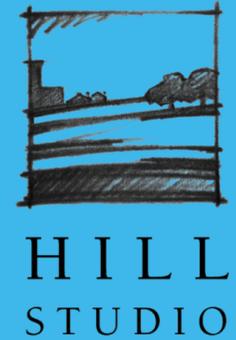
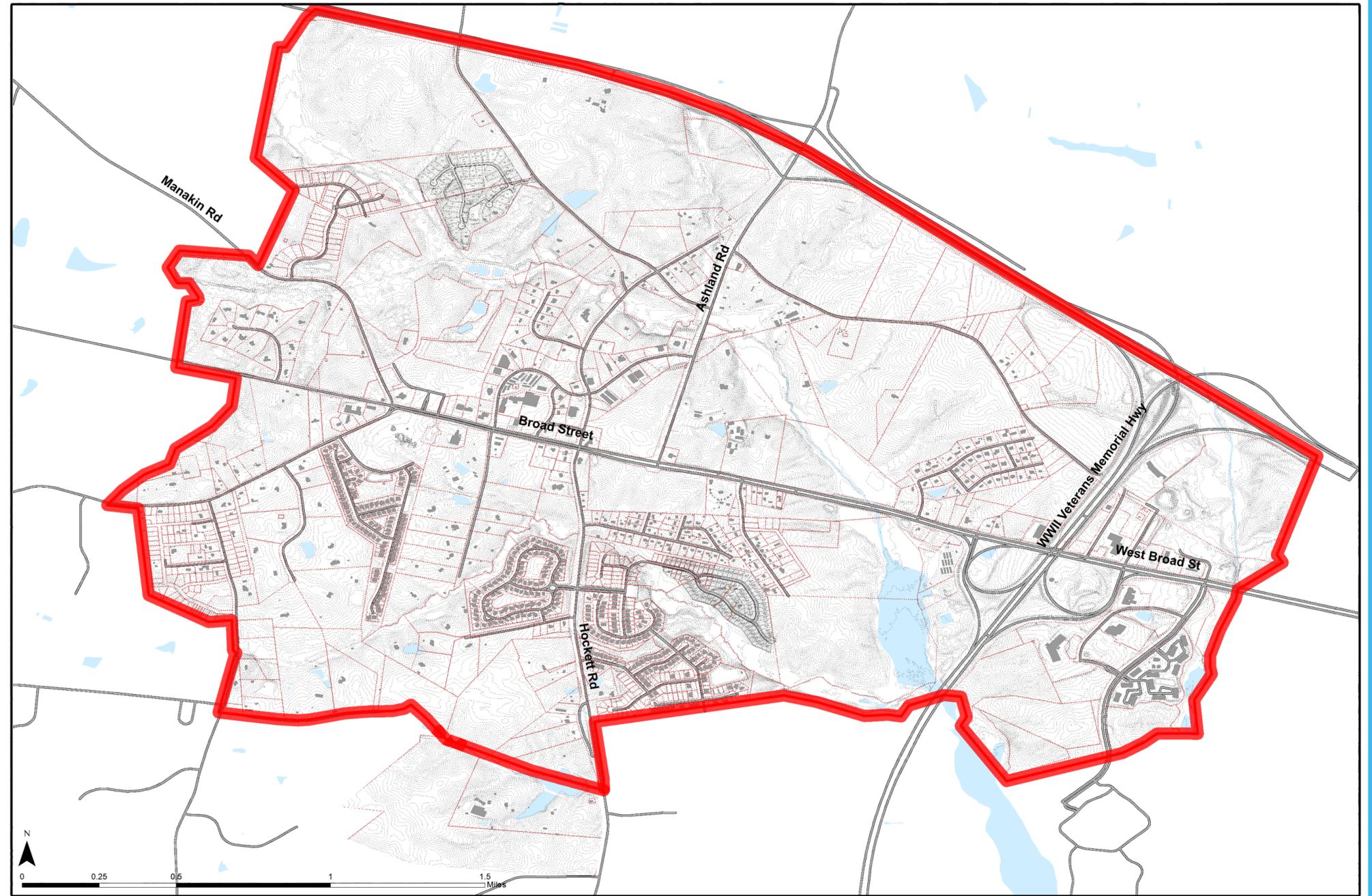


Centerville Village

Goochland County, VA

July 14, 2022





Introduction

Village Boundary

Tonight's Agenda

- **Meet The Design Team**
- **Public Engagement Report**
- **Economics Report**
- **Branding**
- **Visual and Spatial Character**
- **Breakout for Public Discussion**

Where We Are - a 9-month Process

- **Introductory Meetings**
- **Roundtables, Community Survey**
- **Existing Conditions, Economics, Draft Planning Alternatives**
- **Midway Meeting**
- **Revised Alternatives and Draft Plan, Brand Development**
- **Presentation Series**
- **Final Plan Recommendations**

A large, solid blue diagonal shape that starts from the top right and extends towards the bottom left, creating a split background of white and blue.

Public Engagement Report

190 Total
Responses

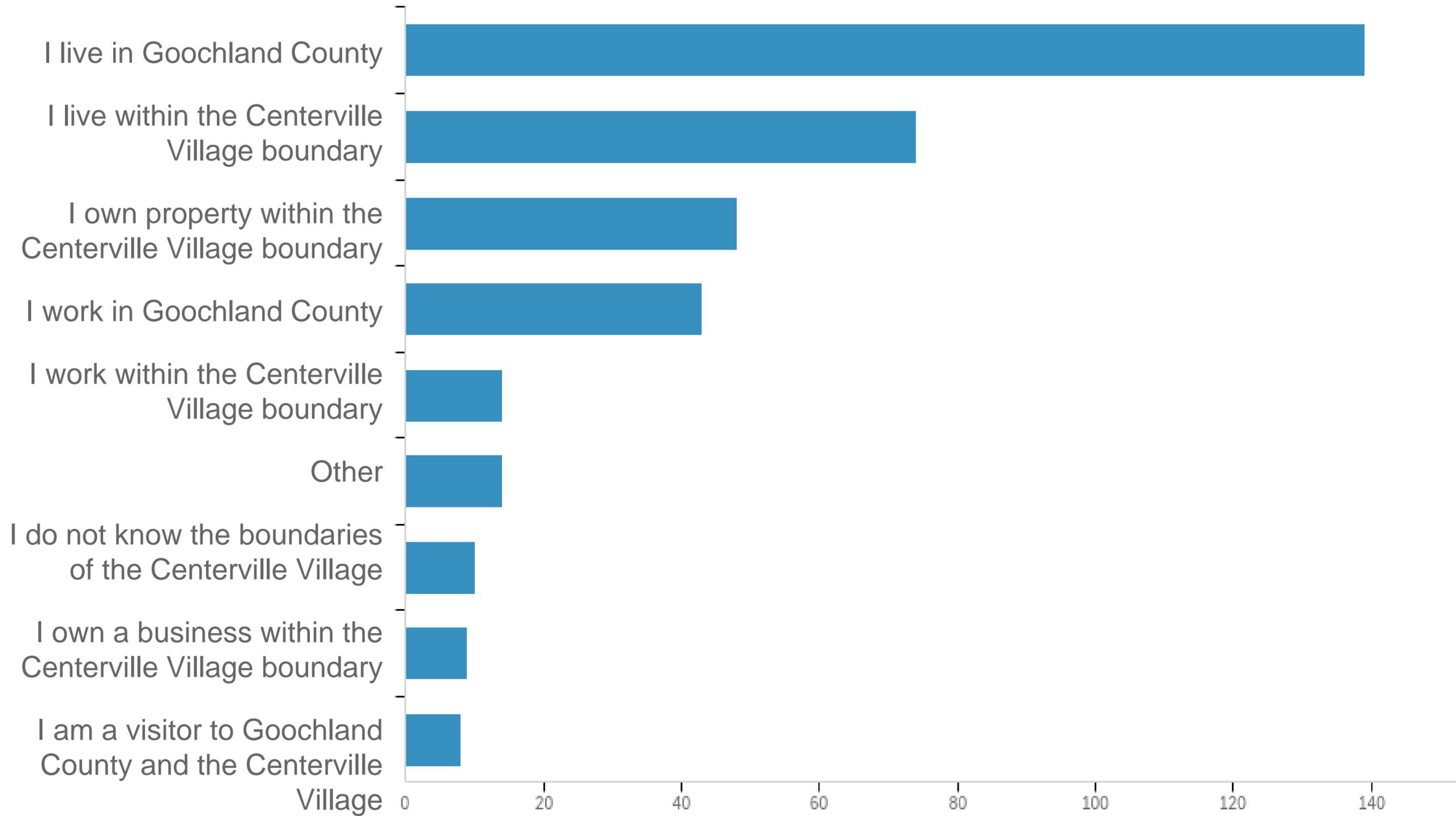
PLAN 
GOOCHLAND
**CENTERVILLE
VILLAGE**

*TAKE OUR
SURVEY,
WE WANT
YOUR INPUT!*

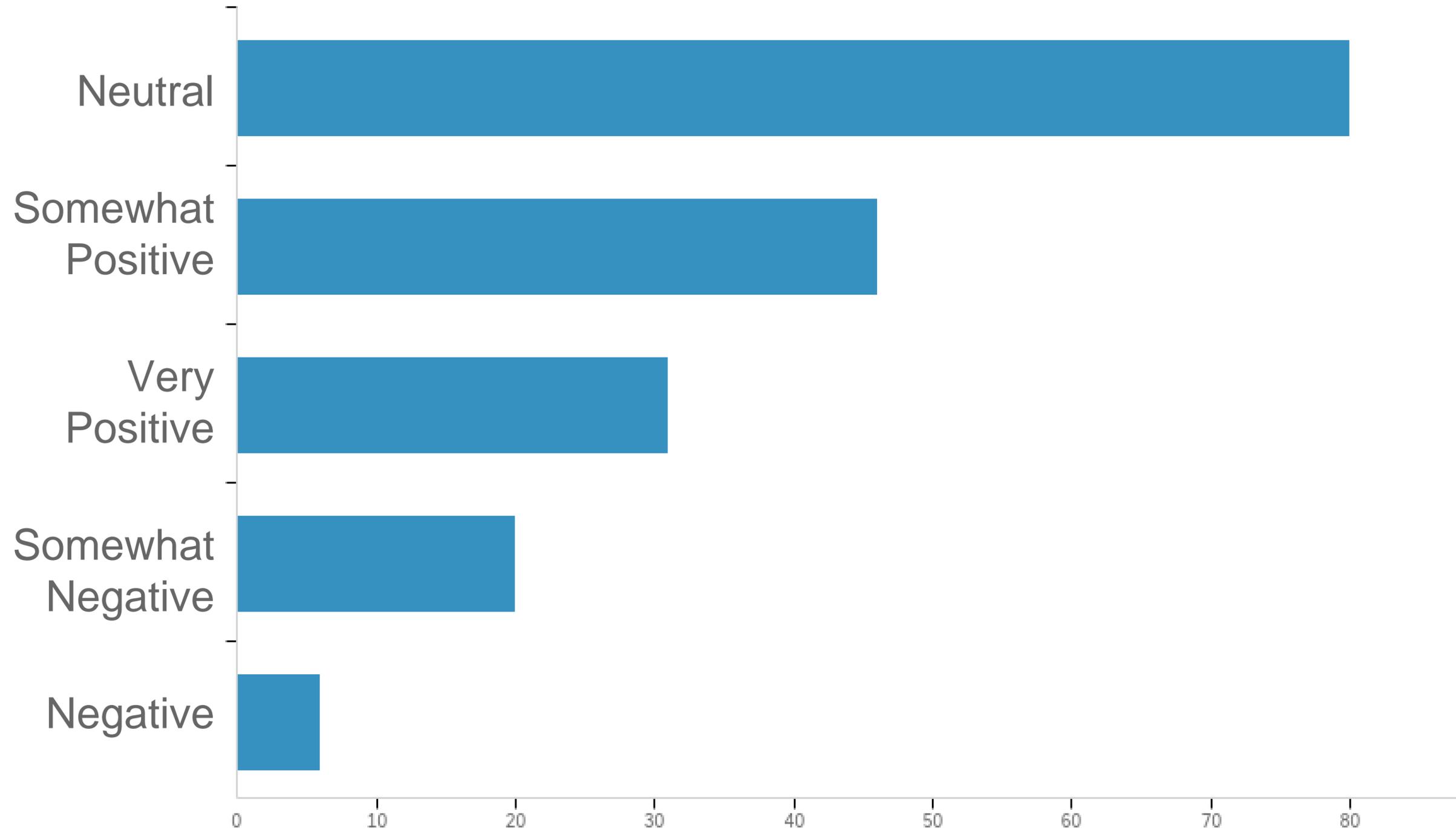


Visit www.goochlandva.us/VillagePlans2022
or facebook.com/GoochlandCountyVA
to keep up with events

Mark all below that describe you.



How positive of an image do you think people in the region (adjacent counties, Richmond, etc.) have about Centerville Village?



Please give three words or phrases that you feel best describe the desirable character and personality of Centerville Village



What are the 3 biggest strengths or assets of Centerville Village?



What specific places (destinations, businesses, etc.) within Centerville Village would you recommend to a person visiting the community for the first time?

- *Restaurants*
- *Farmers Market*
- *Sycamore Creek Golf Course*
- *Drive Shack*
- *Bogeys Sports Park*

What should be the focus of a strong identity for Centerville Village?

- *Promoting local business*
- *Positioning the Village as a place to operate a business*
- *Promoting community events and activities*

Top rated new land uses in Centerville Village

- *Mixed Use*
- *Public*
- *Recreational*

Top rated aspects of quality of life in Centerville Village

- *Centerville as a place to live*
- *Overall local economy*
- *Centerville as a place to raise a family and have children*

Top rated aspects of the built environment in Centerville Village

- *Electricity infrastructure*
- *Quality of residential development*
- *Public sewer and water infrastructure*

Top rated aspects of the economic environment in Centerville Village

- *Quality of businesses and services*
- *Dining/Shopping options*
- *Attractiveness to visitors*

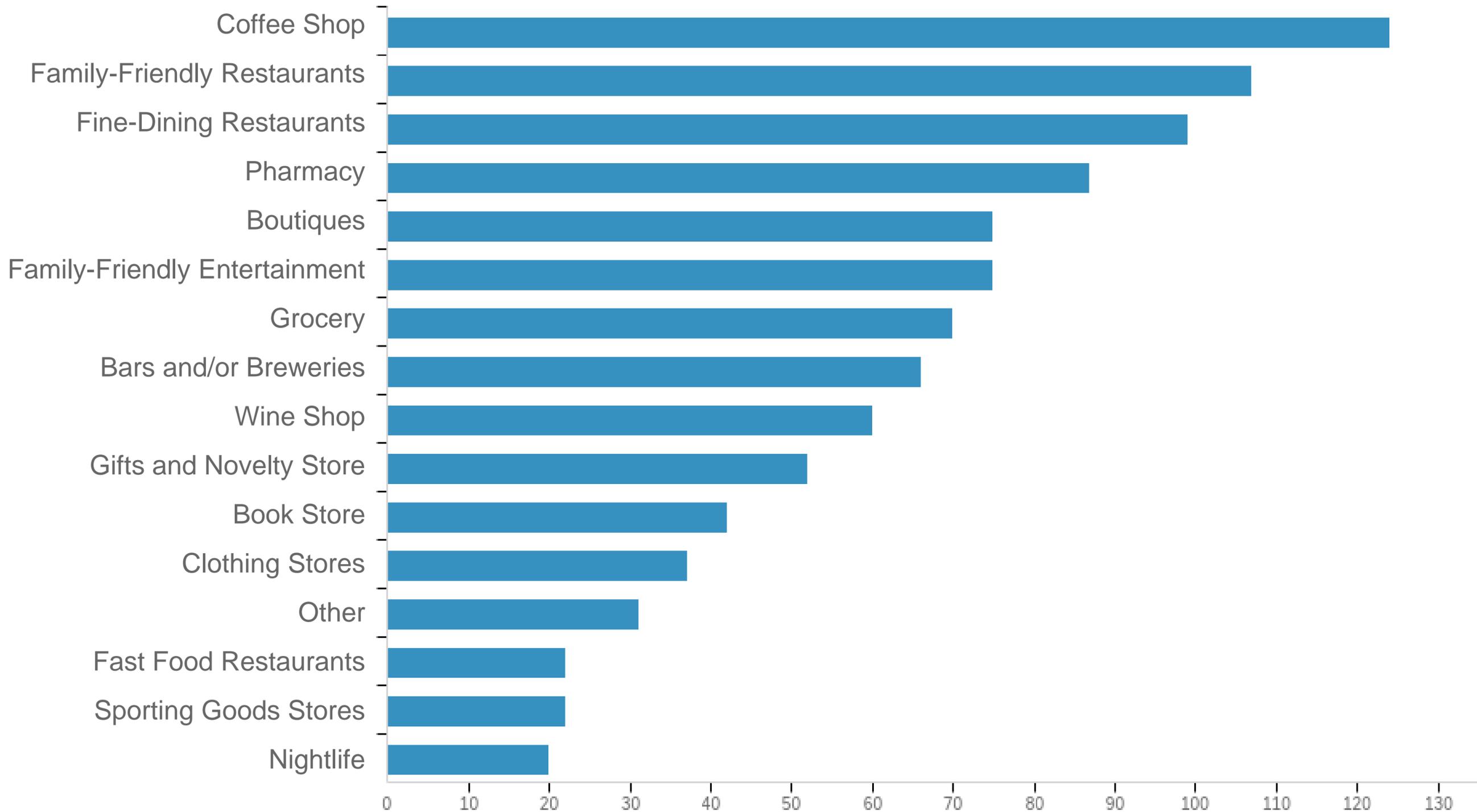
If more housing were to be developed in Centerville Village, what types are desired

- *Mixed Use development with residential, retail, and office uses*
- *Single family homes*
- *Townhomes*

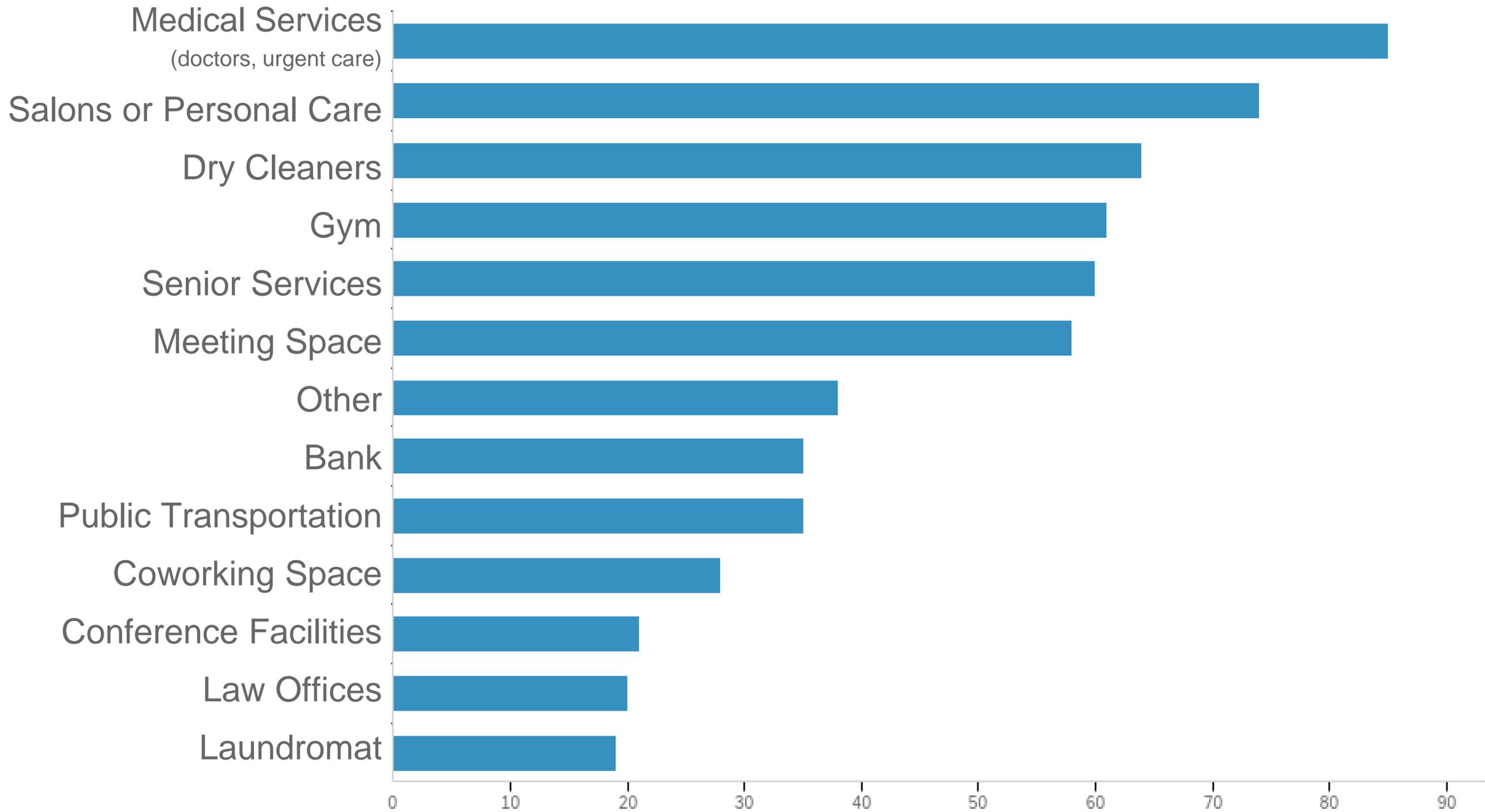
Top rated aspects for new design in Centerville Village

