



**TOPICAL AREA OUTREACH: PART #1**  
**(LAND USE, ECONOMIC DEVELOPMENT, HISTORY + CULTURE)**  
**Overview + Summary of Feedback: January/February 2023**

**OVERVIEW**

The Comprehensive Plan addresses a variety of different topics. As part of the Envision Hanover planning process, preliminary recommendations related to Land Use, Economic Development, and History and Culture were presented to the public in January – February 2023, allowing stakeholders to provide feedback prior to compilation of a full draft plan.

Stakeholders could provide feedback in a variety of ways:

- Attend in-person meetings (where participants could listen to a presentation and then visit different stations addressing the different topical areas);
- Attend “Stop and Chat” events (where participants could ask the project team questions at informal office hours held at local libraries); and/or
- Participate in a webinar.

Documents presented at these meetings were posted on the Envision Hanover website for public review. Participants were encouraged to provide comments by March 1, 2023.

**Topical Area Outreach: Part #1**  
**(Land Use, Economic Development, History + Culture)**

<b>Date</b>	<b>Location</b>	<b>Event Type</b>	<b>Number of Participants</b>
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
<b>Total Event Attendees</b>			<b>220</b>
Average Attendance: In-Person Meetings			<b>27</b>
Average Attendance: Stop and Chat			<b>15</b>

These workshops were advertised in a variety of ways:

- Article in *Hanover Review* (Mailed County Newsletter)
- Contributed Reports/Articles in the *Mechanicsville Local*
- Posting on the Project Website
- Social Media Posts
- Mass Emails via Envision Hanover Contact List
- Articles in *Hanover Access News* (County Email Update)
- Presentations to the Community Participation Team and Board of Supervisors

Additionally, the project team had specific conversations and/or meetings with residents living in the following areas:

- Cobbs Road Area
- Pleasant Grove Road Area
- CoolWell
- Brown Grove

<p><b>In-Person Meeting: Atlee Library (January 23, 2023)</b></p>	<p><b>In-Person Meeting: Chickahominy Falls (January 30, 2023)</b></p>
	
<p><b>In-Person Meeting: Mechanicsville Library (February 2, 2023)</b></p>	<p><b>In-Person Meeting: Berea Baptist Church (February 9, 2023)</b></p>
	

## **FEEDBACK RECEIVED**

Participants provided verbal feedback to members of the project team at the in-person meetings, while others submitted written comments in a variety of different ways. Verbal comments received at each meeting are summarized below, as well as the written comments submitted through March 1, 2023.

### **Conceptual Feedback**

Below is a summary of comments received regarding different concepts and ideas related to history and culture, economic development, and land use. This feedback is from written comments submitted at the events, written comments submitted outside of the events, and through discussions members of the project team had with participants.

#### *History and Culture*

- There is interest in promoting heritage/cultural tourism more and integrating that concept into multiple related chapters (Economic Vitality, History and Culture, Land Use, etc.).

#### *Economic Vitality*

- There is some interest in providing workforce housing and different housing options that supports economic development (providing the right housing stock to meet the needs of the current workforce and those anticipated to work at new economic development projects).
- There is some concern regarding the proposed Economic Development Zone (EDZ) north of the Town of Ashland along I-95 (I-95/Old Ridge Road/Hickory Hill Road).
- There seems to be general support for revitalizing the Mechanicsville Village area (which is proposed to be designated as an EDZ: Renewal Area).

#### *Land Use*

- There is general support for the new *Suburban Transitional Residential* land use designation applied to the edge of the SSA. Several participants expressed interest in extending that designation farther west along Ashland Road between Hylas and U.S. Route 33 (in the draft maps presented that area was generally shown as *Suburban Neighborhood Residential*, a change from the 2017/2018 plan that designated that area as *Suburban High*).
- Some participants expressed concern regarding higher-density residential development (particularly multi-family residential), with some expressing specific concerns with projects proposed or under construction within the Mechanicsville area.
- One participant expressed concern about how the recommended residential densities will be described and calculated.
- Some participants indicated that they do not want the SSA expanded (Note: Draft maps did not show an expansion or change to the SSA boundaries, but some landowners submitted requests to expand the SSA in certain areas).

- There seems to be general support for enhanced thoroughfare buffers, particularly for new development located along designated scenic roads.
- There was interest in providing landscaping within the median of U.S. Route 360 to improve the aesthetics of that corridor.
- Participants expressed interest in improving walkability within the Suburban Service Area (SSA):
  - Some mentioned improving walkability within already-developed areas along the U.S. Route 1 corridor south of Ashland and within Mechanicsville Village.
  - One participant requested that shared-use paths be provided to connect battlefield sites within the Cold Harbor area, providing opportunities for active living and heritage tourism.
- There is significant interest in providing more amenitized parks within the Suburban Service Area (SSA). While some participants requested more athletic fields, others wanted smaller-scale passive parks within or near existing neighborhoods (such as within Mechanicsville Village).
- There is interest in mapping *conserved areas* (conservation easements, parkland, etc.).

#### **Comments on Specific Areas/Recommended Changes on General Land Use Plan**

The project team prepared preliminary changes to the General Land Use Plan, which were presented at in-person meetings and posted online for public review. Preliminary changes were organized by magisterial district and noted on the preliminary General Land Use Plan map. A master list described the location of each proposed change, how the area is designated in the 2017/2018 Comprehensive Plan, what the recommended land use designation is, and the rationale for the proposed change. Participants were asked to rank their level of support for the change and provide comments. In addition, participants could also comment on requests submitted by landowners to change the land use designation applied to their properties.

Participants submitted approximately 86 comments on specific changes recommended for the General Land Use Plan. Some identified other areas on the General Land Use Plan (outside of staff-recommended changes) that they felt should be revised. Of the 86 comments submitted, 59 expressed support for the preliminary staff changes, with the remaining 27 being neutral or expressing opposition to the preliminary staff recommendations. In most instances, those that expressed opposition requested a lower-intensity land use designation than what staff recommended for the area. A significant number of comments were submitted by the Coalition for Hanover's Future, which submitted written comments signed by ten of its members.

These comments will be analyzed and staff may recommend additional changes to the General Land Use Plan, with potential changes introduced at the next round of public engagement.