Town of Lovettsville

Comprehensive Plan

2011

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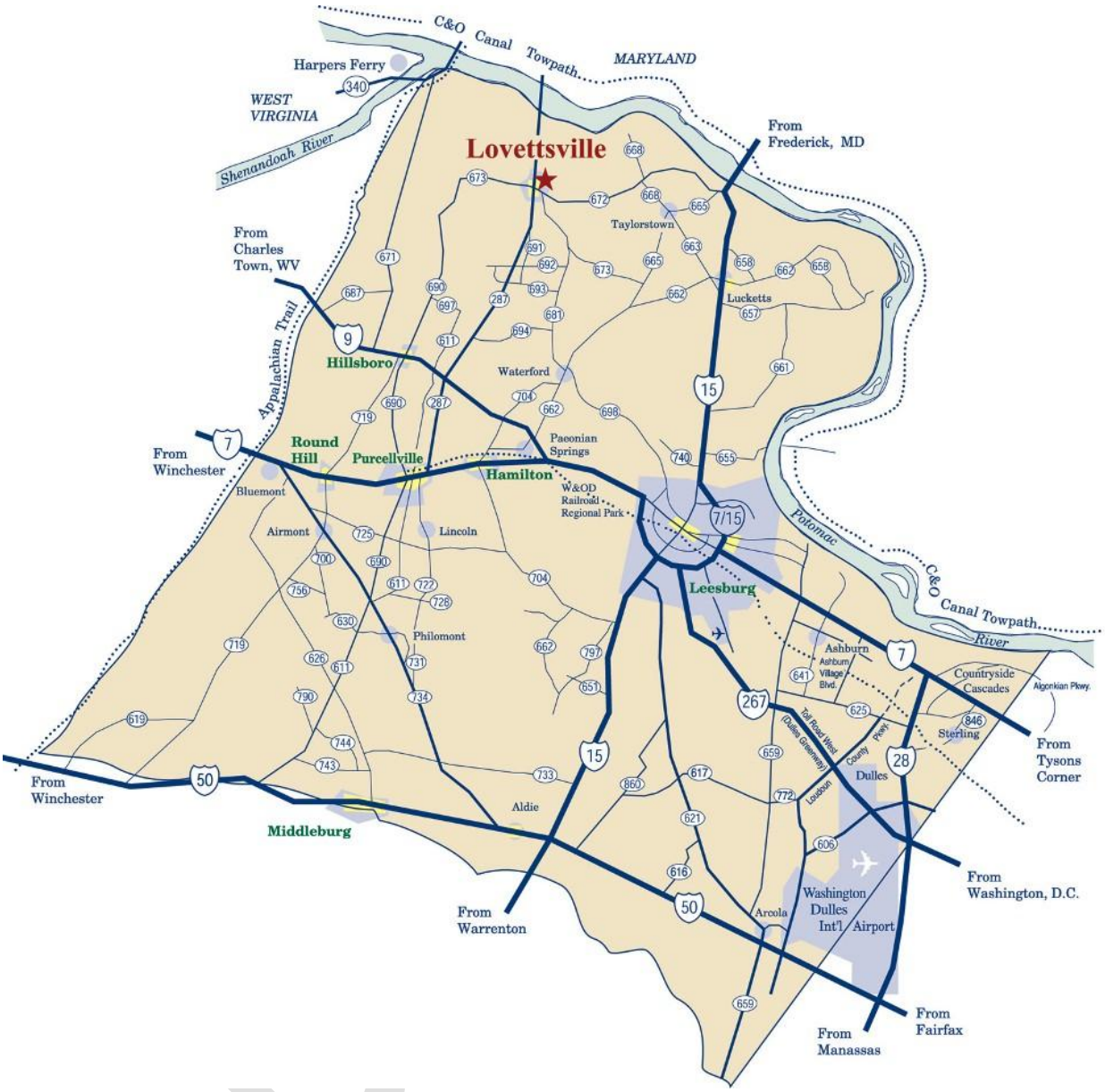
C&O Canal Towpath
MARYLAND
Harpers Ferry
WEST VIRGINIA
Shenandoah River
Lovettsville
From Frederick, MD
Taylorstown
From Charles Town, WV
Appalachian Trail
Lucketts
Hillsboro
Waterford
Round Hill
Purcellville
Hamilton
Paeonian Springs
From Winchester
Bluemont
W&OD Railroad Regional Park
Airmont
Lincoln
Leesburg
Potomac River
C&O Canal Towpath
Philomont
Ashburn
Ashburn Village Blvd.
Countryside Cascades
Algonkian Pkwy.
Sterling
From Tysons Corner
Toll Road West (Dulles Greenway)
County Pkwy.
Dulles
Loudoun
From Winchester
Aldie
Middleburg
From Washington, D.C.
From Warrenton
Arcola
Washington Dulles Int'l Airport
From Fairfax
From Manassas

INTRODUCTION TO THE COMPREHENSIVE PLAN

THE COMPREHENSIVE PLAN

The requirement for and purpose of the Comprehensive Plan is established in the Code of Virginia, Section 15.2-2223.

The following chapters constitute the Comprehensive Plan for the Town of Lovettsville, Virginia. These chapters contain different subject headings but together provide an integrated expression of the Town's long and short range objectives and how these might be implemented through the development process: the efforts to preserve historic and environmental resources, the desire to accommodate growth while maintaining the Town's village character, the need for more services to the community, and the obligation to provide the practical means for achieving the goals of the community.

Each subject heading of the Comprehensive Plan has a background section, a section specifying the issues and future needs related to the subject heading, a section that specifies the policies that should guide development and related activities, and a section that explains any implementation mechanisms that are appropriate to use in the development review process.

OVERVIEW

Lovettsville is a small town with historical roots that go back to 1732. The Town was laid out in 1820 and served as a thriving commercial center for the surrounding farming areas for over one-hundred years. This function was eventually eclipsed during the post World War II period by other, larger communities in Loudoun County, Northern Virginia and nearby Maryland, which is about three miles from the Town.

Since 2005 Lovettsville has experienced a rapid increase in housing growth of the single-family detached residential type. The population influx consists of people who are attracted to the traditional main street character of Lovettsville set in the larger context of mainly rural northern Loudoun County. The low density of development in the Town, for example, allows the Short Hill Mountains to stay in view from most venues in and around the Town, and helps make Lovettsville visually attractive.

The Town is provided with a number of public services and facilities (water, sewer, solid waste collection, recreation, library, elementary school, and street lights) by local, County, State and Federal agencies, as well as a smattering of private retail, commercial, fiduciary, and light industrial services. Convenience outlets, small shops and home based businesses, sidewalks and bike trails, quiet country streets, mixed socioeconomic neighborhoods, and a rural feel help to keep Lovettsville's pace

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of life slower, less congested with traffic than found in the more densely populated areas in the region. In a semi-rural setting Lovettsville provides modern services, both public and private. Lovettsville has the Lovettsville Elementary School, the Lovettsville Library, the Lovettsville Museum, and the Lovettsville Community Center. Residents have access to religious facilities inside and outside the Town. The Lovettsville Community Park is a Town and County park, which is master planned for a variety of active and passive resources. The Town is served by the Lovettsville Volunteer Fire and Rescue, Company 12. There is a Town government office.

Clubs and organizations are a vital part of the Town. The Lions Club and Ruritan Club are two very active civic organizations in Lovettsville. There also are Scouts, Brownies, 4-H Club, the Lovettsville Museum, Little League Baseball, Soccer, Softball, the Lovettsville Game Protection Association, the German Society, the Masonic Lodge, and an Auxiliary to the Lovettsville Fire and Rescue Company located in and around the Town.

Lovettsville is close enough to larger urban centers and towns (Leesburg, Purcellville, Virginia; Brunswick and Frederick, Maryland), so that residents have access to more expansive retail, cultural, and employment facilities. The MARC train facility in Brunswick, about three miles from Lovettsville, provides rapid rail transportation to inner Montgomery County and Washington, DC for social, employment, sports, or other cultural purposes.

Medical services are provided to Town residents by Loudoun Healthcare, a division of INOVA Health System and the Loudoun County Health Department. Loudoun Healthcare's INOVA Loudoun Hospital is located in Lansdowne, approximately 20 miles southeast of Lovettsville. Loudoun Healthcare's Mobile Medical Van serves Lovettsville occasionally, providing wellness-oriented walk-in services. Loudoun Healthcare operates an Emergency Department at its Cornwall Street campus in Leesburg, approximately 15 miles southeast of Lovettsville, along with a free clinic. The Loudoun County Health Department is located in Leesburg. There are two dentist offices in the Town.

The Loudoun County Department of Family Services, with main offices located in Leesburg, operates several Federal and State-funded programs which are available to Town residents. Programs include Medicaid, Aid to Families with Dependent Children, food stamps, and other relief services and housing programs. Child welfare services include adoption, foster care, day care, court services, and protection of children from abuse and neglect. Adult services include limited psychiatric care, child and adult day care, nursing home placements, and protective services.

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LONG-RANGE VISION FOR THE TOWN

Lovettsville is committed to keeping the small-town character that has defined its identity historically while modernizing services and businesses and adding modest population growth.

Town residents believe in this vision and are willing to work as a community with businessmen, community leaders, citizen organizations, and potential developers to ensure that the vision is achieved and preserved. The Town is committing its own resources to help ensure its human scale by building sidewalks throughout Town, allowing people to frequent existing businesses, public services (library, community center, school), and neighbors more easily and more safely, without having to depend upon cars. This plan also recommends new land use and zoning policies toward this end that are designed to strengthen the gatherings, and to encourage extensions to the existing community that aren't cloistered, but are integrated into the community fabric.

Lovettsville does not want to provide the "big box" services available in the larger communities of Purcellville, Brunswick, Leesburg, Frederick, or eastern Loudoun County. The Town supports local businesses that can best thrive by marketing to the local and larger community, such as bed and breakfast inns, restaurants, wineries, and produce farms.

The Lovettsville Town Center, created in 2002, has been approved with a human scale design with small commercial spaces. Buildings are close to the street with wide sidewalks in front, and parking behind. The architectural character of the Town Center commercial core is designed to complement and enhance Lovettsville's historic low intensity character. The Town Center design provides ample public common space to serve as a community gathering place for the entire Town and as a buffer for adjacent residential neighborhoods and commercial activity within the Town Center itself. The Town Center plan is meant to help to knit together the existing old downtown, the newer subdivisions (New Town Meadows, Kingsridge and Heritage Highlands) and the new Town Center. This is planned to reinforce the sense of community that has, historically, made the Town an attractive place to live.

GOALS AND VALUES

GOALS

The Town of Lovettsville seeks to:

1. Preserve the historic small town character and encourage preservation of the pastoral quality and vista of the land surrounding the Town.
2. Maintain a scale of structures and development compatible with the small town character.
3. Preserve the historic resources, and unique cultural heritage.

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4. Accommodate supporting agricultural businesses within the Town.
5. Obtain and preserve open space for public use and enjoyment.
6. Protect, conserve and restore natural resources, particularly open space, surface, and subterranean water and wildlife habitat.
7. Promote well-planned residential, office, light industrial and commercial growth that has a density and building scale consistent with the Town's low intensity character.
8. Promote a balance of transportation opportunities that provide for vehicular access and circulation while supporting a strong pedestrian orientation.

VALUES

Lovettsville's overall values can be summarized as:

1. Small enough to be cooperative and friendly; large enough to provide essential services, conveniences, and public facilities.
2. Supportive of a human scale residential environment.
3. Enjoyment of a peaceful atmosphere.
4. Appreciative of the historic community and its resources.
5. Actively willing to incorporate new residents with the existing community.

SHORT HISTORY OF THE TOWN

The Town of Lovettsville and the surrounding area–known as The German Settlement-has a number of features which make it unique in the region, and indeed in the country as a whole. Our vision should be to recognize and preserve those features which provide our singular character as a community, while at the same time accommodating new growth and welcoming newer residents.

For about two centuries, Lovettsville was a largely self-sufficient, rural community, one in which people worked in the vicinity of where they lived. Lovettsville was a working town, a vibrant commercial center serving farms in the surrounding area. Every building in the old part of the town had a commercial purpose at one point or another.

Culturally and socially, Lovettsville was much more closely associated with Frederick County, Maryland, than with the rest of Loudoun County. Among the long-time residents, that still remains true today. This feature arose from the fact that the 18th century settlers came from the north – from Pennsylvania and Maryland – rather than from the south and east (Tidewater Virginia) as is the case for the rest of the Loudoun County. The early settlers were mostly German-Americans, whose families had come from Pennsylvania (and New York), through Western Maryland;

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some continued on into the Shenandoah Valley, starting in about 1731, but many saw no reason to go any farther.

These German-Americans were fiercely patriotic in the Revolutionary War, and also later during the Civil War. The Lovettsville area voted overwhelming against secession (88 percent opposed) in 1861, and, along with Waterford (a Quaker community), raised the only organized military unit from the present state of Virginia which fought for the United States of America--the Loudoun Independent Rangers.

Lovettsville remained a self-sufficient community until the period following World War II.

Even before the Town was laid out in 1820, there were one or two general stores here: Thrasher's Store and Douglas & Fulton's Store, probably on the north side of what is now E. Broad Way. A building "boom" was triggered by the completion of the B&O Railroad and the C&O Canal, to Berlin (Brunswick) in 1832, which allowed farmers to ship grains and other crops to Georgetown and Alexandria, and enabled merchants to obtain goods from Baltimore and later other cities. By 1835, there were four stores, two boot and shoe factories, a cabinet maker, a tailor, a saddler, milliner, and a tavern.