- *Building height/size*
- *Setbacks from roadway*
- *Streetscape plantings and landscaping beautification*

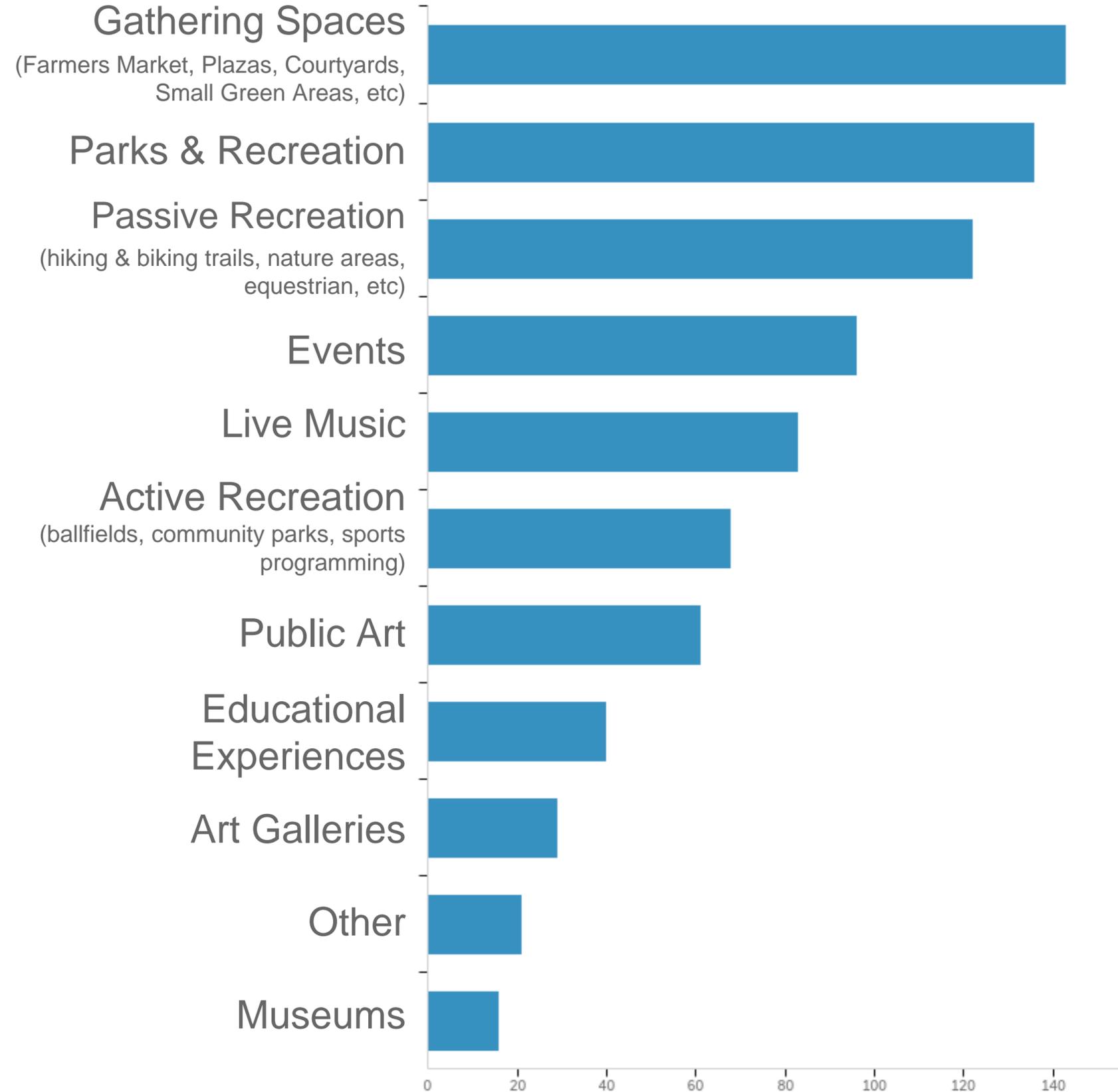
What types of retail and restaurant businesses are most needed in Centerville Village? (Check all that apply)



What types of services are needed in Centerville Village? (Check all that apply)



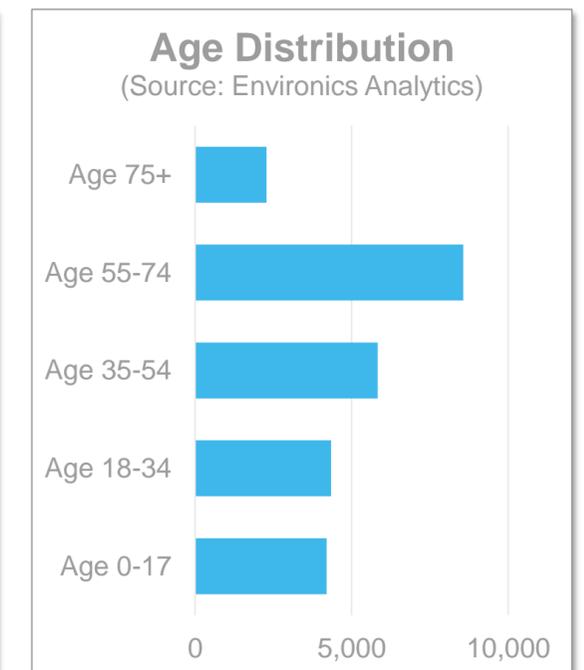
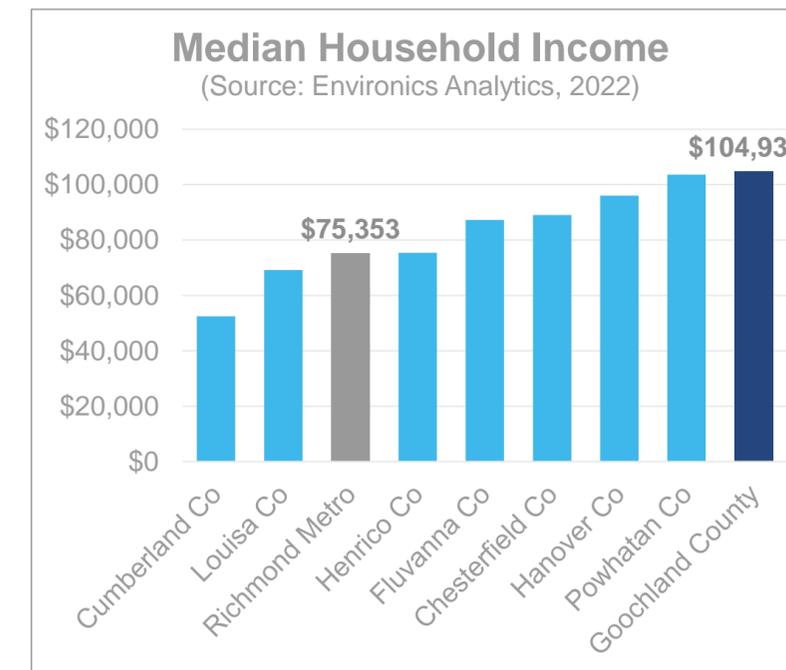
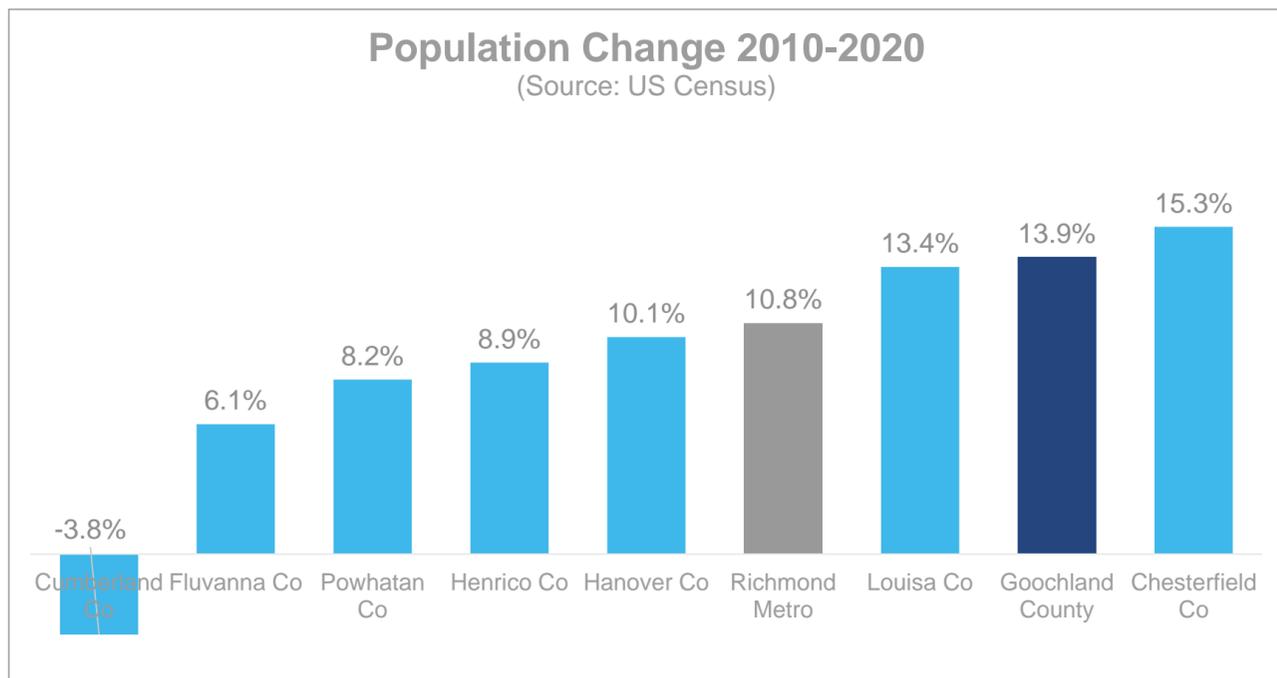
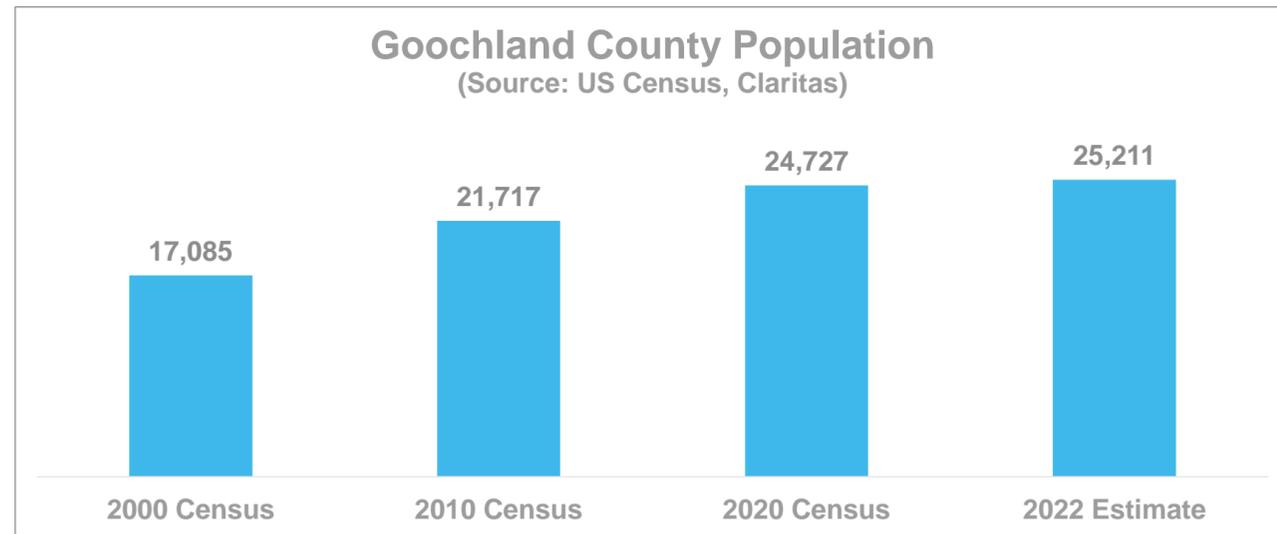
What types of public spaces, activities, and cultural components are needed in Centerville Village? (Check all that apply)



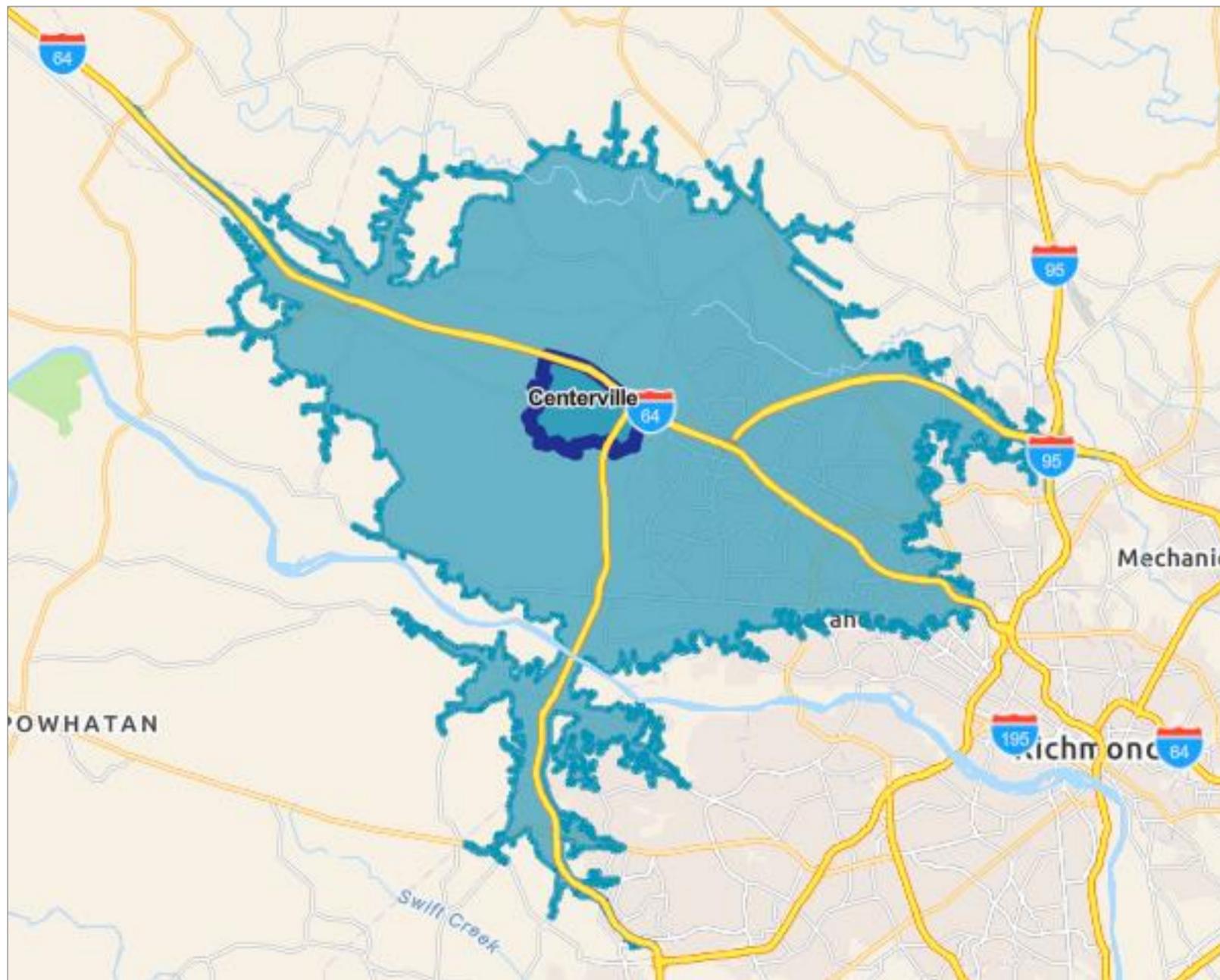
A large, solid blue diagonal shape that starts from the top right and extends towards the bottom left, creating a split background of white and blue.

