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# Community Visioning

January 30, 2025

# Meeting Agenda

## Kickoff: Route 33 Gateway Small Area Plan

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### 1. Presentation (10 – 15 minutes)

- Project Background
- Relationship to Comprehensive Plan
- Study Area
- Plan Timeline + Outcome

### 2. Project Questions (5 – 10 minutes)

### 3. Interactive Live Survey (30 – 45 minutes)

Use phone to participate in interactive live survey

Full survey available on project website



# Long-Range Planning in Hanover

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## Primary Visionary Document: Comprehensive Plan

- Serves as a long-range guide (**advisory document**) for growth and development.
- Addresses a variety of topics, such as land use, transportation, and community facilities.
- Identifies objectives and strategies to realize the community's vision.

**Current Plan: Envision Hanover (adopted September 2023)**

[www.envisionhanover.com](http://www.envisionhanover.com)

## High-Level Document (Countywide Vision)

Small Area Plans provide a more detailed vision for specific areas.

# Introduction

## Kickoff: Route 33 Gateway Small Area Plan

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### Study Area

U.S. Route 33 Corridor (Henrico County Line to Winns Church Road)

### Project Goal

Work collaboratively to create a unified vision for a critical economic development area

### Community Collaboration and Feedback

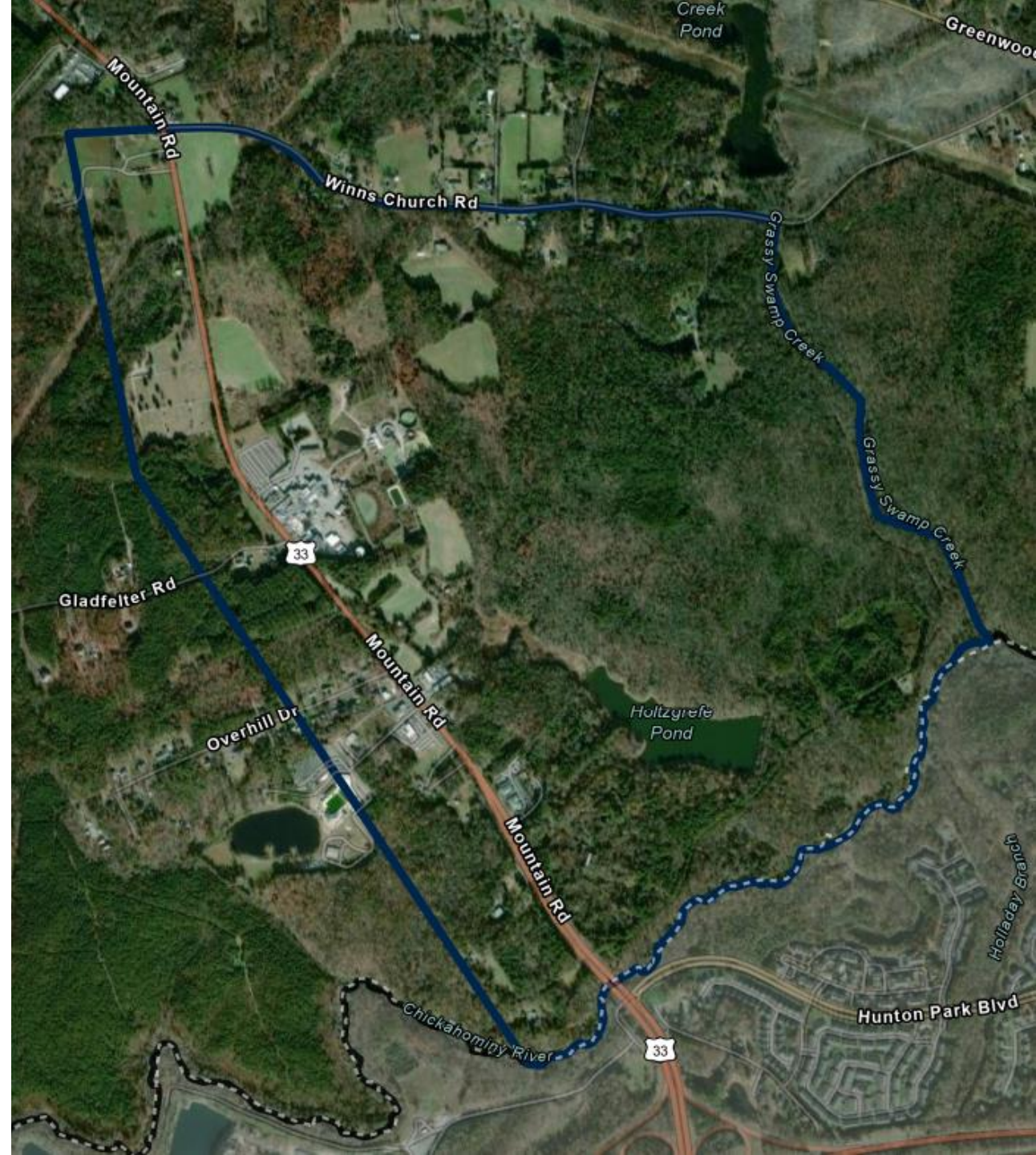
- What do you think the area should look like?
- What types of economic development are preferred?



