



CENTERVILLE VILLAGE
SMALL AREA PLAN
EVOLVING DRAFT

Public Review
November 28, 2022



PROCESS

December 2022 - No Public Meetings

January 2023 –Work session with Board of Supervisors and Planning Commission members

January 2023 - Planning Commission public hearings. Each plan heard on a separate date.

March 2023- Board of Supervisors public hearings. Each plan heard on a separate date.



TONIGHT'S HIGHLIGHTS

BACKGROUND

CENTERVILLE TODAY

ECONOMIC & DEMOGRAPHIC SUMMARY

COMMUNITY ENGAGEMENT & SURVEY

THE PLAN AREA AND OPPORTUNITIES

LAND USE

KEY ELEMENTS OF THE PLAN

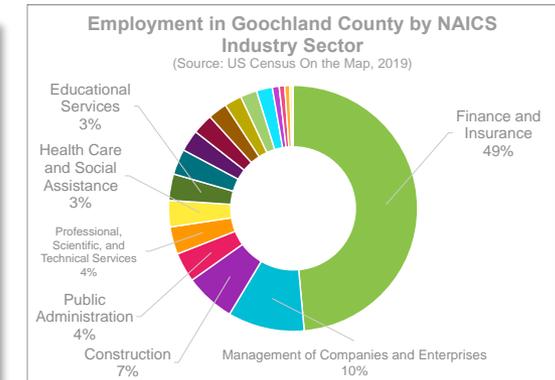
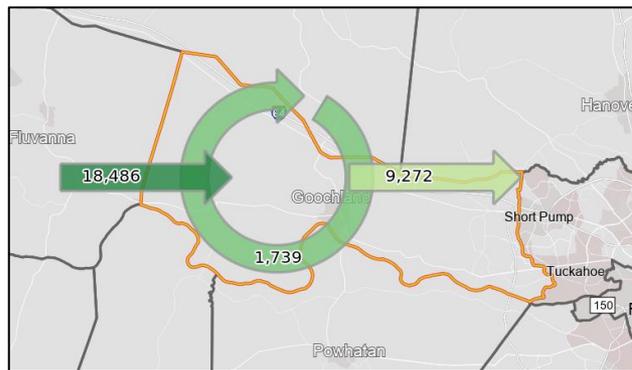
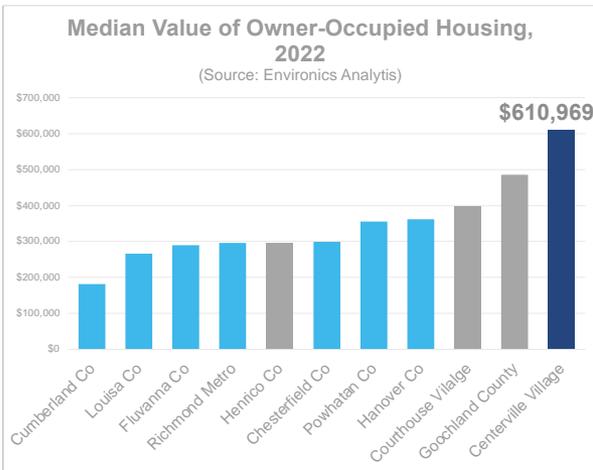
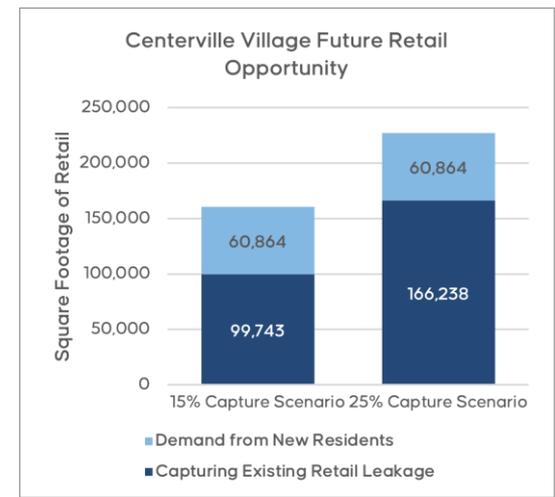
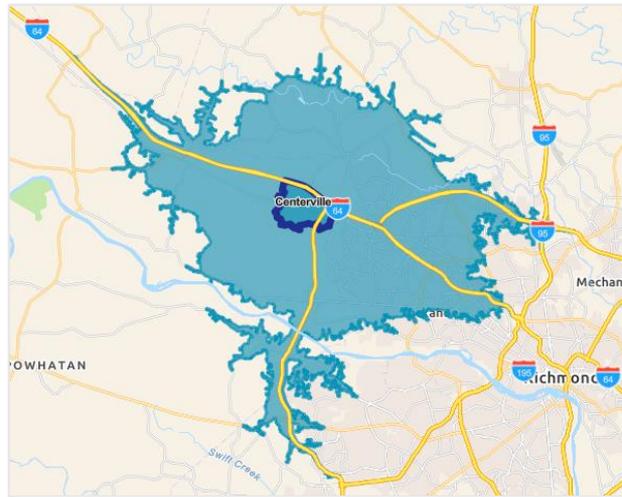
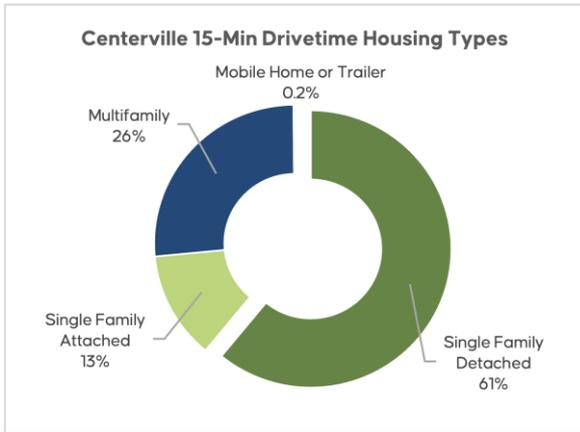
BRANDING

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Marching Orders

Demographics & Market



Key Findings

Goochland County

13.9%



POPULATION CHANGE
2010-2020

Goochland County

25,211



2022
POPULATION

Centerville Village Study Area

2,047



2022
POPULATION

15-Minute Drivetime Area

192,350



2022
POPULATION

Goochland County

\$484,841



2020 MEDIAN
HOUSING VALUE

Centerville Village Study Area

\$610,969



MEDIAN HOUSING
VALUE

Goochland County

18%



HOME OWNERS
COST-BURDENED

15-Minute Drivetime Area

\$650m



RETAIL LEAKAGE

Centerville Village Study Area

227,102



SQUARE FOOTAGE
RETAIL DEMAND

23103 Zip Code

13,412



JOBS

(Manakin-Sabot Zip Code)

Public Engagement

Common Themes

Most-wanted Retail and Restaurant Businesses:

Coffee Shop, Family-Friendly Restaurants, Fine-Dining Restaurants, Pharmacy, Boutiques, Family-Friendly Entertainment, Grocery, Bars and/or Breweries, Wine Shop

Most-wanted Services:

Medical Services (doctors, urgent care), Salons or Personal Care, Dry Cleaners, Gym, Senior Services, Meeting Space

