

## Chapter 4

## ECONOMIC DEVELOPMENT AND HOUSING

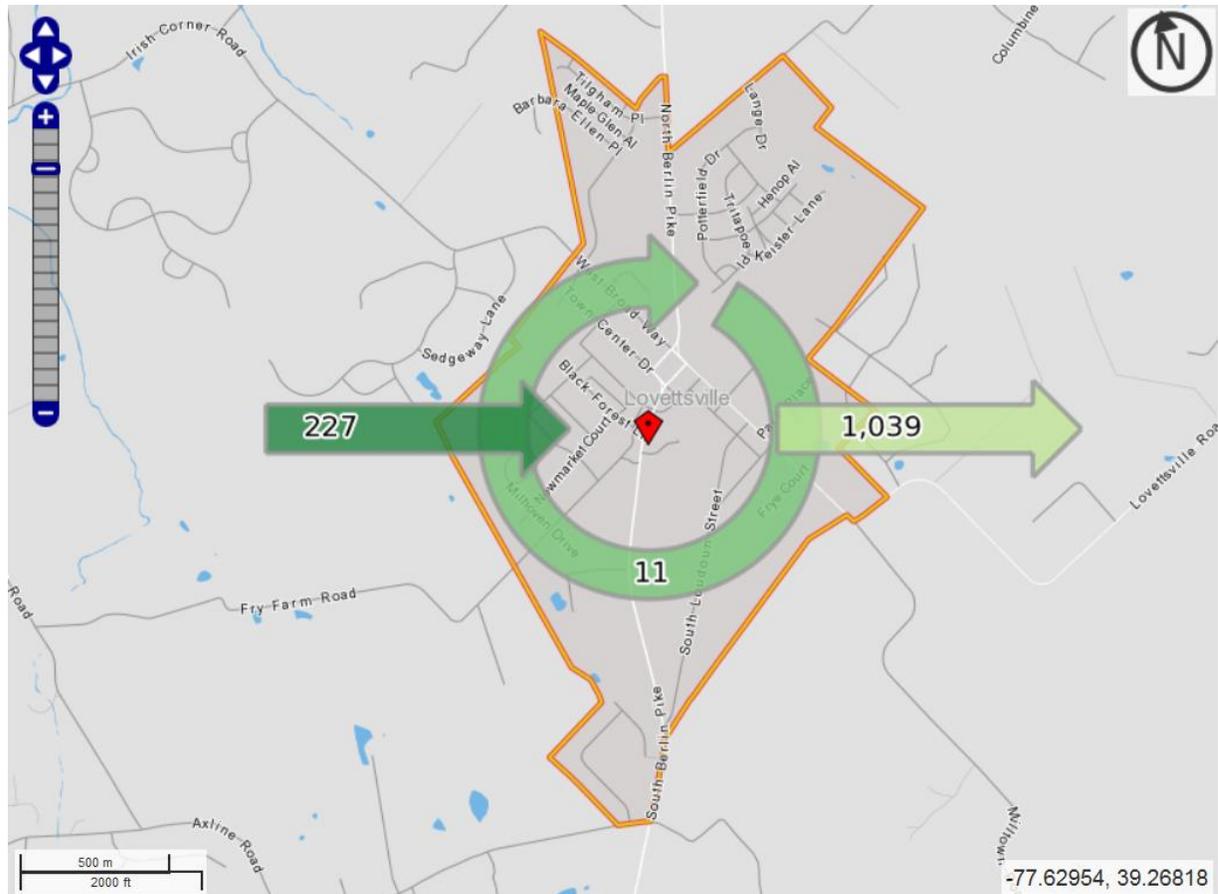
## BACKGROUND AND EXISTING CONDITIONS

ECONOMIC DEVELOPMENT

Developing the economic base of Lovettsville, which is defined as the local businesses and industries which produce and distribute goods and services for export outside the local region, is essential to planning for the Town's future. Proximity to local and regional suppliers, distributors and customers; access to the local and regional transportation system that allows for the efficient distribution of their products and services; and the availability and adequacy of public and private utilities and high-speed internet services all influence which types of businesses are attracted, and will ultimately thrive, in the Town. Expanding the Town's economic base and diversifying the businesses in Lovettsville is essential to providing increasing shopping opportunities as well as facilitating employment opportunities to-for residents of the Town and the region.

