



COURTHOUSE VILLAGE

The Heart of Goochland

MASTER PLAN AND SMALL AREA PLAN – DRAFT

County of Goochland, Virginia

November 17, 2022



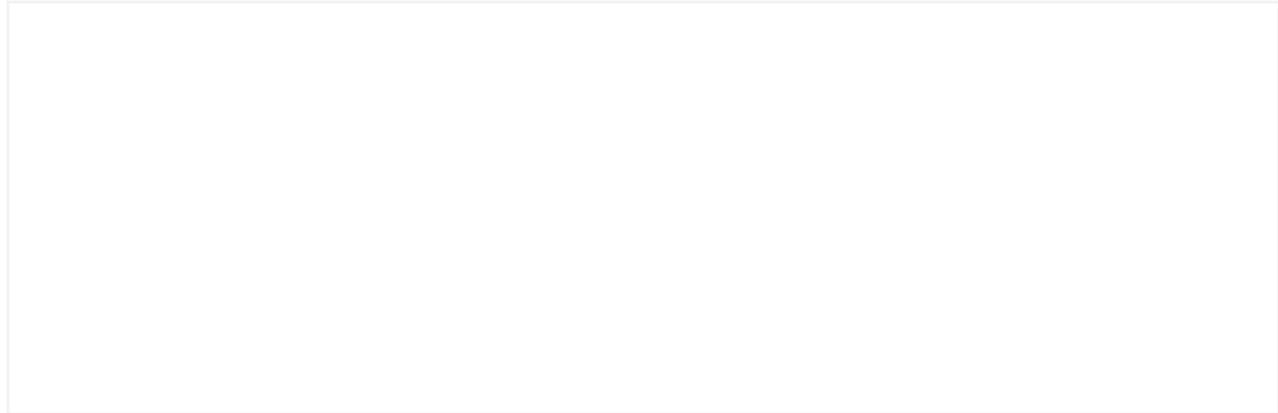
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GOOCHLAND COURTHOUSE VILLAGE SMALL AREA PLAN



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.

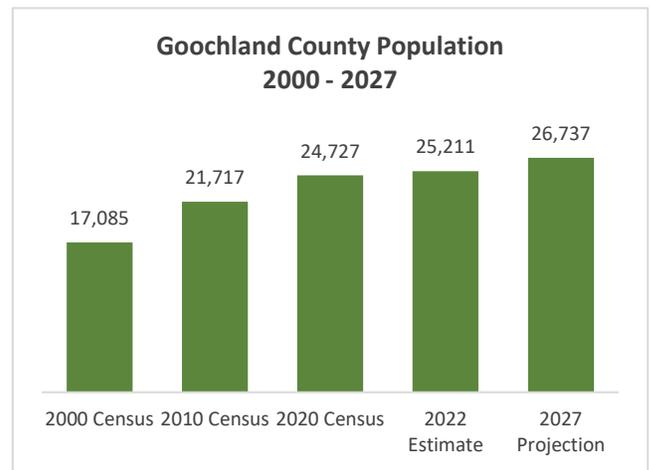


Goochland Courthouse Complex (Top Image) and Businesses Along River Road (Bottom Image)

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.



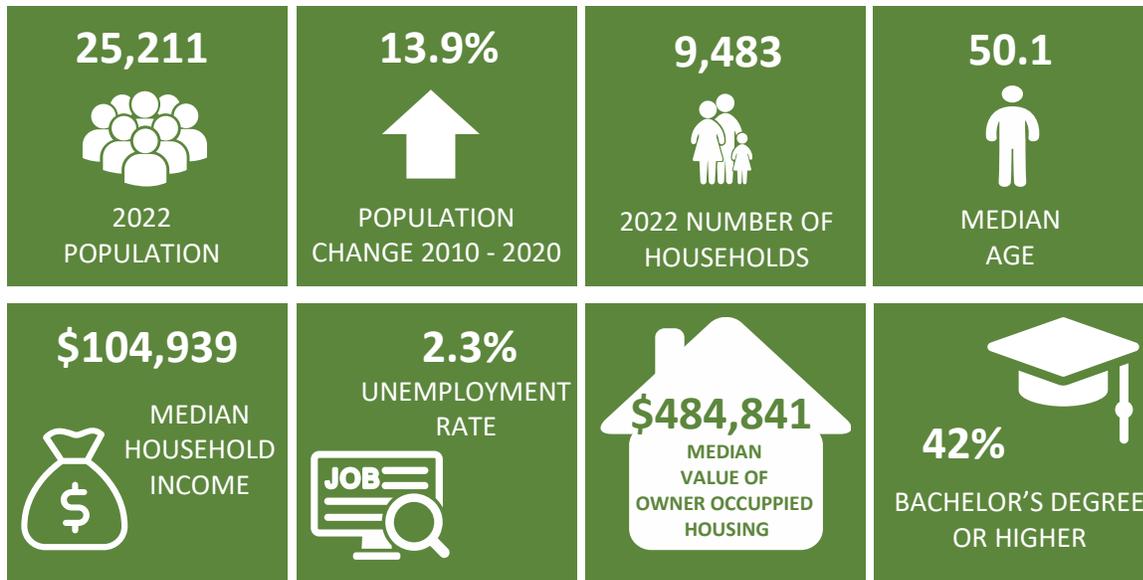
Goochland County Population, 2020-2027 (Sources: US Census, Claritas/EnviroNics Analytics)

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

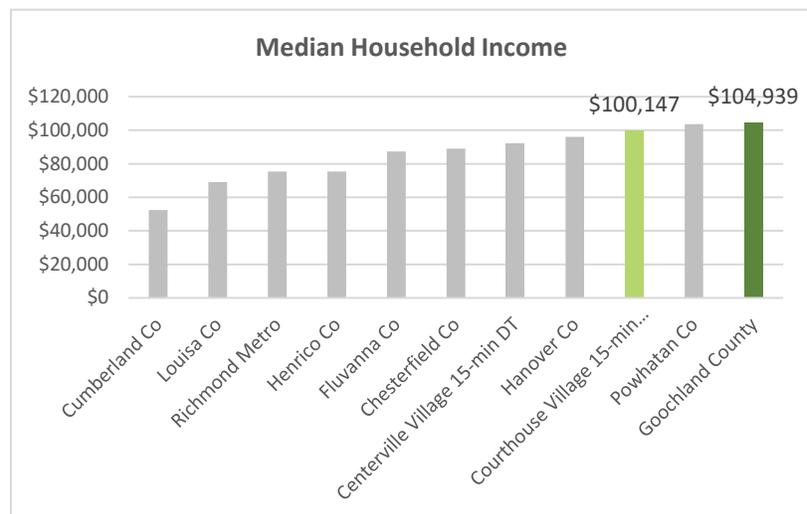
The median household income in Goochland County is \$104,939, which is higher than all surrounding counties. For reference, the median household income in the Richmond metropolitan area is \$75,353. Goochland County also has a more mature population, with a median age of 50.1 compared to 39.8 the Richmond 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

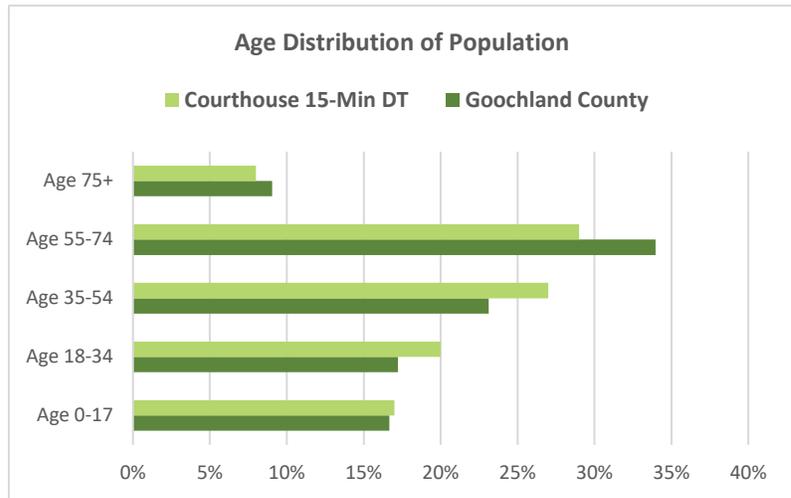
The median household income in the Courthouse Village 15-minute drivetime trade area is \$100,147, on par with Goochland County and higher than much of the region.



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.



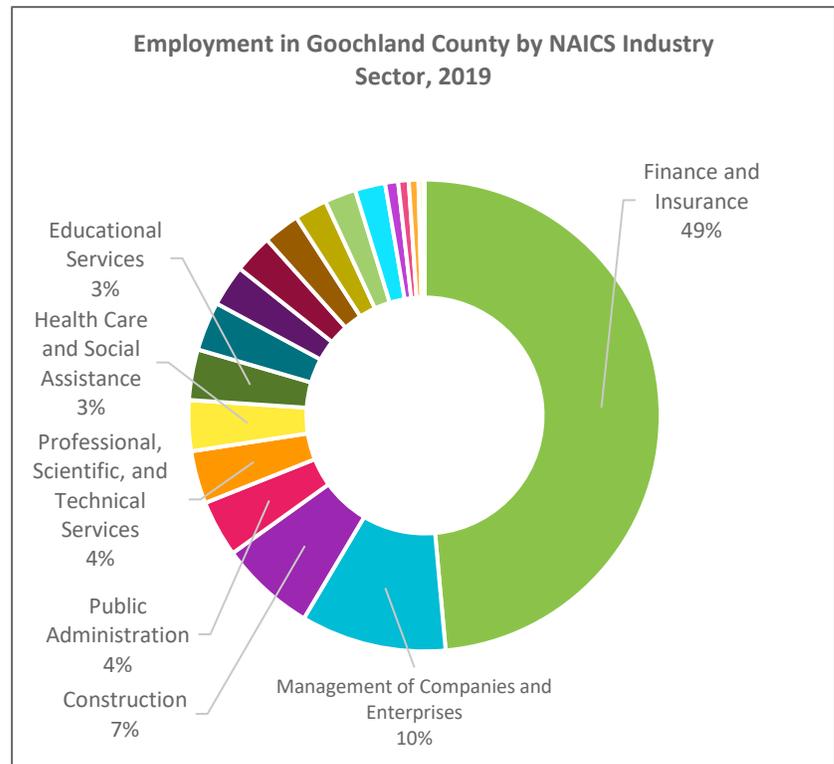
Age Distribution of the Population in Goochland County and the Courthouse Village 15-Minute Drivetime Area, 2022 (Source: Claritas/EnviroNics Analytics)

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%).



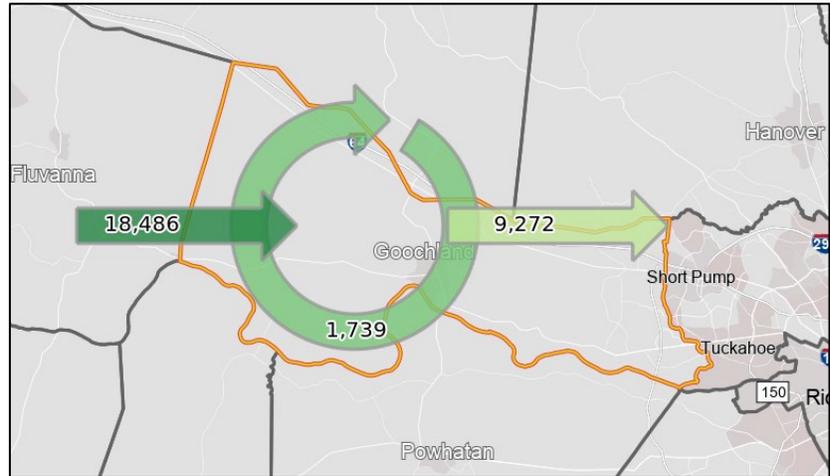
Employment in Goochland County by NAICS Industry Sector, 2019 (Source: US Census On the Map)

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.

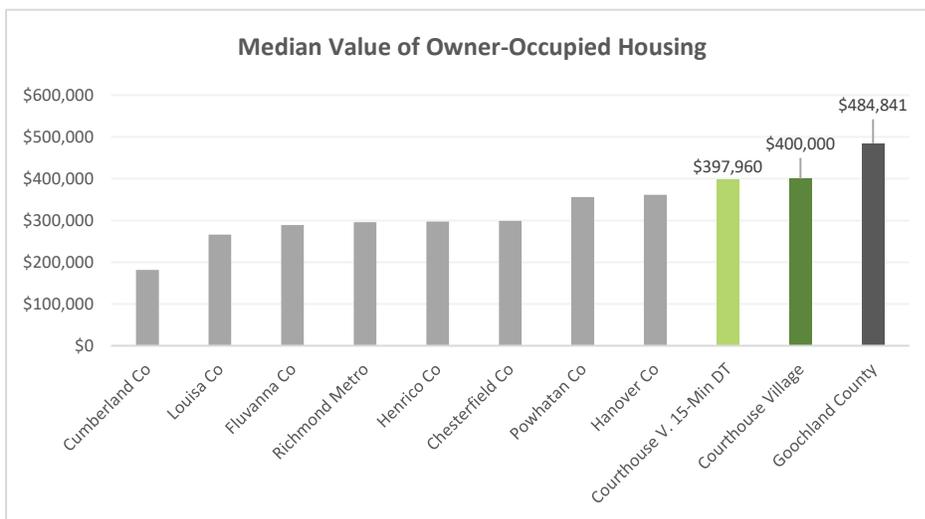
Of the 18,486 workers that commute into Goochland County for employment, 29% commute from Henrico County, 19% from Chesterfield County, 11% from Richmond, 8% from Hanover County and 33% from elsewhere.



