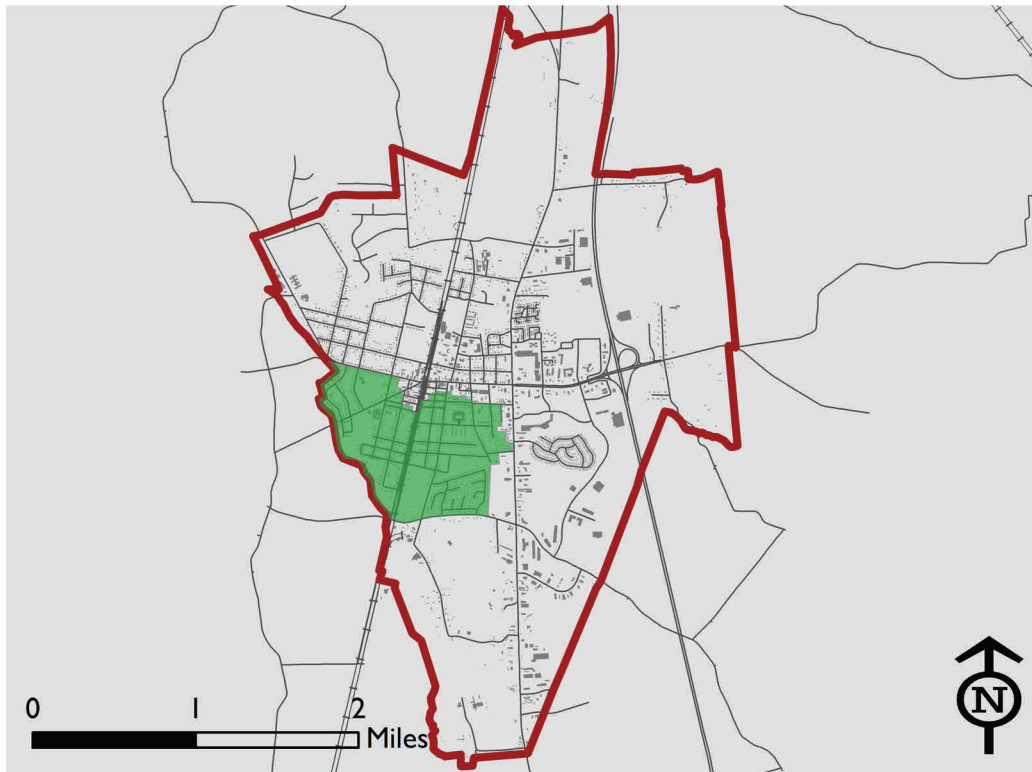


Area #3: SW Neighborhoods



Existing Conditions

- 6,100 daily vehicles on Ashcake Road with new/planned development in Hanover
- Diverse, yet aging, housing stock
- Walkable neighborhoods connecting to trails and downtown
- Aging Town Pool in need of renovation
- Historic housing stock
- Ashland housing owner (55%) and renter (45%)
- Established area experiencing some infill development
- National Bike Routes 76 and 1 combine along railroad
- Median home value owner-occupied (\$189,400) and median gross rent (\$941/month)

