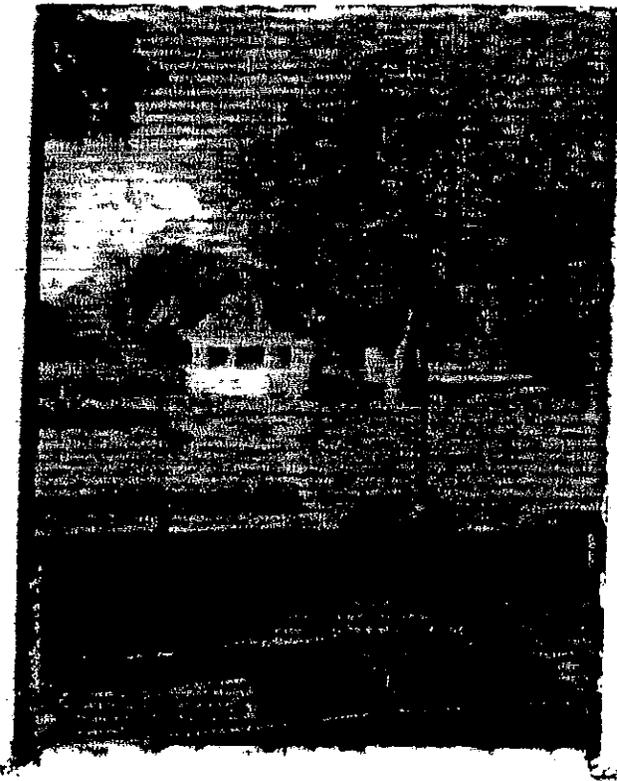


2005

*Town of Berryville
Comprehensive Plan*



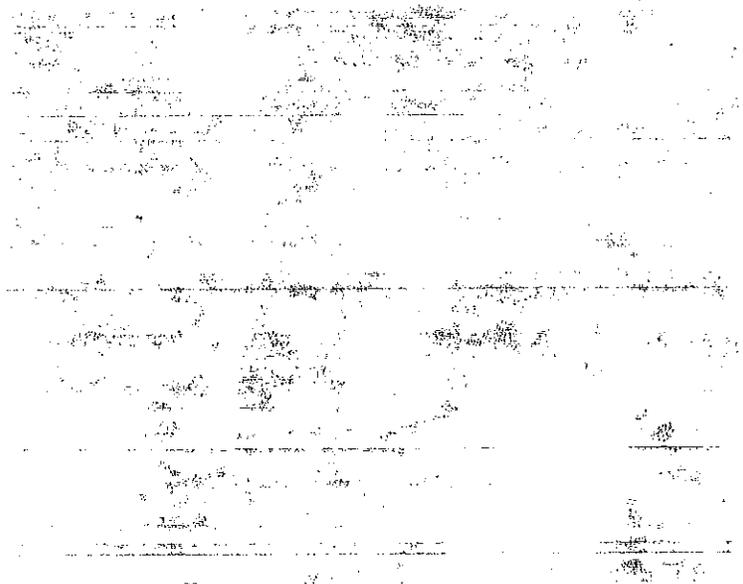
TOWN OF BERRYVILLE, VIRGINIA

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2005 Town of Benyville Comprehensive Plan
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Rose Hill Park, 2004
Photo by Christy Dunkle

2005 Town of Berryville Comprehensive Plan

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2005 Town of Berryville Comprehensive Plan

CHAPTER 1 • INTRODUCTION

This Comprehensive Plan, formally adopted by the Town Council, serves as a general framework and guide for development and use of property within the Town of Berryville, Virginia.

Developed under the supervision of the Berryville Planning Commission, this Plan updates and replaces three previous plans for the Town. The first Berryville Comprehensive Plan was written in 1968 by the now-defunct Division of State Planning and Community Affairs in Richmond. The Town's second plan was completed in 1976, organized by staff of the Lord Fairfax Planning District Commission in Front Royal. In 1993, the third Plan was the first to be written and organized largely by Town staff, with more input from those who best know the Town. The 1999 Plan update was also conducted by Town staff. The 2005 plan had a significant amount of public input opportunities as well as a survey asking residents for their opinions on a number of items.

The Plan contains a great deal of information about past, current, and expected future conditions in Berryville. A wide range of issues - such as population, the economy, community facilities, private land use and transportation - are discussed. However, the key section of the Plan is that which lists goals and objectives for the Town as a whole. That chapter, along with numerous other recommendations made throughout the document, attempts to reflect current thinking about the ideals toward which the Town should be moving as it grows and changes.

To be effective, this Plan must be consulted regularly, especially when evaluating the appropriateness of land use and development proposals. A comprehensive plan does not carry the legal authority to control specific land uses on its own. State law requires that plans are adopted, but they are only intended as general guides. Thus, Town zoning and subdivision ordinances, which do govern specific proposals, must be kept in compliance with the Comprehensive Plan.

.....

The achievement of our past imposes upon us the obligation to do as much for those who come after us.

Mario Cuomo
Former Governor, New York

2005 Town of Berryville Comprehensive Plan

CHAPTER 1 • INTRODUCTION

.....

The Berryville Comprehensive Plan was developed with a future time frame of approximately ten years. This means that the updated Plan is intended to serve the Town from 2004 through 2014. Virginia law requires that plans are reviewed and updated as necessary every five years. The Town of Berryville should review this document at shorter intervals if needed.

Accompanying this Plan are the Berryville Area Plan and Downtown Revitalization Plan. The Berryville Area Plan, adopted by the Town and Clarke County in 1992, serves as a comprehensive plan for development of the "urban growth area" around the Town, known as Annexation Area B. Adoption of the annexation boundaries and the Berryville Area Plan gives the Town a clear course for the direction and manner in which development should occur outside current corporate limits. The Downtown Revitalization Plan, adopted concurrently with the 1993 Comprehensive Plan, and re-adopted with this plan, offers general redevelopment guidelines to improve the central business area of Town.

Berryville is the seat of a beautiful, agriculturally oriented county. The Town is rich in history and maintains a highly valued small town atmosphere. It is, however, located in the growing Washington DC metropolitan area, and is currently facing the challenges posed by growth in the next decade. By focusing on the long-term objectives discussed in this Plan, Berryville can turn these challenges into opportunities for improvement.

This Berryville Comprehensive Plan Update was adopted by the Town Council of Berryville on May 9, 2006.

2005 Town of Berryville Comprehensive Plan
CHAPTER 1 • INTRODUCTION

ACKNOWLEDGEMENTS

Berryville Town Council

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Allan McWilliams, Recorder
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H. Allen Kitzelman, III
E. Barry Nicholson
Lawrence Russell, III

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Special Acknowledgement

Gordon Russell, Matt Piepenberg, Alison Teetor
Clarke County Geographic Information System
Berryville Main Street, *photographs*
Brian Henshaw, *Northern Shenandoah Valley Regional Commission*

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CHAPTER 1 • INTRODUCTION



Main Street Craft Market pumpkin decorating, 2005
Photo courtesy of Berryville Main Street

2005 Town of Berryville Comprehensive Plan

CHAPTER 2 • HISTORY

This chapter briefly traces the early development of Berryville and discusses the Town's setting in the northern Shenandoah Valley of Virginia. Factors important to the growth of the Town are described, and many of the area's historical events and sites are noted.

.....
What is the city but the people.

William Shakespeare

REGIONAL SETTING

Located in north-central Clarke County, Berryville is about 8 miles east of Winchester, 59 miles west of Washington, D.C., and 4 miles south of the West Virginia state line. The growth of the Town has always been greatly influenced by its location between Winchester and the Baltimore/Washington areas. The constant movement of early settlers, freight wagons, and packhorses between the port towns of Alexandria and Baltimore and the frontier towns to the west gave Berryville its earliest growth.

The expansion of Route 7 into a four-lane highway with a bypass and interchange at Berryville, along with four-lane Route 340 between the Town and Jefferson County, West Virginia makes job and shopping opportunities in surrounding localities greatly accessible. This transportation network influences the rate and type of development in the Berryville Area, as well as the economic well being of the Town. Although the importance of Berryville as a regional center has declined with the growth of other areas, the Town still remains the activity center of Clarke County. With continued development and improvements in the transportation system, Berryville has in a practical sense been brought closer to larger urban areas.

HISTORY

A small settlement on the site of present-day Berryville was mentioned in court records as far back as 1775. The Town formed at the crossroads of two early major trails used by pioneers, one going from Winchester to Alexandria and the other going to Baltimore from Waynesboro. Near the intersection of these roads was an inn, which became notorious for its Saturday night brawls. Because of these fights, the settlement was first known as "Battletown."

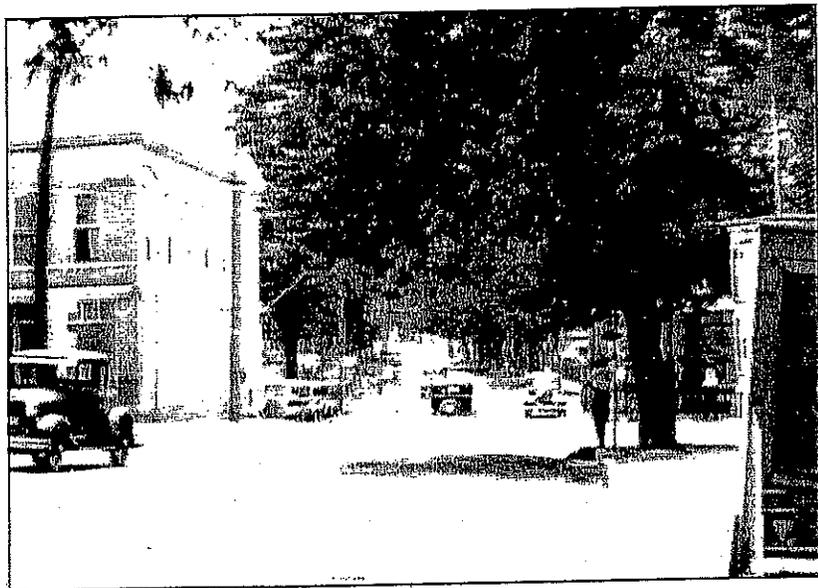
2005 Town of Berryville Comprehensive Plan

CHAPTER 2 • HISTORY

The Town was granted a Charter by the Virginia General Assembly on January 15, 1798, and named for Benjamin Berry, the first operator of the noted inn and the Town's founder. A 20-acre site with 66 quarter-acre lots was platted as the original corporate limits. The 66 lots were laid out on Main Street and two parallel streets; one of these was North Second Street (now Academy Street), the other was the present Crow Street. A few lots were also platted on what is now Church Street. The town extended westward to near the present bend in Main Street. Included in the original plat were two cross streets, Church and Buckmarsh (formerly Main Cross and Upper Cross Streets).

Berryville has been the County Seat since the formation of Clarke County in 1836. In addition to being a commercial and political center, industrial development aided the later growth of Berryville.

Early industries included carriage works, lumber mills, and flour mills. After 1880, with the completion of what is now called the Norfolk and Western Railroad, the Town became an important station in terms of both the amounts of freight handled and the number of passengers served. By the early 20th century, fruit processing and related industries had grown in importance.



View looking south on Church Street at the intersection of Main Street, date unknown

Town of Berryville Archives

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CHAPTER 2 • HISTORY

Both the Revolutionary War era and the Civil War were periods of particular importance to Berryville. Prior to and during the Revolutionary War, George Washington was a frequent visitor to the Town. Washington had a surveying office (no longer standing) at Washington Springs, northeast of Berryville. General Daniel Morgan, a Revolutionary War hero, also lived just north of the corporate limits at Soldier's Rest. In his younger days, Morgan visited Berry's Tavern regularly and became "champion" of Battletown. It was from this region that he recruited the famed Morgan's Virginia Rifles. During the Revolutionary War he became a General and was instrumental in victories at Saratoga and Cowpens.

Berryville and Clarke County witnessed much bloodshed during the Civil War. There were ten battles and skirmishes in Clarke County in the Shenandoah Valley campaigns of Generals Jackson (C.S.A.) and Sheridan (U.S.A.). Three of these battles are of particular note.

The major battle in the County was the Battle of Cool Springs, July 18, 1864. This took place in the northeastern part of the County, on ground now owned by the Holy Cross Monastery. Upon returning to the area after a raid on Washington, D.C., General Jubal Early and his Second Confederate Army Corps were camped at Cool Springs. The pursuing Union forces under General George Crook fought the Confederates on the west bank of the Shenandoah River. After a two and a half-hour battle, the Union forces were pushed back across the river, and Early moved on to Strasburg. The battle left many casualties - 422 Union and over 350 Confederate.

Two other engagements took place within a 1.5-mile area surrounding Berryville. The "Buckmarsh Fight" occurred on August 13, 1864, about one mile north of Berryville where Route 340 crosses Buckmarsh Run. It involved Major John Mosby, "the Gray Ghost of the Confederacy," a leader noted for his surprise attacks. A large Union wagon train was headed from Harpers Ferry to Winchester via Route 340. Early in the morning, while the train stopped at Buckmarsh Run, Mosby attacked. Numerous wagons were seized. After the battle Mosby was promoted to Lieutenant Colonel by General Lee.

.....
*A hundred years after we are gone
and forgotten, those who never heard
of us will be living with the results of
our actions.*

Oliver Wendell Holmes
U.S. Supreme Court Justice

2005 Town of Berryville Comprehensive Plan

CHAPTER 2 • HISTORY

The Battle of Berryville occurred in September 1864. Confederate General Anderson was ordered by General Lee to move from the Shenandoah Valley to Petersburg. The headquarters of Union General Sheridan's forces were at Rosemont, near Berryville. When Anderson passed through the area, the forces engaged in battle. Union troops were pushed back to positions along the Summit Point Turnpike (State Route 611), and Anderson moved on towards Petersburg.

HISTORIC SITES

The Berryville area is rich in sites which are historically, culturally, or architecturally significant. The Virginia Department of Historic Resources has surveyed over 1,000 pre-World War II historic properties in Clarke County, many of which are located in or around Berryville. Downtown Berryville is one of 5 historic districts in the County listed on the State and National Register of Historic Places.

The following is a description of some of the more significant sites within the Berryville area:

- *Bel Voi* (Between Route 7 Bypass and Battletown Drive, east end of Town): Built around 1825, this brick farmstead is one of the finest old homes in the Berryville area.
- *Grace Episcopal Church* (North Church Street, Berryville): Built in 1832 - it is the burial place of Benjamin Berry, also used as headquarters by General Lee on his return from Gettysburg.
- *The Nook* (106 East Main Street): A late 18th Century structure that is reputed to be the oldest house in Berryville.
- *Rosemont* (Route 7, west end of Town): Home of the Byrd family - the mansion was used as a headquarters for Union forces during the Civil War.

2005 Town of Berryville Comprehensive Plan

CHAPTER 2 • HISTORY

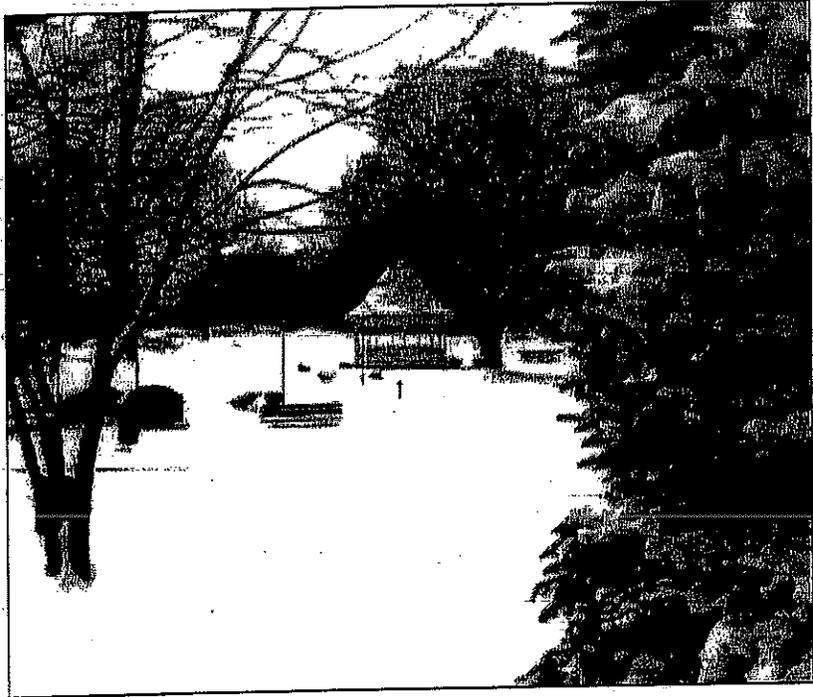
- *Smallwood House* (Woldnook or Dandridge Acres; Route 613 southeast of Town): Farmhouse circa 1850, a brick vernacular home with Greek Revival details. Front gable is unusual for this area.
- *Soldier's Rest* (Route 340, north of Town): Built in 1769, it was one of three homes owned by Daniel Morgan.

According to the Historic Resources survey, many structures in and around Berryville are noted for their age and architectural significance, as well as cultural importance. These include: Audley (the home of George Washington's stepdaughter Nellie Custis); Blakemore; Clarke County Clerk's Office and Jail; Clarke County Court House; Clermont; Crow's Nest; Duncan Methodist Church (now demolished); Elwood (Avenel); Milton Valley; Mount Hebron; Norwood; Presbyterian Church; Smith-Treadwell House (Hawthorne Building); and Woodley.

In 1985, an historic property survey was conducted by the National Preservation Institute at the request of Clarke County and under the direction of the Virginia Department of Historic Resources. The survey listed 314 buildings in Town that contribute to its historic character. In June 1987, the Berryville Historic District was placed on the Virginia Landmarks Register. In July of that year, the district was entered in the National Register of Historic Places. The district consists of properties located on Academy, Blackburn, Buckmarsh, Liberty, Main, Rice, Smith, and Treadwell Streets and on Swan Avenue between Church and Buckmarsh.

A smaller, local historic district, focusing on the downtown commercial area and main entry corridors, was adopted by Town Council in April 1993. The local district aims to ensure that new structures will be compatible with the existing character of the Town, and to provide for review of demolition requests for older structures.

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CHAPTER 2 • HISTORY



Gazebo in Rose Hill Park, 1999
Town of Berryville Archives

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CHAPTER 3 • EXISTING LAND USE

A description and study of the existing land use pattern is a key component of a Comprehensive Plan. The existing land use pattern of an area influences its future development. It is important to know how and why present land uses have developed in order to determine the factors, which have influenced growth in the past, and how these factors may influence the area's future growth. Equally important is an analysis of the type and extent of land uses, and their relationship to one another.

.....
*Everything is connected to
everything else.*

Barry Commoner

ANNEXATION

Over the years, much of the growth had occurred just outside the Town boundaries, mainly to the north and east. Annexations have increased the size of Berryville from 837 acres in 1993 to 1,238 acres in 2004.

The last annexation occurred in 2004, effective January 1, 2005. The Shenandoah Crossing parcel totaled 42.26 acres with no population increase. This parcel is slated for future single-family development.

Figure 3.1 identifies the annexations that have occurred since 1993. Slight population increases occurred through these annexations, however most of the areas brought into Town were undeveloped at the time of annexation.

GENERAL LAND USE PATTERN

Berryville is the center of population, commerce, industry, and government in Clarke County and the land use pattern reflects this intent. This has generally held true over the years (see Chapter 2 Regional Setting and History). Figure 3-2 illustrates the general land use pattern of the town.

The major commercial, service, and government facilities in the Town have developed and expanded near the intersection of Main and Buckmarsh streets (State Business Route 7 and U.S. Route 340). Downtown Berryville contains the Clarke County courthouses, government buildings and several churches in addition to

2005 Town of Berryville Comprehensive Plan
CHAPTER 3 • EXISTING LAND USE

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Observe always that everything is the result of change, and get used to thinking that there is nothing Nature loves so well as to change existing forms and make new ones.

Marcus Aurelius
Emperor of Rome 121-180 AD

Figure 3.1: Annexations - 1993 - 2005

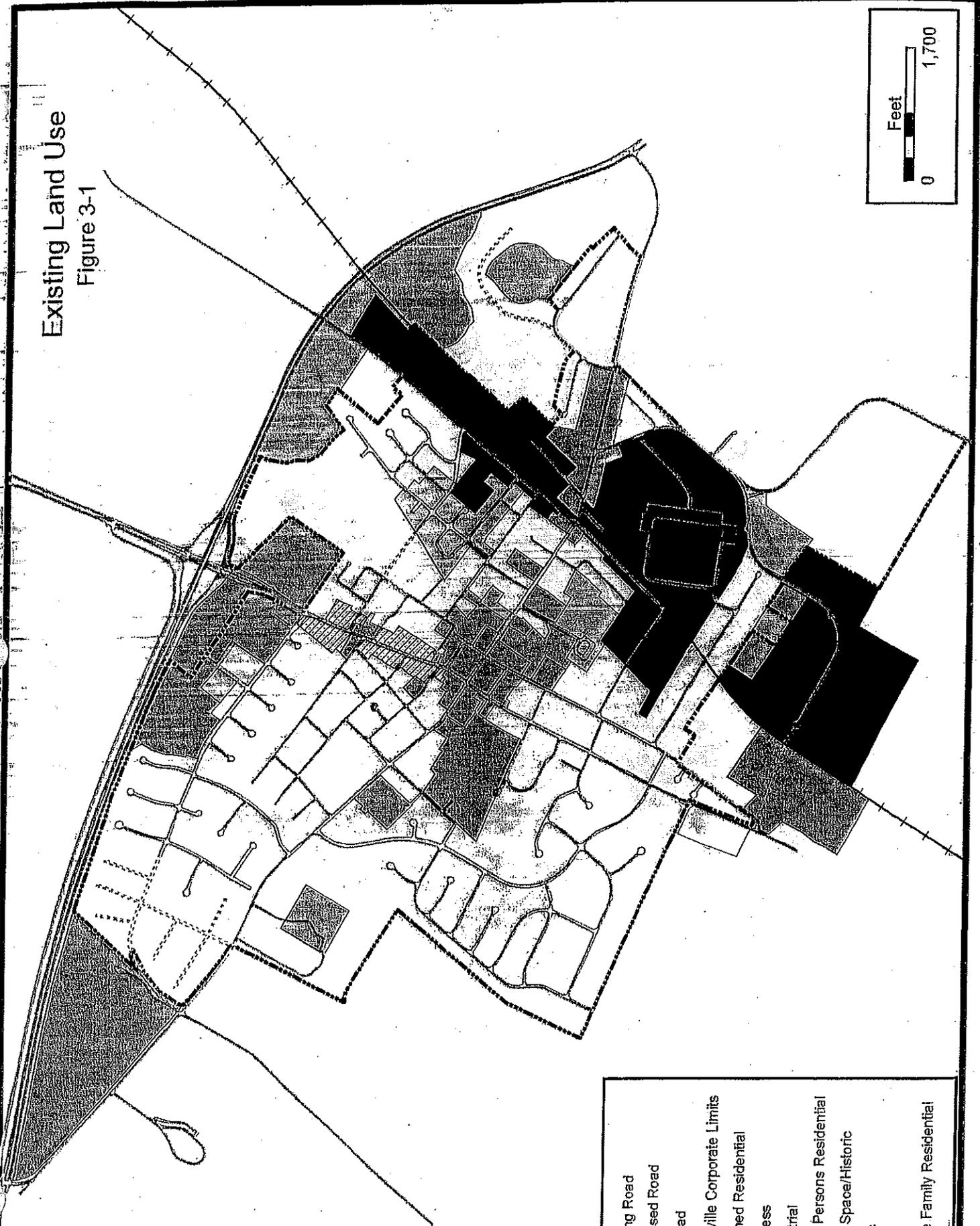
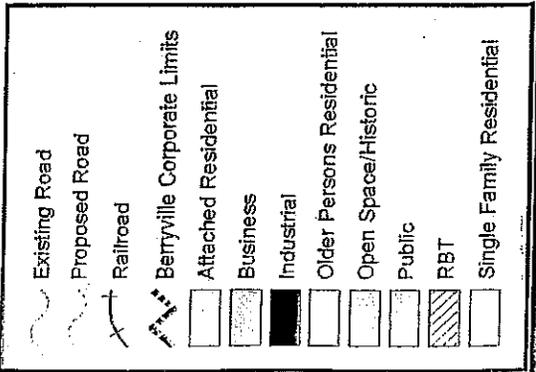
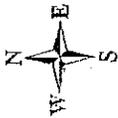
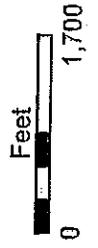
Annexation Area	Date Effective	Acres	Description of Parcel
Area B-1	January 1, 1993	7.89	west side of North Buckmarsh, including Food Lion, Mosby Blvd. and McNeil Dr.; misc. commercial property
Area B-2	January 1, 1994	8.97	miscellaneous sections of Battlefield Estates; 500 West Main St.; Johnson-Williams Apartments on Josephine Street
Area B-3	January 1, 1996	63.09	miscellaneous Battlefield Estates
Area B-4	January 1, 1998	10.53	miscellaneous Battlefield Estates
Area B-5	January 1, 2000	196.50	sections of Battlefield Estates and Hermitage subdivisions
Area B-6	January 1, 2003	114.38	subdivisions including Southgate; Berryville Glen; portion of Darbybrook; Allen Residence
Area B-7	January 1, 2005	42.26	Shenandoah Crossing

