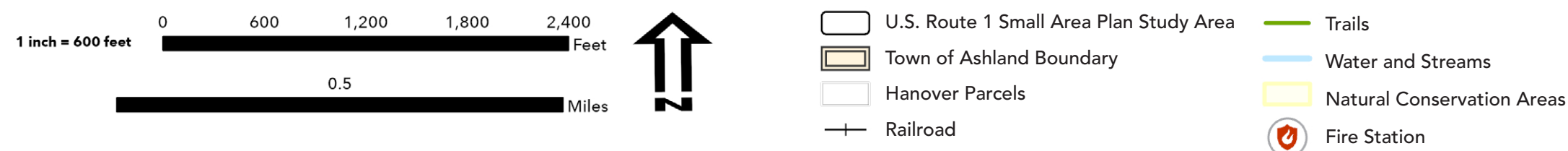
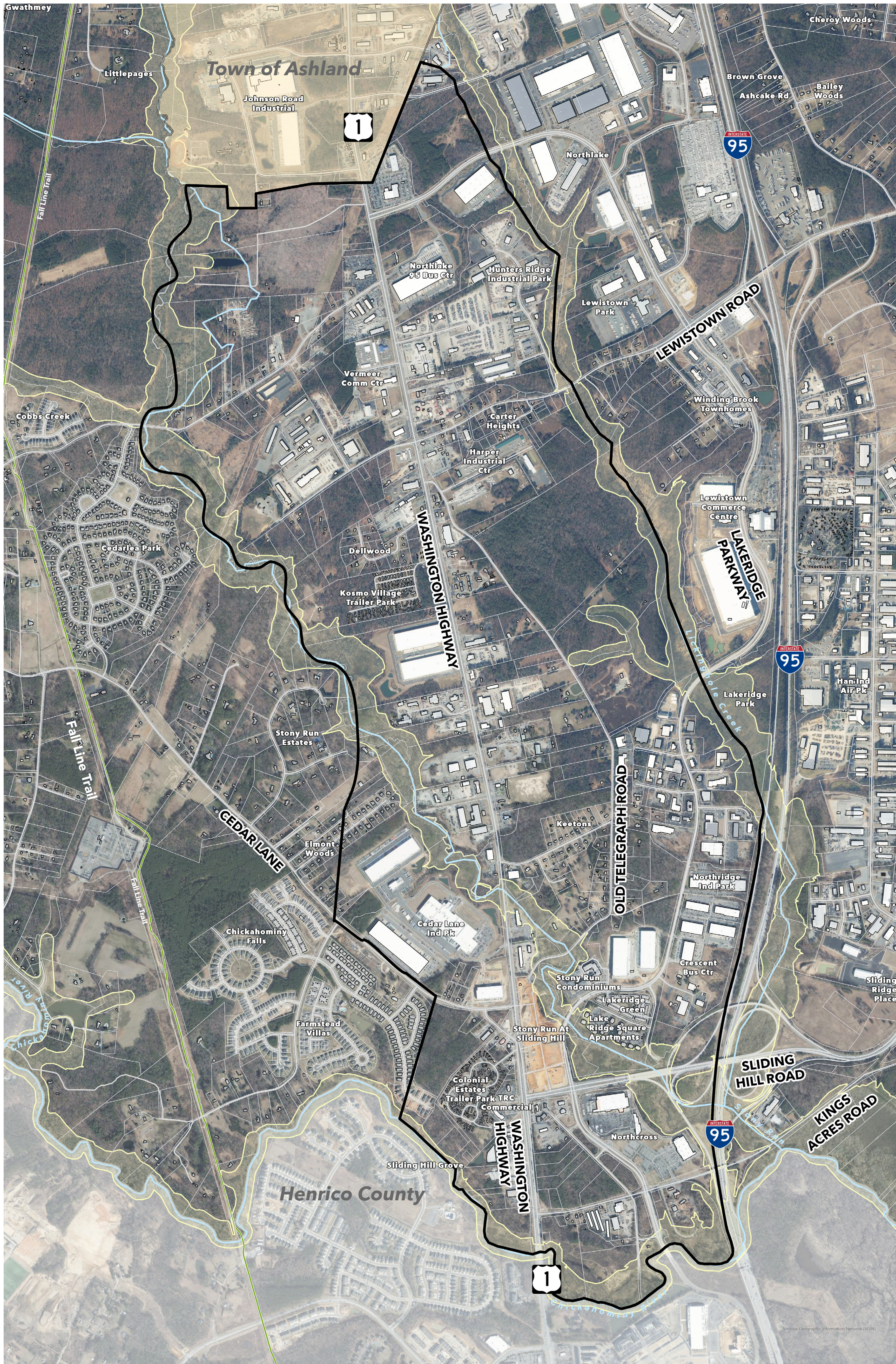




