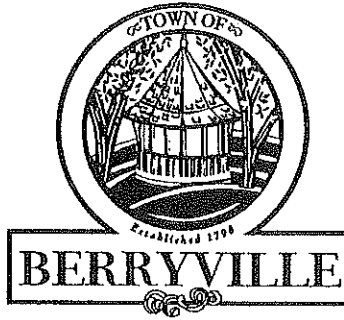


Town of Berryville
Berryville-Clarke County
Government Center
101 Chalmers Court Suite A
Berryville, VA 22611



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

www.berryvilleva.gov

BERRYVILLE PLANNING COMMISSION
Comprehensive Plan Committee
Berryville/Clarke County Government Center – 101 Chalmers Court
AB Meeting Room
Monday, February 5, 2018 – 10:30am

AGENDA

- 1. Call to Order – William Steinmetz, Chair**
- 2. Discussion and Review of Updated Document**
- 3. Other**
- 4. Adjourn**

Patricia Dickinson
Mayor

Harry Lee Arnold, Jr.
Recorder

Council Members

Donna Marie McDonald
Ward 1

Allen Kitselman, III
Ward 2

Erecka L. Gibson
Ward 3

David L. Tollett
Ward 4

Keith R. Dalton
Town Manager

BERRYVILLE PLANNING COMMISSION
Comprehensive Plan Committee
Discussion and Review of Updated Document
February 5, 2018

This process has had stops and starts since 2012. The attached document has been paginated and modified to reflect recommended changes by the Committee. Due to this long timeframe, a number of references will need to be updated before moving the process forward. Staff will update these figures after the Committee is satisfied with the draft document.

Chapter 7, Transportation, has not been included because staff needs to modify several portions of the draft. The updated Chapter 7 has been completely rewritten in order to comply with new VDOT requirements. Staff is anticipating having that chapter available at the meeting.

Recommendation

Review the document for any additional discussions and updates.

2018 Town of Berryville Comprehensive Plan

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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 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. This survey follows in Appendix B.

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 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~~ **2016 through 2026**. 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

2018 Town of Berryville Comprehensive Plan

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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 was adopted by the Town Council of Berryville on XXXXX.

2016 Town of Berryville Comprehensive Plan DRAFT

ACKNOWLEDGEMENTS

Berryville Town Council

Berryville Planning Commission

Former Planning Commissioners

Town Staff

Special Acknowledgement

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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.

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."

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).

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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.

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.

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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.
- *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.

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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 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.

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~~ **1414** acres in ~~2004~~ **2007**.

The last annexation occurred in ~~2004~~ effective in ~~January 2005~~ **2007** and totaled approximately **176** acres. The Shenandoah Crossing parcel totaled ~~42.26~~ acres with no population increase. This parcel is slated for future single-family subdivision 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.

Figure 3.1 Annexations – 1993 through 2015

Annexation Area	Date	Acres	Description
Area B-1	January 1, 1993	7.69	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

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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
Area B-8	January 1, 2007	176.0	Milton Valley and Green Hill Cemeteries; Business Park property; various R/W

SOURCE: Town of Berryville Department of Planning

GENERAL LAND USE PATTERN

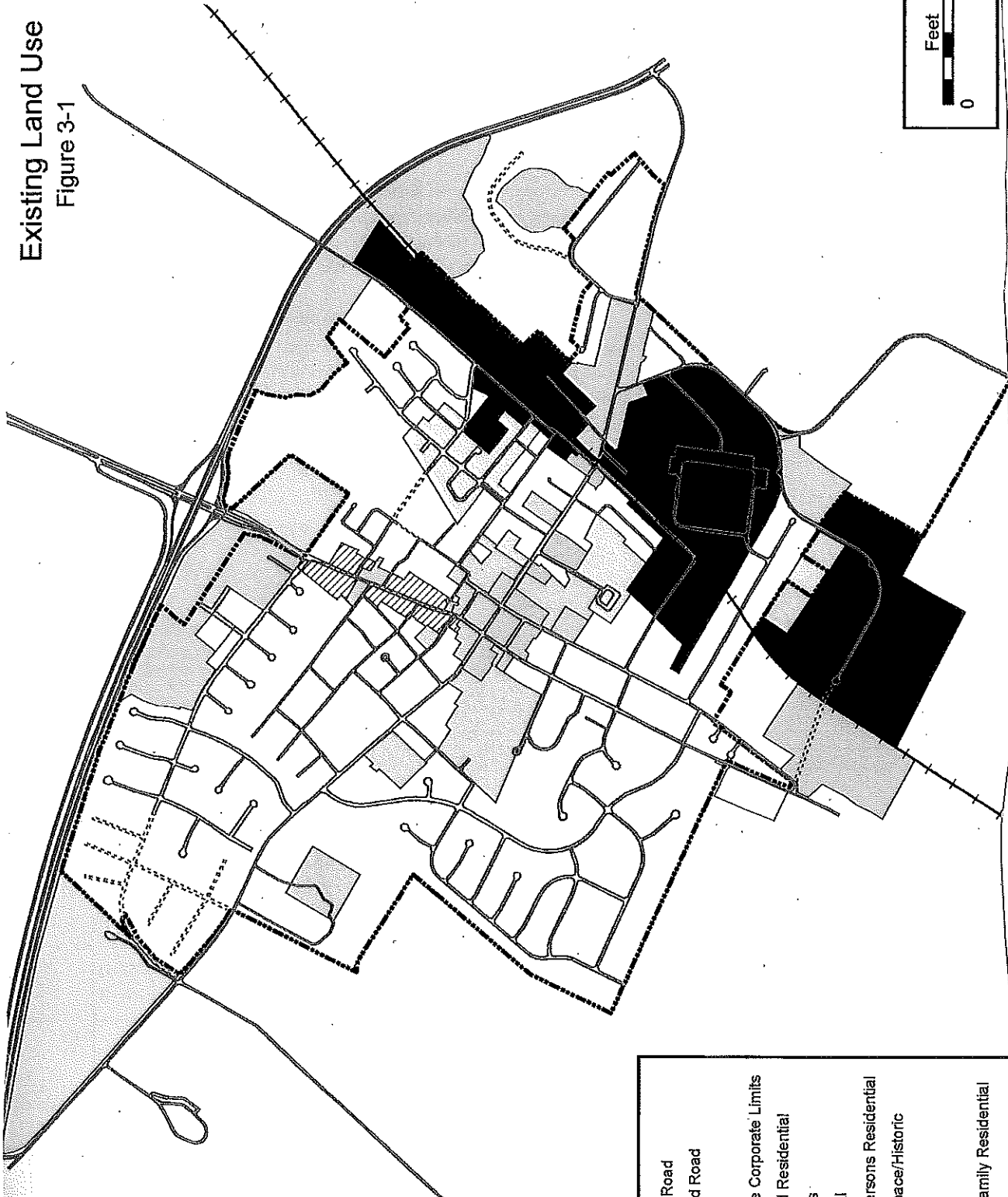
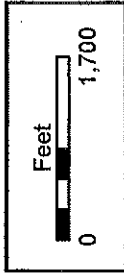
Berryville is the center of population, commerce, industry, and government in Clarke County and the land use pattern reflects this intent. This has generally held true over the years (see Chapter 2 Regional Setting and History). Figure 3-2 illustrates the general land use pattern of the town.

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 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 links were completed in 2002 through a Revenue Sharing project with the Virginia Department of Transportation.

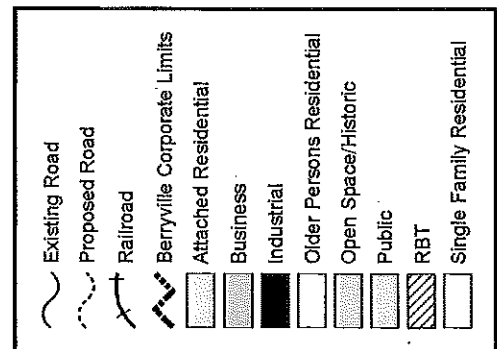
A bicycle/pedestrian path linking facilities to the west of Berryville (parks, fairgrounds, swimming pool, recreation center and schools including the new Clarke County High School) with the center of Town has been proposed and work is underway to construct a temporary path on a portion of this area. These efforts have been made to make Berryville a walkable community. Sidewalk connections will continue to be

