



# Route 1 Gateway Small Area Plan Visioning Survey

## Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
1,128	291	12,935	2,381	261

\* Please share your contact information with us.

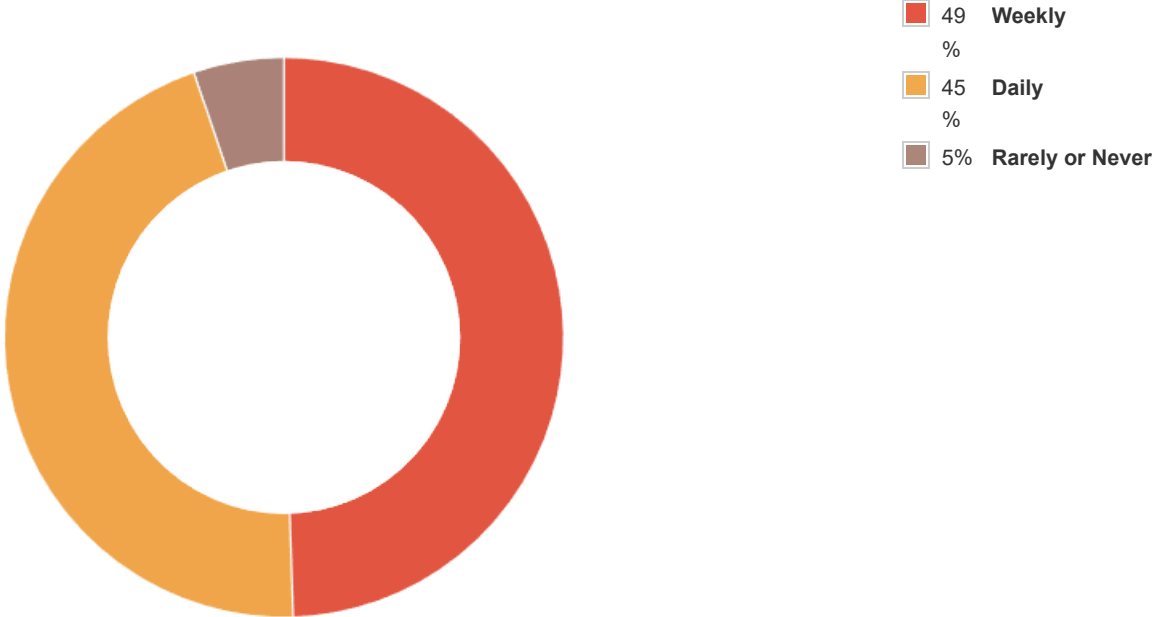
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### Relationship to Study Area: Do you live, work, or own property in Hanover County within or near the study area?

63%	I live in Hanover County near the study area.	173 ✓
29%	I live in Hanover County in the study area.	81 ✓
19%	I own property in Hanover County near the study area.	53 ✓
10%	I work in Hanover County near the study area.	28 ✓
9%	I own property in Hanover County in the study area.	26 ✓
4%	No, I do not live, work, or own property in Hanover County in or near the study area.	10 ✓
3%	I work in Hanover County in the study area.	9 ✓
2%	I own a business in Hanover County near the study area.	6 ✓
1%	I own a business in Hanover County in the study area.	3 ✓

275 Respondents

**Presence in Study Area:** How often do you travel on Route 1 between the Henrico County Line (Chickahominy River) and Lakeridge Parkway (Sheehy Ford Dealership)?



286 respondents

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I drive regularly on Rt 1 for work, community and personal reasons

12/1/2025

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Sometimes twice a day. Traffic is becoming so bad (especially because of increasing 18 wheelers) that it often takes several lights to get from Rt 1 left to Sliding Hill (and occasionally vice versa)

12/1/2025

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I live in the Chickahominy Falls community

11/30/2025

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I like in the Chickahominy Falls community

11/30/2025

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No additional feedback

11/30/2025

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**Area Strengths:** What factors make the area attractive for existing or new businesses or residents?

81%	Access to Interstates and Other Major Roadways	210 ✓
54%	Access to Shopping and Amenities	141 ✓
41%	Natural Resources and Open Spaces (Chickahominy River, Forests, etc.)	105 ✓
32%	Quality of Schools	84 ✓
31%	Strong Public Safety	81 ✓
30%	Utilities/Infrastructure (Water/Sewer/Transmission Lines)	77 ✓
27%	Sense of Community	70 ✓
26%	Community Appearance/Aesthetics	67 ✓
21%	Access to Employment Opportunities	55 ✓
14%	Housing Costs and Affordability	35 ✓
8%	Community Workforce/Demographics	21 ✓

259 Respondents

Traffic on Cedar Lane is becoming intense especially large dump trucks -I hope no more developments or business parks are planned or we will think about Ruther Glen or Montpelier

12/1/2025

Based on current aesthetics & business along Rt1 I'd be Leary of opening a a business in that area.  
vcc revitalization is Che

11/30/2025

Nothing makes it better, the plan is for data centers to go in. This will make everything mentioned above worse.

11/28/2025

the number of homes in the general area has significantly increased over the past several years yet restaurant choices have not. We need higher end restaurants to satisfy the area. Fast food and lower end just aren't cutting it any more.

11/25/2025

Housing is not affordable in Hanover County, and there is a limited supply in Ashland. I include walkable sidewalks as an element of public safety, and that area of Route 1 does not have adequate sidewalks

11/21/2025

### Area Weaknesses: What do you dislike about the study area?

65%	Lack of Sidewalks/Trails	164 ✓
62%	Community Appearance/Aesthetics	155 ✓
59%	Traffic Congestion	147 ✓
41%	Lack of Recreational Opportunities	102 ✓
39%	Lack of Shopping Options/Amenities	99 ✓
19%	Limited Housing Availability	47 ✓
17%	Public Safety Concerns	43 ✓
6%	Lack of Employment Opportunities	15 ✓

251 Respondents

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Would love to see sidewalks and bike lanes extended further north and south along Route 1 beyond the town limits of Ashland.

12/1/2025

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We desperately need a grocery store that caters to healthier options, such as Wegmans. The Publix is often sold out of staples, such as organic strawberries, and is not able to keep up with demand or carry enough of a selection (and many things they don't carry at all). We, and several of our neighbors, often have to go to Short Pump to Wegmans and Whole Foods. The Aldie's coming in will not resolve this issue. A nicer grocery store, particularly Wegmans, is needed as well. We could also use more restaurants that offer healthier options. Also, there are three emergency vets around the short Pump area and none here. I believe we could benefit from another veterinary practice and emergency vet practice. The aesthetics of the area could be greatly improved upon. It feels cold, haphazard and disconnected. Some areas are not being kept up on at all. Additional sidewalks could help with the connectivity. More landscaping would help offset the coldness. And possibly using neutrals that are slightly warm or lighter would be more inviting. There are so many industrial buildings and business that are painted a hard gray or dingy beige with very hard accent colors, like bright red. The area needs a more coordinated and cohesive feel that is more inviting. The clean lines of modern/contemporary design is a great base, but softened with lighter neutral-toned bricks and/or stone and lighter contemporary wood accents would look much more welcoming. Also, some cohesiveness with business signage and accent colors would help.

11/30/2025

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We can use another grocery store in the area. Wegmans would be perfect. It's close to their distribution center, can accommodate large amounts of people to handle our growing demand and offers products at various price points to accommodate different economic levels. In the last 5 years, several hundred houses, apartments, condos, townhomes have come into the area and more are breaking ground yet no additional grocery options have been added. Healthier food options in general would be appreciated. In appearance, vacant lots, semi storage, create a feeling that the area is depressed. There is a huge opportunity to improve the look of this area. I would also like to see sidewalks that connect to neighboring communities like Chickahomny Falls. Lastly, many people in our area have pets and the closest emergency vet is about 20 mins away. It would be nice to have one in Hanover county.

11/30/2025

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Route 1 looks very industrial and not inviting. The area is lacking public art and inviting natural spaces.

11/30/2025

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Too many industrial buildings going up

11/30/2025

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### **Current Perceptions: What are three words you would use to describe the corridor?**

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Busy, industrial, lacking aesthetics

12/1/2025

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Too many sirens

12/1/2025

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Growing rapidly.

12/1/2025

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Busy industrial highway

12/1/2025

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Commercial, old, dingy

12/1/2025

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Interstate, industrial, busy

12/1/2025

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Congested. Ungreen. Commercial.

11/30/2025

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Developing, Potential, and (needs) modernization.

11/30/2025

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Plain, cold, dated

11/30/2025

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Alternate I-95 traffic nightmare

11/30/2025

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Ugly and sad

11/30/2025

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Businesses, warehouses, and unappealing

11/30/2025

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Industrial, out dated, drive through

11/30/2025

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Ugly, speed-trap, run-down

11/30/2025

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Congested, ugly, sad

11/30/2025

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Not like shortpump

11/30/2025

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Congested, unkempt and convenient

11/30/2025

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Busy due to 95 being backed up usually

11/30/2025

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Rural bland

11/30/2025

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Congested, automobile-centric, industrial

11/30/2025

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Ugly, industrial, bleak

11/30/2025

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Industrial

11/30/2025

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Dirty, unappealing,

11/30/2025

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Busy, industrial, growing

11/30/2025

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Storage for Henrico

11/29/2025

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Busy, abandoned, forgotten

11/29/2025

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It is a very industrial area, I typically only go through it to get either to VCC or Ashland

11/29/2025

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To much fuss

11/29/2025

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Run down, unattractive, utilitarian, a pass through not a go to

11/29/2025

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Old, dirty, not inviting

11/29/2025

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Natural, beauty,

11/29/2025

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Simplistic

11/29/2025

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Industrial with road construction obstacles

11/29/2025

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Needs a facelift

11/28/2025

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Busy, too built up

11/28/2025

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One lane nightmare.

11/28/2025

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Traffic lights are not synced. If you stop at one, you stop at the next and the next and the next, etc.

11/28/2025

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Dysfunctional, congested, Suburban - blight

11/28/2025

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Industrial, neglected, unplanned

11/28/2025

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Dated highway design

11/25/2025

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Anemic, unappealing, easily traversed.

11/25/2025

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Automotive industry heavy

11/25/2025

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Commercial, insipid, nondescript

11/25/2025

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Fast food, interchange, under developed

11/25/2025

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Dull, boring, highway

11/24/2025

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Blighted. Patchwork. Incohesive.

11/23/2025

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The area is not attractive whatsoever. It's totally industrial with old dilapidated buildings and gives off the appearance of trashy as you drive down Rt 1.

11/23/2025

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Industrial, rural, car-centric

11/22/2025

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Well designed

11/22/2025

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Industrial, developed, unfriendly

11/21/2025

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rapid suburban sprawl

11/21/2025

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Historic decay.

11/21/2025

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Lack of hospital

11/21/2025

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Unattractive, commercial, trashy

11/21/2025

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Lack of rural beauty, becoming all business

11/20/2025

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Disjointed and unattractive

11/20/2025

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Trucks. Ugly. Busy.

11/20/2025

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Drab, industrial, pass-through

11/20/2025

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Unattractive

11/20/2025

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Unattractive,

11/20/2025

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Industrial, ugly, busy

11/20/2025

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Industrial ugly sparse

11/20/2025

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Industrial. Ugly. Sparse

11/20/2025

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adequate  
convenient  
fine

11/20/2025

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Not aesthetically pleasing

11/20/2025

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industrial, over populated, stagnant

11/20/2025

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Neglected, industrial, & passthrough

11/20/2025

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Opportunity to Showcase Hanover

11/20/2025

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Construction and poor road conditions

11/19/2025

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Unsightly, Random, Mis-managed

11/18/2025

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Convenient, ugly, underdeveloped.

11/18/2025

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Busy, productive, accessible

11/18/2025

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Blighted. Industrial. Ugly. Congested.

11/17/2025

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Ugly, industrial, poorly-designed

11/17/2025

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Too many warehouses

11/17/2025

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Commercial, ugly, overdeveloped

11/17/2025

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Traffic, busy, congestion

11/15/2025

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just like Henrico

11/14/2025

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Business corridor, busy when 95 is backed up

11/14/2025

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Over crowded, no sidewalks, no public transportation. Old Ana unkempt properties

11/13/2025

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Industrial plus limited retail - many eye sores

11/13/2025

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Gateway to Ashland

11/12/2025

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Old, worn, industrial

11/12/2025

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Mainly a commercial corridor

11/12/2025

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Ugly, outdated, random

11/12/2025

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Depressed, downtrodden, congested

11/12/2025

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Industrial row

11/12/2025

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Trashy potential history

11/12/2025

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Unattractive, congested, commercial

11/12/2025

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To many warehouses

11/12/2025

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Congested, growing, opportunity

11/11/2025

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Rowing too quickly

11/11/2025

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Not attractive, huge warehouses, forgettable

11/11/2025

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Industrial, cluttered, unattractive

11/11/2025

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warehouses, trucks, warehouses, auto supply stores

11/11/2025

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warehouses, tractor trailers, warehouses, auto supply stores.

11/11/2025

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Industrial, diverse, crowded

11/11/2025

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Leave it alone

11/11/2025

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Industrial, dangerous (road), growing

11/11/2025

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Industrial run down

11/11/2025

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No Change Needed

11/11/2025

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Sparse, industrial, lack-luster

11/11/2025

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Disjointed Chaotic Unattractive

11/11/2025

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Underdeveloped unattractive

11/11/2025

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escape from 95

11/11/2025

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Dated. Sterile. Unappealing.

11/11/2025

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Traffic, congestion, delays

11/11/2025

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Sprawl, Underutilized, Unwalkable

11/11/2025

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lackluster, not an efficient use of space, industrial

11/11/2025

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Industrial, busy, and boring

11/11/2025

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As the Fall line is completed and more people use it, this corridor has the opportunity to be a side destination and spur could be created that would encourage individuals to spend time and money in this area

11/11/2025

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Sprawl, traffic & ugly

11/11/2025

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industrial, unattractive, dangerous

11/11/2025

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Ugly commercial area

11/10/2025

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Industrial, Ugly, Industrial

11/10/2025

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Run down, unappealing, dangerous for pedestrians

11/9/2025

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Not attractive; a lot of car repair and car parts shops, car dealerships and gigantic warehouses that are mainly empty.

11/9/2025

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Misguided, unnecessary, terrible

11/9/2025

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Pleasant but disorganized

11/7/2025

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Drab, industrial, unfriendly

11/7/2025

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Stroad, Sprawl, Industrial

11/6/2025

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Ugly, rundown, useless

11/6/2025

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Hodgepodge

11/6/2025

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Unsatisfactory traffic management

11/6/2025

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Ugly, repetitive, unnecessary

11/6/2025

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Currently "just passing through"

11/6/2025

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Commercial

Unattractive

Congested

11/6/2025

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Mixed use corridor

11/6/2025

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Busy, industrial, warehouses

11/5/2025

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Area in transition

11/5/2025

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Industrial, outdated, and busy

11/5/2025

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Run-down Industrial/Commercial Buildings

11/5/2025

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industrial, underdeveloped, potential

11/5/2025

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Changing. Inconsistent. Misused.

11/5/2025

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Availability, access, community

11/5/2025

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industrial, open space, blue collar businesses

11/5/2025

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Enough Businesses Already

11/5/2025

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Underdeveloped  
unplanned  
tired

11/5/2025

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Too many warehouses.

11/5/2025

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Busy, Unattractive, Boring

11/5/2025

---

Industrial and unattractive

11/5/2025

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Unappealing, uninviting, too commercial

11/5/2025

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Traffic, junky, industrial

11/5/2025

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It's ugly filled with car dealerships, car washes, storage facilities, farm equipment. No landscaping.

11/5/2025

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Industrial ugly embarrassment

11/5/2025

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Henrico's junk yard

11/5/2025

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Warehouse, commercial and industrial.

11/5/2025

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Congested, annoying, over-industrialized.

11/5/2025

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It should be well organized and not the same type of thing on every other corner. We don't need anymore gas stations. Trader Joe's would be nice. Otherwise, keep it industrial business oriented like it currently is so we don't need more housing. The townhouses and apartment complex shooting up are ridiculous. Traffic is going to be even worse.

11/5/2025

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nothingness, dusty, messy

11/5/2025

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Decrepit

11/5/2025

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Too many warehouses

11/5/2025

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Aging, unappealing, boring

11/5/2025

---

Industrial

Ugly

Commercial

11/5/2025

---

Too many warehouses

11/5/2025

---

Nature, Farms, Community

11/5/2025

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Growing too quickly

11/5/2025

---

Too much industrial

11/5/2025

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Industrial, traffic, overdeveloped

11/5/2025

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Too much industrial

11/5/2025

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forgotten, open, historic

11/5/2025

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Industrial, emerging, dilapidated

11/4/2025

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Ugly. Traffic. Pedestrian/bike-unfriendly.

11/4/2025

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rundown, dated, trashy

11/4/2025

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Dumpy, unattractive, warehouses.

11/4/2025

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well-travelled, useful, dated

11/4/2025

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convenient, easy access, busy

11/4/2025

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A lot of Ugly.

11/4/2025

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Busy

Trash

Congested

11/4/2025

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Unattractive and unsafe

11/4/2025

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Drab, industrial, boring

11/4/2025

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Route 1 corridor is unattractive. I hope it will not become another Hull Street or Midlothian Turnpike. I hope community input will be considered before it's a done deal.

11/4/2025

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Nice rural place

11/4/2025

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Very heavily traveled

11/4/2025

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The corridor is heavily traveled. Hanover County is being developed at a rapid rate. The former rural community is becoming very congested and losing that rural quality.

11/4/2025

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Busy but old

11/4/2025

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destroyed, ugly, unappealing

11/4/2025

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industrial, commercial, unattractive

11/4/2025

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Random  
Unattractive  
Unplanned

11/4/2025

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looks very janky and unappealing. retail strips and standalone businesses have no continuity of design, lots of run down or abandoned buildings/properties. should have more housing development.

11/4/2025

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Raw and ugly

11/4/2025

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A Unorganized mess!

11/4/2025

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Needs much more retail and service businesses also needs appearance clean up

11/4/2025

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Strip malls

11/3/2025

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Overrun with businesses and little malls. There should be more greenery and plantings to improve the appearance of this corridor.

