

Lovettsville, Virginia

Town Square Master Plan



Prepared by Mahan Rykiel Associates
Baltimore, MD

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Lovettsville, VA Town Square

Introduction

Lovettsville, Virginia is located in northern Loudon County along the Berlin Turnpike (Route 287). With its proximity to greater Loudon County and the MARC Train in Brunswick, Maryland, the community continues to attract new residents and businesses. The roadway realignment project for Berlin Turnpike completed in 2007 created a new open space attraction in the heart of the Town Square. To support the growing residential community, the community has experienced redevelopment of parcels surrounding the square to create a 'Main Street' character. Building off the success of the recent completion of the Phase 1 parcel to the northwest (see figure 1), the Town of Lovettsville retained Arnett Muldrow Associates and Mahan Rykiel Associates in 2016 to aid in the Master Plan process for the Town Square Park and surrounding parcels.

Process

The Master Plan process for the Town Square began in March of 2017 with a placemaking workshop held in the Town Square Park. During this workshop, participants were asked to evaluate the site's character and explore the area's potential for improvement. With this input in mind, the design team developed multiple concepts for the park and surrounding parcels and presented the ideas to the Town Council and members of the general public in attendance. In addition to the presentations, a survey was distributed to collect additional comments to inform the final plan presented within the report.

Lovettsville Town Square
March 21, 2017

Site Evaluation

Character & Condition

	1	2	3	4
Appearance of space	1	2	3	4
Organization of space	1	2	3	4
Flexibility of space	1	2	3	4
Plant material condition	1	2	3	4
Powerline condition	1	2	3	4
Site furnishings condition	1	2	3	4
Seating opportunities	1	2	3	4

Site legibility

Scale of space: AVERAGE RATING: 2.5 (18 out of 24)

Connectivity & Context

	1	2	3	4
Visibility of space	1	2	3	4
Accessibility of space	1	2	3	4
Location of space	1	2	3	4

Use & Value

	1	2	3	4
Event frequency	1	2	3	4
Activity within space	1	2	3	4
Activity surrounding space	1	2	3	4
Overall use of space	1	2	3	4
Economic benefit of space	1	2	3	4
Historic value of space	1	2	3	4
Civic value of space	1	2	3	4

AVERAGE RATING: 2.1 (18 out of 24)

1. How do you use or currently use this space? If unused, why?

2. How could this space be improved? What changes would you like to see?

3. What are your thoughts on the space?

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Placemaking Workshop Site Evaluation Form

Town Square Assessment and Input

BEST PRACTICES FOR PUBLIC OPEN SPACES

Through all of the diversity in park spaces and communities in which they are created, certain best practices for public spaces and parks emerge. The



Placemaking Workshop | March, 2017

assessment for the Town Square and park was done through the lens of these best practices to gain an understanding of the opportunities within the area. The following is a brief description of each principle paired with the design team's assessment of the site through each particular lens.

Context | Connections

Principle:

The best park spaces are well connected to the surrounding community within a context that promotes activity in and around the park. Ideally, the park should be accessible by a variety of travel mode options to support a diverse community (public transit, car, bike, walk). The area around the park should promote a strong pedestrian environment where people feel safe to walk around the park district. The park should be connected physically to its context with well-marked pedestrian crossings that signify to motorists they are in a shared pedestrian space. Park spaces should have strong connections to the street to promote activity along the edges.

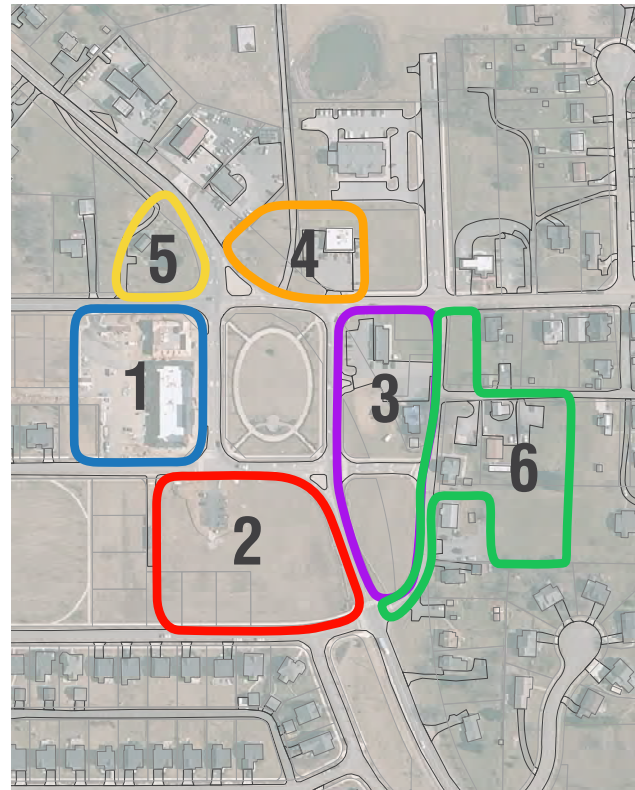


Figure 1: Phasing Diagram | Provided by Town of Lovettsville, VA

Downtown retail environments often create the most vibrant spaces for parks, though neighborhood parks within residential districts serve an important role within the community. A mix of retail and restaurants is generally best at increasing activity around park spaces. Offices or businesses that close during the weekend tend to create 'dead zones' along the street instead of drawing people to the area.

It is important that park spaces have a strong relationship to their surroundings. Structures, whether retail or residential, should face onto the park to increase a sense of 'eyes on the park' and activity in the area. Along park edges, avoid creating 'back door' spaces like retail drop-off/service areas, residential back yards, etc. that are uninviting and do not create a strong frontage for the park.

Assessment:

Town Square Park has the potential to become a strong, central gathering space for the Town. It is well connected to various parts of town and serves as a link between the old town (East Broad Way) and the newer residential development to the northwest.

While connectivity between the overall town and square is strong, the park lacks physical connections that allow visitors to cross the street safely and enter the park. Efforts to increase visibility of the crosswalks and slow traffic should be made to ensure that visitors feel safe accessing the park and comfortable while in the space.

With the recently completed retail development to the north of the square, and planned development on the Phase 2 parcel, the park is beginning to be activated with uses that will ensure it becomes a well-utilized asset to the community. Moving forward, the Town should look to fill some of the 'missing-teeth' in the developed edge on the Phase 3 and 4 parcels. Here the park and sense of enclosure lacks the definition that is so strong on the north side.

. Like the Phase 1 building with the glockenspiel, future development should continue to face onto the park to create more activity along its edges and better connect it to its surroundings.

Activity | Programming

Principle:

It is important to have a variety of activities and elements that draw people of all ages to public spaces. Gathering spaces should vary in size to accommodate different user groups. In some areas, this can be done with flexible seating that allows the arrangement to change based on visitors' needs. Play areas can be created with traditional playground equipment or can be more artful or sculptural in design so that it looks like public art while not in use. Natural play elements can also be used to introduce a new type of learning and play into park spaces.

Care should be taken not to 'fill the park.' Instead, activity should be increased at its edges so passersby can experience the vibrancy within the space and be drawn into the park. While the addition of elements can help increase activity, this needs to be balanced with the preservation of open spaces that can remain flexible to accommodate events and or unstructured activity.

Programming is an effective tool to increase park usage. Events like yoga, movies in the park, concerts/theatre events, markets, food festivals, etc. can create an initial attraction that introduces (or reintroduces) people to the park and gets them returning during non-programming days. A benefit is that the events are not static, and can instead evolve and change with the needs and likes of the community. These events often do not require a specialized location or element within the park but can utilize flexible open space. More specialized equipment can be brought in on a temporary basis for the program or event itself.

Assessment:

Aside from the small gathering space created around the Veteran's Memorial, the park currently lacks activities that draw people to the space. The traffic patterns surrounding the park provide a further disincentive for using the space, particularly when there are limited activities. While new retail uses to the northwest will help increase activity around the Town Square, the park could benefit from more programming and amenities that would encourage people to cross the street and spend time in the park.

The Town has been successful in hosting events in and around the Town Square Park and should continue to support programming efforts to ensure that the park remains a cherished part of the community. Current events include:



Artful Play Element | Pierce's Park, Baltimore, MD



Park Programming | Baltimore, MD

- Veteran's Day commemoration near the Memorial,
- 'Berserkle on the Squirrel,'
- Plans to host elements of Oktoberfest on the Town Square Park,
- Plans to host elements of MayFest in the park in addition to the Town Green,
- Memorial Day activities, and
- Some activities of 'Summer on the Green' can take place in the park in addition to the Town Green.