Market Report

Demographics



Centerville Village Market Area



Centerville Village Study Area (Dark Blue Border) & 15-Minute Drivetime Area (Shaded Blue)

Centerville Village Study Area

2,047



2022
POPULATION

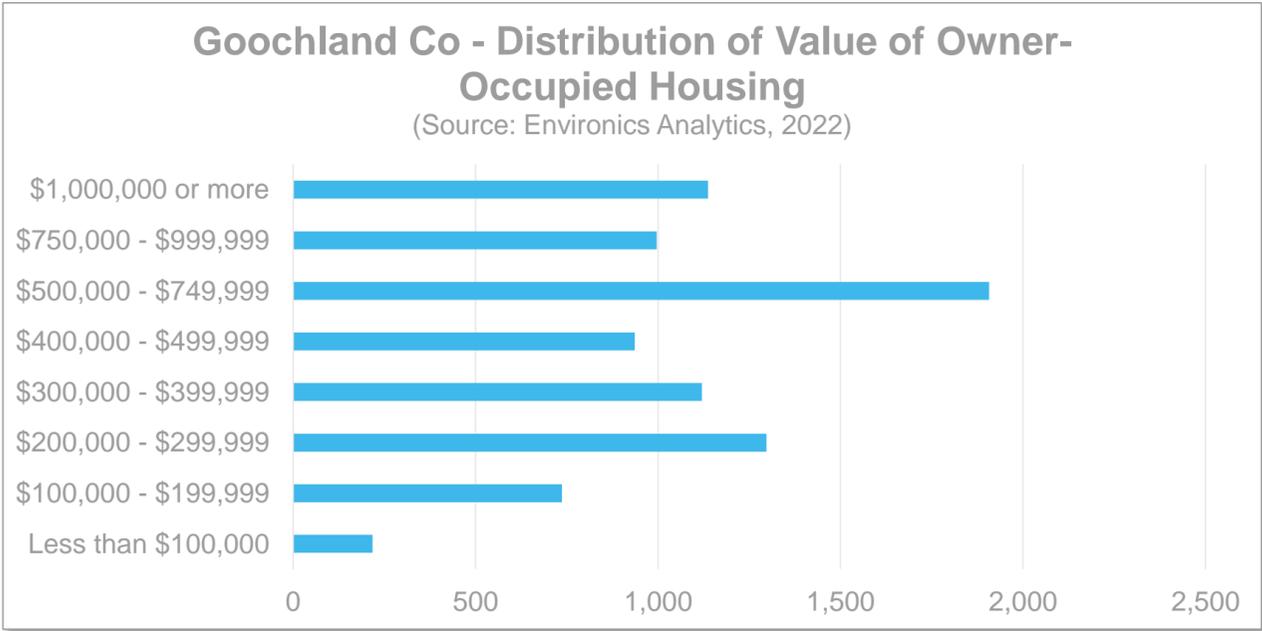
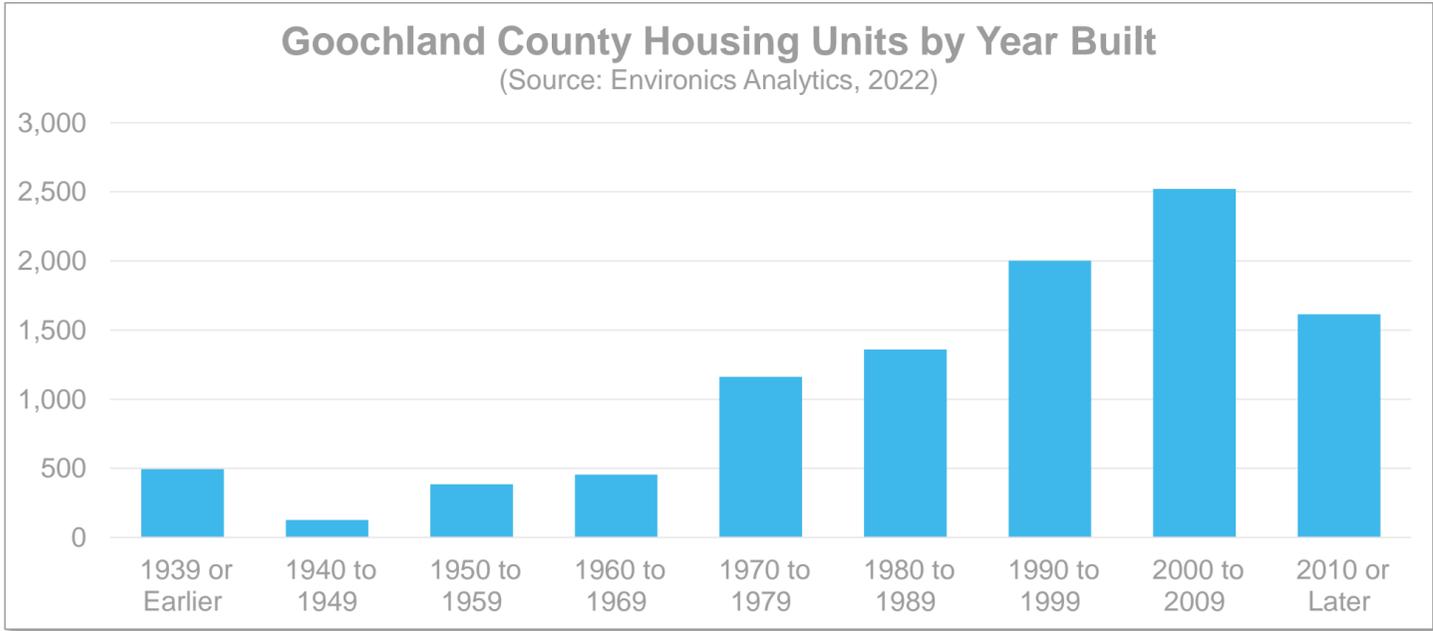
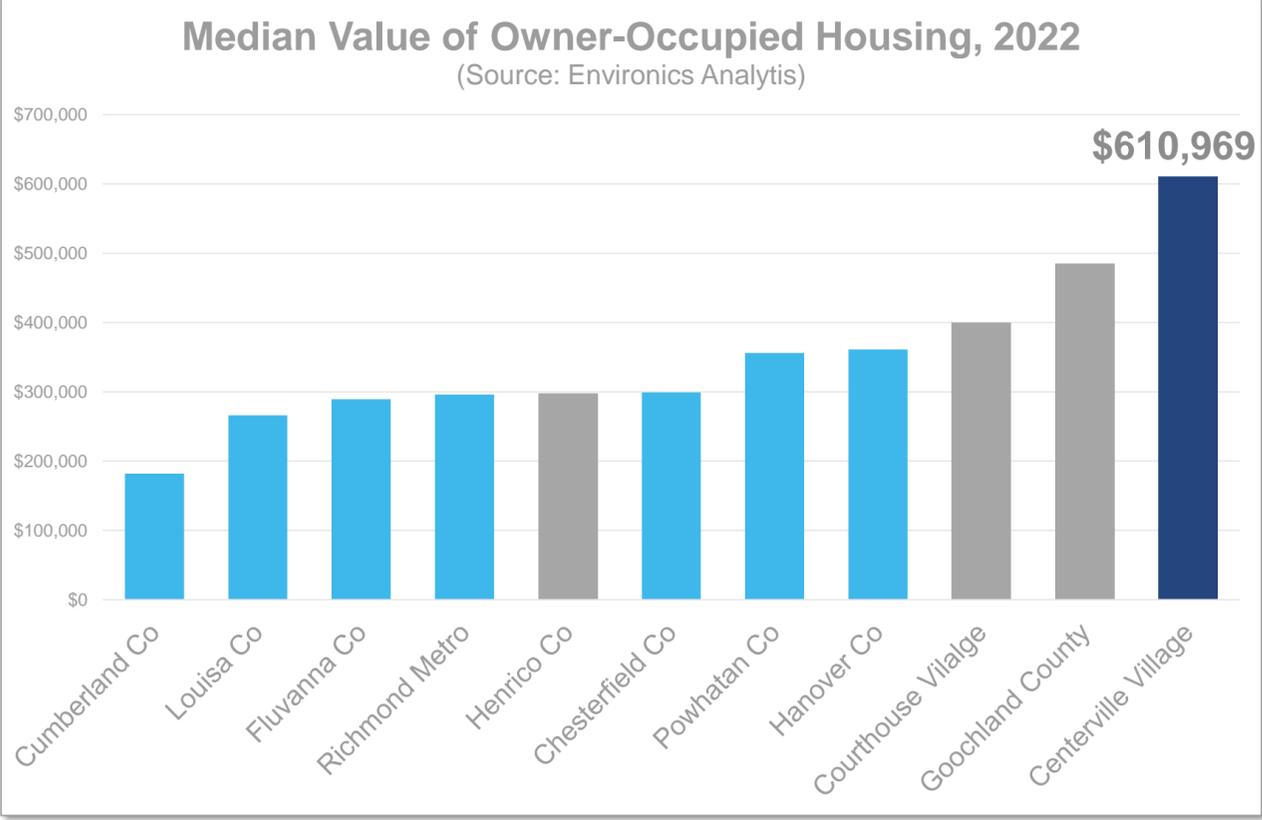
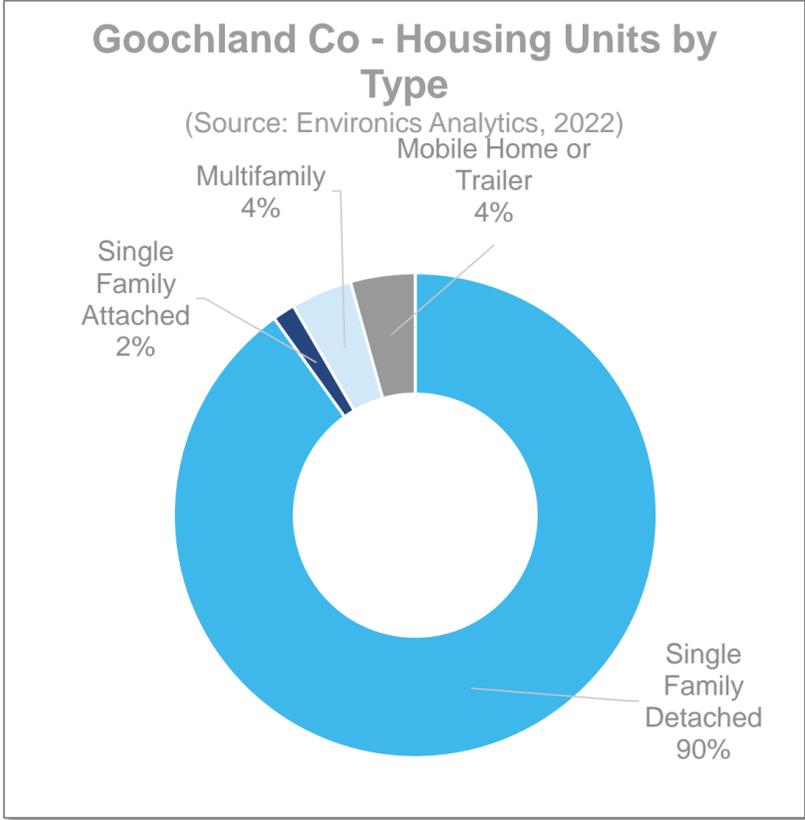
15-Minute Drivetime Area

192,350

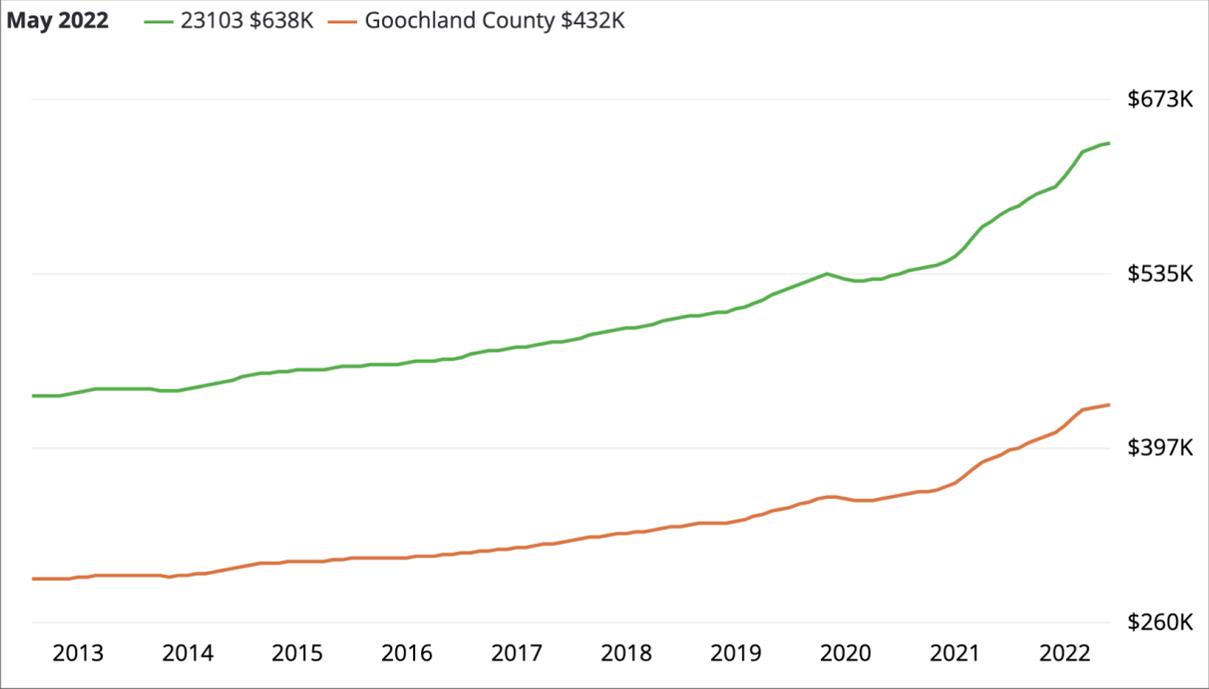


2022
POPULATION

Housing



Housing Market



Zillow Home Value Index for Goochland County and 23103, 2013-2022

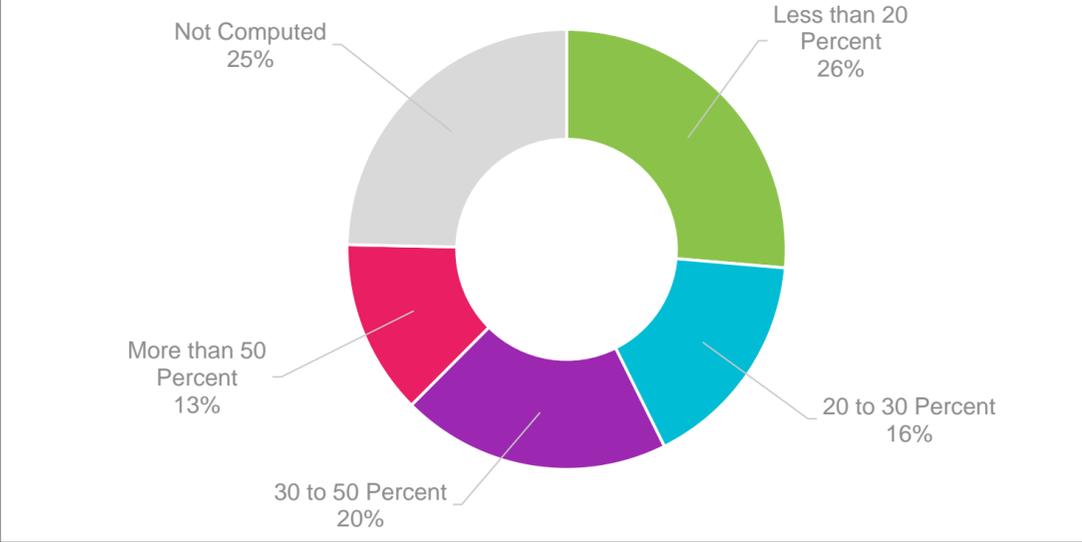


Examples of housing currently on the market in 23103 (Source: Zillow)

Retreat at West Creek (top): 1-bedrooms start at \$1,700 and 2-bedrooms start at \$2,100. 2000 West Creek (bottom): 1-bedrooms start at \$1,550 and 2-bedrooms start at \$2,300.

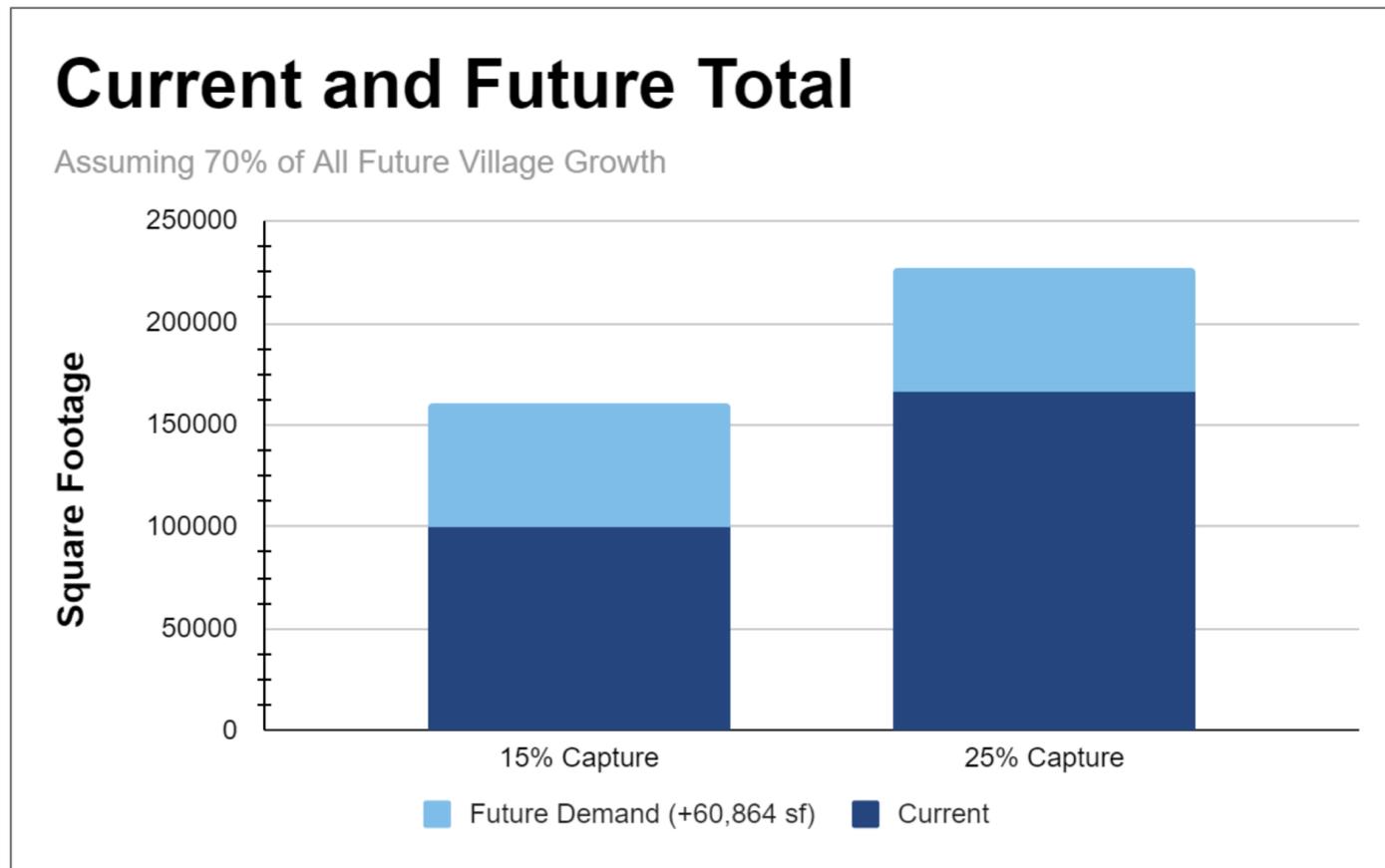
Gross Rent as a Percentage of Household Income

(Source: 2016-2020 ACS, Goochland County)

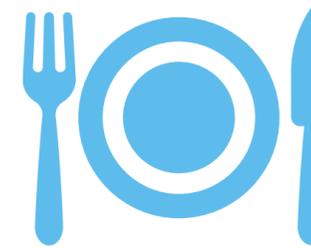


Retail Market

Key Retail Opportunities Based on Existing Demand



Square Feet of Retail Opportunity for Centerville Village Generated by Demand from Future Residents (light blue) and by Capturing Existing Retail Leakage (dark blue)



Restaurants
(\$38.3 million in leakage)



Beer & Wine Stores
(\$32 million in leakage)



Hardware Stores
(\$8.7 million in leakage)

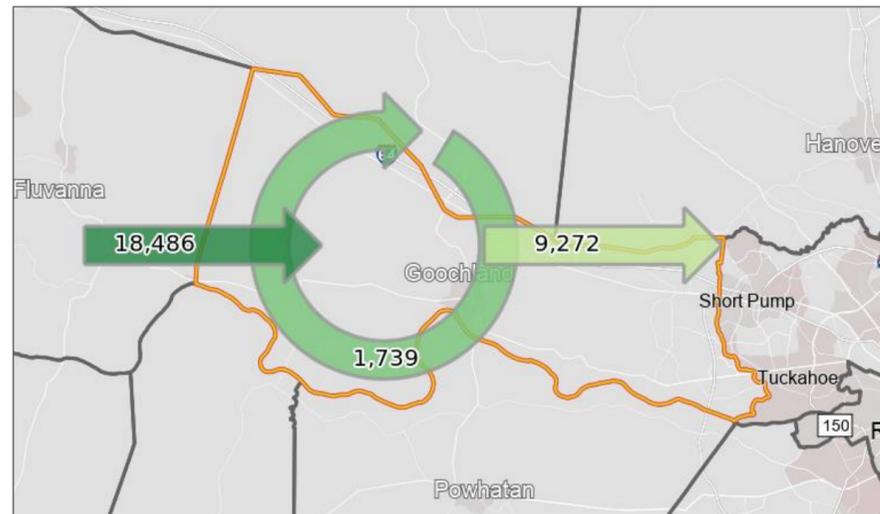
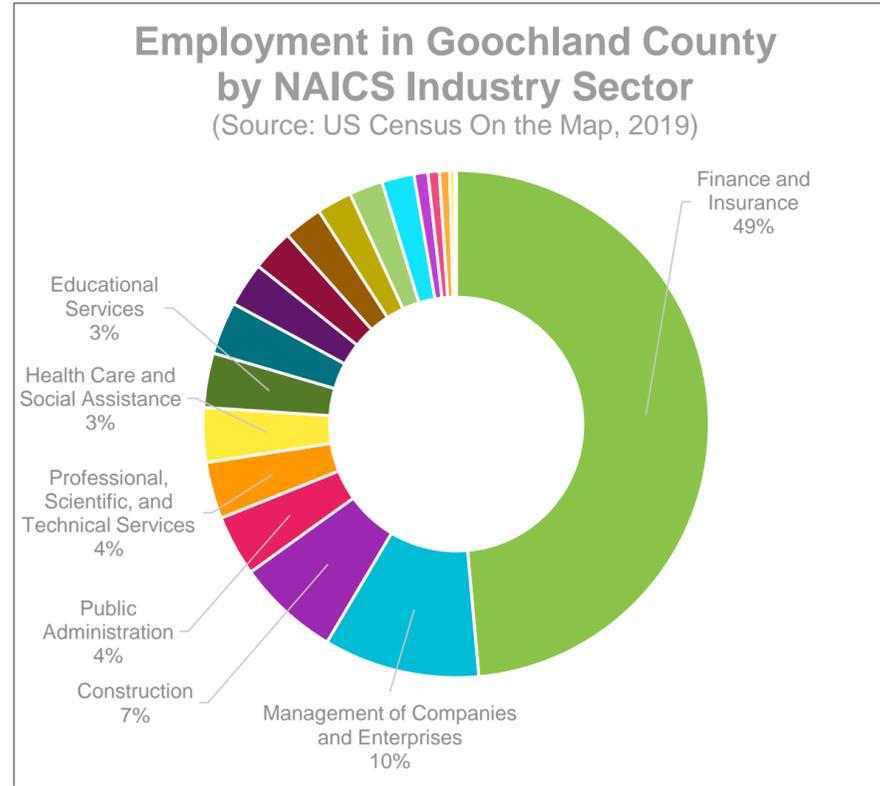


