanes between developments so that circulation can occur off of West Main Street.
    - Promote redevelopment that enhances pedestrian friendliness and a higher mixing of land uses over time.
2. **Continue efforts to complete the recommendations of the Downtown Plan, which includes expanding housing opportunities.**
    - Consider a new plan for the Farmers Market site, the library grounds, the EMT facility and the City parking lot adjacent to East Burwell Street to increase housing, lodging and more flexible public spaces.
3. **Create a Small Area Redevelopment Plan for the "Snyder-Williams Branch District" that reclaims the creek as a central open space.**
    - Establish incentives for the development of vacant lots into higher density housing
    - Restore the Snyder-Williams Branch Creek and make it a community open space amenity
    - Establish a retail node at 4th street to enable the district to have a walkable destination for food, beverage, small retail, and other services

- Coordinate with the Multimodal Improvements theme and create complete streets on key streets
- Explore grant funding opportunities for facade maintenance, block grants, redevelopment grants, etc. to assist existing and/or prospective property owners.
- Create limited design guidelines for how redevelopment should occur to enhance neighborhoods
- Develop affordable housing initiatives to ensure a mix of housing options for all income levels in mixed-use districts.
- Rehabilitate and preserve existing housing stock to improve living conditions.

4. Create a Small Area Future Redevelopment Plan for the "East Bottom District" to promote a diverse mixed use community that supports new and existing businesses and residents.

- Include community gathering spaces such as a community center, parks and active recreation spaces, and places to eat and socialize.
- Explore grant funding opportunities for facade maintenance, block grants, redevelopment grants, etc. to assist existing property owners.
- Revisit codes and pursue reasonable code enforcement to help clean up the area.
- Promote diversity in housing types, business types, and demographics and that will attract younger families to the area.
- Pursue zoning or other that promotes an organic approach to growth - one that allows for a variety and flexibility of land uses, in general compatibility to each other.
- Create a unique signage and wayfinding design that expresses East Bottom's unique character and history.

5. Create a Small Area Future Redevelopment Plan for the Civic Center and Elizabeth Campus to use space more efficiently, promote more flexible use, expand lodging and retail opportunities, events, and public space.

Strategies & Actions:

- Consider how the civic center site ties to East Bottom at 8th Street and consider the potential of a mixed use retail node.
- Expand the program and usage of the Elizabeth Campus and integrate into plan for Civic Center nodes.

6. Create a Small Area Future Redevelopment Plan for the "Apperson District" to integrate more mixing of uses to take advantage of the adjacency to the Roanoke River Greenway.

- Use ½ mile nodal pattern to create a Transit Ready pattern for the future and plan for mixed use activity nodes at key intersections such as Electric Road, Keagy Road, and East Riverside Drive. that offers a diversity of housing, retail, jobs, community services, etc.
- Explore the potential for road diets, medians, access management, transit stops, bikeways, etc. to make Apperson Drive more multi-modal, safe, and attractive
- Consider enhancing connectivity where can with additional parallel streets to Apperson Drive to provide alternative routes.
- Pursue zoning that promotes an organic approach to growth - one that allows for a variety and flexibility of land uses, in general compatibility to each other.

7. Create a Small Area Future Redevelopment Plan for the East Main District to include extensions of streetscape improvements, and a mix of uses that include lodging, higher density residential, commercial, and retail nodes adjacent to the Greenway.

- Extend streetscape and multimodal designs to the City boundary.
- Promote an activity node at Kesler Mill Road. where the greenway and East Main Street come together.

8. Expand the potential of downtown by conducting a retail market analysis.

9. Elevate the business friendly attitude, and create incentives for developers to participate in district development and redevelopment.

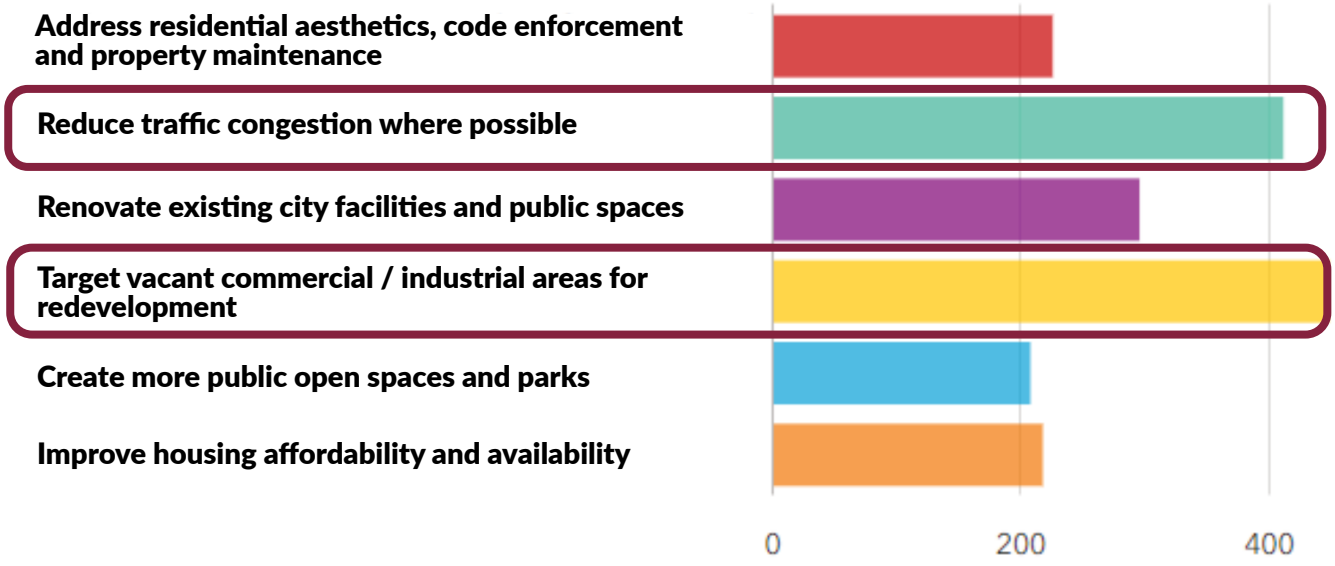
10. As districts are created consider themes that would make them unique and attractive, such as entertainment, or arts, or culture.



The Valleydale Lofts project has created new housing opportunities within the city and has brought new focus to the East Bottom neighborhood.

What the Community Said:

How would you prioritize improvement in Salem?



Community Quotes:

0.

"West Main Street makes the city look and feel like a strip mall…All those parking lots sit 75% empty for 80% of the year."

"Too many vacant 'brown spaces' that need unique local businesses."

"Prioritize walkability, [it] adds to the close-knit feel of being able to go for a walk and end up somewhere interesting."

"Limit curb cuts along West Main Street."

DRAFT

Additional Resources for Your Review:

The Urban Land Institute identified key characteristics that "make up a holistically healthy corridor and its surrounding area." Check them out below!

Additional Resources:

https://www.linkedin.com/advice/0/how-can-mixed-use-development-support-local-economic

https://www.digitalbluefoam.com/post/mixed-use-development-what-are-the-benefits

https://salemva.gov/212/Downtown-Plan

Improved infrastructure	» Frequent, safe, and well-marked pedestrian crossings » Safe and well-marked bike lanes » Traffic speeds that accommodate pedestrians, bicyclists, and other users » Reduced traffic congestion » Utility lines and traffic signs and signals that are underground or that blend in » Sidewalks that link adjacent neighborhoods to the corridor and that are unobstructed, wide enough for a variety of users, and buffered from the street » Streetscapes that include amenities for visual interest and safety, including seating, trees for shade, and green buffers » Lighting that improves visibility and safety for pedestrians and bicyclists » Features that improve accessibility for all types of users, in compliance with Americans with Disabilities Act standards
Design and land use patterns that support community needs	» Vibrant retail environment » Housing options for all income levels » Buildings adjacent or proximate to sidewalks » Improved parking strategies and shared parking » High-quality parks and public spaces » Healthy food options
Engaged and supported people who live, work, and travel along the corridor	» Engaged residents and local business owners » Organizations that facilitate long-term improvements and resident engagement » Regular programs in community gathering spaces » Accommodations for pets » Accommodations for vulnerable populations, including children, the elderly, and people with disabilities » A defined identity, drawing on the arts and culture of the community and supported by creative placemaking programming » Measures to address safety and perceptions of safety
Linkages to other parts of the city	» Well-connected, multimodal street networks » Safe and easily identifiable connections, including sidewalks and trails » Transit, including enhanced bus service or rail » Bike infrastructure on or adjacent to the corridor

DRAFT



Housing affordability is crucial for a community's health and well-being, as it ensures that residents of varying income levels can live and work in the same area, promoting economic diversity and social cohesion. Affordable housing helps attract and retain a stable workforce, supports local businesses, and reduces financial stress on families, ultimately contributing to a more resilient and thriving community.

DIVERSE HOUSING FOR ALL STAGES OF LIFE

Goal:

Create the tools and policies that allow for and enhance housing diversity, promote affordability, enhance the character of our neighborhoods.

Context:

Salem's growth has been slow for decades. Many in the community like a steady population growth, while others wish for new housing that can replace aging/outdated homes, be attractive to broader market needs and wants, and provide a range of prices that accommodate a diverse citizenry.
The key for Salem is to install the tools, support, and zoning necessary to enable market supported housing and lot types, and to encourage, through incentives and other methods, developers/builders to pursue a variety of attractive housing types that sustain a healthy community.

Affordable housing refers to housing that is reasonably priced in relation to the income of the occupants.

Typically, housing is considered affordable if a household spends no more than 30% of its gross income on housing costs, including rent or mortgage payments, utilities, and other related expenses.



Strategies & Actions:

1. **Maintain and enhance the character and quality of Salem's housing and neighborhoods using code enforcement and cooperation with landowners.**

   - Explore regulatory approaches using Salem's zoning and building codes to address housing quality and maintenance issues.
   - Place a priority on enforcement of existing codes and ensure that adequate staff is available to fully enforce codes designed to address housing quality and maintenance issues.
   - Initiate public educational programs on zoning standards and zoning violations and the need for compliance.

2. **Review current Zoning Code to determine its appropriateness for achieving its vision related to pursuing housing diversity and affordability.**

   - Consider Form Based approaches within targeted districts which will help to create harmony with historic neighborhood development patterns.
   - Consider and study the potential that mixed use and auxiliary dwelling units (ADUs) are allowed within existing neighborhoods targeted for growth.
   - Consider and study the potential of Inclusionary Zoning, which requires developers to provide affordable housing within new developments, to encourage diversity and affordability across the city.
   - Consider and study the allowance of unique housing types such as manufactured homes, pre-fabricated homes, and tiny homes within neighborhoods and not only within designated and enclaved parks or projects.
   - Allow for architecturally compatible infill development that respects the scale, massing, and architectural character of Salem's neighborhoods.

3. **Create metrics or measurable goals, potentially posted on City website, related to housing diversity and affordability to track progress over time, such as:**

- Housing affordability based on known HUD guidelines.
- Home ownership vs rental housing.
- Protection of property values within existing neighborhoods.
- Percentage of citizens that have access to housing that is affordable.
- Number of housing units constructed to meet demand.

4. Consider innovative strategies to better assist with housing affordability, including:

- Public-Private Partnerships: Encourage collaboration between government entities, private developers, and non-profit organizations to create affordable housing solutions.
- Preservation of Existing Affordable Housing: Invest in the maintenance and rehabilitation of existing affordable housing stock to prevent displacement and ensure long-term affordability.
- Supportive Housing Services: Provide services such as job training, financial literacy programs, and mental health support to help residents maintain stable housing and improve their economic situation.
- Streamlining Development Processes: Reduce bureaucratic hurdles and streamline the approval process for affordable housing projects to make it easier and faster to build new units.
- Infill Dwelling Design and Development Assistance: Create acceptable house plans for various home types that are pre-approved for immediate construction.
- Create a stable of builders qualified and ready to build affordable housing.

5. Consider and implement strategies to retain historic character of priority existing neighborhoods to include:

- Create a committee comprised of staff, organizational members, and citizens to consider and evaluate the following:
    - Engage the community through public forums and neighborhood surveys to

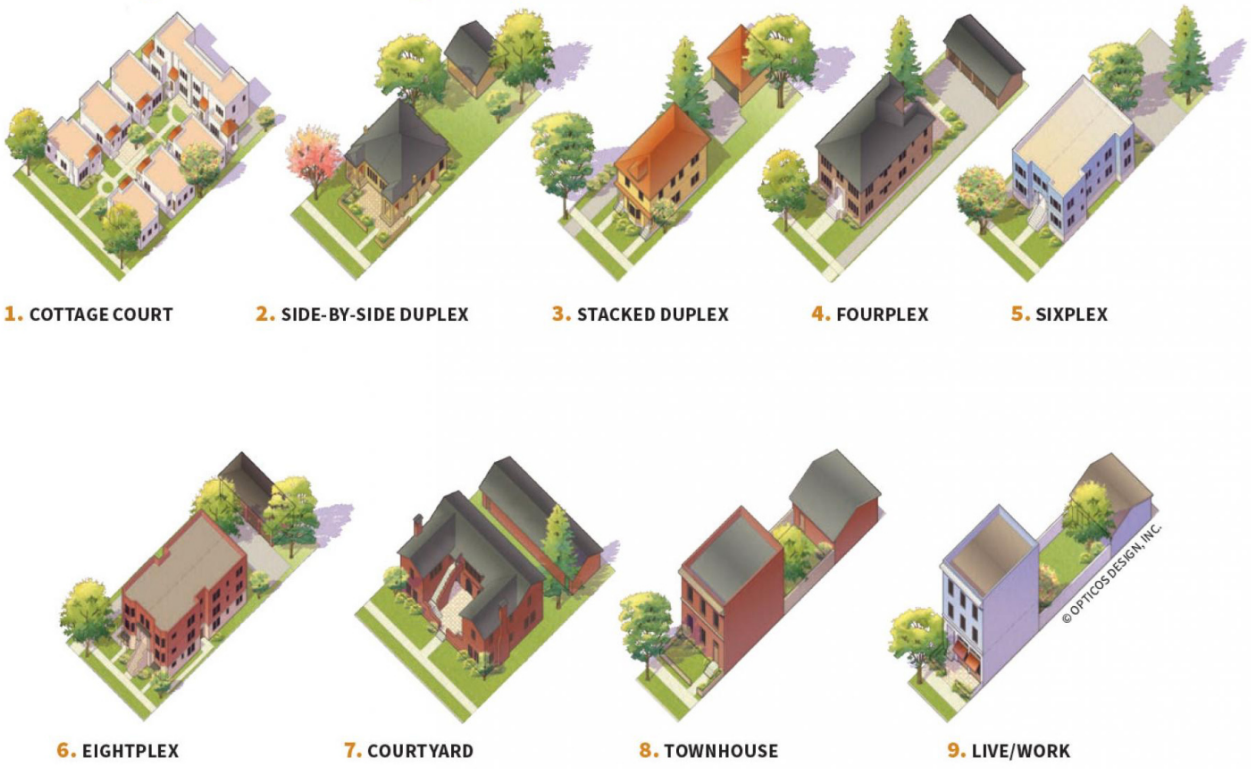
Strategies & Actions:

gather input on preservation priorities and ensure preservation strategies align with local values.

- Conduct a comprehensive survey of historic neighborhoods to identify contributing structures, key architectural features, and areas with the greatest historical significance.
- Encourage the voluntary inclusion of historic neighborhoods and districts that meets defined criteria.
- Provide educational outreach for homeowners and developers on the importance of preserving historical character, including best practices for renovations and energy efficiency improvements in historic homes.
- Partner with preservation organizations (DHR, RVPF, and Salem Historical Society and Museum) to host events, workshops, or informational sessions on the benefits of preserving historic neighborhoods.
- Assist with coordination for state and national historic preservation programs to leverage funding and technical support for preserving eligible neighborhoods.

- Offer education services about the formulation of grassroots initiatives that can encourage compatible new development that complements the scale, density, and architectural style of historic neighborhoods to prevent gentrification or inappropriate development.
- Utilize existing Historic Structures code section to prevent deterioration by neglect and ensure that maintenance standards are met for historic properties.
- Explore form-based code solutions in targeted areas that can complement the adaptive reuse of historic buildings for modern purposes while retaining key architectural features, such as converting old schools into residential or mixed-use spaces.
- Develop a marketing plan to highlight the unique qualities of historic neighborhoods, potentially boosting tourism or fostering local pride and investment.

A Missing Middle Housing Sampler



"Missing middle" housing refers to housing that provides diverse options along the spectrum of affordability, which includes structures like duplexes, triplexes, and townhomes. Middle housing is not eligible for tax credits or most other federal, state or local government subsidies.
Typical middle housing types include multiunit structures such as townhomes, duplexes, triplexes and fourplexes. Other examples can include cluster homes and cottage courts.

What the Community Said:

If I could prioritize one thing related to housing it would be…



Community Quote:

" We've lived in Salem for many years and our son is a sophomore at the high school. We are still in an apartment, though, because we cannot begin to afford a house in the city limits. I don't know how this could be changed, but after our son graduates high school, we will most likely have to look for a house outside of Salem if the prices don't come down."

Additional Resources For Your Review:



Additional Resources:

https://rvarc.org/wp-content/uploads/2023/12/Regional-Housing-Market-Analysis-Study-05122021.pdf

https://rvarc.org/wp-content/uploads/2023/12/Salem-City-Report-Housing-2020.pdf

https://www.nlc.org/article/2024/01/23/what-is-missing-middle-housing/#:~:text=Solutions%20for%20Cities%20to%20Boost%20Middle%20Housing%20Supply&text=Communities%20can%20overcome%20these%20barriers,higher%20density%20in%20small%20structures.





Roanoke College is a wonderful asset that brings vitality to the City with its youthful energy. It creates a "place attachment" for Salem from its students

A RESILIENT ECONOMY FOR THE NEXT GENERATION

Goal:

Set an economic development strategy that's rooted in sustainable growth with industry diversification and real estate development, achievable goals for talent and business attraction and retention and establishing stronger regional and statewide partnerships to help our City thrive.

Context:

Salem Economic Development is charged with the responsibility of assisting in the improvement of Salem's natural and built environments. This is achieved through the Department's involvement in most major public and private development projects during the City's development review processes, long-range planning, and economic development activities. As part of that, it has created a Strategic Plan for the next 5 years.

According to Tommy Miller: "The benchmark of success will be looking back and seeing an established foundation for a proficient economic development office having successful growth, expansion, and diversification of our economy and ready to embark on the next round of even more

Strategies & Actions:

1. **Refer to the Salem Department of Economic Development 2023-2028 Strategic Plan for specific strategies and actions, including:**

   - Create an existing business outreach strategy.
   - Create a new marketing brand and web presence for the office of economic development.
   - Conduct outbound marketing efforts to attract new business investment.
   - Identify and support available real estate assets for lease, sale, development, and/or redevelopment for Commercial and Industrial use.
   - Engage with state, regional and local entrepreneurial development organizations to provide resources and programming to local entrepreneurs.
   - Provide physical space in the City of Salem for local entrepreneurs to cultivate their businesses, exchange ideas, and provide access to resources.
   - Strengthen partnerships and programming with local, regional, and state workforce partners to provide opportunities for employment and skills advancement.
   - Identify opportunities to support talent attraction efforts to Roanoke Region and the City of Salem.
   - Become a partner and resource for local, regional, and state tourism organizations.
   - Utilize Economic Development analysis and resources to evaluate future opportunities and marketing efforts related to tourism and hospitality.
   - Become a partner and resource for the City of Salem's Department of Community Development.
   - Advance the City of Salem's participation in the DHCD's Main Street Program and implement best practices.
   - Provide regular opportunities to share best practices with EDA and City leadership related to accomplishing the goals of the strategic plan.

2. **Update the Strategic Plan every 5 years to ensure economic development goals are being met and new opportunities and challenges are responded to promptly.**

3. **Continue with efforts that best position Salem's workforce. For current and future opportunities.**
   - Appoint a task force to survey adults in Salem regarding their educational needs.
   - Assess the need for improved adult job training and develop a plan to meet those needs.
   - Develop a program for comprehensive job training including workforce credentialing.
   - Promote additional collaboration with Virginia Western Community College, ITT, National College and other providers to connect Adult Basic Education provided by the school system to programs for job training
   - Discuss with Roanoke College ways to take advantage of programs for the benefit of all Salem area residents.
   - Eliminate the "digital divide" in the city by working to provide a computer in every Salem home.
   - Assess the number of families with access to a computer in their home.
   - Identify funding sources (state, federal, private) available to provide for computer access in every home.
   - Remain connected to work force programs through the Virginia Employment Commission as well as other organizations that offer work force programs, (i.e. TAP, Goodwill, etc.).
   - Continue to collaborate Regional Workforce Board to accomplish workforce goals.
   - School Board participation

4. **Consider the following new strategies and actions when preparing the next Economic Development Strategic Plan:**
   - Focus new development opportunities into identified Districts to create vital mixed-use districts that offer diverse housing, job opportunities, and tax revenue generation.
   - Continue to work with business owners within East Bottom as it transitions into the future.

Strategies & Actions:

- Create a market assessment to determine how the commercial environment may change as part of creating Small Area Plans for West Main Street, 4th Street, and East Main Street, Apperson Drive to anticipate how the retail environment along that corridor may change over time and to position Salem and property owners to take advantage of those changes.
- Work with Community Development on Code Enforcement policies and enforcement.
- Engage various City departments to reduce barriers to entry into development and to improve business development
- Consider the creation of measurable goals or metrics to maintain jobs to housing balance, housing affordability, and cost of living affordability.
- Study facilities related to events and sports tourism across the region to determine best use of the Civic Center site.
- Once complete, create a plan for the Civic Center site to maximize its usage and revenue.





Downtown Salem is coming alive with new streetscapes and businesses. Downtown is a key economic driver and an essential component of the City's economic development.

DRAFT



Salem has historically committed itself to providing excellent community services and investing in its infrastructure.

OUTSTANDING COMMUNITY SERVICES AND INFRASTRUCTURE

Goal:

Provide the citizens of Salem with outstanding parks and recreation, electricity, water and sewer, police, fire, EMT, street maintenance, schools, engineering services, plan reviews, and building inspections.



Context:

Salem takes great pride in the way it serves its community. Its departments are motivated to provide "best in class" services and creatively use available resources to help enable a high quality of life for its citizens. As always, there are areas of improvement and a need to continue to refine its approaches. There is also a need to continue to capture revenues to fund these services. Recognizing that these services are important, and continuing to creatively grow tax base is critical. Making land use decisions that support more efficient and economical servicing, and that are revenue positive (or at least neutral) needs to be factored in as a high priority within the plan. Future efforts can also build upon the work associated with naturalized storm water, stream restoration, tree canopy, alternative energy use, etc. as ways to pursue greater environmental stewardship.

