

ENVISION



HANOVER

Presentation on Economic Development to the CPT

1-19-23

**How do we provide citizens
what they want....NOT take
what we get!**



The Role of The Economic Development

- ❖ **Support and facilitate the growth of our existing businesses**
- ❖ **Implement long-term county policies around economic development**
- ❖ **Market key sites, buildings and properties in areas the County has identified for commercial growth (SSA and EDZ's) that are consistent with the County's Comprehensive Plan.**
- ❖ **Identify and advance strategic sites through investments in studies, rezonings where appropriate and utilization of grant funding to ensure they are competitive for economic development projects in those targeted industry sectors and areas identified by the County.**
- ❖ **Work directly with site consultants, brokers, landowners, business owners, citizens and community groups to educate and market the assets Hanover County has as a destination for doing business.**

Reasons Why Companies Choose a Location

- ❖ **Strategic Location & Competitive Workforce (Market Proximity)**
- ❖ **Site is zoned and proper size, risk eliminated (studies), infrastructure at or nearby for the use**
- ❖ **Cost to Do Business: Low taxes & regulation**
- ❖ **Companies want to feel their employees will be welcomed: Talent Above ALL Else**
- ❖ **Quality of Life: Spouse of a CEO: Schools, Healthcare, Safety, Amenities**

Community Strengths

1

MARKET PROXIMITY

Access to I-95, I-295, I-64 and other major highways places Hanover within a day's drive of nearly half of the population of the United States, and is especially close to major Northeast markets.

2

COST TO DO BUSINESS

Hanover County has some of the lowest tax rates in the Greater Richmond Region as companies weigh their return on investment and cost to do business.

3

STRONG, WELL-RUN GOVERNMENT

Hanover County is one of the smallest U.S. counties by population to have a AAA bond rating from all three bond ratings agencies. Fiscal stability is paramount to the County. Additionally, businesses reap the benefits of a low, stable tax structure and minimal business regulation.

4

QUALITY OF LIFE

Citizens in Hanover County have an unparalleled quality of life with outdoor amenities, a strong healthcare system, and one of the top public school districts in the State. And if big city amenities are in order, Richmond is just a short drive away.

