



COMMONWEALTH of VIRGINIA
Office of the
SECRETARY of TRANSPORTATION

Urban Development Area Grant Program

Nick Donohue
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

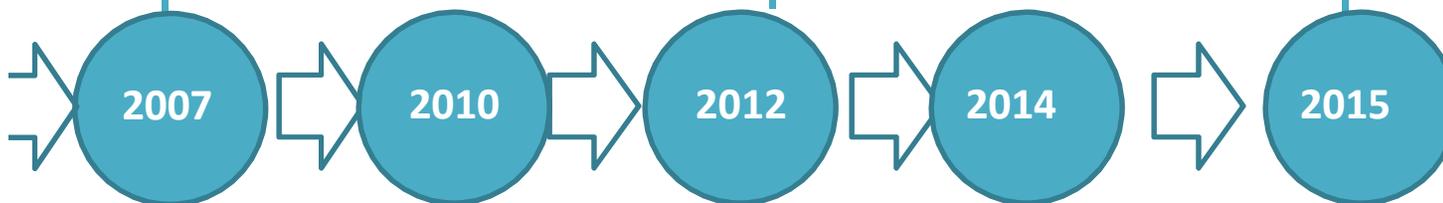
- **A UDA is defined as (Section 15.2-2223.1):**
 - Areas designated by a locality that may be sufficient to meet projected residential and commercial growth of at least 10 but not more than 20 years, and up to 40 years near rail transit
 - Areas that may be appropriate for density of at least four single-family 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



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

HB2 & VTrans – “promote urban development areas”



Designated Urban Development Areas

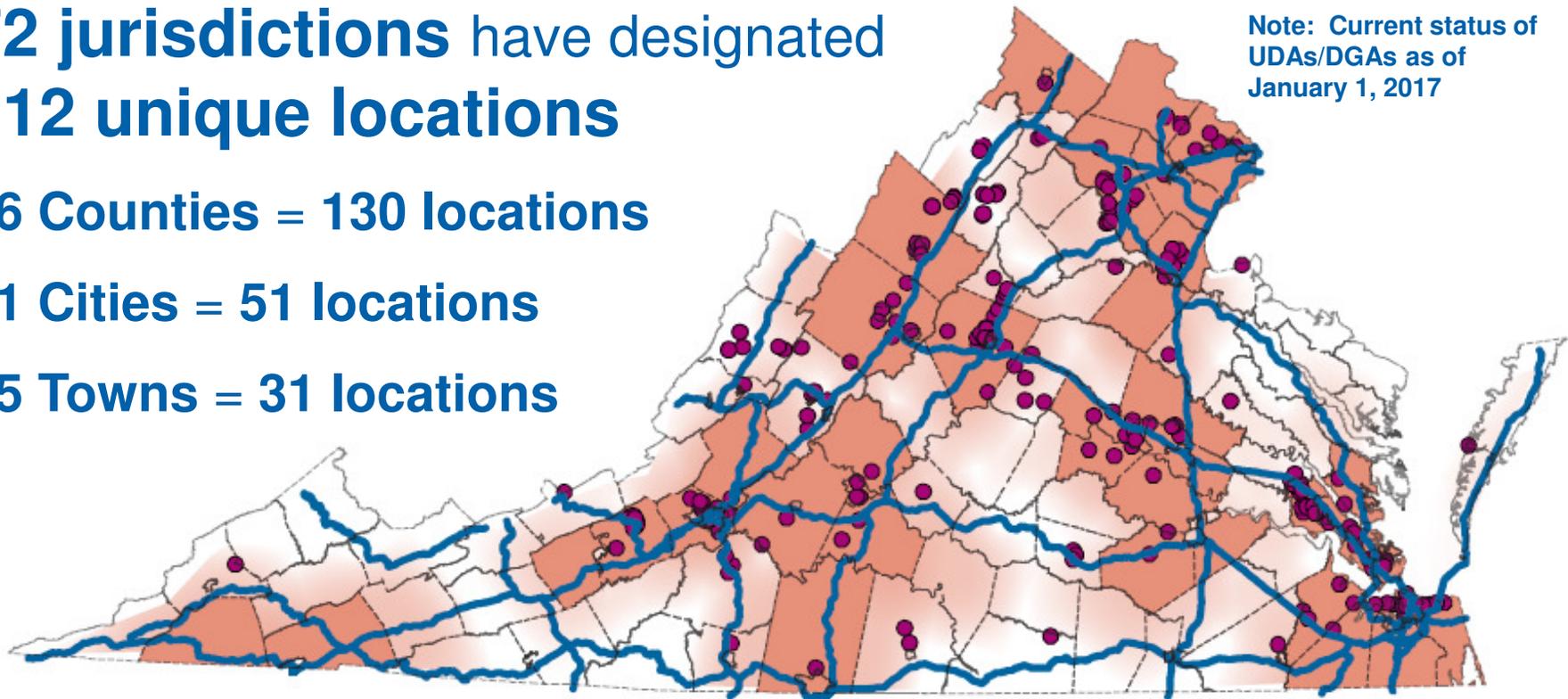
72 jurisdictions have designated
212 unique locations

