



COURTHOUSE VILLAGE  
SMALL AREA PLAN  
EVOLVING DRAFT

Community Meeting  
November 29, 2022

# PROCESS

**December 2022 - No Public Meetings**

**January 2023 –Work session with Board of Supervisors and Planning Commission members**

**January 2023 - Planning Commission public hearings. Each plan heard on a separate date.**

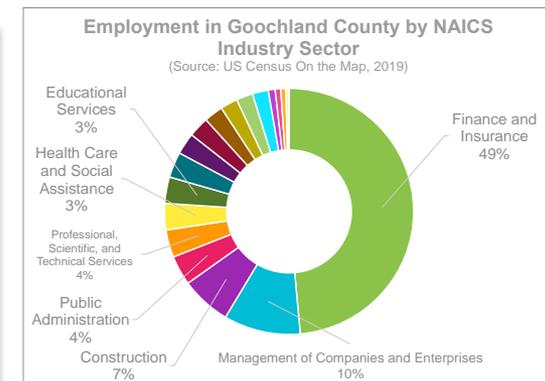
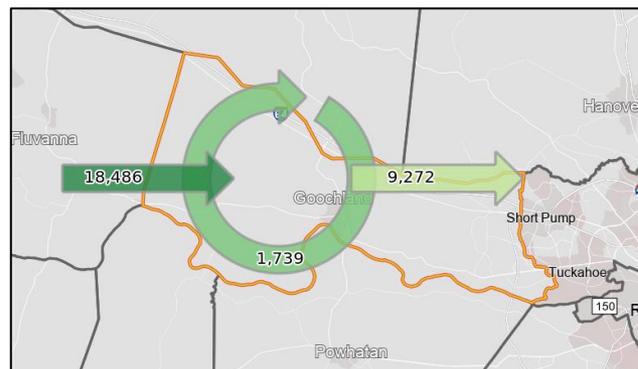
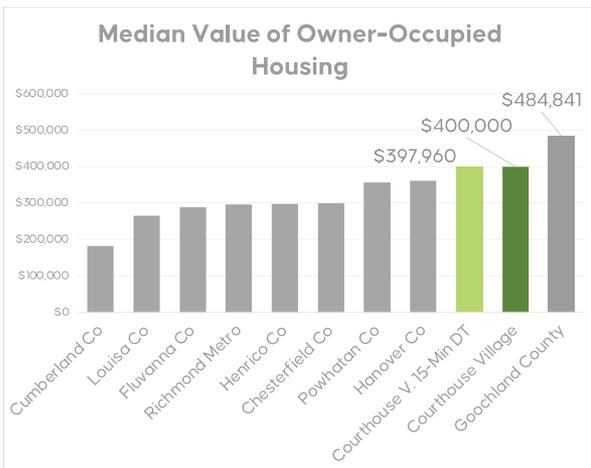
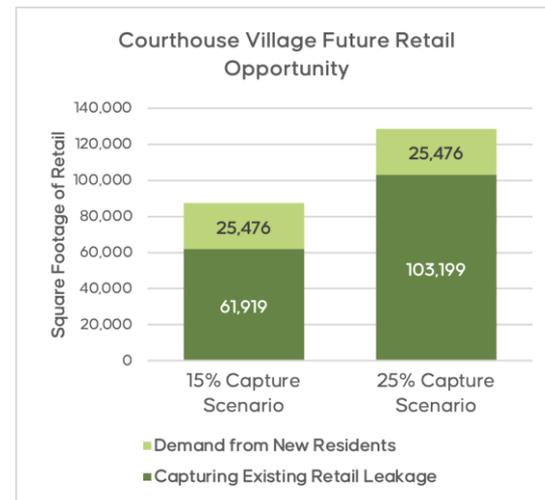
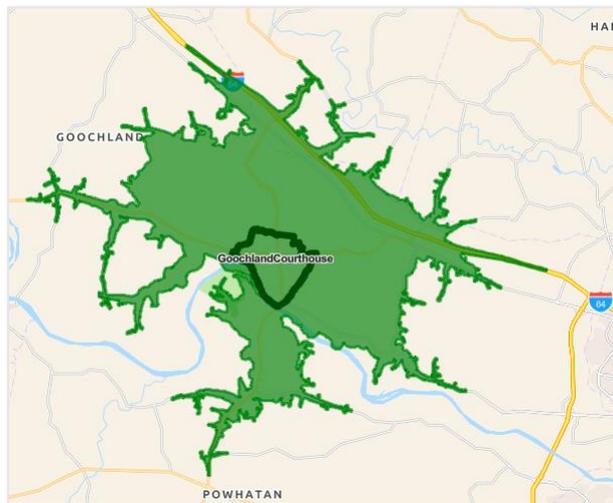
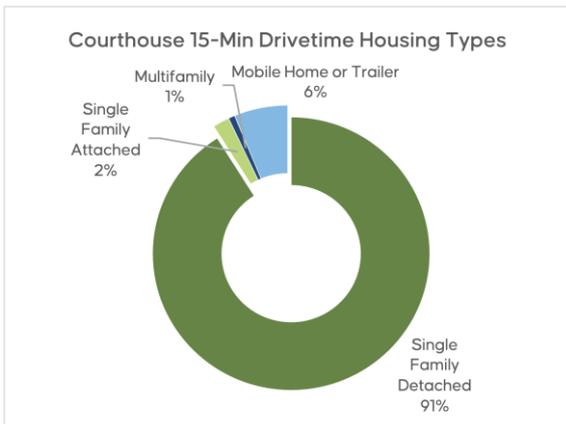
**March 2023- Board of Supervisors public hearings. Each plan heard on a separate date.**

# TONIGHT'S HIGHLIGHTS

BACKGROUND  
COURTHOUSE TODAY  
ECONOMIC & DEMOGRAPHIC SUMMARY  
COMMUNITY ENGAGEMENT & SURVEY  
THE SITE & THE SITUATION  
LAND USE  
KEY ELEMENTS OF THE PLAN  
BRANDING

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# Demographics & Market



# Key Findings

Goochland County

13.9%



POPULATION CHANGE  
2010-2020

Goochland County

25,211



2022  
POPULATION

Courthouse Village Area

1,799



2022  
POPULATION

15-Minute  
Drivetime Area

10,407



2022  
POPULATION

Goochland County

\$484,841



2020 MEDIAN  
HOUSING VALUE

Courthouse Study Area

\$400,000



MEDIAN HOUSING  
VALUE

Goochland County

18%



HOME OWNERS  
COST-BURDENED

15-Minute  
Drivetime Area

\$147m



RETAIL LEAKAGE

Courthouse Village Area

128,675



SQUARE FOOTAGE  
RETAIL DEMAND

Courthouse Village 23063

2,134



JOBS



# Public Engagement Common Themes

## Most-wanted Retail and Restaurant Businesses:

Family-Friendly Restaurants, Coffee Shop, Family-Friendly Entertainment, Grocery, Fine-Dining Restaurants, Boutiques, Book Store, Bars and/or Breweries, Gift or Novelty Store

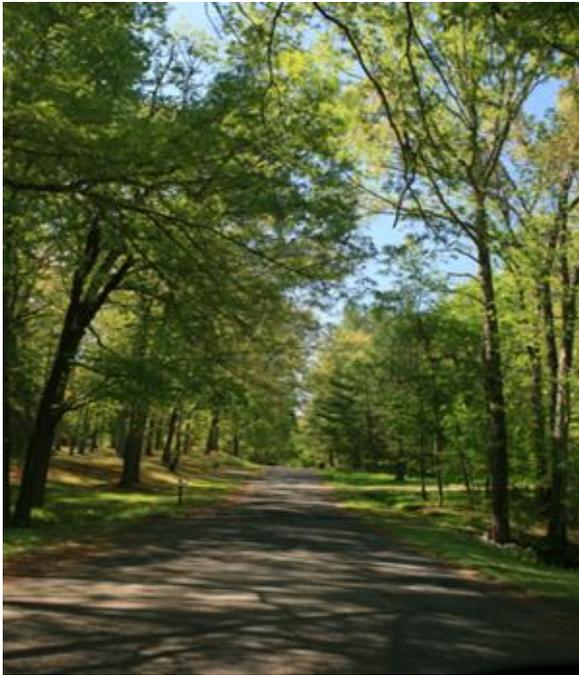
## Most-wanted Services:

Medical Services (doctors, urgent care), Dry Cleaners, Meeting Space, Senior Services, Laundromat, Salons or Personal Care, Public Transport

## Types of Public Spaces, Activities, Cultural Facilities Needed:

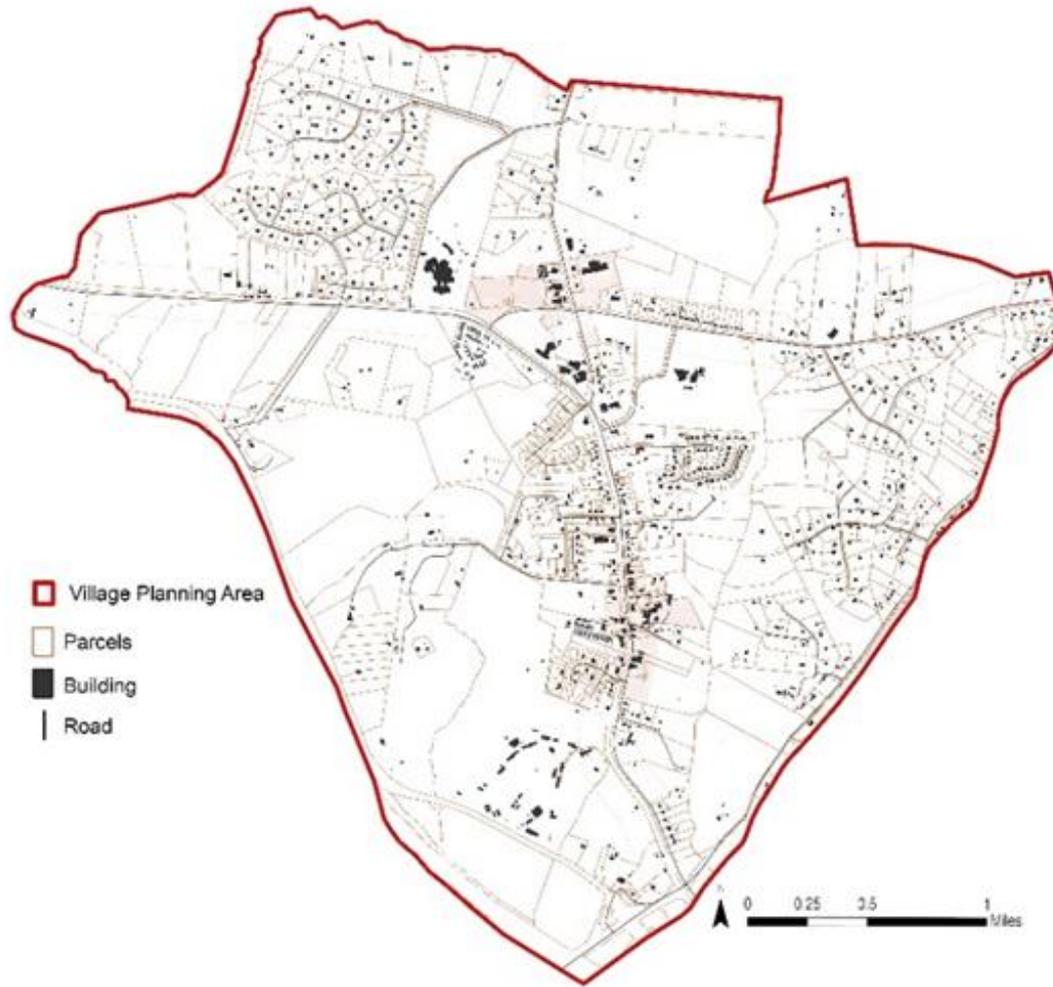
Gathering Spaces (Farmers Market, Plazas, Courtyards, Small Green Areas, etc)  
Live Music, Events, Passive Recreation (hiking & biking trails, nature areas, equestrian, etc), River and Water Access, Active Recreation (ballfields, community parks, sports programming, Educational Spaces

