UDA Needs Profile: All UDAs

Bedford County has designated two UDAs: areas just outside the Bedford City Limits (generally to the south and east of the city) and the Moneta UDA along Route 122.

**Location Characteristics**

- **PDC** – Virginia's Region 2000 Local Government Council
- **UDA Size** – 2.7 square miles
- **Year Designated** – 2007

**Comprehensive Plan Detail** - The 2007 Bedford County Comprehensive Plan designated two Urban Development Areas (UDAs) within the county's Urban Service Area, as identified in the Water and Sewer Master Plan. These areas consist of almost 1,500 vacant acres of vacant and underutilized land on the outskirts of the City of Bedford and in the Moneta area, which were identified as ideal locations for urban development areas based on physical characteristics, suitability for a mix of uses, and the application of traditional neighborhood design principles.

**Geographic Location** -

**Socio-Economic Characteristics**

**UDA Characteristics** (Source: LEHD, 2010)

- **Total Population** – 2,194 persons
- **Total Primary Jobs** – 638 jobs

**Jobs by Industry**

- Health Care and Social Assistance: 24%
- Other Services (excluding Public Administration): 34%
- Retail Trade: 9%
- Other Jobs: 33%

**Total Jobs by Earnings**

- <= $15,000 per year: 24%
- $15,000-$39,996 per year: 34%
- > $39,996 per year: 42%

**Jobs Within a 45 Minute Drive**

- 27,702

**Working Age Population Within a 45 Minute Drive**

- 46,340

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

**Jurisdiction Characteristics**

- **Population Growth** (Source: Weldon Cooper Center)
  - 2010: 68,676
  - 2025: 88,419
  - 2025 Growth: 29%
### Urban Development Areas – Bedford County

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

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

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

![GAP chart]

#### Highest Rated Overall Needs within UDA

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

- Friendly pedestrian and bicycle environment
- Transit Enhancements

Refer to the DRPT Multimodal System Design Guidelines, Chapter 3, for more details.
UDA Needs Profile: All UDAs

The Town of Blacksburg has designated eight UDAs all along U.S. 460 and Main Street and South Main Street.

Location Characteristics

PDC – New River Valley Planning District Commission

UDA Size – 1.3 square miles total

Year Designated – 2011

Comprehensive Plan Detail - The Town of Blacksburg adopted eight UDAs in 2011. The Town's 2012 Comprehensive Plan Update notes that while the town's eight Urban Development Areas (UDAs) generally correspond with areas designated as mixed use on the Future Land Use Map, the boundaries are not synonymous. Designated UDAs are intended to be developed at urban densities and intensities. Compact, mixed uses are appropriate in UDAs, and development in these areas should be guided in part by the mixed use area guidelines detailed in the town's comprehensive plan, including access to mass transit stops.

Geographic Location

Socio-Economic Characteristics

UDA Characteristics: (Source: LEHD, 2010)

| Total Population – 8,469 persons |
| Total Primary Jobs – 2,718 jobs |

Jobs by Industry

- Health Care and Social Assistance: 34%
- Accommodation and Food Services: 29%
- Retail Trade: 14%
- Other Jobs: 23%

Total Jobs by Earnings

- <= $15,000 per year: 31%
- $15,000-$39,996 per year: 46%
- > $39,996 per year: 34%

Jobs Within a 45 Minute Drive

16,113

Working Age Population Within a 45 Minute Drive

27,784

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

Jurisdiction Characteristics:

Population Growth (Source: Weldon Cooper Center)

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>94,392</td>
</tr>
<tr>
<td>2025</td>
<td>110,493</td>
</tr>
</tbody>
</table>

+17%
### Urban Development Areas – Blacksburg Town

**Current Place Type** - Small Town or Suburban Center  
**Planned Place Type** - Medium Town or Suburban Center

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

#### Future Transportation Needs

<table>
<thead>
<tr>
<th>Internal UDA Needs</th>
<th>External UDA Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td><strong>High</strong></td>
</tr>
<tr>
<td>✓ Transit Facilities/Amenities</td>
<td>✓ Transit Facilities/Amenities</td>
</tr>
<tr>
<td>✓ Bicycle Infrastructure</td>
<td>✓ Bicycle Infrastructure</td>
</tr>
<tr>
<td>✓ Pedestrian Infrastructure</td>
<td>✓ Pedestrian Infrastructure</td>
</tr>
<tr>
<td><strong>Moderate</strong></td>
<td><strong>Moderate</strong></td>
</tr>
<tr>
<td>✓ Transit Capacity/Access</td>
<td>✓ Transit Capacity/Access</td>
</tr>
<tr>
<td>✓ Complete Streets</td>
<td>✓ Complete Streets</td>
</tr>
<tr>
<td>✓ Safety Features</td>
<td>✓ Safety Features</td>
</tr>
</tbody>
</table>

