

Town of Berryville  
Berryville-Clarke County  
Government Center  
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Berryville, VA 22611



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**BERRYVILLE PLANNING COMMISSION**  
**Berryville/Clarke County Government Center – 101 Chalmers Court**  
**Main Meeting Room**  
**November 22, 2016 - 7:30 PM**

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**AGENDA**

1. **Call to Order** – Doug Shaffer, Chair
2. **Approval of Agenda**
3. **Approval of Minutes** – October 25, 2016
4. **Approval of Comprehensive Plan Committee Minutes** – no meeting was held

**PUBLIC HEARINGS**

5. **Public Hearing – Special Use Permit – Attachment A**  
Dr. Leah Knode, VMD, (Owner, House Paws Animal Hospital), is requesting a Special Use Permit under Section 204.2(h) of the Berryville Zoning Ordinance in order to operate a Veterinary Hospital at the property located at 37 East Main Street, identified as Tax Map Parcel number 14A5-((A))-81A, zoned C General Commercial. SUP 05-16
6. **Public Hearing – Text Amendment – Attachment B**  
Sean Millot, (Kimley-Horn and Associates, Inc.), Agent, is requesting sponsorship of a text amendment to Article III, Section 305.17 of the Berryville Zoning Ordinance in order to modify parking requirements for “restaurant, fast food” to require one (1) space per 100 square feet of gross floor area and one (1) space for every four outside seats. TA 08-16

**REGULAR SESSION**

7. **Citizen’s Forum**
8. **Discussion – Public Hearings**

*(continued)*

Patricia Dickinson  
*Mayor*

Harry Lee Arnold, Jr.  
*Recorder*

*Council Members*

Donna Marie McDonald  
*Ward 1*

Allen Kitelman, III  
*Ward 2*

Erecka L. Gibson  
*Ward 3*

David L. Tollett  
*Ward 4*

Keith R. Dalton  
*Town Manager*

**NEW BUSINESS**

9. **Berryville Main Street presentation – *Attachment C***

**OLD BUSINESS**

10. **Planning and Zoning Update – *Attachment D***

11. **Other**

12. **Adjourn**

**PLANNING COMMISSION**  
**Berryville-Clarke County Government Center**  
**MINUTES OF REGULAR MEETING**  
**October 25, 2016**

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A meeting of the Berryville Planning Commission was held on Tuesday, October 25, 2016 at 7:30 p.m. in the Berryville – Clarke County Government Center located at 101 Chalmers Court in Berryville, Virginia.

**ATTENDANCE:** Members of the Planning Commission present: Doug Shaffer, Chair, Kim Kemp, Vice Chair, Gwen Malone, Michelle Marino, Deb Zimmerman, Dale Barton, William Steinmetz, Sheryl Reid, Krish Mathur.

Members absent: no one

Staff present: Christy Dunkle, Assistant Town Manager/Planner

Others present: Dave Tollett (Planning Commission liaison), Alton Echols, Brian McClemens, Sean Millot

Press present: Cathy Kuehner, Winchester Star

Chair Shaffer called the meeting to order at 7:30pm.

**APPROVAL OF AGENDA**

Chair Shaffer asked for approval of the agenda. The agenda was approved by voice vote.

**APPROVAL OF MINUTES**

Ms. Reid moved to approve the minutes of the September 27, 2016 Planning Commission meeting as written, seconded by Ms. Malone. The motion passed by voice vote.

**APPROVAL OF COMPREHENSIVE PLAN COMMITTEE MINUTES**

Chair Shaffer asked Mr. Steinmetz to discuss the meeting. Mr. Steinmetz said there was a discussion about Berryville Main Street's plan and said he is anticipating a presentation by the organization in the coming months. He called for a motion to approve the minutes. Ms. Malone moved, seconded by Ms. Zimmerman, to approve the minutes of the October 3, 2016 Comprehensive Plan Committee meeting. The motion was approved by voice vote.

**CITIZENS' FORUM**

Chair Shaffer recognized Alton Echols, 400 Custer Court, Berryville. Mr. Echols referenced a map in a document distributed to Planning Commission members. He identified buildings on the previous master plan that was approved with proffers dated August 4, 2009. He said in order to be consistent with text amendments recently approved by Town Council allowing multifamily housing by right and allowing for 180 multifamily units in the OPR district, the original proffers need to be amended. He added that Town Council and Planning Commission will need to hold public hearings and requested

that the Planning Commission set a public hearing on the matter. He identified three modifications to the existing proffers including a new master plan that varies somewhat from the 2009 plan; modify the number of units to reflect 120 on 11 acres; and hold a public hearing to revise the proffers in accordance with recent text amendments approved by Council. Mr. Echols added that the deadline for tax credits from Virginia Housing is fast approaching, saying that representatives from the organization will be in Berryville this Thursday to inspect the site. He requested that the Planning Commission hold a joint public hearing with Town Council. He said that Virginia Housing has a January deadline for tax credit applications but that he needed the approval by December.

### **NEW BUSINESS**

#### **Set Public Hearing – Special Use Permit**

**Dr. Leah Knode, VMD, (Owner, House Paws Animal Hospital), is requesting a Special Use Permit under Section 204.2(h) of the Berryville Zoning Ordinance in order to operate a Veterinary Hospital at the property located at 37 East Main Street, identified as Tax Map Parcel number 14A5-((A))-81A, zoned C General Commercial. SUP 05-16**

Chair Shaffer asked staff to review the request. Ms. Dunkle said that Dr. Knode is requesting a Special Use Permit in order to operate a veterinary hospital at 37 East Main Street. She said that Town Council had approved the Text Amendment to Section 204 of the Berryville Zoning Ordinance at their October meeting. She explained the request and noted to Commissioners that the applicant had submitted an updated narrative and site plan for consideration. Ms. Dunkle requested that the Planning Commission set a public hearing for the November 22, 2016 meeting. The public hearing was set by voice vote.

#### **Set Public Hearing – Text Amendment**

**Sean Millot, (Kimley-Horn and Associates, Inc.), Agent, is requesting sponsorship of a text amendment to Article III, Section 305.17 of the Berryville Zoning Ordinance in order to modify parking requirements for “restaurant, fast food” to require one (1) space per 100 square feet of gross floor area and one (1) space for every four outside seats. TA 08-16**

Chair Shaffer asked staff to describe the request. Ms. Dunkle said a text amendment has been submitted requesting changes to Section 305.17 of the Berryville Zoning Ordinance. She said Mr. Millot from Kimley-Horn was in attendance. Chair Shaffer recognized Sean Millot. Mr. Millot said that his company had been working on fast food restaurants in the area and said that the Leesburg ordinance language has proven to be a successful number for the facilities he has been working on. Mr. Mathur asked for additional guidance on the proposed modification and requested a comparison with current requirements and existing language in the Berryville Zoning Ordinance. Mr. Millot reiterated that the number required in Leesburg has proven to work well for fast food restaurants with drive-through facilities. He added that they have requested the same language that Leesburg currently has which includes one space for every four outdoor seats. Mr. Mathur asked about the ability for people to sit outside only part of the year and that the requirement for spaces related to outdoor seating is weather dependent. There was a discussion about the variety of parking requirements in zoning ordinances throughout the region and that numbers vary from locality to locality. Mr. Steinmetz asked about the current and proposed parking ratios and Mr. Millot referenced recent renovations in Leesburg and Purcellville to point out examples of these numbers.

There being no further discussion, a public hearing was set for the November 11, 2016 Planning Commission meeting.

## **OLD BUSINESS**

### **Discussion and Recommendation - Text Amendment**

**The Berryville Town Council is sponsoring text amendments requested by House of Lords, Inc. (Ding Wang, Land Contract Owner, A.C. Echols, Jr., Agent) in order to modify Article VI, Section 610 Business Commercial, of the Berryville Zoning Ordinance, deleting Section 610.2(u) retail stores and shops as an accessory use to the primary permitted use with provisions and establishing Section 610.2(x) “Personal service establishments, retail stores and shops not to exceed 10,000 [square] feet for each free-standing business or for each business in a shopping center or strip mall center.” TA 06-16**

Ms. Dunkle said that Mr. Wang and Mr. Echols are requesting a text amendment in order to remove existing zoning language in Section 610 of the Berryville Zoning Ordinance relating to retail uses and replace it with the ability to build retail stores and shops and personal service establishments up to 10,000 square feet. Chair Shaffer said he assumed Commissioners had an opportunity to look at buildings of this size over the past month. Vice Chair Kemp said she had been looking in other localities at larger stores. Mr. Mathur said the existing language concerning 10% of the gross floor area was confusing. Ms. Dunkle described the ordinance citing an example of a Cracker Barrel restaurant which is a use by right with a limited retail area within the building. Mr. Mathur said it appeared that the request was to replace apples with oranges. He asked what the term “personal service establishment” meant. Ms. Dunkle said similar to the professional office use, it has a wide range of interpretation that include barber shops, beauty salons, and nail salons.

Ms. Marino asked what business would locate in Berryville that would need that much square footage. There was a discussion about the building size proposed and that a number of small structures, each not exceeding 10,000 square feet, may be constructed if this text amendment is adopted. Mr. Mathur asked about the floor area ratio and minimum lot sizes. Mr. Steinmetz said he had discussed the matter with a number of Berryville residents whose opinions were overwhelmingly negative. He said their comments were clear that a strip center is not appealing in this area. Ms. Marino agreed and said those she spoke with were also opposed to this change.

