



Board of Supervisors
Comprehensive Plan Workshop
March 8, 2023

Previous Focus Areas



Land Use



Economic Development



Historic Resources



Outreach: Land Use, Economic Development + Historic Resources

Date	Location	Event Type	# of Participants
Monday, January 23, 2023 (6:00 p.m. – 7:00 p.m.)	Atlee Library	In-Person Meeting	30
Thursday, January 26, 2023 (6:00 p.m. – 7:00 p.m.)	Montpelier Center for Arts and Education	In-Person Meeting	29
Monday, January 30, 2023 (6:00 p.m. – 7:00 p.m.)	Red Barn at Chickahominy Falls	In-Person Meeting	22
Wednesday, February 1, 2023 (11:00 a.m. – 12:30 p.m.)	Atlee Library	Stop and Chat	9
Thursday, February 2, 2023 (6:00 p.m. – 7:30 p.m.)	Mechanicsville Library	In-Person Meeting	27
Saturday, February 4, 2023 (1:00 p.m. – 4:00 p.m.)	Brown Grove Baptist Church	In-Person Meeting	30
Monday, February 6, 2023 (6:00 p.m. – 7:00 p.m.)	Webinar	Webinar	10
Tuesday, February 7, 2023 (11:00 a.m. – 12:30 p.m.)	Ashland Library	Stop and Chat	30
Thursday, February 9, 2023 (3:30 p.m. – 5:00 p.m.)	Rockville Library	Stop and Chat	7
Thursday, February 9, 2023 (6:00 p.m. – 7:30 p.m.)	Berea Baptist Church	In-Person Meeting	26
Total Event Attendees			220



Berea Baptist Church



Ashland Library



Chickahominy Falls



Atlee Library



Social Media/Website: Traffic Up

Website

Mid-January – Mid-February: **586** unique visitors + 940 visits

Facebook

- All Time: 14,424 Facebook Page Reach/1,172 Facebook Page Visits
- 2023: 4,443 Facebook Page Reach/302 Facebook Page Visits

Complements Other Outreach

Mass Emails, Articles in Hanover Review (County Newsletter), Press Releases, Contributed Report in Mechanicsville Local

Major Concepts Presented



Land Use

- Suburban Service Area (SSA) Boundaries Maintained As-Is
- Evaluated Residential Intensities on Edges of SSA (Inside SSA)
- Added Suburban Transitional Residential Designation at Appropriate Locations
- Design-Based Recommendations for Land Use Designations (+ Intuitive Names)

Economic Development

- Revised Economic Development Zone (EDZ) Locations
- EDZ Categories (+ Associated Strategies)

Historic Resources

- Design Guidance for National Register Districts
- Techniques for Preserving Historic Structures/Sites, Cemeteries + Battlefield Features on Development Sites

Recommended Land Use Changes



- All land use map changes were identified on maps and listed in spreadsheets.
 - Spreadsheets included existing designations, proposed designations, and rationale.
- Maps + Spreadsheets at In-Person Meetings + Online
- Comments could be provided in-person at meetings or were encouraged to be submitted by March 1.

**Significant Proposed Changes to the General Land Use Plan
(January 2023)**

Location #	General Description of Area	District	Current Designation	Proposed Designation	Rationale	Participant Rating 1 = No Support 3 = Neutral 5 = Fully Support	Comments
A1	East Side of Atlee Station Road at Atlee Road	Ashland	Suburban General	Neighborhood Commercial	Existing B-O zoning, existing businesses, located near an intersection of a major collector/minor collector, planned roadway capacity improvements in the area		
A2	End of Egypt Road	Ashland	Limited Industrial, Industrial	Suburban Neighborhood Residential	Limit additional industrial encroachment within the Brown Grove Rural Historic District		
A3	Sliding Hill Road/Peaks Road/Ashcake Road (Southwest Corner)	Ashland	Limited Industrial	Rural/Agricultural	Limit additional industrial encroachment within the Brown Grove Rural Historic District		

What Did We Hear?



History + Culture

- Promote heritage/cultural tourism.
- Provide trails connecting Cold Harbor Battlefield sites.

Economic Development

- Provide housing options that meet workforce/economic development needs.
- Concern regarding I-95/Old Ridge Road/Hickory Hill Road EDZ.
- Support for revitalizing Mechanicsville Village.

