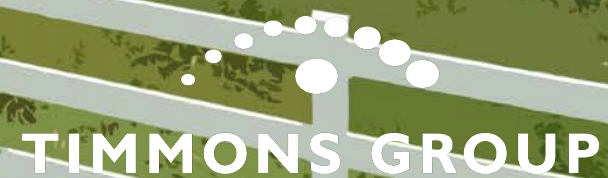


# CENTERVILLE SMALL AREA PLAN

DRAFT - JULY 2023



# CENTERVILLE SMALL AREA PLAN

## acknowledgments

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# I. A VISION FOR CENTERVILLE

This Small Area Plan establishes a vision and serves as a guide for decision making related to future growth and development as well as public and private investment in Centerville. The Five Vision Elements below establish the overarching direction for Centerville, looking out approximately 20 years to the year 2045.

## *Vision Element 1: Placemaking*

In 2045, Centerville is a vibrant mixed use community with a diverse mix of shops, restaurants, offices, public recreational spaces, and residential neighborhoods. New infill development has transformed single use shopping centers at the heart of Centerville into spaces with human-scaled built environment and walkable streets with interesting destinations for residents and visitors to gather and spend time.

## *Vision Element 2: Promoting Economic Development Opportunities*

In 2045, taking advantage of its location adjacent to population centers of Short Pump and Henrico County, Centerville has seen an expansion of small local businesses within the Mixed Use Core. Larger employers are located within the Economic Development zones within Centerville's periphery. Business growth has kept pace with residential growth so that County residents have convenient access to family supporting wage jobs and local businesses providing daily goods and services.

## *Vision Element 3: Well Planned Infrastructure & Services*

In 2045, Centerville residents enjoy a high quality of life and have access to essential public utilities and infrastructure. By directing new growth to Villages, such as Centerville, the County can efficiently deliver infrastructure and services to residents and business owners, including public water and sewer. Through thoughtful land use and transportation planning, the County has leveraged growth and development to create a connected network of complete streets, abundant public spaces, parks and trails, and a first-rate public school system.

## *Vision Element 4: Increase Access to Outdoor Recreation*

In 2045, Centerville residents have access to abundant outdoor recreation opportunities. The Mixed Use Core includes public gathering spaces that host regular events such as festivals and farmer's markets. Centerville residents live within walking distance to neighborhood parks that offer a variety of recreational amenities. Parks are connected by paths and greenways allowing community members to access nature and conveniently travel between Centerville's parks and open spaces.

## *Vision Element 5: Resource Protection & Growth Absorption*

In 2045 Centerville will continue to add new homes and commercial buildings so that Goochland County's farms, open spaces, forests, and waterways can remain intact. Greenways and parks within Centerville will provide connectivity to the broader network of County open space and greenways providing Centerville residents access to the County's rural resources.



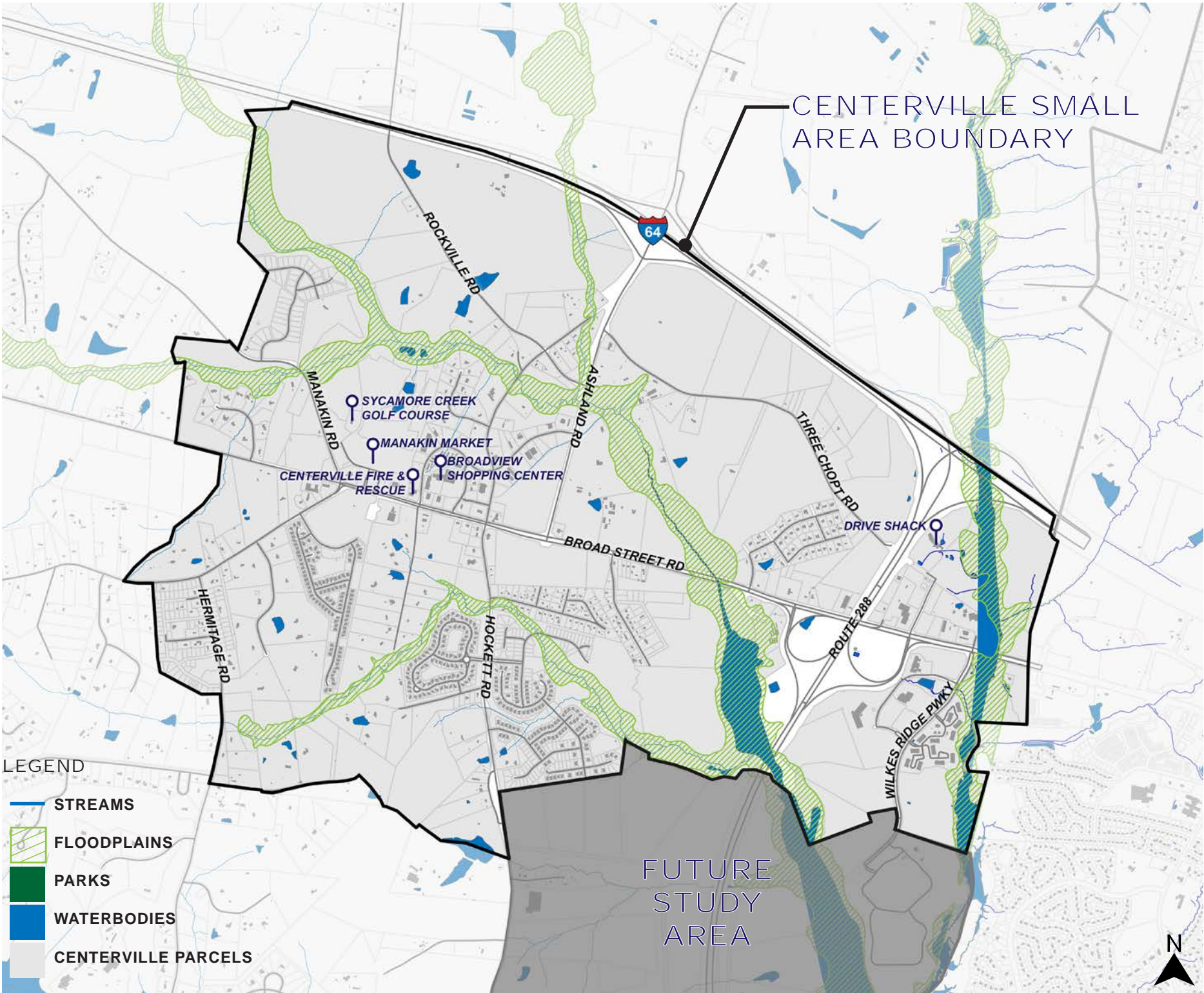
# CENTERVILLE BOUNDARIES

## Location and context

Centerville is located in eastern Goochland County, with the Henrico County line serving as its eastern boundary. Centerville is bisected by Broad Street which runs east to west through the area. Interstate 64 forms the northern boundary of the Centerville and State Route 288 runs north and south through eastern Centerville.

There are three highway interchanges within Centerville: Route 288 and I-64, Route 288 and Broad Street Road, and I-64 and Ashland Rd. The presence of these interchanges and convenient access to the interstate makes Centerville and the surrounding area a prime location for industrial and economic development uses. West Creek Business Park is partially located within the southeast portion of the plan's boundary and is home to major employers such as Capital One and CarMax. Industrial uses including Luck Stone and Lee Hy Paving are just north of Centerville and I-64. Much of the land west of Centerville is designated Rural Enhancement Area.

A future study area is identified to the south of the Centerville Village. This area is part of West Creek, one of Goochland's prime economic development areas. As part of its ongoing economic development efforts, Goochland County should develop a Business Plan, centered on strategic economic development. Based on locational assets and community and stakeholder input, the plan should identify appropriate target industries for this area. Additionally, planning efforts should identify any transportation and utility infrastructure investments needed to capitalize on these future opportunities in the area.



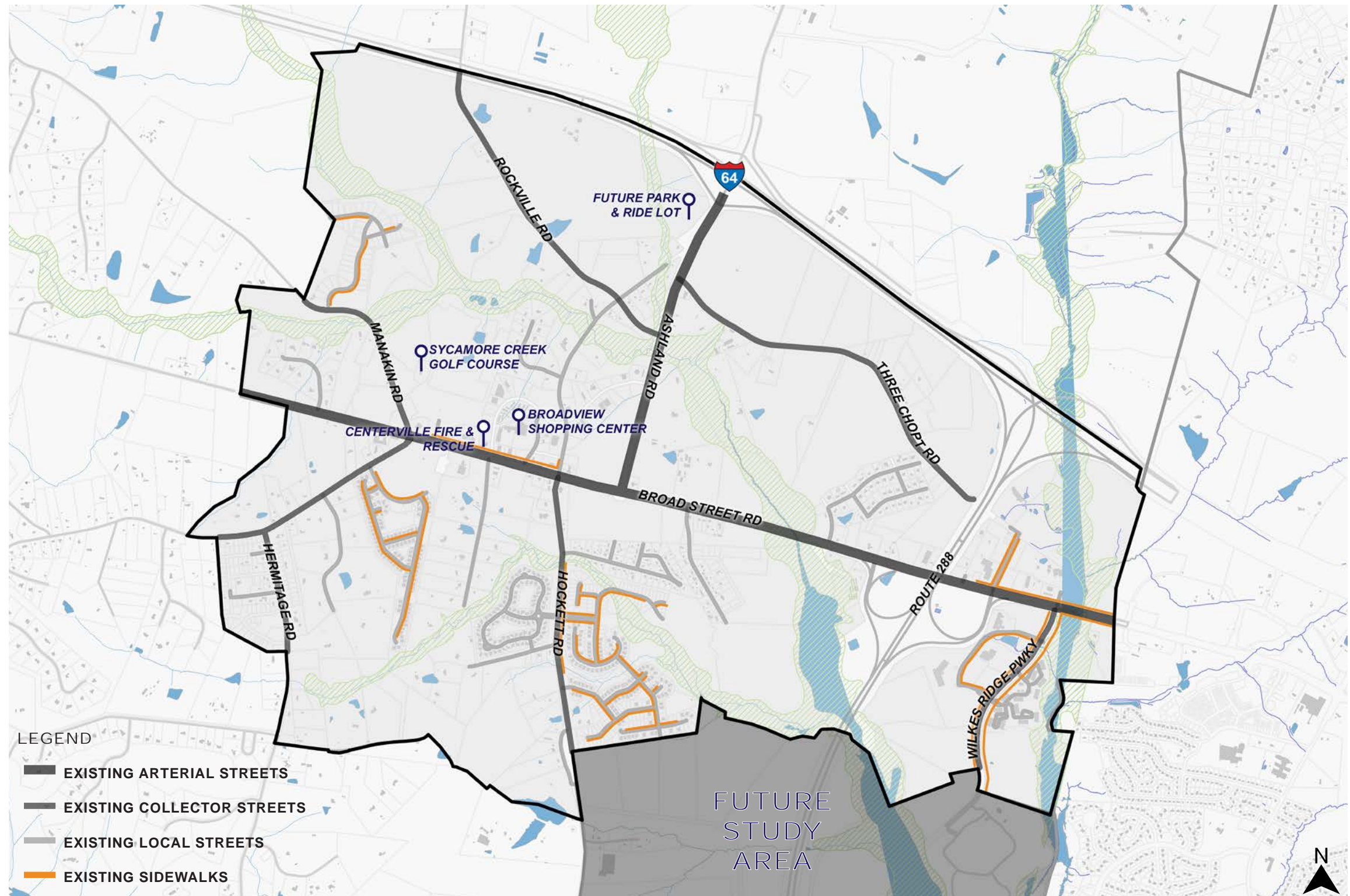


# II. TRANSPORTATION

## Existing conditions

Broad Street Road bisects Centerville running east and west and serves as the main access road and spine of transportation through Centerville. Manakin Road, Hockett Road, Ashland Road, and Wilkes Ridge Parkway branch off of Broad Street Road and provide access routes to Centerville's businesses and neighborhoods north and south of Broad Street Road. Generally, these streets lack interconnectivity and route most local traffic onto Broad Street Road.

Local Streets within Centerville mostly serve residential neighborhoods and subdivisions. Newer streets within Centerville have sidewalks on at least one side. However, Centerville's arterials and collector streets lack pedestrian and bicycle facilities, with the exception of a few segments of sidewalk on the north side of Broad Street Road. The future study area identified in the map should identify any transportation and utility infrastructure investments needed to capitalize on Economic Development opportunities in this area.