There being no further discussion, Mr. Steinmetz made the motion to recommend denial of the text amendment to Article VI, Section 610 Business Commercial of the Berryville Zoning Ordinance deleting Section 610.2(u) retail stores and shops as an accessory use to the primary permitted use with provisions and establishing Section 610.2(x) “Personal service establishments, retail stores and shops not to exceed 10,000 [square] feet for each free-standing business or for each business in a shopping center or strip mall center” to Town Council due to public input received from residents, seconded by Ms. Marino. The motion passed unanimously by voice vote.

## **PLANNING AND ZONING UPDATE**

Ms. Dunkle read the actions taken by Town Council at their October meeting. Mr. Steinmetz asked if Council discussed the Planning Commission recommendations for the text amendments to Section 614. Ms. Dunkle said they did not discuss the recommendations.

**OTHER**

Chair Shaffer asked if the Planning Commission needed to take any action on Mr. Echols' requests concerning the proffers. Ms. Dunkle said she had received an application on Monday and a second one on Tuesday and that both documents had been forwarded to the Town's legal counsel for review. She added that no action is needed at this time.

**Adjourn**

There being no further business, Ms. Malone made a motion to adjourn the meeting, seconded by Ms. Reid, the motion passed by voice vote at 7:59pm.

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Doug Shaffer, Chair

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Christy Dunkle, Recording Secretary

**BERRYVILLE PLANNING COMMISSION**  
**Public Hearing – Special Use Permit for 37 East Main Street**  
**November 22, 2016**

**Agenda Item #5**

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**Dr. Leah Knode, VMD, (Owner, House Paws Animal Hospital), is requesting a Special Use Permit under Section 204.2(h) of the Berryville Zoning Ordinance in order to operate a Veterinary Hospital at the property located at 37 East Main Street, identified as Tax Map Parcel number 14A5-((A))-81A, zoned C General Commercial. SUP 05-16**

Public hearing notices were published in the Winchester Star on Tuesday, November 8 and Tuesday, November 15, 2016. Adjacent property notices were mailed via first class mail on November 8, 2016. No comments were received in the Planning Office.

**Parking**

The site referenced above offers four parking spaces at the rear of the building. This will need to accommodate all businesses on this site and does not meet zoning regulations per Section 305 of the Berryville Zoning Ordinance. Dr. Knode has indicated that her employees will be parking at the Rixey Moore public lot on South Church Street leaving space for clients on the street and two spaces at the rear of the building. Per Section 305.5 Special Provisions for Commercial (C) Zoning District, Planning Commission may decrease or waive parking due to limited parking in the downtown area. The ordinance section reads as follows:

**305.5 SPECIAL PROVISIONS FOR COMMERCIAL (C) ZONING DISTRICT**  
In the Commercial District (C), structures existing at the time of adoption of this Ordinance, which contain or may be changed at any future time to contain any non-residential use permitted in the Commercial (C) District, will not be required to have additional parking spaces above those provided when this Ordinance is adopted. This applies to the reconstruction of non-conforming commercial uses or structures. When it has been demonstrated to the satisfaction of the Planning Commission that the off-street parking requirements contained in this Section cannot be met due to the practical limitations of the site, and furthermore, that the off-site parking, as provided elsewhere in this Section, cannot be arranged to satisfy said requirements, the Planning Commission may decrease or waive the number of required off-street parking spaces for non-residential uses that are established after the date of the adoption of this Section. **(7/02)**

Parking will need to be addressed as part of the Special Use Permit process. The applicant has identified off-site parking (Rixey Moore Parking Lot and on-street parking) to accommodate clients and staff. Please note that parking lot to the east of this parcel is private and accommodates those working and visiting the adjacent property located at 101 East Main Street.

### **General Information**

A revised narrative (Special Use Permit Notes) has been submitted by the applicant and is included in this report. They identified their hours of operation as 8:00am to 6:00pm at the beginning however have requested hours until 8:00pm in the future. As this change would be considered an expansion of an approved Special Use, staff is recommending the weekday hours be identified until 8:00pm with this application.

The following items are included following this report:

- Land Development Application for Special Use Permit;
- Site Plan identifying the structure and parking;
- Section 204 of the Berryville Zoning Ordinance;
- Section 503 Special Use Permit of the Town of Berryville Zoning Ordinance; and
- Motion for recommendation to Council.

### **Recommendation**

Recommend Council approve the request with conditions as discussed at the meeting. A waiver of parking requirements per Section 305.5 Special Provisions for Commercial (C) Zoning District of the Berryville Zoning Ordinance should also be noted. A motion follows this report.

### ***October 25, 2016 Staff Report***

*A public hearing for a text amendment to Article II, Section 204, was held at the October 11, 2016 Town Council meeting. Council approved the amendment for veterinary hospitals as a use by Special Permit in Section 204.2(h) of the Berryville Zoning Ordinance.*

### ***General Information***

*Dr. Knode, DVM is requesting a Special Use Permit in order to operate a veterinary hospital at the property located at 37 East Main Street. She currently operates two mobile veterinary units and has two bricks and mortar veterinary hospital facilities in Lovettsville and Round Hill. She wishes to establish an additional hospital in Berryville to offer clients services that are not possible with mobile units (e.g., dental and surgical options). She anticipates hiring three to five employees at the Berryville location.*

### ***Special Use Permit Process***

*Section 503 of the Berryville Zoning Ordinance regulates the Special Use Permit (SUP) process. The Council may impose any conditions deemed appropriate in the public interest to Special Use Permit approvals. Authorized activities must commence within two years of the approval of a SUP and may not be enlarged, altered, or increased in intensity without Council authorization. Once approved, the use remains with the parcel. Section 503 Special Use Permit of the Berryville Zoning Ordinance is included in this packet.*

### ***Parking***

*The site referenced above offers four parking spaces at the rear of the building. This will need to accommodate two businesses in this structure and does not meet zoning*

regulations. Staff has discussed this matter with the applicant and Dr. Knode has indicated that her employees will be parking at the public lot on South Church Street leaving space for clients on the street (where there are currently free spaces available adjacent to her proposed location). Per Section 305.5 Special Provisions for Commercial (C) Zoning District, Planning Commission may decrease or waive parking due to limited parking in the downtown area. The ordinance section reads as follows:

**305.5 SPECIAL PROVISIONS FOR COMMERCIAL (C) ZONING DISTRICT**  
*In the Commercial District (C), structures existing at the time of adoption of this Ordinance, which contain or may be changed at any future time to contain any non-residential use permitted in the Commercial (C) District, will not be required to have additional parking spaces above those provided when this Ordinance is adopted. This applies to the reconstruction of non-conforming commercial uses or structures. When it has been demonstrated to the satisfaction of the Planning Commission that the off-street parking requirements contained in this Section cannot be met due to the practical limitations of the site, and furthermore, that the off-site parking, as provided elsewhere in this Section, cannot be arranged to satisfy said requirements, the Planning Commission may decrease or waive the number of required off-street parking spaces for non-residential uses that are established after the date of the adoption of this Section. (7/02)*

*This will need to be addressed as part of the Special Use Permit process. Planning Commissioners may request that the applicant identify additional parking to accommodate clients and staff.*

### **General Information**

*Veterinary hospitals in the Commonwealth are regulated by the Virginia Board of Veterinary Medicine. Prior to opening, this Board inspects and certifies the facility for compliance.*

*Town Code Chapter 4 regulates Animals and Fowl in the Town of Berryville. Article II specifically addresses regulations as applied to dogs. Chapter 4 is included in this packet for review.*

*Initial concerns identified by staff include noise from dogs and maintenance of animal waste. Staff contacted Ms. West with the Town of Lovettsville who indicated that neither has been an issue, adding that the Town office is next door to the veterinary hospital. Council may set conditions of approval of the SUP requiring that noise be mitigated and reiterating that disposal of animal waste is the responsibility of the business owner.*

### **Conditions**

*Conditions for approval of the Special Use Permit should be discussed at the meeting. Previous discussions included the following:*

- The facility may not provide kennel services;*
- Hours of operation with emergency operations in mind;*
- Animal waste will not be discharged in the public sanitary sewer system; and*

- *Medical waste shall be disposed of according to regulations as set forth by the Commonwealth.*

*Other conditions that may be applied should be discussed at the meeting.*

***Adjacent Zoning***

*All properties adjacent to 37 East Main Street are zoned C General Commercial.*

**BERRYVILLE PLANNING COMMISSION  
PUBLIC HEARING NOTICE**

The Berryville Planning Commission will hold the following public hearings at 7:30 p.m., or as soon after as these matters may be heard, on **Tuesday, November 22, 2016**, in the Main Meeting Room, Second Floor, of the Berryville/Clarke County Government Center, 101 Chalmers Court, Berryville, Virginia to consider the following:

**Dr. Leah Knode, VMD, (Owner, House Paws Animal Hospital), is requesting a Special Use Permit under Section 204.2(h) of the Berryville Zoning Ordinance in order to operate a Veterinary Hospital at the property located at 37 East Main Street, identified as Tax Map Parcel number 14A5-((A))-81A, zoned C General Commercial. SUP 05-16**

**The Berryville Planning Commission is sponsoring a text amendment as requested by Sean Millot, (Kimley-Horn and Associates, Inc.), Agent, (Michele Fascelli, Owner) to Article II, Section 305.17 of the Berryville Zoning Ordinance in order to modify parking requirements for "restaurant, fast food" to require one (1) space per 100 square feet of gross floor area and one (1) space for every four outside seats. TA 08-16**

Copies of the applications, amendments, and maps may be examined at the Town Business Office, Berryville/Clarke County Government Center (101 Chalmers Court), First Floor, Berryville, Virginia during regular business hours. Additional information may be obtained by calling Assistant Town Manager Christy Dunkle at 540 955-4081. Any person desiring to be heard on these matters should appear at the appointed time and place.

