



Town of Farmville

Planning Commission

April 15, 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. March 18, 2026 - Regular Meeting
- 5. Public Comment Period - Please Limit Comments to Three Minutes**
- 6. Public Hearing**
 - a. CUP26-002: The applicant is requesting a conditional use permit to allow the outdoor display of sheds to be retained in the B-3 Highway Commercial District. The site is at 1006 West Third Street, parcel ID: 0023A03(OA)00-010, and consists of 0.971 acres. Outdoor display as a use is only allowed in the B-2 and B-3 Zoning Districts by conditional use permit.
- 7. Old Business**
 - a. Comprehensive Plan Review — Community Facilities
 - b. Comprehensive Plan Review — Land Use
- 8. New Business**
- 9. Staff Updates**
- 10. Adjournment**



Town of Farmville

Agenda Item Summary

MEETING DATE: April 15, 2026

ITEM NUMBER: 4.a. – March 18, 2026 - Regular Meeting

BACKGROUND:

RECOMMENDATION:

FISCAL IMPACT:

ATTACHMENTS:

1. 03-18-2026 DRAFT Planning Commission meeting minutes

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

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

Planning Commission Members Absent: Rhett Weiss

Staff Present: Director of Community Development Ashley Atkins-Austin, Administrative Assistant II Michelle Watkins, CPT, Robert Dvorak, Town Planner, and Catherine Douglass, Attorney.

CALL TO ORDER

Chairperson Miller called the Planning Commission meeting to order at 7:00 PM.

APPROVAL OF AGENDA

Chairperson Miller noted the agenda was distributed. He made a revision to the agenda by removing Item 6. Public Hearing Case CUP26-001; the CUP request was withdrawn by the applicant. On a motion by Mr. Patterson, seconded by Mr. Crute, and with all present members voting "aye", the amended agenda was adopted.

CONSIDERATION OF MINUTES

Minutes of Regular Planning Commission Meeting - February 18, 2026

Chairperson Miller noted that the minutes had been distributed and asked if there were any corrections or revisions. On a motion by Ms. O'Connor, seconded by Ms. Fraley, and with all present members voting "aye," the minutes from February 18, 2026, were approved as presented.

PUBLIC PARTICIPATION

There was no public participation.

OLD BUSINESS

Discussion of Draft Sidewalk Ordinance

Chairperson Miller opened the floor for further discussion of the draft sidewalk ordinance.

Mr. Dvorak shared a brief overview of staff's revisions of the draft ordinance, highlighting the separation between new public rights-of-way and existing public rights-of-way, and clarification of sidewalk trigger thresholds and multi-use path alternatives.

Commissioners reaffirmed the lot threshold of 15 or more lots requiring sidewalks on both sides. The lot threshold for existing public right-of-way was lowered from 15 to 5 lots. Commissioners clarified that a multi-use trail may be constructed in lieu of two sidewalks, not in addition to a sidewalk. The multi-use trail option only applies when sidewalks are required on both sides of new public right-of-way.

Concerns were raised and acknowledged regarding the current maintenance capacity of the Department of Public Works. Commissioners agreed not to limit future infrastructure options based solely on present resources.

Commissioners agreed to minor wording and formatting corrections for clarity.

On a motion by Ms. Fraley, seconded by Mr. Crute and with all present members voting “aye”, A motion to send the draft sidewalk ordinance to Town Council for review was passed.

NEW BUSINESS

Comprehensive Plan Review-Intro-Economy

Chairperson Miller provided a brief overview and outlined a revised review process in which the Planning Commission would examine the Comprehensive Plan section by section, rather than relying on joint sessions alone. He shared that he met with Dr. Davis and Mayor Vincent to discuss more efficient ways to accomplish the review goals. Chairperson Miller opened the floor to discuss Comprehensive Plan updates for the Introduction through Economy sections.

Staff and Commissioners reviewed and discussed items such as:

- Staff to verify demographic growth figures and statistical data.
- Remove outdated references to the Atlantic Coast Pipeline.
- Clarify Longwood University enrollment and on-campus vs. off-campus numbers.
- Revise wording in the “Regional Environment” section of “Environment” to state development decisions “affect” downstream environments rather than “have the potential to affect.”
- Update Strategy #2 in Population and Housing to support organizations addressing housing instability, including homelessness.
- Revise Goal #5 in the Population and Housing Section to: “Promote the development of diverse and affordable housing options that serve the needs of residents.”
- Keep partnership language high-level in the goals and strategies in the Economy section.

STAFF UPDATES

Next scheduled Planning Commission Meeting is Wednesday, April 15, 2026, at 7:00 P.M. The segments of the Comprehensive Plan that are still left to review are Community Facilities, Land Use, Transportation, and Implementation. Ms. Atkins-Austin would like to have VDOT attend the meeting regarding the Transportation segment. The target date for having the recommendation of the Comprehensive Plan to Town Council is July 2026.

ADJOURMENT

With no further business, Chairperson Miller called for a motion to adjourn the meeting. On a motion by Mr. Crute, seconded by Ms. French and with all present members voting “aye”, the meeting was adjourned at 8:07 PM.

Respectfully submitted by Michelle D. Watkins, CPT, Administrative Assistant II

DRAFT



Town of Farmville

Agenda Item Summary

MEETING DATE: April 15, 2026

ITEM NUMBER: 6.a. – CUP26-002: The applicant is requesting a conditional use permit to allow the outdoor display of sheds to be retained in the B-3 Highway Commercial District. The site is at 1006 West Third Street, parcel ID: 0023A03(0A)00-010, and consists of 0.971 acres. Outdoor display as a use is only allowed in the B-2 and B-3 Zoning Districts by conditional use permit.

BACKGROUND: The applicant is requesting a conditional use permit to allow the outdoor display of sheds to be retained in the B-3 Highway Commercial District. The site is at 1006 West Third Street, parcel ID: 0023A03(0A)00-010, and consists of 0.971 acres. Outdoor display as a use is only allowed in the B-2 and B-3 Zoning Districts by conditional use permit. The subject site is in both the special flood hazard area and the regulatory floodway.

RECOMMENDATION: Staff recommends that Planning Commission recommend a **denial** of the Conditional Use Permit for outdoor display.

FISCAL IMPACT:

ATTACHMENTS:

1. CUP26-002 PC Staff Report
2. CUP26-002 Adjacent Owner Notice
3. CUP26-002 - Vicinity Map
4. CUP26-002 - Aerial Map
5. CUP26-002 - SFHA Map
6. CUP26-002 - 1006 West Third Street - Plot Plan
7. 1006 West Third Street - FIRMette



Identification and Location Information

Applicants	Nate Boehmer, Better Built Sheds
Property Owner	Michael B. Crews
Location	1006 West Third Street
Ward	A
Acreage	0.971 acres
Zoning	B3 Highway Commercial
Future Land Use Recommendation	General Commercial
Overlays	Floodplain
Adjacent Zoning	B-3 and B-2
Adjacent Uses	Commercial and Public Park and Recreation Areas
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 the outdoor display of sheds to be retailed in the B-3 Highway Commercial District. The site is at 1006 West Third Street, parcel ID: 0023A03(OA)00-010, and consists of 0.971 acres. Outdoor display as a use is only allowed in the B-2 and B-3 Zoning Districts by conditional use permit. The subject site is in both the special flood hazard area and the regulatory floodway.

Zoning Ordinance Considerations

Outdoor display is permitted by **Conditional Use Permit** in the B-3 Highway Commercial District pursuant to the zoning use matrix in Section 29-22. a. (Table 1, Zoning Use Matrix).

Outdoor display is defined in Section 29-81. - Definitions as the following:

- *The permanent and/or continuous keeping, displaying, or storing, outside of a building, of any goods, materials, merchandise or equipment to be sold to the public.*

Outdoor display has the following standards Sec. 29-35.d.14.:

- a. Areas associated with retail uses shall have no outdoor display except during town authorized special events or by a conditional permit.
- b. Conditional permitted displays shall be subject to the following standards:
 1. Shall be limited to a maximum of five (5) percent of the total lot area.
 2. Shall not be located in front of (i.e., on the street side of) or on top of the building.
 3. All surfaces will be graded and drained as to dispose of all surface water accumulated within the area to a public storm drain or on-site detention as approved with stormwater plans.



4. Asphalt or concrete walkways or aisles shall be provided to permit all-weather customer access to all areas of the outdoor display.
5. Shall be screened with an opaque fence or wall and shall not be visible from any public street or adjacent parcel.
6. Walls or fences shall not be less than six (6) feet in height, nor exceed eight (8) feet in height.
7. No sales display may exceed the height of the screening wall or fence.

The B-3 District's purpose and intent is as follows:

- *B-3 highway commercial; purpose and intent. Highway commercial district, B-3, is intended to accommodate general business areas, highway-oriented commercial uses, and wholesaling operations which by nature or space requirements do not lend themselves to being concentrated within a centralized shopping area. This district recognizes the demand for a variety of commercial land uses which might not be compatible with the land uses in many areas of town.*

Comprehensive Plan Considerations

Future Conditions:

General Commercial

General Commercial land uses are a lower-density element of Farmville's commercial economy. General commercial lacks the historic significance or tourism interest of the downtown but provides goods and services that are necessary to the life of the Town. These commercial uses include grocery, pharmacy, general retail, fueling, automotive service, and other day-to-day uses, and may include national chain retailers. This zone also differs from the downtown in that it is primarily automobile oriented rather than pedestrian oriented like the downtown, including shopping centers that focus on providing ample parking. **Despite the practical nature of general commercial uses, Farmville should expect high-quality design and construction in these areas that line important entrance corridors to the Town.**

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 located within the Special Flood Hazard Area and the regulatory floodway as determined by FEMA Map **51147C0091D**. Code of Federal Regulations, Title 44, Sec. 60.3.d.3.: Prohibit encroachments,



including fill, new construction, substantial improvements, and other development within the adopted regulatory floodway unless it has been demonstrated through hydrologic and hydraulic analyses performed in accordance with standard engineering practice that the proposed encroachment would not result in any increase in flood levels within the community during the occurrence of the base flood discharge;

Findings and Recommendations

Staff's Findings

- The application may not meet the standards of review for Conditional Use Permits set forth in Section 29-13.c.1 of the Town Zoning Ordinance.
- There are no significant impacts to the capacities of the utility or transportation systems.
- The environmental impacts to the site or adjacent properties are undetermined until evidence is provided by hydrologic and hydraulic surveys.
- An approval in this single instance may have a detrimental effect on the neighborhood fabric or neighboring properties. Public Park and Recreation facilities nearby

Staff recommends that Planning Commission recommend a **denial** of the Conditional Use Permit for outdoor display.

Staff proposed Conditions from Sec. 29-35.d.14.:

1. Shall be limited to a maximum of five (5) percent of the total lot area.
2. Shall not be located in front of (i.e., on the street side of) or on top of the building.
3. All surfaces will be graded and drained as to dispose of all surface water accumulated within the area to a public storm drain or on-site detention as approved with stormwater plans.
4. Asphalt or concrete walkways or aisles shall be provided to permit all-weather customer access to all areas of the outdoor display.
5. Shall be screened with an opaque fence or wall and shall not be visible from any public street or adjacent parcel.
6. Walls or fences shall not be less than six (6) feet in height, nor exceed eight (8) feet in height.
7. No sales display may exceed the height of the screening wall or fence.

