



# **Plan Update**

February 12, 2026

# Agenda



## 1. Presentation (30 minutes)

- Project Recap
- Community Feedback
- Overall Study Area Strategies
- Mobility, Trails + Public Art
- Parks + Open Space
- Economic Development
- Design Guidelines Summary
- Next Steps

## 2. Public Feedback + Questions (15 minutes)

## 3. Open House (until 7:30 p.m.)



# Hanover County: Long Range Planning

- **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 (Detailed Review of Specific Areas)**





# Why a Small Area Plan for Route 1?

## Recommended in Comprehensive Plan

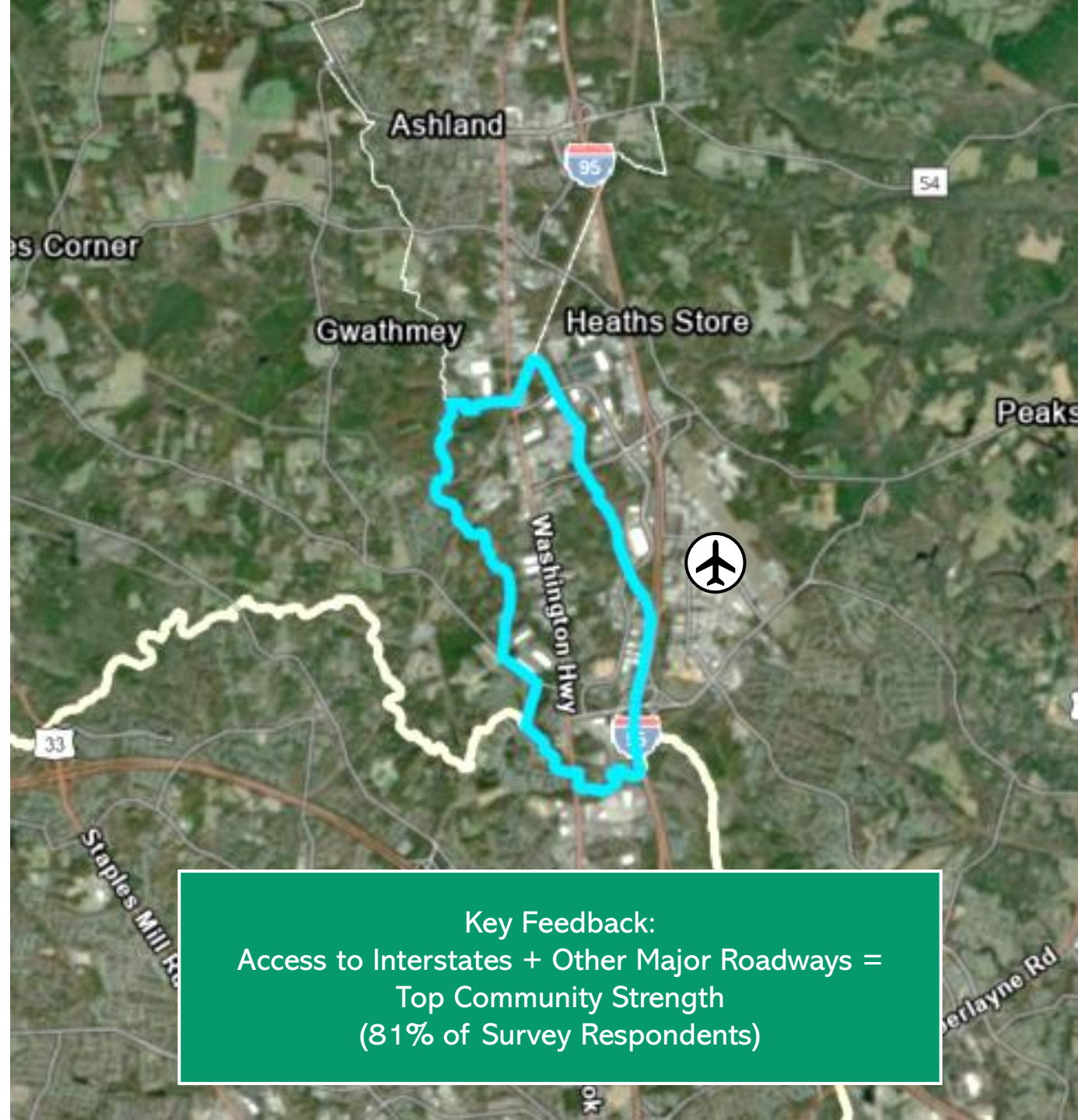
- By-right development (no public review) occurring today
- Need for a coordinated, organized plan for the area's future
- Suburban Service Area (SSA): 22% of County (includes limited areas for economic development)

## Key Gateway through Hanover County

- Route 1 and I-95 are major transportation corridors
- High traffic volumes on these roadways have the potential to create economic development opportunities

# Regional Context

- Location = Economic Development Potential
- Convenient access to major transportation corridors
- Close to I-295 Interchange
- Near Population + Destinations in northern Henrico County (additional workforce + housing)
- Near Hanover County Airport



Key Feedback:  
Access to Interstates + Other Major Roadways =  
Top Community Strength  
(81% of Survey Respondents)