# PROPOSED NETWORK

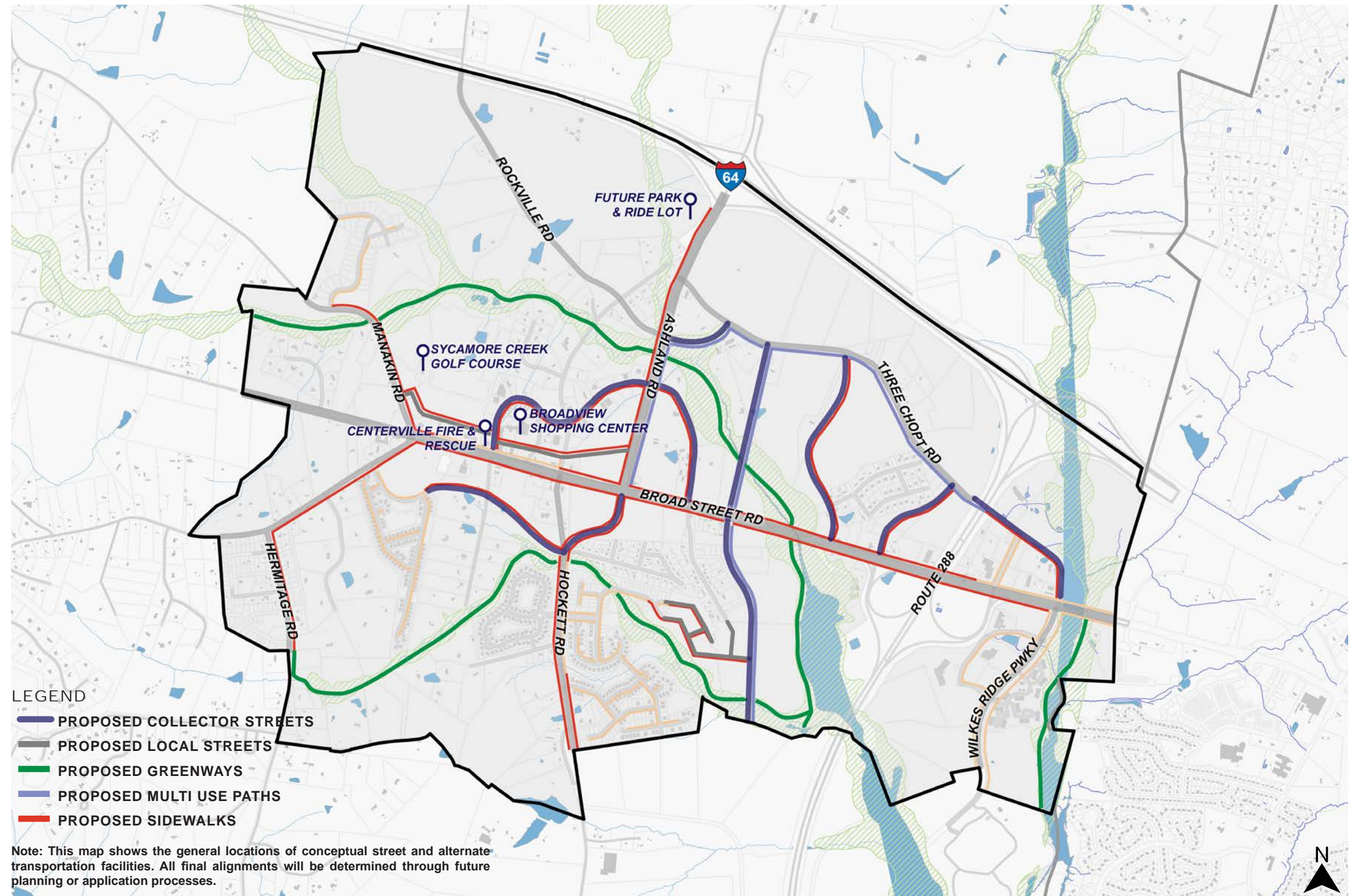
## Enhancing mobility

The proposed network focuses on improving street connectivity and building a pedestrian and bicycle network within Centerville.

Improved connectivity among Centerville's streets will reduce reliance on Broad Street Road and improve walkability by creating more direct routes between destinations. A north-south collector is proposed west of Ashland Road and two parallel east-west collectors are proposed north and south of Broad Street Road. These collectors will reduce dependency on Broad Street for local trips.

Adding sidewalks and shared use paths along Centerville's arterials and collectors will create the beginnings of a connected bicycle and pedestrian network. These facilities will improve safety and create connectivity between neighborhoods, businesses, and employment uses.

Proposed greenways provide additional routes for walking and bicycling and also provide access to the County's natural amenities, including the East End Trail.

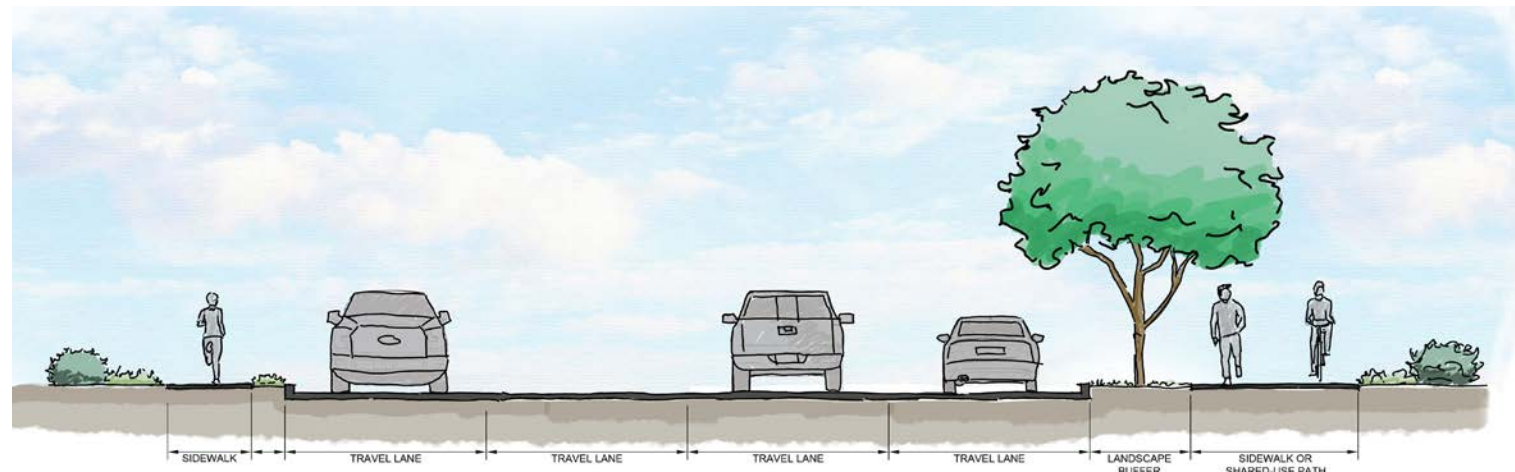


The proposed realignment of Hockett Road is currently funded by Richmond Regional Transportation Planning Organization (RRTPO) and the Virginia Department of Transportation (VDOT).



# ARTERIAL STREETS

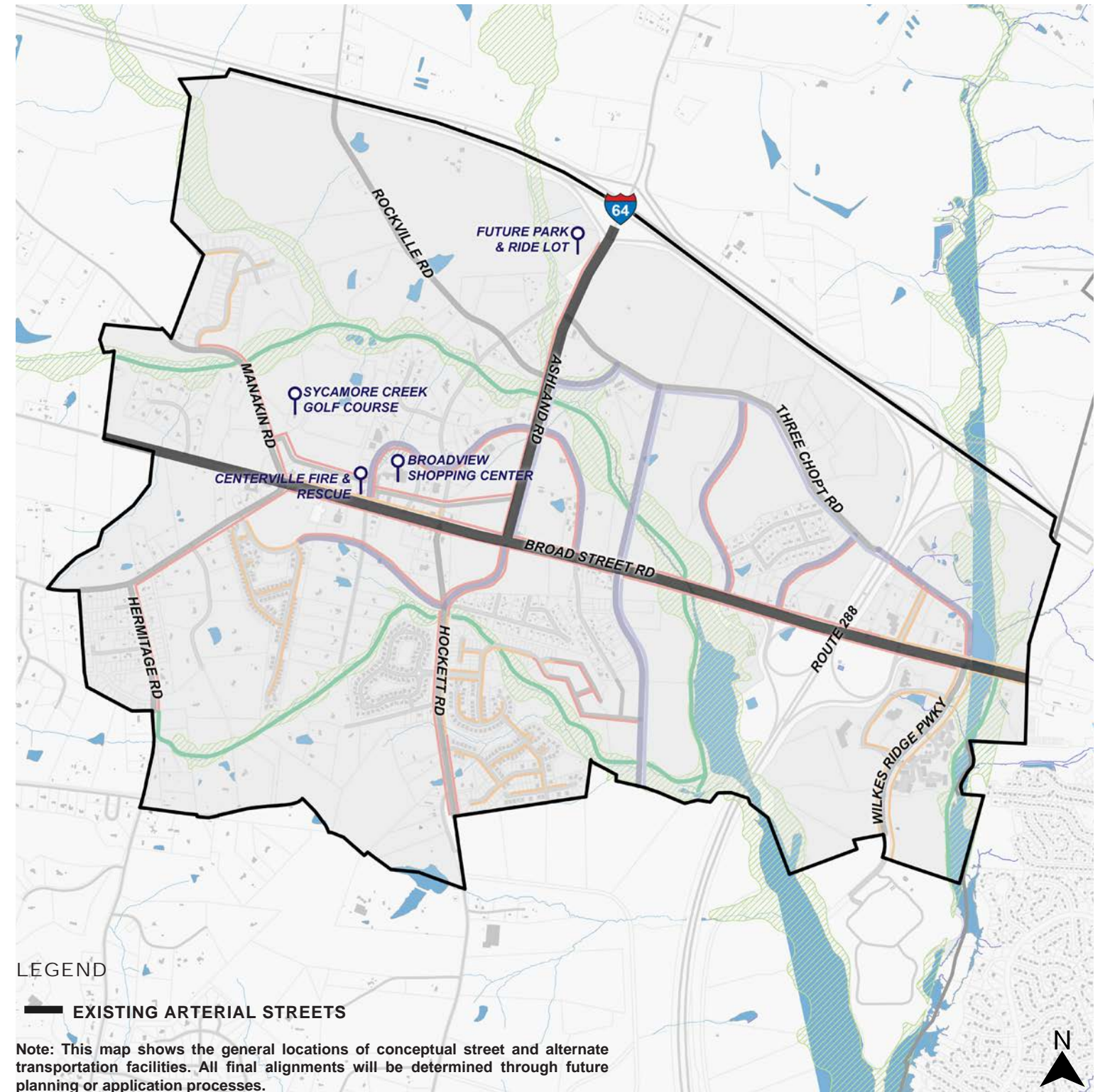
The Proposed Network shows a hierarchy of streets based on street's function and capacity (how many people, cars, bikes it can accommodate). The scale and design of a street should be both a reflection of its capacity, the level of access it provides, and its role in the overall network.



Conceptual Arterial Street Section (typ.)

## High capacity through streets

There are two arterial streets in Centerville: Broad Street Road (Route 250) and Ashland Road (Route 623). The function of Arterial Streets is to connect Centerville to other places within and beyond Goochland County and often carry regional pass through traffic. Arterials also serve as the main streets for Centerville providing access to Centerville's commercial centers and businesses. Due to their multiple functions, Arterials are designed to handle a higher volume of traffic than the other streets and the street sections can vary, depending on the context and location. Within Centerville, it is recommended that Arterial Streets have slower speeds and should include dedicated sidewalks or shared use paths and crosswalks. Depending on traffic volumes, Arterials may have one or two lanes in each direction with dedicated turn lanes. Arterials outside of Centerville may have no sidewalks and higher posted speed limits.





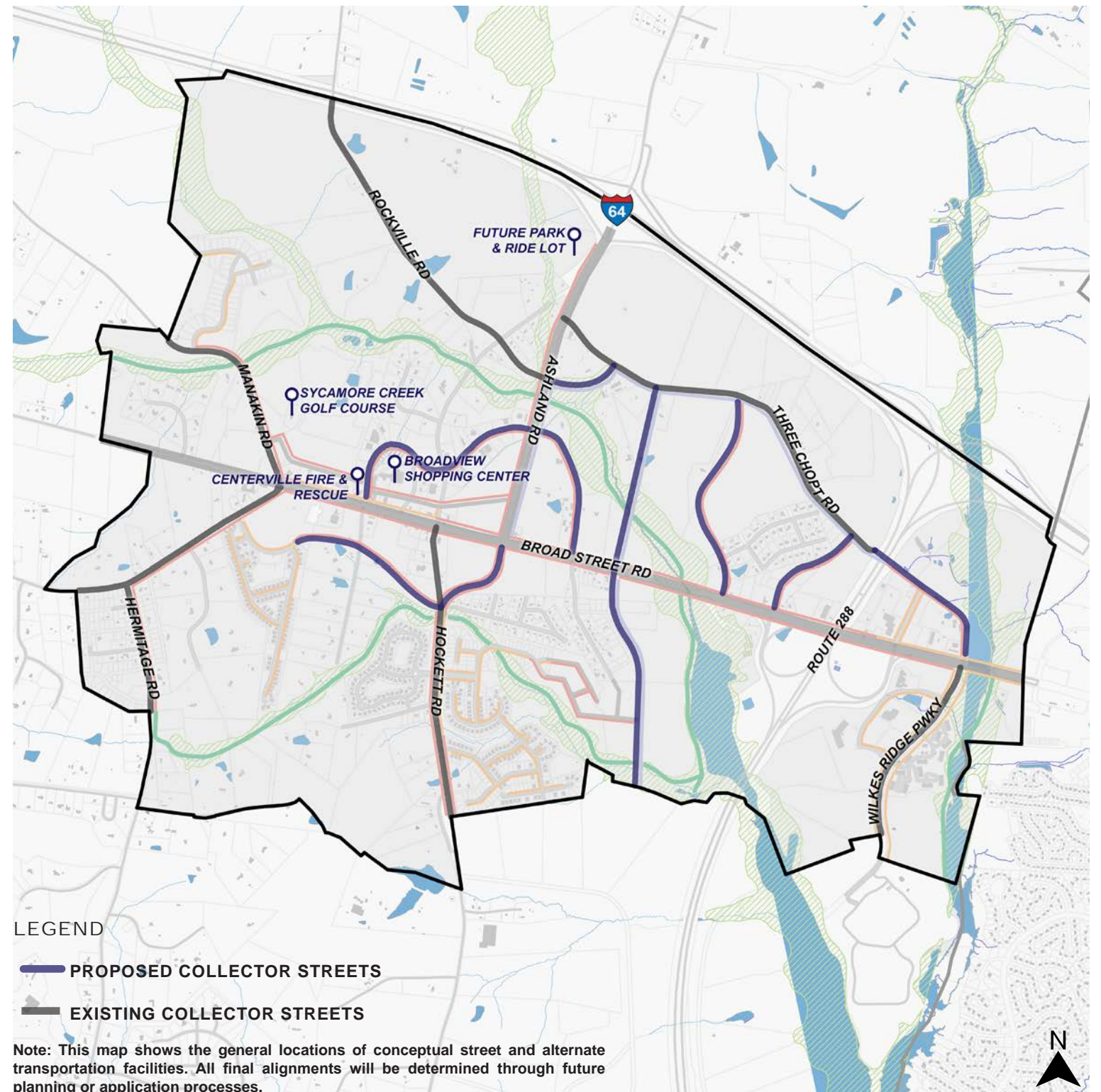
# COLLECTOR STREETS



Conceptual Collector Street Section (typ.)

