



Section 7 Economic Development

Purpose

The Economic Development component of Hanover County's Comprehensive Plan is intended to support Economic Development policy and enable the County and its business community to attract and generate new business, while facilitating retention and expansion of our existing businesses and industries, resulting in a vibrant and diverse local economy. By ensuring that designated land uses are supportive of, and consistent with, goals and objectives of the County's economic development strategies, the County hopes to provide an expanding tax base and employment opportunities for Hanover citizens, while improving the overall standard of living. In order to ensure that these purposes are fulfilled, the County's economic performance should be continually monitored so that adjustments can be made as appropriate.

In 2000, the Hanover County Board of Supervisors adopted the **Economic Development Strategic Plan** (<http://www.hanovervirginia.com/data-downloads/reports/>) for Hanover County (with updates in both 2002 and 2009). Key themes emerging from these plans include the following:

- The County should encourage the retention and expansion of its existing businesses
- The County should further diversify its economic base
- The County should encourage development of sufficient industrial/office parks available for both new and existing businesses
- The County should ensure timely approvals from appropriate permitting authorities to meet project deadlines for both new and existing businesses
- The County should maintain quality development standards without being overly burdensome to existing businesses

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The County should maintain its policy for providing competitive business incentives. An important component of the Board's Economic Development Strategy was the creation of **Economic Development Zones**. The purpose of the EDZs are to support new and expanding business, industrial, office and multi-use projects by ensuring appropriate land use designations are in place, facilitating priority consideration for development of infrastructure, and provide fast-track permitting.

By developing sites with appropriate infrastructure, land use designations that encourage and support economic development investment, and favorable permitting processes, Hanover County can maintain its competitiveness with surrounding localities. Doing so often involves providing adequate utility capacity and improving roads leading to development sites, as well as the infrastructure required therein.

It is necessary to evaluate the existing Economic Development Zones with the periodic Comprehensive Plan updates, and likewise consider if there is economic development benefit to considering new EDZs. The 2007 update identified six EDZs. The 2012 update designates seven such zones. The Sliding Hill EDZ identified in the 2007 update has been divided into two separate Economic Development Zones. The 2012 Sliding Hill EDZ is located generally northeast of the airport, along portions of Sliding Hill and Ashcake Roads, and includes a significant contiguous expanse of undeveloped Limited Industrial designated property. The newly designated Atlee-Elmont Interchange EDZ lies generally west of the Hanover Air Park and extends westward to U.S. Route 1 along Sliding Hill Road. This area includes some Business - Industrial land use designation, which allows for more flexibility in how the area immediately east of the Interstate 95 interchange may be developed. The primary reasons for differentiating these two Economic Development Zones include the different characteristics of undeveloped property and different infrastructure needs between the two areas.

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The Chamberlayne Road and Old Ridge Road EDZs identified in 2007 have been eliminated. It was determined that the Chamberlayne Road EDZ had achieved the desired benefits and the Old Ridge EDZ lacked sufficient infrastructure and it is unlikely the County will have necessary resources to provide the required infrastructure for that EDZ in the foreseeable future. The Mountain Road (U.S. Route 33) area of the County and a significant land area to the west have new infrastructure in place, or under construction, which was not the case in 2007. This area presents opportunities for significant economic development interest. Therefore the 2012 update adds the Mountain Road Corridor and Hylas area as new Economic Development Zones. The vastness of the area and the variety and mix of land uses, which are evident when viewing the maps, necessitates that this region be broken into two distinct Economic Development Zones. The Mountain Road Corridor contains opportunities for traditional commercial development along U.S. Route 33. The Hylas EDZ will rely upon a yet largely undeveloped road and utility network. This area also presents opportunities for a blend of complimentary land uses that can best take advantage of future road infrastructure and create compatible economic-development-desirable transitional uses to development in adjoining Henrico County.



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The 2012 Comprehensive Plan designated EDZs are listed below.

