

Cumberland County  
Comprehensive Plan  
Public Engagement Meeting  
October 2<sup>nd</sup>, 2023. 6:30-8:30 p.m.



# Summit's Team.



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# What is a Comprehensive Plan and why do we need one?

Required by §15.2223 of the Code of Virginia.

**Guiding document** used to envision the what the future of the County looks like and outlines the steps to get there;

Addresses topics that impact quality of life in the County.

Outlines the goals and vision for locality.

Provides stakeholders with an opportunity to provide input.

# Comprehensive Planning Process



# Today's Agenda:

- Review draft vision and focus areas for Cumberland's future.
- Discuss public participation responses related to comprehensive plan.
- Discuss growth considerations for Cumberland.
- Review Existing Conditions, and Potential Growth by 2040.
- Discuss "Village Center" recommendations.
- Draft "Strategies for the Future" Exercise.



## Vision Statement.

*“To ensure safety, opportunity, and prosperity for all residents while respecting and preserving the rural, historical, and agricultural heritage of Cumberland County.”*

# Focus Areas of the Comprehensive Plan.

## Village Centers

Directing growth to central nodes will help create local environments for Cumberland's citizens to thrive in. Rather than allowing development to sprawl across the County and encroach on agricultural areas, high quality development can be maintained in specified nodes. These nodes include the Randolph area, north of Farmville, the Cartersville area in the north of the County, Cobbs Creek Reservoir area also in the north of the County, named "Rural Crossroads" throughout the County, and Cumberland's namesake and central court house area.



## Creating Opportunities

All localities need opportunities for their community. Whether it's finding housing, a new job, a place to start a business, everyone needs opportunities to make a life for themselves. These goals will provide Cumberland with the policy framework to attract and retain businesses, provide new employment, or allow families to find an affordable place to live. Over time, this will make the County stronger and more competitive amongst its neighbors.



## Preserve Cumberland

Cumberland is fortunate to not have the issues many other localities face due to its strong rural preservation. These objectives focus on preserving the quality of the County's soil, air, and water, and maintaining the rural character and agricultural economies. Achieving these goals will make Cumberland an excellent place to live for future generations.



## Fostering Stewardship

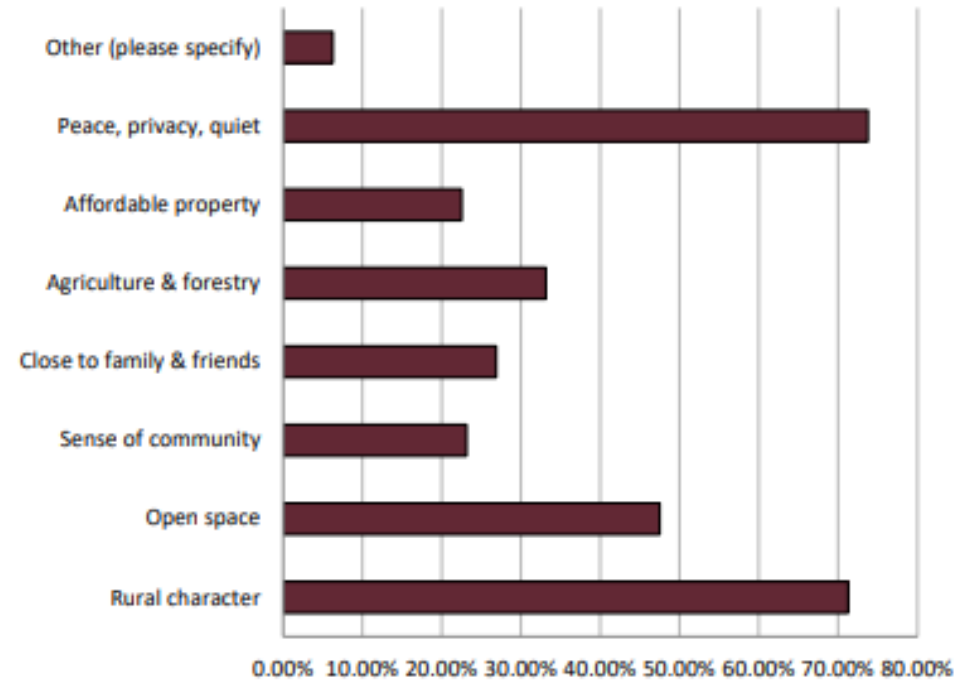
Cumberland County is a special place with a strong sense of community. Everyone may not agree on the ways to resolve an issue, but they do want to live in a prosperous and successful County. The objectives under this theme help the County provide for great services and amenities that will build an even stronger sense of community and allow for all members to care and feel cared about into the future.



