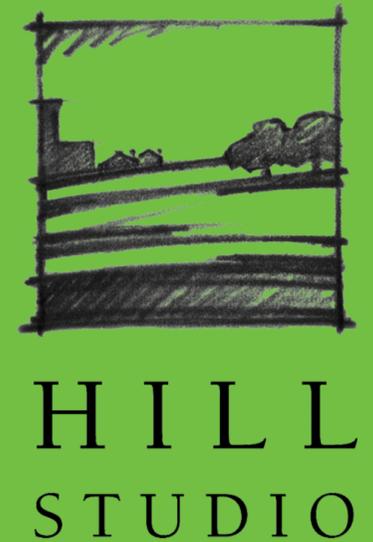
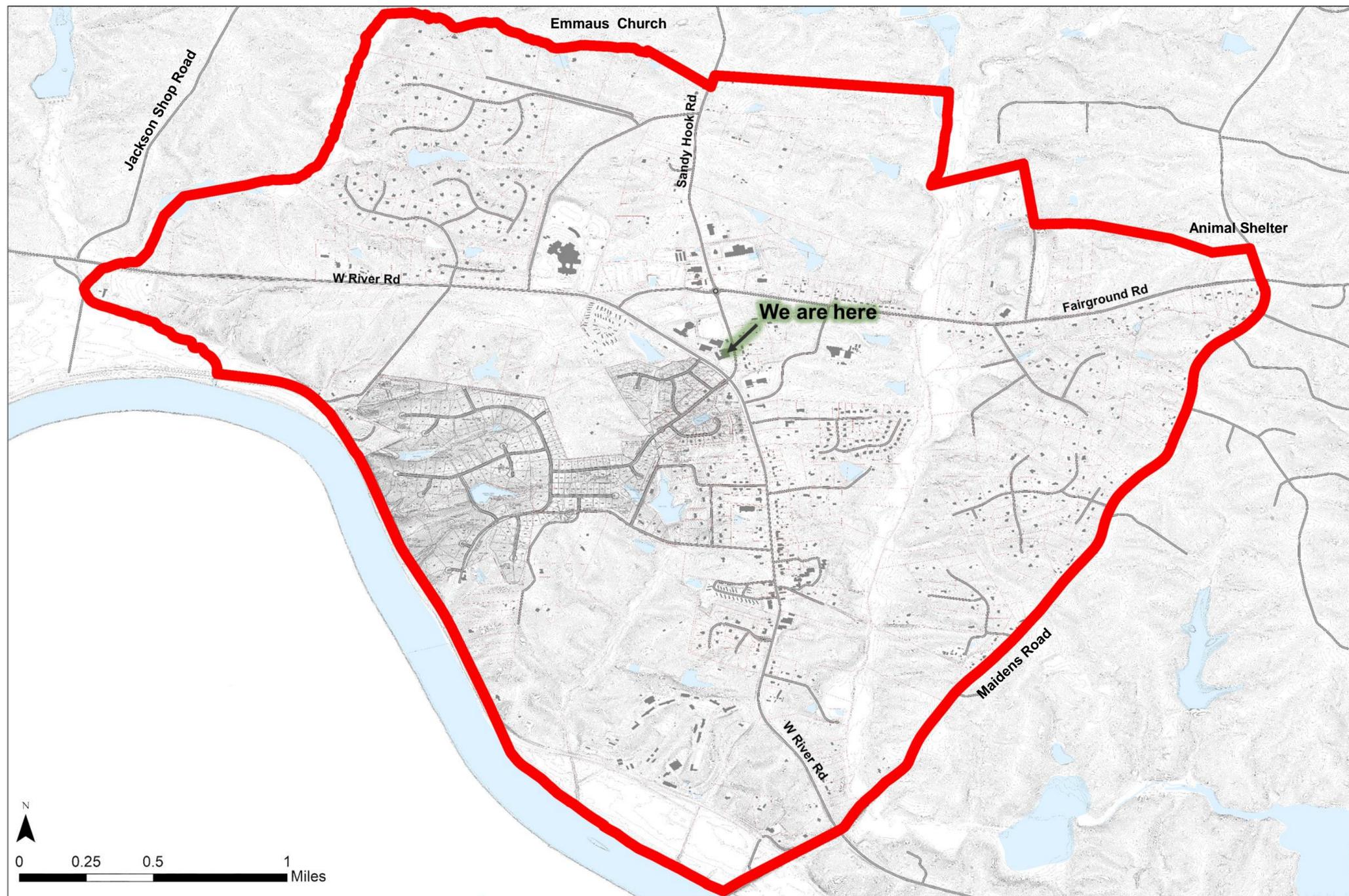


Courthouse Village Goochland, VA

8 June 2022





Introduction

Tonight's Agenda

- **Meet The Design Team**
- **Public Engagement Report**
- **Economics Report**
- **Branding**
- **Visual and Spatial Character**
- Breakout for Public Discussion

Where We Are – a 9-month Process

- **Introductory Meetings**
- **Roundtables, Community Survey**
- **Existing Conditions, Economics, Draft Planning Alternatives**
- **Midway Meeting**
- Revised Alternatives and Draft Plan, Brand Development
- Presentation Series
- Final Plan Recommendations



Public Engagement Report

240 Total
Responses

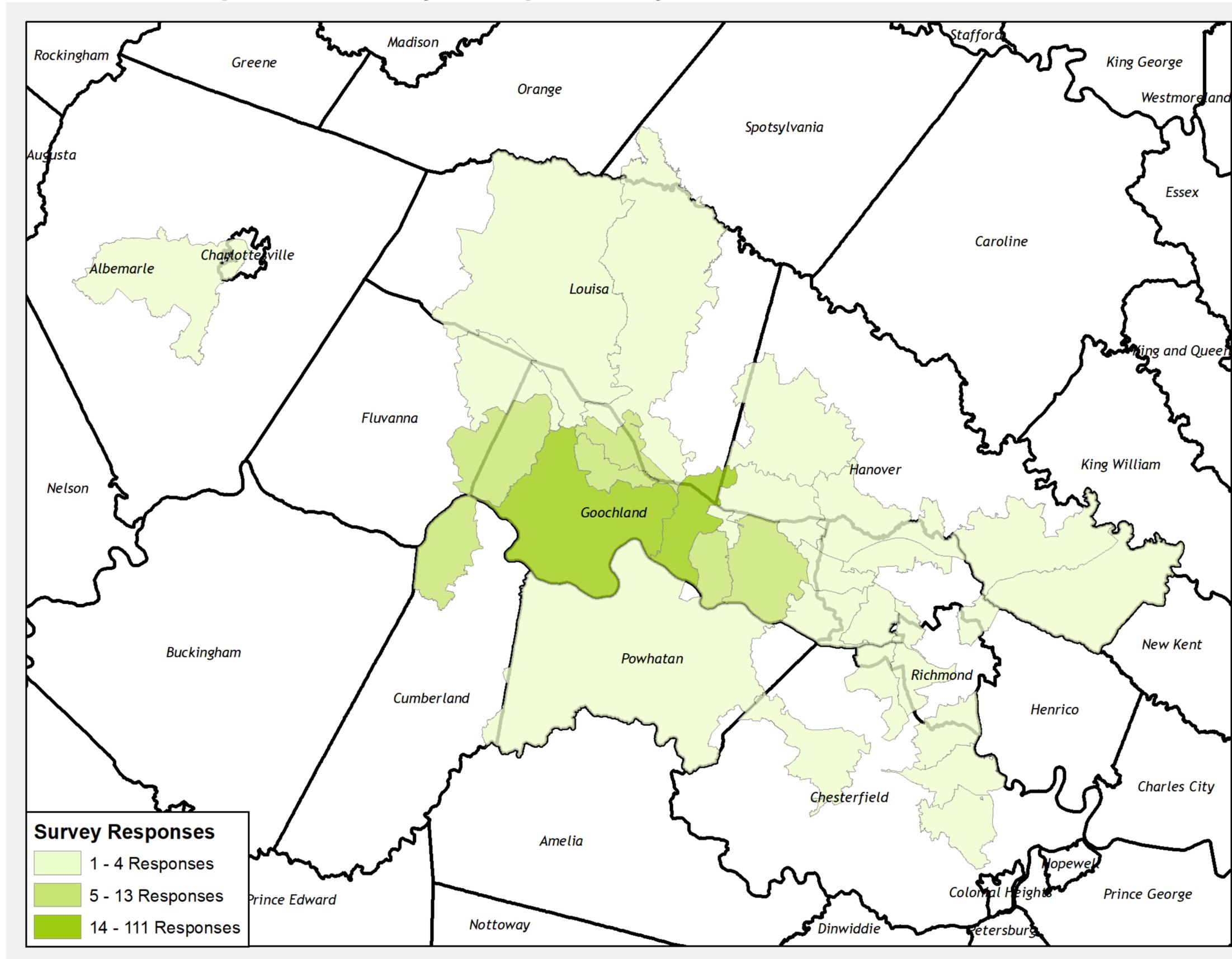
PLAN 
GOOCHLAND
**COURTHOUSE
VILLAGE**

*TAKE OUR
SURVEY,
WE WANT
YOUR INPUT!*

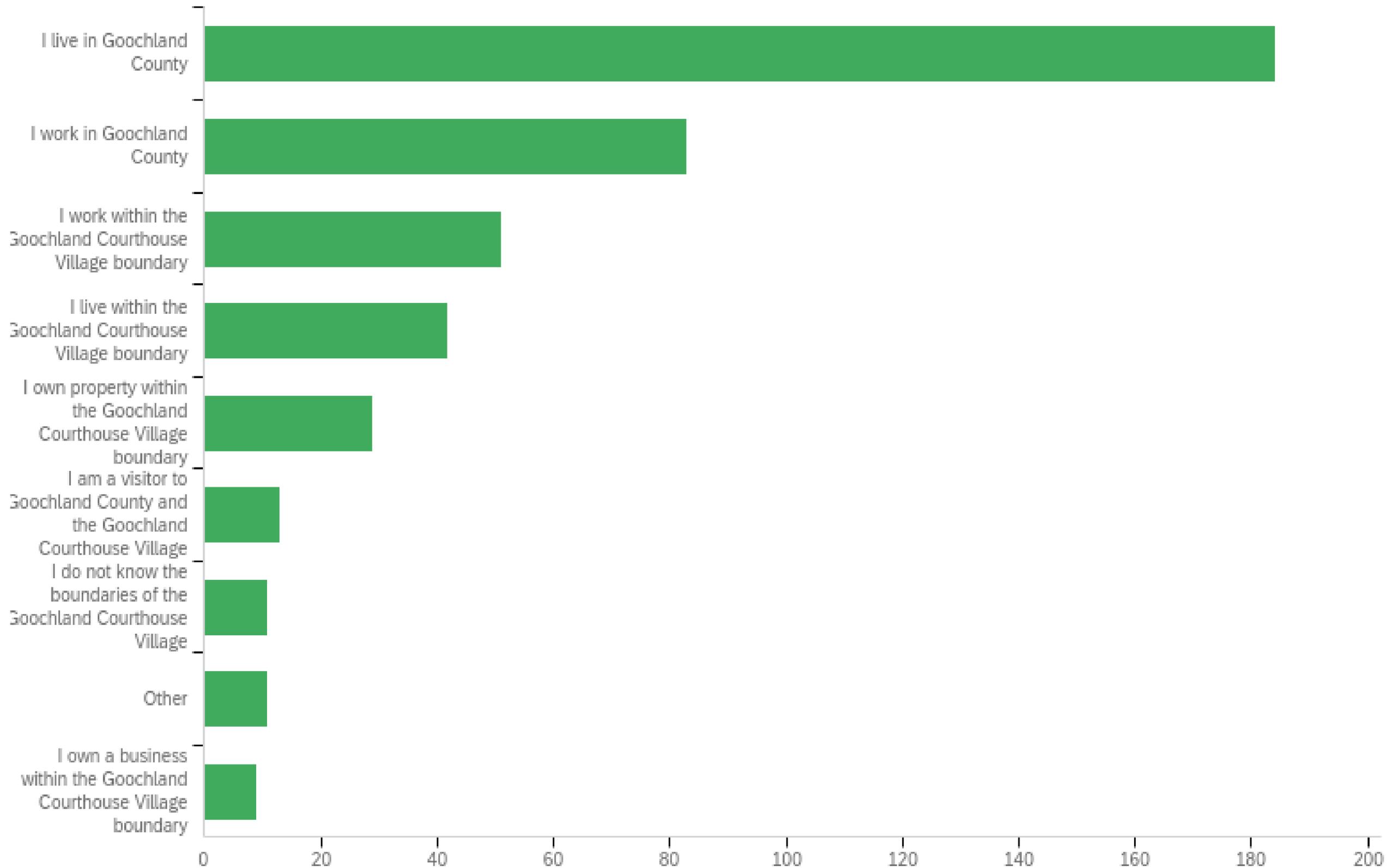


Visit www.goochlandva.us/VillagePlans2022
or facebook.com/GoochlandCountyVA
to keep up with events

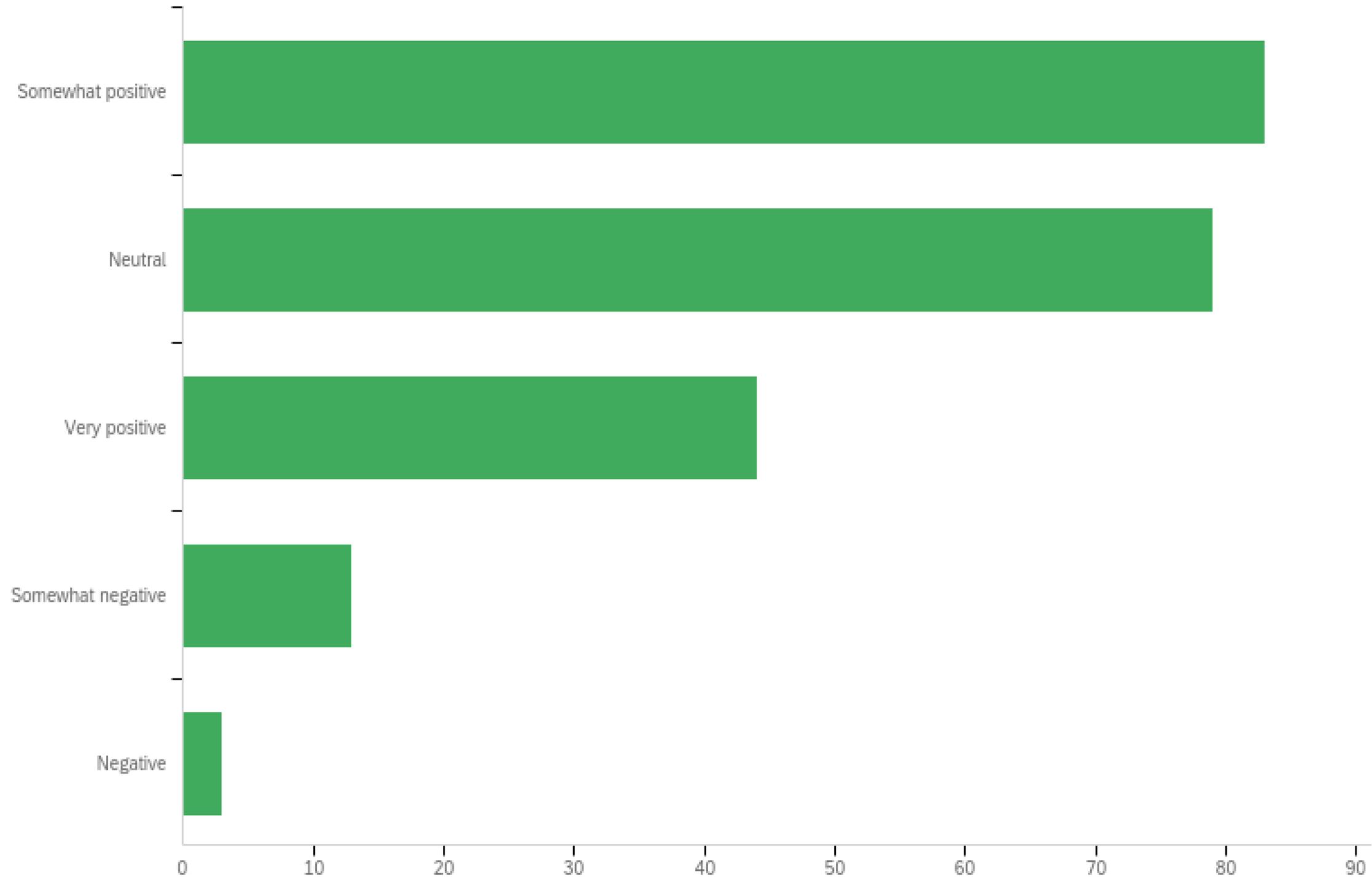
What is the zip code of your primary residence?



Mark all below that describe you.



How positive of an image do you think people in the region (adjacent counties, Richmond, etc.) have about Courthouse Village?



Please give three words or phrases that you feel best describe the desirable character and personality of Courthouse Village



What are the 3 biggest strengths or assets of Courthouse Village?



What specific places (destinations, businesses, etc.) within Courthouse Village would you recommend to a person visiting the community for the first time?

- *Restaurants*
- *Library*
- *Courthouse Green*
- *YMCA*
- *Courthouse Complex*

What should be the focus of a strong identity for Courthouse Village?