# PROJECT OVERVIEW

## Study Area



## Project Purpose

- Create a long-term vision for the U.S. Route 1 corridor between the Chickahominy River and the Town of Ashland
- Engage residents, businesses, land owners and other community stakeholders to develop a collective vision

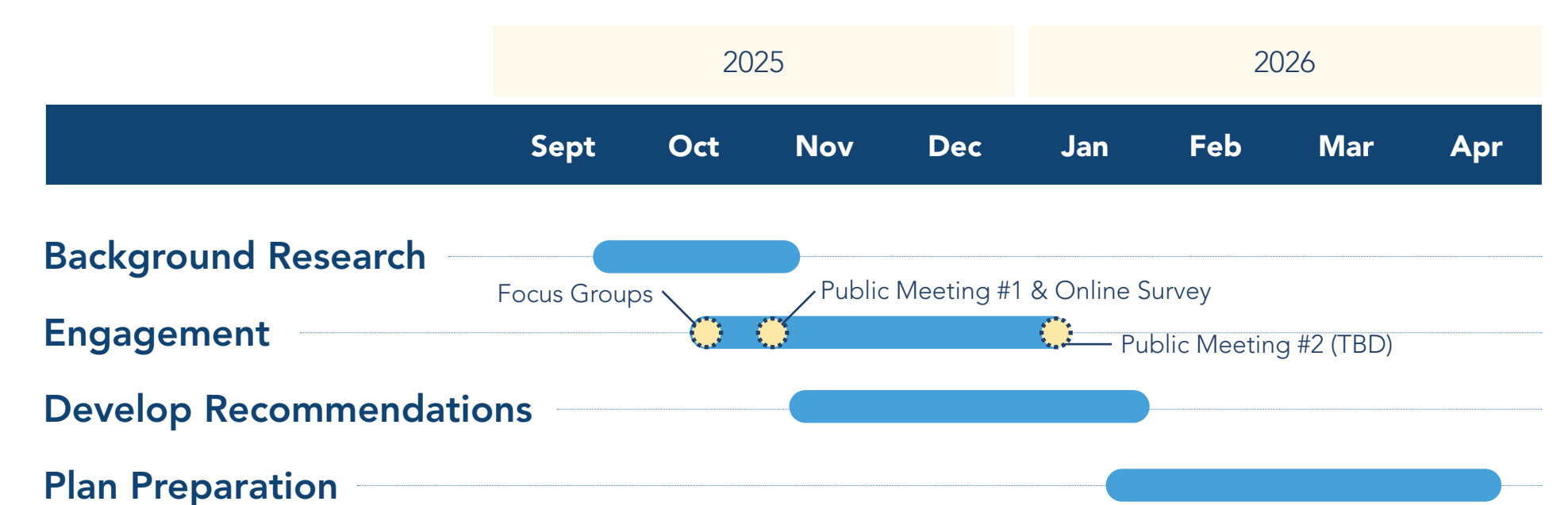
## What is a Small Area Plan?

