



APPENDIX A – DESIGN GUIDELINES

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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**



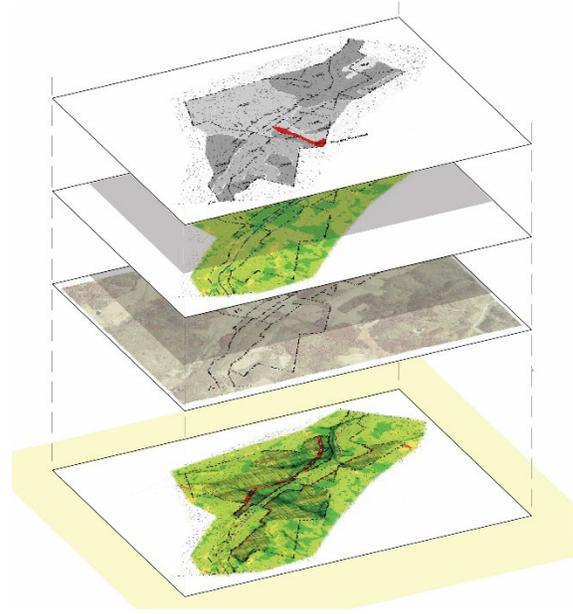
4. Utilize building placement to form complete streets and frame extraordinary outdoor spaces. Use building **forms and materials** to convey a modern village identity.

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:

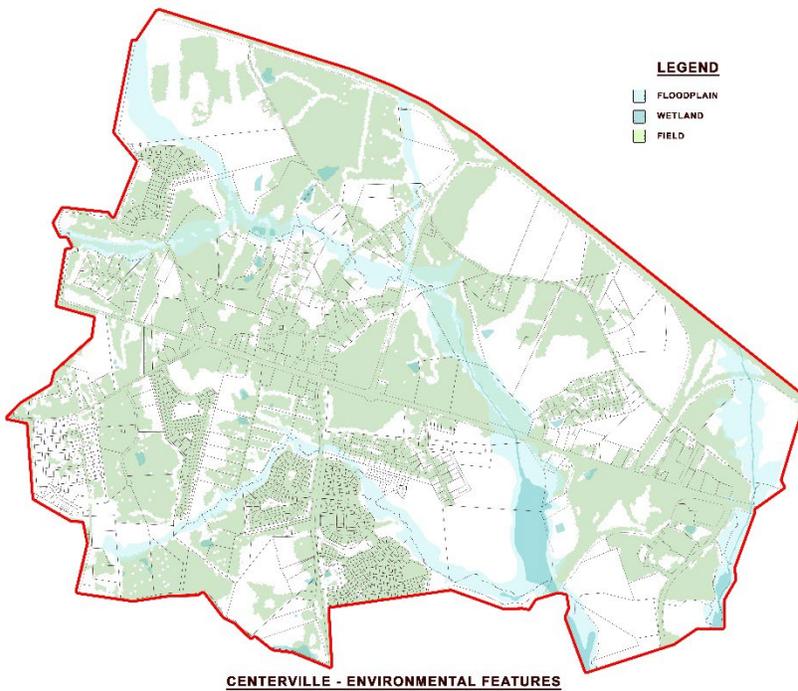
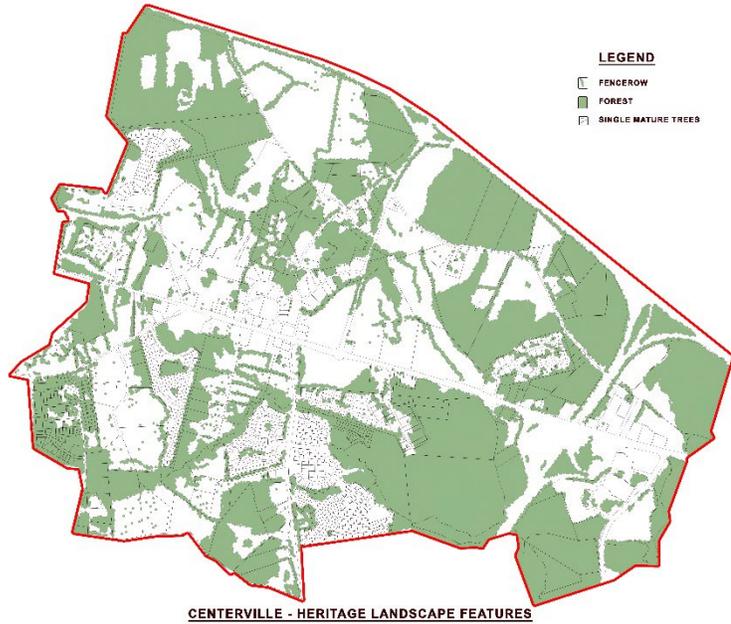
- Use a base map provided by the zoning administrator, create existing footprint maps showing existing features. Show all significant natural, cultural, and historic features, as well as all existing structures, parking, entry points, and roads.
- Show how tree rows, the flood plain, wooded lots and 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