Economic Development Zones	Interstate
Lewistown Road	95
Sliding Hill Road	95
Atlee-Elmont Interchange	95
Pole Green Corridor	295
Creighton Road	295
Mountain Road Corridor	295
Hylas	295

Goals

In keeping with the adopted Economic Development Strategic Plan, the four goals are:

- < Expansion of the tax base
- < Economic stability
- < Job retention
- < Job creation

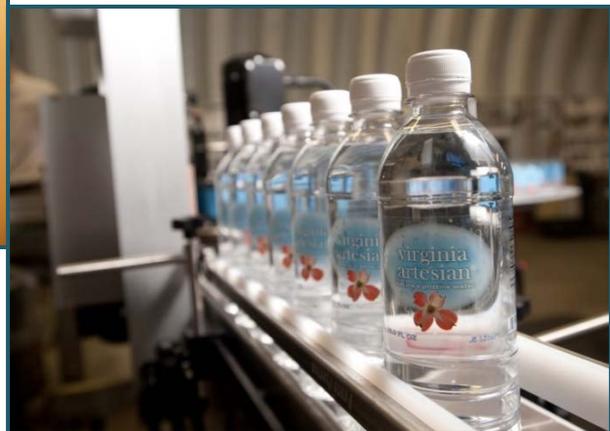
Objectives

From these goals, major objectives shall include:

- < Encourage the retention and expansion of existing businesses
- < Encourage development of sufficient industrial/office parks available to business prospects
- < Maintain quality development standards without being overly burdensome to businesses
- < Create opportunities for new businesses to locate and for existing businesses to expand within the County

Objectives, Cont'd.

- < Encourage the retention and expansion of existing businesses
- < Encourage development of sufficient industrial/office parks available to business prospects
- < Maintain quality development standards without being overly burdensome to businesses
- < Create opportunities for new businesses to locate and for existing businesses to expand within the County
- < Protect areas appropriate for agricultural and forestal pursuits
- < Identify sites of historic and tourism significance on Comprehensive Plan Maps
- < Create land use policies that maximize the designation of areas around the interstate highway interchanges for business development
- < Ensure sufficient infrastructure (transportation and utilities) to support commercial and industrial development in designated areas
- < Encourage private business investment which will benefit all Hanover citizens by:
 - expanding the existing tax base
 - retaining and creating employment opportunities
 - increasing and expanding employment opportunities for the County's workforce with a goal of full employment