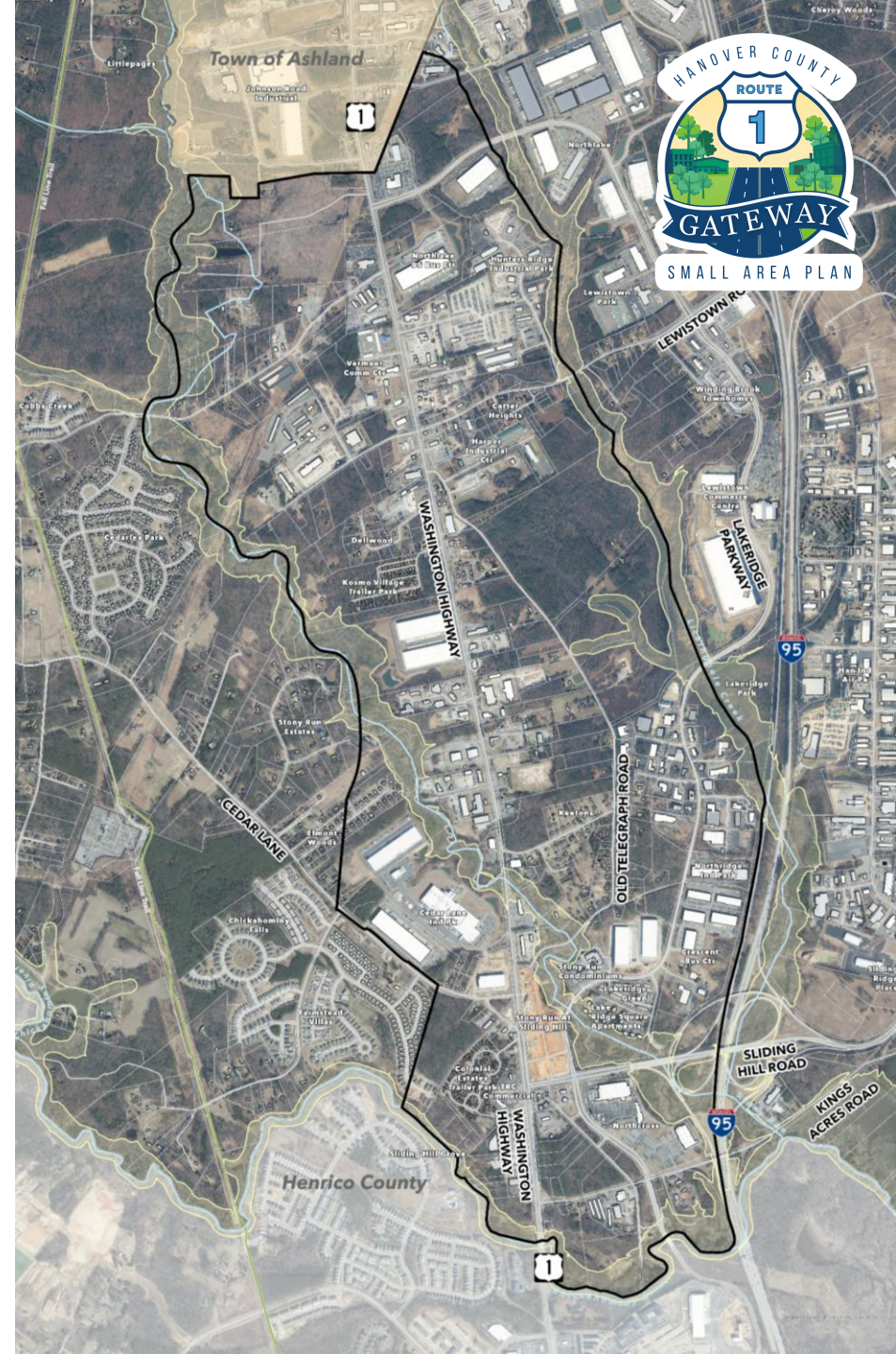
# Project Recap

## Study Area

- Route 1: Henrico County Line to Ashland Town Limits
- Western Boundary: Stony Run Creek
- Eastern Boundary: Licking Hole Creek

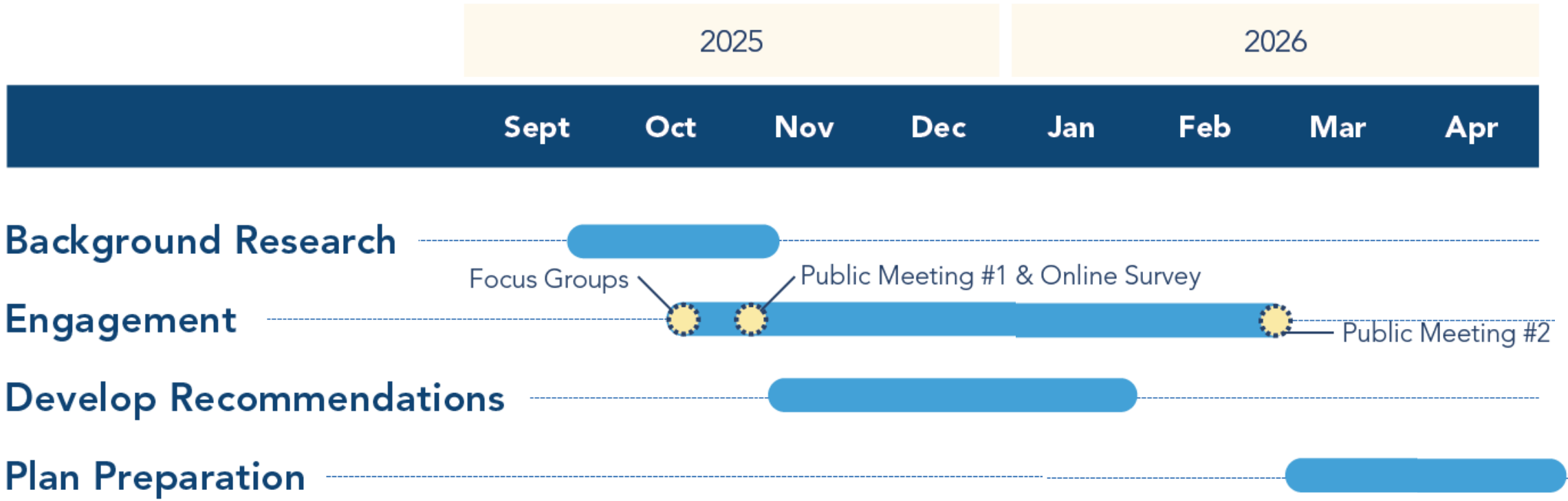
## Project Goals

- Preferred Business Types
- Public Infrastructure Improvements
- Corridor-Specific Design Guidelines
  - Create cohesive look along corridor
  - Provide recommendations regarding landscaping, building architecture, building heights, setbacks, more...





