



# Madison Heights

## Conceptual Master Plan 2023

Adopted by the Amherst County Board of Supervisors  
October 17, 2023



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# Madison Heights

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### Background

#### Project Introduction

##### Master Plan Purpose

In December 2021, Amherst County initiated the Madison Heights Conceptual Master Plan process to define a vision for the future of the critical Madison Heights area of the County. With this plan, the County aims to create a blueprint for Madison Heights that guides future public investment and private development in ways that contribute to a successful and prosperous community.

In conducting this planning exercise, Amherst County planners and administrators worked with a team of consultants led by EPR (land use and transportation planning), along with RKG (economics), LPDA (landscape architecture), and Hurt & Proffitt (utilities). This team worked closely with an Advisory Committee of local staff and leaders, as well as residents, business owners, service providers, and many more, to understand the conditions, needs, concerns, and desires of the Madison Heights community.

The purpose of this Master Plan is to influence the future growth of the Madison Heights area to:

- Reinforce a sense of local community,
- Improve the area's overall quality of life,
- Plan for necessary expansion of public facilities and services, and
- Increase positive economic development.

The traditional Center of Madison Heights (sometimes called Old Town Madison Heights) is located along the James River between South Amherst Highway (Route 163) and the Lynchburg Expressway (US 29 Business). This study applies to a larger Madison Heights area that includes Old Town and all areas east of South Amherst Highway (Route 163), west of Monacan Parkway (US 29 Bypass), south of Amelon Road (Route 669), and north of the James River. Additionally, this study examines a Core Development Area of undeveloped land east of the Lynchburg Expressway (US 29 Business). Both the full project area and Core Development Area are mapped on the following pages.

##### Planning History

Parts of the Madison Heights area, including the portion identified by this study as the Core Development Area, have been the focus of previous planning efforts to encourage mixed-use, infill development for community revitalization. In 2011, Amherst County adopted a Comprehensive Plan amendment designating parts of Madison Heights as an Urban Development Area (UDA), a state-defined area for higher-density

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development in growing communities. As a part of this effort, the County adopted a Mixed Use-Traditional Neighborhood Development (MU-TND) zoning district, allowing a flexible zoning approach to large, master-planned developments that provide high-quality design and amenities.

### Project Process and Schedule

Amherst County began the process of this planning effort in April 2021 by searching for consultants to assess and plan for land use, transportation, economic development, design, and utilities in Madison Heights.

To guide the consultant team's work and provide crucial local insight, the County appointed an Advisory Committee of key stakeholders to assist in the planning process. The Advisory Committee met approximately quarterly throughout the process, reviewing draft materials and providing decision-making at key points.

#### **Madison Heights Master Plan Advisory Committee:**

- *Jeremy Bryant, Director of Community Development*
- *Victoria Hanson, Executive Director, Amherst County Economic Development Authority*
- *Robert Hopkins, Executive Director, Amherst County Service Authority (retired)*
- *Beverly Jones, Planning Commissioner*
- *Tom Martin, Vice Chair, Amherst County Board of Supervisors*
- *Andrew Proctor, Chair, Amherst County Economic Development Authority*
- *Dean Rodgers, County Administrator (former)*
- *Wesley Woods, Board Member, Amherst County Service Authority*

The County held a kickoff meeting for the Madison Heights Master Plan in December 2021, introducing the consultant team and reviewing the project scope and schedule with Advisory Committee members. Following the kickoff meeting, the team worked with local staff to gather and review existing plans and studies, including the County Comprehensive Plan, Zoning Ordinance, ongoing corridor planning from VDOT, and regional transportation plans from the Central Virginia Planning District Commission. The team also began the process of collecting and analyzing demographic and economic data.

As one part of the research and discovery phase of the project, the team collected a range of existing conditions data and created maps of conditions including traffic, vehicle crashes, road volume, bicycle and pedestrian facilities, hydrology, slopes, water and sewer lines, key destinations, existing land uses, and more. This mapped information helped the team identify viable and non-viable locations for potential improvements or future growth and plan for the protection of existing neighborhoods and other features.

The input of Madison Heights community members was an essential part of developing the Master Plan, ensuring that the plan met citizens' needs and addressed their

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concerns while planning for the area's future success. The team included a variety of community engagement opportunities in the planning process, including establishing a dedicated project website ([www.envisionmadisonheights.com](http://www.envisionmadisonheights.com)) to provide updated project information, distributing a text-based opinion survey and a map-based survey, and conducting a series of individual meetings with local leaders and stakeholders to gather input. The team also met with property owners and residents living near the Core Development Area to hear their concerns and opinions. Following the initial input phase, the team presented a summary document on public input to the Advisory Committee for review. The team used feedback from residents, business owners, and other stakeholders throughout the planning process and ensured it was reflected in the final master plan.

Using public input, existing conditions data, mapping, and other resources, the team conducted three phases of analysis and design for the future of Madison Heights:

### ***Phase 1***

First, consultants considered the entire Madison Heights project area, including an economic analysis of market conditions, to project future demand for residential and commercial development. This step also included analyzing traffic circulation and proposing potential vehicle and bike/pedestrian connections to serve future growth. The results of this phase of work included a map of potential future land uses and definitions of those uses (including residential, commercial, industrial, and open space) to promote growth while protecting existing neighborhoods and environmental features. The team also included a market study, projections of potential growth, and a map of potential future transportation connections.

### ***Phase 2***

A second phase of analysis, planning, and design dealt with a more detailed plan of the future of the Core Development Area, examining slope, hydrology, and other existing site features and proposing a development program to create a future mixed-use center for Madison Heights with new neighborhoods, transportation connections, and open spaces.

### ***Phase 3***

Finally, the team analyzed the Route 29 Business corridor and local zoning regulations, proposing simple corridor beautification projects and modifications to the County's existing MU-TND zoning district to help facilitate future improvement and revitalization of the greater Madison Heights area.

The consultant team continued to work closely with the Madison Heights Master Plan Advisory Committee during the drafting phase. With plan materials approved by the committee, the team conducted a public open house to share draft plans with the public for input. Held in April 2023 at Monelison Middle School in the project area, the

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event collected overwhelmingly positive input on the draft concepts for growth and revitalization in Madison Heights.

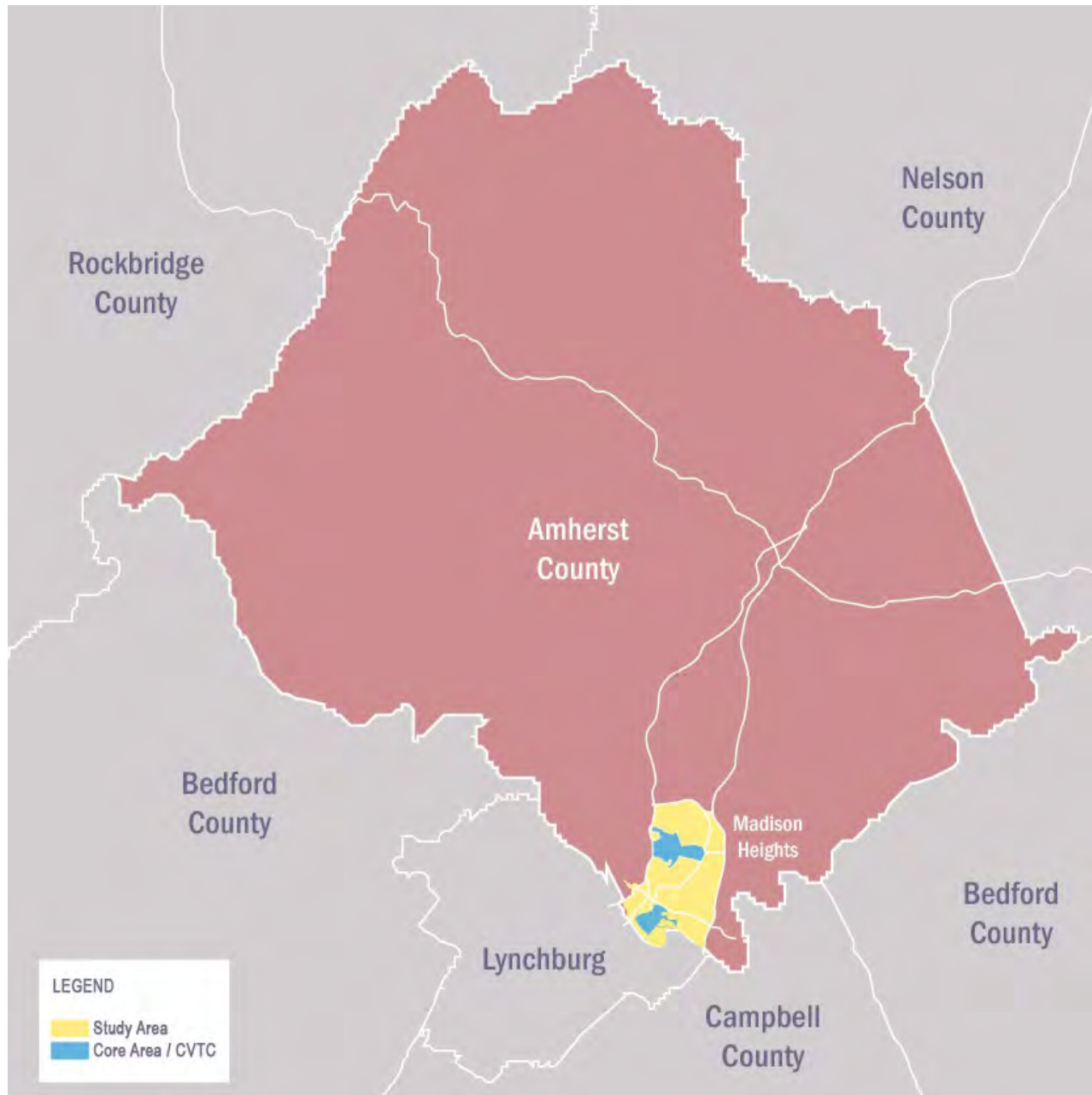
The final Master Plan task is summarized in this master plan document for approval by the Advisory Committee and the County's Planning Commission and Board of Supervisors for incorporation as a part of the County's Comprehensive Plan.

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## Study Area

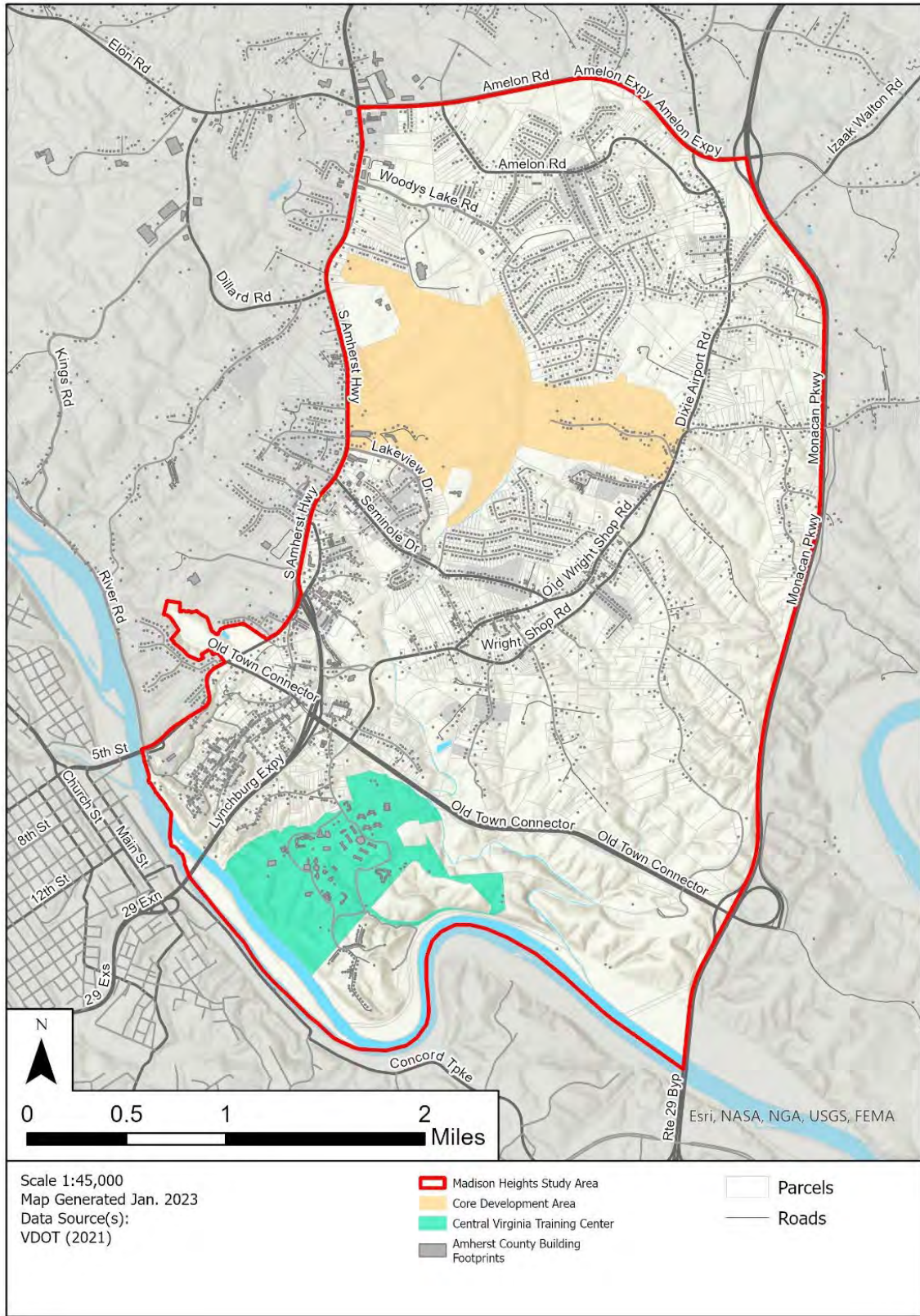
### Vicinity Map



# Madison Heights

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### Study Area Map





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### Existing Conditions

The larger Madison Heights area includes a variety of transportation and natural and built features that define its existing character and will affect its future growth and development. The Madison Heights Master Plan process analyzed and mapped these conditions to understand the project area and plan for its future.

#### ***Transportation Conditions***

The project area includes a range of major highways, regional routes, and local roads. The safety and efficient movement of traffic (both automobile and multimodal) as the area grows is paramount. The team analyzed and mapped:

- *Traffic (Annual Average Daily Traffic)*
- *Projected 2045 AADT*
- *PSI (Potential for Safety Improvements) locations*
- *Travel Time Index*
- *Volume/Capacity Ratio*
- *Past Crashes*
- *Crash Density*
- *Bicycle, Pedestrian and Transit Facilities*
- *Functional Classification of Roads*

#### ***Land Conditions***

The area's southern edge includes bluffs, Old Town Madison Heights, and the Central Virginia Training Center. Areas farther north include suburban housing and interspersed open spaces. Steep slopes or stream valleys may prevent development while preserving open space can maintain the area's rural feel. The team mapped:

- *Hydrology*
- *Land Cover*
- *Slope Analysis*
- *Topography*
- *Water and Sewer Utilities*
- *Water and Sewer Planned Service Areas*

#### ***Land Use***

The project area is primarily defined by commercial uses along US 29 Business and existing residential neighborhoods. The County's land use strategies expressed in the Comprehensive Plan's Future Land Use Map are also key. The team analyzed:

- *Key destinations*
- *Existing land use*
- *Future land use*

### Existing Transportation

The team created nine transportation existing conditions maps to analyze safety, traffic volumes, mobility for non-motorized vehicles and pedestrians, and roadway functions. The nine transportation analyses include the following:

#### ***Average Traffic Volume (AADT) and projected 2045 AADT***

The Virginia Department of Transportation provides information on Average Annual Daily Traffic (AADT). The highest volume road in the study area is the Lynchburg Expressway/S. Amherst Highway with approximately 25,000 daily vehicles, followed by the Monacan Parkway with approximately 18,000 daily vehicles. Old Town Connector and Amelon Expressway also carry significant daily traffic at 6,800 and 7,300 AADT, respectively.

Projected 2045 AADT data can help identify roads that may increase in volume over time. AADT projections indicate traffic volume increases on Old Town Connector, Wright Shop and Old Wright Shop Road, River James Drive, and Monacan Parkway by 2045.

#### ***Potential Safety Improvement (PSI) locations***

VDOT also provides information on Potential Safety Improvement (PSI) locations using crash data and indicates safety issues. The team collected data on PSI-designated intersections within the study area.

#### ***Volume-to-Capacity (V/C)***

Volume-to-Capacity (V/C) is the ratio of estimated daily volume and the actual capacity a roadway is engineered to handle. A ratio equal to or greater than one indicates a roadway over capacity.

#### ***Vehicle crash locations and densities***

Crashes are distributed throughout the study area, with most crashes occurring on arterial and collector roadways with the highest traffic volume. There have been 14 fatal crashes and eight pedestrian-related crashes in the study area. Most crashes in the study area have occurred along S. Amherst Highway, with hotspots at Amelon Road, Lakeview Drive, Seminole Drive, and Dillard Road.

#### ***Multimodal mobility (including bicycle, pedestrian, and transit routes)***

The team mapped existing bicycle, pedestrian, and transit facilities to show potential mobility needs. Bicycle facilities are primarily present along the James River. Pedestrian facilities are located mainly along Amherst Highway, the Old Town Connector, and within the CVTC redevelopment property. Bus facilities are located on Amherst

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Highway, Amelon Road, Dixie Airport Road, Old Wright Shop Road, and their respective connecting corridors.

### ***Roadway functional classes***

VDOT organizes roadways under its control into a series of functional classes, from arterial to local, according to each type of roadway's general capacity and function.

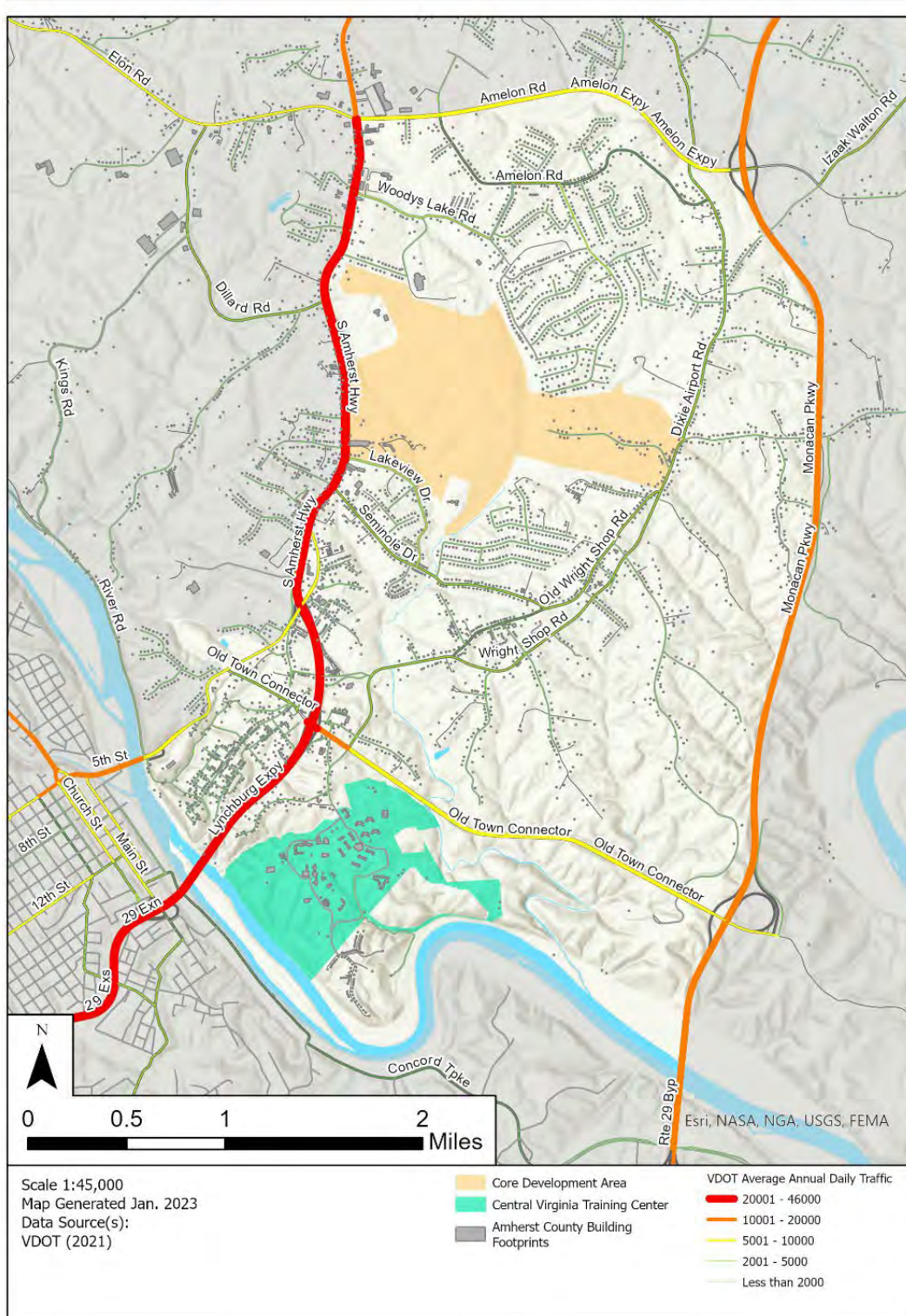
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### Average Daily Traffic Volume (AADT)

## Madison Heights Master Plan

## Average Daily Traffic Volume



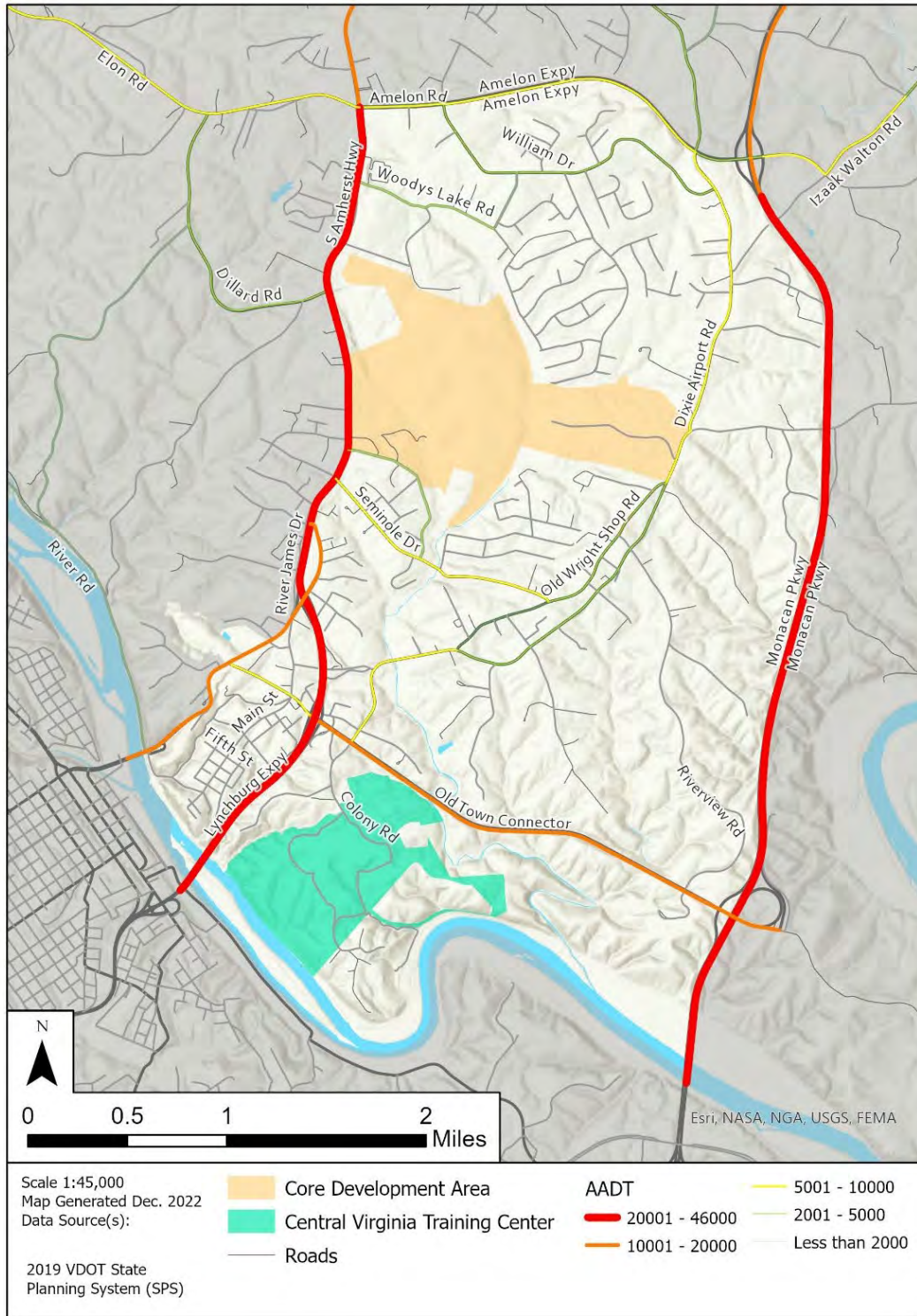
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Projected 2045 AADT

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2045 Average Annual Daily Traffic



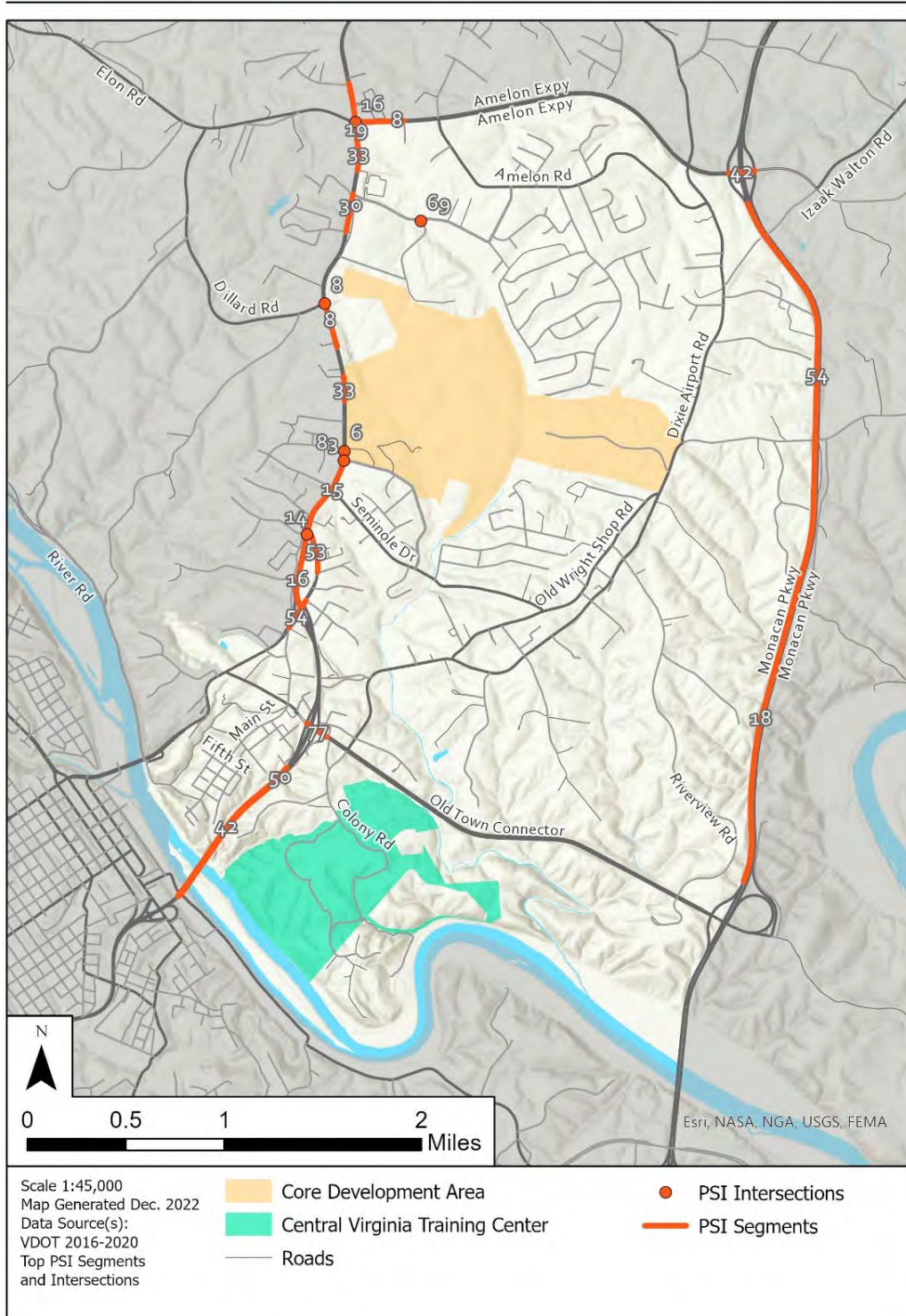
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### Potential Safety Improvement (PSI) Locations

## Madison Heights Master Plan

### Potential Safety Improvement Locations

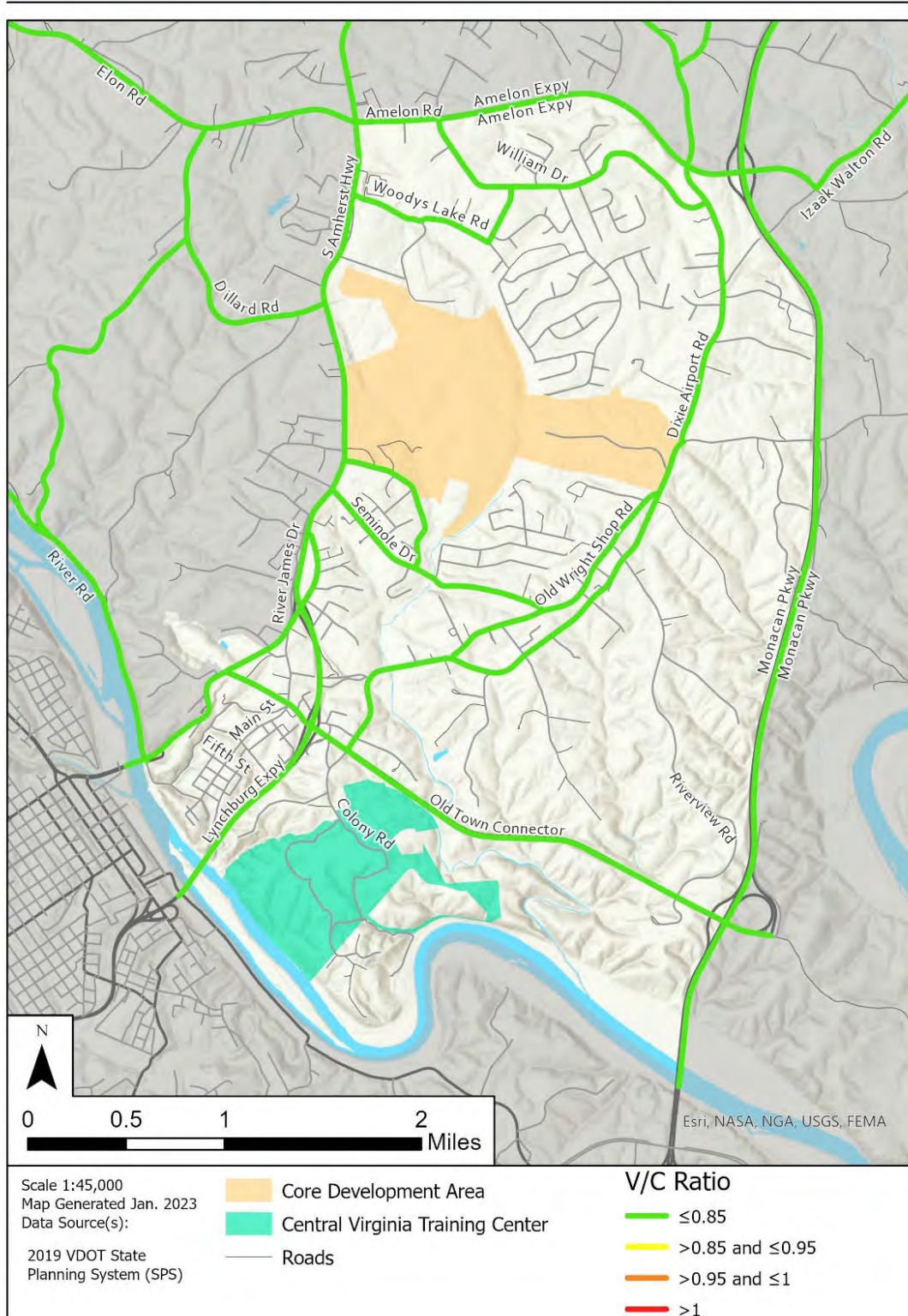


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2019 Volume-to-Capacity

### Madison Heights Master Plan 2019 Volume-to-Capacity



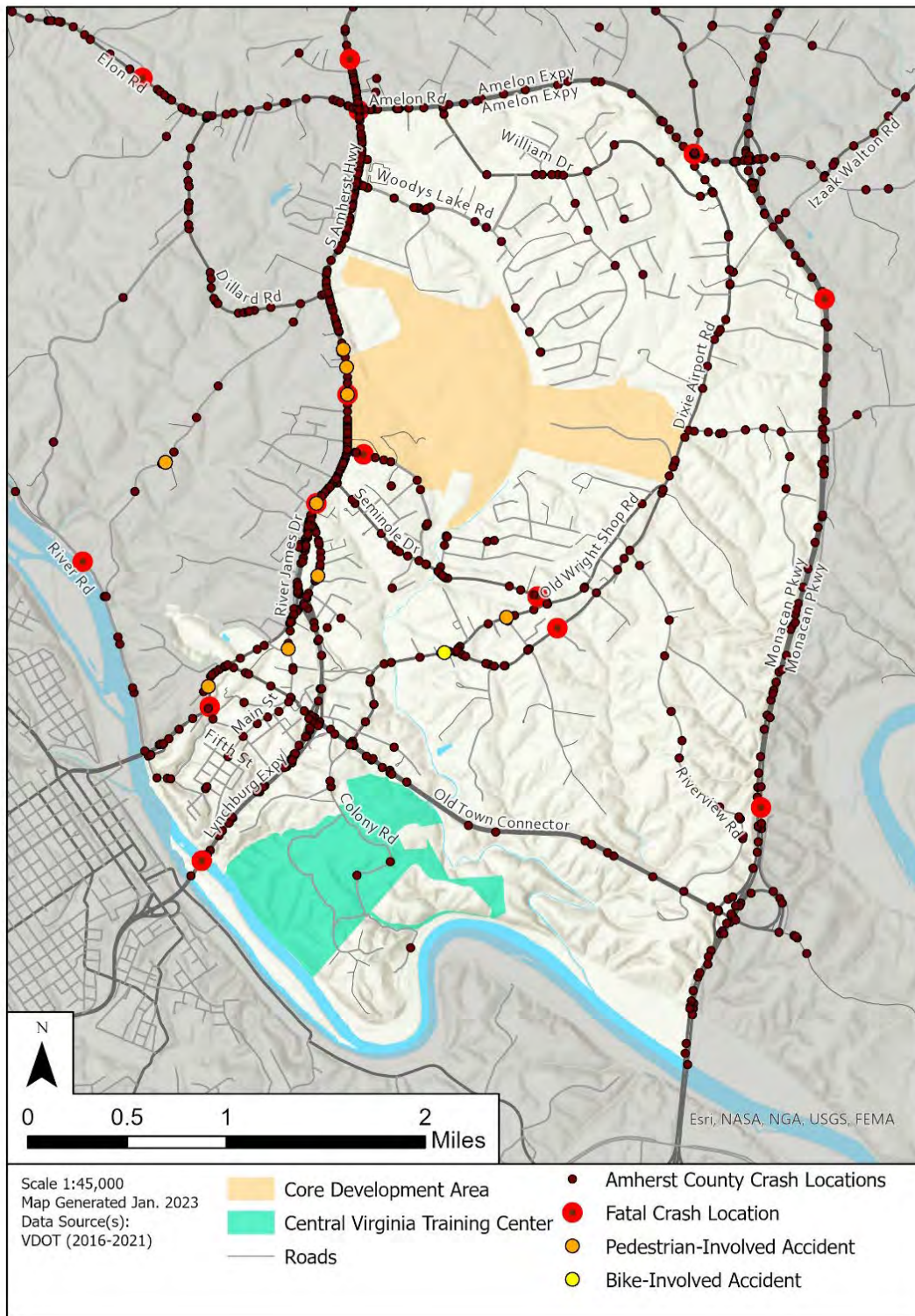
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### Vehicle Crash Locations