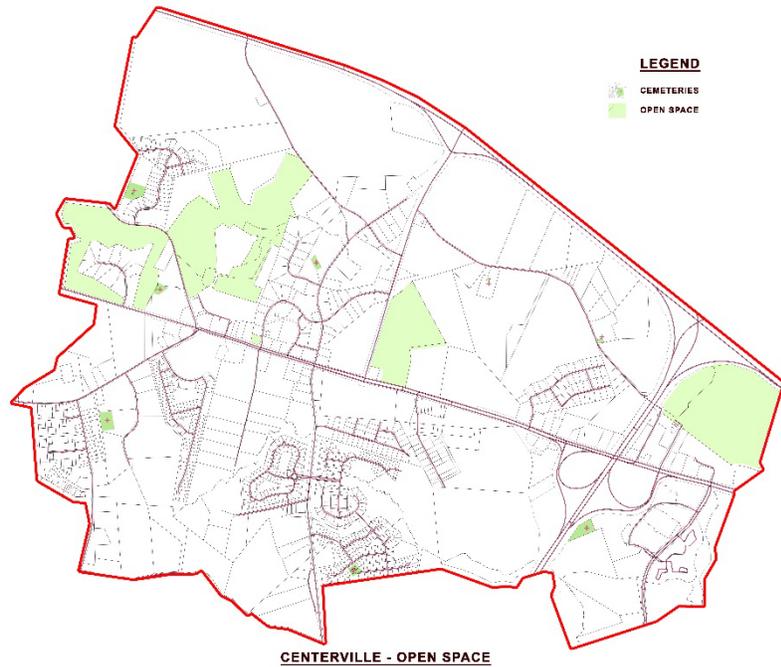
General Principles of site planning and development shall include consideration of natural features of the site as potential contributors to the design, instead of constraints that must be worked around. Any development will preserve Centerville’s established pastoral landscape features including:

- 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



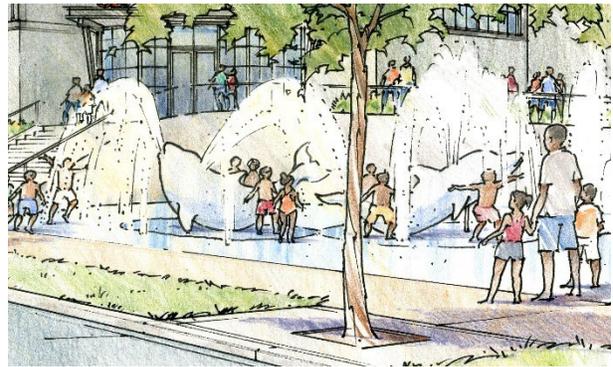
Neighborhood-level gathering spaces

- 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

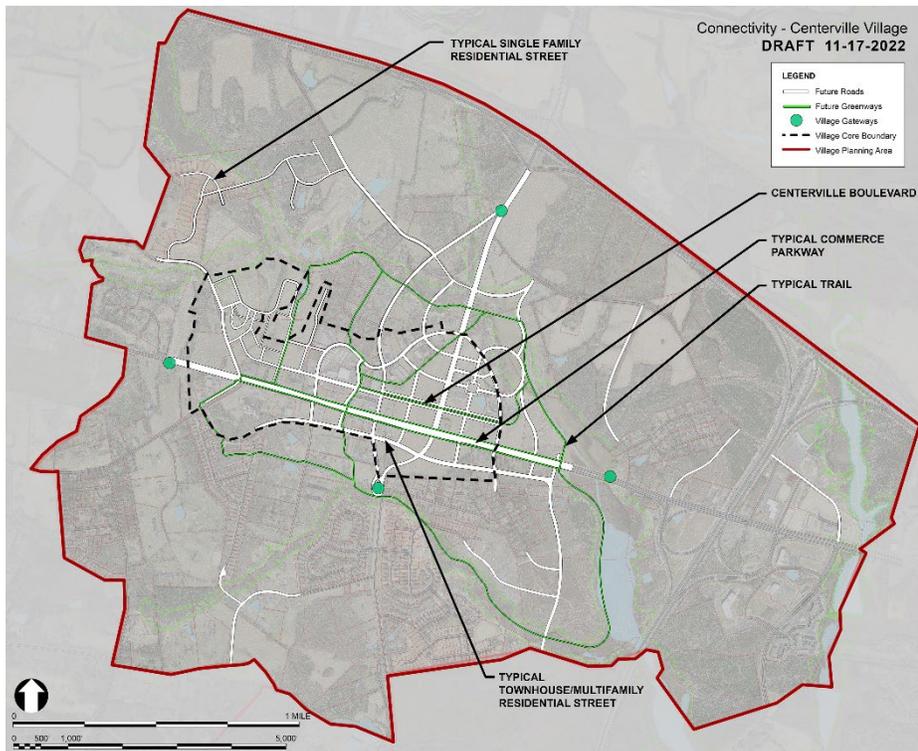


3. CONNECTIVITY

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:

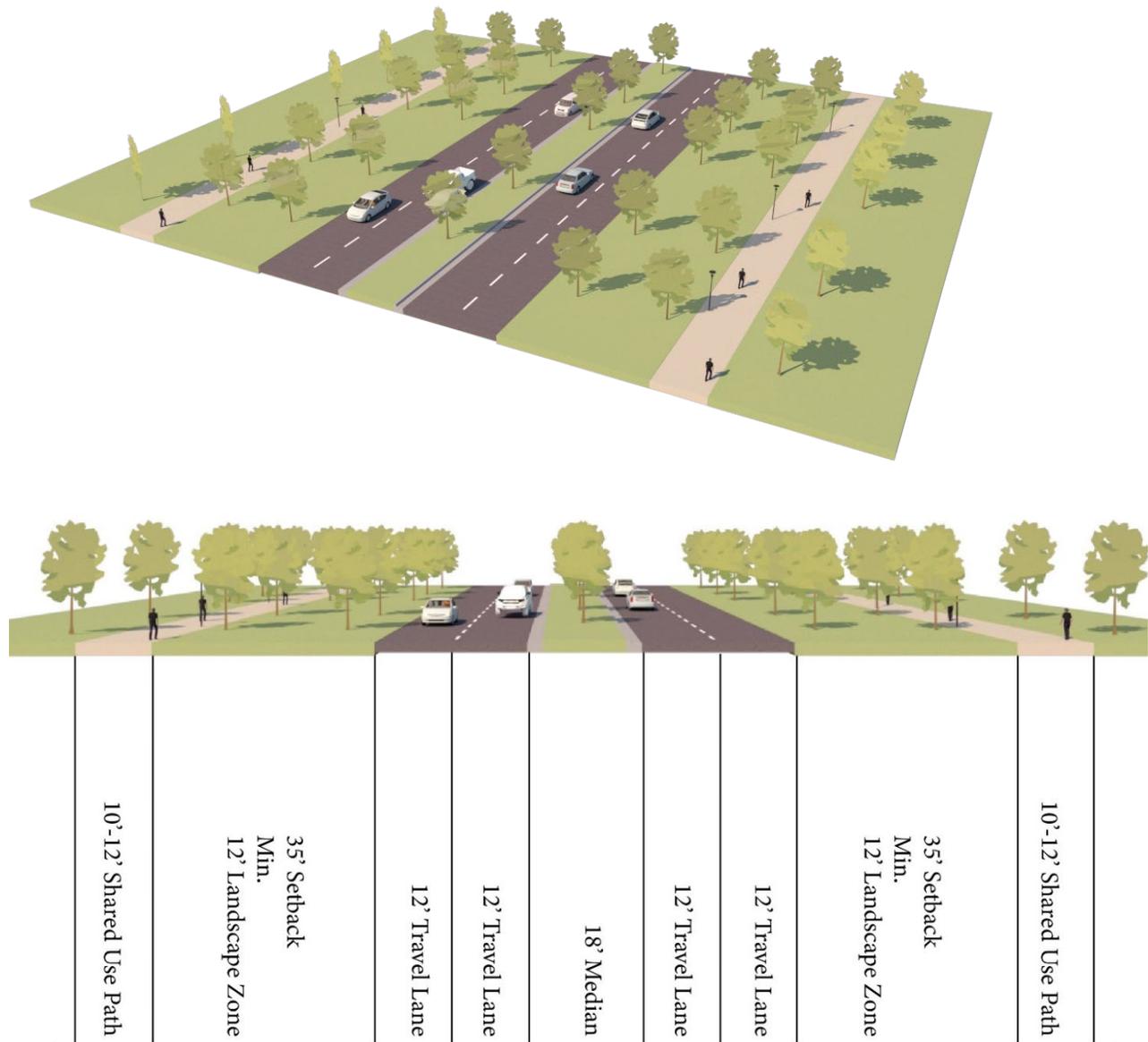
- Five-minute loading zones
- On-street parking
- Drop-off/curbside pickup areas
- Bicycle parking
- Motorcycle parking
- EV charging stations
- Greenway/trail connections



