



Town of Farmville

Planning Commission

March 18, 2026 at 7:00 PM
Council Chamber of the Town Hall
116 North Main Street, Farmville, VA

AGENDA

1. **Call to Order**
2. **Roll Call**
3. **Approval of Agenda**
4. **Consideration of Minutes**
 - a. February 18, 2026 - Regular Meeting
5. **Public Comment Period - Please Limit Comments to Three Minutes**
6. **Public Hearing**

Case CUP26-001: The applicant is requesting a conditional use permit to allow an accessory dwelling unit in the R-1 Zoning District. The 0.593 acre site is located at 1602 B High Street on Tax Map Parcel 0023A02(06)00-001. Accessory Dwelling Units are allowed by conditional use permit only in the R-1 Zoning District. The structure on site is a single family home with an attached carport. The carport is to be enclosed and furnished with a kitchen, laundry and bathroom.

 - a.
7. **Old Business**
 - a. Discussion: Draft Sidewalk Ordinance
8. **New Business**
 - a. Comprehensive Plan Review - Intro - Economy
9. **Staff Updates**
10. **Adjournment**

**Town of Farmville Planning Commission
Town Council Chamber of the Town Hall
116 North Main Street, Farmville, VA 23901
Wednesday, February 18, 2026**

Planning Commission Members Present: Chairperson John Miller, Jennifer Fraley, Cameron Patterson, Abigail O'Connor, and Sydney French.

Planning Commission Members Absent: Patrick Crute, and Rhett Weiss

Staff Present: Director of Community Development Ashley Atkins-Austin, Town Planner Robert Dvorak, and Attorney Catherine Douglass.

CALL TO ORDER

Chairperson Miller called the Planning Commission meeting to order at 7:02 PM.

APPROVAL OF AGENDA

Mr. Patterson made a motion to adjust the agenda so that approval of the agenda would precede approval of the minutes. Ms. Fraley seconded the motion. The motion passed unanimously by voice vote.

On a motion by Mrs. O'Connor, seconded by Mr. Patterson, and with all present members voting "aye", the agenda was adopted.

APPROVAL OF MINUTES

Commissioners offered two corrections to the November 19, 2025 meeting minutes. Dr. Miller asked to add acknowledgement of safety information researched by staff, specifically pedestrian accident data, to the last paragraph on page three. Mrs. O'Connor noted a typo on page two, "too mini warehouses" should read "two mini warehouses".

Mr. Patterson made a motion to approve the minutes with corrections offered, seconded by Mrs. O'Connor. Motion passed unanimously by voice vote.

Ms. Fraley made a motion, seconded by Mrs. O'Connor, to approve the meeting minutes from January 21, 2026. Motion was approved by voice vote with one abstention from Mr. Patterson as he was absent from the January 21, 2026 meeting.

PUBLIC PARTICIPATION

There was no public participation.

OLD BUSINESS

Chairperson Miller opened the floor for discussion of the proposed sidewalk ordinance.

Ms. Atkins-Austin summarized key discussion points from prior meetings, including:

- Density as a metric in general is not often used by localities in triggering sidewalk

requirements.

- Items of the draft ordinance to be retained included the 80-foot adjacency rule, comprehensive plan priority areas, VDOT compliance language, and the definition of infrastructure.
- Items Commissioners wanted to explore included flexibility for multi-use paths, road-type-based triggers, and sidewalks required on both sides as the default.
- The number of lots threshold is still to be determined.
- Staff was tasked with providing additional examples of ordinances from other localities.

Ms. Atkins-Austin presented subdivision statistics from the last two years. In 2025, staff received 12 submissions. Those submissions included three lot splits, five lot line vacations, three boundary line adjustments and one 20-lot proposal. In 2024, staff received nine subdivision submissions. Those submissions included one lot split, three lot line vacations, three boundary line adjustments, and one subdivision that included a boundary line adjustment, a lot line vacation, and the creation of one new parcel.

Mr. Dvorak presented key elements of the proposed ordinance.

- Sidewalks to be required on both sides of new streets by default.
- Threshold of lots created. Staff proposed 15 lots as trigger for mandatory sidewalks.
- Sidewalks are required when a subdivision creates new public Right-of-Way.
- Sidewalks are required when a subdivision is within 80 feet of an existing public sidewalk.
- Maintain the provision for sidewalks in comprehensive plan priority areas.
- Sidewalks may be concrete or other approved materials.
- Multi-use paths may be used in lieu of sidewalks on both sides. Typically, multi-use paths will have a minimum width of 10 feet.

The Planning Commission discussed several items related to the draft sidewalk ordinance, including:

- Curbs and gutters. Several example ordinances provided tie sidewalk requirements to curb and gutter. Staff noted that Mr. Lapp's subdivision off Layne Street was a ditch-sidewalk configuration that exists in town.
- Staff to consult with VDOT to understand dimensional and design standards affecting sidewalk buffers and eligibility for maintenance funding.
- Multi-use path was an item that Commission generally supported the inclusion of in the draft ordinance.
- The Commission explored scenarios of subdivisions built on only one side of a new street and avoiding sidewalks to nowhere. The consensus was for staff to draft language distinguishing new vs. existing streets.
- Commission agreed not to include a general Town Council waiver clause.
- The Commission reached a consensus to add criteria to require sidewalks for subdivisions within a quarter mile of K-12 education facilities.
- Commission debated returning to zoning-based or density-based triggers. A majority of Commissioners supported using the 15 lots as the simplest and most predictable

threshold.

- The Commission request staff research and revise language for the follow :
 - Clarification on sidewalks for new vs. existing streets.
 - Avoiding mandatory sidewalks on undeveloped street sides.
 - Review of state code on right-of-way creation adjacent to property lines.
 - Confirmation of VDOT sidewalk and multi-use path standards.
 - Integration of a ¼-mile school-proximity sidewalk requirement.

NEW BUSINESS

There was no new business.

STAFF UPDATES

Staff reported on the following items:

- The next meeting is scheduled for March 18th, with a joint session with Town Council.
- Topics for the next comprehensive plan review will be Community Facilities and Land Use.
- Staff will update technical content and maps; Commission should bring forward policy ideas such as data centers, housing types, and long-term land use patterns.

ADJOURNMENT

With no further business, Chairperson Miller called for a motion to adjourn the meeting. On a motion by Mr. Patterson, seconded by Ms. Fraley and with all present members voting “aye”, the meeting was adjourned at 8:25 PM.

John Miller, Chairperson

Abigail O’Connor, Secretary



Town of Farmville

Agenda Item Summary

MEETING DATE: March 18, 2026

ITEM NUMBER: 6.a. – Case CUP26-001: The applicant is requesting a conditional use permit to allow an accessory dwelling unit in the R-1 Zoning District. The 0.593 acre site is located at 1602 B High Street on Tax Map Parcel 0023A02(06)00-001. Accessory Dwelling Units are allowed by conditional use permit only in the R-1 Zoning District. The structure on site is a single family home with an attached carport. The carport is to be enclosed and furnished with a kitchen, laundry and bathroom.

BACKGROUND:

RECOMMENDATION:

FISCAL IMPACT:

ATTACHMENTS:

1. CUP26-001 PC Staff Report
2. CUP26-001 Adjacent Owner Notice
3. CUP26-001 Aerial Map
4. CUP26-001 - Site Map
5. CUP26-001 - Overall Layout
6. CUP26-001 - Interior Layout



Identification and Location Information

Applicants	Durrel Weaver, XFrame LLC
Property Owner	NEUZIL, LOWELL G. & BARBARA C. WOLSTENHOLME
Location	1602 B High Street, Tax Map # 0023A02(06)00-001
Ward	A
Acreage	0.593 acre
Zoning	R1 Low Density Residential
Future Land Use Recommendation	Low Density Residential
Overlays	None
Adjacent Zoning	R1 Low Density Residential on all sides of the property.
Adjacent Uses	Single-family dwellings on all sides of the property.
Staff Contact	Robert W. Dvorak, MNR, CZA Town Planner Phone: 434-392-8465 Email: rdvorak@farmvilleva.com

Background and Existing Conditions

The applicant is requesting a conditional use permit to allow an accessory dwelling unit in the R-1 Zoning District. The 0.593 acre site is located at 1602 B High Street on Tax Map Parcel 0023A02(06)00-001. Accessory Dwelling Units are allowed by conditional use permit only in the R-1 Zoning District. The structure on site is a single family home with an attached carport. The carport is to be enclosed and furnished with a kitchen, laundry and bathroom.

Zoning Ordinance Considerations

Accessory Dwellings are permitted by **Conditional Use Permit** in the R1 Low Density Residential District pursuant to the zoning use matrix in Section 29-22. a. (Table 1, Zoning Use Matrix).

An *Accessory Dwelling (or Accessory Dwelling Unit)* is defined in Section 29-81. - Definitions as the following:

- *A dwelling that exists as part of a principal dwelling or on the same lot as the principal dwelling and is subordinate in size to the principal dwelling.*

The R1 District’s purpose and intent is as follows:

- *Low density residential district, R-1, encompasses low-density single-family residential areas, both existing and planned. This district should provide a suitable environment for families who desire quiet spacious homesites with the amenities of suburban living, without fear of encroachment of dissimilar uses.*

Comprehensive Plan Considerations

Land Use Goals and Strategies

Goal: Plan for a balance of compatible land uses meeting the community and economic needs of a growing town.



Strategy: Allow for a wider mix of residential types, *including accessory dwellings* and live/work units.

Utilities

The property has access to the Town's public water and sewer system.

Transportation/ Streets

No significant impact to public streets.

Environmental

The site is a standard residential lot and is not located in a floodplain or other protected area. There are no impacted watercourses, steep slopes, or other atypical environmental factors. Emissions (dust, heat, noise, light, vibrations, etc.) should be standard for a residential use.

Findings and Recommendations

Staff's Findings

- The application appears to meet the standards of review for Conditional Use Permits set forth in Section 29-13.c.1 of the Town Zoning Ordinance.
- The application appears to meet the Comprehensive Plan's land use goals and strategies.
- There are no significant impacts to the capacities of the utility or transportation systems.
- There are no significant environmental impacts to the site or adjacent properties.
- An approval in this single instance will not have a detrimental effect on the neighborhood fabric or neighboring properties because the accessory dwelling is residential in character and is attached to the primary structure and no others. Additionally, the zoning ordinance allows for one single accessory dwelling with proper review and approval.

Recommendations

The Staff recommends **approval** of the Conditional Use Permit for an accessory dwelling.

Conditions:

- The structure will be no larger than presented on sketch. A one-story, 26' X 19' attached accessory dwelling unit.
- The structure shall comply with all setback requirements that apply to the primary structure.
- Only one (1) accessory dwelling shall be allowed on the lot or parcel of land.
- No recreational vehicle may be used as an accessory dwelling.
- Any accessory dwelling shall comply with all applicable requirements of the state department of health and the Virginia Uniform Statewide Building Code.
- No signage advertising or promoting the existence of the structure shall be permitted on the exterior of the structure or anywhere on the property.
- The town may revoke the permit if the permit holder violates any provision of this section.



Attachments

1. Adjacent Owner Notice
2. Vicinity and aerial maps
3. Design of ADU

Section 29-13.c- Standards for review (of a Conditional Use Permit)

1. Conditional use permits may be issued for any of the uses for which a conditional use permit is required by the provisions of this chapter, provided that the governing body, upon a recommendation by the planning commission, shall find that:
 - A. The proposed use will not affect adversely the health or safety of persons residing or working in the neighborhood of the proposed use.
 - B. The proposed use will not be detrimental to the public welfare or unduly injurious to property values or improvements in the neighborhood.
 - C. The proposed use will not be in conflict with the policies and principles of the town's adopted comprehensive plan.
 - D. Adequate public services, including streets and other trafficways, utilities, police and fire protection, are or reasonably will be available to support the proposed use.
2. In granting any conditional use permit, the governing body shall give due consideration to these relevant factors, as well as to any other reasonable land use and zoning considerations as may be required by the nature of the proposed use or as may be otherwise appropriate to effectuate the intent of this chapter, and the governing body shall designate such conditions as it deems necessary to carry out the intent of this chapter. The application for such conditional use permit shall be accompanied by such written and graphic material as may be necessary to enable the planning commission and the governing body to make the recommendation and findings set forth above.



COMMUNITY DEVELOPMENT DEPARTMENT

Ashley Atkins-Austin, CZA
Director of Community Development

John Ramsay, Building Official

Robert Dvorak, CZA Town Planner

Michelle D. Watkins, CPT
Administrative Assistant II Permit Technician

Date: March 03, 2026

Re: Case # CUP26-001 Notice of Public Hearing for a Conditional Use Permit for an accessory dwelling unit

Dear Property Owner,

You are receiving this letter because you own property next to a site that has applied for a conditional use permit as described below.

The Farmville Planning Commission will hold a public hearing on **Wednesday, March 18, 2026, at 7:00 PM** in the Council Chamber, located on the second floor of the Town Hall, 116 North Main Street, Farmville, Virginia to receive public comment on the following item:

Case CUP26-001: The applicant is requesting a conditional use permit to allow an accessory dwelling unit in the R-1 Zoning District. The 0.593 acre site is located at 1602 B High Street on Tax Map Parcel 0023A02(06)00-001. Accessory Dwelling Units are allowed by conditional use permit only in the R-1 Zoning District. The structure on site is a single family home with an attached carport. The carport is to be enclosed and furnished with a kitchen, laundry and bathroom.

The Farmville Planning Commission will consider the request following the public hearing. Any person(s) wishing to comment on the above matter should plan to attend this meeting or submit written comments. Please submit written comments to Ashley Atkins-Austin at aaustin@farmvilleva.com or by mail to PO Drawer 368, Farmville, VA 23901, to arrive by 4:00 p.m. on Wednesday, March 18, 2026.