- *Promoting local business*
- *A place to raise a family*
- *Promoting community events and activities*

Top rated new land uses in Courthouse Village

- *Mixed Use*
- *Public*
- *Recreational*

Top rated aspects of quality of life in Courthouse Village

- *Quality of service establishments*
- *Overall local economy*
- *Shopping/Dining options*

Top rated aspects of the built environment in Courthouse Village

- *Preservation of historic buildings*
- *Maintenance of homes and streets*
- *Access to utilities*

Top rated aspects of the economic environment in Courthouse Village

- *Businesses and services available*
- *Dining/Shopping options*
- *Attractiveness to visitors*

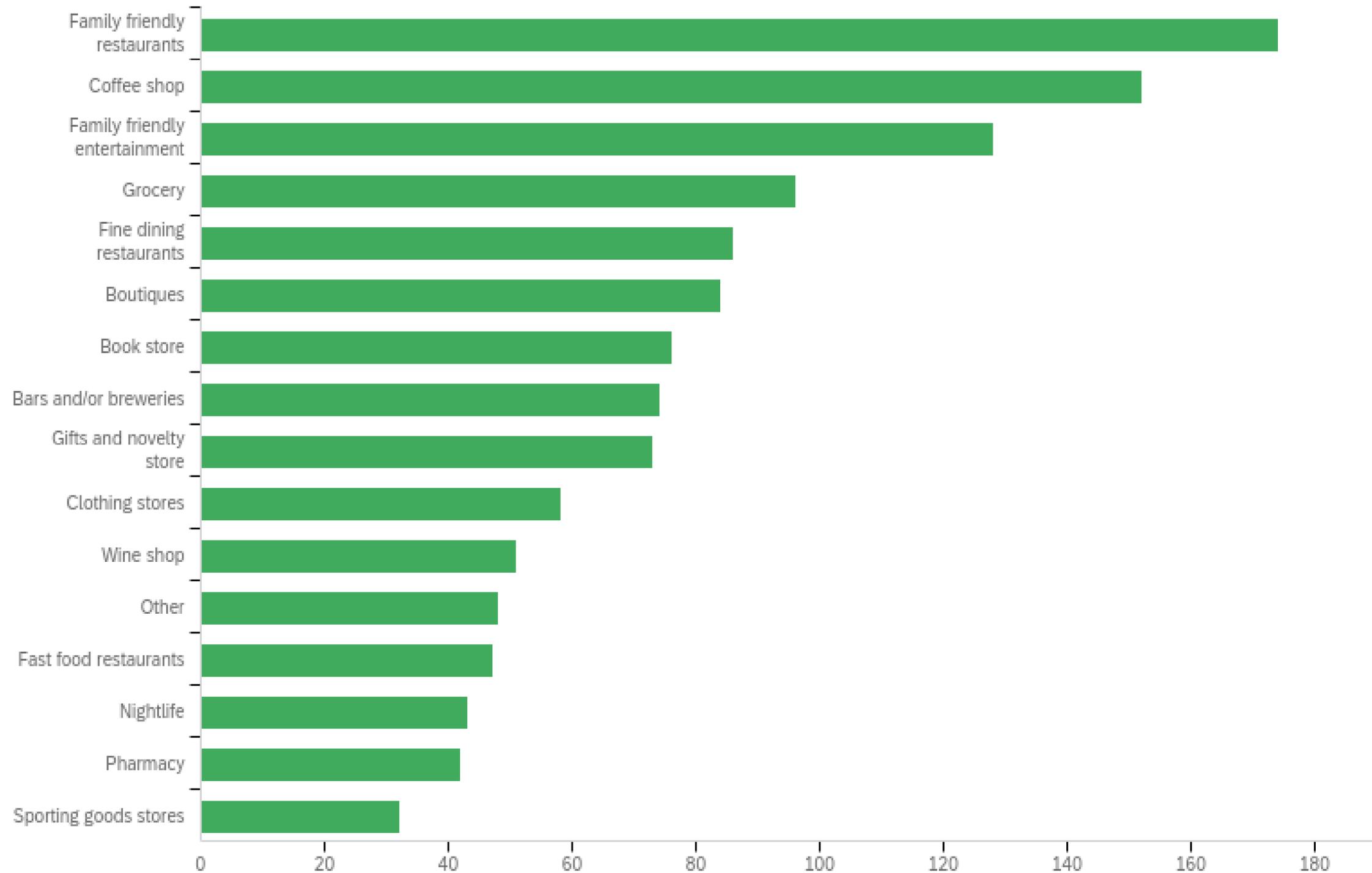
If more housing were to be developed in Courthouse Village, what types are desired

- *Mixed Use development with residential, retail, and office uses*
- *Single family homes*
- *Affordable/attainable housing (density)*

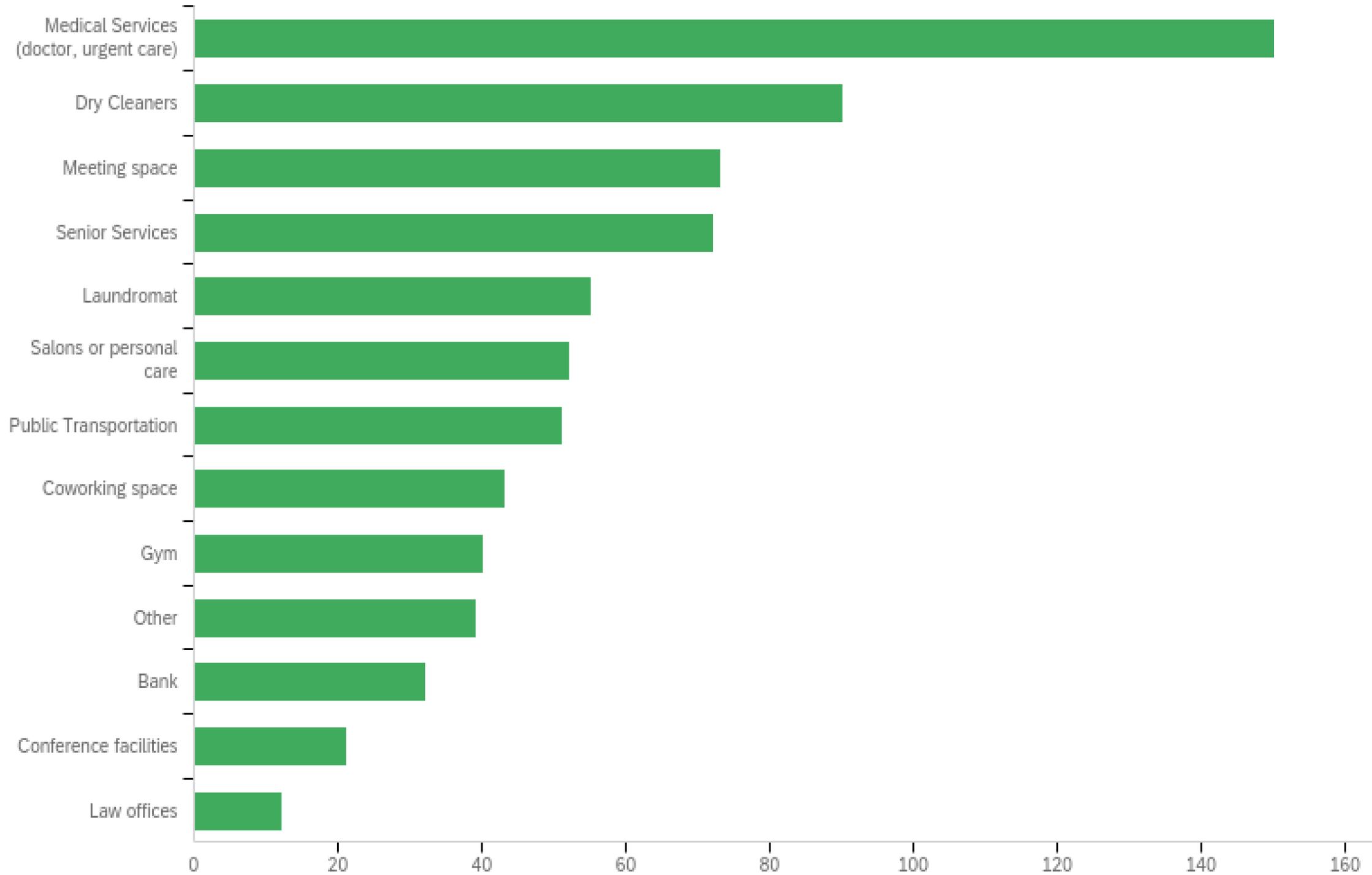
Top rated aspects for new design in Courthouse Village

- *Building height/size*
- *Building material/design*
- *Streetscape plantings and landscaping beautification*

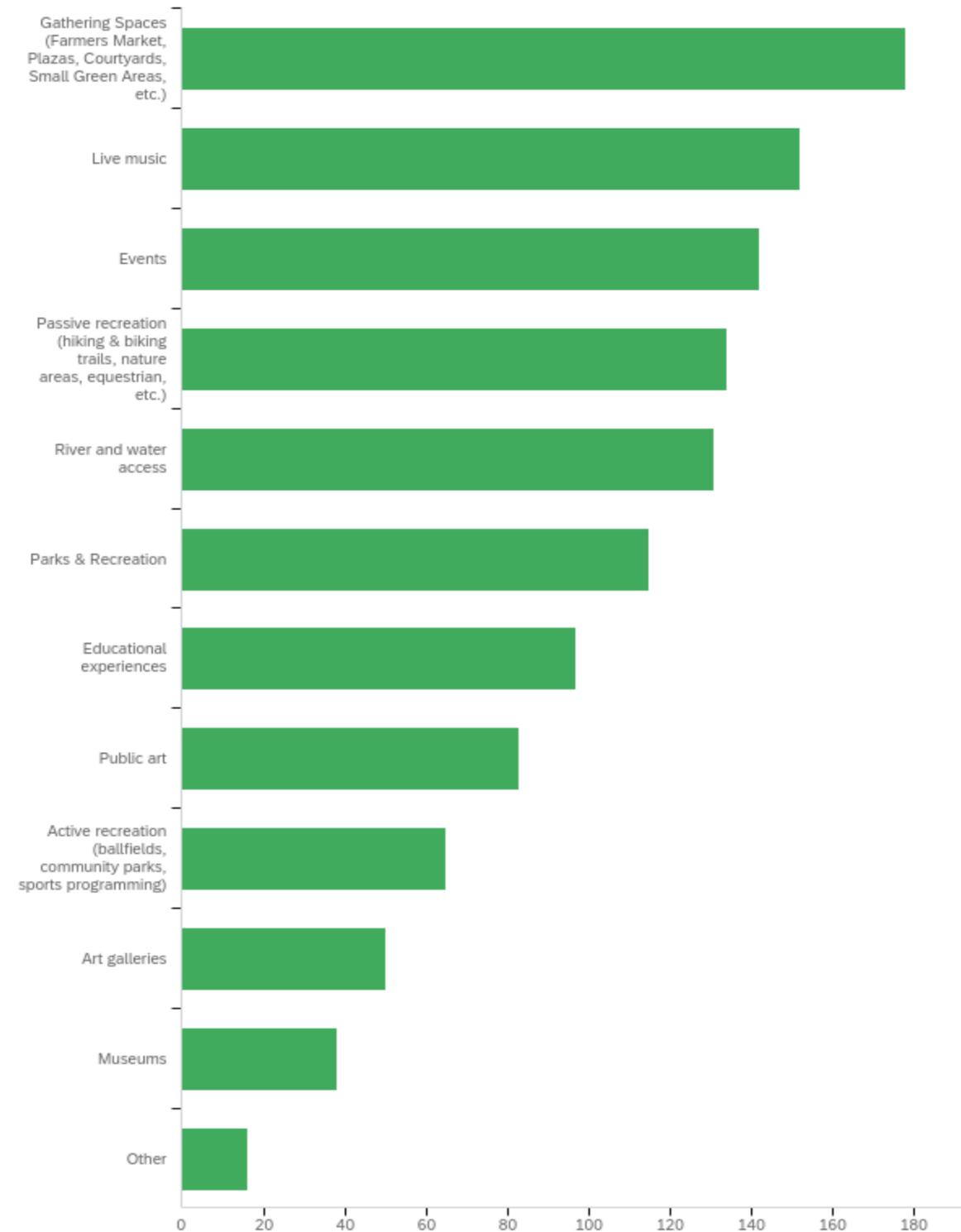
What types of retail and restaurant businesses are most needed in Courthouse Village? (Check all that apply)



What types of services are needed in Courthouse Village? (Check all that apply)



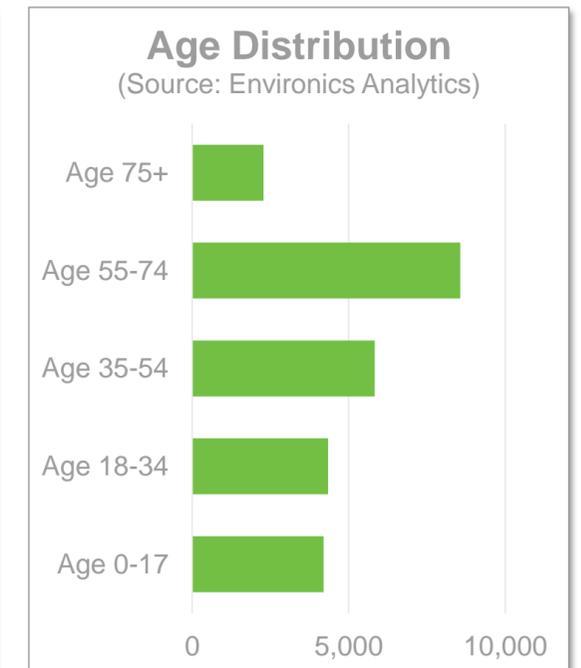
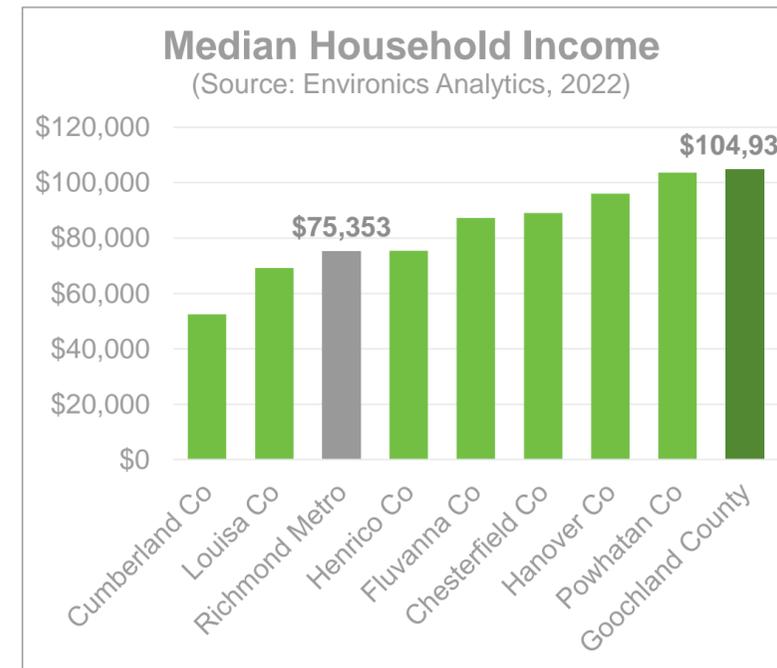
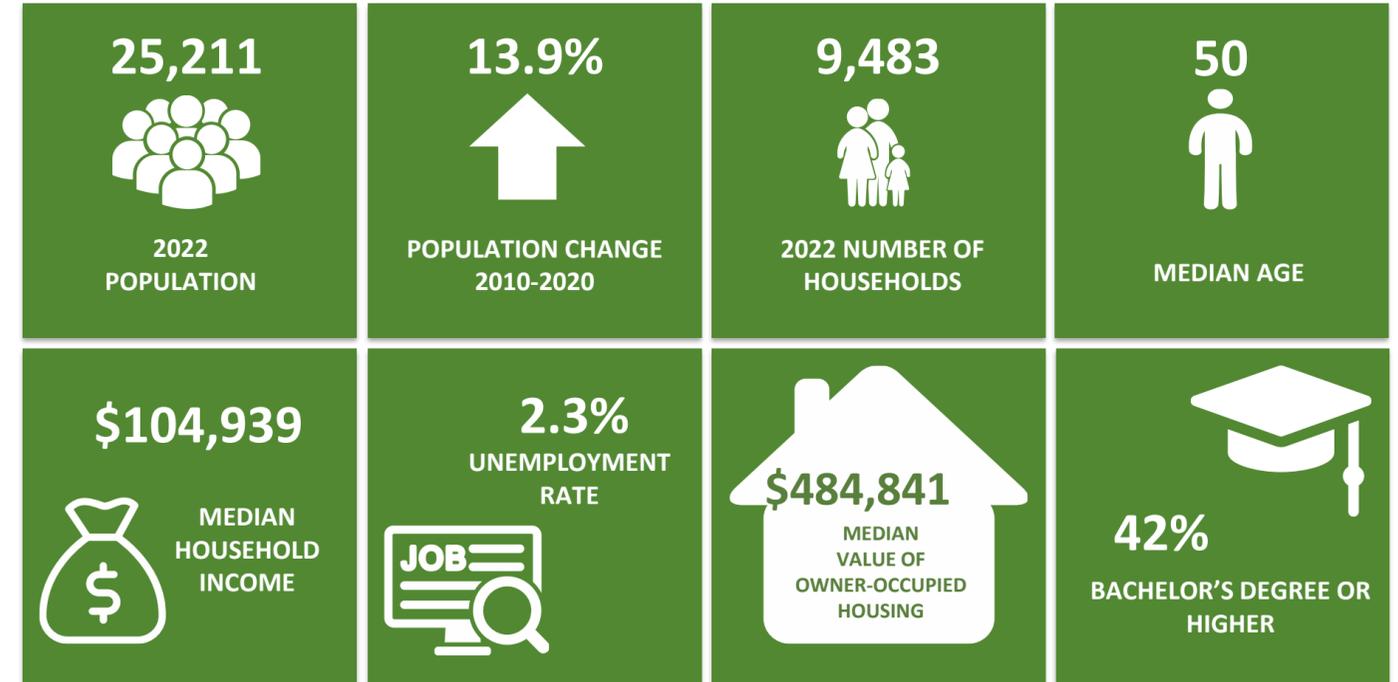
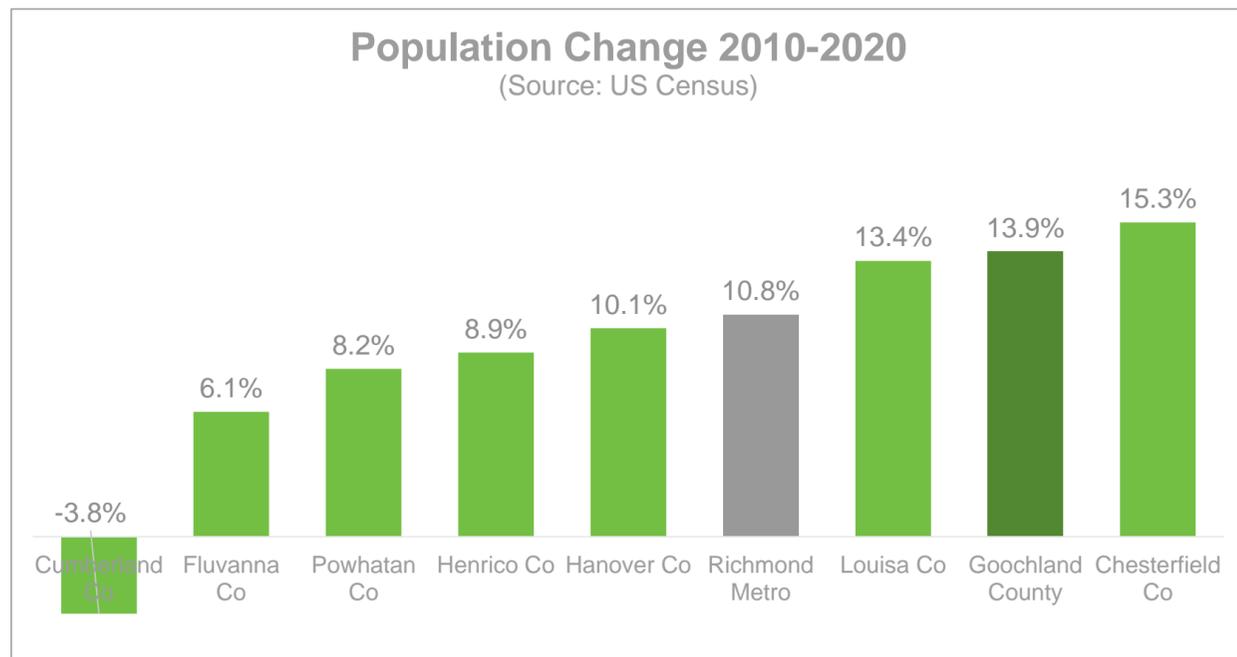
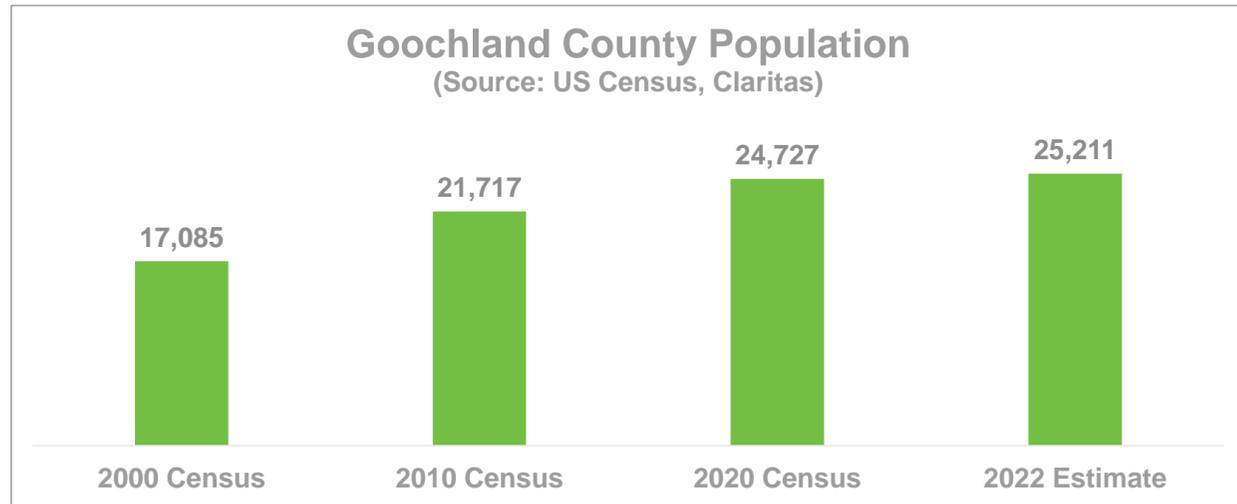
What types of public spaces, activities, and cultural components are needed in Courthouse Village? (Check all that apply)