36 Counties = 130 locations

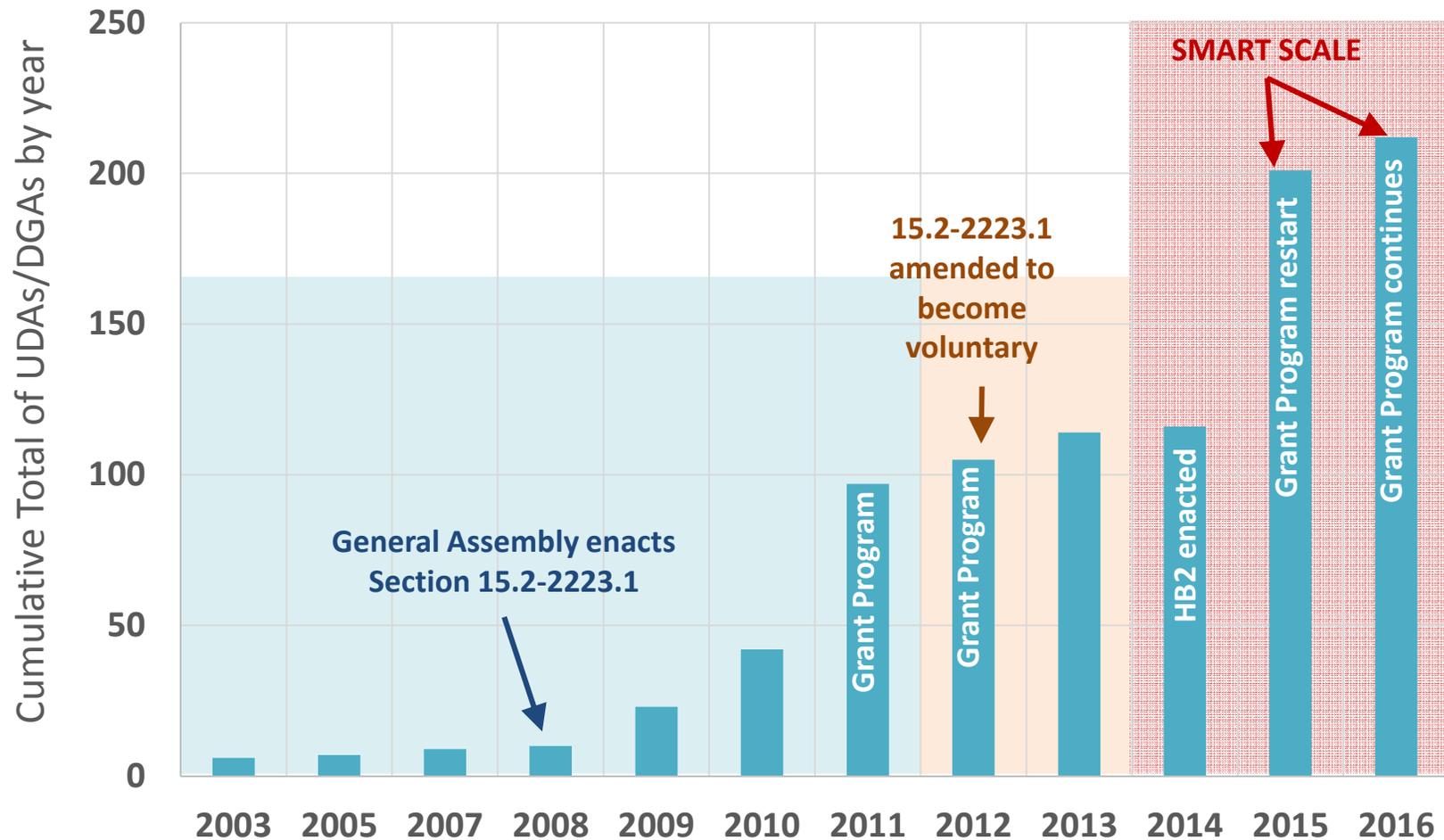
21 Cities = 51 locations

15 Towns = 31 locations

Note: Current status of UDAs/DGAs as of January 1, 2017



Impact of VTrans & SMART SCALE



UDA CHARACTERISTICS

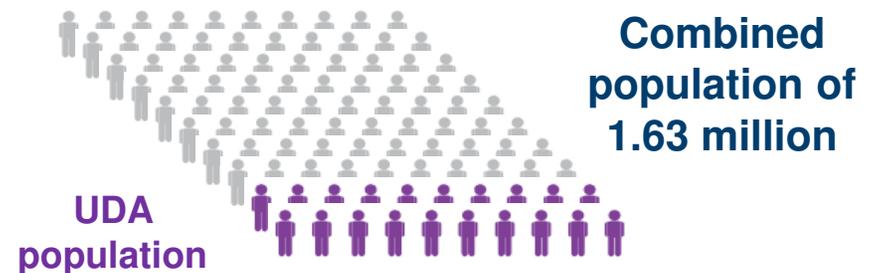
Totals: Area, Population, Employment

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)