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

Housing

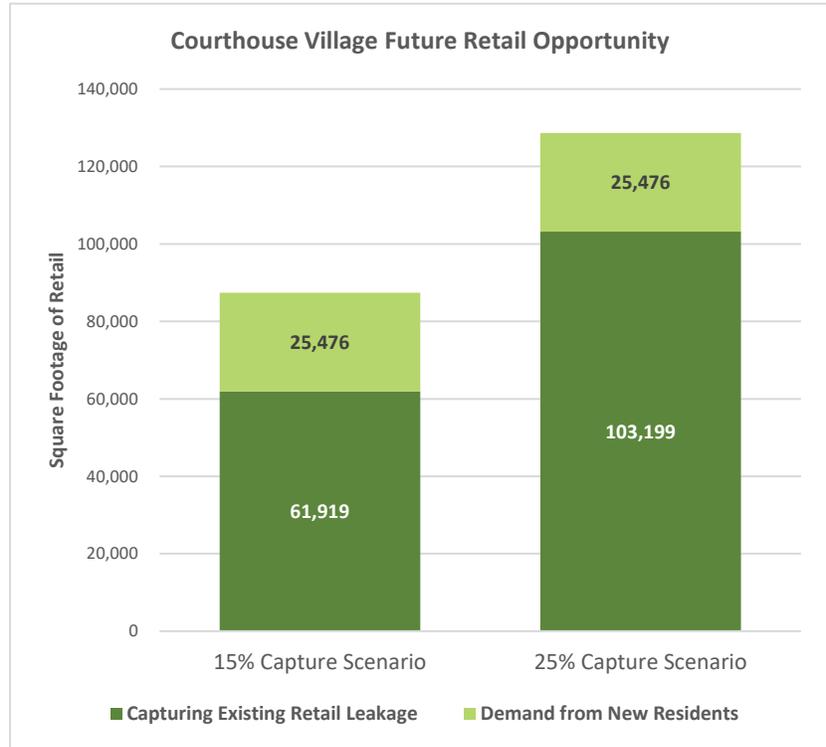
Goochland Courthouse shows the highest average home price in the region. Although in an enviable position to contain the highest average price per house, the very high end of the residential market has its disadvantages. For example, almost all service jobs must commute into the County, because housing 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)



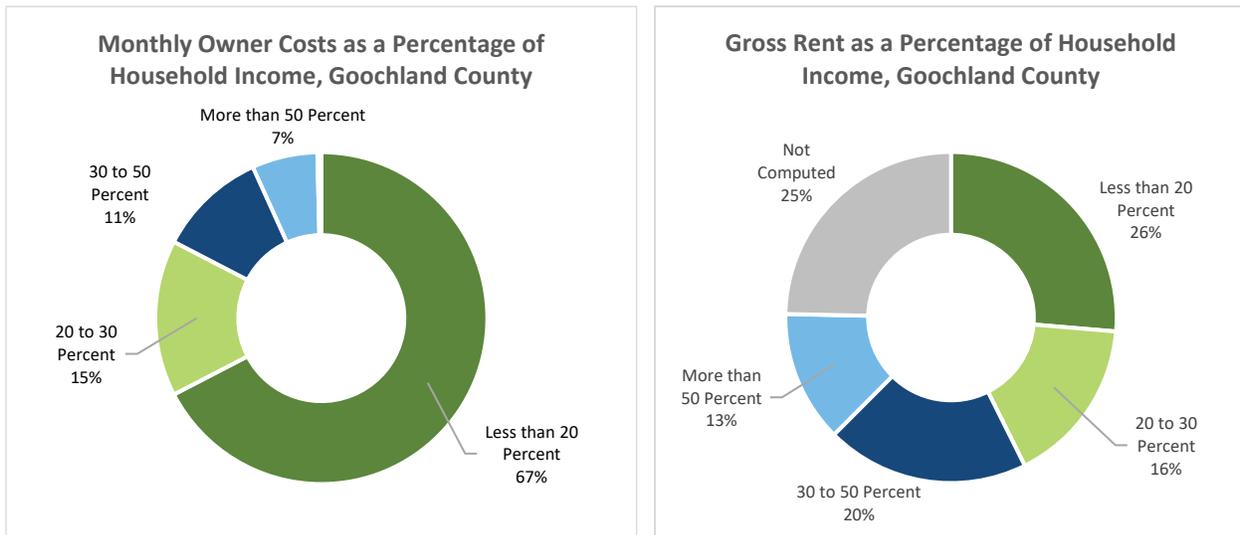
Current Retail Located near Fairgrounds Common, Grocery Store (top left), Agricultural Retail (top right), and Fast-Food Restaurant (bottom left).

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)

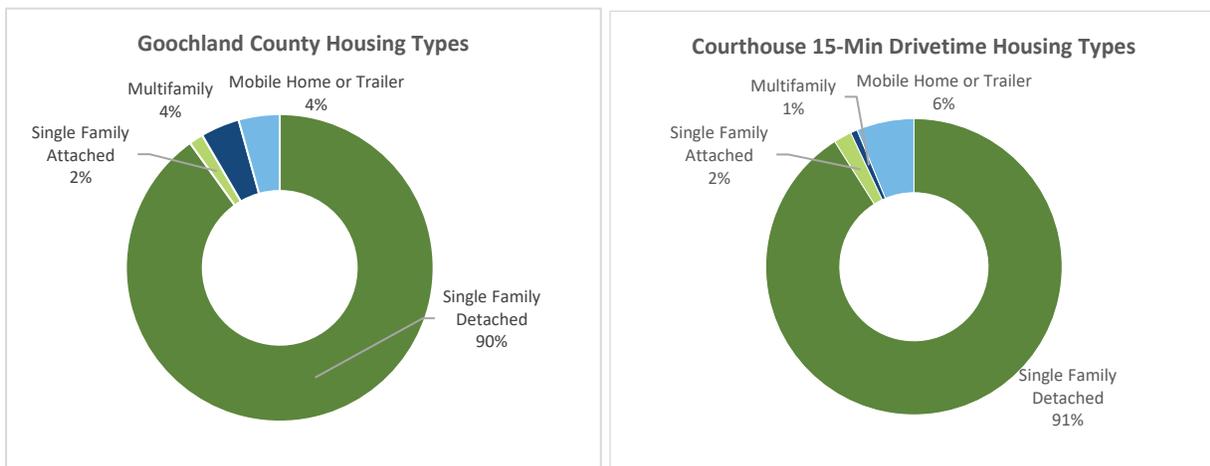
Throughout the County, median home prices are high, ranging from \$258k in the western part of the County and \$585k in the eastern part of the County. Like many communities across the country, Goochland is finding that household incomes are not keeping up with the cost of housing and other expenses. 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.

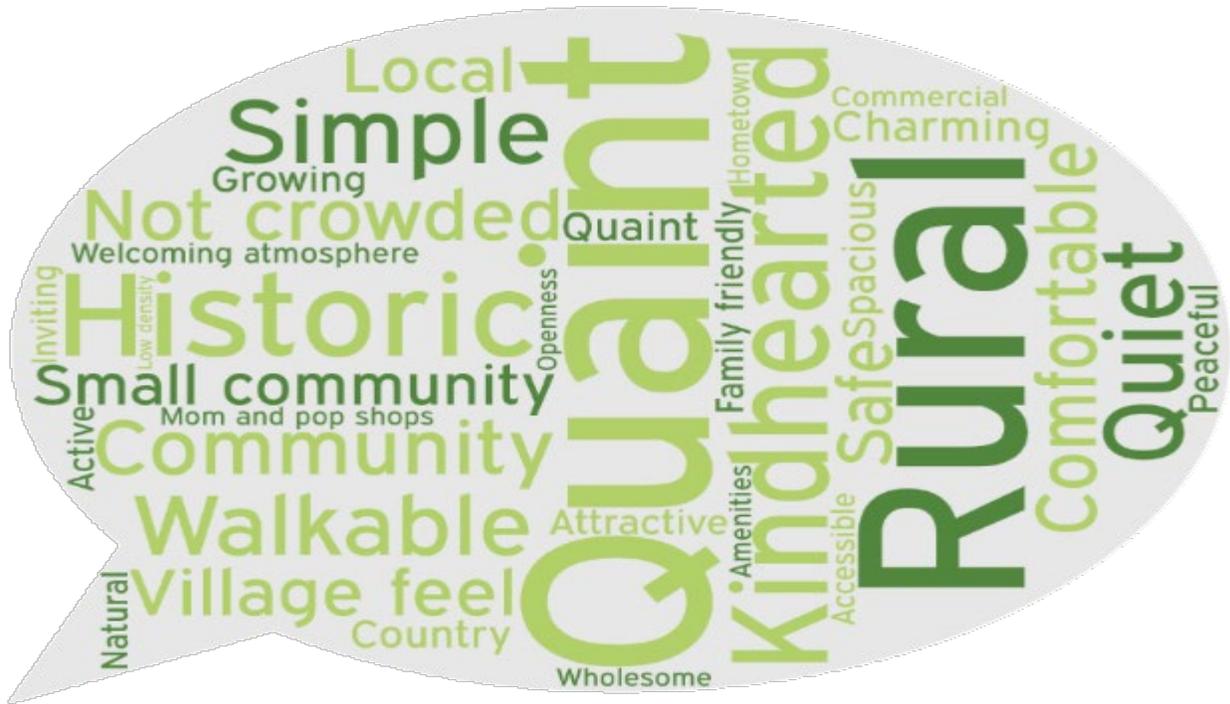
Roundtable discussions are beneficial because they grant the opportunity for all attendees to listen to and engage with a group of peers. The roundtable discussion format provides all participants a fair chance to share useful questions, anecdotes, and information. Due to minimal facilitation, spontaneous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

area and much of Goochland for centuries. This points to residents wanting to maintain the “small town feel” of Goochland all the while preserving and highlighting the history of the area.



A word cloud of citizens responses to the question, “What three words or phrases best describe the desirable character and personality of Goochland Courthouse Village”.

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.

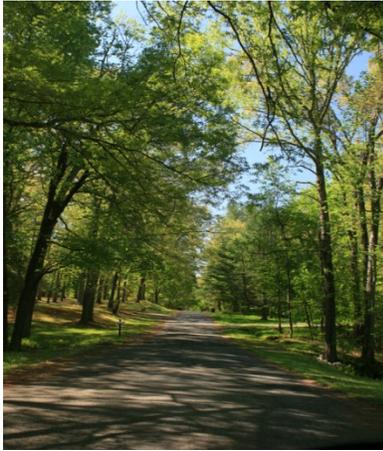


Community Needs - Housing



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

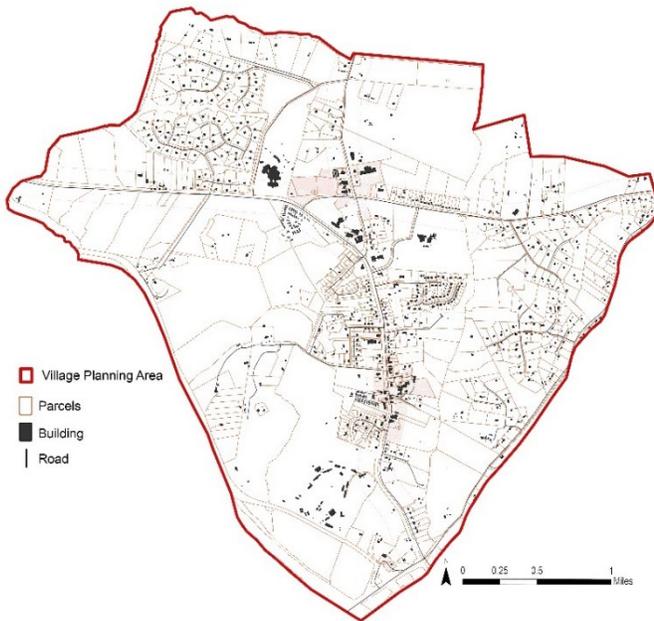
integrate this education resource into the greater community. Among those polled many pointed to the community college as a resource for meeting and event space as well as a possible resource to bolster local businesses through education (free classes, and partnerships for workforce development). It 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

