



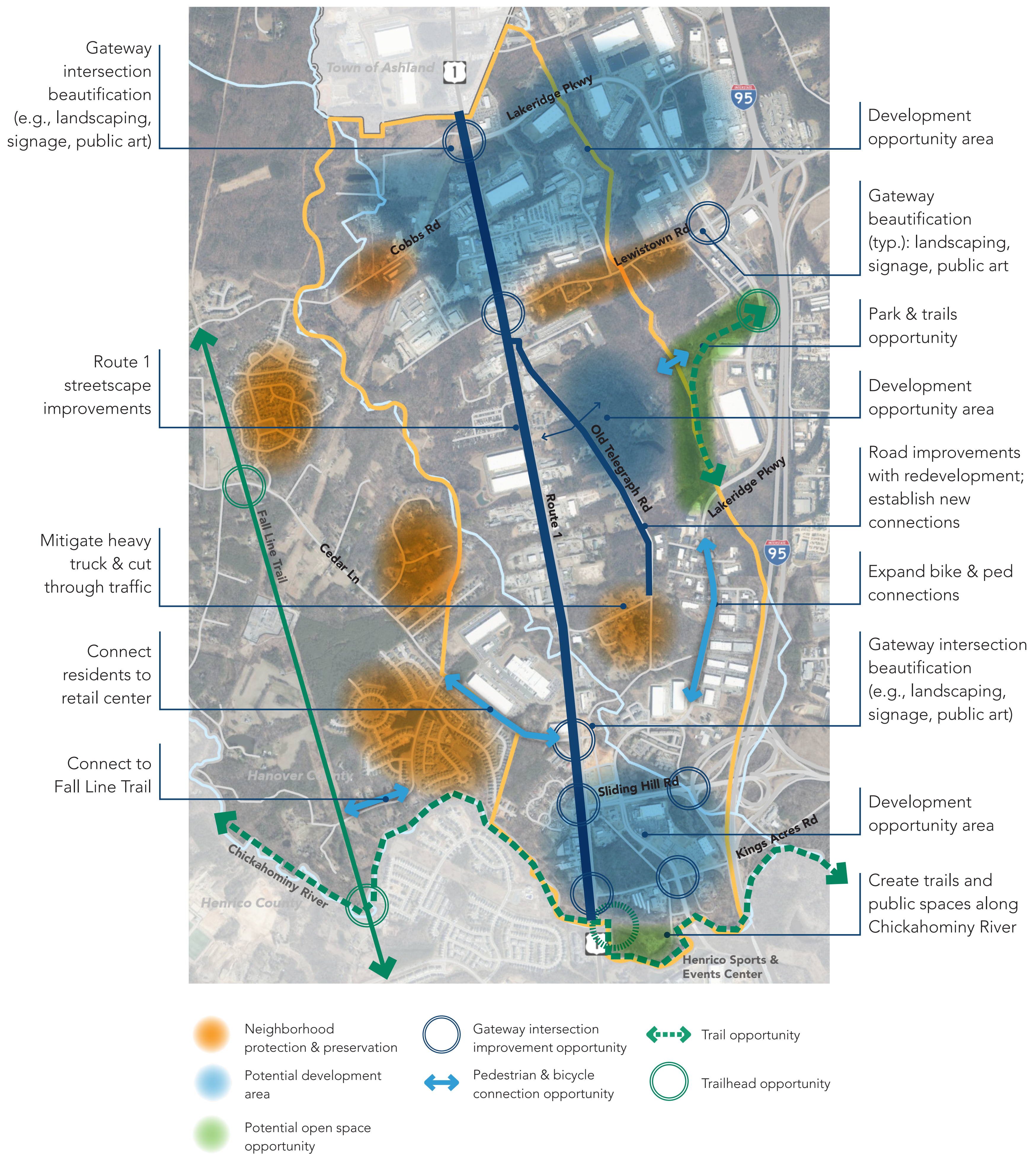
STRATEGIES

What We Heard

Summary of top feedback & how it is incorporated

- 73% Improved community aesthetics**
 - Providing Design Guidelines for community features like landscaping, coordinated architecture, attractive building materials, and improved signage
- 66% More sidewalks, trails, and bikeways**
 - Included designs for complete streets and highlighting opportunities to build trails and shared use paths
- 65% More parks and recreational opportunities**
 - Provided concepts for park space and trails
- 60% More restaurants and entertainment**
 - Offered site design concepts for walkable, mixed use retail center
- 40% Improved roadways and connectivity**
 - Recommended improvements to Route 1 and other roads and provided connectivity options
- 76% Tree preservation is important**
 - Recommending updates to buffer standards to enhance tree preservation
- 69% Natural open space is important**
 - Offered concepts to provide public access to natural open space
- 74% Parking to the side or rear of buildings is important**
 - Offered site design concepts and design guidelines that reinforce parking and loading location and screening
- 92% Landscaping along road frontages is important**
 - Provided design guidelines for frontage landscaping and reflected in proposed street and site designs
- 84% Ornamental/pedestrian lighting is important**
 - Provided design guidelines for pedestrian lighting and reflected in proposed street and site designs

Overall Strategies



Thank you for participating!

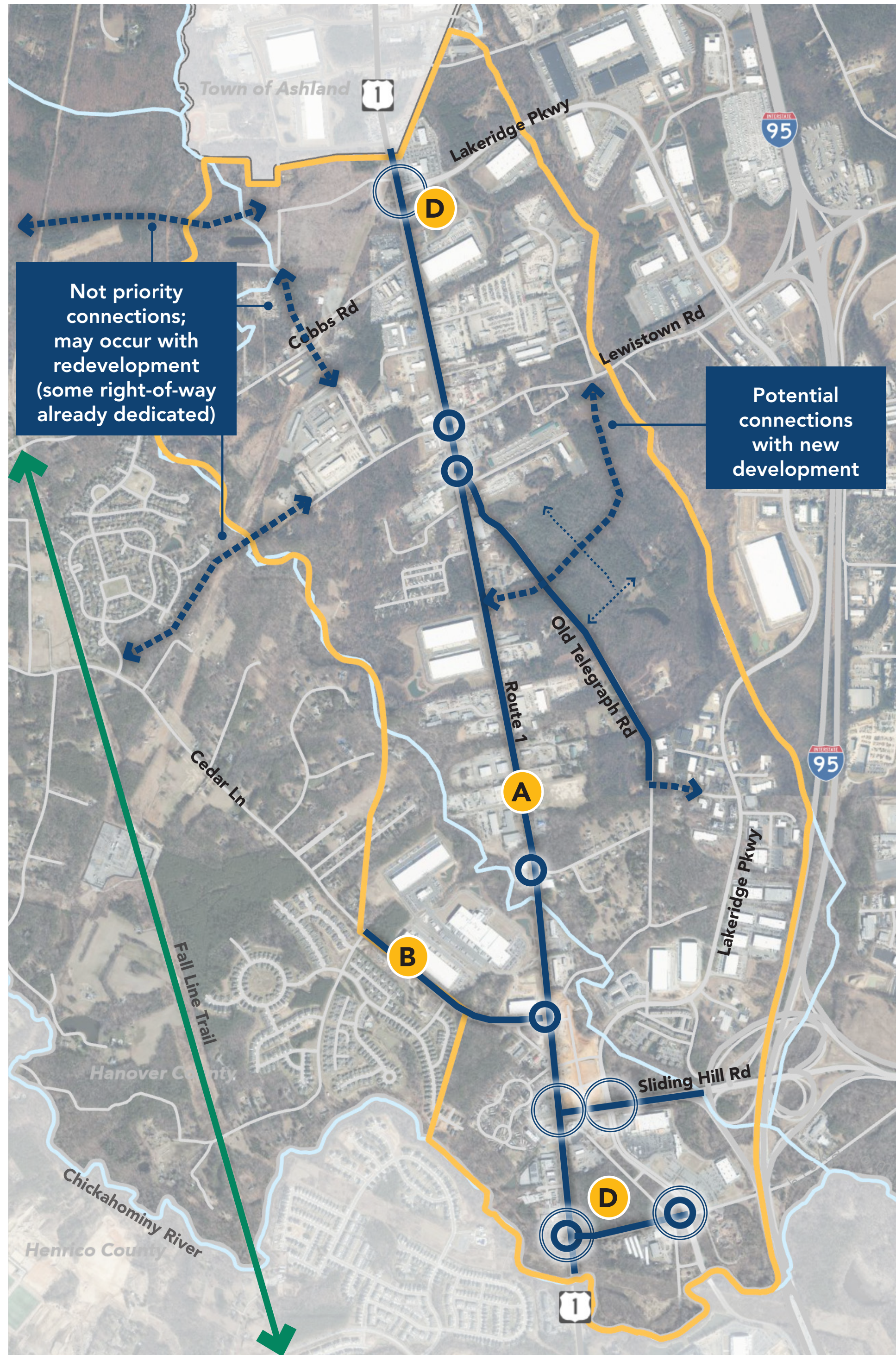
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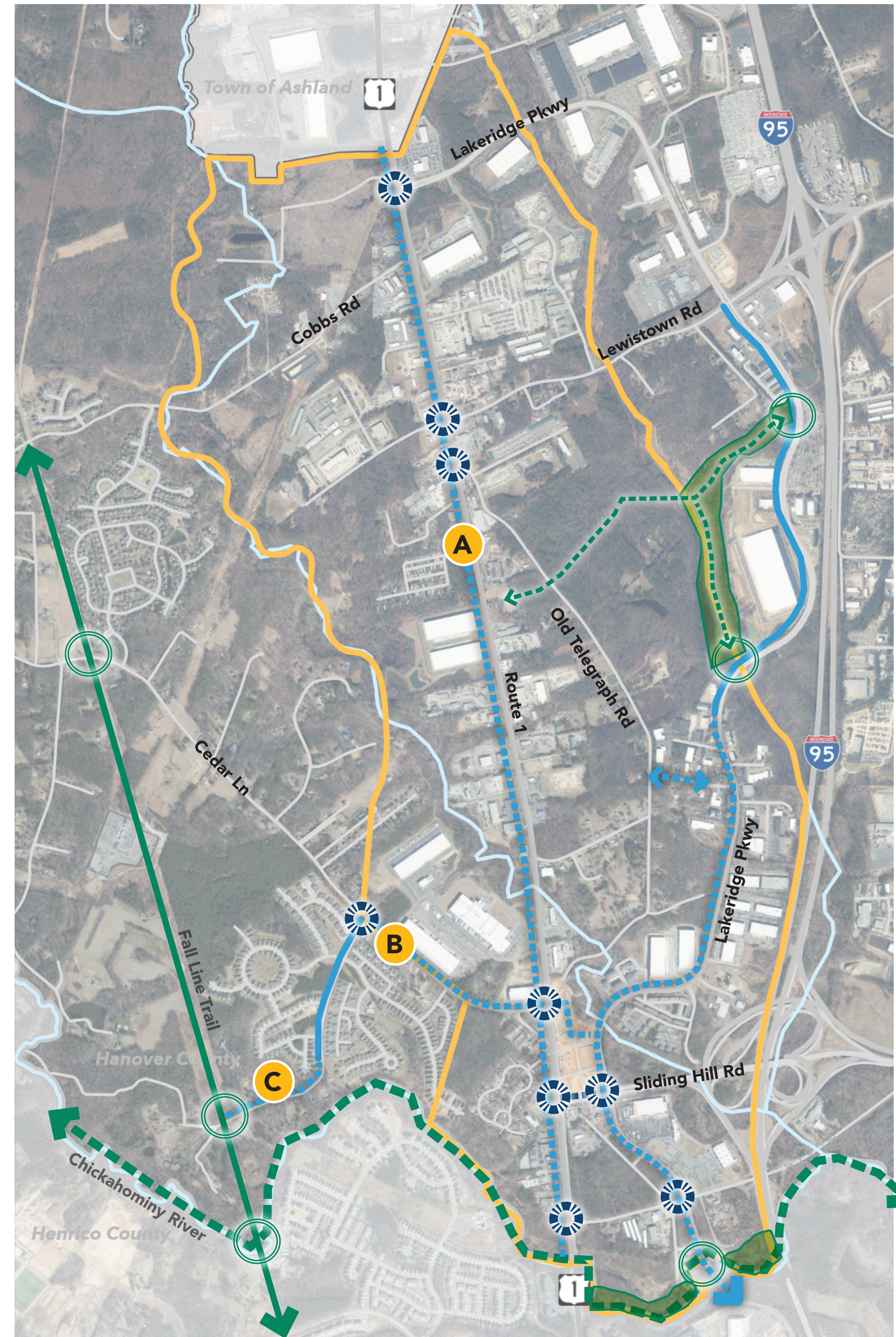


MOBILITY

Transportation Strategies



Pedestrian Strategies



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

- Study Area
- Roadway & streetscape improvement
- Proposed shared use path
- Potential new road connection
- Existing sidewalk or side path
- Gateway opportunity
- Existing trail
- Potential new trail
- Potential trailhead (e.g., parking, signage)
- Potential new park & open space
- Pedestrian crossing improvements
- Intersection improvements

GATEWAY ELEMENTS



INTERSECTION IMPROVEMENTS

Previous Design



Improved Design



- Pedestrian refuge island
- Planting strip between sidewalk and travel lane
- Planted median
- High visibility crosswalk