# Project Timeline



# Previous Outreach

## Stakeholder Focus Group Meetings

October 23, 2025

27 Participants

## In-Person Community Workshop

November 5, 2025

63 Participants

## Online Survey

October 31, 2025 – November 30, 2025

291 Participants





# Summary of Feedback





# Study Area: Planning Concepts



**New Route 1: Improved Safety + Aesthetics**



**Improving Connectivity: Adding Sidewalks + Trails**



**Gateway Beautification: Highly-Visible Intersections**



**Parks + Recreation Opportunities**

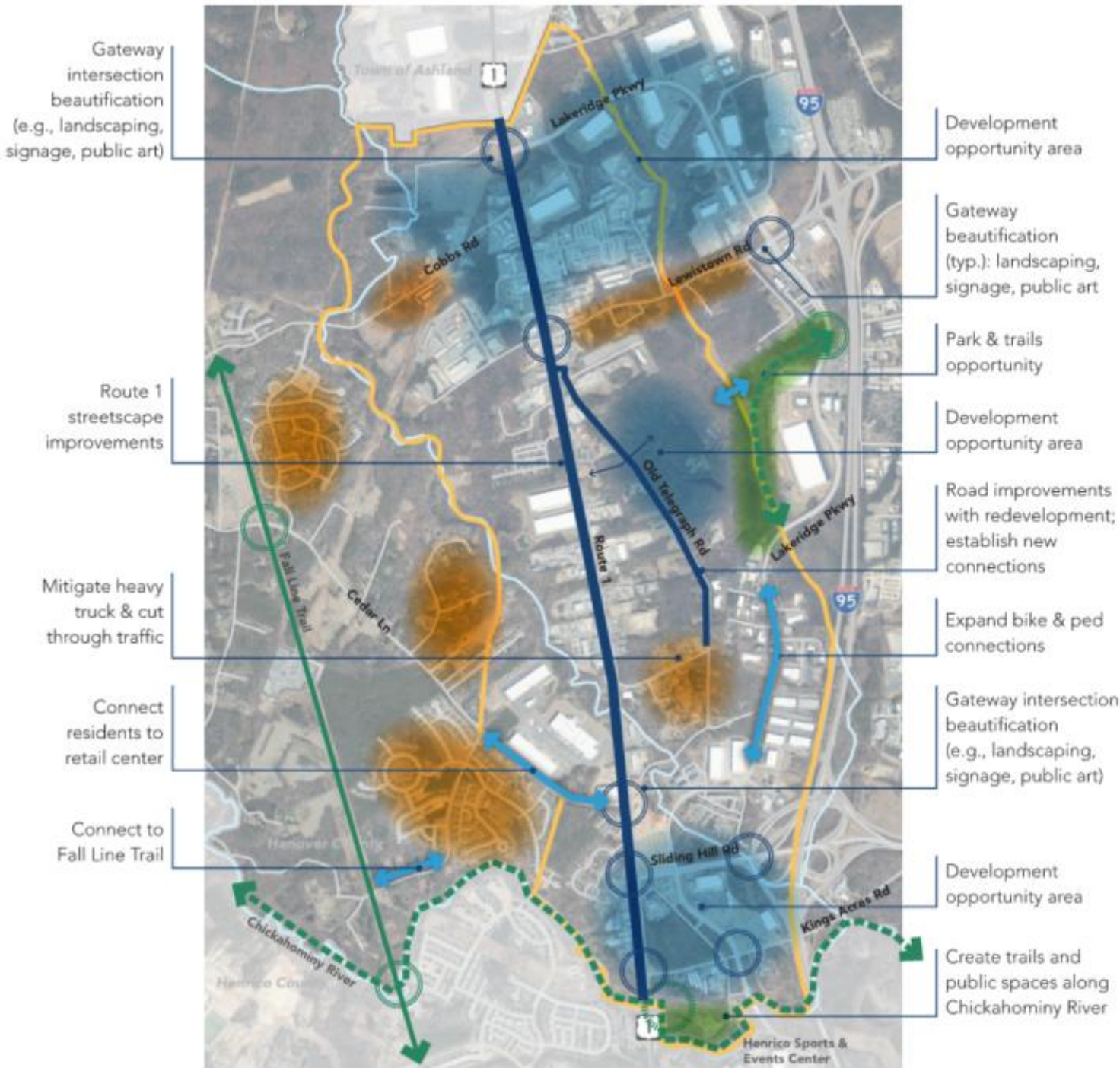


**New Development Fits Community Character**



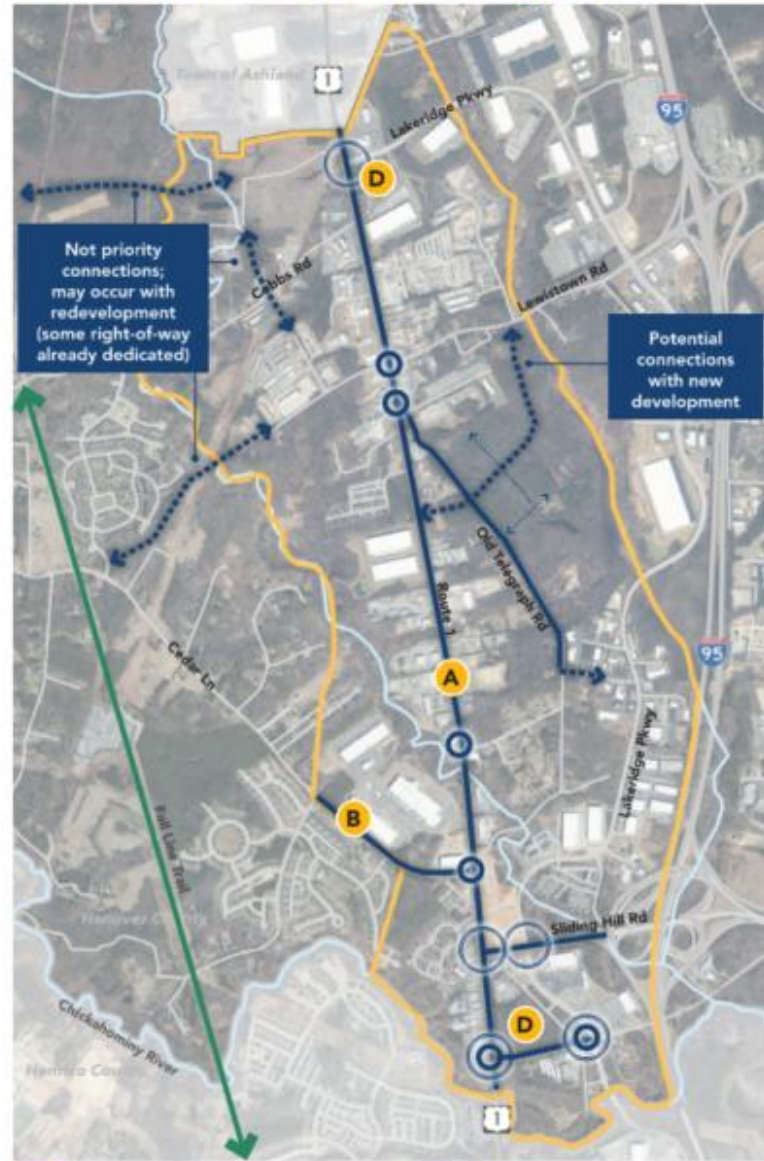
**Preservation of Existing Neighborhoods**

# Overall Strategies



-  Neighborhood protection & preservation
-  Potential development area
-  Potential open space opportunity
-  Gateway intersection improvement opportunity
-  Pedestrian & bicycle connection opportunity
-  Trail opportunity
-  Trailhead opportunity

# Transportation Strategies



- Study Area
- Roadway & streetscape improvement
- Proposed shared use path
- Potential new road connection
- Gateway opportunity
- Existing sidewalk or side path
- Potential shared use path
- Gateway opportunity

# Pedestrian Strategies



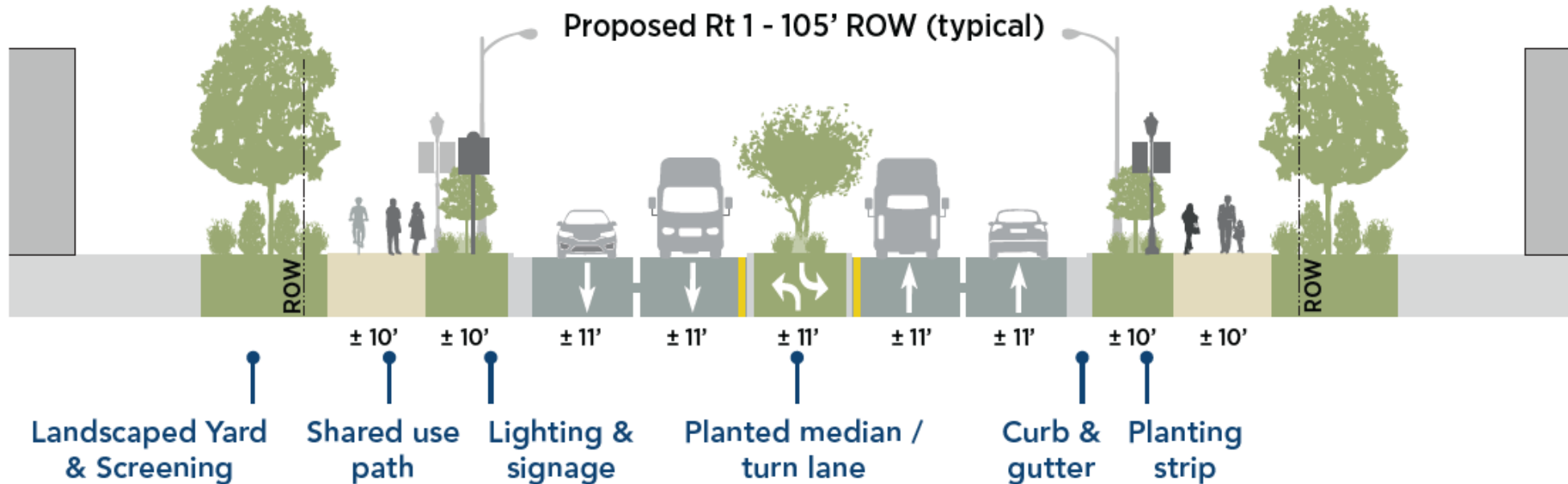
- Existing trail
- Potential new trail
- Potential new park & open space
- Potential trailhead (e.g., parking, signage)
- ★
 Pedestrian crossing improvements
- Intersection improvements

