

## Chapter 5

# LAND USE

---

### THE LAND USE PLAN

The Land Use Plan is the section of the Comprehensive Plan in which development policies are described. State law requires every jurisdiction to create a Comprehensive Plan, which includes where and what type of land uses should be developed. Land uses include all manner of activities and may include ~~the lack of activity, designations~~ such as park land or floodplain where no development is appropriate. Typical land uses in a Comprehensive Plan include commercial (retail or services), light industrial (warehousing, light manufacturing), residential (low, medium, and high density), public facilities (schools, libraries) private recreation, and a variety of institutional facilities ~~(hospitals, churches)~~. Table ~~1-3 shows lists and describes some of the specific types of land uses~~ the land use categories that are contained in the ~~Lovettsville Comprehensive Plan and~~ future land use plan and uses for which specific policies are specified-included in this chapter.

### THE LAND USE PLAN MAP

The Future Land Use ~~Plan~~-Map (See Map 5: Future Land Use ~~Plan~~Map) is a generalized display of land uses and in some instances the intensities of development as they are meant to be distributed in the Town geographically. There are a handful of “umbrella” land use categories shown on the Land Use Plan Map under which many other specific uses can be appropriate. The Commercial land use category, for example, is meant to indicate that many types of commercial use are appropriate, such as retail stores, personal services, automotive services, and financial institutions. The Land Use Chapter of the Comprehensive Plan contains many specific and detailed policies for land uses, land use intensities, and related development guidelines that are not shown on the Future Land Use ~~Plan~~-Map. When this occurs, the policies in the Land Use Chapter text are meant to guide development or redevelopment. In the instances where there is no specific text in the Land Use Chapter for a specific geographical area, the Future Land Use ~~Plan~~-Map provides all the development guidance necessary. The land use policies in the Land Use Chapter are meant to give guidance when the Town is evaluating a rezoning or conditional use permit application. Development occurs under the regulations of the zoning district that applies to a parcel of land. Table 3 describes the land use categories that are shown on the Future Land Use ~~Plan~~-Map.

<b>TABLE 3. LAND USE PLAN MAP CATEGORIES</b>	
<b>Planned Land Use Map Category</b>	<b>Definition</b>
<u>Commercial</u>	<u>Uses in C-1 and C-2 zoning districts.</u>
<u>Town Center Commercial</u>	<u>Areas designated for commercial use on the adopted Town Center Rezoning Concept Plan. The Town Center Core Commercial Area will become a community shopping destination and provide an example of outstanding architectural design for commercial development which showcases the Town’s unique, small-town character.</u>
<u>General Commercial</u>	<u>The properties having frontage on North and South Berlin Turnpike are suitable for highway-oriented retail, restaurant and personal service uses, whether located in an existing structure or a new building. Properties that do not front on Berlin Turnpike are suitable for commercial uses that typically require less visibility from this heavily-traveled thoroughfare. A broad array of commercial uses, such as those allowed conditionally and by-right in the Town’s C-1 and C-2 zoning districts, are possible in these areas.</u>
<u>Old Town Mixed-Use</u>	<u>This category is intended to facilitate the continued “adaptive reuse” of existing structures in “Old Town” for commercial use, including for use as single-use commercial buildings, buildings containing multiple businesses, and mixed-use buildings with residences located above or behind first-floor commercial and office spaces. The continued use of existing homes, historic or otherwise, as single-family dwellings is also anticipated.</u>
<u>Office Commercial</u>	<u>This designation would allow for the adaptive reuse of an existing residence, or redevelopment and construction of a new building or buildings, containing specific office and commercial uses (such as a child care center) that are appropriate to the location and surroundings. Any type of office as a primary use, either low intensity office (.25 FAR* or less), such as professional office, or office park or other office use (over .25 FAR). Ancillary office use</u>

	<u>is planned with commercial use.</u>
<u>Highway Mixed-Use</u>	<u>These horizontally-integrated, mixed-use areas adjoining South Berlin Turnpike would contain commercial and/or office uses located along the Rt. 287 road frontage, with residential uses located behind the commercial sites. See special planning area descriptions for more detailed policies and uses for specific areas.</u>
Light Industrial	<u>Areas designated for use as “flex space” which may include a production, fabrication and/or assembling component in addition to office and/or storage space, but which do not typically emit noise, vibration, fumes, odor, or dust outside of a completely enclosed building, or have similar detrimental effects on adjacent properties. The outside storage of vehicles, equipment, and materials may be permitted, but must be strictly controlled by the zoning restrictions so all such areas are screened from view from adjoining properties and uses. Uses in the I-1 zoning district.</u>
<u>Commercial Transitional</u>	<u>Contains uses similar to areas designated as Light Industrial (see description above) but which do not include outdoor activities that may be detrimental to adjacent residential uses, such outdoor storage of equipment and materials, or garage bay doors facing residential areas whereby indoor activities are visible or audible to adjacent residences. This area should contain uses permitted in the underlying zoning district(s) which also meet this criterion so that the area acts as a “transitional” area between more intensive commercial and/or industrial activities and single-family neighborhoods.</u>
Office	<u>Any type of office as a primary use, either low intensity office (.25 FAR* or less), such as professional office, or office park or other office use (over .25 FAR). Ancillary office use is planned with commercial use.</u>
<u>Public/Governmental Facilities</u>	<u>Public property owned by governmental agencies or entities, including the Town of Lovettsville and Loudoun County. Includes ing public offices,</u>

