

Berryville Area Development Authority

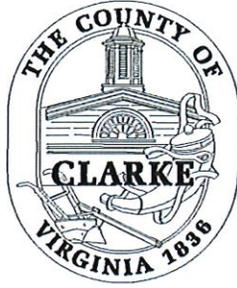
AGENDA

Wednesday, August 2, 2023 - 6:00pm

**Berryville – Clarke County Government Center Main Meeting Room
Chalmers Court – Berryville, Virginia**

1. Call to Order – Allen Kitselman, chair
2. Approval of Agenda
3. Approval of Minutes – February 22, 2023
4. Review of proposed work plan - Berryville Area Plan (BAP) update
5. Review of update to BAP Goals and Objectives
6. Other
7. Adjourn

Next meeting to be determined by Authority members



BERRYVILLE AREA DEVELOPMENT AUTHORITY

DRAFT MINUTES - REGULAR MEETING

Wednesday, February 22, 2023 at 6:00PM

Berryville-Clarke County Government Center – Main Meeting Room
101 Chalmers Court – Berryville, Virginia

A meeting of the Berryville Area Development Authority (BADA) was held on Wednesday, February 22, 2023.

ATTENDANCE

Authority Members Present: Diane Harrison; John Hudson; Allen Kitselman (chair); George L. Ohrstrom, II (vice chair); Kathy Smart; David Weiss

Authority Members Absent: none

Staff Present: Christy Dunkle, Berryville Community Development Director; Brandon Stidham, County Planning Director

Chair Kitselman called the meeting to order at 6:00PM.

APPROVAL OF AGENDA

The Authority voted 6-0-0 to approve the agenda as presented.

Yes: Harrison, Hudson, Kitselman, Ohrstrom (moved), Smart (seconded), Weiss

No: None

Absent: None

APPROVAL OF MINUTES

The Authority voted 5-0-0-1 to approve the minutes of the January 25, 2023 meeting as presented.

Yes: Harrison (seconded), Hudson (moved), Kitselman, Smart, Weiss

No: None

Abstain: Ohrstrom

Absent: None

VISIONING SESSION – BERRYVILLE AREA PLAN UPDATE

Mr. Stidham said the previous 2013 update took three years to complete. He said that consultant Milton Herd and NSVRC executive director Martha Shickle led a discussion of issues to focus on the Berryville Area Plan (BAP) update. Mr. Stidham said that the original plan, adopted in the early 1990's, has had some amendments and that the last update was a complete re-write.

Mr. Stidham reviewed the items included in the packet. He said the visioning session is meant to discuss ideas and concepts for the Plan. He said both the Town and County planning commissions reviewed the list of procedural and substantive questions. They were asked if the BAP functions as it was originally intended and, if not, what elements are problematic. He said they were asked if the document was user friendly and identified key policy issues. He said they discussed whether the existing Annexation Area B had sufficient developable land remaining and if new areas should be considered. Mr. Stidham discussed future potential growth area and development types.

Mr. Stidham said the work plan process will include a number of meetings and will begin with the goals, objectives, and strategies of the Plan. He added that this process will not be as detailed as the last because of the strong base document created with the previous update.

Mr. Stidham said that staff will bring drafts of chapters to the Authority for review and discussion. He said once the final draft is ready, public hearings will be scheduled. He said that both the administrative body (BADA) and governing bodies (Town Council and Board of Supervisors) will hold public hearings adding that both governing bodies will approve the final document.

Mr. Stidham reviewed the resolution to initiate the review of the Plan that was approved by the BADA in May of 2021. He identified the bullet points of what the review will include as follows:

- current goals and objectives
- updated population and demographic information
- results of the SE Collector Study
- identification of cooperative economic development efforts
- build-out status and identification of areas that have been completed and can be removed from the Plan
- the status of designated future potential growth areas
- changes or updates to other Town and County plans
- impacts of new development projects, capital projects, or transportation improvements completed since the last update
- update of the original annexation agreement
- whether to update the annexation agreement or the BAP first.

Mr. Stidham said that any other subjects identified by appointed and elected officials will also be included.

Mr. Stidham said there are three more points to consider during the update process.