## Medium capacity connectors

Collectors serve as medium capacity streets with low speeds that provide connectivity between County destinations and neighborhoods. Examples of collector streets within Centerville include Hockett Road, Manakin Road, and Three Chopt Road. Proposed collectors will continue to build out the network and create more connectivity between Centerville's destinations. Proposed connectors parallel to Broad Street Road, east of Ashland Road, and connecting between Three Chopt Road and Wilkes Ridge Parkway will reduce reliance on Broad Street for local trips within Centerville. Collector street sections should include dedicated bicycle and pedestrian facilities such as sidewalks and bike lanes or separated pathways. Street trees should buffer pedestrians from the travelways. New development along existing collectors should build new sidewalks along their frontage to continue to buildout the sidewalk network.



Note: This map shows the general locations of conceptual street and alternate transportation facilities. All final alignments will be determined through future planning or application processes.

The proposed realignment of Hockett Road is currently funded by Richmond Regional Transportation Planning Organization (RRTPO) and the Virginia Department of Transportation (VDOT).



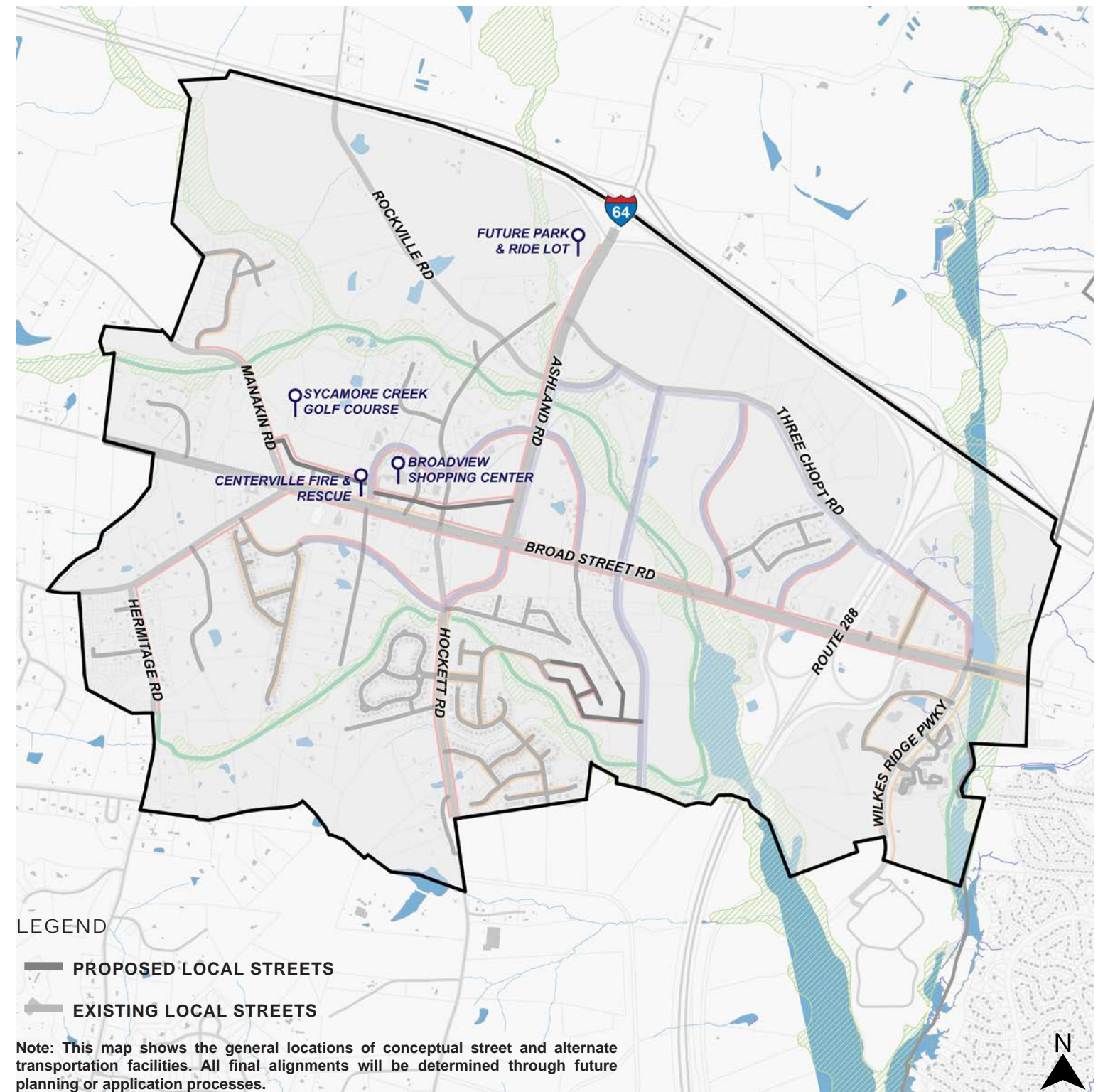
# LOCAL STREETS



Conceptual Local Street Section (typ.)

## *Low capacity neighborhood streets*

Local Streets are low-capacity, low speed streets that form the majority of Centerville’s street network. They serve mostly local traffic within neighborhoods and provide connections between neighborhoods or to rural home sites. A well-connected Local Street network distributes traffic by providing multiple routes to destinations and enhances walkability by creating more direct routes. The Proposed Network shows new Local Streets where new residential development has been proposed, however, most local streets will be designed and located when new development is proposed. Local streets should have dedicated sidewalks and landscaping to buffer between vehicles and walkers. Street trees can be added along the back of sidewalks. New development along local streets should fill in existing sidewalk gaps and new neighborhoods should be designed with a connected street grid and to avoid dead-end streets.





# SPECIAL STREET PROJECTS

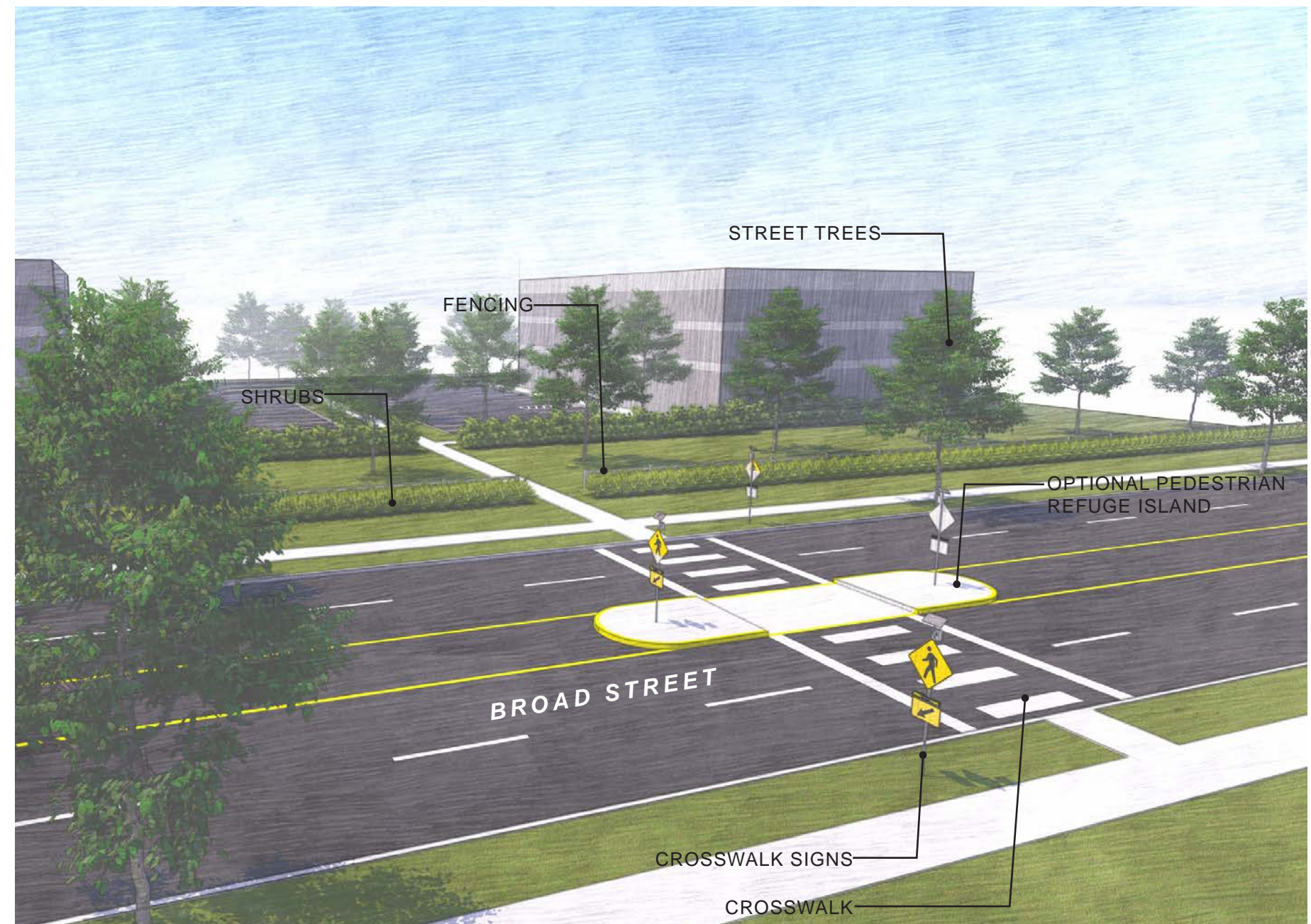
## Enhancing Broad Street Road

### Streetscape

Updating the Broad Street Road streetscape will transform this auto-centric street into a more complete street and will bring elements of placemaking into the Core of Centerville. The streetscape project should complete the sidewalk network on both sides of Broad Street Road within the Mixed Use Core and add enhanced landscaping and buffering between development and the road. The streetscape rendering also shows fencing as a placemaking element to bring elements of the County’s rural character into Centerville and to create a consistent look along both sides of the street. The fencing design should be similar to the existing white horse fence on the southern side of Broad Street.

### Crossings

Broad Street Road serves as a barrier to walking between northern and southern Centerville with no facilities for pedestrians to safely cross. Safe and accessible crossing points will be necessary to connect residents in southern Centerville to businesses and shops north of Broad Street Road within the Mixed Use Core. Existing intersections should be upgraded to include dedicated pedestrian crosswalks and signals. Since block widths are so large, an additional location for a mid-block crossing should be identified, in partnership with VDOT. The crossing should include an option for a pedestrian refuge island within the median to allow ample time for crossing.



**Conceptual Streetscape Enhancements and Crosswalk**

This image is intended to convey general streetscape enhancements. All buildings shown are intended to convey general building heights and orientation only and detailed architectural design and review is part of the Plan of Development Review Process.



# ALTERNATE TRANSPORTATION

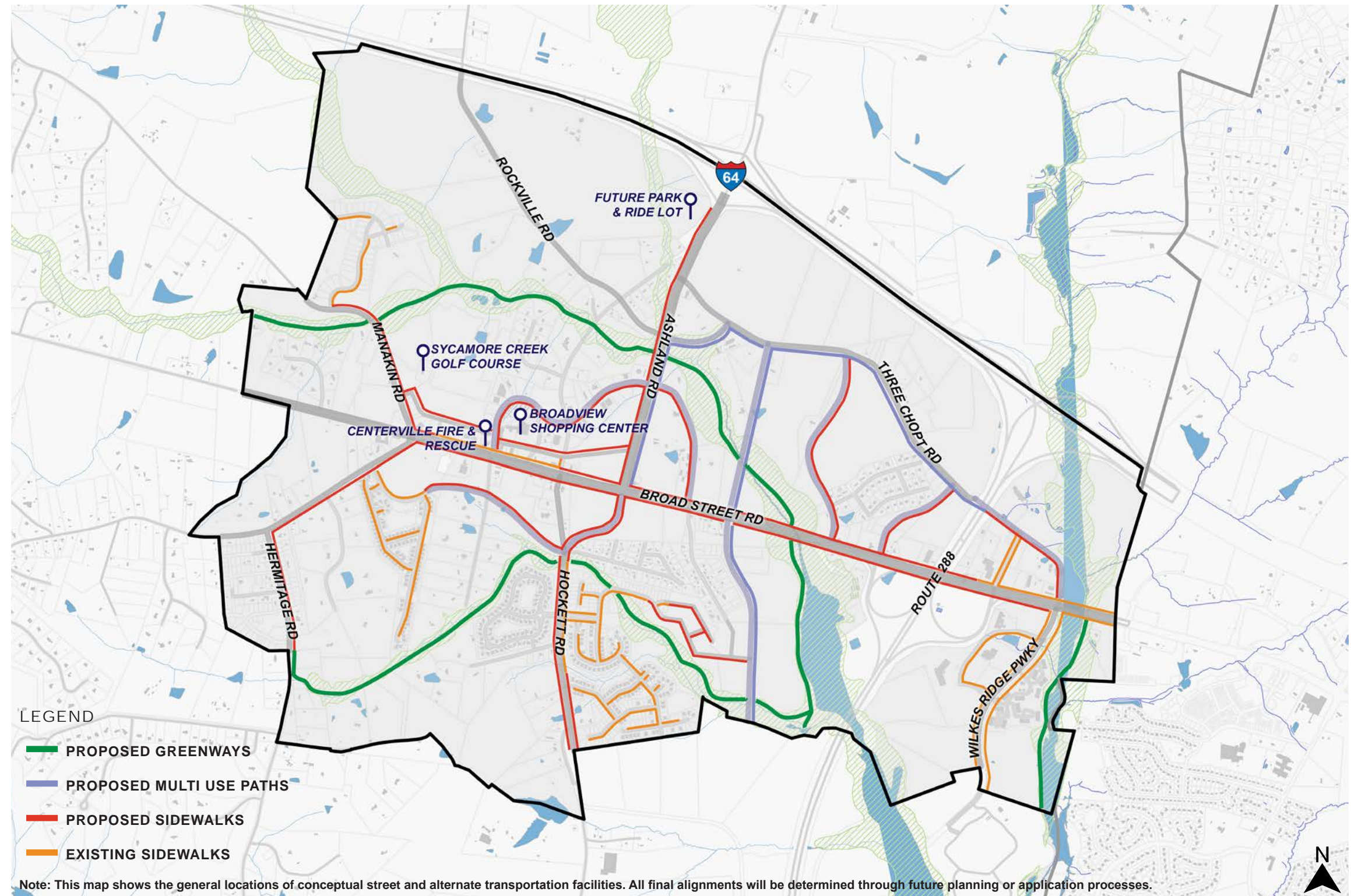
## Proposed network

Adding sidewalks and pathways along Collectors and Arterials is key to creating walkability and bikeability within Centerville. These routes will provide the backbone of a safe and connected network along Centerville's main travelways.

