UDA Needs Profile

The Town of Wise designated one UDA in 2015, just east of US 23 and north of Norton Road. The area is currently undeveloped, and is zoned for future planned growth.

Location Characteristics

- PDC - Lenowisco Planning District Commission
- UDA Size - 0.10 square miles
- Year Designated - 2015

Comprehensive Plan Detail - The Town of Wise designated a growth area pursuant to Code of Virginia Section §15.2-2223.1. The Planning Commission recommends that the Town Council of the Town of Wise, Virginia amend the 2015 Comprehensive Plan for the Town of Wise, Virginia along with the corresponding future land use and transportation mapping to include a designated growth area along Norton Road (US 23 Business) from Cherry Street to Hamilton Street.

Geographic Location

Socio-Economic Characteristics

- UDA Characteristics: (Source: LEHD, 2010)
  - Total Population – 289 persons
  - Total Primary Jobs – 10,477 jobs
  - Jobs by Industry
    - Finance and Insurance
    - Management of Companies and Enterprises
    - Public Administration
    - Other Jobs
  - Total Jobs by Earnings
    - <= $15,000 per year: 8%
    - $15,000-$39,996 per year: 27%
    - > $39,996 per year: 65%

Jobs Within a 45 Minute Drive
- 6,979

Working Age Population Within a 45 Minute Drive
- 18,710

Source: EPA Smart Location Database (U.S. Census tract data)

Jurisdiction Characteristics:

- Population Growth (Source: Weldon Cooper Center)
  - 2010: 41,452
  - 2025: 40,492
  - -2.3%
### Urban Development Areas – Town of Wise

**Current Place Type** - Rural or Village Center  
**Planned Place Type** - Rural or Village Center

Refer to the DRPT Multimodal System Design Guidelines, Chapter 3, for more details.

#### Future Transportation Needs

<table>
<thead>
<tr>
<th><strong>Internal UDA Needs</strong></th>
<th><strong>External UDA Needs</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td><strong>High</strong></td>
</tr>
<tr>
<td>✓ Bicycle Infrastructure</td>
<td>✓ Roadway Capacity</td>
</tr>
<tr>
<td>✓ Pedestrian Infrastructure</td>
<td>✓ Roadway Operations</td>
</tr>
<tr>
<td>✓ Safety Features</td>
<td>✓ Bicycle Infrastructure</td>
</tr>
<tr>
<td>✓ Improvements to the Natural Environment</td>
<td>✓ Pedestrian Infrastructure</td>
</tr>
<tr>
<td><strong>Moderate</strong></td>
<td><strong>Moderate</strong></td>
</tr>
<tr>
<td>✓ Roadway Operations</td>
<td>✓ Complete Streets</td>
</tr>
<tr>
<td>✓ Street Grid</td>
<td>✓ Intersection Design</td>
</tr>
<tr>
<td>✓ Complete Streets</td>
<td></td>
</tr>
<tr>
<td>✓ Intersection Design</td>
<td></td>
</tr>
</tbody>
</table>

**Existing Internal Needs Gap (% shortfall)**

- Transportation system gap by need category (represents the gap to fully promote UDA)

**Highest Rated Overall Needs within UDA**

- Localities ranked transportation needs within their UDAs (1 being the highest need, to 4 the lowest)

- **Safety for all users**
- **Circulation and access within the UDA**
- **Friendly pedestrian and bicycle environment**
- **Access to transportation networks beyond the UDA**

---

Refer to the DRPT Multimodal System Design Guidelines, Chapter 3, for more details.