1. He said an evaluation of the land use designations should be reviewed to determine if they need to be modified. He added that they remained intact in the 2015 update.
2. He recommended a mapping exercise to review the existing sub-areas, boundaries, and land use designations while identifying areas of completed development. He said consideration of grouping existing sub-areas into a simpler system should be discussed. He said adding future land to the annexation area should also be discussed.
3. Mr. Stidham said an evaluation of the land use designations to confirm that water and sanitary sewer facilities have sufficient capacities for future development should occur.

Mr. Stidham discussed the residual dwelling units originally identified in the BAP. He cited the removal of residential lots with the construction of the high school and stormwater management facility in Battlefield Estates and the lack of rezonings in the Hermitage subdivision that would have allowed for additional units. He said confirmation of the numbers with the new development that has occurred should also occur.

Mr. Stidham asked Authority members if they had additional questions or issues.

Mr. Hudson said that the option of different housing types is critical within future potential annexed land. He added that a trend with younger people is a smaller cottage-type structure. There was a discussion about the flexibility of housing types and associated costs including materials and water and sewer availability fees. Ms. Harrison said factories and restaurants are having to pull workers from West Virginia because there is no affordable housing locally. There was a discussion about median income and affordable housing. Mr. Stidham said demand has been driving the prices up. Vice chair Ohrstrom said that we need to find some ways to increase industrial development, referencing the SE Collector Study.

Mr. Weiss said governments cannot force developers to build a certain house type. He said increasing density can create smaller lots that are more affordable. There was a discussion about an affordable housing ordinance and housing authority.

Mr. Hudson left the meeting at 6:30 p.m.

Mr. Weiss indicated that the rents at the income-and age-restricted apartment complex have increased lately adding there is no guarantee that the rents will not rise.

There was a discussion about affordable rental housing, the Windy Hill project in Loudoun and Fauquier counties, and cost of land. There was a discussion about rentals and owner-occupied housing.

Ms. Smart discussed the need for smaller homes and properties. Chair Kitselman discussed affordable apartments in downtown Berryville and the three units above the former pharmacy that was a tax credit project. There was a discussion about adaptive reuse and in-fill opportunities.

Mr. Weiss began the discussion about economic development in the community. He said the property owned by Mr. Mercke on the south side of Berryville is available for business park development. There was a discussion about the parcels including a small lot owned by the County. Ms. Dunkle said the Berryville Planning Commission discussed Business Park uses last year and possible modifications to accommodate uses that were not previously identified.

Mr. Weiss gave an update on the Double Tollgate growth area. He said changes to the use of the parcel on the northeast corner of the intersection of US 340 and 522 have prompted discussion of economic development opportunities. He added that water and sewer agreements with Frederick County have been approved and there should be operational development within the next three to five years.

There was a discussion about designating additional future potential growth areas and of water and sanitary sewer capacities. Chair Kitselman discussed options identified in the SE Collector Study and improvements that would be required at the existing railroad crossing.

Mr. Weiss said the intersection at Jack Enders Boulevard and East Main Street needs to be improved dramatically before adding additional truck traffic. He said the Board is not opposed to exploring

development of the collector road and associated businesses. He said that it doesn't seem feasible for developers to construct the road if their costs cannot be recouped. Mr. Weiss said individual sites are available throughout the region and are not being filled adding that developers would be unlikely to build additional sites. He said a traffic signal at US 340 would be extremely expensive and problematic. There was a discussion about Smart Scale funding.

Ms. Harrison suggested that instead of industrial uses, medical facilities should be considered. There was a discussion about medical facilities and the development of a small hotel.

There was a discussion about emergency services. Ms. Dunkle said there is no more developable property within the Older Person Residential zoning district.

Ms. Smart referenced the future of the local agricultural economy referenced in the agenda packet under items and issues that were identified previously. She said a program in Loudoun identifies property owners with young farmers who could use their land. There was a discussion about the cost of land and encouraging farming to be in the community. There was a discussion about developing a commercial kitchen.

Mr. Stidham identified the next steps in the process. He said the timing is based on staff work load. He said staff would draft a work plan and bring portions of the updated plan to BADA members for review and discussion. He suggested that if members had any issues to add that they forward comments to staff to compile and distribute.