## Priorities

- A New streetscape for Route 1
- B Shared use path on Cedar Ln
- C Shared use path on Holly Hill Rd
- D Gateway improvements

# Mobility Strategies

Key Feedback:  
More Sidewalks/Trails/Bikeways  
(2<sup>nd</sup> Most Desired Improvement:  
65%)



- New Route 1: Improved Safety + Aesthetics
- Improving Connectivity: Adding Sidewalks + Trails

# Gateway Improvements

Key Feedback:  
Improved Aesthetics  
(Most Desired Improvement: 73%)



## Transform Key Intersections

- Add landscaping, signage, and public art for visual impact

## Create Memorable Gateways

- Design welcoming entrances to define corridor identity

## Foster Community Pride

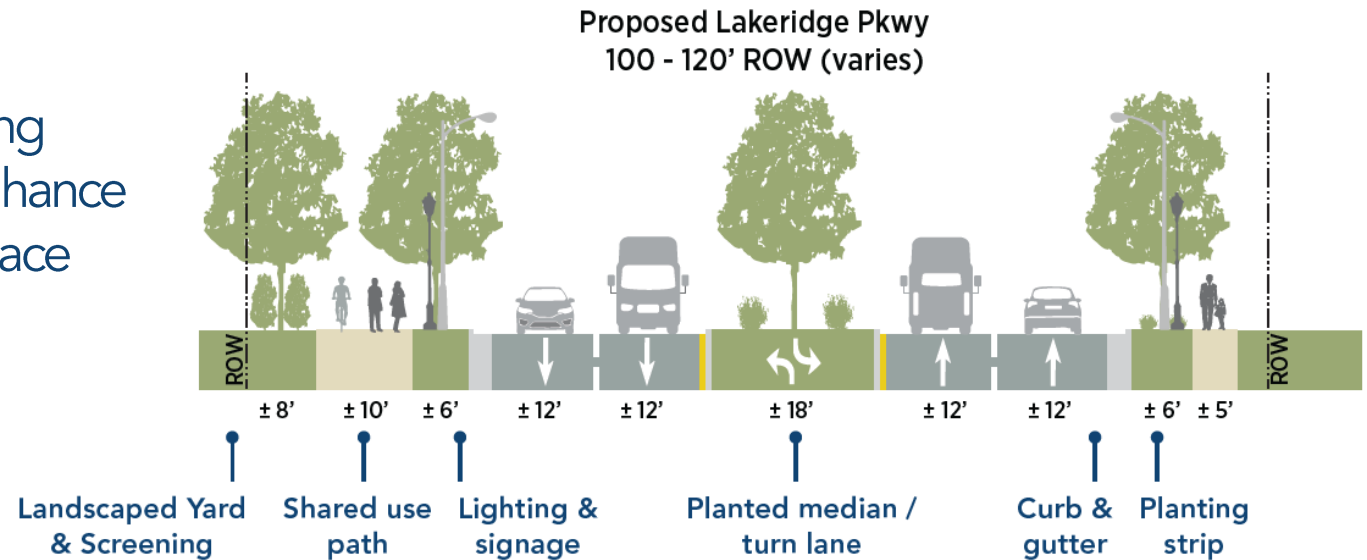
- Beautification efforts enhance sense of place and belonging

# Open Space Opportunities



- Trails + Natural Open Spaces
- Recreation opportunities that leverage natural setting
- Improvements along Lakeridge Pkwy enhance access to public space

**Key Feedback:**  
 More Sidewalks/Trails/Bikeways  
 (2<sup>nd</sup> Most Desired Improvement: 66%)  
 More Parks/Recreational Opportunities  
 (3<sup>rd</sup> Most Desired Improvement: 65%)



# Open Space Opportunities



Potential trail along Chickahominy River

Public open space opportunity:

- +/- 14 total acres
- Some areas incumbered by steep slopes and floodplain
- +/- 4 acres flat, outside floodplain

Potential shared use path connecting to Chickahominy River Trail and Virginia Commons

Potential vehicular connections across easement

+/- 4 acres flat, outside floodprone areas

Potential trail connection to nearby destinations



# Potential Development Areas

North Area:

Lewistown Road to Ashland Limits

Central Area:

Old Telegraph Road

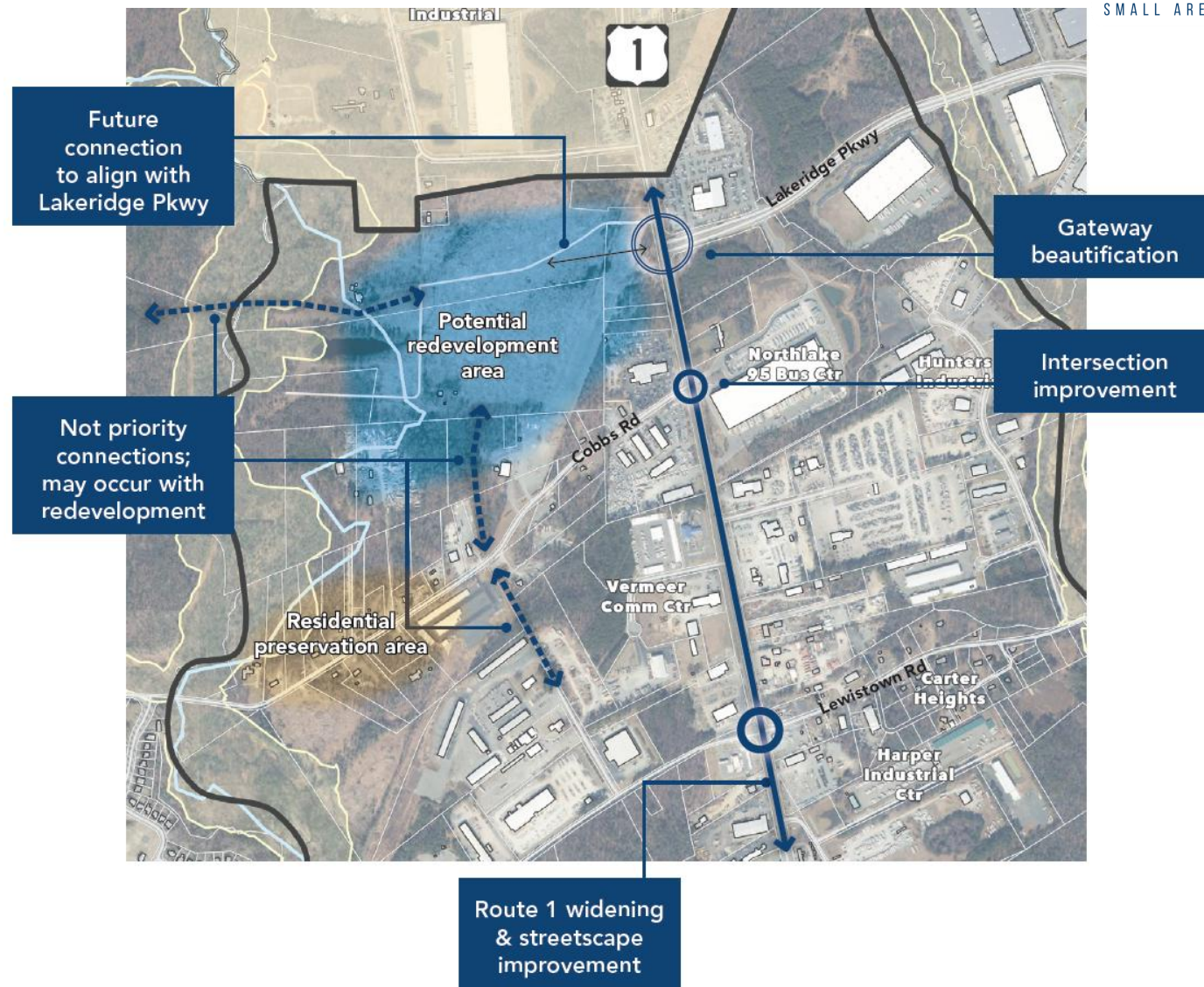
South Area:

Sliding Hill Road to Henrico County line



# North Area

- Goals
  - Economic Development
  - Improved Aesthetics
  - Preserve Existing Residential Areas
- Targeted Uses
  - Light Industrial
  - Wholesale Trade
  - Advanced, Clean Manufacturing
  - Supportive Uses (e.g., parts, components, suppliers of industrial or manufacturing)





# Rationale: North Area Concepts

## No Data Centers

- Due to the area's proximity to existing transmission lines and available land, it is one of the few areas within the study area that could support large-scale data centers.
- Survey: 84% of respondents expressed opposition to data centers
- Recommendation: Data centers not listed as recommended use

## Amend Comprehensive Plan: Land Use Designation

- Meeting Feedback: Concerns about Higher-Density Housing
- Current Comprehensive Plan: Suburban Center  
Mixed-Use Development (up to 15 residential units/acre)
- Recommendation: Change land use designation to a business-oriented designation to remove residential development potential

# Central Area

- Goals
  - Economic Development
  - Improved Connectivity
  - Access to Public Open Space
  - Preserve Existing Residential Areas
- Targeted Uses
  - Business + Professional Services
  - Medical Office
  - Biology/Pharmaceutical + Life Sciences

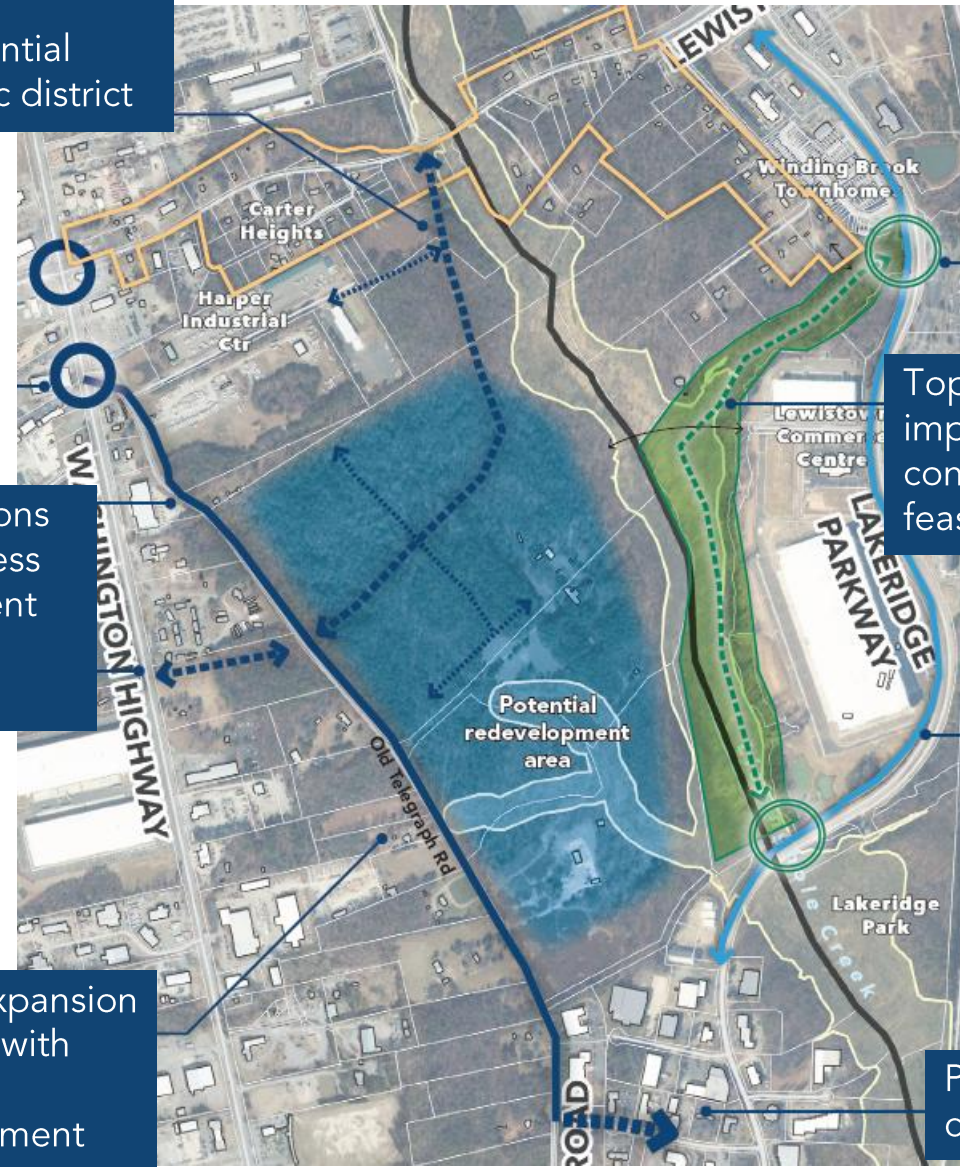
Potential connection challenged by topography, potential impacts to historic district

Potential connections could provide access to new development without impacting residential areas

Utility expansion needed with new development

Topography, stream impact roadway connection, bridge feasibility

Potential local connection





# Rationale: Central Area Concepts

## Recommended Uses: Professional Offices + Health Focus

- Survey: 53% of respondents expressed support for professional and business services
- Meeting Feedback: Participants expressed interest in having additional medical facilities within the study area (potential medical park in this specific development area)