What Did We Hear?



Land Use

- Support to maintain SSA boundaries as-is (no expansion).
- Support for Suburban Transitional Residential designation, along with interest to extend it to other areas.
- Support for the design-based recommendations regarding land use.
- Support for different commercial use types based on community context.
- Support for enhanced thoroughfare buffers to maintain rural character.
- Interest in providing landscaped medians along U.S. Route 360.
- Concern regarding continued high-density development in Mechanicsville area.
- Concern regarding how residential densities are calculated.

What Did We Hear?



Land Use

- Interest in improving walkability within already-developed areas, such as Mechanicsville Village and U.S. Route 1 Corridor South.
- Interest in providing more amentized parks within the SSA, including smaller-scale passive parks within or near existing neighborhoods.
- Interest in mapping *conserved areas* (conservation easements, parkland, etc.).

What Did We Hear?



Land Use (General Land Use Plan)

- 86 Comments Submitted
 - 59 Comments Supporting Recommendations
 - 27 Comments Neutral or Opposed to Recommendations
- Opposition typically preferred a lower-intensity land use than what was recommended.

Question:

Notifying Owners of Land Use Changes



- Not Required or Customary: Optional at BOS Discretion
- Who Gets Notified?
 - Considerations
 - General Land Use Plan Not Parcel Specific (Applied to General Areas)
 - Some Changes Minor
 - Minor Boundary Changes + Changes to Reflect Existing Development
 - (Example: Rutland Townhouses/Business Areas Changed from Limited Industrial to Multi-Use to Reflect Existing Development)

Notify All Property Owners Impacted by Change	3,071 Letters Mailed
Notify Property Owners with Substantive Change (Lower Density or Significant Change in Recommended Use/Intensity)	1,795 Letters Mailed
Mass Notification in Public Advertisement (General Public Hearing Notice + Outreach)	0 Letters Mailed

Current Focus Areas



Rural



Housing



Active Living





Rural

New Rural Chapter



- Proposed Chapter Dedicated to Rural Areas (78% of County)
- Tie Together Recommendations + Strategies from Other Chapters (Land Use, Economic Development, Historic Resources, etc.)

What is Rural?



In early 2022, citizens were asked “What does **rural** mean to you?”

Comment Topic	Open Houses	Online Survey	Total
Agriculture/Farming/Forestry	78	195	273
Large-Lot Residential Development	58	156	214
Open Space	50	147	197
Sense of Community	29	25	54
Rural Roads/Low Traffic	17	33	50
Natural Resources/Outdoor Recreation	20	27	47
Minimal Services + Infrastructure	15	29	44
Quiet	7	32	39
Small Towns/Villages with Small-Scale Businesses	2	25	27
Dark Night Skies	7	7	14

Characterizing Rural



Characterizing Hanover County's Rural Character (Draft: Based on CPT Input)

Much of Hanover County retains its rural character. There are diverse rural communities countywide, including Beaverdam, Montpelier, and Rockville to the west and Old Church and Cold Harbor to the east. While each part of the County may have its own unique character, these rural areas share some common characteristics:

- Scenic views of fields, farmland, forests, and open space;
- Dark night skies where the stars are visible;
- Limited noise (except for sounds produced by wildlife and agricultural operations);
- Limited very low-density residential development set back from rural roadways;
- Vibrant economy consisting of small-scale businesses that are primarily related to agriculture, forestry, and tourism;
- Compact villages and crossroads communities that include a mix of historic structures and new development that is consistent with the scale and traditional architecture of the area; and
- Strong sense of community.