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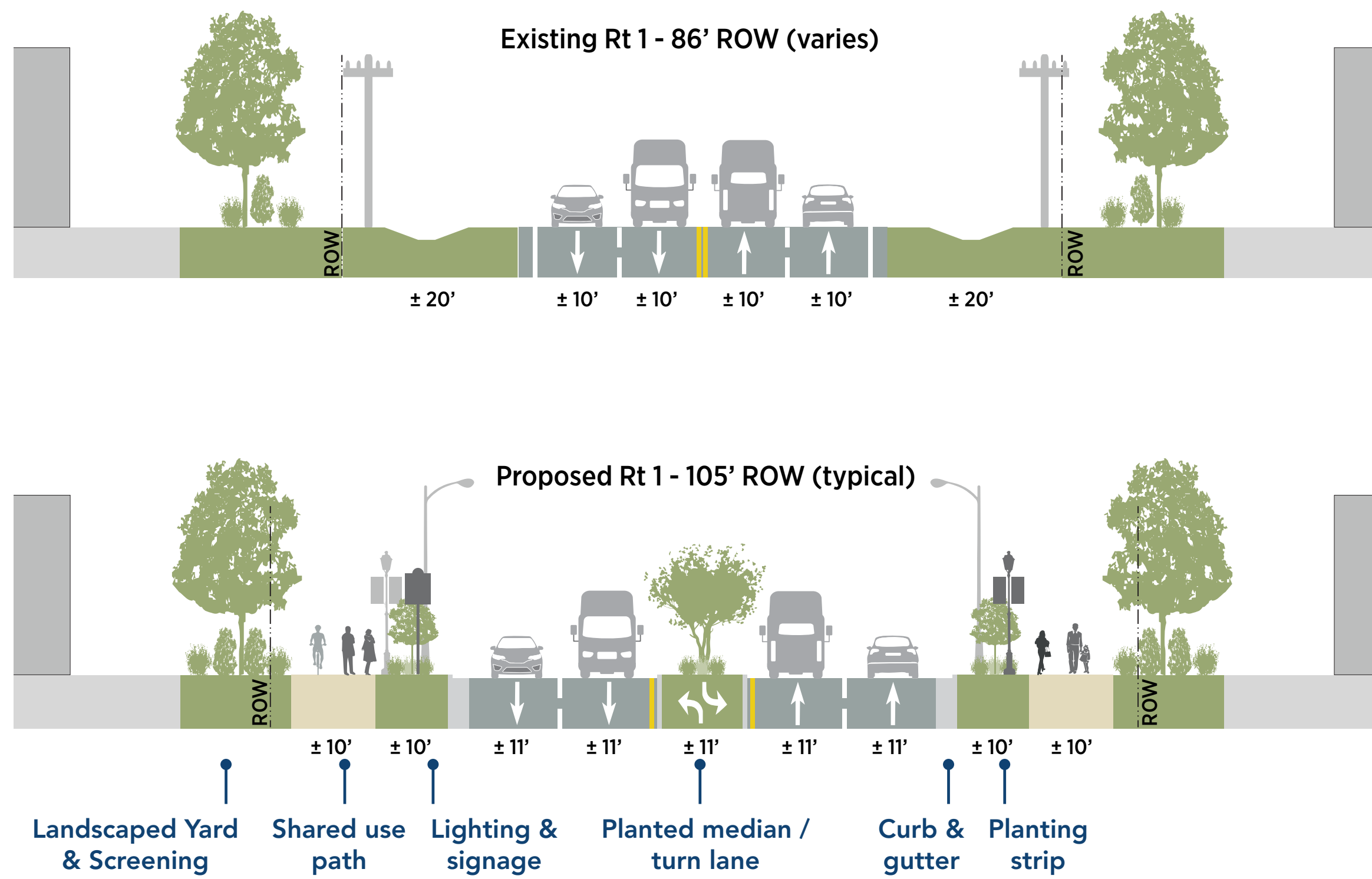