- Long range plan that establishes vision, goals and priorities for the area
- Used to guide private development, create policies and inform public investment strategies to achieve the community's vision, goals and priorities established for the area

## Project Goals

- Identify preferred business types
- Recommend public infrastructure improvements
- Develop design guidelines tailored to the area (recommendations regarding landscaping, building architecture, building heights, setbacks, etc.) to create a cohesive look as development and redevelopment occur

## Project Timeline

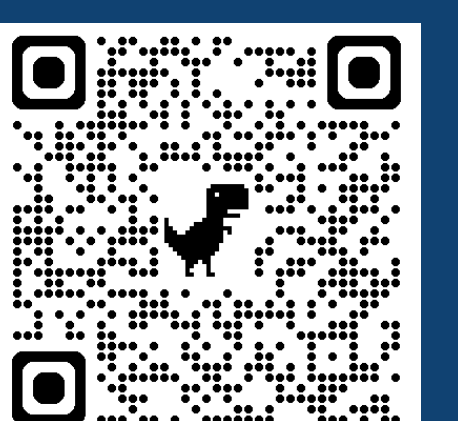


## Get Involved & Stay Informed



*Thank you for participating!*

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# EXISTING CONDITIONS

## Study Area Photos



Route 1. Strip retail center



Route 1. Auto sales and service



Old Telegraph Road. Large-lot residential uses with Agricultural zoning



Lakeridge Parkway & Timber Ridge Road. Professional employment cluster

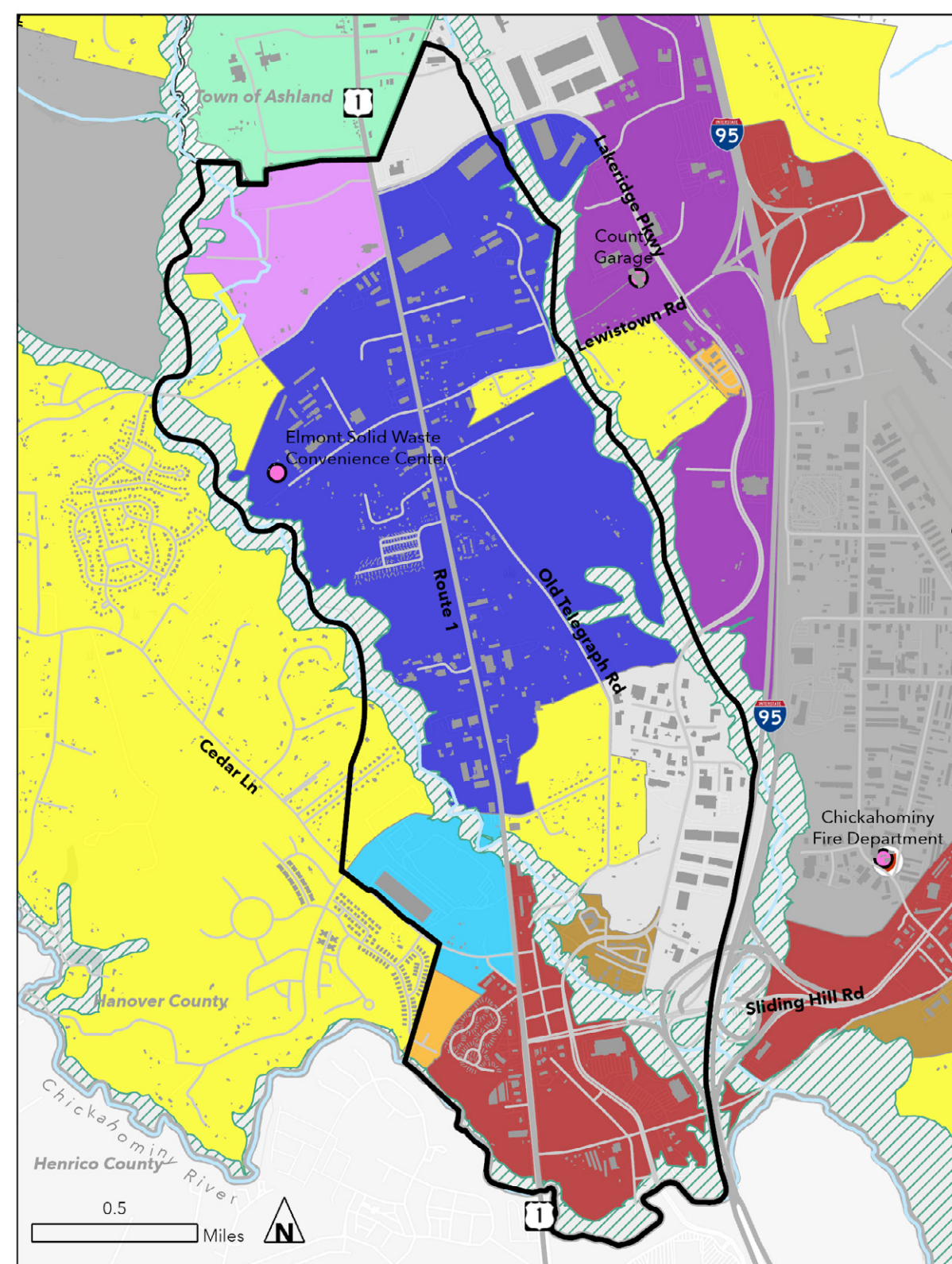


Route 1. Newer distribution/warehousing development

## Existing Features

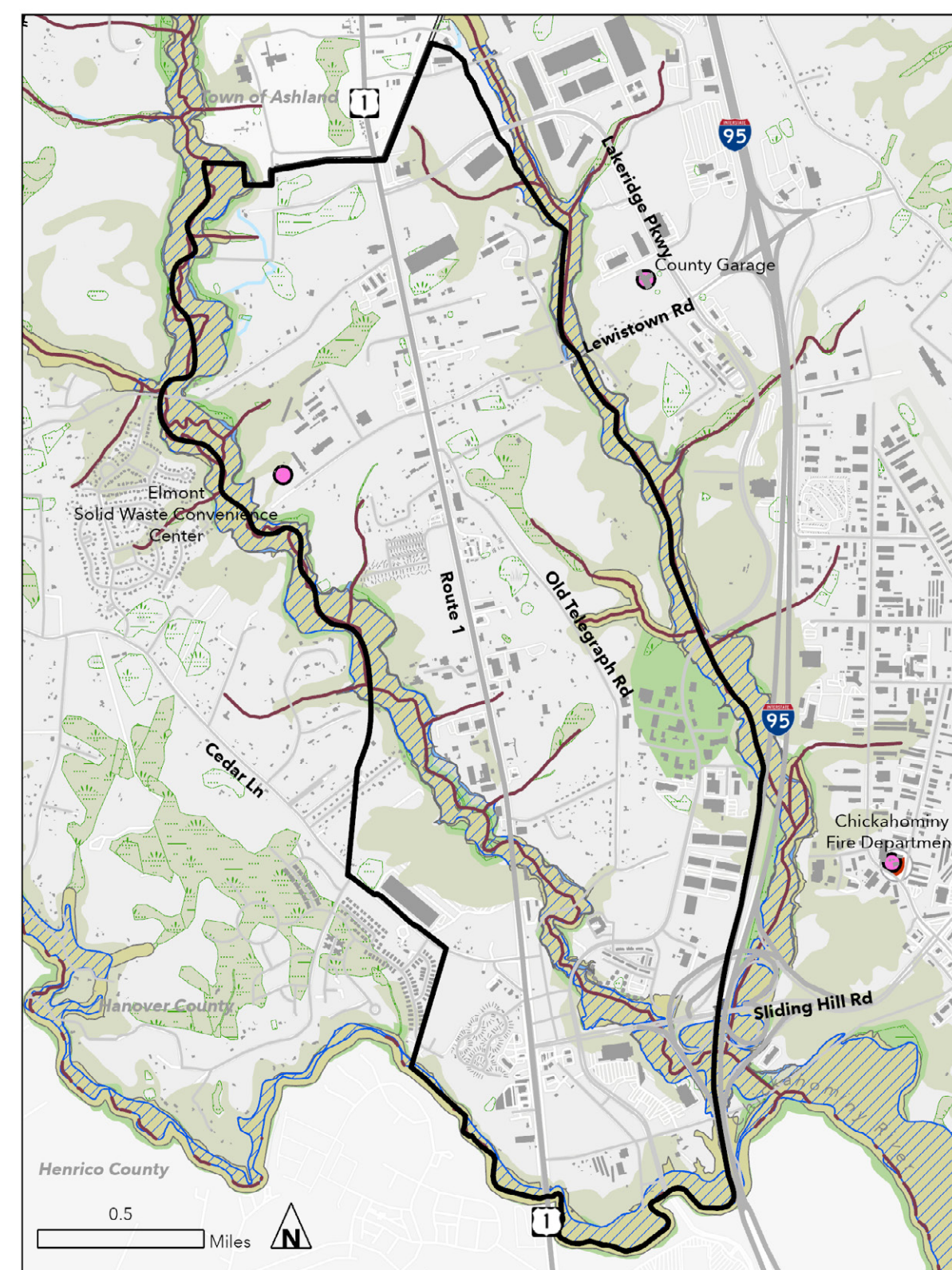
The study is analyzing a number of different features in the area. Below are a select few.