Preliminary Policies/Recommendations

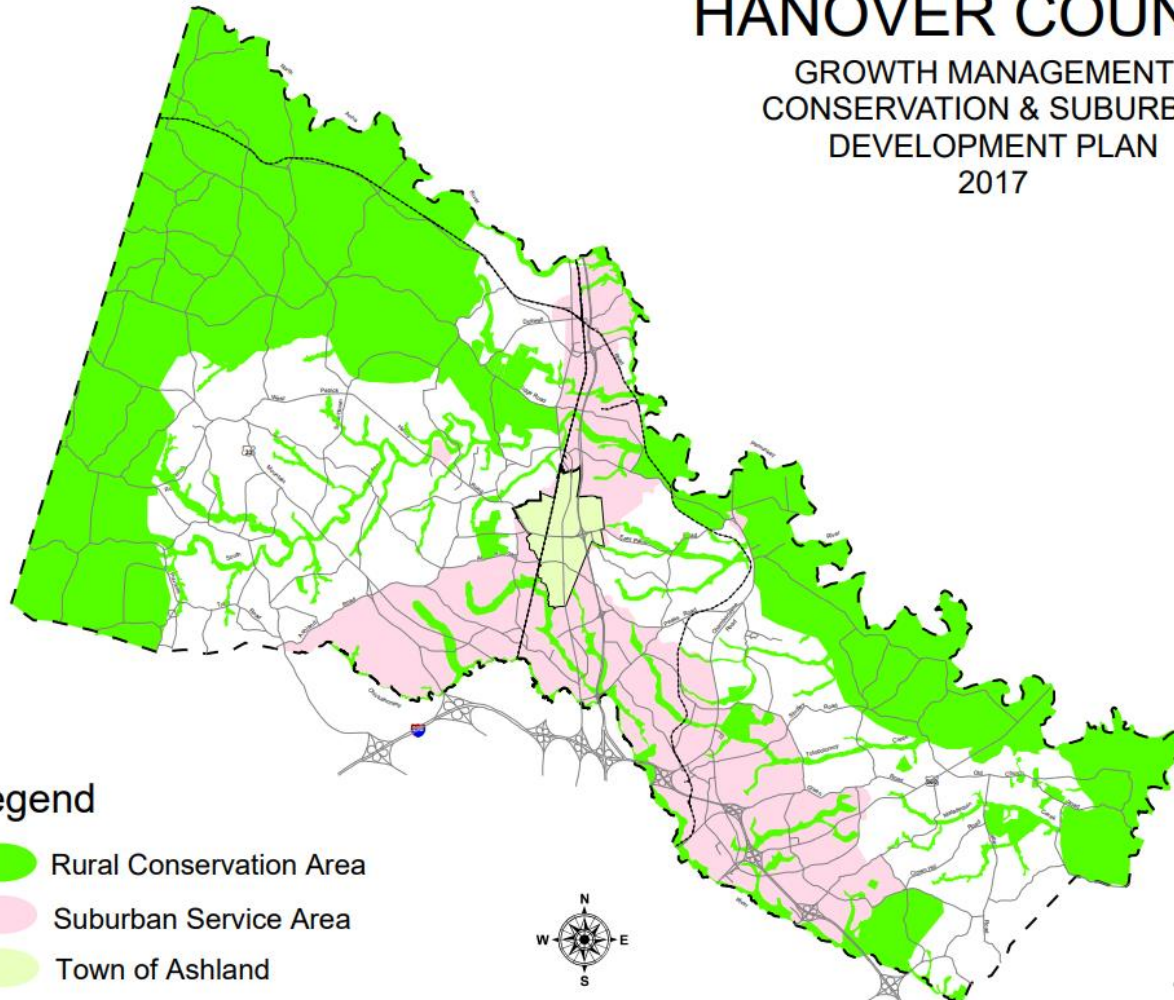


- Residential Strategies in Rural Areas
- Residential Strategies in SSA to Incorporate Rural Character
- Foster Local Agricultural Economy
 - Agribusiness + Agritourism Standards
- Land Preservation




Rural Conservation Area



HANOVER COUNTY GROWTH MANAGEMENT CONSERVATION & SUBURBAN DEVELOPMENT PLAN 2017



Legend

-  Rural Conservation Area
-  Suburban Service Area
-  Town of Ashland

Rural Conservation Areas
Better define purpose and applicability of the rural conservation areas. Currently, only significant policy implication is that A-1 cluster subdivisions are only permitted within rural conservation areas (optional).

Question: Rural Conservation Areas



- Do you want to keep this map?

Considerations

- Map highlights commitment to manage growth through use of the SSA and preserve the rural character found in much of the County.
- Differentiation of rural areas outside of SSA has limited policy impacts (as described in current plan).
- No significant review of this map has occurred since 2012.
- There is limited explanation as to how the Rural Preservation Areas was developed/what criteria was used to delineate these areas.