Specialty Food
(\$6.6 million in retail leakage)

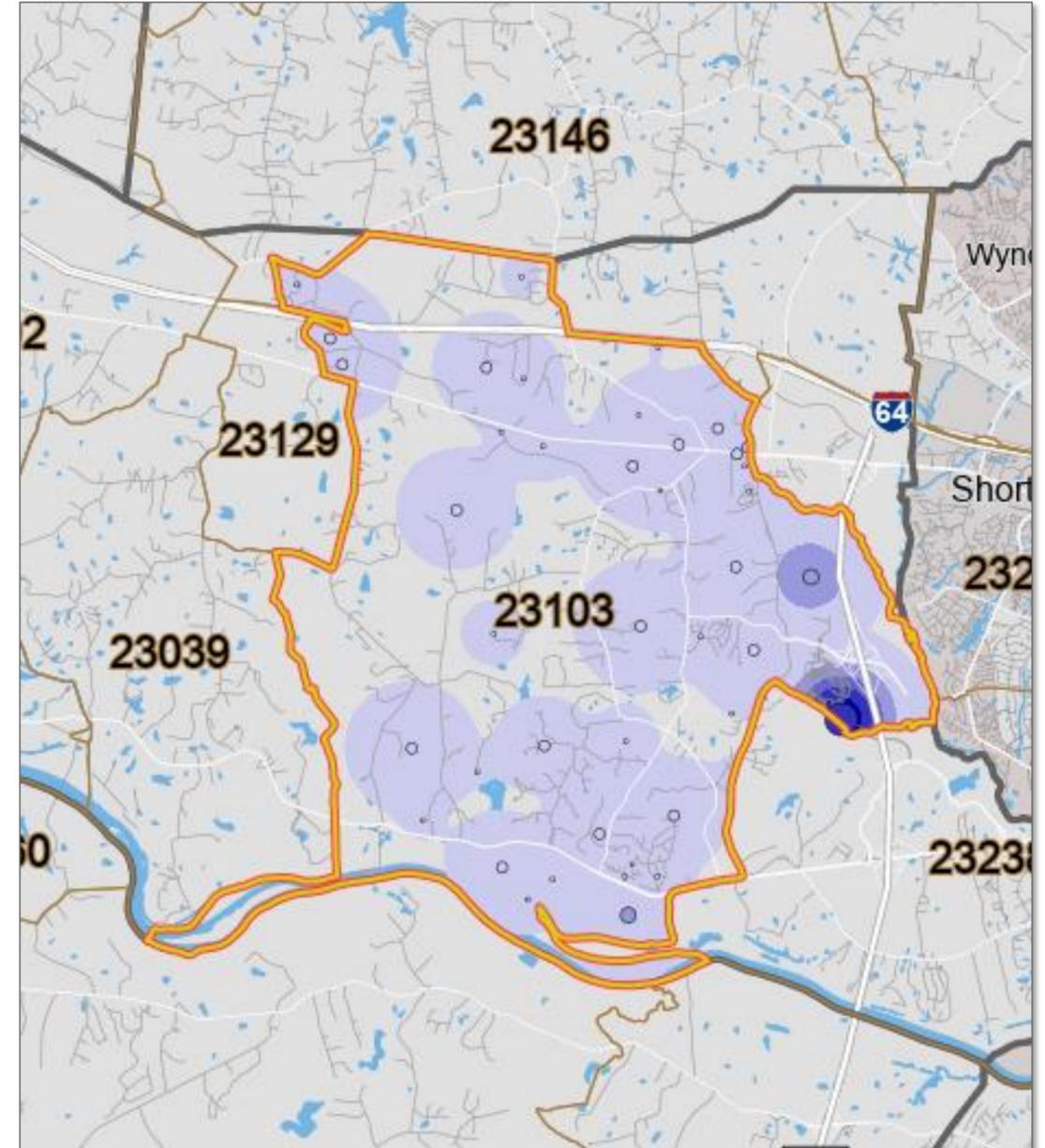


Pharmacies and Drug Stores
(\$6.2 million in leakage)

Employment



Inflow and Outflow of Jobs in Goochland County
(Source: US Census On the Map, 2019)



Locations of employment in the 23103 Manakin Sabot zip code
(Source: US Census On the Map, 2019)

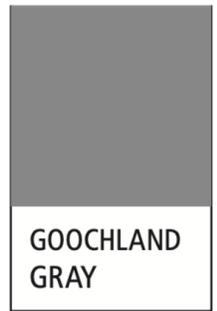


Branding

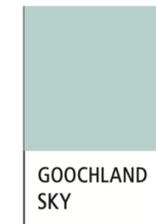
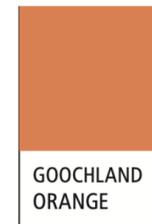
Existing County Brand



Primary Brand Colors



Secondary Brand Colors



Primary Typeface

Arrow Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Accent Typefaces

Franklin Gothic Book

Arial Regular

Village Branding

- Samples color palette from County.
- Use typefaces from existing system, with complementary typefaces for expandability
- Respect the distinctive circular shape of the existing brand
- Build logo that fits into County system, while creating distinct & Unique look for the Village
- Destination-based logo
- Iconic



Primary

Causten Extra Bold
Causten Bold
Causten Medium

Secondary

Kinescope Regular

Accent

Arrow Extra Bold

Market Position- Centerville Village

Centerville Village

- Is a vibrant, dynamic community with a great quality of life.
- Has exceptional neighborhoods and is an attractive place to live for new residents.
- Is also attractive for new investment, with quality, high-end commerce, employment, and medical on its eastern end.
- Still retains a rural character, with rolling hills, pastures, trees, and wooden fences,
- Is a welcome break from the pace of Henrico and Richmond

Centerville Village: A Breath of Fresh Air

Village Branding



Village Branding



Village Branding



Village Branding



Village Branding



Village Branding



MANAKIN
*Farmers
Market*



Centerville
VILLAGE
**Farmers
Market**

Village Branding



Village Branding



Village Branding

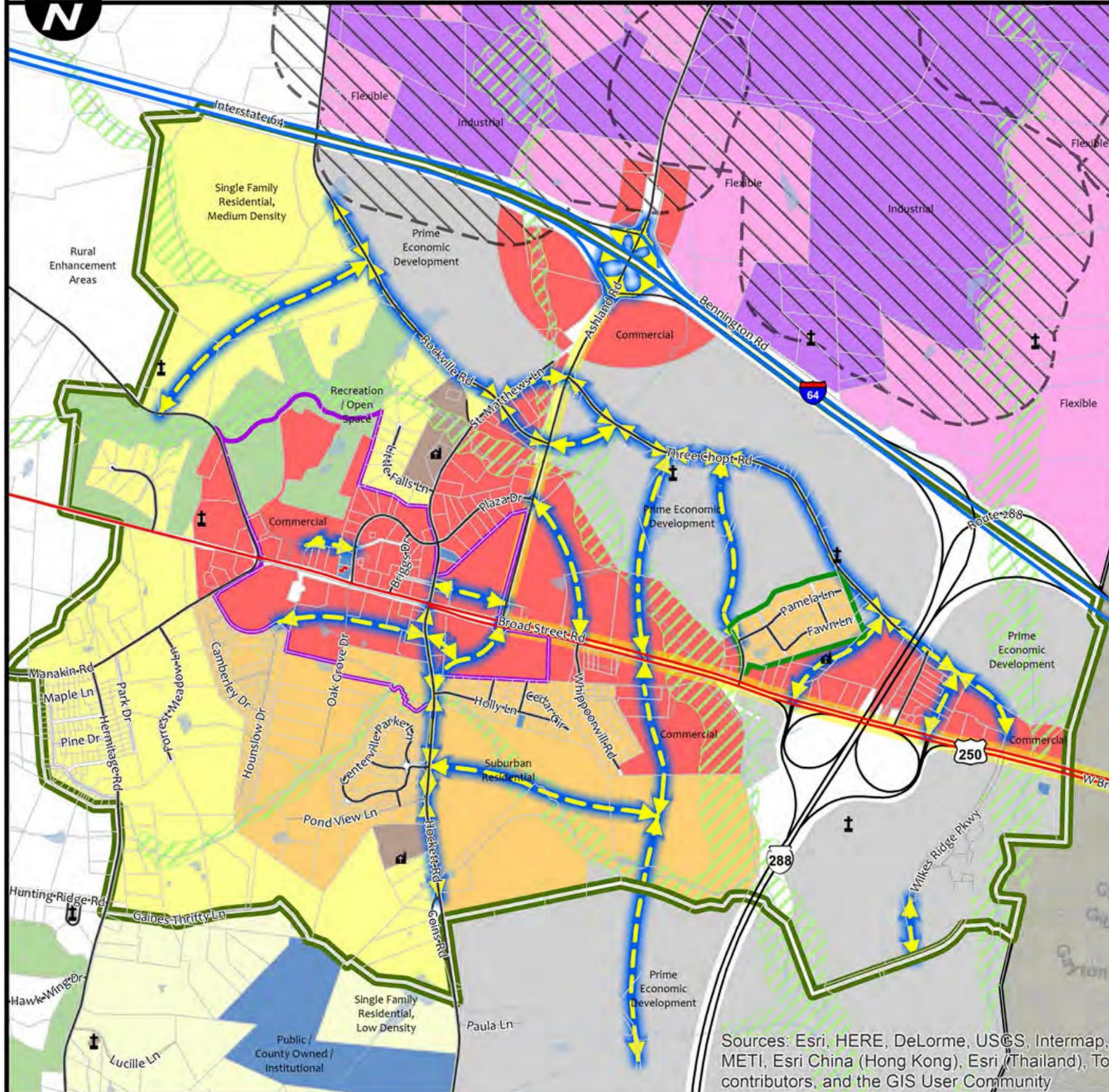


Village Branding



Planning Criteria

2035 Comp Plan Map - 1 - Land Use - Centerville Village

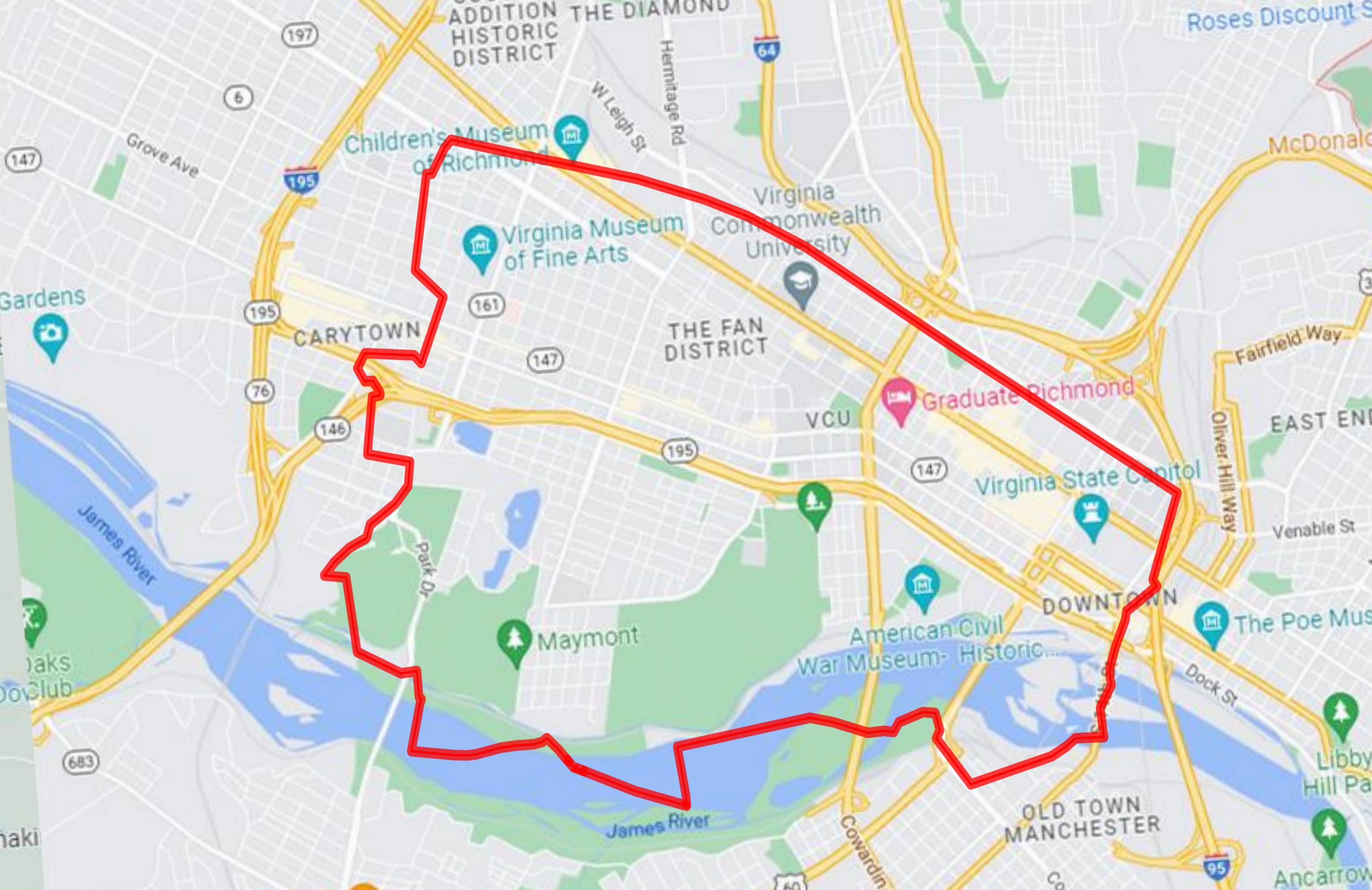


Legend

2035 Land Use Parcels

- Commercial
- Flexible
- Industrial
- Prime Economic Development
- Semi-Public
- County / State / Institutional
- Single Family Residential, Low Density
- Single Family Residential, Medium Density
- Suburban Residential
- Recreation / Open Space
- Rural Enhancement Areas
- Goochland County Parcel Boundary
- Village Boundary
- Bellview Gardens Buffer
- Centerville Village Core
- Cemetery
- Church
- Fire / EMS Buildings
- Future Transportation *
- Arterial Management Plan (AMP)
- I-64
- US Route
- State Route
- Secondary Route
- Secondary Roads
- Quarry - 1000' Buffer
- Surface Water Bodies
- Streams
- 100yr Flood Plain

Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community



ADDITION HISTORIC DISTRICT
THE DIAMOND

Roses Discount S

Children's Museum of Richmond

Virginia Museum of Fine Arts

Virginia Commonwealth University

CARYTOWN

THE FAN DISTRICT

Graduate Richmond

VCU

Virginia State Capitol

Maymont

American Civil War Museum- Historic...

