



# Roanoke Greenways

## Historic Trail Markers

Prepared for the Roanoke Valley  
Presevation Foundation

2013 Roanoke Greenway Historic Marker Master Plan

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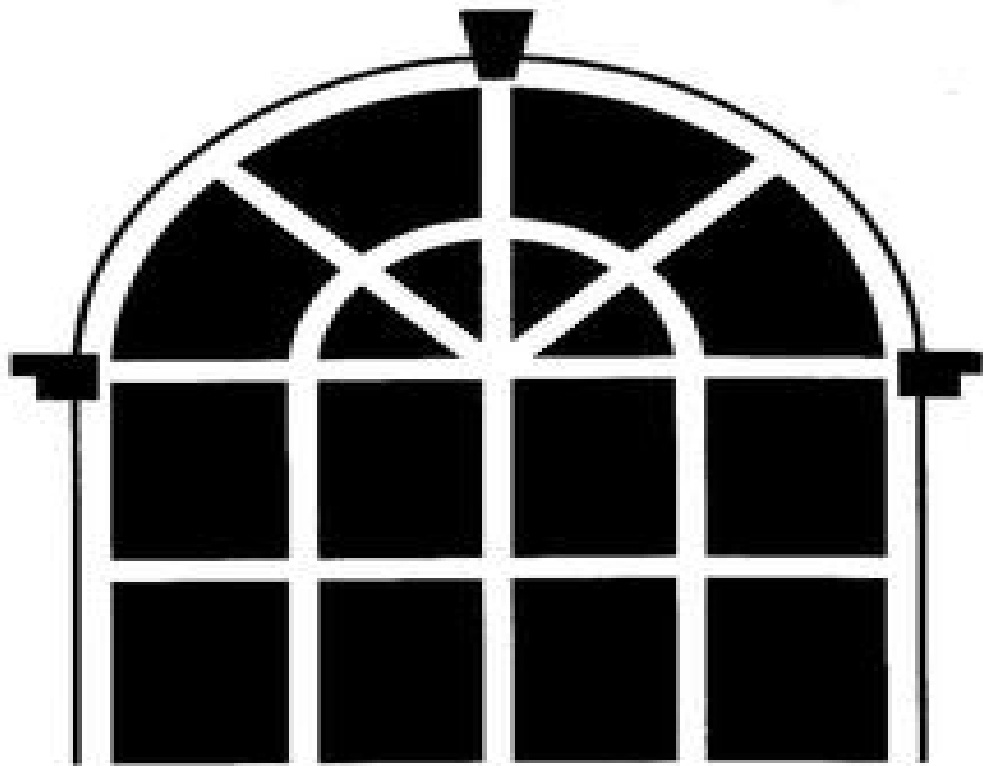
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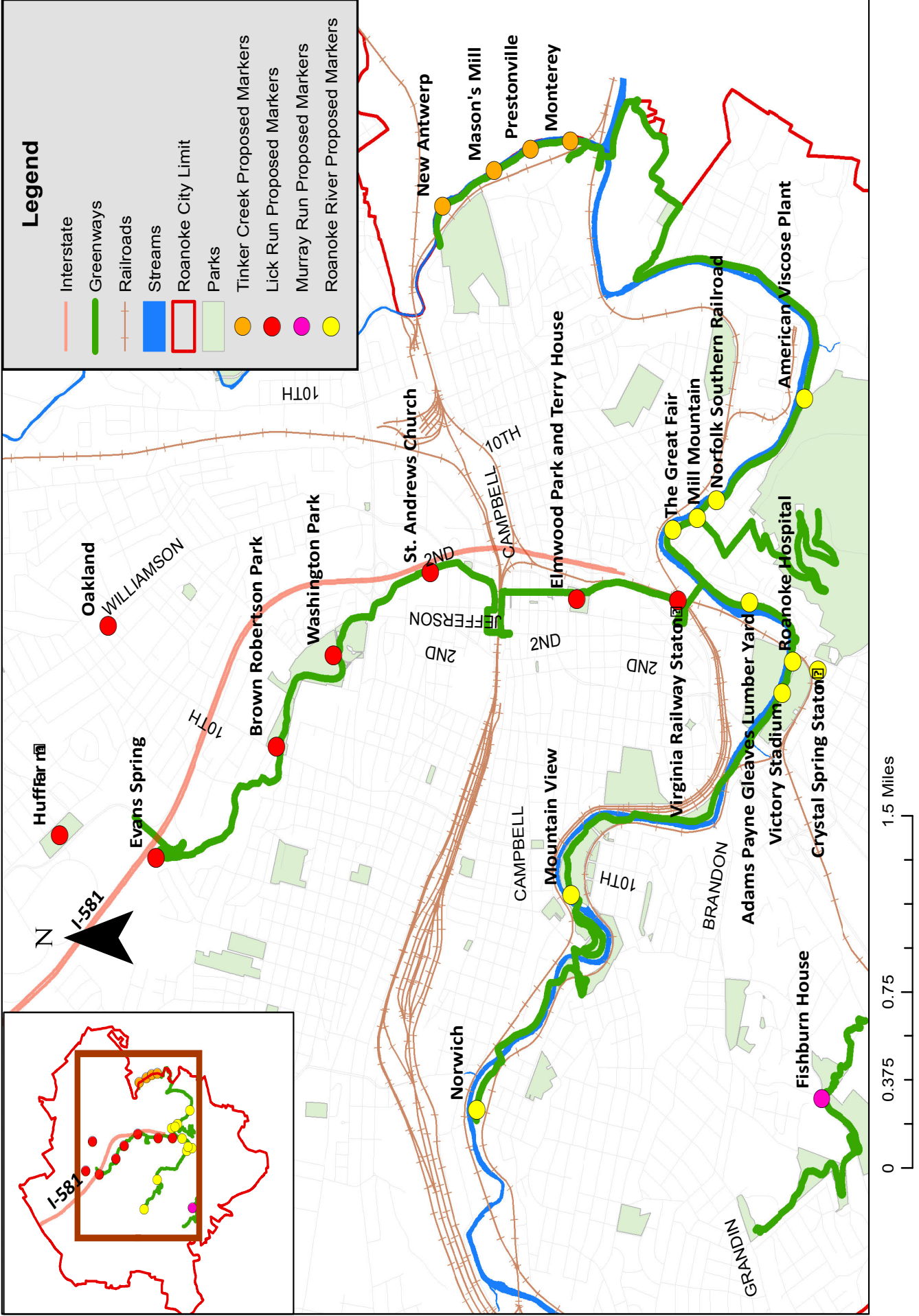


## 1.1 Purpose

The Roanoke Valley Preservation Foundation is a non-profit organization that aims to preserve the historic, cultural and natural assets of the Roanoke Valley. It is a grassroots and volunteer-driven organization that lends its members' expertise to brick and mortar projects along with educational and outreach initiatives. With this in mind, the Roanoke Greenway Historic Markers Master Plan is a balanced embodiment of the organizations character and goals. A grassroots community-based effort that that incorporates tangible products and historic education, this historic marker initiative envisions a long-term process that incorporates community voices and efforts in order to weave a historical narrative throughout the Valley's Greenway network.

RVPF values the Roanoke Valley Greenways for their both inherent physical & recreational benefits and their potential opportunities place-making initiatives, including the development and installation of a set of historic markers. The Roanoke Valley Greenways Master Plan emphasizes a holistic range of benefits that historic markers might add to the Greenways. The historic markers further the goals set forth in the Roanoke Greenways Plan and 2007 update. The proposed markers further the educational and civic goals stated in those conceptual plans. Historic markers increase awareness of Roanoke's past with the result of better informing current residents of their communities' origins and development. They also further the integration of neighborhoods and understanding of natural systems along the Greenway. It must be recognized that social and natural functions cannot be segregated from one another and that the value of each is expanded when integrated.