~~There are~~The Town current includes about approximately four 13 acres of commercial uses ~~currently in the Town of Lovettsville~~. Existing businesses in Town include restaurants, professional offices, automobile sales and service businesses, a bank, convenience store, storage units, and personal service establishments serving both Town residents and visitors. There are also numerous home-based businesses in the Town's residential neighborhoods which are typically not reflected in the official census statistics, many of which utilize the internet to market their goods and services to customers. With recent advancements in information technology, increasing numbers of Town residents telecommute during at least part of the work week. Few, if any, of the businesses in Town have over five full-time permanent employees. Jobs related to new housing construction have provided employment for area residents in recent years; however, many of these have been temporary.

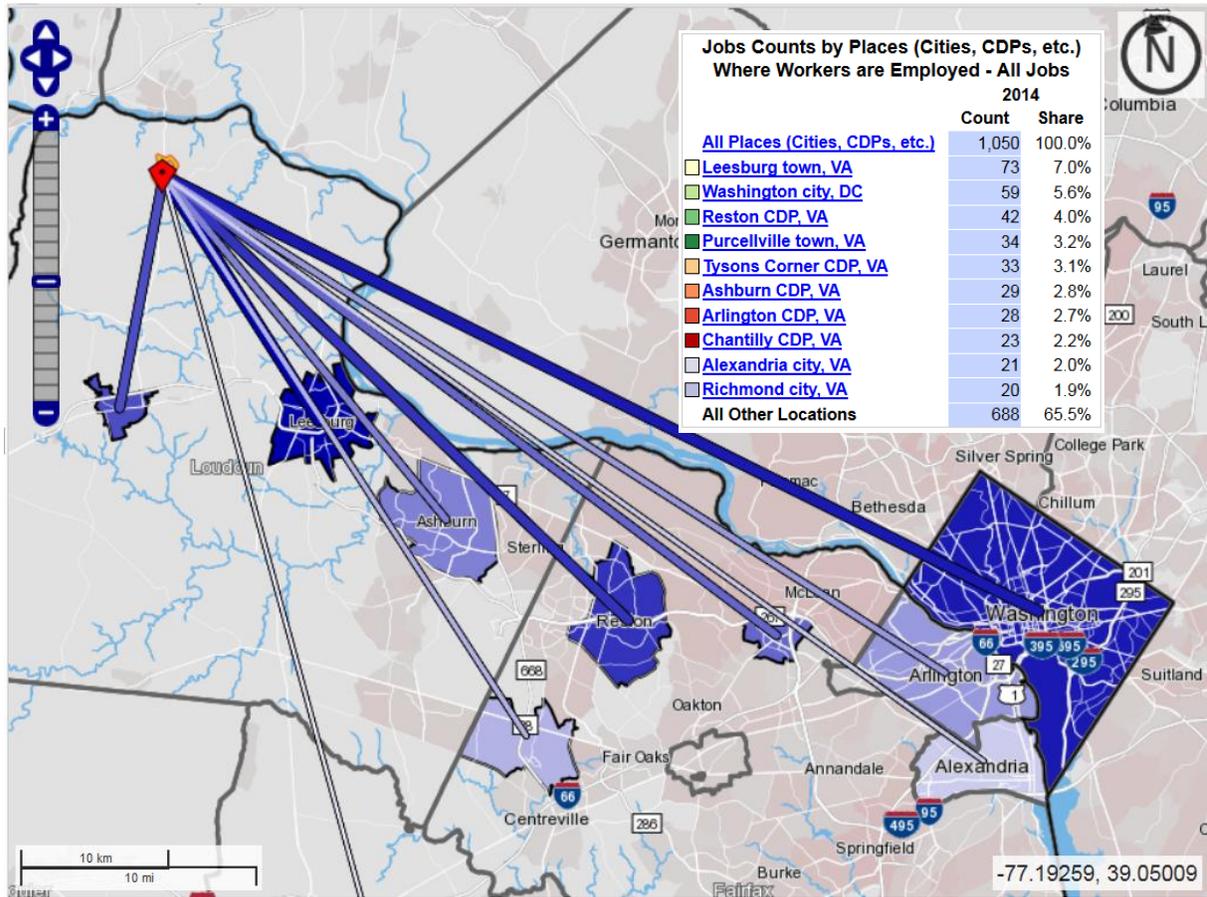
The largest undeveloped tract of land in the Town planned and zoned for non-residential use and served by public water and sewer (approximately 32 acres) is located at the end of North Street adjacent to the post office property (the Engle Tract). Development of the tract may require the owner to provide secondary access to the local street network (through properties located to the southeast or, possibly, north) depending on the type, size and number of employment uses that are established on the property. Development of the tract in accordance with this plan will enhance the economic base of the Town and surrounding area by providing employment opportunities to area residents and increasing the viability of existing and future Town businesses.