DOWNTOWN

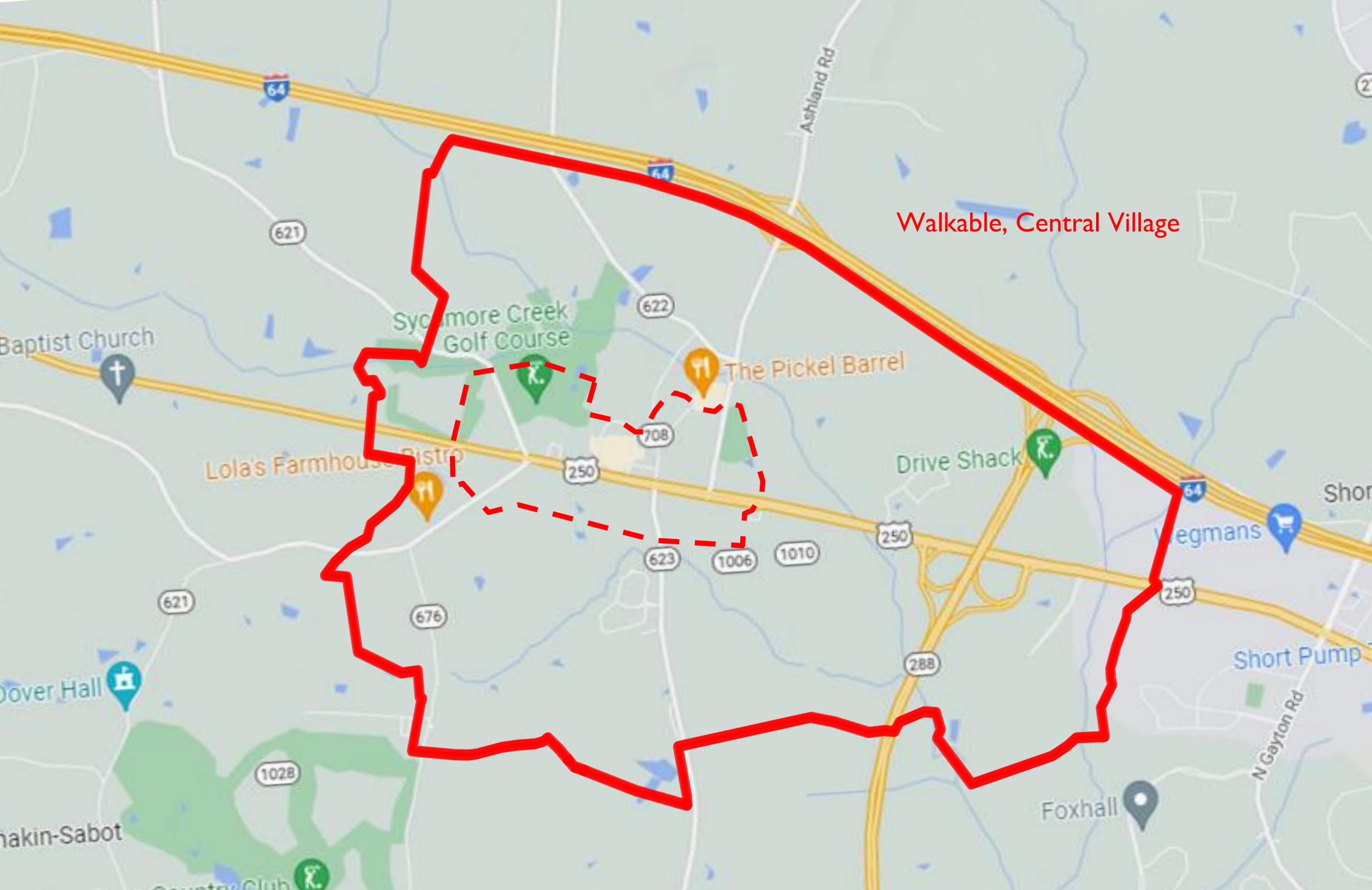
The Poe Mus

James River

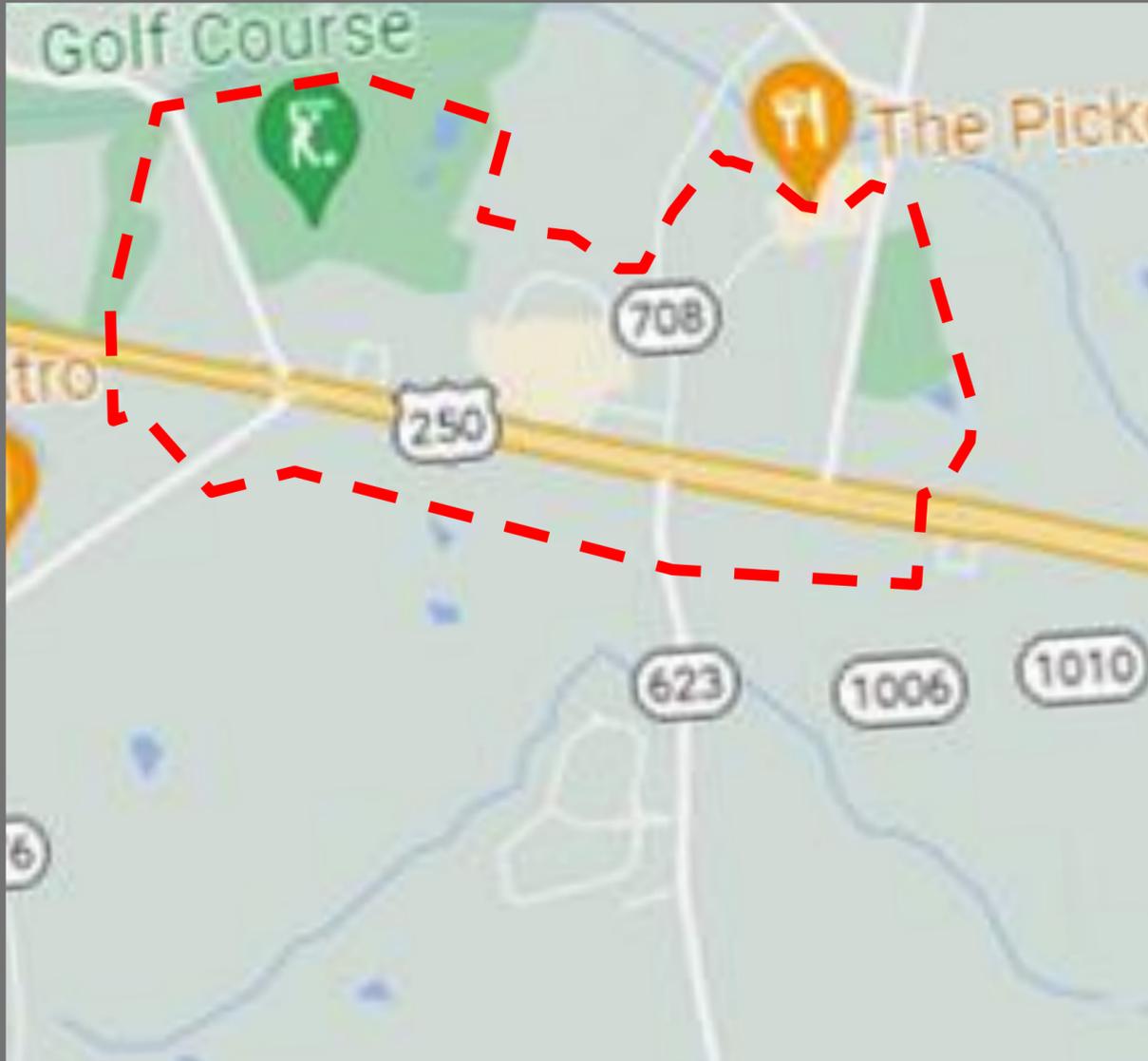
OLD TOWN MANCHESTER

Libby Hill Pa

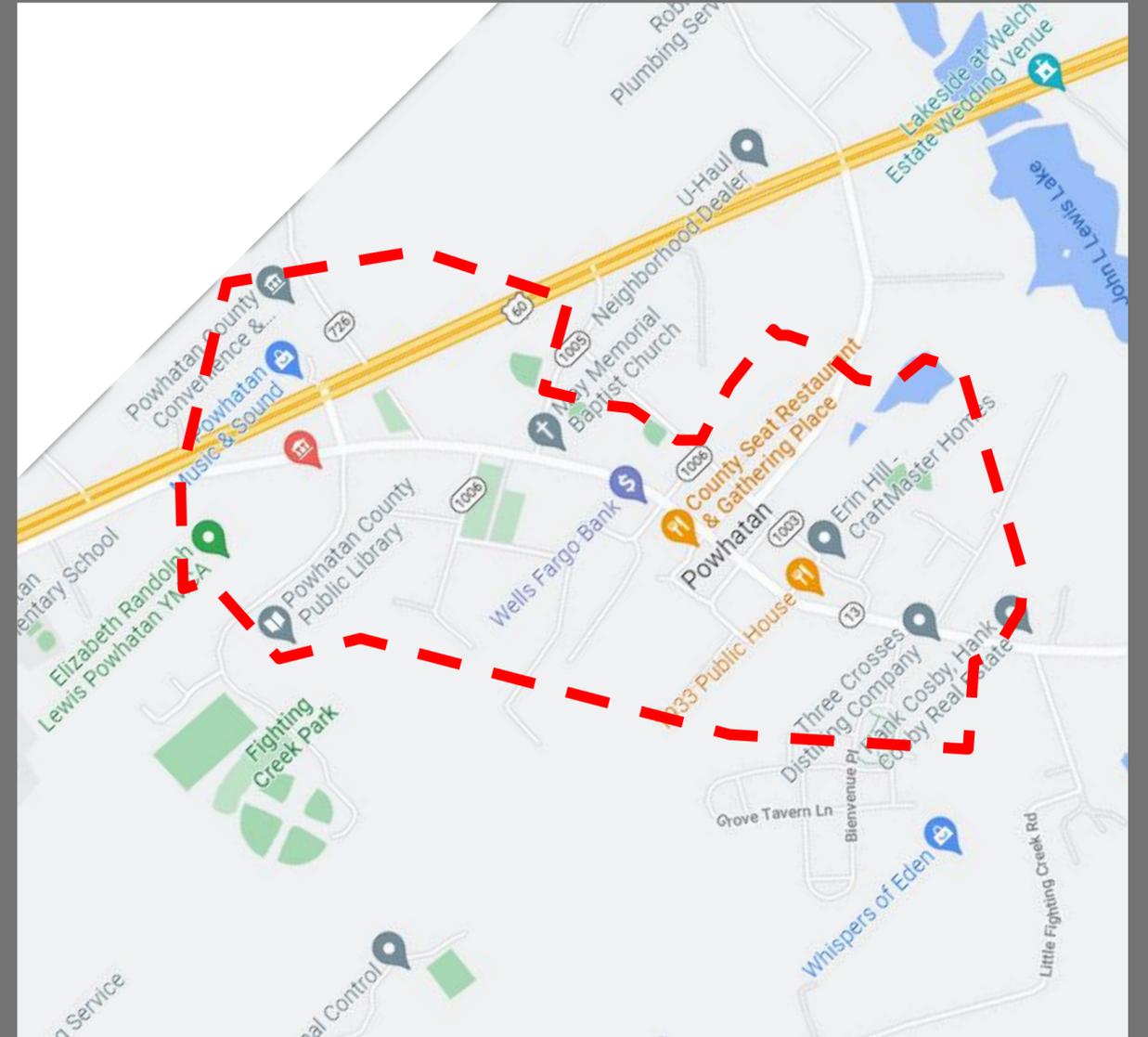
Ancarrow



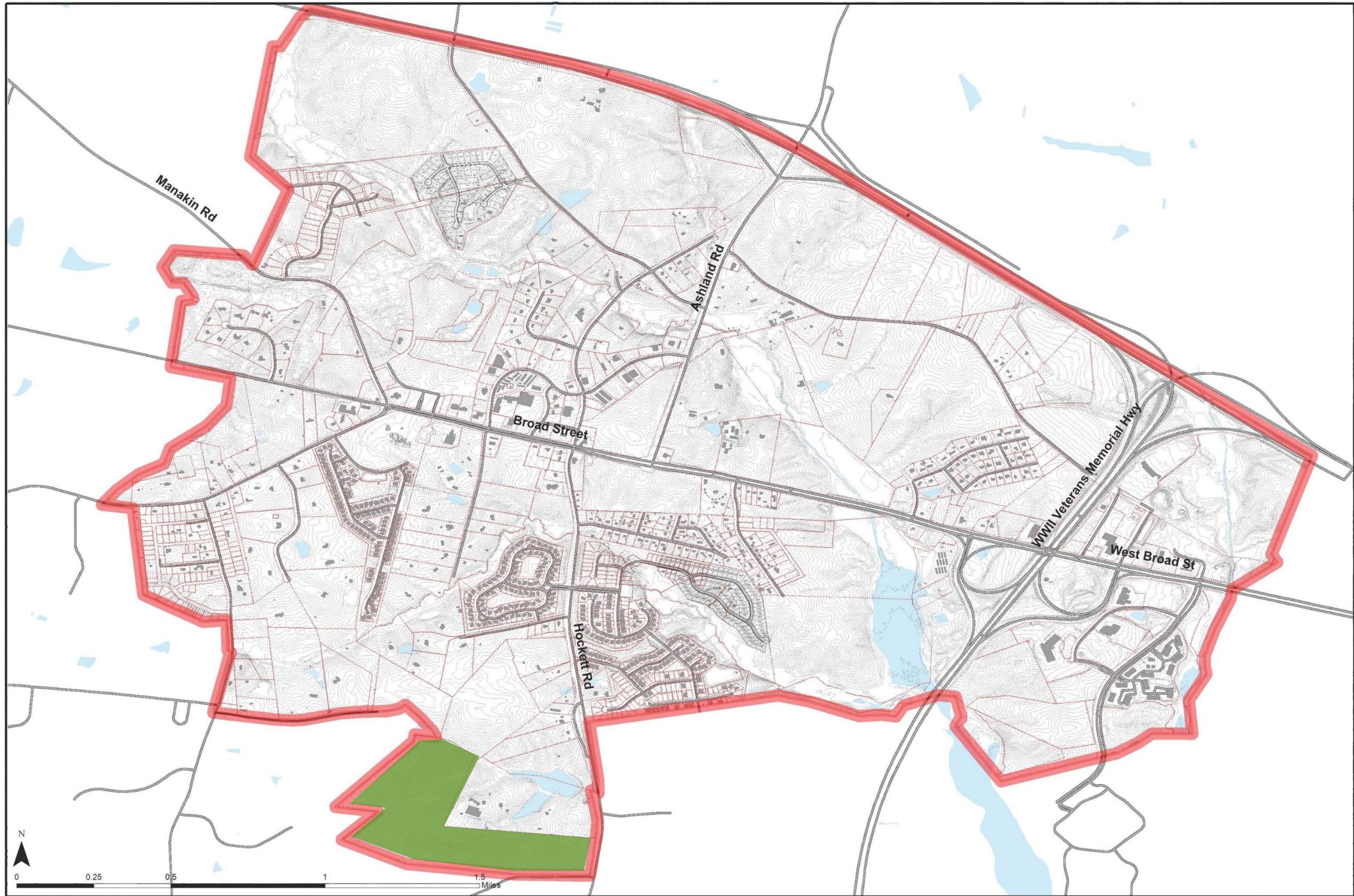
Walkable, Central Village



Walkable Village



Powhatan Village



Village Boundary



Visual and Spatial Character





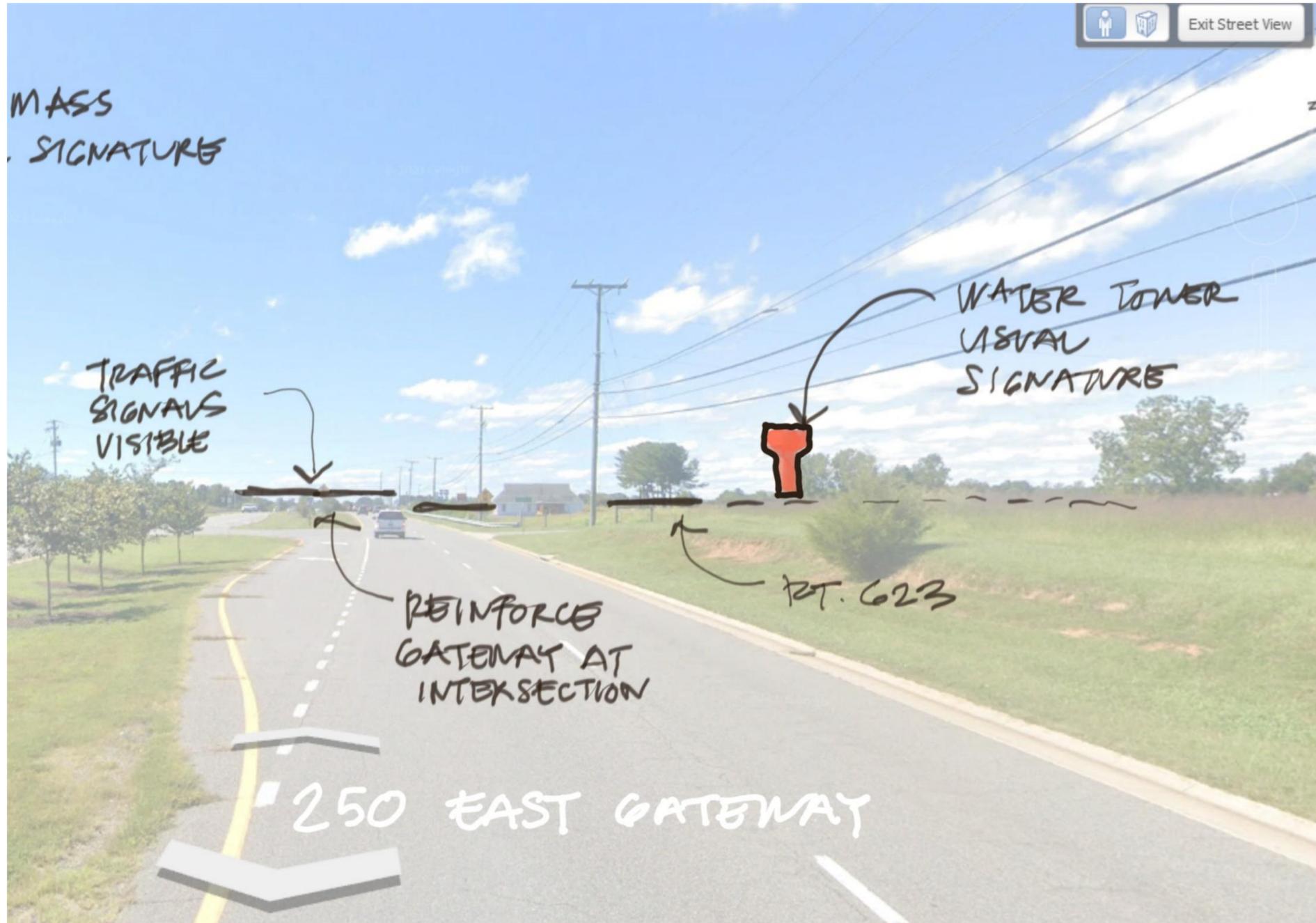


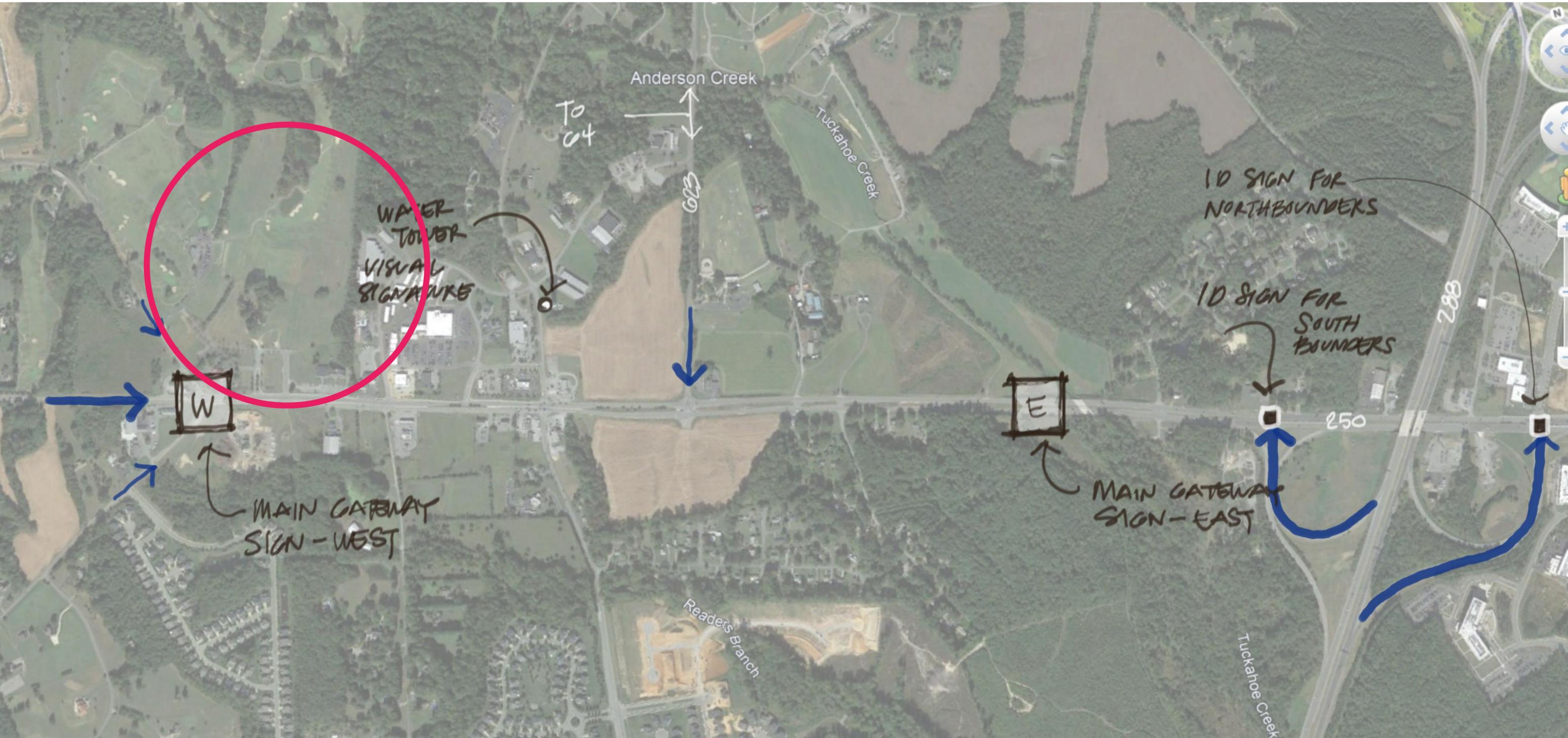












WATER TOWER VISUAL SIGNATURES