### Future Land Use



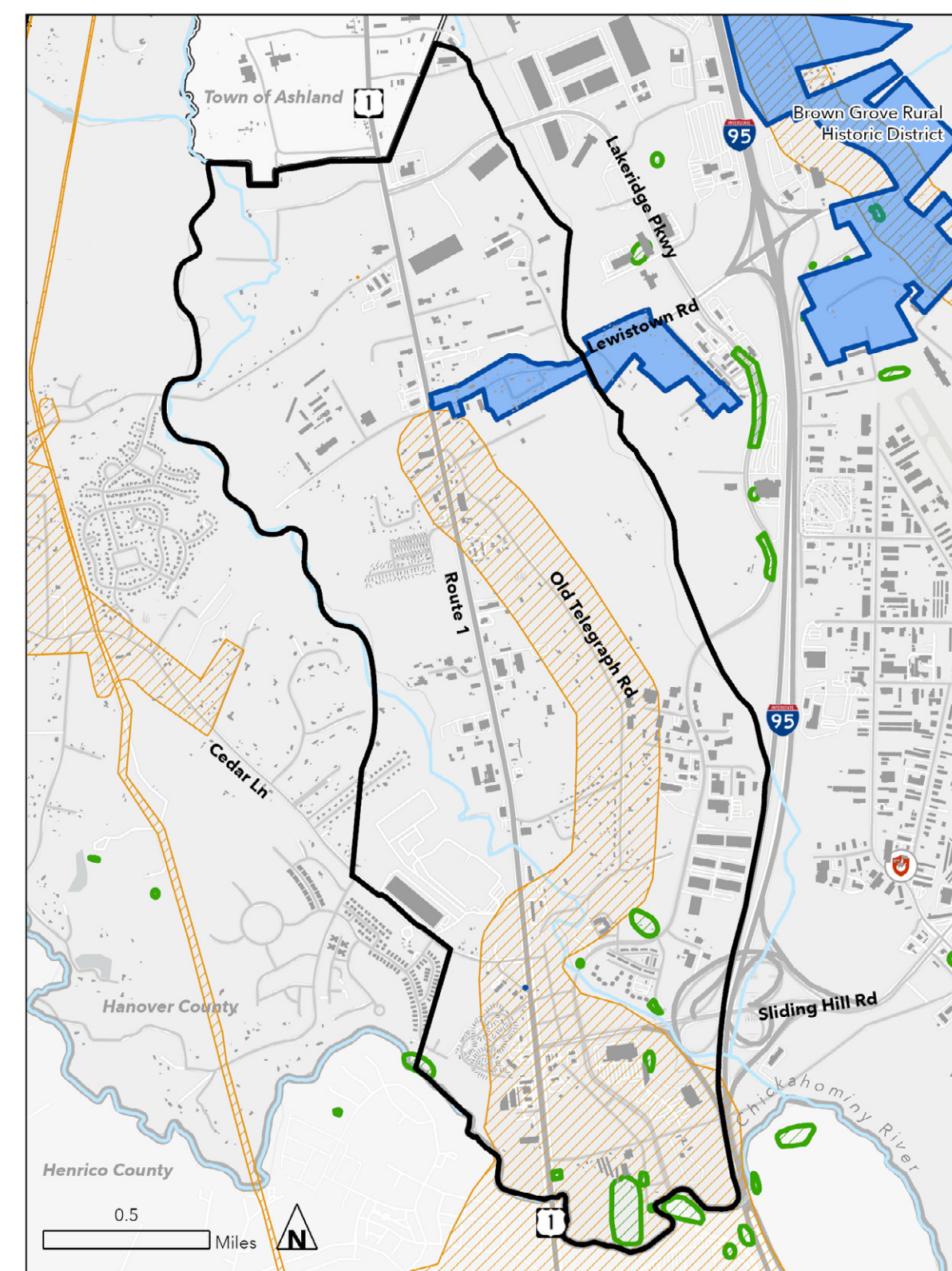
- Rural/Agricultural
- Suburban Neighborhood Residential
- Suburban High Residential
- Multi-Family Residential
- Suburban Center
- Highway Commercial
- Business Flexible
- Employment Center
- Destination Commerce
- Limited Industrial
- Industrial
- Natural Conservation Area
- Town of Ashland