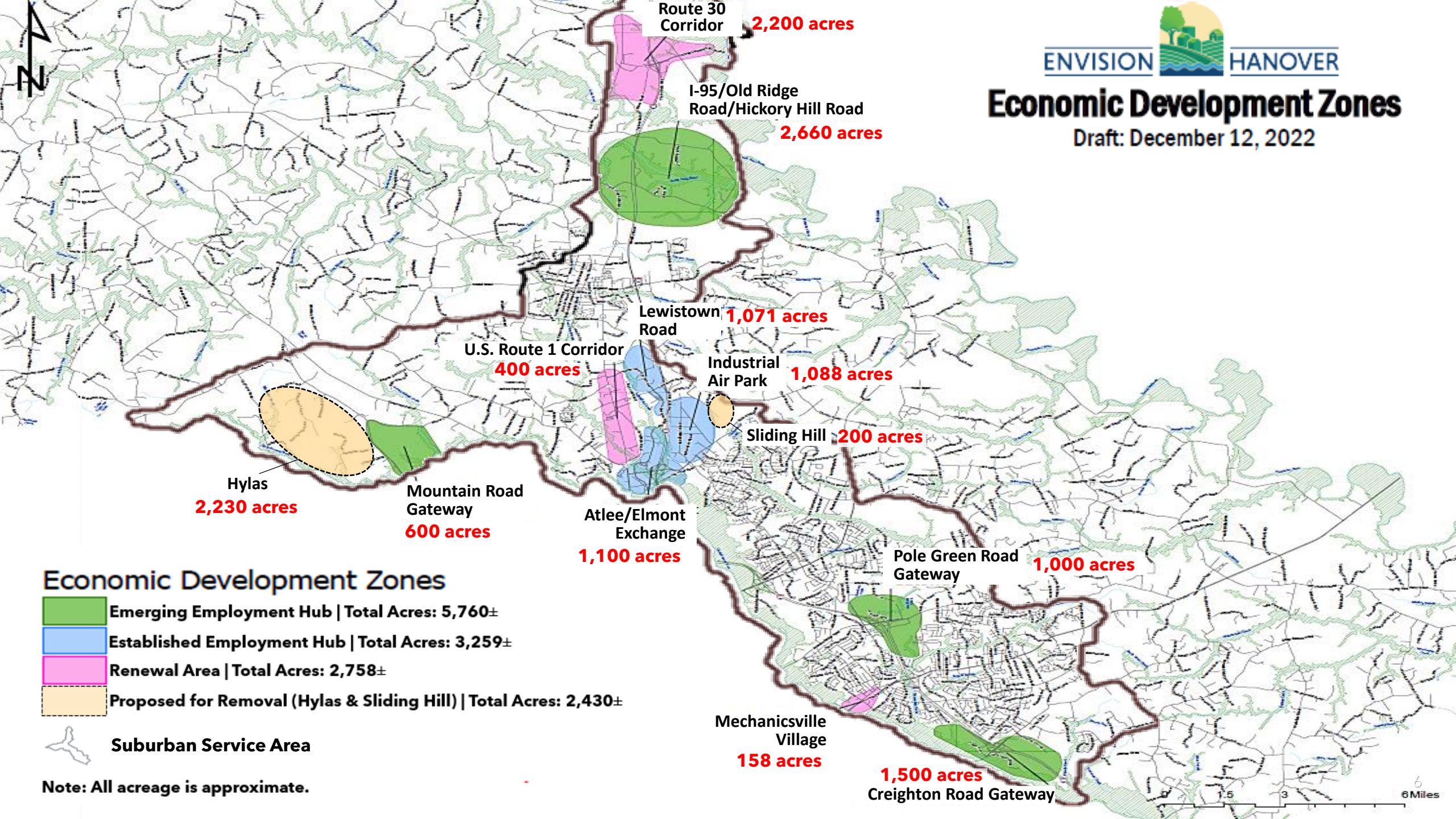


Economic Development Challenges

- ❖ **Almost NO greenfield sites zoned and tiered above a 3 in VBSRP. Nothing to Market! (286 Acres One Site: Holland Axselle in the Town of Ashland).**
- ❖ **Developed strategies needed around “Economic Development Zones.”**
- ❖ **Critical investments in infrastructure in those “designated zones” supported for economic development.**
- ❖ **In-depth master planning in those areas to explain to the citizens and developers alike the vision the county has for these zones.**
- ❖ **Conversations around workforce housing, effects on new corporate investment across VA & US. Density can benefit us in certain areas. Preserve SSA longer!**

Economic Development Zones

Draft: December 12, 2022



Economic Development Zones

- Emerging Employment Hub | Total Acres: 5,760±
- Established Employment Hub | Total Acres: 3,259±
- Renewal Area | Total Acres: 2,758±
- Proposed for Removal (Hylas & Sliding Hill) | Total Acres: 2,430±

 Suburban Service Area

Note: All acreage is approximate.

Some Fast Facts

- ❖ 640 acres in a square mile
- ❖ 474 square miles in Hanover County = 303,360 acres
- ❖ If SSA makes up 22% of that or 104 sq. miles = 66,560 acres
- ❖ Emerging Emp. Hubs: Est 5,760 acres (80% not zoned, no infrastructure)
- ❖ Established Emp. Hubs: Est. 3,259 acres (85% already developed)
- ❖ Renewal Areas: 2,758 acres (Need for corridor improvements, grants, redevelopment, overlays)
- ❖ Proposed Elimination of Two EDZ's: Est. 2,430 acres (Net Neutral Gain)
- ❖ Estimated Acreages of All 3 Zones Combined: 11,760 acres makes up 17% of SSA

What Industries Should We Target and Can Realistically Win?

- ❖ **Vertical Farming, R&D, Pharmaceutical Manufacturing, Advanced Manufacturing, Data Centers, Semi-Conductor Components, Automotive, Food Processing**
- ❖ **Unlikely to attract major corporate office projects/headquarters operations, but not impossible.**
But...don't take my word for it!
- ❖ **Since detailed tracking began in 2019, we had a chance to realistically compete, and lost more than \$69B in investment and 31,000 job in these industry sectors.**
- ❖ **If we only landed 10% of these projects: \$6.9B and 3,100 jobs.**



Strategies to Consider Moving Forward

- ❖ **EDZ should only be on a map if there is a strategy to invest in the critical infrastructure, master planning and targeted industry sectors the county and its citizens want to attract. Otherwise, this process is an exercise in futility.**
- ❖ **Redevelopment zones should be defined, strategies developed including: overlay districts, matching grant funding, incentives for those businesses, tourism assets and industries we want to attract (ie: KD, Old Mechanicsville, gateways into the county).**
- ❖ **Consideration of Mega Site(s): Economies of scale, opportunity to develop a better plan, buffers, transitions, master planning. Challenges: Cost, infrastructure, more land (Still very possible in the SSA).**
- ❖ **Economic Development Authority: A Vehicle to Support Board Priorities**
- ❖ **We will have to spend money to truly get what we want long-term.**



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Thank you!





Public Water and Sewer in Hanover County
Community Participation Team
January 19, 2023

Department of Public Utilities



What does the Department of Public Utilities do?

It owns, operates, and maintains public water and wastewater systems within the Suburban Service Area (SSA), along with a limited number of isolated rural water systems located outside of the SSA.

How is the Department of Public Utilities funded?

It operates as a self-supporting enterprise fund with revenue from:

- Customer User Fees
- One-Time Capacity Fees (Connection Fees)
- Other Fees for Services Provided

Approximately

23,000

Customers

Building Infrastructure



Public Utilities constructs capacity related projects and major water distribution lines and sewer collections lines as funds and staffing allow.