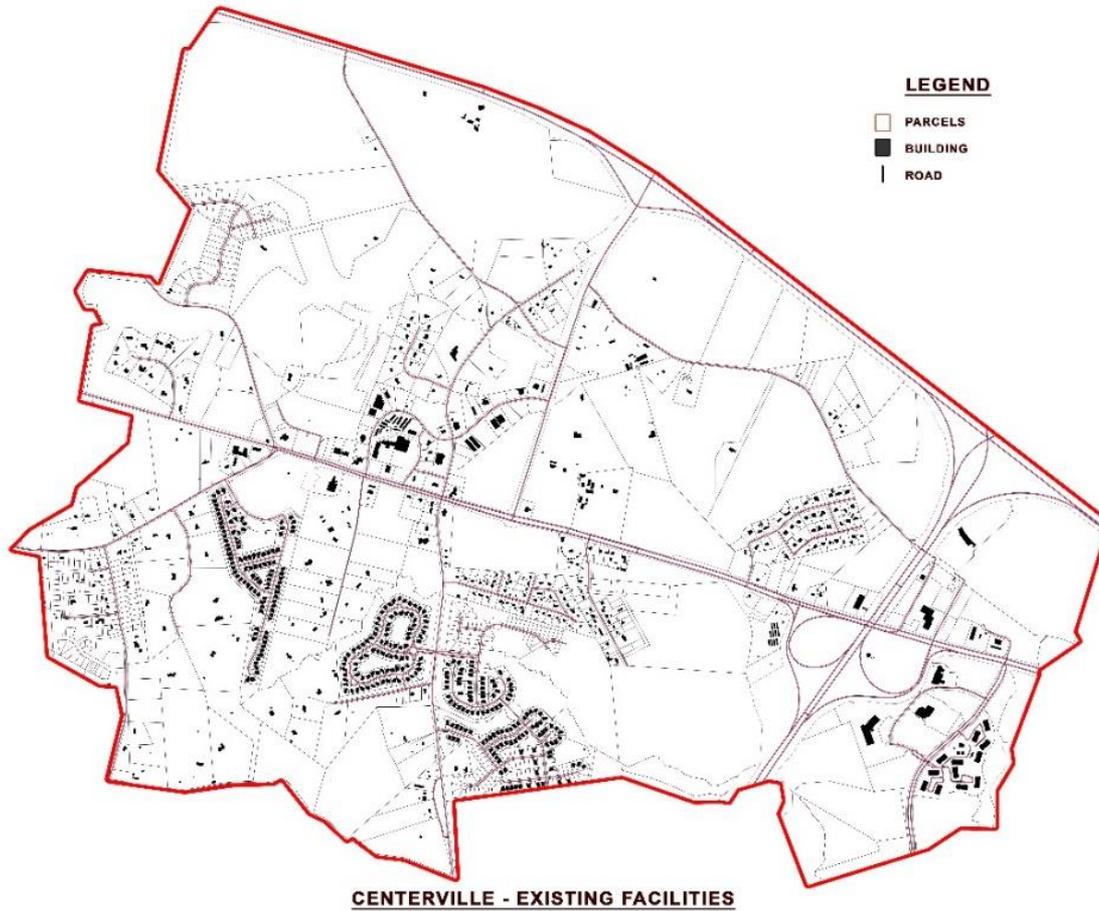
Types of Public Spaces, Activities, Cultural Facilities Needed:

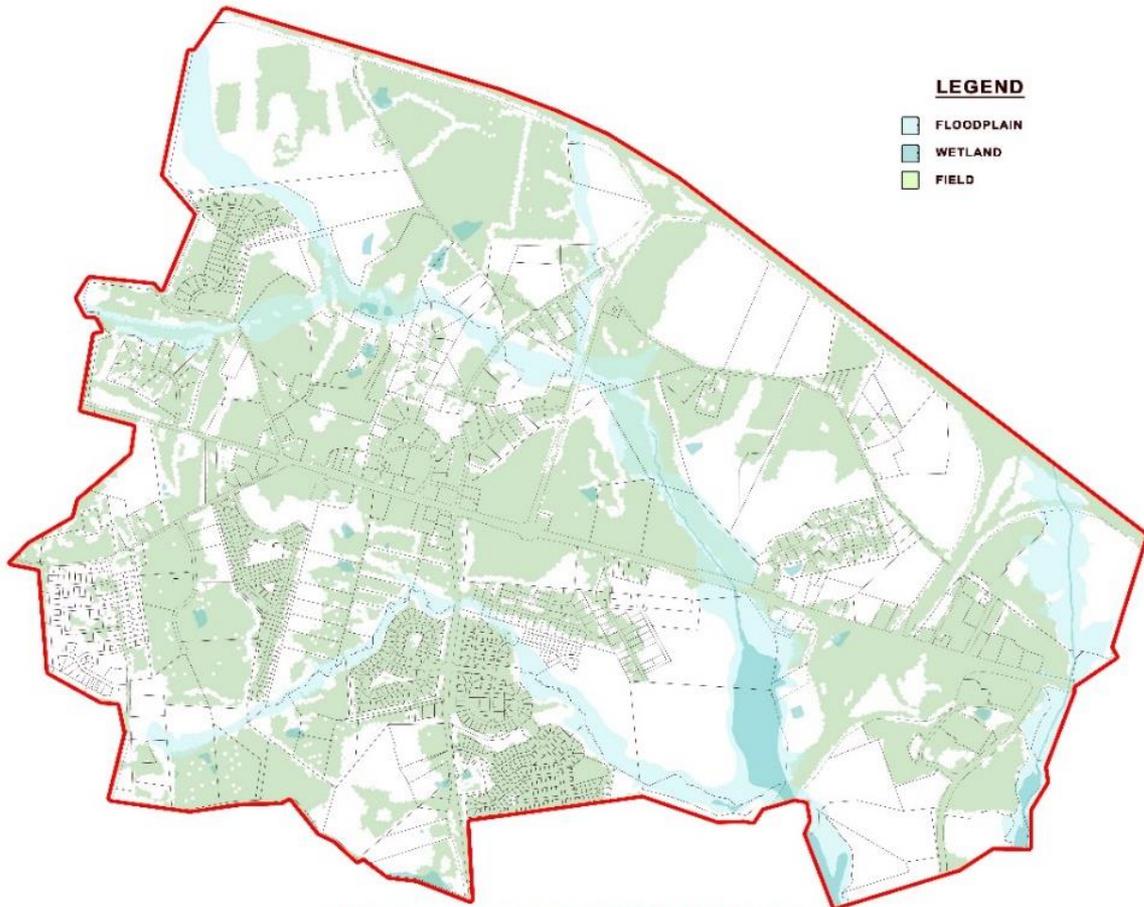
Gathering Spaces (Farmers Market, Plazas, Courtyards, Small Green Areas, etc)
Parks & Recreation, Passive Recreation (hiking & biking trails, nature areas, equestrian, etc), Events, Live Music, Active Recreation (ballfields, community parks, sports programming) Public Art