**Existing Internal Needs Gap (% shortfall)**  
*Transportation system* gap by need category  
(represented by 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)

- Circulation and access within the UDA
- Access to transportation networks beyond the UDA

![Bar Chart](#)
UDA Needs Profile: All UDAs

The City of Martinsville has designated two UDAs within their jurisdiction – the Baldwin Block and the Sara Lee facility, both located in downtown Martinsville and south of Commonwealth Boulevard and Jones Creek.

Location Characteristics

- **PDC** - Hampton Roads PDC
- **UDA Size** – 0.1 square miles total
- **Year Designated** – 2011

Comprehensive Plan Detail - In a 2011 Amendment to its comprehensive plan, the City of Martinsville designated two Urban Development Areas (UDAs) - the Baldwin Block (a major uptown infill parcel that was empty at the time), and the Sara Lee facility (a large infill, redevelopment or adaptive reuse site near the Baldwin Block in Uptown Martinsville). The amendment notes that the Uptown area is at the geographic and historical heart of Martinsville, and is well-positioned to be a center of future dense, mixed-use growth - and that the City can save substantially on new water and sewer infrastructure costs by encouraging future developments with the UDA, rather than the edge of the City (which would require utility line extension).

Geographic Location -

Socio-Economic Characteristics

- **UDA Characteristics** (Source: LEHD, 2010)
  - **Total Population** – 310 persons
  - **Total Primary Jobs** – 35 jobs

Jobs by Industry

- Transportation and Warehousing: 46%
- Professional, Scientific, and Technical: 8%
- Construction: 43%
- Other: 3%

Total Jobs by Earnings

- <= $15,000 per year: 54%
- $15,000-$39,996 per year: 26%
- > $39,996 per year: 20.0%

Jobs Within a 45 Minute Drive

- 18,787

Working Age Population Within a 45 Minute Drive

- 32,430

Jurisdiction Characteristics:

- **Population Growth** (Source: Weldon Cooper Center)
  - 2010: 13,821
  - 2025: 14,596
  - 6% Increase
### Urban Development Areas – City of Martinsville

**Current Place Type - Large Town or Suburban Center**

**Planned Place Type - Large Town or Suburban Center**

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

#### Future Transportation Needs

<table>
<thead>
<tr>
<th>Internal UDA Needs</th>
<th>External UDA Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td><strong>High</strong></td>
</tr>
<tr>
<td>✓ Bicycle &amp; Pedestrian Infrastructure</td>
<td>✓ Roadway Operations</td>
</tr>
<tr>
<td>✓ Complete Streets</td>
<td>✓ Bicycle &amp; Pedestrian Infrastructure</td>
</tr>
<tr>
<td>✓ Safety Features</td>
<td>✓ Complete Streets</td>
</tr>
<tr>
<td>✓ Traffic Calming</td>
<td>✓ Safety Features</td>
</tr>
<tr>
<td>✓ Improvements to Natural Environment</td>
<td>✓ Traffic Calming</td>
</tr>
<tr>
<td><strong>Moderate</strong></td>
<td><strong>Moderate</strong></td>
</tr>
<tr>
<td>✓ Street Grid</td>
<td>✓ Roadway Capacity/Infrastructure</td>
</tr>
<tr>
<td>✓ On-Street Parking Capacity</td>
<td>✓ Street Grid</td>
</tr>
<tr>
<td>✓ Off-Street Parking Capacity</td>
<td>✓ On-Street and Off-Street Parking Capacity</td>
</tr>
<tr>
<td>✓ Signage/Wayfinding</td>
<td>✓ Intersection Design</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)

![Circulation and access within the UDA](image)

![Friendly pedestrian and bicycle environment](image)
UDA Needs Profile: All UDAs

Montgomery County has designated two Urban Development Areas (UDAs) in the county: one along the Route 177 corridor, and another in the Mid-County area near Merrimac.

