



*Centerville*

VILLAGE

A breath of fresh air.

CENTERVILLE VILLAGE  
AND SMALL AREA PLAN - DRAFT

County Of Goochland, Virginia

November 17, 2022



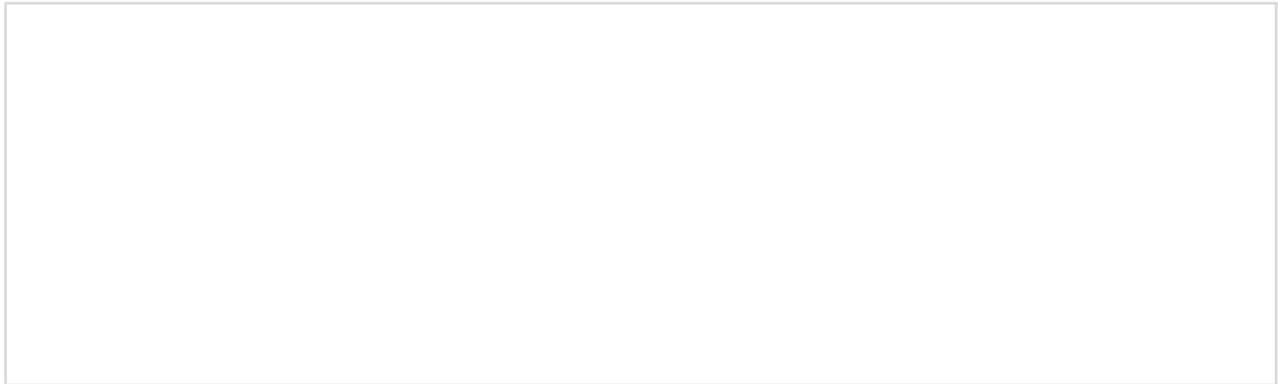
HILL  
STUDIO

## 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)*

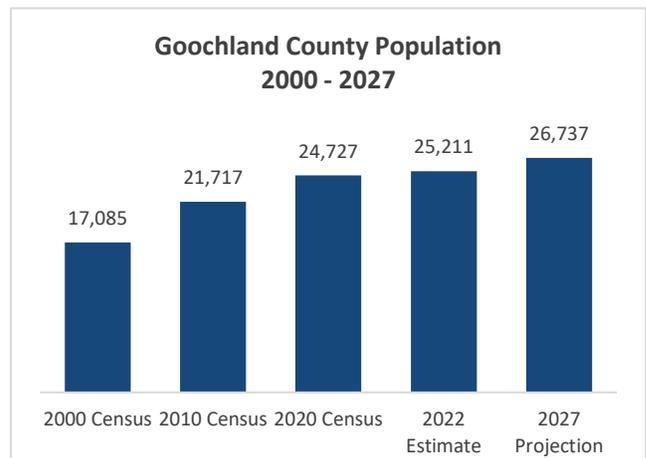
## ECONOMIC AND DEMOGRAPHIC SUMMARY

### 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*

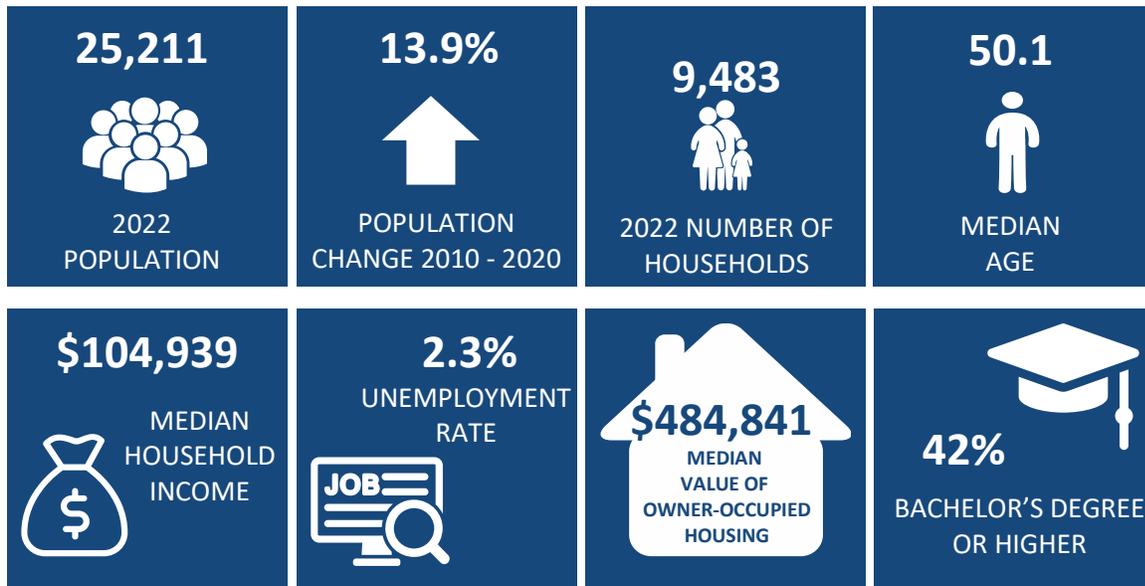
About 2,047 people live in the Centerville Village study area, but approximately 192,350 live within the 15-minute drivetime trade area. This is a significant population that is relevant to Centerville businesses, employers, and activities



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

## Key Demographic Indicators

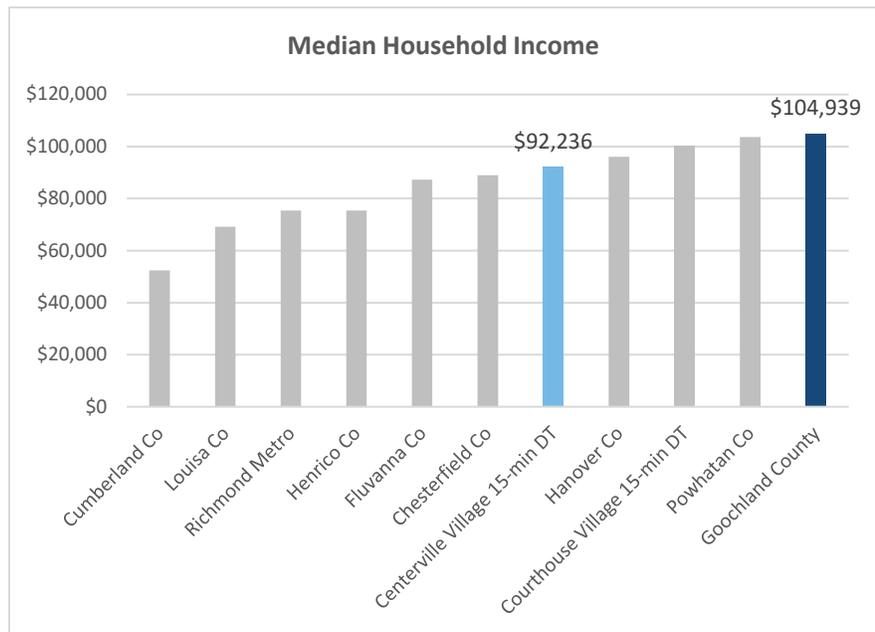
The median household income in Goochland County is \$104,939, which is higher than all surrounding counties. For reference, the median household income in the Richmond metropolitan area is \$75,353. Goochland County also has a more mature population, with a median age of 50.1 compared to 39.8 the Richmond 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.

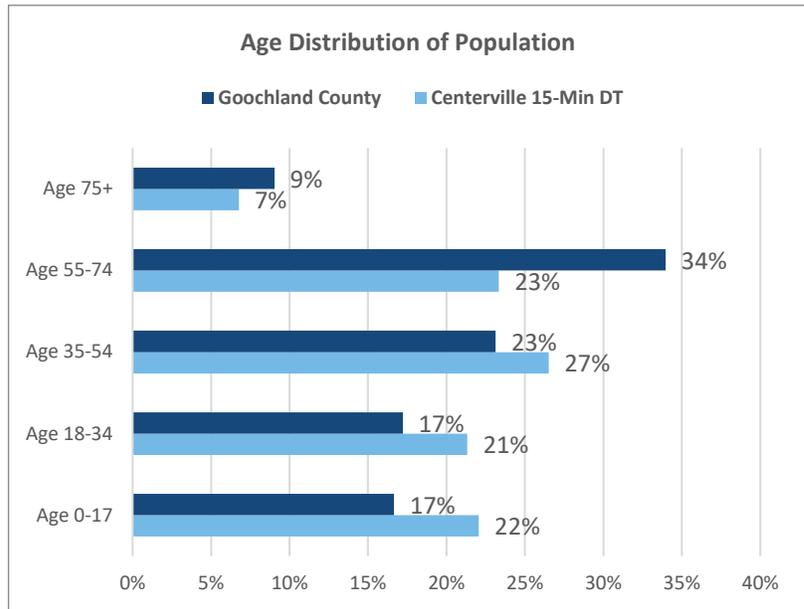


Median Household Income in Goochland County, Centerville Village 15-Minute Drivetime Area, and Surrounding Region, 2022 (Source: Claritas/Emvionics Analytics)