	schools, libraries, <u>utility facilities</u> , fire and rescue, and similar uses essential to serving the needs of the public. <u>government property, police, public clinic, and recreation.</u>
<u>Private Recreation</u> <u>Open Space (Private)</u>	<u>Including a club, golf facilities, and recreation park and indoor sports. Privately-owned properties that are preserved as open spaces, neighborhood parks, or greenbelt/buffer areas, typically by a proffer, conservation easement, or similar legal instrument.</u>
<u>Institutional</u>	<u>Including religious facilities, hospital and major medical facilities, higher education facilities, cemeteries.</u>
<u>Public Parks</u> <u>Land</u>	<u>Land owned by any public agency that has either active or passive facilities, or both. Town and County (i.e. public) parks and attendant facilities.</u>
Low Density Residential	<u>Single-family detached dwellings and accessory uses at a density* of <del>No-not</del> more than four (4) dwelling units per acre (DU/AC). Only includes single-family detached dwellings.</u>
Medium Density Residential	<u><del>No more than</del>Single-family detached dwellings and accessory uses at a density* generally between 4 and <del>six</del> (6) dwelling units per acre (DU/AC). Only includes single-family attached and duplex dwellings.</u>
High Density Residential	<u><del>Over</del> Density* is generally more than 6 dwelling units per acre (DU/AC). Includes apartment and <del>quadriplex</del>May include townhouses or duplexes if consistent with adopted land use policies (see below) and zoning requirements, but not new multi-family (i.e. apartment) buildings <del>dwelling units.</del></u>
<u>Multiple Uses</u>	<u>Any combination of the uses listed above. The Land Use Chapter policies will specify the uses and other development guidelines that are meant for each area designated on the Land Use Plan Map with this category.</u>

\*Means gross density in terms of dwelling units per acre. FAR is floor area ratio: ratio of the square feet of the building footprint to the square feet of the area of the parcel

## BACKGROUND AND EXISTING CONDITIONS

### EXISTING LAND USE

The Town of Lovettsville contains approximately 528 acres. Approximately 63 percent of the land in the Town is developed. Existing uses include low and medium density residential use, commercial, industrial, public facilities and institutional land uses, and transportation right-of-way as shown on Map 3 and Table 4. There are 138 acres of vacant land in the Town, which is approximately 26 percent of the total land area.

Residential development, a majority of which consists of single-family dwellings, is the predominant land use in Lovettsville and has been historically. Residential and commercial land uses are interspersed along N. Berlin Pike, S. Church Street, E. Broad Way, and Pennsylvania Avenue. Lovettsville’s predominant commercial area is located along the western E. Broad Way corridor and the northern S. Loudoun Street corridor north of Pennsylvania Avenue. Commercial land has been approved in the Town Center at Berlin Pike. Public facilities uses, such as the Lovettsville Elementary School, the Lovettsville Community Park, the Lovettsville Town Office, and the Lovettsville Library are located throughout the Town. There are two churches in the Town.

<b>TABLE 4. EXISTING LAND USE 1990 – 2010</b>		
Existing Land Use in Acres	Acres	Approximate Percent of Total Town Area
Residential (by density)		
Low	246	47%
Medium *	20	4%
Commercial	14	3%
Light Industrial	n/a	n/a
Public Facilities	22	4%
Public Park	23	4%
Private Recreation	8	1%
Institutional	2	n/a
Vacant	138	26%
Public right-of-way and private streets	57**	11%
<b>TOTAL</b>	<b>528</b>	<b>100%</b>

\* Includes approximately 20 apartments. \*\* Approximate

**EXISTING ZONING**

All land in Lovettsville is under a zoning district of one type or another. The existing zoning for the Town is shown on Map 4 and Table 5.

<b>TABLE 5. EXISTING ZONING</b>		
Existing Zoning	Acres	Vacant Acres
Town Center Planned Development T-C	84	59
R-1 residential	248	37
R-2 residential	31	0
R-3 residential	45	0
C-1, community commercial	15	.5
C-2, mixed use business	2.5	<1
I-1, Light Industrial	38	38
Planned Infill Development	7	6
R-C, Retirement Community	0	0
Right of way and private streets	57.5	n/a
<b>Total</b>	<b>528</b>	<b>135</b>

**EXISTING DEVELOPMENT**

**Town Center**

The Town Center is an 84-acre mixed use development adjacent to the intersection of Berlin Pike and Broad Way that includes fifty-nine acres of residential use, seven acres of commercial use and nineteen acres of open space. The development has nineteen acres of open space, including two parks. The Town Center, which is developing under the Town Center Planned Development T-C zoning district, is approved for 140,000 square feet of commercial development and 206 single-family detached dwelling units. The Town Center is designed to provide an extension of

the existing old downtown to form a larger “downtown” with various commercial uses, residential uses, and public green space. Combined, the expanded downtown will serve as a social focal point for Town residents, workers, and visitors to shop, eat, and find entertainment.

The Town Center commercial core is designed to include uses typically found in small towns, such as general stores, delicatessens, restaurants, hardware stores, professional offices, beauty salons, card shops, video stores, or antique shops. These uses are designed in commercial buildings that have a scale compatible with the existing Town and which are compatible with the existing local businesses.

