

WELCOME TO  
HISTORIC FARMVILLE

FARMVILLE  
DOWNTOWN



# Town of Farmville Comprehensive Plan

ADOPTED 6.10.20

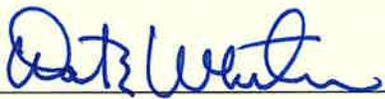


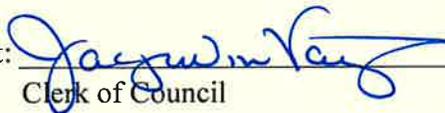
**RESOLUTION NO. 2020-06-01**

**WHEREAS**, the Town of Farmville seeks to establish a new Comprehensive Plan; and  
**WHEREAS**, the Comprehensive Plan is the Town's key policy document for land use, development, housing, infrastructure, transportation, and related economic and social issues; and

**NOW, THEREFORE, BE IT ORDAINED**, by the Town Council of the Town of Farmville, this Comprehensive Plan Amendment repeals and replaces the adopted Comprehensive Plan in its entirety; and

**BE IT FURTHER ORDAINED** that this ordinance shall be effective on July 1, 2020.

Approved:   
Mayor

Attest:   
Clerk of Council

\*\*\*\*\*

I certify that the above ordinance was:

Adopted on its first reading on June 10, 2020.

Ayes: 5 . Nays: 2 . Absent: 0 . Abstain: 0 .

The Honorable A.D. "Chuckie" Reid:	<u>Aye</u> .
The Honorable J. J. "Jamie" Davis	<u>Aye</u> .
The Honorable Daniel E. Dwyer	<u>Nay</u> .
The Honorable Tommy Pairet	<u>Aye</u> .
The Honorable Brian Vincent	<u>Aye</u> .
The Honorable Donald L. Hunter	<u>Aye</u> .
The Honorable Greg Cole	<u>Nay</u> .

# 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



## **Town Council**

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, Town Manager

Prepared for and with the Town of Farmville by:



# TABLE OF CONTENTS

INTRODUCTION	2
ENVIRONMENT	7
CULTURAL RESOURCES	15
POPULATION & HOUSING	21
ECONOMY	28
COMMUNITY FACILITIES	37
LAND USE	46
TRANSPORTATION	65
IMPLEMENTATION	80
APPENDICES	86

# 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



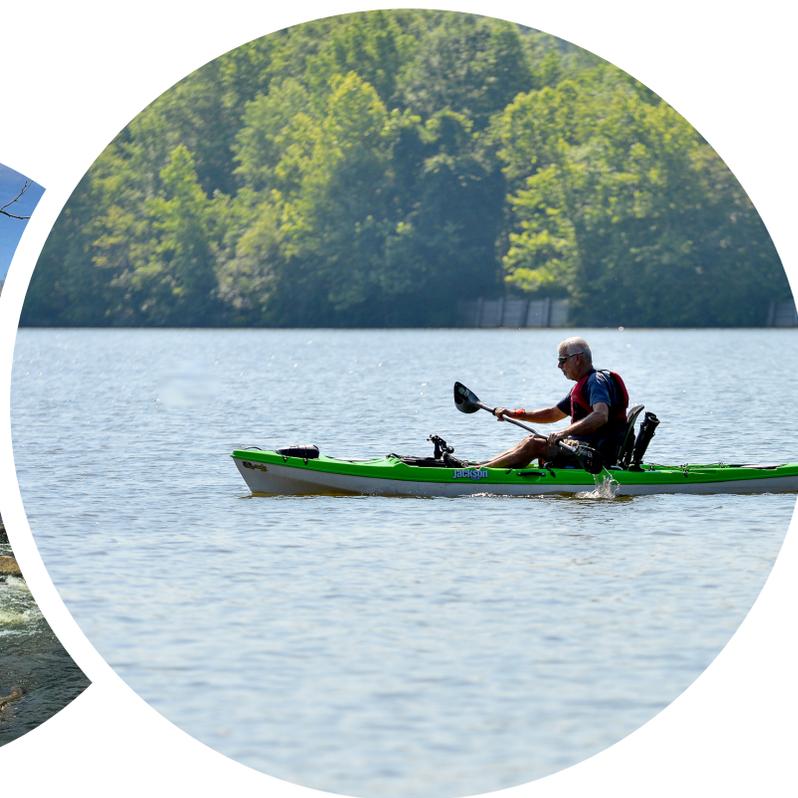
# ENVIRONMENT



# 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.

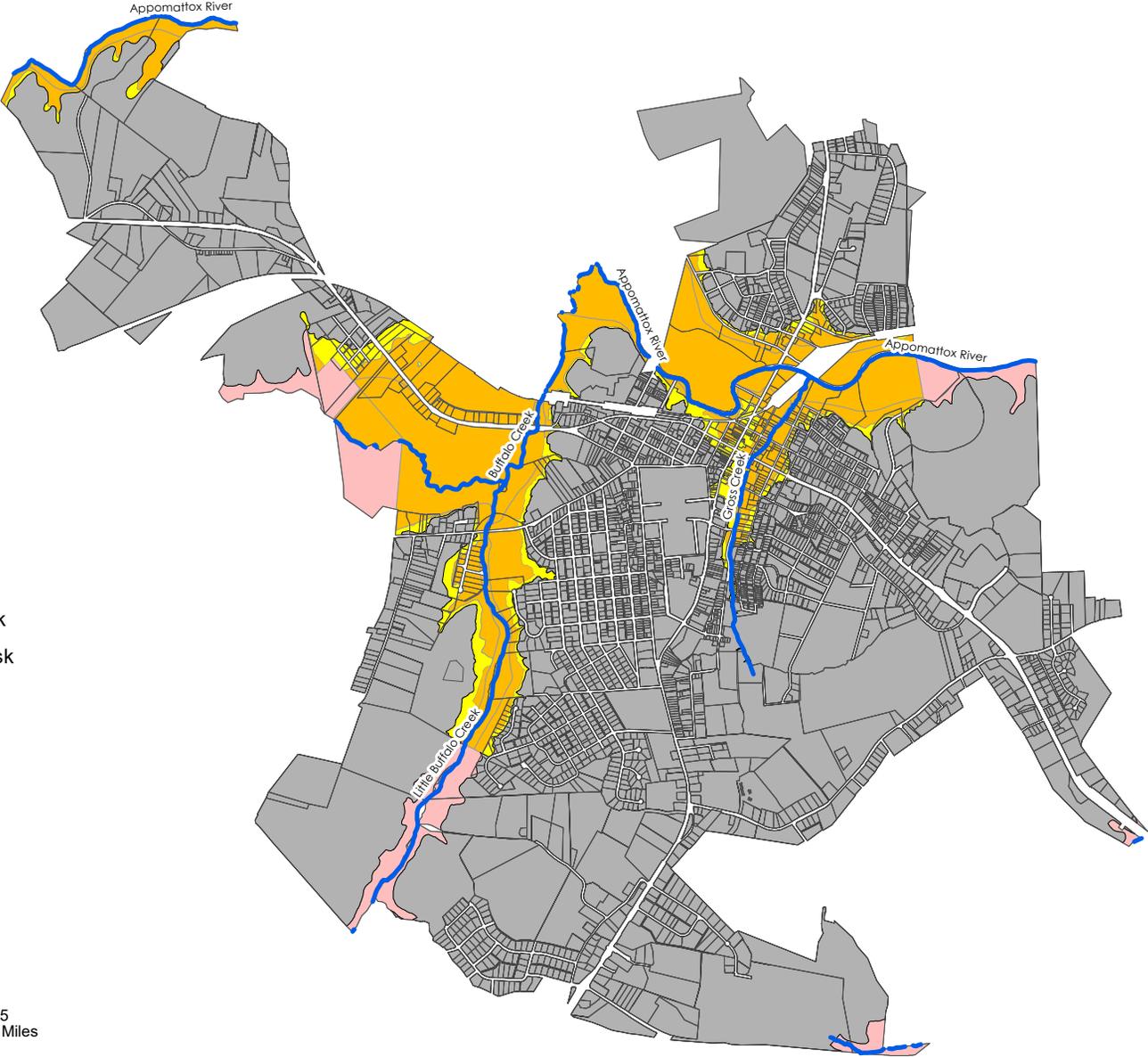
The Town can pursue a variety of town-level strategies to mitigate flooding damage, including modifying the Town's Zoning Ordinance to support protective tree canopy, enforce stringent stormwater standards, encourage permeable surfaces, and limit development of wetlands and floodplains.

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.



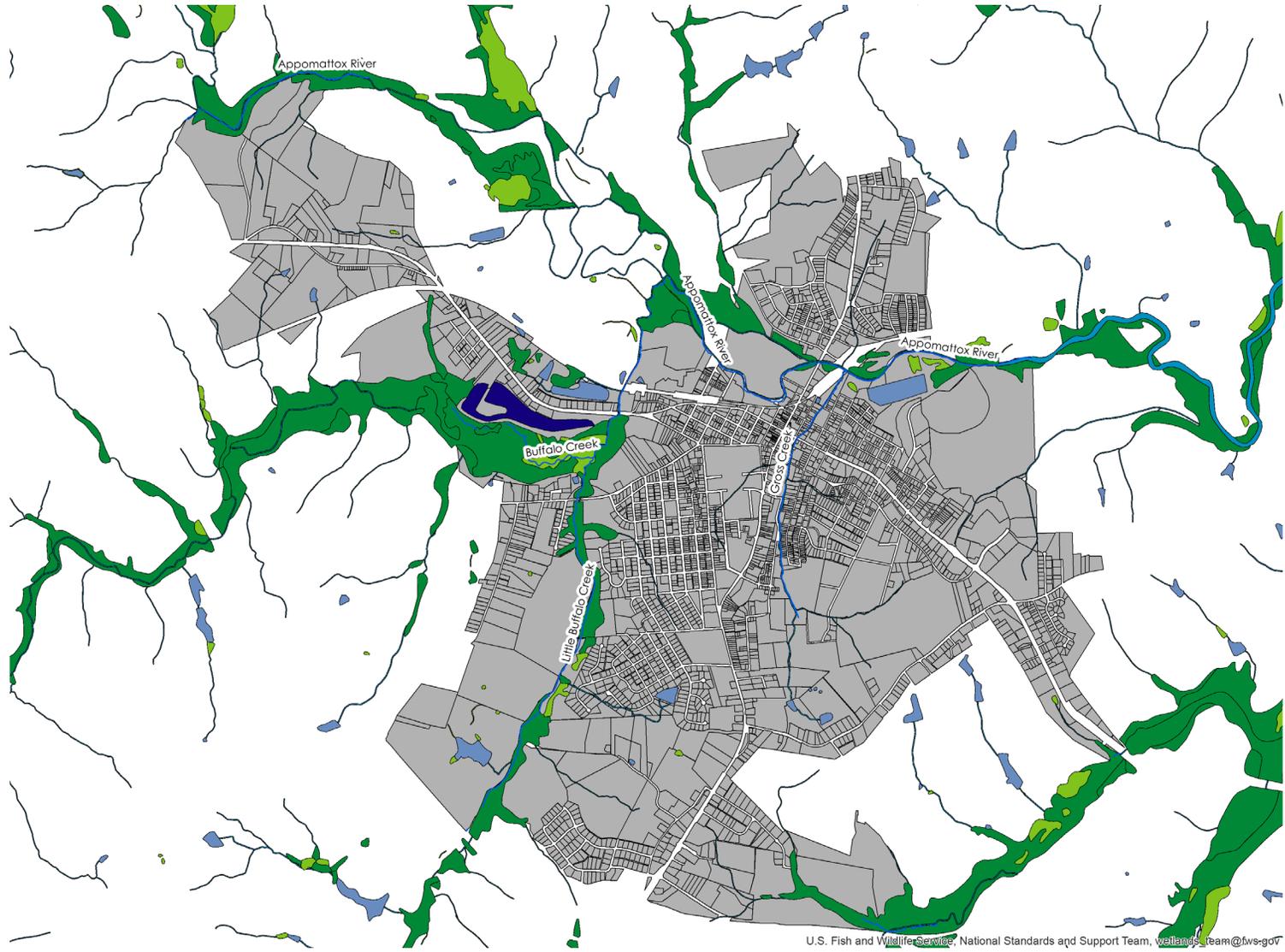
# Flood Zones



# Wetlands

### Legend

- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Freshwater Pond
- Lake
- Other
- Riverine



U.S. Fish and Wildlife Service, National Standards and Support Team, wetlands\_team@fws.gov

## EXISTING CONDITIONS & INITIATIVES

### COMMUNITY RATING SYSTEM

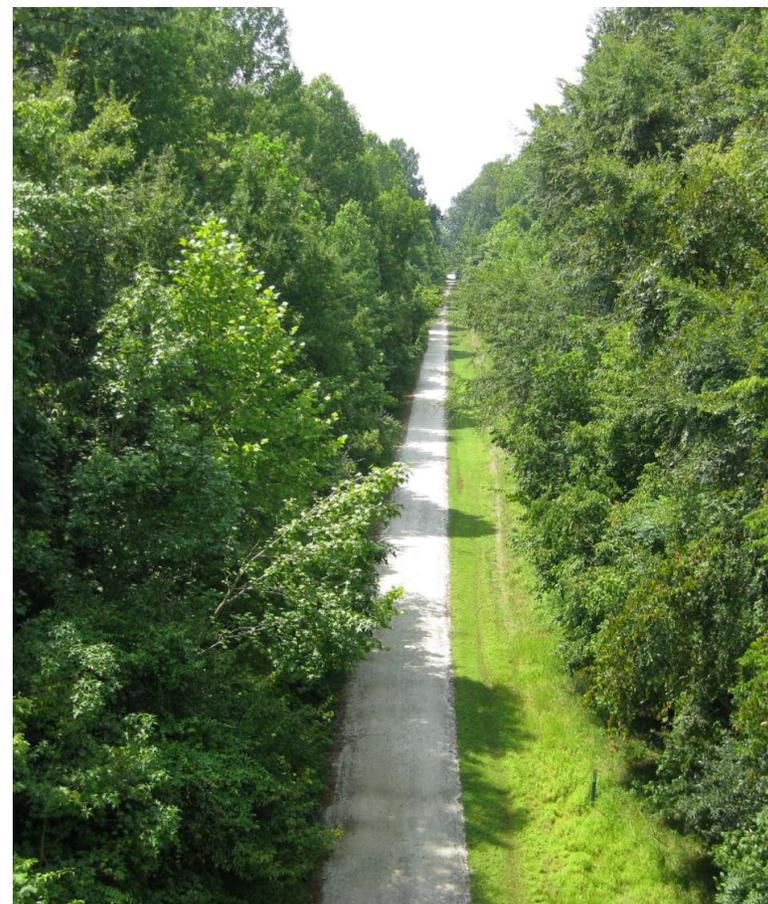
While certain actions can be taken to reduce flood risk, this risk will not likely be eliminated. To protect from financial loss in the event of flooding, residents and business owners should seek the protection of flood insurance. One feature of the National Flood Insurance Program is the Community 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.



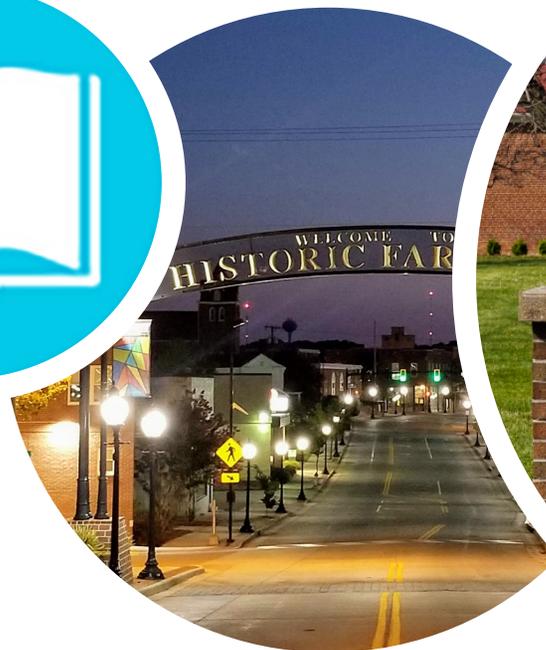
# CULTURAL RESOURCES



# 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.

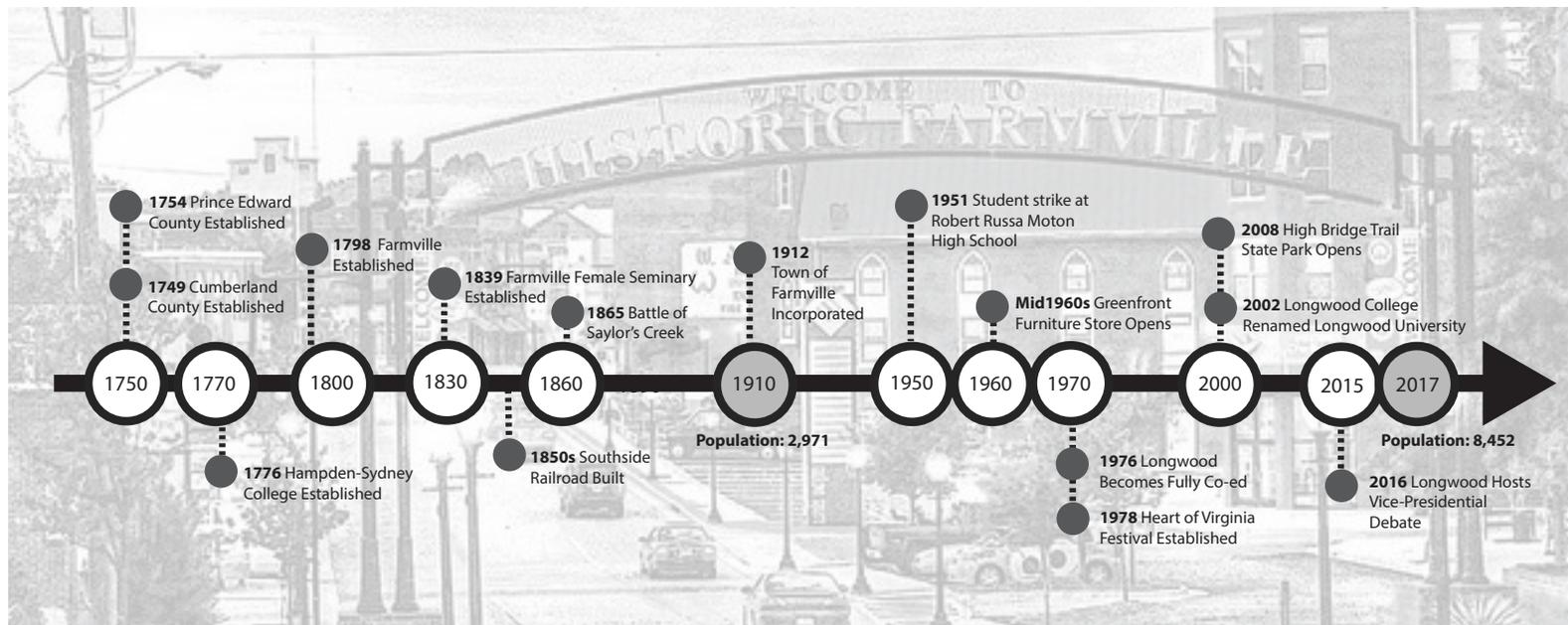
# FARMVILLE HISTORY

## 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 and one contributing monument (the Confederate Monument). 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