The Town of Berryville does not discriminate against disabled persons in admission or access to its programs and activities. Accommodations will be made for disabled persons upon prior request.

By order of the  
Berryville Planning Commission  
Christy N. Dunkle,  
Assistant Town Manager

**Town of Berryville**  
101 Chalmers Court – Suite A  
Berryville, Virginia 22611  
Phone: (540) 955-4081 Fax: (540) 955-4524 E-mail: [planner@berryvilleva.gov](mailto:planner@berryvilleva.gov)

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## SPECIAL USE PERMIT APPLICATION

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Please Note: This is an application only. The permit will be issued only if approved by the Berryville Town Council after review and recommendation from the Planning Commission.

To be completed by Applicant: Date: October 11, 2016  
Applicant's Name: House Paws Animal Hospital Berryville / Leah Knott VMD  
Applicant's Address: P.O. Box 299, Purcellville, VA 20134  
Use Applied For: Veterinary Hospital  
At the following address: 37 E Main Street Berryville, VA 22611  
Special Conditions: \_\_\_\_\_

Property Owner's Name: Jerry L. Johnson  
Property Owner's Address: 20-B East Main Street Berryville, VA 22611

Owner or Agent: The information provided is accurate to the best of my knowledge. I understand that the Town may deny, approve, or conditionally approve the request for which I am applying. I certify that all property corners have been clearly staked and flagged.

Signature: [Signature] Date: 10/11/2016

Owner: I have read this completed application, understand its intent, and freely consent to its filing. Furthermore, I grant permission to the Town Planning Department and other government agents to enter the property and make such investigations and tests, as they deem necessary. I acknowledge that in accordance with Article X of the Subdivision Ordinance I am responsible for costs incurred for review of subdivision and/or development plans by the Town's engineer and that any other required tests or studies will be carried out at owner/agent expense

Signature: [Signature] Date: 10/20/2016

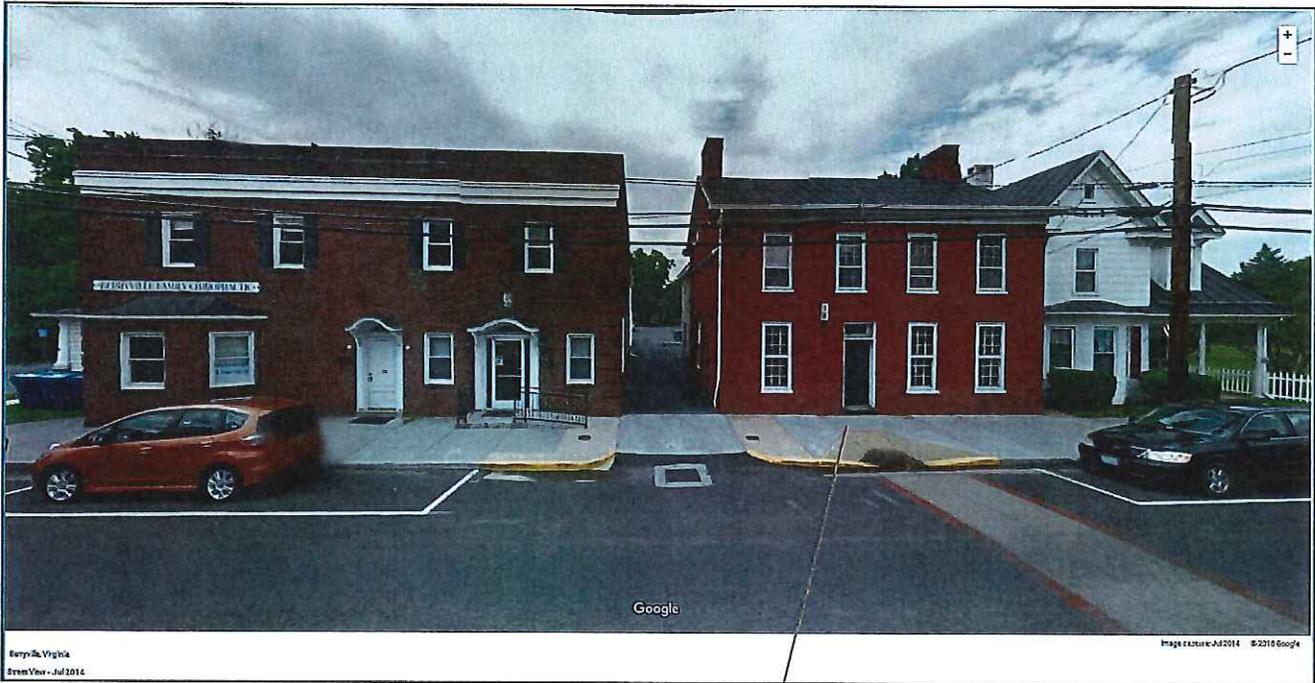
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### TO BE COMPLETED BY ZONING ADMINISTRATOR

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Special Use: VETERINARY HOSPITAL Zone: C  
Street Address: 37 E. MAIN Tax Map #: 19AS((A))81A  
Special Use Permit Fee: \$ 2,000 Paid: 11.4.16  
Site Plan Fee: \$ 125 Paid: 11.4.16  
Signature of Zoning Administrator: \_\_\_\_\_ Date: \_\_\_\_\_

House Paws Animal Hospital Berryville  
Special Use Permit Notes  
37 E Main Street Berryville, VA 22611



37 E Main Street

We plan no exterior changes or site changes.

We will apply to have exterior signage bear our hospital logo and name. The sign or signs will conform to existing sign ordinances.

**Parking:**

There are a total of four parking places at the rear of the building, two of which are available to our leasing of our portion on the building. Clients only will park in the spaces at the rear of the building.

The driveway between the buildings belongs to 37 E Main Street and is for the exclusive use of tenant employees and will only be in use at the beginning and end of each business day.

The type of practice we conduct is designed around a lower volume of clients.

Generally, we plan for 30 minute appointments per client. In the beginning, this

House Paws Animal Hospital Berryville  
Special Use Permit Notes  
37 E Main Street Berryville, VA 22611

means at most two (2) scheduled clients per hour. At maximum capacity, at some future point, with two veterinarians working simultaneously this would mean about four (4) scheduled clients per hour.

Clients will park in available street parking or in the town lot across the Rose Hill park which is to the right in the photograph. We believe this parking arrangement is sufficient for the small number of employees we anticipate having and for the number of scheduled clients expected at any one time.

Please consider the following:

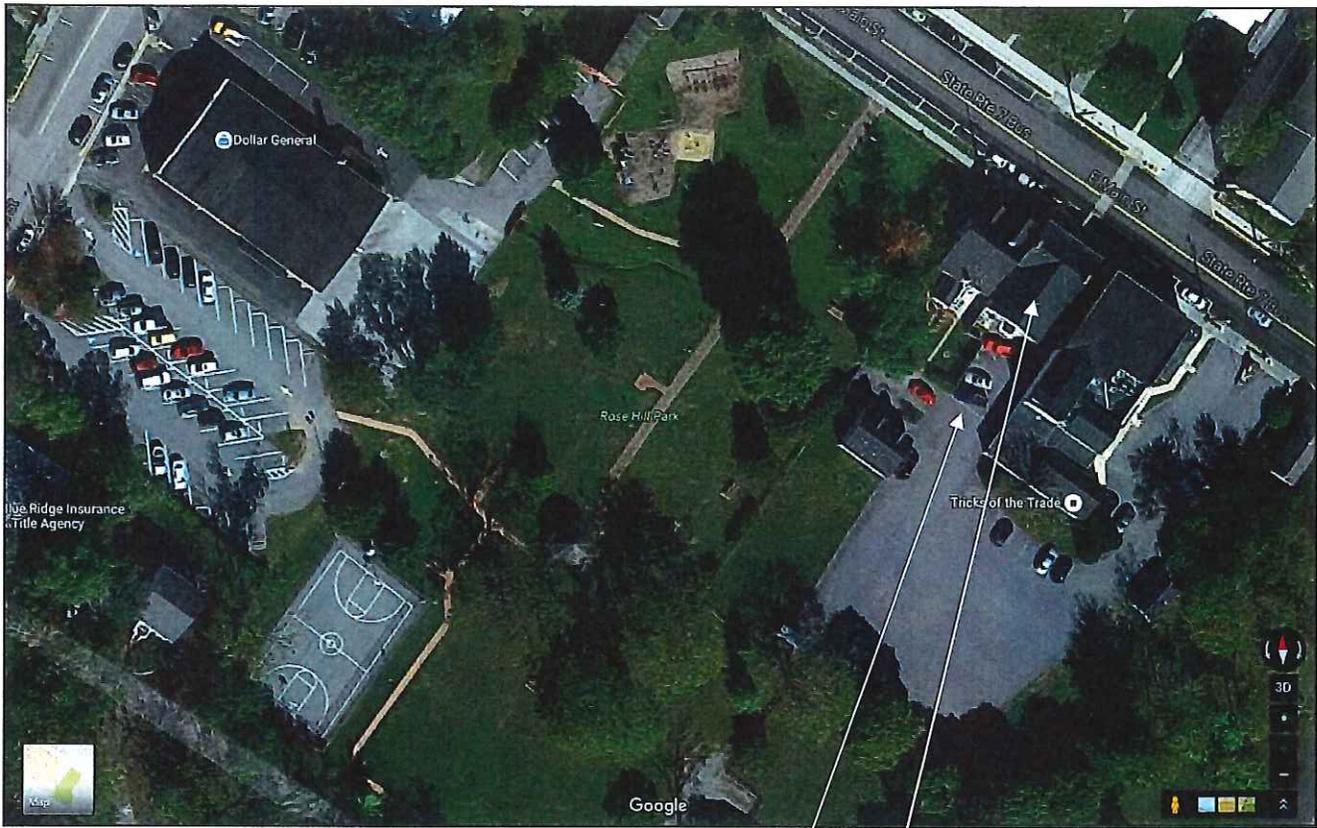
In the aerial photograph below which includes the town public parking lot, we see a total of fifteen (15) unused parking places and a total of forty-one visible parking places. In addition, the on-street parking on the south side (37 E Main Street side) of Main street show twelve additional public parking spaces in close proximity to the proposed site.

