

Vision Principles



SOCIABLE AND WELCOMING SMALL 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.



THRIVING AND AUTHENTIC DOWNTOWN

Vinton has a wide range of 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.



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 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.



HOUSING FOR ALL PHASES OF LIFE

Vinton has 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 large 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.



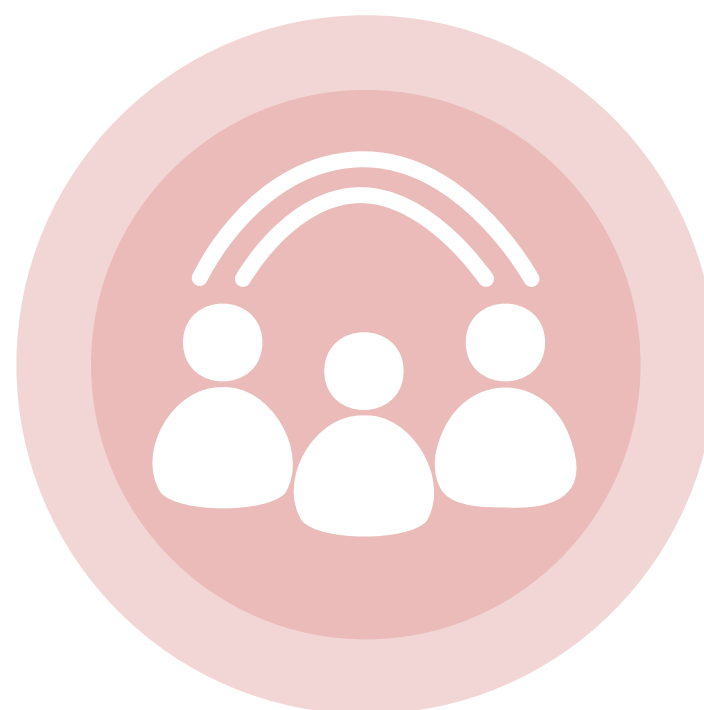
SAFE AND CONNECTED STREETS FOR ALL

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.



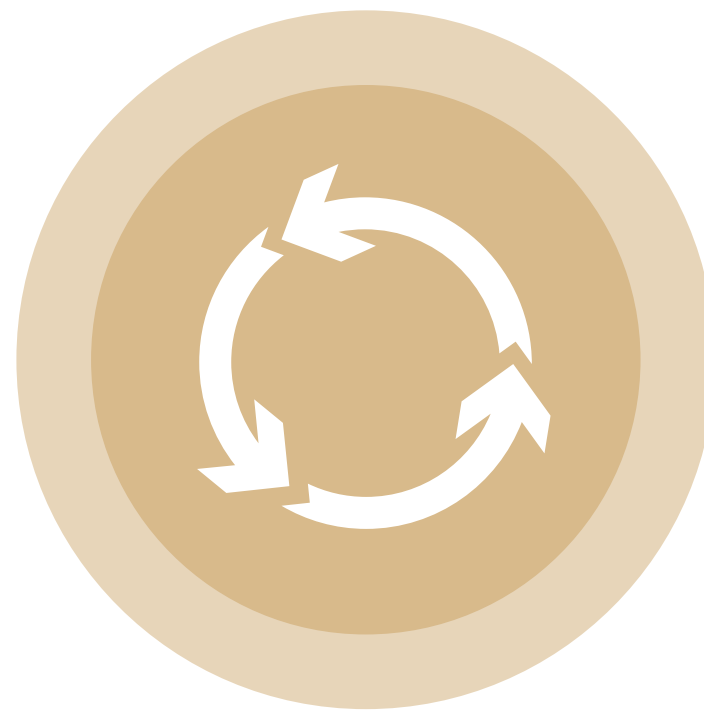
ENVIRONMENTAL STEWARDSHIP LEADER

Vinton’s streams 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 streams has inspired residents and businesses to remove invasive plants and replant with species native to Virginia.



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, 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.



ADAPTABLE

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 buildings to new modern uses and saving them for future generations.



EXCEPTIONAL TOWN SERVICES AND 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.



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 areas to parks.