# Historic Markers Composite



## 1.2 Greenways and Historic Markers

Roanoke Valley's Greenway Network is a rich and dynamic greenway model, because it provides a diverse array of functions and services to the valley's natural environment and urban neighborhoods. The Greenways create new green open spaces in urban areas, provide a setting for recreation and a route for walking and bicycling and protect critical habitat along with water quality in the region's streams.

The 1995 Greenway Conceptual Plan and the 2007 update detail the vision for greenway benefits and functions. These include transportation, economic opportunities, health and recreation, cultural and educational amenities and preservation of natural resources. As public spaces, greenways are exceptionally accessible and function as social equalizers. As connectors, they tie together different neighborhoods and diverse populations but as places they provide all residents with equal services and functions. Because historic and ecological markers are directed towards the general public, Roanoke's Greenways are the ideal setting for them.



*'Railroad Bridge,' near Carillion Hospital*

## 1.3 Benefits of Greenways

Greenways offer a plethora of ecological, economic and social benefits to their communities. Yet it can be difficult to fully describe the effects of greenways on their surroundings, because they have many different functions and forms. Greenways first appeared in the late 19th century as corridors connecting urban parks. It was not until the 1960s when ecological planners recognized the need to protect streams and rivers and their important ecological functions.

Conservationists have recognized that greenways preserve natural areas and provide habitat and help preserve local flora and fauna. Social scientists have demonstrated how greenways create linkages between neighborhoods. Greenways improve connectivity and mobility and provide a large and accessible public place.

The ideal greenway incorporates both habitat conservation and watershed protection and is designed and managed for recreation, stormwater management, social equity and an overall improvement of community quality of life.



*Roanoke River at Tinker Creek*

# INTRODUCTION

Much like parks and plazas, greenways can be facilities for walks and parades and can be incorporated into local festivals, especially if the greenways traverse city parks and recreation centers. A prime example in Roanoke City is where the Greenway runs north from the River through Elmwood Park. From there concerts and festivals can spill over onto the Greenway when residents and visitors wish to walk home or travel to other parts of the City.

If historic markers are present, Roanoke residents who use the greenways regularly will be more informed about the historic assets along the portion of the trail they frequently use.

Historic markers, although subtle, give the natural and cultural landscape a new richness. The markers encourage people to reflect on Roanoke's past and gives residents a new resource for community engagement and dialogue. As a means of regular or recreational transportation, greenways complemented by historic markers highlight the natural and cultural landscapes of the surrounding neighborhoods and provide users more opportunities to learn about and relate to their neighborhoods and natural surroundings.



*'Lick Run,' courtesy of 2013 Evans Spring Area Plan*



Several schools are also located along or near the Greenways. Historic markers have educational value for teachers and students. If greenways are used for extracurricular activities and field trips, historic markers can be incorporated into school curriculums on local history and culture.

## Economic Benefits

In an age of increasing competition and interconnectivity among cities, it becomes more important for cities to have a distinct brand. Potential residents and employers must understand what this brand is--they must understand *what Roanoke is all about*. Historic markers are a great opportunity to build Roanoke's brand as a city . They can demonstrate that Roanoke both celebrates its past and has a strong vision for its future. Historic markers can highlight the industrial heritage of the region as well as the important historic sites, events and neighborhoods that shaped its current state. Ecologically-themed markers, such as those designed by the Kiwanis Club, represent Roanoke's strong relationship with its natural setting.

Many Roanokers envision their city as Southwest Virginia's urban hub buzzing with a rich festival and arts scene and blessed with abundant opportunities for outdoor recreation. Historic markers will help strengthen this perception and build Roanoke's distinctive brand. Historic and environmental markers can also be incorporated into historical tours of the city as well as the guides for an exploration of the Greenway network. This can be an attraction for both long-time Roanokers and visitors. The benefits that historic markers bring to greenway systems are significant for cultural, educational and economic reasons. While they give the greenways greater purpose and function, they are only one part of the complex greenway infrastructure.

## 2.1 Establishment of the Greenway Program



*'Vision Illustration,' courtesy of 2007 Greenway Conceptual Plan Update*

Members of the Valley Beautiful Foundation were inspired by greenway initiatives in other states, especially North Carolina and Tennessee. Beginning in 1993, these early greenway advocates encouraged Roanoke City Council to consider greenway investment as part of a sewer replacement project. They invited important leaders in the greenway movement to speak to city council, including Ed McMahon, director of the American Greenways Program, and Sam Rodgers, founder of the Tennessee Greenway. In the spring of 1995, the greenway activists persuaded governments in Vinton, Roanoke City, Roanoke County and Salem to appoint representatives to a Greenway Steering Committee. The Steering Committee visited other greenway programs and sites and decided that a writing a conceptual plan was necessary if they wanted to realize their greenway vision.

## 2.2 1995 Conceptual Greenway Plan

Steering committee members persuaded their respective governments to fund a greenway plan. Working with the Roanoke Valley-Allegheny Regional Commission, Greenways Inc. of Cary North Carolina was contracted to engage the public and draft the Conceptual Greenway Plan Roanoke Valley Virginia. This was completed in December 1995, and in 1996, the 4 local governments hired Liz Belcher as the Greenway Coordinator. At this time the Steering Committee selected Mill Mountain Greenway as a pilot project with funding through the Multimodal Surface Transportation Efficiency Act.

In 1997 each of the four localities adopted the 1995 conceptual plan as part of their own comprehensive plans. It was decided that a greenway organization should not be autonomous but rather a cooperative agency. The Roanoke Valley Greenway Commission was founded with the signing of the 'Intergovernmental Agreement Establishing the Roanoke Valley Greenway Commission' on Earth Day that year. The Commission's role is to facilitate coordinated planning, development and maintenance of the Greenway network. The Commission serves in an advisory capacity with three appointed citizens from each locality, one member appointed by the Roanoke Valley Metropolitan Planning Organization (MPO) and other unofficial non-voting members from varying interest groups. Over time the Greenway's role as evolved as processes internal to each locality have developed. The Commission aims to best direct resources towards the four localities depending on staffing and need.

Other early partners to the Greenway included Pathfinders for Greenways, a grassroots volunteer nonprofit organization whose members are committed to establishing a 'first-class regional greenway system within the Roanoke Valley.'

# HISTORY of the ROANOKE GREENWAYS

Pathfinders raises awareness for the greenways and educates citizens on greenway benefits and value. They donate between 30 and 50 thousand volunteer hours annually in addition tens of thousands of dollars of trail building equipment. The Roanoke Valley Urban Forestry Council and Greater Raleigh Court Civic League have been actively involved in greenway planning and construction. The Boy Scouts, Girl Scouts, Rotary Club, Kiwanis Club, Roanoke College, Virginia Tech and numerous corporations and other civic organizations have also provided valuable assistance. The Roanoke Valley-Allegheny Regional Commission has provided valuable GPS data and GIS mapping, technical assistance, bike route assessment and planning and open space planning. The Regional Commission received the grant which enabled and funded the 2007 Conceptual Greenway Plan update.



*'Greenway,' in Norwich*

## 2.3 2007 Conceptual Plan Update

The 2007 Plan update was deemed necessary after more than a decade, because the role of the Greenways in the valley had evolved so much. Future route alignments needed adjustment due and the greenway's vision needed updating. In the 1995 plan, Greenways were still a new concept to citizens who struggled to understand the benefits of greenways. Now local civic and business leaders recognize how greenways improve quality of life in the Valley through alternative transportation, open space protection, flood mitigation, outdoor recreation and an expansion of the public realm. Many citizens and local leaders had expressed frustration with the greenway's slower than expected progress, so the 2007 Update acknowledged the need for a comprehensive review of the greenway development process, including right-of way acquisition, preliminary engineering and construction. The Update was an opportunity for stakeholders to look back at the Greenway's first ten years and develop a vision for the coming decade.