11/3/2025

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Sleazy, Opportunity, Poor Planning

11/3/2025

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Bad signage, not cohesive, ugly

11/3/2025

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Rapidly developing, industrial

11/3/2025

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UGLY, UGLY, UGLY

11/3/2025

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Business, industrial, main corridor

11/2/2025

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Congested, especially when 95 is backed up. Too many strip malls. Not enough quality retail or food selections.

11/1/2025

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Ugly

11/1/2025

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Run down. Boring. Promising.

11/1/2025

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Cement, inaccessible, cars

11/1/2025

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Dysfunctional

Uninviting

Junkyards

11/1/2025

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Manufacturing, unsightly,

11/1/2025

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Overcrowded, traffic, non recreational

11/1/2025

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Over-developed, threatened, and fraught.

11/1/2025

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Piecemeal, unplanned, uninviting

11/1/2025

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Peaceful scenic drive

11/1/2025

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Scattershot. Divided. Incongruous.

11/1/2025

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Unwelcoming, rundown, incohesive

10/31/2025

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Beautiful, soothing, free flowing.

10/31/2025

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**Area Potential:** What is another place in the region that you enjoy visiting that could serve as an example of the type of development appropriate for this area?

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Kings Charter- we should have spent the extra money but still grateful for the Hanover County leadership-surpasses other Richmond suburbs

12/1/2025

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Ashland, Scott's Addition

12/1/2025

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Taylor farm park

12/1/2025

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The Libbie Mill area has done a nice job creating a walkable community with amenities. They have restaurants, a library and businesses, while balancing a modern look with green spaces and trees.

11/30/2025

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The Libbie Mill area would be one, though I think it could have more green space and landscaping. The Starbucks there has a wonderfully modern look with beautiful light brick and stunning light wood accents on the outside of the building and would be great inspiration. They also have a nice central library and restaurants for socializing and gathering. The inside of the updated Barnes and Noble here at the Creeks of Virginia is good interior inspiration for a light, inviting and modernized color scheme.

11/30/2025

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Henrico county for expansive use of green space for community enjoyment.

11/30/2025

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Carytown or the residential area near deep run high school

11/30/2025

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Ashland is also a good model for this area with its public art, sidewalks, and natural spaces with trees.

11/30/2025

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Ashland

11/30/2025

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I think something adjacent to the design of Broad Street (the section of it that goes through the city, I'm partial to the Arts District) would be amazing. The corridor has a dearth of bus stops and access to public transport in general, which is clearly needed, as every time I drive through there, I see people attempting to walk next to the road without sidewalks, which could easily kill them. I love the tree cover in the city, and the sidewalks that make it easier to traverse by foot. I love the densely-packed swathes of local businesses. Carytown would also be a great example of this. Street lamps, sidewalks, bus routes and well-designed stops, but plenty of trees and urban/suburban green spaces to limit the impacts of urban heat sinks.

11/30/2025

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Stretches of the Fan and Carytown, with wider streets and better parking. There is lots of character there and plenty of trees.

11/30/2025

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Down town Ashland. The route 1 corridor would benefit greatly if it had a more small town appearance.

11/30/2025

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Down town Ashland has a beautiful small town aesthetic. The route 1 corridor would benefit by having a small town appearance.

11/30/2025

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Eastern hanover

11/30/2025

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Like Atlee on 301, some places but not too much, but access points to highways

11/30/2025

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There are few options. Perhaps the Libby Mill project, or upcoming improvements in Scott's Addition around the new stadium. Lots of mixed use housing and retail with pedestrian-centric planning and transport.

11/30/2025

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Red Mill - Va Beach, westchester commons, twin Hickory

11/30/2025

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Taylor Farm Park in Henrico. More green space and trees

11/29/2025

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Scott's addition

11/29/2025

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Old Church, Front Royal, Hanover Courthouse

11/29/2025

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Farmlands. More farms. Buy local when possible. Local shops, local businesses. Sense of community. More recreation.

11/29/2025

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Williamsburg, FarmVille, national harbor

11/29/2025

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Ashland

11/29/2025

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Not sure

11/29/2025

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Tysons Corner

11/29/2025

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Libbie Grove area

11/28/2025

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I don't want the area overdeveloped - we've had enough development in Hanover County.

11/28/2025

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Ashland

11/28/2025

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Put it along 95 like you did the other one. If it wasn't going to be a data center that spews toxic level noise and God knows what else because they are the latest new fad with no long term study consequences, and only employs 50 people, it would be nice to have some shops where the old chicken farm was.

11/28/2025

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Route 54 through the town of Ashland the balance of pedestrian traffic beautified medians Green Space and access to walking trails

11/28/2025

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Short Pump. While there are downsides to the crowded nature of Short Pump, the economic benefit of Hanover having such a zone would be hard to dismiss. Route 1, with it's proximity to The city and access to I-95, is an ideal zone for such development.

11/28/2025

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Chamberlayne Road/US 301

11/25/2025

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Route 360 area, Henrico county end of Broad Street

11/25/2025

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I can't think of any M-2 zoned areas that I've ever visited and said "hmm, this is nice". There are certain Design Guidelines that can make a M-zoned district aesthetic, but developers don't like to be told they can't put up tilt-ups.

11/25/2025

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Willow lawn

11/25/2025

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VCC, Short Pump

11/24/2025

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The attractiveness of West broad Village with eateries, small businesses and sidewalks.

11/23/2025

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Literally anywhere in europe.

11/22/2025

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Henrico County

11/22/2025

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I like the mixed use/housing and retail such as what is developing in Virginia Center. I also like the smaller affordable housing there and walkable destinations.

11/21/2025

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Pouncey Tract Rd, Henrico County

11/21/2025

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Libby and Grove

11/21/2025

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Short pump town center

11/21/2025

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Short Pump

11/21/2025

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The rural areas, quieter life, nature

11/20/2025

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The only area that comes close is Ashland. I miss a small, walkable town

11/20/2025

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West Broad St.

11/20/2025

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Route 301 between 95 and Shady Grove

11/20/2025

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Lake Ridge parkway close to Lewiston Rd

11/20/2025

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The type of development should be solely based on the free market.

11/20/2025

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short pump without all the extra housing developments or apartments. would like more variety of businesses in the area

11/20/2025

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Patterson ave near Libby

11/20/2025

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Chamberlayne Road between 295 and Shady Grove.

11/19/2025

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Virginia Commons

11/18/2025

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Mechanicsville Turnpike from 295 to Walnut Grove

11/18/2025

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Goochland

11/17/2025

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Any local park

11/17/2025

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Any open road with trees and nature. Hanover County rural areas. Too many trees destroyed for ugly big box buildings.

11/17/2025

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Short Pump

11/14/2025

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Trails, especially if they connected to the new trail connecting Ashland and Petersburg

11/14/2025

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staples mill corridor and short pump area

11/13/2025

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Rt 1 south is the county line. New town homes, nice stores, and less yuck

11/12/2025

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Massaponax

11/12/2025

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Area near Wegmans/cabellas in short pump

11/12/2025

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No more industrial in zip 23116! Need commercial. Take a tip from the henrico development. We look like a warehouse and industrial zone mixed in with housing. Go into glen allen and it changes to business that are of interest and supportive of family and basic living services.

11/12/2025

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Vacant building around Kings charter

11/11/2025

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Ashland, Carytown,western Short Pump

11/11/2025

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Williamsburg, charlottesville area (wineries, monticello, downtown pedestrian mall area), route 151 brewridge trail area

11/11/2025

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None

11/11/2025

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The town of Ashland, Carytown, downtown short pump

11/11/2025

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VCC

11/11/2025

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A lot of the new businesses along 301 between Rural Point and Atlee have a nice visual appeal. Small town yet aesthetic.

11/11/2025

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Actually, the area developed on Rt. 1 near the intersection with Cedar Lane where Performance Food Service is located offers an attractive, commercially viable land use example.

11/11/2025

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Short pump area with Whole Foods

11/11/2025

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Nuckols Rd/Short Pump

11/11/2025

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360 has gotten way out of control with traffic, etc., but the study area is so well populated that I don't understand why route 1 isn't more like 360 as well as what 301 is doing.

11/11/2025

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Midlothian

11/11/2025

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Libbie Mill and Arthur Ashe Boulevard

11/11/2025

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Route 1 in the city where they have reduced speed, bike lanes, and small businesses

11/11/2025

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Downtown Ashland. Any place that has a variety of land uses that have buildings close to the street and sidewalks for pedestrians.

11/11/2025

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Henrico roads west of Route 1 such as Parham, Gayton and Springfield

11/11/2025

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Ashland is the a great example of an area that's very family/pedestrian-friendly but also business-friendly. This area will never be an Ashland, but I think there could be some effort put into including business that bring a more family feel. The area around VCC is starting to be very visit-friendly but the area immediately on Rt 1 feels congested and busy - I'm always surprised and worried when I see people walking across Rt 1!

11/9/2025

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Woodman Road west of US 1.

11/9/2025

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Pocahontas state park

11/9/2025

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Mixed use development like the Rutland area, maybe?

11/7/2025

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Short pump

11/7/2025

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Brook Road between Parham Road and Hanover, with the areas of redevelopment along it. Route 1 in and south of Fredericksburg.

11/6/2025

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Short pump, Scott's addition

11/6/2025

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Williamsburg

11/6/2025

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Short pump

11/6/2025

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Bell Creek  
Twin Hickory

11/6/2025

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Greengate (wegmens shopping, walkability, spaced out)

11/6/2025

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Genito Road by RiverCity Sportsplex

11/6/2025

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Staples Mill

11/5/2025

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Downtown Ashland

11/5/2025

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GreenGate in the Short Pump area

11/5/2025

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Almost anywhere in Henrico (except Short Pump)

11/5/2025

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Another well developed main road such as certain parts of 360 or Broad Street in Short Pump. Bring in some nice retail or recreational space. Not these eyesore warehouse monstrosities. Anything but a warehouse, vape shop or another darn car wash.

11/5/2025

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Three lakes, short pump area

11/5/2025

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It would be great to make it like Henrico where it's a balance of businesses and parks/outdoor trails for the residents to explore. Like outside of Short pump- there's outdoor recreation, businesses and local amenities like grocery stores, and it feels residential with tree lines and trails.

11/5/2025

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Unknown

11/5/2025

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Unknown.

11/5/2025

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The US 301 thoroughfare from Rutland to the Courthouse District is still aesthetically pleasing. But I fear that it will one day be freighted with retail/convenience stores, etc. if some development standards are not put in place NOW.

11/5/2025

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Village of Midlothian. Looks good even though they have had much growth. Landscaped streets and buildings look like there's a cohesive look to them. C

11/5/2025

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Publix, wegmans, target, henrico's Taylor park in sandston

11/5/2025

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Williamsburg does a nice job of keeping retail aesthetically pleasing while maintaining green spaces and community.

11/5/2025

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Ashland.

11/5/2025

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None

11/5/2025

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Rt 301 Rutland

11/5/2025

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John Rolfe parkway

11/5/2025

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Vcc

11/5/2025

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Maintain Rural, Country feel.

11/5/2025

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Shenandoah national park- lots of nature, open fields and dark skies at night

11/5/2025

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Shenandoah national park area- lots of nature, open fields and dark skies at night

11/5/2025

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301 corridor in Atlee area

11/5/2025

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Any other residential neighborhood.

11/5/2025

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state forests, wilderness areas

11/5/2025

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Hanover courthouse

11/4/2025

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There have been street improvement made on Broad st. in innsbrook area adding sidewalk and beautification. Also downtown Richmond a lot more of this.

11/4/2025

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This area would benefit from some higher-end shopping. With newer higher-cost developments in Ashland and Ashland area, higher-end shopping could be supported. The Target & Publix area over the county line does well. More of that in Hanover county would do well, such as Trader Joe's, Mission Barbecue, local restaurants, etc. New, updated frontage signs for existing businesses would help that area look better as well.

11/4/2025

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The new changes to the VCC area. Willow Lawn. Far West End.

11/4/2025

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301 area, 295 to Hanover High School

11/4/2025

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There are certain businesses in the area that I utilize, but they're not all aesthetically pleasing.

11/4/2025

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Family parks and entertainment

11/4/2025

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Virginia Center, Magnolia Ridge

11/4/2025

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I don't know of one. Most development in the area seems to favor the developer's. For example, Cedar Lane 55 plus housing development with huge warehouse facility across the street.

11/4/2025

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Rutland but without the traffic and housing

11/4/2025

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360 in mechanicsville. Improved roadways and traffic control

11/4/2025

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In Ashland itself, along the railroad track. There is a sense of community, with interesting businesses without destroying the town.

11/4/2025

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West Broad Village

11/4/2025

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Far west end of Henrico

11/4/2025

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n/a

11/4/2025

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Broad Street in Short Pump. Mix of Retail, Residences, and offices.

11/4/2025

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Bass pro

11/4/2025

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Westchester commons, Ashland proper

11/3/2025

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Innsbrook in Short Pump. I grant that is more commercial than industrial, but the land use is attractive and serves as a "park" like setting (with fishing!) for residents

11/3/2025

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Recreation. Quality restaurants. Outdoor living around the new infrastructure.

11/1/2025

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Totopotomy Battlefield, anywhere with bicycle lanes and green space

11/1/2025

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There is very little in the Hanover County Suburban Development area that I would consider enjoyable or worth using as a reference aside from what not to do for development. I've been doing research for my masters program about Hanover County's mismanagement of land and how it has encouraged the privatization of community to accommodate its apathy towards history, the environment, and public spaces. I've long been disappointed by Hanover's attitude towards history, and this is not helping their case.

11/1/2025

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Lakeside Avenue. Locally owned shops and restaurants.

11/1/2025

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North Anna Research Park in Charlottesville for the green spaces along the divided roadway. Instead of the research buildings, add in affordable housing, retail, and services with recreation areas.

10/31/2025

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Short pump

10/31/2025

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### **Area Potential:** What is missing from this corridor that could make it a regional destination?

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more greenery, softer/less industrial architecture, high density/affordable housing

12/1/2025

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More Trees less empty business buildings. Like most sprawl areas too much commercial space and business parks...our economy is contracting and all of the space for rent proves it

12/1/2025

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Entertainment, better food options

12/1/2025

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## Local restaurants and local parks

12/1/2025

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When I think regional, I think within 20 mins. Using that as the defination of regional, I think a Wegmans would serve the area well as Ashland, Mechanville, and Atlee would all benefit. I also would look at retail opportunites that Short Pump doesn't offer. While the mall is extremly well done, with water features, landscaping competing for same retailers may not be wise, but I would consider destination designer outlets similar to Norfolk using the Chickahominy River or another water feature as a focal point. In terms of placement, near I-95 and Kings Dominion would make sense. The I-95/I-295/I-64 area already recieves heavy traffic so demand is there, but bringing in outlets would attract more restaurants and hotels.

11/30/2025

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### Area Improvements: What improvements would you like to see within the study area?

73%	Improved Community Aesthetics (Landscaping, Building Architecture, etc.)	161 ✓
66%	More Sidewalks, Trails and/or Bikeways	147 ✓
65%	More Parks/Recreational Opportunities	145 ✓
60%	More Restaurants/Entertainment	133 ✓
49%	More Shopping/Retail Opportunities	108 ✓
40%	Improved Roadways and/or more Connectivity	89 ✓
19%	More Housing Choices (variety, price points)	42 ✓
11%	More Employment Opportunities	25 ✓

222 Respondents

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The FTC allowing monopolies (both utilities

High tech, and commercial business) has destroyed our middle class. No one remembers the oligarchy of the barons at the end of the 19th century and it is even worse now. More small businesses and restoring our agricultural and industrial sectors are crucial for surviving the trends of globalization: security comes from solid independence from other nations though not isolation.

12/1/2025

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We need affordable housing with access to Route 1 and a new bus service. We also need an overall aesthetic to tie in new buildings on Route 1 with the existing ones to make it attractive.

11/30/2025

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I would add a non-resident toll to discourage people from using Rt. 1 when traffic is high on 95.

11/29/2025

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No more: parts stores, vape shops, tire stores, warehouses, car washes, car dealerships

11/28/2025

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\*\*\*\*\*NO DATA CENTERS\*\*\*\*\*

And plant native landscaping to be beneficial to the environment since this country is all about ripping up land for various reasons.

11/28/2025

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## **Game Changer:** What would be one major program, policy, or improvement that would have the biggest positive impact on the study area?

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Grants/subsidies to farmers and small businessmen...too often large corporations get too many tax breaks and they wind up polluting the most. Jobs are indeed important to local economy, but not at the expense of an increasing tax burden in the midst of tremendous inflation.

12/1/2025

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Keep this area's charm and rural features.

12/1/2025

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Landscaping

12/1/2025

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Parks

12/1/2025

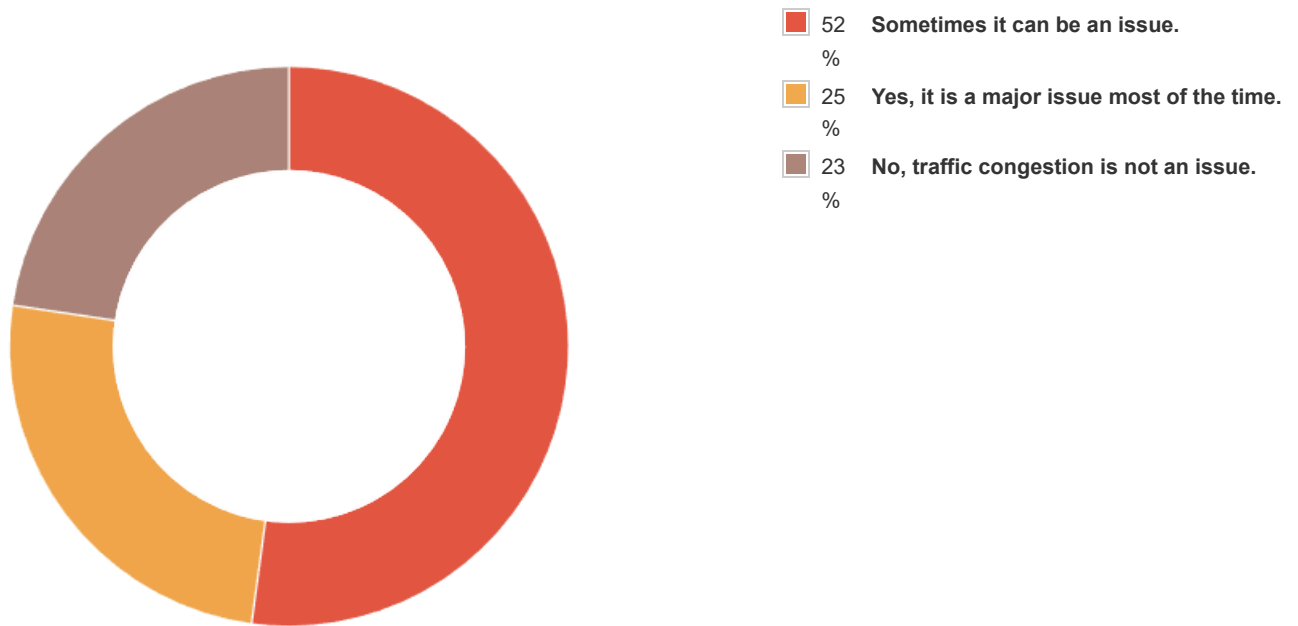
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Stricter standards on building aesthetics, quality and signage. A Wegmans, if referring to a specific business.