Visibility

Principle:

It is important that the design of park spaces create a safe and comfortable environment for visitors. This can be done, in part, by maintaining good visibility into the park from the street and within the park itself. Doing so will maintain 'eyes on the park' with people providing natural surveillance for the park. Good visibility increases safety by creating an environment where people feel that there are no 'hiding spots' and can easily view what is around them. It is important not to lose this sense of security by blocking views into the space with tall plantings or walls. In general:

- Shrubs and plantings should be kept low (under 3'),
- High canopied shade trees should be used instead of low canopied ornamental trees as the dominant tree type in the park, and
- Ornamental trees can be used in smaller numbers to create an accent or seasonal interest but should not be used in locations where they will block views or create barriers.

Assessment:

Currently, the park has good visibility into and out of the space. Taller shade trees should continue to be used in the park to maintain views into the space, especially along the edges.



Active Park Edge | New York, NY



Prominent Gateway | Henry Garnet Park, Baltimore, MD

Edges

Principle:

The most vibrant areas of park spaces are often the edges that interface with the public streets. These areas are often supported by retail uses across the street and have high levels of activity. Foot traffic is highest in these areas and, if designed appropriately,

passersby are encouraged to gather at the edges of the park.

To build off of activity surrounding park spaces, it is important that these edges have permeable boundaries and strong gateways that encourage visitors to enter the space. Gateways should be highly visible with inviting entrances and should signify a transition from the sidewalk to the park space beyond. Gathering spaces and activity should be visible from the street to create a draw into the park. In general, the outer park, or edges, should capture the activity from the street, while the inner area should be kept open for more flexible uses.

Assessment:

The park edges currently feel very empty and overly exposed to the surrounding vehicular traffic. Increasing the number of shade trees along the edges of the park would help create more definition between the park and the streetscape beyond. The edge provided by the shade trees would create a sense of safety for visitors of the park while maintaining views into the space. Additionally, while the edge of the central lawn is defined by low hedge, which provides some sense of separation between the park and the roadways, it tends to establish a divide between the inner and outer park spaces. The edges become more associated with the street rather than with the central lawn.

The park also lacks strong gateways into the space. Though crossings are provided at the four corners, the current design does not celebrate the park gateways by creating welcoming entry spaces to the park. Gateways should function as larger nodes within the circulation system to create a sense of arrival or transition. In addition, the park has few gathering spaces along the edges and has few places elsewhere that encourage people to gather and spend time within the park.

Flexibility

Principle:

While it is important to have a variety of activities to attract people to the park, it is equally important to maintain flexibility. Flexible open spaces can accommodate a variety of uses from small pick-up games of soccer to programmed events like movies in the park or food festivals.

Park spaces are not static or frozen in time. Flexibility in the design allows the park to change with the community. Flexible spaces within the park allow the programming/events that happen within them to change without affecting the overall design of the park. Identifying 'flex-spaces' within the design can ensure that the future addition of certain activities are not preempted by hasty installations of park elements. With park planning and design, there is a need to look at the park holistically to determine what areas are most suitable for certain activities and to think long term about the park's potential.



Flexible Inner Park | Philadelphia, PA

Assessment:

The park currently has a large lawn space at its center which supports the concept of maintaining active edges and preserving the core for flexible uses. It is important to maintain this area as a flexible open space that can support a variety of uses in addition to the programmed events held periodically in the square.

It is important that flexibility is built into the design of the park, since the needs of the community may change over time. Appropriate areas of the park should be left open to accommodate future uses should they be deemed appropriate in the future. Short term improvements should not preempt the future addition of elements that can meaningfully increase activity in the square.

Aesthetics | Image

Principle:

With the overall structure and design of a park, clarity as to the design is often desired to give people a sense of where park paths lead and how to move around the park. Combined with visibility and proper lighting, this will help make visitors feel safe as they walk the park. This also helps define certain spaces within the park and provide an order to the overall structure.

Cleanliness and maintenance is very important in attracting visitors to the park. Where paving or benches/site features have fallen into disrepair, make sure they are replaced to not only bring back their function but also promote a sense of care and ownership within the park. It should be free of litter and have adequate trash cans. Disinvestment and a declining image can keep park users from using a space. Efforts to maintain park aesthetics and image will ensure that people feel comfortable visiting the park, in turn attracting more visitors and activity.

In addition, the care of the plant material within the park can go a long way in helping improve the image of a park space. Taller shade trees should be 'limbed up' to promote visibility in the park but also to clean up low, dying branches as the base. Where trees are planted close to pathways, this is particularly important in making sure there is enough clear space for people walking on the pathways. Plants should be replaced after dieback to reduce the look of 'missing teeth' within large groupings of shrubs or rows of plant species.

Assessment:

The park has 'good bones' to its overall structure. The flexible open space at the center, oval pathway, and four diagonal pathways at the park entrances create a strong defining structure for the park.

While the low shrub border that rings the flexible open space does not limit visibility within the park, it sends the message that visitors should keep off the lawn. Whether or not this is the intended message, the shrubs create a barrier for people who would like to use the space. Seen from the outside of the park, the shrub border appears overly formal. Additionally, the single row of plants calls attention to any dieback when the loss of one shrub creates a gap or 'missing tooth' within the order. While the use of plant material can be effective at defining a space, it may be more appropriate to define the flexible lawn with larger canopy trees to create a more permeable boundary between park edges and its interior. The use of shade trees would also provide a sense of protection from the roadway beyond.

The park is generally well maintained with several trash receptacles around the park to discourage littering. As the park gets used more and more, efforts to maintain the condition of the park should continue. While lighting does not appear to be an issue within the park, future lighting improvements in and around the park should emphasize shorter, pedestrian-scaled lighting rather than taller, vehicular/'cobra' lights.

INPUT

Placemaking Workshop

The site evaluation component of the workshop allowed participants to evaluate the site's character and asked a series of open-ended questions to unlock their vision for the Town Square and park. The full results of the site evaluation can be found in Section 1 of the Appendix. In general, it was noted that:

- The space has a strong civic value and potential,
- The location of the space and its connectivity to the surrounding community is good, but the space is underutilized and there isn't a strong draw to the Town Square or park,
- The park needs to function more as a gathering space that attracts people for daily uses; more seating, places to gather, and activity,
- The park needs to be flexible enough to accommodate a variety of uses and events,
- The open, undeveloped (or yet to be developed) lots detract from the square itself, resulting in a poor sense of enclosure, and
- Traffic is a primary concern from a safety and accessibility standpoint. Pedestrian access was listed as a primary consideration for proposed enhancements around the square.



Survey Instrument Distributed after Council and Public Presentations

Council Presentation and Public Meeting

Three concept alternatives were presented to the Council and general public to understand a preferred direction for the Town Square. These concepts explored alternatives that could increase activity in the Town Square Park (splash pad, architectural shade element, artful play features, games/ping pong/etc). Broader planning considerations were also discussed for parcels in the surrounding area as well as traffic calming strategies that could be pursued at a later date.

During the meeting, the Town Council and the public raised concerns over traffic around the square. While several felt that play features should be incorporated into the square with appropriate fencing to keep children within the play area, many felt that a splash pad and play elements should not be included in the plan. In addition, the option to relocate the Veteran's Memorial to keep a less active area around it was well received by some, but others felt that relocating the Memorial was inappropriate.

Survey

In addition to the presentations, a survey instrument was prepared and distributed by the Town and asked participants to indicate their preference for site designs for parcels surrounding the square. The full results can be found in Section 2 of the Appendix. The three options for development of the parcels surrounding the square were evenly split, with a preference for no drive-through business on the square.

Participants were also asked which concept was preferred for the Town Square Park and what activities they thought were appropriate for the site. The majority of participants responded favorably to park elements that would increase activity within the park.

Refined Plan

With this input, a refined concept plan was created for the park and surrounding development parcels. The artful play elements and splash pad were not included in the final plan for the Town Square given concerns over traffic. It is recommended that traffic calming measures should be pursued beyond the scope of this master plan that allow the Town Square Park to function as the gathering space desired by the community. Appropriate areas of the park should be preserved for future opportunities in case the community wants to increase activity in the square after potential traffic calming measures make the park more favorable for play elements.

Town Square Park Concept

Inner and Outer Park

The concept plan for the Town Square Park builds off the active edge/flexible center concept by increasing activity along the southwestern edge of the park and leaving the central lawn open as a flexible space that can be used for events, picnics, or games/play.