Note that the Town Council will hold a public hearing approximately 3 weeks later, and a separate notice will be sent to you.



Questions and comments regarding cases may be directed to the Department of Community Development, 116 North Main Street, PO Drawer 368, Farmville, Virginia, 23901 or by calling (434) 392-8465, between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday.

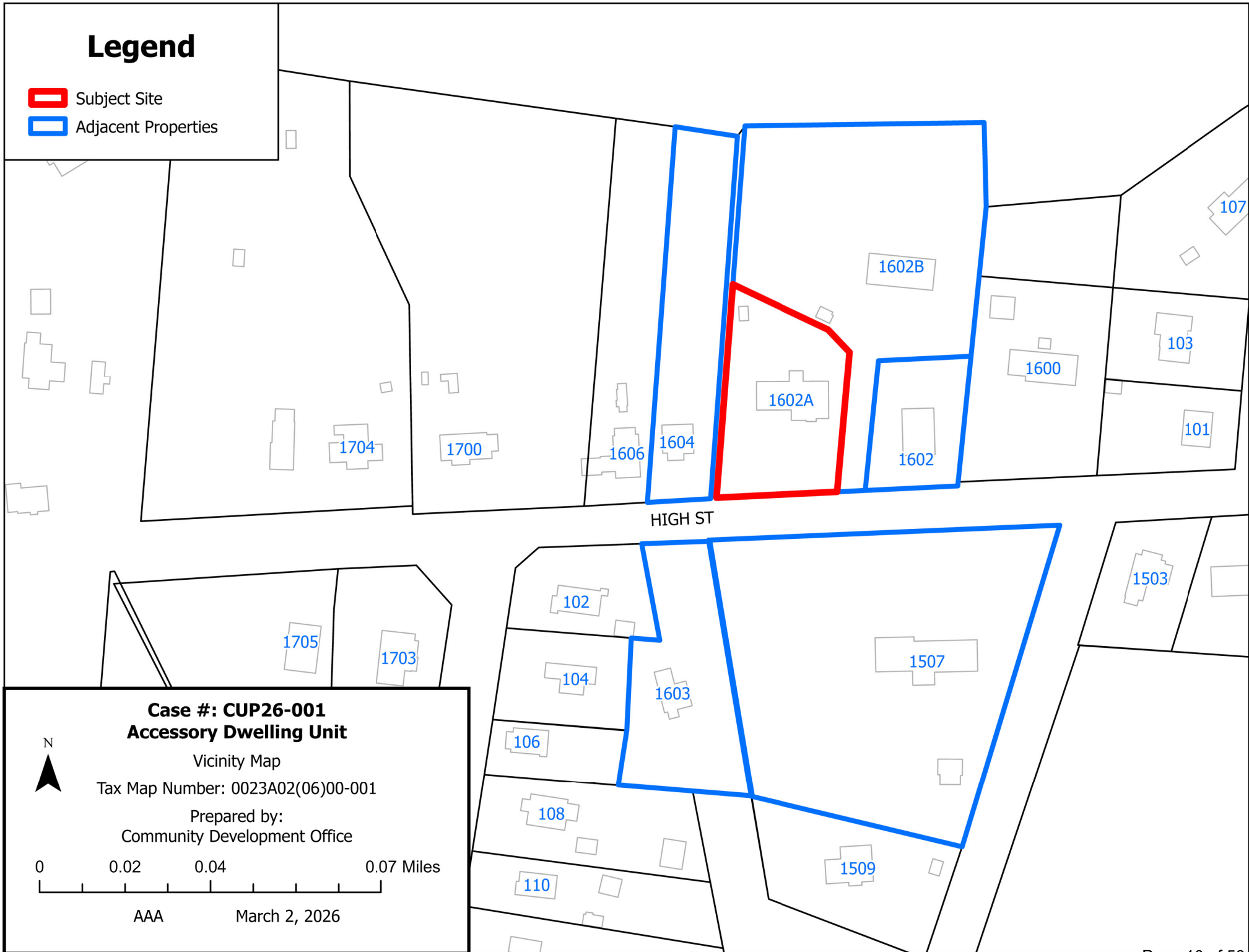
It is the intent of the Town to comply with the Americans with Disabilities Act. Should you need special accommodations, please contact C. Scott Davis, LP.D., Town Manager, at (434) 392-5686, prior to the meeting.

Sincerely,

Ashley Atkins-Austin,
Director of Community Development

Legend

-  Subject Site
-  Adjacent Properties

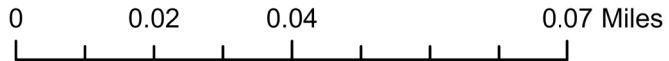


Case #: CUP26-001
Accessory Dwelling Unit

Vicinity Map

Tax Map Number: 0023A02(06)00-001



Prepared by:
Community Development Office

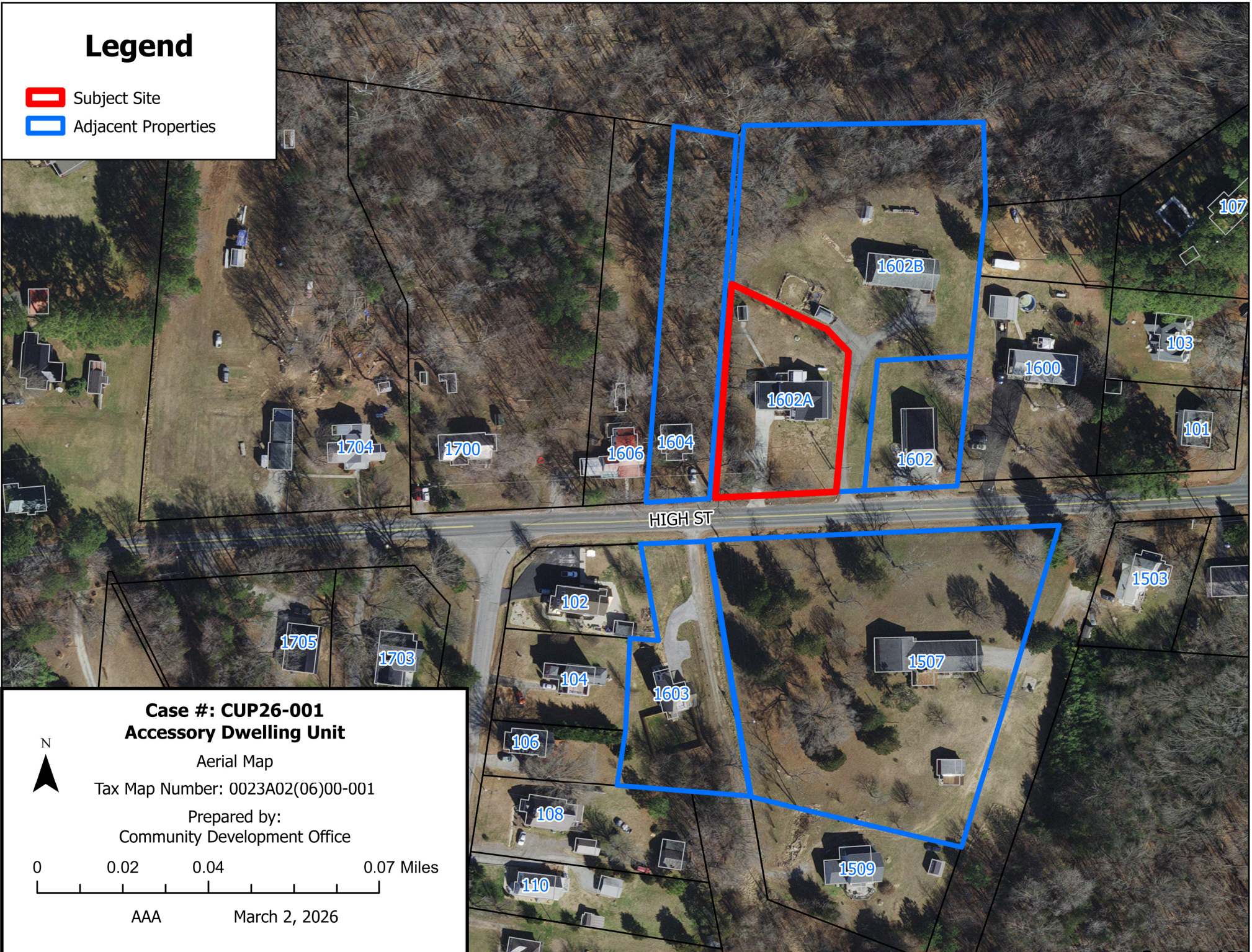


AAA

March 2, 2026

Legend

-  Subject Site
-  Adjacent Properties

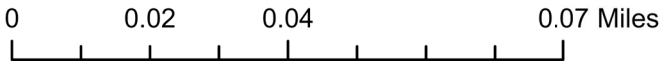


Case #: CUP26-001 Accessory Dwelling Unit

Aerial Map

Tax Map Number: 0023A02(06)00-001

Prepared by:
Community Development Office



AAA

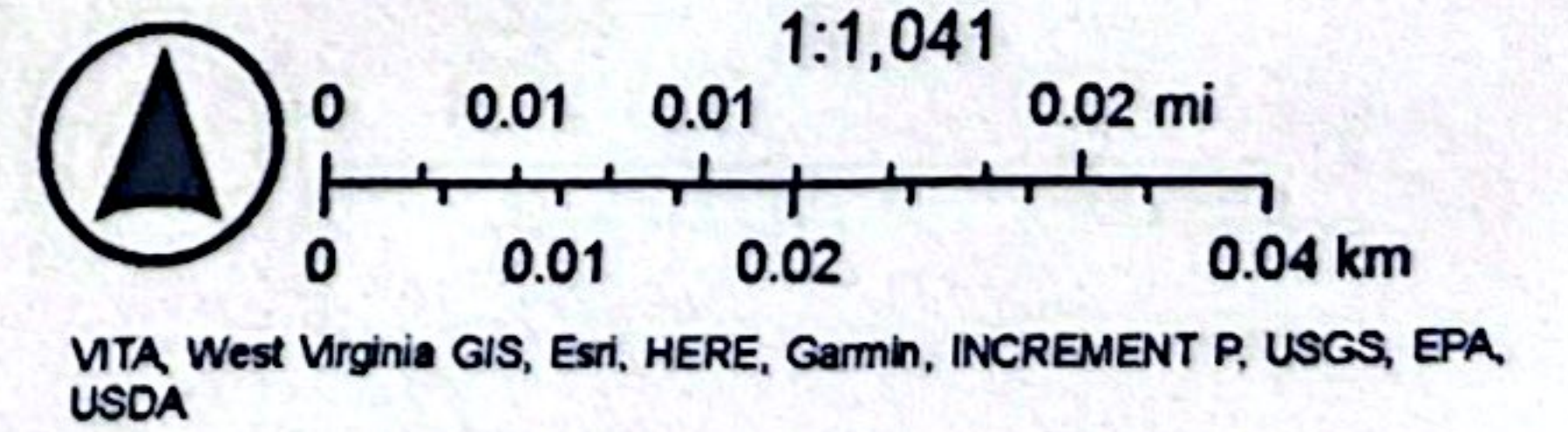
March 2, 2026

Town of Farmville, VA



2/11/2026, 9:47:57 AM

- AddressPoints
- Parcels
- Corporate Limit
- Building Footprints
- Roads
- Citations