SOURCE: Town of Berryville Department of Planning

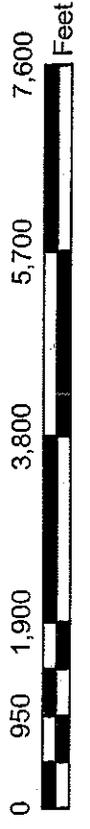
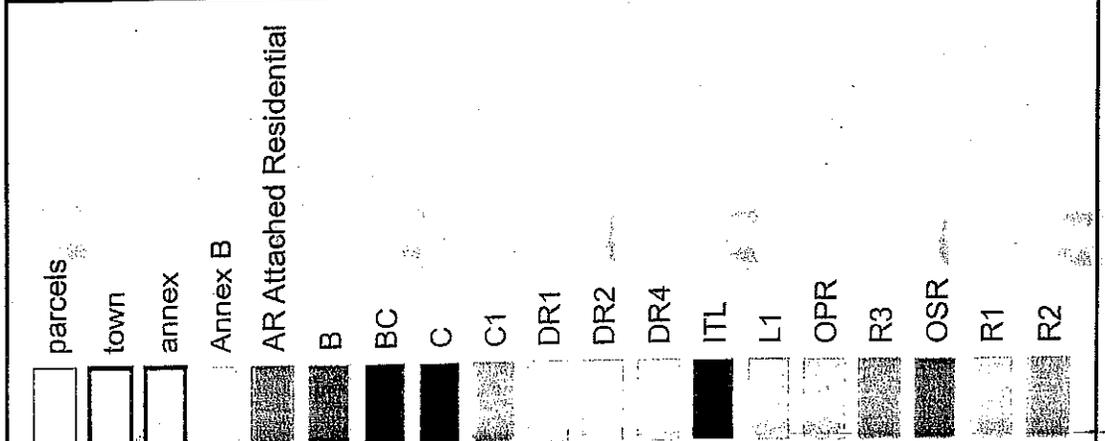
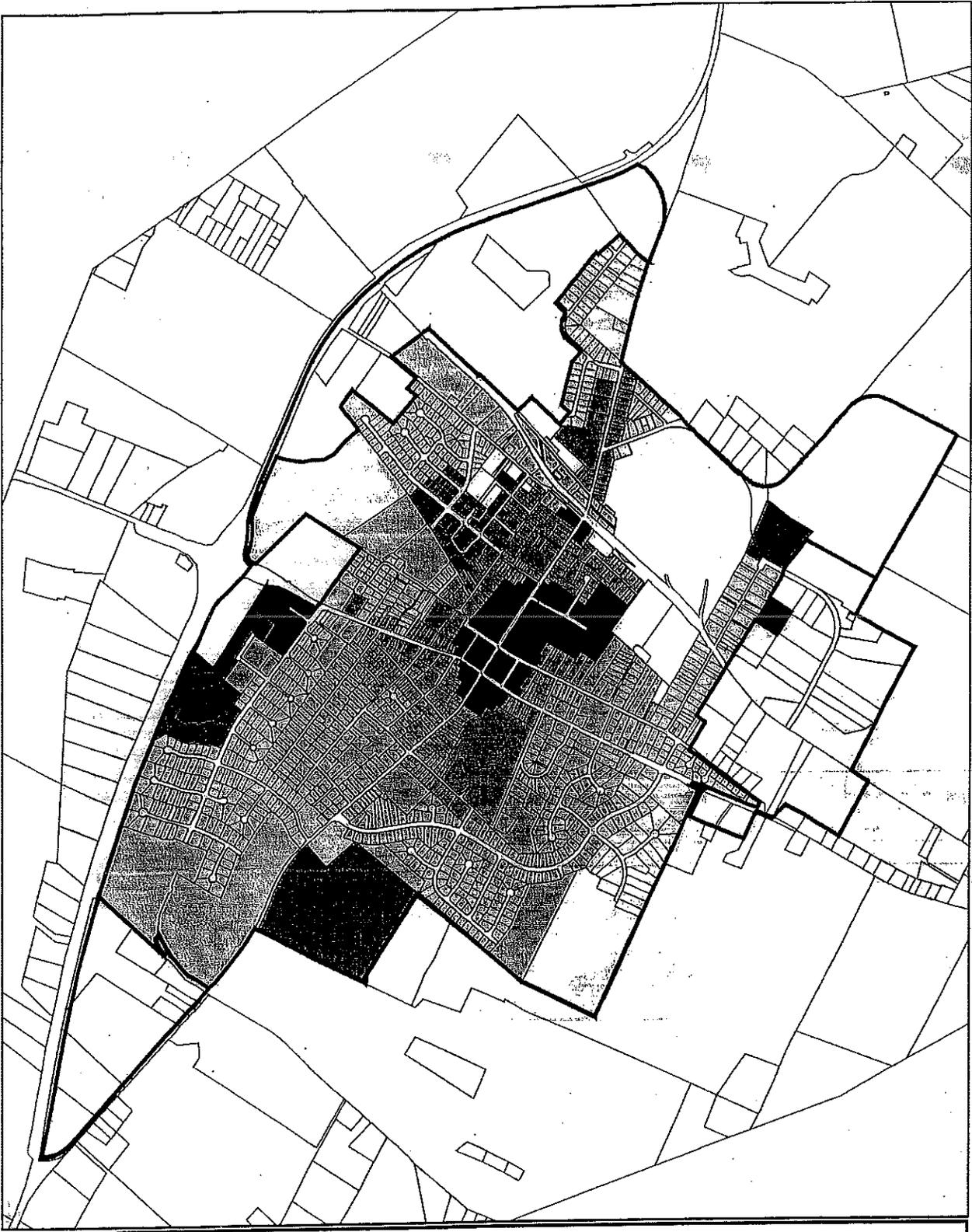
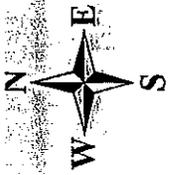
banks, restaurants, offices, residences and retail opportunities. This concentration of activities resulted from the desire of residents to be near their place of work, to have a central place for purchasing goods and services, and later to have access to public water and sewer. Four sidewalk connections were completed in 2002 through a Revenue Sharing project with the Virginia Department of Transportation. A temporary bicycle/pedestrian path linking facilities to the west of Berryville (parks, fairgrounds, swimming pool, recreation center and schools) with the center of Town has been constructed to allow for safe access to these sites. Sidewalk connections will continue to be required with new construction

Existing Land Use

Figure 3-1



Berryville Zoning



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CHAPTER 3 • EXISTING LAND USE

and redevelopment through regulations in the Town Zoning and Subdivision ordinances. These ordinances require improvements be made or bonded for future sidewalk construction.

The central commercial area extends for approximately five blocks along or around Main Street extending to Crow, Academy and Church streets and west across Buckmarsh Street. The downtown area is and has been the hub of commercial activity in the County.

A secondary commercial area exists from the railroad tracks east on East Main Street. The relocation of Hash Auctions, development of the Battletown Business Center, and the existing and new businesses along this corridor offer service and professional office uses.

A small portion of commercial zoning is also located on North Buckmarsh. Food Lion and the Bank of Clarke County are located on the north edge of Town. There are additional commercial opportunities in this area.

While East Main Street and North Buckmarsh offer other locations for businesses, it is imperative to retain the activity center in the downtown the core of the Town.

The Clarke County Business Park is located on Jack Enders Boulevard and is a part of Annexation Area B. Close to build-out in 2005, the park was developed under the County's Industrial Development Authority. It is anticipated that the Business Park will be annexed into the Town of Berryville by 2008. A parcel to the west of the Business Park is also zoned Business Park (BP). The extension of Jack Enders Boulevard to 340 south of Town will take place with an at-grade railroad crossing with the development of this parcel.

Many of Berryville's industries have historically involved the processing of materials requiring substantial bulk storage and warehousing facilities. These facilities require both rail and highway access to reach markets and obtain raw materials. Most of these industrial uses are located along the Norfolk and Western Railroad.

2005 Town of Berryville Comprehensive Plan
CHAPTER 3 • EXISTING LAND USE

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This industrial land is also fairly close to Route 7 and Route 340, both leading to major markets, transportation routes and sources of materials.

With the addition of a traffic light at the east entrance to Berryville at Business Route 7 in the spring of 2004, truck traffic will have easier access to the Route 7 Bypass and beyond.

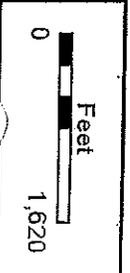
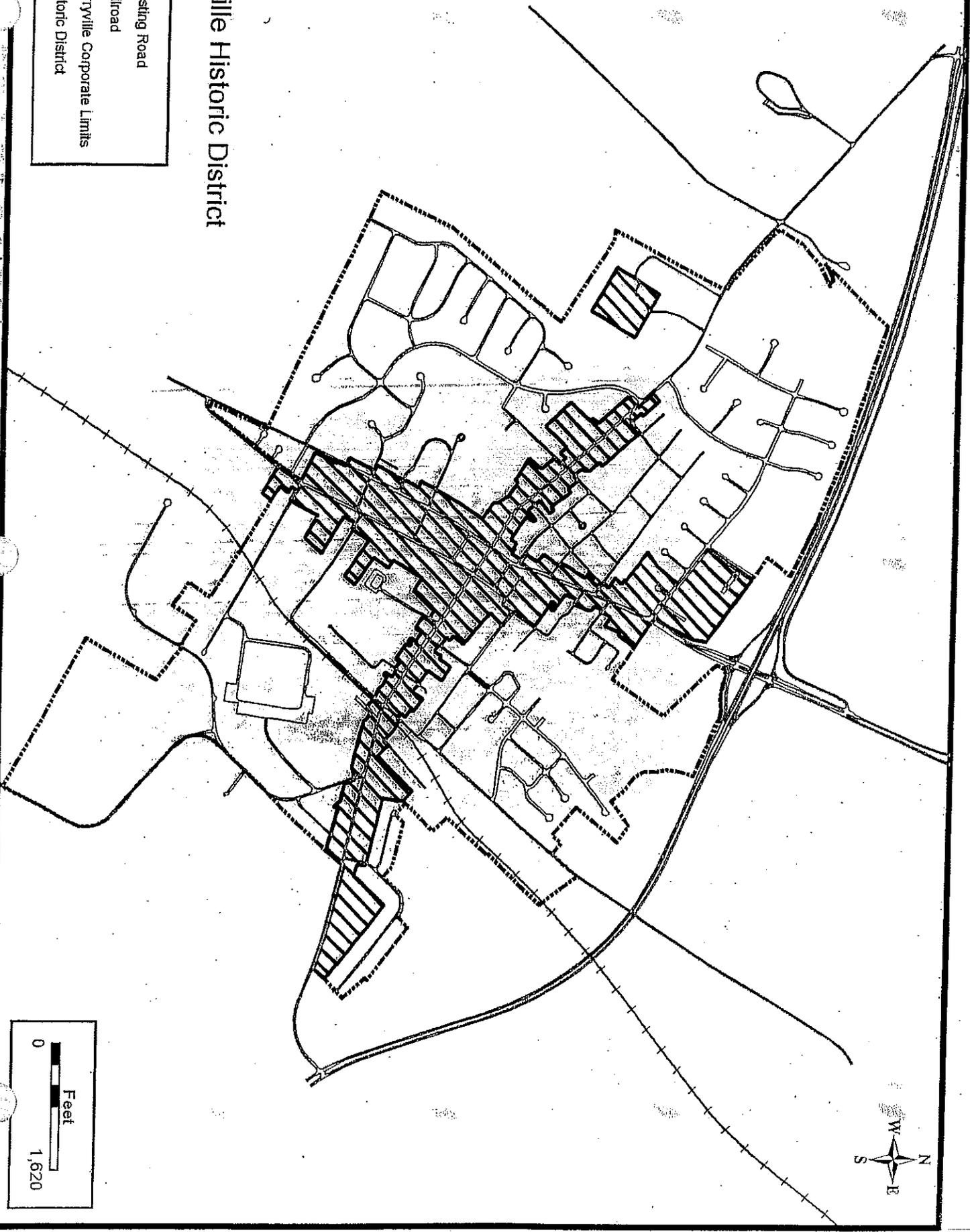
The residential pattern within the corporate limits is typical of older towns. The central portion of Berryville contains some residences on the upper floors above businesses and an occasional house between commercial buildings. From the center of Town, older homes are located along the major roads, with new units developed at the periphery. Many of the older houses are large and reflect a time when areas along Routes 7 and 340 were considered the outskirts of Town. Some of these older homes have been converted to professional offices, stores, or apartment units.

The rich architectural character of many of Berryville's homes and commercial buildings gives the Town its attractiveness. A large part of the Town has been included in the Virginia Landmarks Register and the National Register of Historic Places. In April 1993, the Town of Berryville established a local historic district guided by a five-member Architectural Review Board. The district is smaller but encompasses much the same area included in the state and national district. (See map of local Berryville Historic District in Figure 3-4).

As parts of Annexation Area B are annexed in the future, it is planned that the local historic district will be extended to Area B within 1,000 feet of the right-of-way of Route 340 North (N. Buckmarsh St.), and within 300 feet of Route 7 East and West (Main Street), Route 340 South, and Route 616 (South Church Street). The distances from the roads listed above correspond with Clarke County's Access Corridor Overlay District. They are considered important entryways into the Town and worthy of architectural design review.

Berryville Historic District

-  Existing Road
-  Railroad
-  Berryville Corporate Limits
-  Historic District



2005 Town of Berryville Comprehensive Plan
CHAPTER 3 • EXISTING LAND USE

Much of Annexation Area B is zoned for single-family residential development. A portion of Annexation Area B is zoned Business Park (BP) zoning. The latter is currently developing in the Clarke County Business Park. Another parcel, located at the southeast corner of Church Street and Route 340, is also zoned BP. Once developed, this will be the site of a regional sanitary sewer pump station that will be used by this parcel and adjacent residentially-zoned parcels.



Battlefield Estates subdivision, Route 7 Bypass in foreground, 2003
Photo by Sam Legard

2005 Town of Berryville Comprehensive Plan
 CHAPTER 3 • EXISTING LAND USE

DETAILED EXISTING LAND USE - BERRYVILLE

The total area of Berryville is 1,280.0 acres or about 1.97 square miles. The land use by zoning designation is shown in Figure 3-5.

The Town's zoning map divides the Town into districts and imposes regulations designed to control land development and to provide standards for new and existing land uses within each district. In addition to use, the Zoning Ordinance regulates lot sizes, setbacks, percentage of site coverage, building heights, parking requirements, signs and open space. The Zoning Ordinance contains provisions for residential, commercial, industrial and institutional uses.

Table 3.5: Land Use by Zoning Designation - 2004

Land Use (Zoning Designation)	Land Area (Acres)	Percent of Total Area
Residential		
Single Family (R-1; DR-1; DR-2; DR-4)	801.6	63
Single- & Two-Family (R-2; R-3)	143.4	11
Single- & Two-Family; Apartments and Townhouses (AR)	25.7	2
Commercial		
Downtown Commercial (C)	55.1	4
Other Commercial (C-1, B)	42.6	3
Institutional (ITL)	24.9	<2
Industrial (L-1)	167.9	13
Other	18.8	<2
TOTAL	1,280.0	100
SOURCE: County of Clarke GIS Department		

A floodplain conservation overlay district regulates areas within the 100-year floodplain. The floodplain area was updated in May of 2002 with a new Flood Insurance Rate Map (FIRM). With this update, base flood elevations were identified throughout the floodplain area and modifications to the Zoning Ordinance were made. The updated FIRM was accompanied by a mitigation study conducted by a contractor for the Federal Emergency Management Agency (FEMA) at no charge to the Town.

RESIDENTIAL

Residentially-zoned land is the largest use category (76 percent) in Berryville. Approximately 61 percent of residential land is zoned solely for single-family housing. Another 12 percent is zoned to allow either single-family homes or duplexes, while an additional 2 percent allows for all of the above, apartments, and townhouses.

Three developments are under construction in 2005. Battlefield Estates is located in the northwestern section of town. This subdivision began construction in 1989. A total of 290 residential units are planned for this land which is located within Annexation Area B. This subdivision, which encompasses approximately 208 acres, is zoned DR-4 Detached Residential.

The Hermitage subdivision is currently under construction in the southwest quadrant of town. This subdivision includes 290 lots on 188 acres. There are three different zoning districts within this development: R-1 Residential, DR-1 Detached Residential, and DR-2 Detached Residential.

A third subdivision, Darbybrook (formerly known as Apple Glen) will provide 85 homes on approximately 38 acres. This development is zoned Attached Residential (AR) and Detached Residential - 4 (DR-4) and is located in the northeast quadrant of town. Access to this site is from First Street, Page Street and East Fairfax Street. Figure 3.6 shows active subdivision information in 2005.

Figure 3.6: Active Subdivision Development 2005

Subdivision (former name)	No. of Lots Approved	Year Approved
Battlefield Estates	290	1989
Hermitage	290	2000
Darbybrook (Apple Glen)	85	1979
Southgate (Sovereign Glen)	26	2004
Berryville Glen	71	2004
Shenandoah Crossing	75	2005
TOTAL Number of Units	837	-

SOURCE: Town of Berryville Planning and Zoning, 2005

2005 Town of Berryville Comprehensive Plan

CHAPTER 3 • EXISTING LAND USE

HOUSING CHARACTERISTICS

The U.S. Census Profile of General Demographic Characteristics estimated that in 2000 there were 1,312 dwelling units in Berryville. This is an increase of 216 dwelling units from 1990 Census data.

The trouble with land is that they're not making any more.

Will Rogers

Of the 1,312 dwelling units reported in the 2000 Census, 739 were owner-occupied units, or 56.3% of all dwelling units in Town; 500 were rented units, or 38.1%; and 73 were vacant units, or 5.56%. In 2000, the average household size in Town was 2.28 persons, down from 2.73 persons in the 1990 census. Figure 3.7 illustrates Berryville housing characteristics.

Figure 3.7: Berryville Housing Characteristics - 1970 - 2000

	1970 Census	1980 Census	1990 Census	2000 Census
Total Housing Units	587	710	1096	1312
Owner Occupied (%)	344 (59%)	433 (61%)	693 (63%)	739 (56.3%)
Renter Occupied (%)	212 (36%)	241 (34%)	385 (35%)	500 (38.1%)
Vacant Units (%)	31 (5%)	36 (5%)	18 (2%)	73 (5.6%)

SOURCE: U.S. Census - Profile of General Demographic Characteristics:2000

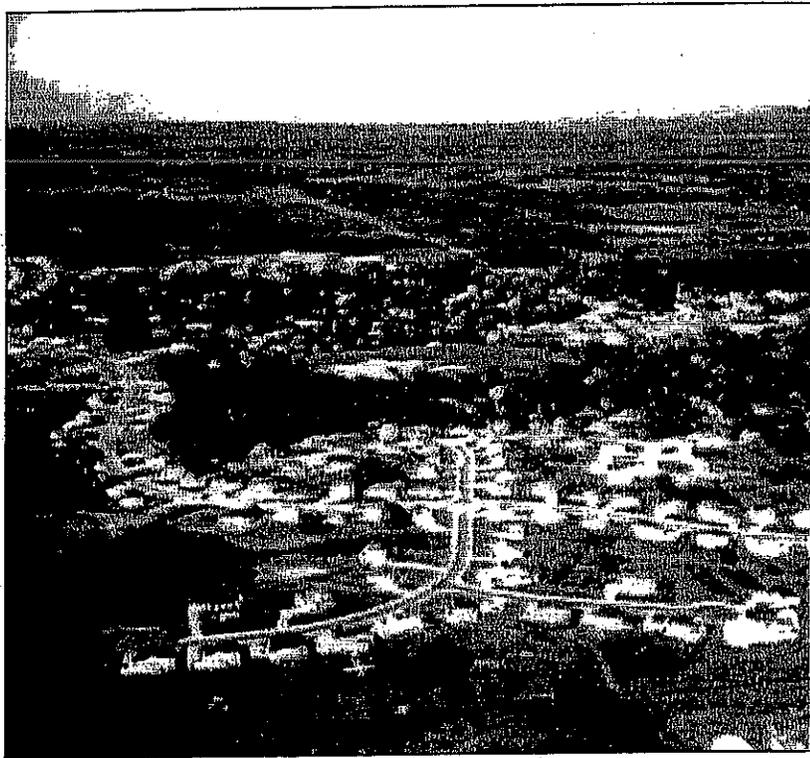
Housing is also studied for its adequacy. A dwelling unit is considered substandard if it is occupied by more than one person per room (considered overcrowding) or is lacking some or all plumbing facilities. In 1990, 15 homes lacked complete plumbing facilities while 2000 census figures indicate no houses lacked plumbing.

A visual survey of Berryville reveals that the structures west of Buckmarsh Street are in good condition, with only small pockets of houses in poor condition east of Buckmarsh. However, the potential for greater deterioration does exist where owners cannot afford the necessary maintenance or are absentee owners.

The existence of certain incompatible land uses could cause further deterioration. The railroad, along with the industrial uses

2005 Town of Bensenville Comprehensive Plan
CHAPTER 3 • EXISTING LAND USE

located near its right-of-way, can have negative impacts on residential uses if they are inadequately separated. These impacts may be caused by traffic, location near an industrial use, or air, noise, water or ground pollution, among other reasons. Houses along First, Main, and Josephine streets, and Byrd and Virginia avenues are particularly susceptible. Planning for these areas must consider such possible hazards.



Hermitage subdivision, 2003

Photo by Bonnie Jacobs

AFFORDABLE HOUSING

The Town of Berryville has approximately 448 affordable housing units, or approximately 34% of the dwelling units, which are available as rentals or are owner-occupied. These consist of apartments, townhouses, duplexes, and other multi-family housing units. A variety of low-income housing options are available. Figure 3.8 identifies specific parcels, number of units, location of the complex and the respective types of subsidies for large apartment complexes located in the Town of Berryville.

Figure 3.8: Affordable Housing - Rental Units by Type - Town of Berryville 2004

Apartment Complex	Total # of Units	Type of Housing	Description
Gountry View	50	Section 8	Located on Chalmers Court, rent is based on 30% of income, applies to very low income families with dependents or disabled individuals. Rent range set from \$0 up to 30% of income. 15 of 50 units are Section 8.
		Section 236	Rent based on 30% of income, rent ranges from set rate to market rate for locality, when constructed, builder received reduced interest rate which was passed on to the residents with application of lower rent. 35 of 50 units are Section 236.
Johnson-Williams	40	Affordable Housing for Seniors 55+	Located on Josephine Street, rent based on area median income limits of 50% of annual income of \$23,950 for one person and 60% of annual income of \$28,740 for two people.
Mary Hardesty House	60	Affordable Housing for Seniors 65+	Located at the intersection of McClellan and Chamberlain streets next to the Food Lion, rent based on area median income with limits of 60% of annual income of \$28,740 for one person and 60% of annual income of \$32,820 for two people.
Orchard Court	28	Affordable Housing	Located on Page Street, no subsidized federal funding. Not for welfare or social security recipients, rent is based on income.
Washington Square	46	Subsidized Housing	Located on East Main Street next to the library, property owner gets interest credits from state or federal government.