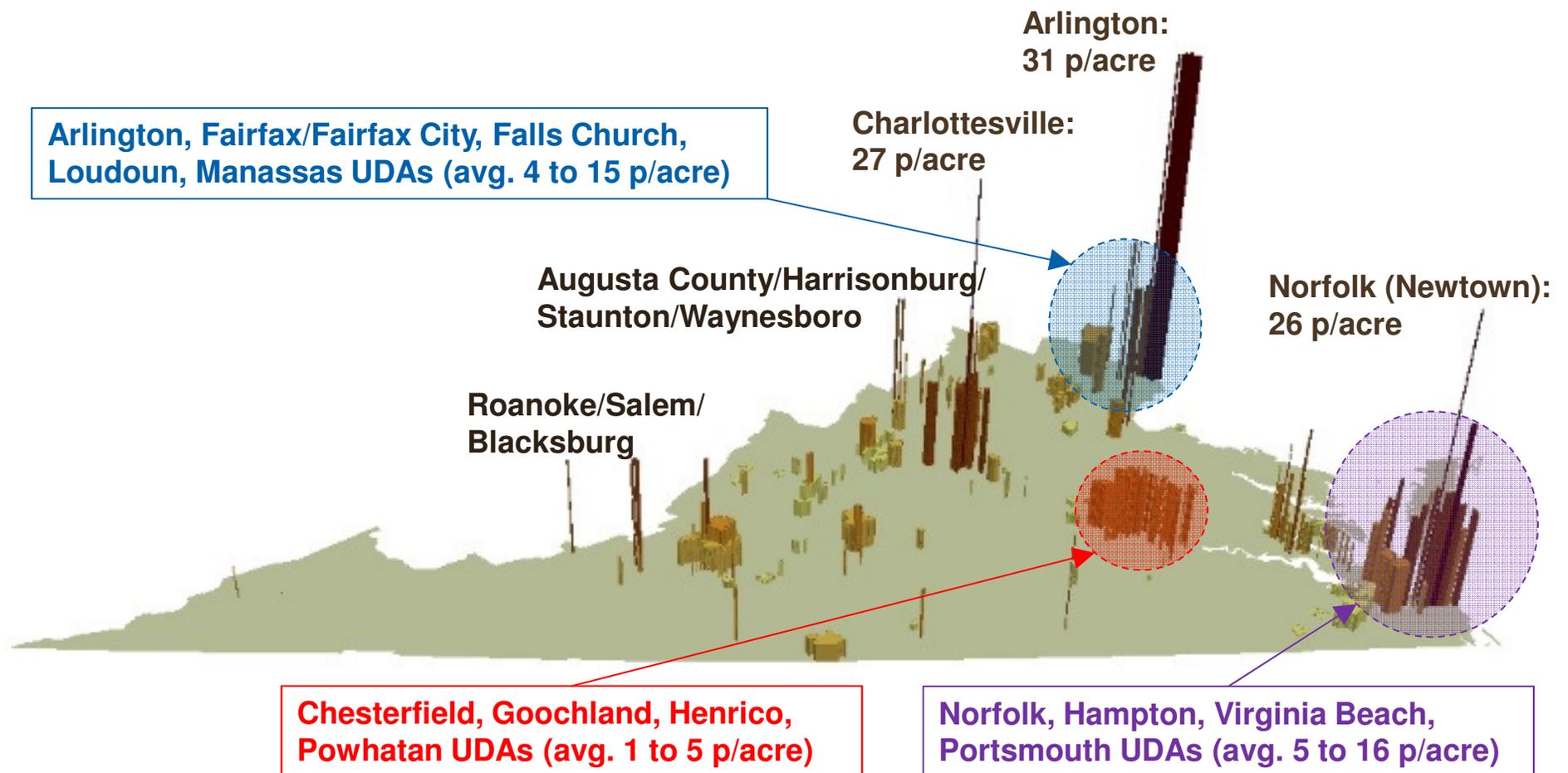


Total jobs in the UDAs account for 19% of Virginia's labor force in 2010

(Source BLS)

UDA CHARACTERISTICS

Population Density & UDA Clusters



UDA CHARACTERISTICS

Place Type



Undeveloped

Rural or Village Center

Amelia
Courthouse



Small Town/
