



# COURTHOUSE VILLAGE

*The Heart of Goochland*

## MASTER PLAN AND SMALL AREA PLAN – DRAFT

County of Goochland, Virginia

November 17, 2022



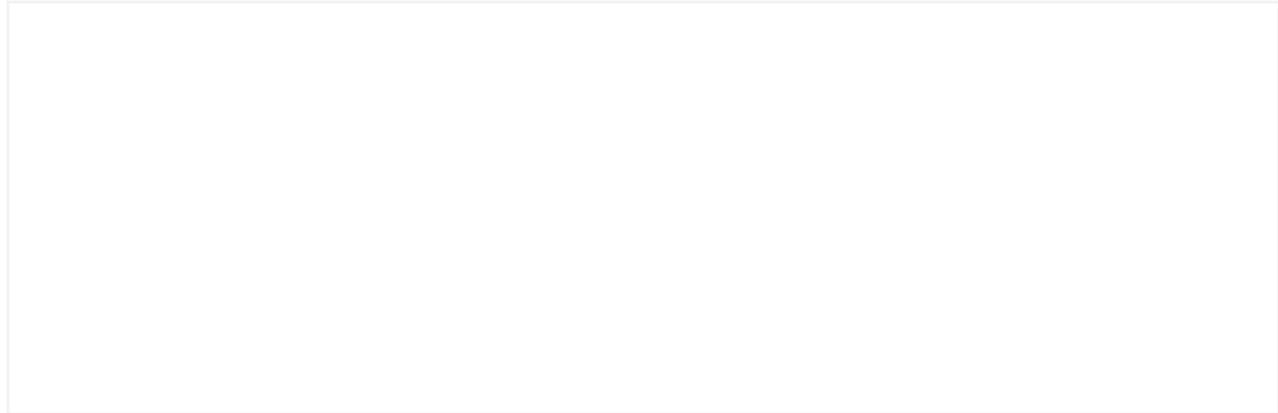
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## Acknowledgments

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## GOOCHLAND COURTHOUSE VILLAGE SMALL AREA PLAN



### Introduction

In Spring 2023, the Goochland Courthouse Village Small Area Plan will be completed, after approximately 18 months in its creation. A more-detailed product than the origin document, which was developed in the 2015 – 2035 Goochland County Comprehensive Plan, the Village Plan provides a prescription for orderly growth and prosperity through adhering to land use standards and practices, which are part of a publicly-informed community-building process.

Village plans have been a part of the Goochland County comprehensive planning process since 1975. In the 2028 Comprehensive Plan, major villages were distinguished as having a special “sense of place”, bringing along major travel routes and having major water and sewer utilities available. As the County has experienced unprecedented growth, there has been a policy decision to focus 85% of the County’s growth into designated growth areas, including the two Major Villages: Centerville and Goochland Courthouse. The decision to concentrate growth prevents senseless sprawl into the countryside and provides the best chance of fostering a sense of place in a denser vibrant place. Of the three growth areas, Goochland Courthouse has the most existing historic fabric and character.

Citizens and planners have worked through a series of options, and through public discussion and debate have winnowed the most favored option to the one presented on page \_\_\_ of this plan. The master plan and development guidelines will foster further appropriate infill development of the village as developers undertake parcel-by-parcel implementation of the plan

### Project Goals

1. From the Comprehensive Plan: To have balanced development that contributes to the welfare of the community and preserves its rural character. Goochland County will be characterized by the following:
  - High quality commercial, industrial, and employment hubs
  - Vibrant, healthy villages that respect the character of each community
  - High quality residential development that is compatible with adjacent land uses
  - Preserved natural, cultural, and historic resources
  - Viable agricultural and forestry resources that are important components of the local economy

2. Tune the Villages to absorb growth, thereby keeping the rural character in the rest of the county.
3. Maximize benefit of areas where utilities are already in place.
4. Make the Village Plans economically sustainable.
5. Building character through branding.
6. Building character through the land use mix. What is a more appropriate mix for the Villages and for today's finance market?
7. Make the villages affordable for all ages. A true village has a reasonable mix of ages.
8. Provide each village a pro-active recommendation for the right mix of commercial and retail to make it more vital
9. Reinforce village character in its every visible detail.

### Planning Process

The planning process for Goochland Courthouse followed this general course:

1. Project Team introductions and site tours
2. Study of Existing Conditions and Immediate Proposed Conditions
3. Public Engagement and Project Communications Plan.
4. Demographic and Market Assessment + Housing Assessment
5. Community Identity and Project Branding
6. Draft Planning Alternatives
7. Revised Alternatives - Draft Plan
8. Final Plan Recommendations

## Planning Process Steps

1. **Introductory Public Meetings:** meetings were held in each village and allowed citizens to meet the design team and discuss several issues
2. **Roundtable Discussions:** a series of discussion were held in each village
3. **Community Wide Surveys:** using Qualtrix, surveys were developed to poll citizens on image, branding, and community design. Surveys were posted to the County website
4. **Social Media Updates:** consultants provided updates to the County (monthly)
5. **Midway Public Meetings:** open houses were held for citizens to meet the design team and discuss several early concepts. Each meeting consisted of a presentation, a round table discussion, and time for community members to visit topic-tables.
6. **Update Meeting:** occurred biweekly with Goochland staff
7. **Final Public Meetings:** hosted over two days, these meeting were the final opportunity for input from the community
8. **Work Sessions with Board of Supervisors and Planning Commission**
9. **Presentation of Final Draft before a session of the Planning Commission**
10. **Presentation of Final Plan before the Board of Supervisors at a public hearing**

## GOOCHLAND COURTHOUSE TODAY

Located in south central Goochland County, Goochland Courthouse Village is bounded on the south by the James River, on the east side by Maidens Road, on the north by a line to the north of and generally parallel to Fairgrounds Road (and River Road west of center) and on the west by Little Creek near the James and the Cheney’s Creek floodplain near and north of Virginia Route 6 (River Road).



Goochland Courthouse’s 2892.8 acres (4.52 square miles) makes it the second-largest village in Goochland County, after Centerville. The classic ridgeline village that has historically developed along River Road, with its Jefferson-designed Courthouse, brick merchant’s buildings, historic church, Ford dealer, a number of institutions and classic main-street lawns exhibit Courthouse as the quintessential American hometown. Its location in the Richmond MSA, gentle topography, and with the village filled with utilities, makes it a very attractive development infill location.

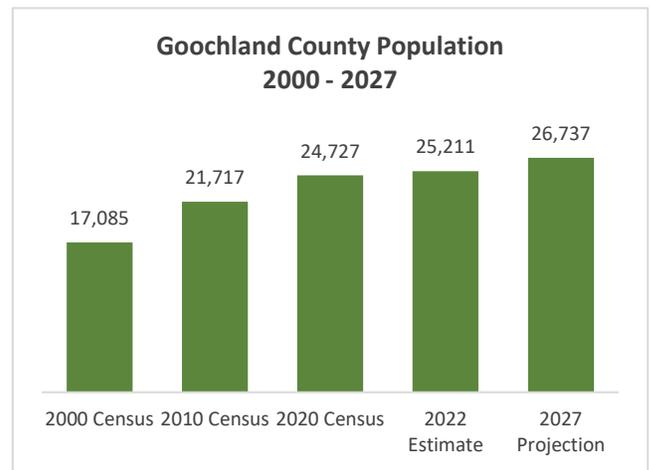


*Goochland Courthouse Complex (Top Image) and Businesses Along River Road (Bottom Image)*

## ECONOMIC AND DEMOGRAPHIC SUMMARY

### Population

Goochland County is home to approximately 25,200 people. The county experienced significant population growth over the past several decades, growing by 27% from 2000-2010 and an additional 13.9% from 2010 to 2020. Although the overall region is experiencing growth, population growth in Goochland County outpaced the region from 2010-2020. In addition, the county is estimated to continue to grow, reaching a population of 33,000 by 2045.



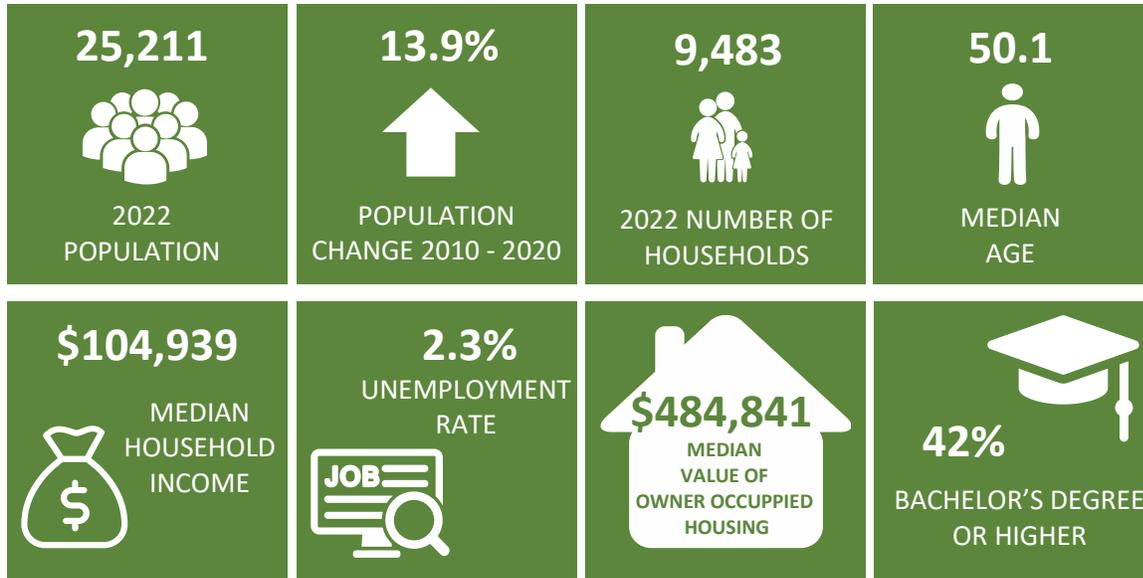
*Goochland County Population, 2020-2027 (Sources: US Census, Claritas/EnviroNics Analytics)*

#### *Courthouse Village*

About 1,799 people live in the Courthouse Village study area and approximately 10,407 people live within its 15-minute drivetime trade area. This is the local population that is relevant to the Village.

## Key Demographic Indicators

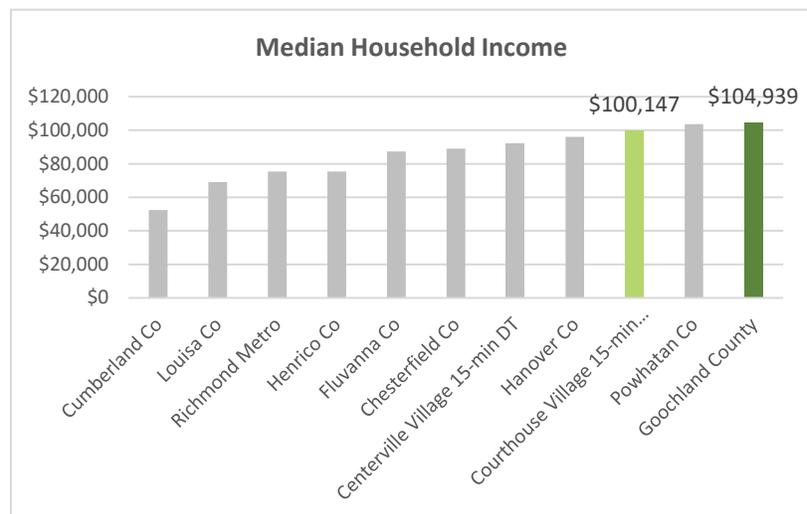
The median household income in Goochland County is \$104,939, which is higher than all surrounding counties. For reference, the median household income in the Richmond metropolitan area is \$75,353. Goochland County also has a more mature population, with a median age of 50.1 compared to 39.8 the Richmond metro. About a third of the county's population is between the ages of 55 and 74. The population is highly educated, with 42% of the population age 25 years or older having at least a Bachelor's degree.



Key Demographic Indicators in Goochland County (Source: Claritas/EnviroNics Analytics)

### Median Household Income

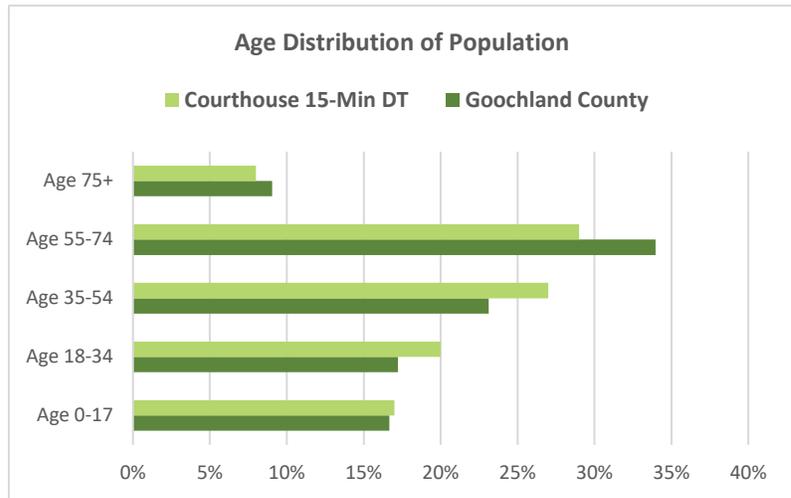
The median household income in the Courthouse Village 15-minute drivetime trade area is \$100,147, on par with Goochland County and higher than much of the region.



Median Household Income in Goochland County, Courthouse Village 15-Minute Drivetime Area, and Surrounding Region, 2022 (Source: Claritas/EnviroNics Analytics)

## Age

The median age in the Courthouse Village 15-minute drivetime area is 46.3, lower than the County age at 50.1. The age distribution chart to the right shows that the Courthouse Village drivetime area has a higher percentage of residents age 18-34 and age 35-54 than Goochland County, and a lower percentage of residents over age 55. About a third of the county's population is between the ages of 55 and 74.



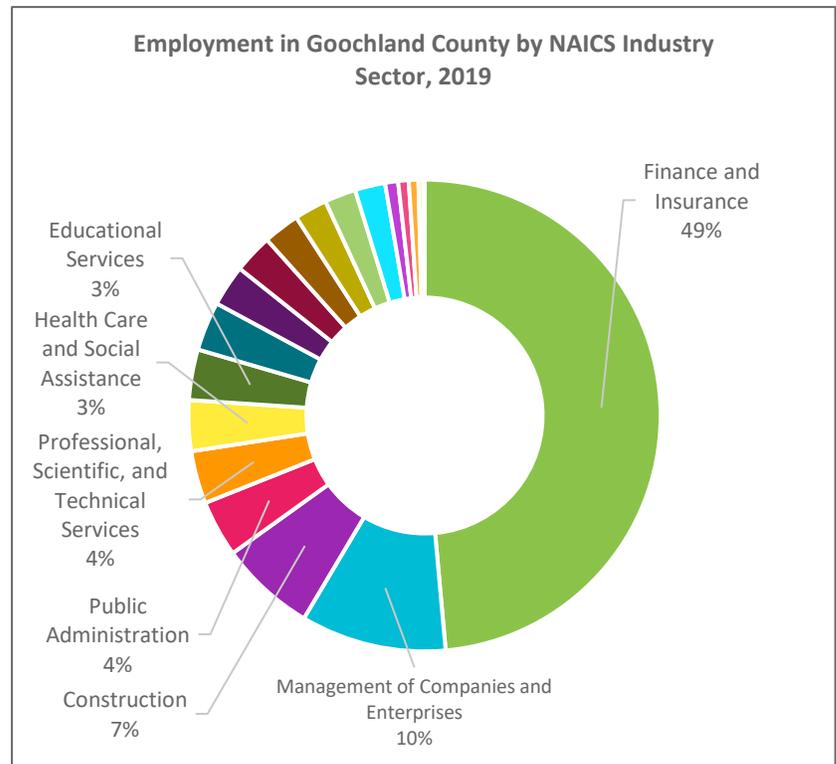
*Age Distribution of the Population in Goochland County and the Courthouse Village 15-Minute Drivetime Area, 2022 (Source: Claritas/EnviroNics Analytics)*

## Goochland County Jobs

According to the latest data available from the US Census, there are approximately 20,225 jobs in Goochland County. As Goochland County is home to several large company headquarters, nearly half of the jobs in the county are in the Finance and Insurance sector and 10% are in Management of Companies and Enterprises.

*Courthouse Village*

The 23063 zip code, which encompasses an area around the Courthouse Village has approximately 2,134 jobs. The largest sectors in this area are Public Administration (30%), Education (29%), Healthcare (13%) and Retail (9%).



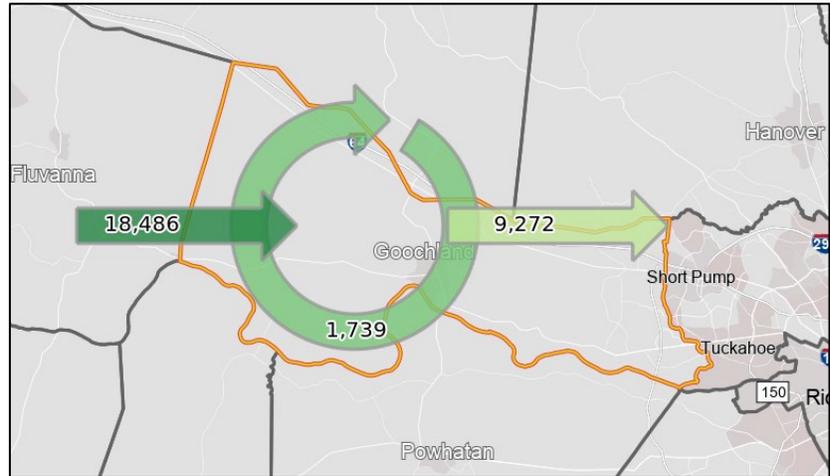
*Employment in Goochland County by NAICS Industry Sector, 2019 (Source: US Census On the Map)*

## Commuting Patterns

Goochland County serves as a net importer of jobs, with twice as many people commuting in as commuting out. The county has a low unemployment rate of 2.3%, according to BLS data from March 2022.

Of the 9,272 Goochland County residents that commute outside the county for work, 33% commute to Henrico County, 18% to Richmond, 11% to Chesterfield County, and 67% to Hanover County and 30% commute elsewhere.

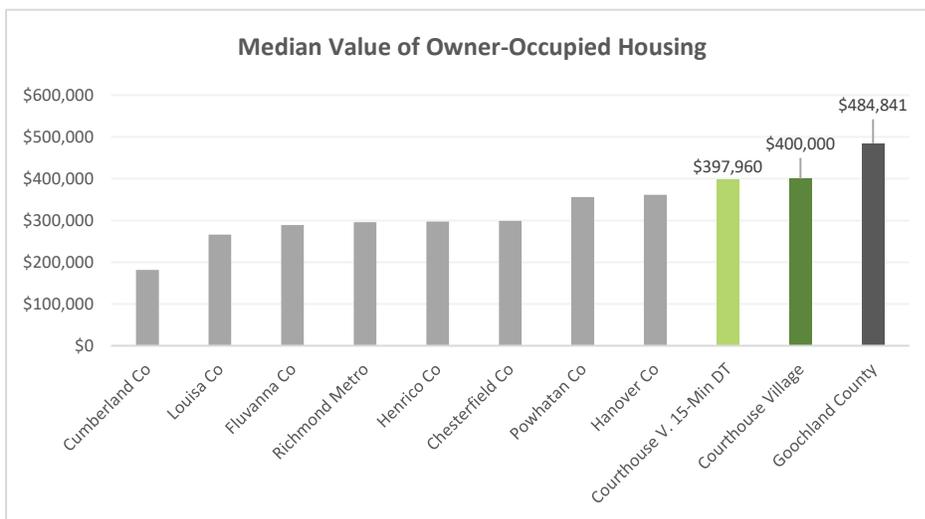
Of the 18,486 workers that commute into Goochland County for employment, 29% commute from Henrico County, 19% from Chesterfield County, 11% from Richmond, 8% from Hanover County and 33% from elsewhere.



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

## Housing

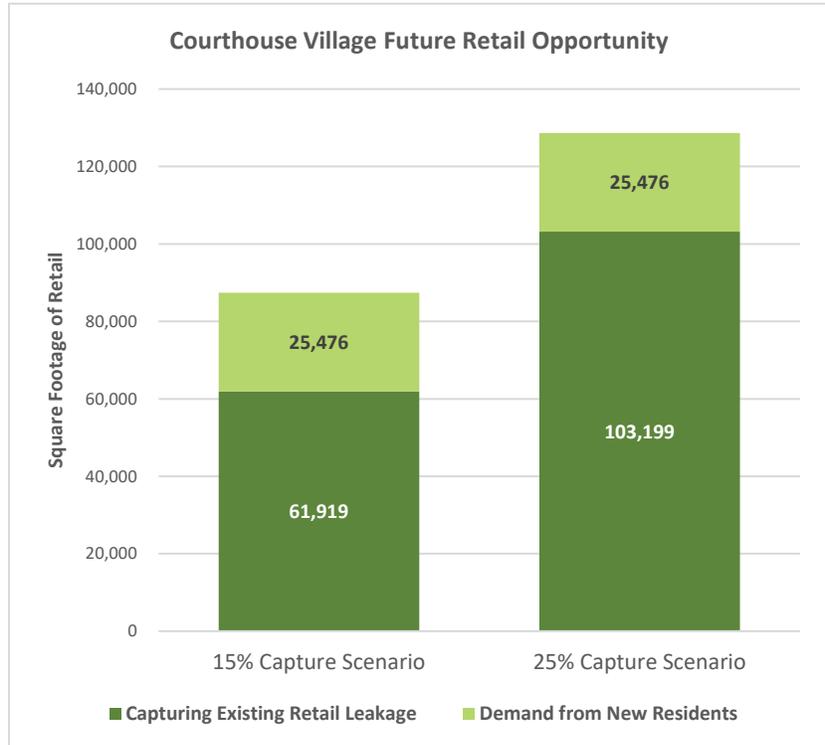
Goochland Courthouse shows the highest average home price in the region. Although in an enviable position to contain the highest average price per house, the very high end of the residential market has its disadvantages. For example, almost all service jobs must commute into the County, because housing is unattainable. Seniors and start-up families tend to be excluded, because they generally do not make the peak salaries needed to afford the houses. So, in the Goochland Courthouse Village plan, there is an intentional move to create some more types of market-rate housing.



*Median Value of Owner-Occupied Housing in Goochland County, the Study Areas and the Surrounding Region, 2022 (Source: EnviroNics Analytics)*

## Commercial Demographics

Regarding commercial demographics, research performed by Arnett Muldrow found that over the next 30 years, with existing and future population projections, Goochland Courthouse can support 130,000 sq ft of additional retail and restaurant facilities given a liberal 25% capture rate. In the Goochland Courthouse Plan there is room to accommodate this 130,000 sq ft as well as accommodate existing commercial development.



*Square Footage of Future Retail Opportunity in Courthouse Village based on Capturing Existing Retail Leakage (Dark Green) and New Demand Created by Future Residents Assuming 70% of All Future Village Growth (Light Green)*



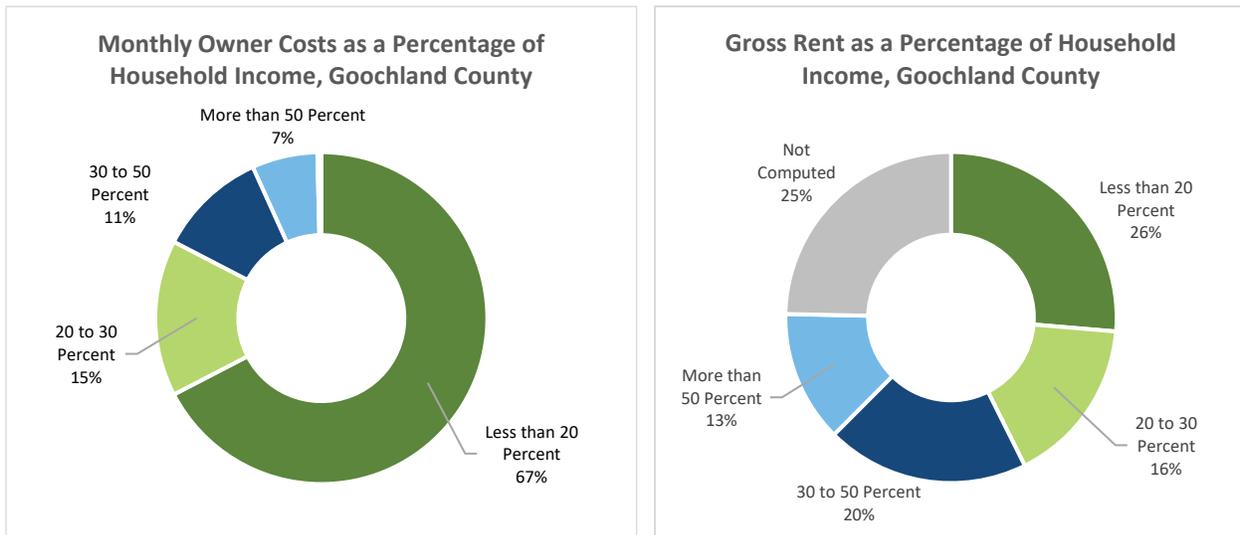
*Current Retail Located near Fairgrounds Common, Grocery Store (top left), Agricultural Retail (top right), and Fast-Food Restaurant (bottom left).*

## THE STATE OF HOUSING IN GOOCHLAND COUNTY

A 2021 housing study, conducted by HDAvisors (HDA) discovered that Goochland County faces a difficult balancing act: preserving its rural character while also ensuring that a diverse set of people can afford to live there. The rural character is highly desirable for many and has driven demand for housing in the County. This high demand, coupled with low supply of developable land, rigorous site requirements, and high costs of constructions means Goochland’s housing market is expensive and leaves little room for low- or mid-price housing. These affordability issues contribute to a decreasing median age in the County and less diversity in terms of race and income.

The housing stock in Goochland County is predominantly owner-occupied, single-family housing with a limited number of townhomes and multifamily homes. Approximately 88% of housing units are owner-occupied and 90% are single-family detached homes. There are approximately 10,120 housing units in total in Goochland County. The housing stock has increased significantly over the past few decades to accommodate the county’s growing population; nearly 40% of the county’s housing stock was built between 2000 and 2020.

In Goochland County, approximately 18% of owners are cost-burdened, meaning that they spend more than 30% of their income on housing. The situation is starker for renters: 33% of renters in Goochland County are cost-burdened, and at least 13% of renter households spend more than 50% of their household income on housing.



*Housing Affordability in Goochland County as Determined by Housing Costs as a Percentage of Household Income (Source: US Census American Community Survey 2016-2020 5-Year Estimates)*

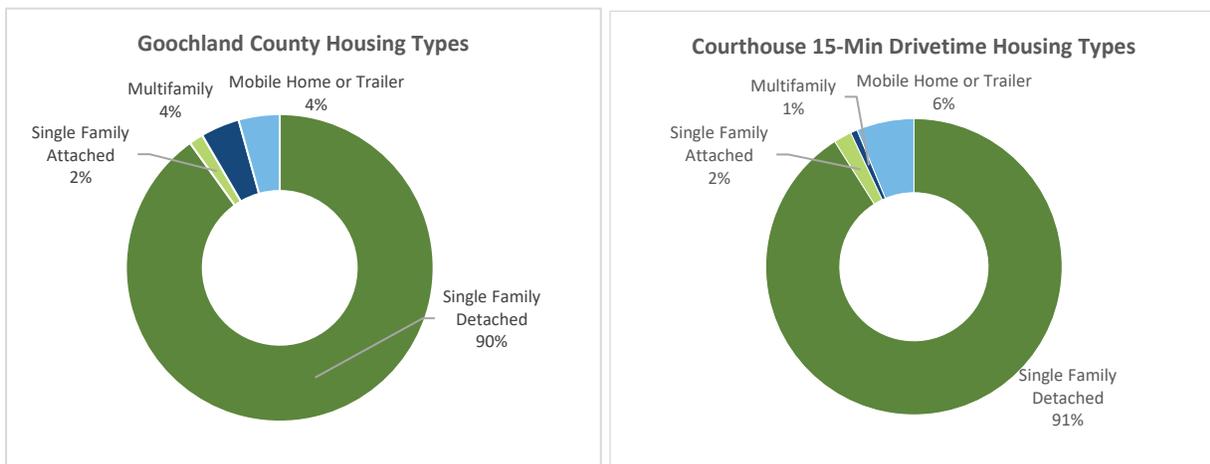
Throughout the County, median home prices are high, ranging from \$258k in the western part of the County and \$585k in the eastern part of the County. Like many communities across the country, Goochland is finding that household incomes are not keeping up with the cost of housing and other expenses. The most cost-burdened households are renters, seniors, and black residents. Inequities in Goochland County illustrate the need to create a wide array of housing types at a variety of price points to fit the needs of the increasingly diverse population. In addition, to compound current needs, the County’s population is projected to grow by 25% from 2020 to 2040.

While housing affordability and diversity are needed in Goochland County, the loss of rural character is also of concern among residents. However, these two goals do not need to be mutually exclusive. HDA proposed eight recommendations, both short-term and long-term, to address housing concerns in the County:

1. Expand home repair work
2. Expand tax relief program
3. Increase affordable rental opportunities
4. Develop a tiny cottage community
5. Expand existing accessory dwelling unit ordinance
6. Evaluate an affordable dwelling unit ordinance
7. Increase affordable homeownership opportunities
8. Support a community land trust in the county
9. Promote new manufactured and modular housing as an affordable homeownership option

## HOUSING IN GOOCHLAND COURTHOUSE

*Housing Types:* Housing type and tenure in the Courthouse Village 15-minute drivetime area is similar to that of Goochland County overall, with a majority single-family (91%), owner-occupied (88%) housing. There are limited multifamily options in the Village.



*Housing Types in Goochland County (Left) and the Courthouse Village 15-Minute Drivetime Area (Right) (Source: Envirionics Analytics, 2022)*

*Housing Values:* The median value of owner-occupied housing in Goochland County is \$484,841, the highest in the region and nearly \$200,000 higher than the median value of the Richmond metropolitan area (\$296,185). The median value of owner-occupied housing in Courthouse Village is \$400,000, and the median value in the 15-minute drivetime area is \$397,960.

*For Sale Market:* The market value of homes in Goochland County is increasing. According to Virginia Realtors, the median sales price of homes in Goochland County was \$483,000 in December of 2021, higher than the median sales price in all surrounding counties.

The Zillow Home Value Index measures home values in a given area over time. In May of 2022, the Zillow Home Value Index was \$431,000 in Goochland County, a 10.5% increase over April of 2021.

While the majority of homes on the market in Goochland County are single-family detached homes, there is a growing market for 55+ communities that include patio homes and townhomes.

In the 23063 zip code (which covers the Courthouse Village area), The Zillow Home Value Index was \$312,984, more affordable than the county overall.

*Rental Market:* Goochland County’s overall housing stock contains a limited amount of rental and multifamily housing, with the majority of the multifamily housing concentrated on the eastern edge of the county. According to Census Bureau’s 2020 American Community Survey, the median gross rent in Goochland County is \$1,129.

Newer multifamily units are being marketed at a higher price point, with one-bedroom units renting for over \$1,500 a month and two-bedroom units renting for over \$2,100 a month.



*Examples of new construction and current housing within the Goochland Courthouse Village boundary*

## COMMUNITY ENGAGEMENT AND SURVEY



*Signage for a community meeting held in Goochland Courthouse (February 2022)*

Public engagement is a major tenant of the Goochland Courthouse Village Plan. Likewise, all efforts were taken to ensure that the general public was engaged in the decision-making process. Major tools in this endeavor were public meetings and roundtables paired with surveys. Public meetings are a simple, yet important, step in ensuring that the community is informed and engaged in the project as well as made aware of the importance they hold in the project's success. Meetings were held in Goochland on February 16th, to introduce the project, and on

June 8th, to discuss the project's midway point. Both meetings consisted of public gatherings in which the community could meet the design team, ask questions, and have input into the project.

Roundtable discussions are beneficial because they grant the opportunity for all attendees to listen to and engage with a group of peers. The roundtable discussion format provides all participants a fair chance to share useful questions, anecdotes, and information. Due to minimal facilitation, spontaneous conversation can contribute to a freer exchange of ideas

A series of five roundtable discussions were held in March 2022. Participants included citizens, property owners, the business community, developers and other interested parties in Centerville and Goochland Courthouse Villages.

Surveys were the second prong and served as a useful tool in gauging public opinion, feelings, and needs. This survey was made available to the public in late March 2022 and was available until early June 2022 on Goochland County's website. Over the course of the intervening three months, a total of 240 individuals responded to the survey. All in all, citizen responses to this survey played a major role in guiding how the final land use and master plan were developed. Through their participation, the needs and wants of those who call Goochland Courthouse home are better reflected in the final product. The following is a brief overview of the responses gathered.

Of particular interest is the emphasis that survey respondents place upon the quiet and small town feel they hoped to see reflected in the Goochland Courthouse Village. Using phrases like "quaint", "rural", "small", and "historic", respondents harken to the farms and rural life that has dominated the



## KEY SURVEY FINDINGS

### A Strong Identity



This sentiment to keep Goochland small and interconnected when residents were asked to rank what they believed should be the focus for creating a strong identity in the Goochland Courthouse Village. Of the options, “promoting local businesses”, “promoting community events and activities”, “positioning the Village as a place to open and operate a business”, and “building community pride” were ranked highest. Taken together, these focuses point to residents of Goochland hoping the new development will both bring the community together and support economic growth. This sentiment is reinforced through respondents rating land uses like “recreational”, “commercial”, “public”, and “mixed use” as high priorities. Although residents of Goochland hope to bring together the community and increase economic growth, according to respondents there is a stronger emphasis placed upon creating public goods (recreational opportunities and public spaces) and business opportunity (mixed use and commercial) over generating more single family or multifamily housing.

### Quality of Life

Quality of life is another important indicator of livability in the Goochland Courthouse Village. According to those polled, the most important aspects to ensuring a high quality of life in Goochland Courthouse Village are “Goochland Courthouse Village as a place to raise children”, “Goochland Courthouse Village as a place to live”, “Sense of Community”, “Goochland Courthouse Village as a place to work”, and “Recreational Opportunities”. This too indicated that respondents want the Goochland Courthouse Village to have a strong sense of community in which people can live, work, and recreate.



### The Economic Environment



In terms of the economic environment, residents hope to be fostered in the Goochland Courthouse Village, opinions are aligned with increasing economic opportunity locally and attracting outside tourism dollars. Among respondents, factors such as “attractiveness to visitors and tourists”, “quality of businesses and service establishments “overall local economy”, “dining opportunities”, and “programs to retain, expand, and attract businesses” all ranked highly. This indicates that bringing in tourism dollars, fostering local business, and attracting new businesses are top of mind for those living in and around Goochland. Overall, bringing about economic growth and wellbeing are what respondents hope to see from the Goochland Courthouse Village Plan.

## The Built Environment



In addition to quality of life and economic impacts of Goochland Courthouse Village, respondents were also asked to rate the importance of particular aspects of the built environment. These aspects ranged from physical infrastructure to the attractiveness of the development to the availability of services, public spaces, and affordable housing. The focus of respondent's sentiments were that Goochland Courthouse Village should be of high quality (commercial and residential development, attractive, well-maintained roads and homes, public spaces), meaning that the development should be well designed and provide a wealth of public good to the community, and should provide infrastructure (water, sewer, broadband internet, electricity, cellular phone access).

## Community Needs – Services and Retail

Services, particularly retail, restaurants, and medical facilities, are seen as needs by respondents of the survey. Among retail and restaurants, family-friendly restaurants, coffee shops, family-friendly entertainment, boutiques, and fine dining restaurants are highly requested. In addition, respondents were clear in their need for medical services like doctors and urgent care centers, laundry services, meeting spaces, and senior services. Taken together, this highlights the fact that residents hope to see the Goochland Courthouse Village as a place that combines services to meet community needs, whether that be families, retired individuals, or young adults. Meeting and public spaces were ranked as a high priority among respondents. Spaces such as a farmers' market, areas for events and live music, as well as access to the James River and other outdoor recreational opportunities were seen as needed among the vast majority of residents.