Word cloud

Plan Area Opportunities





LEGEND

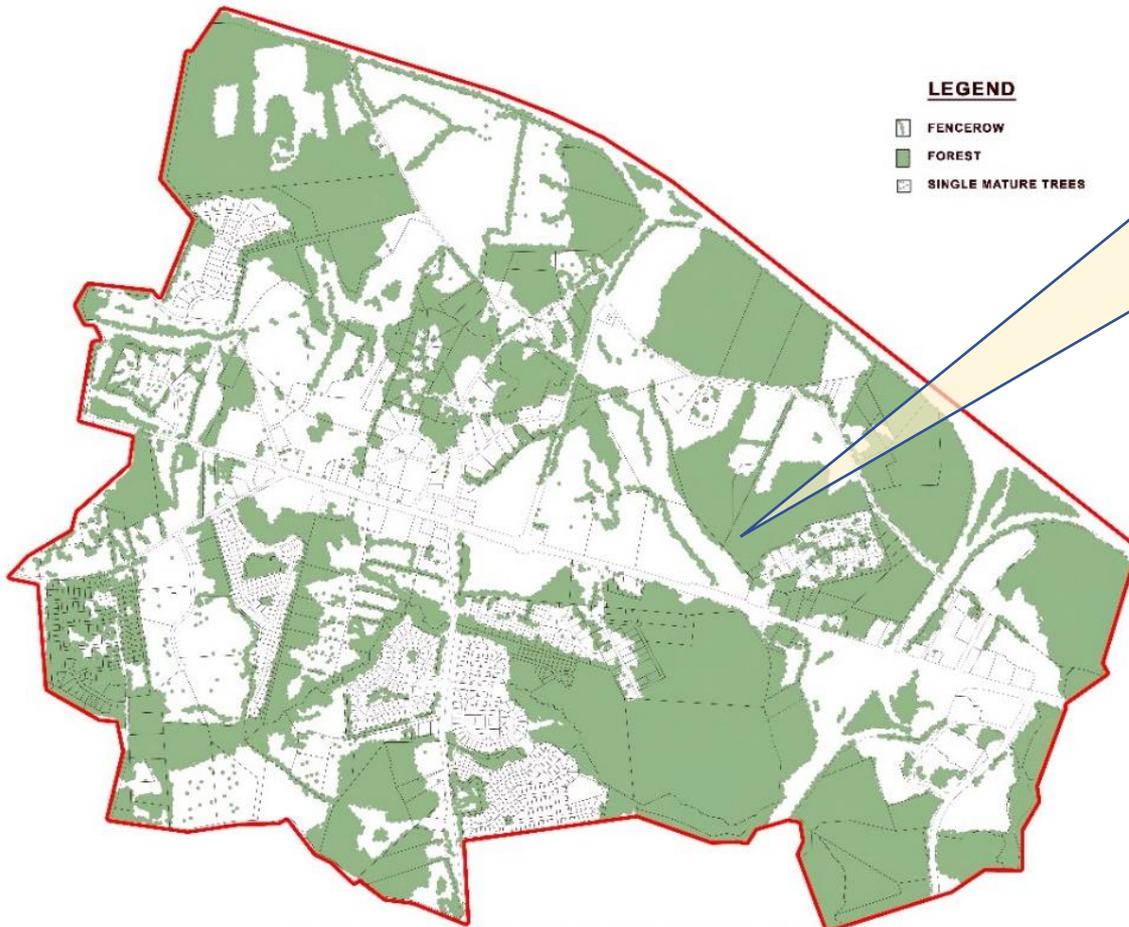
- FLOODPLAIN
- WETLAND
- FIELD

CENTERVILLE - ENVIRONMENTAL FEATURES



X-ray maps





LEGEND

-  FENCEROW
-  FOREST
-  SINGLE MATURE TREES

CENTERVILLE - HERITAGE LANDSCAPE FEATURES

Common theme:

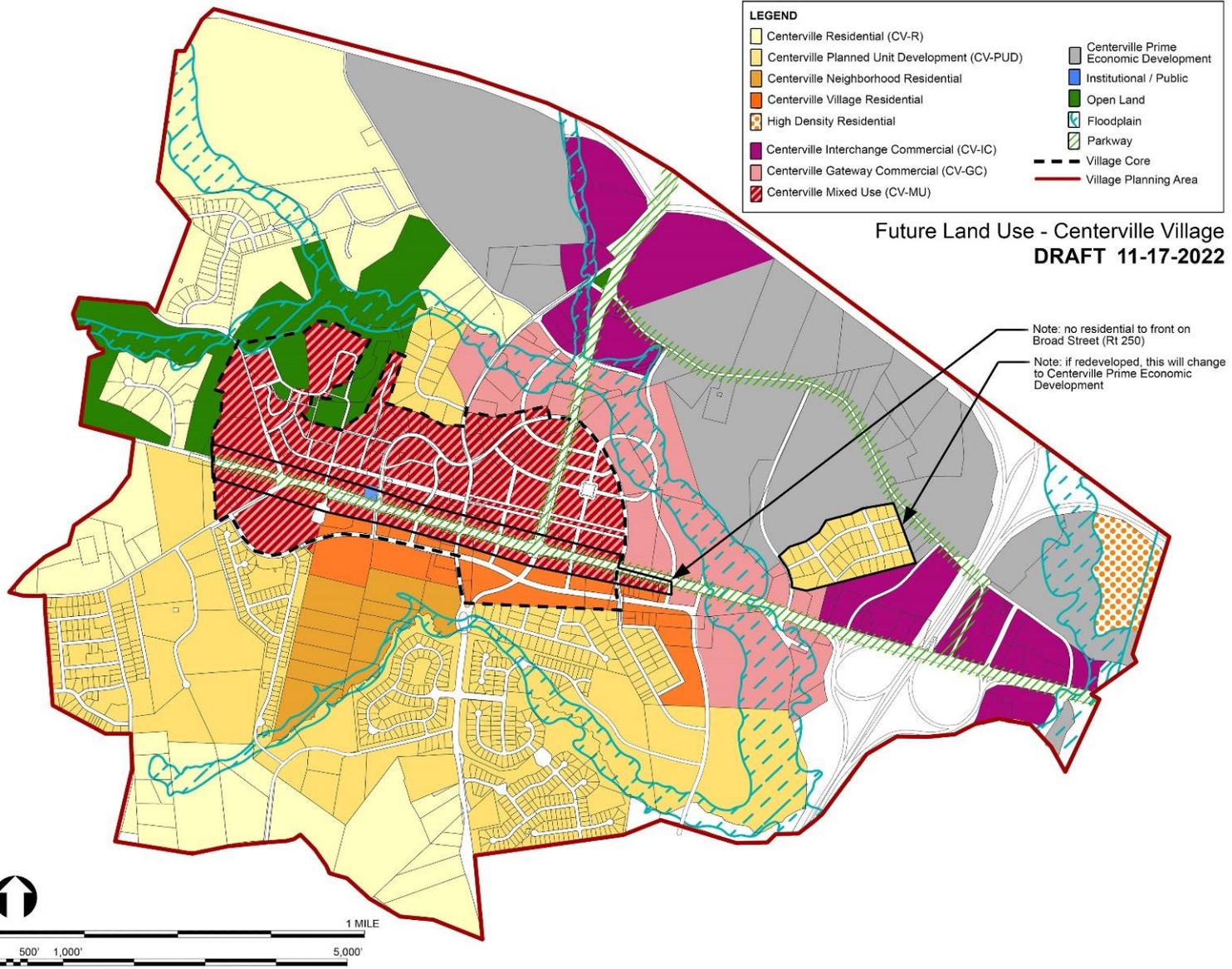
...the proposed village area is currently characterized by gently rolling hills, open spaces, wetlands, mature tree cover... take actions to protect existing neighborhoods, environmental resources, and conserve landscapes for recreational and cultural benefit ...