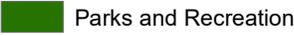
the Town's identity and create a welcoming entrance. Each of the Town's major corridors, West 3rd Street, East 3rd Street, North Main Street, and South Main Street should include signage and landscaping that actively announce drivers' arrival in historic Farmville and portray the major economic and tourism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

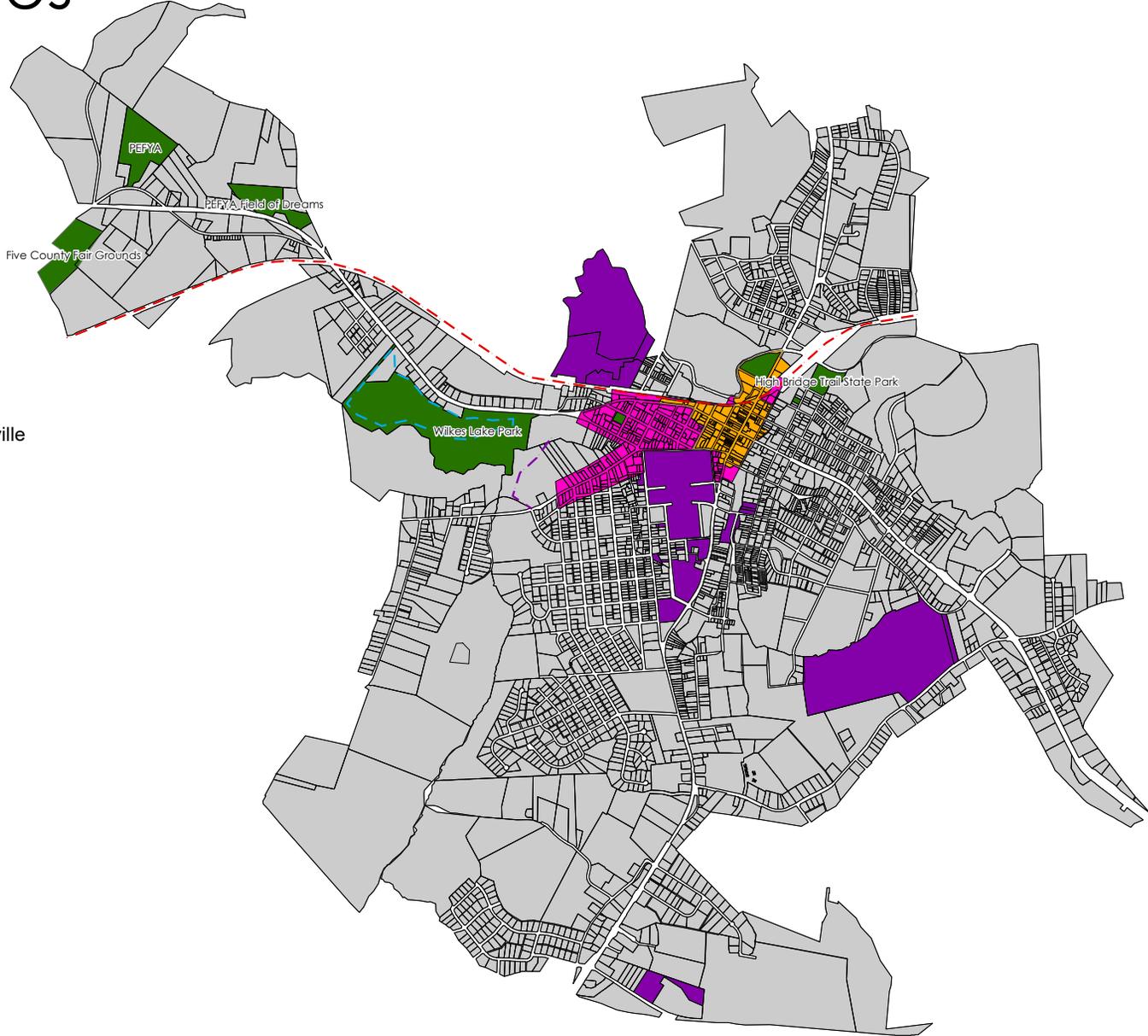
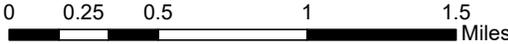
Farmville is an important part of American civil rights history. This emerging area of historic tourism is already taking shape in Farmville, with the Moton Museum as a key feature. The Moton Museum is the centerpiece of the larger Civil Rights in Education Heritage Trail, a self-guided driving tour 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

## Legend

-  Dogwood Trail
-  High Bridge Trail within Farmville
-  Sarah Terry Walking Trail
-  Parcels
-  Parks and Recreation
-  Main Street District
-  Historic District
-  Longwood University



# 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

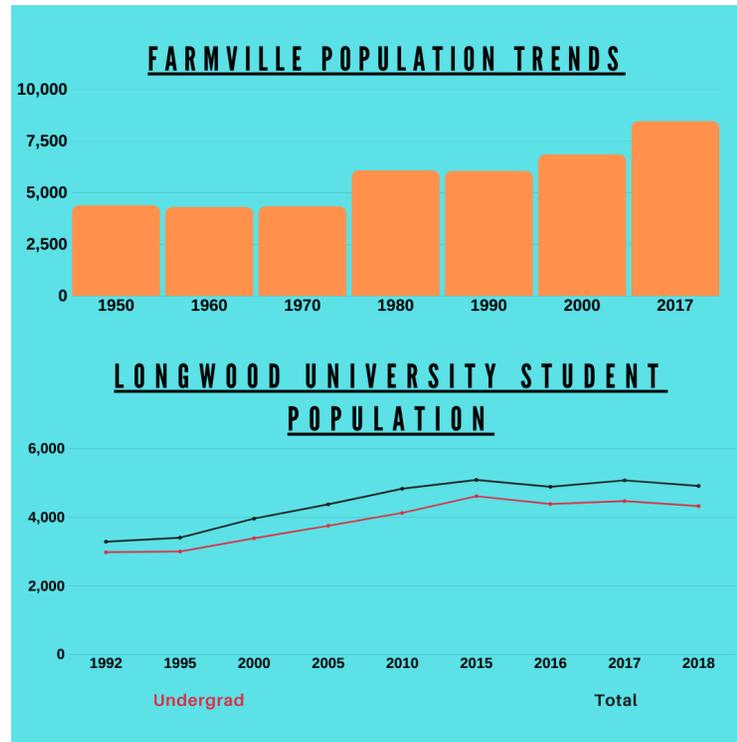
## 2017 Population: 8,432\*

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

### Local Trends

#### Population

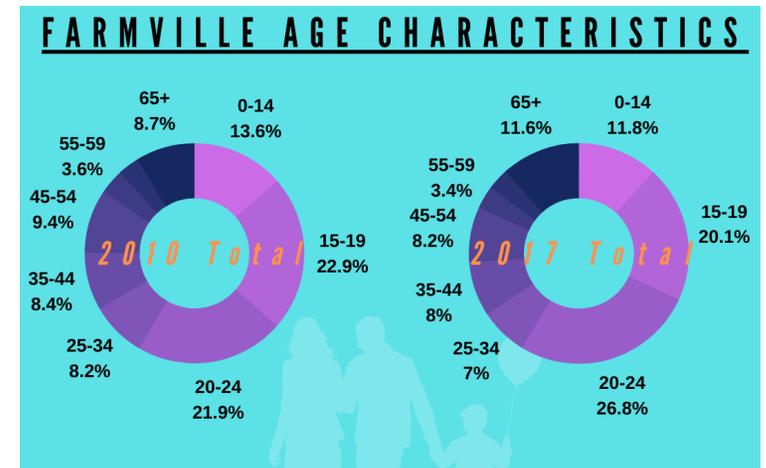
The population of Farmville has seen periods of growth, stability, and small declines over time, influenced by a variety of local, regional, and national factors. Importantly, the total population of Farmville includes students of Longwood University. The inclusion of Longwood students swells Farmville's 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 little notable increase in present 2017 estimates.

#### Age

Farmville's median age is 22.5, which is eight years younger than Prince Edward County. Nearly 47% 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 decreased slightly since 2010. In 2010, 66.5% of the population identified as White Only, compared to 67.6% reporting White Only in 2017. The African American population in 2017 was reported as 24.3%, a decline of 8.0% 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 86.5% 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.

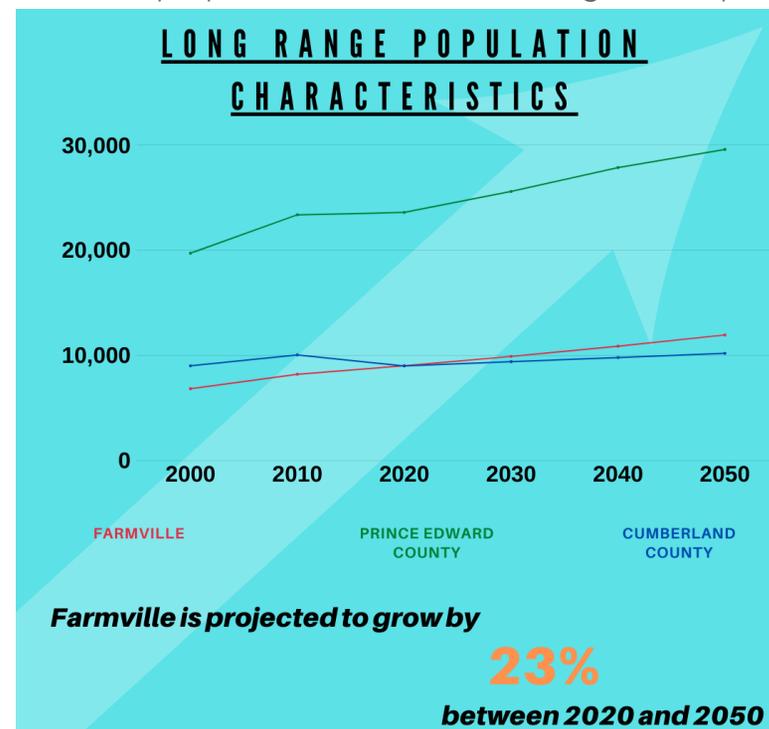
### Long Term Growth

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, \$36,703, is lower than Prince Edward County and the country as a whole.

The poverty rate for Farmville is 35.9%, roughly three times higher than the national average of 12.7% and roughly 15% higher than 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 75% of those in poverty in both Farmville and Prince Edward County. 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

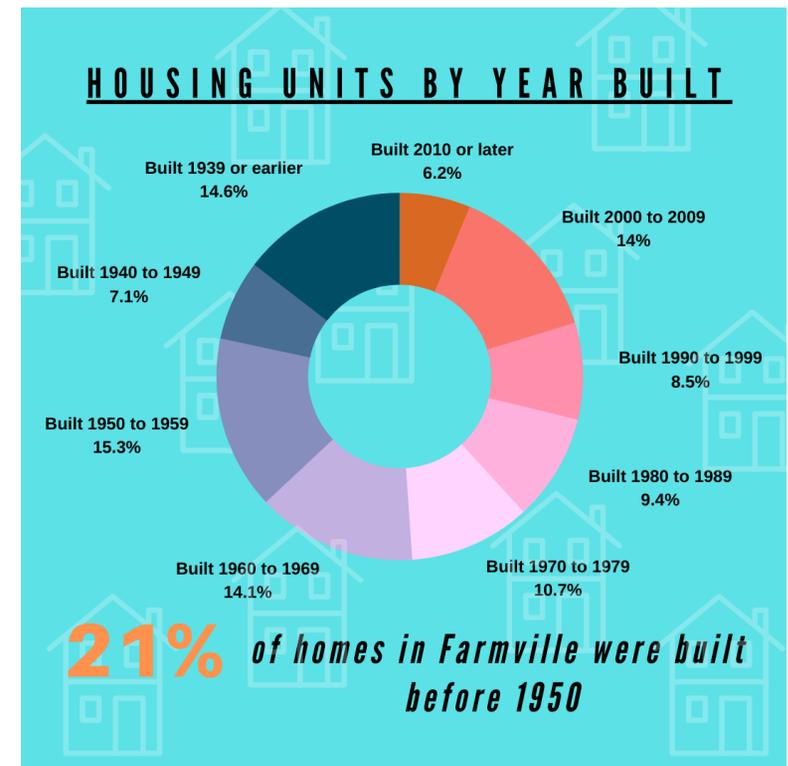
The Town of Farmville includes approximately 3,114 housing units. Of these, single-family detached homes make up 53.5%. Farmville is split roughly even between renter-occupied and owner-occupied housing units. Approximately 76.2% of housing units in the town are occupied, which is comparable to the occupancy rate in Prince Edward County. Median home value in Farmville is \$170,300, 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 86% of the housing in Farmville has two or more bedrooms while 57.6% 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

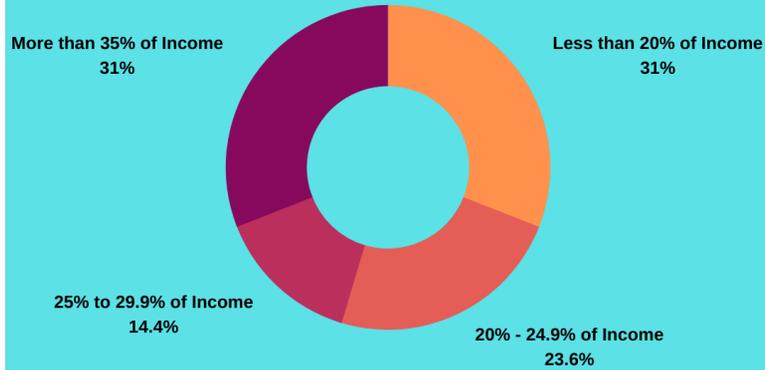
Affordable communities are attractive for families and individuals to work and live in. Affordability can be measured in housing costs, comparative price of goods, and income and is used to compare the overall cost of living in Farmville compared to the region and the nation.

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 22% of Farmville's mortgaged housing units are considered cost burdened according to this definition. For renters, approximately 44.8% of units are cost burdened. In Prince Edward County, by comparison, there are approximately 34% of mortgaged households and 42% of rental units considered cost burdened.