*'Wiley Bridge,' courtesy of 2007 Greenway Conceptual Plan Update*

# HISTORY of the RONAOKE GREENWAYS



*'Public Art on the Greenway,' Vic Thomas Park*

The 2007 Update expressed a need for improved informational and educational signage along the trail. It suggested that portions lacked sufficient information about specific sites along the Greenway and about the Greenway network generally. The Historic Marker initiative envisions a series of informative markers that tell a narrative about historically significant places and structures along or near to Greenway routes. Some historic and ecologically-themed markers have already been fabricated due to the generosity of the Kiwanis Club. The RVPF's markers represent another grassroots community effort to improve the greenway system and region's cultural infrastructure. By installing historic markers along one of Roanoke's greatest public space networks, Roanoke's heritage can be made more accessible to all Roanoke residents.

### 3.1 Historic Marker Principles

Ronaoke is a city that strongly identifies with its surrounding natural environment. Because of this, it is both logical and appropriate to integrate historical information with the Valley’s recreational and nature-based amenities. Outdoor recreation in the Valley is accessible to everyone. So should the city’s cultural resources, which includes historic markers. With regularly spaced historic markers, the RVPF aims to further both its own mission and support the goals set forth in the Greenway Conceptual Plan and Update.

First, the greenway is a free facility open to the public for exercise and recreational activities, and it provides an alternative medium for transportation. The Greenways promote community and economic development by enhancing surrounding property values and improving quality of life for the local labor force. The greenway preserves and connects the valley’s green infrastructure. The greenway serves as a destination for cultural and educational events and resources. Historic markers should be placed with such factors in mind.



*Tinker Creek Greenway facing north to Fallon park*



*Roanoke River Greenway with Mill Mountain in the background*

RVPF's long-term goal is to enhance the cultural and educational value of the greenway by installing historical markers that collectively tell a narrative about the history of the Valley's historic communities and sites. The Greenways are highly desirable locations for historic markers which will:

- a) Solidify the Valley's historic sites and neighborhoods
- b) Enhance the experience for Greenway users
- c) Build stronger connections between and within communities
- d) Make public knowledge and information more accessible

Markers should not be situated randomly along the trail but should rather have purpose and meaning in their locations. Some portions of the trail are heavily used and are complemented by frequent benches and parking, desirable views and regularly placed parks and public spaces. Historic markers may be best utilized if situated along these portions of the Greenway to get the greatest number of views. This rationale explains why portions of the Roanoke River Greenway will host more markers than portions of the Tinker Creek and Murray Run Greenways.



Because the Roanoke River Greenway runs through the central portions of Roanoke City, it is naturally surrounded by a greater number of historic sites with more frequency than the Greenways on Roanoke's peripheries.

Greenway historic markers should embody the holistic value of the historic site or asset. Not only is the historic narrative significant but so are the ways in which the history has influenced the neighborhoods, residents and the environment since. In addition, recent developments, both physical and cultural, should be considered. This is particularly significant concerning sites like Mountain View, Norwich and Evan's Spring which have all been the subject of significant planning efforts to better utilize land resources and to strengthen connections with surrounding neighborhoods.

Markers should relate both to the trail and to one another. Markers situated closely to one another should reference nearby markers. This is critical, because it will lead pedestrians and bicyclists from one marker to the next. Markers placed in a set tell a more compelling historical narrative and are more cohesive than more spread out ones. Another consideration is that Greenway visitors have less incentive to visit markers in isolation than they do a series of markers that together create an enriching educational and historical experience.



*Roanoke River*

## 3.2 Neighborhoods and Natural Landscapes



*'Norwich Houses,' courtesy of Norwich Neighborhood Plan*

Trail markers should not detract from the natural scenery of the Greenway but rather be situated and designed in a way that enhances the user's experience. Because their purpose is to draw historic value from sites and communities near and around the trail, the markers should be situated in locations that are in view of the historic asset. In many locations, the markers may be set across a stream from the asset or set back in order to facilitate ideal viewing from the Greenway.

If markers cannot be placed in sight of an asset because the asset no longer is in physical existence or cannot be seen from the trail, they should be located nearby other markers. These can then together weave the desired historical narrative. In this case, such as on the Tinker Creek Greenway, markers shall be placed in regular intervals along the trail to create continued interest along the Greenway in spite of no visible historic sites.

In the cases where a historic asset is not situated directly on the greenway, but is in the vicinity of the Greenway and deemed worthy of a historic marker, the markers should be located on the site of the asset rather than on the Greenway. Such examples are the Huff House & Barrens, Oakland and Crystal Spring Pump Station. In both cases, it is more appropriate to locate the marker on the site rather than on the Greenway, because:

- 1) they can extend the the historic marker project off of the Greenway and into adjacent neighborhoods.
- 2) the historic asset will be more approporately served by the on-site marker .

This approach may attract more Greenway users from surrounding neighborhoods as well as celebrating historic assets in neighborhoods bordering the Greenway. In both cases, historic markers promote conectivity and accessibility.



*Bridge of Roanoke River Greenway between Wasena and Vic Thomas Park*



*Railroad across the mouth of Tinker Creek*

Markers should be placed giving consideration to the surrounding neighborhoods. Greenways have the potential of linking otherwise separated neighborhoods together, which in turn strengthens social connectivity, social interaction and social capital. Historic markers can be integrated into these community-building processes. Norwich and Mountain View are both historic neighborhoods adjacent to the Greenway for which this plan proposes historic markers. These markers not only provide orientation and context for Greenway users but also enforce and strengthen character and connections within these neighborhoods. The preservation of historic assets is given greater momentum when supplemented by sustained, grassroots historic education and outreach. Historic markers play an integral role in such efforts.

## 4.1 Priority Markers

The fabrication and installation of historic markers will be phased over several years, depending on funding and community support. RVPF has designated some markers to be priorities while others will be installed in a few years. Two priority markers were selected from a vote of RVPF’s executive board. They chose the two sites because of their historic significance and related projects promoting their value.