## 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.



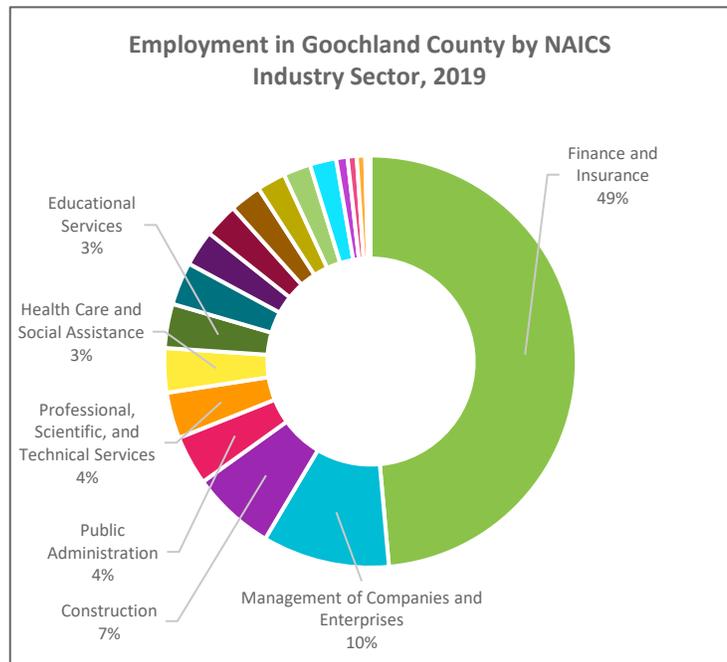
*Age Distribution of the Population in Goochland County and the Centerville Village 15-Minute Drivetime Area, 2022 (Source: Claritas/EnviroNics Analytics)*

## 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%)



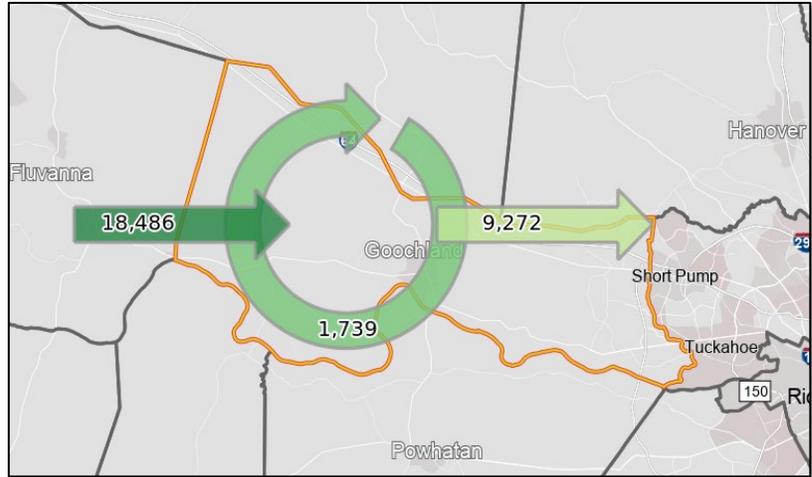
*Employment in Goochland county by NAICS Industry Sector, 2019 (Source: US Census On the Map)*

### 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.

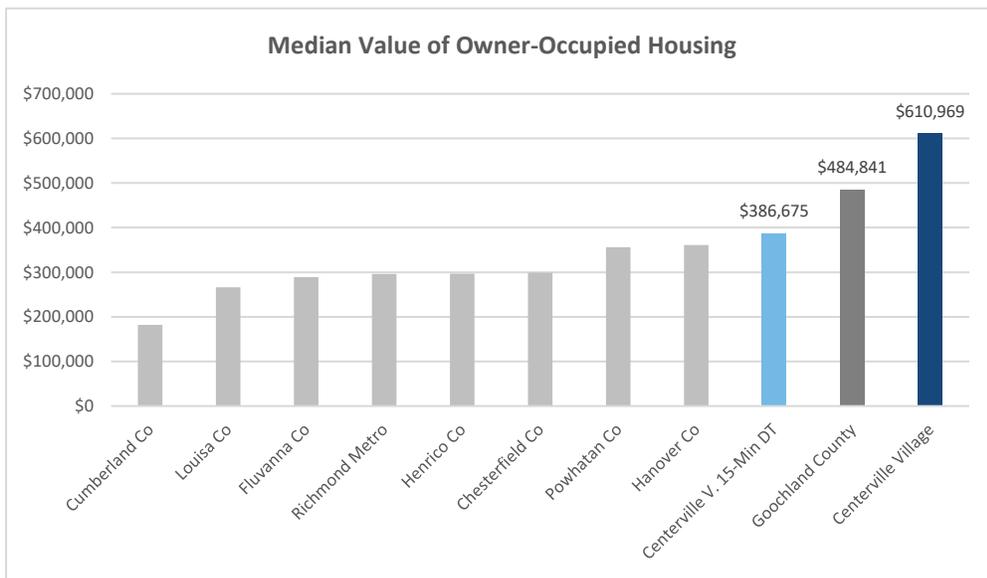
Of the 18,486 workers that commute into Goochland County for employment, 29% commute from Henrico County, 19% from Chesterfield County, 11% from Richmond, 8% from Hanover County and 33% from elsewhere.



*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.

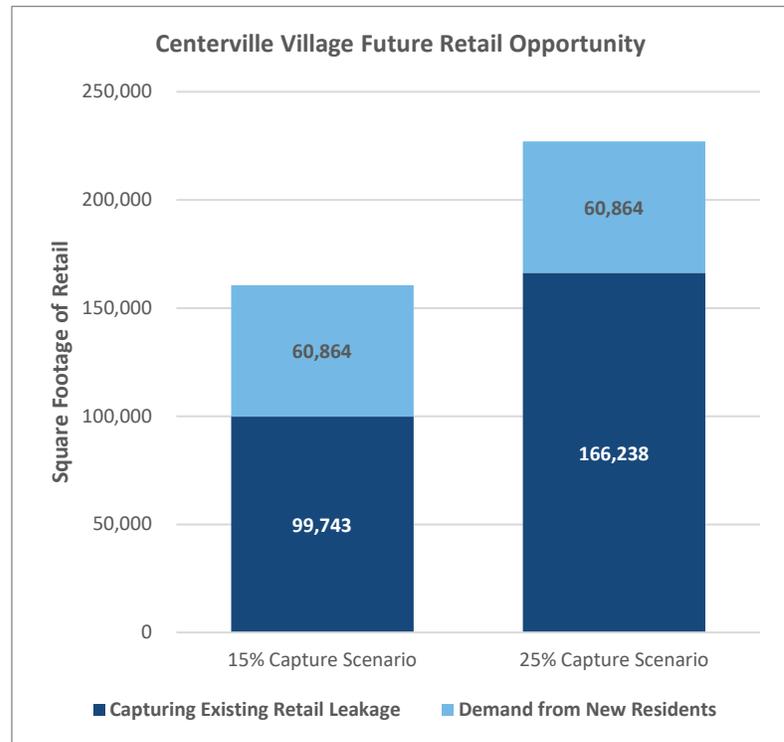


*Median Value of Owner-Occupied Housing in Goochland County, the Study Areas and the Surrounding Region, 2022 (Source: Environics Analytics)*

## 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.



*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 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.

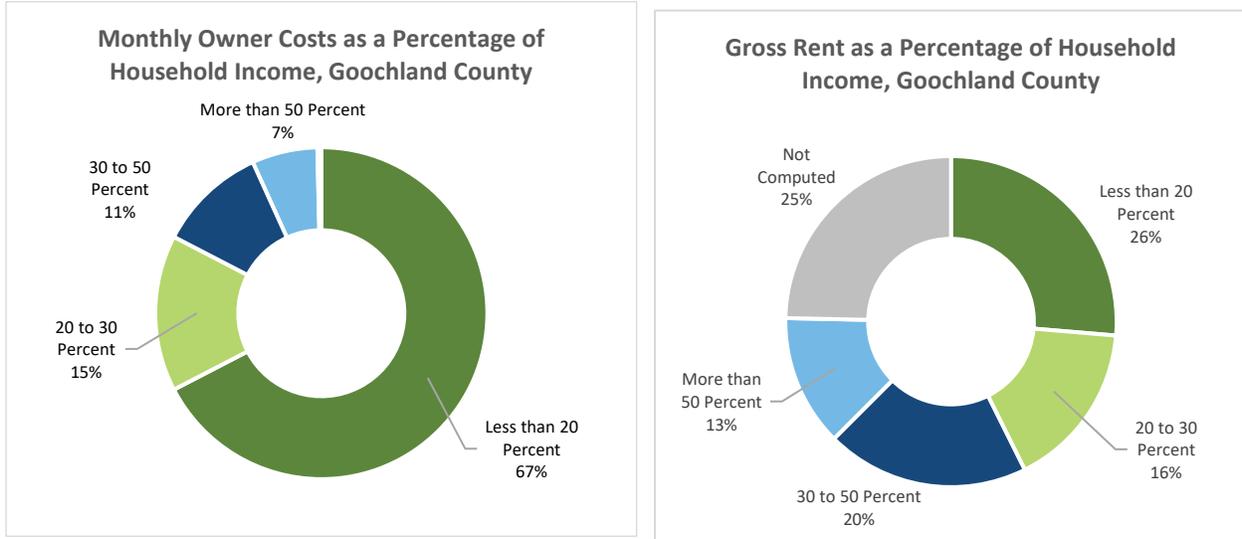
The other consistent land use concern Goochland residents repeated is there is no need to duplicate Short Pump in Centerville. Short Pump has every imaginable retail outlet, just minutes away. Save Centerville for more unique experiences.