We believe the number of available parking places and planned client volume fit well and should cause no parking issues.

Finally, we are keenly aware of respecting the property of our neighbors and will forbid our employees in parking in the lots of neighboring property owners and actively discourage clients and visitors from doing so.

The following diagram (next page) shows a bird's eye view of the site with the rear property line marked which also shows the four vehicle parking space at the rear.

House Paws Animal Hospital Berryville  
Special Use Permit Notes  
37 E Main Street Berryville, VA 22611



Rear property line, notice white dividing line in photograph.

37 E Main Street

House Paws Animal Hospital Berryville  
Special Use Permit Notes  
37 E Main Street Berryville, VA 22611

**Animal Noise**

Animal noise is not expected to be an issue as it is not at our existing Veterinary hospitals in Lovettsville or Round Hill, VA. Dog rarely bark while visiting for an appointment.

Dogs waking from anesthesia do vocalize (howl and bark) at times but the duration is fairly short. We will mitigate the transmission of the sound by installing sound absorptive panels and materials in the anesthesia recover areas mostly for the benefit of ourselves and upstairs tenant neighbors.

The brick exterior construction should prevent the transmission of such sounds beyond the confines of the building. Should animal sounds prove objectionable we are open to installing additional sound proofing.

**Kennel**

We will not be boarding dogs or cats or an other animals.

However, from time-to-time, a veterinary hospital will need to hospitalize dogs or cats in the hospital overnight or for several days for medical reasons related to providing on-going care. Doing so is a normal function of a veterinary hospital and cannot be infringed upon and will be conducted consistent with the requirements of the Virginia Veterinary Medical Board.

**Hours of Operation**

Monday to Friday: 8am to 6pm  
Saturday: 9am to 12pm

At some future point, we anticipate later hours to 8pm one or more nights per week as an accommodation to those whose commutes prevent vet visits during the day.

**SECTION 204 - C GENERAL COMMERCIAL DISTRICT**

**204 STATEMENT OF INTENT**

The C General Commercial District covers that portion of the community intended for the conduct of general business to which the public requires direct and frequent access, but which is not characterized either by constant heavy trucking other than stocking and delivery of retail goods, or by any nuisance factors other than occasioned by incidental light and noise of congregation of people and passenger vehicles. This includes such uses as retail stores, banks, theaters, business offices, newspaper offices, printing presses, restaurants and taverns, garages and services stations, and multi-family dwellings.

**204.1 USES PERMITTED BY RIGHT**

In District C, structures to be erected or land to be used shall be for one or more of the following uses:

- (a) Assembly halls.
- (b) Assembly of high-tech components and /or systems (not including manufacturing).  
**(6/98)**
- (c) Automobile and home appliance services.
- (d) Automobile service stations (with major repair under cover).
- (e) Automobile sales and service.
- (f) Bakeries.
- (g) Banks and financial institutions.
- (h) Barber and beauty shops.
- (i) Nursing homes.
- (j) Churches.
- (k) Day care centers. **(10/94)**
- (l) Department stores.
- (m) Drug stores.
- (n) Dry cleaners.
- (o) Fire and rescue squad stations.
- (p) Fraternal and auxiliary organizations.
- (q) Funeral homes.
- (r) Furniture repair.
- (s) Garages, public and commercial.
- (t) Hardware stores.
- (u) Hospitals, nursing homes, convalescent homes, rest homes.
- (v) (Deleted, 1982.)
- (w) Laundries.
- (x) Libraries.
- (y) Newspaper office buildings, including printing and publishing facilities incidental to such uses.
- (z) Office buildings.
- (aa) Personal and professional services.
- (bb) Pet shops, but excluding boarding kennels.
- (cc) Printing shops.
- (dd) Federal, state, county, or town governmental offices or buildings.

## Section 204 General Commercial (C) District

- (ee) Radio and television broadcasting stations and studios, or offices.
- (ff) Restaurants.
- (gg) Retail stores.
- (hh) Single-family detached dwellings. **(3/98)**
- (ii) Theaters, indoor.
- (jj) (Deleted, 1982.)
- (kk) Wearing apparel stores.
- (ll) Public utilities: poles, lines, booster and relay stations, distribution transformers, pipes, meters, and other facilities necessary for the provision and maintenance of public utilities, including water and sewerage facilities.
- (mm) Off-street parking for permitted uses in the district as forth in Section 305.
- (nn) Signs as set forth in Section 307.
- (oo) Fences as set forth in Section 303.
- (pp) Accessory uses clearly incidental to the principal use of the lot.
- (qq) Second story apartments as set forth in Section 310. **(02/14)**

### **204.2** USES PERMITTED BY SPECIAL PERMIT

- (a) Shopping centers as set forth in Section 308.
- (b) Townhouses as set forth in Section 309.
- (c) First story storefront and basement apartments as set forth in Section 310. **(02/14)**
- (d) Conversion of residential and/or commercial structures into buildings with a greater number of dwelling units.
- (e) Public billiard parlors and poolrooms, bowling alleys, dance halls, health spas and clubs, and similar forms of public amusement only after a public hearing shall have been held by the Governing Body on an application submitted to the Body for such use. The Governing Body may request that the Planning Commission submit a recommendation to them concerning such use applications. In approving any such applications, the Governing Body may establish such special requirements and regulations for the protection of adjacent property, set the hours of operation, and make requirements as they may deem necessary in the public interest, before granting approval to said application.
- (f) Wholesale and distributive establishments which do not create hazards for traffic or adverse impacts on the surrounding area.
- (g) Boarding houses, hotels, motels, and tourist homes.
- (h) Veterinary hospitals. **(10/16)**

### **204.3** AREA REGULATIONS

No requirements for commercial uses or for one (1) dwelling unit in conjunction with a commercial use. For two-family or multi-family dwellings, except as specified in Section 204.2, area requirements shall be the same as in the R-3 District for residential units above one (1).

### **204.4** SETBACK REGULATIONS

No requirement, except for townhouses and apartments as stated in Sections 309 and 310 respectively.

## Section 204 General Commercial (C) District

### **204.5 FRONTAGE AND YARD REGULATIONS**

No requirement except that, if the property is adjacent to a residential district, each minimum side yard shall be ten (10) feet and the minimum rear yard shall be twenty (20) feet. Sections 309 and 310 shall apply for townhouses and apartments respectively.

### **204.6 HEIGHT REGULATIONS**

Buildings may be erected up to thirty-five (35) feet in height from grade, except that:

- (a) A public or semi-public building such as a school, church, library, or general hospital may be erected to a height of sixty (60) feet from grade provided that required front, side, and rear yards shall be increased one (1) foot for each foot in height over thirty-five (35) feet.
- (b) Church spires, belfries, cupolas, monuments, water towers, chimney flues, flagpoles, television antennae, and radio aerials are exempt. Parapet walls may be up to four (4) feet above the height of the building on which the walls rest.
- (c) Accessory buildings over one (1) story in height shall be at least ten (10) feet from any lot line. All accessory buildings shall be less than the main building in height.

### **204.7 SITE PLAN REQUIREMENTS**

All new structures, excepting accessory buildings of one hundred fifty (150) square feet or less, shall be subject to final site plan approval. Changes of use or additions to an existing structure requiring additional parking or other significant site changes applicable to a new use shall also be subject to final site plan approval. Site plans shall comply with the conditions of Section 314.