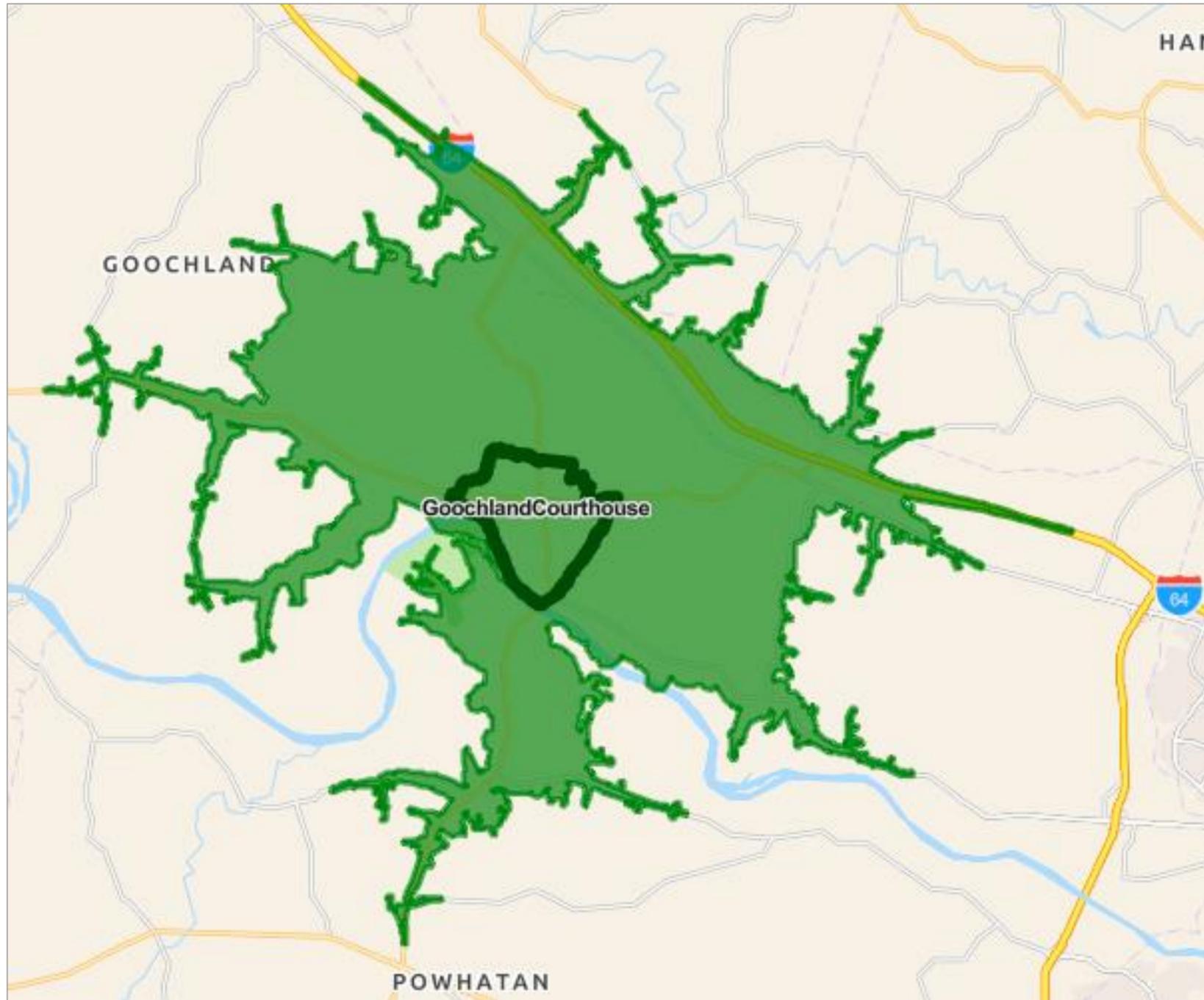
A thick, vibrant green diagonal stripe runs from the top-left towards the bottom-right, separating the white background on the left from a solid green background on the right.

Market Report

Demographics



Courthouse Village Market Area



Courthouse Village Study Area (Dark Green Border) & 15-Minute Drivetime Area (Shaded Green)

Courthouse Village Study

1,799



2022
POPULATION

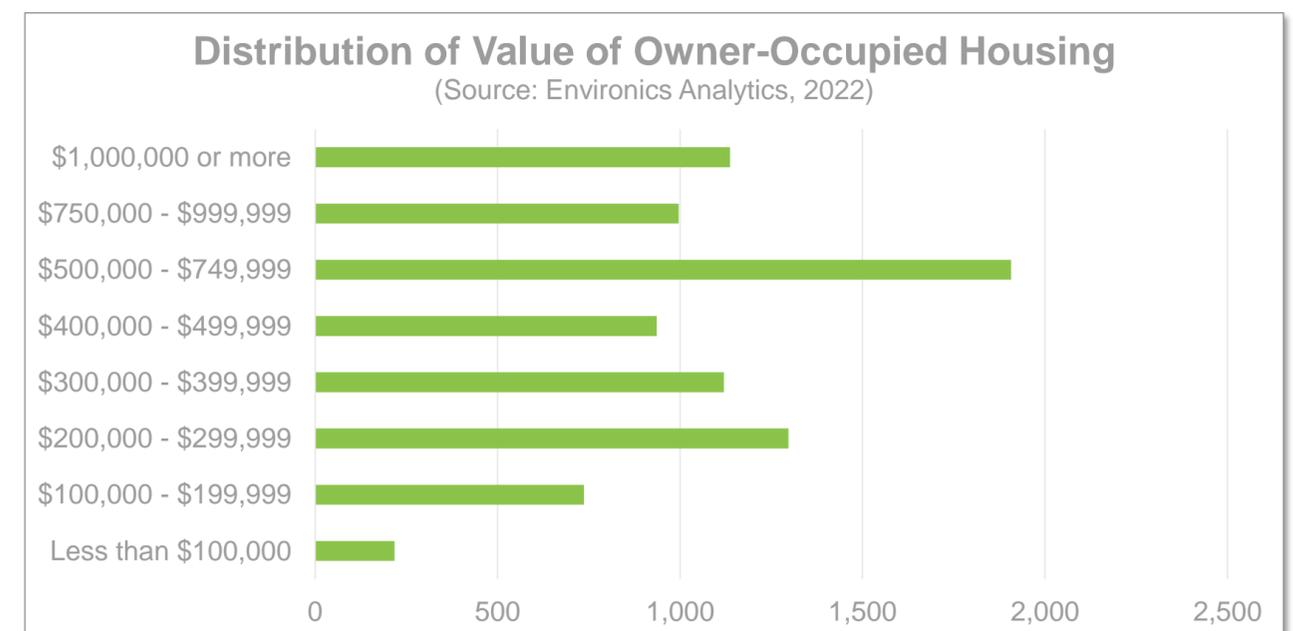
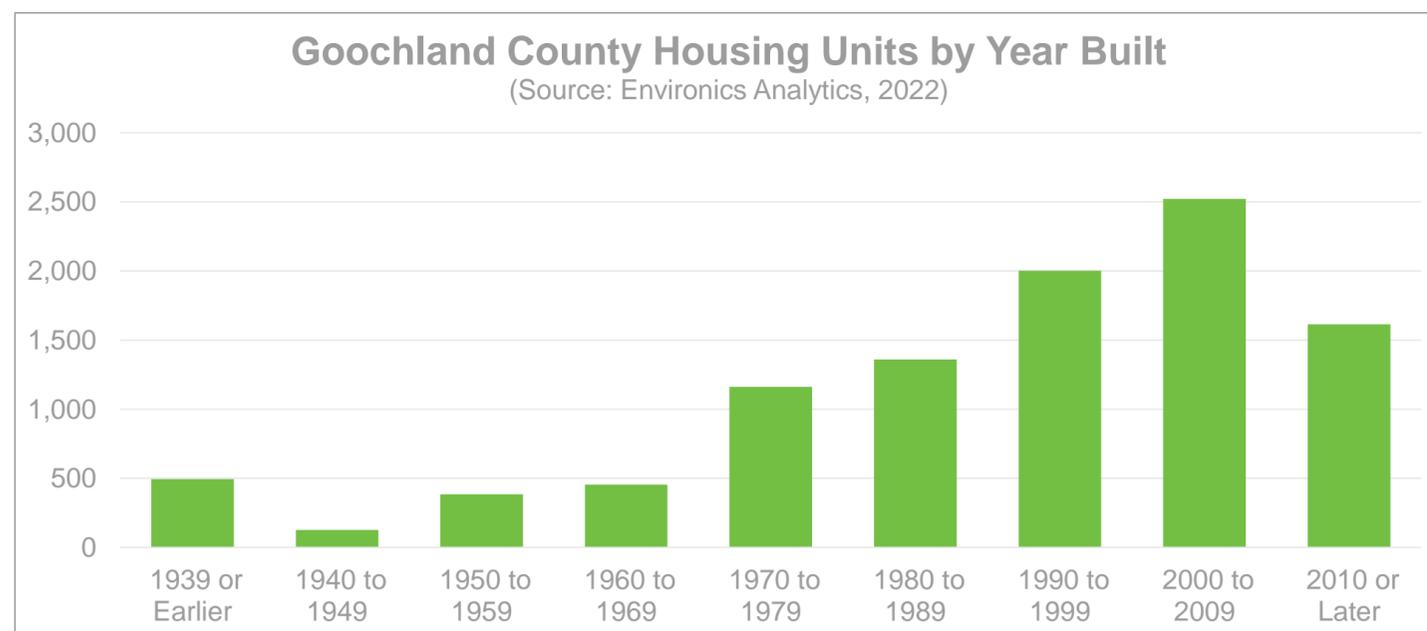
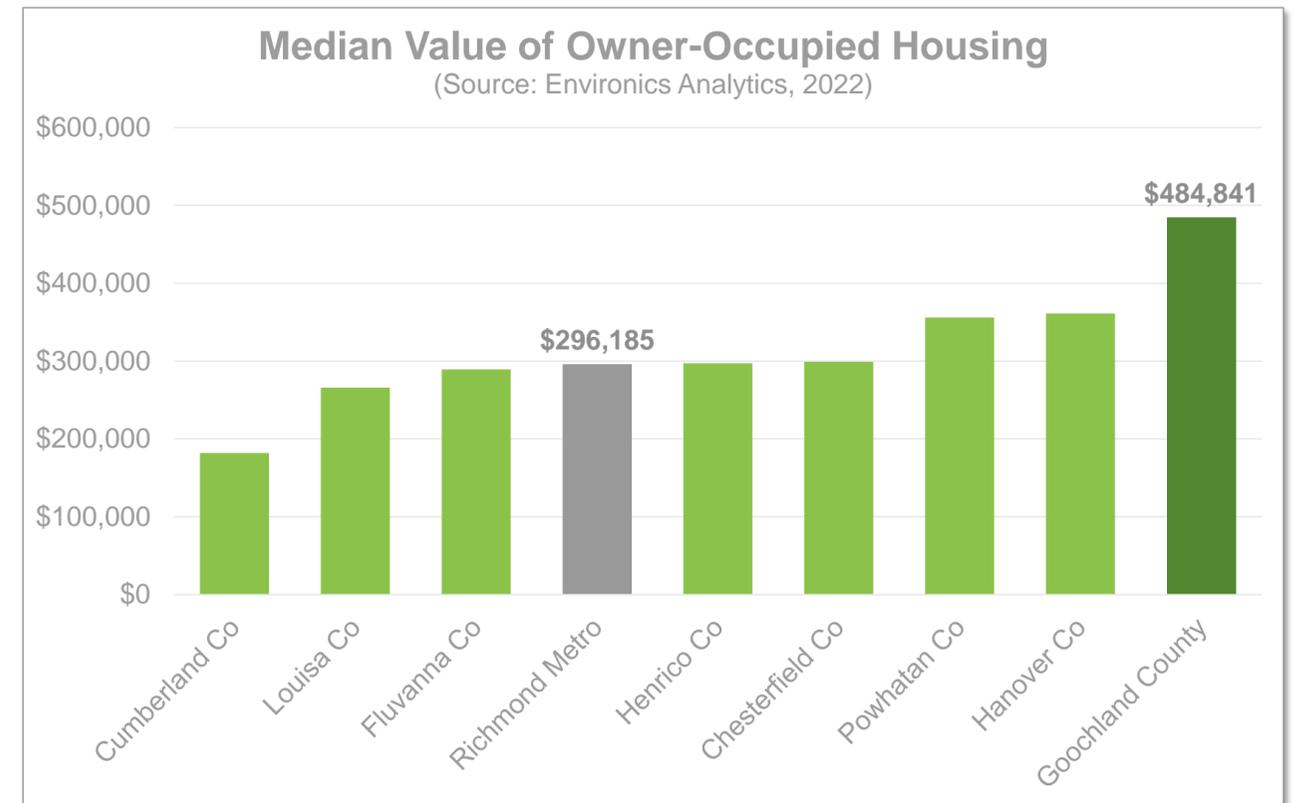
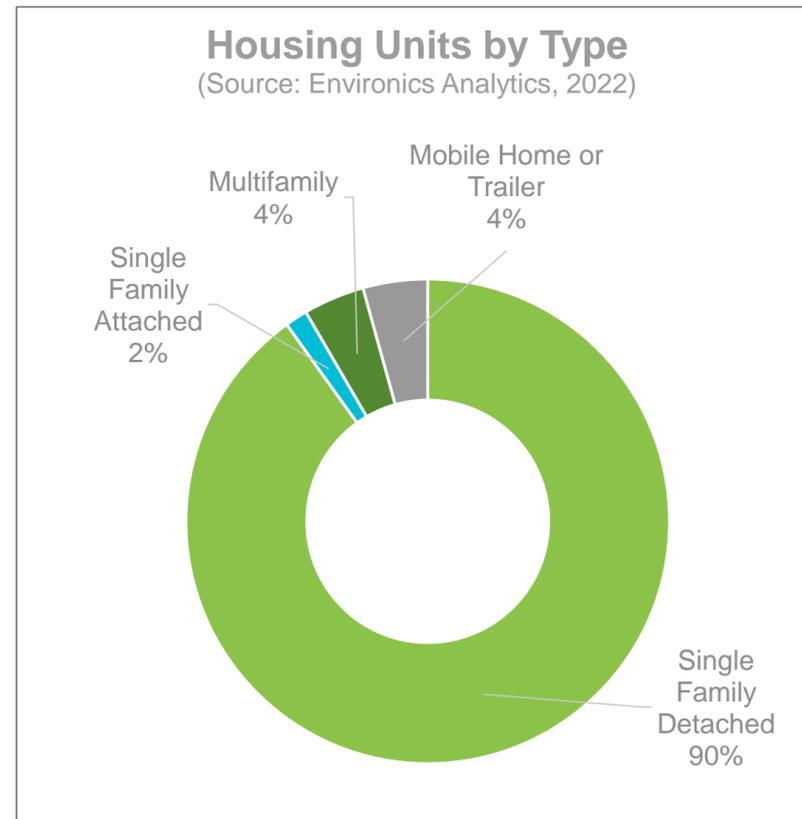
15-Minute Drivetime Area