Location Characteristics

- PDC – New River Valley PDC
- UDA Size – 1.3 square miles total
- Year Designated – 2011

Comprehensive Plan Detail - These UDAs are adjacent to the Town of Blacksburg, the Town of Christiansburg and the City of Radford, and are planned for compact, mixed use development at urban development densities and intensities. Development within the UDA must be compact, using Traditional Neighborhood Design principles, and designed to accommodate pedestrian and vehicular traffic with a full complement of services and amenities. Development in the UDA should also provide for transit facilities or stops. Urban Development Areas are served by or planned for central sewer and water service, and transportation infrastructure.

Geographic Location

Socio-Economic Characteristics

- UDA Characteristics: (Source: LEHD, 2010)
  - Total Population – 2,141 persons
  - Total Primary Jobs – 135 jobs

Jobs by Industry

- Other Services: 10%
- Construction: 35%
- Health Care: 32%
- Other: 23%

Total Jobs by Earnings

- <= $15,000 per year: 17%
- $15,000-$39,996 per year: 43%
- > $39,996 per year: 40%

Jobs Within a 45 Minute Drive

- 2,617

Working Age Population Within a 45 Minute Drive

- 6,215

Jurisdiction Characteristics:

- Population Growth (Source: Weldon Cooper Center)
  - 2010: 94,392
  - 2025: 110,493
  - 17%
Current Place Type – Undeveloped (Greenfield)

Planned Place Type – Medium Town or Suburban Center

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

Future Transportation Needs

**Internal UDA Needs**

**High**
- Intersection Design

**Moderate**
- Roadway Capacity/Infrastructure
- Roadway Operations
- Transit Frequency/Operations
- Transit Facilities/Capacity
- Street Grid
- Bicycle/Pedestrian Infrastructure
- Complete Streets/Safety Features
- Intersection Design
- Traffic Calming

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

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

**High Rated Overall Needs within UDA**

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

- Circulation and access within the UDA
- Transit Enhancements
UDA Needs Profile: East Main Street

The East Main Street UDA is one of three Urban Development Areas in Salem. East Main Street is located adjacent to Downtown Salem and bisected by Route 460 and 419, respectively.

Location Characteristics

PDC – Roanoke Valley-Alleghany Regional Commission

**UDA Size** – 0.42 square miles

**Year Designated** – 2015

**Comprehensive Plan Detail** - The City of Salem designated three UDAs in September 2015, including Downtown, East Mainstreet, and Apperson Drive.

Geographic Location

Socio-Economic Characteristics

**UDA Characteristics:** (Source: LEHD, 2010)

<table>
<thead>
<tr>
<th>Total Population</th>
<th>2,527 persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Primary Jobs</td>
<td>4,000 jobs</td>
</tr>
</tbody>
</table>

Jobs by Industry

- Educational Services: 34%
- Health Care and Social Assistance: 42%
- Accommodation and Food Services: 11%
- Other Jobs: 14%

Total Jobs by Earnings

- $\leq 15,000 per year: 37%
- $15,000-$39,996 per year: 31%
- $>39,996 per year: 32%

Jobs Within a 45 Minute Drive

39,032

Working Age Population Within a 45 Minute Drive

47,830

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

Jurisdiction Characteristics:

**Population Growth** (Source: Weldon Cooper Center)

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth Rate</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>6.5%</td>
<td>24,802</td>
</tr>
<tr>
<td>2025</td>
<td></td>
<td>26,412</td>
</tr>
</tbody>
</table>
Urban Development Areas – Salem City

Current Place Type – Small Town

Planned Place Type – Medium Town

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

Future Transportation Needs

Internal UDA Needs

<table>
<thead>
<tr>
<th>High</th>
<th>Moderate</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Transit Facilities</td>
<td>✓ Roadway Operations</td>
</tr>
<tr>
<td>✓ Bicycle Infrastructure</td>
<td>✓ Transit Frequency</td>
</tr>
<tr>
<td>✓ Pedestrian Infrastructure</td>
<td>✓ Off-Street Parking Capacity</td>
</tr>
<tr>
<td>✓ Complete Streets</td>
<td></td>
</tr>
<tr>
<td>✓ Safety Features</td>
<td></td>
</tr>
<tr>
<td>✓ Intersection Design</td>
<td></td>
</tr>
</tbody>
</table>