With the recent completion of the retail building along Berlin Turnpike and the potential development along Town Center Drive, the southwestern section of the park has the potential to become a lively park edge with a strong relationship to the surrounding context. This area has a variety of gathering spaces and seating options for large and small groups. Movable tables and chairs in this area can increase flexibility of the space by allowing groups to move the seating to accommodate their group or to allow the town to remove the tables and chairs during events.



German Influence, Biergarten | Pittsburgh, PA

Benches and smaller gathering areas are located along the other edges of the park at prominent locations. With the potential for the bike path expansion through the park, connecting the bike path from Hammond Drive to Broad Way, bike racks have been provided at a location that does not conflict with pedestrian travel.

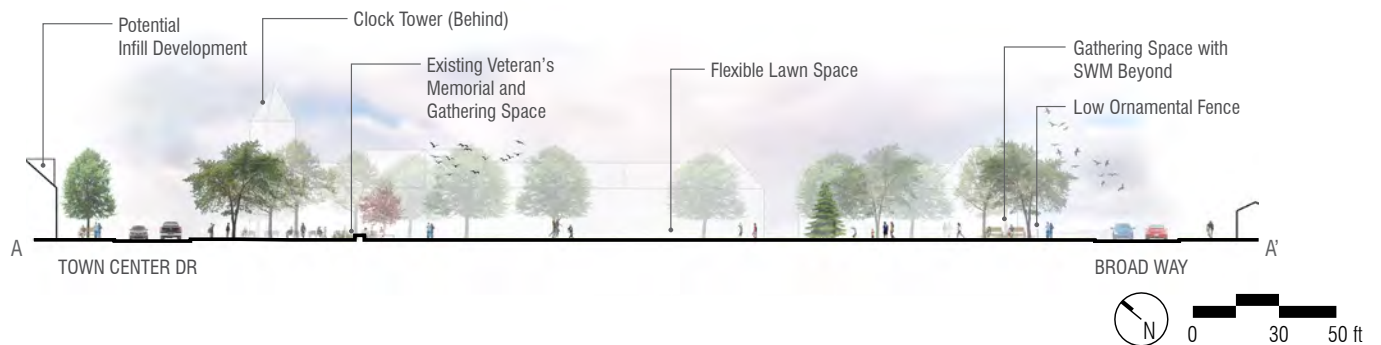
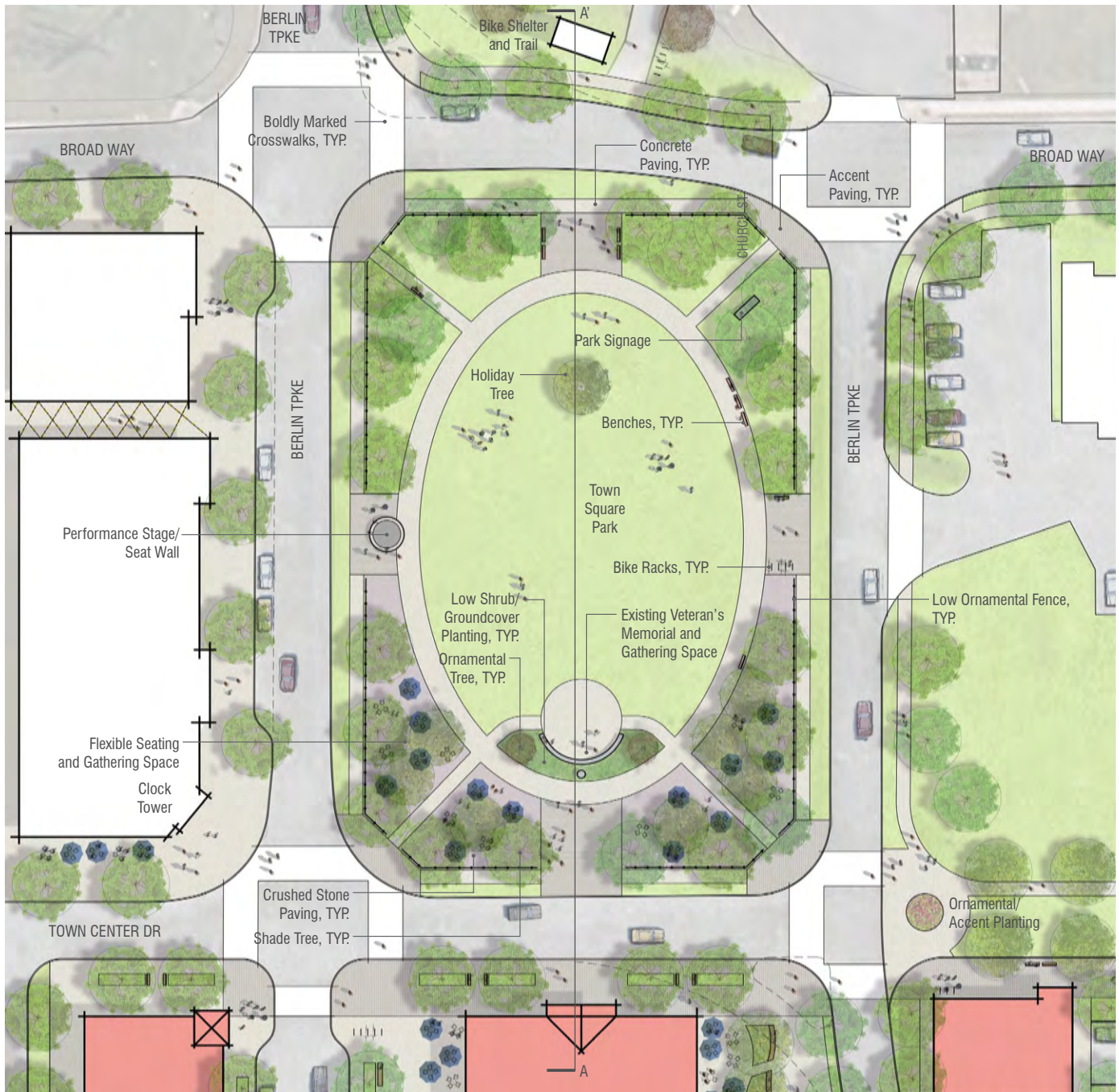
The Veteran's Memorial has been preserved in this location and functions as a smaller gathering space in the area. Maintaining a low planting buffer around the Memorial can help define the separate spaces and preserve the Memorial as a space for reflection.

Performance Space

Along Berlin Turnpike on the northeastern edge of the park, a performance stage area has been created that can be used during different events and programmed activities. The stage is raised to seat wall height to create a small gathering space and bench for park visitors during non-event times. The space around the performance stage should remain flexible to accommodate different group sizes and events. Seating can be brought in for a sit down event and the moveable tables and chairs can occupy the space during non-event times, if desired. The options for performance areas within the Town Square Park can complement the performance stage on the Town Green by providing a more intimate setting and the potential for multiple events at once.

Stormwater Management

An expanded stormwater management (SWM) feature is proposed for the northern corner of the park, though not shown on the plan. This has the potential to become a defining feature for the area through its beautiful display of environmental stewardship. While the southwestern edge of the park is more active in nature, the stormwater management feature and its plantings offer a more passive environment and create a different experience in this section of the park. With its smaller gathering spaces and distance from the retail activity along Town Center Drive, this area is more conducive to quieter activities and smaller groups.



It is important to keep the planting of the SWM feature simple and to integrate the design of the SWM feature into the overall landscape. A limited plant palette and larger plant groupings of the same species should be used to create a bold planting plan. This will keep the planting from looking overly-complicated and messy. Often times, plantings with high diversity scattered around the planting bed look overly-manicured and do not fit the scale of the larger park context. Care should be taken to choose species of contrasting textures and forms to create more interest in the garden. Seasonal interest should also be considered to create an attractive garden throughout the year. A more refined planting approach will create a strong defining element for the park and will also keep maintenance efforts to a minimum.

A long term consideration may be to increase play activities along this edge of the park if traffic calming efforts make the location more suitable. Areas of the SWM feature should be designed with the potential addition of artful play elements in mind (see Appendix: Concepts 1 and 2 from the Public Survey for locations of potential play elements and their relationship to SWM feature).

Gateways and Park Signage

The entrances to the park at the four corners have been expanded to create prominent gateways that celebrate the entrances and encourage visitors to enter the space. Larger expanses of paving at the gateways match the scale of surrounding development and create a welcoming entry and transition from the street. In these areas, a specialty paving can be used to create a sense of arrival. If specialty paving, such as brick or unit pavers, are used elsewhere in the district, paving used for the park should match or compliment other areas.