Question:

Rural Conservation Areas



If the map remains in the plan:

- Do the general boundaries of the rural conservation areas seem appropriate?
- Should additional development standards be developed for these areas?
 - Example: Enhanced Viewshed Protection, Additional Buffering, Preference for Clustering, Discourage Large-Scale Solar Facilities, etc.

RC Preservation Lots



- The RC Rural Conservation District (zoning) consists of residential lots and a preservation lot where agriculture is the primary use, with assurances that the open space will be preserved and maintained.
- In 2021, staff worked on an ordinance amendment to allow the open space to include a preservation lot and an additional conservation lot, which would accommodate multiple ownership of the open space (but no additional residential units).
- Ordinance amendment was tabled to discuss with the Comp. Plan Update.
- Staff has reviewed the proposed amendments and found them confusing and not keeping with the character of rural conservation subdivisions.

Question:

RC Preservation Lots



- Does the Board want staff to continue to evaluate the appropriateness of allowing an additional conservation lot within the RC zoning district as part of the Comprehensive Plan Update?

Additional Guidance/Topics



- Are there any other topics or issues related to the Rural Chapter that should be addressed?



Housing

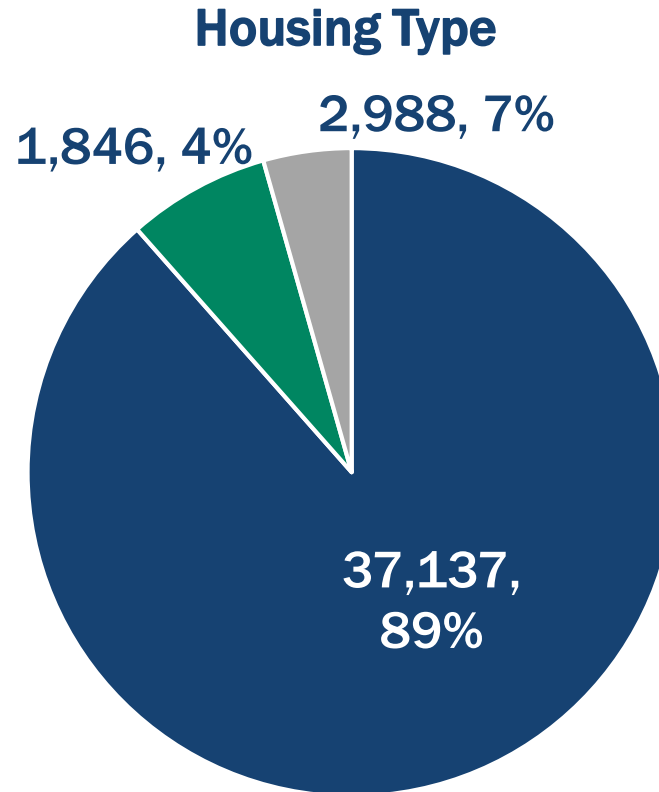


Housing Types, Age + Location

Most Homes
Single-Family
Detached

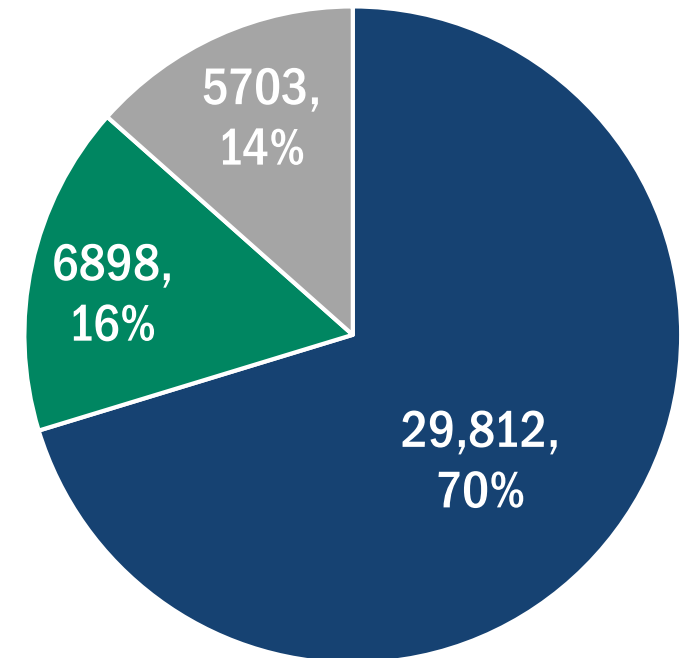
Aging Housing
Stock

Most Housing in
SSA-SE
(54.4%)



