



## Planning Commission

Quarterly Update

October 20, 2022

# Community Outreach + Involvement



Community Participation Team



Land Use Visioning Workshops



Videos



Festivals



Historical Commission

**336**  
Responses to Visual Preference Survey

**12,565**  
Facebook Page Reach  
(Jan. 1 – Oct. 14)

**79**  
Attendees at Land Use Visioning Workshops

# Public Engagement: Main Themes



## Community Values

- Preserve rural character
- Manage growth
- Provide quality + diverse housing options

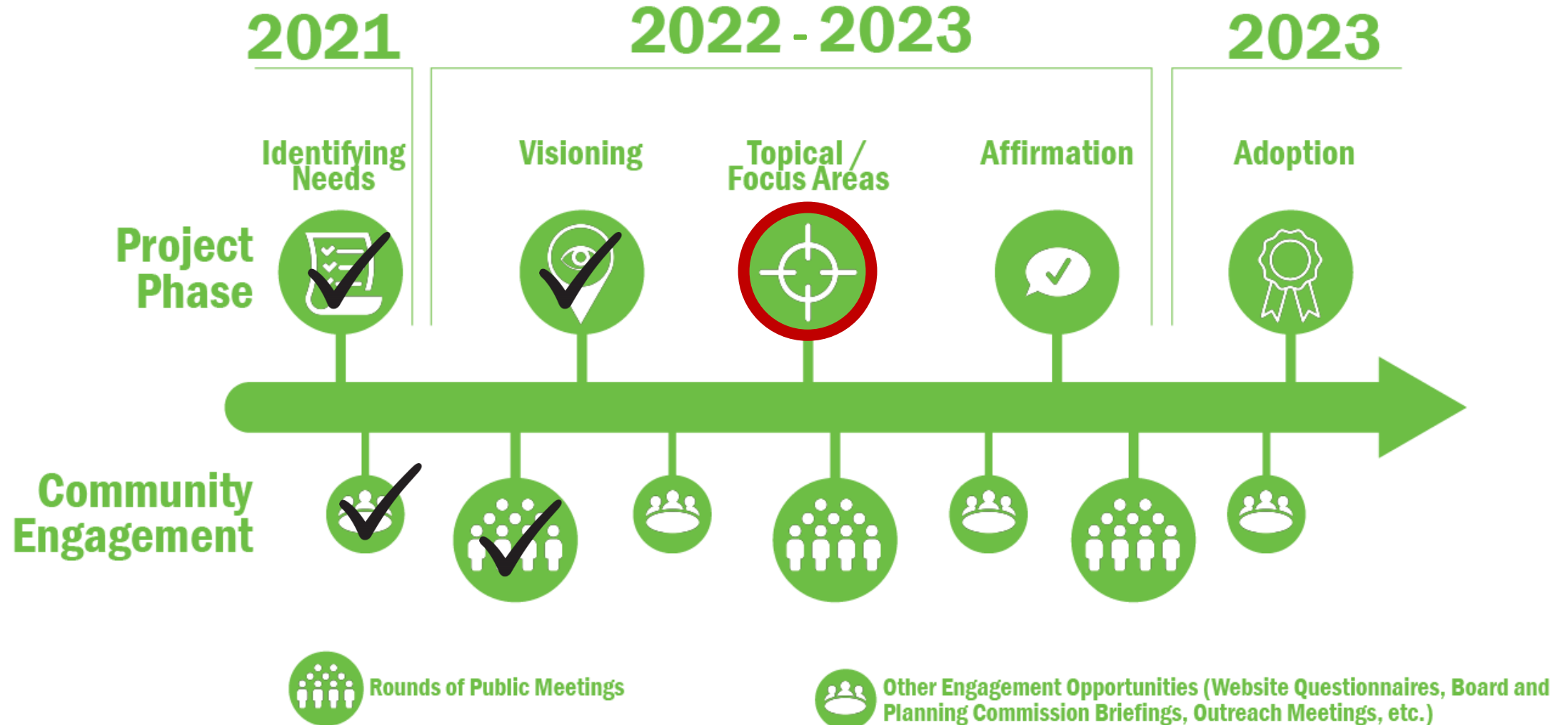
## Community Infrastructure + Services

- Maintain + enhance the transportation network (including walking/biking)
- Maintain good schools
- Provide more parks
- Expand broadband access

