



Centerville
VILLAGE

A breath of fresh air.

CENTERVILLE VILLAGE
AND SMALL AREA PLAN - DRAFT

County Of Goochland, Virginia

November 17, 2022



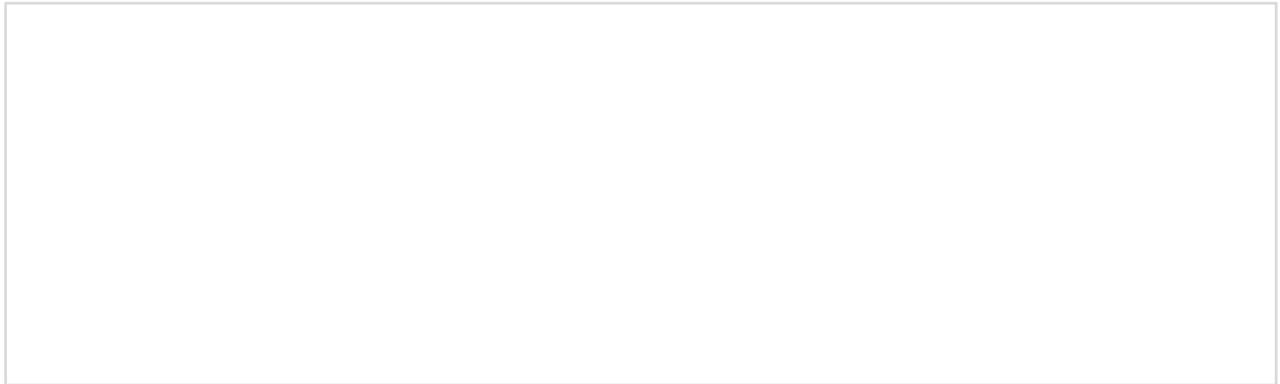
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Acknowledgments

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CENTERVILLE VILLAGE SMALL AREA PLAN



Introduction

In Spring, 2023, the Centerville and Goochland Courthouse Village Small Area Plans will be completed, after approximately 18 months in development. A more-detailed product than the origin document, developed in 2015 – 2035 Goochland County Comprehensive Plan, the Village Small Area Plans provide a prescription for orderly growth and prosperity through adhering to land use standards and practices, which are part of a publicly-informed community-building process.

Village plans have been a part of the Goochland County comprehensive planning process since 1975. In the 2028 Comprehensive Plan, major villages were distinguished as having a special “sense of place”, being along major travel routes and having major water and sewer utilities available. As the county has experienced unprecedented growth, there has been a policy decision to focus 85% of the County’s growth into designated growth areas, including the two Major Villages: Centerville and Goochland Courthouse major Villages. The decision to concentrate growth prevents senseless sprawl into the countryside and provides the best chance of fostering a sense of place in a denser vibrant place.

Citizens and planners have worked through a series of options, and through public discussion and debate have winnowed the most favored option to the one presented on page ___ of this document. The master plan and development guidelines will foster creation of the village as developers undertake parcel-by-parcel implementation of the plan

Project Goals

1. From the Comprehensive Plan: To have balanced development that contributes to the welfare of the community and preserves its rural character. County will be characterized by the following:
 - High quality commercial, industrial, and employment hubs
 - Vibrant, healthy villages that respect the character of each community
 - High quality residential development that is compatible with adjacent land uses
 - Preserved natural, cultural, and historic resources
 - Viable agricultural and forestry resources that are important components of the local economy

2. Tune the Villages to absorb growth, thereby keeping the rural character in the rest of the county.
3. Maximize benefit of areas where utilities are already in place.
4. Make the Village Plans economically sustainable.
5. Building character through branding.
6. Building character through the land use mix. What is a more appropriate mix for Villages and for today's finance market?
7. A true village has a reasonable mix of ages. Make the villages affordable for all ages.
8. Provide for each village a pro-active recommendation for the right mix of commercial and details to make it more vital
9. Reinforce village character in its every visible detail.

Planning Process

The planning process for Centerville followed this general course:

1. Project Team introductions and site tours
2. Study of Existing Conditions and Immediate Proposed Conditions
3. Public Engagement and Project Communications Plan.
4. Demographic and Market Assessment + Housing Assessment
5. Community Identity and Project Branding
6. Draft Planning Alternatives
7. Revised Alternatives - Draft Plan
8. Final Plan Recommendations

Planning Process Steps

1. **Introductory Public Meetings:** meetings were held in each village and allowed citizens to meet the design team and discuss several issues
2. **Roundtable Discussions:** a series of discussion were held in each village
3. **Community Wide Surveys:** using Qualtrix, surveys were developed to poll citizens on image, branding, and community design. Surveys were posted to the County website
4. **Social Media Updates:** consultants provided updates to the County (monthly)
5. **Midway Public Meetings:** open houses were held for citizens to meet the design team and discuss several early concepts. Each meeting consisted of a presentation, a round table discussion, and time for community members to visit topic-tables.
6. **Update Meeting:** occurred biweekly with Goochland staff
7. **Final Public Meetings:** hosted over two days, these meeting were the final opportunity for input from the community
8. **Work Sessions with Board of Supervisors and Planning Commission public hearing**
9. **Presentation of Final Draft for a Planning Commission**
10. **Presentation of Final Plan before the Board of Supervisors at a public hearing**

CENTERVILLE TODAY

Located in the northeast of Goochland County, Centerville is bounded on the north by Interstate 64, and separated on the east by the Henrico County line along the Little Tuckahoe Creek floodplain. New Richmond beltway VA -288 traverses the eastern boundary of Centerville. US250 is parallel to I-64 and runs through the center of the village area. The south boundary of Centerville is roughly defined by Hunting Ridge Road and the Hermitage Country Club. The west boundary is roughly defined by Manakin Road.

Centerville’s 3,171 acres (4.95 square miles) makes it the largest village in Goochland County. Its gentle topography, greenfield sites and location near major transportation routes, and filled with utilities, makes it a very attractive development location.



Pastureland near Centerville (Top Image) and the area near Wilkes Ridge Pkwy and Broad Street (Bottom Image)

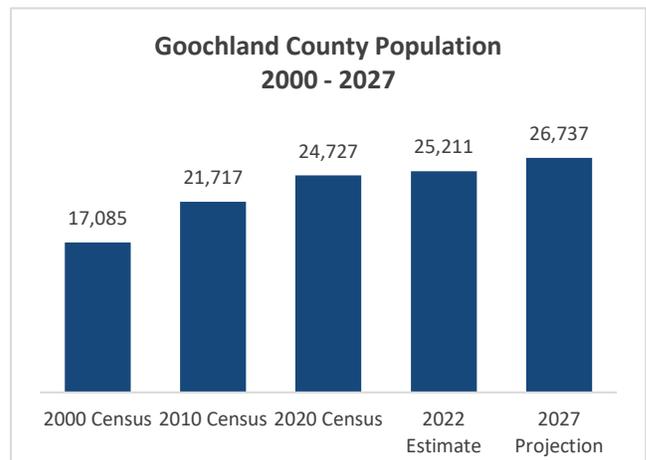
ECONOMIC AND DEMOGRAPHIC SUMMARY

Population

Goochland County is home to approximately 25,200 people. The county experienced significant population growth over the past several decades, growing by 27% from 2000-2010 and an additional 13.9% from 2010 to 2020. Although the overall region is experiencing growth, population growth in Goochland County outpaced the region from 2010-2020. In addition, the county is estimated to continue to grow, reaching a population of 33,000 by 2045.

Centerville Village

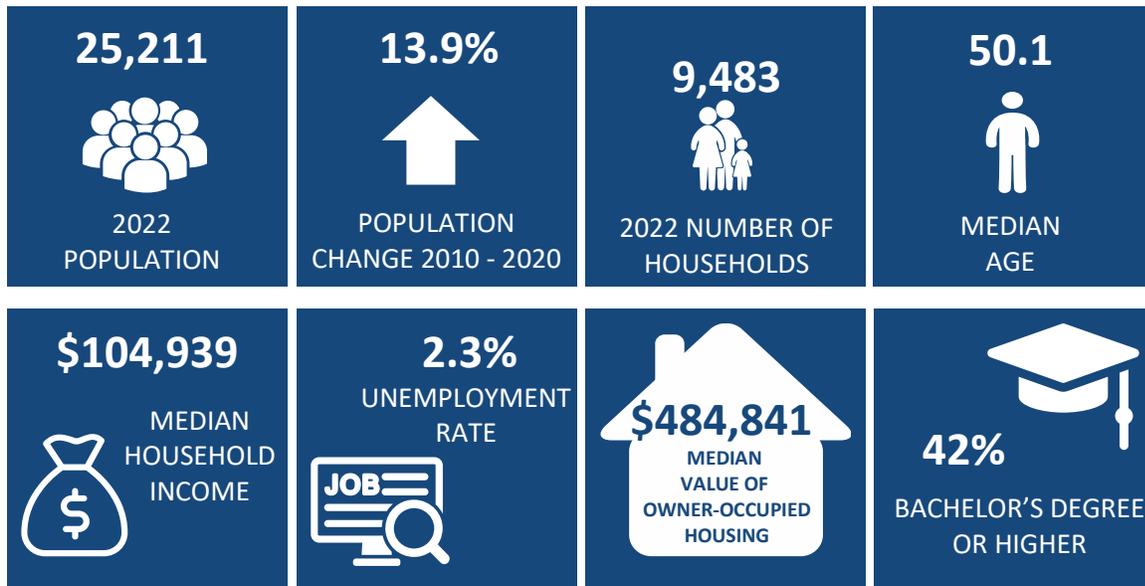
About 2,047 people live in the Centerville Village study area, but approximately 192,350 live within the 15-minute drivetime trade area. This is a significant population that is relevant to Centerville businesses, employers, and activities



Goochland County Population, 2020-2027 (Sources: US Census, Claritas/Environics Analytics)

Key Demographic Indicators

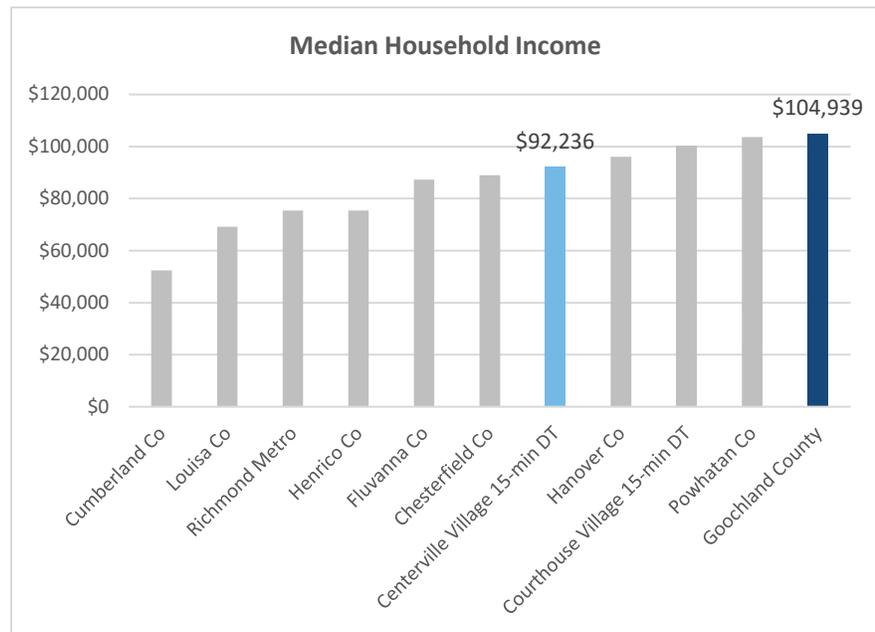
The median household income in Goochland County is \$104,939, which is higher than all surrounding counties. For reference, the median household income in the Richmond metropolitan area is \$75,353. Goochland County also has a more mature population, with a median age of 50.1 compared to 39.8 the Richmond metro. The population is highly educated, with 42% of the population age 25 years or older having at least a Bachelor’s degree.



Key Demographic Indicators in Goochland County (Source: Claritas/Emvionics Analytics)

Median Household Income

The median household income in the Centerville Village 15-minute drivetime trade area is \$92,236, below the median income of the Goochland County, but still higher than much of the region.

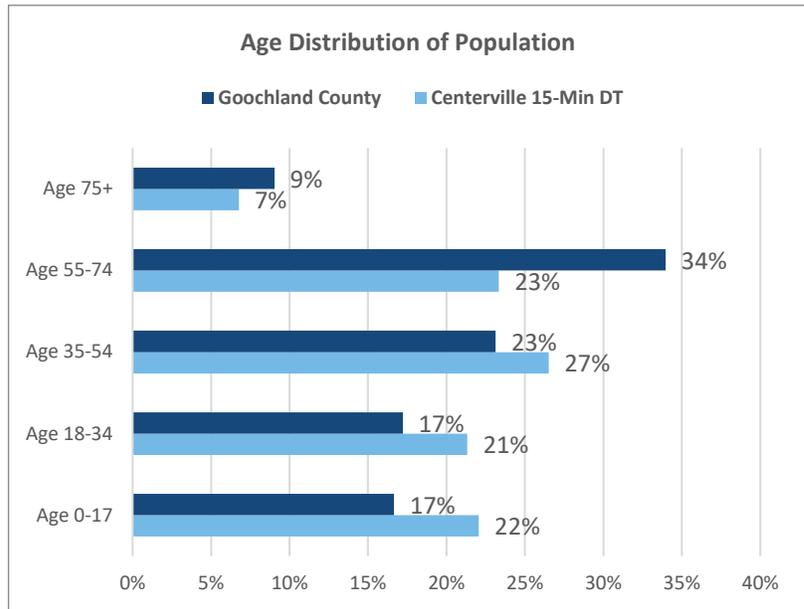


Median Household Income in Goochland County, Centerville Village 15-Minute Drivetime Area, and Surrounding Region, 2022 (Source: Claritas/Emvionics Analytics)

Age

Being closer to Richmond, the Centerville Village 15-minute drivetime area has a lower median age than the County overall. The median age in the Centerville Village drivetime area is 40, compared to 50.1 in Goochland County.

The age distribution chart to the right shows that the Centerville Village drivetime area has a higher percentage of residents Age 0-17 and Age 18-34 than Goochland County, and a lower percentage of residents over age 55. About a third of the county's population is between the ages of 55 and 74.



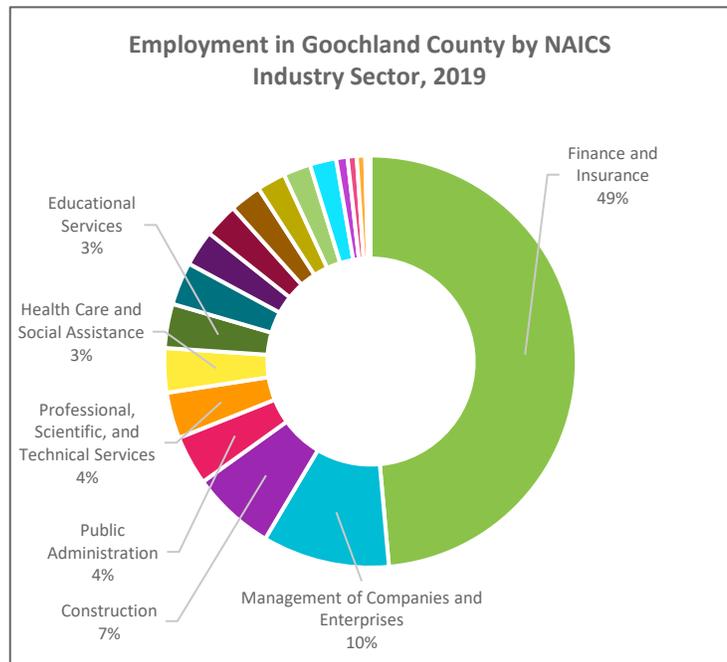
Age Distribution of the Population in Goochland County and the Centerville Village 15-Minute Drivetime Area, 2022 (Source: Claritas/EnviroNics Analytics)

Goochland County Jobs

According to the latest data available from the US Census, there are approximately 20,225 jobs in Goochland County. As Goochland County is home to several large company headquarters, nearly half of the jobs in the county are in the Finance and Insurance sector and 10% are in Management of Companies and Enterprises.

Centerville Village

The 23103 zip code, which encompasses an area around the Centerville Village has approximately 13,412 jobs. This is 66% of all the jobs in the County. The largest sectors in this area are Finance and Insurance (72%) and Management of Companies and Enterprises (11%)



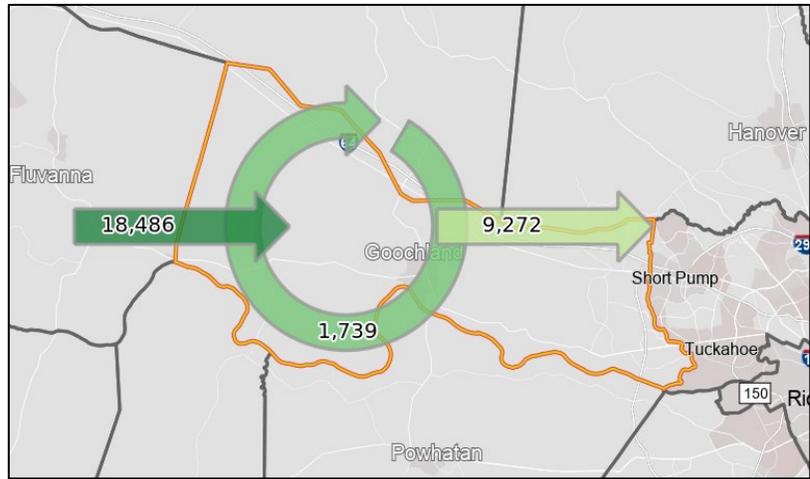
Employment in Goochland county by NAICS Industry Sector, 2019 (Source: US Census On the Map)

Commuting Patterns

Goochland County serves as a net importer of jobs, with twice as many people commuting in as commuting out. The county has a low unemployment rate of 2.3%, according to BLS data from March 2022.

Of the 9,272 Goochland County residents that commute outside the county for work, 33% commute to Henrico County, 18% to Richmond, 11% to Chesterfield County, and 67% to Hanover County and 30% commute elsewhere.

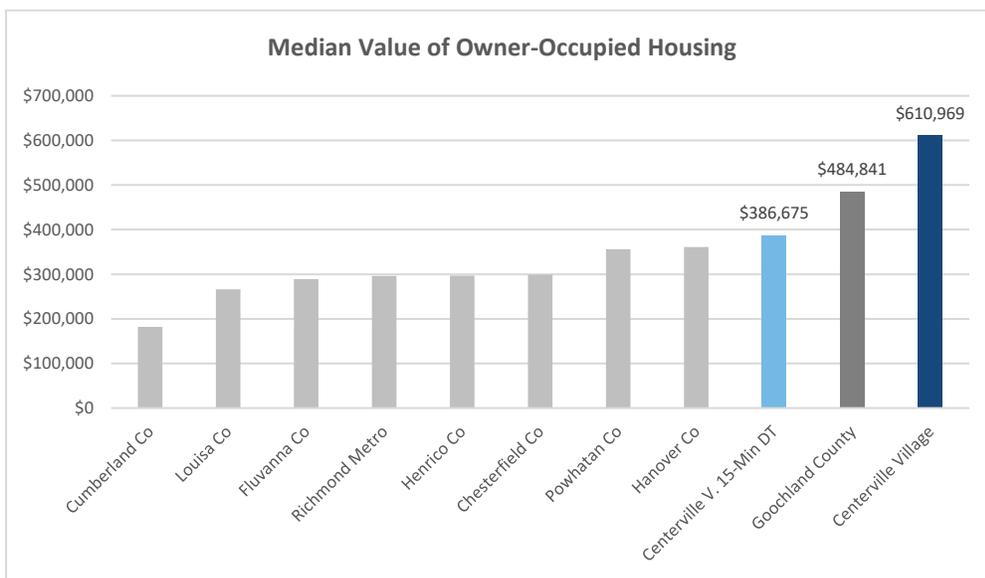
Of the 18,486 workers that commute into Goochland County for employment, 29% commute from Henrico County, 19% from Chesterfield County, 11% from Richmond, 8% from Hanover County and 33% from elsewhere.



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

Housing

Although in an enviable position to contain the highest average price per house, the very high end of the residential market has its disadvantages. For example, almost all service jobs must commute into the County, because housing is unattainable. Seniors and start-up families tend to be excluded, because they generally do not make the peak salaries needed to afford the houses. So, in the Centerville Village plan, there is an intentional move to create some more types of market-rate housing.



Median Value of Owner-Occupied Housing in Goochland County, the Study Areas and the Surrounding Region, 2022 (Source: Environics Analytics)

Commercial Demographics

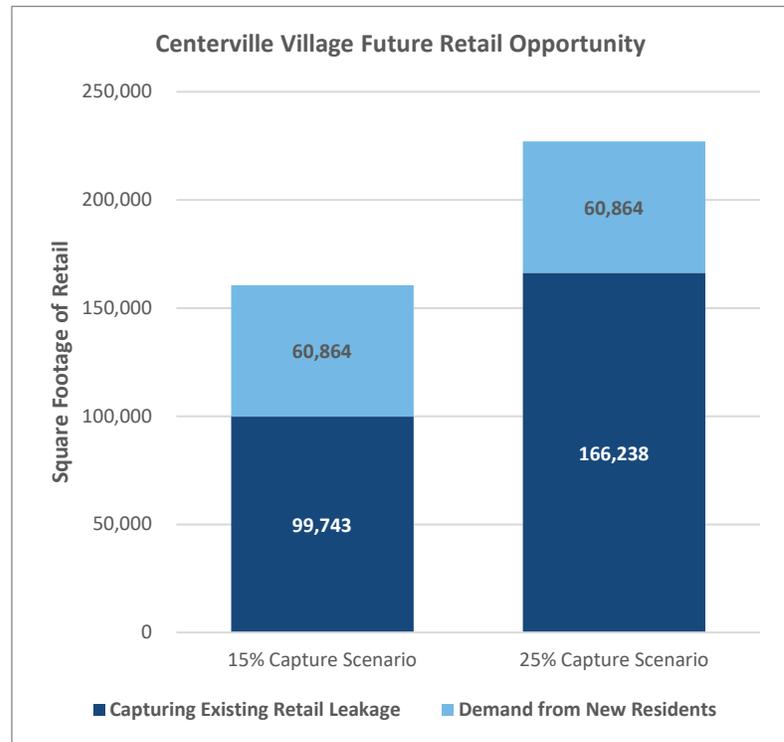
Regarding commercial demographics, Arnett found that over the next 30 years, with existing and future population projections, Centerville can support 250,000 sq ft of additional retail and restaurant facilities given a liberal 25% capture rate. In the Centerville Plan there is room to accommodate this 225,000 sq ft as well as accommodate existing commercial development.

A designated growth area in the comprehensive plan, The Centerville Village by its location serves as a primary gateway into the Goochland County community and should continue to do so. The vision for this area gives due consideration to the area’s role as a potential economic driver for the county having infrastructure and resources aimed at providing for a balanced mix of quality commercial and employment uses. In addition to providing a healthy commercial sector, the plan provides for a mix of housing options to help support the economic success of the gateway community.

The character of the Centerville area has become a public rallying point, and one that cannot be understated as Centerville begins its planned growth period. There is a consistent, highly ascribed image of Centerville. It is the rural imagery of horse-related farms that previously dominated the scenery along US250 and are still somewhat intact along the village edges. Although many Virginia communities associate loosely with visual imagery of “horse country,” Centerville identifies with this perception wholeheartedly as the essential ingredient of its brand.

Although with fewer horses than decades ago, Centerville still has some of the building blocks of this pre-village landscape. In particular, the area contains open pastures and fields, mature woodlots, and linear hedgerows along some fence lines featuring mature hardwood trees. In fact, in some areas mature tree canopies form tunnels over roads. In addition to these features, a vast floodplain maintained as grasslands wanders through the area, providing highly scenic open land vistas, and the smaller creek floodplain remains generally wooded south of US250. These existing natural resources can play a key land preservation role transferred into form-defining statements in the design guidelines.

The other consistent land use concern Goochland residents repeated is there is no need to duplicate Short Pump in Centerville. Short Pump has every imaginable retail outlet, just minutes away. Save Centerville for more unique experiences.



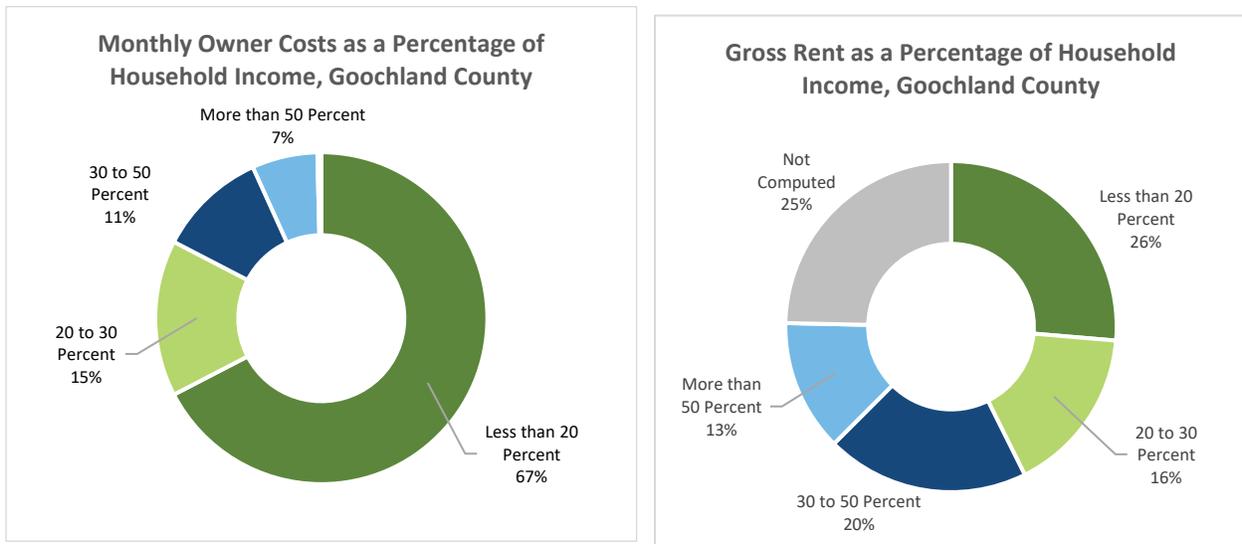
Square Footage of Future Retail Opportunity in Centerville Village based on Capturing Existing Retail Leakage (Dark Blue) and New Demand Created by Future Residents Assuming 70% of All Future Village Growth (Light Blue)

THE STATE OF HOUSING IN GOOCHLAND COUNTY

A 2021 housing study, conducted by HDAAdvisors (HDA) discovered that Goochland County faces a difficult balancing act: preserving its rural character while also ensuring that a diverse set of people can afford to live there. The rural character is highly desirable for many and has driven demand for housing in the County. This high demand, coupled with low supply of developable land, rigorous site requirements, and high costs of constructions means Goochland’s housing market is expensive and leaves little room for low- or mid-price housing. These affordability issues contribute to a decreasing median age in the County and less diversity in terms of race and income.

The housing stock in Goochland County is predominantly owner-occupied, single-family housing with a limited number of townhomes and multifamily homes. Approximately 88% of housing units are owner-occupied and 90% are single-family detached homes. There are approximately 10,120 housing units in total in Goochland County. The housing stock has increased significantly over the past few decades to accommodate the county’s growing population; nearly 40% of the county’s housing stock was built between 2000 and 2020.

In Goochland County, approximately 18% of owners are cost-burdened, meaning that they spend more than 30% of their income on housing. The situation is starker for renters: 33% of renters in Goochland County are cost-burdened, and at least 13% of renter households spend more than 50% of their household income on housing.



Housing Affordability in Goochland County as Determined by Housing Costs as a Percentage of Household Income (Source: US Census American Community Survey 2016-2020 5-Year Estimates)

Throughout the County, median home prices are high, ranging from \$258k in the western part of the County and \$585k in the eastern part of the County. Like many communities across the country, Goochland is finding that household incomes are not keeping up with the cost of housing and other expenses. The most cost-burdened households are renters, seniors, and black residents. Inequities in Goochland County illustrate the need to create a wide array of housing types at a variety of price

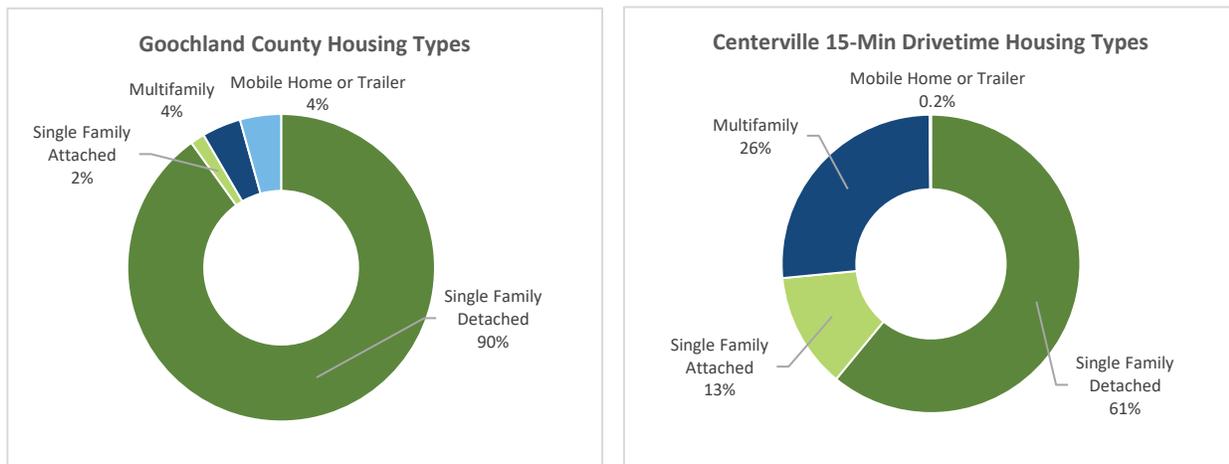
points to fit the needs of the increasingly diverse population. In addition, to compound current needs, the County’s population is projected to grow by 25% from 2020 to 2040.

While housing affordability and diversity are needed in Goochland County, the loss of rural character is also of concern among residents. However, these two goals do not need to be mutually exclusive. HDA proposed eight recommendations, both short-term and long-term, to address housing concerns in the County:

1. Expand home repair work
2. Expand tax relief program
3. Increase affordable rental opportunities
4. Develop a tiny cottage community
5. Expand existing accessory dwelling unit ordinance
6. Evaluate an affordable dwelling unit ordinance
7. Increase affordable homeownership opportunities
8. Support a community land trust in the county
9. Promote new manufactured and modular housing as an affordable homeownership option

HOUSING IN CENTERVILLE

Housing Types: The Centerville Village drivetime area stretches towards Richmond and therefore incorporates a broader variety of housing types. Housing units in the Centerville Village drivetime area are 65% owner-occupied and 35% renter-occupied. 61% are single-family detached housing, 13% single-family attached (townhomes), and 26% multifamily.



Housing Types in Goochland County (Left) and the Centerville Village 15-Minute Drivetime Area (Right) (Source: Envirionics Analytics, 2022)

Housing Values: The median value of owner-occupied housing in Goochland County is \$484,841, the highest in the region and nearly \$200,000 higher than the median value of the Richmond metropolitan area (\$296,185). The median value of owner-occupied housing in Centerville Village is higher at \$610,969. The median value in the 15-minute drivetime area is \$386,675.

For Sale Market: The market value of homes in Goochland County is increasing. According to Virginia Realtors, the median sales price of homes in Goochland County was \$483,000 in December of 2021, higher than the median sales price in all surrounding counties.

The Zillow Home Value Index measures home values in a given area over time. In May of 2022, the Zillow Home Value Index was \$431,000 in Goochland County, a 10.5% increase over April of 2021. While the majority of homes on the market in Goochland County are single-family detached homes, there is a growing market for 55+ communities that include patio homes and townhomes.

In the 23103 zip code (which covers the Centerville area and south to the James River, The Zillow Home Value Index was \$638,612, significantly higher than the County and entire region.

Rental Market: Goochland County’s overall housing stock contains a limited amount of rental and multifamily housing, with the majority of the multifamily housing concentrated on the eastern edge of the county. According to Census Bureau’s 2020 American Community Survey, the median gross rent in Goochland County is \$1,129.

Newer multifamily units are being marketed at a higher price point, with one-bedroom units renting for over \$1,500 a month and two-bedroom units renting for over \$2,100 a month. Most of these newer units in Goochland County are within the Centerville Village.



Examples of new construction and current housing within the Centerville Village boundary

COMMUNITY ENGAGEMENT AND SURVEY



Public Meeting Held in Goochland County

Public engagement is a major tenant of the Centerville Village Plan. Likewise, all efforts were taken to ensure that the general public was engaged in the decision-making process.

Major tools in this endeavor were public meetings and roundtables paired with surveys. Public meetings are a simple, yet important, step in ensuring that the community is informed and engaged in the project as well as made aware of the

importance they hold in the project's success. Meetings were held in Centerville on February 17th, to introduce the project, and on June 18th, to discuss the project's midway point. Both meetings consisted of public gatherings in which the community could meet the design team, ask questions, and have input into the project.

Roundtable discussions are beneficial because they grant the opportunity for all attendees to listen to and engage with a group of peers. The roundtable discussion format provides all participants a fair chance to share useful questions anecdotes, and information, Due to minimal facilitation, spontaneous conversation can contribute to a freer exchange of ideas

A series of five roundtable discussions were held in March 2022. Participants included citizens, property owners, the business community, developers and other interested parties in Centerville and Goochland Courthouse Villages.

Surveys were the second prong and served as a useful tool in gauging public opinion, feelings, and needs. This survey was made available to the public in late March 2022 and was available until early June 2022 on Goochland County's website. Over the course of the intervening three months, a total of 188 individuals responded to the survey. All in all, citizen responses to this survey played a major role in guiding how the final land use and master plan were developed. Through their participation, the needs and wants of those who call Centerville home are better reflected in the final product. The following is a brief overview of the responses gathered.