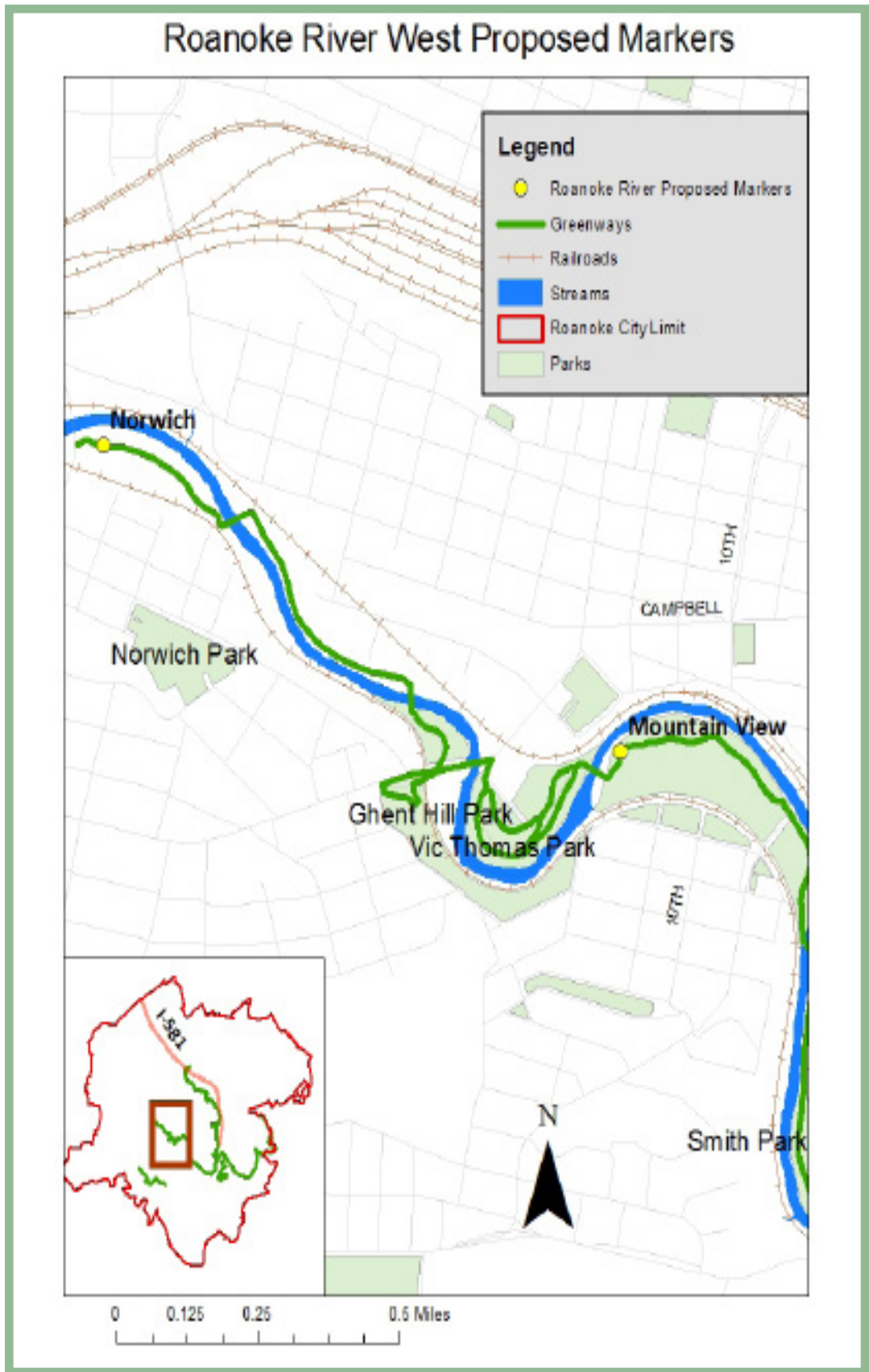
### Norwich

The western terminus of the Roanoke River Greenway is in the Norwich neighborhood. It is a small community alongside the south bank of Roanoke River that dates back to the late 1800s. The historic community thrived through the early 20th century and was populated by workers and laborers from the factories and mills that encircled that residential neighborhood. The Norwich Neighborhood Plan states that the first house in the community was built by William Persinger around 1825. Later rows of workers’ houses were built in the shotgun style. These remain today on the neighborhoods’ side streets. Neighborhood residents are proud of their long-term ties to Norwich. The village flourished until the mid twentieth century when a major twine mill and lumber yard fell to fire and floods. While there has been no infill development in recent times, the neighborhood’s industrial character has remained in tact.



*‘Abandoned house,’  
courtesy of the 2003  
Norwich Neighborhood  
Plan*

# PROPOSED MARKERS



The Roanoke River West Proposed Markers map includes the placement of the Norwich marker as well as the Mountain View markers. Mountain View is also a near-term priority marker. It is a currently part of the city’s West End Neighborhood Revitalization Target Area.

### Elmwood Park & Terry House

During the 1830s the area that is now Elmwood Park was part of a 200-acre estate built by Jonathan Tosh. In 1841, Tosh’s son Jonathan sold the property to John. T.J. White, who in 1846 sold the property to Colonel William Madison Peyton. In addition to naming the estate ‘Elmwood,’ Peyton planted a variety of trees and other flora including a Japanese magnolia that remains in the park to this day. The property was purchased by Peyton Leftwich Terry in 1858. In 1911, after the death of his wife, he sold what is now Elmwood Park to the City for \$150,000.

Although the park has remained one of Roanoke’s most vibrant public spaces for over a century, the Terry House which also served as the city’s first public library, was torn down in 1964 after the city’s current library opened in 1952. Elmwood Park was championed by the Woman’s Civic Betterment Club, the same group that commissioned urban planner John Nolen. Nolen’s plan Remodeling Roanoke advocated the integration of beautiful public spaces with civic buildings and facilities. Throughout the park’s history, civic organizations, garden clubs and other private donors were crucial benefactors with the park’s upgrades.

*‘Terry House’ (1914)  
courtesy of Roanoke  
Public Library*



# PROPOSED MARKERS

During its early years, the park boasted tennis courts and a bandstand that brought in crowds for tournaments and concerts. The park remains a site for many of Roanoke's festivals and cultural events, hosting more than 50 celebrations annually for a diverse range of organizations. The costs of maintaining the park and benefits of preserving the park have been publicly debated for decades. Yet the park has survived and thrived. It received a makeover in 1985 and again in 2013. In 1985 former City Mayor Noel Taylor proclaimed that "Elmwood Park today is a tribute to the vision of the Roanokers who supported its purchase by the city in 1911." As the current Elmwood Park improvement nears completion, we are reminded of its significance as a public, cultural and recreational space throughout the evolution of Roanoke. While the Mayor's Monument acknowledges Roanoke's industrial heritage, the 2013 master re-design reflects the City's vision as a center for culture and outdoor recreation in addition to its increasingly diversified economy.