Building off of the strong symmetry of the park, larger nodes within the circulation system have been created at the midpoint between the four corners. These compliment the park gateways by offering secondary entrances into the park interior. Benches, signage, and bike racks in these locations can create smaller gathering areas in these areas as well.

A perimeter fence can be installed to provide an additional level of separation from the street. The fence should be kept low in height (under 3' tall) and should be an ornamental metal fence with ample spacing between pickets. The intent is not to block views into the park, but to deter people from wandering from the interior of the park into the street. At the gateways and openings into the park interior, a short pillar can be used to anchor the ends of the fence and increase the prominence of the gateways themselves. If stone is used, the stone should match the surrounding development or Veteran's Memorial.

The intent of park signage is to display upcoming park events, lay ground rules for the park, or convey educational information through interpretive displays. Park signage should not be overdone and should be



Active Building Edge Encourages Open Space Usage | Baltimore, MD



Buildings along Streetscape Define Park Edge | Leesburg, VA

kept from locations that may interfere with events or park usage. The existing entry sign should remain in place and continue to display upcoming events and park ground rules. Interpretive displays, like the existing historic display, are best located in prominent park entries where they are highly visible, but not in the way of potential events or activities. Additionally, it is important to keep signage consistent throughout the park.

Surrounding Development

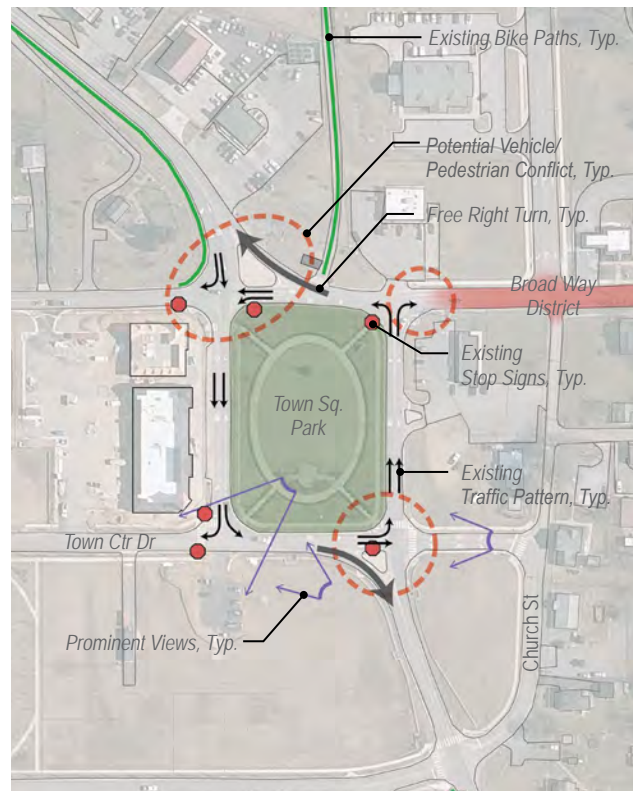
DEVELOPMENT CONSIDERATIONS

Building Orientation

To increase activity along the edges of the Town Square Park, the potential development for the Phase 2 parcel along Town Center Drive should front directly onto the square and maintain a strong streetscape edge. A proposed retail building is centered on the Town Square Park and maintains the strong streetscape frontage along Town Center Drive. This reinforces the activity along the square and maintains a pedestrian scaled environment. Rather than fronting Town Center Drive with parking, this also helps give definition to the park

A second proposed retail building and drive aisle continues the streetscape character along the Berlin Turnpike. The building activates the corner of Town Center Drive and Berlin Turnpike near the clock tower by maintaining a strong presence on the street instead of moved closer to Hammond Drive. The drive aisle extending from Berlin Turnpike leading into the Phase 2 site has been terminated before reaching Hammond Drive to reduce the potential for the site being a cut-through. Instead, a second access point has been made opposite Church Street.

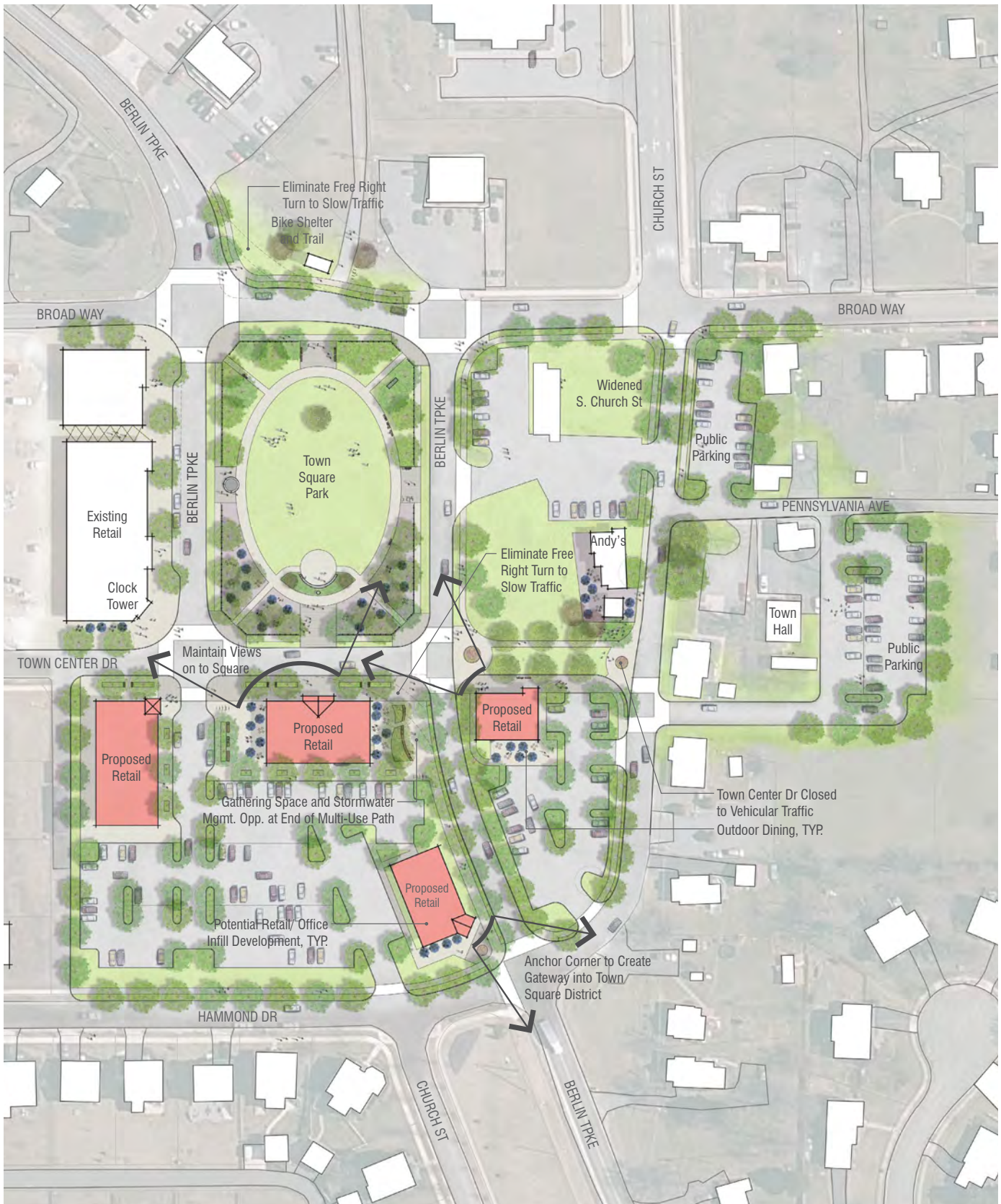
A final building in the Phase 2 parcel is located at the corner of Berlin Turnpike and Hammond Drive. As with the others, this building will create a strong streetscape frontage with its location on the corner of the intersection. Architectural features of the building can reinforce the gateway created by the development by addressing the corner of the parcel. For those traveling north into the Town Square, this becomes an important signifier that they are entering a downtown, pedestrian-friendly environment.