Of particular interest is the emphasis that survey respondents placed upon the idyllic and rural nature of Centerville currently. This harkens to the horse farms and rural life that has dominated the area and much of Goochland for centuries. Phrases such as "rural", "quaint", "small", "friendly", and "community" were all used to describe what residents hoped to see reflected in Centerville Village. This points to residents wanting to maintain the "small town" feel of Centerville as the area becomes more developed.

A Strong Identity



We see this sentiment to keep Centerville’s “small town feel” when respondents were asked to rank what they desired to be the focus on the Centerville Village. Of particularly high importance were “Promoting community events and activities”, “Promoting local businesses”, “Positioning the Village as a place to open and operate a business” and “Promoting the Village as a great place for new residents to come and live”. Taken together, this paints the Village as a development that residents hope to both bring the community together and promote economic growth through expanded business and residential opportunities. The sentiment of community building and economic growth is reinforced through respondents rating land uses like “mixed-use”, “recreational”, “commercial”, “residential”, and “public” as high priorities. Questions like these clearly show that residents of Centerville hope to combine community value with economic value in the Centerville Village Plan.

Quality of Life



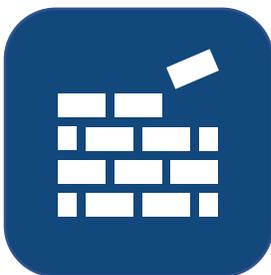
Quality of life is an important indicator of livability in any environment. This too will be the case in the Centerville Village. According to those polled, the most important aspects to ensuring a high quality of life are focusing on ensuring “Centerville Village as a place to live”, “Centerville Village as a place to raise children”, “Centerville Village as a place to work”, a “Sense of Community”, and “Cost of living”, all being rated highly. This too indicates that respondents want to ensure a strong sense of community in which people can live, work, and recreate within new development.

The Economic Environment



With regard to what economic factors, respondents are somewhat mixed in their responses and do not point to one particular indicator they hope to see reflected in the final project. However, of the potential responses, those polled hoped to see Centerville Village as a boon to the local economy. This too supports the claim that those living in the area hope to see the Village as a project that will bring in economic wellbeing into the community, whether that be through job creation or attracting out-of-town dollars.

The Built Environment



In addition to quality of life and the economic impacts of Centerville Village, respondents were also asked to rate the importance of particular aspects of the built environment. These ranged from physical infrastructure to the quality of the plan itself to access to public utilities like water, sewers, and broadband internet. The focus of these sentiments revolves around the creation of a high-quality development that is attractive, well kept, and provides public services (water/sewer, internet, cellular service, electricity, garbage collection) to the greater community.

Community Needs – Services and Retail



Services, particularly retail, restaurants, and health related options, are seen as needs among survey respondents. In particular, coffee shops, family friendly restaurants, fine dining, and pharmacies are retail businesses that are in high demand. In addition, there is a clear need among those polled for medical services, salons and person care facilities, dry cleaners, senior services, and gyms. This points to the need for services that provide for the community, whether that be for young people, families, or elderly individuals. Public spaces, particularly gathering spaces like farmers markets, parks and recreation facilities, and outdoor recreation areas (trails, parks, natural areas) are high on those polled lists for needed amenities.

Community Needs - Housing



Regarding housing, respondents were clear in their preference for single family homes and mixed-used residential that was affordable. Naturally this lends itself to the creation of a village that includes various price points, which has the potential to bolster diversity within Centerville Village.

Future Development and Redevelopment



About future development and redevelopment at Centerville Village respondents were asked to rank potential aspects that they viewed as important to preserving the community. Of the eight choices, the options held in highest regard were building height/size, and planting/landscaping, setbacks from roadway. Taken in tandem, these aspects continue the thought that residents want to ensure the “small town feel” of Centerville by keeping buildings small, retaining the touches of nature and the surrounding landscape, and fostering pedestrian foot tracking.

Setting Centerville Apart from Short Pump



Lastly, among those polled it was exceptionally important to differentiate Centerville Village from Short Pump. Due to the proximity of Short Pump Town Center to the Centerville Village site there is fear among some residents that the Centerville area will become busy, highly developed, and lose the small town feel that many have become accustomed to. In order to help distinguish this development from Short Pump, respondents were asked how Centerville can be distinguished from Short Pump. In the most basic form, their responses can be boiled down to “keep development small”, “keep the small town feel”, “include small business”, “include greenspaces”, “keep things relaxing and family centered”. Taken together these phrases, again, point to the fact that current residents of Centerville are looking for a development that includes business and shop, ideally small

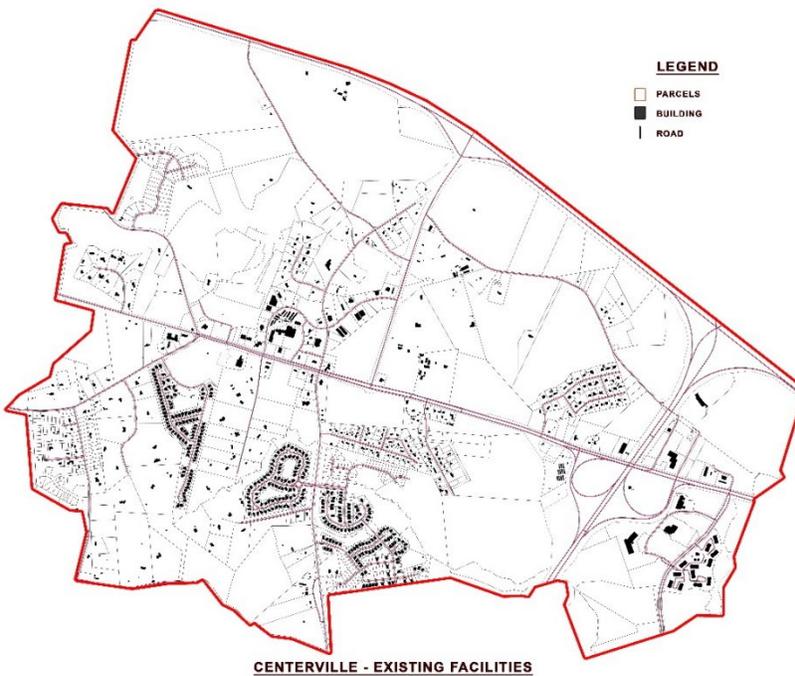
business, greenspaces, and places to meet, all the while maintaining the quaint atmosphere that those who call Centerville have become accustomed to.

Taken as a whole, this survey has reinforced the notion that those who call Centerville home hope to maintain their current way of life while bolstering the community, residential, and retail services provided to the area. The primary takeaway from this survey is that ensuring Centerville Village reflects the needs and wishes of the community all the while preserving the quaint and idyllic nature of Centerville is central to ensuring public support for this project

THE SITE AND THE SITUATION

The lands in the Village have special status, in that all proposed developments are subject to the Centerville Village Overlay District. The large general size of the village and surrounding area allows it to have controls which boost density in the center, and the same control may be exercised to maximize the scenic aspects of the edges.

EXISTING FEATURES



Existing Facilities and Buildings

The figure ground shows the density of development on the landscape, new subdivisions show much greater clustering and larger housing size on the south side of Broad Street. Larger commercial buildings are clustered along the north side of Broad, generally around Food Lion. The southeast and north sides of the village are much less developed.



Typical new subdivision south of Broad Street (US 250)

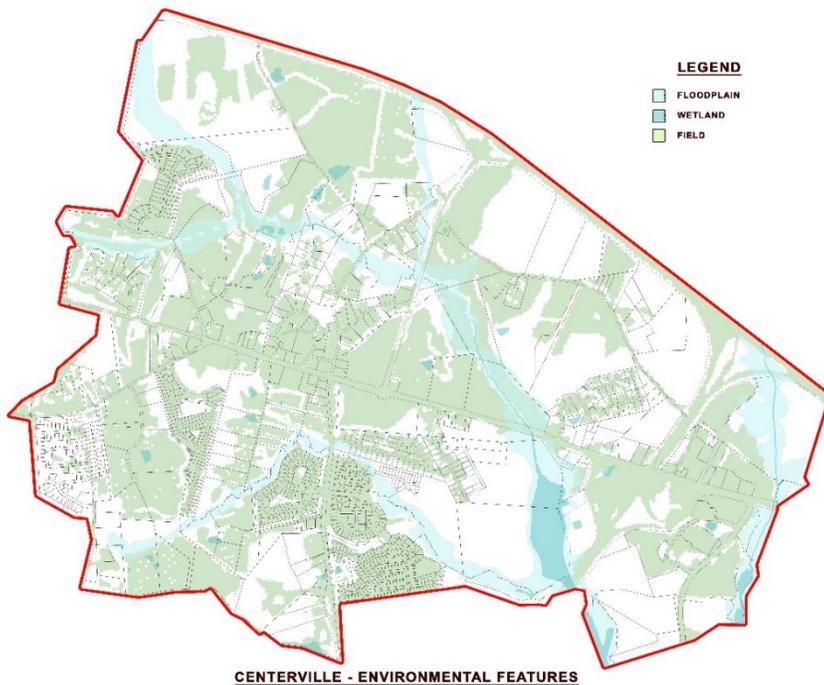


Typical open field north of Broad Street (US 250)



Example of Trees along a Historic Fence Rows

ENVIRONMENTAL FEATURES



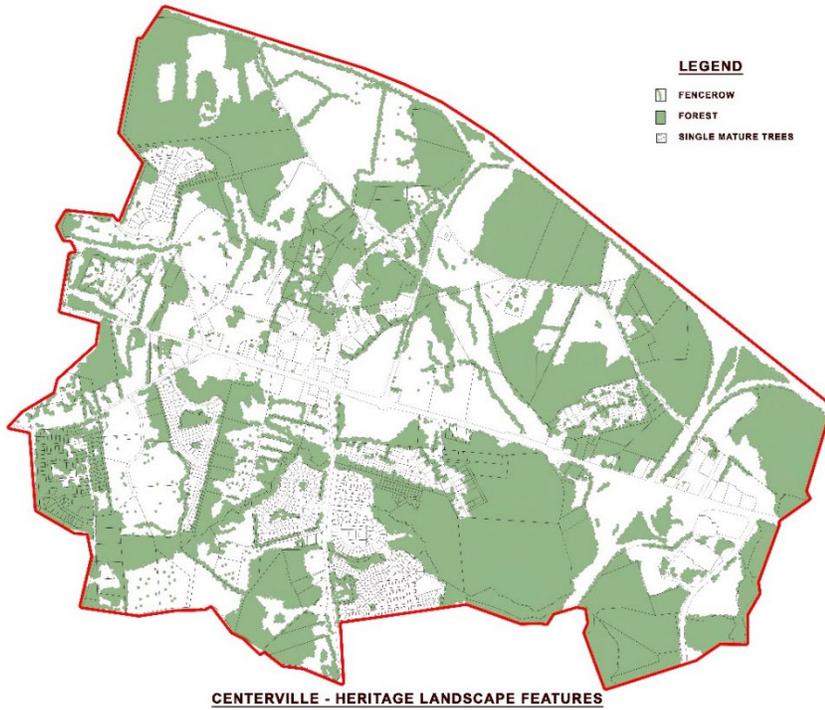
Floodplains, Wetlands, Fields, and Streams

This map shows the patchwork of land uses in Centerville. Open fields tend to surround drainage ways in the southeast corner. The lightly rolling terrain is generally open, from years of farming. Views in some cases stretch over a mile and to the edge of the village. A prominent floodplain is seen stretching northwest to southeast along the Tuckahoe Creek and a smaller one trending the same direction along Readers Branch.



Tuckahoe Creek Flood Plain

HERITAGE LANDSCAPES



Fencerows, Forest, and Single Mature Trees

Several large, forested areas dot the edges of the village. Groupings of single mature trees can be seen throughout the village. Shown as green lines on the map, there are numerous hedgerow trees (canopy trees developed along old fence lines) which are distinct in this landscape. They bring forward the story of the farming and equestrian heritage once very visible throughout the village.



Example of large mature trees along the roadside in Centerville

COMBINED FEATURES

The combined environmental features map shows the more sensitive environmental areas, and where areas can absorb more development. The features of this map must be addressed by all proposed development, as referenced in the Land Use section and in the Design Guidelines.



Centerville – Combined Features

LAND USE

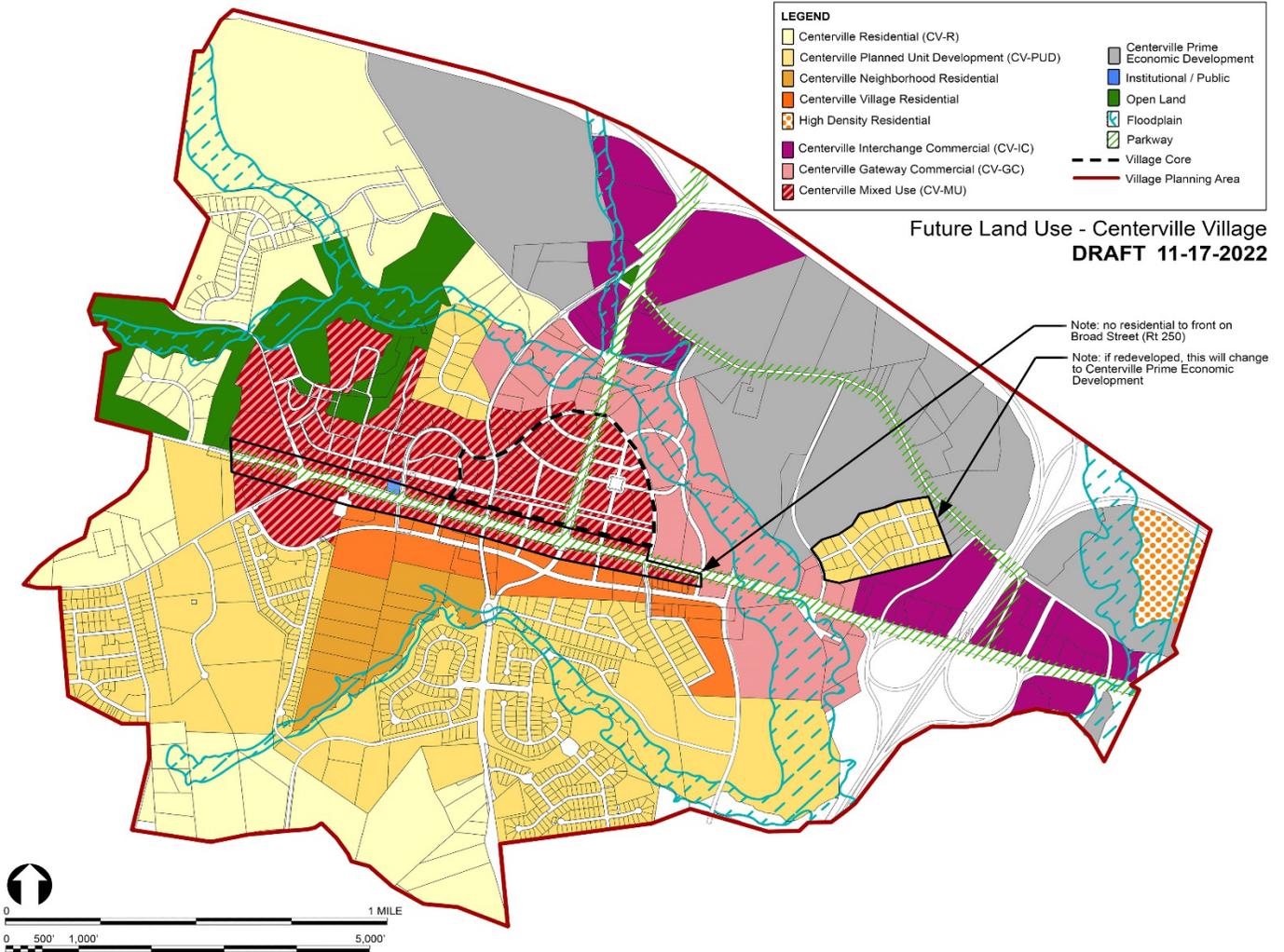
Special Land Use Categories respond specifically to the needs for greenspace preservation, the horse country image of Centerville, the location of utilities and the economic development possibilities.

Centerville is a gateway into the county, and there are several important gateways into Centerville. US250 coming west from Henrico, the Virginia 288 Interchange, and the interchange along Interstate 64 at Ashland Road are all primary gateways into Centerville

Today Centerville stands ready to develop. Market forces and its location have collaborated to make development and pressure especially intense. The land uses and the guidelines will ensure the image and desired amenities come through with proper adherence to the plan. Show to the right, Centerville future land use plan guides decisions on placement and design. With the intent to maintain a sense of past rural character, special land use categories have been developed.

Land use categories within Centerville Village were designed in ways to best meet the needs of those who currently live in Centerville and those who will move to the area in the future. Through a series of community meetings, online surveys, and stakeholder focus groups, land use categories were devised to ensure that all requested amenities were reflected in the final plan. Adjustments throughout the process were made in order to best reflect the wishes of those living in Centerville. In addition to community input, current land uses and the physical environment of Centerville were taken into consideration. Efforts to preserve large stands of trees, open spaces, waterways, and wetlands were integrated into the final land use categories to both maintain the rural heritage of the Village and ensure the ecological wellbeing of the area. Following this section are detailed descriptions of each land use category included in the Centerville Village Master Plan.

CENTERVILLE FUTURE LAND USE MAP



LAND USE CATEGORIES

Centerville Village Residential Land Use:

1. 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

Characteristics: All lots shall be served by public water and sewer. Maximum of 1.5 units per acre. Compensating open space for lots under 1 acre, particularly to save woodlots, open fields and / or hedgerows. Minimum lot size 15,000 SF.

Mobility: Rural Village Lanes, Single Family Residential Streets from mobility guidelines are required. Pedestrian and bicycle circulation is by greenway and connecting sidewalks, required at a minimum on one side of the road.





Example: lot sizes reduced to 15,000 SF around edges of a common that doubles as stormwater management facility



Example: small lots created and clustered to save large trees

2. 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.

Characteristics: All lots shall be served by public water and sewer. maximum of 3 units per acre compensating open space for lots under 15,000 sf

Similar Goochland Code Examples: This land use allows for both attached dwellings and detached single family dwellings.

Mobility: Single Family Residential Streets from mobility guidelines are required. Pedestrian and bicycle circulation is by greenway and connecting sidewalks, required at a minimum on one side of the road.





Example: Stylish Attached (2 Family) Dwelling



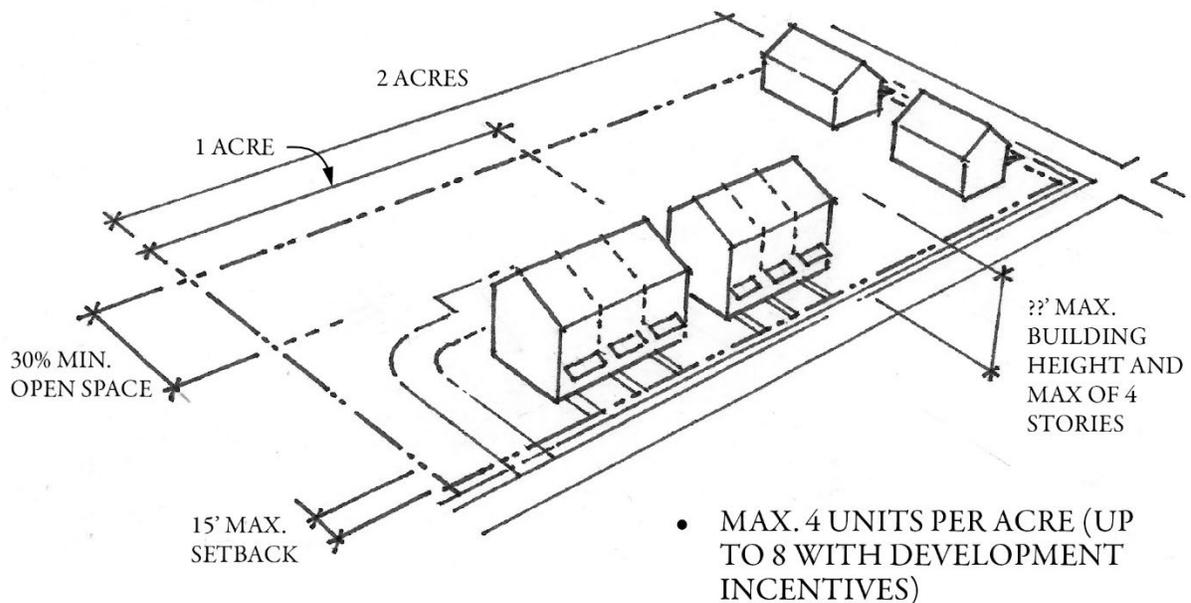
In traditional neighborhoods single family and two-family residences can be successfully and indistinguishably mixed.

3. Centerville Neighborhood Residential

Intent: To provide a market-rate medium-high density housing zone, with access to utilities, and with walkable access to many civic and private-sector amenities.

Characteristics: All lots shall be served by public water and sewer. TND or specific village design required. Densities at 4 to 8 units per acre. Gross open space requirements at 30 percent. Zoning Administrator can allow denser housing to correspond with developer-built amenities provided in on-site or nearby open space.

Mobility: Single Family Residential Streets and Townhouse / Multifamily Residential Streets from the mobility guidelines required. Pedestrian and bicycle circulation is by greenway and connecting sidewalks, required on both sides of the road. A system of front streets and alleys can be considered.



CENTERVILLE NEIGHBORHOOD RESIDENTIAL



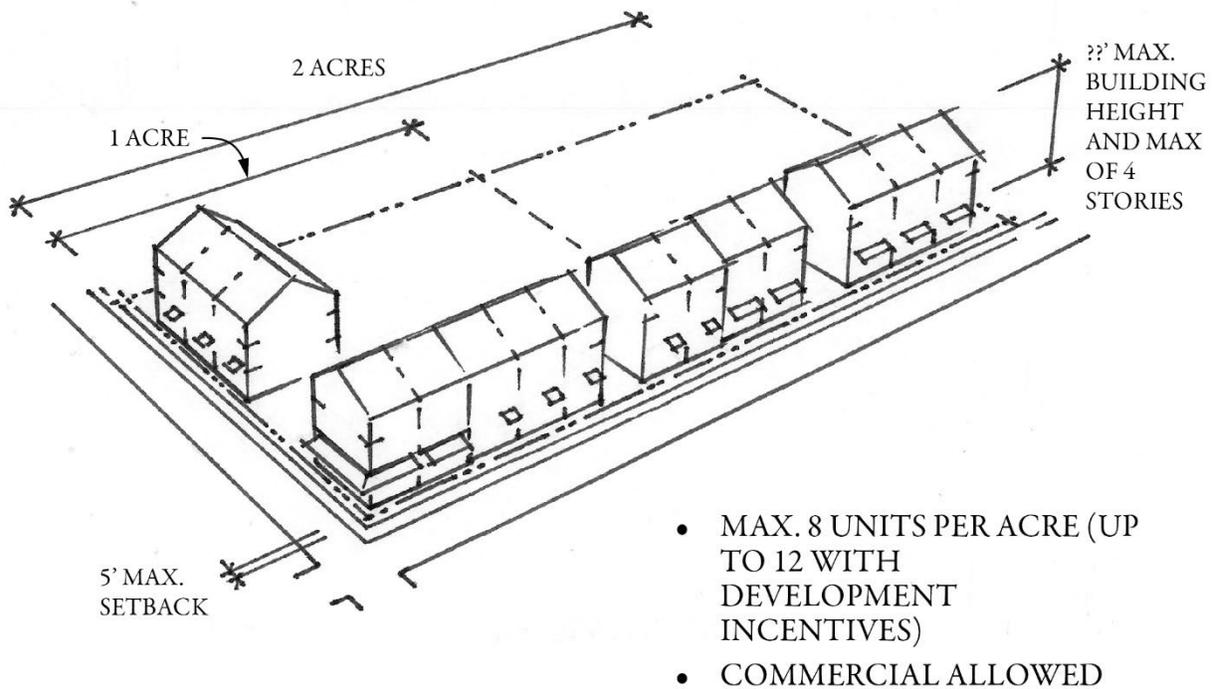
Example: clustering density in a TND to allow for existing homes to have open space and preserve open fields

4. Centerville Village Residential

Intent: To provide a market-rate high density housing zone, with access to utilities, and central to many civic and private-sector amenities.

Characteristics: All lots shall be served by public water and sewer. TND or specific village design required. Densities minimum of 8 units per acre. Code Densities at regulation of 12 with permitted density bonuses. Neighborhood Commercial required, with limitations on commercial type uses.

Mobility: Townhouse / Multifamily Residential Streets required. Pedestrian and bicycle circulation is by greenway and connecting sidewalks, required on both sides of the road. A system of front streets and alleys can be considered.



CENTERVILLE VILLAGE RESIDENTIAL



Example: village residential with designed tree preserving commons. Neighborhood commercial in first floors around the commons. Mixed use village center in background.



Village Residential area within Centerville. Contains tree lined streets and preserve woods in background

Centerville Village Commercial Land Use:

1. Centerville Mixed Use (CV-MU)

Intent: To provide a vibrant, market-rate high density multi-use zone, with unique experiences, access to utilities, and immersed in many civic and private-sector amenities. Mixed uses will be considered by the zoning administrator where an array of community gathering places, identity spaces, and amenities is also proposed, and care taken to transition to a rural scenic landscape outside of the village.

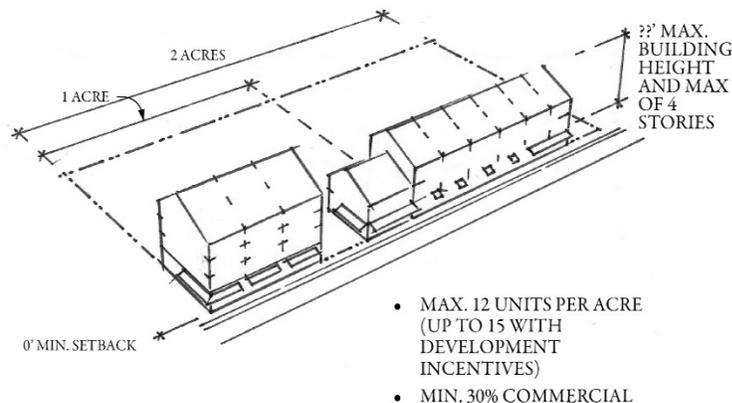
Characteristics: All lots shall be served by public water and sewer. Horizontal and/or vertical mixed use with residential densities at minimum 12 units per acre, over first-floor commercial uses. A minimum of 30 percent of acreage shall be dedicated to commercial uses. Open space considerations for density bonuses of up to 15 units per acre. Limitations on commercial type uses.

Uses: include commercial enterprises that benefit from an address in a walkable village. Automobile-oriented commercial enterprises are not allowed.

Examples include:

- Coffee Shops
- Family Friendly Restaurants
- Fine Dining Restaurants
- Family Friendly Entertainment
- Wine Shops
- Book, Novelty, Gift Shops
- Medical Services (Doctors' Offices, etc.)
- Salons and Personal Care Services
- Dry Cleaners and Laundromats
- Gyms
- Senior Services
- Banks and Financial Services
- Meeting Spaces

Mobility: Townhouse / Multifamily Residential Streets and Centerville Boulevard (where on-site plan) required. All streets will be complete streets, with designated parking, pedestrian and bicycle circulation is by greenway and connecting sidewalks, required on both sides of the street.



Examples:

Baxter Town Center, Fort Mill, SC
<https://www.baxtertowntcenter.com/>
Birkdale Village, Huntersville, NC
<https://birkdalevillage.com/>

CENTERVILLE MIXED USE (CV-U)



Example: Mixed use village showing general density and Boulevards. The Boulevard terminates at the village center with open park beyond



Example: Density possible at central village center. Buildings surround central plaza as a commons.

2. Centerville Gateway Commercial (CV-GC)

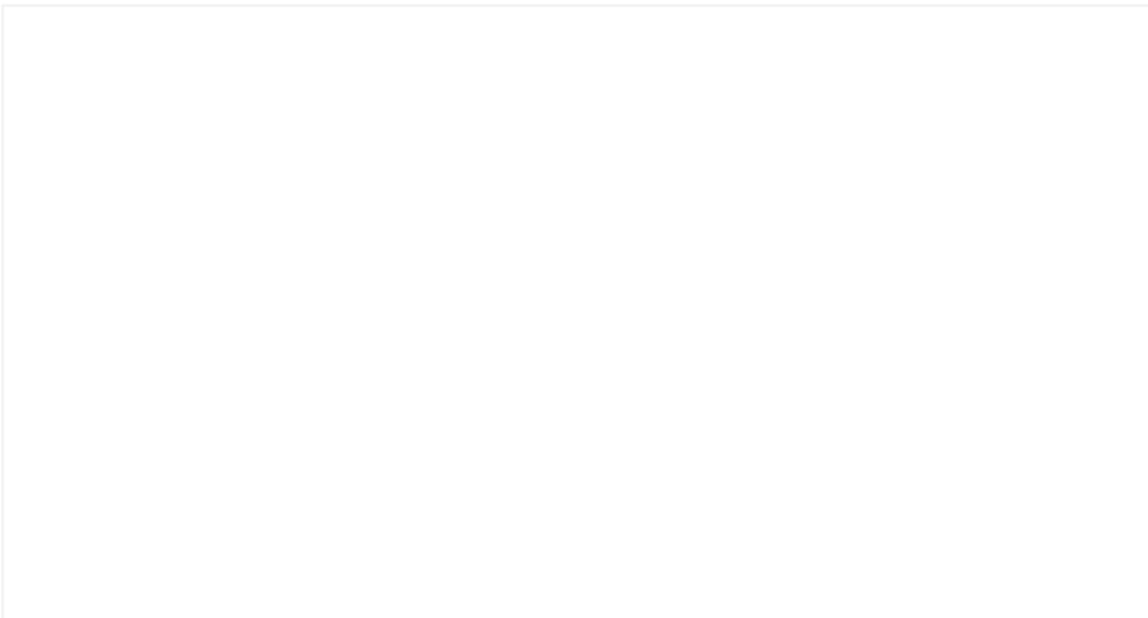
Intent: The gateway commercial use is for a scenic transition between walkable village and surrounding countryside. The district helps to define the broader village edge by preserving the rural land character, with its trees and fields.

Characteristics: All lots shall be served by public water and sewer. To maintain the image and contiguous sense of a village, the edge must be clearly delineated. Significant scenery must remain intact in this district. Scenery is specific to the site.

Uses: include commercial enterprises that benefit from a scenic landscape setting where significant, contiguous, community open space is set aside for developing amenities within it. The floodplain of existing wetlands must stay undeveloped. These tend to be uses that draw people into the Country and to the Village.

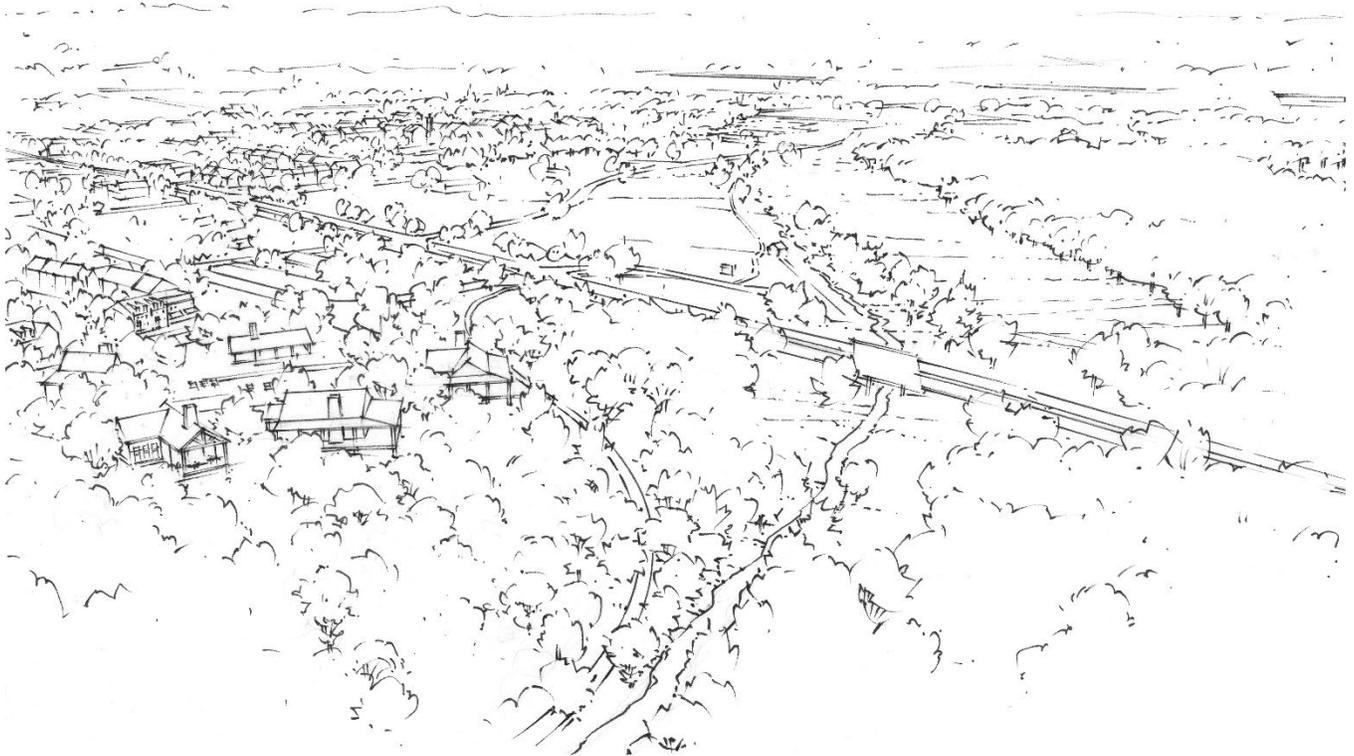
Examples include:

- Resort Hotel or retreat center with outdoors programming
- Restaurant (s) with terraces overlooking scenery
- Golf course
- Driving range
- Wedding venue
- Winery, Cidery or Brewery
- Stable
- Ballfield complex
- School with outdoors connection
- Health club or spa with outdoors programming
- Nursey retail or Farm Stand
- Automotive Oriented Businesses





Example: Auto-oriented drive-thru business, like Panera Bread, tucked behind wooded border along William Hilton Parkway in South Carolina.