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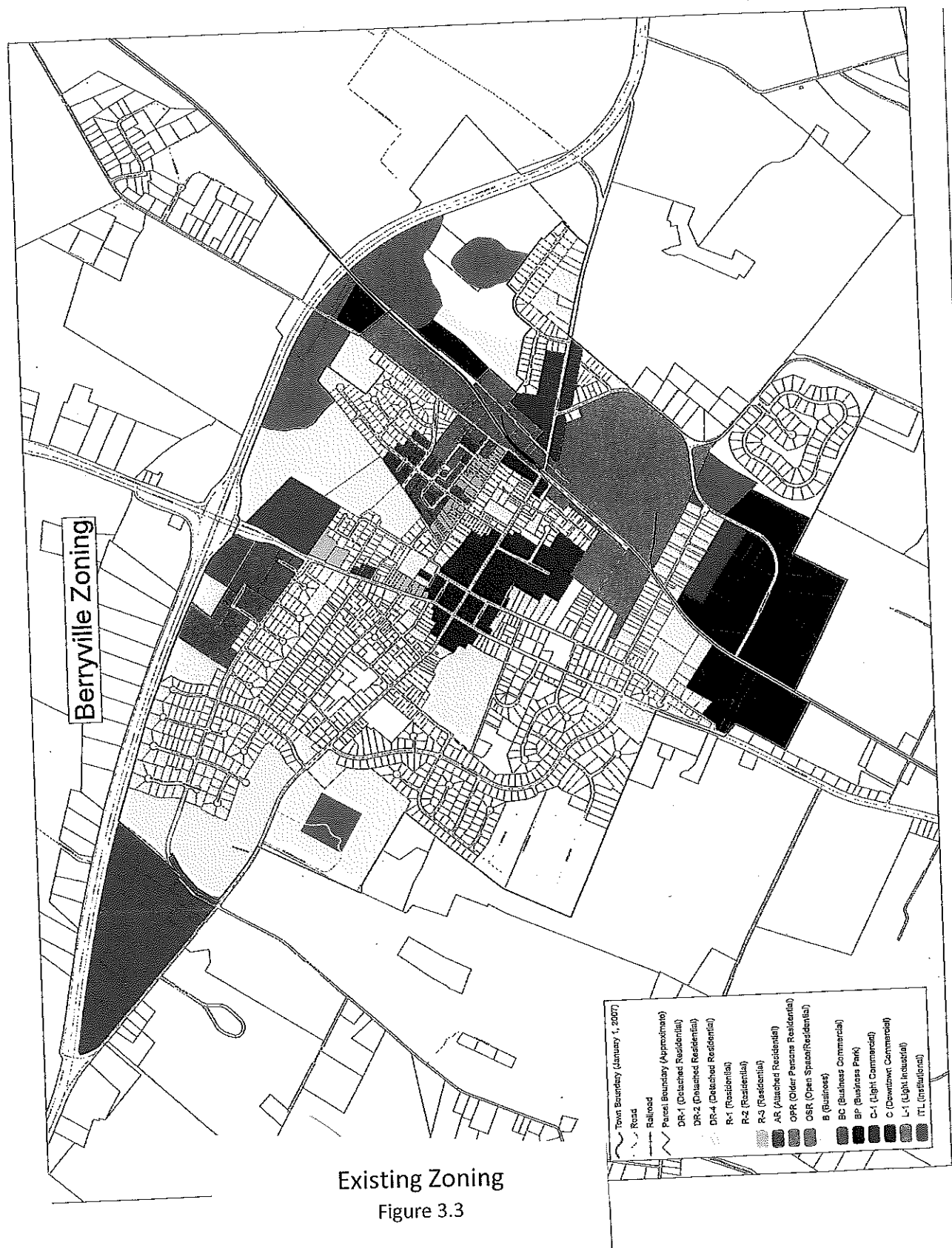
Existing Land Use
Figure 3-1



Existing Land Use
Figure 3.2



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required with new construction 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 three blocks along or around Main Street extending to Crow, Academy and Church streets. 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, retail and professional office uses.~~ **Future commercial development is anticipated in this area.**

~~Outside of these two other areas a small portion of commercial zoning is are located on North Buckmarsh. Food Lion and the Bank of Clarke County are located on the north edge of Town and several parcels zoned C-1 Commercial are located on the east side of North Buckmarsh.~~ 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 and was annexed into the Town in 2007. 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 service through both rail and highway to provide access to markets and raw materials. Most of these industrial uses are located in the eastern portion along the Norfolk ~~Southern and Western~~ Railroad. This industrial land is also fairly close to Route 7 and Route 340, both leading to major markets, transportation routes and sources of materials. ~~Two lots in the Clarke County Business Park have rail spurs available. In 2012, Norfolk Southern did significant work including track and road improvements on Station Road in Berryville and expanding the siding by one mile north of Town to allow for smoother flow at the crossing on East Main Street.~~ **Future consideration for uses that allow infill as well as adaptive reuse opportunities for structures within the L-1 Industrial zoning district should occur.**

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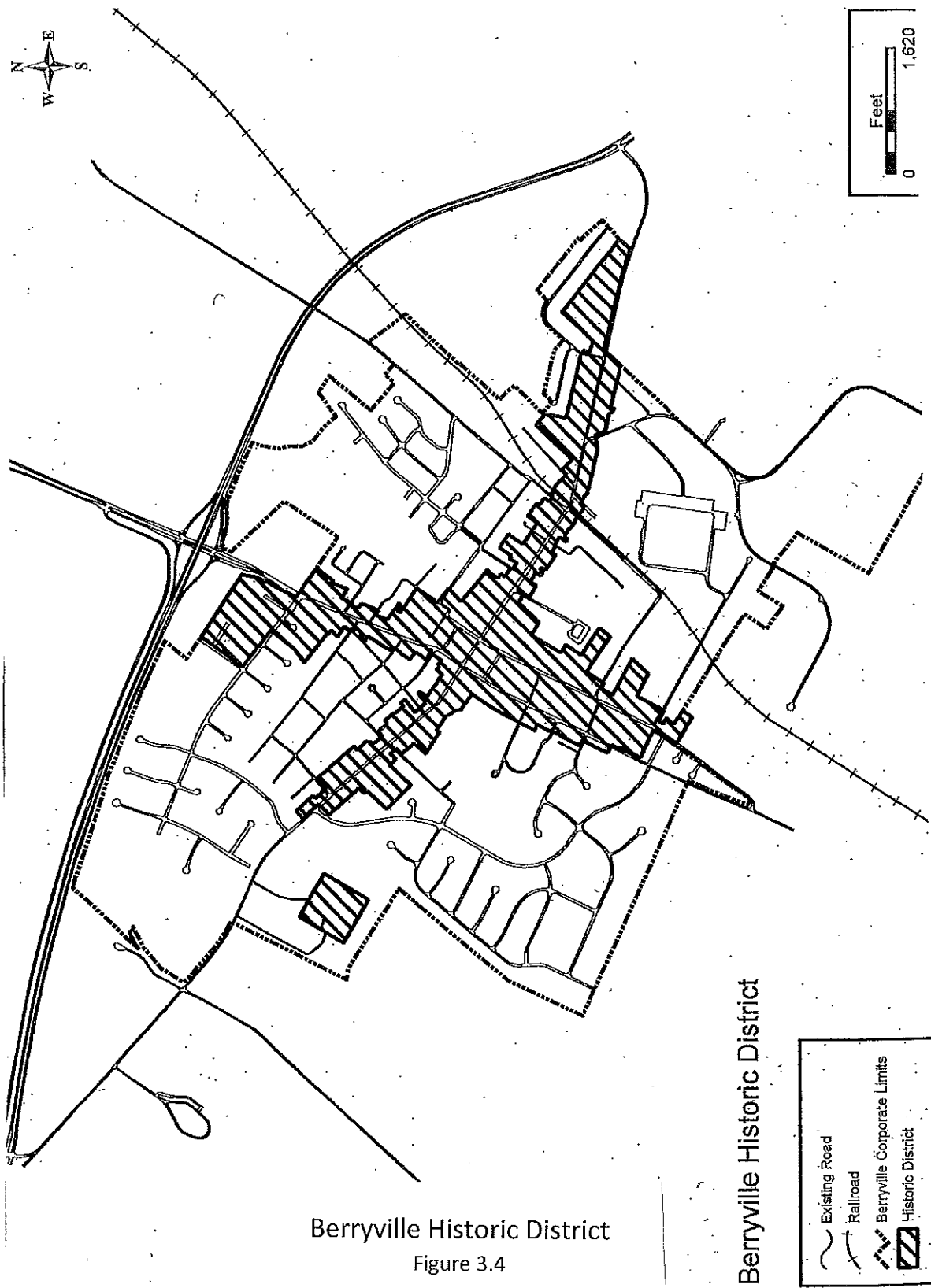
~~With the addition of a traffic light in the spring of 2004 at the east Business 7 entrance, Truck traffic will have~~ has easier access to the Route 7 Bypass and beyond **after the installation of a traffic signal on the east side of Business 7. Once this signal was functioning, Town Council implemented through tractor trailer restrictions on East Main Street and other streets due to safety, noise and traffic concerns.**

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.

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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 the Business Park and adjacent residentially-zoned parcels.

DETAILED EXISTING LAND USE - BERRYVILLE

The total area of Berryville is ~~1,280.0~~ 1414 acres or about ~~1.97~~ 2.21 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.

Figure 3.5 Land Use by Zoning Designations

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 (I-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 ~~September of 2007~~ with a new Flood Insurance Rate Map (FIRM) and panels that identify the 100 AE and 500 year floodplain areas. With this

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update, base flood elevations are identified throughout the floodplain area. ~~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 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.