### Environmental



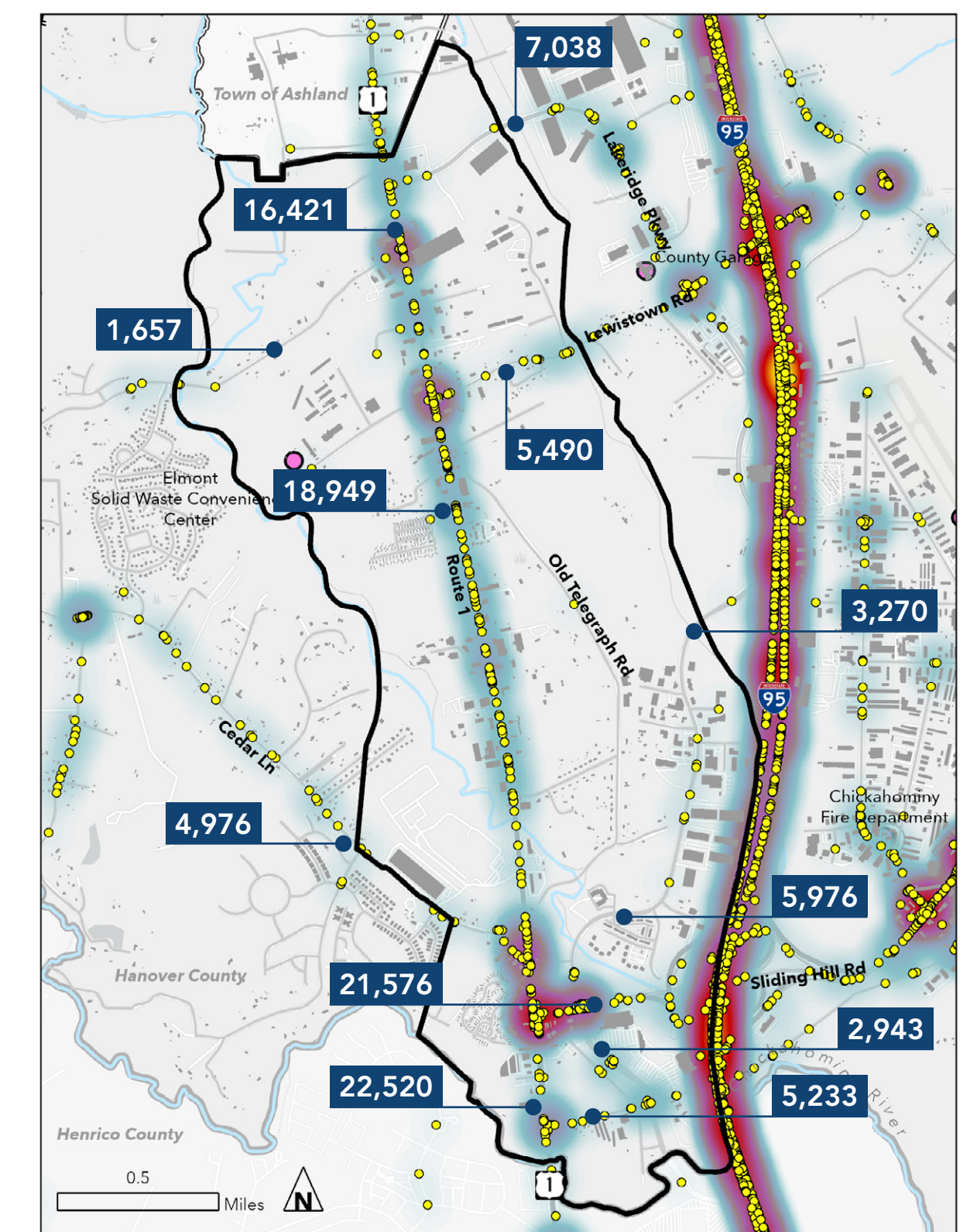
- Impaired Waters
- 100 year floodplain
- 500 year floodplain
- Natural Conservation Areas
- NWI Wetlands
- Chesapeake Bay RPAs
- Chesapeake Bay RMAs

