Town of Berryville
Berryville-Clarke County
Government Center
101 Chalmers Court Suite A
Berryville, VA 22611

[T] 540/955-1099
[F] 540/955-4524
[E] info@berryvilleva.gov

www.berryvilleva.gov

BERRYVILLE PLANNING COMMISSION
Comprehensive Plan Committee
Berryville/Clarke County Government Center – 101 Chalmers Court
AB Meeting Room
Monday, June 5 – 10:30am

AGENDA

1. **Call to Order** – William Steinmetz, Chair
2. **Review – Chapter 8 Downtown Revitalization**
3. **Discussion – Chapter 9 Future Land Uses**
4. **Other**
5. **Adjourn**

Patricia Dickinson
Mayor

Harry Lee Arnold, Jr.
Recorder

Council Members

Donna Marie McDonald
Ward 1

Allen Kitselman, III
Ward 2

Erecka L. Gibson
Ward 3

David L. Tollett
Ward 4

Keith R. Dalton
Town Manager

BERRYVILLE PLANNING COMMISSION
Comprehensive Plan Committee
Chapter 8 Downtown Revitalization Review
June 5, 2017

Changes from the last meeting are included in the updated draft of Chapter 8. Staff is requesting a review of the document and additional changes as applicable.

2016 Town of Berryville Comprehensive Plan
DRAFT

Chapter 8 | DOWNTOWN REVITALIZATION

The Town of Berryville has historically been, and continues to be, the center of activity in Clarke County. Maintaining the viability of the downtown business district has long been a goal in Comprehensive Plan updates over the years. The downtown area serves as the heart of commerce and government for the entire County. Factors including population size, economics, and transportation have helped to boost commercial activity in neighboring locales including Winchester and Frederick County. Both Berryville and Clarke County wish to avoid sprawling development patterns, and are determined to focus new development in and around existing communities. For such a strategy to be successful, it is imperative that downtown Berryville continue as the focal point for the community.

GOVERNMENT EFFORTS

Berryville-Clarke County Government Center

The Town of Berryville and County of Clarke determined that co-locating in the downtown area would be a priority to allow for government offices to remain downtown and to allow residents and visitors easy access to bill payment, zoning departments, and other government-related activity. In addition to government offices, the Clarke County branch of the Handley Library system also located in the building. In 2008, the Town offices moved in followed the next year by Clarke County and the Library. The development of this site offers parking for the offices, library, Barns of Rose Hill, and general public parking and allows for easy access to downtown businesses.

Market Study for Proposed Hotel

In 2013, the Town applied for a USDA Rural Business Enterprise Grant in order to conduct a market study for locating a hotel in the Town. In December 2013, the document was presented to the Town identifying that a 45-50 room hotel in one of several locations identified by the consultant would have a positive effect on the Town and County and not only support existing businesses but attract new businesses, creating additional jobs and adding to the tourism base in the community. A downtown location would benefit downtown efforts and events at the Barns of Rose Hill. This is an important effort which should continue to be an economic development priority.

Tourism Zone Initiatives

In 2016, Town Council approved Town Code Section 16-9 implementing Tourism Zones in three locations in the Town. The Downtown Business Tourism Zone was established along with the Entrance Corridor Tourism Zone and the Community Business Tourism Zone. Offering economic incentives for eligible tourism-related land uses, these opportunities are based on job creation and capital investment and allow for tax and Town permit reductions and the option to pay availability fees over as many as ten years.

Appalachian Trail Community Certification

Adding to the tourism effort by both the Town and County, the communities were awarded Appalachian Trail Community Certification in 2013 which allows for additional marketing opportunities which bring people into Berryville, events supported by the AT, and assistance with grants and volunteer training.

Community Improvements Committee

The Town Council Community Improvements Committee identifies efforts in the Town which benefit the community. Efforts discussed by the Committee including an assessment of downtown buildings for handicapped accessibility; develop a parking study; and promote hotel development. The Community Improvements Committee also championed the effort to install crosswalks at the two Main Street locations at Church Street and Buckmarsh Street and to assess sidewalks in the downtown area.

TOURISM

The Town and County have identified tourism as a strong economic development opportunity. Working on a regional basis with the Northern Shenandoah Valley Regional Commission, grants have been obtained to identify community and recreational assets. Downtown Berryville is certainly an important destination as an authentic downtown offering the visitor a variety of shopping and dining opportunities.