Subdivisions

~~Three developments are under construction in the fall of 2004. One is located in the northwestern section of town (Battlefield Estates). This subdivision~~ **The Battlefield Estates subdivision, zoned DR-4 Detached Residential-4, began construction in 1989. Originally a total of 290 residential units are planned for this land which is located within Annexation Area B. In 2008, the Clarke County School Board purchased approximately 45 acres in order to construct a new high school. This development removed approximately 93 homes from the subdivision both north and south of Mosby Boulevard. This subdivision, which encompasses approximately 208 acres, is zoned DR-4 Detached Residential.**

~~Another subdivision, Hermitage, 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. Phase V, which includes 71 proposed parcels in two residential zoning districts, remain undeveloped in 2018.~~

~~A third subdivision, Formerly known as Apple Glen, the Darbybrook subdivision will provided 85 homes on approximately 38 acres. This development, named Darbybrook, This subdivision is zoned Attached Residential (AR) and Detached Residential - 4 (DR-4) and is located on the northeast side 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~~ **2018.**

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Figure 3.6 Active Subdivision Development 2018

Subdivision	Year Approved	Number of Approved Lots	No. of Approved Lots Remaining
Battlefield Estates	1989	290*	0
Hermitage	2000	290	72
Darbybrook (Apple Glen)	1979	90	0
Southgate (Sovereign Glen)	2004	26	1
Berryville Glen	2004	71	0
Total Number of Units Remaining			73

*Clarke County School Board purchased property on which 93 lots were identified on the Battlefield Estates property in 2008

SOURCE: Town of Berryville Planning and Zoning, 2016

HOUSING CHARACTERISTICS

The U.S Census Profile of General Demographic Characteristics estimated that in ~~2000~~ **2010** there were ~~1,312~~ **1,804** dwelling units in Berryville. This is an increase of ~~216~~ **492** dwelling units from ~~1990~~ **2000** Census data.

Of the ~~1,312~~ **1,804** dwelling units reported in the ~~2000~~ **2010** Census, ~~739~~ **1,047** were owner-occupied units, or ~~56.3%~~ **58.0%** of all dwelling units in Town; ~~500~~ **606** were rental units, or ~~38.1%~~ **33.5%**; and ~~73~~ **151** were vacant units, or ~~5.56%~~ **8.4%**. 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 - 2010

Census Year:	1970	1980	1990	2000	2010
Total Housing Units	587	710	1096	1312	1804
Owner Occupied (percent of total)	344 (59%)	433 (63%)	693 (63%)	739 (56%)	1047 (64%)
Renter Occupied (percent of total)	212 (36%)	241 (34%)	385 (35%)	500 (38%)	606 (37%)
Vacant Units (percent of total)	31 (5%)	36 (5%)	18 (2%)	73 (6%)	151 (8%)

SOURCE: U.S. Census - Profile of General Demographic Characteristics:2010

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

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homes lacked complete plumbing facilities while 2000 census figures indicate no houses lacked plumbing.

A general visual survey of Berryville reveals that the structures west of Buckmarsh Street are in good condition, and only small pockets of houses in poor condition exist 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. This potential stems from land use conflicts which exist in the Town. The railroad, along with the industrial uses 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 hazard

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.

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.

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Figure 3.8 Affordable Housing – Rental Units by Type

Apartment	Total #	Type	Description Complex Unit Housing
Country View	50	Section 8	Located on Chalmers Court, rent 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+ or disabled	Located on Josephine Street, rent based on area median income limits of 50% 60% of annual income of \$23,950 \$45,180 for one person and 60% of annual income of \$28,740 \$51,600 for two people.
Mary Hardesty House	60	Affordable Housing For Seniors 65+	Located at the intersection of Chamberlain Street and Mosby Boulevard adjacent to Food Lion, rent based on area median income with limits of 60% of annual income of \$28,740 \$45,180 for one person and 60% of annual income of \$32,820 \$51,600 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. Households must earn at least \$18,000 per year to qualify
Washington Square	46	Subsidized Housing	Located on East Main Street, property owner gets interest credit from state or federal government.

SOURCES: Johnson-Williams Apartments, Mary Hardesty House, July 2015

COMMERCE

The downtown commercial zone, including streets and highways, covers about 55.1 acres. Much of this area are currently residential and government uses. East Main Street between Rose Hill Park and Page Street is mostly residential, with some neighborhood commercial uses. A dentist's office was constructed on Chalmers Court in 2003 and the Berryville – Clarke County Government Center opened in 2008 housing Town and County offices and the Clarke County Library. Several parcels located on Chalmers Court remain undeveloped while several infill opportunities exist within the C Commercial zoning district

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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, 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 and one block on the east side of North Buckmarsh. This area, zoned BC and B with C-1 further south, offers highway and tourism-related business opportunities including restaurants and office buildings. ~~The Bank of Clarke County opened a drive-up facility in 2003 in front of the Food Lion.~~

~~Several restaurants are either open, under construction, or about to begin construction in the downtown area.~~ **A number of restaurants are located downtown and on East Main Street.** 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 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 Light Industrial (L-1) 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 Southern Railroad tracks and Jack Enders Boulevard. American Woodmark Corporation, makers of kitchen cabinets, ~~is was~~ the second-largest industrial employer in the Town, employing 389 people in 2004 ~~before closing their doors in 2009. This figure is up substantially from 288 employees in 1999. This company is located off of Station Road and Byrd Avenue.~~

~~Located north of Business 7 along First Street is Moore & Dorsey a cold storage building and the former Smalley Packaging that is being used by several businesses. This business is involved in warehousing and bulk storage operations.~~ South of Business Route 7 along the

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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 zoning district including Samuel Case Cabinetmaking, Potomac Cast Stone and CIE, Incorporated.

The Clarke County Business Park, located in Annexation Area B on Jack Enders Boulevard, currently has ten businesses that are either operating or are under construction for sale. The business park, consisting of approximately 58 acres, was annexed into the Town of Berryville in 2007. Approvals for the last two 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 and are planned to be located in a new building on Chalmers Court. The Berryville – Clarke County Government Center opened in 2008 and houses both governmental offices and the Clarke County Branch of the Handley Library.

VACANT LAND

The largest area vacant land areas is are located along the northwestern and north central municipal boundaries, and is are planned for residential uses. The Fellowship Square property containing approximately 20 acres on two parcels which is zoned DR-4, remains undeveloped. This parcel was located within the Town limits prior to the establishment of Annexation Area B. Another vacant parcel slated for residential development, Shenandoah Crossing, is located in Annexation Area B and is adjacent to the Fellowship Square property.

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.

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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.

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 residential 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 consists of a four lane divided highway with a 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. **Clarke County High School, opening in the fall of 2012, is now located within the Town limits.** 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, a collector road for the southeast quadrant of the Berryville Area, 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 340 South.

SUMMARY

Berryville is designated 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. Several service-based businesses and professional offices are located on East Main Street.

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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 on the eastern seaboard.

In Berryville, approximately 76% 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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Chapter 4 | Population

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 significant 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 shows the changing populations of Berryville and Clarke County since 1950. A large jump in Berryville's population occurred 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. **2010 Census numbers identify another significant increase in population, over 40%, from 2000 to 2010.**

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. **Annexations attributed to minimal population growth between 2000 and 2010.**

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**Figure 4.1 Historical Rates of Growth –
Berryville and Clarke County 1950 - 2010**

Year	Town of Berryville	% Change	Clarke County	% Change	Town % of County Population
1950	1,401	-	7,704	-	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
2010	4,185	+41.24	14,034	+10.91%	29.8

Sources: Berryville Comprehensive Plan updates, 1987, 1999, 2005
U.S. Census Bureau of Population, 2012
U.S. Census Bureau Profile of General Demographic Characteristics, 2010

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. This drop-off may be due to inaccurate census information from the 1990 census, the 2000 census, or both. A total of 48 annexations ~~took~~ **have taken** place between 1990 and 2010. These annexations added approximately 90 ~~618~~ **618** acres to the Town while adding ~~less than 30~~ **approximately 162** people to the population.

POPULATION CHARACTERISTICS

Berryville is relatively densely populated within the corporate limits. The ~~2000~~ **2010** population of ~~2,963~~ **4,185** is distributed on approximately ~~1,238~~ **1,370** acres, resulting in a density of ~~2.39~~ **3.05** people per acre.

Figure 4.2 shows the distribution of the population by age group for ~~1990 and 2000~~ **and 2010**. The largest numerical gain in this period of time was the ~~5 to 14~~ **45 to 55** year old age group, gaining ~~65~~ **333** people. The second and third largest gains were seen in the ~~35 to 44~~ **5 to 14** and ~~45 to 54~~ **55 to 64** year old age groups, with ~~198~~ **and 188** 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

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

There were no population decreases in any of the age groups in 2010. With a significant increase in the 5 to 14 year old age groups, an increase in school enrollments is anticipated. The increase in both the 45 to 54 and 55 to 64 year old age groups warrants a review of housing policies that would accommodate both groups in the coming years. 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 in migration 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 (903 in 1997 to 928 in 2004) in the number of PK-5th grade enrollments (please see Figure 6.1).

Figure 4.2 Age Distribution 2000 and 2010

Age Group	<u>2000</u> Total	% of Whole	<u>2010</u> Total	% of Whole	Numerical Change 2000 – 2010
0 - 4	168	5.7	259	6.2	+91
5 - 14	416	14.0	614	14.7	+198
15 - 24	268	9.1	424	10.1	+156
25 - 34	313	10.6	352	8.4	+39
35 - 44	495	16.7	562	13.5	+67
45 - 54	351	11.8	684	16.3	+333
55 - 64	285	9.6	473	11.3	+188
65 - 74	292	9.9	353	8.4	+61
75 - 84	253	8.5	288	6.9	+35
85+	122	4.1	176	4.2	+54
TOTALS	2963	100.0	4185	100.0	1222
SOURCES: U.S. Census Bureau American Fact Finder Berryville Comprehensive Plan update 2005					

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Figure 4.3 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 **43.3 in 2010**. This follows the trend of Clarke County and the Commonwealth of Virginia. **For the first time since 1980, the median age in Berryville is younger than in Clarke County.**

Figure 4.3 Median Age – 1980 - 2010

Year	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
2010	43.3	44.9	37.5

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

The 1990 Census shows that 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. **In 2010, 53.2 percent of the population of Berryville were female (median age 44.9 years) and 46.8 percent were male (median age 41.1 years).** This represents a higher percentage of females than either the County (~~50.5%~~ **50.1%**) or the Commonwealth (~~51.0%~~ **50.9%**).