Sidewalks segments along Broad Street Road and paved pathways connecting to points north and south along Manakin Road, Ashland Road, and Hockett Road should be prioritized to bring people from Centerville's neighborhoods to the Mixed Use Core.

East to west greenways are proposed along Tuckahoe Creek (north) and Readers Branch (south). These greenways converge west of Route 288 and connect to Tuckahoe Creek Park trails.

New local streets in Centerville should continue to build out the alternative transportation network within neighborhoods and business parks. New development along existing streets or along proposed greenways are expected to fill in gaps in the sidewalk, pathways, and greenways network.





# ALTERNATE TRANSPORTATION

## Greenways

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### *Paved Paths*

Paved paths are accessible paths that are a minimum width of 8 feet. The wider surface provides space for both pedestrians and bicyclists. The paved path surface is usually asphalt, but can also be crushed gravel. Paved paths are typically designed to be ADA-accessible and are shared by people walking, running, or riding bikes. Paved paths are intended to offer routes for commuters, often directly adjacent to a road network. They can also provide recreational opportunities for residents and visitors, when designed as part of a completed network.



### *Trail (natural)*

A trail is a primitive path with a typical width of at least 5 feet. Some trails may be narrower, especially “spur trails” which provide connections from main trails to neighborhoods or streets. Trail surfaces can be stone dust, gravel, mulch, or earth. Trails can provide opportunities for walking and/or mountain biking, but are often not thought of as commuter routes, as they may meander and have steeper grades than paved paths.



### *Boardwalks*

Boardwalks provide a low impact opportunity for trails within environmentally sensitive areas, such as wetlands, areas prone to flooding, or poorly draining areas. Boardwalks are elevated pathways that are typically made with wood planks or recycled materials. Similar to paved paths, boardwalks should be designed to be ADA accessible with a minimum of a 10 foot clear travel width, and railing when elevated above the ground. As part of the alternative transportation network improvements, the proposed network should be evaluated to determine where boardwalks are needed in place of paths or trails.



# III. PARKS/RECREATION/OPEN SPACE

## Proposed public spaces

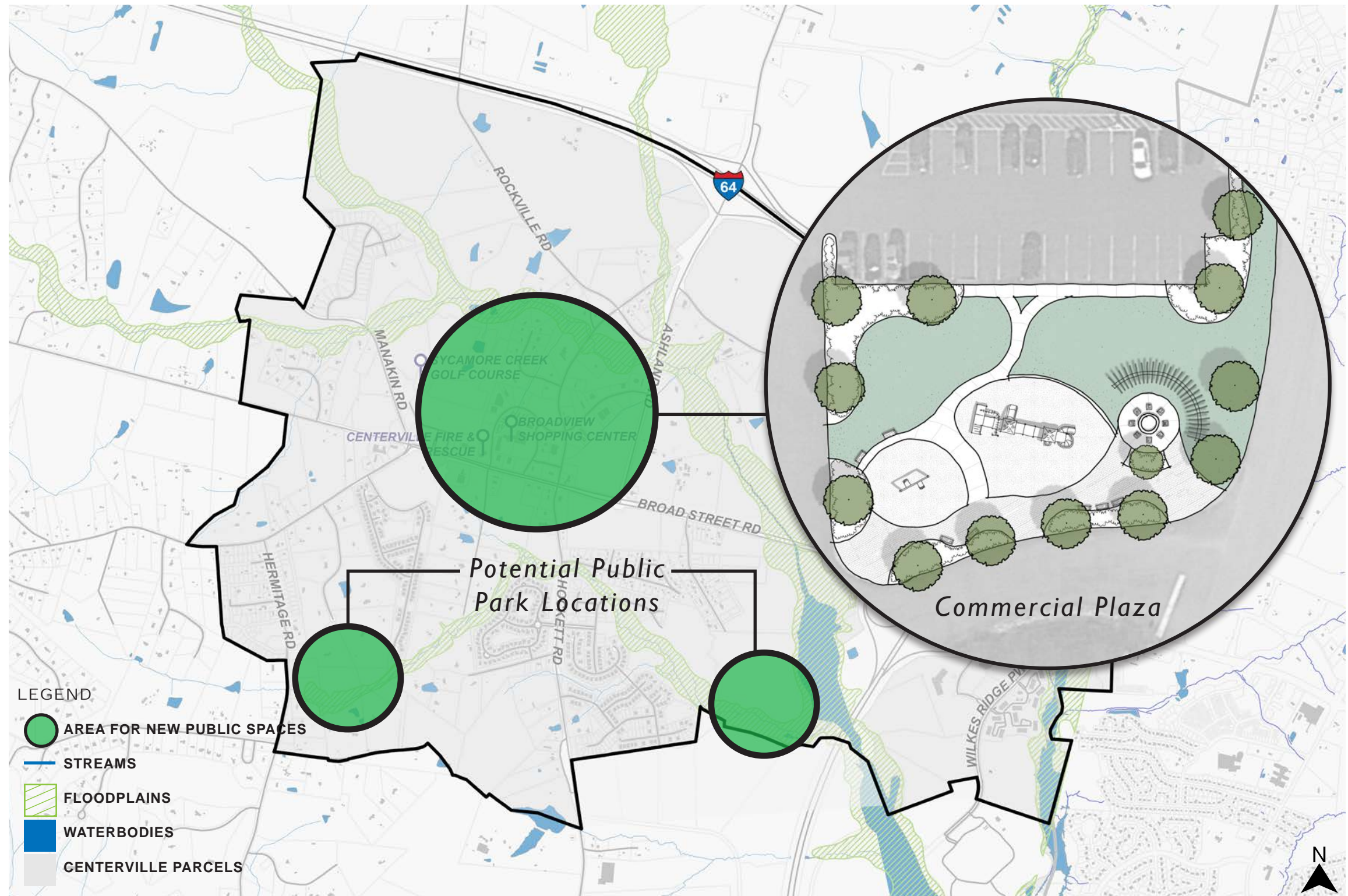
The Centerville area currently lacks access to public parks and open spaces. This section outlines potential opportunities to add public spaces in three strategic locations.

### Commercial Plaza

A potential commercial plaza could serve as a central gathering space for community members and visitors. The plaza is envisioned as an opportunity to retrofit an underutilized space such as parking or turf grass. Facilities should include shaded areas to sit and play. A location for the plaza should be identified in partnership with property owners, businesses, and the County. Additional public spaces should be encouraged with redevelopment and new development in the commercial area.

### Public Park

Two general locations for public parks are distributed in southern Centerville. These areas are sited to be along the Readers Branch Greenway and walkable to Centerville neighborhoods. Further study is needed to identify final park locations and park designs, but each space should provide recreation and play opportunities and access to the greenway.





# PUBLIC/PRIVATE PARTNERSHIPS

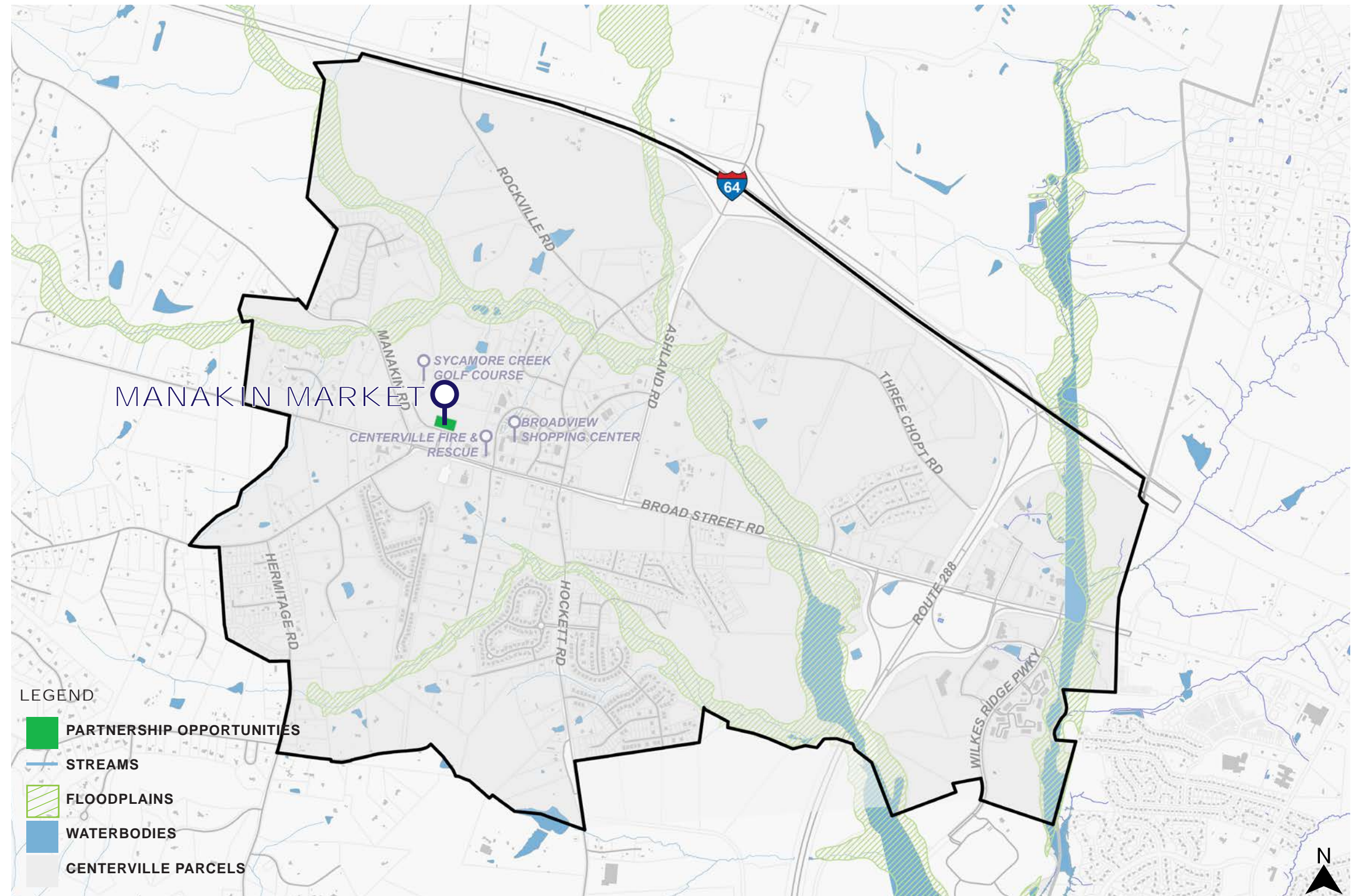
## Opportunities

### Manakin Market

Manakin Market is a weekly seasonal farmers market currently located on a vacant parcel north of Broad Street Road. This parcel is the site of the proposed Manakin Towne mixed use development. The County should explore opportunities to partner with the Manakin Towne developer to secure a permanent public space for Manakin Market that is in a central location and includes covered vendor space, an event stage, and visitor parking.

### Local Sports Providers

The County should explore partnership opportunities with local sports providers and property owners of underutilized land to enhance public access to outdoor recreation within Centerville and to support land use and transportation goals.

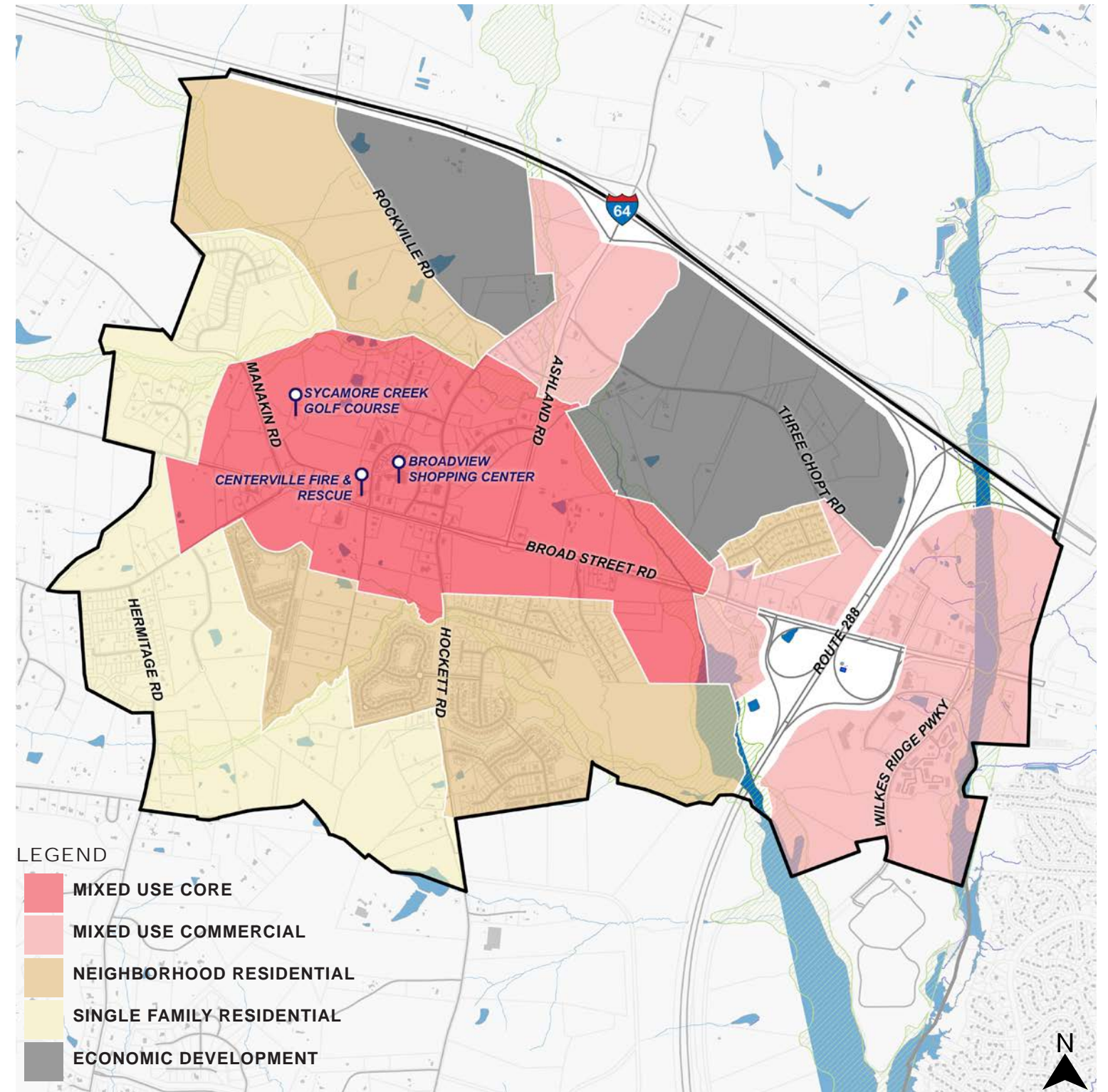




# IV. LAND USE

The Future Land Use Plan conveys a long term vision for the built environment within Centerville. The table below and the following pages describe and illustrate the intent for each Land Use category and should be used to guide and inform future development patterns, forms, and uses within Centerville.