“COMPLETE” STREETS TYPOLOGY

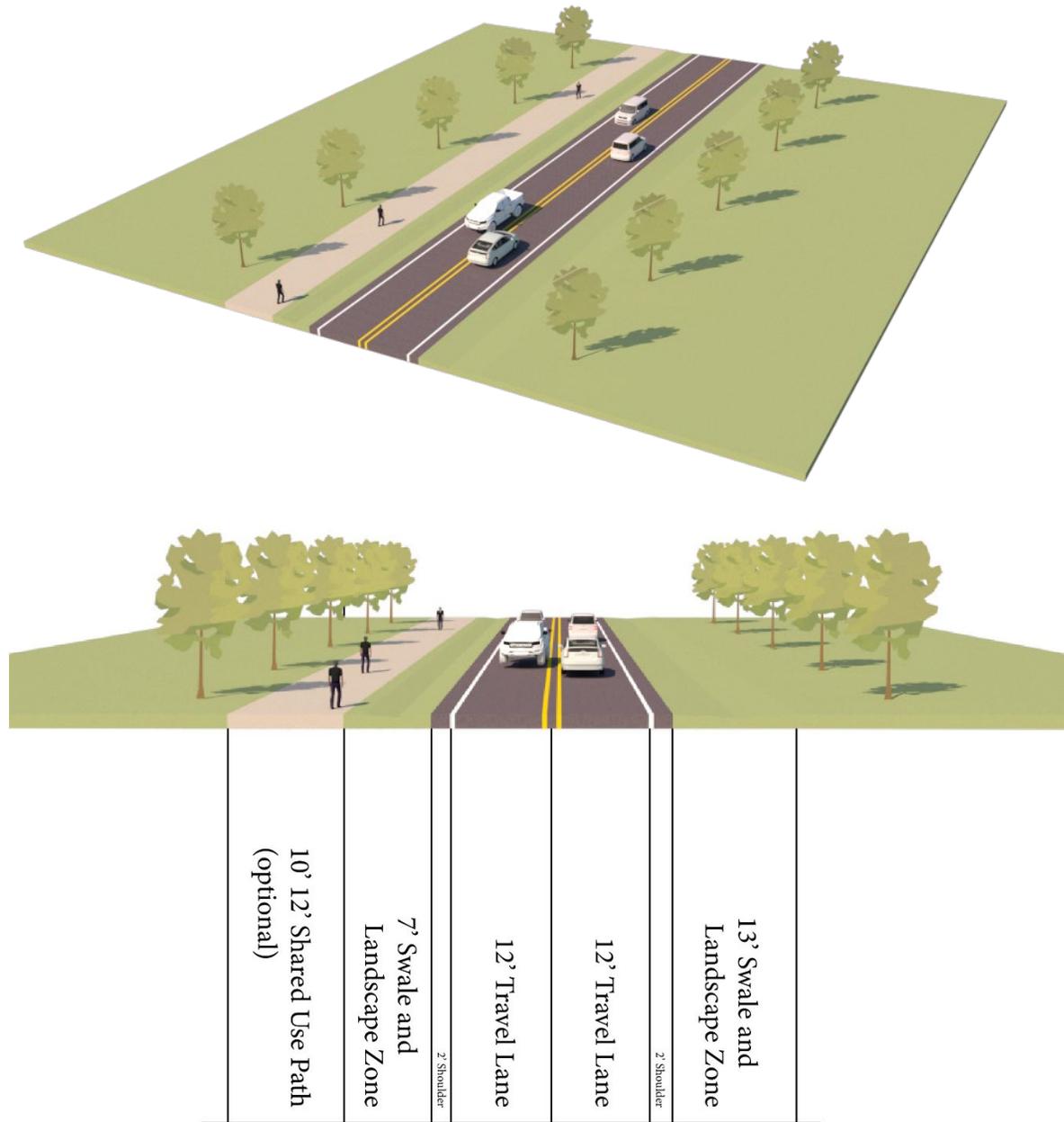
Commerce Parkway (VA 250/Broad Street)

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.



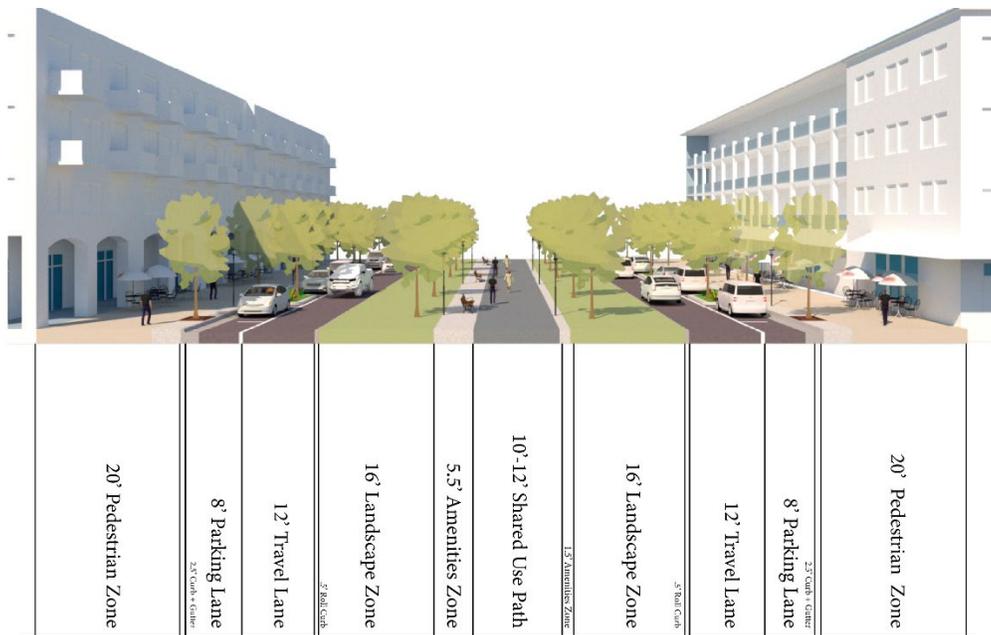
Rural Village Lane

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.