Figure 4.4 compares household size in Berryville, Clarke County, and the Commonwealth for ~~from 1980, 1990 and 2000 through 2010~~. ~~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.~~ **The average household size of Berryville and the Commonwealth has increased since the 2000 census which is contrary to that of Clarke County.**

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Figure 4.4 Average Household Size – 1980 - 2010

Year	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
2010	2.46	2.49	2.56

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

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 - 2010

	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	22.6
2000			
% white	84.5	91.1	72.3
% non-white	15.5	8.9	27.7
2010			
% white	84.8	91.0	71.3
% non-white	15.2	9.0	28.7

SOURCE: Berryville Comprehensive Plan Update 2000
U.S. Census Profile of General Demographic Characteristics: 2010

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

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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. The closing of the American Woodmark manufacturing facility was a significant loss for the Town and County. Berryville Graphics will add approximately 90 jobs to their plant as announced in early 2012 by Governor McDonnell. In 2012, the national and global economies continue to struggle however the number of business licenses has increased from 2010 figures.

Figure 4.6 Population Projections – Adjacent Communities

	1990 Total	2000 Total	2010 Total	2020 Projected	2030 Projected
Clarke County	12,101	12,652	14,034	15,400	16,600
Loudoun County	86,129	169,599	312,311	330,000	390,000
Frederick County, VA	45,723	59,209	78,305	84,300	96,100
Warren County	26,142	31,584	37,442	40,800	45,200
Winchester city	21,947	23,585	26,203	27,700	29,300
Berkeley County, WV	59,926	75,905	104,287	128,550	155,566
Jefferson County, WV	35,926	42,190	53,537	62,691	71,208

SOURCE: Virginia Employment Commission, August 2012; West Virginia University Bureau of Business and Economic Research

Population growth in the Berryville area is also affected by the growth of nearby population centers. Figure 4.6 illustrates current and projected population figures for adjacent cities and counties. Winchester and Frederick County to the west have experienced steady growth in the last 10 years, while Loudoun County continues to prosper. 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.

Population forecasts here are based on the assumption that fairly stable economic and political conditions will exist, that no devastating disasters will occur, and that the present social structure will not change dramatically. The numbers projected in Figure 4.6 have decreased from the 2000 estimates due to the slowdown of the economy.

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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.

SUMMARY

Berryville's population ~~decreased~~ **increased** by 41.2% percent since ~~1990~~ **2000** to stand at ~~2,963~~ **4,185** in ~~2000~~ **2010**.

The median age increased from ~~38.0 to 41.3~~ **41.3 to 43.3** in the period from ~~1990 to 2000~~ **2000 to 2010**. In ~~2000~~ **2010** caucasians comprised ~~84.5~~ **84.8** percent **of the Town's population**—the latter is a slight decrease from ~~86.9% 1990~~. The average household size ~~decreased~~ **increased** from ~~2.73 persons in the 1990's to 2.28 persons in 2000~~ **2.46 in 2010**. 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 been made. Berryville's population is projected to be between 4,510 and 6,082 by the year ~~2030~~.

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Chapter 5 | Economy

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 as a whole, and includes occupation and income information for Berryville residents.

EMPLOYMENT OPPORTUNITIES IN THE BERRYVILLE AREA

According to Town Business License applications in ~~March~~ February of 2006 **2013**, approximately ~~344~~ **386** businesses and industries were operating in the Town of Berryville. This is up from 146 in 2004 and **344** in 2006. ~~There were 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 ~~Clarke County Schools the second largest employer. 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 10 Employers

- | | |
|--------------------------------|--------------------------------------|
| 1. Berryville Graphics | 6. Ggnsc Berryville, LLC (Rose Hill) |
| 2. Clarke County School Board | 7. Project Hope |
| 3. Grafton School, Inc | 8. The Red Gate Group Limited |
| 4. Clarke County | 9. Bank of Clarke County |
| 5. Coral Graphic Services Inc. | 10. GSM Consulting Inc. |

SOURCE: Virginia Employment Commission 1st Quarter 2016

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EMPLOYMENT OF BERRYVILLE AREA RESIDENTS

Of all persons 16 years of age and over resident in ~~Berryville~~ **Clarke County** in ~~2000~~ **2010***, ~~1,440~~ **7,065** were identified as being in the labor force as identified by the U.S. Census Bureau ~~2000~~ **2010** statistics. ~~This number is down from 1,567 identified in the 1990 census.~~ Figure 5.2 illustrates the occupational breakdown of this labor force.

*As only those towns with a population of more than 5,000 were available, Town of Berryville information was not available.

Figure 5.2 Employed Berryville Civilian Population by Occupation, 2010

	Number of Residents	Percentage
16 years and over	3,061	-
In Labor Force	1,843	100%
Occupation		
Management, professional and arts occupations	734	39.8%
Service occupations	303	16.4%
Sales and office occupations	367	19.9%
Natural Resources, construction and maintenance occupations	179	9.7%
Production, transportation & material moving occupations	260	14.1%

SOURCE: American FactFinder, U.S. Census Bureau

~~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. Information on Berryville was available with the update of the 2010 Census. With a total of 1,843 residents in the civilian labor force, the majority are professional workers who have jobs in management and art occupations. Sales and office occupations totaled 367 or 19.9%.~~

Details of the type of industries which employ Berryville residents are also available from ~~2000~~ **2010** Census data (see Figure 5.3). This table 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~~ **22.8%**), manufacturing (~~15.6%~~) **construction (12.5%)** and retail trade (~~13.0%~~) **professional, scientific, and management, and administrative and waste management services (12.2%)**. ~~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. [Please note: previous figures below for Clarke County.]~~

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Figure 5.3 Berryville Employed Civilian Population by Industry, 2010

	Number of Residents	Percentage
Agriculture, mining, forestry, fishing and hunting, mining	15 19	1.0%
Construction	133 118	9.2% 6.4%
Manufacturing	224 116	15.6% 6.3%
Wholesale trade	20 34	1.4% 1.8%
Retail trade	187 208	13.0% 11.3%
Transportation and warehousing, utilities	74 98	5.1% 5.3%
Information	33 25	2.3% 1.4%
Finance and insurance, real estate and rental and leasing	69 60	4.8% 3.2%
Professional, scientific, and management, and administrative and waste management services	860 227	12.2% 12.3%
Educational services, and health care and social assistance	1,608 557	22.8% 30.2%
Arts, entertainment, and recreation, and accommodation and food services	376 109	5.3% 5.9%
Other services except public administration	347 89	4.9% 4.8%
Public administration	555 183	7.9% 9.9%
16 years and over	7,065 1843	100%

SOURCE: American FactFinder, 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.

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. In 2011 it was estimated that 4,603 County residents worked outside of the County with 2,281, a drop from the previous estimate, commuting into the County. In 2012, the number of our commuters rose again to 4,785 and the number of those commuting into the County rose slightly to 2,378. 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 (31.6% of the outbound commuters). The estimate for those commuting to Loudoun County in 2012 rose to 1,561 which represents 32.6% of those commuting out of the community. 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%). 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.

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~~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 ~~937~~, or ~~34.5~~ **39.4%**) and the City of Winchester (~~510~~ **276**, or ~~17.7~~ **11.6%**). Commuters from Jefferson and Berkeley counties in West Virginia also had a high number of workers coming into Clarke County (~~386~~ **240**, or ~~13.4~~ **10%**, and ~~347~~ **264**, or ~~12.0~~ **11.1%**, respectively). As mentioned previously, many of these commuters are employed in the manufacturing sector by Berryville Graphics and American Woodmark **businesses located in the Clarke County Business Park.**

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. **Metro Rail has expanded to Reston in 2015 and will** ~~It is anticipated that Metro Rail will expand to Tysons Corner and eventually access 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. 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.

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Figure 5.4 Clarke County Commuting Patterns, 2011 2012

	In Commuters from	Out Commuters to	Net Gain/Loss
District of Columbia	*	201 184	-201 -184
Arlington County, VA	*	139 150	-139 -150
Fairfax County, VA	53 65	1,058 1,188	-1,005 -1,123
Fauquier County, VA	41 36	*	41 36
Frederick County, VA	932 937	459 496	473 441
Loudoun County, VA	182 216	1,553 1,561	-1,371 -1,345
Shenandoah County, VA	88 129	*	88 129
Warren County, VA	156 154	127	29 27
Winchester City, VA	285 276	572 708	-287 -432
Prince William County, VA	*	183 176	-183 -176
Montgomery County, MD	*	191 195	-191 -195
Berkeley County, WV	247 264	*	247 264
Hampshire County, WV	67 61	*	67 61
Jefferson County, WV	230 240	120 *	187 240
TOTAL 2012	2,378	4,785	-2,407
2011 Data	2,281	4,603	-2,322
2000 Data	2,885	4,024	-1,139

SOURCES: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2010

* Information not available

SIDEBAR: From Clarke County Profile, Virginia Employment Commission: "Commuting patterns data is no longer produced from the Decennial Census. As an alternative, the VEC has provided commuting data from the U.S. Census Bureau's OnTheMap application and LEHD Origin-Destination Employment Statistics program. Since this data is produced from an entirely different data set, it is not advisable to compare the new data with the previously released commuting patterns."