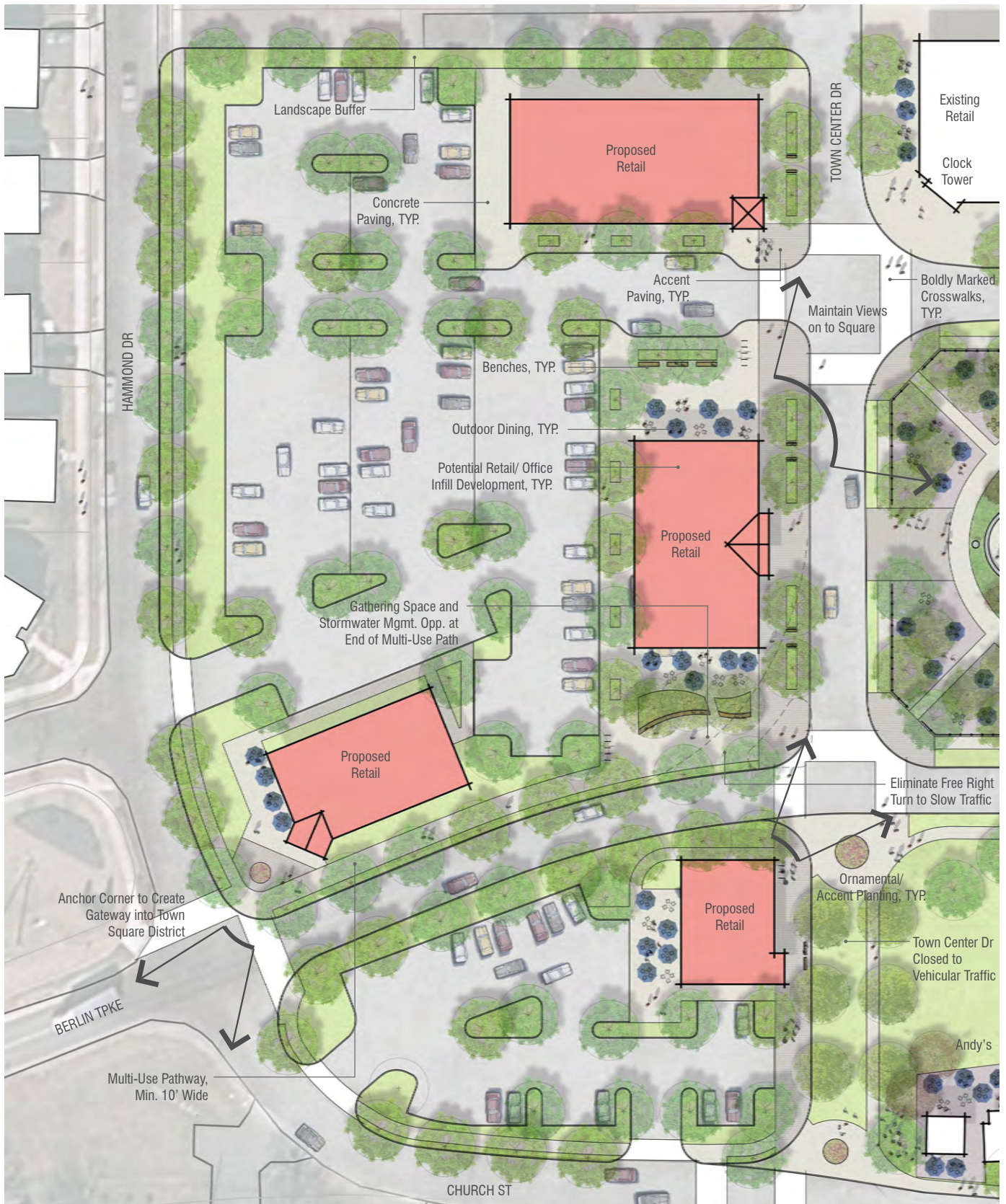


Existing Conditions Around Town Square



Existing Free Right Turn and Warn Crosswalk Markers





The proposed building on the Phase 3 parcel southwest of Town Center Drive follows similar considerations of maintaining a strong streetscape character and orienting itself toward the square to increase activity and “eyes on the park.” While more long-term in range, future development on Phase 3 parcel north of Town Center Drive should maintain frontage along Town Square Park to increase activity along the edges. A strong streetscape character should also be developed that encourages activity along the square and creates a pedestrian-scaled environment.

Outdoor Dining and Open Space

Potential locations for outdoor dining have been suggested as part of the plan in addition to gathering spaces along Town Center Drive. To the south of the central building directly fronting the park, a potential SWM feature and gathering space can serve as a node for the multi-use path before dismounting and walking through the square or continuing on through the park. The SWM feature can serve as a potential buffer between outdoor dining along the building frontage and the public gathering space along the multi-use path.

Public Parking

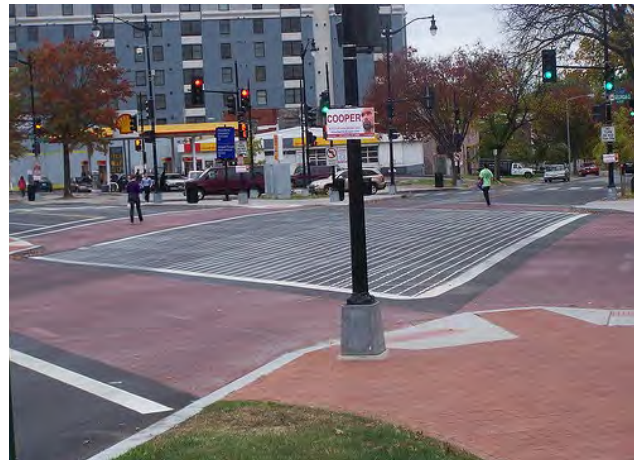
The expansion of public parking is proposed on Town-owned properties in section 6. To create a buffer from neighboring properties, the parking areas should be tree lined with tall shade trees.

CONNECTIVITY AND TRAFFIC CALMING

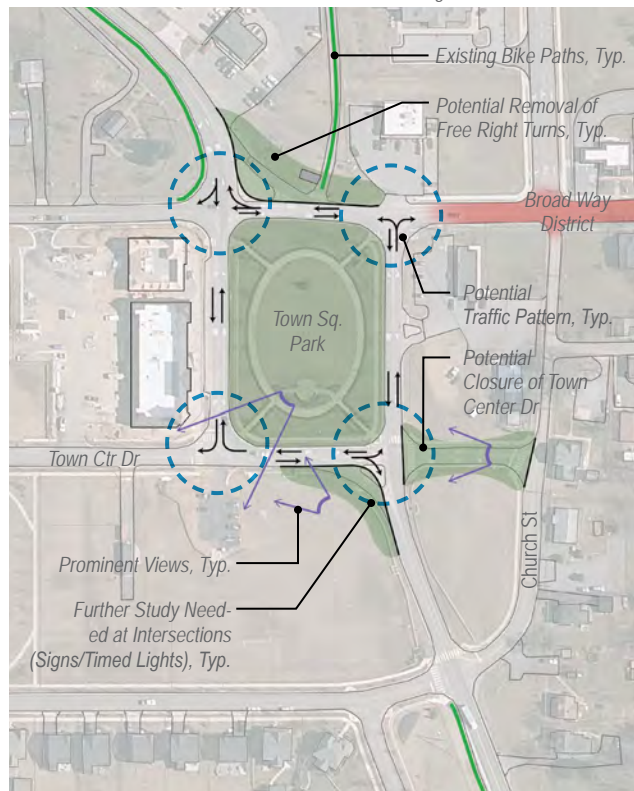
While the park has a prominent location at the center of town and has a strong potential, the speed and noise of traffic around the square are a major detractor. As a long term initiative, traffic calming strategies should be pursued in coordination with VDOT.