BERRYVILLE MAIN STREET

Berryville Main Street, formerly known as Downtown Berryville, Incorporated (DBI), was founded in 1987 to lead revitalization efforts in downtown Berryville. In 1992, Berryville was designated a Virginia Main Street community **and in March of 2017 held an anniversary gala that included past volunteers and staff, Virginia Main Street representatives, and a number of residents and business owners**. Since this time, DBI has been leading revitalization efforts in

the historic downtown area. According to Virginia Main Street statistics, nearly 200 building improvements, ~~with $8 million~~ in private funding and ~~$337,000~~ in public funding, have been invested in downtown Berryville. Over the past five years, for every dollar contributed to Berryville Main Street's funding, $9.85 of public and private investment has been made to improve the downtown area. In 2006, Berryville Main Street will ~~receive~~ the ~~$10~~ million dollar award for assisting with the efforts of private investment in the downtown area.

Berryville continues to be one of the smallest communit~~y~~ies in the Virginia Main Street program. Being designated as a Virginia Main Street community has many benefits including: professional staff support available to the community; periodic organizational assessments; and design assistance for downtown structures and facades.

In 2016, Barman Development Strategies, through the National Main Street Center and Virginia Main Street, completed a Downtown Development Planning Service. The service provided an integrated economic development scope of work recommendations across the areas of design, organization, promotion, and economic vitality. The study also provided insight and expert opinion into the district's market and created a draft market position statement.

~~In the summer of 2004, Virginia Main Street staff conducted an organizational assessment of the Berryville Main Street organization. Some important outcomes of this assessment include the following:~~

- ~~With the increase in new residents, Berryville Main Street must expand community outreach beyond its existing core of volunteers to engage all residents and business owners;~~
- Berryville Main Street should develop work plans for the respective organizational committees, including Design, Promotion, Economic Restructuring, Organization, and Main Street Craft Market committees;
- Work closely with elected officials in showcasing downtown Berryville; and
- Under the Economic Restructuring Committee, initiate an analysis of the local market area while focusing on downtown business retention and recruitment.

Sustaining a strong downtown management organization is more important in Berryville than in many other communities because of increasing development forces stemming from growth at the edge of the Washington, D.C. Metropolitan Statistical Area (MSA). Maintaining a strong downtown historic core has been an effort made by local elected Town and County officials for

many years. Much of the zoning, particularly identifying the main retail area, is based on maintaining the strength of the downtown. Berryville Main Street's continued efforts, through committed volunteers, board members and staff, is imperative to downtown Berryville's success.

DOWNTOWN EVENTS

Berryville Main Street has championed a number of events in downtown Berryville. The Berryville Yard Sales, held twice a year in the spring and fall, draw a large crowd to downtown Berryville who both sell items and purchase items from vendors. The first Cruise-In was held in August of 2016 and, due to its success, has become an annual event. The Parking Meter Decorating contest takes place when free parking is offered by the Town during the holidays. This event also has a large draw from the region and press coverage has consistently been a benefit to business owners in the downtown area.

The Music in the Park program began in 1995 and has grown from once a month to every Friday evening from May through October. Berryville Main Street secured a grant from the Marion Park Lewis Foundation (MPLF) in 2004 for sound equipment for the "Roots of American Music" program. The program has been designed to educate children within the school system and to the community at these Friday evening concerts. A second MPLF grant was awarded in 2005 for payment of musicians. Held in the Rose Hill Park gazebo, these events are well attended by residents and visitors to the Town.

The Clarke County Farmers' Market **was established in 1995 and is held weekly from May through October** ~~completed its eleventh season in October of 2005~~. This continues to be a popular destination for residents of the town and county. ~~The Main Street Craft Market began in 2002 as a venue for local artists to sell their wares. Held on the second Saturday of the month from May through October in conjunction with the Farmers' Market, this event has grown to approximately 20 vendors per month and offers live music at each market.~~

~~Two new events held in Rose Hill Park were sponsored by Berryville Main Street in 2005. Dog Days was an event held in July which featured a costume dog parade, a pet/owner look-alike contest, a Jack Russell Terrier race and stupid pet tricks. A Halloween costume parade was held in October, featuring activities including face painting, bobbing for apples and a fortune teller. Both events were very well attended and brought many residents downtown.~~

~~In 2005, the Barns of Rose Hill became an independent 501(c)3. The Berryville Barns Festival, which began in 2001, continues to grow and has become one of the Town's most well-attended events. The festivities begin on a Friday evening with a Barnyard Cow parade in which residents of the County create cow-related sculpture which is auctioned off during the Festival. The proceeds from these sales benefit the Barn's project.~~

Seasonal events are also held in downtown Berryville. A homecoming parade is held in the fall by Clarke County High School students. The Chamber of Commerce sponsors a tree lighting and Christmas Parade the first weekend of December. A New Year's party for local teens has been held for the past several years, offering refreshments and music by local bands.