Attachments

1. Adjacent Owner Notice
2. Vicinity and aerial maps
3. Special Flood Hazard & Floodway Map
4. Plot Plan
5. FIRMette



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: April 07, 2026

Re: Case # CUP26-002 Notice of Public Hearing for a Conditional Use Permit for an outdoor display

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, April 15, 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 CUP26-002:** The applicant is requesting a conditional use permit to allow the outdoor display of sheds to be retained in the B-3 Highway Commercial District. The site is at 1006 West Third Street, parcel ID: 0023A03(OA)00-010, and consists of 0.971 acres. Outdoor display as a use is only allowed in the B-2 and B-3 Zoning Districts by conditional use permit. The subject site is in both the special flood hazard area and the regulatory floodway.

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, April 15, 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.

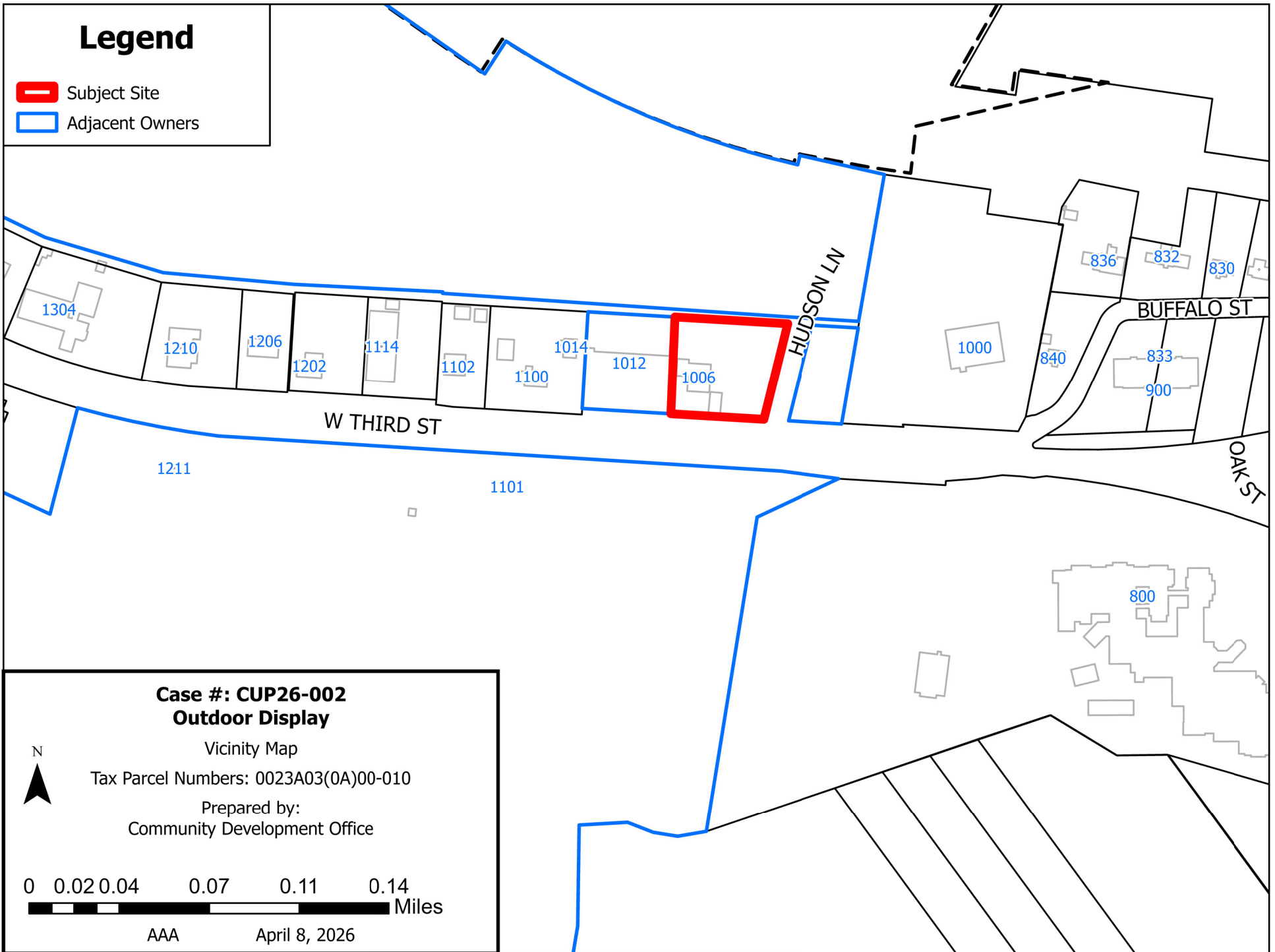
It is the intent of the Town to comply with the Americans with Disabilities Act. Should you need special accommodations, please contact C. Scott Davis, LP.D., Town Manager, at (434) 392-5686, prior to the meeting.