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, and 2014 follow in Figure 5.5.

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Figure 5.5 Clarke County Labor Force Data, 1995 - 2014

	1995	1999	2001	2003	2014
Civilian Labor Force	6,476	6,721	6,605	6,746	7,965
Employment	6,280	6,647	6,481	6,566	7,600
Unemployment	196	74	124	180	365
Unemployment Rate	3.0%	1.1%	1.9%	2.7%	4.3%

Sources: Berryville Comprehensive Plan updates, 1987, 1999, 2005
 U.S. Census Bureau of Population, 2014
 U.S. Census Bureau Profile of General Demographic Characteristics, 2010

According to the Virginia Employment Commission, the estimated Clarke County civilian labor force numbered 6,746 in 2003 and 7,965 in 2014. 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, 2010

	1970	1980	1990	2000	2010
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%	365
Service Workers	13.8%	12.6%	12.6%	13.0%	4.6%

Sources: Berryville Comprehensive Plan updates, 1987, 1999, 2005
 U.S. Census Bureau of Population, 2012
 U.S. Census Bureau Profile of General Demographic Characteristics, 2010

UNEMPLOYMENT

Figure 5.7 5.6 shows unemployment trends from 1994 to 2005. Clarke County's unemployment rate has been consistently lower than the Commonwealth's average those of the Planning District and the Commonwealth. In 1997, for example, the County 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.

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Figure 5.6 Clarke County Unemployment Rates (1995 – 2014)

	1995	2000	2005	2010	2014
Clarke County	3.0%	1.1%	2.6%	6.7%	4.3%
Planning District	4.8%	2.6%	3.0%	8.2%	5.5%
Virginia	4.9%	2.8%	3.6%	7.1%	5.2%
United States	5.6%	4.0%	5.1%	9.6%	6.2%

SOURCES: Virginia Employment Commission Labor Market Information; Bureau of Labor Statistics, Northern Shenandoah Valley Regional Commission

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~~ **431,648** people lived within a 30-mile radius of Berryville in ~~2000~~ **2014**. 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~~ **2014**, there was an estimated work force population of about ~~214,562~~ **322,989** persons 16 years or older 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 may be less likely to seek a new employer.

~~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~~ the **2014** five year estimate was ~~\$39,871~~ **\$89,013**, up significantly

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from 2000 estimates. 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. ~~Income level figures for Berryville are shown in Figure 5.8~~ Figures 5.7 and 5.8, respectively, identify estimated family income levels for Berryville and estimated annual median household income for the Northern Shenandoah Valley Region. "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 5.7 Berryville Estimated Family Income, 2010 and 2014

	2000	2014
Less than \$10,000	32	17
\$10,000 to \$14,999	15	20
\$15,000 to \$24,999	83	39
\$25,000 to \$34,999	117	31
\$35,000 to \$49,999	120	132
\$50,000 to \$74,999	191	225
\$75,000 to \$99,999	107	140
\$100,000 to \$149,999	107	290
\$150,000 or more	9	239
Median Family Income	\$52,176	\$89,013

SOURCE: 2000 U.S. Census of Population and Housing, 2014 American FactFinder

Figure 5.8 Estimated Annual Median Household Income in the Northern Shenandoah Valley Region

Locality	1995	2000	2002	2014
Clarke County	\$39,176	\$52,674	\$53,499	\$77,597
Frederick County	\$39,470	\$49,248	\$50,723	\$68,719
Page County	\$28,859	\$34,357	\$33,785	\$43,063
Shenandoah County	\$31,360	\$40,325	\$40,543	\$47,936
Warren County	\$35,924	\$44,091	\$45,420	\$60,560
Winchester City	\$31,767	\$36,849	\$37,782	\$44,873
Virginia	\$36,367	\$46,789	\$48,224	\$63,907

SOURCE: 2005 Comprehensive Plan, U.S. Census American Community Survey, U.S. Census QuickFacts

~~Figure 5.9~~ 5.8 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 ~~2014 (\$51,601)~~ **\$77,597**. Clarke County's median income is also higher than the commonwealth median (~~\$46,667~~ **\$63,907**).

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According to Census Bureau estimates, 4.2% of Clarke County families had incomes below the poverty level in 2000. In 2013, the poverty level estimate had risen to 6.7%. The percentage in Virginia was 7.0% in 2000 and 11.3% in 2013. 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 5.9 Per Capita Personal Income

	1990	2000	2013
Clarke County	\$17,503	\$30,895	\$38,748
Virginia	\$17,324	\$31,087	\$33,493

SOURCE: 2005 Comprehensive Plan, U.S. Census QuickFacts

Figure 5.9 indicates Clarke County's per capita personal income to be ~~\$30,962~~ **\$38,748** in ~~2003~~ **2013**. This figure, which ~~dropped slightly~~ **increased by 20%** from 2000, is ~~lower~~ **higher** than Virginia's per capita income.

Figure 5.10 Average Weekly Wages in Clarke County 2015

1980	1990	2000	2005	2015
\$184	\$354	\$519	\$617	\$799

SOURCE: Virginia Employment Commission

The average weekly wage paid to workers by industries in Clarke County in ~~2005~~ **2015** was ~~\$617~~ **\$799** (see Figure 5.11), according to the Virginia Employment Commission ~~That represents,~~ **representing a 22.77%** increase over the ~~first quarter of 2000~~ **2005** data.

Figure 5.10 Annual Average Weekly Wages of Residents

Locality	1997	2002	2014	Percent Change 2002 - 2014
Clarke County	\$485	\$544	\$799	31.91%
Frederick County	\$497	\$598	\$762	21.52%
Page County	\$395	\$432	\$542	20.29%
Shenandoah County	\$425	\$469	\$634	26.02%
Warren County	\$417	\$505	\$701	27.96%
Winchester City	\$516	\$596	\$893	33.25%
Northern Shenandoah Valley PDC	\$472	\$574	\$758	24.27%
Northern Virginia PDC	\$811	\$1,203	\$1,360	11.54%
Virginia	\$610	\$715	\$1,000	28.50%

SOURCE: 2005 Comprehensive Plan, U.S. Census American Community Survey, U.S. Census QuickFacts

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Figure 5.10 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%~~ **31.91%** from ~~1997 to 2002~~ **2002-2014**. The Northern Virginia Planning District figure reflects the high-paying jobs that many residents of Berryville and Clarke County commute to.

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, 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. New shops and retail destinations have opened within the past five years that have become destinations for the local historic district. Figure 5.11 identifies Taxable Sales in Clarke County, the Commonwealth, and adjacent localities.

Figure 5.11 Taxable Sales 2003 & 2014

Locality	2003		2014		Percent Change in Per Capita Sales 2003 - 2014
	Taxable Sales Total (\$)	Per Capita Sales (\$)	Taxable Sales Total (\$)	Per Capita Sales (\$)	
Clarke County	67,372,377.....	5,325	80,193,607.....	5,560	4.22%
Frederick County	541,171,304.....	9,158	1,099,937,348.....	13,362	31.46%
Page County	N/A.....	N/A	160,578,980.....	6,733	N/A
Shenandoah County	N/A.....	N/A	353,964,333.....	8,228	N/A
Warren County	209,519,684.....	6,634	361,864,155.....	9,282	28.52%
Winchester City	836,872,278.....	34,250	778,776,375.....	28,275	-21.13%
Virginia	70,645,312,671.....	9,980	96,243,826,673.....	11,559	13.66%

SOURCE: 2005 Comprehensive Plan Update; U.S. Census QuickFacts; Virginia Department of Taxation

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 5.12 Clarke County Farms, Acreage and Operators

	1992	1997	2002	2012
Number of working farms	319	325	472	477
Total Farm Acreage in County	68,326	71,423	74,279	66,946
Average size (acres)	214	220	157	140
Primary Occupation of Operator				
Farming	144	154	250	222

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Other	175	171	222	251
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SOURCE: 2005 Comprehensive Plan Update; 2012 Census of Agriculture, USDA National Agricultural Statistics Service

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 produced 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.

Since From 1992 to 2012 (see Figure 5.14 5.12), the number of working farms in Clarke County has increased by 32.4% 33% while the average size of these farms has dropped to an average of 157 140 acres. In 1992, there were 319 working farms at an average size of 214 acres per farm. The trend of more farms with smaller acreage continued into the 2012 USDA Census of Agriculture with five additional farms which are an average 17 acres smaller than 2002 in Clarke County.

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.

ECONOMIC DEVELOPMENT STRATEGIC PLAN FOR CLARKE COUNTY

In 2014, the Clarke County Board of Supervisors adopted an Economic Development Strategic Plan for Clarke County. As the main growth area of the County, the Town is a critical component to the success of the Economic Development Strategic Plan. The Strategic Plan Subcommittee, consisting of members of the County's Economic Development Advisory Committee, County Planning Commissioners, a member of the Board of Supervisors and Town staff, recommended three goals, with two strategies for each goal, be considered in this Plan:

Goal A. Increase Collaboration and Capacity for Supporting Compatible Economic Development

Strategy 1. Expand Overall Planning and Economic Development Efforts

Strategy 2. Increase Direct Revenues to Fund Economic Development

Goal B. Retain, Attract, and Develop Compatible and Innovative Industry

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One of the County and Town's top priorities is to develop increased accommodation capacity.