Gateway Commercial Area looking along the Tuckahoe Creek Floodplain and Broad Street. As examples, a cluster of restaurants shown left foreground, a sports field in the background. Small auto-oriented businesses are tucked in the woods along broad street

3. 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.

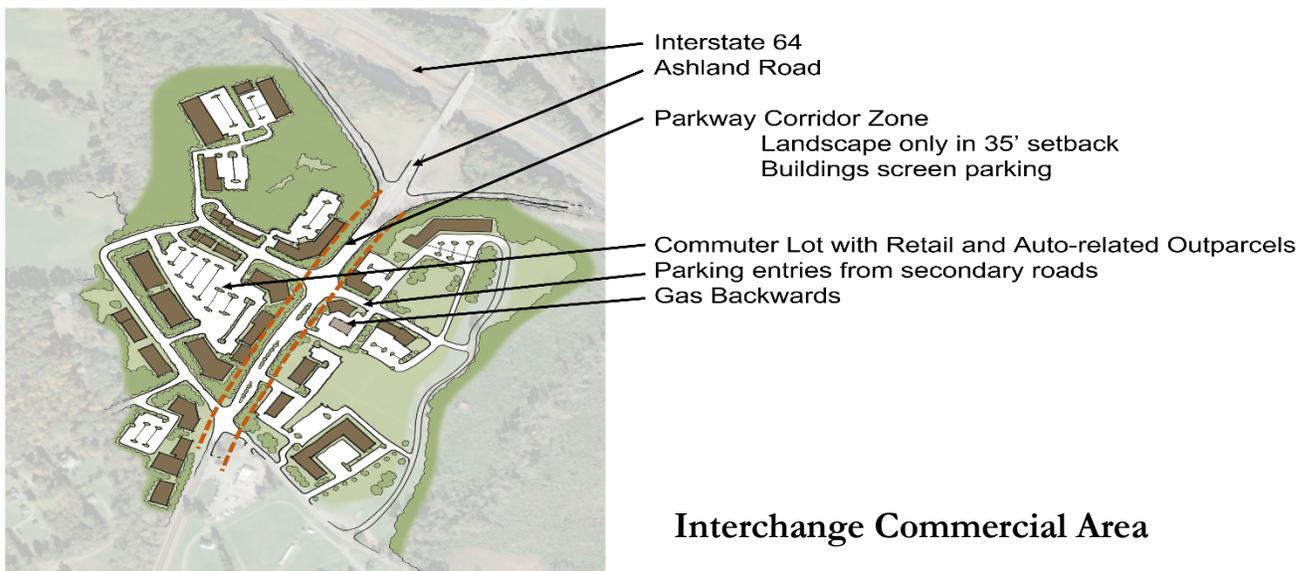
Characteristics: The Interchange Commercial zone is heavily landscaped, and buffered (from adjacent different uses), with visual clutter of ordinary interchanges screened from view. Clear visibility helps direct newcomers to appropriate facilities. All lots shall be served by public water and sewer.

Similar Gochland Code Examples: Similar to B-3 zoning category, with village guidelines overlain.

Uses: include commercial enterprises that benefit from being adjacent to an interchange.

Examples include:

- Regional Attraction
- Hotel
- Restaurant
- Gas or Service Station
- Convenience Market
- Fast Food Restaurants
- Automotive Oriented Businesses (Tire Shop, Mechanic, etc.)





“Gas Backwards”: example interchange commercial area showing buildings placed towards road to screen gas pumps in the rear, and parkway plantings.



Example of interchange commercial landscape standards implemented along William Hilton Parkway in South Carolina

Centerville Village Economic Development Lands

1. Centerville Prime Economic Development

Intent: Economic Development lands are located where there is relatively gentle terrain without significant environmental constraints, convenient access to sewer and water utilities, proximity to major transportation corridors, and nearby population centers for easy commutes to employment. These areas 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. The district helps to define the broader village edge by preserving the rural land character, with its trees and fields.

Characteristics: All lots shall be served by public water and sewer.

Uses: include manufacturing, distribution, research and development, and commercial enterprises that benefit from the location, and from immersion in a scenic landscape setting where over 25% of the land remains in planned green open space.

Examples:

- Corporate Campuses
- Distribution Centers
- Controlled Environmental Agriculture
- Data Centers
- Advanced Manufacturing



Example Research Park with landscaped berms



Example: Industrial Incubator in well landscaped parking lot and preserved wood beyond.



Subtle highly landscaped signage and dark sky friendly lighting in research park



Example research park building located to preserve woods beyond

Centerville Village Overlay Districts

1. *Parkway Overlay District*

Intent: The parkway overlay is over roads that are the primary entranceway and circulation corridors of the village. The lands along the roadside are of particular importance to conveying the image and sense of place found in a rural village

Characteristics: 35' setback from ROW/property line with large park-like landscape buffer

Landscape Requirements:

- A continuous greenway is required along Broad Street and where indicated on the plan
- Patios or courtyards which connect the greenway to businesses or parking is allowed in the landscape buffer areas.
- In landscape buffer areas, between Broad Street and the setback, maintain a grass greensward with occasional canopy or flowering trees.
- Screen all parking and back-of-house areas with shrub masses or with hedges

Signage Requirements:

- No signs above 12' high
- No backlit signs
- 60 sf sign content per lot
- Use palette from the Courthouse Touchbook

Examples:

BUS258 William Hilton Parkway, Hilton Head Island, SC

<https://2030.georgetown.org/wp-content/uploads/sites/6/2020/07/Gateways-Image-Corridors-1.pdf>



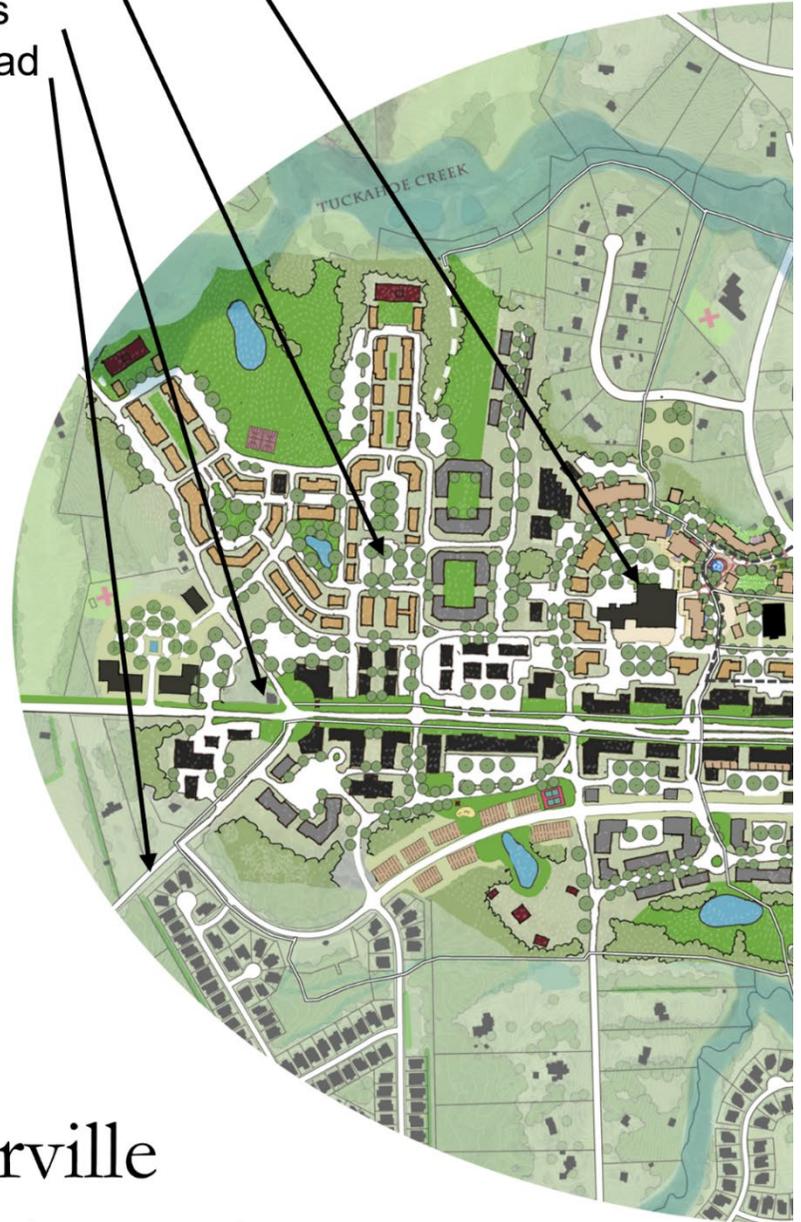
*Broad Street Parkway:
Greenway shows connecting
terraces and businesses.
Occasional trees in buffer
areas*



Broad Street Parkway Corridor

FUTURE LAND USE MAP

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



Centerville
Small Area Plan

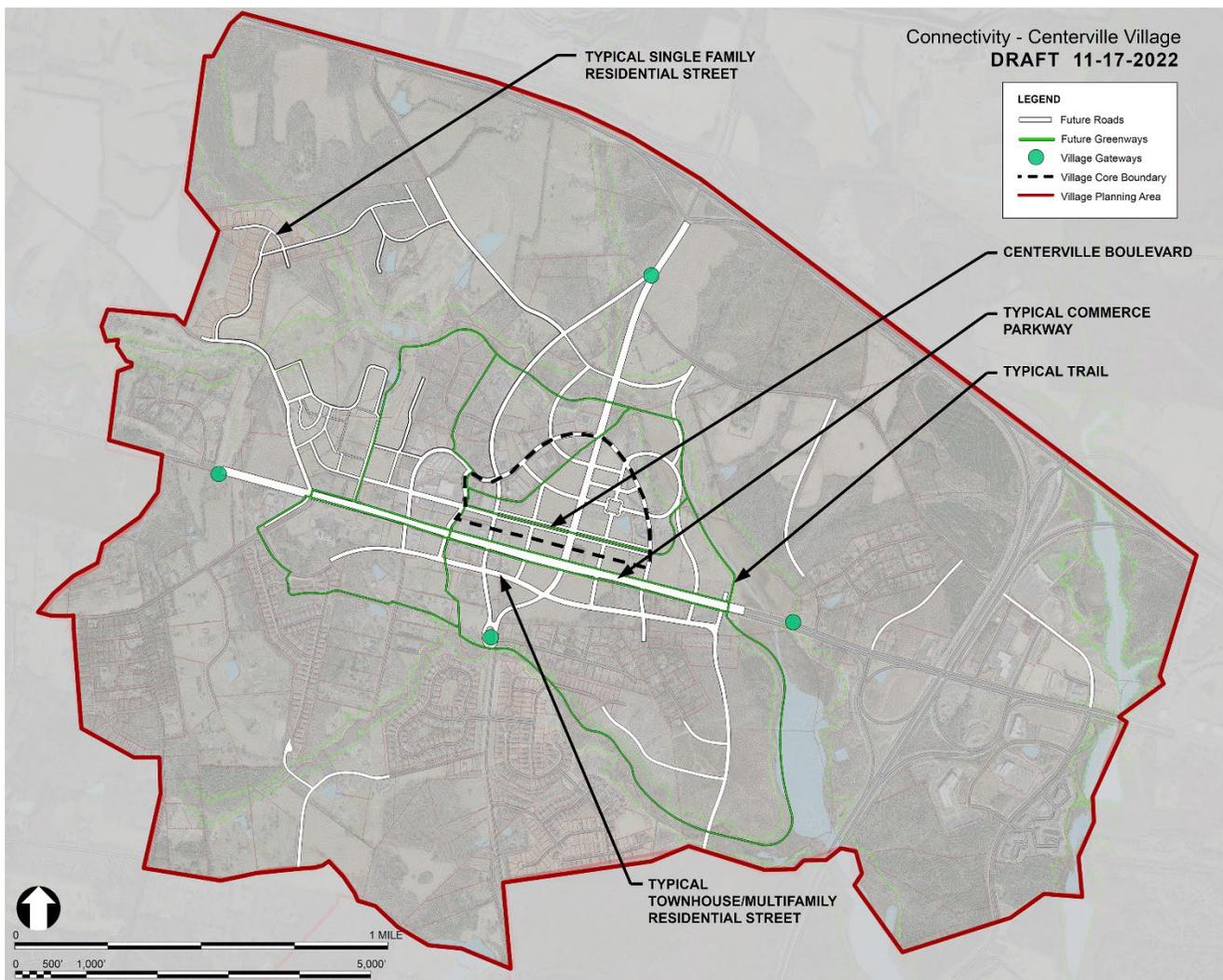
Tuckahoe Creek Trail
Village Core
Village Center
Broad Street



KEY ELEMENTS OF THE PLAN

Streets

Wide, tree-lined streets lie at the heart of the Centerville Village Plan. Set in a grid pattern, streets located within Centerville Village will 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. Located along US 250 (Broad Street) and Ashland Road, parkways will provide visitors with an inviting and walkable way of moving throughout the Village. Through the use of shade trees, uniform signage, landscaping, and large setbacks, the Village will allow for a more uniform, lush, and walkable community.



Street Typologies

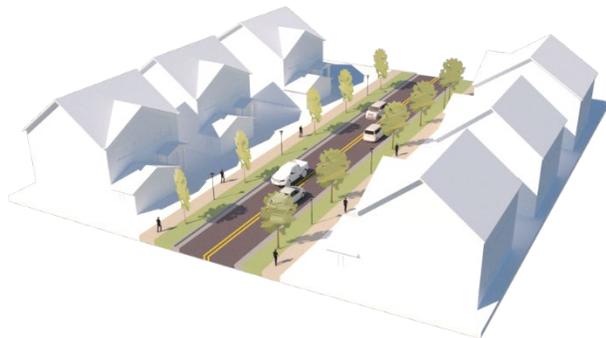
Prescribed in the Design Guidelines, these streets compose the framework for Centerville Village. Streets are designed to prioritize safety, bring an active street life to the community, and minimize the need for surface parking.



Centerville Boulevard



**Townhouse / Multi-Family
Residential Street**



Single Family Residential Street

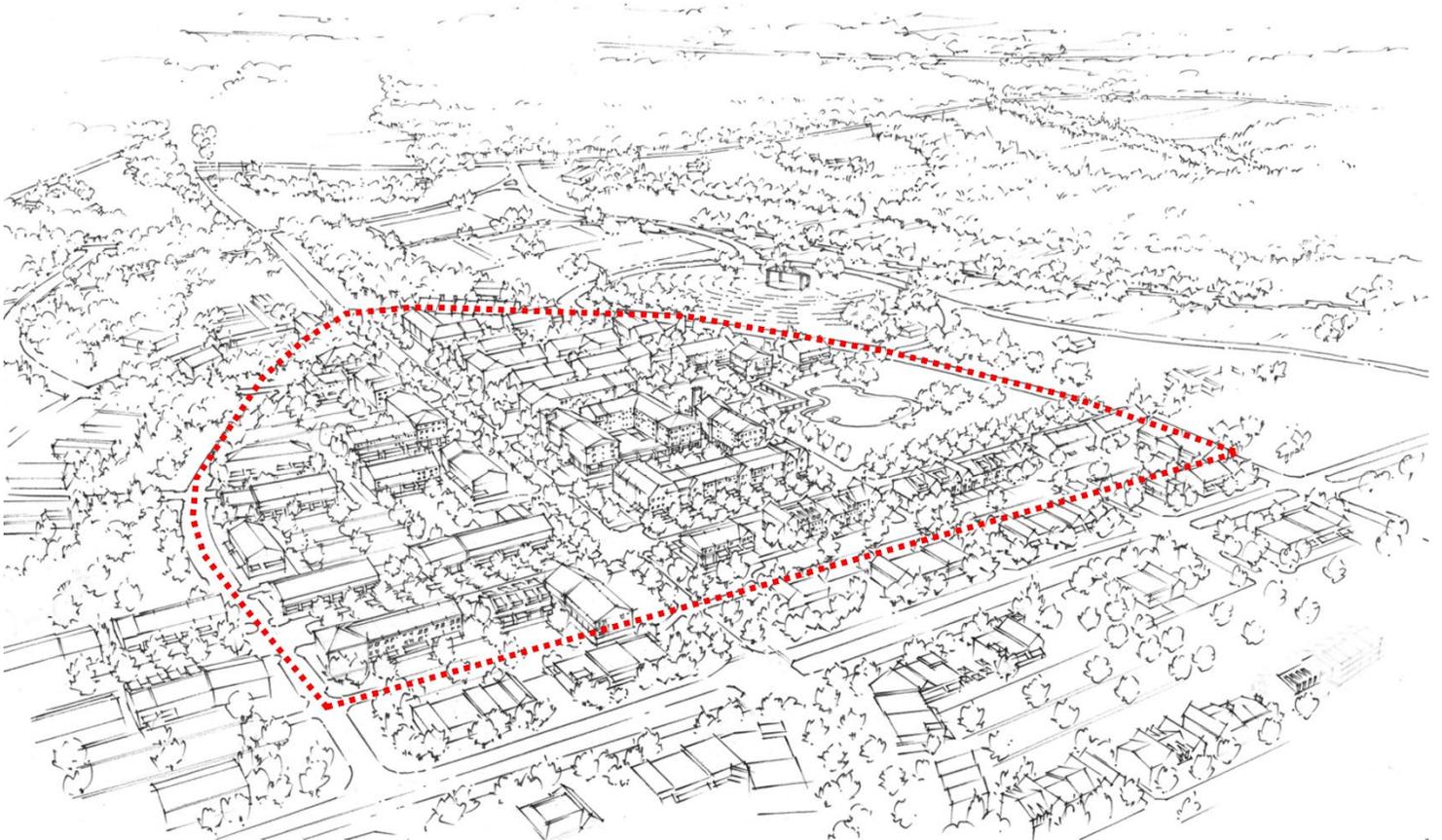


Trail / Greenway

See Guidelines for complete description

Village Core

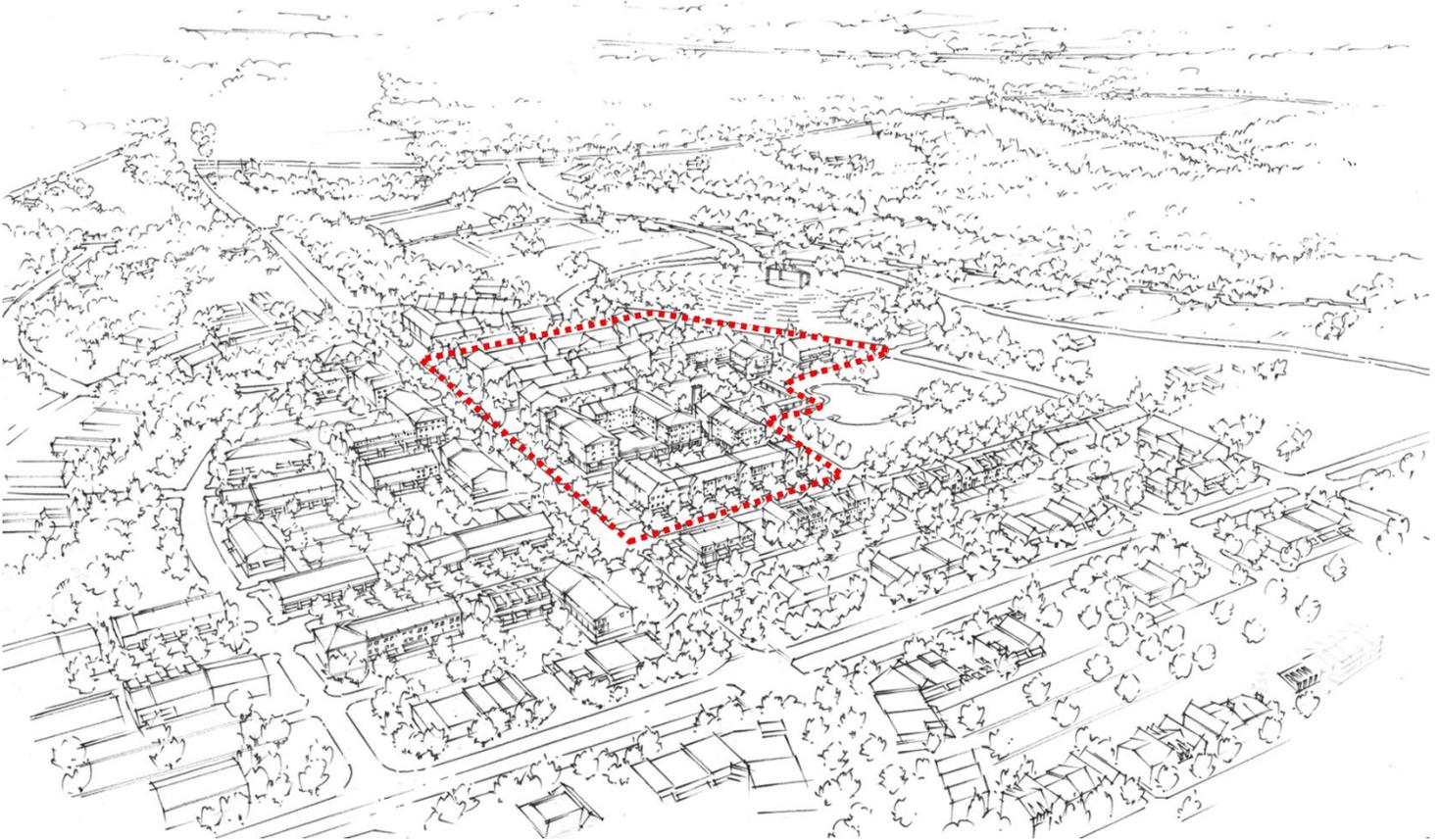
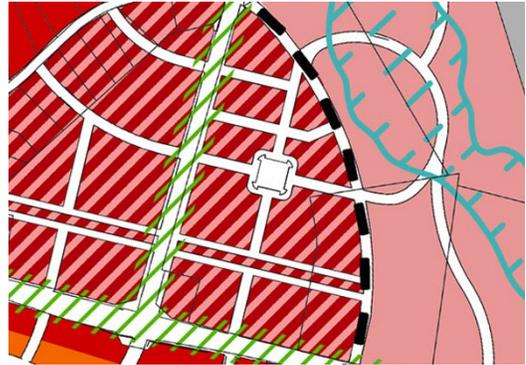
The Village Core represents an area focused on offering residential, mixed-use, and greenspace. Located around the densest portion of the village, Village core is intended to promote connectivity between lower density and higher density zones. This is achieved through sidewalks and parking lots that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

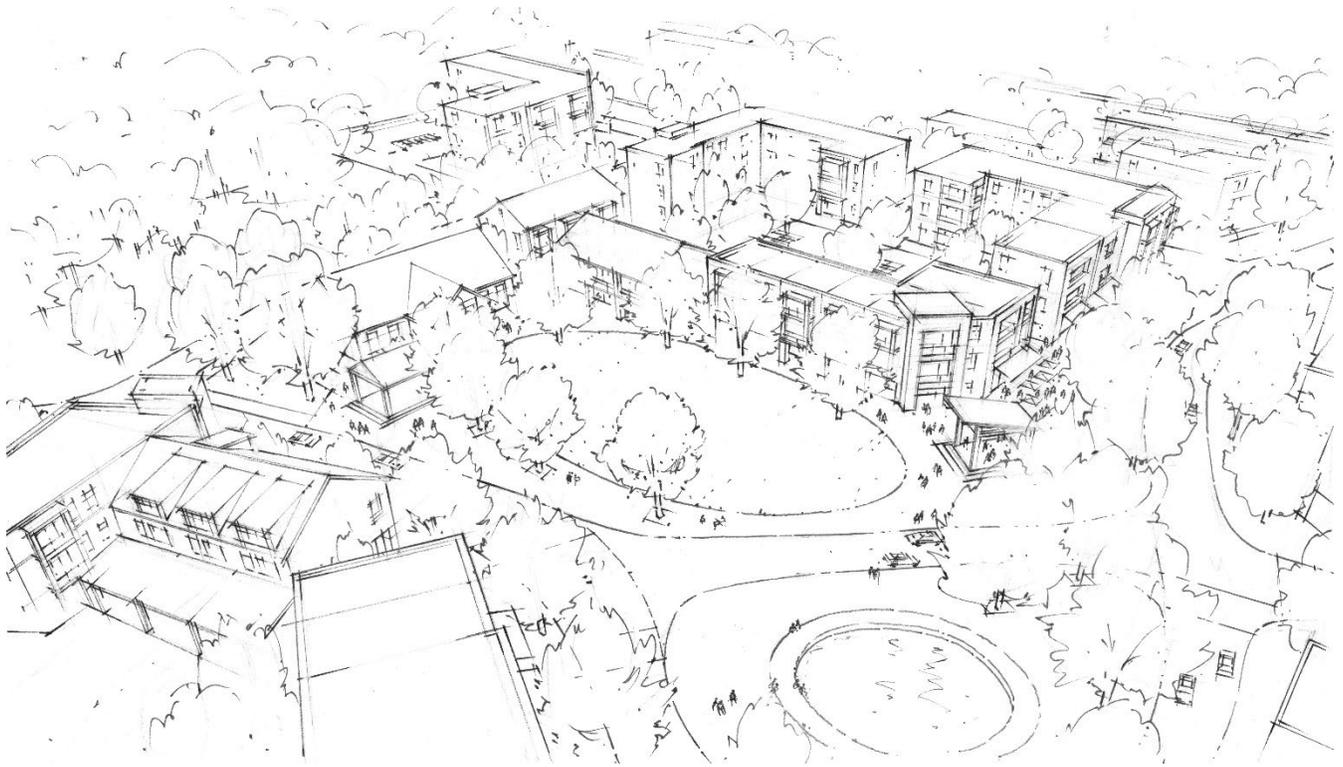




Village Center

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.





Example building massing in village center



Another example building massing in village center

Natural Gateway Amenity 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.



Example Natural Gateway Amenity Building: a trail and nature center

Amenities in Gateway Commercial Districts

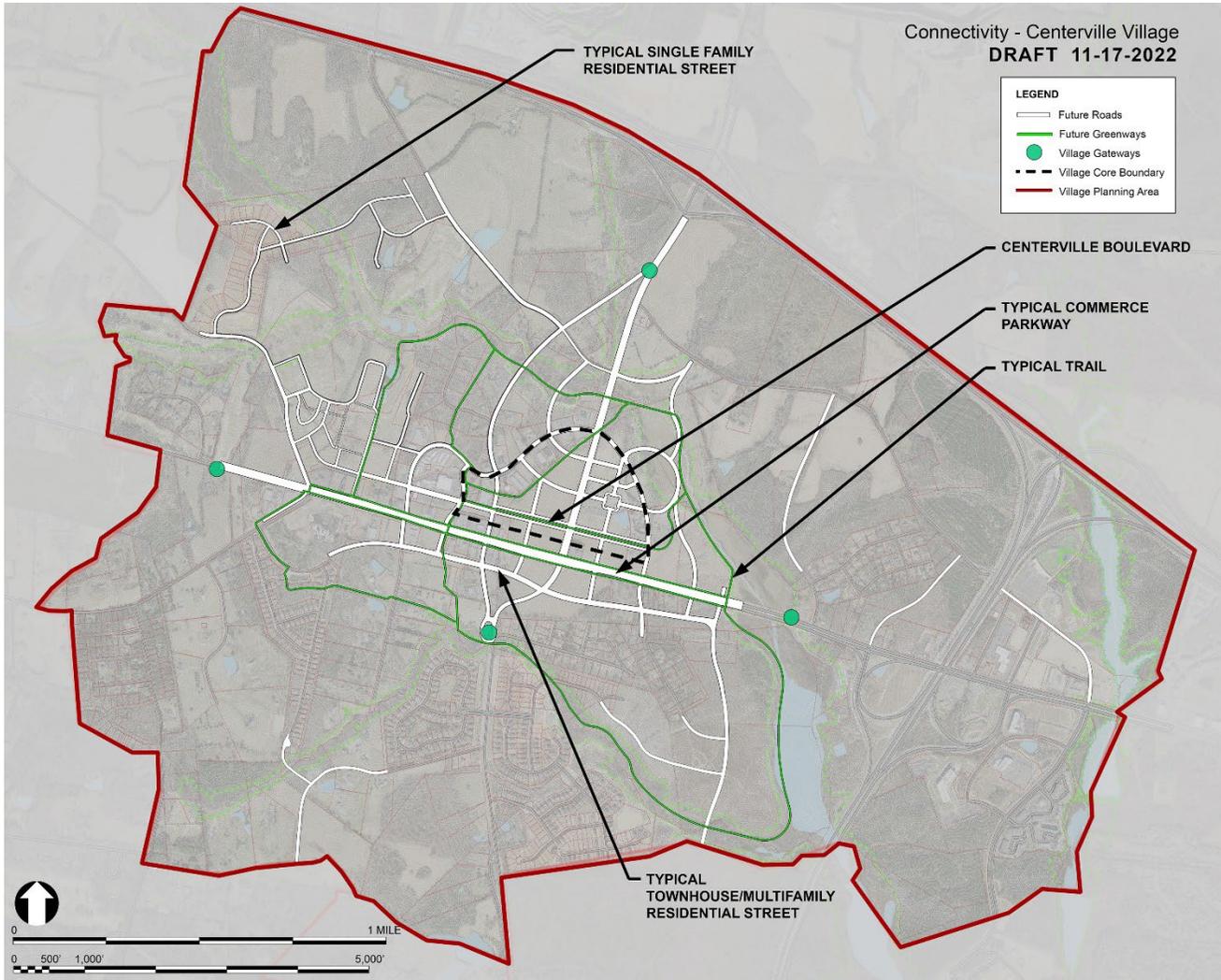
Gateway Commercial Areas offer a fantastic opportunity to blend the rural with the urban. With significant open space, gateway areas offer the opportunity to create prime location for residents and visitors alike to meet and engage in cultural activities, listen to a live concert, or take in the natural 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.



Amphitheater and Band Shell allows visitors to connect with the outdoors while bringing customers to fill the village core.

GATEWAYS, GREENWAYS, AND ROADWAYS

Crossings of major and minor roads discussed on the next 2 pages.



Major Street Crossings

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) .



Major Street Crossing – ¾ View



Major Street Crossing – from above

Minor Street Crossing

Minor Street Crossings are typically used on minor streets with lower vehicle speeds and volume. These crossings use a Rectangular Rapid Flashing Beacon (RRFB) to alert vehicles to pedestrians entering the roadway. These will likely be located within the residential areas of the Village as well as less heavily trafficked portions of the commercial district.



Minor Street Crossing – ¾ View



Minor Street Crossing – from above



HILL
STUDIO

COMMUNITY PLANNING
LANDSCAPE ARCHITECTURE
ARCHITECTURE
PRESERVATION



APPENDIX A – DESIGN GUIDELINES

DRAFT November 17, 2022

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TABLE OF CONTENTS

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PURPOSE AND INTENT

The purpose of the following guidelines is to coach every design and construction activity into creating a united village. Overall, new development must emphasize Centerville’s rural identity, as it is discussed throughout the master plan, in its design.

Therefore, the intent of the guidelines is to:



1. Maintain **established pastoral landscape** and buffers



2. Create **community gathering places, identity spaces, and amenities**



3. Increase multi-modal **connectivity**



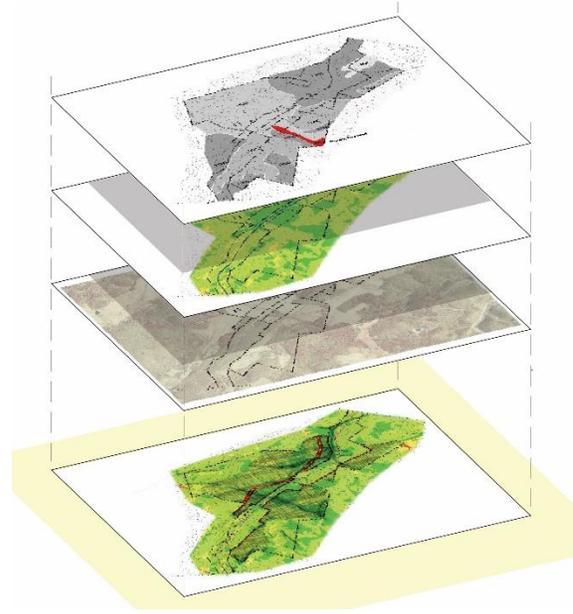
4. Utilize building placement to form complete streets and frame extraordinary outdoor spaces. Use building **forms and materials** to convey a modern village identity.

The guidelines below outline each of these intentions and provide a process for how to develop a site in Centerville.