- Single-Family
- Multi-Family
- Townhouses

Housing Units By Year Built



- Before 2000
- 2000-2010
- 2011-2021

Housing Costs Trends (Owner Occupied)



- Hanover County's median home values have been higher than the statewide median home values since 2011.
- The number of homes valued \geq \$250,000 have increased the fastest.
- Loss of lower-value homes is primarily because home values have appreciated rapidly.
- Since 2011, the number of households earning $>$ \$150,000 per year has increased by more than 70%. This suggests that an increasing number of higher-income households are attracted to the County.

Housing Costs Trends (Owner Occupied)



	January 2022	January 2023
Inventory of Homes for Sale	167	187
Median Sales Price	\$408,000	\$442,000
Average Sales Price	\$434,314	\$483,973

Housing Costs Trends (Rentals)



- In 2021, 72.1% of rental units had monthly rents at or about \$1,000 (compared to 70.0% statewide).
- The fastest-growing rental segment is for units with monthly rents at or above \$2,000 (growing at 430.8% in Hanover County vs. 158.2% increase statewide), indicating that the higher-end rental market is growing rapidly.
- About 40% of rental households are cost burdened

Cost Burdens



	Hanover County	Virginia
Cost-Burdened Owner Households (2021)	15.5%	20.2%
Cost-Burdened Renter Households (2021)	40.9%	44.0%
% Rental Units \geq \$1,000/month (2011)	51.7%	51.6%
% Rental Units \geq \$1,000/month (2021)	72.1%	70.0%
% Increase in Rental Units: \geq \$2,000/month	430.8%	158.2%

- A household is considered **cost burdened** if they are spending more than 30% of income on rent/mortgage, utilities, and other housing expenses
- Hanover County has affordability challenges, however challenges are similar to those faced statewide.
- Rents are rising, and new multi-family units constructed tend to be for higher-income households.



What Have We Heard?

- Provide Quality + Diverse Housing Options at Appropriate Locations
- Housing Options in Rural Villages at Appropriate Scale
- Preference for Single-Family Homes (Concerns with Higher Densities)
- Additional Investment and Infrastructure Improvements in Existing Neighborhoods (Pocket Parks, Sidewalks, etc.)

How do you comprehensively address these preferences and needs in a cohesive policy?

What Have We Heard?



Expert Presentations: Community Participation Team (Feb. 23)

- Rising Home Prices + Rents = Need for Affordable/Workforce Housing Options
- Aging population creates need for different housing options and assistance programs (such as tax relief for elderly residents and home repair programs).
- Different factors make it difficult for homebuilders to provide affordable/workforce housing.
- Non-profits alone do not have the resources needed to meet all housing needs.
- Speakers provided ideas regarding different policies and programs that could be implemented to maintain and increase affordable/workforce housing.

CPT Housing Meeting



Home Building Association of Richmond

- Statewide: New housing is being constructed at a lower rate than population growth.
- Hanover County: Prices for new homes increasing, activity down.

Summary of Third Quarter Activity in Hanover County

Statistic	Q3 2021	Q3 2022	Change	% Change
New Home Closings	153	151	-2	-1%
Avg. New Home Price	\$484,776	\$596,235	\$111,459	23%
Lot Closings	201	87	-114	-57%
Avg. Lot Price	\$130,775	\$147,871	\$17,095	13%
Permits Issued	173	114	-59	-34%

Source: Integra Realty Resources-Richmond

CPT Housing Meeting



Home Building Association of Richmond

Recommendations

- More flexible zoning
- Increase variety of development allowed by-right
- Reduced fees
- Expedited review/approval process for infill project
- Use the SSA strategically

CPT Housing Meeting



Partnership for Housing Affordability

Trends in Hanover County

- Fastest-growing household type are married-couple seniors (age 65 and over) who own their own home.
- Average rents are increasing quickly, rising from <\$1,000 in 2017 to approx. \$1,500 in 2023.
- Home prices have risen dramatically, with the median home sales price rising from approx. \$320,000 in 2017 to approx. \$420,000 in 2022.