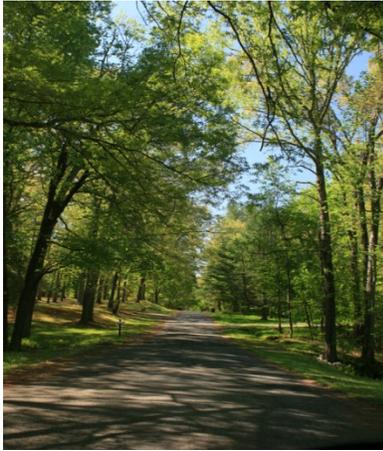


## Community Needs - Housing



Regarding housing, respondents were clear in what form they hoped to see reflected in the Goochland Courthouse Village. Respondents were more likely to see housing types like single-family housing, mixed-used housing, and townhomes as desirable. In addition, respondents saw the importance of affordable/attainable housing, in fact this desire was seen as the most important among those polled. On the other hand, respondents had less favorable views on apartments and non-family accessory housing units, rating these two options fairly low. These preferences reinforce the notion that residents of Goochland Courthouse hope to see a mix of housing types that allow the area to keep the “small town feel” but increase the affordability and diversity of those residing in the Village.

## Future Development and Redevelopment



Regarding future development and redevelopment at Goochland Courthouse Village respondents were asked to rank potential aspects they viewed as important to preserving and enhancing the overall community. Of the potential eight responses citizens ranked “building height/size”, “planting and landscaping”, “building materials”, and “setbacks from roadways” as their top four priorities. Again, this reinforces the sentiment that residents of Goochland hope to preserve the “small town feel”. By ensuring that buildings are not too large or tall, the urban environment incorporates elements of the rural, building materials are reminiscent of surrounding architecture, and walkability is fostered, this “small town feel” can be preserved according to survey respondents.

## Reynolds Community College



Lastly survey respondents were asked how Reynolds Community College can better serve or be incorporated into the Goochland Courthouse Village. Reynolds Community College is a regional community college that serves approximately 7,759 students across the area and has a branch located within the future Goochland Courthouse Village. Therefore, it is important to

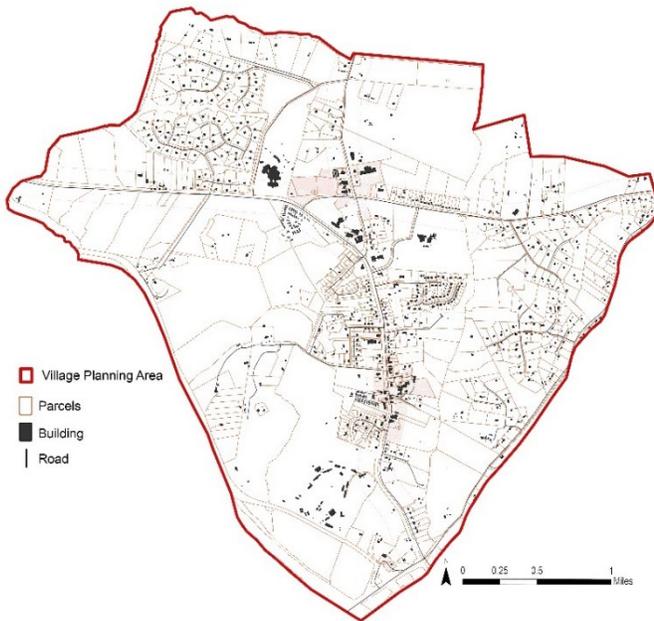
integrate this education resource into the greater community. Among those polled many pointed to the community college as a resource for meeting and event space as well as a possible resource to bolster local businesses through education (free classes, and partnerships for workforce development). It appears from responses that Reynolds is currently being used as a public meeting space for local groups and organizations, but there seems to be a need to increase the number of public meeting spaces or increase the availability of current meeting spaces to the public. In regard to classes and providing education to the surrounding area, it appears that there is a desire for Reynolds to provide expanded offerings, that are either at a reduced cost or free. This has the potential to foster economic growth in the area, but the likelihood of the community college taking such actions is largely up to the college itself. Regardless, according to the community, there is a sizable need to integrate the community college into the greater Goochland Courthouse Village Plan.

Taken as a whole, this survey has reinforced the notion that those who call Goochland home hope to maintain their current way of life – rural, relaxed, and community focused – while trying to bolster the community, residential, and retail services provided to the area. By ensuring that Goochland Courthouse Village reflects the needs and wishes of the community all the while preserving the quaint and idyllic nature of Goochland, the Goochland Courthouse Village is likely to show greater public support

## THE SITE AND THE SITUATION

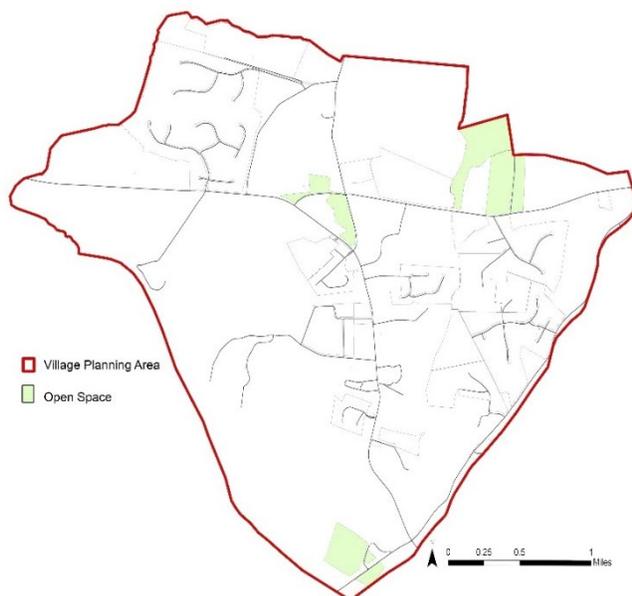
The lands in the Village have special status, in that all proposed developments must be reviewed by the Goochland Design Review Committee. In Goochland Courthouse, the plan and the guidelines coach boosting density a little along the historic River Road West in the historic center, provide an appropriately scaled area for increased density at the northern side of downtown near Fairgrounds Road, and provide for some control to maximize the scenic aspects of the village edges.

### EXISTING FEATURES



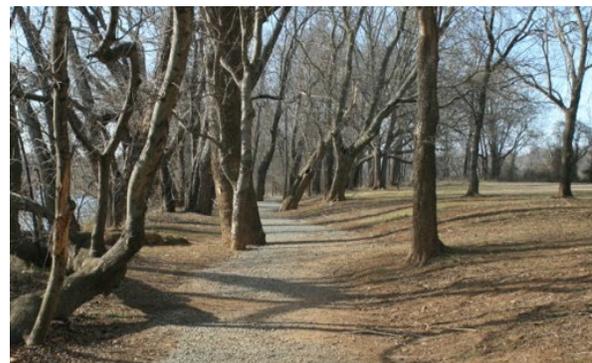
#### Existing Facilities and Buildings

The figure ground shows the density of historic development along the ridge road (Route 6, or River Road) through the central part of the village. Larger institutional buildings (courthouse, schools, administration buildings) are clustered along the ridge and to the central part of the map. Newer subdivisions dot the landscape in the northwest and on the east side.

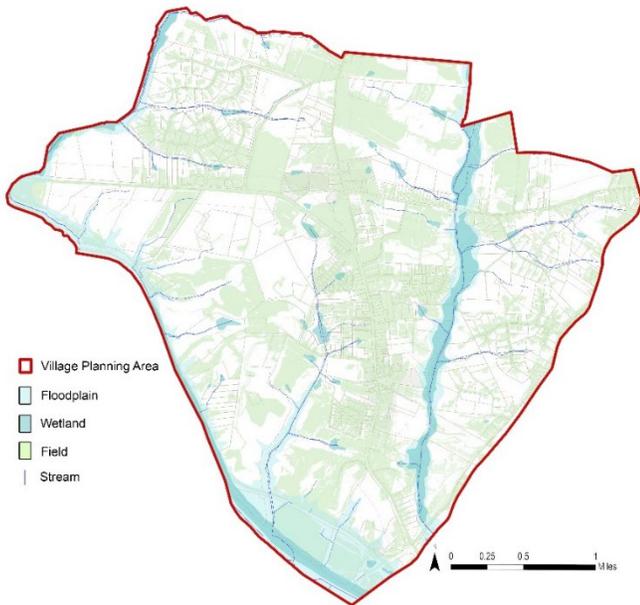


#### Open Spaces

There are numerous open parklike spaces in Goochland Courthouse, such as the Courthouse Grounds, Community College and school recreation areas. But the official Public Parks are Tucker Park, shown to the south, and Hidden Rock Park, shown in the northeast. The Goochland Sports Complex and Skate Park are shown in the center.



## ENVIRONMENTAL FEATURES

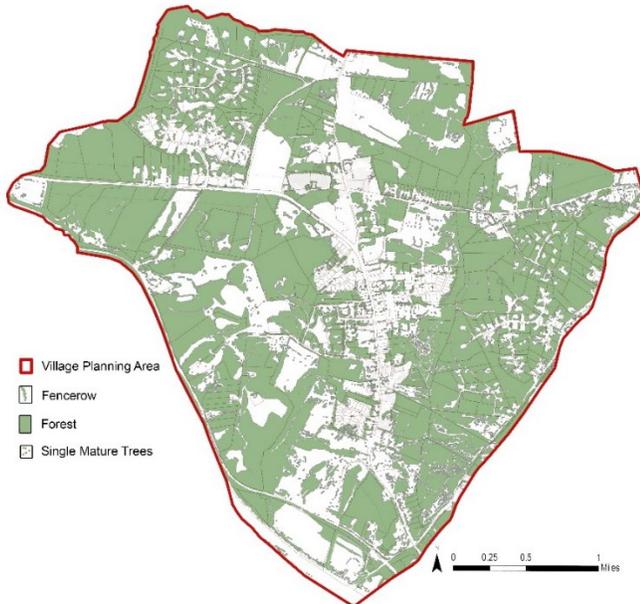


### Floodplains, Wetlands, Fields, and Streams

This map shows the patchwork of lands uses in Goochland Courthouse. Open fields tend to surround drainageways with forested ridgelines separating the open watersheds. A prominent floodplain is seen on the south side, along the James River, and another trending in a N-S pattern along Courthouse Creek.



## HERITAGE LANDSCAPES



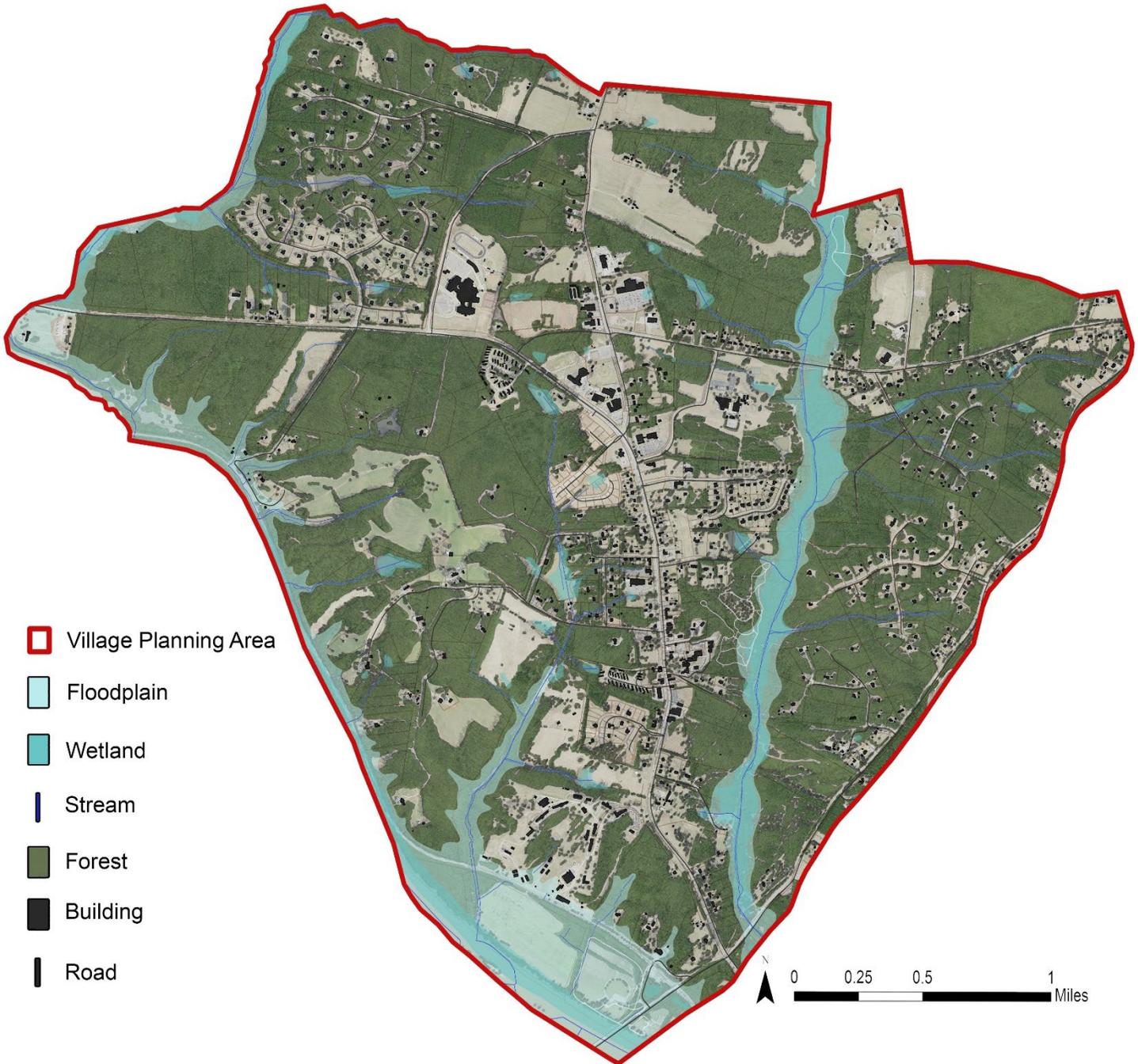
### Fencerows, Forest, and Single Mature Trees

For a village dating back hundreds of years, the forest canopy is remarkably intact. Groupings of single mature trees can be seen especially in some of the institutional properties and occasionally out in the fields.



## COMBINED ENVIRONMENTAL FEATURES

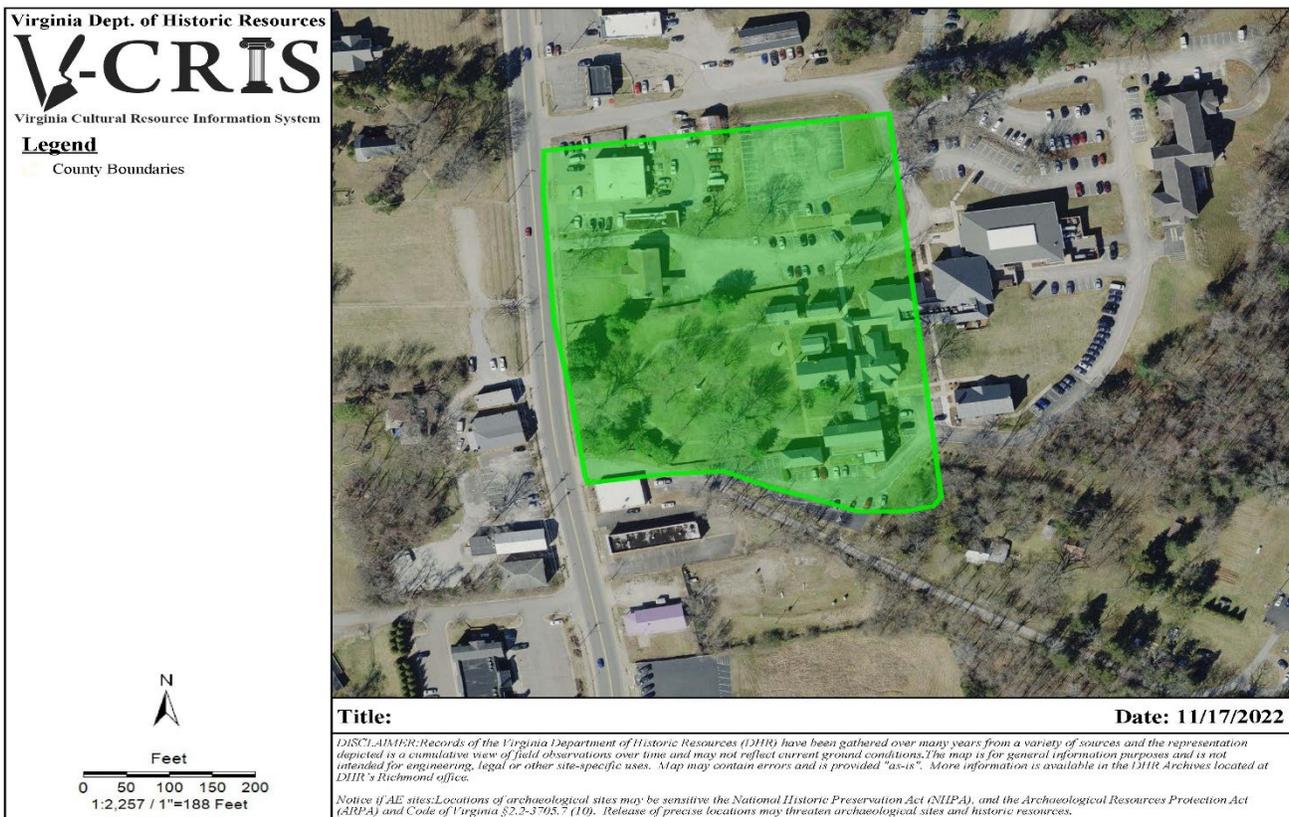
The combined environmental features map shows the more sensitive environmental areas, and where areas can absorb more development. The features of this map must be addressed by all proposed development, as referenced in the Land Use section and in the Design Guidelines



## POTENTIAL BOUNDARY FOR COURTHOUSE VILLAGE HISTORIC DISTRICT

The historic buildings and sites in Courthouse Village are unique assets that provide a sense of place and community character. Goochland County Court Square Historic District is listed on the National Register of Historic Places (NRHP) and represents the historic governmental core of Courthouse Village. Central to Court Square is the Roman Revival courthouse, completed in 1826. Other early structures on Court Square are the stone jail, a brick clerk's office, and a brick wall.

Several late 19th and early 20th century vernacular buildings developed contiguous to Goochland County Court Square, including a former bank, stores, houses, and a church. These buildings, along with the structures in Court Square, comprise the historic core of Courthouse Village. These historic buildings represent opportunities for rehabilitation and serve as stylistic examples for future infill development.



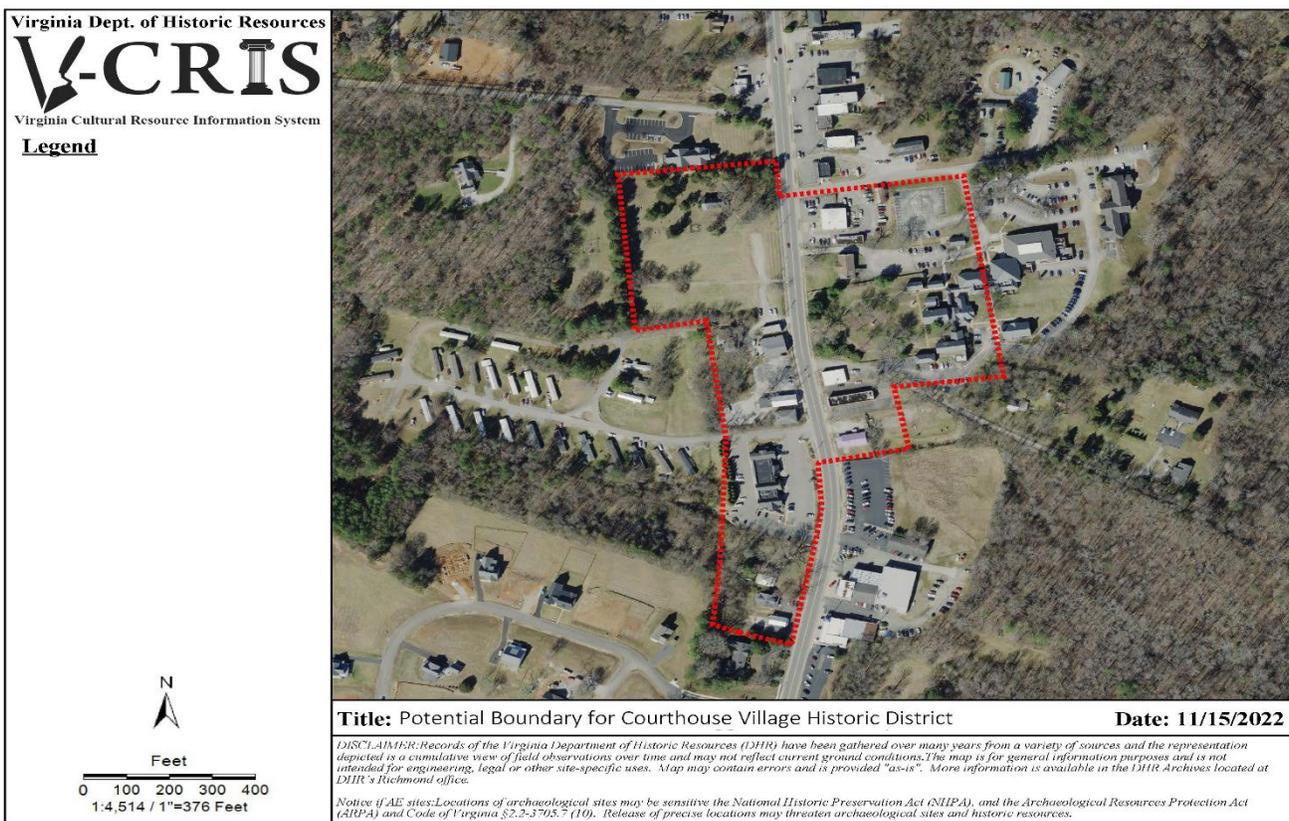
*Existing boundaries of the current Goochland County Courthouse Square Historic District (green box above)*

Goochland County should explore the potential for a National Register historic district that encompasses the historic core of Courthouse Village. The district would include Court Square as its centerpiece, as well as the commercial, religious, and domestic buildings that developed around it. A National Register listing unlocks potential for historic tax credits, which encourages investment in historic buildings. Other economic benefits include place-based economic development through heritage education and tourism and the promotion of infill development using existing

infrastructure. Social benefits of a National Register listing include fostering a sense of place and an improved quality of life by cultivating community, identity, and connectivity.

Implementation Steps:

- Promote preservation of historic buildings in Courthouse Village.
- Interpret the history of significant buildings, districts, and landscapes in Courthouse Village.
- Build on unique assets, such as historic buildings and landscapes, to serve residents and attract visitors.
- Explore potential for a National Register historic district to include Court Square and the commercial, religious, and domestic buildings that developed adjacent to it.  
Explore design guidelines to maintain the character of Courthouse Village.



*Proposed boundaries of a new Courthouse Village Historic District*

## LAND USE

A designated growth area in the comprehensive plan, The Goochland Courthouse Village by its location serves as the central village of Goochland County community and should continue to do so. The vision for this area gives due consideration to the area's role as a potential economic driver for the county having infrastructure and resources aimed at providing for a balanced mix of quality commercial and employment uses. In addition to providing a healthy commercial sector, the plan provides for a mix of housing options to help support the economic success of the gateway community.

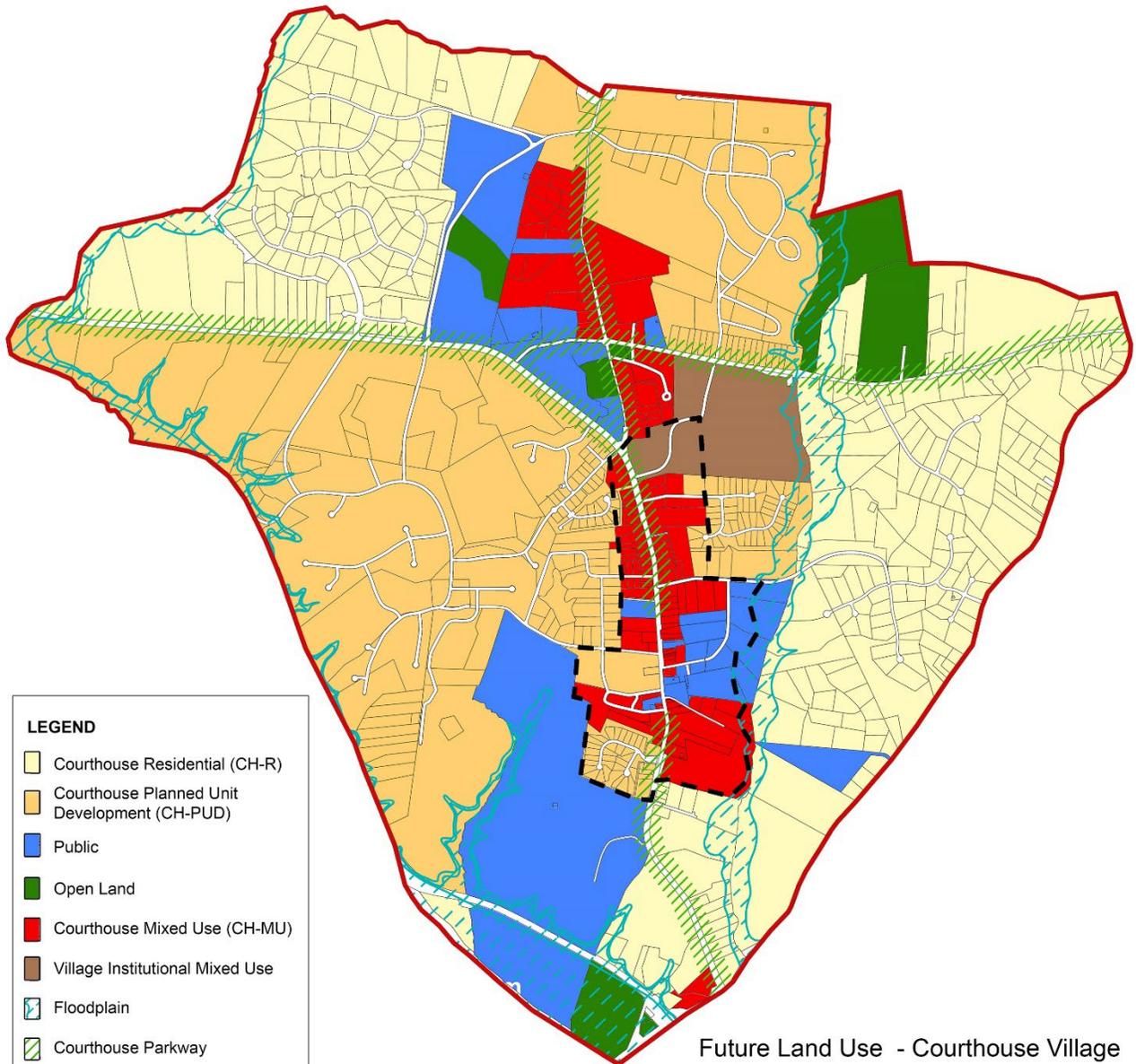
The character of the Goochland Courthouse area has developed over centuries. The yardstick for successful additional town design is whether measures can be put into place that celebrate and even enhance the existing sense of place, instead of permanently and irreparably altering it. Undoubtedly there is additional carrying capacity within Goochland Courthouse, and the master plan points to where it can be provided while enhancing the vitality and interest of the existing village.

The central courthouse and its associated outbuildings, small offices, even the small nineteenth-century commercial strip around the courthouse are part and parcel of the Goochland Courthouse brand. The ridgetop alignment of Courthouse Circle through the village, terminating into Route 6 at both ends, reinforces the heritage pattern of coming into town through pastoral managed scenery, slowing to the center, then departing back into the managed countryside. The emphasis of the experience is local to Goochland Courthouse: there is minimum visual reference to national brands. Small buildings and small lots are in a harmonious scale to the large, old trees that dot the landscape, reminding visitors of the settled age of the village.

While a variety of public institutions are in Goochland Courthouse, there is not much variety in housing or commercial options. Several types of new housing and commercial offerings will be available through the implementation of the plan.

Shown to the right, the Goochland Courthouse future land use plan guides future land use decisions in Goochland Courthouse. Primarily, development is centered around the historic courthouse area and the intersection of River Road and Fairgrounds Road. With the intention to maintain the quaint and historic nature of the area, spaces for complementary and well-planned development are also provided, surrounding and to the village boundary.

Special Land Use Categories respond specifically to the needs for greenspace preservation, the country feel of the edges of Goochland Courthouse, the location of utilities and the economic development possibility. Descriptions of each category are described in the next section.



**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  
DRAFT 11-17-2022**



## LAND USE CATEGORIES

### **Courthouse Village Residential Land Use:**

#### **1. 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.

***Characteristics:*** All lots shall be served by public water and sewer. Maximum of 1 unit per acre. Compensating open space for lots under 1 acre, particularly to save woodlots, open fields and / or hedgerows. Additional density of up to 1.5 units / acre may be permitted by setting aside significant, contiguous, community open space for developing amenities within it. Minimum lot size 15,000 SF

***Mobility:*** Rural Village Lane required. Pedestrian and bicycle circulation is by greenway (where shown on Master Plan) and sharing the Rural Village Lane.

***Examples:*** Serenbe, Chattahoochee Hills, GA, USA <https://www.serenbe.com/>





*Example: Lot sizes reduced to 15,000 SF around the edges of a 2-acres common which doubles to manage stormwater.*



*Example: Small lots created to save three large Oaks in former hedgerow.*

## 2. 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.

**Characteristics:** All lots shall be served by public water and sewer. Maximum of 2.5 units per acre. with compensating open space for lots under 15000 sf. Zoning administrator can allow density bonus of up to 3 units / acre with compensating open space for lots under 15,000 sf. for setting aside significant, contiguous, community open space for developing amenities within it.

**Similar Goochland Code Examples:** Similar to RPUD, but with the Village guidelines overlay. This land use allows for both attached dwellings and detached single family dwellings.

Within Commons residential, up to 15,000 sf Neighborhood-specific commercial areas are allowed. Businesses are neighborhood, walking oriented, not automobile oriented.

- Family Friendly Restaurants
- Coffee Shops
- Local Pub
- Laundry Services
- Salons and Personal Care Services

**Mobility:** Single-Family Residential Streets generally required. Pedestrian and bicycle circulation is by greenway and connecting sidewalks, required at a minimum on one side of the road.

**Examples:** Vermillion, Huntersville, NC <https://www.dpz.com/projects/vermillion/>



*Example: Neighborhood Common features small businesses and has a variety of housing options*



- 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

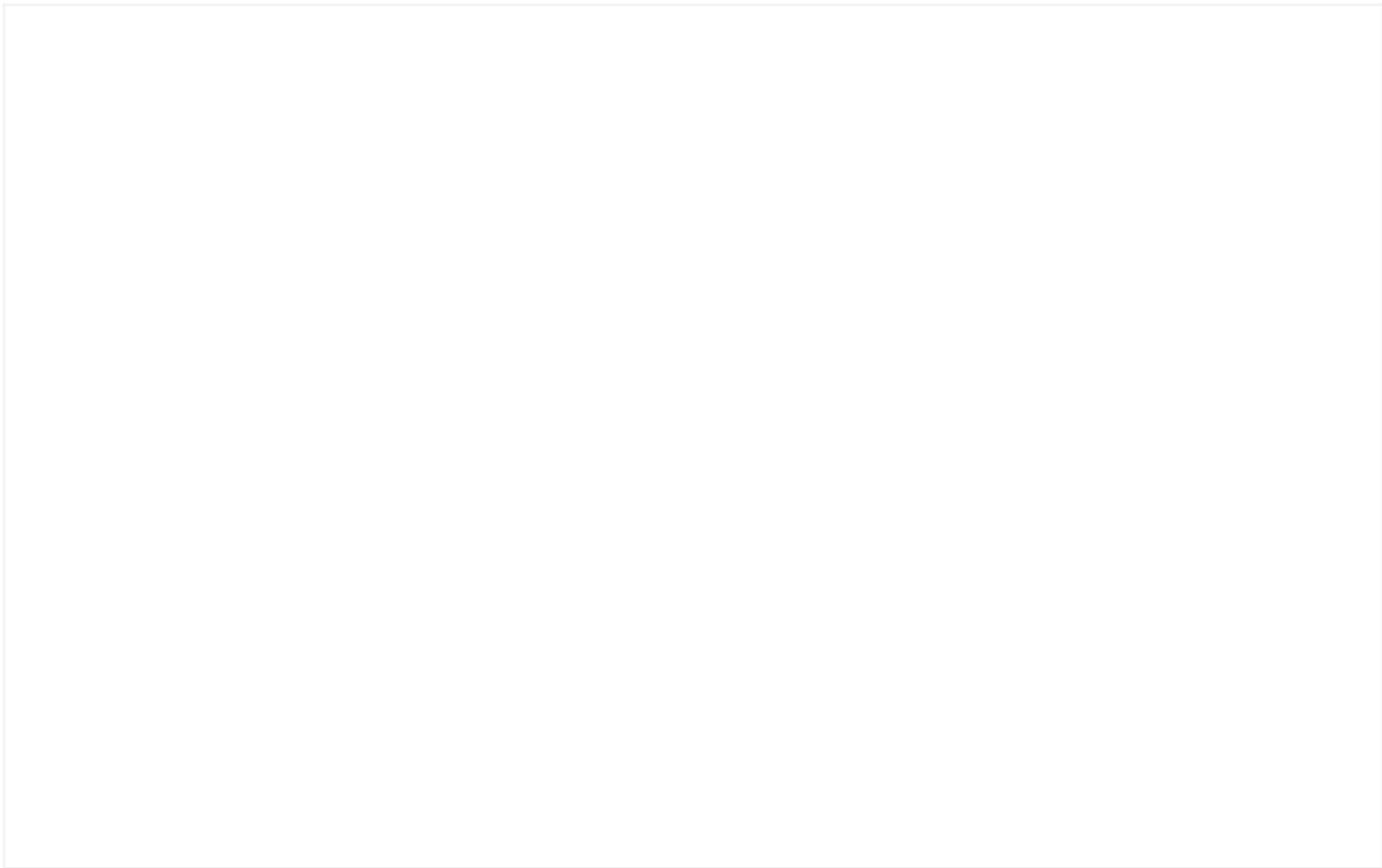
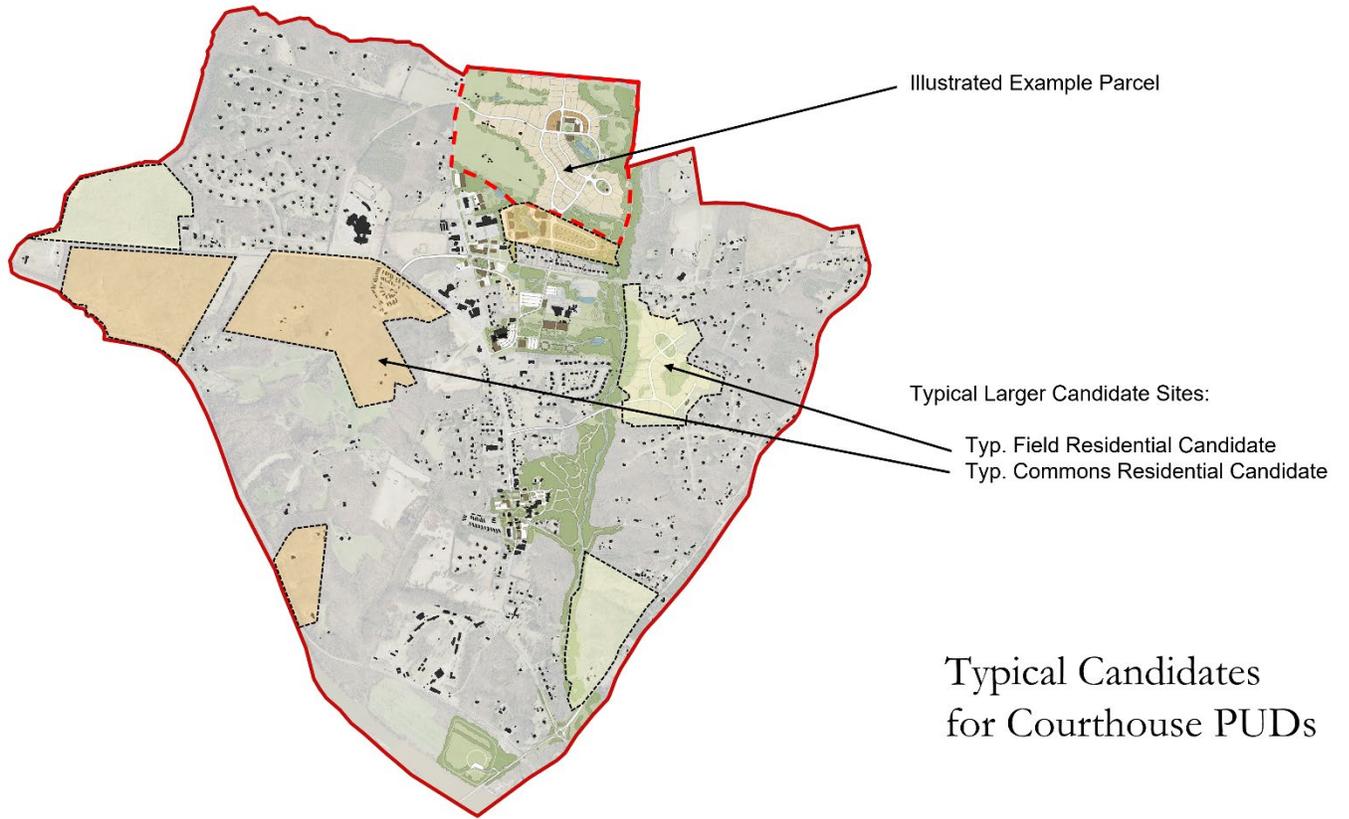
- Example: 142 Single family lots  
 5 Estate Lots  
 18 Townhomes  
 24 Second Floor lofts  
 189 Residences

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

Example Courthouse PUD



Example: 15,000 SF lots surrounding storm water amenity



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## Courthouse Village Commercial Land Use:

### 1. 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.

**Characteristics:** All lots shall be served by public water and sewer. Horizontal and/or vertical mixed use with residential densities at maximum 6 units per acre, over first-floor commercial uses. A minimum of 30 percent of acreage shall be dedicated to commercial uses. Open space considerations for density bonuses of up to 8 units per acre. Limitations on commercial type uses.