Pedestrian Crosswalks

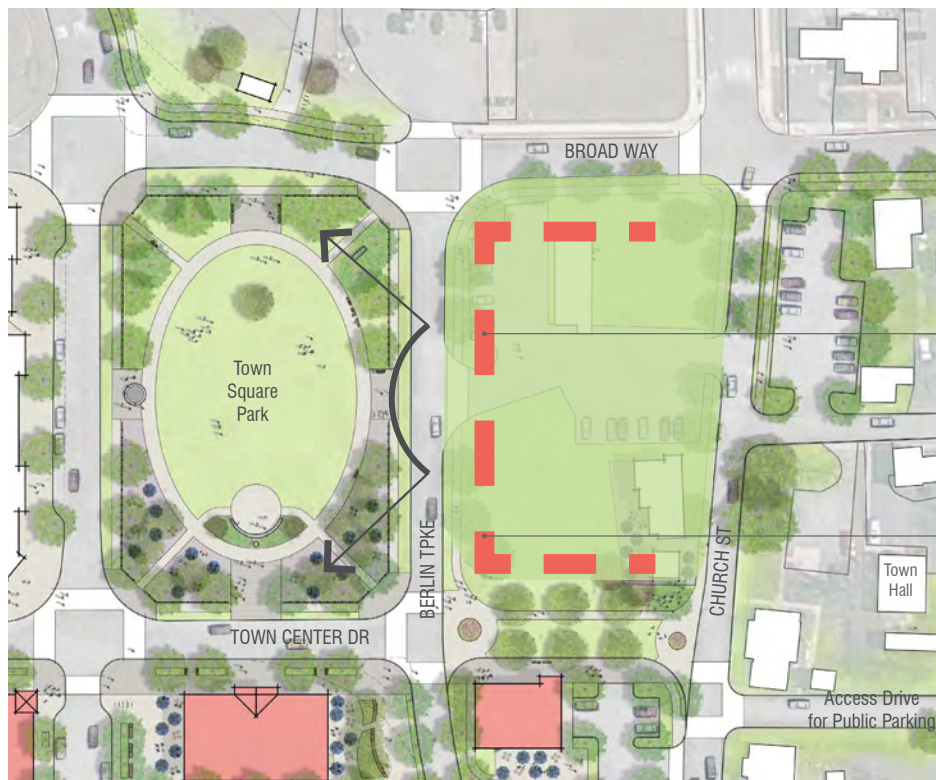
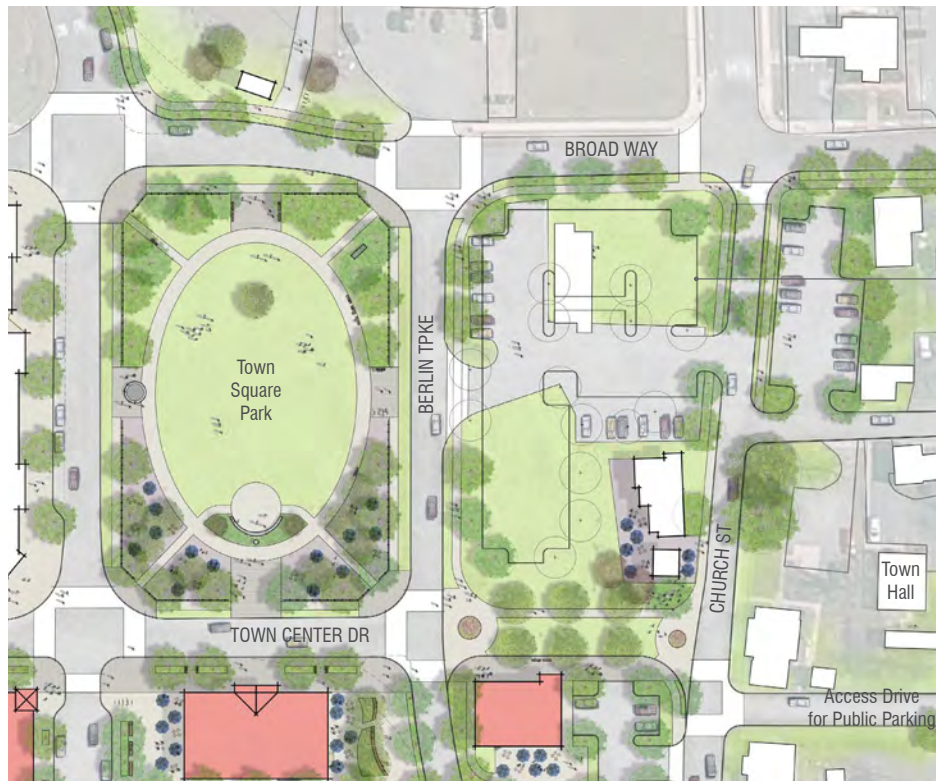
The existing crosswalks around the Town Square have faded over time and are no longer clearly visible. A short term recommendation is to repaint the crosswalks to signify to drivers that they are entering a pedestrian environment and should take caution. To reduce the need for periodic repainting, the town should explore the possibility of reconstructing the crosswalks using a colored material such as stained asphalt /concrete or brick pavers. Given the volume of traffic, consideration should be given to materials that are stained throughout instead of applied on the surface alone.



Well-Marked Sidewalk Crossing



Potential Traffic Pattern with Removal of Free-Right Turns



Streetscape Treatment and Street Trees

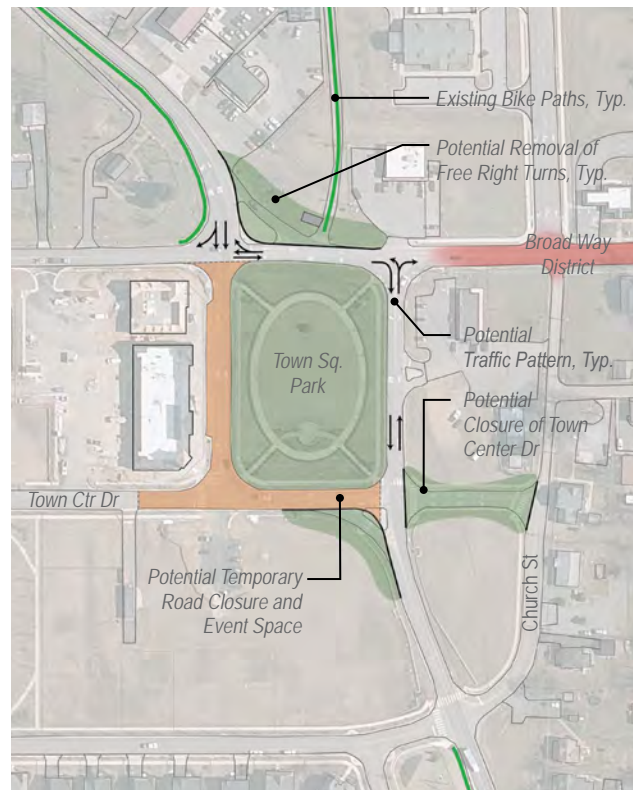
The Town should begin coordinating with VDOT to explore potential streetscape improvements along Berlin Turnpike. Street trees are a cost-effective way to enhance the pedestrian environment and slow traffic. The use of street trees can also signify to drivers that they are entering a downtown environment and should use caution. Connectivity to the surrounding area can be enhanced by expanding sidewalk connections where possible and continuing to implement the Streetscape Master Plan for East Broad Way and South Loudon Street.

Free Right Turns and Traffic Movements

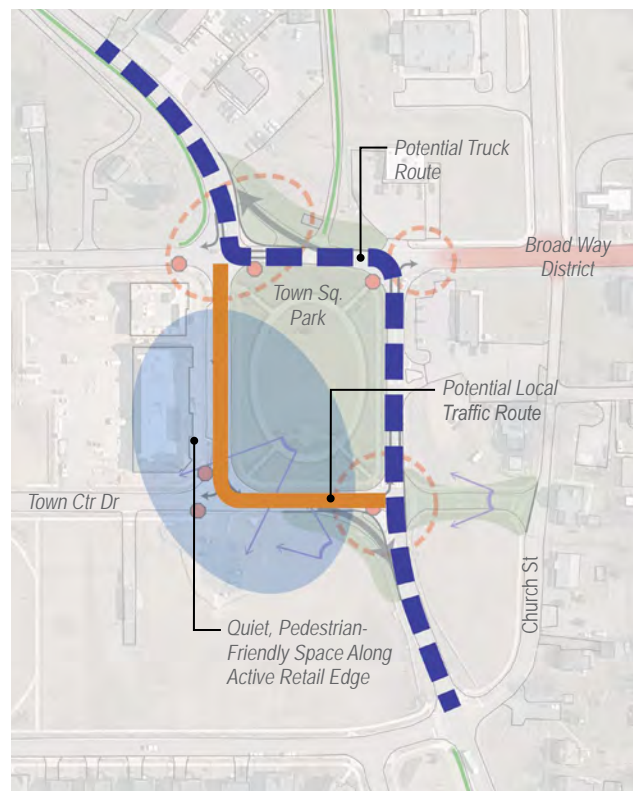
A diagram of existing conditions shows potential pedestrian/vehicular conflicts. These are locations that are either missing pedestrian crossings or are located in challenging sections of the square.

In two locations, free right turns allow drivers to turn from Broad Way or Town Center Drive without having to stop. This dedicated turn lane, separated from other traffic with an island, allows motorists to accelerate to dangerous speeds before leaving the Town Square Park area and is not conducive to a safe pedestrian environment. Additionally, the free right turns and the islands create large, expansive intersections that feel out of scale to pedestrians in the crossing, making the experience feel daunting. With the redevelopment of the Phase 2 parcel to the southwest and expansion of the bike network leading to the square, the removal of these free right turns should be explored with the intent of increasing pedestrian safety.