Sincerely,

Ashley Atkins-Austin,
Director of Community Development

Legend

-  Subject Site
-  Adjacent Owners

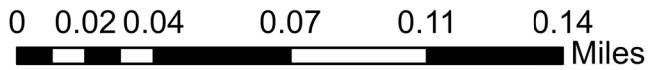


Case #: CUP26-002 Outdoor Display

Vicinity Map

Tax Parcel Numbers: 0023A03(0A)00-010



Prepared by:
Community Development Office



AAA





April 8, 2026

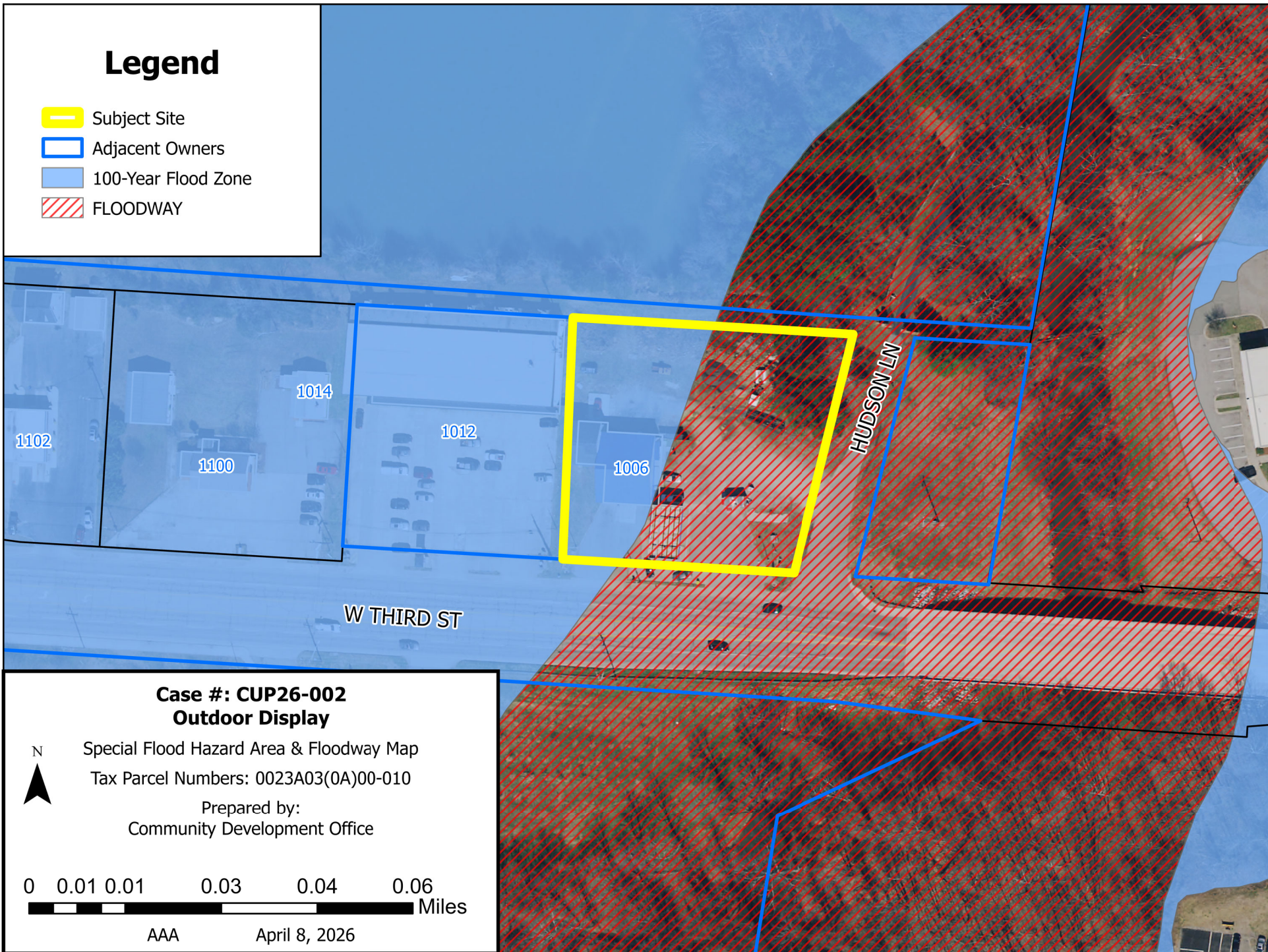
Legend

-  Subject Site
-  Adjacent Owners



Legend

-  Subject Site
-  Adjacent Owners
-  100-Year Flood Zone
-  FLOODWAY



Case #: CUP26-002 Outdoor Display

Special Flood Hazard Area & Floodway Map

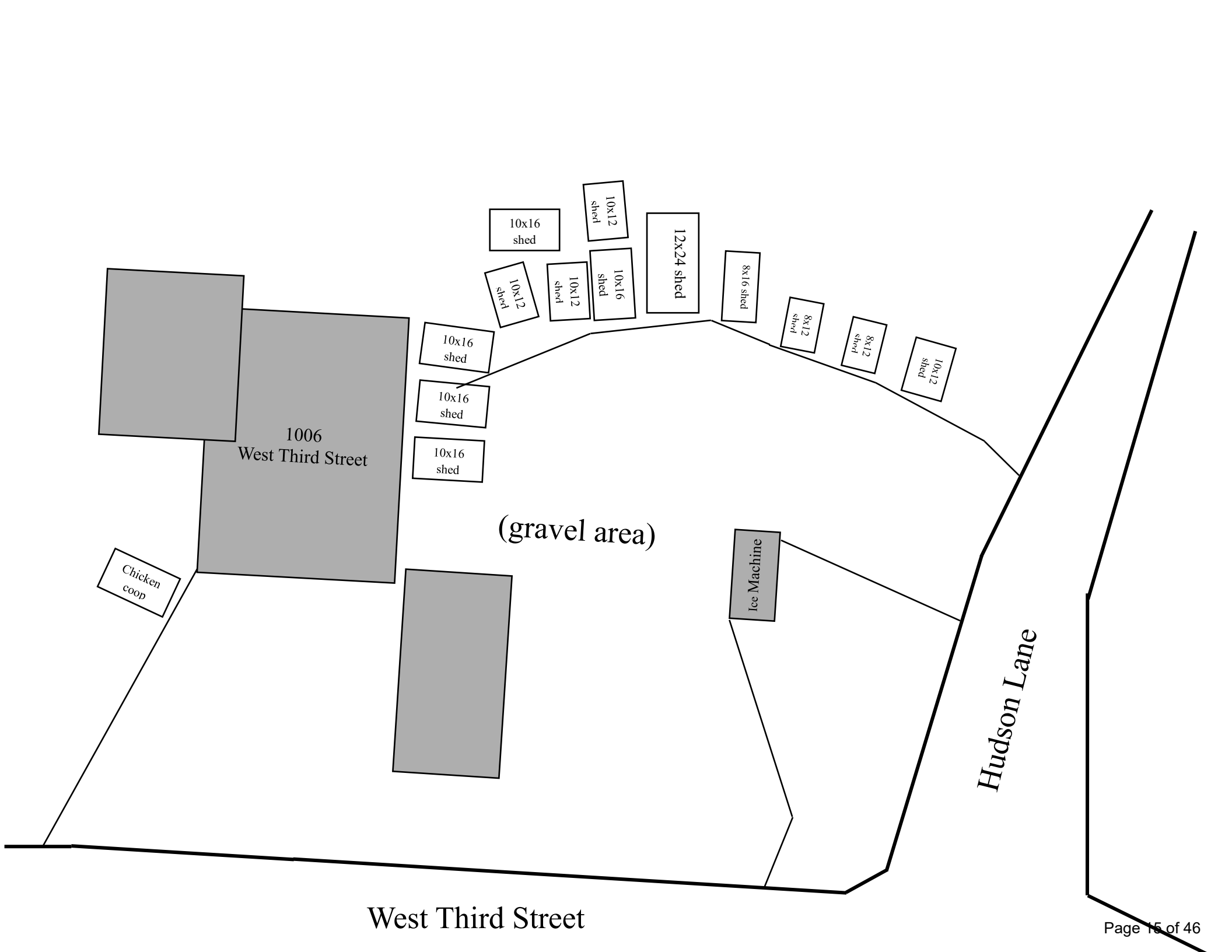
Tax Parcel Numbers: 0023A03(0A)00-010

Prepared by:
Community Development Office

0 0.01 0.01 0.03 0.04 0.06
Miles

AAA

April 8, 2026



1006
West Third Street

10x16 shed
10x16 shed
10x16 shed

10x16 shed
10x12 shed
10x12 shed
10x12 shed
10x16 shed
10x12 shed
10x12 shed

12x24 shed

8x16 shed

8x12 shed

8x12 shed

10x12 shed

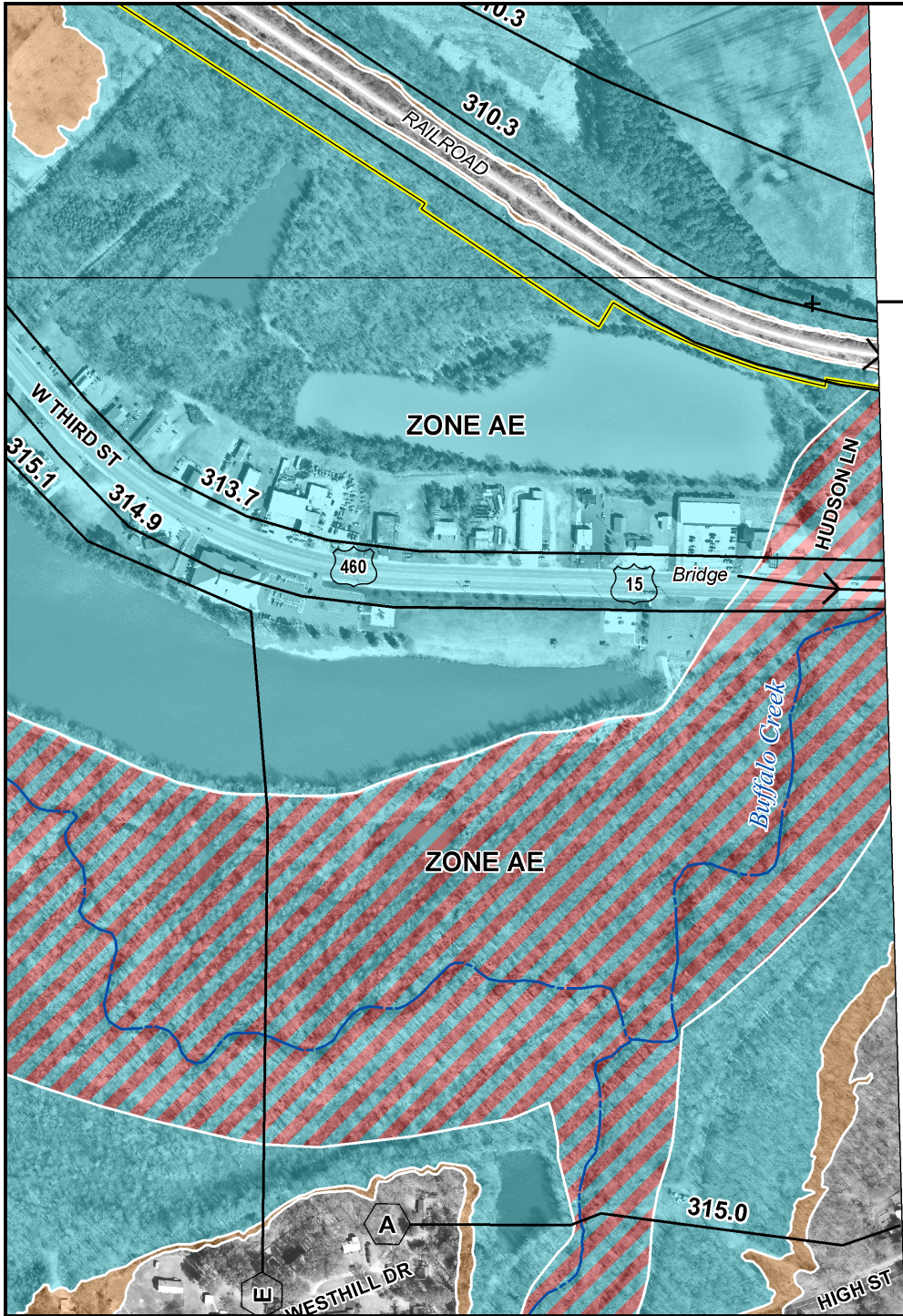
(gravel area)

Chicken coop

Ice Machine

Hudson Lane

West Third Street

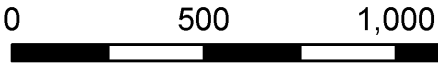


3635000 FT



Map Projection:
 NAD 1983 UTM Zone 17N;
 North American; Vertical Datum: NAVD 88

1 inch = 500 feet



FEMA
 NATIONAL FLOOD Insurance Program

NATIONAL FLOOD INSURANCE PROGRAM
 FLOOD INSURANCE RATE MAP

PRINCE EDWARD COUNTY, VIRGINIA
 and Incorporated Areas

PANEL 91 OF 375



FEMA

Panel Contains:

COMMUNITY	NUMBER	PANEL	SUFFIX
FARMVILLE, TOWN OF	510118	0091	D
PRINCE EDWARD COUNTY	510239	0091	D



VERSION NUMBER
 2.6.4.0

MAP NUMBER
 51147C0091D

MAP REVISED
 APRIL 19, 2023

This is an official FIRMette showing a portion of the above-referenced flood map created from the MSC FIRMette Web tool. This map does not reflect changes or amendments which may have been made subsequent to the date on the title block. For additional information about how to make sure the map is current, please see the Flood Hazard Mapping Updates Overview Fact Sheet available on the FEMA Flood Map Service Center home page at <https://msc.fema.gov>.



Town of Farmville

Agenda Item Summary

MEETING DATE: April 15, 2026

ITEM NUMBER: 7.a. – Comprehensive Plan Review — Community Facilities

BACKGROUND:

RECOMMENDATION:

FISCAL IMPACT:

ATTACHMENTS:

1. Community Facilities Comp Plan Adopted 20200610

COMMUNITY FACILITIES



GOALS & STRATEGIES

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

1. Pursue a town-wide Utilities Master Plan to establish the growth capacities of the Town's water and sewer systems.
2. Ensure that the cost of any future water or sewer system expansions are funded incrementally and appropriately by applicable developments.
3. Continually review the need for new or expanded public services, including public safety, recreation, and administration, to maintain adequate service ratios as the Town grows.
4. Expand the number and variety of parks and recreation facilities to include indoor and outdoor opportunities for residents of all ages.
5. Support continued improvements in local education, including Prince Edward County Schools, Fuqua School, and pre-school programs, to benefit Farmville residents.
6. Coordinate with recreation providers, including the Southside Virginia YMCA and Prince Edward-Farmville Youth Association, to offer and promote top-quality programs that do not compete or overlap.



EXISTING CONDITIONS & INITIATIVES

The Town of Farmville provides a range of facilities and services to residents, businesses, and visitors. The Town prides itself on the high quality of these facilities and services, which range from essentials like police and fire protection to parks, meeting facilities, and other public spaces. It is incumbent upon the Town to provide services and facilities in a way that maximizes the financial efficiency of taxpayer funds. Most importantly, the provision of facilities, services, programs, and staff must be continually assessed to determine where additions are needed. As the Town grows and evolves, future facility expansions may be necessary to maintain the high level of service expected by Farmville's citizens.

TOWN PROPERTIES INVENTORY

The Town of Farmville owns approximately 20 properties, many within the Town limits but also some outside. Prince Edward County and various state agencies also own and operate some properties within the Town limits.

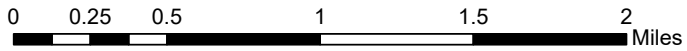
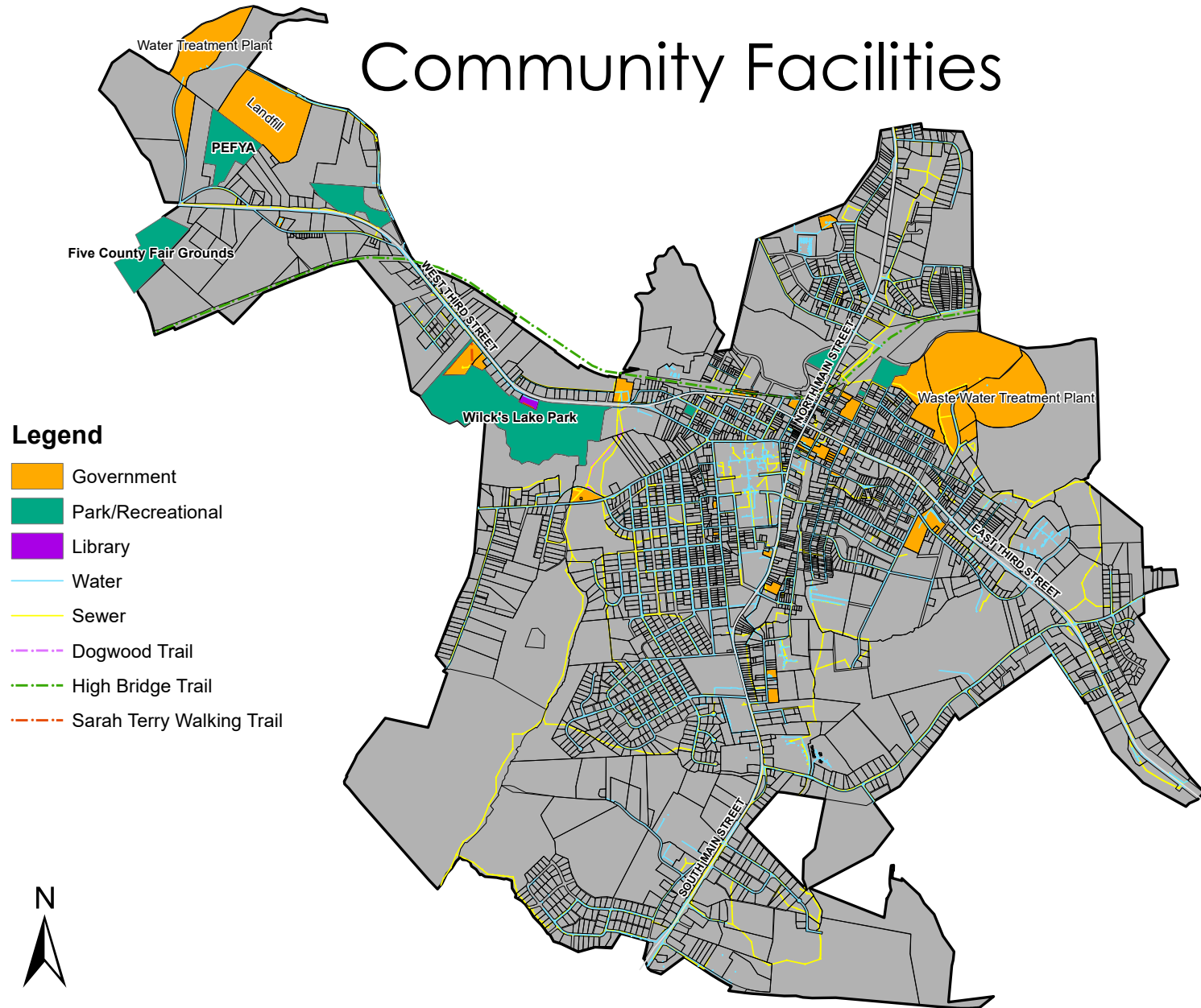
Farmville Properties	Acreage
Wilck's Lake	168
Parks	8
Parking Lots	5
Airport	202
Wastewater Plant	51
Firehouse	5
Train Station	<1
Landfill	84
Golf Course	92
Doswell Street Fuel Site	9
Water Treatment Plant	69
Farmer's Market	<1
Municipal Building	<1
Wilson Oil Property	5
Town Shop	4
Farmville Area Bus	5
Firemen's Sports Arena	24
Carbone/Lagoon site	52
South Street Conference Center	<1
Library	<1

POLICE, FIRE, AND RESCUE SERVICES

The Farmville Police Department is comprised of 27 full-time officers and two civilian employees. They are responsible for law enforcement within Town limits as well as at Farmville Municipal Airport and other Farmville-owned properties. The department is based in offices on the lower level of the Town Hall. Farmville police are also responsible for many law enforcement calls for service at Centra Southside Community Hospital. Longwood University maintains its own police force.