## Madison Heights Master Plan

## Vehicle Crash Locations





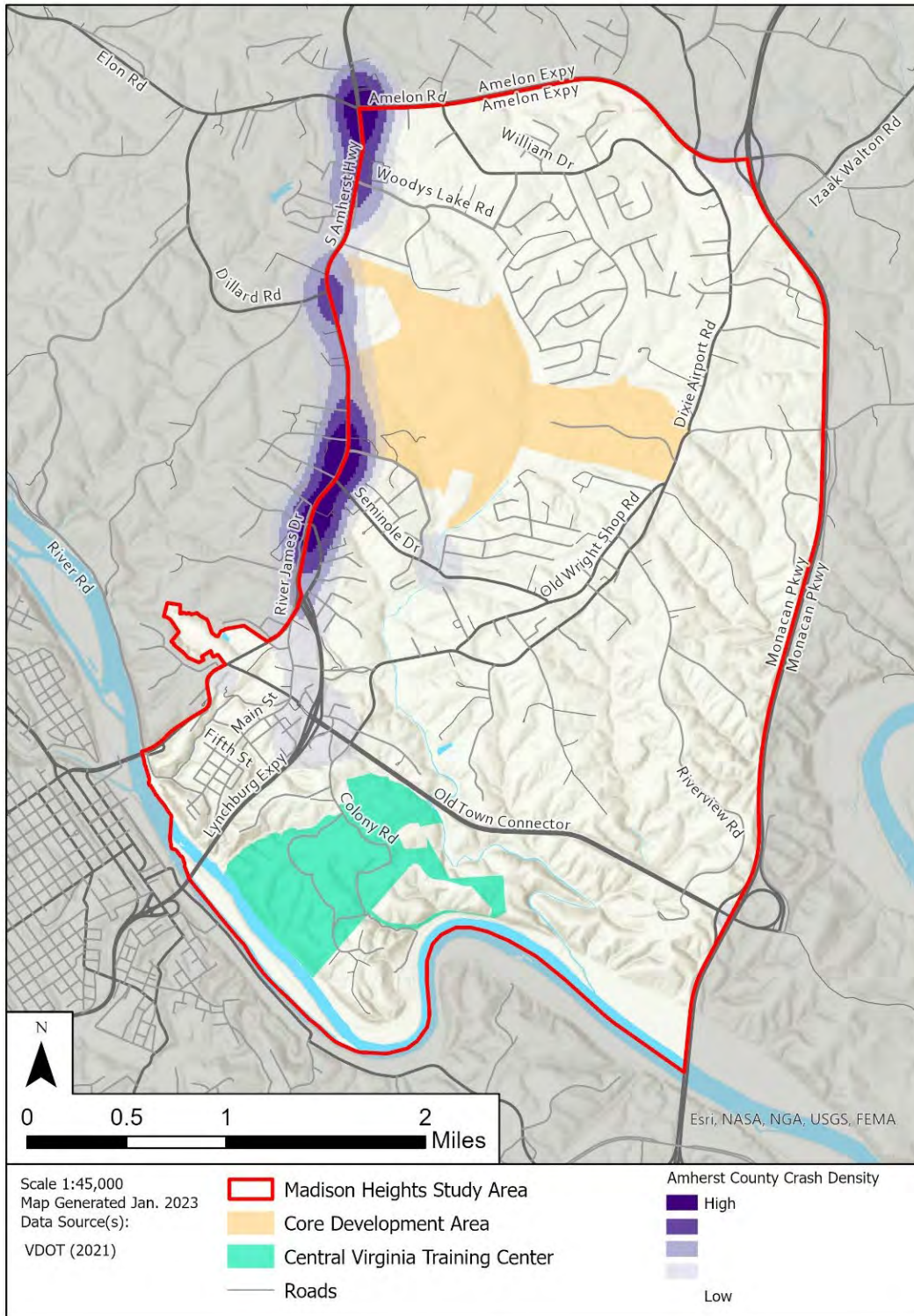
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Vehicle Crash Density

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Vehicle Crash Density



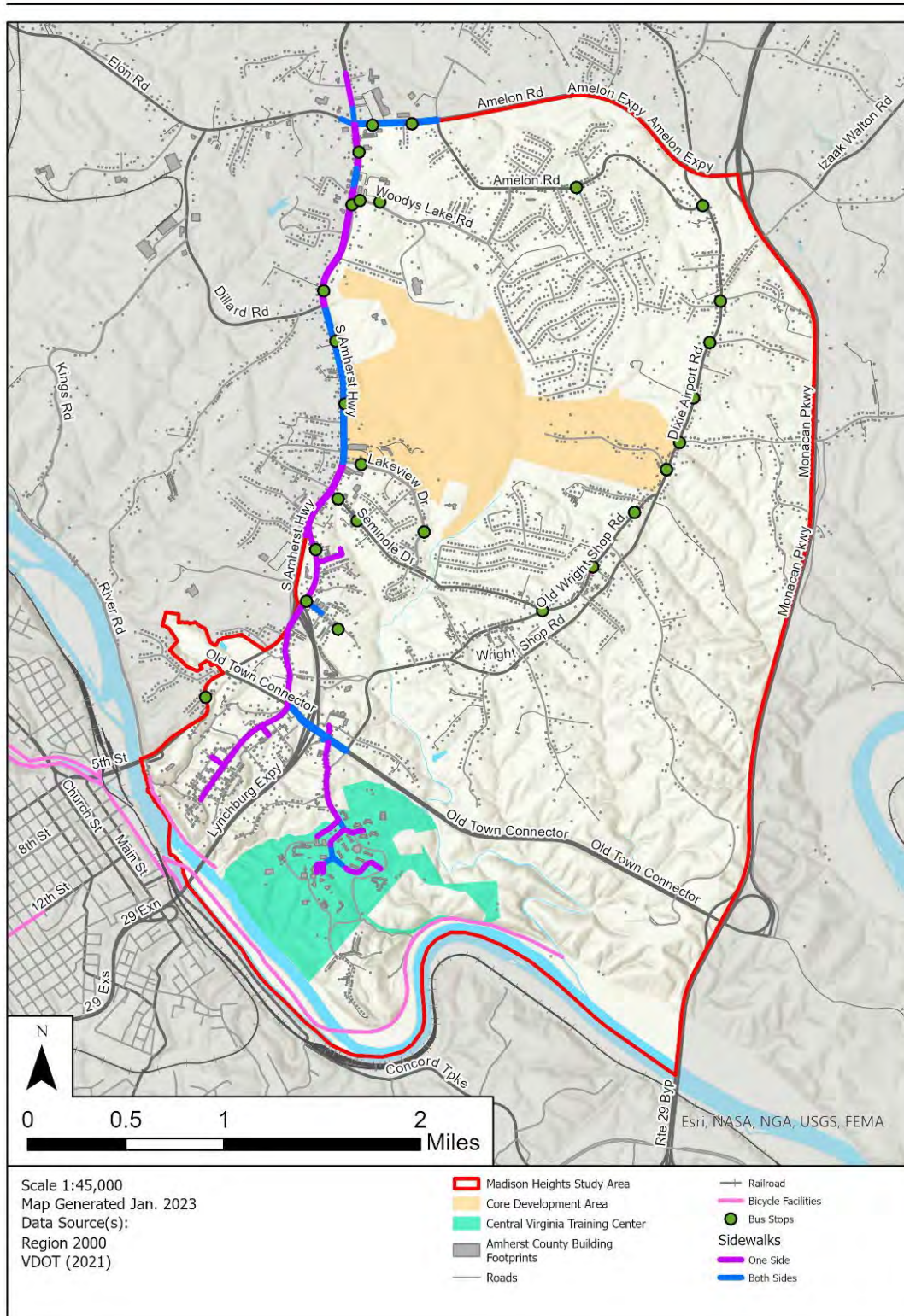
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### Multimodal Mobility

## Madison Heights Master Plan

### Mobility



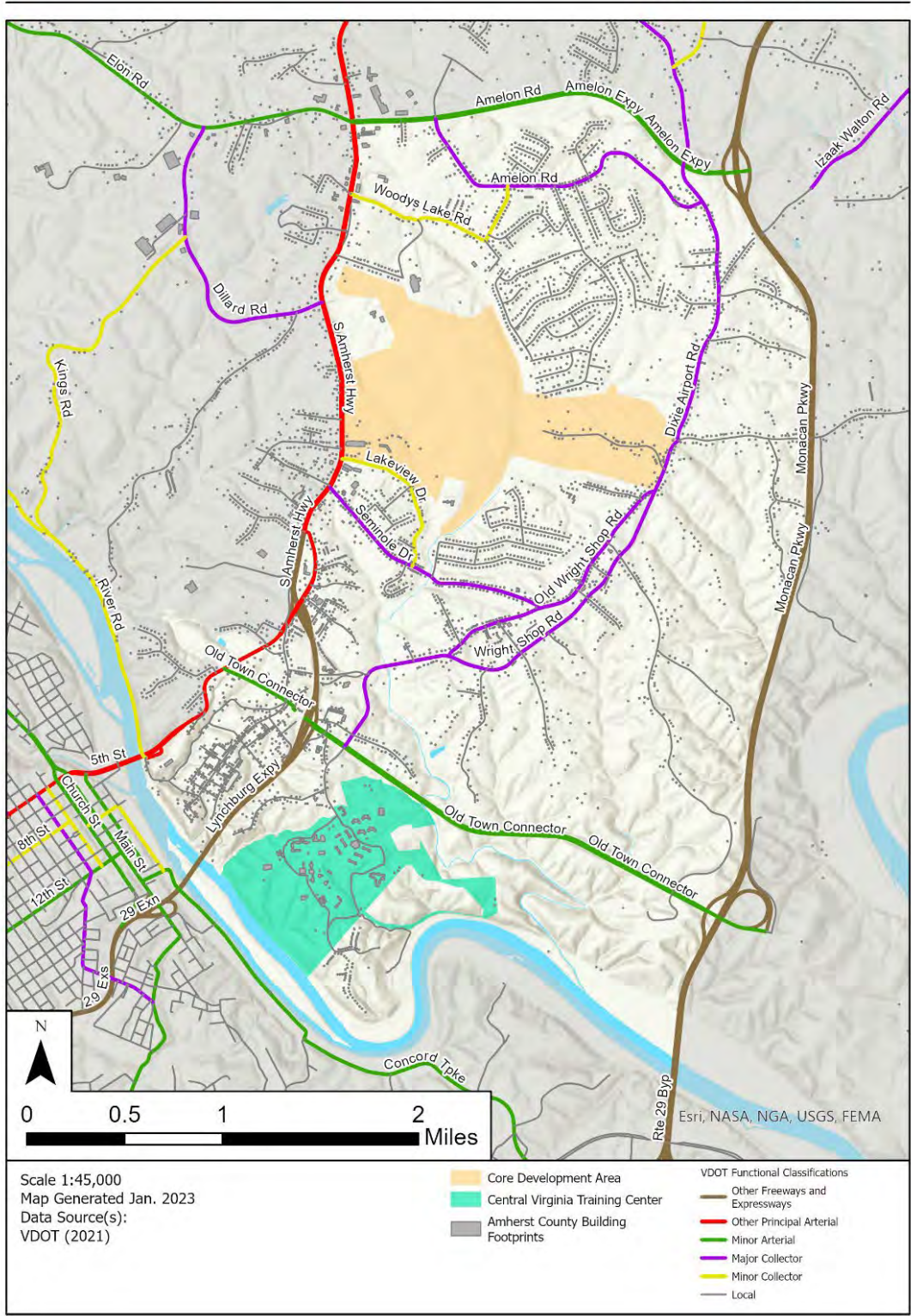
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### Roadway Functional Classes

# Madison Heights Master Plan

### Roadway Functional Classes



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### Existing Land Conditions

The team analyzed six existing land condition categories for this Master Plan:

- *Hydrology*
- *Land Cover*
- *Slope Analysis*
- *Topography*
- *Water And Sewer*
- *Water and Sewer Planned Service Areas*

These conditions are important for determining locations for development and protection.

The James River serves as the southern border of the study area, with Williams Run (and associated tributaries) bisecting the study area. South Fork Stovall Creek runs along the northern edge of the study area parallel to Amelon Road/Expressway.

The primary land cover in the study area is forest land, followed by more intermittent tree cover and turf/grass in the residential neighborhoods. Streets and heavy commercial areas largely covered by paved impervious surfaces also comprise a lesser portion of the land area.

The study area consists of slopes that limit overall development potential, with the most significant grades (greater than 50%) adjacent to the James River and Williams Run. There are very few locations with slopes less than 10%.

The elevation of the study area follows its hydrology, with lower elevations (approx. 500 ft) surrounding the James River and Williams Run and rising to about 1,000 ft at the north end of the study area.

Existing water supply lines are extensive in the developed portions of the site and generally follow the existing roadway network. The sanitary sewer network is limited to select areas in Old Town Madison Heights and areas west of Old Wight Shop Road. Areas south of the Old Town Connector and the eastern portion of the study area are less likely to be served by public water and sewer utilities.

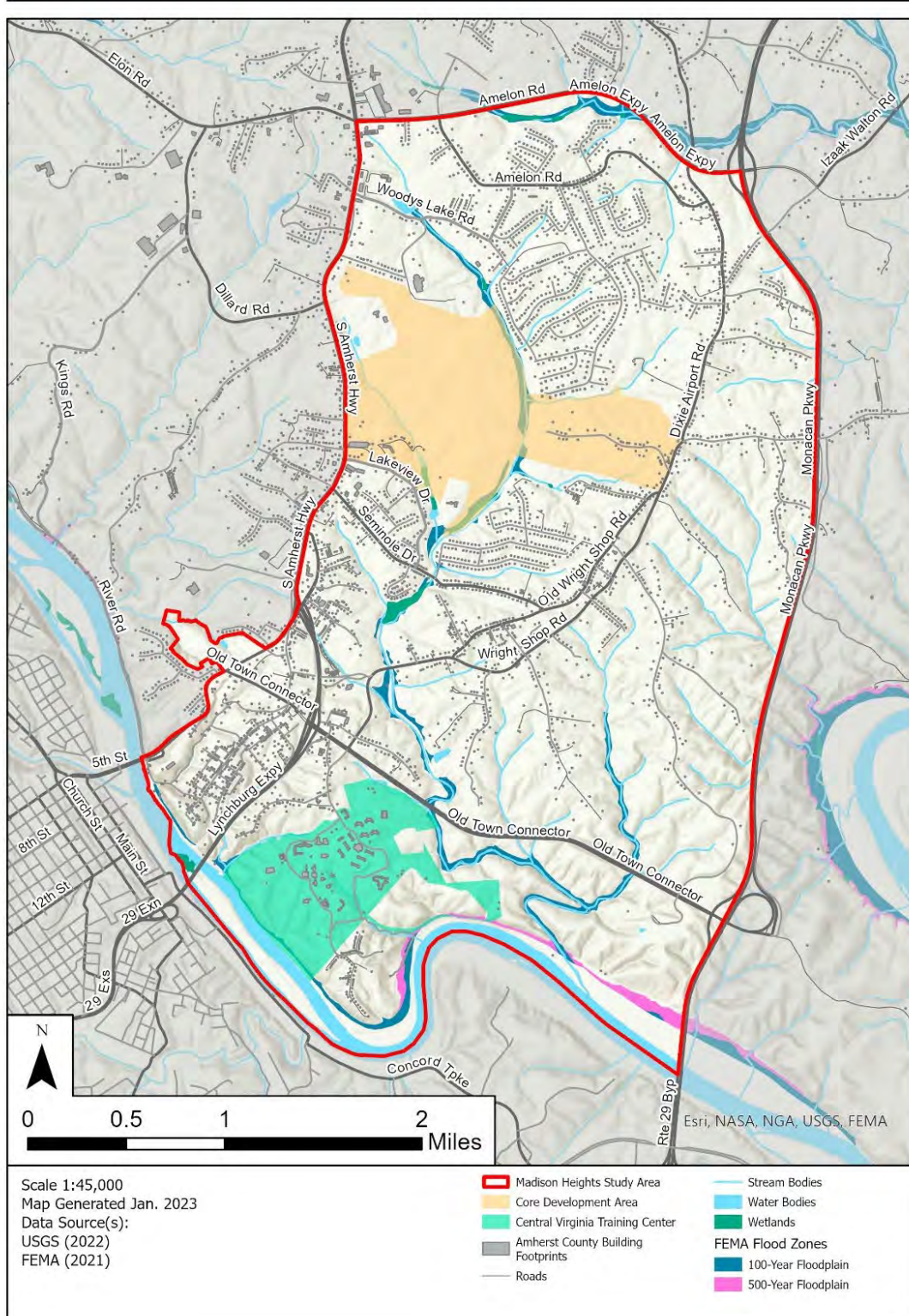
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### Hydrology

## Madison Heights Master Plan

### Hydrology



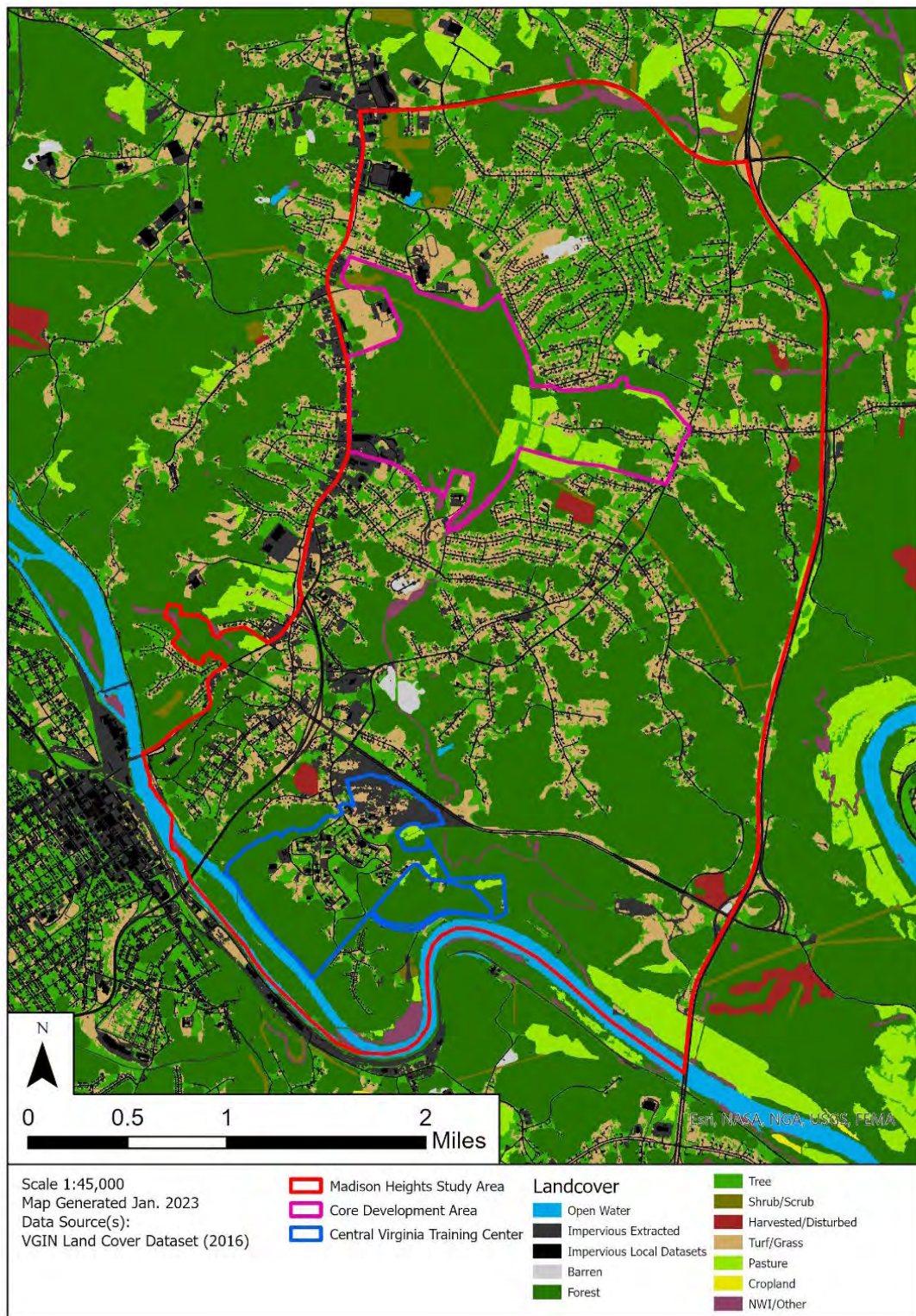
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### Land Cover

## Madison Heights Master Plan

### Landcover



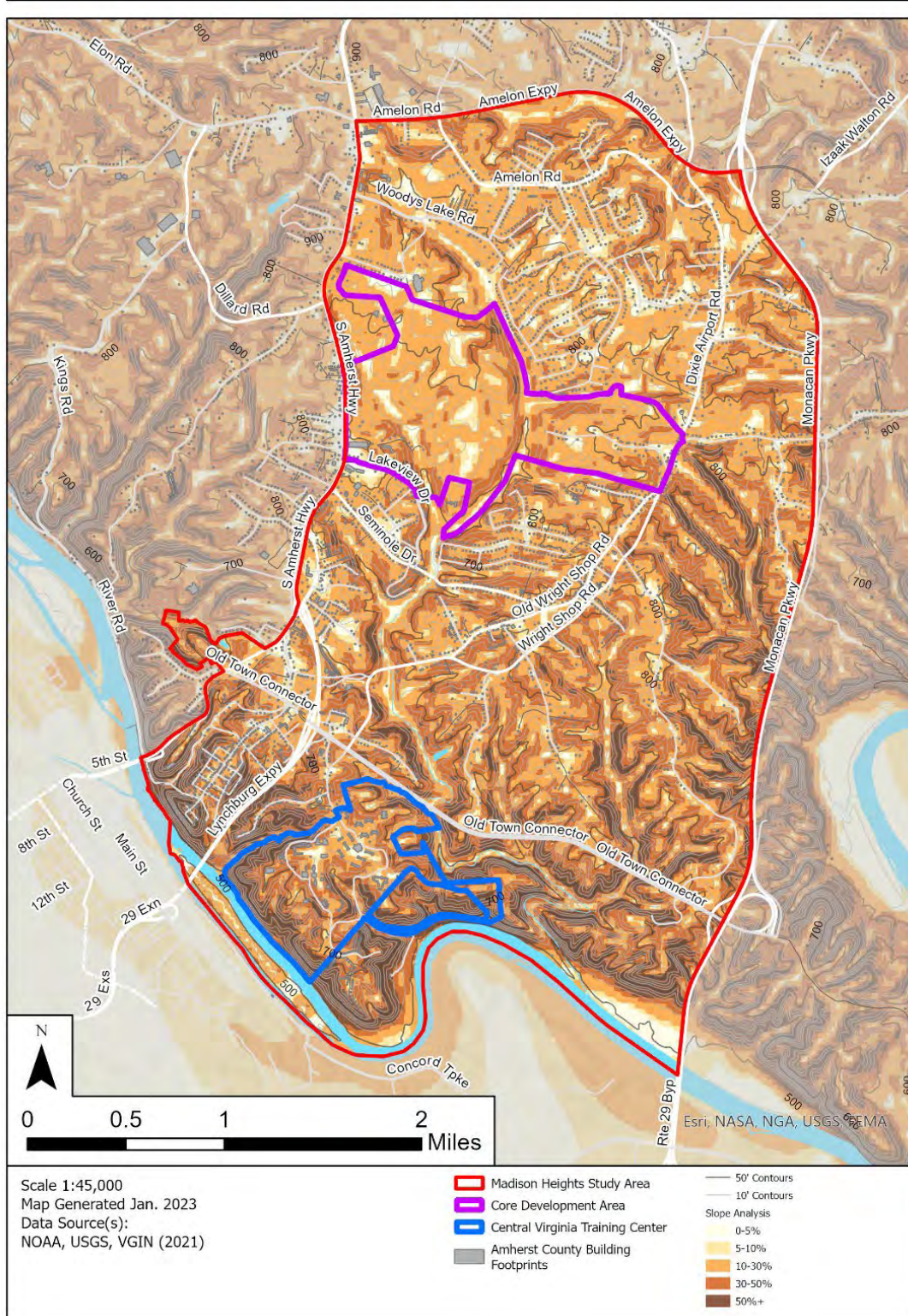
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### Slope analysis

## Madison Heights Master Plan

## Slope Analysis



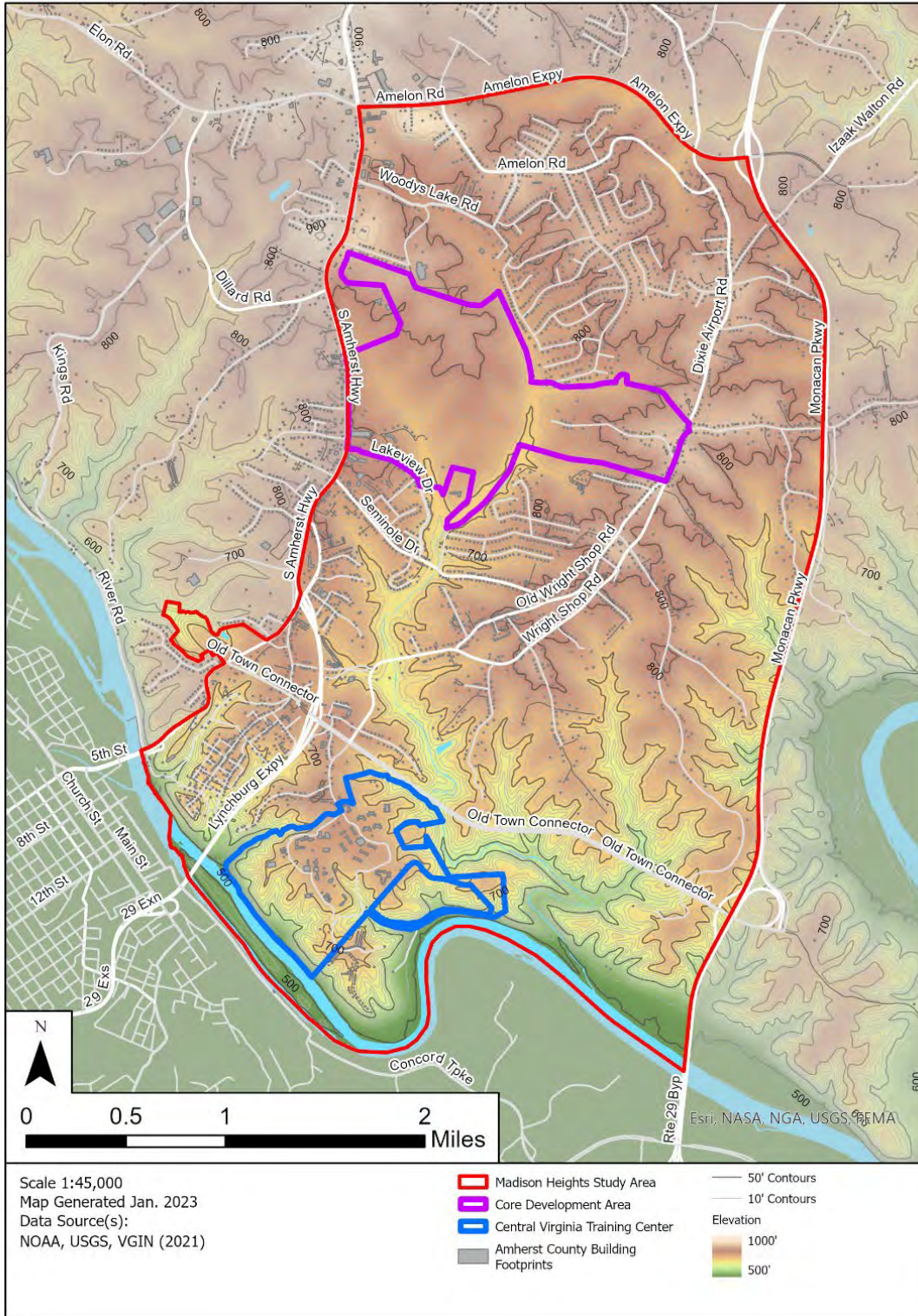
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### Topography

## Madison Heights Master Plan

### Topography





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### Land Use

The following maps display Madison Heights' key destinations, existing land use, and planned future land use.

There are several educational, institutional, recreational, commercial, and employment destinations within the study area, including Monelison Middle School, the Central Virginia Training Center, Madison Heights Community Center and Youth Baseball Association, and many shopping centers and recreational destinations on the James River.

The primary land use in Madison Heights is low to medium-density residential, with general commercial uses concentrated along S. Amherst Highway. Industrial uses surround the Monacan Parkway/Old Town Connector interchange and public lands south of the Old Town Connector.

As expressed by the Amherst County Comprehensive Plan's Future Land Use Map, future land use is generally consistent with the current pattern of existing land uses in the study: primarily low to medium-density residential with commercial uses centered on S. Amherst Highway and major intersections. In addition, the future land use map identifies Old Town Madison Heights as Residential Mixed Use and designates areas along S. Amherst Heights and Dixie Airport Road as Village.

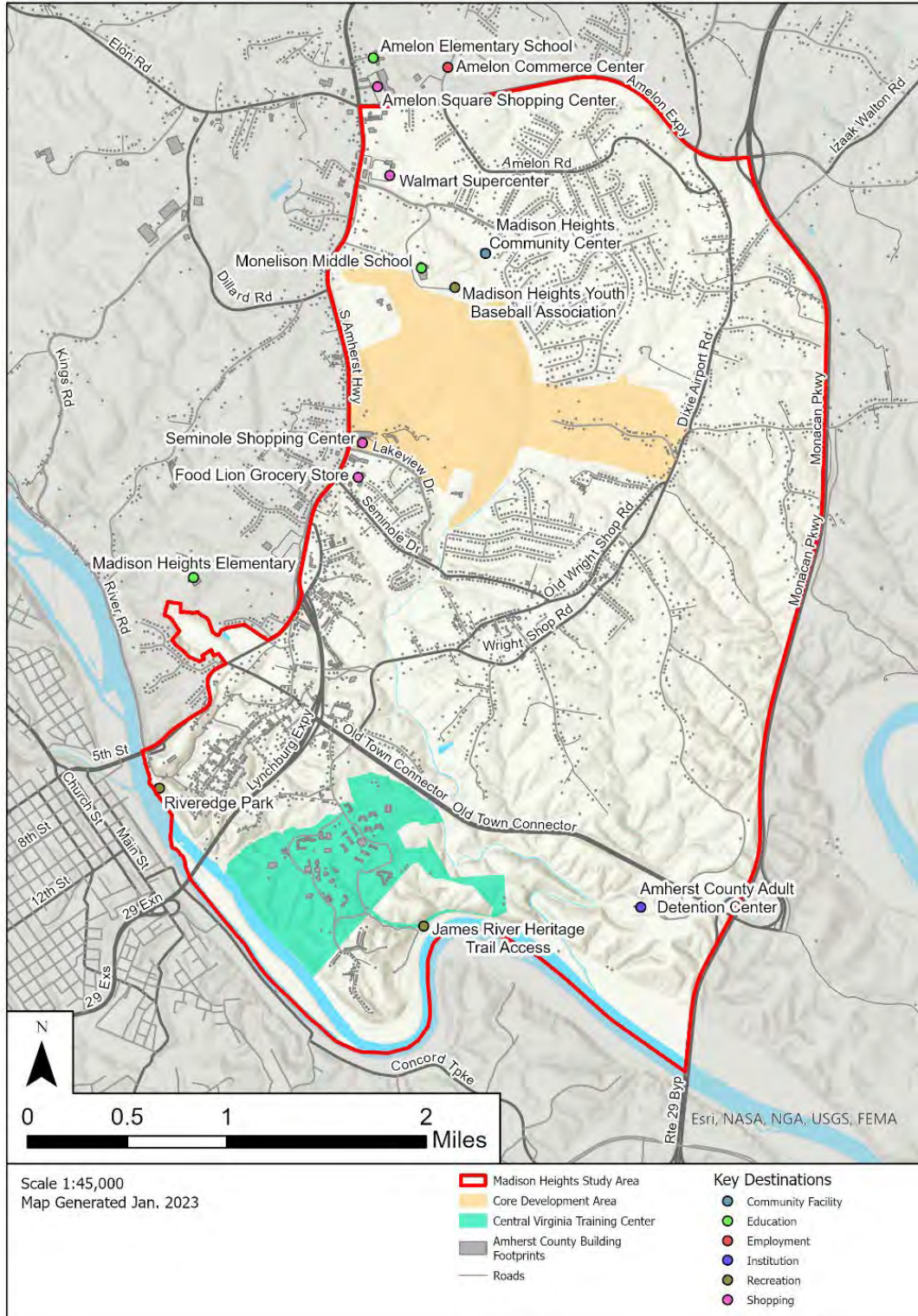
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### Key Destinations

## Madison Heights Master Plan

## Key Destinations



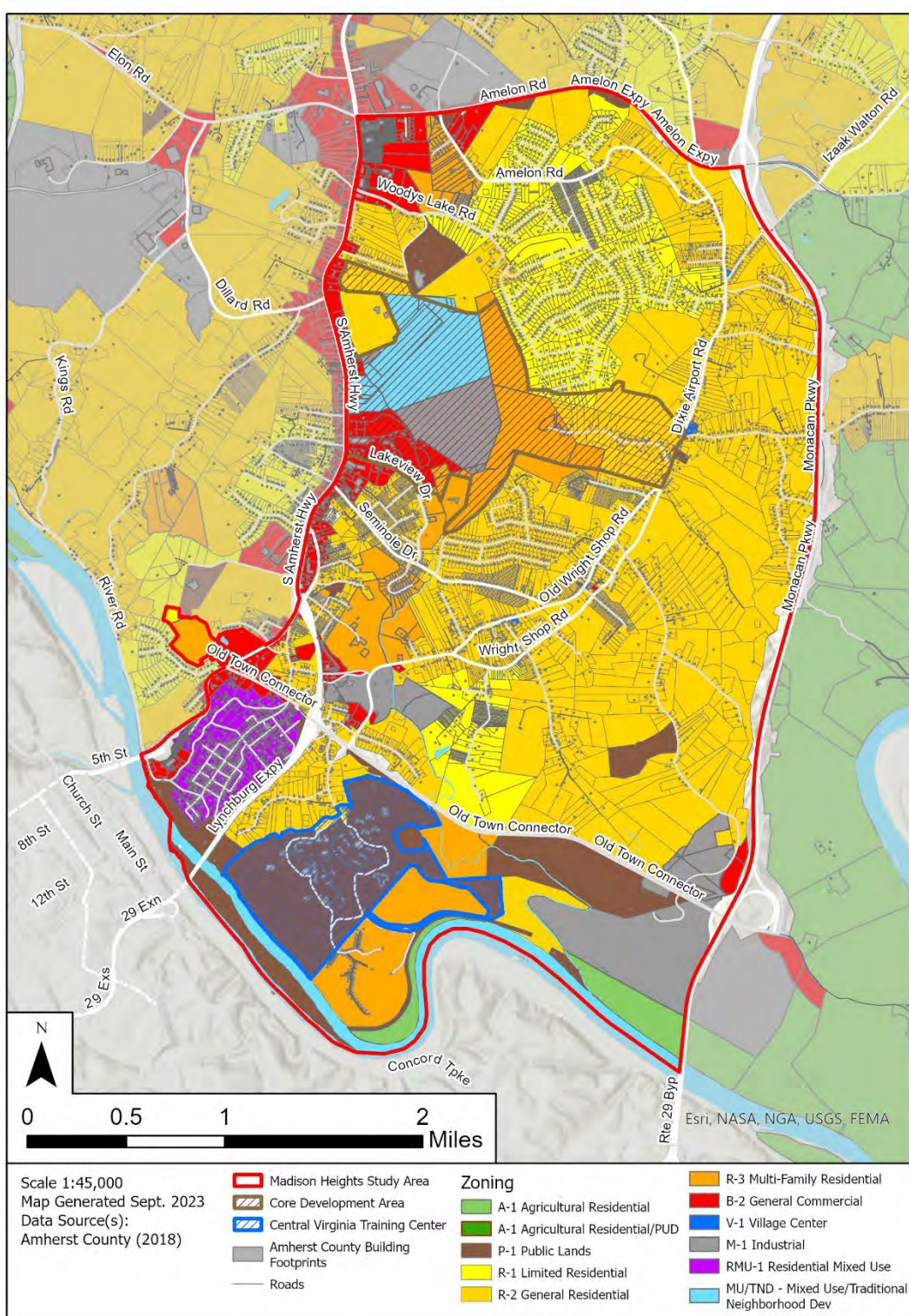
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### Existing Land Use

## Madison Heights Master Plan

## Existing Land Use



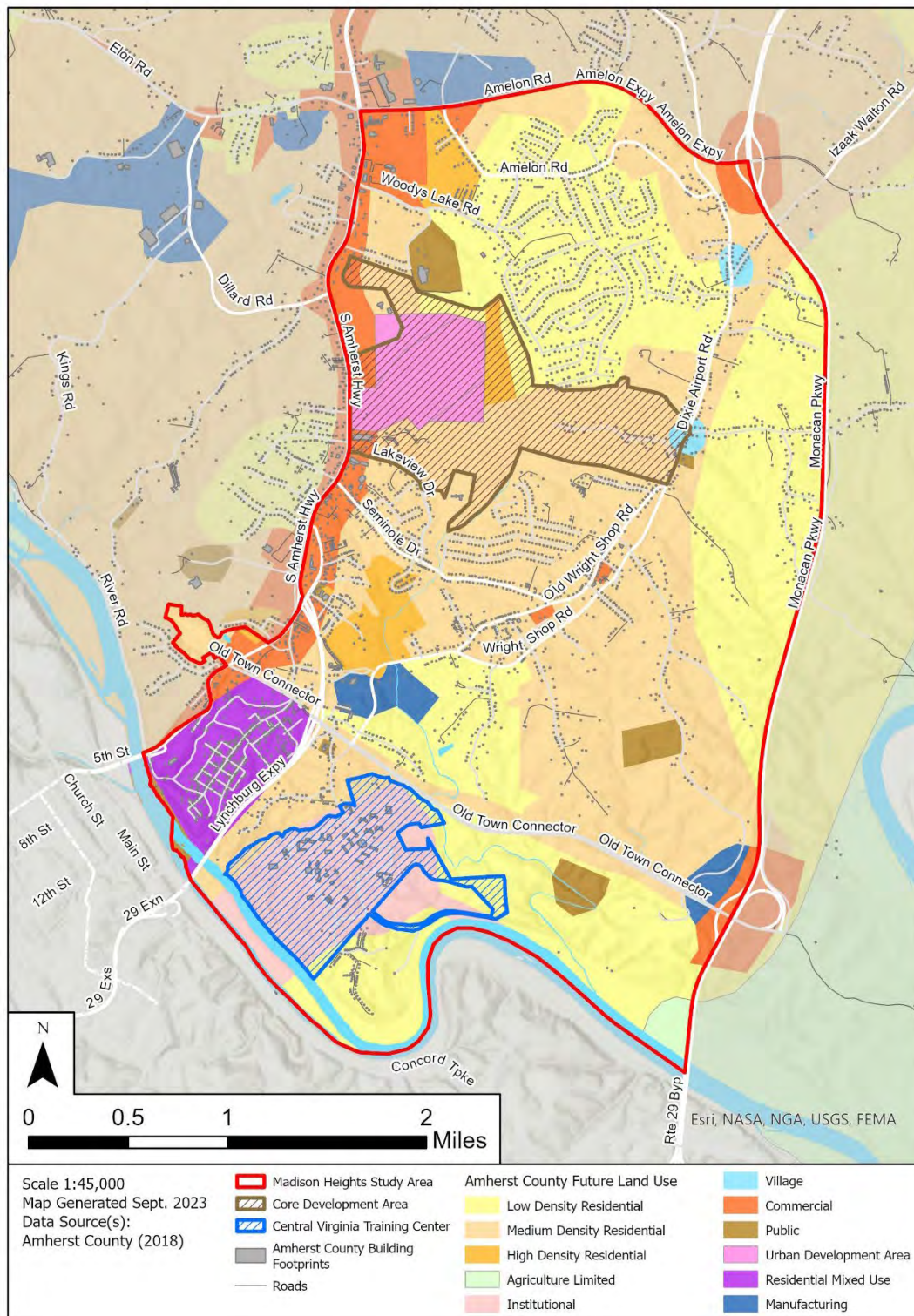
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### Future Land Use

## Madison Heights Master Plan

## Future Land Use



### Major Developments

#### Central Virginia Training Center

The greater Madison Heights area considered within this planning process includes the Central Virginia Training Center (CVTC) site. This site is approximately 350 acres across the James River from downtown Lynchburg. The Central Virginia Training Center (CVTC) property formerly served as an asylum, a state hospital, and a training school. In 1983, the campus was redesignated as the CVTC and was used by governmental agencies until 2020, when the campus was closed.