In 1880, when the Town's population was 92, the Town contained two general stores, a millinery store, a jewelry shop, a clothing store, a furniture store, and two blacksmith shops.

By the 1888-91 period, there were operating in Lovettsville: one baker, three blacksmith/wheelwrights, one coach/wagon maker, one dry goods merchant, one florist, one furniture dealer, three general merchants, one livery stable, one millinery store, two mills, one saddle/harness maker, one physician, two dentists, and one undertaker.

Around the turn of the century, in addition to those business establishments listed above, there were a total of four stores, three blacksmith shops, plus two fertilizer houses, a wheelwright's shop, an undertaking parlor, two tombstone shops, a harness shop, a livery stable, and Reamer's hotel, (plus a jail, five churches, and two schools).

In the 1930s, there were five general stores in Lovettsville, which among them sold groceries, meat, farm supplies, including feed and seed, and gasoline and kerosene. There were also a number of livestock dealers in town. Other businesses were a meat store and butcher shop, at least two creameries, a couple of barber shops, and a blacksmith shop.

There were three auto dealers in Town, representing the once "Big Three" -- selling Ford, Chrysler, and Chevrolet products.

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Chapter 1

HISTORIC RESOURCES

BACKGROUND AND EXISTING CONDITIONS

Preservation of the Town's historic resources was formalized as far back as l974 when the Town appointed the Lovettsville Restoration Committee in an effort to restore the building that was a butcher shop owned by Thomas Potterfield. Today this structure houses the Lovettsville Museum and shares the same lot as the Town office, located at 6 Pennsylvania Avenue. The Museum and Library were both located in this building until 1987 when the collections had outgrown the space and the County moved the Library to a new building. In 1990 the Museum reopened under the auspices of the Lovettsville Historical Society, which had been established in l988 as a replacement for the Lovettsville Restoration Committee. In 2009 the Lovettsville Historical Society was incorporated and was subsequently granted tax-exempt status by the Internal Revenue Service.

Over the years, many old structures have been demolished, which has diminished the Town's historic resources. In 2008 the Hammond Blacksmith Shop building on E. Broad Way and Church Street became a safety hazard and was razed. However, in addition to the old Butcher Shop on E. Pennsylvania Avenue, other old and historic structures in Lovettsville have been renovated, including one located at 13 E. Broad Way, which is a restaurant. The old Potterfield residence (c. 1880) on the corner of Church Street and Pennsylvania Avenue has been adaptively reused for commercial uses. The home at 38 S. Loudoun Street has been converted into a bed and breakfast business.

In 2004 Loudoun County completed an initial survey of buildings in Lovettsville as part of a countywide historic preservation planning effort. A Preliminary Information Form (PIF) was completed that delineated an area within the old part of Town where structures with historic value are concentrated. Collectively these properties are eligible to be placed in the National Register of Historic Places and the Virginia Landmarks Register. In 2010 the Town, through the efforts of the Lovettsville Historical Society was able to get financial assistance from the Virginia Department of Historic Resources (VDHR) to take the initial steps toward nominating and establishing an historic district for the Town. When completed the Nomination will allow the Town's historic district to be placed on the National Register of Historic Places and the Virginia Landmarks Register. The process of establishing this district involves an in-depth survey of certain structures in the Town and their history. Listing in the National Register of Historic Places and in the Virginia Historic Landmarks Register is strictly honorary and does not involve any regulatory controls associated with the establishment of a local zoning overlay district.

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The Lovettsville Community Park contains historic resources reflecting the history of the Town and the surrounding area. The Master Plan provides for their preservation and interpretation.

ISSUES AND FUTURE NEEDS

The Town is always faced with the loss of historic resources as landowners sell their property, raze existing structures to replace them with new ones or drastically alter existing structures. Archaeological resources can be destroyed as development occurs as well. The issue for the Town is finding the best way to preserves its historic resources. Historic resources should be considered as having common value as well as value to landowners because they benefit the Town's economic resources, its visual aesthetic, and its sense of cultural continuity.

Section 15.2-2306 of the Code of Virginia provides enabling legislation for local jurisdictions to establish Historic Overlay Districts. These districts define zoning regulations for development in a manner that promotes the general welfare, education, economic prosperity, and recreational pleasure of the public. This is done through the identification, preservation, and enhancement of those buildings, structures, neighborhoods, landscapes, places, and areas that have special historical, cultural, architectural, or archaeological significance. In addition, the Code allows for the documentation and planned preservation of significant resources as part of the land development process.

To date, the Town has not created historic overlay districts to protect significant historic resources and areas. Further, the Town does not currently have an ordinance that would require professional identification, documentation or preservation of historic and archaeological resources as part of the development process.

In order to avoid the loss of significant historic resources in the future, the Town should consider assessing the measures enabled by the Code of Virginia and evaluate how these tools can be used to support preservation objectives and achieve the Town's historic preservation goal. Planning, zoning and other ordinance measures in combination with public education and volunteer efforts should all be considered as means to achieve historic preservation in the Town.

GOAL

To preserve as much of the Town's historic character and as many of its significant historic structures and resources as possible to provide a sense of community continuity, aesthetic pleasure, recreational opportunity, and economic attractiveness.

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POLICIES

1. Identify and provide protection for the character of those specific areas in the Town with concentrations of historic structures and related cultural resources.
2. Preserve significant historic resources using measures provided by the Code of Virginia.
3. Establish a complete Historic Landmarks Inventory in concert with the Lovettsville Historical Society and the Virginia Department of Historic Resources to be used, in part, as a basis for a National Register Nomination and inclusion in the Virginia Landmarks Register to the State and Federal Government to create an historic district for the historic part of Lovettsville.
4. Establish a prioritized mission statement for a public historic preservation program with the aid of the Lovettsville Historical Society.
5. Explore the value of any other means for preserving and protecting the Town's historic resources, including those provided in the Code of Virginia. This effort may also lead to recommendations that involve amending the Comprehensive Plan, Zoning Ordinance, and Subdivision Ordinance.
6. Create a planned land use pattern in the vicinity of historic resources and areas with an historic character that is compatible with the type of historic resources.
7. Promote and provide incentives for adaptive reuse of existing structures with historic value.
8. Design and establish a zoning district wherein dwellings with significant historic value are permitted to be used for non-residential uses if they are compatible or made to be compatible with adjacent residential development in terms of such elements as parking, setbacks, buffering and natural vegetation, and artificial screening.
9. Develop a study and recommendations for amending the Subdivision Ordinance in a manner that would help protect historic and archaeological resources on land where larger development occurs, either through the legislative action process or the by-right development process.
10. Encourage private volunteer efforts of the Historical Society, to work with individual landowners who are undertaking development or major improvements so that significant archaeological resources can be preserved in place, or documented for the benefit of the community.

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11. Evaluate the need for amending ordinance landscaping and buffer yard requirements for development adjacent to historic resources.

12. Evaluate the cost-benefit of requiring the undergrounding of public utilities in the historic portions of the old downtown.

13. Promote public education programs about the history of the Town, its historic resources, and the measures provided by the Code of Virginia to promote and protect the historic resources.

14. Support the efforts of the Lovettsville Historical Society to enhance the museum's educational resources and to find additional quarters when the collection expands beyond the capacity of the present facility.

15. Encourage and support the Lovettsville Historical Society, the Lovettsville Library, and the Lovettsville schools to incorporate Lovettsville's history into the established curriculum as a means of educating youth and the general public about the Town's history, its historic resources, and the measures provided in the Code of Virginia to promote and protect historic resources.

16. Encourage and support the Lovettsville Historical Society to establish an oral history project to capture the personal and first-hand experiences of long-time Lovettsville area residents.

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Chapter 2

ENVIRONMENT

BACKGROUND AND EXISTING CONDITIONS

CLIMATE AND TOPOGRAPHY

The climate of Lovettsville is classified as "modified continental" by the National Weather Service and is characterized by mild winters and warm, humid summers. The average mean annual temperature is 51 degrees. Precipitation is well distributed throughout the year with the maximum occurring in June and the minimum in February. The average annual precipitation is 40 inches. The prevailing wind is from a south-to-southwest direction, with secondary winds from the north. The topography of Lovettsville is generally uniform without much slope characteristic. The Short Hill Mountains are only a few miles to the west of Lovettsville and help make the Town's setting attractive and refreshing.

GEOLOGY AND SOILS

The Town is underlain by saprolitic soils, typically extending to a depth of 60 feet or more and overlying metamorphic bedrock (metagranites and gneiss). The bedrock is relatively impermeable except where weathered and fractured areas occur. Groundwater occurs mainly in the weathered upper-most bedrock/soil-rock interface and in fractures in the upper 250 feet of bedrock. Well yields are generally low but can be substantially enhanced where fracturing is more prevalent. The most common soil associations in the Lovettsville area are:

Swampoodle-Lovettsville Complex (approximately 22 percent), consists of deep and very deep, well-drained clayey soils with seasonal water tables on nearly level summits. It is characterized by low strength and high frost heave potential and has a poor potential for development on central water and sewer. Adequate engineering solutions can usually offset this drawback.

Philomont-Purcellville-Swampoodle Complex (approximately 15 percent), consists of very deep, well drained loam and silt, as well as a well drained clayey soil, which is good for development on central water and sewer and for conventional septic systems.

Morrisonville-Philomont Complex (approximately 15 percent) is characterized by very deep, well-drained red silty, clayey, and brown loamy soils on undulating and rolling landscapes. It has good potential for development of central water and sewer and for conventional septic tank systems.

Approximately fifty percent of the soils underlying Lovettsville are contained within three soil type classifications, according to the detailed soils maps of Loudoun County. In general, the soils are considered fair to good for development on central water and sewer systems and on conventional septic systems.

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FLOODPLAIN

Three major watersheds drain Lovettsville: Dutchman Creek, Quarter Branch, and tributaries to Catoctin Creek. The western part of Town, which constitutes the largest of the three drainage areas, flows north and west towards Dutchman Creek. The eastern portion of the Town drains south and east towards Catoctin Creek. The northern section of Town, north of Route 855 drains north towards Quarter Branch Creek. The water from these three streams eventually flows north to the Potomac River. *(See Map 1: Environmental Resources and Conditions)*

The Federal Emergency Management Agency (FEMA) completed an updated County floodplain map, July 5, 2001, which identifies a 100-year flood plain along Dutchman Creek within the Town limits, along the western corporate limits. This area, which encompasses approximately 16 acres within the Town, drains approximately 600 acres as the watercourse exits the Town limits to the north. This floodplain is categorized as a Special Flood Hazard Area, which can be expected to be inundated by the 100-year flood. FEMA recommends that property owners in this type of area purchase federal flood insurance for structures within the floodplain that might be damaged by a flood. A smaller flood hazard area is also identified within the Town limits on a tributary to Dutchman Creek running along West Broadway. Much of the floodplain in this area has been modified by engineering required for the development of the Town Center project.

The National Flood Insurance Program was established in 1968 to enable property owners in participating communities to purchase insurance as protection against flood losses in exchange for State and local floodplain management regulations that reduce future flooding. The Town has not taken advantage of this opportunity to apply for participation in the program.

Wetlands have been identified along Dutchman Creek tributaries on a portion of the Town Center project. The project has treated these areas according to the requirements of the US Army Corp of Engineers, which is the agency responsible for protecting wetlands throughout the country.

NATURAL VEGETATION

Natural trees, shrubs, and ground cover are considered a significant environmental feature as they serve a variety of ecological functions including retaining rainwater, controlling erosion, cleansing the air of pollutants, offering visual relief from development and providing wildlife habitat. (See Map 1: Environmental Resources and Conditions)

There is scattered tree cover throughout the Town. There is significant tree cover in and near the stream valley along the southwest boundary of the Town north of Heritage Highlands, the retirement community. There is substantial tree cover along