~~at least 3-6 months~~

~~Change of use~~

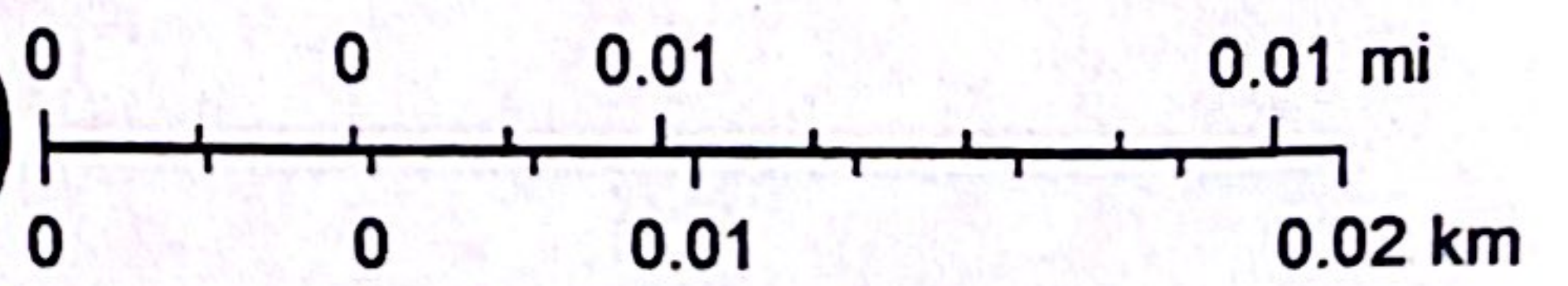
Town of Farmville, VA



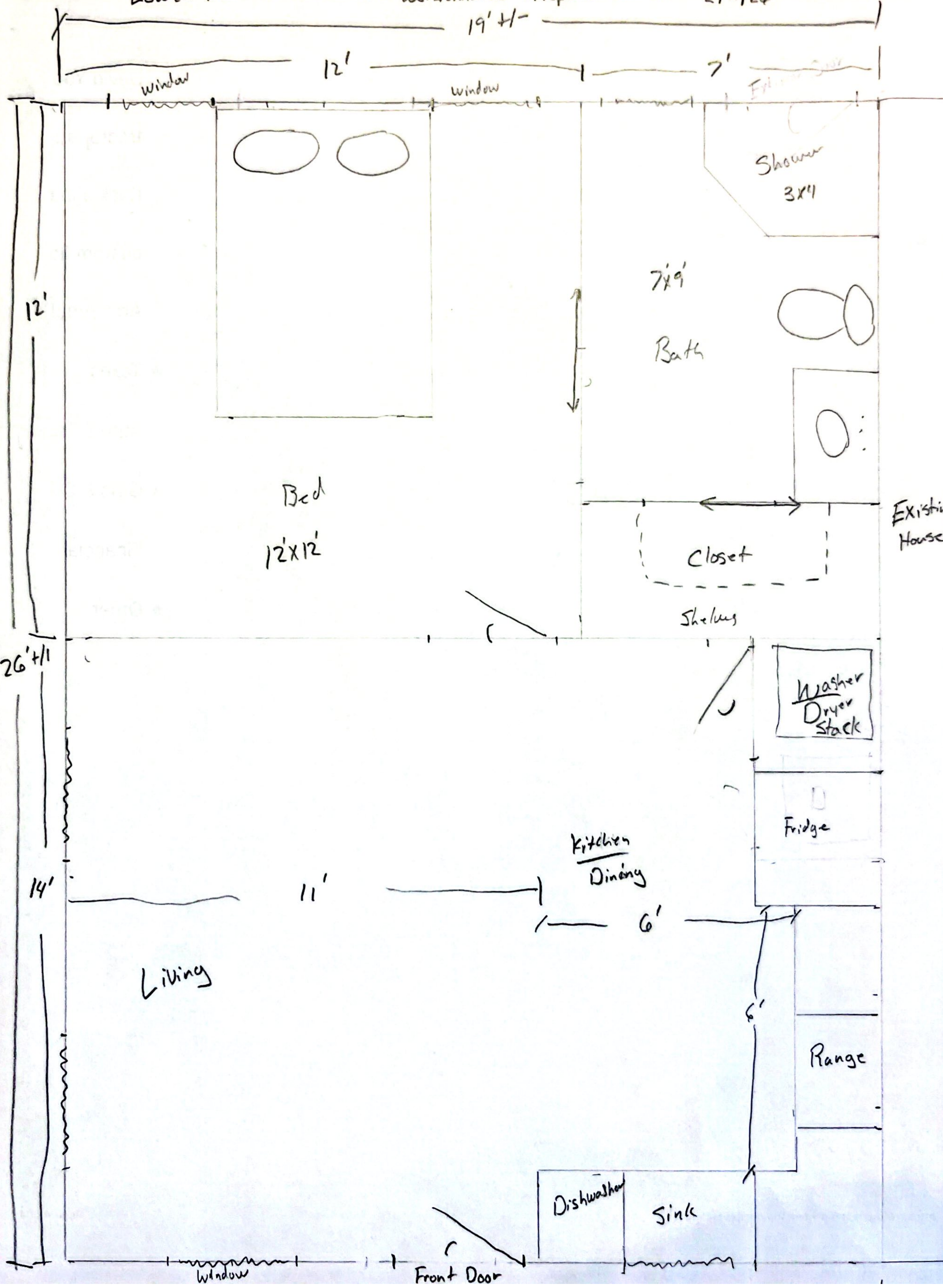
2/11/2026, 8:15:51 AM

- World_Boundaries_and_Places
- AddressPoints
- ▭ Parcels
- Roads
- ▭ Corporate Limit

- World Imagery
- Low Resolution 15m Imagery
- High Resolution 60cm Imagery
- High Resolution 30cm Imagery
- Citations



VITA, Esri, HERE, Garmin, IPC, Commonwealth of Virginia, Microsoft, Vantor



Existing House



Town of Farmville

Agenda Item Summary

MEETING DATE: March 18, 2026

ITEM NUMBER: 7.a. – Discussion: Draft Sidewalk Ordinance

BACKGROUND:

RECOMMENDATION:

FISCAL IMPACT:

ATTACHMENTS:

1. Sidewalks Draft Ordinance March 2026

Sec. _____ . Sidewalks Required. (March 2026 DRAFT)

1. New Public Right of Way. The Town requires that a five (5) foot sidewalk be installed on both sides of a new public right of way and dedicated to the Town on all property subdivided in the B-1, B-2, B-3, R-1, R-2, and R-3 zoning districts when one of the following conditions are met:

- A. When the proposed subdivision requires the construction of fifteen (15) or more lots;
- B. The proposed subdivision is within one-quarter mile of an existing primary/secondary school or planned school site;
- C. The parcel being subdivided is eighty (80) feet or less of an existing public sidewalk; or
- D. The Comprehensive Plan has identified the property to be subdivided as a priority for future pedestrian infrastructure.

2. Existing Right of Way. The Town requires that one five (5) foot sidewalk be installed on and dedicated to the Town on all property subdivided on an existing street in the B-1, B-2, B-3, R-1, R-2, and R-3 zoning districts when one of the following conditions are met:

- A. When the proposed subdivision requires the construction of fifteen (15) or more lots;
- B. The proposed subdivision is within one-quarter mile of an existing primary/secondary school or planned school site;
- C. The parcel being subdivided is eighty (80) feet or less, of an existing public sidewalk; or
- D. The Comprehensive Plan has identified the property to be subdivided as a priority for future pedestrian infrastructure.

3. Multi-Use Path. A multi-use path may be constructed on one side of the street in lieu of sidewalks when required on both sides of a new public right of way. Multi-use paths along streets shall have a preferred minimum width of ten (10) feet, though a minimum width of eight (8) feet may be approved by the subdivision agent.

Except as otherwise provided by the Zoning Ordinance, sidewalks shall be constructed of concrete or other approved materials, shall be a minimum of five (5) feet in width, and shall be parallel to the street.

Nothing in this Section shall alter VDOT's authority to require the construction and maintenance of sidewalks.



Town of Farmville

Agenda Item Summary

MEETING DATE: March 18, 2026

ITEM NUMBER: 8.a. – Comprehensive Plan Review - Intro - Economy

BACKGROUND:

RECOMMENDATION:

FISCAL IMPACT:

ATTACHMENTS:

1. Farmville_ComprehensivePlan_DRAFT PC Update March 2026

WELCOME TO
HISTORIC FARMVILLE



Town of Farmville Comprehensive Plan

ADOPTED 6.10.20

Hold for Adoption Resolution

ACKNOWLEDGMENTS

THE FOLLOWING PEOPLE WERE INTEGRAL IN THE CREATION OF THIS PLAN FOR
THE TOWN OF **FARMVILLE**

The citizens and business-owners of the Farmville community

David E. Whitus, Mayor

A.D. "Chuckie" Reid, Vice Mayor

Greg Cole

J.J. "Jamie" Davis

Daniel E. Dwyer

Donald L. Hunter

Thomas M. Pairet

Brian Vincent

Planning Commission

John Miller - Chairperson

Cameron Patterson - Vice Chairperson

Jerry Davenport - Secretary

Patrick Crute

Sherry Honeycutt

Jayne Johnson

Abigail O'Connor

Town Staff

C. Scott Davis, LPD, Interim Town Manager

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INTRODUCTION

PLAN PURPOSE

LEGAL BASIS OF THE PLAN

Comprehensive Plans are how all Virginia towns, cities, and counties guide future growth and development. This plan is a living document, reviewed every five years for necessary updates, or more often as changing circumstances may require. This document should be relied upon by Town staff, as well as elected and appointed leaders, as they weigh the merits of land development applications, construct the Town's annual budget, and make many other decisions for the future of the Town. The staff and Planning Commission of Farmville, assisted by a planning consultant, have carefully reviewed the Town's existing Comprehensive Plan, demographic changes, and other issues in an earnest effort to set a vision for the next several decades.

While the Comprehensive Plan does not carry the legal weight of the Town's Zoning or Subdivision Ordinances, the goals and strategies found herein should inform, and be implemented by, those regulations.

Virginia law requires that all Planning Commissions within the Commonwealth, with the help of public input, adopt a Comprehensive Plan. Section 15.2-

2223 of the Virginia Code governs this directive, stating:

"The Comprehensive Plan shall be made with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, including the elderly and persons with disabilities."

Among the many potential components of a Comprehensive Plan, the Code of Virginia specifically requires that the Comprehensive Plan include a transportation component designating required infrastructure improvements and a housing component identifying measures to meet the affordable housing needs of residents.

Section 15.2-2230 of the Code of Virginia requires localities to review its Comprehensive Plan on a five-year basis to ensure that it remains a relevant and usable vision for the community and is reflective of current conditions.



PLAN VISION & GOALS

PLAN VISION

Farmville is a historic community with strong ties to education, retail, tourism, and outdoor recreation. Using these assets, Farmville will continue to strategically plan for growth that delivers jobs, economic opportunities, and amenities that improve the lives of a diverse population while preserving small-town character.



ENVIRONMENT

Preserve Farmville's natural resources, while protecting people and property from natural hazards.



CULTURAL RESOURCES

Promote the history of the Town as an asset for tourism and economic development.



POPULATION & HOUSING

Provide for the needs of a diverse community with quality, affordable housing for all.



ECONOMY

Actively build a diversified economy that serves the many needs of Farmville citizens and is an economic engine for the region.



COMMUNITY FACILITIES

Provide high-quality and cost-effective administration, public works, water, sewer, law enforcement, parks, and events that enhance the Town's character and livability.



LAND USE

Plan for a balance of compatible land uses meeting the community and economic needs of a growing town.



TRANSPORTATION

Provide a safe, efficient, and attractive system of town-scaled streets that welcome pedestrians, bicycles, and automobile traffic.

PLAN PROCESS

COMMUNITY ENGAGEMENT

Public input is essential for a Comprehensive Plan that is reflective of the community's needs and hopes for the future. This Comprehensive Plan update has taken deliberate steps to ensure that it is the citizens' voices that define Farmville's vision and goals.

Community Workshops

The first community workshop was held on August 23, 2018. With 76 people in attendance, this workshop presented an overview of the Comprehensive Plan and the planning process. Working in small groups, participants identified local strengths, including history, educational institutions, and small-town character, as well as weaknesses, including limited shopping opportunities, housing choice and affordability, and local public schools. Workshop participants also worked to construct vision statements for a future Farmville, with many of these efforts touching on issues of economic prosperity, respect for history, and preservation of the small-town character that they value in their Town.

A second Comprehensive Plan workshop, held on October 23, 2018, at the Robert Russa Moton Museum, invited community members to provide more focused input to the plan. With 42 people in attendance, small teams worked on goals and project ideas for their community, marking their concepts on maps in response to one of three major themes: Growth and Development, Transportation, and Community Character and Quality of Life. Growth and Development teams agreed that established and historic neighborhoods should be protected from growth, while new development should be welcomed

in specific areas, including areas south of Town near US 460. Transportation concepts identified congestion areas in the downtown and the need for alternative routes. Character and Quality of Life teams planned for better trail connections and other recreation improvements.

Stakeholder Meetings

Throughout the Comprehensive Plan process, Town staff and plan consultants participated in individual meetings with a variety of local stakeholders to gather information and opinions that also contribute to the vision and strategies found in this Plan.

Community Survey

The Town also administered a community survey between December 2018 and January 2019. The survey was open to residents of Farmville and surrounding areas and gave the community an additional opportunity to participate in the Comprehensive Plan process. Drawing 484 responses, participants answered questions about the Town's priorities, shortcomings, and what they believed growth should look like in the future. Respondents expressed a desire to grow a strong Farmville community and economy while preserving the small-town charm, history, and beauty that are essential characteristics of their Town.

COMMUNITY SURVEY HIGHLIGHTS

WHAT DO YOU VALUE MOST ABOUT FARMVILLE?

68%

SMALL TOWN CHARACTER



51%

COLLEGE/UNIVERSITY PRESENCE



44%

HISTORIC DOWNTOWN



27%

CULTURE AND EVENTS



25%

NATURAL BEAUTY



23%

RECREATIONAL OPPORTUNITIES



WHAT SHOULD FARMVILLE FOCUS ON AS IT PLANS FOR ITS FUTURE?

70%

PROVIDING AMENITIES TO ATTRACT/RETAIN YOUNG PEOPLE



67%

ENCOURAGING ECONOMIC DEVELOPMENT AND JOB GROWTH



38%

PROVIDING HISTORY AND ARCHITECTURAL QUALITY



28%

PROMOTING TOURISM AND RECREATION



25%

MANAGING DEVELOPMENT



24%

PROMOTING DIVERSE HOUSING OPPORTUNITIES



SHOULD FARMVILLE WELCOME NEW GROWTH AND DEVELOPMENT?

81%

YES

BOTH RESIDENTIAL AND COMMERCIAL GROWTH

7%

YES: COMMERCIAL GROWTH ONLY

4%

YES: RESIDENTIAL GROWTH ONLY

2%

NO: FARMVILLE SHOULD NOT WELCOME NEW GROWTH

ABOUT FARMVILLE

*“America’s
First
Two-College
Town”*

FARMVILLE

The Town of Farmville is located in the Piedmont area of South-Central Virginia approximately 47 miles from Lynchburg, 64 miles from Richmond, and 76 miles from Charlottesville. The Town covers 7.4 square miles, 6.7 of which are in Prince Edward County and 0.7 in Cumberland County. The Town was founded in 1798, growing up around a bridge over the Appomattox River. Farmville has been acknowledged as America's first two-college town. A dominant feature of Farmville is Longwood University, a public, liberal arts university founded in 1839. Hampden-Sydney College, a private all-male college founded in 1775, is located south and west of the Town. In addition to the Appomattox River,

today Farmville is served by US Highway 460, a major route connecting Southern Virginia locations.

Farmville is a community set in deeply rural surroundings with strong historic connections. The Farmville area was the setting for the closing days of the Civil War and saw the early battle for civil rights unfold in its school system. Today, the Town is closely tied to the colleges found in and near it and attracts visitors for downtown shopping and outdoor recreation opportunities, including High Bridge Trail State Park. Farmville is an attractive and welcoming town that continues to grow and establish itself as an economic hub for its rural region.