Strategies & Actions:

Public Works

Transportation:

1. Identify transportation needs and anticipate areas of development/redevelopment with the intent to pursue/install corresponding projects that will improve capacity, connectivity, and level of service for pedestrian, and vehicular traffic.

    - Priority projects may include (list subject to administrative review and adjustment in coordination with the Virginia Department of Transportation):

        - East Main Street Improvements
        - Roanoke Boulevard Sidewalk
        - Roanoke Boulevard Bridge over Mason Creek
        - Mill Lane/Riverside Intersection Improvement
        - Route 419 at Texas Street and Lynchburg Turnpike Intersection Improvements
        - Franklin Street Widening Phase II
        - Apperson Drive Corridor – 419 to Colorado Street
        - Apperson Drive/Electric Road Intersection Improvements

    - Where the physical constraints of the built environment allow, integrate components of Complete Streets into the design of City streets.
    - Explore the options available to upgrade pedestrian and alternative transportation access across the railroad tracks.
    - Develop and install an Access Management Plan to better guide the location, spacing, and design of entrances, street intersections, median openings, and traffic signals.
    - Develop a localized Greenway Plan that intimately displays and describes ongoing and planned projects.
    - As previously utilized railways become less utilized and even abandoned, pursue Rails to Trails projects that help reimagine public spaces that create desirable, safe methods of alternative transportation and outdoor experiences.
    - Investigate opportunities to maximize both the efficiency and infrastructure associated with public transportation, including the quest for additional bus shelter installation.

Stormwater Management:

- Create a comprehensive list of stormwater management projects to be explored, prioritized, designed, pursued, and funded.
- Activate the Resiliency Plan by identifying projects designed to reduce flooding/ stream channel erosion and obtain available grant funding.
- Utilize available funding (SWM Utility Fee) to engage in projects such as stream bank stabilization, pond maintenance, storm drain maintenance, and dredging.
- Conduct a city-wide analysis of the storm system to develop a prioritized list of problem areas to address.
- Evaluate the potential for targeted flood studies to verify the accuracy of flood maps that guide development.
- Explore the processes and requirements associated with implementing a Community Rating System (CRS), a voluntary incentive program for floodplain management practices that exceed the minimum requirements of the National Flood Insurance Program (NFIP).

Streets and General Maintenance:

- Explore opportunities to return manicured areas to their natural state in designated areas to promote native plants, animals, and other environmental benefits.
- Where feasible, explore opportunities for the installation of community gardens, tree canopy, and edible landscaping on city-owned land.
- Publicize efforts related to sustainability for citizen education and appreciation.
- Over time, evaluate the possibility of utilizing alternative energy vehicles and equipment.
- Exploring ways to integrate environmental design into the design and maintenance of streets and public spaces.

Electric:

- Pursue and negotiate power supply options to provide adequate power at a price that allows the City to maintain reasonable retail rates to customers.
- Where physically and financially feasible, proactively relocate problematic overhead utility lines underground to reduce system vulnerability.

Strategies & Actions:

- Investigate the potential of relocating overhead utility lines behind properties on major corridors to reduce right-of-way usage and improve view-shed.
- Work with developers and contractors to provide appropriate service to any new residential or commercial development.
- Monitor reliability indices to locate and address any areas experiencing reliability issues.

Water & Sewer:

- Explore the most efficient ways to accommodate residents without relying on the Western Virginia Water Authority for supplementary service, especially in the Northeast quadrant of the City.
- Pinpoint and install best practice techniques to reduce rain infiltration into the sewer system.
- Install sewer system upgrades.
- Replace underperforming water lines based on existing prioritization list to improve fire flows and reduce water line breaks.

Citizen Services/Resources

Planning and Zoning:

- Initiate the formulation of a new zoning, subdivision, and sign ordinance designed to accomplish the goals set forth in this plan, notably those related to housing diversity/affordability, and business attraction/retention.
- Develop criteria for the requirement of sidewalks in new subdivisions.
- Create an inventory/map of existing sidewalks, identify priority improvement areas (based on connectivity potential and fragmentation), and explore funding sources to facilitate corresponding projects.
- Promoting environmentally friendly development and landscapes to encourage sustainable development.

Police:

- Maintain accreditation with the Commission on Accreditation for Law Enforcement Agencies (CALEA), known as "The Gold Standard in Public Safety."
- Continue to provide quality community policing services by protecting the safety of residents' life and property.
- Expand staffing in conjunction with population growth to preserve an appropriate level of service for citizenry.
- Remain a trusted community partner and approachable resource for all citizens.

Fire and Emergency Services:

- Develop and implement a strategic plan designed to promote the protection of life and property, provision of pre-hospital care for the sick and injured, and mitigation of man-made and natural emergencies.
- As land use evolves over time, provide effective, timely, and efficient emergency response to all areas of the City in a fiscally responsible manner.

Library:

- Provide an inclusive, accessible space for residents to interact with educational materials and technology resources.
- Develop and initiate library improvements in accordance with the ongoing Capital Improvement Project initiative.

Communications:

- Explore ways to enhance effective and efficient information dissemination to residents.
- Facilitate a seamless connection between citizen inquiries and the appropriate resources.
- Ensure City website pages are up-to-date and user friendly.

Strategies & Actions:

Parks and Recreation

- Elevate community health, social interaction, and civic pride by offering professionally managed recreation programs and special events.
- Maintain Salem's position as "Championship City" by promoting active sports tournaments and having the facilities to support them.

Tourism

- Conduct a feasibility study to identify avenues to attract and situate additional hotel/meeting space within the City.
- Explore marketing opportunities to create identifiable business districts (for example, the West Main District).
- Remaining at the forefront of engagement with Virginia's Blue Ridge marketing activities.
- Complete and install priorities described in the Tourism Strategic Plan.

Technology/GIS:

- Establish an economic development hub that facilitates data downloads and provides applications relevant to development in the City of Salem.
- Manage and maintain Next Generation 911 data. This GIS-based software enhances response times for first responders.
- Enhance the tools available on the GIS Web Application to provide more advanced analytics for users of the platform.
- Engage with public and/or private programs that facilitate the extension of broadband infrastructure to underserved households across the City.

DRAFT



The Academy Street Condominiums have been redeveloped from the original Salem High School, exemplifying the benefits of adaptive reuse of historic structures.



The Roanoke River provides the City and the Region with a special recreational, environmental, and economic development asset.

REGIONAL COLLABORATION TO EXPAND OPPORTUNITY

Goal:

Expand our opportunities for success by increased collaboration with regional and state partnerships that best position Salem for success.



Context:

Salem has mostly succeeded on its own, without the need for heavy regional partnership. While emphasizing independence has been an effective strategy in years past, embracing a regional approach and partnering with neighboring localities to capitalize on Salem's individual strengths will help maximize its prosperity in the future. Moving forward, the City should consider ways to expand its position within the Mid-Atlantic and Appalachian Mountain region by evaluating its assets and leveraging those advantages into efficient investment within the larger regional ecosystem. Cooperation and coordination with localities that possess alternate strengths can ultimately amplify the social, environmental, and economic benefits to all.

Strategies & Actions:

1. **Promote and participate in regional greenway and trail expansion projects as a highly marketable regional asset.**
2. **Participate in regional economic development activities to promote the region, while maintaining Salem's unique roles and advantages.**
3. **Be an active participant in expanding the connectivity and quality of transportation choices.**
4. **Collaborate on consistency with basic development standards to protect natural landscape, waterways, sense of place, character.**
5. **Consider approaches to housing affordability that help satisfy regional challenges and situate Salem in a position to leverage available land, market demands, and infrastructure capacity.**



Salem is a hub for sports and sports tourism, hosting many national and regional events - earning it the title of "Championship City".



The Appalachian Mountains provide an amenity shared by tourists and residents alike, creating a draw for people to live and visit.

DRAFT



DRAFT

FROM PLAN TO ACTION

Prioritized Actions to meet the goals of the Plan, including responsibilities, time frame, and investment.



DRAFT



ACTION PLAN PLAYBOOK

IMPLEMENTATION AND INVESTMENT

Salem 2045 conveys a vision, goals, strategies and actions derived through a collaborative "community based" planning process to ensure Salem maintains and promotes its high quality of life, its unique landscape and access to nature, its historic and culture, its aesthetics and expanded economic opportunities.

To realize this vision, implementation should be viewed as a shared opportunity and commitment for the City's departments, leadership, private sector interests, and citizens to hold each other accountable to act on the comprehensive plan and provide the capital investment, human capacity, collaboration and shared commitment that is needed for the City to manage its growth toward an even more viable and sustainable future.

Each of the strategies and actions included in this document has been determined to be important to accomplish if the City wants to achieve its aspirations and visions. In that sense, this comprehensive plan is a living document that needs to be worked with regularly. It describes actions to be taken by local government to implement policies that meet the requirements of Virginia State code regarding Comprehensive Planning.

The first steps include prioritizing the most critical items and creating work plans, identifying responsibilities, identifying partnerships, determining the time frame for completion, and establishing funding. It is also helpful to consider actions in terms of when they will be initiated. Typically short-term activities initiate from just after adoption to up to three years, mid-term activities begin three to 10 years after the plan's adoption, and long-term activities that extend beyond ten years and may overlap into the next Comprehensive Plan Update.

Finally, the comprehensive plan should be a reference tool referred to often and regularly and should be the impetus for the ongoing decisions and focus of the City's internal interactions and interactions with its citizens.

FUNDING PRIORITY INVESTMENTS

Salem, Virginia, like other local governments, generates revenue through a combination of taxes, fees, and other financial mechanisms.

1. Property Taxes

Real Estate Taxes: One of the largest sources of revenue, where homeowners and businesses pay taxes based on the assessed value of their property.

Personal Property Taxes: Levied on personal property like vehicles, trailers, and other assets. The rate is set by the city and is applied to the assessed value of these items.

2. Sales and Use Taxes

The city receives a portion of the sales tax collected on retail sales. In Virginia, the statewide sales tax is 5.3%, with a portion distributed to local governments, including Salem.

3. Business and Occupation Taxes

Business License Taxes: Local businesses pay a fee or tax based on their type of operation and revenue generated.

Meals Taxes: Salem applies a meals tax on restaurant food and beverages, which is a significant revenue source, especially in cities with a tourism or dining industry.

4. Utility Taxes

Salem collects taxes from utilities, including electricity, natural gas, telephone, and cable services, either as a percentage of the service bill or a flat fee.

5. Lodging (Hotel) Taxes

A tax is levied on hotel and motel stays within Salem. This tax can be significant in areas with a tourism or business travel industry.

6. State and Federal Aid

Salem receives funds from both the Commonwealth of Virginia and the federal government. These funds often come in the form of grants or revenue sharing for public services like education, transportation, and public safety.

7. Licenses, Permits, and Fees

The city charges fees for various services, permits (e.g., building permits), and licenses. These are required for certain types of commercial and residential activities.

8. Fines and Penalties

Revenue is also generated through fines, such as parking tickets, traffic violations, and penalties for non-compliance with local laws.

9. Enterprise Funds

Some city services, like electric, water and wastewater treatment, operate as enterprise funds. Residents and businesses pay fees for

using these services, which are then used to maintain and upgrade the systems.

10. Investment Income

Salem may invest idle funds in various financial instruments, and the interest earned from these investments can provide a source of revenue.

11. Special Assessments

For specific projects, such as infrastructure improvements in certain areas, the city may levy special assessments on property owners who benefit directly from these improvements.

OPTIONS / ACTIONS TO ACCOMMODATE GROWTH & DELIVERY OF SERVICES:

1. Consider the use of development agreements, tax increment financing, and similar instruments to finance necessary infrastructure improvements that accommodate acceptable growth while limiting the financial impact on the City.

2. Seek innovative and creative funding sources (federal and state) to support investment in needed infrastructure.

3. Collaboratively work with property owners and interested developers within key growth areas to develop plans for public/private partnerships for investing in infrastructure to facilitate development.

4. Annually review, revise, and adopt a capital improvement plan as part of the City's budget to ensure that both municipal infrastructure and major departmental equipment needs are identified, planned for, and funded each fiscal year.

5. Utilize regular, recurring sources of funding to finance anticipated infrastructure maintenance and capital investment needs.

6. Prepare regular assessments of municipal infrastructure to utilize in adjusting the capital improvement plan.

7. Seek partnerships with community groups, educational institutions, governmental agencies and commercial ventures to leverage the planned investments by outside groups to support the City's infrastructure needs, such as recreational facilities.

8. Provide funding support at a level that is requisite with the departments' needs for continuing to provide high quality and efficient services to the City.

9. Actively participate in regional planning and financing initiatives to ensure that regionally-funded projects reflect the needs of Salem.

CONNECTED NEIGHBORHOODS THROUGH PARKS AND GREENWAYS

ACTION

Create a long term, holistic strategy to develop or refurbish city parks, especially in areas that are currently lacking facilities, to increase equity and improve the balance between active parks and less programmed parks

INVESTMENT

HIGH

TIMING

LONG TERM

TEAMS

PARKS AND RECREATION DEPARTMENT

ACTION

Pursue the completion of the Roanoke Greenway, the Mason Creek Greenway, and other opportunities such as Dry Branch that extend the greenways into the city's neighborhoods and to Downtown.

INVESTMENT

HIGH

TIMING

NEAR -MID TERM

TEAMS

COMMUNITY DEVELOPMENT - ENGINEERING

ACTION

Create a plan to expand bikeways (bike lanes, bike ways, or sharrows) and sidewalks that create additional connections between existing and proposed parks, open spaces and greenways.

INVESTMENT

LOW (FOR THE PLAN)

TIMING

NEAR TERM

TEAMS

COMMUNITY DEVELOPMENT - ENGINEERING / PLANNING & ZONING

Safe, Multi-Modal Corridors That Support Mobility and Identity

ACTION	ACTION	ACTION
Coordinate priorities and design standards with RVARC and VDOT to discuss how Salem can work towards creating "Complete Streets" within the City.	Create and coordinate the development of a Bike and Pedestrian Plan to expand those elements within the City to connect community assets with neighborhoods.	Create a city-wide signage and wayfinding plan that articulates and brands greenway connective elements, street names, districts, directions, locations for key city elements.
INVESTMENT	**INVESTMENT**	**INVESTMENT**
LOW	MED	MED
TIMING	**TIMING**	**TIMING**
NEAR TERM	NEAR TERM	MID TERM
TEAMS	**TEAMS**	**TEAMS**
COMMUNITY DEVELOPMENT - ENGINEERING / PLANNING AND ZONING	COMMUNITY DEVELOPMENT - ENGINEERING / PLANNING AND ZONING	COMMUNITY DEVELOPMENT - ENGINEERING / PLANNING AND ZONING & COMMUNICATIONS

VIBRANT REDEVELOPMENT DISTRICTS FOR GROWTH AND INNOVATION

ACTION	ACTION	ACTION
Investigate methods to attract and expedite industrial development in targeted zones.	Enhance the awareness of parking availability in the Downtown District through physical improvements (signage, colored markings, etc.) and by promoting other educational platforms (website, GIS application,	Create a Small Area Redevelopment Plan for the East Main District to include extensions of streetscape improvements, and a mix of uses that include lodging, higher density residential, commercial, and retail nodes adjacent to the Greenway.
INVESTMENT	**INVESTMENT**	**INVESTMENT**
LOW	MED	MED
TIMING	**TIMING**	**TIMING**
NEAR - LONGTERM	NEAR TERM	MID TERM
TEAMS	**TEAMS**	**TEAMS**
ECONOMIC DEVELOPMENT	COMMUNITY DEVELOPMENT, COMMUNICATIONS & STREETS	COMMUNITY DEVELOPMENT - PLANNING AND ZONING

DIVERSE HOUSING FOR ALL STAGES OF LIFE

ACTION

Consider and implement strategies to retain character of both designated and eligible historic neighborhoods.

INVESTMENT

LOW-MED

TIMING

NEAR TERM

TEAMS

COMMUNITY DEVELOPMENT - PLANING AND ZONING

ACTION

Consider innovative strategies to better assist with housing affordability.

INVESTMENT

LOW

TIMING

NEAR TERM

TEAMS

COMMUNITY DEVELOPMENT - PLANING AND ZONING

ACTION

Review current Zoning Code to determine its appropriateness for achieving its vision related to pursuing housing diversity and affordability.

INVESTMENT

MED

TIMING

MIDTERM

TEAMS

COMMUNITY DEVELOPMENT - PLANING AND ZONING

OUTSTANDING COMMUNITY SERVICES AND INFRASTRUCTURE

ACTION	INVESTMENT	TIMING	TEAMS
Identify transportation needs and anticipate areas of development/ redevelopment with the intent to pursue/ install corresponding projects that will improve capacity, connectivity, and level of service for pedestrian, active, and vehicular traffic.	MED	LONG TERM	COMMUNITY DEVELOPMENT - ENGINEERING
Develop and install an Access Management Plan to better guide the location, spacing, and design of entrances, street intersections, median openings, and traffic signals.	MED	MID TERM	COMMUNITY DEVELOPMENT - ENGINEERING
As previously utilized railways become less utilized and even abandoned, pursue Rails to Trails projects that help reimagine public spaces that create desirable, safe methods of alternative transportation and outdoor experiences.	MED	LONG TERM	COMMUNITY DEVELOPMENT - PLANING AND ZONING

OUTSTANDING COMMUNITY SERVICES AND INFRASTRUCTURE

ACTION	INVESTMENT	TIMING	TEAMS
Create a comprehensive list of stormwater management projects to be explored, prioritized, designed, pursued, and funded.	LOW	NEAR TERM	COMMUNITY DEVELOPMENT - ENGINEERING
Conduct a city-wide analysis of the storm system to develop a prioritized list of problem areas to address.	MED	MID TERM	COMMUNITY DEVELOPMENT - ENGINEERING
Initiate the formulation of a new zoning, subdivision, and sign ordinance designed to accomplish the goals set forth in this plan, notably those related to housing diversity/ affordability, and business attraction/ retention.	HIGH	NEAR TERM	COMMUNITY DEVELOPMENT - ENGINEERING / PLANING AND ZONING

OUTSTANDING COMMUNITY SERVICES AND INFRASTRUCTURE

ACTION

Where physically and financially feasible, proactively relocate problematic overhead utility lines underground to reduce system vulnerability.

INVESTMENT

HIGH

TIMING

LONG TERM

TEAMS

ELECTRIC DEPARTMENT

ACTION

Conduct a feasibility study to identify avenues to attract and situate additional hotel/ meeting space within the City.

INVESTMENT

LOW

TIMING

NEAR TERM

TEAMS

ECONOMIC DEVELOPMENT, TOURISM, PLANNING AND ZONING

ACTION

Enhance the tools available on the GIS Web Application to provide more advanced analytics for users of the platform.

INVESTMENT

LOW

TIMING

NEAR TERM

TEAMS

COMMUNITY DEVELOPMENT - GIS

REGIONAL COLLABORATION TO EXPAND OPPORTUNITY

ACTION

Promote and participate in regional greenway and trail expansion projects as a highly marketable regional asset.

INVESTMENT

MED

TIMING

NEAR TERM

TEAMS

ECONOMIC DEVELOPMENT

ACTION

Participate in regional economic development activities to promote the region, while maintaining Salem's unique roles and advantages.

INVESTMENT

LOW

TIMING

NEAR TERM

TEAMS

ECONOMIC DEVELOPMENT

ACTION

Be an active participant in expanding the connectivity and quality of transportation choices.

INVESTMENT

LOW

TIMING

NEAR TERM

TEAMS

COMMUNITY DEVELOPMENT - ENGINEERING

DRAFT



SALEM VA

DRAFT



FUTURE LAND USES

Salem's Future Land Use Plan as well as concepts for how East Bottom can be planned and redeveloped.

DRAFT



FUTURE LAND USE PLAN

GOAL

Create a Future Land Use Plan to serve as a strategic guide for managing Salem's growth and land use patterns over the next 20 years to accomplish Salem's Vision and Goals for housing, economic development, demographic diversity, affordability, and environmental stewardship.

PURPOSE

A Future Land Use Plan is a key component of a Comprehensive Plan and provides a framework for zoning, infrastructure planning, and decision-making. It's purpose is to:

Guide Development:

It outlines where and how different types of development (residential, commercial, industrial, recreational, etc.) should occur to meet the community's needs and vision.

- District nodes
- Redevelopment focus areas / corridors

Promote Sustainable Growth:

The plan ensures that growth is balanced with environmental conservation, infrastructure capacity, historic resources, community resources, and fostering sustainability.

Facilitate Zoning Decisions:

It informs zoning ordinances and decisions, ensuring that land use regulations align with long-term goals.

- Mixed use residential
- Mixed use commercial
- Mixed use industrial

Protect Natural Resources and Open Spaces:

The plan identifies areas that should be preserved for environmental, recreational, or aesthetic purposes.

Coordinate Infrastructure and Services:

By predicting future growth patterns, the plan helps the city prepare for roads, schools, utilities, and other essential services.

Support Economic Development:

It designates areas for commercial and industrial use, creating opportunities for job growth and economic activity.

Preserve Community Character:

The plan reflects community values and priorities, helping to maintain the desired aesthetic, historical, or cultural characteristics.

Provide a Legal Framework for Decision-Making:

It serves as a foundation for defending land-use decisions against legal challenges by demonstrating a consistent and planned approach. In essence, a Future Land Use Plan is a roadmap to help a community grow wisely while preserving its unique identity and ensuring a high quality of life for residents.

FUTURE GENERALIZED LAND USE MAP

The Future Generalized Land Use Map serves as a general guide for the future development of the Salem community. Both public and private sector decision makers may use this map. Local planning commissions and elected officials can use this future land use map as one source of information when planning public facilities or evaluating land use requests. The map also may serve as a general guide for private investment, indicating the location and type of future desired development.

This map presents a generalized overview of desired land use locations within the city. The map is not intended to be parcel specific. As a generalized map, a mixture of land uses may be found in any designation. The specific location of future land uses will be determined by the zoning ordinance, and when required, the Planning Commission and City Council will review specific land use requests. Such review will consider the compatibility and benefits of the use and land use impacts of a specific use on the surrounding neighborhood and larger community.

EIGHT FUTURE LAND USE DESIGNATIONS DEFINE THIS MAP. THEY ARE:

Commercial Areas - Commercial areas generally designate the location of existing and desired future retail, service, and office

areas. Included are downtown, highway commercial, and neighborhood commercial areas.