BARNS OF ROSE HILL

~~The Barns of Rose Hill is an effort to restore two dairy barns that were donated to the Town of Berryville in the 1960's. While several attempts to adaptively reuse these barns have occurred, the latest efforts have been successful in developing specific plans for the Barns and fund-raising efforts. The plan for these Barns is for a community center in which events and meetings to be held in this venue. This project was managed under the direction of Berryville Main Street until 2005 when it became an independent organization.~~ **The Barns of Rose Hill is a non-profit performing and visual arts center that opened in 2009.** In late 2005, Rep. Frank Wolf (R-10th) announced that $250,000 was included in an appropriations bill to help with the Barns of Rose Hill restoration effort **which included a certified Visitors Center. The Barns offers a number of events including concerts, movies, and classes; exhibits; and venue rental. Adjacent parking at the Government Center allows for shared parking facilities. The Barns also offer a venue for private events and meetings.**

ARCHITECTURAL REVIEW BOARD

In 1993, adoption of a local historic district downtown and along main entry corridors has helped ensure the compatibility of new development while maintaining the existing architectural styles and tasteful signage designs. The Architectural Review Board, a five-person body, oversees design applications within this historic district. The Board reviews applications for signage, architectural modifications, fences, demolition and other requests for properties within the historic district. Since 2002, they have held regularly scheduled monthly meetings to review requests in the historic district.

The Historic District Register surveys were completed in 1987 therefore only buildings that were built on or before 1937 (50 years old) are considered contributing and therefore eligible for rehabilitation tax credits. An update of the survey should occur in order to obtain updated documentation of the historic resources in the Town. The boundaries of the local district and the period of significance should be examined and expansion of the boundaries be considered. The creation of design guidelines should also be considered.

DOWNTOWN REVITALIZATION

In 1990, the Cox Company based in Charlottesville wrote a Downtown Revitalization Plan for the Town of Berryville. While not all of the more detailed suggestions found in the Revitalization Plan are likely to be carried out, the document accurately reflects the general goals of the Town of Berryville as they relate to the downtown commercial area. Many of the issues addressed in the Revitalization Plan - including historic character, tourism, traffic, and the overall business climate - parallel numerous goals and objectives found in this Comprehensive Plan as well as projects currently being reviewed by Town officials and staff. ~~As mentioned in Chapter 5 Economy, the Clarke County Tourism Alliance was formed in 2004. The group will promote local businesses and products through the development of a web site and participation in tourism projects on a state and local level. Town elected officials and staff, with the assistance of representatives from the Virginia Department of Transportation, are considering the elimination of tractor trailer traffic in the downtown, as well as making Berryville a "quiet zone" for future railroad traffic on Josephine Street and East Main Street. The location of community amenities is important to the continued efforts to maintain Berryville's downtown area. The location of a new Town Office should remain in downtown Berryville, along with County government offices and courthouses. The local library, a part of the Handley Library system, has expressed a strong interest in co-locating in the proposed building. Locating this facility downtown will not only retain existing jobs, but will provide new jobs, increase the number of downtown parking spaces and enable residents and visitors to walk to services within the downtown area.~~

~~In 2001, town and county staff modified parking requirements within the respective zoning ordinances. Staff documented a total of 269 public parking, loading or handicapped spaces in the downtown area. The John Rixey Moore Municipal lot, located on South Church Street at Crow Street, offers 41 off-street public spaces with no time limit. Many downtown businesses have private parking for their clients and employees. The Berryville Planning Commission may waive parking requirements in the C General Commercial zoning district.~~

Downtown revitalization must be carried out by a unified coalition of property owners, business owners, and government officials. Building owners must be held responsible for maintenance of their respective buildings. Given the nature of private development, improvement projects will likely occur over a long period of time; however, the long-term goals expressed in the Revitalization Plan, and by the Virginia Main Street program, should be taken into consideration. Careful development will allow the downtown commercial area to thrive, expanding employment, shopping, services, dining, and tourism opportunities, without losing the small-town character that helps make Berryville a unique and attractive place.

