

## Chapter 5

# LAND USE

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### 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 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. Table 3 lists and describes the land use categories that are contained in the future land use plan and uses for which specific policies are included in this chapter.

### THE LAND USE PLAN MAP

The Future Land Use Map (See Map 54: Future Land Use 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 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 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 Map.

<b>TABLE 3. LAND USE PLAN MAP CATEGORIES (MAP 4)</b>	
<b>Planned Land Use Map Category</b>	<b>Definition</b>
Town Center Commercial	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.
General Commercial	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.
Old Town Mixed-Use	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.
Office Commercial	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.
Highway Mixed-Use	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.
Light Industrial	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.
Commercial Transitional	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 as 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.
Public/Governmental	Public property owned by governmental agencies or entities, including the Town of Lovettsville and Loudoun County. Includes public offices, schools, libraries, utility facilities, fire and rescue, and similar uses essential to serving the needs of the public.
Open Space (Private)	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.
Public Parks	Town and County (i.e. public) parks and attendant facilities.

Low Density Residential	Single-family detached dwellings and accessory uses at a density* of not more than four (4) dwelling units per acre (DU/AC).
Medium Density Residential	Single-family detached dwellings and accessory uses at a density* generally between 4 and 6 dwelling units per acre (DU/AC).
High Density Residential	Density* is generally more than 6 dwelling units per acre (DU/AC). 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.

\*Means gross density in terms of dwelling units per acre.

## BACKGROUND AND EXISTING CONDITIONS

### EXISTING LAND USE

The Town of Lovettsville contains approximately 528 acres (0.9 square miles). As of 2016, approximately 63-80 percent of the land in the Town is developed, and much of the remaining 20 percent shown as vacant on Map 2 is being actively planned for development by owners and/or developers. 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. Due to the relative lack of undeveloped land, redevelopment of parcels containing existing land uses is expected to provide the majority of land for future residential and commercial growth within the existing corporate limits of Lovettsville.

Existing land uses include commercial, residential, institutional and public and private open spaces, including street rights-of-way, as depicted on Map 2. As Table 4 demonstrates, Residential development, a majority of which consists of single-family dwellings constitute, is the predominant land use in Lovettsville and has been historically. Residential and Commercial land uses are interspersed and concentrated along N. Berlin Pike, S. Church Street, E. Broad Way, and E. Pennsylvania Avenue among existing institutional uses, many of which are located within historic buildings. 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 facilities and parks, including such County facilities such as the Lovettsville Elementary School, the Lovettsville Community Center, future site of the Lovettsville Community Park, the Lovettsville Town Office, and the Lovettsville Library are located throughout the Town. The Town also manages three parks, the Town Office and a number of properties containing municipal water supply and distribution facilities. There are two churches in the Town.

TABLE 4. EXISTING LAND USE 1990 – 2010		
Existing Land Use <del>in Acres</del>	Acres	Approximate Percent of Total Town Area
Residential (by <del>density</del> type)		
<del>Low</del> Single-family detached	246217	471%
<del>Medium</del> * Single-family attached	2010	42%
Multi-family (apartments)	1*	0%
Commercial	1414	3%3%
Light Industrial	n/a	n/a
Public Facilities	22	4%
Institutional	10	2%
Public (i.e. Government) Uses	16	3%
Public Park	2823	5%4%
Private Recreation Open Space	618	12%1%
Institutional	2	n/a
Vacant	106138	20%26%
Public right-of-way and private streets	57**65**	12%11%
TOTAL	528	100%

\* Includes approximately 20 ~~individual dwelling (i.e. apartment) units~~apartments:

\*\* ~~Figure is~~ Approximate

EXISTING ZONING

All ~~land property~~ in the Town of Lovettsville is ~~under~~ located within one (or more) of ten (10) ~~a~~ zoning districts ~~of one type or another~~. The ~~existing zoning map~~ for the Town is shown on Map 43 and a summary table of the total number of parcels, acreage and vacant/undeveloped acreage within each district is included below ~~in and~~ Table 5.