HOW TO USE THE GUIDELINES

The guidelines are set up to create a conversation between the public, local officials, and developers. The public comments strongly encourage developers to emphasize the existing rural identity while building an engaging and walkability community. To that end, the Goochland County zoning administrator will offer village development incentives for meeting the intent of the guidelines. The process is outlined below:

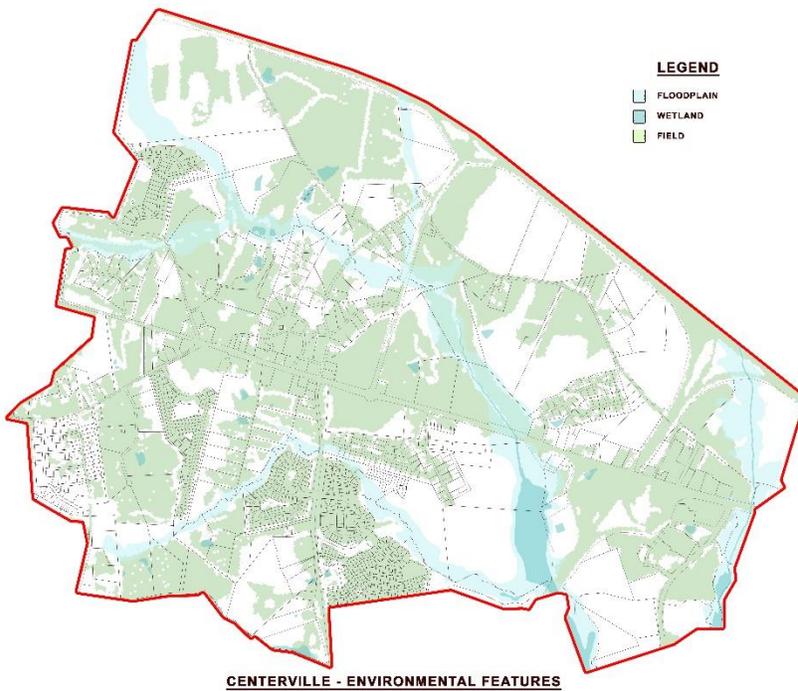
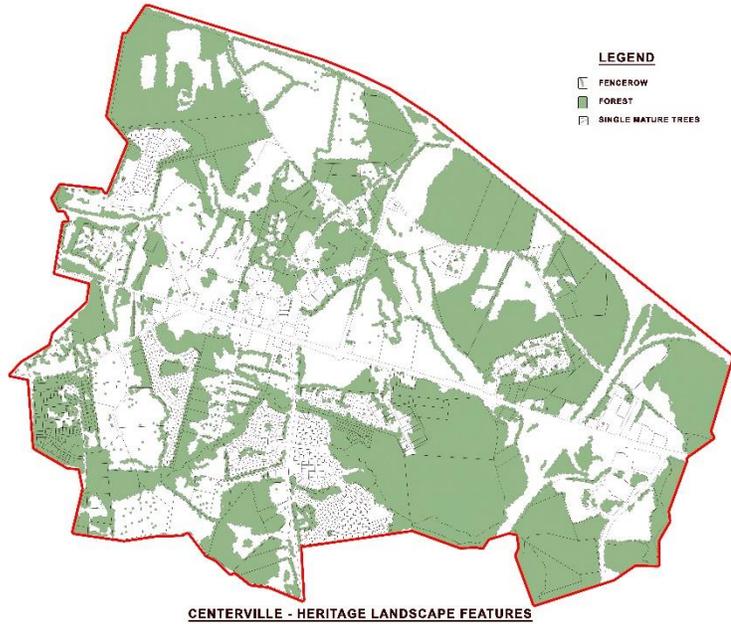
- Use a base map provided by the zoning administrator, create existing footprint maps showing existing features. Show all significant natural, cultural, and historic features, as well as all existing structures, parking, entry points, and roads.
- Show how tree rows, the flood plain, wooded lots and open fields are accommodated.
- Review features on existing footprint map, including **existing pastoral landscapes**, as well as proposed footprint overlay map with zoning administrator, who will offer recommendations on preserving, maintaining, or incorporating key existing features.
- Develop plans that are compatible with and do not detract from adjacent property site features.
- Display how **community gathering spaces, identity spaces, and amenities** are accommodated and fit in to the site plan.
- Create a proposed “footprint” overlay of proposed new buildings, roads and circulation, parking, and other proposed built structures.
- Outline the use of “complete” streets, parking design, and other pedestrian friendly design elements to promote **connectivity**.
- Show the building **forms and materials** including lighting, signage, and landscaping.
- Create an operations and management plan for any community amenities, streets, and medians.



1. ESTABLISHED PASTORAL LANDSCAPES

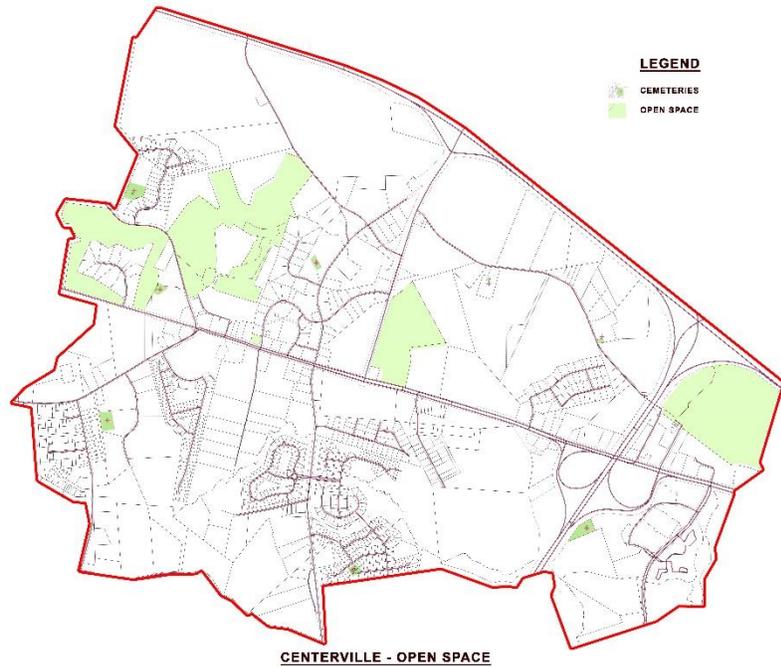
General Principles of site planning and development shall include consideration of natural features of the site as potential contributors to the design, instead of constraints that must be worked around. Any development will preserve Centerville’s established pastoral landscape features including:

- Iconic tree rows that typically follow historic fence lines and often include mature oak trees
- Wooded lots with dense tree canopy



- Flood plain which also includes wetland areas and the existing wildlife habitat

- Open fields and greenspaces



First documenting and then using these resources to guide development will help to preserve the underlying rural character of the village and fit new development into the exceptional landscape of Centerville.

2. COMMUNITY GATHERING PLACES, IDENTITY SPACES, & AMENITIES

In rural communities, people come to the village to buy and sell goods but also to engage with their community. Centerville aims to build the “village feel” by creating space for community events, places to play, and connect. In coordination with Goochland County, all developments are required include gathering places, identity spaces, and amenities in proportion to the scale of the project. All proposed amenities must include an operations and management plan.



The following is a list of example amenities inspired by community surveys and public comments to include in the village:

Village gathering spaces

- Amphitheater/Performance venue
- Community meeting hall
- Farmer’s market
- Event space
- Park Space
- Co-working space
- Library
- Food truck plaza
- Swimming pool
- Inclusive playground



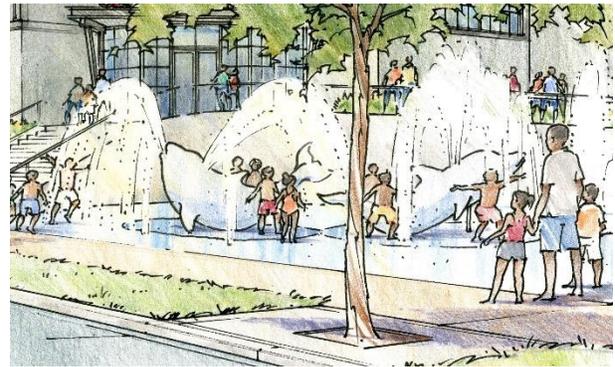
Neighborhood-level gathering spaces

- Outdoor dining patios
- Post office
- Picnic tables/pavilions
- Splash pads
- Plazas (possible dark skies theme with opportunity for stargazing)
- Community garden (including raised beds for accessibility)
- Roof-top open spaces
- Small green areas
- Dog park
- Fire pits



Identity Spaces

- Murals
- Sculptures
- Walkability signage (“It’s a 5 minute walk to...”)
- Interactive art (natural boulders, fountains, playful landscapes)
- Horse-themed playground
- Interpretive signs (about floodplain habitat, trees, Goochland County)



Amenities

- Trail development
- Hiking trails/greenways
- Athletic courts/fields (pickle ball, tennis, volleyball)
- Pop-up library
- Pop-up business incubator/artist studios
- Public restrooms

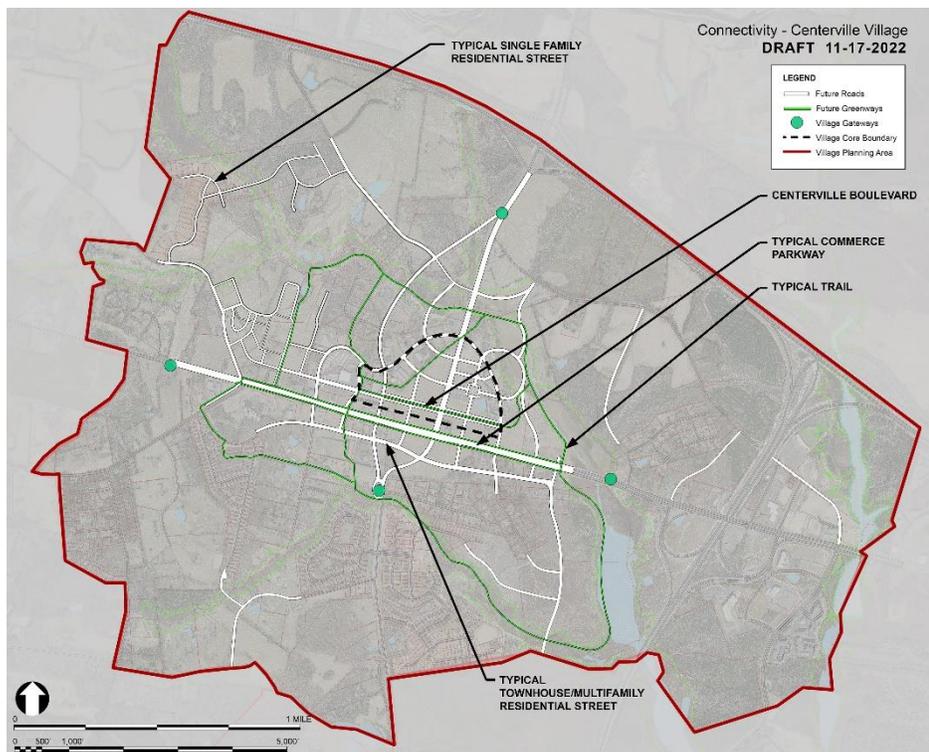


3. CONNECTIVITY

Complete Streets

Centerville has a history of scenic roads that cut through the pastoral landscape. At the same time, Centerville is located adjacent to Interstate 64, VA 250, and VA 288 is central to the village. The guidelines continue the history of highly landscaped roads while creating “complete” streets which balance the needs of pedestrians, cyclists, and motorists throughout the village.

- Private access roads should be limited and well defined; new commercial development should have a maximum of one exit and one entrance per town street to minimize traffic conflicts. Shared entrances and exits with adjacent properties in order to minimize traffic conflicts is strongly encouraged and should anticipate, to the extent possible, future nearby development.
- Provide public walkways for convenient and safe pedestrian access.
- Meet VDOT standards on all public roads.
- Maximize on-street parking in all core village area. Parallel parking is preferred, but angled parking can also be implemented.
- Utilize well-designed traffic calming measures, such as pinch points, bump outs, and medians, to encourage slow, cautious driving. Speed bumps are generally not appropriate.
- When medians are used, they should generally include plantings designed to soften their appearance and enhance the overall landscaping. All medians need and operations and management plan.



Walkability

A key strategy for increasing activity and overall “village feeling” in new development is to create outdoor environments that are safe, comfortable, and interesting for pedestrians. Vibrant and active “complete” streets will allow people to engage, and see others engage, with the built environment of their village. The village core is where the most vibrant streets are located. The addition of connector streets creates a grid pattern, managing traffic and promoting walkability. Centerville will increase walkability for its residents and visitors by requiring the following:



- Provide safe sidewalks and/or trails, as well as connections to adjacent property sidewalks and trails in new development or redevelopment.
- Locate sidewalks throughout the site along connector streets, in front of the front facades of buildings.
- Create connections to existing and planned trails for bikes and pedestrians. This includes connecting the village core to the outlying parts of the village.
- Design sites with personal safety considerations in mind.
- Consider crosswalks as locations for public art.
- Install walkability signage directing pedestrians to local amenities.
- Locate bike racks near intersections, building entries, and parks and open spaces.

Parking

- On-street parking is required throughout the village.
- Use parking structures is encouraged. On-site parking must be designed to be subordinate to the pedestrian experience.
- Locate parking behind buildings that front the street. Where there is a view of parking lots from a street and/or private access way, the parking lot/spaces must be buffered with landscaping or low walls.
- Minimize the visual impact of parking structures on surrounding pedestrian spaces and streets. Locate active, pedestrian spaces such as shops, offices or public art along the ground-level street frontage. When this is not possible, provide an activated pedestrian space in the building transition zone using landscaping, seating, coverings or other similar elements to create an active street edge.
- Integrate the design of public art and lighting with the architecture of the parking structure to reinforce its unique identity

- Encourage creative solutions to minimize the parking requirements. The zoning administrator can reduce on-site parking requirements for plan which provide:

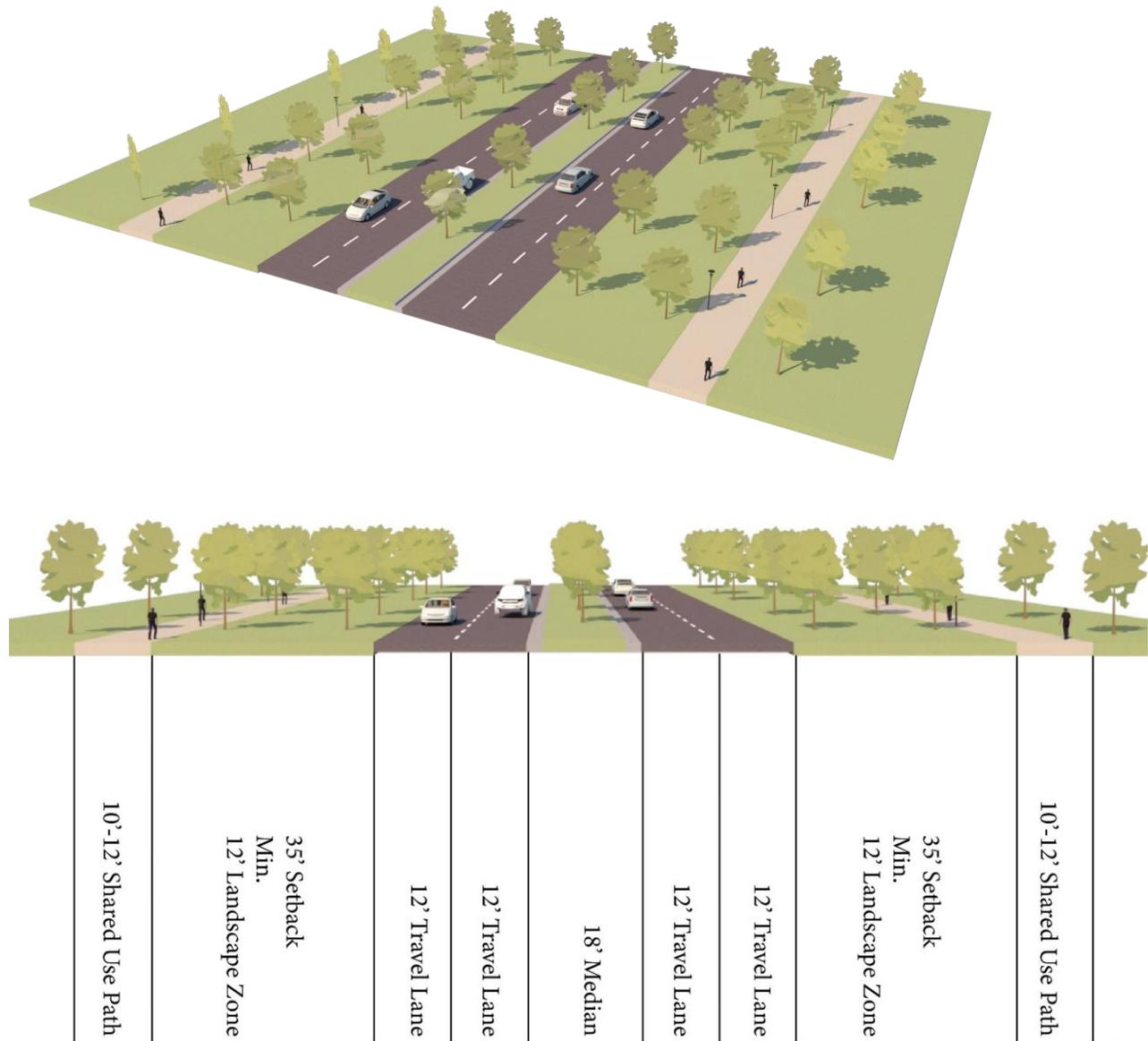
- Five-minute loading zones
- On-street parking
- Drop-off/curbside pickup areas
- Bicycle parking
- Motorcycle parking
- EV charging stations
- Greenway/trail connections



“COMPLETE” STREETS TYPOLOGY

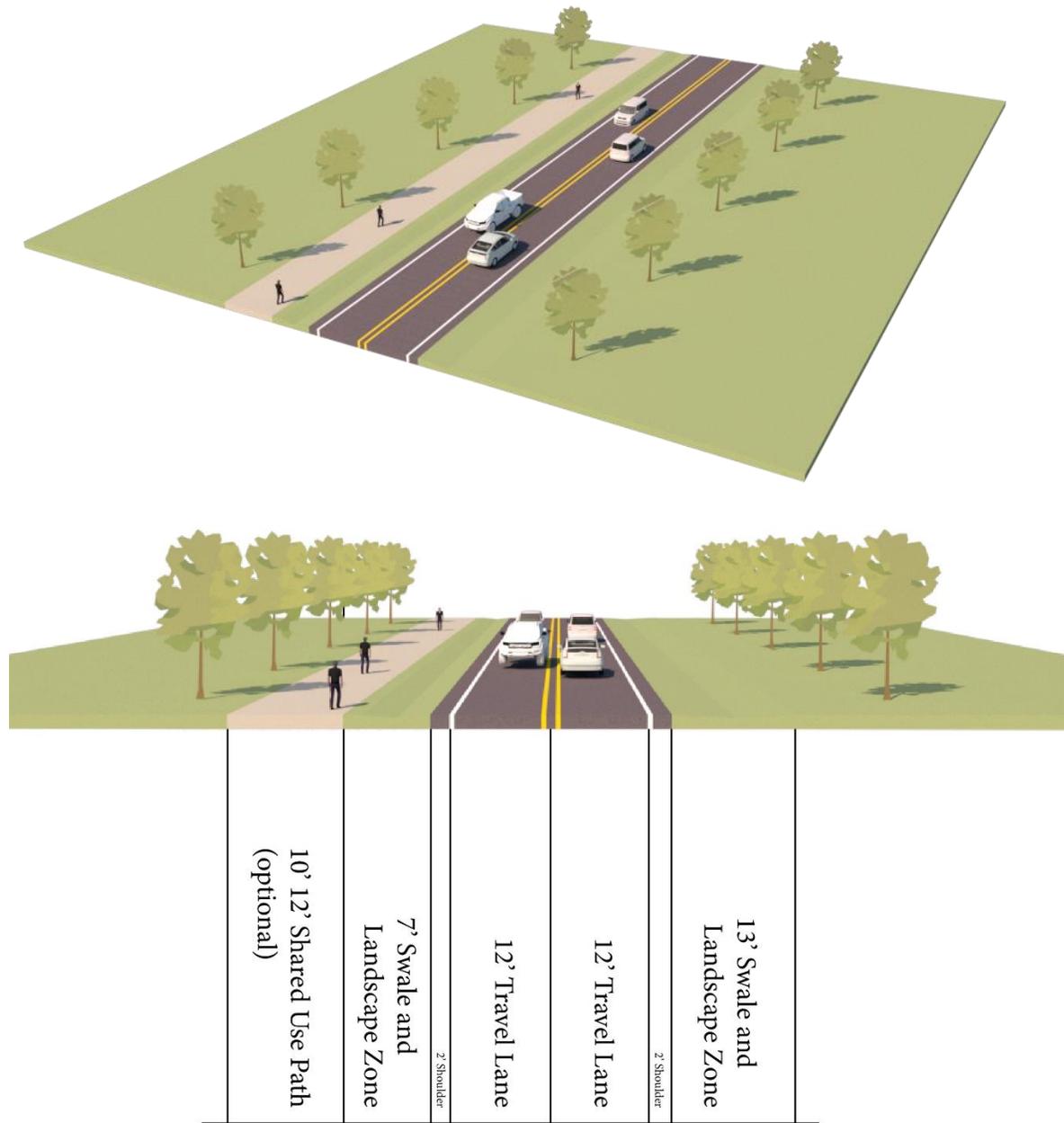
Commerce Parkway (VA 250/Broad Street)

Currently a 4-lane divided facility, US 250 serves regional as well as local Centerville traffic. However, with the focus on growth in a mixed use format in this area, it is critical to provide adequate active transportation facilities on Broad Street Road. The concept shown moves the sidewalk off the curb and establishes a significant planted buffer from the travel lanes, and creates space for 12-foot shared use paths on either side of the roadway with plantings between the path and the travel lanes. Additionally, the median will provide space for protected crossing opportunities for pedestrians and bicyclists within the Centerville area.



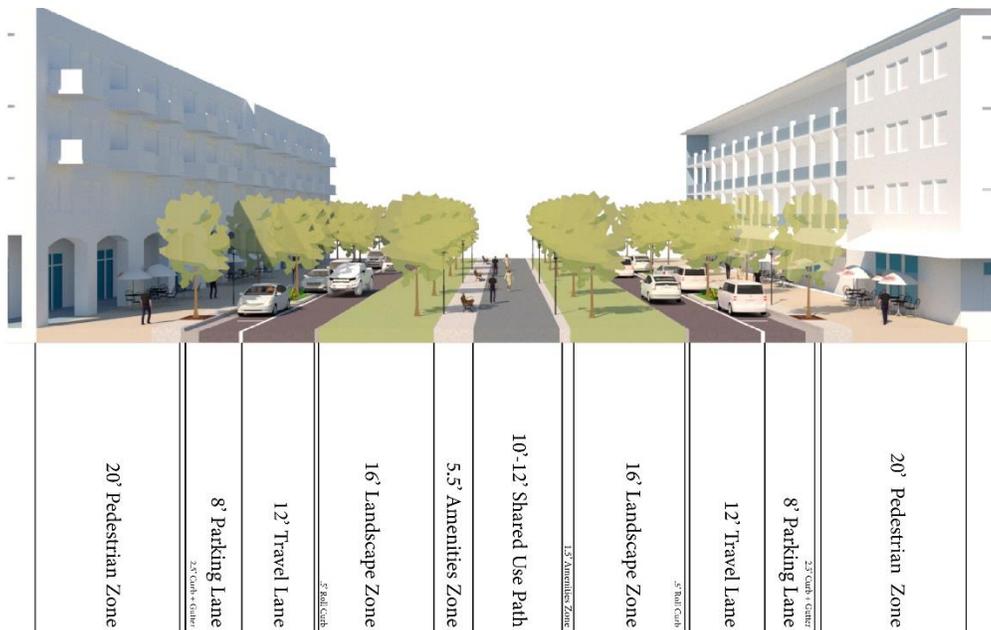
Rural Village Lane

Both small areas include accesses to regional facilities via two-lane rural roadways, many with canopy and a distinctly “Goochland County countryside” character. These facilities such as Fairgrounds Road in the Courthouse Village and Ashland Road in Centerville serve as gateways to both small areas as well as a role in regional access to major connector routes such as US 250, I-64, and US 522. The concept for the Rural Village Lane preserves the canopy character of the roadway while providing bicycle and pedestrian facilities from each Village Center to outer areas and regional trail facilities.



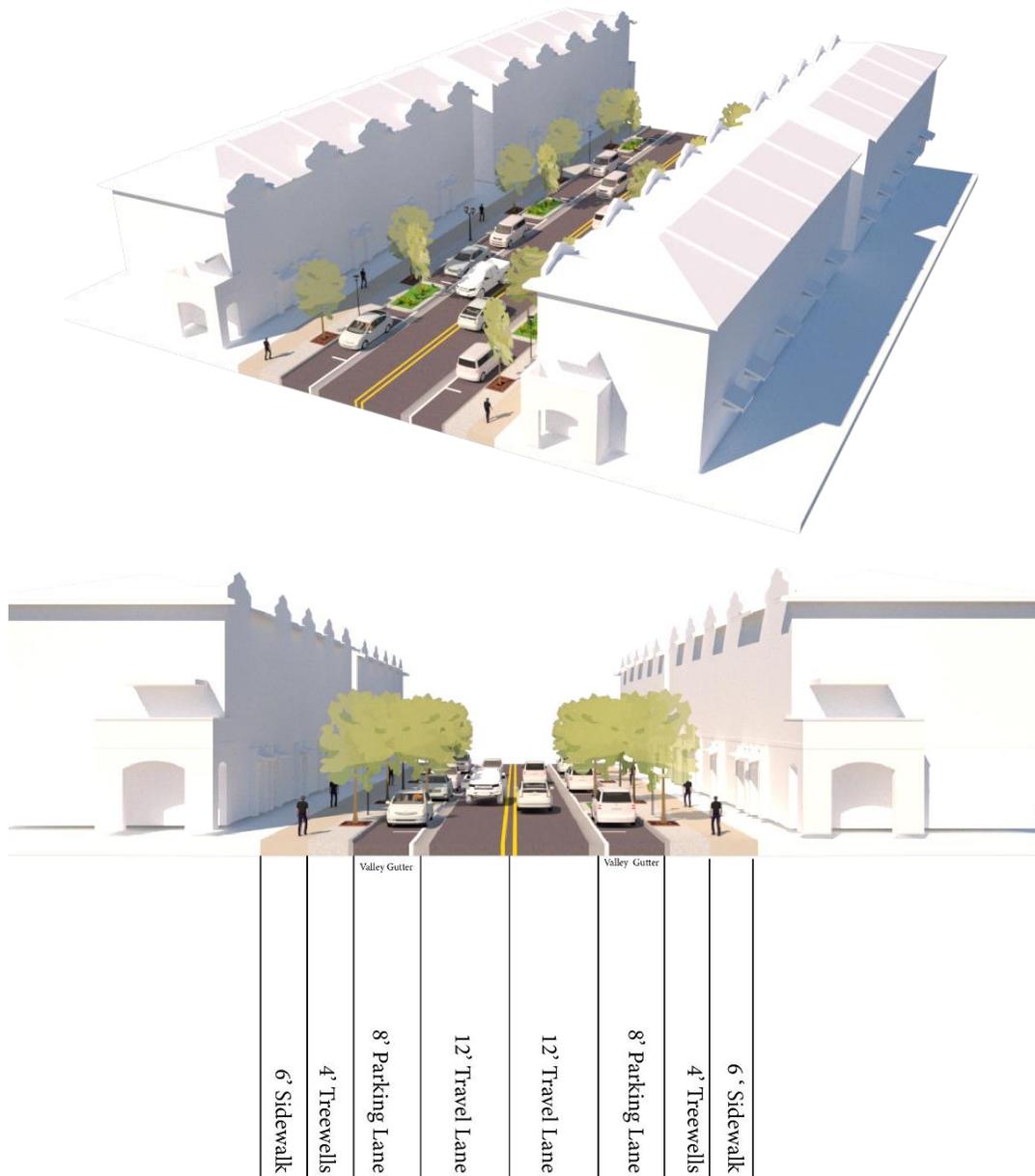
Centerville Boulevard

Intended to serve as access to and as a Main Street frontage for commercial properties, this Boulevard provides public space in a wide median that can contain a shared use path and park space to serve the new village and its residents and visitors. One travel lane is provided on each side of the median, and on-street parallel parking is provided to serve the commercial frontages. A high level of formal streetscape will be provided; trees to be planted in both the median and verges can form a canopy and provide shade for pedestrians and bicyclists and will discourage excessive motorist speeds. Left turn bays will be accommodated in the median area as needed, and pedestrian-scale lighting will be provided. The wide promenades against the building frontages provide space for walking, dining, and sidewalk shopping. Curb along the median will be mountable and an area of structural turf will be provided to facilitate use by emergency services vehicles.



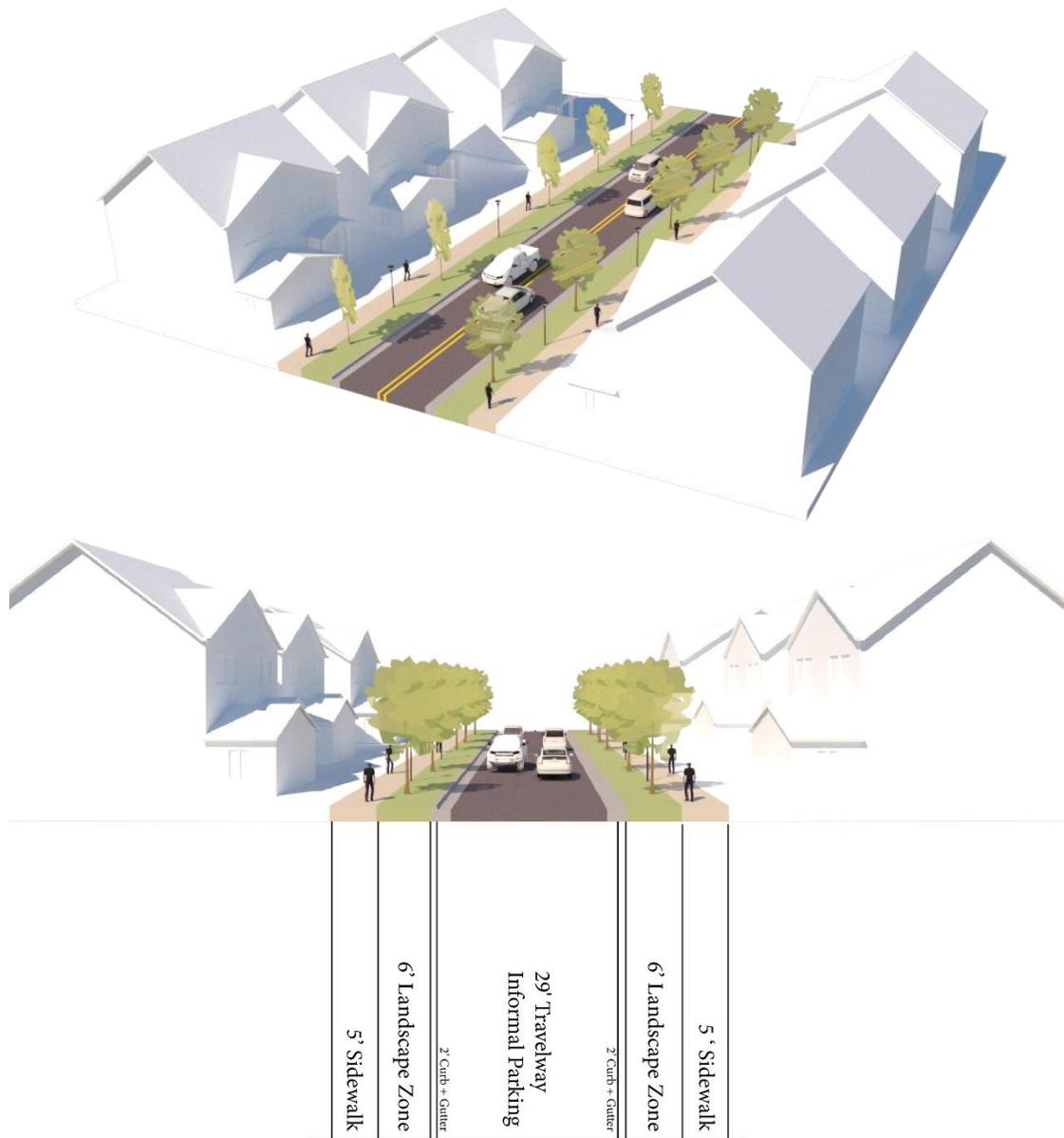
Townhouse/Multifamily Residential Street

This street type is intended to serve multifamily residential frontages such as townhomes and condominiums. Sidewalks are provided on both sides and bicyclists are intended to share the street due to the lower traffic volume and speeds of vehicle traffic. Formal on street parking is provided against a vertical curb, and the parking and travel lanes drain to a valley gutter that separates them to convey stormwater. Street trees will be provided in treewells or a planted verge, as well as in planter bulbouts that separate three or four parking spaces to give the street better enclosure and reinforce the low speed nature. Pedestrian scale lighting will also be provided.