Developers and Property Owners construct water/sewer lines and other improvements to and within their projects.

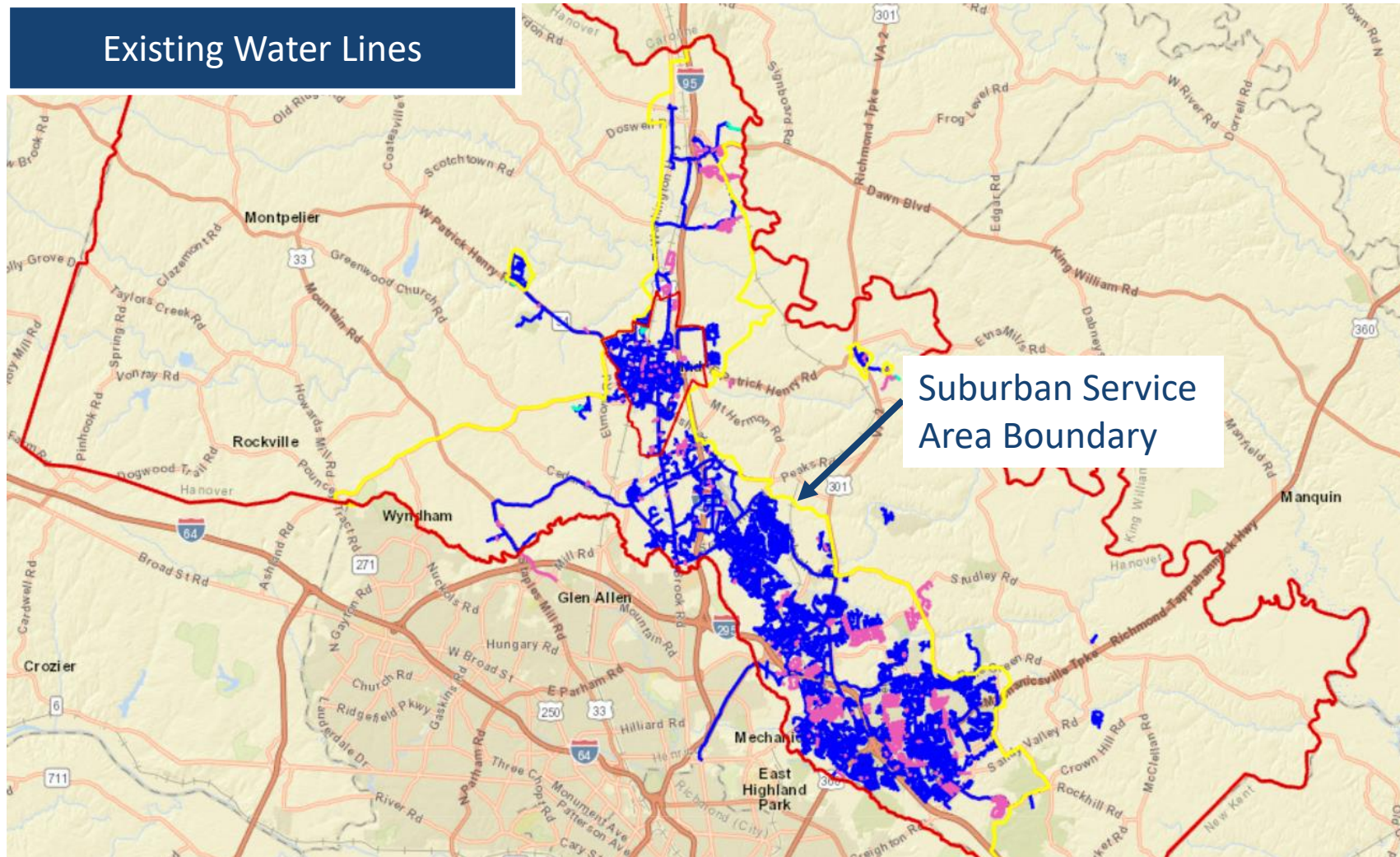
Near Term Focus

Improvements in the next few years are focused on “reinforcing the core” of the system to support growth in areas close to the existing systems and to support the future expansion of the systems to areas that are currently unserved, and regulatory compliance.