# Study Area

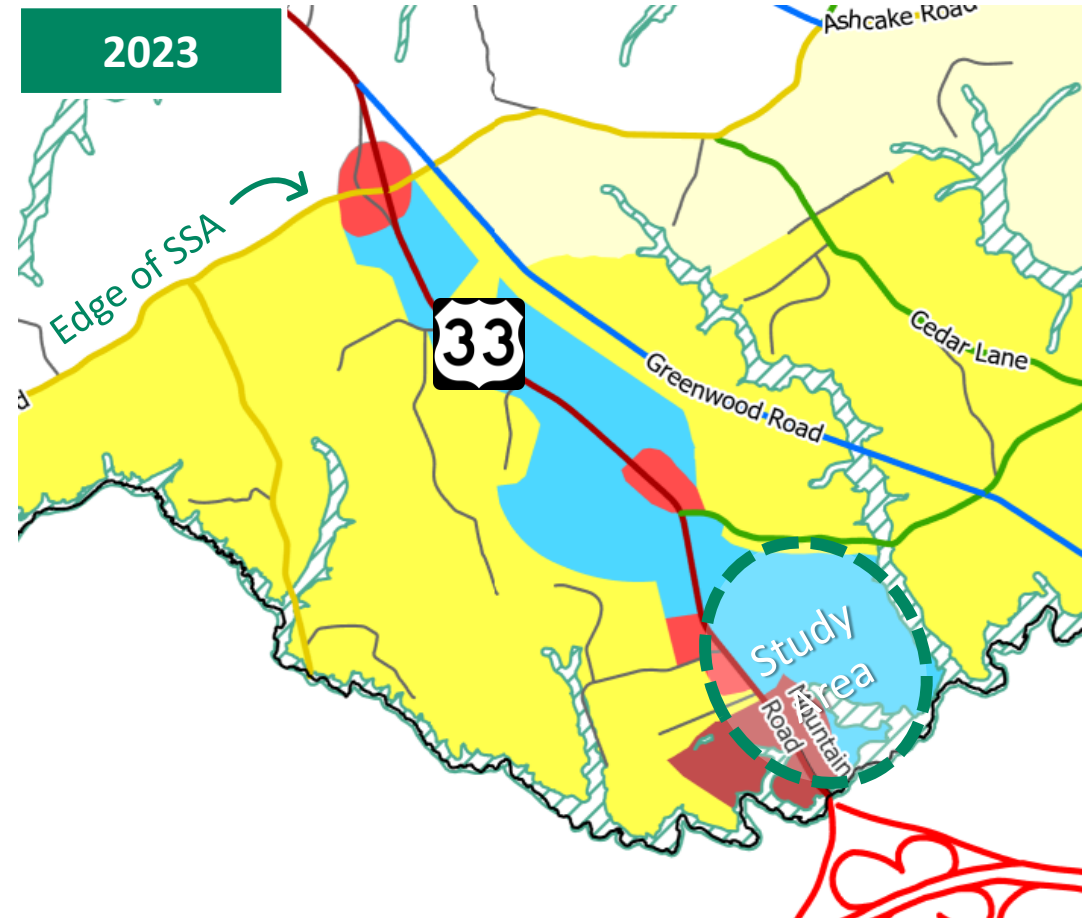
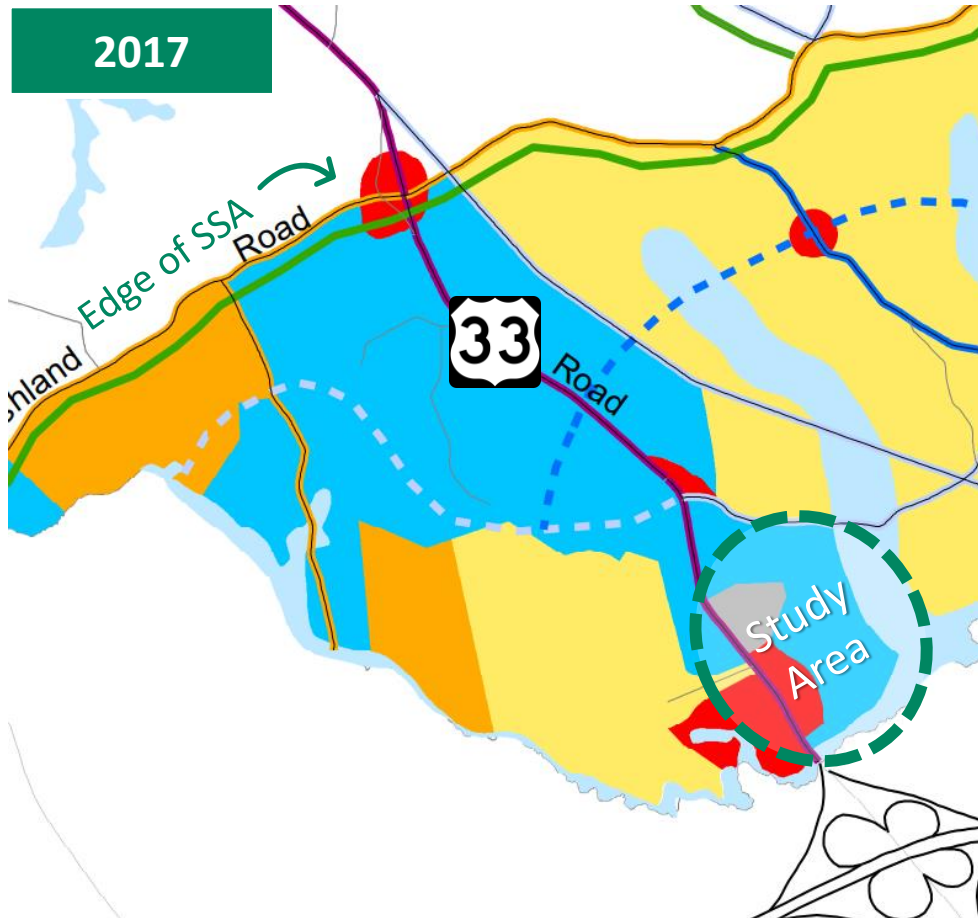
## Study Area Boundaries

North	Winns Church Road
South	Chickahominy River (Henrico County Line)
East	Grassy Swamp Creek
West	Approx. 1,000' west of U.S. Route 33