## Community Character

- Create vibrant places that reflect County's rural character
- Provide transitions between uses + place types
- Protect/enhance rural villages + crossroads
- Create well-planned neighborhoods
- Accommodate high-quality business areas near interstates + major corridors

# Update Process



# Current Focus Areas

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Land Use



Economic Development



Historic Resources



# Land Use

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

# Template for Land Use Designations

Description  
(including general location)

Appropriate Uses

Project Framework  
(Densities, Mix of Uses, Open Space)

Transitions  
(Design Treatments to Minimize Negative Impacts between Use Types)

Transportation  
(Access, Circulation, Pedestrian/Bicycle Infrastructure)

## Destination Commerce

Areas designated Destination Commerce are intended to accommodate commercial uses that attract clients and customers from throughout the region and state. These businesses typically rely on interstate visibility and access.

Projects are anchored by a major destination or attraction. Accessory uses that complement these major destinations include restaurants, hotels, boutique retail, and convenience stores, which serve as an amenity for those visiting nearby attractions.

Since these areas attract tourists and are located at major gateways to the County, projects should incorporate high-quality architecture, exterior lighting, signage, landscaping, and site design that reflect the character of the area and create a favorable impression for visitors.

### APPROPRIATE USES

- Destination Retail
- Destination Indoor and Outdoor Recreation Facilities
- Conference Centers
- Hotels and Lodging
- Restaurants
- Gas Stations
- Convenience Stores

### APPROPRIATE ZONING DISTRICTS

- B-1 (Neighborhood Business)
- B-2 (Community Business)
- B-3 (General Business)

Appropriate Zoning Districts

### DEVELOPMENT DESIGN

#### Project Framework

- **Project Size:** 50 acres (Infill development and redevelopment sites may be smaller)
- **Residential Densities:** No Residential Uses Recommended
- **Mix of Uses:** Commercial Uses: 100%
- **Open Space:** Provide at least 10% of the project area as open space, with a mix of active and passive recreational amenities.
- **Utilities and Infrastructure:** Connect to public water and sewer. Screen stormwater management facilities or design them as an amenity (including landscaping, paths, benches, and/or similar features).

#### Community Character

- **Landscaping and Buffers:** Provide coordinated landscaping throughout the development to create a park-like environment. Provide landscaped buffers along major thoroughfares (enhanced buffers and greater setbacks along scenic roads). Preserve existing vegetation where possible.
- **Building Design:** Provide coordinated architecture throughout the project with buildings that incorporate high-quality materials (such as brick, stone, stucco, fiber-cement siding, and architectural block), façade articulation, and varied roof lines. Avoid long, monotonous facades. Windows, wall offsets, awnings, and other architectural features should be used to visually break long facades.
- **Signage:** Provide cohesive signage throughout the project (monument signs preferred).
- **Parking and Loading:** Locate parking and loading areas to the side or rear of buildings to the greatest extent practicable. If located in the front, provide additional landscaping between the roadway and parking lots. Use landscaped islands and other features to divide parking areas into smaller bays.

Community Character  
(Landscaping, Building Design, Signage, Parking)

#### Transitions

- **Adjacent to Lower-Intensity Uses:** Locate lower-intensity uses along the perimeter of the project adjacent to residential uses (existing or planned). Provide landscaped buffers adjacent to existing low-density residential development and agricultural uses with a recommended width of 75 feet. Locate taller buildings in the project interior, with shorter, smaller-scale buildings along the perimeter of the project. Locate loading areas, dumpsters, and other service areas away from adjacent residential uses (existing or planned).
- **Adjacent to Higher-Intensity Uses:** Provide landscaped buffers adjacent to existing heavy industrial uses where no buffers exist to reduce visual impacts of those uses.

### EXAMPLE LAYOUT



Example Conceptual Layouts + Photos

#### Transportation

- **Access and Circulation:** Provide an interconnected street network that minimizes access to major thoroughfares. Provide stub roads to adjacent properties when appropriate and extend existing stub roads to improve transportation circulation and reduce traffic on main roads.
- **Active Transportation:** Provide sidewalks and other pedestrian/bicycle infrastructure within the development and along the adjacent street frontage. Provide direct pedestrian and bicycle connections to regional trail networks, public facilities, and existing pedestrian/bicycle infrastructure that are immediately adjacent to the project.