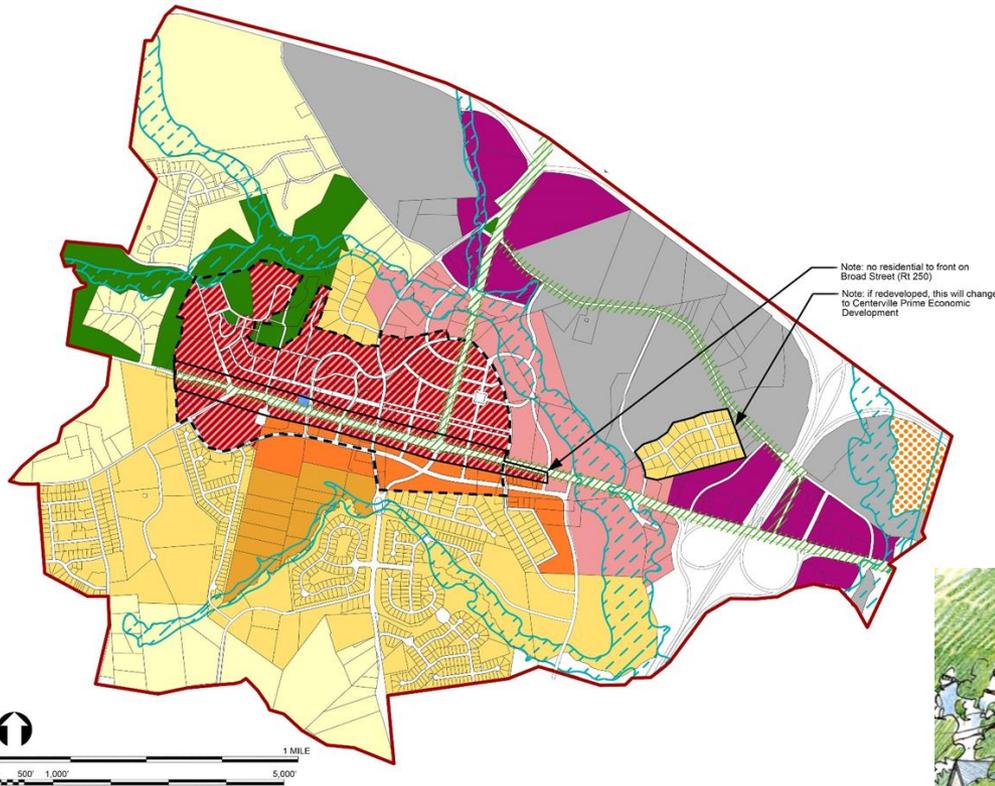
Centerville – Combined Features

Land Use Plan



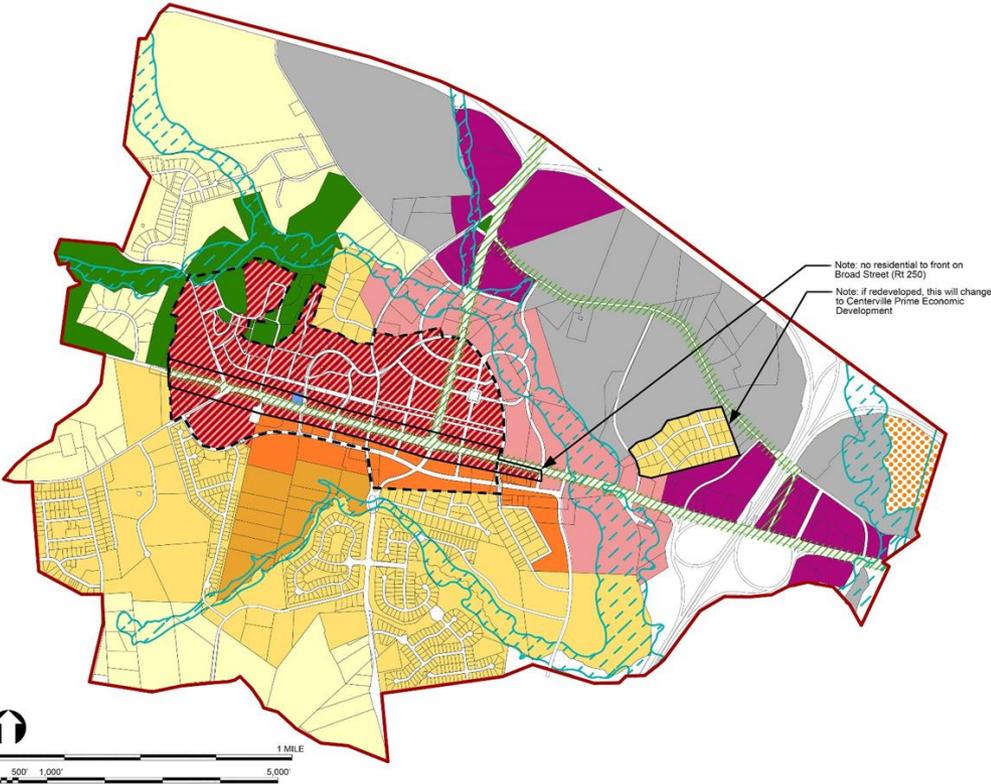
Centerville Residential (CV-R)

Intent: To maintain the rural and scenic character of the edge of the village, by providing generally lower densities than found within, and to transition from the village into adjacent countryside



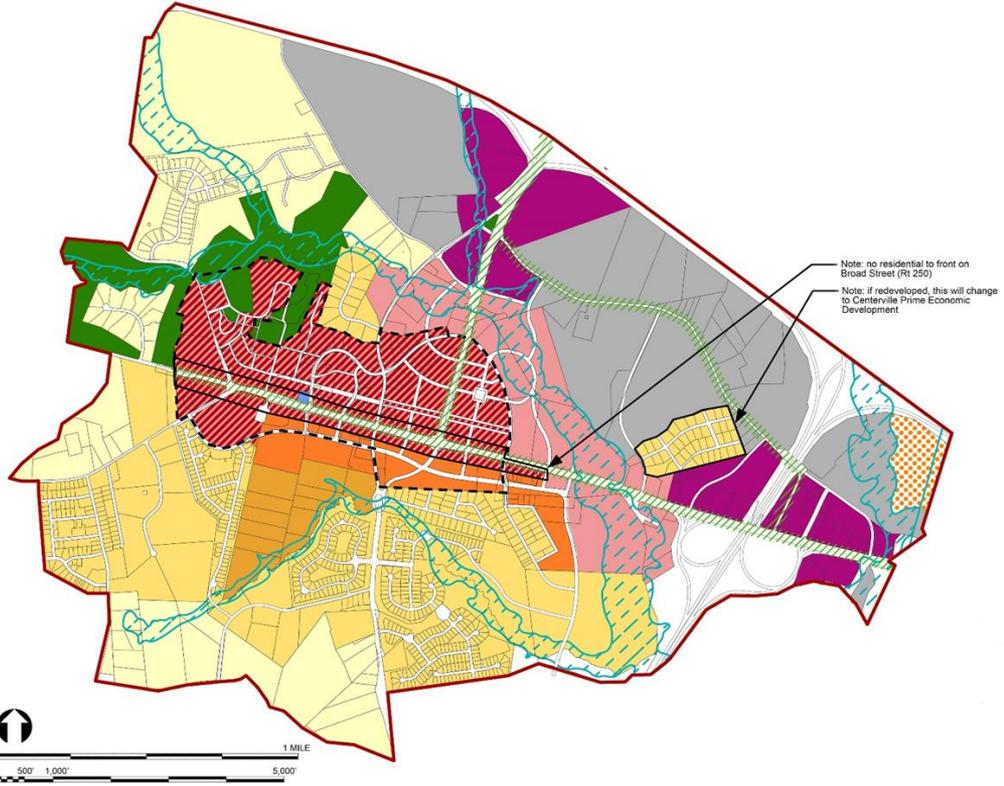
Centerville Planned Unit Development (CV-PUD)

Intent: To maintain the rural and scenic character of the edge of the village, and to transition from lowest densities at the edge toward more dense uses in the Village Center.



Centerville Neighborhood Residential

Intent: To provide a market-rate housing zone, and with walkable access to many civic and private-sector amenities. TND or specific village design required. Gross open space requirements at 30 percent. ... denser housing to correspond with developer-built amenities provided in on-site or nearby open space.

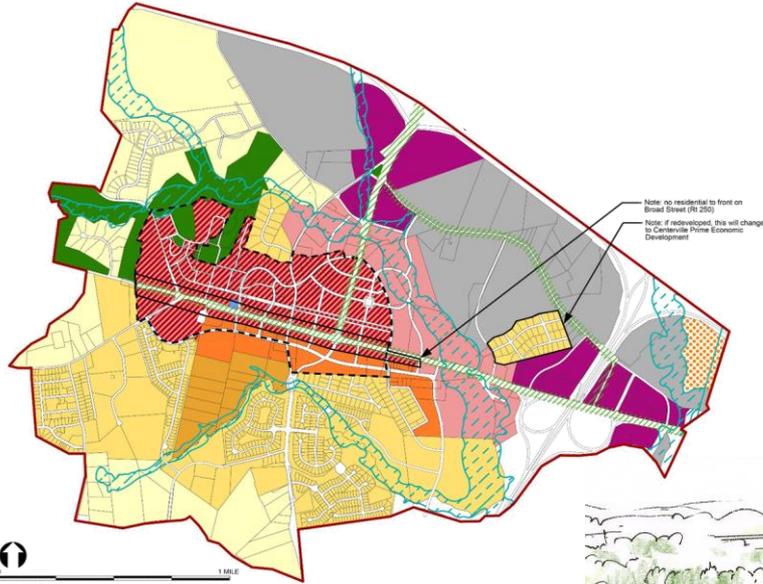


Common theme:
Consider incentives that can be used to have landowners and future developers trade density for open space and public use spaces and buildings...