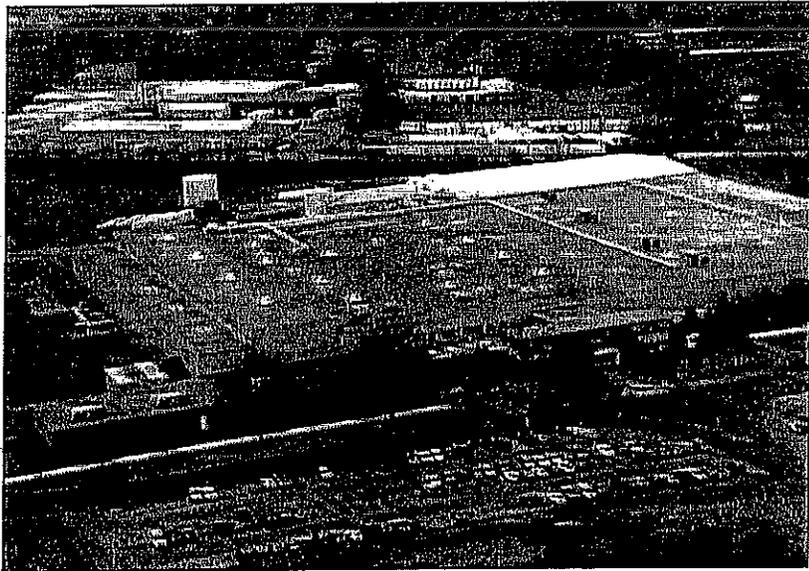
SOURCES: Tom Christoffel, Northern Shenandoah Valley Regional Commission, August 2004
 Helen Powell, Johnson-Williams Apartments, August 2004
 Hattie Moreland, Mary Hardesty House, August 2004

2005 Town of Berryville Comprehensive Plan
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A large townhouse development in Berryville is located in the north-central section of Town. There are a total of 144 units located along or within a block of Page Street. These townhouse dwellings offer moderately priced housing. By providing affordable housing for potential workers in the area, such units may also assist in attracting industry. Other units are scattered throughout the Town in the form of duplexes and apartments.

Additional locations and future development of affordable housing is addressed in Chapter 9 Future Land Use.



Berryville Graphics, 2006
Town of Berryville Archives



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COMMERCE

The downtown commercial zone (C General Commercial), including streets and highways, covers approximately 55.1 acres. A mix of retail, office, restaurant, residential and government uses is maintained along Main Street. A dentist's office was constructed on Chalmers Court in 2003. Several parcels located on Chalmers Court remain undeveloped while several infill opportunities exist within this zoning district

Commercially zoned land use occupies approximately 116 acres in Berryville, or about 10 percent of the total land area. This category includes "convenience" or "neighborhood" commercial establishments which provide everyday goods and services. Also included are "general" commercial activities, including retail stores, offices and supermarkets.

There are three clusters of commercial development in the Berryville area consisting of approximately 80 establishments. The major cluster is the central business district, along Main Street. The second commercial area is located east of the railroad tracks along East Main Street (Business Route 7). Zoned C-1 Commercial, this area is currently the location of approximately 12 businesses. Hash Auctions, which opened in the fall of 2004, and Buhl Electric are the latest businesses to open in this area. A third area zoned for business uses is located by the Food Lion on North Buckmarsh. This area, zoned BC Business Commercial and B Business, offers highway and tourism-related business opportunities including uses such as restaurants, medical facilities and office buildings. The Bank of Clarke County opened a drive-up facility in 2003 in front of the Food Lion.

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Several restaurants are either open, under construction, or about to begin construction in the downtown area. While there are approximately 12 offices located in storefronts along Main Street in the downtown area, retail uses on the street level should be encouraged throughout the downtown.

Although there are some vacant commercial units along Main Street, the majority of structures are occupied. This situation should be closely monitored, as a concentrated commercial area is essential for maintaining and enhancing Berryville as a shopping and entertainment destination for residents of the County. It is important that zoning for retail uses remain contained within the C Downtown Commercial zoning district in order to maintain the downtown core and strengthen the central business district. Chapter 8 addresses the downtown area and future applications that should be considered.

INDUSTRY

Approximately 168 acres zoned L-1 Industrial is located in the east-central portion of Town near the Norfolk and Southern Railroad right-of-way. The largest industrial establishment is Berryville Graphics which employed 752 people in 2004, down slightly from 756 employees in 1999. The site is located on 79 acres between the Norfolk and Southern Railroad tracks and Jack Enders Boulevard. American Woodmark Corporation, makers of kitchen cabinets, is the second-largest industrial employer in the Town, employing 389 people in 2004. This figure is up substantially from 288 employees in 1999. This company is located off of Station Road on Byrd Avenue.

Located north of Business 7 along First Street is Moore & Dorsey. This business is involved in warehousing and bulk storage operations. South of Business Route 7 along the railroad tracks are smaller establishments including a moving and storage company, and a contractor's office.

Several new businesses have moved into the area in the L-1 Industrial zoning district including Samuel Case Cabinetmaking, Potomac Cast Stone and CIE, Incorporated.

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The Clarke County Business Park, located in Annexation Area B on Jack Enders Boulevard, has ten businesses that are either operating or are under construction in 2005. Approvals for the final three lots in the Business Park are expected to be submitted in early 2006.

INSTITUTIONAL

Institutional uses - including schools, parks, cemeteries, churches, government buildings, etc. - comprise approximately 2% of the area of Berryville, or 25 acres. Over three-quarters of the institutional land is comprised of the Berryville Primary School and Johnson-Williams Middle School sites. The old and new Clarke County courthouses, sheriff's office, additional office space rented by the County, and the Post Office are all located in the center of Town. The Rixey Moore Municipal Parking Lot, basketball courts, and Rose Hill Park are also located downtown. Town government offices are located on Main Street. The Town, County and Clarke County Library will be sharing a facility by 2008.

VACANT LAND

The largest area vacant land area is located along the northwestern and north central municipal boundaries, and is planned for residential uses. The parcel owned by Fellowship Square, which is zoned DR-4, remains undeveloped.

There is some vacant industrial land, but most of this is under the control of existing industry. Some of this land is earmarked for future expansion of the business that owns the respective parcel. Berryville Graphics has roughly 25 acres along Jack Enders Boulevard which is open or in orchards at present, while American Woodmark has roughly 4 vacant acres on its parcel north of Byrd Avenue. There is also a small vacant parcel just south of Main Street on the west side of Station Road.

Additional Business Park zoning is located at the south end of Church Street, adjacent to the existing Business Park. Future plans indicate the extension of Jack Enders Boulevard across the railroad tracks, through the above-mentioned parcel, to extend to Route 340.

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CHAPTER 3 • EXISTING LAND USE

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*For every site there is an ideal use.
For every use there is an ideal site.*

John Ormsbee Simonds

LAND USE IN THE BERRYVILLE AREA

Much of the expansion in the Berryville area will likely occur just outside of the corporate limits. The annexation agreement between the Clarke County Board of Supervisors and the Berryville Town Council, signed in December 1988, specifies that the Berryville Area Development Authority (BADA) will review and approve subdivisions and site plans in an area subject to Town annexation known as Annexation Area B. The BADA consists of six members - three appointed by the Town and three appointed by the County. Town and County planners staff the Authority, with Town staff supporting subdivision applications and County staff supporting commercial site plan requests.

Highways in the Berryville Area provide excellent access to major centers. The Route 7 Bypass is a four lane divided highway with limited access. Route 340 north to the Jefferson County line is also a four-lane divided highway. While dramatic growth is underway in the Charles Town area, future road systems should include the consideration of an alternative north-south primary road to alleviate future traffic congestion.

In the Berryville Area there are various Institutional uses of great importance to the Town and County. The Ruritan Club Grounds (Clarke County Fairgrounds), Clarke County Park, Clarke County High School and the Cooley Elementary School are located on or near Business Route 7, just west of Berryville. Though not far from Town, the high school, elementary school and park are outside of Annexation Area B. These entities are described in Chapter 6 Community Facilities of this document.

Jack Enders Boulevard, identified as a collector road for the south-east quadrant in the Berryville Area Plan, has been extended to the railroad tracks. This road, which serves the Clarke County Business Park, is planned to extend across the railroad tracks to Route 340 South.

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SUMMARY

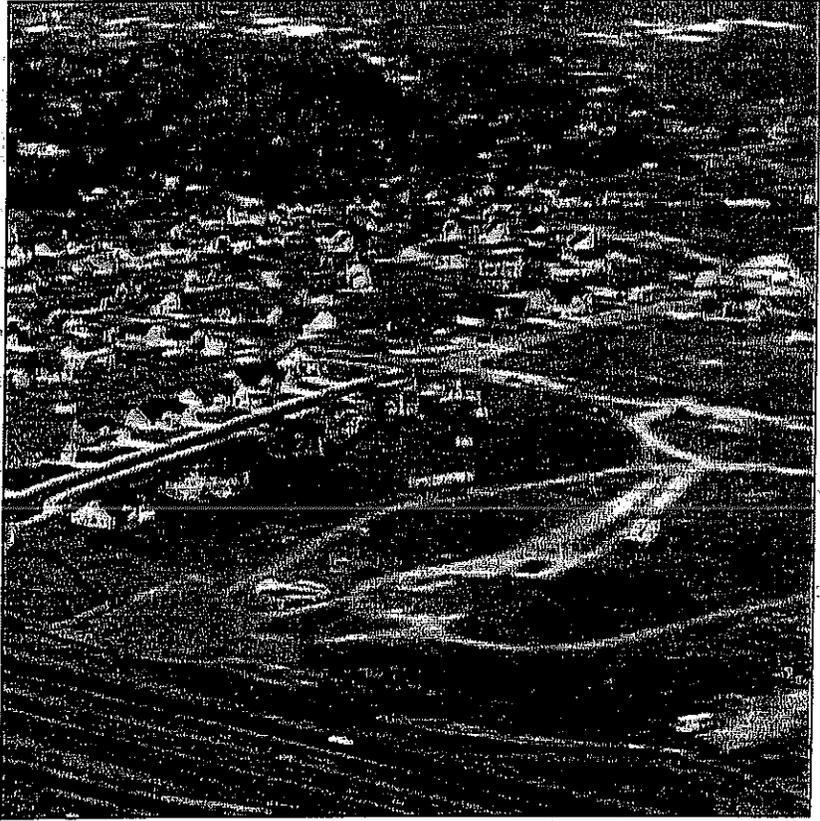
Berryville is designated as the population and activity center of Clarke County. The Town has grown from its downtown core and will expand toward the limits of Annexation Area B. This provides for more efficient use of services, utilities and transportation networks. Most commercial and governmental buildings are located in the central portion of Town surrounded by older residential areas. The downtown core is the center of commerce for the County and should remain as such.

Industrial uses are located in the eastern portion of the Town along the Norfolk Southern railroad. Generally, the land use pattern of Berryville is similar to that of other older towns in the Shenandoah Valley.

In Berryville, approximately 75% of the land is zoned residential, 14% industrial and 7% commercial.

A visual inspection shows that, except for isolated sites, the structural condition of housing in Berryville is very good, although a high average home age is a point of concern.

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Battlefield Estates subdivision, 2006
Town of Berryville Archives

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The Comprehensive Plan is designed to be a guide for development, and must measure community needs.

Decisions concerning these needs depend on the number and characteristics of the citizens to be served. Therefore a study of population is an essential element.

This chapter will discuss past trends and present characteristics of the population of Berryville. These will be related to the population trends and characteristics of Clarke County. The population of Berryville is projected to the year 2030. These projections are based on assumptions about the factors affecting population, and as unforeseen events occur, are subject to change. They are developed as carefully as possible and serve as useful planning tools, but must not be mistaken as population targets.

POPULATION GROWTH RATES

Figure 4.1 on the following page shows the changing populations of Berryville and Clarke County since 1950. A large jump in the population took place from 1980 to 1990 with a 76.81% growth rate. From 1990 to 2000, however, census figures indicate the population dropped by 134 residents. This decline reflects a -4.3% growth rate.

Growth in a town's population is usually affected by the in-migration, out-migration, births and deaths. However, from 1980 to 1990, annexation had the largest impact on Berryville's population. After annexation, net migration (the number of people moving into Town minus the number moving away) was likely the second-greatest factor in Berryville's population increase during the 1980's.

As indicated above, the sizable jump in the Town's population from 1980 to 1990 can be attributed largely to the January 1, 1989, annexation of approximately 350 acres surrounding the Town. In 1986 it was determined that there were 344 occupied dwelling units and an estimated 922 people within the annexed area. If annexation is taken into account, the rate of growth of the present incorporated area was probably only 20-23 percent from 1980 to 1990. This rate of growth for the Town is still double the rate between 1970 and 1980, and is comparable to Clarke County as a whole.

Figure 4.1: Historical Rates of Growth - Berryville and Clarke County 1950 - 2000

Year	Berryville	%Change	Clarke County	% Change	Town % of County Pop.
1950	1,401	-	7,074	-	19.8
1960	1,645	+17.4	7,942	+12.3	20.7
1970	1,569	-4.6	8,102	+2.0	19.4
1980	1,752	+11.7	9,965	+23.0	17.6
1990	3,097	+76.77	12,101	+21.4	25.6
2000	2,963	-4.33	12,652	+4.55	23.4

SOURCES: Berryville Comprehensive plan Updates, 1987 and 1999
 U.S. Census Bureau of Population, 1980
 Summary Tape File 1A, Bureau of Census, 1991
 U.S. Census Bureau Profile of General Demographic Characteristics: 2000

Census figures indicate a drop in population between 1990 and 2000. Curiously, the number of total housing units rose from 1,096 to 1,312. Additionally, a total of 4 annexations took place between 1990 and 2000. These annexations added approximately 90 acres to the Town while adding less than 30 people were to the population. This drop-off may be due to inaccurate census information from the 1990 census, the 2000 census, or both.

POPULATION CHARACTERISTICS

Berryville is relatively densely populated within the corporate limits. The 2000 population of 2,963 is distributed on approximately 1,238 acres, resulting in a density of 2.39 people per acre. This figure is down from 3.47 people per acre in 1997 and 3.67 people per acre in 1990.

Figure 4.2 shows the distribution of the population by age group for 1990 and 2000. The largest numerical gain in this period of time was the 5 to 14 year old age group, gaining 65 people. The second and third largest gains were seen in the 35 to 44 and 45 to 54 year old age groups, respectively. This reflects the trend of the period from 1980 to 1990 that indicated large increases in the 25 to 34 and 35 to 44 year old groups. This is also reflective of a national trend with the generation known as "baby boomers"

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CHAPTER 4 • POPULATION

(those born in the twenty years following World War II) age groups. This group represents 30.1 percent of the Town's population.

The most significant population decrease indicated in Table 4.2 is for the age ranges between 15 and 34 years old (-294). The number of children under five years of age dropped by 24, which is quite different from the 1980 to 1990 figure which indicated a significant increase in this age group (+105). This latest number implies that there may be a slight drop in the number of school-aged children in Town in the coming years. As there is more immigration than in previous years, it is expected that the number in this age group will increase as new single-family homes are completed. School enrollments in 2004 show that this is already occurring, indicating an increase (from 903 in 1997 to 928 in 2004) in the number of PK-5th grade enrollments (please see Figure 6.2).

Figure 4.2: Age Distribution 1990 and 2000

Age Group	1990		2000		Numerical Change 1990-2000
	Total	% of Whole	Total	% of Whole	
0-4	192	6.2	168	5.7	-24
5-14	351	11.3	416	14.0	+65
15-24	386	12.5	268	9.1	-118
25-34	489	15.8	313	10.6	-176
35-44	443	14.3	495	16.7	+52
45-54	301	9.7	351	11.8	+50
55-64	313	10.1	285	9.6	-28
65-74	300	9.7	292	9.9	-8
75-84	208	6.7	253	8.5	+45
85+	114	3.7	122	4.1	+8
TOTALS	3097	100.0	2963	100.0	-134

SOURCES: Berryville Comprehensive plan Updates, 1987 and 1999
 U.S. Census Bureau Profile of General Demographic Characteristics: 2000

Figure 4.3, below, illustrates the median age of residents of Berryville, Clarke County, and Virginia. The median age of Berryville's population increased from 38.0 in 1990 to 41.3 in 2000. This follows the trend of Clarke County and the Commonwealth of Virginia.

Figure 4.3: Median Age - 1980 - 2000			
	Berryville	Clarke County	Virginia
1980	44.1	33.6	29.8
1990	38.0	36.5	32.6
2000	41.3	40.6	35.7

SOURCES: Berryville Comprehensive Plan Update 1999
U.S. Census - Profile of General Demographic Characteristics

The 1990 census data shows the Town's sex distribution, in which females comprised 55.6 percent and males 44.4 percent of Berryville's total population. The 2000 census shows a slight change of 55.2 and 44.8 respectively, representing a higher percentage of females than either the County (50.5%) or the Commonwealth (51.0%).

Figure 4.4 compares household size in Berryville, Clarke County, and the Commonwealth for 1980, 1990 and 2000. Berryville is consistent with Clarke County and Virginia in the decrease in the average household size. This change is due in part to the children of the "baby boomer" population having lower birth rates than previous population groups.

Figure 4.4: Average Household Size - 1980 - 2000			
	Berryville	Clarke County	Virginia
1980	2.41	2.74	2.77
1990	2.73	2.78	2.61
2000	2.28	2.50	2.54

SOURCES: U.S. Census Profile of General Demographic Characteristics: 2000
Berryville Comprehensive Plan Update 1999

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Berryville's racial composition is similar to that of Clarke County, as shown in Table 4.5. Compared with the Commonwealth of Virginia figures, there is a rather small percentage of non-whites living in Berryville, and even smaller in the County. This is consistent with a long-term pattern found in most of the Shenandoah Valley.

Figure 4.5: Racial Composition - 1980 - 2000

	Berryville	Clarke County	Virginia
1980			
% white	86.9	88.2	79.2
% non-white	13.1	11.8	20.8
1990			
% white	86.9	90.8	77.4
% non-white	13.1	9.2	20.8
2000			
% white	84.5	91.1	72.3
% non-white	16.0	8.5	29.3

SOURCE: Berryville Comprehensive Plan Update 1999
U.S. Census Profile of General Demographic Characteristics: 2000

PROJECTIONS

The future population projection is an indicator of the likelihood of growth in the Town. The size, kind, and number of community facilities that should be available, and the potential for industrial, commercial, and residential expansion are related to future population estimates. Population projections are based on an analysis of past trends and present development. With a relatively small population base, unforeseeable events could greatly alter the projections. The establishment or closing of a large industry in or near Berryville or a downturn in the national economy are examples of such uncertain events.

Figure 4.6 illustrates current and projected population figures for adjacent cities and counties. Winchester and Frederick County to the west have experienced rapid growth in the last 10 years, while Loudoun County to the east has grown even more rapidly.

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Figure 4.6: Population Projections - Adjacent Communities

	1990	2000	2010	2020	2030
Clarke County	12,101	12,652	14,200	15,400	16,600
Loudoun County	86,129	169,599	260,000	330,000	390,000
Frederick County, VA	45,723	59,209	72,300	84,300	96,100
Winchester city	21,947	23,585	26,000	27,700	29,300
Berkeley County, WV	59,926	75,905	85,726	94,286	N/A
Jefferson County, WV	35,926	42,190	46,078	50,934	N/A

SOURCE: Virginia Employment Commission, May 2003
Regional Research Institute, WVU, August 2004

Jefferson and Berkeley Counties, including the Charles Town area, are also anticipating large population gains in the next few years. The ramifications of large population centers developing in the region will have an effect on Berryville and Clarke County, most notably with transportation networks.

Lack of historical data makes a trend analysis difficult. Clarke County's Comprehensive Plan calls for growth to occur at existing population centers, with Berryville identified as the major growth area. It is therefore anticipated that Berryville will capture a higher percentage of the county's future growth than it has in the past.

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SUMMARY

Berryville's population decreased by 4.33% percent since 1990 to stand at 2,963 in 2000.

The median age increased from 38.0 to 41.3 in the period from 1990 to 2000. In 2000, caucasians comprised 84.5 percent - a slight decrease from 86.9% 1990. The average household size decreased from 2.73 persons in the 1990's to 2.28 in 2000. Both Clarke County and the Commonwealth of Virginia indicated similar trends.

Though it is recognized that population growth for small towns is especially vulnerable to economic events and other unpredictable factors, projections for Berryville's population have previously been accurate. Berryville's population is projected to be between 4,510 and 6,082 by the year 2030.

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Vendor demonstration, Main Street Craft Market, 2005

Photo courtesy of Berryville Main Street

Berryville's economy consists of basic and support sectors. Manufacturing and the creation of goods and services for export from the area comprise the basic sector. Services, construction, finance, and real estate are examples of the support sector. This chapter provides information on employment within Berryville, compares the Town's economy with that of Clarke County, the Planning District and the Commonwealth, and includes occupation and income information for Berryville residents.

EMPLOYMENT OPPORTUNITIES IN THE BERRYVILLE AREA

According to Town Business License applications in March of 2006, approximately 344 businesses and industries were operating in the Town of Berryville. This is up from 146 in 2004. There were an additional 263 businesses operating within the Town limits that were based in other areas.

Figure 5.1 identifies the top 50 employers in Clarke County. This information from the Virginia Employment Commission ranks employers by a size code. The employers listed in Figure 5.1 range from Size Code 8 (500-999 employees) to Size Code 3 (10-19 employees). These codes are referenced in the table provided.

Berryville Graphics (Bertelsmann Printing & Manufacturing Corp.) is the single largest employer in the County with a workforce of 752 people in 2004. American Woodmark Corporation employed 389 people in 2004, up substantially from 288 employees in 1999. An ancillary business to Woodmark, Timberline Cabinets, began operating in the Clarke County Business Park in 2002.

As is evident in Figure 5.1, Berryville and Clarke County have a large number of small businesses. Many of them are owned by local residents and have been in business for more than ten years. Of these 50 employers, 23 are based within the corporate limits of Berryville.

Figure 5.1: Clarke County Top 50 Employers
(Size Code) 2nd Quarter 2005

1. Berryville Graphics, Inc.(8)	25. Stuart M. Perry, Inc. (3)
2. Clarke County School Board (7)	26. Univ. ofVA/Blue Ridge Hospital (4)
3. American Woodmark Corporation (7)	27. The Pruitt Corporation (3)
4. Grafton School, Inc. (6)	28. Triple J. Convenience Store (3)
5. Bank of Clarke County, Inc. (6)	29. Rivers Edge Landscapes (3)
6. Clarke County (6)	30. Packs Ice Cream (3)
7. Project Hope (6)	31. Audley Farm (3)
8. Beverly Home Care (6)	32. Red Apple (3)
9. Powhatan School (5)	33. Clarke Co. Roofing (3)
10. Virginia Division of Community Corrections (5)	34. Moore & Dorsey (3)
11. Food Lion (5)	35. West Main Subs, LLC (3)
12. Virginia National Golf Club (4)	36. Healthcare Services Group (3)
13. Mayfair House (4)	37. Roseville Veterinary Clinic (3)
14. L'Esprit de Campagne (4)	38. White Post Supply (3)
15. Dutch Haven Adult Home (4)	39. Barn Door, Inc. (3)
16. Cochran's Lumber & Millwork, Inc. (4)	40. Geodrill (3)
17. Town of Berryville (4)	41. 7-Eleven (3)
18. McDonald's (4)	42. European Stone Concepts (3)
19. Waterloo Incorporated(4)	43. Ketocctn Land Company (3)
20. Diversified Educational Systems (4)	44. The Makar Company, LLC (3)
21. Crawford Electronics (4)	45. Cabinet & Appliance Center (3)
22. L'Auberge Provencale (4)	46. HHB,LLC (3)
23. Champion Iron Works, Inc. (4)	47. Riggs & Stiles, Inc. (3)
24. Anderson Lawn Care (4)	48. John O. Hardesty and Son (3)
	49. Starkey Construction (3)
	50. Quarles Petroleum (3)

Size Code 8 - 500-999 employees

Size Code 7 - 250-499 employees

Size Code 6 - 100-249 employees

Size Code 5 - 50-99 employees

Size Code 4 - 20-49 employees

Size Code 3 - 10-19 employees

SOURCE: Virginia Employment Commission 2005

EMPLOYMENT OF BERRYVILLE AREA RESIDENTS

Of all persons 16 years of age and over resident in Berryville in 2000, 1440 were identified as being in the labor force by the U.S. Census Bureau. This number is down from 1,567 identified in the 1990 census. Figure 5.2 illustrates the occupational breakdown of this labor force.