## Section 502 – Certificate of Occupancy

- 502.2** Prior to the issuance of a Certificate of Occupancy for a new structure, the Zoning Administrator will verify that all property corners have been set with permanent markers by a land surveyor licensed under the laws of the Commonwealth of Virginia. **(11/00)**
- 502.3** In addition to any other requirements for the issuance of a Certificate of Occupancy, a Certificate of Occupancy for a structure will not be issued unless (1) the structure is served by public water and sewer, (2) required curb and gutter and sidewalks are in place on the lot on which the structure is located and in place between said lot and an existing publicly maintained street, (3) a functional fire hydrant is located within three hundred (300) feet of the lot on which the structure is located, and (4) the lot on which the structure is located fronts on an existing publicly maintained street or street meeting Town requirements for a publicly maintained street. **(8/01)**
- 502.4** In addition to any other requirements for the issuance of a Certificate of Occupancy, after issuance of certificates of occupancy for structures on eighty percent (80%) of the lots in a section of a subdivision, a Certificate of Occupancy for a structure in the section will not be issued unless all public improvements in the section have been completed to Town requirements and all streets have been accepted for maintenance by the Virginia Department of Transportation (VDOT), or a complete application for acceptance thereof has been filed with VDOT. **(8/01)**
- 502.5** Upon written application, delayed installation of public improvements described in 502.3 and 502.4 may be considered by the Zoning Administrator. Approval of the application shall only be granted by the Zoning Administrator after consultation with the respective departments or agencies charged with the inspection, acceptance, and maintenance of the improvements, and only upon a further finding that the delayed installation will not be detrimental to the safety and welfare of the residents in the subdivision and the public. A written request for such delayed installation shall set forth the specific improvements sought to be delayed, the justification for the delay, and a committed date for completion of the improvements. A fifty-dollar (\$50.00) fee shall be paid with the request. If the Zoning Administrator approves the application for delayed installation of public improvements, the approval shall be subject to the applicant executing an agreement to hold harmless the town for any loss or liability occasioned by the lack of the improvements delayed. **(8/01)**

### **SECTION 503 - SPECIAL USE PERMIT**

#### **503.1 PROVISIONS FOR SPECIAL USE PERMITS**

- (a) In consideration of an application filed with the Zoning Administrator, the Council may, after a public hearing, authorize the establishment of those uses that are expressly listed as Special Permit uses in a particular zoning district.
- (b) In addition to all applicable conditions and requirements of this Ordinance, the Council may impose any conditions deemed appropriate in the public interest to secure compliance with the provisions of this Ordinance.
- (c) Once a Special Use Permit is granted, the use shall not be enlarged, extended, increased in intensity or relocated unless authorized by the Council.

## Section 503 – Special Use Permit

- (d) Whenever a Special Use Permit is granted by the Council, the authorized activities shall be established within two (2) years of the date of approval with an extension of one (1) additional year with Council approval, or such Special Use Permit shall expire without notice. **(4/08)**
- (e) Should the owner or operator of the use covered by the Special Permit fail to observe all requirements of law with respect to the maintenance and conduct of the use and all permit conditions, the Council may, after due notice to permit holder and a public hearing, revoke the Special Use Permit.

### **503.2 APPLICATIONS**

An application for a Special Use Permit may be submitted by the property owner of record, tenant, or contractor owner.

### **503.3 APPLICATION REQUIREMENTS**

Applications for Special Use Permits shall be accompanied by seven (7) copies of the following items:

- (a) Letter of request, signed by property owner and applicant, outlining complete details of special use desired.
- (b) Site development plan.
- (c) Floor plan, front, side, and rear elevations of proposed new buildings.
- (d) Certified house location plat.
- (e) Information deemed necessary by the Zoning Administrator.
- (f) Applicable filing fee.

### **503.4 APPLICATION PROCEDURE**

- (a) Application submitted to Zoning Administrator, which shall be referred to the Planning Commission for recommendation, and a public hearing shall be scheduled by the Town Council.
- (b) Review by the Planning Commission (public hearing if desired) and recommendation to Town Council.
- (c) Public hearing by Town Council.
- (d) Town Council action (In acting upon the application, the Town Council shall consider the following, among other relevant factors):
  - 1. The health, safety, and welfare of the general public.
  - 2. Physical and visual impact on adjoining and abutting properties.
  - 3. Adequate utilities, drainage, parking, and other necessary facilities to serve the proposed use.
  - 4. Compliance with the adopted master plan.
  - 5. Environmental compatibility.
  - 6. Community sentiment.
- (e) Applicant to be notified by Zoning Administrator of Town Council action.

**BERRYVILLE PLANNING COMMISSION**

**MOTION TO RECOMMEND APPROVAL OF SUP 05-16 TO TOWN COUNCIL**

Date: November 22, 2016

Motion By:

Second By:

I move that the Planning Commission of the Town of Berryville recommend approval of SUP 05-16 in order to operate a veterinary hospital at 37 East Main Street, identified as Tax Map Parcel number 14A5-((A))-81A zoned C General Commercial with the following conditions:

1. Animal boarding is prohibited.
2. Hours of operation will be 8:00am to 8:00pm Monday through Friday, 9:00am to 12:00 noon Saturday.
3. Animal waste shall not enter the public sanitary sewer system.
4. Medical waste shall be disposed of per Commonwealth of Virginia regulations.
5. **[any other conditions determined to be appropriate at the meeting]**

I also move that the Planning Commission of the Town of Berryville waive parking requirements per 305.5 Special Provisions for Commercial (C) Zoning District of the Berryville Zoning Ordinance in order for the business to be located on this parcel.

VOTE:

Aye:

Nay:

Absent:

ATTEST:

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Douglas A. Shaffer, Chair

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**The Berryville Planning Commission is sponsoring a text amendment as requested by Sean Millot, (Kimley-Horn and Associates, Inc.), Agent, (Michele Fascelli, Owner) to Article III, Section 305.17 of the Berryville Zoning Ordinance in order to modify parking requirements for “restaurant, fast food” to require one (1) space per 100 square feet of gross floor area and one (1) space for every four outside seats. TA 08-16**

Public hearing notices were published in the Winchester Star on Tuesday, November 8 and Tuesday, November 15, 2016. No comments were received in the Planning Office.

### **General Information**

Municipal parking requirements are based on a number of factors including building use, square footage, and specific related needs (e.g., fuel pumps and drive through queues, number of shift employees, beds in a medical facility). The principal design objective for any parking lot is the provision of safety, convenience, and minimal interference to street traffic flow. Environmental aspects should also be taken into consideration when determining impervious parking lot size, design, and configuration.

Town and County staff conducted a significant study and updates of the parking requirements were adopted in 2002 for respective zoning ordinances. Current requirements for “restaurant, fast food” parking per Section 305.17 of the Berryville Zoning Ordinance are one (1) parking space for every 60 square feet of floor area plus three (3) queuing spaces for drive up facilities. The application under consideration would allow for one (1) parking space for every 100 square feet of floor area and one (1) space for every four (4) outside seats.

The applicant indicated that the proposed parking has been successful in new and renovation projects in Loudoun County as the number of drive-through customers has increased. The Institute of Transportation Engineers (ITE) manual has identified an average parking demand for fast food restaurants of 9.95 spaces per 1,000 square feet of floor area for fast food uses which averages to one space for every 100 square feet of floor area.

The following items are included with this report:

- Application;
- proposed amendment;
- Section 305, Minimum Off-Street Parking, of the Berryville Zoning Ordinance;
- motion to recommend approval to Town Council.

**Recommendation**

Forward to Town Council recommending approval of the request. A motion follows this report.

***October 25, 2016 Staff Report***

*A request for a text amendment to modify parking requirements for “restaurant, fast food” under Section 305.17 of the Berryville Zoning Ordinance is before you at this meeting. Fast food restaurants are defined in Article I Definitions of the Berryville Zoning Ordinance as follows:*

*Any place or premises used for sale, dispensing, or serving of food, refreshments, or beverages in automobiles, including those establishments where customers may serve themselves and may eat or drink the food, refreshments, or beverages in motor vehicles on the premises; a refreshment stand; a “drive-through” or primarily a “carry-out” establishment. Food may also be eaten inside.*

*The applicant is requesting that the ordinance be modified to reflect the Town of Leesburg's zoning ordinance which requires 1.0 parking space per 100 square feet of gross floor area, plus one additional space for every four (4) outside seats. Currently the Town's ordinance requires one (1) parking space for every 60 square feet plus three (3) queuing spaces for drive up facilities.*

*Initiation of a text amendment to the Berryville Zoning Ordinance may be made by either resolution of the Governing Body or by motion of the Planning Commission.*

LAND DEVELOPMENT APPLICATION TOWN OF BERRYVILLE

(Please print or type)

Current Property Owner Michele Fascelli
Owner's Address 36 West Main Street, Berryville, VA 22611
Phone 540-247-4974
Agent (Contact Person) Sean Millot, Kimley-Horn and Associates, Inc.
Agent's Address 11400 Commerce Park Drive, Suite 400, Reston, VA 20191
Phone 703-674-1337

Check Appropriate Request:

- Subdivision - creating more than 2 lots
Minor Subdivision - single lot divided into 2 lots
Boundary Line Adjustment
[X] Site Plan
Rezoning
[X] Text Amendment: [X] Zoning or Subdivision Ordinance
ARB Certificate of Appropriateness
[X] Town of Berryville Utilities
Other:

Complete As Applicable:

Nature of Request/Proposal: New construction; McDonald's Restaurant
Tax Map & Parcel Number(s): PIN 14-5-251F; Lot 251-F
Size of Project Site: 34,740 SF, or .79752 acres
Proposed # of Lots: 1 Existing Zoning BC

Owner or Agent: The information provided is accurate to the best of my knowledge. I understand that the Town may deny, approve, or conditionally approve the request for which I am applying. I certify that all property corners have been clearly staked and flagged.