Water



Existing Water Lines



Current Usage
14.0 MGD

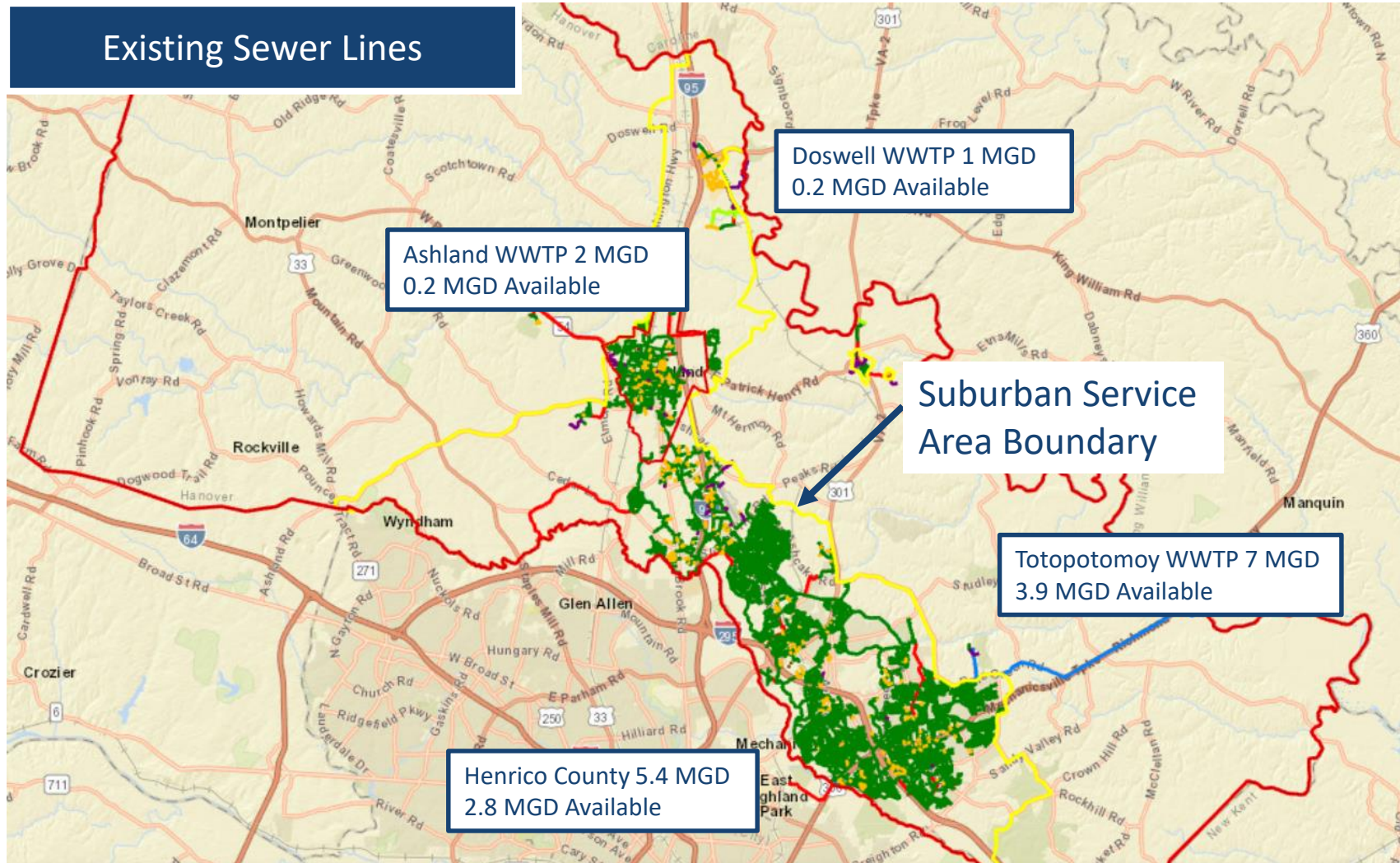
Capacity
20.2 MGD

Primary Sources
Doswell Treatment Plant
City of Richmond
Henrico County

Sewer



Existing Sewer Lines



Current Usage
8.3 MGD

Capacity
15.4 MGD

Treatment Plants
Ashland WWTP, Doswell WWTP, Totopotomoy WWTP and Henrico County

Planning



- **The Comprehensive Plan is the guiding document for the Water and Wastewater Facilities Master Plan (FMP)**

The FMP is Public Utilities' planning document for the water distribution system and wastewater collection system needed to support development within the SSA as outlined in the Comprehensive Plan.

If there are changes during an update to the Comprehensive Plan that impact utility planning, the FMP is updated after the update to the Comprehensive Plan.

The current Water and Wastewater Facilities Master Plan was completed in January 2021 in response to the current Comprehensive Plan.