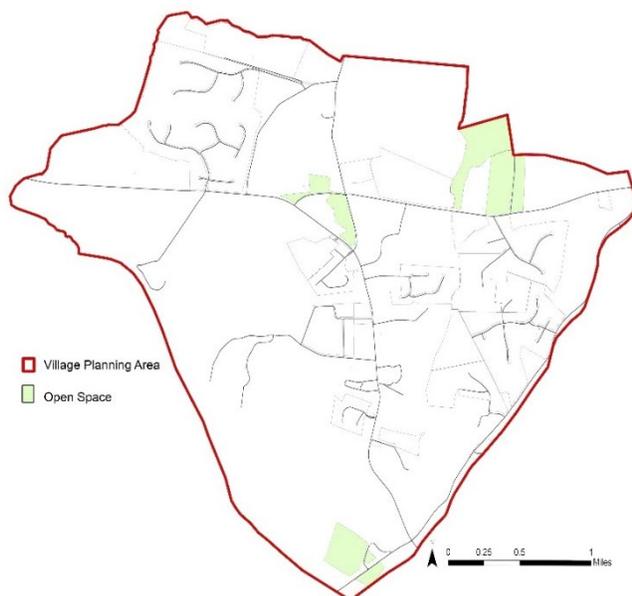
The lands in the Village have special status, in that all proposed developments must be reviewed by the Goochland Design Review Committee. In Goochland Courthouse, the plan and the guidelines coach boosting density a little along the historic River Road West in the historic center, provide an appropriately 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



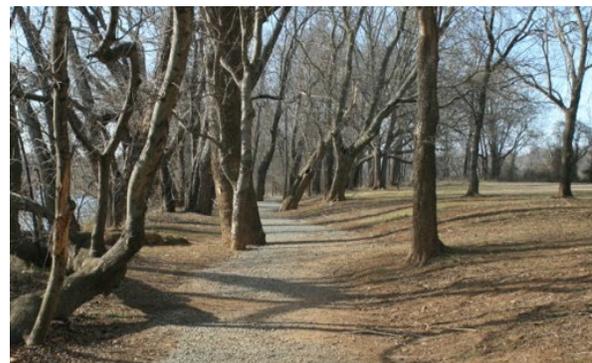
Existing Facilities and Buildings

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.

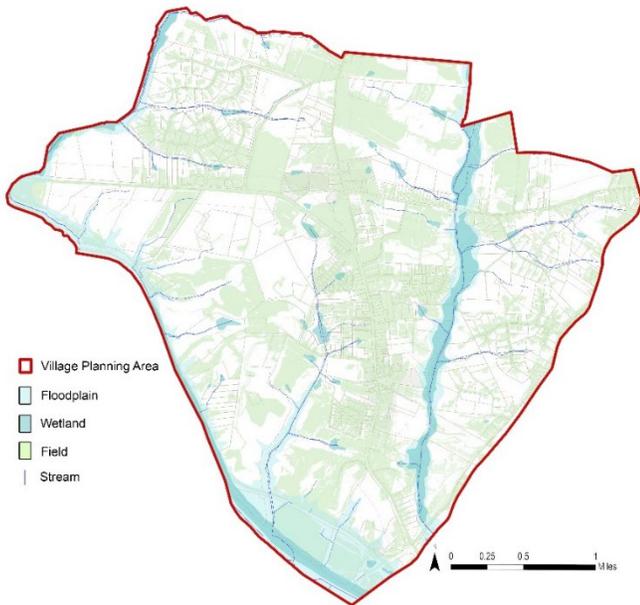


Open Spaces

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

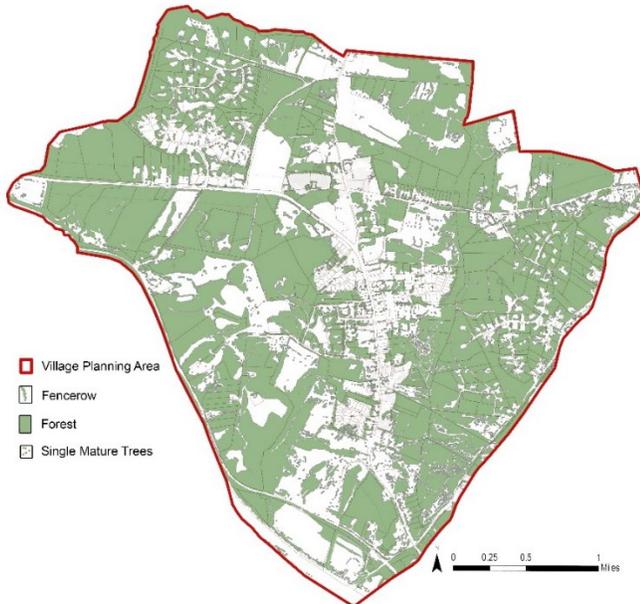


Floodplains, Wetlands, Fields, and Streams

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



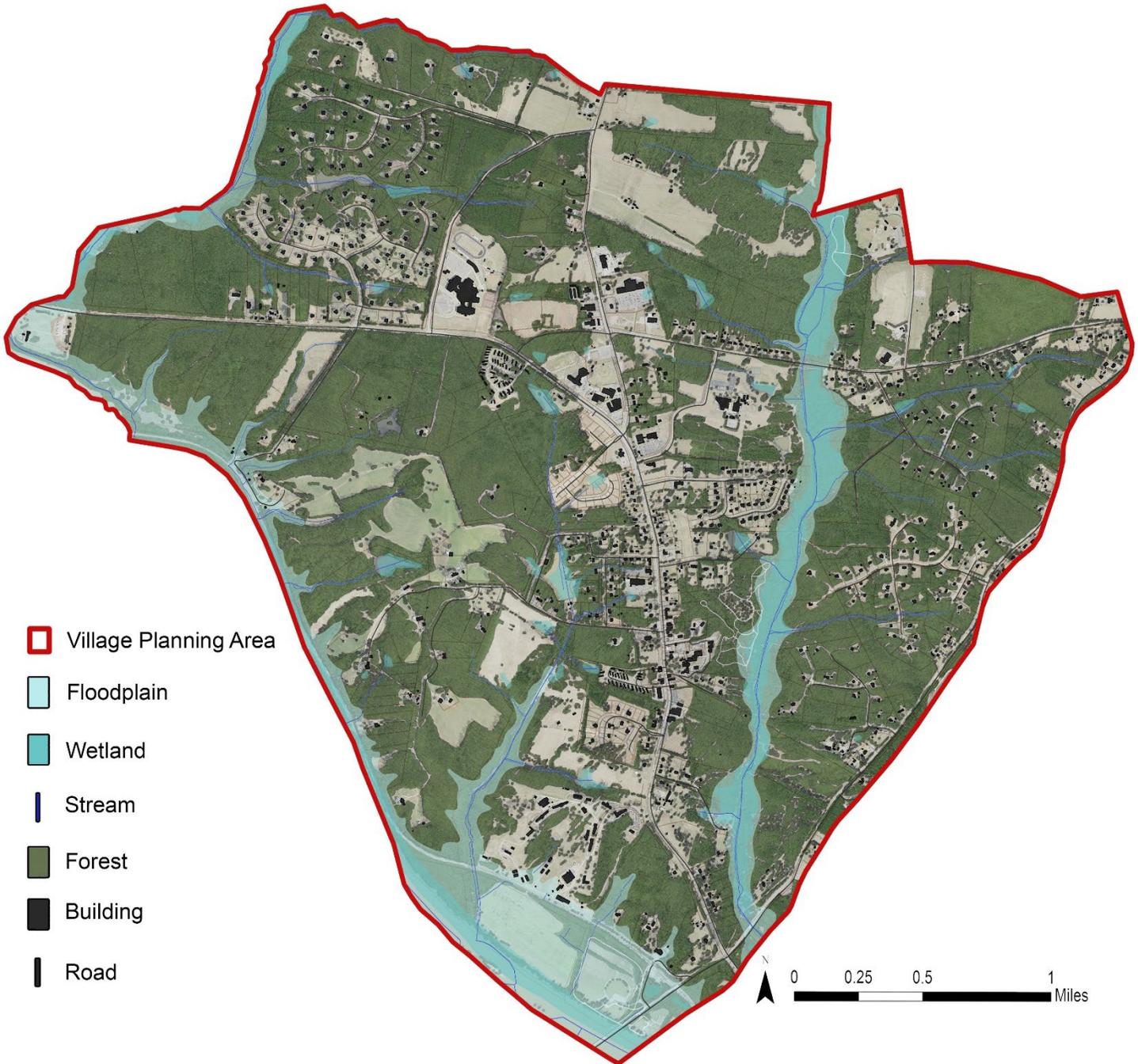
Fencerows, Forest, and Single Mature Trees

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

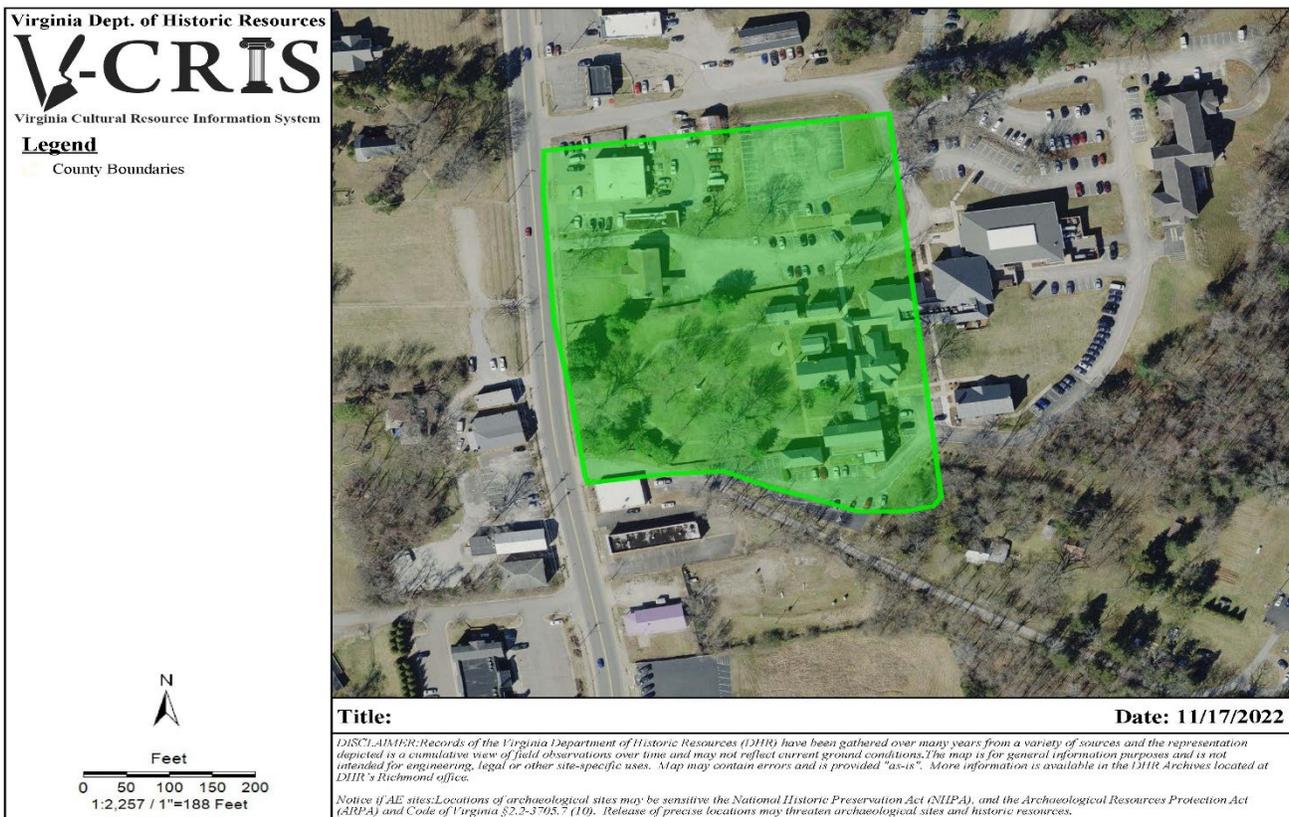
The combined environmental features map shows the more sensitive environmental areas, and where areas can absorb more development. The features of this map must be addressed by all proposed development, as referenced in the Land Use section and in the Design Guidelines



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.