COMPLETE STREETS

Proposed Street Design

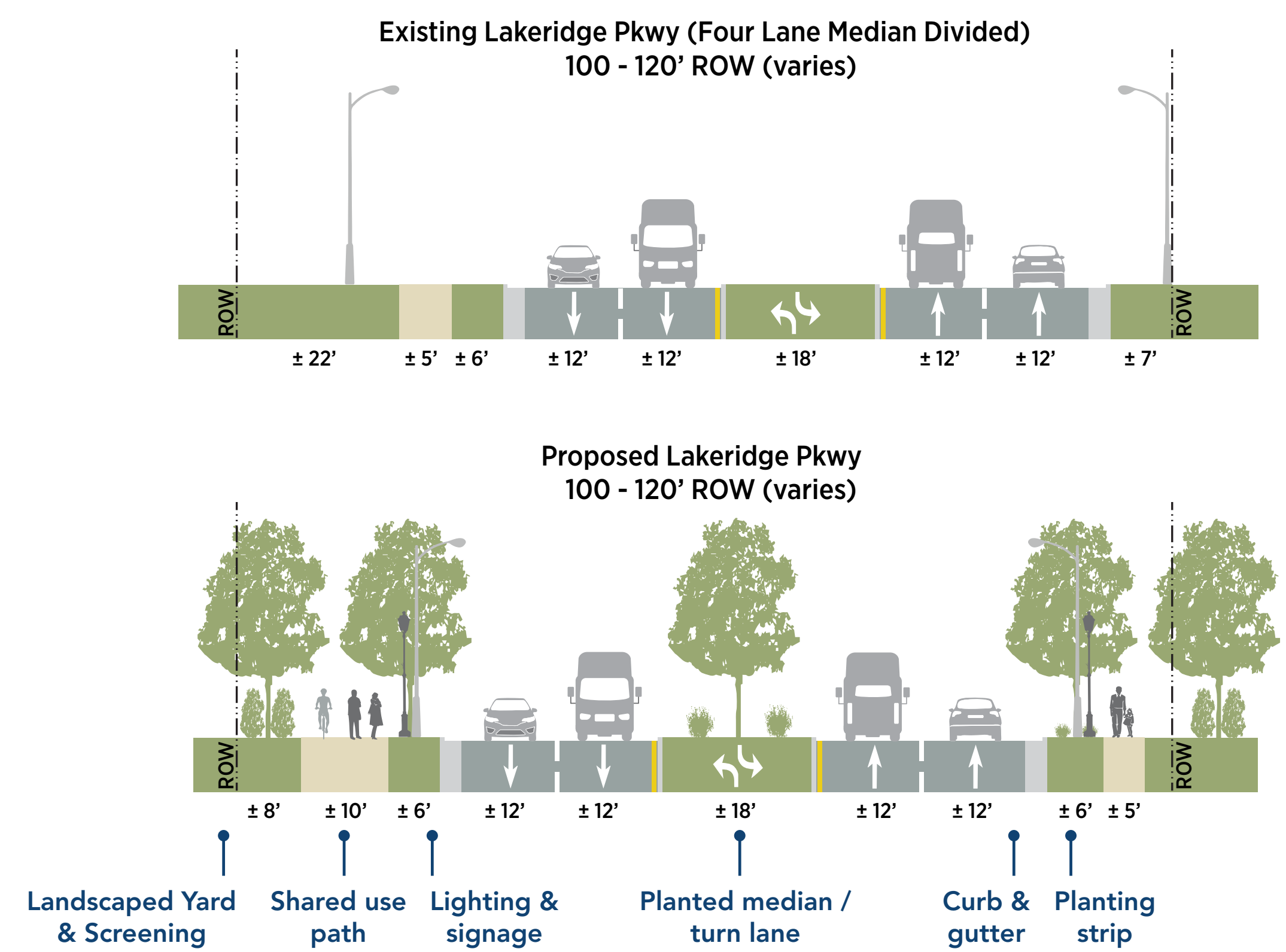
Route 1

Per adopted plans - Major Arterial (6 lanes w/ median) 140 ft ROW



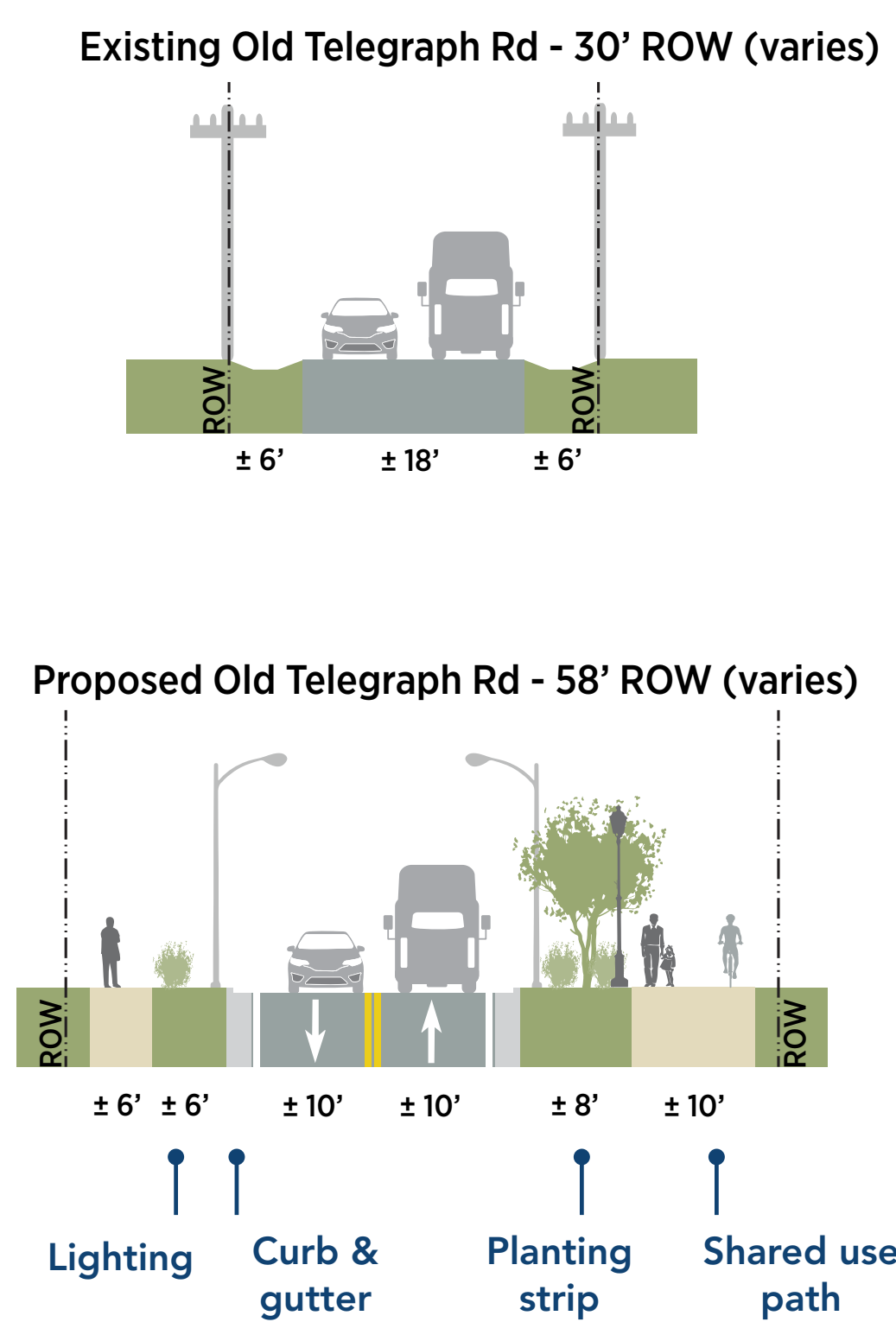
Lakeridge Parkway

Per adopted plans - Major Collector (4 lanes w/ median) 120 ft ROW



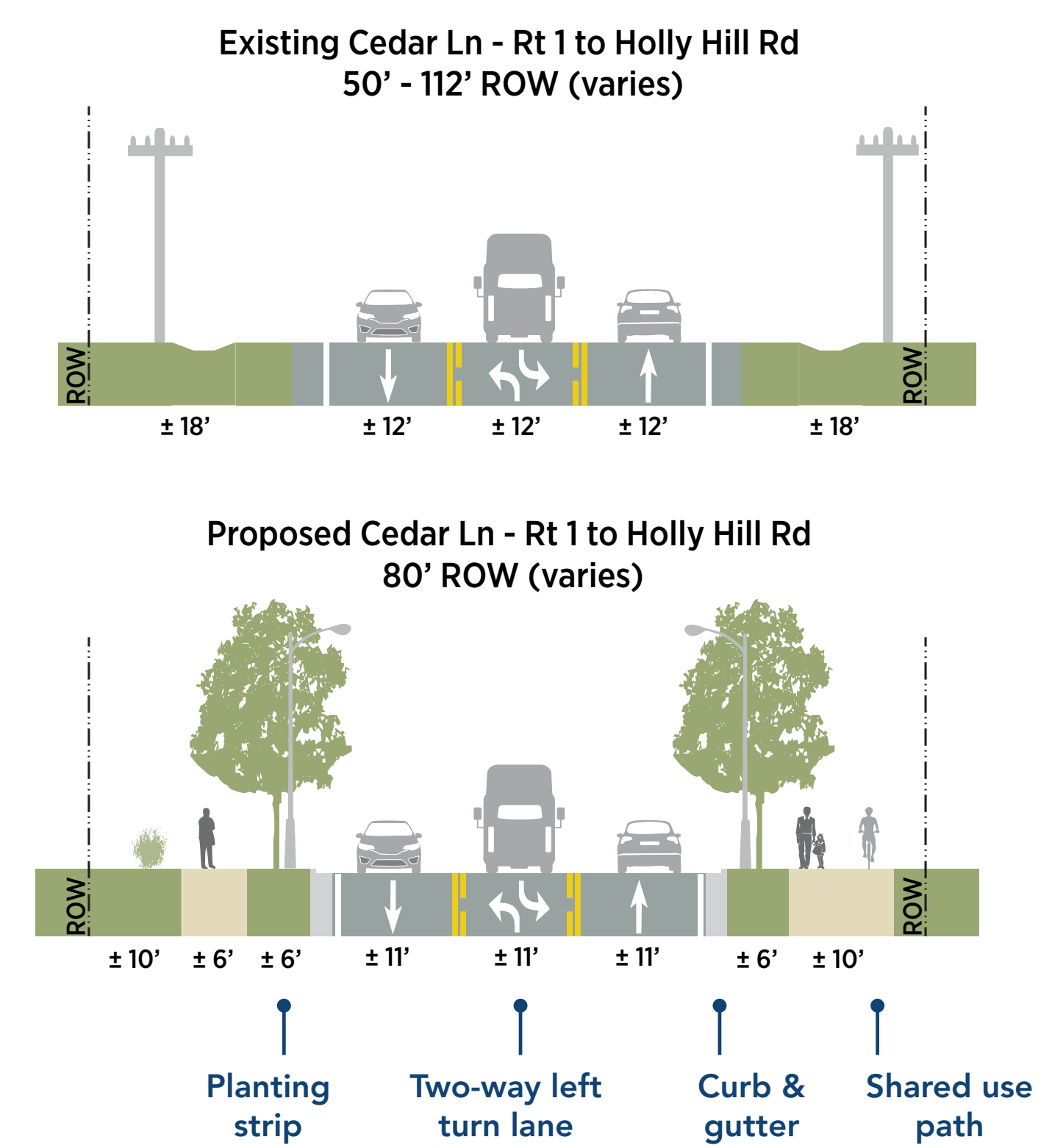
Old Telegraph Road

No existing cross section per adopted plans



Cedar Lane

Per adopted plans - Major Collector (4 lanes w/ median) 120 ft ROW



Thank you for participating!

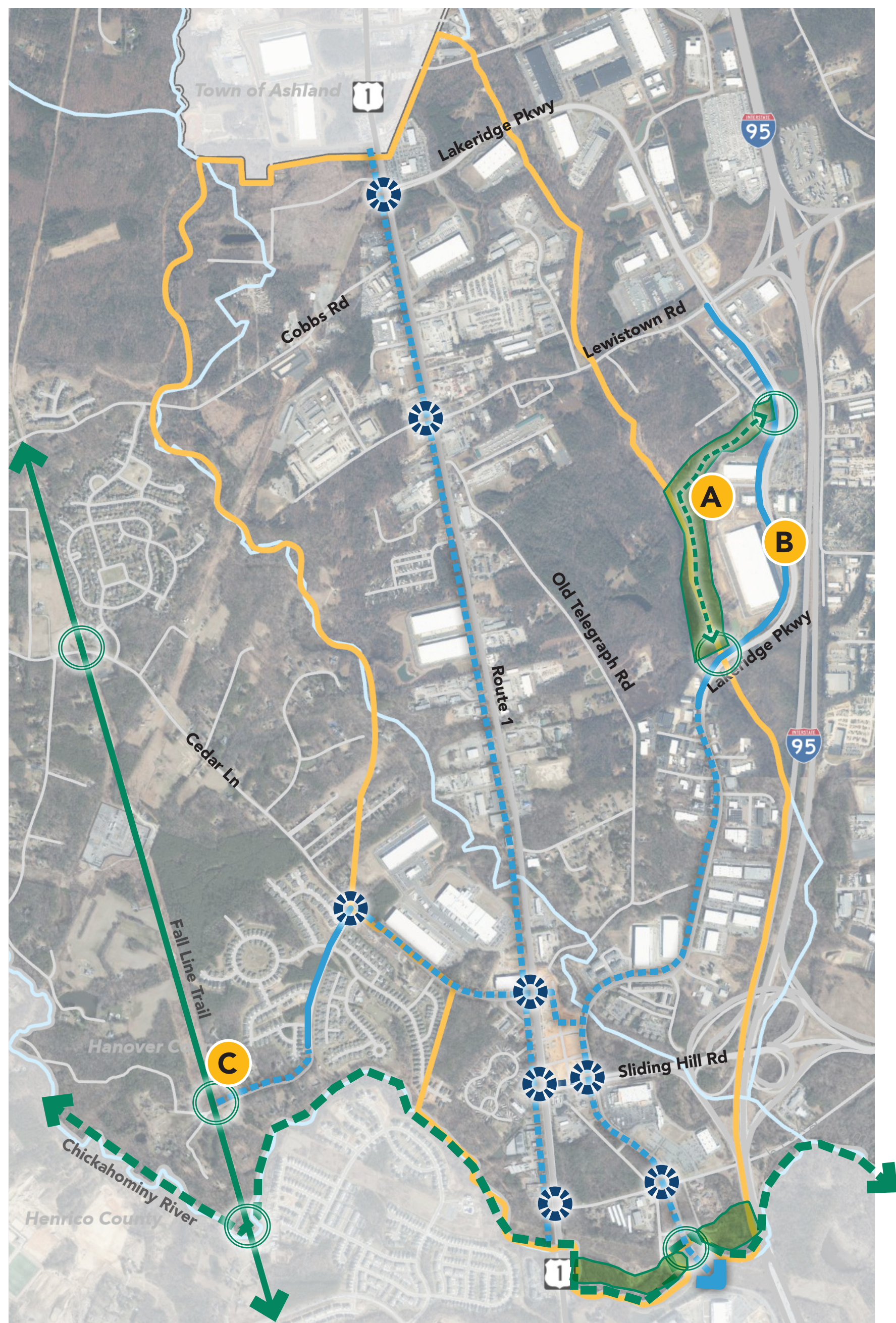
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PARKS & OPEN SPACE

Open Space Strategies



Priorities

- A** New public park
- B** Expand sidewalk to shared use path
- C** Fall Line Trail trailhead at Holly Hill Road

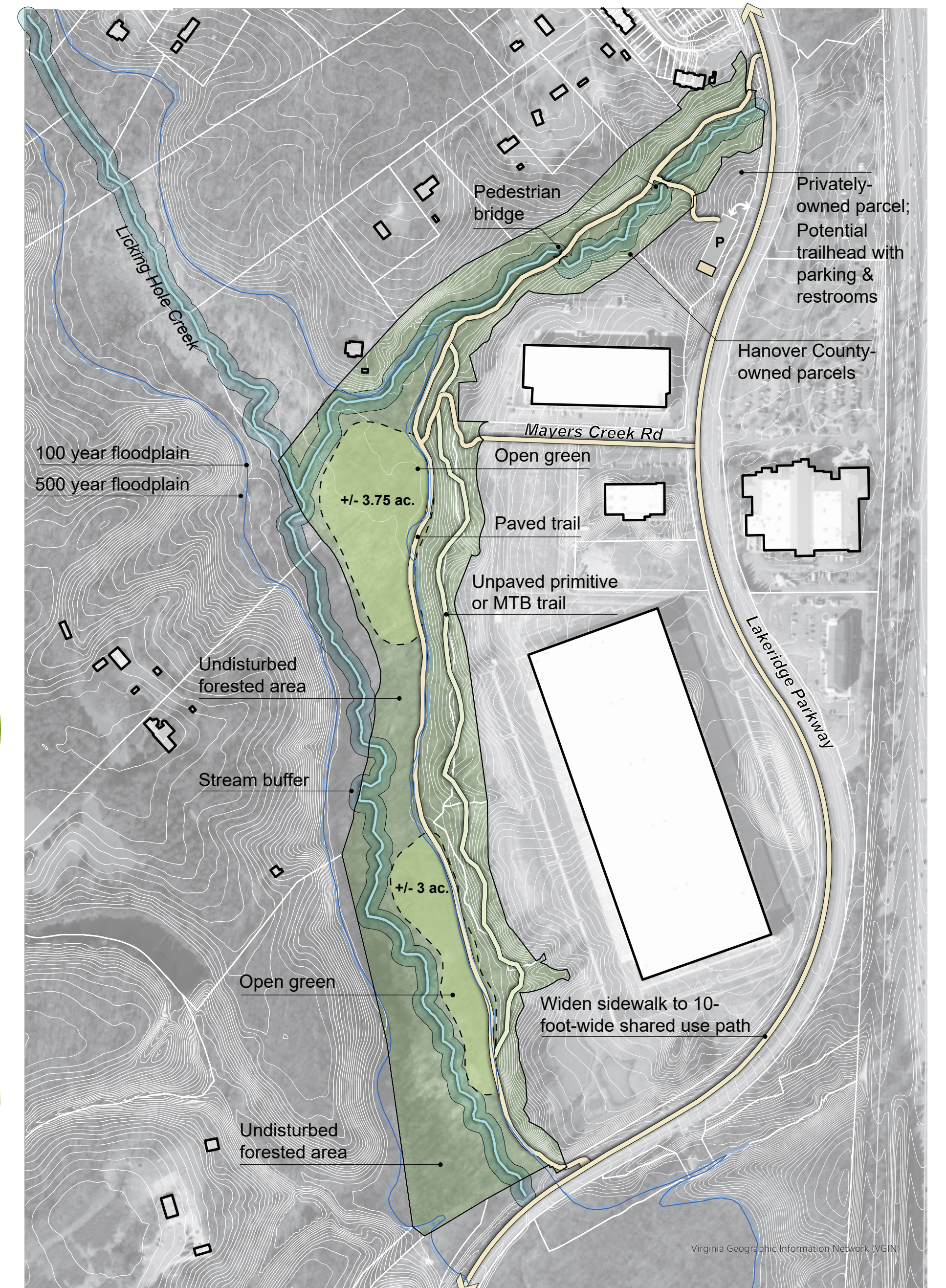
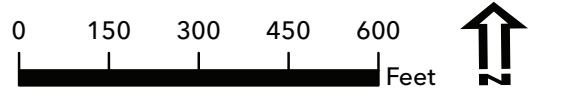


- Study Area
- Existing sidewalk or side path
- Proposed shared use path
- Proposed ped/bike crossing
- Existing trail
- Potential new trail
- Potential trailhead (e.g., parking, signage)
- Potential new park & open space

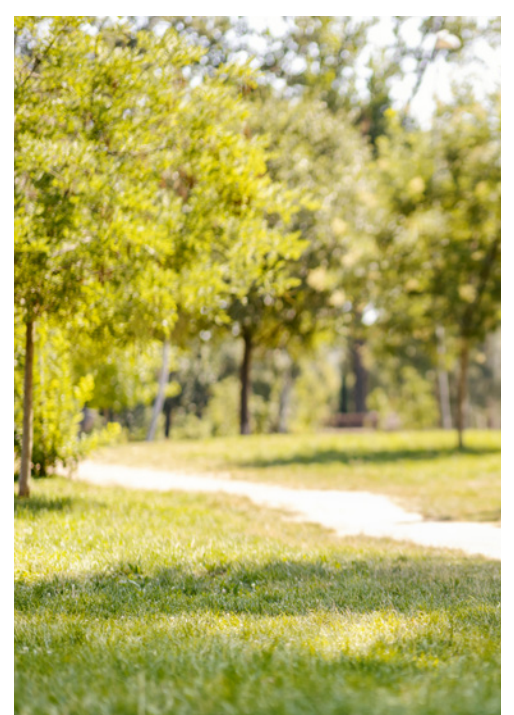


Potential Park Site

- +/- 40 acres owned by Hanover County
- Floodplain and steep slopes affect some areas
- Potential for trails and natural open spaces