10,407

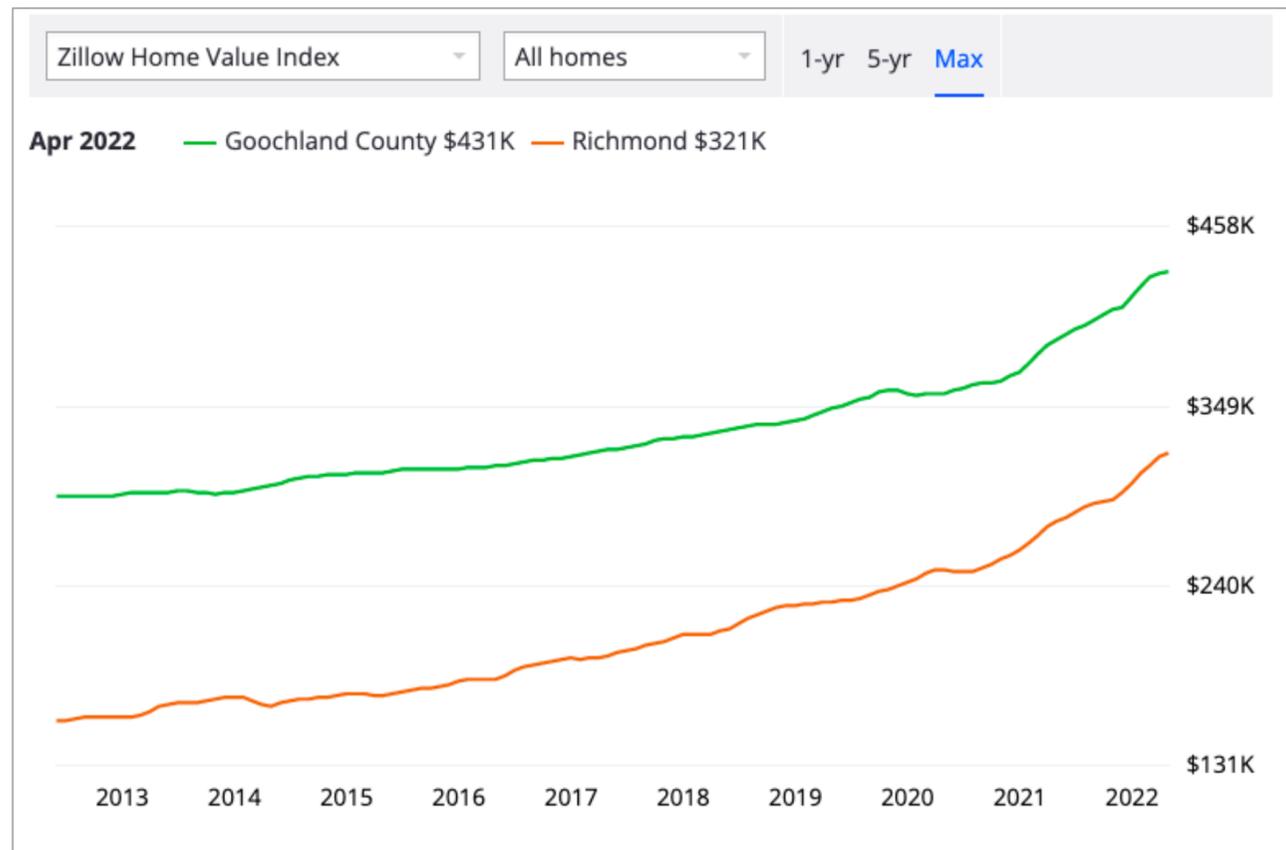


2022
POPULATION

Housing



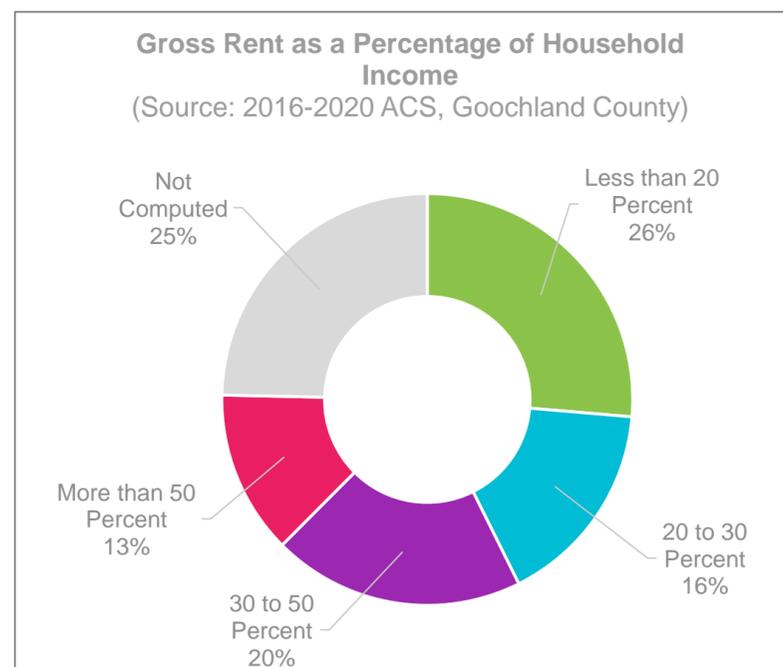
Housing Market



Examples of housing currently on the market in Goochland County (Source: Realtor.com, May 2022)



Retreat at West Creek (top): 1-bedrooms start at \$1,700 and 2-bedrooms start at \$2,100. 2000 West Creek (bottom): 1-bedrooms start at \$1,550 and 2-bedrooms start at \$2,300.



Retail Market

Key Retail Opportunities Based on Existing Demand



Food and Beverage Stores
(\$24.7 million in leakage)



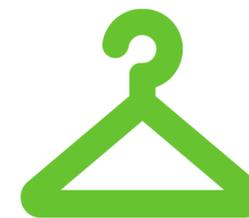
General Merchandise
(\$21.5 million in leakage)



Restaurants
(\$17.3 million in retail leakage)



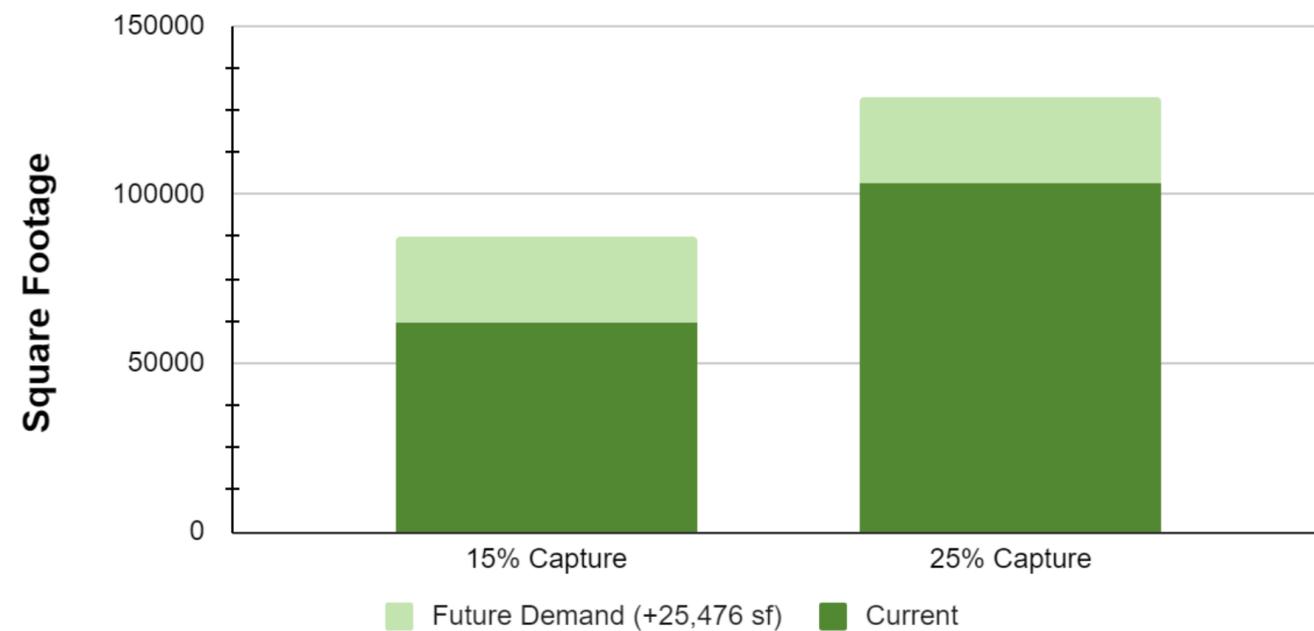
Health & personal care stores
(\$8 million in leakage)



Clothing & accessories stores
(\$6.7 million in leakage)

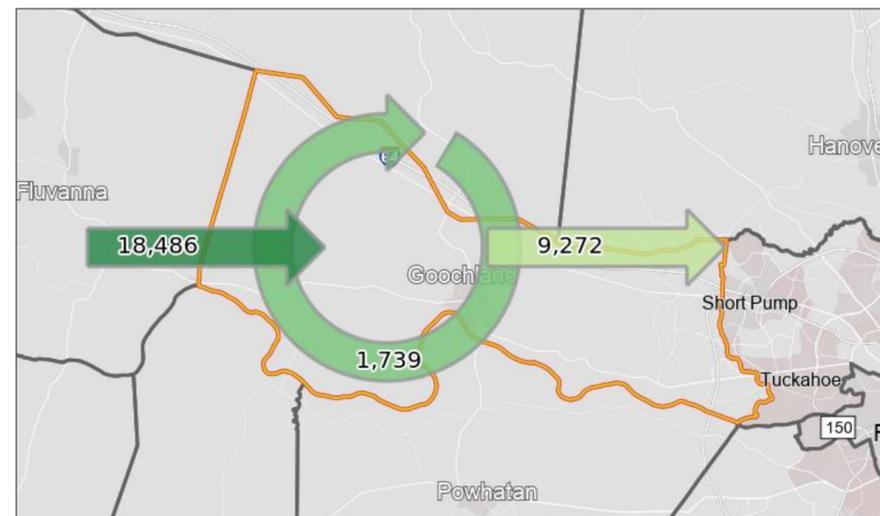
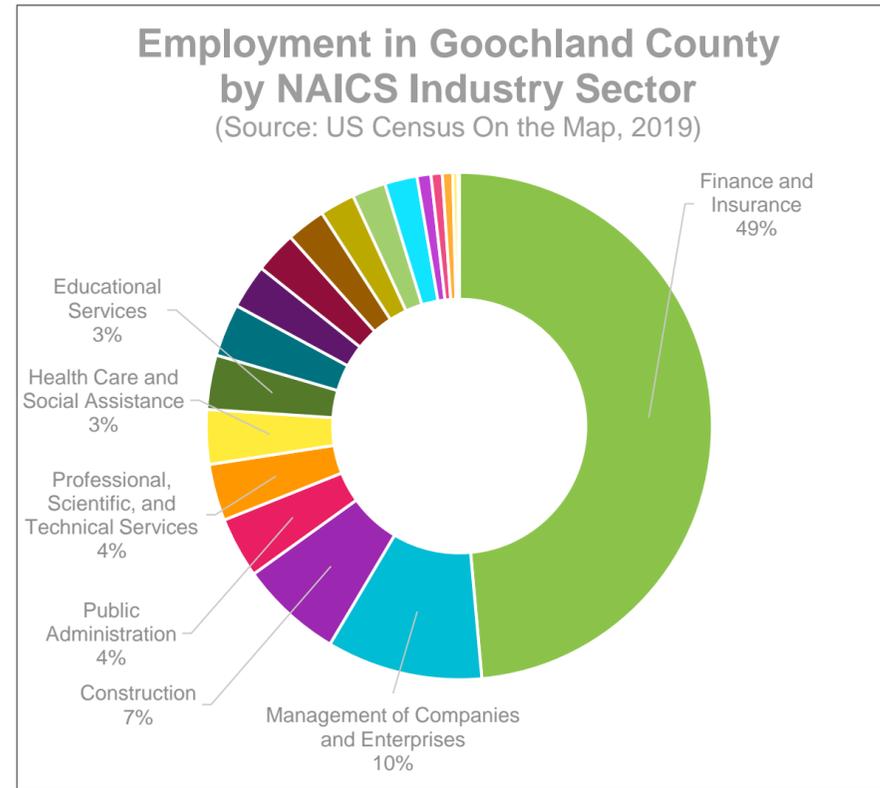
Current and Future Total

Assuming 30% of All Future Village Growth

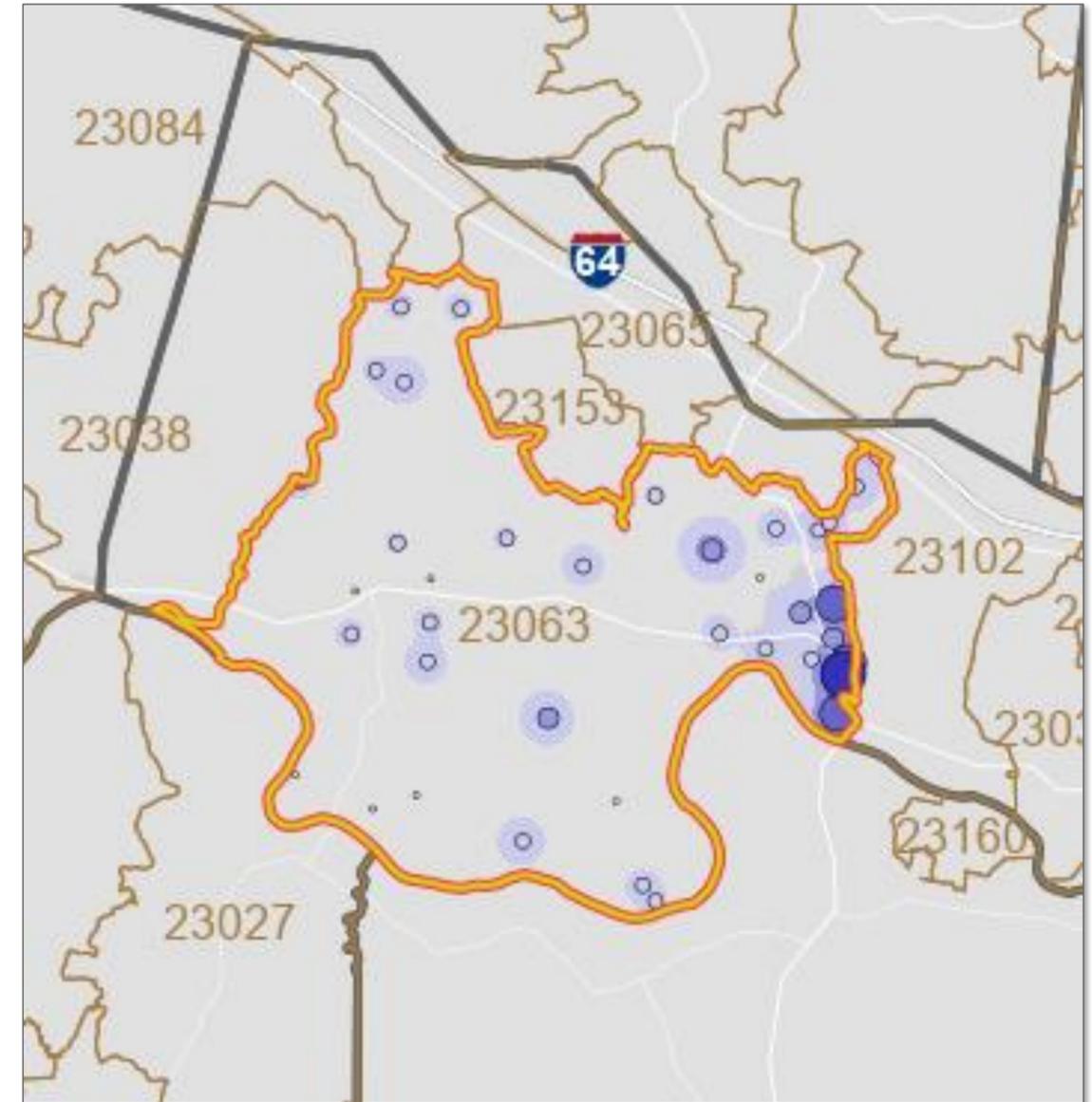


Square Feet of Retail Opportunity for Courthouse Village Generated by Demand from Future Residents (light green) and by Capturing Existing Retail Leakage (dark green)

Employment



Inflow and Outflow of Jobs in Goochland County
(Source: US Census On the Map, 2019)



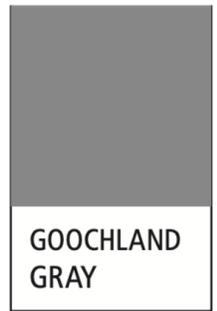
Locations of employment in the 23063 Goochland zip code
(Source: US Census On the Map, 2019)

Branding

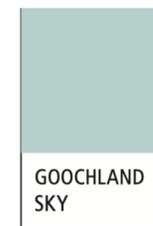
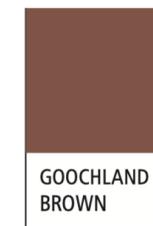
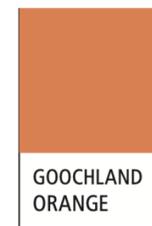
Existing County Brand