**Figure 4.1. Inflow/Outflow Job Counts for All Jobs, 2014 (Source: OnTheMap, U.S. Census Bureau, Center for Economic Studies)**

Most residents of Lovettsville continue to commute to jobs in Washington, DC and, Northern Virginia, including employment centers to the south and southeast in neighboring Loudoun and Fairfax counties and Southern Maryland. ~~There are a number of locations within a half-hour drive from Lovettsville that provide shopping destinations for Town residents, including Purcellville and Leesburg in Virginia and Brunswick and Frederick in Maryland.~~ The MARC commuter train provides access to major employment centers within about an hour's trip to Frederick County and Montgomery County in Maryland, and to the District of Columbia. Major employment centers in Northern Virginia, including those in eastern Loudoun, Fairfax, and Arlington Counties, and the cities of Alexandria, Fairfax, and Falls Church, can be reached by automobile (east-west) via Virginia Routes 9 and 7, and by using the Dulles Greenway and Dulles Toll Road. One recommendation of the market study undertaken in 2016 was for the Town to explore the establishment of co-working space on the Engle Tract in order to provide professional offices for telecommuters, small businesses or individual consultants to work, collaborate, meet, and enjoy amenities like conference space, break rooms, and high speed internet access. There are a number of locations within a half-hour drive from Lovettsville

that provide shopping destinations for Town residents, including Purcellville and Leesburg in Virginia and Brunswick and Frederick in Maryland.



**Figure 4.2. Jobs Counts by Places Where Workers are Employed for All Jobs, 2014** (Source: OnTheMap, U.S. Census Bureau, Center for Economic Studies)

### HOUSING

Residential use is the primary land use in the Town of Lovettsville, the majority of which consists of single-family detached dwellings (see Table 2). As of 2013<sup>34</sup>, there were an estimated 595-655 dwelling units in the Town of Lovettsville, approximately 87.84% percent of which were single-family detached dwellings. The total land area occupied by single-family dwellings is approximately 290-255 acres or 57.548% of the total developed acres in the Town (see Map 32: Existing Land Use). The remaining dwelling units consist primarily of attached and semi-detached dwelling units in two neighborhoods located on the eastern side of the Town as well as one age-restricted community (Heritage Highlands) at the southern end of Town. The Town experienced dramatic residential growth between 2000 and 2013<sup>2015</sup>, and a corresponding increase in total population, due in large part to the development of three subdivisions located in the central and northern parts of the Town during that

period. Table 1 below demonstrates this growth and that of the Town overall since 1950.

<b>Table 1. Population and Dwelling Units, 1950-2013<sup>4</sup></b>				
Year	Dwelling Units	% Increase	Population	% Increase
1950 <sup>1</sup>	n/a	--	341	--
1960 <sup>1</sup>	n/a	--	217	-36%
1970	70 <sup>2</sup>	--	185 <sup>1</sup>	-15%
1980	212 <sup>2</sup>	203%	613 <sup>1</sup>	231%
1990 <sup>2</sup>	301	42%	749	22%
2000 <sup>2</sup>	325	8%	853	14%
2010 <sup>2</sup>	599	84%	1613	89%
<b>2013<sup>4</sup></b>	<b>595<sup>3</sup>655<sup>3</sup></b>	<b>-19%</b>	<b>1801<sup>4</sup>1872<sup>4</sup></b>	<b>162%</b>

<sup>1</sup> Source: U.S. Bureau of the Census, U.S Census of Population: 1950-1980

<sup>2</sup> Source: U.S. Census Bureau, Census of Population and Housing: 1990-2010

<sup>3</sup> Source: U.S. Census Bureau, ACS **Demographic and Housing 5-Year** Estimates, 200910-2013<sup>4</sup>

<sup>4</sup> Source: U.S. Census Bureau, Annual Estimates of the Resident Population: April 1, 2010 to July 1, **20132015**

Between 2000 and 2010, the population of the Town almost doubled and has continued to rise steadily since 2010. Although new residential construction was temporarily suspended in the Heritage Highlands retirement community and in the Kingsridge Subdivision during the economic downturn of 2008-2009, housing construction quickly resumed and the population has continued to grow at almost 4% annually. The overall increase in housing development in the recent past has transformed the population and housing stock of the Town. Both have gotten younger as new residences attract younger households and those with children; the median age of residents decreased from 34.8 in 2000 to 32.**2-6** in 2013<sup>4</sup>.