**Uses:** include commercial enterprises that benefit from being walkable to other nearby businesses and houses and businesses that serve the surrounding agricultural community. Examples include:

- Coffee Shops
- Family Friendly Restaurants
- Family Friendly Entertainment
- Book Stores
- Novelty and Gift Shops
- Medical Services (Doctor's Offices, etc)
- Boutique Hotels
- Dry Cleaners and Laundromats
- Gyms
- Senior Services
- Banks and Financial Services
- Meeting Spaces
- Salons and Personal Care
- Office Space (Second Floor)

**Mobility:** River Road (Route 6) or limited areas of Village Streets required. All streets will be complete streets, with designated parking, Pedestrian and bicycle circulation by greenway and connecting sidewalks, required on both sides of the street.

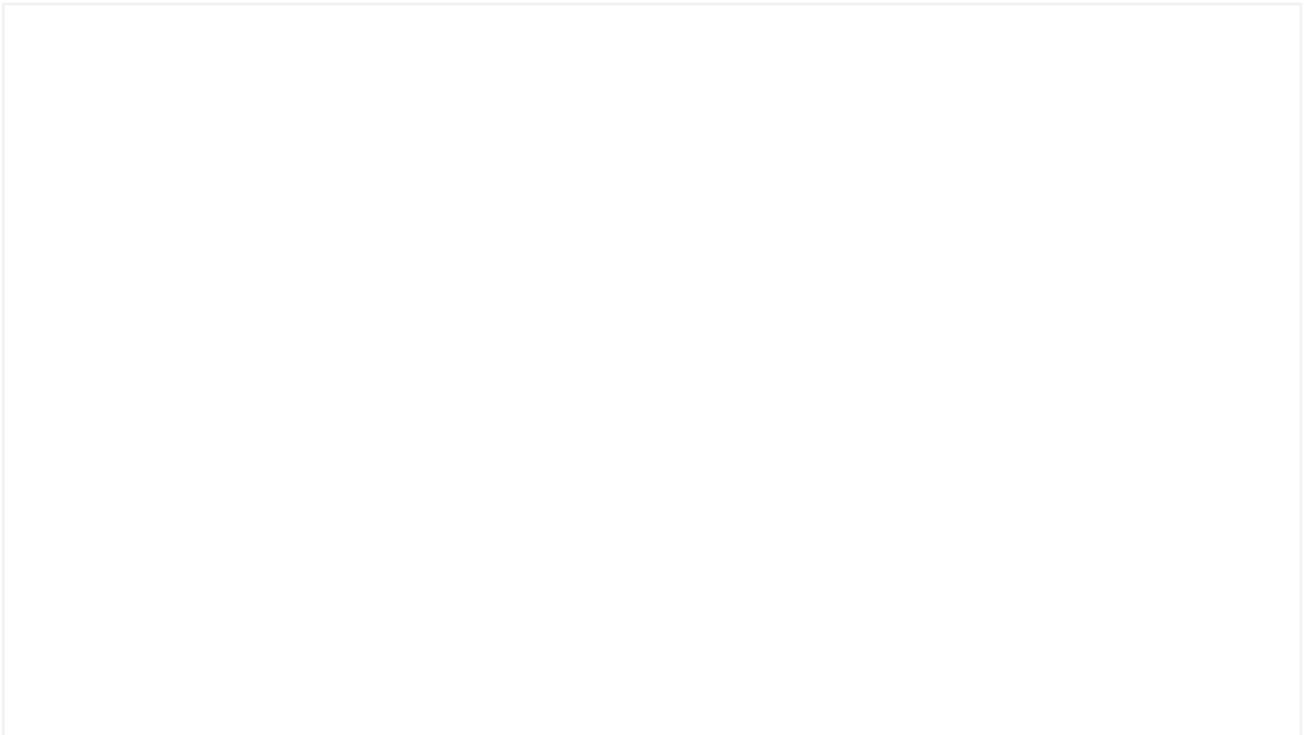
**Examples:** <https://celadonliving.com/traditional-neighborhood-development/>



*Professional offices and Boutique hotels provide additional customer base to standard first floor retail and restaurant use*



*Example: Courthouse mixed use, showing professional offices with retail and restaurant use and existing hedgerow was left in place*



## 2. 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.

**Characteristics:** All lots shall be served by public water and sewer. Existing buildings to remain as MUD as practicable with strategic infill and adaptive reuse encouraged. New commercial buildings shall be in scale with adjacent neighbors.

**Uses:** Include small scale businesses that benefit from walkability to other nearby businesses and residential areas. Examples include:

- Boutique or small store retail
- Coffee Shops
- Ice Cream Parlors
- Restaurants
- Personal Services (hair, nails, spa, etc.)
- Tack Shop

**Mobility:** River Road (Route 6) required. All Streets will be complete streets, with designated parking, pedestrian and bicycle circulation by greenway and connecting sidewalks, required on both sides of the street.

**Example:**

<https://www.mainstreet.org/ourwork/theapproach>

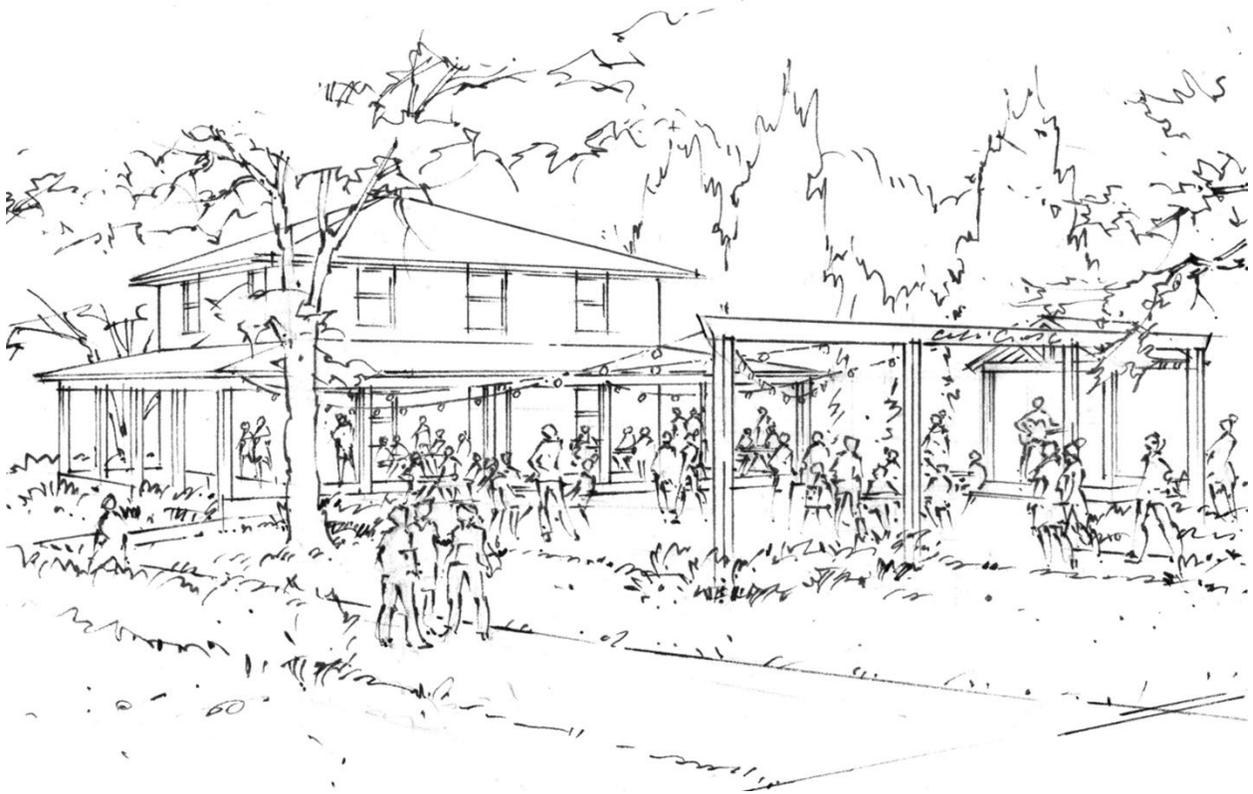


*Small businesses located within the Village Core. All businesses above have reused historical or former residential building (images above)*



*Before & After: Typical recreation in the Village*

*Core: A house transformed into a coffee shop with apartments upstairs. All parking is in the rear.*



### 3. Village Institutional Mixed Use:

**Intent:** The Institutional use is for a highly regarded public component of the village. The Institutional uses bring outside visitors to the Village.

**Characteristics:** All lots shall be served by public water and sewer. The open space of institutional uses is of critical importance to Goochland Courthouse Village. In contrast to commercial uses which tend to be clustered near the road, Institutional Uses are set back with graceful lawns, and host large trees that have been in place for generations. Care should be taken to preserve these heritage resources.

**Uses:** Should follow the guidelines of Village mixed use with the additional requirement of a scenic landscape setting where over 50% of the land remains in planned green open space.

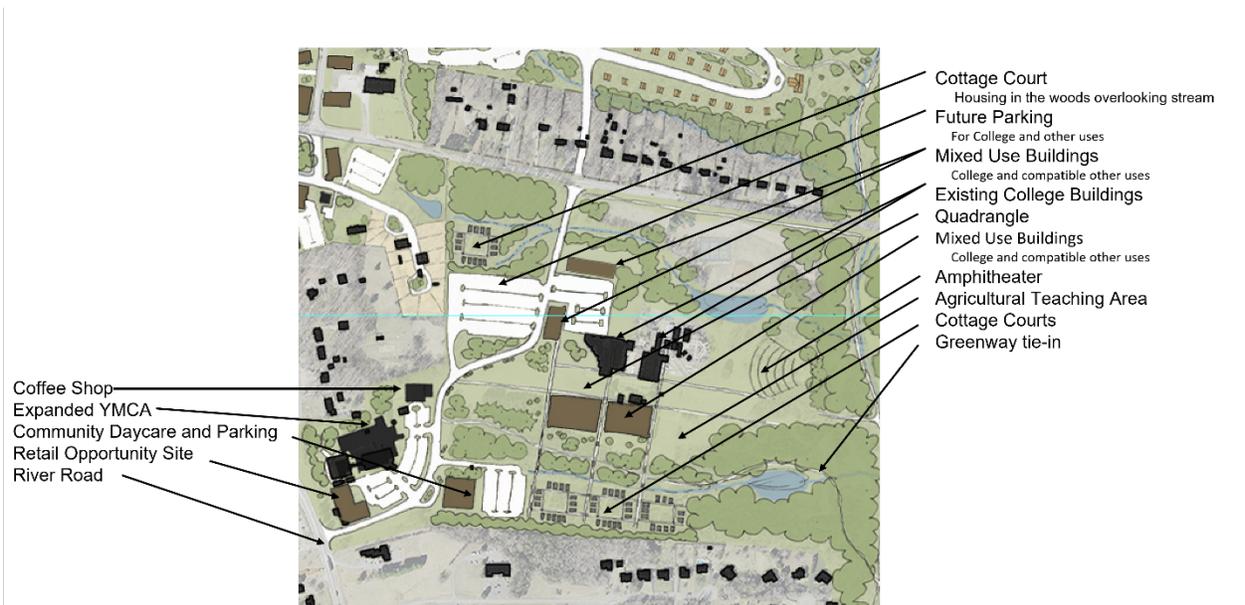


*Reynold Community College is a key parcel to invigorate Courthouse Village. Established photos show the Green Space0 relationship to the buildings.*





*Example: Presentation of Green Spaces, large trees and Agricultural xxxxx areas is important when transforming community college area. A mixed-use PUD.*



Village Mixed Use PUD at Reynolds Community College

## Courthouse Village Overlay Districts

### *1. 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

#### **Characteristics:**

Outside Courthouse Village Core Area: 35' setback from ROW/property line with large park-like landscape buffer

In Courthouse Village Core Area In accordance with River Road Street typology

#### **Landscape Requirements:**

- Outside Courthouse Village Core – Generally should be a broad sweeping greensward where property lines are not easily detectable, and occasional canopy trees dot the landscape.
- In Courthouse Village Core – Plant canopy oak, hickory or maple trees at a general spacing of 40' on center in accordance with River Road Street typology

#### **Signage Requirements:**

- No signs above 8' high
- No backlit signs
- 32 sf sign content per lot
- Use palette from the Courthouse Touchbook

#### **Examples:**

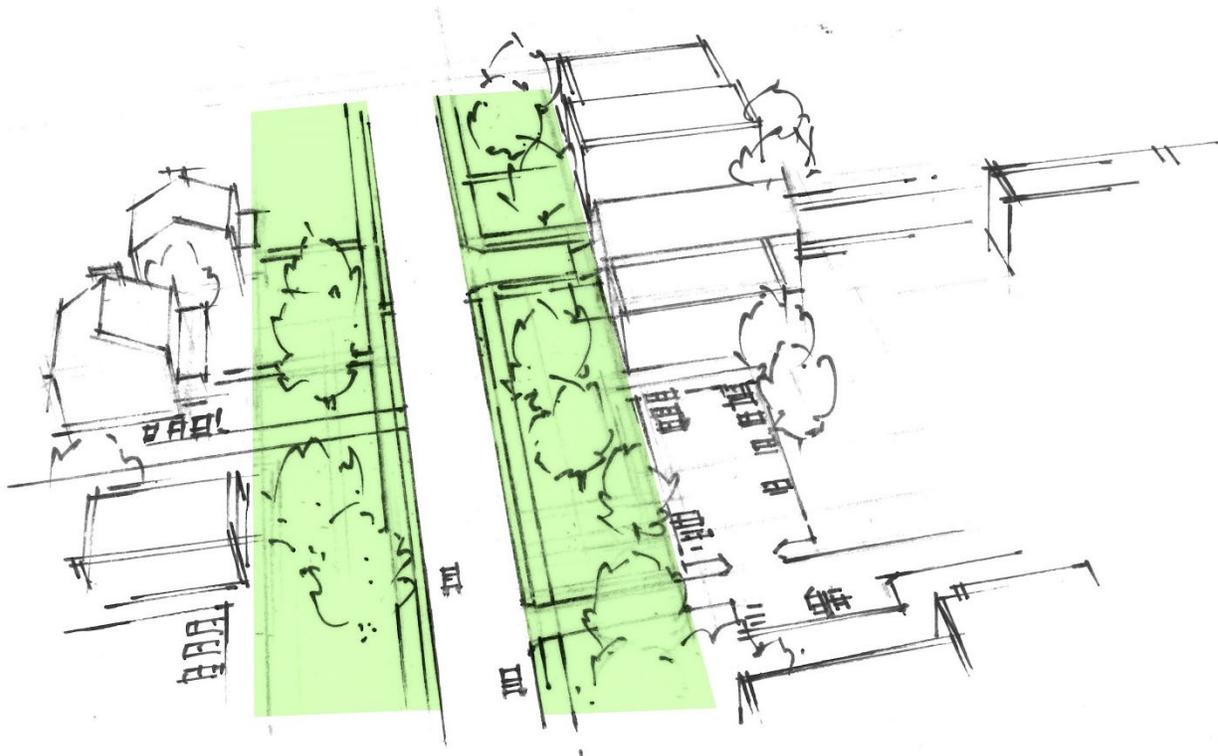
<https://www.weho.org/home/showpublisheddocument/6731/635229037960770000>

[https://kcparks.org/wp-](https://kcparks.org/wp-content/uploads/2013/03/KCPR_TopBar_Services_PlanningDesign_BoulevardParkway-Standards.pdf)

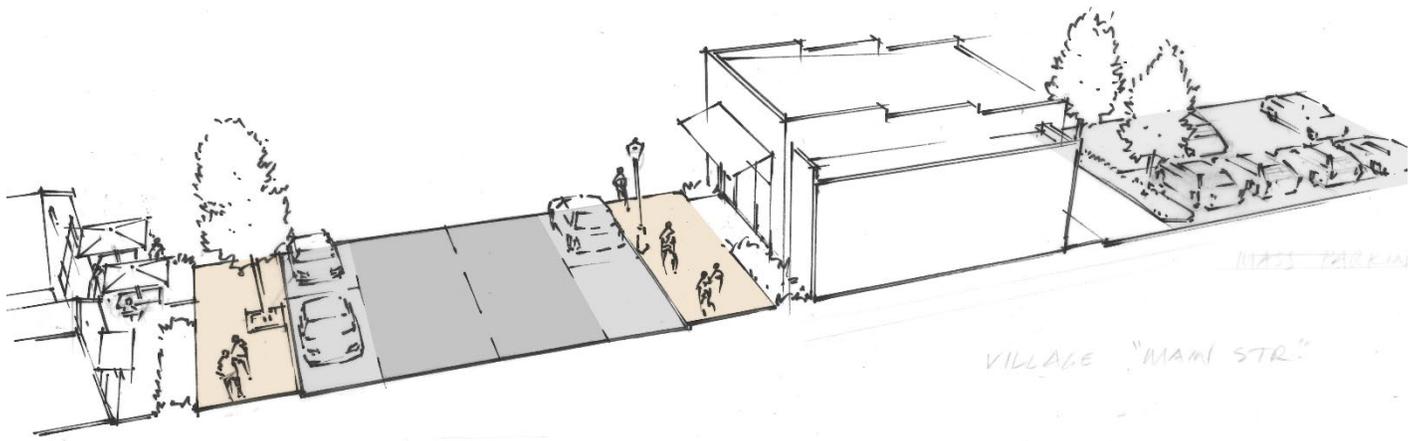
[content/uploads/2013/03/KCPR\\_TopBar\\_Services\\_PlanningDesign\\_BoulevardParkway-Standards.pdf](https://kcparks.org/wp-content/uploads/2013/03/KCPR_TopBar_Services_PlanningDesign_BoulevardParkway-Standards.pdf)



*An example of a Complete Street that will be located within the Village Core (left) and a rural roadway winding through pastoral lands near the Village (right).*



*Example: Outside of Village Core, keep green and parking to 35' setback with buildings*



*Example: Inside Village Core, provide street trees and River Road typology*

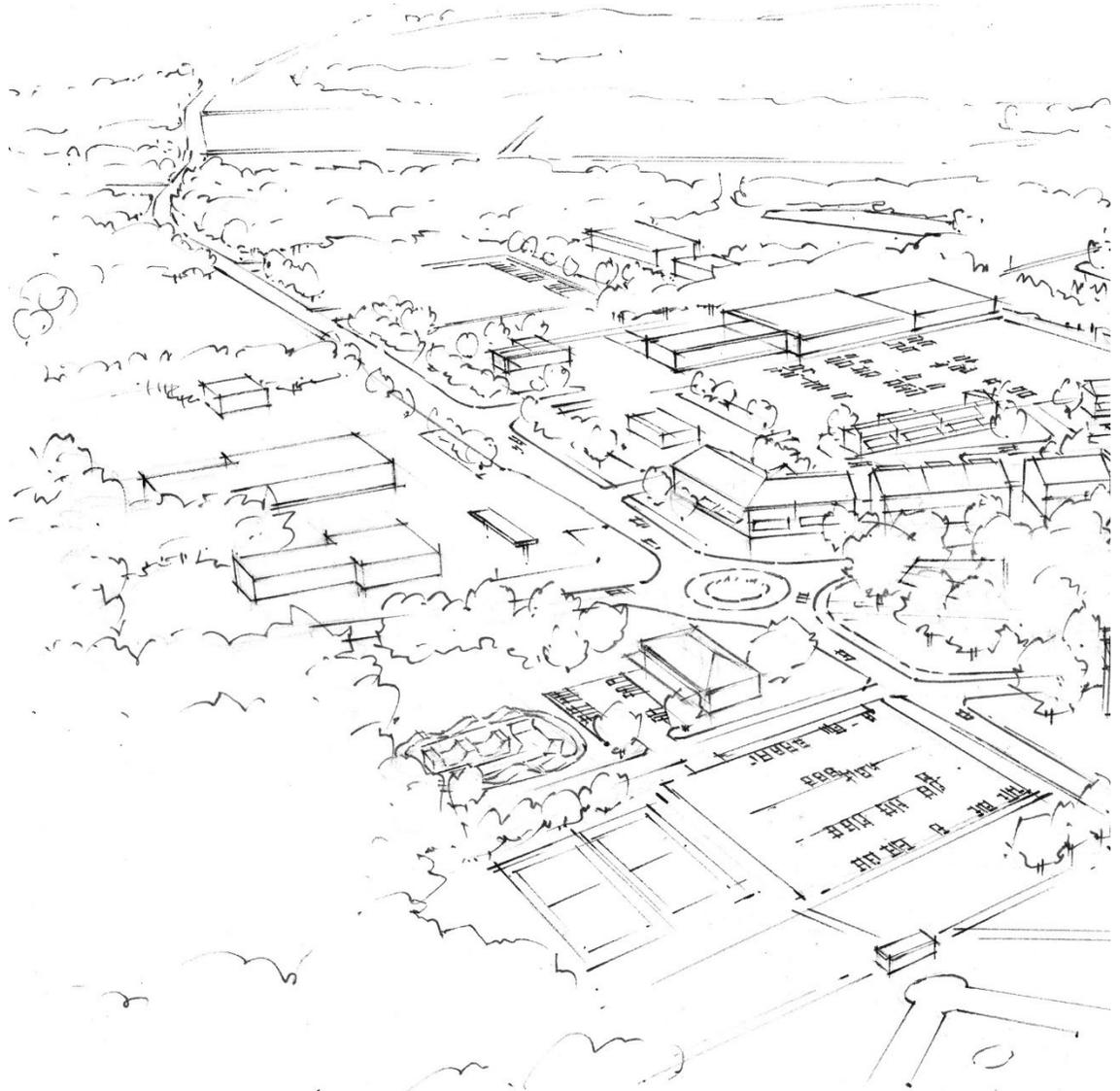
## KEY ELEMENTS OF THE PLAN

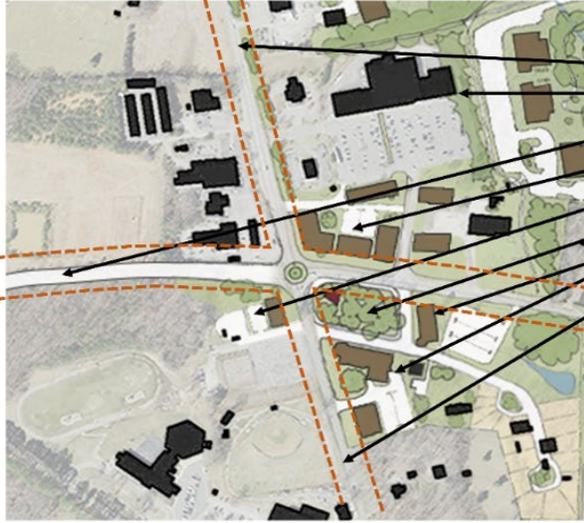
### Fairgrounds Common

Named for the county fairground, which used to be located north of the local rescue squad, this area located at the intersection of River Road and Fairgrounds Road is home to many public facilities. These include the Community College, County Administration Building, County Library, and Goochland Elementary and High School. As traffic has increased on Fairground Road and Route 522 toward the north Village Boundary, several commercial enterprises have located in this vicinity. VDOT is currently building a roundabout and connecting Fairground Road through to West River Road to alleviate congestion. This area has and can absorb more traffic and business without harming the historic quieter ambience of the historic courthouse area.

The design responds by creating a 1-acre Central square on the southeast side of the roundabout, around a mature oak grove. This open square maximizes the space by creating a venue among the highest and most valued real estate within the village. The central square can accommodate outdoor gatherings like live music and other cultural events.

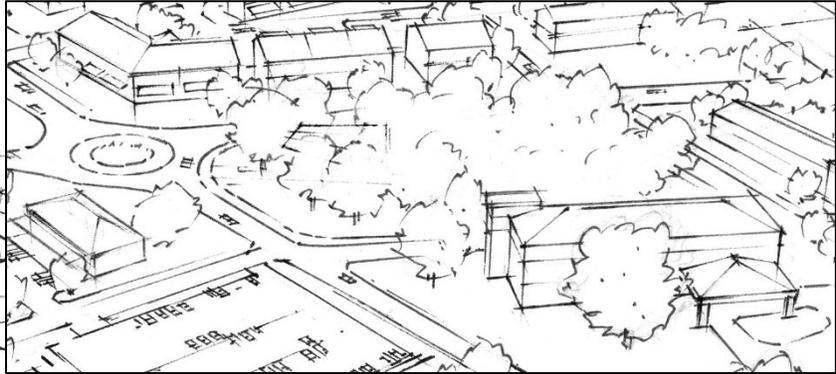
*Future development  
of Fairgrounds  
Common showing  
infill mixed use*



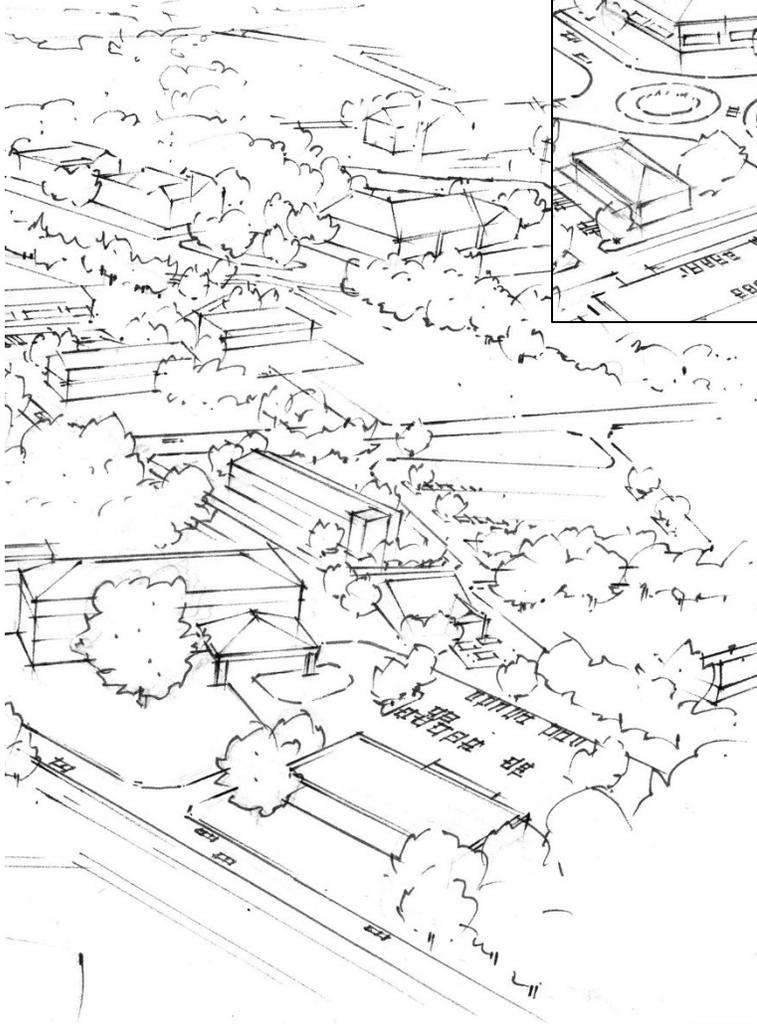


- Sandy Hook Road
- Existing Grocery Store
- New Fairgrounds Road Extension
- Infill Mixed Use
- Parks and Recreation Opportunity Site
- Wooded Fairgrounds Common with Bandshell
- Multi-use Opportunity Sites
- Parkway Corridor Zone

Fairgrounds Common

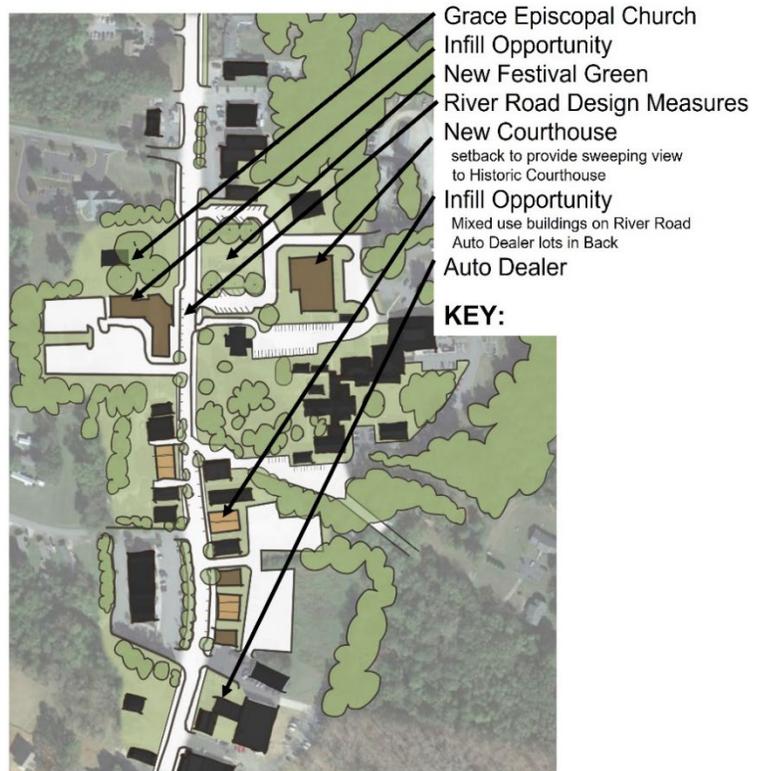


*Inset: Fairgrounds Common*



## Courthouse Village Core

The Core Village of Goochland Courthouse is designed to promote walkability and access to the mixed use, as well as historically significant, areas located along River Road. This is promoted through the creation of a parkway along River Road which will preserve the atmosphere of a Virginia courthouse town. Through the inclusion of trees, sidewalks, and clear signage, walkability will be maintained allowing visitors and residents to park their car and simply walk within the village. Centered around the historic courthouse area, the Core Village will offer residents and visitors options for dining, shopping, relaxing, and interacting with history and nature.



