Urban Development Area
Grant Program

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Deputy Secretary of Transportation
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History

• Established in Code as a part of Republican legislative initiative in 2007 (HB3202)

• Goal was to promote transportation efficient land development patterns to help reduce the impact of growth on the state transportation network

• 2009 law requires VTrans to identify transportation needs of designated urban development areas (HB2019/SB1398)
Urban Development Areas

• A UDA is defined as (Section 15.2-2223.1):
  – Areas designated by a locality that may be sufficient to meet projected residential and commercial growth of at least 10 but not more than 20 years, and up to 40 years near rail transit
  – Areas that may be appropriate for density of at least four single-family residences, six townhouses, or 12 apartments per acres and an authorized floor area ratio of at least 0.4 per acre for commercial development, or any combination thereof
  – Urban development areas shall incorporate principles of traditional neighborhood design (TND) including mixed-use development, pedestrian friendly road design, connected grid of streets, and reduced setback and other subdivision requirements
History and Timeline

Virginia General Assembly added Section 15.2-2223.1 requiring high growth localities to designate UDAs in their comprehensive plans.

Designation via Code now voluntary, density requirements also voluntary.

Grant program restarted.

2007

- Code amended to establish density and design criteria; OIPI/VDOT administers UDA Local Government Technical Assistance Program.

2010

2012

2014

2015

HB2 & VTrans – “promote urban development areas”
Designated Urban Development Areas

72 jurisdictions have designated 212 unique locations

36 Counties = 130 locations
21 Cities = 51 locations
15 Towns = 31 locations

Note: Current status of UDAs/DGAs as of January 1, 2017
Impact of VTrans & SMART SCALE

General Assembly enacts Section 15.2-2223.1

15.2-2223.1 amended to become voluntary

Grant Program

Grant Program

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Grant Program restart

Grant Program continues

SMART SCALE
UDA CHARACTERISTICS
Totals: Area, Population, Employment

Total area of all the UDAs (946 sq.mi) represents 2.4% of Virginia’s land area.

Total Population in these UDAs accounts for 20% of Virginia’s population in 2010
(Source: US Census Bureau)

Total jobs in the UDAs account for 19% of Virginia’s labor force in 2010
(Source BLS)
UDA CHARACTERISTICS
Population Density & UDA Clusters

Arlington, Fairfax/Fairfax City, Falls Church, Loudoun, Manassas UDAs (avg. 4 to 15 p/acre)

Charlottesville: 27 p/acre

Augusta County/Harrisonburg/ Staunton/Waynesboro

Arlington: 31 p/acre

Roanoke/Salem/ Blacksburg

Norfolk (Newtown): 26 p/acre

Norfolk, Hampton, Virginia Beach, Portsmouth UDAs (avg. 5 to 16 p/acre)

Chesterfield, Goochland, Henrico, Powhatan UDAs (avg. 1 to 5 p/acre)
UDC CHARACTERISTICS
Place Type

Existing Place Type

- Small Town/ Low Density Suburban
- Medium Town, Multimodal Suburban
- Large Town, High Density Suburban
- Urban Center
- Rural or Village Center

Undeveloped

- Amelia Courthouse
- South Boston, Stafford Courthouse
- Staunton, Manassas
- Charlottesville, Innsbrook
- Downtown Norfolk, Tysons Corner

Planned Place Type

- 75
- 50
- 27
- 6
- 22
- 3
- 8
- 14
- 83
- 47

Completely based on local input collected through direct outreach.

Office of the SECRETARY of TRANSPORTATION
Transportation’s Role in Promoting UDAs

More efficient utilization and resource allocation

Promote development and support travel needs

UDAs

Transportation

Local Comprehensive Planning
UDA Grant Program

UDA GRANT PROGRAM
UDA GRANT PROGRAM

Assistance available for localities interested in:

- Conducting planning to identify and designate UDAs
- Updating plans and modal studies for areas already designated
- Updating other designated growth area plans to meet the legislated characteristics of UDAs
- Revising applicable land use ordinances to incorporate the principles of traditional neighborhood design (see § 15.2-2223.1 of the Code of Virginia)
- Assisting with public participation processes, and other related tasks
UDA GRANT PROGRAM

🌟 20 total grants since 2015
$1.35 million in funding
- 7 plans completed
- 3 approaching completion
- 10 in-progress

🌟 32 total grants 2011-2012
UDA STORY – Marshall

- Plan for new mixed use, walkable “gateway” to historic village
- New interchange design to relieve pressure on Rt. 17
- New grid of secondary streets
- 351 housing units approved in growth area & new businesses on Main Street since 2011