The Town Center commercial core is designed so that the commercial center is close to Berlin Pike to facilitate pedestrian access from all parts of the Town. Structures are located on the sidewalks of the Town Square with parking located behind the buildings. The Town Square is a traffic calming feature for Berlin Pike, a public open space for social gatherings, and the aesthetic focal point of the Town.

### **Heritage Highlands Retirement Community**

The Heritage Highlands retirement community is approved for 80 independent living units constructed in duplex buildings and a 42-unit assisted living facility. As of early 2010 twenty units have been occupied. The land is zoned R-1 and the community is developed under proffers and conditions as to design, age restrictions, non-residential uses, and facilities.

### **Lovettsville Community Park**

The 92-acre Lovettsville Community Park is located along the eastern boundary of the Town. Nineteen acres are in the Town and the remainder in the County. The land extends between the Lovettsville Elementary School and the Lovettsville Community Center. It is planned for a variety of active and passive recreation facilities, including an amphitheatre, equestrian facilities, play fields, trails, and a walking park that will serve the Town and the surrounding County.

## **ISSUES AND FUTURE NEEDS**

1. The majority of land in the Town is developed. Some tracts are subdivided, zoned, or rezoned but are not otherwise developed. An indeterminate amount of land may be appropriate for redevelopment on land that is underutilized. Redevelopment is expected to occur usually as small, infill development. The issue and future need is to plan sufficient residential growth to enable economic development advances, including retail commercial development, while assuring that residential growth is compatible in density and visual character to the small town character of Lovettsville.

2. Given the location of land available for future residential development and the need to provide a variety of housing types for different income levels, an issue is whether or not the Town takes advantage of the opportunity to plan medium density development on some of this land. Examples of this type of land are the vacant tract next to the existing Lake View townhouses on Park Place, the vacant tract between Frye Court and S. Locust Street, and the four-acre tract zoned C-1 on S. Loudoun Street.
3. There is a need to attract commercial, particularly retail, development to serve the expanding residential development. The question is what amount of new residential development will create the market for this growth?
4. Existing commercial uses are limited primarily to the western E. Broad Way corridor and the area around the intersection of E. Broad Way and Berlin Pike. The Town Center commercial core is planned and zoned and will expand the commercial land located at the center of the Town. There is additional land zoned and planned for commercial use next to the Town Center in the northeast quadrant of the Berlin Pike/Broad Way intersection. The issue is whether or not there is some need for other commercial uses at the south end of Town where the Heritage Highlands retirement community is developing on Berlin Pike.
5. There appears to be an opportunity and a need to have an area adjacent to the Heritage Highlands retirement community that provides a variety of housing, medical, and professional office uses, generally relating to the needs of the elderly. Such uses cannot always be limited to serving the needs of the elderly because of the nature of zoning so general professional office use should be expected in this area. This area and the Town Center commercial core can both serve similar needs for health and personal services needs in the community.
6. The Town Center commercial core is situated in a manner that will naturally extend the traditional commercial activity existing in the western E. Broad Way corridor. This expanded commercial area at the center of the Town will also provide a focal point for community life in the Town. The scale, building orientation, and architecture of the Town Center commercial core is generally in character with the existing historic, small town commercial development pattern along western E. Broad Way and continues the pedestrian-friendly character that already exists in the old downtown. The architectural design of future housing in the Town Center should be compatible with the historic character of the Town and



with the architectural theme of the commercial Town Center area. Single-family housing on mixed lot sizes is planned for this development.

7. New employment opportunities will be generated mainly by development on the vacant thirty-acre portion of the land zoned I-1 along N. Church Street for a combination of light industrial, commercial, residential, and office uses. The issue and future need is to assure that this development has a visual appearance that is compatible with Lovettsville's small town character and does not have an adverse impact on adjacent residential areas in terms of visual and traffic impacts. It is also key to development on this land that an additional access point be provided. N. Church Street should not be the sole access point for the potential development.
8. The issue is how to implement residential use on this land and/or provide an access to South Berlin Pike to relieve additional traffic on S. Loudoun Street.
9. The Lovettsville Community Park master plan has been approved by Loudoun County and the Town should encourage the implementation of the plan.
10. The Heritage Highlands age restricted community, a major component of the Lovettsville Retirement Village, is located at the southernmost boundary of the Town on S. Berlin Pike. A land planning issue is whether or not related facilities for the elderly are appropriate adjacent to the community. There is a nine acre tract zoned R-3, which conditionally permits professional office use, adjacent to the retirement community; and there is a 10-acre tract at the intersection of S. Berlin Pike and S. Loudoun Street that has only one dwelling unit, which has historic value. There is a small amount of land on the southern border of the Elementary School on S. Loudoun Street that is also near the Heritage Highlands retirement community.
11. Future retirement community development (aside from the existing Heritage Highlands community) in the Town should be required to have a minimum amount of acreage in each development. The intent of this use is explicit in the Retirement Community R-C zoning district, which permits and encourages a variety of uses and facilities, including, medical office, emergency medical facility, dental office, pharmacy, accountant, lawyer, insurance agent, financial services, hairdresser, food commissary, recreational and business club house/community center, swimming pool, fitness center, accessory apartment for transient guests and active

recreation space. In order to design a development with such a variety of ancillary uses there should be ample acreage on a site. Otherwise, small sites could be rezoned and contain only one of these components in addition to a minimal amount of housing for the elderly.