SOURCES

Berryville Main Street

1999 and 2004 Comprehensive Plan Updates

BERRYVILLE PLANNING COMMISSION
Comprehensive Plan Committee
Chapter 9 Future Land Use Discussion
June 5, 2017

Staff is requesting review and discussion of Chapter 9 Future Land Use. The Future Land Use Map and Figure 2 Certificates of Occupancy by Subdivision are included. The latter has been modified to reflect current information. No changes have been made to the narrative in this chapter.

2017 Town of Berryville Comprehensive Plan
DRAFT

Chapter 9 | FUTURE LAND USE

The preceding chapters have discussed and analyzed current conditions in the Town, and where appropriate, made recommendations regarding future facilities, projects, and uses of land. From this information, future land uses are decided upon and goals and objectives are formed. This chapter offers a brief discussion of likely future land use patterns within the Town. These future patterns are based upon a number of factors, including:

The desires of citizens regarding the character of their Town in the future;
Past and present land use trends;
Anticipated influence of growth factors from outside the Town and County;
Future capacity and limitations of our physical environment;
Future capacity of public facilities (particularly water and sewer treatment) and the availability of public funds; and
Sound principles of planning and development.

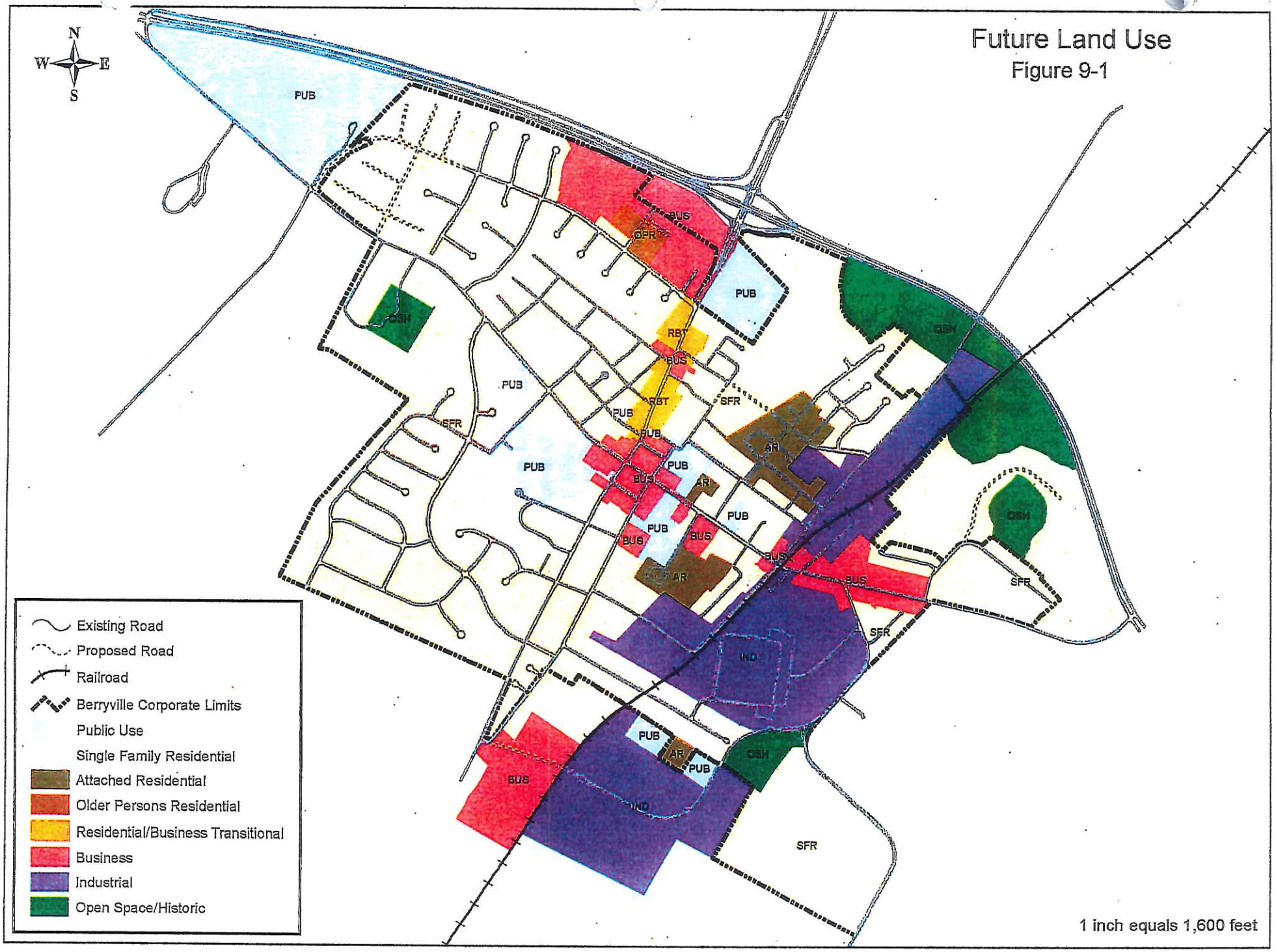
The majority of new development in the Berryville area has been planned to occur in Annexation Area B, an 880-acre region. By 2005, much of this area has been annexed into the Berryville Town Limits. This area was the focus of an annexation agreement between Berryville and Clarke County, and is the subject of the Berryville Area Plan. The Berryville Area Plan was developed and approved jointly by the Town and the County, in keeping with the wishes of both localities that most future growth in Clarke County should occur in and around Berryville.