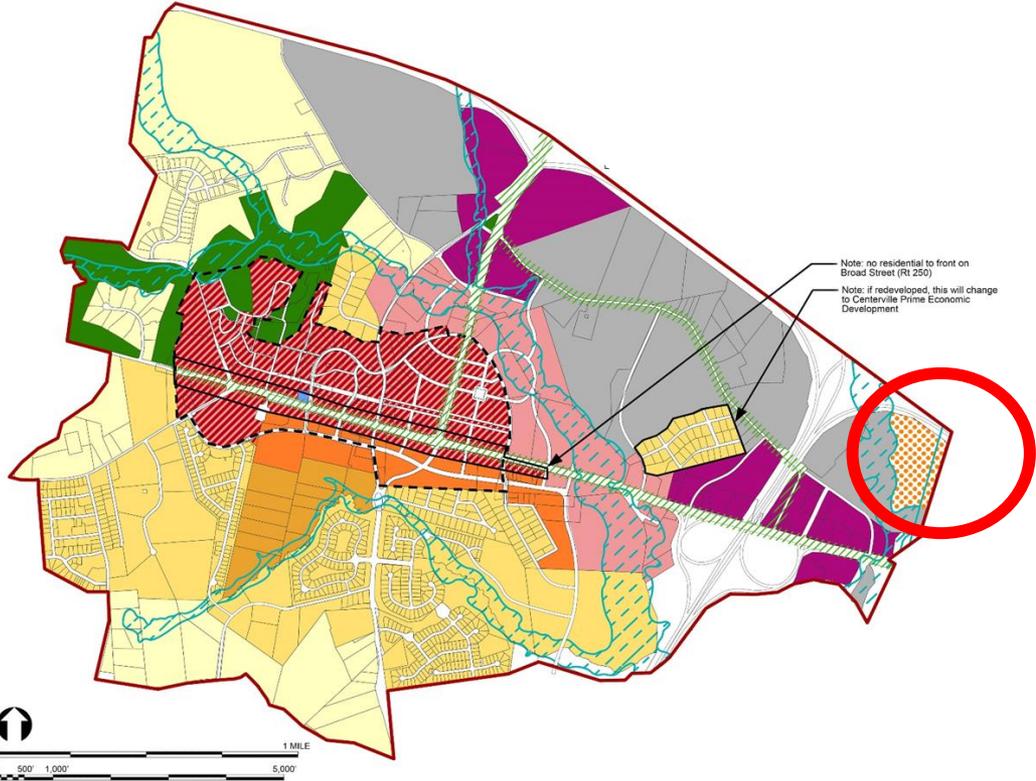
Centerville Village Residential

Intent: Diversified Infill Housing. Neighborhood Commercial required, with limitations on commercial type uses.



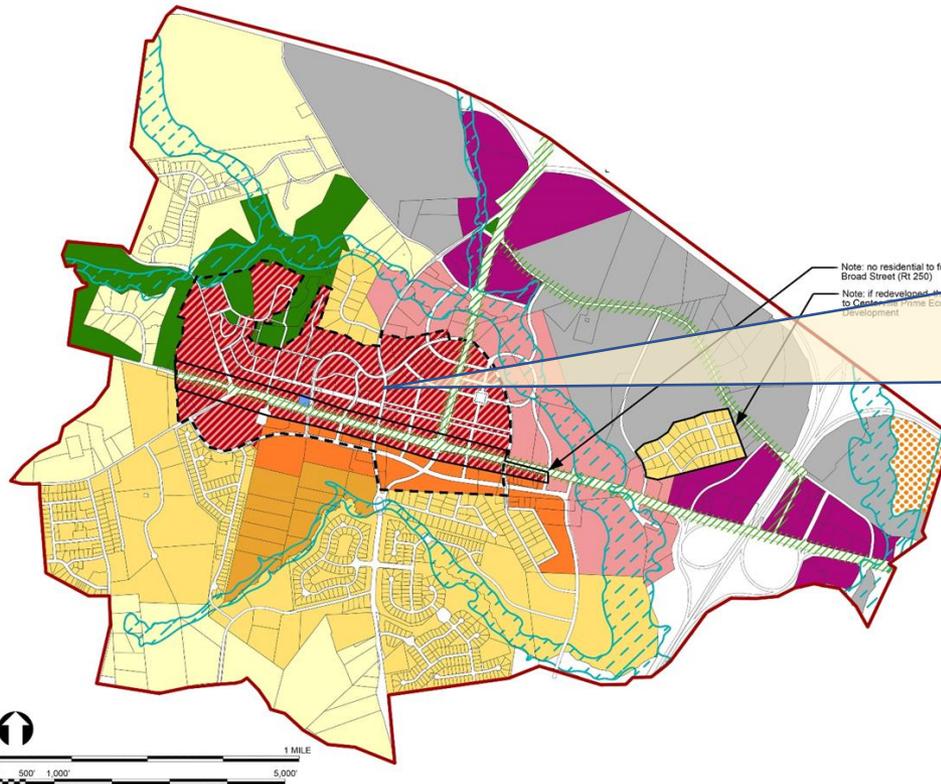
Centerville High Density Residential

Intent: To provide a vibrant, market-rate higher density zone. Densest Diversified housing near Henrico Border. Commercial uses permitted. Open space and commercial considerations for density bonuses.



Centerville Mixed Use (CV-MU)

Intent: To provide a vibrant, market-rate high density multi-use zone, with unique experiences, and immersed in many civic and private-sector amenities. A minimum of 30 percent of acreage shall be dedicated to commercial uses.

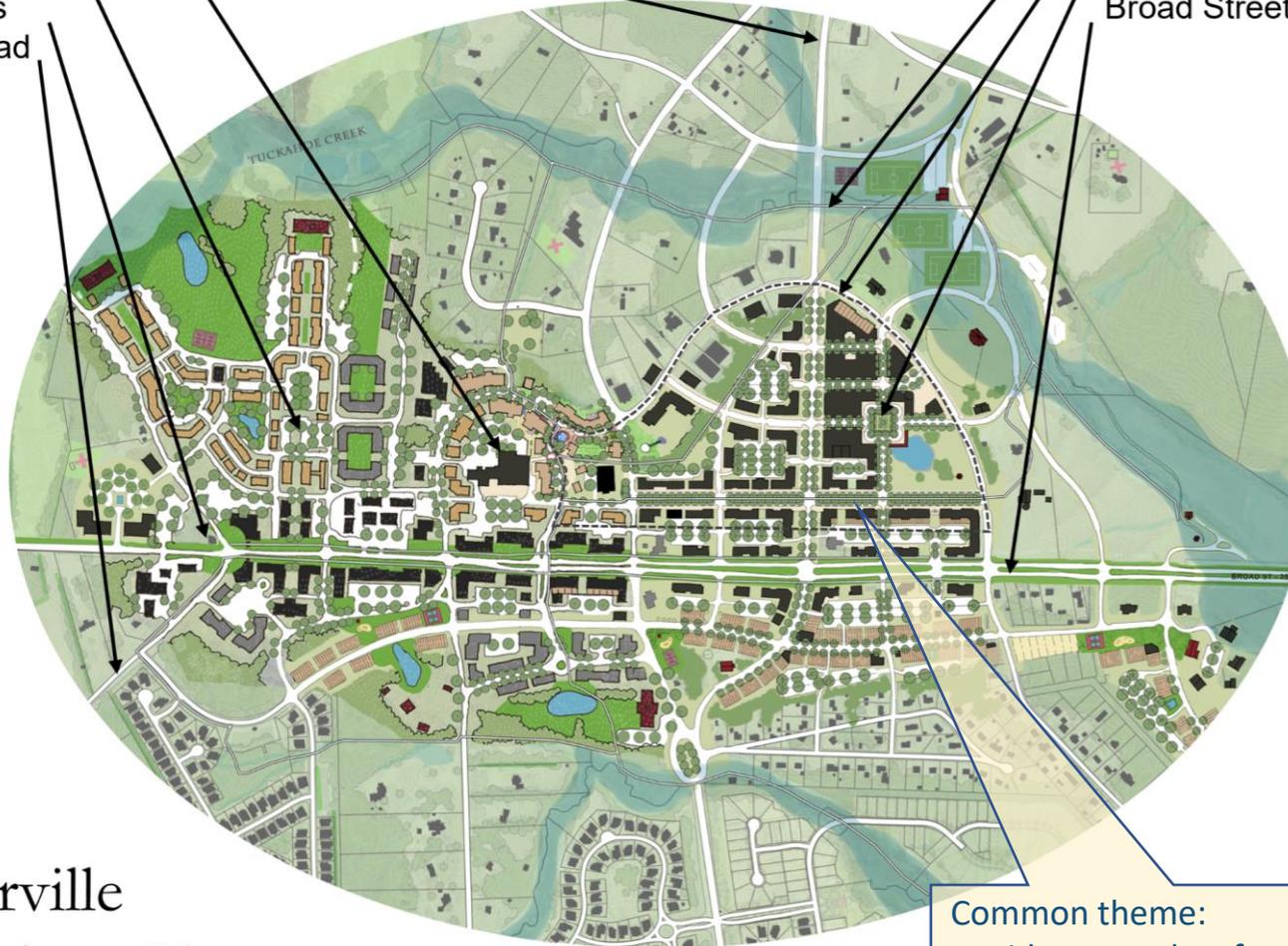


Common Theme - Most desired new businesses :

Coffee shop, family-friendly restaurants, fine dining, pharmacy, boutiques, family-friendly entertainment, grocer, bar / brewery, wine shop...