TABLE 5. <del>EXISTING</del> ZONING DISTRICT SUMMARY TABLE	
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<u>Existing Zoning District</u>	<u>Parcels</u> <u>Acres</u>	<u>Acres</u> <u>Vacant</u> <u>Acres</u>	<u>Vacant</u> <u>Parcels</u>	<u>Vacant</u> <u>Acres</u>
Town Center Planned Development T-C	84	59		n/a
CR-1 Residential	3	6	n/a	n/a
R-1 residential Residential	312248	22137	20	39
R-2 R residential	11034	310	0	0
R-3 R residential	18845	450	1	10
T-C, Town Center Planned Development	237	72	6	3
PIDD, Planned Infill Development	4	7	1	6
R-C, Retirement Community	83	20	52	5
C-1, community Commercial commercial Commercial	3045	16.5	2	4
C-2, mixed Mixed-use Use business Business	82.5	13.4	1	8
I-1, Light Industrial	338	3238	2	31
Planned Infill Development	7	6		
R-C, Retirement Community	0	0		
Right of way and private streets	57.5	n/a		
Total	528	135		

**EXISTING-CURRENT DEVELOPMENT PROJECTS**

**Lovettsville Town Center (92% Complete)**

The Lovettsville Town Center is an 84.6-acre mixed mixed-use development community located along the west side of adjacent to the intersection of South Berlin Pike near its intersection with and Broad Way. The residential area, which contains

78.36 acres, 212 single-family lots and approximately 19 acres of neighborhood parks and open spaces, is expected to be built out by the end of 2016. The commercial core area known as Lovettsville Square, about half of which remains undeveloped, comprises 6.23 acres adjoining two sides (the southwestern and northwestern sides) of the Town Square. 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 This commercial center Town Center is was designed to provide an extension of the existing historic old downtown commercial activity center on East Broad Way to form a larger "downtown" with and to augment the Town's commercial areas with modern various commercial uses and retail spaces, flanked by traditional residential uses houses, and abundant public green open spaces. Combined, tThis he expanded downtown commercial core will serve as a social focal point for social, recreational, entertainment, shopping and dining activities for the benefit of Town residents, workers, and visitors to shop, eat, and find entertainment like. The Town Square helps slow traffic on Berlin Pike and provides a public open space for social gatherings at the geographic center of the Town.

The Town Center commercial core Lovettsville Square shopping center is designed to include uses typically found in small towns, such as general stores retail shops, delicatessens, restaurants, hardware stores, professional and medical offices, beauty salons salons and personal service establishments, card shops, video stores, or antique shops and similar uses. These uses are designed in The commercial buildings that have a scale have a German-themed architectural style intended to compliment compatible with the existing Town and which are compatible with the existing local businesses the area's history and augment Lovettsville's identity as a regional, small-town destination for events and tourism. The Town Center commercial core Lovettsville Square is designed so that the commercial center is close to Berlin Pike with the buildings facing the Town Square and wide sidewalks to facilitate pedestrian access from all parts of the Town. The fronts of the Structures buildings are located on next to the sidewalks to facilitate and encourage outdoor dining 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.

### **Lovettsville Glen and Loudoun West (0% Complete)**

The Loudoun West subdivision (27 lots) is located on Cooper Run Street near the intersection with East Broad Way and Eisentown Drive. The subdivision will consist

of single-family dwellings and associated open space areas and trails located in the R-1 Zoning District. Construction is expected to begin in 2017.

The Lovettsville Glen subdivision (14 lots) borders the Loudoun West subdivision to the north and is also located in the R-1 District, although primary vehicular access to the subdivision will be from N. Berlin Pike. The subdivision consists of single-family homes and open space areas. Construction is expected to begin in 2017.

#### **Keena Subdivision (0% Complete)**

Various plans going back at least a decade have put forward for subdividing the Keena properties located in the older, historic part of Town, which include the large, open field bounded on three sides by Frye Court, E. Broad Way and Locust Street as well as the smaller triangular-shaped property located at the intersection of Locust Street and S. Loudoun Street. The most recent plan approved by the Town would create 24 new single-family lots and construct two north-south streets (including an extension of E. Pennsylvania Avenue) in order to complete the street grid and connect Locust Street to Frye Court. Construction is expected to begin in 2017 or 2018.