This site has been separately considered for redevelopment and is the subject of a 2022 Redevelopment Study sponsored by the County and regional business and economic development agencies. The CVTC Redevelopment Plan is incorporated into the Madison Heights Master Plan. The corridor, zoning, and other recommendations of this plan are designed to help facilitate the redevelopment of CVTC along with the Core Development Area and greater Madison Heights.

The CVTC campus and the adjacent VC Mobile Home Park are planned for redevelopment into a mixed-use, walkable neighborhood. The final redevelopment proposal recommends an “urban in nature” neighborhood with access to a contiguous network of streets and accessible nature paths. The plan includes multimodal opportunities within the new street network and a funicular connecting the site to the regional trail network.

The redevelopment plan indicates most existing buildings at the site are not fit for preservation. The plan envisions a redevelopment reflecting the site’s historic architectural character. The redevelopment plan proposes to do so by utilizing adaptive reuse strategies for the several remaining buildings and key site features.

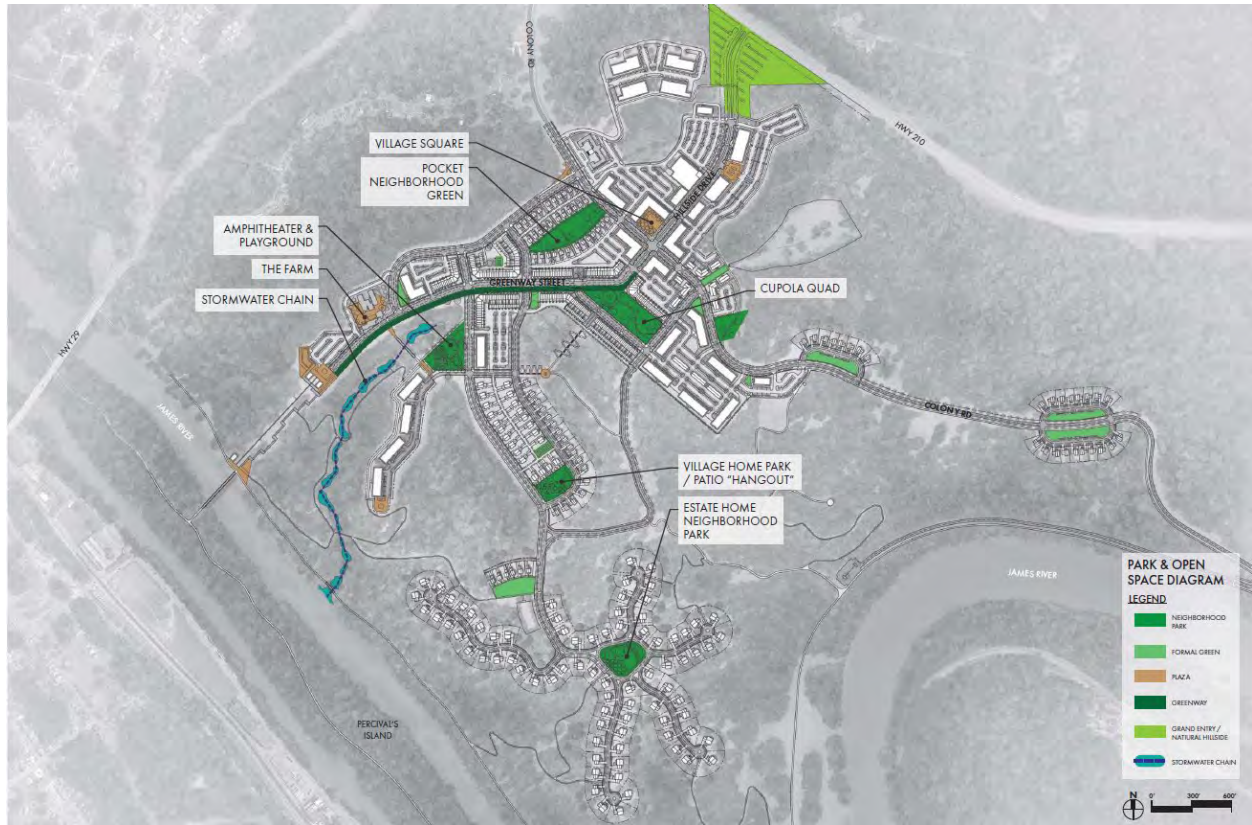
The redevelopment plan suggests the redevelopment will support a projected population increase and serve households with varying needs and preferences with enhanced multimodal access to the region. The site could also support convenience retail and office uses.

The planning process for the CVTC redevelopment plan consisted of an iterative and collaborative approach in which the consulting team for the redevelopment plan worked with the Lynchburg Regional Business Alliance (LRBA) and local stakeholders. The process included collaboration across stakeholder groups to develop an overall vision and primary goals and objectives for the site. Engagement strategies included a five-day design charrette. The process also included an inventory and analysis of local and regional markets and the site's physical conditions.

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### CVTC Concepts; 2022 Redevelopment Plan



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### Madison Heights Town Center

While the Madison Heights Master Plan process was underway, Amherst County received a development proposal for approximately 170 acres of property making up a portion of the Master Plan's defined Core Development Area called Madison Heights Town Center. The project was proposed for development under the County's Mixed Use-Traditional Neighborhood Development zoning district and represented the first major project developed under this zoning district.

The proposed Town Center development included a mix of residential, commercial, and civic uses, including up to 75,000 square feet of commercial uses near the project's entrance along US 29 Business, up to 1,100 new residences in a mix of single-family homes, townhomes, and apartments, a church site, and a 13-acre central park to be deeded to the County for public use.

Made up of two separate conditional rezoning requests, the proposed Madison Heights Town Center was recommended for approval by the Amherst County Planning Commission in May and June 2022, with final approval given by the County's Board of Supervisors in June and July.

The proposed Madison Heights Town Center plan has been incorporated into the overall Madison Heights Master Plan as an approved project, including specific plans for the Core Development Area. However, detailed site plans for the development have not been finalized, and substantial construction has not begun. The project embodies many of the mixed-use principles envisioned by the County for Madison Heights and begins to make development of this type a reality for the community.

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## Madison Heights Town Center Concept Plan





### Public Engagement Process and Summary

Along with the study and analysis of the area's physical and economic features, input from residents, business owners, and others was a critical element of the Madison Heights Master Plan process, helping to set needs and priorities for the future. The Master Plan team included a variety of community engagement opportunities in the planning process, including a project website ([www.envisionmadisonheights.com](http://www.envisionmadisonheights.com)), one text-based opinion survey and one map-based survey early in the process, a series of individual meetings with local leaders and stakeholders, as well as nearby residents and property owners to gather input, and a concluding public open house to present and vet the draft Master Plan.

### Madison Heights Vision Survey

The Madison Heights Vision Survey was conducted online between April 15<sup>th</sup> and June 20<sup>th</sup>, 2022, to gauge local opinion on the conditions and needs of the Madison Heights area. The survey was open to all participants and was available on the project website and promoted by County staff through social media and other existing methods. The survey collected 551 total responses. In addition to general public questions on vision and needs, a subset of questions for Madison Heights area business owners collected further information on local business needs and development.

The team has included a brief summary of survey responses below. More survey data can be found in the appendix.

- **Question 1: What is your relationship to the Madison Heights Area?**
  - Resident, 69%; Travel Through the Area, 41%; Work in the Area, 17%; Business Owner, 5%
- **Question 2: How important are given elements in the creation of a master plan for Madison Heights?**
  - Strong desire for restaurants, entertainment, and shopping, as well as general revitalization.
- **Question 3: What type of residential do you think is needed in Madison Heights?**
  - Single Family 46%; Senior Housing 34%; Affordable Housing 34%, Town Homes 27%, None 19%
- **Question 4: What type of shopping or services are needed in Madison Heights?**
  - Grocery stores, retail, restaurants, and entertainment were common responses.
- **Question 5: What traffic or transportation issues do you observe in Madison Heights?**
  - Congestion, especially on Route 29, was frequently cited, along with a need for pedestrian and bicycle infrastructure. Many noted no major transportation concerns.

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- **Question 6: What would you like to see changed in Madison Heights in the future?**
  - Restaurants, Entertainment, Shopping and Revitalization were common responses.
- **Question 7: What would you like to see preserved about Madison Heights in the future?**
  - Natural Features, Community Character, Existing Businesses, and History/Buildings were common responses.
- **Question 8: What else should we consider for Madison Heights in this plan?**
  - Responses similar to questions 2 and 6, with additions of Economic Development, More Affordable Housing, and Better Access to Healthcare.
- **Additional Questions for Business Owners:**
  - Satisfaction with location in Madison Heights, desire for visual improvements, need for better broadband, and little support for transit.

## Madison Heights Interactive Mapping Survey

The Madison Heights Interactive Mapping Survey was an online map hosted through the Social Pinpoint service allowing users to drag virtual pins onto a map. Using this platform, users could mark the location of areas or features they wish to see preserved, ideas for land uses, locations of safety or traffic concerns, areas for redevelopment, and areas needing better connections. Participants noted a total of 175 issues and/or ideas on the map. Subsequent users could view submitted responses and upvote or downvote other users' submissions.

### Ideas for a Land Use:

- A downtown area along the James River directly across from downtown Lynchburg with restaurants, entertainment, and shopping options
- A pedestrian crosswalk at the intersection of Route 29 and Route 604
- Move the library to a future Madison Heights Town Center within walking distance of residential development.
- Parks near Martins Lane, Old Town Madison Heights, or James River.
- Improvements to river access and amenities such as rope swings, take-out ramps, a riverside beach, an outdoor music venue, restrooms, food, etc.

### Need for Better Connections:

- A pedestrian walkway connecting River's Edge trails to the Lynchburg trail system to create a loop.
- Additional exits off of the Route 29 bypass.
- Better pedestrian & bicycle connections between Madison Heights and Lynchburg.
- Development of a new trail connection to the James River Heritage Trail

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### Areas To Preserve:

- Amelon Square Shopping Center
- Amelon Commerce Center
- Dixie Girls Softball Association
- Both support and opposition (roughly 50/50) for new development along the James River.

### Areas To Redevelop:

- Improve the appearance and quality of existing shopping centers
- Concerns about the safety and appearance of existing motels
- Add landscaping/décor along Route 29 to attract visitors
- Desire for “higher-end” businesses
- Bury power lines to improve the appearance of the area and remove traffic safety hazards
- Widen Rocky Hill Road to improve access to the riverfront
- Add a pedestrian lane to the John Lynch Memorial Bridge
- Bring restaurants/entertainment to the riverfront area
- Encourage economic development to bring jobs to the area

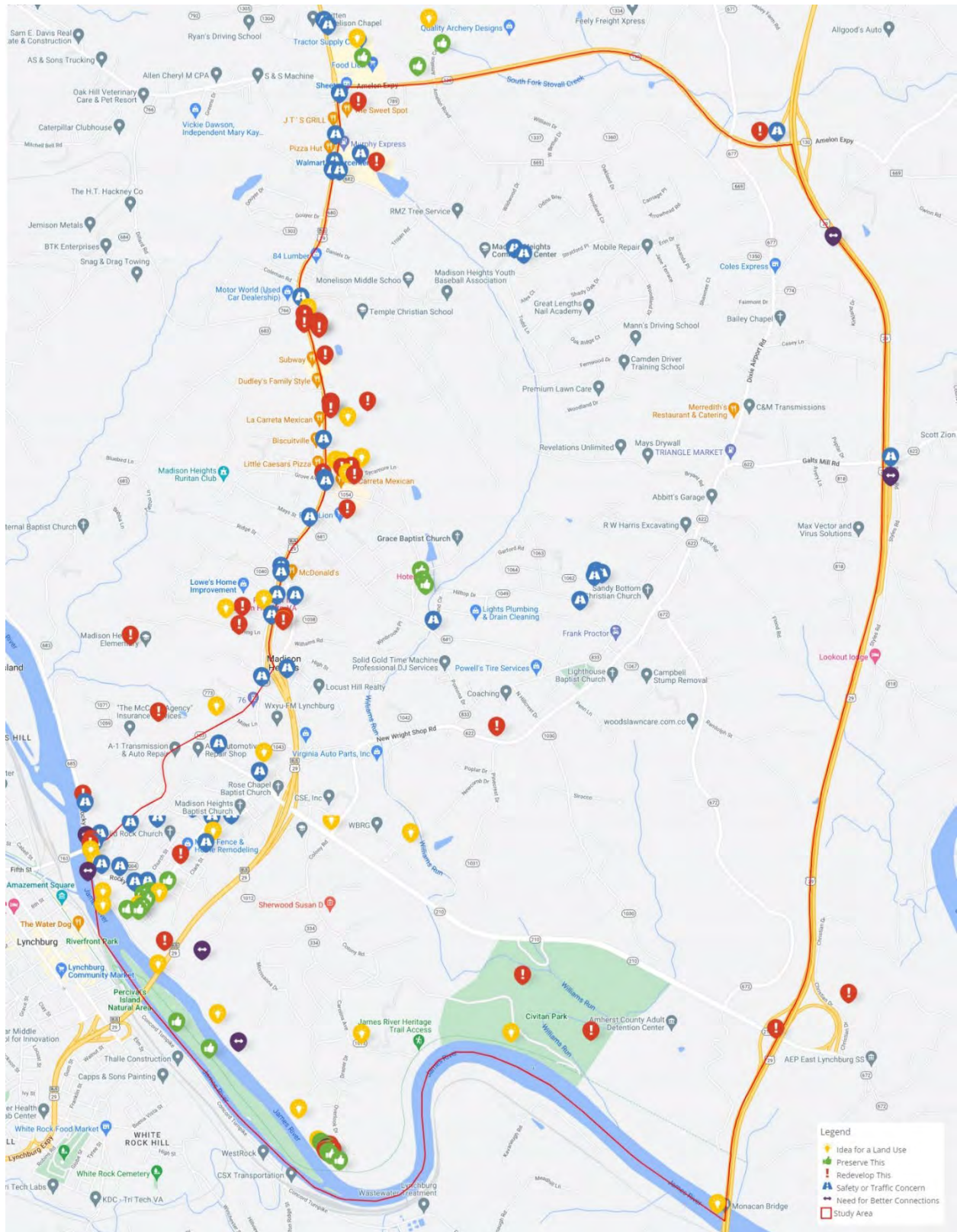
### Safety or Traffic Concerns:

- Traffic lights need timing adjustments to improve traffic flow
- Potholes need to be repaired
- Need for a stop light at the intersection of Route 210 and Main Street
- Concerns about the safety of 7th Street due to poor road conditions and grading
- Landscaping and streetlights are needed on Route 163 heading into Madison Heights from the John Lynch Memorial Bridge
- Add a bike lane/pedestrian path to Rocky Hill Road near the John Lynch Memorial Bridge
- General safety concerns about the condition of Rocky Hill Road

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### Responses to the Interactive Mapping Survey



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### Stakeholder Meetings

In addition to the general public's input through the two surveys, the planning process targeted specific local stakeholders whose input was critical to Madison Heights's future. The Master Plan Advisory Committee generated a list of local stakeholders, including elected and appointed leaders, property owners, business owners, church leaders, school administrators, and VDOT officials, among others. The team invited stakeholders to meet with County staff and consultants in unscripted meetings to provide input on the future of Madison Heights.

In each case, consultants offered brief opening comments, including a recap of the project purpose and scope, a summary of the roles in the process, and a summary of the project schedule and input opportunities. Meetings were held virtually and in-person in May and June 2022.

- **Meeting 1: Board of Supervisors**

Key Input:

- *Critical importance of public input in the planning process*
- *Need for land use revitalization and transportation improvements along Route 29 Business*
- *Importance of smaller infill development in addition to large projects in the Core Area/CVTC*

- **Meeting 2: VDOT and Regional Commission**

Key Input:

- *VDOT continues to develop Route 29 improvements, including access management and parkway treatments, among others*
- *The regional commission's long-term goals include creating trails connecting Old Town Madison Heights, Route 29 Business, and CVTC*

- **Meeting 3: Business Interests**

Key Input:

- *Feeling that Madison Heights is ready to take advantage of Lynchburg-area growth*
- *Need for near-term actions like corridor beautification as long-term development ramps up*
- *Desire for a feature or development that creates a "center" for the area*

- **Meeting 4: Schools and Institutions**

Key Input:

- *Concern about the impact of housing growth on the school system*
- *Need for parks and businesses that serve families*
- *Needs for pedestrian lighting, transit, and broadband*

- **Meeting 5: Residents and Property Owners**

Key Input:

- *Concerned about Core Area development's effects on neighboring houses and roads*
- *Mixed opinions on potential new US 29 Bypass interchanges*

# Madison Heights

## Conceptual Master Plan

### Draft Plan Open House

Using collected data and existing conditions, along with the input of Madison Heights citizens, the team created draft plans and recommendations in three broad categories; areawide plans, plans for the Core Development Area, and plans for implementation.

*Areawide plans* include a map of potential future land uses and definitions of uses covering multiple densities and types of residential, commercial, industrial, and open space to promote growth while protecting existing neighborhoods and environmental features. *Core Area plans* include a development program to create a mixed-use center for Madison Heights with new neighborhoods, transportation connections, and open spaces. *Implementation plans* include simple corridor beautification projects and modifications to the County's existing MU-TND zoning.

With draft plan materials approved by the Advisory Committee, the team held a public open house in April 2023 at Monelison Middle School to share the drafts and receive feedback. The open house featured an introductory presentation by plan consultants and a series of boards displaying draft project materials. The event collected overwhelmingly positive input on plans for growth and revitalization in Madison Heights.

### Highlights of Public Input

Community engagement participants returned a wide variety of feedback critical to completing the Madison Heights Master Plan. Overall highlights and observations on community opinion across all engagement activities are summarized below:

- The combined engagement activities achieved a large sample of community input relative to similar efforts led by local staff and the consultant team. Participants represented a wide variety of interests and came from both inside and outside of the Madison Heights area.
- Participants generally supported future growth and development in Madison Heights, including the potential development of a town center area. While some participants supported new residential development, their strongest desires were for shopping, entertainment, and restaurant uses.
- Engagement responses showed some concerns with the existing function of Route 29 Business but more substantial concern that future growth in the area could lead to traffic congestion or safety issues. The recently completed South Amherst Highway Corridor Study works to address such issues.
- While most participants view the Madison Heights area as necessarily automobile-centric, some expressed interest in expanding public transit and pedestrian options such as sidewalks and pedestrian lighting as the area grows. Existing business owners generally saw little transit benefit.
- Participants expressed a general concern about the area's aesthetics as it currently exists, including dilapidated or abandoned buildings and businesses (such as vape shops) that occupy a low-market or low-value position.

# Madison Heights

## Conceptual Master Plan

Additionally, business owners noted that this area's lower average household incomes limit business expansion, recruitment, and retention.

- Participants strongly supported new retail and service development, including preserving existing businesses and attracting new ones that elevate the market position of Madison Heights.
- Participants in many areas expressed a desire to preserve the small-town feel and natural features of Madison Heights, even as growth and development take place. Landscaped or open space areas should save green space, respect private property rights, and improve the aesthetics of roadways with plantings and other improvements.
- Business owners expressed general confidence in the availability of utilities for business expansion, aside from a growing need for broadband service increasingly seen as necessary for any new development.
- Participants expressed a desire for community amenities that could include trails, parks, or facilities such as a YMCA to meet the needs of resident families now and in the future.

### Areawide Plan

#### Introduction

In planning for the greater Madison Heights area, the team looked closely at economic issues, existing uses, potential development, bicycle and pedestrian transportation, and vehicular access and safety improvements. In doing so, plan consultants and the Advisory Committee provided recommendations to guide future decision-making that will, over the long term, help to realize the County's goals for Madison Heights to:

- Reinforce a sense of local community,
- Improve the area's overall quality of life,
- Plan for necessary expansion of public facilities and services, and
- Increase positive economic development.

The economic study looked at trends in Amherst County and Madison Heights and showed that County lost population at the same time as the Lynchburg region grew. However, the team acknowledges that a large part of the decline in growth could be attributed to the closing of the Central Virginia Training Center (CVTC) and the loss of resident and staff population in the time frame. The study also showed that, with proper development, Madison Heights could tap into a robust regional market to shift the local market over several years.

The areawide land use plan provides a vision for Madison Heights's future, including existing and new development and redevelopment. The land use vision within this plan describes a range of uses from rural residential to major mixed-use centers that may be appropriate throughout the larger planning area. As a companion to the County's Comprehensive Plan, the areawide plan can guide individual development projects by developers and landowners.

As Madison Heights grows, the ability of transportation systems to efficiently serve development and move travelers will need to be maintained. The areawide plan proposes new transportation connections for cars, trucks, buses, bicycles, and pedestrians, providing necessary access to potential development and outdoor amenities for new residents and visitors.

Under this plan, US 29 Business will continue to be the main thoroughfare defining the Madison Heights area. Access management improvements should be made to preserve the quality and efficiency of this important route by reducing and organizing entrances onto the roadway to promote traffic efficiency and safety. The areawide plan also incorporates several planned VDOT projects, some of which have already secured funding through SMART SCALE and other sources.



# Madison Heights

## Conceptual Master Plan

### Economic Analysis

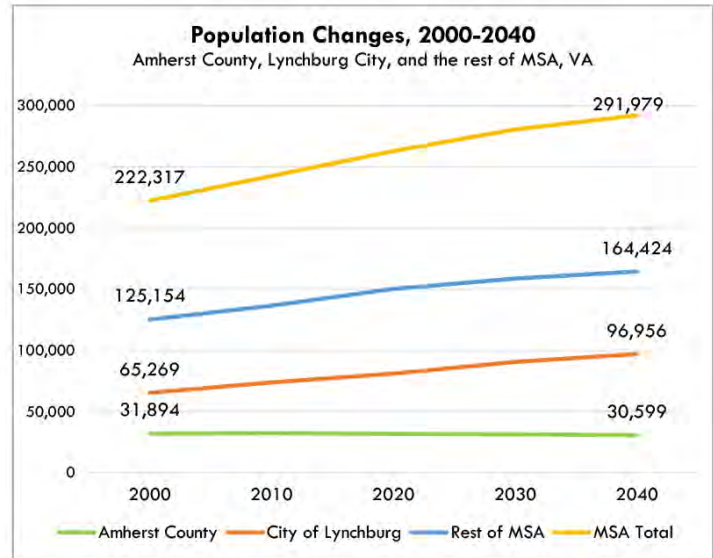
As noted in the economic study conducted in this planning process, the Lynchburg region will drive the demand for real estate and population change. Madison Heights's economic potential must be analyzed in the context of what is possible for the area's future.

In 2020, the Lynchburg MSA had a total population of 262,937, and Amherst County had a population of 31,782. The Lynchburg MSA's population has grown since 2000 and is projected to continue growing through 2040. In contrast, Amherst County has experienced population loss since 2010, which is projected to continue through 2040. However, Amherst, Lynchburg, and the region as a whole have seen an increase in people between the ages of 25 to 34 years old who are likely to rent and are considered "young professionals." Additionally, the area has seen an increase in people aged 55 and over.

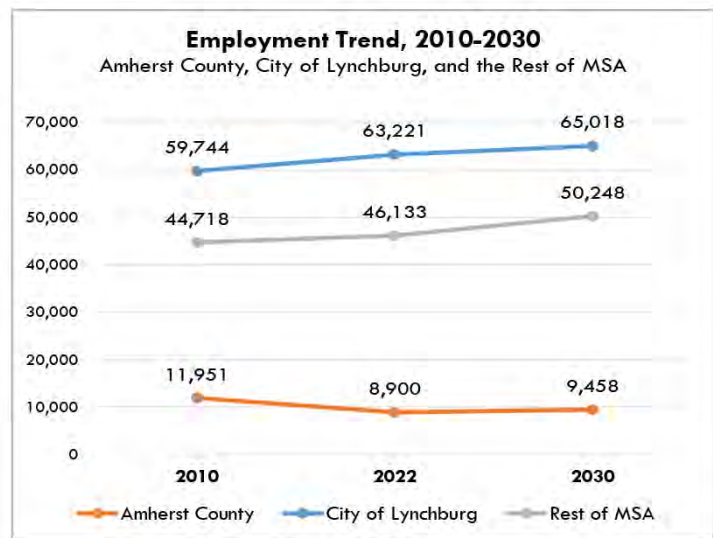
Amherst's median age increased from 41.1 in 2010 to 44.9 in 2020. An aging population and slow growth of young professionals suggest weaker housing demand.

The region's median household income in 2020 was \$56,983, while Amherst's was slightly higher at \$57,368. The County's median income increased by 28.2 percent between 2010 and 2020.

Amherst's employment base lost 3,051 jobs (a 25.5 percent decrease) between 2010 and 2020. It is projected to gain 558 jobs by 2030 but will not replace previously lost jobs in that time frame. Government and educational services industries experienced the most job loss between 2010 and 2020, primarily related to the closure of the CVTC. The manufacturing, health care and social assistance, and accommodation and food services industries will experience the most growth between 2022 and 2030.



Source: U.S. Census American Community Survey 5-Year Estimates, Cooper Center, and RKG Associates, Inc., 2022



Source: EMSI and RKG Associates, Inc., 2022

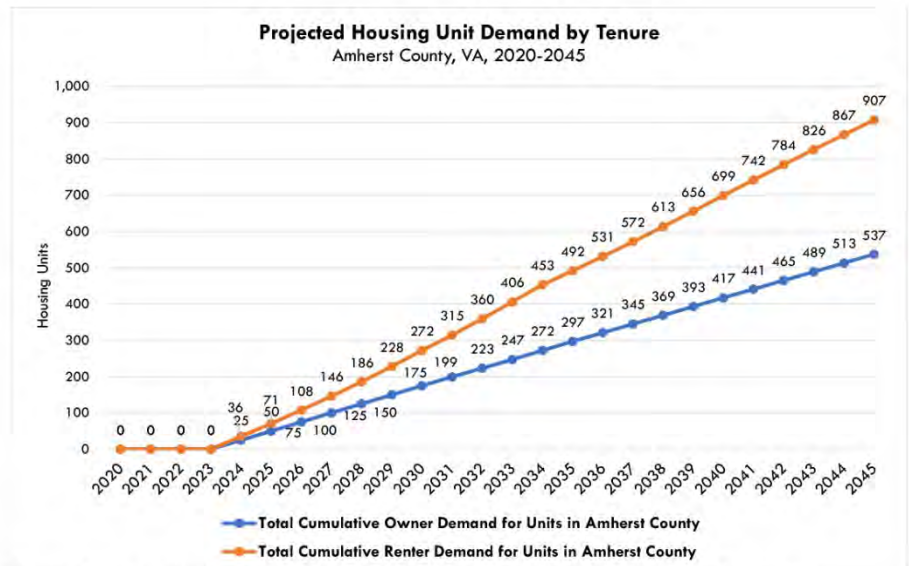
# Madison Heights

## Conceptual Master Plan

The County is experiencing a faster decline in renter households compared to the region's increasing rates. Amherst is mainly owner-occupied, with 77.4 percent owners. Renter households declining by 12 percent between 2010 and 2020. Amherst's total households have decreased by 4.3 percent, which is about 545 households, between 2010 and 2020. Non-family households are the only type of household that has seen growth between 2010 and 2020, with an increase of 126 households. Non-family households typically include people living in rental housing.

The County has limited multifamily housing, with 0.5 percent of housing stock in multifamily. 47.8 percent of renter-occupied housing in 2020 were single-family detached homes. Additionally, housing stock is older, especially rental units. 53 percent of owner-occupied units and 61 percent of renter-occupied units were built before 1980.

Amherst County is predominantly an older single-family community, and it is projected to remain so. The County has limited housing demand and a declining population which future development could help reverse. However, housing demand would still most likely come from Lynchburg and other parts of the region. The Madison Heights development would be a generational project that spans 20 to 30 years and gradually changes the market conditions in the County.

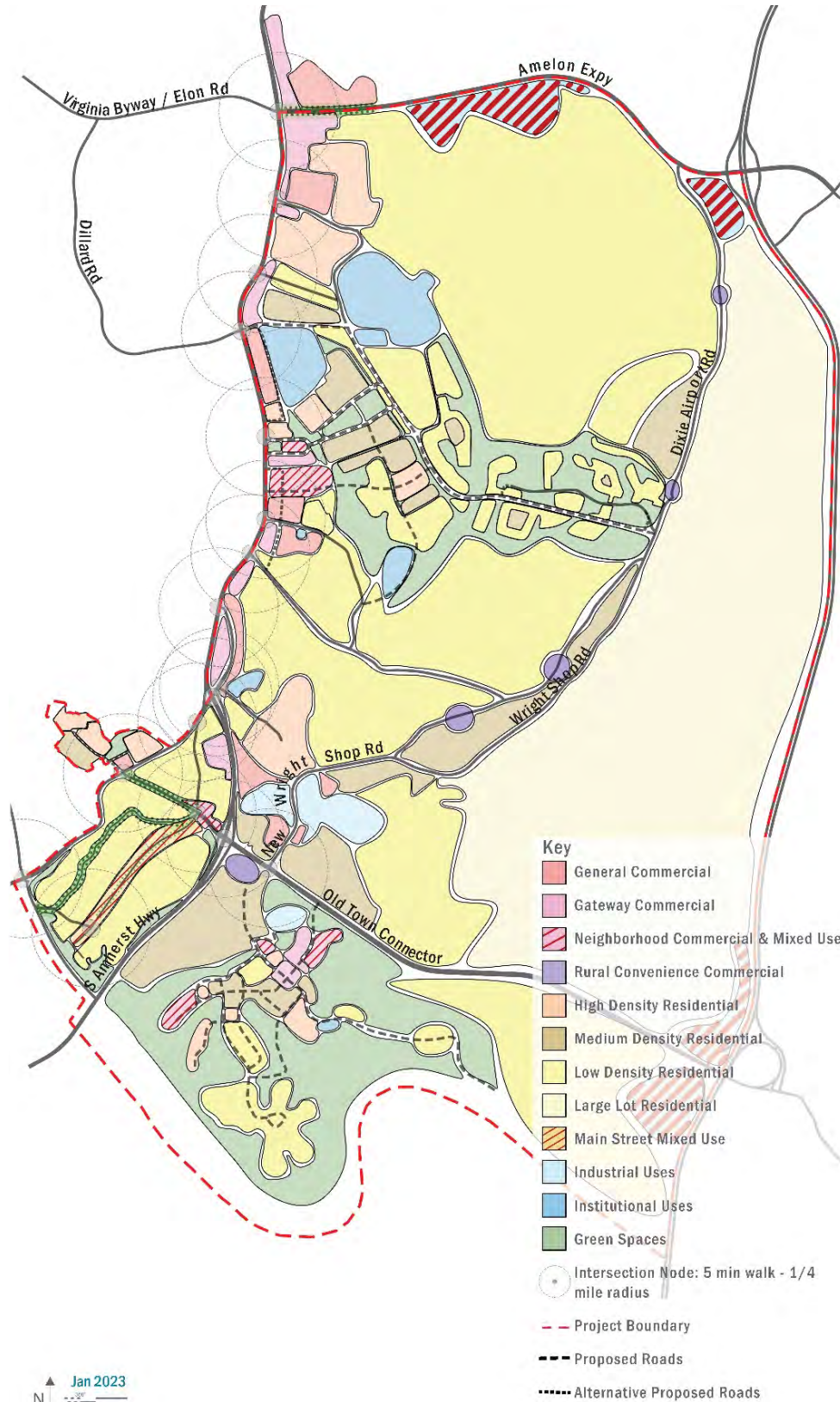


Source: Cooper Center, U.S. Census Public Use Microdata Sample (PUMS), Amherst County Property Assessment, Lynchburg City Property Assessment, and RKG Associates, Inc., 2022

# Madison Heights

Conceptual Master Plan

## Areawide Land Use Plan



# Madison Heights

## Conceptual Master Plan

### Areawide Use Types

The areawide land use plan includes 12 total use types. Each supports growth and demand within Madison Heights and corresponds with existing uses and planned future development. As a potential companion to the County's Comprehensive Plan, this plan guides the types of development proposals the County may support to reach its goals for the Madison Heights area.

#### General Commercial

General Commercial use is for commercial development containing large-scale structures. Best practices include support parking, access, signage, and screening, as feasible. Uses may include grocery stores, hardware stores, and home goods retail.

#### Gateway Commercial

Gateway Commercial use is for commercial and retail development of smaller-scale structures. Best practices include clustered buildings, combined entrances, parking at the rear, and screening. Uses may include restaurants, gas stations, auto repair, and convenience stores.

#### Neighborhood Commercial and Mixed Use

Neighborhood and Mixed Use areas support commercial and mixed-use development, including commercial, retail, public facilities, and offices. These uses may focus on serving neighborhood needs. This use also supports the potential for commercial or retail on the 1<sup>st</sup> floor of a building and office or residential space on higher floors. Best practices include walkability, pedestrian-scale development, landscaping, café seating, and amenities. Uses may include restaurants, retail, commercial, and office space.

#### Rural Convenience Commercial

Rural Convenience Commercial use supports commercial, retail, and service

#### General Commercial



- » Commercial development, including large scale structures.
- » Best practice parking, access, signage, and screening, as feasible.
- » Uses may include grocery stores, hardware stores, home goods retail.

#### Gateway Commercial



- » Commercial and retail development of smaller scale structures.
- » Best practices include clustered buildings, combined entrances, parking at rear, and screening.
- » Uses may include restaurants, gas stations, auto repair, convenience stores.

#### Neighborhood Commercial & Mixed Use



- » Mixed use commercial area, including commercial, retail, public facilities, and offices. Uses focused on serving neighborhood needs.
- » Potential for commercial / retail on 1st Floor and mixed use buildings with office / residential space on higher floor.
- » Best practices include walkability, pedestrian scale development, landscaping, café seating, and amenities.
- » Uses may include restaurants, retail, commercial, office

#### Rural Convenience Commercial



- » Commercial, retail, and service development of smaller scale structures that serve the immediate needs of the surrounding rural area.
- » Best practices include clustered buildings, parking at the rear, and screening.
- » Uses may include gas stations, convenience stores, and auto repair.

# Madison Heights

## Conceptual Master Plan

development of smaller-scale structures that serve the immediate needs of the surrounding rural area. Best practices include clustered buildings, parking at the rear, and screening. Uses may include gas stations, convenience stores, and auto repair.

### ***High Density Residential***

High Density residential use supports garden apartments. Best practices include amenity spaces, parks, walkability and pedestrian facilities, landscaping, and rear access parking.

### ***Medium Density Residential***

Medium Density residential supports townhomes, clustered where appropriate to create shared amenity spaces and preserve open space. Best practices include clustered development, amenity spaces, parks, walkability and pedestrian facilities, and landscaping.

### ***Low Density Residential***

Low Density residential supports single-family homes, clustered where appropriate, to create shared amenity spaces and preserve open space. Best practices include clustered development, amenity spaces, parks, walkability and pedestrian facilities, and landscaping.

### ***Large Lot Residential***

Large Lot Residential supports single-family residential on large lots with low density. Best practices include natural space preservation and landscape buffers.

### ***Main Street Mixed Use***

Main Street Mixed Use supports mixed-density residential and commercial space, including institutional, new construction and redevelopment of existing structures. Best practices include streetscape amenities, historic building preservation and repurposing, café seating, amenity spaces, parks, walkability and pedestrian facilities, and landscaping. Uses may include residential, over/under residential with commercial/retail space, restaurants, retail, offices, post offices, corner markets.

### **High Density Residential**



- » Garden apartments.
- » Best practices include amenity spaces, parks, walkability and pedestrian facilities, landscaping, and rear access parking.

### **Medium Density Residential**



- » Townhomes, clustered where appropriate to create shared amenity spaces and preserve open space.
- » Best practices include clustered development, amenity spaces, parks, walkability and pedestrian facilities, and landscaping.

### **Large Lot Residential**



- » Single family residential on large lots with low density.
- » Best practices include natural space preservation and landscape buffers.

### **Main Street Mixed Use**



- » Mixed density residential and commercial space, including institutional, new construction and redevelopment of existing structures.
- » Best practices include streetscape amenities, historic building preservation and repurposing, café seating, amenity spaces, parks, walkability and pedestrian facilities, and landscaping.
- » Uses may include residential, over/under residential with commercial/retail space, restaurants, retail, offices, post offices, corner markets.

# Madison Heights

## Conceptual Master Plan

over/under residential with commercial/retail space, restaurants, retail, offices, post offices, and corner markets.

### ***Industrial Uses***

Industrial uses support industrial facilities, including manufacturing and warehousing.

### ***Institutional Uses***

Institutional uses support education facilities, government buildings, and public services.