Industrial Areas - Industrial areas are the location of a significant portion of Salem's industrial and employment base, and are used for a variety of manufacturing, processing, and storage activities.

Economic Development Areas – These areas have been designated as possible suitable locations for productive economic uses, and may include commercial, industrial and/or residential uses. Future development in these areas will be compatible with surrounding properties with respect to land use, density, access, and site design features.

Downtown Areas – These areas have been designated for possible suitable locations for downtown uses and character. The areas would provide commercial and mixed-use commercial/residential development.

Mixed-Use Transition Areas – These areas refer to places within the city that are intended to evolve, through future planning and zoning designations, into places that integrate multiple uses within a single building, property, or district. These areas typically combine residential, commercial, cultural, institutional, or industrial uses into walkable village-like patterns. Through thoughtful programming and design, mixed-use these areas aim to promote convenience, walkability, and efficiency by allowing diverse activities—such as living, working, shopping, and recreation—to coexist within a self-supportive village. They also support economic development and enhance demographic diversity.

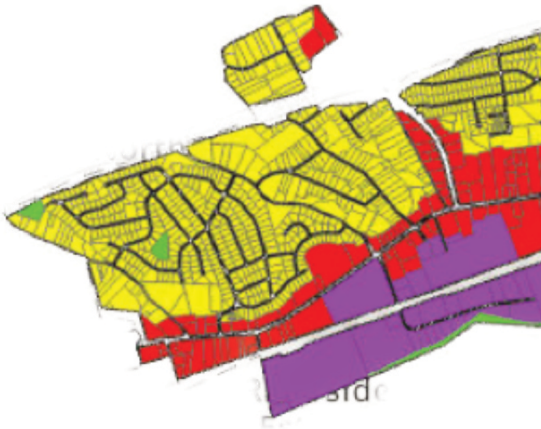
Institutional Areas - This category includes major publicly-owned property, and other major properties owned by tax exempt and charitable entities.

Residential Areas - Residential development is the predominant land use within this category. New residential development primarily will be located within these areas. The density and type of new residential development in these areas will be determined by zoning, and the adequacy of public facilities, access, and compatibility with surrounding land uses.

Public Parks and Recreation Areas – This category shows the location of existing and proposed public parks and recreation areas. It is inclusive of city-owned park land, proposed park land, and more active recreational facilities such as the Moyer and Salem Civic Center recreational complexes. Also included within this category are existing and proposed greenway corridors within the city of Salem.

FUTURE LAND USE PLAN MAP

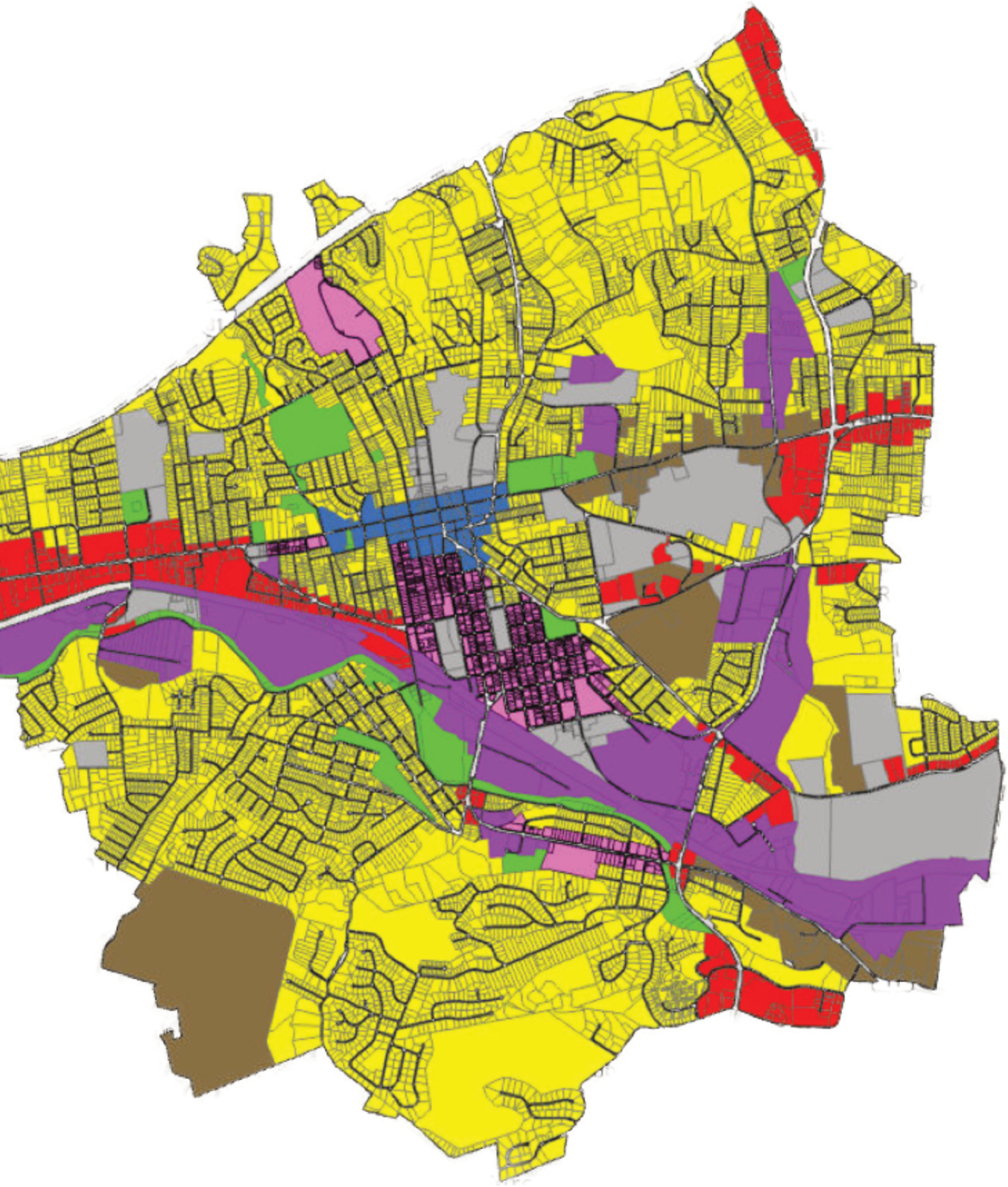
The Future Land Use Map anticipates the redevelopment of key areas, such as East Bottom, into Mixed Use, which will be accomplished with future zoning changes.



LEGEND

- COMMERCIAL
- DOWNTOWN
- ECONOMIC·DEVELOPMENT·AREA
- INDUSTRIAL
- INSTITUTIONAL
- PUBLIC·PARKS·AND·RECREATION
- RESIDENTIAL
- MIXED-USE·TRANSITION

DRAFT



DRAFT



The East Bottom neighborhood is experiencing change. With deliberate planning, the neighborhood can evolve into a place of unique character, diversity, and mix of uses.

EAST BOTTOM CONCEPT

GOAL

Create a community supported small area plan for the East Bottom of Salem that will allow new and existing land uses to coexist harmoniously, support economic development, contribute to tax base, provide a safe and friendly place to live, and promote the special history and qualities of the area.

VISION

East Bottom is a special place within Salem that expresses its uniqueness through diverse businesses and residents, committed to neighborliness, cooperation, and pride in a shared history, sense of community, and culture.

East Bottom is a safe place to raise a family with pedestrian-friendly, bikable streets and easily accessible parks for gathering and recreation. The Neighborhood's diverse housing stock provides residents with options for living in the community whether they be first time home buyers/renters, starting a family, or beginning their retirement. East Bottom is held together by its neighborliness and a strong commitment to cooperation and shared responsibility.

PROCESS

A charrette-based workshop was conducted over three days with the residents, land owners, and business owners of East Bottom. During the workshop, discussions were facilitated on topics like areas of concern, areas of improvement, utility services, code enforcement, vision, land use, street safety, and character. A vision statement, diagrammatic mapping, and strategies were created and shared back with the community for their input and acceptance. Following the workshop, plans and strategies were refined for inclusion in the Comprehensive Plan.

WHAT THE COMMUNITY SAID:

1. Issues with traffic safety, sight distance, traffic speeds, etc., along several streets, especially 8th Street, Florida, Tennessee, and Indiana Streets.
2. Property maintenance is a concern, and the city needs to enforce codes appropriately maintain its properties and streets to a higher standard.
3. Cars that are permanently parked along streets that are part of business operations.
4. Need for beautification such as landscaping and building upgrades.
5. Incomplete sidewalks and nonexistent sidewalks on many streets.
6. Businesses need to be protected so that they remain part of the district.
7. Loss of neighborliness, history, and character with new folks coming in. Need for young families and kids again.
8. Since it is low-lying land, the area is prone to flooding.

STRATEGIES AND ACTIONS

1. Design streets into "complete streets" that include sidewalks, street trees, safe crosswalks, regulatory signage, on-street parking, bulb-outs, bike lanes, and other methods to calm traffic and enhance multiple modes of travel.

- Work within the existing right of way and curb-to-curb dimensions as much as possible to reduce costs and impacts on property owners.
- Consider expanding rights of way, in cooperation with property owners, on key streets that serve mixed-use buildings and retail uses.

2. Create a bike and pedestrian connectivity plan to ensure safe routes to school, to district and city assets, to work, and parks from residences in the district.

- Target key north-south streets where the residential uses have driveway access and may not require on-street parking on both sides.
- Make sure that bike lanes and parking are painted clearly and defined by signage.

3. Promote and incentivize community gathering spaces such as community centers, parks, places to eat and socialize.

- Consider 8th Street as a vital corridor to house gathering spaces, retail, entertainment, and restaurants.
- Consider Indiana as a secondary corridor for mixed uses.

4. Explore grant funding opportunities for façade maintenance, block grants, redevelopment grants, etc., to support existing property owners who need assistance.

5. Revisit codes and pursue reasonable code enforcement to help clean up the area.

- Consider that the industrial areas have different maintenance factors than the residential areas and may require special consideration on how to apply codes.

6. Promote and incentivize diversity in housing and business types.

- Promote housing and amenities that will attract younger families to the area.
- Promote vertical mixing of housing with retail at the ground level.
- Incentivize the development of housing that meets affordability guidelines of less than 30% of total household income devoted to housing costs.
- Allow for accessory dwelling units, duplexes, triplexes, and townhomes within residential redevelopments.
- Continue to assist property owners with targeted recruitment of businesses.

7. Pursue zoning that fosters a natural and adaptable approach to land use and growth, ensuring a diverse yet compatible mix of land uses.

8. Consider adopting form-based codes, or hybrid form-based codes within the district to better integrate a mix of compatible uses along the same street.

- Consider the creation of simple design guidelines to define architectural image and character that would promote the district.
- Reduce setback requirements and allow buildings to be built closer to the street and lots to be developed more densely.
- Minimize off-street parking requirements and utilize on-street parking.
- Promote mixed-use vs single-use zoning in areas other than the industrial areas.

9. Create a unique signage and wayfinding design for East Bottom that includes gateway signage, decorative street regulatory signage, and location signage.

- Conduct a community-based design process.
- Utilize local artists and designers that are sensitive to the districts importance to the community.
- Integrate environmental design techniques into developing new infrastructure to include naturalizing stormwater management, tree planting that includes species variety, reducing large expanses of asphalt, native landscaping, and downward directed “full cut-off” street lights.

APPLICABILITY OF ZONING

Although the current city zoning for the study area includes a variety of uses, allowing one to live, dine, work, recreate, and conduct limited shopping, it does not allow for the vertical mixing of uses that promotes an active street environment, more efficient use of land, and the increasing land values and new business associated with higher density.

- RSF zoning does not allow for a mix of uses, such as retail or office. It also has significant setback requirements of 25 feet for front and rear yards and requires a special exception permit to allow any residential use beyond a single house on the lot. The zone also does not allow for accessory dwelling units to be built on the lot. This could potentially limit the ability of developers to build to a higher residential density, and limits mixed-use – both of which would benefit the Salem economy and enable potential lower home rents and prices.

- CBD zoning is more mixed-use friendly and would provide building relationships with the street that are advantageous.

- HBD zoning within the district may be out of scale with the intent of the vision in some instances. It wouldn't allow vertical mixing of uses, however, which provides efficient use of land and promote walkability.

- Industrial zoning works for the land zoned for it. Issues with industrial uses have more to do with code enforcement.

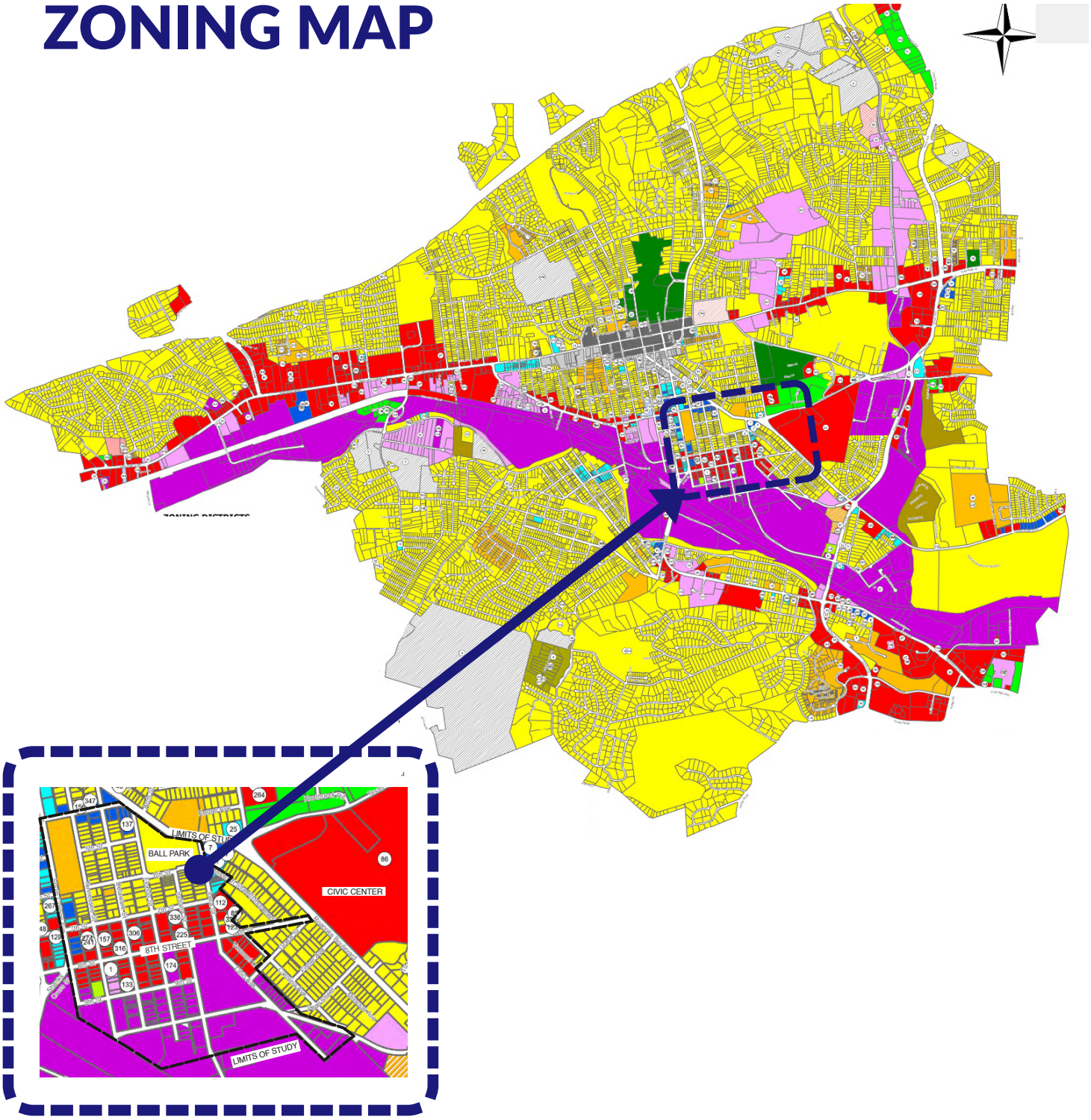
- Parking requirements by use are generally reasonable. However, it is not clear how parking requirements are offset by the on-street parking that exists within the district. Reducing parking requirements to adjust for on-street parking would reduce asphalt and allow more efficient use of property for development.

ZONING DISTRICTS



DRAFT

ZONING MAP



EXISTING CONDITIONS

East Bottom sits between 4th Street, Roanoke Boulevard, the Norfolk Southern Rail lines, and South College Avenue. 8th Street bisects the district and intersects with Roanoke Boulevard at the Civic Center and College Avenue. The land is generally low, sloping from North to South to the Roanoke River. Large portions of the land is within the 100-year flood plain.

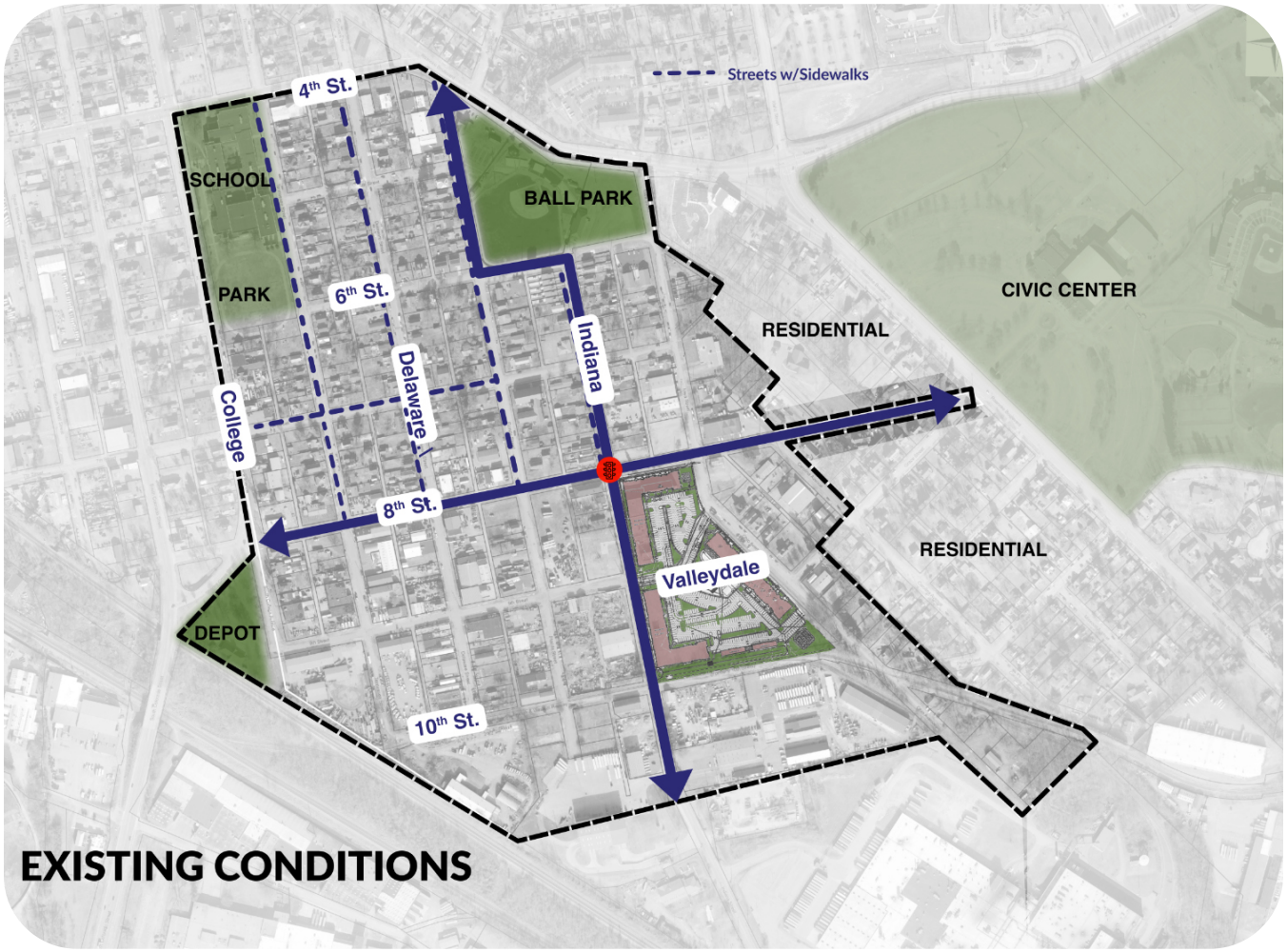
The northern portion of the district is primarily single-family residential. The southern portion is mostly industrial. There are areas of business commercial along 8th St. and 7th St. Kiwanis Park, located in the northeast corner of the district houses a baseball diamond with grandstands.

The Andrew Lewis Middle School sits in the Northwest corner of the area, and includes a shared city park space. A rail depot sits in the southeast corner of the area, currently being used as Total Action for Progress. A few restaurants exist within the study area.

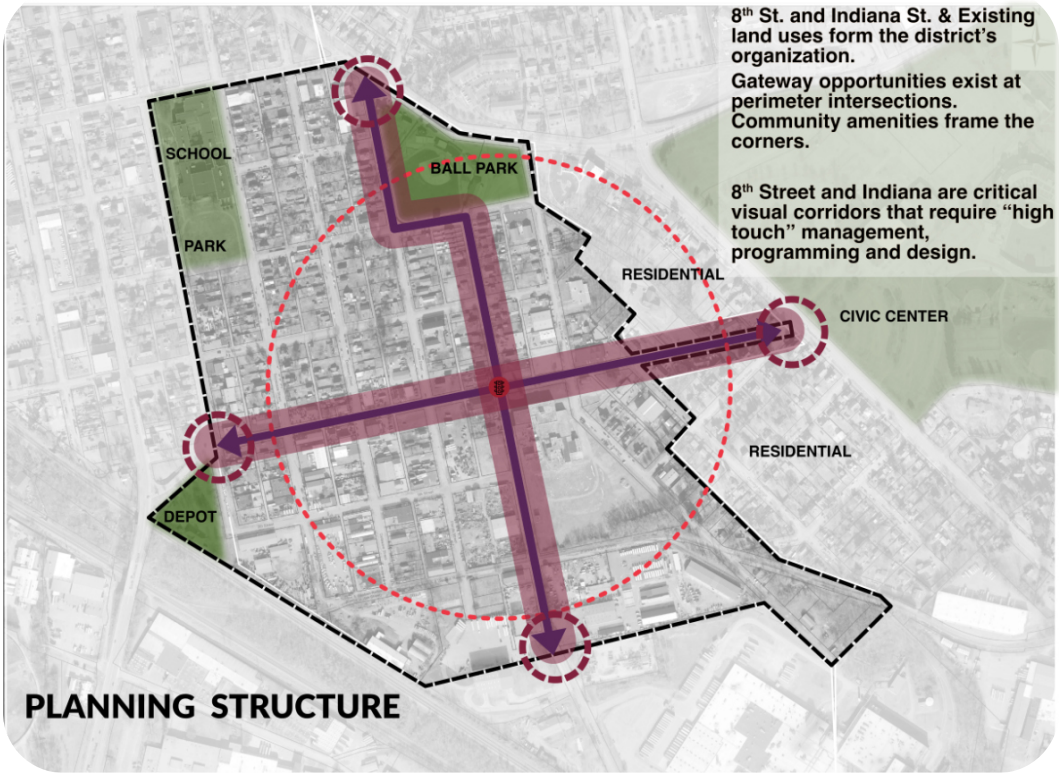
- The streets generally have a paved width of 40 feet and a Right of Way of 60 feet.
- Sidewalks exist on some of the streets, including portions of 6th, 7th, and 8th, and on portions of Florida, and Indiana.
- Space for on-street parking is provided on district streets. Many of the residences are also served by driveways, which leaves room within the paved are of the street for other uses, such as bike lanes.
- A traffic light exists at Indiana and 8th Streets.
- No streetscapes or street trees exist.
- Southwest corner is within floodplain and is prone to flooding.