The vast majority of dwelling units constructed since 2000, at which time single-family detached houses accounted for 77% of all housing in Town, has been comprised of new single-family (detached) homes. These new homes tend to be larger, on average, than those built prior to 2000, but are situated on smaller lots. The census data demonstrates that the new single-family dwellings in these subdivisions have tended to attract larger families and those with children. The average household size increased from 2.53 in 2000 to 3.**26-11** in 2013<sup>4</sup>, and the

percentage of households with children under 18 years of age increased from 38.2% to ~~59~~52.76% during this same period.

There are a total of 44 single-family attached (i.e. townhouse) units and ~~32~~40 semi-detached (i.e. duplex) units in the Town. The single-family attached units are located in the Lakeview Village townhouse community in the Town’s R-3 Zoning District. The individual lots are 2,600 square feet on average, with an overall (i.e. gross) density of 8.4 dwelling units per acre. There are 14 semi-detached (duplex) units on Frye Court in the R-3 Zoning District and another ~~18~~24 duplexes in the Heritage Highlands Retirement Community (R-C) Zoning District. At least five structures located throughout the Town contain multifamily dwellings, totaling approximately 20 apartment units.

**ZONING DISTRICTS RESIDENTIAL BUILD-OUT ANALYSIS**

~~Many dwelling units in the old downtown (E. Broad Way, S. Loudoun Street, Pennsylvania Avenue, S. Church Street, and S. Locust Street) are on land zoned R-1. About 30 dwelling units are on land zoned R-2 in the E. Broad Way corridor and N. Light Street. Eight detached dwelling units are zoned under the R-3 district in the E. Broad Way corridor and on N. Light Street. Seven single-family detached dwelling units are located on separate lots zoned C-1 along E. Broad Way, S. Loudoun Street, and N. Light Street.~~ Most parcels of land in the Town planned and zoned for residential purposes are built-out insofar as they are occupied by at least one dwelling unit, although not all such properties are currently developed to the maximum density allowed by-right in the underlying zoning district. This fact means that the Town can support a limited amount of new infill residential development during the next 10 years, at which time most of the vacant or underutilized residential land located within the existing corporate limits will be developed with residential uses at the maximum density allowed by the zoning ordinance (unless rezoned to allow higher densities). Since the vast majority of the vacant and underdeveloped parcels are located within the R-1, R-2 and R-3 zoning districts wherein only single-family detached dwellings are permitted, the Town should expect that single-family dwellings will continue to be the predominant housing type constructed during this period.

Table 2 below shows projected build-out of the Town during the next 10 years within each of the Town’s residential zoning districts, assuming that no additional townhouses or apartments are constructed in the Town during this same period. For reference, as of mid-2016 (the beginning of the analysis timeframe) the Town contains 688 single-family dwellings in addition to 44 townhouse dwellings, 38 duplex dwellings and approximately 20 apartments.

**TABLE 2. PROJECTED MINIMUM LOT SIZES ALLOWED IN RESIDENTIAL ZONING DISTRICTS RESIDENTIAL BUILD-OUT BY ZONING DISTRICT, 2017-2026 (FISCAL YEARS)**

<b>Zoning District</b>	<b><u>Single-Family Minimum lot size Dwelling Units (sq. ft.)</u></b>	<b><u>Subdivision or Parent Tract Name(s)</u></b>
<u>T-C Town Center Planned Development</u>	<u>18</u>	<u>Lovettsville Town Center</u>
<u>CR-1 Residential District</u>	<u>0</u>	<u>N/A</u>
R-1 Residential District	<u>8,500</u> <sup>89</sup>	<u>Lovettsville Glen Cooper Run Estates Lemp Tract Property Adjoining the Keena Subdivision Property Adjoining Lakeview Village Townhomes 32 S. Loudoun Street</u>
R-2 Residential District	<u>7,000</u>	<u>N/A</u>
R-3 Residential District	<u>6,000</u> <sup>8</sup>	<u>Walker Tract</u>
R-C Retirement Community	<u>2,200 (quadraplex) 3,000 (duplex) 6,000 (single family detached) 8,000 (multi-family)</u> <sup>29</sup>	<u>Heritage Highlands</u>
<u>T-C Town Center Planned Development</u>	<u>7,500</u>	
Planned Infill Development District	<u>7,000 (single family detached) 4,800 (duplex)</u> <sup>23</sup>	<u>Keena Subdivision</u>
<u>Small Infill (Various Districts)</u>	<u>6</u>	<u>Various</u>