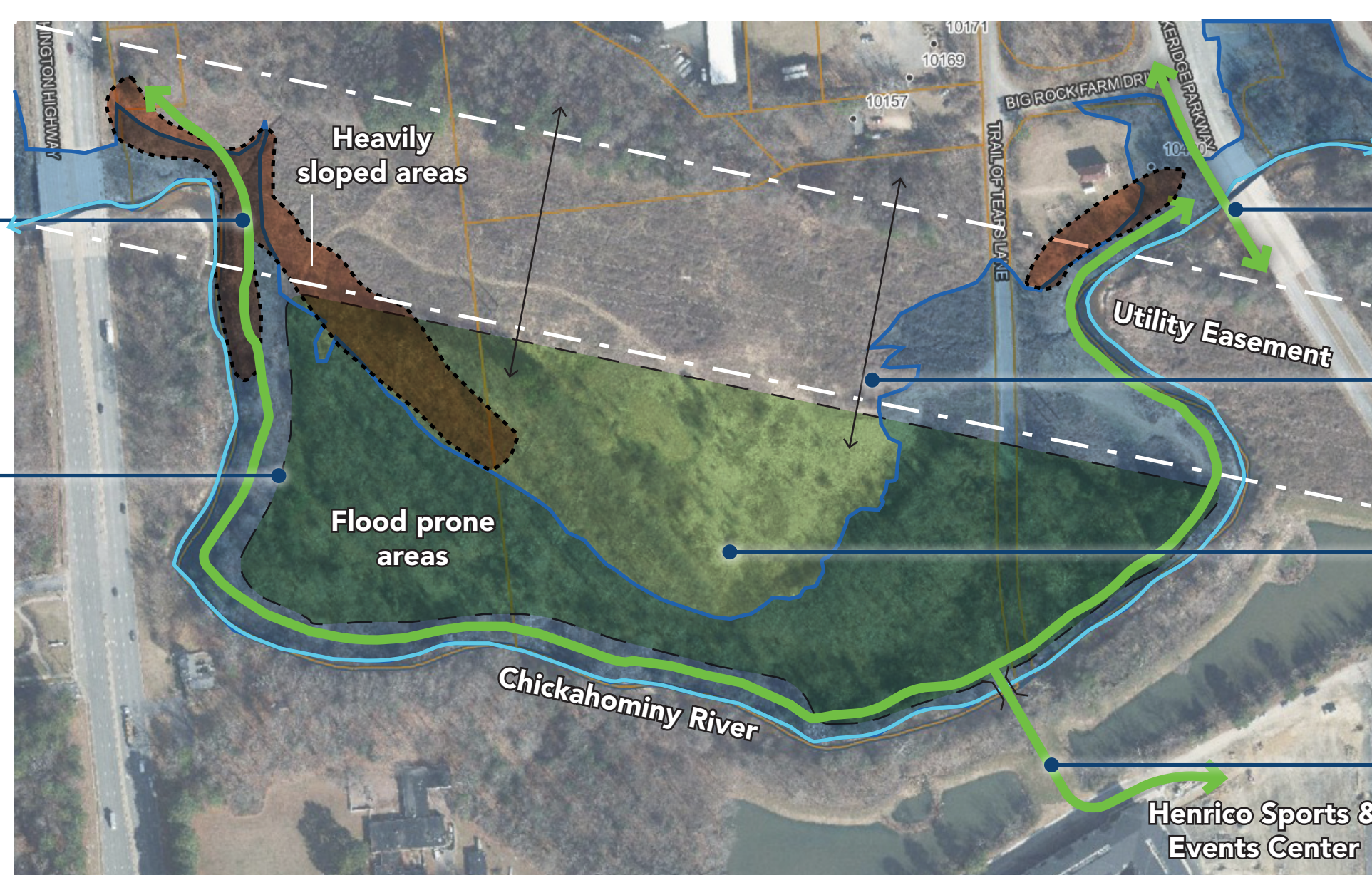
Opportunities Along the Chickahominy River



Potential trail along Chickahominy River

Public open space opportunity:

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

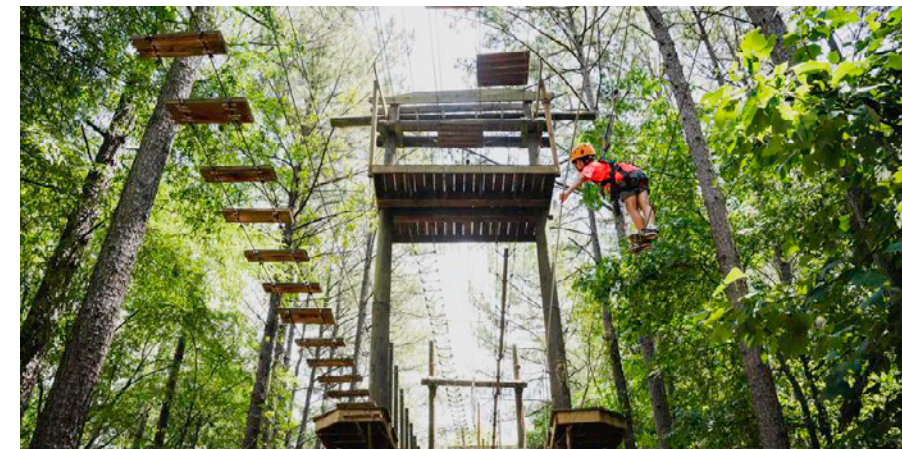
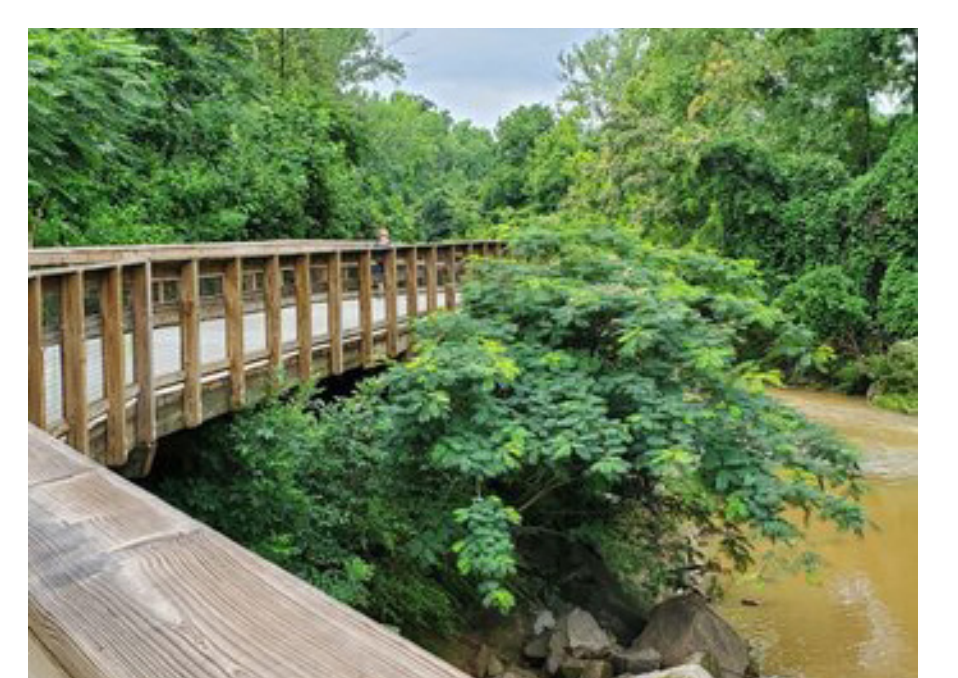


Potential shared use path connecting to Chickahominy River Trail and Virginia Commons

Potential vehicular connections across easement

+/- 4 acres flat, outside flood-prone areas

Potential trail connection to nearby destinations



Thank you for participating!

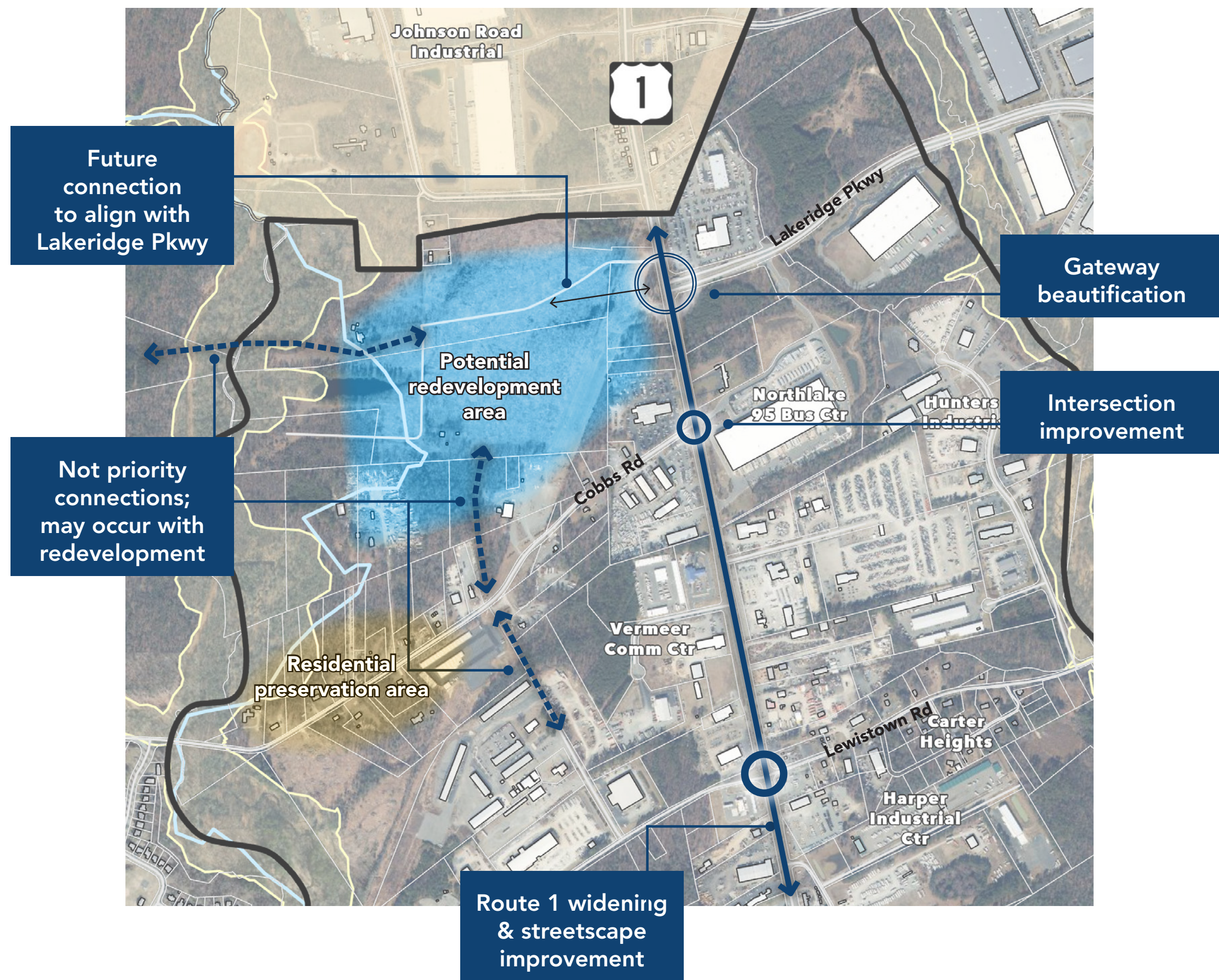
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DEVELOPMENT OPPORTUNITY AREAS

North Area



STRENGTHS

- Proximity to I-95, Ashland
- Location on Route 1
- Large tracts of land under single ownership

CHALLENGES

- Lack of identity
- Aesthetic challenges (e.g., visibility of outdoor storage areas)
- Industrial proximity to residential
- Heavy truck traffic
- Connectivity limited to Route 1, Lakeridge Parkway
- Vacant or underutilized land
- Utility easement

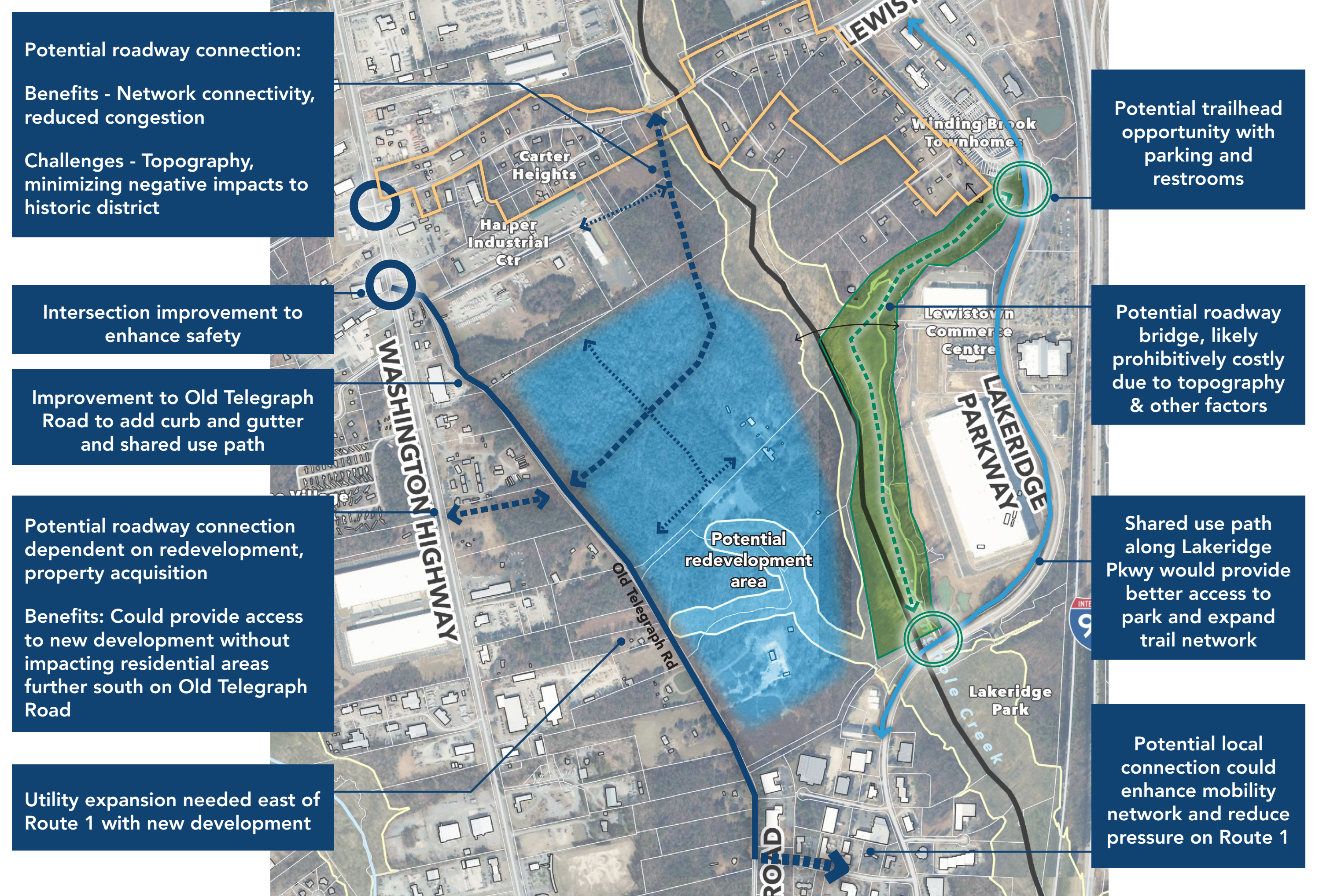
FUTURE CHARACTER

- Envision Hanover recommends Suburban Center; change to Business Flexible or Limited Industrial
- Well-designed business and employment uses that limit negative impact on nearby residential
- Public feedback expressed opposition to data center uses and mega-distribution centers