### ***Green Spaces***

Green space use supports recreation and conservation of open space. Recreation uses may include parks, playgrounds, greenways, and trails. Conservation areas may include habitat restoration, sensitive environment protection, and riparian and stream buffers.

### **Industrial Uses**



» Industrial facilities, include manufacturing and warehousing.

### **Institutional Uses**



» Education facilities, government buildings, public services.

### **Green Spaces**



» Recreation and conservation open space.

» Recreation uses may include parks, playgrounds, greenways, and trails. Conservation areas may include habitat restoration, sensitive environment protection, and riparian and stream buffers.

# Madison Heights

## Conceptual Master Plan

### Circulation Concepts

#### Conceptual Traffic Improvements

Existing traffic patterns in Madison Heights rely heavily on US 29 Business as a primary travel corridor. Already carrying substantial traffic, creating new connections and other improvements can help the critical 29 Business corridor perform more smoothly as the area grows. New connections, traffic signals, and other improvements will involve a combination of public funding and construction by development interests as new developments are built. The area plan indicates several enhanced connections that could be planned to expand the roadway network as the area grows in the future. None of these proposals is planned in detail or funded, but they are presented here for long-range future consideration to support future growth. Proposed connections include:

1. **Route 29 Business Backage Road:** a parallel route to serve local traffic along the frontage of properties if and when they develop.
2. **Connection to Wrights Shop Road:** a new connection between growth and secondary routes.
3. **New Route 29 Bypass Interchange:** a new gateway to Madison Heights as a new town center emerges.
4. **Connections to Existing Development:** minor connections in locations including Fernwood Drive and Lakeview Drive.
5. **New Development Streets:** "complete streets" with facilities for cars, pedestrians, and bicycles, with traffic signals as warranted.

#### Conceptual Bicycle and Pedestrian Improvements

Roadways in Madison Heights and the US 29 Business corridor are decidedly automobile-oriented, featuring few walking or bicycling options. While sections of this route have sidewalks on one or both sides, and the County has been pursuing extending these sidewalks, the area lacks secondary pedestrian or bicycle connections into neighborhoods. The area plan also anticipates a long-term program of gradually adding bicycle and pedestrian improvements in the area as it grows. These proposals include:

- **Newly Constructed Future Streets:** a recommendation that all newly-constructed streets include sidewalks and bicycle facilities.
- **Core Area Greenway Trail:** an opportunity along Williams Run to establish a regional greenway trail for transportation and recreation.
- **James River Trails:** a recommendation to provide extensions to existing trails at Riveredge Park to connect Madison Heights to the James River Heritage Trail.
- **Sidewalk upgrades:** a long-term goal to provide sidewalks on both sides of US 29 Business, and other routes where only one side exists.

# Madison Heights

## Conceptual Master Plan

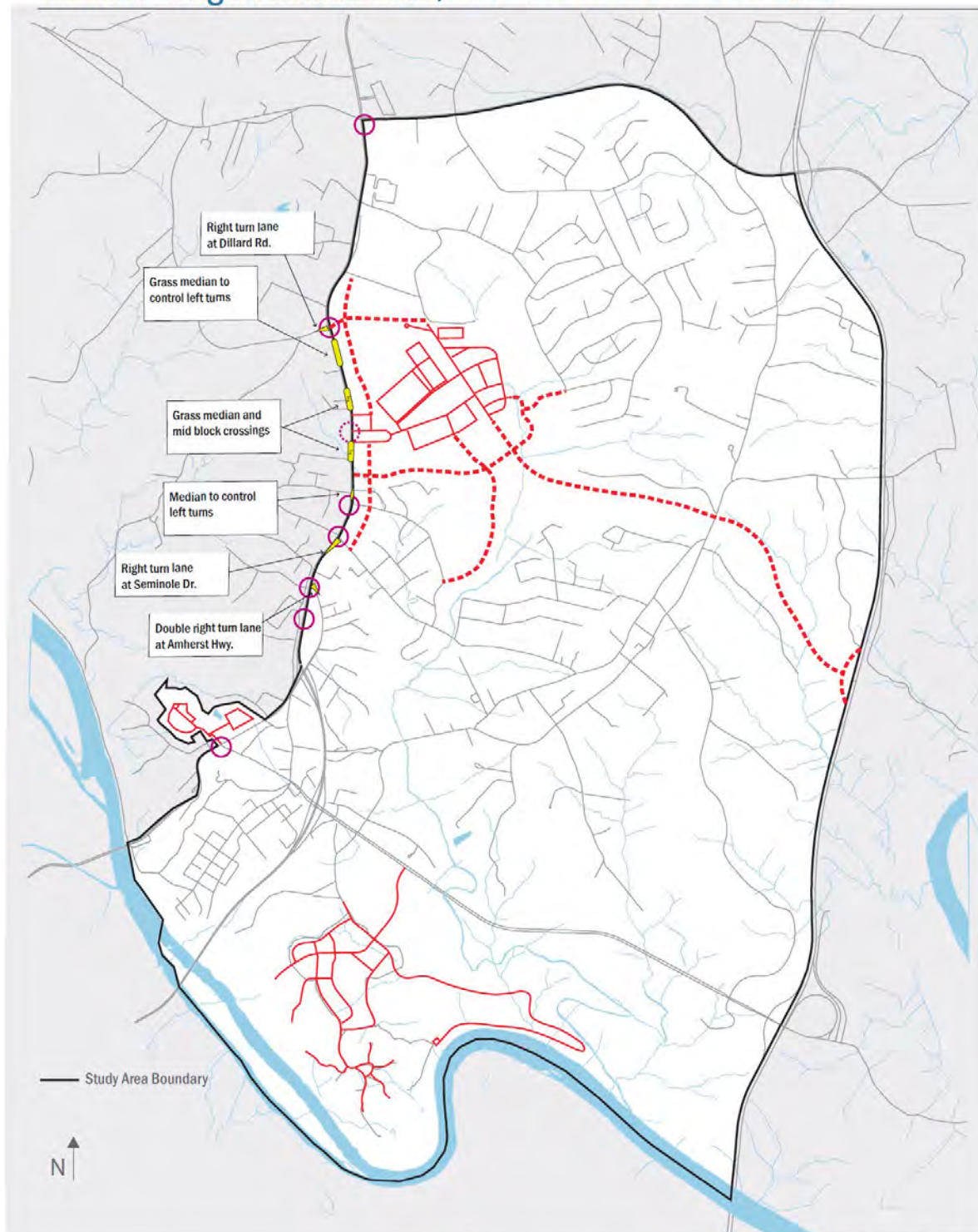
- **New Sidewalks:** a suggested long-term goal to provide sidewalks on at least one side where none exist on Old Wrights Shop Road, Route 163, Seminole Drive, and more.
- **Pedestrian Signals:** a recommendation to provide for pedestrian safety at all existing traffic signals and any future signals, as feasible.



# Madison Heights

## Conceptual Master Plan

### Madison Heights Master Plan / Conceptual Future Circulation Diagram



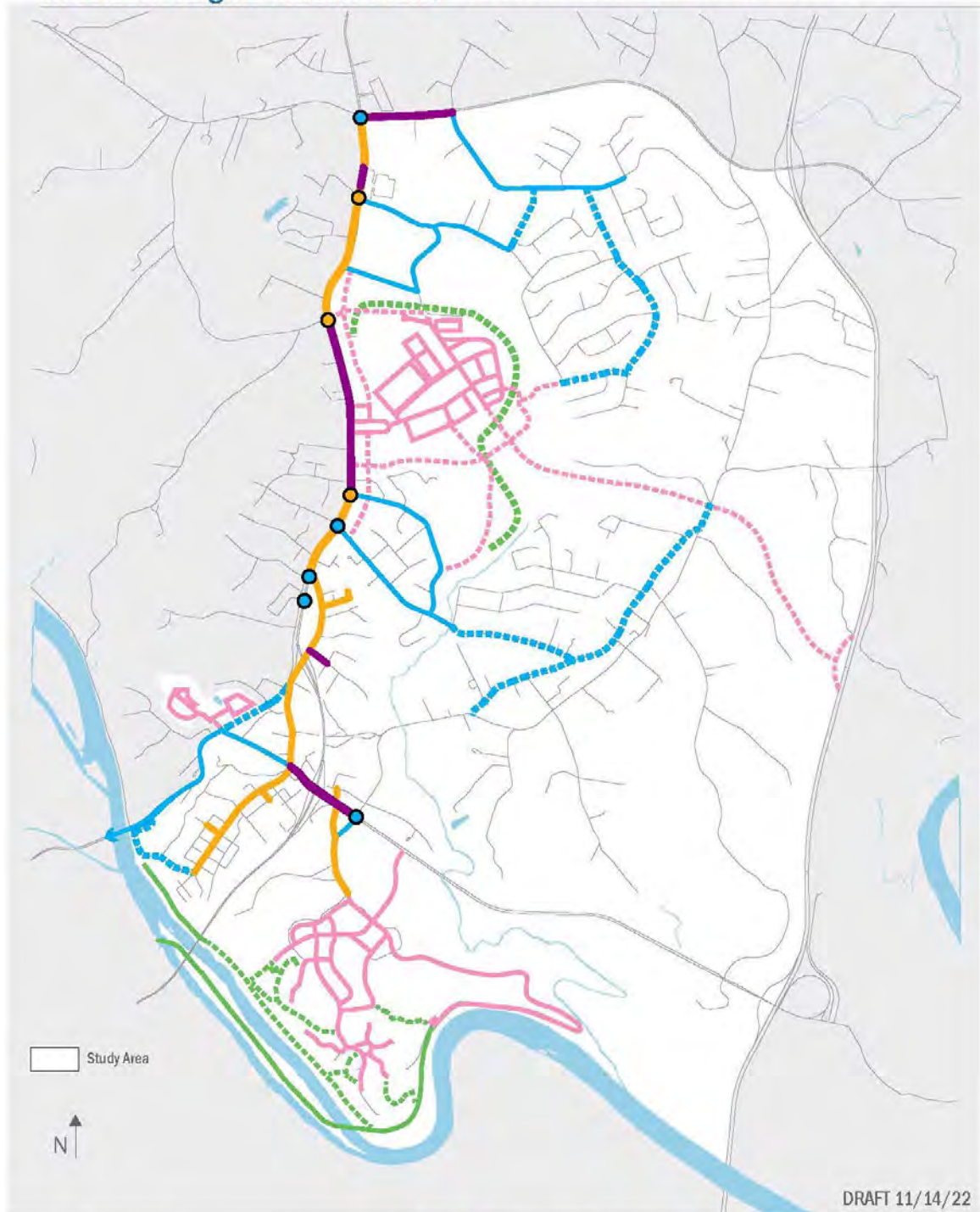
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- Existing roads
- Approved roads as part of adopted plans
- Potential new roads / connections
- Submitted Smart Scale improvements
- Existing signals
- Potential new signal

# Madison Heights

## Conceptual Master Plan

### Madison Heights Master Plan / Pedestrian Network Recommendations



- |   |  |
|---|--|
| Existing roads  | Existing sidewalks on both sides   |
| Approved roads as part of adopted plans - assume sidewalks on one or both sides | Existing sidewalks on one side - long term goal to provide sidewalks on both sides |
| Potential new roads / connections - assume sidewalks on both sides              | No existing sidewalk - add sidewalks on at least one side                          |
| Existing trails   | No existing sidewalk - long-term addition on at least one side                     |
| Proposed or potential trails  | Signalized Intersection with some pedestrian signals                               |
|   | Signalized Intersection with no pedestrian signals                                 |

# Madison Heights

## Conceptual Master Plan

### Access Management Recommendations

Access management is key for addressing safety and congestion issues on the Business 29 Corridor. It is a set of techniques localities can use to increase road capacity, manage congestion, and reduce crashes by managing the access points on a roadway. Properly implemented access management can improve roadway safety and help reduce the growing problem of traffic congestion.

Frequent access and closely spaced signals increase congestion on major roads. As congestion increases, so does delay, which can negatively impact the economy and frustrate business patrons and owners. Over the years, 29 Business has become more congested and, as shown on the Vehicle Crash maps above, increasingly unsafe.

#### Access Management Purpose

Lack of access control over time means:

1. Lack of safety
2. Increased congestion
3. Long term detriment to business



Source: VDOT, "Access Management Regulations and Standards", October 2014

#### Access Management What does it look like?

- Inter-parcel access easements
- "Backage" Roads
- Full access at controlled intersections
- Protecting functional areas at intersections

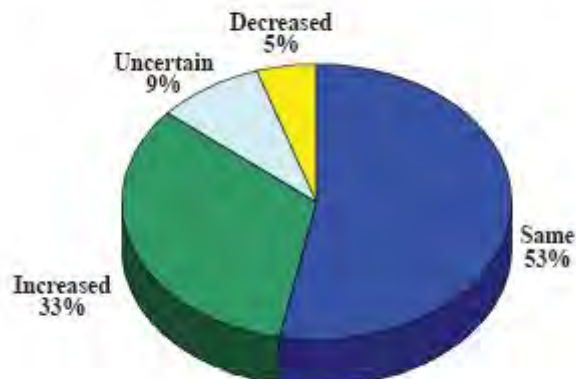


Source: VDOT, "Access Management Regulations and Standards", October 2014

### **Concerns about Access Management**

Many business and property owners have expressed concerns regarding access management policies. Some feel that access management decisions are not sensitive to the business community's needs and could lead to decreased business. However, in most cases, potential customers look for businesses with driveways not blocked by waiting cars, easy access, and safe conditions, especially when making turns onto busy arterial roads. Because of this, most studies have found that access management modifications do not hurt businesses and that businesses do not fail more frequently along roadways with access management modifications.

### **Business Proprietors' Reported Sales Comparisons**



*Survey of Business Proprietors' Responses to Access Management - Source: US DOT/FHWA, "Safe Access is Good for Business", August 2006*

### **General Recommendations for Access Management**

Proper access management techniques can increase the capacity of roads, ease congestion, and improve safety. Transportation planners could employ many specific strategies on Business 29 to improve safety and reduce congestion, including:

- Increasing spacing between signals and interchanges;
- Driveway location, spacing, and design;
- Use of exclusive turning lanes;
- Two-way left turn lanes that allow turn movements in multiple directions from a center lane;
- Raised medians that prevent movements across a roadway; and/or
- Use of service and frontage roads.

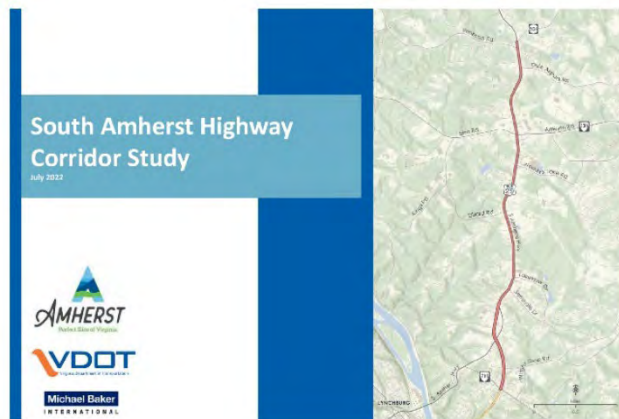
In addition, it should be noted that VDOT already has access management standards in place for all State roadways, including Route 29, as described in [Appendix F of the Road Design Manual](#).

# Madison Heights

## Conceptual Master Plan

### ***Specific Access Management Recommendations for Business 29***

Concurrent with this master plan for the greater Madison Heights area, VDOT worked with the County on a South Amherst Highway Corridor study produced by Michael Baker International and covering the US 29 Business corridor from South Coolwell Road and the Old Town Connector. This study specifically dealt with access management along the corridor and considered multiple intersections and segments, intending to propose safety improvements while maintaining operations and supporting long-term economic development. The study identifies preferred alternatives to address the safety issues on the corridor and implement solutions that support local and regional goals. Many of the proposed solutions fall within the study area of the Madison Heights Master Plan, and address capacity, access management, and other transportation needs that will require improvement as the area grows.



The South Amherst Highway Corridor study identifies the following preferred alternatives for the Madison Heights area:

- Amelon Road / Elon Road Roundabout
- Woody's Lake Drive Access Management
- Woody's Lake Right-turn Lane
- Dillard Road Right-turn Lane
- Dillard Road to Lakeview Drive Access Management
- Seminole Drive Right-turn Lane
- Lynchburg Expressway and S Amherst Highway Dual Rights and Lyttleton Lane Reconfiguration
- River James Shopping Center Westbound Approach Reconfiguration
- Old Town Connector Improvement

The following 12 projects, summarized from the VDOT study, comprise the specific access management recommended projects for the Business 29 corridor:

# Madison Heights

## Conceptual Master Plan

### Proposed Access Management



**1**  
Amelon Rd. - Various alternatives including potential roundabout (est. \$7,088,000)

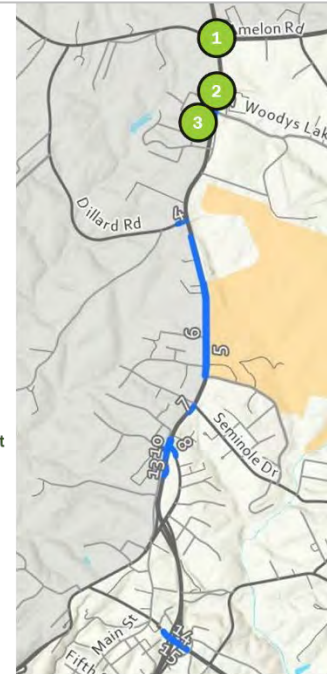


**2**  
Woody's Lake Rd - new median (est. \$476,000)



**3**  
Woody's Lake Rd - new right turn lane (est. \$1,263,000)

Source: VDOT, "South Amherst Highway Corridor Study", July 2022



### Proposed Access Management



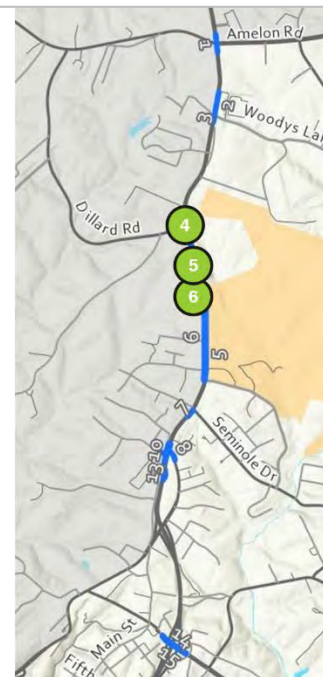
**4**  
Dillard Rd. - new right turn lane (est. \$555,000)



**5**  
Town & Country Shopping Center - new median (est. \$3,573,000 for 5, 6, 7 & 8)



**6**  
McGann Rd - new median + pedestrian crossing (est. \$3,573,000 for 5, 6, 7 & 8)



# Madison Heights

## Conceptual Master Plan

### Proposed Access Management



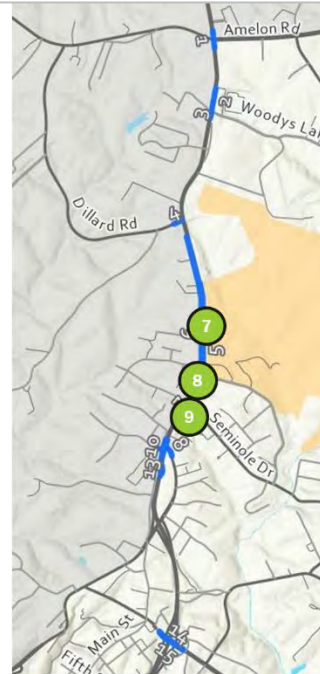
**7**  
Woodvue Drive - new median + pedestrian crossing (est. \$3,573,000 for 5, 6, 7 & 8)



**8**  
Grove Avenue - new median (est. \$3,573,000 for 5, 6, 7 & 8)



**9**  
Seminole Drive - new right turn lane (est. \$939,000)



### Proposed Access Management



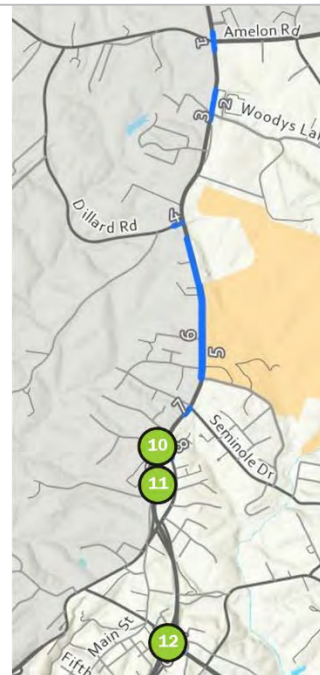
**10**  
Lynchburg Expressway - intersection - intersection improvements (est. \$1,295,000)



**11**  
River James Center - intersection reconfiguration or Thru Cut (est. \$326,000)



**12**  
Old Town Connector - bike lane striping (est. \$362,000)



### Utility Analysis

#### ***Water and Sewer***

The Amherst County Service Authority (ACSA) provides public water to Madison Heights and Amherst County residents. The core of ACSA's water distribution system already exists and is constructed in the VDOT right-of-way. The CVTC property has a privately operated water system. The facility's primary water connection is on River Road near the City of Lynchburg John Lynch Memorial Bridge. A second connection has been constructed to the Authority's system at Colony Road. As areas develop, future water lines must be installed and connected to existing lines. New water lines should be connected to existing infrastructure on both ends. The proposed CVTC Redevelopment Plan includes 1,476 residential units, 77 hotel rooms, and 470,000 sf of commercial/industrial. According to Sewage Handling Regulation, an average flow of 434,000 gallons per day has been estimated. New water lines will be sized, located, and constructed with the proposed site improvements. Depending on the timing of development, hydraulic upgrades to the Henry L. Lanum Water Filtration Plant and portions of the distribution system will be needed.

The ACSA provides public sanitary sewers to Madison Heights and Amherst County residents. The core of ACSA's sewage collection system already exists. The sewage collection system that serves the southern portion of the Designated Growth Area is comprised of approximately 36 miles of gravity sewers, primarily in the Williams Run Drainage Basin, six sewage lift stations, and the William's Run Sewage Pump Station that pumps collected wastewater to the City of Lynchburg for treatment.

The CVTC facility operated initially with a drain field system and a wastewater treatment facility. Over the years, these facilities were phased out, and the private CVTC collection system has been connected to the ACSA public sewer system with two metering locations.

#### ***Other Utilities***

Columbia Gas of Virginia provides natural gas to some areas of Amherst County / Madison Heights. Coordination with the utility company is required to verify demand and availability. They offer programs to support and incentivize development in the communities.

Appalachian Power provides electricity to Amherst County and Madison Heights. There are no anticipated electric service constraints, but coordination with the utility company is suggested to verify demand and availability.

A variety of communication providers deliver high-speed internet and phone service to Amherst County and Madison Heights residents. DHCD has estimated 80 to 95 percent of the area has broadband service coverage.

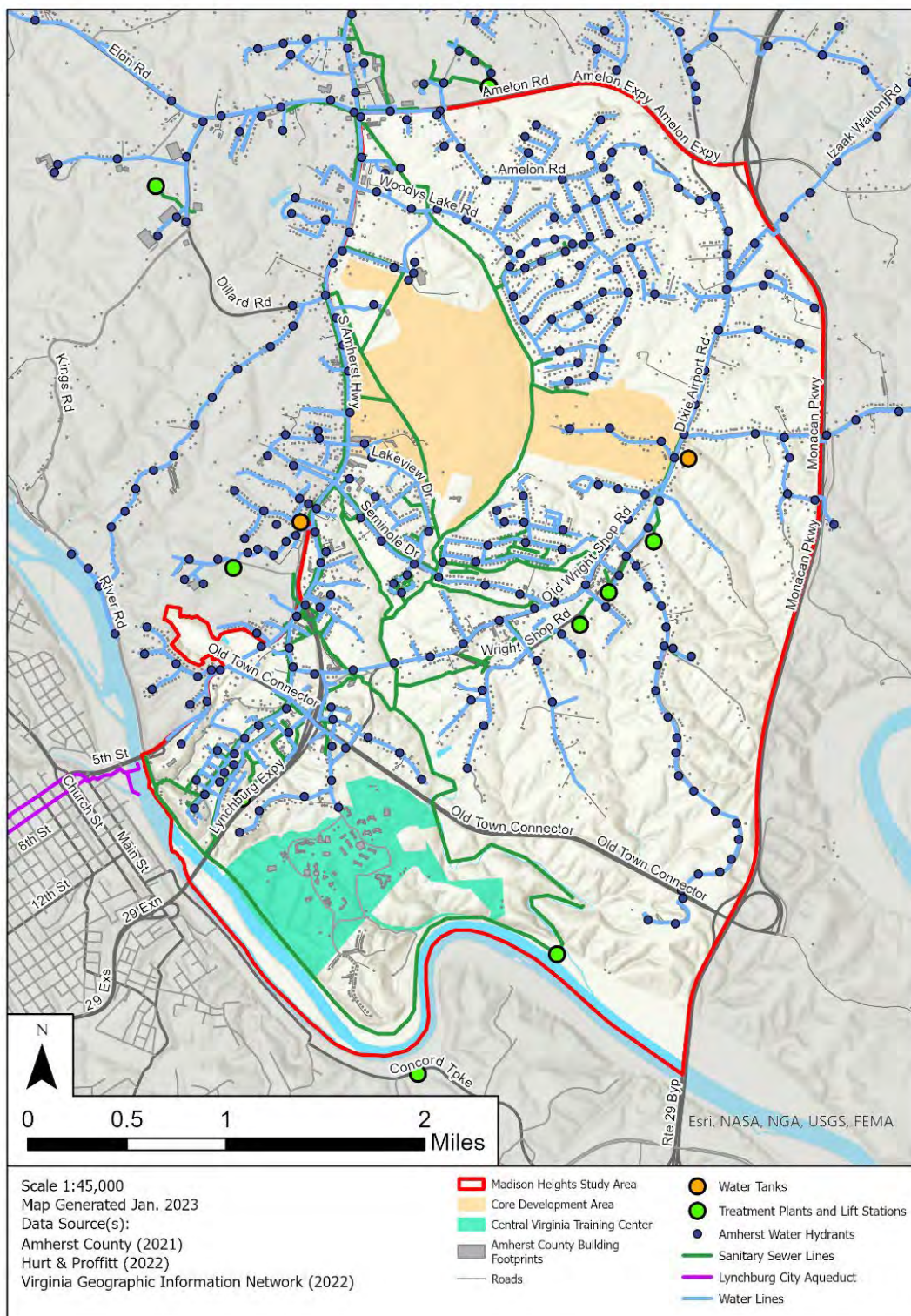


# Madison Heights

Conceptual Master Plan

## Madison Heights Master Plan

## Water/Sanitary Networks

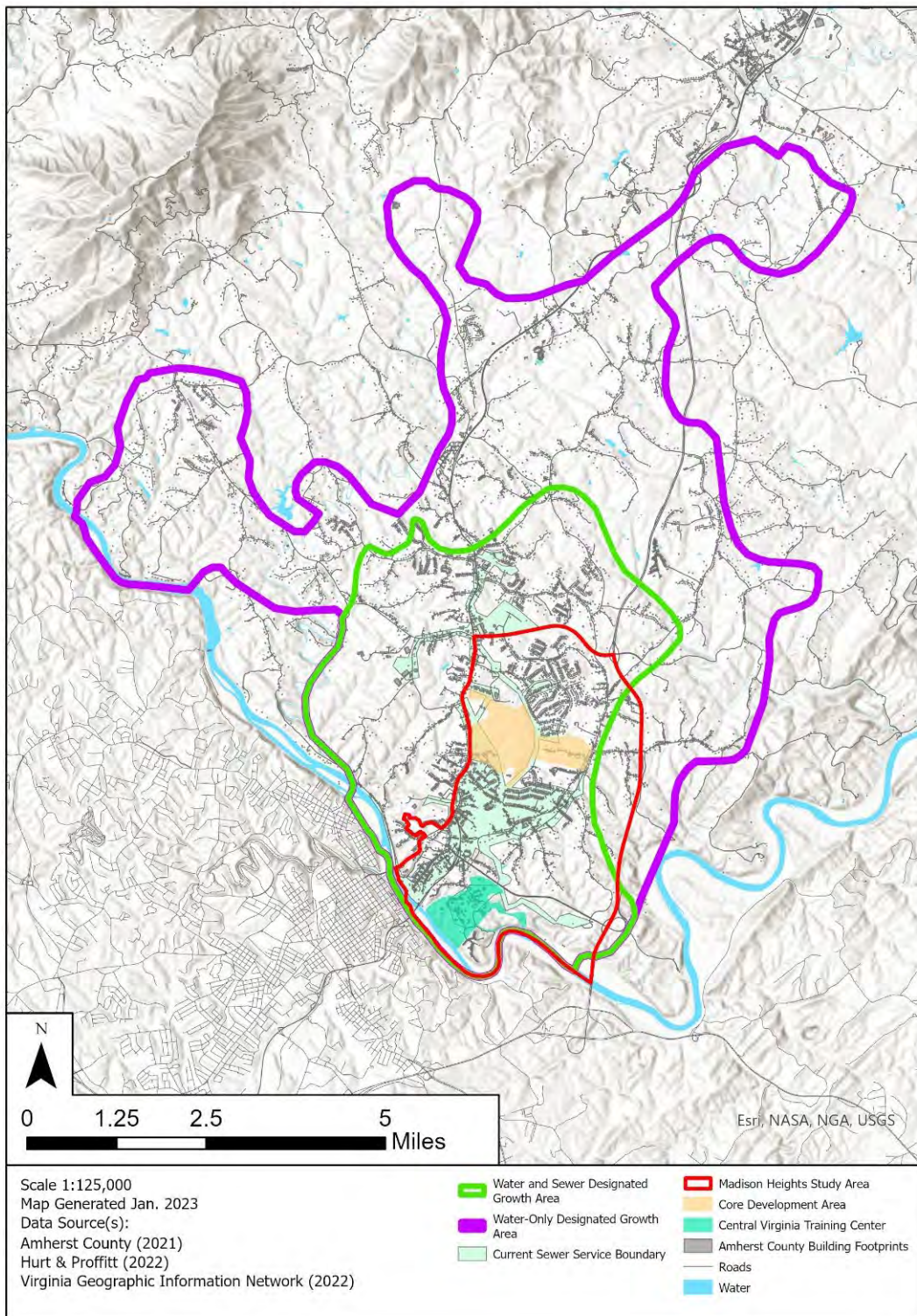


# Madison Heights

Conceptual Master Plan

## Madison Heights Master Plan

## Water/Sanitary Network Growth Areas



### Core Area Plan

From its inception, the Madison Heights Master Plan proposed to examine and plan for the Madison Heights community at two plan scales: the areawide scale, examining transportation and land use types, and the Core Area scale, providing illustrated development plans for a selected, smaller area, expected to be the focus for near term development. Plans for the Core Area may also be used as a model for other mixed-use town center developments that might be proposed in other areas of the Madison Heights study area.

The identified Core Development Area comprises currently undeveloped land east of Route 29 Business and west of Wright Shop Road in the area of Lakeview Drive and Dillard Road. This land comprises several large and small parcels with various owners.

In designating the Core Development Area as an Urban Development Area in 2011 and adopting a Mixed Use-Traditional Neighborhood Development zoning ordinance, Amherst County envisioned dense, mixed-use, town center development for this area. The Core Area plans provide an illustrative look at a potential way that the Core Area could develop over the next 20 or more years to include:

- *A defined town center area providing a clear focus to the development and serving as the future core of Madison Heights*
- *A mix of commercial, residential, civic, and other uses*
- *Meaningful parks and green spaces*
- *A variety of residential types, including townhomes, single-family homes, and multifamily units*
- *Complete streets that serve cars, as well as pedestrians and bicycles*

During the Madison Heights Master Plan process, a private development proposal for a portion of the Core Area called the Madison Heights Town Center was submitted to the County and, ultimately, approved for rezoning. Conceptual plans for the Madison Heights Town Center development have been included in this plan's final illustrative concepts for the Core Development Area.

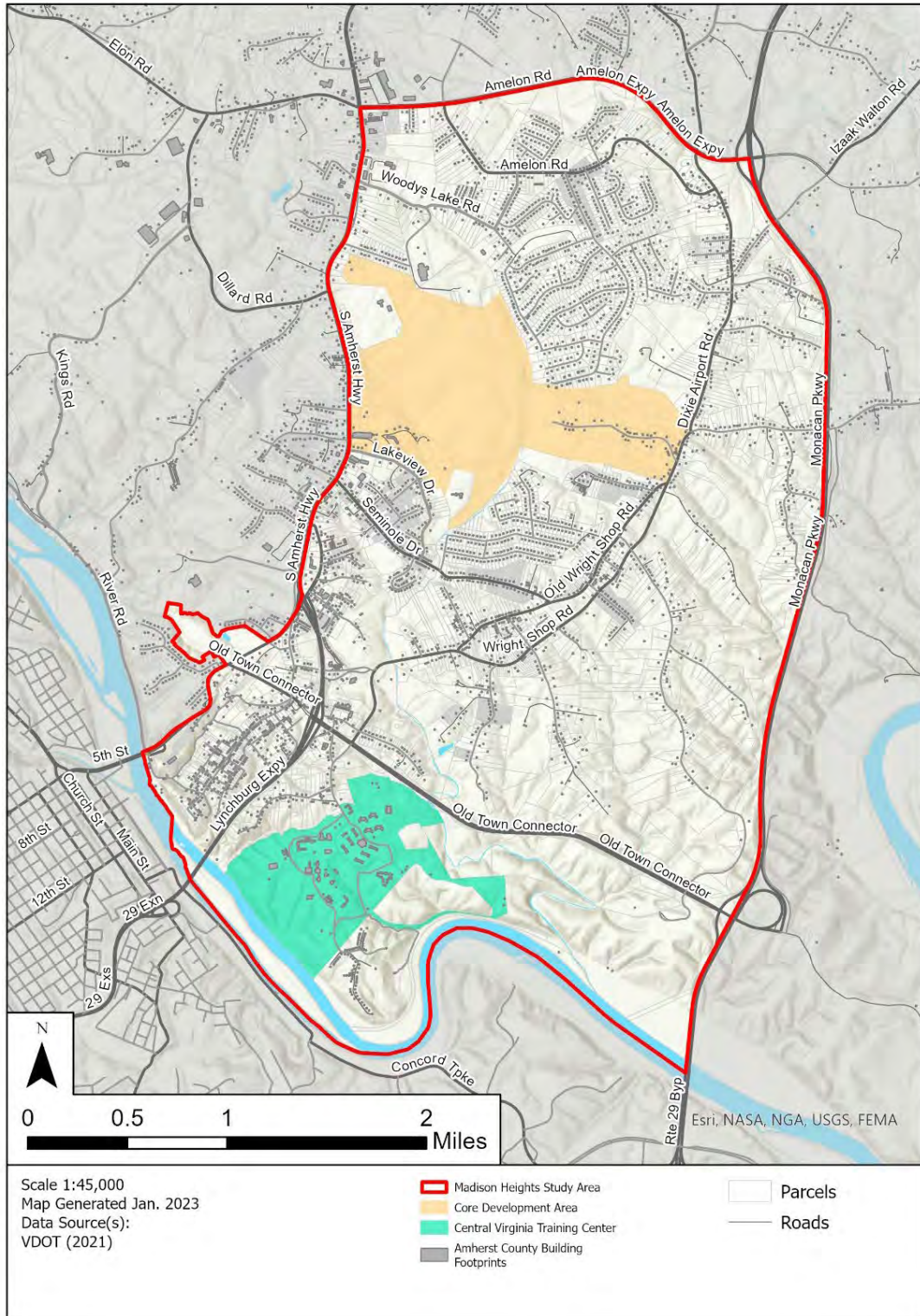
# Madison Heights

## Conceptual Master Plan

### Core Area Location

## Madison Heights Master Plan

### Base Map



# Madison Heights

## Conceptual Master Plan

### Site Studies

While largely undeveloped, the environmental features of the Core Development Area will shape the property's development potential and layout. The team conducted studies of the Core Development Area to understand the site's limitations, opportunities, and overall development potential. These studies help to inform the design of the Core Area master plan and its development density and yield.

The slope study map identifies areas of the site by slope ranges. Ranges include 0-4%, 4-8%, 8-12%, 12-16%, 16-33%, and 33+%. In this instance, slopes greater than 16% are considered unsuitable for development.

A study of site hydrology identified streams and water features within the site. Water features include Williams Run, a stream running north and south through the middle of the Core Area. While streams and water features can be visual or recreational assets to future development, areas within 100 feet of streams are excluded from construction in the conceptual development design.

Soil conditions underlying the site were mapped and analyzed for development suitability. Soils associated with steep slopes and flooding conditions that would further limit development potential were avoided in the conceptual design.

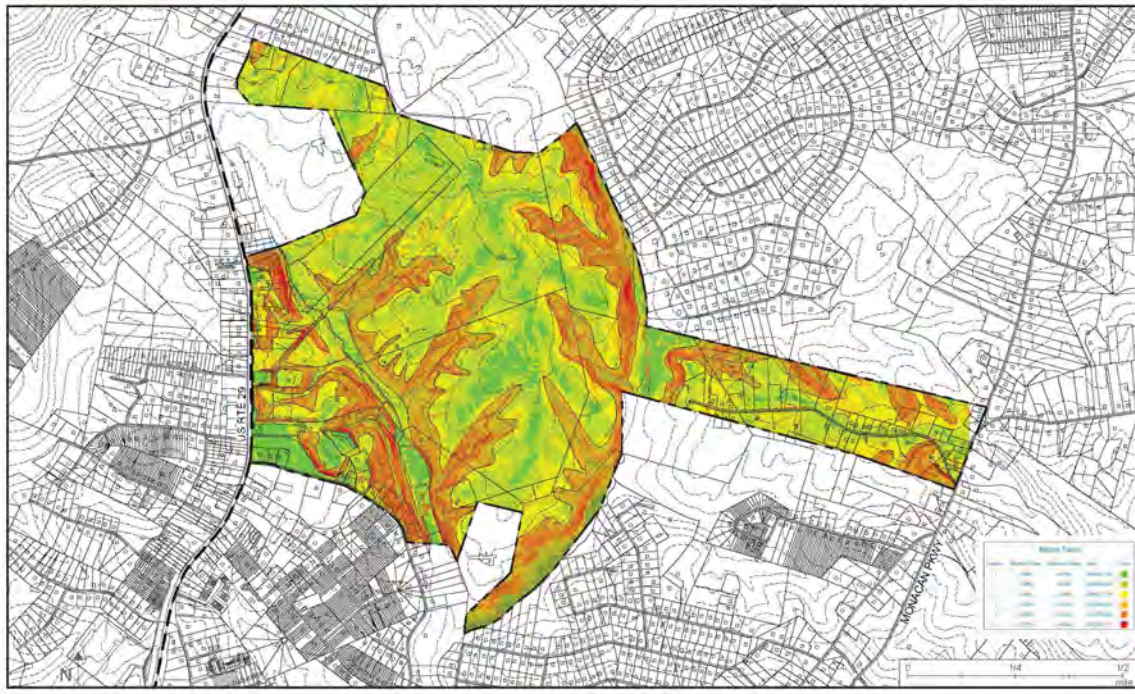
The composite map included in this analysis overlays each of the preceding site studies; slopes, soil, and hydrology; to provide an overall view of undevelopable or limited development site areas.