OTHER BUSINESS

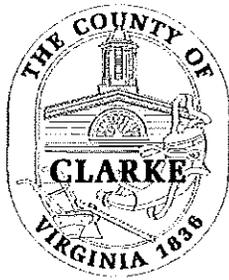
There was no other business.

ADJOURN

There being no further business, chair Kitselman adjourned the meeting at 7:18PM.

Allen Kitselman, Chair

Christy Dunkle, Clerk



BERRYVILLE AREA DEVELOPMENT AUTHORITY

TO: Berryville Area Development Authority (BADA) members

FROM: Brandon Stidham, Planning Director
Christy Dunkle, Community Development Director

RE: Berryville Area Plan update discussion items – Work Plan and Review of Goals and Objectives

DATE: July 19, 2023

Two items are enclosed for your discussion at the August 2 BADA meeting.

Work Plan for Berryville Area Plan Update

Staff has prepared a draft work plan for the Authority's consideration. Task 1A is a series of six work sessions to evaluate policy issues and provide direction to Staff which will be used to develop the revised Plan draft. The first work session – review and update of the Plan's goals and objectives – will take place at the August 2 meeting. Additional work sessions can be scheduled if members need extra time to work on the policy issues or if new issues are identified. Task 1B will take place concurrently with Task 1A and involves Staff updating demographics and statistics as well as revising any outdated text.

Once Tasks 1A and 1B are completed, Staff will develop the initial draft of the revised Plan for review by the Authority as Task 2. The work plan currently has one work session scheduled for this task however additional work sessions can be scheduled if necessary. Task 3 is the review and acceptance of a final Plan draft followed by scheduling of the Authority's public hearing and forwarding the recommended final draft to the governing bodies for consideration.

A specific timeline for completion is not proposed at this time as it will depend on Staff workload and the ultimate number of work sessions that will be needed to finalize a draft. Staff does plan to propose special meetings in addition to or in lieu of our regularly scheduled monthly meetings in order to complete the work plan in a timely fashion.

Review of Goals and Objectives

Enclosed for your review is an initial draft of possible changes to the current Plan's goals and objectives. In developing these revisions, Staff focused on the following points:

- Updating the recommendations to reflect current-day issues including comments provided by the members at the February meeting.
- Deletion of outdated and redundant objectives and policies as well as old planning terms/concepts.
- Clarification of language with a focus on providing the narrative in a standard voice. The 2013 update focused on revising previous text written by the original planning consultant and amended over the years by Staff. This update will focus on revising any holdover language so that the updated Plan reads with a single voice.

This initial draft is intended to be a point of departure for discussion by the Authority – discussion, revisions, and edits are strongly encouraged. Staff is not expecting the Authority to finalize the goals and objectives at this work session as our later policy discussions will likely shape them as we go through the review process.

If you have questions or concerns prior to the meeting, please do not hesitate to contact us.

WORK PLAN FOR BERRYVILLE AREA PLAN UPDATE

TASK 1A (BADA/Staff) – Evaluate policy issues and provide direction to Staff

Work Sessions

1. Review and update goals and objectives
2. Policy discussion – Southeastern collector road and transportation network
3. Policy discussion – residential density and housing types
 - Current densities and available dwelling units
 - Water and sewer capacity (Keith Dalton)
 - Affordable housing
4. Policy discussion – commercial and industrial development
5. Evaluate sub-area descriptions and designations
 - Removal of developed sub-areas from BAP
6. Evaluate Potential Future Growth Areas
 - Status of current areas
 - Whether to modify current or create new areas

TASK 1B (Staff) – Update demographics, statistical data, and outdated text

Work Sessions – None (staff work only)

TASK 2 (BADA/Staff) – Develop initial draft of revised Berryville Area Plan

Work Sessions

1. Review/discuss initial draft prepared by Staff; provide direction on additions, deletions, or other changes

TASK 3 (BADA/Staff) – Finalize draft and gain adoption by governing bodies

Meetings

1. Review/discuss final draft prepared by Staff; provide direction on additions, deletions, or other changes; schedule public hearing
2. Public hearing and formal action to recommend revised BAP to Town Council and Board of Supervisors