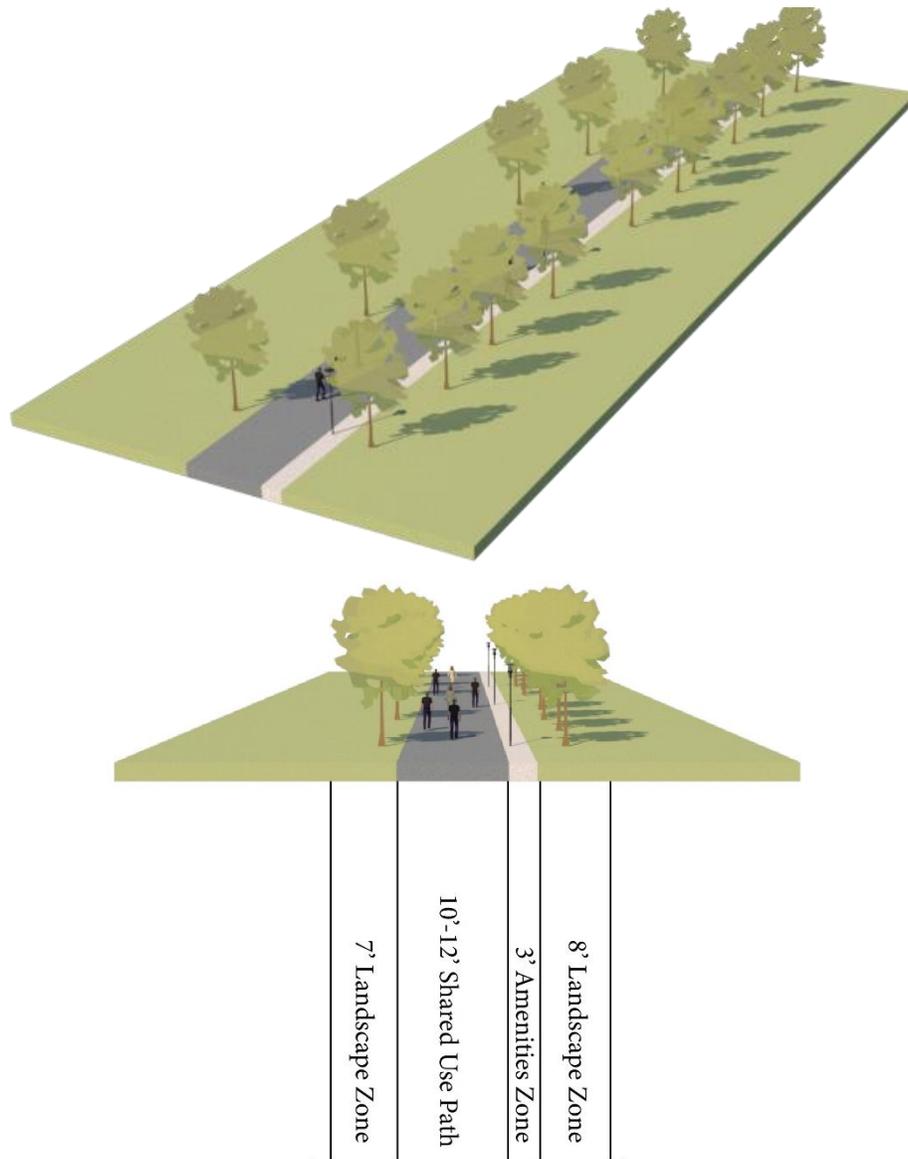
Single Family Residential Street

This street type is intended to serve single family residential frontages and is characterized by low traffic volumes and speeds. Sidewalks are provided on both sides and bicyclists are intended to share the street due to the low volume and speeds of vehicle traffic. Within the 26-foot curb face to curb face width, occasional informal parking will be allowed and will create a yield condition when two traveling vehicles meet with a parked vehicle; this creates a traffic calming effect which will reinforce the low speed nature of the street. Street trees will be provided in both the verge and behind the sidewalk to provide shade to sidewalk users; the back of sidewalk landscape may be determined by the property owner and may not be formal. Pedestrian scale lighting will also be provided.



Trail/Greenway

A unique opportunity exists to create a network of off street trails and greenways within both the Courthouse Village and Centerville small areas. In Courthouse Village, a trail connection along the James River can be a signature trail facility, connecting parks along the river to the Village Center. In both Courthouse Village and Centerville, the trail network could use stream corridors or utility rights-of-way to provide connections between residential neighborhoods and existing and new commercial centers. It is critical that the trails be designed to accommodate all users, and with adequate width to accommodate growth in interest and use. The section proposed at 12 feet wide reflects current best practices in trail design, and will also include provisions for lighting, shade, and furnishing areas for trash receptacles and rest stops with benches and tables.



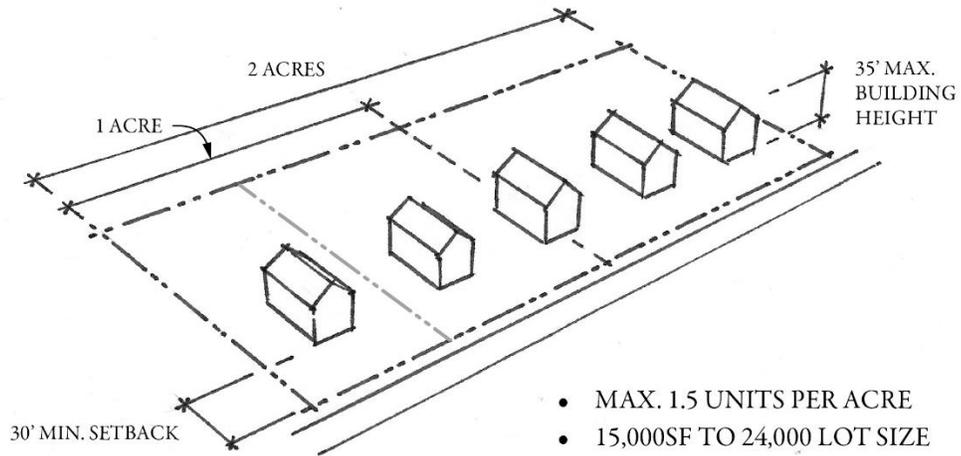
4. FORM AND MATERIALS

Building Placement

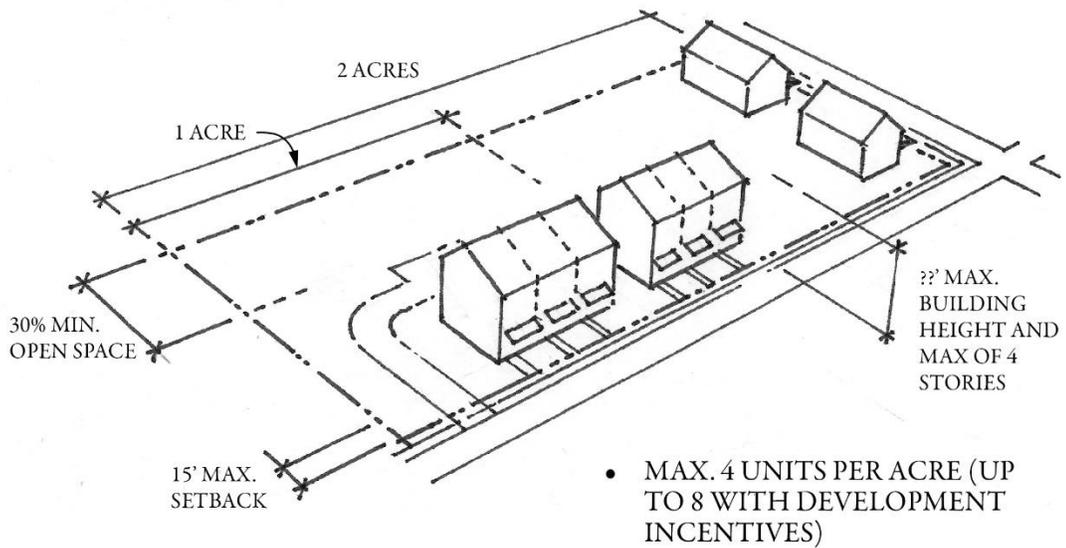
- Use new buildings to enhance the site and create a strong sense of place. Buildings should be placed in prominent locations and incorporate public spaces. Strategies for achieving these goals might include:
 - Create well-defined building entrances that welcome visitors/residents and integrate the building into the broader sites.
 - Use spaces between buildings for pedestrian circulation corridors, with openings for side access.
 - Arrange buildings to complement existing site resources, such as large trees, open spaces, and other site features.
 - Integrate indoor and outdoor spaces through well-defined public and private uses.
- Buildings within the same development should generally follow consistent setbacks to reinforce the streetscape and sense of place. Any divergence from this pattern should be used intentionally to accentuate certain buildings or define public spaces.
- Back of house and service areas should be concealed at rear of buildings or within parking areas using landscaped screening elements.



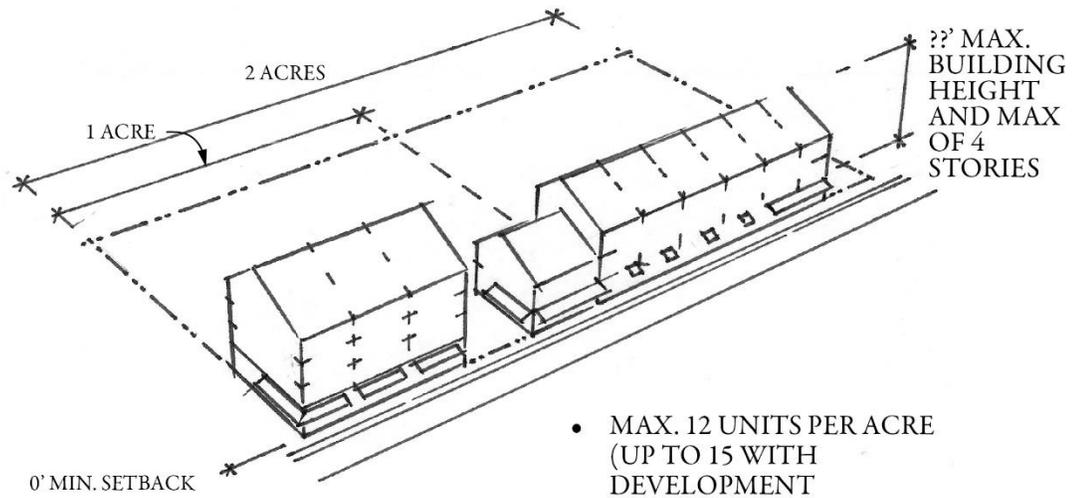
Building Placement Diagrams by Land Use



CENTERVILLE PLANNED UNIT DEVELOPMENT (CV-PUD)

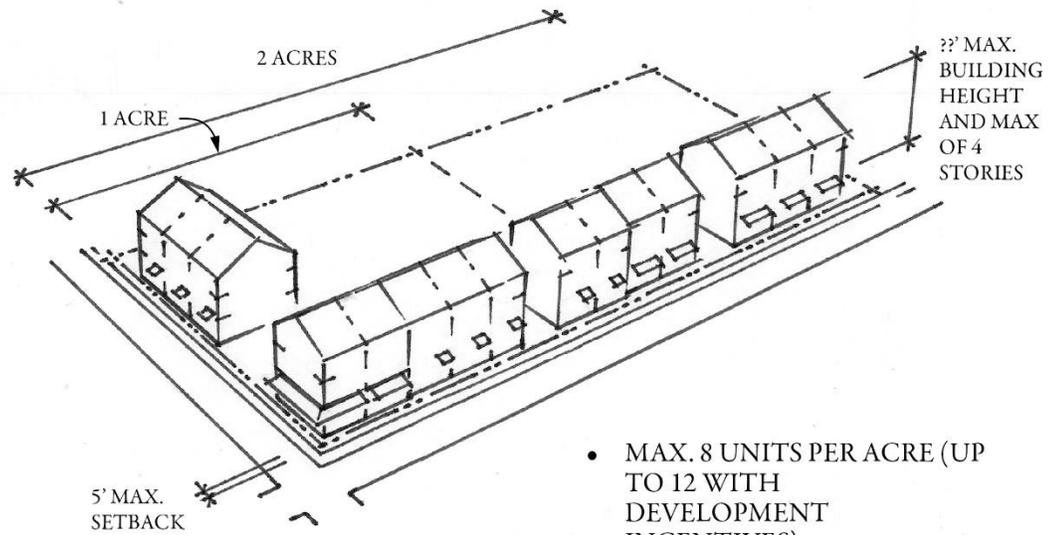


CENTERVILLE NEIGHBORHOOD RESIDENTIAL



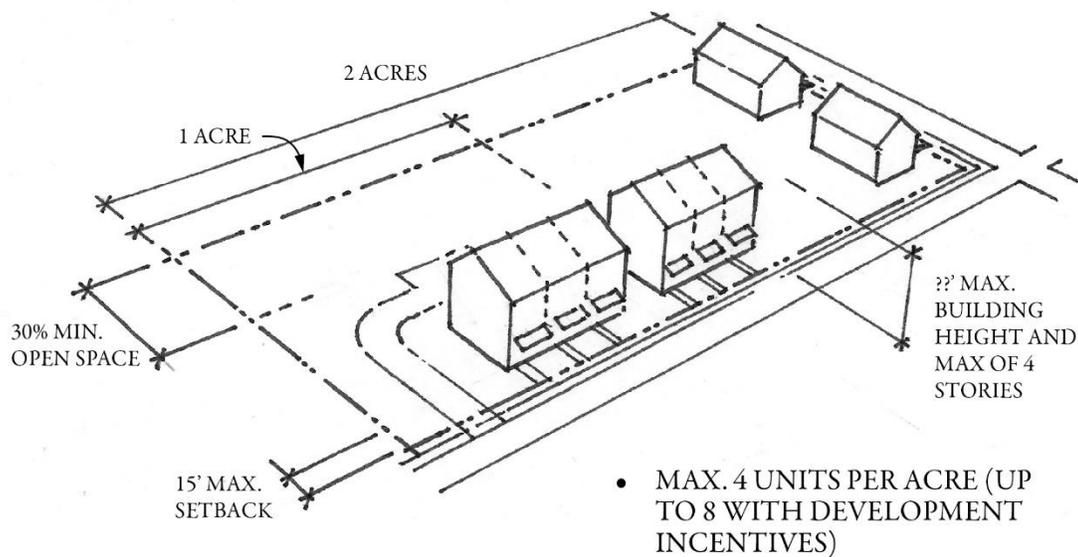
- MAX. 12 UNITS PER ACRE (UP TO 15 WITH DEVELOPMENT INCENTIVES)
- MIN. 30% COMMERCIAL

CENTERVILLE MIXED USE (CV-U)



- MAX. 8 UNITS PER ACRE (UP TO 12 WITH DEVELOPMENT INCENTIVES)
- COMMERCIAL ALLOWED

CENTERVILLE VILLAGE RESIDENTIAL



CENTERVILLE NEIGHBORHOOD RESIDENTIAL

Landscaping

The rural landscape plays a crucial role in Centerville’s identity.

- Retain and maintain mature trees (greater than 20” diameter).
- If mature trees must be removed, replace them with similar species.
- Design landscaping to reflect typical community landscape patterns, which are natural, or agrarian-based, rather than stylized.
- Plants should be either native, or historically well-established in Centerville. Hardy, non-invasive species should be used.
- New landscaping should blend with existing landscaping and complement the architecture and site. Plantings should be appropriate to anticipated site uses.



Typical rural scene in Goochland County

Signage

Overall signage should be limited and emphasize the “village” feel.

- Keep monument signs to a minimum, installed only at main entry points, and consolidating multiple commercial signs onto the same monument sign.
- Signage should be designed to enhance the site and landscape.
- Building signage should be limited and unobtrusive.
- All signage should be compatible in scale, size, materials, color, and character to the buildings they serve. Sign text should be simple; decoration and ornamentation should be limited.
- Signage should complement the architectural style and not obscure architectural details.
- Avoid back lighting, internal illumination, flashing, or rotating signs.
- Rooftop signage is not allowed.
- Signage must comply with the Goochland County Municipal Code Chapter 15 Article 26 – Signs.



Village Mixed Use

- Limit signage to surface mounted signs.
- Allow sandwich board signs within sidewalk.

Interchange Commercial

- Signage is more flexible due to the proximity to major highways. Signage must comply with the Goochland County Municipal Code Chapter 15 Article 26 – Signs.



Residential areas

- Only allow entry monument signs compatible with architecture style of neighborhood.

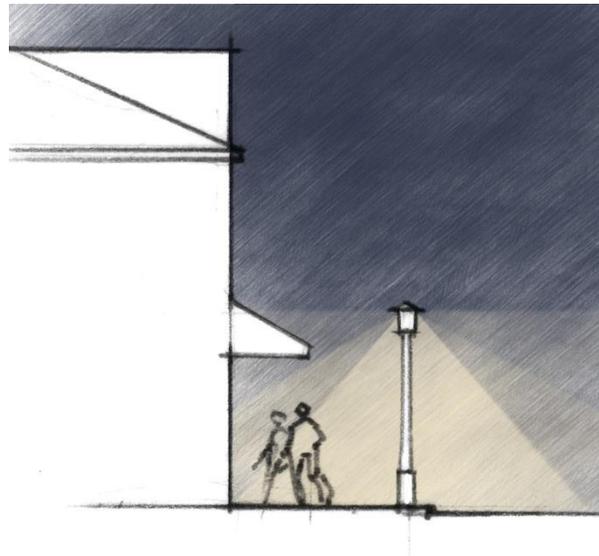
Parkway Commercial Overlay District (existing overlay signage requirements in Sec. 15-447.A(5))

- Only ground-mounted and building-mounted signs which utilize a color and design that is complementary to the building are allowed.
- Ground mounted signs cannot exceed 10 feet in height.

Lighting

The ability to view the night sky as well as the safety of the village are both priorities for lighting design.

- Design lighting for the pedestrian scale.
- Make lighting fixtures and poles compatible in scale and materials with the building, landscape, and surroundings.
- Encourage consistent lighting throughout the site.
- Spotlights, floodlights, and high intensity lighting are generally not appropriate.
- Use the lowest lighting feasible for each need in order to preserve night sky viewing.
- Comply with the Goochland County Dark Sky Ordinance as outline in Article 25 of the zoning code.



Architectural Character

Centerville’s identity is deeply tied to the rural landscape. The architecture of new development should celebrate Centerville’s identity by promoting this connection to the land. In addition, the architecture should provide for places to get to know your neighbors as Centerville’s community grows.

New development should not create a false sense of history but be inspired by Goochland County’s architectural history and rural identity.

- Simplify form of new buildings.
- Fit the overall scale and massing within the rural context.
- Building details should connect people to outside and the surrounding landscape.
- Consider use of gable, broken gable, or hipped roofs.
- Use natural materials that could have come from the surrounding area.
- Typical building cladding includes vertical or horizontal boards



Commercial/Mixed Use Buildings

- Activate the ground floor of the building by making the use happening inside the building visible from the sidewalk.

- For buildings on corner lots, accentuate the corner's unique location with architectural features that actively engage the public realm and create a visual presence at the corner, such as: »

- Chamfered or rounded corners
- Projecting and recessed balconies and entrances
- Accentuating features such as embellished doorways and volumetric manipulations (e.g., corner tower)
- Enhanced window designs that may include floor-to-ceiling windows, display windows, clerestory windows, or distinctive glass design or colors



- Use horizontal and vertical articulation to help define and differentiate the street level of the building and to express façade widths that are compatible with adjacent context.
- Encourage functional balconies to allow for view of landscape and village activity. False balconies that serve no purpose beyond decoration should not be permitted.
- Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area

Interchange Commercial

- Celebrate the experience of being a motorist, like the roadside architecture of the early/mid-20th century.
- Encourage high-quality architecture that incorporates rural or agricultural elements.



Gateway Architecture

- Emphasis should be given to blending the rural, pastoral elements with modern design elements.

APPLICATION OF VILLAGE DEVELOPMENT INCENTIVES

Any new development may request modification in density, parking, or height requirements by showing that the development surpasses the goals of the guidelines and seeks to create a unified village. The applicant must outline the existing requirement, proposed modification to requirement, and how the development furthers the efforts of village creation by responding to these questions:

- How does the development maintain **existing pastoral landscapes** and buffers?
 - Specifically show how the development preserves tree rows, flood plain areas, tree lots, and open fields
- What **community gathering places, identity spaces, and amenities** does this development include?
 - Describe how the overall impact these will have on the village including projected use and maintenance plans
- How does the development increase multi-modal **connectivity** and prioritize pedestrians?
 - Describe the creation of “complete” streets, trail connections, parking reduction measures.
- How does the development utilize building placement to form complete streets and frame extraordinary outdoor spaces? How do the building **forms and materials** convey a modern village identity?
 - Describe the overall feel of the development including the architectural design, landscaping, signage, and lighting.



Site Planning Specific to Land Uses

Listed below are the development standards. The zoning administrator can grant flexibility for Village Development Incentives.

Land Use	Color	Residential Density	Height	Front Setbacks (from edge of ROW)	Parking*	Lot Size	Additional Notes
Centerville Residential (R-V)	Pale Yellow	Max 1.5 units/acre (Compensating open space for lots under 1 acre)	Max 35'	30' minimum		Min 15,000 SF	
Centerville Planned Unit Development (CV-PUD)	Yellow	Max 2.5 units/acre (compensating open space for lots under 15,000 SF)	Max 35'	30' minimum (per existing code for RPUD (Sec. 15-193))		15,000 to 24,000 SF	
Centerville Neighbor Residential	Yellow Orange	4 units/acre (up to 8 allowed with Village Development Incentives)	Max 4 stories, Max 55'	20' Maximum (exception for porches, stoops, etc.)	2 spaces per unit (flexibility with Village Development Incentives)		30% open space
Centerville Village Residential	Dark Orange	Min 8 units/acre (up to 12 with Village Development Incentives), Limited commercial allowed	Max 4 stories, Max 55'	20' Maximum	2 spaces per unit, 1 space per 300SF commercial (flexibility with Village Development Incentives)		
Centerville Mixed Use (CV_-MU)	Pink/Red Hatch	Min 12 units/acre (up to 15 with Village Development Incentives)	4 stories, Max 45'	First floor commercial – 0' minimum	2 spaces per unit, 1 space per 300SF commercial (flexibility with Village Development Incentives)		

Land Use	Color	Residential Density	Height	Front Setbacks (from edge of ROW)	Parking*	Lot Size	Additional Notes
		nt Incentives), Min 30% commercial		First floor residential – 20’ max	Village Development Incentives)		
Centerville Gateway Commercial (CV-GC)	Pink	None	2 stories (higher allowed if designed with minimal impact on view shed)	No defined building setback, Parking lots 50’ min	Dependent on use (flexibility with Village Development Standards and possibilities for shared parking)		50% open space
Parkway Overlay District	Green Hatch	None	1-2 stories	Min 35’ setbacks for buildings and parking	1 space per 300SF (flexibility with Village Development Incentives)		
Centerville Interchange Commercial (CV-IC)	Purple	None	Max 100’ (per existing District B-3 (Sec. 15-253))	Min 55’ (per existing District B-3 (Sec. 15-253))	Dependent on use, No parking in setback in front of building		
Centerville Prime Economic Development	Gray						25% Open Space

* 1/300 SF is based on commercial retail parking standard in Goochland County code. Parking will differ based on commercial use.



APPENDIX B – BRANDING

DRAFT November 17, 2022

Goochland Small Area Plans Branding Report

1. Purpose

The Goochland Small Area Plans included creating distinct brand identities for the Courthouse and Centerville Villages as part of a larger effort to promote each district. The brand systems are based on the existing county brand and serve as enhanced placemaking tools to identify each as a unique character district. They also can serve as marketing tools to help promote events and business, while also recruiting desired businesses.

Both brands include:

- Consistent color palette and typefaces
- Market position statement
- Unique logo
- Brand extension
- Environmental graphic tools

2. Existing County Brand

Consistency and connectivity are the most important considerations when creating a brand system. It is therefore important to use the established Goochland County brand and its logo as the platform for the district identities. The circular logo uses imagery that reflects industry and commerce as well as open space and agriculture.

In addition to the two primary colors of blue and green, the county brand has an expanded color palette as shown below:



Primary Colors



Secondary Brand Colors



Finally, the brand has a single primary typeface (Arrow Extra Bold) and two secondary typefaces (Franklin Gothic and Arial).

Arrow Extra Bold

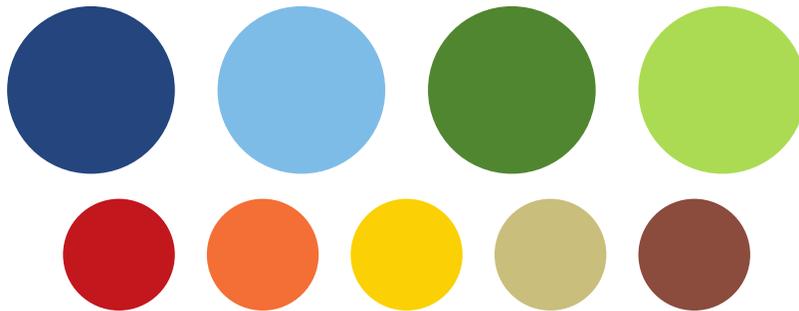
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

3. Village Branding

Both village logos were designed with consistency in mind and connectivity to the County logo. This includes:

- Sampling colors from the County color palette
- Using Arrow Extra Bold typeface with two complementary typefaces
- Reflecting the circular shape of the existing County brand.
- Building a logo that fits into the County system, while creating a unique look for each village.
- Utilizing an icon graphic that can be used in varying applications.



Primary

Causten Extra Bold
Causten Bold
Causten Medium

Secondary

Kinescope Regular

Accent

Arrow Extra Bold

4. Centerville Village Brand

The Centerville Village brand is described below including the market position, graphic identity, brand extension, and environmental applications.

Market Position

Market positioning presents the values that make the district a unique place.

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

Centerville Brand



Like Courthouse Village, the Centerville brand uses the color palette, complementary typefaces, and circular composition used for the Goochland County logo. It uses brighter colors with the

green and orange to reflect the dynamic character and vibrancy of the district. “Center” and “ville” are different shades of blue to help solidify the name of the district, as some people refer to the area by other names. The icon includes a fence common to the farms in the area as well as a horse, often seen within the district. This reflects not only Centerville’s rural character, but also its equestrian heritage. Finally, the tag line “A Breath of Fresh Air” connotes the quality of life in Centerville and positions it positively in comparison to the rapid suburban growth of the metro just to its east.

Single Color Variations

The primary logo above would be used in the majority of applications. However, some applications may require a single color or reverse variation. Single color logos have been created using each of the colors of the expanded palette.



Wayfinding Signage Concepts

The signage below shows vehicular directional signage as well simple pole-mounted gateway signs that would illustrate entries into the district. The vehicular trailblazers use the Centerville Village logo at the top, with the Goochland County logo as its base. A consistent wayfinding system would utilize a similar framework, with signage *outside* of each character district using the Goochland County logo as the primary graphic with a plain base. There is also an example of a redesign of the existing Centerville gateway.



Brand Extension

Brand extension refers to using the graphic elements of the main logo (colors, typeface, and composition) to create unique but connected logos for other events and destinations that may be included in the system. The logo below illustrates a potential new logo for the Manakin

Farmers Market. It should be noted that the existing market is part of RVAg who manages a series of six markets throughout the region with their own connected branding. The graphic below simply illustrates how the village branding can be extended to other destinations.



Brand Collateral

The brand can be applied to additional placemaking tools such as water tower graphics and banners along the Broad Street Road corridor. It could also be used for brochures, social media, advertisements, etc.





Centerville
VILLAGE

A breath of fresh air.

APPENDIX C – PUBLIC ENGAGEMENT

DRAFT November 17, 2022

“recreational”, “commercial”, “residential”, and “public” has high priorities. Questions like these clearly show that residents of Centerville hope to combine community value with economic value in the Centerville Village Plan.

Quality of life is an important indicator of livability in any environment. This too will be the case in the Centerville Village. According to those polled, the most important aspects to ensuring a high quality of life are focusing on ensuring “Centerville Village as a place to live”, “Centerville Village as a place to raise children”, “Centerville Village as a place to work”, a “Sense of Community”, and “Cost of living”, all being rated highly. This too indicates that respondents want to ensure a strong sense of community in which people can live, work, and recreate within new development.

With regard to what economic factors, respondents are somewhat mixed in their responses and do not point to one particular indicator they hope to see reflected in the final project. However, of the potential responses, those polled hoped to see Centerville Village as a boon to the local economy. This too supports the claim that those living in the area hope to see the Village as a project that will bring in economic wellbeing into the community, whether that be through job creation or attracting out-of-town dollars.

In addition to quality of life and the economic impacts of Centerville Village, respondents were also asked to rate the importance of particular aspects of the built environment. These ranged from physical infrastructure to the quality of the plan itself to access to public utilities like water, sewers, and broadband internet. The focus of these sentiments revolves around the creation of a high-quality development that is attractive, well kept, and provides public services (water/sewer, internet, cellular service, electricity, garbage collection) to the greater community.

Services, particularly retail, restaurants, and health related options, are seen as needs among survey respondents. In particular coffee shops, family friendly restaurants, fine dining, and pharmacies are retail businesses that are in high demand. In addition, there is a clear need among those polled for medical services, salons and person care facilities, dry cleaners, senior services, and gyms. This points to the need for services that provide for the community, whether that be for young people, families, or elderly individuals. Public spaces, particularly gathering spaces like farmers markets, parks and recreation facilities, and outdoor recreation areas (trails, parks, natural areas) are high on those polled lists for needed amenities.

Regarding housing, respondents were clear in their preference for single family homes and mixed-used residential that was affordable. Naturally this lends itself to the creation of a village that includes various price points, which has the potential to bolster diversity within Centerville Village.

About future development and redevelopment at Centerville Village respondents were asked to rank potential aspects that they viewed as important to preserving the community. Of the eight choices, the options held in highest regard were building height/size, and planting/landscaping, setbacks from roadway. Taken in tandem, these aspects continue the thought that residents want to ensure the “small town feel” of Centerville by keeping buildings small, retaining the touches of nature and the surrounding landscape, and fostering pedestrian foot tracking.

Lastly, among those polled it was exceptionally important to differentiate Centerville Village from Short Pump. Due to the proximity of Short Pump Town Center to the Centerville Village site there is fear among some residents that the Centerville area will become busy, highly developed, and lose the small town feel that many have become accustomed to. In order to help distinguish this development from Short Pump, respondents were asked how Centerville can be distinguished from Short Pump. In the most basic form, their responses can be boiled down to “keep development small”, “keep the small town feel”, “include small business”, “include greenspaces”, “keep things relaxing and family centered”. Taken together these phrases, again, point to the fact that current residents of Centerville are looking for a development that includes business and shop, ideally small

business, greenspaces, and places to meet, all the while maintaining the quaint atmosphere that those who call Centerville have become accustomed to.

Taken as a whole, this survey has reinforced the notion that those who call Centerville home hope to maintain their current way of life while bolstering the community, residential, and retail services provided to the area. The primary takeaway from this survey is that ensuring Centerville Village reflects the needs and wishes of the community all the while preserving the quaint and idyllic nature of Centerville is central to ensuring public support for this project.

Default Report

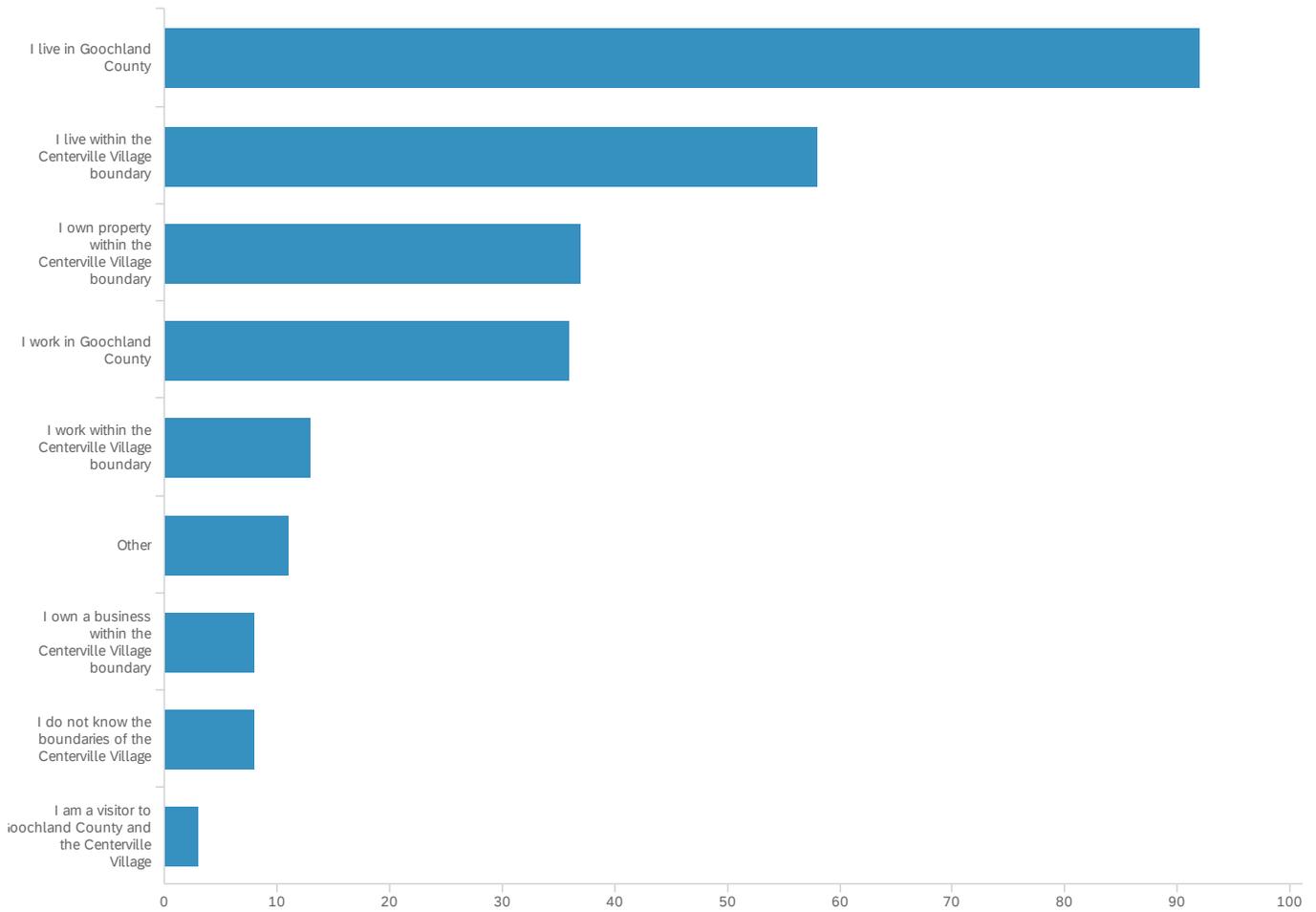
Centerville Village (Goochland) - Public Input

May 6, 2022 11:38 AM EDT

Q1 - What is the zip code of your primary residence?