## Improved Connectivity Needed

- Potential New Roads to U.S. Route 1 and Lewistown Road (avoid Old Telegraph Road)
- Investigated Cross-Creek Connection to East (Costly)

# South Area

- Goals
  - Economic Development
  - Improved Connectivity
  - Access to Public Open Space
- Targeted Uses
  - Tourism, Hospitality + Recreation
  - Supportive Uses (e.g., retail, food and beverage, entertainment)

VDOT-owned property:

- Almost 6 acres
- Well-located for hospitality or retail redevelopment

Planned retail redevelopment along Route 1 frontage

Public open space opportunity along Chickahominy River

Potential trail along Chickahominy River



Potential shared use path connecting to Chickahominy River Trail and Virginia Commons

Pedestrian crossing and aesthetic improvements (e.g., landscaping, wayfinding, lighting)

Potential internal circulation network



# Rationale: South Area Concepts

## Recommended Uses: Tourism, Hospitality + Recreation

- Survey: 69% of respondents expressed support for tourism, hospitality, and recreation uses
- Focus Group Feedback: Proximity to Henrico Sports + Events Center creates needs for more hotels, restaurants, and tourism-oriented uses

## Potential Chickahominy River Trail

- Comprehensive Plan Recommendation (No Alignment/Details)
- Meeting Feedback + Online Survey: Desire for Parks + Trails



# Lewistown Road Extension

## Traffic: Major Concern Identified at Meeting + Online Survey

- Meeting: Traffic Congestion Major Concern
- Online Survey
  - Traffic Congestion: #3 Community Weakness (62% of respondents)
  - 52% think traffic congestion can sometimes be an issue + 25% think traffic congestion is a major issue most of the time

## Considerations

- U.S. Route 1: Limited Right-of-Way for Widening
- Alternative: Provide Multiple Other Routes + Interconnectivity (Avoid U.S. Route 1)



# Lewistown Road Extension

## Why Extension?

- Provides direct connection to Interstate 95 without going onto Route 1
  - One of the top concerns identified was traffic on Route 1  
(Survey: 77% said Route 1 congestion an issue some or most of the time)
- Much of the right-of-way dedicated with Cedarlea Park

## No Consensus (Balancing Different Interests + Stakeholders)

Survey Question: Do you think this connection would be beneficial for the study area?

Yes: 28% - Maybe: 23% - No: 48%

## Primary Implementation Challenges

Crossing Stony Run + Transmission Lines (Short Distance – Potentially Costly)



# Lewistown Road Extension

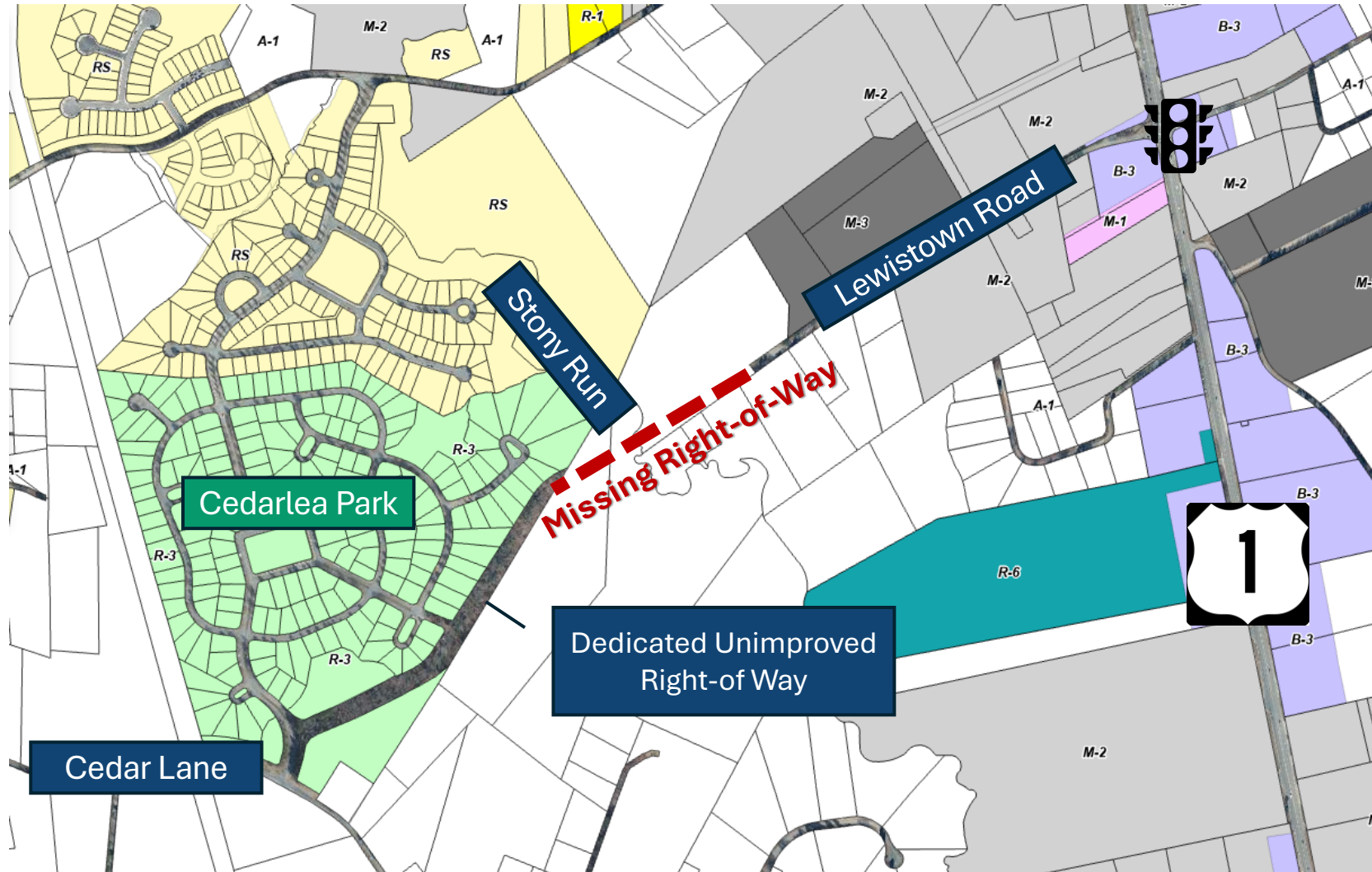
## Road History

- Part of Comprehensive Plan: Major Thoroughfare Plan Since 1972
- Right-of-Way Dedication Proffered with Cedar Lea Rezoning (1998)
  - Right-of-Way Dedication (No Construction) Required per Proffer #10
  - Shown on Conceptual Plan
- Right-of-Way Dedicated with Subdivision Plat Approval (2001)
  - "Paper Street": Land Dedicated – Road Not Built

## Long-Term Concept: Current Discussion on Relationship to U.S. Route 1

- Recommendation: Remain in Major Thoroughfare Plan (Low Priority)