~~Therefore, the Town anticipates the construction of perhaps 173 additional dwelling units within the Town between mid-2016 and mid-2026. The Lovettsville Town Center is an 85-acre mixed-use development that has been approved with fifty-nine acres of residential use, seven acres of commercial use and nineteen acres of open space, some of which is for active recreation and includes what is now the Town Park. The Town Center is approved for 206 dwelling units. About 13 percent of the residential units are built, as of January 1, 2010. Kingsridge is a fifty-one-acre subdivision begun in 2005 under R-1 zoning with access to N. Berlin Pike and W. Broad Way. It has 51 acres and is approved for 78 single-family detached dwellings and is about two-thirds developed, as of January 1, 2010. New Town Meadows is a fifty-four-acre subdivision zoned R-2 and R-3, which was completed in 2009 with 153~~

single-family detached dwelling units. There are two small subdivisions developed on land zoned R-1 and R-2, Millhoven and Fox Meadow, that both have primary access on S. Church Street. Combined they have a total of 53 single-family detached dwelling units. The Heritage Highlands age-restricted community (developed under a conditional use permit in the R-1 district) is located on S. Berlin Pike at the southern boundary limit of the Town. It is a 27-acre subdivision that is approved for 80 units in a duplex configuration. With the exception of those in the R-C District (Heritage Highlands), all housing units built during this time are anticipated to be single-family detached dwellings. By multiplying the total number of units by the estimated average household size (3.12) during the preceding five-year period (2010-2014), this build-out analysis projects a total of 539 additional residents by mid-2026.

~~There are approximately 295 single-family and duplex units committed for development in terms of subdivided land and land with an approved development plan. Most of these units will be built in the Town Center. Heritage Highlands, Kingsridge, and the Keena property will contribute to the remainder of the committed undeveloped housing stock. The estimated population associated with this additional build-out is 822.~~

As Table 2 makes clear, the majority of the land outside the old downtown and dwellings will be constructed on undeveloped or underdeveloped properties in the future more recent subdivisions is zoned located in the R-1 District. These R-1 lots will likely vary greatly in size but contain and most have single-family detached dwelling units houses that are similar in character and which fall into a predictable size range in terms of the finished floor space (1,800-3,000 square feet). In calculating the 2010-2030 residential development potential in the Town it is necessary to evaluate land that is vacant. With respect to existing vacant or smaller underdeveloped parcels, the build-out analysis predicts development on such properties will contribute little to the Town's growth over the ensuing 10-year period, although such infill development may increase during the latter half of the study period as larger, vacant tracts for development (or redevelopment) become scarce.

~~There is almost no land zoned for residential use that is vacant. There is a vacant 3.6-acre parcel on N. Berlin Pike across from New Town Meadows that is zoned R-1. That could yield up to 14 single-family dwelling units. Otherwise The analysis does not take into consideration the presence of certain larger, residentially-zoned parcels; there are a handful of lots that have existing dwelling units and an excess of land available for development, mainly because, which makes them potentially developable development activity seems unlikely during the analysis timeframe, or because residential development does not appear to represent the "highest and best" use in the short- or mid-term. One of these is the Lovettsville Game Protection Club Association property on S.outh Berlin Pike. If its 4 acres were are developed under the existing R-1 zoning, the parcel it could may yield up to 16 additional dwelling units. A 9.7-acre parcel located adjacent to the north boundary of Heritage Highlands could yield up to 49 single-family detached dwelling units if developed~~