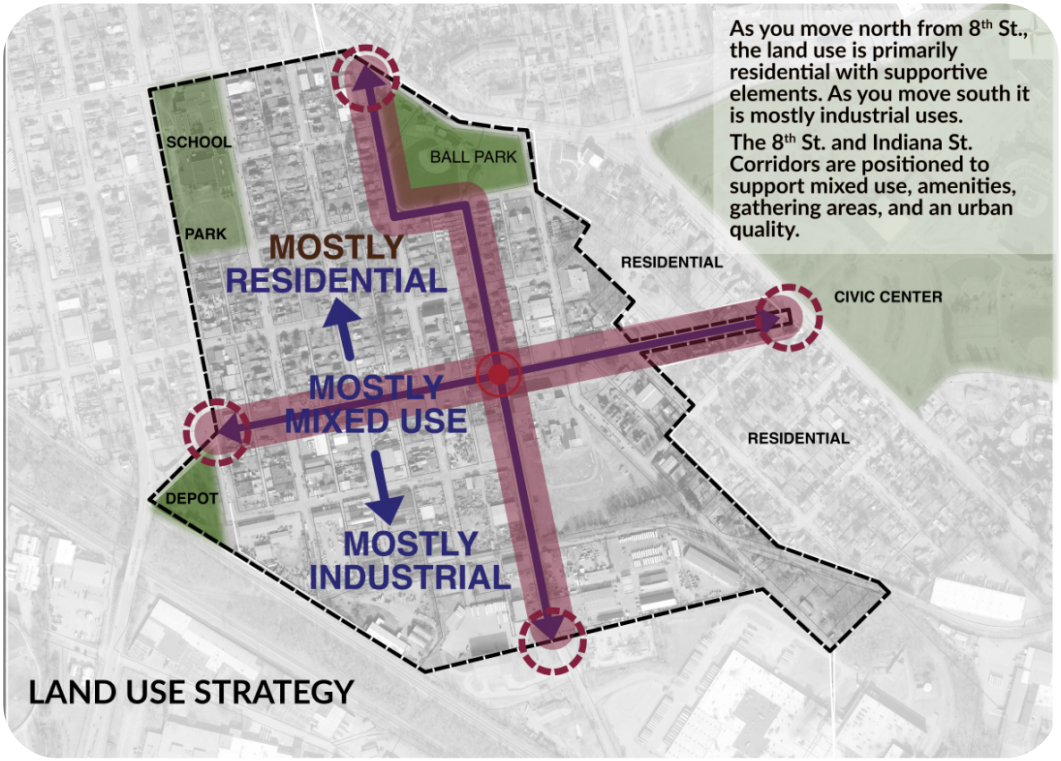


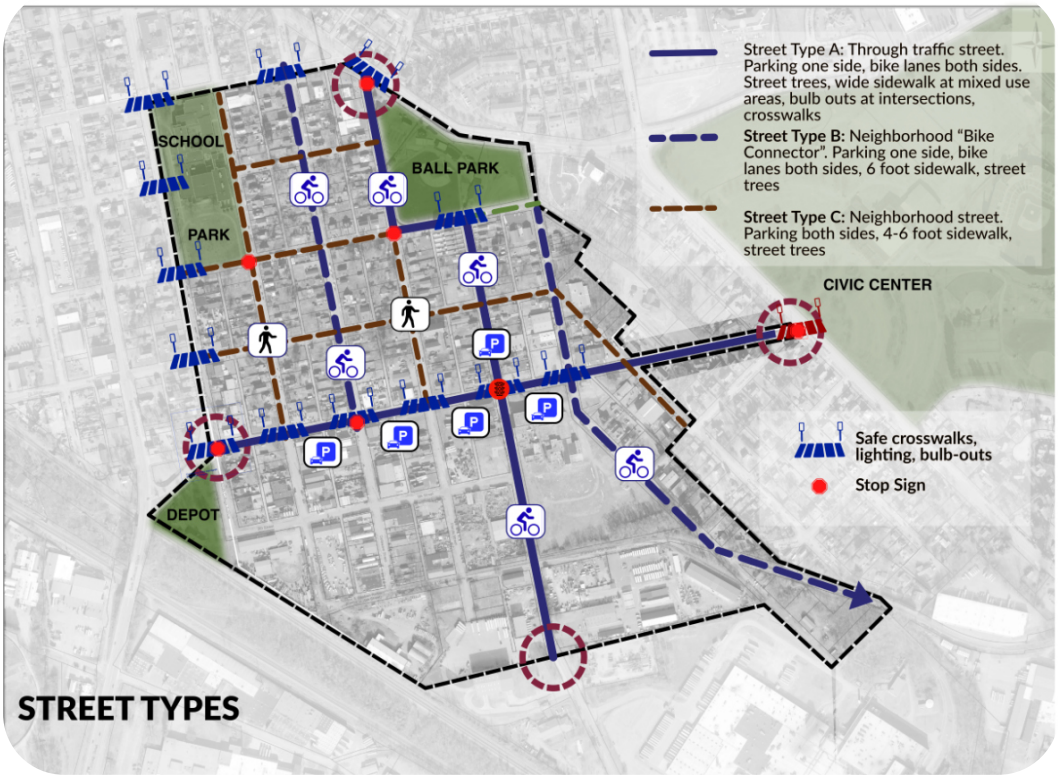
DRAFT



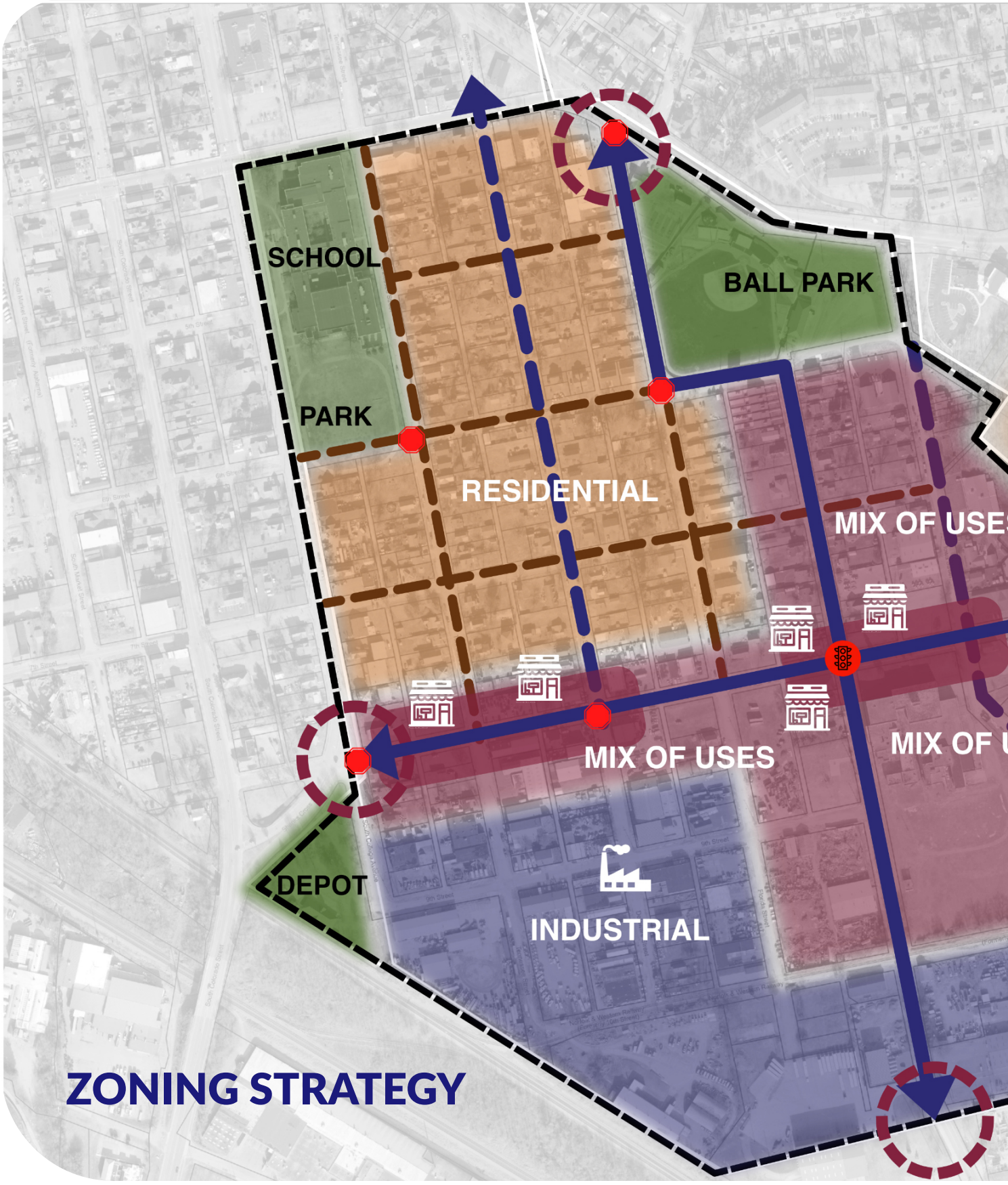
8th Street and Indiana Street form a cross axis through the district forming a set of key streets. Valleydale sits on this axis, as does the Civic Center.


8th St. and Indiana St. & Existing land uses form the district's organization.
Gateway opportunities exist at perimeter intersections. Community amenities frame the corners.
8th Street and Indiana are critical visual corridors that require "high touch" management, programming and design.
SCHOOL
BALL PARK
PARK
RESIDENTIAL
CIVIC CENTER
RESIDENTIAL
DEPOT
PLANNING STRUCTURE

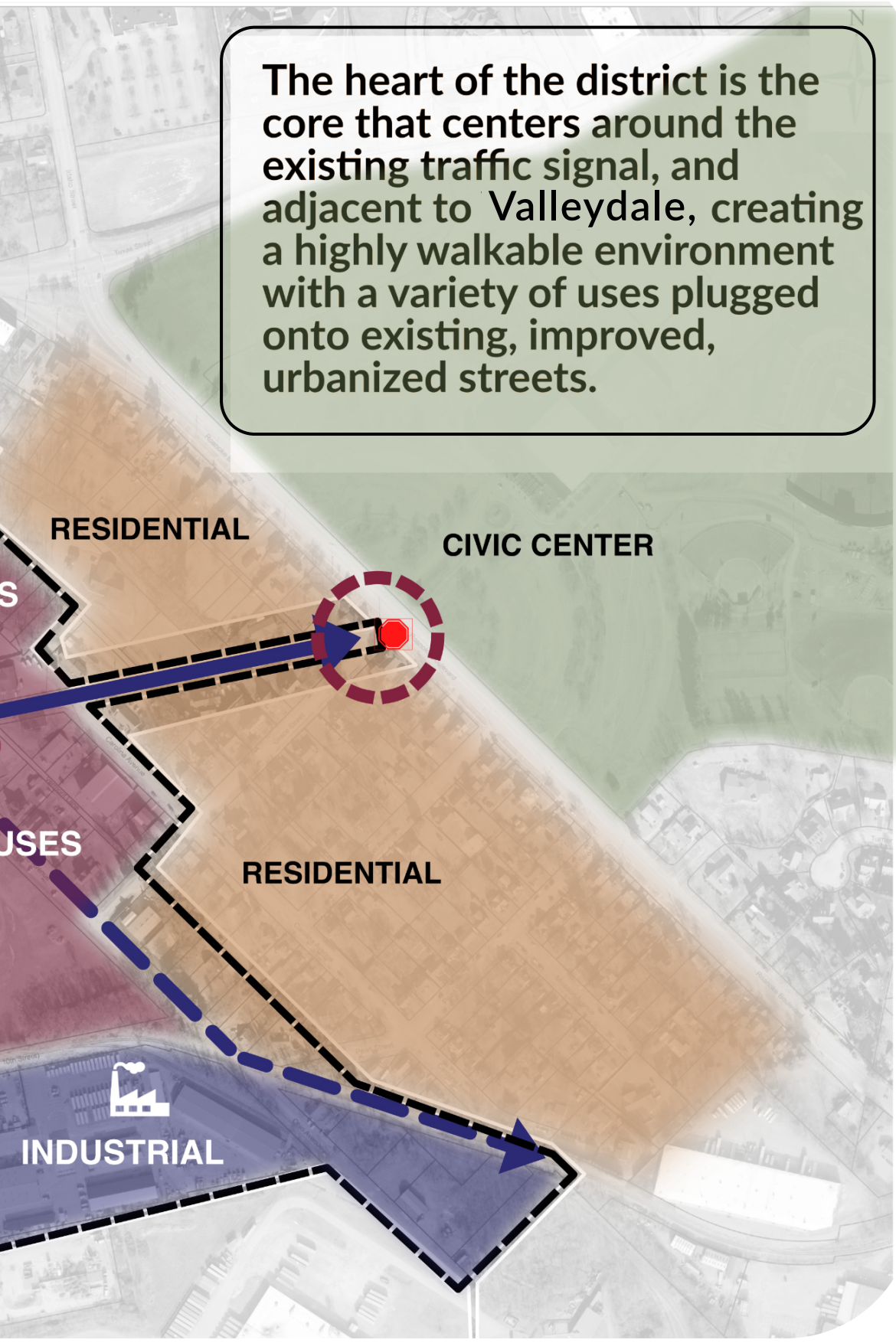

As you move north from 8th St., the land use is primarily residential with supportive elements. As you move south it is mostly industrial uses.
The 8th St. and Indiana St. Corridors are positioned to support mixed use, amenities, gathering areas, and an urban quality.
SCHOOL
BALL PARK
PARK
MOSTLY RESIDENTIAL
RESIDENTIAL
CIVIC CENTER
MOSTLY MIXED USE
RESIDENTIAL
DEPOT
MOSTLY INDUSTRIAL
LAND USE STRATEGY

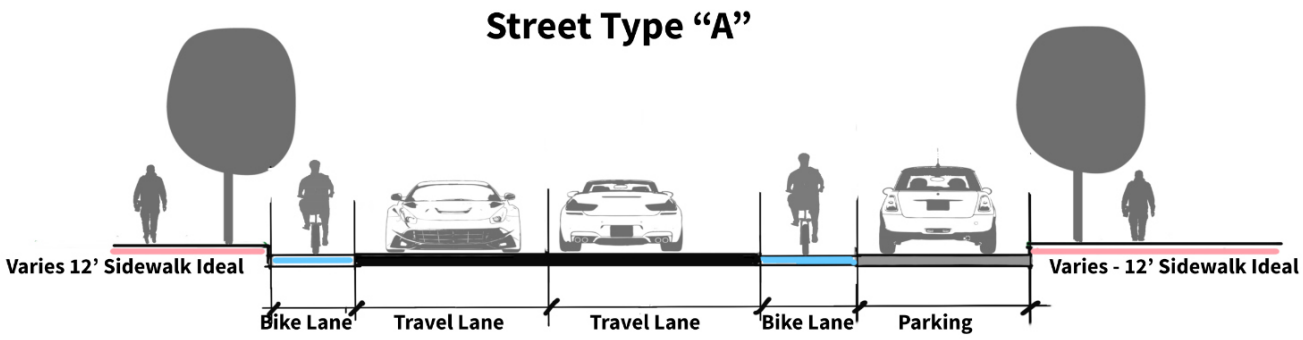

Street Type A: Through traffic street. Parking one side, bike lanes both sides. Street trees, wide sidewalk at mixed use areas, bulb outs at intersections, crosswalks
Street Type B: Neighborhood "Bike Connector". Parking one side, bike lanes both sides, 6 foot sidewalk, street trees
Street Type C: Neighborhood street. Parking both sides, 4-6 foot sidewalk, street trees
SCHOOL
BALL PARK
PARK
CIVIC CENTER
DEPOT
Safe crosswalks, lighting, bulb-outs
Stop Sign
STREET TYPES

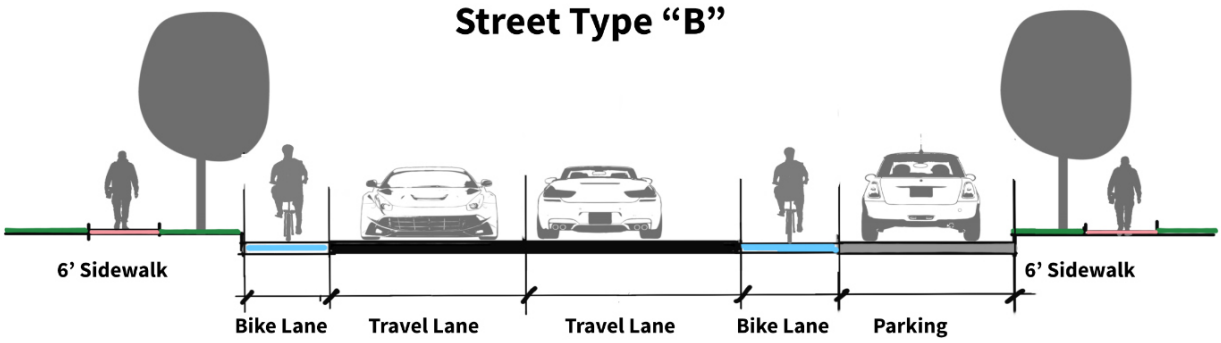

Different parts of the District can be handled differently as it relates to code enforcement. Less visible industrial areas may use modified codes that enable more flexibility.
SCHOOL
BALL PARK
PARK
RESIDENTIAL
CIVIC CENTER
RESIDENTIAL
DEPOT
Modified Code Enforcement
Modified Code Enforcement
CODE ENFORCEMENT

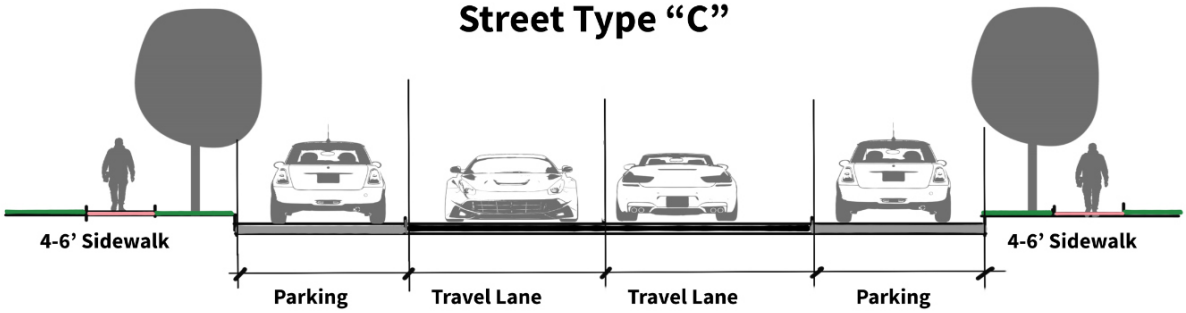


ZONING STRATEGY


The heart of the district is the core that centers around the existing traffic signal, and adjacent to Valleydale, creating a highly walkable environment with a variety of uses plugged onto existing, improved, urbanized streets.
RESIDENTIAL
CIVIC CENTER
USES
RESIDENTIAL
INDUSTRIAL







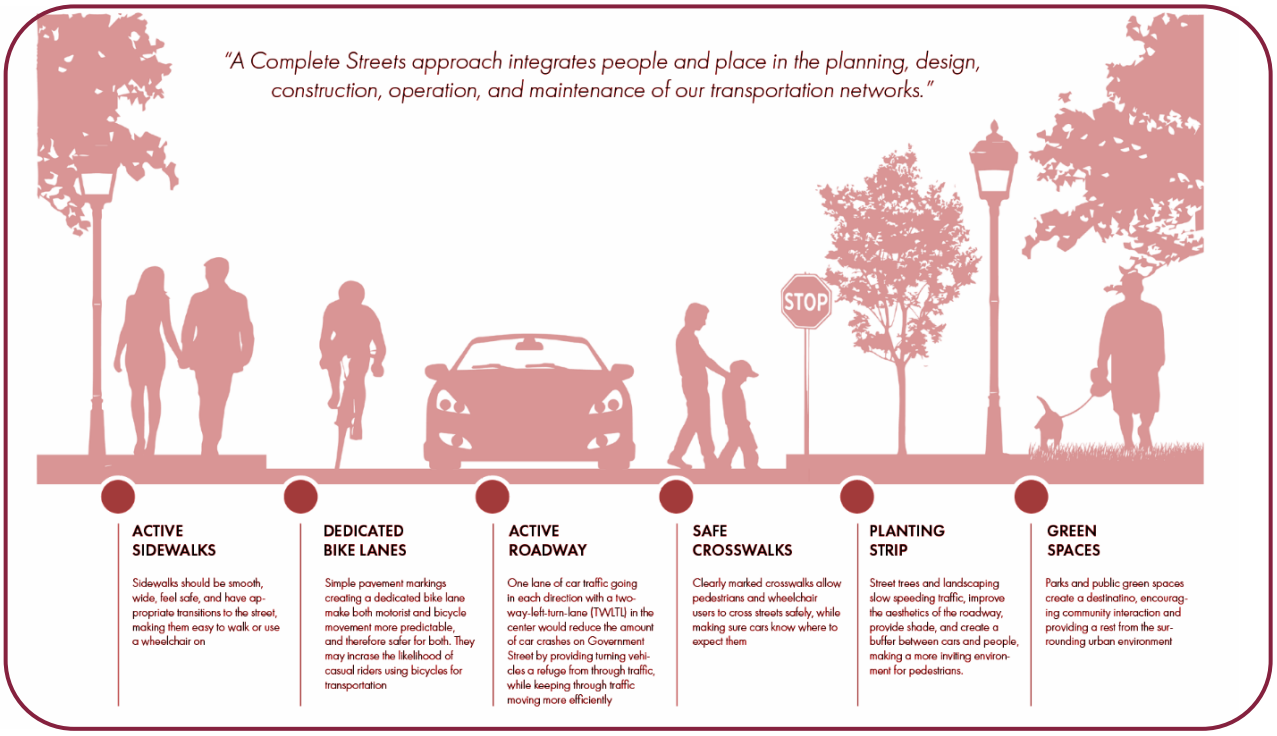
CONCEPT STREET SECTIONS

DEVELOPMENT PRINCIPLES

East Bottom will be redeveloped and maintained to a higher quality, while retaining its organic nature. Standards that will be incorporated into specific zoning codes and guidelines include:

- Development that reflects local culture, history, and community values, creating a unique identity and fostering pride among residents.
- Engaging the community stakeholders in the planning process to ensure developments meet the needs of current and future residents.
- Promoting local history, culture, and architectural styles to create a unique identity.
- A blend of residential, commercial, recreational, and cultural uses to reduce travel distances, enhance convenience, and stimulate economic diversity.
- Support the economy with small business opportunities and by supporting existing businesses within the district.
- Prioritize people over cars, with a focus on human-scaled architecture, landscaping, and streetscapes to improve social interaction, walkability, and community identity.
- Housing options to accommodate people of different income levels, ages, and family structures, fostering inclusivity and affordability in the community.
- Streamlining the planning process to provide clarity for developers, reduce costs, and encourage projects aligned with smart growth goals.
- Complete streets that include crosswalks, parking, sidewalks, street trees, lighting, and bike facilities where space allows.
- Streetscapes, signage, lighting, and architecture that creates a visually appealing and comfortable atmosphere, where buildings are oriented to the street and designed to a scale suitable for people.
- Retaining narrow travel lanes within the street grid, versus expanding streets that would encourage faster travel speeds.
- Buildings designed in harmony with the pedestrian environment that included compact buildings and developments, reduced setbacks and buildings that front the street and public realm.
- Preserving existing trees, and planting of new trees to expand the tree canopy along the street, within parking areas, and on the lot area of the development.