11/30/2025

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**Traffic:** Is traffic congestion an issue on Route 1 between the Henrico County Line (Chickahominy River) and Lakeridge Parkway (Sheehy's Ford)?



234 respondents

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In the mornings and mid to late afternoon are the worst times. Lights could be timed better or sensors more sympathetic to traffic flow rather than quickly changing the lights for one car stopping fifteen to twenty cars...them again once I waited over 12 minutes to turn left on Cedar Lane when there was no traffic coming...we all started turning through a red light when traffic was backed up to Sliding Hill...thankfully that was fixed the next day.

12/1/2025

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Route 1 corridor backs up when there are traffic issues on I95.

12/1/2025

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Traffic is not an issue currently. At most times, you may hit a light two or three times.

11/30/2025

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It's not a problem currently

11/30/2025

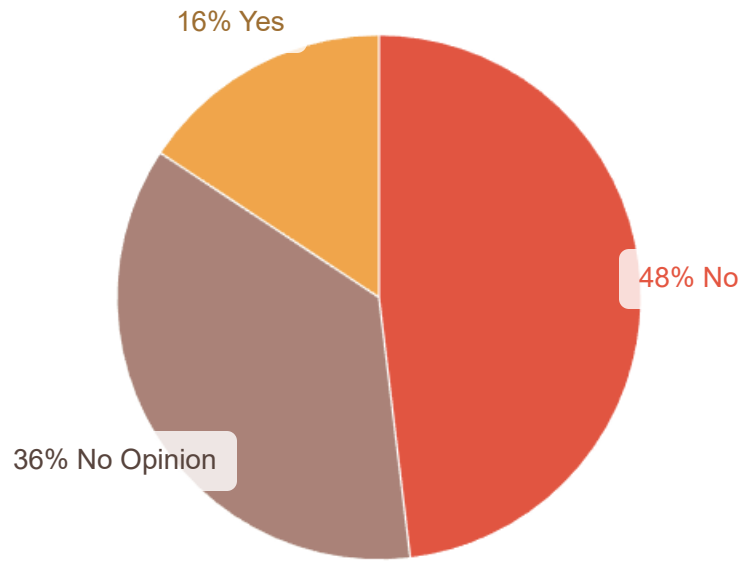
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The limited traffic congestion in the corridor is caused by people turning left, as the current lack of a suicide lane forces turning cars to fully stop in the passing lane. I personally would prefer that more attention be paid to creating better bicycle infrastructure, because more people using bikes means fewer people using cars, and therefore inherently mitigates traffic congestion. Sidewalks and bus use have similar effects on traffic.

11/30/2025

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## New Development: Does the appearance and design of new development meet your expectations?



209 respondents

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The new center at Sliding Hill looks like it will be a mess.... Too many entrances and exits and with all the moving of dirt that center will take a long time to break even...look at the half empty centers in Ashland...too bad the Pink Flamings lost

12/1/2025

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Hard to answer, some yes (7-11 is on the right track), but warehouses are not.

11/30/2025

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It's hard to say, since it's not all completed yet. The warehouses are not good. Especially the Northeastern Supply building. It's just a big gray block right in your face with the ugliest maroon accents. The 7-11 is better than the other existing aesthetics. But, I think it's going to take some really nice looking buildings to draw attention away from how poorly things look now.

11/30/2025

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The warehouses and industrial spaces on route 1 are not attractive and mostly empty! Who is renting these spaces? The impact on wildlife is a negative consequence too.

11/30/2025

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This area of Route 1 is a very mixed business area; Appearance definitely does not seem to be a priority

11/30/2025

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What new development?

11/30/2025

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Some does, like the 7-11 at Lewistown Road. I don't like all the new warehouses on Route 1. They look very cookie cutter.

11/30/2025

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The sheer amount of surface parking that is unbroken by trees or anything that could limit the amount of heat that radiates off of concrete in the summer is going to be catastrophic as the years get warmer. Make parking spaces smaller and pack in closer to buildings. I also abhor those ugly, nasty looking storage units and warehouses that seem to be everywhere these days. There's no charm whatsoever to concrete and gray, boxy buildings.

11/30/2025

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Too many large and unsightly warehouses

11/30/2025

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The current proposed plan has you destroying the wetlands behind my house and adding in a road potentially. Not OK all y'all keep doing is developing this area and making it more businesses instead of keeping it rural and adding in homes.

11/30/2025

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No the recent addition of so many warehouses with no buffer to camouflage them is an eyesore

11/29/2025

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Most development there is ugly warehouse style buildings. I would appreciate more classical/ farmhouse/ colonial style architecture.

11/29/2025

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Needs to have better landscaping, trees added and street lights.

11/29/2025

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I see no proposal with development elevations on this survey

11/29/2025

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Too close to the river and swamps. No mention of using native landscaping. Also, there should be a bike lane on route 33.

11/28/2025

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There is no comprehensive design standard for new development, areas of the county look haphazardly planned, buildings and developers are allowed to throw up strip malls, data centers and Industrial complexes without any consideration on the Statics that the residents have to live with long after they've made their millions of dollars. You should incorporate and Design review that buildings have to have a theme sections of Chester do this, the town of Ashland and the historic Courthouse District all have themed appearances for the majority of their structures

11/28/2025

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Route 1 has the potential to be a premier destination, particularly for people coming to the Richmond region from the north, yet it currently has the appearance of a poorly planned and neglected industrial area.

11/28/2025

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Some of the townhomes being built around the old VA Center Commons are attractive. The new shopping area at the corner of Rt 1 and Sliding Hill is not bringing any interesting stores except maybe Aldi. No need for more banks auto shops or car washes. It's too early to see about architecture. The many, many warehouses are definitely unattractive.

11/23/2025

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Just looks like. Road of strip malls

11/20/2025

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I'm tired of strip malls, car washes and storage facilities

11/20/2025

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Everything they have built in the past few years looks very industrial

11/20/2025

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Expectations - yes... I fully expect government to interfere with private industry. I fully expect NIMBYs to complain about whatever is coming.

Desires - no... I want all development to be based on the free market

11/20/2025

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It's just all warehouses.

11/18/2025

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Too many warehouses. They're ugly and oversized and all look the same.

11/17/2025

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Too many BIG Square ugly buildings. Little landscaping.

11/13/2025

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Adding more & more industrial warehouses, most of which still have 'for lease' signs, does nothing to improve the appearance of this corridor

11/12/2025

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The Wigwam redo looks well done.

11/12/2025

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Not fond of the huge warehouses visible from Route 1.

11/11/2025

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With increased housing in the area, there is a lack of shopping. The new development at Rt1/Cedar Lane does not adequately address the need.

11/11/2025

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Most of the new development i've seen are warehouses. I don't like any of them no matter what they look like

11/11/2025

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most of the new development I've seen is warehouses. I hate how they look. There are too many at this point. How many do we need. Please dont build any data centers either.

11/11/2025

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The new shopping centers along 301 look great and more modern and are more walkable

11/11/2025

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The development at the intersection of Rt. 1 and Sliding Hill Rd. appears to be moving in the right direction. I hope it includes significant landscaping in the final stages.

11/11/2025

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Buildings are set back too far from the road on large lots and there are no sidewalks along the corridor

11/11/2025

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Which "new development" are you referring to? Nothing has been added recently, outside of VCC.

11/9/2025

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Not sure how to answer that. I'm not opposed to the general appearance of new development.

11/7/2025

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Haven't seen the design yet

11/7/2025

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Warehouses are going to look terrible in 20 years.

11/6/2025

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Additional development needs to be community in style and not warehouse or date centers. We want people to enjoy Hanover and not just pass through

11/6/2025

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Architectural pleasing

11/5/2025

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Looks like an industrial warehouse area

11/5/2025

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I can't say that I see enough new development to judge

11/5/2025

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Anything is better than the existing old buildings that are there now.

11/5/2025

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Too many Distribution Centers (DC's) and the attendant truck traffic. They're not attractive, and almost unable to be made attractive.

11/5/2025

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Please, no more new traffic to Cedar Lane. Find another way.

11/5/2025

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Warehouse/distribution centers are HORRIBLE! Oh yeah, they're clean and neat as new construction, but are an EYESORE!

11/5/2025

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Standards for buffers need to be stricter. And removal of existing buffer needs closer scrutiny (case by case: is removal absolutely necessary to just accommodating thhe developer?

11/5/2025

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Right now all that is available on the county link is a map with a study area no plan so I have no opinion based on the unknown.

11/5/2025

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There has been very little positive new development in this corridor

11/5/2025

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the new garden oriented development on Cedar Lane was just another way to ruin land that should have been left open

11/5/2025

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Happy new business is being build at Route 1 and Sliding Hill. Now beautify the surrounds and put in cross walks and bike lanes, etc. Traffic calming.

11/4/2025

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The only exception to that is the new shopping center by Sliding Hill. The warehouses are an eyesore.

11/4/2025

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to many large warehouses

11/4/2025

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It's better than it was, but there could be even more landscaping.

11/4/2025

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The development is not at all attractive. It is development for the sake of development- big box stores, gas stations, useful but not somewhere i go unless absolutely necessary.

11/4/2025

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Aesthetics and public safety need more consideration

11/4/2025

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Haven't seen anything yet

11/4/2025

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I live on Cobbs Road and have watched the area I love become more and more developed. The rural peace that is enjoyed by the community is being taken away.

11/4/2025

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Cedar lane is a great example. The new modern buildings and improved roadways should be continued in the rest of the area

11/4/2025

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So far, it's pretty ugly and is destroying the area. The trees and forest were a lot better than what it is now becoming.

11/4/2025

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even the new site plan with 7-11, auto zone, storage and carwash at sliding hill and rte 1 is very commercial looking and takes a lot of land for more of the same businesses that already exist that immediate area. need higher end merchants.

11/4/2025

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No follow-up after the landscaping is completed and the occupancy permit is issues. Example is just go up Cedar Lane and look at the trees planted to shield the warehouses from view. 1 month after planting they were all laying on the ground blown over. Nothings ever been done to them since 12 months later. I'd say 3/4 of the trees planted at Sheets and Wawa were dead and removed in 12 months of planting. There needs to be a requirement that if it is removed it needs to be replaced.

11/4/2025

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Stark and poorly landscaped

11/4/2025

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Better than existing

11/3/2025

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There are some aesthetically pleasing developments going up in Hanover but mostly unsightly warehouses. Turning forest and agriculture land into giant boxes is not why I chose to live in Hanover County.

11/3/2025

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Ugly, ugly, ugly. Have you driven down Rt 1???

11/3/2025

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I dont think it is necessary to pave over the area further and think that the county should spend its resources more wisely. I feel this survey is biased towards developing the area, but I recommend reconsidering and instead working to conserve what is there rather than pave it. The development area is bad enough as is and doesn't need more density of identity-destroying industrial and commercial development.

11/1/2025

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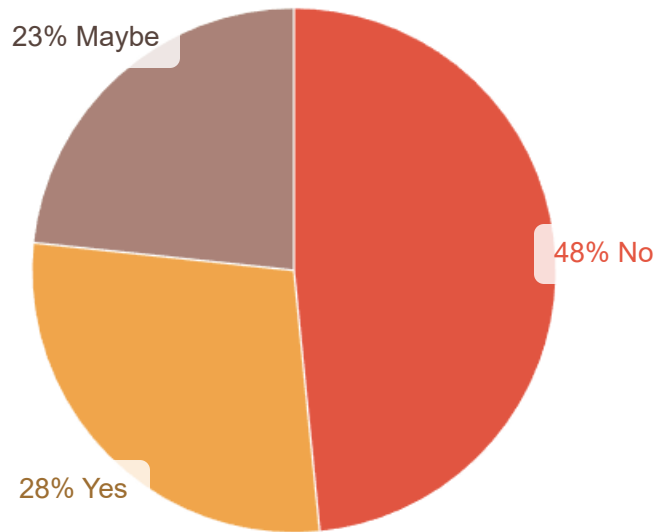
Harsh looking warehouses with no trees and/or landscaping between them and roadway. Unkempt buildings and properties.

10/31/2025

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**Lewistown Road Connector:** Hanover County's adopted Major Thoroughfare Plan includes a planned extension of Lewistown Road from its western end across Stony Run Creek to connect with Cedar Lane to provide additional connectivity. This extension has been planned since the 1990s. Some right-of-way has already been dedicated in the Cedarlea Park neighborhood, but the extension would have challenges, such as crossing a natural resource protection area.

**Do you think this connection would be beneficial for the study area?**



222 respondents

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Would the dump be moved? that may help but I feel sorry for those houses in that development. What about the bike path? Are you going to share impact studies?

12/1/2025

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Too close proximity to neighborhood, increased noise and light pollution in the area, disruption of wetlands and wildlife.

12/1/2025

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Unnecessary deforestation/wildlife disruption in a wetland, and not needed as an improvement.

12/1/2025

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It would wreck that half of Cedarlea with noise, traffic, etc. It's really not needed.

12/1/2025

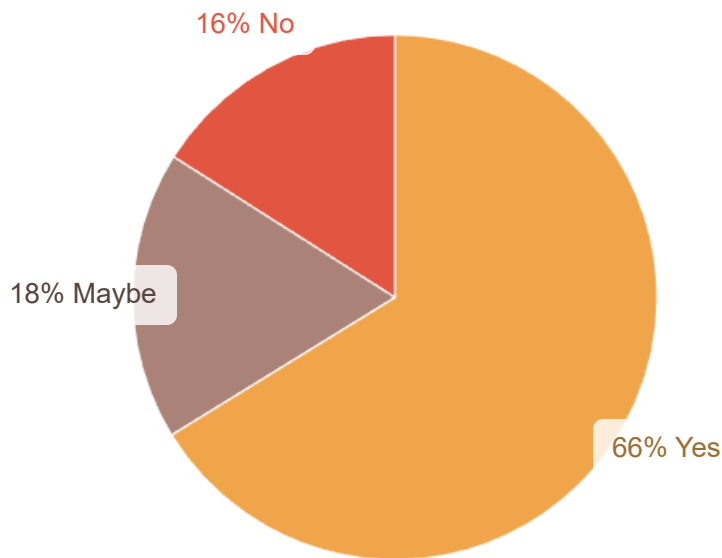
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We strongly oppose this.

12/1/2025

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**Pedestrian Mobility:** Are sidewalks, pathways, and other pedestrian infrastructure needed in the study area?



224 respondents

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Have not seen many walking up and down Rt 1...it is not a pretty drive with the business parks and empty buildings and parking lots so I doubt it is worth the investment paths are helpful for the exercising and appreciating nature not coughing as cars and trucks speed by

12/1/2025

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More bike friendly and hiking/walking areas would be great. Moved here to not live in city but is becoming very commercially focused with few options without a car. Also, extended bus service would be good especially for struggling families or people who prefer to use public transportation options if they are safe, clean, and well maintained.

11/30/2025

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We really need bike lanes so people can get around without cars

11/30/2025

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Sidewalks down Cedar and along Rt.1 would be great

11/29/2025

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Need more walking/running options. Could assist in traffic congestion

11/29/2025

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If yes, are there any specific locations where sidewalks or other pedestrian infrastructure should be provided?

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All the way from route 1 down cedar lane to the bike trail. Others areas along route 1 where there are restaurants and other retail sites.

11/30/2025

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As it exists currently, there aren't a lot of areas where housing and residential units exist near and need connecting to "everyday"-type businesses like corner shops, grocery stores, or discount general merchandise shops. There's too many businesses where no one wants to spend lots of time in. Where there is housing, it's just free-floating, no businesses nearby. The only recommendation I have is to maybe connect Colonial Estates to the strip mall with the Vinny's and the Goodwill. Better, more practical businesses need to be erected before sidewalks are built, because as it exists, there's no reason anyone would want to walk around.

11/30/2025

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They should be placed in areas where people live to connect them to grocery stores, restaurants and other services. Any new shopping areas should include sidewalks.

11/30/2025

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All along the corridor

11/30/2025

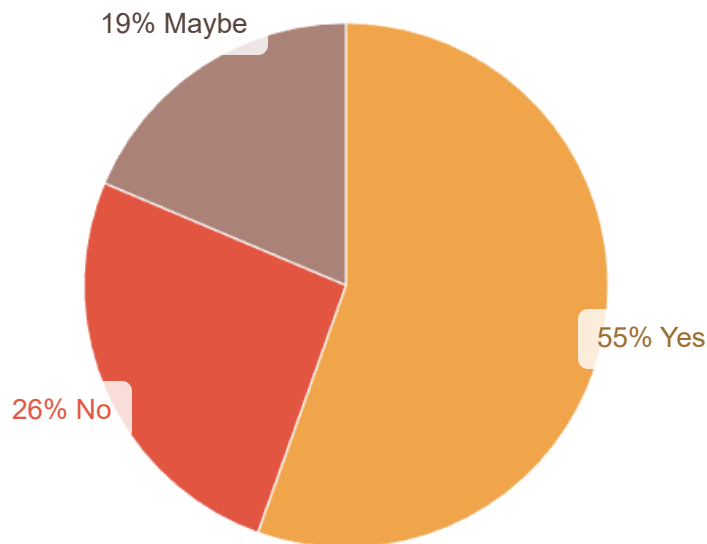
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Anywhere that includes restaurants and stores

11/30/2025

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### **Bicycle Mobility:** Are bike lanes, off-street bike paths, and other bicycle infrastructure needed in the study area?