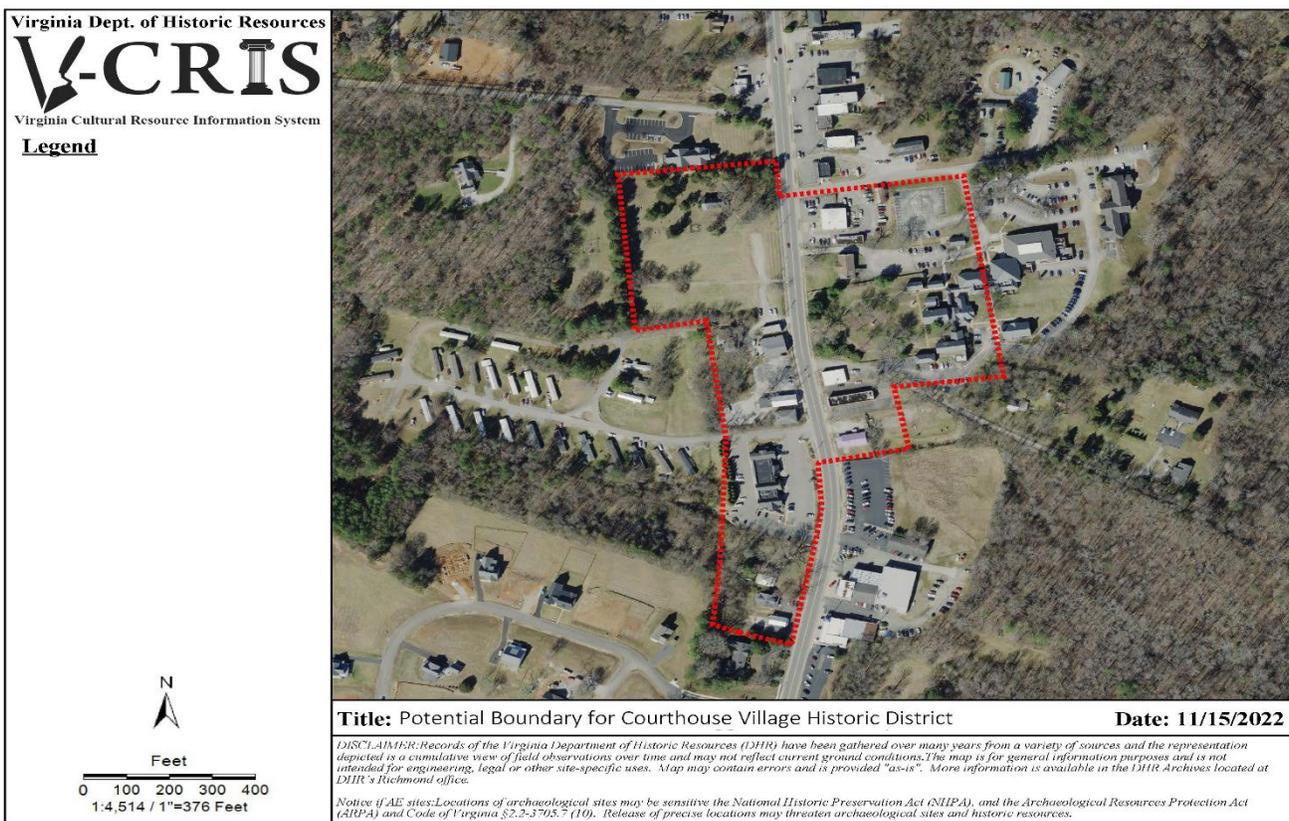
Existing boundaries of the current Goochland County Courthouse Square Historic District (green box above)

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.

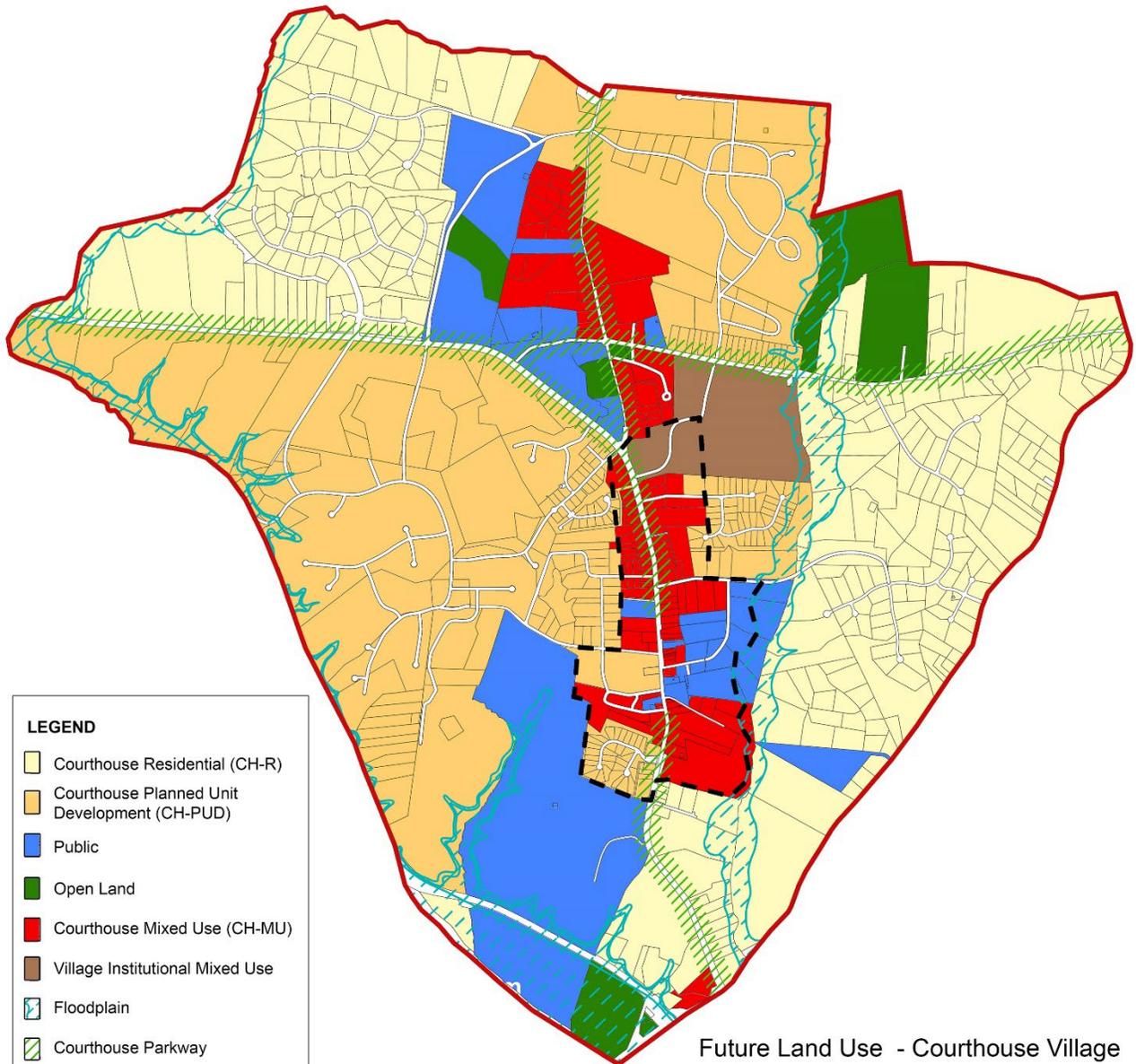
The character of the Goochland Courthouse area has developed over centuries. The yardstick for successful additional town design is whether measures can be put into place that celebrate and even enhance the existing sense of place, instead of permanently and irreparably altering it. Undoubtedly there 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

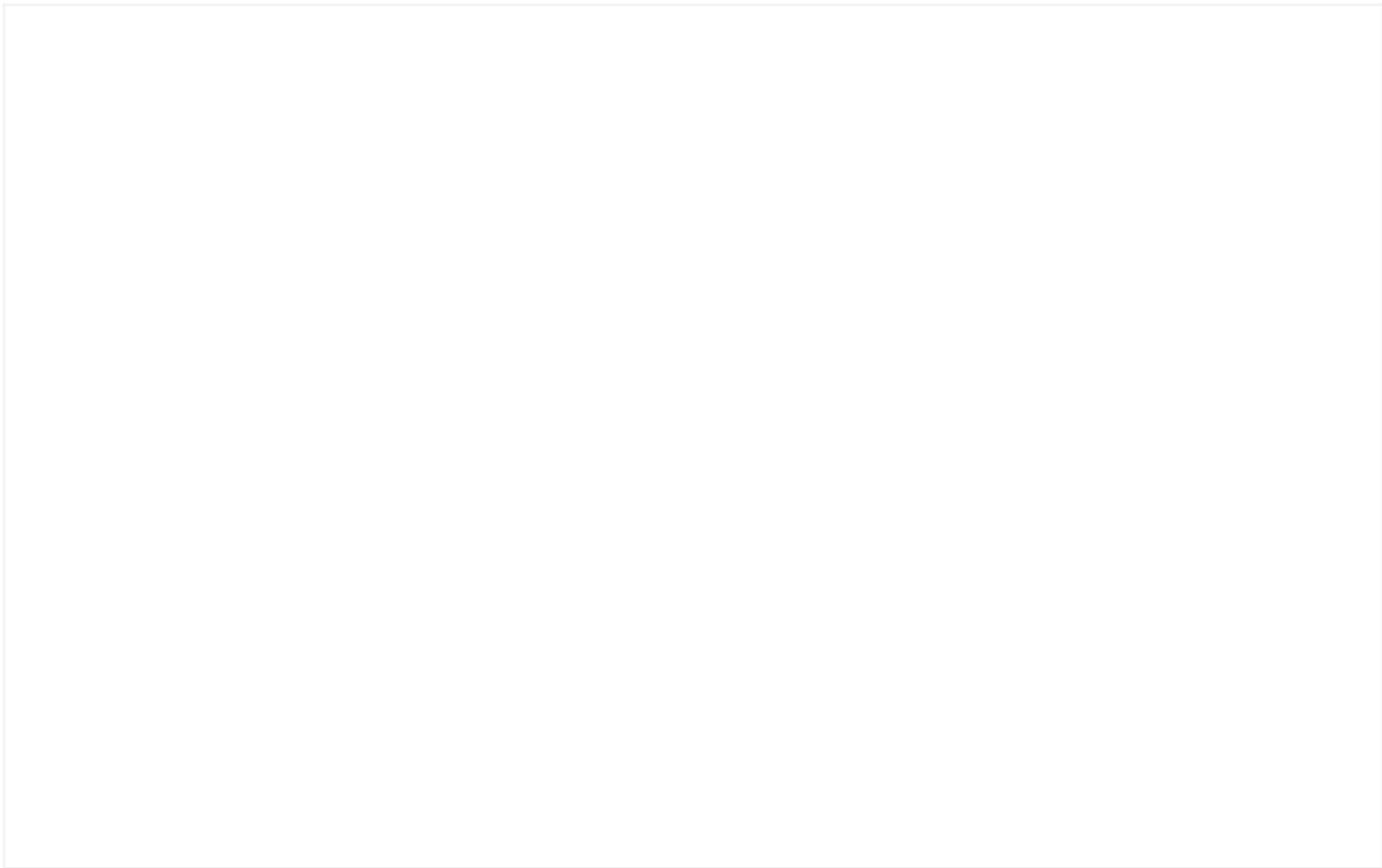
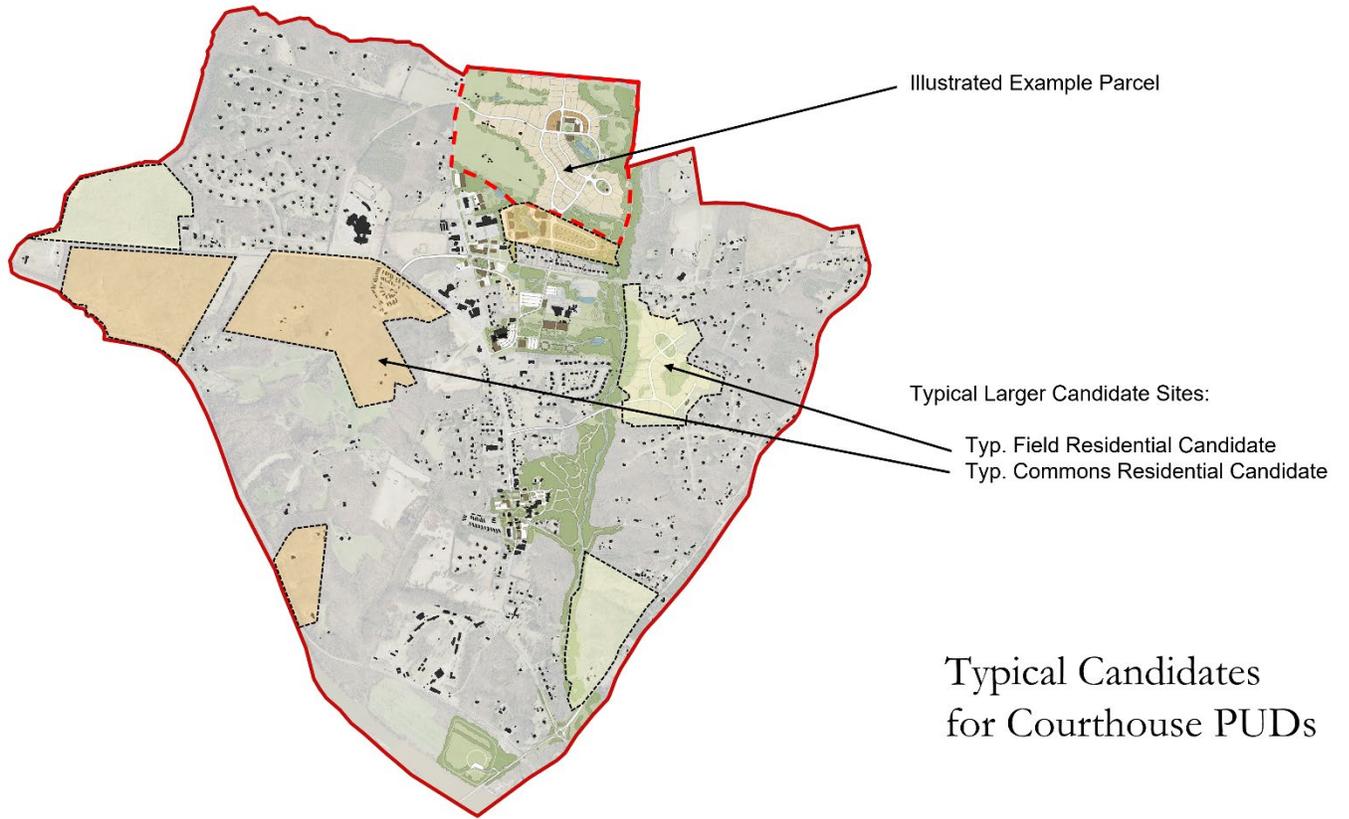
- Example: 142 Single family lots
 5 Estate Lots
 18 Townhomes
 24 Second Floor lofts
 189 Residences

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.