Signature: Sean Millot Date: 10/21/16

Owner: I have read this completed application, understand its intent, and freely consent to its filing. Furthermore, I grant permission to the Town Planning Department and other government agents to enter the property and make such investigations and tests, as they deem necessary. I acknowledge that in accordance with Article X of the Subdivision Ordinance I am responsible for costs incurred for review of subdivision and/or development plans by the Town's engineer and that any other required tests or studies will be carried out at owner/agent expense.

Signature: Michele Fascelli Date: 10/25/2016

OFFICE USE ONLY

Public Hearing Required? Dates Advertised

Adjoining Property Owners Notified?

Action Taken:

Section 305 - Minimum Off-Street Parking

- 305.16 Off-Street Parking Space Requirements – Funeral Home, Mortuary (7/02)  
 Funeral Home, Mortuary 1 for each 4 seats in chapels or parlors with fixed seats, or 1 for each 4 people based on Building Code design capacity of assembly rooms without fixed seats
- 305.17 Off-Street Parking Space Requirements – Eating Establishments (7/02)  
 Restaurant, Nightclub, or similar 1 for each 100 square feet of floor area or 1 for each 4 people based on Building Code design capacity  
 Restaurant, Fast-food ~~1 for each 60 square feet~~ 1.0 per 100 square feet gross floor area, plus one additional for every four outside seats, plus 3 queuing spaces for drive-up window
- 305.18 Off-Street Parking Space Requirements – Office Uses (7/02)  
 Business, General, and Governmental Buildings, Professional Office Buildings, not including Medical Offices 1 for each 300 square feet of floor area
- 305.19 Off-Street Parking Space Requirements – Industrial or Storage Establishments (7/02)  
 Industrial Uses, Laboratories 1 for each employee on the maximum working shift, plus space to accommodate all trucks and other vehicles used in connection therewith  
 Laundries, etc. 1 for each employee  
 Mini-storage (rental of storage units of less than 5,000 square feet each) 1 for each employee
- 305.20 Off-Street Parking Space Requirements – Business Uses (7/02)  
 Retail space for less than 10,000 square feet per parcel area 1 for each 200 square feet of floor area  
 Retail space of more than 10,000 square feet per parcel area 1 for each 250 square feet of floor area (unless otherwise specified)  
 Furniture, Hardware, Home Furnishings and other similar establishments 1 for each 400 square feet of floor area  
 Convenience Store 2 standing spaces for each gasoline pump plus 1 for each 150 square feet of floor area  
 Vehicle Repair 2 for each repair bay, plus 1 for service vehicle, plus 1 per employee

**SECTION 305 – MINIMUM OFF-STREET PARKING**

**305.1**

(a) Parking spaces and access driveways

There shall be provided at the time of erection of any main building or at the time any main building is enlarged, or at the institution or enlargement of any use, minimum off-street parking space with adequate provisions for entrance and exit. All parking spaces and access driveways shall be covered with an all-weather surface, unless as otherwise herein provided and shall be graded and drained to dispose of surface water. Stormwater shall be managed in accordance with the Town of Berryville *Stormwater Ordinance*. All commercial and industrial uses shall have a hard-surfaced or tar and chipped parking area(s) and access driveway(s) or Town-approved stabilized paver system. Please refer to Section 206 Floodplain Conservation Area for additional parking area requirements. (7/02)

(b) Parallel parking, dimensions for spaces and aisles (4/91)

<u>Direction of Parking</u>	<u>Stall Width</u>	<u>Depth of Stalls</u>	<u>Aisle Width</u>
One-way aisle (parking on one side)	9 feet	22 feet	12 feet
One-way aisle (parking on both sides)	9 feet	22 feet	15 feet
Two-way aisle (parking on both sides)	9 feet	22 feet	20 feet

(c) Angled parking, dimensions for spaces and aisles (4/91)

<u>Parking Angle</u>	<u>Stall Width</u>	<u>Depth of Stalls Perpendicular to Aisle</u>	<u>One-way Aisle</u>	<u>Two-way Aisle</u>
45 degrees	9 feet	19 feet	15.5 feet	18 feet
60 degrees	9 feet	20 feet	17 feet	19 feet
90 degrees	9 feet	18 feet	23 feet	23 feet

**305.2**

A driveway or parking space shall be at least three (3) feet from a property line and no parking space for multiple-family dwelling shall be less than ten (10) feet from a residential structure on the lot unless as otherwise herein provided for townhouses and apartments.

**305.3**

There shall be provided at the time of the erection of any principal building or structure or at the time that any principal building or structure is altered, enlarged, or increased in size, not less than the parking space in the amounts stated herein. Minimum off-street parking space required may be reduced when the capacity and use of a particular building is changed in such a manner that the new use or capacity would require less space than before the change. Should a non-conforming structure or use be enlarged or extended, or should a use or structure be non-conforming because of parking requirements, additional parking need only be based on the requirements for the enlarged or expanded portion.

**Section 305 - Minimum Off-Street Parking**

**305.4** The parking spaces required for one- and two-family dwellings shall be located on the same lot as the dwelling; the parking spaces required for other land uses shall be located on the same lot as the principal use or on a lot which is within three hundred (300) feet of the principal use, such distance to be measured along lines of public access to the property.

**305.5** **SPECIAL PROVISIONS FOR COMMERCIAL (C) ZONING DISTRICT**  
In the Commercial District (C), structures existing at the time of adoption of this Ordinance, which contain or may be changed at any future time to contain any non-residential use permitted in the Commercial (C) District, will not be required to have additional parking spaces above those provided when this Ordinance is adopted. This applies to the reconstruction of non-conforming commercial uses or structures. When it has been demonstrated to the satisfaction of the Planning Commission that the off-street parking requirements contained in this Section cannot be met due to the practical limitations of the site, and furthermore, that the off-site parking, as provided elsewhere in this Section, cannot be arranged to satisfy said requirements, the Planning Commission may decrease or waive the number of required off-street parking spaces for non-residential uses that are established after the date of the adoption of this Section. **(7/02)**

**305.6** All new commercial construction on vacant land, or commercial uses begun where no commercial use existed at the time of adoption of this Ordinance, whether or not such property was previously zoned Commercial, shall provide the number of spaces required by other Sections of this Ordinance.

**305.7** Collective provisions of off-street parking facilities for two or more structures or uses is permissible, provided that the total number of parking spaces is at least equal to the sum of the minimum number of required spaces computed separately for each use. Collective parking is subject to all previously stated parking requirements.

**305.8** Off-Street Parking Space Requirements – Residential (7/02)  
Single-Family Detached 2 for each dwelling unit  
Two-Family Detached  
Manufactured Homes  
Multiple-Family, Planned Development  
Townhouses See Section 309.8(a)  
Apartments See Section 310.9(a)  
All single- and two-family dwelling units shall have parking areas and access drives with an all-weather surface. All other uses shall have a hard-surfaced parking area and access drive or Town-approved surface.

**305.9** Off-Street Parking Space Requirements – Transient Lodgings (7/02)  
Hotel and Motel 1.25 for each guest room  
Bed and Breakfast 2 for the dwelling, plus one for each guest room





**Section 305 - Minimum Off-Street Parking**

- 305.21** Off-Street Parking Space Requirements – Sports Activities (7/02)
- |   |  |
|---|--|
| Bowling   | 4 for each alley   |
| Swimming Pools, Recreation Centers and similar establishments | 1 for each 4 persons based on Building Code design capacity  |
| Skating Rinks   | 1 for each 25 persons based on Building Code design capacity |
| Health Clubs  | 1 for each 250 square feet of floor area                     |
| Golf Courses  | 1 for each hole  |
| Outdoor court Games (tennis, Basketball, and similar games)   | 1 for each two players based upon maximum capacity           |
- 305.22** Off-Street Parking Space Requirements – Service Uses (7/02)
- |  |  |
|--|--|
| Barber/Beauty Salon  | 2 for each chair                           |
| Commercial Kennels for Boarding or Breeding, Animal Shelters | 1 for every 4 canine runs                  |
| Laundry, self-service  | 1 for every 2 cleaning or laundry Machines |
| Dry Cleaning Establishment                                   | 1 for each 200 square feet of floor area   |
| Other  | 1 for each 200 square feet of floor area   |
- 305.23** Every parcel of land hereafter used as a public parking area shall have a hard surface. It shall have appropriate rails or stops and adequate screening where needed, as determined by the Zoning Administrator. Any lights used to illuminate said parking areas shall be so arranged as to reflect the light away from adjoining residential uses.