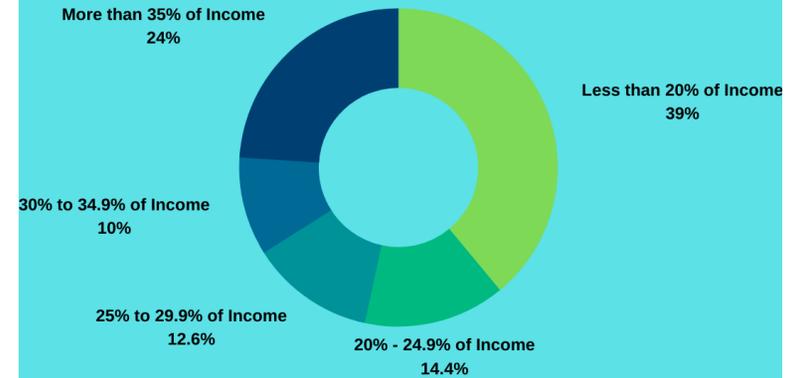


# EXISTING CONDITIONS

### Farmville: Mortgaged Housing Costs as Percent of Income



### Prince Edward County: Mortgaged Housing Costs as Percent of Income



# 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.***

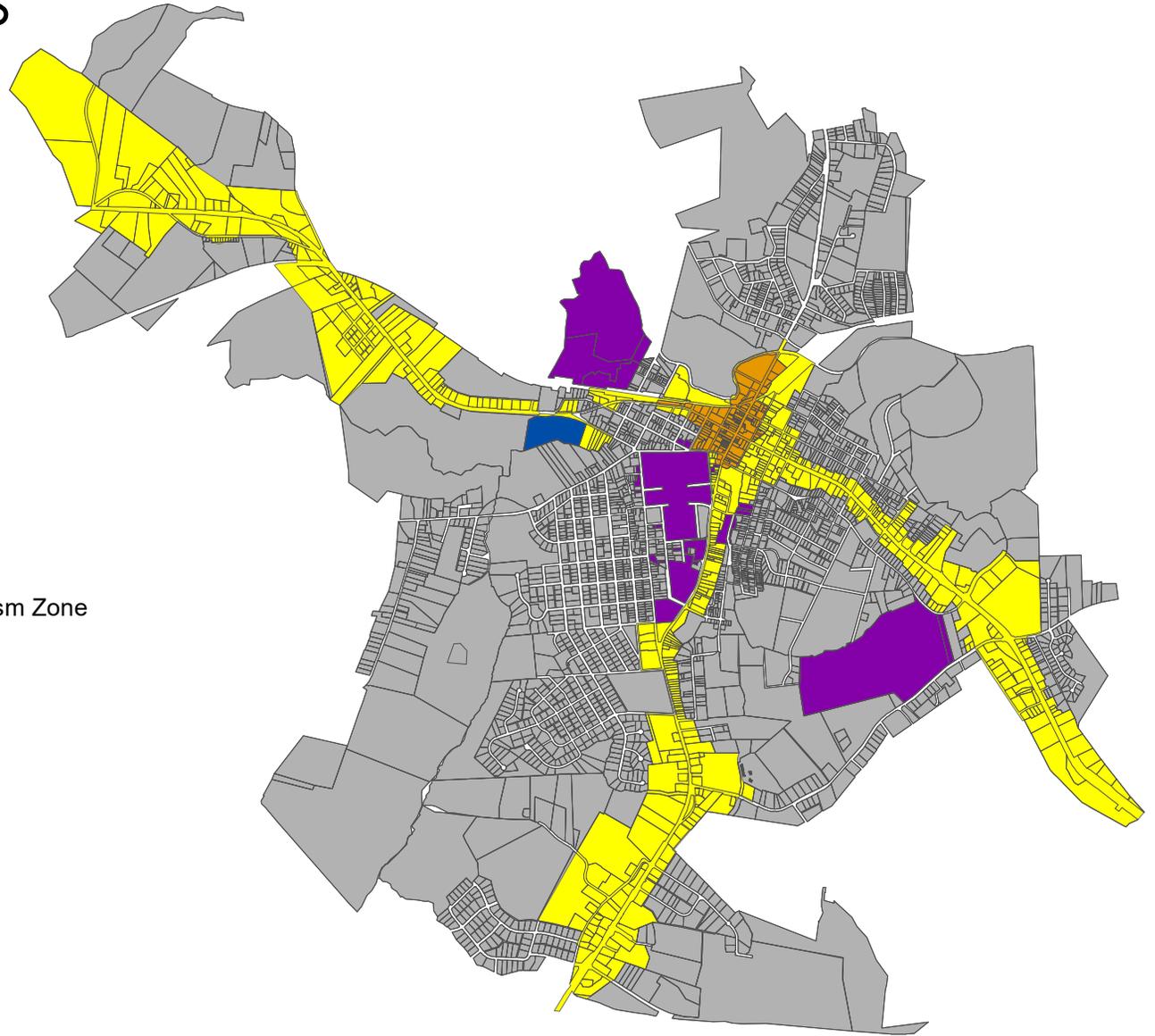
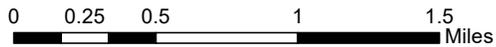
1. Create a coordinated system of wayfinding signs directing visitors to attractions, parking, and other points of interest.
2. Work with regional partners to locate a Heartland Workforce Development Center in the Town.
3. Partner with Prince Edward and Cumberland Counties to actively recruit desirable businesses to the Town and surrounding areas.
4. Consider the Town's need for a dedicated economic development officer.
5. Actively market Farmville as a tourist destination within Virginia and nationally.



# Economic Drivers

## Legend

-  Hospital
-  Main Street District
-  Longwood University
-  Enterprise Zone/Tourism Zone



## EXISTING CONDITIONS

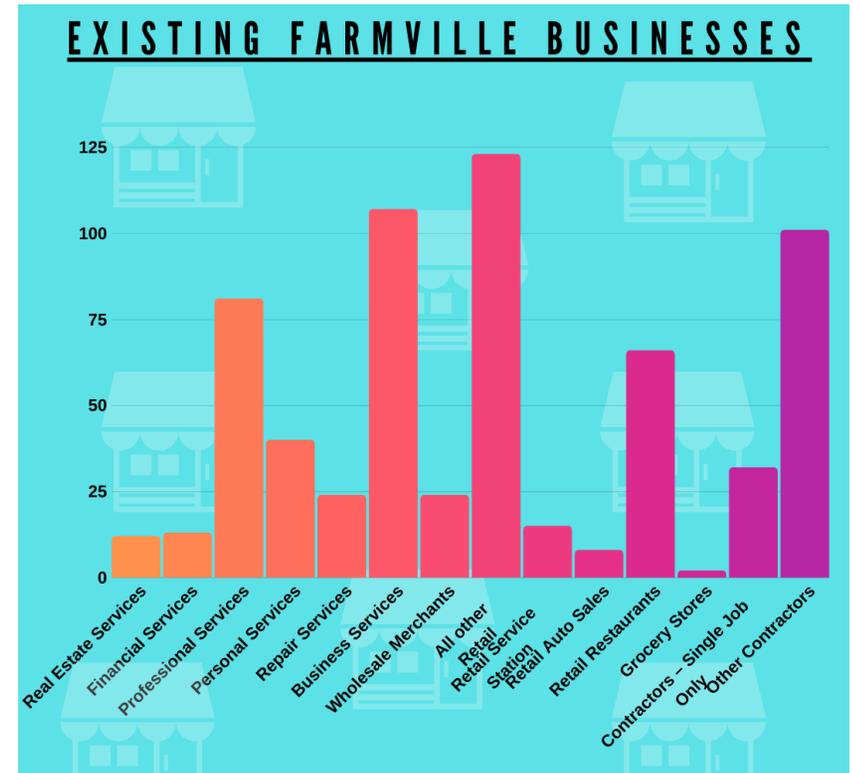
*While Farmville an important commercial hub, there is a need for additional shopping services.*

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.

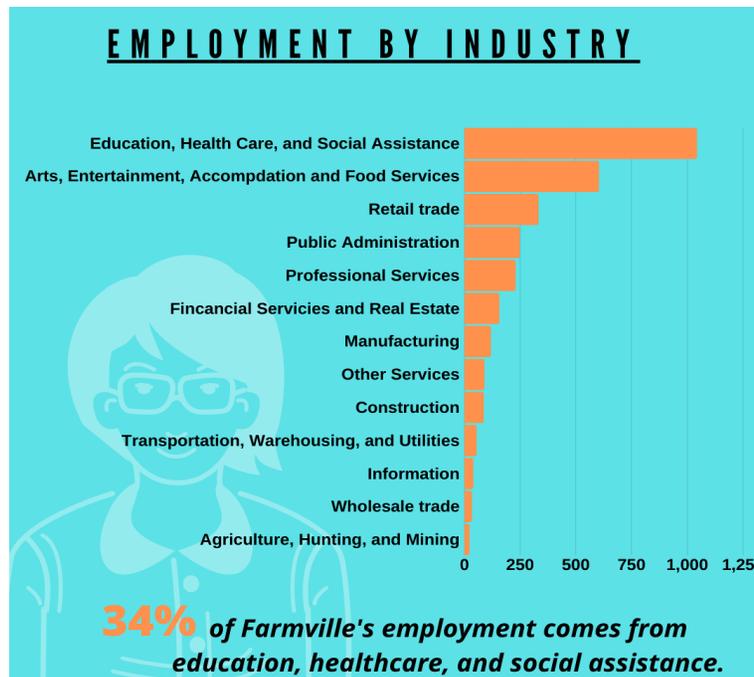


# EXISTING CONDITIONS

## EMPLOYMENT

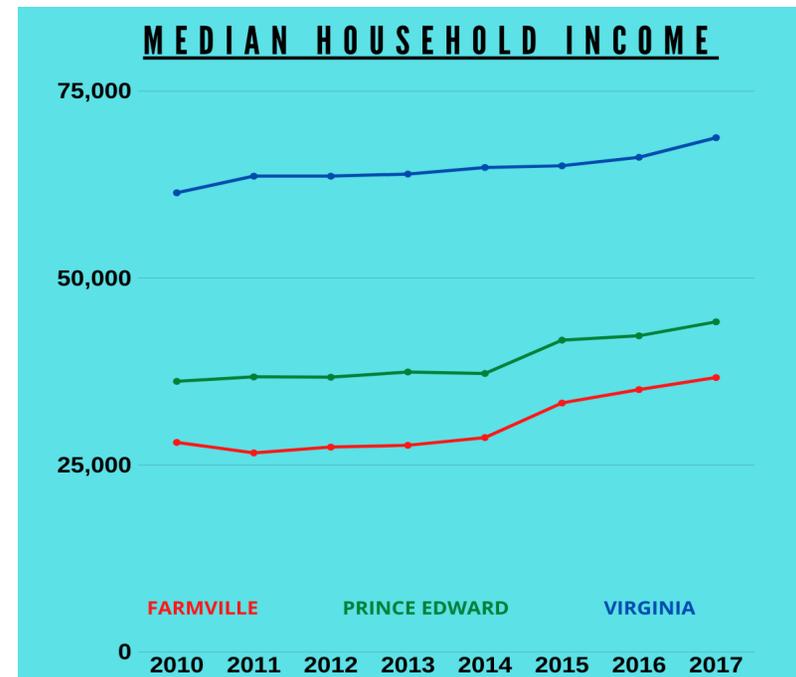
Although its workforce is relatively small due to its large student population, Farmville's residents are engaged in a variety of industries both within and outside the Town. The presence of Longwood University and Centra Southside Community Hospital makes education and healthcare the Town's leading 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 2017, 70% of those living in Farmville worked within the Town's limits, while 30% commuted outside of the Town for work.



## INCOME

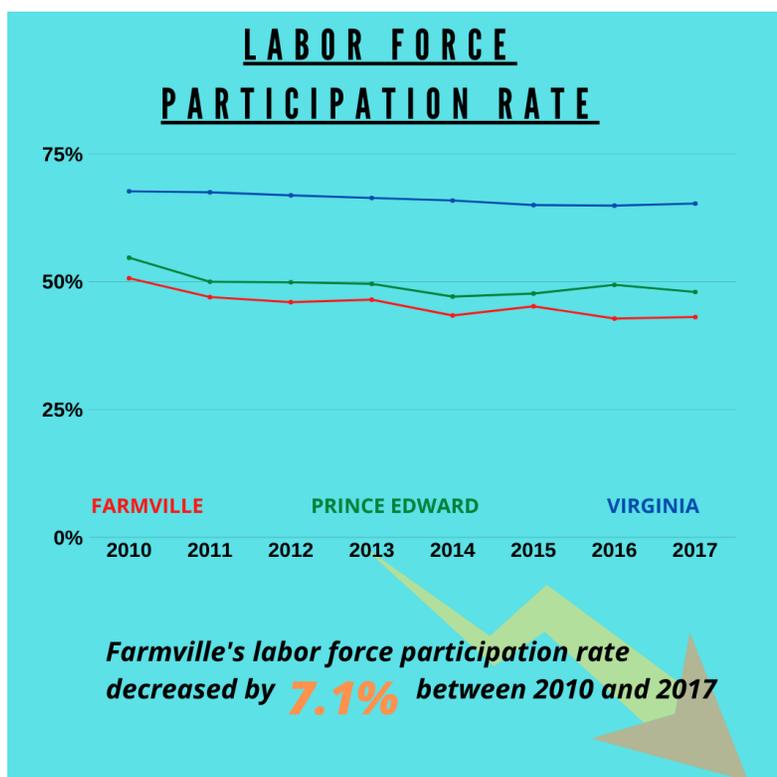
Farmville's median household income has experienced significant growth over the past seven years as nationwide economies have recovered from recession. Despite this growth, Farmville's median household income remains below that of Prince Edward County and the Virginia average. Farmville's largest income bracket is between \$15,000 and \$24,000. 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.

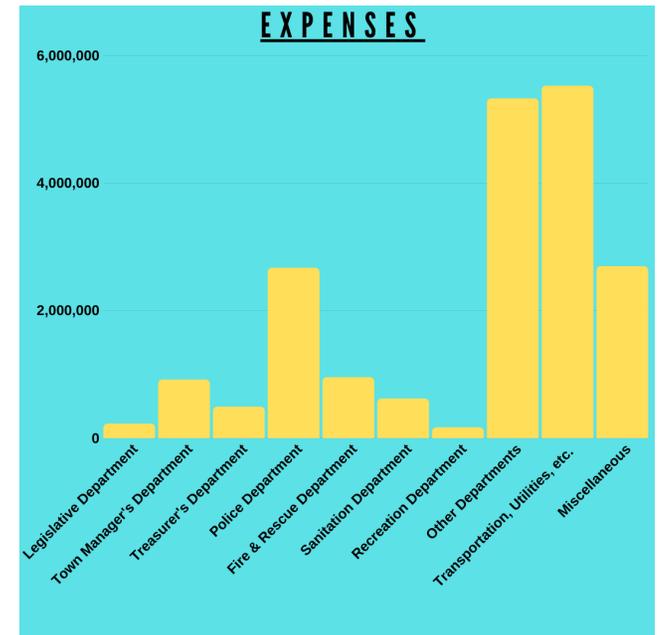
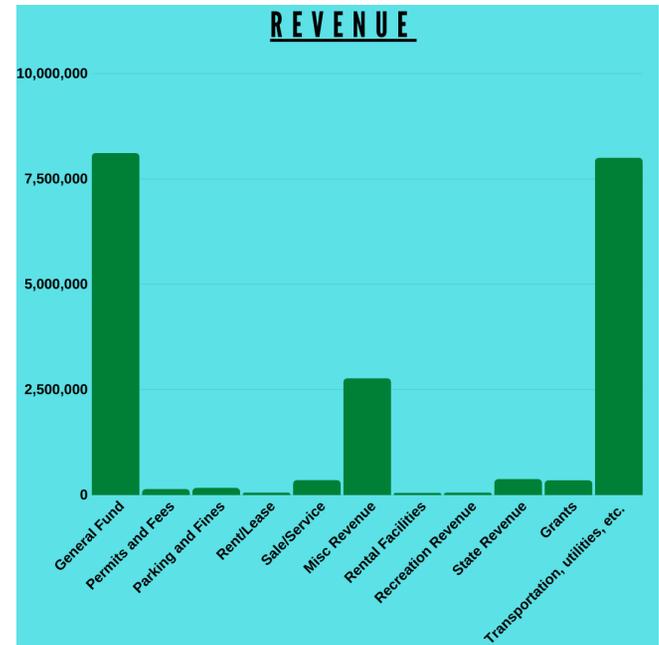
# EXISTING CONDITIONS

## 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.



# 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.

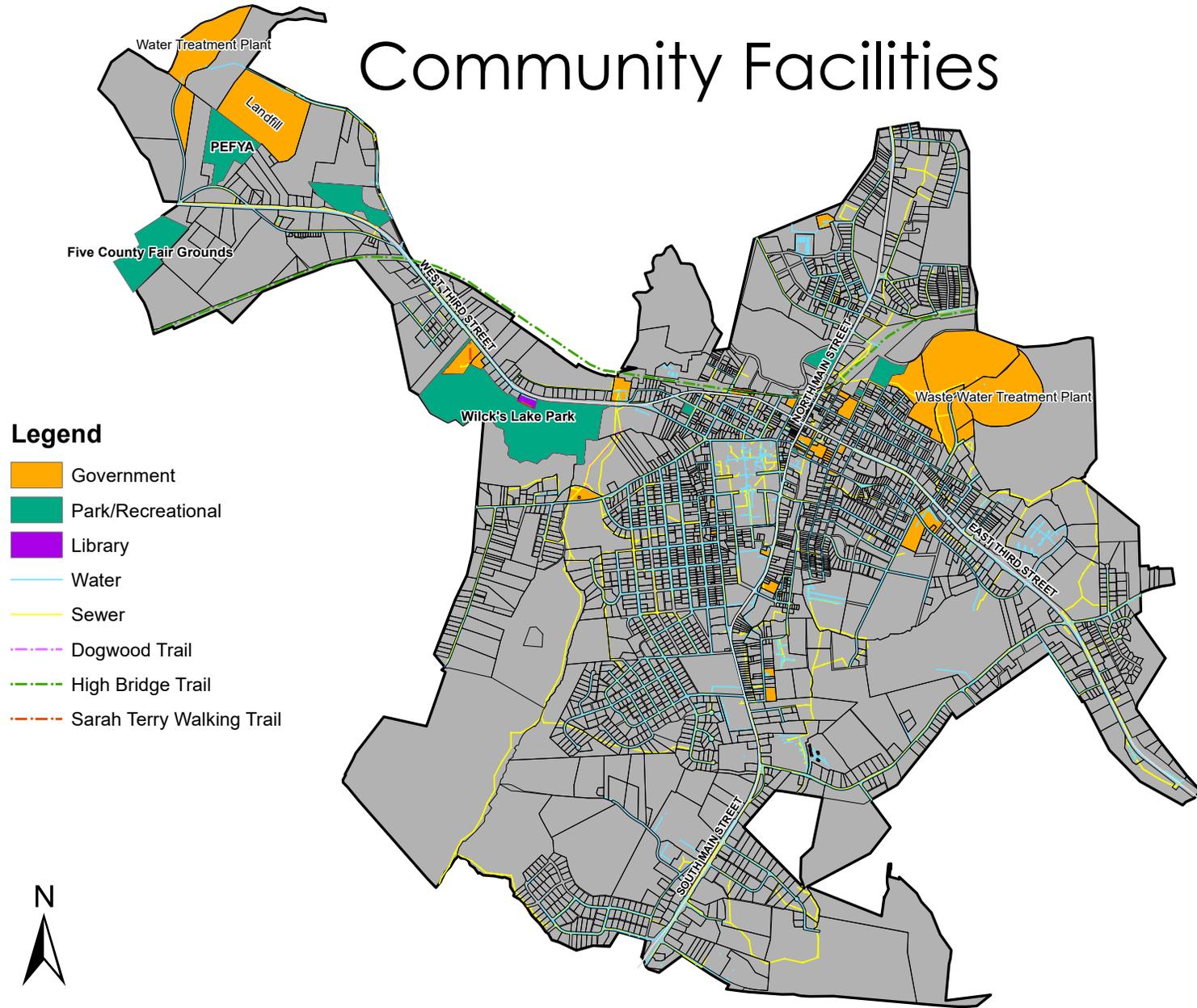
Farmville Properties	Acreage
Wilck's Lake	168
Parks	8
Parking Lots	5
Airport	202
Wastewater Plant	51
Firehouse	5
Train Station	<1
Landfill	84
Golf Course	92
Doswell Street Fuel Site	9
Water Treatment Plant	69
Farmer's Market	<1
Municipal Building	<1
Wilson Oil Property	5
Town Shop	4
Farmville Area Bus	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.