# Public Participation Related to Comprehensive Plan

## Question 3: What do you enjoy about Cumberland County?

Survey respondents choose “rural character” (71%) and “peace, privacy, quiet” (74%) as what they enjoy most about Cumberland County.





# Public Participation Related to Comprehensive Plan

## Question 4: What is challenging about living/working in Cumberland?

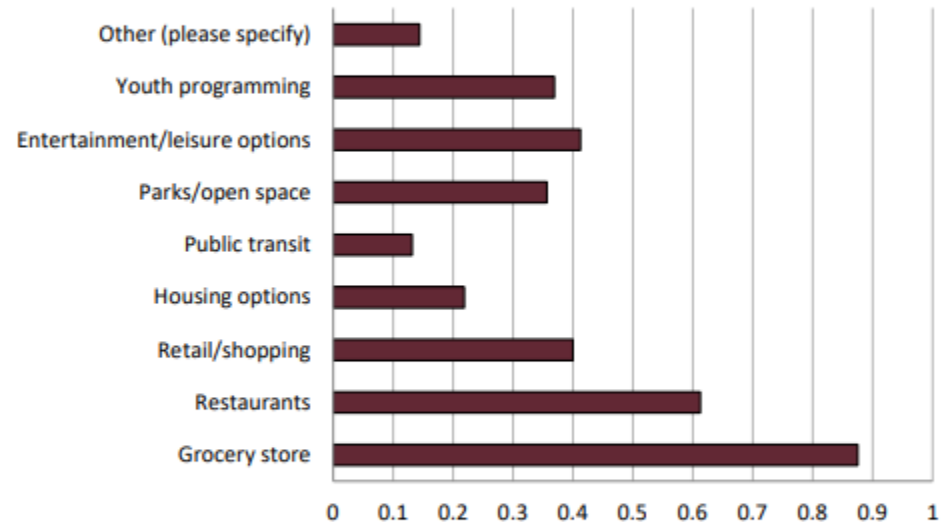
Survey respondents chose “access to groceries and shopping” (83%) as the most challenging thing about living/working in Cumberland County. This was followed by “limited job availability” (61%), long travel times to work (54%), and broadband access (54%). Of respondents who answered “Other,” lack of youth programs, limited medical care, and run down homes/properties were mentioned.

<b>Answer Choices</b>	<b>Responses (%)</b>
Access to groceries & shopping	83%
Limited job availability	61%
Long travel times to work	54%
Broadband access	54%
Tax burden	39%
Condition of roads, bridges, and other infrastructure	19%
Lack of housing	16%
Other (please specify)	15%

# Public Participation Related to Comprehensive Plan

## Question 5: What is missing/what do you wish Cumberland had more of?

88% of respondents wish the county had a grocery store. 61% of respondents wish the county had restaurants, followed by entertainment/leisure options (41%), retail/shopping (40%), and youth programming (37%). Of respondents who answered “Other,” people mentioned industry to attract employment, childcare services, and affordable housing.



## Question 6: Where in the county is new development appropriate?

Survey respondents think that new development is most appropriate in the Cumberland County Courthouse area (53%). This is followed by Near Major Roads (38%), Anywhere (30%), Farmville area (24%), and Cartersville area (16%). Of respondents who answered “Other,” many mentioned ensuring that new development doesn’t affect the rural feel of the county by appropriately citing development.

# Public Participation Comments Related to Comprehensive Plan

“My hope is for Cumberland County to remain a quality place to live without sacrificing its rural character.”