Within Annexation Area B, the Berryville Area Plan estimates that as many as 1,024 new dwelling units could be constructed. This would roughly double the number of homes in Berryville. The plan also provides for approximately 48 acres of new business, commercial, and office uses in Annexation Area B, and 89 acres for light industrial use. Full development of Annexation Area B will clearly change the size and look of Berryville.

A map indicating anticipated future land uses in Town and throughout the Berryville Area is provided in Figure 9-1. Further information regarding Annexation Area B is found in the Berryville Area Plan, an adjunct document that has been adopted as part of this Comprehensive Plan.

Future Land Use

Figure 9-1



You got to be careful if you don't know where you're going, because you might not get there.

Yogi Bera
Baseball Catcher (1925-)

The Town will have adequate water and sewer capacity for the projected residential growth in Annexation Area B. Other facilities, such as schools, parks, and streets, have been planned with these figures in mind. As stated in Chapter 1, the Town should encourage a wide range of housing options, at varying price levels. Care must be taken to ensure that new residential development is compatible with the environment (particularly in terms of stormwater runoff), and compatible with the character of existing sections of Town. New residential areas should be integrated into the Town, and not seen as separate "suburban" developments.

Figure 9.2: Developable Lots by Subdivision - 2004

Subdivision	Number of Lots	Number of Certificates of Occupancy
Annexation Area B		
Battlefield Estates *	290	~~187~~ 191
Hermitage **	290	~~190~~ 218
Darbybrook	85	~~0~~ 85
Southgate	26	~~0~~ 23
Berryville Glen	71	~~0~~ 71
Shenandoah Crossing	75	0
Within Town Limits Prior to Annexation Area B		
Fellowship Square	63	0
TOTAL	900	347

SOURCES: Berryville Area Plan
Berryville Office of Planning and Zoning

* 93 lots retired with CCHS development
6 developable lots remaining

** 71 lots remaining in phase V

INSERT FIGURE 9.1 Future Land Use Map

The remainder of this chapter will focus on brief descriptions of future land uses within current Town limits and annexation areas. The three major land use categories - residential, commercial, and industrial - are covered in this discussion. This Plan projects a Town population of roughly 3,900 by the year 2005, and 4,400 by the year 2010. Growth should follow existing patterns of development, patterns compatible with the small-town nature of Berryville. Change will likely occur as the result of rehabilitation or redevelopment of existing structures, as well as through development of vacant properties.

RESIDENTIAL

In addition to preserving and protecting the existing, stable neighborhoods that make Berryville an attractive place to live, the Comprehensive Plan anticipates significant new neighborhoods in Town, augmenting present housing options. Between 1999 and 2004, approximately 350 houses have been constructed in the Battlefield Estates and Hermitage subdivisions.

Figure 9.2 indicates the number of proposed lots per subdivision according to existing land use designations. For the parcels in Annexation Area B, these figures are from the Berryville Area Plan. The numbers take into account the net developable acres of each parcel unless otherwise indicated.

INSERT FIGURE 9.2 Developable Lots by Subdivision

the Town will have adequate water and sewer capacity for this projected residential growth. Other facilities, such as schools, parks, and streets, have been planned with these figures in mind. As stated in Chapter One, the Town should encourage a wide range of housing options, at varying price levels. Care must be taken to ensure that new residential development is compatible with the environment (particularly in terms of storm water runoff), and compatible with the character of existing sections of Town. New residential areas should be integrated into the Town, and not seen as separate "suburban" developments.