#### **Heritage Highlands Retirement Community (35% Complete)**

The Heritage Highlands retirement community Heritage Highlands is an age-restricted community made up almost entirely of duplex dwelling lots located at the southern entrance to Town. The residential section is approved for up to 80 independent living units duplex dwellings located in a zoning district created specifically for such purposes (Retirement Community or R-C). constructed in duplex buildings and a In addition, a clubhouse facility and large, open space areas with paved trails are planned within the residential area, and a 42-unit assisted living facility is planned for the adjacent site fronting on South Berlin Pike. 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. As of 2016, 28 units have been constructed.

#### **Lovettsville Community Center (0% Complete)**

The conditional use permit (CUP) for a new community center building at 57 E. Broad Way to replace the aging building at that location was approved by the Town in 2014. The new building will be approximately 19,290 square feet and will expand the pool house and parking at the facility by constructing a new lot in the area currently occupied by the baseball field. Construction is expected to begin in 2017.

#### **Lovettsville Community Park (0% Complete)**



The 92-acre future site of the Lovettsville Community Park, to be managed by the Loudoun County Department of Parks, Recreation and Community Services, is located along the southeastern boundary of the Town between the Lovettsville Elementary School and the Lovettsville Community Center. Only 19 Nineteen acres are located within the corporate limits of the Town; ~~and~~ the remainder ~~is located in~~ the County and subject to County zoning. 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 ball fields, trails, and a dog walking park that will serve the Town and the surrounding County.

## ISSUES AND FUTURE NEEDS

1. ~~The majority~~Most of the land located within the corporate limits of the Town is either developed or in the process of being developed. ~~Some tracts are subdivided, zoned, or rezoned but are not otherwise developed~~. Remaining ~~V~~vacant parcels are ~~few~~scarce as shown on the existing land use map, although ~~An indeterminate~~ a number of properties are significantly larger than the minimum lot size allowed in the underlying zoning district ~~amount of land and~~ may be appropriate for redevelopment on land that is underutilized ~~further subdivided or redeveloped~~. Redevelopment is expected to occur usually as small, infill development. Therefore, one ~~The issue and future need is to plan~~ is whether ~~sufficient land remains in the Town limits to support the residential and non-residential growth~~ anticipated during the next decade, thereby to enable ~~economic development~~ advances, including new retail commercial development ~~businesses, in Lovettsville, or whether the Town should consider annexing property located outside the Town limits in order to continue accommodating expected growth,~~ while assuring that residential growth is compatible in density and visual character to the small town character of Lovettsville. In order to plan for an expansion of the Town, the Town would have to approach and work closely with Loudoun County during future revisions to the County's Revised General Plan in order to obtain changes to that plan, which currently proposes a maximum development density of one dwelling unit per twenty acres in the areas adjacent to the Town.
2. Given the ~~location of~~ lack of available land ~~available~~ for future residential development and the need to provide a variety of housing types for different income levels ~~housing for workers who will be employed in the Town's future commercial establishments~~, ~~an one~~ issue is whether ~~or not~~

the Town ~~takes advantage of the opportunity to plan~~ authorizes medium higher-density density development on the little remaining undeveloped (and undersome of this developed) land in Lovettsville. Examples of ~~this type of land are these parcels include~~ the vacant tract ~~next to the existing~~ adjoining Lakeview Village View townhouses at the end of ~~on~~ Park Place, ~~the vacant tract between Frye Court and S. Locust Street,~~ and the four-acre ~~tract parcel zoned C-1~~ on S. Loudoun Street currently zoned C-1.