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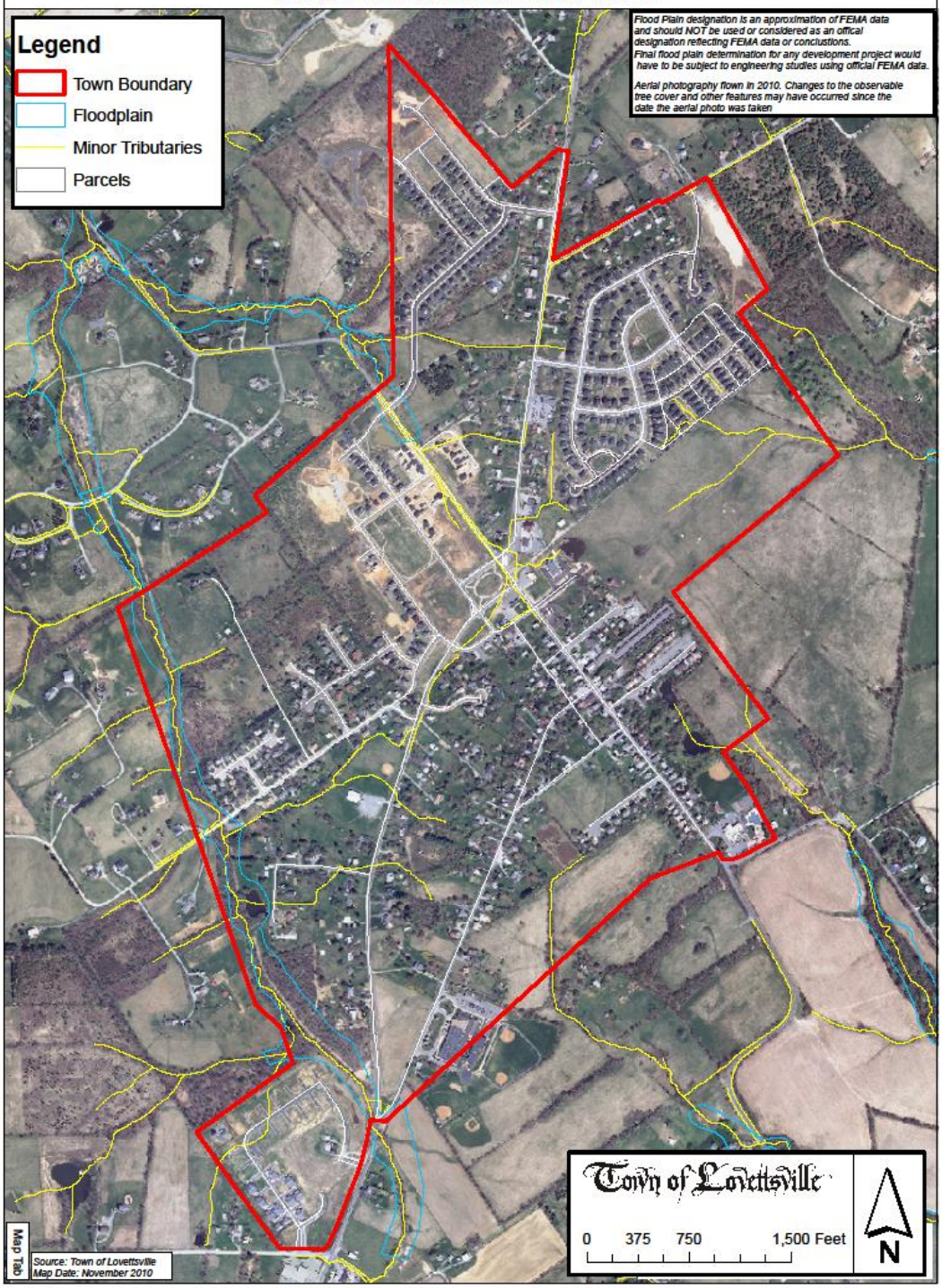
MAP 1

ENVIRONMENTAL RESOURCES AND CONDITIONS MAP



streets and scattered on various properties in the old part of Town. Newer subdivisions have a limited amount of tree cover but much of the most recent residential development has trees that were planted as part of the development. The Town Center project has little tree save area but street trees have and will be planted along all the streets.

WATER SUPPLY PROTECTION

In an effort to further protect the Town's ground water supply, Lovettsville completed a wellhead protection plan in 2005. This plan identified the Town's geographical features and public water production resources in an effort to determine potential threats to the public water supply. This plan provided a recommended list of actions to protect the Town's source water. In 2007 and 2008 the Town received grant funding provided by the Virginia Department of Environmental Quality to identify and abandon existing non-active wells that could pose a threat to the Town's water supply. Thirteen wells were professionally sealed during this process. In 2009 the Town was awarded additional grant funds to develop zoning and subdivision regulations that would protect wells in the Town.

ISSUES AND FUTURE NEEDS

TREE COVER

There are relatively few trees in the community, so there is a need to preserve as many as possible. Most of the developable land in the town does not have major tree stands so tree preservation on land as yet undeveloped will not provide much tree save. Many of the existing trees that make the old downtown attractive are located along the streets, such as Pennsylvania Avenue, S. Loudoun Street, S. Locust Street, parts of Church Street, and Quarter Branch Road on the north edge of town. The danger to existing trees along these roads is any widening of the streets that may be considered. The need to preserve these trees has to be weighed carefully with the need to improve transportation. New development should provide substantial tree planting, especially along streets and within parking lots, to provide shade and visual amenity. Given the lack of trees on developable land more consideration should be given to requiring more trees in new development,

FLOOD PLAIN AND DEVELOPMENT

Some Town residents could possibly take advantage of the FEMA National Flood Insurance Program but the Town would have to develop a flood management plan. The Town has updated its Flood Plain Ordinance in 2006 and it may provide support for an application to the National Flood Insurance Program. Article 8 of the Zoning Ordinance, Flood Plan Ordinance, requires various types of protection of the 100-year flood plain in the development process. An evaluation of the benefit of participating in the program is needed to see if there are enough landowners that would be affected.

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DRAINAGE

The smaller existing drainage ways (sometimes known as swales) within the Town are an environmental resource that needs protection as well as a cultural feature reflecting the Town's rural character. As development occurs, drainage patterns can be altered and the amount of impervious area increases thus increasing storm water runoff. The drainage ways are then subject to increased flooding, erosion, and pollution. The need is to maintain runoff controls on development so that a maximum amount of runoff is absorbed on site or directed to off-site storm drains and facilities that can carry the excess storm flow. Drainage and runoff controls are contained in Town and County development regulations. Development also needs to increase the use of low impact design methods for water volume and quality control. These methods need to be promoted where they are not required because it is a means to help arrest the flashing of stormwater, which can erode stream banks. Low impact design methods can help water absorb more directly into the groundwater supply and protect the watercourse system.

WETLANDS

Wetlands perform a water filtration function that improves water quality and provide valuable habitat for wildlife. Wetlands can be preserved as development occurs if they are carefully incorporated into the development as natural areas. The Town, the County, and the Army Corp of Engineers require that development proposals involving wetlands demonstrate compliance with federal regulations.

WATER QUALITY

There is a never-ending need to protect both surface and ground water quality. Lovettsville is dependent on groundwater for the municipal water supply. Many pollutants such as fertilizers, motor oil, and road salts can affect water quality. To protect its water resources, the Town seeks to protect surface and ground waters from the effects of point sources of pollution, such as leaking underground storage tanks and above ground chemical spills, and non-point sources such as pesticides, fertilizers, and other chemicals. But the Town has to compensate in terms of increased water treatment or spillage costs when residents use chemicals too extensively or do not dispose of chemicals and hazardous waste materials properly.

The Town can benefit from the information and planning involved in Loudoun County's on-going effort to protect water resources through its stakeholder committee even though the Town has its own water supply. The County effort is facilitated by the Loudoun County Department of Building and Development and is designed to help the County create a comprehensive water source management and protection strategy.

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GOAL

To preserve, protect, enhance, supplement, or replace natural environmental resources to the greatest extent possible in an effort to provide amenity for living, working, and recreation and to minimize destruction of the local natural eco-systems.

POLICIES

1. Maximize the preservation of undisturbed open space, both with trees and without trees, for passive recreational benefit, ecological protection, and visual amenity.
2. Maximize preservation of existing healthy trees.
3. Promote the use of indigenous species of vegetation for all private and public development.
4. Encourage the inclusion of internal open space in new development.
5. Protect the water source in cooperation with Countywide efforts to manage and protect water sources.
6. Protect surface and ground water quality from stormwater runoff pollution and hazardous waste.
7. Minimize impact of development on stream valleys.
8. Minimize noise and the intrusion of glare into residential living environments from artificial light sources.
9. Protect viewsheds relating to natural scenery and other vistas important to the history and culture of the Town.
10. Maximize the use of natural drainage ways for stormwater management and non-point source pollution control.
11. Retain wetlands in their natural state, according to federal standards required by the US Army Corps of Engineers. (Ponds are not wetlands).
12. Development and redevelopment (including "by-right" development) should use stormwater runoff and drainage engineering techniques, such as Low Impact Design (LID) and Best Management Practices (BMPs).
13. Preserve streams in their natural stream condition to the greatest extent possible.
14. Provide clear and accessible information about wellhead protection goals, the delineation of wellhead protection areas, and the need to establish wellhead protection performance standards in the Subdivision and Zoning Ordinance.
15. Continue implementing the Town's Wellhead Protection Plan (adopted in 2005) to further protect the Town's water supply and promote public

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awareness and participation in public efforts aimed to provide wellhead protection.

16. Continue working cooperatively with Loudoun County toward implementing similar standards for portions of wellhead protection areas extending beyond Town limits.

17. Participate in the County stakeholder committee that is established to create a Countywide water source management and protection plan for both surface and groundwater.

18. Support citizen volunteer efforts to help keep streams free of debris and litter.

19. Develop an environmental review checklist as part of the development evaluation process to identify potential environmental impacts of development proposals. Request the assistance of the Loudoun County Building and Development Department in reviewing environmental aspects of development.

20. Encourage the use of energy-efficient technology for buildings and in the development process, generally.

21. Promote conservation of environmental resources awareness through educational outreach on issues such as low consumption light fixtures, rain barrels, rain gardens, recycling, and composting.

22. Review and revise the Zoning and Subdivision Ordinances to incorporate the highest level of environmental protection through the development process.

23. Evaluate the benefit of providing a cluster option or requirement to in the Zoning and Subdivision Ordinances to promote the protection of open space and other environmental resources within individual developments. This could be designed to incorporate open space that is not otherwise required to be preserved as floodplain or wetlands.

24. Undertake a review of the benefits of applying for eligibility in the National Flood Insurance Program application process so the Town may consider participating in the program, which benefits individual land owners who may have property damaged or destroyed by flooding.

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Chapter 3

PUBLIC FACILITIES AND UTILITIES

PUBLIC FACILITIES

BACKGROUND AND EXISTING CONDITIONS

The Town is served by various types of local, County, state and federal public facilities and services: schools, parks, recreation, library, police, fire and emergency, Town government, and United State Post Office. *(See Map 2: Pubic Facilities and Utilities)*

SCHOOLS

The Loudoun County Public School system serves the Town of Lovettsville. The Lovettsville Elementary School, located near the intersection of S. Loudoun Street and Berlin Pike, has a capacity of 601 for grades K-5. Harmony Middle School, located just west of Hamilton, will continue to serve the Town for grades 6-8. Woodgrove High School, located near Purcellville, with a capacity of 1,600 students, will continue to serve the Town for grades 9-12.

RECREATION

The Town is served by the Lovettsville Community Center, which is located at 57 E. Broad Way at a point where it becomes Lovettsville Road at the intersection of Milltown Road. The original part of the Center was historically a multi-level school for the Town. The Center is operated by the Loudoun County Department of Parks, Recreation, and Community Services. Center facilities include a gymnasium, game room, classrooms, a fully-equipped kitchen, and a senior citizens meeting room. Classes and activities are provided for people of all ages and include arts and crafts, dance, and gymnastics. Center programs include a pre-school program, day care, after school care, and a drop-in program so all different age groups and home-schooled children can play sports, such as basketball and volleyball, in the gymnasium. Outdoor facilities at the Center include basketball courts, a baseball field, tennis courts, a regulation-sized swimming pool, and pool house.

The County has approved the Lovettsville Community Park, 92 acres adjacent to the Lovettsville Elementary School and the Lovettsville Community Center, nineteen acres of which is located in the Town. The Town and County have created a master plan for development, which includes a southern vehicular access to the facility from S. Loudoun Street through the Lovettsville Elementary School site. Development of the facilities has not been funded. The park is planned to have several types of facilities, including lighted playing fields, trails, developed and natural passive recreation areas, a dog-walking area, equestrian facilities, amphitheatre, and a water feature. The park will also house a small village of structures representing the history of the German settlement. It will also have pedestrian connections to Town

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sidewalks and the Lovettsville Community Center and the Lovettsville Elementary School.

POLICE, FIRE, AND EMERGENCY SERVICES

The Lovettsville Volunteer Fire and Rescue Company, Company 12, provides fire protection and emergency services to the Town and surrounding area. It is one of the largest companies in Loudoun County. The station house is located at the intersection of Berlin Turnpike (Route 287) and Lutheran Church Road (Route 676). The Fire and Rescue Company is comprised of volunteers who serve the community as Active or Administrative members. Loudoun County provides additional career fire and emergency personnel. The primary service area for Company 12 encompasses more than 100 square miles and includes neighboring jurisdictions in Maryland.

The Loudoun County Sheriff's Department and the Virginia State Police provide police protection for the Town and surrounding area. The State Police have primary responsibility for accident investigations, while the Sheriff's Department handles property protection. Either agency is, however, prepared to handle all types of emergencies and responds to all calls for emergency assistance. Currently, the Sheriff's Department has an office at the Lovettsville Town office.

LIBRARY SERVICES

The Lovettsville Library, which serves the Town and surrounding area, is a small branch of the Loudoun County Public Library system, located at 12 N. Light Street. It provides personal computer services and a conference room in addition to library materials, such as books and DVDs. The building was expanded in the late 1990s.

TOWN GOVERNMENTAL OFFICE

The Lovettsville Town Office is located at 6 Pennsylvania Avenue at the corner of Church Street. It provides offices for the Town Manager, the Town Treasurer, and the Town Clerk. The Town Council and Planning Commission hold their meetings in the facility. The Loudoun County Sheriff's Department has an office in the Town office for officers who serve the Town on a part time basis. Service is provided at the Town Office for obtaining Town government information, auto decals, business licenses, zoning permits, development and property improvement applications, and for paying public utility bills.

UNITED STATES POSTAL SERVICE FACILITY

A new United States Post Office opened in 2009 on N. Church Street near E. Broad Way and Berlin Pike. It has 6,000 square feet of space and is planned to serve the Town and surrounding area needs, 2010-2030.