LAND USE	INTENT	USE & DENSITY	HEIGHT	BUILDING MASSING & STREET RELATIONSHIP	PARKING
MIXED USE CORE	A mixed-use town center with human scale building forms and development patterns that promote walkability.	Primary: retail, service, office, lodging within appropriate scale, and residential (townhouses, multi-family, live/work units), or any combination of the primary uses Secondary: entertainment, outdoor recreation; service and drive thru uses only when relegated to behind buildings and screened.	2-3	Buildings are encouraged to be oriented to local and collector streets with pedestrian entrances and little to no setback. Buildings may be set back further from arterials (Broad St & Ashland Rd)	Parking should be relegated to the back or sides of buildings, especially on local and collector streets. One or two rows of screened parking may be appropriate along Broad St.
MIXED USE COMMERCIAL	A place designated for retail and service uses where community members can conveniently access daily needs.	Primary: retail, service, lodging, and entertainment. Economic development uses may be appropriate in certain limited locations determined through the planning process. Secondary: office, residential (townhouses, multi-family, live/work units), auto service and drive-through uses should be relegated to the sides and back of buildings.	1-4	New buildings should be oriented to streets. Building massing can vary from small standalone commercial buildings to larger retail stores. Large buildings adjacent to residential areas should be screened with landscaping.	Parking should be relegated to the sides and rear of buildings. Parking along streets or adjacent to residential areas should be screened with landscaping. One or two rows of screened parking may be appropriate along Broad St.
NEIGHBORHOOD RESIDENTIAL	Residential areas with small to medium lots and a mix of housing types and sizes. Housing should be clustered to protect existing tree canopy and provide shared neighborhood open spaces.	Primary: Residential housing at an overall density of 2-4 units/acre. Housing types including single family, townhouses, accessory dwelling units, and small-scale multiplexes such as duplexes and triplexes. Secondary: small scale retail, civic, or service uses such as coffee shops, small daycares, or religious assembly.	1-3	Houses are encouraged to be built close to the street with front porches or stoops and pedestrian entrances. Setbacks less than 30 feet are encouraged.	Parking may be a combination of on-street, private garages, or driveways. Garages are encouraged to be in the rear of houses or side loading, not facing the street.
SINGLE FAMILY RESIDENTIAL	Residential areas with large lots and single family detached housing. Areas of housing are encouraged to be clustered to protect sensitive environmental features and farmland.	Primary: Single family detached housing at an overall density of <2 units acre. Secondary: civic uses such as schools and religious assembly uses may be appropriate in certain locations.	1-3	Buildings may be set back from the street up to 30 feet or more. Buildings may be set back further from arterials.	Parking is expected in private garages or driveways.
ECONOMIC DEVELOPMENT	Employment focused areas with a high concentration of jobs	Primary: office, light industrial, research & development Secondary: commercial, residential (multi-family) may be appropriate when ancillary to primary uses to enhance placemaking and walkability	1-4	Multi-story buildings with activated ground story uses that orient toward streets to promote walkability.	Parking is encouraged to be relegated to the back or sides of buildings. Parking that is along a street should be screened with landscaping.



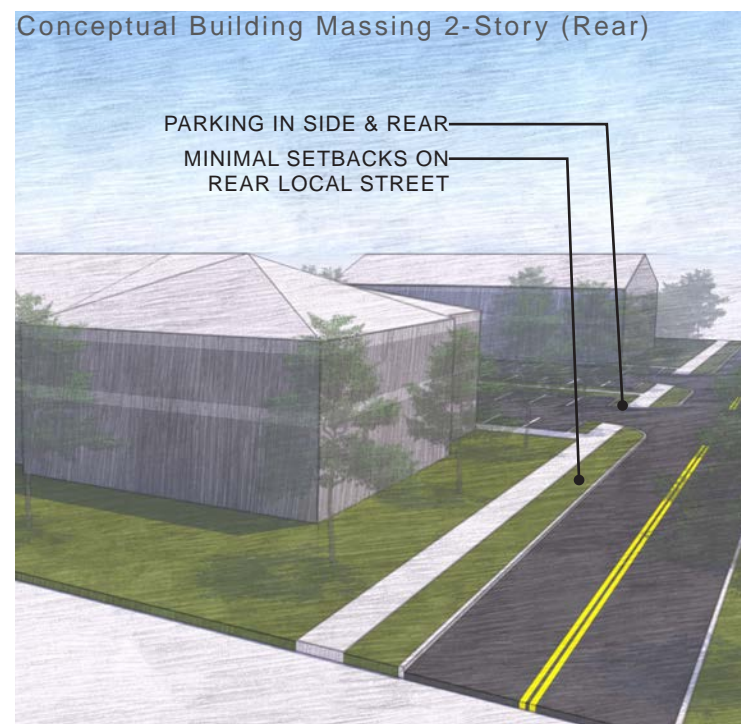
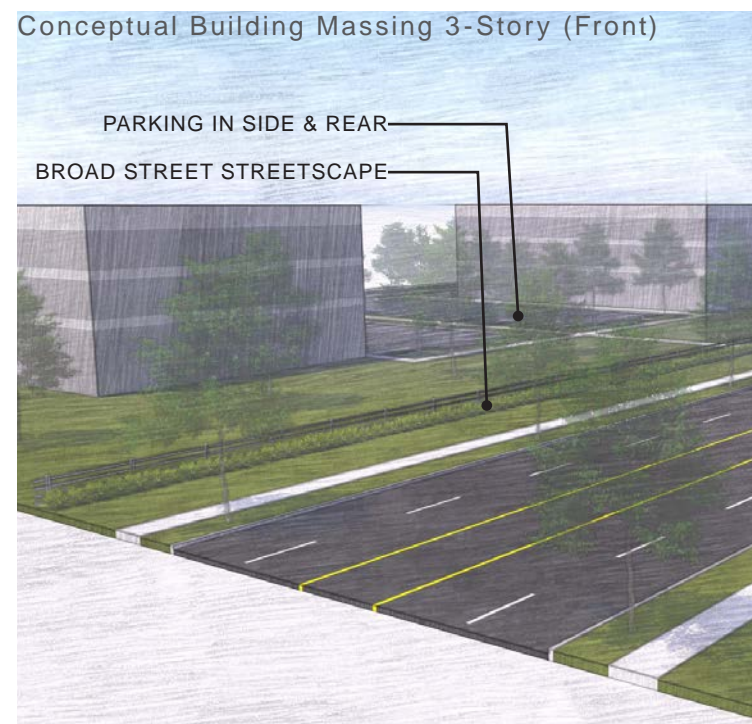


# MIXED USE CORE

## A walkable town center

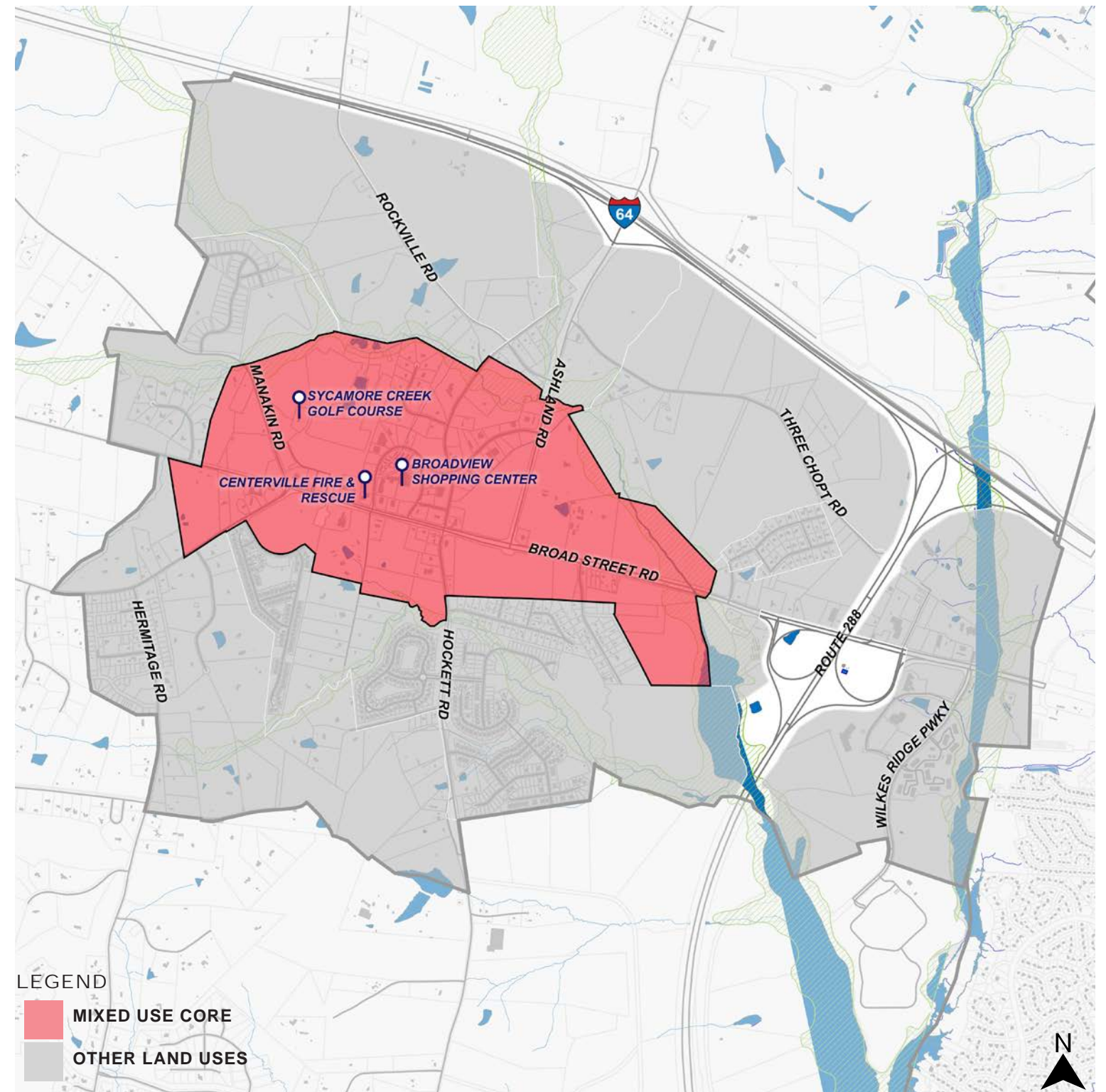
**Form & Location.** Located in the heart of Centerville, the Mixed Use Core has the opportunity to transform into a walkable town center where residents and visitors can easily walk between shops, businesses, homes, and offices. New and infill development should be multi-story buildings that are oriented towards a connected, internal street network to create more vibrant streets.

**Recommended Uses.** The Mixed Use Core is intended to be a district where people can access a variety of shops, services, commercial, and entertainment uses in a centralized location. A mix of uses are recommended including retail, service, office, and residential. Infill residential development can help support local business and bring people to the area throughout the day and evening.



### Conceptual Building Massing

These images are intended to convey general building heights and orientation only. Detailed architectural design and review is part of the Plan of Development Review Process.





# MIXED USE CORE



Conceptual development with building oriented towards a pedestrian scale internal street and the incorporation of placemaking elements on the corner.

## Placemaking & Activation

The heart of the mixed use core should include multi-story buildings with little to no setbacks that front along internal streets with sidewalks. Ground stories should have transparency with storefront windows and architectural details to activate the streets. Placemaking elements such as street furniture, enhanced landscaping, fountains, public art, and shaded outdoor seating areas are encouraged within the mixed use core. These images provide examples of potential placemaking and activation elements that could be incorporated into future developments. As the County moves forward with the development of more detailed design guidelines, an emphasis should be placed on incorporating these elements to further promote a sense of place.