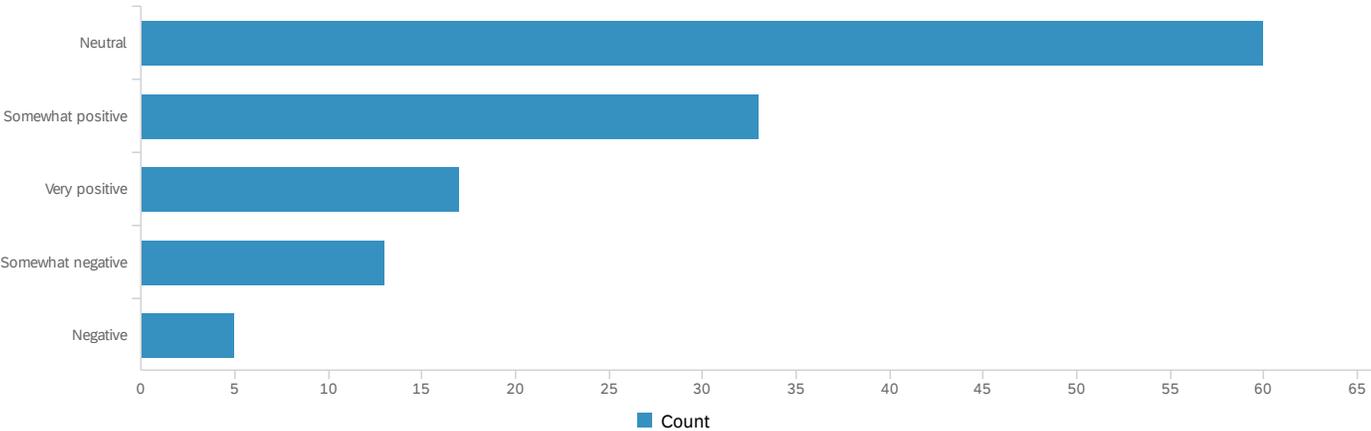


Q2 - Mark all below that describe you.



Q4 - How positive of an image do you think people in the region (adjacent counties,

Richmond, etc.) have about Centerville Village?



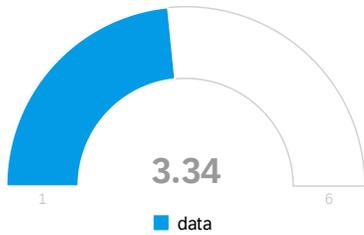
Q5 - What specific places (destinations, businesses, etc.) within Centerville Village would

you recommend to a person visiting the community for the first time?

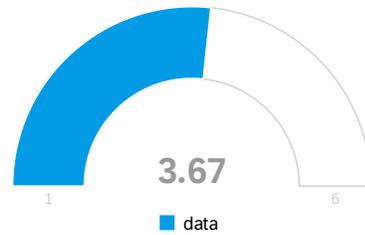


Q6 - What should be the focus of a strong identity for Centerville Village? Please rank the following from 1 (LEAST IMPORTANT) to 6 (MOST IMPORTANT). Each number can only be used once in this question.

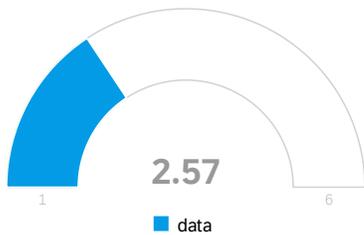
Building community pride



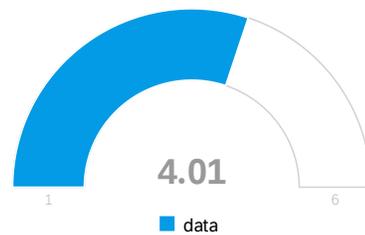
Promoting community events and activities



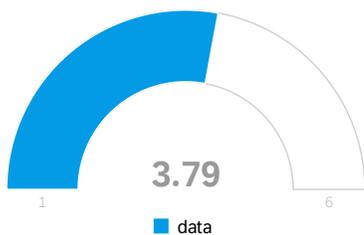
Promoting tourism and recreation destinations



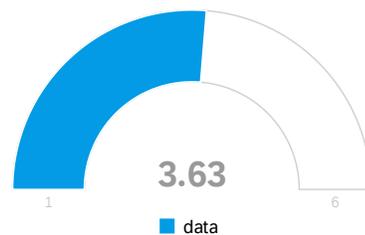
Promoting local businesses



Positioning the Village as a place to open and operate a business



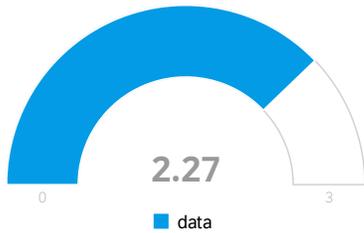
Promoting the Village as a great place for new residents to come and live



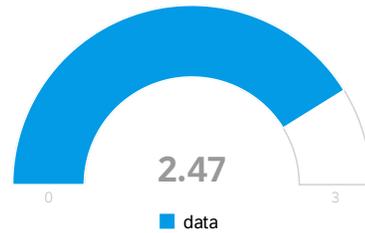
Q7 - Please rate each of the following land uses in Centerville Village on a scale of 1 to 3

with 1 being Not Important and 3 being Important

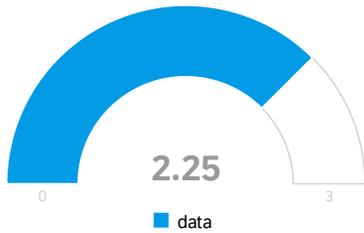
Mixed-Use



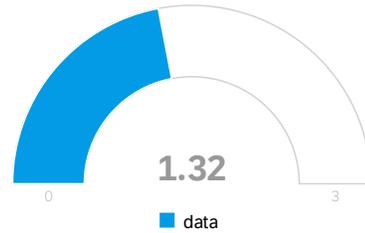
Recreational



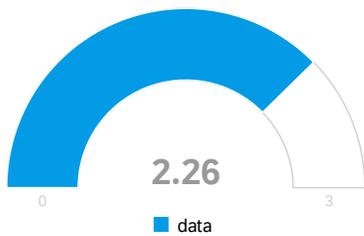
Commercial



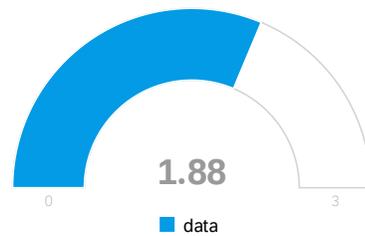
Industrial



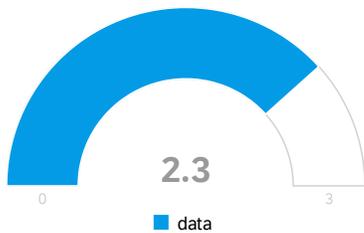
Residential



Agricultural

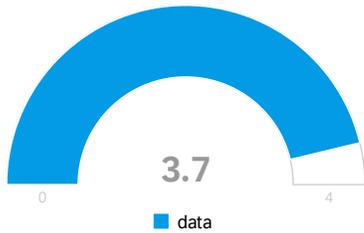


Public

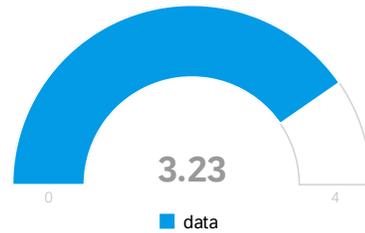


Q8 - Please rate each of the following aspects of quality of life in Centerville Village on a scale of 1 to 5 with 1 being Very Poor and 5 being Excellent.

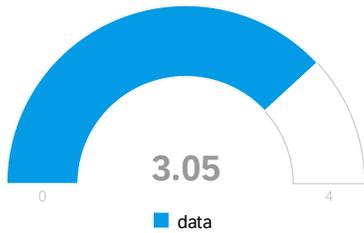
Centerville Village as a place to live



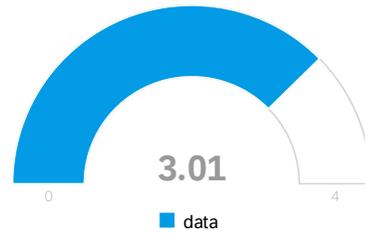
Centerville Village as a place to raise children



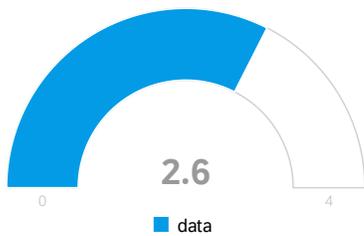
Centerville Village as a place to work



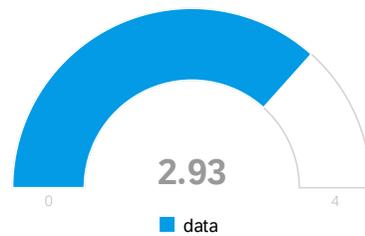
Sense of Community



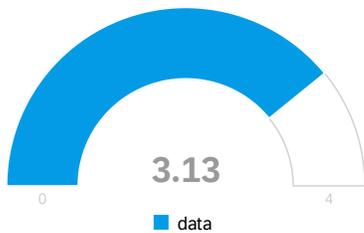
Recreational opportunities



Safety/healthcare opportunities

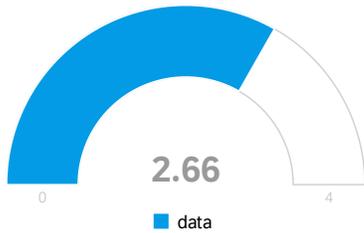


Cost of living

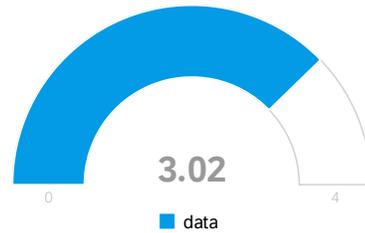


Q8 - Please rate each of the following aspects of the economic environment in Centerville Village on a scale of 1 to 5 with 1 being Very Poor and 5 being Excellent.

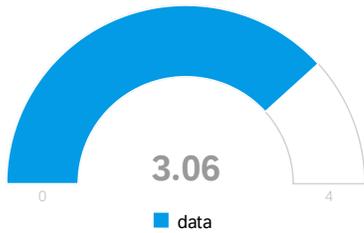
Shopping opportunities



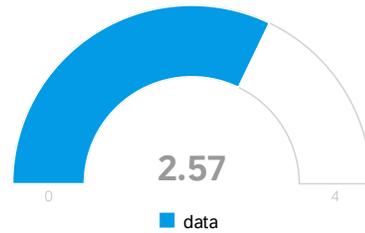
Dining opportunities



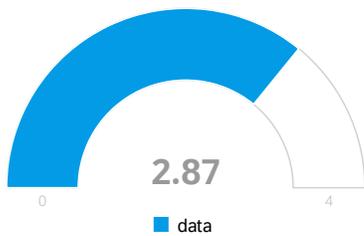
Quality of businesses and service establishments



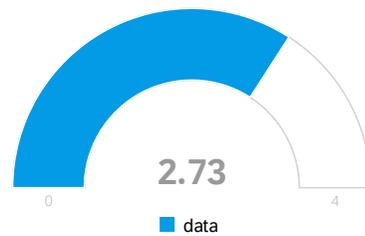
Employment opportunities



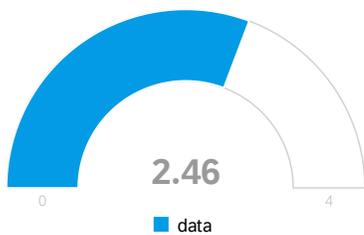
Opportunities for economic upward mobility



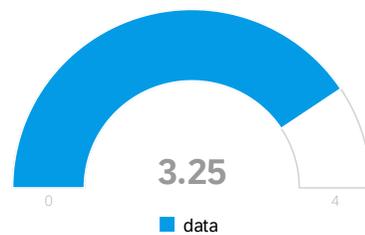
Programs to retain, expand, and attract businesses



Attractiveness to visitors and tourists



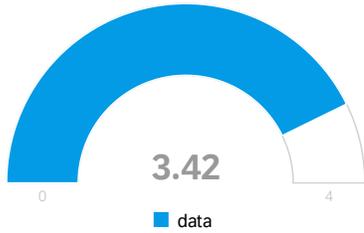
Overall local economy



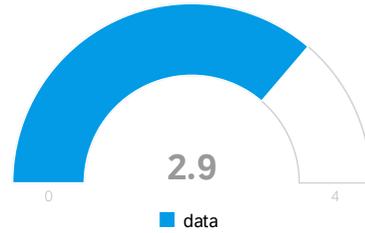
Q9 - Please rate each of the following aspects of the built environment in Centerville

Village on a scale of 1 to 5 with 1 being Very Poor and 5 being Excellent.

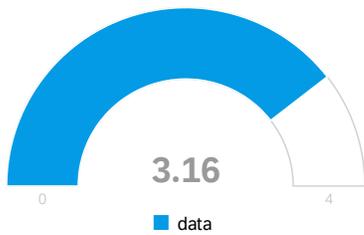
Quality of residential development (architecture, landscaping, site planning, types)



Quality of commercial development



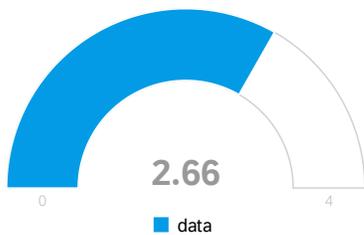
Upkeep of buildings



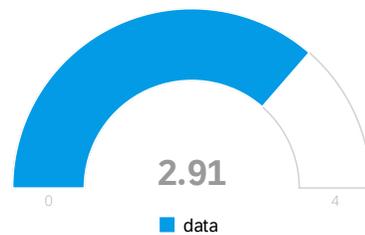
Overall attractiveness



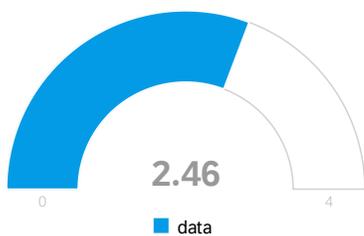
Preservation of historic buildings



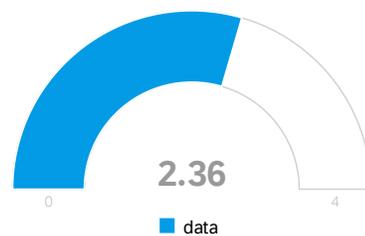
Choice of housing types



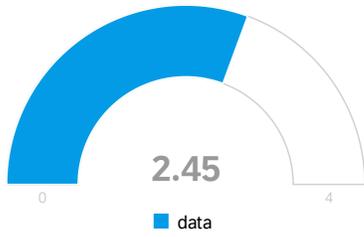
Availability of affordable housing



Availability of public spaces



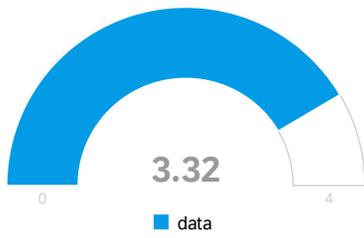
Quality of public spaces



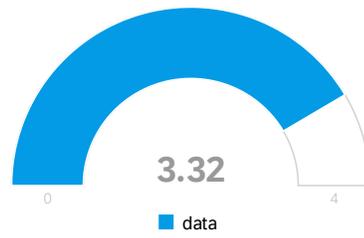
Maintenance of homes



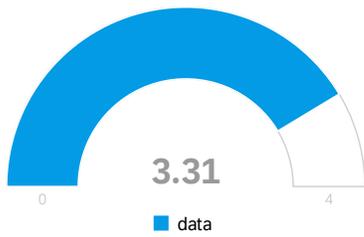
Conditions/Maintenance of roads



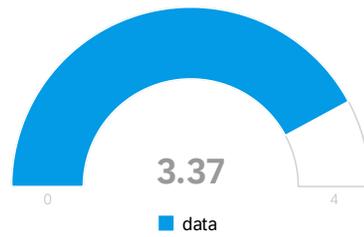
Public Water System



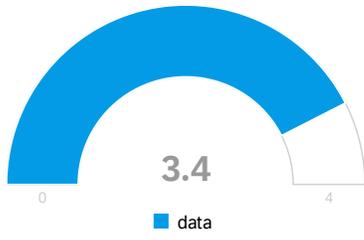
Public Sewer System



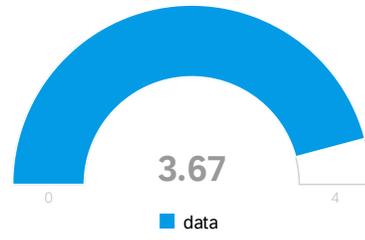
Access to Broadband Internet



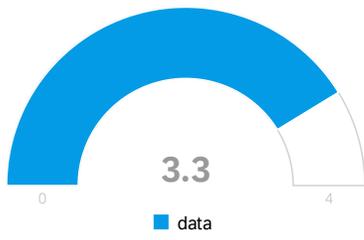
Cellular Phone System (access, etc.)



Electricity



Garbage collection/recycling



Q12 - Describe your vision for the future of Centerville Village. Maximum 100 words.

Describe your vision for the future of Centerville Village. Maximum 100 wor...

No more housing, another restaurant, plenty of greenspace and walking area for long time residents with very controlled growth in area surrounding the village

The village concept that looks like it has been here for years but is new unique offerings of restaurants and shopping that are can't be found right up the street - A place where you can walk around, see people, and feel. good about where you live! Upscale, but not unreasonable

maintain rural, hometown feel. No mass commercialization. More parks and gathering places for community events.

A charming little area where folks don't just drive through, but stop for a coffee, or lunch. It should act as a nice little...very little...village that has some amenities but isn't crowded by townhomes or dense residential units. Its development should avoid making that area more congested, or should not have walkways across Broad St. The ideal inspiration should be something like Shirlington Village in Arlington County VA, or Mosaic in Fairfax County VA.

Bring businesses up close to the road or push them into the back, build some berms and landscape the berms and the medians. Create some uniformity in building design. Tear down the colonial architecture that is there and doesn't fit. Move car sales away from the center of the village.

I would love to see Centerville as a mixed use area with varied housing and commercial destinations. Fun things to do like breweries and restaurants within walking distance. Would love to see a park with public space for concerts or art.

Our vision for the future of Centerville Village is a pathway from our neighborhood (Readers Branch) to a bustling restaurant and shopping area with safe passage across Broad Street. We would love to have more community family events for all ages. The only quality restaurant choices within reach are Yu's and Sports Page. While we love both of these, we'd like to see more. Coffee shops and boutique/specialty stores would also do well here, given the opportunity. We are fans of growth.

To be kept as a rural environment ! No buildings over 1 story tall. No condominiums !

I would like to see it as a shopping destination with daily needs - grocery, pharmacy, everyday retail shopping (as you might find at a Target), more variety of restaurants. Do not want muti family apartments or an entertainment venue. Would like it to be a neighborhood go-to destination.

Maintain the rural aspect of the county by emphasizing single family housing.

I envision it as smaller than Short Pump, with accessibility for cars, pedestrians (sidewalks) and possibly more public transportation. No big box stores, would like parks and playgrounds. A middle ground, near (but not as undeveloped) rural areas, and less built up than Short Pump, with a community atmosphere, thoughtfully planned. To be able to walk to some stores and restaurants when you want to, but near areas of more concentration.

I would like to be able to walk/drive to most of my needs within 15 minutes. I want this area to be vibrant and welcoming to young and older people.

The village should limit growth and focus on a quality experience to draw Goochland residents to local businesses. Adding more suburban businesses, retail chains, and housing like those that have overtaken Short Pump are neither attractive nor in keeping with Goochland's increasingly rare rural identity. It will only destroy the uniqueness of the area and make just like Midlothian Village, short Pump and other areas.

Better/more variety of shopping and dining. Walkable trails for hiking. More parks w/organized activities. More senior centers with activities.

Would love to see community items not found in manakin sabot- public park, playground, and community pool

We hope more small businesses, restaurants and shops pop up in the next few years, but we also want to keep the small town feel.

Describe your vision for the future of Centerville Village. Maximum 100 wor...

Better walk ability- park areas

Quaint village with a variety of eateries small shops, destination experience where you could explore local beers and wines, coffee/ pastries cafe(Starbucks but not)

An area with an attractive and walkable central core of small businesses, reachable by bike trails. Some on-street parking and more parking spaces close-by but not directly in front of storefronts. Each development reachable by bike, with more than one way in/out, making trip circuits possible. A Broad Street that is crossable without danger. Commercial and home developments designed in a turn-of-the last-century style. Some dense housing with priority to County teachers, police, firefighters.

Town center, like a park

A scene similar to West Broad Village or Green Gate in the core of the village (Broad St, between Manakin road and Mills Rd. Dense residential (Townhomes & Apartments fronting Broad St with detached SFD neighborhoods filling up the outskirts along Manakin, Ashland, Hockett, etc.) mixed with retail, entertainment, and commercial buildings. Everything accessible in the village core by walking or biking. Small parks, fishing ponds, scattered within. Finally have an actual "Village" feel to the area

For it not to be Short Pump or else I would have moved to Short Pump..... it may be fine to add a couple little things like a local coffee house or we could use another daycare....what about a closer middle or high school one day...it is a convenient place to get groceries etc for not living in the city.

Movie theatre, chick fila, trader joes/ kroger,variety of restaurants, coffee shop, bagel sandwich shop, brick oven pizza

I would love to see an attractive mix use village with cute retail stores, original restaurants, and recreational trails or parks.

A less hectic, much smaller (wind-down from) Short Pump. Easily accessible to both cars, pedestrians (and public transit?). Good housing variety, but no super-dense developments. No dense shopping malls or big box stores. More services for children (ball parks & playgrounds), leading someday to a local school. Better public services and utilities than typical rural county. Easy access to true rural space in rest of county. A local place to live, work, shop, recreate; not a destination.

Goochland County is a beautiful rural county with an abundance of forested areas but the eastern end of Goochland is being deforested at an alarming rate, especially along Broad Street! Many of us moved to wild & wonderful Goochland to escape the over crowded concrete suburban sprawl of Henrico county! Progress is inevitable but as Goochland grows, it needs to be done in such a way that doesn't destroy the wild & wonderful appeal of the county. We need an upscale type restaurant like Portico.

Centerville is not a small town, hamlet, or a recognizable historical district. It was just a loose knit rural farming community with no true anchor. Farming in Centerville is a bygone era. Pride and sense of community is in maintaining rural character. NOT in unfettered growth. Now As high density residential grows, rural character based BOS oversight will diminish, and Your market based eval will expose the hidden potential growth areas. Centerville will become Short Pump West.

continued improvement and re-building along Broad St to offer an overall cohesive appearance. Until this plan/discussion there was no known Centerville district that we were aware.

I would love to see Centerville be this gateways hub for folks looking to get out of the craziness of the West End/Short Pump and come to discover a laid-back community vibe that focuses on communal outdoor spaces and new affordable housing and dining opportunities. The east end of the county tends to skew towards more folks with families, so should be a strong family vibe in every decision made.

Area develops as a hub for the businesses to support to local area residents with services they need

Improve appearance and variety of business choices. Maintain small community feel. Eliminate ugly low/end business, metal buildings, storage facilities

Add parks and outdoor spaces Goochland needs athletic fields on this end of county. Add a better grocery store

Add housing for lower income households.

Describe your vision for the future of Centerville Village. Maximum 100 wor...

More walkable, more restaurants, more public spaces.

controlled growth to maximize potential of Centerville Village. Roads sized to accommodate growth. planned businesses growth.

We moved here 2 years ago to be in a semi rural community. We would like to see it remain that way. We would like to see some additional dining and shopping choices, but not over whelm the area

Increase in town house style of condominiums, NO apartments, all mixed with small to medium professional office and retail, perhaps a higher quality restaurant (similar to Lola's Bistro). Could include a more upscale and promoted farmers market.

There are plenty of very small towns that are often classified as "most beautiful" in the US, or anywhere for that matter. Many of those towns are smaller than the undeveloped land in the Centerville area....so this is such a great opportunity to do something special. We need an architectural theme. The theme needs to be authentic and builders can't short change it (i.e like the "village theme" in Short Pump where ACAC is located.....condos wrapped in cheap faux European facade.

Would love to enjoy a local no-chain or fast food restaurant, family friendly outdoor space, unique shopping, outdoor lighting with plants. Space for a farmers market, local crafters, etc.

High end destination to shop, eat, live, entertainment, play, enjoy. Also a family go-to spot.

Planning should be centralized to promote community cohesiveness and identity

Yesterday I attempted to traverse Short Pump on a Saturday and it was so jammed in traffic and in stores I decided not to shop on a weekend there any more. I don't want that for Centerville. I see small classy boutiques that cater to the horsey, rural, and higher end life for people without children who that live there. Child centered life should go to Courthouse area where children live. Small cafes with green spaces in a center. Condos that look like houses not the urban buildings of Westgate

More attractive commercial area rather than a strip mall with outlining stores. Better landscaping along Broad Street.

Build attractive services for the growing residential areas. Keep growth sensible and attractive.

I see the village as a quaint walkable Community with a few essential stores where people can greet each other by name. We DO NOT need any more fast food or low quality retail. Fast food etc can be found less than 5 min east in short pump. Please do not replicate short pump in Goochland

A mixed use community with character and identity distinct from Short Pump. The intent should be a destination for the region taking advantage of the highway and major road accesses to draw visitors and new residents to public, recreational and business opportunities unique for the area.

more cohesive development with mid rise condos, quality townhouses and apartments. walkable environment for the local residents to access the development along Broad Street

Quiet, well lit and easy for pedestrians to navigate

Well-planned area for additional retail offerings with respect for open spaces in harmony with nature. Would not want Henrico/Short Pump congestion in Goochland. Goochland residents don't mind driving to Henrico for shopping or dining options. We live out here because it's out here- not all jammed in like Henrico.

Family friendly, walkable village with farmers market and exercise opportunities.

Strategic mixed use developing with eye on traffic control

Describe your vision for the future of Centerville Village. Maximum 100 wor...

A community where citizens can safely walk, or play, day or night. A distinctive destination point of residential communities, concentrated high quality, small scale, mixed-use promoting locally owned businesses. Continuous open-park space for community activities without the addition of new strip malls, and expanded retail outlets. Traffic, bicycle and pedestrian walkways functioning without conflict. Large open and woodland spaces separate commercial office parks and other activities.

Some kind of open park space to sit and relax. A few more locally owned restaurants (not chains). Coffee shop. Community events. Better walking / bicycle path.

I hope West Creek's potential will be a priority until it's capacity is reached before any other business development projects are considered. Ie commercializing the 250 corridor would be a travesty. Residential development is necessary, but let's take a break after the current projects are completed.

Somewhere safe, for everyone of all ages, restaurants, outside seating, beautiful landscaping, plentiful parking, unique shopping experiences

No real future as too much of a hodgepodge of buildings on 250. Outdated shopping center. Most everyone here are new and are only concerned about the developments they live in. For that reason it lacks community.

Xxx

Slower growth for residential, take care and improve what we have. Such as our schools and first responders. More commercial would put less stress on county resources . Density of housing cost us the charm of living in Goochland.

Number one is lower cost tax base while setting high standards of expectations across all construction types. Obviously if you create low expectations no one will want to invest in shoddy and inferior architectural styles. Owners will go elsewhere and customers will seek to drive further into other localities to spend their money. You have to ask yourself why do people go to Williamsburg, Wintergreen, Disney? Money and leisure time are spent in places that are UNIQUE and enjoyable.

Village concept; architecturally consistent, limit signage (size), center for local gathering and entertainment

NO MORE SIDEWALKS! No one uses them and they look dumb in a village without a single pedestrian EVER. Slow the speed down to 35mph and add more landscaping and plantings in the right of ways AND MAINTAIN THEM. Alleys Motel is embarrassing. Who in Goochland needs public spaces? Its rural. Don't worry about affordable housing thats for developers not governments. Add turning lanes three places Hocket, Plaza, and St Matthews at Broad Streets. WIDEN HOCKET RD. Invest and support existing businesses

A compact village comprised of shops, restaurants and high density, single family housing. Centerville Village should be the gateway to Goochland County. It should set visitors expectations of what they will find in Goochland. It should not be a collection of big box stores and fast food restaurants.

Addressing the weaknesses listed. Adding park and public gathering space. Create opportunities to draw events to the area.

Village is a good word. At one point, traffic circles at each end of Centerville were considered. Sorry that did not materialize. An attractive village - well landscaped offering an intimate sense of community life, inviting pedestrian traffic, offering community space. The name needs to change to facilitate a visual of a village...Manakin Sabot?

Keep the small town Main Street feel without turning into a ghost town or an interstate exit filled with chain businesses.

I see the village as a mixed use area that is quaint, manicured and projects a sense of community. Architectural design that is unique yet blends well with existing structures. Green spaces provided for gathering of events as well as providing a beautiful, landscaped aesthetic. Upscale shopping and dining establishments as well as other local business opportunities provided. Residential plan should have zoning restrictions as to height of buildings. Sidewalks/bike lanes, dog park incorporated.

The majority of the New Housing opportunities should bein the Village where Transportation, Utilities and Good Land Meet. Other than MPUD, there is no density larger than 2.5 units/acre allowed in the village. MPUD requires enormous investment and the completion of commercial space up front like ManaknTowne which is approved for 6 units to the acre (234 units on 27 acres, but subject to the commercial being built before the residential.

Describe your vision for the future of Centerville Village. Maximum 100 wor...

PREFER TO SEE THE AREA STAY AS IT IS. ALREADY UPSET OVER MANAKIN TOWNE RUINING THE AREA AND NOW ALL THIS IN ADDITION! WE MOVED HERE FOR THE QUIANT, QUIET, SERENE ENVIRONMENT FOR OUR RETIREMENT YEARS. NOW IT SEEMS WE ARE HAVING ANOTHER SHORT PUMP AREA SHOVED DOWN OUR THROATS. IF WE WANTED TO LIVE IN A CONGESTED AREA WE WOULD HAVE STAYED IN HENRICO. WISH WE HAD DONE MORE RESEARCH ON THIS LONG TERM PLAN FOR THIS AREA BEFORE BUYING OUR HOME HERE.

An attractive area with a village atmosphere, including shops, restaurants and a good farmers market. A place to enjoy outdoor recreation, with beaches for resting and conversation.

Rural, small community with residential neighborhoods and schools. Lots of trees and greenery. Clean, community area. Low commercial.

Centerville would have a small town feel with interesting places to come and relax, while at the same time having convenience features key to keeping residents from having to go to Short Pump every day for essentials.

Slightly more developed with some additional eating establishments and shops. Continued limited development so that it doesn't become another West Broad Village or something of the sort.

No more residential homes in neighborhoods or other residential properties. Goochland does not have the infrastructure to support it. To include fire, police, grocery stores etc....

As the eastern 'gateway' to Goochland County, Centerville should have a distinct sense of place that represents its uniquely rural nature. There should be a feeling of arrival that is noticeably different from the traffic congested sprawl of Short Pump and blight of Broad Street. Controlled building heights, materials, and roof lines could create an attractive, cohesive, and inviting 'Village' aesthetic. It should be walkable. All development should be long term economically self sustaining.

Centerville is a planning failure. I would hope that the planning commission would figure out how to integrate new businesses into a 'look' rather than accepting whatever chain stores offer. Perhaps consider a park in our end of the county. I'm not anti-growth, but centerville has been a dumping ground for developers projects.

It is currently still a quiet safe area where you can still see the stars. It needs to stay limited housing, business and industrial. Limiting the intrusive lighting and over growth to make us a small town in the country atmosphere keeping all the city environment in short pump and east. We should not turn it into houses in the mall as Short Pump has become.

It becomes more of a small town central gathering place with more local shops and restaurants.

Give it the appearance of a village rather than a collection of visually unrelated buildings.

I would prefer things to stay the same. We came here to be outside of short pump and a more rural environment.

A really artsy, eclectic place to live and maybe work. Maybe similar to Libbie/Grove area or Greengate. So, upscale housing choices with walkable area that has shops, restaurants, a coffee house and maybe a pub for residents and visitors to congregate. Attractive open spaces with street lamps and park benches.

Please keep it rural. Establish a nice farmer's market north of 250 west of firehouse. A small but classy & upscale retail shopping center / office area. Maybe one nice brewery with open space adjacent. Place for concerts / events. No apartments, big hotels or multistory office. Plenty of that stuff in Henrico.

Centerville is more than what developers picture it to be. We need sidewalks, street lighting, a public square, public library/meeting rooms & a YMCA where young and old citizens can exercise and meet their neighbors. If you allow developers to buy up all available land our Village will be much too commercialized!

A vibrant community of people willing to accept changes as the future demands with open minds, leadership to look at Centerville specific needs and not apply to whole county

small town feel, community center, limited commercial development

Describe your vision for the future of Centerville Village. Maximum 100 wor...

Something that doesn't look like bad planning, like Hull Street east of Chippenham Parkway. Maybe a REAL Farmer's Market, fresh local produce from local growers, and workshops on how to grow your backyard vegetables, bee keeping, raising chickens and ducks for eggs. And build a Real Fire Department and place for Sheriff's Deputies near 288 where there are many residents that deserve that level of security. NO Big Box Stores!

No high rise buildings, no parking garages, no apartment houses, no high density anything. Keep the rural flavor. No Short Pump extension!! we are close enough to Short Pump and don't need to duplicate anything from there.

NA

Development of a "Main Street" environment with a walkable retail/business district; a presence of public facilities/services (post office/library/park)

I visit Centerville for groceries, or the dentist, to mail a package or stop at the bank. I don't swing in to browse. I would like to see more specialty shops, artists, coffee type shop, bakery, ice cream cafe, flea market, park, walking trails, a directory of available businesses and locations, maybe a space that people/businesses could rent for meetings/events. Anything to stop short of having to go to Short Pump. Keep the traffic lights to a minimum.

Its a tear-down if you want to do it right. Too many legacy buildings and businesses from times past to be viable for a future vision. Some areas need to be developed for gathering/events - indoor and outdoor. The only reason to go there is to visit a business, then leave.

...a group of houses and associated buildings, larger than a hamlet and smaller than a town, situated in a rural area.

It would be great to have better shops and restaurants. The farmers market area could have walking/mountain biking trails. An actual Village-type atmosphere near the Food Lion would be great.

Excited to see Manakin Towne development but hope traffic patterns are cared for. Route 64 exit at Ashland Road needs to be revised to handle traffic

Great need for public park or community space. Place to gather with family and community.

Economic destination for Goochland residents that don't want to go to Short Pump

A place for community events/festivals; walkable; civic spaces designed into the Village at strategic locations; concentrated location for different types of homes (townhomes, detached homes), good restaurants; where you are close to the interstate but you feel like you're far from the interstate.

robust walkable mini-metro with shops and dining options with local business owners who know their community and partake in it. not all mom and pops but maybe a few chains with local owners who love the community they're in.