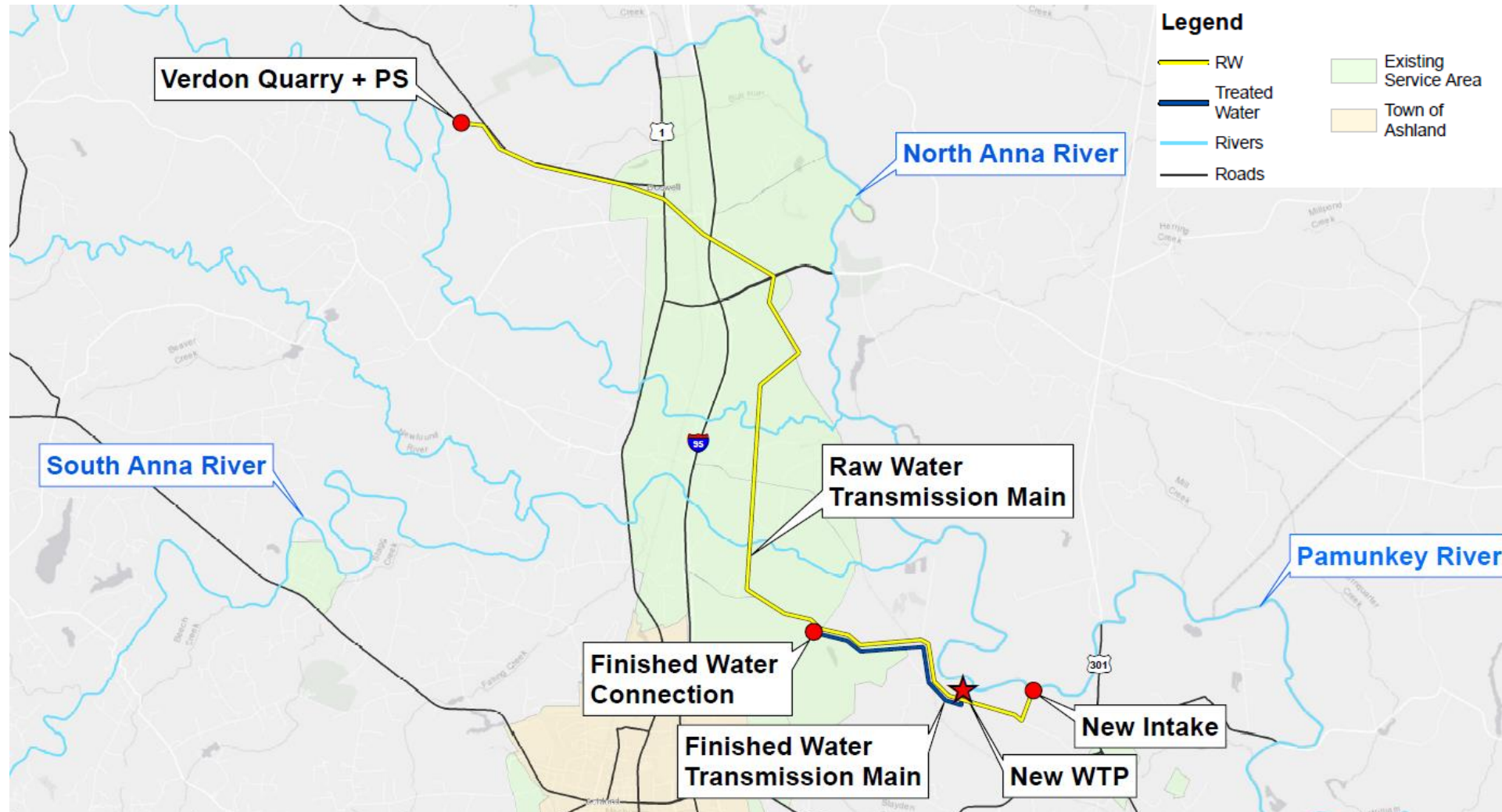


Future Capacity-Related Projects

Water

- **Improvements to the Lockwood Pump Station**
 - Increase station capacity from 15.4 MGD to 20 MGD
 - Increase system capacity from 20.2 MGD to 24.8 MGD
 - Estimated cost \$9.0 million
- **New Treatment Plant on Pamunkey River and Off-Stream Reservoir at Verdon Quarry**
 - Phase I includes a 15 MGD WTP and abandonment of the existing 4 MGD Doswell WTP
 - Additional 11 MGD of system capacity
 - Increase system capacity from 24.8 MGD to 35.8 MGD
 - Estimated cost \$300 million
 - Estimated to take 20 years for design, permitting and construction
 - Ultimate capacity 30 MGD

Verdon Quarry Water Supply Concept Plan





Future Capacity-Related Projects

Sewer

- Expansion of Totopotomoy Wastewater Treatment Plant
 - 7 MGD to 10 MGD
 - Estimated cost \$66 million
- Expansion of Doswell Wastewater Treatment Plant
 - 1 MGD to 2 MGD
 - Estimated cost \$27 million
- Ashland Wastewater Treatment Plant
 - Offload flows to Totopotomoy Wastewater Treatment Plant as required
 - Multiple projects required

Capacity Analysis - Water



Current Peak Day Capacity: 20.2 MGD

Current Peak Day Demand: 14.0 MGD

Buildout Peak Day Demand Projection: 20.0 MGD to 25.3 MGD

(Based on 2.5 units per acre, comprehensive plan assumptions on available land in SSA, and typical non-residential water customers)

Capacity Analysis - Sewer



Current Average Day Capacity: 15.4 MGD

Current Average Day Demand: 8.3 MGD

Buildout Average Day Demand Projection: 12.4 MGD to 16.2 MGD

(Based on 2.5 units per acre, comprehensive plan assumptions on available land in SSA, and typical non-residential sewer customers)