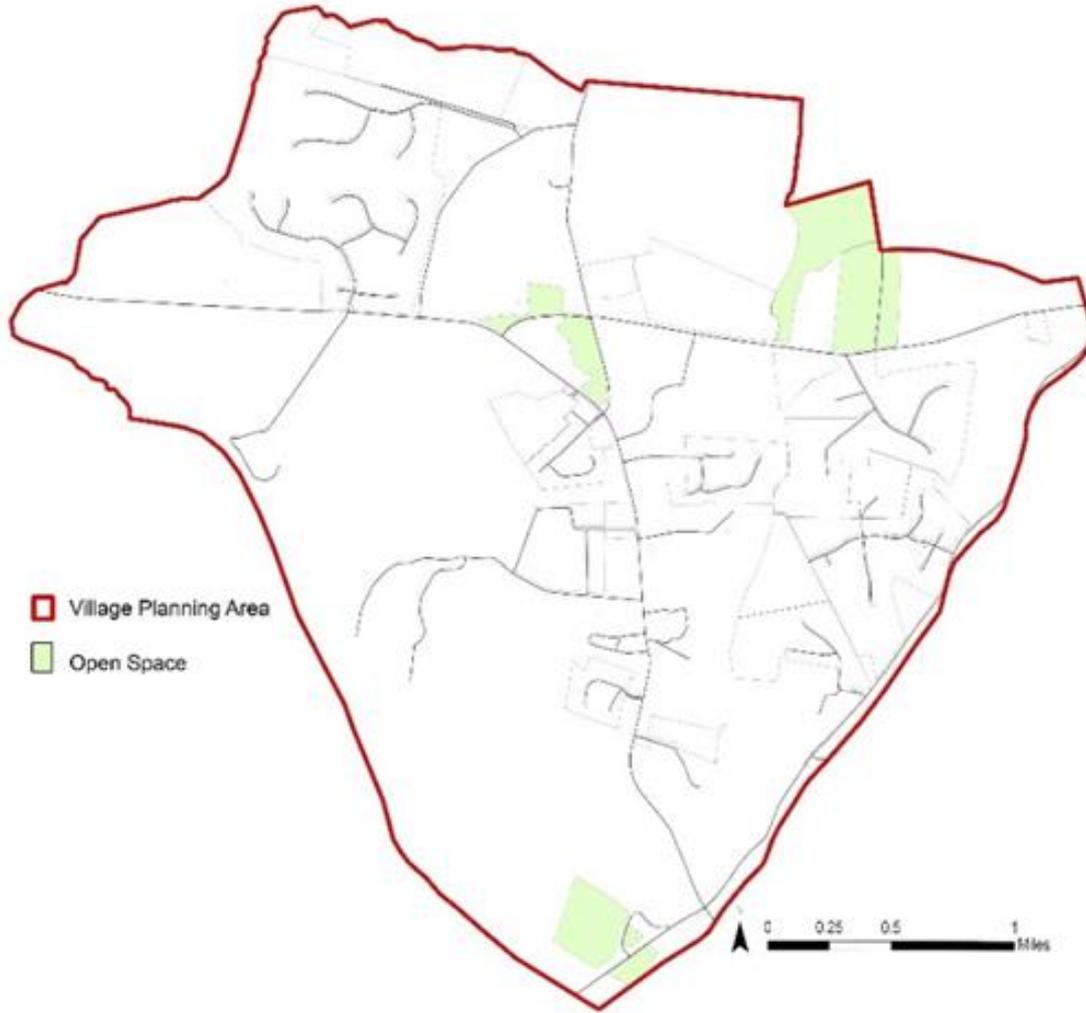
## *Word cloud*

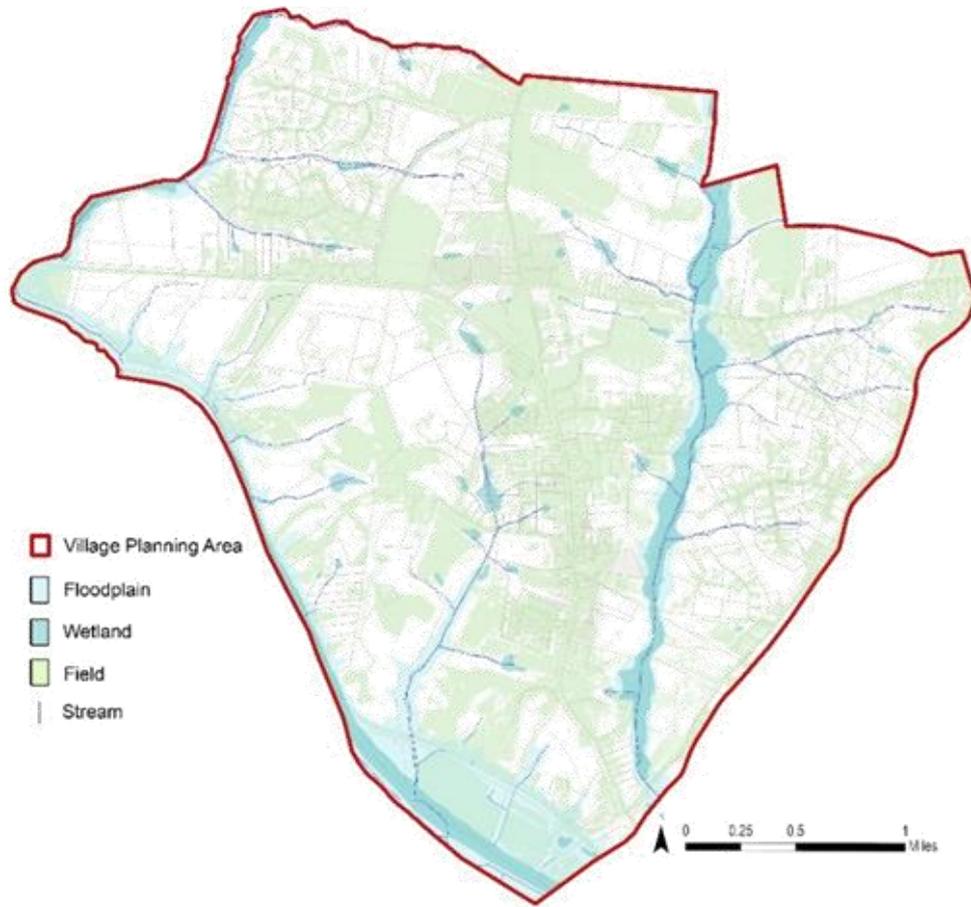




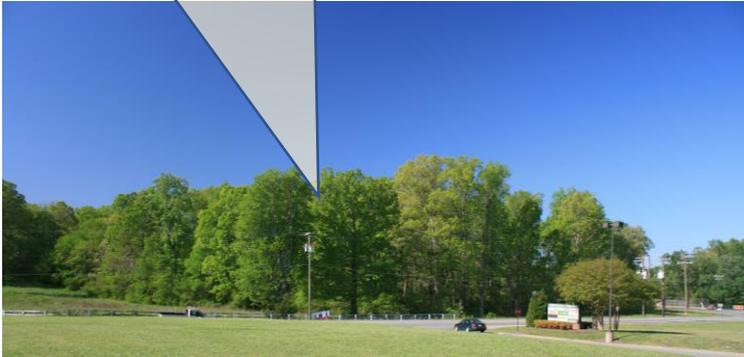
# Site and Situation

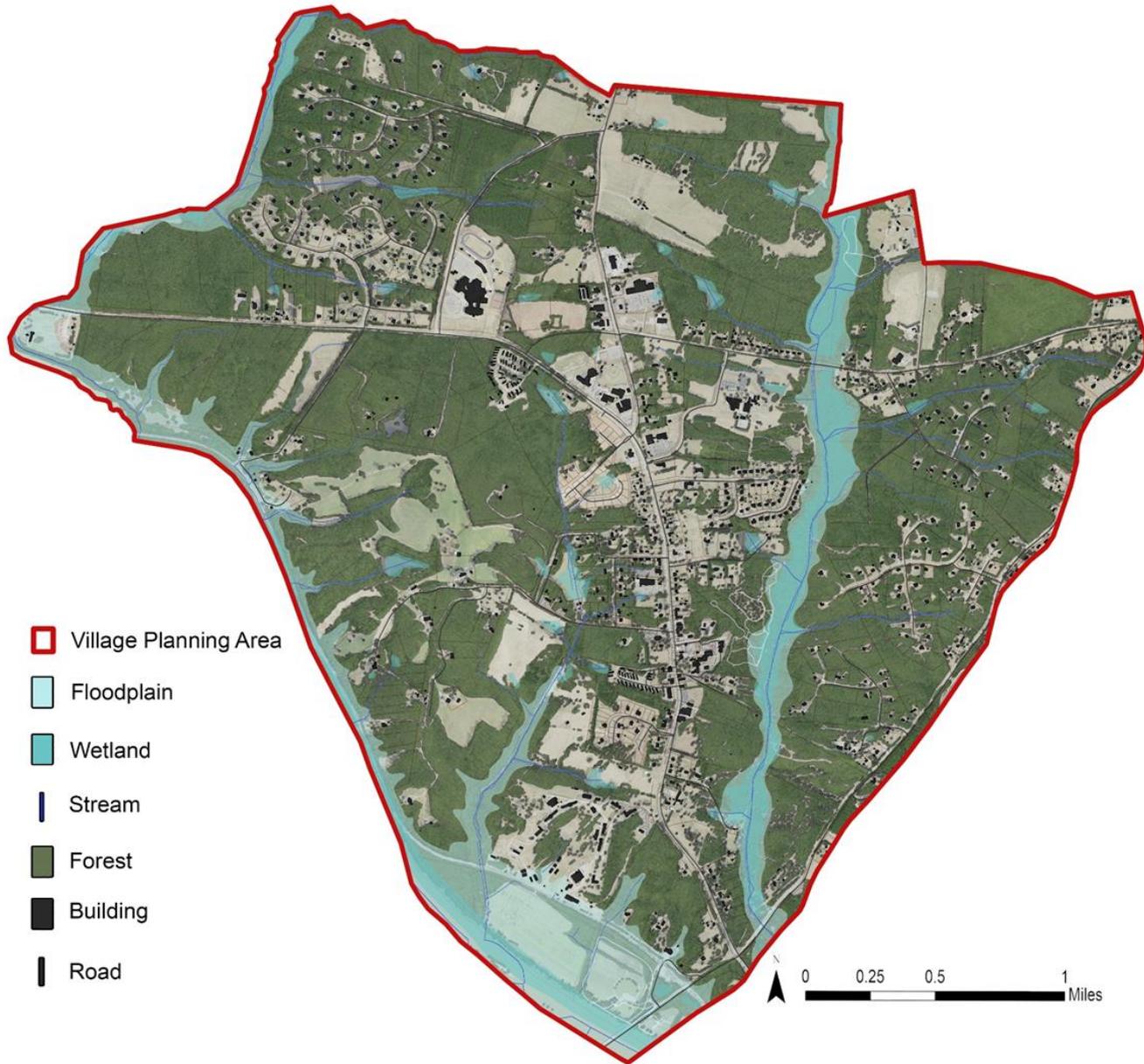




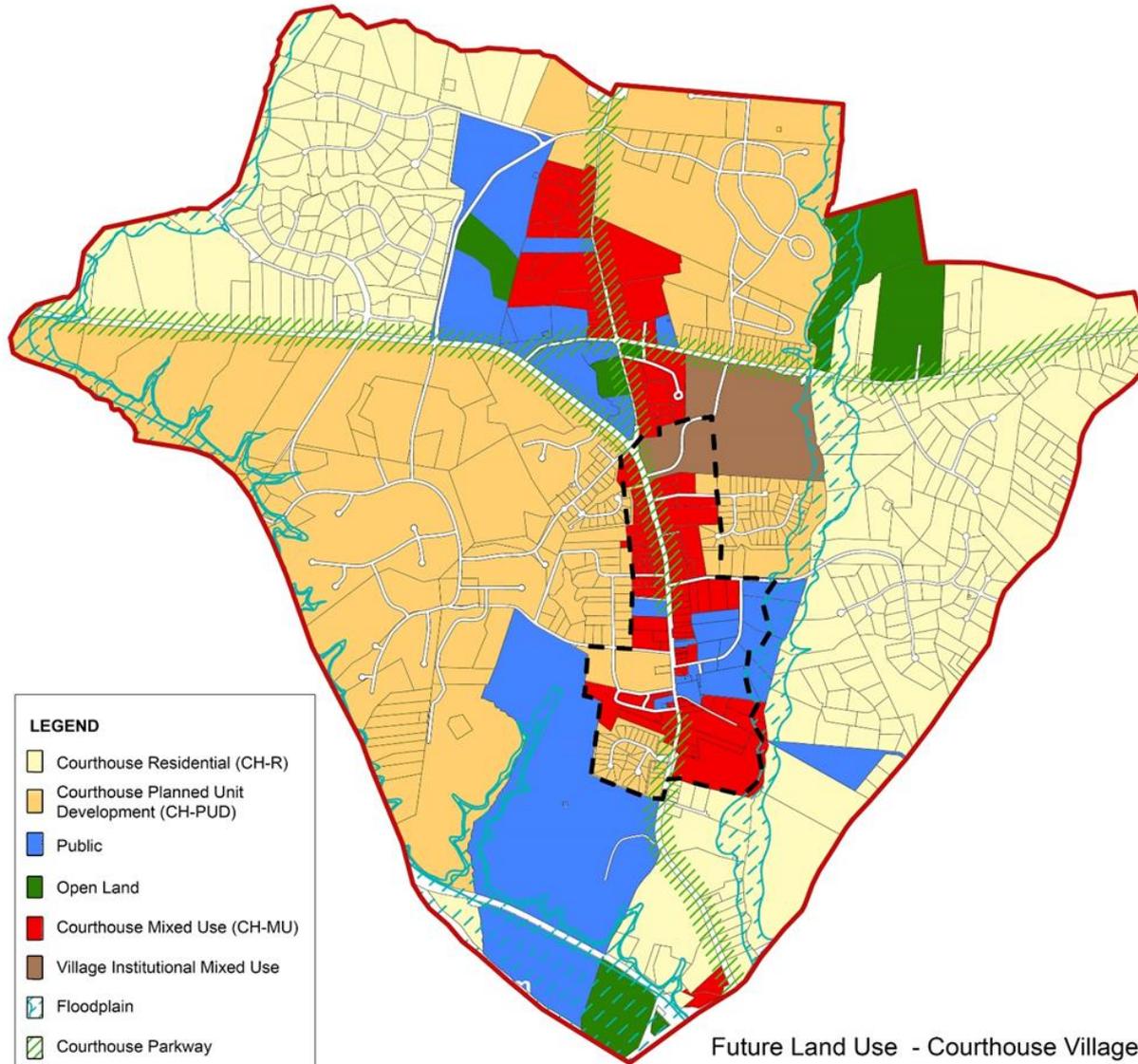


Common theme:  
 ... take actions to protect existing neighborhoods, environmental resources, and conserve landscapes for recreational and cultural benefit ...





# Land Use Plan



**LEGEND**

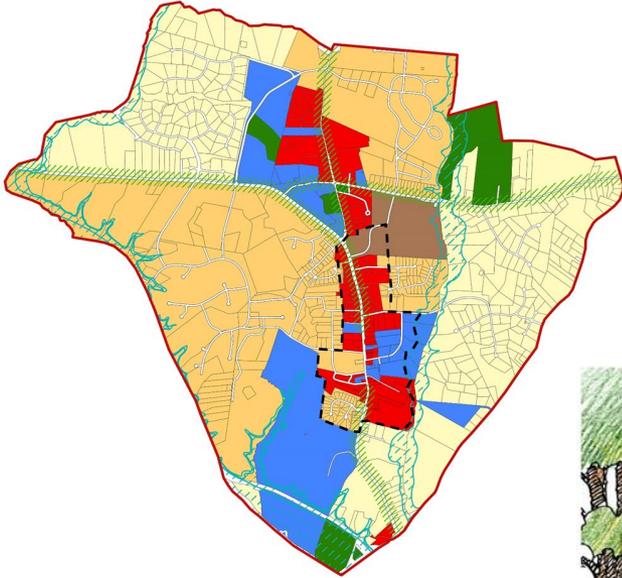
- Courthouse Residential (CH-R)
- Courthouse Planned Unit Development (CH-PUD)
- Public
- Open Land
- Courthouse Mixed Use (CH-MU)
- Village Institutional Mixed Use
- Floodplain
- Courthouse Parkway
- Courthouse Village Core
- Village Planning Area

Future Land Use - Courthouse Village  