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GOALS

1. *Continue Town and County collaboration on the joint* ~~Provide a platform for the cooperative~~ planning and development of lands annexed or designated for future annexation into the Town of Berryville.
2. Ensure that the Town and County's land use, *capital improvement*, and environmental objectives for the annexation areas, as reflected in the respective comprehensive plans, are compatible and coordinated.
3. Verify that planned public infrastructure (*including* water, sewer, transportation, *schools, broadband high-speed* internet) is sufficient to support the future development needs as reflected in the Plan.
4. Maintain ~~a the~~ streamlined and readily understandable process for development of lands covered by the Plan from annexation ~~status designation~~ through the land use approval process.
5. *Ensure that development proposals considered for adoption contain the following elements:* ~~Strongly encourage context-sensitive development plans that are designed to~~
 - *Propose design and uses which* complement *the historic nature of Downtown* Berryville.
 - *Growth impacts to public services and infrastructure are accommodated* ~~accommodate growth~~ in a logical and efficient manner.
 - *Provide* for the maximum protection and preservation of natural resources, historic resources, and open space.
 - *Are fully consistent with the Berryville Area Plan's recommendations.*

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OBJECTIVES

1. ENVIRONMENT

A. Protect sensitive areas from urban development impacts within the Berryville Area, including:

- Stream valleys and established drainage ways
- Sensitive slopes and soils
- Areas of Karst features such as major rock outcroppings and sinkholes as well as areas with poor drainage patterns.

Policies

1. *Identify Karst features and environmentally sensitive areas for both existing and undeveloped properties within the Berryville Area.*
2. *Ensure that any stormwater management impacts generated by new development, as regulated by the Virginia Department of Environmental Quality (DEQ), can be managed effectively with onsite measures or by the Town's stormwater infrastructure.*
3. *Establish standards for and facilitate provision of open space reservations and buffer areas on private lands with new development projects, especially where open space areas would protect environmentally sensitive areas.*
4. *Facilitate and promote the development of recreational greenways and trail systems with new development projects.*
5. *Where feasible, encourage development to be concentrated or clustered on the most developable land as a means of protecting sensitive areas.*

~~B. Define and implement growth management procedures which incorporate both design sensitivity and environmental protection criteria on a site-specific scale that meet or exceed State and Federal requirements for stormwater management and water quality.~~

Policies

- ~~1. Identify significant Karst features and environmentally sensitive areas for both existing and undeveloped properties within the Berryville Area.~~
- ~~2. Implement contemporary urban design and environmental design criteria into the zoning and subdivision standards of the County and Town.~~

~~C. Coordinate environmental conservation and preservation objectives among the County, Town, state agencies, and organizations such as the Northern Shenandoah Valley Regional Commission (NSVRC).~~

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Policies

- ~~1. Identify environmental concerns which require a regional, joint-jurisdictional approach.~~
 - ~~2. Establish stormwater management area plans for the major Study Area watersheds affecting both the Town and County.~~
 - ~~3. Implement complementary zoning and subdivision ordinances in the Berryville Area which recognize the joint effort to manage development in the annexation areas.~~
- ~~D. Develop environmental design standards for new urban land uses and development, incorporating contemporary techniques such as low impact development and current State and Federal policies and practices.~~

Policies

- ~~1. Meet or exceed State-mandated performance standards to improve stormwater management and water quality.~~
- ~~2. Set standards for and facilitate provision of open space reservations on private lands with new development projects.~~
- ~~3. Facilitate and promote the development of recreational greenways and trail systems with new development projects.~~
- ~~4. Set standards for corridor protection areas along existing and proposed streets and highways.~~
- ~~5. Encourage use of stormwater Best Management Practices that provide the most effective controls for water quality and quantity but also utilize design elements that produce the most cost-effective long-term maintenance.~~

