



VINTON 2050

DRAFT VISION & GOALS – 2/3/2025

Vision Principles	Vision Statements	Goals
1. Sociable and Welcoming Town	Vinton is a place where you know your neighbors, feel safe, feel a sense of belonging, and want to settle down with your family and start your business.	<ul style="list-style-type: none">a) Tie together existing and new public spaces downtown to create a welcoming central public space that can serve a variety of purposes including events, music, greenway access, and more.b) Support events and opportunities that bring Vinton residents together.c) Support opportunities for civic engagement and volunteering in the community.d) Support youth and family-oriented organizations and programming.e) Maintain and expand upon community facilities such as parks, the library, the Vinton War Memorial, and Charles R. Hill Community Center.



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2. Thriving and Authentic Downtown	Vinton has a wide range of housing and businesses, shops, and restaurants downtown including several startups; it is easily accessible by foot, bike, bus, or car; it is the social and cultural hub of Vinton where people come to spend time with friends and family; it is a popular destination on the region's greenway system; its events, Farmers Market, and concerts draw people from across the region; and downtown has an authentic sense of place due to its historic buildings and walkable form.	<ul style="list-style-type: none">a) Increase the number of housing units within walking distance of downtown Vinton.b) Increase opportunities for tourists and visitors to stay overnight in the downtown area.c) Transform the heart of Downtown Vinton into a pedestrian district and improve pedestrian access to it.d) Directly connect Downtown Vinton to the regional greenway network.e) Protect the historic character of downtown while encouraging compatible reuse.f) Improve parking efficiency downtown while maintaining convenient locations for visitors to park.g) Increase job opportunities within the downtown area.



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3. Outdoor Recreation Hub	Vinton is at the nexus of several popular regional trails including the Roanoke River Greenway, Tinker Creek Greenway, Glade Creek Greenway, Wolf Creek Greenway, and Roanoke River Blueway. People can safely and comfortably bike and walk from Vinton to the Blue Ridge Parkway, Explore Park, and Downtown Roanoke. Easy access to these trails makes Vinton a popular place to live and work and supports businesses that cater to the outdoor recreation economy.	<ul style="list-style-type: none">a) Increase access for Town residents and visitors to the regional greenway and blueway networks.b) Strengthen the connection between Vinton and regional recreational facilities, such as Vinyard Park, Explore Park, the Roanoke River Greenway, and the Blue Ridge Parkway.c) Create a direct and convenient connection to Downtown Vinton from the regional greenway system.d) Encourage and recruit outdoor recreation businesses to be built around access to the greenways and blueway.e) Market Vinton as an outdoor recreation destination.



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4. Housing for All Phases of Life	Vinton has an ample supply of housing for people at all stages of life including starter homes for new families, single-family homes for growing families, housing suitable for the growing 65 and older population, a mix of housing types for small households and young single workers, and housing downtown where people have the option to drive less.	<ul style="list-style-type: none">a) Accommodate forecast population growth by increasing the Town's housing stock.b) Increase supply of starter homes and homes affordable to the Town's workforce.c) Ensure new housing is compatible in scale and design with its surroundings.d) Encourage redevelopment or repurposing of aging and outdated buildings to new housing, especially underutilized buildings near downtown.e) Encourage transformation of aging strip development along major corridors to a more vibrant mix of uses, including housing.f) Help older and lower income households make improvements to their property for safety, long-term viability, and accessibility.



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5. Safe and Connected Streets for All	Vinton is a “to” Town, not a “through” Town, and the streets reflect that. Vinton’s residents can easily access their daily needs on foot, bike, bus, or car. The Town’s compact nature and proximity between housing, shops, and services makes it easy to travel by any mode. Traffic flows in Vinton and people can reach their destinations easily, even at lower vehicle speeds that are safer for pedestrians.	<ul style="list-style-type: none">a) Enliven major corridors, such as Walnut Avenue, Washington Avenue, Virginia Avenue, Hardy Road, and Bypass Road.b) Connect the greenway trails system.c) Improve neighborhood connections to major attractions, such as downtown, schools, and recreational areas (such as parks and greenways).d) Transform downtown into a highly walkable district.e) Eliminate fatalities and serious injuries on the Town’s transportation network.f) Provide smooth and efficient circulation for all roadway users.