# Lewistown Road Extension



1.15 miles  
(Cedar Lane to  
Route 1 on  
Extension)

Cedarlea Park:  
Connection to  
Cedarlea Pkwy +  
Scots Quarter Road

# Design Guidelines

Key Feedback: Aesthetics

# Feedback + Ideas

Key Feedback:  
Improved Aesthetics  
(Most Desired Improvement: 73%)

- **Key Feedback: Improved Aesthetics Desired**
  - #2 Community Weakness Identified: Community Appearance + Aesthetics  
62% of survey participants identified as a weakness
  - #1 Desired Improvement within the Study Area: Improved Community Aesthetics (Landscaping, Building Architecture, etc.)  
73% of survey participants identified as a desired improvement
  - Meeting #1 Feedback: Concerns about Unattractive Development
- **Initial Recommendations**
  - General Building + Site Design Guidelines
  - Guidelines for Specific Uses
    - Warehouses/Large Industrial Buildings
    - Gas Stations
    - Drive-Throughs

# Feedback

## What We Heard

- Provide landscaping + buffers (including tree preservation)
- Incorporate traditional architecture + materials
- Reduce prominence of parking (locate to side and/or rear of building)
- Provide attractive signage



# Design Guidelines

Key Feedback:  
Tree Preservation +  
Landscaping along Roads



## Buffers

### Widths

- 25 feet semi-opaque for retail frontages
- 50 feet for industrial frontages
- 100 feet sides and rear of industrial
- 200 feet for industrial adjacent to parcel with residential building

### Increasing Buffer Effectiveness

- Prioritize preservation of existing trees
- Higher percentage of evergreen species in newly-planted buffers
- Prefer larger plant specimens at planting
- Prioritize native species



Survey Responses:  
94% indicated tree preservation  
very important or somewhat  
important

# Design Guidelines: Building

Meeting +  
Survey Feedback:  
Traditional Architecture  
Preferred



## Architecture



- Vernacular of the area is traditional, rural style featuring simple wood, brick + stone
- Pitched roof with dormers; can be mixed with modern flat roof buildings
- Utilize dormers and parapet height variation to achieve facade variation
- Small building masses preferred versus large

## Facades



## Horizontal & Vertical Articulation

- Varying facade heights to break up the building mass and distinguish entryways
- Decorative cornices to add articulation and detail to parapets
- Long facades to be broken down into smaller areas through horizontal offsets and varying materials

# Design Guidelines: Building

Meeting +  
Survey Feedback:  
Traditional Architecture  
Preferred



## Height, Massing, Access



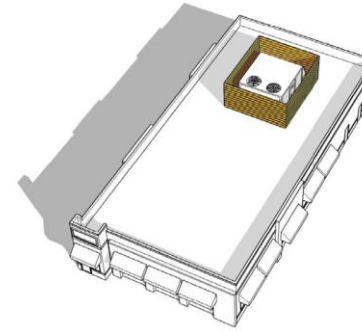
### Height

- 2–3 story (25-40 feet) maximum

### Massing & Entryways

- Large masses broken up to create appearance of several smaller masses
- Primary building entry oriented toward street
- Pedestrian paths provided from street to entrances, clearly defined by distinct architectural features

## Mechanical & Utilities



- Screen utilities from view with fencing, landscaping, etc
- Utilities placed on roof of building to be screened
- Outdoor storage areas to be screened with minimum six-foot-tall privacy fence and landscaping
- Provide an enclosure for all dumpsters using same material as primary structure

# Design Guidelines: Building

Meeting +  
Survey Feedback:  
Traditional Architecture  
Preferred



## Materials & Color



- Primarily brick, stone, wood, stucco
- Maximum 3 materials
- Walls visible from public rights of way to use same materials as front facing façade
- Neutral colors, earth tones (taupe, tan, brown, beige, ivory, cream, black and /or grey)
- Unified and complimentary color palette
- Maximum 3 colors

## Windows & Awnings



### Transparency

- Blank walls discouraged
- More transparency encouraged

### Style

- Horizontal flat awnings preferred
- No fabric awnings, no shutters
- Black anodized commercial storefront windows

# Design Guidelines: Site

Meeting +  
Survey Feedback:  
Parking to Side or Rear



## Building Placement + Orientation



- Orient buildings toward adjacent public (or private) streets, circulation routes and/or public spaces
- Parking, loading and service areas oriented toward interior or rear of the site
- Ground floor activity is critical to pedestrian comfort and activity
- Long expanses of inactivity are discouraged

## Circulation + Access



- Provide sidewalks from adjacent public streets and parking areas to building entries, minimum every 500 feet
- Internal streets designed as public streets with street trees, sidewalks, lighting
- Connect sites to nearby trails via pedestrian pathways
- Encourage cross-access between parcels that connects internal circulation and parking areas

# Design Guidelines: Site

Meeting +  
Survey Feedback:  
Landscaping +  
Aesthetics Important



## Landscaping + Open Space



- Native and drought-tolerant species preferred
- Ornamental plantings at entries to sites
- Consistent green buffer along frontages with the exception of around pedestrian, vehicular entrances
- Foundation plantings around building edges
- Ornamental plantings around building entrances

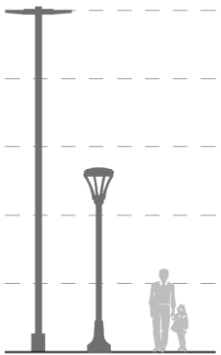
## Fencing + Screening



- Screening of parking areas, outdoor storage and loading or services areas with privacy fencing, evergreen and ornamental plantings
- Screening of utilities with fencing, walls, or Landscaping
- Consistent fencing and landscaping along Route 1 frontages

# Design Guidelines: Site

## Lighting



- Dark sky compliant, full cut off, LED lighting
- House-side shielding used with lighting along roadways to reduce glare
- Preferred pole and fixture color: black
- Parking Lot Lighting Height: 25 feet
- Pedestrian Lighting: 13-15 feet height; placed every 50-80 feet along sidewalks, every 120 feet along sidepaths or trails

## Signage



- Stand alone monument signs to be of similar materiality to principal building (**survey indicated monument signs with masonry based preferred sign type**)
- Limit tall pylon signs, prefer low monument signs with landscaping
- Small-scale signage that is exterior-lit
- Provide signage landscaping