Legend

- ★ Lynchburg
- ★ Farmville
- ★ Charlottesville
- ★ Richmond
- Appomattox River
- James River



ENVIRONMENT



GOALS & STRATEGIES

Preserve Farmville's natural resources, while protecting people and property from natural hazards.

1. Develop appropriate stormwater and environmental standards for all new developments that protect local environmental resources.
2. Maximize the use of river and stream corridors for tourism and other recreation use by building and promoting trails and blueways.
3. Increase landscaping and urban tree canopy for stormwater and aesthetic benefits.
4. Explore enrollment in the National Flood Insurance Program's Community Rating System to reduce the cost of flood insurance for residents.



EXISTING CONDITIONS & INITIATIVES

The Appomattox River is both an asset and a hazard for the Town.

LOCATION AND TOPOGRAPHY

Farmville is located in the Piedmont region of South-Central Virginia, where rolling topography is typical. Surrounded by farms and forests in adjacent Prince Edward and Cumberland counties, elevations in the Town range from 300 to 400 feet above sea level, with lands generally sloping gently toward the southeast. While hilly terrain is typical of the area, most of the Town falls within developable limits as far as topography is concerned. However, some narrow strips along streambeds may present slopes greater than 15% (15 feet of elevation change for each 100 feet of horizontal distance). Development on slopes over 15% should be restricted to reduce landslide, erosion, and sedimentation risks.

The soils underlying Farmville are well-drained and generally suitable both for significant development within the Town and agriculture in surrounding areas. Local soils can easily accommodate building foundations, streets, and the installation of water and sewer lines. Formations of rock may be found at shallow soil depths in isolated locations within the Town, but no commercial mining exists in the Town.

RIVERS AND STREAMS

The Appomattox River is a defining environmental feature of Farmville, running generally west to east through the Town. The river forms the Prince Edward/Cumberland County line and at Farmville drains a watershed of approximately 302 square miles. The Town also contains two major tributaries to the Appomattox, Gross Creek and Buffalo Creek. Gross Creek runs roughly parallel to, and east of, Farmville's

downtown Main Street business district, while Buffalo Creek is found west of the downtown, crossing Third Street to join the Appomattox River. Each of these water courses presents assets in the form of recreation and natural beauty as well as risks in the form of flooding and potential property damage.

Farmville must continue to protect the beauty and environmental quality of its river and streams, in part by continuing to embrace outdoor recreation in the Town. By using river and stream corridors for greenway trails and for blueway routes for canoes and kayaks, the Town can keep citizens and visitors connected to the natural environment and create pride in Farmville's environment. The Town must also continually sharpen stormwater, land use, and land disturbance regulations that apply to new developments, ensuring the protection of precious environmental assets.



EXISTING CONDITIONS & INITIATIVES

FLOODING

With a major river and several tributary streams, including Gross Creek in close proximity to the downtown business district, Farmville is subject to periodic flooding. The Appomattox River has a nominal flood elevation of 16 feet and has passed this threshold 97 times since 1928. The area's most significant flood occurred in June 1972 when the river reached a flood height of 29.7 feet. Significant floods have also occurred in 1928, 1940, 1996, and 2018.

While most flooding that occurs in the town is minor in scope, all floods disrupt the normal activities of residents and businesses in Farmville. Flooding is responsible for thousands of dollars of property damage and lost revenue as residents address clean-up efforts following the flooding event. With much of the town's historic downtown area and other parts of the town lying in a flood zone, flood protection must be addressed by the Town and its citizens.

Although it is impossible to fully protect against flooding, strategies can be implemented to reduce flood damage in Farmville. These strategies include town-wide measures as well as individual steps that can be taken by residents of Farmville.

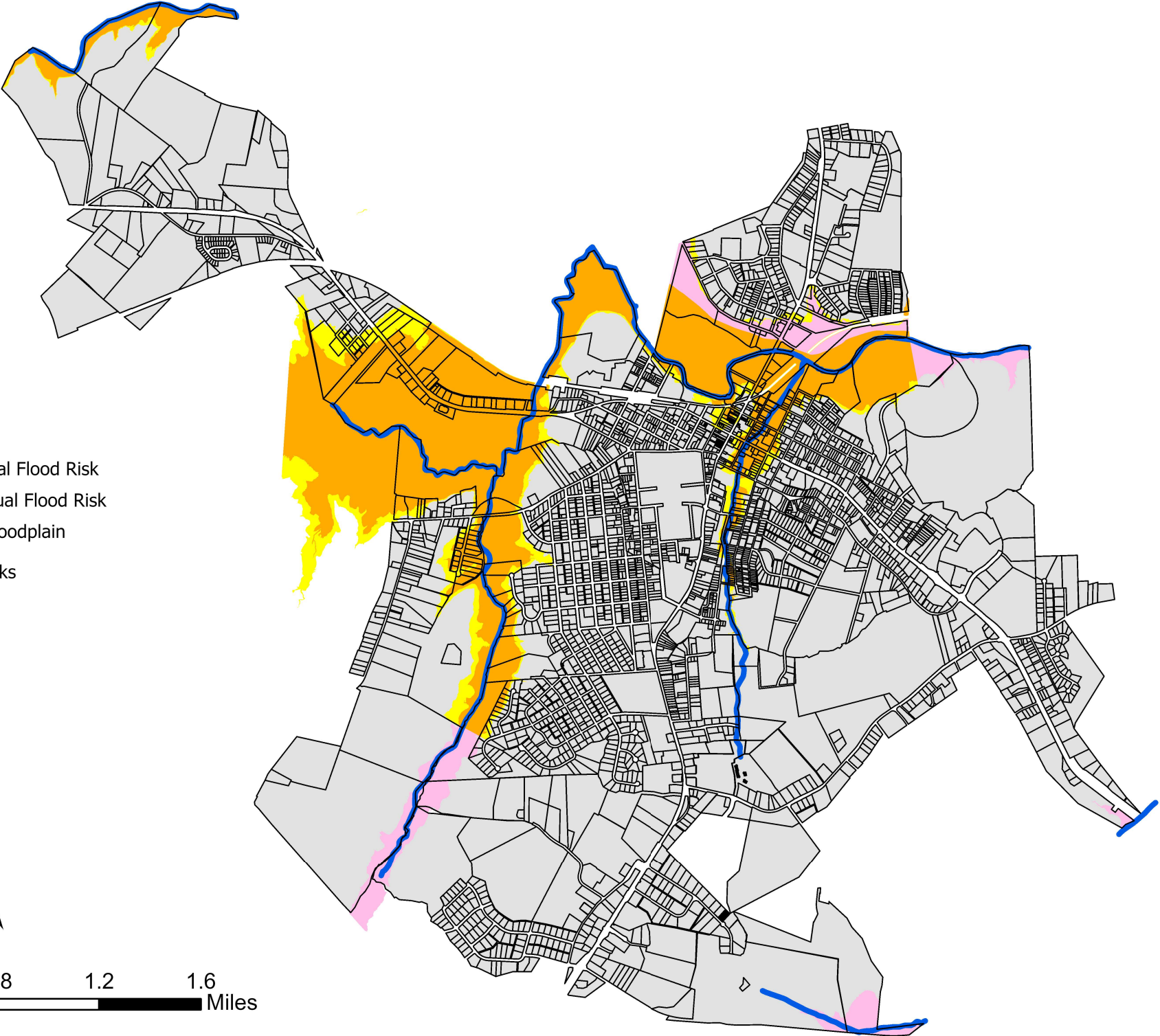
The Town can pursue a variety of town-level strategies to mitigate flooding damage, including modifying the Town's Zoning Ordinance to support protective tree canopy, enforce stringent stormwater standards, encourage permeable surfaces, and limit development of wetlands and floodplains.

Farmville residents can also contribute to mitigated flood risk by elevating furnaces, water heaters, and





electric panels, installing check valves to prevent flood water from backing into drains, constructing barriers to prevent floodwater from entering homes during high-rain events, and sealing walls in basements and low-level floors with waterproofing compounds.

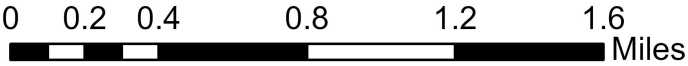


Flood Zones

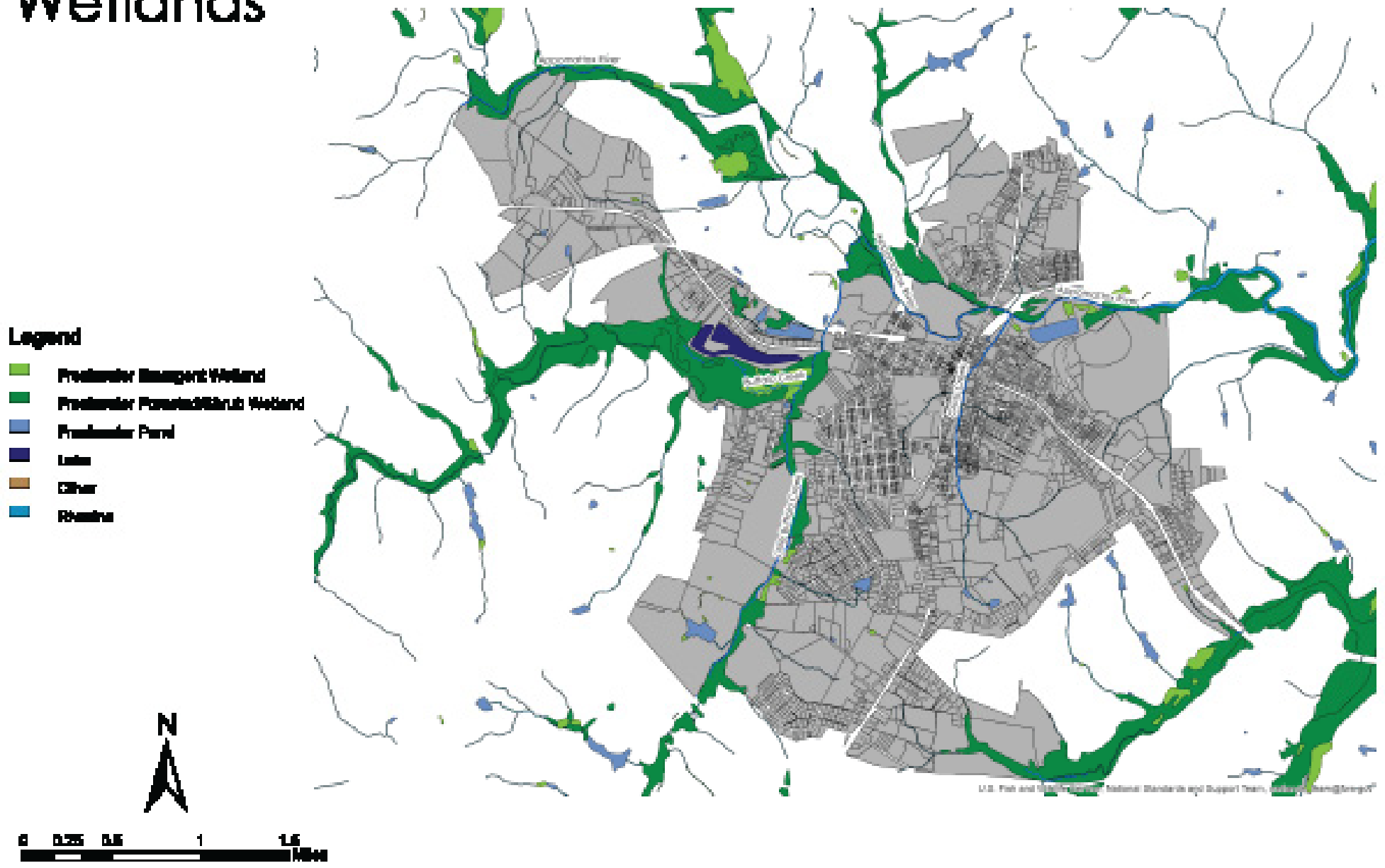


Legend

-  .02% Annual Flood Risk
-  A: 1% Annual Flood Risk
-  AE: Base Floodplain
-  Rivers/Creeks



Wetlands



EXISTING CONDITIONS & INITIATIVES

COMMUNITY RATING SYSTEM

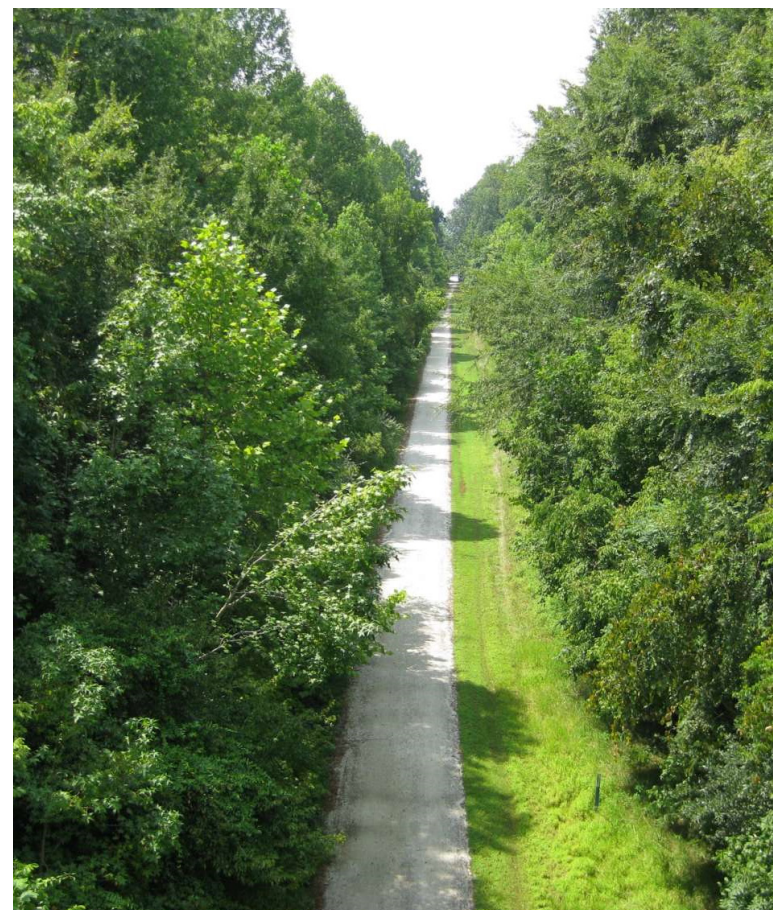
While certain actions can be taken to reduce flood risk, this risk will not likely be eliminated. To protect from financial loss in the event of flooding, residents and business owners should seek the protection of flood insurance. One feature of the National Flood Insurance Program is the Community Rating System (CRS). This program allows property owners to pay discounted rates for flood insurance based on floodplain management activities that the Town undertakes. These activities may range from educational programs or brochures that raise public awareness of flood risks to major construction projects that provide physical protection from floodwaters. Based on the efforts that Farmville makes toward flood safety, local flood insurance rates could be discounted by 5-45%. The Town should investigate enrolling in the CRS, including investigating what existing Town programs and efforts can already be claimed toward CRS credit.