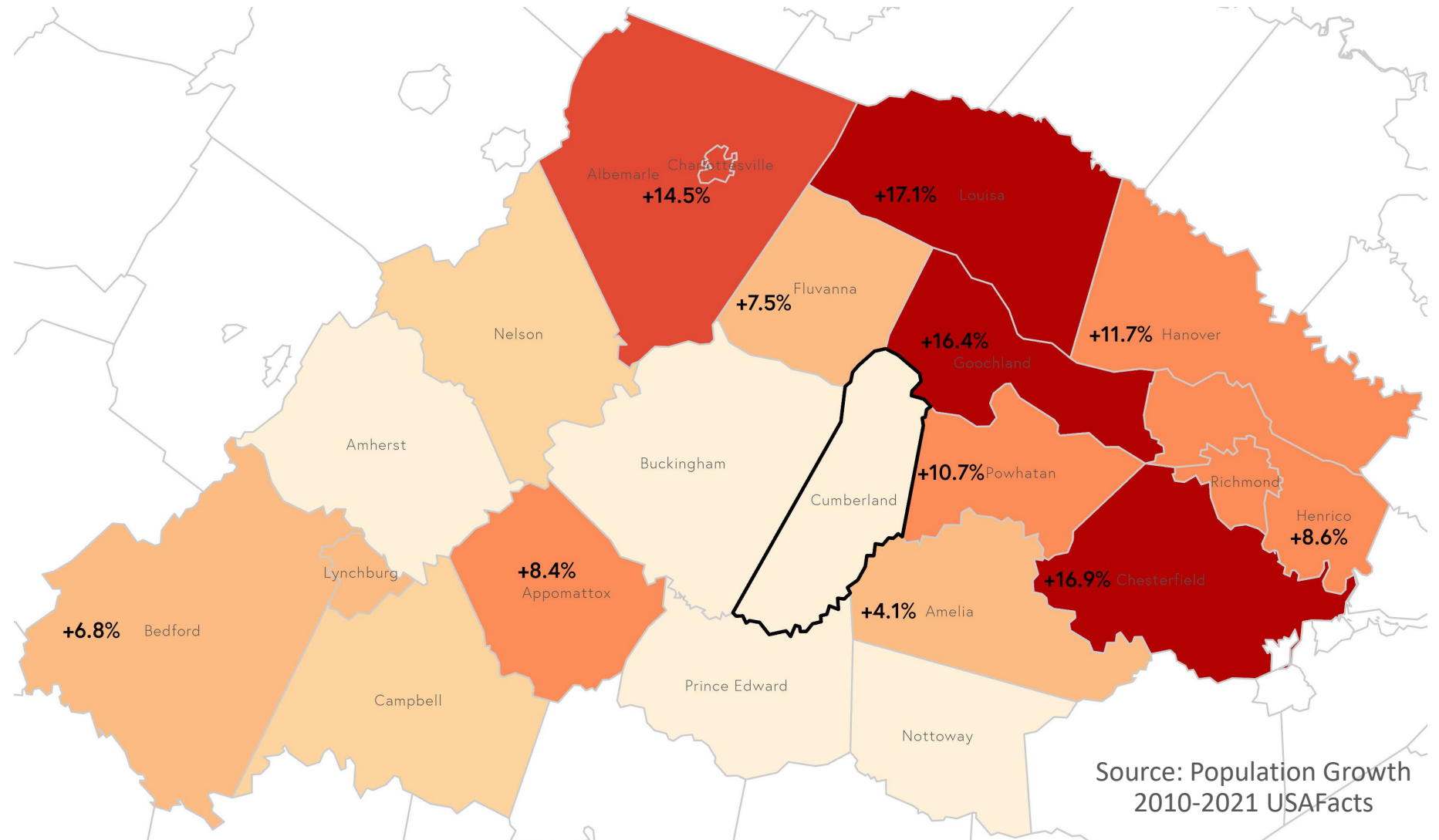
“Make [Cumberland Courthouse] area of the county pleasing and enjoyable. Clean it up, create some developed spaces such as retail space, a grocery store, a small park, etc. This will make our county more attractive! A great example of development but also keeping it a small-town feel would be the Powhatan Courthouse area.”

Survey respondents wanted future commercial space to go “in a location where it fits the landscape and overall character of the area.”

# Regional Growth Considerations.

UVA's Weldon Cooper Center estimates the County's population will remain stable into the future.

However, if we look at regional growth rates of Cumberland's neighbors, it is possible that the County could see substantially more growth than expected.



Source: Population Growth 2010-2021 USAFacts

# Recent Trends

Articles detect recent trends causing various challenges to rural localities.

These can include rising land prices, development pressure, and other issues that see the character of an area change.

 WIRED

[Airbnb Is Running Riot in Small-Town America](#)


 UVA Today

[Where Is Virginia's Growth Occurring? You Might Be Surprised](#)


Virginia's cities lost population during the pandemic, but some localities bordering metro areas grew significantly – especially those near...

 Public News Service

[Rising Land Prices Pose Challenges for VA Farmers](#)

 Richmond Times-Dispatch

[As Short Pump grows, Goochland wrestles with future](#)

 Richmond Times-Dispatch

[In village of Powhatan, a bustling business scene takes root](#)

A growing community of small, locally owned businesses in the village of Powhatan are breathing new life into the town.