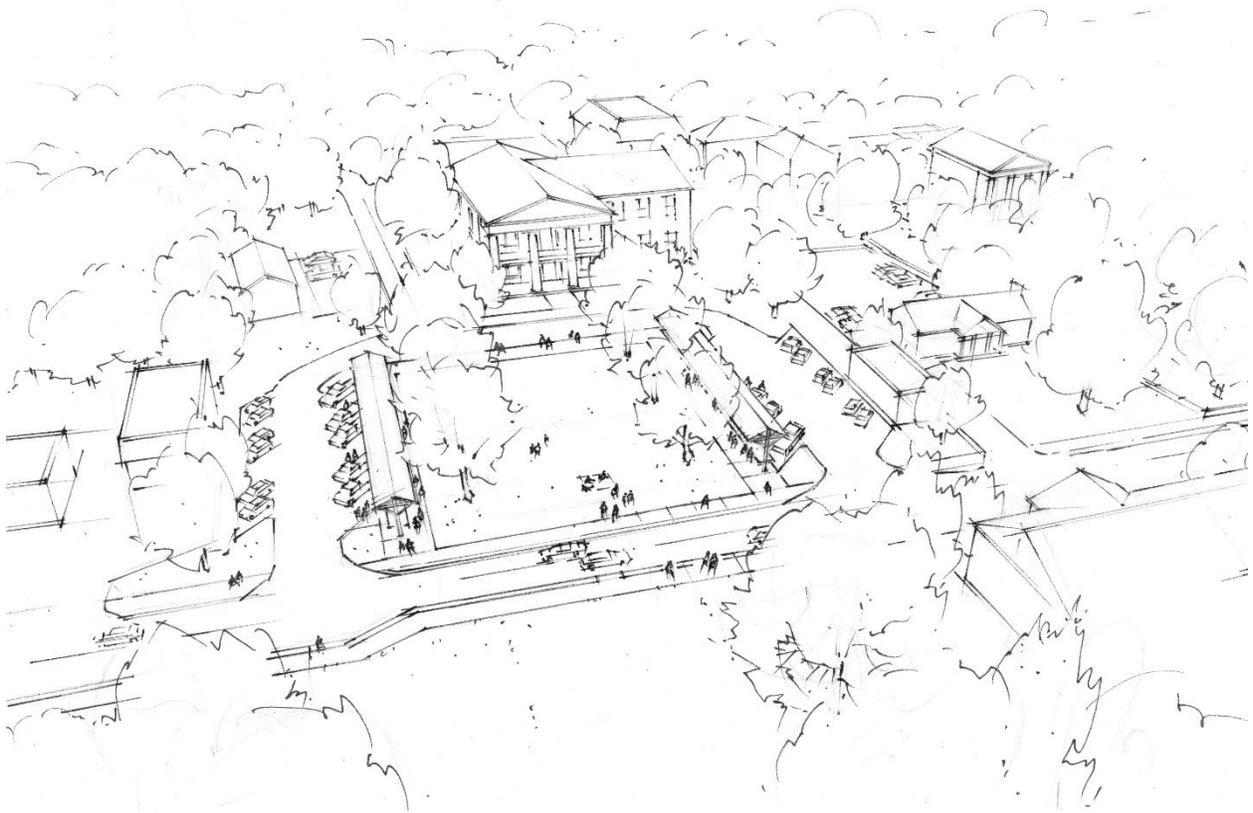
Core Village – Courthouse Area



*Comparison of an existing street (top) and street remodel (bottom) to create new festival green.*



*Farmers market arcade provides seasonal vitality*



*Artist illustration showing new festival green, with future new courthouse square on green. Historic Courthouse is back and to the right.*

## River Road – Courthouse Area

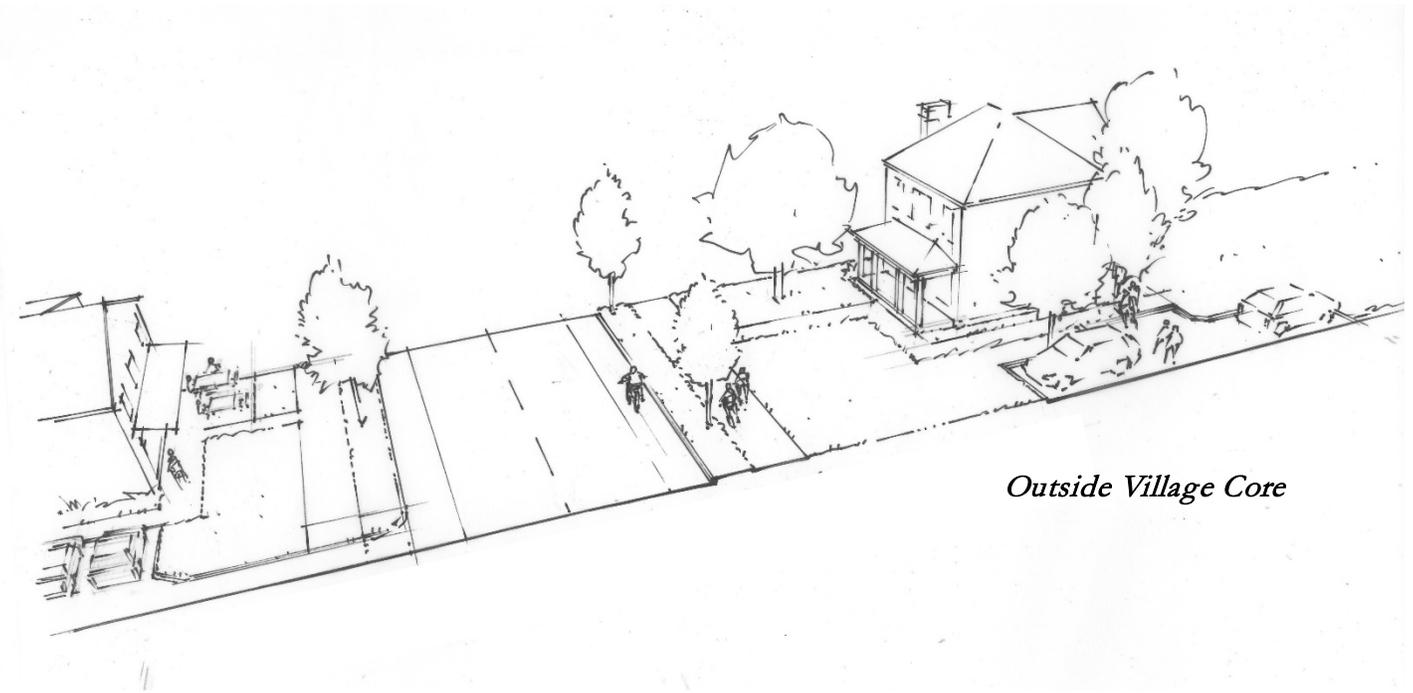
For centuries, River Road (Route 6) has traversed the ridge that is parallel to the James River. The Courthouse complex, historic church complex and nearby shops and garages provide a Main Street character that is similar to many Virginia courthouse towns. Although filled-in with strategic land use enhancements, the major prescription for River Road in its central portion is to implement complete streets measures and put this portion of River Road on a “Road Diet.” That is, reducing the massive pavement sections to include sheltered parking, street trees, streetlights, crosswalks, and pedestrian wayfinding



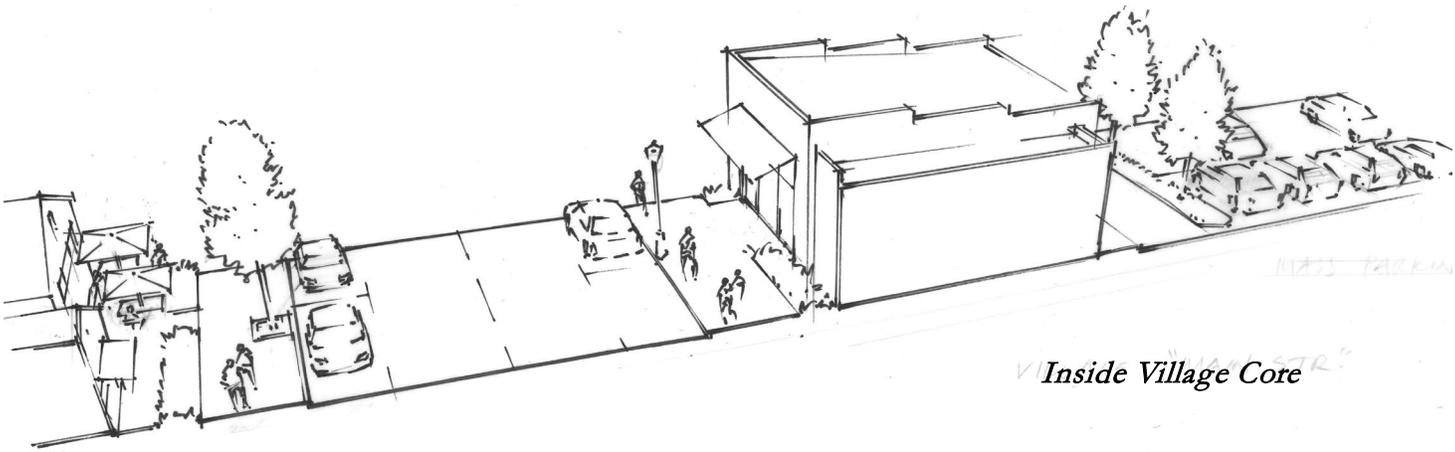
River Road (Pre-Diet)



River Road (Post-Diet)



*Outside Village Core*

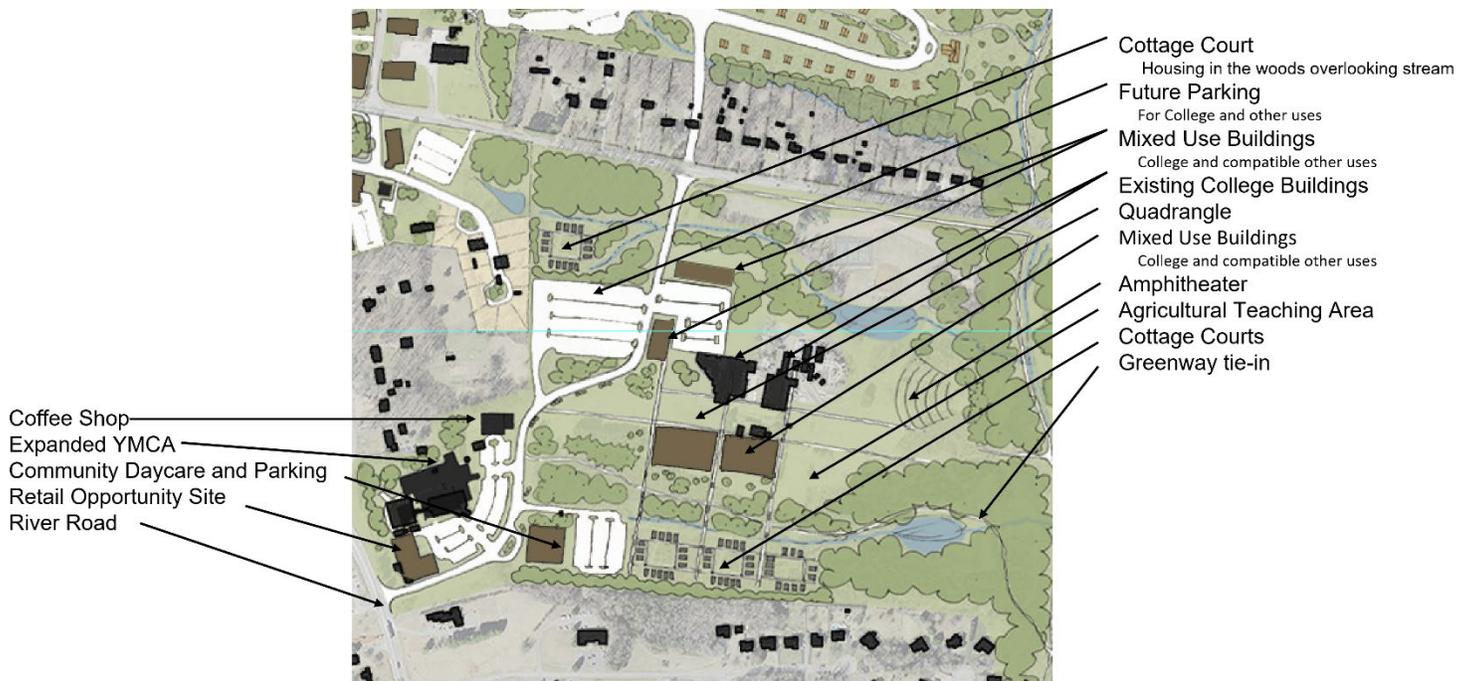


*Inside Village Core*

*Outside of Village Core River Road provides for green setback. Inside of Village Core River Road has build to line.*

## Reynold Community College

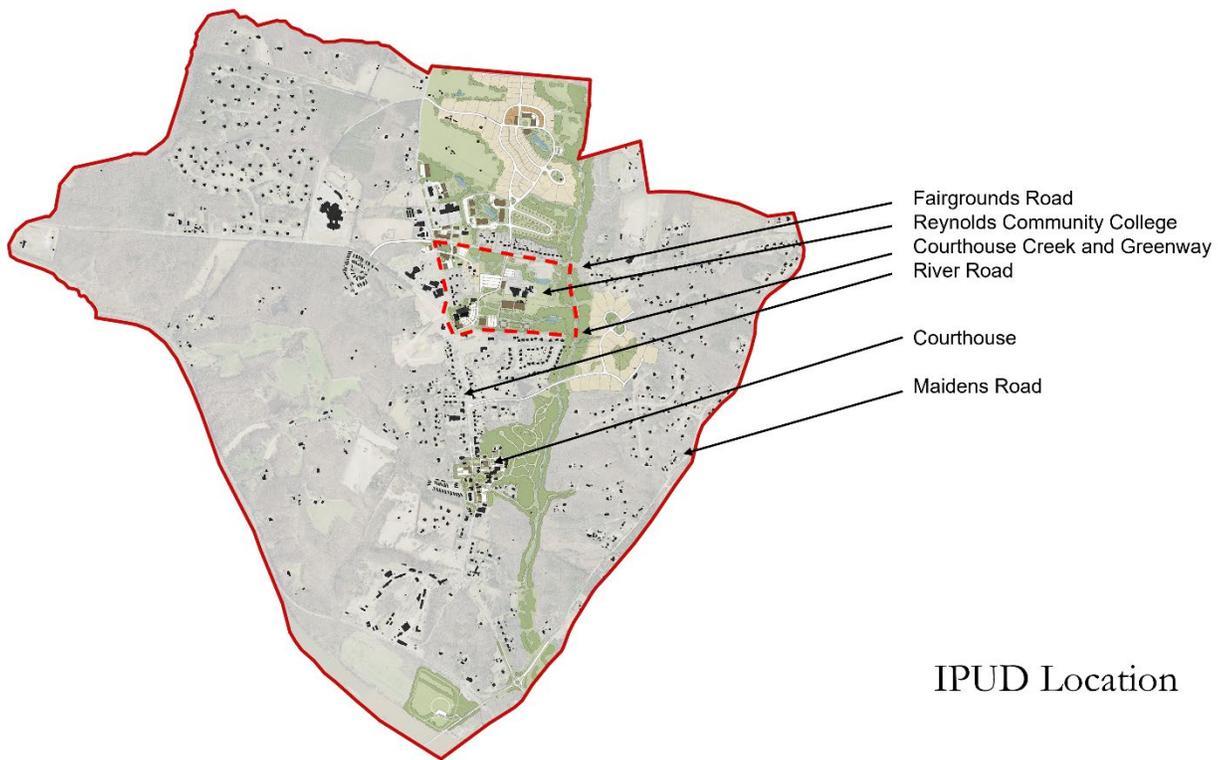
A key site for its location and availability of resources, the Reynold Community College will explore multi-use opportunities. The sketch included demonstrates how the college can save key lands for its expansion and explore topics such as housing, incubator or accelerator space, co-working spaces, and size and capacity partners such as the YMCA.



Village Mixed Use PUD at Reynolds Community College

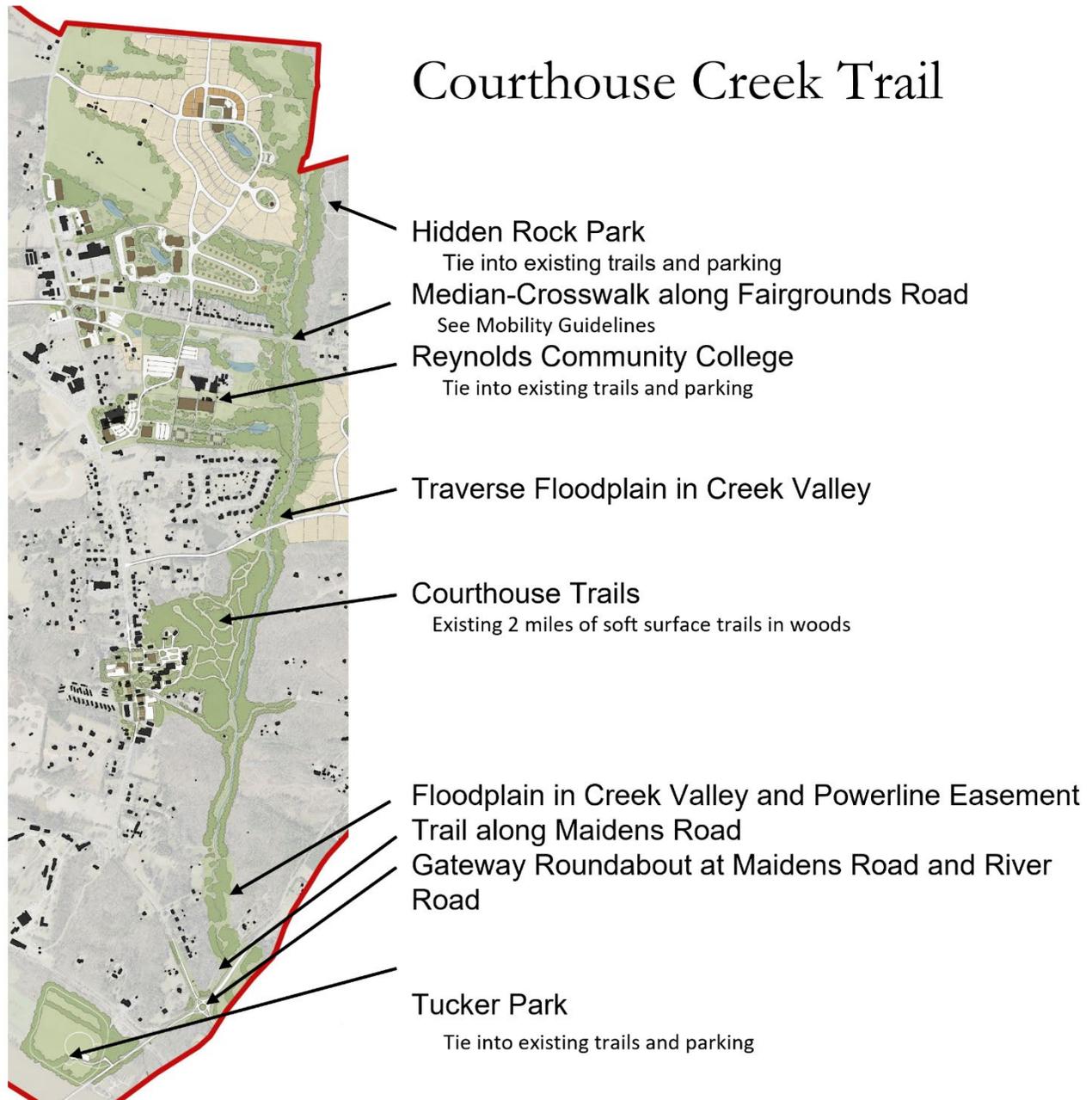


*Example of housing and green space that may accompany the Reynold Community College property*



## Courthouse Creek Trail

The Courthouse Creeks Trail offers the Village a valuable recreational, scenic, and ecological resource. The creation of this Greenway interconnects the different portions of the village. Of particular interest is the connection of Tucker Park in the south along the James River to Hidden Rock Park along the northern boundary of the village. Beyond these two parks, the Greenway will link multiple neighborhoods, community gathering places, and cultural sites like the historic courthouse complex. In addition to trails, Courthouse Valley will be interconnected through a series of well-placed roads. This is done in order to ensure easy access to residential, commercial, and institutional areas along Route 522 and Fairground Road. In combination, roadways and pedestrian friendly trails will interconnect the village to ensure ease of travel no matter the mode of transportation.



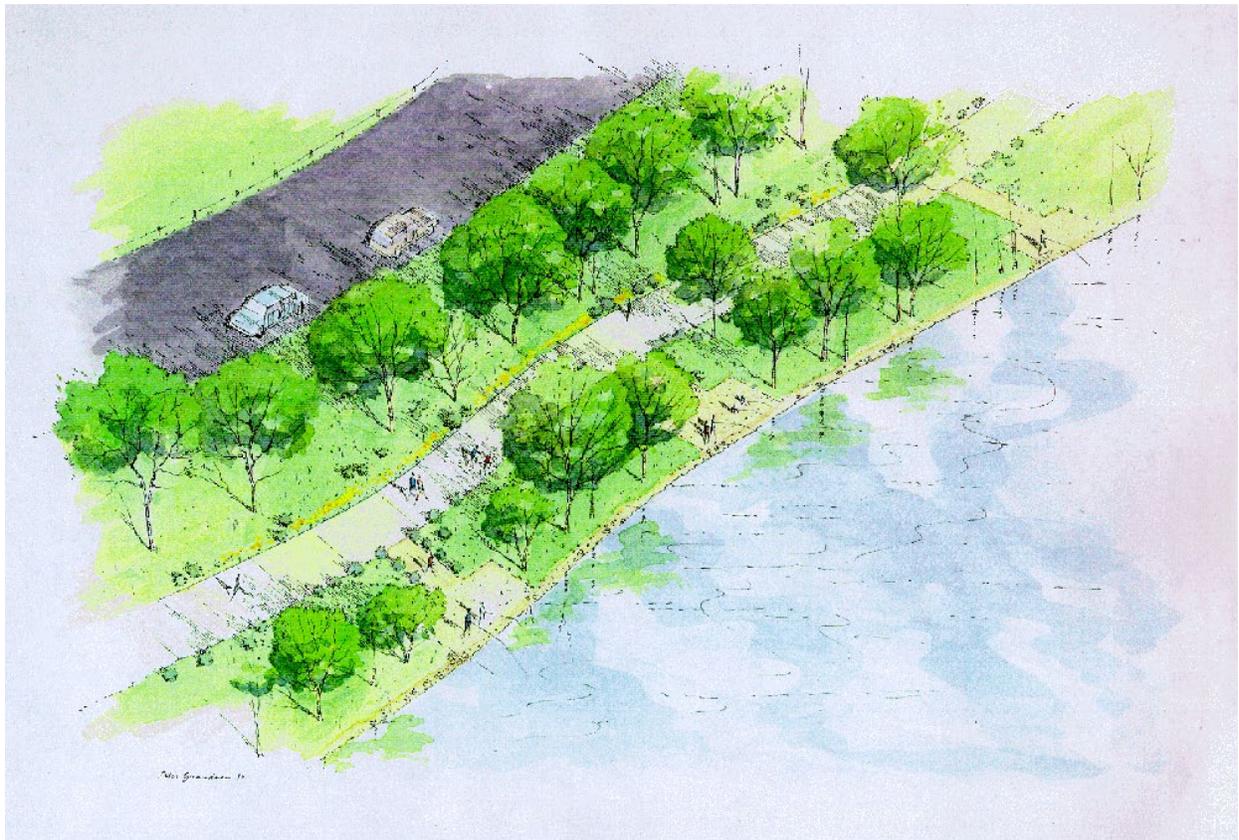
## Hidden Rock Park

Hidden Rock Park is a 60 acres park located on the northern side of the Goochland Courthouse Village. The park currently hosts baseball and softball fields, soccer pitches, basketball courts, batting cages, trails, picnic shelters, a disc golf course, playgrounds, and a dog park. This valuable recreational resource will serve as the northern trailhead for the Courthouse Creek Trail.



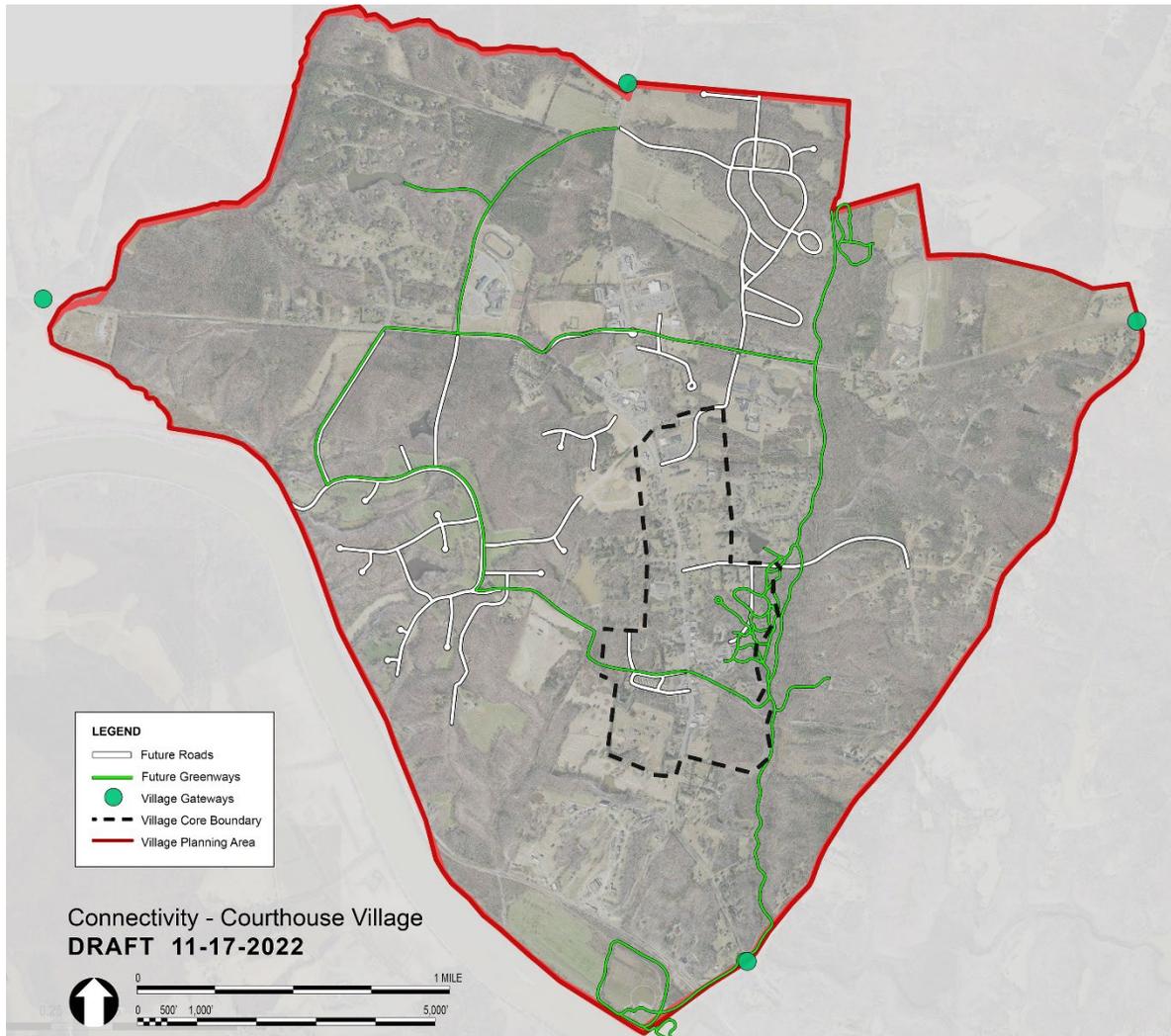
## Tucker Park

Tucker Park is a 36-acre park located along the James River south of the village. Currently home to a playground, trails, an outdoor classroom, an amphitheater, a dog park, as well as access to the James River for non-motorized boats. Serving as the southern trailhead for the Courthouse Creek Trail, Tucker Park will serve as a hub for outdoor recreation allowing to easily access the James River.



*Courthouse Creek Greenway; typical 12' Greenway through woods*

## GATEWAYS, GREENWAYS, AND NEW ROADWAYS



Connectivity and gathering are at the heart of the Courthouse Village design. Connections between important community amenities like grocery stores, shopping, county offices, parks, and schools and residential areas are vital in crafting a village that is walkable and allow residents to easily gather and connect through shared experiences. Greenways are an integral part of this plan by offering residents a twofold benefit. The first as a unique recreational opportunity and the second as an easy method to walk, stroll, or run between different portions of the Village. This invites visitors and residents to swap their cars for a modality of transit that allows for more interaction with their fellow neighbors and the world around them. In addition to greenways, roadways are an important part of connecting the Village. The use of Complete Streets, that allow for automobile and pedestrian traffic to coexist, ensures that vehicle traffic is efficiently moved through the village all the while maintaining beautiful and walkable streets. This preserves the historic nature of Goochland Courthouse and allow for easy movement from one location to the other.



HILL  
STUDIO

COMMUNITY PLANNING  
LANDSCAPE ARCHITECTURE  
ARCHITECTURE  
PRESERVATION



## APPENDIX A – DESIGN GUIDELINES

DRAFT November 17, 2022

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## PURPOSE AND INTENT

The purpose of the following guidelines is to coach every design and construction activity into creating a united village. Overall, development must enhance the Goochland Courthouse’s existing small-town character, as discussed throughout the master plan, in its design.

Therefore, the intent of the guidelines is to:



1. Preserve and bring attention to **historic and natural resources**



2. Create **community gathering places, identity spaces, and amenities**



3. Increase multi-modal **connectivity**



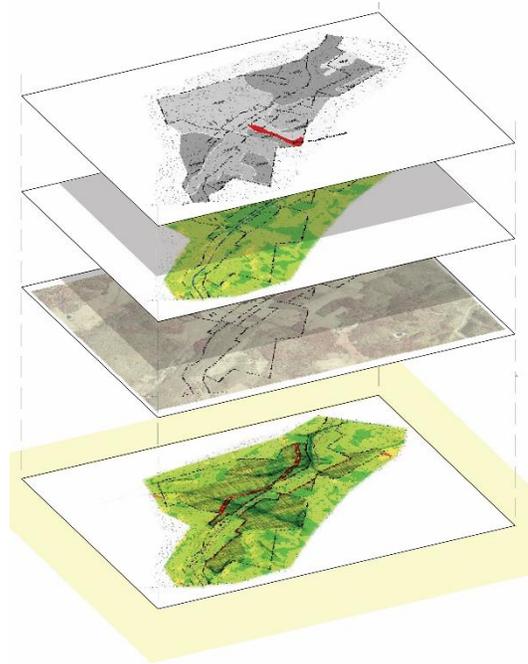
4. Use building **forms and materials** to create a design that emphasizes the unique sense of place

The guidelines below outline each of these intentions and provide a process for how to develop a site in Goochland Courthouse.

## HOW TO USE THE GUIDELINES

The guidelines are set up to create a conversation between the public, local officials, and developers. The public comments strongly encourage developers to emphasize the existing small-town character and contribute to a cohesive village. To that end, the Goochland County zoning administrator will offer village development incentives for meeting the intent of the guidelines. The process is outlined below:

- Use a base map provided by the zoning administrator, create existing footprint maps showing existing features. Show all significant natural, cultural, and historic features, as well as all existing structures, parking, entry points, and roads.
- Show how tree rows, the flood plain, wooded lots and open fields are accommodated.
- Review features on existing footprint map, including **historic and natural resources**, as well as proposed footprint overlay map with zoning administrator, who will offer recommendations on preserving, maintaining, or incorporating key existing features.
- Develop plans that are compatible with and do not detract from adjacent property site features.
- Display how **community gathering spaces, identity spaces, and amenities** are accommodated and fit in to the site plan.
- Create a proposed “footprint” overlay of proposed new buildings, roads and circulation, parking, and other proposed built structures.
- Outline the use of “complete” streets, parking design, and other pedestrian friendly design elements to promote **connectivity**.
- Show the building **forms and materials** including lighting, signage, and landscaping.
- Create an operations and management plan for any community amenities, streets, and medians.

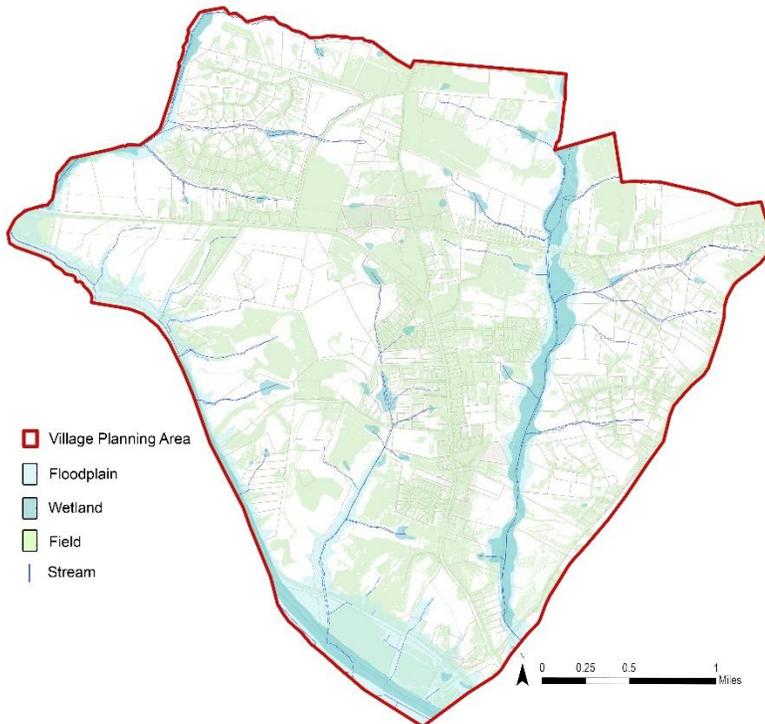
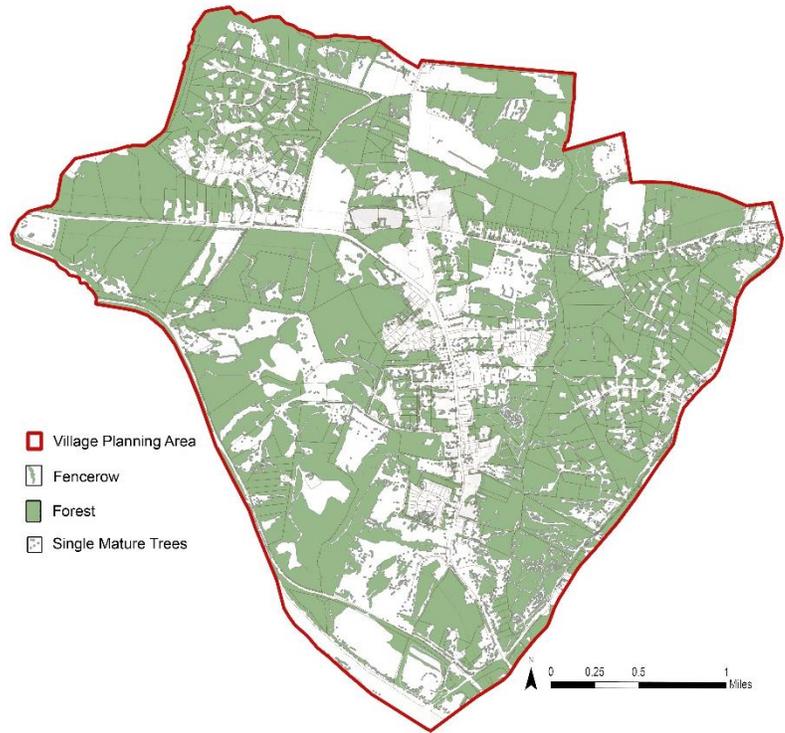


# 1. HISTORIC AND NATURAL RESOURCES

## Natural Resources

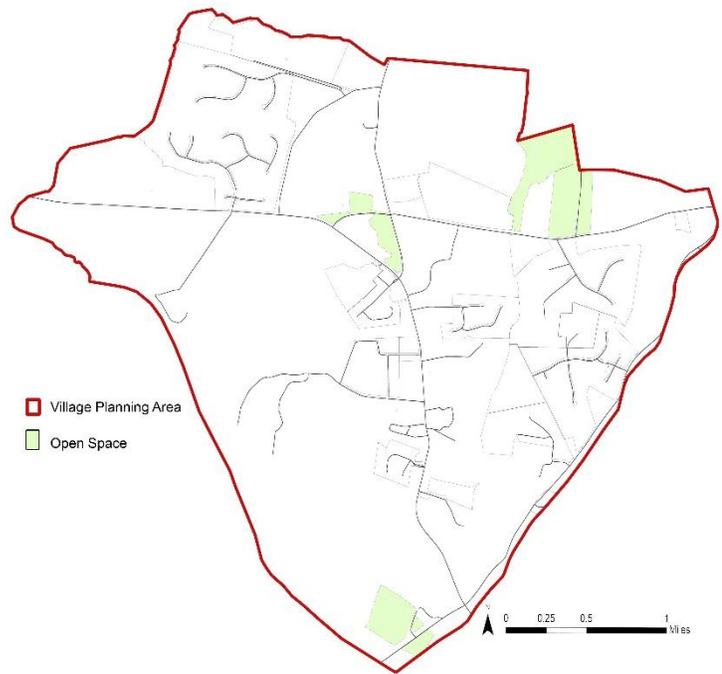
General Principles of site planning and development should include consideration of all natural features of the site as potential contributors to the design, instead of constraints that must be worked around. Any development will preserve Goochland Courthouse Village’s natural features including:

- Iconic tree rows that typically follow historic fence lines and often include mature oak trees
- Wooded lots with dense tree canopy



- Flood plain which also includes wetland areas and the existing wildlife habitat
- Connection to the James River and historic Kanawha Canal

- Open fields and greenspaces



## Historic Resources

The historic places in Courthouse Village are unique assets that provide a sense of place and community character, as discussed in the master plan. The Goochland Courthouse Historic District is listed in the National Register of Historic Places (NRHP) and represents the historic governmental core of Courthouse Village. Historic resources in Courthouse Village are concentrated near US Route 522 and the James River. Several late 19<sup>th</sup> and early 20<sup>th</sup> century vernacular buildings--including a former bank, stores, houses, and a church--that developed near the courthouse survive and represent opportunities for rehabilitation and serve as stylistic examples for future infill development.





The sensitive rehabilitation of historic commercial buildings coupled by sensitive infill development on vacant lots can help to preserve the unique character of Goochland Courthouse Village. First documenting and then using these resources to guide development will help to preserve the underlying rural character of the village and fit new development into the exceptional historic and natural resources of Goochland Courthouse Village.



## 2. COMMUNITY GATHERING PLACES, IDENTITY SPACES, & AMENITIES

In rural communities, people come to the village to buy and sell goods but also to engage with their community. Goochland Courthouse Village aims to increase the existing “village feel” by creating defined space for community events, places to play, and connect with unique history.