12. It is highly likely that there is a need to increase the population concentration in and around the Town in order to provide a market for the planned commercial, particularly retail, development in the Town. There is relatively little land available in the Town for future growth without sharply increasing planned residential densities in the Town, which would be incompatible with the existing low intensity character of the Town. In order to plan for an expansion of growth outside the Town, the Town would have to approach Loudoun County with a plan to do so because the County's Revised General Plan shows a maximum development density of one dwelling per twenty acres in its rural policy area, which is the type of land policy shown for the areas in the County adjacent to the Town.
13. The Lovettsville Game Protective Association on S. Berlin Pike may want another land use option in the future. The issue is what alternative use is most beneficial? The Town needs to find locations for more residential density in order to advance the market for economic development. The property is located on S. Berlin Pike with some of the best traffic access in the Town. If commercial use were planned then the location is halfway between the commercial location at the south end of the Town and the Town Center, which would fragment the commercial land use pattern of the Town.
14. The Town's Zoning Ordinance does not require sufficient common open space for passive or active recreation in large developments. Historically, such open space has been provided through a rezoning or conditional use permit negotiation. The Town would benefit by having a standard requirement in the Zoning Ordinance or a set of policy guidelines in the Comprehensive Plan.

## GOAL

Implement the recommendations of the Comprehensive Plan in order to create beneficial growth and development that is compatible in scale, intensity, and use with existing development in the community. To plan and implement a land use pattern that creates beneficial growth and development that is compatible in scale, intensity, and use with the existing development in the community.

## POLICIES

The Land Use Plan (see Map 5: Land Use Plan) shows the generalized land use pattern for the Town. The following policies should be considered the specific land use planning guidelines:

~~1. Locate commercial retail and personal services development in the Town Center commercial core, the area adjacent to the Town Center core extending toward New Town Meadows, and along the western portion of E. Broad Way from S. Locust Street to Berlin Pike.~~

~~2.1. Provide Ensure that infill development within existing residential areas that is compatible (but not necessarily similar) in terms of density, building type, and visual appearance with the prevailing character of surrounding neighborhoods in terms of building style, massing, scale, and orientation/ configuration of driveways and garages to public streets.~~

~~3.2. Promote the inclusion of consolidated, commonly owned open space for passive or active recreation in large developments, both residential and non-residential.~~

~~4.3. Provide land uses that are for public recreation.~~

~~5.4. Protect existing major environmental resources to protect the eco-system, such as 100-year floodplain land.~~

~~6.5. Plan and implement pedestrian facilities using public resources and private development to provide opportunities for walking, shopping, touring, and biking anywhere in the Town.~~

~~7. Ensure the provision of adequate landscaping and buffering between incompatible residential and non-residential uses on site plans, and require that buffering be incorporated to reflect the ultimate build-out of the adjoining residential or non-residential properties. Provide adequate landscape and visual buffers between residential and non-residential uses even if it needs to be in excess of zoning ordinance requirements.~~

- ~~8.6. Promote and encourage an architectural scale and character for future development and redevelopment that is compatible with the low intensity character of the existing community.~~
- ~~9.7. Vehicular entrances to commercial sites should be designed so as to create a separation between non-residential and residential parcels that are adjacent to one another. Separate access points to commercial, office, and light industrial development from residential areas to the greatest extent possible.~~
- ~~10.8. Any non-residential development or increase in density through authorized by a rezoning or conditional use permit should be allowed offset only with additional buffering and screening from adjacent single-family development enhanced site design and layout, building architecture, pedestrian amenities and/or the provision of parks and open space in order to maintain the quality of the development and mitigate the effects of increased density.~~
- ~~11. Provide for the development of mixed commercial and residential uses in the same structure in the E. Broad Way corridor and sections of S. Locust and S. Loudoun Street located within one block of E. Broad Way. Provide for the development of mixed commercial and residential uses in the same structure in the E. Broad Way corridor west of S. Locust Street, along the northern end of S. Loudoun Street, and along Pennsylvania Avenue west of S. Loudoun Street (see Map 6, Area 14).~~
- ~~12.9. The Town should initiate, on a priority basis, an evaluation of the need for a new zoning district designed to facilitate development in the old downtown. This zoning district could modify current ordinance requirements regarding landscaped buffer yards and off-street parking, and create architectural controls in order to maintain the current character of the area.~~
- ~~13.10. The Town should encourage Loudoun County to provide road and traffic controls improvements that will be needed to serve the Lovettsville Community Park.~~
- ~~14.11. Assure that development regulations in the Town ordinances are consistent with the Comprehensive Plan land use goals, objectives, and policies.~~
- ~~15.12. Increase the diversity of housing costs-stock by providing for various types of dwelling units within a variety of land use densities and building~~

types (e.g. mixed-use buildings, adaptive reuse of existing buildings, accessory apartments, etc.) in order to provide additional housing choices for people ~~that accommodate in~~ various ~~income needs~~ household types, age cohorts and income levels.