 The New York Times

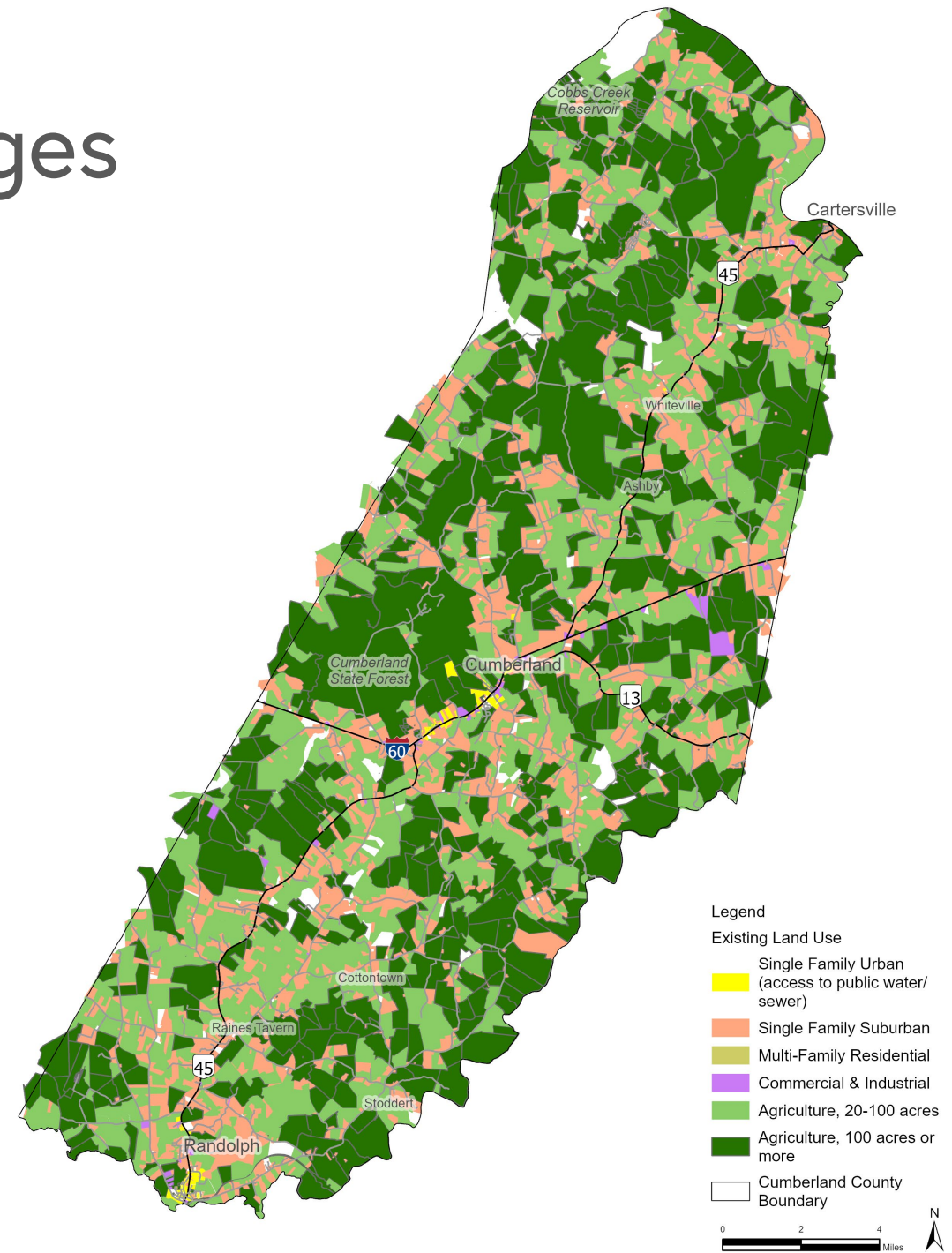
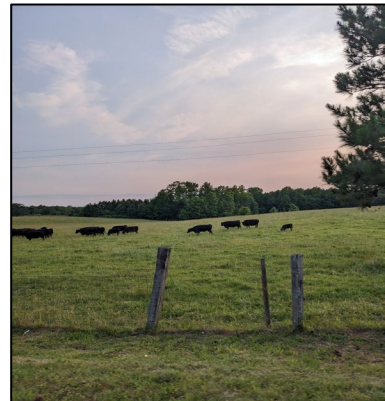
[Will a Dollar General Ruin a Rural Crossroads?](#)



# Existing Conditions & Challenges

Conditions: Rural character, views of nature, agricultural economy, forested land, low traffic, attainable standard of living.

Challenges: Lack of cohesive County-wide identity, most opportunities outside of County, could negatively impact County's ability to provide efficient services.