Ashland Road
Existing Grocery Store
Manakin Towne
Satterwhite's
Manakin Road

Tuckahoe Creek Trail
Village Core
Village Center
Broad Street



Centerville Small Area Plan

Common theme:
...grid network of a small town
adjusted to community landform
...front porch feel... Complete
Streets...



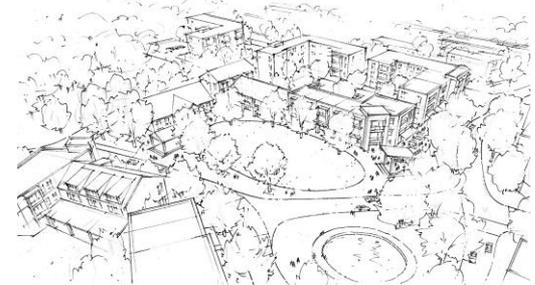
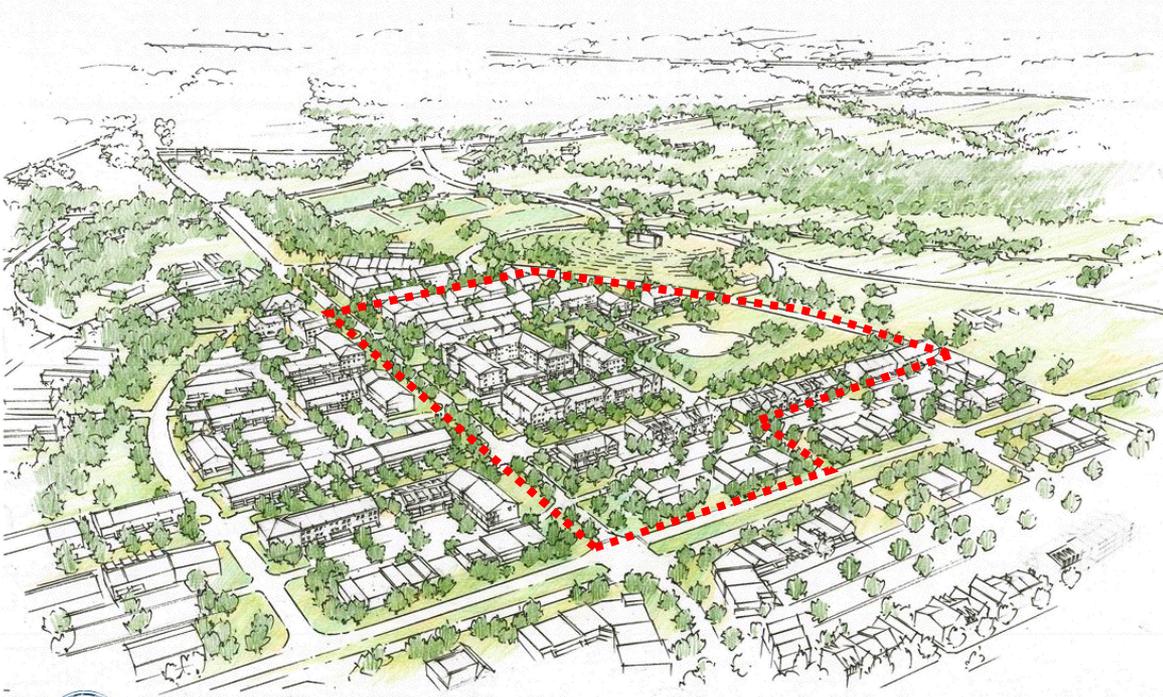
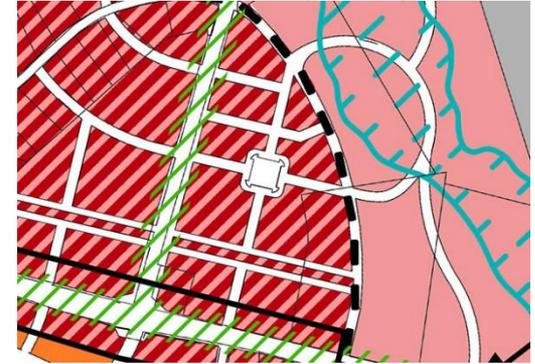
Village Core

The Village Core represents an area focused on offering residential, mixed-use, and greenspace. Located around the densest portion of the village, Village core is intended to promote connectivity between lower density and higher density zones. This is achieved through sidewalks and parking lots that invite residents and visitors to park their car and take a stroll.



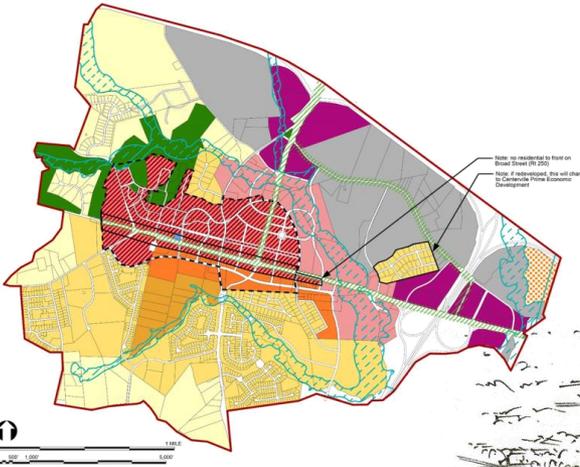
Village Center

The Village Center is the densest portion of the project and likewise is the most walkable portion of the plan. Using sidewalks, smartly placed greenspaces, and a mix of offering, the Village Center promotes walkability and connection. Unlike anything seen in today's Centerville, the Village Center will be a space where people can shop, dine, and live all within walking distance. Visitors to this portion of the village will easily be able to stroll from store to store, stop for dinner, and take in a show all within the matter of a few blocks.



Centerville Gateway Commercial (CV-GC)

Intent: The gateway commercial use is for a scenic transition between walkable village and surrounding countryside. The district helps to define the broader village edge by preserving the rural land character, with its trees and fields.

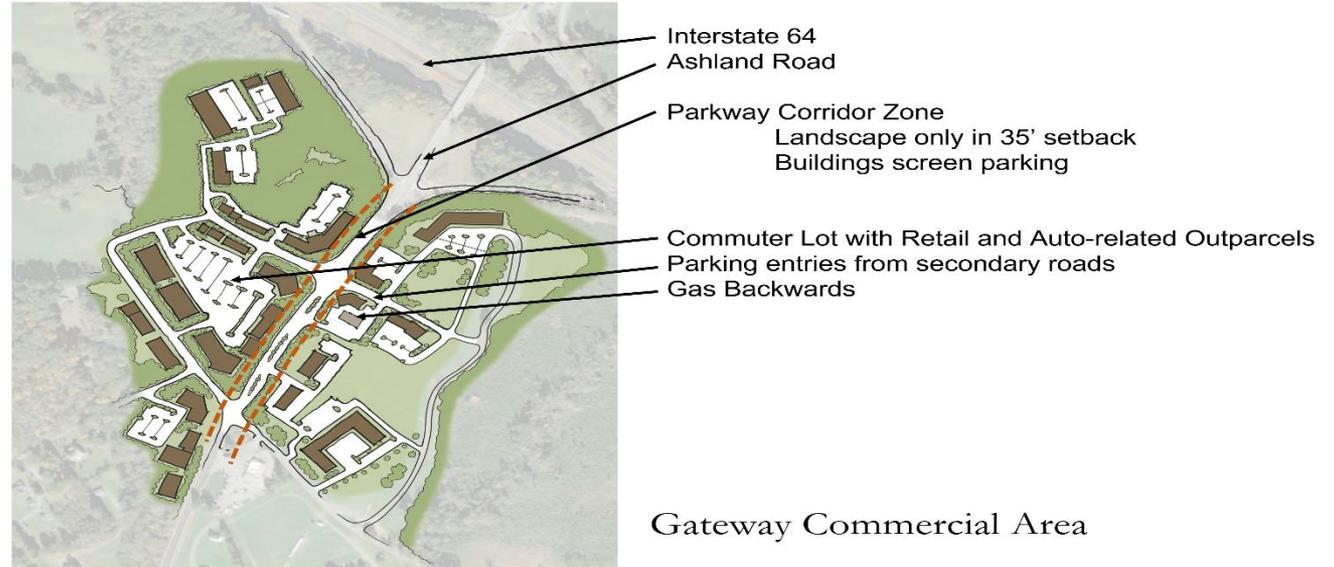
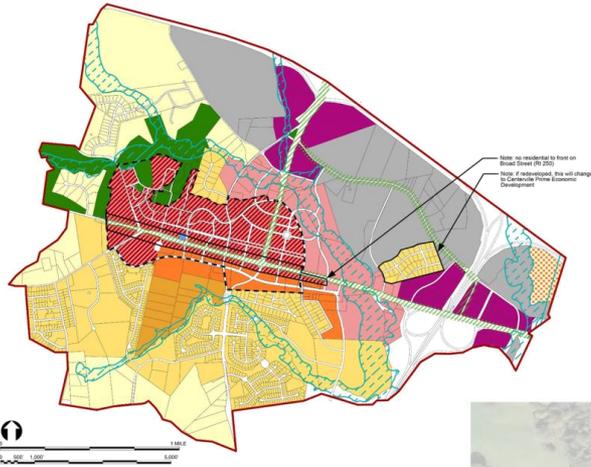