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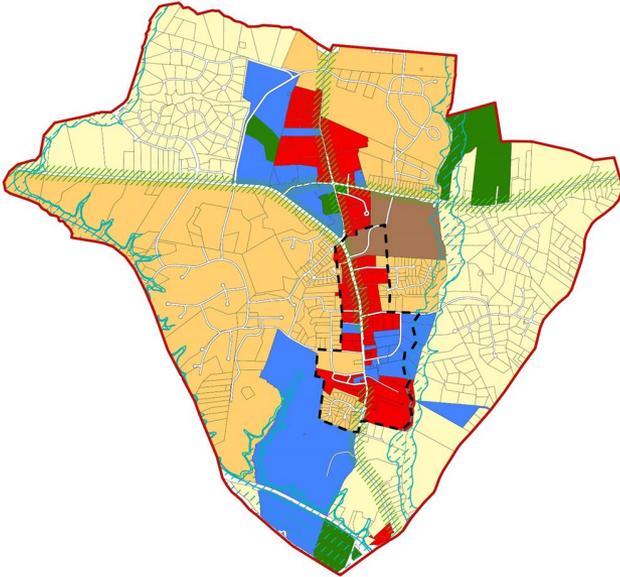
## Courthouse Residential (CH-R)

**Intent:** To maintain the rural and scenic character of the edge of the village, by providing generally lower densities than found within, and to transition from the village into adjacent countryside.



## Courthouse Planned Unit Development (CH-PUD)

**Intent:** To maintain the rural and scenic character of the edge of the village, and to transition from lowest densities at the edge toward more dense uses in the Village Core. Within Commons residential, up to 15,000 sf Neighborhood-specific commercial areas are allowed. Businesses are neighborhood, walking oriented, not automobile oriented.



Common theme:  
...Family-friendly restaurants,  
laundromat, Coffee shop,  
Salons and Personal Care  
Services, Local Pub ...