External UDA Needs

<table>
<thead>
<tr>
<th>High</th>
<th>Moderate</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Bicycle Infrastructure</td>
<td>✓ Roadway Capacity</td>
</tr>
<tr>
<td>✓ Complete Streets</td>
<td>✓ Transit Capacity</td>
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<tr>
<td>✓ Pedestrian Infrastructure</td>
<td>✓ Off-Street Parking</td>
</tr>
<tr>
<td>✓ Complete Streets</td>
<td></td>
</tr>
<tr>
<td>✓ Transit Facilities</td>
<td></td>
</tr>
<tr>
<td>✓ Signage/Wayfinding</td>
<td></td>
</tr>
<tr>
<td>✓ Roadway Capacity</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 Features

Transit Enhancements

Access to transportation networks beyond the UDA
UDA Needs Profile

The city of Roanoke designated its entire City limits as a UDA. Roanoke City is located in the Roanoke Valley, bisected by the Roanoke River and west of the Blue Ridge Parkway.

Location Characteristics

PDC - Roanoke Valley – Alleghany Regional Commission
UDA Size – 41.9 square miles
Year Designated – 2015

Comprehensive Plan Detail – The City of Roanoke designated its entire city boundaries as an Urban Development Area, with the exception of areas encumbered by a recorded conservation easement established pursuant to the Virginia Conservation Easement Act. The only existing conservation easements existing in Roanoke apply to portions of Mill Mountain and to the property located at 301 Tinker Creek Lane. The City's zoning ordinance and subdivision ordinance incorporate principles of traditional neighborhood design such as pedestrian-friendly street design, interconnected streets, preservation of natural areas, and mixed-use neighborhoods.

Geographic Location

Socio-Economic Characteristics

UDA Characteristics: (Source: LEHD, 2010)
Total Population – 97,032 persons
Total Primary Jobs – 65,989 jobs

Jobs by Industry

- 60% Health Care and Social Assistance
- 19% Retail Trade
- 13% Accommodation and Food Services
- 8% Other Jobs

Total Jobs by Earnings

- 50% <= $15,000 per year
- 43.30% $15,000-$39,996 per year
- 6.70% > $39,996 per year

Jobs Within a 45 Minute Drive
152,980

Working Age Population Within a 45 Minute Drive
171,670

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

Jurisdiction Characteristics:

Population Growth (Source: Weldon Cooper Center)

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>97,032</td>
</tr>
<tr>
<td>2025</td>
<td>99,965</td>
</tr>
</tbody>
</table>

2% growth
Urban Development Areas – Roanoke City

**Current Place Type - Urban Center**

**Planned Place Type - Urban Center**

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

### Future Transportation Needs

#### Internal UDA Needs

- **High**
  - Transit facilities
  - Bicycle infrastructure
  - Pedestrian infrastructure
  - Complete Streets
  - Transit Capacity

- **Moderate**
  - Transit Frequency
  - Intersection Design
  - On-street parking

#### External UDA Needs

- **High**
  - Street Grid
  - Bicycle Infrastructure
  - Pedestrian Infrastructure
  - Complete Streets
  - On-street Parking

- **Moderate**
  - Transit Frequency
  - Transit Capacity
  - Safety Features

### Existing Internal Needs Gap (% shortfall)

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

- Pedestrian Infrastructure
- Bicycle Infrastructure
- Signage/Wayfinding
- Roadway Network
- Transit Network
- Connections Between Modes
- Parking
- Streetscaping

### 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
- Friendly pedestrian and bicycle environment
UDA Needs Profile: All UDAs

Roanoke County identified six Designated Growth Areas, including Route 419/221/Cave Spring/Windsor Hills area, the Route 24/116/Vinton/Mount Pleasant area, the Route 220 South/Clearbrook area, the Village Centers area, the Route 460 East/Bonsack area, and the I-81/Glenvar/Hollins area.

**Location Characteristics**

- **PDC:** Roanoke Valley – Alleghany Regional Commission
- **UDA Size:** 64 square miles
- **Year Designated:** 2015

**Comprehensive Plan Detail:** Primary designated growth areas are currently served by public water and sewer where the majority of new growth should be encouraged. Future land use designations include: Principal Industrial, Core, Transition, Development, Neighborhood Conservation, Economic Opportunity, Suburban Village, University, Glenvar Village and Mixed Use. Future designated growth areas are adjacent to primary growth areas where outward growth over the next 5 years should be accommodated. Future land use designations include: Development, and to a limited extent, Village Center. These primary and future designated growth areas are consistent with the intent of 15.2-2223.1.