~~under the existing R-3 district.~~ Another potentially developable parcel ~~is~~ located at the intersection of ~~S. outh~~ Berlin Pike, and ~~S. outh~~ Loudoun Street. ~~was likewise excluded. Development of the property~~ It could yield ~~up to 43 perhaps 23 additional~~ single-family detached dwelling units if ~~it were develop~~ subdivided under the existing ~~by-right~~ R-1 zoning. These properties, ~~if developed to full potential,~~ could add up to ~~39122 single-family dwelling units~~ houses and a population ~~increase of 398122.~~ ~~The~~ Thus, full build-out under existing residential zoning, including ~~the development of all committed land~~ parcels committed to development and ~~small infill development,~~ and ~~uncommitted land parcels with that exhibit~~ development potential, ~~could be an~~ would add approximately ~~additional 261 417~~ single-family and duplex dwelling units and an additional ~~population of 1,220814 residents~~ population in the years ~~2010-2030.~~ ~~This would bring the Town's~~ total ~~Town potential~~ population ~~at that point could be to~~ approximately, ~~22,174808,~~ which would be a ~~71 percent increase from 2010 to 2030~~ using the average estimated household size for ~~2010-2014.~~ This projected increase is close to the ~~82 percent increase experienced in the years 2000-2009~~ Of course, increases in the average household size over time associated with the construction of so many additional single-family detached dwellings would result in a higher projected population total. However, the total population projected is a small number when attempting to project a sufficient market base to attract new businesses, whether they are local convenience businesses or destination businesses.

## ISSUES AND FUTURE NEEDS

### ECONOMIC DEVELOPMENT

How will the economic base of the Town change over the next twenty years? What planning policies could be adopted by the Town to help promote economic development? The most obvious answer is for the Town to incentivize the sale and development of vacant and underdeveloped commercial and industrial land in the Town. Commercial, office, and light industrial uses can currently be developed at various scales in the Town's commercial and industrial zoning districts, respectively, either by-right or with approval of a conditional use permit. However, access to public streets and utilities would have to be available to these properties in order to make the development of these parcels more likely and less speculative in the near term. Town funding for the construction of new public streets to serve vacant commercial land presents constraints in terms of costs relative to the Town's budget. State and federal funding for new road construction remains limited, and competition for such funds among Virginia's small jurisdictions continues to be fierce.

Continued residential growth in the Town will likely have a beneficial effect on attracting additional businesses since the numbers and types of customers and potential employees are key factors in deciding whether or not to site a business in a particular community. Businesses need favorable demographics within a given

community in order to locate there and remain profitable. The Town has seen dramatic growth since 2004 in the number of housing units and, barring an unexpected downturn in the regional housing market, will likely continue to experience residential growth over the next decade. However, a lack of local shopping opportunities means that residents must currently travel to neighboring communities in order to obtain most goods and services. The Town needs to ~~analyze its local market~~ utilize the data obtained from the recent market study conducted by a planning consultant in 2016 in order to better ~~understand~~ address the extent and nature of this retail sales “leakage” to neighboring jurisdictions and facilitate as well as the viability of its market area for ~~the establishment of~~ specific types of retail, restaurant, personal and professional service establishments, and other businesses establishments that are supportable within the Town. ~~With~~ Utilizing this information, the Town can develop apolicies and strategy strategies to attract additional local businesses and provide greater opportunities for residents to shop in Town for the products and services they consume buy.

Another issue involves the economic development potential of the Town’s historic commercial core located on East Broad Way. Enhancing this area for commercial uses, through streetscape improvements as well as flexibility in the implementation and application of zoning regulations, provides another opportunity to increase the commercial base of the Town for the benefit of Town residents and visitors. In order to preserve the historic character of this area, the Town should continue to encourage adaptive reuse of existing structures rather than demolition. Zoning requirements related to minimum off-street parking and landscaping should be tailored to the constraints imposed by small size of the lots and existing orientation of the buildings to the street so that Town policies facilitate, rather than hinder, reuse and redevelopment. The creation of centralized public parking lots and on-street parking spaces will help ensure that adequate parking exists for employees and customers within convenient walking distance.