2. TRANSPORTATION

- A. A transportation plan for the location, character and capacity of transportation facilities shall be compatible with the planned arrangement of Berryville Area land uses *and the transportation plans in the Town's and County's comprehensive plans*. This plan shall be coordinated with the transportation plans and policies of the Town and County comprehensive plans and the Virginia Department of Transportation's (VDOT) planning efforts. The plan shall also consider the Town's *ability to maintain its secondary street network within the scope of funding provided by the Virginia Department of Transportation*. ~~responsibilities for maintaining its secondary street network that commenced in 2012.~~

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- B. The transportation plan shall ensure that road and street designs accommodate planned community development while promoting Berryville Area traffic patterns to be serviced in a safe and efficient manner. Road design standards shall be used which are of appropriate scale and capacity to serve long-range traffic demands, while respecting the environment and scale of the historic downtown area and surrounding neighborhoods. The location, timing and scheduling of these public improvements shall be coordinated with the land use plan for the Berryville Area.
- C. Any new proposed roads or expanded capacity on existing roads shall be represented consistently across both the Town and County transportation plans and policies. Adopted through truck restrictions *and traffic calming measures* on existing roads shall be considered in developing transportation plan elements and establishing growth sub-areas.
- D. The **Berryville Area** transportation plan shall establish and reserve the proper locations, alignments and rights-of-way for future roads, sidewalks and bike lanes to ensure that these improvements can be implemented with the least public cost.

Policies

1. Future road *design*, alignments and improvements to existing alignments shall be in accord with the transportation plan for the Berryville Area.
2. All public and private land development proposals shall incorporate the recommendations of the transportation plan, including the reservation of future rights-of-way and the construction of road improvements related thereto.
3. Street design standards shall be context-sensitive and tailored to the unique land use environment and character of the Berryville Area. ~~These standards shall be implemented via the respective subdivision and zoning ordinances for the Berryville Area, the Town of Berryville & Clarke County Bicycle and Pedestrian Plan, and shall be in accord with Virginia Department of Transportation (VDOT) and Town of Berryville criteria.~~
4. All **private** development proposals shall include traffic impact *analyses (TIAs) or similar studies (e.g., turn lane, signal warrant studies) statements if required by VDOT or by Town or County ordinance which identify the nature of future traffic conditions and analyze the degree of traffic generated by any given proposal.* ~~Traffic impact analyses shall ensure compatibility with the transportation plan for the Berryville Area.~~ Developers will be expected to construct all improvements recommended by their accepted traffic impact analyses.
5. In addition to direct impacts to the traffic network outlined in traffic impact analyses, developers are expected to mitigate the impact of their development projects on the Berryville Area road network in the form of construction improvements consistent with the plan's transportation policies.

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E. Establish and reserve properly planned access points to undeveloped properties, in particular those situated within the proposed annexation areas and other undeveloped sections of the County and Town Study Areas. Implement access management elements to minimize conflict points and ensure street connectivity.

~~F. Improve the ability of tourists and visitors to find and identify local business, historic and cultural sites without adding to visual clutter in the Berryville Area street system.~~

Policies

~~1) Design an attractive and comprehensive street sign system to guide tourists and visitors.~~

~~2) Coordinate with Virginia Department of Transportation in creating desirable design standards and controls for tourism corridors, in particular tourist oriented directional signage on US 340 and Route 7.~~

FG. Provide a uniform and integrated approach for pedestrian movement, addressing walkways and bikeways. Encourage the implementation of these improvements in conjunction with new development in the Berryville *Plan Urban* Area and provide coordination with trails and greenways where feasible.

~~H. Develop and implement road and street design standards which are of appropriate scale and capacity to serve long range traffic demands, while respecting the environment and scale of the historic downtown area and surrounding neighborhoods.~~

GI. *Prohibit Discourage* the development of private road systems in single-family detached residential developments.

HJ. Plan for park and ride options along the Route 7 corridor to help reduce the number of single-occupant vehicle commuters. Also help to establish regular local bus/transit routes and options for residents of senior housing facilities located within the Town, and to facilitate consumer access to the Town's businesses, employment centers, government facilities, and recreational resources.

I. *Construction of residential developments shall be phased in a manner to ensure that primary entrances and required improvements to local collector/arterial roads are constructed before allowing secondary connections to any existing local streets.*

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3. HOUSING

- A. Housing and related land uses shall be developed and phased in a fashion compatible with ~~and precedent to~~ the Berryville Area's small town scale, ambience, and historic growth patterns.