REGIONAL ENVIRONMENT

The local environment does not begin or end at Farmville's borders. Environmental features, including the Appomattox River and its broad watershed and tributaries, extend into Prince Edward and Cumberland counties and well beyond. Farmville citizens enjoy access to regional environmental resources like the Sandy River Reservoir and various hiking trails near to the town. Abundant farmland exists around the town and contributes to Farmville's small-town charm.

It is also true that development and infrastructure decisions made in Farmville have the potential to affect downstream and nearby environments. Working

closely with Prince Edward and Cumberland counties, Farmville should help to promote environmental conservation in rural areas of the Counties, including open space preservation, conservation easements, and recreation partnerships that enhance the connection between local citizens and visitors and the natural environment.



CULTURAL RESOURCES



GOALS & STRATEGIES

Promote the history of the Town as an asset for tourism and economic development.

1. Encourage the listing of eligible historic buildings on state and national historic registers.
2. Enhance Farmville's gateways with appropriate signage and features that establish the Town's unique identity.
3. Promote the Town's civil rights history with signage and other tourism outreach.
4. Promote the Town's history of higher education and its historic campuses.



FARMVILLE HISTORY

*Farmville's
story is
important
locally, state-
wide, and
nationally.*

Farmville is a unique and charming small town whose history and historic assets help to define its community and character. The Town's unique history should be celebrated and protected so that historic places and stories endure for future citizens to enjoy. Farmville's history is also a valuable asset that enhances property values and helps to secure tourism as an important Town industry.

ESTABLISHMENT

Located in the heartland of Virginia, Farmville was founded in 1798 from the counties of Cumberland and Prince Edward. These neighboring counties were divided by the Appomattox River. In 1762, a bridge was completed at Rutledge's Crossing, and the area began to grow. The river, bridge, and the railroad that connected Lynchburg to Petersburg became a hub of trade for surrounding counties, and the Town of Farmville was born.

HIGHER EDUCATION

As Farmville grew, so did its residents' desire and need for education. The Farmville Female Seminary Association was founded in 1839 and is the first state teacher training college in Virginia. It later became Longwood College in 1949 and continued as an all-female college. That changed in 1976 when the college became fully co-educational. On April 24, 2001, a fire destroyed 200,000 square feet of historic building space. One of the buildings destroyed was the signature Rotunda. This did not hold the college back, nor stop it from changing and growing. In 2002, the college became Longwood University and began reconstruction of the lost buildings. The University completed the reconstruction in 2005. It continues to add and remodel buildings today, offering bachelors and master's degrees to students as one of the one hundred oldest colleges and universities in the United States.

While not located within the Town limits, the nearby campus of Hampden-Sydney College is also inextricably linked to the history of Farmville. Hampden-Sydney is a private, four-year, all-male college offering a liberal arts education to just over 1,000 students. The College today occupies a 1,300-acre campus located five miles southwest of downtown Farmville. Hampden-Sydney was founded in 1775 and moved into its first permanent facility, a three-story brick building, in 1776. In 1812, Union Theological Seminary was founded at Hampden-Sydney and later moved to Richmond. Similarly, in 1838, the Medical College of Virginia was founded on campus, an institution that also later moved to Richmond. The campus began as a small cluster of buildings on 100-acres, with multiple expansions to reach its current size.

POINTS OF INTEREST

Other historical sites still in existence in Farmville include the Confederate Cemetery, located on the border with Cumberland County. It is the resting place of numerous soldiers and other participants of the Civil War. The Farmville Train Station was restored in 2004 and is now a multi-use community building. Longwood House is a historic home built about 1815 with Greek Revival style woodwork. The home was purchased by the Teachers College in 1928 and is the namesake of Longwood University. Since, 1969 the home has been used as the home of the university president.

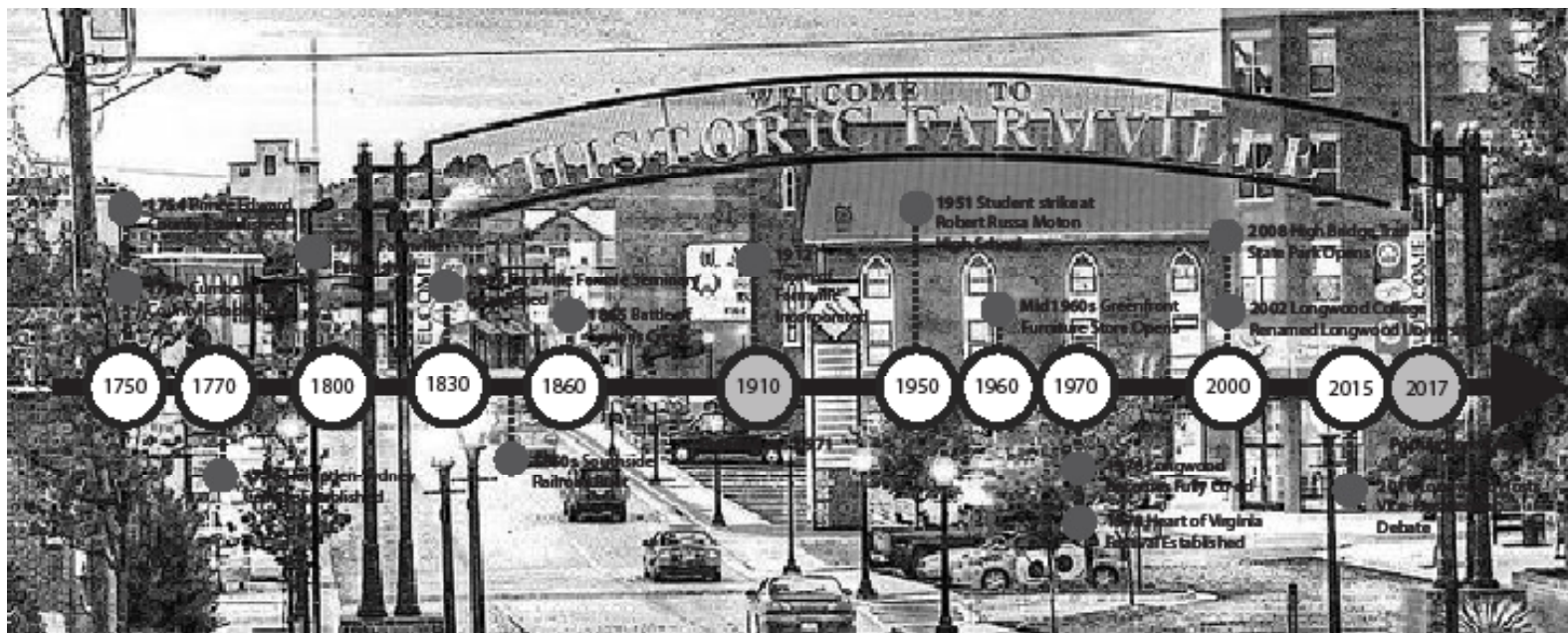
FARMVILLE HISTORY

CIVIL WAR

The history of Farmville does not just include trade and education. Unfortunately, there was also war. The last major battle of the Civil War was just miles east of Farmville at Sailor's Creek. The battle on April 6, 1865, was fraught with many deaths and captures of the Confederate Army. General Robert E. Lee led his soldiers to Farmville burning bridges along the way in hopes of slowing the Union Army. Lee and his men stopped for much needed supplies that would carry them through to Appomattox. However, General Ulysses S. Grant was not slowed, and he sent Lee a dispatch suggesting surrender. Lee and his men fled to Appomattox, where he ultimately surrendered just days after leaving Farmville. Today, visitors can trace Lee's Retreat as part of an interpretive Civil War Trail.

CIVIL RIGHTS

Farmville was also home to vital initiators of the fight for civil rights. Farmville's Robert Russa Moton High School, built in 1939, is known as the student birthplace of America's Civil Rights Revolution and is now a National Historic Landmark and museum. It is here that Barbara Johns and other students formed a strike against unfair education in 1951. These students produced three-fourths of the plaintiffs in *Brown v. Board of Education* (1954) and were the only group of protesters led by students, instead of parents. This crusade and others for equal rights in education brought visits from Martin Luther King, Jr. and other national leaders.



CULTURAL RESOURCES INITIATIVES

HISTORIC PRESERVATION

The Town of Farmville is recognized as a historic place in several important ways. The Farmville Historic District was created in 1989 and is listed on the National Register of Historic Places. The district includes the downtown business district, the 19th Century Beech Street neighborhood, Victorian era High Street, Longwood University buildings on High Street, and the 19th Century river warehouse on North Main Street. Overall, the district includes more than 246 contributing buildings. First Baptist Church, Longwood House, and the Robert Russa Moton High School all enjoy separate listings in the National Register. These recognitions are important to the Town's character and story, and the Town should continue to encourage deserving historic structures to be listed on state and national historic lists.

While the listing of buildings and districts on the National Register provides important recognition, it is important to note that the designation does not protect these structures. Owners of historic structures may be eligible for certain tax incentives for restoration but can still change or remove historic structures at their option.

HISTORIC TOURISM

Tourism is a major factor in the economy of Farmville. The Town's historic charm and sites are not just important cultural assets but also economic ones.

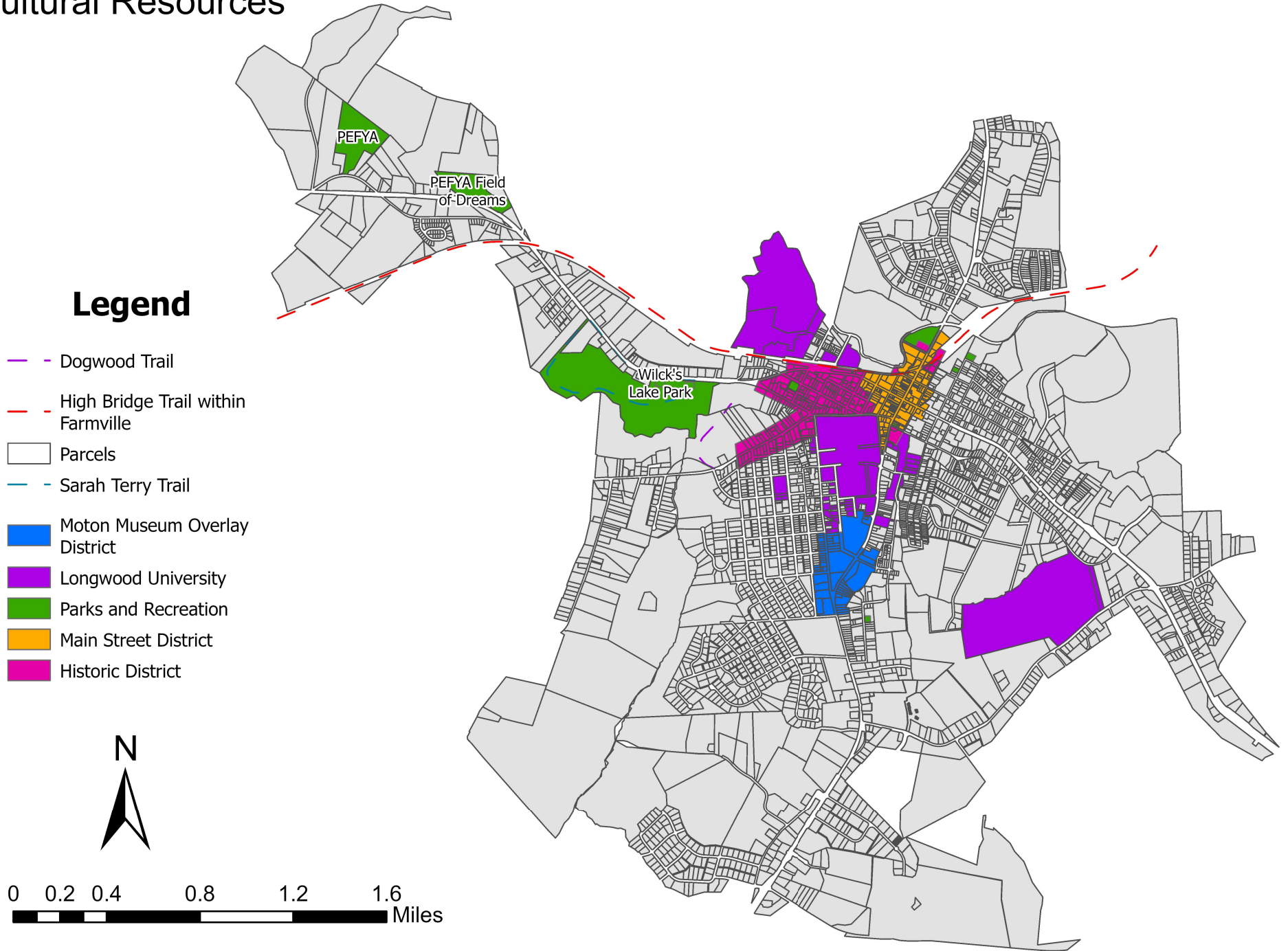
Recognizing that almost all visitors to Farmville drive down one of the Town's major roadway entrance corridors, these corridors should be used to advertise

the Town's identity and create a welcoming entrance. Each of the Town's major corridors, West 3rd Street, East 3rd Street, North Main Street, and South Main Street should include signage and landscaping that actively announce drivers' arrival in historic Farmville and portray the major economic and tourism features of the Town.