TELECOMMUNICATIONS

The Town government is not directly responsible for providing telecommunications service that includes phone, cable, and internet. However, the Town recognizes the

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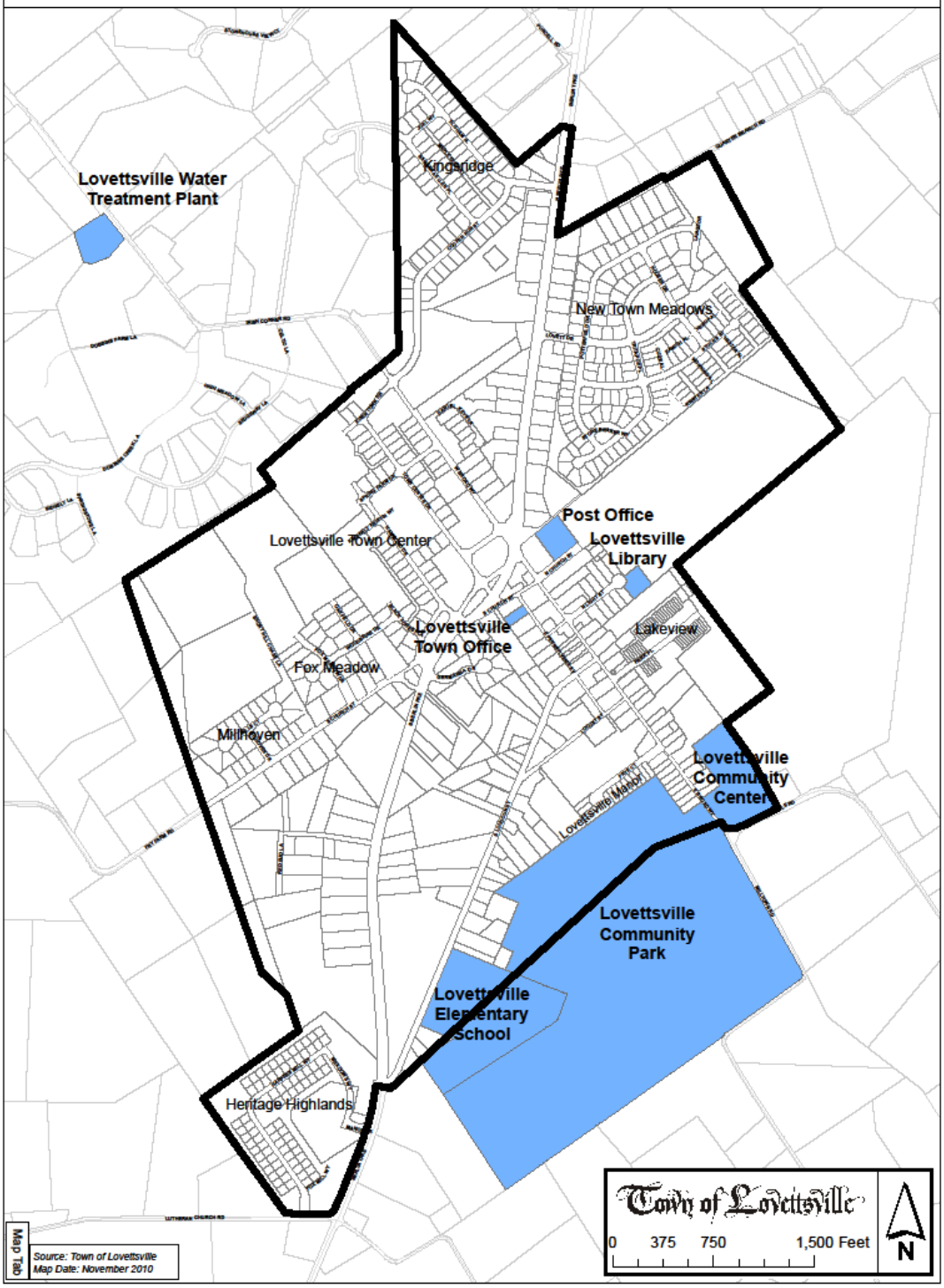
MAP 2

PUBLIC FACILITIES AND UTILITIES



importance of these services and value they add to a community. The Town's elevated water tank located within the New Town Meadows development provides leased co-location sites for several wireless communication providers. Other wired service is provided throughout Town by Verizon and Comcast.

ISSUES AND FUTURE NEEDS

SCHOOLS

School facilities have generally kept pace with growth in the County and Loudoun County Public Schools continue to plan for future growth. The demographics of school growth in and around the Town will determine school planning.

RECREATION

The Community Center provides numerous activities and facilities for all age groups. There is a need to add special programs for teens as the population is projected to grow in the 2010-2030 timeframe. When the Lovettsville Community Park is developed, it should provide for all the public recreation needs of the Town for the planning timeframe. However, currently there is a deficit of outdoor recreation facilities serving the Town. The need is to acquire funding for the development of the park.

The Town Green in the Lovettsville Town Center is master planned for a combination of passive and limited active recreation, including a gazebo and sitting area for viewing movies. The master plan shows landscaping and a seating area for showing movies in good weather.

The Town should continue to plan recreational opportunities within all types of major developments, such as exist in the Town Center and New Town Meadows. These projects have provided open space for passive recreation and future projects should do likewise. Residential projects should have common areas that include park benches, picnic areas, swimming pools and tot lots, and ball courts, for example. This type of private recreation and amenity needs to be implemented as a requirement of for all types of development.

POLICE, FIRE, AND EMERGENCY SERVICES

Provision of police, fire, and emergency services facilities have been maintained historically at a level sufficient to serve the population of the Town and surrounding area. These services are provided by Loudoun County. The future need is to expand these facilities and services as population growth increases, not only in the Town but in the surrounding County area. This may mean expansion of the existing Lovettsville Volunteer Fire and Rescue facility and additional police coverage.

There is growing concern about the nuisance and safety issues related to some young people who are skateboarding and loitering in some outdoor locations, including on

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some of the Town's streets. The Town could benefit from encouraging residents to establish a Neighborhood Watch to eliminate this type of activity.

LIBRARY

The Lovettsville Library facility is expected to satisfy demand through the planning timeframe, 2010-2030. If the land use plan projects a significant population increase, then library expansion will have to be considered. If library expansion is needed in the future, then a more central location should be part of the consideration.

TOWN GOVERNMENT

With the growth experienced in the period 2000-2009 the demand on Town government services and space has increased to a point where expansion of the existing facilities or a new location needs to be evaluated.

UNITED STATES POSTAL SERVICE

Postal service is estimated to be sufficient to serve the Town and surrounding area for the 2010-2030 timeframe with the completion of the new facility on N. Church Street.

TELECOMMUNICATIONS

Reliable and widely accessible wired and wireless telecommunication services are vital for a thriving community. The Town should look for ways to encourage telecommunications service providers to locate in Lovettsville as well as encourage co-location on existing Town structures.

GOAL

Public facilities should be planned, programmed, and located conveniently to serve the needs of existing and future residents, as well as people who work in the Town and surrounding area.

POLICIES

1. Encourage Loudoun County Public Schools to continue to provide adequate school programs in the Lovettsville Elementary School.
2. Encourage Loudoun County Public Schools to provide additional schools for middle and higher education levels outside the Town and within five miles of the Town.
3. Encourage Loudoun County Public Schools to co-locate a middle and a high school on the same property near the Town in order to promote user convenience and land conservation.
4. Provide sufficient land in convenient and ecologically appropriate locations for local Town parks and recreation facilities with adequate access.

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5. Provide a full range of active and passive public recreation opportunities.
6. Encourage the County to augment police, fire, and emergency services facilities as the need arises.
7. Encourage high quality library service.
8. Provide accessible and up-to-date Town government services.
9. Continue high quality trash and recycling collection service.
10. Encourage Loudoun County to provide, on a priority basis, community level public park and recreation facilities at the Lovettsville Community Park to serve both Town residents and residents in the surrounding County.
11. Create a Master Plan for the Town property adjacent to New Town Meadows and Quarter Branch Road, on a priority basis, which includes recommendations to create a priority for development in the capital improvements program (CIP).
12. Evaluate the feasibility of relocating or modernizing the Town office.
13. If the relocation of the Town government facilities is not feasible, establish a master plan for the expansion of the present facility, to include upgraded parking and buffering from adjacent residential land.
14. Support citizen efforts to establish volunteer Neighborhood Watch programs.
15. Continue to work with all telecommunications providers to ensure that a strong network of coverage is available in Lovettsville and the surrounding area while minimizing the visual impact of such facilities on the Town.

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PUBLIC UTILITIES

BACKGROUND AND EXISTING CONDITIONS

SANITARY SEWER

The Town owns and operates its own sanitary sewer collection and treatment and water distribution systems under contract with Loudoun Water. The current wastewater treatment plant was constructed in 2001 with a treatment capacity of 250,000 gpd. In 2009, the plant was expanded to add an additional 125,000 gpd treatment capacity. The total treatment capacity of 375,000 gpd will serve all of the existing and currently planned development in the Town with additional capacity for future growth. It is possible that the current treatment facility could be expanded with one additional module, however a complete feasibility study has not been completed. *(See Map 2: Public Facilities and Utilities)*

Inflow and infiltration (I&I) of the sewer collection system has been a significant issue for the Town. This occurs when cracks, breaks, and openings in the collection system allow surface and ground water to enter the system during periods of wet weather and high groundwater tables. Major rain events can cause a surge at the treatment plant that cannot be handled by the existing infrastructure. This results in the discharge of water that has not been fully treated into the adjacent stream. Over the past several years the Town has spent considerable time and resources on studying the collection system to identify deficiencies. In 2009 the Town undertook major corrective action by replacing and repairing leaking manholes, and by lining cracked sewer pipes.

WATER

The Town produces its public water supply from six operating wells and four filter houses. The Town has an approved Virginia Department of Health production capacity of 600,000 gallons of drinking water per day. Iron, manganese, and hydrogen sulfide are the most commonly treated and removed items in the groundwater through chemical and filter purification processes. The Town owns two ground storage tanks with a total capacity of 330,000 gallons and one 125-foot tall elevated storage tank with a capacity of 75,000 gallons that provides pressure for the distribution system.

REFUSE AND RECYCLING

The Town of Lovettsville provides curbside household trash, recycling, and yard waste collection services to the residents of the Town on a weekly basis. A private firm under contract provides this service to the Town. Loudoun County provides a recycling center in the Town on private property at 2 Berlin Pike near the intersection of E. Broad Way and Berlin Pike. The County conducts hazardous waste collections several times per year at designated locations throughout the County. The Loudoun

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County landfill, located on Evergreen Mill Road (Route 621) south of Leesburg, is for the use of all Loudoun County residents.

ISSUES AND FUTURE NEEDS

The current sewage treatment plant expansion is estimated to provide sufficient capacity for any and all planned and zoned development per the land use policies, through the long range planning period, 2010-2030.

In planning for future wastewater and water treatment facilities and related infrastructure the Town will continue to use Loudoun Water water and sewer design standards. If a standard has not been established by Loudoun Water, the Town uses those established by the Virginia Department of Health and the Virginia Department of Environmental Quality. The Town complies with all applicable State and federal standards and regulations.

GOALS

To ensure that public utilities keep pace with development projections in such a way that funding is appropriate in terms of the Town's capacity to provide expansion.

POLICIES

1. Sewer and water service should be provided to be consistent with land use policies and planned growth and development as generally shown on the Land Use Plan map.
2. Provide adequate, safe, and cost-effective water supply and sewage treatment facilities for Town residents, commercial establishments, institutional uses, and public facilities in accord with applicable regulations of the Virginia Department of Health, Virginia Department of Environmental Quality and other applicable federal regulations, which regulate waterworks capacity and wastewater treatment and disposal. (See Chapter 3 Public Facilities and Utilities).
3. Require new development to provide their fair share of the cost of extending or expanding sanitary sewer and water service.
4. Establish an ongoing public campaign to encourage recycling.
5. Review the cost effectiveness of the current solid waste disposal program.
6. Review utility rates annually to ensure adequate working capital and debt retirement.
7. Continue to support the County's provision of recycling facilities in the central part of town.

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Chapter 4

ECONOMIC DEVELOPMENT AND HOUSING

BACKGROUND AND EXISTING CONDITIONS

ECONOMIC DEVELOPMENT

Understanding the economic base of Lovettsville, which is the sum of all activities that result in income for the Town, is essential to planning the Town's future. Demographic trends, existing and planned population density in the area; access to major concentrations of businesses and employment uses in the near region; availability of public sewer and water, public street access, ordinance requirements, Comprehensive Plan policies, and market potential all influence what businesses are attracted to the Town and what businesses stay in the Town. Business provides convenience and/or employment for residents of the Town and surrounding area.

The economic base of the Town is a mixture of local-serving commercial uses and sub-area service facilities. There are about four acres of commercial use, eight if the private recreation use on S. Berlin Pike is included, in Lovettsville. There are a range of businesses in the Town that include personal services, convenience facilities, eating establishments, professional offices, private recreation facilities, automotive sales and service facilities, industrial-type storage facilities, and retail outlets. There are over 25 home occupation businesses as the internet has created new business opportunities. There are no businesses with over five full time permanent employees. In other words, the Town is not a work force destination. Construction jobs related to housing development have provided jobs for area residents. These tend to be temporary and so when housing development decreases they cannot be viewed as part of the economic base of the Town. The largest tract of land in the Town with economic development potential is approximately 32 acres zoned Light Industrial I-1, which is vacant and located near the Town Square and the intersection of Berlin Pike and Broad Way. Public sewer and water is available. The land is adjacent to New Town Meadows subdivision with access only to N. Church Street. If a substantial amount of development occurs there will probably be congestion at the intersection of N. Church Street and E. Broad Way. This condition will tend to diminish the development potential of the tract because VDOT will require additional access at a certain point when congestion exceeds an acceptable level. Providing additional access presents a difficult obstacle and additional land use and transportation policies would probably have to be established to remove them. Development of this land, however, could provide substantial enhancement of the economic base of the Town and surrounding area because office park and major retail use are possible under the existing zoning.