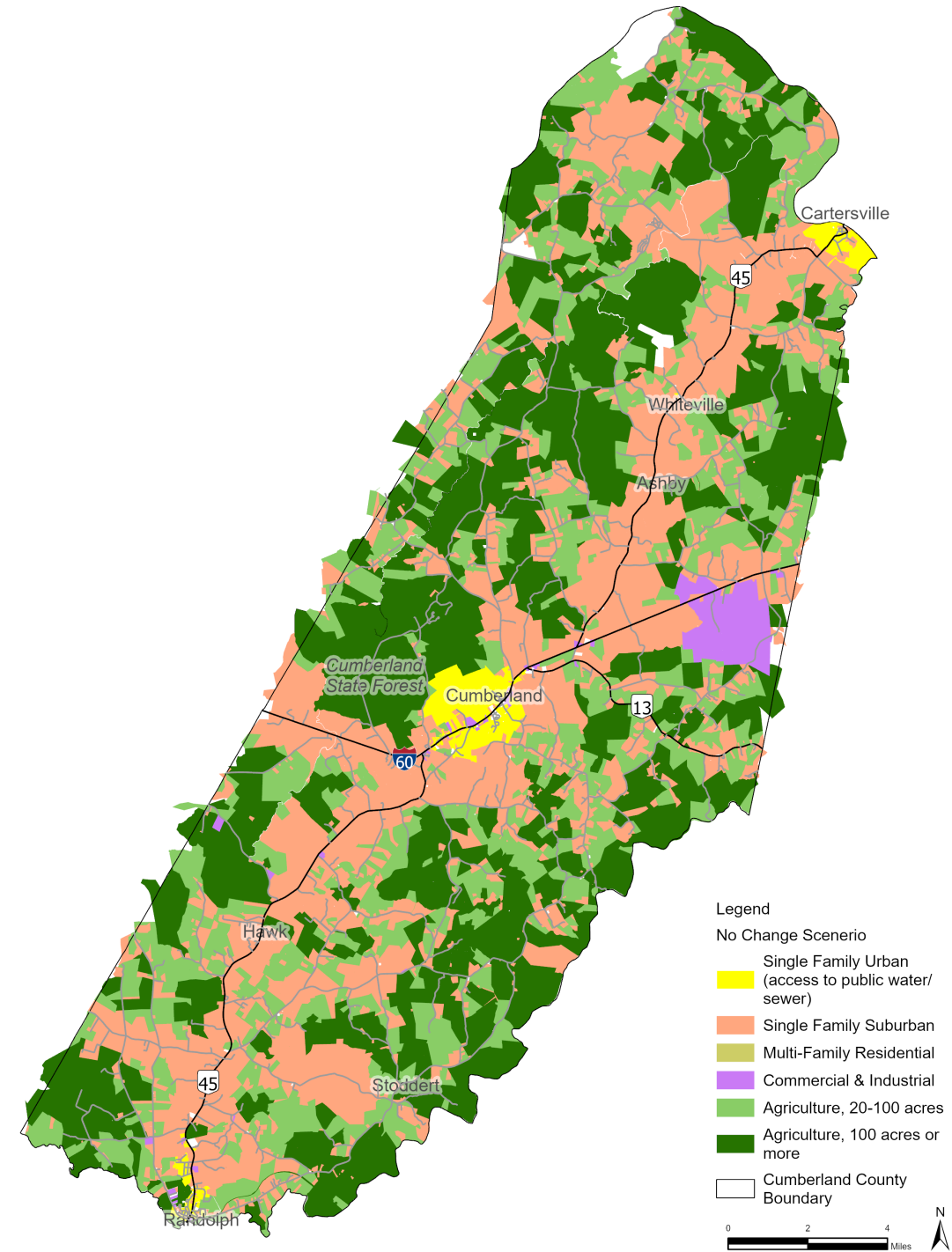


# Potential Growth by 2040

Growth from neighboring localities begins to spill into Cumberland, this map illustrates potential impacts if future development looks like current development of by-right uses.

Challenges: Rural character starts to change to “suburban.” Transportation network begins to see more traffic. Density of population not high enough to attract a grocery store. County services negatively impacted.

“Option 1”