Sewer Capacity is more location specific than water

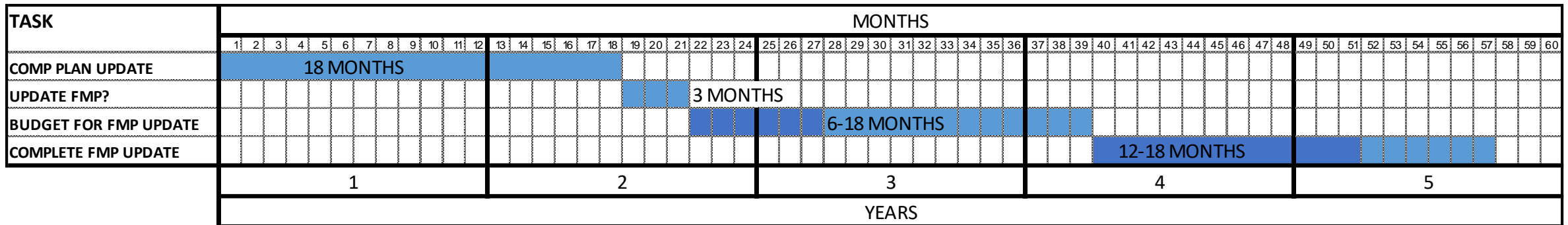
Capacity is limited in areas served by the Doswell Wastewater Treatment Plant and Ashland Wastewater Treatment Plant

Water and Wastewater Facilities Master Plan (FMP) Update



After updated Comprehensive Plan is adopted, Public Utilities evaluates the need for any FMP update

TYPICAL FMP UPDATE TIMELINE – 21-39 MONTHS AFTER COMPREHENSIVE PLAN IS UPDATED



Takeaways



Adequate Capacity . . . if trends continue

If historic trends continue, enough capacity has been identified to handle anticipated growth through the late 2040s unless an economic development project with significant water and/or sewer needs locates in Hanover.

Not Every Parcel Served

While capacity exists, infrastructure has not been extended to every parcel within the SSA.

Building Infrastructure Takes Time

It takes years to design/permit/build major utility infrastructure.

Challenges: Funding + Manpower

Design, construction, and maintenance require funding and staffing.



Community Participation Team

Project Update

January 19, 2023

Current Focus Areas



Land Use



Economic Development



Historic Resources



Comprehensive Plan Chapters



- Overall Goal
- Why Does It Matter?
 - Relates to Public Engagement + Public Interest
- Measuring Our Progress (Metrics)
- Quick Facts
- Objectives and Strategies



Land Use

Land Use



Recommendations for Land Use Policies

- **Suburban Service Area (SSA):** No changes to the Suburban Service Area
- **Residential Densities:** Minor changes to the recommended land use densities
 - Adding a Suburban Transitional Residential area along edge of certain areas of the SSA
- **Rural/SSA Residential Distribution:** No change in the targeted distribution of residential growth (70% SSA/30% rural)
- **Forecast Growth Rate:** Average 1% growth rate used for planning purposes
- **Revisions to General Land Use Plan:** Revisions to land use plan will be detailed
- **Clearer Land Use Boundaries:** Land Use Plan is not parcel based but new maps try to use distinguishing features such as creeks and avoid existing neighborhoods

General Land Use Plan



Identifying Possible Changes to the General Land Use Plan Using:

- Feedback from Land Use Visioning Workshops
- Feedback from Staff Experts Regarding Infrastructure, Capacity, and Econ. Dev.
- Lessons Learned from Zoning Cases
- Maps Indicating Zoning, Existing Land Uses, Vacant Parcels, Historic Resources

Proposed Land Use Designations

Existing Designation/Name	Proposed Designation/Name
Agricultural	Rural/Agricultural
Rural Village	Rural Village
-----	Suburban Transitional Residential*
Suburban General	Suburban Neighborhood Residential
Suburban High	Suburban High Residential
Multi-Family	Multi-Family Residential
Multi-Use	Multi-Use
Commercial	Highway Commercial*
	Neighborhood Commercial*
	Rural Crossroads*
Business-Industrial	Business Flexible
Planned Business	Employment Center
Destination Commerce	Destination Commerce
Limited Industrial	Limited Industrial
Industrial	Industrial
Flood Plain	Natural Conservation

*New Designations

Land Use



- Existing Comprehensive Plan is "**Use-Based Focused**"
 - Provides Guidance on Use + Location
- Goal of Updated Plan is to be "**Design-Based Focused**"
 - Provide Guidance on Use + Location AND on:
 - Transition between Uses (Landscaping/Buffers, Uses, Building Size)
 - Buffering along Major Thoroughfares
 - Pedestrian/Bicycle Infrastructure
 - Access + Circulation
 - Building Design
 - Signage