# Envision Hanover

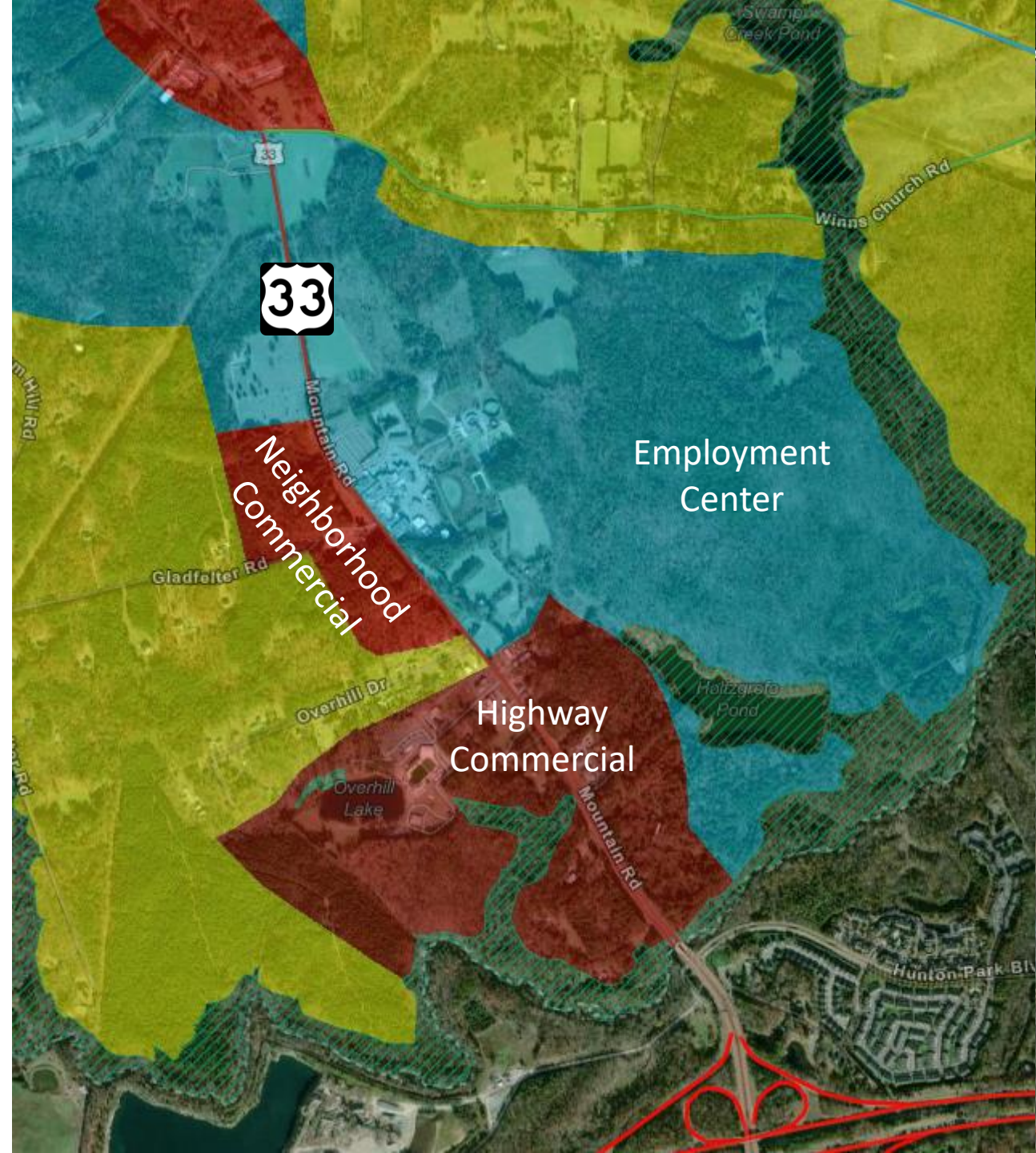
## Route 33 Corridor: More Compact Business Area