The following list of example amenities to include in the village:

### Village gathering spaces

- Amphitheater/Performance venue
- Farmer’s market stalls
- Event space
- Park Space
- Food truck plaza
- Swimming pool



- Inclusive playground

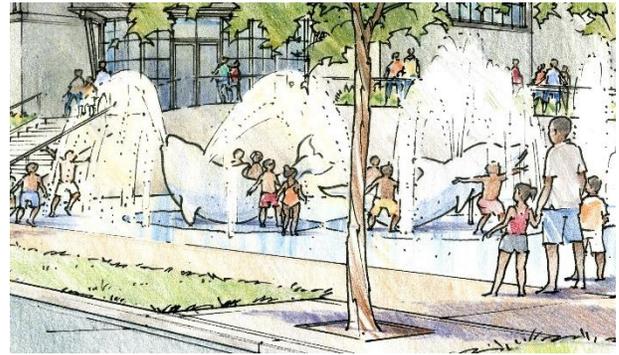
### Neighborhood-level gathering spaces

- Outdoor dining patios
- Picnic tables/pavilions
- Splash pads
- Roof-top open spaces
- Small green areas
- Plazas (possible dark skies theme with opportunity for stargazing)
- Community garden (including raised beds for accessibility)



### Identity Spaces

- Murals
- Sculptures
- Walkability signage (“It’s a 5 minute walk to...”)
- Interactive art (natural boulders, fountains)
- Horse-themed playground
- Interpretive signs for historic sites



### Amenities

- Trail development/river walk
- Hiking trails/greenways
- Athletic fields
- Pop-up business incubator
- River access/boat launch
- Public restrooms

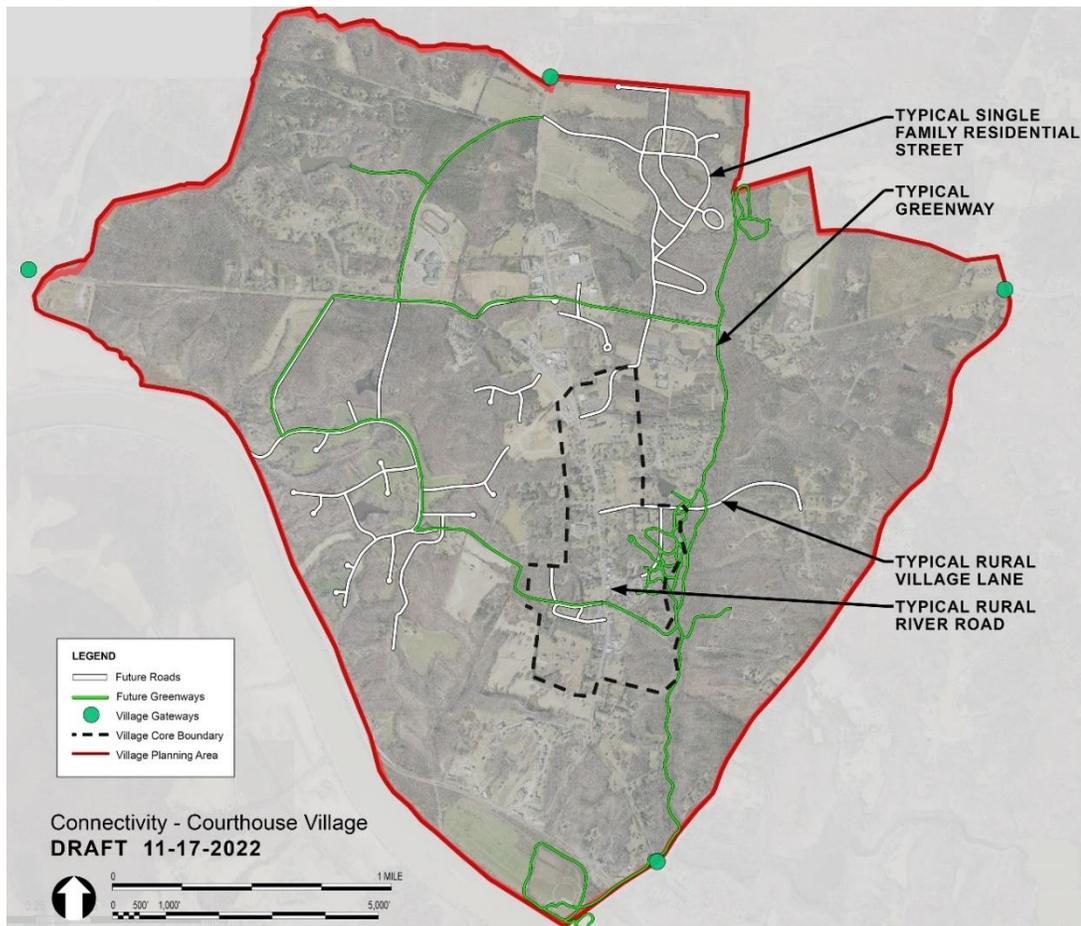


### 3. CONNECTIVITY

#### Complete Streets

The guidelines continue the orientation towards the James River while creating “complete” streets which balance the needs of pedestrians, cyclists, and motorists throughout the village.

- Private access roads should be limited and well defined; new commercial development should have a maximum of one exit and one entrance per town street to minimize traffic conflicts. Shared entrances and exits with adjacent properties in order to minimize traffic conflicts is strongly encouraged and should anticipate, to the extent possible, future nearby development.
- Provide public walkways for convenient and safe pedestrian access.
- Meet VDOT standards on all public roads.
- Maximize on-street parking in all core village area. Parallel parking is preferred, but angled parking can also be implemented.
- Utilize well-designed traffic calming measures, such as pinch points, bump outs, and medians, to encourage slow, cautious driving. Speed bumps are generally not appropriate.
- When medians are used, they should generally include plantings designed to soften their appearance and enhance the overall landscaping. All medians need and operations and management plan.



## Walkability

A key strategy for increasing activity and overall “village feeling” is to create outdoor environments that are safe, comfortable, and interesting for pedestrians. Vibrant and active “complete” streets will allow people to engage, and see others engage, with the built environment of their village.



Goochland Courthouse Village will increase walkability for its residents and visitors by requiring the following:

- Provide safe sidewalks and/or trails, as well as connections to adjacent property sidewalks and trails in new development or redevelopment.
- Locate sidewalks throughout the site along connector streets, in front of the front facades of buildings.
- Create connections to existing and planned trails for bikes and pedestrians. This includes connecting the village core to the outlying parts of the village.
- Design sites with personal safety considerations in mind.
- Consider crosswalks as locations for public art.
- Install walkability signage directing pedestrians to local amenities.
- Locate bike racks near intersections, building entries, and parks and open spaces.

## Parking

- On-street parking is required throughout the village.
- Use parking structures is encouraged. On-site parking must be designed to be subordinate to the pedestrian experience.
- Locate parking behind buildings that front the street. Where there is a view of parking lots from a street and/or private access way, the parking lot/spaces must be buffered with landscaping or low walls.
- Minimize the visual impact of parking structures on surrounding pedestrian spaces and streets. Locate active, pedestrian spaces such as shops, offices or public art along the ground-level street frontage. When this is not possible, provide an activated pedestrian space in the building transition zone using landscaping, seating, coverings or other similar elements to create an active street edge.
- Integrate the design of public art and lighting with the architecture of the parking structure to reinforce its unique identity

- Encourage creative solutions to minimize the parking requirements. The zoning administrator can reduce on-site parking requirements for plan which provide:

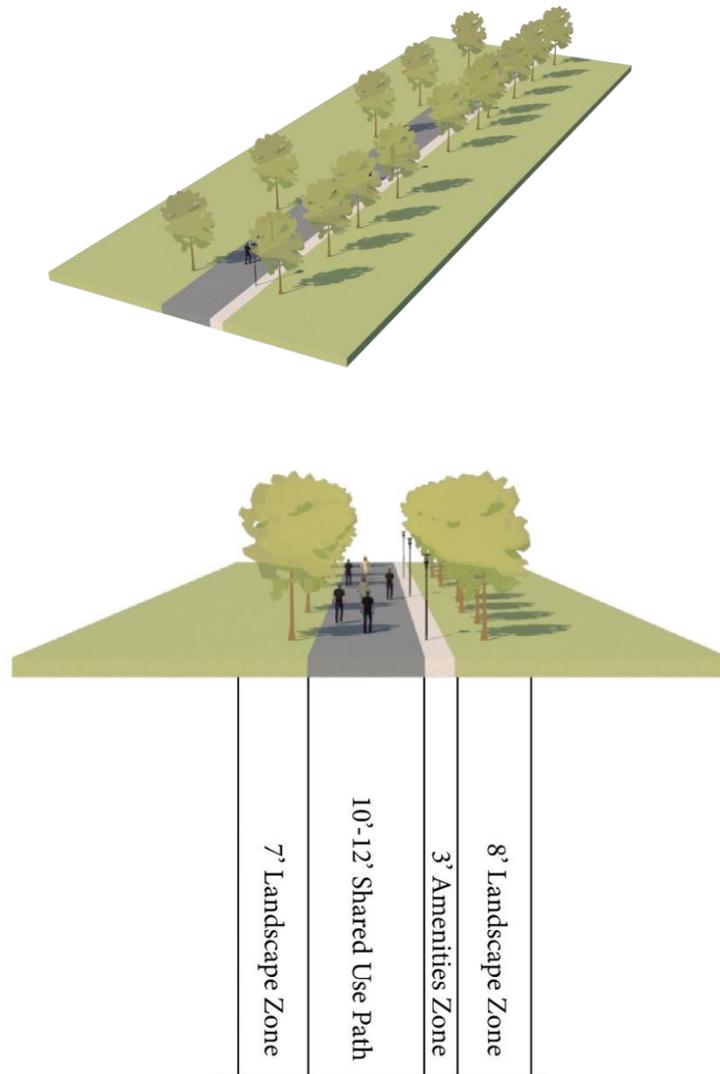
- Five-minute loading zones
- On-street parking
- Drop-off/curbside pickup areas
- Bicycle parking
- Motorcycle parking
- EV charging stations
- Greenway/trail connections



## “COMPLETE” STREETS TYPOLOGY

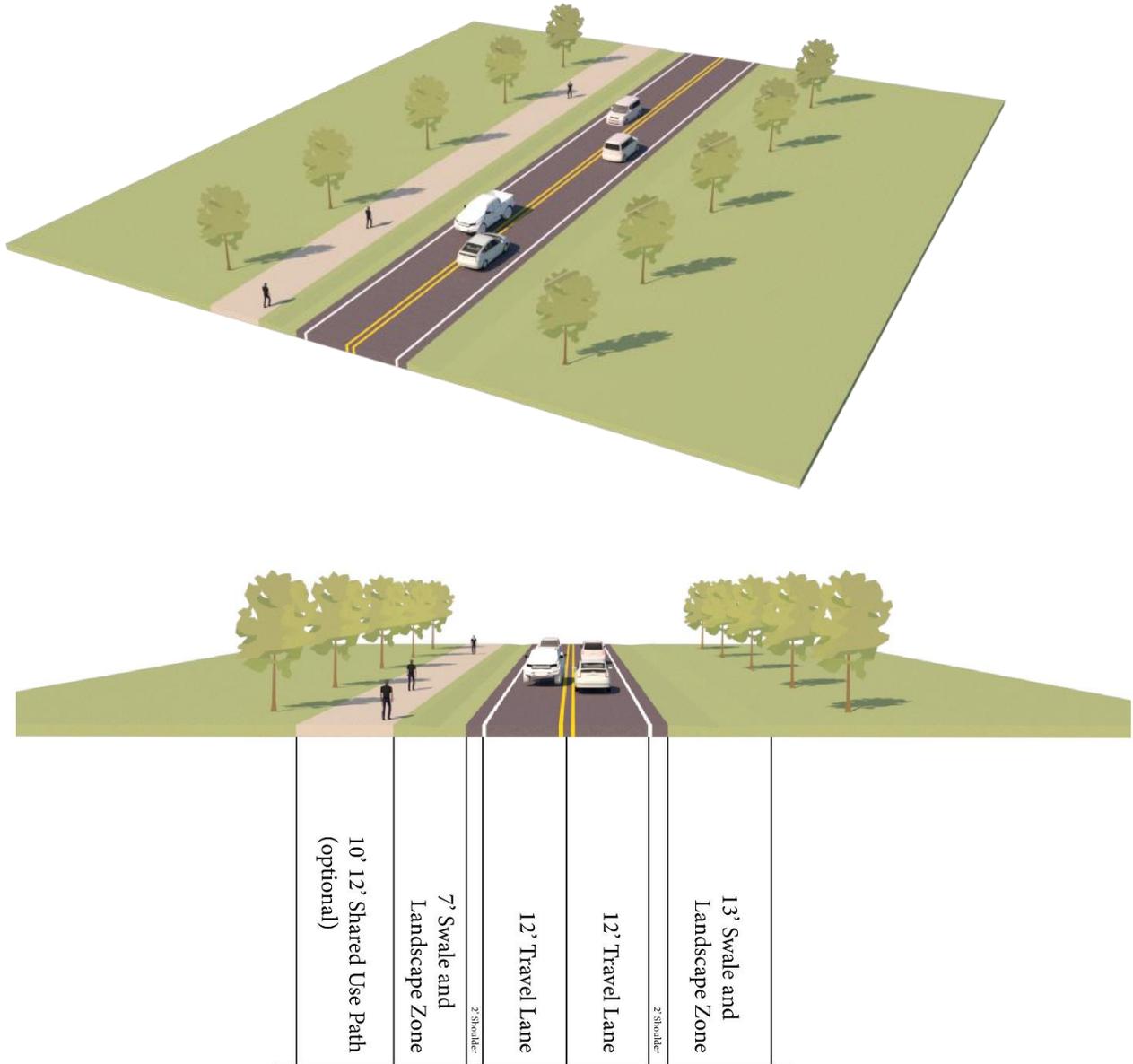
### Trail/Greenway

A unique opportunity exists to create a network of off street trails and greenways within both the Courthouse Village and Centerville small areas. In Courthouse Village, a trail connection along the James River can be a signature trail facility, connecting parks along the river to the Village Center. IN both Courthouse Village and Centerville, the trail network could also use utility rights of way to provide connections between residential neighborhoods and existing and new commercial centers. It is critical that the trails be designed to accommodate all users, and with adequate width to accommodate growth in interest and use. The section proposed at 12 feet wide reflects current best practices in trail design, and will also include provisions for lighting, shade, and furnishing areas for trash receptacles and rest stops with benches and tables.



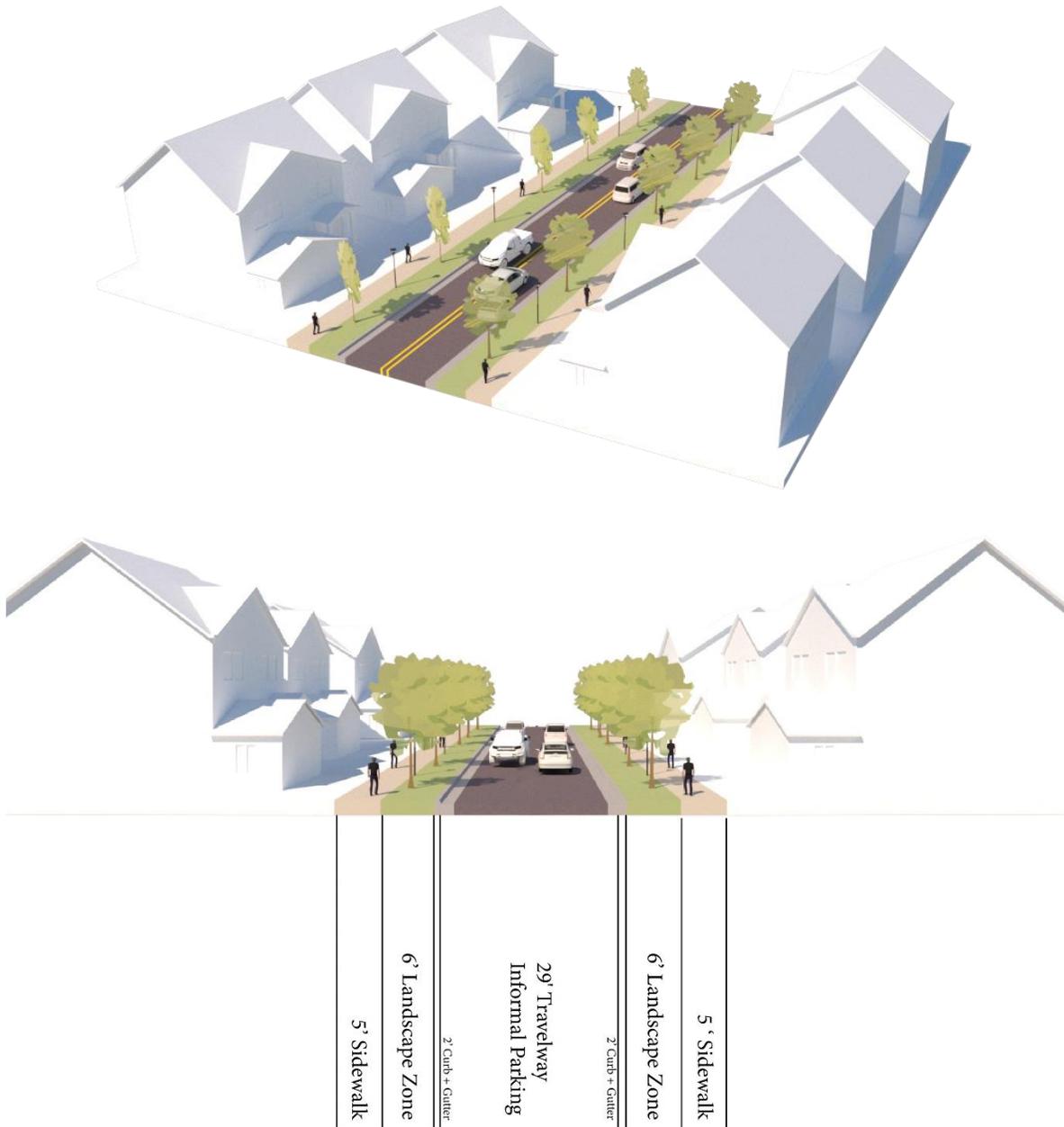
## Rural Village Lane

Both small areas include accesses to regional facilities via two-lane rural roadways, many with canopy and a distinctly “Goochland County countryside” character. These facilities such as Fairgrounds Road in the Courthouse Village and Ashland Road in Centerville serve as gateways to both small areas as well as a role in regional access to major connector routes such as US 250, I-64, and US 522. The concept for the Rural Village Lane preserves the canopy character of the roadway while providing bicycle and pedestrian facilities from each Village Center to outer areas and regional trail facilities.



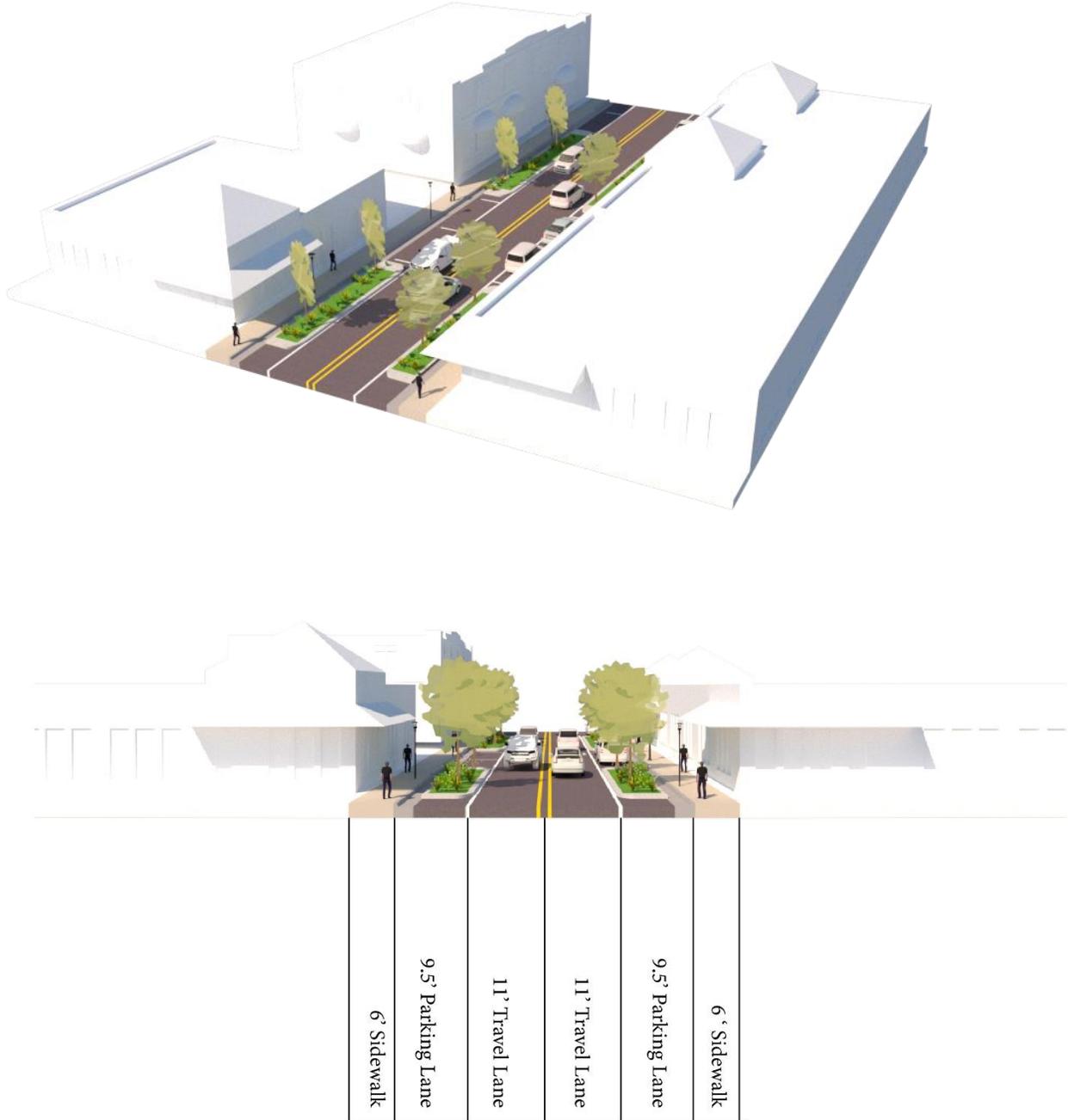
## Single Family Residential Street

This street type is intended to serve single family residential frontages and is characterized by low traffic volumes and speeds. Sidewalks are provided on both sides and bicyclists are intended to share the street due to the low volume and speeds of vehicle traffic. Within the 26-foot curb face to curb face width, occasional informal parking will be allowed and will create a yield condition when two traveling vehicles meet with a parked vehicle; this creates a traffic calming effect which will reinforce the low speed nature of the street. Street trees will be provided in both the verge and behind the sidewalk to provide shade to sidewalk users; the back of sidewalk landscape may be determined by the property owner and may not be formal. Pedestrian scale lighting will also be provided.



## River Road

River Road (Route 6/Route 522) serves as the “Main Street” for the Courthouse Village area. Currently characterized by a 36-foot curb face to curb face cross section, the concept reallocates space for formal on-street parallel parking while providing areas for planting and shade structure in curb bulbouts; this enclosure will also serve as a speed management measure. Vibrant and active “complete” streets will allow people to engage, and see others engage, with the built environment of their village.



## 4. FORMS AND MATERIALS

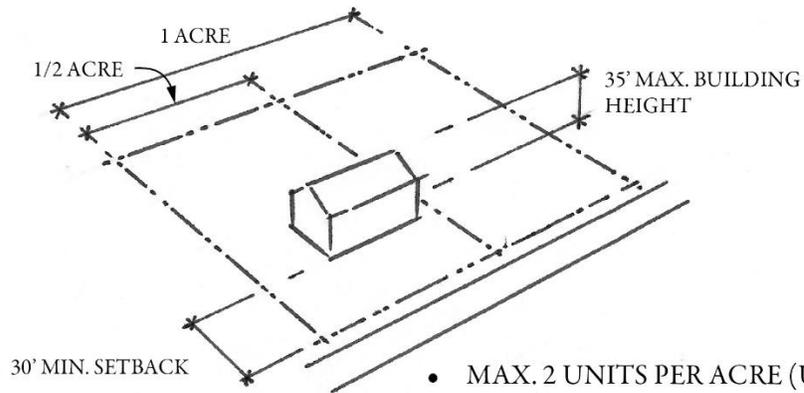
### Building Placement

Use new buildings to enhance the site and create a strong sense of place. Buildings should be placed in prominent locations and incorporate public spaces. Strategies for achieving these goals might include:

- Create well-defined building entrances that welcome visitors/residents and integrate the building into the broader sites.
- Use spaces between buildings for pedestrian circulation corridors, with openings for side access.
- Arrange buildings to complement existing site resources, such as large trees, open spaces, and other site features.
- Integrate indoor and outdoor spaces through well-defined public and private uses.
- Buildings within the same development should generally follow consistent setbacks to reinforce the streetscape and sense of place. Any divergence from this pattern should be used intentionally to accentuate certain buildings or define public spaces.
- Back of house and service areas should be concealed at rear of buildings or within parking areas using landscaped screening elements.

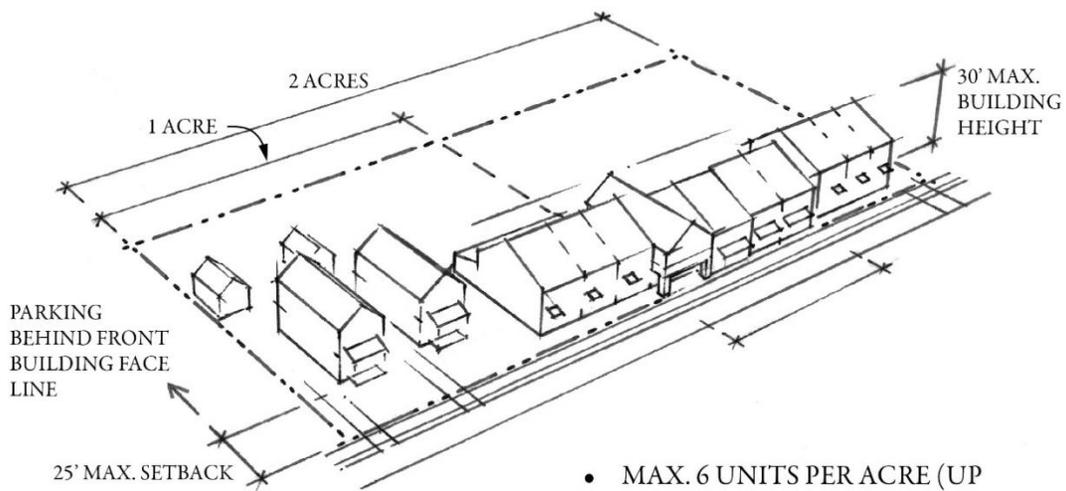


## Building Placement Diagrams by Land Use



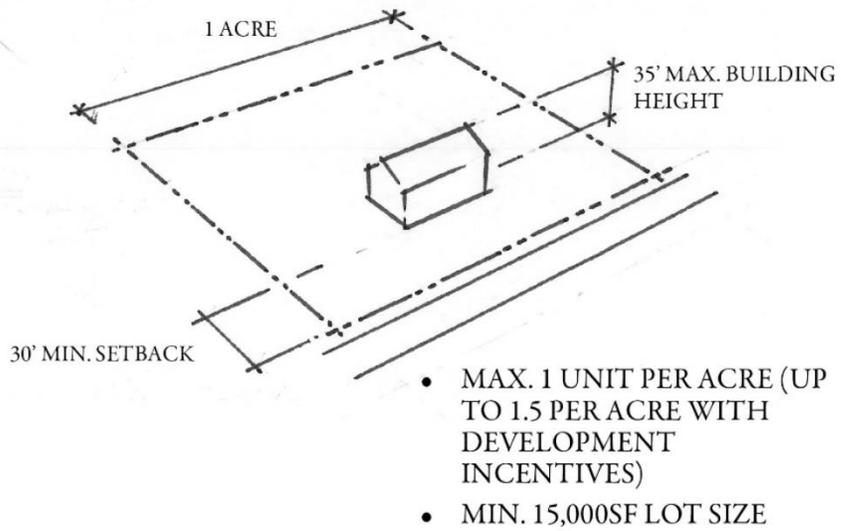
- MAX. 2 UNITS PER ACRE (UP TO 2.5 PER ACRE WITH DEVELOPMENT INCENTIVES)
- COMPENSATING OPEN SPACE FOR LOTS UNDER 20,000SF
- MIN. 15,000SF LOT SIZE

### COURTHOUSE PLANNED UNIT DEVELOPMENT (CH-PUD)



- MAX. 6 UNITS PER ACRE (UP TO 8 WITH DEVELOPMENT INCENTIVES)

### COURTHOUSE MIXED USE (CH-MU) VILLAGE CORE

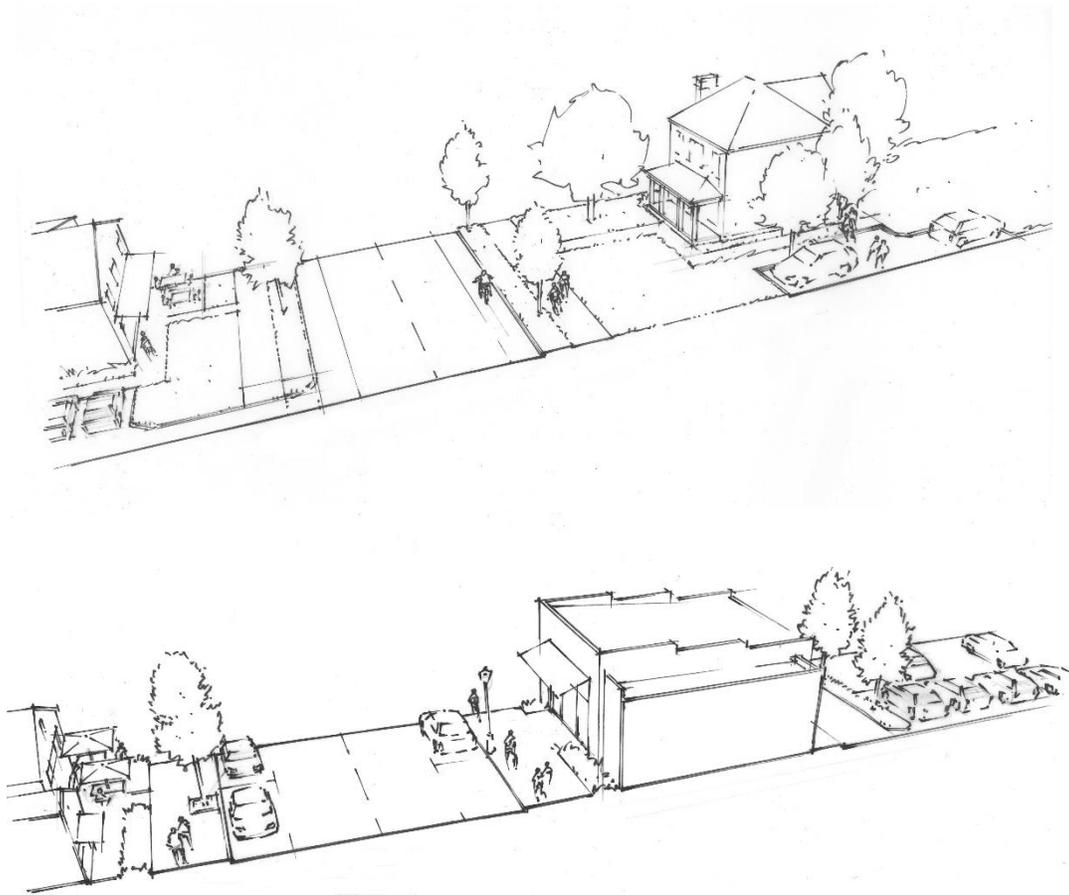


COURTHOUSE RESIDENTIAL (CH-R)

*River Road Setbacks*

The buildings along River Road are placed closer to the right of way in the village core and farther away in throughout the rest of village. The guidelines seek to recognize and continue this pattern along River Road.

- From the edge of Goochland Courthouse Village to the Village Core – Minimum 25' setback for buildings and parking
- Core Edge (For the first 1,000' of core on north and south sides) – Maximum 25' setback for buildings and parking
- Central Village Core – 0'-25'



*Village Core*

## Landscaping

The rural landscape plays a crucial role in Goochland Courthouse Village’s identity.

- Retain and maintain mature trees (greater than 20” diameter).
- If mature trees must be removed, replace them with similar species.
- Design landscaping to reflect typical community landscape patterns, which are natural, or agrarian-based, rather than stylized.
- Plants should be either native, or historically well-established in Goochland Courthouse Village. Hardy, non-invasive species should be used.
- New landscaping should blend with existing landscaping and complement the architecture and site. Plantings should be appropriate to anticipated site uses.



*Typical rural scene in Goochland County*

## Signage

Overall signage should be limited and emphasize the “village” feel.

- Keep monument signs to a minimum, installed only at main entry points, and consolidating multiple commercial signs onto the same monument sign.
- Signage should be designed to enhance the site and landscape.
- Building signage should be limited and unobtrusive.



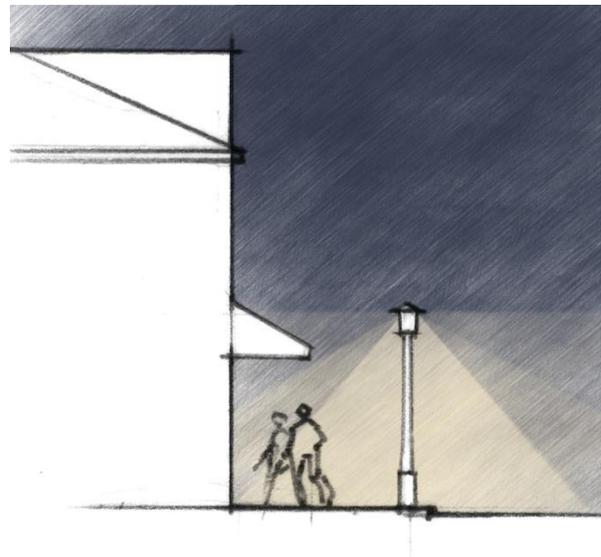
- All signage should be compatible in scale, size, materials, color, and character to the buildings they serve. Sign text should be simple; decoration and ornamentation should be limited.
- Signage should complement the architectural style and not obscure architectural details.
- Avoid back lighting, internal illumination, flashing, or rotating signs.
- Rooftop signage is not allowed.
- Signage must comply with the Goochland County Municipal Code Chapter 15 Article 26 – Signs.



## Lighting

The ability to view the night sky as well as the safety of the village are both priorities for lighting design.

- Design lighting for the pedestrian scale.
- Make lighting fixtures and poles compatible in scale and materials with the building, landscape, and surroundings.
- Encourage consistent lighting throughout the site.
- Spotlights, floodlights, and high intensity lighting are generally not appropriate.
- Use the lowest lighting feasible for each need in order to preserve night sky viewing.
- Comply with the Goochland County Dark Sky Ordinance as outline in Article 25 of the zoning code.



## Architectural Character

The variety of architectural styles, materials, and periods of construction exhibits the development and special character of Goochland Courthouse as a rural village. New buildings should reinforce and respond to the primary design elements of historic buildings in the area, while reflecting their own time in the town's evolution. New development should not create a false sense of history but be inspired by Goochland County's architectural history and rural identity.



### *Village Core*

- Design infill buildings to be compatible with the historic architecture in Goochland Courthouse in terms of siting, size, scale, and materials.
- Respond to the historic setting help to preserve the town's unique character as a rural village.
- Pursue new interpretations of traditional designs that contribute to the overall variety of development within the town.