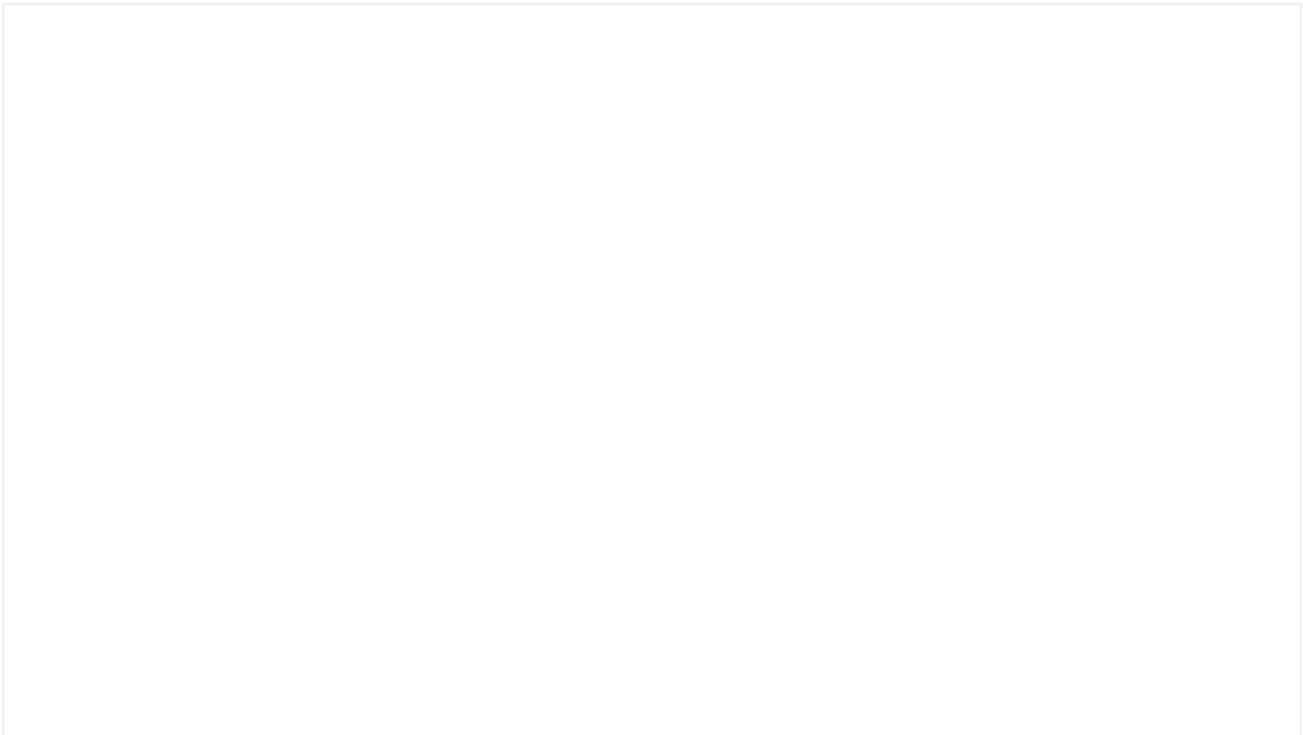
Examples: <https://celadonliving.com/traditional-neighborhood-development/>



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>

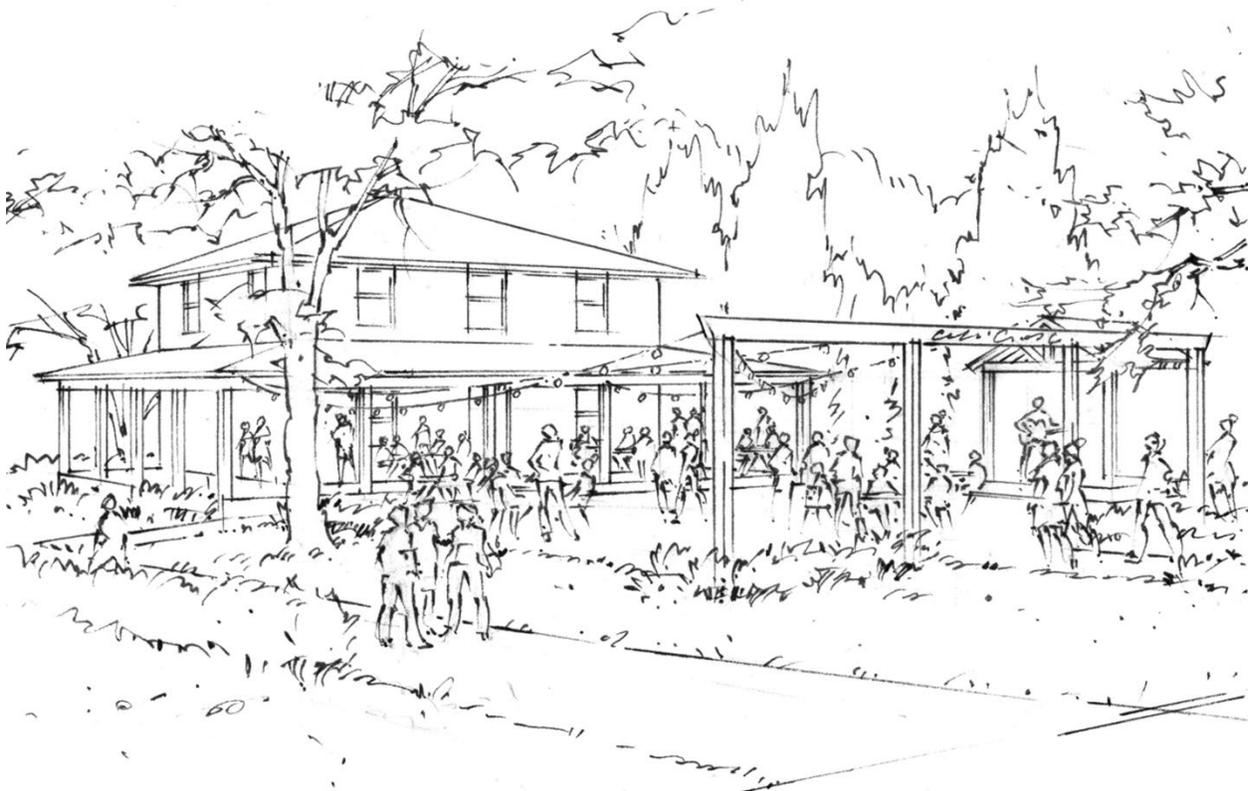


Small businesses located within the Village Core. All businesses above have reused historical or former residential building (images above)



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.

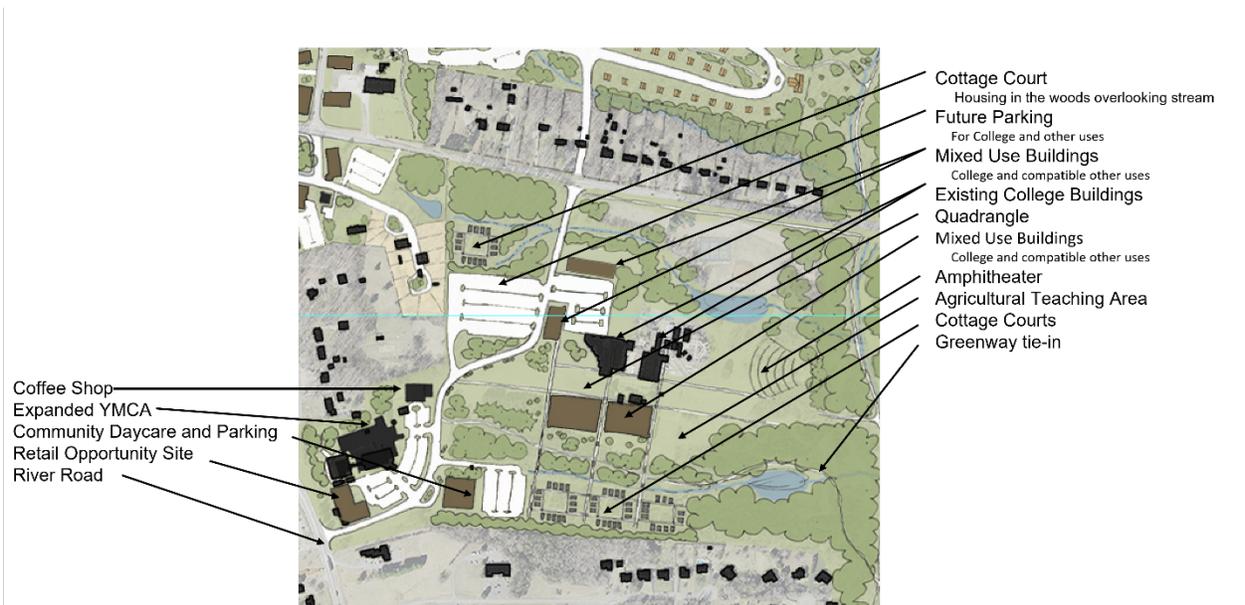


Reynold Community College is a key parcel to invigorate Courthouse Village. Established photos show the Green Space relationship to the buildings.





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:

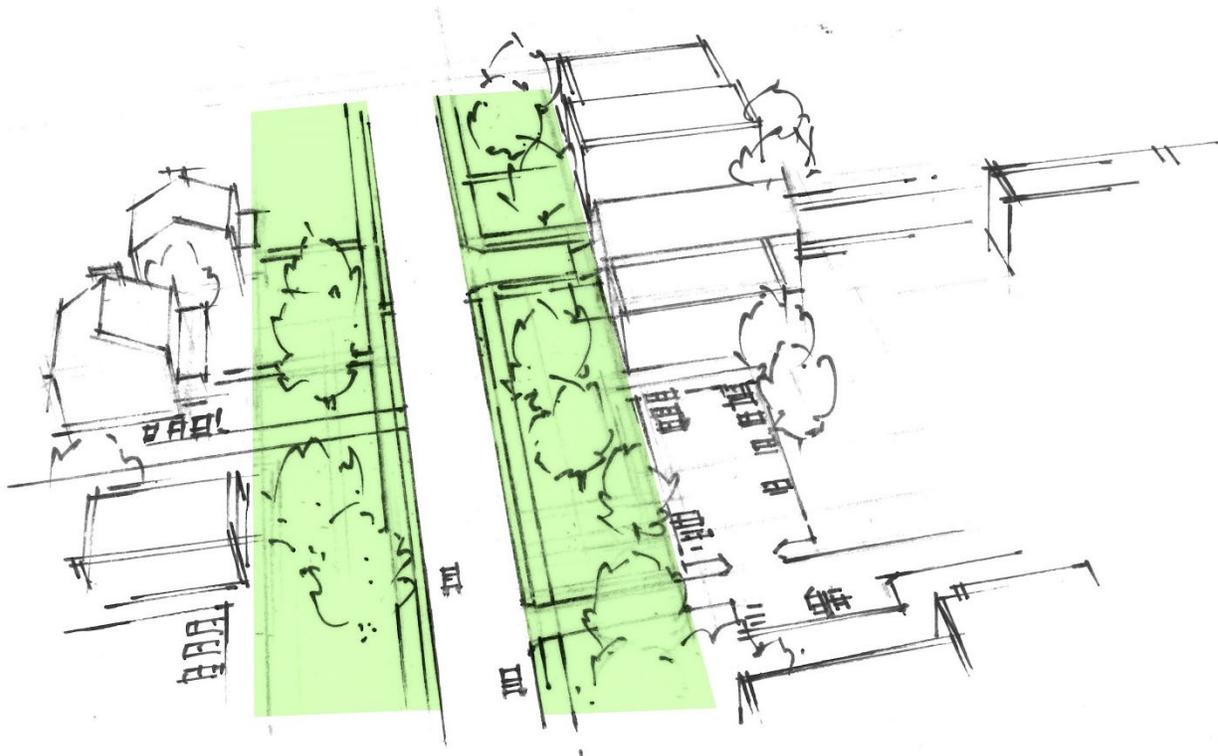
<https://www.weho.org/home/showpublisheddocument/6731/635229037960770000>