220 respondents

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Bike lanes need to exist all up and down Route 1 in the study area. They need to be meaningfully separated from the road (cars drive too fast, and the risk of hitting cyclists is too high), and they need to be wide enough for bikes to pass each other going both ways (think the width of the designated bike lanes on Franklin Street in Richmond). Since everything is so spread out, bike infrastructure needs to be prioritized.

11/30/2025

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YES! We need to provide alternatives to car travel. This area is currently very difficult to navigate without a car.

11/30/2025

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Especially since the opening of the Fall Line Trail more biking options should be available.

11/30/2025

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Don't be like Henrico and make bike lanes that are never used

11/30/2025

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Off street bike paths would be great. The bikers on Cedar and Elmont are dangerous

11/29/2025

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If yes, are there any specific locations where bike lanes or other bicycle infrastructure should be provided?

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Bike lane on Cedar Lane from bike trail to Route 1 so people can ride to new shopping center.

12/1/2025

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Close to or parallel to walking paths or sidewalks as well as in green areas that restrict car traffic.

11/30/2025

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There are often people biking on the side of the road between the Chickahominy river and Cedar Lane so it would be nice to have a bike lane there

11/30/2025

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Just everywhere. Bike lanes are critically necessary.

11/30/2025

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Connecting housing areas to stores and services. We also need bus service to extend from VCC to Ashland.

11/30/2025

---

All along the corridor

11/30/2025

---

Current road plan

11/30/2025

---

All along rounten1

11/30/2025

---

Along all major and minor roadways

11/30/2025

---

Needs to be a connection to the fall line trail.

11/30/2025

---

All along Cedar Lane

11/30/2025

---

Off street bike lanes added to Cedar and Elmont Rds

11/29/2025

---

Across the study area parallel to walking paths

11/29/2025

---

The county should be including more bicycle lanes when reconstructing roadways.

11/25/2025

---

The Fall Line Trail.

11/25/2025

---

Same as what I said earlier.

11/23/2025

---

Greenwood road, cedar lane, old Washington

11/22/2025

---

Cedar lane and route 1

11/21/2025

---

Same as sidewalks listed above

11/15/2025

---

Near retail space

11/13/2025

---

All along rt 1!

11/12/2025

---

Connecting neighborhoods to the Fall-line trail

11/12/2025

---

---

Everywhere that can improve cyclist safety and help reduce reliance on vehicles.

11/11/2025

---

Connection to the Fall Line Trail

11/11/2025

---

Near the fall line trail.

11/11/2025

---

All along Route 1 on both sides from just north of Ashland to VCC area and beyond.

11/11/2025

---

Mostly the industrial area.

11/9/2025

---

See above

11/9/2025

---

Old Washington Rd and Elmont Rd, because idiotic cyclists love creating hazardous situations and wasting people's time on those roads.

11/9/2025

---

Same as I mentioned in the last comment

11/7/2025

---

Kings Acres Dr, Cedar Lane, and Route 1

11/6/2025

---

Old Washington Highway/cedar Lane

11/6/2025

---

Perhaps along Cedar Lane up to the Fall Line trail.

11/5/2025

---

The US 1 thoroughfare, but a bike needs to be parallel, not the same ROW. Comingling of traffic types can be precarious.

11/5/2025

---

From Ashland to sliding hill

11/5/2025

---

Along Cedar Lane and other areas where bike routes currently exist and are heavily used but no supporting infrastructure for safety.

11/5/2025

---

To the call line trail

11/5/2025

---

Bike lanes from the neighborhoods to the new bike path would be nice. Also where there are signs that claim the road to be a bike route should also have bike paths- so many bikers on the road with cars and no side of the road for bikers.

11/5/2025

---

Elmont Rd, Cedar Lane, Old Washington Hwy

11/5/2025

---

With the new development at sliding hill and rt. 1 I would be nice to bike there without having to be on the road. Perhaps a connector to the fall line trail

11/4/2025

---

Along Route 1 north and south..

11/4/2025

---

I don't know.

11/4/2025

---

Route 1 corridor, Woodside Lane to Ashland.

11/4/2025

---

Cedar Lane

11/4/2025

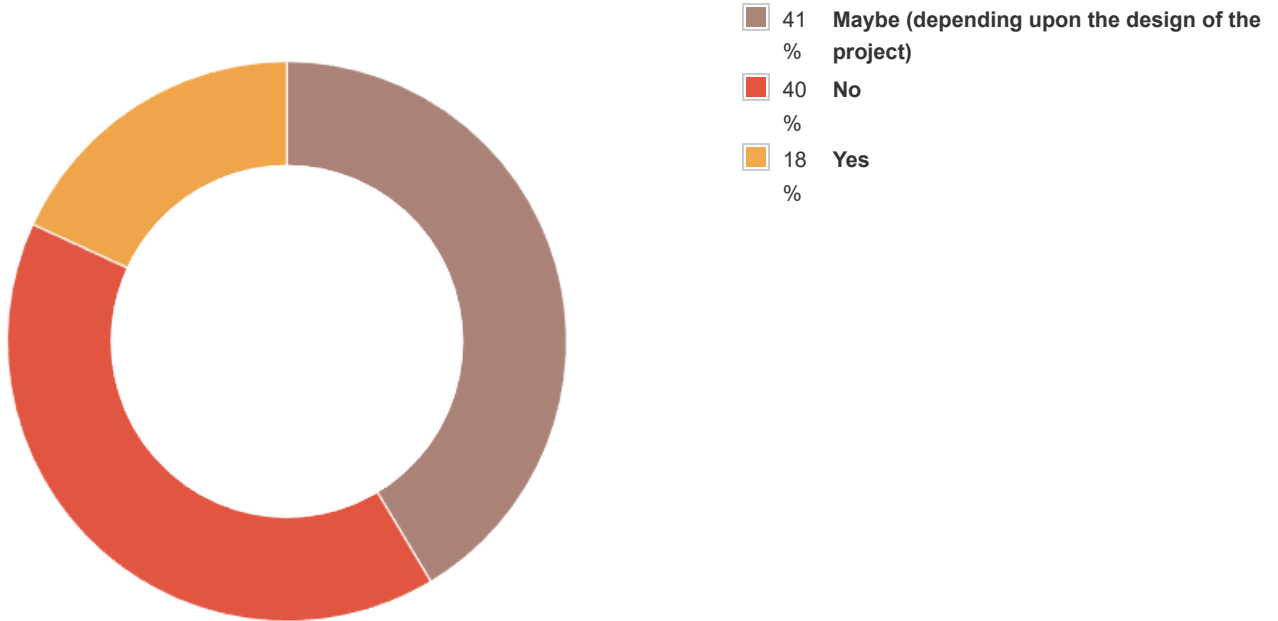
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Along every road in the plan

11/3/2025

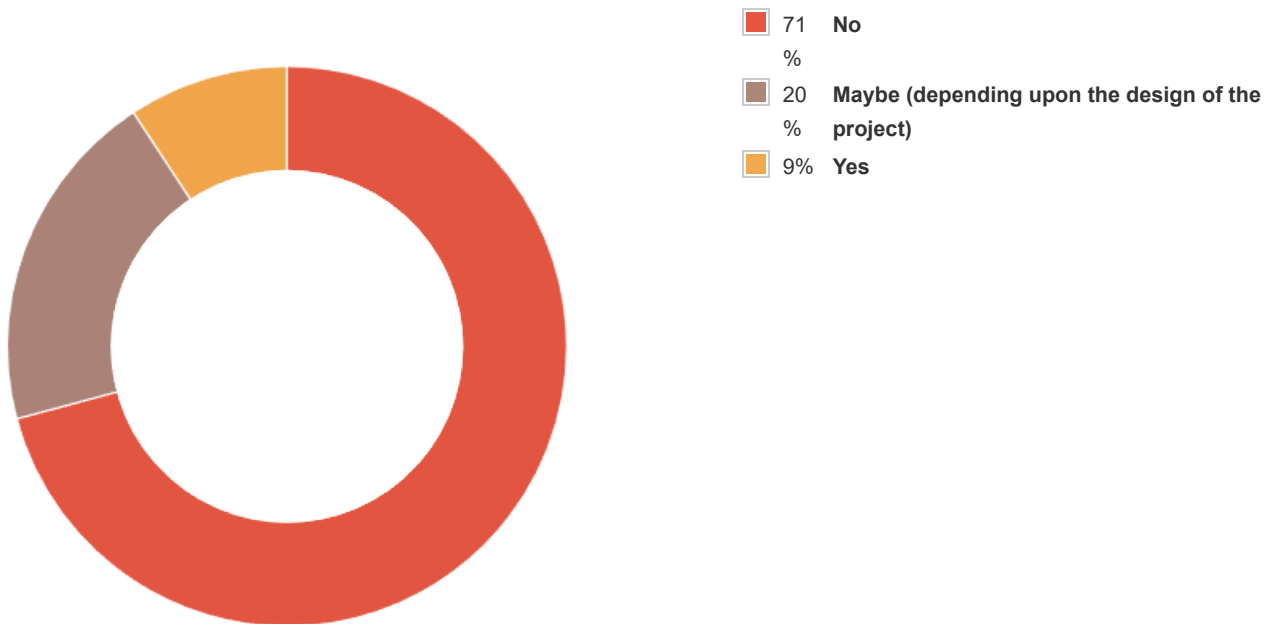
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**Wholesale Trade:** Businesses that sell merchandise like resale goods and/or raw materials and supplies to other businesses to sell or use in production (Example: Company that buys produce from farmers and sells to restaurants).



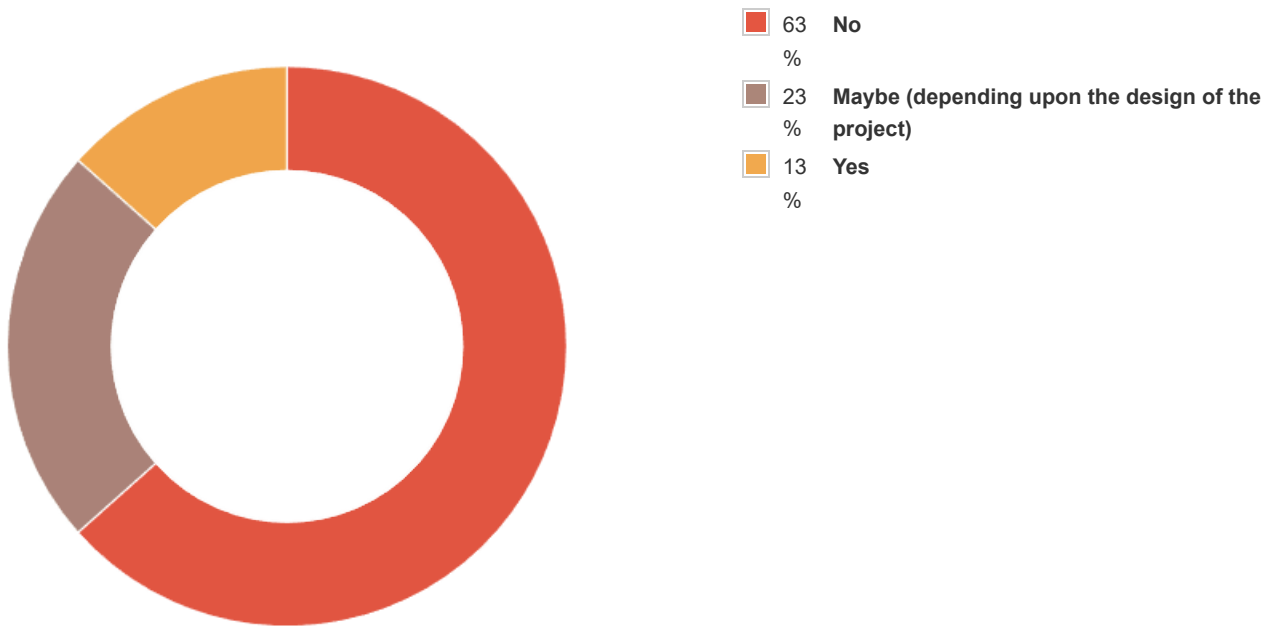
215 respondents

**Warehousing and Logistical Services:** Businesses responsible for storing, transporting, and providing logistical services for the distribution of products (Example: eCommerce fulfillment center).



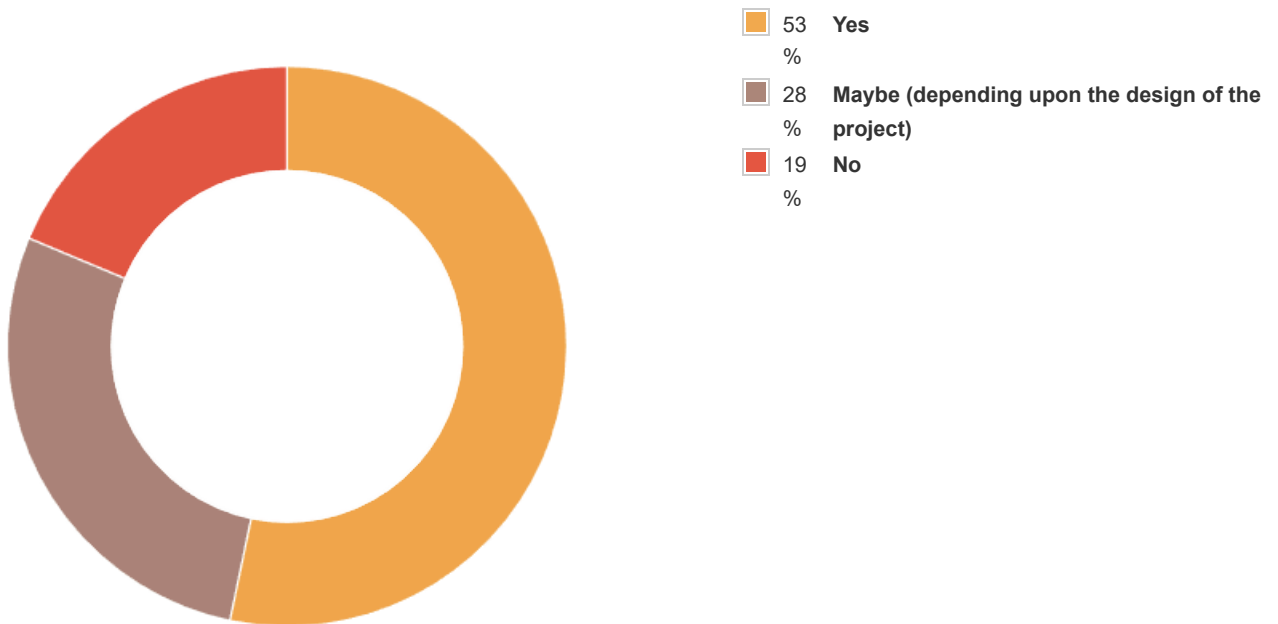
215 respondents

**Advanced Manufacturing and Machinery Manufacturing:** Businesses that transform materials to create new products.



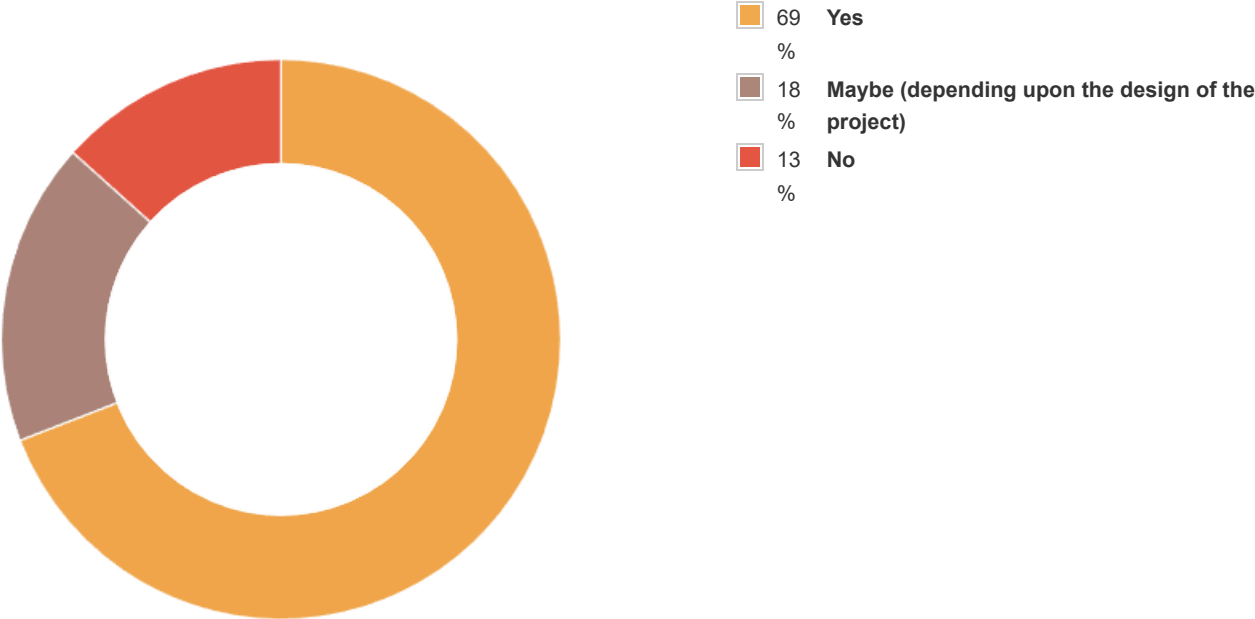
215 respondents

**Professional and Business Services:** Businesses that provide legal services, accounting, consulting services, advertising, and other technical expertise.