A community with a sense of place where residents do not just sleep there and live their lives elsewhere. It needs a reason to stay and walk around, not just drive through.

It would be nice to have a green space included. Also, it would be nice not to have a large retail space with empty store fronts. That is a horrible site and is the way it is down the road near Wegmans.

Access to some essential services: a post office, library, more cable/internet providers than Comcast...upgrades like: sidewalks, buried utility lines in neighborhoods, fast food and full-service restaurants. Retain rural character.

I believe it really should be a village, not a commercial place where every inch is concrete and townhomes or car dealerships are everywhere. We need to be a place that offers home sites for families and doesn't feel like we live in the middle of short pump.

Visually stunning natural landscaped area with single family homes and school. Quaint mom/pop boutiques. Shielded from Short Pump chaos. Low commercial. High agriculture. High residential single family estates on large acreage. The gateway to the blue mountain ridge.

Describe your vision for the future of Centerville Village. Maximum 100 wor...

Cffggg

First, redefine the boundaries of the village. Develop a plan to encourage high quality mixed use development while protecting the established residential neighborhoods. Create walking paths to connect the village infrastructure and encourage visitors.

An attractive place to live, particularly in newer developments. Low industrial growth. Care taken to rezone without negatively affecting home prices. Careful road development, keeping high traffic away from residential neighborhoods.

A veterinarian office on every corner with Taco bells in between. A large and luxurious aardvark walking park.

(Testing for survey)

A community with a variety of housing types at a higher density than the remainder of Goochland with a variety of mixed use communities, public and business destinations that draw from the region. There should be an underlying character that promotes a sense of space and .encourages leaving the car and enjoying the opportunities rather than passing through.

No idea.

bxx

test

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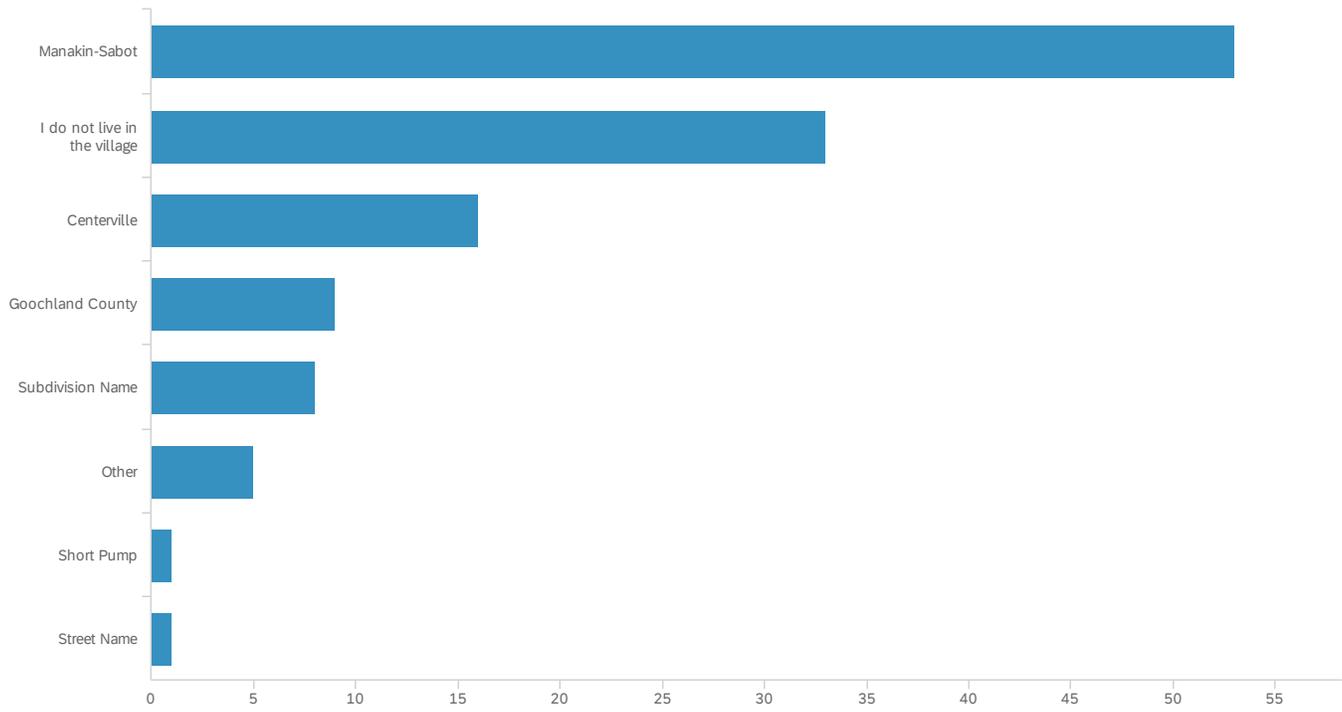
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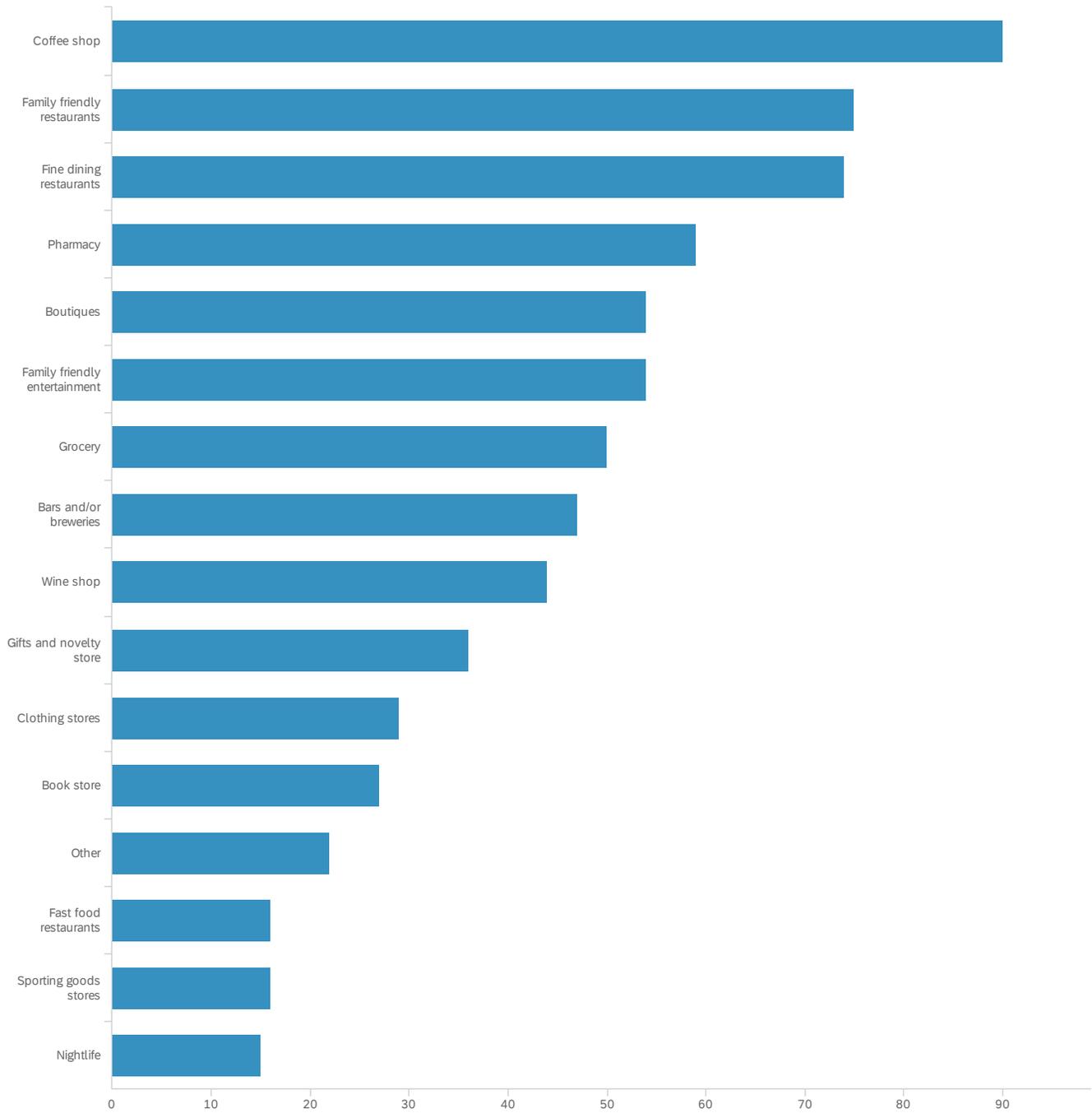
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Q26 - If you live in the village, how would you describe where you live?

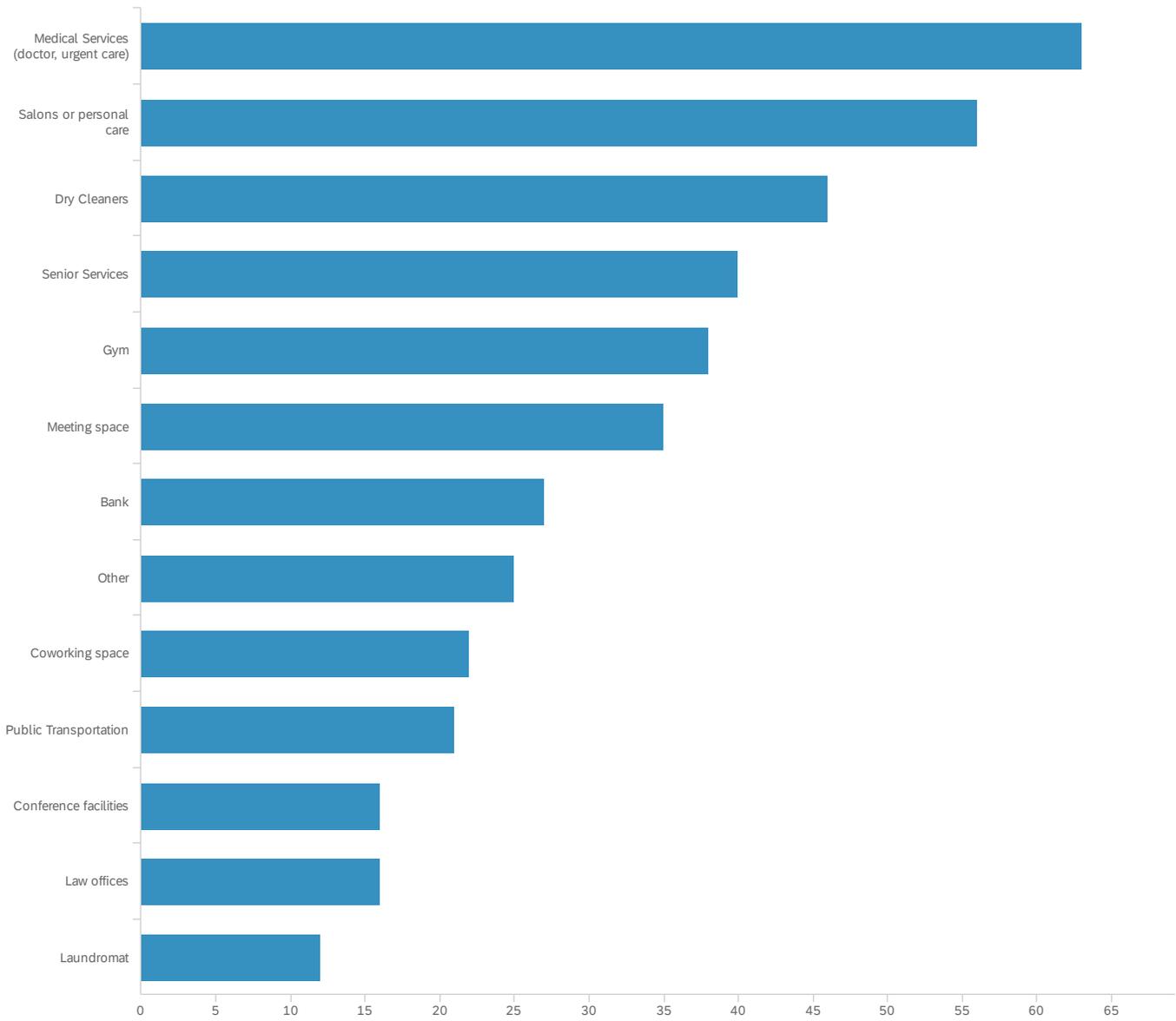


Q13 - What types of retail and restaurant businesses are most needed in Centerville

Village? (Check all that apply)

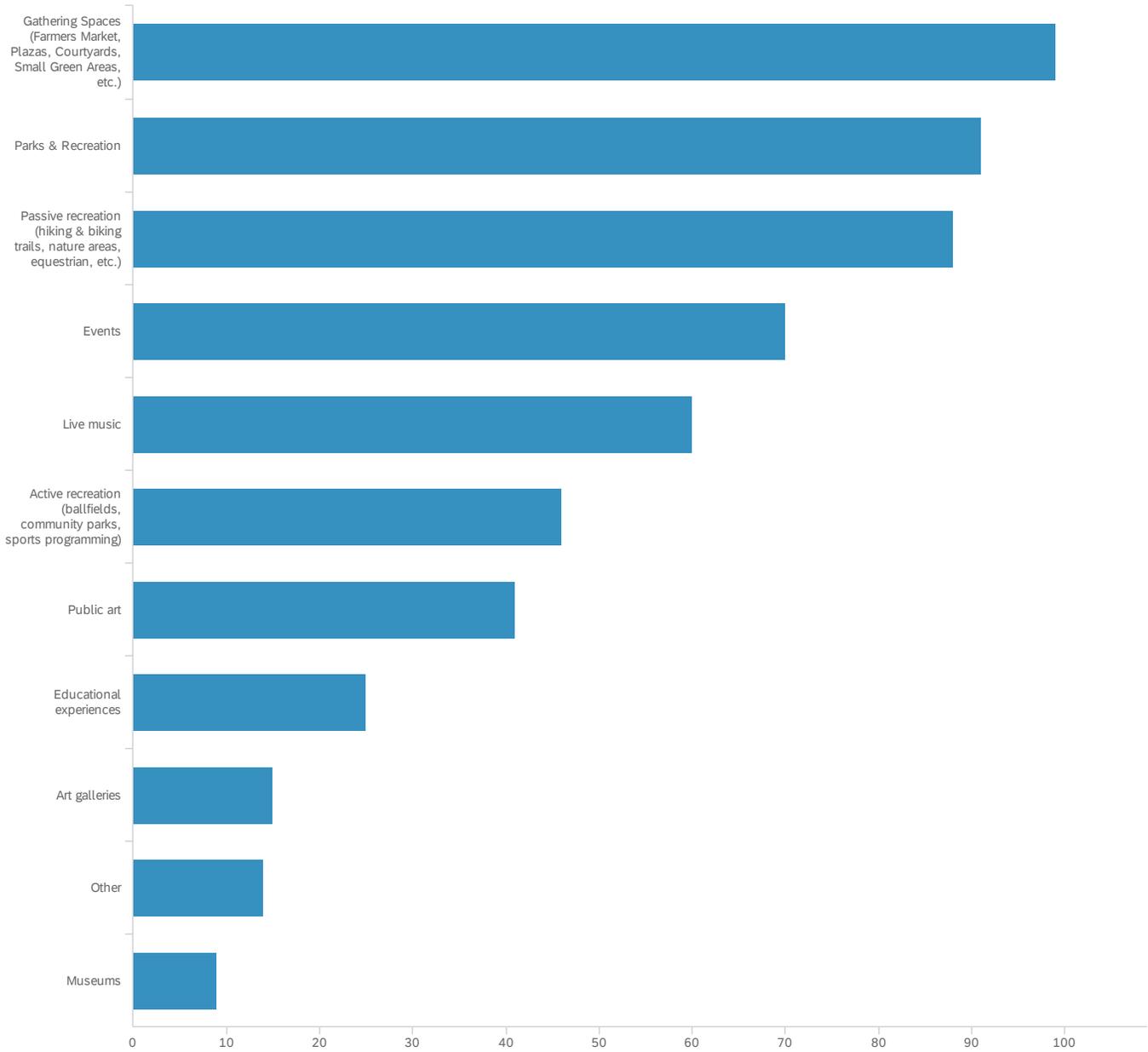


Q14 - What types of services are needed in Centerville Village? (Check all that apply)



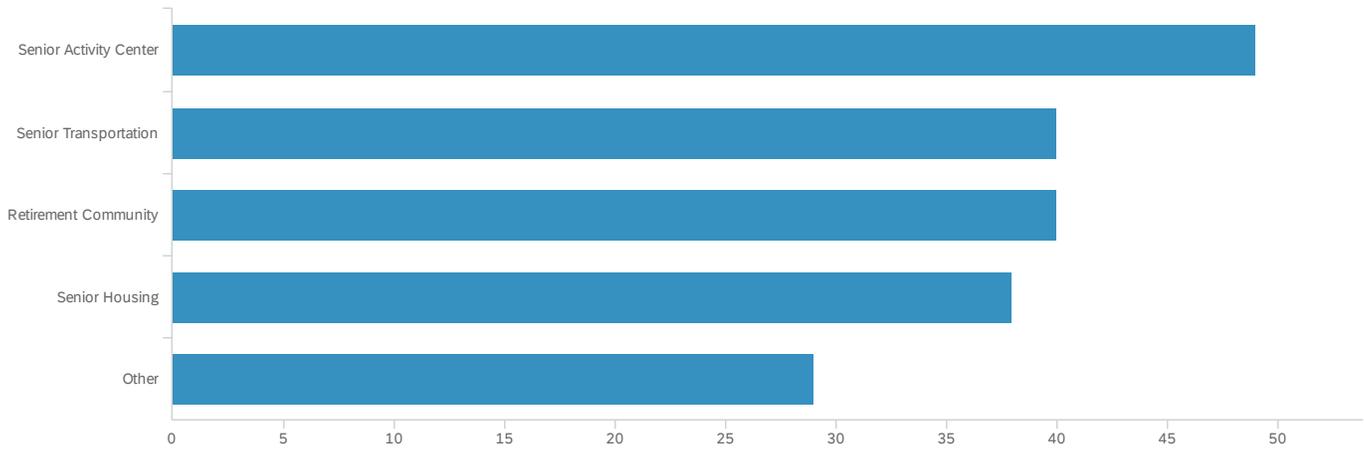
Q16 - What types of public spaces, activities, and cultural components are needed in

Centerville Village? (Check all that apply)



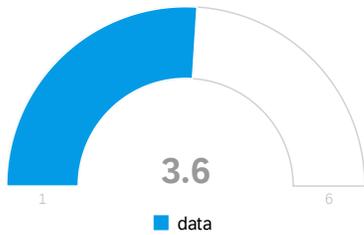
Q16 - What types of development for the senior population is needed in Centerville

Village? (Check all that apply)

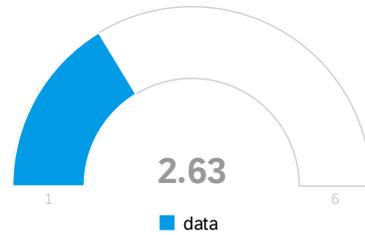


Q16 - If more housing were to be developed in Centerville Village, what types are desired? Please rank the following from 1 (LEAST IMPORTANT) to 6 (MOST IMPORTANT). Each number can only be used once in this question.

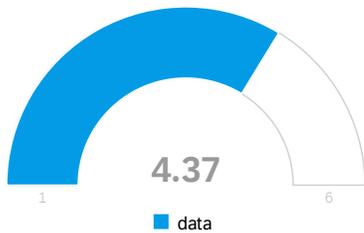
Townhomes



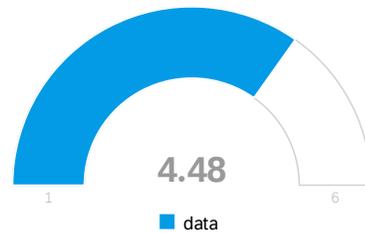
Apartments



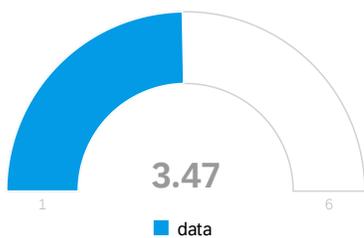
Mixed-use development with residential, retail, and office uses



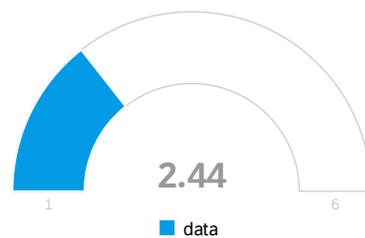
Single-family housing



Affordable/Attainable housing

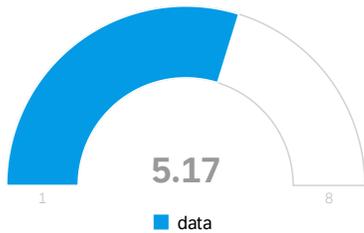


Non-family Accessory Dwelling Units

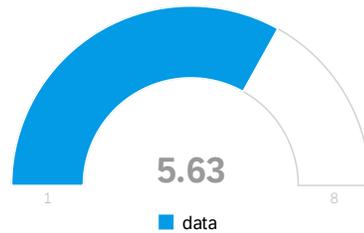


Q16 - Design Overlay Districts provide guidelines on how to preserve and enhance the overall community as future development and redevelopment occur in Centerville Village. Please rank the following from 1 (LEAST IMPORTANT) to 8 (MOST IMPORTANT). Each number can only be used once in this question.

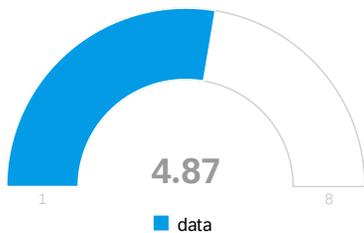
Setbacks from roadway



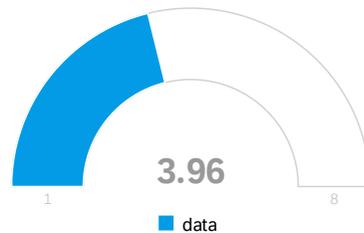
Building Height/Size



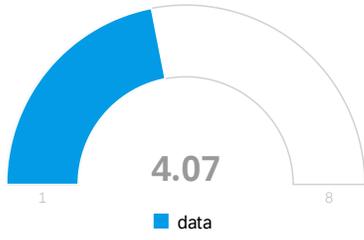
Building Materials



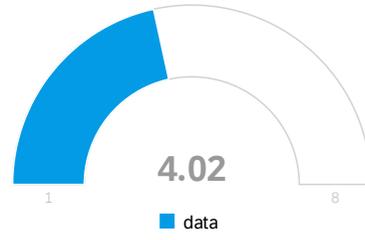
Building Colors



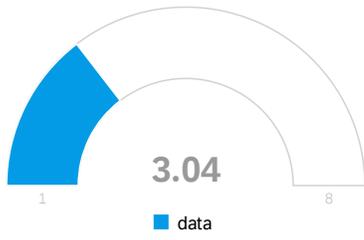
Signage



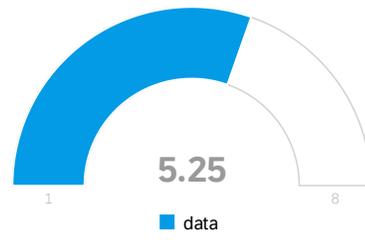
Lighting



Accessory Structures (fences, sheds, etc.)



Plantings/Landscaping



Q18 - How can Centerville be distinguished from Short Pump? Maximum 50 words.

How can Centerville be distinguished from Short Pump? Maximum 50 words.

ttest

test

smaller scale, less fast food & drive thru food, no big box stores

slowing the speed down to 35mph on Broad from Ashland to Manakin. Only allow businesses and NO RESIDENTIAL from Ashland to Manakin

no big box retailers, no strip malls, make it "small town", unique architectural standards that drive character (Charleston, Kennebunkport, Telluride, etc), boundaries (like Munich), keep VDOT out, walking/biking accessibility

maintaining the village feel

less traffic, not just parking lots, not all box stores

less commercial, need to build more neighborhoods like bellview gardens

keeping more green space, limit building size and number of buildings I

keep the rural feel while adding the places to come visit when you want to get away from Short Pump.

keep small town feel

gfg

enhance the transition zone along Tuckahoe Creek on Broad Street Road to reinforce the welcome to Goochland sign

cxv

centerville is what shortpump use to be.

building size & sign restrictions

architecture

West Broad Village is the nicest area in Short Pump...

Village

Utilize the notion that Centerville has an rural feel and connection to the land while providing more opportunities for easy access entertainment/recreation for people on the 64/288 corridor

Underlying sense of place

How can Centerville be distinguished from Short Pump? Maximum 50 words.

Trees, nature, rural, small, quaint, family, schools

They are not far from being the same place

Their names are spelled and pronounced differently.

The only distinguishing factor is that Centerville is further west.

Stop the growth

Staying rural, not becoming an overcrowded city.

Stay small. Stay quaint.

Stay away from the same format that is repeated everywhere that uses high density and cookie cutter buildings

Smaller refined stores

Smaller locally owned business vs. chains. One additional grocery option besides Food Lion.

Small town feel

Small businesses in a cluster, away from Broad Street

Small Town feel, limited commercial development, no big box businesses, defined community center/village

Short pump is new & modern. Centerville looks old and tired.

Short Pump looks like low income trash. Too many brights lights, car dealerships, hotels that run down the community.

Shopping/dining with more greenspace

Rural living open space and recreation

Retain forested areas as buffer between road and buildings

Relaxed lifestyle

Public community space w less commercialization

Protect wetlands, physical and other natural features. Define a specific village overlay district area offering an attractive and desirable live, work and play experience that is unique to Goochland. Slower traffic speeds within village boundaries.

Placemaking and theme of buildings at a pedestrian friendly scale, walkable neighborhoods and a clear village center surrounded by a variety of housing types.

Peaceful and less traffic without the hassle of congestion

How can Centerville be distinguished from Short Pump? Maximum 50 words.

Outdoor living; walking trails, hiking, biking, public square, etc. Short Pump has very little of that.

Not so many businesses and not so crowded

Not so crowded or congested, slower, prettier, nicer, away from it all, but with services needed to be comfortable, ie another grocery store, pharmacy and bank, perhaps more professional offices

Not have wall to wall businesses and traffic congestion.

No shopping center. No condos

No overdevelopment with tons of shopping

No one I know wants anything remotely like short pump

Need to create it's own unique identity that is different but better and then market the heck out of it and follow up to make sure it is meeting its identity

NO MORE HOUSING DEVELOPERS! Stop overcrowding spaces and roads, no townhomes, no cookie-cutter houses stacked on top of each other, no strip malls with discount national chain stores that go out of business in less than a year

Much smaller and fewer (buildings, roadways, parking lots), slower (less fast food, drive thrus), but easy to pass thru to rest of Goochland

More space between residential and retail

More rural, relaxed and less stressful

More open spaceships

More open space. Less density of housing and businesses. Unique shops and activities--not same stores and fast food.

More green space and a feeling of a more classy, upscale environment

More family friendly residential. A Village, not urban.

More cohesive structure and planning; NOW is the time to do that

More charming, intimate, local, a break from the traffic and cluster of Short Pump.

More accessible and pedestrian friendly

Mayberry vs Manhattan

Make it quaint.

Maintains a rural feeling

Maintain the rural feel! Do not over develop!

How can Centerville be distinguished from Short Pump? Maximum 50 words.

Maintain rural feel / limit traffic

Less traffic and more parking.

Less stop lights. Shorter signage.

Less residents

Less dense and no big business

Less crowded

Less cluttered

Less big-box commercial and large/strip malls and its large parking lots and accompanying traffic

Leave farm land, this is Centerville not short pump.

LEAVE US JUST AS WE ARE!

Keeping Centerville the country setting.

Keep out Walmart, Lowe's & most of the fast food places.

Keep it small, not overrun by big retail

Keep it small

Keep it rural looking

Keep it rural and a small community feel

Keep Broad Street's development to a minimum west of Route 288

Just as it is currently

It isn't Short Pump. An effective Village Plan will establish the difference.

It is uglier based on the lack of planning

In some way, it needs to have a rural or "open" aspect to it.

IT is already distinguished, and it is worse. Folks complain about SHort Pump but go there often for needs and entertainment.

I don't think that's necessary. Short Pump is successful - why not build on that success by extending?

I don't know that there needs to be a major distinction. It will be dependent on location/proximity.

How can Centerville be distinguished from Short Pump? Maximum 50 words.

High Density Residential Growth Stops here! If it doesn't it will be indistinguishable.

Green Spaces parks athletic fields farmers market like south of James summer concert series

Friendly rural environment. Short Pump is WAY to congested !

Family friendly, diversity, 1st Friday events for dining and shopping and entertaining

Establish a sense of place and make it walkable.

Entrance Monuments with the name, perhaps come up with a new name

Easily - don't build it up and make it crowded and too busy. It would be nice to drive into Centerville from the busy short pump area and feel your stress leaving-open spaces, quaint local businesses

Don't over build. Keep some agricultural zones.

Don't cause the insane traffic problems Short Pump has! Build ROAD A and FIX HOCKETT ROAD.

Don't build any malls

Do not develop every parcel of land. No hotels, limit height. Keep trees.

Do not add more fast food or other low quality retail like dollar tree

Control numbers, wider spaces and lanes in parking lots, farmers market.

Cgcg

Centerville is the gateway to a quiet rural life. Equestrian and agriculture overtones. Low noise activity. Meditative and green spaces. Love Middleburg, VA Main Street.

Centerville is at the Core of the Universe

Centerville in no way compares to Short Pump.

Centerville has character. It needs to be emphasized and showcased.

By staying small and not cluttering up 250 .

Building height restrictions, pitched roofs, farm/agricultural aesthetic, signage size and materials, and lighting

Build roads BEFORE overcrowding developments are permitted

Boutique neighborhoods and retail mixed with residential

Be thoughtful about expansion and new construction.

How can Centerville be distinguished from Short Pump? Maximum 50 words.

Artsy destination where you can walk to everything. Not big chain stores.

Architectural standards- need to be adhered to

A village atmosphere that is representative of some of the areas history and rural flavor. Not overly commercialized and built out.

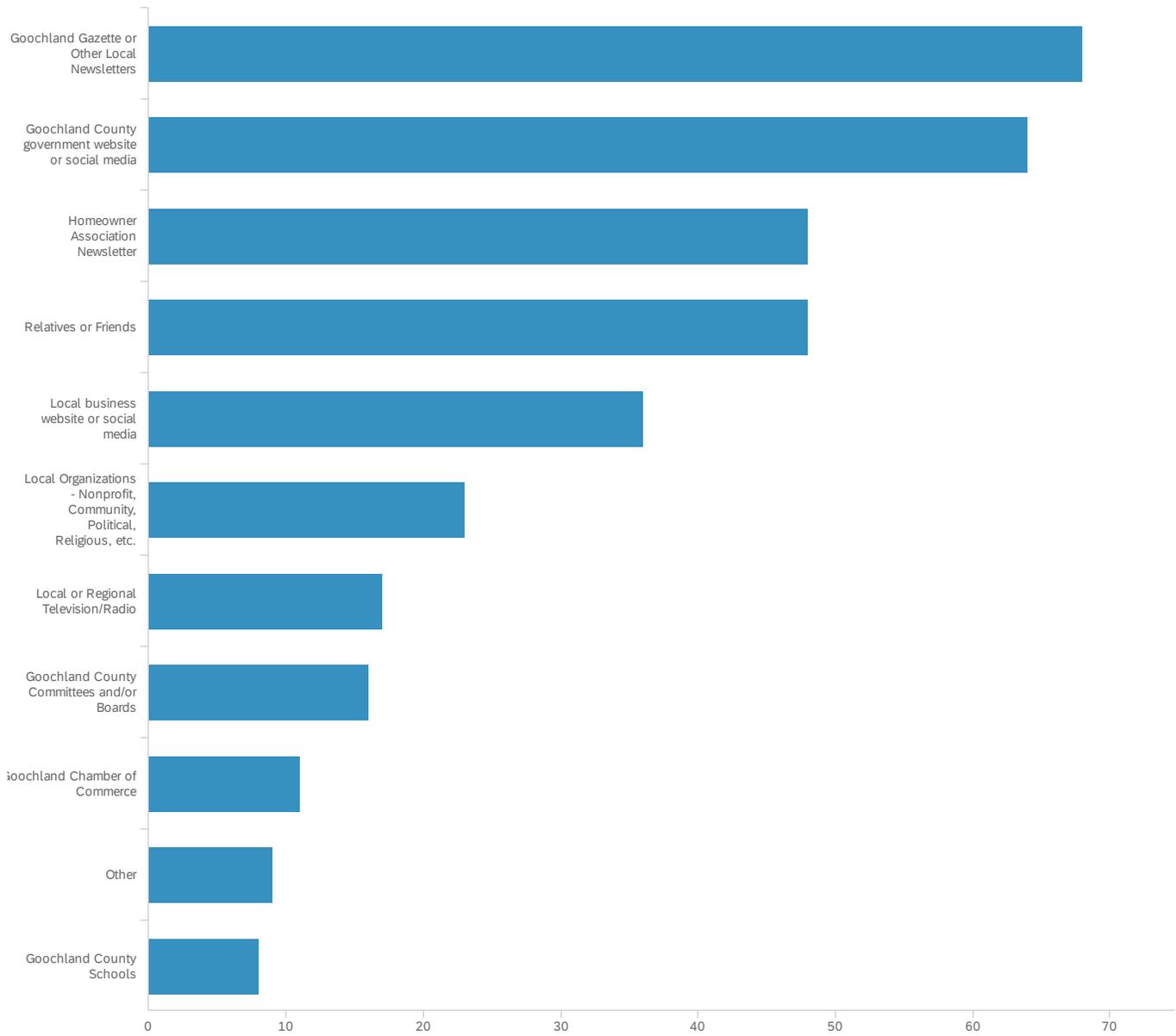
A little less dense

A calmer, less crowded area.