- Scenic pastures left as preserved open space  
Farmhouses and Barns remain in active use
- Large lots along the wooded entrance road  
Enjoy the views into the fields
- Neighborhood Common around enormous oak
- Neighborhood Mixed Use with Commercial around Common, and attached Townhouses beyond
- 15,000 SF Lots with Street / Alley System
- Regional SWM facility in park with fishing
- Trailhead Parking and regional trail along stream
- 20,000 sf lots to make way for adjacent knoll common with heirloom oak
- Estate Lots to preserve mature fencerows, trees, and meadows along Creek

Example: 142 Single family lots  
 5 Estate Lots  
 18 Townhomes  
 24 Second Floor lofts  
 189 Residences

15,000 sf Commercial  
 15,000 sf Community Building Space

### Example Courthouse PUD



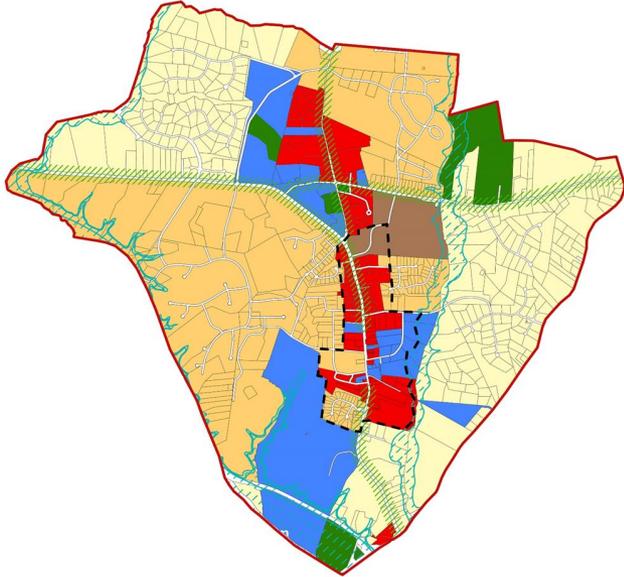
Illustrated Example Parcel

Typical Larger Candidate Sites:

Typical Candidates for Courthouse PUDs

## Courthouse Mixed Use (CH-MU):

**Intent:** To provide a vibrant, market-rate multi-use area with unique experiences, access to utilities, and surrounded by many civic and private-sector amenities. Horizontal and/or vertical mixed use with 30 percent of acreage shall be dedicated to commercial uses.



Common Theme:  
Medical Services (doctors, urgent care), Dry Cleaners, Meeting Space, Senior Services, Laundromat, Salons or Personal Care, Grocer, Bookstore, Public Transport



# Key Elements

## Fairgrounds Common



Common theme:

... take actions to protect existing environmental resources, and conserve landscapes for recreational and cultural benefit ...

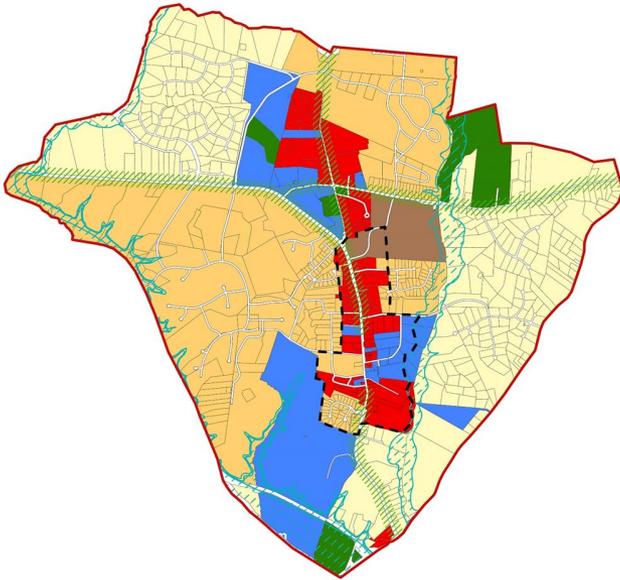


- Sandy Hook Road
- Existing Grocery Store
- New Fairgrounds Road Extension
- Infill Mixed Use
- Parks and Recreation Opportunity Site
- Wooded Fairgrounds Common with Bandshell
- Multi-use Opportunity Sites
- Parkway Corridor Zone

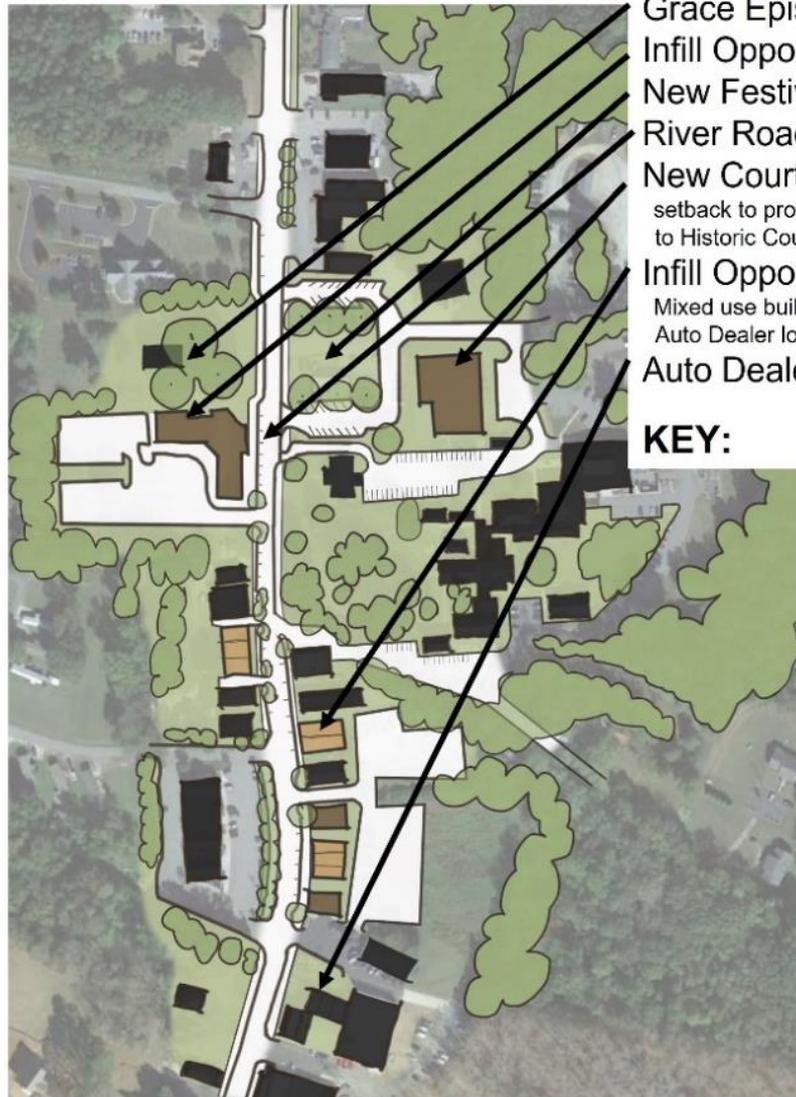


## Courthouse Village Core Commercial

**Intent:** To preserve the community atmosphere of the Village Core in and around potential historic district by maintaining existing character and fabric of the area for commercial uses and creating small infill buildings for small businesses. Include small scale businesses that benefit from walkability...