CPT Housing Meeting



Partnership for Housing Affordability

Recommendations

- Since Hanover County is not an entitlement community and rising senior population, recommends focusing County resources or support on housing repair and rehabilitation programs.
- Maintaining the viability of these homes would also provide future opportunities for first-time homebuyers.
- Other recommendations include investigating the Maggie Walker Land Trust and zoning changes to allow mixed-use and mixed-income housing.

CPT Housing Meeting



Hanover and King William Habitat for Humanity

Trends

- Homes in Hanover are some of the most expensive in the Richmond Metro area. The rising cost of land is increasingly prohibitive for affordable/workforce homes.
- The only homes on the market for <\$200,000 are typically <1,000 square feet and are teardowns or complete renovations.
- Homes in the \$300,000 range are older homes typically around 1,500 square feet.
- The average home in Hanover requires a household income around \$100,000.

CPT Housing Meeting

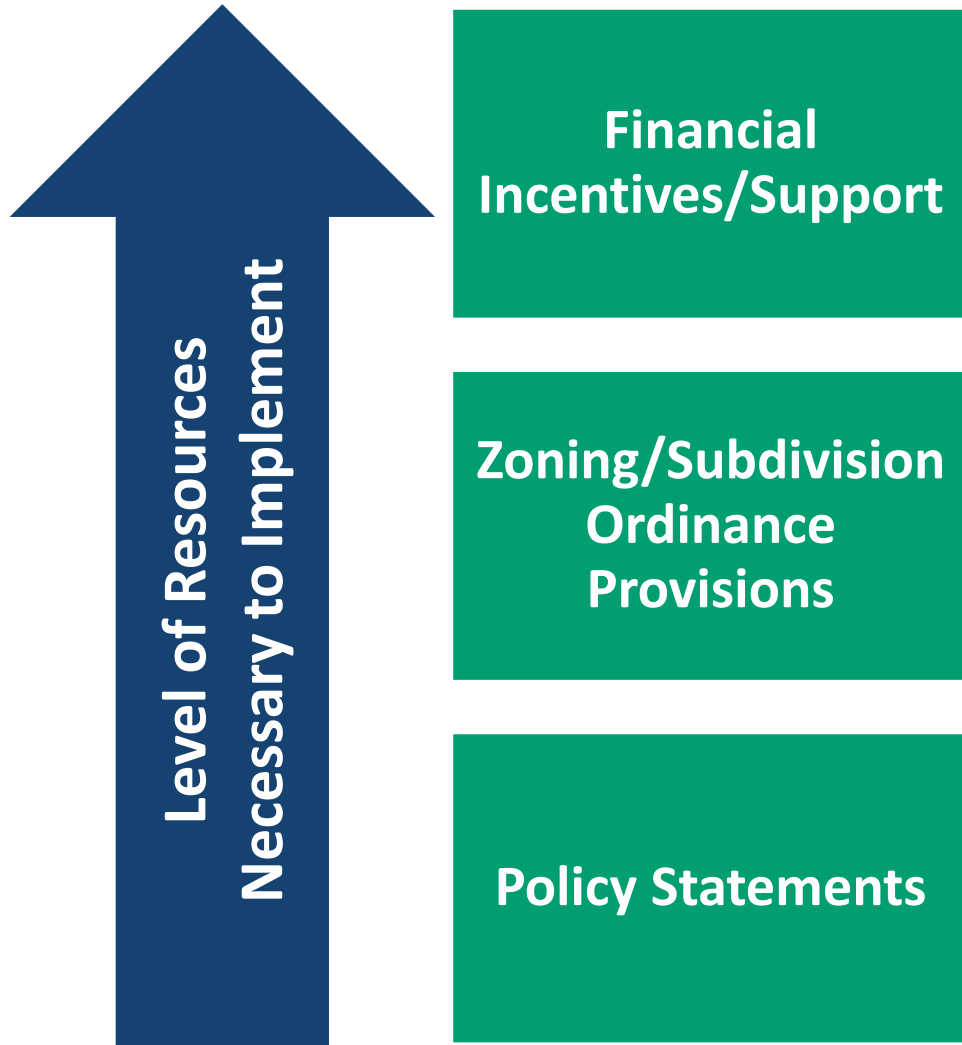


Hanover and King William Habitat for Humanity

Recommendations

- Supportive local zoning.
- Reduced fees and waivers for developments that incorporate affordable/workforce housing.