Farmville has a Volunteer Fire Department staffed by 45 volunteers. The Town owns and maintains a fire station and equipment and assists with funding for operating expenses and procurement of new vehicles. In 2017, the Town opened the Farmville Regional Fire Training Center to provide educational programs and inspections for the public. The Prince Edward County Volunteer Rescue Squad serves all of Prince Edward County as well as Farmville. The squad is comprised of 39 active members, of which 34 are certified emergency medical technicians. Both of these organizations rely on volunteers to provide vital public services at a time when volunteers can be very difficult to recruit, train, and schedule. As Farmville and the region grow, fire and rescue services will need to assess the need for full-time professional fire and rescue personnel.

Community Facilities



EXISTING CONDITIONS & INITIATIVES

EDUCATION

Education is an essential government service that benefits residents with children directly, but also all members of the community indirectly. The children of Farmville residents attend Prince Edward County Public Schools, located on a multi-school campus to the south of the Town along Zion Hill Road. The student count for the 2019-2020 school year was 2,057. Fuqua School, a major private K-12 school, is also a fixture within the Town, enrolling around 380 students.

Farmville is home to Longwood University, a state-supported, four-year university covering an area of more than ten blocks near downtown Farmville and enrolling more than 5,000 undergraduate and graduate students*. Longwood is a major property owner, major employer, and major community force within the Town. Four miles south of Town is Hampden-Sydney College, a private, four-year college for men, while a campus of Southside Virginia Community College (SVCC) is located 17 miles south of Farmville.

While the government of Farmville has no direct control of local public schools it must continue to work with the County to improve the quality of local K-12 education. Community surveys indicate that quality schools are an important area of focus as Farmville seeks to retain and attract young professionals and families. Beyond K-12 education, Farmville should also work to ensure the provision of preschool and daycare facilities through zoning and other means. These facilities are also essential pieces of an economy based on professionals and young families.

**Most Longwood Graduate programs are not located on the Farmville Campus.*

WATER SERVICE

Farmville provides a public water system using water withdrawn from the Appomattox River. The Town's treatment plant was built in 1976 and produces, on average, one million gallons of drinkable water per day. However, the plant is capable of producing up to three million gallons of water per day, giving Farmville an ample supply of drinking water both for current needs and for future growth. The water treatment plant facility also has 200,000 gallons of on-site storage, room to expand this storage, and the ability to move water as needed to the Town's water towers for distribution to homes and businesses.

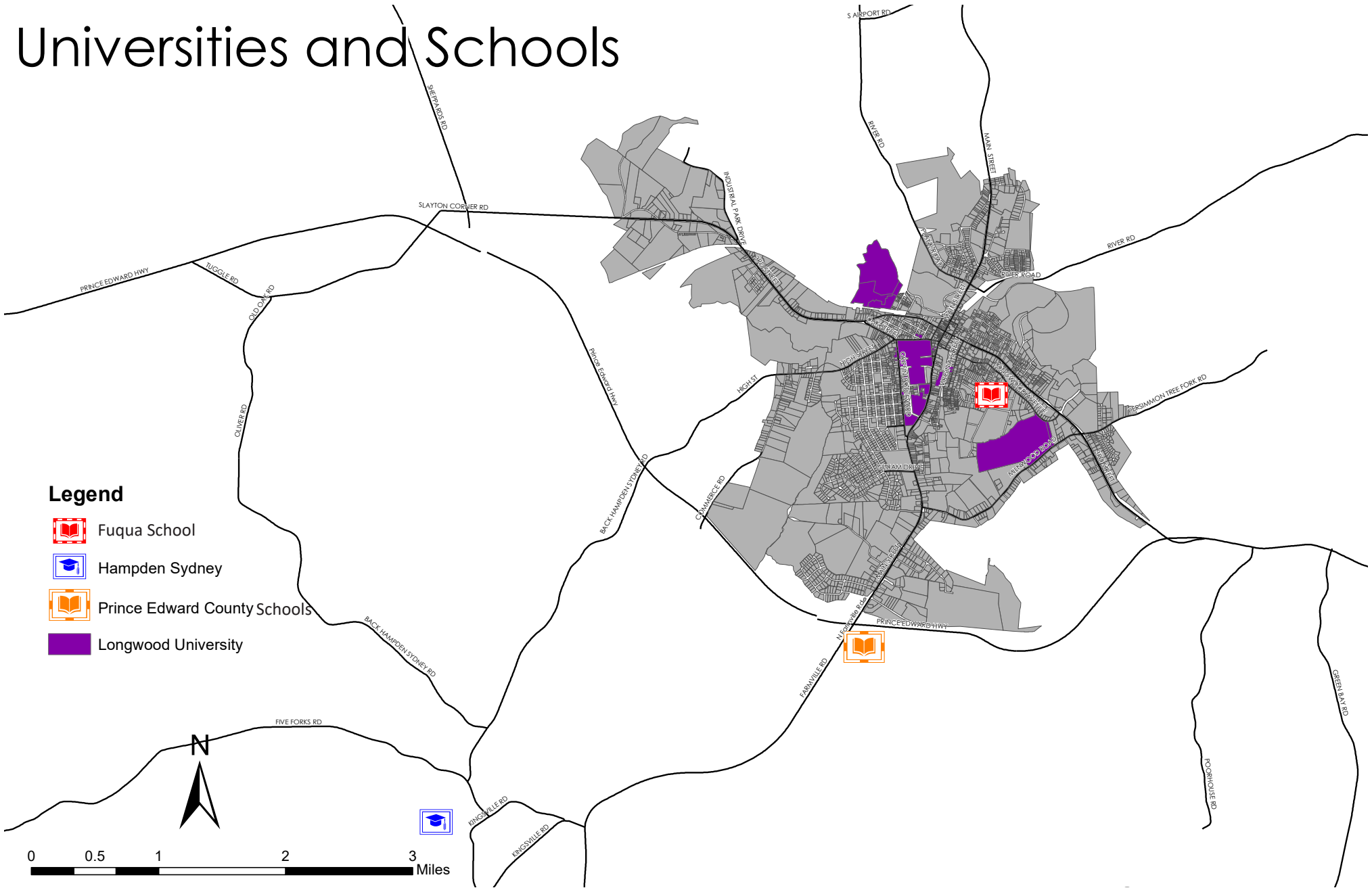
While the Town has ample water capacity, the nearby Sandy River Reservoir, located just four miles east of Town, is another abundant source of fresh water that could be used for a variety of needs if permitting, infrastructure, and other needs were first addressed.

SEWER SERVICE

Farmville operates a sewage system that relies on a wastewater treatment facility on the Town's eastern edge along Doswell Street and adjacent to the Appomattox River. The wastewater treatment plant has operated since 1994 and treats an average of 1.7 million gallons per day. The plant has a capacity of 2.4 million gallons per day, leaving some room for Town growth, but with far less unused capacity than the Town's drinking water system.

While water and sewer plant capacity is easily quantified, many other factors must be considered when providing water and sewer service line

Universities and Schools



EXISTING CONDITIONS & INITIATIVES

Farmville has 139 acres of existing park, which exceeds national averages based on population. But, park spaces are disconnected from residential neighborhoods, with only a 1/5 of Farmville's residences within 1/4 mile easy walk of a park.

extensions, including but not limited to, deterioration of older lines, pump stations, and staffing. The Town should immediately commission a utilities master plan to carefully assess the capacity and condition of the Town's water and sewer systems and fully plan for future growth. The Town should also require by ordinance that the costs of system expansion associated with any new development be paid by the developer of such projects.

RECREATION

The Farmville Recreation Department plans and coordinates activities for all age levels, using facilities such as the Firemen's Sports Arena on Zion Hill Road. The Farmville Municipal Golf Course (FMGC) is located just outside of Farmville, offering a public nine-hole course as well as practice facilities, a swimming pool, and community rooms for rent. The Town is also involved with the Prince Edward-Farmville Youth Association (PEFYA), which provides recreational sports and operates a lighted five field baseball, softball, and soccer facility in the Town. The Southside Virginia Family YMCA also provides a variety of programs and houses a fitness center and swimming pool in its facility just south of Farmville on Commerce Road.

With a wealth of programs offered, there is a need to coordinate recreation leagues and programs to prevent the Town from competing with these community organizations, to better promote offerings, and to ensure that all interests and age ranges are accommodated. This coordination is an ideal role for the Farmville Recreation Department. As the Town of