## 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

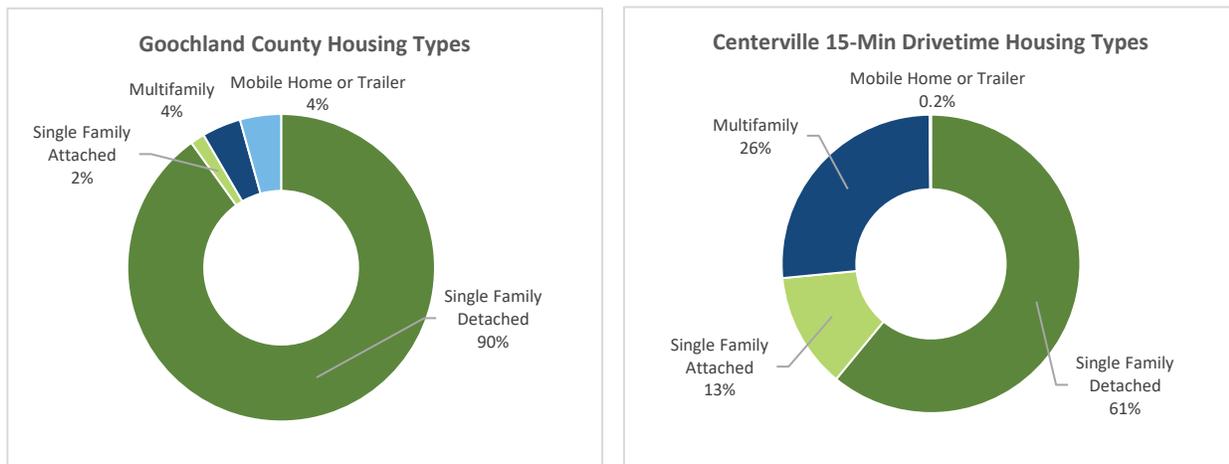
points to fit the needs of the increasingly diverse population. In addition, to compound current needs, the County’s population is projected to grow by 25% from 2020 to 2040.

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 17<sup>th</sup>, to introduce the project, and on June 18<sup>th</sup>, 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



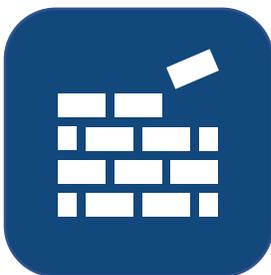
Quality of life is an important indicator of livability in any environment. This too will be the case in the Centerville Village. According to those polled, the most important aspects to ensuring a high quality of life are focusing on ensuring “Centerville Village as a place to live”, “Centerville Village 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

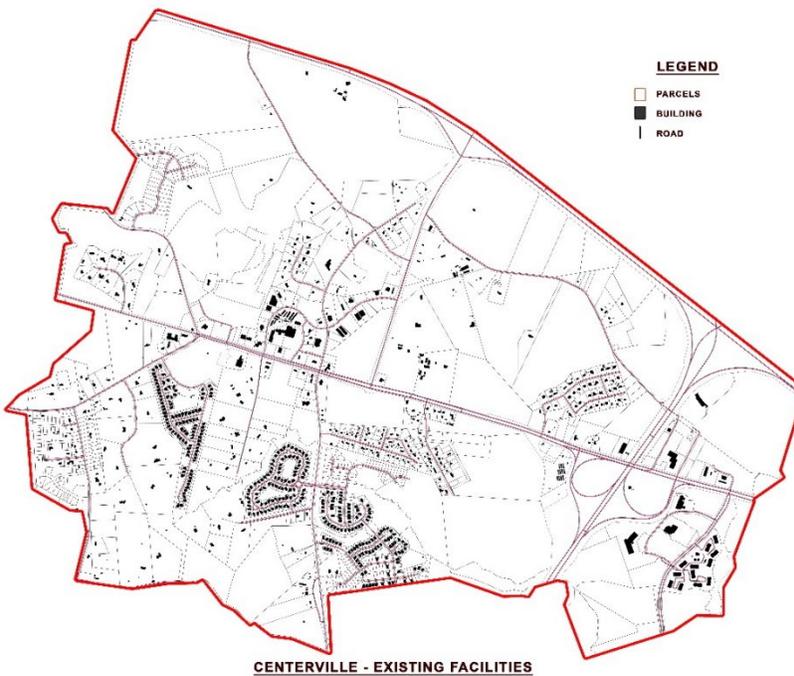
business, greenspaces, and places to meet, all the while maintaining the quaint atmosphere that those who call Centerville have become accustomed to.

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)*

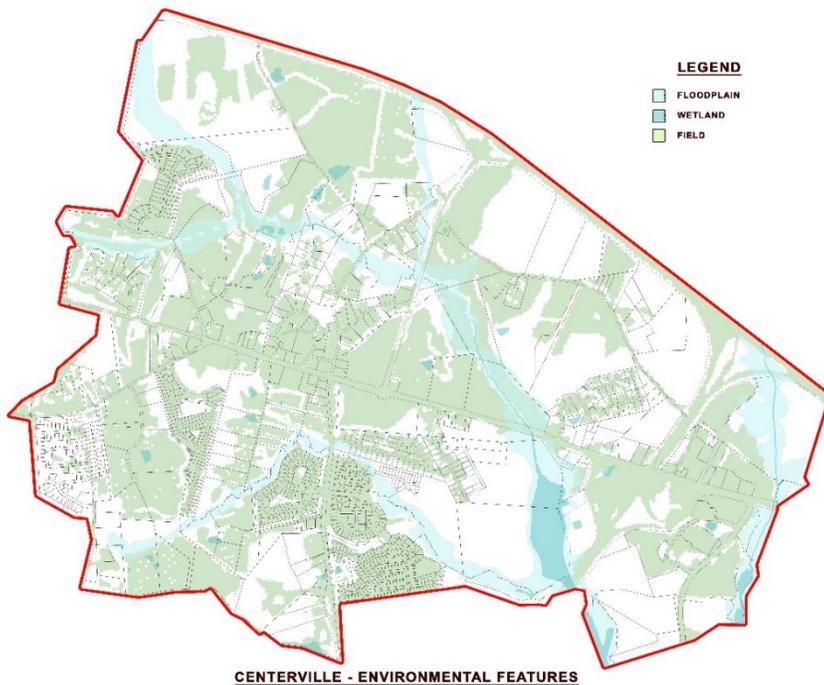


*Typical open field north of Broad Street (US 250)*



*Example of Trees along a Historic Fence Rows*

## ENVIRONMENTAL FEATURES



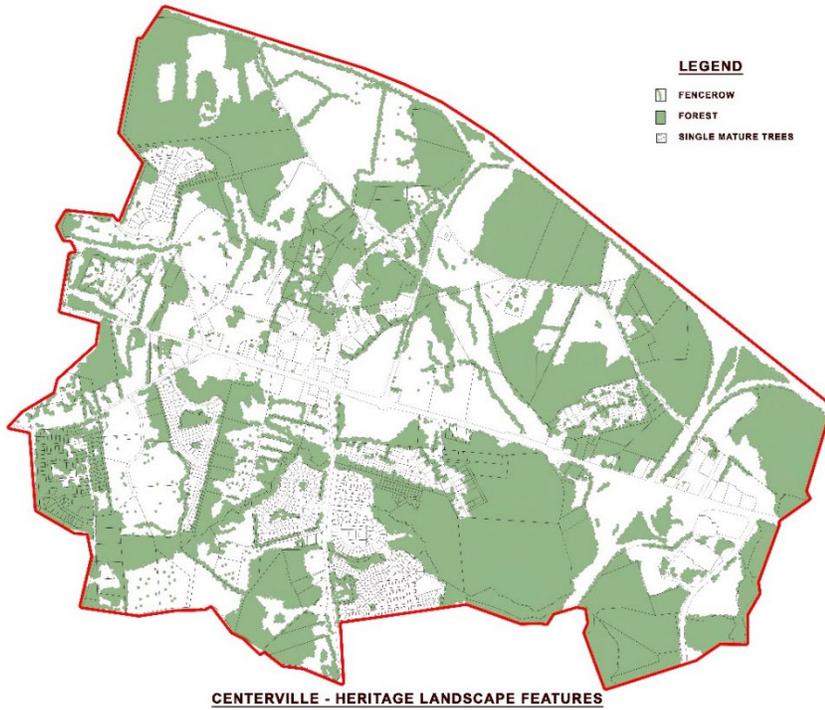
### Floodplains, Wetlands, Fields, and Streams