# General Land Use Plan

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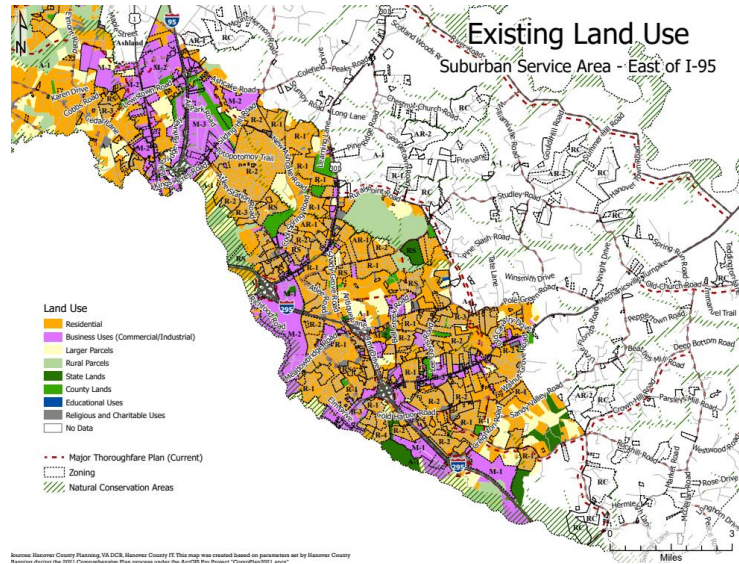


## Identifying Possible Changes to the General Land Use Plan Using:

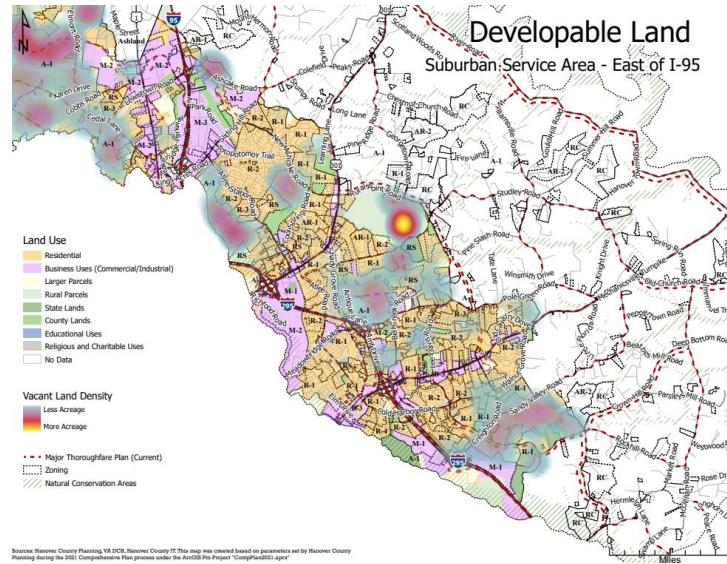
- Feedback from Land Use Visioning Workshops
- Feedback from Staff Experts Regarding Infrastructure, Capacity, and Econ. Dev.
- Lessons Learned from Zoning Cases
- Maps Indicating Zoning, Existing Land Uses, Vacant Parcels, Historic Resources