## HOUSING

The physical character of the Town of Lovettsville is defined, to a significant extent, by the residential neighborhoods that occupy most of the Town’s land area. Historically, the Town has been a relatively compact settlement located in an otherwise rural part of the northern Loudoun Valley. The Town’s original residential areas prior to the start of World War II included neighborhoods, generally one lot deep, along South Loudoun Street, East Broad Way, East Pennsylvania Avenue and South Church Street. By the end of the 1960s, a new segment of South Berlin Turnpike had been constructed, bypassing South Loudoun Street as the primary southern gateway into Town and leading to new residential construction along South and North Berlin Turnpike. The 1980s and 1990s saw the construction of several smaller single-family subdivisions on South Berlin Turnpike and S. Church Street, but also the construction of the Lakeview Village townhouses and Lovettsville Manor duplexes on the eastern side of Town. The Town experienced rapid growth during the first decade of the twenty-first century associated with the construction of

three major single-family subdivisions on the northern end of the Town: New Town Meadows, Kingsridge, and Lovettsville Town Center. Construction of the Heritage Highlands Retirement Community at the southern end of Town also began during that decade. Following the housing boom which ended in 2008, the character of the Town remains predominately single-family detached housing on relatively small lots compared to the surrounding area. Housing costs in the Town are generally less than those in the surrounding Countycounty, especially for newer housing, making the Town attractive to young families looking for more moderately-priced homes than those found in some neighboring communities.

Planning for future housing in Lovettsville raises an important question: Taking into consideration market trends and future demand for various types of housing, should the principal housing type remain single-family detached homes, and should the Town's planning and zoning policies continue to favor these types of dwellings over other dwelling types on the Town's remaining land area? The Town desires to maintain Lovettsville primarily as a single-family detached residential community as the Town grows during the coming years. The Town may be willing to consider, on a case-by-case basis, the development of alternatives to single-family detached housing on remaining undeveloped and/or underdeveloped land, provided that such development does not fundamentally alter the single-family character of the community, and that effects on traffic, the environment, utilities and other public services can be mitigated. Alternative housing may include accessory apartments, attached dwellings (townhouses) and duplexes depending on the market demand and suitability of this land for these uses.

Allowing such alternative housing on a small number of the Town's remaining infill properties is the only way to increase planned housing densities within the Town given the minimum lot size requirements in the Town's primary residential zoning districts (6,000-8,000 square feet). One impact of using this option would be to create small pockets of compact development near planned commercial areas, allowing residents to walk to shopping or personal service establishments. This would increase the opportunity for attracting new businesses without fundamentally altering the predominate character of housing within the Town.

## GOALS

1. **Promote the establishment of a variety of commercial and light industrial businesses of various sizes, which serve Town and area residents and provide job opportunities, in planned commercial and industrial areas as depicted on the future land use plan map.**
2. **Provide for future residential development that represents the logical expansion of the Town's existing pattern of development with respect to the configuration of streets, blocks and lots. Ensure that any future residential growth, whether infill or otherwise, does not exceed the capacity of the Town to provide essential public services to residents.**

## POLICIES

1. Provide for a greater mix of dwelling and building types for new residential development on infill parcels while preserving the Town's predominately single-family character.
2. Promote a mixture of commercial and/or light industrial uses on sites where indicated on the future land use map at a scale consistent with that of surrounding areas and neighborhoods.
3. Promote the planning of land in Loudoun County adjacent to (southeast of) the 30 acres in the Town zoned I-1 the Engle Tract for office park developments similar "flex" uses with the understanding that the owner/development would be responsible for the extension of public infrastructure into this area and any process that pursuing any approvals would be necessary to accomplish this under the relevant policies of the County and/or Town ~~and County~~.
4. Facilitate the redevelopment of existing buildings and parcels in the historic downtown, including those located along the E. Broad Way corridor and sections of S. Locust and S. Loudoun Street located within one block of E. Broad Way, by maximizing the adaptive reuse potential of existing structures in order to promote small business uses, including "start-up" businesses.
5. Promote the concept of the Town Center and adjacent areas being a focal point for community life not only a concentration of economic development uses.
6. Locate professional and/or medical office uses in the Lovettsville Town Center commercial core area, the historic downtown, areas planned for commercial use adjacent to the Town Center, and areas adjacent to the

Heritage Highlands retirement community at the southern end of the Town.