TARGETED USES

- Light industrial, Wholesale trade; Advanced, clean manufacturing
- Supportive uses (e.g., parts, components, suppliers of industrial or manufacturing)
- Daily needs commercial uses (e.g., food and beverage, retail, pharmacy, repair shops, laundry)

Central Area



STRENGTHS

- Acres of undisturbed natural open space
- Historic buildings, properties
- Large tracts of land under single ownership
- Public park and trail opportunities nearby
- Proximity to historic district

CHALLENGES

- Limited connectivity
- Some steep topography
- Stream buffers and flood prone areas
- Lack of options to connect across Licking Hole Creek
- Narrow roadway, Old Telegraph Road
- Avoid negative impacts to historic district

FUTURE CHARACTER

- Maintain natural look and feel
- Improved connectivity to Route 1 and adjacent roadways
- Limit cut-through traffic and negative impacts on existing residential enclaves
- New development that serves residents (e.g. medical office, daycare, professional services)

TARGETED USES

- Medical office, dental, wellness, healthcare, pharmaceutical and related uses
- Professional services (e.g., Legal, Accounting, IT & Technology, Real Estate)
- Limited neighborhood commercial (e.g. daycare, pharmacy, coffee shop)
- Public open space

South Area



STRENGTHS

- Proximity to I-95, Ashland
- Location on Route 1, Lakeridge Parkway
- Large tracts of land under single ownership
- Current redevelopment occurring
- Proximity to Virginia Commons and Henrico Sports & Events Center
- Strong demand for hospitality & tourism uses

CHALLENGES

- Some steep topography
- Stream buffers and flood prone areas
- Underutilized or vacant properties
- Aesthetic issues with existing streetscapes
- Lack of pedestrian facilities
- Utility easement

FUTURE CHARACTER

- Establish synergy in new development with activity at Henrico Sports & Events Center
- Retail, hospitality, entertainment, tourism and supportive services
- Leverage open space opportunities with new development
- Connect new development to open spaces and trail opportunities
- Improved walkability and pedestrian connections

TARGETED USES

- Retail, food and beverage, entertainment
- Hospitality, tourism-related uses; conference center, meeting spaces
- Sports- and recreational-tourism
- Professional services
- Public open space

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DESIGN GUIDELINES

FOR SPECIFIC ELEMENTS

LARGE BUILDINGS



Visual Prominence Along Frontage Line

- Visually prominent masses and facades oriented towards frontages facing Major Thoroughfares and Old Telegraph Road and must adhere to frontage and transparency requirements.
- These masses should house offices, showrooms, lobbies, staff recreational spaces, or other "front-of-house" spaces.

Large Wall Plane Articulation

- Visually break up the bulk and scale of large buildings with perpendicular off-sets from the nominal wall plane
- Use different materials, textures, bays, wall/roof offsets such as projections and recesses, and/or changes in floor level

Roof Line Offsets

- Roof line offsets should be provided to lend architectural interest and variety to the massing of a building and to relieve the effect of a single, long roof.

Facade Transparency

- Windows and doors, part of every facade where practical to provide interior light and exterior views
- Office areas: 30% transparency
- Secondary walls: 10% transparency

Buffers & Orientation

- Discourage clear cutting and loss of existing plant material in buffers
- Minimum 50 foot front buffer
- Minimum 100 foot side and rear
- Loading docks oriented toward rear or interior of site and screened by adjacent building

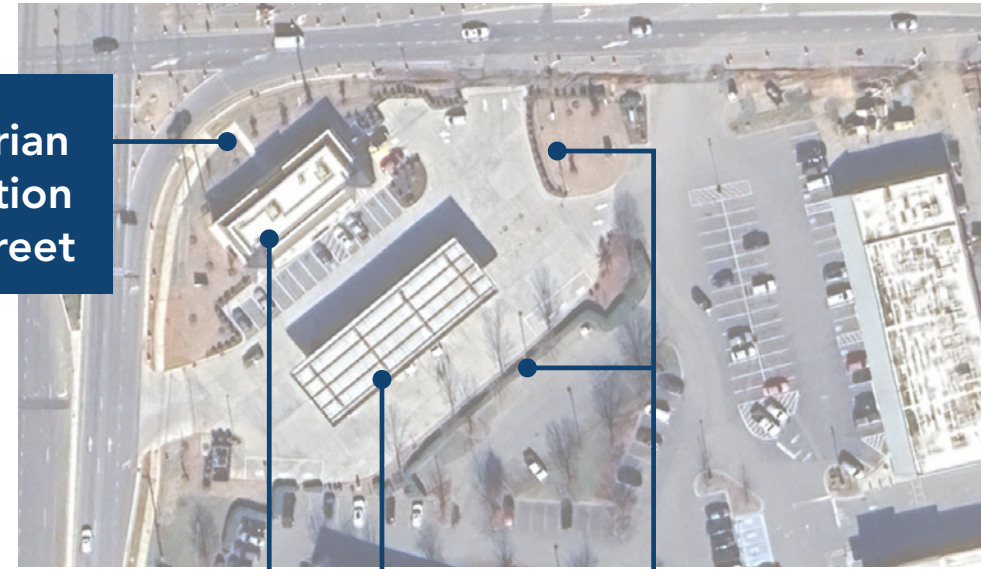
GAS STATIONS

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

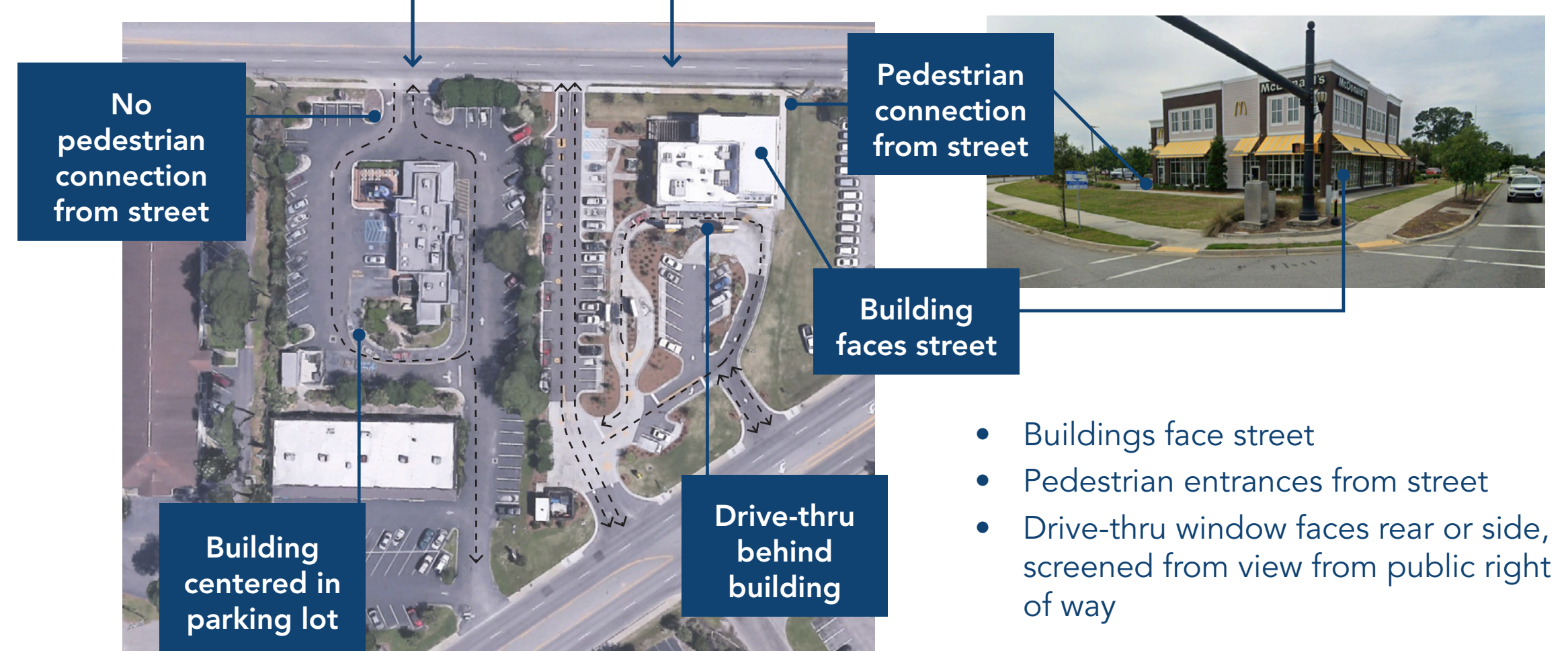


Pedestrian connection from street



DRIVE THROUGHS

Old Design New Design



No pedestrian connection from street

Pedestrian connection from street

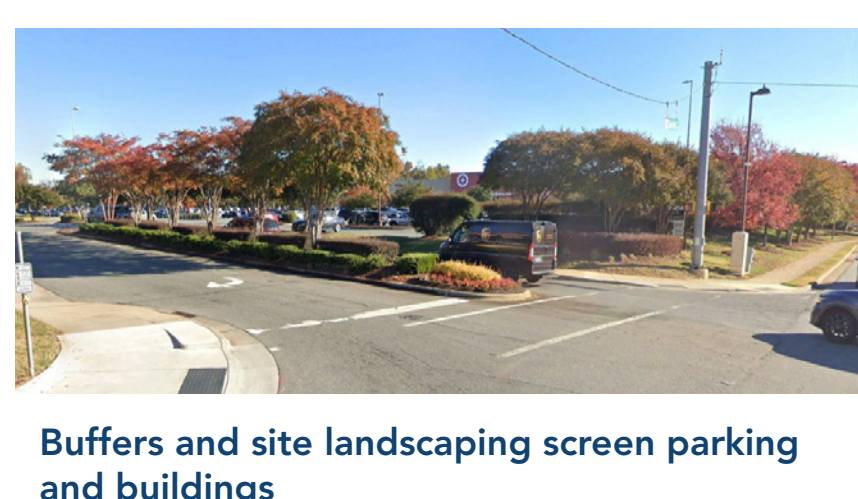
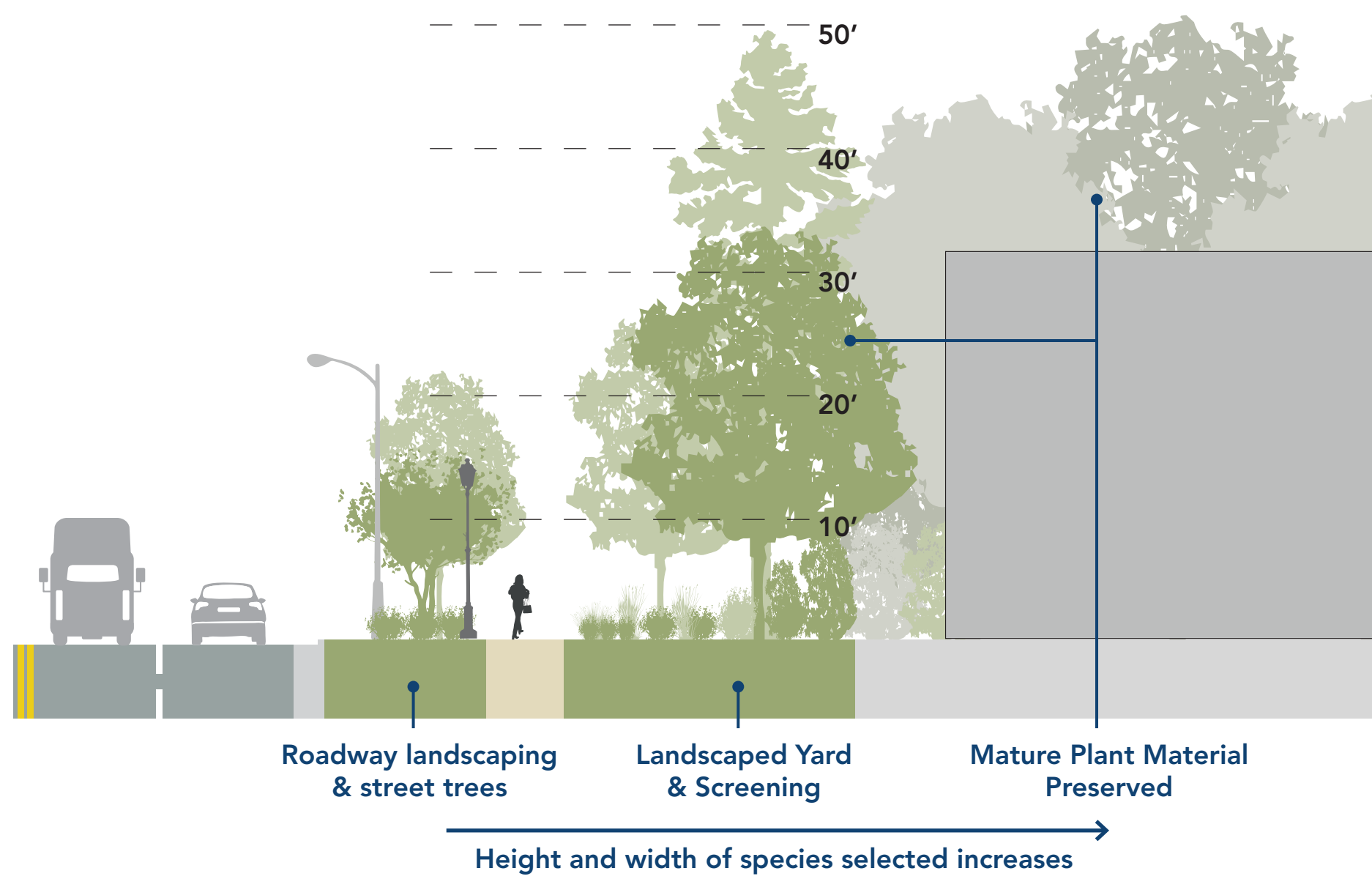
Building faces street