Farmville is an important part of American civil rights history. This emerging area of historic tourism is already taking shape in Farmville, with the Moton Museum as a key feature. The Moton Museum is the centerpiece of the larger Civil Rights in Education Heritage Trail, a self-guided driving tour through 41 sites throughout Southern Virginia, including one room schoolhouses, churches and historic birthplaces that tell the story of the educational struggles faced by African Americans, Native Americans, and women. Using signage and local and national advertising, the Town should continue to expand this area of historic tourism, reaching new audiences and promoting its important story.

Farmville must also continue to promote the history and tourism assets of Longwood University and Hampden-Sydney College. These two institutions are responsible for many visits to Farmville. Their unique histories are one factor that bring prospective students, parents, alumni, and other visitors to their campuses. Farmville should work closely with the colleges to advertise local festivals, sites, recreation, and other opportunities to college visitors and should continue to embrace the Town's identity as America's first two-college town.

Cultural Resources



POPULATION & HOUSING



GOALS & STRATEGIES

Provide for the needs of a diverse community with quality, affordable housing for all.

1. Encourage multi-family residential uses in designated areas where access to major streets and other services are in place.
2. Support the work of Habitat for Humanity and other organizations that increase affordable housing in Farmville.
3. Promote downtown adaptive reuse and the provision of housing above commercial uses.
4. Use the Town's development regulations to ensure that housing features benefit senior citizens, including universal design, independent living apartments, and small assisted living projects designed and constructed in keeping with Farmville's character.
5. Promote the development of condominium and town house residences that serve the needs of young professionals.



EXISTING CONDITIONS

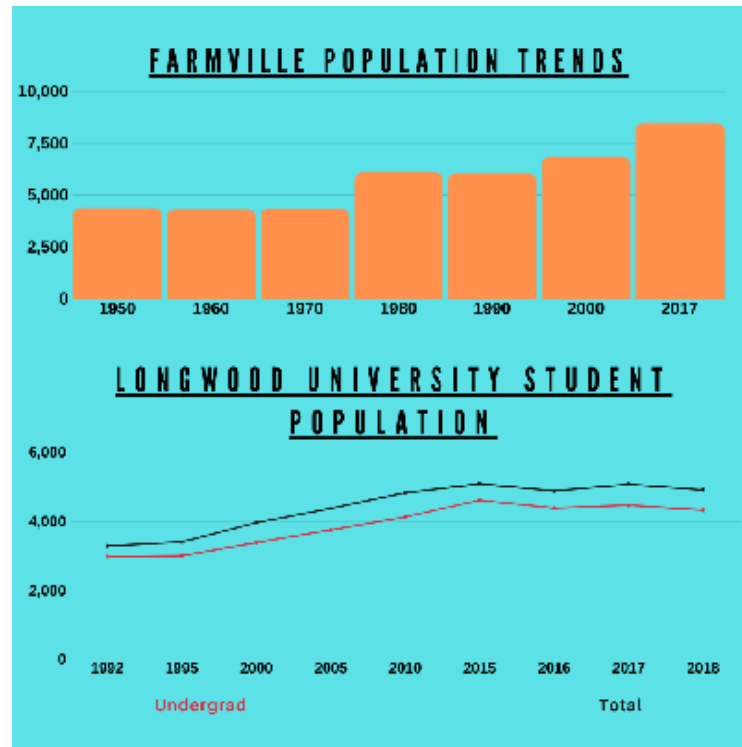
2023 Population: 7,613*

*American Community Survey Estimate, +/- .41%

Local Trends

Population

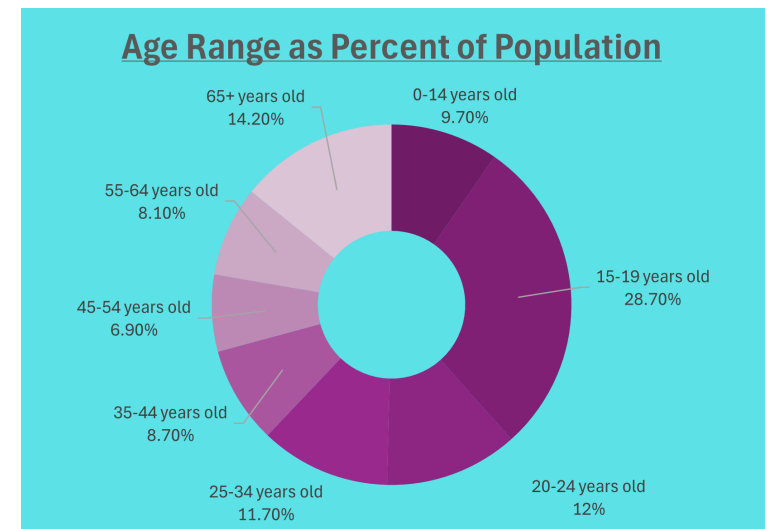
The population of Farmville has seen periods of growth, stability, and small declines over time, influenced by a variety of local, regional, and national factors. Importantly, the total population of Farmville includes students of Longwood University. The inclusion of Longwood students swells Farmville's total population by more than 3,000 people. Students may also influence other demographic data, including lowering the average age of Town residents and lowering average incomes.



Between 1950 and 1970, Farmville's population remained relatively stable at approximately 4,300. By 1980, 6,067 individuals lived in Farmville, in part due to an annexation that expanded the Town's borders in 1971. Another annexation occurred in 1993, adding 503 individuals to the Town. In 2004, a boundary adjustment incorporated two additional small portions of Prince Edward County. The 2010 Census recorded a population of approximately 8,400 individuals with a notable decrease in present 2023 estimates.

Age

Farmville's median age is 24.7, which is eleven years younger than Prince Edward County. Over 40% of Farmville's population is between the ages of 15 and 24, reflecting Longwood University's student population. This young population is an asset that can be seized by the community to encourage further population and business growth. A young population may choose to stay in Farmville and start families, opening up new opportunities for growth in the Town.



EXISTING CONDITIONS

Race

Racial diversity in Farmville has increased significantly since 2010. In 2010, 66.5% of the population identified as White Only, compared to 37.8% reporting White Only in 2020. The African American population in 2020 was reported as 47.7%, an increase of over 20% since 2010. Other races, including Asian American and Native American, remain relatively small portions of the population.

Education

Residents of Farmville are well educated. The high school graduation rate of 89.6% is on par with the rest of the nation and exceeds the graduation rate in Prince Edward County. Approximately 34.5% of Farmville residents possess a bachelor's degree or higher, comparable to the rest of the country. Both the high school graduation rate and the percent of the population holding a bachelor's degree or higher has greatly increased since 2010.

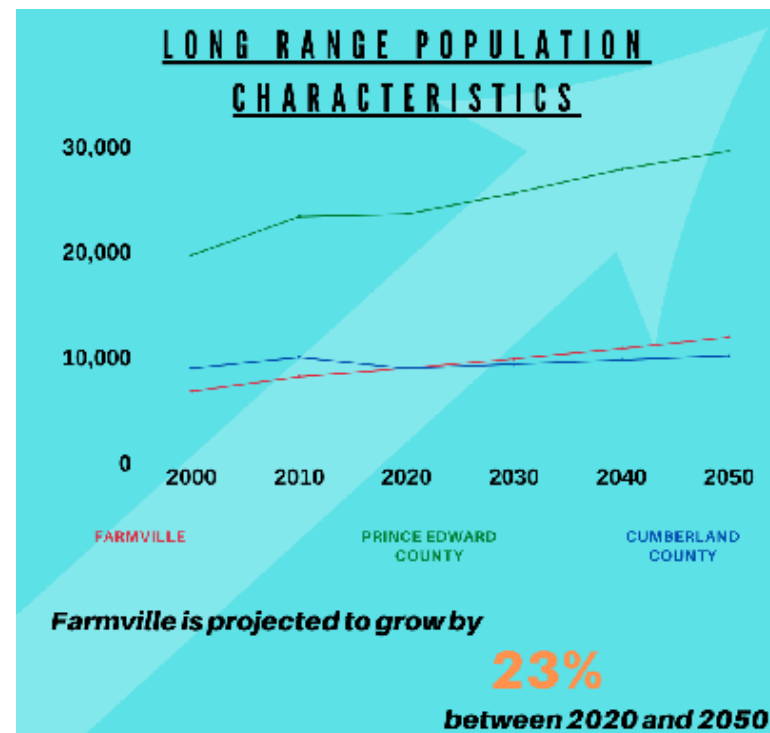
Long Term Growth

With a thriving university, a burgeoning downtown, and room for new construction, Farmville anticipates additional growth to be sustained into the future. Most population projections, like Farmville's, are based on past trends combined with knowledge of prospective activities that may modify those trends. These predictions are subject to error due to changing conditions. These long-range projections do not account for growth from possible future boundary adjustments or high-density development units.

Income & Poverty

Longwood University undergraduate students greatly influence the income data for the Town. Full time university students are counted as residents but often have very little personal income. As a result, median household income, \$40,282, is lower than Prince Edward County and the country as a whole.

The poverty rate for Farmville is 22.1%, nearly twice the national average of 12.7% and roughly in line with Prince Edward County. College students with little income may be one factor in this statistic. Individuals in the 18-24 age category make up approximately 37.4% of those in poverty in both Farmville. It should also be noted that poverty data is not calculated based on college students living in dormitories, so these figures would only represent those students living off campus.



EXISTING CONDITIONS

Public input results point to a need for more diversity in Farmville's housing stock.

Housing

Profile

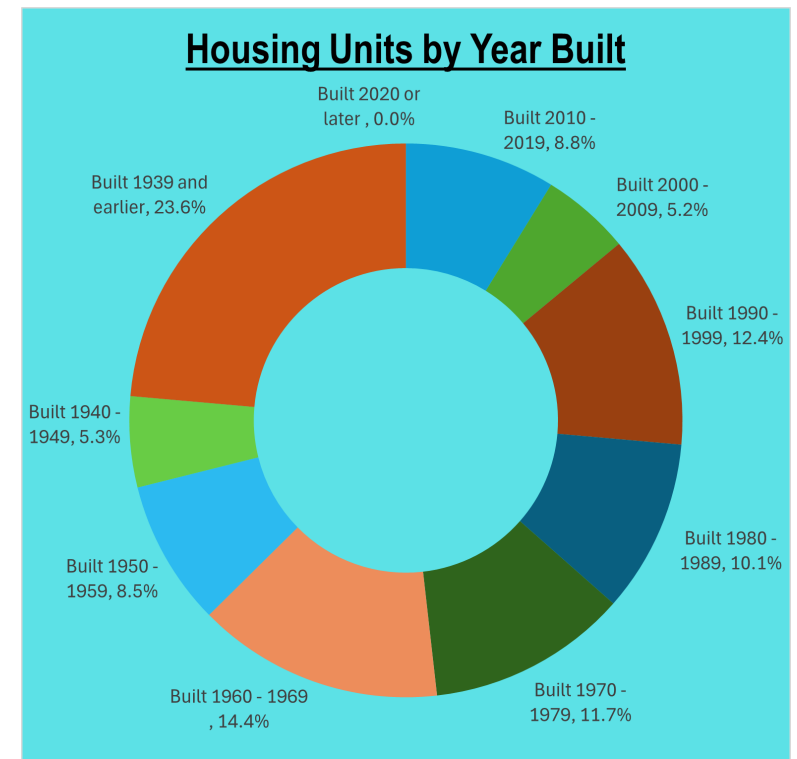
The Town of Farmville includes approximately 2784 housing units. Of these, single-family detached homes make up 51.6%. Farmville is split roughly even between renter-occupied and owner-occupied housing units. Approximately 81.8% of housing units in the town are occupied, which is comparable to the occupancy rate in Prince Edward County. Median home value in Farmville is \$223,700, exceeding Prince Edward County's median home value by approximately \$20,000.

Compared to Prince Edward County, homes in Farmville are older and smaller. About 76.3% of the housing in Farmville has two or more bedrooms while 52.9% of homes have at least three bedrooms. A majority of housing units in the town were built before 1989. Despite this, Farmville has seen a greater share of total homes built post-2010 than has Prince Edward County. Older housing contributes to the historical charm of the town and is a community asset shared by the residents and visitors of Farmville. Older housing also carries its own challenges; maintenance costs and utility costs tend to trend upwards with aging structures.

Affordability

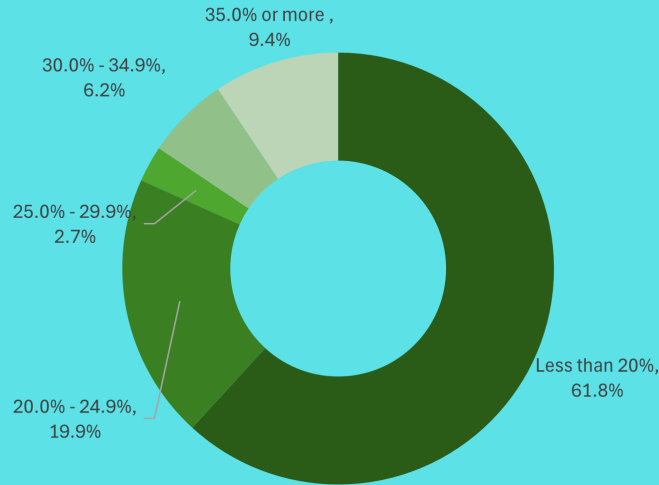
Affordable communities are attractive for families and individuals to work and live in. Affordability can be measured in housing costs, comparative price of goods, and income and is used to compare the overall cost of living in Farmville compared to the region and the nation.