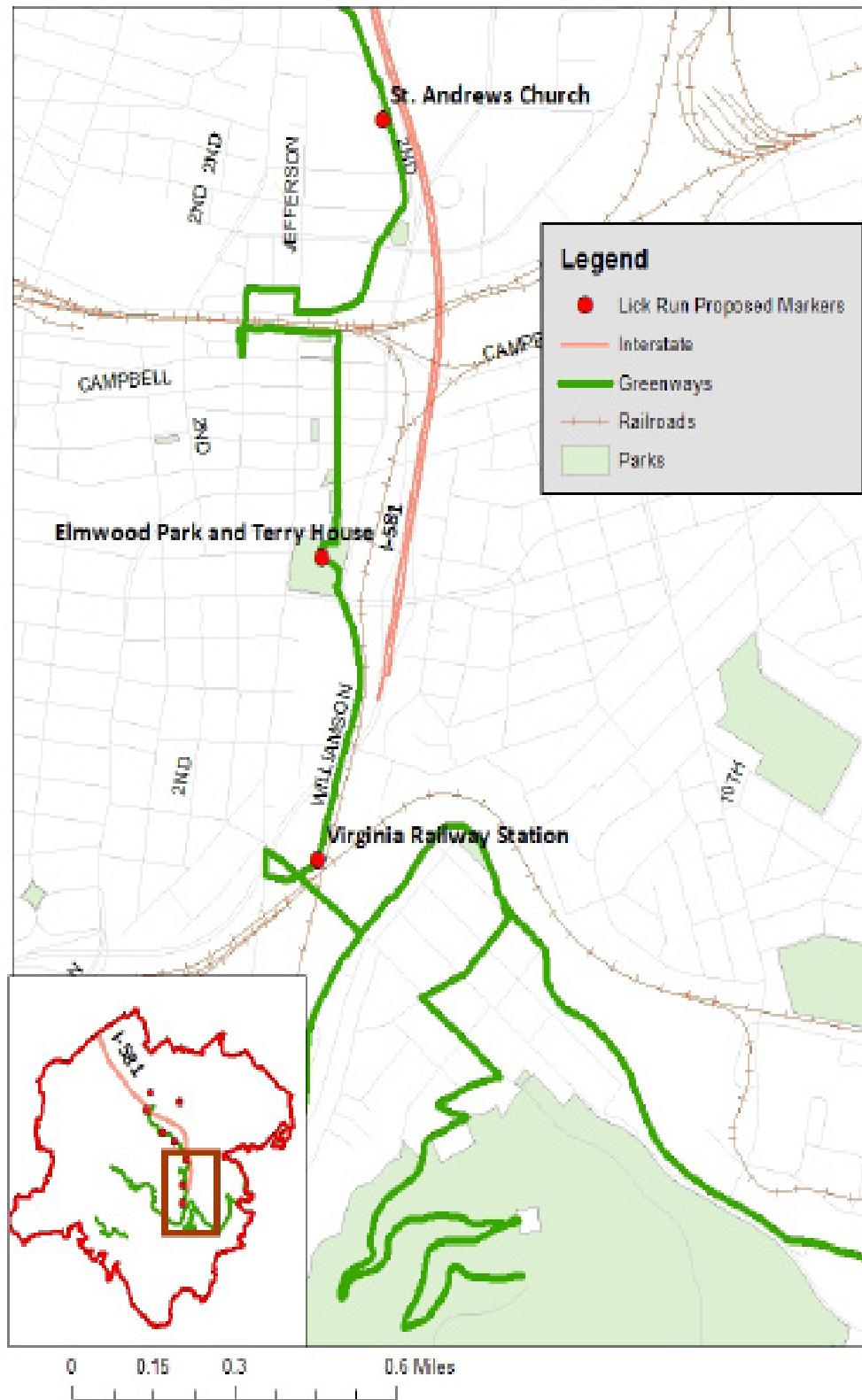


*'Elmwood Park Trees,' courtesy of the Roanoke Times*



# PROPOSED MARKERS

## Lick Run South - Downtown Proposed Markers



## 4.2 Lick Run Markers

Elmwood Park is located in Downtown Roanoke. It currently in the midst of a major redesign and most of it is temporarily closed to the public. When it opens, efforts should be made to better connect it to the southern terminus of the Lick Run Greenway. Below is the Elmwood Park design scheme, including a new amphitheater in the bottom-right quadrant. The Lick Run Greenway technically begins several blocks north of the park and continues north past St. Andrews Catholic Church and up to Valley View Mall. To the south of Elmwood Park is the old Virginia Railway Station. As of 2013, plans to restore the station are in motion. Markers for both St. Andrews and Virginia Railway Station have potential funding partners.



*'Elmwood Park Master Plan,' courtesy of Roanoke City Parks & Recreation*

# PROPOSED MARKERS

## Lick Run Greenway North Proposed Markers



# PROPOSED MARKERS

The upper portion of the Lick Run Greenway traverses through Washington and Brown-Robertson Parks and then continues up towards Valley View Mall passing by the edge of the Evan Springs Area. Both parks should have historic markers as should the Evans Spring Site. The Washington Park site was used as a landfill until the 1950s when it was filled in. The park was established in the 1960s and has served as the center of the Washington Park neighborhood since. Brown-Robertson Park used to be the site of the Shadeland neighborhood until it was flooded. The houses were removed permanently, because the site is on a flood plain. The park was created in the 80s as part of a community grassroots effort. As a result residents are proud of the park. It is a more recent piece of history along the Greenway. Huff Farm & Barrens marker will be located in Huff Park on the site of the old Huff Farm on which Valley View Mall now sits. The Oakland marker will stand in front of Oakland Baptist Church on Oakland Boulevard.



*'Evans Spring,' courtesy of the Evans Spring Area Plan*

### 4.3 Roanoke River Markers

The Roanoke River Greenway is the longest, most developed and most heavily travelled segment of the Valley’s Greenway network. The trail runs adjacent to the Roanoke River crossing it 5 times. The alignment passes by many of Roanoke’s historic industrial sites. While some of the markers mapped including Victory Stadium and the Great Fair do not have physical historic sites, the markers can still provide context and a historic narrative.



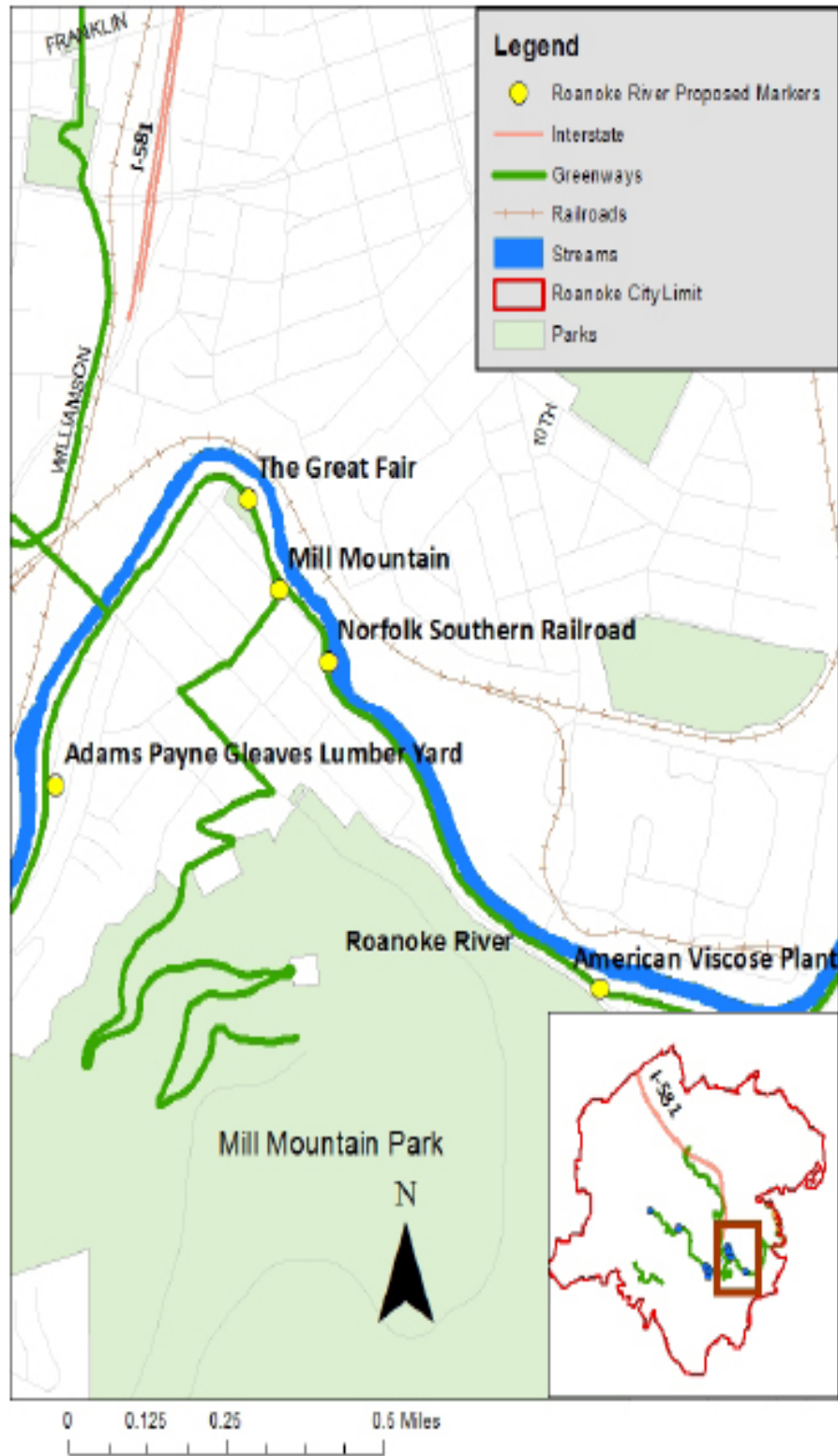
*Roanoke River Greenway approaching River’s Edge Complex*