A final development suitability map grades areas of the site on their overall suitability for mixed-use development. The Development Zones in this map are located in the areas identified in the Composite Map as having the lowest environmental sensitivity score. The areas were then assigned land use categories based on logical land use principles such as compatibility to adjacent land uses, proximity to roads and access, slope, the character of the land, and soils suitable for development. Generally, the zones with the highest development potential are located in areas with slopes between 0-8%, with soils rated as not limited to somewhat limited for development. Finally, future land use designation and previous planning efforts on this site have influenced the shape and uses of the zones. The development suitability map directly influenced the design of the Core Area illustrated development concept.


# Madison Heights

## Conceptual Master Plan

### Core Development Area: Slope




#### LEGEND

 Slopes: 16% and greater

### Core Development Area: Hydrology



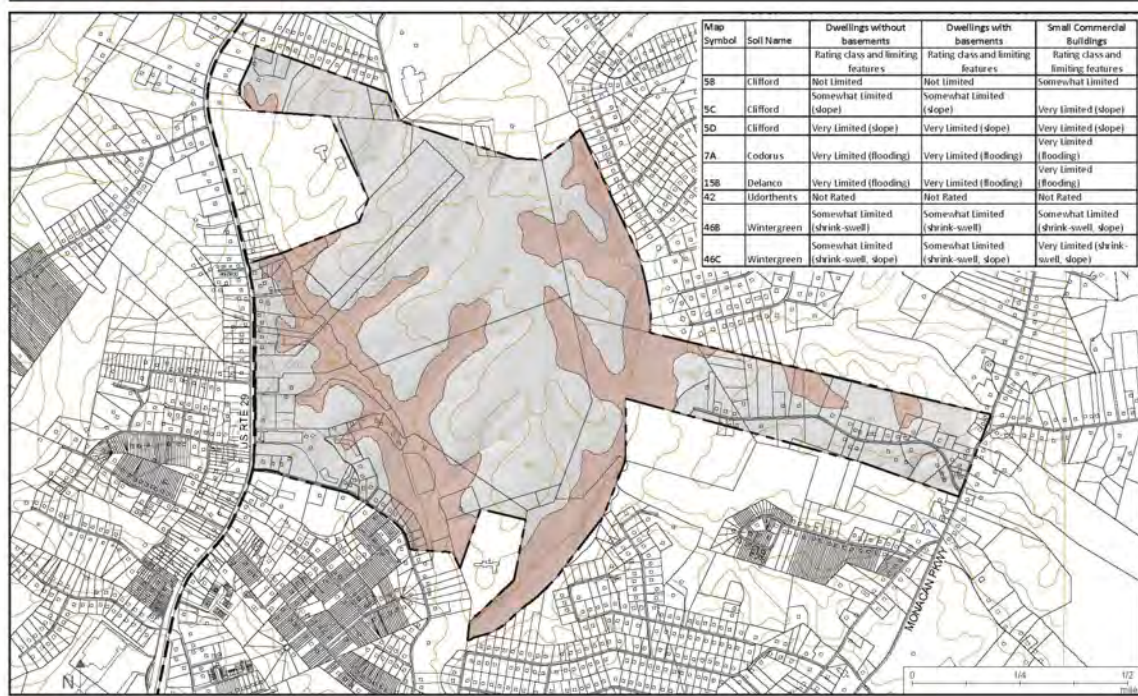
#### LEGEND

 Areas within 100' of a waterbody

# Madison Heights

## Conceptual Master Plan

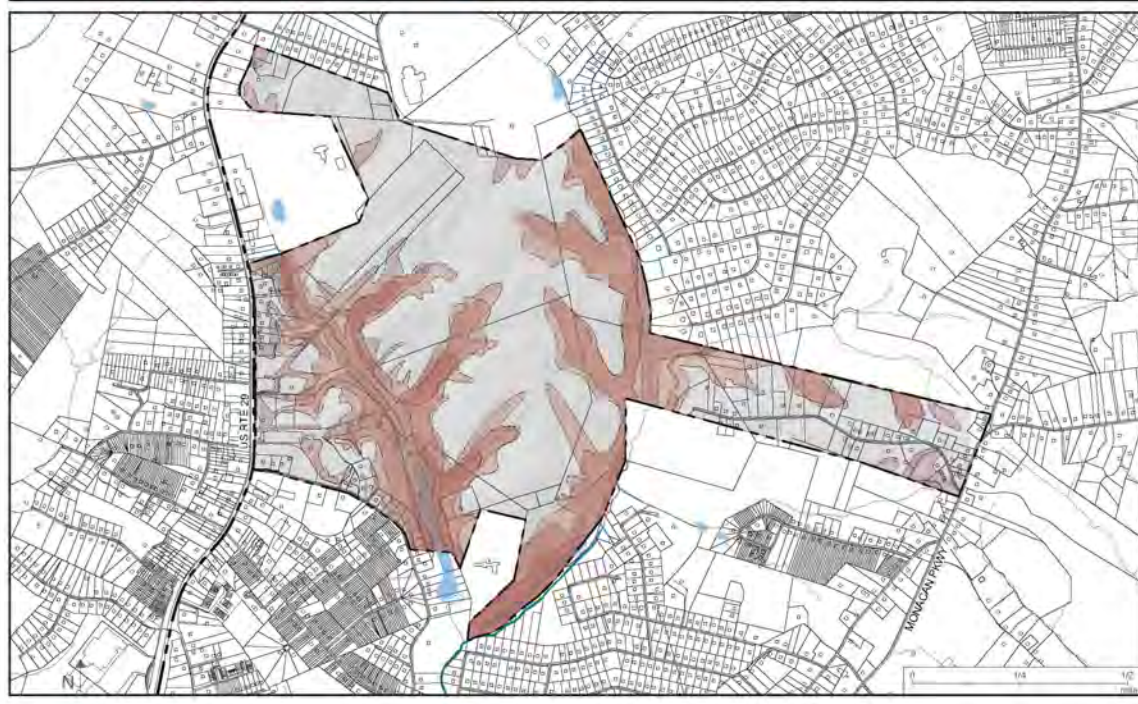
### Core Development Area: Soils



LEGEND

Soils that are very limited to development

### Core Development Area: Composite Map



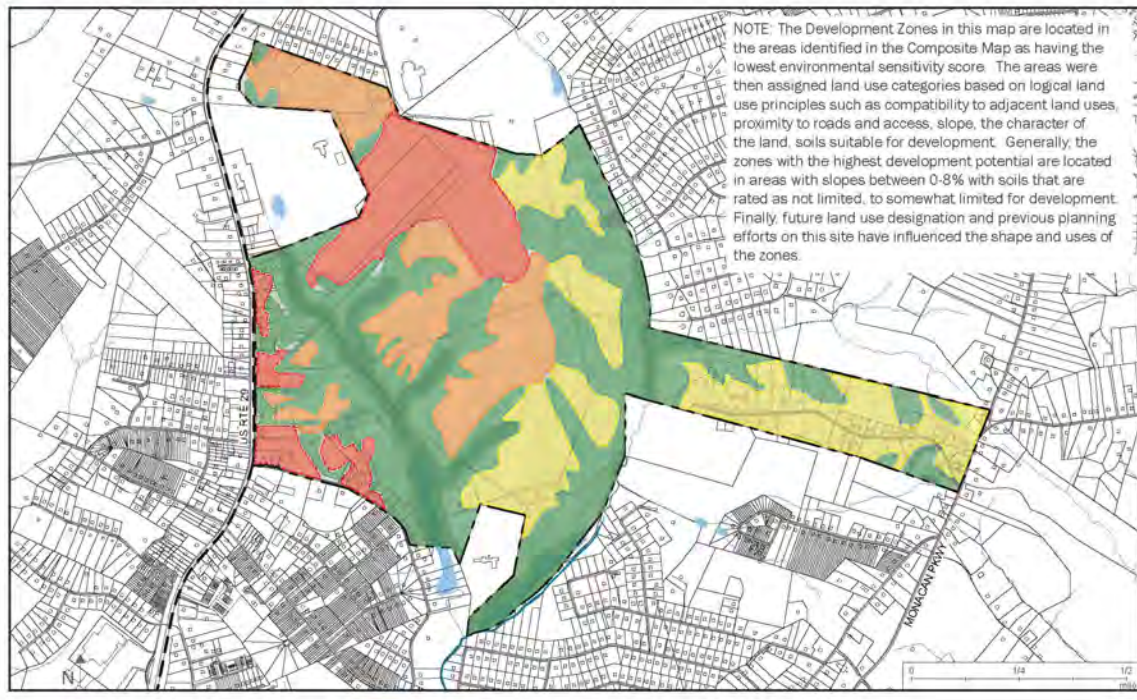
LEGEND

Environmental Sensitivity Score:  
 3 Most Sensitive  
 2  
 1  
 0 Least Sensitive

# Madison Heights

## Conceptual Master Plan

### Core Development Area: Development Zones



LEGEND	
Limited to no Development Potential (Natural Preserve, Parks, and Stormwater)	Moderate Development Potential (Med. Density Single-Family Residential)
Limited Development Potential (rural residential)	High Development Potential (Commercial along RTE 29, Apartments, Townhomes, High Density Single-Family Residential)

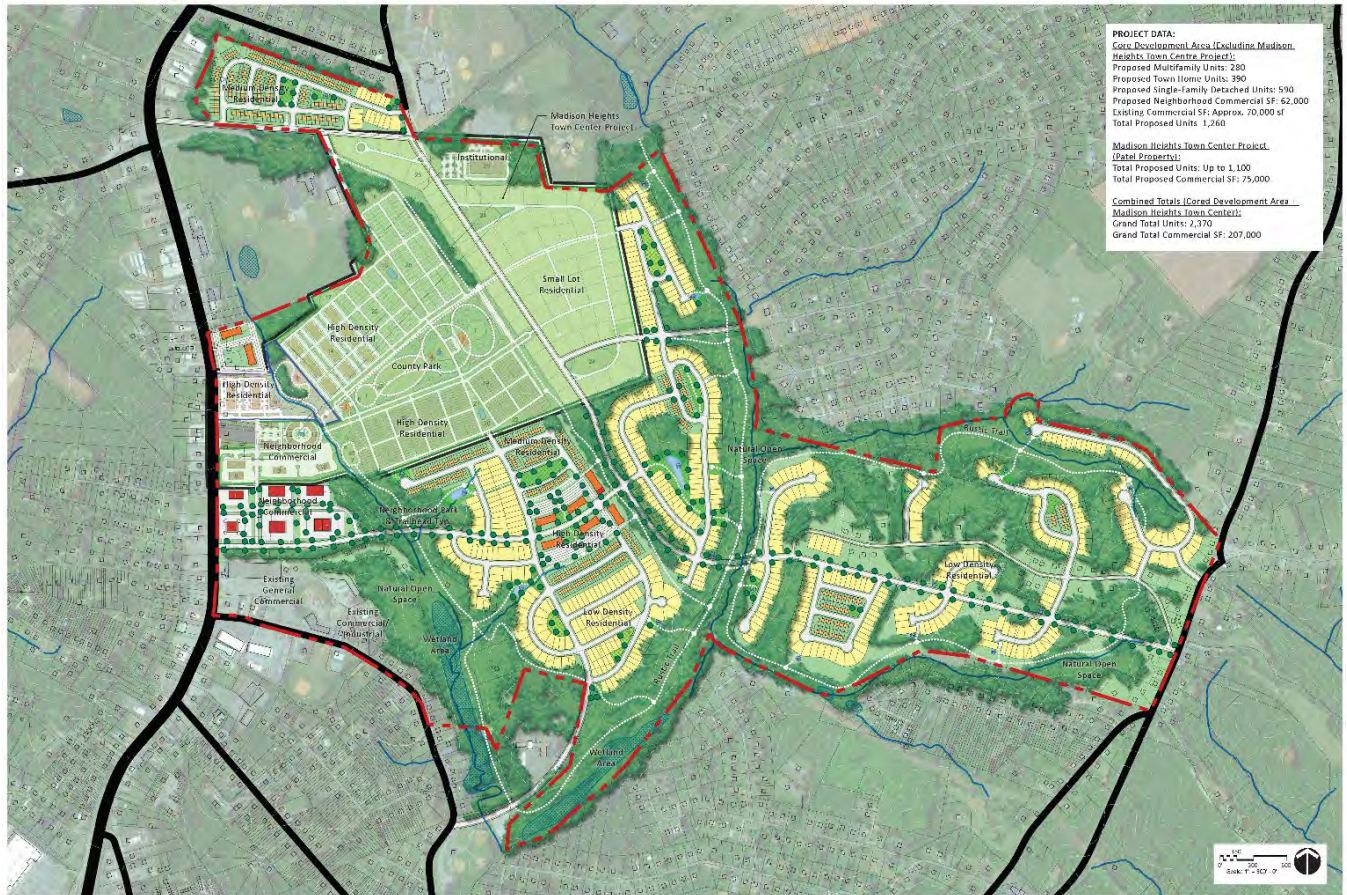


# Madison Heights

## Conceptual Master Plan

### Illustrated Master Plan

#### Madison Heights Master Plan / DRAFT Concept Plan for Core Development Area



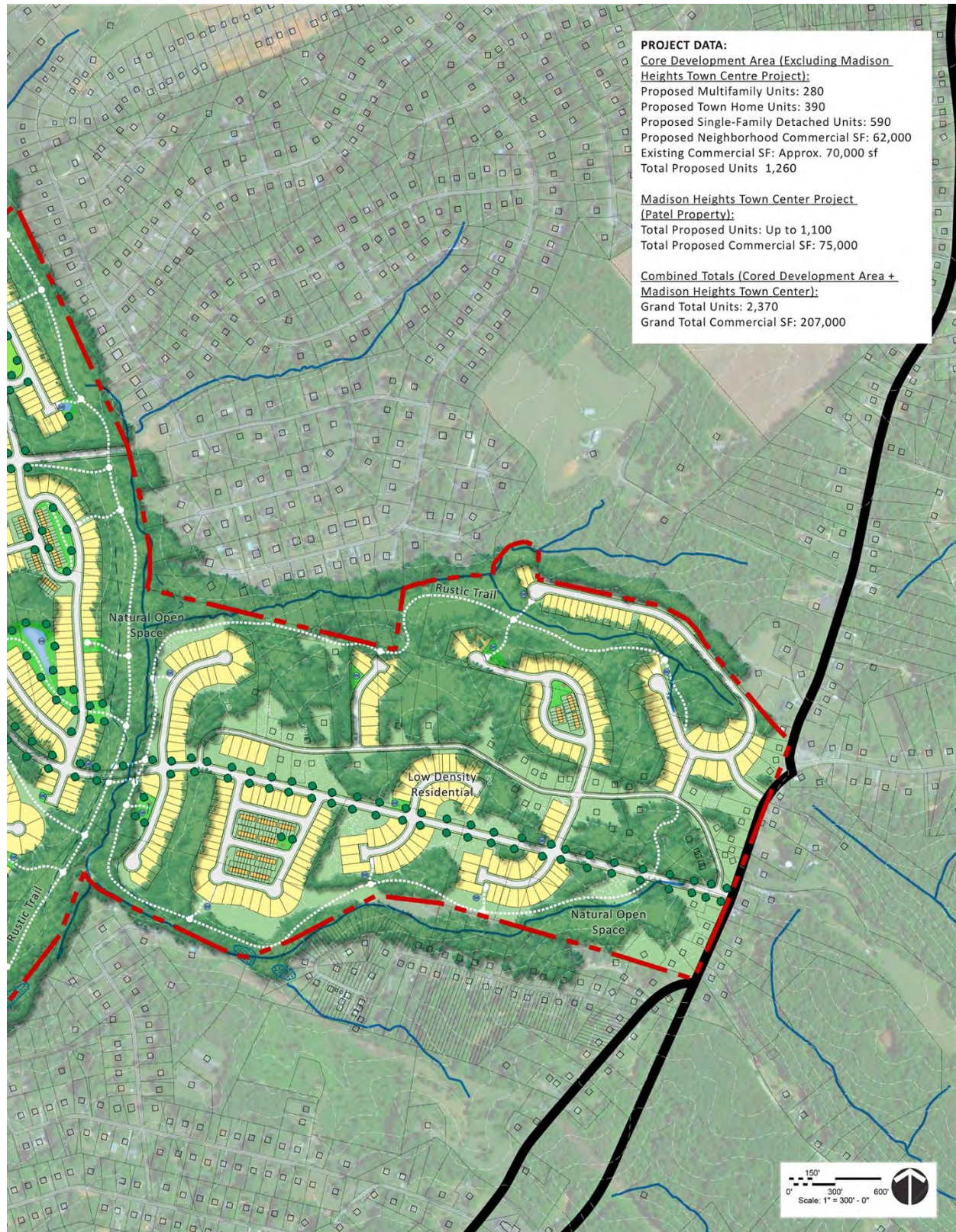
# Madison Heights

Conceptual Master Plan



# Madison Heights

## Conceptual Master Plan



# Madison Heights

## Conceptual Master Plan

### Core Area Concept

The conceptual design for the Madison Heights Core Development Area seeks to create a higher-density, mixed-use development area as a “center” for the larger Madison Heights planning area. This design incorporates, in part, the approved Madison Heights Town Center project.

Commercial uses are proposed primarily along the US 29 Business frontage, in reach of new residents inside the development and serving a larger area. Limited commercial use is also proposed in the high-density residential area, allowing for small, neighborhood-serving uses such as a leasing center or small coffee shop.

Residential uses include single-family detached houses, townhouses, and multifamily (apartment/condominium) units in a dispersed pattern that mixes unit types within individual neighborhoods. Institutional use (a church) is found at the north edge of the proposed Madison Heights Town Center, with the potential to add more.

Public open space is included in a large, central regional park included in the Madison Heights Town Center project and in smaller parks proposed throughout residential neighborhoods. Additional, natural, open space is proposed along stream corridors and in buffers between new and existing development. Proposed trails throughout the stream and buffer areas provide both transportation and recreation.

The proposed core area concept plan shows one version of mixed-use, master-planned development that could come to exist in Madison Heights. Eventual development will be implemented in the private sector by individual property owners and developers. To understand the potential for development intensity at full build-out of the area, a development program summary was calculated as summarized below. It is important, however, to recognize that this is a hypothetical development summary at full build-out of the area, which would likely take decades or may never be realized.

#### ***Core Development Area (Excluding Madison Heights Town Center Project):***

- *Proposed Multifamily Units: 280*
- *Proposed Town Home Units: 390*
- *Proposed Single-Family Detached Units: 590*
- *Proposed Neighborhood Commercial SF: 62,000*
- *Existing Commercial SF: Approx. 70,000 sf*
- *Total Proposed Units 1,260*

#### ***Madison Heights Town Center Project (as proposed):***

- *Total Proposed Units: Up to 1,100*
- *Total Proposed Commercial SF: 75,000*

#### ***Combined Totals (Cored Development Area + Madison Heights Town Center):***

- *Grand Total Units: 2,370*
- *Grand Total Commercial SF: 207,000*

# Madison Heights

## Conceptual Master Plan

### Yield Analysis

Landbay	Land Uses	Product Size / Type	Acreage	Av. DUA/FAR	Estimated Yield	MHTC Property
GS-1	Green Space	Landscape & Rec Amenity Area	1.85			X
GS-2	Green Space	Landscape & Rec Amenity Area	6.97			X
GS-3	Green Space	Landscape & Rec Amenity Area	5.60			X
GS-4	Green Space	Landscape & Rec Amenity Area	4.75			X
SLR-1	Small Lot Residential	Single-family Detached	57.32	1.75	100	X
LDR-1	Low Density Residential	Single-family Detached	51.48	4.00	206	
LDR-2	Low Density Residential	Single-family Detached	2.30	4.00	9	
LDR-3	Low Density Residential	Single-family Detached	4.30	4.00	17	
LDR-4	Low Density Residential	Single-family Detached	14.93	4.00	60	
LDR-5	Low Density Residential	Single-family Detached	5.94	4.00	24	
LDR-6	Low Density Residential	Single-family Detached	2.16	4.00	9	
LDR-7	Low Density Residential	Single-family Detached	5.82	4.00	23	
LDR-8	Low Density Residential	Single-family Detached	15.35	4.00	61	
LDR-9	Low Density Residential	Single-family Detached	9.85	4.00	39	
LDR-10	Low Density Residential	Single-family Detached	3.17	4.00	13	
LDR-11	Low Density Residential	Single-family Detached	9.26	4.00	37	
LDR-12	Low Density Residential	Single-family Detached	26.66	4.00	107	
LDR-13	Low Density Residential	Single-family Detached	14.65	4.00	59	
LDR-14	Low Density Residential	Single-family Detached	4.31	4.00	17	
MDR-1	Medium Density Residential	Single-family Attached	16.69	6.00	100	
MDR-2	Medium Density Residential	Single-family Attached	14.03	6.00	84	
MDR-3	Medium Density Residential	Single-family Attached	6.27	6.00	38	
MDR-4	Medium Density Residential	Single-family Attached	4.36	6.00	26	
MDR-5	Medium Density Residential	Single-family Attached	4.85	6.00	29	
MDR-6	Medium Density Residential	Single-family Attached	1.91	6.00	11	
HDR-1	High Density Residential	Multi-family Garden Apartments	3.90	18.00	70	
HDR-2	High Density Residential	Multi-family Garden Apartments	11.19	18.00	201	
HDR-3	High Density Residential	Multi-family Garden Apartments	3.60	18.00	65	X
HDR-4	High Density Residential	Multi-family Garden Apartments	10.67	18.00	192	X
HDR-5	High Density Residential	Patio Homes	7.27	6.00	44	X
HDR-6	High Density Residential	Patio Homes	9.61	6.00	58	X
HDR-7	High Density Residential	Single-family Attached	21.43	15.00	321	X
NC-1	Neighborhood Commercial & Mixed Use	Single Story Surface Parked	4.52	0.40	78756	X
NC-2	Neighborhood Commercial & Mixed Use	Single Story Surface Parked	5.53	0.40	96355	X
NC-3	Neighborhood Commercial & Mixed Use	Single Story Surface Parked	14.50	0.40	252648	
GC-2**	Existing Commercial	Single Story Surface Parked	9.64	0.40	167967	
INST	Institutional Uses	Single Story Surface Parked	7.69	0.40	133991	
IND**	Existing Commercial / Industrial Uses	Single Story Surface Parked	8.41	0.40	146536	

#### Yield Summary

Land Uses	Acreage	Estimated Potential Yield Excluding MHTC Property	MHTC Approved Yield	MHTC Estimated Potential Yield*
GS	19.17	-	-	-
SLR	57.32	-	100	100
LDR	170.18	680	-	-
MDR	48.11	290	-	-
HDR	67.67	270	1000	680
<b>Total</b>	<b>362.45</b>	<b>1,240 units</b>	<b>1,100 units</b>	<b>780</b>
NC	24.55	252650 sf	75000 sf	175111
GC**	9.64	167970 sf	- sf	-
INST	7.69	- sf	- sf	133991
IND**	8.41	146540 sf	- sf	-
<b>Total</b>	<b>50.29</b>	<b>567,160 sf</b>	<b>75,000 sf</b>	<b>309102</b>

#### Combined Unit Totals (Core Development Area including Madison Heights Town Center Approved)

Small Lot Residential	100	Units
Low Density Residential	680	Units
Medium Density Residential	290	Units
High Density Residential	1,270	Units
<b>Grand Total Residential Units</b>	<b>2,340</b>	<b>Units</b>

Total Acreage GS1-IND	412.74	60%
Total Remaining Acreage	275.24	40%
<b>Core Development Area Total Property Acreage</b>	<b>687.98</b>	

Note: The yields offered in this table are conceptual only and represent potential residential and commercial yields at full buildout. Yields are based on rough land bay acreages and approximate gross densities & floor area ratios (FAR) found in conventional residential development. This yield study does not account for unforeseen incumbrances on land and offers only rough order magnitude numbers to estimate development yield.

\* MHTC Estimated Potential Yield column offers numbers based on land bay acreage and assigned densities and does not reflect the actual entitled units as shown in the approved MHTC Zoning application. This column was created to determine potential yield if developed using typical densities seen in conventional development

\*\* Commercial & Industrial yields in the table illustrate potential building area yields at full build out and do not reflect the existing built areas.

### Near Term Recommendations

#### Gateway Signage

Major goals of the Madison Heights Master Plan include visual improvements to the US 29 Business Corridor and establishing Madison Heights as a distinct destination rather than a corridor to pass through.

This Master Plan proposes to accomplish these goals, in part, by establishing gateway signage to welcome travelers on the US 29 Business Corridor to Madison Heights specifically - not just Amherst County. The team has identified two gateway locations for signage and landscaping improvements:

##### North Location

- *The median at US 29 Business between Woodys Lake Road and Amelon Expressway (entrance to Madison Heights Square shopping center)*

##### South Location

- *The eastern shoulder area of US 29 Business at South Amherst Highway (Route 163)*

The signage proposed by this plan uses design elements, logos, and colors previously developed by the County as a part of an overall Madison Heights branding initiative.

In both cases, the proposed location of gateway signage is within road rights-of-way owned by the Virginia Department of Transportation. VDOT review of proposed signage will be required at the time of planning. VDOT does not provide specific maintenance of signage and/or decorative landscaping as proposed. Amherst County will provide maintenance of the gateway signage and features.

# Madison Heights

## Conceptual Master Plan

### North Area



# Madison Heights

## Conceptual Master Plan

### South Area





# Madison Heights

## Conceptual Master Plan

### Corridor Landscaping

Public engagement revealed discontent with the overall look and feel of the US 29 Business corridor, including comments on the state of business signs, aging infrastructure, lack of pedestrian accommodations, and outdated shopping centers.

Future landscape improvements, including regularly spaced street trees, can improve the look and user experience of the corridor with minimal right-of-way disruption. Specific planning will be needed to determine right-of-way availability, exact tree spacing possibilities, and other site conditions. Coordination between the County, VDOT, and private property owners is also needed on right-of-way and maintenance issues.

The plan suggests corridor landscaping concepts as examples of potential improvements that may be undertaken throughout Madison Heights:

- *Amelon Expressway: Trees in existing grass median; groups of 3-5 trees spaced 10 feet on center, with groups spaced approximately 150 feet apart; Amelon Road to Monican Parkway interchange.*
- *Old Town Connector: Trees in existing grass median; groups of 3-5 trees spaced 10 feet on center, with groups spaced approximately 150 feet apart; Colony Road to Riverview Road.*
- *Tire Depot: Various Improvements; South Amherst Highway (Route 163) between Madison Circle and Merrymoor Drive*
- *Daniels Place: Various Improvements; US 29 Business at Daniels Place (Route 1301)*
- *Smile Gas: Various Improvements; South Amherst Highway (Route 163) between Martins Lane and Merry Acres Drive*

The landscape concepts featured here include two recommended planting types – decorative deciduous trees to establish a flowering tree canopy and evergreen shrubs to provide a border to the street.

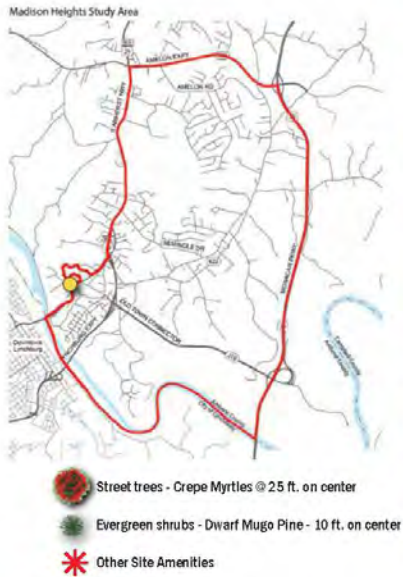
The team recommends crape myrtles (*Lagerstroemia indica*), such as the variety *L. indica* "Natchez" or similar for decorative deciduous trees. The Natchez variety is a large cultivar, growing up to 25 feet tall to create effective screening. Such trees should be spaced approximately 25 feet on center to allow for optimum growth.

For evergreen shrubs, the team recommends Dwarf Mugo Pine (*Pinus mugo*) or similar. These shrubs grow up to 3 feet tall and up to 5 feet wide. Spacing of 8 to 10 feet on center is appropriate.

# Madison Heights

## Conceptual Master Plan

### Tire Depot



**SITE 1:**  
**5388 S Amherst Hwy**



Before



# Madison Heights

## Conceptual Master Plan

After



### Daniels Place



-  Street trees - Crepe Myrtles @ 25 ft. on center
-  Evergreen shrubs - Dwarf Mugo Pine - 10 ft. on center
-  Other Site Amenities

**SITE 3:**  
**4262 S Amherst Hwy**



# Madison Heights

## Conceptual Master Plan

Before



After



# Madison Heights

## Conceptual Master Plan

### Smile Gas



-  Street trees - Crepe Myrtles @ 25 ft. on center
-  Evergreen shrubs - Dwarf Mugo Pine - 10 ft. on center
-  Other Site Amenities

**SITE 2:**  
**5201 S Amherst Hwy**



Before



# Madison Heights

## Conceptual Master Plan

After



# Madison Heights

## Conceptual Master Plan

### Zoning Recommendations

Future development or redevelopment in Madison Heights will occur over many years as individual property owners decide when and what to build, renovate, and preserve. While this Madison Heights Master Plan can guide County decision-makers on potential public investments or private property rezonings, development is ultimately regulated by the County's Zoning Ordinance.

Amherst County adopted a mixed-use, traditional neighborhood development zoning code in 2011. At the same time, they adopted Urban Development Areas in select areas where they envisioned pedestrian-oriented, mixed-use village center development with higher densities than other areas of the County.

The County's Mixed Use-Traditional Neighborhood Development (MU-TND) zoning district allows mixed-use, master-planned development in designated Urban Development Areas, including this study's Core Development Area and the Central Virginia Training Center campus. The MU-TND is a planned development district in which a property owner can propose a project master plan for approval by the County's Planning Commission and Board of Supervisors. The proposed project master plan then becomes the controlling document for the development of the property.

As a part of this Madison Heights Master Plan, the team reviewed and analyzed the County's existing zoning, concluding that the MU-TND zoning district can deliver the types of mixed-use projects envisioned by this master plan and the CVTC redevelopment plan with modest revisions.

This plan made the following recommendations for improvements to the MU-TND zoning district:

#### **Sub-Area Mix**

- Existing: Three MU-TND sub-areas allowing a variety of residential, retail, and civic uses
  - Neighborhood Center – 10% min, 30% max
  - Residential Neighborhood – no min, 80% max
  - Common Open Space – 10% min, no max
- Recommended: Add a fourth sub-area to allow for potential employment, research, technology, light industrial uses
  - Neighborhood Center – 10% min, 30% max
  - Residential Neighborhood – no min, 80% max
  - Employment Center – no min, 30% max
  - Common Open Space – 10% min, no max

#### **New Employment Center Subarea**

- Existing subareas: 2-story height minimum; 0.4 minimum FAR
- Recommended for Employment Center subarea: 1-story buildings allowed; Required minimum FAR 0.2

# Madison Heights

## Conceptual Master Plan

### Other Recommended Changes

- Reduce current requirement in Neighborhood Center from 75% minimum ground floor commercial to 50% minimum ground floor commercial
- Remove requirement that all utilities be located in a rear alley
- Finally, the County should study the possibility of a new residential zone permitting small single-family lots (i.e. 6,000 sf) outside of MU-TND master-planned developments



### Funding Strategies

Various strategies are available to fund transportation and other improvements in the Madison Heights area. Funding sources can often be combined to ensure full project completion. The following section provides a broad overview of several of the most common funding sources that may be used to bring Master Plan projects to completion.

#### **SMART SCALE**

SMART SCALE is a statewide program that distributes funding based on a standard and objective evaluation of each project's ability to help the state achieve its transportation goals.

**Funding:** There are two main pathways to funding within the SMART SCALE process—the construction District Grant Program (DGP) and the High Priority Projects Program (HPPP). A project applying for funds from the DGP is prioritized with projects from the same construction district. A project applying for funds from the HPPP is prioritized with projects statewide. The CTB then makes a final decision on which projects to fund.

**Eligible Projects:** Projects must address improvements to a Corridor of Statewide Significance, Regional Network, or Urban Development Area (UDA). Project types can include highway improvements such as widening, operational improvements, access management, intelligent transportation systems, transit and rail capacity expansion, and/or transportation demand management, including park-and-ride facilities.

**Eligible Applicants:** Projects may be submitted by regional entities, including MPOs and PDCs, along with public transit agencies, counties, cities, and towns that maintain their own infrastructure. Projects pertaining to UDAs can only be submitted by localities.

**Evaluation Criteria:** Five factors are evaluated for all projects: safety, congestion mitigation, accessibility, environmental quality, and economic development. MPOs with a population greater than 200,000 are also evaluated by land use policy consistency.

#### **Highway Safety Improvements Program (HSIP)**

Established by the federal transportation legislation MAP-21, this program is structured and funded to make significant progress in reducing highway fatalities and injuries on all public roads.

**Funding:** The Federal share for highway safety improvements is 90%, with certain types of projects eligible to be funded at 100%.

# Madison Heights

## Conceptual Master Plan

Eligible projects: Projects involve the identification of high-crash spots or corridor segments, analyzing crash trends and existing conditions, and prioritizing and scheduling improvement projects. Eligible applicants include local governments, VDOT District and Regional Staff.

Evaluation criteria: Projects are evaluated on a statewide basis rather than on a local or district basis according to the ability of the project to produce a measurable and significant reduction in the number and/or consequences of severe crashes and the cost-effectiveness of the project, with priority given to projects in locations with greater numbers of deadly and serious injury crashes.

### **Transportation Alternatives Program (TAP)**

The TAP program is intended to help local sponsors fund community-based projects that expand non-motorized travel choices and enhance the transportation experience by improving transportation infrastructure's cultural, historical, and environmental aspects. It focuses on providing pedestrian and bicycle facilities and other community improvements.

Funding: TAP is not a traditional grant program; funds are only available on a reimbursement basis. It is, therefore, important to have the necessary funding available to pay for services and materials until appropriate documentation can be submitted and processed for reimbursement. The program will allow a maximum federal reimbursement of 80% of the eligible project costs and requires a 20% local match.

Eligible projects: Eligible projects include pedestrian and bicycle facilities such as sidewalks, bike lanes, and shared-use paths, pedestrian and bicycle safety and educational activities such as classroom projects, safety handouts and directional signage for trails, and preservation of abandoned railway corridors such as the development of rails-to-trails facilities.

Eligible applicants: Any local governments, regional transportation authorities, transit agencies, natural resource or public land agencies, school districts, local educational agencies, or school, tribal government, and any other local or regional government entity responsible for overseeing transportation or recreation trails.

Evaluation criteria:

- Number of federal enhancement categories
- Inclusion in a state, regional, or local plan
- Public/private venture cooperation (multi-jurisdictional)
- Total cost and matching funds in excess of minimum
- Demonstratable need, community improvement
- Community support and public accessibility

# Madison Heights

## Conceptual Master Plan

- Compatibility with adjacent land use
- Environmental and ecological benefits
- Historic criteria met, significant aesthetic value to be achieved, and visibility from a public right-of-way
- Economic impact and effect on tourism

### **VDOT Revenue Sharing Program**

This program provides additional funding for use by a county, city, or town to construct, reconstruct, improve, or maintain the highway systems within such county, city, or town and for eligible rural additions in certain counties of the Commonwealth. Locality funds are matched, dollar for dollar, with state funds, with statutory limitations on the amount of state funds authorized per locality.

**Funding:** Application for program funding must be made by resolution of the governing body of the jurisdiction requesting funds. Project funding is allocated by resolution of the CTB. Project costs are divided equally between the Revenue Share Fund and locality funding.

**Eligible projects:**

- Supplemental funding for projects listed in the adopted Six-Year Improvement Plan
- Construction, reconstruction, or improvement projects not included in the adopted Six-Year Improvement Plan
- Improvements necessary for the specific subdivision streets otherwise eligible for acceptance into the secondary system for maintenance (rural additions)
- Maintenance projects consistent with the department's operating policies
- New hardsurfacing (paving)
- New roadways
- Deficits on completed construction, reconstruction, or improvement projects

**Eligible applicants:** Any county, city, or town in the Commonwealth of Virginia

**Evaluation criteria:**

- Priority 1: Construction projects that have previously received Revenue Sharing funding.
- Priority 2: Construction projects that meet a transportation need identified in the Statewide Transportation Plan or projects that will be accelerated in a locality's capital plan.
- Priority 3: Projects that address deficient pavement resurfacing and bridge rehabilitation.
- Priority 4: All other projects.

### **VDOT Road Maintenance**

The VDOT Road Maintenance category of funding covers a wide variety of maintenance and operations activities. Road maintenance funds comprise the majority of VDOT's scheduled funding (versus new construction). Road maintenance funding addresses needs concerning pavement management, traffic signals, pavement markings, signs, guardrails, and ITS (Intelligent Transportation Systems) assets that are considered critical safety and operational importance. Maintenance funding also addresses operation services comprising ordinary and preventative maintenance work such as cleaning ditches, washing bridge decks, patching potholes, debris removal, snow and ice removal, emergency response, incident management, mowing, and equipment management.