Figure 5.2: Employed Town of Berryville Civilian Population by Occupation, 2000

	# of residents	percentage
16 yrs and over	1440	100%
<i>Occupation</i>		
Management, professional, & related occupations	503	34.9%
Service occupations	208	14.4%
Sales & office occupations	334	23.2%
Farming, fishing & forestry occupations	8	0.6%
Construction, extraction & Maintenance occupations	175	12.2%
Production, transportation & material moving occupations	212	14.7%

SOURCE: U.S. Census Bureau 2000

A large increase in the number of management and professional occupations took place from the 1990 census figures. In 1990, 186 residents, or 12% of the labor force, were employed in these occupations. The number jumped significantly in 2000 to 503 residents, or 34.9%, of the residents engaged in these occupations. Farming, fishing and mining occupations have dropped off significantly from 218 people in 1990, or 6.3% of the workforce, to 8 people, less than 1% of the jobs provided.

Details of the type of industries which employ Berryville residents are also available from 2000 Census data (see Figure 5.3). This figure identifies the employment information of Berryville residents regardless of the location of the job. The largest number of residents work in educational, health and social services (18.5%), manufacturing (15.6%) and retail trade (13.0%). In 1990, retail trade employed the largest percentage of Berryville residents. 299 residents, or 19.1% of the Berryville labor force worked in retail positions in 1990 compared to 187, or 13.0%, in 2000.

Figure 5.3: Town of Berryville Employed Civilian Population by Industry, 2000

	# of residents	percentage
Agriculture, mining	15	1.0%
Construction	133	9.2%
Manufacturing	224	15.6%
Wholesale Trade	20	1.4%
Retail Trade	187	13.0%
Transportation, warehousing, utilities	74	5.1%
Information	33	2.3%
Finance, insurance, rental, real estate, leasing	69	4.8%
Professional, scientific, management, administrative waste management services	125	8.7%
Educational, health, social services	267	18.5%
Arts, entertainment, recreation, accommodation & food services	84	5.8%
Other services	126	8.8%
Public administration	83	5.8%
16 yrs and over	1440	100%

SOURCE: U.S. Census Bureau

While the bulk of the jobs in Berryville are manufacturing (Berryville Graphics and American Woodmark collectively employ over 1,000 employees), a relatively low number of residents have chosen to work in this industry (224). These businesses are therefore dependent upon a significant number of employees commuting into Berryville for work.

Figure 5.4: Clarke County Commuting Patterns 2000

	In-Commuters from	Out-Commuters to	Net Gain/Loss
District of Columbia	*	156	-156
Loudoun County, VA	61	1,270	-1209
Frederick County, VA	995	630	+365
Winchester city, VA	510	728	-218
Fairfax County, VA	44	789	-745
Jefferson County, WV	386	44	+342
Berkeley County, WV	347	23	+324
Warren County, VA	205	85	+120
Fauquier County, VA	30	100	-70
Montgomery County, MD	*	39	-39
Hampshire County, WV	29	*	+29
Arlington city, VA	*	31	-31
Page County, VA	20	*	+20
Other	258	129	+129
TOTALS	2,885	4,024	-1,139

* -- information not available

SOURCE: Virginia Employment Commission Labor Market Indicators 2000

COMMUTING PATTERNS

Commuter data from the 2000 Census is illustrated in Figure 5.4. An estimated 4,024 of Clarke County's employed residents worked outside of the County in 2000 while a total of 2,885 commuted to Clarke County from other areas. The largest number of commuters leaving the County to work were going to Loudoun County. This number rose slightly from 1,138 commuters in 1990 to 1,270 in 2000. This represents 31.6% of the out-bound commuters.

Other significant commuting destinations for Clarke County residents include Fairfax County (789, or 19.6%), the City of Winchester (728, or 18.1%) and Frederick County, Virginia (630, or 15.7%).

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The primary reason for this eastbound movement continues to be the availability of higher paying, higher skilled jobs closer to the Washington area. Many people holding these jobs have moved to Clarke County and commute back to the Washington area rather than seek local employment. Recent Virginia Employment Commission statistics indicate that there has been a significant increase in the number of Clarke County residents commuting to the City of Winchester. This figure jumped from 156 people (4%) in 1990 to 728 people (18%) in 2000. This number is indicative of Winchester becoming a regional job market. While this number increased, however, the number of commuters to Frederick County decreased from 922 (24.8%) in 1990 to 630 (15.7%) in 2000.

The largest number of commuters coming into Clarke County were from Frederick County (995, or 34.5%) and the City of Winchester (510, or 17.7%). Commuters from Jefferson and Berkeley counties in West Virginia also had a high number of workers coming into Clarke County (386, or 13.4%, and 347, or 12.0%, respectively). As mentioned previously, many of these commuters are employed in the manufacturing sector by Berryville Graphics and American Woodmark.

The Northern Shenandoah Valley Regional Commission offers a commuter ridesharing program. A commuter parking lot is located close to the intersection of routes 340 and 50 in Waterloo. Many businesses in Northern Virginia and Washington, D.C. offer alternatives to single-occupant vehicle travel through carpooling and by offering employee bus transportation. It is anticipated that Metro Rail will expand to Tysons Corner and eventually to Dulles Airport.

Route 7 Bypass will continue to add vehicle trips as Charles Town, West Virginia adds residential dwelling units. According to the Washington Post, the city will be adding 3,200 units within the next several years. While Route 9 is the most direct route to jobs in Northern Virginia, it is substandard and not able to expand through the Town of Hillsboro. A park-and-ride facility should be considered on the Route 7 Bypass in the near future. With Route 340 north a four-lane highway from the West Virginia border to Berryville, traffic counts will increase dramatically through the Berryville area in the coming years.

LABOR FORCE

Labor force refers to the number of persons living in the County who are 16 years of age or older and who are employed or are seeking work. Of the two basic labor force components - armed forces and civilian - the military portion consists of a small portion (10 residents) of the Clarke County population. Accordingly, only the civilian labor force is considered here. Comparative figures for 1990, 1995, 1999, 2001 and 2003 follow in Figure 5.5.

Figure 5.5: Clarke County Labor Force Data

	1990	1995	1999	2001	2003
Civilian Labor Force	6,418	6,476	6,721	6,605	6,746
Employment	6,233	6,280	6,647	6,481	6,566
Unemployment	185	196	74	124	180
Unemployment Rate	2.9%	3.0%	1.1%	1.9%	2.7%

SOURCE: Virginia Employment Commission, Estimated Labor Force Data

According to the Virginia Employment Commission, the estimated Clarke County civilian labor force numbered 6,746 in 2003.

Figure 5.6, below, identifies grouped resident employment in Clarke County. White-collar occupations include managerial and professional, technical, sales, and administrative support. Blue-collar occupations include production, craft and repair, plus operations, fabrications and laborers. Farming also includes forestry and fishing. White-collar jobs increased steadily from 1970 to 2000, though Clarke County's percentage of white-collar employment was below the state average. Farming employment continues to decline as a percentage of all jobs.

Figure 5.6: Grouped Resident Employment in Clarke County

	1970	1980	1990	2000
White Collar	36.8%	45.3%	48.0%	58.3%
Blue Collar	38.8%	32.6%	32.8%	26.5%
Farm Workers	10.6%	9.5%	6.6%	2.2%
Service Workers	13.8%	12.6%	12.6%	13.0%

SOURCE: U.S. census of Population 1970, 1980, 1990, 2000

UNEMPLOYMENT

Figure 5.8 shows unemployment trends from 1994 to 2003. Clarke County's unemployment rate has been consistently lower than the Commonwealth's average. In 1997, for example, the County unemployment rate averaged 2.6%, compared to 4.0% for Virginia. In 2003, Clarke County's unemployment rate was 2.7% compared 4.1% for the Commonwealth. Clarke County's unemployment rate has also historically been lower than the Northern Shenandoah Valley Regional Commission's rates.

Table 5.7: Unemployment Rates 1994-2005

Locality	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Clarke County	2.8%	3.0%	3.0%	2.6%	1.9%	1.5%	1.1%	1.9%	2.6%	2.7%	2.7%	2.0%
Planning District	4.8	5.2	4.8	4.0	2.9	2.6	1.7	2.6	3.4	4.0	3.0	3.0
Virginia	4.9	4.5	4.4	4.0	2.9	2.8	2.2	3.4	4.1	4.1	3.7	3.0
United States	6.1	5.6	5.4	4.9	4.5	4.2	4.0	4.7	5.8	6.0	5.5	5.1

SOURCE: Virginia Employment Commission Labor Market Information

Clarke County's unemployment rate, like other areas, varies with the seasons of the year. The County's unemployment is highest in the winter months (January-March) and lowest in the late summer and early autumn, particularly when agricultural crops are being harvested and processed.

REGIONAL LABOR POOL

According to the U.S. Census, it is estimated that a total of 393,958 people lived within a 30-mile radius of Berryville in 2000. This area includes Clarke County as well as the contiguous counties of Loudoun, Frederick, Fauquier, and Warren and the City of Winchester, and Jefferson County, West Virginia.

In 2000, there was an estimated work force population of about 214,562 persons within this 30-mile radius. This "Estimated Labor Pool" refers to those persons between the ages of 16 and 55. People over 55 years of age may not be a likely source of labor for a new industry, since those persons may be close to retirement and

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may be less likely to seek new employment. However, given the recent trend of American workers to continue working to an older age, the definition of estimated labor pool may be expanded.

For 2000, the average number of unemployed seeking work within the Planning District was 1.7% percent of the total civilian labor force. This is down significantly from 1990, when the unemployment rate in the Planning District was 6.0%.

INCOME AND WAGES

Median family income (that figure for which there are an equal number of families above and below) for Berryville in 2000 was \$39,871. According to U.S. Census information, Berryville ranked first in median family income in the Northern Shenandoah Valley Planning District. Boyce and Stephens City ranked second and third among towns in the Planning District, respectively. Income level figures for Berryville are shown in Figure 5.8. "Households" are defined by the U.S. Census Bureau as all occupants of the house, whether related or not; "families" are defined as related occupants of the house.

Figure 5.8: Berryville Estimated Household & Family Income 2000

	Households	Families
Less than \$10,000	130	32
\$10,000 to \$14,999	63	15
\$15,000 to \$24,999	174	83
\$25,000 to \$34,999	193	117
\$35,000 to \$49,999	207	120
\$50,000 to \$74,999	218	191
\$75,000 to \$99,999	107	107
\$100,000 to \$149,999	124	107
\$150,000 or more	13	9
Median	\$39,871	\$52,176

SOURCE: 2000 U.S. Census of Population and Housing

Figure 5.9: Estimated Annual Median Household Income

Locality	Median 1995	Median 2000	Median 2002
Clarke County	\$39,176	\$52,674	\$53,499
Frederick County	\$39,470	\$49,248	\$50,723
Page County	\$28,859	\$34,357	\$33,785
Shenandoah County	\$31,360	\$40,325	\$40,543
Warren County	\$35,924	\$44,091	\$45,420
City of Winchester	\$31,767	\$36,849	\$37,782
Virginia	\$36,367	\$46,789	\$48,224

SOURCE: 2000 U.S. Census of Population and Housing & 2005 Virginia Employment Commission

Figure 5.9 identifies estimated median household incomes in 2000 for jurisdictions within the Northern Shenandoah Valley Planning District. Clarke County had the highest median family income of the Planning District's jurisdiction in 2000 (\$51,601). Clarke County's median income is also higher than the Commonwealth median (\$46,667).

According to Census Bureau estimates, 4.2% of Clarke County families had incomes below the poverty level in 2000. The percentage in Virginia was 7.0%. In Clarke County, 10.6% of households had incomes of \$100,000 or more in 2000, compared with 9.4% of all households across Virginia.

Figure 5.10: Per Capita Personal Income

	1990	2000	2003
Clarke County	\$17,503	\$30,985	\$30,962
Virginia	\$17,324	\$31,087	\$33,993

SOURCES Virginia Employment Commission 2005

Figure 5.10 indicates Clarke County's per capita personal income to be \$30,962 in 2003. This figure, which dropped slightly from 2000, is lower than Virginia's per capita income.

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Figure 5.11: Average Weekly Wages in Clarke County

	1980	1990	1997	2000	2005
Average for all County Employers	\$184	\$354	\$453	\$519	\$617
SOURCES: Virginia Employment Commission, 1st Quarter figures 1980, 1990, 1997, 2000, 2005					

The average weekly wage paid to workers by industries in Clarke County in 2005 was \$617 (see Figure 5.11), according to the Virginia Employment Commission. That represents a 15.88% increase over the first quarter of 2000.

Figure 5.12: Annual Average Weekly Wages of Residents

Locality	1997	2002	% change
Clarke County	\$485	\$544	10.84%
Frederick County, VA	\$497	\$598	16.89%
Page County	\$395	\$432	8.56%
Shenandoah County	\$425	\$469	9.38%
Warren County	\$417	\$505	17.42%
Winchester City	\$516	\$596	13.42%
NSVRC	\$472	\$574	17.77%
Northern Virginia PD	\$811	\$1,023	20.72%
Virginia	\$610	\$715	14.69%
SOURCE: Annual Average Weekly Wage, 4th Quarter 1997 & Annual Average Weekly Wage, 4th Quarter 2002 - Virginia Employment Commission			

Figure 5.12 identifies the annual average weekly wages of residents in the above jurisdictions, planning districts, and the Commonwealth. According to the Virginia Employment Commission, the wages in Clarke County rose by 10.84% from 1997 to 2002. The Northern Virginia Planning District figure reflects the high-paying jobs that many residents of Berryville and Clarke County commute to.

AGRICULTURAL ECONOMY

Agriculture has been and continues to be a very important part of the economy in rural Clarke County. Therefore, any economic analysis should take into consideration the role of agriculture in the overall economy of the Town and County.

Figure 5.13: Clarke County Sales of Agricultural Products (in \$1,000)

	1992	1997	2002
Total value of agricultural products sold	17,761	13,056	15,616
Dairy Products	4,242	2,537	3,069
Cattle and Calves	7,933	8,450	8,260
Hogs and Pigs	105	118	220
Sheep, Lambs, and wool production	101	184	134
Other livestock and poultry (including horses and ponies)	2,792	2,384	2,340
Total Livestock, Poultry and Products	10,822	8,669	10,340
Fruit, nuts and berries	4,861	2,049	1,734
Vegetables, melons, sweet potatoes, potatoes	598	98	72
Total Market Value of Crops	6,939	4,387	14,023

SOURCE: 2002 Census of Agriculture - County Data

MARKET VALUES OF CROPS

Figure 5.13 illustrates the significance of agricultural products in the Clarke County economy. This table lists the total value of agricultural products sold, as well as categories for livestock, poultry and products, and crops in bold. Several examples of livestock and crops are shown in this table, not the entire breakdown of the respective categories. Accordingly, these figures will not reflect the total values of the category.

In 2000, the sale of agricultural products totaled over \$15.5 million for Clarke County farmers. While this total dropped nearly 27% from 1992 to 1997, the 2002 figure indicates an increase of over \$2.5 million, or 16.4%, from 1997 to 2002.

Figure 5.14: Clarke County Farms, Acreage and Operators

	1992	1997	2002
Number of working farms	319	325	472
Total Farm Acreage in County	68,326	71,423	74,279
Average Size (in acres)	214	220	157
Principal Occupation of Operator			
Farming	144	154	250
Other	175	171	222

SOURCE: Census of Agriculture - 1992, 1997, 2002

Since 1992 (see Figure 5.14), the number of working farms in Clarke County has grown by 32.4% while the average size of these farms has dropped to an average of 157 acres. In 1992, there were 319 working farms with an average size of 214 acres per farm.

Between 1992 and 2002, the number of operators farming as their principal occupation increased significantly, from 144 to 250. The number of part-time operators has also increased from 175 to 222.

TOURISM

Tourism is another industry that is a big business in Virginia. According to the Department of Historic Resources, Virginia is the sixth most popular destination in the United States for historic and cultural travelers. With a large segment of the American population within a day's drive of Virginia, attracting tourists has become a statewide effort. Virginia offers fine outdoor opportunities, cultural venues, wineries, rolling landscape, and exciting cities. Berryville and Clarke County is in a perfect position to take advantage of its location and years of smart planning.

Clarke County Tourism Alliance

Another boost to the economic base of the Town and County is the formation of two organizations in 2004. The Clarke County Tourism Alliance is a group of business owners and elected and appointed officials that began through the efforts of the Clarke County Economic Development Committee. The Alliance con-

sists of subcommittees including recreation, culture, hospitality, and agriculture. Another subcommittee will be reviewing ordinances and working with local government officials and staff to encourage property owners to operate country inns and bed and breakfasts to accommodate future visitors to the County. A management team was formed in the fall of 2004 that will define the goals and develop a website and programming for the Alliance. The Alliance elected a permanent Board of Directors in 2005.

Clarke County Equine Association

The other newly-formed group encourages economic development through the equine industry. This group has a business directory, a web site in place and is reviewing other activities and documents to promote all facets of the equine industry in Clarke County.

RETAIL SALES

A healthy local retail economy is good for the business sector and good for the local government, which receives part of its revenue from the sales tax. While Winchester emerges as a regional retail hub with the addition of national chain stores, and residential development occurs within Berryville and the adjacent jurisdictions, the Town's existing downtown has the unique opportunity to become a center for specialized retail shopping.

Figure 5.15: Taxable Sales: 1997 & 2003

Locality	1997		2003		Change in Per Capita Sales 1997 - 2003
	Taxable Sales Total (\$)	Per Capita Sales (\$)	Taxable Sales Total (\$)	Per Capita Sales (\$)	
Clarke County	40,485,288	3,163	67,372,377	5,325	+40.6%
Frederick County	340,399,610	6,200	541,171,304	9,158	+32.3%
Winchester City	570,392,062	25,693	836,872,278	34,250	+24.9%
Warren County	175,041,614	6,036	209,519,684	6,634	+9.0%
Virginia	57,047,801,015	8,486	70,645,312,671	9,980	+14.9%

SOURCE: Virginia Department of Taxation - Taxable Sales Summary Report, 1997 & 2003

Though no separate data exists for Berryville, many of Clarke County's businesses lie within the Town. Recent retail sales figures (see Figure 5.14) indicate a significant growth in per capita sales (40.6%) in Clarke County from 1997 to 2003.

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Berryville/Clarke County Chamber of Commerce

The Berryville/Clarke County Chamber of Commerce has approximately 75 members representing businesses and individuals in Clarke, Frederick, and Loudoun counties as well as Berryville and Winchester. The Chamber of Commerce operates with one paid part-time staff person and a 12-member Board of Directors. The organization's main goal is to promote and encourage the growth of new and existing businesses and tourism in the Berryville/Clarke County area. The Chamber sponsors community events that aid in the tourism effort including Spring and Fall Art at the Mill Shows and the annual Christmas Parade.

Berryville Main Street

Formerly known as Downtown Berryville, Incorporated, Berryville Main Street is an important organization for the promotion of the downtown and its merchants. Staffed by one part-time employee, Berryville Main Street has shifted its focus from the Barns of Rose Hill project back to the businesses of downtown. As the organization that supports the Virginia Main Street program, it has an active board of directors composed of local business owners, government officials, and residents who have a large variety of interests and occupations. Berryville Main Street is composed of several committees, including Design, Promotion, Organization, and Economic Restructuring.

Efforts should continue to be made through local organizations and government to maintain the retail core by actively seeking appropriate restaurants and specialty retail businesses to downtown Berryville. Building owners should also be contacted and organized so as to strengthen the infrastructure and fabric of the downtown. Blight abatement should be considered for structures that are empty and have fallen into disrepair.

Chapter 8 addresses specific efforts toward downtown revitalization.

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SUMMARY

The two largest employers in the Town are Berryville Graphics and American Woodmark. Many of the largest businesses in Clarke County have been in business for more than ten years.

There were 1,440 people above the age of 16 identified in the 2000 local workforce. Of this number, most are employed in a management, professional or related occupation. While many of the jobs in Berryville are in the manufacturing sector, a relatively low percentage of residents have chosen to work in this industry.

Leading commuter destinations are Loudoun County, Frederick/Winchester, and Fairfax County. Eastbound commuting continues to be the primary movement. Many new residents moved from this area and continue to work in the same job. The largest number of commuters coming into Clarke County are from Frederick County, Winchester, and West Virginia.

The Clarke County Labor Force was estimated to be 6,746 in 2003. The unemployment rate in 2004 was 2.7%, while Virginia's was 4.1% and the United States 6.0%.

In 2000, the median household income in Clarke County was \$51,601. This was the highest level in the Planning District. The annual weekly wage in Clarke County was \$544 in 2002, a 10.84% increase from 1997.

Clarke County's agricultural products have regained value from 1997 figures. The greatest share of the agricultural economy comes from livestock and poultry products. The number of working farms increased 31.1% from 1997 to 2002, while the size of the average farm decreased by 28.6%.

Efforts are being made to promote tourism in the County and Town. Several organizations have been formed to facilitate the marketing of this industry.

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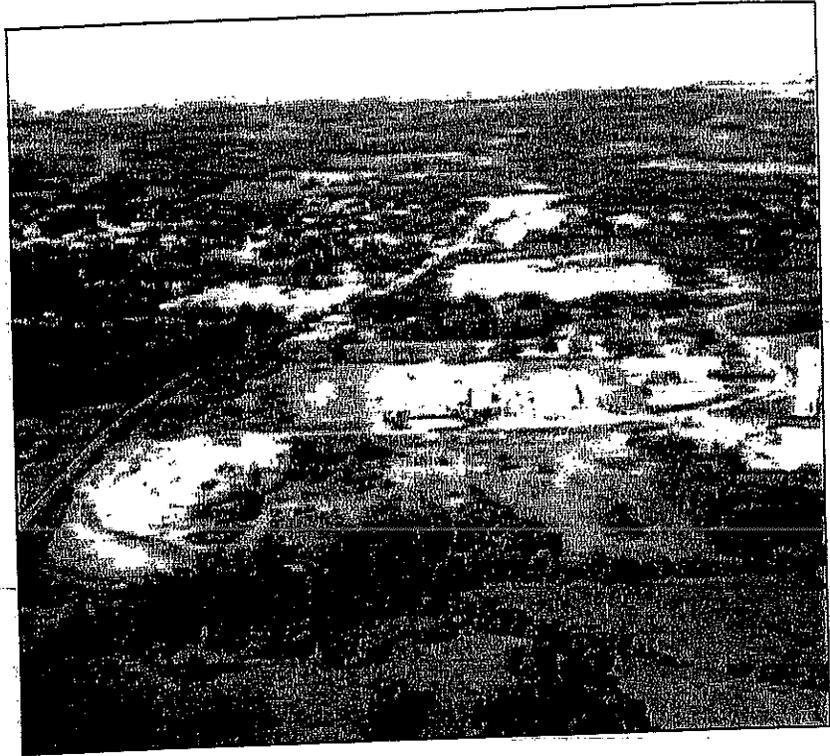
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The amount of taxable per capita sales rose significantly from 1997 to 2003, up over 40% during this time period. Berryville continues to be the center of commerce in the County. Efforts should be continued to encourage retail shops in the downtown area. The Berryville/Clarke County Chamber of Commerce and Berryville Main Street are important organizations that promote Berryville and its merchants.