Addressing Housing: Menu of Options



What policies make sense for Hanover County?

How involved should local government be?

Menu of options are **ideas only** based on policies implemented by other Virginia localities.

Options: Financial Incentives/Support



- Provide Funding to Housing Non-Profits for Affordable/Workforce Housing
- Use County-Owned Land for Affordable/Workforce Housing
- Provide Funding to Non-Profits for Home Repairs
- Provide Funding to Non-Profits for First-Time Homebuyer Assistance
- Residential Rehabilitation Tax Exemptions
- Continue Property Tax Exemptions for Seniors
- Reduce Utility Connection Fees for Affordable/Workforce Housing

Options: Zoning/Subdivision Ordinance



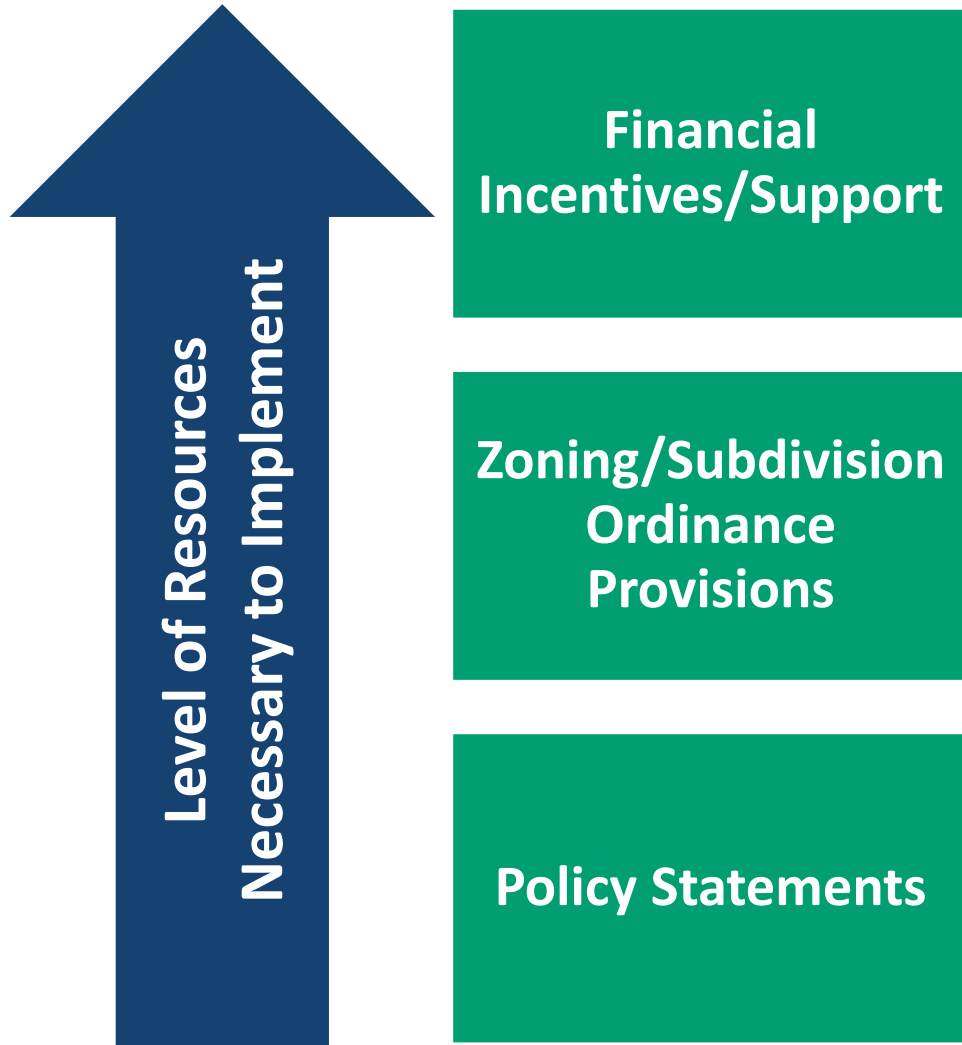
- Require % of Affordable/Workforce Housing Units (Zoning Requirement)
- Density Bonus for Affordable/Workforce Housing
- Allow ADUs for Non-Family Members (Rentals)
- Permit ADUs By-Right in Certain Instances
- Expedited Permitting for Affordable/Workforce Housing

Options: Policy Statements



- Encourage the Provision of Affordable Housing
- Encourage Design for Aging in Place

Addressing Housing: Menu of Options



What policies make sense for Hanover County?