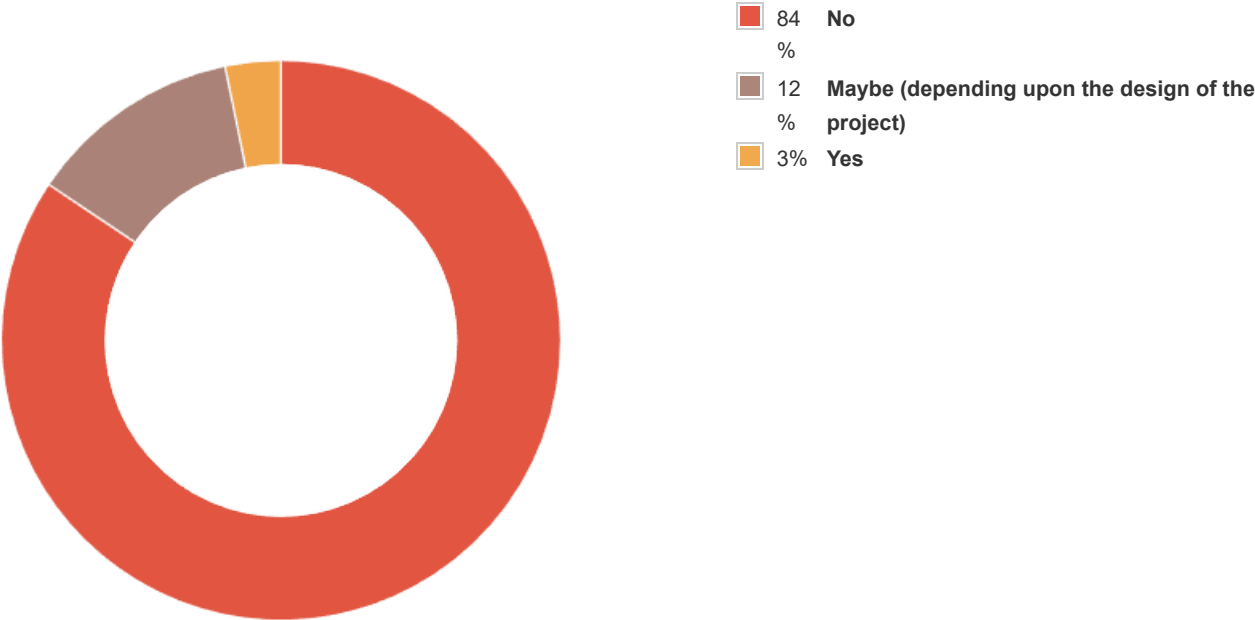
213 respondents

**Tourism, Hospitality, and Recreation:** Businesses that relate to sports, arts & entertainment, and recreation, including lodging (hotels) and food services.



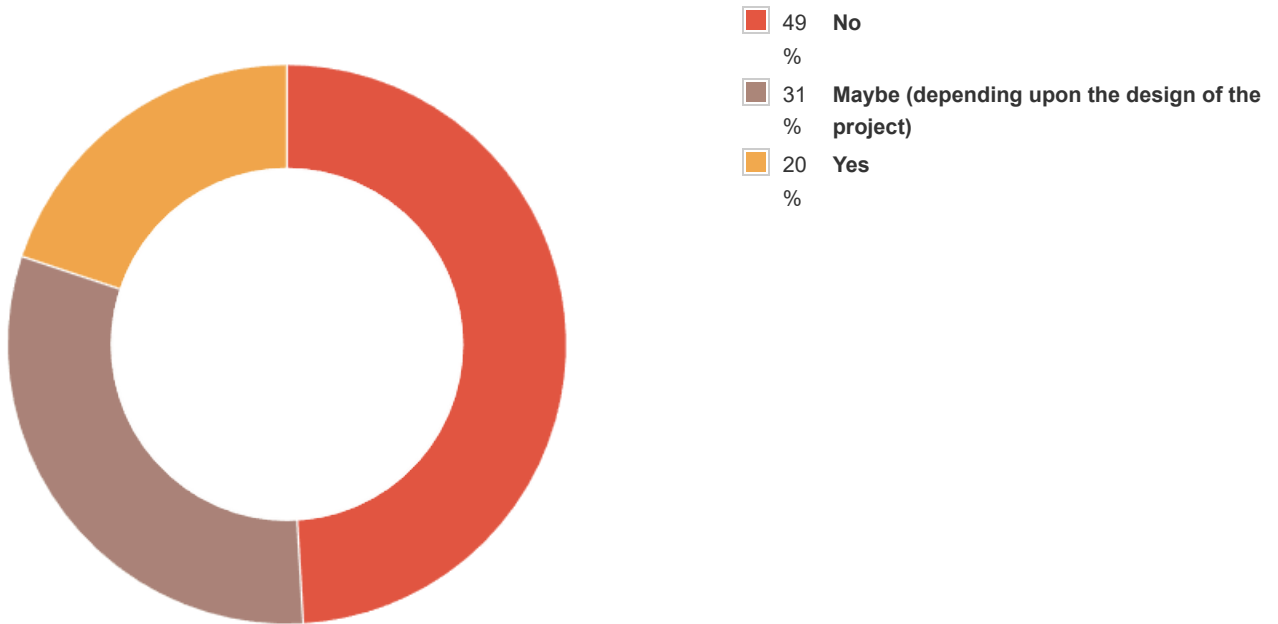
216 respondents

**Data Centers:** Businesses that provide computing infrastructure, data processing services, Web hosting services (except software publishing), and other related services like streaming support services.



218 respondents

**Biology/Pharmaceuticals and Life Sciences:** Businesses involved in biological and life-science research and development, medical testing, and chemical manufacturing.



215 respondents

**Economic Development:** What concerns do you have with this area developing for economic development purposes?

75%	Additional Traffic	162 ✓
72%	Negative Impacts to Environmental Resources (e.g. streams and open spaces)	154 ✓
53%	Additional Noise	114 ✓
44%	Negative Impacts to Historic/Cultural Resources	94 ✓
40%	Additional Exterior Lighting	87 ✓
7%	Other	16 ✓
7%	No Concerns	15 ✓

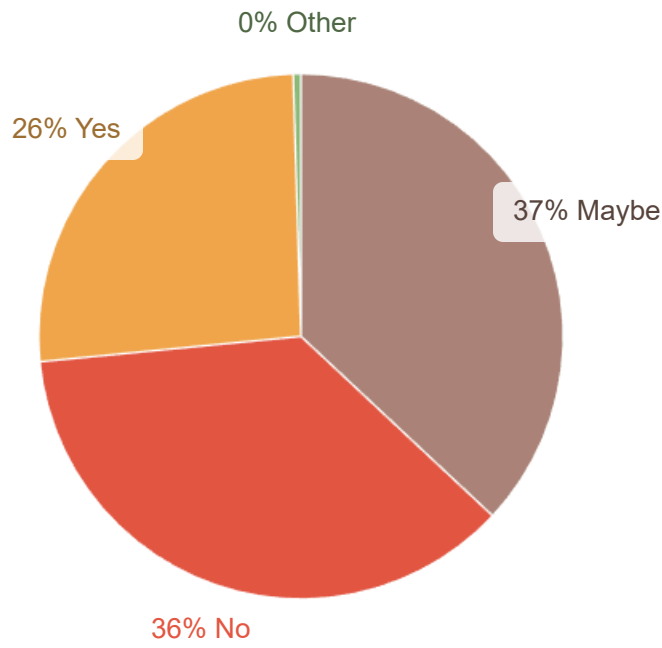
215 Respondents

**Desired Commercial Uses and Businesses:** What types of commercial and business uses are needed within the study area?

80%	Restaurants/Cafes/Coffee shops	158 ✓
69%	Grocery/market	136 ✓
65%	Shopping/Retail	129 ✓
57%	Entertainment (bars, breweries)	112 ✓
40%	Personal Services (Barber Shops, Beauty Shops, Nail Salons, Health Spas, etc.)	79 ✓
37%	Professional Offices	72 ✓
19%	Big box (home goods, hardware)	37 ✓
17%	Employment-Generating Commercial or Industrial Uses	34 ✓
11%	Fast-Food Restaurants	21 ✓
11%	Other	21 ✓
8%	Convenience Stores/Gas Stations	15 ✓

197 Respondents

**Residential:** Should there be more residential offerings in the study area?



211 respondents

---

Depends on the site

12/1/2025

---

More single family options, recent development in the area and just south is attached homes and condos. More single family options, higher price points, would keep the area desirable and keep regional interest in the area strong.

11/30/2025

---

PLEASE. We need affordable housing for working families.

11/30/2025

---

We need more affordable housing options (apartments, townhomes, condos) to keep younger people living in our communities.

11/30/2025

---

We need more housing options but I personally prefer no apartment complexes and more single family homes

11/30/2025

---

**Residential Types:** If you chose "Yes" or "Maybe" on the previous question, what types of residential would you like to see more of?

73%	Single family detached homes	100 ✓
50%	Attached townhomes	68 ✓
32%	Multifamily apartments or condos	44 ✓
4%	Other	6 ✓

137 Respondents

Schools are expensive any development must recognize what the capacity for water/sewage/traffic/educational/service (fire/police) implications will be. Coming from Fairfax and then watching Hampton Roads explode there is nothing worse than not having the infrastructure to handle rapid growth which always destabilize communities

12/1/2025

Good quality homes with customization options are needed. Many of our neighbors moved here from northern Virginia, Atlanta, etc and are looking in higher price points. Higher end townhomes would be good too, if they are like the Greengate townhomes, for example.

11/30/2025

Any housing is fine it just has to be affordable. Half a million dollar houses are ridiculous and not helpful.

11/30/2025

Higher density housing located near but not directly on Route 1, with luxury landscaping and small adjacent parks would serve our younger generations well.

11/30/2025

NO MORE SINGLE FAMILY DETACHED HOMES WE HAVE PLENTY.

11/30/2025

**Streetscapes:** What are three words you would use to describe the current streetscape along Route 1 in the study area?

Eyesores contrasting beauty

12/1/2025

Messy

12/1/2025

---

Commercial

12/1/2025

---

Old, commercial, dirty

12/1/2025

---

lacking, unplanned, cold

11/30/2025

---

Needs Much Improvement.

11/30/2025

---

Car-heavy. Speeding. Congested.

11/30/2025

---

Ugly, sad, underdeveloped

11/30/2025

---

Industrial, random, ugly

11/30/2025

---

Ugly, gray, isolated

11/30/2025

---

Dull, old, dingy

11/30/2025

---

Non-existent, underdeveloped, shabby

11/30/2025

---

Visually unappealing

11/30/2025

---

Route1 becoming shortpump

11/30/2025

---

Fine

11/30/2025

---

Unplanned, industrial, ugly

11/30/2025

---

None. Run-down, industrial

11/30/2025

---

---

Industrial boring

11/30/2025

---

Dirty, unappealing, trashy

11/30/2025

---

Industrial, unpleasant, unwelcoming.

11/30/2025

---

Ugly storage shed

11/29/2025

---

Lonely, abandoned, cold

11/29/2025

---

Industrial, dingy, abandoned

11/29/2025

---

There is none

11/29/2025

---

There is one?

11/29/2025

---

Industrial, ugly, run down

11/29/2025

---

Non existent currently

11/29/2025

---

Sad rundown depressing

11/29/2025

---

Unsightly, trashy, uninviting

11/28/2025

---

Ugly ugly and uglier

11/28/2025

---

None

11/28/2025

---

Blah, anywhere USA, and dangerous

11/28/2025

---

---

Industrial, neglected, uninviting.

11/28/2025

---

1950's & 1960's

11/25/2025

---

undeveloped, eclectic, unappealing

11/25/2025

---

Dangerous, car-focused

11/25/2025

---

insipid, nondescript, bland.

11/25/2025

---

Ugly. Unplanned. Haphazard.

11/23/2025

---

Unattractive, run-down, too many vehicle sales companies

11/23/2025

---

Bland

11/22/2025

---

ugly, industrial

11/21/2025

---

random lowest-bid design

11/21/2025

---

Broken concrete.

11/21/2025

---

Up and coming

11/21/2025

---

Trashy, unattractive, dangerous

11/21/2025

---

Unattractive unwelcoming disjointed

11/20/2025

---

Ugly. Nonexistent. Absent.

11/20/2025

---

Unattractive

11/20/2025

---

Unattractive

11/20/2025

---

fine

straight

adequate

11/20/2025

---

rural, undeveloped, rundown

11/20/2025

---

Busy, fast, unimpeded

11/20/2025

---

Sloppy, needs maintenance, none

11/19/2025

---

Industrial, efficient, busy

11/18/2025

---

Ugly. Urban industrial. Concrete landscape.

11/17/2025

---

Natural in some spots, then industrial in others

11/17/2025

---

Industrial, unappealing, barren

11/17/2025

---

No consistent sidewalks

11/15/2025

---

low rent trashy

11/14/2025

---

Ugly, boring, bland

11/13/2025

---

dirty - industrial - unfriendly

11/13/2025

---

Natural, undeveloped, a gateway to Ashland AND the door to our beautiful county

11/12/2025

---

Dirty, shabby, tired

11/12/2025

---

Old, worn down

11/12/2025

---

Depressed, trashy, neglected

11/12/2025

---

Nonexistent, poor, ugly

11/12/2025

---

A mixed mess

11/12/2025

---

Sub-par

11/12/2025

---

Not enough restaurants

11/12/2025

---

Plain

11/11/2025

---

Busy, industrial, forgettable

11/11/2025

---

Industrial, cluttered, careworn

11/11/2025

---

Dated; industrial; uninteresting

11/11/2025

---

depressing, unattractive, unpleasant

11/11/2025

---

Industrial crowded dingy

11/11/2025

---

Industrial with very little landscaping

11/11/2025

---

Unorganized, dated, uninviting

11/11/2025

---

Industrial

11/11/2025

---

Lacking, sparse, ugly

11/11/2025

---

Ugly Uninviting Old

11/11/2025

---

Unattractive

11/11/2025

---

Nonexistent. Unattractive. Sterile.

11/11/2025

---

Unwalkable, sprawl, inaccessible

11/11/2025

---

Um, what "streetscape"? In other words, haphazard, lackluster, and industrial.

11/11/2025

---

Green, safe, ada accessible

11/11/2025

---

Mismatched.

11/11/2025

---

Desolate, unsafe, visually unappealing

11/9/2025

---

Industrial, blah, unwelcoming

11/9/2025

---

Industrial, dirty, embarrassing

11/9/2025

---

Commercial, industrial, unplanned

11/7/2025

---

Fine, high speed

11/7/2025

---

Stroad, Dangerous, Industrial

11/6/2025

---

None exists

11/6/2025

---

Strip malls

11/6/2025

---

More trees

11/6/2025

---

Ugly, run down

11/6/2025

---

Barren

Non-existent

11/6/2025

---

A mixed hodgepodge

11/6/2025

---

Rt 1 in the study area is a Stroad. Combination of a road and street. It's currently a higher speed facility with no shoulders or median with multiple access points. It's not designed for free flow traffic and it's not designed for multiple access points (driveways, streets, etc).

11/6/2025

---

Industrial, warehouse, noisy

11/5/2025

---

sparce, unattractive, not welcoming

11/5/2025

---

Needs turn lanes

11/5/2025

---

Same as above

11/5/2025

---

A mess.

11/5/2025

---

Grass, trees and flowers

11/5/2025

---

---

Messy,frequently littered.

11/5/2025

---

Messy Littered Congested

11/5/2025

---

trees, open space, spacious

11/5/2025

---

Run down, Nonexistent, Dumpy

11/5/2025

---

Ugly and unappealing

11/5/2025

---

uninviting, ignored, uncreative

11/5/2025

---

Junky, poor aesthetics

11/5/2025

---

Ugly, lack of design, lack of landscaping

11/5/2025

---

Charming walkable landscaped with lighting.

11/5/2025

---

A concrete jungle

11/5/2025

---

Gray, unappealing and starblocking

11/5/2025

---

Ugly, industrial, unappealing.

11/5/2025

---

Chaotic

11/5/2025

---

nonexistent

11/5/2025

---

Decrepit abandoned flyover

11/5/2025

---

Crowded

11/5/2025

---

Industrial, unappealing, drab

11/5/2025

---

Ugly

Stark

Non existent

11/5/2025

---

Ugly warehouse buildings

11/5/2025

---

Way too industrial

11/5/2025

---

Industrial, unappealing, congested

11/5/2025

---

Junky half rusted

11/5/2025

---

unplanned, jumbled

11/5/2025

---

Industrial, aging, dilapidated

11/4/2025

---

Terrible. non-existent. Ugly.

11/4/2025

---

Industrial

11/4/2025

---

rundown industrial abandoned.

11/4/2025

---

industrial, busy

11/4/2025

---

ugly, abhorrent, unsightly

11/4/2025

---

Trash

Trash

Trash

11/4/2025

---

Trees

attractive street lights

sidewalks/curbs

11/4/2025

---

Non existent

11/4/2025

---

Not aesthetically pleasing. Too many businesses that have junk everywhere.

11/4/2025

---

Drab, industrial, boring

11/4/2025

---

Dark, secluded, and empty

11/4/2025

---

Industrial, not rural

11/4/2025

---

Old and ugly

11/4/2025

---

ugly, ugly, ugly

11/4/2025

---

ugly, industrial, eyesore

11/4/2025

---

Rough

11/4/2025

---

Nonexistent

Unattractive

Dirty

11/4/2025

---

janky, run down, commercial-disjointed

11/4/2025

---

A 1950's themed roadway with no planning!

11/4/2025

---

Dreary. Trashy. Unsafe

11/4/2025

---

Choppy no continuance of road access

11/4/2025

---

Helter Skelter Concrete

11/3/2025

---

Ugly, cluttered, disorganized

11/3/2025

---

Utilitarian, no aesthetics

11/3/2025

---

Ugly, ugly, ugly

11/3/2025

---

Orange cones, junky

11/2/2025

---

Narrow. Dirty. Dangerous

11/1/2025

---

Historic-ish. Charming. Quaint.

11/1/2025

---

non-existent, ugly, inconsistent

11/1/2025

---

Traffic, industrial, unsafe for pedestrians

11/1/2025

---

Desolate, apathetic, and busy.

11/1/2025

---

Disjointed, unplanned, pass-through.