### *Commercial/Mixed Use Buildings*

- Activate the ground floor of the building by making the use happening inside the building visible from the sidewalk.
- For buildings on corner lots, accentuate the corner's unique location with architectural features that actively engage the public realm and create a visual presence at the corner, such as: »
  - Chamfered or rounded corners
  - Projecting and recessed balconies and entrances
  - Accentuating features such as embellished doorways and volumetric manipulations (e.g., corner tower)
  - Enhanced window designs that may include floor-to-ceiling windows, display windows, clerestory windows, or distinctive glass design or colors



- Use horizontal and vertical articulation to help define and differentiate the street level of the building and to express façade widths that are compatible with adjacent context.
- Encourage functional balconies to allow for view of landscape and village activity. False balconies that serve no purpose beyond decoration should not be permitted.
- Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area

### *Courthouse Square*

The design and placement of any new construction within Courthouse Square should be done in a way that does not compete for attention with the existing historic buildings. A new building should be a product of its time and not try to “match” the historic buildings, creating a false sense of history.



- The setback of any new construction within the historic Courthouse Square should be in line with the existing historic courthouse building or set further back.
- Any new construction or addition to the historic Courthouse Square must comply with the Secretary of Interior’s Standards for Rehabilitation (36 CFR Part 67, 1990). These standards specific to new construction are as follows:
  - New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
  - New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

## APPLICATION OF VILLAGE DEVELOPMENT INCENTIVES

Any new development may request modification in density, parking, or height requirements by showing that the development surpasses the goals of the guidelines and seeks to create a unified village. The applicant must outline the existing requirement, proposed modification to requirement, and how the development furthers the efforts of village development by responding to these questions:

- How does the development preserve and bring attention to **historic and natural resources**?
  - Specifically show how the development preserves tree rows, flood plain areas, tree lots, and open fields
- What **community gathering places, identity spaces, and amenities** does this development include?
  - Describe how the overall impact these will have on the village including projected use and maintenance plans
- How does the development increase multi-modal **connectivity** and prioritize pedestrians?
  - Describe the creation of “complete” streets, trail connections, parking reduction measures.
- How do the building **forms and materials** create a design that emphasizes the unique sense of place?
  - Describe the overall feel of the development including the architectural design, landscaping, signage, and lighting.



## Site Planning Specific to Land Uses

Listed below are the development standards. The zoning administrator may grant flexibility based on Village Development Incentives.

Land Use	Color	Residential Density	Height	Front Setbacks (from edge of ROW)	Parking*	Lot Size	Additional Notes
Courthouse Residential (CH-R)	Pale Yellow	Max 1 unit/acre (Compensating open space for lots under 1 acre) (Up to 1.5 unit/acre with Village Density Incentives)	Max 35'	30' minimum		Min 15,000 SF	
Courthouse Planned Unit Development (CH-PUD)	Yellow	Max 2 units/acre (compensating open space for lots under 20,000 SF) (up to 2.5 units/acre with Village Development Incentives), Up to 15,000 SF neighborhood-specific commercial	Max 35'	30' minimum (per existing code for RPUD Sec. 15-193)		Min 15,000 SF	
Courthouse Mixed Use (CH-MU)	Red	Max 6 units/acre (up to 8 with Village Development Incentives), Min 30% commercial	Max 30' in Village Core, Max 55' outside Village Core	See River Road Setbacks	2 spaces per unit, 1 space per 300SF commercial (flexibility with Village Development Incentives)		
Public	Blue	None	No defined height. Design with minimal impact on	No defined setback	Dependent on use (flexibility with Village Development Standards and possibilities)		50% open space

			view shed and existing historic structures		for shared parking)		
Village Institutional Mixed Use	Brown						50% open space
Village Core	Dashed Line			See River Road Setbacks			

*\* 1/300 SF is based on commercial retail parking standard in Goochland County code. Parking will differ based on commercial use.*



**COURTHOUSE**  
**VILLAGE**

*The Heart of Goochland*

**APPENDIX B – BRANDING**

DRAFT November 17, 2022

# Goochland Small Area Plans Branding Report

## Purpose

The Goochland Small Area Plans included creating distinct brand identities for the Courthouse and Centerville Villages as part of a larger effort to promote each district. The brand systems are based on the existing county brand and serve as enhanced placemaking tools to identify each as a unique character district. They also can serve as marketing tools to help promote events and business, while also recruiting desired businesses.

Both brands include:

- Consistent color palette and typefaces
- Market position statement
- Unique logo
- Brand extension
- Environmental graphic tools

## Existing County Brand

Consistency and connectivity are the most important considerations when creating a brand system. It is therefore important to use the established Goochland County brand and its logo as the platform for the district identities. The circular logo uses imagery that reflects industry and commerce as well as open space and agriculture.



In addition to the two primary colors of blue and green, the county brand has an expanded color palette as shown below:

Primary Colors



Secondary Brand Colors



Finally, the brand has a single primary typeface (Arrow Extra Bold) and two secondary typefaces (Franklin Gothic and Arial).

**Arrow Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

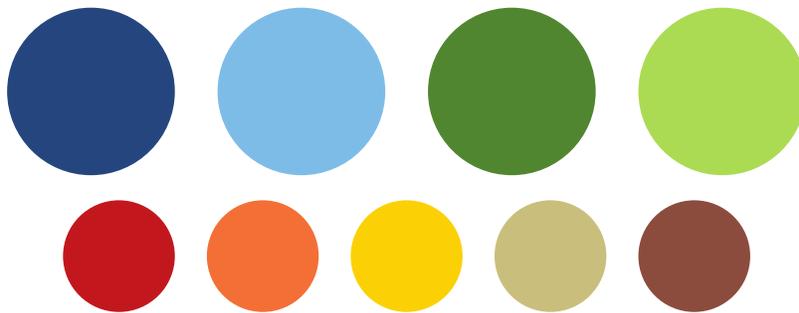
abcdefghijklmnopqrstuvwxyz1234567890

## Village Branding

Both village logos were designed with consistency in mind and connectivity to the County logo.

This includes:

- Sampling colors from the County color palette
- Using Arrow Extra Bold typeface with two complementary typefaces
- Reflecting the circular shape of the existing County brand.
- Building a logo that fits into the County system, while creating a unique look for each village.
- Utilizing an icon graphic that can be used in varying applications.



Primary

**Causten Extra Bold**  
**Causten Bold**  
Causten Medium

Secondary

*Kinescope Regular*

Accent

**Arrow Extra Bold**

## Courthouse Village Brand

The Courthouse Village brand is described below including the market position, graphic identity, brand extension, and environmental applications.

### Market Position

Market positioning presents the values that make the district a unique place.

Courthouse Village:

- Is an authentic small-town and quaint community.
- Has unique history on display with its historic courthouse and singular 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; The Heart of Goochland*

### Courthouse Brand



The Courthouse Village Brand uses blues from county color palette to reflect the historic character of the district. The iconic architecture of the historic courthouse is used as the icon within the circle lock up. The blue stroke that is the foundation of the courthouse represents the historic James River that lies at the southern boundary of the Courthouse Village. The “Heart of Goochland’ tag line positions the courthouse village as the place for all Goochlanders, new and old.

**Single Color Variations**

The primary logo above would be used in the majority of applications. However, some applications may require a single color or reverse variation. Single color logos have been created using each of the colors of the expanded palette.



**Wayfinding Signage Concepts**

The signage below shows vehicular directional signage as well simple pole-mounted gateway signs that would illustrate entries into the district. The vehicular trailblazers use the Courthouse Village logo at the top, with the Goochland County logo as its base. A consistent wayfinding system would utilize a similar framework, with signage *outside* of each character district using the Goochland County logo as the primary graphic with a plain base.



### Brand Extension

Brand extension refers to using the graphic elements of the main logo (colors, typeface, and composition) to create unique but connected logos for other events and destinations that may be included in the system. The logo below illustrates a potential new logo for the Farmers Market, as well as a rendering of the existing monument sign for the market. It should be noted that the existing market is part of RVA who manages a series of six markets throughout the region with their own connected branding. The graphic below simply illustrates how the village branding can be extended to other destinations.



Similarly, the logo below is a suggestion for renaming the dog park in Tucker Park along the James River at the edge of the Courthouse Village.



**Brand Collateral**

The brand can be applied to additional placemaking tools such as water tower graphics and banners with the Courthouse Village’s historic core. It could also be used for brochures, social media, advertisements, etc.





# COURTHOUSE VILLAGE

*The Heart of Goochland*

## APPENDIX C – PUBLIC ENGAGEMENT

DRAFT November 17, 2022



were ranked highest. Taken together, these focuses point to residents of Goochland hoping the new development will both bring the community together and support economic growth. This sentiment is reinforced through respondents rating land uses like “recreational”, “commercial”, “public”, and “mixed use” as high priorities. Although it is clear that residents of Goochland hope to bring together the community and increase economic growth, according to respondents there is a stronger emphasis placed upon creating public goods (recreational opportunities and public spaces) and business opportunity (mixed use and commercial) over generating more single family or multifamily housing.

Quality of life is another important indicator of livability in the Goochland Courthouse Village. According to those polled, the most important aspects to ensuring a high quality of life in Goochland Courthouse Village are “Goochland Courthouse Village as a place to raise children”, “Goochland Courthouse Village as a place to live”, “Sense of Community”, “Goochland Courthouse Village as a place to work”, and “Recreational Opportunities”. This too indicated that respondents want the Goochland Courthouse Village to have a strong sense of community in which people are able to live, work, and recreate.

In terms of the economic environment, residents hope to be fostered in the Goochland Courthouse Village, opinions are aligned with increasing economic opportunity locally and attracting outside tourism dollars. Among respondents, factors such as “attractiveness to visitors and tourists”, “quality of businesses and service establishments”, “overall local economy”, “dining opportunities”, and “programs to retain, expand, and attract businesses” all ranked highly. This indicates that bringing in tourism dollars, fostering local business, and attracting new businesses are top of mind for those living in and around Goochland. Overall, bringing about economic growth and wellbeing are what respondents hope to see from the Goochland Courthouse Village Plan.

In addition to quality of life and economic impacts of Goochland Courthouse Village, respondents were also asked to rate the importance of particular aspects of the built environment. These aspects ranged from physical infrastructure to the attractiveness of the development to the availability of services, public spaces, and affordable housing. The focus of respondent’s sentiments were that Goochland Courthouse Village should be of high quality (commercial and residential development, attractive, well-maintained roads and homes, public spaces), meaning that the development should be well designed and provide a wealth of public good to the community, and should provide infrastructure (water, sewer, broadband internet, electricity, cellular phone access).

Services, particularly retail, restaurants, and medical facilities, are seen as needs by respondents of the survey. Among retail and restaurants, family-friendly restaurants, coffee shops, family-friendly entertainment, boutiques, and fine dining restaurants are highly requested. In addition, respondents were clear in their need for medical services like doctors and urgent care centers, laundry services, meeting spaces, and senior services. Taken together, this highlights the fact that residents hope to see the Goochland Courthouse Village as a place that combines services to meet community needs, whether that be families, retired individuals, or young adults. Meeting and public spaces were ranked as a high priority among respondents. Spaces such as a farmers’ market, areas for events and live music, as well as access to the James River and other outdoor recreational opportunities were seen as needed among the vast majority of residents.

Regarding housing respondents were clear in what form they hoped to see reflected in the Goochland Courthouse Village. Respondents were more likely to see housing types like single-family housing, mixed-used housing, and townhomes as desirable. In addition, respondents saw the importance of affordable/attainable housing, in fact this desire was seen as the most important among those polled. On the other hand, respondents had less favorable views on apartments and non-family accessory housing units, rating these two options fairly low. These preferences reinforce the notion that residents of Goochland Courthouse hope to see a mix of housing types that allow the area to keep the “small town feel” but increase the affordability and diversity of those residing in the Village.

Regarding future development and redevelopment at Goochland Courthouse Village respondents were asked to rank potential aspects they viewed as important to preserving and enhancing the overall community. Of the potential eight responses citizens ranked “building height/size”, “planting and landscaping”, “building materials”, and “setbacks from roadways” as their top four priorities. Again, this reinforces the sentiment that residents of Goochland hope to preserve the “small town feel”. By ensuring that buildings are not too large or tall, the urban environment incorporates elements of the rural, building materials are reminiscent of surrounding architecture, and walkability is fostered, this “small town feel” can be preserved according to survey respondents.

Lastly survey respondents were asked how Reynolds Community College can better serve or be incorporated into the Goochland Courthouse Village. Reynolds Community College is a regional community college that serves approximately 7,759 students across the area and has a branch located within the future Goochland Courthouse Village. Therefore, it is important to integrate this education resource into the greater community. Among those polled many pointed to the community college as a resource for meeting and event space as well as a possible resource to bolster local businesses through education (free classes, and partnerships for workforce development). It appears from responses that Reynolds is currently being used as a public meeting space for local groups and organizations, but there seems to be a need for increasing the amount of public meeting spaces or increasing the availability of current meeting spaces to the public. In regard to classes and providing education to the surrounding area it appears that there is a desire for Reynolds to provide expanded offerings, that are either at a reduced cost or free. This has the potential to foster economic growth in the area, but the likelihood of the community college taking such actions is largely up to the college itself. Regardless, according to the community, there is a sizable need to integrate the community college into the greater Goochland Courthouse Village Plan.

Taken as a whole, this survey has reinforced the notion that those who call Goochland home hope to maintain their current way of life – rural, relaxed, and community focused – while trying to bolster the community, residential, and retail services provided to the area. By ensuring that Goochland Courthouse Village reflects the needs and wishes of the community all the while preserving the quaint and idyllic nature of Goochland, the Goochland Courthouse Village is likely to show greater public support.

The full results of the Goochland Courthouse Survey are located on the following page.

# Default Report

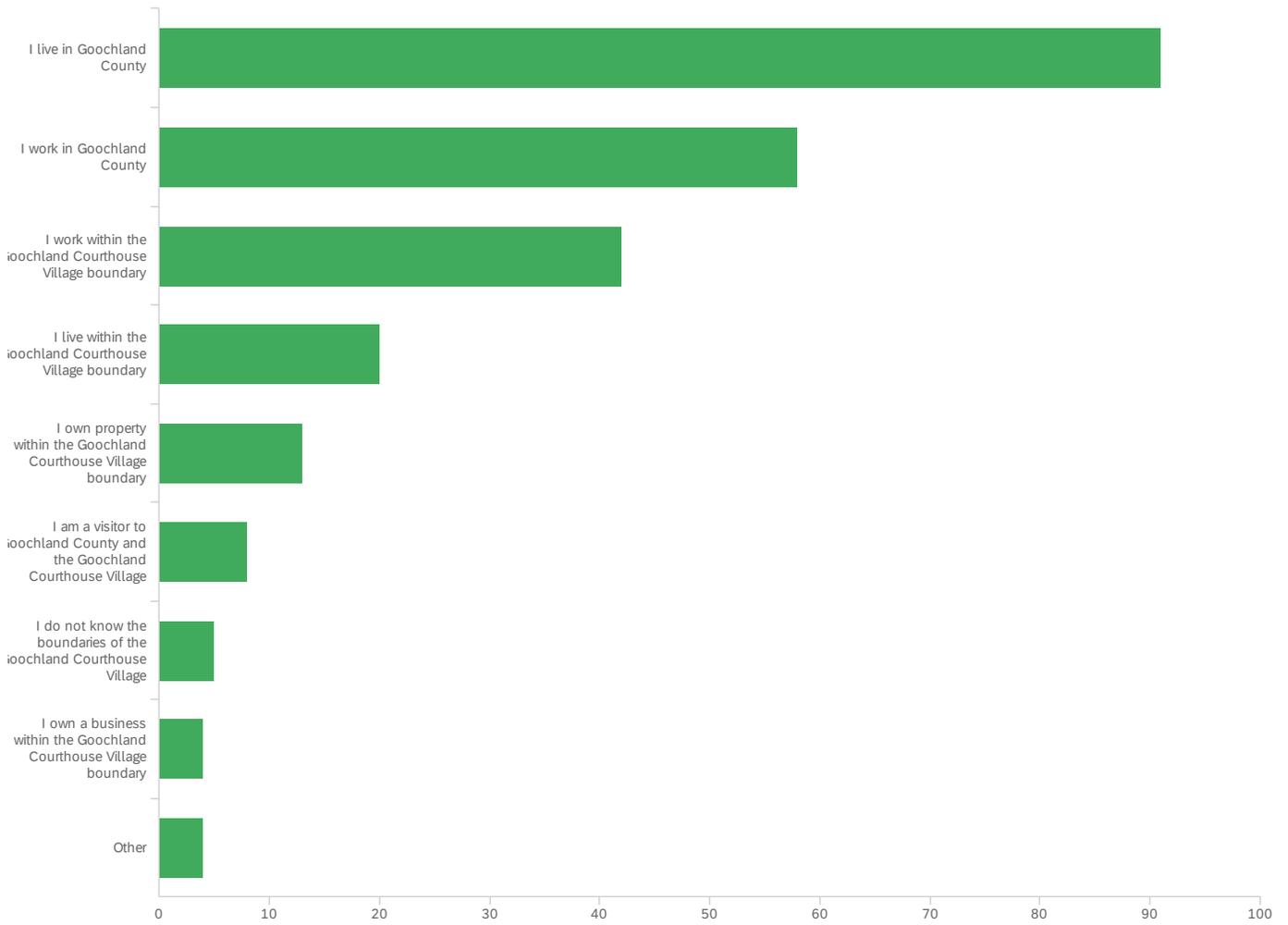
Goochland Courthouse Village - Public Input

May 6, 2022 11:34 AM EDT

Q1 - What is the zip code of your primary residence?



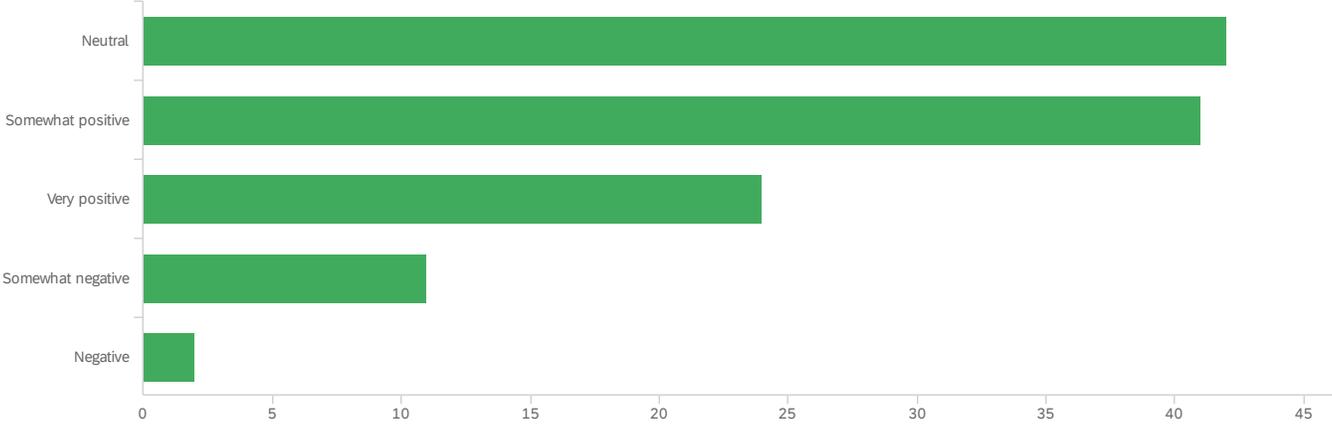
## Q2 - Mark all below that describe you.





Q4 - How positive of an image do you think people in the region (adjacent counties,

Richmond, etc.) have about Goochland Courthouse Village?

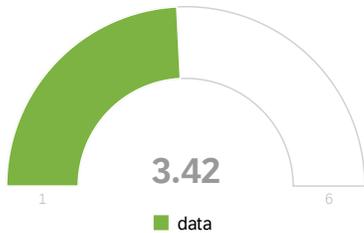




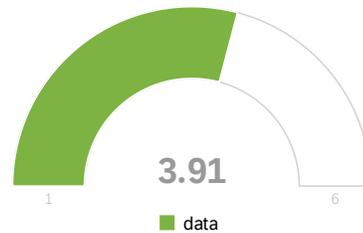
## Q6 - What should be the focus of a strong identity for Goochland Courthouse Village?

Please rank the following from 1 (LEAST IMPORTANT) to 6 (MOST IMPORTANT). Each number can only be used once in this question.

Building community pride



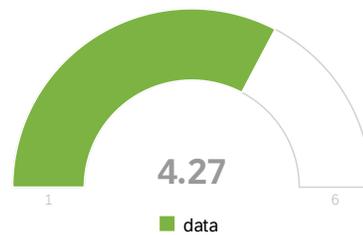
Promoting community events and activities



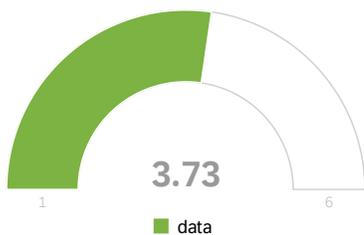
Promoting tourism and recreation destinations



Promoting local businesses



Positioning the Village as a place to open and operate a business



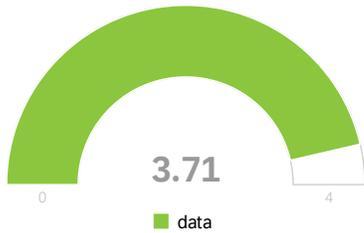
Promoting the Village as a great place for new residents to come and live



# Q8 - Please rate each of the following aspects of quality of life in Goochland Courthouse

Village on a scale of 1 to 5 with 1 being Very Poor and 5 being Excellent.

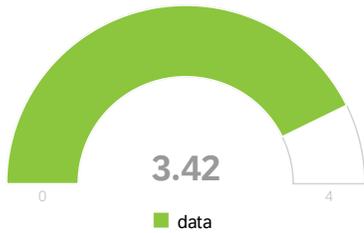
Goochland Courthouse Village as a place to live



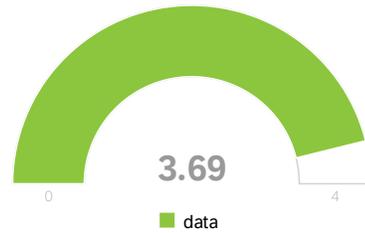
Goochland Courthouse Village as a place to raise children



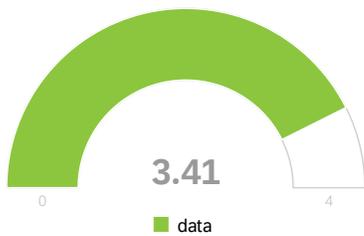
Goochland Courthouse Village as a place to work



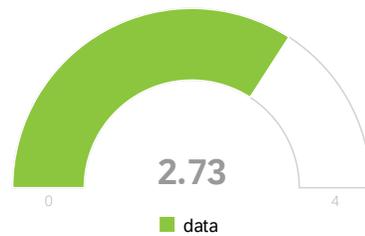
Sense of Community



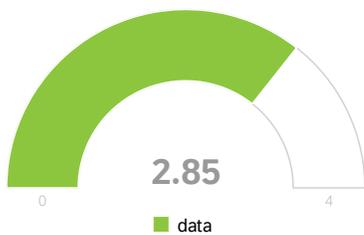
Recreational opportunities



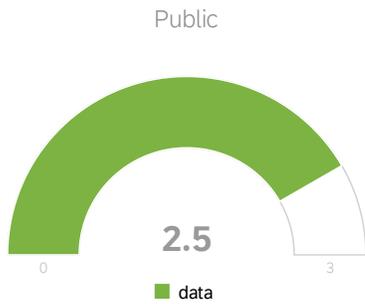
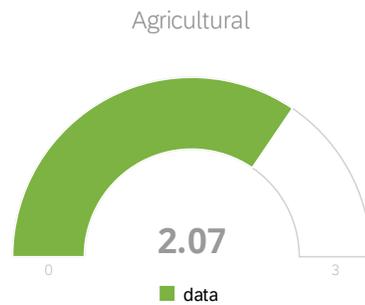
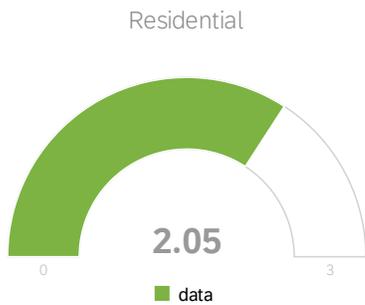
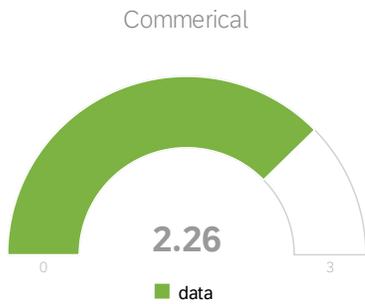
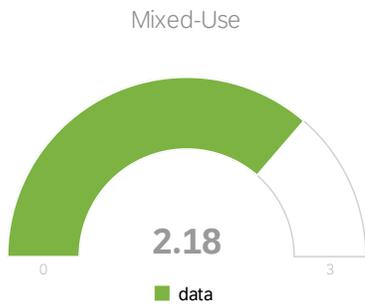
Safety/healthcare opportunities



Cost of living

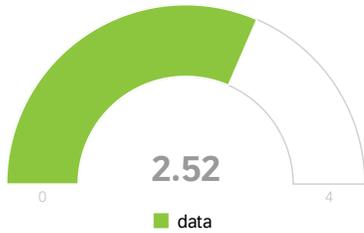


Q7 - Please rate each of the following land uses in Goochland Courthouse Village on a scale of 1 to 3 with 1 being Not Important and 3 being Important.

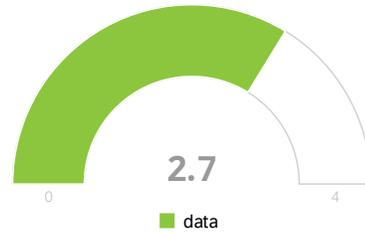


Q8 - Please rate each of the following aspects of the economic environment in Goochland Courthouse Village on a scale of 1 to 5 with 1 being Very Poor and 5 being Excellent.

Shopping opportunities



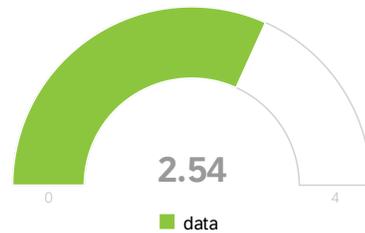
Dining opportunities



Quality of businesses and service establishments



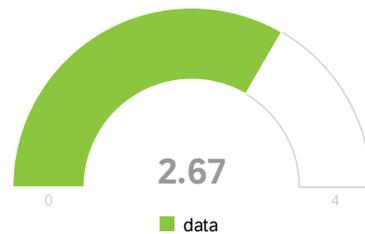
Employment opportunities



Opportunities for economic upward mobility



Programs to retain, expand, and attract businesses



Attractiveness to visitors and tourists



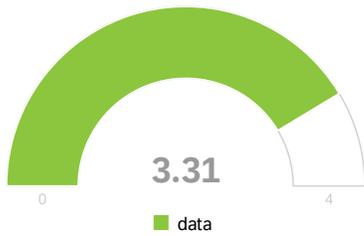
Overall local economy



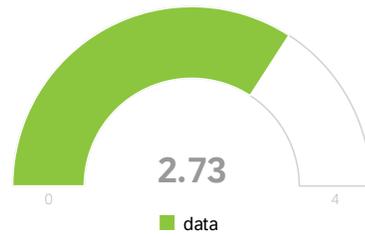
# Q9 - Please rate each of the following aspects of the built environment in Goochland

Courthouse Village on a scale of 1 to 5 with 1 being Very Poor and 5 being Excellent.

Quality of residential development (architecture, landscaping, site planning, types)



Quality of commercial development



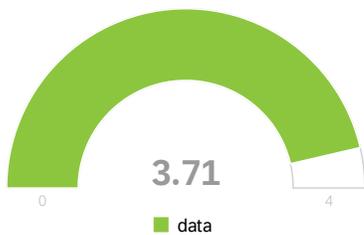
Upkeep of buildings



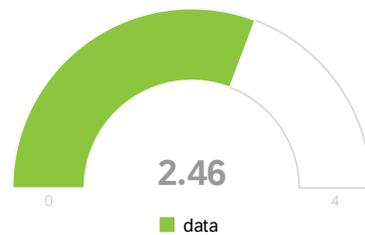
Overall attractiveness



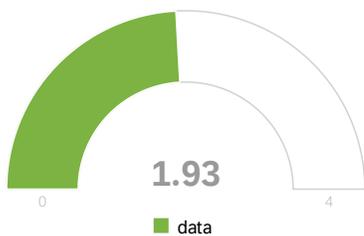
Preservation of historic buildings



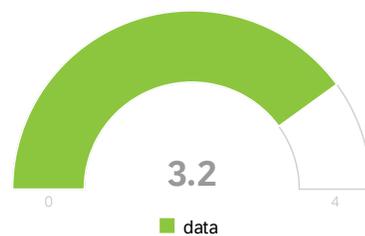
Choice of housing types



Availability of affordable housing



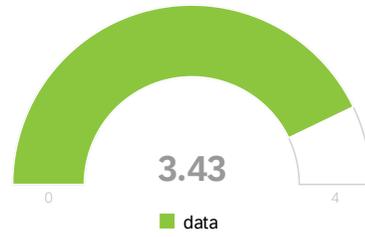
Availability of public spaces



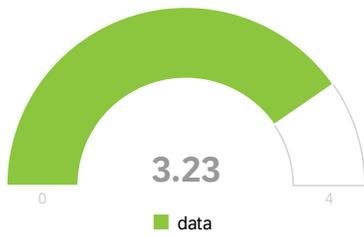
Quality of public spaces



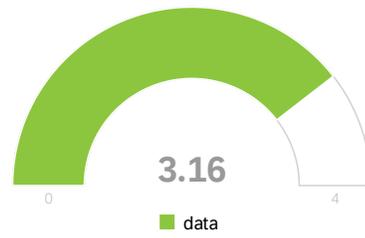
Maintenance of homes



Conditions/Maintenance of roads



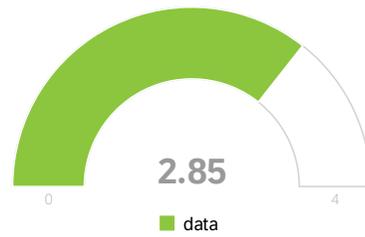
Public Water System



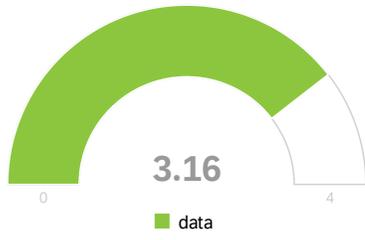
Public Sewer System



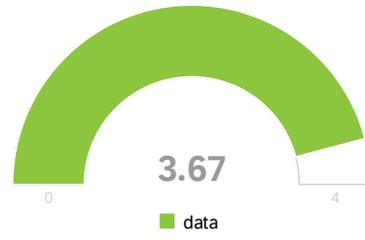
Access to Broadband Internet



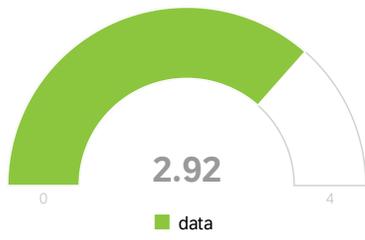
Cellular Phone System (access, etc.)



Electricity



Garbage collection/recycling







## Q12 - Describe your vision for the future of Goochland Courthouse Village. Maximum

100 words.

Describe your vision for the future of Goochland Courthouse Village. Maximu...

small overnight accommodations, like B&Bs within the village, more evening dining opportunities, and more tourist attracting businesses like, antique and curio shops, bakery, ice cream parlor, etc.

I don't think that the Courthouse Village area needs to be like Short Pump. We don't need houses on top of houses. Most people truly like how the area is. You bring in more people, you bring in more trash, a bigger chance for crime, more people on the roads, less of a country feel. WE DON'T WANT TO BE SHORT PUMP or Henrico. KEEP GOOCHLAND RURAL!

A food mecca blooms in the Village, supporting a range of dining (Indian, Vietnamese, Japanese). A roller skating rink opens in the Village providing kids (and adults) an affordable and fun family activity. A large retail employer opens in the Village, providing employment/shopping opportunities. At least one more grocery chain opens up, providing more options than Food Lion (Whole Foods, Kroger, Lidl, Wegmans). This vision supports population growth and draws dollars from surrounding counties.

Future vision would be to expand the business opportunities at the Village. It is nice to have a variety of small businesses to choose from. Currently, it feels like there are too many housing developments with too many houses in the area. The current community structure does not feel like it can support the new residential developments planned for this area of the community.

The courthouse has always had the reputation that the roads are rolled up after dark. I'm good with that because I like to stay home. Not everyone in Goochland likes it so laid back. They want to see all the conveniences that a larger community provides. The board will need to walk a fine line between those lines.

growth and opportunity for residents present and future. establishments to benefit the community not hinder it. bring people together.

My vision would be to open the village up to the Arts more with a live theatre venue and perhaps more Art studios. I also think the Historical center should be open more as a welcome center for incoming visitors and tourist. There needs to be more promotion and outreach both within the community and in the surrounding counties. People that live in Goochland don't even know where the name comes from. It might be a good start.

More business

Maintain the quaint country feel with opportunities for small local businesses to flourish. Encourage new home buyers who grew up and around the county to remain here by providing affordable housing. Promote a sense of community and patriotism.

Nice area to walk or bike. Place that promotes exercise and outdoor activities. Place to gather and enjoy a cup of coffee and pastry and see people. Place for kids after athletic games for ice cream with outdoor picnic tables. Nicer restaurants. Outdoor music venue with concerts. I see the town of Powhatan as an example where I travel for the coffee shop and new restaurant built from the ground up. Need condos and apartments for seniors and low maintenance senior housing. Affordabl

Needs to keep the country feel but also move to the 21st century. A Sheets or Wawa for fuel needs would be a plus. The people are it's strength and we need to make sure the village does not over expand without the proper improvements to infrastructure and support for essential services.

A welcoming place with good services and a diverse enviroment

PUBLIC SPACES AND MORE AFFORDABLE HOUSING AND EMPLOYMENT OPPORTUNITIES

For it not to grow. Goochland is a small town and would not be consider small if it keeps growing. The housing development and commercial property have jumps so much, Goochland isn't Goochland any more.

Describe your vision for the future of Goochland Courthouse Village. Maximu...

I would love to see continuity in the village and a place of arriving somewhere that beckons visitors to stop and stroll down the road to shop, eat, or play. I would also love to see more quaint unique shops and affordable housing.

Would like to see a circle at Fairground and Sandy Hook Rds. Absolutely not those large townhouse structures being built everywhere else. The infrastructure can not handle but so much more traffic, a crash on Fairground Rd has traffic backed to Oilville Rd in no time.

Goochland should attempt to rebuild the courthouse village (with the new courthouse complex) in a manner that is welcoming to businesses yet that retains a historical precedent on architecture. It should look more like Powhatan's courthouse area- more historic and beautiful. It should be charming and quaint. Right now it is nothing but a hodge podge and it should be more carefully restricted from an architectural standpoint to attract visitors and quality businesses.

Leaving it rural like it was when I moved and bought property here 25 years ago. It's starting to become too crowded but you continue to approve new big neighborhoods with houses most people already living in the county can't afford. Please do not turn this beautiful area into a new Short Pump.

I would like to see Goochland Village expand dining options but also retain the small town feel. Goochland is a great place to live and work.

The courthouse village should be a place for people to come and live or come visit. It should be an opening community that accepts all types of people.

A walkable village with restaurants and local shops where people want to come to eat, shop and walk around among businesses and other amenities.

na

Nice shopping and food, less housing, good roads

I would love to see a bit of commercial growth in the way of locally owned businesses/restaurants (no chains)- keep residential growth to a minimum. We live and love Goochland because it is rural.