To 04

Anderson Creek

Tuckahoe Creek

1D SIGN FOR NORTHBOUNDERS

1D SIGN FOR SOUTHBOUNDERS

W

MAIN GATEWAY SIGN - WEST

E

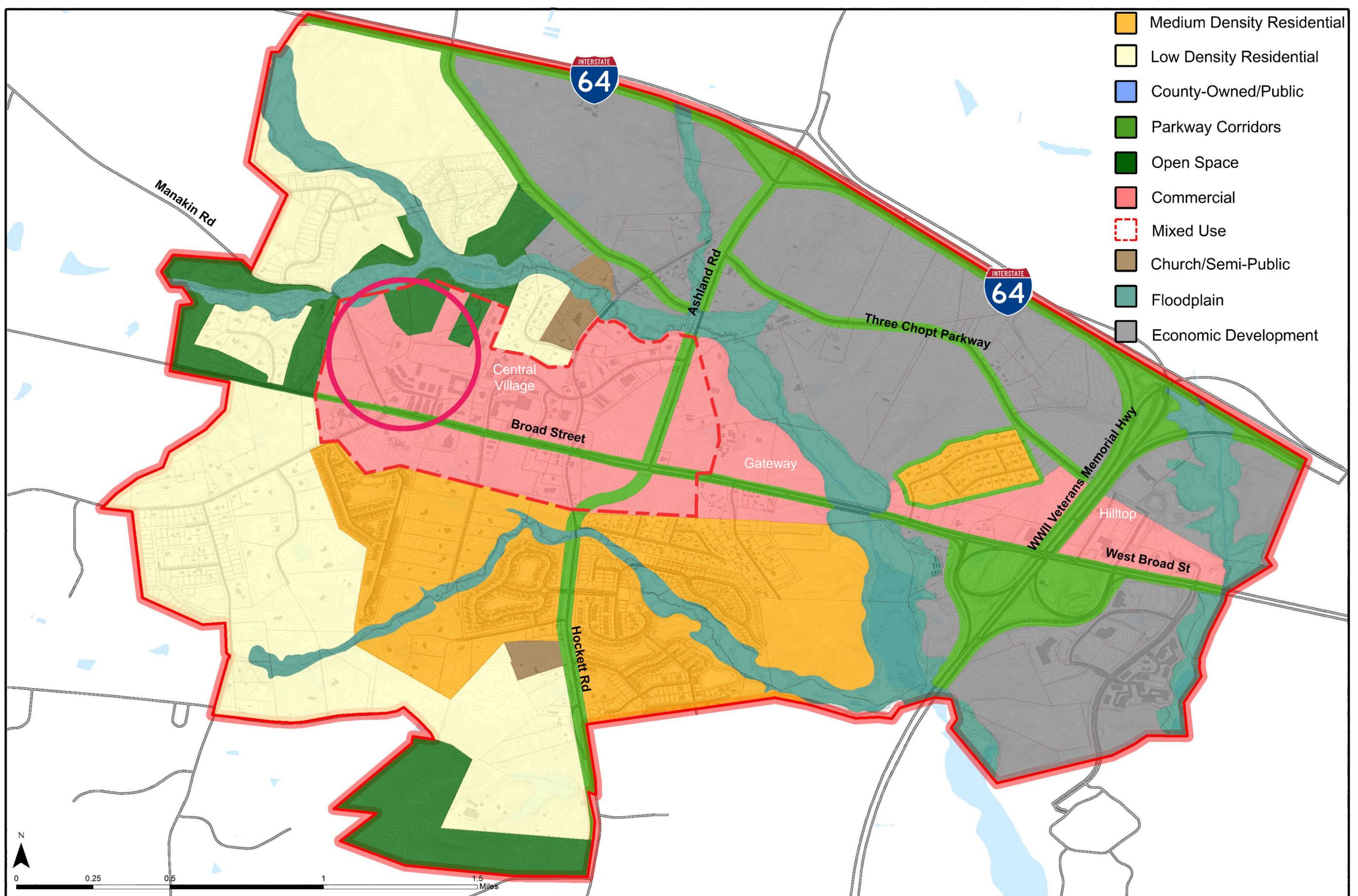
MAIN GATEWAY SIGN - EAST

250

288

Readers Branch

Tuckahoe Creek



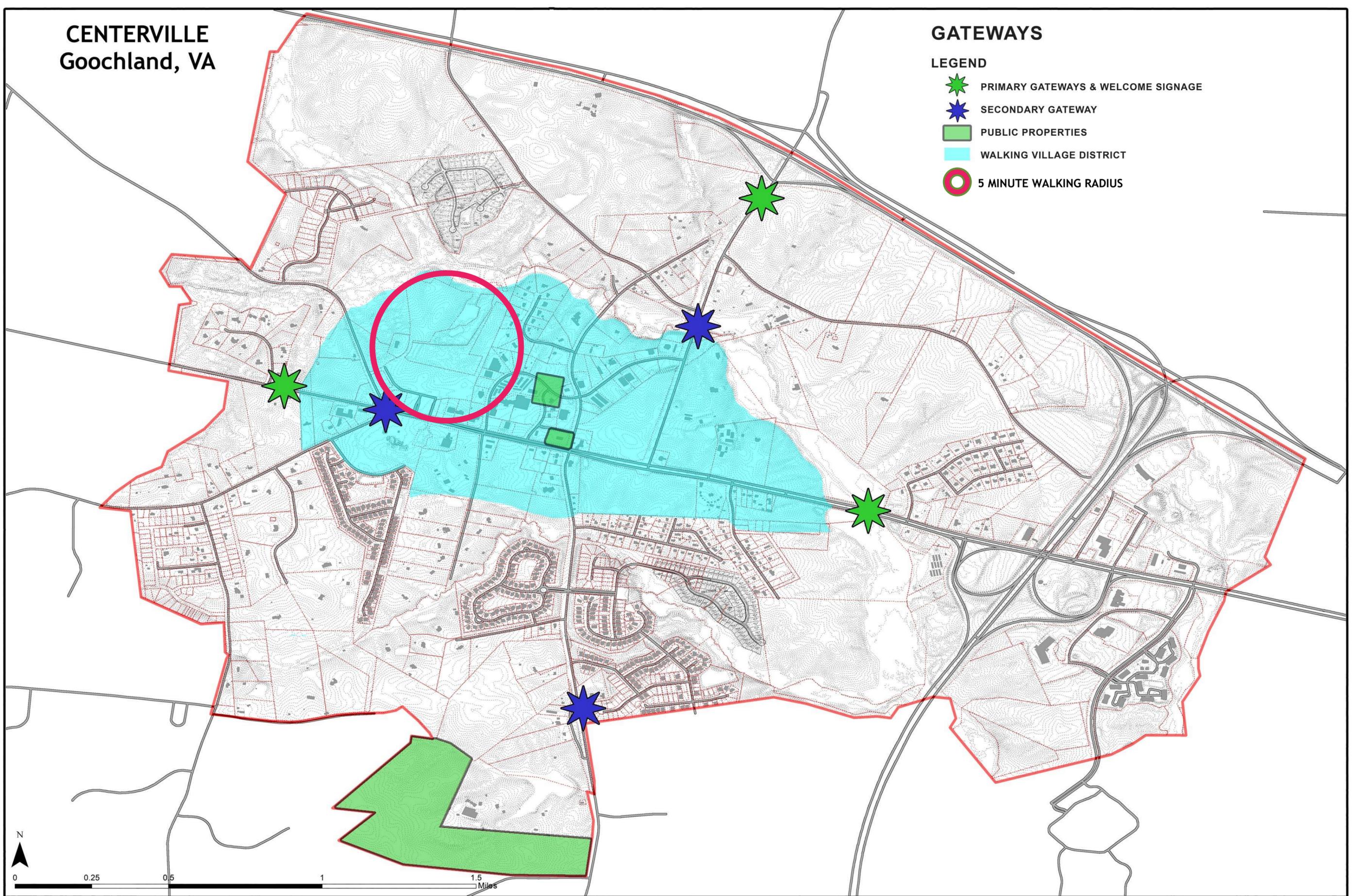
Future Land Use in Centerville

CENTERVILLE Goochland, VA

GATEWAYS

LEGEND

-  PRIMARY GATEWAYS & WELCOME SIGNAGE
-  SECONDARY GATEWAY
-  PUBLIC PROPERTIES
-  WALKING VILLAGE DISTRICT
-  5 MINUTE WALKING RADIUS