SOURCES

U.S. Department of Labor
Virginia Employment Commission
U.S. Census
Northern Shenandoah Valley Regional Commission
U.S. Census of Agriculture
Virginia Department of Taxation
Berryville/Clarke County Chamber of Commerce
Berryville Main Street
Clarke County Tourism Alliance
Clarke County Equine Association
Celeste Heath, Berryville Town Clerk

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Clarke County Business Park, 2003
Photo by Sam Legard

The term community facilities describes public or semi-public buildings and services which are necessary for the health, safety, and welfare of the residents. Included under the term are schools; fire and rescue; police; parks and recreation; library; museums; post office; Town office and facilities; public water and sewer; stormwater management; solid waste recycling; health services; and facilities for senior citizens.

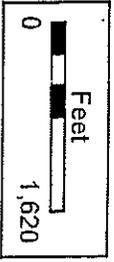
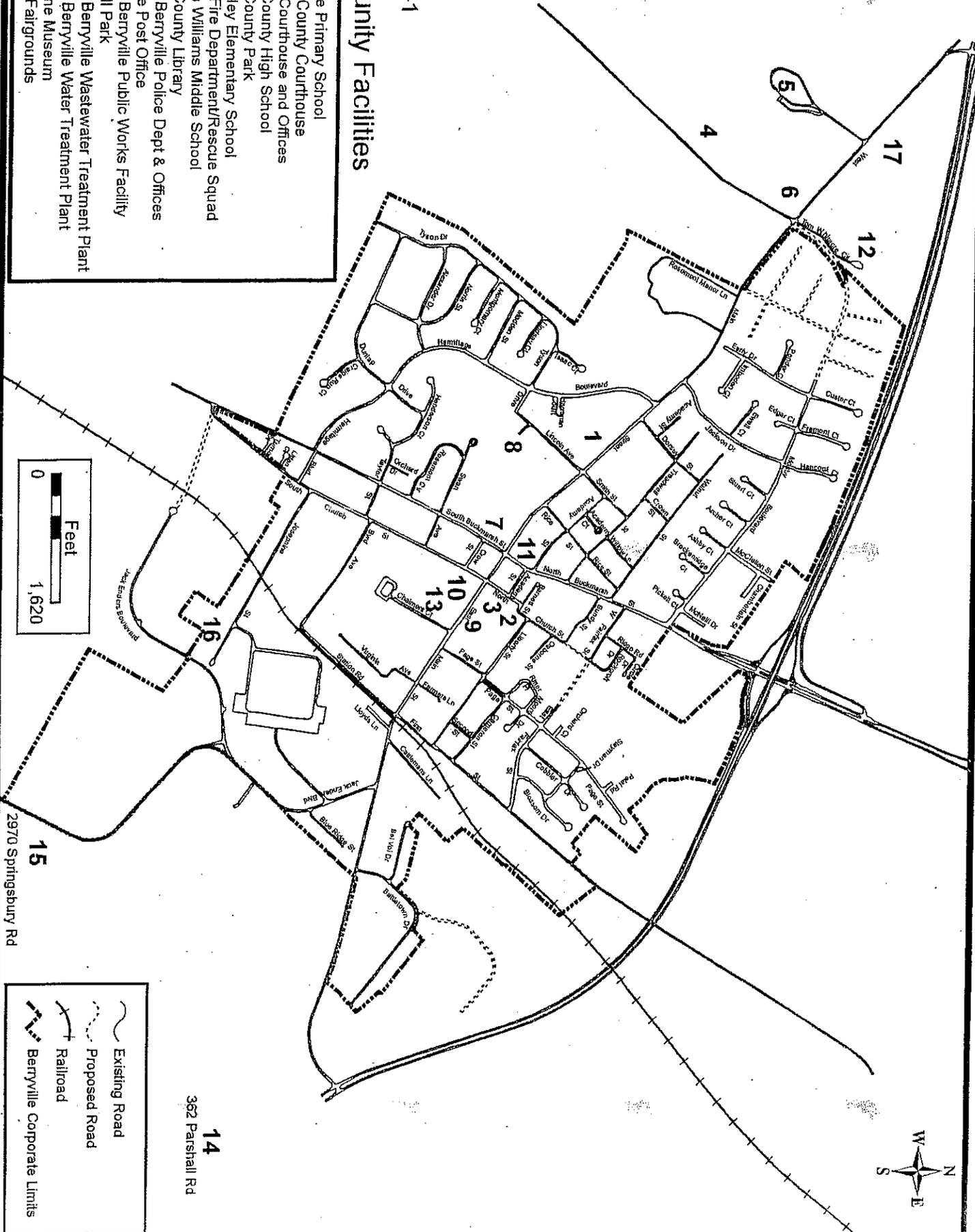
As Berryville and the surrounding area grows, it will be necessary to expand public services to meet the needs of residents. Because Berryville is the county seat and major population and activity center of Clarke County, many of the community facilities for the County are located in or near the Town of Berryville. The quality of these services will influence the Town's desirability as a place to live and work, and is therefore closely related to growth and development.

This chapter will describe existing community facilities and determine whether they are adequate to meet the needs of the existing population of the area. Recommendations for expansion, improvement, or the creation of new facilities will be made so the needs of the anticipated population can be met. Community facilities in or near the Town of Berryville are identified on Figure 6.1.

Figure 6-1

Community Facilities

- 1 Berryville Primary School
- 2 Historic County Courthouse
- 3 County Courthouse and Offices
- 4 Clarke County High School
- 5 Clarke County Park
- 6 DG Cooley Elementary School
- 7 Enders Fire Department/Rescue Squad
- 8 Johnson Williams Middle School
- 9 Clarke County Library
- 10 Town of Berryville Police Dept & Offices
- 11 Berryville Post Office
- 12 Town of Berryville Public Works Facility
- 13 Rose Hill Park
- 14 Town of Berryville Wastewater Treatment Plant
- 15 Town of Berryville Water Treatment Plant
- 16 Josephine Museum
- 17 Ruralian Fairgrounds



- Existing Road
- Proposed Road
- Railroad
- Berryville Corporate Limits

14
362 Parshall Rd

15
2970 Springsbury Rd

SCHOOLS

The residents of Berryville and Clarke County are served by the Clarke County school system. School offices are located on West Main Street in Berryville. There are five schools in the County; four are in or around Berryville and the fifth is in Boyce. In 1998, the total enrollment in public schools was 1,913. Projected figures for the 2004-2005 school year indicate 2,102 enrolled, an increase of 189 students. Both of these numbers include children from pre-kindergarten through twelfth grade, and all special education classes.

Figure 6.2: Clarke County School Enrollments

	1992	1998	2004*
Berryville Primary (PK-2)	175	176	241
Boyce Elementary (K-5)	292	407	322
D.G. Cooley Elementary (K-5)	354	320	365
Johnson-Williams Middle School	413	430	522
Clarke County High School	428	580	652
TOTAL	1662	1913	2102

*Projected enrollment as of June 21, 2004 for the 2004-2005 school year.
 SOURCE: Ed Breslauer, Clarke County Public Schools

Of the three elementary schools in the County, Boyce Elementary (K-5) is located in Boyce, Berryville Primary (K-1) is on West Main Street in Berryville, and D.G. Cooley Elementary School (K-5) is on Business Route 7, about 0.5 miles west of the corporate limits. The Johnson-Williams Middle School is located on Swan Avenue with an entrance at the intersection of Tyson Drive and Lincoln Avenue.

The Clarke County High School is located on Westwood Road (Route 636) just south of D.G. Cooley Elementary. All four schools are operating above capacity and are utilizing temporary trailers as classrooms.

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CHAPTER 6 • COMMUNITY FACILITIES

Efforts are continuing to be made to construct a new high school. With a budget of approximately \$33 million, the Clarke County School Board has been working with the Clarke County Board of Supervisors to determine the best location for the proposed high school. In order to avoid "school sprawl," it would be appropriate for the new facility to be located in or close to the Town to make efficient use of water and sewer facilities and existing transportation networks. Once this project has been completed, it is anticipated that the Berryville Primary site will be used by the schools for classrooms, administration, or both.

There are also two accredited private schools in Clarke County. The Powhatan School, located near Boyce, provides educational opportunities for boys and girls in grades 1 through 8. The School has 19 classrooms plus a science lab, library, auditorium and gymnasium. An addition was completed in 2003. Powhatan has an enrollment of 250 students in 2004, an increase from 179 students in 1998. The student-teacher ratio is 8:1.

The Grafton School has educational facilities in Clarke County and Winchester. The school serves boys, girls, and adult clients with disabilities in three areas: emotional disabilities, mental retardation and emotional disturbance (combined), and autism. Grafton's Clarke County facility is located 2 miles east of Berryville on Route 7 Bypass. Enrollment in 2004 is 78 students, with a staff of 15 teachers. The Winchester facility has approximately 70 students and 38 adult clients and has 17 faculty members.

Higher education in the area is provided by Lord Fairfax Community College in Middletown and by Shenandoah University in Winchester. Lord Fairfax offers two-year programs in occupational-technical curricula and courses in college freshman and sophomore level arts and sciences. The College has Associates Degree programs in Agriculture, Liberal Arts, Education, Accounting and Business, Engineering Technology, and Electronics. They also offer continuing education classes. The 2004 enrollment is 4,437 students.

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CHAPTER 6 • COMMUNITY FACILITIES

Shenandoah University is fully accredited, offering undergraduate, graduate and doctoral degree programs in various fields. Full-time student enrollment for the 2004-2005 school year is 2,782. Its well-known Conservatory offers degrees in music, dance and theater. The Ohrstrom-Bryant Theater enables students to perform musical and theatrical productions in a state-of-the-arts auditorium. The College of Arts and Sciences offers various degrees in the liberal arts, including science and education. The Harry F. Byrd School of Business offers programs in business, accounting and business management. The School of Health Professions awards degrees in nursing, physical therapy and respiratory care. The School of Pharmacy is a nationally-known program that offers both undergraduate and graduate programs. Shenandoah University also offers a wide variety of adult education programs and certificates that benefit the entire community.

Shenandoah University has a variety of partnerships that enables the business community and the university to work together in program development. These partnerships are crucial in supplying an educated employee base to the region.

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FIRE PROTECTION

The John H. Enders Volunteer Fire Company and Rescue Squad is located on South Buckmarsh Street in Berryville and provides fire protection and other emergency services to the Town and surrounding area.

There are three other volunteer companies in Clarke County that provide mutual aid when called upon, including the Boyce Fire Company, Shenandoah Farms Fire Company, and Blue Ridge Fire Company. Mutual aid is also available from Frederick and Loudoun counties in Virginia and Jefferson County, West Virginia.

The John H. Enders Fire Company has nearly 75 members, with 30 being active volunteer members. Though the Company receives funding from both the Town and County, a large part comes through private donations and fundraising activities. The firehouse was built in 1958 and expanded in 1986. This facility is also used by the community for meetings and dinners.

The Company maintains a 2,000 gallon per minute (gpm) pumper, 1,250 gpm pumper and a 750 gpm pumper. Other equipment includes a 2,500-gallon gpm tanker; a four-wheel drive brush truck; a 135-foot aerial ladder truck; a four-wheel drive suburban personnel carrier; and a boat. They also run three Advanced Life Support (ALS) capable ambulances (see "Rescue Squads" on the following page).

In 1998 the Town adopted a 100% personal property tax exemption on one vehicle per active member to encourage company volunteerism.

In November of 2003, Insurance Services Office, Inc. (ISO) completed a Public Protection Classification Survey. ISO is the leading supplier of statistical underwriting and actuarial information for the property/casualty insurance industry. The rating is based on a complex evaluation of the John H. Enders Fire Company, Clarke County Communications, and the Town water system. A previous evaluation completed in October of 1990 resulted in an ISO classification rating of 5. The most recent evaluation reported that this Class 5 rating continues to apply. This indicates that fire suppressions services are keeping up with the demands of a changing community.

RESCUE SQUADS

The rescue squad is operated under the John H. Enders Fire Company. The rescue squad provides emergency medical care and emergency transport of the sick or injured for the Town of Berryville and a portion of Clarke County. The rescue squad was first organized in 1962 and is capable of handling various emergencies. The Company maintains three Advanced Life Support (ALS) capable transport units and one special emergency response vehicle for advanced life support non-transport first response. Although mostly volunteer, the squad is augmented by 24-hour career staff provided by the Town and County. The career staff responds to all calls in the County and provides assistance to other companies. The Boyce, Blue Ridge and Shenandoah Farms companies, as well as companies from Frederick and Loudoun counties in Virginia, provide mutual aid assistance.

PUBLIC SAFETY AND CRIMINAL JUSTICE

The Berryville Police Department, with offices located at 23 East Main Street, has nine full-time officers and one full-time administrative assistant. One officer is assigned to the department's community policing program. The department has specially equipped police cruisers and a four-wheel drive vehicle. At present, equipment and personnel levels are adequate, but office space is inadequate. Handicapped accessibility, the ability to secure files and evidence, and an interrogation room are some of the items that are required in a new facility.

Berryville and Clarke County have a mutual aid agreement for law enforcement, which allows the departments to assist one another during non-routine police emergencies.

The City of Winchester and Frederick County have joined forces with Clarke and Fauquier counties in the creation of a regional adult corrections facility. In 1998 a juvenile detention facility was constructed in the Fort Collier Industrial Park in Winchester on the same property as the Regional Jail. All persons arrested locally are taken to the Regional Facility.

All police training is currently received through a new satellite training academy in Middletown, Virginia. The academy is a state-approved regional training center.

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Clarke County Communications, located in the Clarke County Sheriff's Office at 100 North Church Street, handles all communications for the Berryville Police Department. The County has written an Emergency Preparedness plan to be used in case of a local emergency.

The Red Cross has a Clarke County unit in place which is managed by its parent, the Winchester/Frederick County Chapter. The Clarke County unit reorganized in 2001 and offers disaster and transportation services and classes to members of the community.

Johnson-Williams Middle School is designated as the County's emergency shelter. The facility offers generators, cooking facilities for hot meals, bathrooms and space for 25 cots.

PARKS AND RECREATION

Berryville and Clarke County provide park and recreational opportunities that serve the residents. Rose Hill Park, located on East Main Street, provides approximately 3.5 acres of park area, picnic facilities, basketball court, and a gazebo that is used for the weekly Music in the Park event, weddings, and other community events.

The Rixey Moore Playground, located in Rose Hill Park, includes equipment that meets all safety standards and is handicapped accessible. The Barns of Rose Hill, located behind Rose Hill Park, are slated to become a community center. Fundraising efforts are underway to raise money for the design and implementation of these plans. The Barns of Rose Hill, a new 501(c)3 corporation was formed in 2004 that will oversee fundraising, development, operations and maintenance of the new facility.

The Johnson-Williams Middle School provides a football field and track (with lights), two baseball fields and three tennis courts. The Berryville Primary School in Berryville provides a playground for younger children. Clarke County High School has a lighted football stadium and track.

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CHAPTER 6 • COMMUNITY FACILITIES

The Clarke County Park is located on West Business 7 just outside the Town limits. The Park encompasses 102 acres and offers a 12,000 square-foot recreation building constructed in 1992. The building includes a full court gymnasium; an exercise room; multi-purpose room; an arts and crafts room/kitchen; and restroom/shower facilities. The park also offers the following amenities:

- 25-meter outdoor swimming pool
- four picnic shelters
- four little league baseball fields
- two softball fields
- soccer fields, including two instructional, two U-8, two U-10, one senior-size
- two-mile walking/jogging path
- six tennis courts
- a large adventure playground
- tot lot

A new regulation-size irrigated soccer field is projected to open by the fall of 2005. A walking/jogging path from the park east along Business 7 in front of D.G. Cooley Middle School was completed in 2005. This path connects to a temporary path on the north side of Business 7 (West Main Street) to Jackson Drive. As the development of Battlefield Estates is completed along West Main Street, the temporary path will be abandoned and the permanent concrete sidewalk will make the much-needed pedestrian connection between downtown and the facilities to the west. It is also recommended that a bicycle/pedestrian path be constructed on the south side of West Main Street at a future date.

In January of 1999, the Parks and Recreation Advisory Board submitted a master plan for park upgrades to the Clarke County Board of Supervisors. The proposal calls for a senior center expansion onto the existing recreation center; expanded parking areas; upgraded restrooms in the Park; additional soccer fields; a skateboard/roller skate park; a full-size basketball court; three sand volleyball courts; a large lighted baseball field; and expanded pool deck and play area. Clarke County Parks and Recreation also offers a wide range of classes including exercise, arts and crafts, senior trips, and general interest programming.

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CHAPTER 6 • COMMUNITY FACILITIES

Across from the Clarke County Park is the Ruritan Club grounds (Clarke County Fairgrounds) with facilities for fairs, shows, and picnics. The Clarke County Fair is held at the Fairgrounds during August. Other community events, including truck and tractor pulls, steam shows, auctions, craft fairs and dog shows, are held at this facility.

Several new subdivisions are including playgrounds and open space areas within their developments. The "Facilities Impact Study for the Berryville Area Plan" suggests that a second regional park on the scale of the Clarke County Park may be needed over the long term.

LIBRARY

Berryville has had several libraries since 1929. During the period from 1958 to 1985, there was no regular library in Berryville or Clarke County. In 1984, Clarke County purchased the house at 36 East Main Street which was converted into a library. The 3,800 square-foot facility houses approximately 21,400 volumes including books, CD's, DVD's and audio books.

The Clarke County Library is a branch of the Handley Regional Library, headquartered in Winchester. Cardholders at the local library may borrow books available through the Handley Library via a remote computer terminal. A staff consisting of one full-time employee, one part-time employee, and sixteen volunteers keep the library open (six mornings, two afternoons and one evening per week). There are also six volunteers who participate in special event projects.

The library will be expanded to meet the needs of the Town and County that it serves. Based on American Library Association standards, to accommodate the 12,000 people in Clarke County, a library should have 24,000 volumes, requiring about 7,700 square feet of floor space. As the present location has little room for expansion, the library will move into the Town/County office building which is expected to be completed by 2008. The proposed space for the library is approximately 5,000 square feet with additional consideration for future expansion.

MUSEUMS

The Josephine School Community Museum is located at 303 Josephine Street next to the Johnson-Williams Apartments. The museum preserves and celebrates Clarke County's African-American heritage. Originally constructed in 1882 with donations of local cash and labor, it served as an elementary school until 1930 when it was moved a short distance to become part of the Clarke County Training School. The building was used for classes until 1971 and the Museum opened in the fall of 2003. It was placed on the Virginia and National Registers of Historic Places in 1995. The museum is 1,200 square feet and offers both exhibit and meeting space.

The Clarke County Historical Association (CCHA) operates a museum and archives in the Coiner House at 32 East Main Street in downtown Berryville. The CCHA was founded in 1939 and owns several historic properties including the Burwell-Morgan Mill and the Tollhouse in Millwood. The museum has a small exhibition area. The archives are open on Monday and Friday afternoons.

ANIMAL SHELTER

A new County Animal Shelter opened in the fall of 2004. Located at 225 Ramsburg Lane, the facility has 22 dog runs and room for approximately 40 cats. There are separate areas for aggressive dogs, nursing mother dogs, and small puppies. All of the kennels are inside. The shelter has two employees and offers limited hours of operation.

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POST OFFICE

The Berryville Post Office is located on North Church Street in a one-story brick structure. The building was erected in 1939 and remains in good condition. A handicapped-accessible ramp was constructed in 1992. The basement of the building can also be used as a civil defense shelter. Because of the number of deliveries and the revenue generated, the Post Office is rated as a "first class facility" by the Federal Government. As the volume of mail has steadily increased over the years, the facility is barely adequate to handle the current workload. Should increased mail volume require an expansion of the facility, the Town strongly encourages that any new facility be located in downtown Berryville.

TOWN OFFICE

The Berryville Town Office is located on 23 E. Main Street. The two-story building in which the Town Office is located was constructed in 1935. The fire department was once housed in this location. It has approximately 2,050 square feet of floor space for offices and storage. Administrative services are housed on the first floor, which was renovated in 1987. The Police Department, which now uses the former Council Chamber space, occupies the second floor. There are also about 1,000 square feet of storage space in a shed attached to the rear of the building, used to store equipment and supplies.

The Town began leasing the first floor of the building at 15 E. Main Street in 1991. This space was remodeled to become the Town Council Chambers and an office for the Planning and Zoning Department.

The present available office space in both locations is considered to be inadequate by Town elected officials, staff and standards used to determine space needs. The increase in Town population has necessitated additional staff and services and will continue to do so in the future.

A committee of elected officials, citizens, and staff met for several months in 2004 and 2005 to consider an appropriate location for a new Town office. They formed committees which reviewed site locations and identified current and future staffing and space needs.

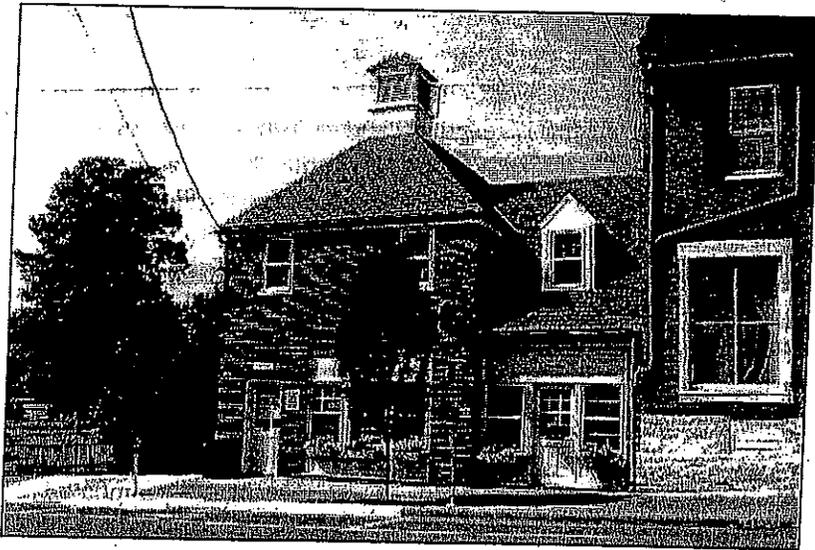


2005 Town of Berryville Comprehensive Plan

CHAPTER 6 • COMMUNITY FACILITIES

After four public input sessions and a public hearing, it was determined that the new Town/County office would be located on Chalmers Court behind Rose Hill Park. As previously mentioned, this building will also house the Clarke County Library. This land was purchased jointly in 2002 by the Town and County. It is anticipated that the building is scheduled for completion in 2008.

Not only will this site enable local government offices to remain downtown, it will add downtown parking while opening up additional retail spaces on Main Street by vacating the Town and Planning offices. This site will also allow for convenient bill-paying for Town and County residents.



Berryville Town Office, 2005
Photo courtesy of Berryville Main Street

PUBLIC WATER AND SEWER

The provision of an adequate supply of water and the collection and treatment of sewage is a necessity for any community. An understanding of existing water and sewage treatment facilities, and their distribution or collection systems including their capacities and problem areas, is vital in planning for future growth. Though virtually any facility can be expanded given enough funding, the wise investment of resources, both in time and location, will help keep the costs of these services at a reasonable level.

Water

Berryville's early water supply came from a spring with two wells as backup. The spring and wells were removed from service and abandoned in 1985. Since that time, Berryville's needs have been met through a surface water treatment facility with a raw water withdrawal from the Shenandoah River. The Berryville Water System provides approximately 1,500 residential and commercial service connections. The average daily water production is 400,000 gallons per day, with a permitted design capacity of 864,000 gallons per day.