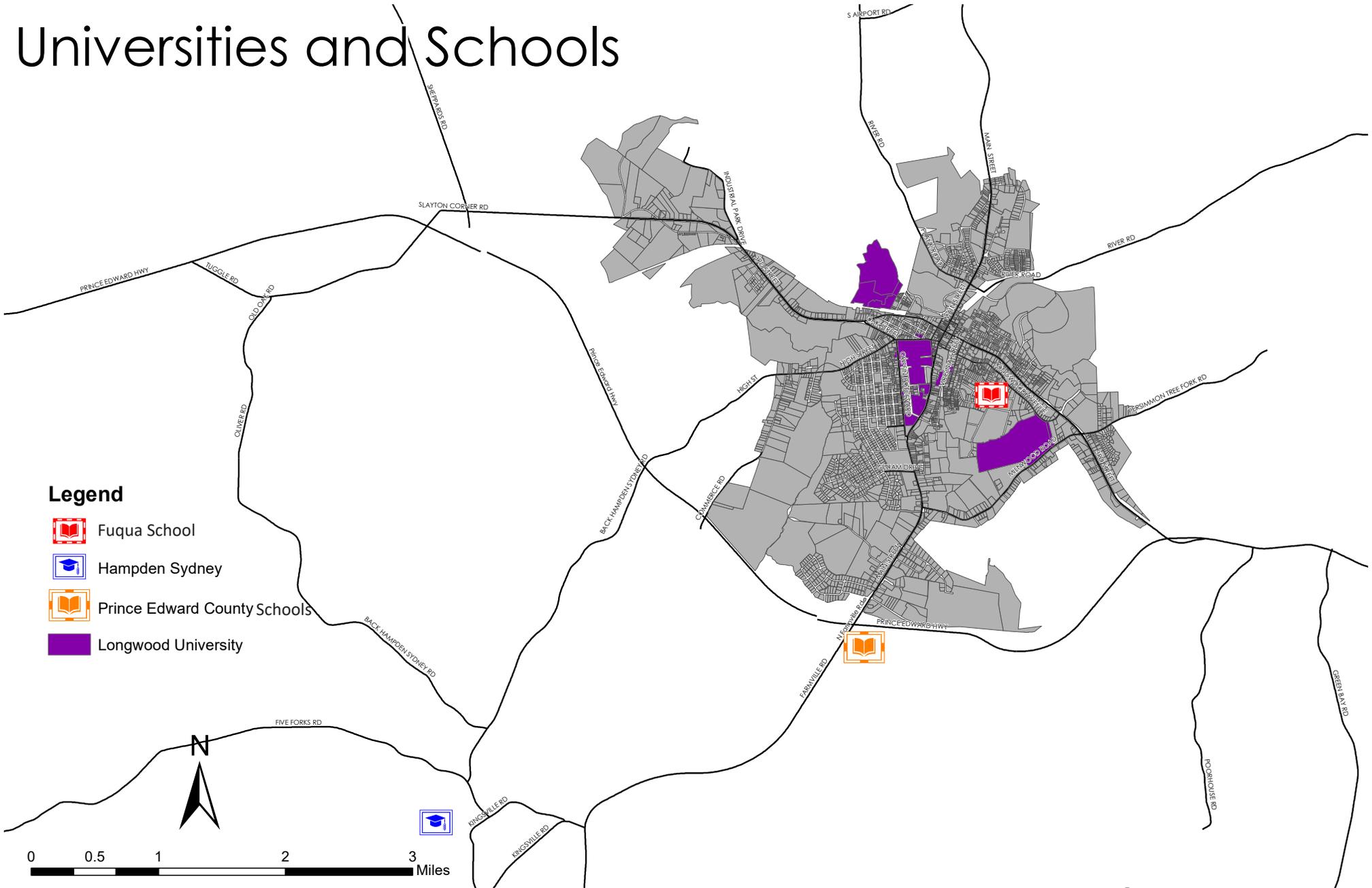
While the Town has ample water capacity, the nearby Sandy River Reservoir, located just four miles east of Town, is another abundant source of fresh water that could be used for a variety of needs if permitting, infrastructure, and other needs were first addressed.

### 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

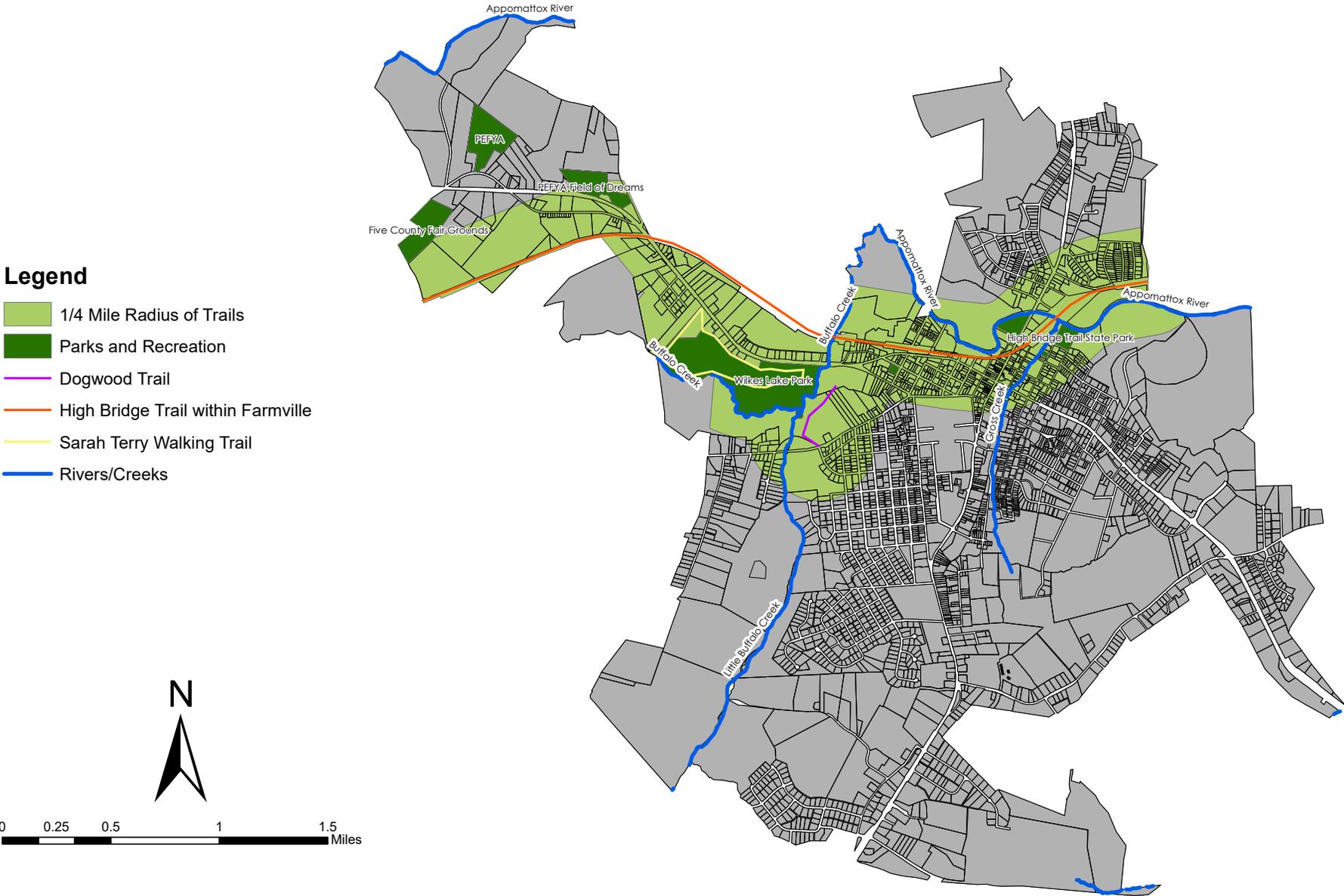
Farmville grows, new recreation facilities and programs may be necessary to support the needs of residents.

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.



# LAND USE



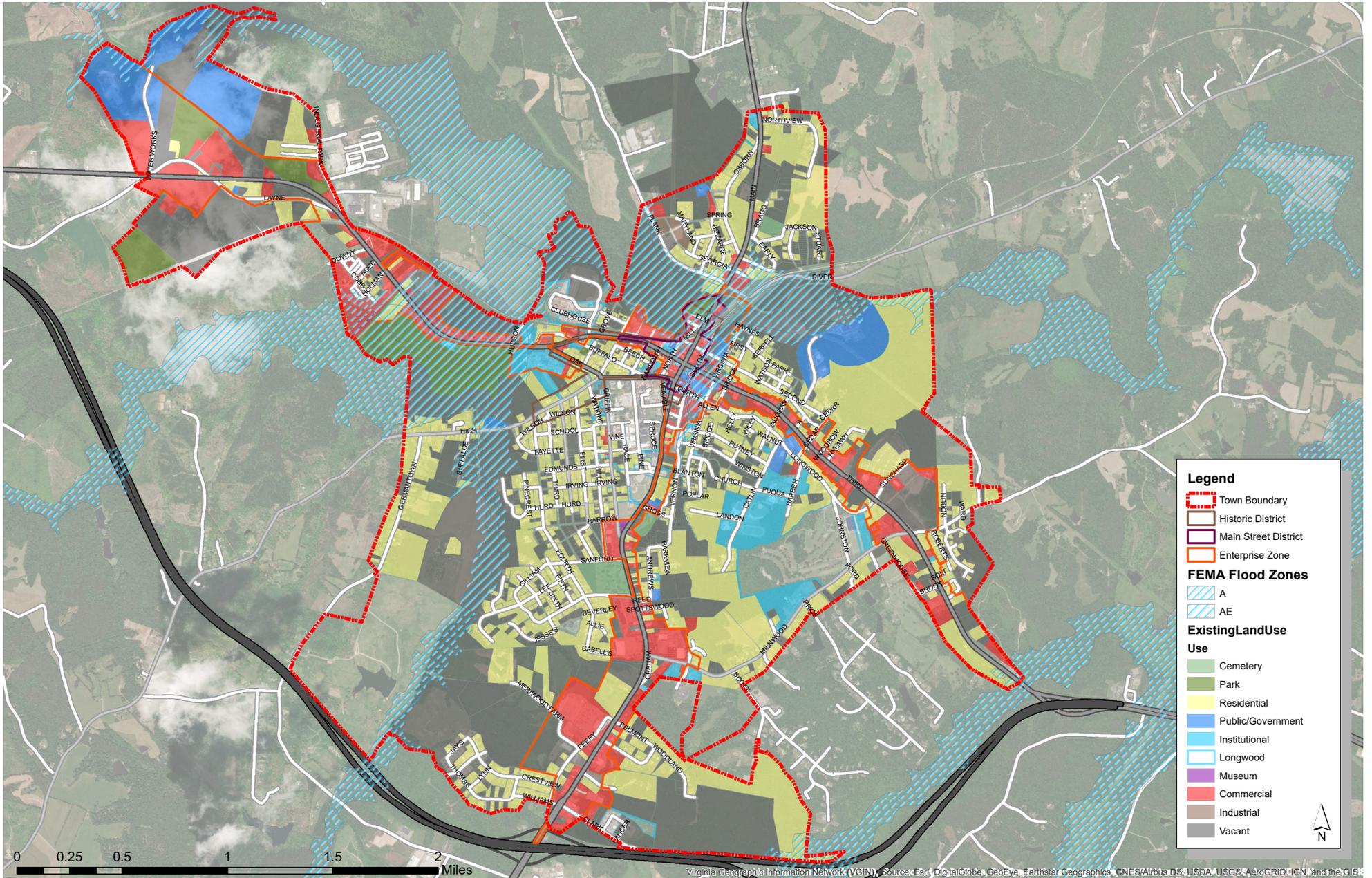
# GOALS & STRATEGIES

***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.

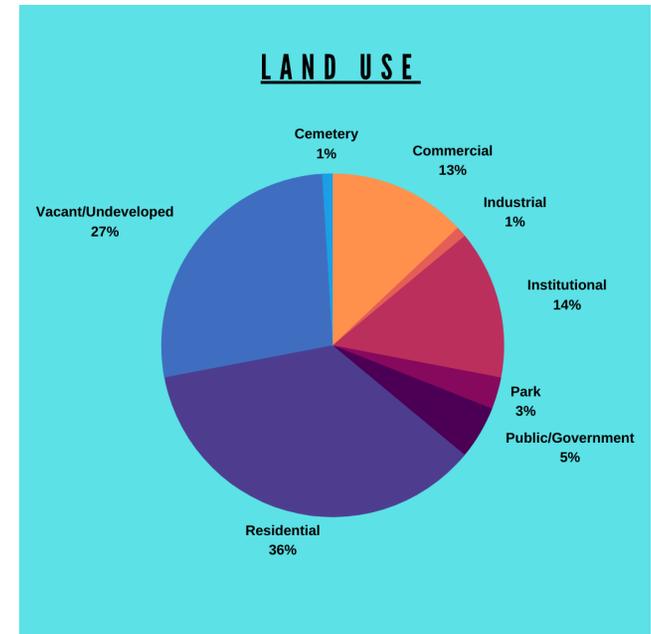
# EXISTING CONDITIONS

## 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

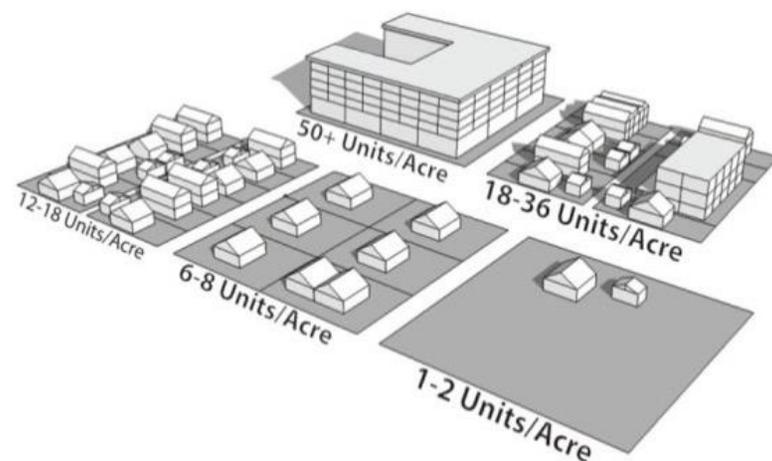
## FUTURE LAND USE

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:

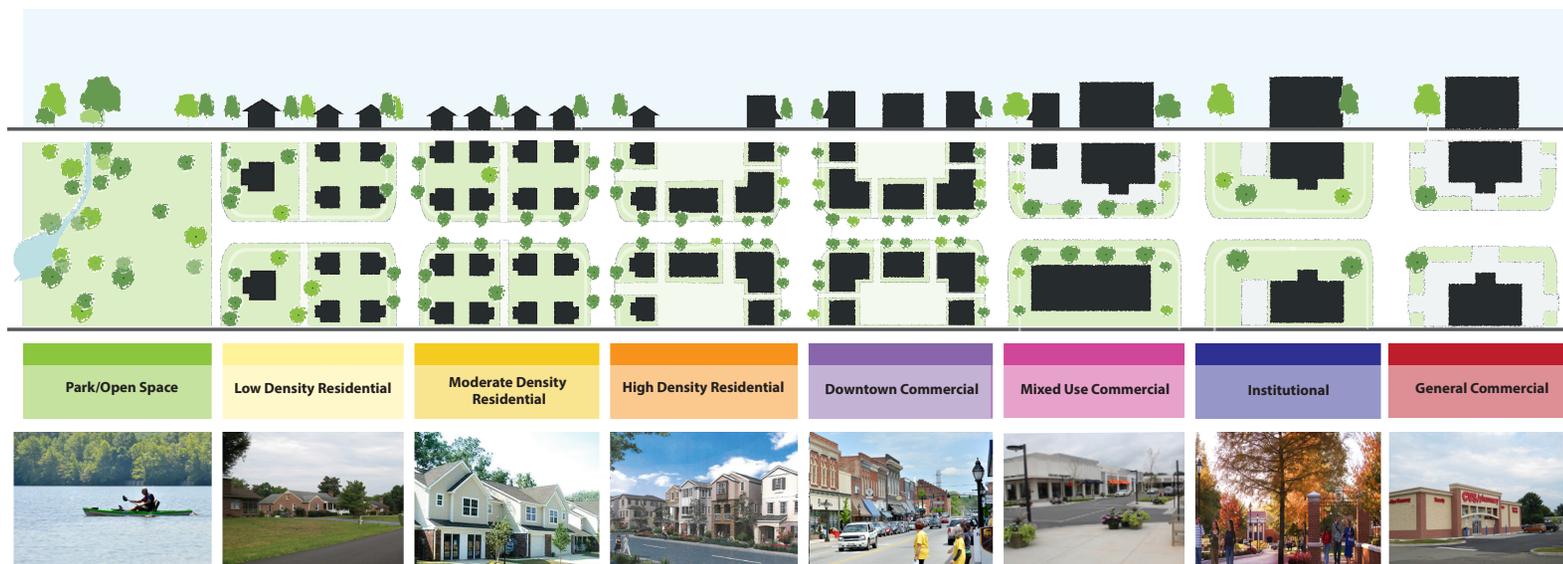
- Low Density Residential
- Moderate Density Residential
- Urban Residential
- Downtown Commercial
- Mixed Use Commercial
- General Commercial
- Institutional
- Parks and Open Space