AFFORDABLE HOUSING

Affordable housing is a growing concern of many communities within commuting distance of Northern Virginia and Washington, D.C. As development occurs, many people currently living in the metropolitan area will choose to relocate to Berryville, Clarke County, or adjacent communities because of the quality of life this area has to offer. The recent demand for upscale housing has greatly impacted housing costs in this area.

Affordable housing is defined by the Virginia Department of Housing and Community Development as housing and associated costs that does not exceed 30% of a person or family's annual income. Clarke County has a relatively high Low to Moderate Income (LMI) level, second only to Loudoun and Fauquier counties in this region.

There are approximately 483 units within the Town that offer rental units or ownership opportunities which would be considered affordable housing. Table 3.5 in Chapter 3 Existing Land Use identifies these apartment complexes and areas of Town in which these units are located.

Future development of affordable housing is essential in any balanced community. One area in the Town of Berryville that would be appropriate for this kind of development includes parcels that are currently adjacent to the AR Attached Residential Zoning District. Another existing apartment complex, the Johnson-Williams Apartments on Josephine Street, should also be expanded onto the parcel to the west. Owned by Clarke County, this would be an appropriate location for duplex or townhouse infill of affordable housing.
Transportation networks are crucial to the development of additional multi-family units. Utility availability is also crucial to successfully developing these sections of Town.

Large cities have the benefit specific zoning language addressing Affordable Dwelling Units (ADU's). These ordinances specify a percentage of each proposed subdivision to be constructed. These municipalities rely on Housing Authorities to manage the ADU's. Smaller towns, with limited staff, are not able to oversee requirements, such as qualifying income levels and maintenance of the units. The Town can work with Help With Housing, a local United Way agency, for rehabilitation and maintenance of existing and future affordable housing and with Habitat for Humanity and other similar groups to construct this type of housing.

COMMERCIAL, OFFICE, AND GOVERNMENT

As has been stated throughout the Comprehensive Plan, and in the Downtown Revitalization Plan, Berryville intends to direct its resources towards maintaining and enhancing the downtown commercial area. Given current under-use of commercial and office spaces, the downtown business area can be revitalized and strengthened without major expansion of the district's boundaries. Redevelopment and wiser use of existing properties offers the possibility of significant expansion; this alternative should be pursued prior to the rezoning of non-commercial areas.

A strong downtown business climate should be encouraged. Business management and building design efforts, such as the Virginia Main Street program, should be supported. Strict but reasonable sign regulations will help maintain the character of the downtown. Parking availability, traffic flow, and public facilities should be reviewed regularly, so that a convenient, safe, and pleasant environment is maintained downtown.

Approximately 5 acres of vacant, commercially zoned land are currently available. Most is located on the south side of East Main Street, off of Chalmers Court. The remainder is on North Buckmarsh Street, adjacent to the Food Lion property.

A section of East Main Street east of the Norfolk & Southern Railroad tracks is currently zoned commercial, but has a nearly even mix of commercial and residential uses. This area can provide more commercial space for offices and businesses as needed, through the conversion of residences. Several businesses have either constructed buildings or plan to do so in the coming year.

Requests to rezone additional land in Town for commercial uses should be considered judiciously, balancing the need for business expansion with the wisdom of maintaining a compact business district. The Berryville Area Plan designates land on the west side of North Buckmarsh Street for business uses such as professional offices.

Government offices are a major employer in Town, and government employees contribute significantly to the economy through purchases downtown. It is important that Town and County offices remain centrally located, providing the destination point and center for public activities that they historically have. The U.S. Post Office is another downtown anchor that should be encouraged to remain in the central business district.

INDUSTRIAL

It is anticipated that future industrial uses will cover approximately the same area of Town as currently exists. Little land is available for new industrial uses. Major industries Berryville Graphics (approximately 25 acres available) and American Woodmark (4 acres) have some room for plant expansion on their properties. Less than 5 vacant acres in small parcels near the N&S railroad tracks are zoned for light industry and additional industrial zoning is not planned. The Clarke County Business Park is nearly at build-out. The Smalley Packaging Company site should be reviewed carefully should the owners wish to request any rezoning in the future. Appropriate new industry should be welcomed when sited and developed properly to avoid conflicts with residential areas.

SUMMARY

When considering all types of development proposals - residential, commercial, or industrial - the Town should take a position promoting balanced growth. New development should not detract from the positive aspects and character of Berryville, and proposals should be reviewed carefully to mitigate any possible negative impacts. Maintaining the authenticity of the downtown core is imperative to keep the sense of community and place alive.