11/1/2025

---

Severely lacking, not enough lights, unclear pavement markings

11/1/2025

Unkempt  
Undesirable

10/31/2025

Drab

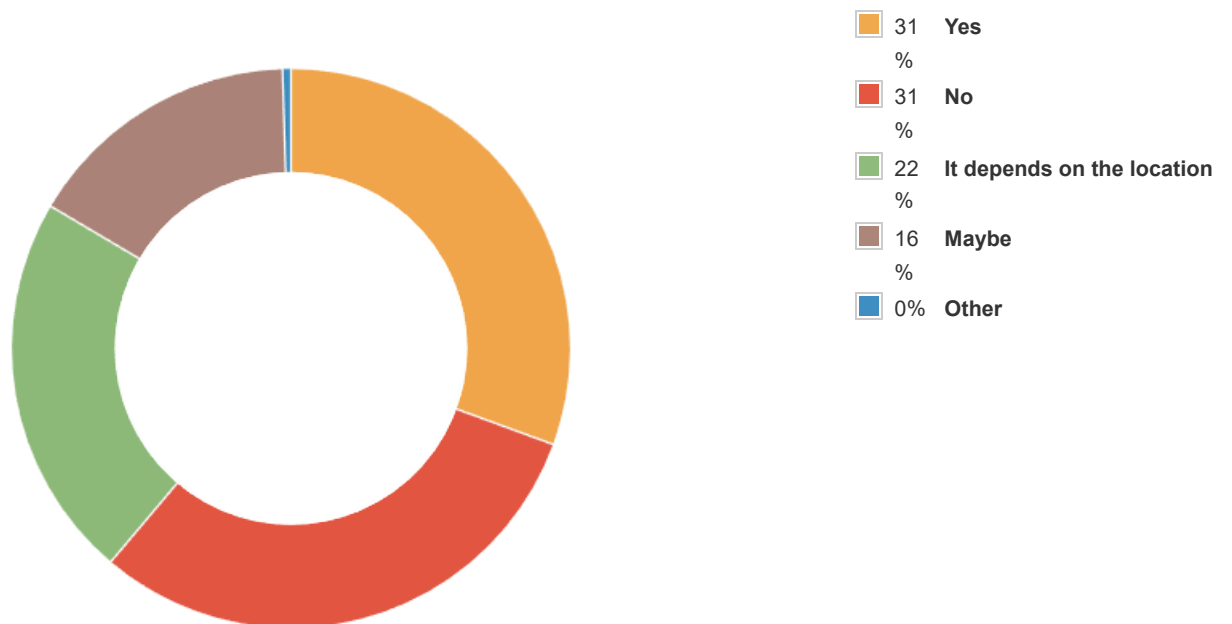
10/31/2025

**Streetscapes:** Which qualities and amenities are most important to have in the streetscape along Route 1?

68%	Trees and shrubs screening view of buildings and parking	137 ✓
58%	Sidewalks or sidepaths	117 ✓
50%	Flowering plants and shrubs within the median and at key intersections	101 ✓
48%	Ornamental streetlighting and/or pedestrian level lighting	96 ✓
29%	Decorative wayfinding signage	59 ✓

202 Respondents

**Mixed-Use Buildings (Commercial or residential with retail):** Do you think multi-story buildings with ground-floor retail are appropriate in this area?



206 respondents

**Mixed-Use:** If you chose "Yes," "Maybe" or "Unsure" above, what location in the study area would mixed-use buildings be most appropriate?

---

Possibly, if it's really well done and good quality buildings, similar to Greengate/West Broad Village or Libbie Mill.

11/30/2025

---

All of the areas, especially #3

11/30/2025

---

Residential with retail should go in new shopping centers near but not directly on Route 1. Route 1 should be reserved for entertainment/event space, professional services, retail, shops and restaurants that will draw in residents and visitors to spend money. I don't really care how tall the buildings are as long as they serve the purpose above.

11/30/2025

---

The closer these mixed-use buildings are to Ashland proper the better, I think. But they could certainly be constructed further down Route 1 as more of that space is filled in.

11/30/2025

---

Mixed in along the corridor

11/30/2025

---

Closest to vcc

11/30/2025

---

Not sure

11/29/2025

---

I think it is appropriate in some situations, but needs to maintain the right aesthetic for the area, so nothing huge like West Broad Village

11/29/2025

---

Along Route 1. I would suggest encouraging the industrial business in the areas off Route 1, and encouraging mixed use development that provides a destination for residents along Route 1.

11/28/2025

---

the B-3 zoned space closest to Henrico.

11/25/2025

---

Along Rt. 1

11/23/2025

---

I would need more pictures to decide.

11/23/2025

---

Everywhere

11/22/2025

---

anywhere that the free market wants to make a go of it

11/20/2025

---

Literally the entire stretch. Build more dense housing. The section between Henrico line and sliding hill would be the best location though based on proximity to VCC

11/20/2025

---

Closer to Ashland

11/19/2025

---

Close to intersections

11/18/2025

---

Not sure. Tear down some of the ugly commercial and build on that space.

11/17/2025

---

Some of the area has multi level buildings already or large warehouse type buildings

11/15/2025

---

nearer Ashland

11/14/2025

---

No particular area in mind

11/13/2025

---

Closer to Ashland

11/12/2025

---

Near the place where the new Aldi is going.

11/12/2025

---

Close to atlee rd and cedar (oh wait- you've already allowed multiple warehouses there!!!

Near Ashland exit (rt54) on north side (oh wait, you've already allowed multiple warehouses there)

On west side of rt 1 - tear down the former Internet cafe/used car lot/ gaming room and adjacent downtrodden buildings and put there

11/12/2025

---

Near housing and where plenty of parking would be available

11/12/2025

---

Along Rt1 corridor

11/11/2025

---

Route 1. or the area near Bass Pro Shop. NOT Cedar Lane!!

11/11/2025

---

I don't know enough about design to respond intelligently.

11/11/2025

---

Close to retail and restaurants

11/11/2025

---

In the southern portion of Route 1.

11/11/2025

---

Where industrial land uses can be redeveloped

11/11/2025

---

Areas with industrial buildings, especially if the larger building can obstruct or improve the view of the industrial buildings.

11/9/2025

---

Along Route 1

11/9/2025

---

No one particular section.

11/7/2025

---

All over

11/7/2025

---

Between the Hanover County Line and Cedar Lane.

11/6/2025

---

1 and 2

11/6/2025

---

Additionally, the land use north of Lewistown road could be industrial, warehouses, datacenters, etc.

11/6/2025

---

Everything south of Lewistown road should be developed for mixed use commercial and hotels to serve the increasing traffic related to the Henrico Sportsplex. It's a major traffic generator and county is missing out on revenue and taxes from the increases tourism traffic. That money is currently being spent in Henrico county at Virginia Center Commons.

11/5/2025

---

Not familiar enough with specific opportunity area(s)

11/5/2025

---

Atlee-Elmont area or south to VA Center Commons

11/5/2025

---

I am not sure. Would need more info on this.

11/5/2025

---

Not specifically on Rt. 1. Rather on the side roads adjoining Rt. 1 - NEAR Rt. 1

11/5/2025

---

Most any where, but with some buffering and people-sized scale.

11/5/2025

---

Areas along Route 1 similar as they have in Henrico in the Virginia center commons area, also along Lewistown road near the 95 exchange. The area that at one time was going to be an outlet shopping area

11/5/2025

---

along route 1

11/4/2025

---

It would need to be in harmony with a transitional zoning plan. e.g., I could see it near the new shopping center or just south of Ashland.

11/4/2025

---

Henrico line to Cider lane

11/4/2025

---

Along any MAJOR thoroughfare, but not any side roads.

11/4/2025

---

It should fit within overall design and if implemented there needs to be adequate parking

11/4/2025

---

Maybe appropriate closer to the ends of the areas like old va center commons area or near ashland. Not throughout.

11/4/2025

---

In an area where they could be set back from highway

11/4/2025

---

somewhere in between existing housing [Chickahominy Falls is last large community] between sliding hill and ashland.

11/4/2025

---

Between cedar and lewiston

11/4/2025

---

---

Lewiston and lakeside pskwy

11/3/2025

---

Southern area, maybe to the east of Rt 1 at Ashland

11/3/2025

---

Tall buildings do not need to hover above Rt 1. Some things can be pushed back from the road. ESPECIALLY mixed-use. Homes do not need to be seen from the road. And if a store is wanted and useful, people will find it. Sidenote - perhaps we don't need room for rows of tire stores and nail salons, ya know?

11/1/2025

---

Something like Libbie Mill could go in any number of places along the way.

11/1/2025

---

Best situated near roadways with access to 95

10/31/2025

---

Route one

10/31/2025

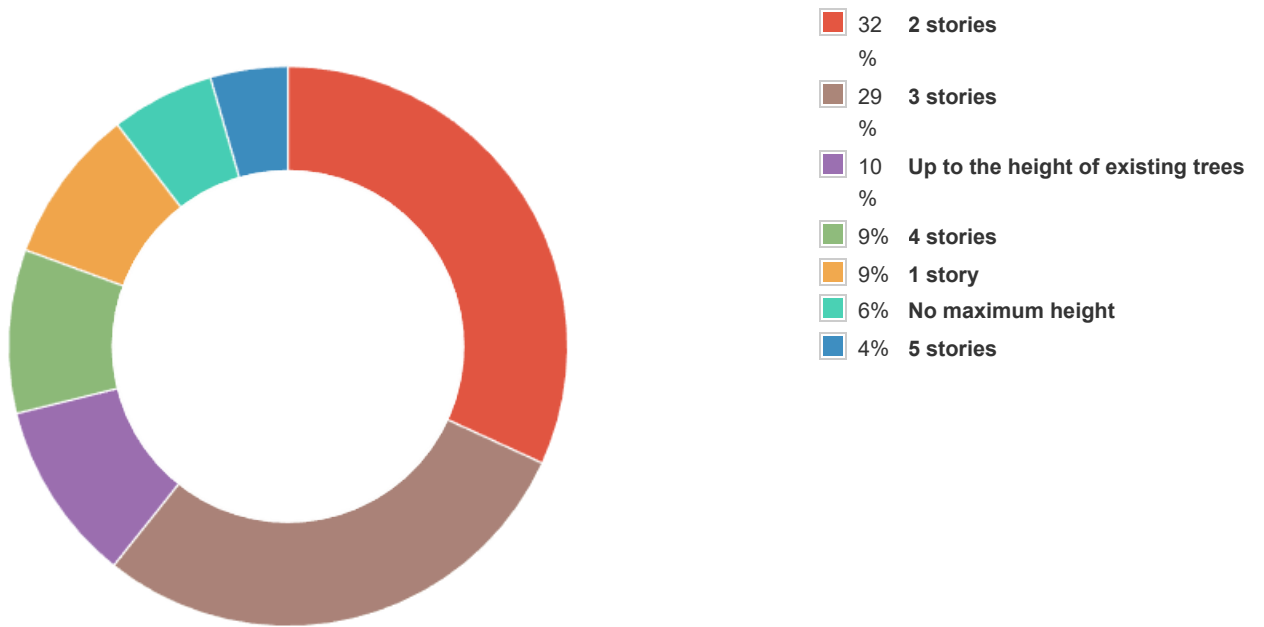
---

**Design Features:** As development occurs in the area, what design features do you think are important to be incorporated into new development?

Buildings Set Back Farther from road frontages	45% Very Important	40% Somewhat Important	12% Neutral	3% Not Important
Landscaping along road frontages	67% Very Important	25% Somewhat Important	6% Neutral	2% Not Important
Attractive Freestanding Signage along road frontages	38% Very Important	34% Somewhat Important	23% Neutral	6% Not Important
Sidewalks or Pedestrian Pathways along road frontages	52% Very Important	21% Somewhat Important	20% Neutral	8% Not Important
Sidewalks/Pedestrian Pathways within New Development	65% Very Important	18% Somewhat Important	13% Neutral	4% Not Important
Parking Lots to the Side/Rear of Buildings (Less Visible from Public Roadways)	33% Very Important	41% Somewhat Important	21% Neutral	5% Not Important
Street Lighting	48% Very Important	36% Somewhat Important	12% Neutral	4% Not Important
Tree Preservation	76% Very Important	18% Somewhat Important	6% Neutral	- Not Important
Natural Open Space Areas:	69% Very Important	23% Somewhat Important	6% Neutral	2% Not Important
Pocket Parks (Small gathering spaces with amenities)	53% Very Important	28% Somewhat Important	14% Neutral	5% Not Important

205 responses

## Building Heights: What do you think the maximum height of buildings should be?



201 respondents

---

Unsure

11/30/2025

---

Tall buildings need to fit in with their surroundings. They can go just about anywhere as long as they are well landscaped and are made to fit with their surroundings

11/30/2025

---

As long as the building is useful to the people who live here and not ugly it doesnt matter how tall it is

11/30/2025

---

Short enough to be out of view from neighboring residential areas

11/29/2025

---

I think 3 stories or height of trees, whichever is starter would be reasonable and not mess with the astetic

11/29/2025

---

As long as the fire department says the development is safe, I don't think a precise height should be limited.

11/28/2025

---

No strong opinion on the general height limit of buildings, but huge data centers or warehouses are a different situation than a 4 story apartment building (which I think is fine)

11/21/2025

---

however tall the free market wants to make them

11/20/2025

---

Please stop paving paradise and destroying natural habitats, etc.

11/17/2025

---

I think it should be like a small village for gathering and enjoying hanover. Trees, parks, trails around the restaurants/shops, maybe a co-op grocery store or a trader joes

11/13/2025

---

Maybe more than 5 stories but not "no maximum height." Maybe up to 10 stories?

11/11/2025

---

It's a commercial area already. I don't think a multistory building would be out of place.

11/7/2025

---

N/A

11/6/2025

---

No restrictions for the hotels.

11/6/2025

---

I don't want to see any new construction however these are my responses when the inevitable happens because businesses don't care about who or what it affects. It's all about the money.

11/5/2025

---

3 stories is good for mixed use

11/5/2025

---

If residential then perhaps 2 stories but there is no need to continue larger storied buildings for non residential offerings.

11/5/2025

---

For hotels or office buildings.

11/4/2025

---

How many stories is a warehouse considered to be?

11/4/2025

---

Think Williamsburg, VA. Planned, organized, attractive.

11/4/2025

---

Do not make Hanover look like NoVa!

11/4/2025

---

SOME buildings could be a bit taller (3 stories), but NOT ALL of them. We don't need an enormous business park.

11/1/2025

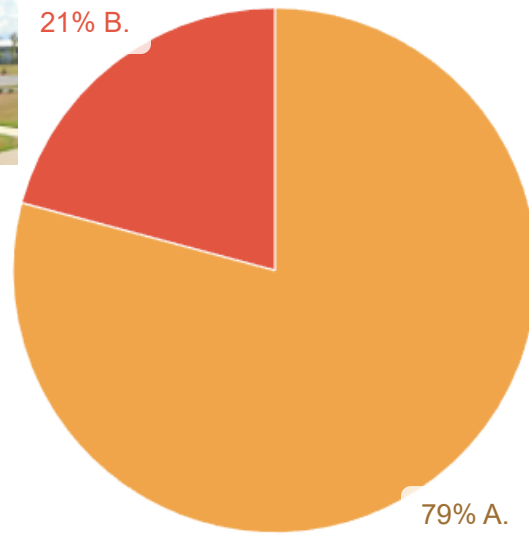
2-2.5 stories is probably enough for most places. Maybe 3 in select circumstances. But again, ideally not overdeveloped.

11/1/2025

Low rent apartments needed.

10/31/2025

### Commercial Retail: Single Tenant



187 respondents

I like the design of the first building with the grass of the second.

12/1/2025

More modern

12/1/2025

Neither. The appearance of the multi-use tenants are preferred. However, structurally if I had to pick one, I would pick B since that could stylistically be made to be more modern with a different color scheme on the brick, add some wood, etc.

11/30/2025

As pictured, I don't really like either. I think I would prefer B with more modernized finishes.

11/30/2025

Uses green space with parking and sidewalks

11/30/2025

---

I just want the landscaping to be as full as possible. I actually prefer the building in A.

11/30/2025

---

The first option has character, the second one looks sad

11/30/2025

---

Option B has too much wasted space. That parking lot is massive and simultaneously cannot park many people. There could easily be at least one more other business on that plot. It just spreads out an already spread out commercial area. Option A at the very least is more compact. It does need more greenery via planters or some other means. I also prefer the slanted roof of Option A over the flat box of Option B.

11/30/2025

---

More appealing

11/30/2025

---

Visually pleasing

11/30/2025

---

Set off from road

11/30/2025

---

Architectural appeal

11/30/2025

---

Because of the landscaping

11/30/2025

---

Less industrial

11/30/2025

---

More custom look

11/30/2025

---

It has a warmer charm that feels more homey

11/29/2025

---

More welcoming

11/29/2025

---

Lower elevation aesthetic

11/29/2025

---

Sidewalks and shrubbery

11/29/2025

---

Honestly they both look like they will not age well. A more classic and timeless design is needed to not look haggard in 15 years.

11/29/2025

---

More appealing

11/28/2025

---

I believe street-side landscaping should be necessary in all business/retail/industrial parts of Hanover.

11/28/2025

---

Modern and set back from the main road with sidewalk.

11/25/2025

---

This design adds variety and street appeal, The other is stark and traditionally commercial.

11/25/2025

---

It gives more of that small-town feel that I think is important to maintain.

11/25/2025

---

option A will be easier to find a new tenant for after CVS leaves.

11/25/2025

---

More community focused

11/25/2025

---

Character.

11/23/2025

---

It looks more small town and homey

11/23/2025

---

The more modern aesthetic looks better with corporate branding. Residential vibe does not.

11/22/2025

---

Looks more welcoming.

11/22/2025

---

I like more greenery in B, and the sidewalk, with pedestrian accessibility

11/21/2025

---

very slightly more interesting

11/21/2025

---

I don't own stock in CVS, so it is none of my business

11/20/2025

---

Fits in better with surrounding homes and gives a more community feel

11/20/2025

---

dont have to make it all look Colonial or Victorian, but that is who we are..

11/20/2025

---

Grass

11/19/2025

---

It looks more distinctive and residential.

11/18/2025

---

Visually pleasing

11/17/2025

---

Looks better

11/17/2025

---

Interesting architecture. Not a box

11/17/2025

---

I don't prefer either. It's a cvs

11/15/2025

---

more attractive

11/14/2025

---

More green space

11/14/2025

---

More aesthetically pleasing and unique. Less depressing and "just stopping off for gas off the highway"

11/13/2025

---

Charm, nod to history

11/12/2025

---

Looks nicer

11/12/2025

---

More aesthetically, pleasing, less industrialized look

11/12/2025

---

More character

11/12/2025

---

B looks like a strip mall.

11/12/2025

---

More architectural grace

11/11/2025

---

More appealing building shape; box like appearance of option B is ugly.

11/11/2025

---

Option A is much more attractive than option B.

11/11/2025

---

More modern and less industrial looking

11/11/2025

---

Visually more pleasing

11/11/2025

---

More of a community feel. Less sterile.

11/11/2025

---

I don't really care for either of them but A looks less big box-y.

11/11/2025

---

More interesting.

11/11/2025

---

Has interesting architectural details and isn't so boxlike.

11/9/2025

---

There's at least some character

11/9/2025

---

I like the grassy area. I understand that means the building has fewer architectural features. I guess that is because of the additional land cost.