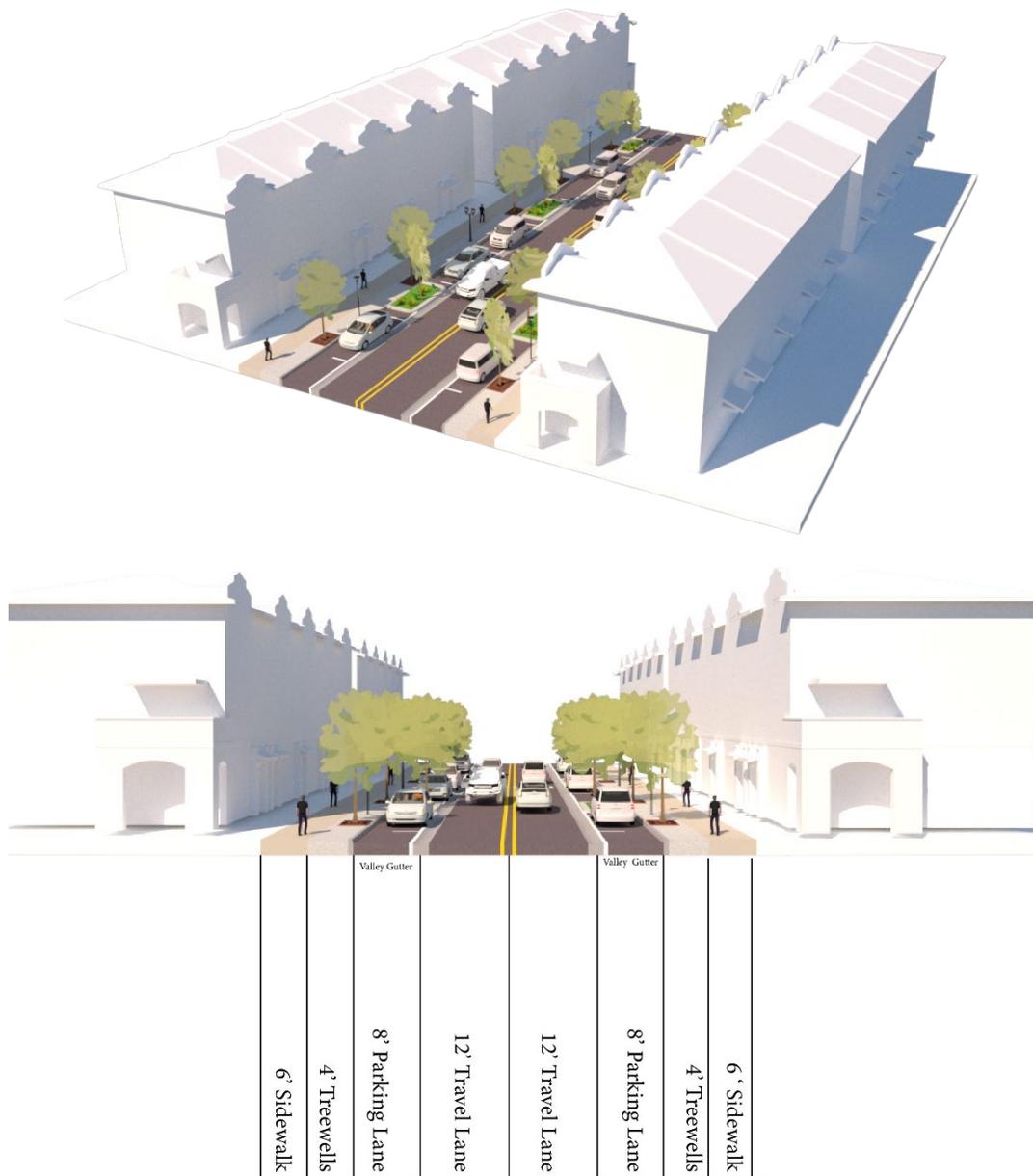
Centerville Boulevard

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.



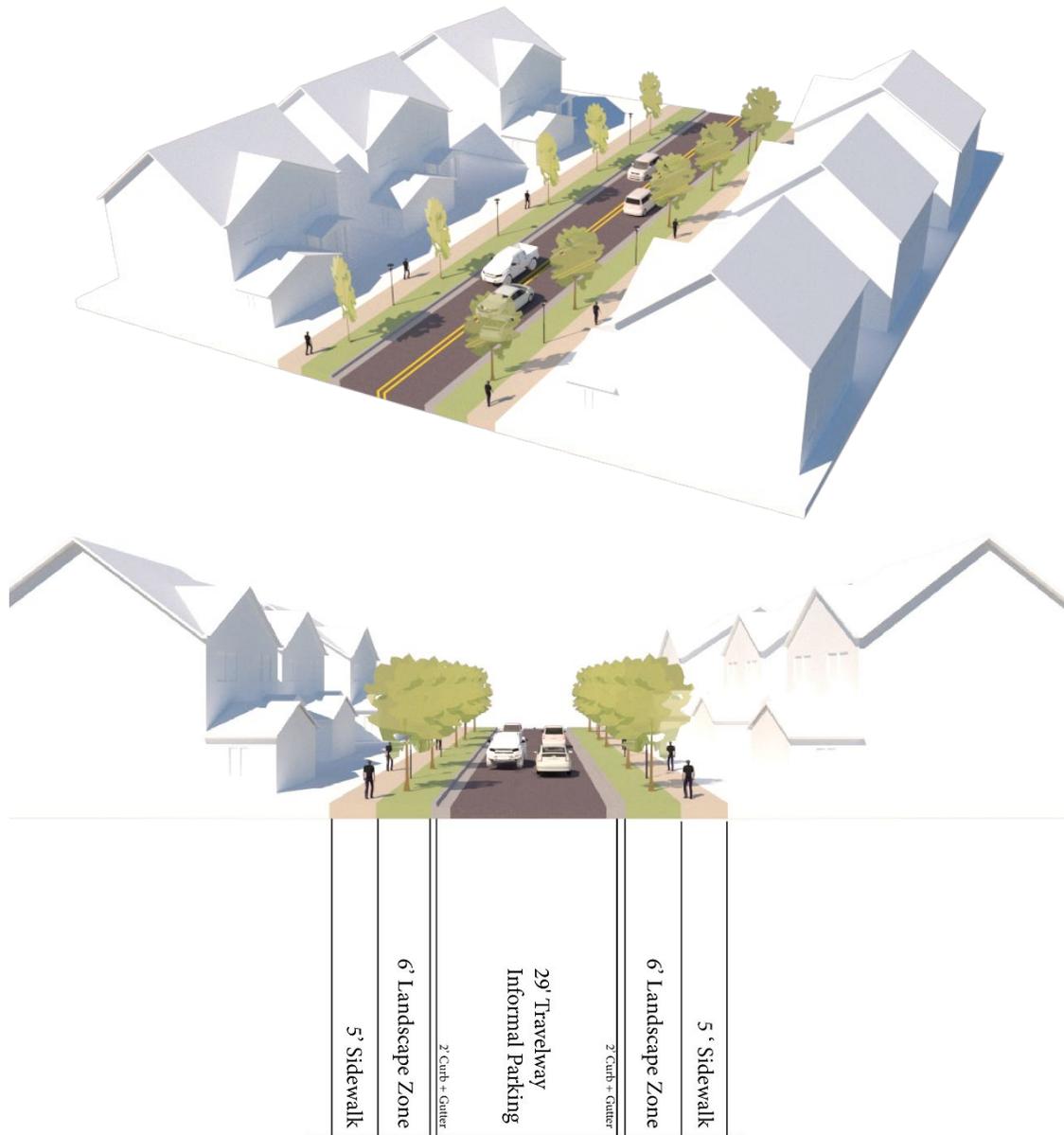
Townhouse/Multifamily Residential Street