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

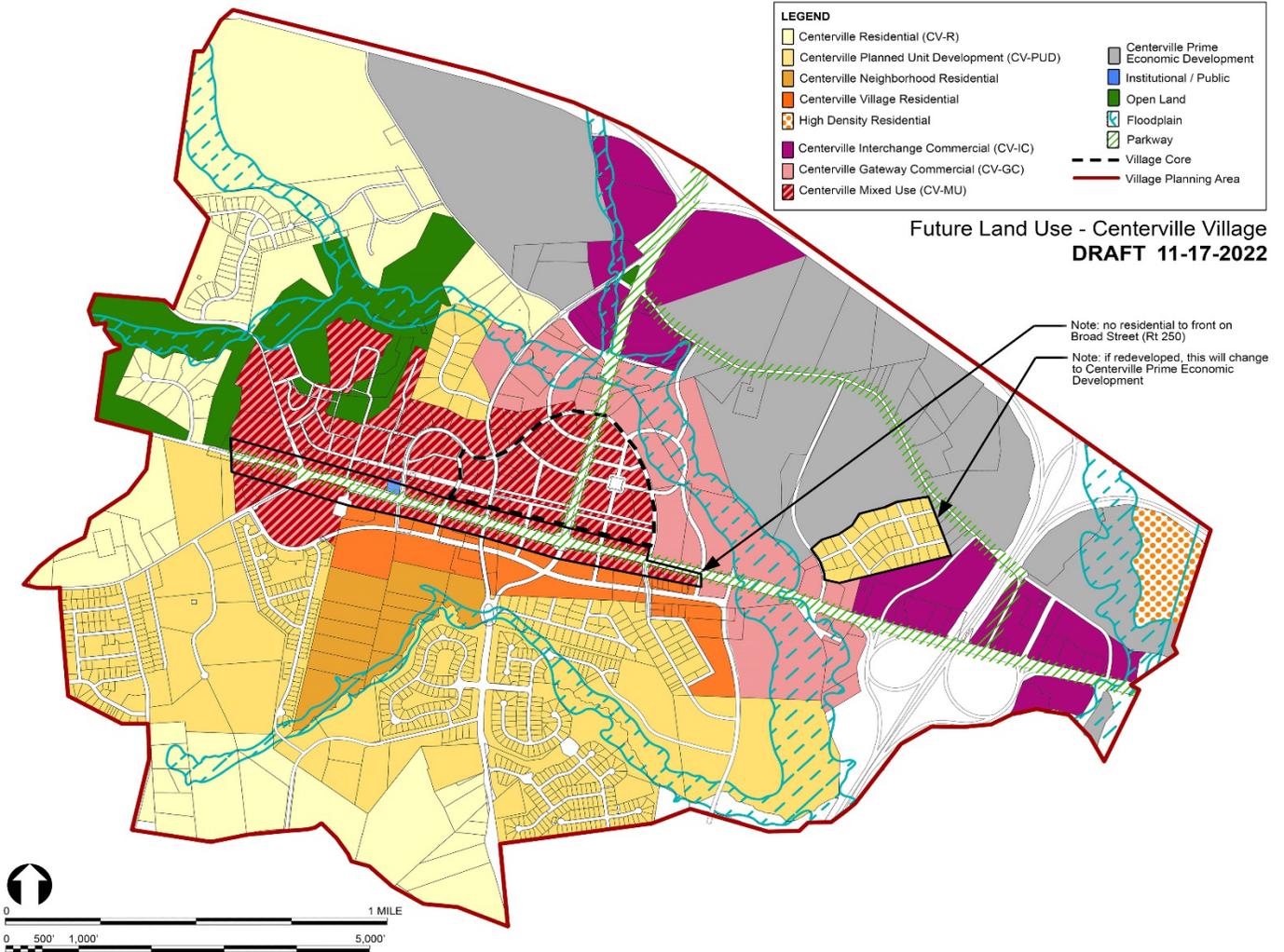
Special Land Use Categories respond specifically to the needs for greenspace preservation, the horse country image of Centerville, the location of utilities and the economic development possibilities.

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*



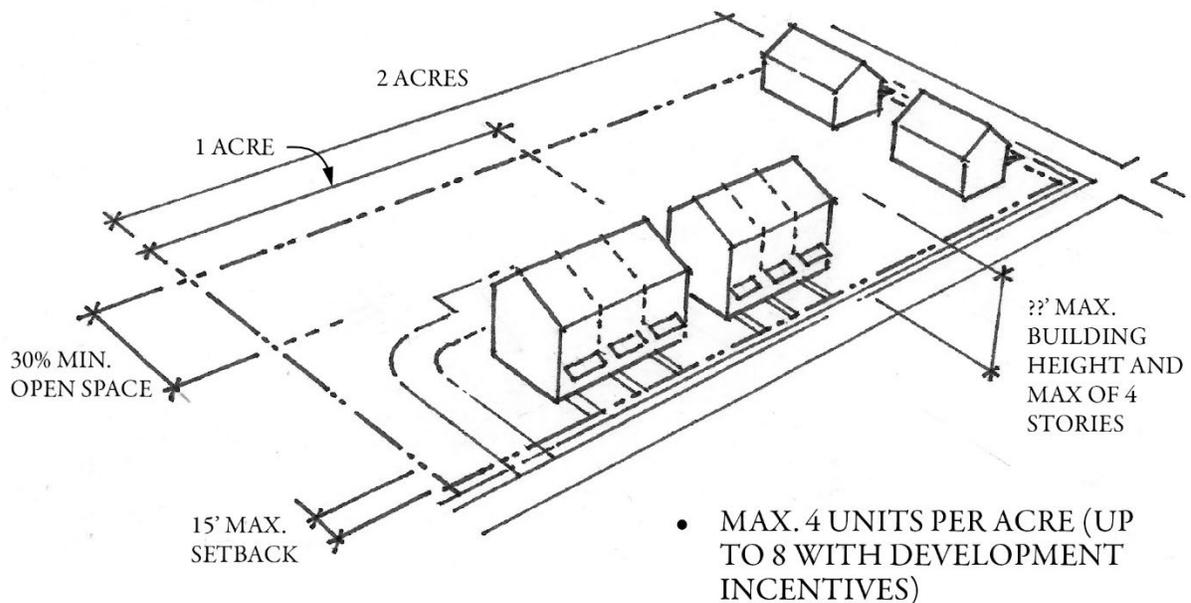
*In traditional neighborhoods single family and two-family residences can be successfully and indistinguishably mixed.*

### 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



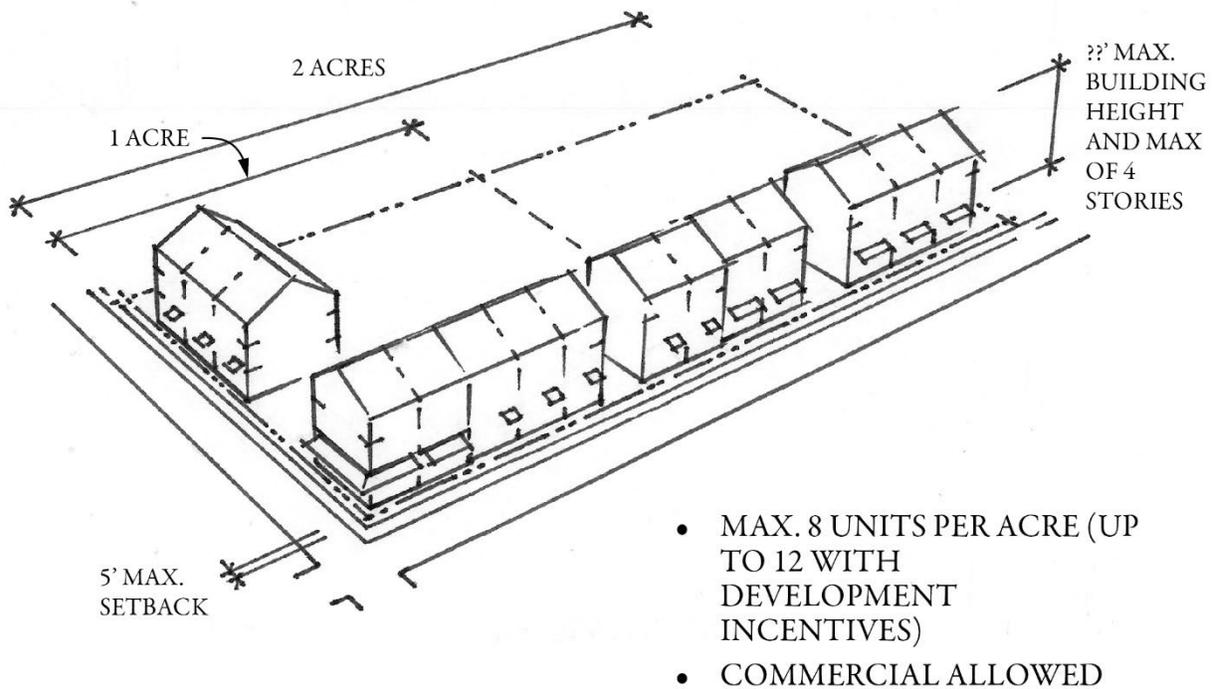
*Example: clustering density in a TND to allow for existing homes to have open space and preserve open fields*