- ~~16.13.~~ Encourage land consolidation and unified development throughout the Town, especially for non-residential uses, to avoid fragmented development requiring multiple access points.
- ~~17.14.~~ Encourage landscaping and beautification within existing and new development.
- ~~18.15.~~ Encourage well-designed employment uses in order to be compatible with the village character of the Town and to help attract other such uses.
- ~~19.~~ — “Strip” commercial, defined in the strictest sense as a "strip" or line of attached commercial or retail spaces arranged along and oriented to an adjoining vehicular thoroughfare, is discouraged in the Town's commercial areas. The Town does, however, encourage commercial centers or complexes where the units are clustered or attached on a given parcel or parcels, provided that the number of access points to the site from the public street are minimized, and that the buildings are oriented and located close to the public street with parking located generally behind or to the side(s) of the buildings (i.e. consistent with the Main Street design concept). Strip commercial development should be discouraged.
- ~~20.16.~~ Professional office use is not appropriate in the S. Loudoun Street corridor south of Pennsylvania Avenue except as provided in policy 32 and 33 below.
- ~~21.17.~~ At least five (5) percent of the gross land area of all individual residential, commercial, office, and light industrial developments inside the Town and in areas adjacent to the Town in the County that consist of five acres or more should be provided as contiguous usable common open space for active or passive recreation.
- ~~22.18.~~ Plan for road and street improvements to enhance traffic flow and access while accommodating the need for pedestrian circulation and safety.
- ~~23.19.~~ Monitor development on an annual basis to assess the implementation of the Comprehensive Plan and progress toward build-out.
- ~~24.20.~~ Work cooperatively ~~Coordinate~~ with Loudoun County to adjust the Town-County boundary in order to bring into the Town so that no certain parcels

and/or developments that presently straddle the Town and the County if the proposed boundary adjustment is consistent in all respects with the Town's adopted annexation policy.

- ~~25.21. A comprehensive signage program should be developed for shopping centers that will address the signage requirements for all types of uses. These requirements should be incorporated into the zoning ordinance to ensure compliance for all new developments which include multiple businesses. Developments with multiple businesses (e.g., shopping centers, office parks, industrial parks) should incorporate a comprehensive signage plan into any rezoning, conditional use permit, subdivision plan, or site plan.~~
- ~~26. The following non-residential uses are appropriate in "R" residential districts and in the residential portions of the Town Center Planned Development district:~~
- ~~a) Home occupations~~
  - ~~b) Public facilities (conditionally permitted)~~
  - ~~c) Child care (in home)~~
  - ~~d) Model home or sales construction offices (temporary only)~~
  - ~~e) Churches~~
  - ~~f) Bed and breakfast establishments~~
- ~~27. The following non-residential uses are not appropriate in "R" residential districts and in the residential portions of the Town Center Planned Development district:~~
- ~~a) Private clubs and organizations~~
  - ~~b) Professional offices~~
  - ~~c) Hotels, motels~~
    - ~~i. Child care center (commercial)~~
    - ~~ii.i. Lighted playing fields~~
22. Control the establishment of non-residential uses in residential zoning districts, using the conditional use permit process and other zoning requirements, in order to ensure that such uses do not adversely affect surrounding residential neighborhoods and uses
23. Facilitate the construction of "neo-traditional" house designs, that is, homes designed to appear like traditional homes by having minimal front and side yards, garages located in the back yard (or rear-facing), and

prominent front porches, on parcels within or adjacent to the Town's historic district.

24. Adopt planning policies that facilitate development and redevelopment of parcels of land located, wholly or partially, within the Town's existing corporate limits before any additional territory for future residential growth is incorporated through annexation or boundary line adjustment.

~~28.25.~~ Assure that future retirement community development requires occurs in the R-C zoning district and a minimum lot size to assure that such development primarily serves the elderly persons aged 55 years and older and that it is designed and developed in a unified manner.

~~29.26.~~ Age-Restricted housing Assisted living centers, nursing homes and similar residential care facilities should are to be developed under the following guidelines:

~~a) — The gross minimum acres are five (5) Such developments should incorporate a mix of such uses on a single tract or as part of a single development proposal so that the development is designed and approved as a single project.~~

~~b) — A minimum of fifty percent of residential units are occupied before non-residential use is occupied.~~

~~c) — Non-residential use may not exceed one-third of the total area of an age-restricted development.~~

~~d) — Nursing home use should not exceed two acres of the total development acreage.~~

~~e) — Development should be designed and approved as a single unit that includes both residential and non-residential uses.~~

~~f)a) — Access is limited to one access point per public street frontage.~~

~~b) — Architectural elevations are required for all structures buildings in order to ensure that the project contains a unified architectural theme.~~

~~c) — Where feasible, independent dwelling units are located behind the assisted living or nursing home facility, which would be located closest to the primary public thoroughfare.~~

~~d) — Construction of any recreational and community facilities serving the development is initiated at the time of construction of the first age-restricted dwelling units within the development.~~

g)

~~30. Property identified as Loudoun County Property Identification Numbers 333262242 (portion) and 333369132, zoned I-1 and C-2 (see Map 6, Area 1), should be developed in the following manner:~~

~~a) With commercial, light industrial and, office in an office park configuration uses.~~

~~b) 27. The Engle Tract Special Planning area is proposed to be developed in the following manner: A minimum acreage for each development has no less than five (5) acres.~~

~~a) A transitional commercial area is proposed on the section of the planning area located closest to E. Broad Way and along the west side of the tract bordering Keister Lane in order to buffer adjoining residential subdivisions from planned light industrial uses on the Engle Tract. The commercial uses occupying this area will be restricted to uses that are anticipated to have minimal impact on the adjoining residential uses and the economic viability of which generally do not require frontage on Berlin Turnpike. (see Map 5: Land Use Plan Map)~~