### **Development Proffers**

Developer contributions, known as proffers, are typically cash amounts, dedicated land, and/or in-kind services voluntarily granted to the locality to partially offset future capital facility costs associated with specific land developments. Recent legislation has limited the ability of local governments to receive proffers, but through the re-zoning process, developers may still consider providing infrastructure improvements.

**Funding:** The cost of the program can be financed with developer contributions.

**Eligible projects:**

- Re-zoning requests that permit residential and/or commercial uses in accordance with this policy
- Those that offset impacts that are directly attributable to new development
- Those for which the locality has completed an exhaustive study to document the real project costs

**Eligible applicants:** Any land developers seeking a re-zoning.

### **Safe Routes to School**

VDOT has administered a Safe Routes to School (SRTS) program since 2007. This program aims to facilitate better bicycling and pedestrian options between residential areas and schools. There are multiple programs under the SRTS umbrella, including the Infrastructure Grants program, which aims to improve sidewalks, crosswalks, bike lanes, and safety signage and may be used to facilitate bicycle and pedestrian recommendations near schools.

### **Recreation-Oriented Grants**

The Virginia Department of Conservation and Recreation (DCR) offers several grant programs. Two programs that may assist in creating off-road paths and trails are its Trail

# Madison Heights

## Conceptual Master Plan

Access Grant program and Recreational Trails program. The former is a 100-percent reimbursement program for trail projects and projects that increase access to trails for individuals with disabilities. The latter is a matching program to build and rehabilitate trails and acquire land for trail corridors.



# Conceptual Master Plan Appendix



# Madison Heights

Conceptual Master Plan

## Appendix

Community Engagement Information

Economic Documentation



# Madison Heights

Conceptual Master Plan

## Community Engagement Information





# Madison Heights Master Plan



## Introduction

With the Madison Heights Master Plan, Amherst County is creating a blueprint for the future of the Madison Heights area bounded by the James River, US 29 Business, US 29 Bypass, and Rt. 130. The purpose of this Master Plan is to reinforce the area’s sense of community, improve quality of life, expand public services, and increase economic development through future growth. This yearlong planning process began in the winter of 2022 and will create a long-term vision that the County will use to plan for growth and improvement in the coming years.

The ideas and opinions of Madison Height community members are critical to the success of this plan, as well as to a successful future for this important area. County leaders, staff, and plan consultants have included a variety of community engagement opportunities in the Madison Heights Master Plan process, including a project website ([www.envisionmadisonheights.com](http://www.envisionmadisonheights.com)) providing updated project information, one text-based survey and one map-based survey early in the process, a series of individual meetings with local leaders and stakeholders to gather input, and a concluding public open house to present and vet the draft Master Plan.

## Contents

This document summarizes the results of early-process community engagement in the Madison Heights Master Plan through engagement activities that have included:

- **Madison Heights Vision Survey** – an online survey conducted between April 15<sup>th</sup> and June 20<sup>th</sup>, 2022 receiving a total of 551 responses.
- **Madison Heights Interactive Mapping Tool** – an online map activated between April 15<sup>th</sup> and June 20<sup>th</sup>, 2022 for collaborative identification of preservation, land use, safety, redevelopment, and connection issues generating 175 issues or ideas.
- **Stakeholder Meetings** – a series of open-forum meetings between County staff and plan consultants and a variety of local stakeholders including the County’s Board of Supervisors and Planning Commission, property owners, VDOT officials, business owners, churches, and many others. Meetings were held on a variety of dates between May 17<sup>th</sup> and June 13<sup>th</sup>, 2022.

## Community Engagement Highlights

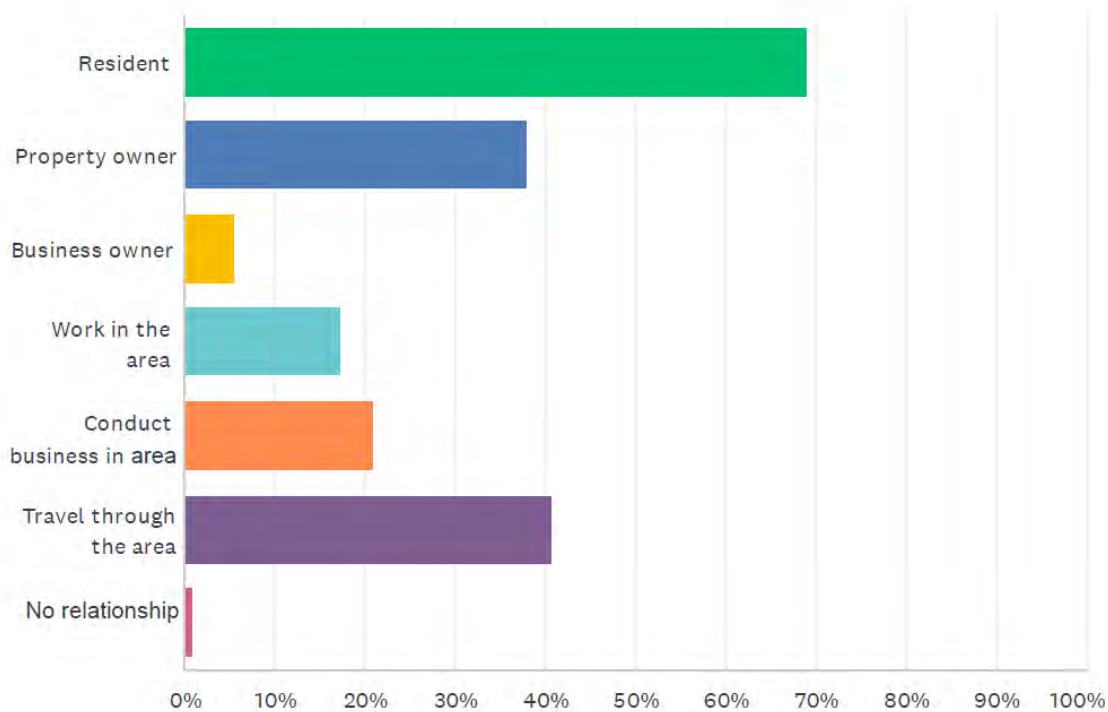
Community engagement participants returned a wide variety of feedback that will remain critical to the completion of a Madison Heights Master Plan. Overall highlights and observations on community opinion across all engagement activities are summarized below:

- The combined engagement activities reached achieved a large sample of community input relative to similar efforts led by local staff and the consultant team. Participants represented a wide variety of interests and came from both inside and outside of the Madison Heights area.
- Participants generally supported future growth and development in Madison Heights, including the potential development of a town center area. While some support for new residential was shown, the greatest desires were expressed for shopping, entertainment, and restaurant uses.
- Engagement Responses showed relatively minor concerns with the existing function of Route 29 Business but concern that future growth in the area could lead to traffic congestion or safety issues. An ongoing corridor study continues to work to address such issues.
- While most participants view the Madison Heights area as necessarily automobile-centric, some expressed interest in expansion of public transit and pedestrian options such as sidewalks and pedestrian lighting as the area grows in the future. Existing business owners generally saw little transit benefit.
- Participants expressed a general concern about the aesthetics of the area as it currently exists, including dilapidated or abandoned buildings and businesses (such as vape shops) that occupy a low-market or low-value position. Additionally, business owners noted that the lower average incomes in this area limit business expansion, recruitment, and retention.
- Retail and service development was strongly supported among participants, including preserving existing businesses and attracting new ones that elevate the market position of Madison Heights.
- Desire was expressed in many areas to preserve the small town feel and natural features of Madison Heights, even as growth and development take place. Preservation would save green space and respect private property rights as well as improve the aesthetics of roadways with plantings and other improvements.
- Business owners expressed general confidence in the availability of utilities for business expansion, aside from a growing need for broadband internet service that is increasingly seen as necessary to any development.
- Participants expressed a desire for community amenities that could include trails, parks, or facilities such as a YMCA to meet the needs of resident families now and in the future.

## Madison Heights Vision Survey

The Madison Heights Vision Survey was conducted online between April 15<sup>th</sup> and June 20<sup>th</sup>, 2022 to gauge local opinion on the conditions and needs of the Madison Heights area. The survey was open to all participants and was available on the project website and promoted by County staff through social media and other existing methods. The survey collected 551 total responses. In addition to general public questions on vision and needs, a subset of questions for Madison Heights area business owners collected further information on local business needs and development.

### Question 1: What is your relationship to the Madison Heights Area?

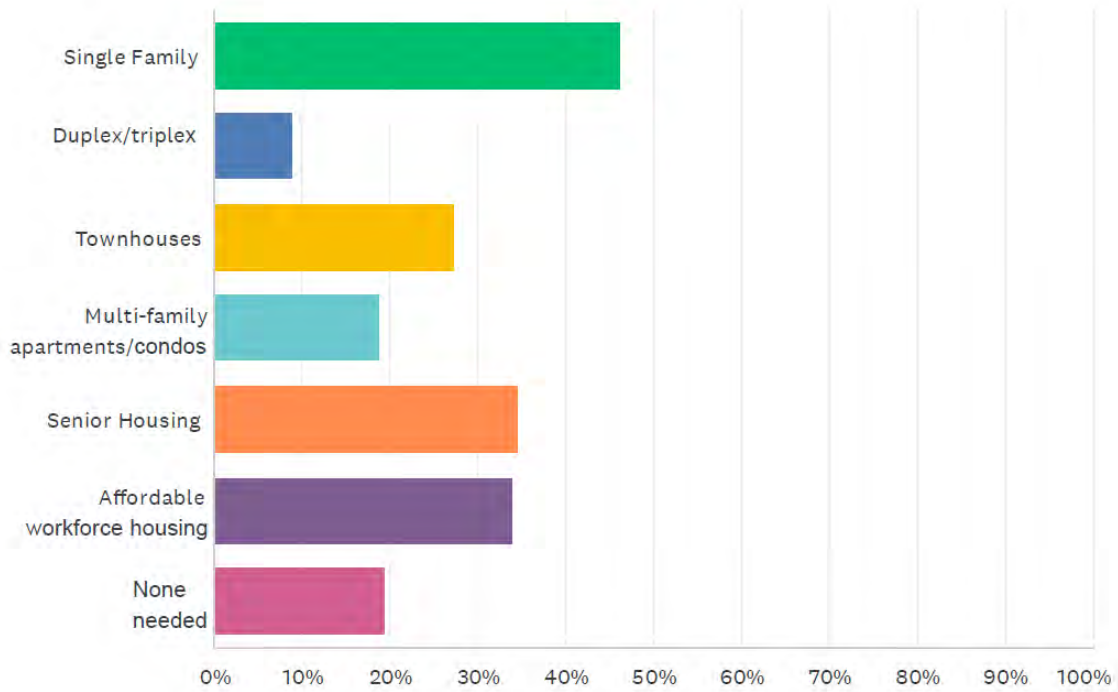


**Question 2: In your opinion, how important are the following elements to consider in the creation of a master plan for Madison Heights?**

	1 LEAST IMPORTANT	2	3	4	5 MOST IMPORTANT
a. Attractive streetscapes and gateways	5.50%	11.01%	27.16%	32.66%	23.67%
b. Parks, Greenways, and Trails	6.42%	8.62%	23.67%	31.56%	29.72%
c. Preserving existing businesses	5.87%	8.44%	25.50%	29.72%	30.46%
d. New Village Center	8.89%	9.81%	25.93%	28.89%	26.48%
e. Transportation improvements for safety and mobility	5.72%	11.07%	28.04%	27.12%	28.04%
f. New Residential development	19.22%	17.93%	27.36%	19.41%	16.08%
g. New Shopping development	6.79%	6.42%	13.76%	29.17%	43.85%
h. New Corporate / Professional Office development	14.66%	16.14%	29.13%	21.89%	18.18%
i. New Manufacturing / Technology development	10.46%	14.50%	20.73%	27.71%	26.61%
j. New entertainment uses	6.93%	5.66%	17.34%	29.74%	40.33%
k. Preservation of Open Space	6.48%	13.70%	27.22%	23.89%	28.70%
l. Walkability	15.58%	16.33%	26.16%	22.45%	19.48%
m. Other (please specify)	18.59%	3.02%	6.53%	8.54%	63.32%

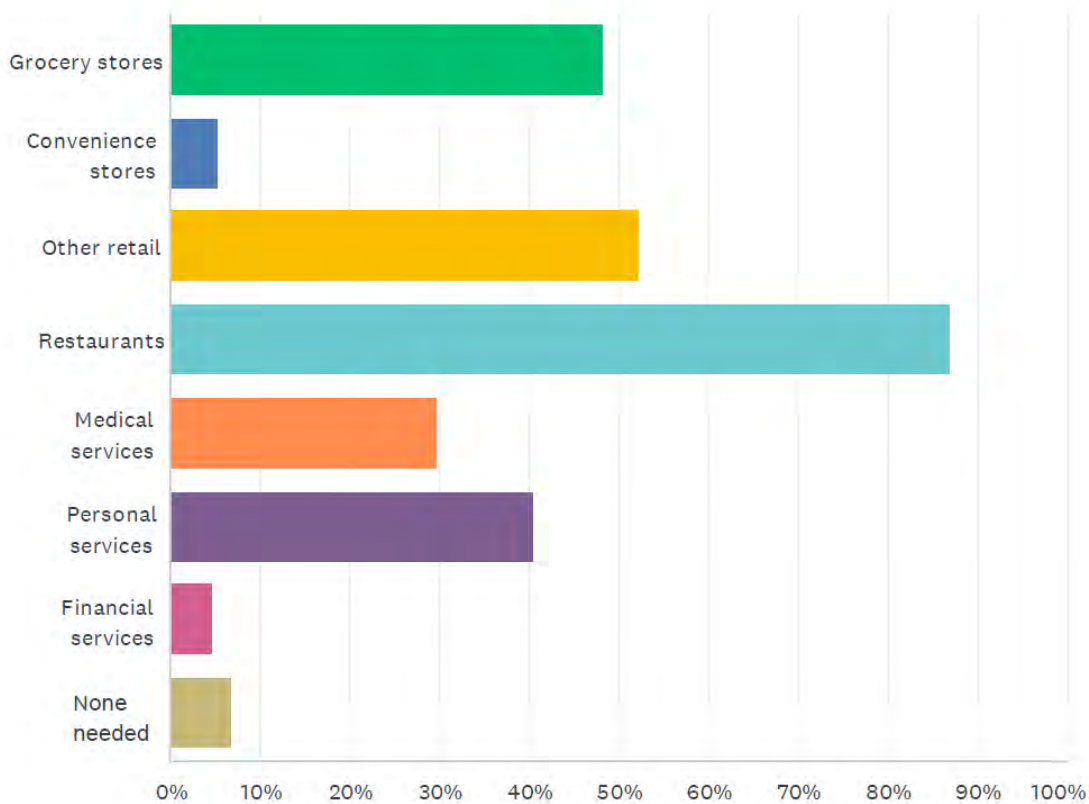
- Respondents expressed a strong desire for a greater variety of restaurants, as well as more entertainment and shopping options. Several comments indicated a need for more “family” or “sit-down” restaurants.
- Revitalization was also a major theme. A number of comments referenced a desire to improve the appearance of the area by addressing abandoned or blighted buildings and cleaning up trash.
- Many respondents commented that they would like to see more recreational facilities such as gyms (especially a YMCA), parks, and playgrounds in the area. Several survey participants would also like to see more family-friendly events such as festivals take place in the area.
- Some respondents are very concerned that the county will “steal” private property via eminent domain and are strongly opposed to the practice.
- Other recurring themes included:
  - Attracting new businesses and creating jobs
  - Bringing more grocery stores (especially Kroger) to the area
  - Providing more bicycle and walking trails
  - Enhanced recreational river access

**Question 3: What type of residential development do you think is needed in the Madison Heights area?**



- Many respondents were opposed to additional residential development in the area.
- A handful of survey participants expressed support for more senior housing, affordable housing, luxury apartments, and single-family residences.

**Question 4: What type of shopping or service uses do you think are needed in the Madison Heights area?**



- Grocery stores, retail, restaurants, and entertainment were the most common response categories.
- Many respondents mentioned Kroger as their preferred grocery store option.
- Clothing stores were the most commonly requested retail options.
- Restaurant requests included “family restaurants”, steakhouses, Olive Garden, Starbucks, and Chick-fil-A. Some respondents indicated that there are too many fast food restaurants in the area and not enough “sit-down” options.
- A few participants expressed support for “gaming centers” like Rosie’s Gaming Emporium.

**Question 5: What traffic or transportation issues/concerns do you observe in the Madison Heights area?**

- Congestion, especially on Route 29, was the most frequently cited transportation issue.
- The second-most common response category was “none”. Many respondents are satisfied with current traffic conditions.
- Many participants expressed dissatisfaction with the amount of traffic lights in the area, as well as the timing of traffic lights.
- Some participants indicated a need for more robust pedestrian and bicycle infrastructure.
- Several respondents expressed dissatisfaction with the frequency and range of public transportation in the area.
- Safety issues were also a common theme. Areas of note included:
  - Intersections around Walmart, Lowe’s, and CVS
  - Median turn lanes
  - The intersection of Route 29 and Route 130
- Several respondents indicated concerns about speeding and lack of traffic enforcement in the area.

**Question 6: What would you like to see changed in Madison Heights in the future?**

- The responses to this question were similar to responses to Question 2
- Restaurants/Entertainment/Shopping and Revitalization were the most common response categories by far (152 and 140 responses, respectively)
  - Respondents expressed a strong desire for a greater variety of restaurants, retail shops, and entertainment options.
  - Many participants indicated that the area has a “run-down” feel with too many abandoned/blighted buildings, car washes, gas stations, and litter.
- Economic Development was also a major concern. Many survey participants asked for more businesses, jobs, and general economic growth.
- Community resources such as gyms, parks, and playgrounds, as well as family-friendly events, were frequently requested by survey participants.
- Other themes included:
  - A need for more bicycle and pedestrian facilities
  - Preservation of “small town feel” and improvement of the community’s reputation
  - Concerns about drug use in the area
  - Preservation of green spaces and natural resources
  - Better access to high-quality food (more grocery stores)
  - Improved utility services and hidden power lines
  - Less traffic
  - More robust public transportation

**Question 7: What would you like to see preserved about Madison Heights in the future?**

- The most common response categories for this question were:
  - Natural Features (green spaces, parks, and river access)
  - Community Character (rural, small-town feel)
  - Existing Businesses (especially La Carreta and other local businesses)
  - History/Buildings (especially Olde Town)
  - Nothing
- Several respondents also mentioned private property concerns and opposition to eminent domain in their responses to this question.

**Question 8: What else should we consider for Madison Heights in this plan?**

- The responses to this question were very similar to the responses to Question 2 and Question 6. The most common response categories were:
  - Recreation/Community Resources
  - Restaurants/Entertainment/Shopping
  - Revitalization
  - Economic Development
- Other themes not covered in Questions 2 or 6 included:
  - Community engagement
  - Additional schools to support a growing community
  - Better lodging options
  - More affordable housing
  - Better access to healthcare

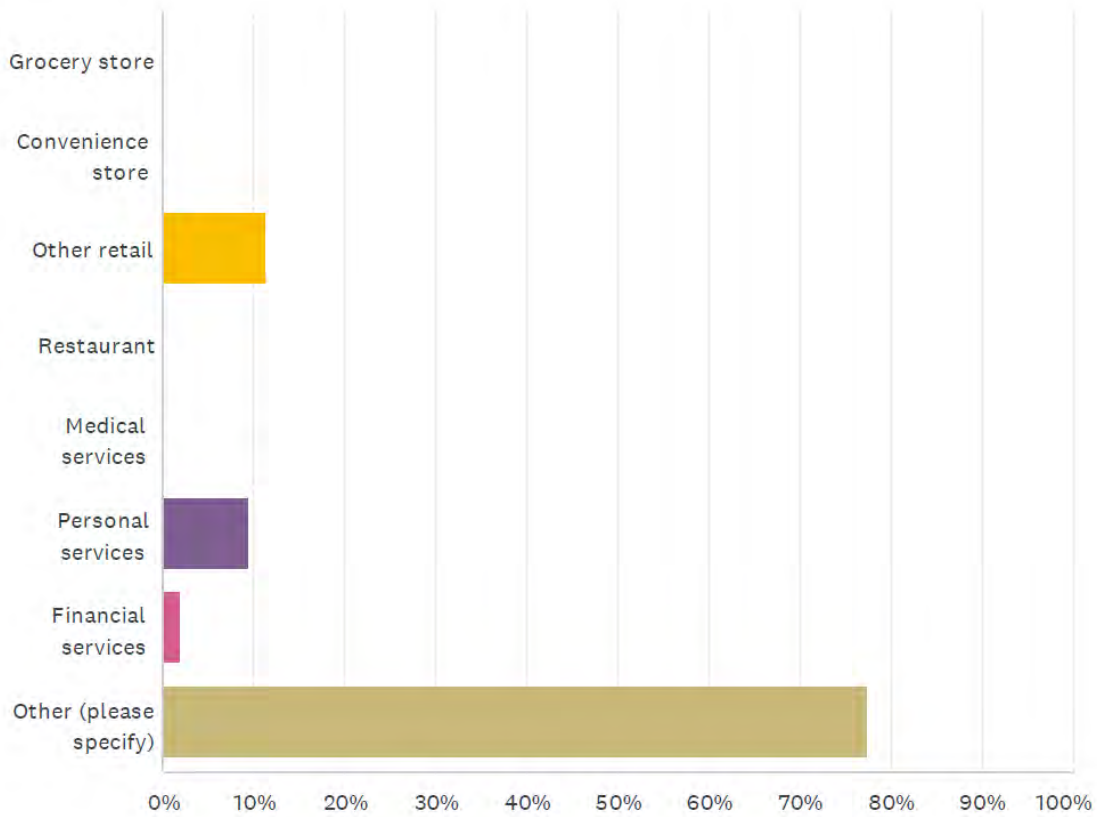
**Question 9: Are you a business owner?**

Yes: 11.82%

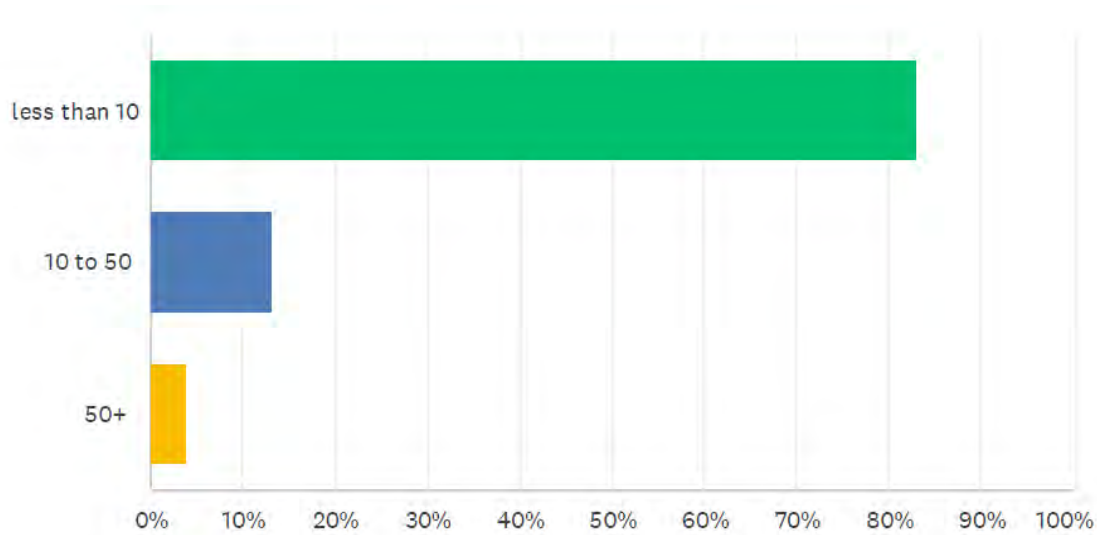
No: 88.18%



**Question 10: What type of business do you have?**



**Question 11: How many employees does your business have?**

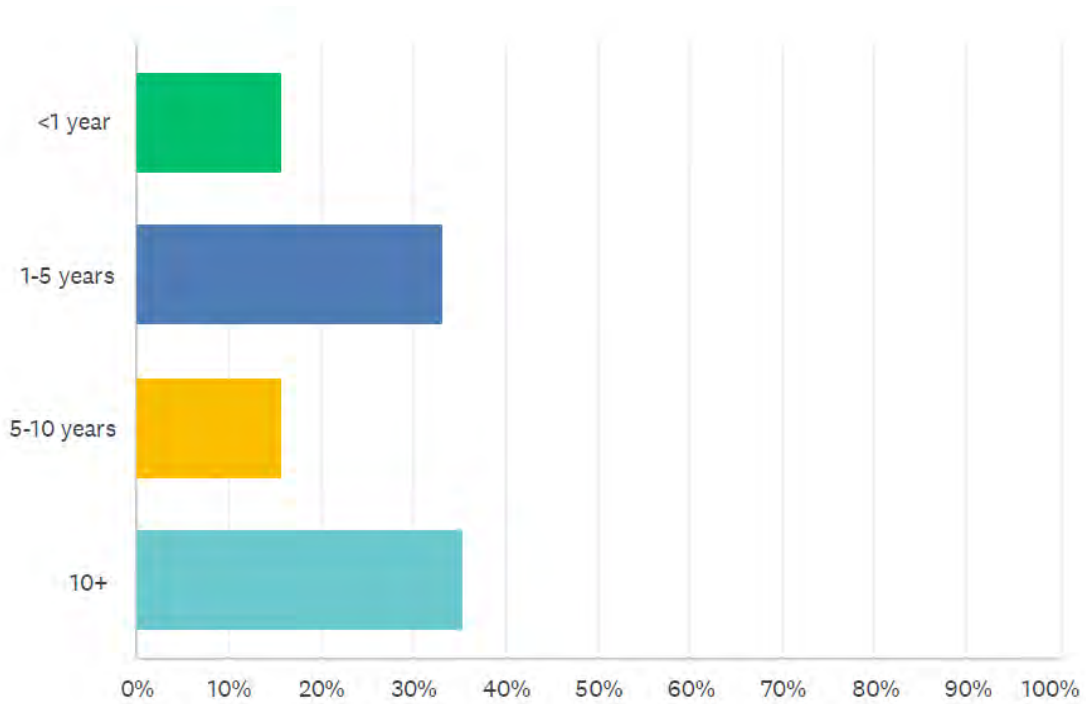


**Question 12: Are you locally owned or a franchise?**

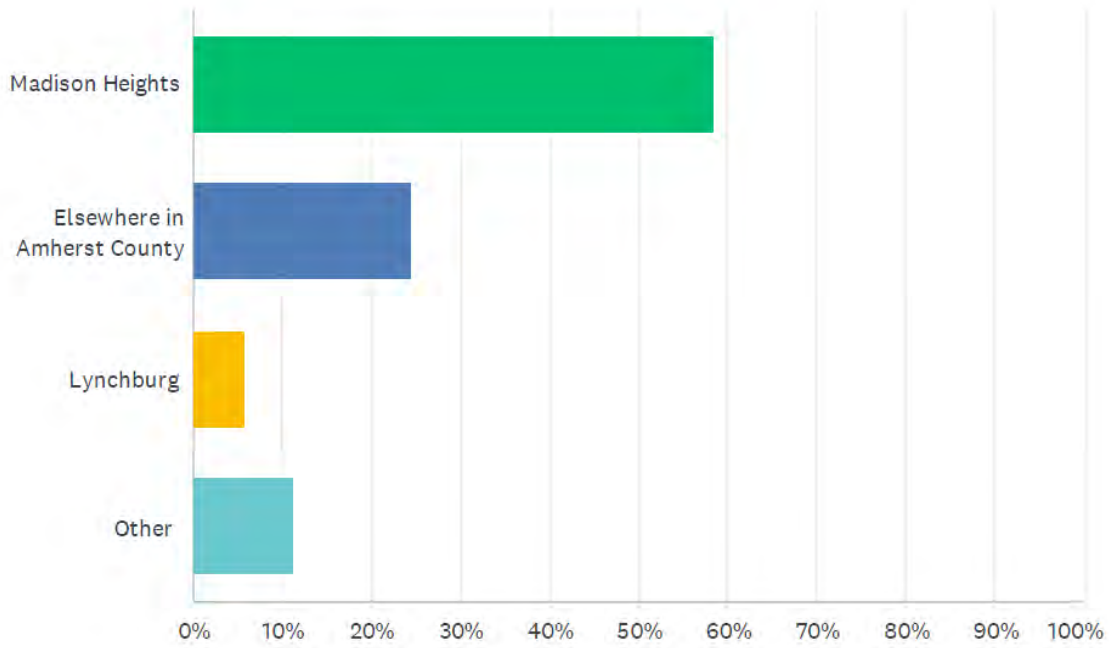
Local: 96.15%

Franchise: 3.85%

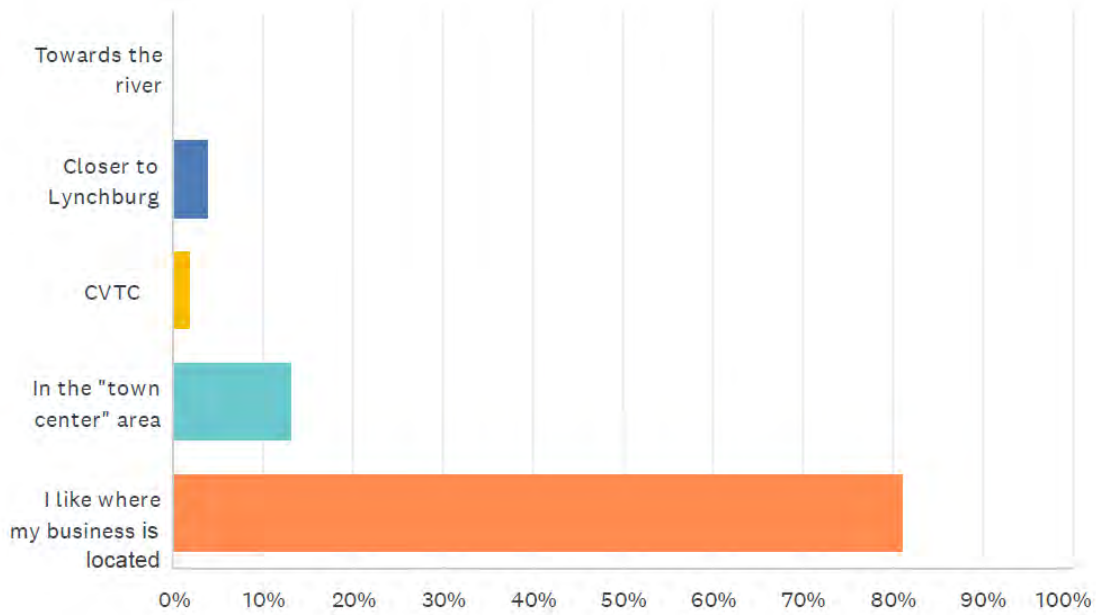
**Question 13: How long have you been located in Madison Heights?**



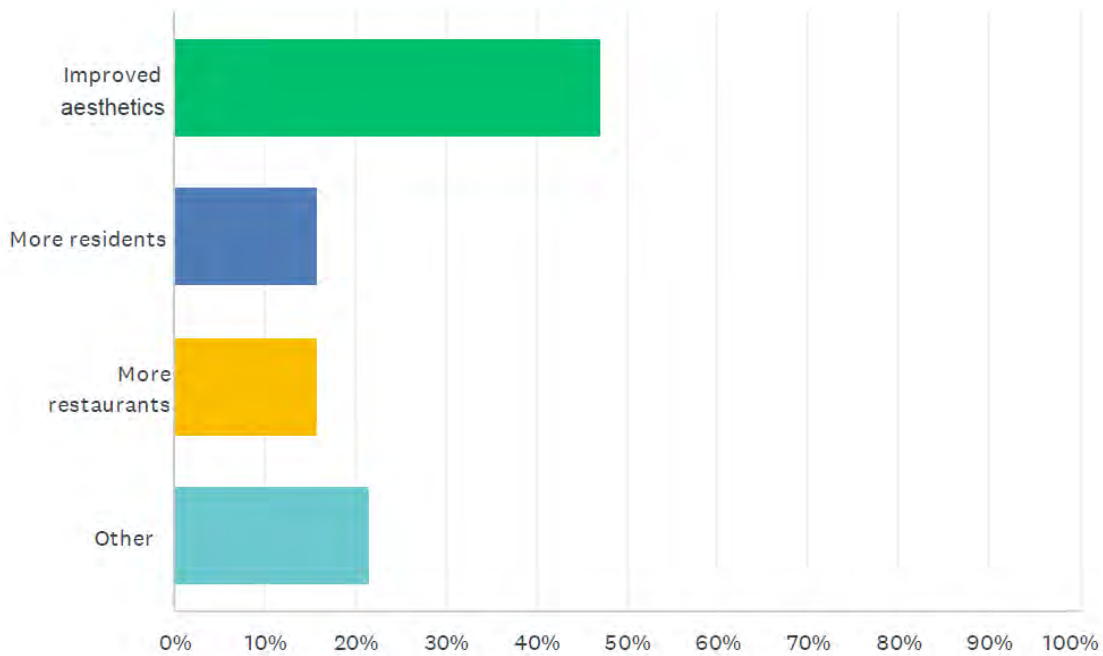
**Question 14: Is your business in...**



**Question 15: Do you feel your business would be better located...**



**Question 16: What changes in the target area would help your business grow?**



**Question 17: Would a bus stop near your business be helpful for employees or customers?**

Yes: 16.98%

No: 83.02%

**Question 18: Do you have the infrastructure in place that you need? If not, what do you need?**

- The majority of responses to this question indicated a need for better broadband internet service.
- A handful of comments referenced a desire for better roads and water/sewer infrastructure.

**Question 19: Are there any issues impeding your business? If so, please explain.**

- Most comments indicated that there were no issues.
- Some participants expressed concerns about existing utilities (especially broadband), a low-income population, and a lack of skilled employees.

**Question 20: What other concerns or issues would you like to address?**

- Responses to this question were limited, but themes included:
  - Crime enforcement
  - Support for local businesses
  - Road and sidewalk improvements
  - Community revitalization
  - A need for more family-friendly recreation options

**Question 21: Is there anything about the current state of the target area that is negatively impacting your business growth or discouraging your business from adding a location in the target area?**

- Most participants responded “no” to this question.
- Other responses referenced:
  - Drug use
  - A high poverty rate
  - Lack of available commercial buildings
  - A need for improvements to road conditions

## Madison Heights Interactive Mapping Tool

The Madison Heights Interactive Mapping Tool was an online map hosted through the Social Pinpoint service allowing users to drag virtual pins onto a map. Five types of pins were provided, through which users could mark the location of areas or features they wish to see preserved, ideas for land uses, locations of safety or traffic concerns, areas for redevelopment, and areas needing better connections. In total, 175 issues or ideas were submitted to the map. Submitted responses could be viewed by subsequent users, with users also able to upvote or downvote other users' submissions.

While the interactive map is closed to new responses, existing responses remain viewable, and can be explored at <https://eprpc.mysocialpinpoint.com/madison-heights-master-plan#/>.

Responses to the Social Pinpoint survey fell under the following five categories. A summary of the most popular responses (ones that received the most "upvotes") is included below.

### Idea for a Land Use:

- A downtown area along the James River directly across from downtown Lynchburg with restaurants, entertainment, and shopping options
- A pedestrian crosswalk at the intersection of Route 29 and Route 604
- A YMCA near the intersection of Route 29 and Route 677 or at the Seminole Shopping Center
- Replace Food Lion with Kroger
- Wegmans, Trader Joe's, and Chick-fil-A at the Seminole Shopping Center
- Consider moving the library to a future Madison Heights Town Center in walking distance to residential development
- A family-friendly park near the intersection of S Amherst Highway and Martins Lane
- A whitewater park on the James River
- Improvements to river access and amenities such as rope swings, take-out ramps, a riverside beach, outdoor music venue, restrooms, food, etc.
- A public park near Olde Town
- A pedestrian walkway along the Carter Glass Memorial Bridge
- Improved access to the James River Heritage Trail
- Better river access along the James River Heritage Trail
- Riverfront take-out ramps, breweries, restaurants, etc.