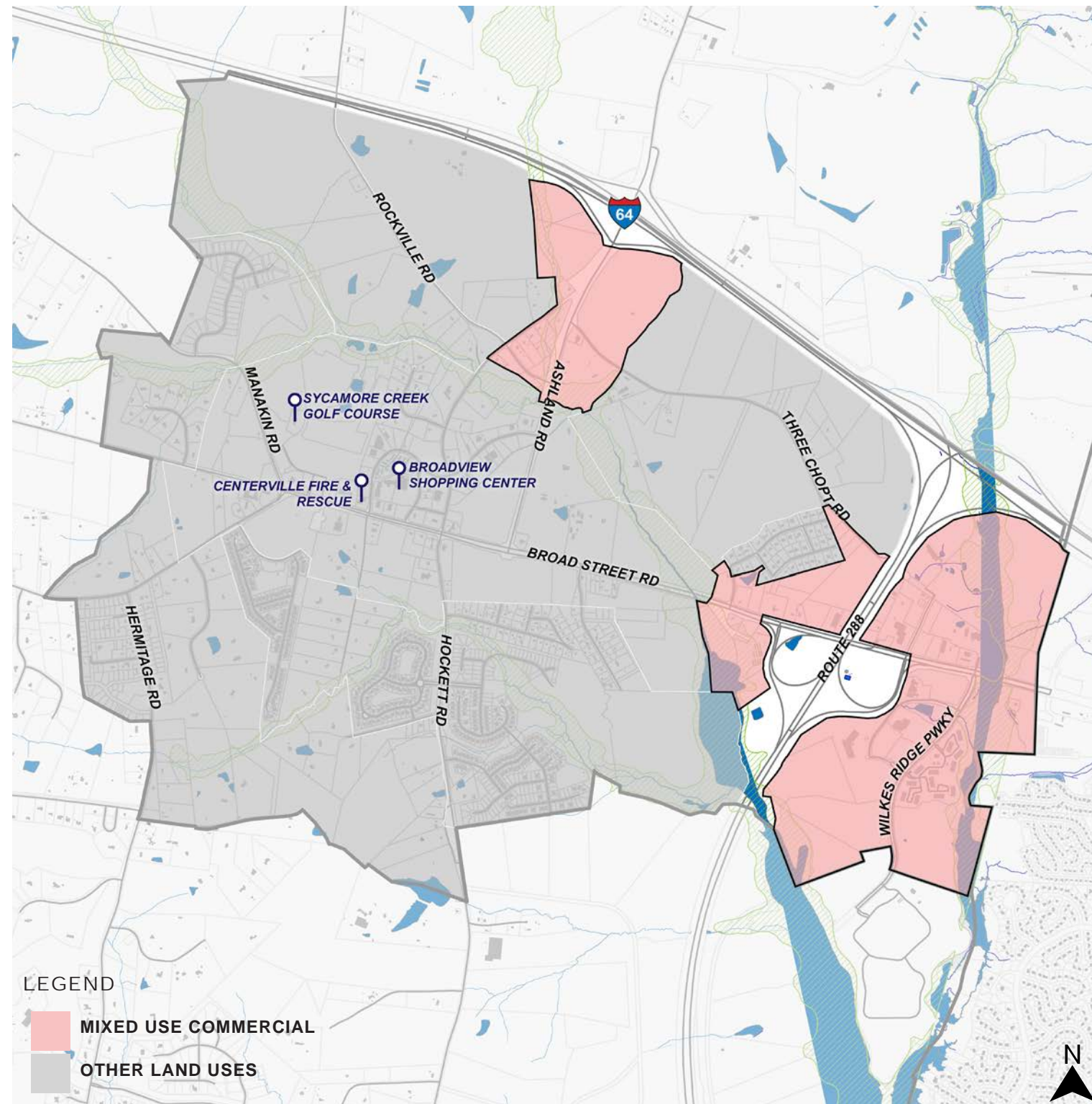
**Conceptual Imagery**

These images are intended to convey general placemaking and landscape elements. Detailed architectural design and review is part of the Plan of Development Review Process.





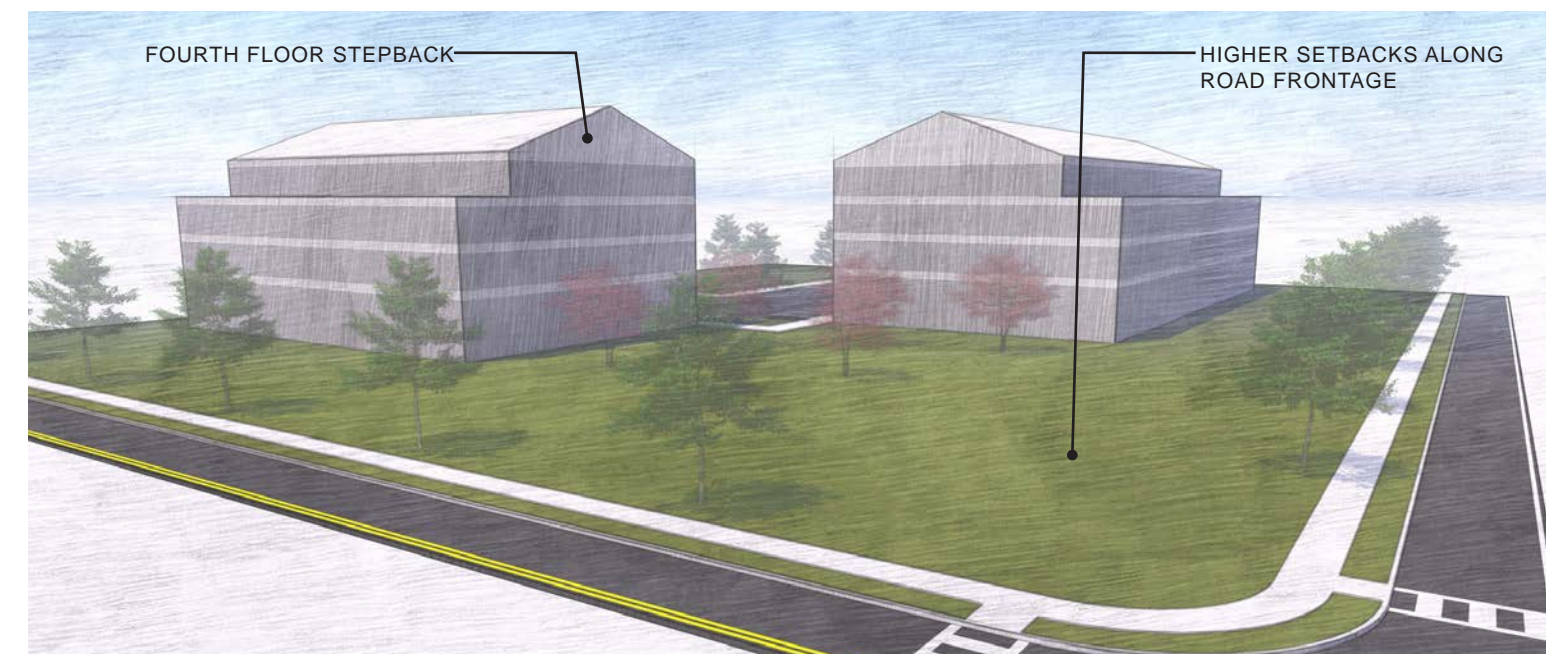
# MIXED USE COMMERCIAL



## Convenient goods & services

**Building Form and Orientation.** The Mixed Use Commercial designation is a place where community members can conveniently access daily needs and services. This area is concentrated around highway interchanges and as such, more auto-oriented uses are expected. Future infill development should orient to collector and arterial streets with larger setbacks. Up to four story buildings are allowed, with the fourth story stepped back from the street.

**Recommended Uses.** Today, the area designated for Mixed Use Commercial is a mix of undeveloped land, single story commercial, and large scale office and residential. While mixed use, walkable development is desired, the areas near the interchange may be appropriate for auto oriented uses. Economic development uses may be appropriate in certain limited locations determined through the planning process.



### Conceptual Building Massing

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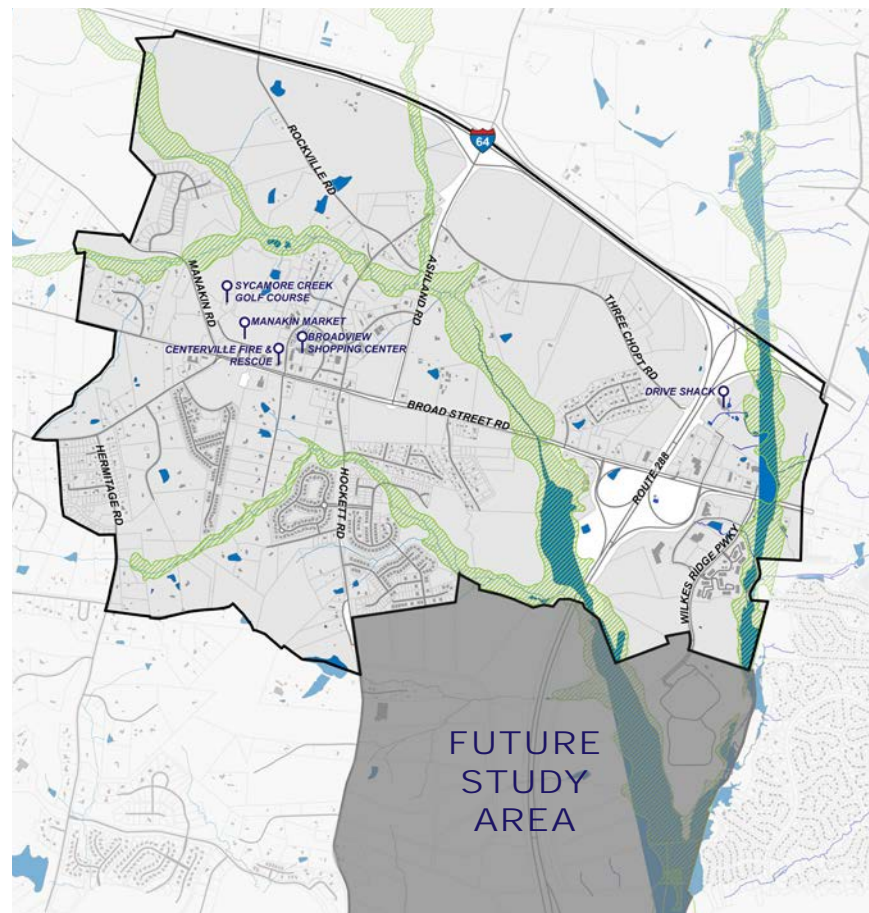


# ECONOMIC DEVELOPMENT

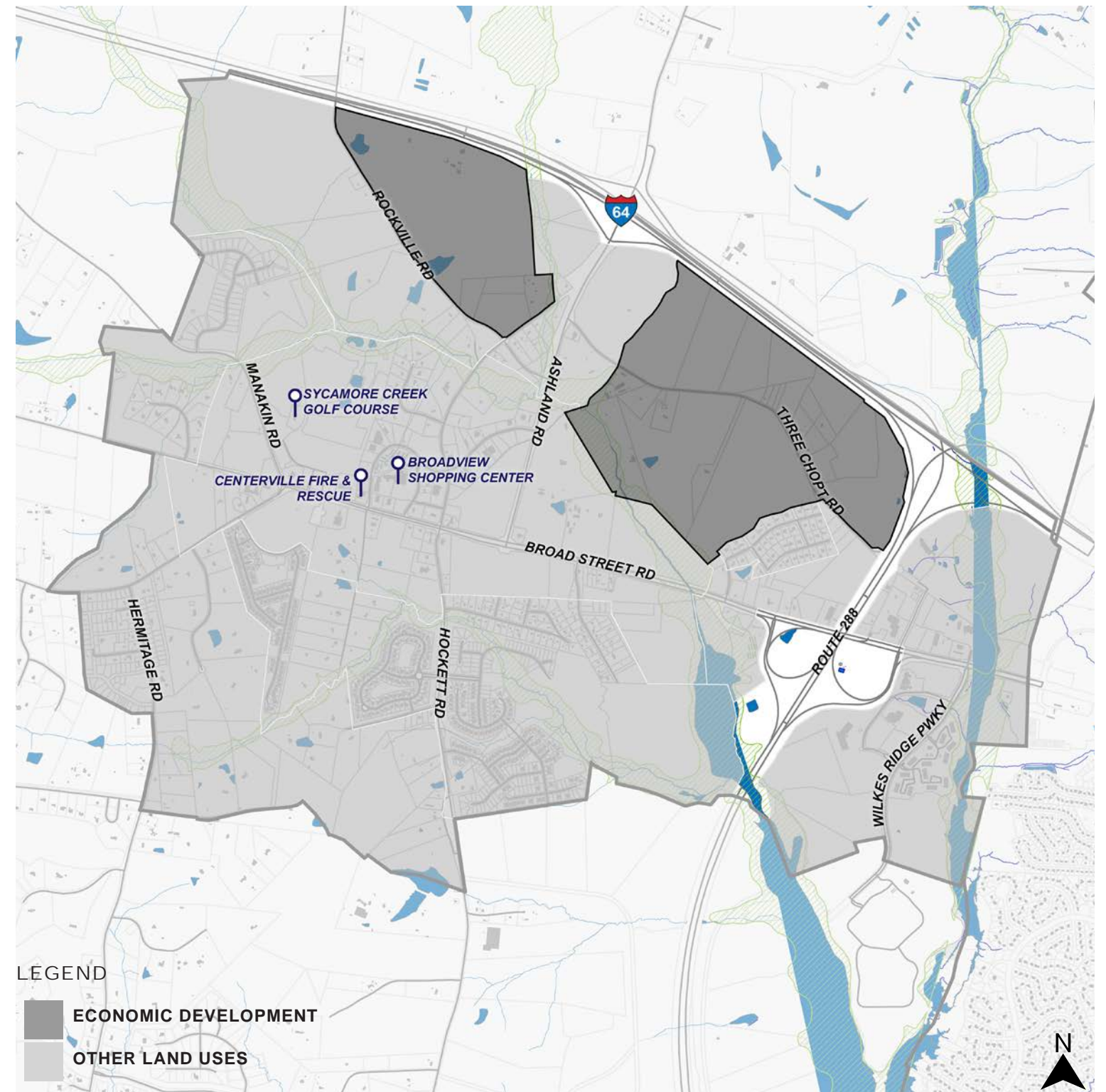
## Employment generating uses

**Location and Recommended Uses.** Areas within northern Centerville are designated for Economic Development. The proximity to I-64 makes these properties attractive for employment generating uses such as office, light industrial, research and development, or manufacturing. There are several large scale economic development properties that have been developed in recent years or have the potential for development, such as West Creek to the southeast as well as additional properties north of I-64.