#### 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.

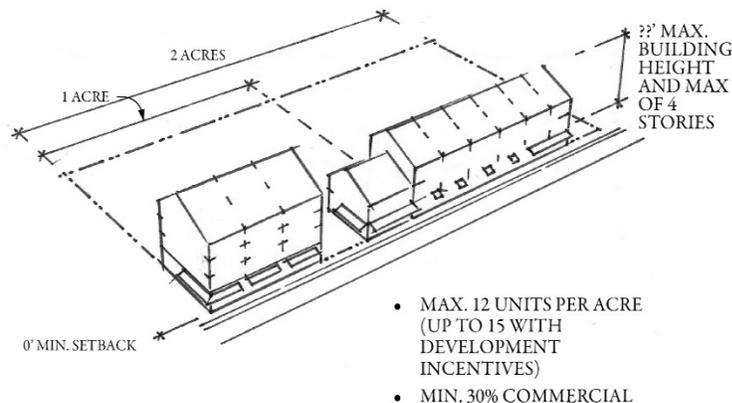
**Characteristics:** All lots shall be served by public water and sewer. Horizontal and/or vertical mixed use with residential densities at minimum 12 units per acre, over first-floor commercial uses. A minimum of 30 percent of acreage shall be dedicated to commercial uses. Open space considerations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



CENTERVILLE MIXED USE (CV-U)

**Examples:**

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



*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)

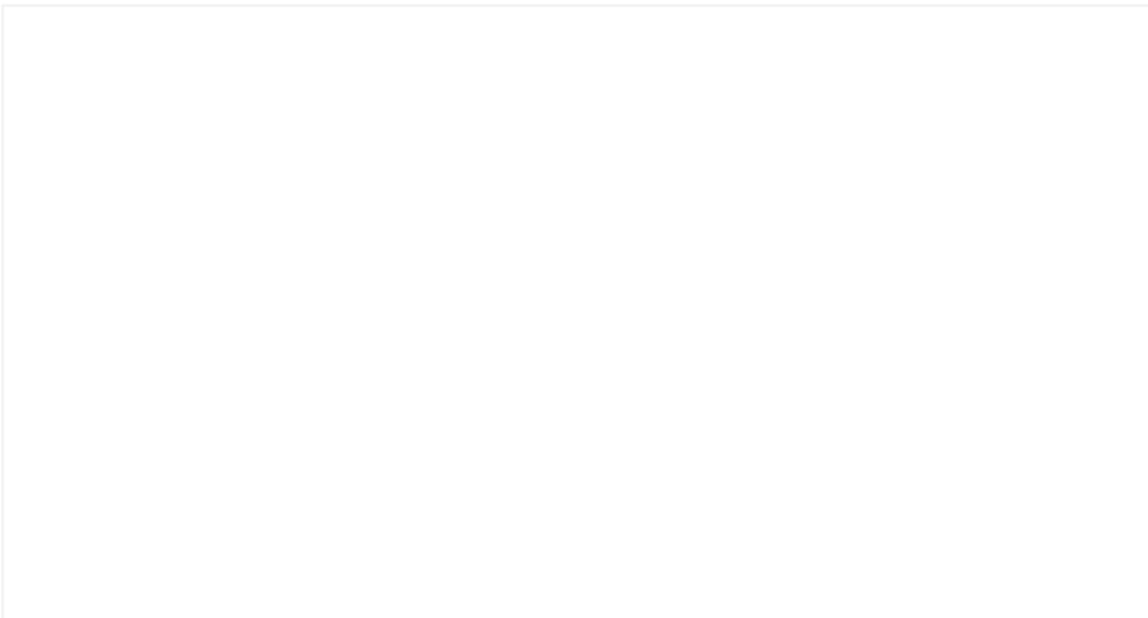
**Intent:** The gateway commercial use is for a scenic transition between walkable village and surrounding countryside. The district helps to define the broader village edge by preserving the rural land character, with its trees and fields.

**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.

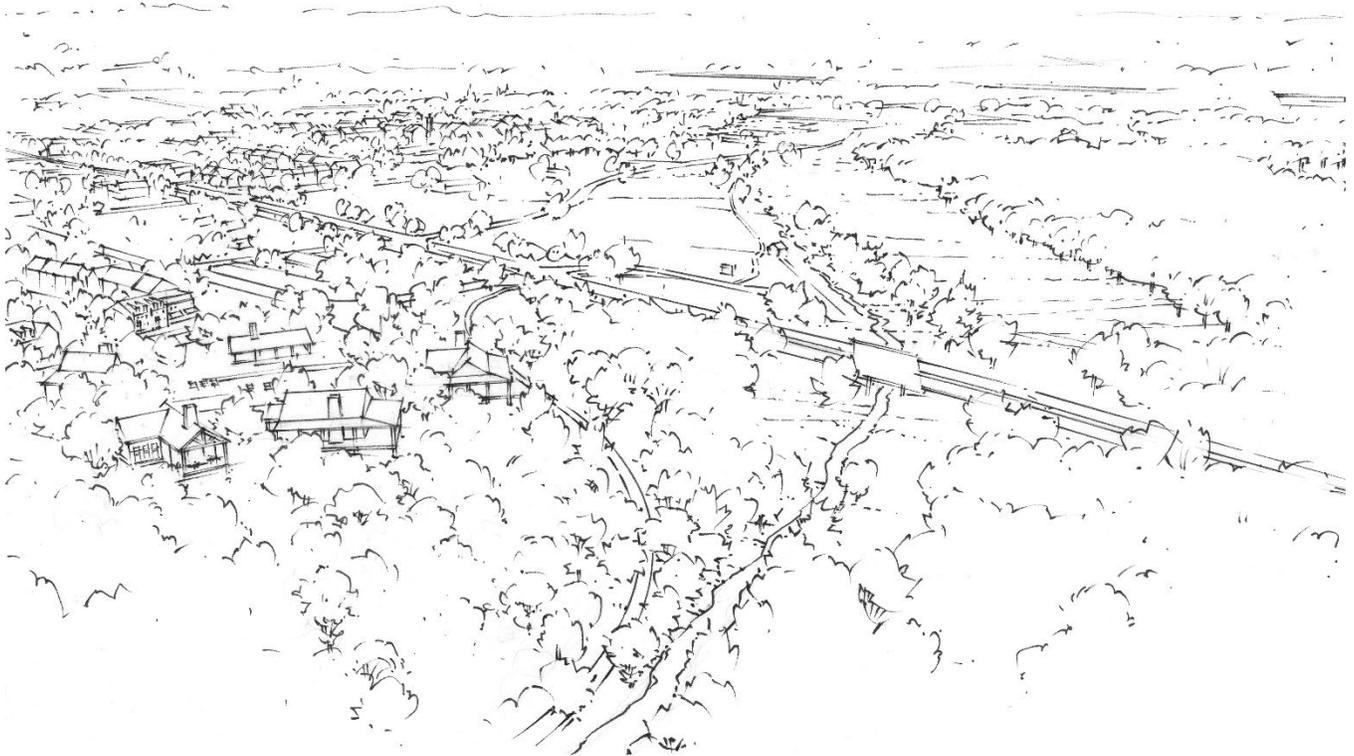
*Examples include:*

- 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.