Low Density
Suburban

South Boston,
Stafford
Courthouse



Medium Town,
Multimodal
Suburban

Staunton,
Manassas



Large Town,
High Density
Suburban

Charlottesville,
Innsbrook



Urban Center

Lynchburg,
Roanoke

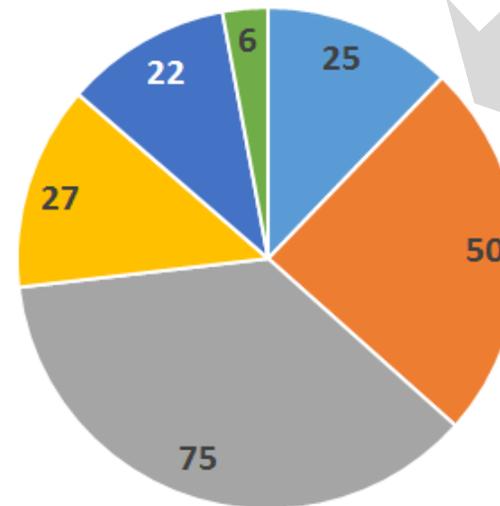
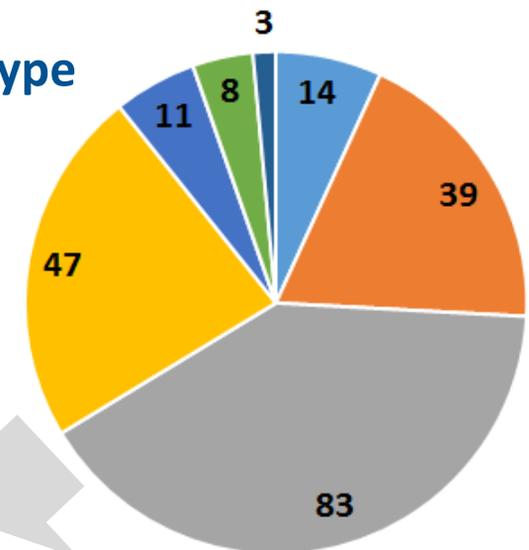