The current Town Plan shows 10-15 acres of land north of the Heritage Highlands age-restricted community is planned for community services, which could provide

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additional economic base to the Town, especially if development is private facilities, such as offices, elderly living facilities, or clinics, as suggested in the Plan.

There are a number of locations within a half-hour drive from Lovettsville that provide a multitude of regional-level services, commodities, industrial facilities and employment opportunities. These include Purcellville and Leesburg in Virginia and Brunswick and Frederick in Maryland. The MARC rail transit provides access to major regional employment areas within about an hour's trip to Montgomery County, Maryland and the District of Columbia. The same type of employment opportunities are within an hour's drive in Northern Virginia to eastern Loudoun, Fairfax, and Arlington Counties, and the cities of Alexandria, Fairfax, and Falls Church.

HOUSING

Housing is the primary existing land use in Lovettsville. The great majority of the housing stock is single-family detached. There are 290 acres of residential use, which is 57.5 percent of the total acres developed in the Town. (See Map 1 Existing Land Use). Eighty-seven (87) percent of the residential land in use is single-family detached housing, which gives Lovettsville its low density character. There are about 36 acres of single-family attached and duplex housing. The most recent growth experience, years 2000-2009, has been single-family detached residential dwellings. Table 1 shows the growth of housing and population from 1980 through 2009 and the percent increase represented. The data in this section is from Loudoun County and the US Census.

TABLE 1. POPULATION AND DWELLING UNITS 1980-2009

Dwelling Unit and Population Growth				
	Dwelling Units*	% increase (from decade to decade)	Population*	% increase
1980	n/a	n/a	613	n/a
1990	301	n/a	749	22%
2000	338	12%	853	14%
2009**	570	54%	1554	82%

* US Census ** Loudoun County adjusted to estimate from 2008 to 2009

The 2000-2009 growth period shows dwelling units increasing 54 percent and population increasing 82 percent. By comparison, in the 1990-2000 decade there was a 12 percent increase in dwelling units and a population increase of 14 percent. Also notable is the average population per dwelling unit increase between the two decades. The differential between unit increase and population increase was 2 percent in the 1990-2000 decade and 28 percent in 2000-2009. Therefore, it means that

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housing in the 2000-2009 decade was accommodating a younger population with more family members. In addition, the size of dwellings increased after 2000 to accommodate mostly young families.

The population increase over the years 1990-2000 was 14 percent. The US Census and Loudoun County statistics indicate a population increase in the 2000-2008 timeframe of 82 percent, from 853 to 1,554. This is more than double the 1990 population (749). Housing increased from 338 to 570 dwelling units in the years 2000-2008, a 54 percent increase from year 2000. The 2000-2009 housing increase was due almost entirely to the development of units in the Lovettsville Town Center, Kingsridge, Heritage Highlands, and New Town Meadows subdivisions. In 2009 New Town Meadows was completed and the Town Center residential subdivision regenerated despite the economic downturn of 2008-2009. However, development was temporarily suspended in the Heritage Highlands age-restricted community and in Kingsridge due to the economic downturn. The overall increase in housing development in the recent past has started to transform the housing stock of the Town. In addition, the most recent suburban dwelling units are larger than the average size of most of the housing built prior to 2000 and situated on larger lots. Many of the existing dwelling units in the old downtown are built on non-conforming lots, which are smaller than current zoning districts allow. There were no zoning districts when many dwellings in the Town were built.

There are a total of 44 attached single-family units and 32 duplex units in the Town out of 570 total units in 2009 (estimated). The 44 attached single-family units on Park Place in the Lakeview Village subdivision are zoned R-3, a district in which the minimum allowable lot size is 6,000 square feet. (See table 2 for zoning district descriptions). However, the individual lots are 2,600 square feet and the density is 8.4 dwelling units per acre. The project was designed as an affordable planned development, so 58 percent of the land area is open common area, including parking. There are 14 duplex units on Frye Court that were built before 2000 under R-3 zoning. There are 18 duplex units and two single-family detached units in Heritage Highlands. There are five structures on different lots that have been converted into multifamily housing with approximately 20 units. These structures are on land zoned C-1 and R-3.

ZONING DISTRICTS

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.

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TABLE 2. MINIMUM LOTS SIZES ALLOWED IN RESIDENTIAL	
Zoning District	**Minimum lot size (sq. ft.)**
R-1 Residential District	8,500
R-2 Residential District	7,000
R-3 Residential District	6,000
RC Retirement Community	2,200 (quadraplex) 3,000 (duplex) 6,000 (single-family detached) 8,000 (multi-family)
T-C Town Center Planned Development	7,500
Planned Infill Development District	7,000 (single-family detached) 4,800 (duplex)

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 North Berlin Pike and West 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 South 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.

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 buildout is 822.

The majority of the land outside the old downtown and the more recent subdivisions is zoned R-1. The R-1 lots vary greatly in size and most have single-family detached dwelling units. In calculating the 2010-2030 residential development potential in the Town it is necessary to evaluate land that is vacant. There is almost no land zoned

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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, there are a handful of lots that have existing dwelling units and an excess of land, which makes them potentially developable. One of these is the Game Protection Association property on S. Berlin Pike. If its 4 acres were developed under the existing R-1 zoning it could yield up to 16 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. Berlin Pike, and S. Loudoun Street. It could yield up to 43 single-family detached dwelling units if it were developed under the existing R-1 zoning.

These properties, if developed to full potential, could add up to 122 single-family dwelling units and a population increase of 398. The full build out under existing residential zoning, including committed land and land with development potential, could be an additional 417 single-family and duplex dwelling units and an additional 1,220 population in the years 2010-2030. The total Town population at that point could be approximately, 2,174, which would be a 71 percent increase from 2010 to 2030. This projected increase is close to the 82 percent increase experienced in the years 2000-2009. 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 should the economic base of the Town change in the years 2010-2030? What planning policies could be adopted by the Town to help promote economic development? The most obvious change is to provide an incentive for the development of the vacant land zoned I-1. Large and small commercial, office and light industrial uses can currently be developed under this district. However, public street access would have to be provided and the market manipulated to make such development profitable.

Probably the best way to help economic development is to increase the housing stock in and around the Town. More customers and more potential employees are a key factor in encouraging economic development. For the public sector to provide public street access to this I-1 land presents a cost obstacle, however. The Town can provide planned roads to serve this land but public funding for roads is extremely limited and there are competing claims for such funds as exist, statewide.

Another economic development issue relates to the potential for a mixture of low intensity commercial, office, and residential use in parts of the old downtown related to portions of E. Broad Way, N. Light Street, and S. Loudoun Street where such a

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land use pattern already exists to a limited degree. With the enhancement of the non-residential uses in these areas there is an opportunity to increase the economic base of the Town not only for the benefit of Town residents but for people outside the Town. The objective would be to have adaptive reuse of existing structures to maintain the existing scale and visual appearance and the existing low density character of the Town. The need in this regard is to find the means to allow businesses without the current restraints posed by Zoning Ordinance regulations regarding off-street parking and landscaped buffer yards.

HOUSING

Housing type is an important factor in defining the character of Lovettsville. Historically, the Town has been a low density community. A small townhouse development, Lake View, was developed in the 1970s with small sized units in a lower end price range. In the 1990s and 2000s a small community of duplexes has been developed on Frye Court and less than twenty duplex units have been developed in the Heritage Highlands retirement community. This development is ultimately planned and approved for over eighty units. The character of the Town remains low density with single-family detached housing predominating the landscape. Housing costs in the Town are generally less than in the surrounding County, especially for newer housing construction.

There are three issues regarding the planning of future housing in Lovettsville. One, aside from market trends, should housing remain predominantly low density, single-family detached? Two, should efforts be made to provide more lower income housing within the lower income housing cost context that exists? Three, should housing objectives be designed in some measure to serve the economic development objective of creating a greater market in the Town for new businesses?

If it is desirable for the Town to create a stronger mixture of housing types to serve different income levels, then more medium and higher density residential land use should be planned for some of the undeveloped land in the Town. The State Code states that communities should make attempts to provide for a wide array of housing costs. Attached housing and apartments generally provide lower cost housing than single-family detached housing.

The pace of economic development in the Town can be related not only to the Town's relative isolation in the low density portion of northern Loudoun County but to the lack of population concentration in and around the Town. The Town's estimated population is 1,550, as of January 1, 2010. Build out under existing zoning would almost double the population. But a total population of 2,700 is still small if the Town wants to attract new local-serving commercial services and employment uses.

An option is to increase the planned housing densities within the Town on the relatively small amount of undeveloped and underutilized land. Such an option could be applied to part of the land zoned I-1 next to New Town Meadows, which

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could be planned for medium density residential use (townhouses). However, the landowner has the option of developing under the I-1 zoning, which could be a disincentive to rezone it to residential use. One impact of using this option here or in other parts of the Town, however, would be to change the existing residential character of the Town to some extent. This would increase the market for attracting new businesses without significantly altering the low density character of housing within the Town.

GOAL

To promote economic development with a variety of high quality retail, office, light industrial businesses of all sizes that serve Town residents and those in the surrounding area as well as provide job opportunities.

POLICIES

1. Support and promote a mixture of housing types for a variety of income levels that also helps provide affordable housing.
2. Promote a mixture of office, commercial, residential, medium density residential and light industrial uses on the vacant land zoned for Light Industrial (I-1) use near the center of the Town and adjacent to New Town Meadows.
3. Promote the planning of land in Loudoun County adjacent to the 30 acres in the Town zoned I-1 for office park development with the understanding that the development would be responsible for the extension of public infrastructure into this area and any process that would be necessary to accomplish this under the relevant policies of the Town and County. .
4. Maximize the economic development potential in the E. Broad Way and N. Light Street corridors and portions of the S. Locust and S. Loudoun Street corridors with adaptive reuse of existing structures.
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. Professional office use should be concentrated in the Lovettsville Town Center commercial core, the areas adjacent to the Town Center (including the western portion of the E. Broad Way corridor) and areas adjacent to the Heritage Highlands retirement community at the southern end of the Town.
7. New professional office use should only be developed using townhouse style architecture unless it is on parcels that are over one acre. Otherwise, professional office use should be limited to existing buildings in areas

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planned for such use. Promote development policies that provide a building scale and architecture compatible with the low intensity character of the Town.

8. Promote transportation improvements that will serve new economic development but will not adversely impact the existing or planned transportation network 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 in order to reduce parking needs in the central portion of Town where economic development uses are concentrated.

10. Initiate efforts to provide or have Loudoun County provide public facilities, governmental services, amenities, and recreation facilities in order to serve the Town's economic development objectives to make the Town attractive for business.

11. Foster business uses that in turn foster tourism, such as lodging.

12. Encourage and facilitate development of the Town Center commercial core in a manner that minimizes surface parking and makes it convenient for pedestrian traffic on-site and to and from other parts of the Town.

13. As a priority, undertake an evaluation of creating a new zoning district for the old downtown that will allow commercial expansion and mixed uses in existing structures.

14. Encourage office park development in the Town on parcels over one acre in area.

15. Establish design guidelines for new commercial, institutional, educational, employment, and light industrial development that reinforce the low intensity character of Lovettsville.

16. Encourage non-residential development to provide pedestrian circulation on-site and pedestrian access to all types of uses on adjacent properties.

17. Support the general Main Street design concept for all types of development so that buildings are located close to streets and sidewalks and parking is generally located behind buildings.

18. Create a public outreach program to involve residents, business people, and employees in Town governmental planning and zoning processes that relate to the Town's economic development objectives, policies, and implementation.

19. Provide a priority for capital improvements funding that will implement the Town's Streetscape Master Plan in order to help enhance the Town's economic base by improving pedestrian access and circulation in the central part of the Town.

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20. Encourage the Lovettsville Business Association to support planning and zoning efforts to enhance the livability of residential areas adjacent to non-residential development.

21. Encourage the Lovettsville Business Association to join the Town in efforts to enhance amenities for the public within non-residential development.

22. Evaluate commercial, light industrial, public facilities, and institutional site plan ordinance requirements to synchronize them with the Main Street design concept.

23. The Town should initiate contact with the federal General Services Administration in order to see if the agency would locate a telecommute facility in the Town so that federal employees in the Town and surrounding area could use the office space on days when they telecommute.

24. Initiate a study of ways and means to reduce the cost of starting a business in Lovettsville, whether by means of expedited development approvals or start-up tax incentives.

25. Design sign ordinance regulations that help businesses attract customers and minimize permit approval time and costs.

26. Seek the help of the Loudoun Convention and Visitors Association (LCVA), the Loudoun County Department of Economic Development, and the Loudoun County Department of Planning to identify ways and means to adjust Town policies, guidelines, and regulations in order to attract commercial, employment, institutional, educational, and light industrial development to the Town.

27. Continue to provide official participation in the Loudoun County Loudoun Places program in order to share issues and possible planning and development solutions with other places in the County. This program replaced the Main Street Loudoun Program.

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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, 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 shows some of the specific types of land uses that are contained in the Lovettsville Comprehensive Plan and for which policies are specified in this chapter.

THE LAND USE PLAN MAP

The Land Use Plan Map (*See Map 5: Land Use Plan*) 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 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 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 1 describes the land use categories that are shown on the Land Use Plan Map.

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TABLE 1. LAND USE PLAN MAP CATEGORIES	
Planned Land Use Map Category	**Definition**
Commercial	Uses in C-1 and C-2 zoning districts.
Light Industrial	Uses in the I-1 zoning district.
Office	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.
Public Facilities	Including schools, libraries, fire and rescue, government property, police, public clinic, and recreation.
Private Recreation	Including a club, golf facilities, and recreation park and indoor sports.
Institutional	Including religious facilities, hospital and major medical facilities, higher education facilities, cemeteries.
Public Park Land	Land owned by any public agency that has either active or passive facilities, or both.
Low Density Residential	No more than four (4) dwelling units per acre (DU/AC). Only includes single-family detached dwellings.
Medium Density Residential	No more than six (6) dwelling units per acre (DU/AC). Only includes single-family attached and duplex dwellings.
High Density Residential	Over 6 dwelling units per acre (DU/AC). Includes apartment and quadriplex dwelling units.
Multiple Uses	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.