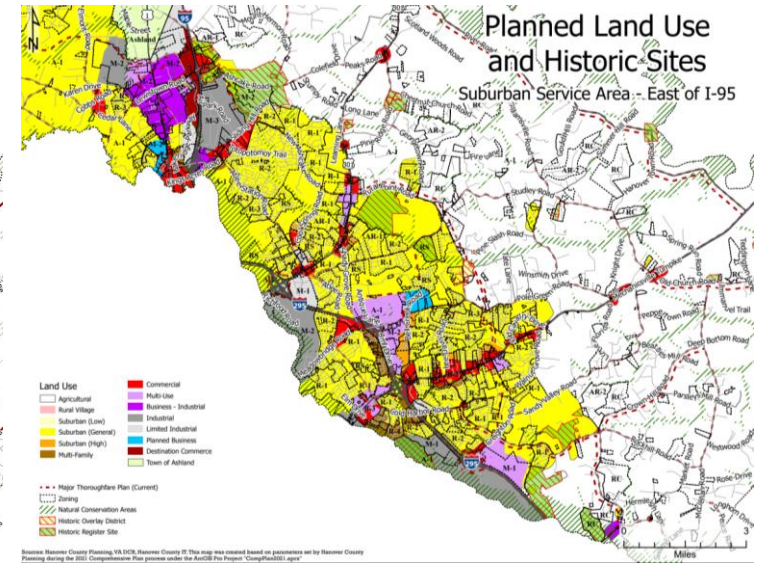
# Maps



Existing Land Uses

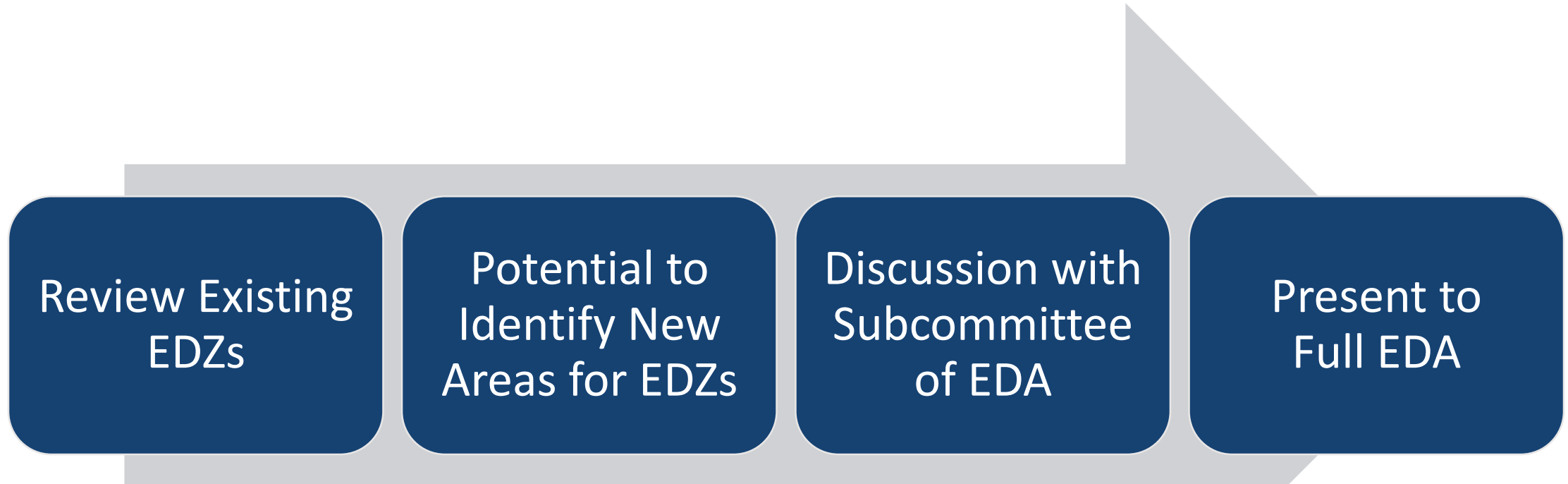


Vacant Land



Historic Resources

# Economic Development



Collaboration between Planning Dept., Economic Dev. Dept., and Economic Dev. Authority

# Historic Resources

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Review Existing  
Comp. Plan +  
Policies

Review Best  
Practices

Discussion with  
Subcommittee of  
Historical  
Commission

Present to  
Full Historical  
Commission

# Next Round of Public Engagement



<b>When</b>	January 2023 (Dates + Locations TBD)
<b>Format</b>	Series of Interactive In-Person Meetings
<b>Focus</b>	Obtain Public Feedback on Initial Recommendations on Land Use, Economic Development, and Transportation

# Next Steps



Ongoing  
Public Engagement

<b>Now – January 2023</b>	Land Use, Econ. Dev. + Historic Resources
<b>January 2023</b>	Utilities/Community Facilities
<b>February 2023</b>	Environment/Resiliency
<b>March 2023 – May 2023</b>	Transportation + Healthy Neighborhoods
<b>May 2023 – June 2023</b>	Plan Affirmation (Draft Plan Presented)
<b>July 2023</b>	Planning Commission Public Hearing
<b>August 2023</b>	Board of Supervisors Public Hearing

# Potential Joint Meeting w/ Ashland

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- The Town of Ashland is currently working to update its comprehensive plan and expressed interest in joint collaboration through the update process.
- Staff is currently discussing with Administration the potential for this meeting.

Tentative Timing: Spring 2023

# Ways to Stay Up-to-Date

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Visit the Project Website:  
[envisionhanover.com](http://envisionhanover.com)

Sign-Up for Email List @ [envisionhanover.com](http://envisionhanover.com)

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**Questions?**

For more information,  
visit [envisionhanover.com](http://envisionhanover.com).