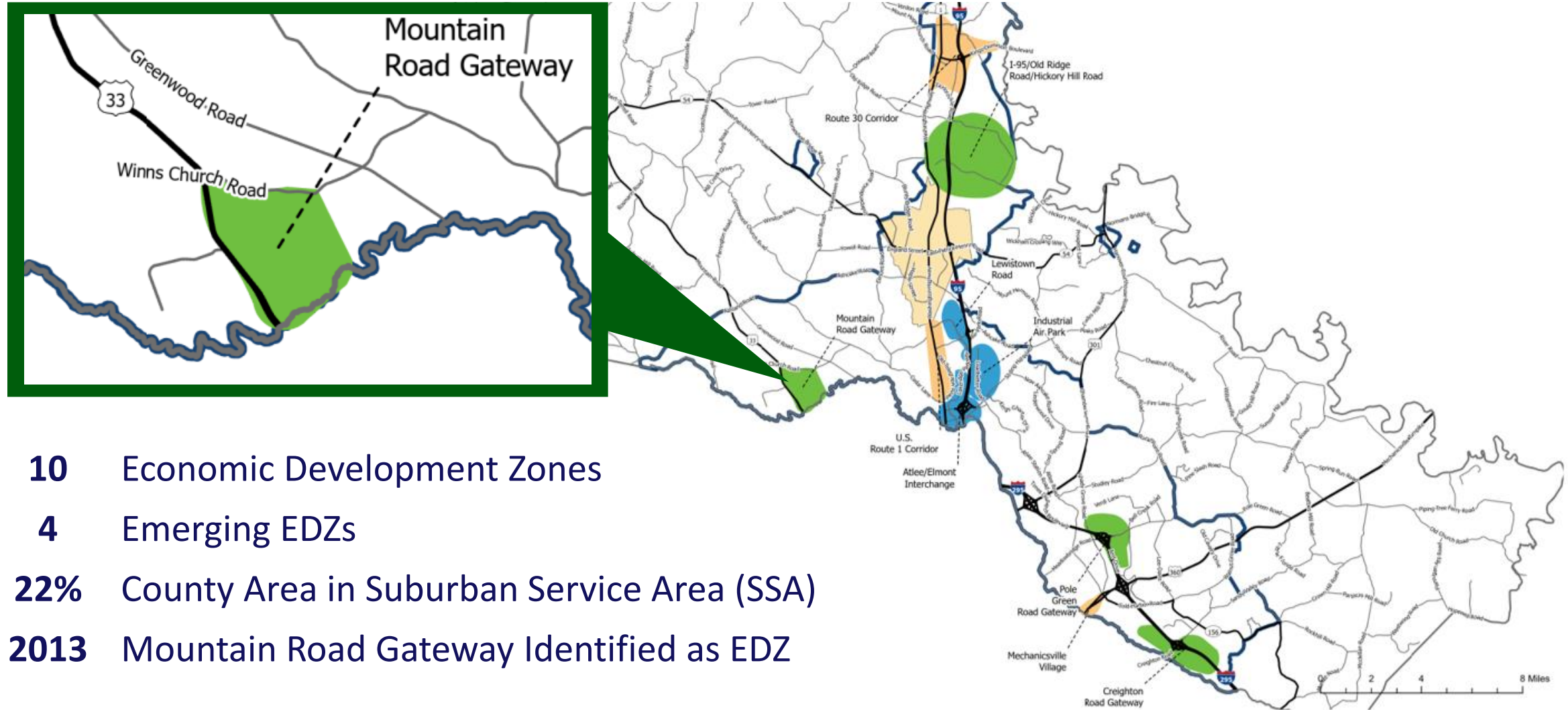


# Land Use

- General Land Use Plan Map
  - High-Level Recommendations Regarding Recommended Uses
  - Not Zoning (Recommendation vs. Regulation)
- Designates Area for Business Uses
- Small Area Plan = Deeper Dive
  - Specific Recommendations Tailored to Area



# Study Area = Economic Development Economic Development Zone



- 10** Economic Development Zones
- 4** Emerging EDZs
- 22%** County Area in Suburban Service Area (SSA)
- 2013** Mountain Road Gateway Identified as EDZ

# Study Area = Economic Development Economic Development Zone

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1<sup>st</sup> Small Area Plan (following Envision Hanover Comprehensive Plan)