How involved should local government be?

Menu of options are **ideas only** based on policies implemented by other Virginia localities.



Active Living

What Have We Heard?



- Throughout the planning process, citizens have expressed a desire for more pedestrian/bicycle infrastructure (especially within the SSA).
 - During Phase #1 Engagement, 41% of respondents indicated that lack of walking + biking options was one of the most critical issues the County is currently facing (Ranked #3 overall).
 - Providing more pedestrian/bicycle infrastructure was one of the Top 5 things respondents indicated should be improved in the County.
- Throughout the planning process, citizens have also expressed interest in having more parks and recreational opportunities (especially within the SSA).

Concepts



- Design Guidance for Sidewalks and Bikeways within Residential Development within SSA
- Design Guidance for Sidewalks and Bikeways within Commercial Development within SSA
- Design Guidance for Properties Adjacent to Fall Line Trail
- Identify Pedestrian/Bicycle Capital Investment Focus Areas

Pedestrian/Bicycle Capital Investment Focus Areas



In addition to Parks/Rec. Master Plan addressing sidewalks on public property, here are potential focus areas for pedestrian/bicycle investment:

- Mechanicsville Village
- Lee-Davis Road Corridor
- Atlee Station Road Corridor + Rutland Area
- U.S. Route 1 South of Ashland
- Woodside Lane Area
- Brown Grove
- Rural Villages
- Near Regional Trail Networks and Public Facilities

Question: Are these the correct areas? Should any be added/removed?

Policy Question



Pedestrian/Bicycle Connectivity + Development Review

- As new development is reviewed, should there be greater emphasis placed on providing pedestrian/bicycle infrastructure to improve internal connectivity within a project and connectivity to surrounding development?

Additional Guidance/Topics



- Are there any other topics or issues related to the Active Living Chapter that should be addressed?



Citizen Outreach

Public Engagement



Rural



Housing



Active Living



Revisions Based on Public Input:
Round #1 Topics



Upcoming Public Engagement



In-Person Meetings

- Monday, April 17, 2023 (6:00 p.m. – 7:30 p.m.): Atlee Library
- Monday, April 24, 2023 (6:00 p.m. – 7:30 p.m.): Taylor Park Complex
- Thursday, April 27, 2023 (6:00 p.m. – 7:30 p.m.): Montpelier Community Center

Webinar

- TBD

Stop and Chat

- Tuesday, April 18, 2023 (12:00 p.m. – 2:00 p.m.): Mechanicsville Library

Other Public Outreach



- Continued Outreach to Brown Grove Community
- Pleasant Grove Community
- Cobbs Road Community
- Master Gardeners Program
- Home Building Association of Richmond
- AshCreek HOA
- Train Day

Next Steps



Ongoing
Public Engagement

Nov. 2022 – February 2023	Land Use, Econ. Dev. + Historic Resources <ul style="list-style-type: none">• CPT: Sept. – Nov.• BOS: Dec. (Work Session)• Public: Late Jan./Early Feb.
Feb. 2023 – April 2023	Active Living, Housing + Rural <ul style="list-style-type: none">• CPT: Feb. – March• BOS: March (Work Session)• Public: April
April 2023 – June 2023	Community Facilities, Utilities, Environment/Resiliency + Transportation <ul style="list-style-type: none">• CPT: April – May• BOS: May (Work Session)• Public: June

Next Steps



Ongoing
Public Engagement

Now – Sept. 2023

Plan Affirmation

- CPT: June – July
- BOS: July (Work Session)
- Planning Commission Public Hearing: August 2023
- Board of Supervisors Public Hearing: September 2023



Questions?

For more information,
visit envisionhanover.com.