**Geographic Location**

**Socio-Economic Characteristics**

**UDA Characteristics:** (Source: LEHD, 2010)

- **Total Population:** 67,345 persons
- **Total Primary Jobs:** 16,403 jobs

**Jobs by Industry**

- Manufacturing: 41%
- Health Care and Social Assistance: 25%
- Educational Services: 12%
- Other Jobs: 22%

**Total Jobs by Earnings**

- <= $15,000 per year: 17%
- $15,000-$39,996 per year: 38%
- > $39,996 per year: 45%

**Jobs Within a 45 Minute Drive**

- 30,435

**Working Age Population Within a 45 Minute Drive**

- 88,453

**Jurisdiction Characteristics:**

**Population Growth** (Source: Weldon Cooper Center)

- 2010: 92,376
- 2025: 100,970
Urban Development Areas – Roanoke County

Current Place Type - Medium Town or Suburban Center

Planned Place Type - Medium Town or Suburban Center

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

Future Transportation Needs

**Internal UDA Needs**

- **High**
  - Roadway Capacity
  - Roadway Operations
  - Bicycle Infrastructure
  - Pedestrian Infrastructure
  - Complete Streets

- **Moderate**
  - Transit Frequency
  - Transit Capacity
  - Transit Facilities
  - Street Grid
  - Signage/Wayfinding

**External UDA Needs**

- **High**
  - Safety Features
  - Intersection Design

- **Moderate**
  - Safety Features
  - Intersection Design
  - Signage/Wayfinding

**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
UDA Needs Profile: Apperson Drive

Apperson Drive UDA is one of three Urban Development Areas designated in Salem City in 2015. Apperson Drive UDA is located adjacent to Route 419 and East of the Roanoke River.

Location Characteristics

PDC – Roanoke Valley-Alleghany Regional Commission

UDA Size – 0.31 square miles

Year Designated – 2015

Comprehensive Plan Detail – The City of Salem designated three UDAs in September 2015, including Downtown, East Mainstreet, and Apperson Drive.

Socio-Economic Characteristics

Total Population – 511 persons

Total Primary Jobs – 1,000 jobs

Jobs by Industry

- Manufacturing: 37%
- Wholesale Trade: 37%
- Retail Trade: 13%
- Other Jobs: 13%

Total Jobs by Earnings

- <= $15,000 per year: 13%
- $15,000-$39,996 per year: 54%
- > $39,996 per year: 32%

Jobs Within a 45 Minute Drive

35,012

Working Age Population Within a 45 Minute Drive

43,976

Jurisdiction Characteristics:

Population Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth Rate</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>6.5%</td>
<td>24,802</td>
</tr>
<tr>
<td>2025</td>
<td></td>
<td>26,412</td>
</tr>
</tbody>
</table>

Source: EPA (U.S. Census tract data)
Urban Development Areas – Salem City

Current Place Type – Medium Town Center

Planned Place Type – Medium Town Center

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

Future Transportation Needs

Internal UDA Needs

- High
  - Roadway Capacity
  - Transit Frequency
  - Transit Facilities
  - Complete Streets
  - Safety Features
  - Bicycle Infrastructure
  - Pedestrian Infrastructure
  - Intersection Design
  - Signage/wayfinding
  - Traffic Calming
  - Improvements to the natural Environment

- Moderate
  - Roadway Operations
  - Off-street parking

External UDA Needs

- High
  - Roadway Capacity
  - Bicycle Infrastructure
  - Pedestrian Infrastructure
  - Intersection Design
  - Signage / Wayfinding
  - Improvements to the Natural Environment

- Moderate
  - Roadway Operations
  - Transit Frequency
  - Transit Operations
  - Off-Street parking

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
- Transit Enhancements
- Access to transportation networks beyond the UDA
UDA Needs Profile: Downtown

Downtown Salem UDA is one of three Urban Development Areas located in Salem. The UDA is north of the Roanoke river and bisected by Route 411.

Location Characteristics

- **PDC** – Roanoke Valley-Alleghany Regional Commission
- **UDA Size** – 1.8 square miles
- **Year Designated** – 2015
- **Comprehensive Plan Detail** – The City of Salem designated three UDAs in September 2015, including Downtown, East Mainstreet, and Apperson Drive.