*FAR is floor area ratio: ratio of the square feet of the building footprint to the square feet of the area of the parcel

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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 2. 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.

TABLE 2. EXISTING LAND USE 1990—2010

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
TOTAL	528	100

* Includes approximately 20 apartments. ** Approximate

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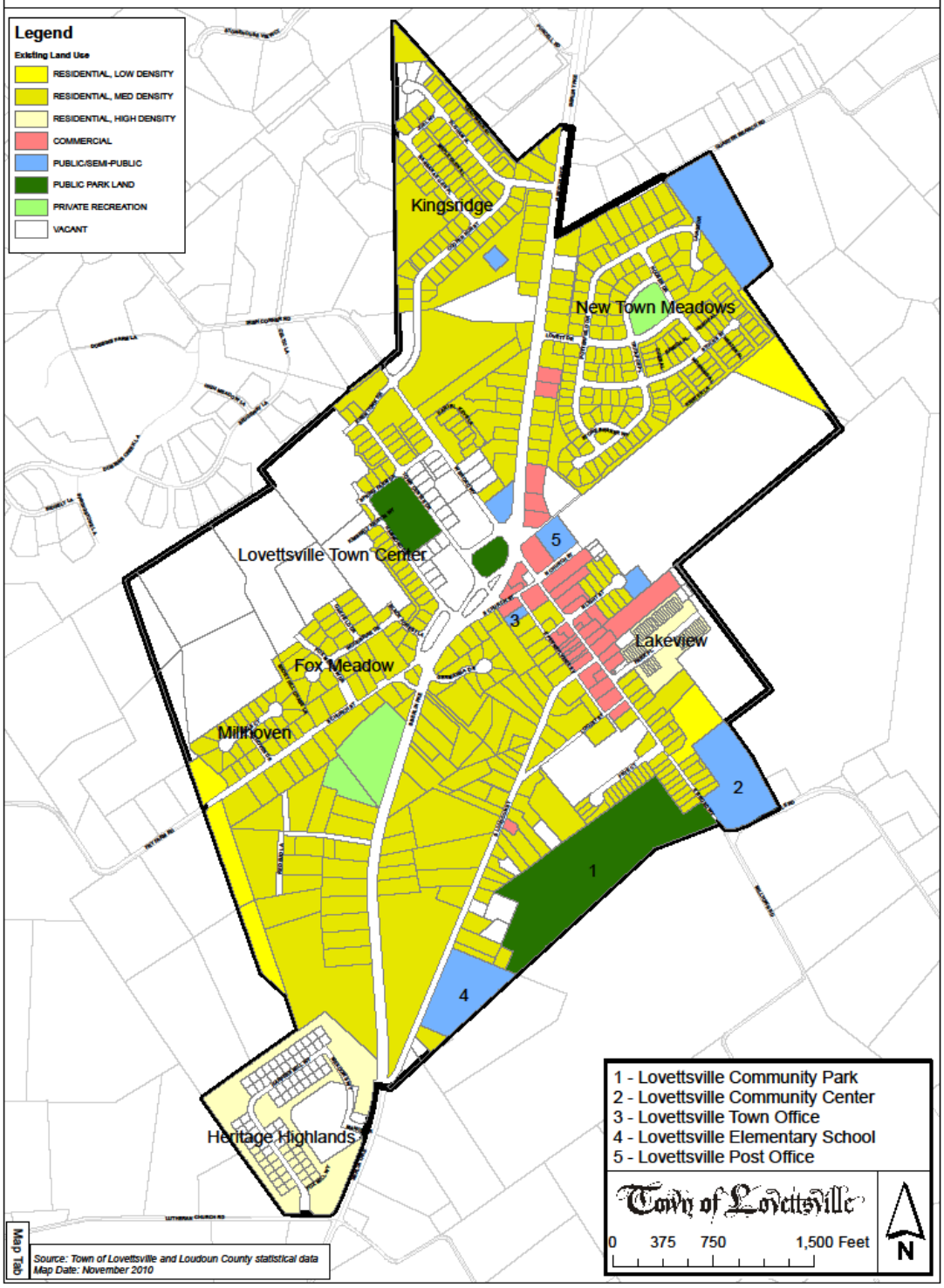
MAP 3

EXISTING LAND USE



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 3.

TABLE 3. EXISTING ZONING

Existing Zoning	Total Acres	Percent of Total Land Vacant
Town Center Planned Development T-C	84	71%
R-1 residential	248	15%
R-2 residential	31	-0-
R-3 residential	45	-0-
C-1, community commercial	15	3%
C-2, mixed use business	2.5	2%
I-1, Light Industrial	42	8%
Planned Infill Development	7	1%
R-C Retirement Community	-0-	-0-
Right of way and private streets *(approximate)*	53.5	n/a
Total	528	

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

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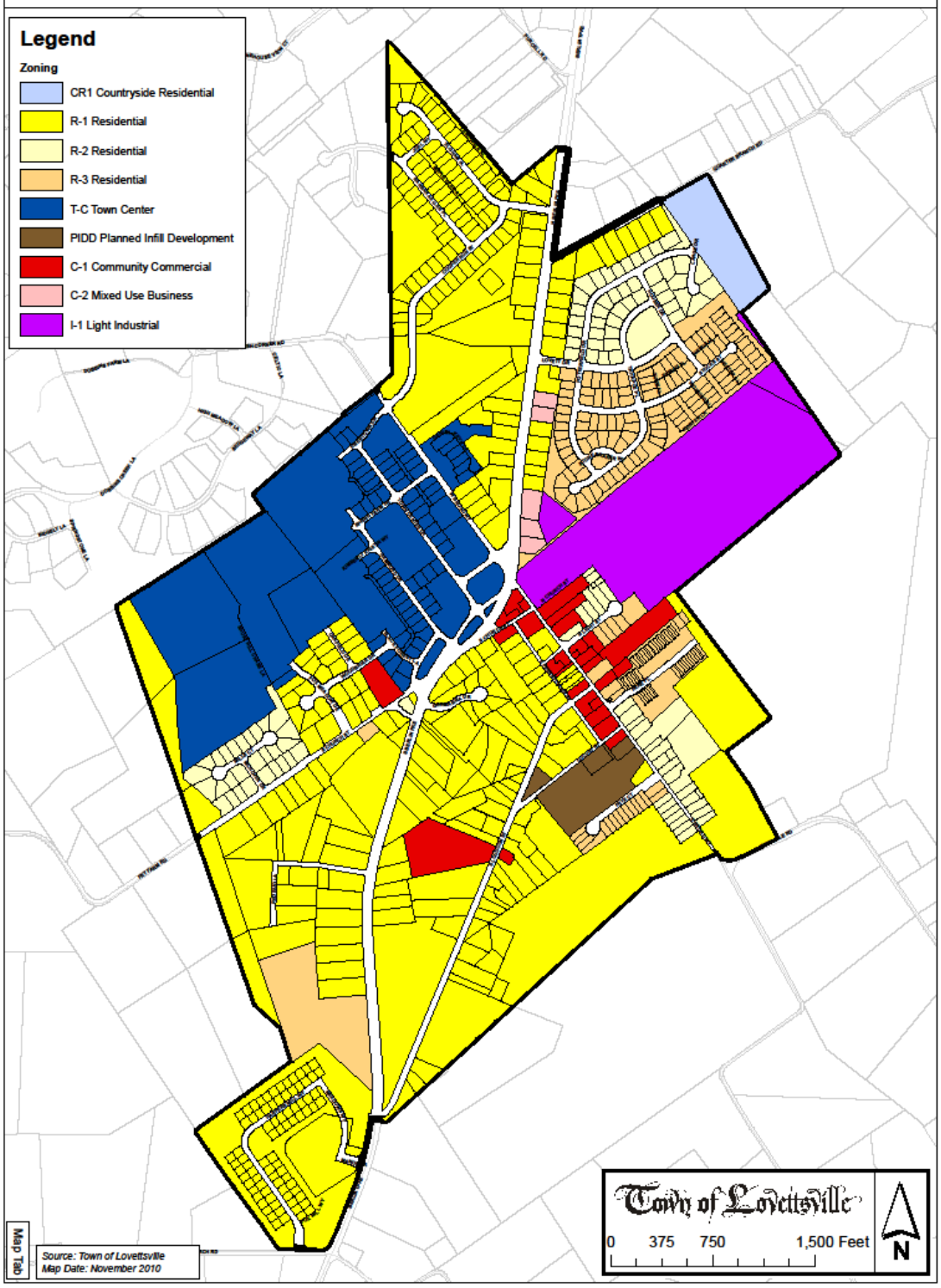
MAP 4

EXISTING ZONING



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 91-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

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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 retirement community (originally approved as 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,

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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.

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GOAL

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. Provide infill within existing residential areas that is compatible (but not necessarily similar] in terms of density, building type, and visual appearance.
3. Assure that future retirement community development requires R-C zoning and a minimum lot size to assure that such development primarily serves the elderly and that it is designed and developed in a unified manner.
4. Promote the inclusion of consolidated, commonly owned open space for passive or active recreation in large developments, both residential and non-residential.
5. Provide land uses that are for public recreation.
6. Protect existing major environmental resources to protect the eco-system, such as 100-year floodplain land.
7. Plan and implement pedestrian facilities using public resources and private development to provide opportunities for walking, shopping, touring, and biking anywhere in the Town.
8. Provide adequate landscape and visual buffers between residential and non-residential uses even if it needs to be in excess of zoning ordinance requirements.

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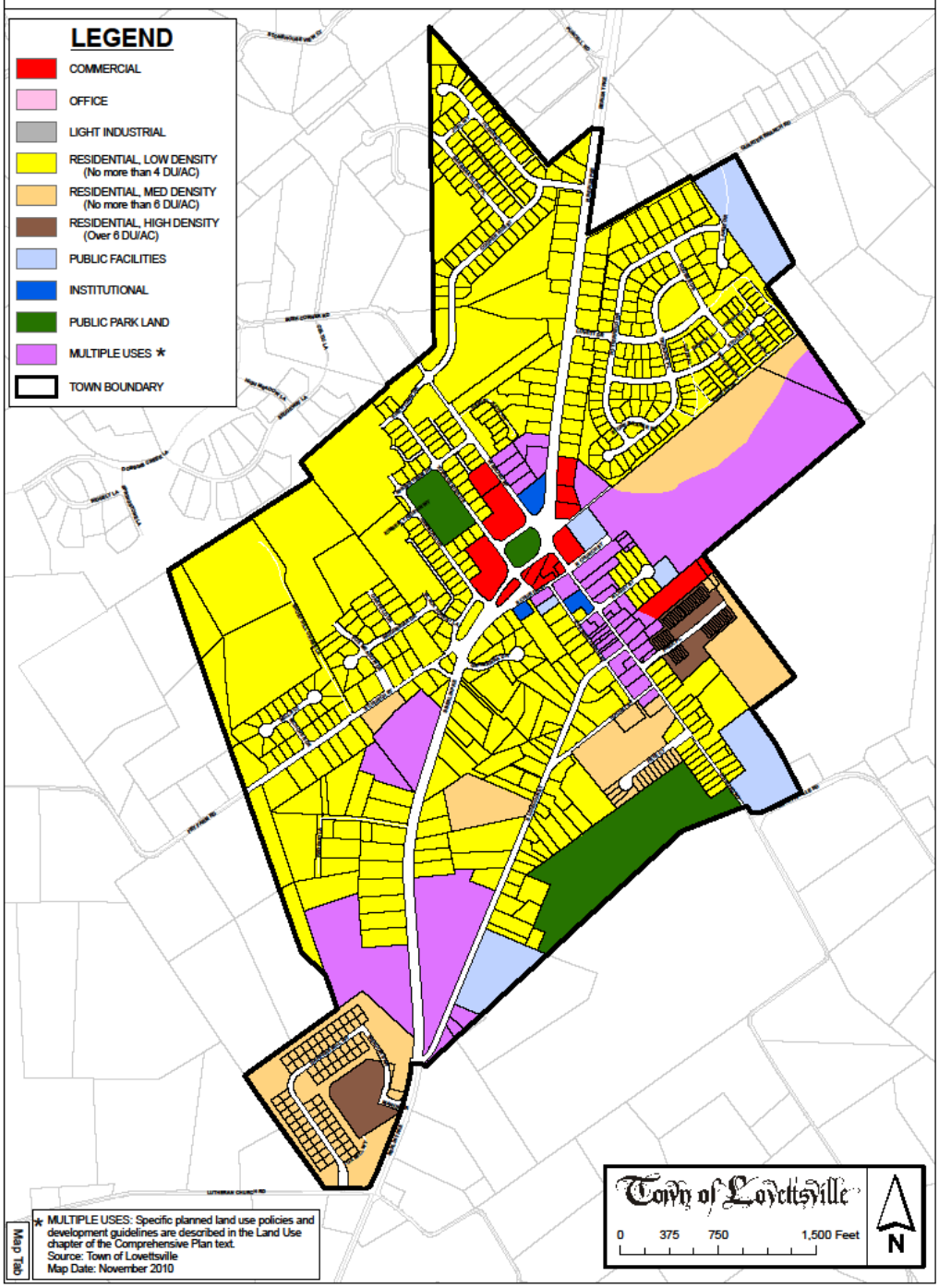
MAP 5

LAND USE PLAN



9. 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.