**BERRYVILLE PLANNING COMMISSION**

**MOTION FOR RECOMMENDATION TO TOWN COUNCIL  
AMENDMENT TO ARTICLE III,  
SECTION 305 MINIMUM OFF-STREET PARKING**

Date: November 22, 2016

Motion By:

Second By:

I move that the Planning Commission of the Town of Berryville recommend Town Council approve a text amendment to Article III, Section 305 Minimum Off-Street Parking in order to modify parking requirements for "restaurant, fast-food" under Section 305.17 of the Berryville Zoning Ordinance to require 1.0 parking space per 100 square feet of gross floor area, plus one additional space for every four (4) outside seats.

VOTE:

Aye:

Nay:

Absent:

ATTEST:

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Douglas A. Shaffer, Chair

**BERRYVILLE PLANNING COMMISSION**  
**Berryville Main Street Presentation**  
**November 22, 2016**

**Agenda Item #9**

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Berryville Main Street, in conjunction with Virginia Main Street and Barman Development Strategies, LLC, completed a Downtown Development Planning Study in September. Berryville Main Street representatives will be at the meeting on Tuesday to present an overview of their findings and take any questions or comments.

The handout for their presentation follows this report.

# Berryville Main Street Market Assessment

Economic Vitality Committee  
In Cooperation with Virginia Main Street  
October 2016



## Agenda

- Introductions
- Berryville Main Street Vision & Mission
- The Main Street Approach
- Highlights from the Market Assessment
- Economic Vitality Committee Objectives and Task Plan for 2016



Berryville Main Street received a downtown investment award in April 2016 from Virginia Main Street to conduct a market assessment for the downtown district.

*Above (l-r): Todd Barman, Sue Ross, Kyle Meyer*

## 1. Introductions

### Virginia Main Street (VMS)

#### Todd Barman

VMS Consultant  
Barman Development Strategies, LLC

#### Kyle H. Meyer

Community Revitalization Specialist  
Virginia Department of Housing and  
Community Development

### Berryville Main Street (BMS)

#### Christina Kraybill, President

Owner, My Neighbor & Me

#### Sue Ross, Manager

Elizabeth Mock, Design Committee Chair

Owner, Modern Mercantile

Kathy Pierson, Promotions Committee Chair

Economic Vitality Committee Members

Patty Maples, Mary Jo Pellerito

## 2. Berryville Main Street Vision & Mission



**Our vision is** to be the premier Main Street organization that is valued for its **leadership, partnerships and accomplishments** in creating and sustaining a vital downtown.

**Our mission** is to promote, enhance and support the Berryville Historic District as **a vital center of commercial and cultural life for Berryville and Clarke County.**

Our activities are focused on cultivating **a community market place for products and services offered by independent small businesses and local farms that support and preserve Berryville's historical and cultural aesthetics and character.**

### 3. The Main Street Approach

The Downtown Development Philosophy begins with "...a concrete and compelling vision of a fully functioning market place to attract the entrepreneurs and investors who will eventually realize that vision."

It employs the Main Street Four-Point Approach®: an asset-based economic development strategy that focuses attention on *heritage* and *human* assets.

#### **Built and Cultural Assets**

**Entrepreneurs, Commercial Property Owners**

**Community Leaders, Partnerships and Volunteers**

Data and narrative are used to create a market position for downtown Berryville; this knowledge is used to create a design of the market place that is both vision and market driven.

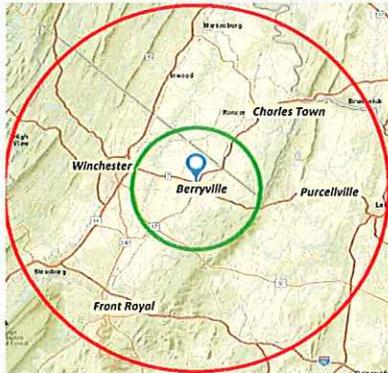
### 4. Highlights from the Market Assessment

1. **Current and Potential Customers**
2. **Tourism**
3. **Collective Market Opportunities**
4. **Best Customers**
5. **Customer Segmentation**
6. **Market Position Statement**
7. **Community Transformation Strategies**
8. **Support**

## Market Assessment Highlight #1: Identifying Current and Potential Customers

*"We can leverage Berryville's central location between Purcellville, Winchester, Charles Town and Front Royal as a perfect place to meet for people coming from these nearby cities and communities."*

*Brandon - Cordial Coffee Company*



**Inner Band:** Communities closest to Downtown Berryville - up to 8 miles away comprise Clarke County. Residents from Berryville, Boyce, Millwood and White Post are mostly likely to use governmental and professional services in downtown Berryville, including personal care, wellness, automotive and household services. These customers also regularly frequent local restaurants and some retail.

**Outer Band:** People living up to 24 miles from Berryville may visit Berryville for business, personal services or retail. They are also likely to visit the area for entertainment and events or to eat at local restaurants while in town.

- Round Hill, Bluemont, **Purcellville**
- **Front Royal**, Middleburg, Upperville
- Stephenson, **Winchester**, Stephens City
- **Charles Town**, Harpers Ferry, Shepherdstown

## Market Assessment Highlight #2: Identifying Opportunities for Tourism

*"In the past five years tourism has seen big changes. Large numbers of travelers have lost interest in cookie cutter restaurants, lodging and attractions. Instead, they want local food, local attractions and connection to the lifestyles of local people."*

*Joanne Steele, Nebraska Center for Rural Affairs*



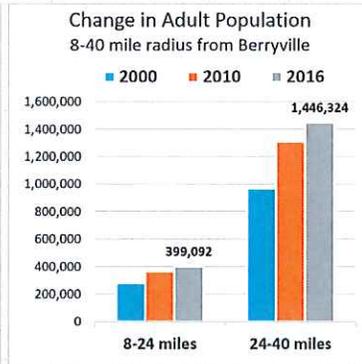
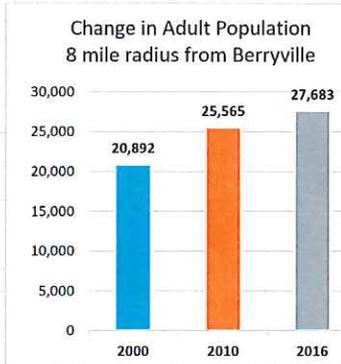
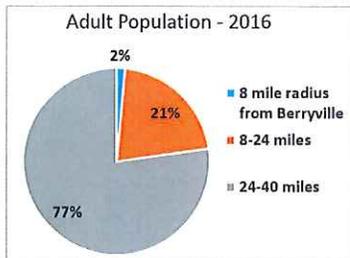
The shaded area represents travelers from points east that are over 50 miles away. Visitors from these areas are most likely to come to Berryville for day-trips with a particular focus in mind.

Activities that appeal to destination travelers include entertainment, events, shopping, historical features and attractions, outdoor recreation in the Appalachians or the Shenandoah Valley, scenic drives on northern Virginia's backroads, and enjoyment of locally grown food and other unique experiences.

- Loudoun, Fairfax, and Prince William counties include the large urban centers of Leesburg, Fairfax, and Manassas
- Dulles includes the airport and destination travelers
- Metro DC, Alexandria and Montgomery County, Maryland (Germantown, Gaithersburg, Rockville and Bethesda) include the largest urban populations but are also the furthest away

## Market Assessment Highlight #3: Analysis of Collective Market Opportunities

Demographic, market segmentation and economic data provided by the VMS consultant will be used to build knowledge of current and prospective customers. Having an understanding of the collective base is necessary to **create a vision** for the market place that is market-driven.



## Market Assessment Highlight #4: Identifying The Best Customers



**GenXUrban**  
8 Mile Radius- 26%  
8-24 Miles - 10%

Middle-aged; live and work within the same county, so have short commutes; well-informed readers and news junkies; enjoy games, hobbies & crafts, museums, rock concerts; walk for wellness



**Cozy Country Living**  
8 Mile Radius- 25%  
8-24 Miles - 12%

Empty nesters in bucolic settings; have pets; own multiple vehicles and likely to also have a truck, motorcycle, ATV/UTV; buy American; eat at home; own a wide variety home and garden tools and equipment



**Affluent Estates**  
8 Mile Radius- 17%  
8-24 Mile Radius- 20%  
24-40 Miles - 41%

Established wealth; are educated, well-traveled married couples owning homes with children in school; Expect quality, invest in time-saving services



**Family Landscapes**  
8 Mile Radius- 9%  
8-24 Mile Radius- 27%

Dual-income families in newer suburban or semi-rural communities; DIY-ers; dogs, new cars, tech-friendly; eat out; enjoy sports, trips to the zoo and theme parks



## Market Assessment Highlight #5 Customer Segmentation Using ESRI Tapestry Data

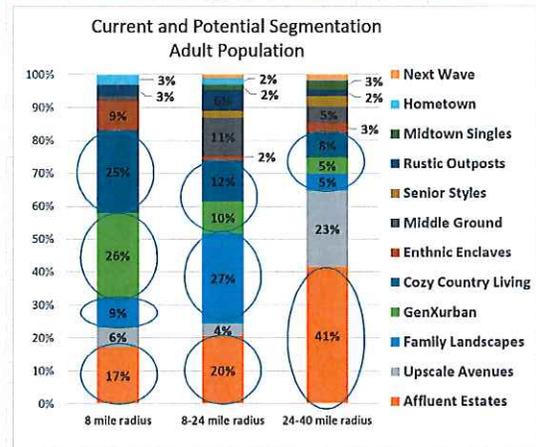
ESRI describes their Tapestry Segmentation data set as "...an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition," which are further classified into various life style groups.