Primary Brand Colors



Secondary Brand Colors



Primary Typeface

Arrow Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

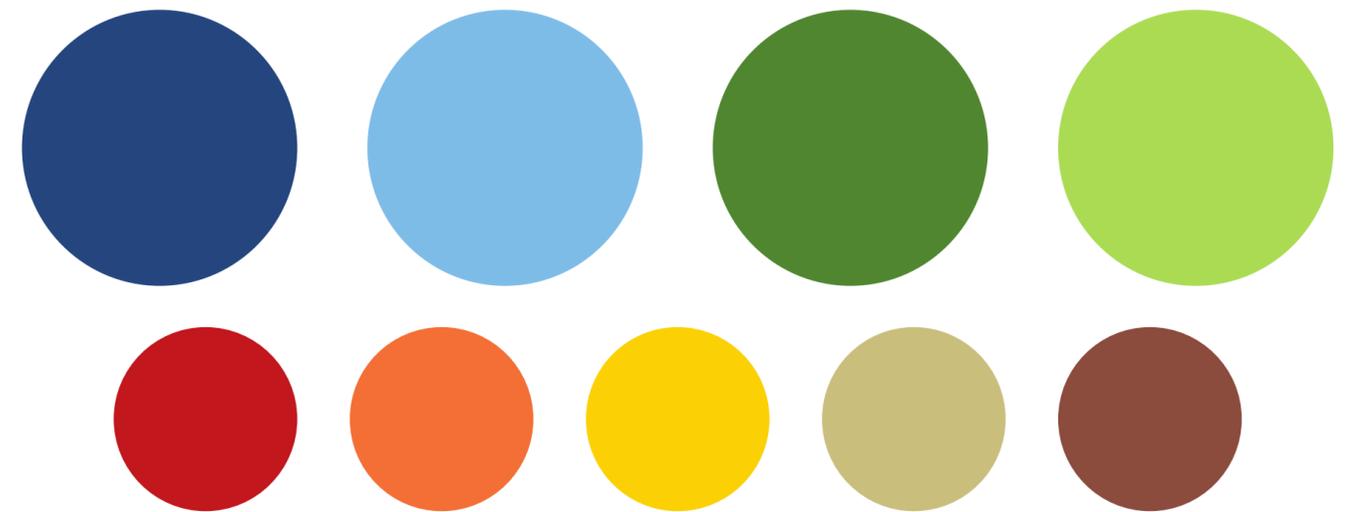
Accent Typefaces

Franklin Gothic Book

Arial Regular

Village Branding

- Samples color palette from County.
- Use typefaces from existing system, with complementary typefaces for expandability
- Respect the distinctive circular shape of the existing brand
- Build logo that fits into County system, while creating distinct & Unique look for the Village
- Destination-based logo
- Iconic



Primary

Causten Extra Bold
Causten Bold
Causten Medium

Secondary

Kinescope Regular

Accent

Arrow Extra Bold

Market Position – Courthouse Village

Courthouse Village

- Is an authentic small-town, quaint community
- Has unique history on display by the historic courthouse & architecture
- Has great access to the James River, one of this country's most historic waterways.
- Is the center of government, education and activity of the County.
- Is the heart and soul of Goochland County and the place for ALL of Goochland residents to come together to gather, celebrate, learn, and be active

Courthouse Village is the Heart of Goochland



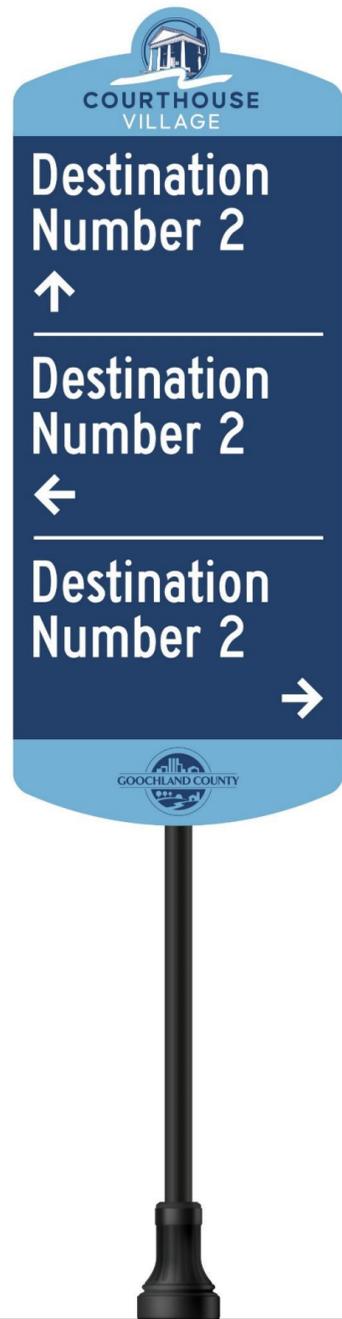
COURTHOUSE VILLAGE

The Heart of Goochland

Single Color Variations



Signage Concepts



Extension



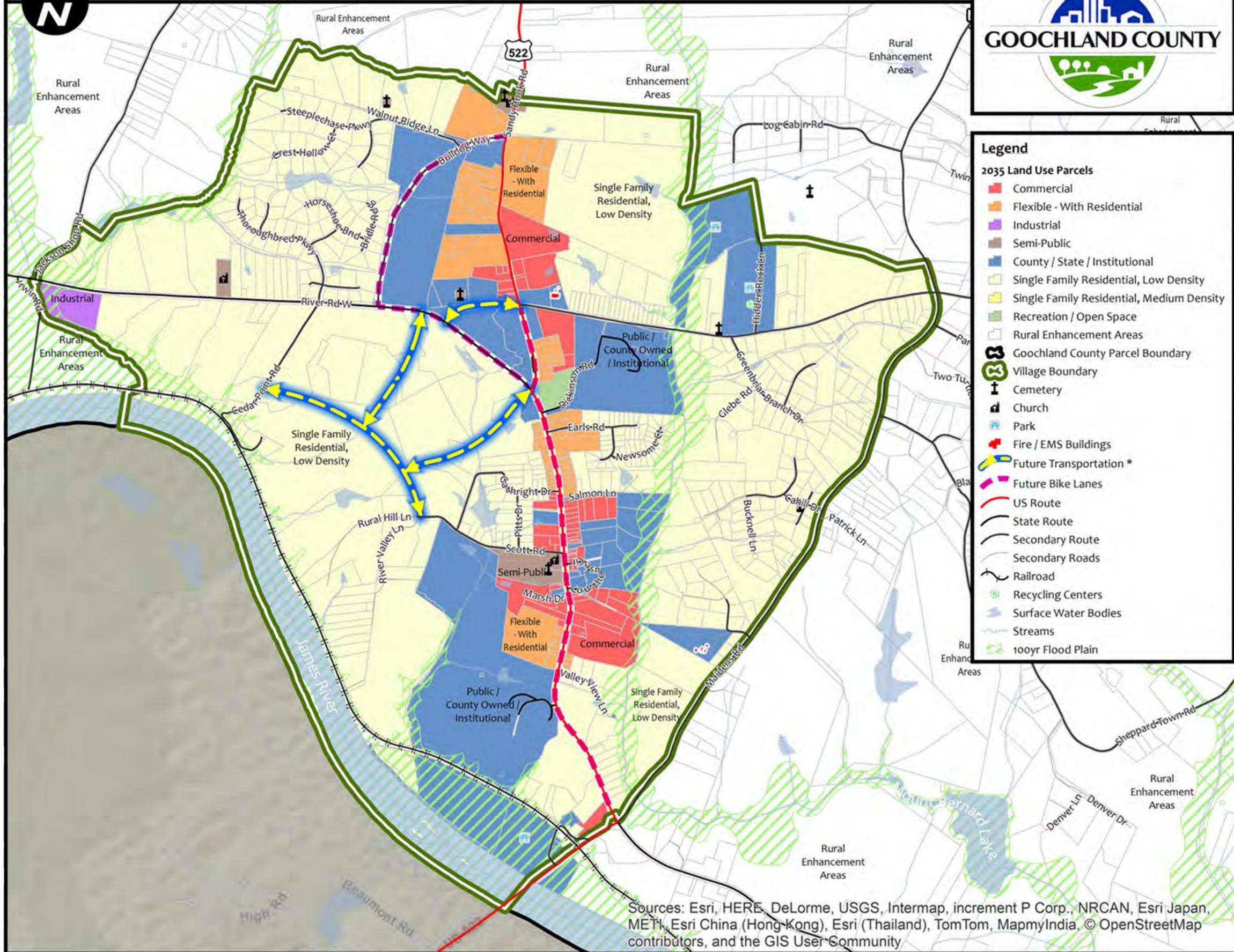
Extension



A thick, vibrant green diagonal stripe runs from the top-left towards the bottom-right, separating the white background on the left from a solid green background on the right.

Visual and Spatial Character

2035 Comp Plan Map - 2 - Land Use - Courthouse Village



Legend

2035 Land Use Parcels

- Commercial
- Flexible - With Residential
- Industrial
- Semi-Public
- County / State / Institutional
- Single Family Residential, Low Density
- Single Family Residential, Medium Density
- Recreation / Open Space
- Rural Enhancement Areas

Other Features:

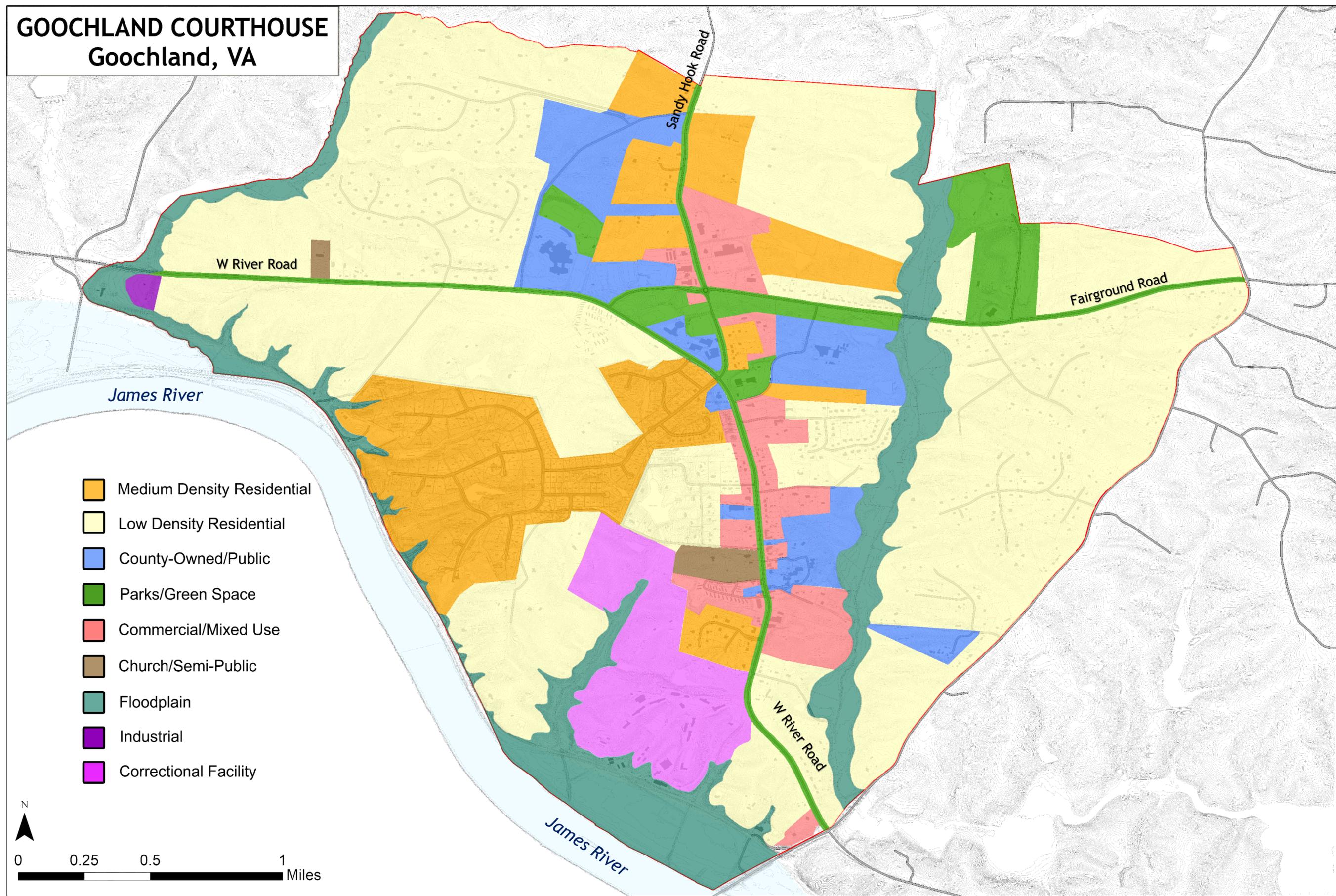
- Goochland County Parcel Boundary
- Village Boundary
- Cemetery
- Church
- Park
- Fire / EMS Buildings
- Future Transportation *
- Future Bike Lanes
- US Route
- State Route
- Secondary Route
- Secondary Roads
- Railroad
- Recycling Centers
- Surface Water Bodies
- Streams
- 100yr Flood Plain

Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

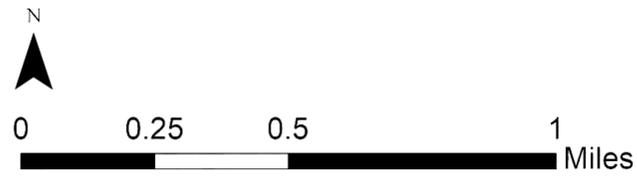




GOOCHLAND COURTHOUSE Goochland, VA



- Medium Density Residential
- Low Density Residential
- County-Owned/Public
- Parks/Green Space
- Commercial/Mixed Use
- Church/Semi-Public
- Floodplain
- Industrial
- Correctional Facility