The water treatment plant is a filtration/sedimentation process, utilizing alum as the primary coagulant and a polyelectrolyte as an aid to filtration. Disinfection is accomplished through the addition of chlorine. As required by the Virginia Department of Health, fluoride is also added to help protect children's teeth. The facility consistently meets all State and Federal regulations for water purveyors, and is expected to continue doing so as regulations change and become more stringent.

The water distribution system consists of a network of 12", 10", 8", 4" and 2" pipes throughout the Town and in several areas in the County just outside the Town's Corporate Limits. The combined water tank capacity for use by residents of the Town of Berryville is 4,000,000 gallons.

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CHAPTER 6 • COMMUNITY FACILITIES

The water distribution system is continuously undergoing upgrades through regularly scheduled line maintenance and replacement by the Town.

The Berryville Wastewater Treatment Facility consists of a comminutor, two aerated lagoons, an ultraviolet disinfection system, and various pumps for transferring the wastewater from one process to the next. The system, originally completed in 1969 and upgraded several times to meet newly imposed regulations, is capable of meeting secondary treatment standards for removal of organic contaminants. The current permitted capacity of the facility is 450,000 gallons per day. In dry weather, the facility treats an average of 300,000 gallons per day. In wet weather, the flow can reach in excess of 600,000 gallons per day.

In wet weather, excess flow is attributable to the inflow and infiltration (known as "I&I") of stormwater into the sewerage collection system. Because of this I&I, the Town has completed an extensive Sanitary Sewer Evaluation Study to determine origin of these flows. This study has enabled Town staff and contractors to locate and mitigate problems in the system and to plan for rehabilitation of other portions of the collection system. To insure that the treatment facility is permitted for adequate capacity during periods of wet weather, the Town is in the process of increasing its permitted capacity to 700,000 gallons per day.

Town staff anticipates that regulations currently being formulated will necessitate additional requirements for the removal of nitrogen and phosphorous from the wastewater. These regulations may cause substantial modification of all sewerage treatment within the next five years.

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Expansion of Water and Sewer Facilities

Where requests for new services are the result of new development, extensions of the distribution system are built in accordance with Town Construction Standards by the developer of the respective parcel.

When new connections are established on the water or sewer systems, an availability fee is collected by the Town from the applicant requesting these services. This payment compensates the Town for that capacity in the distribution, collection and treatment systems which the new connection will consume. This revenue stream enables the Town to expand facilities as necessary to accommodate growth. Revenue derived from these availability fees is placed in an independent escrow account to be used as applicable construction projects are approved. This fee serves to place the burden of financing expansion of these systems on those who create the demand for these expansions rather than the existing customers.

Consulting engineers have prepared utility system master plans for both the water and sewerage systems. In 1989, Dewberry and Davis submitted the *Water Distribution System Analysis and Sanitary Sewer System* for the Town of Berryville. In 1990, Dewberry and Davis wrote the *Water and Sewerage Program* for the development of the Berryville Area Plan. And in 1992, Dewberry and Davis submitted the *Sanitary Sewer Master Plan* for the Town. These documents serve as guides in planning for extensions and upgrades of the systems in the future. In addition to these master plans, the Town's consulting engineers maintain a theoretical model of the function of the water distribution system. This model is updated as the system is expanded. The model allows for prediction of how proposed extensions, or modifications to, the water system will impact the function of the entire system.

PUBLIC WORKS DEPARTMENT

The Public Works Department presently consists of a director and seven full-time staff. Approximately seventy-five percent of this department's time is spent in the maintenance of the water distribution and wastewater collection systems, and providing associated customer service. This department is also responsible for the inspection of new water and sewer lines being installed for dedication to the Town as part of the land development process.

Public Works provides maintenance of the various buildings and grounds owned by the Town, and certain support services to the Department of Utilities and the Department of Planning and Zoning. In winter, this department provides snow clearing duties on Town streets under a contract with the Virginia Department of Transportation.

The James E. O'Brien Public Works Facility is located just outside the Corporate Limits on the west side of Berryville and serves as the base of operations for this department. In the future, as population increases and the utility systems expand, additional staff and equipment will be required. Of particular concern is the probability that the Town will be required to assume maintenance responsibility for Town streets from the Virginia Department of Transportation. This occurs in the Commonwealth of Virginia when a municipality's population reaches 3,500 residents. This is likely to occur in 2010 when the next census is conducted. Preparations have been underway for this transition.

STORMWATER MANAGEMENT

New development creates additional impervious surfaces such as buildings, roads and parking areas. These impervious surfaces are responsible for more stormwater runoff into existing drainage ways.

The engineering firm of Dewberry & Davis completed a stormwater study for Berryville in 1991. This study identifies existing facilities and the need and location of future upgrades to the stormwater management system. A Stormwater Management Ordinance was adopted in 1997. Stormwater management facili-

2005 Town of Berryville Comprehensive Plan
CHAPTER 6 • COMMUNITY FACILITIES

ties on privately developed land must be installed consistent with this ordinance. Post-development runoff shall not exceed pre-development runoff rates. A "karst adjustment factor" is applied to the stormwater calculations to take into account the area's karst geology. This adjustment identifies a multiplier used in calculating stormwater run-off.

Those who are engaged in land-disturbing activities over 10,000 square feet are required to submit an erosion and sediment control plan meeting the requirements of the Town's Erosion and Sediment Control Ordinance.

The Town of Berryville has had a Flood Insurance Rate Map (FIRM) since 1977. This enables Town residents to obtain federal flood insurance. This map indicates the floodplain area within the Town limits. This FIRM, and Section 206 of the Berryville Zoning Ordinance pertaining to the Floodplain Area, were updated in May of 2002. The updated FIRM identifies Base Flood Elevations (BFE) within the floodplain area. The Town received a Floodplain Mitigation Study which was fully funded by the Federal Emergency Management Agency (FEMA). This study identifies possible regional stormwater management detention areas and options for future modifications to the floodplain area.

The Northern Shenandoah Valley Regional Commission obtained a grant from the U.S. Department of Wildlife in late 2003 for the development of a manual on Low Impact Development, or LID, best management practices with stormwater. This document, completed in late 2005, may be adopted by any of the jurisdictions in the planning district. The consultants who wrote the document identified specific practices in areas of karst geology where stormwater runoff should be handled differently than in other areas.

SOLID WASTE

The Town no longer operates its own solid waste collection service; the service is privately contracted. Trash is collected weekly in residential areas and twice each week in the downtown commercial area. Bulk items are also collected. Brush is picked up once a week by the Town's Public Works Department.

Solid waste from the Town of Berryville is deposited in the Frederick County Landfill in eastern Frederick County. The landfill, which accepts waste from Frederick County, Winchester, Clarke County and Berryville, has a life expectancy of about 25 additional years.

RECYCLING

As new landfill sites are both financially and politically expensive, it has been increasingly recognized that reducing the volume of waste generated is wiser than finding new places to put it. The Frederick County Landfill Area (which includes Berryville) exceeds Commonwealth's 25% recycling goal. The true rate is probably higher, though documentation of all efforts is difficult. The Town began weekly curbside pickup of recyclables in 1991. The service has been contracted out to the same private provider who handles the trash pickup. Commingled newspaper, aluminum, plastic and glass are accepted.

The Town's Public Works Department picks up leaves, branches and other yard waste once a week at curbside. Ideally, yard waste should be recycled to produce compost or mulch. Town residents are encouraged to actively participate in recycling as well as composting and mulching to reduce the amount of waste disposed of in the landfill.

HEALTH SERVICES

The Clarke County Health Department provides public health services for residents of Berryville. The office is located at 100 North Buckmarsh Street and is staffed by two public health nurses, two Environmental Health Specialists, and two supporting clerical personnel.

Services provided include inspection of the sanitary conditions of commercial operations, inspection of well water and sewage septic systems, and other environmental health programs. Personal health programs in Medicaid screening, prenatal care, immunization, WIC, pre-school health, cholesterol and blood pressure testing, and family planning are offered as well. The Clarke County Visiting Nurses Association assists in providing a variety of health care services to residents of the area.

Berryville currently has four doctors and four dentists working in Town. There are also three chiropractors practicing in the Town. As there are no hospitals in Clarke County, residents are served by the Winchester Medical Center. The medical center currently has 411 beds, with approximately 250 attending physicians. The facility is considered well equipped to provide for the medical needs of the residents of the region, including Berryville and Clarke County.

HOUSING AND NURSING FACILITIES FOR SENIOR CITIZENS

In Clarke County, the number of people over the age of 65 is growing faster than the general population. Therefore it is important that services for the elderly have the capability to expand to meet this growing need.

Rose Hill Nursing Home on Chalmers Court opened in December of 1979. Rose Hill provides intermediate and skilled care with 120 beds. It operates at near capacity and has a moderate waiting list. There is also a smaller licensed home called the Godfrey House for the aged in Berryville which provides life, or intermediate care. It has a capacity of twelve residents.

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CHAPTER 6 • COMMUNITY FACILITIES

The Mayfair House, which opened in early 2000, is an assisted living facility. Offering 48 rooms with a capacity of 64 residents, this facility employs two administrators, a Licensed Practical Nurse during the week, around-the-clock aides, and 24-hour on-call services.

The Johnson-Williams Apartments offer 40 units and is considered Affordable Housing for seniors 55 years of age and above. This facility was a non-profit venture between City Lights and Help with Housing. The building, located on Josephine Street, was converted from the Johnson-Williams School. This conversion was completed in 1993. The Mary Hardesty House, located in the Battlefield Estates area, is a 60-unit apartment complex for seniors that opened in December of 1998. This facility is Affordable Housing for seniors 65 years and older. Specific information on these two facilities is available in the Existing Land Use Section of this document.

A senior center is currently housed in the Presbyterian Church of Berryville. The Shenandoah Agency on Aging is responsible for programming of the facility. Seniors also have programs available to them at the Clarke County Parks and Recreation facility to the west of Berryville. An addition to the existing County Recreation Center will be the home of a new senior center by 2010.

Transportation services are provided by the Clarke County Transit Authority and the Shenandoah Area Agency on Aging. Transport for medical appointments and related trips are offered by the Clarke County American Red Cross chapter.

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SUMMARY

According to the Clarke County School administration, all schools are at capacity. Determining the location of a new high school is currently underway.

Higher education opportunities are provided by Lord Fairfax Community College and Shenandoah University. These institutions offer a variety of two year, four year and adult education programs and certificates that benefit the entire community.

Services provided by the John H. Enders Fire Company and rescue squad are sufficient to meet the needs of the Town and surrounding Berryville area. The latest ISO rating in November of 2003 indicates that fire suppression services are keeping up with the demands of a changing community.

There are adequate park and recreational opportunities in the Berryville Area. Though park space may be sufficient, the Town encourages development of smaller parks and/or playgrounds located in residential neighborhoods.

A new Town/County/Library office complex will be located behind Rose Hill Park on a parcel currently owned by the Town and County. This site will offer public meeting space, efficient bill paying, and public parking while retaining jobs in the downtown core.

Water and sewer plant capacities are considered adequate for the present population. The wastewater facility is currently undergoing the process to increase its permitted capacity. With this new permit, new regulations for nitrogen and phosphorous removal will be required by the Commonwealth of Virginia by 2010.

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CHAPTER 6 • COMMUNITY FACILITIES

Solid waste collection is satisfactory in the Town. The Town directs a curbside recycling program that now offers once a week service through a private provider.

The Clarke County Health Department and the Winchester Medical Center, as well as local doctors, dentists and chiropractors in Berryville, provide Town and County residents with health care facilities.

It is important that services for the elderly in Clarke County and Berryville expand to meet the growing need. Growth designated for older people, Older Person Residential (OPR), must be monitored, however, so as not to adversely impact Emergency Service personnel and equipment beyond their capabilities.

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SOURCES

Ed Breslauer, Clarke County Schools
Claire Hammon, Powhatan School
Tammy Monroe and Jean McIntyre, Grafton School
Nelly Manning, Lord Fairfax Community College
Helen Slater, Shenandoah University
Jay Arnold, John H. Enders Fire Company
D. Elden Nesselrodt, former Chief of Police
Lisa Cook, Clarke County Department of Parks and Recreation
Chuck Johnston, Clarke County Planning Administrator
Mary Morris, Clarke County Historical Association
Rich Rau, former Director of Utilities
Ralph Welliver, former Director of Public Works
Carol Weare, Winchester Medical Center

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CHAPTER 7 • TRANSPORTATION

A transportation system able to safely, efficiently and conveniently move people and goods in the area is essential to the continuing development of Berryville as the activity center of the County. Transportation facilities should also be in harmony with the character of the Town. Therefore, land use and transportation services must be considered as two parts of the same issue.

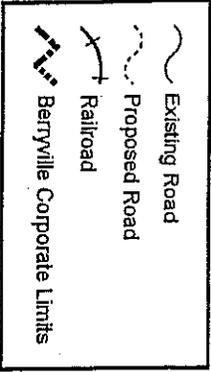
This study will describe existing roads, railroads, and public transportation in the Town and surrounding areas, and point out some of their strengths and weaknesses. Recommendations are then made for the improvement of the system. General location and alignment of new roads, along with other improvements, are noted on the accompanying maps. These proposals do not show the exact alignment of roads, as changes may occur after detailed engineering studies are completed.

EXISTING SYSTEM

As of 2003, there were 14.05 miles of roads in the State highway system in Berryville. Of these, 2.93 miles are in the primary system and 10.32 miles are in the secondary system. There are also 0.8 miles of roadway maintained by the Town. In the Town, only State Route 7 and U.S. 340 are part of the commonwealth's primary highway system. The Town's existing street system is illustrated in Figure 7.1.

Within the corporate limits, the right-of-way of Route 7 (Main Street) varies from 40 to 50 feet. West of Buckmarsh Street, the pavement is a uniform width of 36 feet, with sidewalks, curbs and gutters on each side of the street. The average right-of-way width of Route 340 through Town is 50 feet. State secondary roads in the Town average 40 feet right-of-way. Two of the more important roads, which are part of the secondary system, are Church Street (Rt. 616) and First Street (Rt. 615).

Most of the streets maintained by the Town have a right-of-way width of approximately 40 feet. They are hard surfaced and have two lanes. The Town street system includes parts or all of: Academy Court, Academy Street Extended, Barnett Street, Cameron Street, Dorsey Street, Page Street, Second Street, Treadwell Street, Virginia Avenue and Willow Lane.



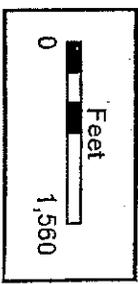
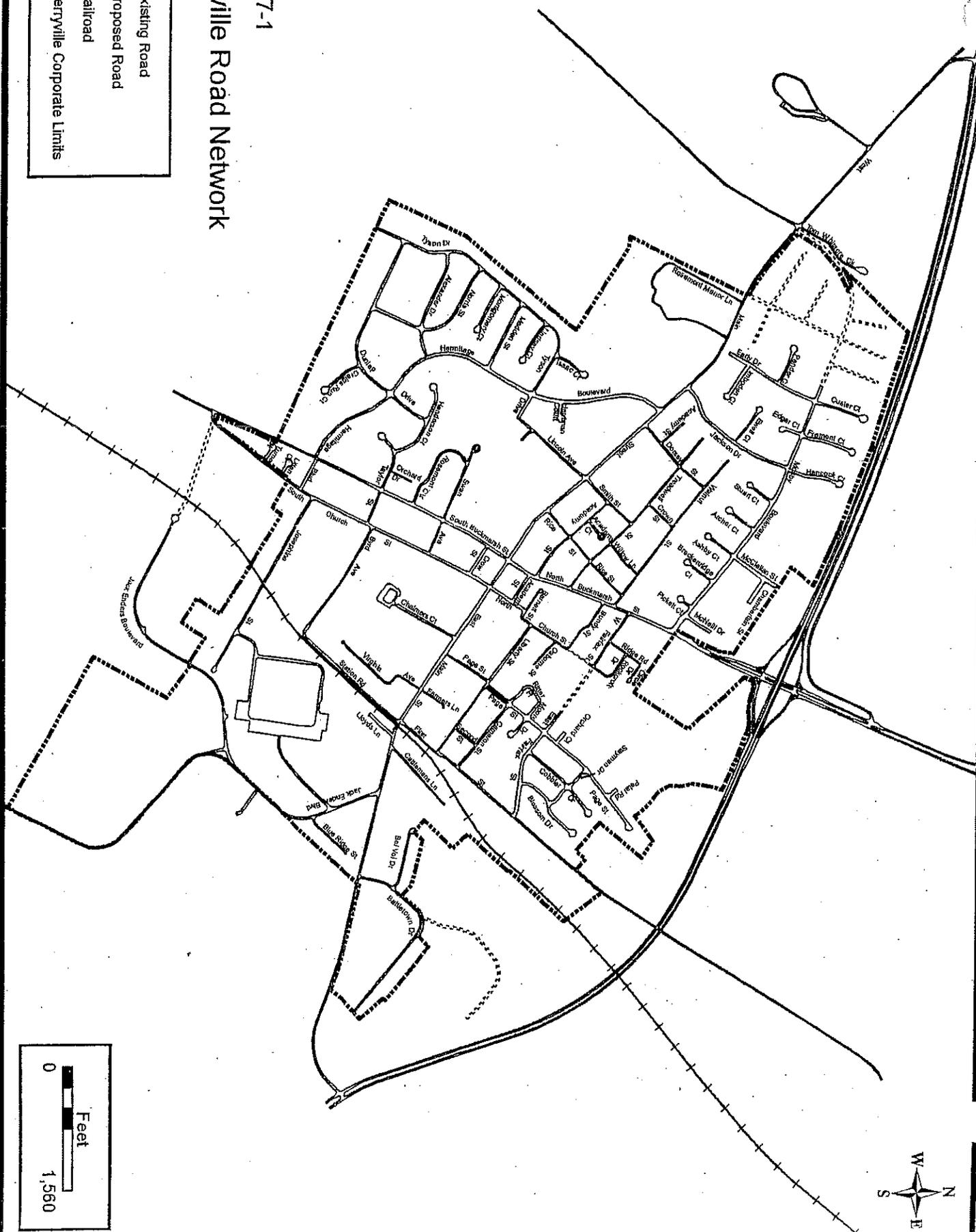
Existing Road

Proposed Road

Railroad

Berryville Corporate Limits

Figure 7-1
Berryville Road Network



2005 Town of Berryville Comprehensive Plan

CHAPTER 7 • TRANSPORTATION

The Route 7 bypass, opened in August 1975, is a four-lane limited access highway, which skirts the north side of the Town. Route 7 is a four-lane divided highway from Winchester to Round Hill, and a limited access four-lane highway from Round Hill to Leesburg. The road continues as a four-lane divided highway from Leesburg to the Washington Beltway.

The number of commuters from Clarke County has increased dramatically in the last ten years. Much of this traffic is eastbound to Northern Virginia and Washington, D.C. where higher paying, higher skilled jobs exist. According to an article in the Clarke Times-Courier in October, 2004, the number of commuters on Route 7 east of Berryville has increased 117% from 1993 to 2003 while Clarke County's population has increased less than 10%. The traffic counts on Route 340 have increased, but not as significantly as on Route 7. Significant population increases in Winchester/Frederick County and in Jefferson County, West Virginia are evident in these statistics. Additional information concerning commuting numbers and destinations can be found in Chapter 5 Economy.

The addition of a traffic signal on the east side of Main Street at the 7 Bypass in 2004 enables trucks from businesses in Berryville and the Clarke County Business Park to access westbound Route 7 at this intersection, thus reducing tractor trailer traffic through downtown. The number of accidents at that intersection have dropped since the installation of this signal. Another benefit has been allowing incoming traffic along Route 7 to turn onto the Bypass easier during times of heavy traffic.

Route 340 North is a dual lane highway from Berryville to the West Virginia border. Coupled with the Charles Town bypass, it has encouraged greater north-south traffic through Berryville. The population is expanding rapidly in Jefferson County, W.V. While a more direct route for commuters from Charles Town to Northern Virginia and Washington, D.C. takes drivers through Hillsboro, the substandard capacity of this road will force additional traffic onto 340. Some of the traffic on Route 340 consists of truck traffic bound for the Inland Port on Route 522 just north of Front Royal as well as Interstate 66. The construction of a north-south bypass to alleviate some of the future traffic congestion on 340 should be considered.

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FUNCTION

Roads are commonly studied by the function they perform. Roads are divided into three categories: arterial, collector, and local streets. Arterial roads carry larger volumes of traffic over long distances at relatively high speeds. The existing arterials in the Berryville area are Route 7 and Route 340. Of course, as these highways pass through Berryville, speed limits are reduced. The Route 7 Bypass is classified as an arterial, while the function of Business Route 7 in Town is classified as a major collector.

Collector roads "collect" traffic from smaller roads and feed it into the arterial system. Collector roads are generally used for shorter journeys than arterials, and provide access to activity areas such as commercial or recreational uses. Roads within the Town limits that are considered collector roads include Hermitage Boulevard, Mosby Boulevard, Jack Enders Boulevard and Fairfax Street. In the area just outside of Berryville, State Routes 608 (Parshall and Wickliffe roads), 611 (Summit Point Road), 613 (Springsbury Road), and 657 (Senseny Road) are classified as collector roads.

The remainder of the streets in the Town and surrounding area are considered local roads. These are relatively narrow and carry low-speed traffic to adjoining properties and to the larger road network.

TRAFFIC VOLUME

An indication as to the general direction of traffic flow can be obtained by studying traffic volumes. Figure 7.2 identifies the Average Daily According to the Virginia Department of Transportation (VDOT), the average daily traffic volume on Route 7 Business from the western corporate limit to Route 340 is 7700 vehicles while there are only 4,000 vehicles per day from the eastern corporate limits to Route. 340. This difference is indicative of the larger number of commuters into Berryville from the Winchester area.

2005 Town of Berryville Comprehensive Plan

CHAPTER 7 • TRANSPORTATION

Figure 7.2: Traffic Volumes - 2003

Location	Annual Average Daily Traffic (AADT)	Average Annual Weekday Traffic (AADWT)
Bus, Rt. 7 from WCL to U.S. 340	.6900	.7100
Bus, Rt. 7 from ECL to U.S. 340	.4000	.4100
U.S. 340 from SCL to Bus. Rt. 7	.9500	.9800
U.S. 340 from NCL to Bus. Rt. 7	.9900	.10,000
First Street from Bus. Rt. 7 to NCL	.900	.930
Church Street from SCL to Crow Street	.1900	.1900
Church Street from Crow St. to Bus. Rt. 7	.3300	.3400
Church Street from Bus. Rt. 7 to Liberty St.	.1400	.1400
Church Street from Liberty St. to U.S. 340	.1000	.1100

WCL - Western Corporate Limits
 ECL - Eastern Corporate Limits
 SCL - Southern Corporate Limits
 NCL - Northern Corporate Limits

AADT - Annual Average Daily Traffic - The total annual traffic estimate divided by the number of days in the year.

AAWDT - Annual Average Weekday Traffic - The number of vehicles estimated to have traveled the segment of highway during a 24-hour weekday averaged over the year; as well as Peak Hour and Peak Direction factors used by planners to formulate design criteria.

SOURCE: VDOT Daily Traffic Volume Estimates 2003

Traffic volumes will grow over the next several years due to development within the Berryville area and surrounding areas. Projections were based upon the full development of the Berryville Area as reflected in the Area Plan including residential,

2005 Town of Berryville Comprehensive Plan
 CHAPTER 7 • TRANSPORTATION

Figure 7.3: Estimated Traffic Volume Comparison 1990, 2003 and Future Projections

Road	1990 Volume	2003 Volume	Future Volume at Buildout
North Buckmarsh (Rt. 340)	6,885	9,900	20,440
South Buckmarsh (Rt. 340)	7,610	9,500	15,020
East Main Street (Bus. Rt. 7)	6,720	4,000	17,520
West Main Street (Bus. Rt. 7)	7,672	6,900	17,600
First Street (Rt. 615 in Corporate Limits)	2,260	900	6,880

SOURCE: 1999 Comprehensive Plan
 VDOT Daily Traffic Volume Estimates, Special Locality Report 168 - Town of Berryville - 2003

commercial and industrial traffic. Because development never occurs precisely as anticipated, traffic rarely builds at exactly the volume or the place predicted. Dewberry and Davis wrote a Transportation Study in 1990 as a component of the Berryville Area Plan. Figure 7.3 compares traffic volume estimates in 1990 and 2003 as well as for projected buildout of the Berryville Area. The projections were based on the full development of the Berryville Area as reflected in the Area Plan including residential, commercial, and industrial traffic. These figures also reflect a 6% positive growth rate in background traffic. Please note that the numbers in this table, as well as in Figure 7.2, may be effected by the time of day, day of the week and month in which they were taken.