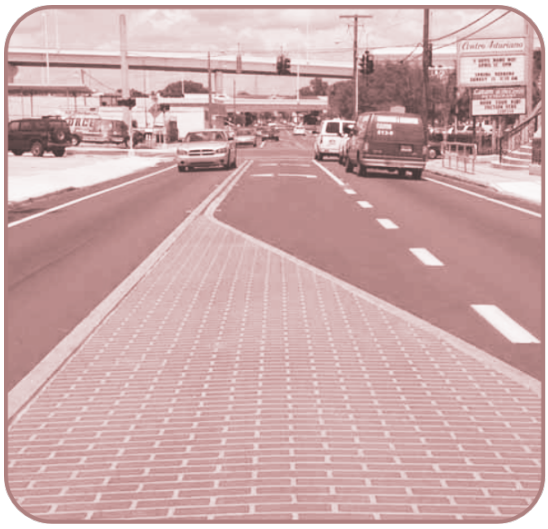
STREET / URBAN DESIGN CONCEPTS



Integrate design concepts for complete streets into redeveloped corridors.

Orient new buildings to the street and include a +/- 16 foot urbanized sidewalk to promote pedestrian friendliness.





Consider street paving in the center turn lanes on key streets to distinguish their purpose, create an attractive streets, and slow cars down.



Utilize curb extensions and "bulb-outs" within mixed use areas to create safer and shorter street crossings.



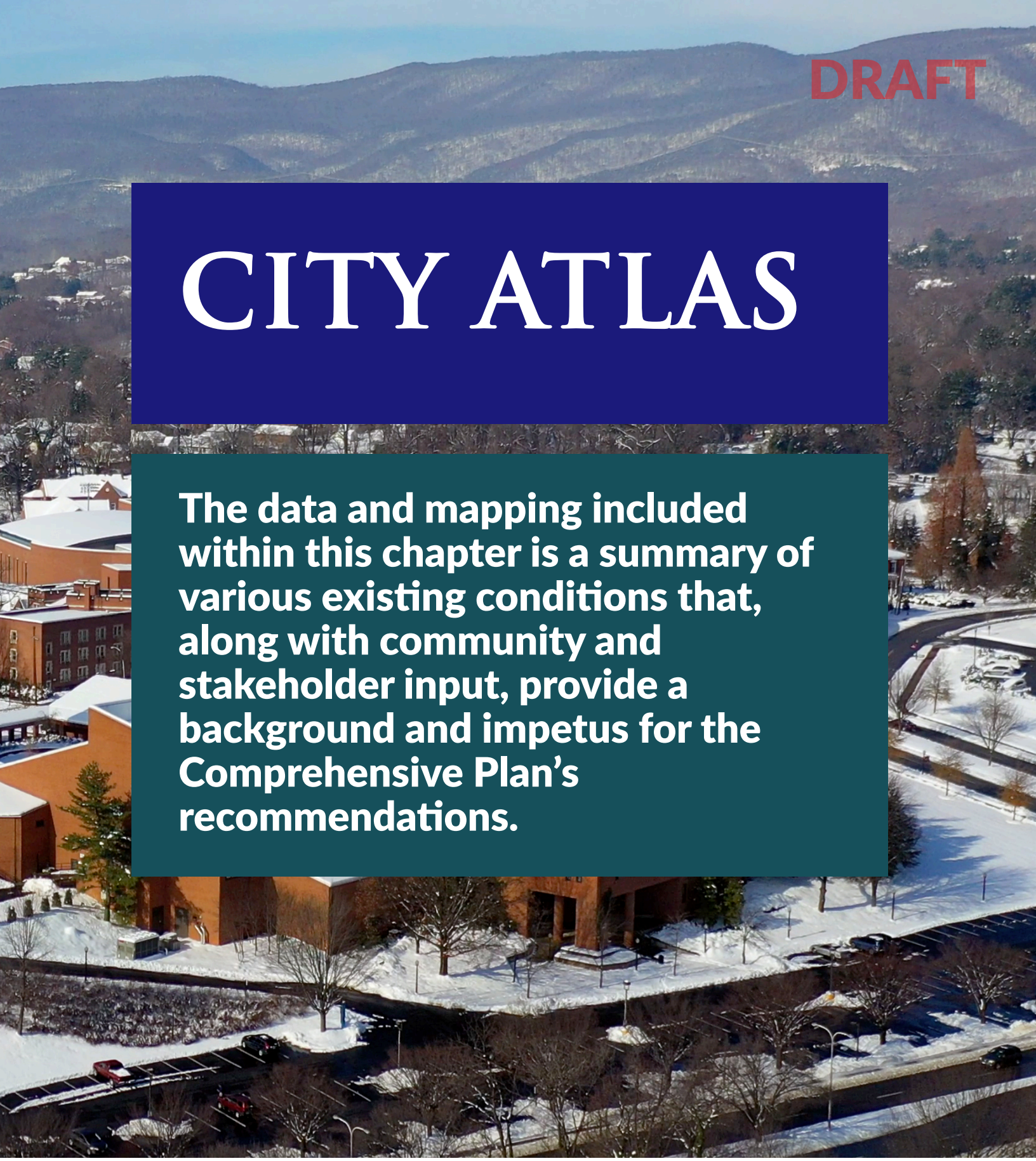
Utilize flashing pedestrian beacons at busy street crossings.



SALEM VA

125

DRAFT



CITY ATLAS

The data and mapping included within this chapter is a summary of various existing conditions that, along with community and stakeholder input, provide a background and impetus for the Comprehensive Plan's recommendations.

DRAFT

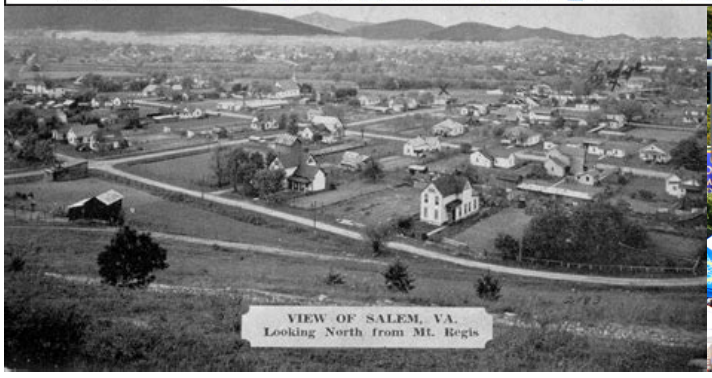







SALEM
Virginia
LEXINGTON
CHRISTIANSBURG
ROANOKE
Baymont Inn & Suites Salem Roanoke Area
Holiday Inn Express & Suites Salem
WOODSIDE PARK
Dry Creek
Berean Christian Academy
Olin Theater
Roanoke College
Salem Museum
Salem Golf Course
Hampton Inn Salem
Charlotte's Web Antique Mall
Salem High School
LAWNDALE HEIGHTS
Comfort Suites
WHITEFIELD
Sherwood Burial Park
Brugh's Inn of Salem
Salem General District Court
Roanoke River
Fort Lewis Christian Church
Trussmark Airport
Salem Civic Center
Salem Memorial Baseball Stadium
Calvary Church
Salem Antique Market
South Salem Elementary School
Mount Regis Center
Green Hill Park
Bethel Baptist Church
Salem Veterans Affairs Medical Center
WEST CLUB FOREST
Mowles Spring Park
Ridgewood Farms Shopping Center
Lewis Gale Medical Center
Hidden Valley Country Club
0 1 KM
0 1 Miles
Copyright © 2016 www.mapsofworld.com
(Created on 28th March, 2016)
Interstate Highway
Major Road
Other Road
Railway
Hotel
Theatre
Shopping Center
Educational Inst.
Hospital
Museum
Point of Interest
Religious Place
Airport
Vegetation
Waterbody


NO TURN ON RED
OLDE SALEM DAYS


VIEW OF SALEM, VA.
Looking North from Mt. Regis

DRAFT

HISTORY & CULTURE

Downtown Salem's history dates back to the early 1800s when fewer than 25 families lived along the Great Road, a vital route connecting Pennsylvania to southern states like Tennessee and Georgia.

James Simpson, a local land speculator, recognized the area's potential and developed a small town called Salem. Businesses like blacksmiths, stables, and general stores flourished along Main Street, supporting the growing community. The railroad eventually fulfilled the dream of connecting Salem to broader markets.

Salem became the county seat when Roanoke County was formed in 1838, and a red-brick courthouse opened in 1841, serving as a hub for social and business gatherings. The courthouse that replaced it in 1910 now serves as Roanoke College's Francis T. West Hall. Roanoke College itself was founded in 1847, originally established as Virginia Collegiate Institute before relocating to Salem. The college grew rapidly, attracting students from beyond the region and contributing to Salem's development as an educational and cultural center.

Further population growth led to the construction of the Carver School for Black students and Salem High School on Broad Street for white students. The school's destruction led to the prompt construction of Andrew Lewis High School, which was for white students until desegregation in 1966. The former high school on Broad Street is now City Hall. Carver is now an elementary school, and Andrew Lewis is now Salem's middle school. Today's Salem High School opened in 1977.

As the city evolved, interstate highways eclipsed railroad in the 1960s—the first stretch of I-81 opened in 1964. Passenger rail service was discontinued and the passenger station closed. By the 1980s, three exits tied Salem to I-81, which roughly followed the historic corridor of the Great Road and its Wilderness Road extension westward.

As it has in the past, Salem continues to support its community with a variety of quality of life programs:

1. **Community Events:**
   Year-round local events, festivals, and sports activities including: Olde Salem Days, Pumpkin Fest, the Lewis Gale

Salem Half Marathon, national and regional sporting events, The Salem Fair, and several concerts at the Salem Civic Center.

2. **Scenic Landscapes:**
   Nestled in the Roanoke Valley, Salem offers picturesque views of the Blue Ridge Mountains and abundant natural beauty that includes the Roanoke River. Parks and green spaces are well-maintained, providing residents with numerous outdoor recreational opportunities.

3. **Educational and Recreational Facilities:**
   - Salem's school system is highly regarded, contributing to a family-friendly environment. Educational facilities are well-respected and play a crucial role in community life.
   - Salem is known for its dedication to sports, with high-quality facilities like Moyer Sports Complex. for both youth and adult leagues. The Salem Civic Center is a hub for entertainment and sporting events.

4. **Safety and Services:**
   - The City is well-served by its police, fire, and rescue services, which are known for their responsiveness and community involvement. This contributes to a strong sense of security among residents.
   - Salem proudly boasts the nation's oldest all-volunteer rescue squad

Salem, Virginia, boasts historic districts, historic areas, and neighborhoods that reflect its rich architectural and cultural heritage:

1. North Broad Street Historic District
Designated as Salem's first residential historic district in 2018, the North Broad Street Historic District showcases the City's economic prosperity from the 1880s to around 1950. This area features substantial homes in various architectural styles, including the notable Evans House. Many side streets bear the names of influential residents from that era. Its proximity to Main Street and Downtown Salem meant early access to infrastructure improvements like paved streets and electricity.

2. Downtown Salem Historic District
The Downtown Salem Historic District encompasses approximately 34 contributing buildings and one site in the city's commercial core. The district includes mixed-use commercial buildings, churches, residences, a courthouse, a post office, a library, a park, and a Farmer's Market. Architectural styles such as Greek Revival, Italianate, and Queen Anne are represented. Noteworthy structures include the Stevens House ("Old Post House"), Kizer-Webber Building, Duval-Oakey House, and the former Salem High School.

DRAFT

Salem also boasts a variety of historic buildings and sites including:

1. Salem Presbyterian Church
- **Location:** 41 E. Main Street, Salem, VA
- **Built:** 1851
- **Architectural Style:** Greek Revival
- **Significance:** This church is one of the oldest in Salem and has played a significant role in the community's religious life.

2. Salem Museum and Historical Society
- **Location:** 801 E. Main Street, Salem, VA
- **Built:** 1845 (Williamson Road Building)
- **Significance:** Housed in the historic Williams-Brown House, this museum showcases the history of Salem and the surrounding areas.

3. Old Roanoke County Courthouse
- **Location:** 301 E. Main Street, Salem, VA
- **Built:** 1910
- **Architectural Style:** Beaux-Arts
- **Significance:** This courthouse served as the Roanoke County Courthouse until 1985 and is now used for various Roanoke College events.

4. Andrew Lewis School
- **Location:** 616 S. College Avenue, Salem, VA
- **Built:** 1939
- **Architectural Style:** Colonial Revival
- **Significance:** Named after the Revolutionary War hero Andrew Lewis, this building now serves as a middle school.

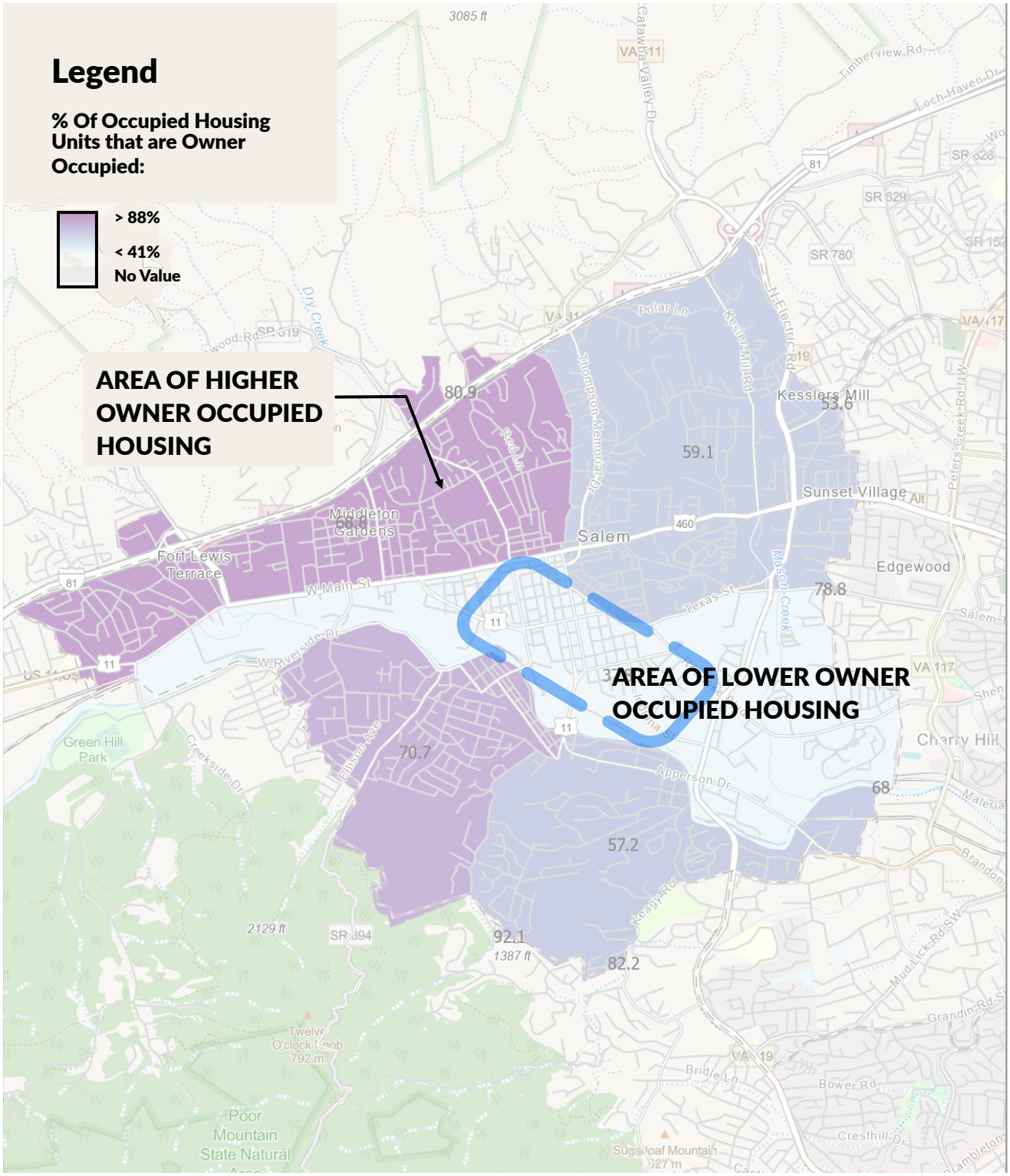
5. Salem High School (Old)
- **Location:** 114 N. Broad Street, Salem, VA
- **Built:** 1912
- **Significance:** The original high school building before the current Salem High School was constructed.

6. East Hill Cemetery
- **Location:** Main Street and Lynchburg Turnpike.
- **Built: 1869**
- **Significance:** Civil War burials, and includes the grave of Andrew Lewis.

7. East Hill North Cemetery
- **Beside the Salem Museum**
- **Built: 1868**
- **Significance:** Purchased to establish an African American burial ground.

8. GW Carver School
- **Location:** #6 Fourth Street
- **Built 1948**
- **Significance: F**rom 1940-1966 served African American students from grade 1-12.

9. Elizabeth College
- **Location:** bounded by Lynchburg Turnpike and Idaho Street, Salem, VA
- **Built:** 1915 (Rebuilt after fire in 1921)
- **Significance:** Originally a Lutheran women's college, the building now serves as part of Roanoke College.



MAP SHOWING GRADATION IN OCCUPIED HOUSING UNITS.
Various studies indicate that owner occupied housing contributes to stable neighborhoods, economic mobility, higher maintenance, and social cohesion, amongst other factors.

DEMOGRAPHIC TRENDS

Since 2000, Salem has experienced only modest population growth of approximately 3%, according to U.S. census reports.

Population Trends

According to City Data, which pulls information from United States Census Report, Salem's population grew by approximately 3.1% between 2000 and 2022, reaching 25,523 residents in 2022. In 2023 the population was recorded at 25,477, and in 2024, the estimated population reached 25,665, indicating a 1.03% increase since the 2020 census.

The City saw its most significant annual population increase between 2004 and 2005, with an addition of 306 people (a 1.25% year-on-year increase). Conversely, according to Neilsburg Research, the largest annual decrease occurred between 2009 and 2010, with a decline of 659 people (a 2.58% year-on-year decrease).

Overall, Salem's population growth has been relatively slow compared to other similarly sized cities in Virginia and the United States. The City's demographic challenges, particularly its aging population and available land, play a crucial role in shaping its population trends.

Household Data

As of the latest available census data, Salem, Virginia, exhibits the following household demographics:

Number of Households

Total households: 11,096.
Average household size: 2.51 persons.

Median Household Income

The median household income in Salem has shown variation over recent years:

- 2023: $66,716.
- 2022: $68,402.
- 2021: $66,472.
- 2020: $63,411.
- 2019: $57,165

(2023 ACS data).

DRAFT

Poverty Rate
As of the most recent data, the poverty rate in Salem, Virginia, stands at approximately 10.9%. This figure is lower than both the national average of 12.4% and the rate in the Roanoke, VA Metro Area, which is 12.2%. This indicates that Salem has a relatively lower percentage of individuals living below the poverty line compared to these broader regions.

Social Vulnerability

The Social Vulnerability Index provided by the CDC assembles composite data into 15 variables defined by the U.S. Census. The index was developed to assist in disaster planning, and when utilized, it can positively impact a community's resiliency.

Socioeconomic Status: Includes poverty levels, unemployment rates, income, and education levels.

Household Composition & Disability: Considers age (e.g., children and elderly), disability status, and single-parent households.

Minority Status & Language: Looks at racial and ethnic minority populations and English proficiency.

Housing Type & Transportation: Analyzes crowded housing, group quarters, vehicle access, and housing costs.

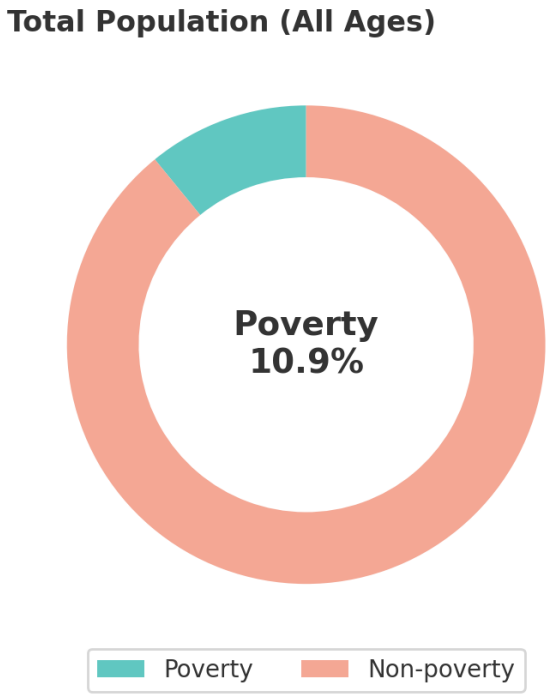
Salem's Overall SVI Score: 0.3248

Possible scores range from 0 (lowest vulnerability) to 1 (highest vulnerability).