11/7/2025

---

Landscaping and sidewalks and lighting

11/7/2025

---

The brick and the vegetation.

11/6/2025

---

Will continue to look good 20 years from now.

11/6/2025

---

Small town vibe

11/6/2025

---

Looks more residential and Less commercial

11/6/2025

---

Looks more high end and aesthetically pleasing

11/6/2025

---

Classic modern. Fits with the theme of the county.

11/6/2025

---

Looks newer

11/5/2025

---

Green space between the roadway and the building.

11/5/2025

---

More aesthetically pleasing

11/5/2025

---

Not a box.

11/5/2025

---

Looks more residential

11/5/2025

---

It has more character and isn't so "cookie cutter" retail. Hanover and Ashland have character and are unique, so lets showcase that.

11/5/2025

---

More visually appealing

11/5/2025

---

Less imposing.

11/5/2025

---

More charming and welcoming

11/5/2025

---

Less boxy and commercial looking.

11/5/2025

---

More visual appeal

11/5/2025

---

---

give me a break

11/5/2025

---

Looks more small town

11/4/2025

---

more traditional

11/4/2025

---

Has a more residential feel.

11/4/2025

---

friendly looking

11/4/2025

---

More aesthetically pleasing than just a box.

11/4/2025

---

More attractive

11/4/2025

---

Neither is architecturally appealing. The trees and green border might grow into an attractive screen. Take a drive to Williamsburg for inspiration.

11/4/2025

---

Nicer roofline

11/4/2025

---

Nicer appearance

11/4/2025

---

Doesn't look cookie cutter

11/4/2025

---

More in line with the commercial businesses existing

11/4/2025

---

Looks more like a house - less commercial

11/4/2025

---

more architectural features

11/4/2025

---

looks less cold. more small town/community feel

11/4/2025

---

Integrated space

11/4/2025

---

Like angles and less problems with snow melt off

11/4/2025

---

Less Strip Mall look

11/3/2025

---

I prefer neither. That is standard, ugly landscaping. I do like the set back...but do you know what landscaping CAN look like? Please, demand more.

11/3/2025

---

A

11/2/2025

---

If you must. I'd prefer neither, but 'B' is more attractive.

11/1/2025

---

More attractive, less box-like.

11/1/2025

---

Both of these are unpleasant. Very sterile and corporate; lacking identity.

11/1/2025

---

Quick access

11/1/2025

---

Doesn't look like a warehouse

10/31/2025

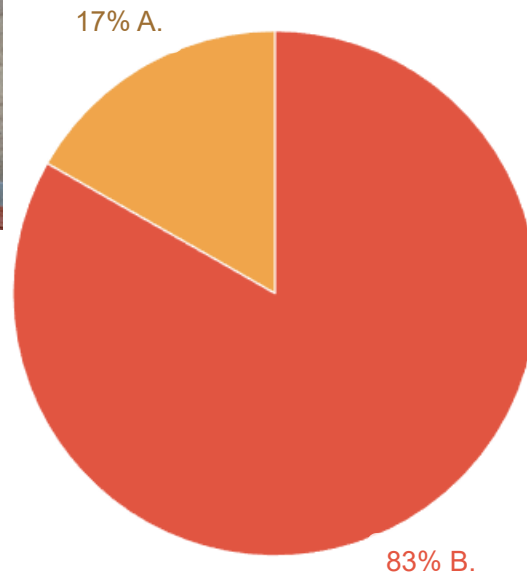
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A is more visible.

10/31/2025

---

## Commercial Retail: Multi-Tenant



191 respondents

---

Both are nice, but I strongly prefer A. I love the lighter brick and the warmth of the wood with the modern building and windows. It creates a clean and inviting aesthetic.

11/30/2025

---

Both are nice, especially compared to the single use tenate option, but I lean towards A.

11/30/2025

---

Some  
Landscaping.

11/30/2025

---

I like the more modern look, but it needs to be taken in consideration of the surrounding buildings.

11/30/2025

---

It matches the feel of Ashland

11/30/2025

---

B simply has more charm. Boxy buildings are far too corporate-feeling, the architecture in B matches the cozy charm of Ashland much better. Option A looks like an overpriced storefront in Short Pump.

11/30/2025

---

More appealing

11/30/2025

---

Inline with downtown Ashland.

11/30/2025

---

Parking less obvious

11/30/2025

---

Looks nicer, friendly & safe

11/30/2025

---

Landscaping and character

11/30/2025

---

More traditional

11/30/2025

---

It looks more homey and less industrial

11/29/2025

---

Less modern design is more reflective of Hanover

11/29/2025

---

More welcoming

11/29/2025

---

Not sure because option A is too close

11/29/2025

---

Places for sitting

11/29/2025

---

More appealing

11/28/2025

---

Different & more interesting

11/28/2025

---

The traditional, small town feel of option B fits Hanover.

11/28/2025

---

Neat, modern appearance.

11/25/2025

---

Street appeal.

11/25/2025

---

It gives more of that small-town feel that I think is important to maintain.

11/25/2025

---

Option A is nice and modern, but B is classic and won't have a "dated" look to it in 20 years the way A will.

11/25/2025

---

Character.

11/23/2025

---

Going with the hometown theme

11/23/2025

---

Modern modern modern

11/22/2025

---

The brick buildings are more in line with the historic nature of Virginia.

11/22/2025

---

I prefer more outdoor seating available, less area given to parking and cars. But the greenery in B is nice.

11/21/2025

---

hidden parking spaces

11/21/2025

---

More attractive

11/20/2025

---

I don't own a strip mall or rent space in one, so it is none of my business

11/20/2025

---

More Farmhouse vibe

11/20/2025

---

Landscaping

11/19/2025

---

It looks more like traditional town architecture.

11/18/2025

---

Visually pleasing

11/17/2025

---

looks more like a naturally occurring street

11/17/2025

---

Outdoor seating. Looks inviting.

11/17/2025

---

Flat awnings

11/15/2025

---

more attractive

11/14/2025

---

More aesthetically pleasing. It would be nice to avoid strip mall looking things. Make it for the people of hanover to enjoy , not the people just passing through. Make it look like a ski village with shops and trails. Would be a great social media opportunity and being more people to the area.

11/13/2025

---

Either is fine

11/12/2025

---

More in keeping with the historical aspect of the town of Ashland

11/12/2025

---

A is trendy and will be outdated faster

11/12/2025

---

Inviting

11/12/2025

---

More traditional architecture

11/11/2025

---

Mixed siding options make B more attractive

11/11/2025

---

Both are very attractive but since I had to pick one I chose B.

11/11/2025

---

More green space and parking close to retail shops

11/11/2025

---

Fits the area better

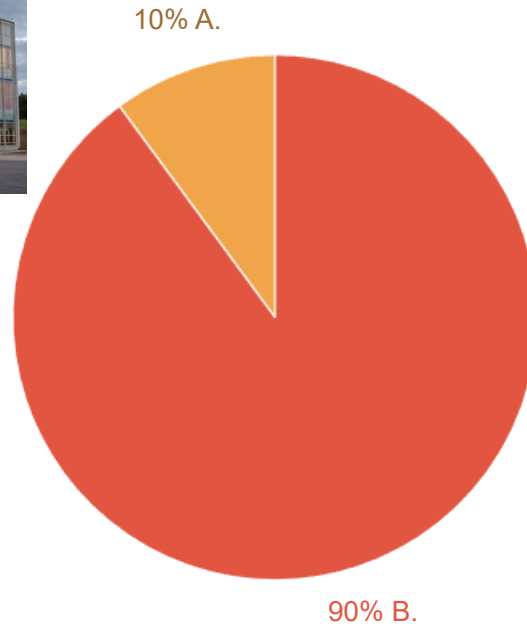
11/11/2025

---

More of a community vibe.

11/11/2025

## Which office design do you prefer?



178 respondents

---

I don't really like either of these.

12/1/2025

---

Building materials and storm/severe weather resilient. Also like look better than glass but could see a mix.

11/30/2025

---

The walls of glass are ugly and bad for birds.

11/30/2025

---

This is a town not a google campus

11/30/2025

---

Again, the landscaping (although minimal) is much better in Option A. Concrete and glass boxes do not and will not fit visually in this area.

11/30/2025

---

---

Looks like there is more density and less like a mall.

11/11/2025

---

More pleasing.

11/11/2025

---

Looks more regional (red brick, awnings, plantings); the other design could be anywhere in the US and is pretty bland.

11/9/2025

---

Outdoor seating

11/9/2025

---

I like the landscaping.

11/7/2025

---

Green and walkable

11/7/2025

---

Taller, room for multiple uses, though the seating area in option A is very nice.

11/6/2025

---

Easy to refresh in the future.

11/6/2025

---

Neighborhood vibe

11/6/2025

---

More upscale and timeless

11/6/2025

---

More classic design

11/6/2025

---

Multiple materials make look less cookie cutter like.

11/5/2025

---

More homey vibe

11/5/2025

---

Looks less like a strip mall. More appealing landscaping.

11/5/2025

---

More attractive and classy looking

11/5/2025

---

---

It has more character and isn't so "cookie cutter" retail. Hanover and Ashland have character and are unique, so lets showcase that with a classic feel and not so modern style.

11/5/2025

---

More visually appealing

11/5/2025

---

Varied frontage styles.

11/5/2025

---

Prettier looks like small town

11/5/2025

---

Not really a fan of either but less offensive and looks like it might have been a repurpose of older retail.

11/5/2025

---

none, I think we have plenty of these things

11/5/2025

---

Option A is trying to be the city

11/4/2025

---

classy

11/4/2025

---

More traditional look.

11/4/2025

---

less industrial looking

11/4/2025

---

Aesthetics

11/4/2025

---

More pleasing to the eye

11/4/2025

---

It is more attractive than the other one that looks like cistco.

11/4/2025

---

Looks more like a small town

11/4/2025

---

Has more curb appeal

11/4/2025

---

Mirrors Libby Mill

11/4/2025

---

More modern

11/4/2025

---

It is less commercial looking and more interesting to view

11/4/2025

---

more of a village concept

11/4/2025

---

it appears to offer community gathering space in addition to businesses, however, I prefer the actual architecture style of the B option [more small town and historic look to it]

11/4/2025

---

it appears to offer community gathering space in addition to businesses.

11/4/2025

---

Prefer architecture and landscaping

11/4/2025

---

Awnings and varied roofline visually more appealing with brick

11/4/2025

---

More Upscale

11/3/2025

---

B

11/2/2025

---

More village feel

11/1/2025

---

While (B) is technically the less visually offensive of the two, I would not recommend either for the site proposed as I don't think further commercial development of the site is necessary and don't think it should be built up dense enough to warrant a faux-urban aesthetic.

11/1/2025

---

More like a village

11/1/2025

---

Old style look

11/1/2025

---

Fits more with Ashland's historic nature

10/31/2025

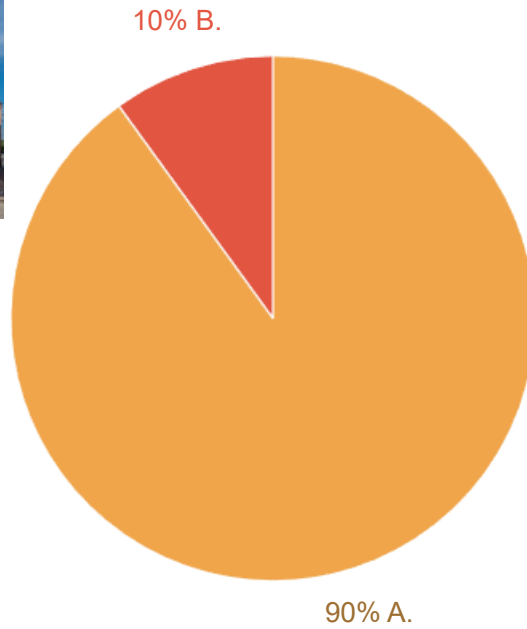
---

I like it better

10/31/2025

---

Which retail architecture do you prefer?



190 respondents

---

Varied rooftops. Less commercial in appearance.

11/5/2025

5 Agree

---

Less cookie cutter

11/1/2025

5 Agree

---

More varied in appearance: not so blocky.

11/5/2025

4 Agree

---

I don't want more generic strip malls

11/4/2025

2 Agree

---

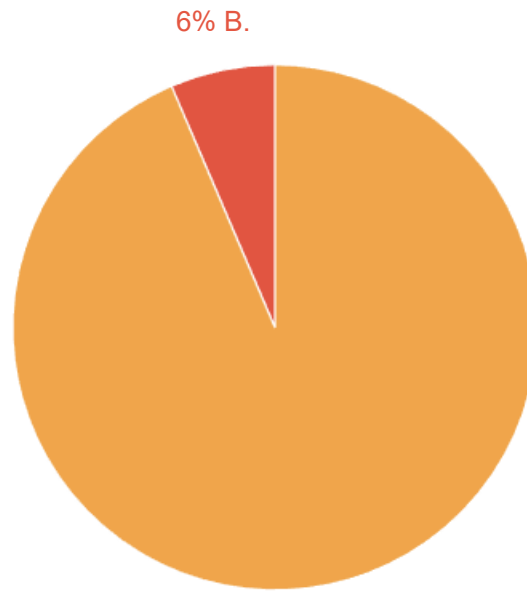
Character

11/23/2025

1 Agree

---

## Office Buildings:



94% A.

186 respondents



---

Option A looks really nice. Love the pergola and landscaping look too. Those type of extras make a big difference.

12/1/2025

---

Fewer stories

11/30/2025

---

The landscape is varied and more visually interesting.

11/30/2025

---

I love the landscaping in Option A. It is so much more visually appealing. The trellises are pretty, as is the stone on the stairs.

11/30/2025

---

Visually Appealing

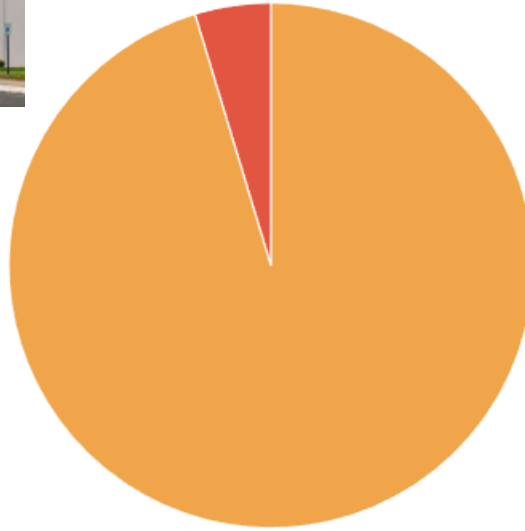
11/30/2025

---



## Industrial Buildings:

5% B.



95% A.

171 respondents



---

Lesser of two evils.

12/1/2025

---

Better than the blocky industrial  
Look.

11/30/2025

---

The building lines are varied and more visually appealing. We already have too many warehouse shaped buildings.

11/30/2025

---

The concrete box is ugly

11/30/2025

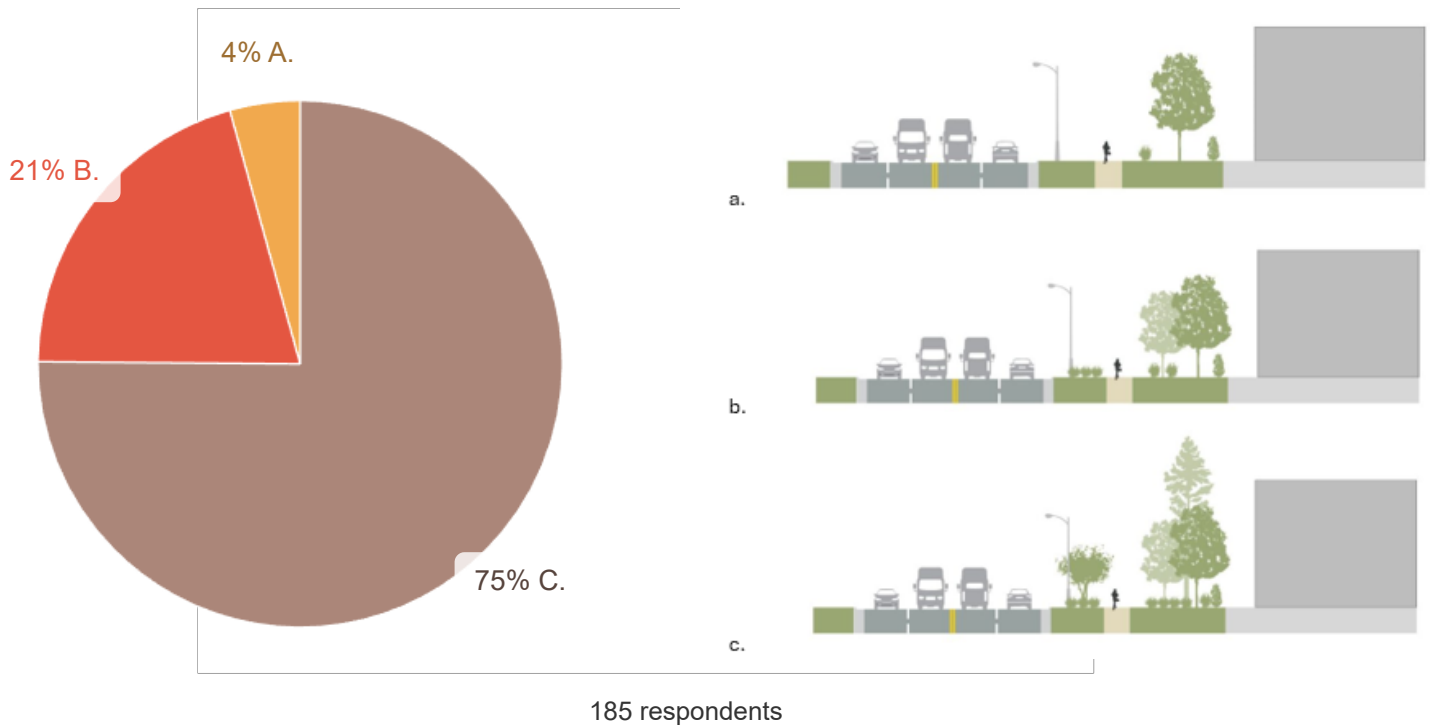
---

Option B looks disgusting. Never build another one of those hideous concrete pads in this area ever again. They are soulless, they generate so much heat, and they are so, so, so boring. Option A has some visual contrast between building materials and I prefer the protruding roof.