Policies

1. ~~Identify and plan for~~ future housing ~~shall be planned~~ with a neighborhood orientation compatible with the scale and character of existing neighborhoods in the Berryville Area. *Emphasize quality site planning and well-conceived architectural design in future development areas for all levels and types of housing products.*
 2. ~~Facilitate development of~~ Provide a variety of housing opportunities for ~~residents of all ages and income groups~~ citizens. *Flexible, affordable housing types that allow for families to "age in place" shall be encouraged. Emphasize quality site planning and well-conceived architectural design in future development areas for all levels and types of housing products.*
 3. *Evaluate the use of incentives and the implementation of programs to facilitate development of affordable housing alternatives within prescribed densities for the Plan Area.*
 - ~~3. Provide sufficient housing opportunities for all ages and income groups within the context of compatibility with other land use planning goals and objectives.~~
- B. ~~Ensure historically compatible design treatment through the implementation of historic district design standards in the Berryville Area.~~

4. LAND USE

- A. The land use plan shall reflect the logical and compatible land uses for the Berryville Area at its long-range, full development scenario. Decisions regarding future land use shall conform to the *Area Plan's recommendations* ~~land use plan. The land use plan shall represent the graphic expression of the adopted goals, objectives and growth management policies of the Berryville Area.~~
- ~~B. The land use plan shall provide opportunities to optimally coordinate, schedule and time future development, giving due respect to individual property rights, demographic and marketplace demands, and ability of the localities to program and provide for public infrastructure and facilities in a fashion compatible with the adopted Berryville Area Plan.~~
- BC. The *Area Plan* ~~land use plan~~ shall include an integrated mix of residential, commercial, and employment uses in the *Berryville Plan* Area which will provide a variety of

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housing options to accommodate a range of incomes, ages, and family needs and employment opportunities for present and future residents. ~~Flexible, affordable housing types that allow for families to “age in place” shall be encouraged.~~ A vision for mixed-use developments containing a range of housing options supported by small-scale business uses that complement Downtown Berryville shall also be established in appropriate zoning districts.

CD. Transition/Infill. Redevelopment, adaptive reuse, and infill projects shall be considered as a means of maximizing available land and buildings within the Plan Area.

Policies

1. Identify and target small sites where ***redevelopment and*** infill opportunities exist ***for development that is compatible in form, scale, and intensity.*** ~~Program infill uses which are compatible in scale and intensity. Consider providing incentives and initiatives to ensure the proper development of these sites.~~
- ~~2. Identify redevelopment opportunities and provide public/private initiatives for the proper development of these properties.~~
- 23.*** Place a higher priority on the development of infill properties ***over new development*** for both residential and business related uses.
- ~~4. Provide active interjurisdictional cooperation, coordination and funding in programming future Berryville Area urban land uses and support infrastructure and municipal services.~~
- ~~5. Ensure that new development projects incorporate transition areas, including items such as buffers or use/density limitations, to mitigate adverse impact on existing uses and structures.~~
- 36.*** Promote adaptive reuse projects that are more compatible with surrounding properties, that reduce blight, or that provide public safety improvements. ~~Consider adopting zoning regulations to facilitate creative adaptive reuse projects.~~

~~E. Land Development.~~

Policies

- ~~1. Evaluate the development potential for all Berryville Area properties on a periodic basis focusing on large undeveloped tracts in and contiguous to the Berryville Area. Market demand for particular use types, public water and sewer availability, transportation network sufficiency, and the state of the economy shall be considered among the elements to consider in performing this evaluation. The boundaries, recommended uses, and residential densities of planning sub-areas shall also be periodically reviewed and adjusted to meet~~

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~~the joint needs of the Town and County.~~

- ~~2. Encourage development activities compatible with projected land use demands within the urban marketplace. Priority should be placed on infill development activities. Development activities which artificially stimulate growth should be discouraged.~~
4. Discourage the development of strip shopping centers and peripheral retail uses.
- ~~3. Identify and target environmentally sensitive land areas including areas with karst features which should be conserved and/or protected from future development.~~
 - ~~a) Implement procedures which will result in conservation of the critical areas during private development activities.~~
 - ~~b) Channel all active urban development away from critical environmental areas by requiring land use on particular tracts to be clustered on those areas with the highest development potentials. Sensitive areas which lie within tracts proposed for development should be maintained in their natural state for passive and/or open space activities.~~