In addition to the free right turns, the lack of stop signs before entering the square creates a potential conflict. When travelling south on the Berlin Turnpike, cars tend to gather speed as they travel downhill toward Broad Way. With no stop sign at Berlin Turnpike/Broad Way, cars are free to speed through the intersection past the Town Square Park. This creates an unsafe condition for those in the crosswalk between the park and the recently completed retail development. Similarly, motorists traveling north on Berlin Turnpike do not have to stop when reaching Town Center Drive. The length of the crossing and a crest in the roadway just south of the intersection add to the pedestrian/vehicular conflict. Potential traffic calming measures such as



Potential Temporary Traffic Closure and Event Space



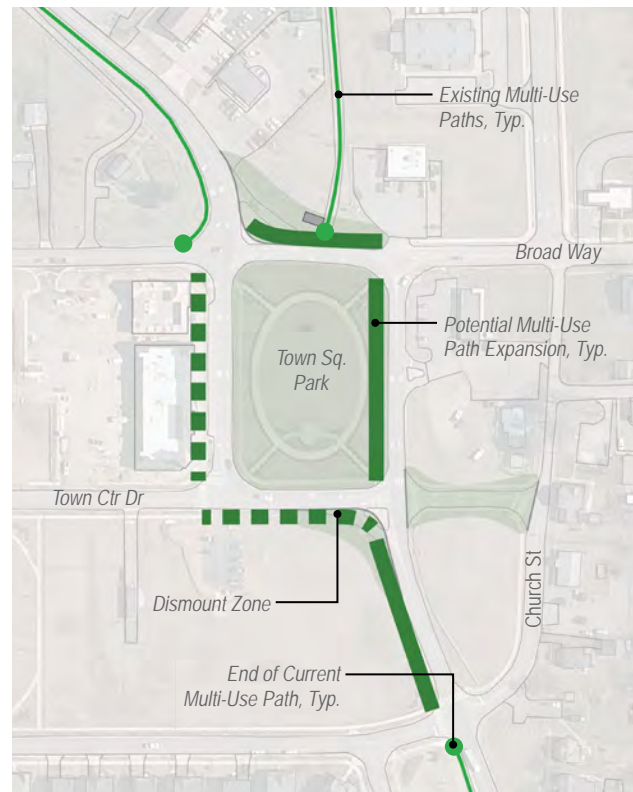
Potential Truck Route and Preservation of Pedestrian-friendly Space

street trees, lane narrowing, and additional stop signs should be explored to increase safety around the Town Square.

Traffic Pattern

The town could also explore changing the traffic pattern around the park to create two-way traffic along all four sides. In conjunction with other traffic calming strategies, this could slow traffic and create a more pedestrian environment desired for the Town Square. In addition, the altered traffic pattern could allow for the temporary closure of Berlin Turnpike and Town Center Drive along the Northwest and Southwest sides of the square. This area has the potential to become a large event space that extends uninterrupted from the retail development into the park.

Furthermore, a truck route could be encouraged on the eastern edge of the park to reduce the effect of noise and traffic on the square. The western edge could be used for local traffic only, reducing the traffic volume and vehicle size travelling through the core pedestrian area around the active retail development.



Potential Multi-Use Path Extension through Town Square

Potential Multi-Use Path Expansion

Current VDOT plans look to enhance the experience of walkers and bikers travelling to the Town Square, though the proposed multi-use path stops at Hammond Drive. As part of the Phase 2 development parcel, it is recommended that the multi-use trail continue north to Town Center Drive. Additionally, the multi-use path could continue through the park along the southern edge and cross Broad Way to reach the proposed bike shelter. This would connect both halves of the proposed pathway to the Town Square Park. The Keister Lane pathway would serve as an additional link to the area with the park at the center of activity. It is recommended that the multi-use pathway be a minimum of 10' wide to reduce conflicts between bike riders and pedestrians. Appropriate signage and crosswalk enhancements may be necessary to promote safety for those using the pathway.

Town Center Drive and Church St

The Town should explore the possibility of closing Town Center Drive between Berlin Turnpike and S Church Street to vehicular traffic to create more public open space fronting development on the Phase 3 parcel south of Town Center Drive. This area can complement the Town Square Park by providing an overflow space during larger events in the area.

Additionally, options for widening South Church St between Town Center Drive and Broad Way should be pursued. Options should maintain the two mature shade trees near the Pennsylvania Ave intersection, if possible. In addition to drainage improvements, a sidewalk connection should be provided along the northern side of the street and street trees should be planted along the roadway where possible. Smaller ornamental trees can be used along the southern side of the street given the overhead utilities present.

ARCHITECTURE AND DESIGN STANDARDS

There are three guiding architectural philosophies that can be used for new development that surrounds the square.

1. Imitate a particular architectural style (Bavarian),
2. Utilize a completely different style that clearly distinguishes one from the other, or
3. Interpret the forms and details of a particular architectural style, but constructed using contemporary materials and craftsmanship.

Given the German influences in the Town and the use of the Bavarian style on the Phase 1 parcel, it is recommended the third approach be taken. This will allow the Germanic-style to carry through with the architecture without feeling overly themed or contrived. The following are some guiding principles and guidelines to consider when interpreting Bavarian architecture.

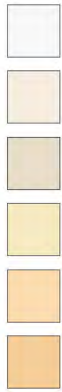
- Pitched roofs (between 8:12 and 12:12),
- Window openings with heavy trim surrounds,
- Rectangular structure with large gables and dormers that break up massing,
- Roof overhangs with heavy timber brackets or engaged wood elements,
- Clearly delineated base and floor levels via trim and recesses,
- Roof materials: Tile, standing seam metal, asphalt, shake
- Wall materials: Stucco, wood (usually upper level)
- Wall Color: Neutral tones; avoid bright colors
- Trim: Predominantly stained wood but can be painted stucco, create high contrast with wall color; avoid bright colors
- Trim accents/ Half-timber: Not the focus, timbering on upper portions of building; use sparingly



Modern Interpretation of Traditional Architecture, Dresden, Germany



Clearly Delineated First Floor



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Appendix

PLACEMAKING WORKSHOP RESULTS

TOWN SQUARE CONCEPT ALTERNATIVES SURVEY

SURVEY RESULTS

Lovettsville Town Square

March 21, 2017

MAHAN RYKIEL
ASSOCIATES INC

Site Evaluation

Character & Condition	POOR		GOOD	
Appearance of space	1	(2)	3	4
Organization of space	1	2	(3)	4
Flexibility of space	1	2	(3)	4
Plant material condition	(1)	2	3	4
Pavement condition	1	2	(3)	4
Site furnishings condition	1	(2)	3	4
Seating opportunities	(1)	2	3	4
Site lighting	1	(2)	3	4
Safety of space	1	2	(3)	4
AVERAGE RATING: ____ /9 = TOTAL				

Connectivity & Context	POOR		GOOD	
Visibility of space	1	2	3	(4)
Accessibility of space	1	(2)	3	4
Location of space	1	2	3	(4)
AVERAGE RATING: ____ /3 = TOTAL				

Use & Value	POOR		GOOD	
Event frequency	1	2	(3)	4
Activity within space	1	(2)	3	4
Activity surrounding space	1	(2)	3	4
Overall use of space	1	(2)	3	4
Economic benefit of space	1	(2)	3	4
Historic value of space	1	(2)	3	4
Civic value of space	1	2	(3)	4
AVERAGE RATING: ____ /7 = TOTAL				

1. How do you use currently use this space? If unused, why?

Veterans/Memorial Day/Patriot

Just beginning to use for larger festivals

Your Vision for the Square

1. How could this space be improved? What would you focus on?

Please provide both short term and long term solutions.

Would like to see the town square as a gathering place daily, not just events. It should be the focal point of town.

- more friendly space, should have more places to gather, more beautification
- more trees, less ugly shrubs

2. What are important considerations for proposed uses around the space?

Traffic flow / pedestrian safety
appealing architecture

3. What do you like most about this space?

location (central → connects both halves of town)

open space

4. What do you like least about this space?

not attractive or inviting → Yet!