On secondary roads, traffic volumes vary greatly from intersection to intersection. Some of the more heavily traveled streets in Town include portions of Church (T616), Academy (T1001) and Liberty Street (T1005). At certain points, the volume on portions of Church Street exceeds 3,300 vehicles per day. The Annual Average Daily Traffic volume estimate on portions of Academy and Liberty are 2,200 and 2,100 respectively.

PROBLEM AREAS

A visual survey of Berryville indicates that several streets in the State and Town systems are too narrow to handle much additional traffic. There is also a lack of definition between the paved portion of many roadways and their shoulders. Hazards are created by the inadequate separation of vehicles and pedestrians. The fact that the paved roadway areas are not well defined may lead to maintenance problems, including erosion of shoulders. In some parts of Town, possible problems are created by the location of buildings very close to the street. These small setbacks, though they help to define the distinctive small-town character of Berryville, can also pose an obstacle if it becomes necessary to widen roads and add sidewalks.

Improvements on First Street will be necessary in the near future. This road will see increased residential traffic with the development of the Darbybrook subdivision and another subdivision on Boom Road in the County. Industrial traffic may also increase with the possible redevelopment of existing industrial businesses north of East Main Street. With this anticipated traffic increase, sidewalks will need to be in place upon development of parcels on this road for pedestrian safety.

Bundy Street is narrow and has sharp curves, making it a potentially hazardous street. As the result of neighborhood meetings, the Berryville Town Council requested that VDOT and the Commonwealth Transportation Board make Bundy Street one-way westbound to Route 340.

Probably the greatest weakness in the Berryville road network continues to be the lack of alternate streets. Business Route 7 (Main Street) is the only continuous east-west street across the Town. The same is true for Route 340, a north-south street. Other streets go only for short distances, are often narrow and may have offset intersections. This situation forces the majority of local as well as through traffic through downtown.

Two consulting firms have done transportation studies for the Berryville Area in the 1980's and 1990's respectively. The Cox Company prepared a transportation map for the Berryville Area

2005 Town of Berryville Comprehensive Plan
CHAPTER 7 • TRANSPORTATION

Plan, while Dewberry & Davis built upon the Cox map with a further study. The proposed road network for the Berryville Area Plan is intended to ease the flow of residential and industrial traffic through Town, reducing some of the congestion in the downtown area.

Three collector roads serve to bypass a portion of the residential traffic around the downtown. These are Mosby Boulevard, which connects Route 340 and eventually Business Route 7 West in the northwest section; Hermitage Boulevard, connecting Rt. 340 South and Business Route 7 West in the southwest section; and Jack Enders Boulevard connecting Route 340 South with Business 7 East in the southeast.

As the Town and the annexation area develops, there are several streets that will be upgraded to improve traffic circulation. Fairfax Street is currently being built to First Street. This will accommodate traffic movement in the north central part of Town between First Street and Route 340. Local streets (Page Street and Cobbler Drive) are also being completed in the Darbybrook subdivision to accommodate new homes in this area. The construction of Early Drive, which will connect to Business Route 7 (West Main Street), will help alleviate some of the traffic on Jackson Drive in the Battiefeld Estates subdivision.

With increased traffic, several intersections will require attention in the future. These include:

- the intersection of Page and Liberty Streets;
- Page and Main;
- Liberty and First Streets; and
- First and Main.

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CHAPTER 7 • TRANSPORTATION

FUTURE MAINTENANCE OF ROAD SYSTEM

The Virginia Department of Transportation (VDOT) currently maintains most primary and secondary roads in Berryville. Upon reaching a population of 3,500, the Town will reach the "urban status" threshold. At that time, the Code of Virginia requires Towns maintain their secondary street systems. While VDOT would continue to maintain Main Street (Route 7) and Buckmarsh Street (Route 340), the Town would assume responsibility for the rest of the system. Maintenance payments would be made by the Commonwealth to help the Town shoulder the increased burden. The Town Public Works facility has completed upgrades to its site in order to assume these responsibilities, including the addition of a salt building and maintenance equipment.

While it was anticipated that Berryville would have exceeded the 3,500 population threshold when the 2000 Census was published, this did not occur. Responsibility for the secondary street system will be a significant expense for the Town, in terms of Public Works Department staffing, capital improvement projects, and other equipment. Thus, preliminary planning began prior to the 2000 census by preparing budgets and plans for Town maintenance of the secondary system.

REGIONAL TRANSPORTATION

In 2003, Winchester and Frederick County were required to form a Metropolitan Planning Organization (MPO) to address regional transportation decision-making. Staffed by local planning, transportation, and elected officials, the MPO is reviewing specific needs of the region.

In 2003, VDOT funded an I-81 Corridor Study looking at transportation issues related to the interstate. This study looked at possible ways to deal with increasing traffic, particularly tractor trailer traffic, on I-81 and future railroad traffic through the region. The latter will directly effect Berryville through increased rail traffic through Town.

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RAILROAD

Berryville is served by the Norfolk & Southern railroad, which runs from Hagerstown, MD to Winston-Salem, NC by way of Roanoke, VA. The line provides only freight service for certain industries within the Town. Norfolk & Western demolished its Berryville depot on Station Road in 1990.

As mentioned previously, increased rail traffic is anticipated through the region. One issue that both Berryville and Boyce residents have been concerned with is the noise from the trains. Federal legislation is being modified to permit local governments to request "quiet zones" through the respective jurisdictions. Local options available under this legislation should continue to be explored.

PEDESTRIAN AND BICYCLE ROUTES

The walkability of a community directly effects the health of its residents. Although many streets do not have sidewalks, efforts have been made through zoning and subdivision regulations to construct sidewalks with all new residential development. Commercial development and redevelopment are also required to either build sidewalks or, if future plans dictate, bond the improvements for later construction.

Town staff and school officials have been working to promote a Walk/Bike to School Program to encourage school children to walk or bike to school. It is anticipated that the first Clarke County program will take place in October of 2006.

VDOT offers a Revenue Sharing program in which the Town of Berryville has participated. This program enabled Town officials to connect four sidewalk segments to existing or future pedestrian networks. The costs of these improvements were split between the Town and VDOT.

A bicycle/pedestrian path to the west of Town has been discussed for many years. This area has been a safety hazard for children and adults traveling by foot or bicycle to facilities to the west. These facilities include the two schools, park and recreation facilities, and the fairgrounds. Several ISTEA and TEA-21 grant applications

Plans are worthless. Planning is essential.

Dwight D. Eisenhower
General and President (1890 - 1969)

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have been submitted with no funds awarded. A temporary path is currently under construction for the north side of West Main Street adjacent to the Battlefield Estates Subdivision. A path was constructed from the existing path at the Clarke County Recreation Center east in front of D.G. Cooley Middle School which will connect with the one currently under construction. The gravel path will be abandoned as the permanent sidewalk is installed. Discussions are continuing with the property owners on the south side of West Main Street for another path on this side of the street.

OTHER TRANSPORTATION SERVICES

Berryville no longer has bus service. Winchester is the nearest location served by Greyhound. At present, one taxi company in Berryville serves area residents.

The Shenandoah Area Agency on Aging offers bus service for seniors in the Berryville Area. This service picks up residents at their homes and drives them to the Senior Center at Berryville Presbyterian Church on West Main Street.

Clarke County Transit offers bus service to anyone in the Town and County of Clarke. This door-to-door service operates from 9:00 a.m. to 2:30 p.m. Monday through Friday. Reservations are required and the cost is \$1.00. This service is handicapped accessible and available to anyone who requests it. Every Monday, Clarke County Transit provides bus service to the Winchester Medical Center. The Clarke County Unit of the American Red Cross and FISH also offer transportation for those who require such a service.

General aviation and air freight is served by Winchester Regional Airport in Frederick County, about 12 miles west of Berryville. The airport has a 5,500-foot hard-surfaced runway. It is the only airport in the Northern Shenandoah Regional Planning District capable of handling jet aircraft. Dulles International Airport, an hour (approximately 40 miles) from Berryville, provides passenger and freight service to all parts of the world.

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CHAPTER 7 • TRANSPORTATION

SUMMARY

In Berryville there are 2.93 miles of primary roads, 10.32 miles of secondary roads, and 0.8 miles of streets maintained by the Town, for a total of 14.05 miles in the State Highway system. Business Route 7, Bypass 7 and U.S. Route 340 are the major roads in the area. A north-south bypass should be planned and included in VDOT's Six Year Plan. A park-and-ride facility should be encouraged on the Route 7 Bypass.

The road network in Berryville, as in other communities, is made up of arterial, collector and local streets. Traffic volumes on many segments of these streets indicate increases in vehicles due to increased development in the Town and County as well as adjacent counties.

Improvements on several streets will be required in the near future to meet the needs of residents and businesses. Perhaps the greatest weakness in the Berryville road network is the lack of alternative north-south and east-west routes. This problem should be alleviated with the development of new subdivisions that will be required to build new roads or links between existing ones.

When census figures indicate a population over 3,500, the Town of Berryville Public Works Department will maintain the secondary roads in the Corporate Limits. Efforts have been made to upgrade the Public Works facilities and equipment for this maintenance to occur.

The Norfolk and Southern Railroad runs through Berryville providing freight services between Hagerstown, MD. and Winston-Salem, NC. It is anticipated that rail traffic will increase through the Town in the coming years.

Pedestrian and bicycle routes to the west of Town have been constructed on the north side of West Main Street. Pedestrian access should be considered a high priority in future residential and commercial development. Transportation and community health-related grant sources should continue to be researched and actively pursued.

2005 Town of Berryville Comprehensive Plan

CHAPTER 7 • TRANSPORTATION

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1999 Berryville Comprehensive Plan

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Clarke Times-Courier

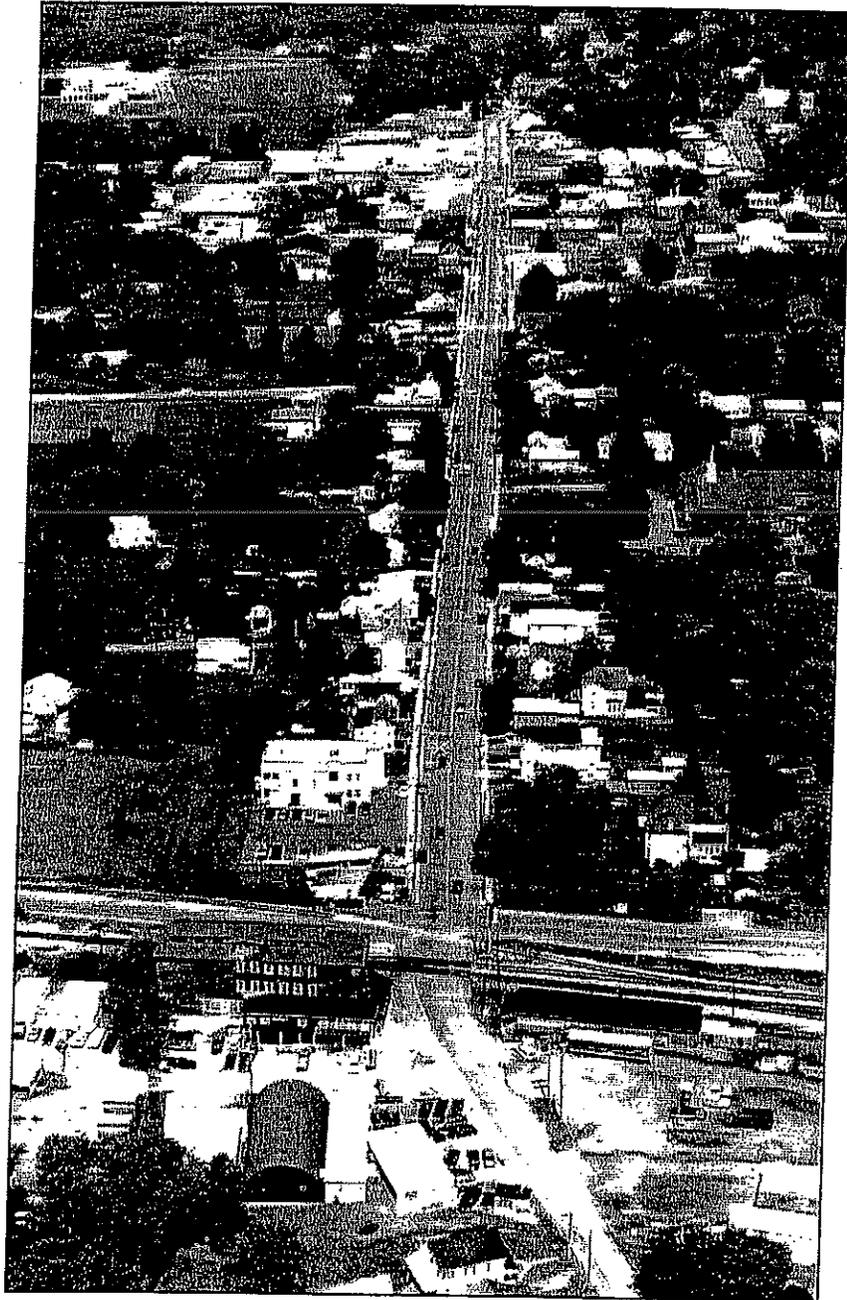
Berryville Area Plan, 1992

Keith Dalton, Berryville Town Manager

VDOT, DVMT by Physical Jurisdiction, 2003

Michael Sochas, Clarke County Transit, telephone interview October 20, 2004

2005 Town of Bensenville Comprehensive Plan
CHAPTER 7 • TRANSPORTATION



Main Street looking westbound, 2001
Photo by Bonnie Jacobs

2005 Town of Berryville Comprehensive Plan

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 County. Both Berryville and Clarke County elected officials have made a concerted effort 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.

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Virginia ranks sixth nationally in historical/cultural-based travel.

- Department of Historic Resources
2004

BERRYVILLE MAIN STREET

Berryville Main Street, previously known as Downtown Berryville, Incorporated (DBI), has led revitalization efforts in downtown Berryville since its inception in 1988. In 1992, Berryville was designated a Virginia Main Street community. According to Virginia Main Street statistics, over 200 building improvements, with \$10 million in private funding and over \$337,000 in public funding have been invested in downtown Berryville through 2005. 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.

Berryville continues to be the smallest community 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.

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CHAPTER 8 • DOWNTOWN REVITALIZATION

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, and Organization;
- 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.

In 2005, the Berryville Main Street Board of Directors, under the direction of president Kate Petranach, launched a re-branding of the organization, with a new logo, signage, and newsletter. New products were also designed to sell at events and to make residents more aware of the efforts of Berryville Main Street. A web site (www.berryvillemainstreet.org) and community calendar are maintained by staff.

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 commercial zoning 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

The "Music in the Park" program began in 1995 and has grown from once a month to every Friday evening from May through October. In 2004, Berryville Main Street launched the "Roots of American Music" concert series and has secured grants from the

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CHAPTER 8 • DOWNTOWN REVITALIZATION

Marion Park Lewis Foundation (MPLF) in 2004 and 2005 for sound equipment and musician's fees, respectively. The program has been designed to educate children within the school system and the community at large. Held in the Rose Hill Park gazebo and at Grace Episcopal Church, these events are well attended by residents and visitors to the Town

The Clarke County Farmers' Market 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. A well-attended Holiday Craft Market has been held indoors at different locations and offers local artists and community residents a venue for local arts and crafts.

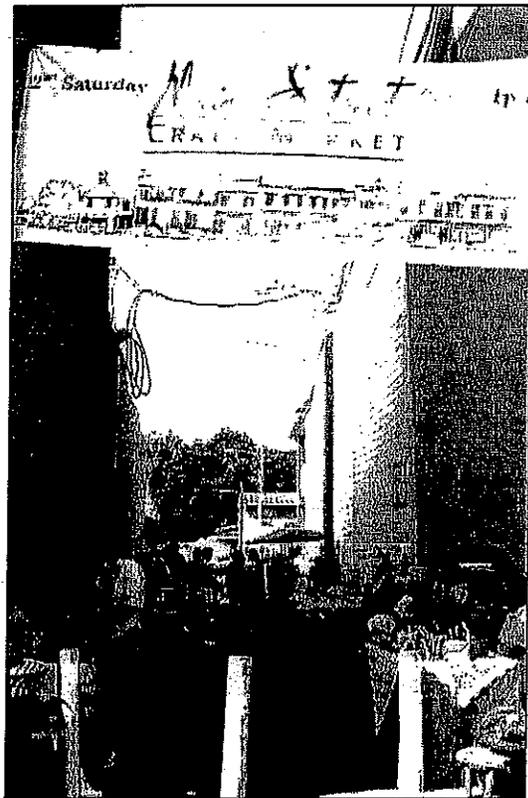
Two new events held in Rose Hill Park were sponsored by Berryville Main Street in 2005. "Dog Days of Summer" was an event held in July which featured a costume dog parade, a pet/owner look-alike contest, a Jack Russell Terrier race and stupid pet tricks. A halloween costume parade was held in October,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

Seasonal events are also held in downtown Berryville. "Parking Meters on Parade" is a popular event sponsored by Berryville Main Street with various groups and businesses decorating parking meters. The decorated meters are on display from Thanksgiving through Christmas when the Town offers free parking for holiday shoppers. Berryville Main Street also sponsors a tree lighting and the Chamber of Commerce sponsors a Christmas Parade the first weekend of December. A new years party for local teens has been held for the past several years, offering refreshments and music by local bands.

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Berryville Main Street also organizes special events including the Commonwealth-wide Jamestown 2007 celebration and the Journey Through Hallowed Grounds photographic exhibit. In 2004, the organization worked with merchants to obtain planters for their respective store fronts. Ongoing efforts sponsored by Berryville Main Street include open houses which highlight local businesses and downtown community clean-up days twice a year.



Main Street Craft Market, 2005

Photo courtesy of Berryville Main Street

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CHAPTER 8 • DOWNTOWN REVITALIZATION

BARNES OF ROSE HILL

The Barnes of Rose Hill is an effort to restore two dairy barns located behind Rose Hill Park 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 Barnes and fund raising efforts. The plan for these Barnes is for a community center in which events and meetings would be held.

In 2005, the Barnes of Rose Hill became an independent 501(c)3 organization. The Berryville Barnes Festival was held from 2001 through 2004. The festivities included a Barnyard Cow parade in which residents of the county create cow-related sculpture that were auctioned off during the Festival. Other fundraising events are ongoing. In late 2005, Rep. Frank Wolf (R-10th) announced that \$250,000 was included in an appropriations bill to help with the Barnes of Rose Hill restoration effort.

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 for requests including sign installations, architectural reviews and demolitions in the historic district.

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

I believe a lot of people share my feelings about the tragic landscape of highway strips, parking lots, housing tracts, mega-malls, junked cities, and ravaged countryside that make up the everyday environment where most Americans live and work. A land full of places that are not worth caring about will soon be a nation and a way of life that is not worth defending.

James Howard Kunstler
Author, *The Geography of Nowhere*

2005 Town of Berryville Comprehensive Plan

CHAPTER 8 • DOWNTOWN REVITALIZATION

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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. 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 will remain in downtown Berryville, along with County government offices and courthouses. The Clarke County Library, a part of the Handley Library system, will also be a tenant in the new 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,

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CHAPTER 8 • DOWNTOWN REVITALIZATION

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.



Clarke County Farmers Market, 2001
Town of Berryville Archives

2005 Town of Berryville Comprehensive Plan
CHAPTER 8 • DOWNTOWN REVITALIZATION

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SOURCES

Sue Ross, Executive Director, Berryville Main Street

Susi Bailey, former Executive Director, Downtown Berryville,
Incorporated

1999 Comprehensive Plan Update

Clarke County Tourism Alliance

Organizational Assessment of Downtown Berryville, Inc. by the
Virginia Main Street, July 28, 2004

2005 Town of Berryville Comprehensive Plan
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, it was determined that most future growth in Clarke County should occur in and around Berryville.

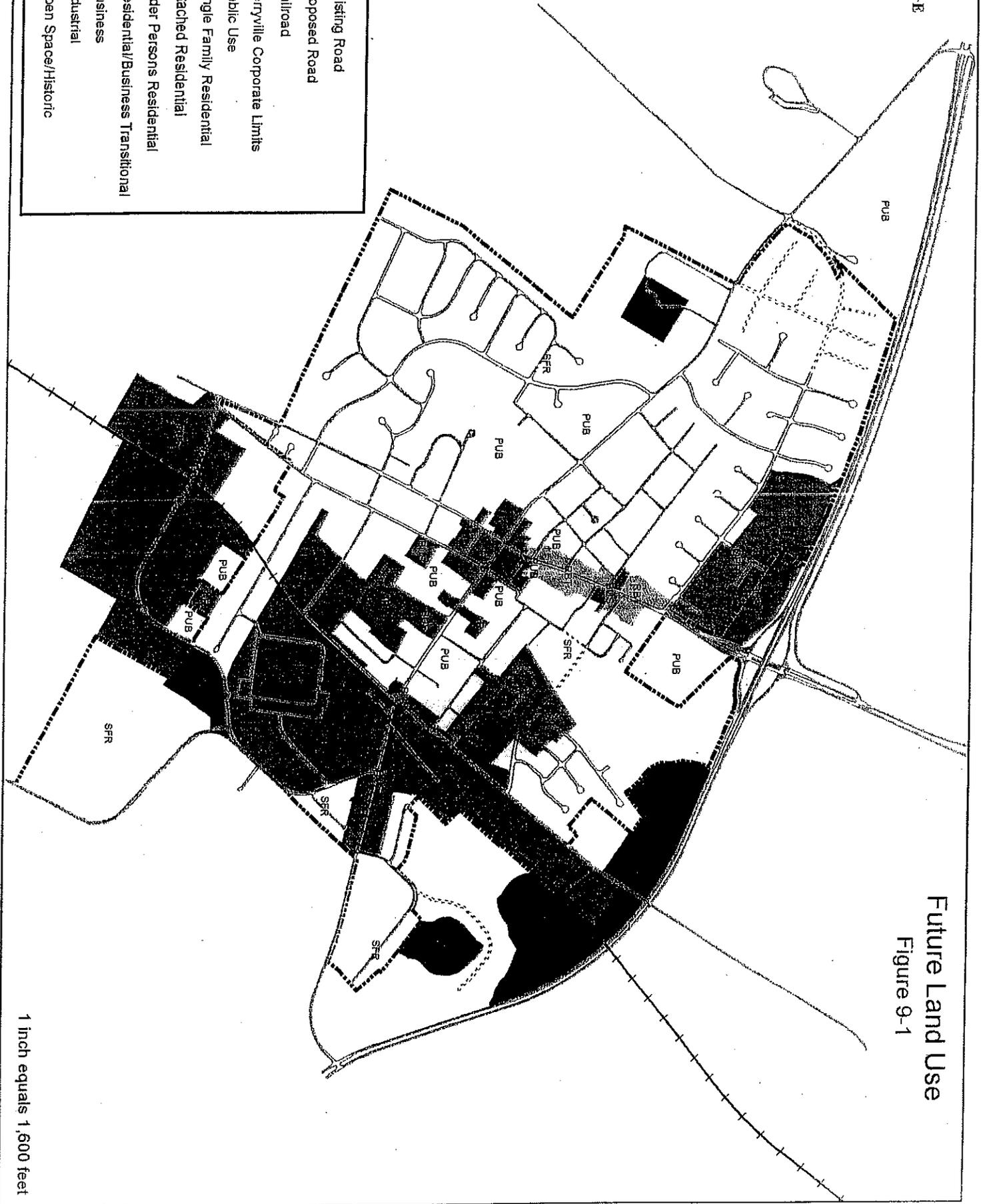
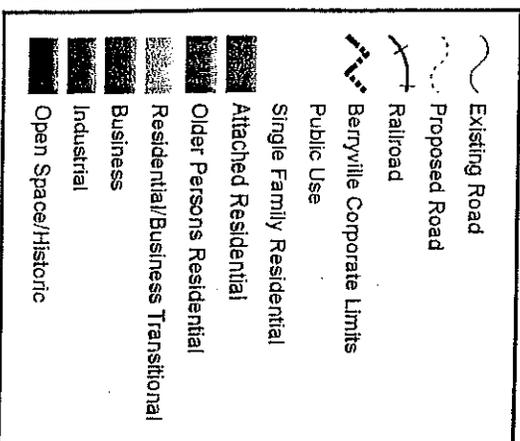
.....
"Would you tell me which way I ought to go from here?" asked Alice.