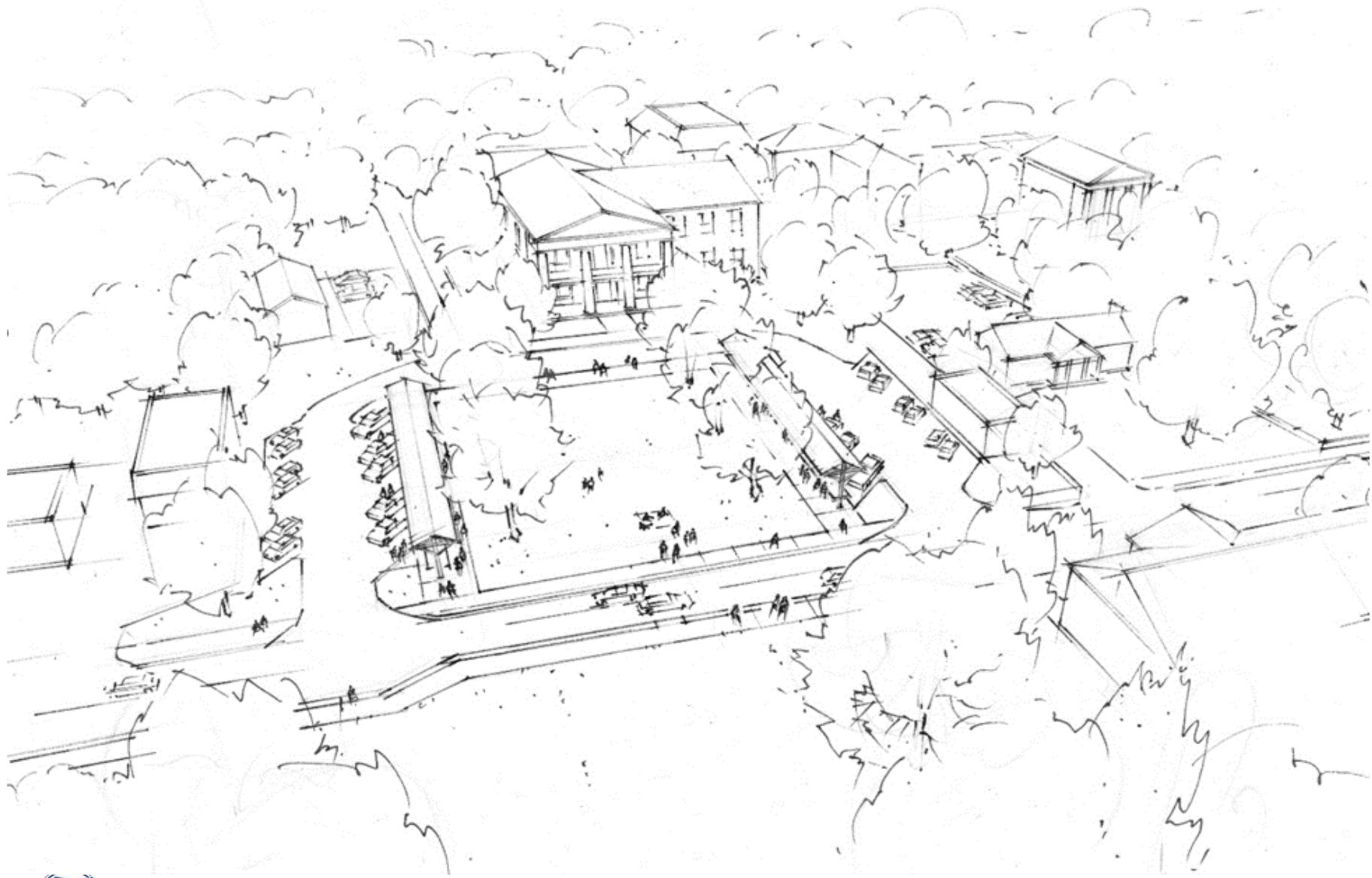
# Courthouse Village Core



- Grace Episcopal Church
- Infill Opportunity
- New Festival Green
- River Road Design Measures
- New Courthouse  
setback to provide sweeping view  
to Historic Courthouse
- Infill Opportunity  
Mixed use buildings on River Road  
Auto Dealer lots in Back
- Auto Dealer

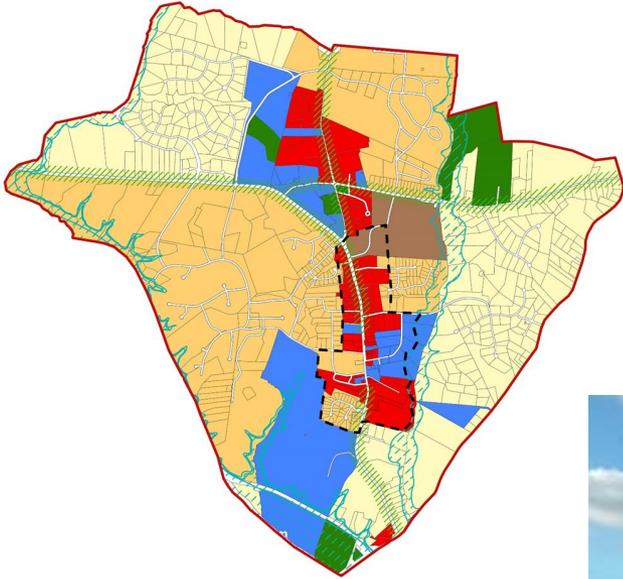
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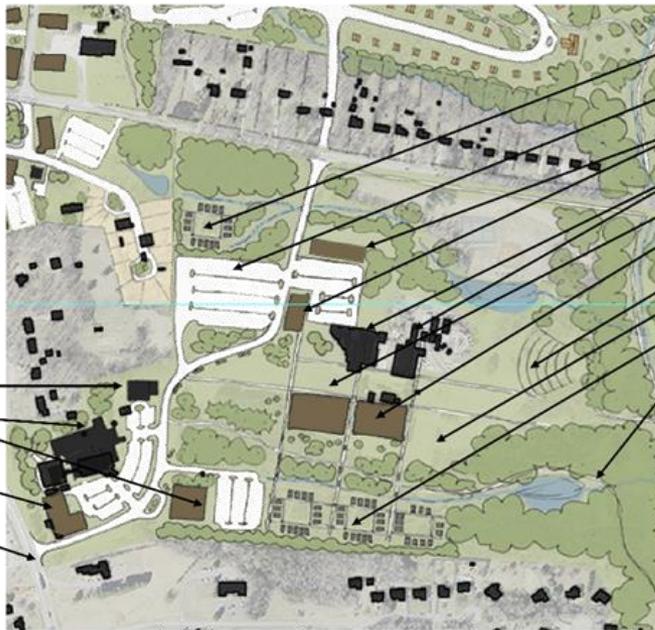
## Core Village – Courthouse Area



## Village Institutional Mixed Use:

**Intent:** The Institutional use is for a highly regarded public component of the village. The open space of institutional uses is of critical importance to Goochland Courthouse Village. ... over 50% of the land remains in planned green open space.





Coffee Shop  
 Expanded YMCA  
 Community Daycare and Parking  
 Retail Opportunity Site  
 River Road

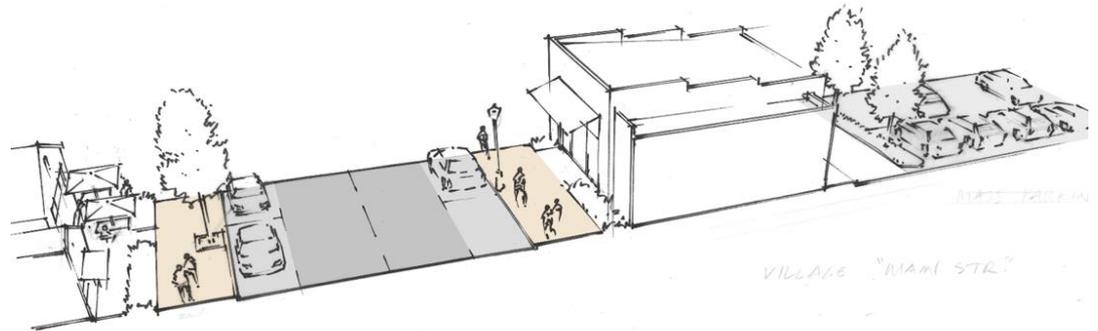
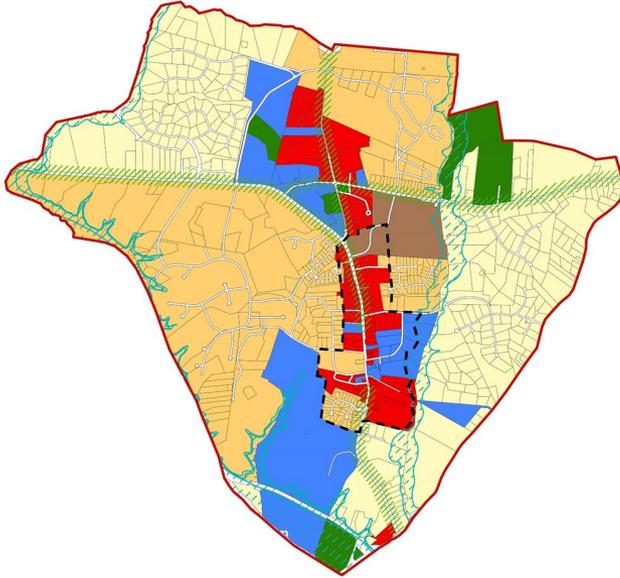
Cottage Court  
 Housing in the woods overlooking stream  
 Future Parking  
 For College and other uses  
 Mixed Use Buildings  
 College and compatible other uses  
 Existing College Buildings  
 Quadrangle  
 Mixed Use Buildings  
 College and compatible other uses  
 Amphitheater  
 Agricultural Teaching Area  
 Cottage Courts  
 Greenway tie-in