This chart compares the percentage of adults in each main Tapestry segment for each area within the customer base.

The largest segments in Berryville's customer base have characteristics that make them likely to visit, shop or attend events in downtown Berryville.

In total, these four segments represent:

- 77% of the adult population within an 8 mile radius
- 69% of adults within 8-24 miles
- 58% within 24-40 miles



## Market Assessment Highlight #6: Market Position Statement



Berryville's small-town ambiance attracts individuals who embrace a healthy lifestyle and seek a more relaxed and personal experience, especially compared with the urban areas surrounding DC. Events and activities on Main Street that give people the opportunity to mix and mingle through music, art, shows and bazaars have proven to be popular draws for all ages.

Main Street's current retail mix is focused on attracting women between the ages of 35 to 55 years old. Expanding the complement of businesses offering locally grown and hand made goods should continue to be pursued. Stores offering home décor, practical, artistic goods and consumables will help to promote Main Street as a market place for unique, high-quality goods and services for the home.

Berryville may also be promoted as a travel destination for independent and local venues and farm-to-table connections. Tourism may focus on bringing visitors for entertainment at the Barns of Rose Hill, the Clarke County Farmer's Market and events at the County Fairgrounds. Additional opportunities include events at local wineries and a year-round market offering farm-to-table and consumable products.

## Market Assessment Highlight #6: Community Transformation

The goal of Community Transformation is to bring positive change for future development. These are broad areas with individual components for improvement that include the physical **design**, **organizational development**, **customer marketing and promotions**. The following transformation strategies for Berryville have been identified by the VMS consultant:



1) Develop Berryville as a **one-stop shopping experience** for residents of Clark County and nearby communities, up to 24 miles away. Advocate development of the downtown core to allow people to shop at a *critical mass* of complementary businesses, to use local services, and to meet friends and family at area restaurants and cafes while only *parking once*.

2) Build a **'retreat' brand** to attract visitors from areas between 24-40 miles away. Leverage Berryville's **historical and cultural assets**, along with our complement of **small and independent business**. Consider focusing on people seeking healthy travel experiences. Visitor's interests may include art and music, architecture, collectibles, history, organic and local food and wine, and outdoor experiences.

## Transformation Strategy #1 Strengthen Berryville's Convenience-Driven Economy



### Design

- Create **business "clusters"** (in close proximity) so that shopping is convenient
- Develop a **parking management plan that reinforces the need to park only once**
  - Concentrate vehicle parking at the entrance to a walkable district
  - Provide short-term parking near convenience businesses.
  - Address improvements for smoother, more efficient traffic and pedestrian circulation

### Organize

- **Work with downtown merchants** to facilitate a greater understanding of **common goals and needs for the market place**
- Help merchants to **refine their market position** to stay in touch with their local customers
- **Offer products customers want, at the hours they want to shop**

### Promote

- Create special events that **foster community**.
- Create cooperative marketing campaigns and **promote Shop Local / Shop Small Business**
- Solicit feedback from customers regarding product and service quality

## Transformation Strategy #2 Strengthen Berryville's Visitor-Driven Economy

	Design	Organize	Promote
	<ul style="list-style-type: none"> <li>• Improvements that are conducive to leisurely shopping, such as sidewalk benches (locally made), calm colors</li> <li>• Beautification, using attractive plantings along pedestrian walkways; <b>shade trees</b>, water features</li> <li>• Improvements for the pedestrian               <ul style="list-style-type: none"> <li>• <b>An art or sculpture walkway from the Barns to Main Street through the Park</b></li> <li>• <b>Connections between historic Church Street and the Courthouse Complex</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Cultivate relationships with local businesses and attractions supporting the 'retreat' brand</li> <li>• Continue partnering with the Tourism Advisory Committee</li> <li>• Advocate for a Boutique Hotel to locate downtown; Offer hospitality or concierge services for travelers</li> </ul>	<ul style="list-style-type: none"> <li>• Use the positive synergy between convenience and retreat in promotional messaging</li> <li>• Develop cultural tourism, focusing on the stories and history of local communities</li> <li>• <b>Look for ways to tie cultural or historical tourism with shopping and services</b></li> </ul>

## Market Assessment Highlight #8: Support for Community Transformation

Support for the Transformation Strategies are focused on identifying and resolving issues that impact Main Street businesses.

- 1) Participation in quarterly meetings that include **community leaders, commercial property owners and entrepreneurs** to work toward a shared vision for future development; Include a pathway for the community to have a **voice** in shaping this vision.
- 2) Stimulate **strategic investment** in the historic core, using market data to identify prospective customers and attractive markets; Explore use of the old commercial area for locally produced food and beverages.
- 3) Set up the environment that is **conducive for business clustering**:
  - Determine the **market rate for commercial spaces** in downtown Berryville; maintain rents that are market driven.
  - Bridge market place **barriers and interruptions**; improve the shopping and strolling flow
- 4) Create a climate in which **new anchor businesses** may be established; adaptive reuse of the Coiner Building or citing of a boutique hotel near the Barns with public dining options.

## 5. Goals of the Economic Vitality Committee

### Build Economic Development Capabilities and Relationships



- Strengthen BMS Capabilities to Facilitate Guidance for Downtown Development
- Apply Knowledge of the Market Place to Increase Investor Confidence
- Actively Work with the Town of Berryville, Clarke County and Merchants to Improve Commerce in the Downtown Area

### Provide Guidance for a Successful Market Place



- Identify Ways to Positively Influence the Customer Experience
- Define the Best Customers for Goods & Services and Identify Opportunities for the Market Place
- Shape and Facilitate Community Transformation Strategies

## 5. Economic Vitality 2016 Task Plan

April - June

July - Sept

★ Oct

Nov - Dec

### Task 1: Scope

- VMS **Award** for Market Assessment
- Engage Members for the BMS Economic Vitality Committee
- **VMS-BMS Charrette\***
- Development of a Draft Market Position Narrative and Review of Preliminary Data

*A charrette are meetings in which stakeholders in a project attempt to resolve conflicts and map solutions.*

### Task 2: **Assess**

- Inventory of Built and Cultural History **Assets** and Downtown **Entrepreneurs**
- Clearly Identify the Customer Base and Provide Market Data
- Refine the **Market Position Statement**
- **Conceptualize Community Transformation**

### Task 3: Analyze

- Data - Deep Dive
  - *Household Income and Home Values*
  - *Populations by Age, Race and Educational Attainment*
  - *Economic Activity (NAICS) by Location*
  - *Consumer Segments and Spending*
- **Apply Data to Supporting Narrative**

### Task 4: Strategize

- Recommendations for Transformation Strategies
- **Scope of work for Community Transformation Strategies**
  - *Action Plan, Timeline and Resources*



**Now its your turn...we'll take  
your questions & comments**

*You may also send your comments to:*

Berryville Main Street  
Economic Vitality Committee  
23 E. Main Street  
Berryville, VA 22611

*[manager@berryvillemainstreet.org](mailto:manager@berryvillemainstreet.org)*

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**Town Council**

Town Council held a meeting on November 8, 2016. They set a public hearing for modifications to the BC Business Commercial Zoning District in order to allow for strip mall development of up to 10,000 square feet of retail space. They also set a public hearing for proffer amendments in order to develop 120 multifamily affordable senior housing units. Their next regular meeting is on Tuesday, December 13, 2016 at 7:30pm.

**Berryville Area Development Authority**

The BADA held a meeting on Wednesday, October 19, 2016. They set a public hearing for the following request:

**Berryville AL, LLC, Owner (Jon Erickson, MRA, Inc., Agent) is requesting Site Plan approval in order to construct a 73-bed assisted care facility as a use permitted under Section 611.2(o) of the Berryville Zoning Ordinance located on Tax Map Parcel numbers 14A714-1, 14A714-1A, 14A714-1B zoned B Business and DR-4 Detached Residential. SP 01-16**

The public hearing will be held at their next meeting scheduled for Wednesday, November 30, 2016 at 7:00pm.

**Architectural Review Board**

The Architectural Review Board held a meeting on Wednesday, November 2, 2016 to review the following:

**Architectural Review**

**Glenn McIntyre, Owner, is requesting a Certificate of Appropriateness in order to repair and renovate an accessory structure at the property located at 114 East Main Street, identified as Tax Map Parcel number 14A2-((A))-79, zoned C General Commercial. *Approved as presented.***

**Sign Review**

**Sign Doctor Sales and Service, Inc., Applicant, is requesting a Certificate of Appropriateness in order to replace an existing freestanding sign for the Dollar General Store located at 20 South Church Street, identified as Tax Map Parcel number 14A5-((A))-74A, zoned C General Commercial. *Approved as presented.***

**Sign Review**

**Lynn Erisman, Applicant, is requesting a Certificate of Appropriateness in order to install a projecting sign at her business, McLean Mortgage Corporation, located at 20B East Main Street, identified as Tax Map Parcel number 14A2-((A))-72, zoned C General Commercial. *Approved as presented.***

Their next meeting is scheduled for Wednesday, November 30, 2016 at 12:30pm.

**Board of Zoning Appeals**

The Board of Zoning Appeals has not held a meeting since the last Planning Commission meeting.