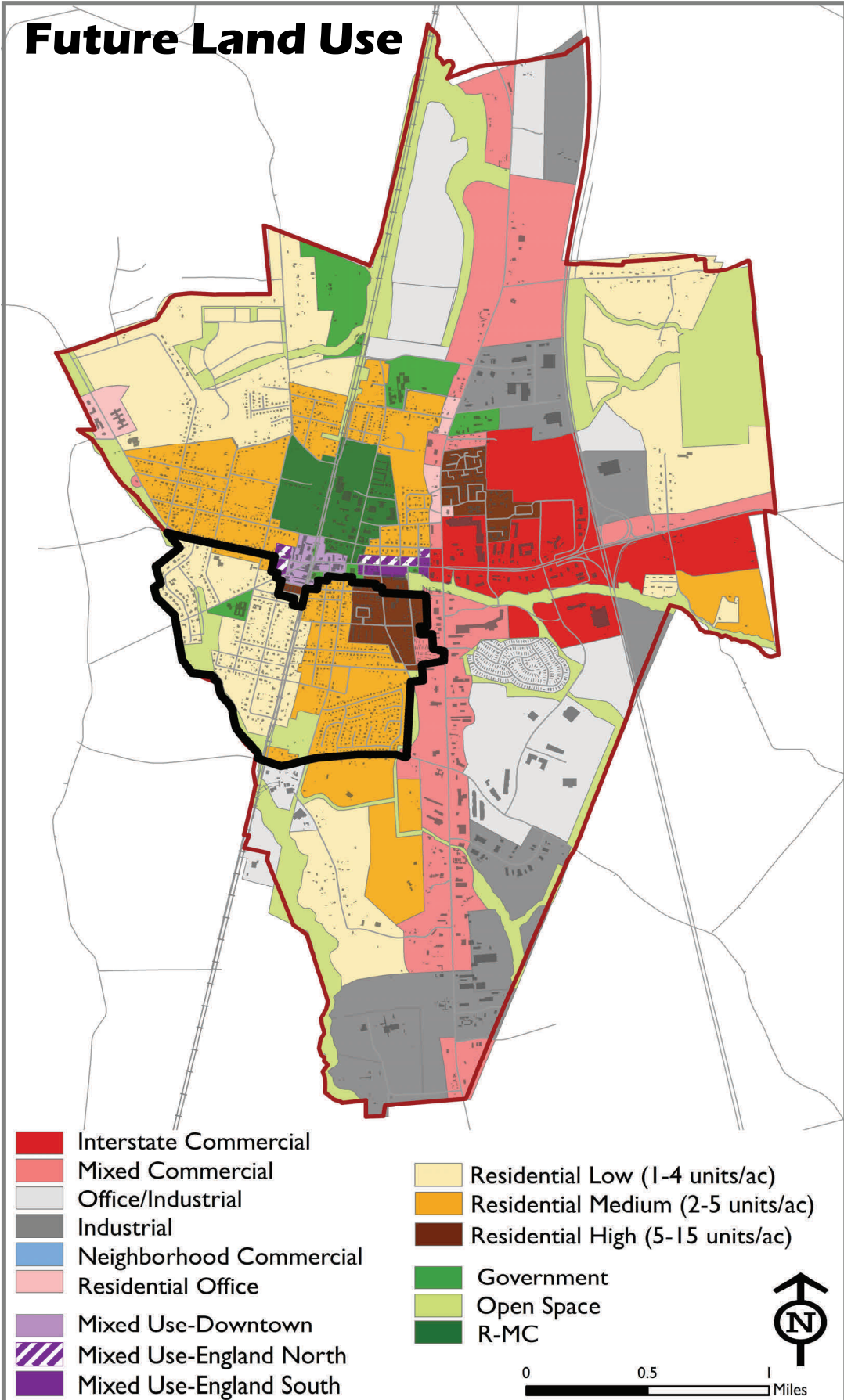
Goals & Policies

- High quality construction that compliments and furthers traditional neighborhood design (TND)
- Neighborhood composition
 - Varied housing types, lots, and price points so that all ages and incomes live in a diverse neighborhood
 - Sustainable building materials and practices
 - Housing setbacks varied from street
 - Attract higher-income housing to balance market
- Housing design
 - Design Guidelines for building construction
 - 4-sided architecture with consistent materials
 - side or rear loading garages
 - Large front porches, prominent front door, high % windows, dormers, and consistent features
 - Age-in-place or new
- Transportation
 - Grid pattern, blocks generally 400'-500' x 300'-500'
 - No cul-de-sacs
 - Adequate sidewalks, crosswalks, lighting

Goals & Policies, continued

- Environment
 - Preserve existing wetlands
 - Quality design of stormwater features (LID)
 - Provide necessary park and recreation features
 - Open space design to accessible and an amenity
- Single Family Low Density (1-4 units/acre) and Medium Density (2-5 units/acre) similar design principals
- Infill housing with Architectural Review Board (ARB)
- Sustainable growth network
 - Housing cost to transportation, business, and open space
 - Safe and healthy living space
 - Environmental friendly buildings
 - Mixed income neighborhoods
- Increase homeownership, look into programs
- Revitalize aging housing through incentives (CDBG, Project HOMES) and enforcement (blight abatement teams)
- Schools are neighborhood centers; preserve and enhance
- Further connections with National Bike Routes and East Coast Greenway