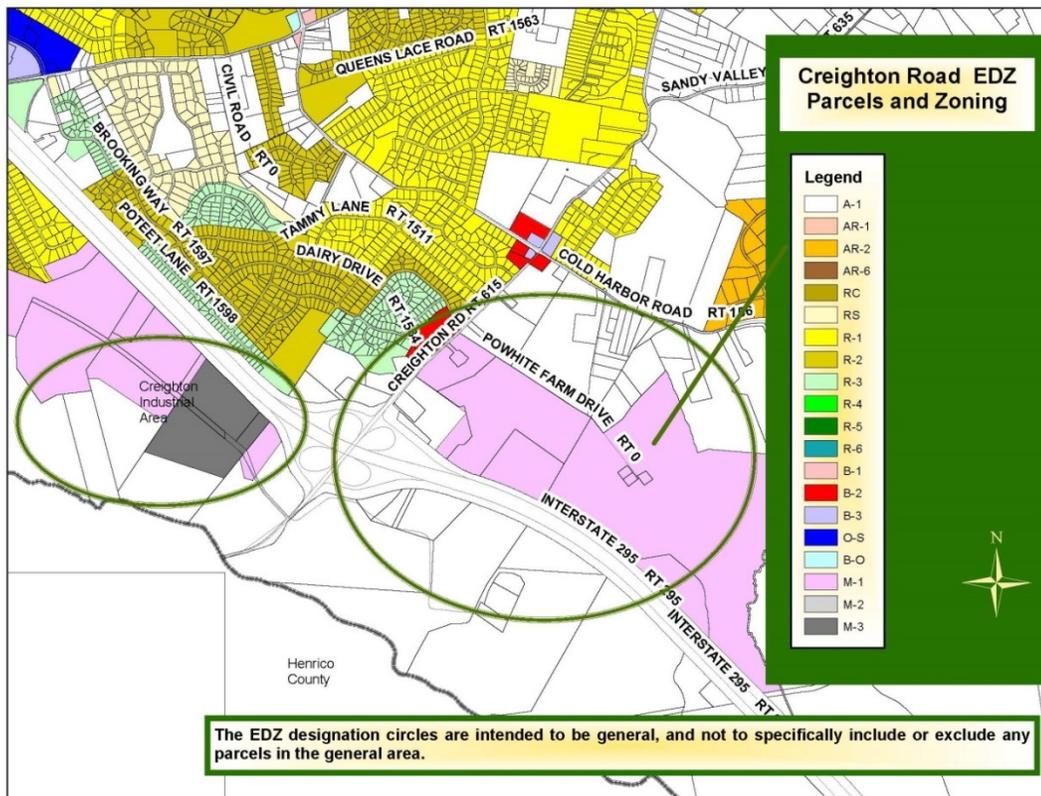
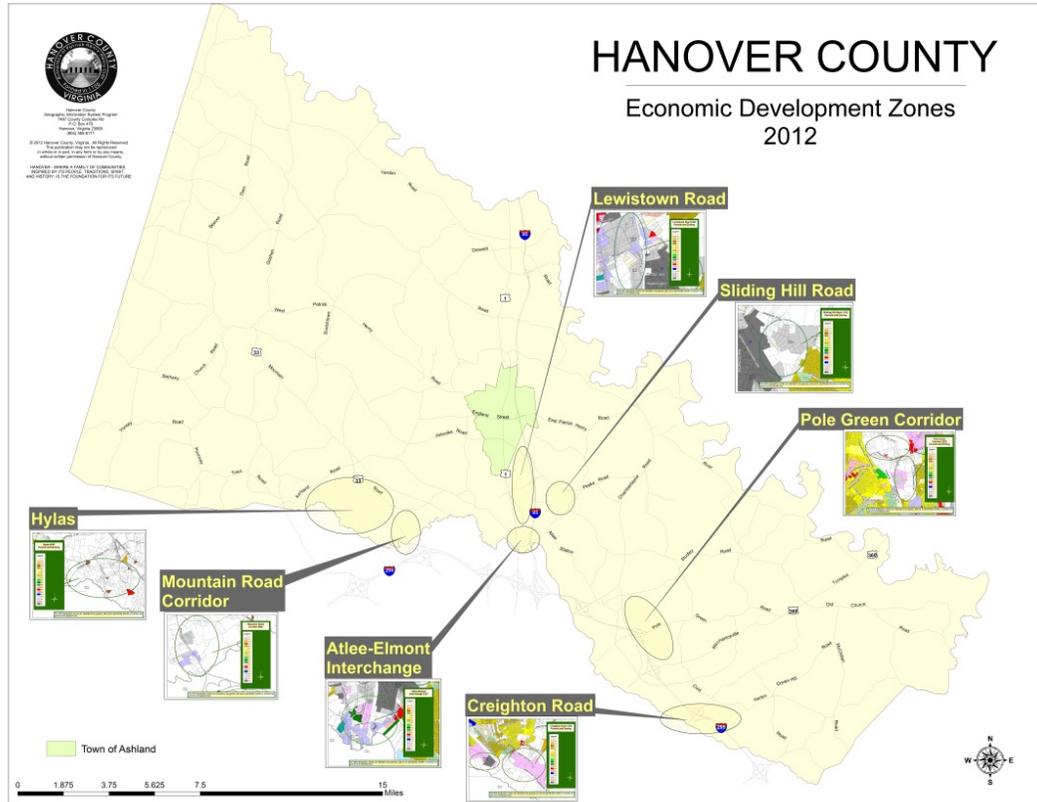