**Strategic Planning.** As part of its ongoing economic development efforts, Goochland County should develop a Business Plan, centered on strategic economic development. Based on locational assets and community and stakeholder input, the plan should identify appropriate target industries for Centerville. Additionally, planning efforts should identify any transportation and utility infrastructure investments needed to capitalize on these future opportunities in the area, such as the Future Study Area shown in the image to the left. After completion of the strategic plan, this land use category should be updated to include more specific use and building form recommendations that are in keeping with the identified target industries.



develop a Business Plan, centered on strategic economic development. Based on locational assets and community and stakeholder input, the plan should identify appropriate target industries for Centerville. Additionally, planning efforts should identify any transportation and utility infrastructure investments needed to capitalize on these future opportunities in the area, such as the Future Study Area shown in the image to the left. After completion of the strategic plan, this land use category should be updated to include more specific use and building form recommendations that are in keeping with the identified target industries.



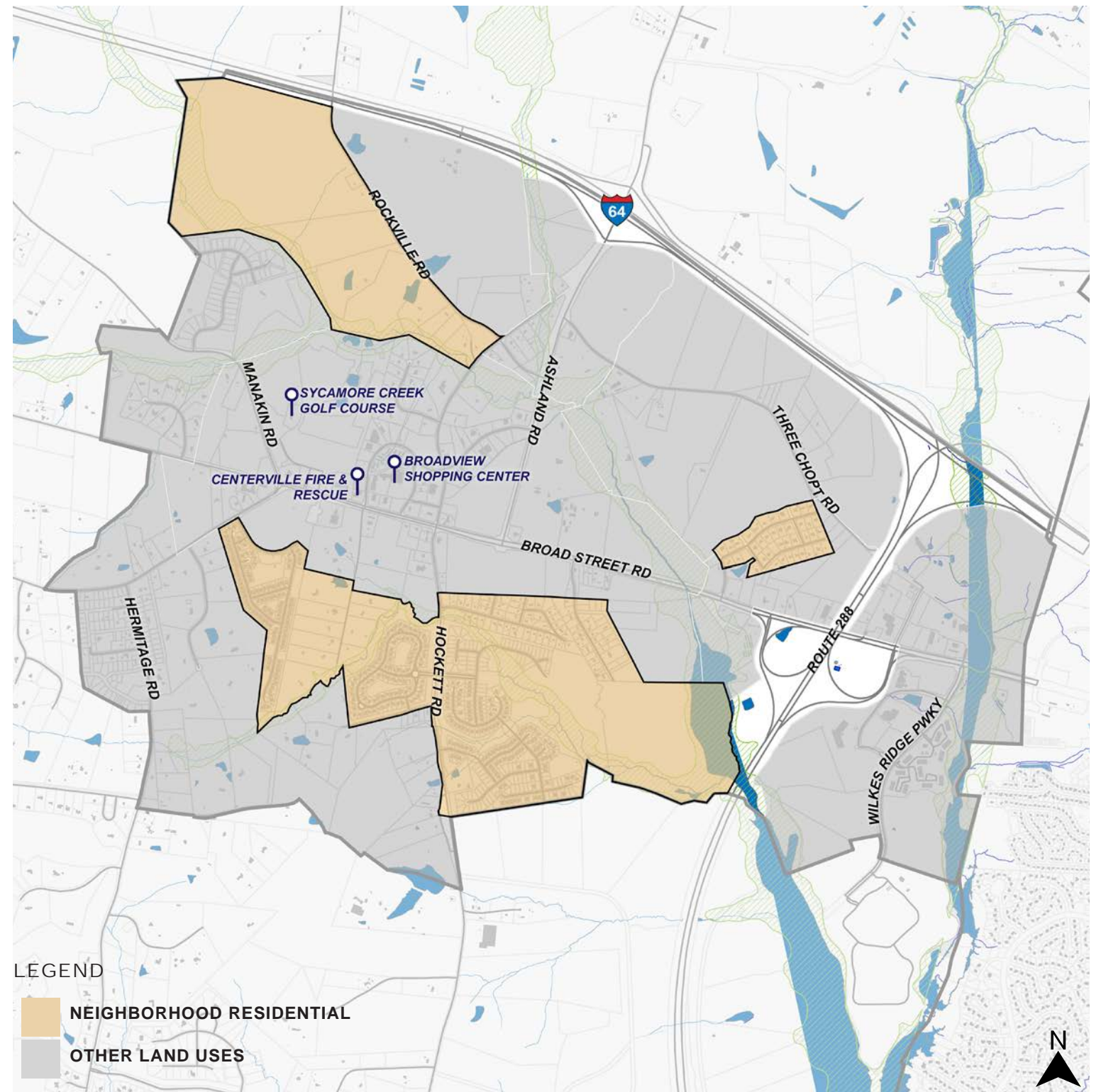


# NEIGHBORHOOD RESIDENTIAL

## Walkable neighborhoods

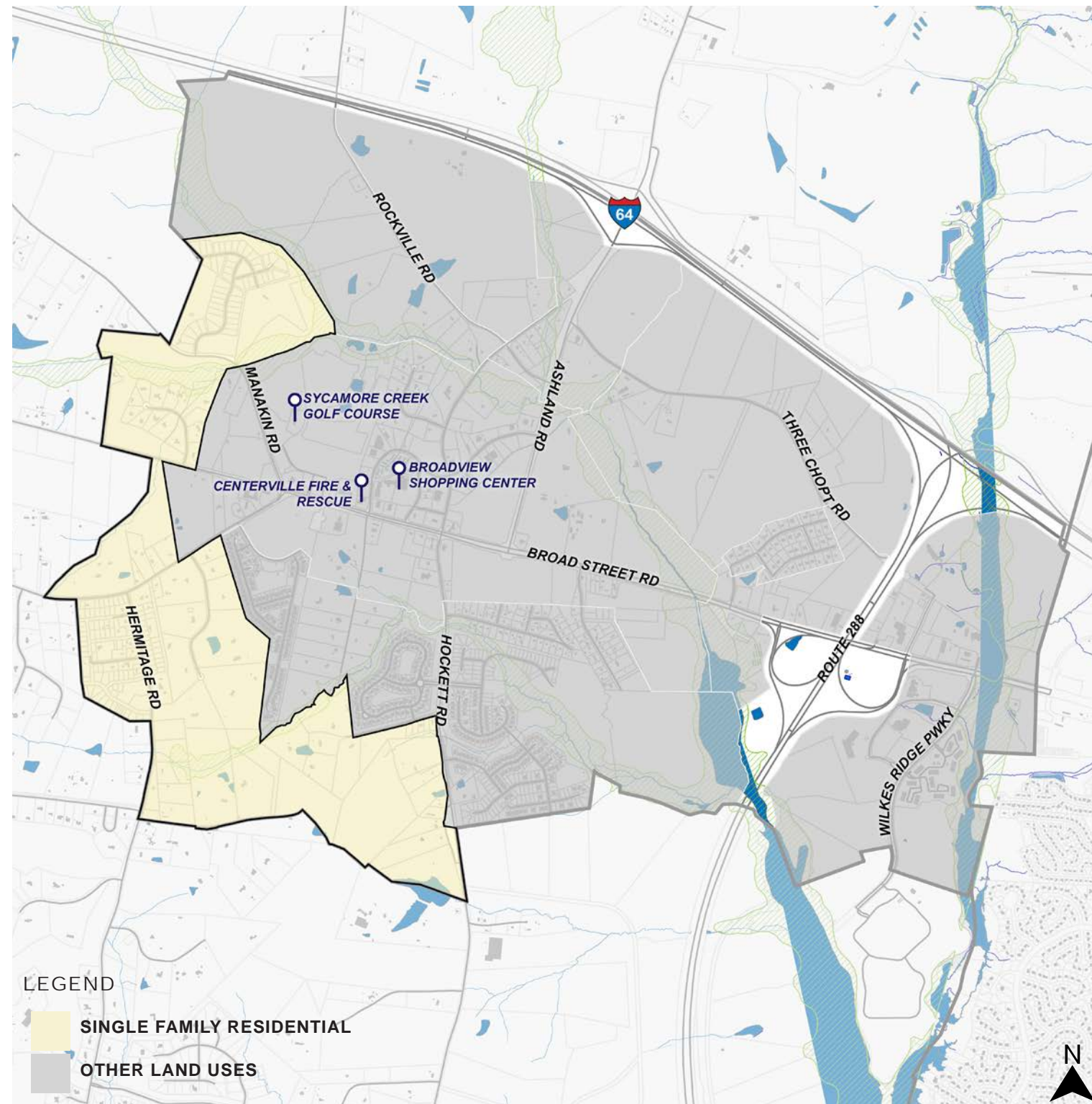
**Form & Location.** Neighborhood Residential areas are for future and existing neighborhoods that are adjacent to the Mixed Use Core Land Use designation. While these neighborhoods are intended to be predominantly residential, their location makes them walkable to Centerville amenities. As such, these neighborhoods are expected to have houses that are built closer to the streets, containing front porches or stoops with pedestrian entrances to encourage walking.

**Housing Types & Densities.** Neighborhood Residential areas are recommended for an overall density of 2-4 units per acre, however, housing can be clustered at higher densities to preserve wooded areas and open spaces. Recommended housing types are single family detached, single family attached, accessory dwelling units, and small-scale multiplexes such as duplexes and triplexes.





# SINGLE FAMILY RESIDENTIAL



## Large lot homesites

**Location & Landscape.** Single Family Residential areas are concentrated in western Centerville. These areas provide a transition between the Mixed Use Core and the Rural Enhancement Areas in the County. Areas designated for Single Family Residential typically have rural landscapes, including active farms and existing rural home sites. Some areas also contain sensitive environmental features such as floodplain and stream buffers.

**Housing Types & Densities.** Single Family Residential neighborhoods are expected to have larger lots and single family detached housing. The recommended density is less than two units an acre, but areas of new housing are encouraged to be clustered to protect existing forests, floodplain, and farmland. Civic uses such as small schools and religious assembly uses may be appropriate in certain locations, as long as impacts can be properly mitigated.

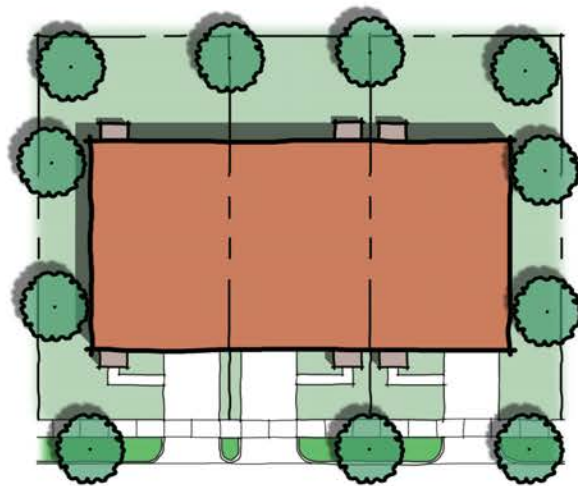




# RESIDENTIAL DEVELOPMENT FORMS

## Housing types/forms

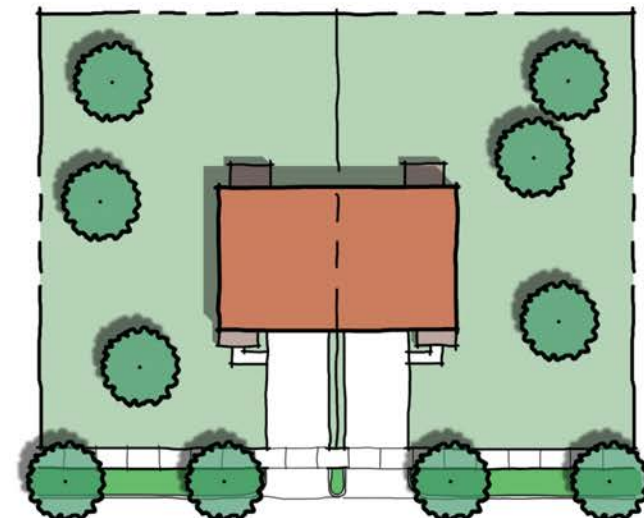
This page shows some of the housing types that are recommended for Centerville. Having a multiple types of houses in Centerville can increase housing choice for community members who may not be able to afford the single family homes that make up the majority of the County's housing stock. It also offers community members the ability to age in place, with the option to downsize to smaller, lower maintenance homes without moving out of Centerville.



### Townhome

**Description.** Attached houses consisting of units placed side-by-side or stacked on small lots.

**Land Uses.** Mixed Use Core, Neighborhood Residential and as a secondary use in Mixed Use Commercial



### Duplex

**Description.** Two attached houses that share a side wall, or can be stacked.

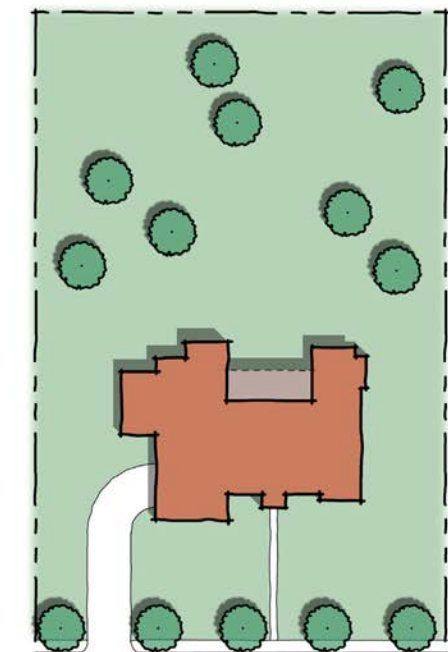
**Land Uses.** Neighborhood Residential



### Single Family (Cluster)

**Description.** A group of small, single-unit structures or duplexes on smaller lots. They can be arranged around a shared amenity space.

**Land Uses.** Neighborhood Residential and Single Family Residential



### Single Family (Large Lot)

**Description.** Large single unit structures on large lots, typically one acre or more. Lots can also be smaller and clustered to preserve natural areas.