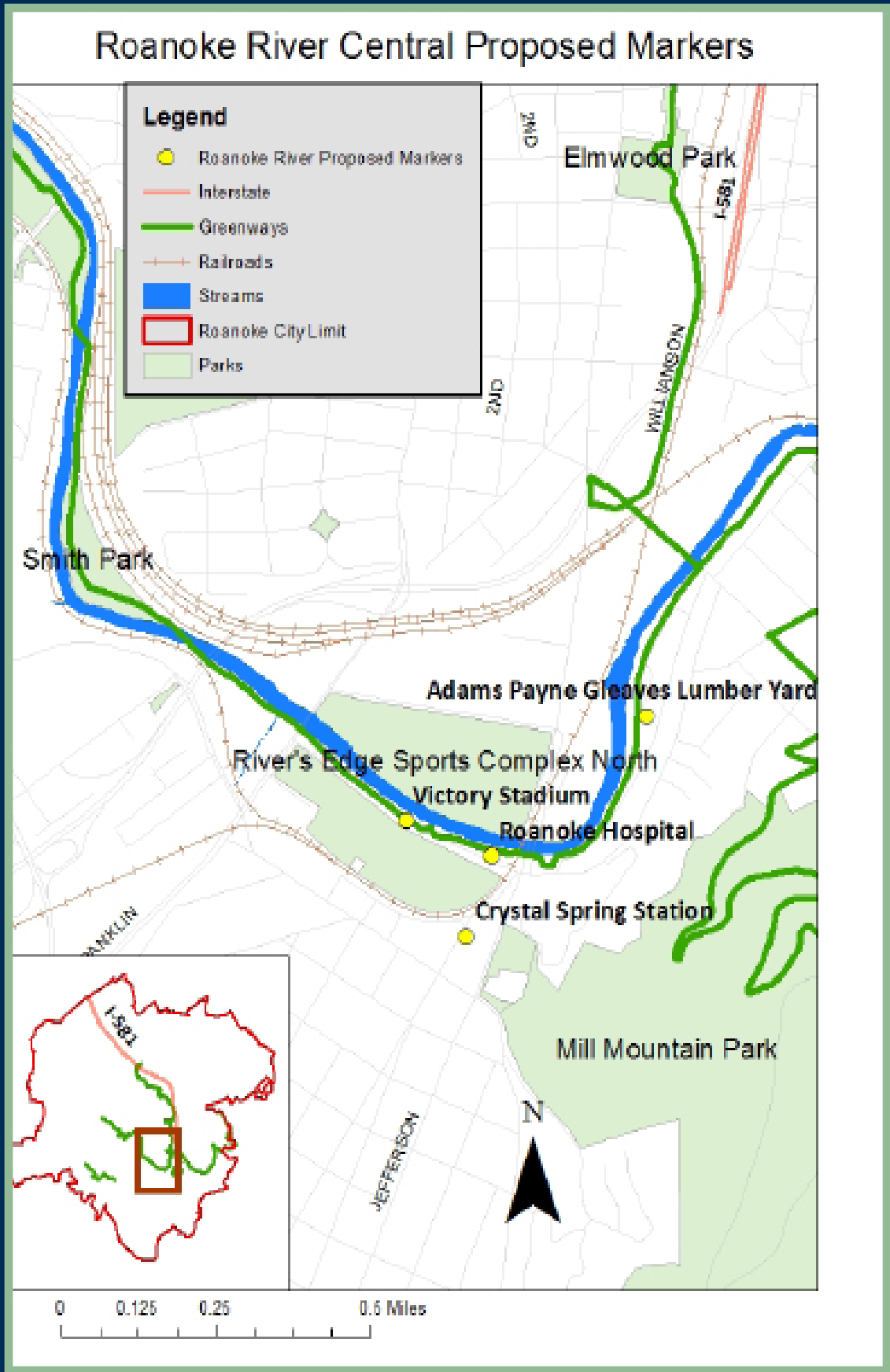
*Roanoke River Greenway, Bridge approaching Vic Thomas Park*

# PROPOSED MARKERS

## Roanoke River East Proposed Markers



PROPOSED MARKERS



# PROPOSED MARKERS

Moving from west to east along this Greenway from Smith Park, one approaches Carillion Medical Center and Mill Mountain. These two visually recognizable geographic reference points are important not only for the Greenway but also for the Valley. They therefore both received markers. The historic Roanoke Hospital marker will be located on the eastern edge of the River's Edge Sports Complex in the midst of the Carillion area. The Crystal Spring Pumping Station should be located in front of the historic structure two blocks away from the greenway. The Victory Stadium marker should be located in the middle of the River's Edge Complex, because the historic stadium used to stand on the north bank of the River.



*Roanoke River Greenway across from Carillion Research Institute*



*Roanoke River Greenway, proposed site for Lumber Yard marker*



# PROPOSED MARKERS

Further along past Carillion, the Adams Payne and Gleaves Lumber yard marker can sit across the River from the historic lumber yeard. Beyond the next bend in the river, the Great Fair, Mill Mountain and Norfolk & Western Railroad markers will be placed together as a set. This portion of the trail is particularly scenic, with clear views of the Mountain and the River. Unobtrusive historic markers concentrated in this area can make this a more desirable portion of the trail worth more frequently using. About half of a mile to the east is the easternmost mapped marker on the Greenway--the American Viscose Plant. The historic site is situated across river from the Greenway. Most of the trees have been cleared so there are wide and clear views of the site from the Greenway.