3. There is a need to attract commercial, particularly retail, development to serve the Town's expanding residential development population. ~~The question is w~~ The Town's plan should address the ~~hat amount of~~ m ~~ix of new residential development~~ commercial businesses that both is supportable and appropriate, where workers will live, and what building form and architecture the commercial buildings will have, especially in the area surrounding the Town Square. ~~will create the market for this growth?~~
4. Existing commercial uses are limited concentrated primarily in two main areas: to the western near the intersection of E. Broad Way corridor and the area around the intersection of E. Broad Way and Berlin Pike and S. Loudoun Street, and the section of Berlin Turnpike located between the Town Square and Lovett Drive. The ~~Town Center~~ Lovettsville Square shopping center, including future phases, commercial core is planned and zoned and will expand ~~the commercial land located~~ uses at the geographic center of the Town on properties surrounding the Town Square. ~~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~~ One issue is whether ~~or not~~ these properties will provide sufficient land area for anticipated commercial growth, and if not, whether the there is some need exists to plan for other additional commercial uses ~~uses somewhere else in Town, for instance, along at the southern section of Berlin Turnpike end of Town where the Heritage Highlands retirement community is developing on Berlin Pike.~~
5. ~~There appears to be an opportunity and a~~ In the event the market study or future studies identifies a need to have an area adjacent to ~~for~~ additional medical and professional office uses to serve residents of the Heritage Highlands retirement Retirement community Community and Lovettsville's senior citizens generally, the Town may wish to consider planning such future commercial uses on adjoining properties 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 style of future housing in the Town Center should be compatible with the prevailing character of homes in the neighborhoods surrounding a particular residential development. For instance, homes built within or near the Town's historic district should respect the historic-prevailing character of the surrounding Town neighborhoods and be consistent with the predominant architectural style theme found in the district of the commercial Town Center area. Single family housing on mixed lot sizes is planned for this development. One issue, therefore, is whether the Town will consider adopting a zoning overlay district and architectural standards therein to regulate the architectural style of houses constructed in and near the historic district.~~
7. ~~New-Future employment uses and opportunities will be generated mainly principally by the development on-of the vacant thirty-acre portion of the land zoned I-1 along N. Church Street for Engle Tract through establishment of a combination of "flex" or light industrial, commercial, residential and, potentially, and office uses. The Town is committed to The issue and future need is to assure ensuring that this-any development of this tract creates has a visual appearance visually attractive buildings that is-compatible are consistent with Lovettsville's small town character and does not have-create an adverse condition for or impact on adjacent residential areas in terms of visual and traffic impacts neighborhoods. Another issue is It is also key to-whether development on-of the Engle Tract will this-land that a-necessitate an additional access point of access to the Town's street network, be-provided-or-whether- N. Church Street should-not be the sole access point for the potential development will be~~

sufficient to handle the volume and type of traffic anticipated as a result of this 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.~~

~~9.8. The Lovettsville Community Park ~~master~~ Master ~~plan~~ Plan has been approved by both Loudoun County and the Town of Lovettsville, and a special exception has been approved by the County for the project. Both entities should work together to develop the site plan in accordance with the conditions of approval and master plan generally, and implement the should encourage the implementation of the plan for the benefit of residents of Lovettsville and the surrounding area.~~

~~10.9. 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. One issue is whether additional land may be needed in the future near Heritage Highlands for housing and services for Lovettsville's senior citizens, especially for those that have mobility or other impairments and may need in-home care and assistance with day-to-day living activities. Any such future development in this general area should be required to have a minimum amount of acreage. The intent of this use reason for this is explicit in the Retirement Community R-C zoning district, which was created specifically for such purposes in order to support a permits and encourages a variety of uses and facilities for seniors within a single development, including assisted living facilities, extended care facilities, and related medical and health services uses. Developments for seniors should generally be designed and configured to provide such a variety of related uses, including open spaces and pedestrian facilities, within the same general area for proximity and the convenience of seniors living there. 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.