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.



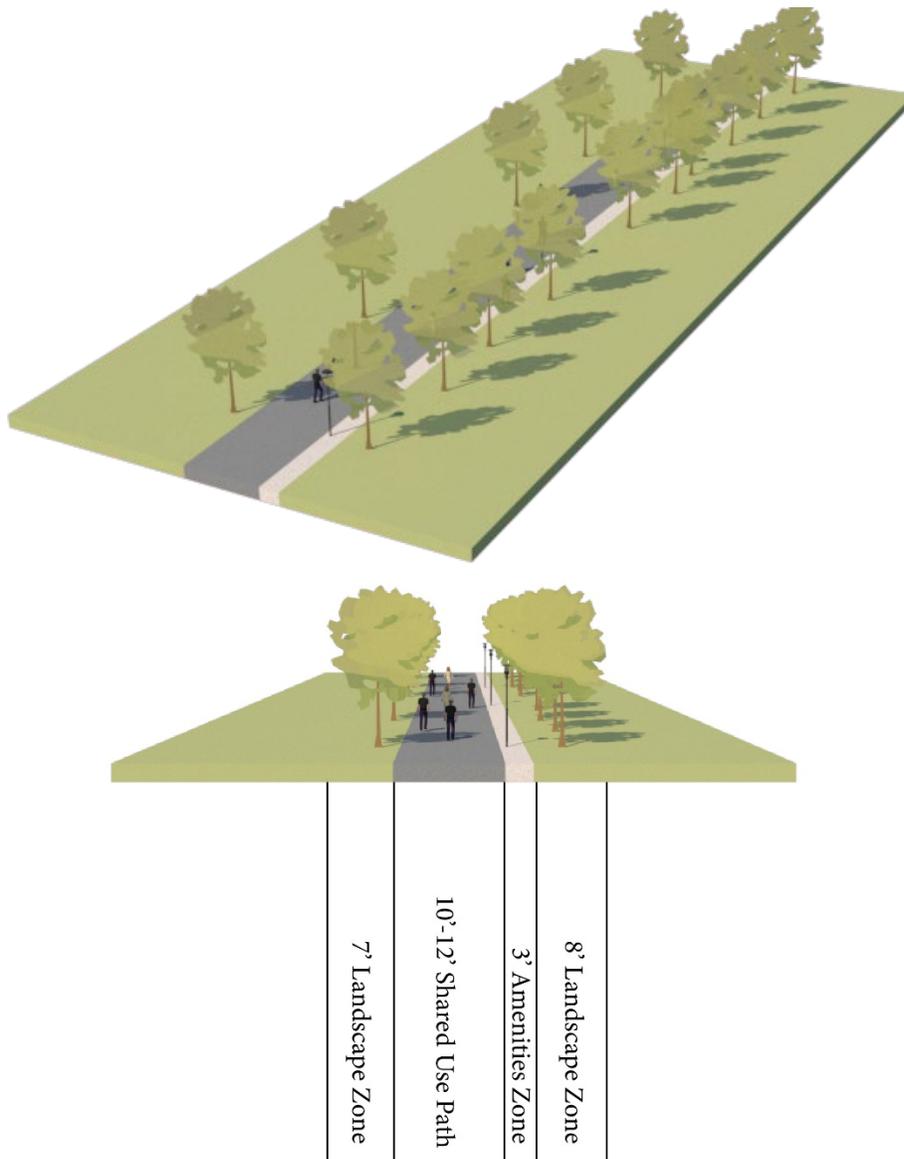
Single Family Residential Street

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.