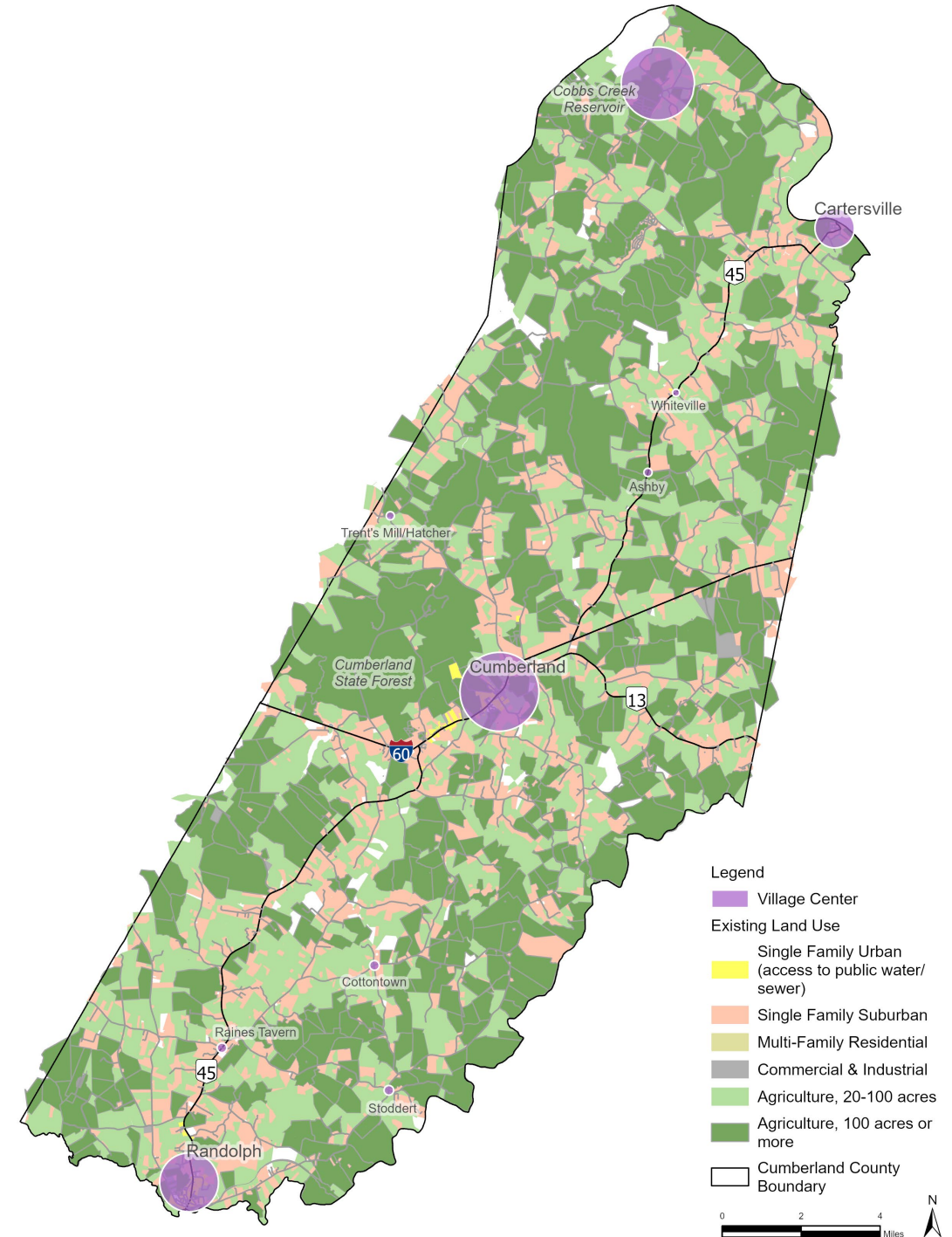


# Strategies for the Future

By using incentives, such as density bonuses or assisting in improving local amenities, targeting residential and commercial growth towards the “Village Centers” throughout Cumberland County, the Comprehensive Plan seeks to preserve more of the existing rural character of the County while improving quality of life and offering new opportunities.

The Village Centers are:

- Cumberland Court House
- Cartersville
- Cobbs Creek Reservoir
- Randolph
- Rural Crossroads



# Village Centers

Cumberland will be home to vibrant “village” communities, where residents and visitors can dine, shop, and gather. These “nodes of development” provide centralized access to housing, commerce, or amenities while protecting the County’s rural countryside from development that would take the land out of agricultural use. Together, they work to improve Cumberland’s overall sense of county-wide identity while allowing for local distinction. By constraining development primarily to the nodes, the County can more efficiently target where transportation improvements are needed for safety and begin focusing on creating a network to facilitate movement between them. The designated nodes are:

## Cumberland (Court House)

This is the County’s most significant growth node. As the County seat, namesake, and historic heart of the County, the Cumberland court house area provides a targeted area for new mixed, commercial, and residential growth with amenity-filled public spaces for the community to gather.

## Randolph

This node generally encompasses the developed area north of Farmville. The growth in this node should be supportive of development related to its proximity to Farmville while supporting a community with amenities and public space, commercial units, diverse housing options, and comfortable pedestrian and bicycle connections to the Town of Farmville.

## Cartersville

This node on Cumberland County’s northern end has a strong local identity, historic architecture, and a prominent place along the James River. While some growth is anticipated here to add commercial and residential options, it is expected to be less dense than the other nodes.