A score of 0.3248 indicates a low to medium level of vulnerability.

Sources include: vpap.org, and datavirginia.gov

Poverty in Salem, Virginia, as of 2023.
Approximately 10.9% of the population lives below the poverty line, while 89.1% lives above it.



Age Demographics

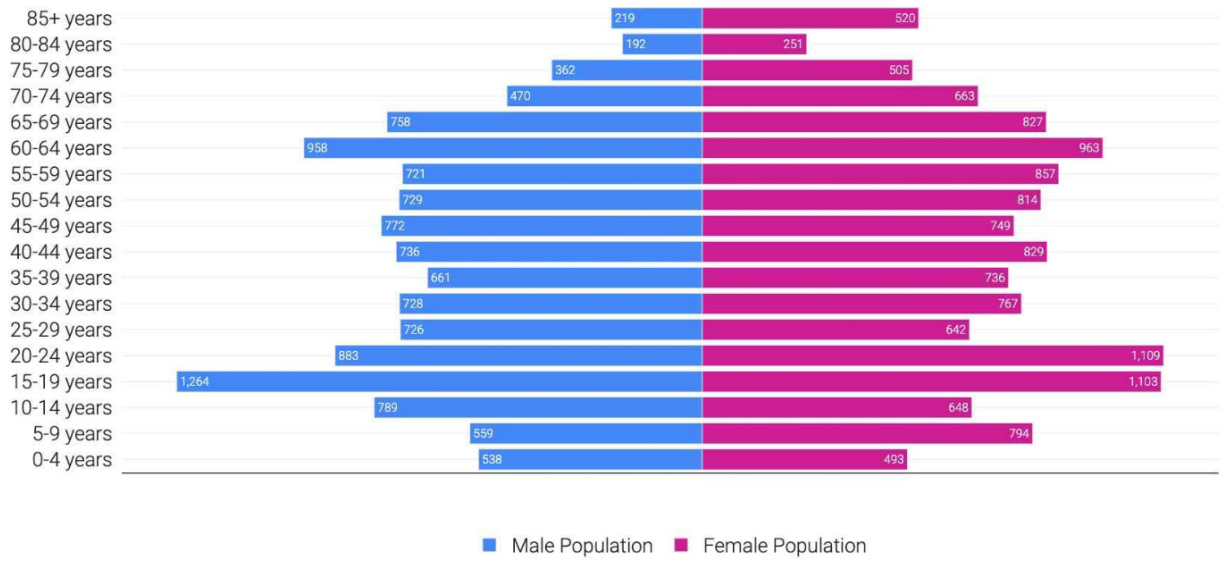
Salem's age demographics suggest a moderately aging population. Key indicators include:

- **Median Age:** The median age in Salem is approximately 40.3 years, slightly higher than Virginia's median age of 38.8 years
- **Age Distribution:** Approximately 19.32% of Salem's population is aged 65 and over, which is higher than the national average of 16.8%.
- **Between 2000 and 2020, Salem, Virginia's median age increased from 39 to 40.3 years,** indicating a slight aging trend over the two decades.

These figures indicate that a significant portion of Salem's population comprises seniors, **with nearly 20% of residents being 65 or older. By contrast, the average within Roanoke City is 18%, the USA is 17% and urban areas are typically 15%.** These statistics indicate that Salem has higher proportion of older residents compared to state and national averages, suggesting a slightly aging population, while a balanced age distribution in the range of 15% is often considered beneficial for a City's economic and social vitality. **This aging trend includes counting the student population of Roanoke College, which contributes approximately 1,800 student aged people, which skews the data toward a younger population estimate than is actual.**

Sources: datausa.org, odphp.health.gov

SALEM POPULATION PYRAMID



Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

Employment

Salem has generally maintained a favorable employment record compared to the state average. Like the rest of the state and nation, however, Salem's employment has been affected by recessions and the Covid 19 pandemic. Notably, during the COVID-19 pandemic, Salem experienced a significant spike in unemployment, reaching 10.6% in April 2020. Prior to the pandemic, in October 1999, the City recorded its lowest unemployment rate at 1.2%.

The average unemployment rate in Salem, Virginia, for the year 2024 was approximately 2.96%. This figure is based on monthly data sourced from the U.S. Bureau of Labor Statistics via the Federal Reserve Bank of St. Louis. Over the same year, Virginia's (statewide) was 2.9% and the United States (national) was 4.0% This rate indicates a strong local labor market, as it is below both the national average and Salem's long-term average unemployment rate of 3.78%.

Affordability / Cost of Living

According to C2ER (the Council for Community and Economic Research), the cost of living in Salem is estimated to be 92.8% of the national average making it an average US City in terms of affordability.

The median household income in Salem is $66,716, which is 17% less than that of the state. The median income for an individual is $35,584, which is 17% less than that of the state.

Sources: fred.stlouisfed.org, tradingeconomics.com

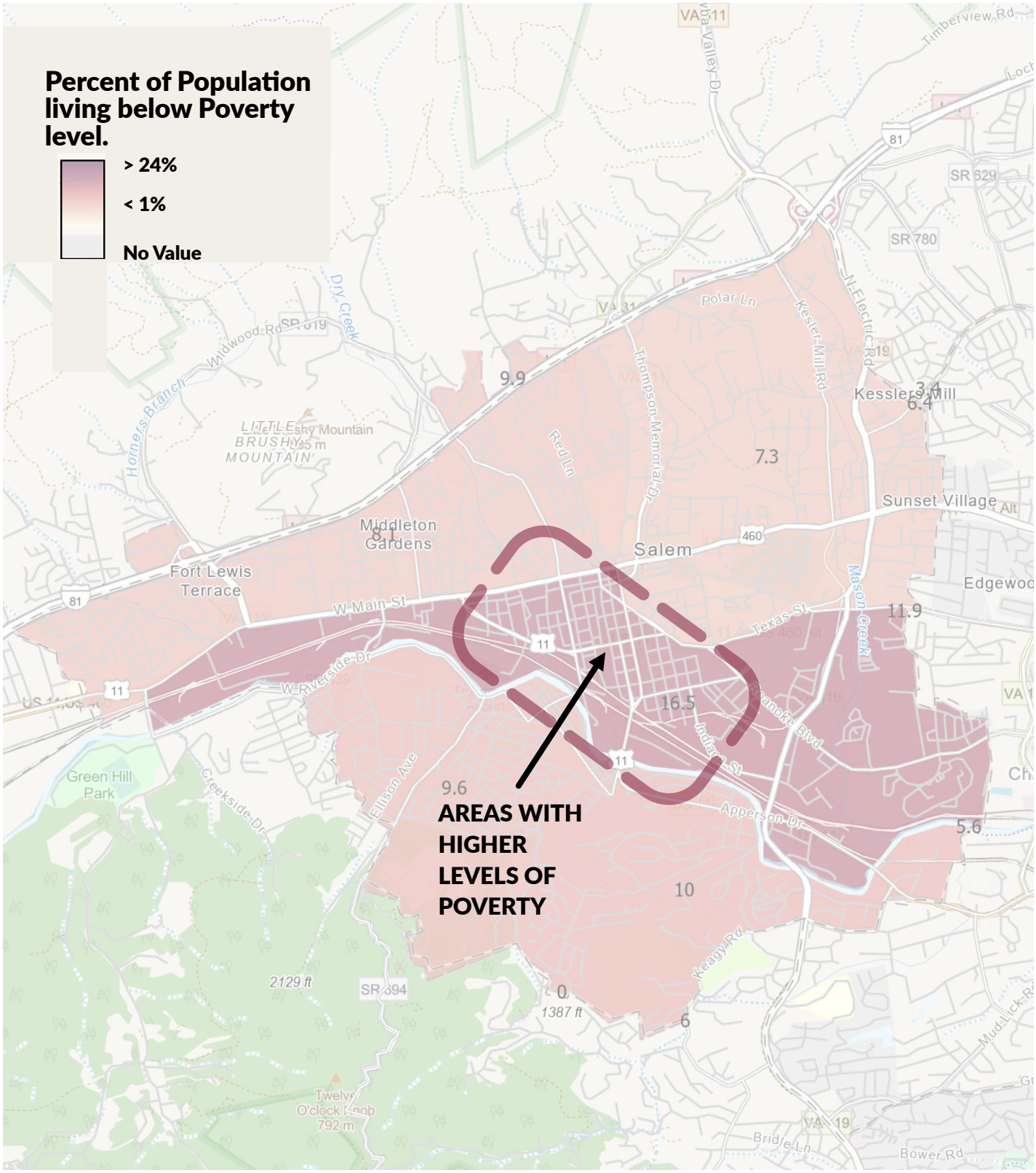
While the City's cost of living is lower than the national average, affordable housing is becoming a concern. A regional housing market analysis highlighted that lower-wage hourly positions exacerbate the need for affordable housing, indicating that many residents struggle to find housing within their financial means.

How much do I need to live in Salem, Virginia

(according to Best Places - bestplaces.net, which calculates cost of living and affordability for cities)

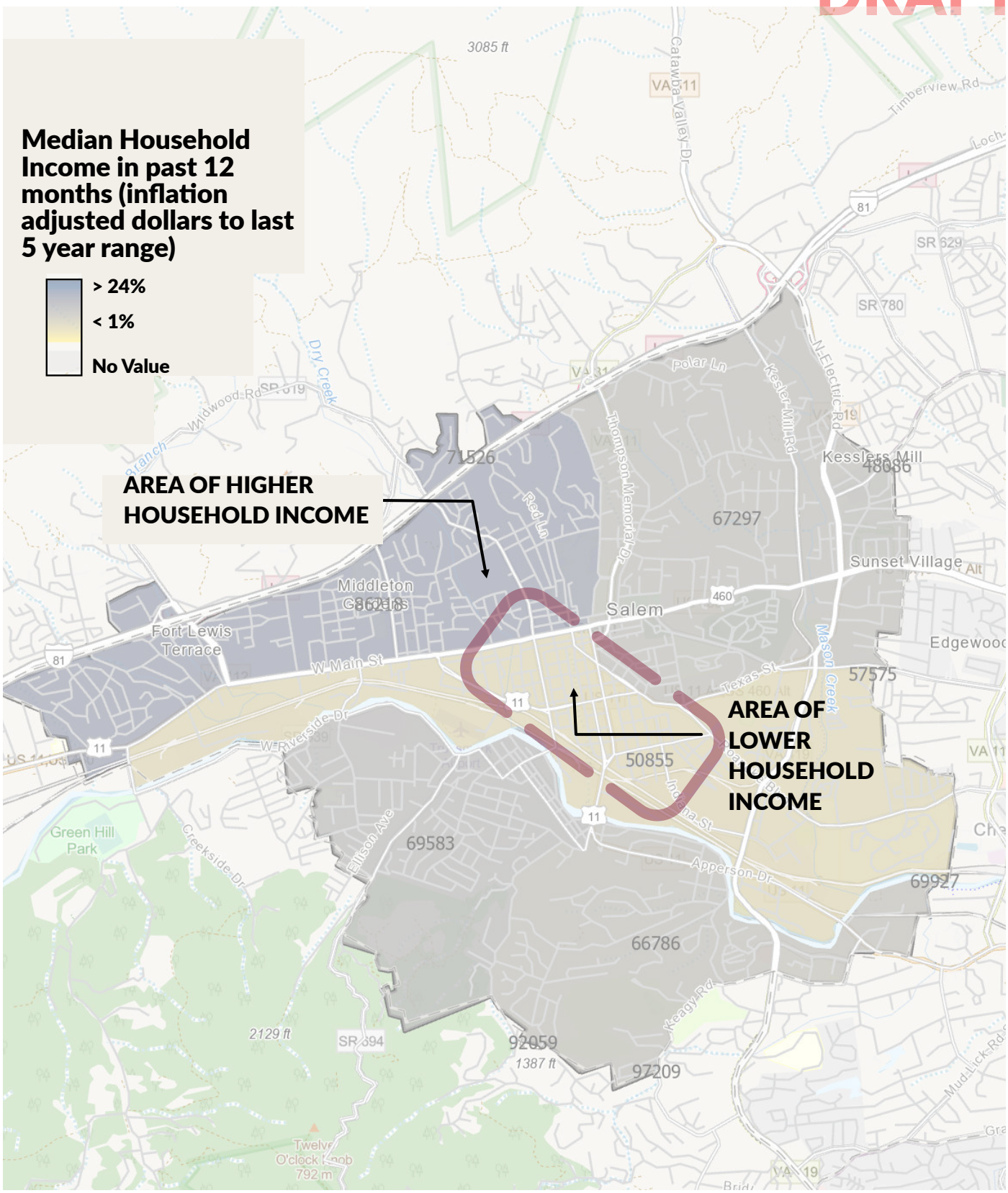
$4,170 / month
For a family, 22.8% less expensive than the national average - a total of $50,040 for the year for a family.

$2,967 / month
For a single person, 37.8% less expensive than the national average - a total of $35,600 for the year for a single person.



AREA OF CITY WITH HIGHER LEVELS OF POVERTY. As shown on other maps, this area of Salem has fewer owner occupied housing units than the rest of the City, which limits the ability to generate wealth and create upward economic movement.

DRAFT



MAP OF CITY SHOWING AREAS OF HIGHER AND LOWER HOUSEHOLD INCOMES

Areas of lower household incomes could indicate areas that need assistance

HOUSING & AFFORDABILITY

While Salem remains relatively affordable, it is not immune to the broader housing affordability challenges seen across Virginia and the U.S. Rising construction costs, limited land availability and land cost, permitting hurdles, and a shortage of subsidized housing options make it increasingly difficult to provide affordable homes for middle- and lower-income groups. Salem's home prices and rents are beginning to outpace wages and wage growth, while aging housing, the slow process of new development, and an older population staying in place further impact the housing market.

Homeownership and Rental Market

- **Homeownership:** Approximately 63% of homes in Salem are owner-occupied.
- **Rental Market:** Renters make up about 37% of the population. The rental market includes a range of options from single-family homes to apartments. Rental vacancy rates are relatively low at around 5.4%.

Rental Prices

Rental prices in Salem range widely based on the size and type of the unit:

- Studio: ~$1086 - $1,659
- One-bedroom: ~ $1,058 - $1,133
- Two-bedroom: ~ $1,237 - $1,368
- Three-bedroom: ~$1,434 - $1,798

Median Home Price in Salem, VA:

As of March 2025, the median "sold" home price in Salem, Virginia, was $306,550, reflecting a 5.2% increase from the previous year. Additionally, the average home value in Salem was reported at $292,525, up 5.0% year-over-year.

Income Needed to Afford a Median-Priced Home in Salem:

A common affordability metric suggests that housing expenses should not exceed 30% of a household's gross monthly income.

Assuming a 20% down payment and a 30-year fixed mortgage at an interest rate of 4%, the estimated annual household income required to afford a $282,000 home is approximately $65,000, which fits with the median income level of the City. **However, availability of a down payment, and costs for mortgages, for other items like cars, furnishings, groceries, etc have also been getting more expensive, which adds to the challenges for buying a home.**

DRAFT

ECONOMIC RESOURCES

Salem, Virginia, has a diverse economy with various income and job sectors. Key sectors include:

1. **Healthcare and Social Assistance**: This sector is a major employer in Salem, with facilities like the **LewisGale Medical Center** providing numerous jobs.
2. **Education**: Salem is home to several educational institutions, including **Roanoke College and Salem City Schools,** which contributes significantly to employment in the area.
3. **Manufacturing**: There are several manufacturing companies, such as **Yokohama Tire and Integer,** in and around Salem, offering jobs in production, engineering, and related fields.
4. **Retail**: Retail businesses are prominent and include Walmart, Lowes, and Kroger, providing a range of job opportunities from sales to management positions. There are also many small businesses that add diversity.
5. **Public Administration**: Local government and public services also play a crucial role in the job market in Salem.
6. **Accommodation and Food Services**: This sector includes jobs in hotels, restaurants, and other food service establishments.
7. **Professional and Technical Services**: This sector includes various professional jobs, such as legal, accounting, engineering, and consulting services with companies such as **CMIT Solutions.**

As of December 2024, Salem's unemployment rate stood at 2.5%, a decrease from 2.9% in December 2023.

Economic Development

Economic development in Salem, Virginia is managed through dedicated departments and authorities that collaborate to promote business growth, attract new industries, and enhance the overall economic landscape of the region.

- **Department of Economic Development:** Salem's Economic Development office is situated in City Hall at 114 N Broad Street. This department focuses on supporting local businesses, attracting new enterprises, and fostering a

conducive environment for economic growth.

- **Economic Development Authority (EDA):** Established in 2017, the EDA comprises seven members who work closely with the Department of Economic Development. The authority is empowered to acquire, lease, and manage properties to promote industrial and commercial development within the City. Meetings are held monthly at City Hall.

Salem is a member of the Roanoke Valley-Alleghany Regional Commission, which fosters regional cooperation and provides support in areas like transportation planning, environmental planning, and economic development.

MAJOR EMPLOYERS

VA Medical Center: 2,000 - 2,499
Lewis-Gale Hospital: 1,000 - 1,499
Yokohama Industries: 500 - 999
Lewis-Gale Physicians: 500 - 999
City of Salem Schools: 500 - 999

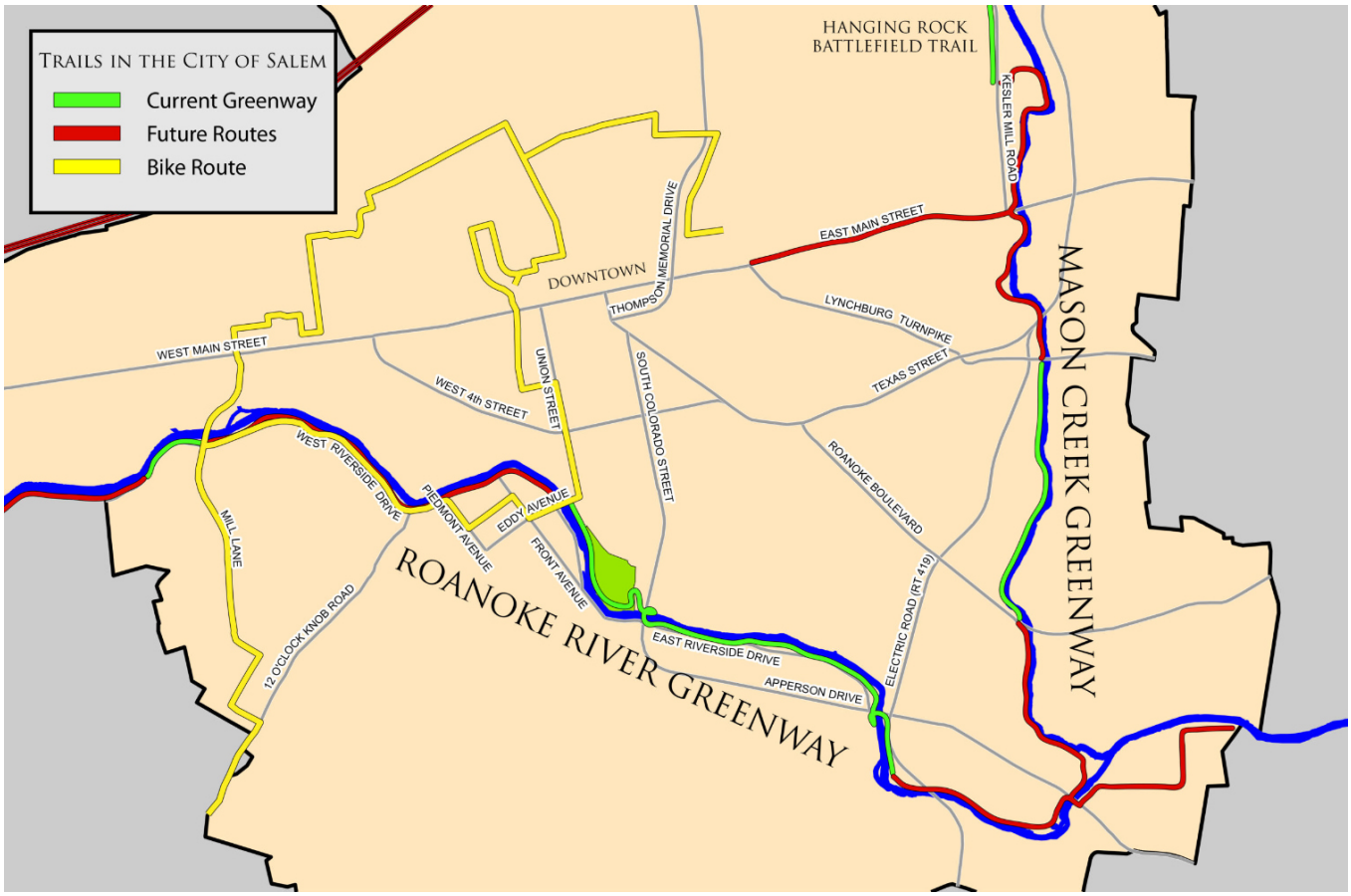
POTENTIAL CHALLENGES:

Like many communities, Salem faces several economic challenges that impact its growth and stability. Here are some key issues:

1. **Dependence on Healthcare and Manufacturing**
2. **Aging population and talent leaving for other locations**
3. **Retail and small business struggles**
4. **Revenue and budget constraints**
5. **Competition from Roanoke and nearby areas**
6. **Limited housing diversity**
7. **Growing housing affordability issues**
8. **Workforce development and workforce fit with new industries**
9. **Limited community desire to accommodate growth of housing and population**
10. **Limited land upon which to accommodate growth**

Sources included articles from cardinalnews.com, pubs.ext.vt.edu

DRAFT



SALEM TRAILS AND GREENWAYS

The Roanoke River Greenway and the Mason Creek Greenway are major investments and assets for Salem to capitalize on.

TRANSPORTATION

Salem's long-range transportation plan is part of a broader regional effort coordinated by the Roanoke Valley Alleghany Regional Commission (RVARC).

The RVARC handles transportation planning for the region, including Salem, and develops various plans and studies to address transportation needs.