### Need for Better Connections:

- A pedestrian walkway connecting the River's Edge park trail system to the Lynchburg trail system creating a "loop"
- Improved access to surrounding areas off the Route 29 bypass through creating more exits
- Better pedestrian & bicycle connections between Madison Heights and Lynchburg than the John Lynch Bridge
- Development of a multimodal trail connection to the James River Heritage Trail

### Preserve This:

- Mixed support/opposition (roughly 50/50) for new development along the James River – nearly 20 comments are concentrated in this area. Some want to keep this area residential, voicing strong opposition to eminent domain. Others want to see the development of a park, restaurants, and other recreational amenities.
- Amelon Square Shopping Center
- Amelon Commerce Center
- Amherst County Dixie Girls Softball Association

### Redevelop This:

- Improve the appearance and quality of shops at the Seminole Shopping Center
- Concerns about the safety and appearance of motels near S Amherst Highway and S Coolwell Road and off Route 29 (Knights Inn, Executive Inn, Red Roof Inn, etc.)
- The old Anderson’s building near Route 29 and Route 669
- A request to add landscaping/décor off Route 29 near exits leading to business areas to attract visitors
- Dissatisfaction with the shopping center off Route 29 where Matrix Best Vapes is located – respondents want to see “higher end” businesses
- The “one-mile stretch starting at the old A1 camo all the way down to Templeton Christian Church”
- Bury power lines to improve the appearance of the area and remove traffic safety hazards
- Move Food Lion to a new location to improve traffic flow and improve visibility from highway
- Bring a higher-end grocery store to the Lowe’s shopping center or surrounding area
- Widen Rocky Hill Road to improve access to the riverfront
- Add a pedestrian lane to the John Lynch Memorial Bridge
- Bring restaurants/entertainment to the riverfront area near the intersection of S Amherst Highway and Rocky Hill Road
- Connect Riveredge Trail to the James River Heritage Trail
- Encourage an economic development project near Civitan Park and the Amherst County Magistrate’s Office to bring jobs to the area

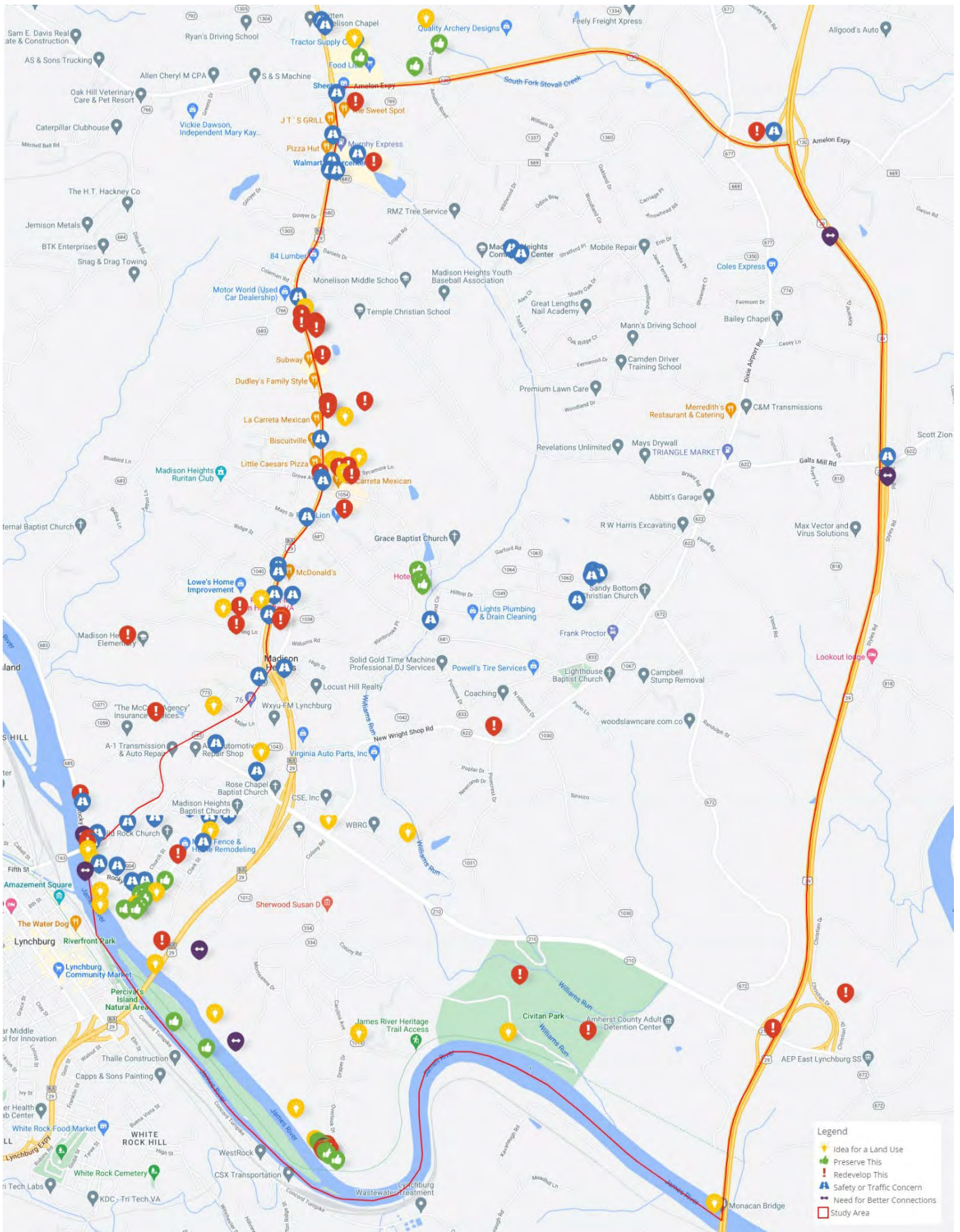
### Safety or Traffic Concern:

- One participant suggested removing traffic lights and replacing them with traffic circles/roundabouts in several locations along Route 29 – these comments received little support and many “downvotes”. In general, many participants are dissatisfied with the timing and placement of traffic lights along Route 29.
- Traffic lights near the intersection of Route 29 and Route 792 need timing adjustments to improve traffic flow
- Reconfigure the parking spaces at the Walmart parking lot to change direction of traffic
- Traffic light at the intersection of S Amherst Highway and Woodys Lake Road (at Walmart) needs timing adjustments to improve traffic flow
- Potholes near the intersection of Route 163 and Riviera Drive need to be repaired
- Potholes on the offramp connecting the Lynchburg Expressway to Route 163 need to be repaired
- Dissatisfaction with the “speed trap” near the intersection of Route 210 and Veterans Passage

- Need for a stop light at the intersection of Route 210 and Main Street
- Potholes on Warwick Street need to be repaired
- Concerns about the safety of 7<sup>th</sup> street due to poor road conditions and grading
- Landscaping and streetlights needed on Route 163 heading into Madison Heights from the John Lynch Memorial Bridge
- Add a bike lane/pedestrian path to Rocky Hill Road near the John Lynch Memorial Bridge
- The stop sign on Rocky Hill Road near the John Lynch Memorial Bridge needs to be moved for better visibility
- General safety concerns about the condition of Rocky Hill Road



# Summary Map of Submitted Pins:



## Stakeholder Meetings

In addition to the input of the general public through the two survey instruments, the planning process targeted certain local interests whose input was seen as especially critical to the future of Madison Heights. A list of stakeholders was generated by the Madison Heights Master Plan Advisory Committee, and included local elected and appointed leaders, property owners, business owners, church leaders, school administrators, and VDOT officials, among others. Identified stakeholders were invited to meet with County staff and plan consultants in unscripted meetings to ask questions and provide input on the future of Madison Heights.

In each case, consultants offered brief opening comments including a recap of the project purpose and scope, a summary of the roles in the process, and a summary of the project schedule and input opportunities. Many stakeholder conversations also included discussion of the proposed mixed-use development under County considerations for portions of the Core Development Area (Tyler Tracts) referred to as the Patel application.

Meetings were held both virtually and in-person on a variety of dates between May 17<sup>th</sup> and June 13<sup>th</sup>, 2022. Summary notes from each stakeholder meeting are presented below.

### Project Briefing to the Amherst County Board of Supervisors: *May 17th, 2022*

The Board of Supervisors provided brief comments about issues and opportunities for the project and next steps:

- Public input is very important to this process, especially ensuring that we get good survey responses from a broad cross section of residents and businesses in Madison Heights.
- Specific outreach to property owners in the study area is also important to get their opinions on their desires for their properties as well as for the study area as a whole
- In addition to the importance of the Core Development Area and the Central Virginia Training Center as catalysts for the whole study area, the planners should look at infill opportunities. For example, infill sites along old Wright Shop Rd could spur investment along that corridor.
- A key issue that was emphasized was the revitalization of business 29. Opportunities for access management, greater safety and congestion relief should go hand in hand with opportunities for revitalization of aging commercial structures to create a better gateway for the project as a whole.

### Stakeholder Meeting: *May 25th, 2022*

*Rick Youngblood (VDOT), Robert Brown (VDOT), David Cook (VDOT), Kelly Hitchcock (Central Virginia Planning District Commission)*

- VDOT has made comments on Phase 1 of the Patel proposal; not yet on Phase 2
  - VDOT has met with the applicant and is expecting a full traffic impact analysis
  - A full traffic impact analysis may be 6+ months away
- The Patel proposal includes 3 total intersections on 29, with a stoplight proposed for the southern-most one
- Does Greater Lynchburg Transit serve this area? (Route 5?)

- If so, bus stop improvements would be required for development
- Amherst County submitted for a roundabout at 29 and Amelon road, but VDOT staff find this project unlikely
  - Efforts are underway to revise designs for this area
- Michael Baker is currently finalizing a 29 corridor study
  - This work includes a buildout analysis of the Tyler tracts in its traffic forecasting
  - Study includes grass medians, access management, gateways/roundabouts, and tree/parkway treatments
- Region hopes that this master plan will acknowledge pedestrians in Old Madison Heights who walk to the north
- Region's long-term vision is to connect CVTC to Business 29 with a trail network
  - Federal money may be available for this through Connecting Communities or other programs
- There will be a need for wayfinding to reach Old Town Madison Heights, CVTC, etc.

### Stakeholder Meeting: June 1<sup>st</sup>, 2022

*Beverly Jones, Sabrina Kennon, Calvin Kennon, Jennifer Eaton*

- Overall supportive of a master plan for Madison Heights
  - Feel that Madison Heights is poised to take advantage of the growth of the Lynchburg area due to its proximity
  - A loyal community will make for good business
- Would like to see a place that feels like the center of a community
  - A place for people to gather
- Potential for a park space at the center
  - Recreation amenities would be welcome, including trails, etc.
  - Feel there is no need for sports fields
  - A YMCA would be a good addition
  - Love the Millar Park pool
- Is there potential to connect the Core Development Area to CVTC and Lynchburg?
- Madison Heights once had more small businesses; chains have now replaced some of these
  - Businesses existed along Wrights Shop Road but closed as 29 became the focus of development
- Existing strip commercial development is an asset, in that it provides goods and services that people need
- There is a general lack of community buy-in in this area
  - Many people think nothing will/can ever happen here
- Need for near-term actions such as landscaping to overcome general pessimism in the community
  - Recent beautification plantings have been great
- In particular, the Madison Heights end of the 5<sup>th</sup> Street bridge along Route 163 (near Riveredge Park) needs beautification
- Residents consider the Woodland Circle neighborhood to be part of Madison Heights

- Great views are available in many locations

### Stakeholder Meeting: June 2<sup>nd</sup>, 2022

*Steve Esterline (Temple Baptist Church), Mike Cook, Victoria Watts, Luther Beverly, William Wells (Amherst County Schools)*

- Concern about the impact of housing growth on the County’s school system
  - Some elementary schools are already at capacity
- There is a need for hotels to serve community events
  - Visiting sports teams planning games or tournaments in Amherst must stay in Lynchburg
- Would like to see fewer vape shops on 29
- There was once a train station in Monroe that served as a community center. Could the station be revitalized (*note: the Monroe station is outside of the Madison Heights Master Plan study area*)
- Need for places that serve families, such as restaurants, trails, parks, and other activities
  - Need a more proactive and engaging community center
  - A YMCA would be welcome
- Would like to see a Madison Heights-specific business group like existing Lynchburg Small Business Center, Lynchburg Regional Business Alliance, Chamber of Commerce, etc.
  - This organization could serve as a local business coach/incubator
  - Coworking space is also a need for new small businesses
- Can the County provide incentives to renovate businesses or to attract desired businesses like hotels and restaurants?
- Tourism is welcome in Madison Heights and should be encouraged/market
- Need bus transportation – there is currently a lack of facilities for those without cars
- Opportunity Zones could provide a source of funding
  - The CVTC site is classified as an Opportunity Zone
- Trails and Parks at CVTC
- Marketing efforts are needed to deal with the stigma that Madison Heights is too far away
- There is a need for pedestrian lighting
  - In locations where sidewalks have been installed
  - On 5<sup>th</sup> Street and Carter Glass Bridges
- Signs could help to identify and brand the area
- Need for broadband internet
  - County has received \$6 million to support service outside the existing Comcast service area. Fiber will be run to these areas within the next two years

### Stakeholder Meeting: June 13<sup>th</sup>, 2022

*Margaret Ellington, Allen Freeman Jr., Richard Jordan, Patricia Jordan, Ronnie Adams, Jason Weber, Susan Murray, Kelly Hitchcock*

- Concerned about the connection show between the Patel property and Trojan Road at Monelison Middle School
  - This area can already be very busy at school pickup/drop off times
  - Patel plans show a church here. How will it be accessed? From Trojan Road or from 29 through the balance of the Patel property
  - Concern that use of the proposed church beyond Sunday services (such as private school use) would cause traffic issues
- Concerns for impact of new development on local schools.
  - This area is divided between two existing school districts; Madison Heights and Amelon
- What buffer will be included at the proposed church on the Patel property?
  - Do not want grading and clearing right up to the property line
- The Core Development Area as shown includes some existing single-family homes – a concern for local residents
- General concerns about change, or that property taxes will go up because of growth and development
  - Why develop Madison Heights when Lynchburg still has undeveloped property?
- Some participants in support, but some opposed, to a potential new interchange at Galts Mill Rd (Rt. 622) and 29 Bypass
- A need in this area for additional restaurants
- The Seminole Drive/Lakeview subdivision needs additional access points

# Madison Heights

Conceptual Master Plan

## Economic Documentation





**To: Jeremy Bryant, Planning Director  
Amherst County, Virginia**  
**From: Russell Archambault, Vice President and Principal  
RKG Associates, Inc.**  
**Re: Madison Heights Master Plan  
Market Analysis Summary Findings**  
**Date: May 23, 2022**

In conjunction with the Madison Heights Master Plan, RKG Associates, Inc. analyzed a number of factors in order to assess Amherst County’s potential to support new growth and development in the Madison Heights area in the future. Of specific relevance to this technical memorandum, is a recent development proposal submitted by a group of local property owners representing what is known as the Tyler Tract, which is located along Business Route 29, approximately 3.5 miles north of the James River at the Percival Island Natural Area.

The owners are currently seeking a rezoning of roughly 175 acres of the Tyler Tract, east of Business Route 29 for a horizontal mixed-use development with commercial frontage on Route 29 and a residential development consisting of 852 apartments, 208 townhomes and 83 single family homes for a total of 1,143 new residential units. In a meeting with the developer and his

**Proposed Patel Town Center Development – Master Plan Concept**



design team on May 18, 2022, the owner stated that the final development program would be increased to: (1) 950 multi-family units, (2) 350 townhomes, and (3) 100 single-family detached homes on half-acre lots, for a total of 1,400 residential units. The commercial development program will consist of 75,000 SF of retail shops, a specialty grocery store, restaurants (sit-down and drive thru) and gas/convenience retail space.

## 1. DEMOGRAPHIC OVERVIEW

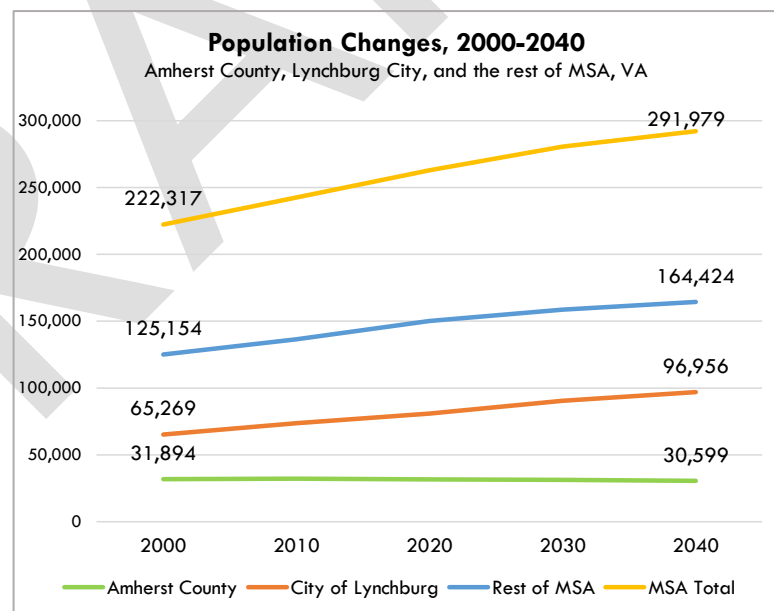
RKG Associates prepared an analysis of demographic, economic, housing, development trends, and future housing demand for Amherst County, VA, and analyzed trends in Lynchburg City, VA, the rest of Lynchburg MSA counties (including Appomattox County, VA, Bedford County, VA, and Campbell County, VA). The Lynchburg MSA will drive the future demand for real estate and population change and must be analyzed in the context of what’s possible for both the Tyler Tract Development Proposal, as well as the Central Virginia Training Center. The following sections summarize the findings from the above analyses and begin to shape the development outlook for the Madison Heights area.

### A. Population Trends and Projections (2000-2040)

According to the Weldon Cooper Center, the population in the Lynchburg MSA has been experiencing population growth since 2000 and is projected to continue growing out to 2040. One exception to this trend is Amherst County, which initially experienced population growth of 421 people between 2000 and 2010, but then began losing population after 2010. Over the next twenty years, Weldon Cooper Center projects additional losses out to 2040, counter to regional forecasts.

The population of Amherst County in 2020 stood at 31,782, which is 12.1% of the MSA’s total population of 262,937 in 2020. In 2040, Amherst County’s population is estimated to decrease by 1,183 to 30,599, which will be 10.5% of the MSA’s estimated population of 291,979. In addition, it is projected that Amherst County’s population decline will speed up between 2030 and 2040 by 2.6% during that decade, which would be faster than the previous two decades since 2010 (Figure 1, Table 1).

Figure 1



Source: U.S. Census American Community Survey 5-Year Estimates, Cooper Center, and RKG Associates, Inc., 2022



**Table 1**

**Population Trends, 2010-2030**

**Amherst County, City of Lynchburg, and the Rest of Lynchburg MSA Counties (Appomattox County, Bedford County, Campbell County)**

	2000	2010	2020	2030	2040	Change 2000-2010		Change 2010-2020		Change 2020-2030		Change 2030-2040	
	Count	Count	Count	Count	Count	Actual Chg.	% Chg.	Actual Chg.	% Chg.	Actual Chg.	% Chg.	Actual Chg.	% Chg.
<b>Amherst County</b>	31,894	32,315	31,782	31,402	30,599	421	1.3%	(533)	-1.65%	(380)	-1.2%	(803)	-2.6%
<b>City of Lynchburg</b>	65,269	73,726	80,970	90,526	96,956	8,457	13.0%	7,244	9.83%	9,556	11.8%	6,430	7.1%
<b>Rest of MSA Counties</b>	125,154	136,524	150,185	158,671	164,424	11,370	9.1%	13,661	10.01%	8,486	5.7%	5,752	3.6%
<b>MSA Total</b>	<b>222,317</b>	<b>242,565</b>	<b>262,937</b>	<b>280,600</b>	<b>291,979</b>	<b>20,248</b>	<b>9.1%</b>	<b>20,372</b>	<b>8.40%</b>	<b>17,663</b>	<b>6.7%</b>	<b>11,379</b>	<b>4.1%</b>

Source: American Community Survey 2010 and 2020 5-Year Estimates, Cooper Center, and RKG Associates, Inc., 2022

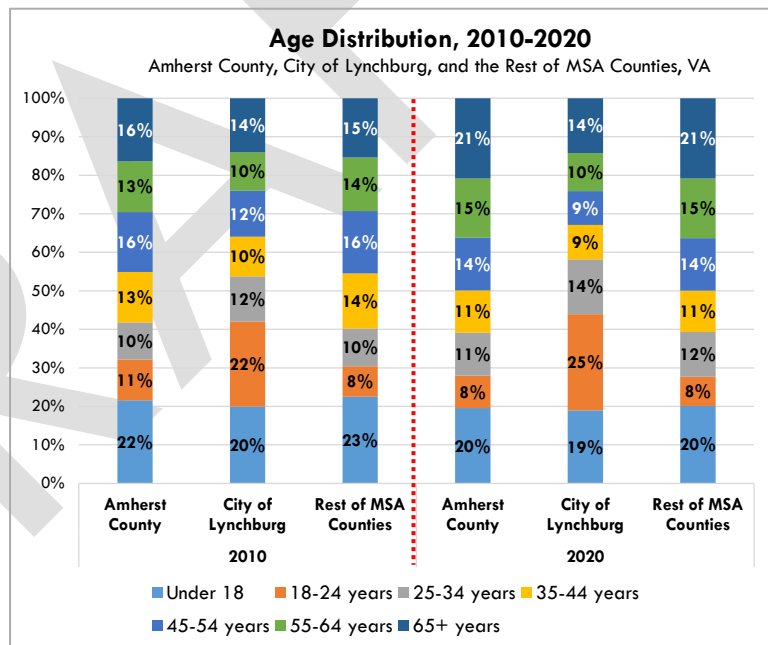
This suggests that unless Amherst County can reverse its growth trends, it is not well positioned to drive the demand for future housing and population change. However, the region’s projected growth is a positive driver for the MSA and can be tapped to some degree, if the County takes a more strategic growth posture and makes decisions that support private investment in employment and housing.

**B. Population Age Distribution**

A common trend in Amherst County, Lynchburg City, and the rest of MSA is the increase of persons in the 25-to-34-year-old age group and the senior group aged 55 and above between 2010 and 2020. It’s worth noting that the 25 to 34 age cohort is typically comprised of people looking to rent their living space, before they are ready to purchase something more permanent and start a family. These are people that have completed their education in most cases and are just in the early stages of their career or full-time work life.

Amherst County has seen slower growth (13.5% change) in the age group of 25 to 34 years compared to the other two geographies (above 30% change) during the previous decade. This likely suggests that Lynchburg City and the rest of MSA counties have been attracting more young renters than Amherst County between 2010 and 2020 (Figure 2).

**Figure 2**



Source: U.S. Census American Community Survey 5-Year Estimates and RKG Associates, Inc., 2022

**C. Household Trends**

Households have increased in the MSA as a whole, with nonfamily households increasing faster than family households between 2010 and 2020. This is especially true in the rest of MSA counties (including Appomattox County, VA, Bedford County, VA, and Campbell County, VA), as this

geography has captured most of the MSA’s household gains with a growth rate (10.2%) doubling the MSA (5.7%) during this decade.

In contrast, Amherst County’s households have decreased by 4.3% during the same period, with only its nonfamily households growing while family households declined (Table 2). Non-family household growth would typically include unrelated people living in a rental housing setting. Overall, the declining household trend is not ideal for Amherst County’s future housing demand, but household gains in the MSA are a positive trend for the future housing development project.

#### D. Median Household Income

Over time, households generally increase due to inflation. Amherst County has 23.9% of its households earning this highest income band above \$100,000, and 44.9% earning below \$50,000, which generally aligns with the MSA levels (Figure 3).

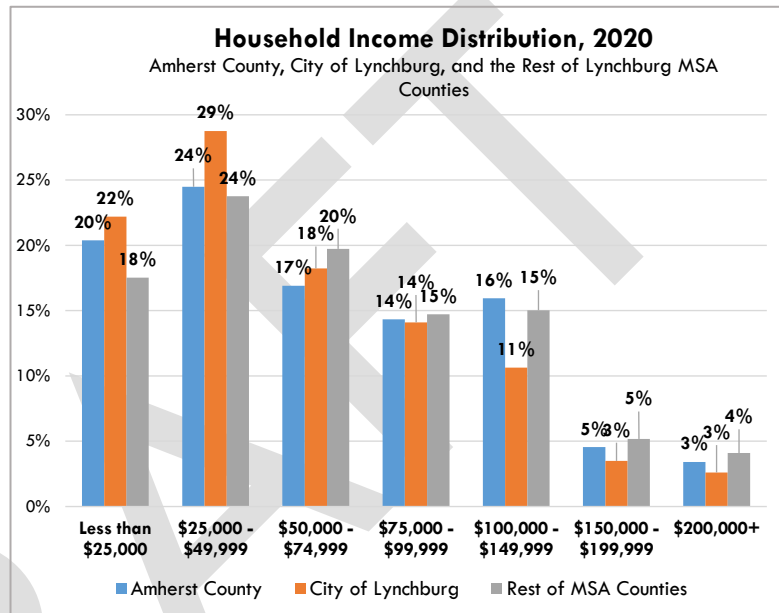
Amherst County’s median household income in 2020 stood at \$57,368, which is slightly higher than the MSA level of \$56,983. The County’s median household income also increased by 28.2% between 2010 and 2020, This median household income growth in Amherst County is mostly contributed by owner-occupied households, as Amherst County’s renter-occupied household’s median household income

**Table 2**  
**Household Trends, 2010-2020**  
**Amherst County, City of Lynchburg, and the Rest of Lynchburg MSA Counties**

	2010	2020	Change 2010-2020	
	Count	Count	Actual Chg.	Ann. % Chg.
<b>Amherst County</b>	12,706	12,161	(\$545)	-4.29%
<b>City of Lynchburg</b>	27,875	28,223	348	1.25%
<b>Rest of MSA Counties</b>	55,131	60,739	5,608	10.17%
<b>MSA Total</b>	95,712	101,123	5,411	5.65%

Source: American Community Survey 2010 and 2020 5-Year Estimates, ESRI and RKG Associates, Inc., 2022

**Figure 3**



Source: U.S. Census American Community Survey 5-Year Estimates and RKG Associates, Inc., 2022

**Table 3**  
**Median Household Income by Tenure, 2010-2020**  
**Amherst County, City of Lynchburg, and Lynchburg MSA**

	2010	2020	Change	% Chg.
<b>Amherst County</b>				
Total	\$44,757	\$57,368	\$12,611	28.2%
Owner-Occupied Household	\$51,873	\$68,481	\$16,608	32.0%
Renter-Occupied Household	\$29,118	\$29,047	(\$71)	-0.2%
<b>City of Lynchburg</b>				
Total	\$37,058	\$49,201	\$12,143	32.8%
Owner-Occupied Household	\$52,200	\$69,019	\$16,819	32.2%
Renter-Occupied Household	\$24,523	\$35,554	\$11,031	45.0%
<b>Lynchburg MSA</b>				
Total	\$44,560	\$56,983	\$12,423	27.9%
Owner-Occupied Household	\$54,569	\$67,869	\$13,300	24.4%
Renter-Occupied Household	\$25,380	\$35,683	\$10,303	40.6%

Source: American Community Survey 2010 and 2020 5-Year Estimates and RKG Associates, Inc., 2022

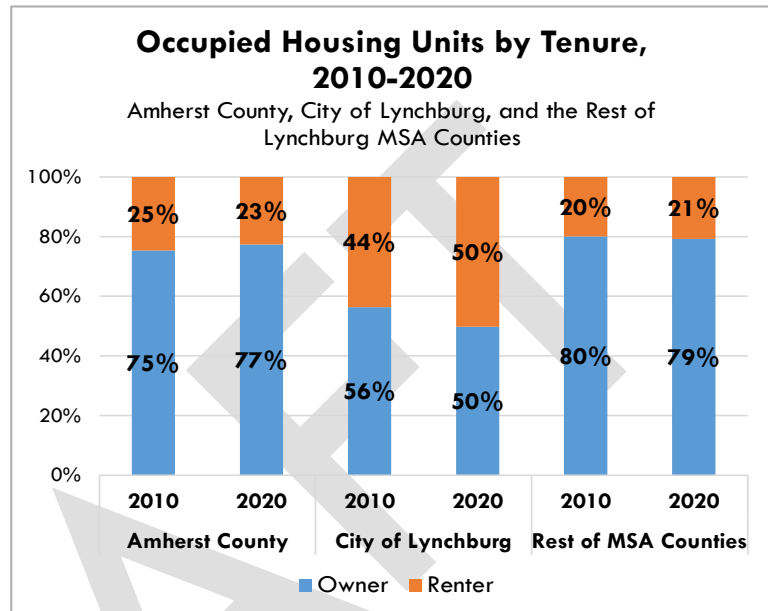
declined from \$29,118 in 2010 to \$29,047 in 2020, which is only around 81% of both the Lynchburg City and the MSA figures in 2020 (Table 3).

### E. Housing Tenure Trends

The MSA is dominated by owner-occupied households, with 70.8% of households being owner-occupied, and 29.2% renter-occupied in 2020. In comparison, Amherst County has a higher share of owner-occupied households at 77.4%, as well as proportionally fewer renter households than the MSA in 2020. The City of Lynchburg has highest proportion of renters in the MSA, with 50.2% of its households being renters in 2020.

The City of Lynchburg and the rest of MSA counties have been experiencing an increase in renter households since 2010 (Figure 4). However, Amherst County has seen a decrease in the in number of both renter and owner households, with renter households declining faster (12.0%) than owner households (1.8%) during the past decade (Figure 4). On a percentage basis, ownership households have increased to 77% of all Amherst County households since 2010, despite their declining numbers.

Figure 4



Source: U.S. Census American Community Survey 5-Year Estimates and RKG Associates, Inc., 2022

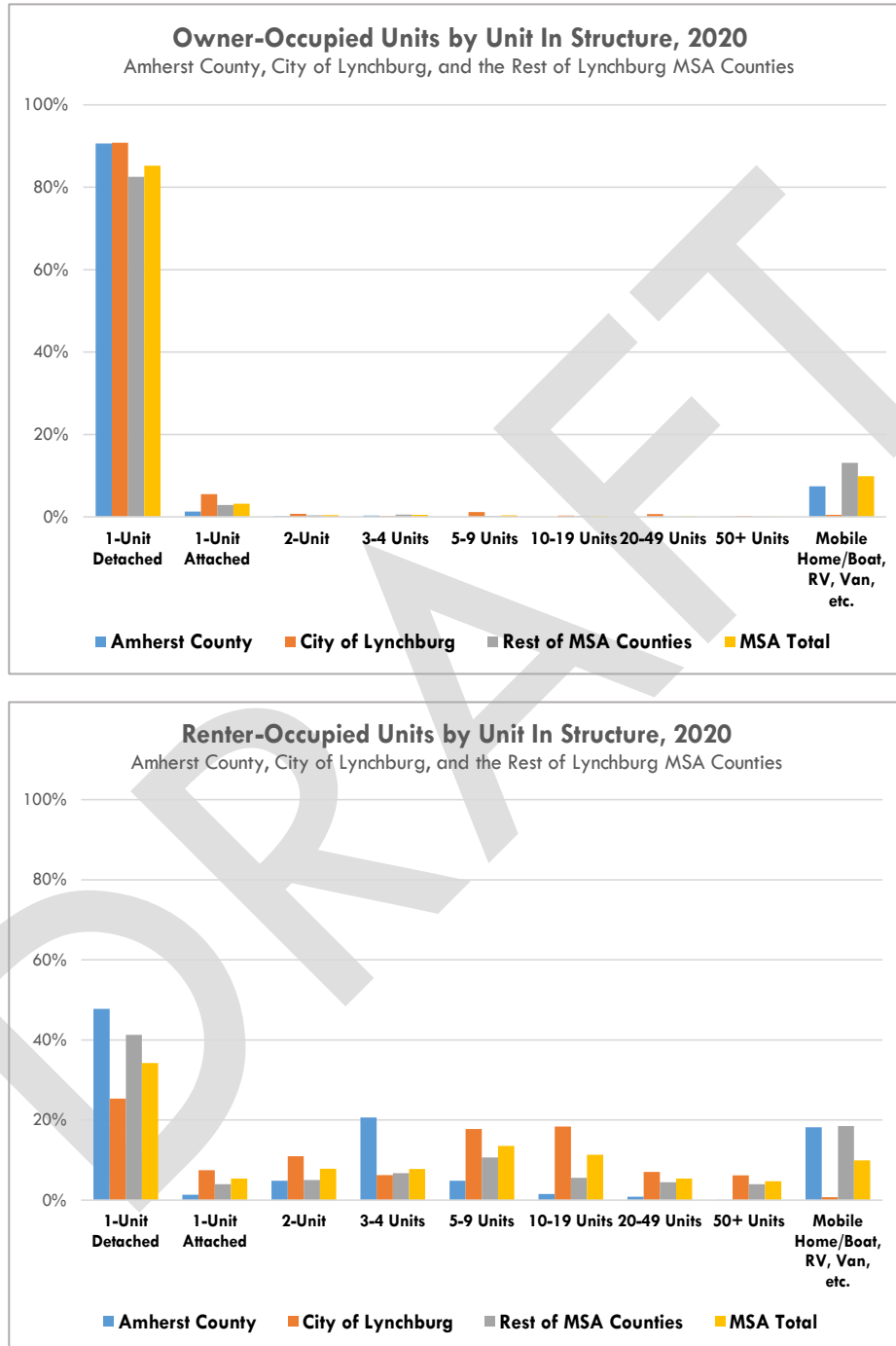
### F. Housing Unit Types by Tenure

Amherst County’s owner-occupied households were primarily (91.9%) living in single-family homes in 2020. However, because the county has a limited supply of apartment housing, almost half (49.1%) of renter-occupied units were in single-family homes in 2020, followed by 20.6% in small apartment buildings with three to four units. Approximately 18.2% of county residents live in mobile homes. Only 2.4% of Amherst County’s renter-occupied units live in multi-family buildings with 10 or more units, similar to those being proposed for the Patel Town Center development. Also, as stated earlier, the number of Amherst County’s renter- and owner-occupied units decreased between 2010 and 2020.

In comparison, the MSA has 21.3% of its renter-occupied units in multi-family buildings with 10 or more units in 2020. The number of renter-occupied units have increased four times faster than owner-occupied units between 2010 and 2020, especially renter-occupied units in buildings with 20 or more units, which have increased by 64% (1,162 units) during these ten years. This multi-

family renter-occupied unit growth is largely captured by the rest of the MSA counties (926 units) (Figure 5).

**Figure 5**



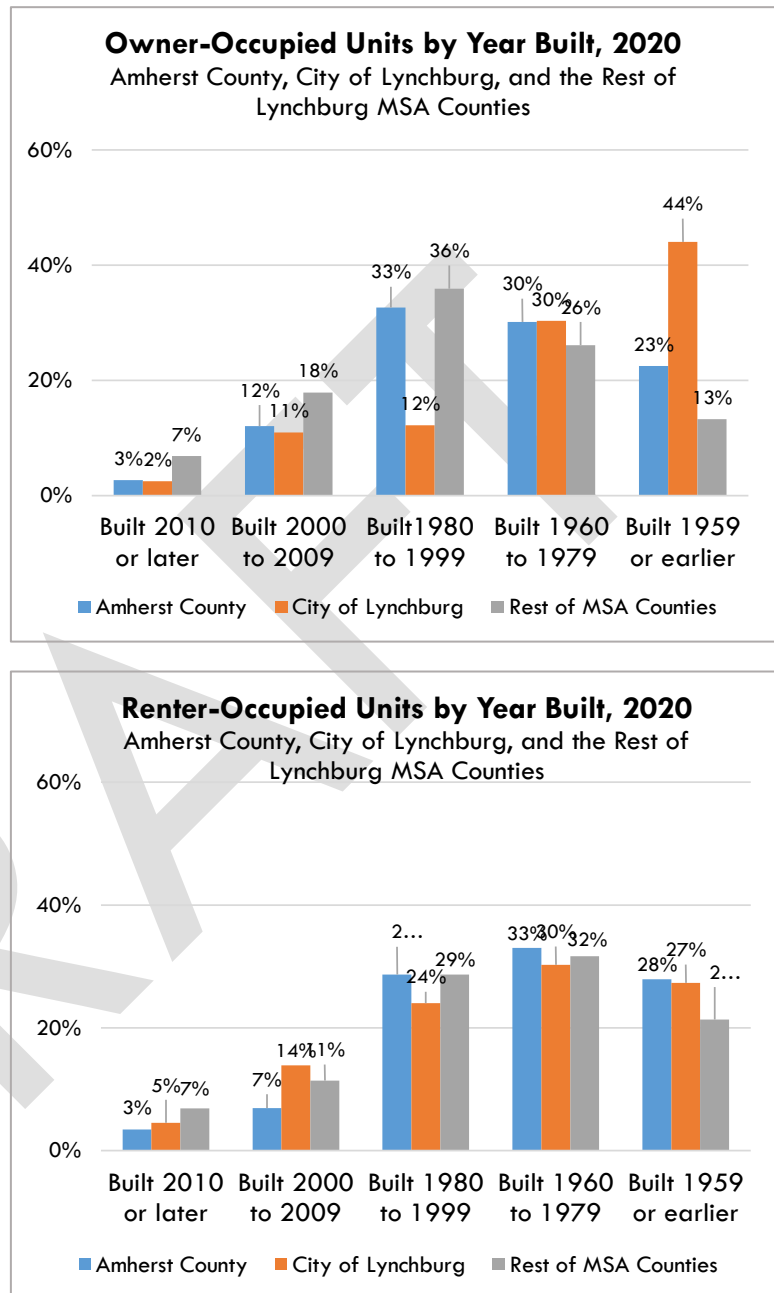
Source: U.S. Census American Community Survey 5-Year Estimates and RKG Associates, Inc., 2022

### G. Age of Housing

In the MSA, almost half of its owner-occupied housing units were built before 1980, and slightly more (52.6%) of Amherst County’s owner-occupied housing units were more than 40 years old in 2020. Amherst County’s renter-occupied housing stock is older compared to its ownership housing stock, with 60.9% of units built before 1980, compared to 55.9% in the MSA.

Amherst County has seen fewer new ownership and renter units built between 2010 and 2020 compared to the rest of the MSA, with only 2.7% and 3.5% built in the past decade, respectively. This means that the county’s housing stock is slightly older than the MSA and has not been experiencing as much new housing development since 2010 – a period of very strong housing growth in the U.S. This reinforces the earlier finding that future housing development in the Madison Heights area will likely have to tap into broader regional housing demand to be successful (Figure 6).

Figure 6

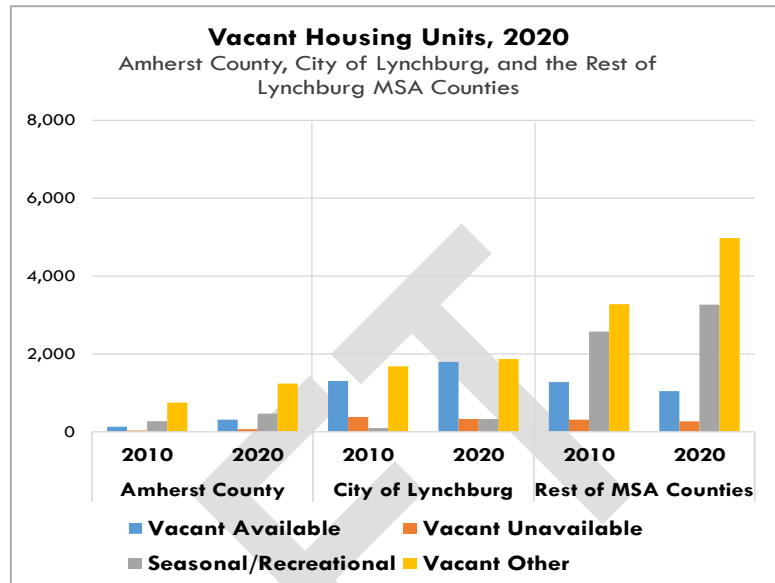


Source: U.S. Census American Community Survey 5-Year Estimates and RKG Associates, Inc., 2022

## H. Housing Vacancy

In all the study areas (Amherst County, Lynchburg City, rest of MSA counties, and MSA), housing vacancies have increased between 2010 and 2020, and the MSA vacancy rate rose from 11.2% in 2010 to 13.6% in 2020. However, Amherst County experienced the highest vacancy rate in 2020, and the fastest increase during the ten years, from 8.5% to 14.6%. This could be a market response to the county’s declining population and household trends during the past decade (Figure 7).