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.~~
- 13.10. ~~The Lovettsville Game Protective Association (LGPA), which owns a property having substantial frontage on S. Berlin Pike and is currently zoned R-1, may want another land use option in the future desire to sell all or part of their property in the future to a developer. The issue is what alternative use is most beneficial. The Town must determine the highest and best use of the property if a proposed future use is not supported by the existing residential zoning?-. 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 can support new single-family residences by-right but is a prime location for commercial~~

~~development with some of the best traffic access and visibility 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. The Town will need to identify the best, long-term use for the property and plan accordingly while ensuring that at any future development does not conflict with adjacent residential uses.~~

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.**

## POLICIES

The Land Use Plan (see Map 54: 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. Ensure that infill development is compatible with the prevailing character of surrounding neighborhoods in terms of building style, massing, scale, and orientation/configuration of driveways and garages to public streets.
2. Promote the inclusion of consolidated, commonly owned open space for passive or active recreation in large developments, both residential and non-residential.
3. Provide sufficient land ~~uses that are~~ for active and passive public recreation activities.
4. Protect existing ~~major~~ environmental resources ~~to protect the eco-systems~~ as part of the plan review and land development process, such as 100-year floodplain land including streams, wetlands and floodplains.

5. Plan and implement pedestrian facilities ~~using public resources and private developments as part of the land development process~~ to provide opportunities for walking, ~~biking, shopping and~~ touring, ~~and biking anywhere throughout in~~ the Town.
6. 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.
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.
8. Any increase in density authorized by a rezoning or conditional use permit should be offset with 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.
9. 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.
10. The Town should encourage Loudoun County to provide road and traffic controls improvements that will be needed to serve the Lovettsville Community Park.
11. Assure that development regulations in the Town ordinances are consistent with the Comprehensive Plan land use goals, objectives, and policies.
12. Increase the diversity of housing stock by providing for various types of dwelling units within a variety of building types (e.g. mixed-use buildings, adaptive reuse of existing buildings, accessory apartments, etc.) in order to provide additional housing choices for people in various household types, age cohorts and income levels.
13. Encourage land consolidation and unified development throughout the Town, especially for non-residential uses, to avoid fragmented development requiring multiple access points.
14. Encourage landscaping and beautification within existing and new development.

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.
- ~~16.~~ “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).
- ~~17.16.~~ ~~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.~~
- ~~18.~~ ~~Plan for road and street improvements to enhance traffic flow and access while accommodating the need for pedestrian circulation and safety.~~
- ~~19.17.~~ Monitor development on an annual basis to assess the implementation of the Comprehensive Plan and progress toward build-out.
- ~~20.18.~~ Coordinate with Loudoun County to adjust the Town boundary in order to bring entirely into the Town or County 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.
- ~~21.19.~~ Design sign ordinance regulations that help businesses attract customers while ensuring that the area, height and illumination 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.~~ 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.

~~23.21.~~ 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.

~~24.22.~~ 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.

~~25.23.~~ Assure that future retirement community development occurs in the R-C zoning district and primarily serves persons aged 55 years and older.

~~26.24.~~ Assisted living centers, nursing homes and similar residential care facilities, including projects involving the construction of age-restricted dwelling units, are to be developed under the following guidelines:

- a) 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) Architectural elevations are required for all 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.

~~e)d)~~

~~27.25.~~ The Engle Tract Special Planning area is proposed to be developed in the following manner:

- 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 54: Land Use Plan Map)

- b) Secondary street access (aside from N. Church Street) is constructed to link to an existing public street when over fifteen (15) acres of the site is approved for development. (see Map 86: Transportation Plan Map)
- c) Pedestrian facilities will be provided throughout the development.
- d) 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.
- e) Service and loading bays should be oriented such that they do not face adjacent residential areas.
- 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.

28.26. 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.

29.27. 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 to S. Berlin Pike with residential uses located behind the commercial area.~~

- ~~b) Medical offices, health care services, hospice care, nursing home or similar commercial uses are developed in the commercial area.~~
- e)a) A single entrance for vehicular access is provided ~~from to~~ S. Berlin Pike.
- ~~d) Adequate buffering and/or screening is provided between non-residential uses and residences located behind the commercial area.~~
- e)b) Access is extended from S. Berlin Pike through the property to provide for a future connection to Red Bud Lane.