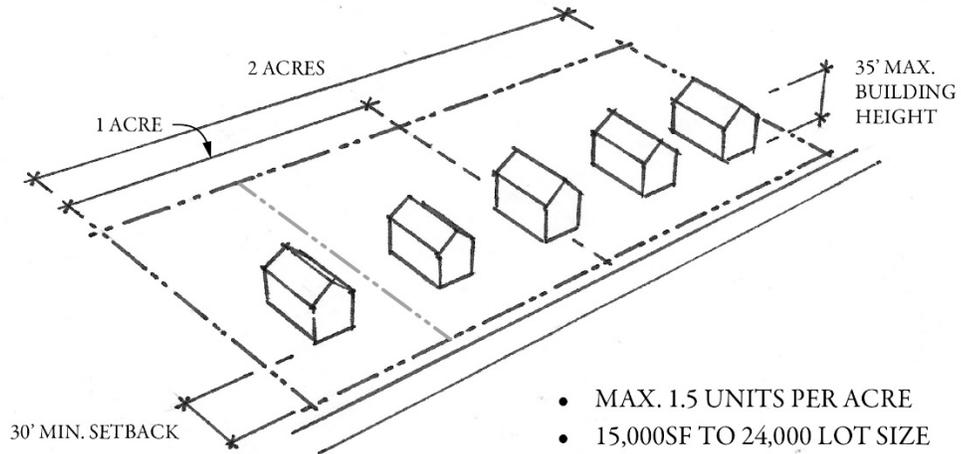
4. FORM AND MATERIALS

Building Placement

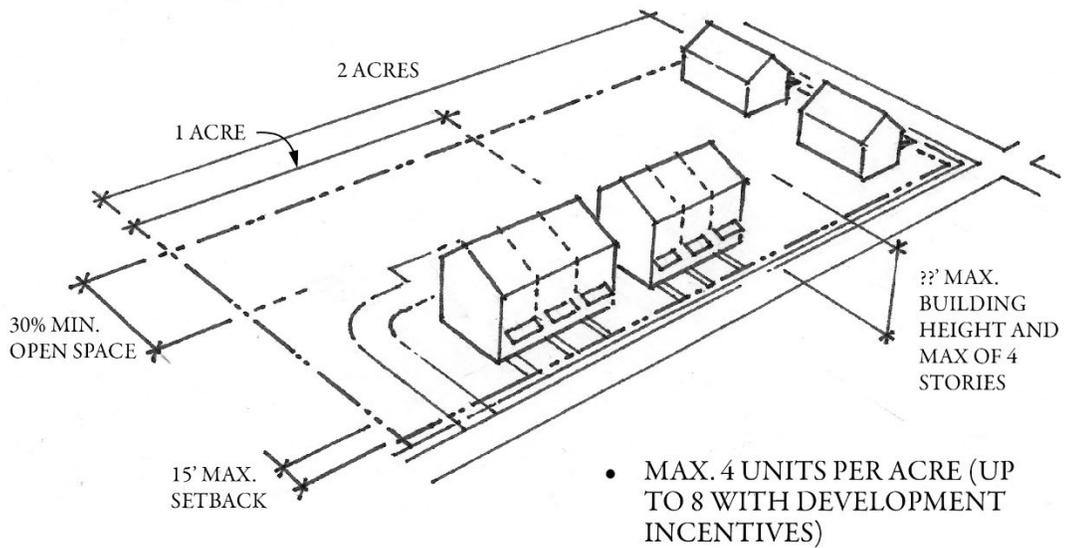
- Use new buildings to enhance the site and create a strong sense of place. Buildings should be placed in prominent locations and incorporate public spaces. Strategies for achieving these goals might include:
 - Create well-defined building entrances that welcome visitors/residents and integrate the 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.



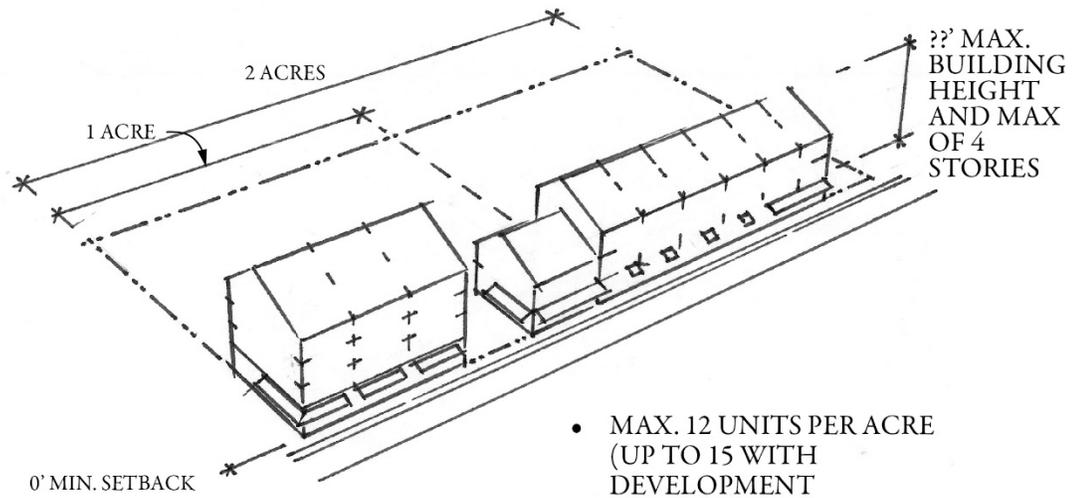
Building Placement Diagrams by Land Use



CENTERVILLE PLANNED UNIT DEVELOPMENT (CV-PUD)