Common Theme:
... create specific design standards for newly proposed land use categories and overlay areas including public space, gateways, transition zones, and interconnected preserved green space areas ...



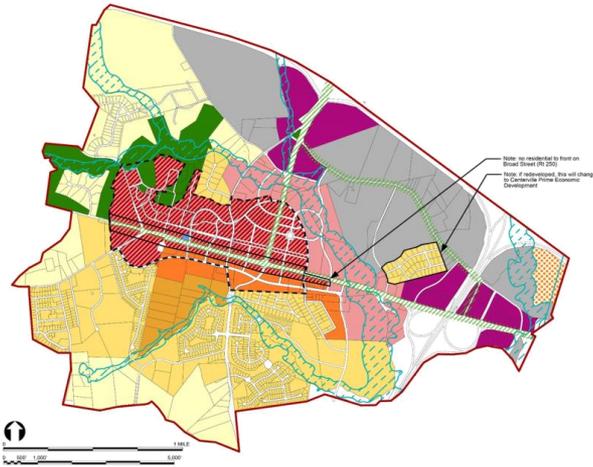
Centerville Interchange Commercial (CV-IC)

Intent: The Interchange commercial use is to accommodate visitors and residents with first needs, and to serve as a first introduction to the County. Highest standards for design and hospitality are a priority.



Centerville Prime Economic Development

Intent: Economic Development lands are a critical component of the County's long term economic foundation and should contribute to the County's tax base. These areas may include uses that serve to attract outside industry, jobs, and expand the diversity taxes flowing into the County.



Examples:

Corporate Campuses

Distribution Centers

Controlled Environmental Agriculture

Data Centers

Advanced Manufacturing

Case Study:



Parkway Overlay District

Intent: The lands along the roadside are of particular importance to conveying the image and sense of place found in a rural village. *Tradition stems from farms providing riders space between road and fence.*



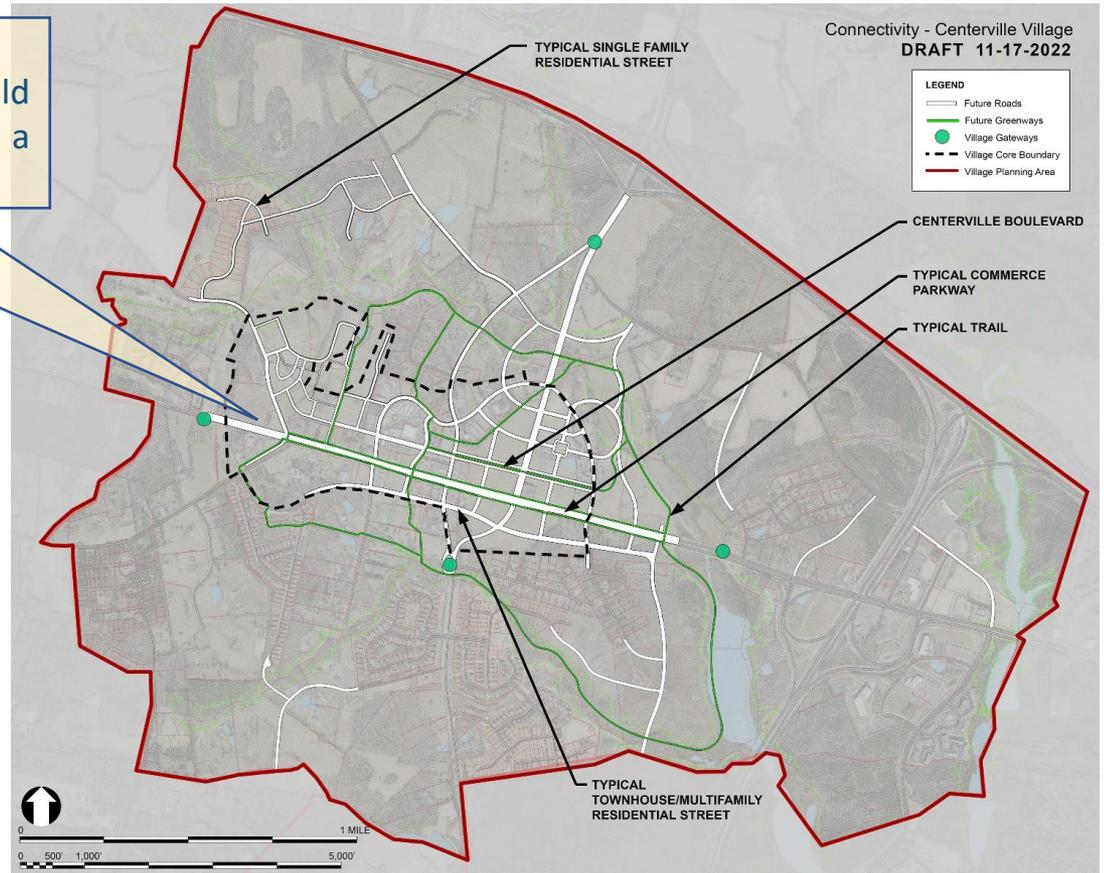
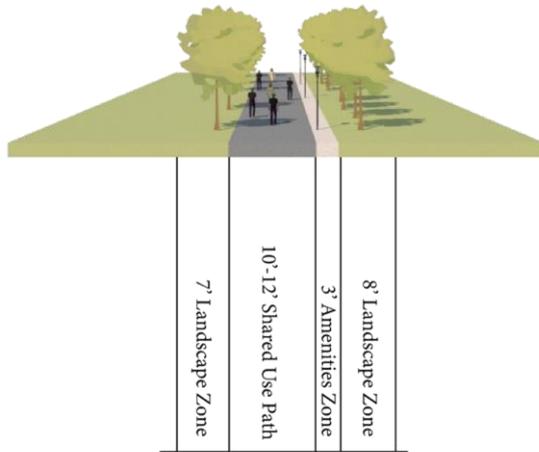
Key Design Features