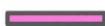


GOOCHLAND COURTHOUSE

Goochland, VA

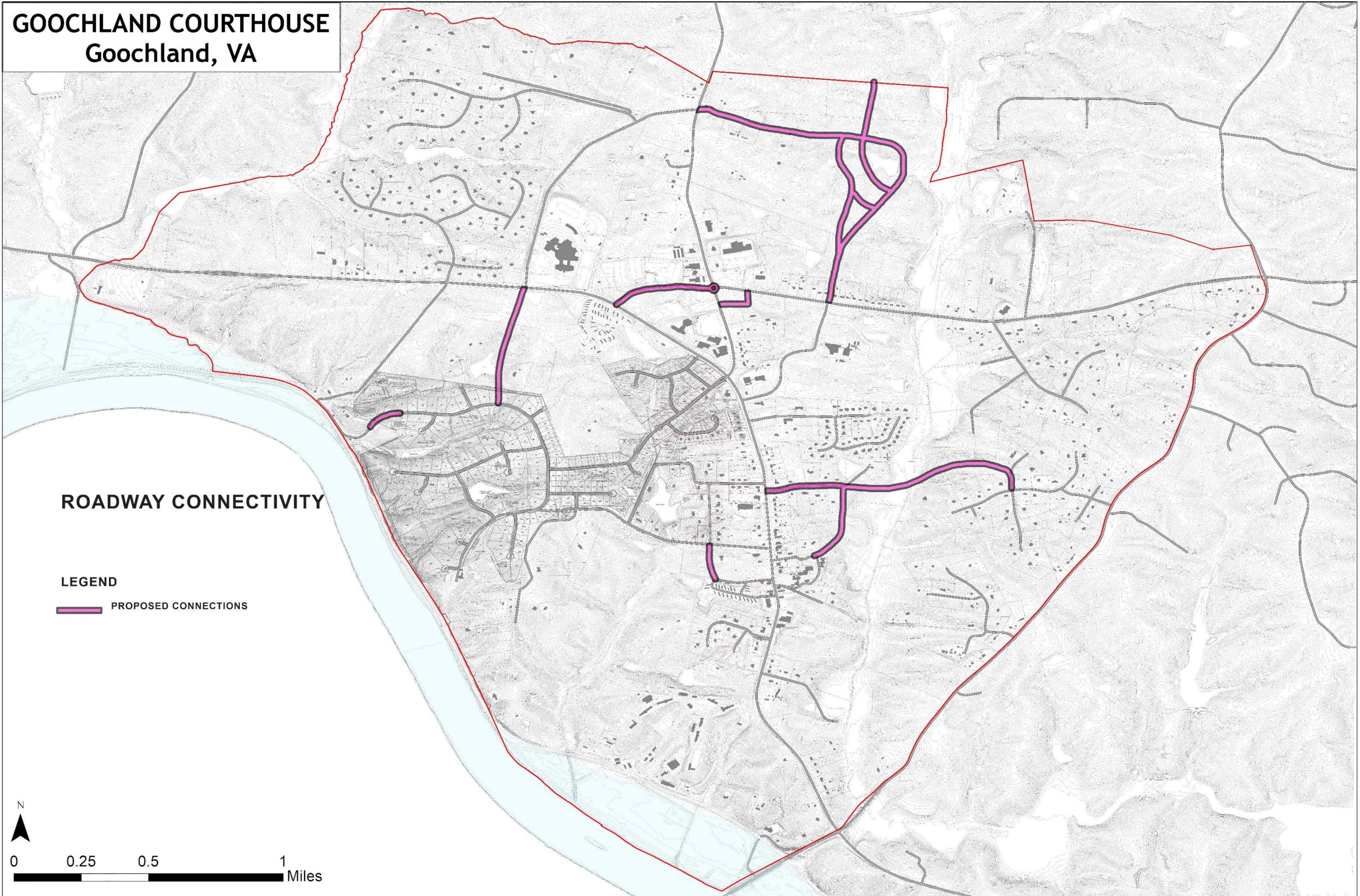
ROADWAY CONNECTIVITY

LEGEND

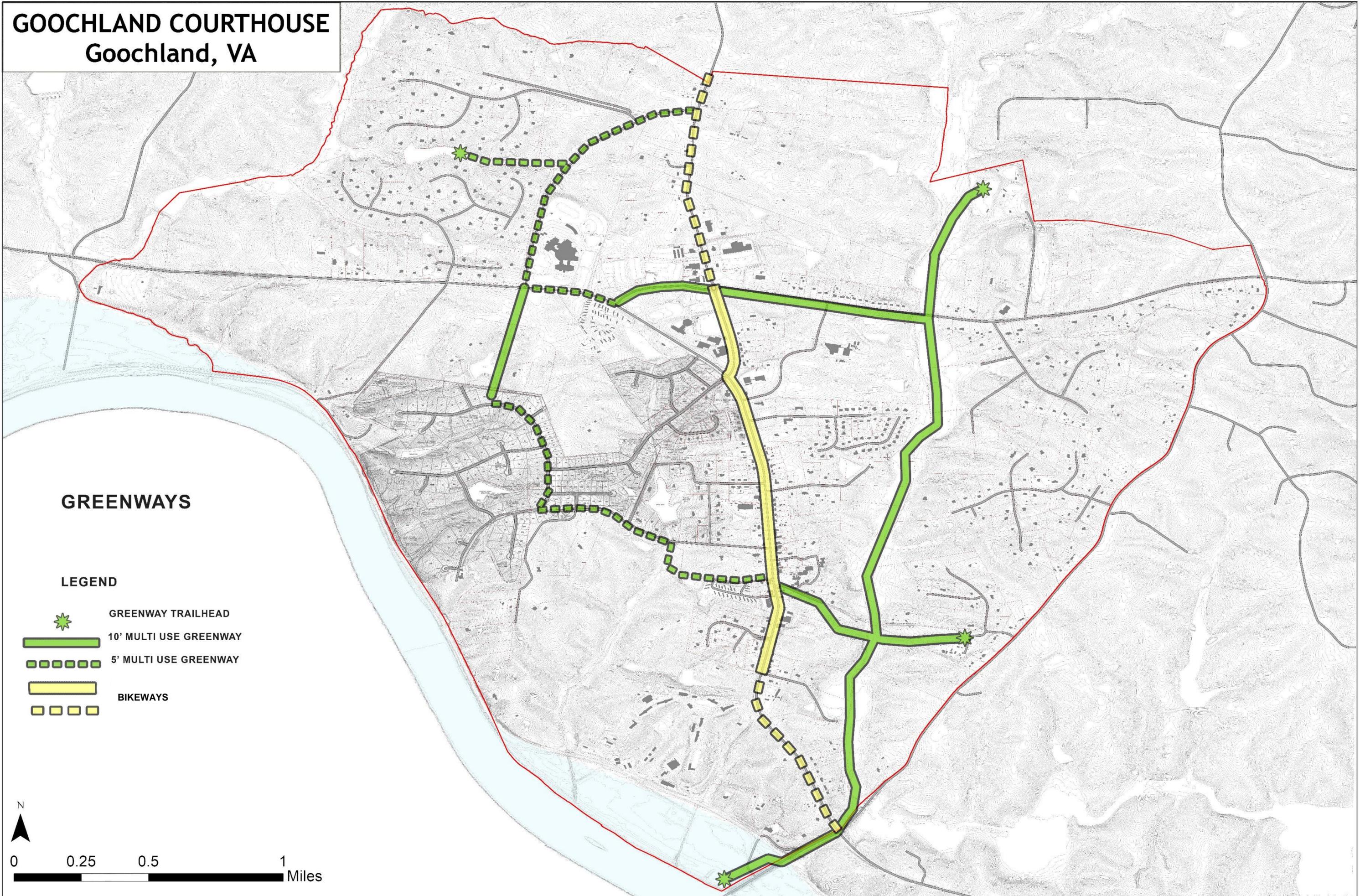
 PROPOSED CONNECTIONS



0 0.25 0.5 1 Miles



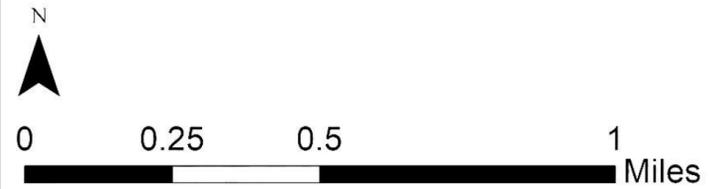
GOOCHLAND COURTHOUSE Goochland, VA



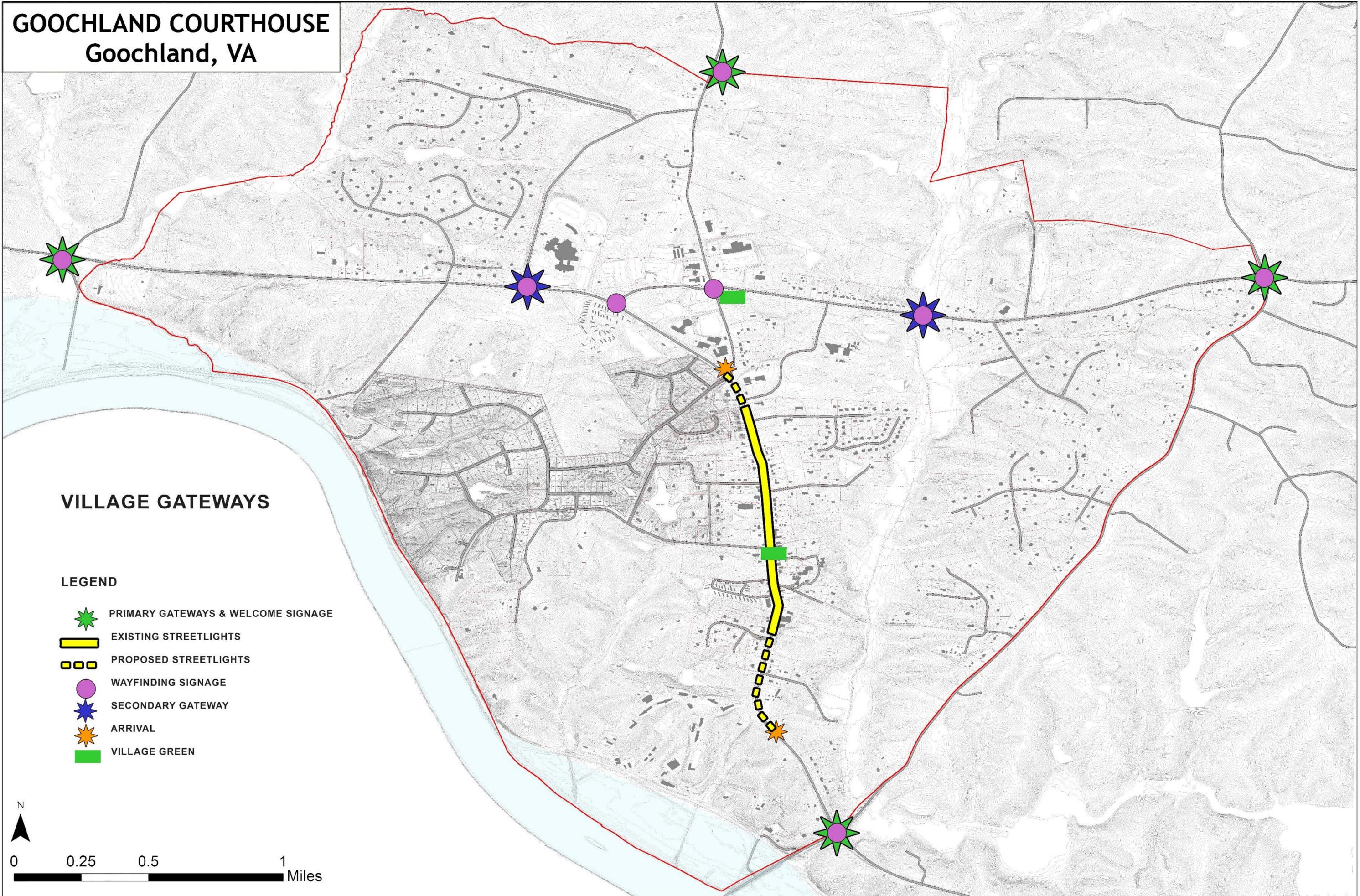
GREENWAYS

LEGEND

-  GREENWAY TRAILHEAD
-  10' MULTI USE GREENWAY
-  5' MULTI USE GREENWAY
-  BIKEWAYS
- 



GOOCHLAND COURTHOUSE Goochland, VA



VILLAGE GATEWAYS

LEGEND

-  PRIMARY GATEWAYS & WELCOME SIGNAGE
-  EXISTING STREETLIGHTS
-  PROPOSED STREETLIGHTS
-  WAYFINDING SIGNAGE
-  SECONDARY GATEWAY
-  ARRIVAL
-  VILLAGE GREEN