54. All new development proposals shall be evaluated on elements including:

- *D*egree of conformance with the *Area Plan land-use plan*, County Comprehensive Plan, and Town Comprehensive Plan
- *C*ompatibility with existing uses and structures
- *I*mpact on public utilities and infrastructure
- *P*rotections provided to the existing environmental and historic resources.

Private Development proposals applications shall include reports and other detailed information demonstrating degree of conformance with the aforementioned elements.

5. PUBLIC FACILITIES AND SERVICES

- A. The planning and programming of all *public urban* services, utilities and facilities shall be compatible with the future land use plan for the Berryville Area. The Town's and the County's capacities to provide public utilities (water and sewer) and public services (fire, rescue, law enforcement, roads, schools) ~~shall should~~ be coordinated with the Area Plan's development strategies. Capital improvement programs addressing these public utilities and services ~~shall should~~ be consulted in performing this evaluation.

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- B. Plan and provide for an adequate level of public services, utilities and facilities for all current and future residents within the Berryville *Plan* Area. Consider developing levels of service criteria to determine adequacy levels for facilities and services.
- C. The nature, scale, timing and implementation of all private development proposals shall be *coordinated with subject to* the provision of adequate ~~and-coordinated~~ public facilities. *Private Development* proposals shall provide all on-site public facilities, utilities and infrastructure necessary to accommodate ~~both (1)~~ the requirements of the given development; and ~~(2)~~ the ~~Berryville Area planning Area Plan's~~ recommendations for adequate public facilities within the ~~general planning Plan Area~~. Proposals will also be expected to include measures that mitigate impacts to off-site facilities that are a result of any new proposed development. An example would be proffered improvements to a nearby road or intersection that, absent necessary improvements, would experience a drop in level of service as a result of a new development's projected traffic increase.

~~D. — Water Supply. Continue a leadership role in advancing regional planning and implementation programs for efficient water delivery to serve the long-range municipal water supply and fire protection requirements for the Berryville area, placing an emphasis on adequate fire protection standards for new development within the Berryville Area.~~

~~E. — Utilities:~~

~~Policies~~

- ~~1. — Coordinate future water and sewer demands and system requirements with a long-term capital improvements program to respond to the land use plan.~~
- ~~2. — Prepare regional and/or Town/County supported plans, engineering studies, and implementation strategies for stormwater management to serve the needs of the Berryville Area.~~
- ~~3. — Plan the most effective timing and routing of public utility systems compatible with the land use plan.~~
- ~~4. — Continue to facilitate a range of high-speed internet and telecommunications options for residents and businesses.~~

~~F. — Schools:~~

~~Encourage educational opportunities for current and future residents with the additions to the existing school system and facilities within or in close proximity to the Town of Berryville.~~

~~G. — Parks and Recreation~~

~~Provide for adequately sized recreational amenities as new residential development occurs consistent with the Town's and County's recreational plans.~~

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6. ECONOMIC DEVELOPMENT

- A. Support the existing economic base in the Berryville *Plan* Area while exploring other compatible economic opportunities for expanded employment and tax-revenues, consistent with the Town's and County's economic development efforts.

Policies

1. *Evaluate the development potential for all Berryville Area properties on a periodic basis. Market demand for particular use types, public water and sewer availability, transportation network sufficiency, and the state of the economy shall be considered among the elements to consider in performing this evaluation. The boundaries, recommended uses, and residential densities of planning sub-areas shall also be periodically reviewed and adjusted to meet the joint needs of the Town and County.*
2. Identify *future additional* sites suitable for light industrial/*technology-related* employment uses and reserve them for well-controlled and staged economic expansion in the Berryville Area, including potential areas for expansion adjacent to the County Business Park.
- ~~2. Planning should continue for a moderately paced, planned economic development program which should include areas for future office and light industrial/technology-related land uses which are compatible with the surrounding residential and agricultural areas.~~
3. Continue to require quality site design standards for all economic development related land uses, including site buffers, landscaping, and open space requirements. Ensure consistency of these features with the Town's *urban* design philosophy.
4. Seek to attract new business types and retain existing businesses that complement the Downtown Berryville businesses.