The US Department of Housing and Urban Development defines "cost-burdened" families as those who pay more than 30% of their income for housing. About 15% of Farmville's mortgaged housing units are considered cost burdened according to this definition. For renters, approximately 47.9% of units are cost burdened. In Prince Edward County, by comparison, there are approximately 26% of mortgaged households and 41.9% of rental units considered cost burdened.

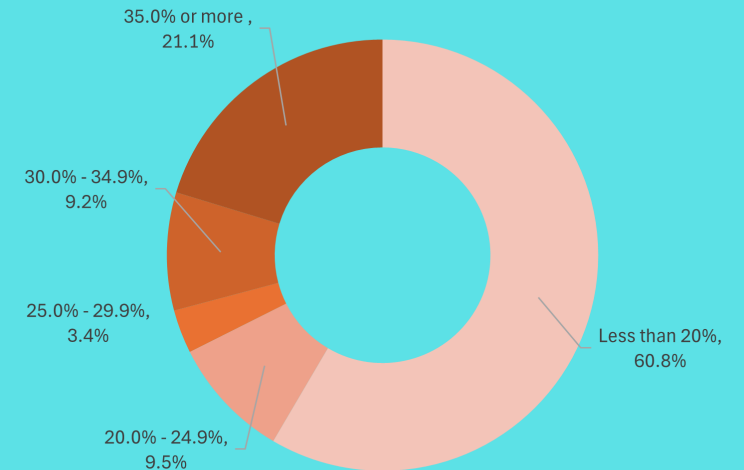


EXISTING CONDITIONS

Housing Costs as Percent of Income for Mortgaged Units: Town of Farmville



Housing Costs as Percent of Income for Mortgaged Units: Prince Edward County



HOUSING INITIATIVES

HOUSING INITIATIVES

Housing initiatives in Farmville should provide opportunities for the construction, rehabilitation, and maintenance of housing to meet current and future needs of residents. Providing for a diverse population means ensuring that housing options are available at all income levels, including families and individuals at or near poverty.

Through this Comprehensive Plan's public survey, Farmville residents expressed a desire for new housing development. Single family homes, housing for seniors and the elderly, and duplexes or townhouses were the most-desired types of new housing. Balancing the citizens' wish for maintaining a small town feel while promoting growth and attracting young professionals to the Town is a key endeavor.

New housing options should provide opportunity for all ages and family situations, allowing residents to spend their lives in the community even as their housing needs change. Smaller units and maintenance-free options like town homes and condominiums in walkable downtowns often appeal both to young professional and to empty nest couples. Future housing stock can be managed using the Town's zoning ordinance, adjusting regulations to allow more housing variety and extending mixed-use zoning into commercial areas to allow for select projects on larger parcels that mix a variety of housing with commercial uses.

Finally, Farmville's aging housing stock emphasizes the need for zoning and property maintenance regulations that preserve Farmville's aesthetic quality and protect the Town's many older homes from

neglect. While the Town has limited administrative staff, property maintenance enforcement must be given an important role among the Town's many duties to its residents. In addition to ensuring the maintenance of older homes, the Town should use education and other means to encourage renovation, where applicable, to meet modern codes and standards, allowing such homes to appeal to a wider range of buyers or renters. The Town may also consider partnering with non-profit organizations, such as Habitat for Humanity, to support the rehabilitation and repair of housing for low-income and underserved populations.



ECONOMY



GOALS & STRATEGIES

Actively build a diversified economy that serves the many needs of Farmville citizens and is an economic engine for the region.

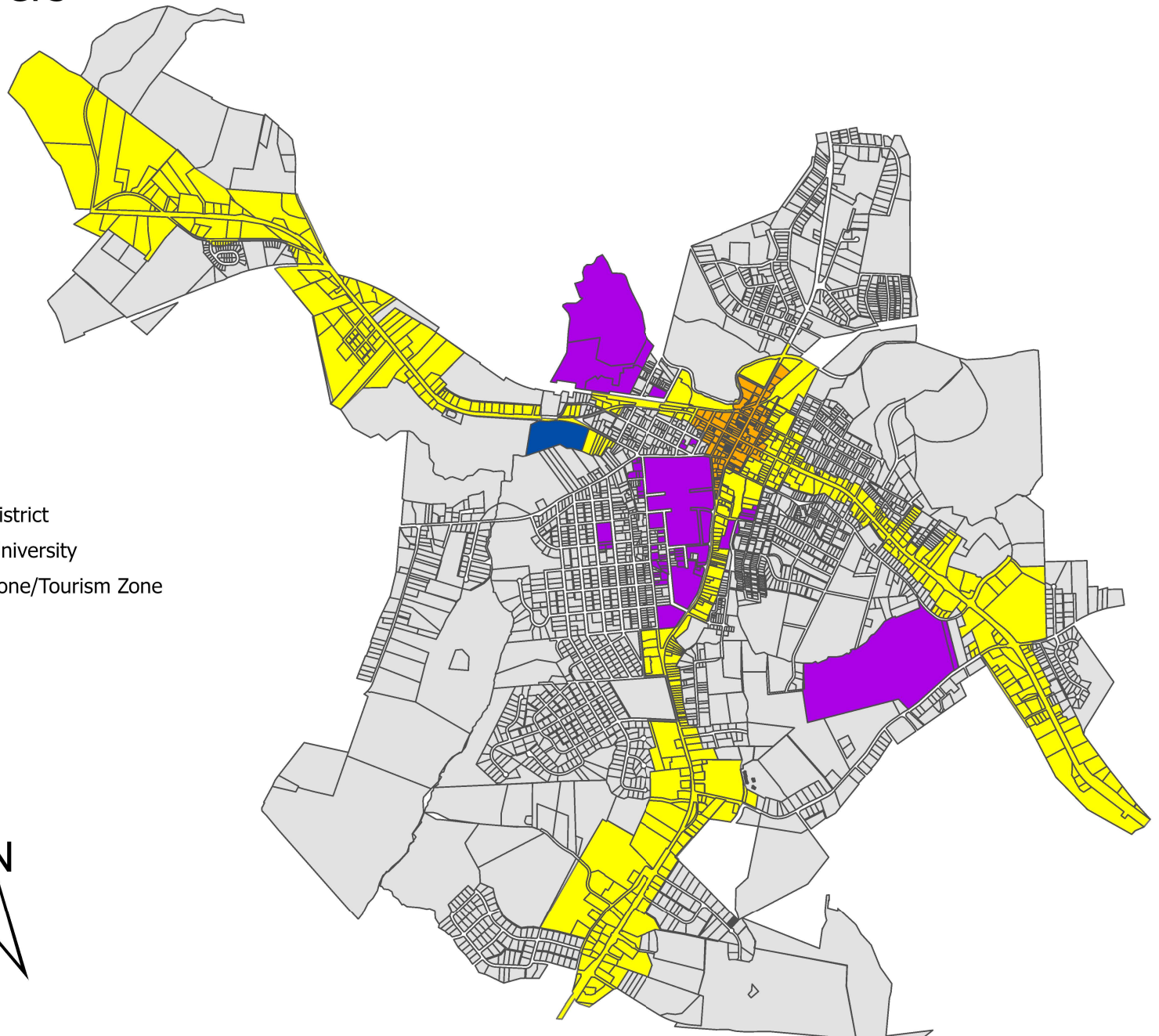
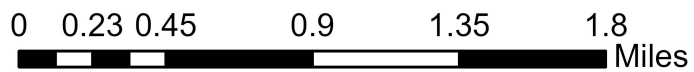
1. Create a coordinated system of wayfinding signs directing visitors to attractions, parking, and other points of interest.
2. **Work with SEED Innovation Hub and Virginia's Heartland Regional Economic Development Alliance to increase economic and development opportunities.**
3. Partner with Prince Edward and Cumberland Counties to actively recruit desirable businesses to the Town and surrounding areas.
4. **Consider working with a consulting service to promote and actively seek potential economic development initiatives.**
5. Actively market Farmville as a tourist destination within Virginia and nationally.



Economic Drivers

Legend

-  Hospital
-  MainStreetDistrict
-  Longwood University
-  Enterprise Zone/Tourism Zone



EXISTING CONDITIONS

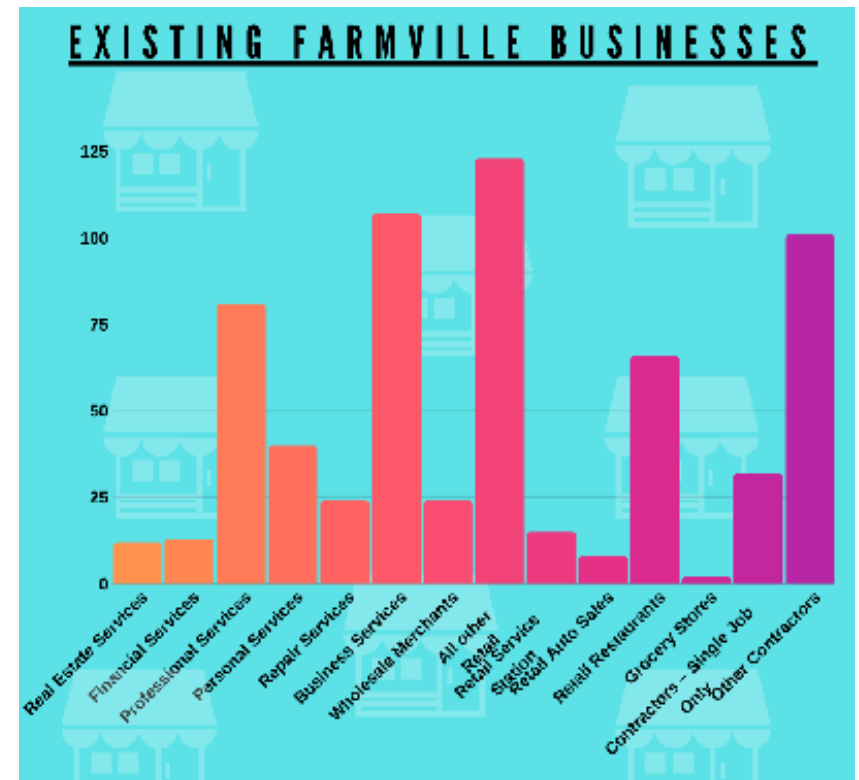
While Farmville an important commercial hub, there is a need for additional shopping services.

With a vibrant downtown retail sector and numerous recreation and entertainment businesses, Farmville is an important commercial hub, both for its residents and the greater rural region, including Cumberland and Prince Edward counties and beyond. Longwood University and its student population help drive economic activity, as does the Town's significant healthcare sector. Despite regional declines in manufacturing, a small manufacturing industry exists with related services, such as transportation and warehousing, contributing to a relatively diverse local economy.

There are many factors at play in the Farmville economy, some of which are within the Town's control and others which are not. Factors include population levels, industries within the Town, state and national economic trends, and policy changes on all levels of government. To grow the local economy, increase resident incomes, and provide commercial and employment variety, the Town should pursue policies that maintain a business-friendly atmosphere, keep the costs of doing business low, and provide quality public utilities and other services that help attract investment in the Town.

EXISTING BUSINESSES

Farmville businesses cover a range of goods and services for residents of the Town and the larger region. These businesses come in many sizes, from one-person freelance businesses operating quietly in residential areas to retail storefronts and major employers. The Town is especially strong in retail, as well as in business services such as healthcare, law, banking, and other consulting businesses. Finance, real estate, and building contractors also play major roles in the local economy. Still, citizen input through the community survey and Comprehensive Plan workshops pointed to a lack of shopping and services as a major local challenge, with residents highlighting the need for additional basic retail venues, such as grocery stores and pharmacies.