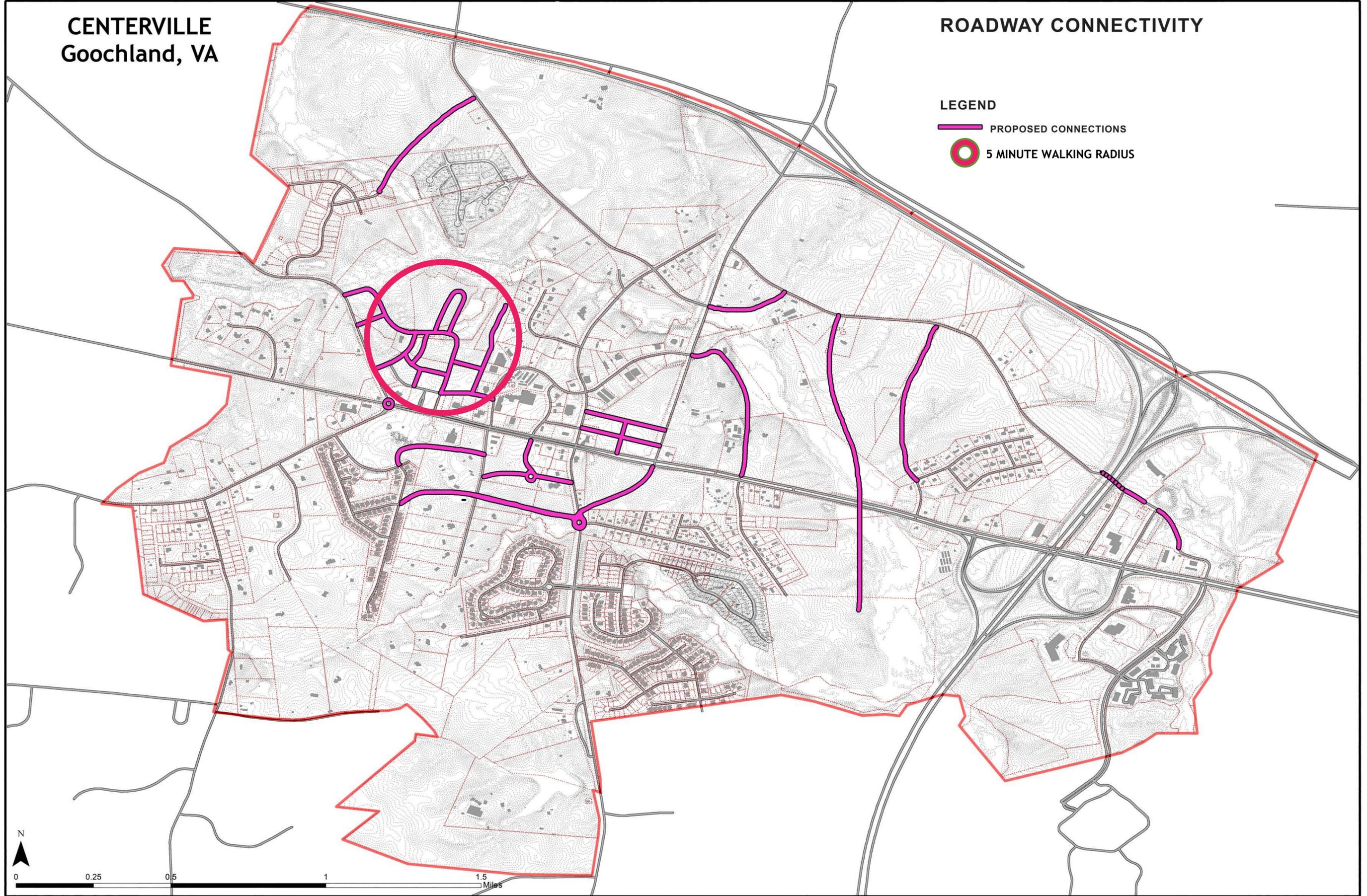
CENTERVILLE Goochland, VA

ROADWAY CONNECTIVITY

LEGEND

PROPOSED CONNECTIONS

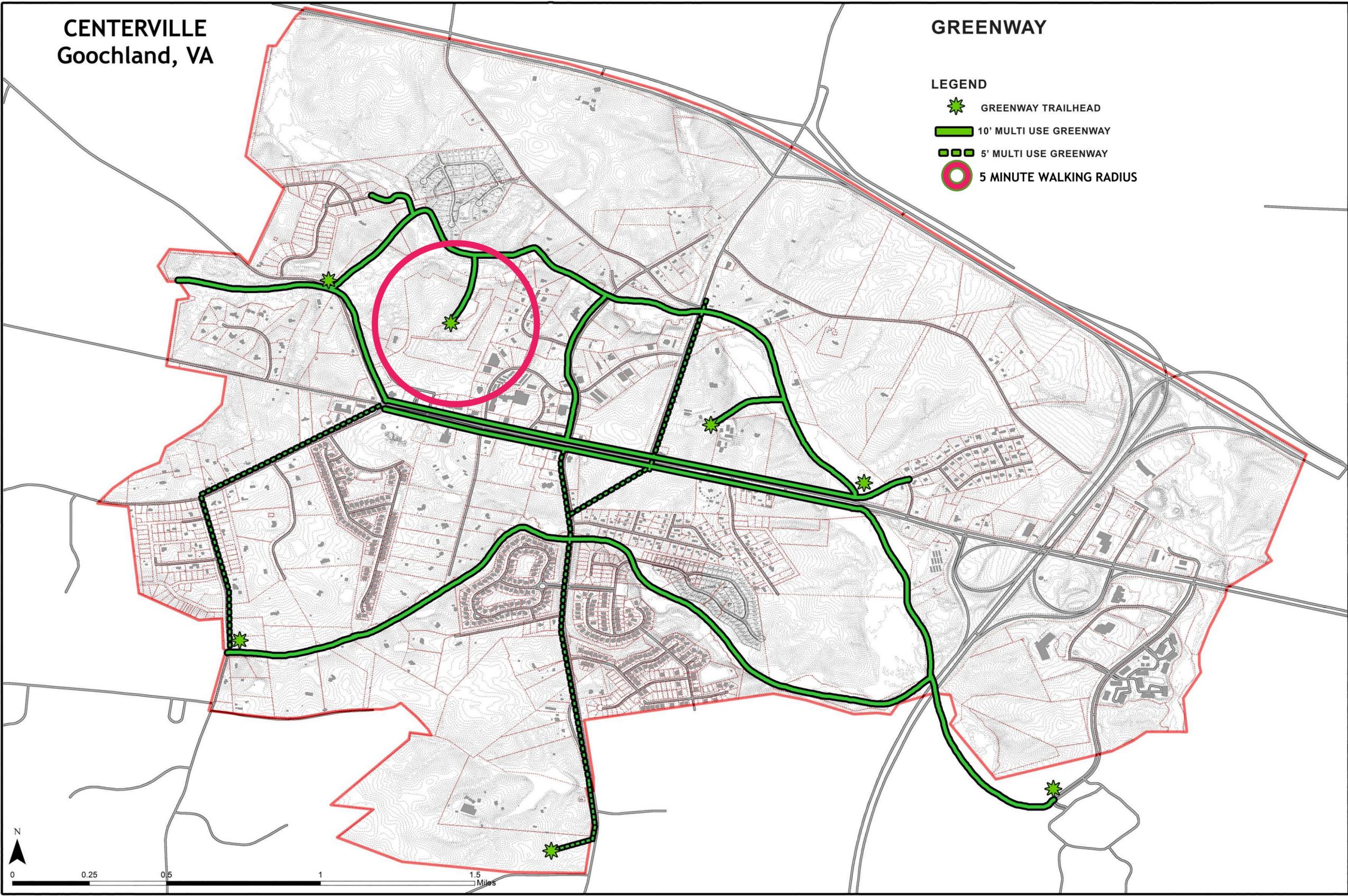
5 MINUTE WALKING RADIUS



CENTERVILLE Goochland, VA

GREENWAY

- LEGEND
-  GREENWAY TRAILHEAD
 -  10' MULTI USE GREENWAY
 -  5' MULTI USE GREENWAY
 -  5 MINUTE WALKING RADIUS







COMPLETE CARE FOR KIDS
OrthoVirginia
PHYSICAL THERAPY
SHERWIN WILLIAMS
13204-13220

COMPLETE CARE FOR KIDS

132

212

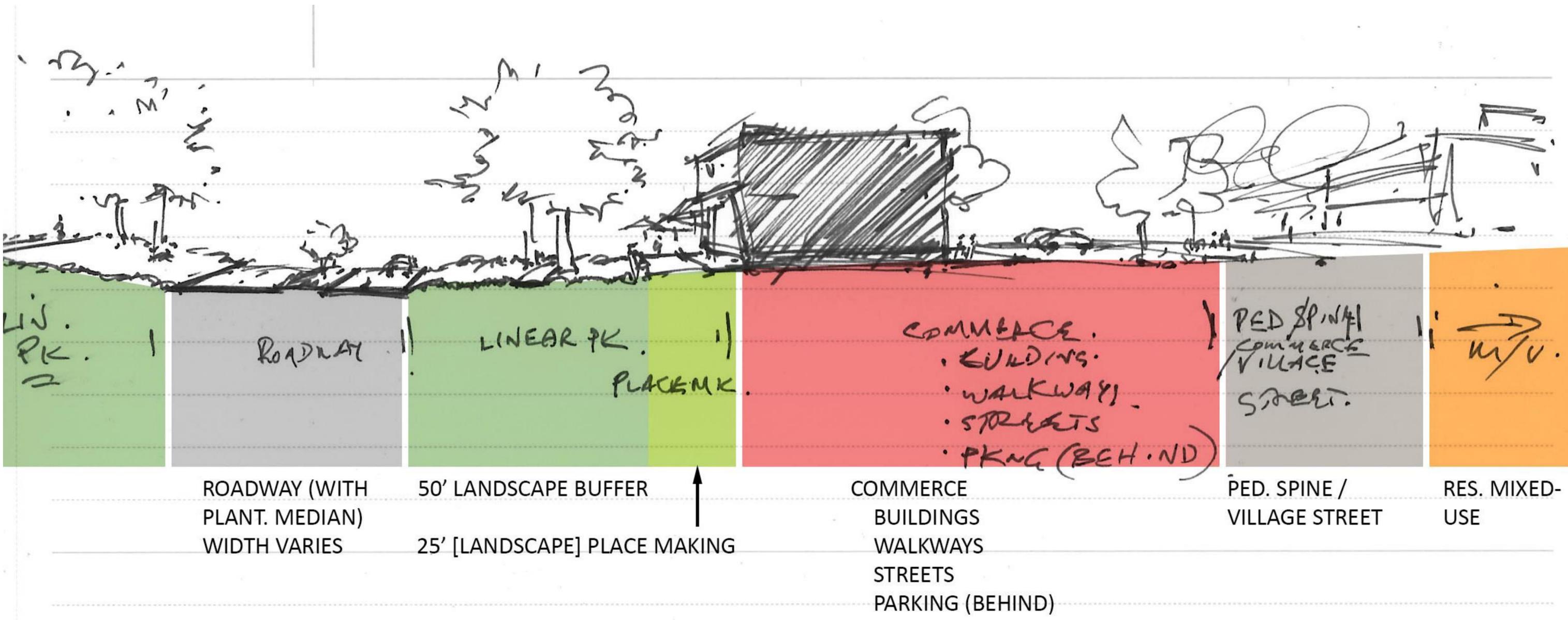
ILLS
RGO

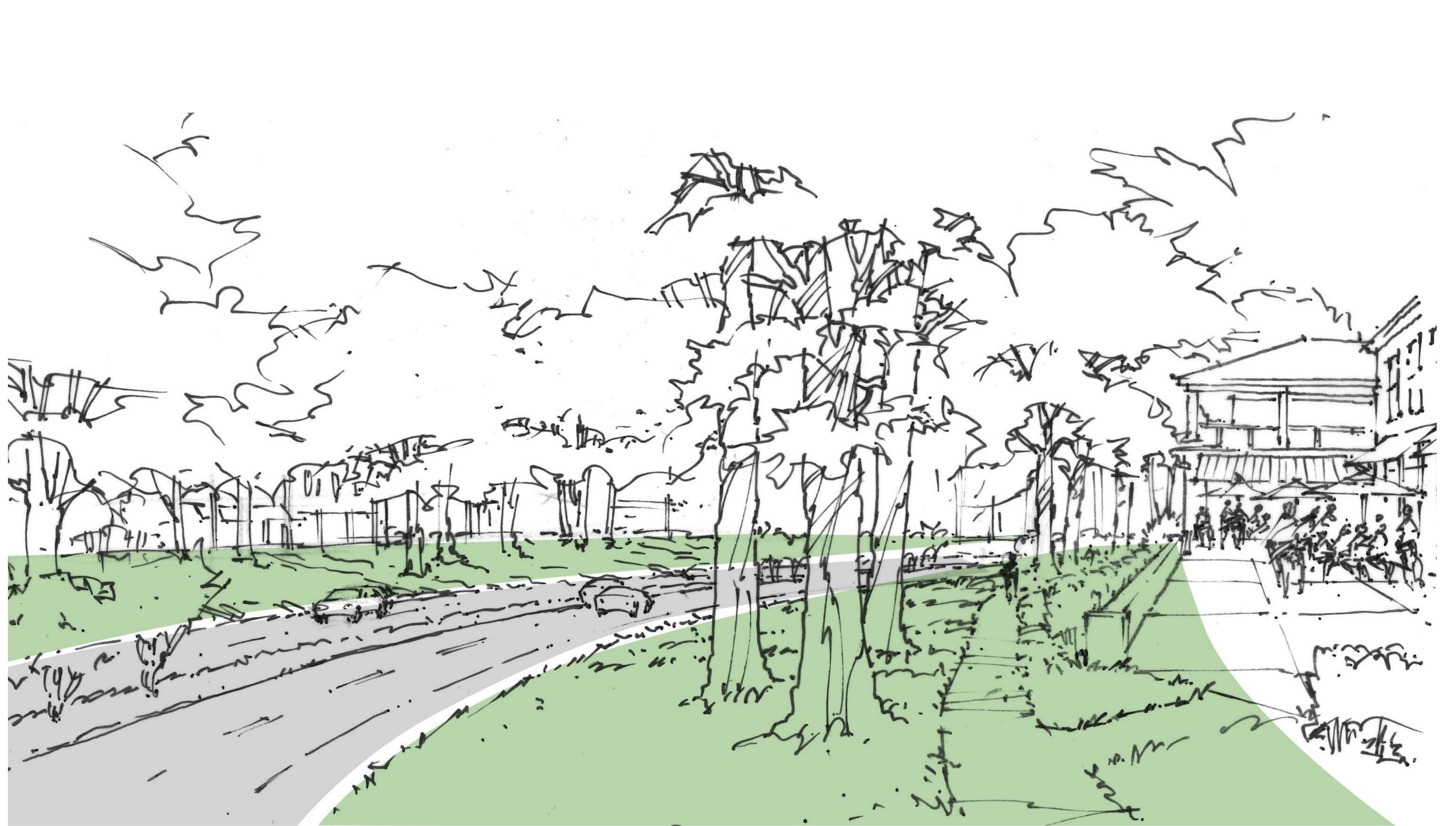






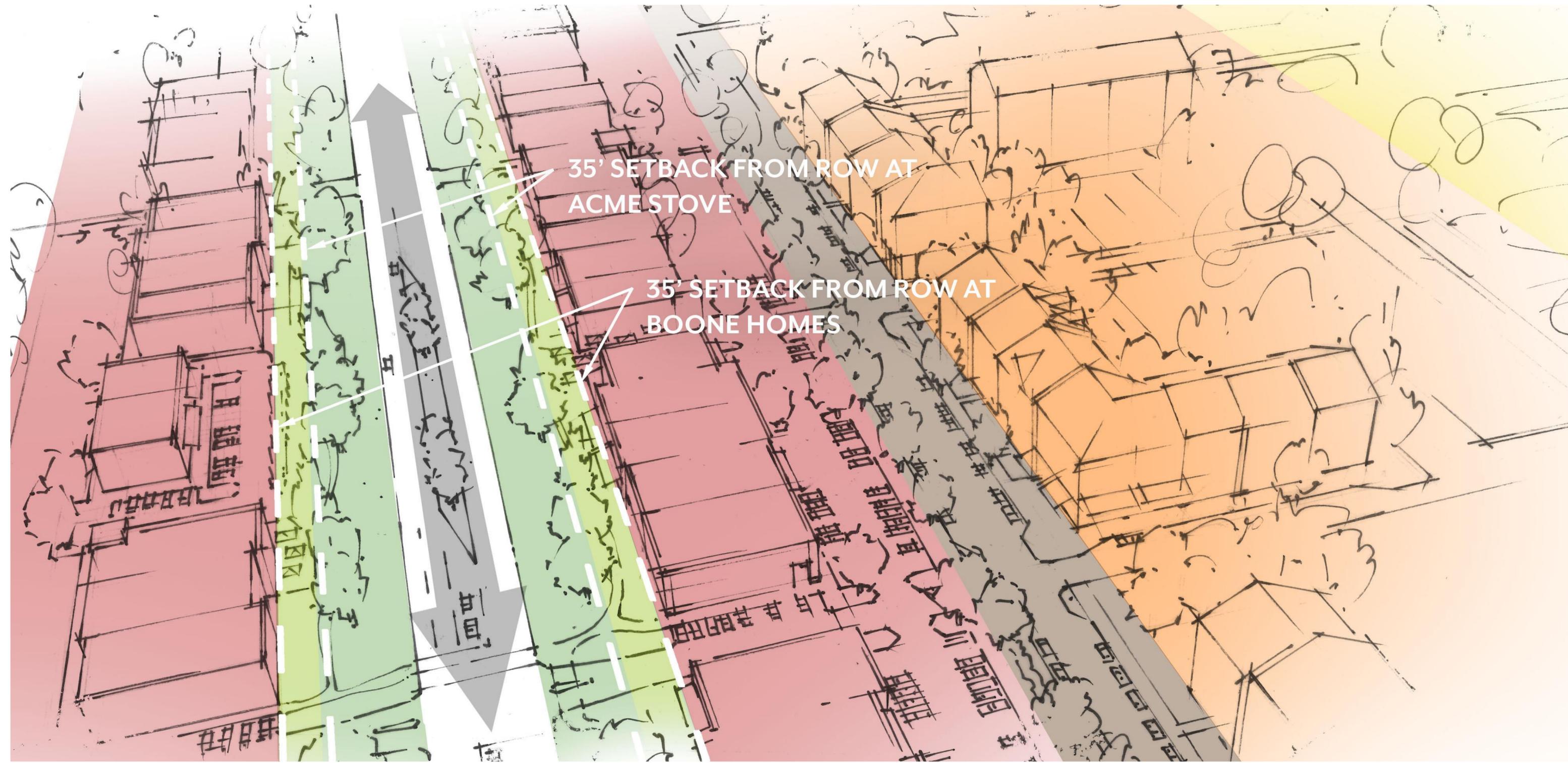






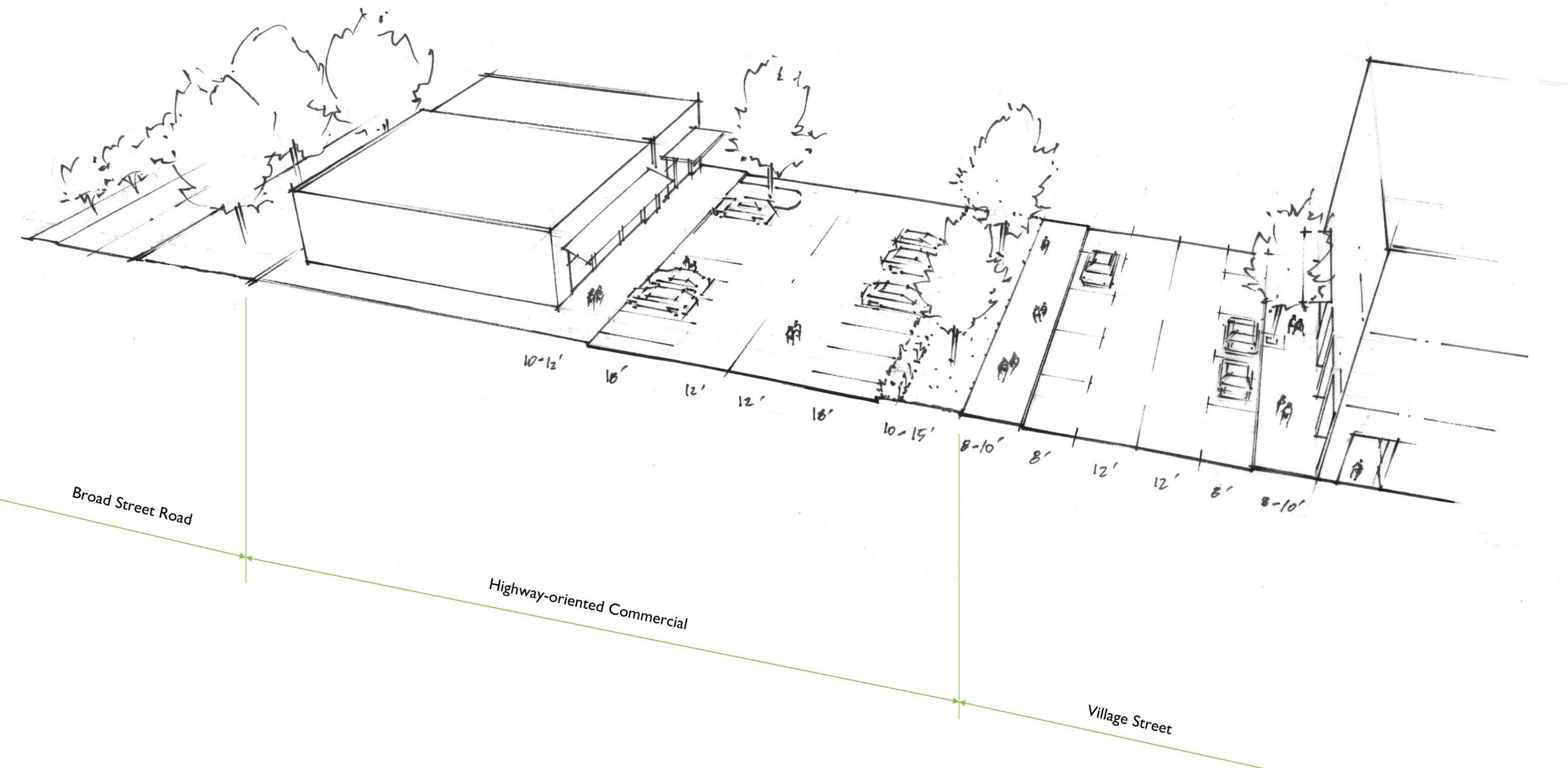


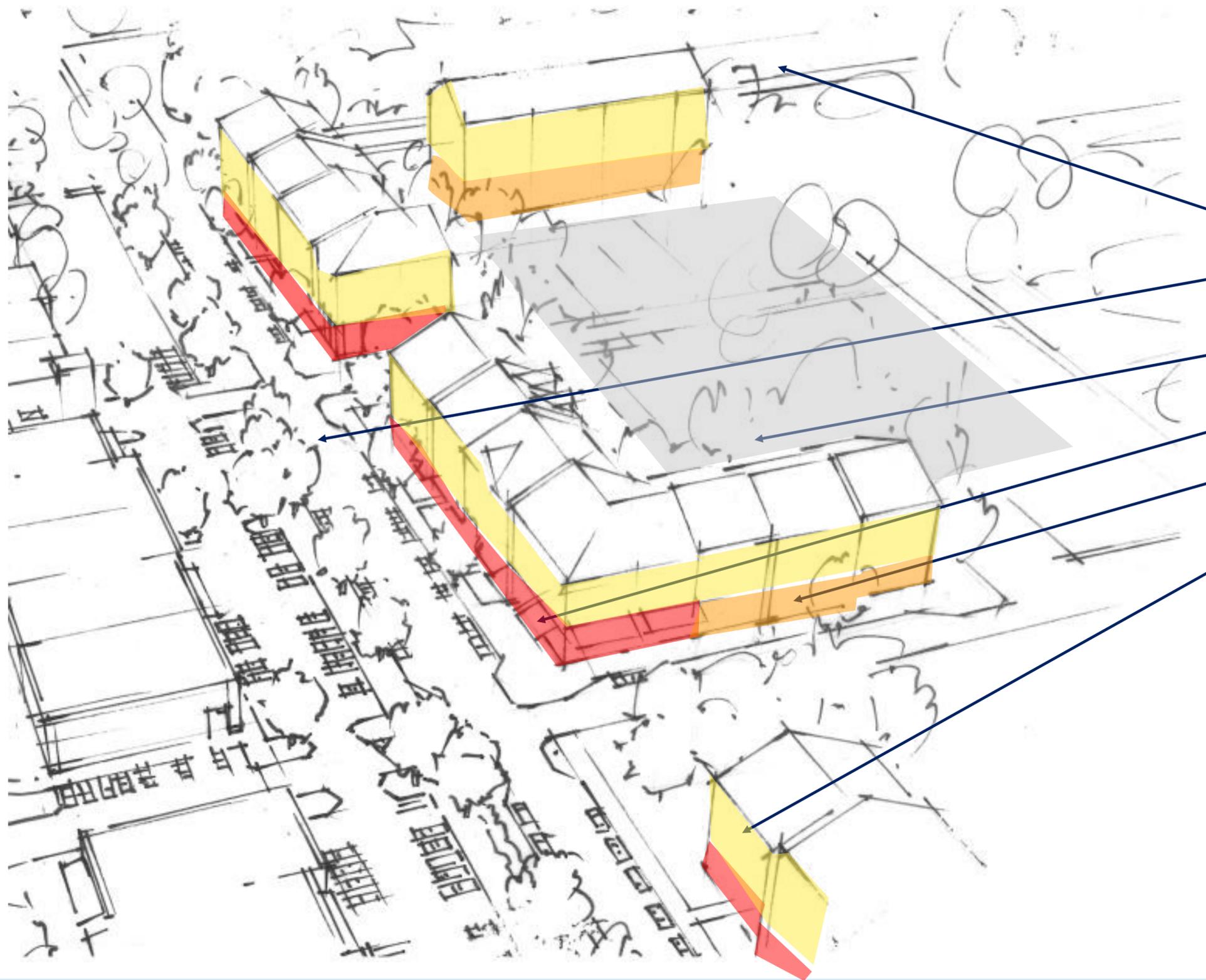
**CONCEPT FOR DISCUSSION
NOT A PROPOSAL**



35' SETBACK FROM ROW AT
ACME STOVE

35' SETBACK FROM ROW AT
BOONE HOMES





Side Street

Village Street

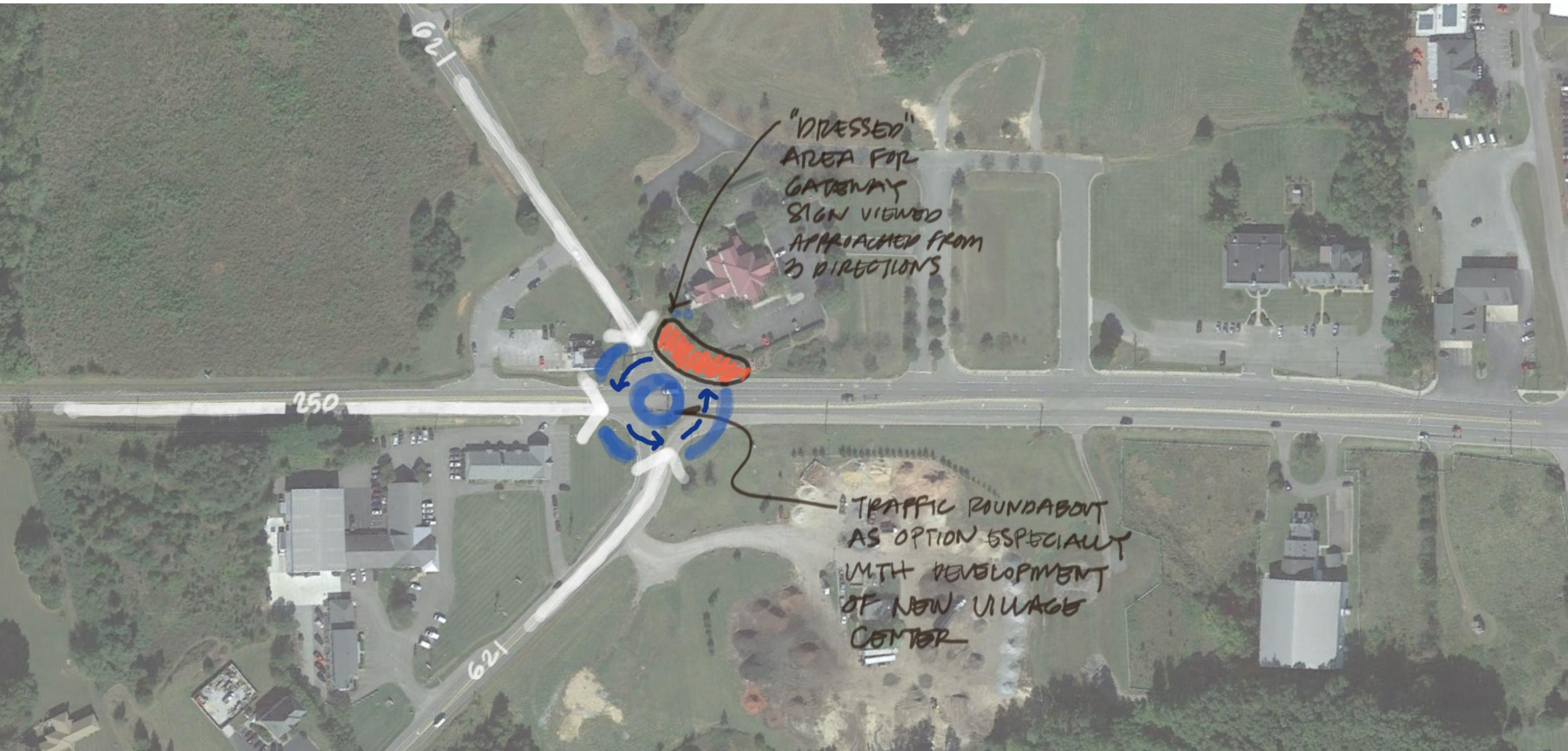
Additional Parking (screened)

First Floor Commercial along Village Street

First Floor Commercial / Office along side streets

Upper Floors Live / Work (Office or Residential)