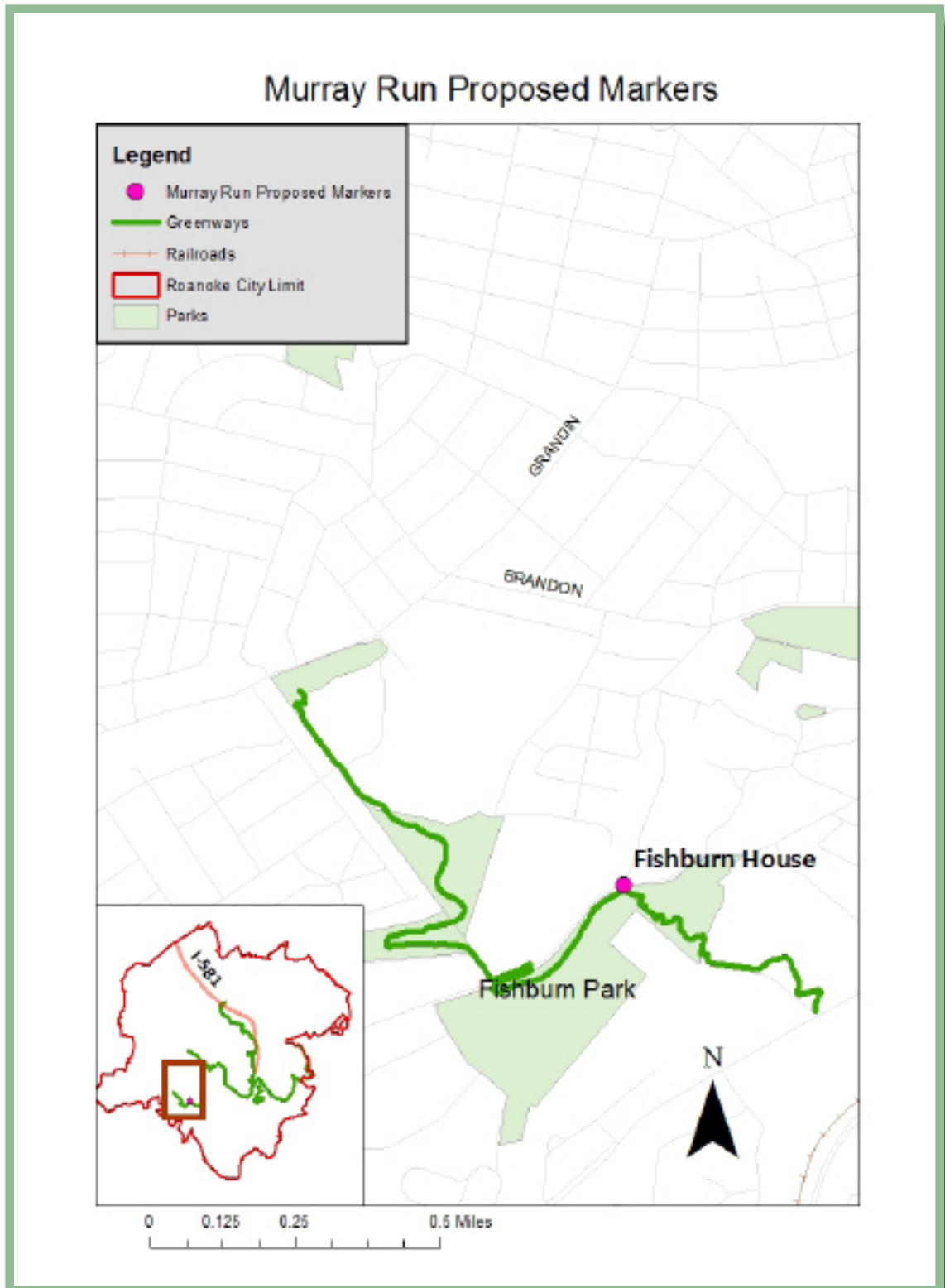


*Roanoke River Greenway near Viscose Plant*



*Roanoke River Greenway across from Viscose Plant*

## 4.4 Tinker Creek & Murray Run Markers



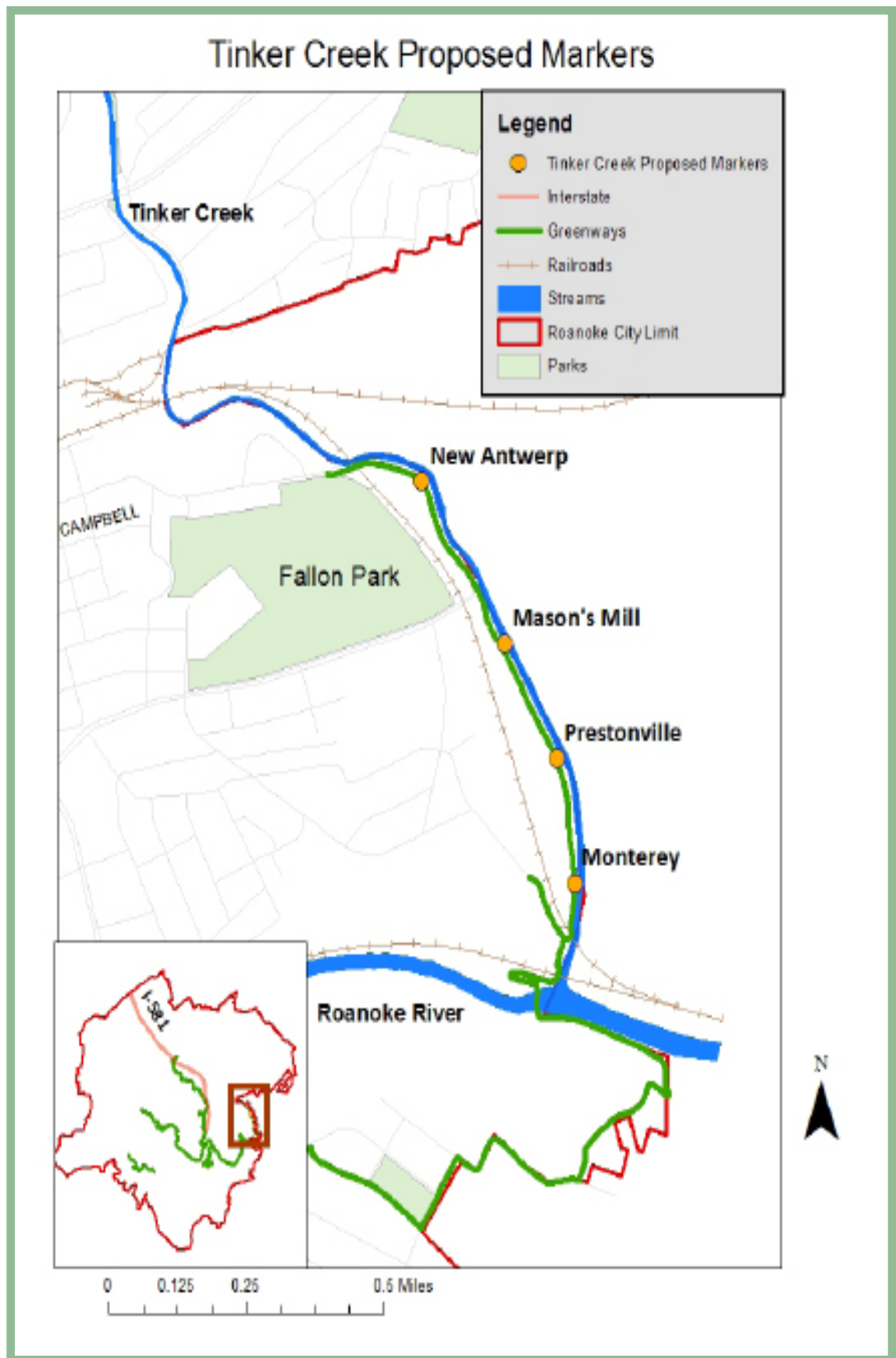
# PROPOSED MARKERS

While the Roanoke River and Lick Run Greenways are both long and heavily traveled, Murray Run and Tinker Creek are both peripheral Greenways with less foot traffic. The Fishburn Park House is the only marker to be placed along the Murray Run Greenway. It is not currently a priority marker. Tinker Creek originates in Boutetort County and flows south into the Roanoke River. The markers along the Tinker Creek Greenway all either relate to the Creek, such as Mason's Mill, or to early settlements and neighborhoods in that part of the Valley. While none of the Tinker historic assets can be seen from the Greenway, their related topics and close placement will create a strong narrative and evoke a sense of connection to some of the valley's first settlements.



*Tinker Creek Greenway facing south*

# PROPOSED MARKERS



## 5.1 Cost and Funding

As a grassroots, volunteer-driven initiative, the historic markers program will receive funding from a variety of different sources. This includes grants from the City of Roanoke along with Roanoke County, Salem and Vinton. Because the markers mapped so far are all located within Roanoke City limits, RVPF will for now aim to acquire government funding from them. There are some funding opportunities from the State of Virginia as well. Other funding may come from City neighborhood groups, nonprofit organizations and associations and community-based institutions including churches and schools. RVPF should be flexible and open-minded in order to take advantage of all available funding opportunities. Markers with partial funding should be placed on the priority list and RVPF should aim to match funding. RVPF should also continue its fundraising efforts in order to fund the fabrication and installation of several markers in the near future.

### Cost

The cost of one marker including fabrication and shipping is \$1000. The installation of one marker should also cost \$1000. While estimates vary, these are standard figures that the RVPF can use going forward in planning marker priorities and acquiring funding.



*Roanoke River near Piedmont Park*

## Funding Sources

### **Roanoke City Neighborhood Development Grants**

The grant is awarded to organizations that strive to make their neighborhoods safer, cleaner, and healthier. Through neighborhood development grants, “volunteer community organizations have the opportunity to build community spirit, develop leaders within the neighborhood, show others that projects can be accomplished, and recruit volunteers to share in these efforts.” RVPF should look to apply for this in early 2014.

### **Foundation for the Roanoke Valley Grants**

The Foundation looks for organizations that strive to improve their community and solve problems. They value efficient use of community resources and the involvement of underserved constituencies. Grants are awarded for projects that can be completed in a specific time period, typically no more than one year. There is a summer and winter grant cycle with applications typically due in early February and late March respectively.

### **Virginia Department of Transportation’s Multimodal Planning Grant**

Any of the local governments with a Greenway in it can apply for this grant to promote the development of transportation options including bicycling and walking. This is a competitive application process. Applications are due in December but requirements and time schedules vary from year to year.

### **National Endowment for the Arts’ Design Arts Program**

“Provides grants to states and local agencies, individuals and nonprofit organizations for projects that incorporate urban design, historic preservation, planning, architecture, landscape architecture and other community improvement activities, including greenway development. Grants to organizations and agencies must be matched by a 50-percent local contribution. Agencies can receive up to \$50,000.”