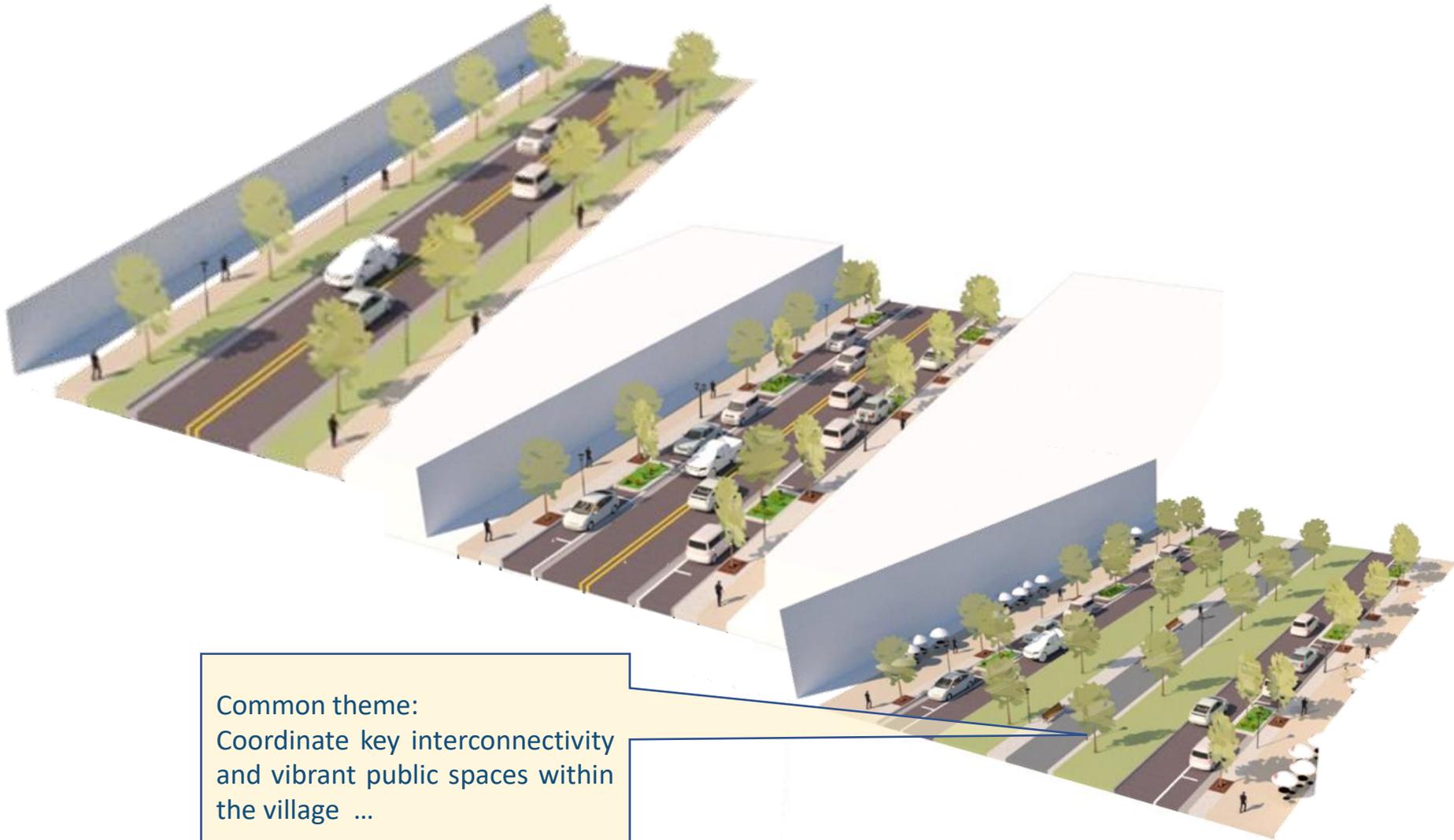
Streets

Wide, tree-lined streets lie at the heart of the Centerville Village Plan. Set in a grid pattern, streets located within Centerville Village provide ease of use and understanding to residents and visitors alike. In an effort to marry the rural, idyllic, nature of the Centerville area to the Village, parkways will bridge the gap between pastoral and developed lands.

Common theme:

...Compel developers to not only build desired roads, but coordinate them in a beneficial plan...Park once...





Common theme:
Coordinate key interconnectivity
and vibrant public spaces within
the village ...

Major Street Crossings : “Turn and Face the Traffic”

Major Street Crossing are typically on higher speed, higher volume roadways. These intersections use pedestrian hybrid beacons to stop vehicular traffic for safe pedestrian crossings. A good example of where a major street crossing within the Village would be at Commerce Parkway and Broad Street (US 250)



Natural Amenity Gateway Buildings

Natural Gateway Amenity Buildings offer villagers the opportunity to connect not only with nature but with those around them. Situated at focal points at terminal axes within the village, these nature gateways provide the opportunity to connect with the rural character of the surrounding area. These launch buildings connect the village to the countryside. Using spaces like golf club houses, stables, nature centers, Natural Gateway Buildings provide a valuable resource for connection with the Great Outdoors.

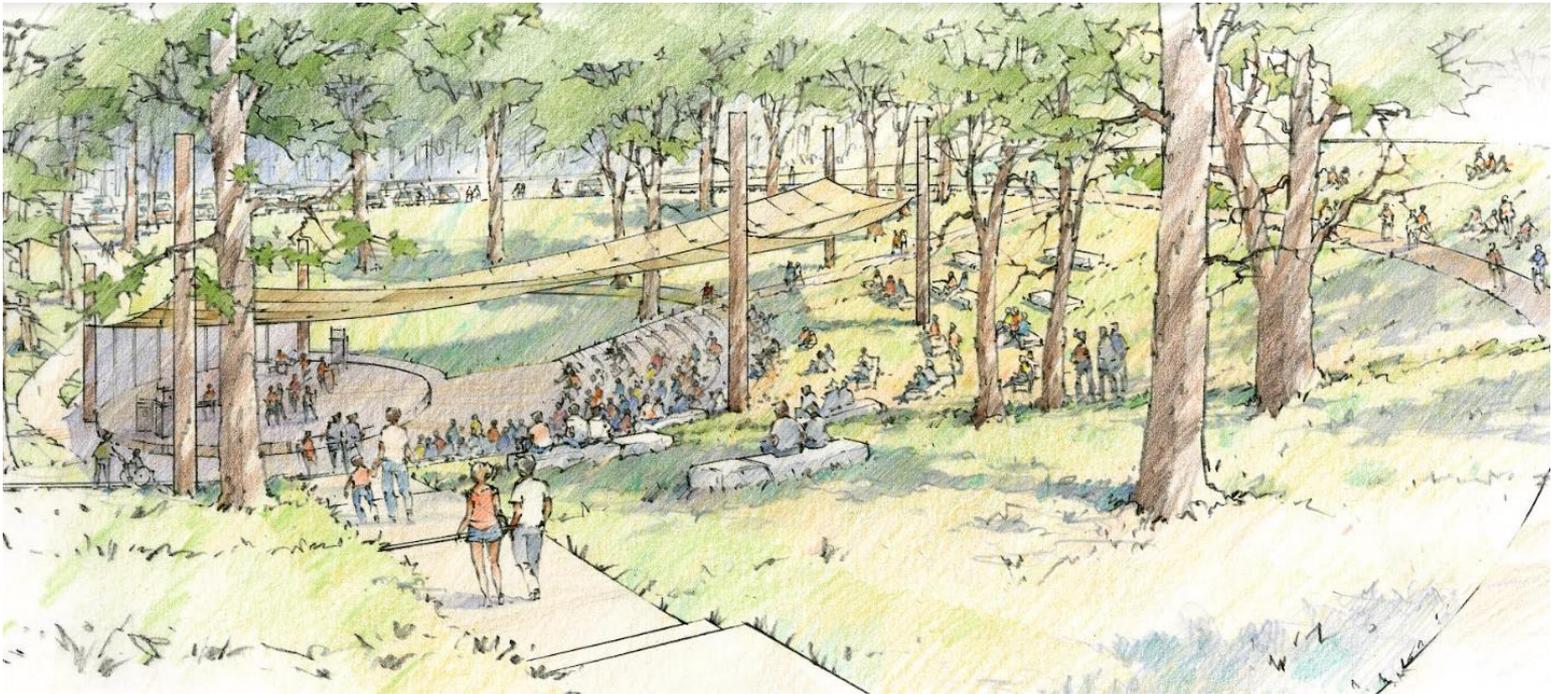


Common theme:
Keep connected to the
Great Outdoors



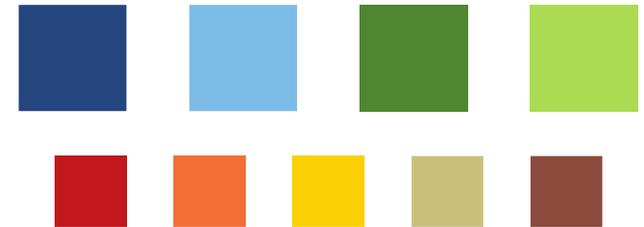
Amenities in Gateway Commercial Districts

Gateway Commercial Areas offer an opportunity to blend the rural with the urban. With significant open space, gateway areas offer the opportunity to create prime location for residents and visitors alike to meet and engage in cultural activities, listen to a live concert, or take in the natural beauty that Goochland County has to offer. Not only do these areas allow villagers to connect with nature, but they offer the village the ability to preserve the natural environment that makes Centerville unique in the region.



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





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Thank you.