Marshall
Fauquier Co.
2011
UDA STORY – Rockingham County

- UDA planned around new hospital and new Stone Spring connector road
- Lead to zoning ordinance revisions in 2012 for high density mixed uses at entry to Harrisonburg
- UDA has offered owners/developers traditional neighborhood development options in the area
UDA STORY – Botetourt County

- Congestion relief on I-81 with compatible land use plan around interchange
- Access management on Rt. 220 and grid of secondary roads to serve new development
- Property owner & developer participation in process
- Over 600 jobs coming to area in the next 2-3 years
UDA STORY – Norfolk

- UDA redevelopment plan for Military Circle Mall & Military Highway area
- Norfolk’s top priority area for its Vision 2100 Resilience Plan
- Plan for new Tide light rail extension and transit-oriented neighborhoods
- Extensive public support for process and new jobs moving to renovated Mall building

Movement Mortgage will bring 200 new jobs to Military Circle

Military Circle
Norfolk
2016

Office of the Secretary of Transportation
UDA STORY – Franklin County

- Plan for new communities along parallel roads to relieve pressure on Rt. 123
- New development activity focused on senior needs including trails and trail connectivity
- Several needs identified through the UDA process and plans to submit for future SMART SCALE funding
UDA GRANT PROGRAM
Other Stories

Herndon – 2011, 2017
Evaluate feasibility of bike/pedestrian access improvements needed to enhance access to the Silver Line station. Includes design guidelines for cycletracks, bus stops, private driveways/access road entrances, and major intersections.

Salem – 2016
Demonstrated potential for mixed use redevelopment, resulting in an RFP for development of the air rights above the publicly owned Farmers’ Market. Several proposals were received and the City reports that it has selected an exciting mixed use development plan that, it believes, will serve as a “game changer” for the downtown area.

Stafford County – 2011
The process educated the Board about the important factors to consider in future development and allowed the County to reserve ROW as shown in the UDA plans. It also informed the Comprehensive Plan process (2016). A real estate company is currently looking at implementation of the UDA plans through a P3 partnership in the Germanna College UDA area.

Dinwiddie County – 2011
UDAs have helped the County significantly in receiving SMART SCALE projects. The community and elected officials have bought into the idea, particularly now after 5 years of no growth, understanding the importance of defining and following UDA land use policies.
UDA Grant Program Awards

- National APA 2017: Small Area Plan Award of Merit for the Westlake UDA Plan in Franklin County
- Virginia APA 2012: Planning and Innovation in Education for UDA Program
- Virginia APA 2012: Honorable Mention for the Transportation Efficient Land Use and Design Guidebook
- National APA 2017: APA Gold Best Practice Award for the UDA Program
UDA GRANT PROGRAM
Value Added – Local Perspectives

• A great planning tool in determining future transportation needs: “a marriage of infrastructure and planning”
• Allow us to dig deeper into what makes strategic areas “tick”
• Learned more about mixed use zoning and how to implement it
• Advantageous to future development and financial support
• Can help foster more connected and walkable areas
• Can help improve safety at more dangerous intersections
• Help to designate and brand an activity center
• Helped explain the importance of planning to decision makers
• Helped understand how disconnected current development is and short-term strategies to fix
• Provides a valuable framework to guide future development
UDA Grant Program Benefits

To localities:
• Plan for economic development of growth areas
• Expertise in how to plan for mixed use, redevelopment, etc.

To the Commonwealth:
• More compact and efficient development
• Less $$ for transportation and utility expansion, maintenance
NEXT STEPS
Ideas for 2017 and Beyond

• **Complete 13 ongoing UDA grants**
  – Grant Program remains open for applications through August 31, 2017
  – Continue Grant Program into 2018

• **Compile all Grant Program resulting plans and lessons learned into a single-source, UDA website**
  – Consider outreach and awareness campaign

• **Develop tracking mechanism for transportation improvements and private investment**
Placemaking & Economic Growth

• “Winning Places of Tomorrow”
  SIR Presentation from 5/16/17 Workshop

- Aging population through 2030
- Competition for younger workers intensifies

Create a Great Place → People Will Come → Jobs Follow → Community Thrives

Placemaking leads the new economic development model
• Create a remarkable place
• Transportation and services support successful placemaking
Economic Development Model & What People Want – “UDAs as the Nexus”

• Great and diverse places that:
  – Are unique and represent a community
  – Provide full-range of mobility options
  – Connect to recreation and culture
  – Include a mix of uses (“15 minute community”)
  – Amenities for all generations

Attract skilled workers & jobs