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

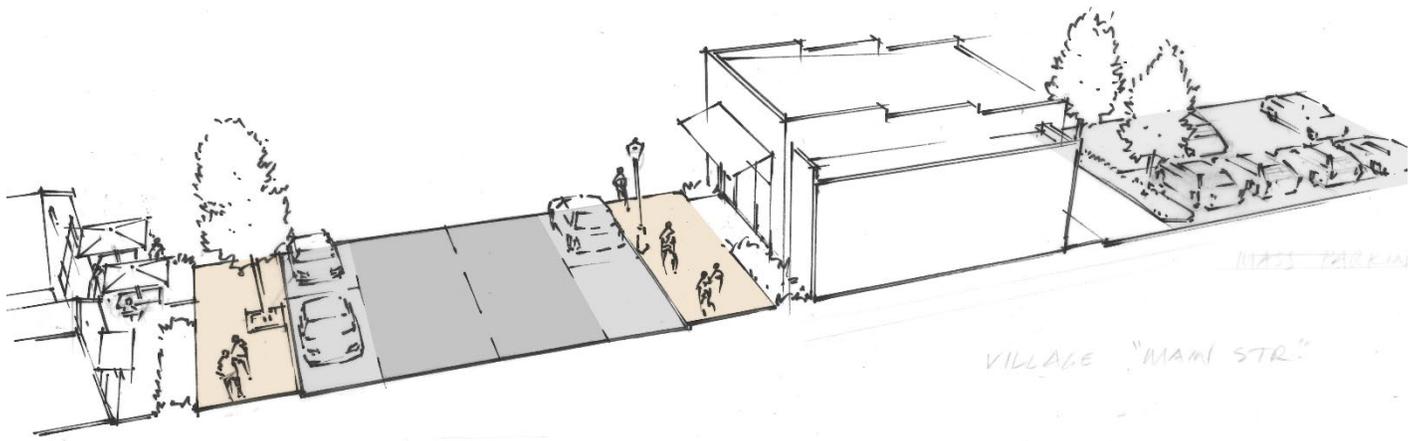
[content/uploads/2013/03/KCPR_TopBar_Services_PlanningDesign_BoulevardParkway-Standards.pdf](https://kcparks.org/wp-content/uploads/2013/03/KCPR_TopBar_Services_PlanningDesign_BoulevardParkway-Standards.pdf)



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

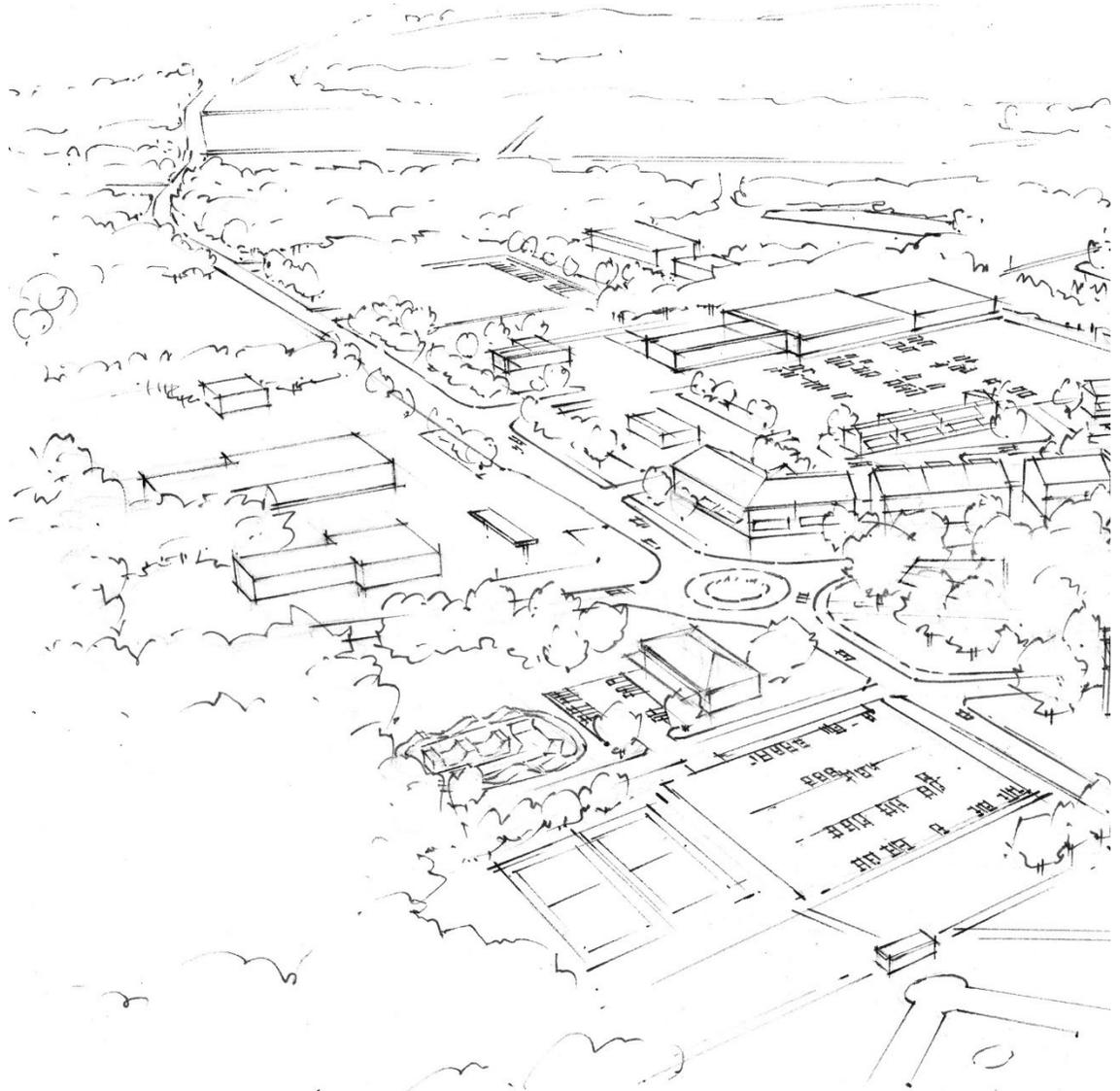
KEY ELEMENTS OF THE PLAN

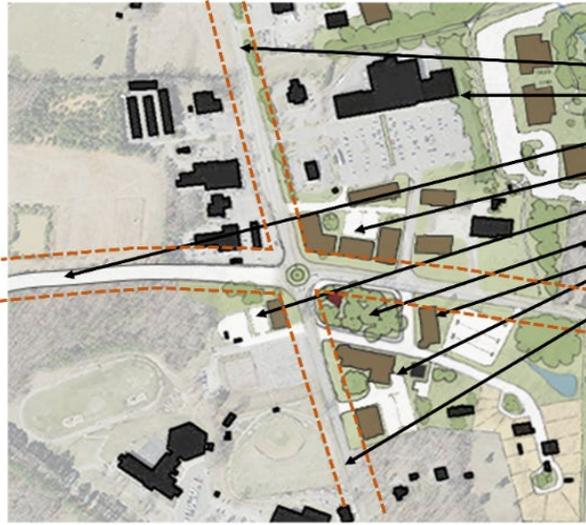
Fairgrounds Common

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.

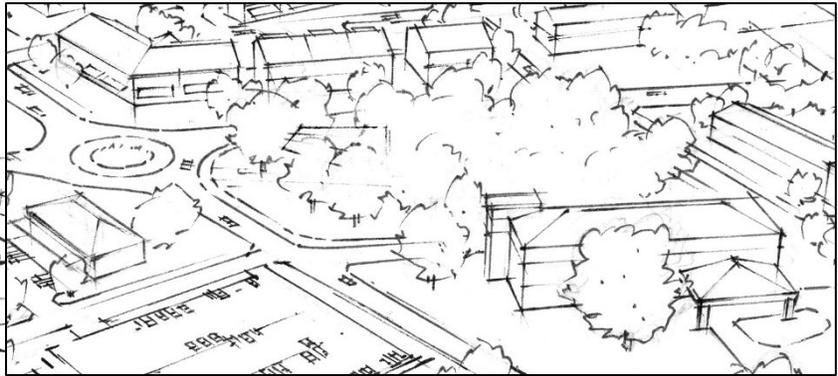
*Future development
of Fairgrounds
Common showing
infill mixed use*



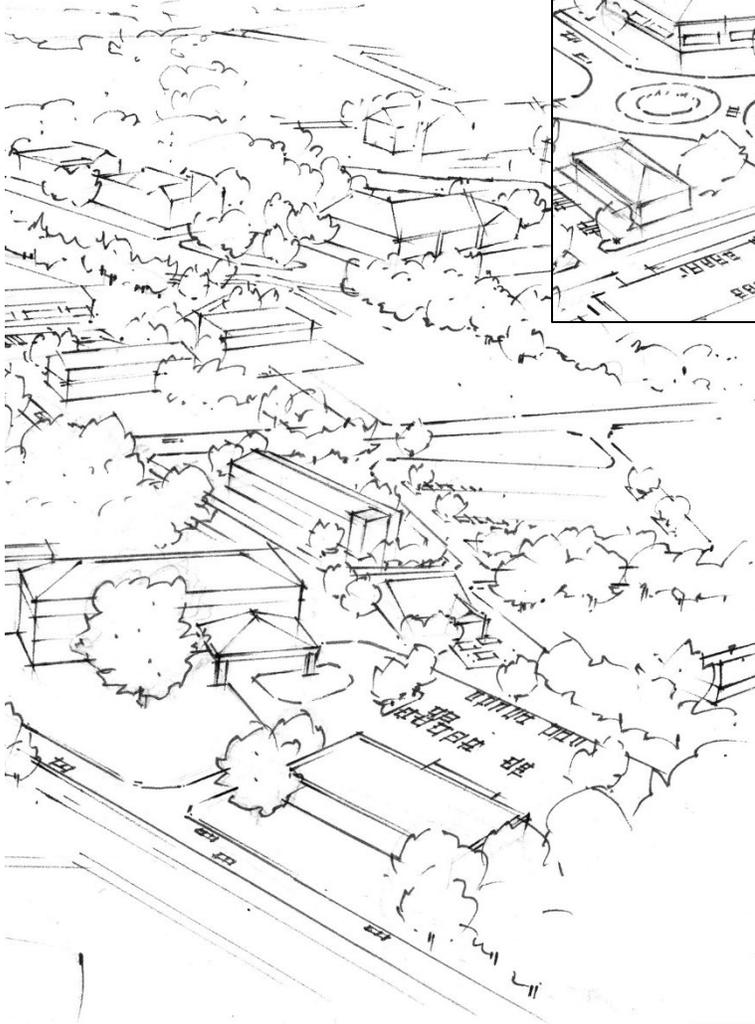


- Sandy Hook Road
- Existing Grocery Store
- New Fairgrounds Road Extension
- Infill Mixed Use
- Parks and Recreation Opportunity Site
- Wooded Fairgrounds Common with Bandshell
- Multi-use Opportunity Sites
- Parkway Corridor Zone