### Village Mixed Use PUD at Reynolds Community College



## *Parkway Overlay District*

*Intent:* The parkway overlay is over roads that are the primary entranceway and circulation corridors of the village. The lands along the roadside are of particular importance to conveying the image and sense of place found in a rural village



### **River Road:**

inside Core Commercial  
and outside Core



# River Road

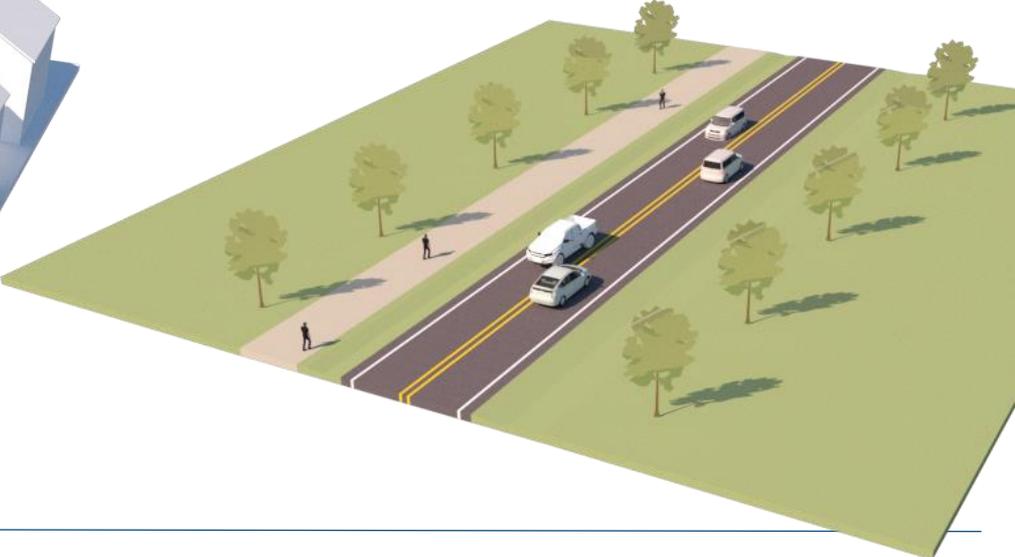


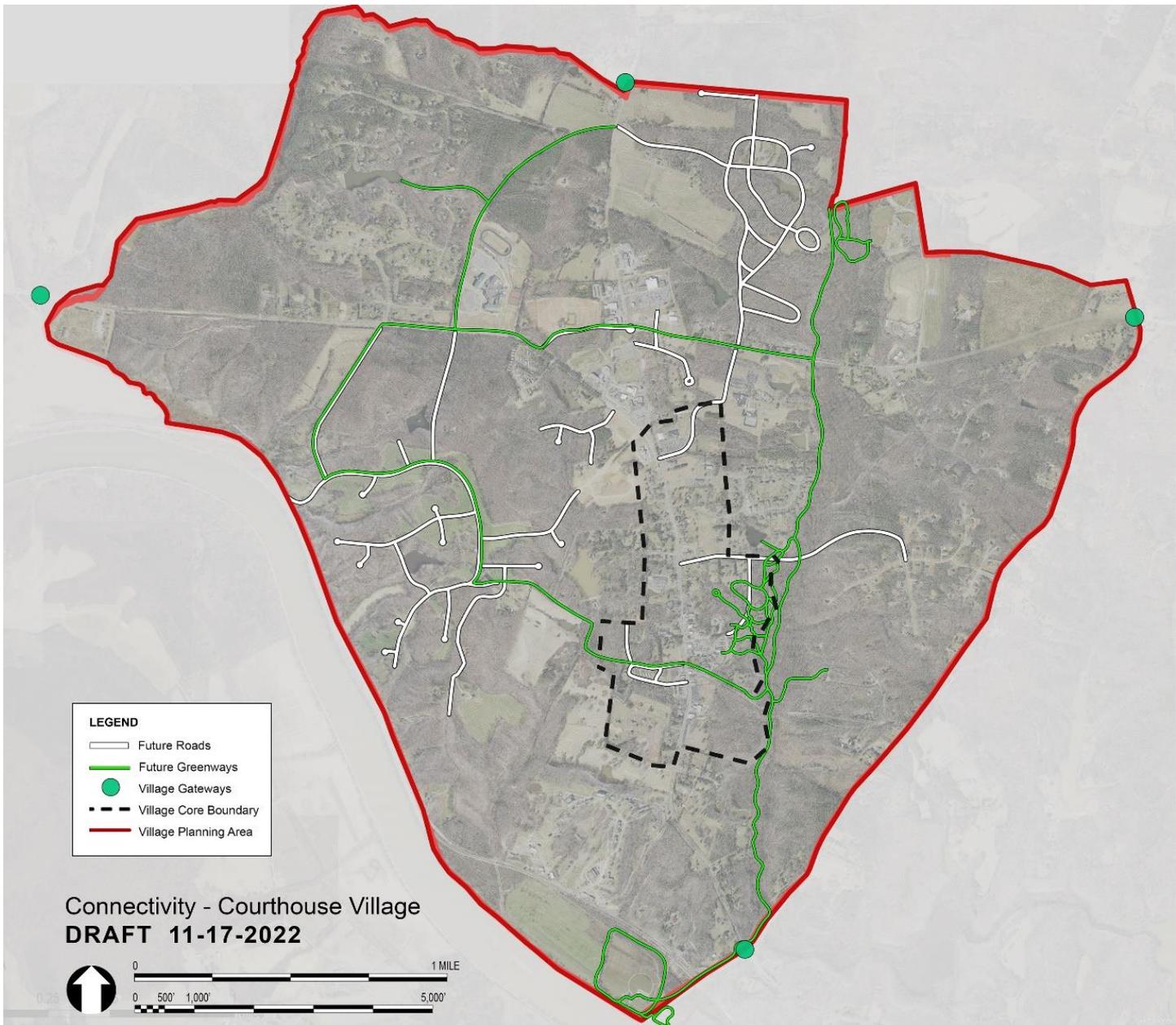
Common theme:  
...Compel developers to not only build desired roads, but coordinate them in a beneficial plan...Park once...