I wish that the aesthetics could be enhanced. More trees, transform the "strip mall" feel of the majority of the Courthouse. Other courthouses like Powhatan, Cumberland, and Buckingham Counties have much nicer courthouse areas.

No further comments at this time.

The small town feel of Goochland to stay the same..

Close knit community with a hometown feel so that all who live, work, or visit feel welcome and at home. Additional homes & potentially some smaller townhomes that would be more affordable would be nice but not to the extent of what is being proposed in terms of the number and prices of those homes. Rt. 6 and surrounding roads just can't accommodate that.

I would like to maintain the small country charm, keeping the historical feel, more local shops not overly developed with huge expensive houses with little property. I feel like our administration are trying to turn us into a short pump or Chesterfield which is not wanted. If we want that we will go to Short Pump. I think it would be nice to make Goochland a nice, historical town where one can park and walk down a cute street with lots of local shops, maybe park like spaces

A place families want to come hang out being active for an afternoon. Look at what other vibrant small towns have developed and copy. No need to reinvent the wheel.

Better grocery store and dining so we don't have to drive far and can put money back into the county

Please don't let it turn into another Short Pump. The beauty of it is that it is small and rural and spacious and natural.

Describe your vision for the future of Goochland Courthouse Village. Maximu...

A nice small downtown with restaurants and small shops promoting tourism and a strong local economy

I understand that growth is necessary, but keeping Goochland rural is important. The number of neighborhoods popping up breaks my heart. I'm a life long Goochlander, that lives at the western end of county. Driving through the Courthouse Village area makes it feel more like Henrico than a small rural county.

Keep the small town, rural feel. Create affordable housing. New development is ok but cramming massive houses that many current Goochland residents can't afford onto small lots is nuts.

I want multiple paved or sidewalked running routes and bike trails that are more than just a one mile loop. My only option that doesn't require me to run in the road right now is the trail that starts at GHS and there is a very short sidewalk (poorly maintained) route from the YMCA to Parrish Ford.

Would love for it to stay as is. Small town local feel.

I would like to see the existing sidewalks repaired and new ones installed on the south side of the main street. More landscaping to be installed at each end of main street.

I picture Goochland Courthouse Village as a place where people gather and local resources are available. This should be a place with more green space, and fewer buildings. Places like the YMCA and the library are examples of gathering places, but additional outdoor gathering spaces would be good. Restaurants with outdoor seating. Everything walkable - safely! This would include continuous sidewalks on both sides of River Rd W. Public restrooms and water fountains near the farmers market.

I believe the courthouse should be somewhere people can gather. Families can go out to eat, high school age children can gather in a safe place, and local businesses thrive. Affordable housing opportunities is also essential. Neighborhoods with giant homes most families cannot afford are becoming all too common in and around the courthouse.

I'd like it to stay small. The residential has exploded recently, even though we have had a lot of opposition from the members to not approve of the high density developments. The BOS has unfortunately sided with the developers instead of community members.

n/a

Small town with more locally owned small Businesses to shop and dine at. A public gathering space for small town concerts and activities. Walkable. Keep it small and not turn it into short pump. No big chains or townhouses. Keep it rural and cut back on building subdivisions. Keep Goochland small!!

A small town like Gordonsville, VA with more mom & pop restaurants and shops than chains. More places to walk to and socialize at. Roundabouts instead of stoplights and stop signs. More trees decorating the sides of main roads. Far less lights on at night from schools, government buildings, and commercial buildings after close of business. A place that is affordable and welcoming for all families regardless of skin color, religion, origin, orientation, and socioeconomic background.

Similar to town of Gordonsville where there are shops and multiple types of restaurants to choose from. Would love to have a shop open past 6pm, or a place to have drinks and listen to a band on a weekday.

a plethora of stores/bistros to line the street; example: Occoquan.= home to a collection of eclectic restaurants and shops. I'd like to see a Bed & Breakfast, a coffee/bakery, Mom & Pop Ice Cream Shop, restaurants with a VARIETY of food choices (not JUST Italian and Mexican). You mirror Occoquan and you will draw a lot more visitors to our little area = \$\$ for our local businesses.

It is very difficult living in Goochland County and having to spend money in other local counties when it comes to family entertainment, shopping, and seeking certain resources, etc. Every surrounding county has at least a Walmart, which provides a full range of shopping needs, jobs, and growth. The future of Goochland Courthouse should also meet the needs and interests of our growing youth/young adult population which could ensure their long-time investment in living in Goochland County.

Local destination for businesses, restaurants, and civic attractions.

Describe your vision for the future of Goochland Courthouse Village. Maximu...

Improve infrastructure without destroying rural character of the community

I want it to keep its small town/rural feel. Less subdivisions, more small businesses utilizing existing structures. I don't want Goochland to become an expansion of Short Pump.

not overdeveloped or crassly commercialized, predominant local business, not chains

Residential areas being built/updated to attract home buyers that would invest (time, effort, money, etc) in enhancing the local businesses and attractions already in place, as well as providing opportunity for economic growth and community outreach/appreciation events

Honestly, I would like to see Goochland stay rural in most areas outside of the Courthouse and Centerville. I do not want to turn into Short Pump with townhomes and mini living areas and subdivisions everywhere. Localized growth for residential and business would be ideal. I would also prefer to keep the nightlife out of the area and allow the bars, movie theatre, etc to remain in short pump

NA

Please stay small. Stop adding so many homes and bringing these non-country people out here. They are causing too many problems without valuing the heart of Goochland. People who appreciate Goochland would Never purchase house on top of another house. What happened to privacy? And lord know AFFORDABLE homes? What about a ranchers-you know first time homes?? Please stop being like short pump. This is the Country. Leave it this way. We don't want this growth at all.

Mixed use retail and housing, cafes and restaurants, shops and more than 1 grocery store to choose from.

Agri-tourism center fore Goochland. Shops, restaurants. Business services center for Goochland.

Got to area for "all things Goochland" - historic to present in terms of government services, education, recreation, entertainment and shopping while trying to preserve the small town feel.

Small town USA, glimore girls feel. 4th of July, local parades, little league, trick or treating destination for the whole county. Cozy coffee shop, grandparents taking kids for ice cream. First responders are heros, parks and rec remains incredibly strong, YMCA continues to be a beloved community resource. Golf cart community. Strong community help continues from Goochland Cares. Easy to open a biz. Building inspectors take a chill pill and stop costing small biz \$\$.

The small town, family feel to remain.

Walkable shopping - destination businesses. Cute village feel, excellent dining options.

That we continue to foster a sense of neighborliness, of self-sufficiency, and community pride that has long been part of our rural character. That the supply of affordable housing is adequate to meet the needs of our population, and the needs of our handicapped and senior population are addressed. That planned and paced development maintains property tax rates within the means of those of lower and fixed income.

Areas to walk from neighborhood homes to shopping, library, YMCA, play areas and county services. Easy access for parents with kids and strollers and the elderly walking as well. Bike paths that are safe. Well-lighted, clean and designed to match the historic nature of the original courthouse.

More attractive and interesting places to visit, rather than just riding through

Continue to keep the small town feel, Don't invite box stores

No more residential property. You have multiple developments within the county unfinished for years. Most people move to Goochland for the rural experience. By adding residential you are destroying that vibe. Not to mention Goochland lacks the infrastructure to support more people.

Describe your vision for the future of Goochland Courthouse Village. Maximu...

The location of the Goochland County Seat along Rt 6 and the James River combined with the history of the area involving native peoples, founding fathers, agriculture, railroad, could be highlighted to invite tourism and develop recreational opportunities for economic development.

Slow down on the neighborhood development without there being proper infrastructure for growth (schools, roads, etc.) And we need to attract businesses that will boost the "look" of the county - attract higher quality establishments where workers and owners take more pride in upkeep.

Redevelop tired lots, more diverse businesses present in village, expand walkability, should be a true "village," with integrated mix of residential and businesses to create a bustling yet quaint village center

A village that individuals can live, work, and play in with options for everyone who wants to live and work in it. This includes a variety of businesses and commercial locations. The county should capitalize on the recreational and historic opportunities to increase tourism.

Small quaint village with shops and restaurants that people can visit for an afternoon and shop and stroll and visit historic sites.

-a walkable village that encompasses green space with ample availability for community events (food trucks, live music, outdoor family movie nights), outdoor dining, new and varied restaurants, nightlife (or anything open past 8), allows the farmers market to be seen and expand, and creates a destination to take out of town guests to and attracts visitors To the area to help the local economy.

A quaint/attractive Village which provides adequate housing and small mom/pop type of retail. Possible long term care option which includes small independent housing transitioning to assisted and then memory care so residents do not need to go to Henrico or eastern Goochland.

Keep the Goochland Courthouse Village with fewer buildings more open space for parks and more activities for the residents of Goochland to preserve the rural concept. Goochland County should focus on improving the internet/schools/post office/roads prior to keep approving high density/unaffordable new houses.

Grab more land along the James to make public spaces. Leverage the history in the new architecture. Make the area appealing to new consumer businesses.

A few "unique" stores as destination but not enough to make it like Farmville. Senior living units to make it safer and more convenient for them and their existing homes would also come on the market for younger families. Our restaurants are great but a seafood restaurant would be a nice addition. And a coffee house to spend time (I realize Dunkin just has staffing issues and can't always open lobby, and any coffeehouse would likely face the same until people get back into the job market)

Stop adding new subdivisions/housing!! Some additional businesses would be nice. We are losing our country feel and getting close to getting into trouble with overdevelopment!

Reliable internet, leave everything else alone, no more growth

Growth

Six to eight foot walking, bike, stroller pavement routes to library, schools, J. Sarge, YMCA, neighborhoods, businesses, restaurants, etc. Parking behind businesses, etc. Hard scaping in front of businesses (ex. houses on Rt.6 zoned business years ago) that could be connected with new buildings to join them for walk by commercial, i.e. Sweet Frog, second hand rose pavilion, beauty shop, boutiques etc.

Defined "Main Street" with a CBD; activities after 6:00 PM; increased retail; walkability improvements

I would love a vision like the Home Town show. Being proud of your town and wanting to help improve it

I believe Goochland could use another grocery store and some more local restaurants. Also, please bring in another fast food - doesn't have to be many but more than Hardee's. Also, desperately could use a CVS or Walgreens. I love our local ones but the hours are just too short for when illnesses happen at night or weekends.

Describe your vision for the future of Goochland Courthouse Village. Maximu...

I would hope that the GCV remains focused as being a center for community and municipal seat of the county. Any retail should not overwhelm the small town one level architecture of main street. Tourism should be increased with improved park and gathering venues like farmers markets and a park trail loop suitable for walkers biker and equestrians for tourism to take advantage of the historical local structures retain a small town goochland rural simple nature. GCV does not need a retail draw.

A place that has more restaurant, shopping, and entertainment choices so I don't have to drive to Richmond.

Courthouse village should emphasize its historical sites and venues. There should be walking trails through the village that link historical sites, unique places to eat and drink, and socialize. There should venues for the community to gather after work for drink and social activities. There should be an amphitheater for concerts, summer plays, and other performances. A skate park and bike trails would be great also.

A village with a well-defined center and a nice restaurant or several

Historical thematically. No new housing development. More interconnectivity to entities and recreational opportunities.

Extend the character of the courthouse grounds. Powhatan is a better example of an inviting village. Farmers Market area is not appealing. A little work to improve aesthetics is needed

Quaint main street where you can leave your house and walk to coffee and shopping. Stopping to say high to neighbors. Very Mayberry.

A place where the residents participate in the life of the community and those who work or visit have satisfying, positive experiences

reach out to the community more

Out-of-control residential growth with a proliferation of poorly built but very expensive houses. A drive-in movie theater in every yard and an aardvark in every garage..

sf

I have no idea.

A village with a variety of housing types creating an economically diverse population along with excellent public destinations and activity space that attracts a variety of business and service interest the village to help create a central hub for the central an western Goochland

More shops and business. Better definition of "down town."

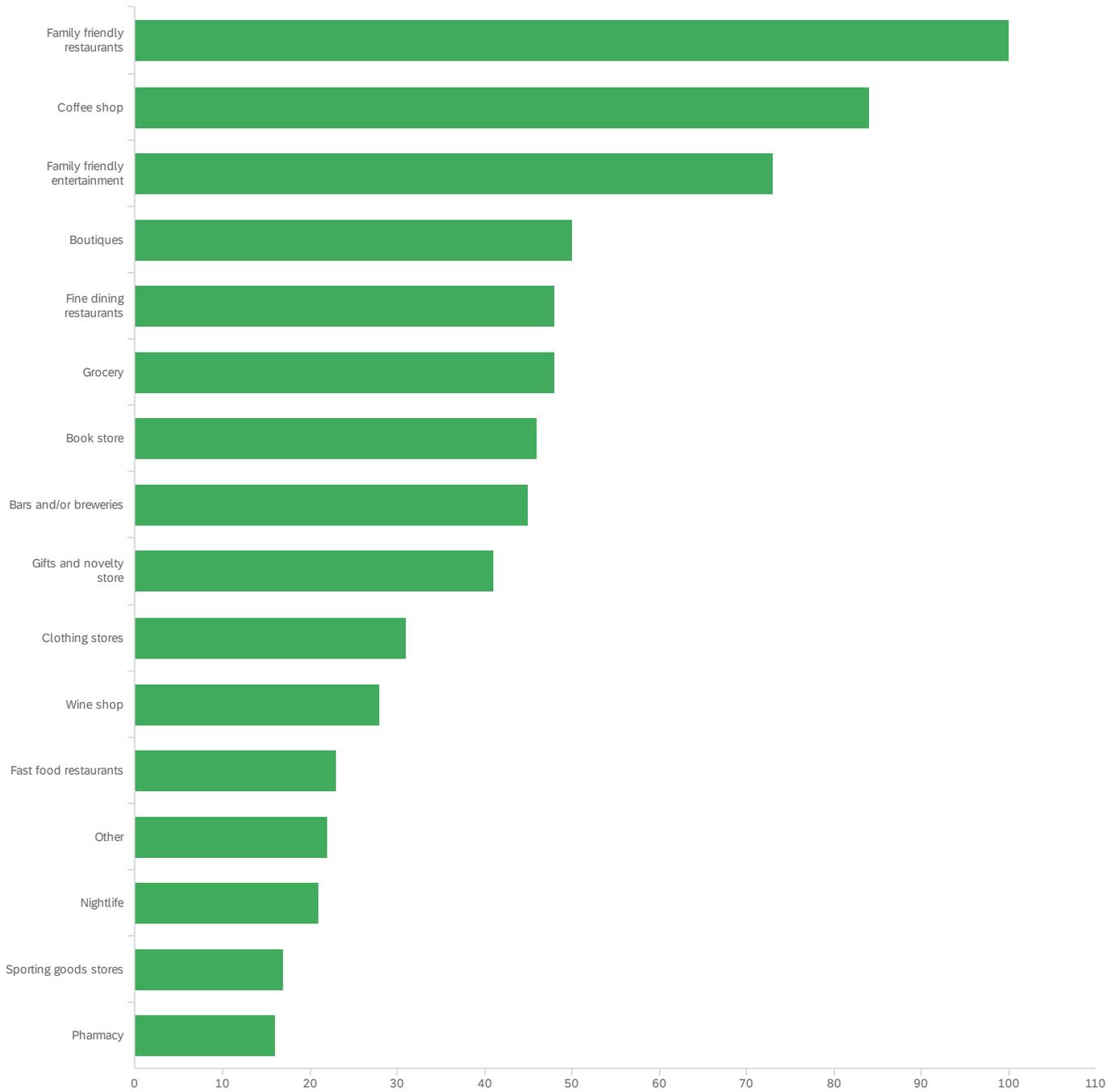
no vision

Maintain village feel

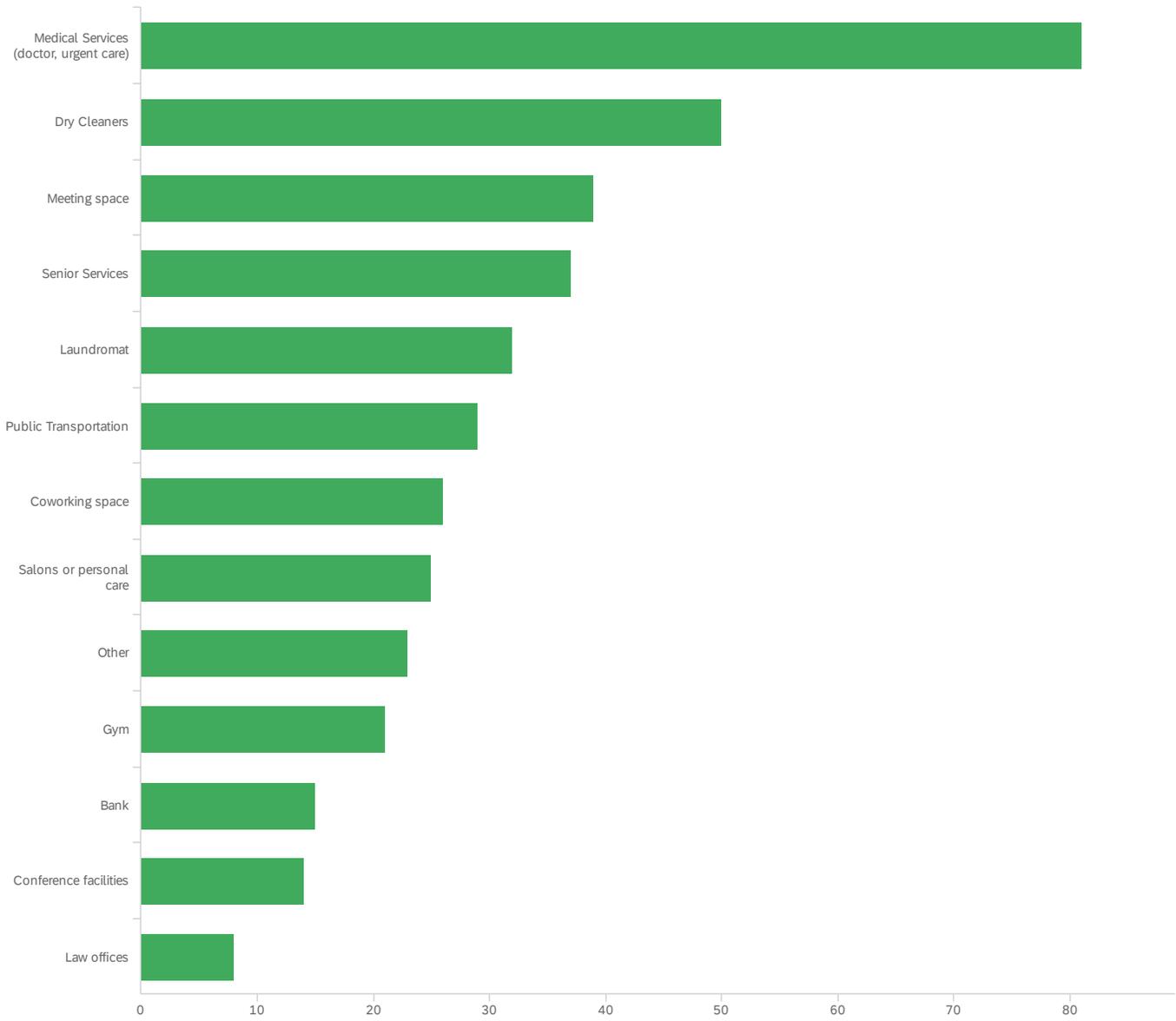
bzdfzd

# Q13 - What types of retail and restaurant businesses are most needed in Goochland

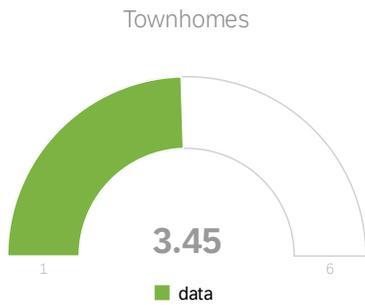
Courthouse Village? (Check all that apply)



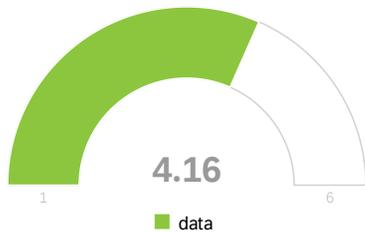
Q14 - What types of services are needed in Goochland Courthouse Village? (Check all that apply)



Q16 - If more housing were to be developed in Goochland Courthouse Village, what types are desired? Please rank the following from 1 (LEAST IMPORTANT) to 6 (MOST IMPORTANT). Each number can only be used once in this question.



Mixed-use development with residential, retail, and office uses



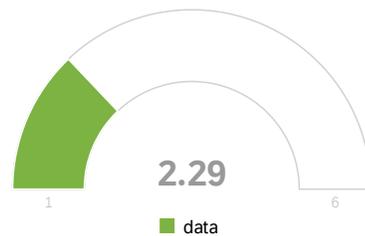
Single-family housing



Affordable/Attainable housing

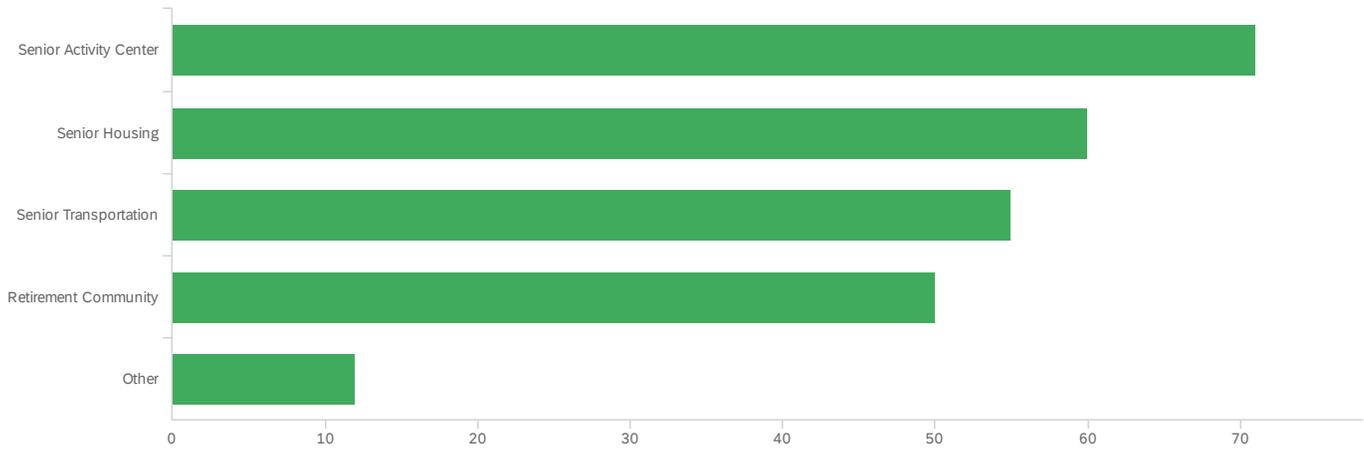


Non-family Accessory Housing Units



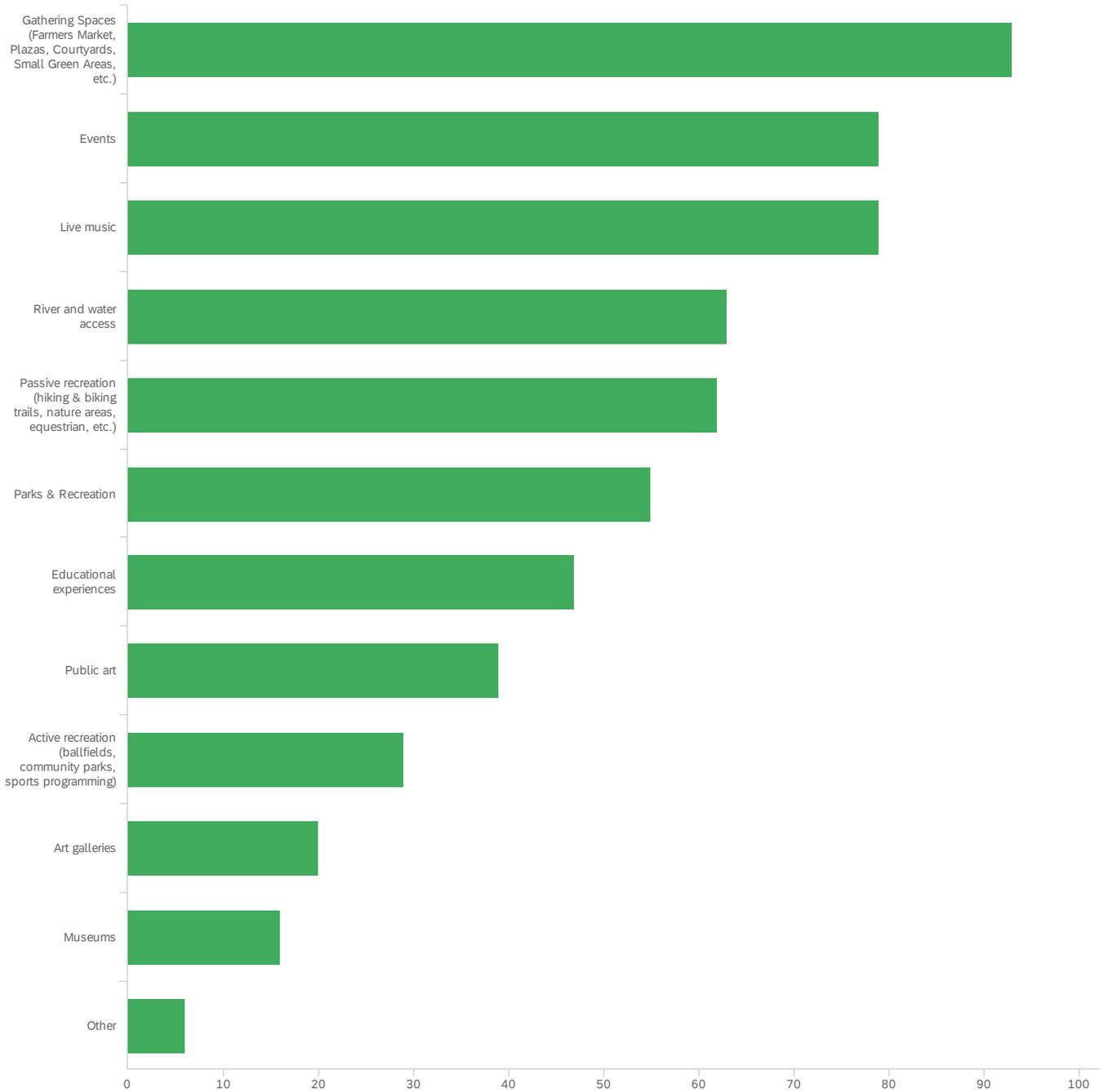
# Q16 - What types of development for the senior population is needed in Goochland

Courthouse Village? (Check all that apply)

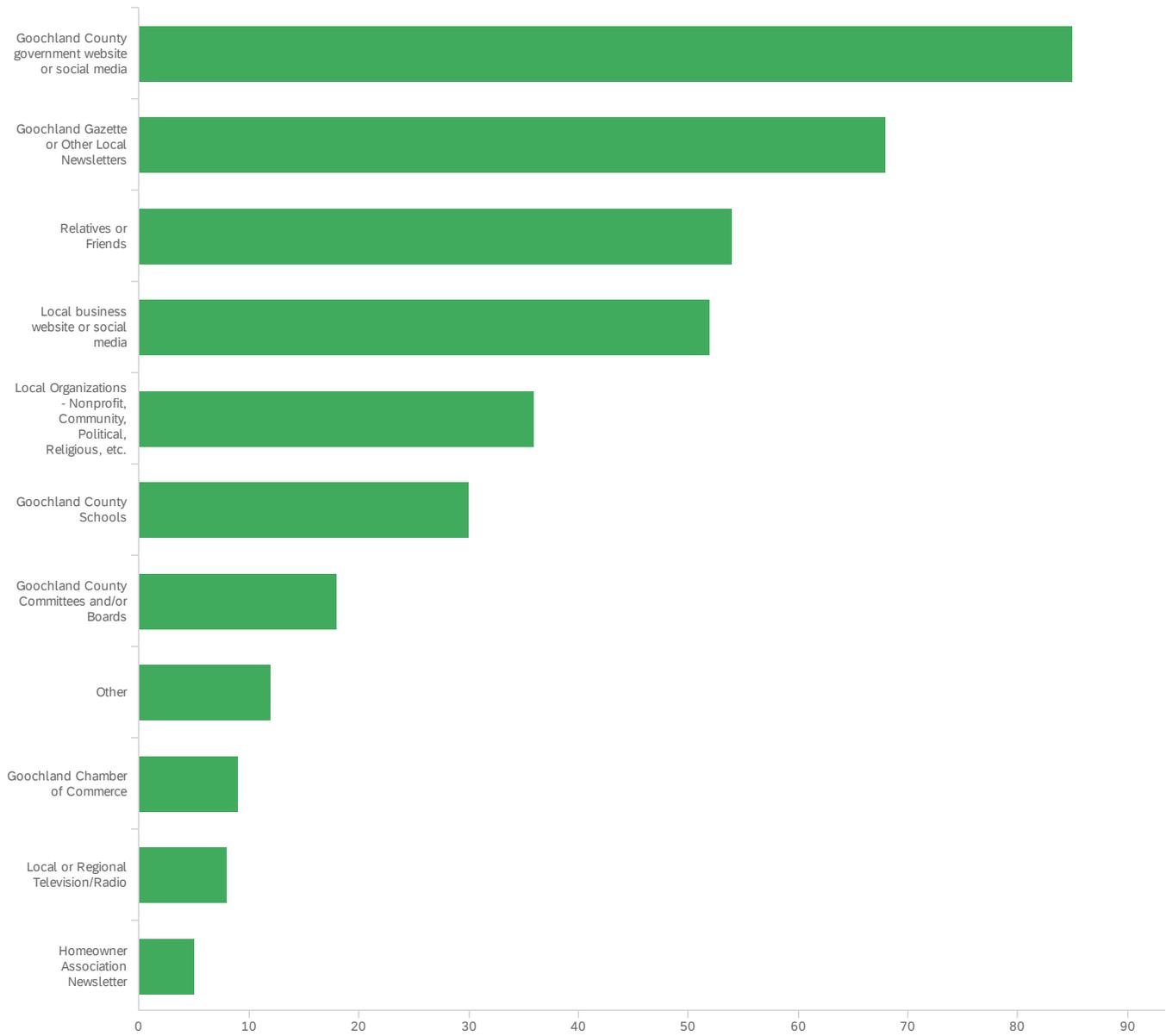


# Q16 - What types of public spaces, activities, and cultural components are needed in

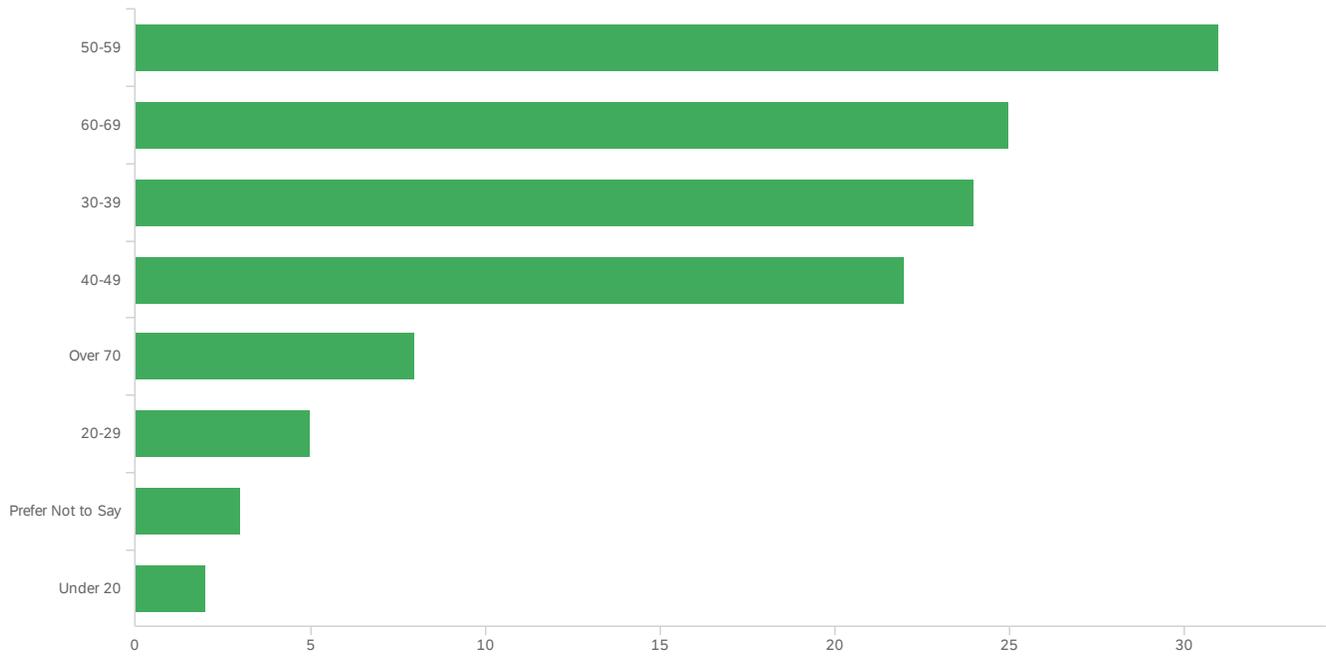
## Goochland Courthouse Village? (Check all that apply)



# Q18 - How do you hear about activities and events? (Check all that apply)

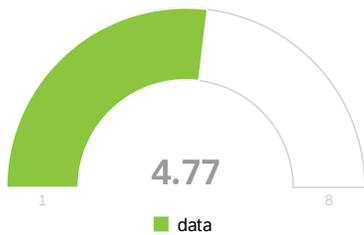


Q19 - What is your age range?

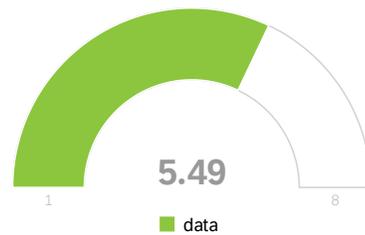


Q16 - Design Overlay Districts provide guidelines on how to preserve and enhance the overall community as future development and redevelopment occur in Goochland Courthouse Village. Please rank the following from 1 (LEAST IMPORTANT) to 8 (MOST IMPORTANT). Each number can only be used once in this question.

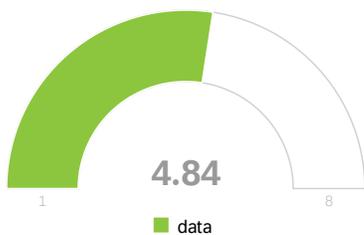
Setbacks from Roadways



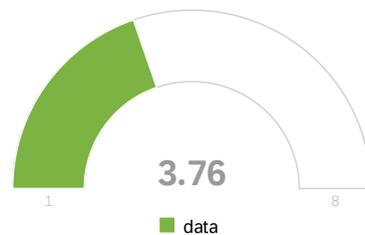
Building Height/Size



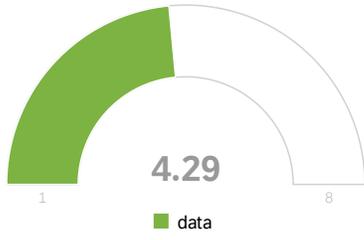
Building Materials



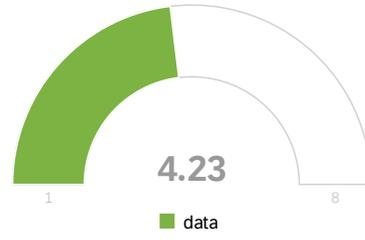
Building Colors



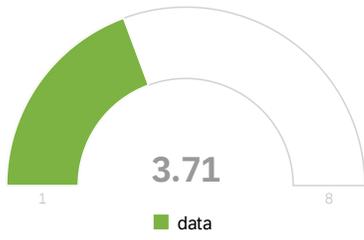
Signage



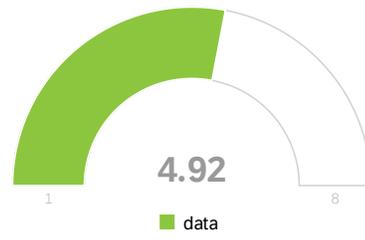
Lighting



Accessory Structures (fences, sheds, etc.)