Fairgrounds Common

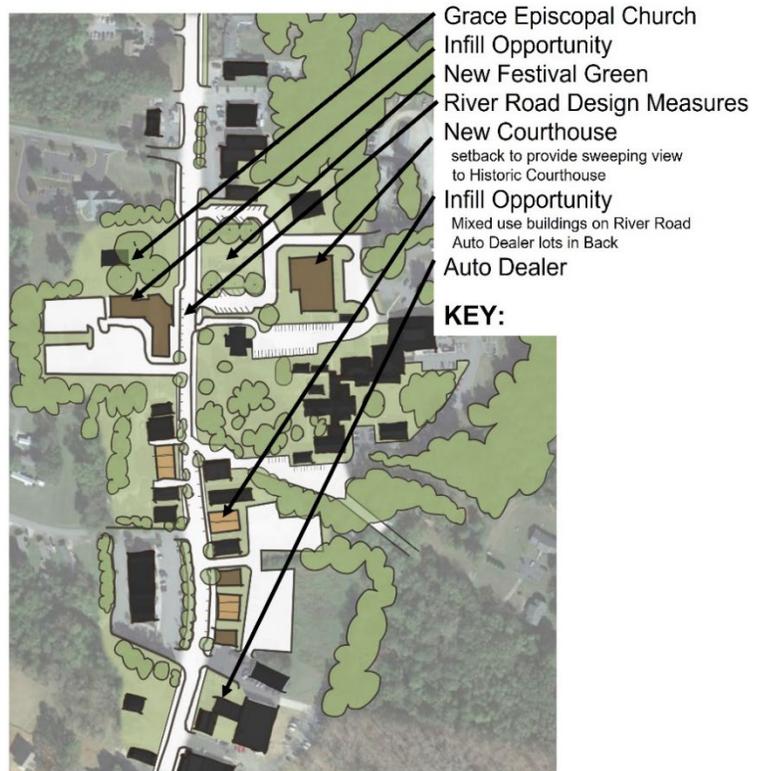


Inset: Fairgrounds Common

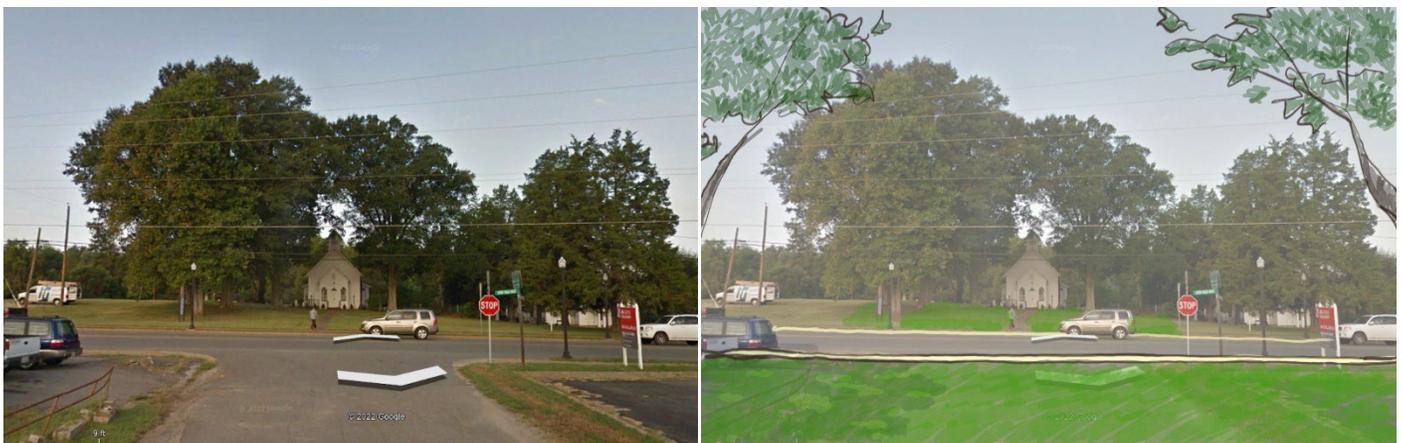


Courthouse Village Core

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.



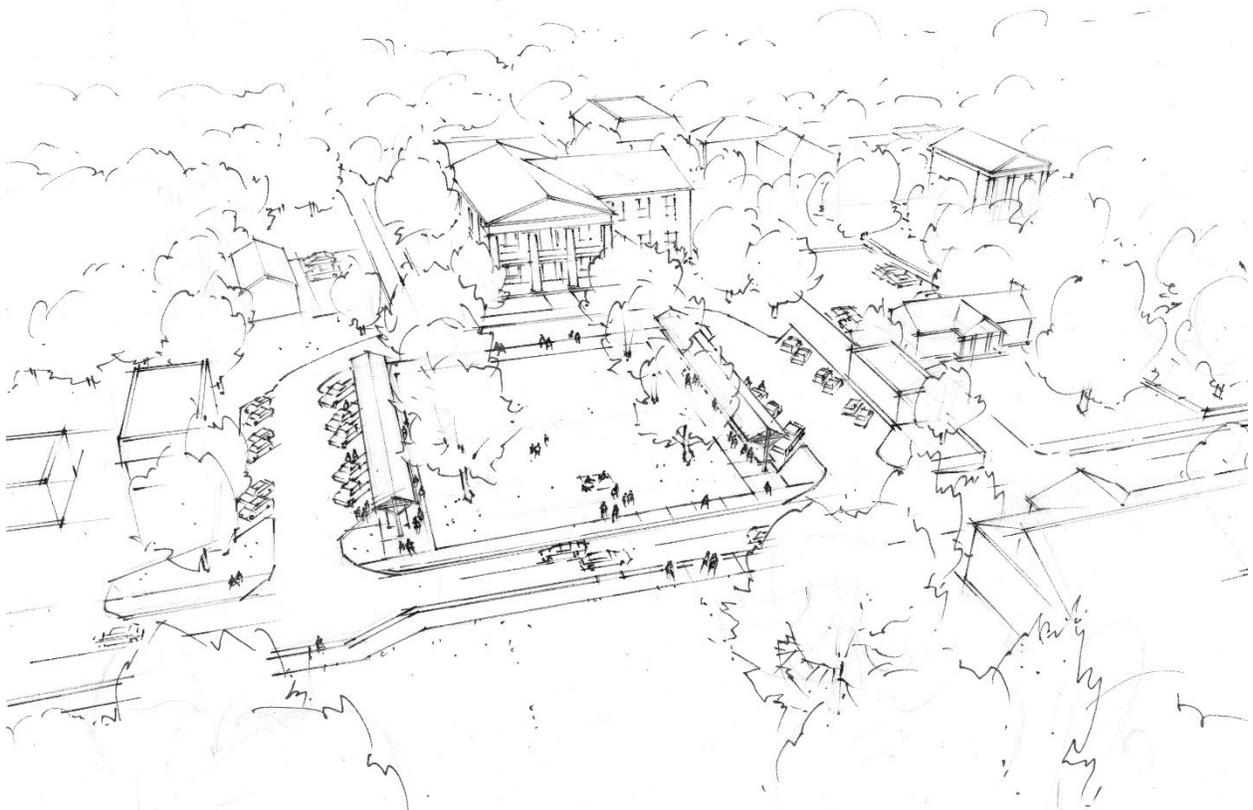
Core Village – Courthouse Area



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

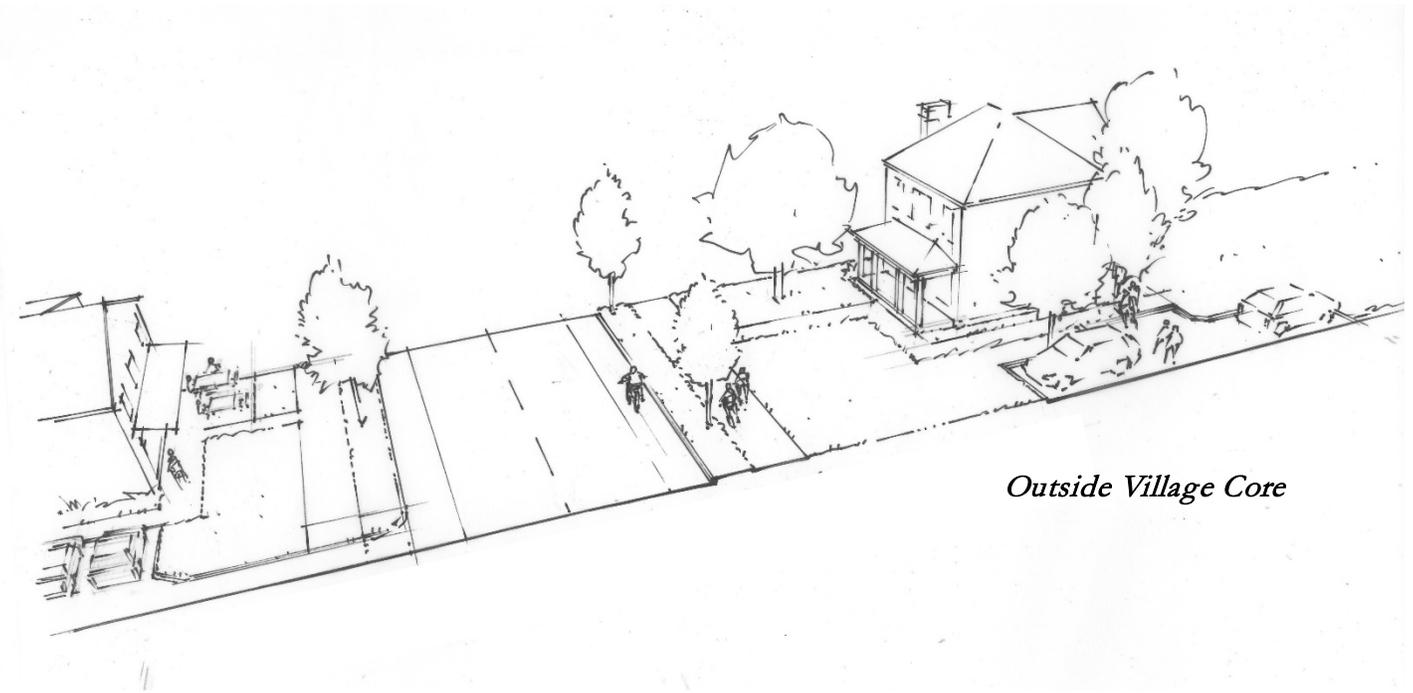
For centuries, River Road (Route 6) has traversed the ridge that is parallel to the James River. The Courthouse complex, historic church complex and nearby shops and garages provide a Main Street character that is similar to many Virginia courthouse towns. Although filled-in with strategic land use enhancements, 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



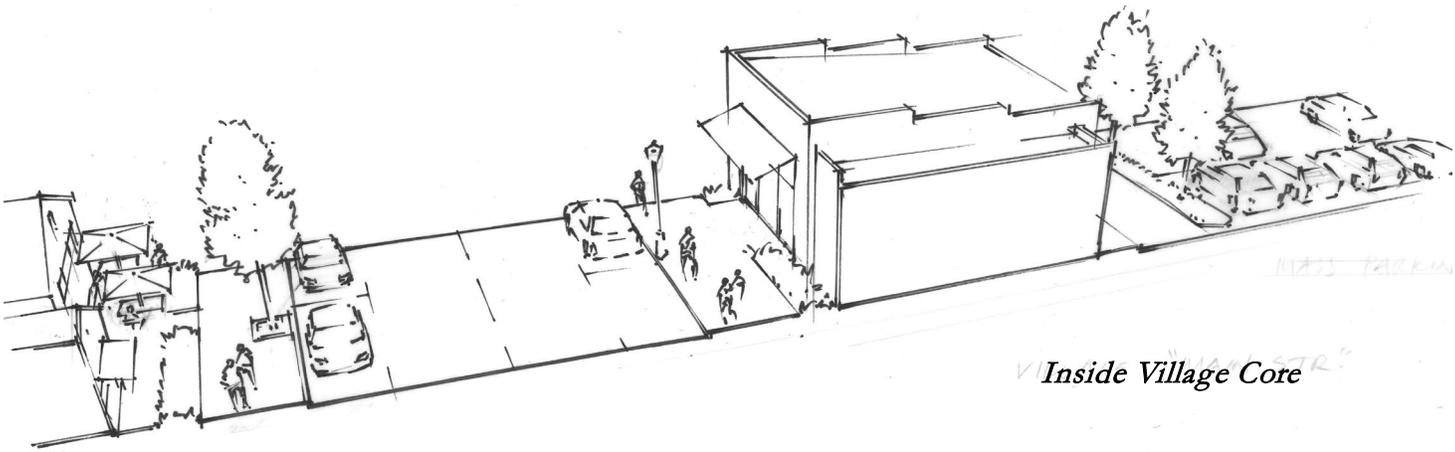
River Road (Pre-Diet)



River Road (Post-Diet)