Land Use



- **Rural/Agricultural**
 - **Thoroughfare Buffers:** 100' wide buffers along Major Thoroughfares
 - **Agri-Business:** Provide guidance for siting and design of agri-businesses
- **Rural Village**
 - **Small-Scale Residential Development:** Allow single family development of 1 unit per acre with adequate utilities. Subdivisions limited to inside the village and no more than 25 acres
 - **Smaller-Scale Buildings:** Recommend building footprints of no more than 15,000 square feet
- **Rural Crossroads**
 - **Smaller-Scale Buildings:** Encourage reuse of existing buildings and footprints of 10,000 square feet or less

Land Use



Residential

- **New Designation: Suburban Transitional Residential**
 - Recommended Residential Densities: 1 – 1.5 units per acre (gross)
 - Recommended Minimum Lot Size: 20,000 square feet
 - Recommended Minimum Lot Width: 125 feet
- **Thoroughfare Buffers:** 100' wide buffers along Major Thoroughfares (except MF)
- **Sidewalks:** Sidewalks on both sides of street in more dense residential categories
- **Use Transitions:** Transitions along perimeter of project (buffers + building size)
- **Greater Design Guidance:** Design standards from Visioning Preference Survey
- **Mix of Open Space Amenities:** Recommendations for a mix of active and passive recreational amenities including things like community gardens and other features to incorporate rural character into new development.

Land Use



Commercial

- **Landscaping/Thoroughfare Buffers:** Enhanced landscaping/buffers along roadways to soften development + create attractive community gateways
- **Building Design:** High-quality materials, façade articulation + varied rooflines
- **Signage:** Monument signage preferred
- **Use Transitions:** Transitions along perimeter of project (buffers + building size)
- **Interconnected Street Network:** Interconnected streets + shared driveways
- **Pedestrian/Bicycle Infrastructure:** Sidewalks within development/along major thoroughfares + connections to adjacent uses

Land Use



Industrial/Employment-Focused Designations

- **Thoroughfare Buffers:** 75 - 100' wide buffers along Major Thoroughfares
- **Orientation of Loading Facilities:** Orient loading facilities away from public roads + adjacent residential uses
- **Outdoor Storage:** Provide outdoor storage to the side/rear of buildings screened from roadways + lower-intensity uses
- **Use Transitions:** Transitions along perimeter of project (buffers + building size)
- **Interconnected Street Network:** Interconnected streets + shared driveways designed for heavy truck traffic
- **Building Design:** Recommends long, monotonous facades be avoided
- **Signage:** Monument signage preferred

Land Use



Multi-Use

- **Mix of Uses (Employment Focus):** Employment generating uses with no more than 50% gross acreage for residential uses
- **Phasing Use Types:** Phasing plan to ensure commercial uses are developed prior or simultaneously to residential uses
- **Campus-Like Environment:** Create a park-like, campus-like environment with coordinated landscape, architecture, streetscape improvements, site design, etc.

Multi-Use Designation vs. Mixed-Use (MX) Zoning

Multi-Use is identified in limited areas on General Land Use Plan. Plan recommends MX zoning may be appropriate within Multi-Use, Highway Commercial, Employment Center, and Multi-Family designations.



Economic Vitality

Economic Vitality



Draft Goal:

Hanover County places priority on the growth and resiliency of our economy, which contributes to the vitality and well-being of our community. Through economic development activities, the County supports entrepreneurship and the growth of existing businesses, while working to attract new investment to appropriate areas.

Economic Vitality



Overall Objectives:

- Pursue policies and infrastructure investments within EDZ zones
- Support business attraction and retention efforts
- Promote tourism
- Support agri-business
- Increase availability of broadband
- Support workforce development

Economic Vitality



Economic Development Zones:

Identify and Support Economic Development Zones (10 areas identified):

- Established Employment Hubs
- Emerging Business Hubs
- Renewal Areas

Different policies tailored to the specific needs of each EDZ type.



History and Culture

History and Culture



Draft Goal:

Hanover County is a community that preserves the physical links to its past and shares the stories of its people, enhancing understanding of its multi-faceted history.

History and Culture



Overarching Concepts:

- Provides design guidance for all historic districts
- Provides specific guidance for National Register Districts
 - Brown Grove Rural Historic District
 - Hanover County Courthouse
 - Montpelier
- Provides Techniques for Preserving Historic Structures and Archaeological Sites at Development Sites
- Provides Techniques for Preserving Historic Cemeteries at Development Sites
- Provides Techniques for Preserving Battlefield Features at Development Sites

History and Culture



Overall Objectives:

- Raise awareness of the people and places of Hanover County's past
- Identify culturally-, historically-, and/or architecturally-significant sites
- Protect culturally-, historically-, and/or architecturally-significant sites as development occurs
- Provide the owners and stewards of historic and cultural sites with resources to help them preserve and maintain these sites