~~30. 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)~~

~~31.28.~~ 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~~ GUIDELINES FOR DESIGNING DEVELOPMENTS

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.~~

- 4.2. If development requires rezoning or a conditional use permit and is anticipated to have a significant effect on local streets, a traffic impact analysis should be provided by development applicants to ~~document the fact that traffic can be handled adequately by the~~ ensure that the transportation network can adequately handle the additional traffic. Development should provide the necessary street improvements ~~to both on the site and, if necessary and feasible, off-site to handle accommodate the~~ traffic impact ~~from of~~ specific development projects. ~~In some cases this may mean off-site improvements, depending on the character of the development.~~
- 5.3. Adequate ~~P~~public sewer and water should be ~~planned and~~ available ~~in anticipation of development applications that implement planning and development policiesto~~ developments and capacity of the Town to maintain proposed water and wastewater facilities should be evaluated and verified before connections to the Town's water and sewer systems are authorized.
- 6.4. All structures and sites with documented historic value should be preserved and protected, including even when ~~if~~ the original use of the property is changed to another use. Adaptive reuse of existing historic buildings is strongly encouraged ~~with exceptions considered for parking and buffer yard requirements in the ordinances~~.
7. Institutional uses, including churches, ~~hospitals, access~~ medical 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~~ surrounding community in terms of building mass, scale, architectural ~~treatment~~ style, ~~or and~~ traffic impact. Each such proposed use should be considered on an individual case-by-case basis.
8. ~~Transportation improvements should be provided as shown on Map 7, Generalized Access and Circulation.~~
- 9.5. ~~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.~~
6. Land consolidation is strongly encouraged for most uses in order to provide for a unified development theme, prevent fragmented development, and limit ~~and limited~~ access points to and from major thoroughfares.

7. Multiple businesses should be consolidated into a single structure to conserve land for additional commercial and economic development uses.

~~Design, Streetscaping, and Pedestrian Circulation~~

~~Land and access consolidation is strongly encouraged to prevent fragmented development and the proliferation of access points on major thoroughfares.~~

~~Development should be unified or continuous, not fragmented. A single structure should generally contain multiple businesses.~~

- ~~10. 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.~~
- ~~11.8. The design of buildings should have varied facades reflecting their order to distinguish individual businesses. Buildings should have four-sided architectural treatments on all sides so that they are attractive from any viewvantage point.~~
- ~~12. 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.~~
- ~~13.9. Architecture and site design should generally reflect the Main Street design concept in which buildings are oriented to the major main public streets with wide streetscaping treatments sidewalks. Parking should all be and parking lots located behind structures. Buildings should have entrances to sidewalks along the streets and to parking lots in the rear.~~
- ~~14. The major orientation of commercial buildings should be facing Town Square, Berlin Pike, and E. and W. Broad Way.~~
- ~~15. Buildings should be made of soft materials, such as brick and wood, instead of hard materials, such as metal and concrete.~~
- ~~16. 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.~~
- ~~17. 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.~~

- ~~18.10.~~ A mixture of non-residential and residential uses contained within the same structure ~~should be~~ encouraged, ~~with~~ R residential uses located on the ~~second level~~ upper stories above compatible, ~~the ground-level level retail or office~~ commercial uses.
- ~~19.11.~~ 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 in order to ~~attract~~ facilitate pedestrian travels.
12. ~~Shade trees should be planted in green strips along street curbs~~ public streets at regular intervals every thirty feet on center.
- ~~20.~~ ~~Tree species should be those allowed in Section 6 of the Zoning Ordinance.~~
- ~~21.13.~~ Streetlights lamps should be located along the ~~curbs of~~ streets at ~~twenty-five foot regular~~ intervals. The light from street lamps should be directed only downward and horizontally. Ornamental or decorative streetlights should be selected for use along particular streets or in particular settings (e.g. public parks).
- ~~22.14.~~ Street furniture, such as benches and waste bins, should be located within installed as part of the streetscape treatment in order to encourage pedestrian ~~use~~ access from residential neighborhoods to ~~of~~ commercial facilities ~~businesses in the new downtown.~~ Bicycle racks should be provided in areas anticipated to have significant bicycle usage.
- ~~23.~~ ~~Internal public streets in the Land Bay may have only one sidewalk but that sidewalk should have full streetscape treatment.~~
- ~~24.~~ ~~A clearly defined pedestrian circulation system should be provided that connects development within the Land Bay and from the Land Bay to adjacent properties.~~