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*

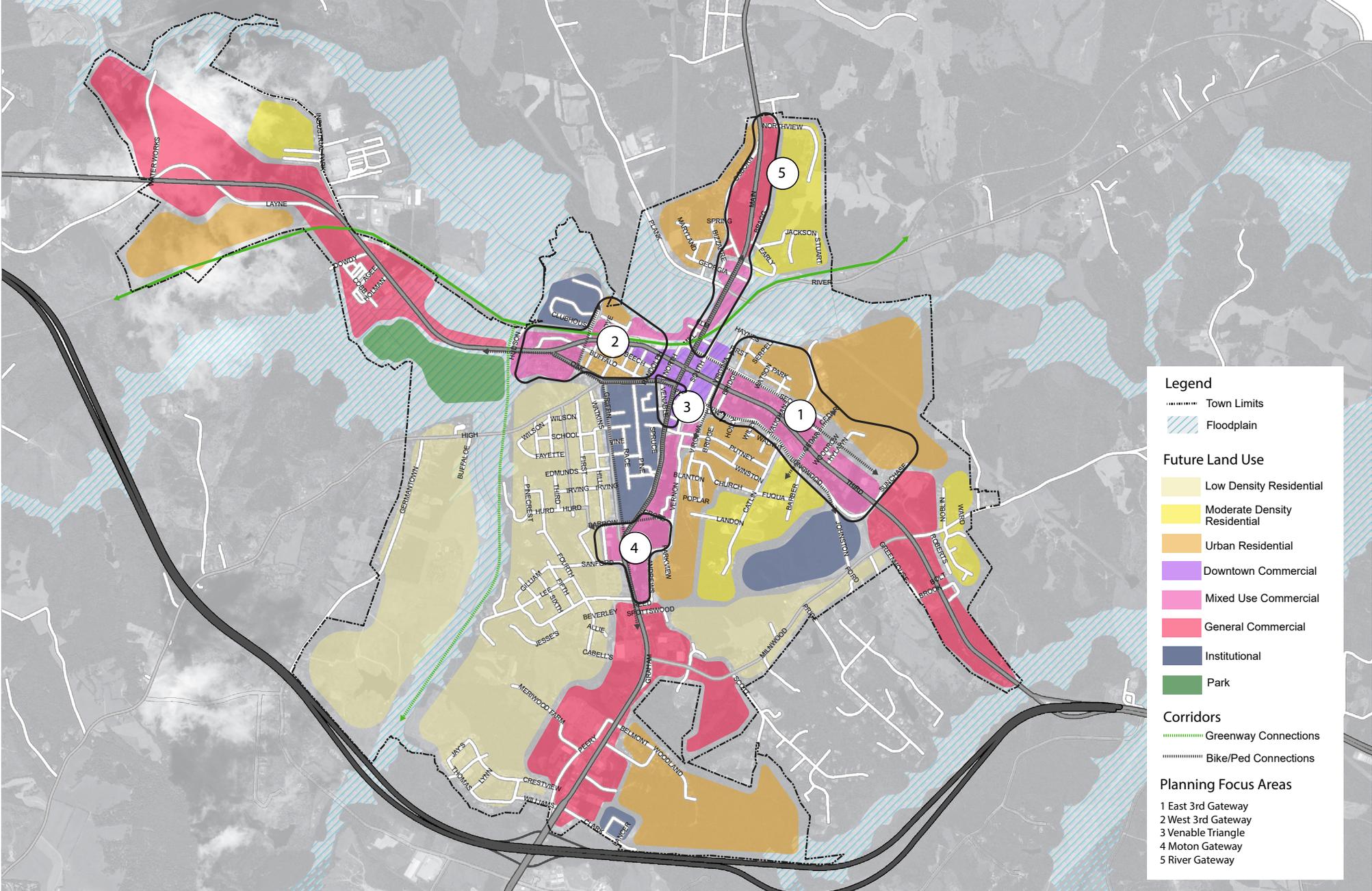
General Commercial land uses are a lower-density

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.

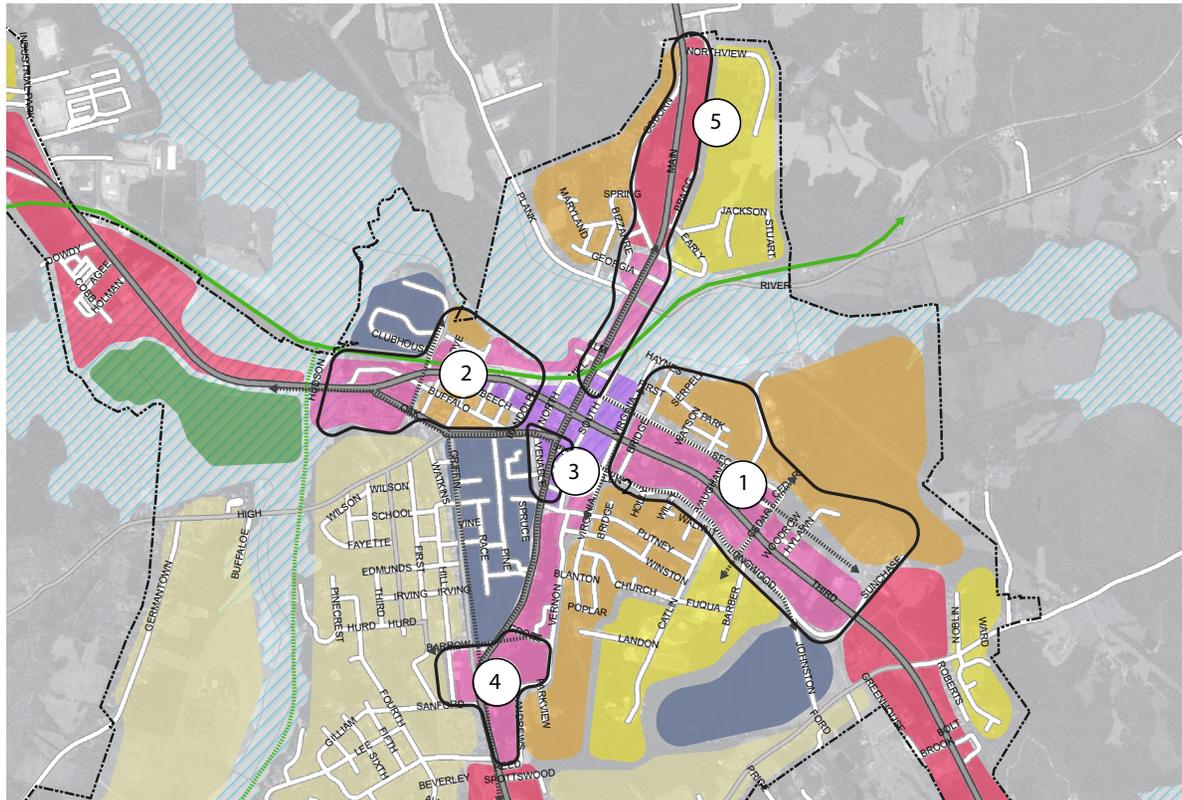
# Future Land Use



# 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.



<p>LESS SPECIFIC</p> <p>↑</p> <p>↓</p> <p>MORE SPECIFIC</p>	<b>Land Use</b>	Type of activity (Residential, Commercial, etc) occurring within a geographic area.
	<b>Focus Areas</b>	Neighborhood or area sharing characteristics and/or specific strategies for growth and development.
	<b>Zoning</b>	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

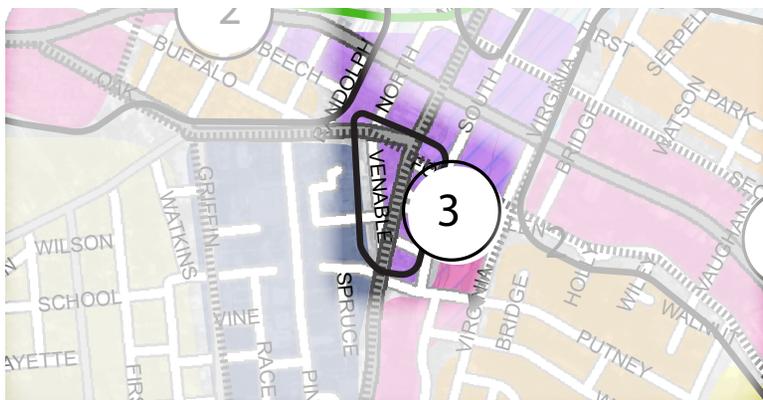
open areas. Landscaping, sidewalks, and bike lanes should be added throughout the Institutional Gateway and connect the institutional and commercial uses to open spaces. This increases the aesthetic appeal and boosts the utilization of the community park and nearby walking trails.

### 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



## 4 - Moton Museum Gateway

### *Existing Conditions*

The Moton Museum Gateway is centrally located and acts as the gateway between Farmville's major shopping centers, Longwood and downtown. The gateway is named for the historic museum that sits at the intersection of South Main Street and Griffin Boulevard. The Moton Museum is a significant historical site, representing the national Civil Rights movement and the courage of the local Farmville residents who played a part. As the area has developed, the land use and transportation networks surrounding the museum obscure the site. The intersection is a natural gateway and place of transition within the Town, but little specific planning has been completed to enhance the gateway.

Griffin Boulevard runs along the western border of the Moton Museum and Longwood University. The street currently consists of two wide lanes of travel (north and south) and serves as a bypass of downtown. This encourages higher rates of speed and creates a harsh divide between the uses to the east of the street and uses to the west. South Main Street runs along the eastern border of the Moton Museum and Longwood University, bisecting it from single-family dwellings, restaurants, and vacant properties to the east. It currently serves two lanes in each direction. Travelers move hurriedly through this area, going between the shopping centers and downtown.

### *Development Goals*

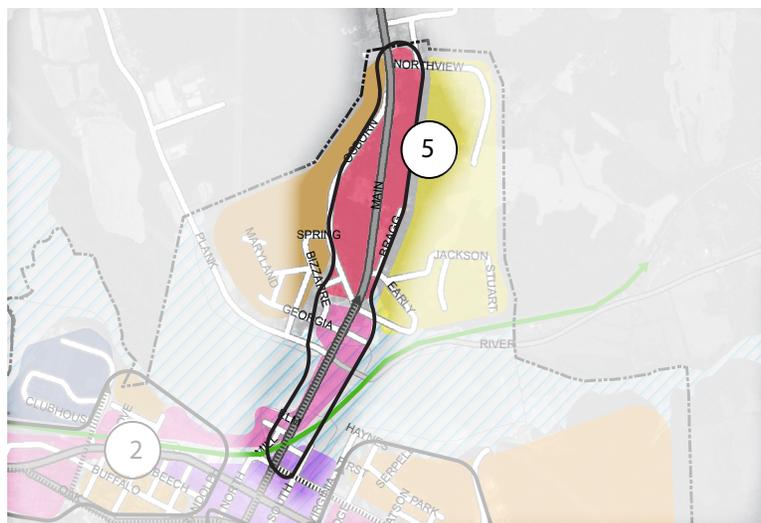
Development goals within this planning area include the creation of a welcoming gateway to the Town of Farmville; improving the safety and aesthetic appeal of both Griffin Boulevard and South Main Street to encourage Longwood pedestrians to travel throughout the Town for shopping and entertainment; and, highlighting the history and importance of the Moton Museum as a local, national, and international site of importance.

### *Development Tools and Strategies*

Strategies to achieve this welcoming gateway include:

- Adopt zoning regulations that promote infill and redevelopment and encourage a variety of uses designed to serve both automobiles and pedestrians.
- Reduce vehicular lane width and add streetscaping with trees, sidewalk, and bicycle lanes along both Griffin Boulevard and South Main Street. Provide a southbound exclusive right-turn only lane and change the intersection to a continuous Green-T intersection. Together these measures would create a safer space for both vehicles and pedestrians.
- Work closely with Longwood to ensure compatible and cohesive development that promotes the redevelopment of this area.
- Establish an Entrance Corridor Overlay to improve signage, landscaping, and building design standards in the area.
- Promote the redevelopment of Southgate shopping center as a mixed-use hub with connections to the surrounding residential neighborhoods.
- Promote the history and importance of the Moton Museum and include signage along pedestrian trails and open spaces.

# 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.

# TRANSPORTATION



## GOALS & STRATEGIES

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

1. Work with state and regional partners to construct a full interchange at East Third (E. 3rd) Street and US 460 Bypass.
2. Continue to build a connected, off-street trail network.
3. Construct streetscape improvements along Griffin Boulevard and South Main Street providing landscaping and high-quality pedestrian space.
4. Assess, identify, and improve the Town's busiest intersections to organize traffic and increase pedestrian safety.
5. Conduct a pedestrian and bicycle master plan to study and prioritize necessary non-automobile connections.
6. Continually review the need for new or expanded public transportation services.
7. Work with state and regional partners to construct a bypass to mitigate tractor trailer traffic down Main Street.
8. Implement wayfinding signage and other improvements to enhance parking accessibility and use.



## EXISTING CONDITIONS & INITIATIVES

In August 2008, the Town of Farmville worked with the Virginia Department of Transportation (VDOT) to study and evaluate existing and future transportation demands for the Town of Farmville. The result of that evaluation is the Town of Farmville 2035 Transportation Plan. This plan recommends a series of transportation improvements that are divided into three phases. The phases include improvements to be completed by 2010, 2020 and 2035. The Farmville 2035 Transportation Plan remains relevant and due to time and monetary constraints has not been fully implemented. Many of the projects suggested within this Plan parallel those recommended in the 2035 Plan.

A critical relationship lies between transportation planning and land use planning. The town desires growth through economic development and tourism but prioritizes safe, efficient, and attractive streets for all modes of travel. Population growth, land uses, citizen comments, and the Virginia Department of Transportation (VDOT) data sets and reports, including the VTrans2040 Transportation Plan, have all been considered for this chapter. The VTrans Needs Assessment identifies Route 460 as a Corridor of Significance with “redundancy, mode choice, safety and reliability needs.” The recommendations in this plan integrate with and support solutions to these identified needs.



# EXISTING CONDITIONS & INITIATIVES

## STREET CLASSIFICATIONS

The Virginia Department of Transportation (VDOT) utilizes a standardized functional classification system. The system classifies streets and highways according to the character of service they are intended to provide, based on types of trips, expected volume, and highway connections. The functional classification will determine road design features, eligibility for funds for road development, improvement and/or maintenance, access management features, and eligibility for traffic calming measures. The classifications within Farmville are:

### Principal Arterials

Principal Arterials serve corridor movements of statewide or interstate travel and provide an integrated network without dead ends. They also tend to carry a significant amount of intra-area travel and serve demand between business and outlying residential.

### Minor Arterials

These roadways link cities and large towns, along with other major traffic generators, and form an integrated network providing interstate and inter-county service. They serve trips of moderate length at a somewhat lower level of travel mobility than Principal Arterials and distribute traffic to smaller geographic areas.

### Major Collector

Major collectors collect traffic from local streets and channel it to the arterial system. These streets are longer in length; have lower connecting driveway densities; have higher speed limits; are spaced at greater intervals; have higher average traffic volumes; and may have more travel lanes than minor collectors.

### Minor Collector

These streets serve both land access and traffic circulation in lower density residential and commercial/industrial areas. Typically, they include lower speeds and fewer signalized intersections. Minor Collectors penetrate residential neighborhoods, but only for a short distance.

### Local Streets

These facilities account for the largest percentage of all roadways in terms of mileage. They provide service to travel over relatively short distances. All facilities not classified on one of the higher systems are typically considered as Local Streets.

Functional Classification	Miles
Other Principal Arterial	3.74
Minor Arterial	6.76
Major Collector	8.43
Local	39.99
<b>TOTAL</b>	<b>58.92</b>

## BRIDGES AND STRUCTURAL STATUS

As a river-front community with a large portion of the town located in Floodplain, the location and structural status of bridges is an important element in assessing community transportation conditions.

*A complete inventory of Farmville's transportation network bridges and their structural status is located in the appendix of this document.*



# EXISTING CONDITIONS & INITIATIVES

## TRAFFIC VOLUMES

Traffic volumes vary across Farmville's road system. For example, US Route 460 Business and US Business Route 15 see considerable amounts of traffic with upwards of 20,000 Annual Average Daily Traffic (AADT). These routes as well as Virginia Route 45 connect the Town of Farmville to Appomattox, Blackstone, Cumberland, Dillwyn, and other more urban areas, including Charlottesville and Lynchburg. However, there are also streets with much lower traffic volumes, such as High Street that passes by Longwood University and has an AADT of 4,700 or Longwood Avenue that has 2,300 AADT. Traffic is generally manageable but must be continually assessed. Business development and growth of both Longwood University and Hampden-Sydney College could lead to increased volume, especially during peak travel times and during specific events. The Town must consider necessary upgrades that will help the Town function as a home to residents, destination for visitors, and an economic hub for its region.