Figure 7

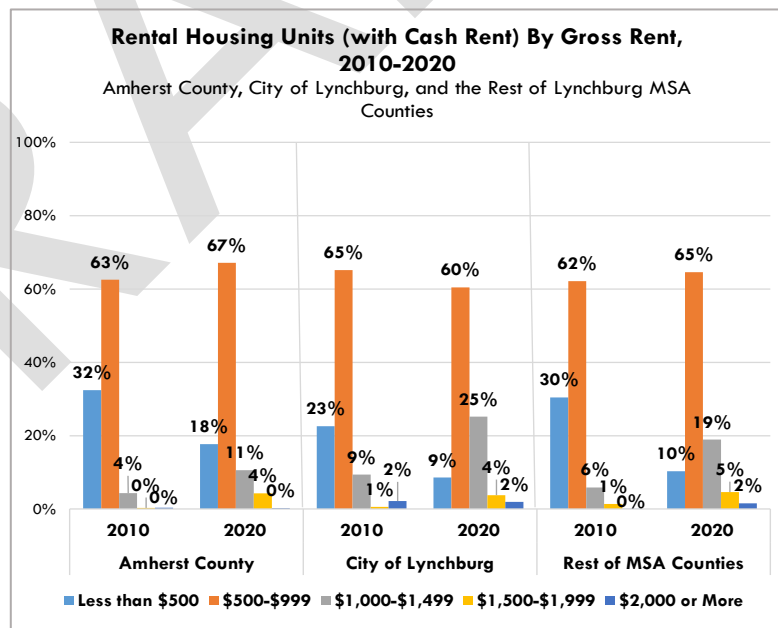


Source: U.S. Census American Community Survey 5-Year Estimates and RKG Associates, Inc., 2022

## I. Gross Rent

In all MSA study areas, over 90% of rental units charging cash rents had monthly gross rents below \$1,500 in 2020. Amherst County had the highest share (95.4%) of its rental units with cash rent below this range, which aligns closely with the County’s lower renter household income levels in 2020. This indicates that Amherst County has a more affordable rental housing supply than Lynchburg City and the rest of MSA counties in 2020.

Figure 8



Source: U.S. Census American Community Survey 5-Year Estimates and RKG Associates, Inc., 2022

The most affordable rental units charging below \$500 monthly have decreased while rental units charging at or above \$1,000 have grown in all the study areas. Many of these pricing changes are due to inflationary adjustment to rental rates over the past decade, as well as increased demand for rental housing options in the region (Figure 8).

## J. Home Value

Roughly 60.6% of the homes in the MSA had values below \$200,000, and 5.3% were at or above half a million in 2020. Amherst County had the highest share (70.1%) of homes falling in the affordable range below \$200,000, and the lowest share (3.3%) in the top range at or above half a million. This reinforces the finding that more affordable housing ownership is possible in Amherst County, but it also could be a reflection of condition issues associated with the county's older housing stock, as compared to the rest of the MSA jurisdictions in 2020. Without the steady replacement of housing over time, home values can decline, and individual units may command lower prices on the "for-sale" market.

By comparison, the rest of MSA counties (Appomattox County, VA, Bedford County, VA, and Campbell County, VA combined) had proportionally more homes valued in the higher ranges compared to Lynchburg and Amherst County, suggesting a less affordable and more sought-after ownership home market in the MSA in 2020 (Table 4).

**Table 4**  
**Home Value, 2010-2020**  
**Amherst County, City of Lynchburg, and the Rest of Lynchburg MSA Counties**

	2010		2020		Change 2010-2020	
	Count	Percent	Count	Percent	Actual Chg.	% Chg.
<b>Amherst County</b>						
<b>Total Ownership Housing Units</b>	<b>9,576</b>	<b>100.0%</b>	<b>9,408</b>	<b>100.0%</b>	<b>(168)</b>	<b>-1.8%</b>
Less than \$50,000	951	9.9%	665	7.1%	(286)	-30.1%
\$50,000-\$99,999	1,969	20.6%	1,189	12.6%	(780)	-39.6%
\$100,000-\$149,999	2,225	23.2%	2,181	23.2%	(44)	-2.0%
\$150,000-\$199,999	1,993	20.8%	2,562	27.2%	569	28.5%
\$200,000-\$249,999	914	9.5%	1,023	10.9%	109	11.9%
\$250,000-\$499,999	1,343	14.0%	1,473	15.7%	130	9.7%
\$500,000-\$999,999	134	1.4%	310	3.3%	176	131.3%
\$1,000,000 or More	47	0.5%	5	0.1%	(42)	-89.4%
<b>City of Lynchburg</b>						
<b>Total Ownership Housing Units</b>	<b>15,707</b>	<b>100.0%</b>	<b>14,050</b>	<b>100.0%</b>	<b>(1,657)</b>	<b>-10.5%</b>
Less than \$50,000	1,000	6.4%	637	4.5%	(363)	-36.3%
\$50,000-\$99,999	3,754	23.9%	2,408	17.1%	(1,346)	-35.9%
\$100,000-\$149,999	4,053	25.8%	2,862	20.4%	(1,191)	-29.4%
\$150,000-\$199,999	3,331	21.2%	3,767	26.8%	436	13.1%
\$200,000-\$249,999	1,477	9.4%	1,727	12.3%	250	16.9%
\$250,000-\$499,999	1,513	9.6%	2,135	15.2%	622	41.1%
\$500,000-\$999,999	513	3.3%	503	3.6%	(10)	-1.9%
\$1,000,000 or More	66	0.4%	11	0.1%	(55)	-83.3%
<b>Rest of MSA</b>						
<b>Total Ownership Housing Units</b>	<b>44,129</b>	<b>100.0%</b>	<b>48,105</b>	<b>100.0%</b>	<b>3,976</b>	<b>9.0%</b>
Less than \$50,000	5,388	12.2%	3,596	7.5%	(1,792)	-33.3%
\$50,000-\$99,999	6,334	14.4%	5,669	11.8%	(665)	-10.5%
\$100,000-\$149,999	8,684	19.7%	7,782	16.2%	(902)	-10.4%
\$150,000-\$199,999	8,645	19.6%	10,030	20.9%	1,385	16.0%
\$200,000-\$249,999	4,980	11.3%	6,828	14.2%	1,848	37.1%
\$250,000-\$499,999	7,648	17.3%	11,230	23.3%	3,582	46.8%
\$500,000-\$999,999	2,070	4.7%	2,575	5.4%	505	24.4%
\$1,000,000 or More	380	0.9%	395	0.8%	15	3.9%
<b>MSA Total</b>						
<b>Total Ownership Housing Units</b>	<b>69,412</b>	<b>100.0%</b>	<b>71,563</b>	<b>100.0%</b>	<b>2,151</b>	<b>3.1%</b>
Less than \$50,000	7,339	10.6%	4,898	6.8%	(2,441)	-33.3%
\$50,000-\$99,999	12,057	17.4%	9,266	12.9%	(2,791)	-23.1%
\$100,000-\$149,999	14,962	21.6%	12,825	17.9%	(2,137)	-14.3%
\$150,000-\$199,999	13,969	20.1%	16,359	22.9%	2,390	17.1%
\$200,000-\$249,999	7,371	10.6%	9,578	13.4%	2,207	29.9%
\$250,000-\$499,999	10,504	15.1%	14,838	20.7%	4,334	41.3%
\$500,000-\$999,999	2,717	3.9%	3,388	4.7%	671	24.7%
\$1,000,000 or More	493	0.7%	411	0.6%	(82)	-16.6%

Source: American Community Survey 2010 and 2020 5-Year Estimates and RKG Associates, Inc., 2022

## 2. ECONOMIC OVERVIEW

### A. Employment and Earnings

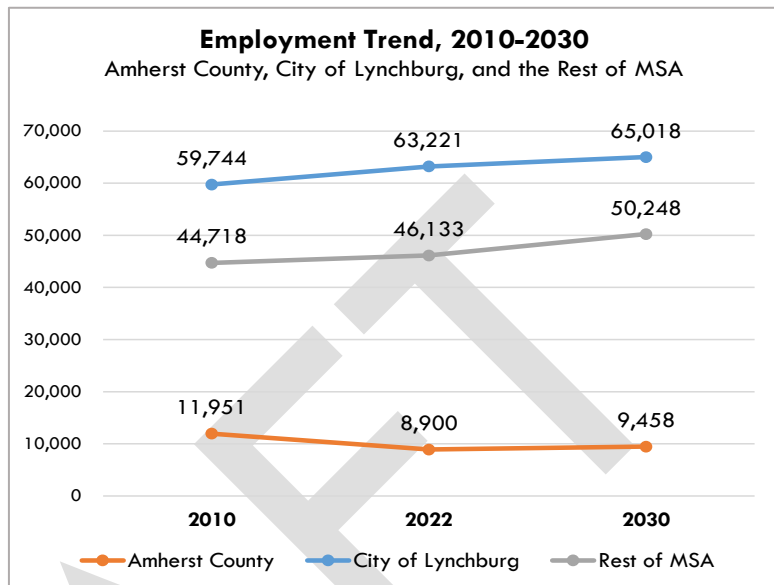
MSA employment levels grew (by 1.6%) between 2010 and 2022 and are projected to increase 5.5% through 2030. Amherst County’s employment base dropped by 25.5% with a loss of 3,051 jobs (Table 5). Though it is projected to grow slightly faster than the MSA through 2030. The jobs lost since 2010 are not likely to be replaced by 2030, with a projected gain of 558 jobs (Figure 9).

The biggest employment loss in Amherst County was in the state government sectors, which included the Central Virginia Training Center, which lost over 2,400 jobs during the 2010 to 2022 period. It is worth noting that this period includes the severe economic impacts associated with the Covid-19 Pandemic, which started in March of 2020. This event had profound economic impacts for the country and most communities. Even two years, later employment levels have not yet

returned 100% to pre-Covid levels and the structure of the economy has shifted in many respects. The top 10 industries experiencing employment losses since 2010 are included in Table 5, but these employment losses have been partially offset by employment gains in other industries.

The major industry in Amherst County in 2022 is Government, followed by Manufacturing and Retail Trade. The 2022 average earning per job for the Government industry is \$52,964, which is equal to 95% of the MSA average. The average annual earnings per job in Manufacturing and Retail Trade are \$78,325 and \$31,789, respectively, which are only 96% and 92% of the MSA levels for those industries, respectively. Including all industry employment, the annual average earnings per job in Amherst County in 2022 is \$48,638, which is 90% of the MSA level of \$53,889.

Figure 9



Source: EMSI and RKG Associates, Inc., 2022

Table 5  
Top 10 Industries with Most Job Loss, 2010-2022  
Amherst County, VA

NAICS	2010	2022	2010-2022	
			Actual Chg.	% Chg.
<b>Total</b>	<b>11,951</b>	<b>8,900</b>	<b>(3,051)</b>	<b>-25.5%</b>
902 State Government	2,549	112	(2,437)	-95.6%
903 Local Government	1,703	1,272	(431)	-25.3%
611 Educational Services	900	514	(386)	-42.9%
326 Plastics and Rubber Products Manufacturing	312	149	(164)	-52.4%
484 Truck Transportation	324	166	(158)	-48.8%
322 Paper Manufacturing	289	151	(138)	-47.8%
561 Administrative and Support Services	279	173	(106)	-38.1%
238 Specialty Trade Contractors	562	491	(71)	-12.7%
332 Fabricated Metal Product Manufacturing	149	81	(68)	-45.5%
517 Telecommunications	73	20	(54)	-73.3%

Source: EMSI and RKG Associates, Inc., 2022



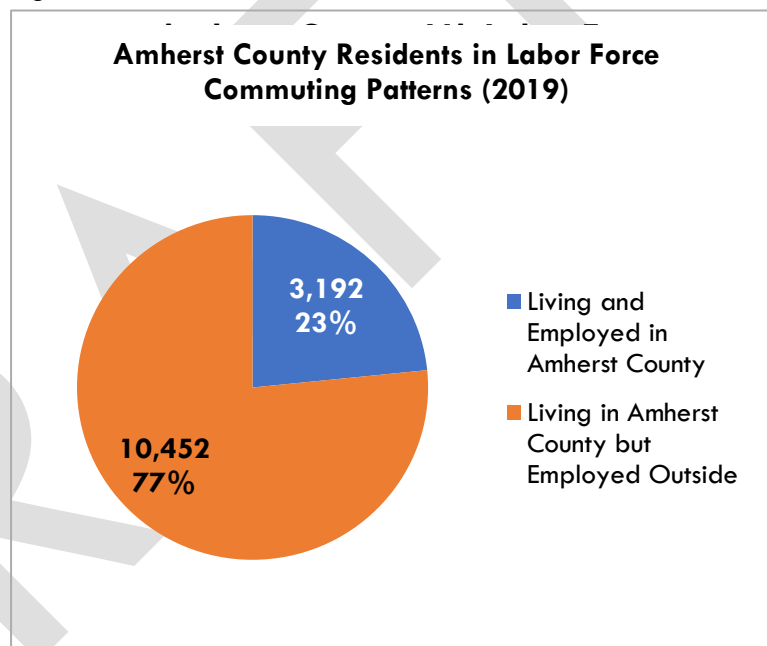
The top three major growth industries in Amherst County between 2022 and 2030 are projected to be Manufacturing, Health Care and Social Assistance, and Accommodation and Food Services. The average earnings per job in Health Care and Social Assistance is \$44,266, which is 70% of the MSA level, and the average earnings per job in Accommodation and Food Services is only \$21,246, which is 98% of the MSA average for those industries.

These trends indicate that the county is experiencing weaker labor market conditions and the workforces is losing some buying-power compared to the MSA. The county's goals to redevelop the CVTC and spur the development of the Tyler Tract are two tangible initiatives to reverse these trends and to get Amherst County on a different growth trajectory.

## B. Commuting Patterns

RKG obtaining commuting data from OnTheMap, which uses data sourced from U.S. Census Bureau Center for Economic Studies and LEHD. Among the 13,644 members of the labor force living in Amherst County in 2019, only 24% or 3,192 lived and worked in the County, and 77% traveled outside of the County each workday. The top three work destinations outside of Amherst County were Lynchburg City (44%), Campbell County (9%), and Bedford County (8%). This means 62% of the Amherst County residents who commuted out of the County for employment worked within the MSA in 2019 (Figure 10).

Figure 10



Source: OnTheMap.com, U.S. Census Bureau Center for Economic Studies, LEHD, and RKG Associates, Inc., 2022

Among the 8,334 workers employed in Amherst County in 2019, 62% lived outside of the County and commuted into the County for work. Among these in-commuters, 54% lived within the MSA, with 23% residing in Lynchburg City, 14% from Campbell County, and 11% from Bedford County in 2019 (Figure 11).

With recent employment losses, Amherst County does not have a robust economic base to drive future population growth, and future housing demand will most likely come from people who are working in the rest of the MSA and Lynchburg City and choose to live in Amherst County because of its comparative lower housing costs.

### 3. DEVELOPMENT TRENDS (2000 to Present)

In order to understand recent development activity, RKG Associates analyzed property assessment records for both Amherst County and the City of Lynchburg. Lynchburg is the closest real estate market area with the greatest potential to influence future real estate demand in the Madison Heights study area.

The following analysis examined new development activity, more specifically residential development of all property types, since 2000. Property assessment data is generally more complete and up to date than census-sourced data. The data also provide information on the size, location, value, and sales activity associated with new development.

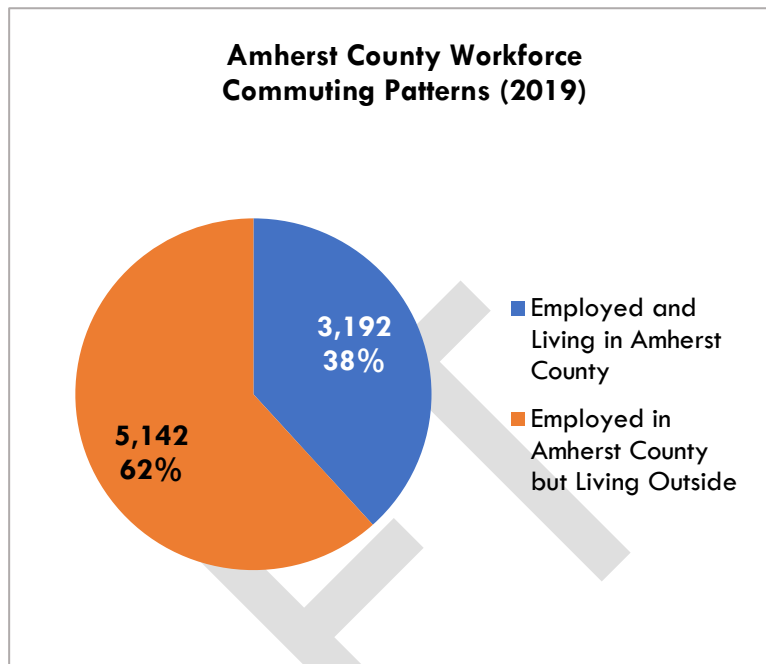
#### A. Amherst County

##### 1. Housing Development Activity Since 2000

Roughly 14.4% (2,032 units) of the housing units in Amherst County (14,127 total units) have been constructed since 2000, which equates to an average of 92 units per year. This does not include over 400 manufactured housing units that have been erected over the past 21.3 years. Among these new housing units, 1,677 units were built between 2000 and 2009, and 767 units have been built since 2010, which equates to 63 units per year over the past 12 years. Most of these homes have been built in small subdivisions or on scattered lots throughout the county.

In just the past five years since 2017, there have only been 295 new housing units built in Amherst County that were not classified as manufactured housing, which equates to roughly 59 units per year. These housing development trends emphasize the county's slow growth trend over the recent past and establish a baseline level of activity to judge any new developments in the future. Based on these recent county development trends, a project the size of the Tyler Tract Town Center development (1,400 units) would take over 23 years to build out. That being said, RKG

Figure 11



Source: OnTheMap.com, U.S. Census Bureau Center for Economic Studies, LEHD, and RKG Associates, Inc., 2022

skeptical about the rate of absorption, given the fact that 60% of the proposed units are multi-family apartments rather than single-family detached and townhomes. Apartment living has been very limited in Amherst County throughout its history, and it could take some time to develop this market. While it is likely that a share of current residents would have moved into such housing if it were available in the past, it is not a common housing type and it will have to compete with single-family rental homes and mobile homes in the future. At minimum, it will have to be priced competitively with units available in Lynchburg and other nearby projects.

Between 2000 and 2009, approximately 1,195 single-family detached units, 50 duplex units, 35 townhouses, 43 multi-family units within small apartment buildings (3-4 units), and 344 manufactured homes were constructed in the county. During this period, no apartments within larger apartment buildings were constructed. Since 2010, only 665 single-family detached units, 4 duplex units, 7 townhouses, 11 units in small apartment buildings (3-4 units), and 56 manufactured homes have been constructed. In addition, a former school building was renovated and converted into 22 apartments, which constitutes the only multi-family units delivered to the local market in this quantity over the past 22 years.

By all objective measures, Amherst County is a single-family detached market, with the vast majority of residents owning their homes. In fact, 88% of the new housing units built since 2010 and 91% built since 2017 are single-family homes or townhomes. In comparison, there have been only one multi-family rental project with over 20 units delivered to the market in the past 22 years. This fact runs counter to the proposed Town Center development which is planning to deliver 950 apartment units in structures containing 24 to 30 units each. The developer asserts that the project will take five to seven years to reach build-out. As a point of comparison, that would equate to 200 to 280 units delivered each year over that period – a period that’s likely to experience a housing market correction after 11 straight years of consistent expansion.

## **2. Recent Housing Profile – New Construction Since 2017**

Sales prices of newer built housing units in Amherst County have been increasing. For those homes that have been built since 2017 and have sold, the largest share (46.9%) of units last sold for under \$100,000, but 63.2% of units built in 2021 were last sold for between \$200,000 and \$299,999. The largest share (33.1%) of the units built since 2017 were on lands of one to five acres, but smaller lots have increased, with the share of developed lots under one acre increasing from 24.1% of all home lots in 2017 to 34.5% in 2021, indicating a market acceptance of greater housing density in the recent five years.

Roughly 34.9% of the housing units built since 2017 were between 1,500 and 2,000 square feet, and there are proportionally more units built in this size range since 2017. In addition, housing units between 2,500 and 3,000 square feet have also proportionally increased, from 9.1% of total units in 2017 to 24.1% of the units in 2021. The typical new home built in Amherst County since 2017 have three bedrooms (73.7%) and two full bathrooms (72.0%).

Given these recent trends, RKG views the proposed development as a project of generational impact; in that it could reverse the County's growth trajectory over the next generation. However, it's also more likely to build-out over a 20- to 30- year period and multiple development phases.

## B. Lynchburg City

### 1. Housing Development Activity Since 2000

Approximately 20.2% (6,845 units) were built in the City of Lynchburg since 2000, which averages to 311 new units per year. Among the 6,845 units built since 2000, 4,054 were built between 2000 and 2009 (an average of 450 units per year), and 2,791 units were built since 2010 (an average of 232 units per year). As such, Lynchburg has a much larger and more active housing market than any other MSA jurisdiction, but similar to Amherst County, their volume has slowed since 2010.

Much of the recent drop-off in housing development activity must be attributed to two major economic events. The first event was the Great Recession of 2008-2009, which was a financial and mortgage-related crisis that slowed most mortgage lending and homebuilding throughout U.S. markets for several years. Most communities did not start to recover from the recession until 2012 and most housing market recovered over several years. The second event was the Covid-19 Pandemic which stopped most housing-related sales and development for a few months in 2020, but quickly resumed activity later in the year. Since the start of the Pandemic, many housing markets throughout the U.S. have gone into hyperactive levels in terms of rapid housing appreciation and competitive sales activity. At the same time, new housing construction has dropped significantly since 2019 levels and housing shortages exist in many urban markets. These conditions are not evenly distributed across the country but are present in most of the largest metropolitan housing markets.

Compared to Amherst County, Lynchburg City has seen proportionally more higher-density condos and multi-family apartments with five units or more developed in recent decades, which suggests an increasing demand higher density housing products. Roughly 63% of all the housing units in Lynchburg City are single-family homes or townhomes, and 28% are condos or multi-family apartments with five or more units. However, only 47% of new housing units built since 2000 are single-family homes or townhomes and 50% are condos or multi-family apartments in the City. And since 2010, 38% are single-family homes or townhomes and 61% built are condos

#### **Saturating the Market with Too Much Land at One Time Could Cannibalize the Tyler Tract and CVTC Projects**

It is important to note that if the owner/developer decides not to develop the property himself, but rather sells-off large chunks of land to multiple builders/developers, there is the potential for developers to cannibalize each other competing for the same homebuyers and renters at the same time. If controlled by a master developer, the selling of land bays can be phased based on land absorption activity and market demand and not dumped on the market at the same time.

or apartments. Between 2010 and 2022, 1,049 units of single-family homes and townhomes were built, which is 87 units per year, and 1,704 units of condos and multi-family apartments were built, which is 142 units per year.

These findings suggest, in terms of both volume and housing/product type, Lynchburg City aligns more with the proposed Madison Heights development programming. This further illustrates the previous point that if there proposed Madison Heights development were to be realized, the future housing demand for this project will most likely have to come from Lynchburg City and the surrounding counties in the rest of the MSA.

## **2. Recent Housing Profile - New Construction Since 2017**

Since 2017, there have been 1,433 units built in Lynchburg City, which is 286 units per year, a pace slightly faster than since 2010. Among these 1,433 units, 384 units (27%) are single-family homes and townhomes, and 1,035 units (72%) are condos and multi-family apartments in buildings with five or more units.

There are roughly 17 major residential subdivisions containing single-family homes and townhomes with 10 or more lots that have been actively building new homes since 2017. They consist of active projects approved before 2017 or are projects approved since 2017. RKG estimates that 279 lots have been developed in these 17 subdivisions since 2017, which equates to an average of 16 home lots per subdivision developed in that five-year period. In addition, some of these major subdivisions are within five miles of the Madison Heights neighborhood.

Similar to Amherst County, the sales prices of homes from major subdivisions built since 2017 in Lynchburg City have been increasing. The City's sales prices are typically higher on average than in Amherst County. Among the housing units built in these major subdivisions in Lynchburg City since 2017, 30% of them were sold for between \$200,000 and \$299,999, and 21% were last sold for between \$100,000 and \$199,999. However, only 46% of homes were sold for at or above \$200,000, but 75% of the homes built in 2022 were last sold for this price range.

Roughly 89% of the homes built since 2017 in Lynchburg City have been on lots under 0.5 acres, which are smaller than the new lots developed in Amherst County, reflecting a higher housing density in Lynchburg City than in Amherst County. In addition, 40% of the homes built since 2017 in Lynchburg City are between 1,500 to 2,000 square feet, and 28% are between 1,000 and 1,500 square feet. Similar to Amherst County, proportionally more homes from major subdivisions that were built since 2017 in Lynchburg City have three bedrooms (64%) and two full bathrooms (68%).

## **3. Pipeline Development**

According to the approved plans of these 17 major subdivisions, there are around 185 lots remaining to be developed in total. There are another five major subdivisions with 10 or more lots approved after 2017 and have not yet reached build-out. They are Laxton Ridge Townhomes with 41 units, Creekside Reserve with 72 lots, Blackwater Run Phase 1 with 60 lots, Blackwater Run Phase 1A with 41 lots, and Townes at Locust Thicket Subdivision Phase I with 132 lots,

totaling 346 units to be built. This means there are around 531 units of single-family homes or townhomes from major subdivisions in the pipeline in Lynchburg City.

In addition, there are another eight new single-family homes and a 275-unit apartment project Miller Rest Apartments approved and, in the pipeline, according to the City of Lynchburg’s building permit data. This means in the City of Lynchburg alone, there are at least 814 housing units in the pipeline. If assuming going forward, Lynchburg City absorbs these units with the same rate of 286 units per year as between 2017 and 2022, it will take at least 2.8 years for the City of Lynchburg to absorb the 814 housing units currently in the pipeline.

#### 4. Future Housing Demand Projections

The consultants developed a model to project the future housing demand for ownership homes and rental units in Amherst based on the future population and households through 2045 projected by the Cooper Center. The model also factors in people’s migration patterns and preferences in renting and buying in the MSA, with data obtained from the U.S. Census Public Use Microdata Sample (PUMS) 2016-2020 5-year estimates. Essentially, future housing demand stems from three groups: (1) net new population growth, (2) turnovers of existing renters and owners, and (3) new renters and owners that move into the study areas to backfill the loss of renters and owners.

Based on the previous findings, it is assumed that the future housing demand for the Tyler Tract and CVTC will come from the County itself as well as from Lynchburg City and the rest of MSA counties (Appomattox County, VA, Bedford County, VA, and Campbell County, VA). In total, the cumulative owner demand for units in Amherst County in 2040 is 417 units. The cumulative renter demand for units in 2040 is 699 units. This means it would take beyond 2040 for Amherst County to absorb the proposed 450 ownership homes and 950 apartment rental units. To be more precise, RKG projects that it will take until 2042 homeownership demand (465 units) to absorb the proposed 450 ownership homes sites at the Tyler Tract, and it take until 2046 for the County to absorb as many as (948 units) to absorb the proposed 950 apartment units. This further indicates that the proposed Town Center project is a generational project that should span at least two decades (Table 6, Figure 12, Figure 13, Figure 14).

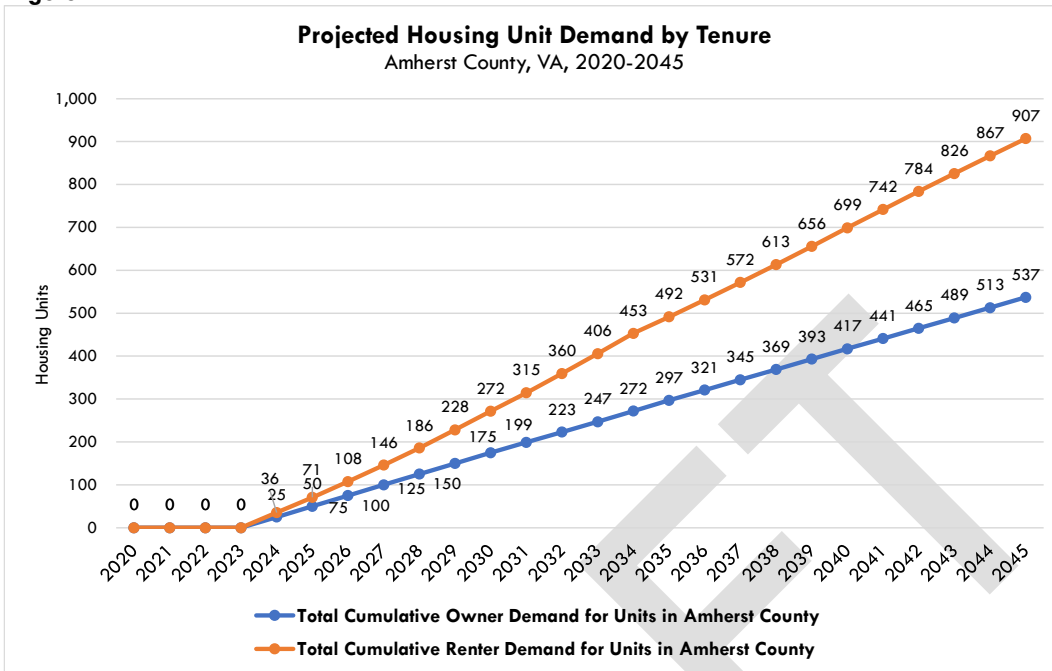
**Table 6**

Projected Future Housing Demand, 2020-2045  
Amherst County, VA

Projected Total Owner Demand for Amherst County (2020-2045)	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045
Capture of Amherst County Owner Demand Per Year	0	0	0	0	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Additional Capture of Lynchburg Owner Demand Per Year	0	0	0	0	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Additional Capture of Rest of MSA Counties Owner Demand Per Year	0	0	0	0	2	2	2	2	2	2	2	2	1	1	2	2	1	1	1	1	1	1	1	1	1	1
Total Amherst County Owner Demand Per Year	0	0	0	0	25	25	25	25	25	25	25	24	24	24	25	25	24	24	24	24	24	24	24	24	24	24
Total Cumulative Owner Demand for Units in Amherst County	0	0	0	0	25	50	75	100	125	150	175	199	223	247	272	297	321	345	369	393	417	441	465	489	513	537
Projected Total Renter Demand for Amherst County (2020-2045)																										
Capture of Amherst County Renter Demand Per Year	0	0	0	0	19	18	20	21	23	24	26	27	28	29	30	31	33	34	35	35	36	36	35	35	34	33
Additional Capture of Lynchburg Renter Demand Per Year	0	0	0	0	16	16	16	16	16	17	17	15	16	16	16	6	6	6	6	6	6	6	6	6	6	6
Additional Capture of Rest of MSA Counties Renter Demand Per Year	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Total Amherst County Renter Demand Per Year	0	0	0	0	36	35	37	38	40	42	44	43	45	46	47	38	40	41	42	42	43	43	42	42	41	40
Total Cumulative Renter Demand for Units in Amherst County	0	0	0	0	36	71	108	146	186	228	272	315	360	406	453	492	531	572	613	656	699	742	784	826	867	907

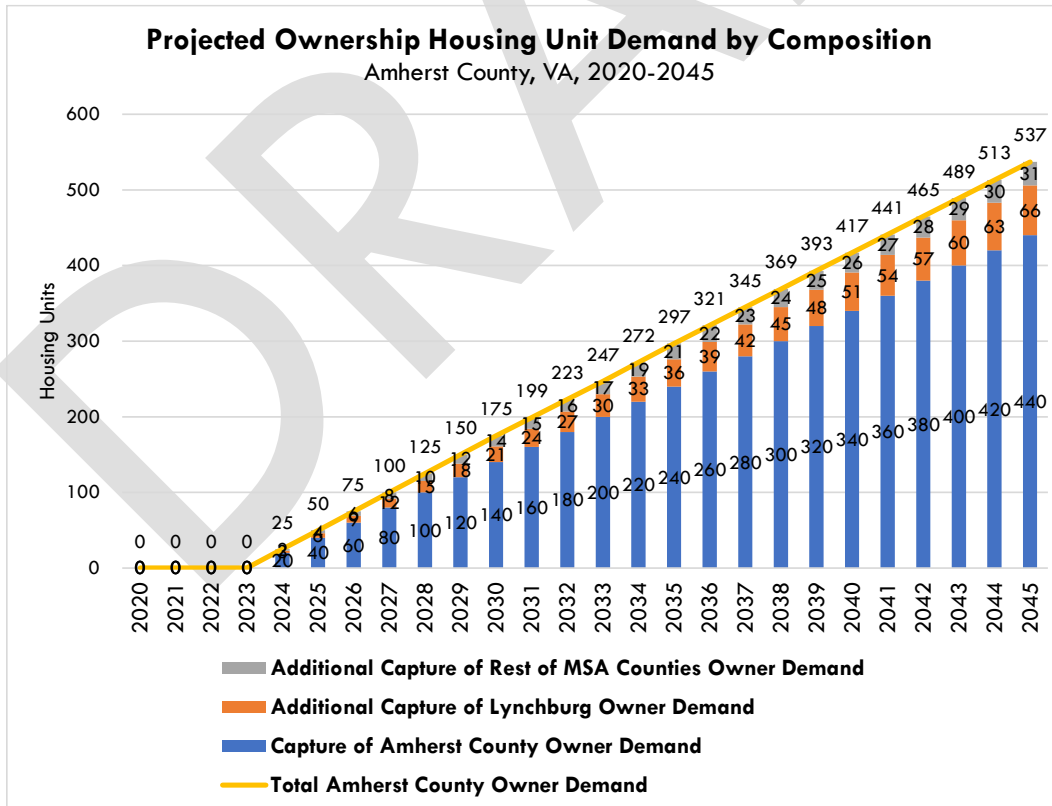
Source: Cooper Center, American Community Survey, US Census Public Use Microdata and RKG Associates, Inc., 2022

Figure 12



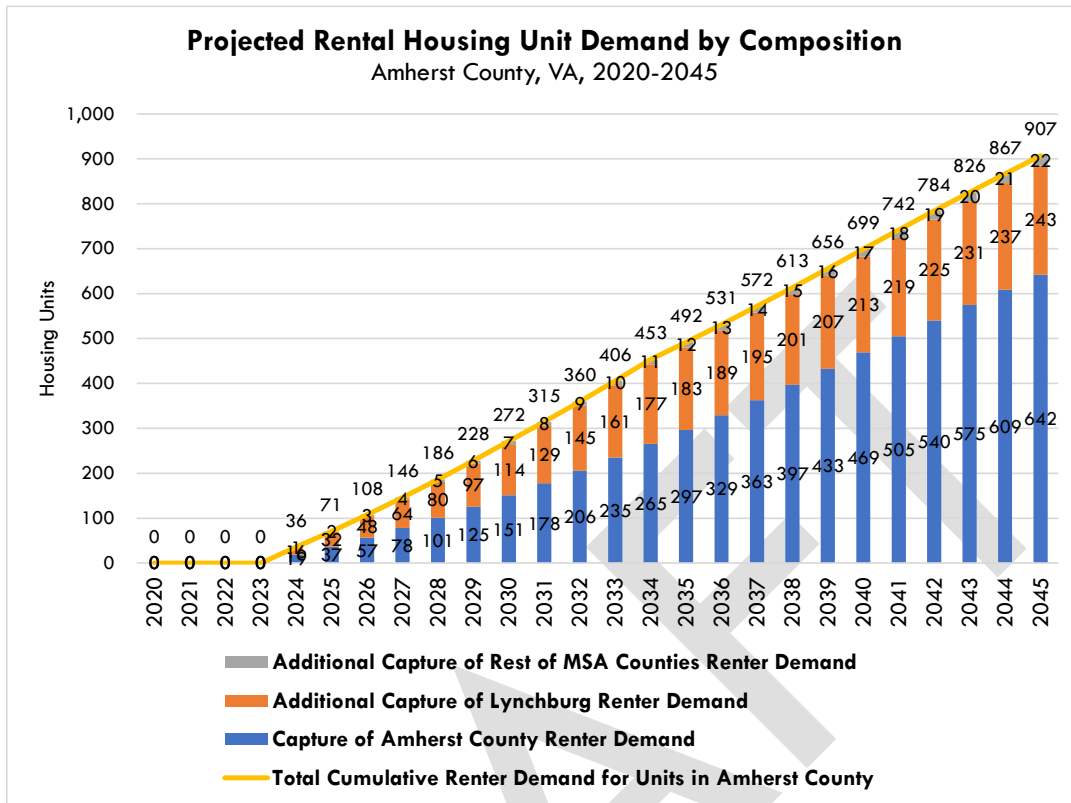
Source: Cooper Center, U.S. Census Public Use Microdata Sample (PUMS), Amherst County Property Assessment, Lynchburg City Property Assessment, and RKG Associates, Inc., 2022

Figure 13



Source: Cooper Center, U.S. Census Public Use Microdata Sample (PUMS), Amherst County Property Assessment, Lynchburg City Property Assessment, and RKG Associates, Inc., 2022

Figure 14



Source: Cooper Center, U.S. Census Public Use Microdata Sample (PUMS), Amherst County Property Assessment, Lynchburg City Property Assessment, and RKG Associates, Inc., 2022

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