10. Separate access points to commercial, office, and light industrial development from residential areas to the greatest extent possible.

11. Any non-residential development or increase in density through rezoning should be allowed only with additional buffering and screening from adjacent single-family development.

12. 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. The Town should encourage Loudoun County to provide road and traffic controls improvements that will be needed to serve the Lovettsville Community Park.

14. Assure that development regulations in the Town ordinances are consistent with the Comprehensive Plan land use goal, objectives, and policies.

15. Increase the diversity of housing costs by providing land use densities and building types that accommodate various income needs.

16. 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.

17. Encourage land consolidation and unified development throughout the Town, especially for non-residential uses, to avoid fragmented development requiring multiple access points.

18. Encourage landscaping and beautification within existing and new development.

19. Encourage well-designed employment uses in order to be compatible with the village character of the Town and to help attract other such uses.

20. Strip commercial development should be discouraged.

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21. Professional office use is not appropriate in the S. Loudoun Street corridor south of Pennsylvania Avenue.

22. 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.

23. Plan for road and street improvements to enhance traffic flow and access while accommodating the need for pedestrian circulation and safety.

24. Monitor development on an annual basis to assess the implementation of the Comprehensive Plan.

25. Work cooperatively with Loudoun County to adjust the Town-County boundary so that no parcels straddle the Town and the County.

26. 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.

27. 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

28. 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. Lighted playing fields

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29. Age-Restricted housing should be developed under the following guidelines:

    a) The gross minimum acres are five (5).

    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) Access is limited to one access point per public street frontage.

    g) Architectural elevations are required for all structures.

30. Property identified in the Loudoun County land records as part of 333262242 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) A minimum acreage for each development has no less than five (5) acres.

    c) A second 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 acres are approved for development. (*see Map 8: Transportation Plan Map*)

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

    e) Pedestrian access is provided through the development from New Town Meadows to adjacent non-residential land.

    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.

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

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31. Property identified in the Loudoun County land records as 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. Property identified in the Loudoun County land records as 370299978, zoned R-1 (*see Map 6, Area 3*), should be developed with low density residential (up to 4 dwelling units per acre) use.

    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 or 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

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area is developed with non-residential use(s). This provides a visual screen all the time.

33. Property identified in the Loudoun County land records as 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 identified in the Loudoun County land records as 370293746, zoned R-3 (*see Map 6, Area 5*), should be developed for medium density residential use (up to 6 dwelling units per acre).

    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:

    a) Non-residential use is oriented to Berlin Pike.

    b) No more than two (2) gross acres are developed for non-residential use.

    c) No non-medical related commercial retail use is developed.

    d) A single access is provided from S. Berlin Pike.

    e) Full evergreen screening is provided between non-residential uses and low density residential land.

    f) Access is extended from S. Berlin Pike through the property to connect to Red Bud Lane.

35. Property identified as 370302180 in the Loudoun County land records, 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. Develop a master plan for the land owned by the Town that was dedicated by New Town Meadows on Lange Drive and incorporate

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implementation into the Capital Improvements Program (CIP). (*See Map 6, Area 7*)

37. 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.

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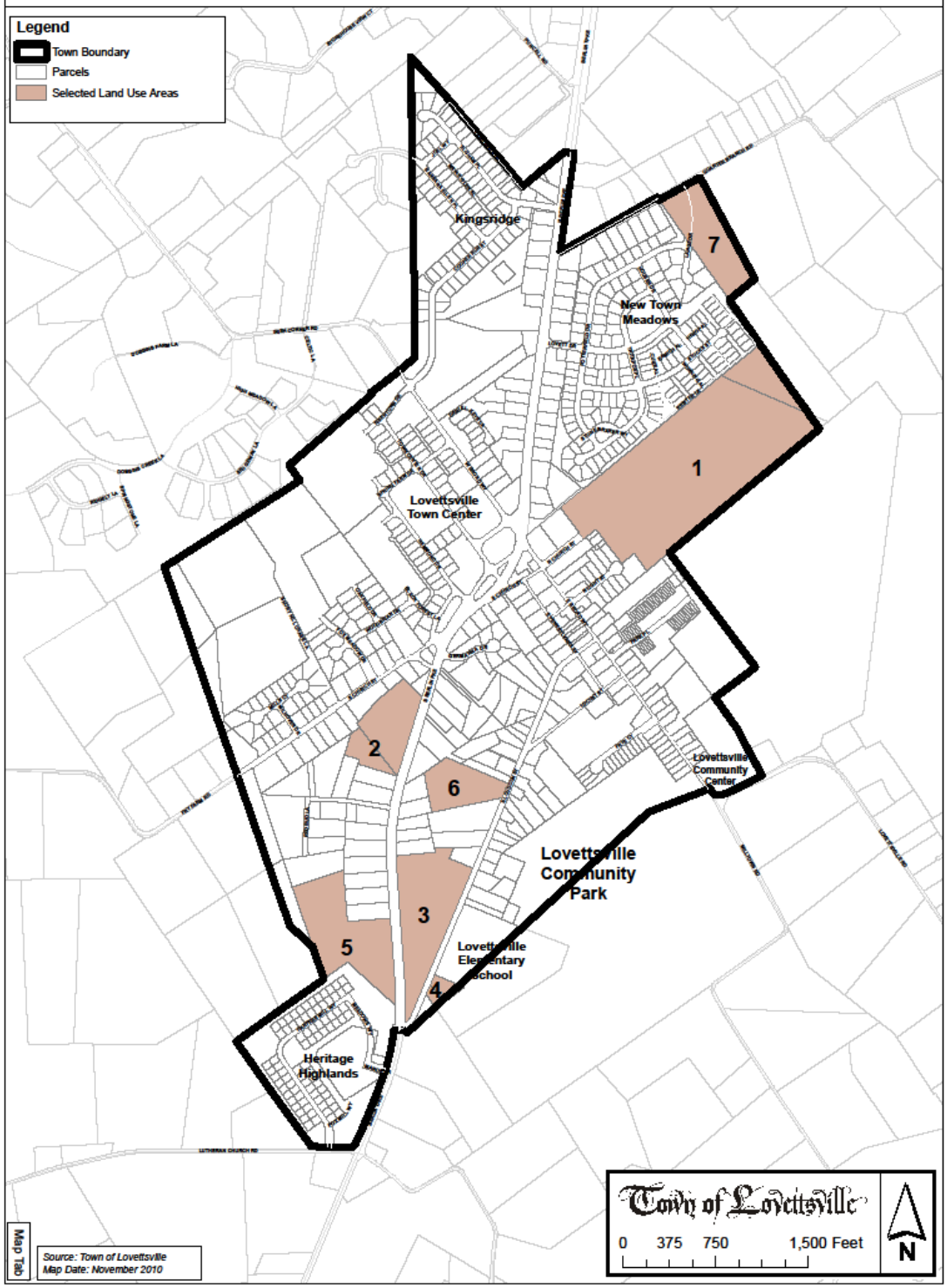
MAP 6

KEY TO SELECTED LAND USE AREAS



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.

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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

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

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.

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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

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

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.

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Land Bay E

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.

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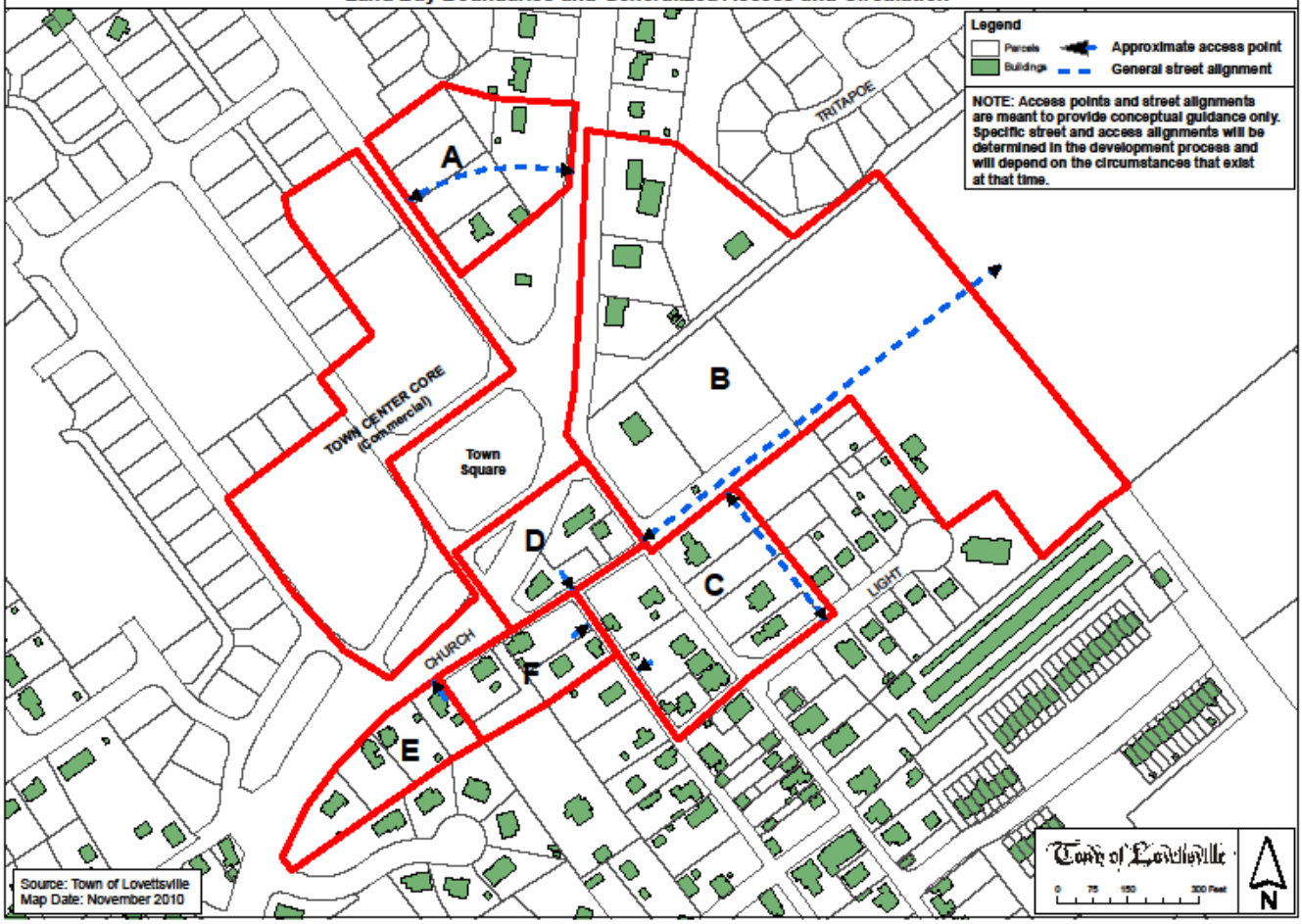
Map 7
AREAS ADJACENT TO THE TOWN CENTER
Land Bay Boundaries and Generalized Access and Circulation



Land Bay F

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.

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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.

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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.

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CHAPTER 6

TRANSPORTATION

BACKGROUND AND EXISTING CONDITIONS

Streets in the Town are a combination of types ranging from rural in the old parts of Town to contemporary in the recent subdivisions, such as New Town Meadows and the Lovettsville Town Center. Berlin Pike (Route 287) is a north-south major arterial road that bisects the Town. Street rights-of-way vary in width from thirty-three feet in the old downtown to up to ninety feet on some portions of Berlin Pike. All streets in the public street system in the Town are two lane facilities. Most of the older streets in the Town have a narrow road surface width, as little as 15-18 feet in some cases. The Virginia Department of Transportation (VDOT) maintains the public roads within the Town.

Primary access to Lovettsville is by Route 287, which connects the Town with Brunswick, Maryland to the north, and Route 9 and Purcellville to the south. Other main access routes to the Town are Routes 672 (Lovettsville Road from Route 15 and Point of Rocks, Maryland), and Route 673 (Milltown Road on the east, and Irish Corner/Mountain Roads on the west) and Route 675 (Frye Farm Road).

TABLE 1: AVERAGE DAILY TRAFFIC VOLUMES

Route 287 in Lovettsville, 2008

	Annual Average Daily Trips	4 Tire Vehicle	Bus	Truck			
				2 Axle	3+ Axle	1 Trailer	2 Trailer
Maryland State Line to Lovettsville	3,800	95%	2%	2%	1%	-0-	0%
Within Lovettsville	5,900	95%	2%	2%	1%	-0-	0%
Lovettsville to Route 693 (Morrisonville Rd)	5,900	95%	2%	2%	1%	-0-	0%

Source: Commonwealth of Virginia, Department of Transportation Daily Traffic Volumes Including Vehicle Classification Estimates, Jurisdiction Report 53

Average daily traffic volumes for roads within the Town and immediately adjacent to the Town limits, as reported by the Virginia Department of Transportation for 2008, are shown in Table 2.

Most of the older streets in Lovettsville have rural cross-sections with no curb and gutter and sidewalks for safe pedestrian mobility and circulation. Sidewalks have

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been provided in residential and commercial areas that have been developed since 1970, such as Lakeview Village townhouses, Fox Meadow, Frye Court, Heritage Highlands retirement community, Town Center, New Town Meadows, and Kingsridge subdivisions.. Sidewalks are also provided along portions of the east side of Broad Way; however, much of this older sidewalk is in need of repair or replacement. The Town has received Community Development Block Grant funding to assist with the design of the streetscaping along E. Broad Way so the Town can become more pedestrian-oriented.