Plantings/Landscaping



## Q24 - How can Reynolds Community College better serve or be incorporated into

### Goochland Courthouse Village community? Maximum 50 words.

How can Reynolds Community College better serve or be incorporated into Goo...

offer up meeting space, host local events, serve as an emergency shelter in time of need

I don't know. Their focus is agriculture, right? A lot of the future-focus should be more economic and less farming.

Access via trails from tucker park behind courthouse and to giddden rock park. Bike equestrian

Have more representation at planning meetings.

Reach out to the community

Continue providing events such as the garden event held 4/30

use of facility by public

Be accessible to businesses and promotes education to adts.

CTE program for county schools and fleet services for county vehicles excluding school buses

Turn it into a county building as the fire training center and general services facility

MORE COMMUNITY ACCESS CLASSES AND A BRODER VARIETY OF CLASSES AT GOOCHLAND FACILITY

Parks and rec center. They will have the space to accommodate all the activates they hole.

It could be used as business co-working or start up space, event space, day care space,

Unsure.

no idea what they do there- can't answer

Turn the beautiful land they have into a park so that you don't build/incorporate it.

Fix their signage

We should hold more events there to engage the community much like the Covid vaccination event that was held there.

bring in younger people, housing for students

Donate the building to County and turn into a community center, office and retail space

More classes that appeal to the residences

How can Reynolds Community College better serve or be incorporated into Goo...

More community classes/events

Hold education fairs or learning opportunities

Utilize for meeting rooms

Don't know

Offer co-working space

not sure

Provide field space and nature path

N/A

Tie in their trails and incorporate them into green space.

?

More events

More public events held there

Better accessibility - currently not walkable! Would be great to walk from River Rd W to Reynolds safely.

Free courses to community members. Updated outdoor facilities

Why not expand the CTE program there?

More community events. Public classes on gardening, jewelry making, foraging etc.

Hosting career fairs, community events

Offer even more classes for high school credit. Offer more continuing education classes on leadership, business, etc. outside of degree courses.

N/A

Hub for local events

Partnership for workforce development

More trade related schooling

Sports complex

Renovate tennis courts and expand with lighting

How can Reynolds Community College better serve or be incorporated into Goo...

Community meeting spaces, non-higher ed classes

Have more to do with community sponsored events

Use of the land for local events/building projects.

More non- agricultural courses

Leave it alone

Offer more

Business development incubator

Be able to utilize its buildings and spaces for community learning, events, and meetings.

Lifelong learner classes in arts and writing

Greater accessibility for community events.

Sidewalks and bike paths

Turn it into a office complex?

No opinion

Host more community events. Offer meeting and conference space. Offer life long learning classes and activities.

They do their own thing at the moment, so any community activities would be nice

Offer more in-person classes at the Goochland site such as required general education courses needed for transfer to four year college.

More public events, business seminars

Reynolds Community College can locate diverse educational courses at the Goochland location. In addition, they can host more activities at their location and maximize the use of their space for community meetings, etc.

Serve as community center

Use building for evening meeting space, daytime childrens programming, fix tennis courts up and promote use, stock the fishing pond and allow community use, expand programming to serve needs of college students in community, add path to walk to

So many ways it can be of use - more career educational opportunities - esp healthcare

Offer night classes for Seniors and other activities, library, etc.

Work force development for first responders. Educate them here and they will return!

How can Reynolds Community College better serve or be incorporated into Goo...

---

More presence at community events to let people know about themselves- something to cause people to look at them as an actual part of the community rather than a satellite of Richmond

More events

Adult education

6-8 foot wide walking, bike access from housing & other locations

more class offerings; access to tennis courts; access to meeting spaces

Maybe hold some sort of free classes or art classes

Have them offer short, interesting ("how to") courses for adults; creat volunteer activities for seniors to mentor/help students

Link Reynolds via walking and bike trails; use space for a museum or something of a historical nature

Sidewalks

Leverage the grounds for more community events

Utilize the building for community needs, co-working spaces, community garden

it needs to decide what it will be, or be sold for better use. Public safety training center; medical office of some sort, horticultural education

Offer a wider range of educational opportunities

vs

Participate more in the community.

Allow space to be utilized for public events, community and continuing education opportunities

Host events, provide access to grounds.

Lot of unused land

Q20 - Please provide any additional comments below:

**End of Report**



# COURTHOUSE VILLAGE

*The Heart of Goochland*

## APPENDIX D – MARKET ANALYSIS

DRAFT November 17, 2022

# Courthouse Village Market Assessment

## Introduction

A market analysis was conducted for Goochland County, focusing on Courthouse Village and its market trade area, to inform the physical planning strategy and identify opportunities for market demand. Elements of the market analysis included

- Trade area definition;
- Demographic profile;
- Market assessment focusing on retail, housing and employment; and
- Economic strategies.

## Trade Area Definition

In order to capture the market base for Courthouse Village, the market assessment examines trends in a 15-minute drivetime area from the center of the study area. The map below illustrates the Courthouse Village study areas (shown in dark green) as well as the 15-minute drivetime area (shown in shaded green). The population in the 15-minute drivetime area represents the primary market base for retail developed within Courthouse Village. Therefore, demographic and retail trends in the 15-minute drivetime trade area will inform the market potential for Courthouse Village.

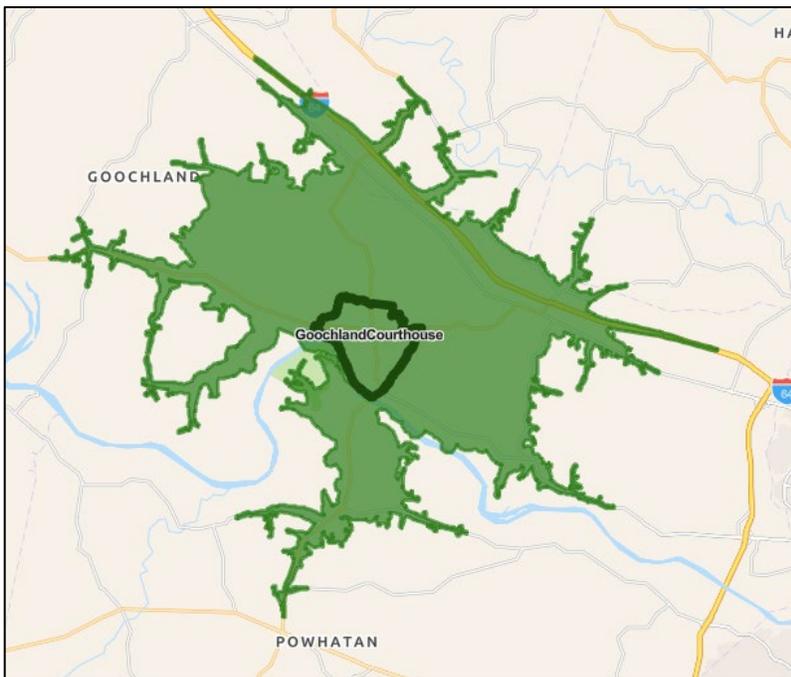


Figure 1: Courthouse Village Study Area (Shown in Dark Green) and 15-Minute Drivetime Trade Area (Shown in Shaded Green)

## Demographics

### Population

#### Goochland County

Goochland County is home to approximately 25,200 people. The county experienced significant population growth over the past several decades, growing by 27% from 2000-2010 and an additional 13.9% from 2010 to 2020. Although the overall region is experiencing growth, population growth in Goochland County outpaced the region from 2010-2020. In addition, the county is estimated to continue to grow, reaching a population of 33,000 by 2045.

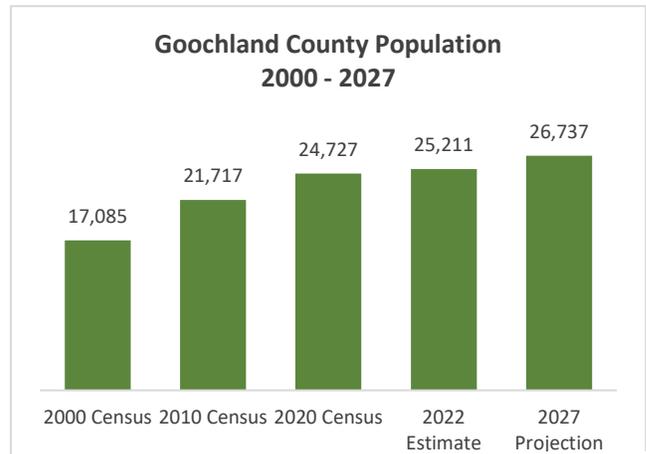


Figure 2: Goochland County Population, 2020-2027 (Sources: US Census, Claritas/EnviroNics Analytics)

#### Courthouse Village

About 1,799 people live in the Courthouse Village study area and approximately 10,407 people live within its 15-minute drivetime trade area. This is the local population that is relevant to the Village.

### Key Demographic Indicators

The median household income in Goochland County is \$104,939, which is higher than all surrounding counties. For reference, the median household income in the Richmond metropolitan area is \$75,353. Goochland County also has a more mature population, with a median age of 50.1 compared to 39.8 the Richmond metro. About a third of the county's population is between the ages of 55 and 74. The population is highly educated, with 42% of the population age 25 years or older having at least a Bachelor's degree.

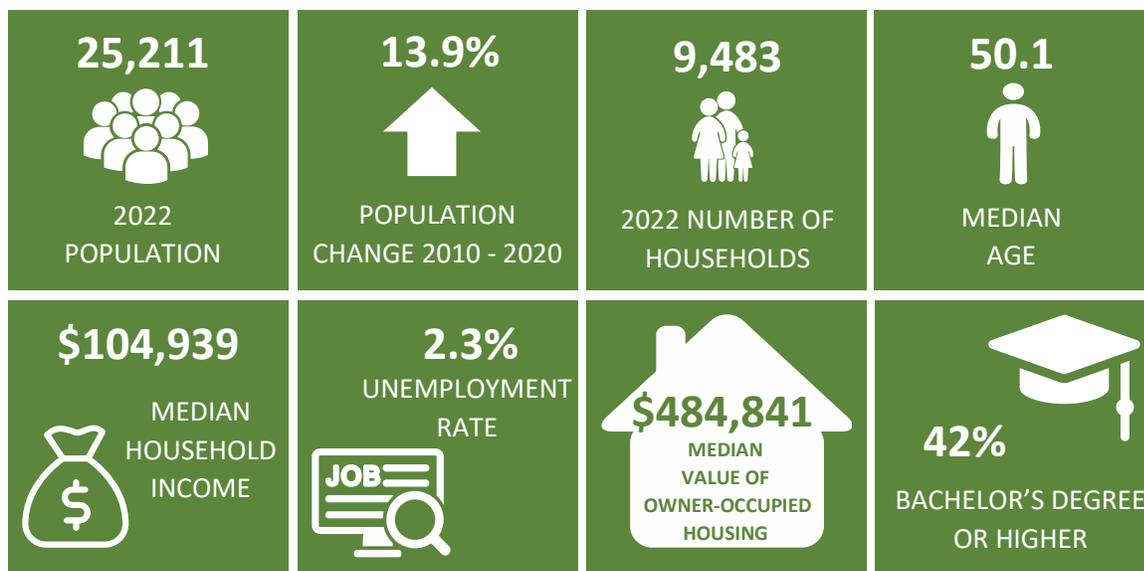


Figure 3: Key Demographic Indicators in Goochland County (Source: Claritas/EnviroNics Analytics)

### Median Household Income

The median household income in the Courthouse Village 15-minute drivetime trade area is \$100,147, on par with Goochland County and higher than much of the region.

### Age

The median age in the Courthouse Village 15-minute drivetime area is 46.3, lower than the County age at 50.1

The age distribution chart to the right shows that the Courthouse Village drivetime area has a higher percentage of residents age 18-34 and age 35-54 than Goochland County, and a lower percentage of residents over age 55. About a third of the county's population is between the ages of 55 and 74.

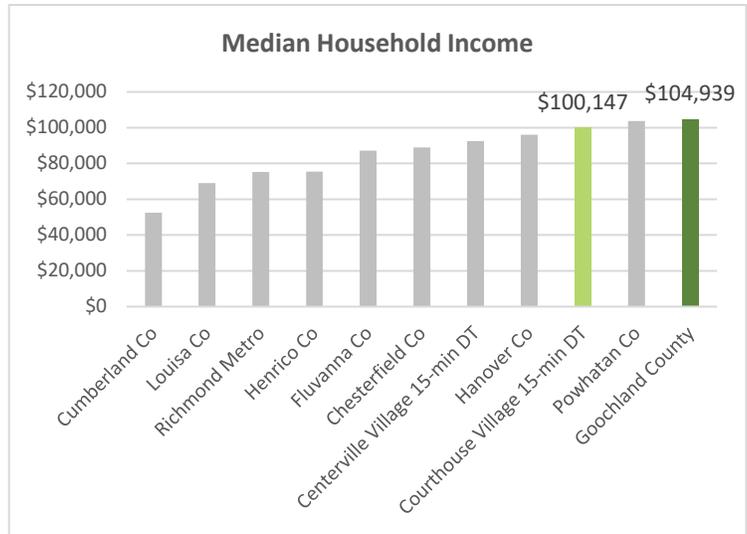


Figure 4: Median Household Income in Goochland County, Courthouse Village 15-Minute Drivetime Area, and Surrounding Region, 2022 (Source: Claritas/Environics Analytics)

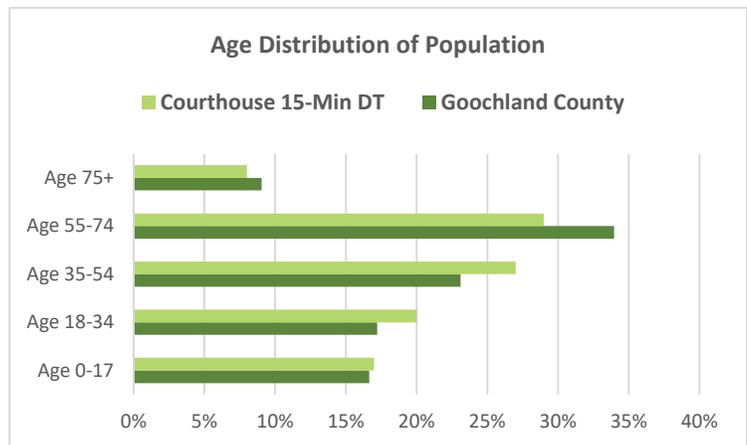


Figure 5: Age Distribution of the Population in Goochland County and the CourthouseVillage 15-Minute Drivetime Area, 2022 (Source: Claritas/Environics Analytics)

## Housing

### Housing Stock: Age, Type and Tenure

#### Goochland County

There are approximately 10,120 housing units in Goochland County. The housing stock has increased significantly over the past few decades to accommodate the county’s growing population. Nearly 40% of the county’s housing stock was built between 2000 and 2020.

The housing stock in Goochland County is predominantly owner-occupied, single-family housing with a limited number of townhomes and multifamily homes. Approximately 88% of housing units are owner-occupied and 90% are single-family detached homes.

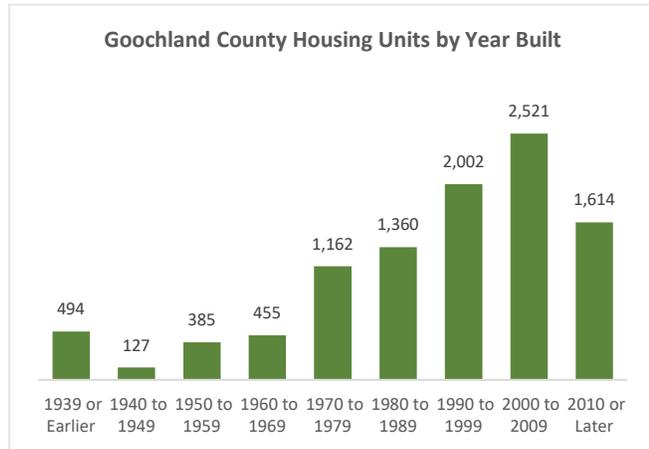


Figure 6: Goochland County Housing Units by Year Built (Source: Envionics Analytics, 2022)

#### Courthouse Village

Housing type and tenure in the Courthouse Village 15-minute drivetime area is similar to that of Goochland County overall, with a majority single-family (91%), owner-occupied (88%) housing. There are limited multifamily options in the Village.

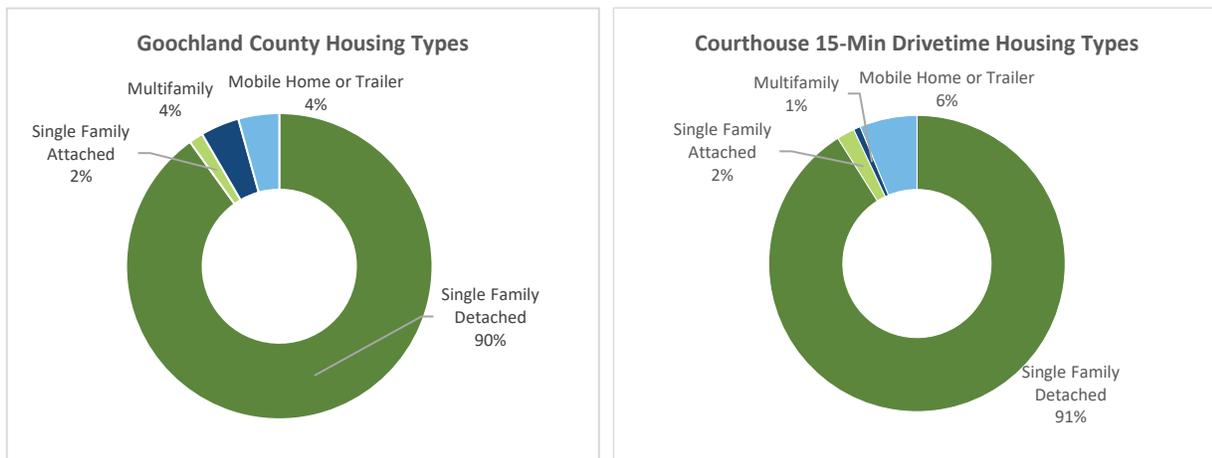


Figure 7: Housing Types in Goochland County (Left) and the Courthouse Village 15-Minute Drivetime Area (Right) (Source: Envionics Analytics, 2022)

### Housing Values

The median value of owner-occupied housing in Goochland County is \$484,841, the highest in the region and nearly \$200,000 higher than the median value of the Richmond metropolitan area (\$296,185). Nearly a quarter of the owner-occupied housing stock in the county is valued between \$500,000 and \$750,000.

#### Courthouse Village

The median value of owner-occupied housing in Courthouse Village is \$400,000, and the median value in the 15-minute drivetime area is \$397,960.

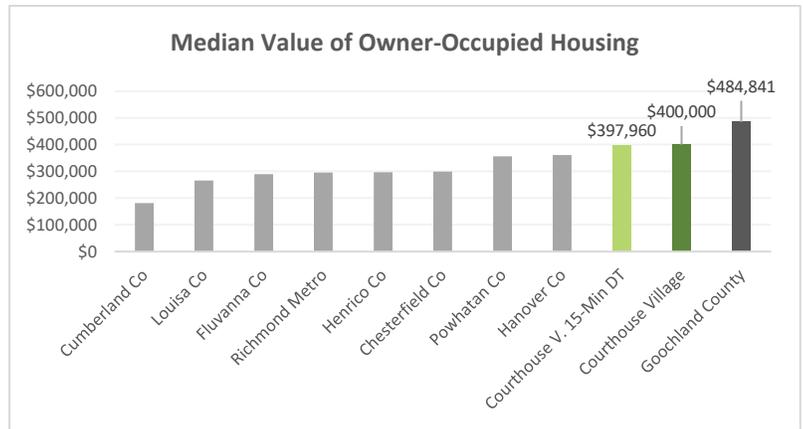


Figure 8: Median Value of Owner-Occupied Housing in Goochland County, the Study Areas and the Surrounding Region, 2022 (Source: Envirionics Analytics)

### Housing Affordability

Housing is considered affordable if the occupants spend less than 30% of their household income on housing. Households spending more than 30% of their income on housing are considered to be cost-burdened. In Goochland County, approximately 18% of owners are cost-burdened. The situation is more stark for renters. 33% of renters in Goochland County are cost-burdened, an at least 13% of renter households spend more than 50% of their household income on housing.

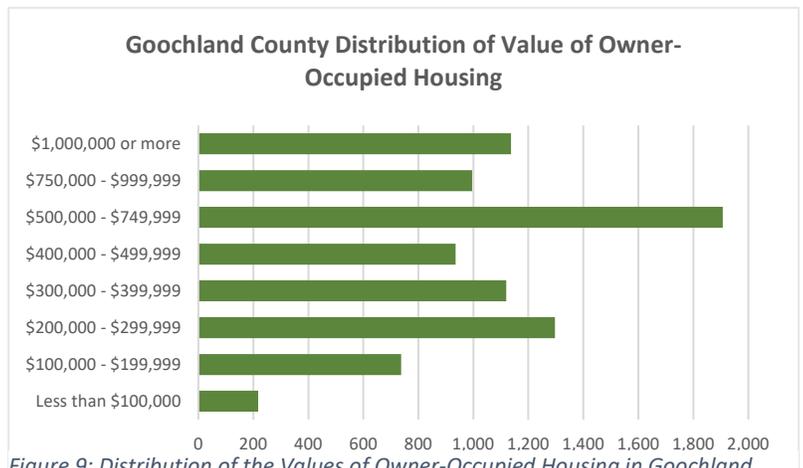


Figure 9: Distribution of the Values of Owner-Occupied Housing in Goochland County, 2022 (Source: Envirionics Analytics)

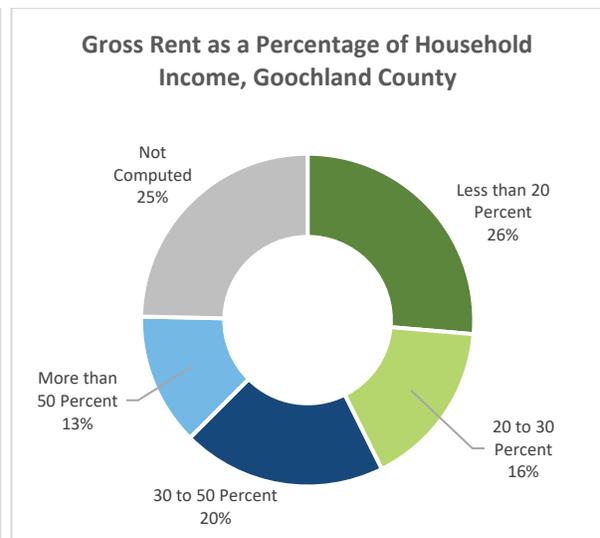
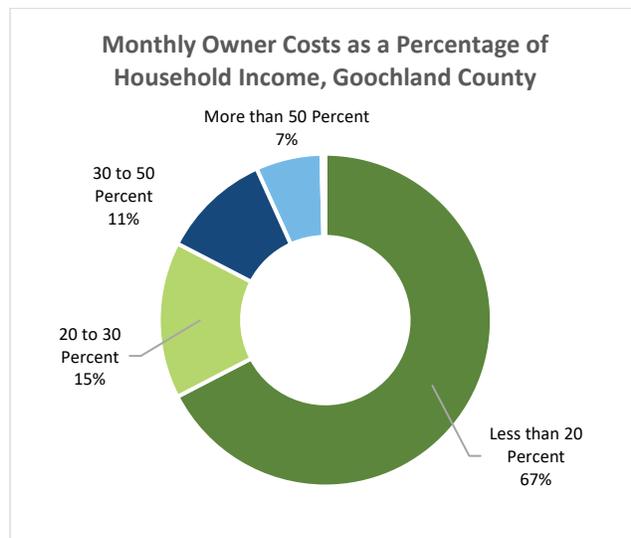


Figure 10 Housing Affordability in Goochland County as Determined by Housing Costs as a Percentage of Household Income (Source: US Census American Community Survey 2016-2020 5-Year Estimates)

### For Sale Market

The market value of homes in Goochland County is increasing. According to Virginia Realtors, the median sales price of homes in Goochland County was \$483,000 in December of 2021, higher than the median sales price in all surrounding counties.

The Zillow Home Value Index measures home values in a given area over time. In April of 2022, the Zillow Home Value Index was \$431,000 in Goochland County, a 10.5% increase over April of 2021. While the majority of homes on the market in Goochland County are single-family detached homes, there is a growing market for 55+ communities that include patio homes and townhomes.

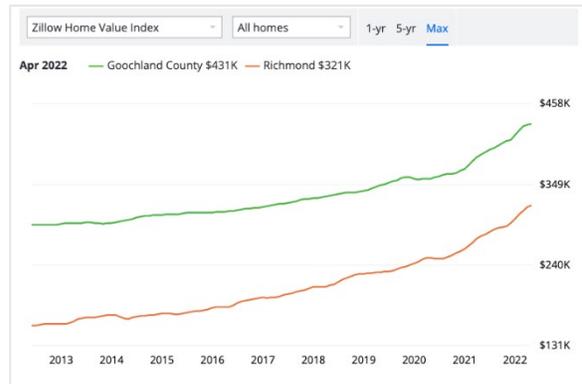


Figure 11: Zillow Home Value Index for Goochland County and Richmond, 2013-2022 (Source: Zillow)

In the 23063 zip code (which covers the Courthouse Village area), The Zillow Home Value Index was \$312,984, more affordable than the county overall.

### Rental Market

Goochland County’s overall housing stock contains a limited amount of rental and multifamily housing, with the majority of the multifamily housing concentrated on the eastern edge of the county. According to Census Bureau’s 2020 American Community Survey, the median gross rent in Goochland County is \$1,129. Newer multifamily units are being marketed at a higher price point, with one-bedroom units renting for over \$1,500 a month and two-bedroom units renting for over \$2,100 a month.



Figure 13: Examples of housing on the market in 2022 in Goochland County (Sources: Zillow and Realtor.com)



Figure 12: Retreat at West Creek (top): 1-bedrooms start at \$1,700 and 2-bedrooms start at \$2,100. 2000 West Creek (bottom)

## Employment

### Goochland County Jobs

According to the latest data available from the US Census, there are approximately 20,225 jobs in Goochland County. As Goochland County is home to several large company headquarters, nearly half of the jobs in the county are in the Finance and Insurance sector and 10% are in Management of Companies and Enterprises.

#### Courthouse Village

The 23063 zip code, which encompasses an area around the Courthouse Village has approximately 2,134 jobs. The largest sectors in this area are Public Administration (30%), Education (29%), Healthcare (13%) and Retail (9%).

#### Commuting Patterns

Goochland County serves as a net importer of jobs, with twice as many people commuting in as commuting out. The county has a low unemployment rate of 2.3%, according to BLS data from March 2022.

Of the 9,272 Goochland County residents that commute outside the county for work, 33% commute to Henrico County, 18% to Richmond, 11% to Chesterfield County, and 67% to Hanover County and 30% commute elsewhere.

Of the 18,486 workers that commute into Goochland County for employment, 29% commute from Henrico County, 19% from Chesterfield County, 11% from Richmond, 8% from Hanover County and 33% from elsewhere.

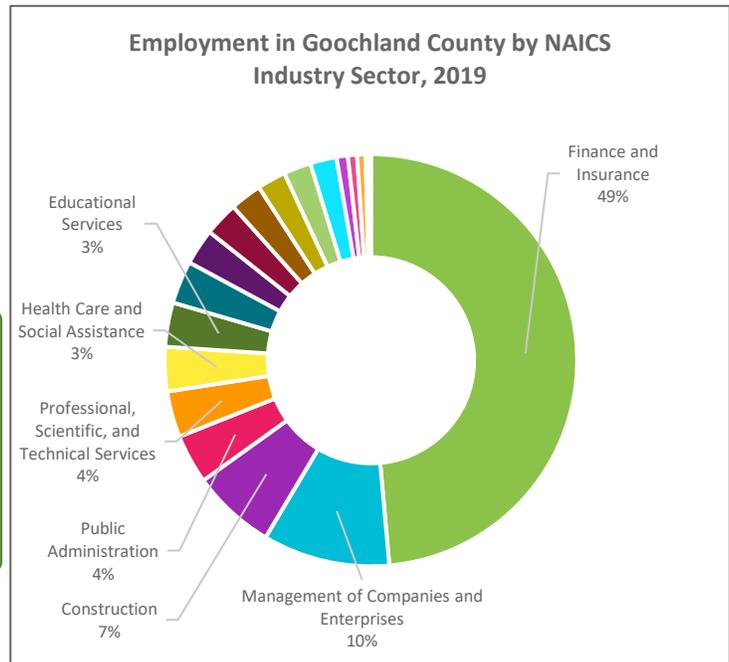


Figure 14: Employment in Goochland county by NAICS Industry Sector, 2019 (Source: US Census On the Map)

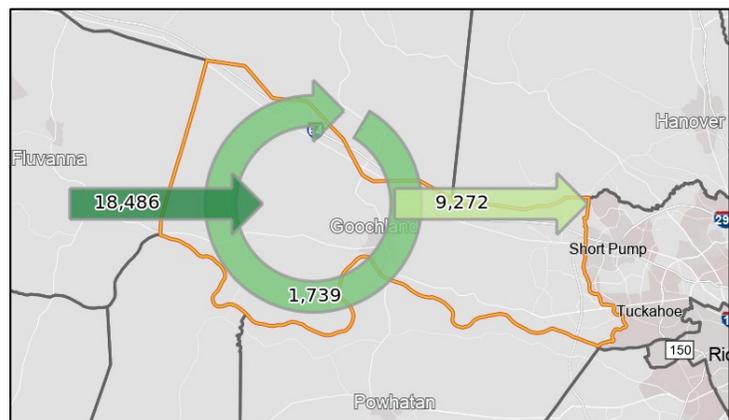


Figure 15: Inflow and Outflow of Jobs in Goochland County, 2019 (Source: US Census On the Map)

# Retail Market

## Retail Leakage Analysis

The retail leakage analysis examines the difference between retail sales made by stores in a particular area and retail expenditures of residents living in the same. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, residents are purchasing more than the stores are selling, and the dollars spent outside of the area are said to be “leaking.” Conversely, if stores in the area are selling more than residents are spending, then the retail in the area is serving a greater market and the market is said to be “gaining.”

Retail leakage translates into consumer demand that is unmet in the area and can mean opportunities for future retail expansion. Although a community should not expect to capture 100% of its retail leakage, there are often key opportunities in select retail categories. The following sections detail the findings of the retail leakage analysis performed on the Courthouse Village 15-minute drivetime trade area and identify key retail opportunities for future development.

In 2022, stores in Goochland County had retail sales of \$225.8 million. During the same time period, residents living in the area spent \$650.8 million, indicating that \$425 million in retail sales leaked from Goochland County.

Stores located within the Courthouse Village 15-minute drivetime area had retail sales of \$74.2 million while residents living in the area spent \$220.9 million. Therefore, the area leaked \$146.7 million in retail sales.

	Goochland County	Courthouse Village	Courthouse 15-Minute
<b>Consumer Expenditures</b>	\$650,771,475	\$32,146,011	\$220,940,321
<b>Retail Sales</b>	\$225,766,283	\$14,138,746	\$74,191,195
<b>Retail Leakage (Gain)</b>	\$425,005,192	\$18,007,266	\$146,749,126

Figure 16: Consumer Expenditures, Retail Sales, and Retail Leakage/Gain in Goochland County, Courthouse Village, and the 15-Minute Drivetime Trade Area (Source: Claritas/Environics Analytics)

### Courthouse Village Retail Opportunities

Market opportunity for future retail development in Courthouse Village comes from two main sources:

- **Existing Retail Leakage Capture:** A capture scenario of 15% to 25% of existing retail leakage from the 15-minute drivetime area is reasonable for the Courthouse Village area. This scenario indicates that there is existing unmet demand for 61,919 to 103,199 square feet of retail.
- **Demand from New Residents:** Future retail demand will result from the additional 2,123 residents in Courthouse Village by 2045. These new residents will generate demand for an additional 25,476 square feet of retail.

Existing demand capture combined with demand generated by future residents indicates an opportunity for 87,395 to 128,675 square feet of new retail in Courthouse Village.

Key retail opportunities in the 15-minute drivetime area of Courthouse Village include:

- Food and beverages stores: \$24.7 million in leakage
- General merchandise: \$21.5 million in leakage
- Restaurants: \$17.3 million in leakage
- Health and personal care stores: \$8 million in leakage
- Clothing and clothing accessories stores: \$6.7 million in leakage

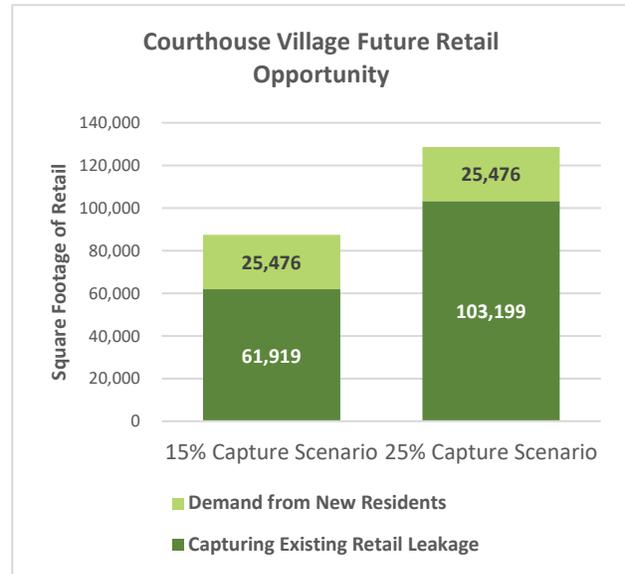


Figure 17: Square Footage of Future Retail Opportunity in Courthouse Village based on Capturing Existing Retail Leakage (Dark Green) and New Demand Created by Future Residents Assuming 70% of All Future Village Growth (Light Green)

## Economic Development Strategies

1. Consider establishing a downtown development organization and pursuing Main Street designation for the core historic portion of the Courthouse Village. Main Street is a national economic development initiative to revitalize and enhance historic downtowns. Virginia Main Street has designated County-based organizations in the past.
2. Recruit destination business to Courthouse Village that will draw activity to the district as part of a specialty cluster serving the Village and entire county. This could include businesses showing opportunity in the market analysis such as a destination restaurant, river outfitter, brewery, galleries, etc.
3. Program local events in Courthouse Village that are targeted at all residents of Goochland County.
4. Work with Community College to identify appropriate additional village uses for its campus such as health care, sustainable agriculture training, housing, mixed use development, etc.
5. Recruit development of housing that allows County's seniors to age in place and downsize to remain in Goochland County. This could include senior living facility, active adult communities, patio homes, etc.
6. Work with development community to remove impediments that may be hindering desired investment. Consider public private partnerships to incentivize private investment via provision of grant programs, tax abatement, development of a public amenity (public park, parking facility, etc.), Could be used in partnership with Community College, incentivizing senior housing, workforce housing, etc.
7. Review existing code to provide flexibility. Consider amending retail before housing requirement providing flexibility in ordinances, etc. Consider "Incubator housing" In some lower level spaces, until market adjusts to make retail viable.
8. Identify opportunity sites for more attainable housing developments for workforce who cannot afford to live in Goochland County including (educators, public safety, government workers, etc. who commute from adjacent counties each day. Work with developer through incentives or public-private-partnerships to recruit desired development.
9. Recruit employers who provide rent, work from home options, or other private-sector workforce incentives.