The statewide transportation plan, VTrans, also influences Salem's planning. VTrans outlines Virginia's long-term transportation vision, focusing on improving safety, accessibility, and mobility while supporting economic growth.

Connectivity

Salem is organized on an urban grid system of streets, which provides high levels of connectivity for cars, bikes, and walkers. A bike network plan has been discussed to create bike lanes and shared streets to link community assets. Sidewalks exist on many streets but do not represent a complete system.

Several major roadways pass through Salem, creating issues for pedestrian crossings, cycle safety, and traffic congestion. Additionally, Salem's major roadways carry burdens when I-81 is closed or limited. Salem generally experiences moderate traffic congestion, especially during peak hours. Key areas of congestion typically include:

1. **Main Thoroughfares**: West Main Street, East Main Street, and Electric Road (Route 419) often see higher traffic volumes.
2. **Interstate Access**: The intersections near I-81, particularly exits 137 and 140, can be congested during rush hours.
3. **Commercial Areas**: Areas around the Salem Civic Center, Roanoke College, and large retail centers may experience congestion, particularly during events or weekends.

WALK SCORE

Walk Scores are provided by walkscore.com. These scores summarize the walkability and public transit options. Salem's walk score varies across the City, with downtown being very walkable at a score of 83, but an overall average of 27, which means it is a car dependent city.

MAJOR STREETS

East Main Street

East Main Street connects Salem with Roanoke City It is an important gateway into the City. As such it must accommodate not only automotive traffic, but the safe and efficient use by transit, cyclists, and pedestrians, along the entire corridor within the City.

A long stretch of the roadway as it leaves downtown, from Thompson Memorial Drive to Brand Avenue, has been improved with streetscape elements, bus stops, decorative lighting, bike lanes, and sidewalks.

Development along the corridor includes Longwood Park, Oakey Field Complex, automobile dealerships, and smaller commercial users. Topography confines the corridor, making expansive changes to land use difficult. A wide continuous center turn lane does provide an opportunity for select interventions aimed at improving the character and safety of the roadway, such as median pockets for landscape and pedestrian refuge.

From Brand Avenue to Parkdale Drive, East Main Street narrows in cross section to two wide lanes that service smaller commercial users of various types. No sidewalks, bike lanes, or streetscape elements exist on this portion of the roadway. A few potential redevelopment sites are located along the roadway, including one adjacent to the Sherwood Memorial Park.

From Parkdale Drive to Electric Road, the roadway widens back to included a continuous center turn lane, servicing large commercial users such as automobile dealerships. Streetscape elements such as bike/ped infrastructure and gateway landscape plantings, are absent.

From Electric Road to East City limits, two travel lanes each direction at 12 feet each, with a continuous intermittent turn median. A non-contiguous sidewalk exists along the edge of the roadway on both sides. Walkers are not buffered from moving cars. Crosswalks occur at several major intersections but not all of them.

Current ADT: The highest ADT is between Kessler Mill Road and Electric Road at 13,000 ADT.

West Main Street

West Main Street, west of Downtown serves as the gateway into Salem from the west. The street section consists of two 2 lanes of travel in each direction and a continuous center turn lane with similar dimensions.

West Main Street functions as a relief route for drivers during congestion events on I-81. It is most traveled during early morning and late afternoon.

The width of the corridor ROW in places makes it difficult to consider continuous and adequate bike and pedestrian infrastructure. Sidewalks do exist, but are narrow and located directly along the roadway. Additionally, utility poles run alongside the road, making it difficult to widen sidewalks. Crosswalks are infrequent, which makes crossing the road safely a challenge.

West Main Street has limited near term redevelopment potential along most of its corridor. Larger commercial sites as well as pad retail and food sites dominate development between 4th Street and Diuguids Lane. Further to the west to the City Boundary the corridor becomes more rural in character.

Current ADT: The highest ADT is between Wildwood Road and 4th Street at 23,000 ADT.

See Revisioning West Main Street: Creating a Multimodal Corridor in Salem, Virginia, April 2024, School of Public and International Affairs, Virginia Tech.

Apperson Drive / Lee Highway / Colorado Street (Apperson Corridor)

The Apperson Corridor stretches from East City Limits to Colorado Street. It is a wide roadway with a continuous center turn lane that serves as a gateway into the City from the southeast, traveling through commercial and residential areas.

The Corridor currently does not include pedestrian and bicycle infrastructure, however the current ADT suggests all or portions of it could be redesigned to add on street parking, planted center medians, and/or bike/ped infrastructure.

This roadway can play a larger role within the City, as a gateway. The provision of cycle infrastructure to leverage the nearby Roanoke Greenway would serve to link River Road and Downtown.

Current ADT: Varies along its length from 13,000 to 20,000

Wildwood Road:

Wildwood Road is a short segment of road that connects I-81 and northern parts of the city, to West Main Street, west of Downtown. The existing ROW has no sidewalks, cycle infrastructure, and limited landscape elements. The Section includes 2 lanes of travel each way, with center turn pockets at intersections and a central median servicing pad retail sites and lodging. Wildwood Road should serve as another Gateway into Salem, but currently lacks any of the defining elements that would establish it as such. Current ADT counts suggest it is oversized for the capacity it handles. Wildwood Road is an excellent candidate for redesign to include narrower travel lanes, cycle and ped infrastructure, and streetscape improvements.

Current ADT: 19,000 ADT

Thompson Memorial Drive

Similar to Wildwood Road, Thompson Memorial Drive connects Salem to I-81 east of Downtown. It has two travel lanes each direction, with a planted median and turn pockets at intersections and major curb cuts. The ROW does include sidewalks placed separate from the curb, but still close to the travel lanes. Thompson Memorial Drive provides access to residential areas as well as Roanoke College along a tree canopied corridor. Similar to Wildwood, the section is oversized based on Average Daily Trips. A redesign to take advantage of the existing tree canopy would reinforce and establish a green gateway into Salem. The redesign would include additional landscape, gateway signage, and a reduction in travel lanes and/or lane widths

Current ADT: 12,000 ADT

4th Street

4th Street connects Roanoke Boulevard to West Main Street and serves truck traffic that would otherwise use Main Street from Thompson Memorial Drive to Lake Spring Park. The section consists of two lanes in each direction with a concrete median down in the center. Sidewalks are present on each side that are separated from the back of curb. Portions support street trees. There is no bicycle infrastructure.

4th Street services commercial developments of various types and several sites exist along it that over time could be developed to support the shopping needs of nearby neighborhoods. A well designed streetscape plan and future zoning changes would help to transform 4th Street into an urban corridor, encouraging neighborhood based business, and pedestrian access.

Current ADT: 17,000 ADT (varies)

Main Street Downtown

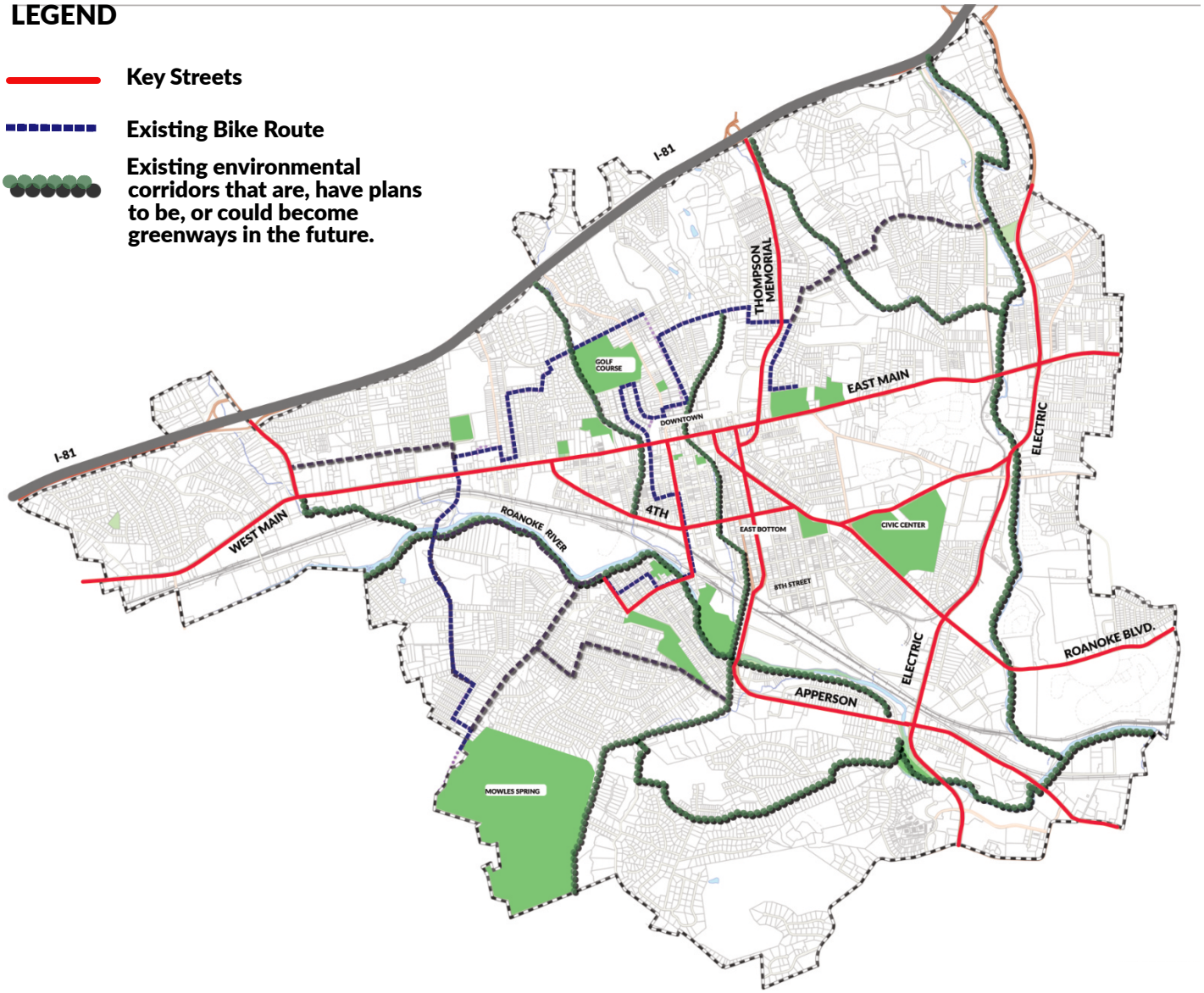
Main Street Downtown has been upgraded with streetscape, enhanced crosswalks, plantings, and parking. It provides an urbanizing and pedestrian friendly zone within the retail area of downtown.

Current ADT:13,000 ADT

Public Transportation

The primary public transportation option in Salem is the Valley Metro bus service. Valley Metro operates several bus routes within Salem, Virginia, primarily serving major streets such as Main Street, Apperson Drive, and Electric Road (Route 419).

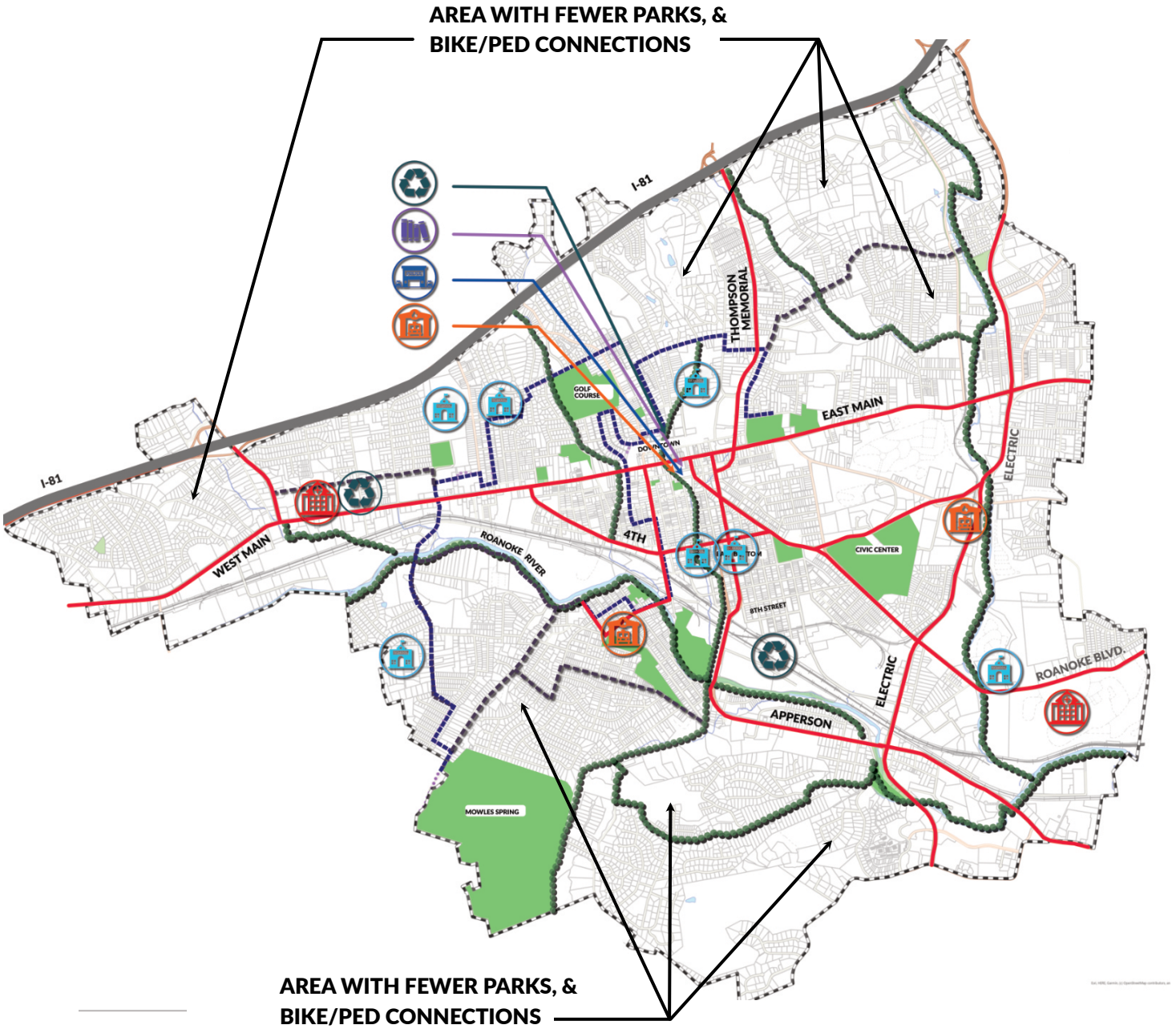
DRAFT



KEY STREETS, TRAILS AND GREENWAYS

These corridors provide broad connectivity across Salem and can be improved and added to over time to support multi-modal connectivity.

DRAFT



SALEM COMMUNITY SERVICES

As the diagram indicates, Salem is well served with community services. There is a need for parks, however, in portions of the city that neighborhood residents can walk to easily, especially in the north east portion and southwest portion of Salem.

COMMUNITY SERVICES

Public Utilities

Storm Water Management

The City of Salem (Salem) operates a Stormwater Management Program in compliance with the Virginia General Permit for Discharges of Stormwater from Small Municipal Separate Storm Sewer Systems (MS4 General Permit).

The City of Salem (City) Program Plan when implemented constitutes compliance with the standard of reducing pollutants to the maximum extent practicable (MEP) of the VAR04 General Virginia Pollutant Discharge Elimination System (VPDES) Permit for Discharges of Stormwater from Small Municipal Minimum Control Measures.

The General Permit requires the Program Plan to include Best Management Practices (BMP) to address the requirements of six minimum control measures (MCMs) described in Part I.E of the General Permit. The MCMs are summarized as:

- MCM 1: Public Education and Outreach on Stormwater Impacts
- MCM 2: Public Involvement and Participation
- MCM 3: Illicit Discharge Detection and Elimination
- MCM 4: Construction Site Stormwater Runoff Control
- MCM 5: Post-construction Stormwater Management
- MCM 6: Pollution Prevention/Good Housekeeping for Operations

By integrating these elements, Salem, Virginia, aims to effectively manage stormwater, reduce flooding, protect water quality, and enhance the resilience of its infrastructure.

Water / Sewer

The City of Salem Water and Sewer Department's mission is to provide a high level of customer satisfaction by providing reliable, high-quality water and sewer service in an efficient, cost-effective, and environmentally sensitive manner.

The City of Salem owns and operates a 10 Million Gallon per Day water treatment plant and approximately 175 miles of water distribution pipe, providing service to approximately 9,500 customers. The City's

main source of water is the Roanoke River. However, it also draws from multiple groundwater sources. This water is treated and distributed to several water storage tanks in and around the City. Our commitment at the Water Department is to provide a continual source of high-quality drinking water to our residents, businesses and industries.

The City of Salem owns and operates approximately 200 miles of sewer pipe, providing service to approximately 9,400 customers. In partnership with the Western Virginia Water Authority (WVWA), the City's wastewater is sent to the Roanoke Regional Water Pollution Control Plant (RRWPCP). The WVWA operates the RRWPCP. For more information concerning how your wastewater is treated, please visit Western Virginia Water Authority (WVWA).

Like many municipalities nationwide, the City is currently under a Department of Environmental Quality (DEQ) Consent Order and is in the process of working to repair or replace much of its aging wastewater system.

Transportation

The City's Engineering staff works closely with VDOT and RVARC to identify transportation needs and anticipates areas of development with the intent to ensure that there is adequate capacity, connectivity, and level of service for pedestrian, bicycle and vehicular traffic.

Streets and General Maintenance

The City of Salem Street and General Maintenance Department provides services to improve the quality of life for citizens and the community. It is responsible for professionally maintaining and improving landscaped areas, various municipal facilities, schools along with their grounds, the City's motor vehicle fleet, refuse collection, public streets, sidewalks, storm drains, street signs, and pavement markings.

Electric

The City of Salem owns and operates its own electricity distribution system. The Electric Department was established in 1892. It purchases energy wholesale from American Electric Power (AEP). Salem also receives a small portion of its energy from an allocation of federal hydropower from the U.S. Army Corps of Engineers Philpott Hydro Project through the Southeastern Power Administration. Blue Ridge Power Agency assists the City with securing and administering its wholesale power supply arrangements. Approximately 13,300 electric customers are served by the City.

The Electric Department presently operates and maintains 11 substations and one transmission switching station. The transmission system consists of a network of approximately 20 miles of lines that tie the

substations together and to the four tie points with the AEP system. The distribution system originates at the 11 substations and consists of about 160 miles of overhead and 30 miles of underground distribution. The department also furnishes streetlights and dusk-to-dawn lights and maintains traffic signals at 37 intersections in the City.

The Electric Department is an active member of the Municipal Electric Power Association of Virginia, Blue Ridge Power Agency, and the American Public Power Association. Through these agencies, the Electric Department has been actively participating in both Federal and State deregulation efforts.

Planning and Zoning

The Planning and Zoning Division is responsible for all planning efforts within the City of Salem, such as the Downtown Plan and the Comprehensive Plan. The division is also responsible for ensuring public input and participation in the planning process.The division also manages the activities of the Planning Commission and handles applications for rezoning, Special Exception Permits (SEP), and other matters requiring the review of the Commission. It is also responsible for the approval and issuance of zoning permits, sign permits, and the enforcement of zoning related matters.

Citizen Services / Resources

Police

The Salem Police Department provides law enforcement services to the city of Salem, Virginia. They are responsible for maintaining public safety, enforcing laws, and providing various community programs. The department typically includes several divisions such as patrol, investigations, and special operations. They often engage in community policing efforts to build strong relationships with residents.

Fire & EMS

The Salem Fire-EMS Department provides fire suppression, emergency medical services, rescue operations, and fire prevention education. The department is equipped to handle various emergencies and disasters, ensuring the safety and well-being of Salem's residents and visitors.

Both departments play a critical role in the community, offering various programs and services beyond their emergency response duties, including community education, safety training, and public outreach.

Network Connectivity

The average Salem home can get up to 4,988 Mbps on their fiber internet plan. The fastest fiber download speed in the City is 5,000 Mbps, which 69.13% of residents can get. Some homes and apartments do not have access to these speeds. On the slower end,

for example, less than 1% of homes can only purchase plans up to 940 Mbps. The City of Salem WIFI network is publically available in central parts of the City.

Fiber internet speeds tend to be faster in the northeast parts of Salem, and slower in the northwest areas of the City.

- Fiber is the fastest internet type for 69.24% of Salem homes.
- Cable is fastest for 28.82% of the City.
- DSL is fastest for less than 1%.
- Fixed wireless is fastest for less than 1%.
- Satellite internet may be the only option for 1.75% of Salem homes.

Several broadband providers offer a range of internet services:

1. **Xfinity**: Another major cable provider, Xfinity offers speeds up to 1200 Mbps and is available to around 82% of Salem residents. They also provide an Affordable Connectivity Program for eligible customers .
2. **Lumos Networks**: Specializes in DSL internet, though their coverage in Salem is limited, reaching about 16% of homes. They are expanding their network, so availability might increase in the future .
3. **HughesNet**: Offers satellite internet services, covering nearly 99% of Salem. This is a good option for those in rural areas where other forms of internet might not be available .
4. **T-Mobile Home Internet**: Provides home internet with speeds up to 245 Mbps, available to about 79% of Salem residents. They have promotional offers, including a prepaid Mastercard for new customers .
5. **Glo Fiber:** Glo Fiber, operated by Shentel, offers high-speed fiber-optic internet services in Salem, providing symmetrical speeds up to 2 Gbps. Their offerings include internet, TV, and phone services for both residential and business customers.
6. **B2X Online:** B2X Online is a locally owned provider based in Salem, specializing in fixed wireless broadband services. They serve residential and business customers in Southwest and Central Virginia, particularly in areas where wired connections are limited.

Education

Salem, Virginia, has its own independent school system known as the Salem City School Division. The mission of is to create an atmosphere where children become competent learners, creative thinkers, and responsible, involved citizens.
The Salem City School Division is governed by a School Board, which is responsible for policy-making and ensuring the smooth operation of the schools. Specifically, the Salem City School Board:

- Provides the necessary trained and dedicated leadership, qualified personnel, equipment and materials to

assure an appropriate education for every student;
- Treats all members of the school community equitably with the highest degree of respect;
- Demonstrates good stewardship of resources through fair and efficient allocation. division's central office oversees the implementation of policies and supports the schools in delivering quality education.

Parks and Recreation

The Department of Parks and Recreation provides the citizens of Salem with year-round programs and activities, which are geared for all ages. Programs are operated with a full-time staff of 22 and a number of part-time staff such as field maintenance workers, instructors, game officials, summer special event workers, summer interns, sports clinic leaders, and volunteer coaches. The mission is to make a positive difference in the lives of citizens through professionally managed recreation programs, tournaments, and special events that foster economic impact, promote healthy lifestyles, social interaction, and civic pride among participants.