Citizen Outreach

Upcoming Public Engagement



In-Person Meetings

- Monday, January 23, 2023 (6:00 p.m. – 7:30 p.m.): Atlee Library
- Thursday, January 26, 2023 (6:00 p.m. – 7:30 p.m.): Montpelier Center for Arts and Education
- Monday, January 30, 2023 (6:00 p.m. – 7:30 p.m.): Red Barn at Chickahominy Falls
- Thursday, February 2, 2023 (6:00 p.m. – 7:30 p.m.): Mechanicsville Library
- Thursday, February 9, 2023 (6:00 p.m. – 7:30 p.m.): Berea Baptist Church (Rockville)

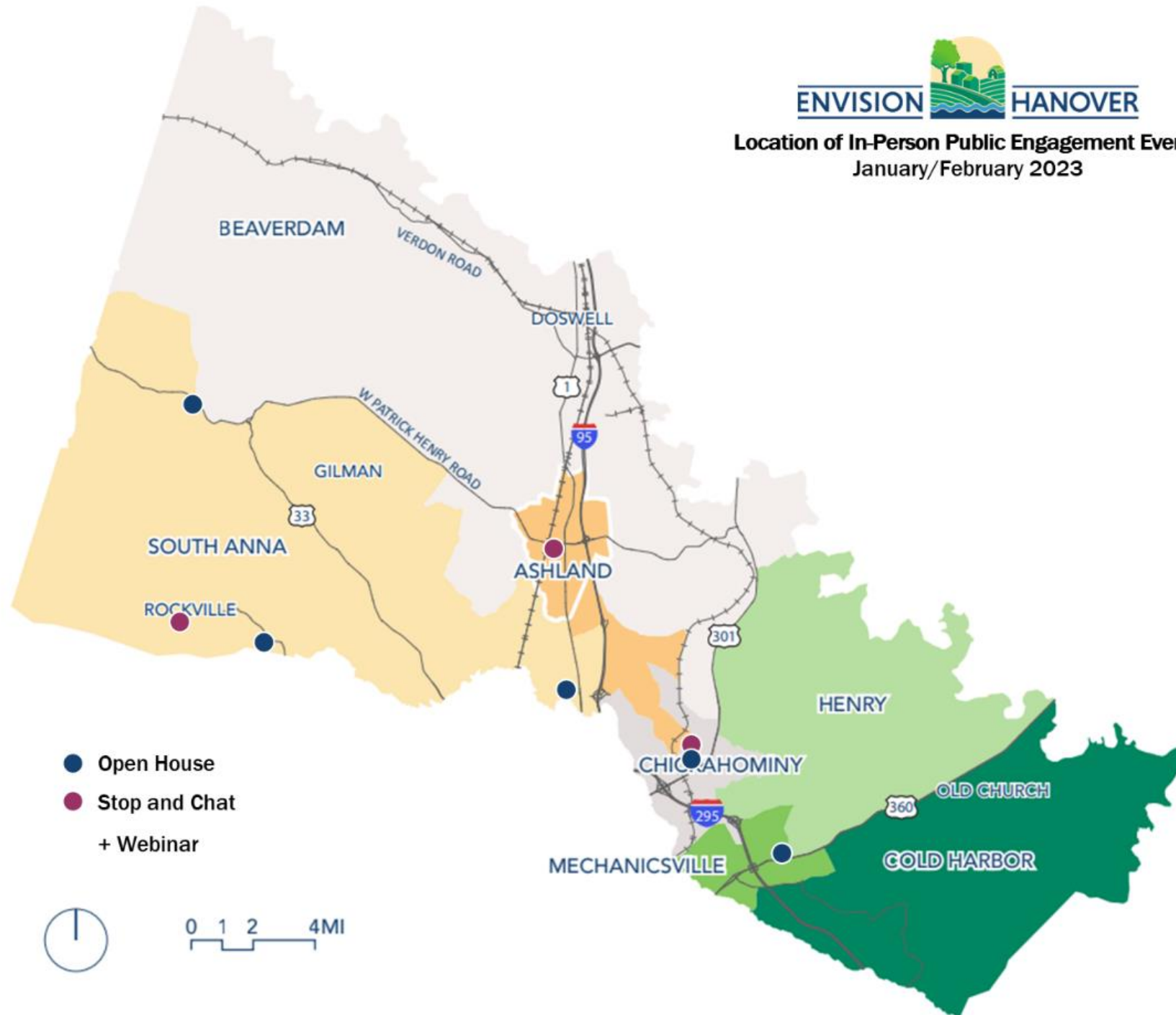
Webinar

- Monday, February 6, 2023 (6:00 p.m. – 7:00 p.m.)

Stop and Chat

- Wednesday, February 1, 2023 (11:00 a.m. – 12:30 p.m.): Atlee Library
- Tuesday, February 7, 2023 (11:00 a.m. – 12:30 p.m.): Ashland Library
- Thursday, February 9, 2023 (3:30 p.m. – 5:00 p.m.): Rockville Library

Location of In-Person Public Engagement Events
January/February 2023



- Open House
- Stop and Chat
- + Webinar



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Next Steps



Ongoing
Public Engagement

Now – 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	Healthy Neighborhoods, 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.