The Strategy 1. Promote Compatible Industrial Development

Strategy 2. Initiate Long-Term Development Opportunities

Goal C. Increase the Vitality of Agriculture and Tourism

Strategy 1. Promote Agricultural Development and Innovation

Strategy 2. Promote Tourism Development

A Memorandum of Understanding was signed by Town and County elected officials and an Economic Development/Tourism Director and support staff was hired by the County in 2015.

Top priorities were identified in the Plan and efforts continue to implement these goals. Continued efforts between the two localities should continue in order to successfully attract appropriate businesses to the community.

Town applied for and received a USDA Rural Business Enterprise Grant which funded a grant to create a Hotel Market Feasibility Study which was completed in 2013.

BERRYVILLE AREA PLAN UPDATE

The update of the Berryville Area Plan, originally adopted in 1992, occurred in 2015. The update clarified existing language, updated residential and commercial development data, and modified respective sub-area description to include current conditions. Three development areas were identified south and west of the Town for future commercial development potential.

CLARKE COUNTY BUSINESS PARK

With the purchase of Lot 10, adjacent to the Town's eastern elevated water tower, by JCSG Properties, LLC in order to construct a parking lot, the Clarke County Business Park all of the lots have been developed. Additional property on the west side of the railroad tracks is zoned for Business Park development.

REGIONAL ECONOMIC DEVELOPMENT EFFORTS

With Tourism being identified as a top economic development priority by Northern Shenandoah Valley Regional Commission Board members in 2014, several grants were obtained by the Regional Commission for regional tourism. Regional efforts are critical in order to grow a tourism base in Berryville and Clarke County.

TOURISM

In 2016, the Town has been working to create Tourism Zones which create economic development incentives. Enabled by the General Assembly under Virginia Code

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§ 58.1-3851, Tourism Zones allow for incentives such as reduction of Business and Professional Operators Licenses (BPOL), permit fees, and the opportunity to finance availability fees for up to ten years. There are thresholds established such as job creation and investment which determine the incentives available.

Tourism has been identified as a larger economic development resource for Berryville and Clarke County as well as the Northern Shenandoah Valley region. In 2012, the Town of Berryville received a USDA Rural Business Enterprise Grant for a hotel feasibility study. The study was completed in late 2013 and distributed to those property owners identified in the study as well as elected and appointed officials, developers, and residents. A hotel is key to growing the tourism industry and supporting local businesses such as Historic Rosemont Manor, corporations such as Trelleborg and Berryville Graphics, and for events and activities in the area.

Agritourism and heritage tourism, as well as a number of recreational activities, have significant potential in Berryville and Clarke County. Partnerships with local organizations and with the Virginia Tourism Corporation can boost these efforts. Maintaining downtown Berryville as a destination with unique retail and restaurants, as well as appropriate housing and services, can also create a positive economic development effort and experience for both visitors and tourism.

As a part of the Northern Shenandoah Valley Regional Commission (NSVRC), Town staff have been participating in economic development initiatives on a regional level. Funding from a Building Entrepreneurial Economies grant allowed Commission staff and participating jurisdictions to create and conduct a business inventory survey and to identify and map regional assets. A Stronger Economies Together technical assistance grant was awarded to the NSVRC to further regional economic development activity through a series of civic forums and workshops held at Lord Fairfax Community College. The Commission was also awarded a \$40,000 Building Collaborative Community grant to implement some of the efforts as identified with the two previous grants.

Town and County staff are working with the Barns of Rose Hill to obtain Tourist Oriented Directional signage for Route 7 Bypass and 340. The signs will identify the location of the historic downtown and the tourist information center at the Barns.

The Town will continue its effort to implement a wayfinding signage system to create a brand and to identify public parking and buildings, the historic district, and other amenities.

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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 very 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. 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 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 with members of the Clarke County Economic Development Committee. The Alliance consists 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 web site in place and is reviewing other activities and documents to promote all facets of the equine industry in Clarke County.

INSERT FIGURE 5.15

Though no separate data exists for Berryville, most 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.

BERRYVILLE/CLARKE COUNTY CHAMBER OF COMMERCE

The Berryville/Clarke County Chamber of Commerce has over 100 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.

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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, Economic Restructuring, and the Main Street Craft Market.

Efforts should continue to be made through local organizations and government to maintain the retail core by actively seeking appropriate 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.

SUMMARY

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

There were ~~1,440~~ **1,843** people above the age of 16 identified in the ~~2000~~ **2010** local workforce. Of this number, most are employed in a management, professional or related occupation (~~503~~ **734** residents, or ~~34.9%~~ **39.8%** of the workforce). 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 because of the availability of higher paying, higher skilled jobs closer to the Washington area. Additionally, 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~~ **7,965** in ~~2003~~ **2014**. The unemployment rate in **Clarke County in 2014** was ~~2.7%~~ **4.3%**, while Virginia's was ~~4.1%~~ **5.2%** and the United States ~~6.0%~~ **6.2%**.

In ~~2000~~ **2014**, the median household income in Clarke County was ~~\$51,601~~ **\$77,597**. This was the highest in the Planning District. The annual average weekly wage in Clarke County was ~~\$544~~ **\$799** in ~~2002~~ **2014**, a ~~10.84%~~ **31.9%** increase from ~~1997~~ **2002**.

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~~The value of the County's agricultural products has regained value from earlier 1997 figures. The greatest share of the County's agricultural economy comes from livestock and poultry products. The number of working farms increased 31.1% from 1997 to 2002 2002 to 2014 by five farms, while the size of the average farm decreased by 28.6% 12% during that time.~~

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

~~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. Elected officials should also work to attract accommodation to the community to support tourism efforts and local businesses, such as Rosemont Manor and other corporations in need of local hotel rooms. The Berryville/Clarke County Chamber of Commerce and Downtown Berryville, Incorporated, 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
USDA Census of Agriculture
Virginia Department of Taxation
Clarke County Comprehensive Plan
Economic Development Strategic Plan for Clarke County

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Chapter 6 | COMMUNITY FACILITIES

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. A map indicating the location community facilities is included in Figure 6.1.

INSERT FIGURE 6.1

Recommended changes include adding shelters, social services, parks and rec information, clarifying Cooley Campus.

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~~ four schools in the County; ~~four~~ three are in or around Berryville and the ~~fifth~~ fourth 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.

~~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~~

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~~(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.~~

Berryville Primary closed in 2014 and students were moved to the former high school on Westwood Road, creating the upper and lower Cooley campus. It is anticipated that the former Primary building will be used for school administration and classroom space. The Clarke County High School, located on Mosby Boulevard, opened its doors to the first classes in the fall of 2012.

Figure 6.2: Clarke County School Enrollments

	1992	1998	2004	2015
Berryville Primary (PK-2)	175	176	241	N/A*
Boyce Elementary (K-5)	292	407	322	311
Cooley (includes PK)	354	320	365	568*
Johnson-Williams Middle School	413	430	522	445
Clarke County High School	428	580	652	738

*with the closure of Berryville Primary in 2014, PK-2 students were relocated to the Cooley Lower Campus

SOURCE: Clarke County Public Schools

~~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.~~

~~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 public 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~~ pre-kindergarten through 8. The School has 19 classrooms plus a science lab, library, auditorium and gymnasium.

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An addition was completed in 2003. Powhatan has an enrollment of a ~~250~~ **243** students in ~~2004~~ **2015**, 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 State Route 7. Enrollment of ~~2-12~~ **students** in ~~2004~~ **2016** is ~~78~~ **83** students, with a staff of 15 teachers. The Winchester facility enrolls approximately 70 students and 38 adult clients and has 17 faculty members.

Higher education in the immediate area is provided by Lord Fairfax Community College (LFCC) 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 LFCC has Associates Degree programs in Agriculture, Liberal Arts, Education, Accounting and Business, Engineering Technology, and Electronics. They also offer continuing education classes. The ~~2004~~ **2013** enrollment is ~~4,437~~ **7,238** students up from ~~4,437~~ students in ~~2004~~.

Shenandoah University is fully accredited, offering undergraduate, graduate and doctoral degree programs in various fields. Full-time student enrollment for the ~~2004-2005~~ in the fall of ~~2015~~ school year is ~~2,782~~ **3,820**, up from ~~2,782~~ in 2004. Its well-known Conservatory offers degrees in music, dance and theater. The Ohrstrom-Bryant Theater enables students to perform musical and theater productions in a state-of-the-art 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.

FIRE PROTECTION

The John H. Enders Volunteer Fire Company and Rescue Squad is located on South Buckmarsh-

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~~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.~~

Clarke County implemented a Fire and EMS Department in 2014. The Director, Frank Davis, coordinates services amongst the volunteer fire companies in Clarke County; manages career paid EMS staff; manages the fee for service program; and oversees County emergency preparedness planning and response.

There are three volunteer companies in Clarke County, John H. Enders Volunteer Fire Company and Rescue Squad; Boyce Fire Company; and Blue Ridge Fire Company. Mutual aid is also provided by Mount Weather, Frederick, Loudoun and Warren 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 John H. Enders Fire Company has 79 members, 35 being active volunteer members. Clarke County provides funding for two 24-hour paid career staff who are stationed at John H. Enders Fire Department in Berryville. Though the Company receives funding from both the Town and County, a large part of their money comes from private donations and fundraising activities. The current firehouse was built in 1958 and expanded in 1986. An expanded parking lot located on the Johnson-Williams Middle School property was constructed in 2012 and accommodates off-street parking for their events.

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) and an EMS response vehicle.