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6. Environmental Stewardship Leader	Vinton's waterways and the Roanoke River are clean and safe for fishing and recreation; tree canopy along major streets and downtown has enhanced the Town's value and helped alleviate extreme heat; and restoration of the Town's waterways has inspired residents and businesses to remove invasive plants and replant with species native to Virginia.	<ul style="list-style-type: none">a) Increase street trees to improve pedestrian comfort and safety, reduce urban heat island effect, and reduce stormwater runoff.b) Address invasive plants along the Town's waterways, parks, and public lands.c) Improve the water quality of the Town's streams and the Roanoke River.d) Encourage partnership with regional environmental groups into Vinton to help organize efforts around improving environmental quality.e) Encourage reuse of underutilized parcels within the Town to help limit sprawling greenfield development.



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7. Parks for All	Nearly all Vinton residents have a park within a 10-minute walk and people frequently meet up with friends and family in the Town's parks. The parks provide something for everyone with ballfields and play opportunities that appeal to all ages, and parks that provide a restorative experience, especially along the greenways and streams. Walking access to the Town's parks is easier due to new sidewalks and trails connecting residential and commercial areas to parks.	<ul style="list-style-type: none">a) Build new Town parks or public open space so that nearly all residents and visitors have a public space within a 10-minute walk of their home or place of business.b) Create parks and public spaces that offer recreational opportunities for all ages and abilities and help support restoration and mental well-being.c) Improve walking connections to parks.d) Expand and connect the Town's greenways and trails so that people can use them for recreation and travel.e) Ensure proper maintenance with stable funding for all park, greenway, and public open space facilities.



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8. Adaptable	<p>Vinton has a small-town feel but is not frozen in time, which makes it a desirable place to live or start a business. People can adapt buildings and places to meet new needs. Businesses find it easy to set up shop and find success. The flexibility helps maintain the small-town feel for adapting older or underutilized buildings to new modern uses and saving them for future generations.</p>	<ul style="list-style-type: none">a) Encourage a more flexible land use policy within areas where revitalization and transformation are desired.b) Make desired development and redevelopment easier by aligning zoning ordinances with Town goals.c) Encourage adaptive reuse of older buildings, especially downtown, that contribute to the Town's authentic sense of place.d) Encourage the formation and growth of local, homegrown businesses and promote their growth within Vinton.e) Provide accessible and exceptional local government services to people looking to do business in Vinton.f) Increase the number and diversity of jobs within Vinton, especially those that pay a higher wage.



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9. Exceptional Town Services & Infrastructure	Vinton is known for its well-maintained infrastructure including streets, water, sewer, and stormwater; flooding and system failures are not an issue due to Town investment in meeting the stormwater demands associated with more frequent and severe storm events; Vinton is resilient, and residents and businesses can count on infrastructure. Staff are known for being accessible and responsive and residents and businesses rate the Town services highly.	<ul style="list-style-type: none">a) Maintain infrastructure in a state of good repair.b) Serve the entire Town with the regional water supply as soon as possible.c) Ensure adequate water and sanitary sewer capacity for the Town's growth areas.d) Address stormwater with green stormwater infrastructure solutions.e) Invest in stormwater improvements that reduce flooding, improve infrastructure resiliency, and enhance the value of places within Vinton.



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10. Connected and Collaborative with the Region	Vinton is at the heart of the Roanoke Valley region and is a dependable partner in working together with other local governments and regional entities to solve regional problems. Homelessness, water quality, stormwater management, air quality, traffic, and greenway connectivity are all addressed thanks to these regional collaborations. Close collaboration with Roanoke County and the City of Roanoke have resulted in better gateways at the Town's western and eastern entrances.	<ul style="list-style-type: none">a) Work with the City of Roanoke to improve connections between Downtown Vinton and Downtown Roanoke.b) Work with other jurisdictions in the region to reduce the number of people who are homeless.c) Work with other jurisdictions in the region to improve water quality in the Roanoke River and its tributaries.d) Work with the City of Roanoke and Roanoke County on safety and pedestrian access improvements for major corridors that cross the jurisdictions, such as Walnut Avenue, Virginia Avenue, Hardy Road, Gus Nicks Boulevard, and Washington Avenue.e) Collaborate with the City of Roanoke, Roanoke County, and Norfolk Southern in providing welcoming gateways to the Town.