## Why is this EDZ being prioritized for a Small Area Plan?

- High Development Pressures/Interest
- Large Vacant Parcels
- Public Water/Sewer Availability
- Proximity to Major Roadways (including I-295)
  - U.S. Route 33 Widening (Extend 4 Lanes to Winns Church Rd.): FY29 (Prelim. Engineering) – FY 34 (Completion)
- Highest Current Potential of 4 Emerging EDZs
- Recent Closure of Former Tysons Plant (and Potential Redevelopment)

## Why is economic development important?

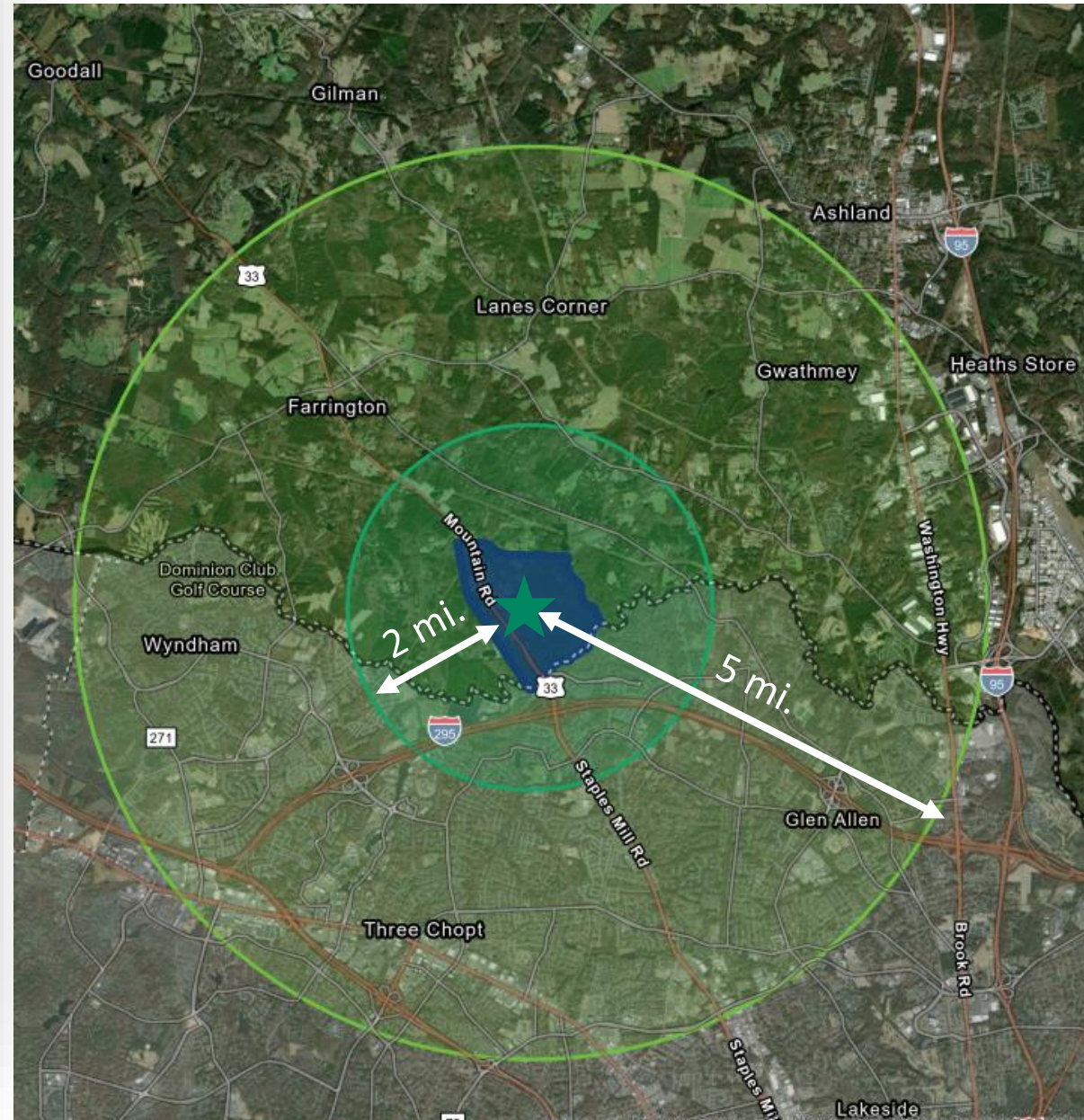
Improve quality of life by providing employment opportunities and generating tax revenue to support local services



# Regional Context

## Location = Economic Development Potential

- Close to I-295 Interchange (between I-64 and I-95)
- Near population and business centers in western Henrico County (additional workforce + housing)



# New Opportunity in Study Area

## Reuse of Former Tysons Plant

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How could the former Tysons Plant be redeveloped?