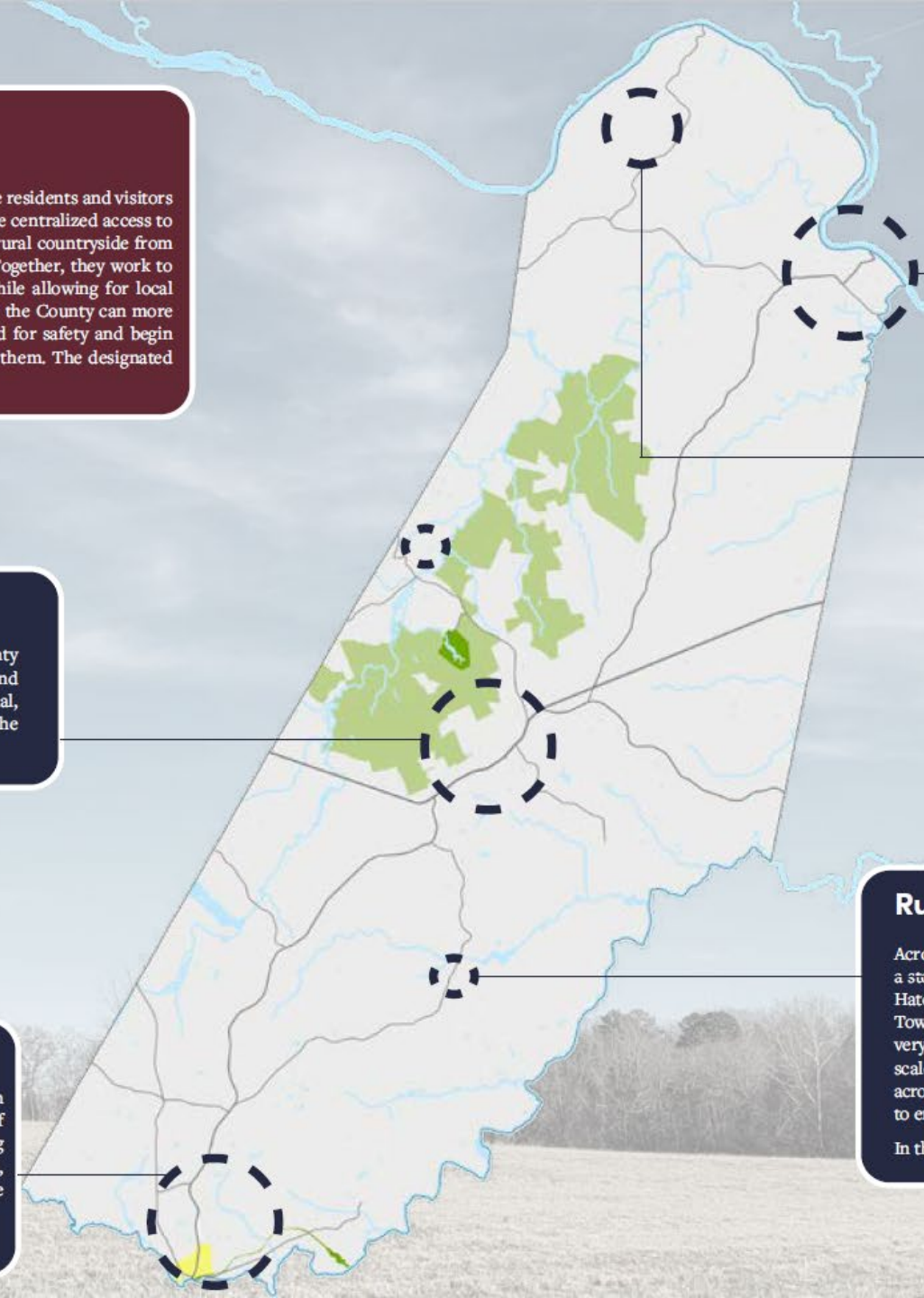
## Cobbs Creek Reservoir

While currently under development, the Cobbs Creek Reservoir will be a potential catalyst for new development and attract many visitors. Growth in this area will be oriented towards keeping new construction near the reservoir itself.

## Rural Crossroads

Across all of Cumberland, residents of the County live no further than a stones throw from a nearby named “Rural Crossroad.” Trents Mill, Hatcher, Hamilton, Whiteville, Ashby, Stoddert, Raines Tavern, Cotton Town, or Angola, are all examples of this type of node. These nodes are very targeted to the crossroads they are along and accommodate smaller scale stores or new housing units that help improve quality of life across Cumberland. They are not intended to allow sprawling growth to encroach on the rural countryside and agricultural economy.

In the full draft version of the plan, all of these nodes will be mapped!