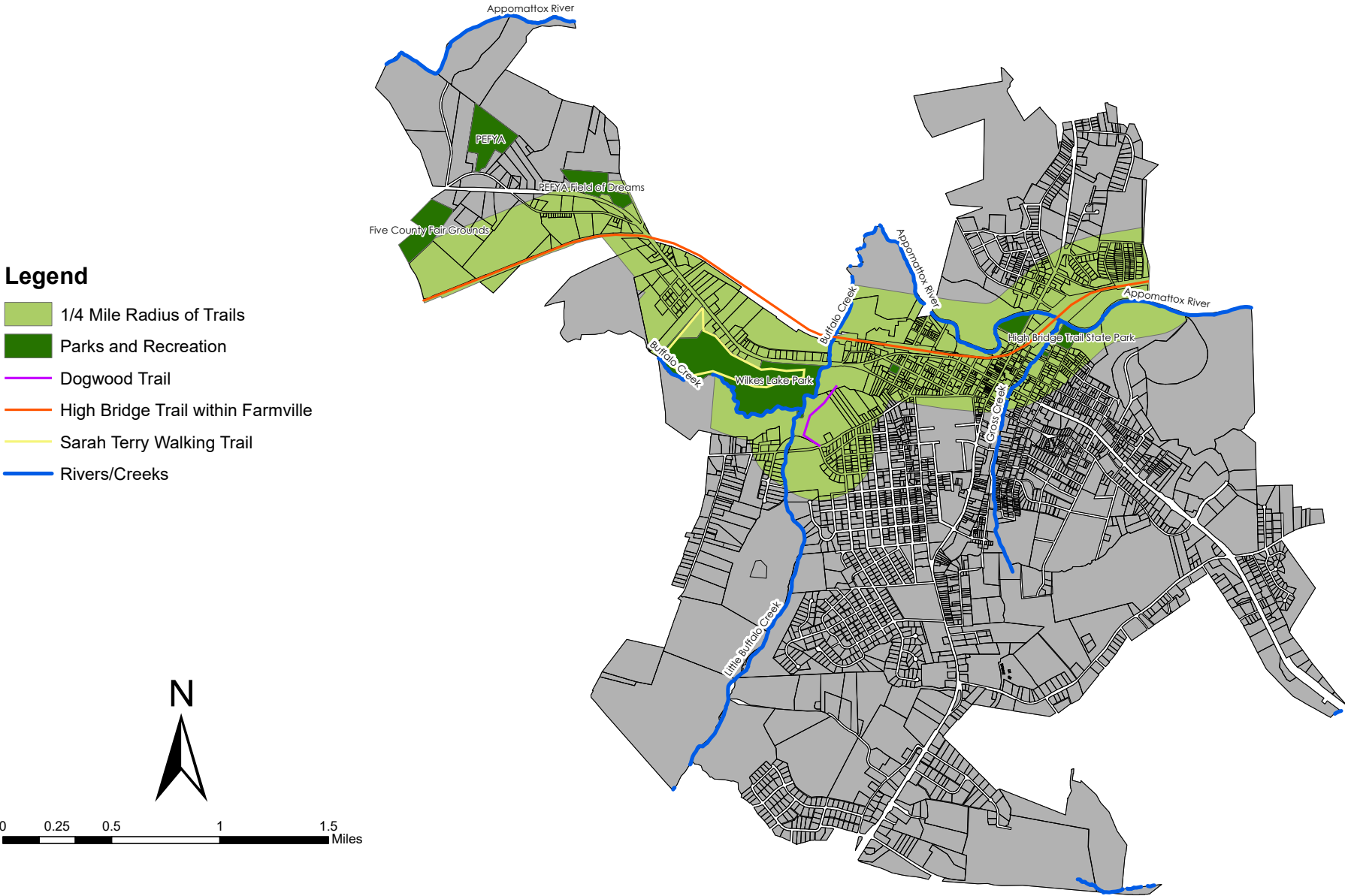
Farmville grows, new recreation facilities and programs may be necessary to support the needs of residents.

Farmville also has a wealth of outdoor recreation opportunities, including Wilck's Lake Park and a variety of in-town and nearby trails. The most important of these is High Bridge Trail, a former railway that now provides 33 miles of trail for hiking, biking, and horseback riding. The trail passes through Farmville for 3.5 miles, including crossing Main Street within the downtown where bathrooms, water fountains, and signage are placed for visitors. High Bridge Trail is a state park and a major draw for visitors to the Town.

Another resource for activities and programs is the public library. The Barbara Rose Johns Farmville-Prince Edward Community Library is located on West Third Street, providing books, magazines, newspapers, audiobooks, videos, computers, as well as weekly, monthly, and special events. There are two full-time and two part-time librarian staff members.



1/4 Mile Radius of Trails



EXISTING CONDITIONS & INITIATIVES

HEALTHCARE FACILITIES

While healthcare is not provided in any way by the Town of Farmville government, it is nonetheless an essential service. Healthcare can serve as an economic engine or a deterrent to business investment and residential growth, depending upon the quality and perception of available services.

The Central Southside Community Hospital (CSCH) has served as a community asset within Farmville since 1927. This major regional hospital has grown and expanded and now offers an array of medical, surgical, imaging, and other care. CSCH is also a major local employer with a staff of over 500 people. Aside from CSCH, the Town contains numerous doctors' offices, as well as nursing and other elder care, including the Woodland Retirement Community.

While not Town-owned, medical and elder care services are essential community uses that should be supported by Town regulations and programs in order to provide for the needs of residents and to encourage relocation and business investment in Farmville.

COMMUNICATIONS

Farmville is well supplied with communications infrastructure, an increasingly important factor in residential and business growth. Cellular phone service relies on at least two in-town towers, and there are as many as six internet service providers operating within the Town. As a smaller Town in a rural surrounding, powerful broadband and cellular infrastructure can give businesses and employees the option of relocating to Farmville to operate businesses, or to work remotely, in industries that have traditionally been tied to major metropolitan areas. Farmville must continue to support the expansion of broadband within and nearby the Town.





Town of Farmville

Agenda Item Summary

MEETING DATE: April 15, 2026

ITEM NUMBER: 7.b. – Comprehensive Plan Review — Land Use

BACKGROUND:

RECOMMENDATION:

FISCAL IMPACT:

ATTACHMENTS:

1. Land Use Comp Plan Adopted 20200610

LAND USE



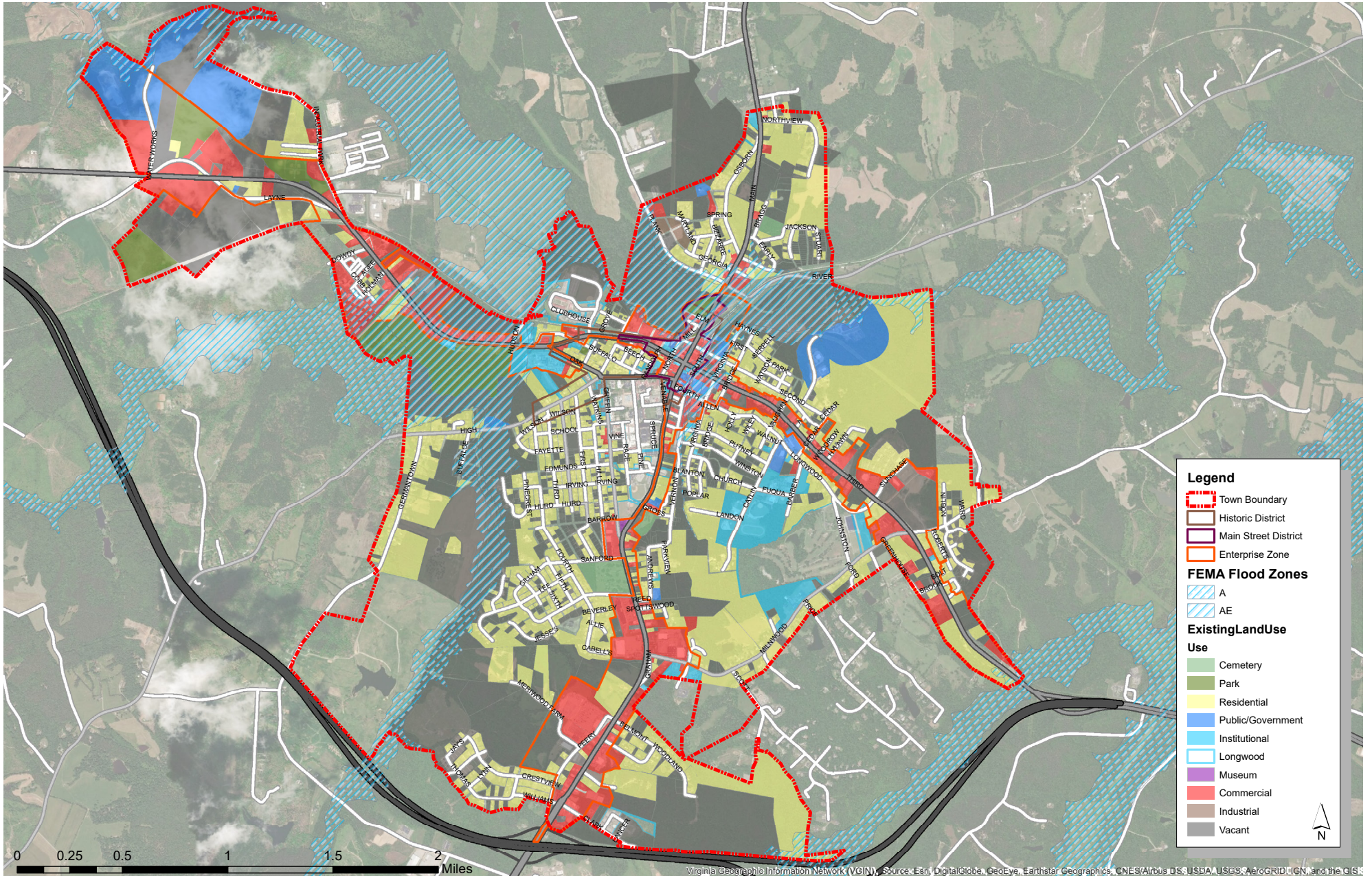
GOALS & STRATEGIES

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

1. Develop Venable Triangle as a bridge between Town and University, including public gathering space.
2. Encourage mixed-use in the downtown, including residential units on upper floors of commercial buildings.
3. Allow for a wider mix of residential types, including accessory dwellings and live/work units.
4. Reduce minimum lot sizes to encourage more compact, efficient, and affordable residential development.
5. Allow for higher density development in select downtown and university areas.
6. Promote infill and redevelopment in appropriate areas of existing development rather than growing the Town outward.



Existing Land Use



EXISTING CONDITIONS

The purpose of the Comprehensive Plan's land use chapter is to describe existing patterns of development and to recommend land use designations and policies that are compatible with the unique character of Farmville and its goals for the future. The growth and development pattern for any community is a key determinant to its future prosperity and resiliency. Land use is directly linked to transportation patterns, economic vitality, resiliency and disaster preparedness, and the needs for infrastructure, public services, and open space. The recommendations and strategies included in this chapter are based on the understanding that land use must: be coordinated regionally; encourage quality design and development; be fiscally responsible; and, promote great quality of life for all Farmville residents.

EXISTING LAND USE

Farmville is a small college town, and true to its name, it is surrounded by rural farmland.

The outer limits of Farmville have a fair number of large parcels that are undeveloped. This provides a smooth transition from the rural surrounding counties to just inside the corporate limits. Farmville is bisected by two major thoroughfares, Business Route 15 and Business Route 460, also known as Third Street and Main Street. Near the corporate limits along these highways are a variety of commercial uses such as gas stations, convenience stores, and hardware and appliance retail. Also, on this periphery are some single-family residences.

Residential uses continue and are dispersed on many of Farmville's secondary roads. The western portion of town include single-family dwellings along First Avenue through Seventh Avenue and their cross streets. Single-family dwellings are the predominant use on the secondary streets branching from East Third Street, along with some attached residential units.

Along Farmville major corridors, commercial uses become more prevalent as evidenced by several retail shopping centers and medical offices. The heaviest concentration of these centers is in the southern portion of town. These shopping centers include big box stores with other retail, pharmacy, and dining options.

Longwood University sits at the heart of Farmville. It is positioned adjacent to downtown Main Street and the Historic District. While Longwood provides on-campus housing, there are numerous houses surrounding campus that are rented by university students. In addition, many off-campus housing options have been developed and expanded, including an apartment complex on Cormier Drive and a mixed-use development that sits just off Main Street, accessed by Fourth Street and Midtown Avenue.

Downtown Main Street provides a classic small-town experience. Niche retail and restaurants abound to serve Farmville residents, students, visitors, and the residents of Buckingham, Cumberland, and Prince Edward counties.