*Detailed maps showing Level of Service and Traffic Volumes are located in the appendix of this document.*

Road Classification	Road Name	Annual Average Daily Traffic (AADT) 2018
<b>Other Principal Arterials</b>		
	Prince Edward Hwy – US 460	10,000
	S. Main Street – US BR 15	20,000
<b>Minor Arterials</b>		
	N. Main Street – SR 45	10,000
	W. 3 <sup>rd</sup> Street	10,000
	E. 3 <sup>rd</sup> Street	9,000
	Oak Street	6,800
	High Street	4,700
<b>Major Collectors</b>		
	River Road	850
	Venable Street	1,300
	North Street	2,100
	E. 2 <sup>nd</sup> Street (near Main Street)	2,100
	South Street	1,700
	4 <sup>th</sup> Street	2,000
	S. Virginia Street	2,700
	Longwood Avenue	2,300
	Milnwood Road	5,700
	Griffin Boulevard	7,500
	Barrow Street	590
	High Street	2,500
	Industrial Park Road	1,800
<b>Minor Collectors</b>		
	E. 2 <sup>nd</sup> Street (remainder)	-
	Sunchase Boulevard	-
	Madison Street	-

# EXISTING CONDITIONS & INITIATIVES

## SAFETY

An important aspect of transportation in Farmville is the safety of streets for vehicles, bicyclists, and pedestrians. Considering the volume of traffic, Farmville is a very safe town. In 2018, there were a total of 102 reported crashes, with four of these involving pedestrians. While crashes are mostly dispersed throughout the town, there are a few areas or intersections with multiple crashes.

### High Traffic Crashes

- Eight (8) crashes along E. 2nd Street occurring at the intersections of N. Main Street and then N. Virginia Street. These crashes included 5 with injuries.
- Oak Street and W. 3rd Street had three (3) crashes and two of those had injuries
- On S. Main Street from the intersection of Gilliam Street to Milnwood Road there were 22 crashes with 10 crashes occurring between Spottswood Drive and the last entrance for the College Plaza Shopping Center.

### Pedestrian Crashes

- Intersection of Putney Street and Main Street
- Putney Street between S. Bridge Street and S. Virginia Street
- Intersection of Buffalo Street and Saint George Street
- Intersection of 2nd Street and Main Street

Many of these areas with multiple crashes have been identified in the Farmville 2035 Transportation Plan and include recommended improvements and cost analysis. The improvements range from installing signal warnings at an estimated cost of \$16,000 to adding turn

lanes for an estimated cost of \$330,000. The Town must continue to assess and improve its major intersections to make them safer for all modes, but especially for pedestrians.

Another area that is growing and the probability it is tending towards a need for additional safety measures is the East US 460 Bypass Interchange. This interchange is also listed in the 2035 Transportation Plan. It is suggested as a long-term improvement that would be completed in four phases and cost an estimated \$45,000,000 in 2008. Considering inflation, this is currently projected to cost \$59,850,00. This interchange is sought to open economic development in that area and to reduce congestion at N. Main Street and E. 3rd Street.

*Detailed maps identifying safety issues, including PSI locations, are located in the appendix of this document.*



## EXISTING CONDITIONS & INITIATIVES

### PARKING

Adequate and conveniently located parking is an important aspect of a viable transportation network. A sufficient supply of parking along with proper location and accessibility plays an important role in economic viability – particularly in the downtown urban core. The Town's Zoning Ordinance regulates parking requirements for development and redevelopment. The Town's Zoning Ordinance regulates parking requirements for development and redevelopment. The 2006 Transportation Study and 2008 Transportation Plan for Farmville both outline that there should be re-striping to the Municipal Parking lot between South and Virginia Street to maximize the number of parking spaces, additional signage that leads to downtown parking, expanded streetscape improvements to promote pedestrian travel, and that new businesses should be encouraged to provide parking per the B1 and B2 zoning district requirements.

The Town currently has six free public parking lots concentrated in the downtown area. They are located at:

- Main and Elm Street
- Main and First Street
- South and Depot Street
- South and Second Street
- North and Second Street
- Community Marketplace on North Street

There is one metered parking lot off South Street behind the Town Hall and Prince Edward Courthouse. Along with these are several streets with on-street metered parking.

Longwood University's Master Plan has identified 2,763 campus spaces and suggest a shortfall of approximately 250 spaces. The Plan elaborates that this shortfall is for daily use and does not consider events and other special circumstances. The University conducted a Pedestrian and Parking Study with a final report published in June 2019. This study recommends reallocation of parking for better distribution and correction of shortfall in specific categories.

As Farmville and Longwood University continue to grow, parking should continue to be studied and all options for adding parking and encouraging pedestrian mobility should be explored.



## EXISTING CONDITIONS & INITIATIVES

### PUBLIC TRANSPORTATION

The Town of Farmville and Longwood University, along with a grant from the Virginia Department of Rail and Public Transportation, sponsor the Farmville Area Bus (FAB). There are currently four routes that travel within the Town and/or Longwood University. All routes operate Monday through Friday with some operating seven days a week. The fare is free for children under 6, senior citizens 60 and over, and Longwood students showing their student I.D. All other riders pay 25 cents. The FAB had a ridership of 172,051 in fiscal year 2019. This is an increase of over 8% since 2018.

In addition to the Farmville routes, the FAB also operates transit known as PERT, the Prince Edward County Transit, which serves Meherrin/Green Bay and Prospect/Pamplin with a fare of \$1.00 each way.

Public transportation reduces the volume of traffic on roadways and need for parking while boosting the economy through shopping and employment and serving residents with mobility challenges such as senior citizens. These advantages should encourage Farmville to consider expansion into other neighboring areas where there is a lack of services for residents who desire or need Farmville for entertainment, employment, shopping, and healthcare.

### AIRPORT

The Farmville Regional Airport (FVX) is located just five miles northwest of Town. The airport is a single runway that is 4,400 feet long. Fuel is available 24/7 with “pay at the pump”. Some of the other offerings at the airport are aircraft parking, flight instruction, courtesy transportation, and medical flight exams. The Town has successfully obtained funds from the Federal and State Aviation Administrations for upgrades and should continue to pursue those. Having an airport opens Farmville to resources that otherwise would not be reached and can also serve as an economic asset for the community.



## EXISTING CONDITIONS & INITIATIVES

### PEDESTRIAN AND BIKE FACILITIES

The 2006 Town of Farmville Downtown Study, the 2008 Farmville Transportation Plan, and the 2010 Regional Bicycle Plan\* identify many recommendations for improving pedestrian and bicycle circulation. Some of these recommendations have been implemented and others still need to be accomplished.

While Farmville has many streets that include sidewalks and many of the sidewalks are handicap accessible, barriers remain for both pedestrians and cyclists. One of the major barriers is the connectivity and flow from the Longwood University Campus to downtown and other portions of Farmville. The following areas would benefit from enhanced pedestrian/bicycle facilities:

- New sidewalks along Venable Street with connections to Main Street would provide much-needed connectivity between Longwood University's campus and shopping/entertainment destinations. The Longwood University Master Plan identifies this as a focus area for improvements.
- The intersection of High Street and Griffin Boulevard, continuing the length of Griffin Boulevard, is another area that lacks safe transitions from campus to Town. Both the Farmville Transportation Plan and the Longwood University Master Plan recommend bicycle and/or pedestrian accommodations for this corridor.
- A second area identified for improved pedestrian connectivity is along South Main Street towards the Moton Museum – a National Historic Landmark and museum considered the birthplace of America's Civil Rights revolution. Reducing the number of vehicle lanes and providing a tree-lined street with

bicycle lanes and a sidewalk will provide a much-needed transition from the historic downtown to the more modern shopping centers. This type of transition will be aesthetically pleasing, promoting the historic landmark and encouraging students to walk and bike between campus and shopping in Farmville.

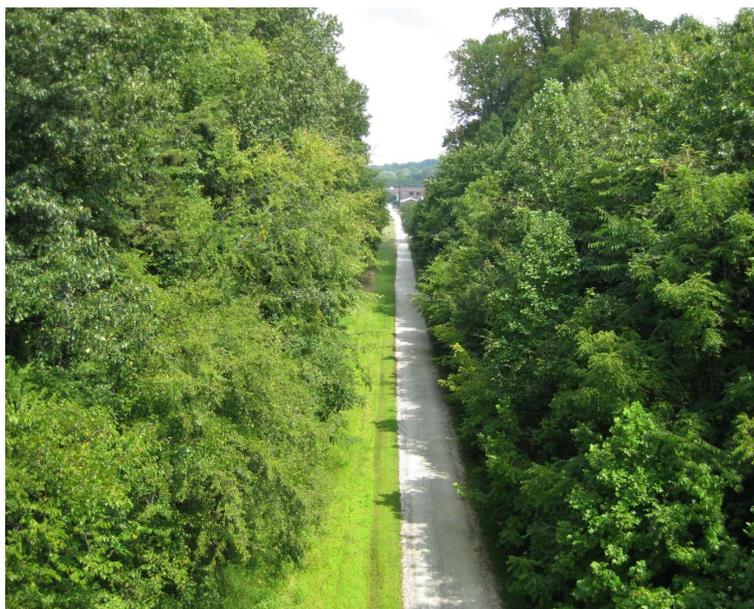
As stated in previous studies, the downtown area has limited rights-of-ways and an urban street character that does not lend itself to bike lanes. However, bicyclists can be accommodated with lower speeds, shared road signage and on street pavement markings, known as sharrows, and widening of the outside lane of specific streets. This type of connectivity encourages students at Longwood University to utilize all that Farmville has to offer. All new streets, new developments, and improvements should consider and promote pedestrian and bicycle traffic.

*\* The CRC Regional Bicycle Plan Map is located in the Appendix of the document.*

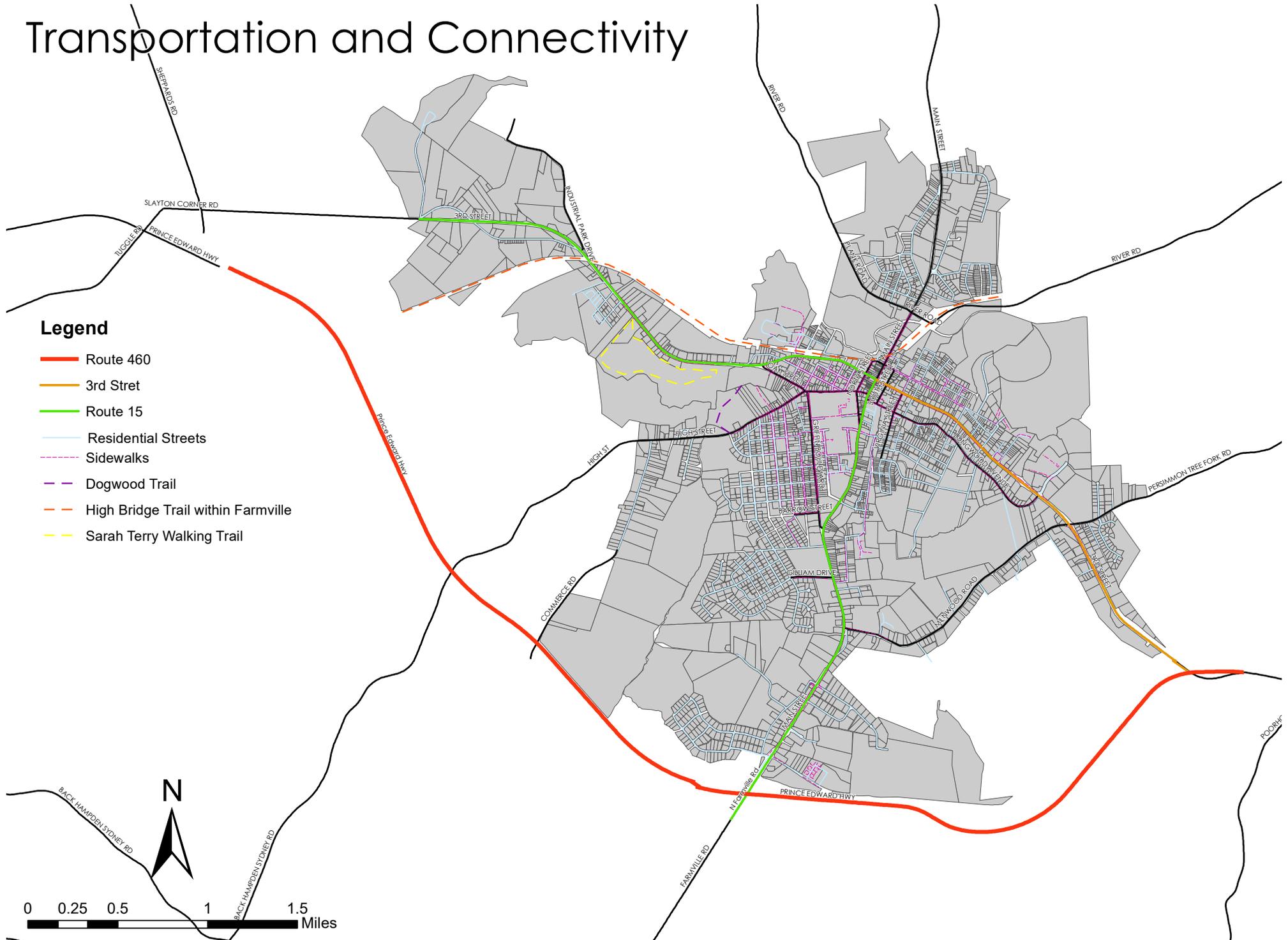
## EXISTING CONDITIONS & INITIATIVES

### TRAILS

Farmville has three walking trails and one blueway trail. The Sarah Terry Walking Trail is a scenic route around Wilck's Lake. The Dogwood Trail is a paved wooded walk located just off High Street. The High Bridge Trail is a Virginia State Park that travels through three counties and five towns. It is a total of 31 miles long with a bridge that is 2,400 feet long and 125 feet above the Appomattox River. The High Bridge Trail welcomes hikers, bikers, and equestrians. The trail can be accessed from Camp Paradise Road, River Road, or the Main Street Plaza parking lot. The Lee Woodruff Blueway is a paddle trail great for canoeing and kayaking. The four-mile water trail can be done in its entirety or in two stages. Each stage takes about an hour and a half depending on water level. All of these trails are a great recreational way to explore Farmville.



# Transportation and Connectivity



## PRIORITY PROJECTS

### FUNDING FOR MAINTENANCE AND CONSTRUCTION PROJECTS

In the Commonwealth of Virginia, all cities and towns with a population of 3,500 or greater are responsible for maintaining their public streets and rights of ways. The Town receives funding through VDOT's Highway Maintenance Account on a quarterly basis. Any funding for a new construction project is appropriated through a competitive application process, known as SmartScale. Once appropriated, projects funnel into VDOT's Six Year Improvement Program (SYIP) which is the state's capital program for transportation investments.

Currently, Farmville has three projects listed in the SYIP. They include:

- Business 15 – Construct Left Turn Lane at Milwood Road – estimated at \$2,534,000\*
- Business 15 – Resurfacing (South Farmville Road) – estimated at \$101,000
- Townwide – Traffic Signal Upgrades – estimated at \$510,000

In addition to the SmartScale Program, VDOT has a variety of other funding programs such as: Revenue Sharing, HSIP, TAP, etc. Detailed information about these funding programs is located in the Appendix of this document.

\*FY2018 SmartScale Funded Project

### TRANSPORTATION IMPROVEMENTS

Based on the traffic volumes, crash data, potential growth, transportation studies, and future land uses, a list of transportation improvements has been developed. This list must be continuously evaluated, and the Town must consider its prioritization. When evaluating, the Town should consider any new developments, both commercial and from secondary sources, such as Longwood University.

# PRIORITY PROJECTS

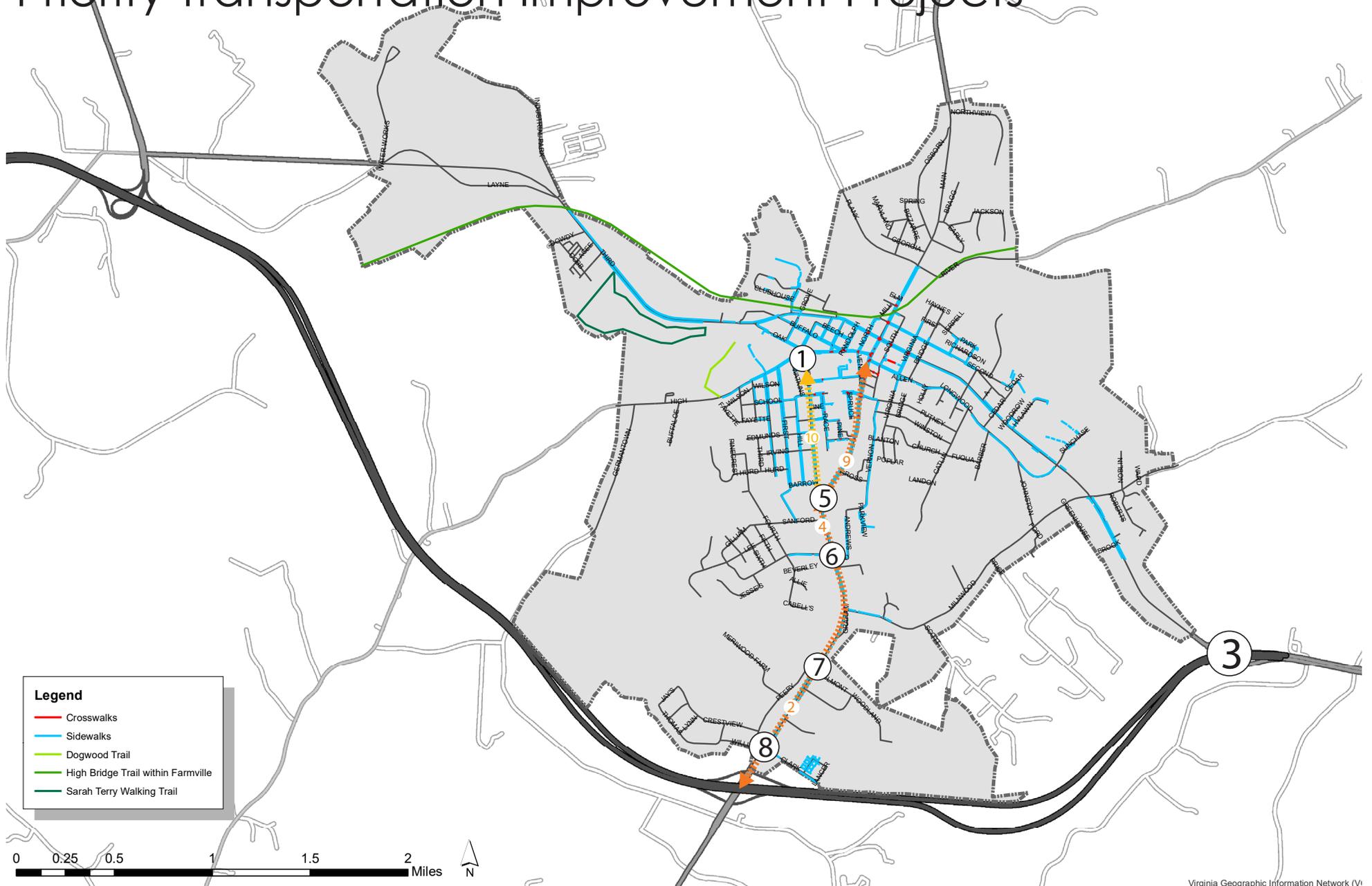
## PRIORITY TRANSPORTATION IMPROVEMENT PROJECTS