### Historic Resources



- HISTORIC REGISTER
  - Historic Register
- DHR ARCHAEOLOGICAL SITES
  - DHR Archaeological Sites
- DHR ARCHITECTURAL SITES
  - National Register Eligibility
  - DHR Staff: Eligible
  - DHR Staff: Potentially Eligible
  - NRHP Listing, VLR Listing

### Crashes & Traffic (2016-2025)



- Crashes (2016-2025)
  - Sparse
  - Dense
- ## Average Daily Traffic (2024)

### Key Takeaways

- Future land uses are very mixed across the study area
- Employment and Highway commercial-related uses are most prevalent
- Compatibility of some adjacent future land uses may be challenging

### Key Takeaways

- Significant floodplains and Resource Protection Areas along two creeks
- Environmental features make East-West connectivity across the study area more challenging, but could provide natural amenities

### Key Takeaways

- Brown Grove Rural Historic District along Lewistown Road
- Several historic archaeological sites and potentially eligible architectural sites in southern part of study area

### Key Takeaways

- Crashes are most dense at intersections
- Traffic volumes are highest near Route 1 & Sliding Hill Rd
- Volumes on side roads are significantly lower

Thank you for participating!

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# ENVISIONING THE ROUTE 1 GATEWAY

## What's missing from this area that would make Route 1 a Regional Destination?

Place dots in the boxes to select your top 5

### Places to WORK



### Places to LIVE



### Places to WALK/RIDE



### Places to GET OUTSIDE



### Places to EAT/DRINK



### Places to PLAY



### Places to STAY



### Places to VISIT



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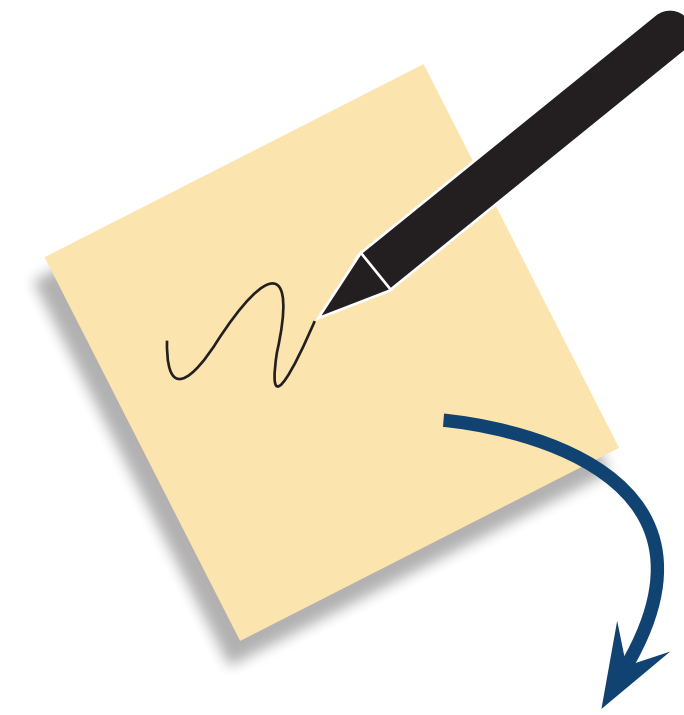