What tools are available to encourage/support redevelopment?





# Meeting Goals

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## Community Collaboration and Feedback

- **What should you see as you drive down Route 33 in this area?**  
Comp. Plan includes general design-based recommendations.  
How can they be tailored to this area?
- **What types of economic development are preferred?**

# Envision Hanover

## Community Aesthetics

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Landscaping

Architecture

Building  
Materials

Building  
Height

Setbacks

Signage

Lighting

Parking

Sidewalks

# Envision Hanover

## Preferred Types of Economic Development

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- Hanover County can **encourage** certain types of businesses to locate in the area, but the private market dictates what businesses choose to locate in the area.
- Some properties already have business zoning and can develop as current zoning allows:
  - Former Tysons Plant: M-2 (Light Industrial)
  - Overhill Lake + Surrounding Businesses on Route 33: B-3 (General Business)

# Potential Types of Economic Development

<b>Wholesale Trade</b>	Businesses that sell merchandise like resale goods and/or raw materials and supplies to other businesses to sell or use in production (Example: Company that buys produce from farmers and sells to restaurants)
<b>Warehousing + Logistical Services</b>	Businesses responsible for storing, transporting, and providing logistical services for the distribution of products (Example: eCommerce fulfillment center)
<b>Advanced Manufacturing + Machinery Manufacturing</b>	Businesses that transform materials to create new products
<b>Tourism, Hospitality + Recreation</b>	Businesses that relate to arts, entertainment and recreation, including lodging (hotels) and food services
<b>Professional + Business Services</b>	Businesses that provide legal advice and representation, accounting, consulting services, advertising, and other expertise
<b>Data Centers</b>	Businesses that provide computing infrastructure, data processing services, Web hosting services (except software publishing), other related services like streaming support services
<b>Biology/Pharmaceuticals + Life Sciences</b>	Businesses involved in biological and life-science research and development, medical testing, and chemical manufacturing

Comp. Plan  
Recommendations

# Small Area Plan

## Key Outcomes

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### What will the study include?

Since this area has been targeted for economic development and is a highly-visible community gateway, the small area plan will:

- Identify preferred business types
- Recommend public infrastructure improvements
- Develop design guidelines tailored to the area
  - ↳ Landscaping, Building Architecture, Building Heights, Setbacks, etc.

Developed  
Based on  
Stakeholder  
Feedback

### How will the study be used?

Study will be used to:

- Provide development community with an understanding of community expectations
- Support staff, the Planning Commission, and Board of Supervisors as they evaluate development proposals

# Small Area Plan

## Recommendations = Balancing Act



The study area has multiple stakeholder groups:

- Residents
- Businesses
- Landowners
- Elected/Appointed Officials
- Local/State Agencies
- Advocacy Groups
- Developers

Their ideas may not align. How do you consider differing feedback to develop compromise and balanced recommendations?



# Small Area Plan

## Phase #1 Engagement Opportunities

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### Project Website

[engage.hanovercounty.gov/33plan](https://engage.hanovercounty.gov/33plan)

### Online Survey

Open until February 23, 2025

# Small Area Plan Project Timeline



# Small Area Plan Questions

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# Questions?

**Next: Interactive Survey + Discussion**

# Small Area Plan Interactive Survey

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Use phone for live interactive survey  
[engage.hanovercounty.gov/33planmeeting](https://engage.hanovercounty.gov/33planmeeting)  
or QR code



For each question, select your answer and hit confirm.  
Page should say “Meeting Survey” on top