Urban Core

Downtown
Norfolk,
Tysons Corner

Existing Place Type

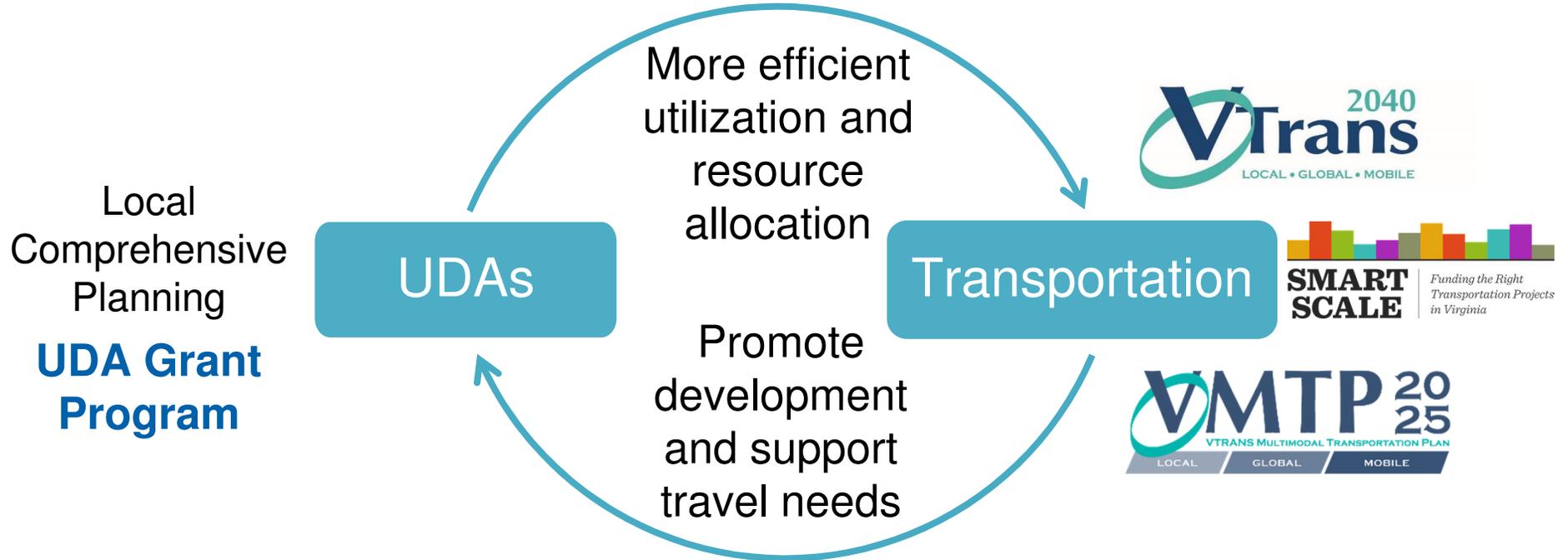
Completely based on local input collected through direct outreach.