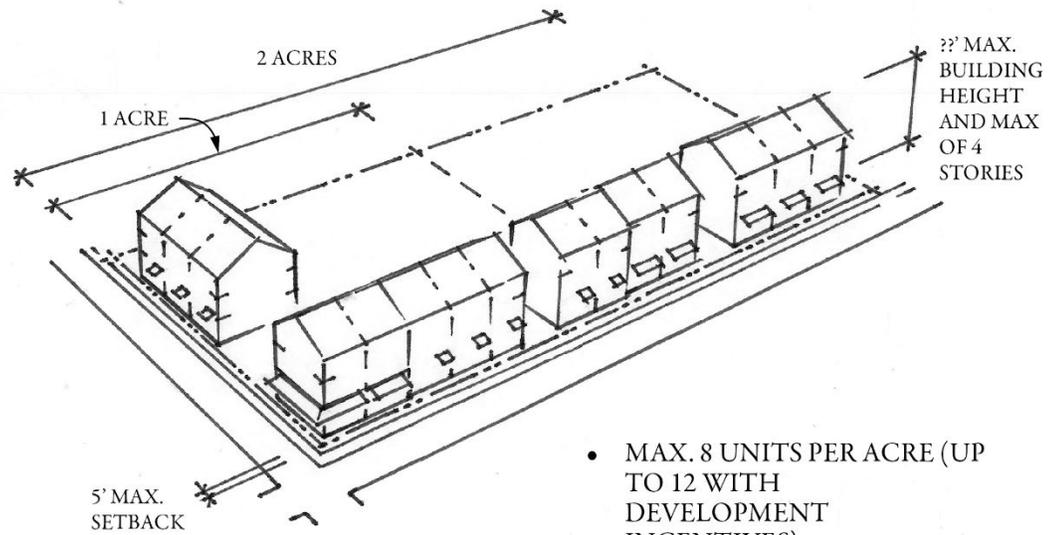


CENTERVILLE NEIGHBORHOOD RESIDENTIAL



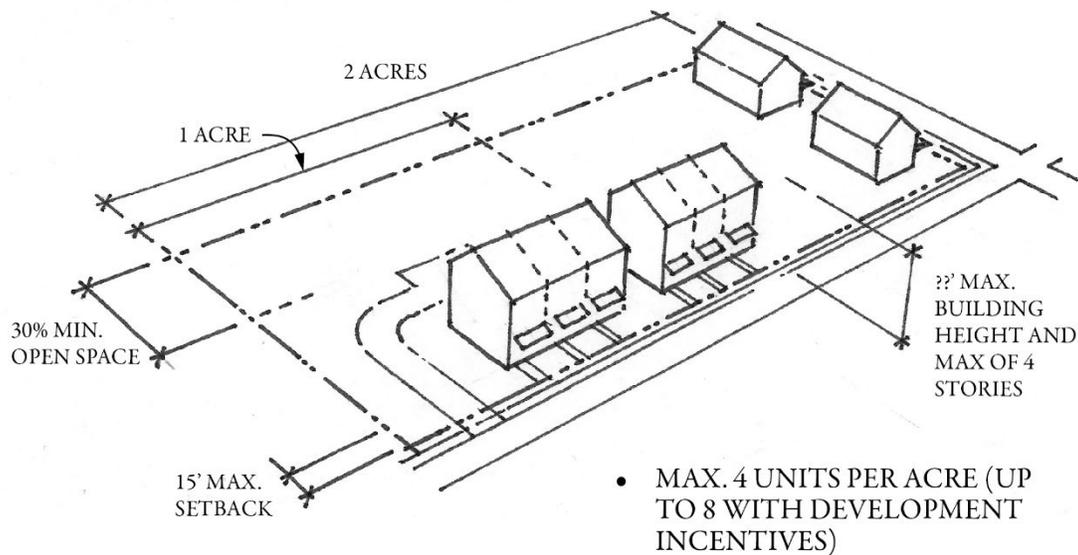
- MAX. 12 UNITS PER ACRE (UP TO 15 WITH DEVELOPMENT INCENTIVES)
- MIN. 30% COMMERCIAL

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.

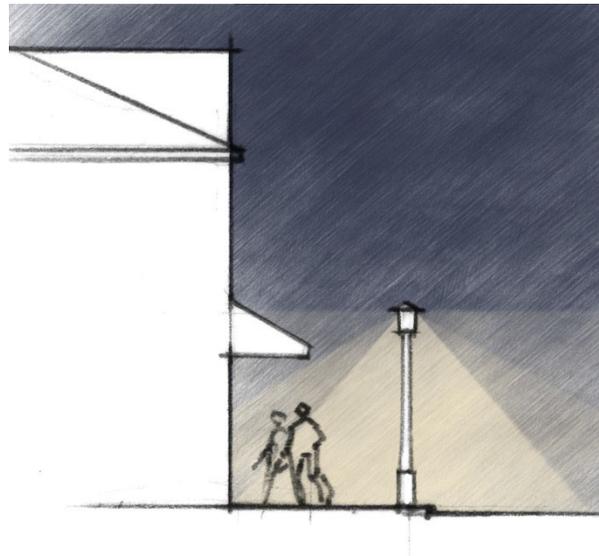
Parkway Commercial Overlay District (existing overlay signage requirements in Sec. 15-447.A(5))

- 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.