Virginia's Championship City

Salem has a proud history of showcasing carious NCAA collegiate events. Through May 2025, the City has hosted 108 National Championships.

Library

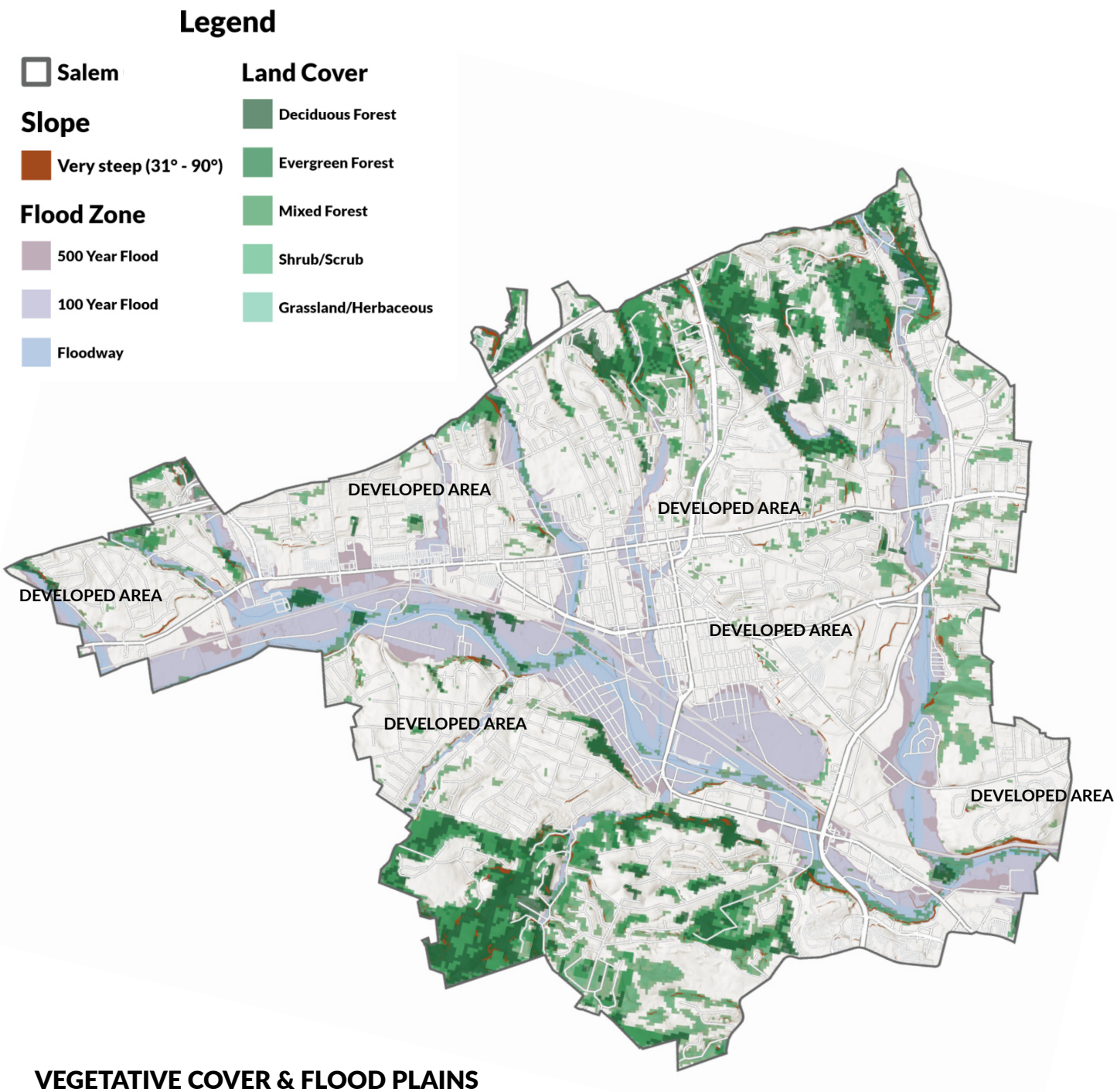
Within the 16,000-square-foot building thousands of items are available for circulation, including books, audiobooks, DVDs, and more. There are 12 public computers available for free use with Microsoft Office, high-speed internet access, and use of black-and-white and color printing (for a per-page fee). Technology also includes the free use of a scanner; documents can be scanned to a USB, sent as an email, or printed (per-page fee).

The library acts as a hub for downtown activity, with free wireless available throughout the building and grounds: select SalemWi-Fi from the list of available networks. It offers a large meeting room that can be reserved by nonprofit entities, and two individual study rooms that can be reserved for two hours per day

Recycling Center

Salem Citizens have three recycling drop-off centers in the City. One is located in east Salem at 1271 Indiana Street just across from the Street and General Maintenance Department near the Dog Park. The second one is in the west end of the Walmart parking lot on West Main Street. The remaining collection site is centrally located at 114 N Broad Street, in the parking lot behind City Hall near Roanoke College.

DRAFT



VEGETATIVE COVER & FLOOD PLAINS

As the diagram indicates, there is very little natural areas left within Salem. Protection and promotion of tree cover, protection of flood plains, and protection / regeneration of stream corridors would enable higher levels of biodiversity.

NATURAL RESOURCES

Salem is mostly developed, with some remaining vacant and unbuildable land. The City's rolling terrain has many creeks and streams, which feed into the Roanoke River. Together, this system of watercourses and accompanying riverine flood plains define a contiguous natural open space network that supports bio-diverse vegetation and habitat.

Creeks, Streams, and Rivers

The Roanoke River cuts through the City and represents an important natural resource for habitat and recreation. It is a significant river stretching from the eastern edge of the Appalachian Mountains in Montgomery County VA, southeast across to the Albemarle Sound in the Coastal Plain of North Carolina. Within the City of Salem, the City of Roanoke, Roanoke County, and the Town of Vinton, the Roanoke Greenway, currently under construction, will provide access to the River, increasing recreational opportunities for the four communities and showcasing the region's natural setting.

Connecting to the Roanoke River are several streams and creeks and their vegetated buffers. These drain upland areas and feed water into the river. This secondary natural system offers opportunities to connect and integrate the Roanoke Greenway directly into the City.

According to The Roanoke River Blueway Committee, a coalition of local governments and agencies dedicated to the stewardship and promotion of the Blueway, "the Roanoke River is home to a range of fauna, including the Roanoke logperch (Percina rex), a federally and state-endangered species native to the Roanoke River. The largest populations inhabit the upper Roanoke River from the City of Roanoke into the lower reaches of its main tributaries. The Upper Roanoke River watershed is also home to numerous species of birds and waterfowl, wildlife, and game fish.

Many contributing streams have been buried or altered by urban development. Restoring and daylighting these waterways should be

considered to support natural water management.

Flood Plain and Flood Way

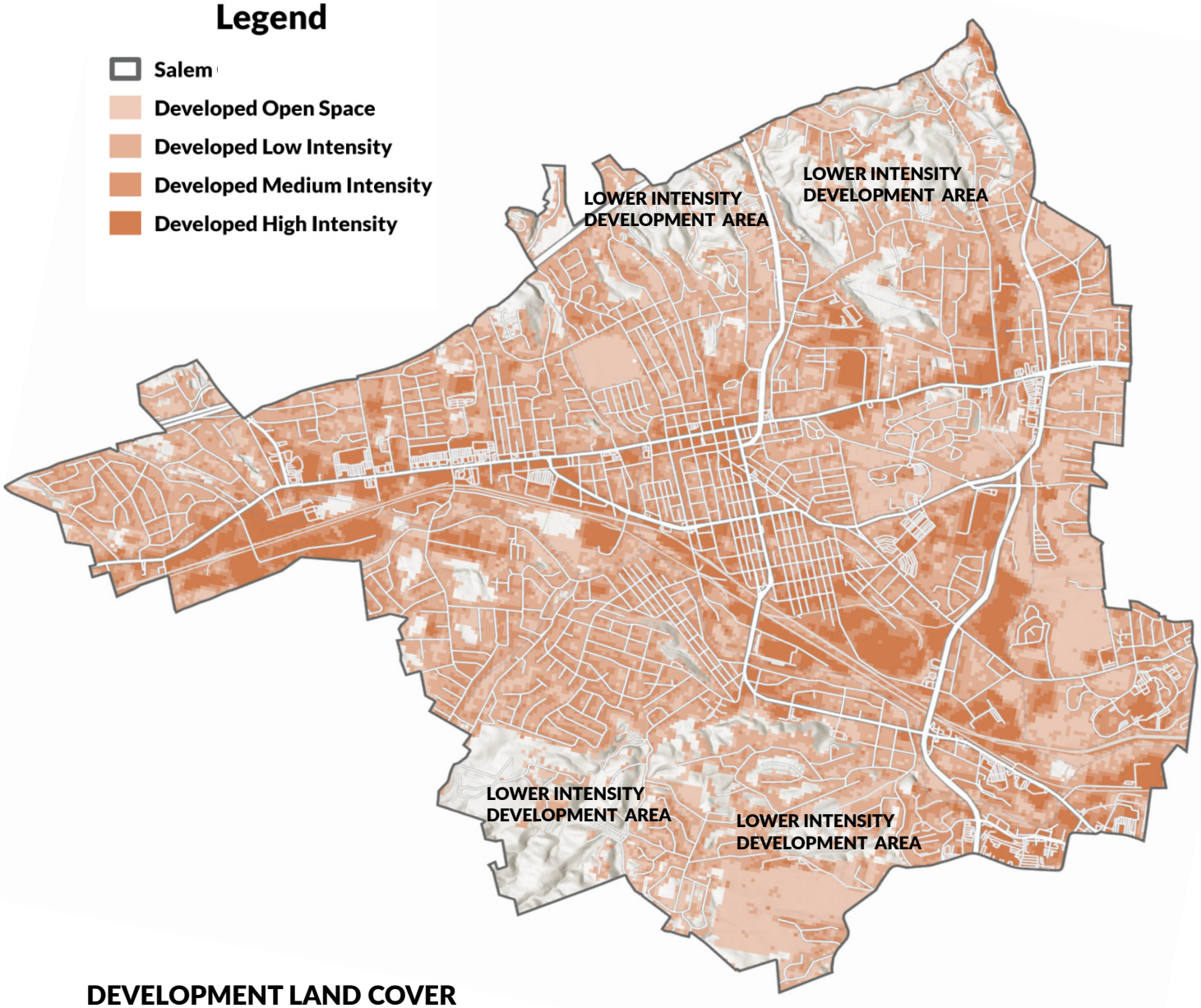
Supporting the river, stream, and creek system are riverine floodplains. These areas have generally been open for development. With development into the floodplain and an increase in major storm events, low-lying land is subject to increased flooding potential from upland properties.

Duck Pond at Lake Spring Park

Lake Spring Park, located at 700 West Main Street in Salem, Virginia, is a cherished urban green space offering a blend of natural beauty and historical significance. Originally the Lake Spring Hotel in the 1800s, the parks history is deeply intertwined with the City's growth and development, playing a significant role in Salem's recreational and cultural landscape. Spanning over three acres, the park features two tranquil ponds inhabited by ducks and geese, making it a popular spot for families and photographers alike. Children under 12 can enjoy fishing in the ponds, except during the Ernest "Pig" Robertson Fishing Rodeo held in May.

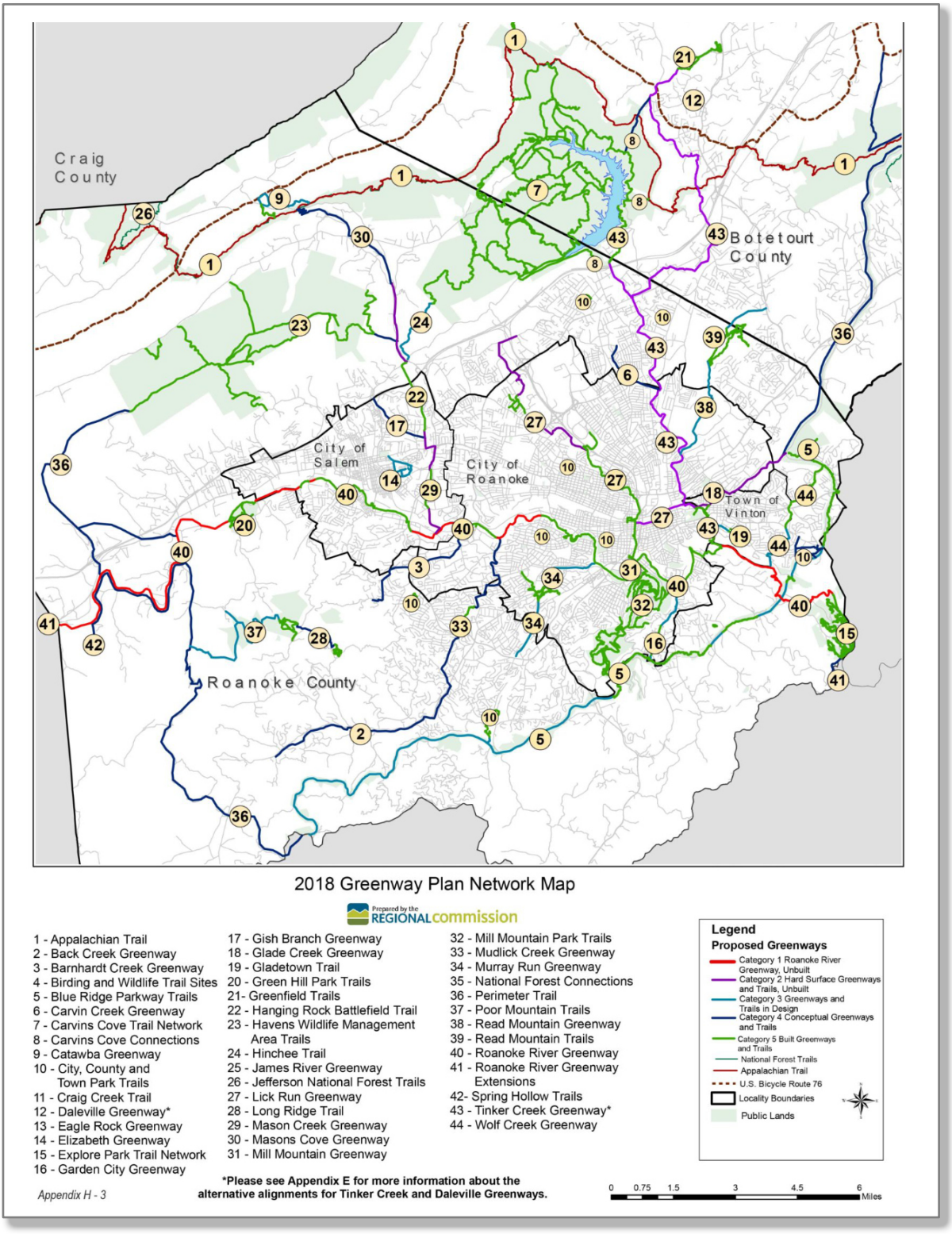
Vegetative Cover

Most of Salem is developed into residential, commercial, industrial, and institutional uses. Site landscaping over time has created a tree canopy in many areas. Native vegetation within the buffers of rivers, streams, and creeks also provides a natural habitat system that connects across the City. However, these systems have been impacted by non-native or invasive species, which impacts the health of the native vegetation and the biodiversity of the system.



DEVELOPMENT LAND COVER

As the diagram indicates, there is very little undeveloped land in Salem that can accommodate growth. Infill and redevelopment of previously developed areas is required.



REGIONAL GREENWAY TRAIL NETWORKS

Working regionally to maximize greenway connectivity will create economic, social, and health benefits. Salem can become a hub of trails within the region and brand itself as a "trail town".

REGIONAL RESOURCES

The Roanoke Valley influences Salem by providing resources, in addition to the wonderful resources found within Salem, that citizens can use and benefit from. It also offers the opportunity to create synergies that can lift economies and quality of life, such as shared events, regional trail assets, economic development coordination, and coordinated branding. Significantly, the region has trail and park resources that can be highly capitalized on to attract tourism.

Natural Resources

Blue Ridge Parkway: Known as "America's Favorite Drive," this scenic route provides access to breathtaking mountain vistas, hiking trails, and abundant wildlife. It's a hub for outdoor activities like hiking, birdwatching, and picnicking.
Mill Mountain: This natural landmark is home to the iconic Roanoke Star and Mill Mountain Park, with trails, picnic areas, and the Mill Mountain Zoo. The mountain offers views of the City and the surrounding valley.
Appalachian Trail: Part of this famous hiking trail passes through the Roanoke Valley, attracting hikers and nature lovers. It offers routes ranging from easy day hikes to more challenging treks.
Carvins Cove Natural Reserve: This is the second-largest municipal park in the United States, with over 12,000 acres of forest and a large reservoir. It's a prime location for mountain biking, kayaking, and fishing.
Smith Mountain Lake: Although slightly outside Roanoke Valley, this large lake is a popular spot for boating, fishing, and water sports, with miles of shoreline and recreational facilities.
Roanoke River Greenway: A series of green spaces and trails along the Roanoke River, ideal for biking, jogging, and enjoying the outdoors close to the City.

Regional Trails

1. Appalachian Trail (AT)
The Appalachian Trail runs through the Roanoke Valley, offering world-class hiking opportunities. Popular segments include the trails leading to McAfee Knob, Tinker Cliffs, and Dragon's Tooth, known collectively as the "Triple Crown" of Virginia hiking. These trails are challenging but reward hikers with panoramic mountain views.

DRAFT

2. Mill Mountain Park Trails
Mill Mountain Star Trail: A 3.5-mile round-trip trail that climbs from the Roanoke River up to the iconic Roanoke Star. It offers City views and connects to other Mill Mountain trails.
Ridgeline Trail: A 1.5-mile trail on Mill Mountain that connects to the Star Trail and other trails in the park, providing a network for varied hikes.
Watchtower Trail: A shorter but scenic trail with excellent views of the Roanoke Valley, good for a less intense hike on Mill Mountain.
3. Carvins Cove Natural Reserve
With over 40 miles of trails, Carvins Cove is a top destination for mountain biking, as well as hiking and trail running. Trails range from beginner-friendly paths to challenging single tracks. **Popular trails include the Bennett Springs Loop, Brushy Mountain, and Buck and Pole.**
Enchanted Forest Trail: A favorite for mountain bikers, this trail winds through the forest and is known for its gentle curves and scenic beauty.
4. Explore Park Trails
Located along the Blue Ridge Parkway, Explore Park offers several trails for hiking and mountain biking. The trails are well-marked and vary from easy to moderately difficult.
Journey's End Trail: A picturesque trail offering views of the Roanoke River, popular for families and easy hikes.
Riverside Loop: A beginner-friendly loop along the river, suitable for hiking and biking, with picnic spots nearby.
5. Read Mountain Preserve
Buzzards Rock Trail: This 3.5-mile trail leads to a stunning overlook on Buzzards Rock, with panoramic views of the valley. It's a moderate-to-difficult hike due to its elevation gain, making it popular with more experienced hikers.
6. Chestnut Ridge Trail
Located near the Blue Ridge Parkway and Roanoke's Mill Mountain, this 5.4-mile loop trail is primarily used for hiking and trail running. It's known for its wooded scenery and is a favorite for those seeking a peaceful experience close to the City.
7. Catawba Greenway
Near Catawba, this trail links with portions of the Appalachian Trail, serving as a scenic route for accessing the AT or exploring local views. It's a good starting point for hikers heading to McAfee Knob or Dragon's Tooth.

These trails are maintained by a mix of local government agencies and volunteer organizations, including the Roanoke Valley Greenway Commission and the Pathfinders for Greenways.

Cultural Resources

Taubman Museum of Art: This museum features modern and traditional art, with a focus on American art and artists from the Appalachian region. Its unique architecture is also a highlight in downtown Roanoke.
Virginia Museum of Transportation: Reflecting the valley's railroad heritage, this museum has an impressive collection of locomotives, rail cars, and exhibits on Virginia's transportation history.
Center in the Square: A cultural center that houses multiple attractions, including the Science Museum of Western Virginia, the Harrison Museum of African American Culture, and a living coral reef aquarium.
History Museum of Western Virginia: Located within the Center in the Square, this museum explores the history of the region with exhibits on indigenous cultures, early settlers, and industrial development.
Mill Mountain Theatre: A well-regarded regional theater offering a variety of performances, from plays to musicals, and serving as a cultural focal point for the community.
Jefferson Center: This is a venue for music, performing arts, and community events. It hosts concerts, plays, and lectures, supporting the arts in Roanoke.
Festivals: Roanoke Valley celebrates a variety of cultural events, including the Virginia Blue Ridge Wine Festival, Festival in the Park, and the Blue Ridge Folklife Festival, celebrating music, food, and local traditions.

DRAFT



DRAFT



IN THE PLANNING COMMISSION OF THE CITY OF SALEM, VIRGINIA, May 14, 2025:

RESOLUTION

A RESOLUTION RECOMMENDING COMPREHENSIVE PLAN 2045 AS THE COMPREHENSIVE PLAN FOR THE CITY OF SALEM

WHEREAS, §15.2-2223 of the Code of Virginia requires that every governing body shall adopt a comprehensive plan for the territory under its jurisdictions; and

WHEREAS, the Comprehensive Plan – 2045 is a major update to the City's existing comprehensive plan, which was last updated in 2019.

WHEREAS, at a regularly scheduled meeting on the above date there was presented the Comprehensive Plan for approval, amendment and approval, or disapproval, as required by the provisions of §15.2-2225 of the 1950 Code of Virginia, as amended; and

WHEREAS, notice has been given, in accordance with §15.2-2204 of the 1950 Code of Virginia, as amended, that a public hearing on the Comprehensive Plan shall be held at the regularly scheduled meeting on the above date; and

WHEREAS, the public hearing, as required, has been held.

BE IT RESOLVED BY THE PLANNING COMMISSION FOR THE CITY OF SALEM, VIRGINIA, that:

(1) The current Comprehensive Plan is hereby amended as presented.

(2) The Comprehensive Plan is hereby recommended for approval to the Council of the City of Salem, Virginia.

(3) A certified copy of this Resolution shall be presented to the Council of the City of Salem, Virginia.

Upon a call for an aye and a nay vote, the same stood as follows:

Nathan A. Routt –
Mark W. Henrickson -
N. Jackson Beamer, III –
Reid A. Garst -
Denise P. King -

ATTEST:

_____
Christopher J. Dorsey
Executive Secretary, Planning Commission
City of Salem, Virginia