7. Where feasible, and as authorized by state law, establish development policies for office, commercial, retail and light industrial sites that promote a scale, form, orientation and massing of development on sites compatible with the existing character of the Town. In addition, establish architectural design guidelines for new commercial uses, where authorized by state law, in order to complement the existing architecture and character of the Town.
8. Promote transportation improvements that will serve ~~new the~~ economic development of the Town but will not adversely impact the existing or planned transportation network and facilitate commuting by Town residents to regional employment destinations or the low intensity character of the Town.
9. Promote development policies and capital projects that provide pedestrian circulation and access facilities (sidewalks and trails) throughout the Town and on streets that lack adequate facilities, including along the Town's older transportation corridors (e.g. East Broad Way, South Loudoun Street, etc.), in order to improve safety and reduce the need for vehicle parking uses in the central portion of Town where economic development uses are concentrated.
10. In addition to efforts by the Town, encourage Loudoun County to provide enhanced public facilities, governmental services, and amenities, including recreation facilities, which will serve the Town's economic development objectives and make the Town more attractive for existing and prospective businesses.
11. Facilitate the establishment of tourism-based businesses such as lodging and restaurant establishments in order to support the local tourism industry.
12. Encourage and facilitate development of the Town Center commercial core in a manner that ~~minimizes surface~~ promotes centralized parking and makes it convenient for pedestrian traffic ~~on-site and to and from other parts of the Town~~ to access multiple shopping destinations from a central parking location.
13. Encourage non-residential development to provide pedestrian circulation on-site and pedestrian access to all types of uses on adjacent properties.
14. Where feasible, implement the Main Street design concept for all types of development so that buildings are located close to the streets and sidewalks, and parking is generally located behind buildings.

15. Develop a public outreach program that will encourage participation by residents, businesses, and employees in the Town's planning and zoning processes that relate to the Town's economic development values, goals, and policies. Include the Loudoun County Department of Economic Development in the process as well. Continue to provide official participation in the Loudoun County Loudoun Places Program in order to share ideas and possible planning and development solutions with other jurisdictions in the County.
- ~~16.~~ The Town recognizes the need to fund and implement capital improvements in advance of development in order to incentivize the development of properties for commercial and/or light industrial business uses. As such, the Town intends to develop and implement the Town's Capital Improvement Program so as to take economic development potential into consideration, and establish appropriate priorities so that the timing of construction of capital improvements, including streetscape enhancements, will facilitate the Town's economic development goals and policies.
- ~~17.~~ ~~Encourage the Lovettsville Business Association to support planning and zoning efforts to enhance the livability of residential areas adjacent to non-residential development.~~
- ~~18.~~~~16.~~ ~~Encourage the Lovettsville Business Association to join the Town in efforts to enhance amenities for the public within non-residential development.~~
- ~~19.~~~~17.~~ ~~Undertake a Marketing Analysis~~Implement the findings of the market study conducted in 2016, including any follow-up analyses and/or plans, to determine which whether supportable commercial uses are supportables should be added (in the zoning ordinance) to the lists of uses permitted in in the Town's Economic Development Plan commercial and industrial zoning districts. Update the zoning ordinance to add definitions and performance standards for such uses, as necessary and incorporate the findings of that study into the Comprehensive Plan.
- ~~20.~~~~18.~~ Develop an Economic Incentive Program that encourages businesses from outside the Town to relocate to the Town on properties available and planned for commercial and/or industrial development. Work with small businesses as well to maximize retention and promote a healthy small-business environment.
- ~~21.~~~~19.~~ ~~Design sign ordinance regulations that help businesses attract customers while ensuring that the area and height of signs are appropriate to the scale of the buildings on the sites where they are located.~~ 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.

~~22.20.~~ Limit ~~total-future~~ residential development growth such that the Town's total population will remain under the population threshold established by the Code of Virginia for towns eligible to receive payments from the Commissioner of Highways for maintenance, construction, and reconstruction of urban highways within the municipality.

~~23.21.~~ Limit the establishment of alternative housing types, such as duplexes and townhouses, to infill properties that are (i) located adjacent to properties where such uses currently exist; (ii) located in proximity to existing or planned commercial areas; or (iii) otherwise located where depicted on the future land use map.

22. Authorize townhouses and/or duplexes in the Town only: (1) upon petition of a property owner to amend the zoning ordinance to create a new zoning district specifically for such uses; and (2) upon approval by the Town Council of an application to rezone ~~the-an~~ owner's parcel(s) to ~~such-the~~ new zoning districtclassification.

~~24.23.~~ Establish a working group or special committee to: (1) evaluate workforce housing affordability and availability for people employed, both currently and in the future, in businesses located in the Town of Lovettsville; and (2) make specific recommendations for adjusting land use/housing policies and zoning requirements in order to better accommodate the Town's growing workforce through the creation of affordable housing opportunities.