Building centered in parking lot

Drive-thru behind building

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

BUFFERS



Buffers and site landscaping screen parking and buildings

Widths

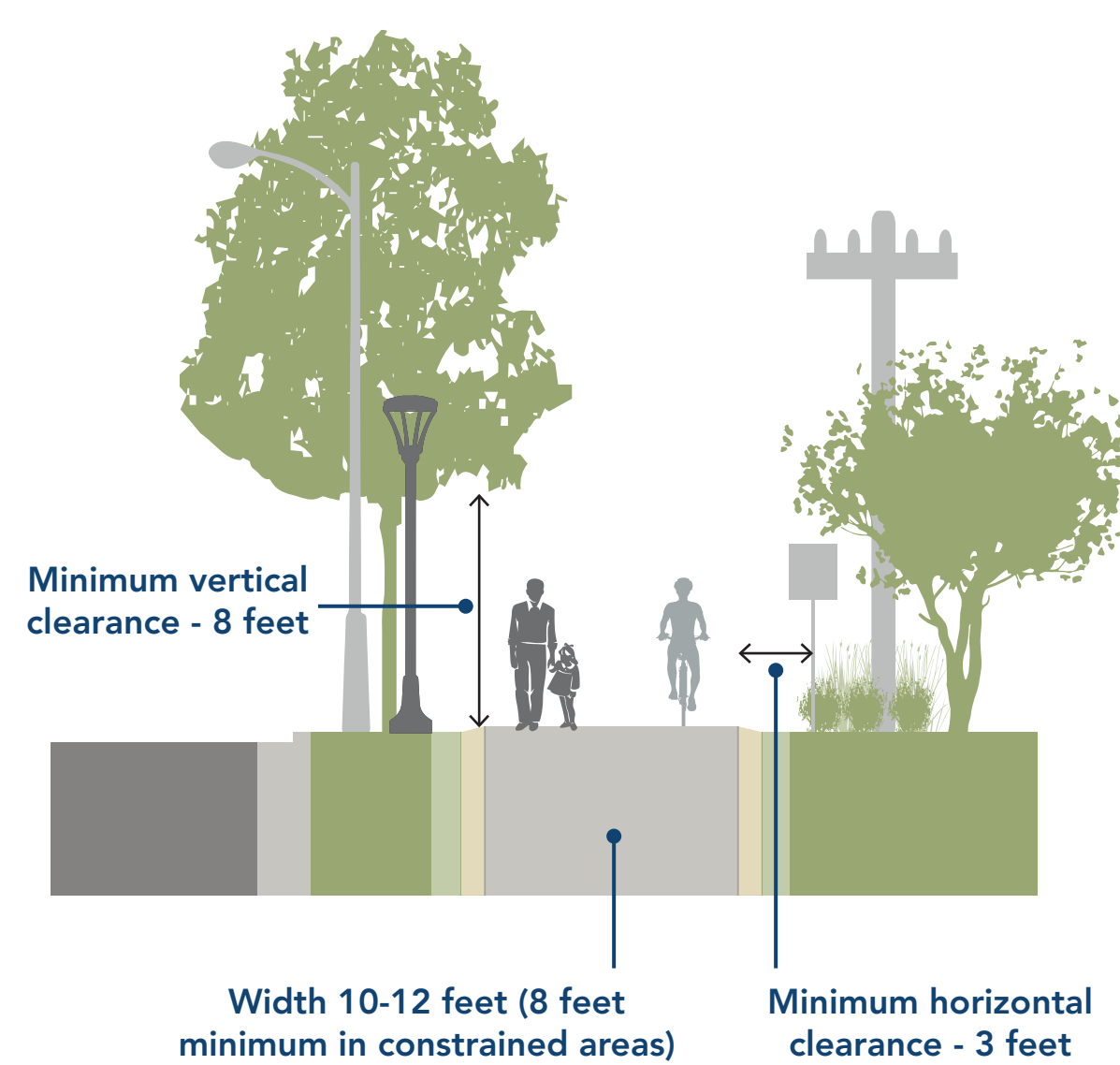
- 25 feet semi-opaque for retail frontages
- 50 feet for industrial frontages
- 100 feet sides and rear of industrial
- 200 feet for industrial adjacent to parcel with residential building

Increasing Buffer Effectiveness

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

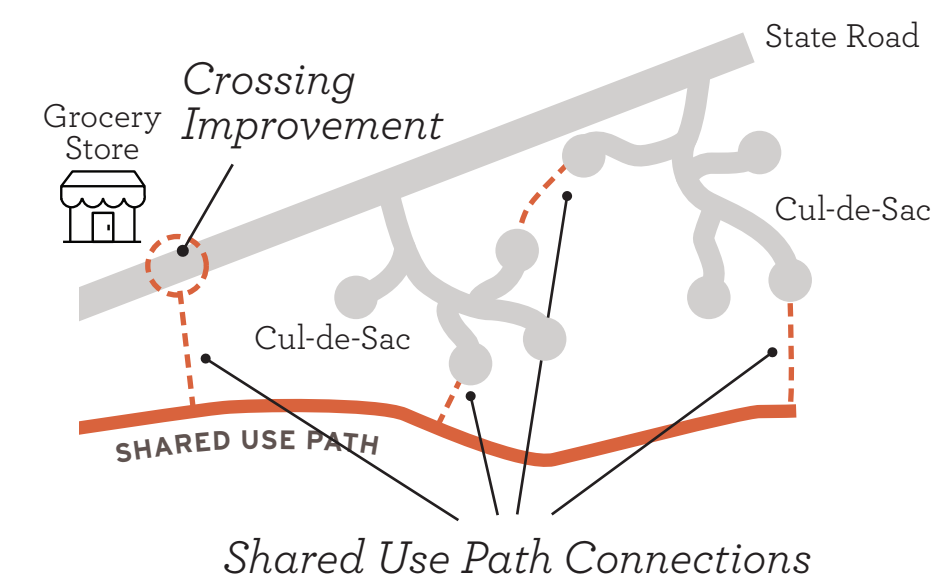
GREENWAYS & TRAILS

Dimensional Standards



Making Connections

- Neighborhoods nearby can be connected conveniently to retail centers and other destinations by filling gaps in the network and improving roadway crossings for pedestrians and cyclists.

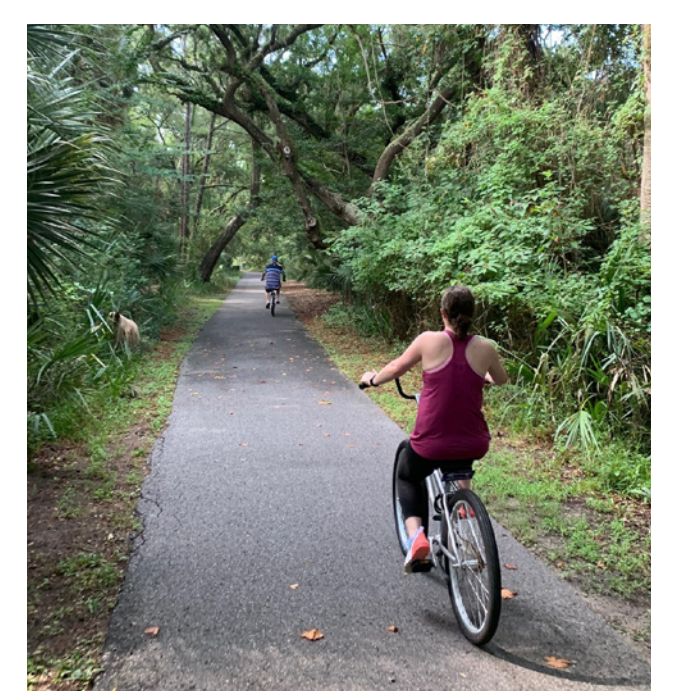


Source: Small Town and Rural Multimodal Networks, US DOT Federal Highway Administration, 2016.

Shared Use Path



Trail or Greenway



Characteristics

- **Shared Use Path:** Urban setting, concrete material, consistent lighting, signage at intersections
- **Trail, Greenway:** Natural setting, asphalt material, signage & lighting primarily at trailheads

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DESIGN GUIDELINES

NON-RESIDENTIAL BUILDING DESIGN

ARCHITECTURE



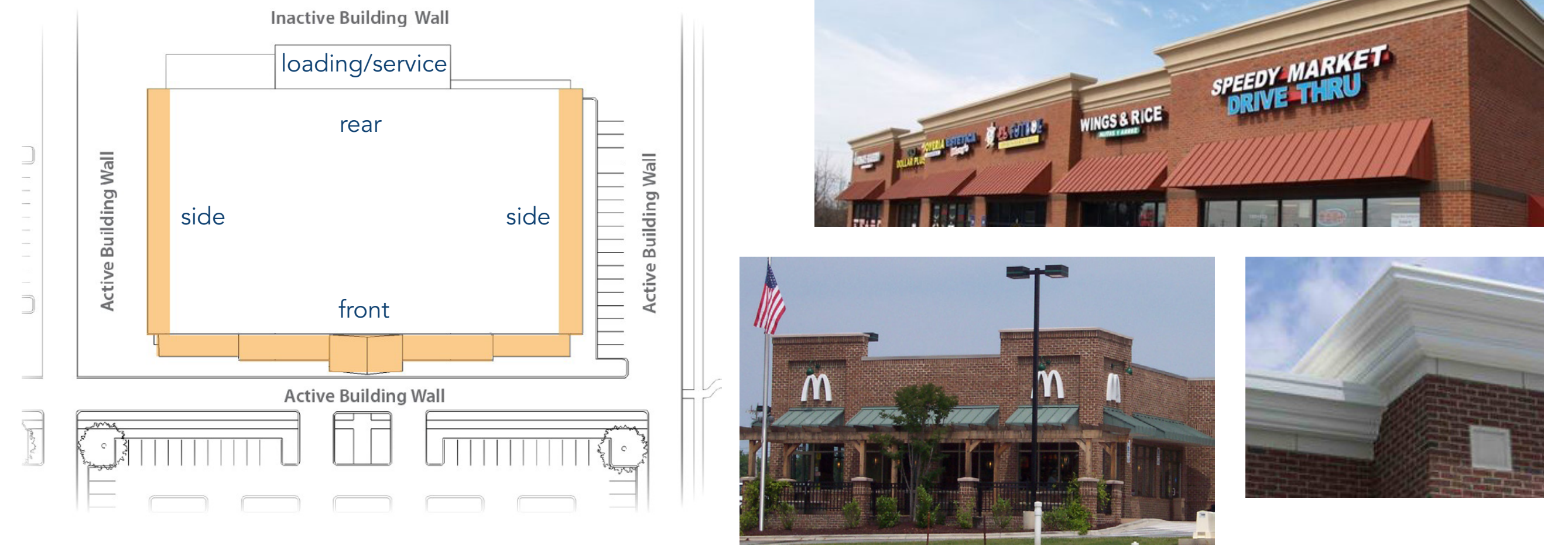
Style

- Vernacular of the area is conservative, rural style heavily influenced by 18th and 19th-century traditions, featuring simple wood, brick and stone construction
- Pitched roof with dormers; can be mixed with modern flat roof buildings
- Small building masses preferred versus large

Roofs

- Utilize dormers and parapet height variation to achieve facade variation
- Pitch: Between 3:12 and 8:12
- Parapet height varies at entryways to add prominence

FACADES



Horizontal Articulation

- Facades over 60 feet in length to be broken down into smaller areas through horizontal offsets and varying materials