Socio-Economic Characteristics

- **UDA Characteristics** (Source: LEHD, 2010)
  - **Total Population** – 6,228 persons
  - **Total Primary Jobs** – 5,100 jobs
  - **Jobs by Industry**:
    - Educational Services
    - Health Care and Social Assistance
    - Accommodation and Food Service
    - Other Jobs
  - **Total Jobs by Earnings**:
    - <= $15,000 per year
    - $15,000-$39,996 per year
    - > $39,996 per year

Geographic Location

Jobs Within a 45 Minute Drive

- **39,381**

Working Age Population Within a 45 Minute Drive

- **48,688**

Jurisdiction Characteristics:

- **Population Growth** (Source: Weldon Cooper Center)
  - **2010** – 24,802
  - **2025** – 26,412
  - **6.5%**
Urban Development Areas – Salem City

Current Place Type – Medium Town Center

Planned Place Type - Large Town

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

Future Transportation Needs

<table>
<thead>
<tr>
<th>Internal UDA Needs</th>
<th>External UDA Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td><strong>High</strong></td>
</tr>
<tr>
<td>✓ Bicycle Infrastructure</td>
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</tr>
<tr>
<td>✓ Pedestrian Infrastructure</td>
<td>✓ Complete Streets</td>
</tr>
<tr>
<td>✓ Complete Streets</td>
<td>✓ Street Grid</td>
</tr>
<tr>
<td>✓ Off-Street Parking</td>
<td>✓ Safety Features</td>
</tr>
<tr>
<td>✓ Intersection Design</td>
<td>✓ On-Street parking</td>
</tr>
<tr>
<td>✓ Transit Facilities</td>
<td>✓ Off-Street parking</td>
</tr>
<tr>
<td><strong>Moderate</strong></td>
<td><strong>Moderate</strong></td>
</tr>
<tr>
<td>✓ Transit Facilities</td>
<td>✓ Transit Frequency</td>
</tr>
<tr>
<td>✓ Transit Capacity</td>
<td>✓ Transit Facilities</td>
</tr>
<tr>
<td>✓ Roadway Capacity</td>
<td>✓ Roadway Capacity</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)

- Circulation and access within the UDA
- Transit Enhancements
- Access to transportation networks beyond the UDA
UDA Needs Profile

The Rocky Mount Urban Development Area is located in Franklin County, VA northeast of the Pigg River and bisected by North Main Street. The UDA includes the historic town center and surrounding areas of Rocky Mount, including Uptown and Downtown, and most properties zoned Central Business District (CBD).

Location Characteristics

PDC – Roanoke Valley-Alleghany Regional Commission

UDA Size – 0.23 square miles

Year Designated – 2015

Comprehensive Plan Detail - The Town Council of Rocky Mount designates the Mixed Use Future Land Use district as a locally-designated urban development area, as enabled in the Code of Virginia, 15.2-2223.1, to be entitled the Central Business District Growth Area. The Central Business District Growth Area exhibits traditional neighborhood development design, such as pedestrian-friendly design, connectivity of road and pedestrian networks, pedestrian accessibility to open space and parks, mixed-use neighborhoods including mixed housing types and a mixture of commercial and residential uses, a reduction of front and side yard building setbacks, and other traditional commercial development patterns.

Geographic Location

Socio-Economic Characteristics

UDA Characteristics: (Source: LEHD, 2010)

Total Population – 1,032 persons

Total Primary Jobs – 444 jobs

Jobs by Industry

- Health Care and Social Assistance
- Retail Trade
- Professional, Scientific, and Technical Services
- Other Jobs

Total Jobs by Earnings

- <= $15,000 per year: 37%
- $15,000-$39,996 per year: 51%
- > $39,996 per year: 12%

Jobs Within a 45 Minute Drive

12,259

Working Age Population Within a 45 Minute Drive

21,402

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

Jurisdiction Characteristics:

Population Growth (Source: Weldon Cooper Center)