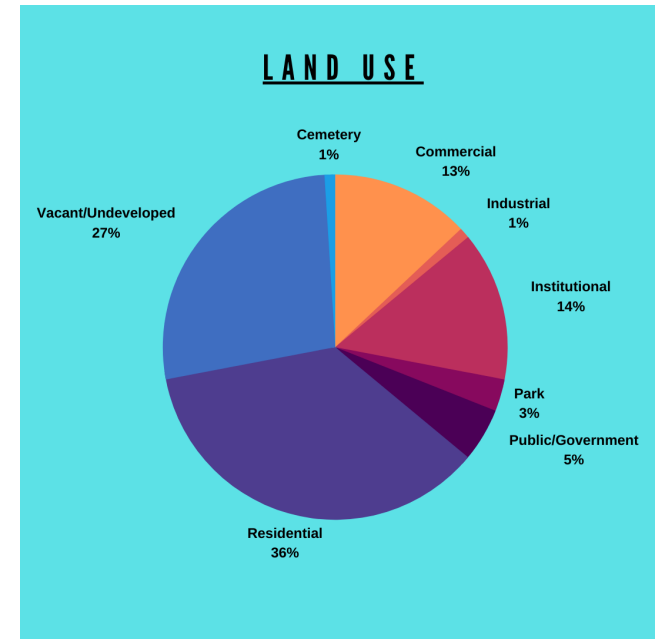
EXISTING CONDITIONS

EXISTING LAND USE

Existing land uses within Farmville are categorized as follows:

1. Cemetery
2. Park
3. Residential
4. Institutional
5. Public/Government
6. Commercial
7. Industrial
8. Vacant/Undeveloped

Farmville's largest land use categories are vacant/undeveloped parcels and residential parcels. Discounting land located in floodplain, vacant parcels account for approximately 27% of Farmville's total land area. This is an important number to consider when developing future land use plans and policies. With a large percentage of developable land within the Town's corporate boundaries, growth at the periphery of the Town and beyond should not be a focus of future land use plans. Rather, the Town should focus on encouraging infill and redevelopment. Infill and redevelopment encourages responsibility, protects sensitive areas such as floodplains, focuses reinvestment in areas that are targeted for growth and have existing infrastructure, and results in more efficient delivery of quality public services.



Over half of Farmville's residential uses are low density, single family. Lack of affordable housing and a diversity of housing options was brought up throughout the public engagement process for this plan. Mindfully increasing moderate and higher density residential as well as mixed use land uses will help address this community need and encourage infill and redevelopment. Furthermore, of the current institutional land uses, Longwood makes up nearly 70%, or approximately 10% of all Town land area. As a key player in Town land use and economic development, Farmville will need to ensure it is planning for adequate complementary and supporting land uses, such as mixed use commercial and higher density residential, around Longwood.

EXISTING CONDITIONS

LAND USE REGULATIONS

This Comprehensive Plan is a guide for long-range planning and decision-making. It does not include the level of detail of land use regulation nor does it have the legal authority to carry out the day-to-day regulations. The regulation of how Town property is used, improved, or divided are carried out by the Town's Zoning and Subdivision Ordinances, with the Subdivision Ordinance governing any division of parcels and the Zoning Ordinance specifying use, density, setback, and other regulations.

The Zoning Ordinance is undergoing an update concurrent with the Comprehensive Plan. At the time this chapter was drafted proposed updated Zoning Districts for the Town include:

R-1 Residential (Low-Density Neighborhood)

The R-1 district is made up of existing low-density residential areas found farther from the downtown. This district allows only single-family homes as well as accessory uses and home-based businesses on lots of at least 14,000 square feet. The district is suburban in character, with zoning regulations that promote larger lots and ample green space without commercial or other land uses intruding.

R-2 Residential (Medium-Density Neighborhood)

The R-2 district includes existing moderate-density residential areas closer to Farmville's downtown and Longwood University. This district allows single-family and two-family (duplex) homes as well as accessory uses and home-based businesses on lots as small as 8,000 square feet. Regulations in the district are

designed to stabilize and protect these residential neighborhoods, producing new development, redevelopment, of infill projects that fit in with the existing character of neighborhoods.

R-3 Residential (High-Density Neighborhood)

The R-3 district is meant to establish areas where higher-density housing can be located while remaining compatible with the character of Farmville and of nearby neighborhoods. This district allows multi-family dwellings, like apartment buildings, in addition to single-family homes, townhouses, and duplexes. These regulations allow higher density in appropriate areas that are well-located with respect to major roads, commercial areas, and employment centers.

R-4 Residential (Mobile Homes)

The R-4 district is envisioned to fulfill a need for affordable housing. The district guides the location of manufactured home parks and their design. These regulations are intended to provide an attractive and harmonious environment with amenities found in other residential neighborhoods while also fulfilling a niche market of affordability.

B-1 Business (Downtown Commercial)

The B-1 district covers Farmville's historic downtown business core and is intended to enhance the safety, attractiveness, and usability of this area for residents and visitors. Regulations in this district encourage the continuation of a compact, walkable, and attractive group of stores, offices, and service uses with second and upper floor residential uses.

EXISTING CONDITIONS

B-2 Business (Transitional Commercial)

The B-2 district is intended to be a transitional zone between downtown commercial areas, general commercial areas and residential neighborhoods. This is an appropriate place for higher density residential uses such as apartments and townhomes, but also makes room for light commercial uses such as offices, financial services, boutique retail, and other service uses that can serve neighborhood residents while fitting in with the character of nearby neighborhoods.

B-3 Business (Highway Commercial)

The B-3 district is found in outlying areas of Farmville and are areas for shopping centers, national chain retailers, and light industrial uses where access to regional roads is available. The district does not match the historic downtown character of Farmville but provides a space for well-designed necessary services for residents and visitors.

Floodplain Overlay District (FP)

In addition to standard zoning districts, Farmville's Zoning Ordinance includes a Floodplain overlay zoning districts. An overlay districts does not remove the underlying zoning designation but may add additional requirements, reviews, or guidelines for certain special conditions. In particular, the purpose of the FP district is to prevent the risk or loss of life and property from flooding. This district overlays all properties with designated FEMA 100-year floodplains, primarily along the Appomattox River, Gross Creek, and Buffalo Creek preventing most forms of development aside from civic and outdoor recreation uses.

REGIONAL LAND USE

While this plan is specific to the boundaries of the Town of Farmville, land use in the real world is not so clearly defined. Farmville is a major center within its region and interacts in many ways with Prince Edward and Cumberland Counties, which surround it. Farmville is an employment, shopping, and entertainment destination for residents of these counties and region and will continue to be a focus of growth and development. Both Cumberland and Prince Edward counties designate county land adjacent to Farmville as growth areas. Of particular note is the sewer trunk line that extends from Hampden Sydney to Farmville. The area surrounding this line is designated as a residential growth area by Prince Edward County, allowing for residential development up to 4 dwelling units per acre. Additionally, Prince Edward County has one enterprise zone designation that includes portions of the Town of Farmville. The State's Enterprise Zone Program offers state and local incentives for businesses to locate or expand within the designated zone areas. Close coordination with the Counties to ensure compatible development that meets the goals of this plan will be necessary.

EXISTING CONDITIONS

HIGHER EDUCATION

The Town of Farmville benefits enormously from the presence of Longwood University and Hampden-Sydney College. These institutions raise the profile of the Town, provide employment opportunities, host beneficial events, attract visitors, and support local organizations through partnerships and student involvement, among many other benefits. Both institutions are inseparable parts of the history and character of Farmville. Longwood, in particular, has a hand in shaping land use, transportation, and other elements of the Town's future. As a branch of State government, Longwood is not subject to local zoning or other authority. The institution does, however, have a positive working relationship with the Town.

Longwood Master Plan

In 2016, Longwood University adopted their Master Plan 2025, titled Place Matters. The president of the University communicates in an opening letter that the University wants to “help Farmville reach its potential as one of America's truly great college towns” and continues that the plan focuses on building community by reaching into the Town and creating places and spaces that will inspire. The working relationship between the University and Town is strong and efforts to keep communication lines open, coordinate strategic planning, and promote shared values will be critically important to the success of both organizations and their planning efforts. Longwood's Master Plan contains many great strategies and ideas that are coordinated and complementary to strategies included within this document. The Master Plan identifies South Main

Street at the Moton Museum, Griffin Boulevard, and the Venable triangle as opportunities for strengthening the connection between campus and the Town. Improved pedestrian environment in these areas through landscaping, sidewalks, bike lanes, and other street enhancements will make critical connections, blending the campus and Town. The plan also recommends a reorganization of the athletic fields. It strives to revitalize downtown by relocating the baseball and softball stadiums along High Bridge Trail between Third Street and the Appomattox River. The University envisions that the stadium would attract visitors who would also shop and eat downtown.



FUTURE CONDITIONS

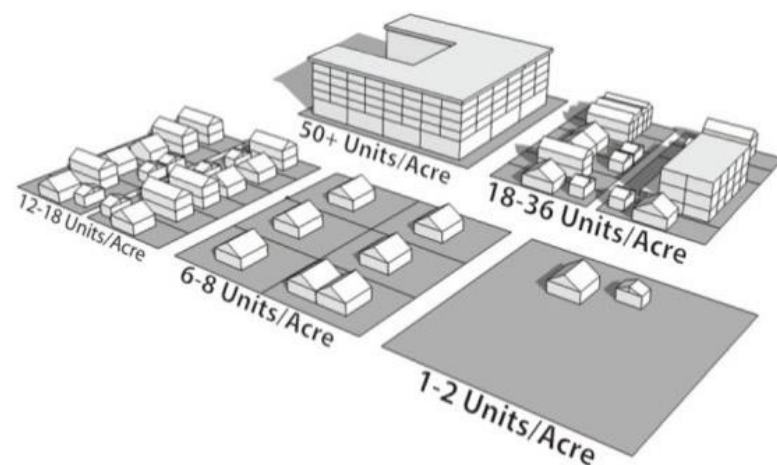
FUTURE LAND USE

The Future Land Use Map (FLUM) is a common Comprehensive Plan element that is intended to show an idealized picture of land use in the long-term future, 20 or more years from now. The FLUM was developed by taking into consideration existing land use patterns, existing and planned transportation networks, existing and planned infrastructure and utilities, as well as the benefit versus cost of providing services of different land uses to the Town. The FLUM prioritizes revitalization of areas already served by infrastructure and discourages development in or near areas that may be hazardous or require investment beyond a reasonable return for the Town. These recommendations are long-term, intended to guide decision-making by public officials and private developers as the community grows. For Farmville, uses have been grouped into eight broad categories, with consideration given to an appropriate balance of residential, commercial, institutional, and open space as follows:

- Low Density Residential
- Moderate Density Residential
- Urban Residential
- Downtown Commercial
- Mixed Use Commercial
- General Commercial
- Institutional
- Parks and Open Space

Future Land Use is not the same as zoning, although the two are related. Future Land Use can be thought of as a picture of what zoning in the Town could look like over the next 20 or more years. This map does not change what is allowed on a piece of property right now, although it could be used by a property owner to help justify rezoning a parcel.

Changes to land use will happen slowly over time as a result of individual projects that add residential density, add commercial space, or convert one land use to another. In weighing development applications, Farmville's staff, Planning Commission, and Town Council should be mindful of the Future Land Use Map as well as the needs of a changing town, the desire of Farmville residents for quality development, and the economic necessity of improving the Town's tax base.



FUTURE CONDITIONS



Parks and Open Space

Parks and Open Spaces are important elements of Farmville's land use, providing recreation space for urban residents and alternative ways to travel via paths and trails, contributing to the beauty of the Town, and protecting environmental features. This category includes a range of unbuilt uses, from active recreation spaces like playing fields to passive woodlands that may provide no usable amenities. Farmville should continue to plan for parks and open spaces that are useful and accessible for residents.

Low Density Residential

Up to 4 Units per Acre

Low Density Residential areas will continue to be an important part of Farmville's future. These larger homes on large lots take on a more suburban than urban character. Low density residential areas should include homes with ample setbacks from streets and neighboring properties as well as ample private open space and landscaping within individual lots. Siting of homes, driveways, and other residential features should be sensitive to existing trees, watercourses, and topography. Despite its somewhat suburban character, transportation access in these areas both by car and on foot remains important. While pedestrians and slow speed vehicle traffic may be compatible on quiet residential streets, major streets should be redesigned with sidewalks and other pedestrian amenities over the long term, especially where connections can be made between neighborhoods and schools, parks, or civic places.