**CONCEPT FOR DISCUSSION
NOT A PROPOSAL**



"DRESSED"
AREA FOR
GATEWAY
SIGN VIEWED
APPROACHED FROM
3 DIRECTIONS

TRAFFIC ROUNDABOUT
AS OPTION ESPECIALLY
WITH DEVELOPMENT
OF NEW VILLAGE
CENTER

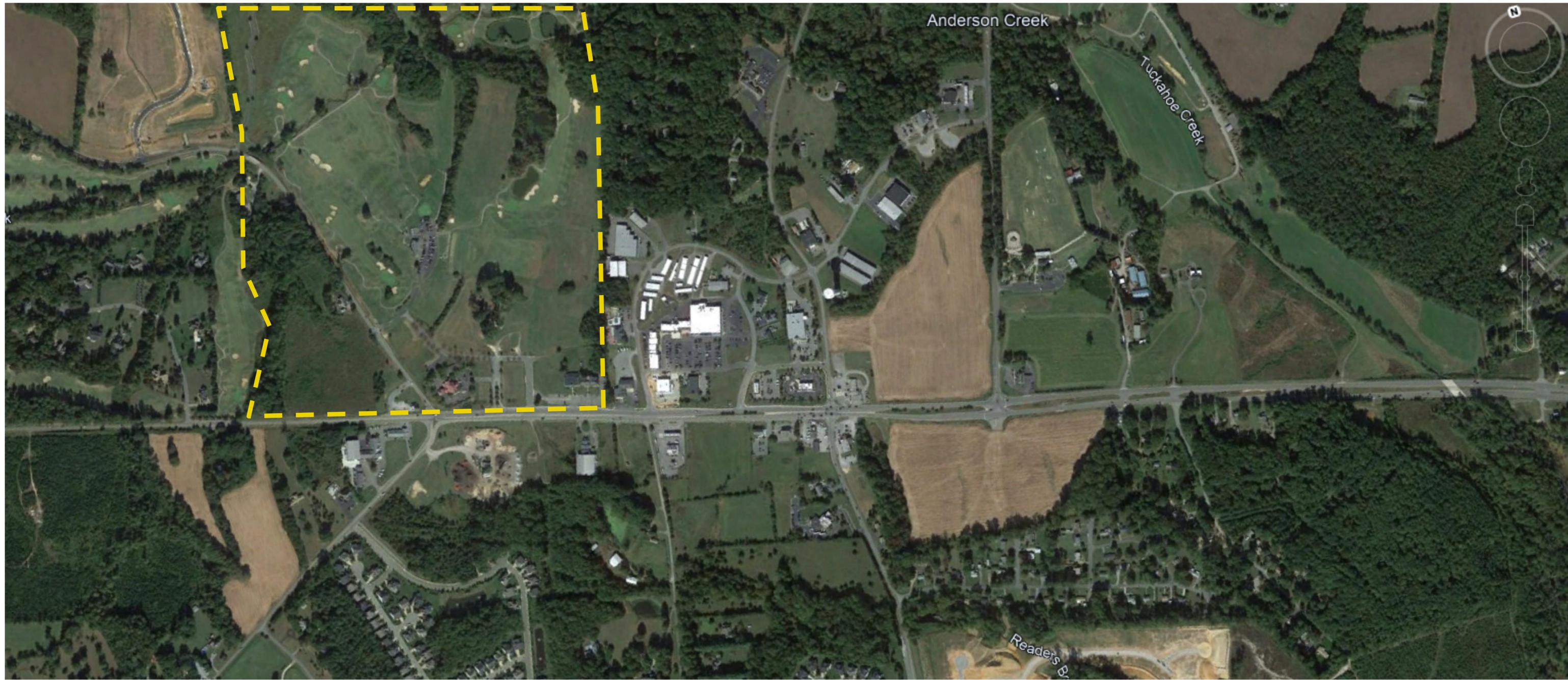




OPTION A: "DRESSED"
CORNER VISUAL FROM
ALL APPROACHES

OPTION B: ROUNDABOUT AS GATEWAY

250 WEST ENTRANCE



Manakin Town Vicinity



**CONCEPT FOR DISCUSSION
NOT A PROPOSAL**



**CONCEPT FOR DISCUSSION
NOT A PROPOSAL**



Broad Street Road

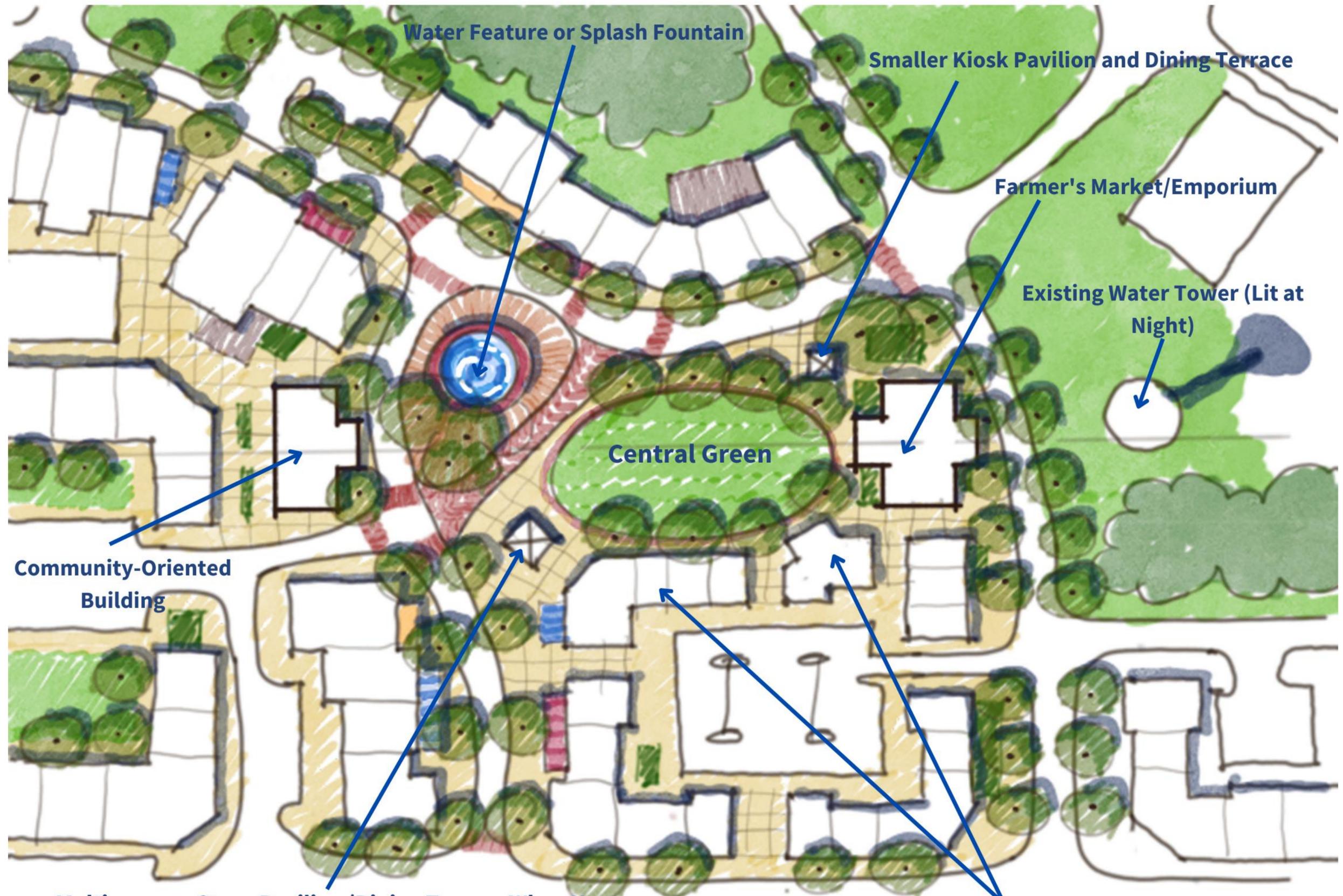
Ashland Road

Broad Street Road

**CONCEPT FOR DISCUSSION
NOT A PROPOSAL**



Village Design

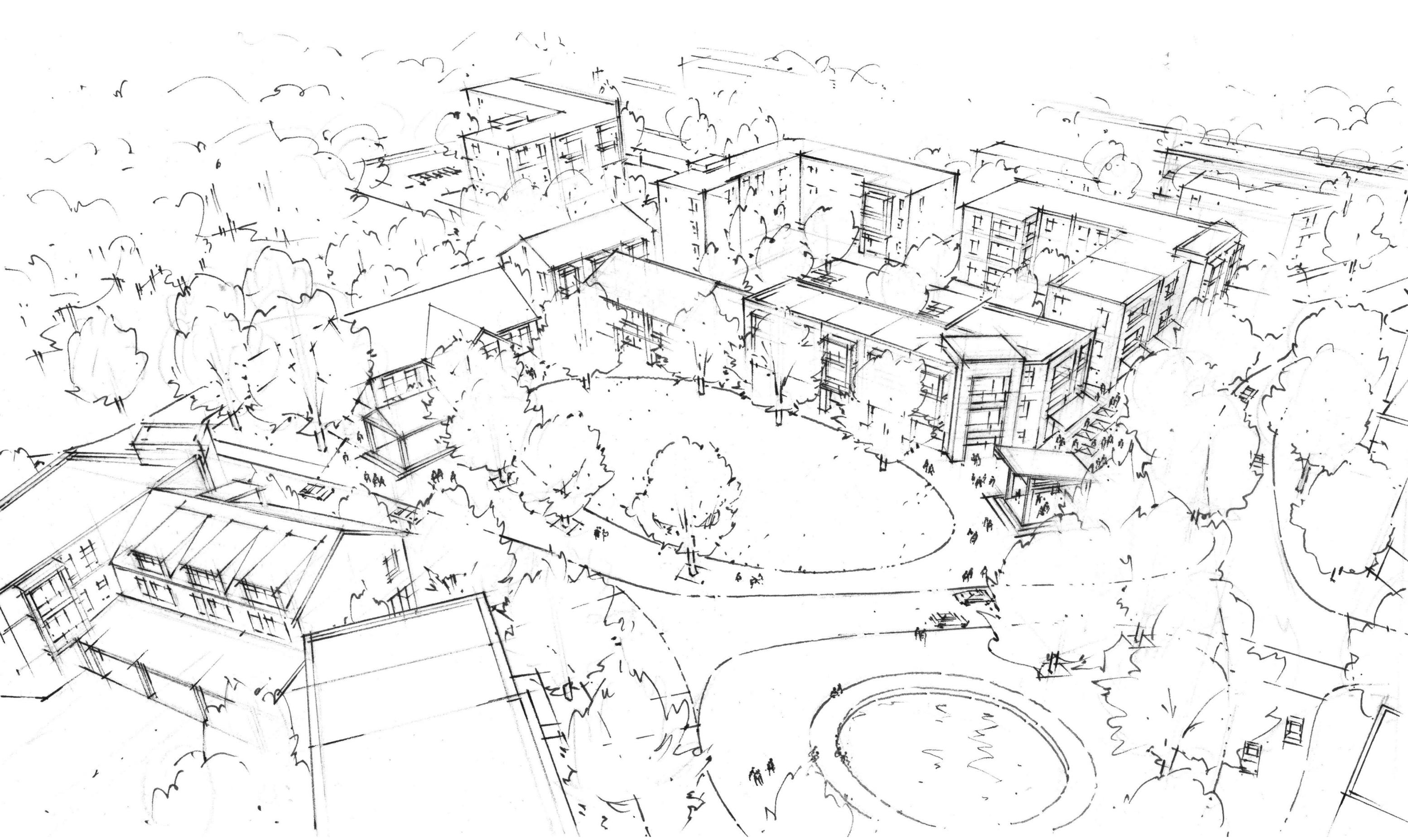


Community-Oriented Building

Multipurpose Stage Pavilion (Dining Terrace When No Events)

Commercial/Retail/Restaurant

CONCEPT FOR DISCUSSION - NOT A PROPOSAL

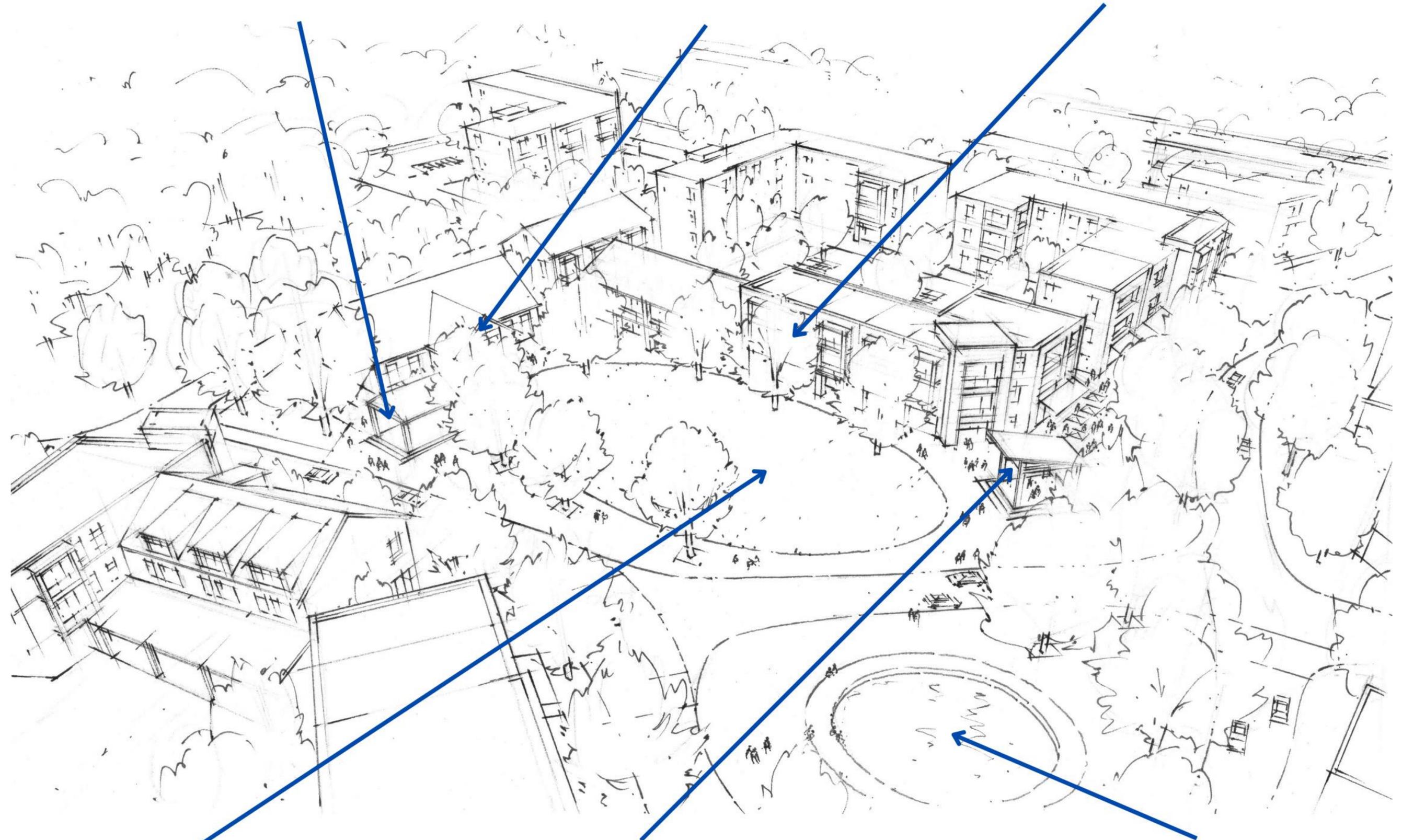


**CONCEPT FOR DISCUSSION
NOT A PROPOSAL**

Smaller Kiosk Pavilion and Dining Terrace

Farmer's Market/Emporium

Commercial/Retail/Restaurants

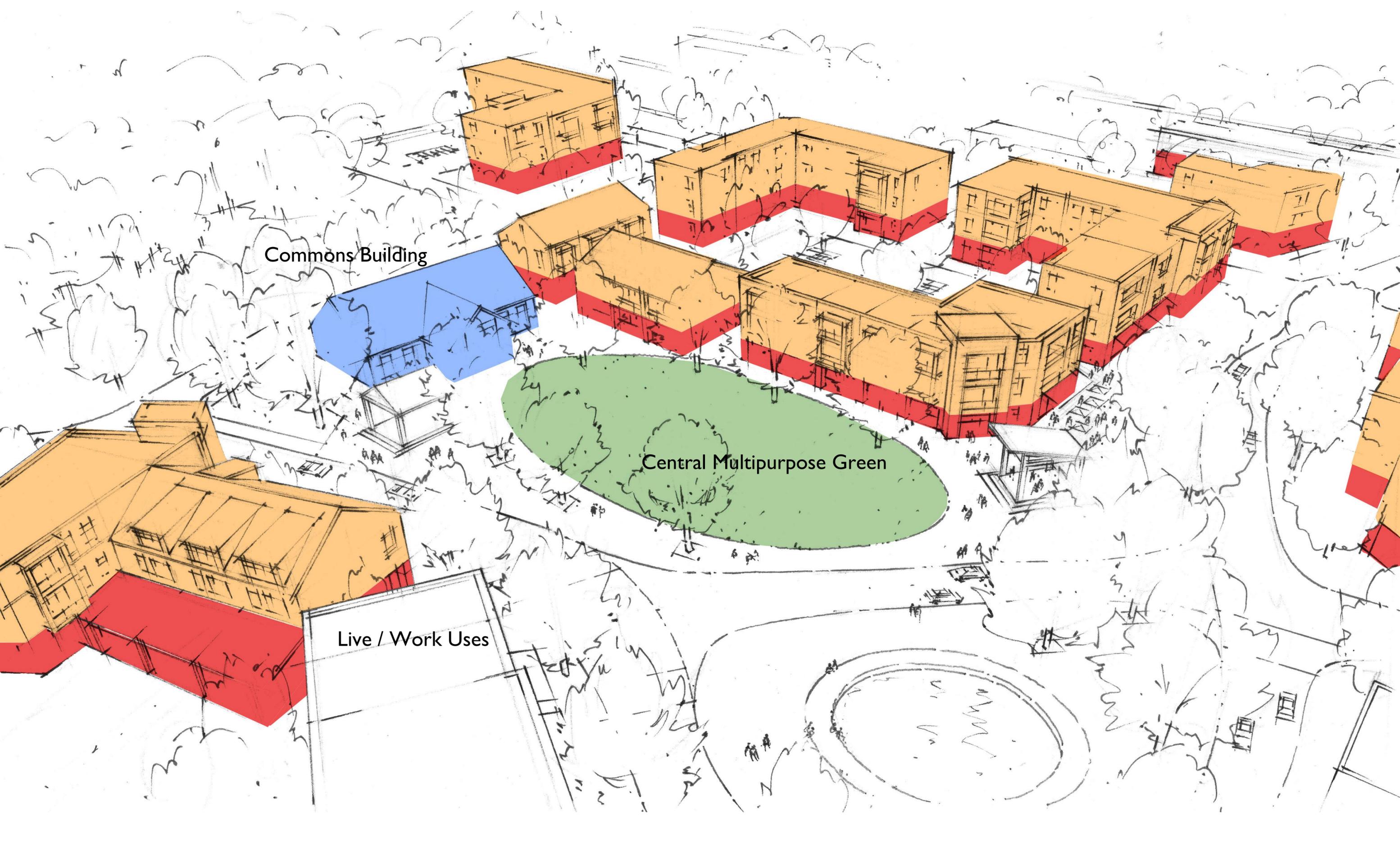


Central Green

Multipurpose Stage Pavilion (Dining Terrace When No Events)

Water Feature or Splash Fountain

Village Green Concept



Commons Building

Central Multipurpose Green

Live / Work Uses



Close up look at the proposed Village Center with live/work highlighted



Example of how to incorporate mixed-use housing into a Village Center

Neighborhoods in Centerville (Character)

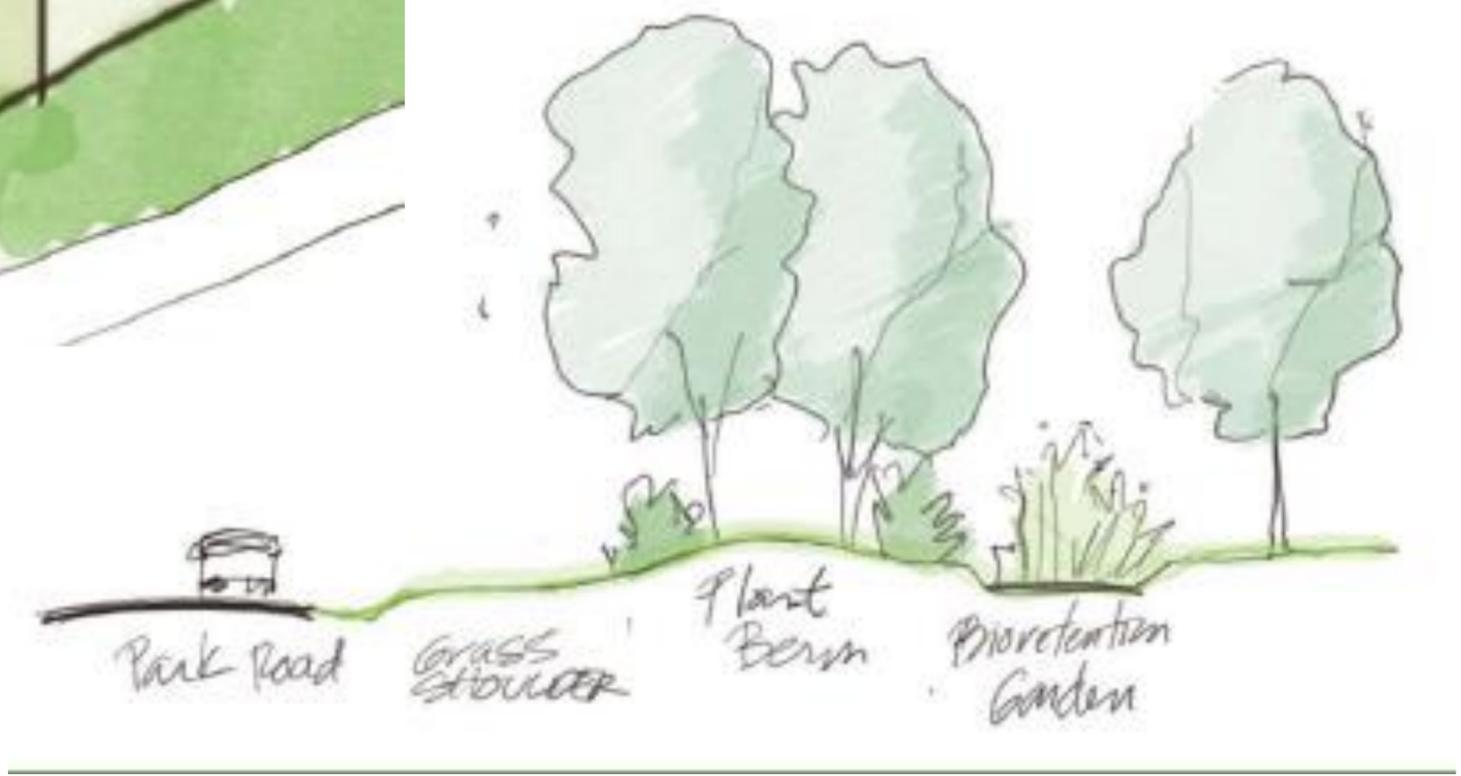
Cohesive architectural style, appropriately-scaled, promotes walkability, geared towards active adults



Rendering showing live/work incorporated into a Village Center – retail spaces on bottom levels; residential on top



- Screened Back-of-House
- Shaded Parking
- Screening Berms
- Bioretention
- Signage Guidelines





© DigitalGlo



**CONCEPT FOR DISCUSSION
NOT A PROPOSAL**

Interstate Interchange Area

<https://pollev.com/goochland>



live results can be seen on webpage

Breakout!