**CONCEPT FOR DISCUSSION
NOT A PROPOSAL**

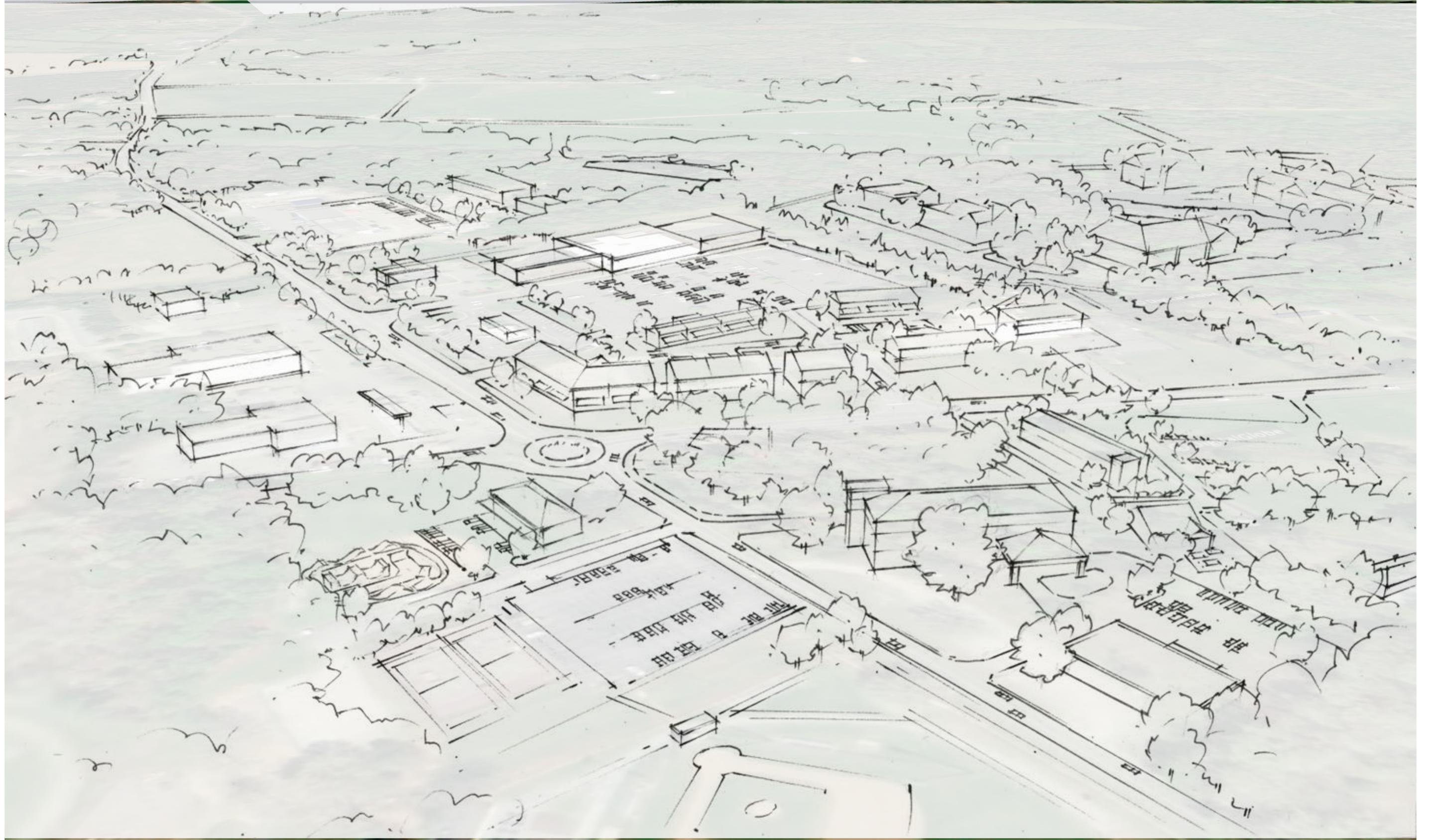


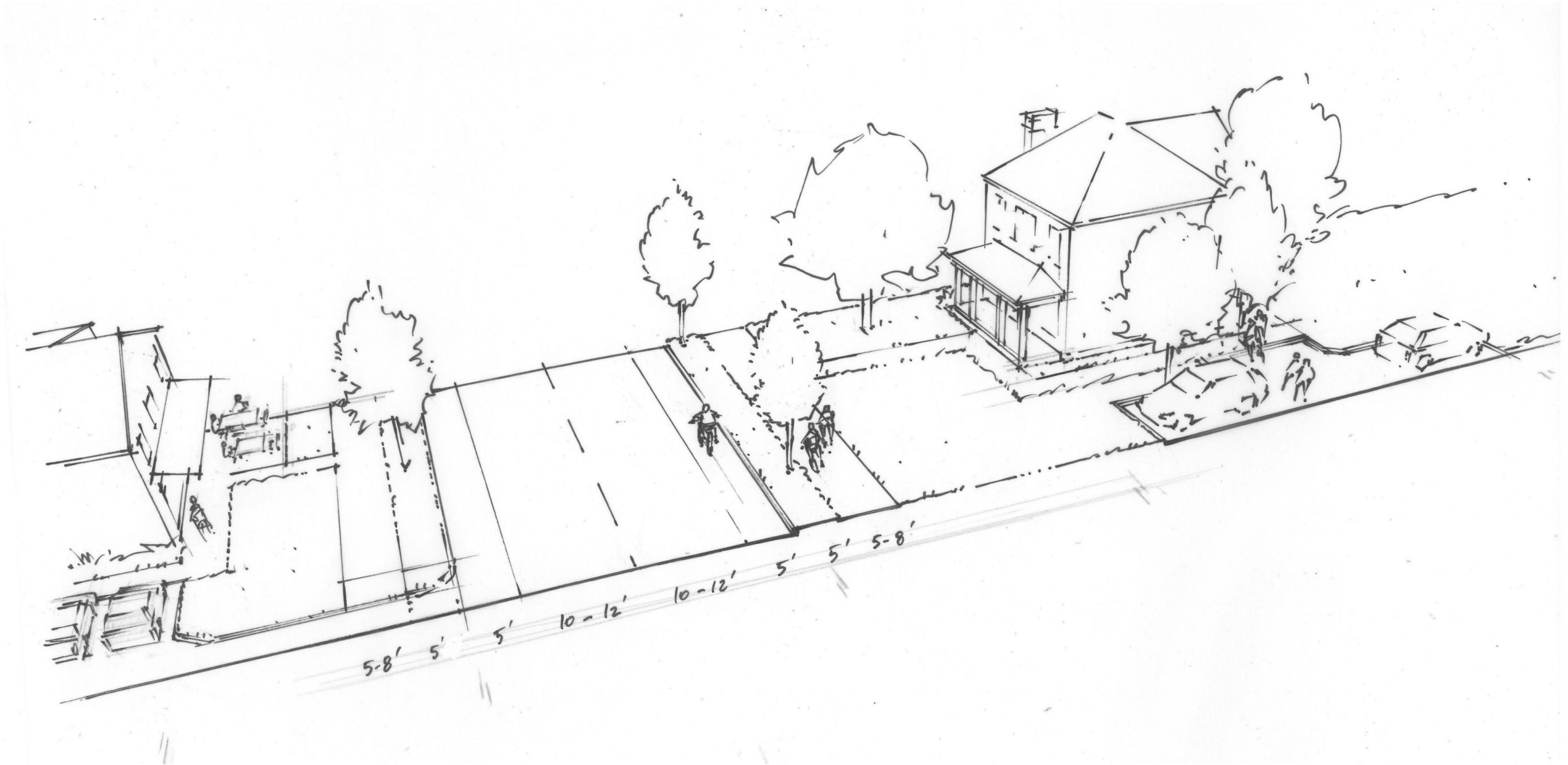




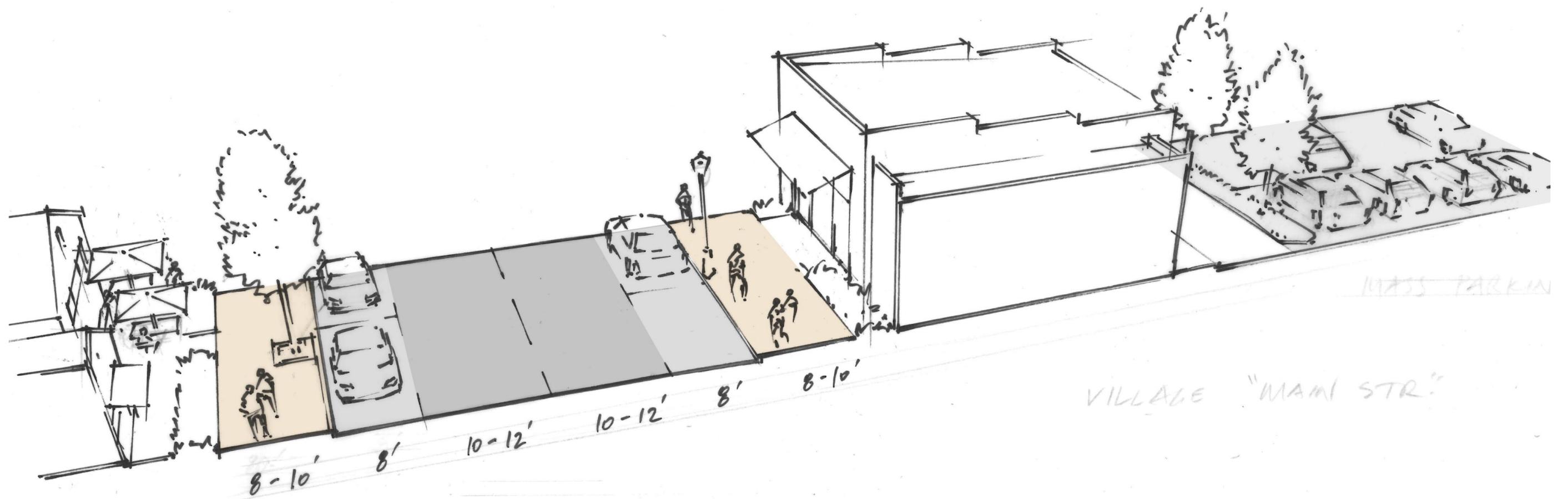


CONCEPT FOR DISCUSSION - NOT A PROPOSAL

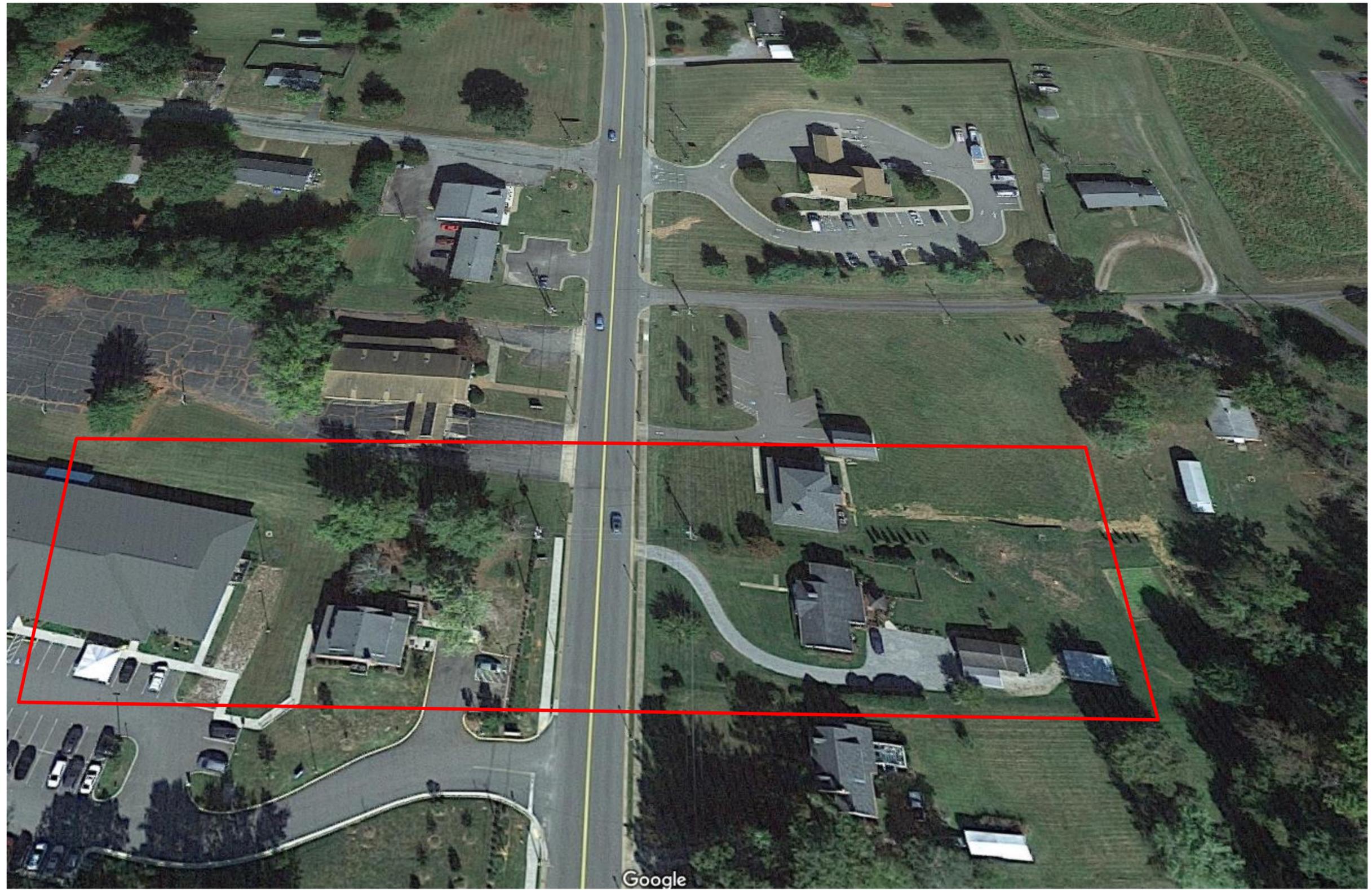


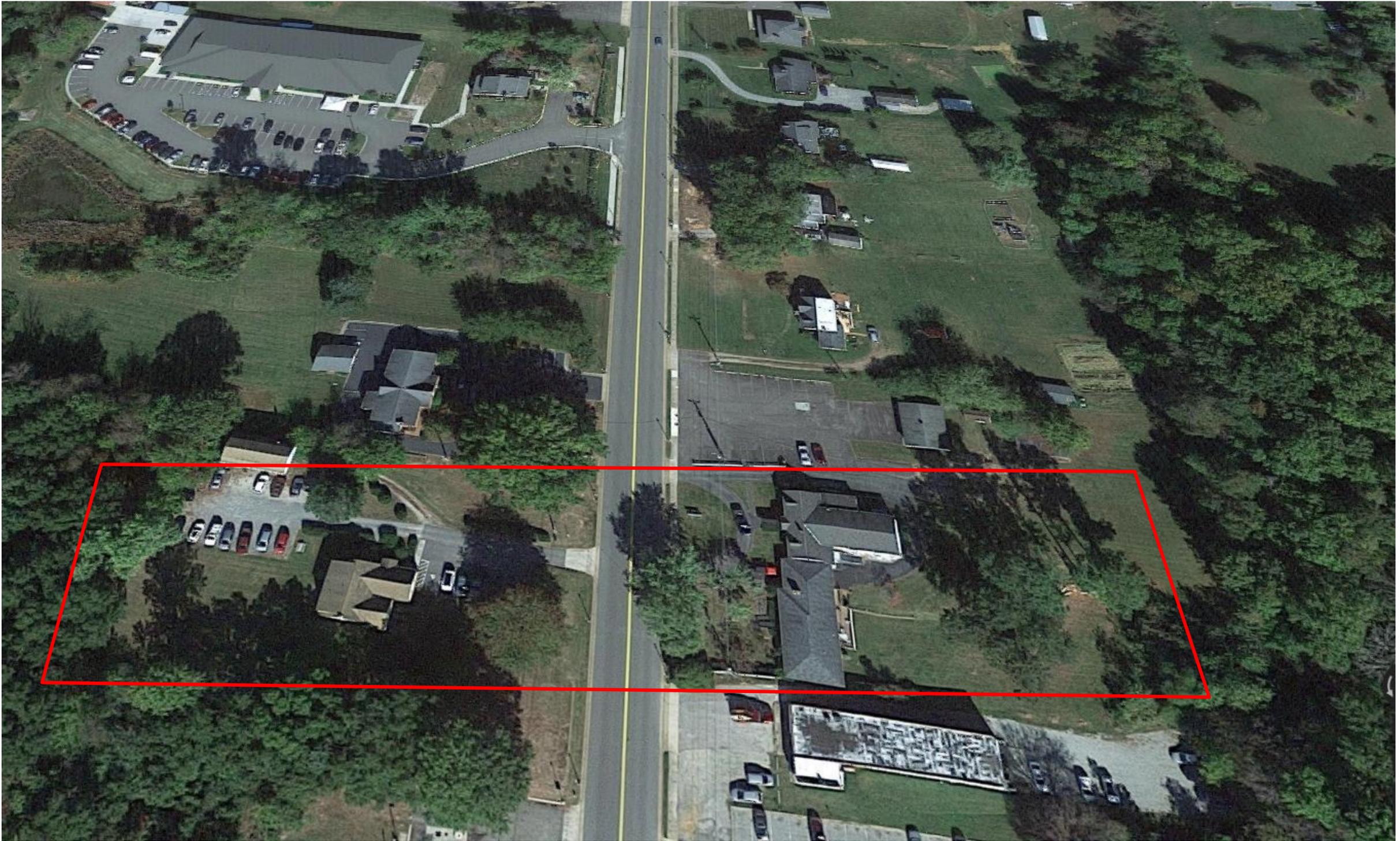


Village Roadway Sections

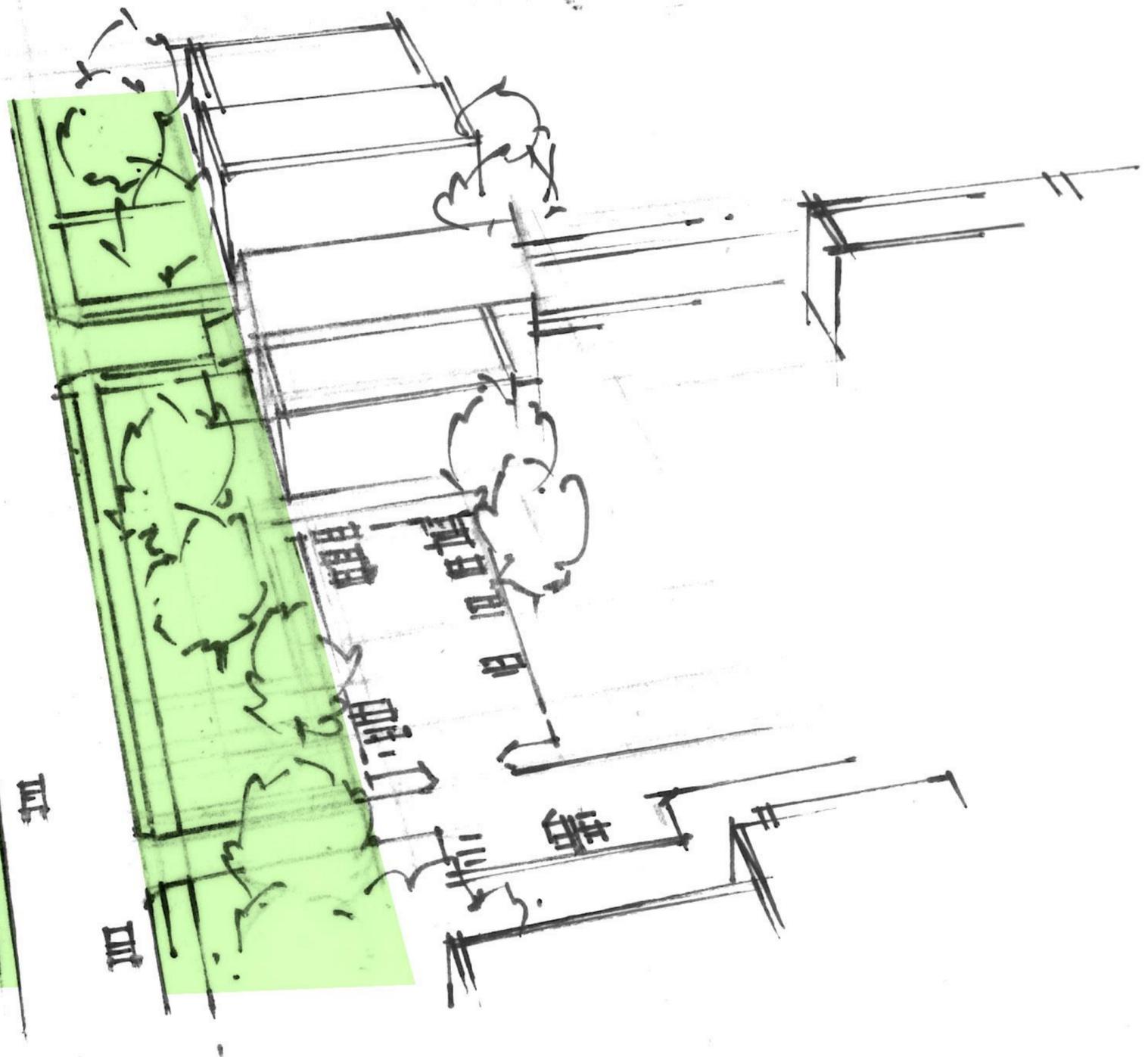


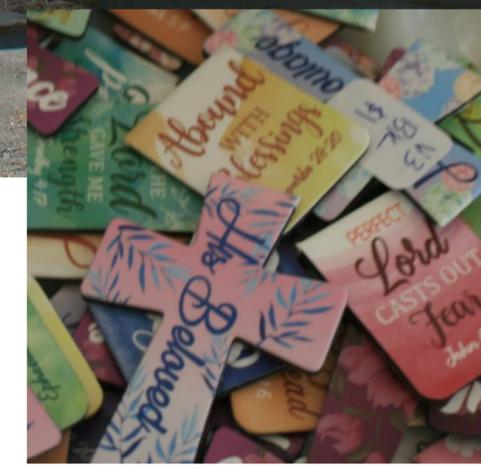


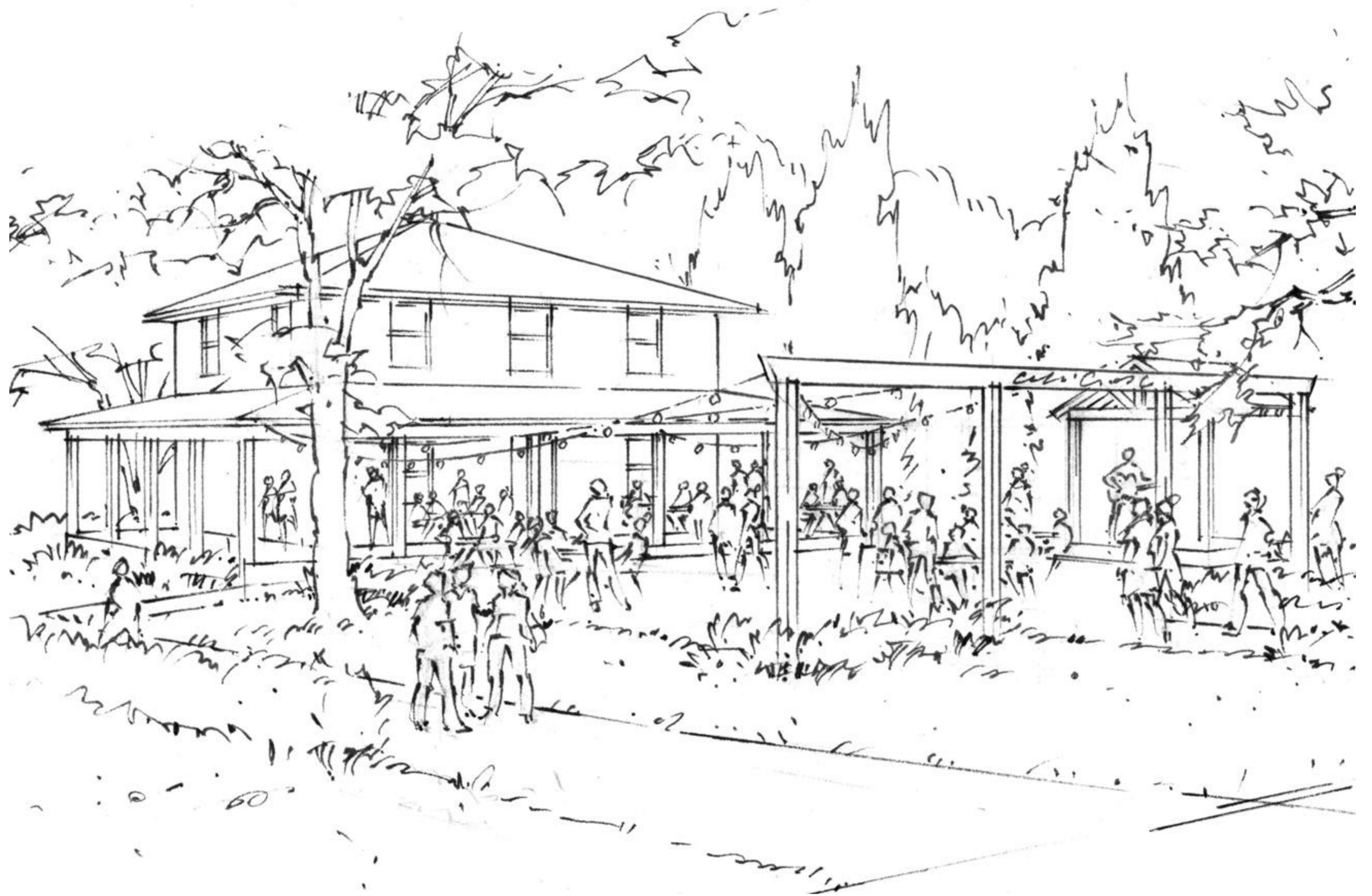




















SMALL
STREET
TREES

INFILL
COMMERCIAL

ON ST.
PARKING

ROAD
DIET

COSTA



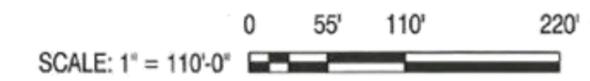
- HISTORIC BUILDINGS TO REMAIN FOR USE AS DISPLAY OR MEETING SPACES
- ALL SHERIFF FUNCTIONS EXCEPT HOLDING MOVE TO BUILDING "G". SUFFICIENT FOR 5 YR GROWTH.
- ADDITION NEEDED TO SUPPORT SHERIFF GROWTH OUT TO 30 YRS
- CURRENT ECC/EOC BUILDING
- CURRENT ECC/EOC BUILDING EXTERIOR SUPPORT SPACE
- NEW ASSET SUPPORT BUILDING
- BUILDINGS TO BE RENOVATED FOR FIRE RESCUE / TRAINING
- NEW 3 STORY COMBINED COURT BUILDING FOR ALL COURT, CLERK, ATTORNEY AND PROBATION SPACES, AS WELL AS SHERIFF'S HOLDING
- AREA AVAILABLE FOR PUBLIC PARKING
- AREA AVAILABLE FOR SECURE PARKING
- SECURE PERIMETER
- PROPERTY LINE



OPTION
A

GOOCHLAND COUNTY COURTS COMPLEX SITE PLAN

SCALE: 1"=110'-0"



Project: 17056
DRAWING
1 OF 1
of
Date: 11.10.2017

GOOCHLAND COUNTY COURTS COMPLEX
GOOCHLAND, VIRGINIA

SITE PLAN

HBA ARCHITECTURE & INTERIOR DESIGN, INC.
VIRGINIA BEACH, VIRGINIA 23462
PHONE 757-480-8048 FAX 757-480-7081
ONE COLUMBUS CENTER SUITE 1000
GOOCHLAND, VIRGINIA



GOOCHLAND COUNTY COURTS COMPLEX SITE PLAN
 SCALE: 1" = 110'-0"

*ROAD DIET
 - REINFORCES THE TOWN "SQUARE" ACROSS STREET*

Cemetery

ON STREET PARKING

PARKING?