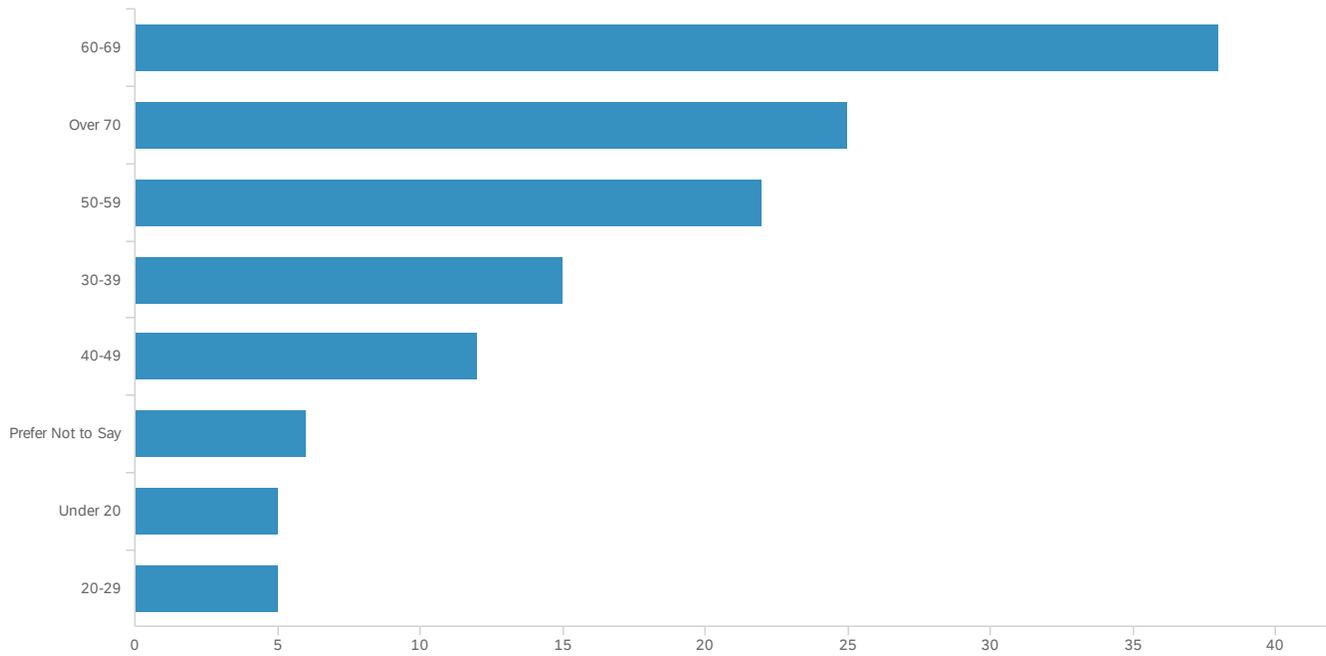
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;/k;;

Q18 - How do you hear about activities and events? (Check all that apply)



Q19 - What is your age range?



Q20 - Please provide any additional comments below:

End of Report



APPENDIX D – MARKET ANALYSIS

DRAFT November 17, 2022

Centerville Village Market Assessment

1. Introduction

A market analysis was conducted for Goochland County, focusing on Centerville Village and its market trade area, to inform the physical planning strategy and identify opportunities for market demand. Elements of the market analysis included

- Trade area definition;
- Demographic profile;
- Market assessment focusing on retail, housing and employment; and
- Economic strategies.

2. Trade Area Definition

In order to capture the market base for Centerville Village, the market assessment examines trends in a 15-minute drivetime area from the center of the study area. The map below illustrates the Centerville Village study areas (shown in dark blue) as well as the 15-minute drivetime area (shown in shaded blue). The population in the 15-minute drivetime area represents the primary market base for retail developed within Centerville Village. Therefore, demographic and retail trends in the 15-minute drivetime trade area will inform the market potential for Centerville Village.

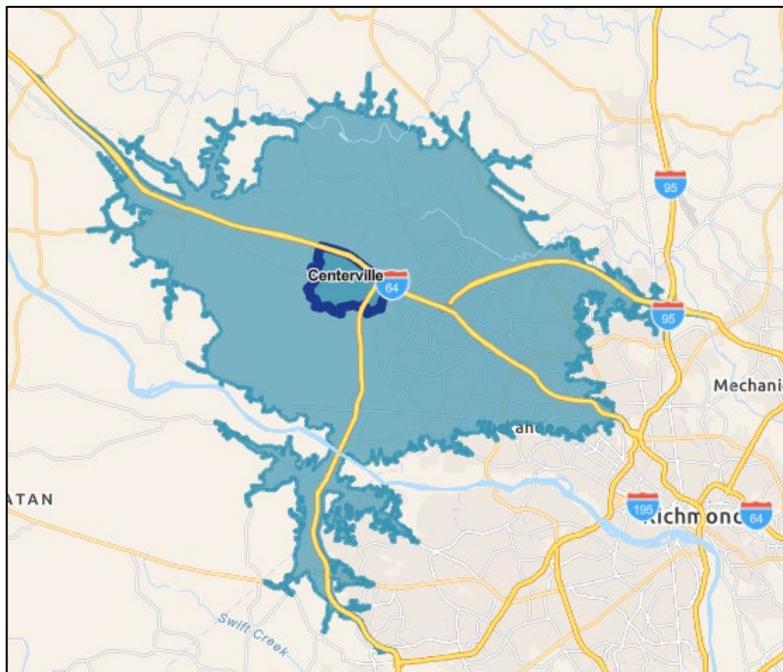


Figure 1: Centerville Village Study Area (Shown in Dark Blue) and 15-Minute Drivetime Trade Area (Shown in Shaded Blue)

3. Demographics

Population

Goochland County

Goochland County is home to approximately 25,200 people. The county experienced significant population growth over the past several decades, growing by 27% from 2000-2010 and an additional 13.9% from 2010 to 2020. Although the overall region is experiencing growth, population growth in Goochland County outpaced the region from 2010-2020. In addition, the county is estimated to continue to grow, reaching a population of 33,000 by 2045.

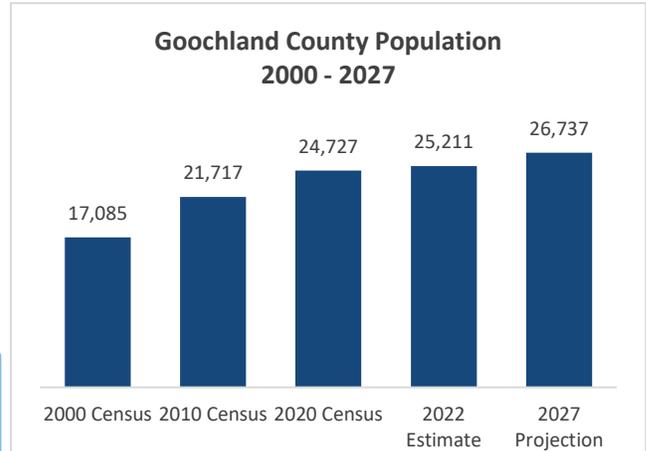


Figure 2: Goochland County Population, 2020-2027 (Sources: US Census, Claritas/EnviroNics Analytics)

Centerville Village

About 2,047 people live in the Centerville Village study area, but approximately 192,350 live within the 15-minute drivetime trade area. This is a significant population that is relevant to Centerville businesses, employers, and activities.

Key Demographic Indicators

The median household income in Goochland County is \$104,939, which is higher than all surrounding counties. For reference, the median household income in the Richmond metropolitan area is \$75,353. Goochland County also has a more mature population, with a median age of 50.1 compared to 39.8 the Richmond metro. The population is highly educated, with 42% of the population age 25 years or older having at least a Bachelor’s degree.

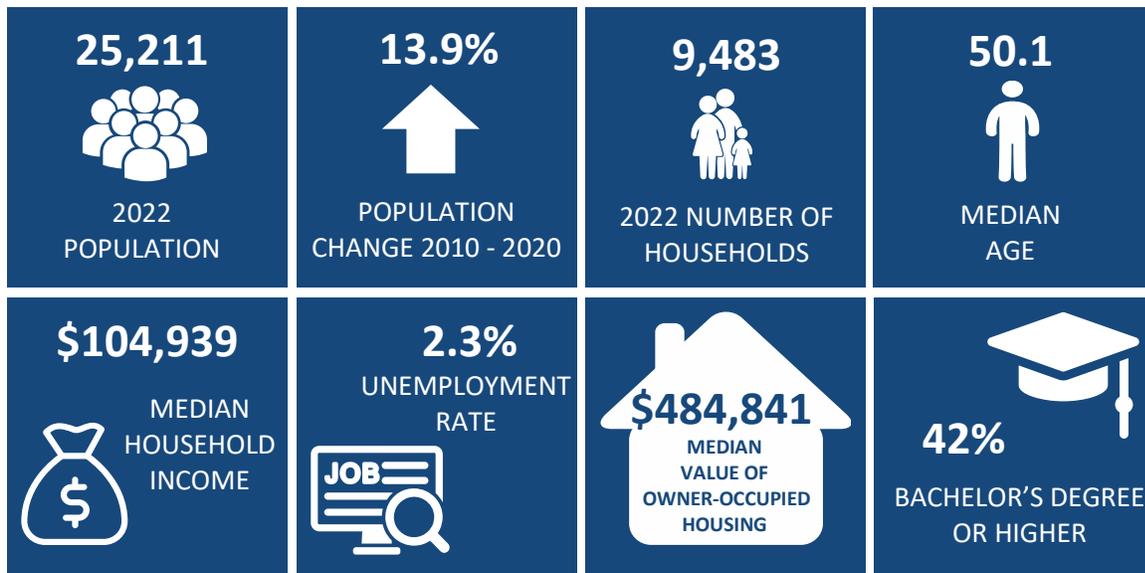


Figure 3: Key Demographic Indicators in Goochland County (Source: Claritas/EnviroNics Analytics)

Median Household Income

The median household income in the Centerville Village 15-minute drivetime trade area is \$92,236, below the median income of the Goochland County, but still higher than much of the region.

Age

Being closer to Richmond, the Centerville Village 15-minute drivetime area has a lower median age than the County overall. The median age in the Centerville Village drivetime area is 40, compared to 50.1 in Goochland County.

The age distribution chart to the right shows that the Centerville Village drivetime area has a higher percentage of residents Age 0-17 and Age 18-34 than Goochland County, and a lower percentage of residents over age 55. About a third of the county’s population is between the ages of 55 and 74.

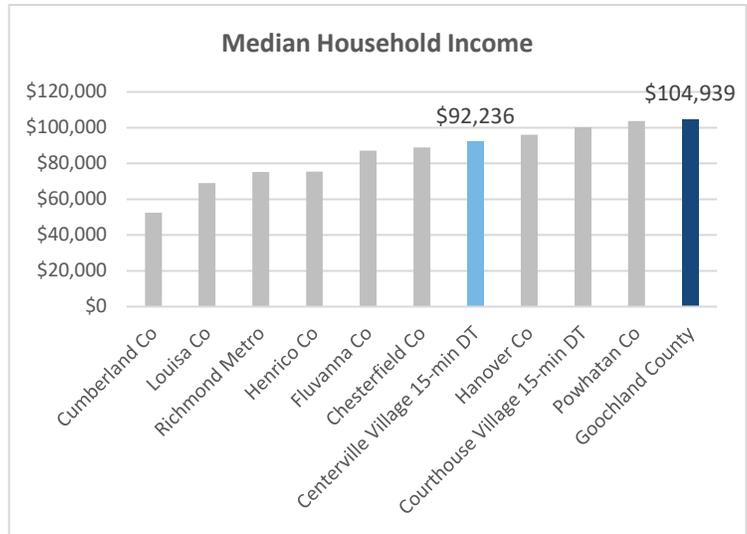


Figure 4: Median Household Income in Goochland County, Centerville Village 15-Minute Drivetime Area, and Surrounding Region, 2022 (Source: Claritas/Environics Analytics)

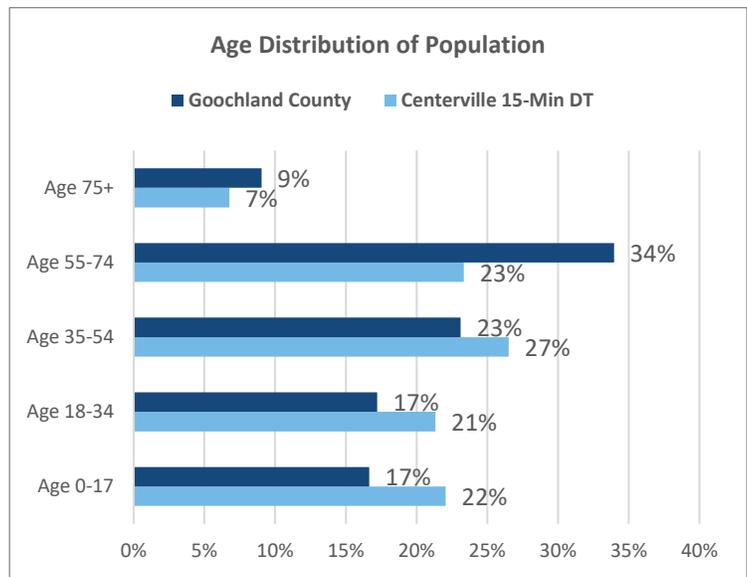


Figure 5: Age Distribution of the Population in Goochland County and the Centerville Village 15-Minute Drivetime Area, 2022 (Source: Claritas/Environics Analytics)

4. Housing

Housing Stock: Age, Type and Tenure

Goochland County

There are approximately 10,120 housing units in Goochland County. The housing stock has increased significantly over the past few decades to accommodate the county's growing population. Nearly 40% of the county's housing stock was built between 2000 and 2020.

The housing stock in Goochland County is predominantly owner-occupied, single-family housing with a limited number of townhomes and multifamily homes. Approximately 88% of housing units are owner-occupied and 90% are single-family detached homes.

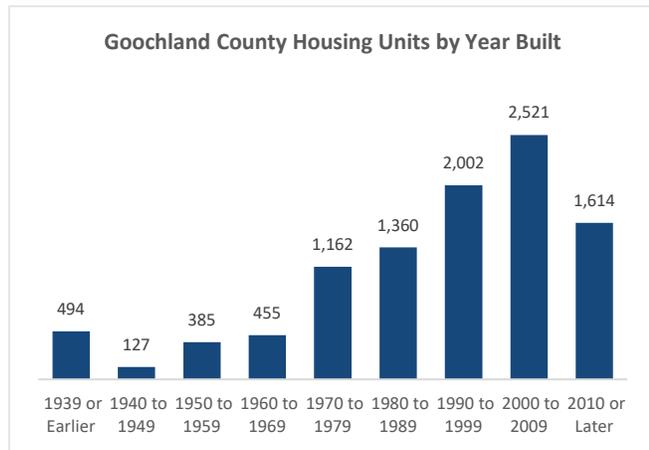


Figure 6: Goochland County Housing Units by Year Built (Source: Envionics Analytics, 2022)

Centerville Village

The Centerville Village drivetime area stretches towards Richmond and therefore incorporates a broader variety of housing types. Housing units in the Centerville Village drivetime area are 65% owner-occupied and 35% renter-occupied. 61% are single-family detached housing, 13% single-family attached (townhomes), and 26% multifamily.

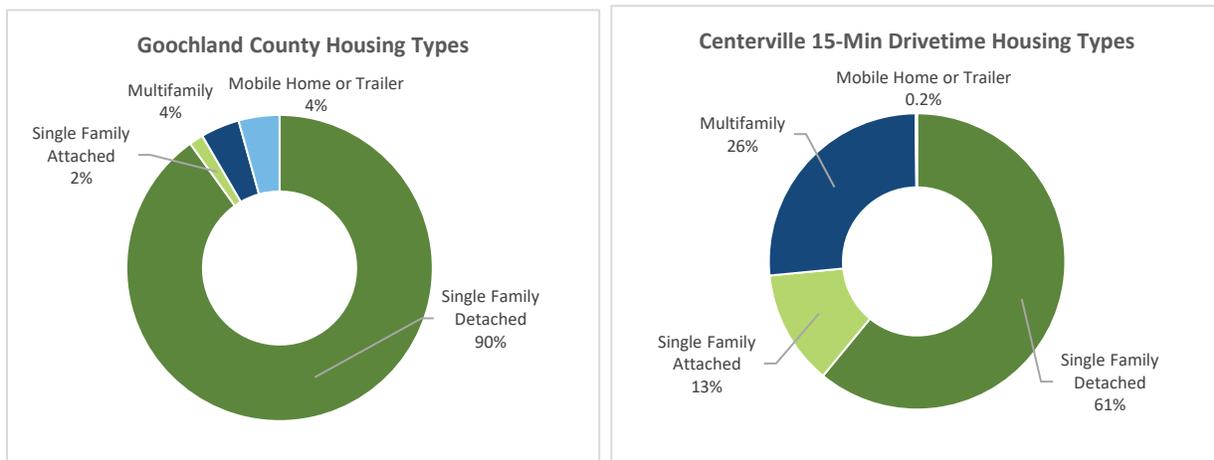


Figure 7: Housing Types in Goochland County (Left) and the Centerville Village 15-Minute Drivetime Area (Right) (Source: Envionics Analytics, 2022)

Housing Values

The median value of owner-occupied housing in Goochland County is \$484,841, the highest in the region and nearly \$200,000 higher than the median value of the Richmond metropolitan area (\$296,185). Nearly a quarter of the owner-occupied housing stock in the county is valued between \$500,000 and \$750,000.

Centerville Village

The median value of owner-occupied housing in Centerville Village is higher at \$610,969. The median value in the 15-minute drivetime area is \$386,675.

Housing Affordability

Housing is considered affordable if the occupants spend less than 30% of their household income on housing. Households spending more than 30% of their income on housing are considered to be cost-burdened. In Goochland County, approximately 18% of owners are cost-burdened. The situation is more stark for renters. 33% of renters in Goochland County are cost-burdened, an at least 13% of renter households spend more than 50% of their household income on housing.

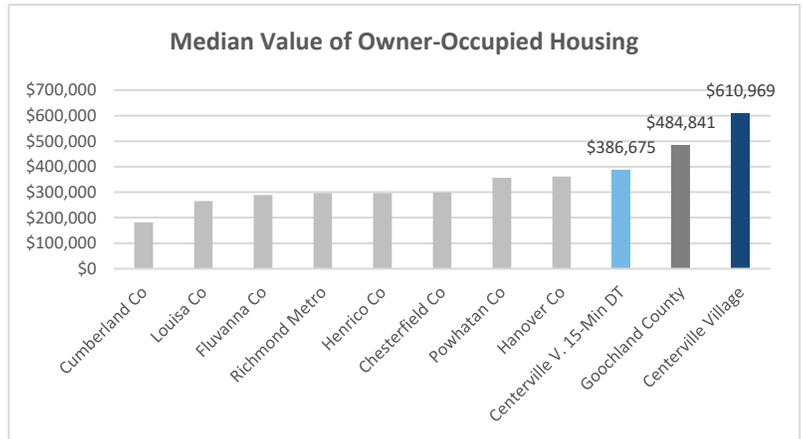


Figure 8: Median Value of Owner-Occupied Housing in Goochland County, the Study Areas and the Surrounding Region, 2022 (Source: Environics Analytics)

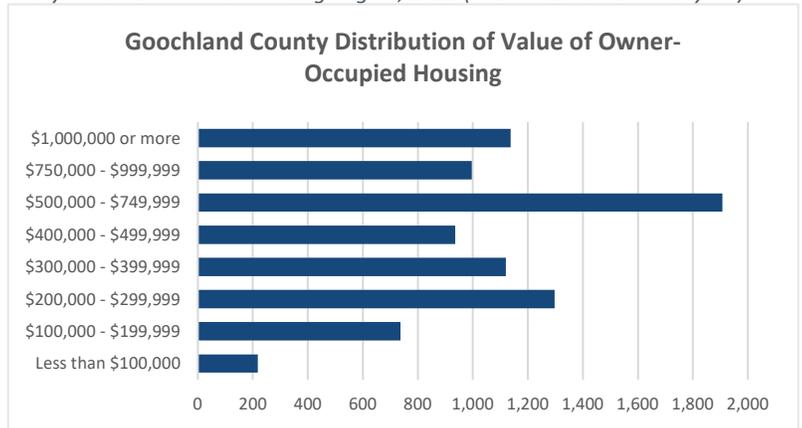


Figure 9: Distribution of the Values of Owner-Occupied Housing in Goochland County, 2022 (Source: Environics Analytics)

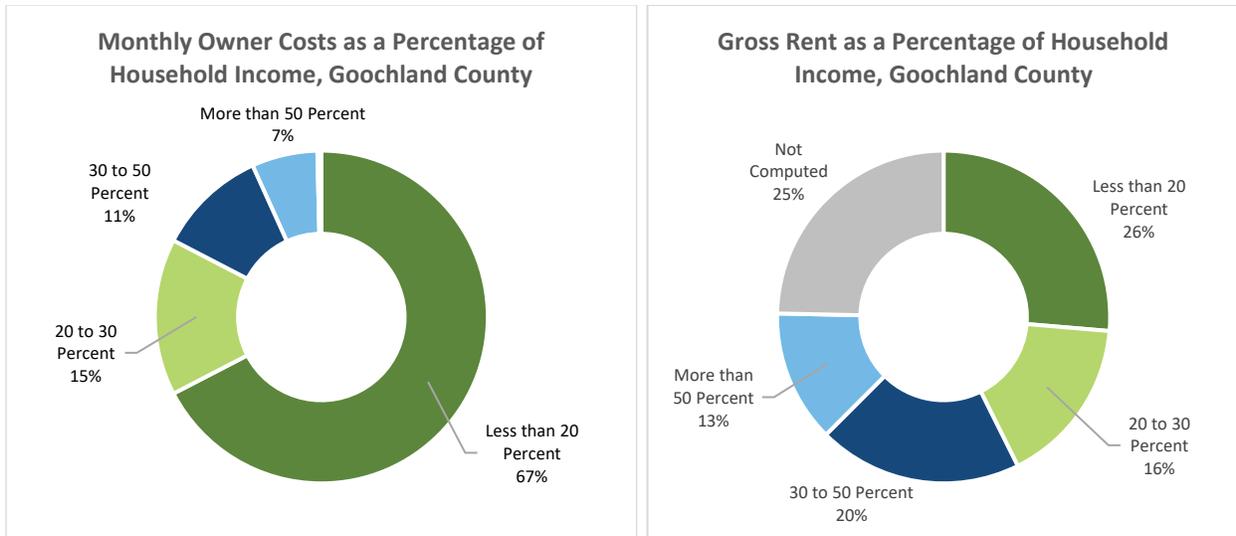
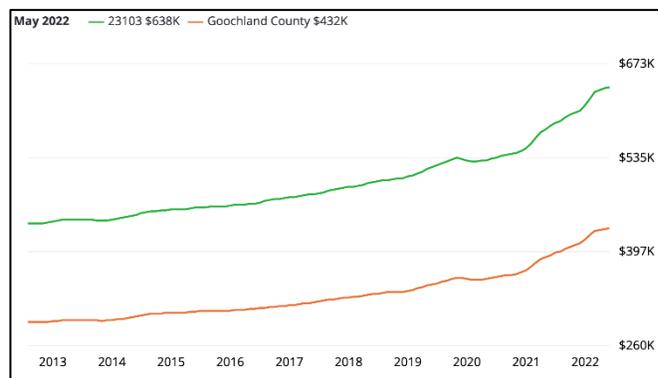


Figure 10 Housing Affordability in Goochland County as Determined by Housing Costs as a Percentage of Household Income (Source: US Census American Community Survey 2016-2020 5-Year Estimates)

For Sale Market

The market value of homes in Goochland County is increasing. According to Virginia Realtors, the median sales price of homes in Goochland County was \$483,000 in December of 2021, higher than the median sales price in all surrounding counties.

The Zillow Home Value Index measures home values in a given area over time. In May of 2022, the Zillow Home Value Index was \$431,000 in Goochland County, a 10.5% increase over April of 2021. While the majority of homes on the market in Goochland County are single-family detached homes, there is a growing market for 55+ communities that include patio homes and townhomes.



23103 Zip Code, 2013-2022 (Source: Zillow)

In the 23103 zip code (which covers the Centerville area and south to the James River, The Zillow Home Value Index was \$638,612, significantly higher than the County and entire region.

Rental Market

Goochland County's overall housing stock contains a limited amount of rental and multifamily housing, with the majority of the multifamily housing concentrated on the eastern edge of the county. According to Census Bureau's 2020 American Community Survey, the median gross rent in Goochland County is \$1,129.

Newer multifamily units are being marketed at a higher price point, with one-bedroom units renting for over \$1,500 a month and two-bedroom units renting for over \$2,100 a month. Most of these newer units in Goochland County are within the Centerville Village.



Figure 13: Examples of housing on the market in 2022 in Goochland County (Sources: Zillow and Realtor.com)



Figure 12: Retreat at West Creek (top): 1-bedrooms start at \$1,700 and 2-bedrooms start at \$2,100. 2000 West Creek (bottom)

5. Employment

Goochland County Jobs

According to the latest data available from the US Census, there are approximately 20,225 jobs in Goochland County. As Goochland County is home to several large company headquarters, nearly half of the jobs in the county are in the Finance and Insurance sector and 10% are in Management of Companies and Enterprises.

Centerville Village

The 23103 zip code, which encompasses an area around the Centerville Village has approximately 13,412 jobs. This is 66% of all the jobs in the County. The largest sectors in this area are Finance and Insurance (72%) and Management of Companies and Enterprises (11%)

Commuting Patterns

Goochland County serves as a net importer of jobs, with twice as many people commuting in as commuting out. The county has a low unemployment rate of 2.3%, according to BLS data from March 2022.

Of the 9,272 Goochland County residents that commute outside the county for work, 33% commute to Henrico County, 18% to Richmond, 11% to Chesterfield County, and 67% to Hanover County and 30% commute elsewhere.

Of the 18,486 workers that commute into Goochland County for employment, 29% commute from Henrico County, 19% from Chesterfield County, 11% from Richmond, 8% from Hanover County and 33% from elsewhere.

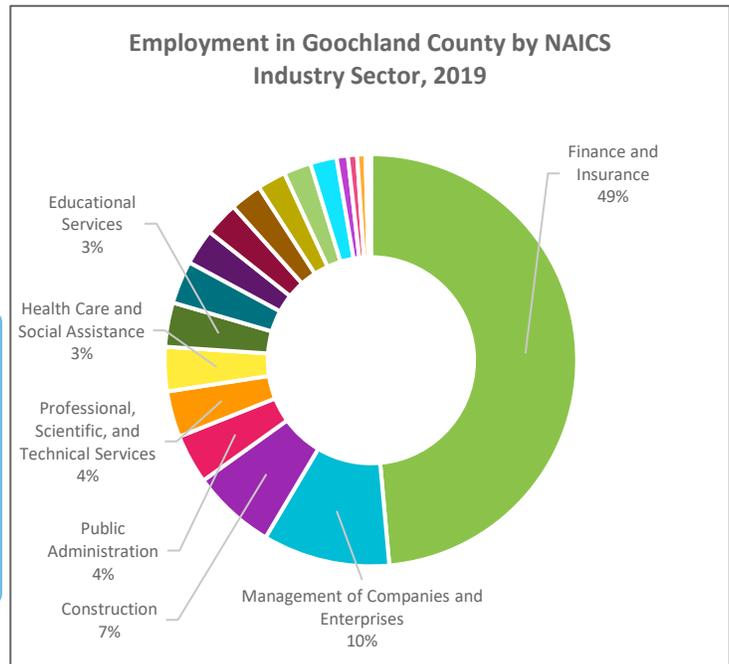


Figure 14: Employment in Goochland county by NAICS Industry Sector, 2019 (Source: US Census On the Map)

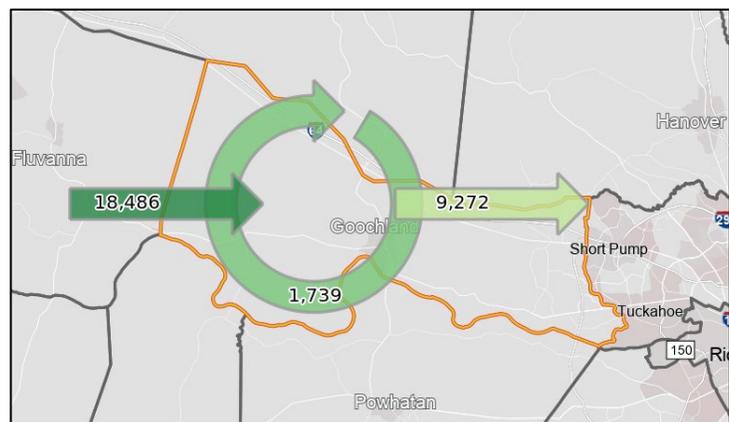


Figure 15: Inflow and Outflow of Jobs in Goochland County, 2019 (Source: US Census On the Map)

6. Retail Market

Retail Leakage Analysis

The retail leakage analysis examines the difference between retail sales made by stores in a particular area and retail expenditures of residents living in the same. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, residents are purchasing more than the stores are selling, and the dollars spent outside of the area are said to be “leaking.” Conversely, if stores in the area are selling more than residents are spending, then the retail in the area is serving a greater market and the market is said to be “gaining.”

Retail leakage translates into consumer demand that is unmet in the area and can mean opportunities for future retail expansion. Although a community should not expect to capture 100% of its retail leakage, there are often key opportunities in select retail categories. The following sections detail the findings of the retail leakage analysis performed on the Centerville Village 15-minute drivetime trade area and identify key retail opportunities for future development.

Goochland County

In 2022, stores in Goochland County had retail sales of \$225.8 million. During the same time period, residents living in the area spent \$650.8 million, indicating that \$425 million in retail sales leaked from Goochland County.

Centerville Village

Stores located within the Centerville Village 15-minute drivetime area had retail sales of \$8.1 billion while residents living in the area spent \$8.4 billion. Therefore, the area leaked \$316.1 million in retail sales.

	Goochland County	Centerville Village	Centerville 15-Minute
Consumer Expenditures	\$650,771,475	\$14,941,171	\$8,444,060,292
Retail Sales	\$225,766,283	\$15,390,476	\$8,127,943,459
Retail Leakage (Gain)	\$425,005,192	(\$449,305)	\$316,116,832

Figure 16: Consumer Expenditures, Retail Sales, and Retail Leakage/Gain in Goochland County, Centerville Village, and the 15-Minute Drivetime Trade Area (Source: Claritas/EnviroNics Analytics)

Centerville Village Retail Opportunities

Market opportunity for future retail development in Centerville Village comes from two main sources:

- **Existing Retail Leakage Capture:** A capture scenario of 15% to 25% of existing retail leakage from the 15-minute drivetime area is reasonable for the Centerville Village area. This scenario indicates that there is existing unmet demand for 99,743 to 166,238 square feet of retail.
- **Demand from New Residents:** Future retail demand will result from the additional 5,072 residents in Centerville Village by 2045. These new residents will generate demand for an additional 60,864 square feet of retail.

Existing demand capture combined with demand generated by future residents indicates an opportunity for 160,608 to 227,102 square feet of new retail in Centerville Village.

Key retail opportunities in the 15-minute drivetime area of Centerville Village include:

- Restaurants: \$38.3 million in leakage
- Beer & Wine Stores: \$32 million in leakage
- Hardware Stores: \$8.7 million in leakage
- Specialty Food Stores: \$6.6 million in leakage
- Pharmacies and Drug Stores: \$6.2 million in leakage

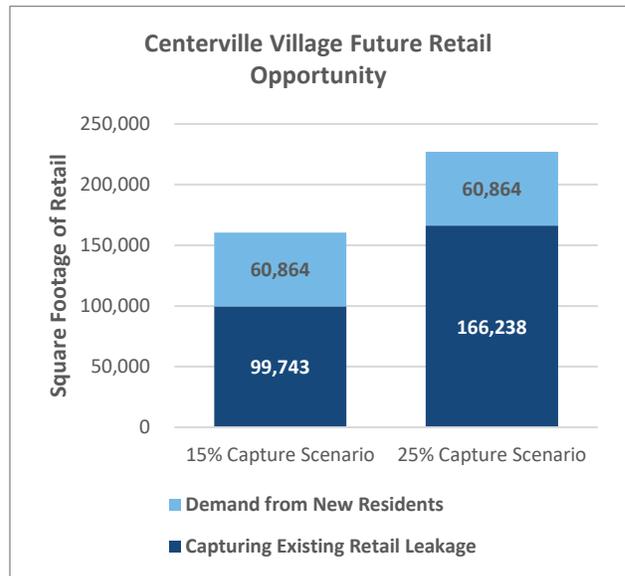


Figure 17: Square Footage of Future Retail Opportunity in Centerville Village based on Capturing Existing Retail Leakage (Dark Blue) and New Demand Created by Future Residents Assuming 70% of All Future Village Growth (Light Blue)

7. Economic Development Strategies

1. Pursue Business District Revitalization Grant from DHCD to help fund projects of master plan, façade grants, enhance marketing, etc. Pursue Community Business Launch Grant from DHCD and use its incentives to target desired businesses identified as needed in market analysis.
2. Recruit development of housing that allows County's seniors to age in place and downsize to remain in Goochland County. This could include senior living facility, active adult communities, patio homes, etc.
3. Work with development community to remove impediments that may be hindering desired investment. Consider public private partnerships to incentivize private investment via provision of grant programs, tax abatement, development of a public amenity (public park, parking facility, etc.),
4. Review existing code to provide flexibility. Consider amending retail before housing requirement providing flexibility in ordinances, etc. Consider "Incubator housing" In some lower level spaces, until market adjusts to make retail viable.
5. Identify opportunity sites for more attainable housing developments for workforce who cannot afford to live in Goochland County including (educators, public safety, government workers, etc. who commute from adjacent counties each day. Work with developer through incentives or public-private-partnerships to recruit desired development.
6. Recruit employers who provide rent, work from home options, or other private-sector workforce incentives.