<i>Map Key</i>	<i>Location</i>	<i>Description</i>	<i>2019 Estimated Cost**</i>
<b>Projects from the Farmville 2035 Transportation Plan</b>			
1	Oak Street/High Street/Griffin Blvd Roundabout	Construct a roundabout to improve traffic flow and accommodate pedestrian/bicycle improvements	\$3,800,000
2	Main Street from Griffin to SCL Farmville	Modify and consolidate entrance ways	\$2,261,000
3	US Route 460 Interchange*	Construct a fully functional interchange	\$59,850,000
<b>Projects from the 2018 STARS VDOT Corridor Study</b>			
4	S. Main Street from US 460 to Griffin Boulevard	Convert Griffin Boulevard intersection to a continuous Green-T layout, addition of lanes, changed lane configuration, optimize traffic signal	\$3,823,198
5	Main Street & Griffin Boulevard	Convert intersection to a continuous Green-T, convert northbound left+thru to left only lane, add southbound exclusive right-turn, improve existing sidewalk to ADA standards	\$1,670,600
6	S. Main Street & Gilliam Drive and Reed Street.	Signals operated by one signal control, relocate fixed objects off the sidewalk, upgrade sidewalk to ADA standards, retrofit signal heads with high visibility back plates	\$929,011
7	S. Main Street & Belmont Circle & Peery Drive intersection	Change lane configurations for eastbound and westbound, change all left turns to protected only phasing, retrofit signal heads with high visibility back plates	\$282,089
8	S. Main Street & Williams Street & Clark Street intersection	Extend the existing grass median, change the northbound and southbound left turn types to protected only phasing, install missing sidewalk along southbound approach, retrofit signal heads with high visibility back plates	\$52,844
9	S. Main Street corridor-wide	Construct missing sidewalk connections, retrofit existing signal heads with high visibility black plates, optimize signal timings, refurbish faded pavement markings, construct grass median along Route 15 north of Clark St to north of Peery Drive to replace existing two-way left-turn lane	\$888,654

### Other Recommended Transportation Projects

\*FY20 Unfunded SmartScale Project

# Priority Transportation Improvement Projects



**IMPLEMENTATION**

# USING THE PLAN

The Comprehensive Plan is intended to be a dynamic document – evolving and changing to reflect the needs of the community. The Planning Commission and Town Council should refer to the Comprehensive Plan and consider its vision prior to making recommendations and decisions. Code of Virginia § 15.2-2232 states that the Comprehensive Plan “shall control the general or approximate location, character, and extent of each feature shown in the plan.” Consistently measuring each land use application and budgetary decision to the long-range vision of the Comprehensive Plan ensures proper implementation.

To assess the Plan's effectiveness, the Town should strive to review and monitor specific issues that impact the goals and strategies outlined within this document. Where prudent and necessary, the Plan should be amended periodically. It is incumbent upon Town Council to carefully consider whether specific amendments are congruent with the Plan's overarching vision. Any modification or amendment should be considered with long-term policy implications.

## Annual Review

Department directors should provide to the Planning Commission an annual review of comprehensive plan related activities in conjunction with the Capital Improvement Program (CIP) process. Reviewing the plan regularly helps measure success in achieving plan goals. It also provides an opportunity to propose and integrate strategic initiatives and policy changes that can be incorporated into the annual budget process, if necessary. It is encouraged that department directors explain any implementation challenges, and the impact of plan goal's on service provision, expansion, or adjustment. This annual review helps set budgetary priorities that are consistent with the community's vision.



# USING THE PLAN

## Tools for Implementation

Tools that can be utilized for plan implementation include adoption of a Capital Improvement Plan (CIP); updating the zoning ordinance, subdivision ordinance, and other ordinances that establish use and design standards; creating design guidelines; and developing targeted master plans. These tools enable Farmville's long-range vision to become a reality. The following tools are the most vital to ensuring the successful implementation of this plan.

- **Annual Budget:** The Town Council and staff should keep the recommendations of the Comprehensive Plan in mind when preparing the town's annual budget. The budget works hand-in-hand with the Comprehensive Plan and Capital Improvement Plan to move the town toward a thriving, resilient future.
- **Capital Improvement Plan:** A Capital Improvement Plan (CIP) is a community planning and fiscal management tool used to coordinate the location, timing, and financing of capital improvements over a multi-year period. Capital improvements refer to major, non-recurring physical expenditures such as land, buildings, public infrastructure, and equipment. The CIP includes a description of proposed capital improvement projects ranked by priority, a year-by-year schedule of expected project funding, and an estimate of project costs and financing sources. The CIP is a working document and should be reviewed and updated annually to reflect changing community needs, priorities, and funding opportunities. CIPs are typically designed to consider both immediate and long-term capital assets and infrastructure needs. Public and private investors and relationships are needed for a robust CIP. The community benefits and the long-range vision is achieved when the

priorities of the CIP and updates to ordinances align with the Comprehensive Plan.

- **Land Use Regulations:** The process for development approvals, including rezoning and subdivision plats, are a central means of implementing the Comprehensive Plan. The zoning ordinance; subdivision regulations; landscaping, parking, and signage standards; and other land use and development standards and procedures are at the forefront in implementing the Comprehensive Plan. The town's land use regulations are the primary plan implementation tool and, therefore, should be kept up to date along with the plan as conditions and circumstances warrant.

## Review and Update

Finally, continuous review and progress monitoring holds everyone accountable to the town's long-range vision. The Code of Virginia § 15.2-2230 requires that Comprehensive Plans be reviewed every five years. However, annual reviews and revisions of ordinances and plans is considered a best practice. Annual review allows for new engagement, continued partnering, and any course corrections that may be necessary to successfully reach the established goals. While the plan should change and grow with the community, changes to the Future Land Use Map, policies, and strategies should not be taken lightly or without meaningful citizen input.

## IMPLEMENTATION STRATEGY MATRIX

### STRATEGY

### TIMEFRAME

#### ECONOMY

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

#### CULTURAL RESOURCES

5	Encourage the listing of eligible historic buildings on state and national historic registers.	Short Term
6	Enhance Farmville's gateways with appropriate signage and features that establish the Town's unique identity.	Short Term
7	Promote the Town's civil rights history with signage and other tourism outreach.	On-Going
8	Promote the Town's history of higher education and its historic campuses.	On-Going

#### POPULATION & HOUSING

9	Encourage multi-family residential uses in designated areas where access to major streets and other services are in place.	On-Going
10	Support the work of Habitat for Humanity and other organizations that increase affordable housing in Farmville.	On-Going
11	Promote downtown adaptive reuse and the provision of housing above commercial uses.	Short Term
12	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.	Short Term
13	Promote the development of condominium and town house residences that serve the needs of young professionals.	On-Going

## ECONOMY

14	Create a coordinated system of wayfinding signs directing visitors to attractions, parking, and other points of interest.	Long Term
15	Work with regional partners to locate a Heartland Workforce Development Center in the Town.	Short Term
16	Partner with Prince Edward and Cumberland Counties to actively recruit desirable businesses to the Town and surrounding areas.	Short Term
17	Consider the Town's need for a dedicated economic development officer.	Long Term
18	Actively market Farmville as a tourist destination within Virginia and nationally.	Short Term

## COMMUNITY FACILITIES

19	Pursue a town-wide Utilities Master Plan to establish the growth capacities of the Town's water and sewer systems.	Short Term
20	Ensure that the cost of any future water or sewer system expansions are funded incrementally and appropriately by applicable developments.	On-Going
21	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.	On-Going
22	Expand the number and variety of parks and recreation facilities to include indoor and outdoor opportunities for residents of all ages.	Long Term
23	Support continued improvements in local education, including Prince Edward County Schools, Fuqua School, and pre-school programs, to benefit Farmville residents.	On-Going
24	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.	Long Term

## LAND USE

25	Develop Venable Triangle as a bridge between Town and University, including public gathering space.	Long Term
26	Encourage mixed-use in the downtown, including residential units on upper floors of commercial buildings.	On-Going
27	Allow for a wider mix of residential types, including accessory dwellings and live/work units.	Short Term
28	Reduce minimum lot sizes to encourage more compact, efficient, and affordable residential development.	Short Term
29	Allow for higher density development in select downtown and university areas.	Short Term
30	Promote infill and redevelopment in appropriate areas of existing development rather than growing the Town outward.	On-Going

## TRANSPORTATION

31	Work with state and regional partners to construct a full interchange at East Third (E. 3rd) Street and US 460 Bypass.	Short Term
32	Continue to build a connected, off-street trail network.	On-Going
33	Construct streetscape improvements along Griffin Boulevard and South Main Street providing landscaping and high-quality pedestrian space.	Long Term
34	Assess, identify, and improve the Town's busiest intersections to organize traffic and increase pedestrian safety.	Short Term
35	Conduct a pedestrian and bicycle master plan to study and prioritize necessary non-automobile connections.	Long Term
36	Continually review the need for new or expanded public transportation services.	On-Going
37	Work with state and regional partners to construct a bypass to mitigate tractor trailer traffic down Main Street.	Short Term
38	Implement wayfinding signage and other improvements to enhance parking accessibility and use.	Short-Term

# APPENDIX

# TRANSPORTATION APPENDIX

## VDOT PROGRAMS AND FUNDING OPPORTUNITIES

The Virginia Department of Transportation maintains data sets, planning documents, and funding programs to support transportation planning across the Commonwealth. The following are links to programs and reports referenced and described within this Comprehensive Plan.

Smart Scale Program and Projects  
<http://vasmartscale.org/projects>

VTrans 2040 Transportation Plan  
<http://vtrans.org/archive/vtrans2040>

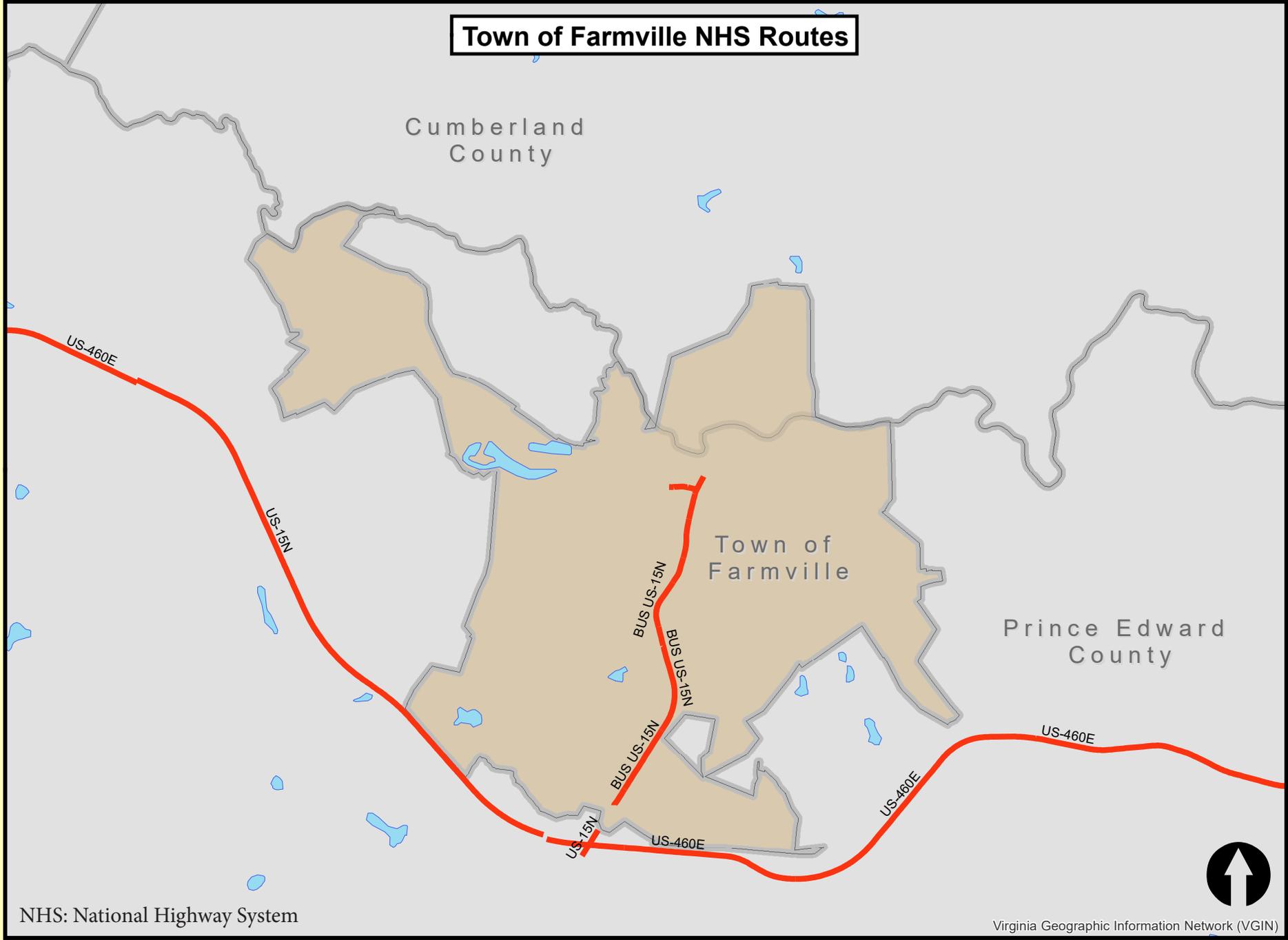
Transportation Funding  
<http://www.virginiadot.org/projects/syp-default.asp>

Map of Current Urban Development Areas (UDAs)  
<http://www.arcgis.com/home/webmap/viewer>.

## TRANSPORTATION CHAPTER - SUPPORTING MAPS AND DIAGRAMS

The following maps, diagrams, and data sets support the assessment and recommendations included in the Transportation chapter of this Comprehensive Plan. These exhibits were produced by VDOT, or where indicated, the Commonwealth Regional Council.

# Town of Farmville NHS Routes

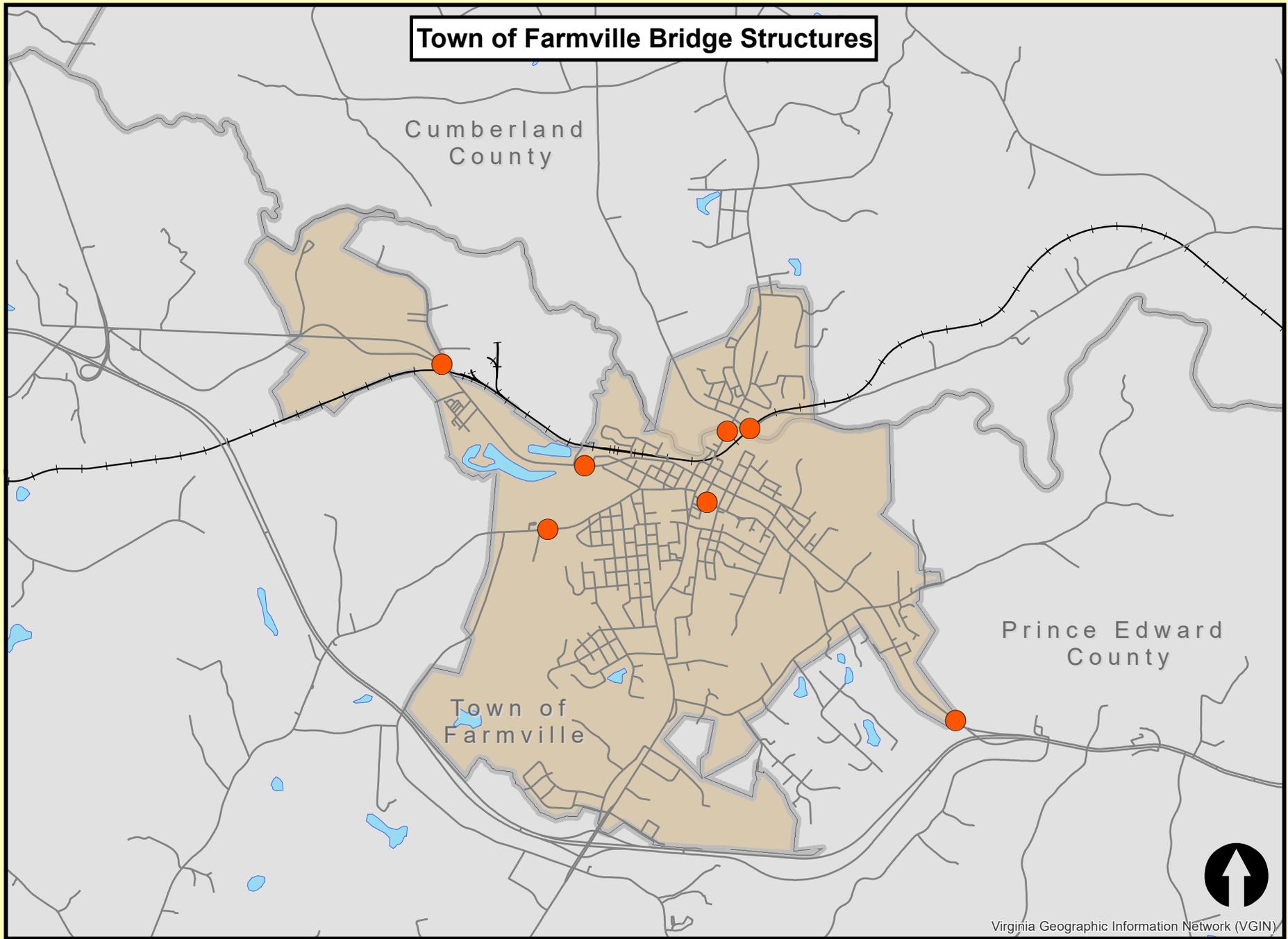


NHS: National Highway System

Virginia Geographic Information Network (VGIN)