# Cumberland Court House Current





# Potential Court House Village Concept





# Potential Court House Village Concept



# Draft "For the Future" Map

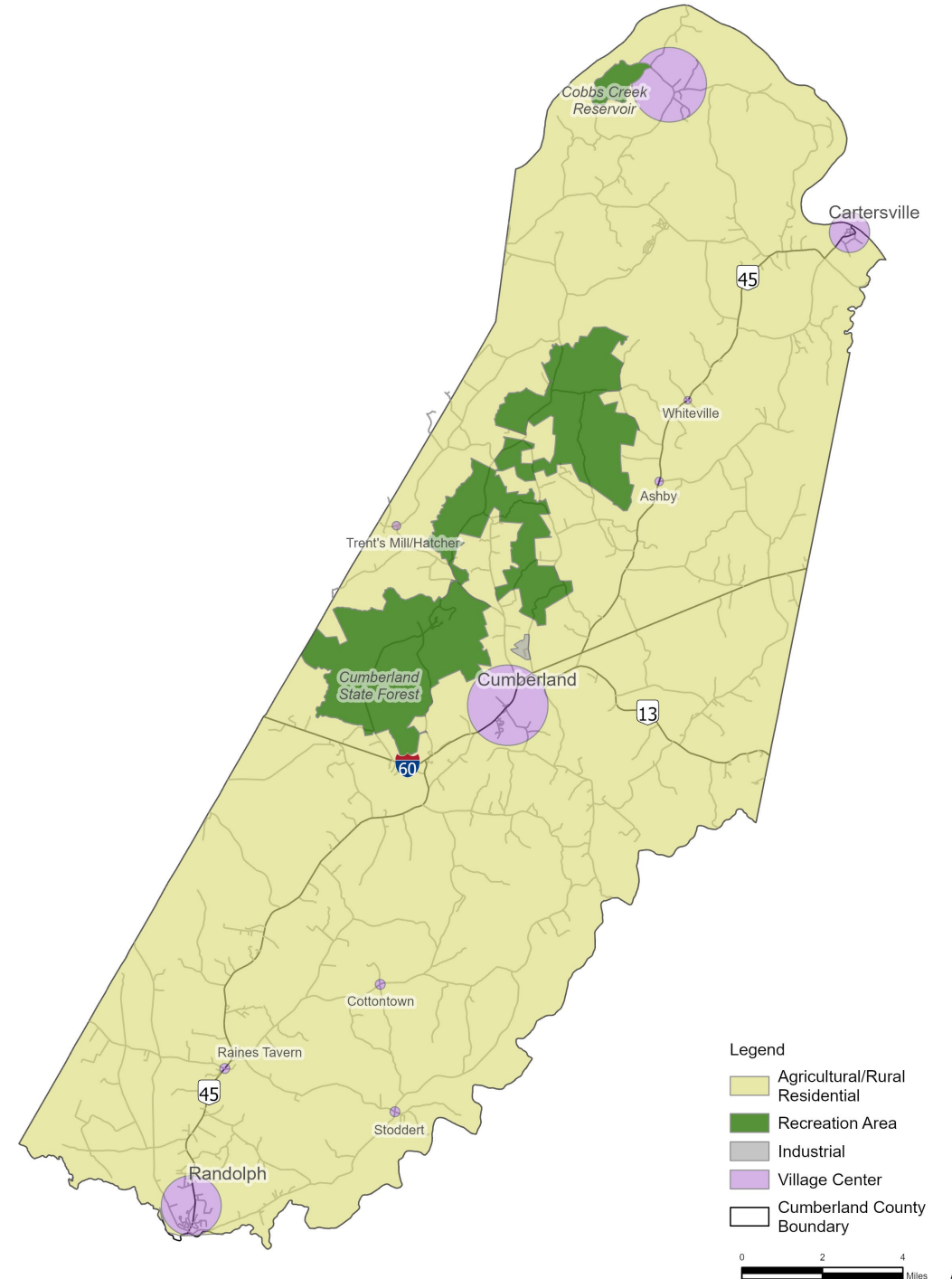
## Categories:

**Agricultural / Rural Residential** - Areas intended to maintain active agricultural use, forest cover, or low-density residential development to protect the rural character of Cumberland County.

**Industrial** – Areas designated for industrial development or other intensive commercial businesses that may not be compatible with commercial, residential, or mixed-use development.

**Recreational** – Areas intended for active use as sites of recreation while preserving open spaces, natural habitat, and rural character.

**Village Centers** – Non-parcel specific areas intended to provide attractive mixed-use centers for growth and development in Cumberland County. A diverse mix of residential housing types and commercial units are encouraged to provide the community with new opportunities.





# Community Engagement Exercise

1. What is missing from the maps? Are any identified crossroads missing?
2. What do you think about the idea for Village Centers? What elements do you feel would be ideal for a village center?
3. Where would be a good location within the County for new housing, business, and/or industry?
4. Does this map meet the vision stated for the County? Why or why not?
5. Do you have further comments about the presentation this evening?

\*The Presentation will be available online for two weeks for further feedback.

# Next Steps

- Full draft of the Comprehensive Plan to be released.
- Public hearing for Planning Commission review, consideration and recommendation.
- Public hearing for Board of Supervisors review, consideration and adoption.



Additional questions, feedback, and/or  
comments?

Contact:

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Thank you for being a part of this process!