# ENVISIONING THE ROUTE 1 GATEWAY

What are **THREE WORDS** that describe  
the **Route 1 area today?**

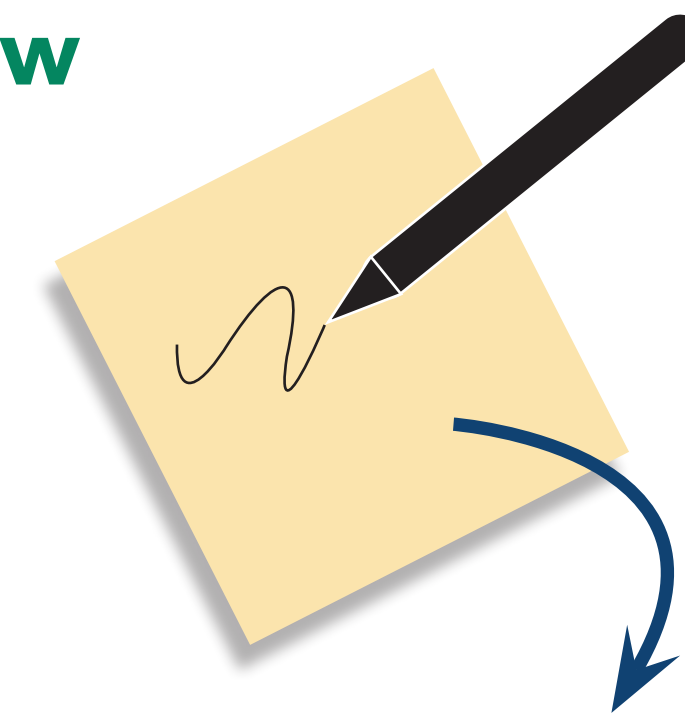
Write your answers on a sticky note and place below



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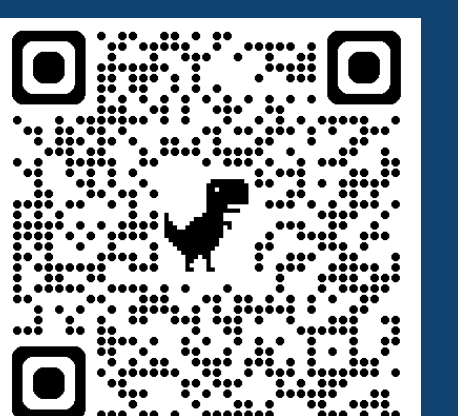
What are **THREE IMPROVEMENTS** that are  
most needed in the **Route 1 area today?**

Write your answers on a sticky note and place below



*Thank you for participating!*

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website below to find out more!  
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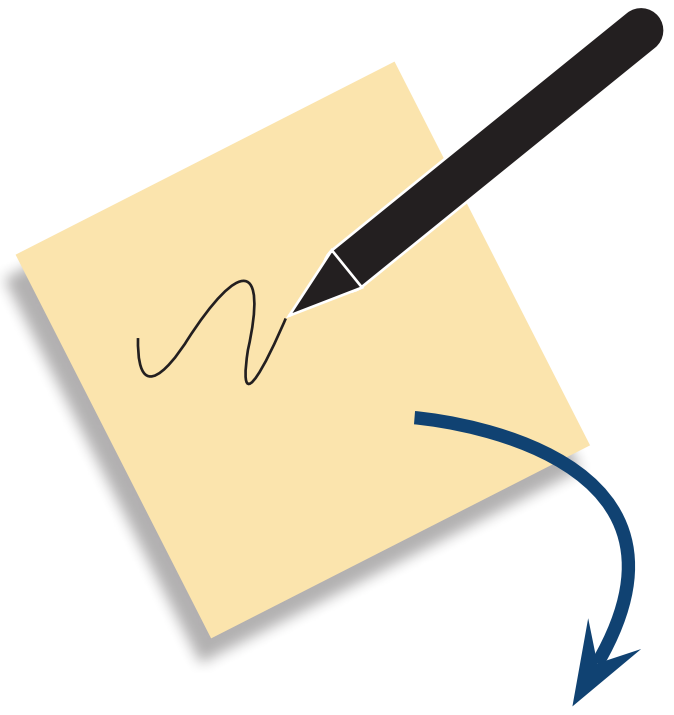




# ENVISIONING THE ROUTE 1 GATEWAY

## Development Demand

There has been significant development interest in the areas shown below in recent years.  
What types of development do you think are most appropriate for these areas?  
Some examples of development types include Residential, Industrial, Commercial, and others.



Write your answers on a sticky note and place below



Area 1

Area 2

Area 3

*Thank you for participating!*

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