FUTURE CONDITIONS

Moderate Density Residential

Up to 10 Units per Acre

Moderate Density Residential areas are those in closer proximity to Farmville's downtown core, with smaller lot sizes and greater urban character. New development should continue the street grid found throughout the downtown, include buildings that actively address the street, and provide full pedestrian connections. The proximity of these neighborhoods to the downtown is an essential part of their character, and so connections should be emphasized and promoted. Small urban lots also reduce the availability of personal open space, making parks, trails, and civic spaces increasingly important to residents of these areas. While Low Density Residential areas are exclusive to single-family homes, the Moderate Density Residential category also includes two-family homes, or duplexes. Duplexes create an opportunity to increase density in near-downtown areas and create a more affordable residential type while maintaining the architectural appearance of existing neighborhoods.

Urban Residential

Up to 24 Units per Acre

Urban Residential uses cover a range of designs, from low-rise garden apartments with exterior corridors to larger apartment complexes or apartment houses with single entrances and may be rented or divided and sold as condominiums. Existing multi-family residential uses are scattered throughout Farmville and provide an important housing option for young professionals and singles, seniors, the disabled, those who cannot afford typical single-family homes in Farmville, and others looking for compact, urban, or low-maintenance residences. Because these sites are adjacent to other land uses and not isolated, the siting

and architecture of multi-family projects must meet the context of nearby buildings in design, density, and character. Good multi-family design should be varied, using materials and geometry that divide large building into smaller visual pieces. Changes in topography, landscape screening, and other techniques may also be used to disguise the appearance of large apartment buildings. Special attention should also be given to parking for multi-family uses, providing enough spaces for all units but also avoiding the appearance of large surface lots.

Mixed Use Commercial

Up to 24 Units per Acre

The Mixed Use Commercial category is intended to be a transitional zone between downtown commercial areas and residential neighborhoods. This is an appropriate place for higher density residential uses, such as apartments and townhomes, and also provides opportunity for light commercial uses such as offices, financial services, boutique retail, and other service uses that can serve neighborhood residents while fitting in with the character of nearby neighborhoods. Restaurants and other high volume or highly-active businesses may not be appropriate for these areas. Commercial and residential uses may be located in adjacent separate structures or in single structures that include both use types in a coordinated building plan. Commercial uses should occupy ground floors, street corners, or other logical spaces with exclusive entrances and parking. While uses transition between residential and commercial, building design should likewise transition between typical residential design and the appearance of Farmville's historic downtown.

FUTURE CONDITIONS

Downtown Commercial

Up to Floor-Area-Ratio 4.0

Farmville's historic downtown core is both an essential hub of commerce for residents and a major attraction for visitation and tourism. The downtown is a dense mix of commercial uses, including shopping, restaurants, and hotels. The Downtown Commercial area is the appropriate zone for commercial uses that are pedestrian-oriented, enhance a vibrant street life, and contribute to the economy of the larger downtown business zone. The downtown should maintain a balance of local and tourist-focused retail along with restaurants, accommodations, and other uses that contribute to an active street life and vibrant Farmville economy. While the Town should embrace downtown investment, the character and architectural quality of the downtown should be very carefully guarded through careful site planning, architectural review, and construction planning. While keeping only active commercial uses on the streetfront is important to a vibrant downtown, additional investment and vitality downtown may come from more fully using upper floor spaces above streetfront commercial as offices or as residences. Residential use in particular should be welcomed in the downtown as a way to increase patronage of downtown businesses and extend business vitality into weekdays and evenings. The overall focus of downtown land use should not be on any one use, but on the maintenance of a cohesive district where a variety of businesses and uses all contribute to the success of their neighbors.

General Commercial

Up to Floor-Area-Ratio 2.0

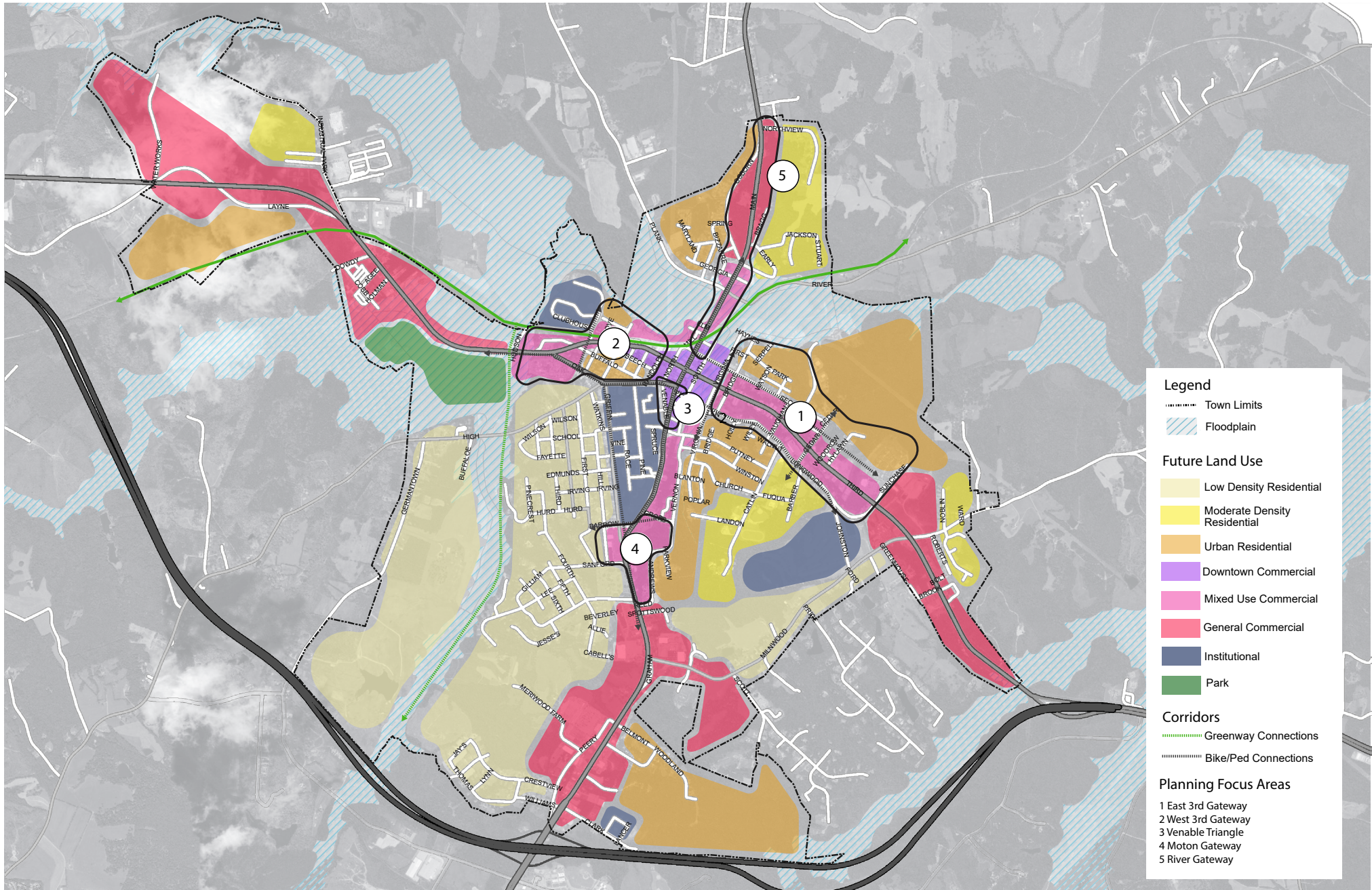
General Commercial land uses are a lower-density

element of Farmville's commercial economy. General commercial lacks the historic significance or tourism interest of the downtown but provides goods and services that are necessary to the life of the Town. These commercial uses include grocery, pharmacy, general retail, fueling, automotive service, and other day-to-day uses, and may include national chain retailers. This zone also differs from the downtown in that it is primarily automobile oriented rather than pedestrian oriented like the downtown, including shopping centers that focus on providing ample parking. Despite the practical nature of general commercial uses, Farmville should expect high-quality design and construction in these areas that line important entrance corridors to the Town.

Institutional

Institutional areas represent Farmville's education and healthcare campuses and civic uses, such as the Town of Farmville administrative offices, courts, and other facilities. Institutions employ specialized structures to meet specific needs and may maintain master plans of their own to guide future growth and development. Each of Farmville's major institutional uses should encourage strengthened connections to existing neighborhoods and the downtown core through pedestrian connections, public spaces, and program policies. As some of the Town's largest landowners, institutions should continue to provide open and green space within urban areas of Farmville. While institutional structures are often larger than typical Farmville residential or commercial uses, any new or redeveloped buildings in these areas should work to match the history, style, and character of the Town in their design and materials.

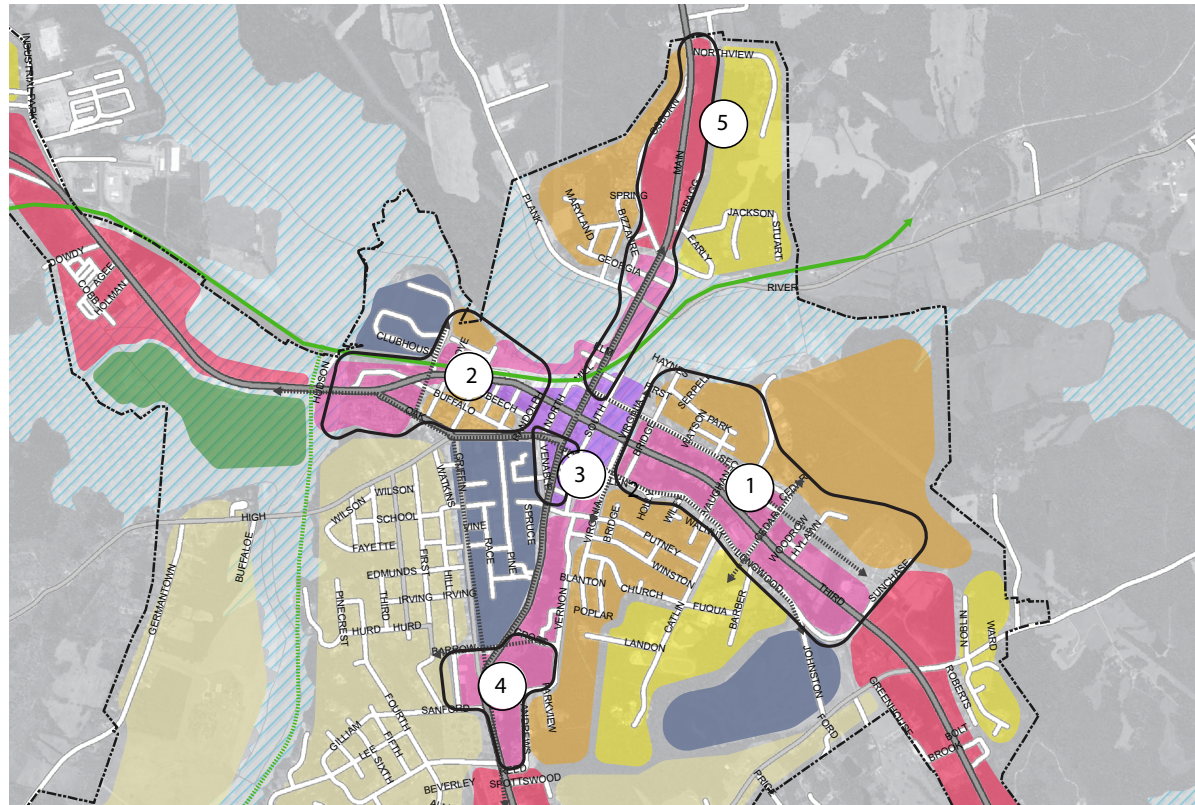
Future Land Use



FUTURE CONDITIONS

FOCUSED PLANNING AREAS

Focus Planning Areas are planning sub-areas within the community where more detailed, small area planning and implementation of certain policies, investments, incentives, or regulations may be applied in order to preserve, improve, or otherwise influence the future of these areas. The Focus Areas defined here are meant to be guides for focusing planning efforts. The following Focused Planning Areas are key locations for change, in which Farmville has the opportunity to create organized and attractive Town entrances, add residential density that supports the Town's economy and tax base, and create unique neighborhoods that attract investment and visitation.