2010: 24,802

2025: 26,412

6.5%
Urban Development Area – Rocky Mount

Current Place Type – Small Town

Planned Place Type – Medium Town

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

Future Transportation Needs

Internal UDA Needs

<table>
<thead>
<tr>
<th>Level</th>
<th>Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>✓ Pedestrian Infrastructure ✓ Roadway Capacity ✓ Intersection Design ✓ Signage/wayfinding</td>
</tr>
<tr>
<td>Moderate</td>
<td>✓ Roadway Operations ✓ Street Grid ✓ Bicycle Infrastructure ✓ Complete Streets ✓ Safety Features</td>
</tr>
</tbody>
</table>

External UDA Needs

<table>
<thead>
<tr>
<th>Level</th>
<th>Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>✓ Intersection Design ✓ Pedestrian Infrastructure ✓ Complete Streets</td>
</tr>
<tr>
<td>Moderate</td>
<td>✓ Safety Features ✓ Traffic Calming Features</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 Features

Circulation and access within the UDA

Friendly pedestrian and bicycle environment

Access to transportation networks beyond the UDA
UDA Needs Profile

The town of Narrows, located in the southwest region of the Commonwealth, designated a designated growth area (DGA) adjacent to Route 460 within the Town Boundaries in 2016. The DGA is located north of New River and bisected by Woodland Ave in the northern part of the town.

Location Characteristics

- **PDC** – New River Valley PDC
- **UDA Size** – 0.06 square miles
- **Year Designated** – 2016

**Comprehensive Plan Detail** - Pursuant to the Code of Virginia, Section 15.2223.1, a designated growth area is established as indicated on the Future Land Use Map.

Geographic Location

Socio-Economic Characteristics

**UDA Characteristics:** (Source: LEHD, 2010)

- **Total Population** – 339 persons
- **Total Primary Jobs** – 38 jobs

**Jobs by Industry**

- Retail Trade
- Other Services (excluding Public Administration)
- Construction

**Total Jobs by Earnings**

- <= $15,000 per year: 66%
- $15,000-$39,996 per year: 26%
- > $39,996 per year: 8%

**Jobs Within a 45 Minute Drive**

- 47,728

**Working Age Population Within a 45 Minute Drive**

- 27,332

**Jurisdiction Characteristics:**

**Population Growth** (Source: Weldon Cooper Center)

- **2010**: 17,286
- **2025**: 18,004
Urban Development Area – Town of Narrows

Current Place Type – Small Town

Planned Place Type – Small Town

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

### Future Transportation Needs

<table>
<thead>
<tr>
<th>Internal UDA Needs</th>
<th>External UDA Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td><strong>High</strong></td>
</tr>
<tr>
<td>✓ Intersection Design or other improvements</td>
<td>✓ Pedestrian Infrastructure</td>
</tr>
<tr>
<td>✓ Pedestrian Infrastructure</td>
<td>✓ Safety Features</td>
</tr>
<tr>
<td>✓ Safety Features</td>
<td>✓ Improvements to the Natural Environment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Moderate</strong></th>
<th><strong>Moderate</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Street Grid</td>
<td>✓ Bicycle Infrastructure</td>
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</tr>
<tr>
<td>✓ Safety Features</td>
<td>✓ Signage/wayfinding</td>
</tr>
<tr>
<td>✓ Complete Streets Improvements</td>
<td>✓ Signage/wayfinding</td>
</tr>
</tbody>
</table>

### Existing Internal Needs Gap (% shortfall)

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

**GAP**

![Graph showing gap in transportation system needs]

### Highest Rated Overall Needs within UDA

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

- Circulation and access within the UDA
- Safety Features
UDA Needs Profile

The 220 North Corridor designated growth area (DGA) is located in Franklin County in the southern part of the Commonwealth, south of the city of Roanoke and bisected by Route 220.

**Location Characteristics**
- **PDC** – Roanoke Valley – Alleghany Regional Commission and West Piedmont PDC
- **UDA Size** – 9.33 square miles
- **Year Designated** – 2016

**Comprehensive Plan Detail** - The Board of Supervisors has decided as part of the update of the 220-North Corridor Plan to adopt a Designated Growth Area (DGA) in accordance with Section 15.2-2223.1 of the Code of Virginia, as amended, from the southern town limits of Boones Mill to the northern town of Rocky Mount, to include the proposed Regional Enterprise Park, the newly adopted water and wastewater service area boundary, and the Regional Business and Mixed Use Commercial Future Land Use Category boundaries.