Outside Village Core

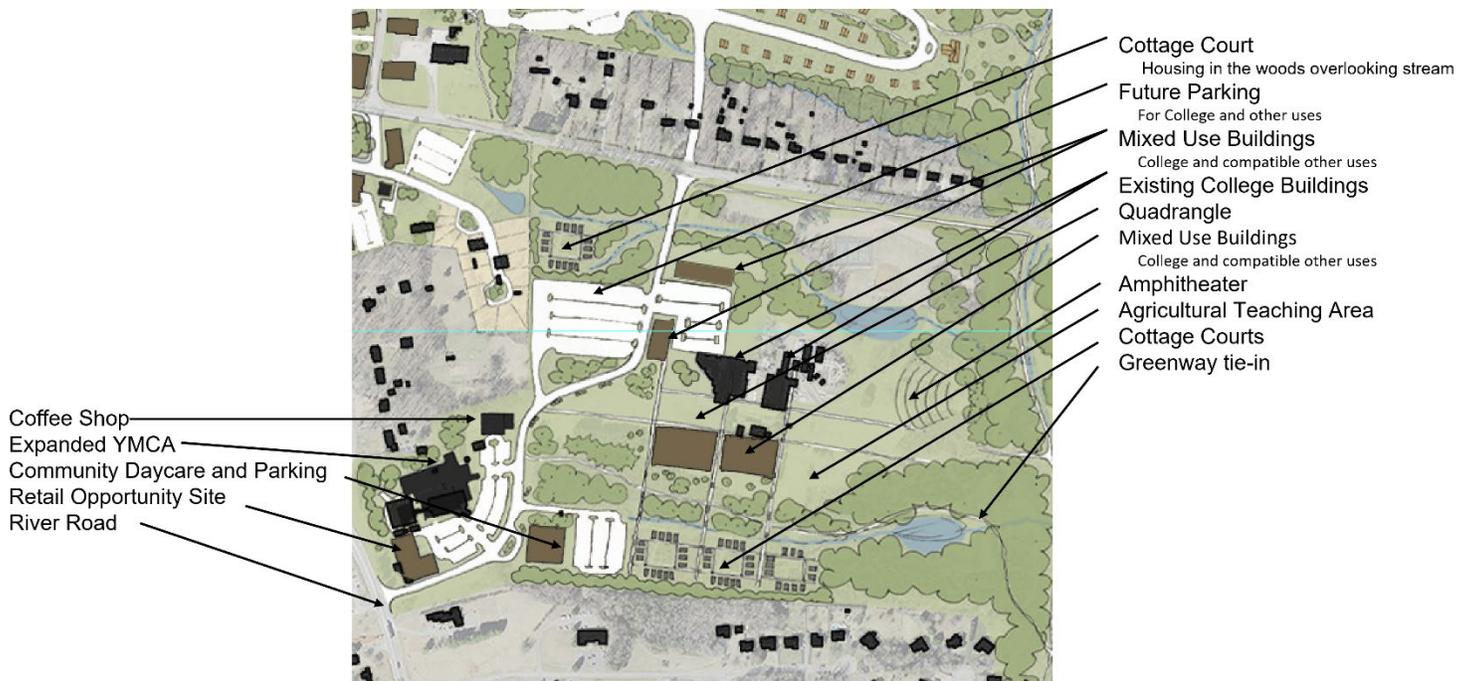


Inside Village Core

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

Reynold Community College

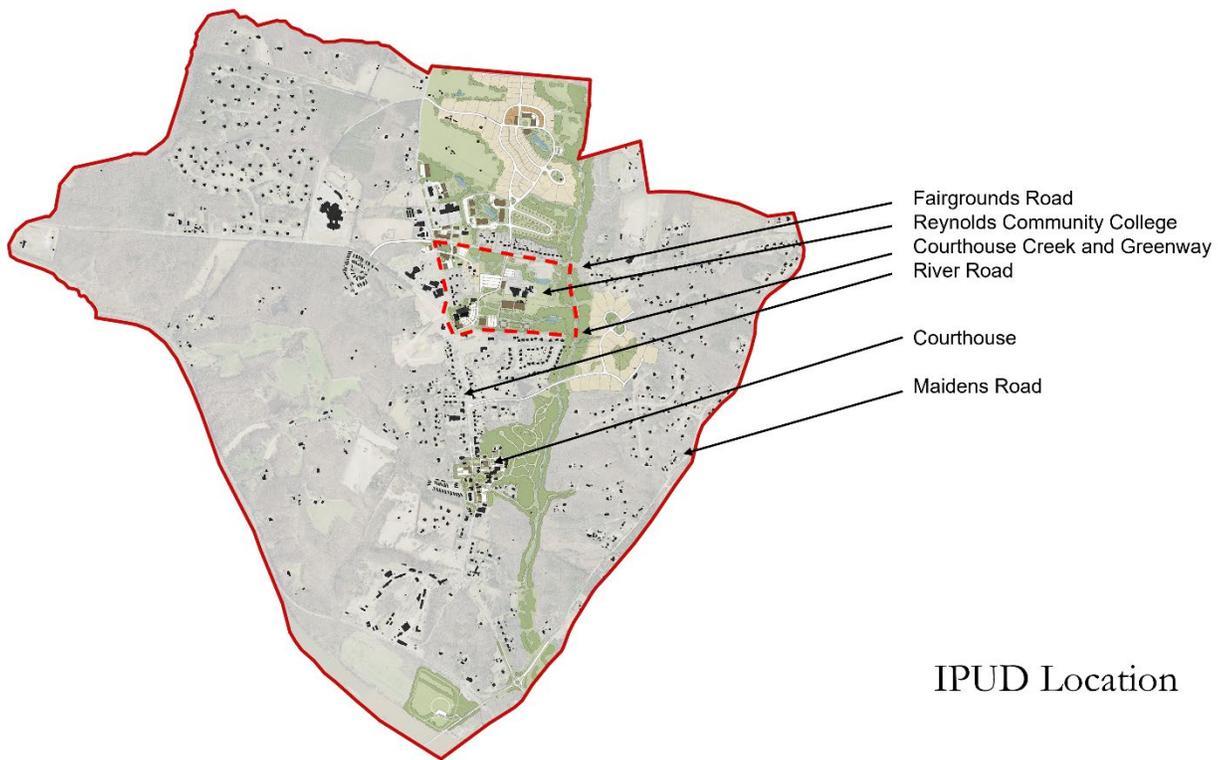
A key site for its location and availability of resources, the Reynold Community College will explore multi-use opportunities. The sketch included demonstrates how the college can save key lands for its expansion and explore topics such as housing, incubator or accelerator space, co-working spaces, and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



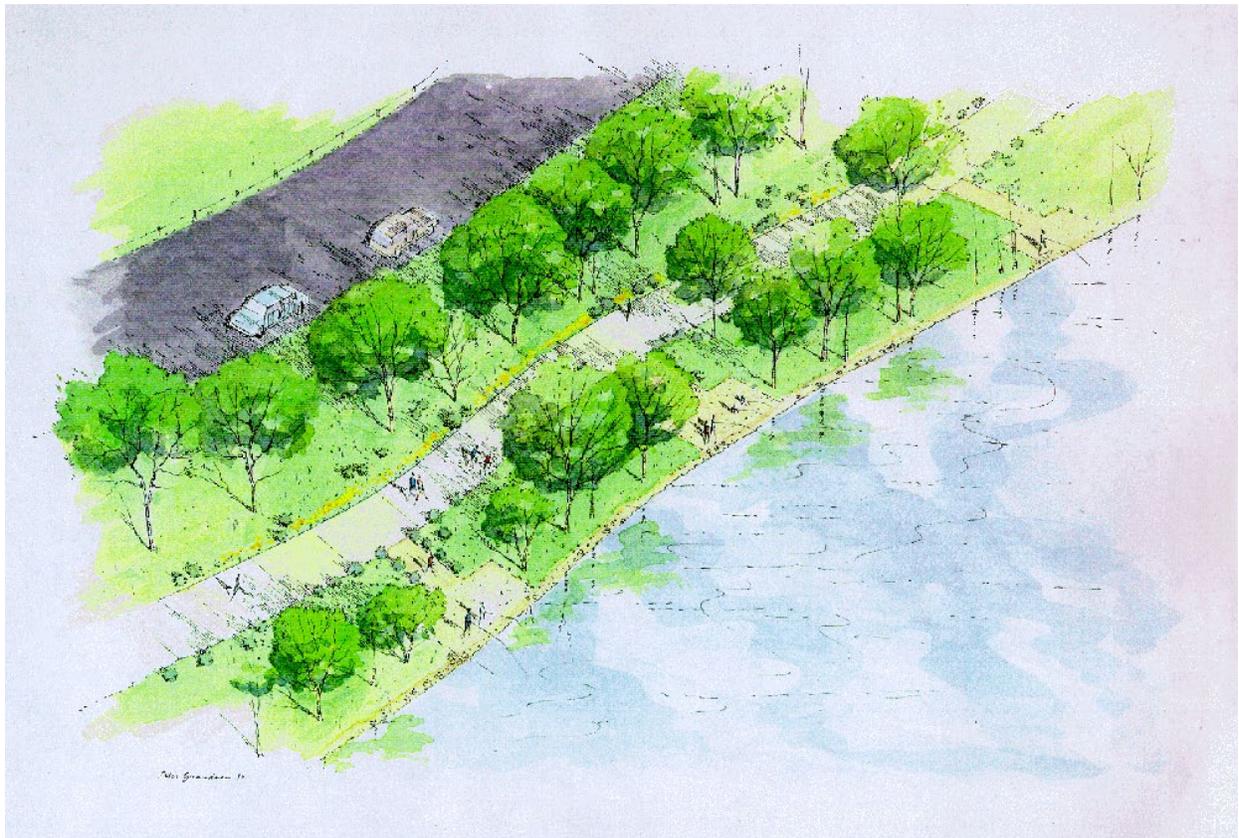
Hidden Rock Park

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.



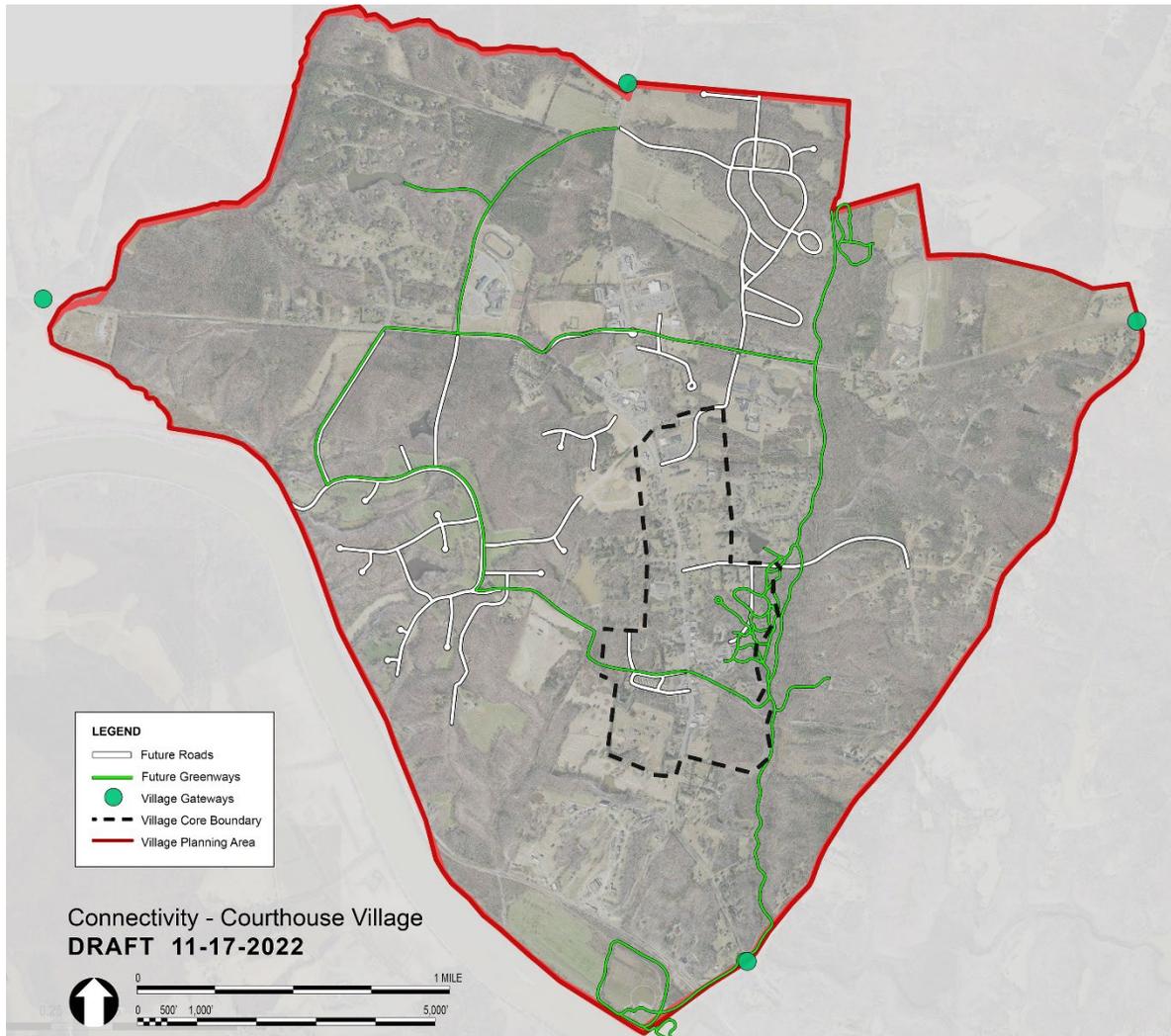
Tucker Park

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