### **Local Partners**

Some organizations that have demonstrated interest in funding markers or should be targeted for donations are:

- Carillion Memorial Hospital
- Norfolk & Western Historical Society
- Historical Society of Western Virginia
- Kiwanis Club
- Rotary Club
- St. Andrews Church
- Roanoke Council of Garden Clubs
- Roanoke Valley Garden Club
- Roanoke Riverside Developers

### **Sponsorship Program**

This could work in collaboration with RVPF fundraising efforts. Smaller donations could be collected and channeled towards the marker program, rather than grants that fund set numbers of markers. This is a funding possibility that RVPF should explore for the near future.



*'Wiley Bridge,' courtesy of The Roanoke Times*

## 5.2 Timeline for Implementaiton

### **May 2013**

Roanoke Valley Greenways Historic Master Plan completed  
Design and submit Elmwood Park and Norwich specs for fabrication

### **May 11, 2013**

Opportunity to raise awareness for an promote the historic marker program at the Gallop for the Greenway

### **May, 23, 2013**

Roanoke Valley Preservation Foundation celebrates its 25th anniversary  
Gather support for Historic Market program and present the Sponsorship Program idea

### **June 2013**

Elmwood Park and Norwich specs installed to meet deadline for current funding obligations

### **July - October 2013**

Gain consensus within RVPF to select next markers for fabrication  
Reach out to potential community partners to discuss donations and funding  
Decide on appropriate grants for 2014

### **December 2013**

Apply for the 2014 Roanoke Neighborhood Development Grant  
Grant awards are as much as \$25,000

### **January 2014**

Apply for Winter 2014 Foundation for Roanoke Valley Grant



# FUNDING and IMPLEMENTATION

RVPF should aim to install of the 24 markers mapped in this plan before 2020. This means that 4 markers should be installed per year. The program may begin receiving more funding as it gains momentum and has more partners are incorporated. RVPF should avoid letting these particular markers take too long to install in order to avoid frustration within the foundation and with its community partners. By that time a review of the marker program will be necessary. A Historic Marker Plan Update should be composed that reviews successes and weaknesses of the program. Historic and ecological assets deemed worthy of a marker should be mapped and incorporated into the Update. An analysis of how the historic markers have actually contributed to the principles laid out in this plan should be performed. Potential funding sources and community partners should be updated.



*Roanoke River in Norwich*

# A: Existing Speculative Marker Layouts

Eight specs have been designed and prepared the the Kiwanis Club. The RVPF and Kiwanis signs will have the same layout. They appear on cantillievered signs. One marker near Wiley Drive has already been installed. The Kiwanis Club signs touch on historic, ecological and recreational topics ranging from the Great Fair and Tupelo Settlement to the Water Cycle and Cardiovascular Exercise. In the future, RVPF and Kiwanis Club can coordinate to brainstorm new marker ideas and themes.

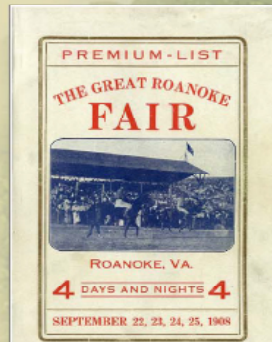
## The Great Roanoke Fair & Mountain Park

The River's Edge area boasts a vibrant history. Beginning in 1902, the city took pride in The Great Roanoke Fair, which took place every September and was promoted as the best of its kind. All neighboring states were represented. Sheep, swine, poultry, peas, agriculture, horticulture, needlework, embroidery, and "household science" were among the many exhibits at the fair.

Inside the fair pamphlet, many local businesses and attractions were advertised. The 40-acre Mountain Park, adjacent to the fairgrounds, was among them. A trolley station at the park brought residents in from the city to enjoy the festivities. The park was full of attractions including the Mill Mountain Incline, dancing pavilion, roller coaster, casino, arcade, bowling alley, and zoo. The Mill Mountain Incline alone brought 1,500 people its opening day in 1910, each paying only a quarter for the four-minute ride.

The 9,000-square-foot dancing pavilion was another popular attraction. Lit by night, people filled the bleachers and wide, open dance floor surrounding a bandstand. Frequently, fireworks were set off in the background for visitors' pleasure.

Finally, in 1922, the park saw its last day. Attendance declined and the land was purchased for \$80,000 - 13 times the original purchase price. Some of the structures were moved to what would be known as Lake Spring Park in Salem; the land itself would be developed into residential areas known as Cameron Heights and Mountain Park. Plans also included a toll road to the top of Mill Mountain to Rockledge Inn, which opened in 1924.



A pamphlet from The Great Roanoke Fair, September 1908. Credit: The History Museum of Western Virginia.



An aerial view of the fairgrounds.



The dance pavilion and "Thriller" roller coaster.



Crowds gather for a parade to the fair.



Summer fireworks display, 1912.



## Feel the Burn: Calories 101

What exactly is a calorie? A calorie is a form of energy. Other calories are heard of in relation to food, but all energy sources contain calories; for example, a gallon of gas has 31,000 calories. They are found in carbohydrates, fats, and proteins. Our bodies break down these components and combine them with oxygen to produce energy, a process commonly known as metabolism.

Taking in excess calories causes weight gain. One pound of fat is equivalent to 3,500 calories. If you decrease caloric intake by 500 calories per day, you could lose a pound per week. On the other hand, if you add 500 calories to your daily diet, or reduce exercise, you gain one pound.

Another option, however, is to burn 500 extra calories through exercise. The greenway-permitted activities to the right are examples of ways to burn excess calories. The numbers are calculated based on how strenuous the activity may be and its duration.

As your weight decreases, you will burn fewer calories doing the same activity. Alternatively, if you weigh more, you will burn more calories. In order to calculate the calories you burn during an activity, the equation below can be used. Metabolic Equivalent Tasks (METs) are listed for the activities to the right, and represent your body's energy cost while doing the activity. The numbers apply to an hour of exercise. If doing more or less than an hour, multiply the METs by the fraction of time.

$$(\text{WEIGHT} \div 1.8) \times \text{METs}$$

Example calculations and weights are given below by activity:

	Walking	Jogging	Biking	Running
120 lb:	190.5	438.4	327.3	736.4
150 lb:	238.6	545.5	409.1	920.5
180 lb:	286.4	654.5	490.9	1104.5
210 lb:	334.1	763.6	572.7	1288.6



## Tracing the Flow

Streams can be broken down by "stream order." Smaller streams - "headwaters" - are given the order of 1. When order 1 streams merge, an order 2 stream is formed, and so on as waterage flow toward the ocean. Rivers are denoted by an order of 6.

As streams move from headwaters to lower elevations, they vary not only in size, but also in oxygen content, temperature, pH level, and animal life. Headwaters tend to be cooler due to shade in higher, more forested areas, and to move faster thanks to gravity. They are populated by invertebrate organisms such as caddisflies and clams that feed on decaying matter such as fallen leaves. Headwaters are also home to fish like trout, which thrive in cooler temperatures, and feed on the invertebrates.

As streams flow downward, water flows more slowly because elevation decreases. And because many have meaged, streams get larger, which raises their temperature because they are less likely to be fully shaded by trees. This allows algae and other aquatic plants to grow and provide food for different types of animals, such as snails and water penny beetles, which eat the algae that grows on rocks in the streambed. In these areas, sunfish, catfish, bass and other larger species thrive.

The pH level varies among headwater locations, but clean waters have a pH of 7 - the very middle of the scale. If the pH is outside this normal range, it is likely that the water is polluted. Dissolved oxygen is another indicator of a waterway's health. Pristine headwaters have an average "dissolved oxygen content" of 7, compared with 5 or 6 in many river waters. This higher oxygen content is due in part to the cooler temperatures at higher elevations.



A representation of species along stream gradients.



Installed historic marker for Wiley Bridge Replacement on Roanoke River Greenway

## B: References

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