~~e) A second Secondary street access (aside from N. Church Street) is constructed to link to an existing public street when over fifteen (15) acres of the existing thirty (30) vacant acre site are approved for development. (see Map 8: Transportation Plan Map)~~

~~d) b) Development is designed according to the Main Street concept, except for light industrial use.~~

~~e) c) Pedestrian access facilities will be provided throughout the development, from New Town Meadows to adjacent non-residential land.~~

~~Access to the parcel of land located on the western side of Keister Lane will be provided through the main part of the tract via N. Church Street, thereby eliminating vehicular access to that parcel via Keister Lane. As an alternative option medium density residential use (up to six dwelling units per acre) adjacent to New Town Meadows may be appropriate if the following conditions are met:~~

~~a) Development is designed and approved as single unit.~~

~~d) If non-residential development exists adjacent to the residential area, the residential area provides screening, buffering, and landscaping according to buffer area Type C.~~

~~e) Service and loading bays should be oriented such that they do not face adjacent residential areas.~~



~~b)f) The outside storage of vehicles, equipment, and materials may be permitted, but must be strictly controlled so that all such areas are screened from view from adjoining properties and uses.~~

~~31. Property at 16 S. Berlin Pike, identified as Loudoun County Property Identification Number 370497231 and 370494709, zoned R-1 (see Map 6, Area 2), should be developed as public and private (commercial) recreation or low density residential use (up to 4 dwelling units per acre) residential use. As an alternative option medium density residential use (up to 6 dwelling units per acre) may be appropriate if the following conditions are met:~~

- ~~a) Both lots are consolidated, approved and developed with a single access to Berlin Pike.~~
- ~~b) Parking is located behind buildings that are oriented to Berlin Pike.~~
- ~~c) Landscaped screening is provided in excess of ordinance requirements adjacent to low density residential land.~~
- ~~d) Provision is made for a potential pedestrian connection to S. Church Street.~~

~~32.28. Property at 44 S. Loudoun Street, identified as Loudoun County Property Identification Number 370299978, zoned R-1 (see Map 6, Area 3), should be developed with low density residential (up to 4 dwelling units per acre) use. The Town Entrance Special Planning Area is proposed to be developed in the following manner:~~

- ~~a) The commercial buildings are sited and development on the site is arranged and designed in such a manner that the existing viewshed of the south side of the residence located at 44 S. Loudoun Street may continue to be viewed in full as one approaches the property from the south on Berlin Turnpike. The commercial uses would be oriented to the highway with residential uses located on South Loudoun Street or the north side of the existing residence.~~
- ~~b) Development is designed and approved as a single project even if the site is built in phases.~~
- ~~c) The southernmost portion of the site is retained as open space or developed as a pocket park for public access, including landscaping, sitting areas, and potentially a water feature.~~
- ~~d) Only two entrances for vehicle access to the site are permitted, one from Berlin Turnpike and the other from S. Loudoun Street.~~

~~As an alternative option medium density residential use (up to 6 dwelling units per acre) and/or professional office, nursing home,~~

~~and senior/child care uses may be appropriate if the following conditions are met:~~

~~a)——The existing residential dwelling is maintained in terms of its exterior (except for safety improvements, as appropriate) allowing both medium density residential, or professional office use, or both, within the structure.~~

~~b)——The professional office and medium density residential uses are located in the northern portion of the property in such a manner that the existing residential dwelling may be viewed in full as a driver approaches the property from the south on Berlin Pike.~~

~~c)——The southern portion of the site is retained as open space with public access and landscaping, including possible water feature and sitting areas.~~

~~d)——Development is designed and approved as a single unit even if the site is built in phases.~~

~~e)——Only two access points are provided, one from Berlin Pike and the other from S. Loudoun Street.~~

~~f)——Full evergreen screening is provided adjacent to low density residential land on the northern boundary of the property if this area is developed with non-residential use(s). This provides a visual screen all the time.~~

~~33.——Property at 51 S. Loudoun Street, identified as Loudoun County Property Identification Numbers 370201713 and 370200508, zoned R-1 (see Map 6, Area 4), should be developed as low density residential (up to 4 dwelling units per acre) use. As an alternative option professional office, nursing home, or senior and child day care uses may be appropriate if the following conditions are met:~~

~~a)——The parcels are consolidated with a single access provided.~~

~~b) Fencing is provided adjacent to the school property.~~

~~34.——Property at 40 S. Berlin Pike, identified as Loudoun County Property Identification Number 370293746, zoned R-3 (see Map 6, Area 5), should be developed for medium density residential use (up to 6 dwelling units per acre).~~

~~29. As an alternative option professional office, fitness center, medical and related facilities (rehabilitation, hospice care, urgent care, nursing home, and senior/child day care uses) may be appropriate if the following conditions are met~~The Walker Tract Special Planning Area is proposed to be developed in the following manner:

- a) Non-residential use is situated on the part of the tract located closest oriented to S. Berlin Pike with residential uses located behind the commercial area.
- b) ~~No more than two (2) gross acres are developed for non-residential use.~~
- e)b) ~~No non-M~~ medical offices, health care services, hospice care, nursing home or similar related commercial retail uses is are developed in the commercial area.
- d)c) A single entrance for vehicular access is provided from S. Berlin Pike.
- e)d) ~~Full evergreen~~ Adequate buffering and/or screening is provided between non-residential uses and ~~low density residential land~~ residences located behind the commercial area.
- f)e) Access is extended from S. Berlin Pike through the property to provide for a future connection to Red Bud Lane.