# Town of Farmville Bridge Structures

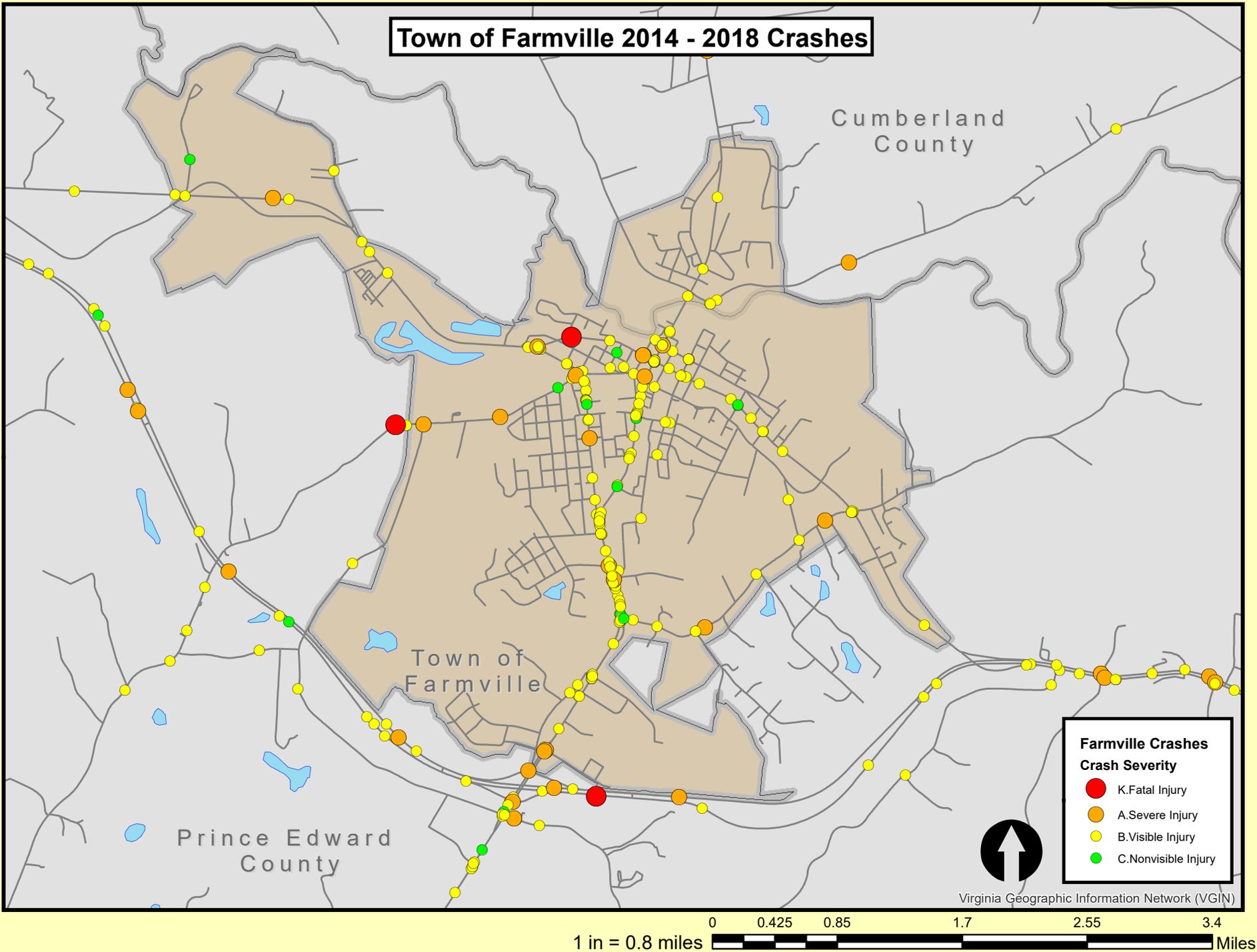


Virginia Structure Number	Route Name	Facility	Feature Intersected	Route Type	Year Built	General Condition Rating	General Condition
1800	R-VA SR00045NB	Main Street	Appomattox River	State Highway Primary	1960	7	Good Condition
8000		High Street	Little Buffalo Creek	Urban	1968	6	Good Condition
8002		Fourth Street	Stream	Urban	1932	6	Good Condition
1801	R-VA	Rt. 15 (Third St)	Buffalo Creek	US Highway Primary	2008	6	Good Condition
1010	R-VA	Route 460 Business	Briery Creek	US Highway Primary	1928	5	Fair Condition
8001		NS Railway	Old Plank Road	Urban	1927	–	N/A
1915	R-VA US- 00015NBBUS005	HIGH BRIDGE TRAIL	ROUTE 15	US Highway Primary	1950	–	N/A

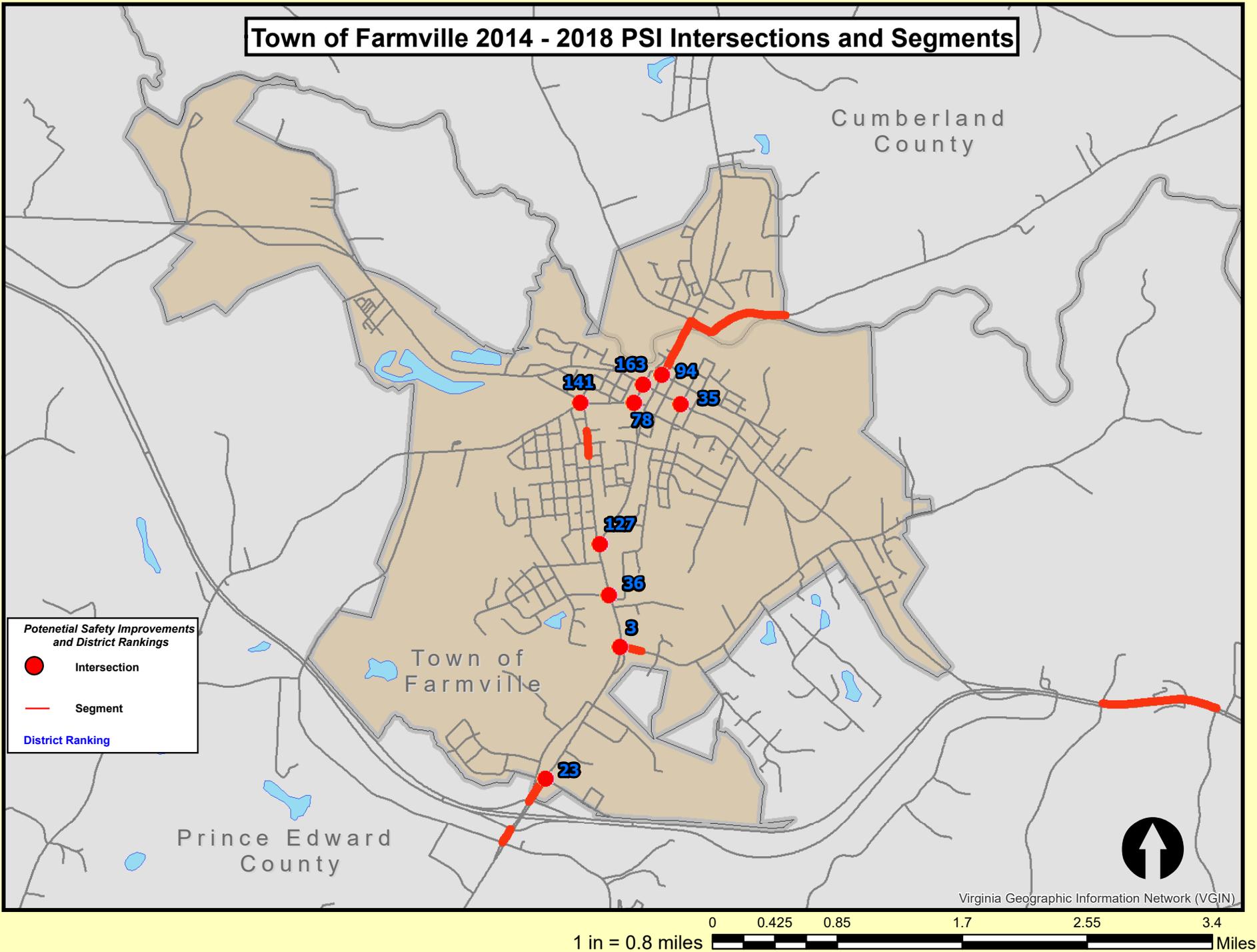




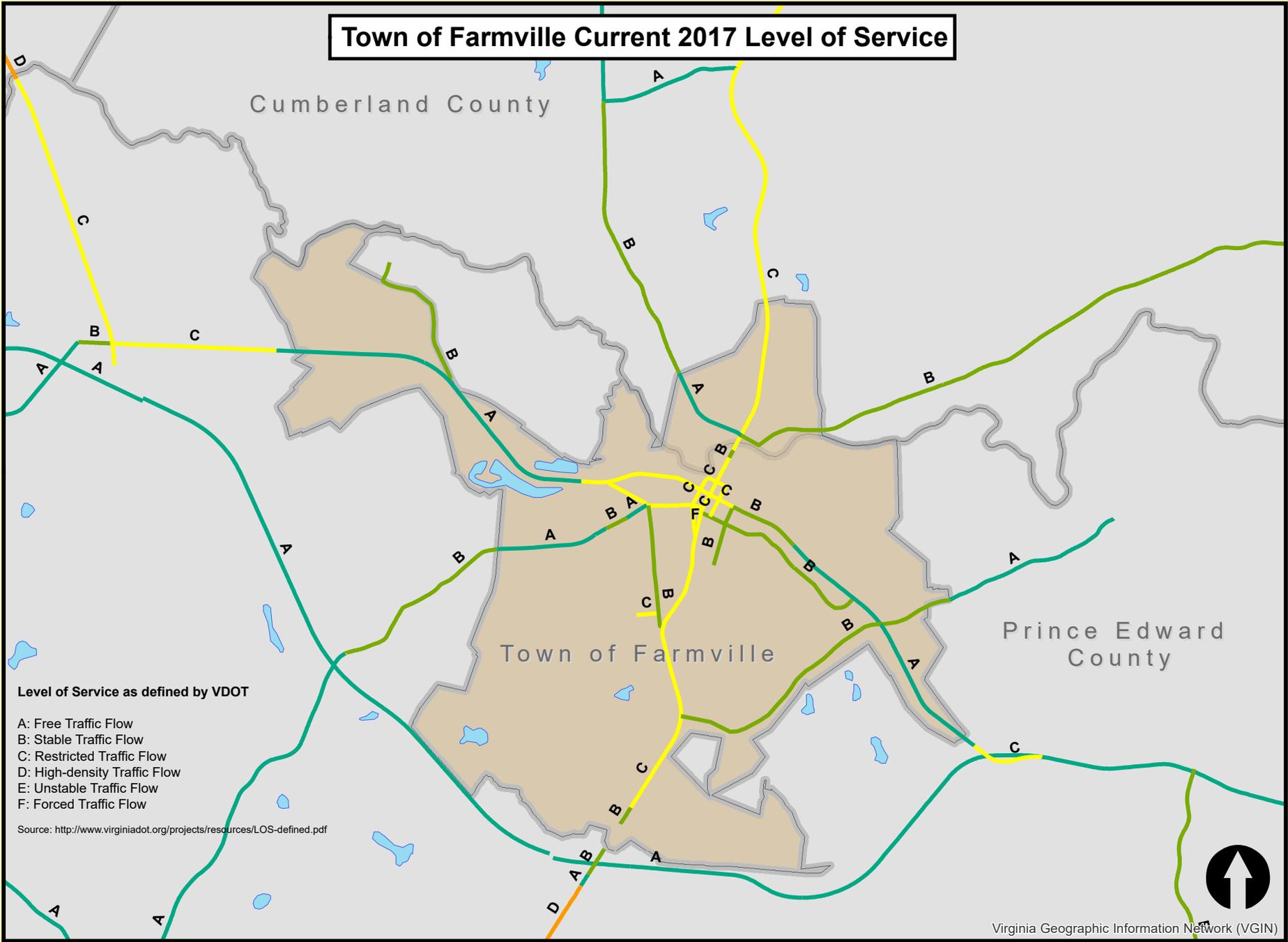
# Town of Farmville 2014 - 2018 Crashes



# Town of Farmville 2014 - 2018 PSI Intersections and Segments



# Town of Farmville Current 2017 Level of Service



**Level of Service as defined by VDOT**

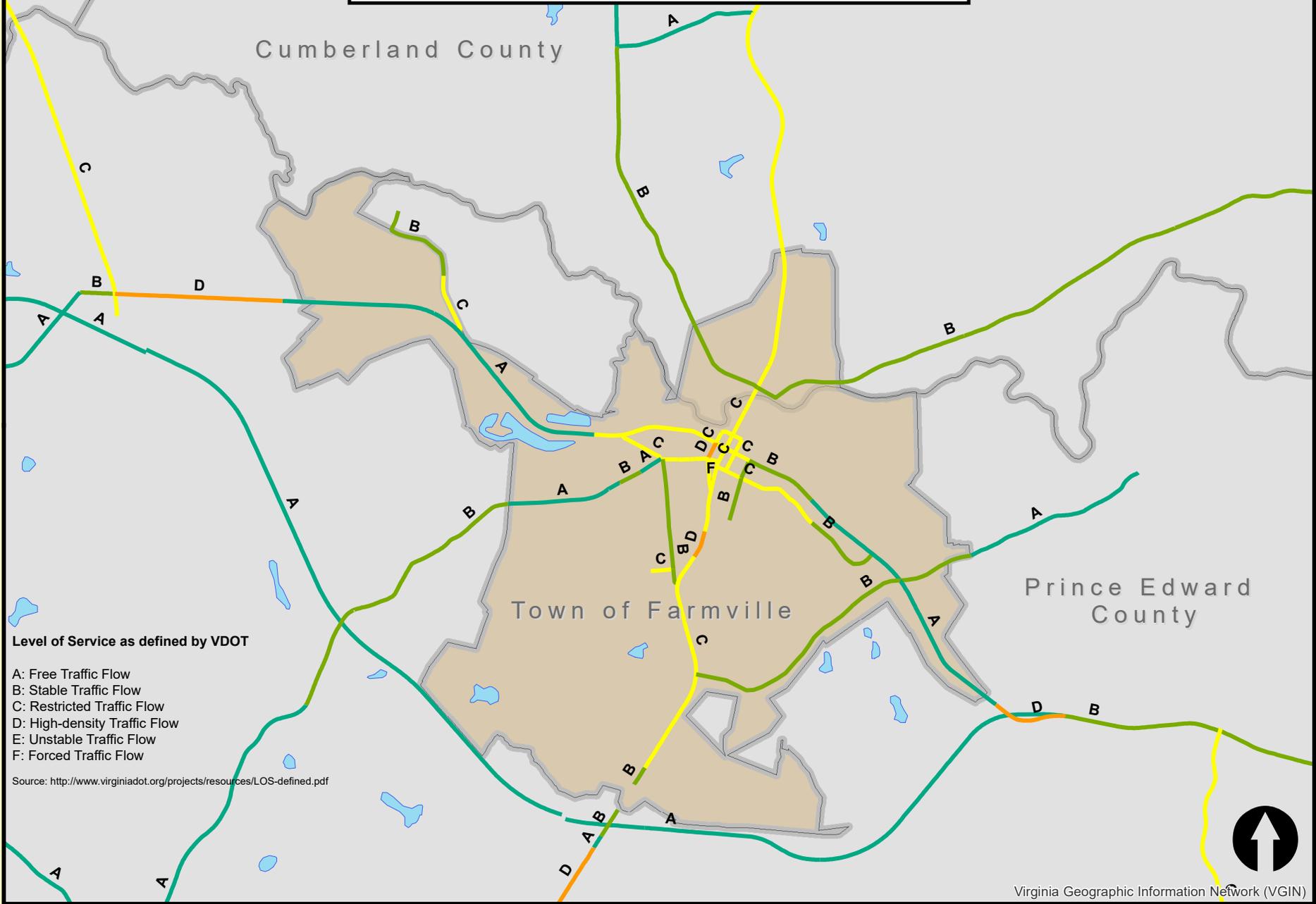
- A: Free Traffic Flow
- B: Stable Traffic Flow
- C: Restricted Traffic Flow
- D: High-density Traffic Flow
- E: Unstable Traffic Flow
- F: Forced Traffic Flow

Source: <http://www.virginiadot.org/projects/resources/LOS-defined.pdf>

Virginia Geographic Information Network (VGIN)



# Town of Farmville Future 2045 Level of Service



**Level of Service as defined by VDOT**

- A: Free Traffic Flow
- B: Stable Traffic Flow
- C: Restricted Traffic Flow
- D: High-density Traffic Flow
- E: Unstable Traffic Flow
- F: Forced Traffic Flow

Source: <http://www.virginiadot.org/projects/resources/LOS-defined.pdf>

Virginia Geographic Information Network (VGIN)