Strategies

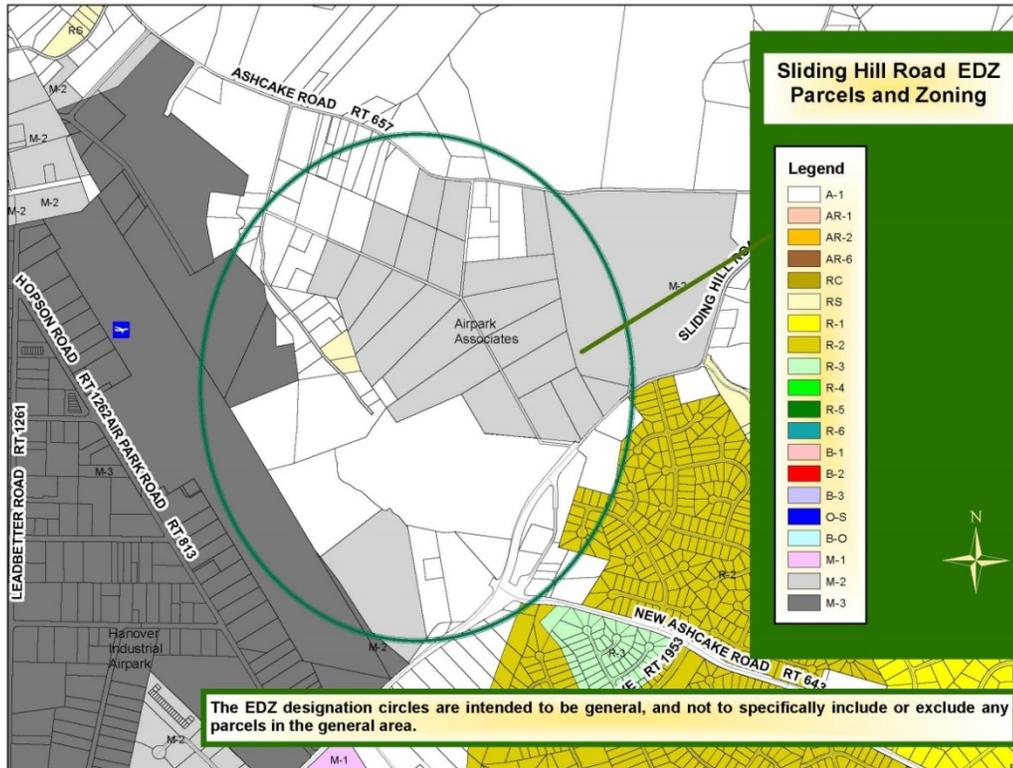
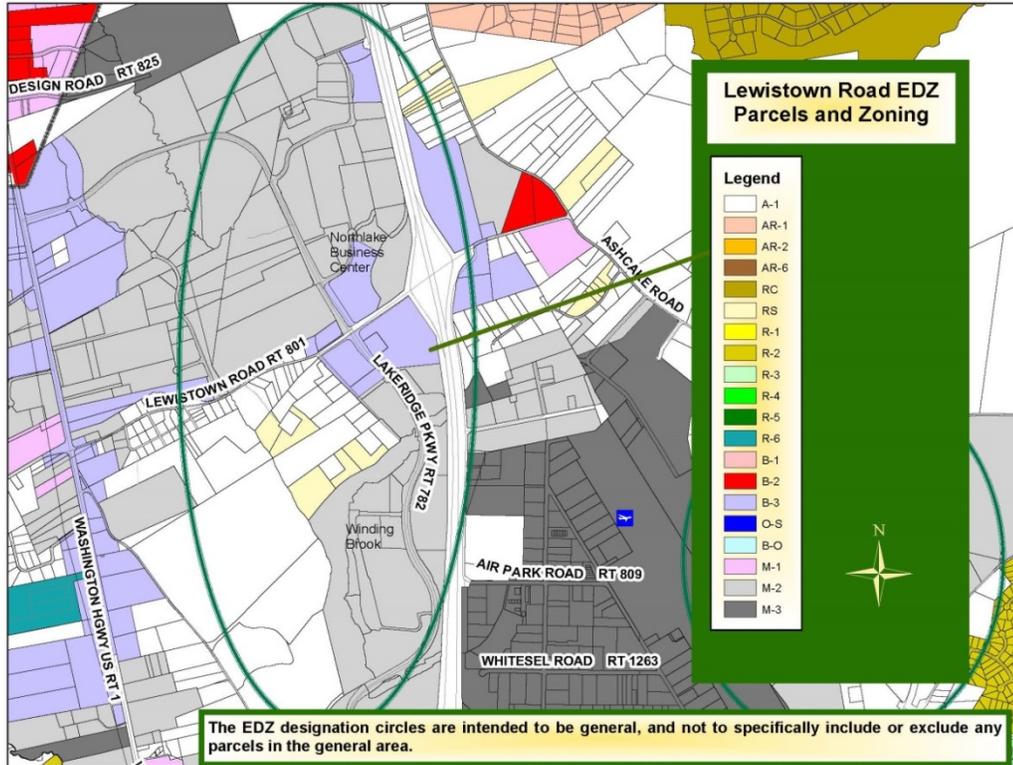
- < Update existing Economic Development Zones in the Economic Development Strategic Plan to ensure an adequate mix of land use and infrastructure is available
- < Designate a portion of the U.S. 33 corridor for Economic Development Zone in the Economic Development Strategic Plan (Mountain Road Corridor EDZ)
- < Designate a portion of the Hylas area for Economic Development Zone in the Economic Development Strategic Plan (Hylas EDZ)
- < The use of the MX district may be considered within the Lewistown Road EDZ due to its proximity to existing and planned retail development, transportation corridors, and existing residential neighborhoods
- < County ordinances and regulations should be reviewed to ensure regulations and standards are supportive of EDZs



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