~~35.30. Property at 32 S. Loudoun Street, identified as Loudoun County Property Identification Number 370302180, zoned C-1 (see Map 6, Area 6), should be developed for medium density residential use if access is provided both to S. Loudoun Street and Berlin Pike. Commercial development on this property (using existing commercial zoning) should also provide access to Berlin Pike. In order to provide access to Berlin Pike the intervening land should be zoned for commercial use and consolidated into the parcel zoned for commercial use.~~

36.31. Develop a master plan for the land owned by the Town that was dedicated by New Town Meadows on Lange Drive and incorporate implementation into the Capital Improvements Program (CIP). (See Map 6, Area 7)

37.32. The Town may agree to discuss various planning and implementation options with Loudoun County for higher density development in the County adjacent to the Town at some point in the future if it appears that the Town and County would benefit from such an expansion of the Town as a location for additional growth. This would involve studies to determine if this is in the best interest of both the Town and the County. The County has this area planned for lower density development and the Town would have to consider how the extension of sewer and water service would be provided. Transportation planning in the County would also be necessary for any consideration of this issue.

**AREAS ADJACENT TO THE TOWN CENTER**

**GENERAL POLICIES**

1. Access points to and from major roads should be minimized to help reduce turning movements and promote pedestrian safety.
2. New consolidated access points for land bays should be as far from major intersections as possible and opposite existing streets, if possible.
3. Advance planning with the Virginia Department of Transportation (VDOT) should be undertaken to get a technical understanding of the transportation requirements for development in anticipation of development applications.
4. If development requires rezoning or a conditional use permit, a traffic impact analysis should be provided by development applicants to document the fact that traffic can be handled adequately by the transportation network. Development should provide the necessary street improvements to handle traffic impact from specific development projects. In some cases this may mean off-site improvements, depending on the character of the development.
5. Public sewer and water should be planned and available in anticipation of development applications that implement planning and development policies.
6. All structures and sites with documented historic value should be preserved and protected even if the original use is changed to another use. Adaptive reuse is strongly encouraged with exceptions considered for parking and buffer yard requirements in the ordinances.
7. Institutional uses, including churches, hospitals, access care facilities, public or private schools, and public and government facilities may be appropriate on any site if development does not have an adverse impact on the existing immediate community in terms of building mass, scale, architectural treatment, or traffic impact. Each use should be considered on an individual basis.
8. Transportation improvements should be provided as shown on Map 7, Generalized Access and Circulation.
9. Development requiring rezoning or a conditional use permit should provide land use and development features, including streets that are detailed in the specific Land Bay policies below.

10. Land consolidation is strongly encouraged for most uses in order to provide unified development and limited access points from major thoroughfares.

## **LAND BAY POLICIES**

*(See Map 7 for the boundaries of the Land Bays)*

### **Land Bay A** *(see Map 6, Area 8)*

~~The general planning objective is to mirror the new downtown that has been created by the Town Center commercial core and to provide a satisfactory transition between the Town Center core and existing and planned development outside this land bay.~~

~~The following land use and development policies provide guidance for assessing development applications:~~

- ~~1. Retail, professional office, medical care, personal services, and sit-down restaurant uses.~~
- ~~2. Any automobile related uses, convenience stores, feed store, manufacturing, and assembly uses are not appropriate.~~

### **Land Bay B** *(see Map 6, Area 9)*

~~The general planning objective is to mirror the new downtown that has been created by the Town Center but also to provide a satisfactory transition between the Town Center core and existing and planned development outside this land bay.~~

~~The following land use and development policies provide guidance for assessing development applications of all kinds:~~

- ~~1. Retail, professional office, medical care, personal services, and sit-down restaurant uses.~~
- ~~2. Convenience stores, feed store, manufacturing, and assembly uses are not appropriate.~~
- ~~3. Automobile repair use is appropriate if it does not have frontage on Berlin Pike or E. Broad Way.~~
- ~~4. Development on the outer edges of the land bay adjacent to undeveloped land should provide interparcel access points and pedestrian links to future development.~~

### **Land Bay C** *(see Map 6, Area 10)*

~~The general planning objective is to create a mixture of commercial and residential land uses with a lower intensity than that of the commercial core of the new downtown. The objective is to create a soft transition between the old downtown and the new downtown (the Town Center commercial core).~~

The following land use and development policies provide guidance for assessing development applications of all kinds:

1. ~~Retail, professional office, medical care, personal services, and sit-down restaurant uses.~~
2. ~~Any automobile related uses, convenience stores, feed store, manufacturing, and assembly uses are not appropriate.~~
3. ~~Residential development.~~
4. ~~New office development can be considered if it is designed in a compatible manner with the scale and architecture of existing structures in the E. Broad Way corridor and the old downtown.~~
5. ~~A mixture of non-residential and residential uses should be encouraged in existing structures. Residential use should be located on the second level above the ground level retail or office use.~~

**Land Bay D** *(see Map 6, Area 11)*

The general planning objective is to mirror the new downtown that has been created by the Town Center and to provide a satisfactory transition between the Town Center core and existing and planned development outside this land bay.