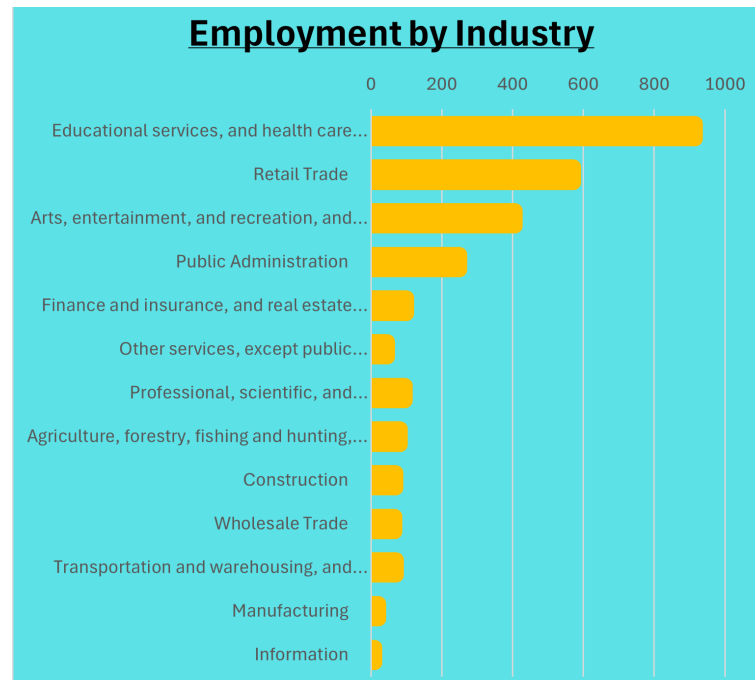


EXISTING CONDITIONS

EMPLOYMENT

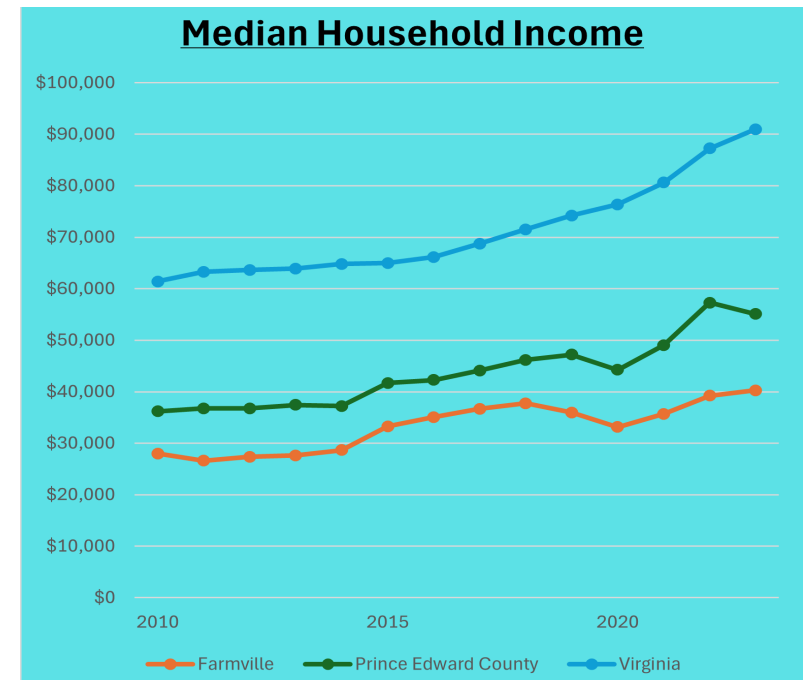
Although its workforce is relatively small due to its large student population, Farmville's residents are engaged in a variety of industries both within and outside the Town. The presence of Longwood University and Centra Southside Community Hospital makes education and healthcare the Town's leading industry, followed by hotel and restaurant businesses and retail trade. Importantly, the employment figures given here reflect the employment of people that live in Farmville, not necessarily those who work in Farmville.

As the major employment center for the region, many Farmville residents work within the Town. **In 2023, 59.6% of those living in Farmville worked within the Town's limits, while 40% commuted outside of the Town.**



INCOME

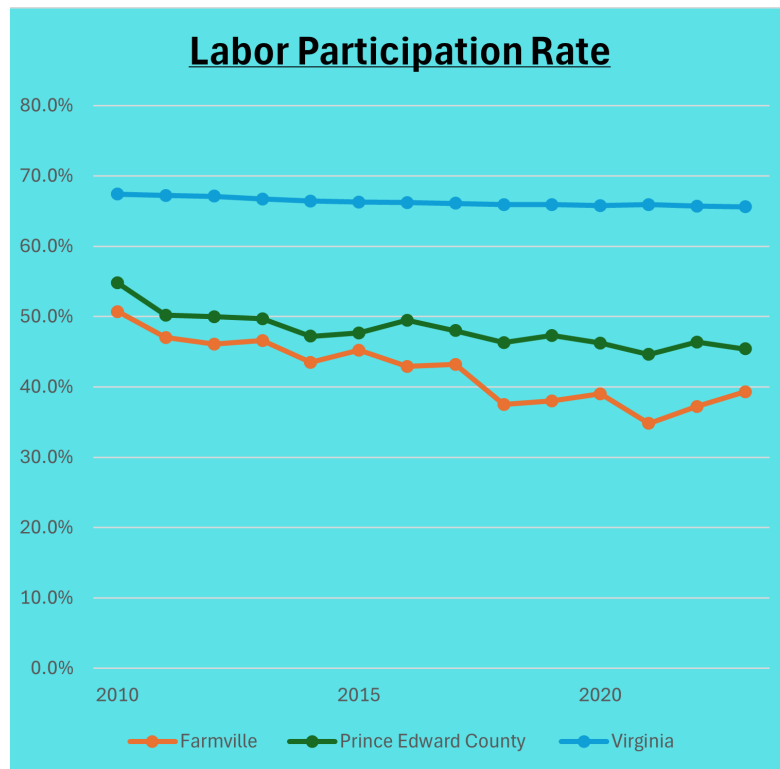
Farmville's median household income has experienced significant growth over the past seven years as nationwide economies have recovered from recession. Despite this growth, Farmville's median household income remains below that of Prince Edward County and the Virginia average. **Farmville's largest income bracket is between \$35,000 and \$49,000.** There is also a significantly larger percentage of households earning less than \$10,000 in Farmville than in Prince Edward County. While some of this reflects the national trend of slowed growth in wages for low-skill workers, low incomes are largely attributable to college students lowering the median income bracket. Likewise, highly paid University administrators and tenured professors likely account for a degree of the top end salary distribution.



EXISTING CONDITIONS

LABOR FORCE

As with median income statistics, large college student populations tend to lower labor force participation rates because many students do not work while in school. Labor force participation rates are also influenced by age demographics within an area. A high number of retirees can contribute to the appearance of an underutilized workforce. This does not account for “discouraged workers,” or unemployed persons who have stopped looking for work.



LONGWOOD UNIVERSITY

Longwood University employs a large proportion of Farmville's labor force, providing a source of benefited jobs in the area. The University enrolls 5,096, of which roughly 1,579, or 31%, live off-campus in the community. While this can create friction between student housing and other neighborhood residents, students tend to drive up retail sales in the downtown area as well as food and beverage sales across Town. The most popular occupation of Longwood's graduates is elementary and middle school teaching. The University also has strong business administration programs. Longwood has an endowment of \$72.4M, FY2019 expenditures of \$128,592,314, and FY2019 revenues of \$129,558,946, much of which helps to fuel the Farmville economy.

In addition to its contributions as a regional university, Longwood is home to the Longwood Office of Community and Economic Development and the Longwood University Small Business Development Center, which provide pro-bono market research, financial analysis, and other assistance to new and existing local businesses across southern Virginia. With its headquarters housed at Longwood University and satellite offices in Petersburg and South Boston, the Center is an accessible regional partner in business development.

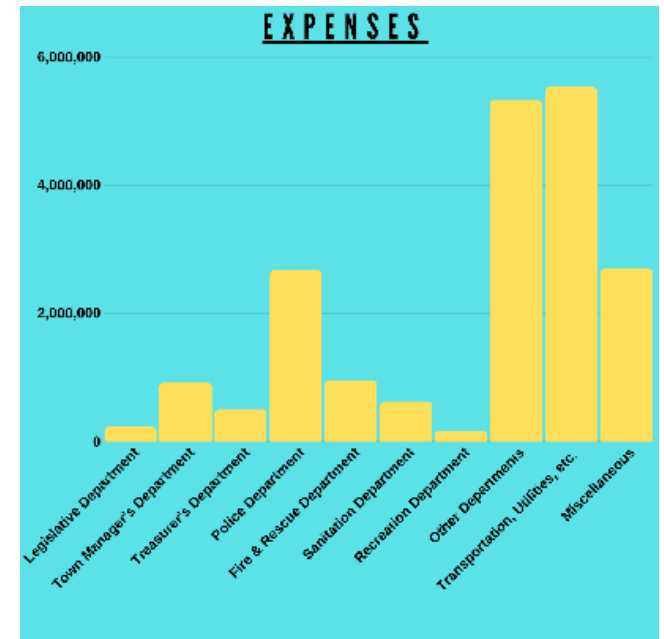
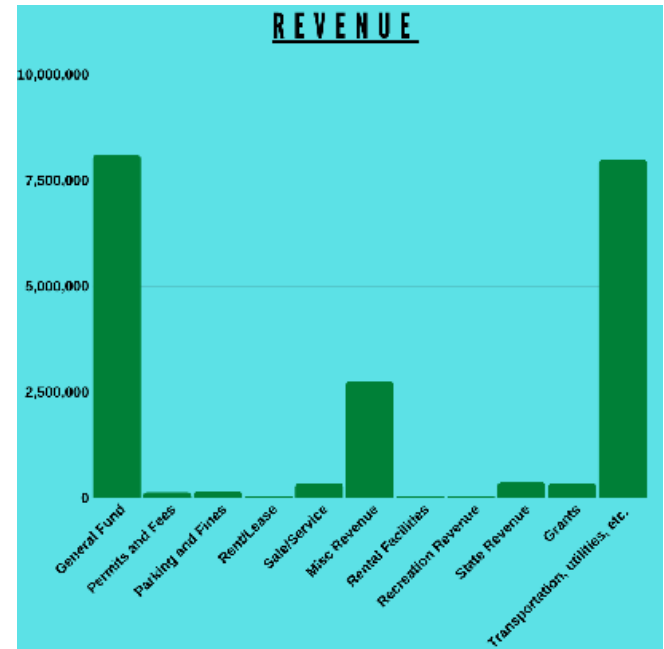
EXISTING CONDITIONS

TOWN BUDGET AND TAX RATES

As a Town, Farmville does not have the taxing authority that counties or cities have. Additional Town tax rates are added on to county tax rates to fund local public services.

The General Fund comprises the majority of the Town's revenue stream. The General Fund is comprised of revenues from Town taxes, such as real property, personal property, public service corporation tax, consumption, sales, utility, and other excise taxes like lodging, food, precious metal, and cigarette taxes, among others. Leveraging sales and consumption taxes in a University Town helps capture the gains from having a large but temporary student population.

Expenses vary by department. The largest department budget goes to Public Works. Large quantities of both revenues and expenses are dedicated towards filling the water, sewer, transportation, airport, and narcotics funds. FY2018 ended with a budget surplus of \$753,238.94.



EXISTING CONDITIONS

Longwood and the CRC are both strong partners for economic initiatives in Farmville.

REGIONAL CONDITIONS

Farmville is a part of the Commonwealth Regional Council (CRC), along with the counties of Amelia, Buckingham, Charlotte, Lunenburg, and Prince Edward. Prince Edward County contains the largest number of jobs in the region, and Farmville, the county seat, is the largest town in the region. Across the region, educational services dominate the labor market, followed by health care and retail trade. Within the region, Farmville is the second largest work destination for commuters. However, most travel outside of the region to work in one of the three neighboring metropolitan areas. The region is also heavily reliant on agricultural and forestry activity. The strongest regional economic clusters include forestry, wood products, and furniture.

The CRC region has seen flat or negative growth in population. The result has been a loss in early and mid-career families and an increase in older workers, retirees, and college age students. Farmville has the potential to absorb graduating college students into the community. However, many of these college students leave after graduation. As mentioned, the primary occupation of Longwood graduates is K-12 teaching, which typically leads to dispersal based on the limited nature of teaching jobs. This results in a “brain drain” effect for the region.

The region has many strengths. As mentioned, Longwood University, the Longwood Office of Community and Economic Development and the Longwood Small Business Development Center support workforce and business development. Farmville’s status as a Virginia Tourism Zone and Virginia Main Street community creates significant

opportunity within the Town. Two industrial sites spanning 90 and 225 acres are located nearby in Prince Edward County. A planned fiber network will increase broadband accessibility, **and the Atlantic Coast Pipeline construction will create high-paying construction jobs in the area.**

US Route 460 serves as an important transportation corridor through region, which is located between two major regional economic corridors – the North Carolina tri-city area and the Northeast corridor. The region also lies at the crossroads of three major Virginia economies – Lynchburg, Richmond, and Charlottesville – providing its residents with access to large urban centers and work opportunities. However, the region does lack economic connection to these areas, and limited last mile broadband access inhibits technological development. Other weaknesses include a relatively low-skilled labor force, poverty, and low levels of export-oriented industry.

In 2019, the CRC adopted a Comprehensive Economic Development Strategy (CEDS) with the goal of addressing these regional challenges through development assistance from the Economic Development Administration (EDA). As a commercial leader and home to many regional assets in the CRC region, Farmville will take a leading role in the region’s economic expansion. As a part of the CEDS, Farmville should continue to work to improve employment and business activity, in part by helping to carry out the plan’s strategy of creating a Heartland Workforce Development Center in or near the Town. This center would combine recruiting and job training for local employers and job seekers.

ECONOMIC INITIATIVES

The Town has been very proactive in encouraging growth, especially within the downtown area. Utilizing state and Federal resources, grants, and other types of assistance is important for promoting Farmville.

In 2012, the Town received Virginia Main Street designation (VMS). VMS is a state-wide program designed to increase economic activity in Virginia's downtowns, using a revitalization strategy created by Main Street America. The goal in Farmville is to preserve the historical character of the small college town and to develop the commercial and cultural heart of Farmville. Since 2012, thousands of dollars in grants and donations have been used in various revitalization efforts downtown. The Virginia Main Street Program is administered by Farmville Downtown Partnership, an organization representing downtown merchants and others. The organization's small staff organizes events, distributes small grants for downtown improvements, and markets the neighborhood to businesses and visitors. Farmville Downtown Partnership is funded by grants and donations as well as contributions by local governments, including the Town.

In 2016, the Town of Farmville received a Tourism Zone Designation from the Virginia Tourism Corporation. Tourism Zones allow businesses to take advantage of local tax incentives and deductions not available to businesses elsewhere with the aim of generating increased tourism in an area. Tourism will continue to be a major force in the Farmville economy. Recognizing this, the Town should continue to improve signage directing visitors to shopping, dining, parks, and other attractions.

The Town must also continue its proactive efforts to recruit businesses to Farmville. This economic

development role has traditionally been conducted by the Town Manager, but as the Town grows, it should consider the need for a full-time staff position in this role. Ideally this position would coordinate with similar staff in Cumberland and Prince Edward Counties to promote the region and its potential business and industrial sites to the benefit of all.