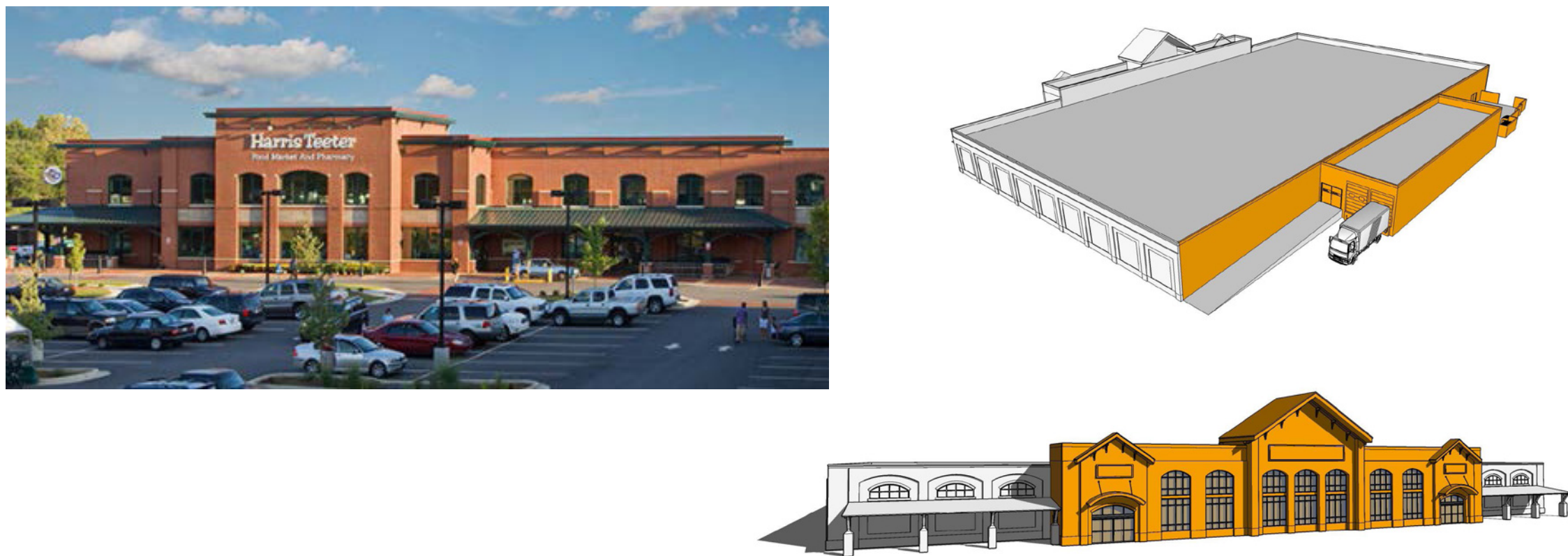
Vertical Articulation

- Use varying facade heights to break up the building mass and distinguish entryways
- Decorative cornices to add articulation and detail to parapets

Active vs Inactive Facades

- Active facades on front and sides to have higher degree of transparency, materiality than inactive facades facing rear loading and service areas

HEIGHT, MASSING & ACCESS



Height

- 2-3 story (25-40 feet) maximum
- Existing height limit of 45 feet in M-2 and 50 feet in M-3
- Buildings taller than 3 stories set back and buffered heavily

Massing

- Large building masses to be broken up by vertical and horizontal articulation
- Create the appearance of several smaller masses
- Primary building entry should be dominant mass

Entryways

- Primary entrances oriented toward the adjacent public street
- Pedestrian path provided from public street to entrance
- Primary entrances clearly defined by distinct architectural features

WINDOWS & AWNINGS



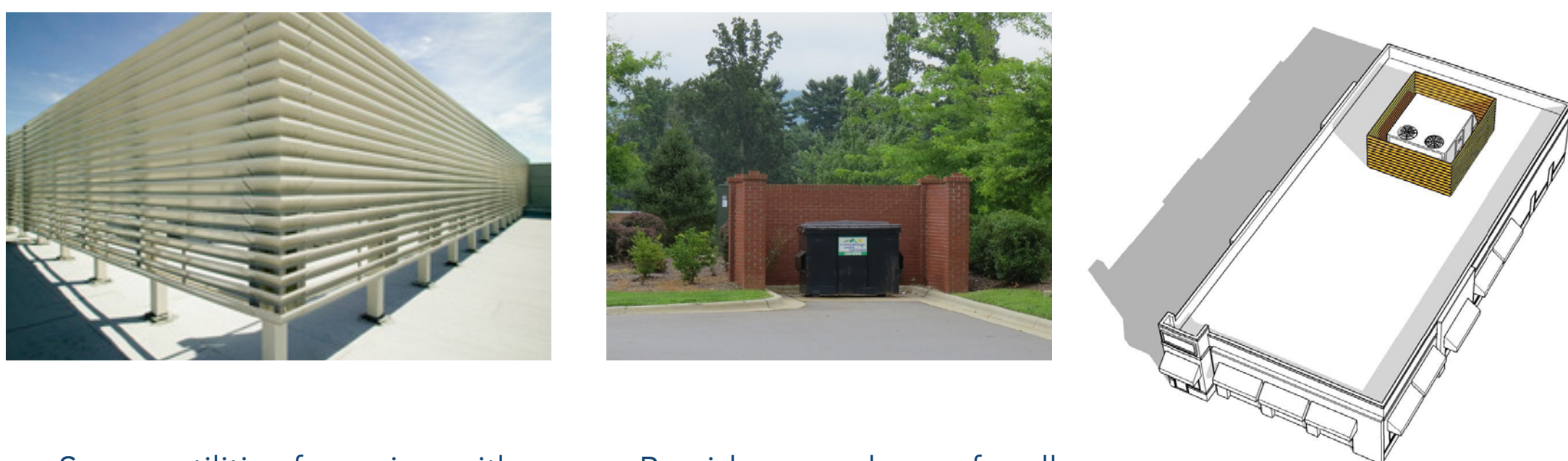
Transparency

- Minimum facade transparency established
- Blank walls discouraged
- More transparency encouraged

Windows & Awnings

- Horizontal flat awnings preferred
- Rigid sloping metal awnings acceptable
- No fabric awnings, no shutters
- Black anodized commercial storefront windows
- Windows proportioned to emphasize the vertical rather than horizontal dimension

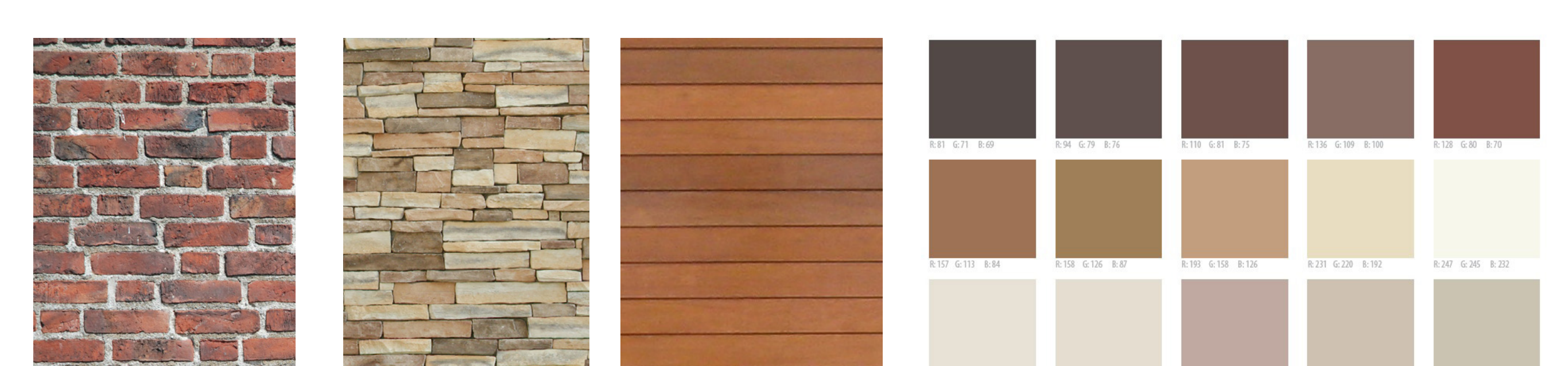
MECHANICAL & UTILITIES



- 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, and set back from primary frontage

- Provide an enclosure for all dumpsters
- Three walled sides with access gate across the front
- Walls utilize same materials from principle structure

MATERIALS & COLORS



- Primarily brick, stone, wood, stucco
- Maximum 3 materials
- Walls visible from public rights of way to use same materials as front facing facade

- Neutral colors, earth tones
- Taupe, tan, brown, beige, ivory, cream, black and /or grey.
- Unified and complimentary color palette
- Maximum 3 colors

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DESIGN GUIDELINES

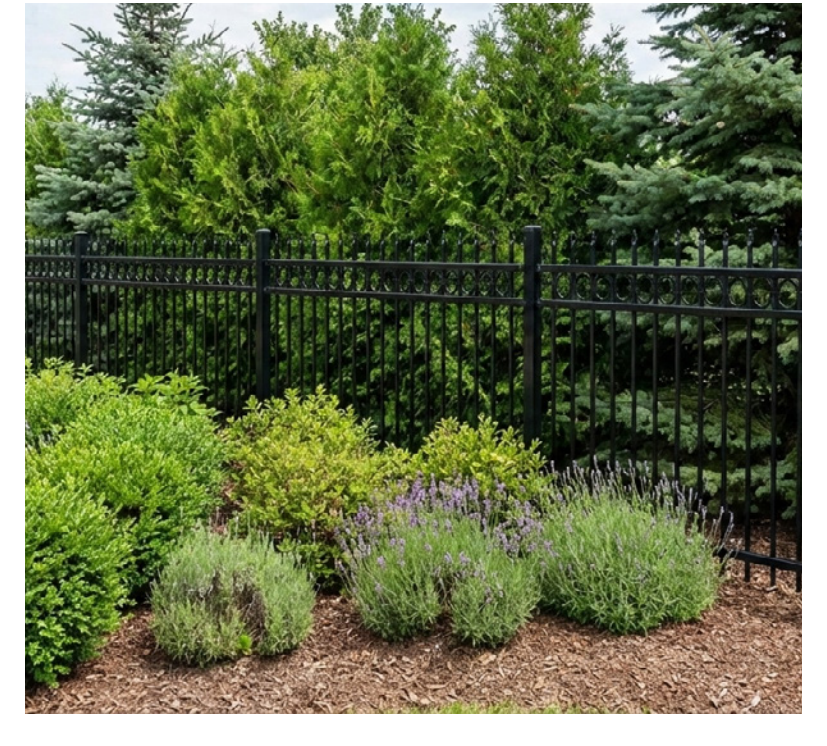
SITE DESIGN

BUILDING PLACEMENT & ORIENTATION



- Orient buildings toward adjacent public (or private) streets, circulation routes and/or public spaces
- Parking, loading and service areas should be oriented toward the interior or rear of the site
- Minimum 25 foot setback for frontages along Major Thoroughfares and 50 foot setback on other roads
- Ground floor activity is critical to pedestrian comfort and activity. Long expanses of inactivity are discouraged.

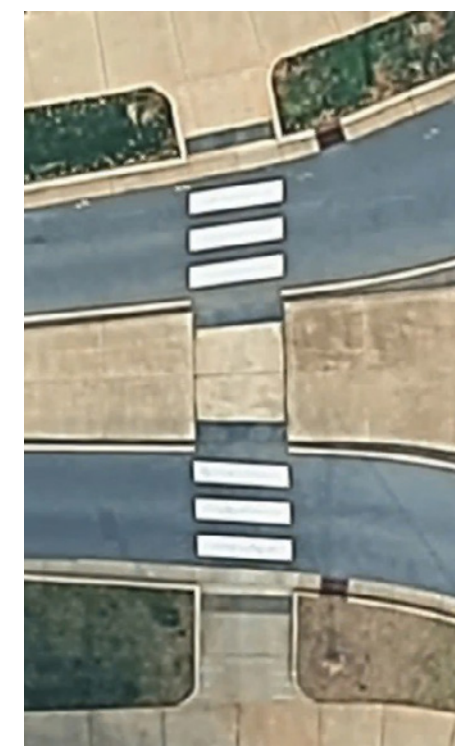
FENCING & SCREENING



- 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
- If provided, consistent fencing and landscaping along Route 1 frontages