The following land use and development policies provide guidance for assessing development applications of all kinds:

1. ~~Retail, professional office, medical care, personal services, and sit-down restaurant uses.~~
2. ~~Any automobile related uses, convenience stores, outdoor storage and/or display, feed store, manufacturing, and assembly uses are not appropriate.~~

**Land Bay E** *(see Map 6, Area 12)*

The general planning objective is to create an optional, alternative use to the existing residential use in case of redevelopment. Redevelopment should provide a transition from the Town Center commercial core to residential development outside this land bay.

The following land use and development policies provide guidance for assessing development applications of all kinds:

1. ~~The existing residential use with older single family detached dwellings helps preserve the small town character of the Town and should be maintained to the greatest extent possible.~~

- ~~2. — As an option, if landowners choose to redevelop, residential use can be considered with a density up to four (4) dwelling units per acre (4,500-5,500 sq. ft. lots). This should only be considered if complete land consolidation is provided and a single access point is provided on Church Street. The higher density residential use under this option would provide an incentive to consolidate the land and would remove access directly to Berlin Pike. Residential use at a slightly higher density than that of existing development would also provide a transition from the adjacent residential area to the Town Center on the opposite side of Berlin Pike. Redevelopment should make every effort to incorporate some of the existing dwellings with historic value as adaptive reuse.~~
- ~~3. — Duplex dwellings can help provide the design flexibility that allows the implementation of consolidated access.~~
- ~~4. — Building fronts should be oriented to Berlin Pike.~~
- ~~5. — Architectural treatment should be compatible with existing dwellings having historic value that are incorporated into the land consolidations.~~
- ~~6. — Architectural treatment should be provided for all sides of buildings so that they are attractive from all views.~~
- ~~7. — Landscaping and buffering should be provided in excess of Zoning Ordinance requirements in order to protect the existing single family detached residential community on Germanna Drive. This may mean taller evergreen trees and fencing and a yard less wide than required in the Ordinance. The exact design should be determined in the rezoning and conditional use permit approval process.~~

**Land Bay F** *(see Map 6, Area 13)*

~~The general planning objective is to create a commercial and public use transition between the Town Center commercial core and the adjacent residential area in the old downtown.~~

~~The following planning and development policies provide guidance for assessing development applications of all kinds:~~

- ~~1. — Residential structures with historic value should be used for commercial enterprises to the greatest extent possible.~~
- ~~2. — Professional office, commercial retail, personal services, medical care, and sit-down restaurants.~~
- ~~3. — Institutional uses may be considered singly or in combination with commercial uses.~~

- ~~4. Any automobile related uses, convenience stores, outdoor storage and/or display, feed store, manufacturing, and assembly uses are not appropriate.~~

#### Design, Streetscaping, and Pedestrian Circulation

1. Land and access consolidation is strongly encouraged to prevent fragmented development and the proliferation of access points on major thoroughfares.
2. Development should be unified or continuous, not fragmented. A single structure should generally contain multiple businesses.
3. The scale height of development fronting on Berlin Pike and W. Broad Way should be similar to that of the Town Center commercial core, generally two stories. Otherwise, it should not exceed 25 feet.
4. The design of buildings should have varied facades reflecting the individual businesses. Buildings should have four-sided architectural treatment so that they are attractive from any view.
5. Freestanding commercial buildings should be minimized to prevent fragmented development and the proliferation of access points on major thoroughfares. Drive-through features are not appropriate.
6. Architecture and site design should reflect the Main Street design concept in which buildings are oriented to the major streets with wide streetscaping treatment. Parking should all be located behind structures. Buildings should have entrances to sidewalks along the streets and to parking lots in the rear.
7. The major orientation of commercial buildings should be facing Berlin Pike, E. and W. Broad Way.
8. Buildings should be made of soft materials, such as brick and wood, instead of hard materials, such as metal and concrete.
9. Landscaping and buffering should be provided in excess of Zoning Ordinance requirements along the north boundary of Land Bay A in order to protect the existing residential area along N. Berlin Pike. This may include taller evergreen trees and fencing. The exact design of the enhanced buffering should be determined on a case-by-case basis in the rezoning process.
10. The gateway or approach to Land Bays A and B on Berlin Pike and W. Broad Way should be given design treatment that helps establish the



identity of the new downtown and it should be in character with the low density scale of the old downtown.

11. A mixture of non-residential and residential use contained in the same structure should be encouraged. Residential use on the second level above the ground level retail or office use.
12. Sidewalks should be provided along W. Broad Way, Pennsylvania Avenue, Church Street, and Berlin Pike that are wider than standard five-foot width in order to encourage pedestrian circulation throughout the new downtown, including the Town Center area. Sidewalk design and construction should reflect the design guidelines of the Town's Streetscape Master Plan for E. Broad Way and S. Loudoun Street to attract pedestrians.
13. Shade trees should be planted in green strips along street curbs every thirty feet on center. Tree species should be those allowed in Section 6 of the Zoning Ordinance.
14. Street lamps should be located along the curbs of streets at twenty-five foot intervals. The light from street lamps should be directed only downward and horizontally.
15. Street furniture, such as benches, should be located within the streetscape treatment to encourage pedestrian use of commercial facilities in the new downtown.
16. Internal public streets in the Land Bay may have only one sidewalk but that sidewalk should have full streetscape treatment.
17. A clearly defined pedestrian circulation system should be provided that connects development within the Land Bay and from the Land Bay to adjacent properties.