# Single-Family Residential Streets

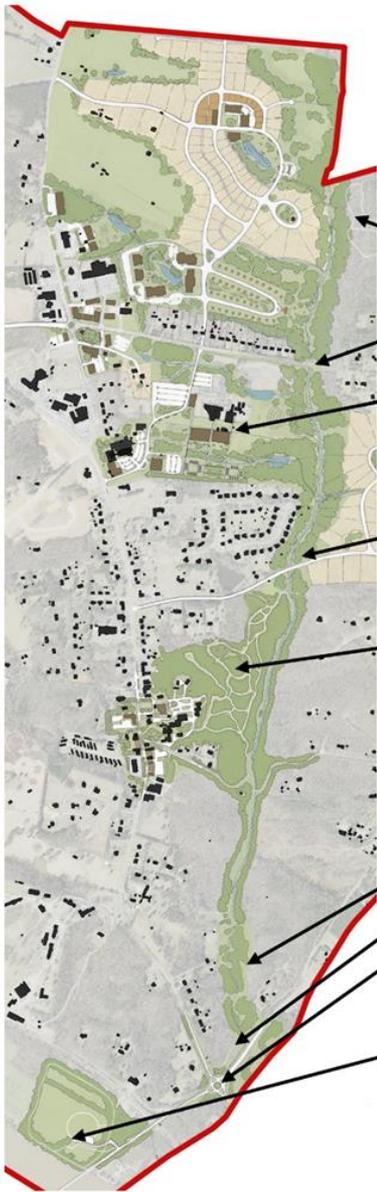


# Rural Village Lane

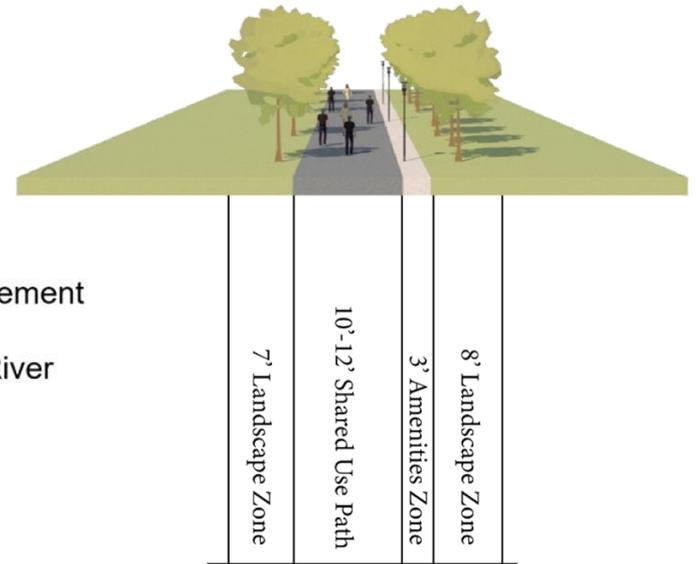




# Courthouse Creek Trail

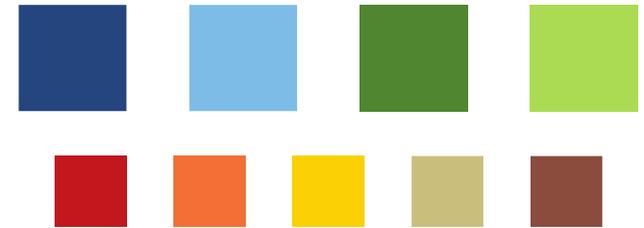


- Hidden Rock Park  
Tie into existing trails and parking
- Median-Crosswalk along Fairgrounds Road  
See Mobility Guidelines
- Reynolds Community College  
Tie into existing trails and parking
- Traverse Floodplain in Creek Valley
- Courthouse Trails  
Existing 2 miles of soft surface trails in woods
- Floodplain in Creek Valley and Powerline Easement
- Trail along Maidens Road
- Gateway Roundabout at Maidens Road and River Road
- Tucker Park  
Tie into existing trails and parking



# 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

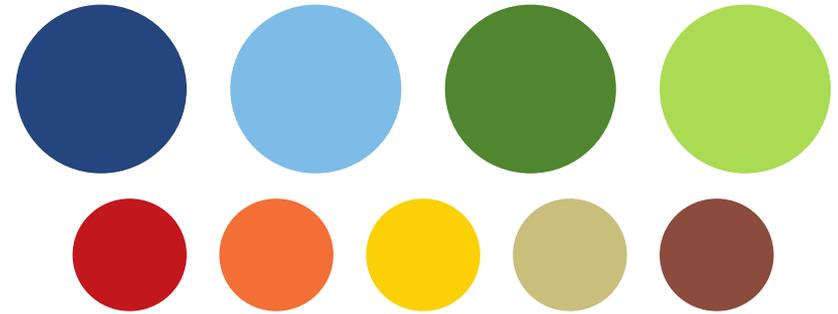
*Kinescope Regular*

Accent

**Arrow Extra Bold**

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Primary

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**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



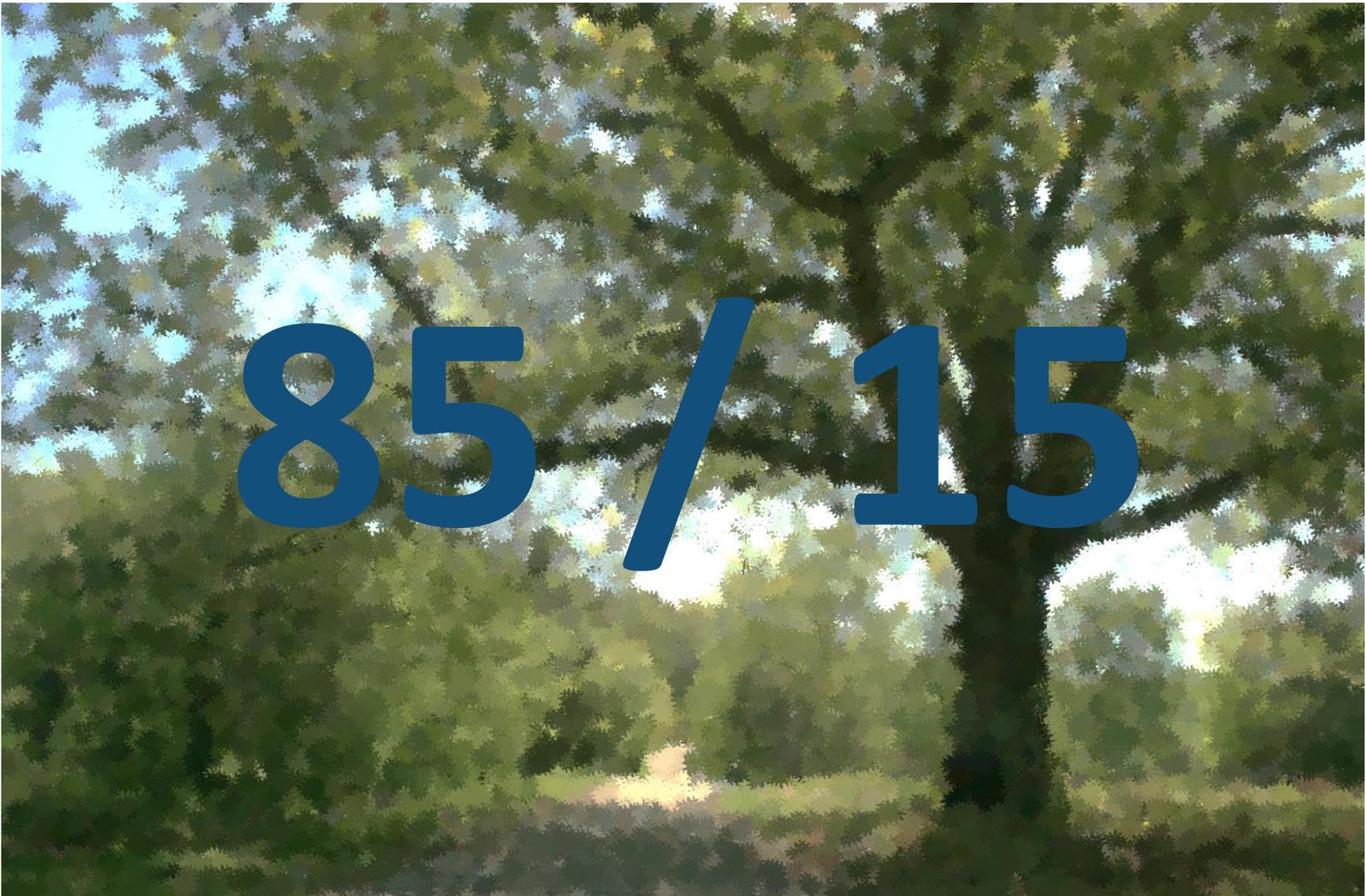
**COURTHOUSE**  
**VILLAGE**  
*The Heart of Goochland*

# Village Branding



# Village Branding





85 / 15

Thank you.