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

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 in 2015. This indicates that fire suppression services are keeping up with the demands of a changing community.

RESCUE SQUADS

~~The rescue squad is operated under 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.~~

The rescue squad is operated under 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 Clarke County.

The rescue squad was first organized in 1962 and is capable of handling various emergencies. The Company maintains three two Advanced Life Support (ALS) capable transport units and one special emergency response vehicle for advanced support non-transport first response. Although mostly volunteer, the squad is augmented by 24-hour career staff funded by the Town and County. The Boyce, Blue Ridge and Mount Weather fire companies, as well as Frederick, Loudoun, Warren and Jefferson counties, provide mutual aid assistance.

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PUBLIC SAFETY AND CRIMINAL JUSTICE

The Berryville Police Department, with offices located at ~~23 East Main Street~~ the **Berryville-Clarke County Government Center**, has ~~nine~~ eight 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 vehicles and a four-wheel drive. 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 the Rappahannock Criminal Justice Training Facility in Fredericksburg, Virginia with a new satellite training academy in Middletown, Virginia. The academy is a state-approved regional training center.

Clarke County Communications, located in the Clarke County Sheriff's Office at 100 North Church Street, handles all emergency communications (911) and radio communication for the Berryville Police Department.

Clarke County has written an Emergency Preparedness plan to be used in case of a local emergency.

The Berryville-Clarke County Government Center is also designated as an Emergency Operations Center (EOC). The building is equipped with generators, restrooms, communications equipment, showers, and food preparation facilities.

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.

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Johnson-Williams Middle School and the senior center at Clarke County Parks and Recreation are designated as emergency shelters for Clarke County. These facilities offer generators, cooking facilities for hot meals, bathrooms and space for 25 cots. Another shelter is needed for the southern part of the County.

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, opened as a cultural arts and visitors' center in the fall of 2009. Offering a number of concerts, films, art shows, and other events, the Barns have been an important addition to Berryville and Clarke County. The visitors' center became certified in 2015 and offers visitors information about the area. ~~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. This group will also organize the Berryville Barns Festival. The Festival, in its third year in 2004, offers arts, crafts, music, and a car show, has grown into a well-attended fundraising event.~~

The Johnson-Williams Middle School provides a football field and track (with lights), two baseball fields and three tennis courts. When not in use by students, the track and tennis courts are available to the public. ~~The Berryville Primary School in Berryville provides a playground for younger children. Clarke County High School has a lighted football stadium and track.~~

~~The Clarke County~~ Chet Hobert 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; multipurpose 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

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- 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 ~~will make a connection to a temporary path on the north side of Business 7 (West Main Street) to Jackson Drive~~ **connects with the all-purpose trail developed as part of the Clarke County High School project.** ~~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~~ **This plan identified the need for expanding the senior center at the existing recreation center which was completed in 2012;** ~~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.

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, ~~and 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.

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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 as a branch of the Handley Regional Library based in Winchester. The 3,800 square-foot facility housed approximately 21,400 volumes including books, CD's, DVD's and audio books. During the programming for the Berryville – Clarke County Government Center, library officials and residents discussed relocating the facility to the new building. The library moved into the Government Center in 2009. The new space is 5,000 square feet and features a child's reading room and public computer access.

~~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. Though perhaps adequate for the 3,000 residents of the Town, the library should be expanded to meet the needs of the 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. The present location has little room for expansion. It is anticipated that 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.~~

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.

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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 The 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.

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 in the center of Town. 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.~~

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~~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.~~

Previously located in two office spaces on East Main Street, Council began researching space needs for the Town in 2003. A committee of citizens, staff and Streets and Utility Committee members 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. 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. This land was purchased jointly in 2002 by the Town and County. ~~It is anticipated that the building is scheduled for completion in 2008.~~ The Town offices, including administration, planning and zoning, and the police department, moved into the building in November of 2008. The County moved in the following year. The site added a number of public parking spaces for the facility and for the Barns of Rose Hill and visitors' center and opened up additional storefront spaces on Main Street.

~~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.~~

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. In addition, 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~~

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~~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.~~

~~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 is currently completing a Sanitary Sewer Evaluation Study to determine where these flow originate from. This study will enable Town staff and contractors to plan for rehabilitation of certain 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.~~

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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.

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.

Water

The Town of Berryville is serviced by a surface water treatment facility with a raw water withdrawal from the Shenandoah River. The Berryville Water System provides approximately

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1,600 residential and commercial service connections. The average daily water production is 380,000 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 recommended 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 3,500,000 gallons.

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

Wastewater

The Berryville Wastewater Treatment Facility is an advanced treatment Membrane Bioreactor utilizing two stage preliminary screening, grit removal, flow equalization, advanced activated biosolids treatment, 0.04 micron filtration, and ultraviolet disinfection. The design capacity is 0.7 MGD with a peaking factor of 2.1 MGD daily max hydraulic load. Solids management is handled by two rotary fan presses and biosolids are currently used for landfill reclamation by the Frederick / Clarke County landfill. This facility has been on line since September 2012 and consistently produces an effluent meeting stringent water quality criterion. This new system is designed to handle the Town's needs for the next twenty plus years and is designed to expand as needed in the future to accommodate growth.

The Town's wastewater is conveyed to the treatment plant through a series of underground pipes and pumping stations. The collection system is also going through continual upgrades and repairs through regularly scheduled maintenance by the Town.

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Expansion of Water and Sewer Facilities

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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.

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PUBLIC WORKS DEPARTMENT

The Public Works Department presently consists of a director, foreman and seven full-time staff. ~~Approximately seventy-five percent~~ Much 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.

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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.~~ **On July 1 of 2012, the Town assumed maintenance responsibilities for the secondary roads in the public system. VDOT continues to maintain the primary roads. An assessment of each street was completed by the Town in 2013 which has been used to identify paving and restoration priorities.**

STORM WATER MANAGEMENT

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

The engineering firm of Dewberry & Davis completed a storm water study for Berryville in 1991. This study identifies existing facilities and the need and location of future upgrades to the storm water management system. A Storm Water Management Ordinance was adopted in 1997. Storm water management facilities on privately developed land after the date of adoption 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 storm water calculations to take into account the area's karst geology. This adjustment identifies a multiplier used in calculating storm water run-off.

In July of 2013, the Virginia Department of Environmental Quality (DEQ) took over responsibility for the state storm water management regulations from the Department of Conservation and Recreation. At that time, significant changes were made to local storm water regulations. Due to excessive costs, lack of staffing, and unmet timeframes for

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ordinance update requirements, both the Town and County, along with other localities in the region, “opted out” of the program which meant that the state now handles the program for local construction. This option, which was offered by the Commonwealth after the updated regulations became law, has resulted in a lack of staffing at the state level to enforce the regulations. In 2015, the state met local opposition in trying to force the localities to manage their local programming due to the cost, liability, and uncertainty surrounding the new regulations implemented by the state. ~~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 identifies 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 and the former updated again in September 2007. 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 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

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County and Berryville, has a life expectancy of about 25 additional years. It is anticipated that a service center will be in operation by 2018 at the Perry quarry on the east side of the County.

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 and two physical therapy offices. As there are no hospitals in Clarke County, residents are served by the Winchester Medical Center (WMC). The medical center currently has 411 445 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. WMC is the largest facility in the Valley Health System

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which now includes six hospitals with locations in Warren and Shenandoah counties in Virginia and Morgan and Hampshire counties in West Virginia.

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.

The 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 the capacity for twelve residents.

The ~~Mayfair House~~ **Greenfield facility**, 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~~ **The senior center expanded into an addition at the recreation center at Chet Hobert Park.** ~~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. 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.~~

With the completion of the Clarke County High School in 2012, the closure of Berryville Primary and consolidation in to the Cooley Campus in 2014, Clarke County schools have made significant changes to accommodate current and future school populations.

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.

~~At present, equipment and personnel levels in the Police Department are adequate, but office space is considered inadequate.~~

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

~~A new library is needed for the Town and County. Discussions with the Town are underway to consider leasing space in the proposed new Town office.~~

~~Town officials have appointed a citizen committee to review space needs for Town personnel. The proposed new Town office site is located behind Rose Hill Park on a parcel currently owned by the Town and County. This site will keep jobs in the downtown core.~~

The construction of the Berryville-Clarke County Government Center consolidated government offices and the Clarke County Library into one location while allowing residents more manageable access to bill paying, meetings and other government-related activities. This facility also offers shared parking facilities for the Barns of Rose Hill and its Visitors Center which became certified by the Virginia Tourism Corporation in 2015.

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~~Water and sewer plant facilities are considered adequate for the present population. The wastewater facility is currently undergoing the process to increase its permitted capacity. With this new permit, the Town expects new regulations for nitrogen and phosphorous removal. Compliance with the new regulations is expected in 2010.~~

Water and sanitary sewer facilities have sufficient capacities for current and future development in the Town of Berryville and the Berryville Area. The new sanitary sewer plant, which was designed to accommodate future growth per the Berryville Area Plan, came online in 2012. Town and County staff have been involved in the Water Supply Planning effort in the region.

The Town Public Works Department maintains water and sewer utilities, secondary streets within the corporate limits, and buildings owned by the Town.

Solid waste collection is satisfactory in the Town. The Town also 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 provide Clarke County residents with health care.

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.