Future Land Use



Area #3: SW Neighborhoods

Implementation Chart

| Type | Description | 2011 | 2012 | 2013 | 2014 | 2015 |
|------|--|------|------|------|------|------|
| MSR | Maintain neighborhood-based schools within Town boundaries. | | | | | |
| PLAN | Plan for development around the following key intersections: Route 54: Hill Carter Parkway and Mount Hermon/Frances Road. | | | | | |
| PLAN | Update Bike and Pedestrian Plan - Improve pedestrian mobility and create bike lanes | | | | | |
| PROG | Update the Sidewalk Improvement Plan annually. | | | | | |
| ZO | Update Zoning - Landscaping - Include elements of distinct tree-lined streets and public parks, and note the differing needs for differing trees in each specific location. | | | | | |
| ZO | Update Zoning - Lighting - Review and consider the IDA-IES model Lighting Ordinance for possible inclusion into the Town Code. Pedestrian lighting standards. | | | | | |
| DGH | Update the DGH to encourage a larger amount of the region's middle and upper income housing; preserve wide range of housing; encourage new middle and upper income housing development | | | | | |
| ZO | Update Zoning - Address standards for residential infill and new development including materials, windows, roof materials and pitch, setback, accessory structure placement, street design, C&G, sidewalks | | | | | |
| ZO | Update zoning in residential areas to encourage the creation of senior housing in close proximity to basic services such as churches, cultural sites, medical facilities, and convenient shopping. | | | | | |
| ZO | Zoning update - Ordinances are in place to ensure the proper maintenance occurs in both single- and multi-family homes; coordinate with Hanover. | | | | | |
| PLAN | Conduct study as preparation for Transportation Plan 2020 update for Vaughan Road Extended | | | | | |
| PLAN | Develop a Hanover County - Town of Ashland Small Area Plan for the newly-established Suburban Service Area immediately surrounding the Town. | | | | | |
| PLAN | Develop a plan for other uses of the property located at 506 Myrtle Street. Possibility as a community garden site. | | | | | |
| MSR | Acquire portion of the Holland tract on the north side of Archie Cannon Drive between Henry Street and North Washington Highway for a future government use. | | | | | |
| PLAN | Develop a connected trail system plan with Hanover County and other regional partners, including the East Coast Greenway Organization. | | | | | |
| ZO | Update Zoning - Establish a local historic overlay district and create an architectural advisory board. | | | | | |
| PROG | Develop a procedure to ensure the location, character, and extent of all proposed community facilities are in substantial accord with the Comprehensive Plan | | | | | |
| PROG | Develop a cash proffer policy for the acceptance of cash proffers, relative to parks, transportation improvements, and other projects listed in the CIP | | | | | |
| ZO | Update Zoning - Review standards for septic tanks and well-water systems and water quality. | | | | | |
| PROG | Develop program to support the provision of housing opportunities for physically and mentally challenged persons. Possibly partner with regional non-profits specializing in these types of housing. | | | | | |
| PLAN | Develop a home ownership study to identify programs being utilized by other localities in Virginia that could address the balance of owner occupied to rental housing. | | | | | |
| PROG | Develop a program to increase home ownership. Possible partners: Non-profit agency to finance and market a program to key employees groups (teachers, police officers and firefighters) | | | | | |
| PLAN | Develop a neighborhood revitalization plan as a method to preserve, maintain and improve the existing housing stock. | | | | | |
| PROG | Develop and manage an energy efficiency education program offering mini-energy audits in residential homes. | | | | | |
| PROG | Reinstate Blight Abatement Team. Task force: Planning, Zoning, Building Department, Police, Fire, and citizens | | | | | |
| PLAN | Conduct study as preparation for Transportation Plan 2020 update for Maple Street Extended | | | | | |
| PLAN | Create a detailed thoroughfare plan with Hanover County to ensure that appropriate connections occur across the Town boundaries. | | | | | |
| MSR | Install new rail crossing signals and double guards (arms) on all rail crossings within the Town boundaries. | | | | | |
| PLAN | Update P&R Plan - Prioritize the completion of the trail connection between DeJarnette and Stony Run Trail | | | | | |