The Town has endorsed a Streetscaping Master Plan for E. Broad Way and S. Loudoun Street. The plan has design guidelines for sidewalk, street lamp, and drainage improvements. As of January 1, 2010 the Town has assigned grant money for design work on a section of E. Broad Way between Park Place and the Lovettsville Community Center as the first stage of Town streetscape improvements.

Commercial establishments generally provide off-street customer parking and most residences have off-street parking. Lovettsville Town Center will provide some on-site parking but the project was approved with a substantial amount of parking for the commercial use on-street within the residential portion of the project.

ISSUES AND FUTURE NEEDS

TOWN STREETS

Town streets are generally unimproved rural cross sections without curb and gutter. Therefore, drainage is not fully controlled.

A small section of Pennsylvania Avenue has been approved to be constructed from S. Locust Street to Frye Court as part of a rezoning of land to the Planned Infill Development zoning district. This will help expand the grid street pattern in the old downtown. The section of street has been approved with no sidewalks.

North Church Street will need to be extended from the Post Office into the land zoned Light Industrial I-1 in order for development to occur on this land unless all of it is developed as a single unit and private streets are provided. Even so, at least one other additional access point to a major arterial or collector street, such as Berlin Pike, Quarter Branch Road and Lovettsville Road, will most likely be needed to serve future development on this land.

When the playfields in the Lovettsville Community Park are operational, a southern access will be provided from S. Loudoun Street through the Lovettsville Elementary School site.

CONNECTOR AND BY-PASS STREETS OUTSIDE TOWN

Given the fact that there is light industrial, commercial and office use and medium density residential use planned for approximately 30 acres in the center of the Town new collector streets will be needed in order to provide access to roads in the County,

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such as Lovettsville Road and Quarter Branch Road. Such connections would have to be planned in conjunction with the Countywide Transportation Plan.

MULTI-USE TRAIL AND SIDEWALKS

The Town is planning a multi-use trail along the western side of Berlin Pike to facilitate pedestrian mobility in the Town and to connect eventually with a planned County trail network. The Virginia Department of Transportation (VDOT) is contributing to the project. The trail will be linked to a planned future bicycle and pedestrian pathway corridor, which is identified in the Loudoun County Bicycle and Pedestrian Mobility Master Plan (2003) and Proposed Bicycle and Pedestrian Network map as connecting Lovettsville to the Brunswick, Maryland MARC facility for commutation and recreation purposes.

The Town also has a capital improvement program project to provide sidewalks along East Broadway within the next several years. All trails and sidewalks will be constructed after consultation and review by VDOT and every attempt will be made to build the facilities to the Americans with Disabilities Act (ADA) and American Association of State Highway and Transportation Officials (AASHTO) standards.

TRAFFIC CALMING

There are various traffic speed limits within the Town and on the roads approaching the Town. There is a need to examine speed limits and other traffic calming measures to more effectively control vehicular traffic for safety reasons and to enhance the Town's objective of having a pedestrian oriented community.

PARKING

Perhaps the most important parking issue in the Town is the lack of off-street parking available for existing and planned commercial uses along portions of the E. Broad Way corridor. The Zoning Ordinance currently prevents some businesses from being established in the Town because small lot size prevents required setbacks and off-street parking. The only parking alternative in some cases is for a business to enter into a shared parking agreement with another owner (no more than 300 feet from the subject property) , which is not always possible. Streetscape and street improvements made to E. Broad Way over time will provide for more parking for businesses but the some ordinance requirements would also probably have to be modified to accommodate required off-street parking.

PUBLIC PARKING LOTS

The Town's economic development policies encourage business development in parts of the old downtown. Parking is not controlled on the streets where this type of use is planned and the configuration of some lots and structures is such that parking is difficult or impossible to provide on-site in many cases. One solution, aside from some planned streetscaping/street parking plans that are in progress for some streets, is to provide public parking lots in the old downtown. This would either entail public expenditure or developer dedication of land. These options

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probably create significant practical problems to implement but efforts should be made to see if grant money might be available, as one solution.

INTERPARCEL CONNECTIONS

In order to implement the goal of making the Town as pedestrian-oriented as possible, ordinances would have to be modified so that interparcel access is provided for new development. Interparcel access should be provided as much as possible for both pedestrian and vehicular mobility. This can help keep vehicles off the main streets when someone needs to shop or visit commercial facilities nearby.

REGIONAL TRANSPORTATION FACILITIES

Brunswick, Maryland, two miles north of Lovettsville, is the terminal for weekday MARC commuter trains to and from Washington, D.C. In addition to providing daily commuter trains Monday through Friday, additional trains are provided for special events. A Virginia Regional Transit bus connection had been operational during the work week between the Town and Purcellville and Brunswick, Maryland, but due to lack of ridership and funding in 2010, it was discontinued.

Air transportation for small planes, recreation, and executive travel is available at Leesburg Executive Airport located approximately 15 miles southeast of Lovettsville. The Washington Dulles International Airport is located in eastern Loudoun County, approximately 30 miles from Lovettsville with access via the Greenway.

There is also a large general aviation airport in Frederick, Maryland.

GOAL

To provide a safe, adequate, and convenient multi-modal transportation system that serves the needs of both vehicular and pedestrian traffic in a manner that also protects the low density and historic character of Lovettsville.

POLICIES

1. The planned future road network improvements are conceptual in nature (see Map 8: Transportation Plan Map). Detailed transportation studies and development plans will determine specific alignments and designs for roads shown on this map. In some cases improvements will be provided by private development and in other cases by the public sector or a combination of the two.

2. Road network improvements are planned to increase the safety and convenience of vehicular travel throughout the Town and provide necessary connections to the surrounding area. The major planned transportation improvements include:

    a) Traffic controls at the intersection of Berlin Pike and Tilgham Place (Kingsridge Estates); the intersection of Berlin Pike and South

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Loudoun Street; the intersection of Milltown Road, Lovettsville Road, and E. Broad Way; and the intersection of E. Broad Way and Church Street.

b) Pennsylvania Avenue extended between S. Locust Street and Frye Court.

c) A new connection from S. Locust Street and Frye Court as part of an approved rezoning for the Planned Infill zoning district.

d) A connection from S. Loudoun Street through the Lovettsville Elementary School to the Lovettsville Community Park.

e) An extension of Red Bud Lane to Berlin Pike.

f) Extension of two new streets from N. Church Street through the land zoned I-1 in the center of Town for future access to either Quarter Branch Road or Lovettsville Road. These connections would require the cooperation of Loudoun County to include them in the Countywide Transportation Plan.

3. Existing roads should be improved to a uniform ultimate pavement width except where it would change the character of the Town. For example, expanding Pennsylvania Avenue or East Broad Way to match newer Town roads would harm their immediate neighborhoods and destroy their historic context. In limited circumstances, however, certain road segments may be overwhelmed by traffic. In such instances, consideration should be given to improvements such as increased pavement width where practicable or measures designed to divert traffic where the former is inappropriate.

4. Curb, gutter, sidewalk, and underground drainage systems should be provided for all new development. This should be done to the greatest extent possible in a manner that maintains the low density character of the Town. In some cases, for example, narrower roads with no on-street parking would serve this objective.

5. Ensure adequate parking for existing and future residential, business and employment uses.

6. Ensure adequate sidewalks for existing neighborhoods and new developments.

7. Provide pedestrian linkages to connect existing and new development with major Town facilities and services.

8. Provide pedestrian linkages among all contiguous developments where physically possible and appropriate in terms of safety considerations.

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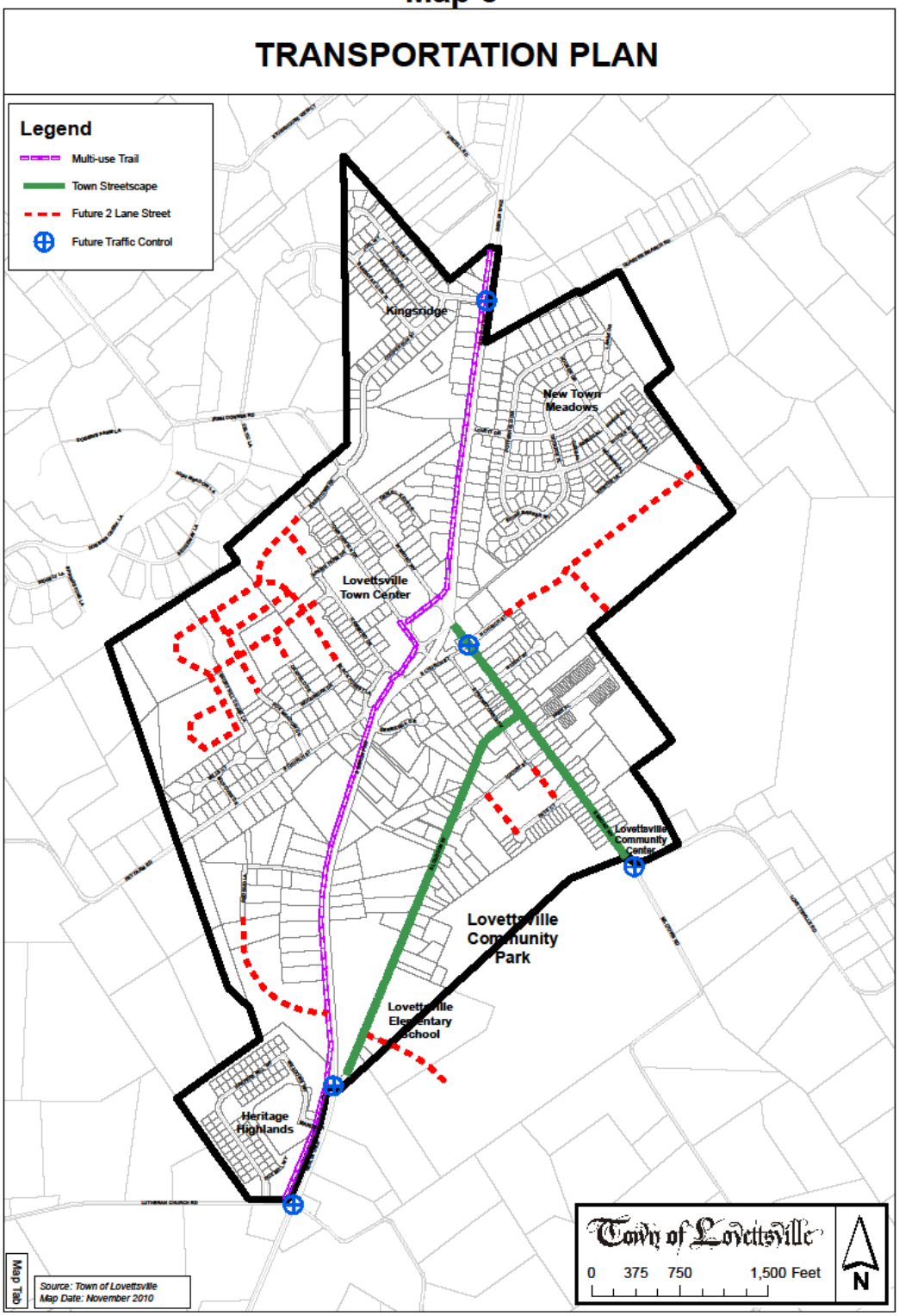
Map 8


TRANSPORTATION PLAN
Legend
Multi-use Trail
Town Streetscape
Future 2 Lane Street
Future Traffic Control
Kingsridge
New Town Meadows
Lovettsville Town Center
Lovettsville Community Center
Lovettsville Community Park
Lovettsville Elementary School
Heritage Highlands
Map Tab
Source: Town of Lovettsville
Map Date: November 2010
Town of Lovettsville
0 375 750 1,500 Feet
N

9. Provide safe access for bicycle traffic both to and within the Town in coordination with the Loudoun County Bicycle and Pedestrian Mobility Master Plan (2003 Bicycle and Pedestrian Plan) and the Countywide Transportation Plan.

10. Review and approve development applications in a manner that ensures connections are provided for future road extensions where appropriate.

11. Add requirements to the Town Ordinances for developers to provide offsite transportation improvements, including pro-rata share contributions for future improvements when their development creates a traffic impact that warrants it.

12. Evaluate development proposals in terms of the adequacy of the street network to serve the development.

13. Initiate contact with VDOT to undertake a cooperative effort to evaluate the various means possible to implement the Town's objective of creating a more pedestrian-oriented community, including sidewalks, traffic calming, striping, signage and speed limits.

14. Initiate contact with VDOT to undertake a cooperative effort to examine speed limits and other traffic calming measures to more effectively control vehicular traffic for safety reasons and to enhance the Town's objective of having a pedestrian oriented community.

15. Initiate contact with VDOT to undertake a cooperative effort to limit large commercial truck traffic on local Town streets to only those involved in local business deliveries.

16. Review and, if warranted, revise off-street parking requirements in the Town Ordinances to reflect actual parking demands of various uses and the practicability of providing off-street parking in the old downtown.

17. Provide through various public and private means pedestrian access throughout the Town to recreational facilities, such as the Town Green, the Lovettsville Community Center, and the Lovettsville Community Park.

18. Provide brochures informing residents, business people and employees about available public transportation options. These should be given to new residents and business people when they establish a water and sewer account, obtain a Town vehicle decal, or apply for a business license.

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19. Initiate a priority effort to include funding for streetscape and drainage improvements on E. Broad Way and S. Loudoun Street in the Virginia Department of Transportation Six-Year Improvement Program.

20. Provide for the design and construction of attractive and informative public or private entrance features, such as signs, monuments, and landscaped areas, at all major entrances to the Town. These features can be located either on private or public property.

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