**Geographic Location**

**Socio-Economic Characteristics**
- **UDA Characteristics** – (Source: LEHD, 2010)
  - **Total Population** – 3,874 persons
  - **Total Primary Jobs** – 318 jobs
  - **Jobs by Industry**
    - Waste Management and Remediation: 36%
    - Transportation and Warehousing: 24%
    - Retail Trade: 19%
    - Other: 21.1%

- **Total Jobs by Earnings**
  - <= $15,000 per year: 39.30%
  - $15,000-$39,996 per year: 38.70%
  - > $39,996 per year: 22.00%

**Jobs Within a 45 Minute Drive**
- 9,175

**Working Age Population Within a 45 Minute Drive**
- 14,387

**Jurisdiction Characteristics**
- **Population Growth** – (Source: Weldon Cooper Center)
  - 2010: 56,159
  - 2025: 65,263
  - 2010 to 2025 Growth: 16.2%
## Urban Development Areas – 220 North Corridor

### Current Place Type - Small Town

### Planned Place Type – Small Town

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

### Future Transportation Needs

#### Internal UDA Needs

**High**
- ✓ Roadway capacity
- ✓ Transit facilities
- ✓ Street grid
- ✓ Complete streets
- ✓ Intersection design

**Moderate**
- ✓ Roadway operations
- ✓ Transit capacity
- ✓ Bicycle infrastructure
- ✓ Signage/wayfinding
- ✓ Pedestrian infrastructure
- ✓ Safety features
- ✓ On-street parking capacity
- ✓ Off-street parking capacity

#### External UDA Needs

**High**
- ✓ Roadway capacity
- ✓ Street grid
- ✓ Bicycle infrastructure
- ✓ Safety features
- ✓ Intersection design
- ✓ Signage/wayfinding

**Moderate**
- ✓ Transit facilities
- ✓ Off-street parking capacity
- ✓ Pedestrian infrastructure
- ✓ Complete streets
- ✓ On-street parking capacity

### 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**
UDA Needs Profile

Franklin County designated the Westlake – Hales Ford Area Plan as a Designated Growth Area (DGA) in 2016. Westlake – Hales Ford is located in the southern part of the Commonwealth, bounded by the Roanoke River and Smith Mountain Lake to the east and bisected by Route 122.

**Location Characteristics**

- **PDC – Roanoke Valley – Alleghany Regional Commission and West Piedmont PDC**
- **UDA Size** - 12.8 square miles
- **Year Designated** - 2016

**Comprehensive Plan Detail** - The Board of Supervisors has determined that the Westlake – Hales Ford is an important growth area for the County for continued economic growth and tourism opportunities and the Board desired to designate this planning area as a Designated Growth Area (DGA) consistent with Section 15.2-2223.1 of the Code of Virginia, as amended.

**Geographic Location**

**Socio-Economic Characteristics**

**UDA Characteristics:** (Source: LEHD, 2010)

- **Total Population** - 2,023 persons
- **Total Primary Jobs** - 621 jobs

**Jobs by Earnings**

- **<= $15,000 per year** - 40.70%
- **$15,000-$39,996 per year** - 43.60%
- **> $39,996 per year** - 15.60%

**Jobs Within a 45 Minute Drive**

- **Total Jobs** - 15,880
- **Working Age Population** - 27,782.41

**Jurisdiction Characteristics:**

**Population Growth** (Source: Weldon Cooper Center)

- **2010** - 56,159
- **2025** - 65,263

**Source:** EPA Smart Location Database (U.S. Census tract data)
Refer to the DRPT Multimodal System Design Guidelines, Chapter 3, for more details.

### Future Transportation Needs

#### Internal UDA Needs

**High**
- ✓ Roadway Capacity
- ✓ Street Grid
- ✓ Pedestrian Infrastructure
- ✓ Complete Streets
- ✓ Intersection Design

**Moderate**
- ✓ Roadway Operations
- ✓ Bicycle Infrastructure
- ✓ Safety Features
- ✓ Off-Street Parking
- ✓ Signage/wayfinding

#### External UDA Needs

**High**
- ✓ Roadway Capacity
- ✓ Street Grid
- ✓ Safety Features
- ✓ Intersection Design

**Moderate**
- ✓ Roadway Operations
- ✓ Complete Streets
- ✓ Bicycle Infrastructure
- ✓ Pedestrian Infrastructure

#### 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)

- Access to transportation networks beyond the UDA
- Friendly pedestrian and bicycle environment
- Safety Features
- Circulation and access within the UDA