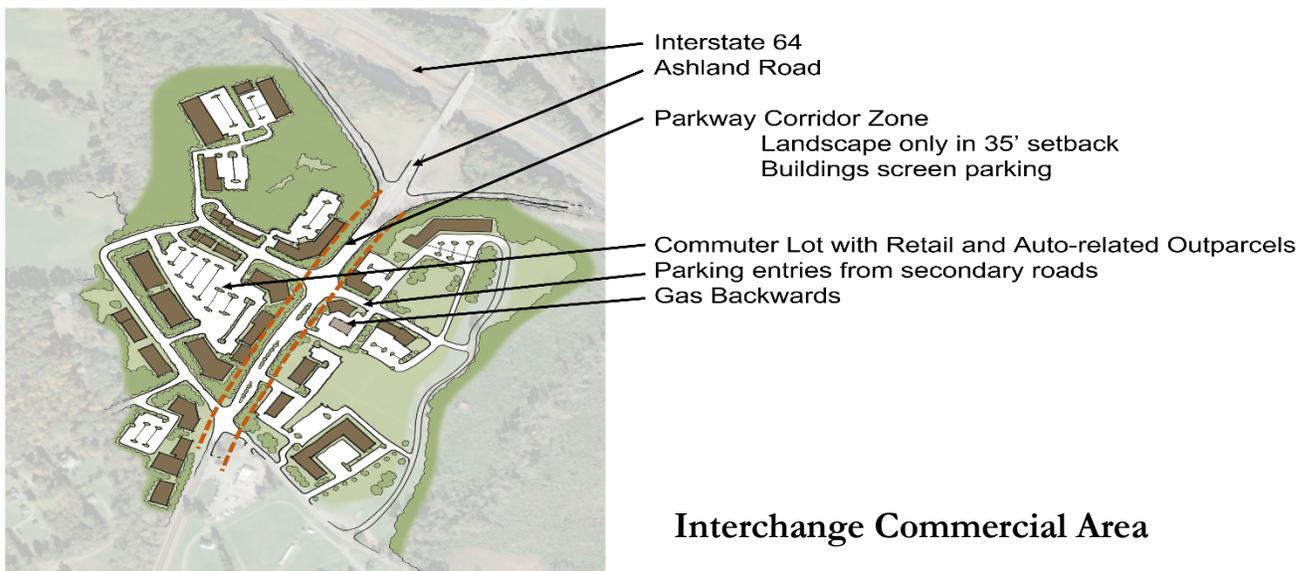
**Characteristics:** The Interchange Commercial zone is heavily landscaped, and buffered (from adjacent different uses), with visual clutter of ordinary interchanges screened from view. Clear visibility helps direct newcomers to appropriate facilities. All lots shall be served by public water and sewer.

**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>



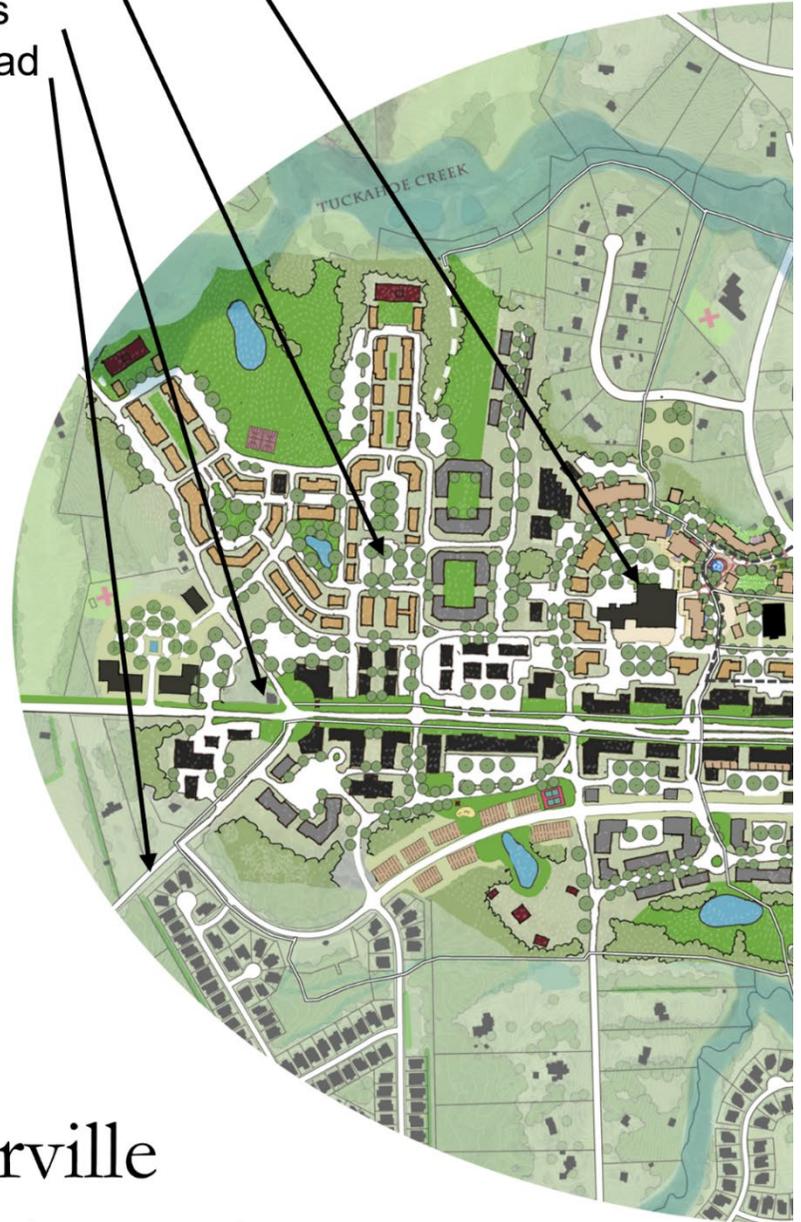
*Broad Street Parkway:  
Greenway shows connecting  
terraces and businesses.  
Occasional trees in buffer  
areas*



*Broad Street Parkway Corridor*

FUTURE LAND USE MAP

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



Centerville  
Small Area Plan

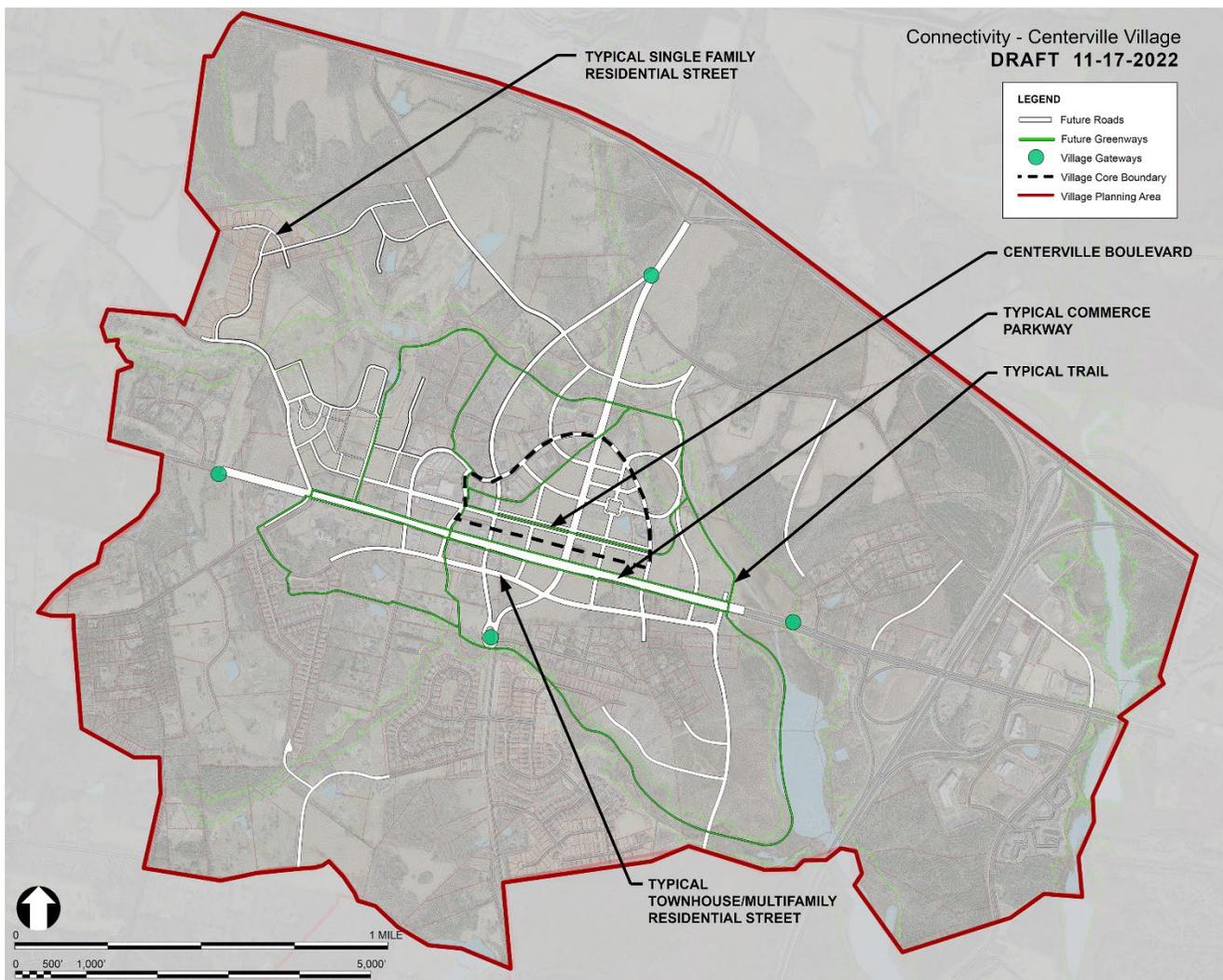
Tuckahoe Creek Trail  
Village Core  
Village Center  
Broad Street