CIRCULATION & ACCESS



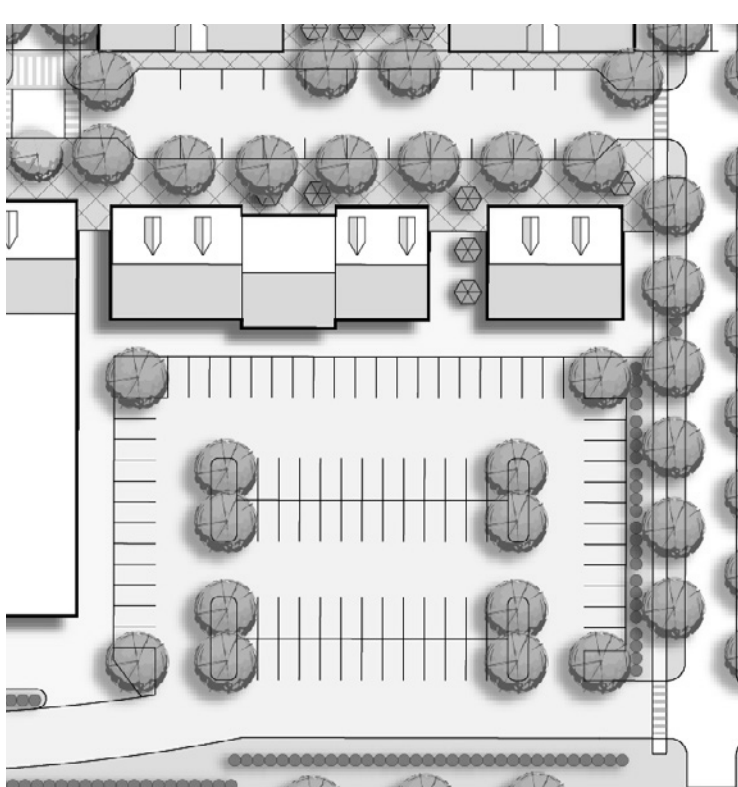
- Provide sidewalks from adjacent public streets and parking areas to building entries, minimum every 500 feet
- Internal streets should be designed as public streets with street trees, sidewalks, lighting and other typical amenities
- Connect individual sites to nearby trails via pedestrian pathways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

LANDSCAPING & OPEN SPACE



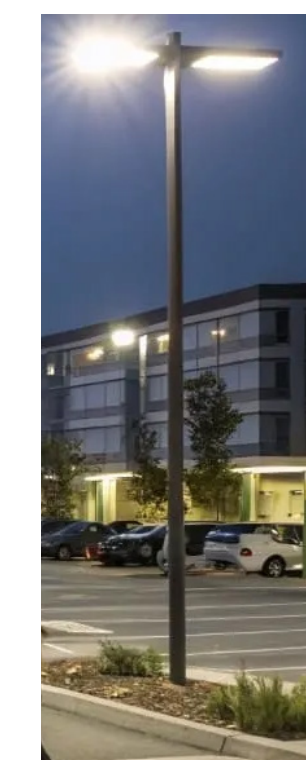
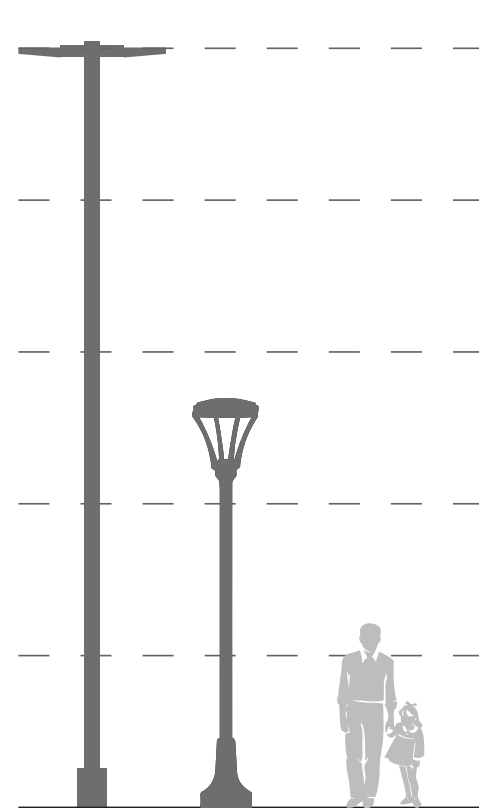
- Native and drought tolerant species preferred
- Ornamental plantings at entries to sites
- Consistent green buffer along frontages with the exception of around pedestrian, vehicular entrances
- Foundation plantings around building edges
- Ornamental plantings around building entrances
- Minimum 10% of site will be publicly accessible open space

PARKING



- Parking lots primarily located behind or beside buildings and screened from view by evergreen hedges
- Break up parking fields with landscaped islands, shade trees
- Provide pedestrian access paths through parking lots to access 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

LIGHTING



All Lighting

- Dark sky compliant, full cut off
- House-side shielding used with lighting along roadways to reduce glare
- Preferred pole and fixture color: black
- LED lighting

Area Lighting

- 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
- Limit tall pylon signs—majority preferred low monument signs with landscaping.
- Prohibit overly bright LED signs and internally-lit box signs; encourage subtle, small-scale signage that is exterior-lit.
- Provide signage landscaping such as low ornamental plants in front and taller evergreens or trees behind



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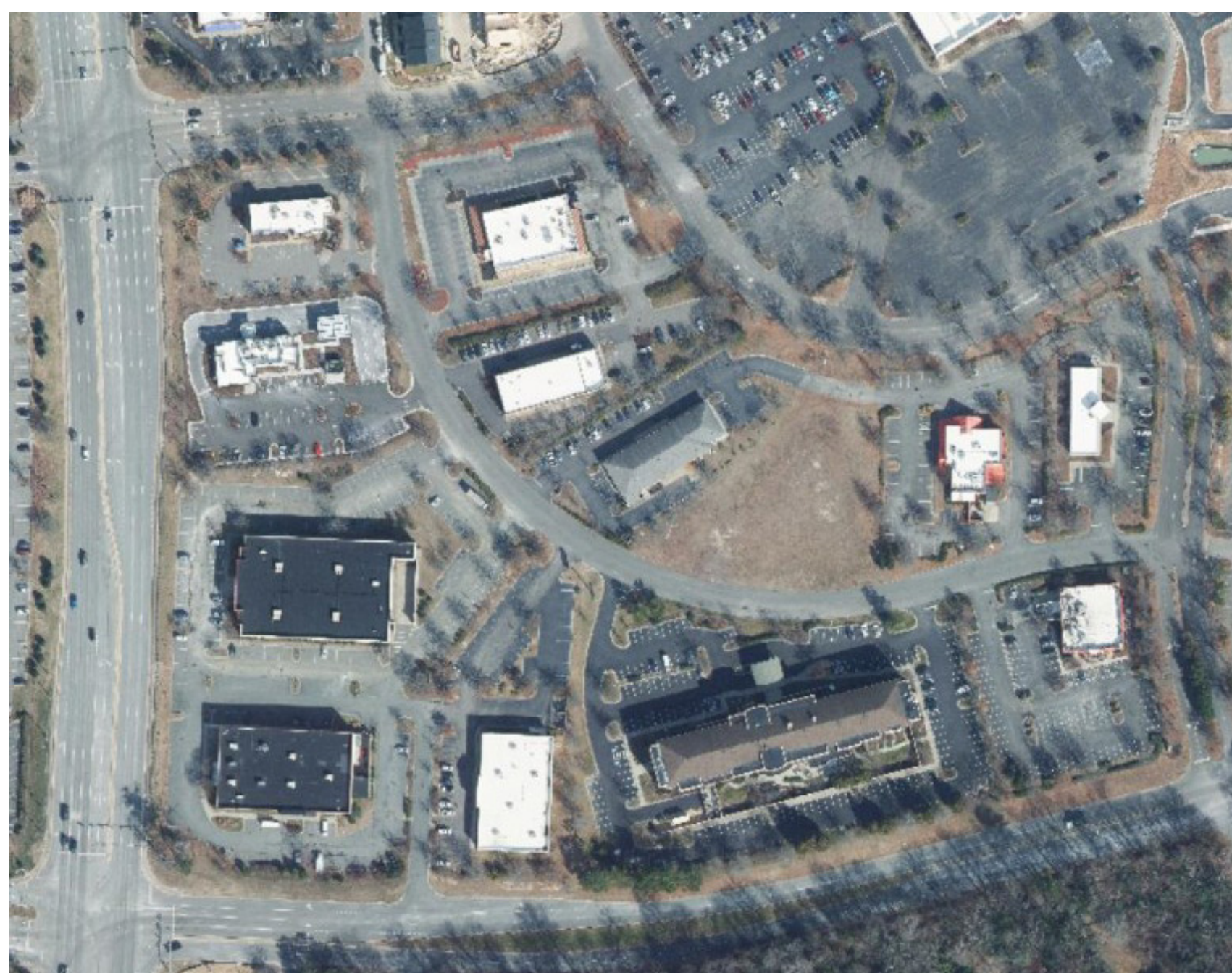


DESIGN GUIDELINES APPLIED

Hospitality, Tourism & Retail



Existing Development



Why this design is not recommended

- Uses, buildings separated from each other
- Requires car trips between buildings
- No pedestrian walkways between buildings
- Buildings surrounded by parking areas

Desired Character



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DESIGN GUIDELINES APPLIED

Medical Office &
Neighborhood Services



Existing Development



Why this design is not recommended

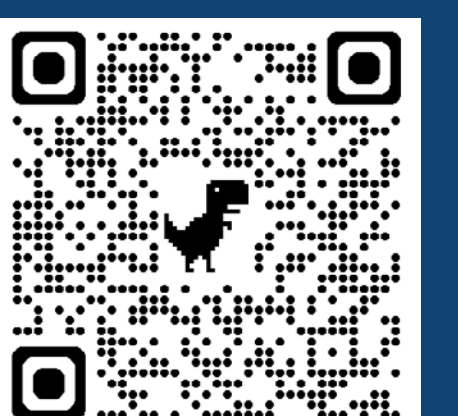
- Uses, buildings separated from each other
- Requires car trips between buildings; few pedestrian paths
- Buildings surrounded by parking areas

Desired Character



Thank you for participating!

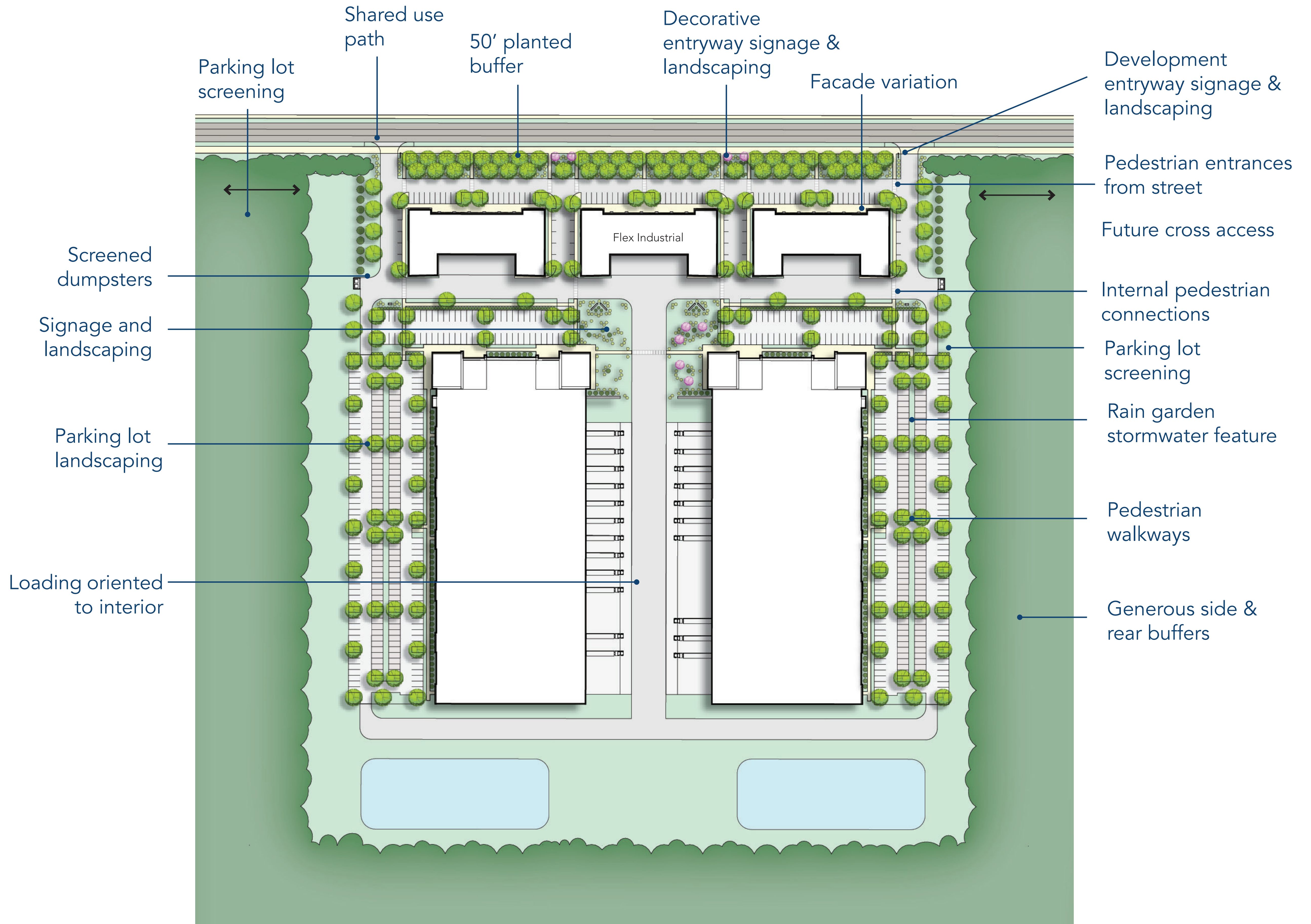
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DESIGN GUIDELINES APPLIED

Light Industrial & Warehousing



Existing Development



Why this design is not recommended

- Minimal buffering on front and sides
- Unscreened loading and outdoor storage

Desired Character



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