11/30/2025

---

## Which buffering design do you prefer?



Lana aping and trees important for climate and absorbing carbon dioxide. Tall trees need pruning to prevent diseased and fallen trees. Please give consideration to or incentives for rooftop gardening to help environment.

11/30/2025

I want as many trees as you can bargain for!

11/30/2025

Trees are important

11/30/2025

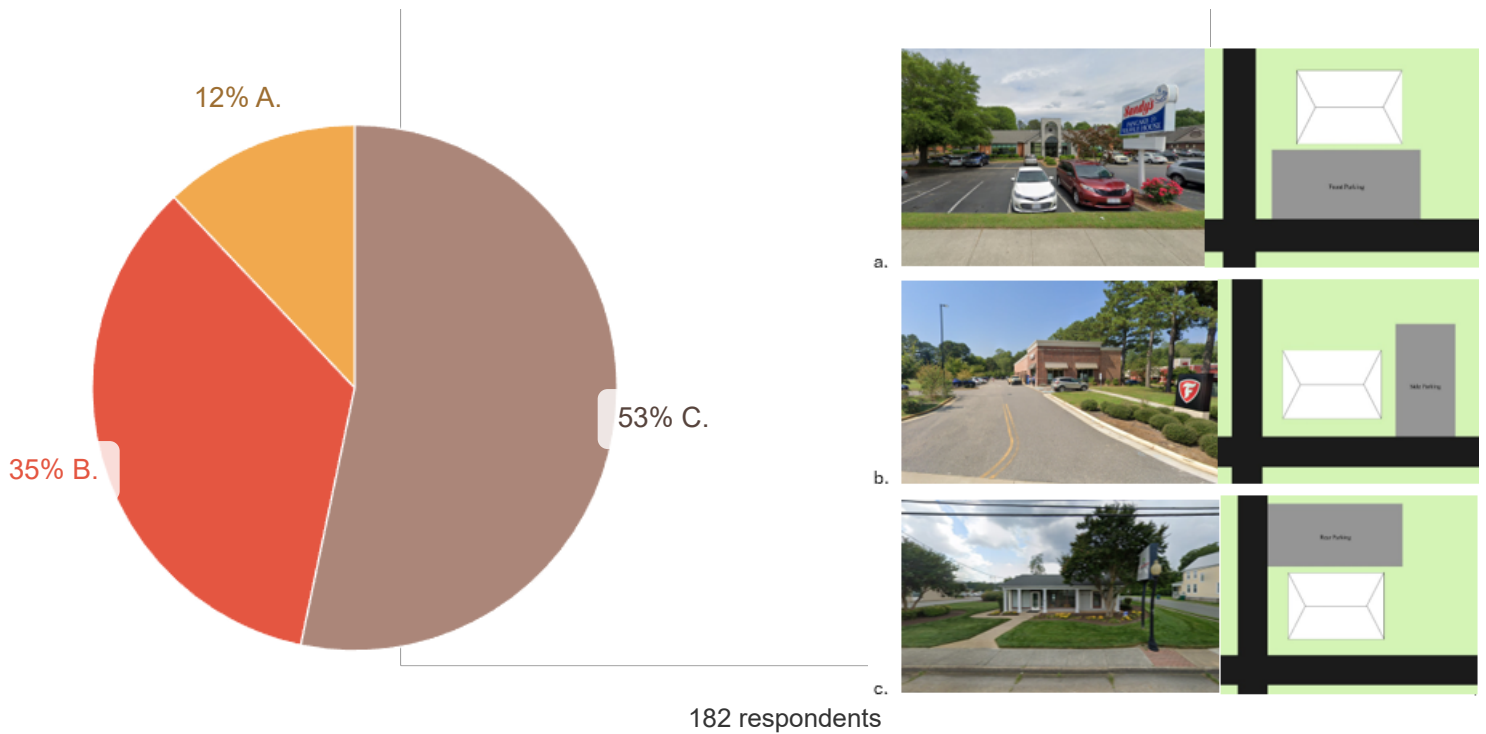
The more plants the better. Especially the trees between the sidewalk and the road. It provides both a safety and sound buffer for pedestrians from the road. Flat land is also very boring to drive by.

11/30/2025

Visually Appealing

11/30/2025

## Parking: Location



It's handy to be able to see where you need to park, but it doesn't take up the whole front facade of the building.

11/30/2025

No one likes looking at parking lots and there are already enough parking lots right off route 1

11/30/2025

Parking lots are very ugly. No one likes looking at them. Hide them away like the shameful things they are.

11/30/2025

Less obtrusive

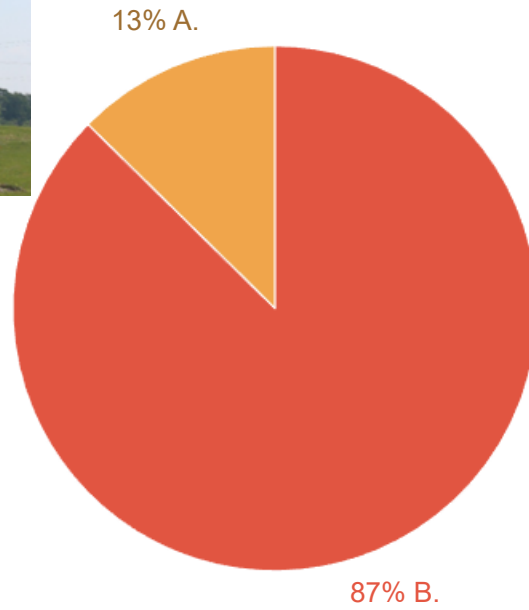
11/30/2025

It's better than the other two

11/30/2025



## Signage



182 respondents

---

Help with directions before right on top of location.

11/30/2025

---

I always want more landscaping. I also like the lower height of the sign.

11/30/2025

---

It's less obtrusive

11/30/2025

---

Tall signs are massive eyesores to me. Nestle them into some plants so that they don't interrupt the natural environment.

11/30/2025

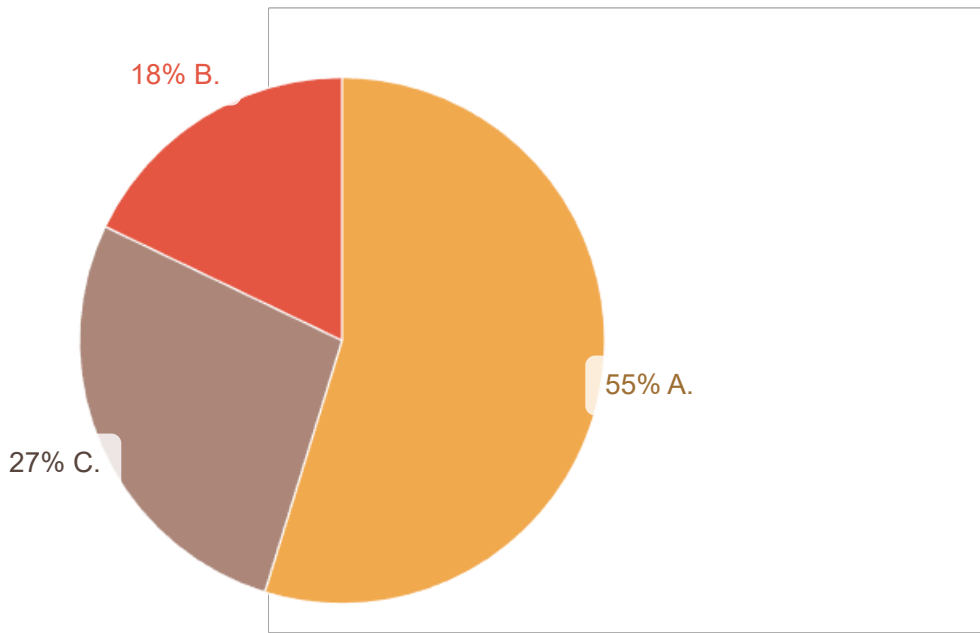
---

Less obtrusive

11/30/2025

---

# Which signage do you prefer?



179 respondents



a.



b.



c.

It looks modern but not as big.

11/30/2025

I like the brick

11/30/2025

C is the least obstructive, A would be my second choice. B is ugly and garish.

11/30/2025

Nicer

11/30/2025

More appealing

11/30/2025

Less obtrusive

11/30/2025

They are all similar

11/30/2025

Smaller and less obtrusive

11/29/2025

---

**Better of the three**

11/29/2025

---

**More natural looking**

11/28/2025

---

Has the small town feel that would fit Hanover. Plus, bright LED signage should be banned. Variable electronic signage should be required to be of a variety that does not emit bright light (for example, an e-ink display is preferable to bright LED).

11/28/2025

---

To be fair, I actually like C the most, but it's impractical and lacks a digital element.

11/25/2025

---

**Balances visibility and aesthetics**

11/22/2025

---

not really a strong preference, depends on the speed of the road, how close the sign is to the road, what other businesses are around

11/21/2025

---

**less useless masonry**

11/21/2025

---

**It's visible but more attractive**

11/20/2025

---

**free market**

11/20/2025

---

**More sleek looking**

11/19/2025

---

**Less obtrusive**

11/17/2025

---

**Not sure**

11/17/2025

---

**Essential information large enough to see**

11/15/2025

---

**easier to find destinations**

11/14/2025

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---

Better curb appeal

11/12/2025

---

Stone plinth is more attractive

11/11/2025

---

It's more subtle.

11/11/2025

---

Not a strong preference.

11/7/2025

---

Nice bricks

11/6/2025

---

None

11/6/2025

---

More aesthetic

11/5/2025

---

Same

11/5/2025

---

Make it blend in with the environment and not be so high and obnoxious. We don't want signs to stand out.

11/5/2025

---

smaller is better for aesthetics

11/5/2025

---

moderate visual impact. Choice C is quite dated!

11/5/2025

---

Sign seems smaller in height.

11/5/2025

---

I don't see much difference among all three.

11/4/2025

---

no good reason

11/4/2025

---

Smaller and more aesthetically pleasing.

11/4/2025

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Less obstructive but still easier to find.

11/4/2025

---

Again, less obtrusive but could and should be improved.

11/4/2025

---

You can see/read it easily and it still has some green. C is too hidden

11/4/2025

---

Appears more natural

11/4/2025

---

they are all pretty bad

11/4/2025

---

Clean and low lines

11/4/2025

---

Kinda. A bit lighter..but again...some PLANTS

11/3/2025

---

A

11/2/2025

---

No preference

11/1/2025

---

More aesthetically pleasing

11/1/2025

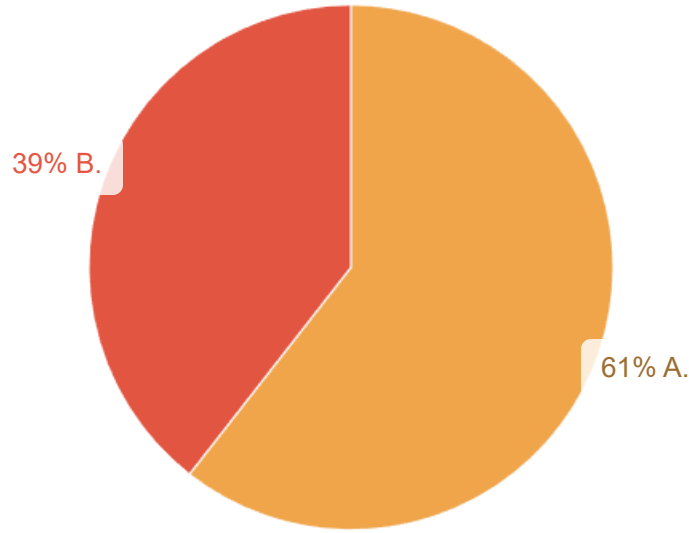
---

None of the above.

11/1/2025

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# Which signage do you prefer?



a.



b.

180 respondents

Easier to read as an older person

11/30/2025

B. has more character. I don't want our community to look like everywhere else USA. We need more unique style.

11/30/2025

B is massive. No need. A is cute.

11/30/2025

Small town feel

11/30/2025

It's not over bearing

11/30/2025

## Additional Comments:

No data to display...

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Too long

12/1/2025

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Please consider designs and use for working families, kids, and elderly people, as well as designs that help protect the environment. Please bury power lines instead of using utility poles too! Thank you for opportunity to respond to a survey for community input.

11/30/2025

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I would love for the Route 1 corridor to be modernized with activities, shops and restaurants to serve residents and visitors. Please move away from the current industrial feel.

11/30/2025

---

Those warehouses are ugly as sin. Please no more of those.

11/30/2025

---

Overall less development would be better, but if there will be development prioritize family-oriented entertainment and small buissness.

11/29/2025

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question

No data to display...

No data to display...

No data to display...

**Test for Survey**

No data to display...

Sample Question - Test

No data to display...

**Mixed-Use Buildings (Commercial or residential with retail):** Do you think multi-story buildings with ground-floor retail are appropriate in this area?

No data to display...

**Streetscapes:** Which qualities and amenities are most important to have in the streetscape along Route 1? Please select the top three.

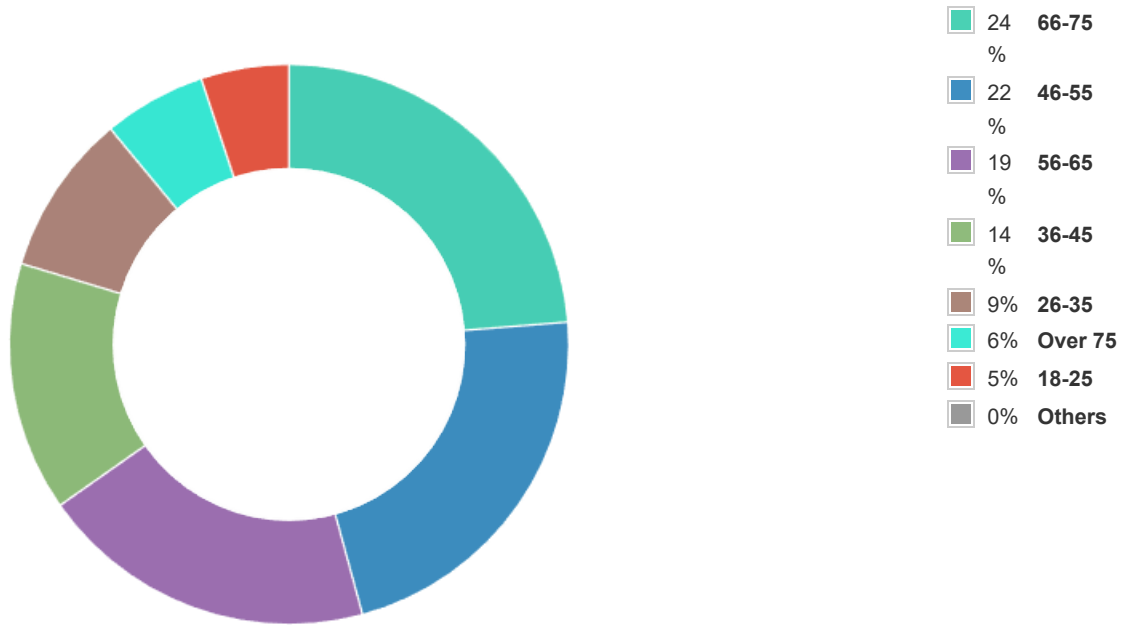
No data to display...

☰ All participants

All participants ▾

All Time ▾

What is your age?



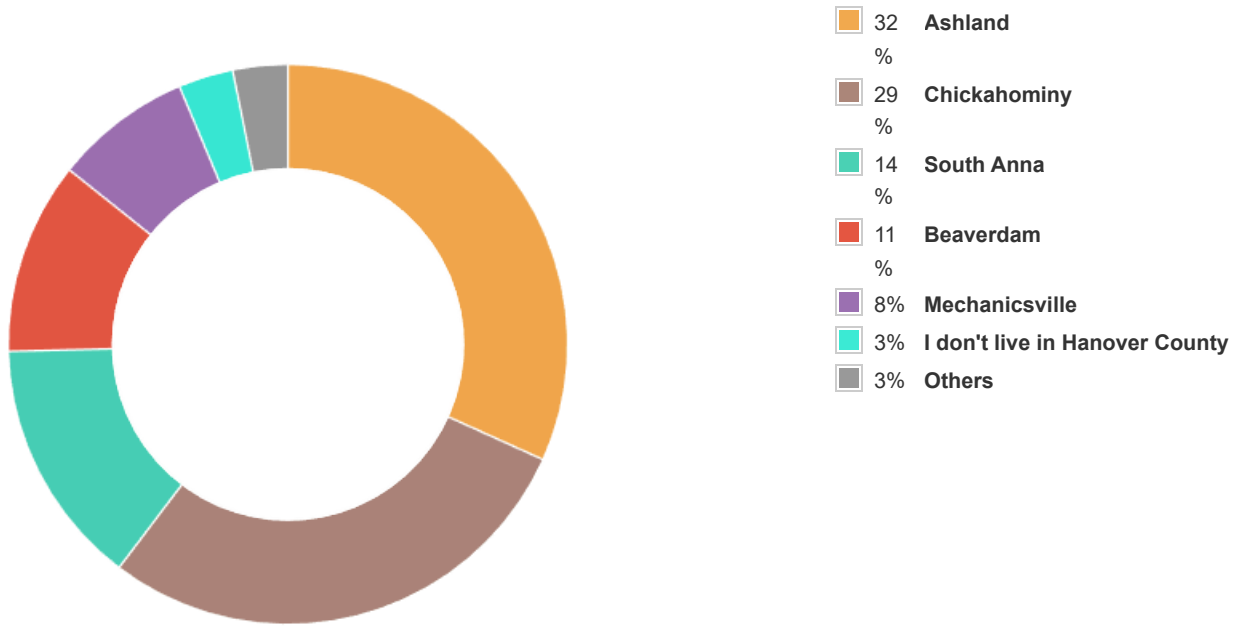
118 respondents

What is your race/ethnicity?

91%	White	64 ✓
4%	Other	3 ✓
3%	Black or African-American	2 ✓
1%	Hispanic, Latino, or Spanish	1 ✓
1%	I prefer not to answer	1 ✓
0%	Asian	0 ✓
0%	American Indian or Alaska Native	0 ✓
0%	Native Hawaiian or Other Pacific Islander	0 ✓

70 Respondents

What district do you live in?



63 respondents