COURTHOUSE PARK

PROPOSED INFILL

OPTION

STREET TREES

*OPPORTUNITY TO BUY?
 - BED + BREAKFAST
 - HOMEPLACE RESTAURANT*



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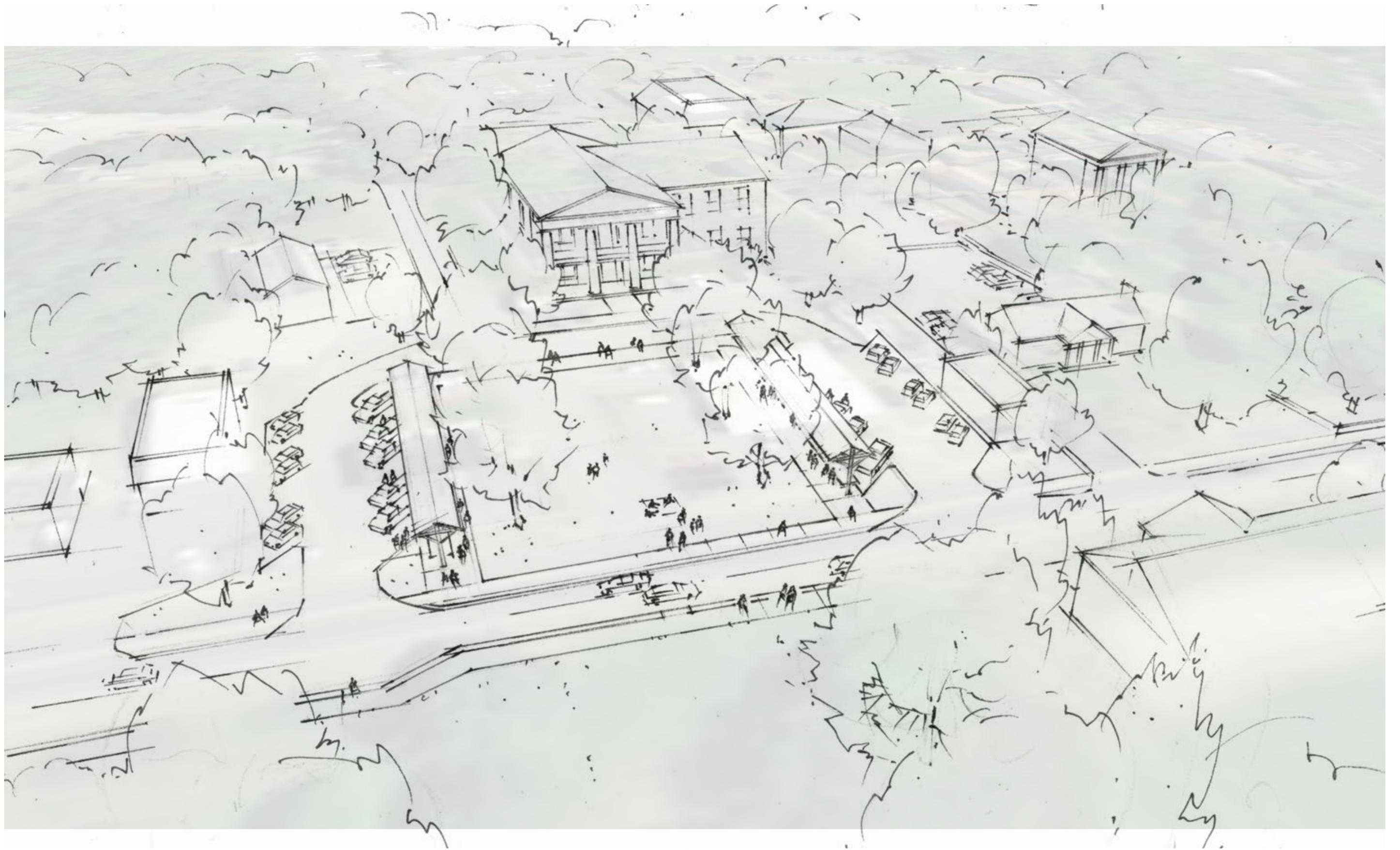


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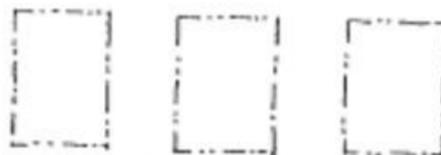




ACCESS TO ADJACENT
JSRCC AREAS FOR
OUTDOOR ACTIVITIES

OPEN FIELD

WOODED AREA



PROPOSED SOCCER FIELDS
BY QUICCS

MASTER PLAN IS BASED
UPON PROVISION OF EASEMENTS
AND RIGHT OF WAYS BY J.S.R.C.C.
AND V.D.O.T. FOR THE FOLLOWING:

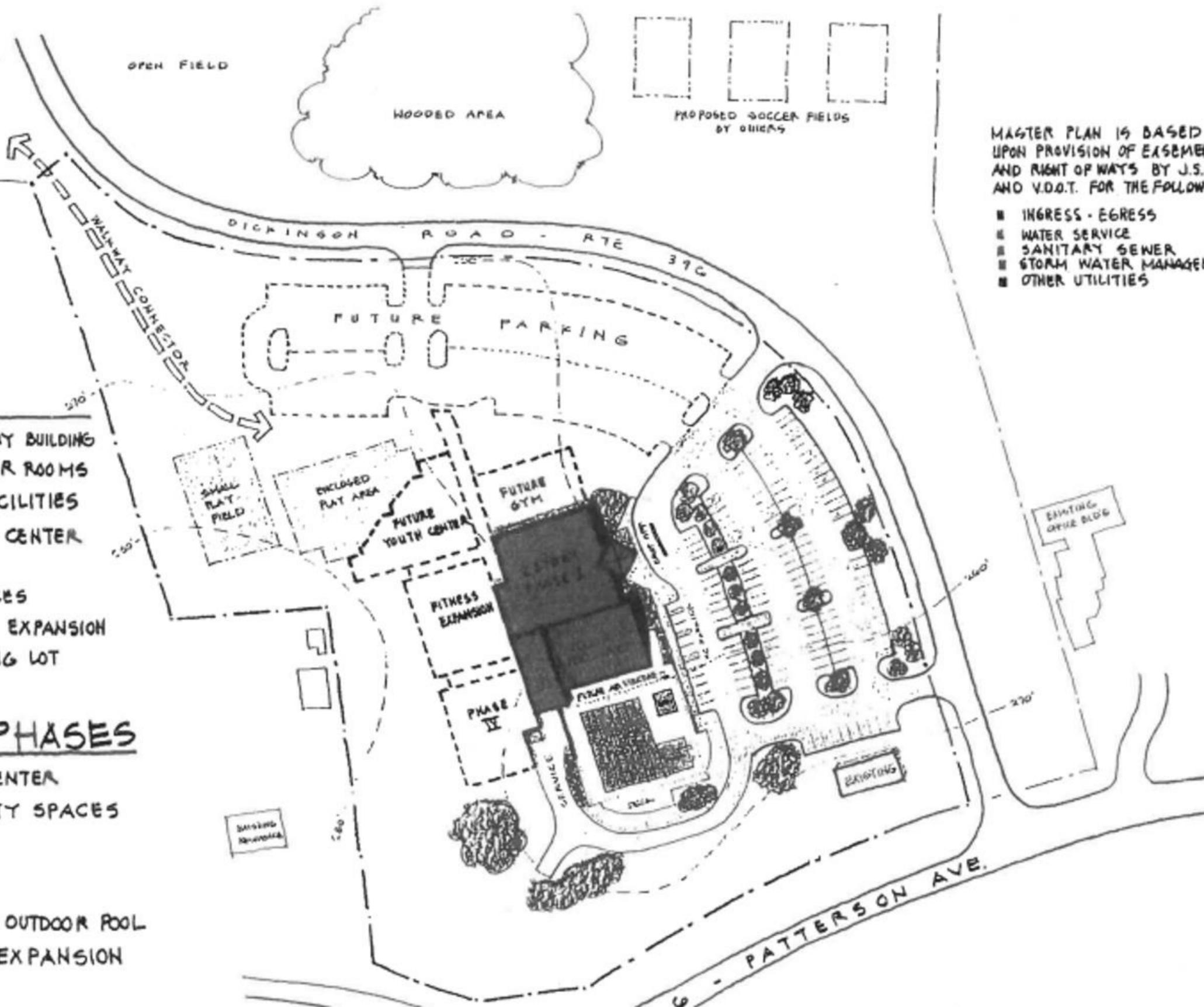
- INGRESS - EGRESS
- WATER SERVICE
- SANITARY SEWER
- STORM WATER MANAGEMENT
- OTHER UTILITIES

PHASE I

- 20,000 - 24,000 SF, 2 STORY BUILDING
- INDOOR POOL & LOCKER ROOMS
- COMMUNITY - M.P. FACILITIES
- FITNESS - WELLNESS CENTER
- AEROBICS STUDIO
- CHILD WATCH SERVICES
- SUPPORT FOR FUTURE EXPANSION
- 130 - 140 CAR PARKING LOT
- OUTDOOR POOL

FUTURE PHASES

- YOUTH & TEEN CENTER
- SOCIAL - COMMUNITY SPACES
- ADVENTURE GYM
- YOUTH LOCKERS
- AIR STRUCTURE OVER OUTDOOR POOL
- FITNESS CENTER EXPANSION

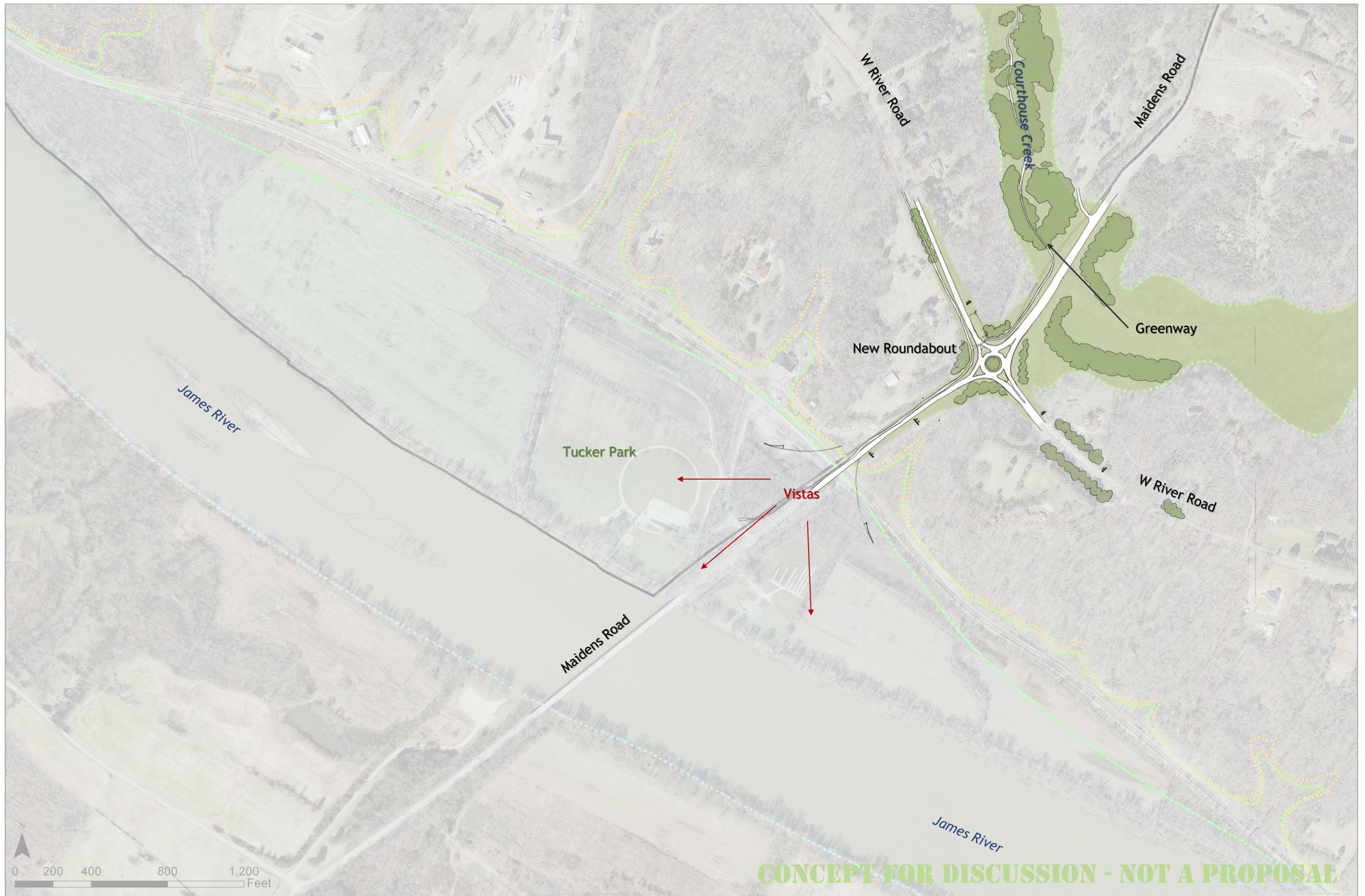




CONCEPT FOR DISCUSSION - NOT A PROPOSAL







CONCEPT FOR DISCUSSION - NOT A PROPOSAL



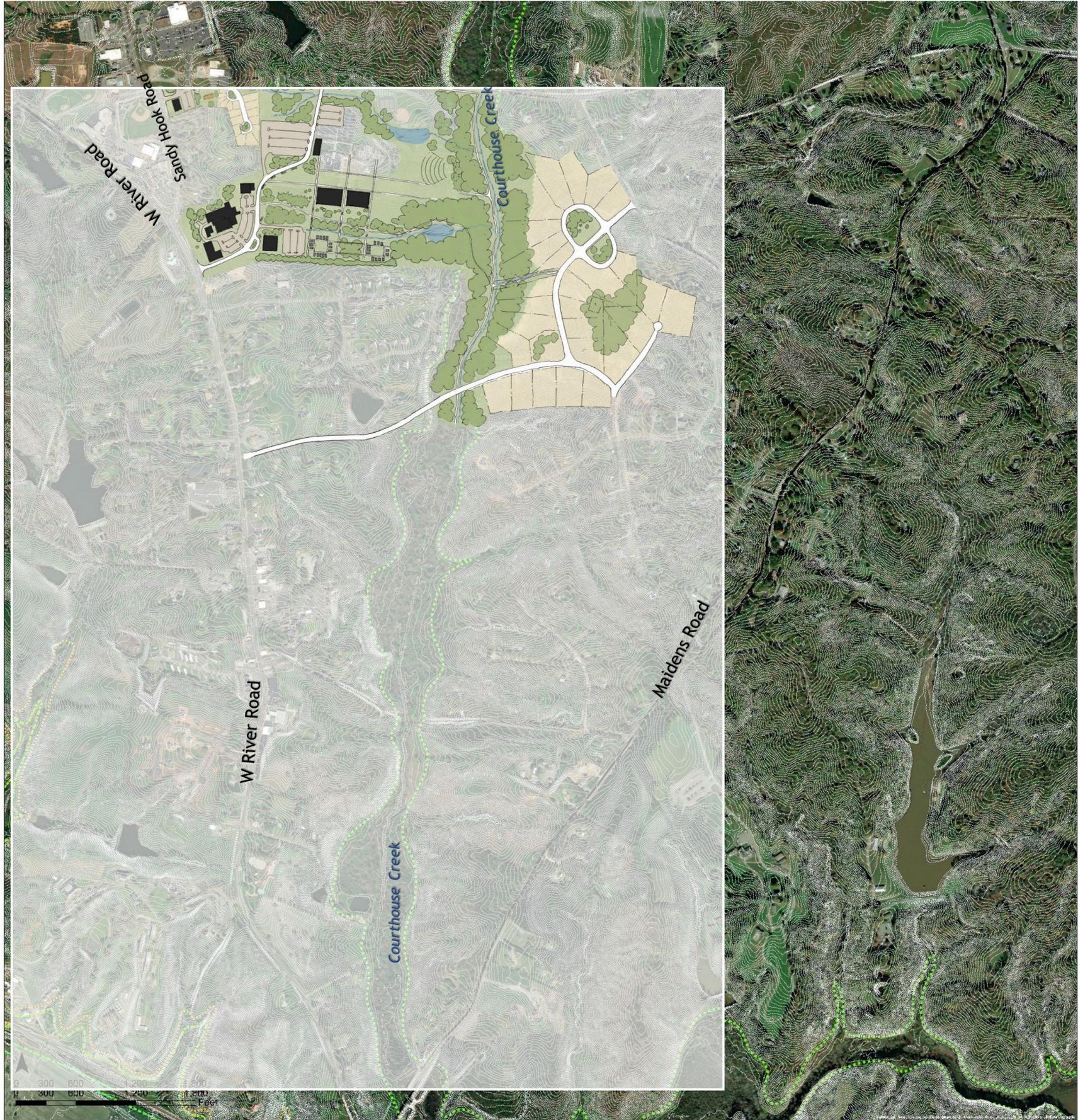


CONCEPT FOR DISCUSSION - NOT A PROPOSAL

Example – 142 sf lots
5 Estate Lots
24 Second Floor lofts
171 Homesites



The Entire Village





CONCEPT FOR DISCUSSION - NOT A PROPOSAL

<https://pollev.com/goochland>



live results can be seen on webpage

Breakout!