SOURCES

Renee Weir, Clarke County Schools
Jay Arnold, John H. Enders Fire Company
David Tyrrell, Utility Director
W. Neal White, Chief of Police

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Chapter 8 | DOWNTOWN REVITALIZATION

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

GOVERNMENT EFFORTS

Berryville-Clarke County Government Center

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

Market Study for Proposed Hotel

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

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Tourism Zone Initiatives

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

Appalachian Trail Community Certification

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

Community Improvements Committee

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

TOURISM

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

BERRYVILLE MAIN STREET

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

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

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

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

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

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

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

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

DOWNTOWN EVENTS

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

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

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

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

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

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

BARNS OF ROSE HILL

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

ARCHITECTURAL REVIEW BOARD

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

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

DOWNTOWN REVITALIZATION

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

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

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

SOURCES

Berryville Main Street

1999 and 2004 Comprehensive Plan Updates

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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 that was adopted in 1992, and is the subject of the Berryville Area Plan (BAP). The Berryville Area Plan BAP was developed and approved jointly by the Town and the County in keeping with the wishes of both localities that most future growth in Clarke County should occur in and around Berryville. The BAP was updated in 2015 and adopted by both governing bodies in 2016.

Within Annexation Area B, the Berryville Area Plan estimated 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 provided for approximately 48 acres of new business, commercial, and office uses in Annexation Area B, and 89 acres for light industrial use. Full development of Annexation Area B will clearly change the size and look of Berryville.

The updated BAP identifies three areas to consider for future annexations. The Town and County process to consider the proposed areas of expansion are located in Chapter IV of the BAP. Similar to the undertaking of the original Berryville Area Plan, the process for expanding into additional annexation areas will require significant study of these areas to include

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geology, hydrology, and soil type; physical features; identification of impediments; historic, cultural, and preservation significance; transportation improvements; adjacent property impacts and compatibility; and proximity of existing public water and sanitary sewer infrastructure to connect to proposed new areas.

The Southern Potential Future Growth Area (identified in Figure 9.1), is located adjacent to the Clarke County Business Park. Land uses recommended for this area include business/office, light industrial, and research. This area is identified as a short-term priority as the Clarke County Business Park is built out.

The Hermitage South Potential Growth Area (Figure 9.2) is located immediately south of the Hermitage subdivision. Consisting of approximately 75 acres, potential land uses identified in the updated plan include low- and medium-density residential and commercial uses consistent with the scale and density permitted by Town zoning and subdivision ordinances. The proposed area is identified as a long-term priority once the existing residential sub-areas approach build-out.

The Western Potential Future Growth Area (Figure 9.3) is located at the southeastern corner of the intersection of Westwood Road (Rt. 636) and West Main Street (Business 7) just south of the Clarke County High School. This area is also considered a long-term priority with potential land uses identified as low- and medium-density residential.

A map indicating anticipated identifying future land uses in the Town and throughout the Berryville Area is provided in Figure 9-4. 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 chapter. This Plan 2010 US Census data projects shows a Town population of roughly 3,900 by the year 2005, and 4,400 by the year 2010 4,185. 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.

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RESIDENTIAL

In addition to preserving and protecting the existing, stable neighborhoods that make Berryville an attractive place to live, ~~the Comprehensive Plan anticipates significant new neighborhoods in Town, augmenting present housing options.~~ Between 1999 and 2004, approximately 350 houses ~~have been~~ were constructed in the Battlefield Estates and Hermitage subdivisions. ~~The Southgate and Darbybrook subdivisions were completed in 2006 and 2007 with the exception of three lots remaining in the former.~~ The Berryville Glen subdivision is close to completion in 2017 with 70 of the 71 houses constructed since 2015.

Figure 9.2 ~~9.5 indicates~~ identifies the number of proposed and developed 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.

Figure 9.5: Developable/Developed Lots by Subdivision - 2018

Subdivision	Total Number Of Proposed Lots	Number of lots with Certificates of Occupancy
<i>Annexation Area B</i>		
Battlefield Estates*	290	197
Hermitage**	290	218
Darbybrook	85	85
Southgate	26	25
Berryville Glen	71	71
Shenandoah Crossing	75	0
<i>Within Town Limits</i>		
Fellowship Square	63	0
TOTAL	900	585

*93 lots retired with the Clarke County High School development

**71 lots remaining in Phase V

SOURCE: Town of Berryville Planning Department

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The Town will have adequate water and sewer capacity for projected residential growth. Other facilities, such as schools, parks, and streets, have been planned with these figures in mind. As stated in Chapter One, the Town should encourage a wide range of housing options, at varying price levels. Care must be taken to ensure that new residential development is compatible with the environment (particularly in terms of 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.

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. **The median household income in the Town of Berryville is \$56,591 as of July, 2017 (source: datausa.io).**

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 units.

Transportation networks are crucial to the development of additional multi-family units. Utility availability is crucial to successfully developing these sections of Town.

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

COMMERCIAL, OFFICE, AND GOVERNMENT

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

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

Approximately 5 acres of vacant, commercially zoned land are currently available. Most is located on the south side of East Main Street, ~~off of~~ on Chalmers Court. The remainder is on North Buckmarsh Street, adjacent to the ~~Feed-Lien Shop~~ and Save property.

The need for medical offices and a hotel has been identified due to proposed senior housing facilities and through a feasibility study, respectively. An assisted living facility will be adding approximately 50 beds to the Town's inventory. As retirees move to Berryville and Clarke County, the demand for additional medical facilities will increase.

As previously referenced, tourism has been identified as an important economic development engine in the community. The lack of overnight accommodation adversely

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effects local businesses (e.g., restaurants, retail destinations, and existing businesses who send visitors to adjacent communities). The 2013 Hotel Market Feasibility Study identified the need for approximately 50 rooms and suggested specific locations for development of such facilities.

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

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

Government offices are a major employer in Town, and government employees contribute significantly to the economy through purchases downtown. ~~It is important that Town and County offices remain centrally located, providing the destination point and center for public activities that they historically have.~~ **Locating the Berryville-Clarke County Government Center in the downtown area also provides residents with the ability to pay bills and access permits in one building, offers additional public parking, and a central location for the library.** 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~~ **has some room for plant expansion on their properties.** Less than 5 vacant acres in small parcels near the ~~N&S Norfolk Southern~~ railroad tracks are zoned for light industry and additional industrial zoning is not planned.

The Clarke County Business Park is ~~nearly at build-out~~ **built out however, as previously referenced, expansion of this land use has been identified in the update of the Berryville Area**

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Plan. The Smalley Packaging Company site should be reviewed carefully should the owners wish to request any rezoning in the future. Appropriate new industry should be welcomed when sited and developed properly to avoid conflicts with residential areas.

SUMMARY

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

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Chapter 10 | GOALS AND OBJECTIVES

~~The most important section of the Comprehensive Plan is probably the~~ The statement of Town goals and objectives is a critical component to the Comprehensive Plan. 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.

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 employment 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) d) 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.

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- 3) Promote land use development that is economical, energy-efficient and environmentally sound.
- 4) Encourage residential developments which include supporting of community facilities, 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~~ sustainable landscape design and urban beautification in existing and new residential ~~or~~ and commercial developments.
- 9) Encourage residential development that ~~will support economic development efforts~~ offers a variety of housing stock including townhouse development and smaller lots and houses, and develop incentives (e.g., density bonuses) to encourage developers to construct such housing types.
- 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)~~ 11) Encourage continued Town/County cooperation particularly with regard to land use planning in Annexation Area B and future areas of expansion.
- 12) Continue to encourage a walkable community through subdivision and site plan regulations.

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.

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- d) To obtain the Town's proportional share of community services provided by other governments and organizations. [review]
- 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 **through continued sensible development patterns.**
- 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 and **progressive** planning process.
- 7) **Continue to 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) **Continue to 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.~~ **Continue to showcase Rose Hill Park to encourage use by town residents and visitors for events; recreational activities; and to act as the aesthetic center of downtown.**
- 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.~~

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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) **Continue to** encourage the construction of sidewalks and bikeways to separate pedestrian, bicycle, and vehicular traffic.
- 2) Encourage alternative transportation options that serve town residents including walking, bicycling, and carpooling.
- 3) 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.
- 4) Encourage alternate routes that will enhance traffic circulation throughout the town.
- ~~5) Encourage alternate routes that will reduce truck traffic in the downtown.~~
- 6) Require all new streets to meet standards specified by the Town, and ensure that these streets are maintained at that level.
- 7) 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.
- 8) Provide adequate parking for existing and future business, employment, and residential uses.
- 9) Set appropriate standards for signs which are both reasonable and aesthetically pleasing.
- ~~10) Develop plans to reduce north-south through traffic.~~
- 11) 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

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pedestrians. This will likely result in a reduction of north-south traffic, particularly destination trucks, through town.

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) **Continue to Enhance** the town through landscaping and tree planting **requirements** 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 storm water 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.
- 12) Preserve and protect sites of historic and cultural importance.
- 13) Identify environmental concerns which require a regional, multi-jurisdictional approach.
- 14) Encourage walking and bicycling as transportation alternatives whenever possible.
- 15) **Continue to work with County staff on environmental matters and mapping.**

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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 by working with Clarke County and other organizations (e.g., Appalachian Trail Conservancy) and promote the development of accommodations in the Town.
- 7) Maintain a 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.
- 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 by engaging Habitat for Humanity.
- 6) Maintain the character of Berryville by encouraging historically compatible design in all levels and types of housing, in both new construction and renovation.

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) Where practical, encourage the placement of utilities underground where practical and coordinate the location of utilities to avoid potential conflicts.

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