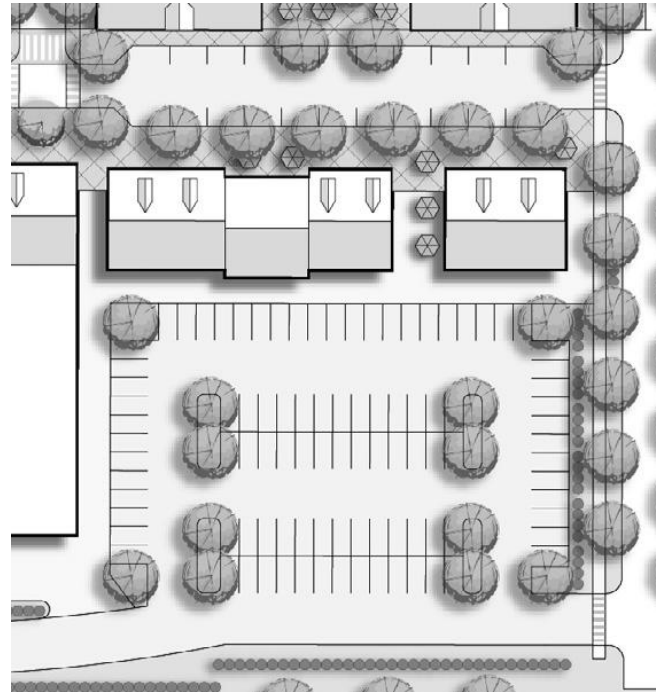
# Design Guidelines: Site

Meeting +  
Survey Feedback:  
Parking to Side or Rear



## Parking

- Parking lots primarily located behind or beside buildings and screened from view
- Break up parking fields with landscaped islands, shade trees
- Provide pedestrian access paths through parking lots to adjacent streets and building entries
- Parking areas to be paved with curb and gutter
- Utilize bioretention to contain and filter stormwater runoff from parking fields
- Minimize curb cuts and driveways
- Encourage cross access easements to provide connections between parking areas on adjacent properties



### Survey Feedback:

35% of Respondents Preferred Parking to the Side of Buildings  
53% of Respondents Preferred Parking to the Rear of Buildings

# Design Guidelines

## Industrial + Large Buildings

- Facades facing prominent frontages have higher design
- Articulation of large, long walls
- Offset roof lines to add visual interest, variety to massing
- Façade transparency – windows, doors
- Larger buffers, preserve existing vegetation



# Design Guidelines

## Gas Stations

### Existing Design



Building centered in parking lot

Pumps fronting street

### Preferred Design



Pedestrian connection from street

Building fronting street

Pumps behind building

Trees and shrubs screen

- Buildings face street
- Pedestrian entrances from street
- Pumps in rear or side, screened from view from public right of way



Pedestrian connection from street



# Design Guidelines

## Drive Thrus

**Old Design**      **New Design**

No pedestrian connection from street

Building centered in parking lot

Drive-thru behind building

Pedestrian connection from street

Building faces street

- Buildings face street
- Pedestrian entrances from street
- Drive-thru window faces rear or side, screened from view from public right of way

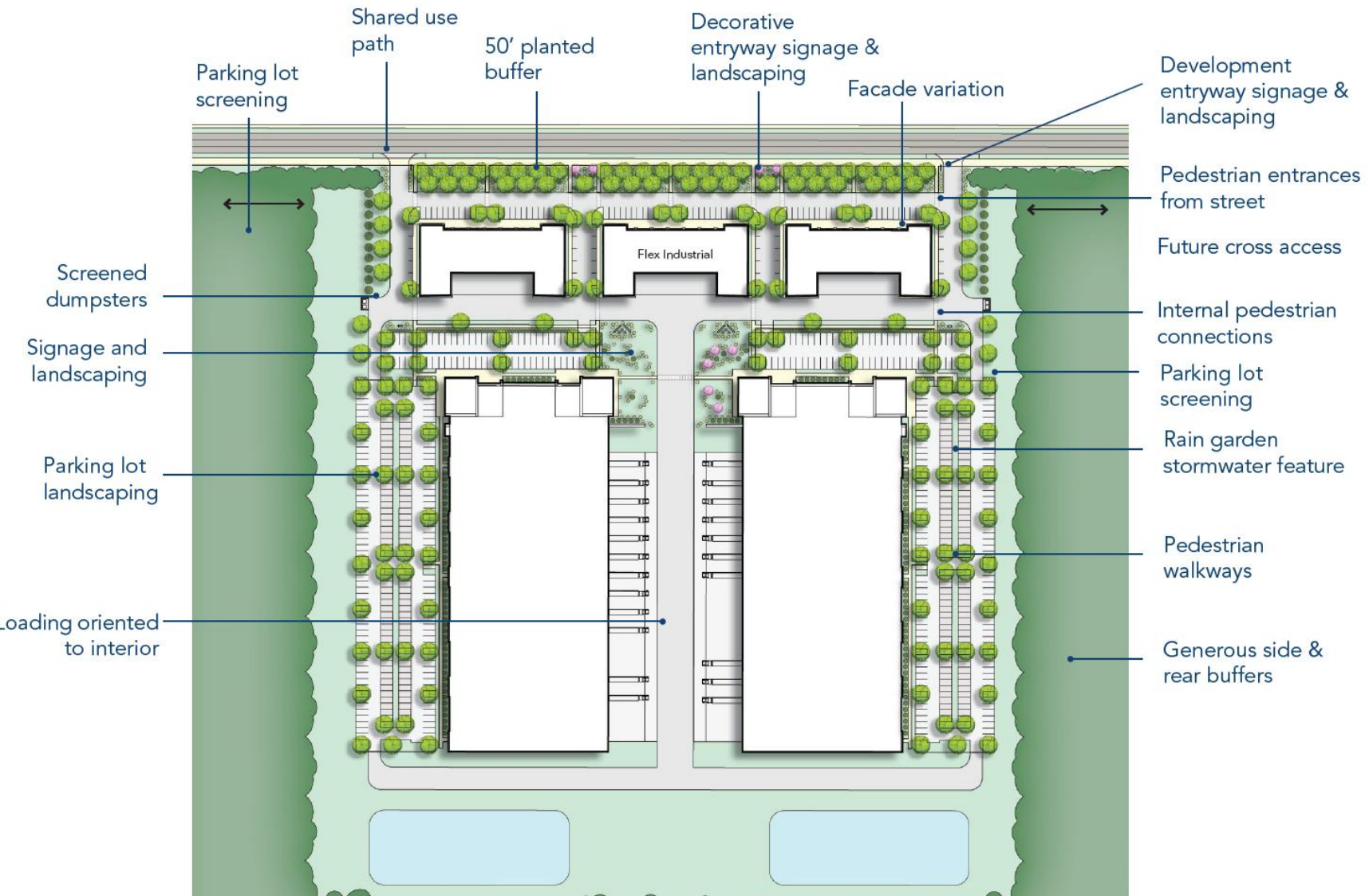
# Design Guidelines Applied Tourism, Hospitality, Retail



# Design Guidelines Applied Professional Services, Office



# Design Guidelines Applied Light Industrial, Wholesale



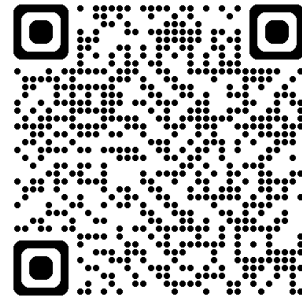
# Next Steps



- Receive + Compile Feedback
- Revise Recommendations + Produce Draft Plan
- Present to Planning Commission for Recommendation (Public Hearing)
- Present to Board of Supervisors for Adoption (Public Hearing)
- Implement Plan Recommendations
  - Revisions to Ordinances + Overlay Districts to Reflect Recommendations in Final Plan

# Project Website

[engage.hanovercounty.gov/route1plan](https://engage.hanovercounty.gov/route1plan)



Provide comments on website  
or email to [planning@hanovercounty.gov](mailto:planning@hanovercounty.gov)



*Thank you for participating!*

