

CELEBRATING
A CULTURE.
EMPOWERING
A COMMUNITY.



MELROSE
PLAZA

Melrose Plaza Fact Sheet

About Melrose Plaza

- Roanoke was once home to the Valley's Black Wall Street. Historic Gainsboro was the heart of its arts and commerce. Now Melrose Plaza honors this legacy by bringing vital, life-enhancing services back to the community.
- Urban renewal may have decimated homes, businesses, and churches here in the 1950s, but it could not destroy the resilient spirit of Northwest Roanoke. Melrose Plaza will be a symbol of renewal, a path to better health and financial security, and a gathering space for showcasing our culture. When completed, its mission of restoration will create a ripple effect across all of Roanoke.
- Cultural programming will both celebrate and benefit residents of the NW Roanoke community
 - City and community partners will host art exhibitions, musical performances, speaker series, workshops, wellness expos and more
 - Melrose Plaza will connect to Horton Park to enhance access to greenspaces and organized youth recreational activities like baseball and basketball
 - Improvements to the park's community garden and orchard are planned to boost nutritional education and nature-based learning opportunities
- \$30 million investment in NW Roanoke to benefit the entire city
 - \$10 million from City of Roanoke American Rescue Plan Act
 - \$9.5 million from Grants, State Funding, and New Market Tax Credits
 - \$8 million from Goodwill In-Kind Real Estate and Building
 - \$2.5 million from Restoring Northwest Roanoke Capital Campaign
- **Market on Melrose** to open in December 2024
 - 25,000 square-foot, full-service grocery store will provide access to nutritious, high-quality, and affordable food sources in a clean and safe facility
 - Creation of 50 - 70 jobs in 2024
 - Will bring access to fresh and affordable food options to Northwest Roanoke, an area currently categorized as a food desert
 - First full-scale grocery store in the Goodwill national network



Visit MelrosePlazaRoanoke.com or scan the QR code to learn more and support.

CELEBRATING
A CULTURE.
EMPOWERING
A COMMUNITY.



MELROSE
PLAZA

About Melrose Plaza

- **Wellness Center**
 - Will offer medical, dental, and behavioral health services
 - Vaccination clinics and well-child screenings are a few services that will improve the health and wellbeing of area residents
- **Bank of Botetourt Branch**
 - Fully operational branch with banking services, a 24/7 ATM, and free one-on-one financial coaching
 - Will help bring financial empowerment to residents of Northwest Roanoke
- **Excel Center®**
 - Free, public high school for adults with on-site childcare
 - Melrose Library partnership will create a climate of lifelong learning and provide support to Excel Center® students and residents in Northwest Roanoke

Melrose Plaza Partners

- [City of Roanoke](#)
- [LEAP](#)
- [Feeding Southwest Virginia](#)
- [Total Action for Progress](#)
- [Melrose Roanoke Library](#)
- [Bank of Botetourt](#)
- [Carilion Clinic](#)
- [LewisGale Medical Center](#)
- [Bradley Free Clinic](#)
- [New Horizons Healthcare](#)

Visit MelrosePlazaRoanoke.com or scan the QR code to learn more and support.