"That depends a good deal on where you want to get," said the Cat.

"I really don't care where" replied Alice.

"Then it doesn't much matter which way you go," said the Cat.

Lewis Carroll
Author, *Alice's Adventures in Wonderland*
(1865)



Future Land Use
Figure 9-1

1 inch equals 1,600 feet

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CHAPTER 9 • FUTURE LAND USE

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, with an additional 89 acres for light industrial use.

.....
*We must stop talking about the
American dream and start listening
to the dreams of Americans.*

- Reubin Askew
former Governor of Florida

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.

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, Town staff 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.

2005 Town of Berryville Comprehensive Plan
 CHAPTER 9 • FUTURE LAND USE

.....
 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
<i>Annexation Area B</i>		
Battlefield Estates	290	157
Hermitage	290	190
Darbybrook	85	0
Southgate	26	0
Berryville Glen	71	0
Shenandoah Crossing	75	0
<i>Within Town Limits Prior to Annexation Area B</i>		
Fellowship Square	63	0
TOTAL	900	347
SOURCES: Berryville Area Plan Berryville Office of Planning and Zoning		

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 an important factor to successfully developing these sections of Town.

Large cities have the benefit specific zoning language addressing Affordable Dwelling Units (ADUs). These ordinances specify a percentage of each proposed subdivision to be constructed. These

2005 Town of Berryville Comprehensive Plan
CHAPTER 9 • FUTURE LAND USE

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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 should 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 in the downtown area. 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.

2005 Town of Berryville Comprehensive Plan
CHAPTER 9 • FUTURE LAND USE

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.

Government offices are a major employer in Town, and government employees contribute significantly to the economy downtown. It is important that Town and County offices will 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. Additional Business Park-zoned land is located west of the Clarke County Business Park. 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.

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CHAPTER 9 • FUTURE LAND USE

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 keeping the sense of community and place alive.



Jack Enders Boulevard project, 2006
Town of Berryville archives

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CHAPTER 10 • GOALS AND OBJECTIVES

The most important section of the Comprehensive Plan is probably the statement of Town goals and objectives. The goals state the general manner and direction in which most officials and residents would like to see the Town and its surroundings develop. Objectives, presented below each goal, suggest ways in which the goal can be attained. The objectives provide a more detailed guide for making future decisions. Accomplishing these objectives will bring the Town closer to the attainment of our stated goals.

Presented here are the goals which the Town will strive to achieve through its planning efforts. These are the goals and objectives upon which the Plan is based. They are designed to be in general harmony with those of the Berryville Area Plan, and reflect the desires of most residents of the Town for development in the Berryville area.

The predominant philosophy of this Comprehensive Plan is that the Town has been, is, and should continue to be the activity center of the County. This position can be enhanced while maintaining the unique and attractive character of Berryville. The following statements comprise the framework of goals which best reflect the needs and desires of the area.

The only limit to our realization of tomorrow will be our doubts of today. Let us move forward with strong and active faith.

Franklin Delano Roosevelt

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GOAL 1 - LAND USE

- a) To maintain and encourage efficient land use patterns which integrate residential, commercial, public and employment uses to reflect Berryville's existing character.
- b) To plan for a mix of residential, commercial and industrial uses in Berryville which will provide a balance of housing types and levels, downtown shopping and employment opportunities for present and future residents.
- c) To maintain and encourage a vibrant downtown for the commercial and aesthetic enjoyment of the residents.
- d) To encourage control of stormwater in and around the Town to protect the Town's residential and business properties from flooding.
- e) To coordinate Town and County land use decisions.

Land Use Objectives:

- 1) Encourage growth which balances the tax base with demand for public services.
- 2) Maintain the existing scale and character of the Town in future development of the Berryville area.
- 3) Promote land use development that is economical, energy-efficient and environmentally sound.
- 4) Encourage residential developments which include supporting community facilities, sidewalks, parks, and open space.
- 5) Maintain the downtown business district as the center of commerce and government, and consider its selective expansion.
- 6) Develop flexible land use regulations to promote innovative, quality urban design and environmentally sensitive, efficient land use patterns.
- 7) Balance the need for land use regulations protecting the health, safety, and welfare of the public with the need to protect the property rights of individuals. Avoid unnecessary regulation.
- 8) Encourage better landscape design and urban beautification in existing and new residential or commercial developments.

2005 Town of Berryville Comprehensive Plan

CHAPTER 10 • GOALS AND OBJECTIVES

- 9) Encourage residential development that will support economic development efforts.
- 10) Encourage commercial and industrial uses which complement existing and planned residential uses.
- 11) Support the Town's Stormwater Management Ordinance by requiring stormwater detention for new development and upgrading stormwater facilities in developed portions of the Town, as funds are available.
- 12) Encourage continued Town/County cooperation particularly with regard to land use planning in Annexation Area B.

GOAL 2 - PUBLIC SERVICES

- a) To ensure adequate community facilities conveniently located to serve existing and future neighborhoods.
- b) To provide quality community facilities, public safety and services while maintaining a reasonable tax structure.
- c) To continue providing safe, adequate and cost-effective water supply, sewage treatment, solid waste collection and recycling services to all Town residents.
- d) To obtain the Town's proportional share of community services provided by other governments and organizations.
- e) To provide an appropriate level and variety of community facilities and services to enhance the quality of life for present and future residents of the Town.

Public Service Objectives:

- 1) Promote maximum and best use of existing community facilities.
- 2) Ensure the safety of Town residents by continuing to provide an adequately staffed, well-trained police force.
- 3) Consider the potential impact of development on volunteer fire and rescue services as well as other public services and taxes in reviewing proposals for development.
- 4) Provide required community facilities in a cost-effective manner.
- 5) Create and maintain well-designed, attractive community facilities.
- 6) Provide for necessary capital improvements through a rational planning process.

- 7) Develop and maintain long-range financial plans.
- 8) Ensure sufficient water and sewer capacity for economic growth.
- 9) Maintain the utility system on a sound financial basis.
- 10) Recognizing the value of the volunteer fire and rescue system, the Town should cooperate with fire and rescue officials to continue to provide a cost-effective volunteer system. The Town should also maintain a liaison with fire and rescue officials and the County to determine future public safety needs.
- 11) Provide solid waste and recyclable collection service in the most equitable and cost-effective manner.
- 12) Create a park and open space system, including community parks, with a wide variety of facilities for use by all town residents.
- 13) Take into account the needs of special groups, such as children, the elderly and the disabled, when planning for public facilities, transportation, and other public services.
- 14) Prepare for the eventual assumption of maintenance responsibility for the secondary street system at the publication of the 2010 Census.

GOAL 3 - TRANSPORTATION

- a) To provide a safe and efficient transportation system serving automobile, pedestrian and bicycle traffic, while respecting the environment and scale of the historic downtown area and surrounding neighborhoods.
- b) To foster, to the extent possible and practical, public transportation options.
- c) To continue to work with the Virginia Department of Transportation on local and regional goals.
- d) Assure that collector and arterial roads are constructed with appropriate rights-of-way for appropriate traffic capacities as referenced in the Berryville Area Plan and previous editions of the Comprehensive Plan.

Transportation Objectives:

- 1) Require the construction of sidewalks and bikeways to separate pedestrian, bicycle, and vehicular traffic.
- 2) Encourage alternative transportation options that serve



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town residents including walking, bicycling, and carpooling.

- 3) Construct park-and-ride facilities on the Route 7 Bypass.
- 4) Expand capacity of streets and highways when and where traffic volumes warrant such action, balancing the needs of adjacent neighborhoods with the needs of the Town as a whole.
- 5) Encourage alternate routes that will enhance traffic circulation throughout the town.
- 6) Encourage alternate routes that will reduce truck traffic in the downtown.
- 7) Require all new streets to meet standards specified by the Town, and ensure that these streets are maintained at that level.
- 8) Establish and reserve the proper locations, alignments, and rights-of-way for future roads and streets to ensure that these improvements can be implemented with the least public cost.
- 9) Provide adequate parking for existing and future business, employment, and residential uses.
- 10) Set appropriate standards for signs which are both reasonable and aesthetically pleasing.
- 11) Develop plans to reduce north-south through-traffic.
- 12) As referenced in the Berryville Area Plan and previous Comprehensive Plans, Mosby Boulevard should intersect with West Main Street and Jack Enders Boulevard should intersect with Route 340. Additionally, the western portion of Fairfax Street should be upgraded to allow for an increase in traffic while being sensitive to residents and pedestrians.

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And the first lesson we have to learn is that a city exists, not for the constant passage of motor cars, but for the care and culture of men.

- Lewis Mumford

GOAL 4 - ENVIRONMENT

- a) To preserve natural resources to ensure they remain an integral part of life in Berryville.
- b) To enhance natural resources to the extent reasonable and consistent with the growth of Berryville.

Environmental Objectives:

- 1) Preserve vegetation and sensitive environmental features through the development process.
- 2) Preserve and use stream valleys (such as Town Run and Buckmarsh Run) for recreation, open space and flood control.
- 3) Identify and preserve open space, for the use and benefit of all Town residents.
- 4) Preserve the Town's aesthetic character through preservation of significant natural features and vistas.
- 5) Enhance the Town through landscaping and tree planting in new developments.
- 6) Preserve and use natural drainage ways wherever possible for stormwater management.
- 7) Protect sensitive slopes and soils from urban development.
- 8) Minimize erosion and sedimentation from all land uses.
- 9) Encourage the implementation of innovative stormwater management techniques such as Low Impact Development techniques, including bio-retention and rain gardens.
- 10) Minimize urban land uses in areas of major rock outcroppings and poor drainage patterns.
- 11) Continue to be sensitive to development in karst areas.
- 10) Preserve and protect sites of historic and cultural importance.
- 11) Identify environmental concerns which require a regional, multi-jurisdictional approach.
- 12) Encourage walking and bicycling as transportation alternatives whenever possible.



GOAL 5 - ECONOMIC DEVELOPMENT

- a) To expand the Town's role as an employment center to provide increased job opportunities and a balanced tax base.

Economic Development Objectives:

- 1) Maintain the viability of the downtown business district.
- 2) Continue to support Berryville Main Street's efforts in promoting downtown businesses while offering residents a number of activities and events to attend in the historic core.
- 3) Encourage economic development in Berryville and promote the Town as the major employment center in Clarke County.
- 4) Provide an increasing number of higher paying jobs so that Berryville residents can afford to live and work in the Town.
- 5) Promote diversification of the local economy through additional private sector jobs.
- 6) Promote tourism.
- 7) Competitive tax and utility rates should be maintained to encourage economic development.
- 8) Encourage adaptive reuse of existing developed land over development of vacant land.
- 9) The Town should cooperate with employers to ensure the provision of necessary public facilities and utilities in areas designated for employment growth.
- 10) Well-designed commercial/office infill should be encouraged.

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- 11) Encourage non-polluting light industrial development in properly sited, designated areas of Berryville and Annexation Area B which will expand the Town's tax base.
 - 12) Group industrial uses within appropriate areas. Industrial park development should be used to concentrate industrial uses in areas served by appropriate facilities.
 - 13) Provide adequate buffer areas between dissimilar uses to minimize the adverse effects of one use on another.
 - 14) Continue to have Town staff participating as a member of the Clarke County Economic Development Advisory Committee.
 - 14) Provide adequate parking in the central business district to offer greater convenience for shoppers.
 - 15) Work with property owners to encourage maintenance and upkeep of downtown commercial buildings.

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GOAL 6 - HOUSING

- a) To encourage a wide range of housing opportunities, ensuring that both present and future residents will have affordable, quality housing in a safe and healthy living environment.
- b) To recognize the balance between employment opportunities in Berryville and the need for affordable housing for workers to fill those jobs.

Housing Objectives:

- 1) Preserve the character and quality of existing housing.
- 2) Promote a variety of housing types and densities for all income groups, ages, and family sizes.
- 3) Protect residential neighborhoods from inappropriate commercial intrusion.
- 4) Ensure that major residential development will occur only when and where services and facilities, such as streets, water and sewer, are able to accommodate this development.
- 5) Encourage the rehabilitation and upgrading of substandard housing units.
- 6) Maintain the character of Berryville by encouraging historically compatible design in all levels and types of housing, in both new construction and renovation.

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GOAL 7 - URBAN DESIGN

- a) Protect and enhance the visual quality, design excellence and the distinctive image of the Town to ensure that land development and accommodation of anticipated growth are in keeping with the character of Berryville.

Urban Design Objectives:

- 1) Protect the integrity of the architectural and historic character of the Town.
- 2) Provide design review processes and standards to encourage compatible design in the areas of new construction, signs, streetscapes, and landscaping.
- 3) Provide design guidelines for new development in order to ensure compatibility with prevailing architectural scale and themes in the Town.
- 4) The Town should strive to maintain its unique character by encouraging a mix of development types and styles which are generally compatible with Berryville's historic, small town character.
- 5) Encourage the placement of utilities underground where practical and coordinate the location of utilities to avoid potential conflicts.



The publication of the updated Berryville Comprehensive Plan is but one part of a continuous planning process. The recommendations, goals and objectives stated in the Plan can be achieved only through a program of implementation. Coordination among different levels of government and the private sector will be necessary. This chapter discusses the major tools that can be used to fulfill the aims of the Plan.

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The greater thing in this world is not so much where we stand as in what direction we are going.

Oliver Wendell Holmes

LEGAL IMPLEMENTATION

The Comprehensive Plan

A Comprehensive Plan, formally adopted by the Town Council, provides a concrete set of goals, objectives, and policies to use as a guide in overseeing future development throughout the Town. A good Plan formed with citizen input will reflect the long-term desires and concerns of a majority of residents, and thus will be a valuable asset when evaluating future land use changes. Local officials and staff should continually refer to the adopted Plan to compare their decision-making with the goals and objectives stated here.

A Comprehensive Plan also serves as a ready source of information about past, present, and expected future conditions in the Town, providing an inventory of community facilities and services. The Plan can be used to educate interested persons about Berryville and its people.

Finally, an adopted Plan must be reviewed periodically to reflect changing conditions, and the changing desires of residents and their elected officials. By state law, the Plan is to be reviewed every five years, and revised as necessary. In any Plan review, citizen input will be crucial to production of a representative and successful document.

Along with this document, the Town has adopted additional reports to serve as adjunct parts of the Comprehensive Plan. These include the Berryville Area Plan, which focuses on the future of Annexation Area B, and the Downtown Revitalization Plan, which offers a strategy for improving the business climate and attractive-

ness of the central commercial area. Both adjunct plans should be consulted when land use decisions affecting either of these areas are made. It is anticipated that the Berryville Area Plan will be updated in 2006.

The Zoning Ordinance and Zoning Map

The most common and perhaps most important means of implementing the land use recommendations of the Comprehensive Plan is zoning. Zoning attempts to ensure that various land uses are reasonably located (or separated) in relation to one another. It seeks to lessen the potential for conflicts between different land uses, while still allowing reasonable use of one's property. Zoning controls also locate uses where they can be well served by community facilities such as vehicle and pedestrian infrastructure, utilities, and schools.

To be effective, the Zoning Ordinance and Map must be based on the goals and objectives of this Plan. If zoning controls clearly conflict with the Plan, they can easily be attacked as arbitrary. A well-written ordinance allows for orderly, cost-efficient development in Berryville, protecting property values and enhancing the health, safety, and welfare of all residents.

The current Berryville Zoning Ordinance was adopted in 1977, and has been revised and updated continuously since that time.

The Subdivision Ordinance

Subdivision regulations govern the process of dividing a larger (usually vacant) tract into smaller parcels for development. Ordinances are often similar from one locality to another; they typically attempt to make sure that new development sites are appropriate regarding issues such as:

- Water and sewer service
- Streets and sidewalks
- Traffic flow
- Erosion & sediment control
- Other environmental concerns
- Recreation areas and other shared public facilities

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The Berryville Area Subdivision Ordinance assists in ensuring orderly development in accord with the Comprehensive Plan. The current Ordinance was adopted in 1990, and is frequently updated as necessary to better meet the goals of the Comprehensive Plan.

Berryville's Subdivision Ordinance also guides the evaluation of proposals in Annexation Area "B". This is done because property in the annexation area is slated to become part of the Town when it is developed. In this way, the Town has a hand in promoting good development in the "urban growth area" adjacent to Town limits.

The Stormwater Management Ordinance was adopted in 1997. This ordinance addresses drainage issues throughout the Town and implements a karst correction for storm water detention. This ordinance is currently used as a model for other communities in the Shenandoah Valley.

In 2003, the Northern Shenandoah Valley Planning District Commission received a grant from the Department of Wildlife for the development of a Low Impact Development (LID) manual. This manual, expected to be completed in 2005, will be a helpful tool to manage storm water in the northern valley with consideration to karst and shale geological features.

Building Codes

Uniform building codes provide minimum standards for construction and occupancy of structures. Through the Clarke County Building Inspector's office, buildings in the Town are governed by the Virginia Uniform Statewide Building Code (USBC) and the manuals of the Building Officials & Code Administrators, Intl. (BOCA), and the Council of American Building Officials (CABO). These standards help provide a safe living environment for citizens. Periodic updates of these codes are necessary to incorporate newer, safer, and/or more efficient construction techniques. Additional local standards are found in the Berryville Town Code.

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Building code enforcement through the Clarke County office has worked, with good cooperation between Town and County officials. Discussions should take place between these officials to determine whether the need for a County Fire Marshall would be beneficial in order to enforce a maintenance code. This code would enable officials to have more authority with over building owners with dilapidated structures. With future growth Berryville will be required to establish a separate inspector's office for the Town.

Other Legal Tools

Additional controls are sometimes necessary to cover specific problem areas associated with land use and development. Increasingly, new ordinances are adopted to mitigate environmental damage during development. Berryville has adopted an Erosion & Sediment Control Ordinance, and receives technical assistance from the Lord Fairfax Soil & Water Conservation District and state agencies. Regulations involving floodplain protection and stormwater management are in place as well. The Floodplain Ordinance, as well as the Flood Insurance Rate Map (FIRM) were updated in May of 2002. Proper enforcement of these regulations is important in ensuring good results from development projects.

FINANCIAL IMPLEMENTATION

The Capital Improvements Program

Large sums of money must sometimes be spent to provide the facilities needed to serve Town residents. These facilities include water and sewer service, parks, and other major purchases of vehicles and equipment. Non-recurring major expenses for such public improvements are called capital improvements. Because taxpayers' dollars are being spent, expenditures should be made as wisely and efficiently as possible.

Budgeting well in advance for major capital improvements is critical for towns with limited financial resources, such as Berryville. The Town's Capital Improvements Program (CIP) sets an orderly, five-year schedule of estimated future spending needs. During the

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annual budgeting process, CIP requests are evaluated based upon their need, and the Town's ability to fund them. A CIP budget is then formed, and updated yearly.

The CIP assists in rational, long-term decision making and reduces sudden or emergency budget requests for major items. It enables department heads to plan ahead for future projects. The five-year plans allow for costs to be spread out over the entire period, reducing the impact in any one fiscal year, and lessening the need for sudden tax increases.

Other Financial Resources

- Federal and State Aid: Numerous grant and aid programs exist to help localities plan and implement community improvements. Programs and their funding levels change rapidly, often have cumbersome application processes, and are very competitive. However, they are an important source of funds, and can present small communities with a wide range of resources to which they otherwise would not have access.
- Creation of utility authorities
- With interest rates at their lowest rates in forty years, the Town Council approved a line of credit in 2004 to construct a new Town office.
- Issuing bonds to borrow money

ADMINISTRATIVE IMPLEMENTATION

Public Participation, Education, and Support

Public participation at all stages is crucial to the success of a Comprehensive Plan. When adopting a Plan, the public must have generous opportunity to comment upon the content of the document, especially the goals and objectives. The information and education process can take place through public meetings, news articles and reports, personal contact, surveys, and citizen committees. Town officials and staff should continually make public relations and education a priority. Comments from the public are essential in creating goals and objectives, which are in keeping with community sentiment. No Plan will be optimal according to the desires of each citizen, but every Plan should seek to maximize the health, safety, and welfare of most residents over the long term.

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Cooperation Between Governments

As noted frequently in this Plan, a close relationship exists between the economies of Berryville, Clarke County, Winchester/Frederick, as well as the entire Washington metropolitan area.

Berryville cannot function as if it were an island; cooperation with our neighbors is vital.

Though philosophical and personal differences exist, Berryville's relationship with Clarke County has been better than many. Formal and informal cooperation has led to a good working atmosphere and agreement on important legal issues. Most important has been the annexation agreement, designation of a boundary for Annexation Area B, and subsequent approval of the Berryville Area Plan for future growth around the Town. This agreement removes a large amount of uncertainty regarding growth patterns in and around Berryville. With both localities agreeing that growth in Clarke County should be focused upon the existing County seat and population center, both governments can proceed with rational planning and implementation in relative unison.

Given that the scope of many issues and problems are beyond the control of the Town or County, cooperation on regional, state, and national levels is increasingly important. The need for Town officials and staff to maintain positive relations with other government officials, as well as with all Town citizens, is imperative.

Sound Administrative Procedures

When evaluating development proposals, Town officials should consult important documents that have been created to guide development in a safe and orderly manner. Major reports commissioned by the Town include the Berryville Area Water and Sewerage Program, and the Berryville Area Stormwater System Master Plan. These documents continue to be an important part of development review.

Careful budgeting and spending by Town departments will also help to meet Comprehensive Plan goals of providing services to citizens in an efficient, cost-effective manner.

Once a Comprehensive Plan is in place, continued support from residents is vital. Because the document is general, containing many recommendations but few mandates, its spirit and intent must be carried out by Town officials and citizens to be successful. Advisory boards such as the Planning Commission, Berryville Area Development Authority and Architectural Review Board, as well as numerous civic groups, allow residents to participate in decision-making for the long-term best interests of the Town as a whole.

PRIVATE SECTOR IMPLEMENTATION

Comprehensive Plans are often thought of as a plan for use primarily by Town officials and their staff. However, no Town is likely to reach its goals and become a better place to live without leadership from the private sector. Local governments can set an agenda for improvement, and regulate certain activities, but they often lack the resources and the control necessary to create major changes.

Fortunately, Berryville is blessed with a number of organizations and many citizens dedicated to bettering their community. The Main Street program, implemented through Downtown Berryville, Incorporated, started in 1992 to coordinate business revitalization activities among owners. The actions of business people, developers, and entrepreneurs will play a large role in shaping the character of the Town.

Additional contributions are made by numerous civic groups, charitable organizations, church groups, and neighborhood organizations, as well as by many individuals. If Berryville is to remain a desirable place in which to live and work, private groups and citizens must work together to strengthen our sense of community spirit and pride. The knowledge and enthusiasm donated by citizens is likely to be our Town's most valuable resource, and the biggest factor in maintaining and raising the quality of life in Berryville.

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