## 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

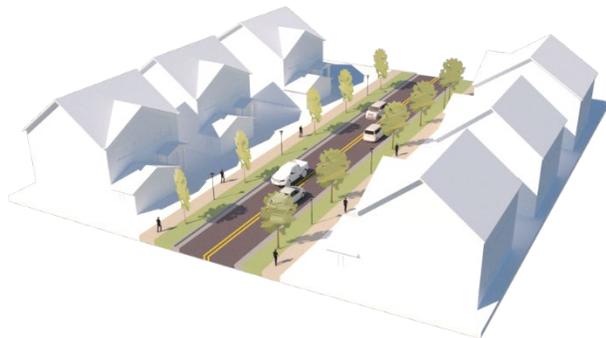
Prescribed in the Design Guidelines, these streets compose the framework for Centerville Village. Streets are designed to prioritize safety, bring an active street life to the community, and minimize the need for surface parking.



**Centerville Boulevard**



**Townhouse / Multi-Family  
Residential Street**



**Single Family Residential Street**

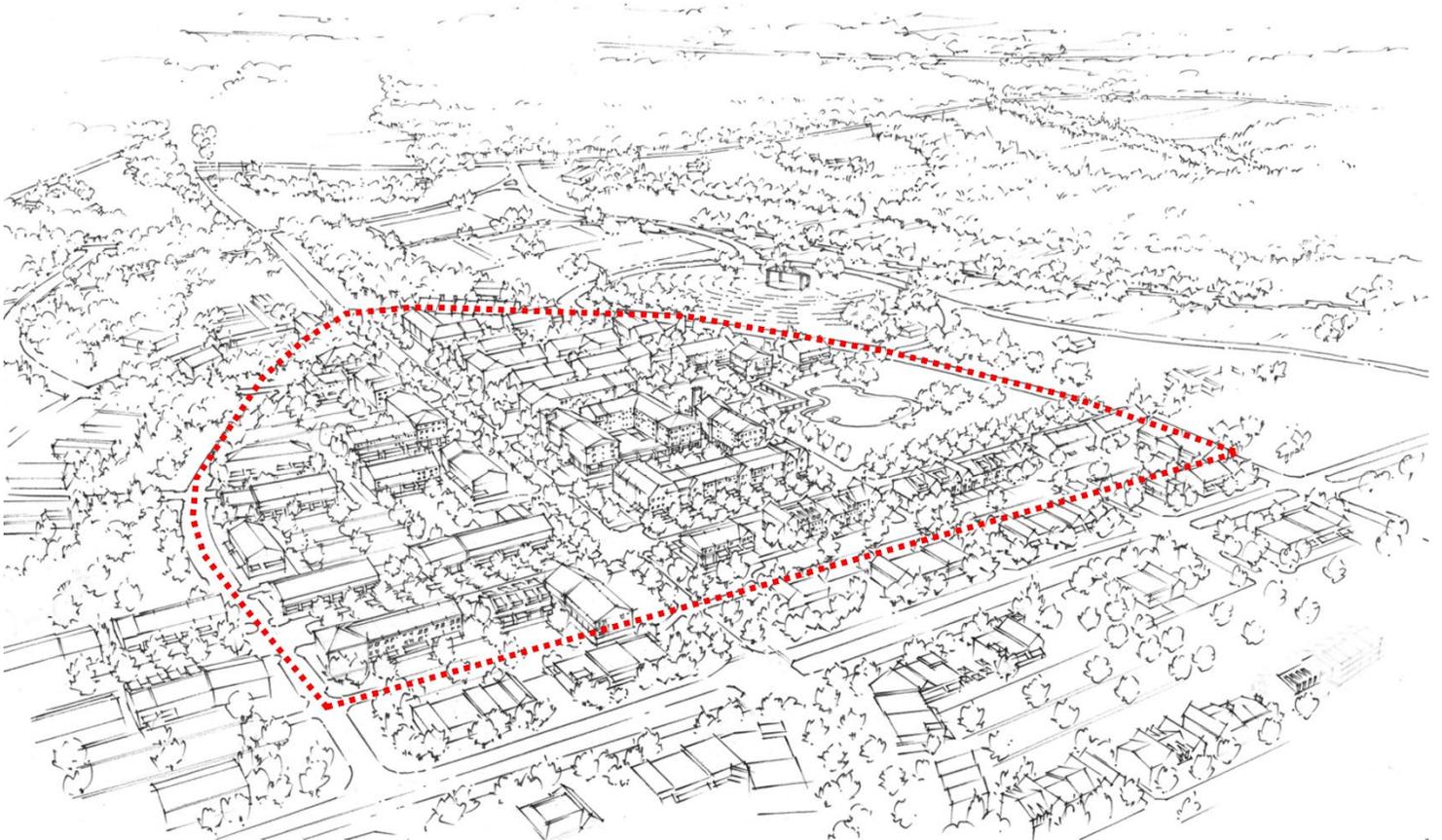


**Trail / Greenway**

See Guidelines for complete description

## Village Core

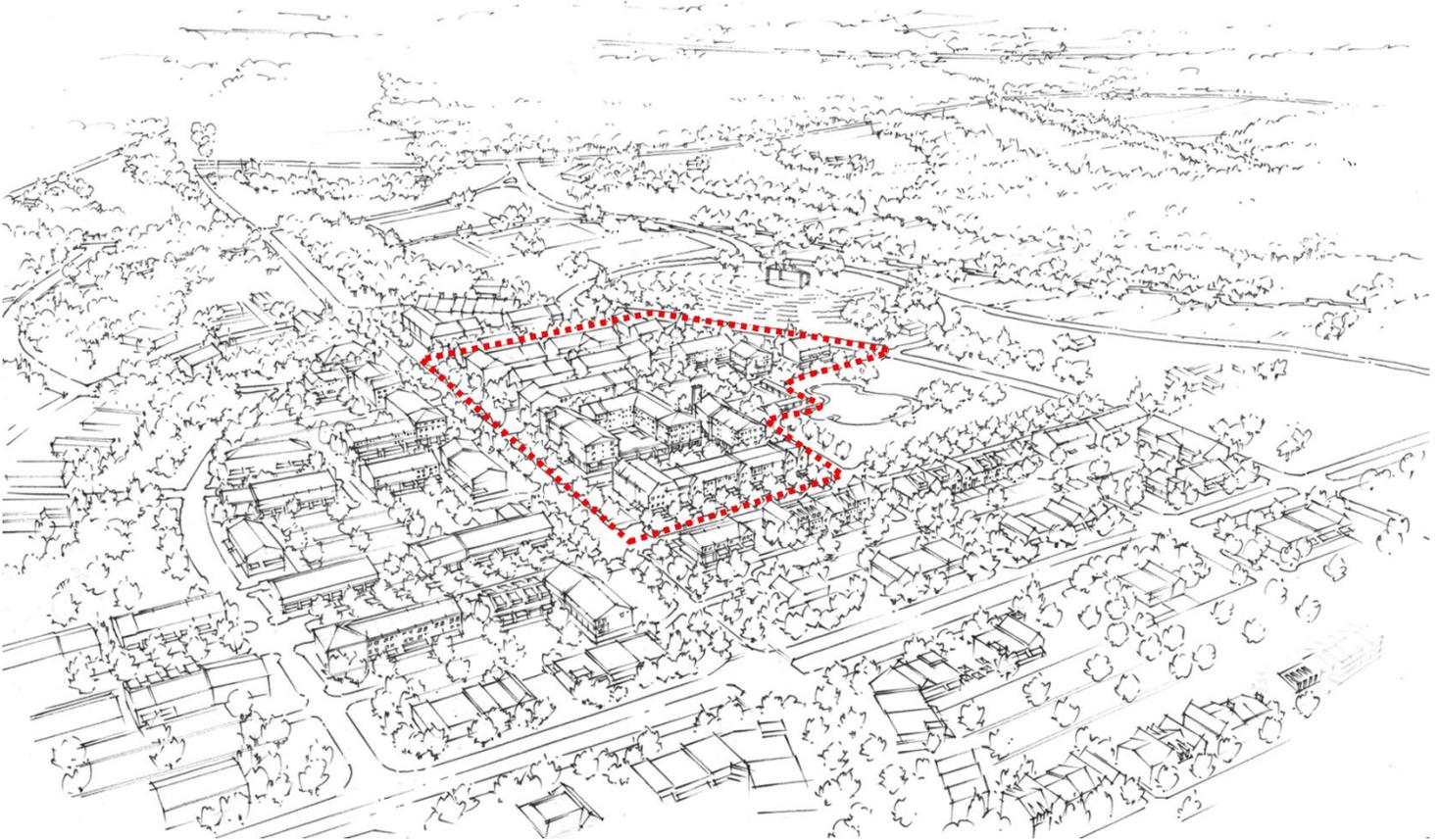
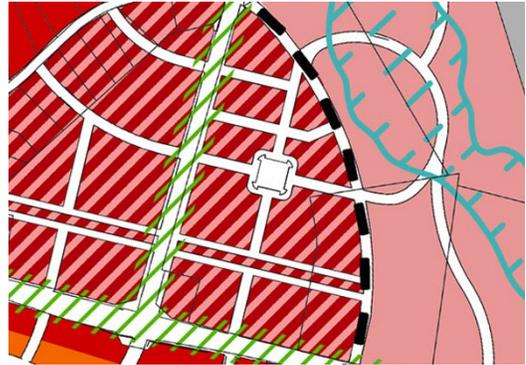
The Village Core represents an area focused on offering residential, mixed-use, and greenspace. Located around the densest portion of the village, Village core is intended to promote connectivity between lower density and higher density zones. This is achieved through sidewalks and parking lots that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