**Land Uses.** Neighborhood Residential and Single Family Residential

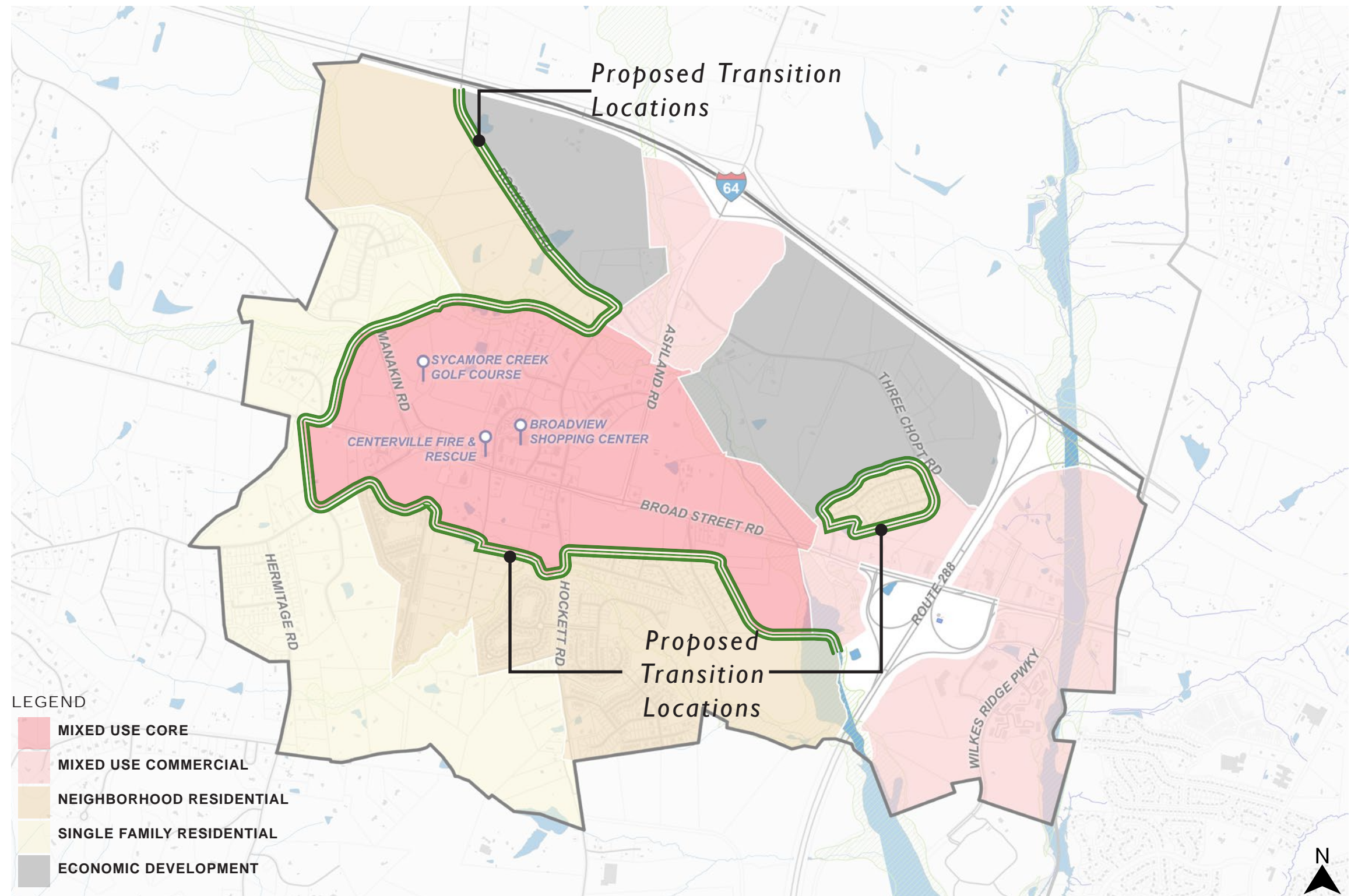


# RESIDENTIAL TRANSITION ZONES

## Proposed Locations

Transition zones are recommended when there is a future land use designation of mixed use and/or economic development adjacent to a neighborhood residential or single-family residential designation. Transition zones are intended to provide additional mitigation to lessen the impacts of what could be higher intensity land uses adjacent to lower intensity residential and should be considered whenever those scenarios present themselves.

The adjacent map depicts example locations where transition zones should be considered in coordination with proposed developments within the Centerville Small Area Plan boundary. However, additional locations for transitions may be needed as development occurs.





# RESIDENTIAL TRANSITION ZONES

## Transition Examples

Transition zones can be implemented through a variety of measures in an effort to mitigate impacts of proposed developments on existing adjacent properties. Each proposed development will have unique characteristics, topography, and other features that should be used to inform decisions regarding appropriate transition methods.

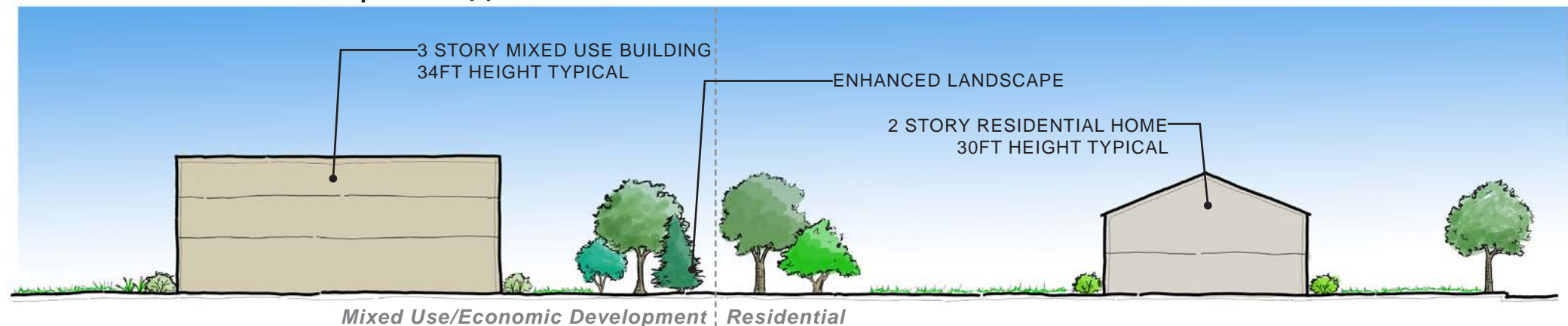
Examples of transition methods that can be used, singularly or in combination, when a proposed development falls within a transition zone as identified on the prior map are below.

- Enhanced landscape buffering
- Building height stepback
- Increased building setback

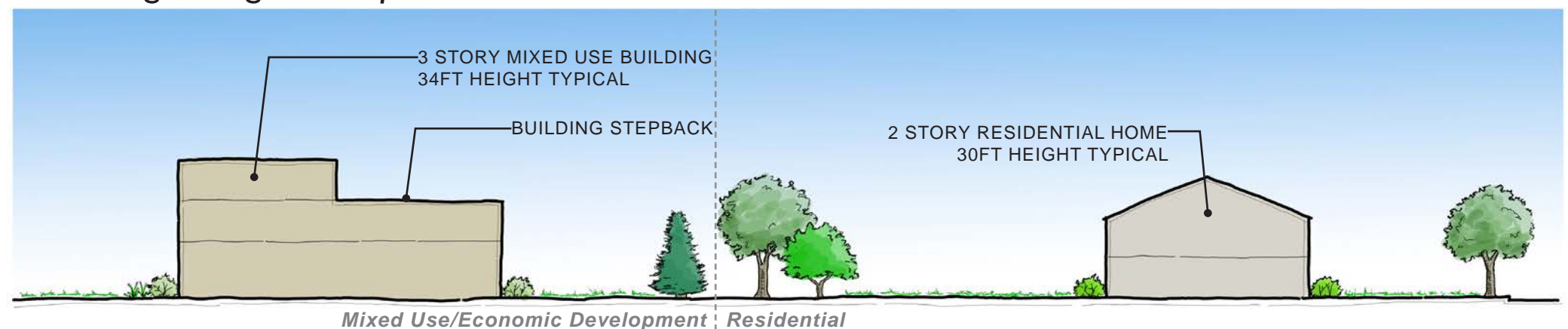
### Conceptual Building Massing Sections

These images are intended to convey general building heights and orientation only. Detailed architectural design and review is part of the Plan of Development Review Process.

### Enhanced Landscape Buffer



### Building Height Stepback



### Increased Building Setback





# LAND USE REGULATORY CONTROLS

## Goochland County’s Development Process

This page shows the existing development process for properties desiring a rezoning, conditional use permit, and proffer amendments to allow development of the property in a different way than what is allowed by right. This process is codified into the Goochland County Zoning Ordinance and does not change with any future land uses shown in this Small Area Plan.





# LAND USE REGULATORY CONTROLS

This section focuses on options for implementation of the land use recommendations within the Small Area Plan.

LAND USE	INTENT	USE & DENSITY	RELATIONSHIP TO EXISTING ZONING
MIXED USE CORE	A mixed-use town center with human scale building forms and development patterns that promote walkability.	Primary: retail, service, office, lodging within appropriate scale, and residential (townhouses, multi-family, live/work units), or any combination of the primary uses Secondary: entertainment, outdoor recreation; service and drive thru uses only when relegated to behind buildings and screened.	B-N MPUD
MIXED USE COMMERCIAL	A place designated for retail and service uses where community members can conveniently access daily needs.	Primary: retail, service, lodging, and entertainment. Economic development uses may be appropriate in certain limited locations determined through the planning process. Secondary: office, residential (townhouses, multi-family, live/work units), auto service and drive-through uses should be relegated to the sides and back of buildings.	B-N B-1 B-3 MPUD
NEIGHBORHOOD RESIDENTIAL	Residential areas with small to medium lots and a mix of housing types and sizes. Housing should be clustered to protect existing tree canopy and provide shared neighborhood open spaces.	Primary: Residential housing at an overall density of 2-4 units/acre. Housing types including single family, townhouses, accessory dwelling units, and small-scale multiplexes such as duplexes and triplexes. Secondary: small scale retail, civic, or service uses such as coffee shops, small daycares, or religious assembly.	R-1 R-3 R-N RPUD
SINGLE FAMILY RESIDENTIAL	Residential areas with large lots and single family detached housing. Areas of housing are encouraged to be clustered to protect sensitive environmental features and farmland.	Primary: Single family detached housing at an overall density of <2 units acre. Secondary: civic uses such as schools and religious assembly uses may be appropriate in certain locations.	R-R R-P R-1
ECONOMIC DEVELOPMENT	Employment focused areas with a high concentration of jobs	Primary: office, light industrial, research & development Secondary: commercial, residential (multi-family) may be appropriate when ancillary to primary uses to enhance placemaking and walkability	M-1 M-2

## Entrance Corridor Overlays

The County has established a Centerville Village design overlay districts along Broad Street and Ashland Road. The Zoning Overlay contains regulations about building and site design, however, the current regulations lack specificity and clarity. One possibility for implementation is to update the Centerville Village Overlay to add building height minimums and maximums, setback/build-to lines, building transparency requirements, and updated parking standards to encourage shared parking and infill development.

## Design Standards

An alternative option for implementation is to develop a new set of Design Standards, specific to Centerville. Design Standards can be in the form of a pattern book with visualizations and standards for the expected building forms, architecture, and site design features within the Mixed Use Core. For Centerville, the design standards could include a focus on placemaking elements, such as integrating outdoor public spaces, public art, and landscaping. The Design Standards could be optional or implemented through the Design Review Committee.

## Zoning Text Amendments

The most direct way to implement design control within Centerville is through zoning. The County should consider zoning text amendments that include site design and form regulations to achieve the desired development patterns. Existing zoning districts could be updated to add regulations such as minimum and maximum building heights, maximum setbacks or build-to lines, sidewalk and street tree requirements, updated parking requirements, and permitted uses. The New zoning districts could also be added for Neighborhood Residential and Mixed Use Commercial areas to align with the density and form recommendations. Alternatively, the existing PUD districts could be updated to reduce minimum acreage and increase flexibility for future development.



# V. RECOMMENDED NEXT STEPS

## Implementation

### TRANSPORTATION

**Priority 1: Broad Street streetscape & crossing.** Adding sidewalks, street trees, landscaping, fencing, and dedicated crossings on Broad Street will support shared goals of placemaking and bicycle and pedestrian connectivity.

**Priority 2: Readers Branch and Tuckahoe Creek Greenway.** Adding greenway trails along Readers Branch and Tuckahoe Creek will provide greater connectivity between County parks and open spaces.

**Priority 3: Begin the sidewalk and shared paths network.** Sidewalk and paved paths along Centerville’s Collectors will create the beginnings of a bicycle and pedestrian network.

### PARKS/RECREATION/OPEN SPACE

**Priority 1: Commercial Plaza.** A location should be identified for a central gathering space within the Commercial Core in partnership with existing property owners. Public investment in a plaza can support placemaking and spur private investment in the Commercial Core.

**Priority 2: Public Parks.** Two general locations for neighborhood parks are identified in southern Centerville along Readers Branch. Further study and design work is needed to identify final park locations and facilities.

**Priority 3: Public Private Partnerships.** The County should explore opportunities for partnerships to enhance Centerville’s outdoor recreational amenities with local sports providers and to establish a permanent home for Manakin Market within the future Manakin Towne.

### LAND USE

**Priority 1: Design Standards.** Centerville architectural style and forms should be established with a focus on placemaking elements. A pattern book to guide future development can include visualizations for the expected building forms, architectural styles, and site design features within the Mixed Use and Economic Development Areas.

**Priority 2: Zoning Updates.** The County should engage community members to determine the best path to implement land use regulations, either through creating new zoning designations or to update existing zoning districts to include more site design regulations (including updating the Route 250 Design Overlay District, PUD districts, and applicable commercial and residential zoning districts).

**Priority 3: Economic Development.** As part of its ongoing economic development efforts, the county should develop a Business Plan, centered on strategic economic development to further identify opportunities within Centerville and for nearby areas offering favorable economic development potential. For example, there is public value in assessing the evolving needs of transportation, utilities, and land use in areas adjacent to Centerville; such as the county’s major employment centers near Route 288 and its industrial/economic development corridors near I-64 and to the north along Ashland Road, through a similar Business Plan.