Planned Place Type

UDA GRANT PROGRAM

Transportation's Role in Promoting UDAs



UDA GRANT PROGRAM

Assistance available for localities interested in:

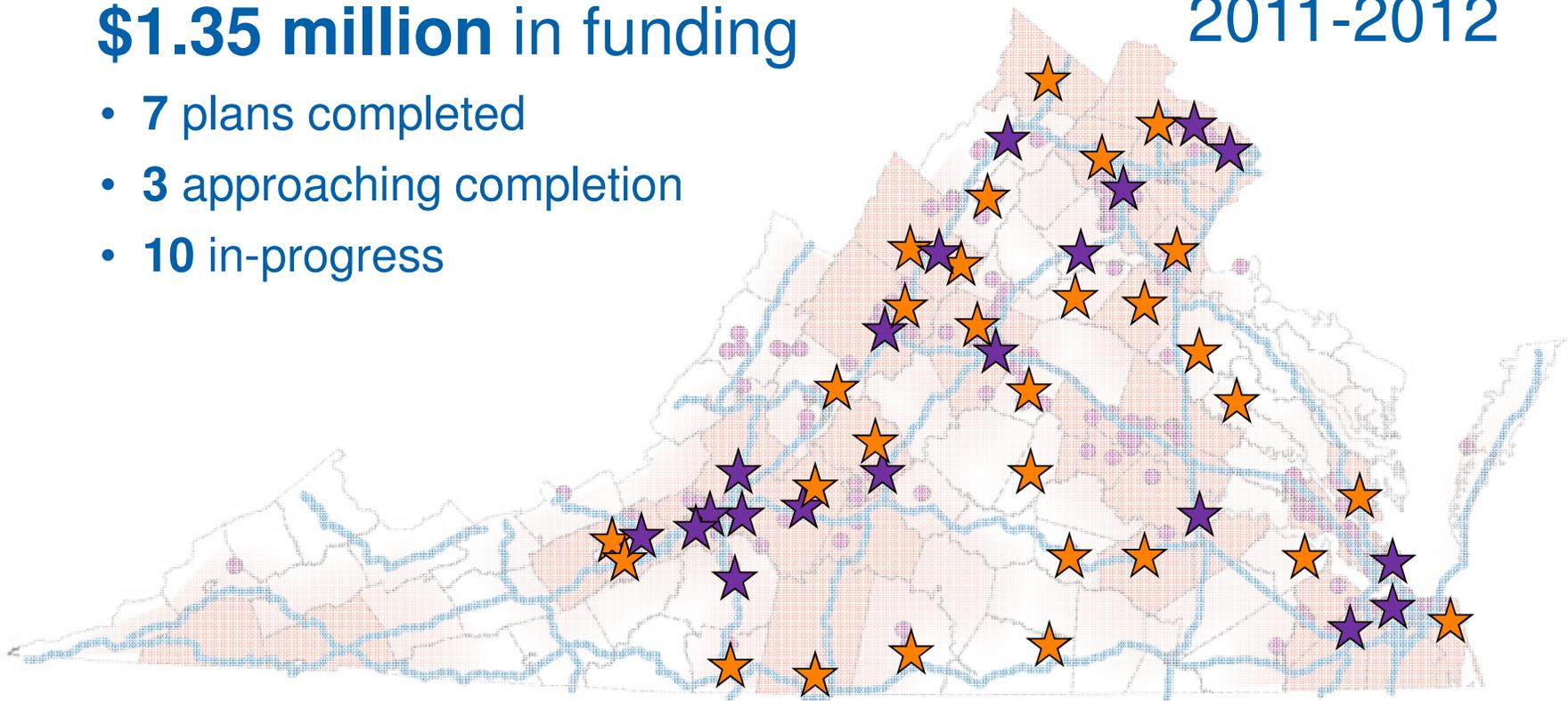
- **Conducting planning to identify and designate UDAs**
- **Updating plans and modal studies for areas already designated**
- **Updating other designated growth area plans to meet the legislated characteristics of UDAs**
- **Revising applicable land use ordinances to incorporate the principles of traditional 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