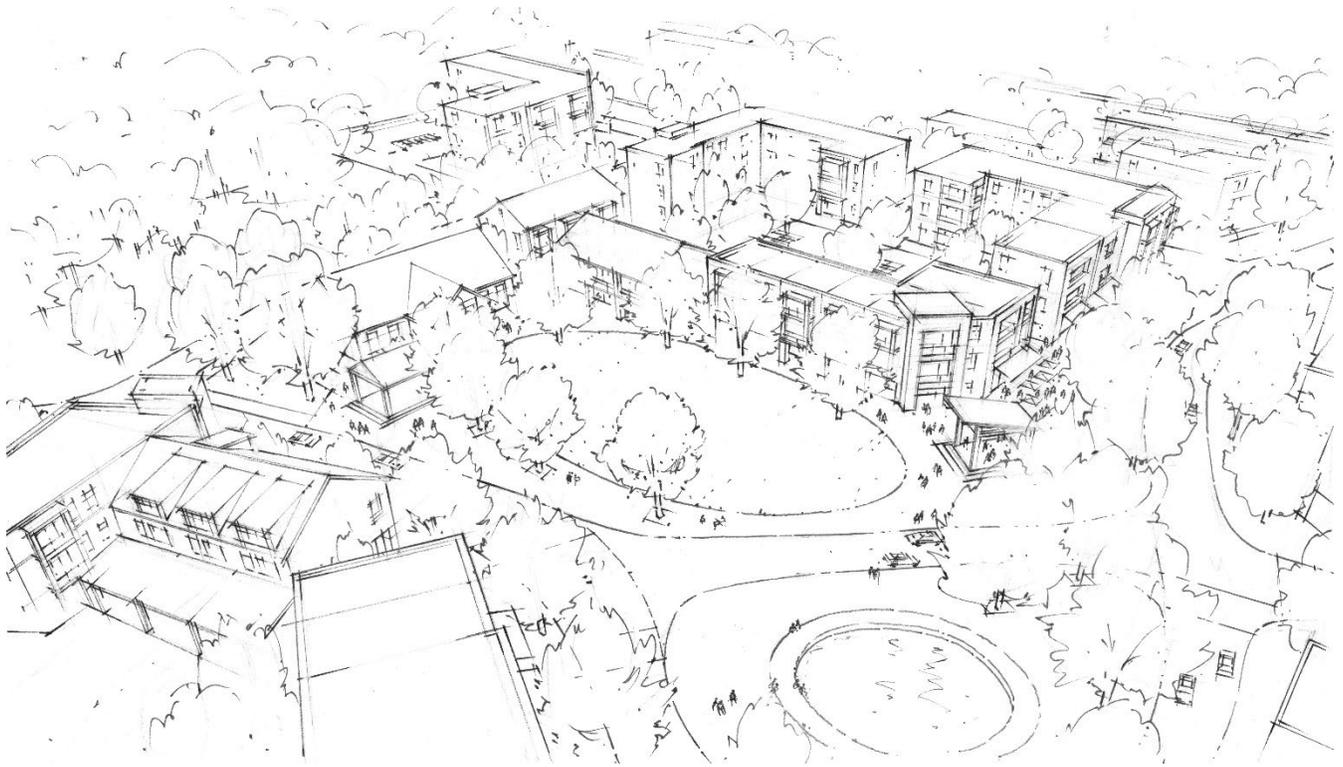




## Village Center

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

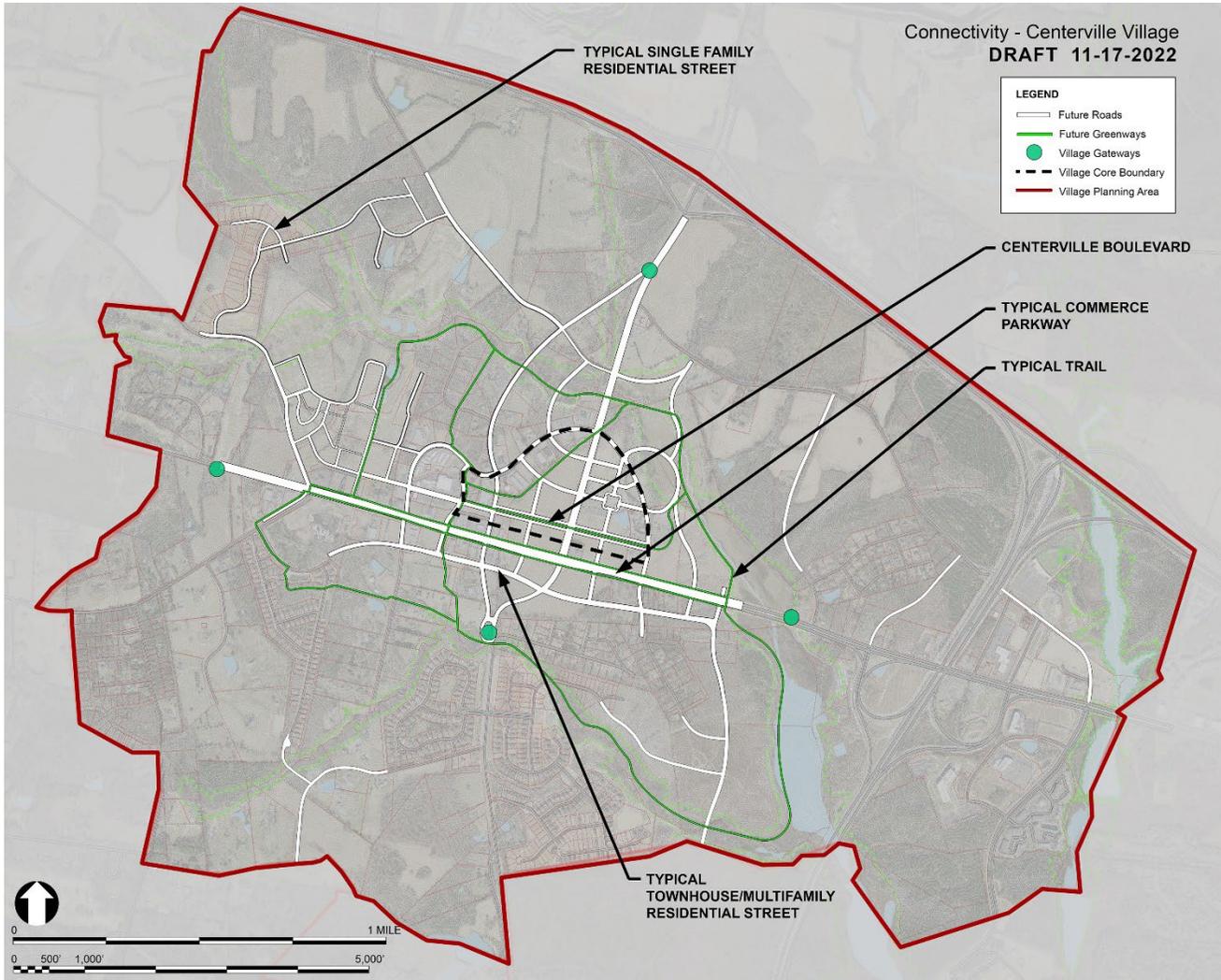
Gateway Commercial Areas offer a fantastic opportunity to blend the rural with the urban. With significant open space, gateway areas offer the opportunity to create prime location for residents and visitors alike to meet and engage in cultural activities, listen to a live concert, or take in the natural 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 – 3/4 View*



*Minor Street Crossing – from above*



HILL  
STUDIO

COMMUNITY PLANNING  
LANDSCAPE ARCHITECTURE  
ARCHITECTURE  
PRESERVATION