~~7. URBAN DESIGN~~

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

Policies

- ~~1. Protect the integrity of the architectural and historic character of the Berryville Area.~~
- ~~2. Continue to promote formal intergovernmental cooperation and action to protect and improve the County and Town's major entrance corridors into the~~

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~~Berryville Area, in particular with the Virginia Department of Transportation, since the visual quality of these entrances transcends both jurisdictional and Berryville Area boundaries.~~

- ~~3. Expand design review processes and standards to encourage compatible design in the areas of new construction, rehabilitation, signs, streetscapes and landscaping.~~
- ~~4. Provide context-sensitive design guidelines and architectural review guidelines for new development in order to ensure compatibility with the prevailing architectural scale and themes in the Berryville Area.~~

78. IMPLEMENTATION

- A. The Berryville Area Plan shall be implemented via the growth management tools including the *Town's and County's comprehensive plans, land use plan*, zoning ordinance, site plan controls, subdivision ordinance and other environmental and ~~urban~~ design standards.

Policies

- ~~1. The foundation for the type, character and timing of future land use and development within the Berryville Area and its planning sub-areas is the adopted land use plan. This planning exhibit comprises the graphic representation of the Berryville Area Plan and physical expression of its adopted goals and objectives.~~
12. Decisions regarding the location, nature, type and intensity of future land development shall be based on the adopted land use plan.
23. The zoning regulations applied to property within the Berryville Area shall be consistent with the adopted land use plan. Significant deviations from the Berryville Area Plan shall require a revision to and update of the Area Plan prior to the consideration of any such significant zoning amendment by the Town or County. Piecemeal amendments to the Area Plan to accommodate a specific project should be strongly discouraged.
34. Where feasible, maintain consistent language in the Town and County Zoning and Subdivision Ordinances to ensure continuity and an efficient land use review process as development projects in the Berryville Area are annexed from the County into the Town.

- B. Implement the objectives, plans, and strategies of the Berryville Area Plan process through creative growth management techniques.

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Policies

1. Continue to update and strengthen the existing zoning, subdivision, and site plan controls applicable to the Berryville Area. Implicit in this is the joint cooperation between the Town and County in establishing compatible and uniform land use regulations for the Berryville Area. The Berryville Area regulations shall govern and take precedence over existing local zoning and subdivision controls.
2. Utilize conditional zoning ~~and consider establishing form-based zoning—regulations~~ to provide new developments with flexibility without adversely impacting compatibility with adjoining properties or the governing bodies' ability to provide public utilities and services.
3. Continue to jointly develop design review and controls for the County's major tourism access corridors adjacent to Berryville.
4. Coordinate all Berryville Area planning and land use decision making within the broader context of the Clarke County Comprehensive Plan's goals and objectives and the adopted comprehensive plan for the Town of Berryville.
3. *Implement complementary zoning and subdivision ordinances in the Berryville Area which recognize the joint effort to manage development in the annexation areas.*

8. ANNEXATION

The 1988 Agreement Defining Annexation Rights between the Town of Berryville and Clarke County sets forth three scenarios in which County land in Annexation Area B may be annexed by the Town:

1. *The County has taken zoning action after January 1, 1988, to permit development on the tract which requires public water and/or sewer service.*
2. *The Town has approved a subdivision application for the tract which requires public water and/or sewer service.*
3. *Mutual agreement of the Town and County.*

Future updates or amendments to the Annexation Agreement should provide for annexation of Plan Area properties by the Town when the following criteria are met:

- *The Town and County mutually agree that it is appropriate for properties to be annexed.*
- *The Town is ready to extend public water and public sewer service to the properties subject to provision of required infrastructure by the developer.*

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- *The Town is able to maintain all existing or proposed secondary streets serving the properties to be annexed.*
- *When any specific recommendations included in the Sub-Area descriptions for the properties have been met.*