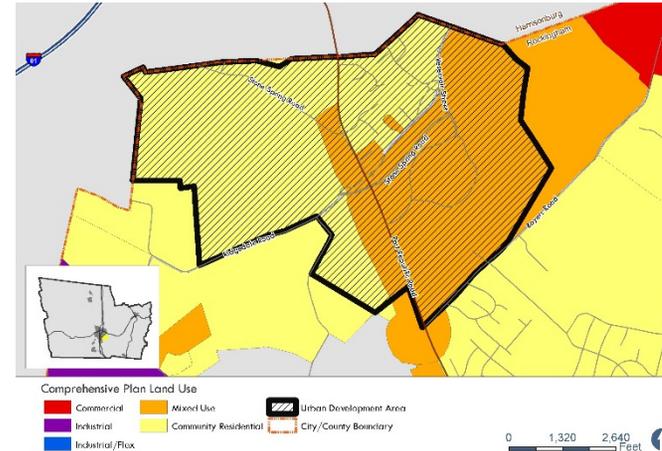
Commercial Realtor bullish about Marshall’s future



**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



**Hospital Area UDA
Rockingham Co.**

UDA STORY – Botetourt County



Congestion relief on I-81 with compatible land use plan around interchange



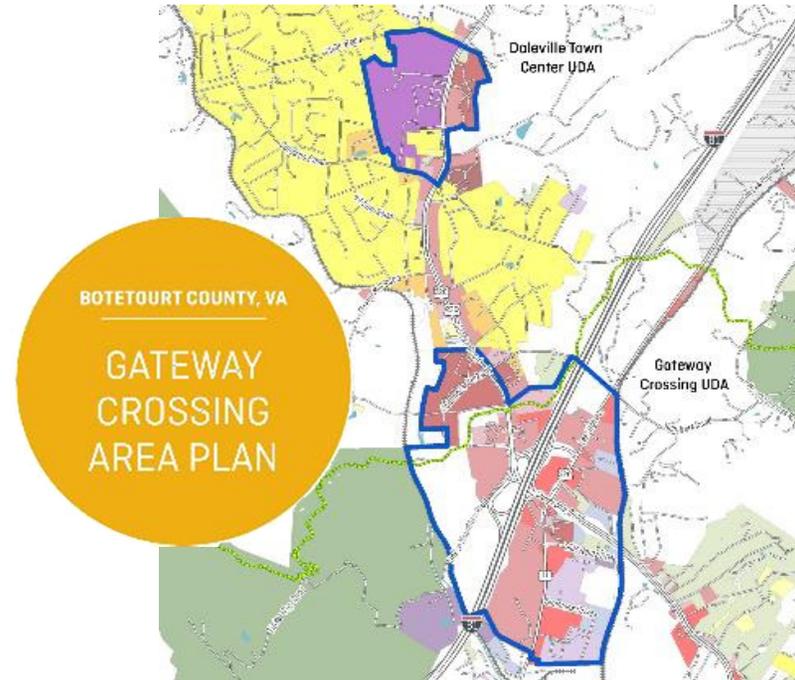
Access management on Rt. 220 and grid of secondary roads to serve new development



Property owner & developer participation in process



Over 600 jobs coming to area in the next 2-3 years



Gateway Crossing
Botetourt Co.
2016

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

UDA STORY – Franklin County



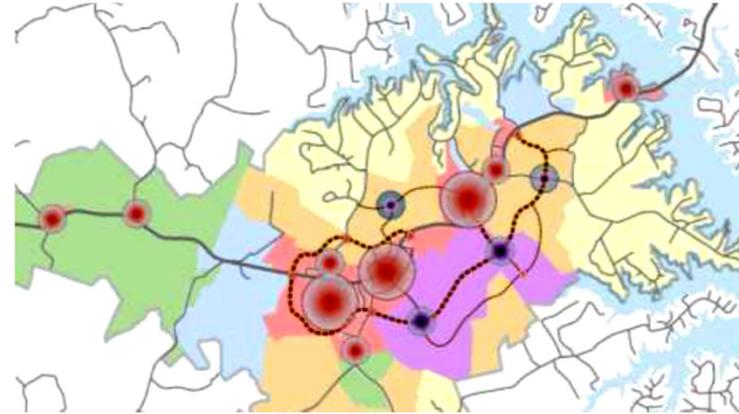
Plan for new communities along parallel roads to relieve pressure on Rt. 123



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



**Westlake
Franklin Co.
2016**

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**



American Planning Association

Making Great Communities Happen

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



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

