

Roanoke Ranch Reimagined

A resident-led vision for Roanoke | City Council, October 27, 2026 | ZTA-2026-08

390+ Roanoke petition supporters

Residents supporting the community vision

170+ interested regional shoppers

From surrounding communities, eager to shop at a destination like the one envisioned

We welcome major retailers, smaller shops, restaurants, and jobs. We ask that the development also protect neighboring families and reflect the character Roanoke has already established.

Protect neighboring homes

- 8-foot masonry screening wall along the residential boundary
- Continuous evergreens, at least 8 feet tall when planted
- At least 65 feet between commercial buildings and residential property
- Landscaped greenbelt with connected walking trail
- Install neighborhood screening early and maintain it
- No unscreened parking, loading, or service areas against homes

Keep trucks and noise away

- Routine deliveries, loading, and trash pickup only 7 AM–7 PM, including big retailers
- Construction activity limited to 7 AM–7 PM, with appropriate exceptions
- Construction plan addressing noise, dust, staging, and haul routes
- Keep commercial trucks off Bristol, Bentley, Blythe Bridge, Marshall Creek bridge, and neighborhood cut-throughs
- Locate and screen loading docks away from homes where practical

Protect our evenings

- Study and limit light spilling onto residential properties
- Shield and aim parking lot lights downward, including tall light poles
- No illuminated commercial signs facing residential homes

Make every building feel like Roanoke

- Coordinated brick, stone & durable architectural finishes on all buildings aligned with our beautiful City Hall, Convention Center & Cade Hotel
- No blanket design exemptions for big-box or flex buildings
- Attractive finished rear walls, especially facing homes
- No unmodified national-chain prototype buildings

Bring a real mix of shopping and dining

- At least 50 acres devoted to retail uses
- Required smaller storefront spaces alongside major retailers
- Clear commitments to build retail as the project develops, not indefinitely defer it

Give families a reason to stay

- Shaded, walkable shopping street or promenade
- Public gathering green or plaza with seating
- Fountain or comparable water feature (we would particularly love a twin to the fountains at City Hall)
- Outdoor dining and connected sidewalks
- Trails connecting the site to neighborhood paths and potentially downtown Roanoke

Avoid a generic highway strip

- No food or beverage drive-through lanes; takeout and curbside pickup remain welcome
- Separate City approval for bank, pharmacy, and similar non-food drive-throughs
- No standalone automotive businesses; preserve allowed warehouse-club-related fuel or service facilities

Keep signs attractive and promises meaningful

- Favor brick-and-stone monument signs; tightly control any taller sign exceptions
- No flashing, scrolling, animated, or electronic message signs
- Keep adopted neighborhood protections, design standards, retail commitments, and amenities enforceable when plans change

Our request

Please consider each priority with City staff and the developer, and include strong protections in the final plan.

Mayor Scooter and Roanoke's leaders have made ordinary places extraordinary. Oak Street and our beautiful City Hall show what your vision can accomplish.

We'd love that same Roanoke magic at our city's front door: welcoming businesses, protecting families, and creating one connected Roanoke.



SCAN FOR PETITION
AND VISION