LESS SPECIFIC ↑ ↓ MORE SPECIFIC	Land Use	Type of activity (Residential, Commercial, etc) occurring within a geographic area.
	Focus Areas	Neighborhood or area sharing characteristics and/or specific strategies for growth and development.
	Zoning	Legal use and development standards tied to individual parcels and lots. Ordinances are the tools used to achieve the strategies and goals of land use and focus area plans.

FUTURE CONDITIONS



1 - East Third Mixed Use Gateway

Existing Conditions

East Third Street is a newly developing gateway into the Town. Once a rural area comprised mostly of open space, it has recently seen a large amount of residential development and some commercial development. Currently, this area includes a shopping center with a movie theatre, apartments, and a hotel. Adjacent to these uses are numerous open spaces, single family dwellings, and an incomplete interchange to the US 460 Byway. There is potential for this area to grow substantially. However, planning is needed to encourage organized development.

Development Goal

The goal in developing this area is to establish a niche community that can live, work, and play in one location while inviting other citizens in to enjoy the amenities the area offers. The Town has envisioned the completion of the US 460 interchange and listed it in the 2035 Transportation Plan as well as the Transportation chapter of this plan. This project will spur economic development here and in adjacent areas. Development for the planning area must occur thoughtfully so that businesses and residential units

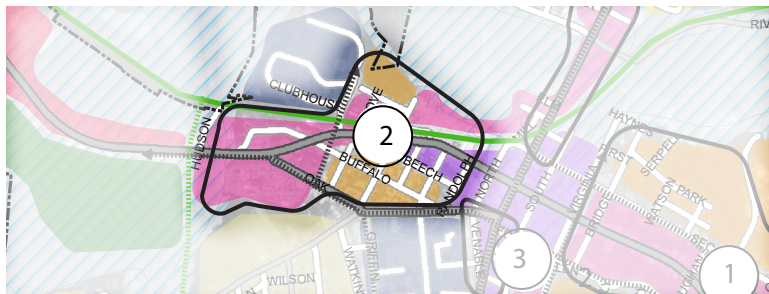
infill, creating a sense of place and preserving green space for recreational uses.

Development Tools and Strategies

Strategies to achieve this successful mixed-use gateway include:

- Move forward with the completion of the US 460 interchange;
- Ensure connection to and the preservation of recreational and green spaces while allowing specific uses that will be beneficial to neighborhood residents and commuting traffic;
- Coordinate strategic land use planning with Prince Edward County to ensure compatible and cohesive development;
- Establish an Entrance Corridor Overlay to improve signage, landscaping, and building design standards in the area;
- Seek designation as an Urban Development Area (UDA) to access funding for projects in this gateway. The purpose of UDAs is to allow the concentration of growth in certain areas and to guide the design of such areas to ensure they are livable and attractive environments. The essential design criteria include pedestrian-friendly road design, interconnection of streets, preservation of natural areas, mixed-use neighborhoods, reduction of front and side setbacks, among other things. Minimum densities are set by floor-to-area ratio for commercial and dwelling-units-per-acre for residential development.
- Utilize the existing Enterprise Zone designation to encourage development and business location within the area.

FUTURE CONDITIONS



2 - West Third Institutional Gateway

Existing Conditions

West Third Street is a main entrance into Farmville comprised of five lanes for most of its length; two travel lanes for westward traffic, two travel lanes for eastward traffic, and a center turn lane. The developable land along this route is a sprawling pattern of commercial and residential uses including a bank, doctor's office, restaurant, motel, public library, public park, fire department, and a hospital. There is a need in this area to support future growth and to redevelop in a way that supports traditional walkable communities.

Development Goal

The goal of this focus area is to balance the mix of uses into a cohesive community that warmly greets visitors and allows residents to safely traverse from one use to the next. Currently, the area is heavily trafficked with few amenities for pedestrians and cyclists. The community has expressed concerns regarding the safety at West Third Street and Oak Street. In 2019, several accidents occurred at this location.

This gateway should be reimagined with the intention of slowing traffic and providing opportunities to experience the community as a portion of Farmville and not a passage through. The open spaces between uses should be used to infill, making a stronger community and preventing further sprawl into

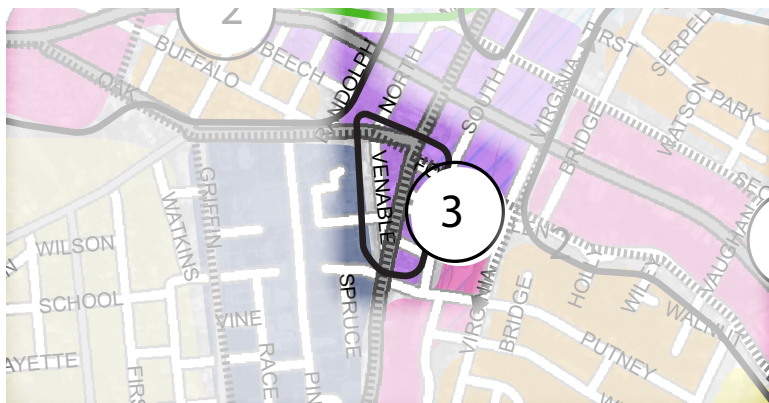
open areas. Landscaping, sidewalks, and bike lanes should be added throughout the Institutional Gateway and connect the institutional and commercial uses to open spaces. This increases the aesthetic appeal and boosts the utilization of the community park and nearby walking trails.

Development Tools and Strategies

Strategies to achieve this institutional gateway include:

- Redesign of the West Third Street and Oak Street intersection;
- Incentivize infill of vacant parcels.
- Coordinate strategic land use planning with Prince Edward County to ensure compatible and cohesive development;
- Establish an Entrance Corridor Overlay to improve signage, landscaping, and building design standards in the area;
- Seek designation as an Urban Development Area (UDA) to access funding for projects in this gateway. The purpose of UDAs is to allow the concentration of growth in certain areas and to guide the design of such areas to ensure they are livable and attractive environments. The essential design criteria include pedestrian-friendly road design, interconnection of streets, preservation of natural areas, mixed-use neighborhoods, reduction of front and side setbacks, among other things. Minimum densities are set by floor-to-area ratio for commercial and dwelling-units-per-acre for residential development.
- Utilize the existing Enterprise Zone designation to encourage development and business location within the area.

FUTURE CONDITIONS



3- Venable Triangle

Existing Conditions

Venable Triangle is formed by Venable, High, and Main streets. It is a small but important focus area. The triangle includes a historic church, a bank, a federal building, Longwood properties, and various other commercial buildings and parking lots. This triangle acts as an island between Longwood University and downtown Farmville. Land use patterns are disjointed, pedestrian access is confusing, and as a gateway to the historic downtown, the area lacks cohesion and visual appeal. The University has identified it as one of their highest priorities to better connect Longwood and Farmville.

Development Goals

Both Farmville and Longwood would benefit from revitalizing this area with retail and residential development. Longwood has identified the triangle as a prime opportunity for University residential development. This type of development should not be pursued at the expense of commercial and retail streetfronts. Balancing these needs could be achieved by first floor retail with dwelling units above and encouraging foot traffic with street crossings and

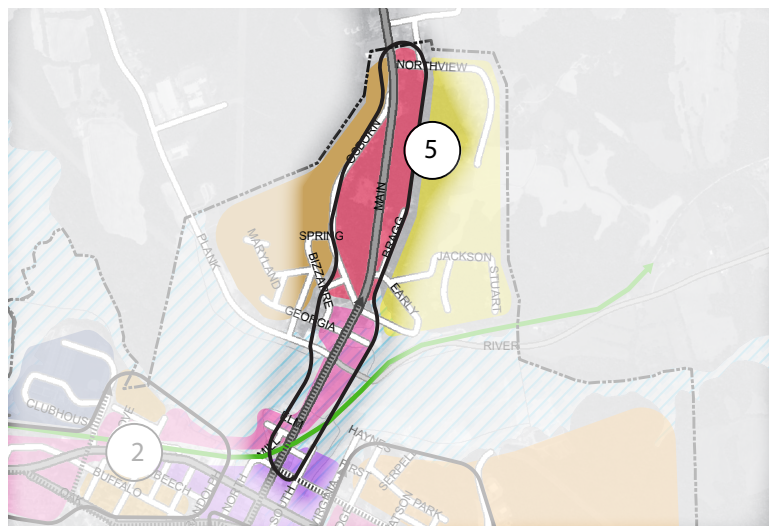
sidewalks. Development in the triangle should provide a bridge of connection for downtown Farmville and Longwood University while respecting the historic church. Once developed, pedestrians will use this area, and it will become another essential part of downtown.

Development Tools and Strategies

Strategies to achieve this successful mixed-use area include:

- Adopt zoning regulations for this area that promote infill and encourage vertical mixed uses.
- Work closely with Longwood to ensure compatible and cohesive development that promotes the mixed use feel of downtown.
- Promote the history of the Beulah AME church and include signage along pedestrian trails and open spaces.
- Improve pedestrian and bicycle paths and connections along Main Street, Venable Street, and through the Venable "triangle".
- Establish a designated truck route to reduce heavy truck traffic along Main Street.
- Extend the Main Street District to include the Venable area.
- Develop downtown Design Guidelines to guide signage, landscaping, and building design standards in the area.

FUTURE CONDITIONS



5 - River Gateway

Existing Conditions

Farmville's northern entrance corridor is Route 45 (North Main Street). The corridor is the major entrance route for travelers coming from Richmond and Williamsburg. The defining feature of the area is the Appomattox River, which divides the area. The southern section is comprised of restaurants and businesses that continue the Downtown pattern of development. North of the river, development patterns are more suburban in nature. North Main Street is a two-lane road for the length of the corridor. North of the Appomattox River, sidewalk connections are intermittent. A large portion of the focus area is in floodplain, and several businesses in the area report problems with flooding.

Development Goals

The presence of recreation business, recreation sites, parks, and historical features within the area present an opportunity to develop the area as an outdoor recreation hub. Development goals for the area

include creating a welcoming gateway for the Town that emphasizes recreational amenities; improves wayfinding and aesthetics along the corridor; improves pedestrian safety and connections; and mitigates damage from flooding.

Development Tools and Strategies

Strategies to achieve this successful recreation gateway area include:

- Adopt zoning regulations that promote infill and redevelopment and encourage a variety of uses designed to serve both automobiles and pedestrians.
- Add streetscaping with trees, sidewalk, and bicycle lanes along North Main Street
- Establish an Entrance Corridor Overlay to improve signage, landscaping, and building design standards in the area.
- Promote the recreational amenities of the area and improve signage to significant sites and features.
- Coordinate strategic land use planning with Cumberland County to ensure compatible and cohesive development.
- Develop appropriate stormwater and environmental standards for all new developments and encourage the use of Low Impact Development.