5. What are important physical connections that should be preserved or enhanced?

Veterans memorial

6. Are there important vistas that should be preserved?

view of mountains

7. Think of your favorite public space or town square: What makes this area successful?

How can it inform the vision for the Square?

greenery, water features, unique buildings that work together

8. Additional comments:

Lovettsville Town Square

March 21, 2017

MAHAN RYKIEL
ASSOCIATES INC

Site Evaluation

Character & Condition	POOR		GOOD	
Appearance of space	1	(2)	3	4
Organization of space	1	2	(3)	4
Flexibility of space	1	2	(3)	4
Plant material condition	(1)	2	3	4
Pavement condition	1	(2)	3	4
Site furnishings condition	1	(2)	3	4
Seating opportunities	1	(2)	3	4
Site lighting	1	(2)	3	4
Safety of space	1	(2)	3	4
AVERAGE RATING: $\frac{19}{9} = 2$ TOTAL				

Connectivity & Context	POOR		GOOD	
Visibility of space	1	2	3	(4)
Accessibility of space	1	(2)	3	4
Location of space	1	2	3	(4)
AVERAGE RATING: $\frac{10}{3} = 3$ TOTAL				

Use & Value	POOR		GOOD	
Event frequency	1	(2)	3	4
Activity within space	1	(2)	3	4
Activity surrounding space	1	(2)	3	4
Overall use of space	1	(2)	3	4
Economic benefit of space	1	(2)	3	4
Historic value of space	1	(2)	3	4
Civic value of space	1	2	(3)	4
AVERAGE RATING: $\frac{15}{7} = 2$ TOTAL				

1. How do you use currently use this space? If unused, why?

Your Vision for the Square

1. How could this space be improved? What would you focus on?
Please provide both short term and long term solutions.

→ increased shade or seating areas potentially

Short term → varied plantings with more color added to the space throughout the year / focus on native plants

Long term → would love to see the space complement our town center & our events

2. What are important considerations for proposed uses around the space? Increased accessibility from all points of town
- keeping space open enough to accommodate our sporting events

3. What do you like most about this space?

It has potential.

4. What do you like least about this space?

It's not utilized very much.

5. What are important physical connections that should be preserved or enhanced?

The Veterans Memorial

6. Are there important vistas that should be preserved?

7. Think of your favorite public space or town square: What makes this area successful?
How can it inform the vision for the Square?

8. Additional comments:

Town Square needs to be a gathering place.

Lovettsville Town Square

March 21, 2017

MAHAN RYKIEL
ASSOCIATES INC

Site Evaluation

Character & Condition	POOR		GOOD	
Appearance of space	1	(2)	3	4
Organization of space	1	(2)	3	4
Flexibility of space	1	(2)	3	4
Plant material condition	1	(2)	3	4
Pavement condition	1	2	(3)	4
Site furnishings condition	1	(2)	3	4
Seating opportunities	1	(2)	3	4
Site lighting	1	(2)	3	4
Safety of space	1	(2)	3	4
AVERAGE RATING: $\frac{2}{9} = 4.5$				

Connectivity & Context	POOR		GOOD	
Visibility of space	(1)	2	3	4
Accessibility of space	(1)	2	3	4
Location of space	(1)	2	3	4
AVERAGE RATING: $\frac{1}{3} = 3.3$ (3)				

Use & Value	POOR		GOOD	
Event frequency	1	(2)	3	4
Activity within space	1	(2)	3	4
Activity surrounding space	1	(2)	3	4
Overall use of space	1	(2)	3	4
Economic benefit of space	1	(2)	3	4
Historic value of space	1	(2)	3	4
Civic value of space	1	2	(3)	4
AVERAGE RATING: $\frac{2}{7} = 3.5$				

1. How do you currently use this space? If unused, why?

Primarily to slow traffic. For memorial/civic events
w/c of Veterans memorial. Just now started incorporating
it into events; Mayfest, Oktoberfest, Baseklee.

Your Vision for the Square

1. How could this space be improved? What would you focus on?

Please provide both short term and long term solutions.

More seating, easier bike/^{walk} path to cross to different intersections. More visual stimuli that is calming to take away from the traffic surround it.

2. What are important considerations for proposed uses around the space?

Central family / meet up stop; sheltered seating area

3. What do you like most about this space?

the veterans memorial

4. What do you like least about this space?

the traffic

5. What are important physical connections that should be preserved or enhanced?

the Veterans memorial

6. Are there important vistas that should be preserved?

the view shed

7. Think of your favorite public space or town square: What makes this area successful?

How can it inform the vision for the Square?

qualities I would like is inviting, safe, comfortable

8. Additional comments:

Lovettsville Town Square

March 21, 2017

MAHAN RYKIEL
ASSOCIATES INC

Site Evaluation

Character & Condition	POOR		GOOD	
Appearance of space	1	(2)	3	4
Organization of space	(1)	2	3	4
Flexibility of space	1	2	3	(4)
Plant material condition	1	(2)	3	4
Pavement condition	1	(2)	3	4
Site furnishings condition	1	2	(3)	4
Seating opportunities	1	2	(3)	4
Site lighting	1	(2)	3	4
Safety of space	(1)	2	3	4
AVERAGE RATING: ____ /9 = TOTAL				

Connectivity & Context	POOR		GOOD	
Visibility of space	1	2	(3)	4
Accessibility of space	(1)	2	3	4
Location of space	1	2	3	(4)
AVERAGE RATING: ____ /3 = TOTAL				

Use & Value	POOR		GOOD	
Event frequency	1	2	3	(4)
Activity within space	1	2	3	(4)
Activity surrounding space	1	(2)	3	4
Overall use of space	(1)	2	3	4
Economic benefit of space	1	(2)	3	4
Historic value of space	(1)	2	3	4
Civic value of space	1	(2)	3	4
AVERAGE RATING: ____ /7 = TOTAL				

1. How do you use currently use this space? If unused, why?

Your Vision for the Square

1. How could this space be improved? What would you focus on?
Please provide both short term and long term solutions.

SIDEWALK ACCESS IS HORRIBLE. THE NEW BUILDINGS ARE/WILL BE NICE. OLDER BUILDINGS ARE EYE SORES. OPEN SPACE LOOK UNKEPT

2. What are important considerations for proposed uses around the space?

TOWN FOCAL POINT! EASE OF ACCESS NEEDS TO BE IMPROVED

3. What do you like most about this space?

THE INTERIOR OF THE SQUARE

4. What do you like least about this space?

OPEN LOTS, THE BUILDINGS ON THE EAST SIDE

5. What are important physical connections that should be preserved or enhanced?

LOW PLANTINGS FOR CLEAR SITE LINE ACROSS THE SPACE
BETTER SIDE WALKS!

6. Are there important vistas that should be preserved?

MOUNTAINS TO THE WEST

7. Think of your favorite public space or town square: What makes this area successful?

How can it inform the vision for the Square?

EUROPEAN STYLE CENTRAL SQUARES
SQUARES OF SAVANNAH

8. Additional comments:

THE SQUARE SHOULD BE THE FOCAL POINT OF THE TOWN. IT IS THE ONE PLACE EVERYONE DRIVES THROUGH. IT SHOULD BE A ~~MEMORABLE~~ A MEMORABLE AREA THAT DEFINES THE TOWN.

Lovettsville Town Square

March 21, 2017

MAHAN RYKIEL
ASSOCIATES INC

Site Evaluation

Character & Condition	POOR		GOOD	
Appearance of space	1	2	3	4
Organization of space	1	2	3	4
Flexibility of space	1	2	3	4
Plant material condition	1	2	3	4
Pavement condition	1	2	3	4
Site furnishings condition	1	2	3	4
Seating opportunities	1	2	3	4
Site lighting	1	2	3	4
Safety of space	1	2	3	4
AVERAGE RATING: $\frac{22}{19} = 2\frac{1}{2}$				

Connectivity & Context	POOR		GOOD	
Visibility of space	1	2	3	4
Accessibility of space	1	2	3	4
Location of space	1	2	3	4
AVERAGE RATING: $\frac{12}{13} = 4$				

Use & Value	POOR		GOOD	
Event frequency	1	2	3	4
Activity within space	1	2	3	4
Activity surrounding space	1	2	3	4
Overall use of space	1	2	3	4
Economic benefit of space	1	2	3	4
Historic value of space	1	2	3	4
Civic value of space	1	2	3	4
AVERAGE RATING: $\frac{21}{17} = 3$				

1. How do you use currently use this space? If unused, why?

Your Vision for the Square

1. How could this space be improved? What would you focus on?
Please provide both short term and long term solutions.

Long: Economic Development of remaining 2 sides of square.
short: Change traffic flow to protect pedestrians... make all traffic entering the square STOP

2. What are important considerations for proposed uses around the space?

Traffic concerns. Pedestrian Access.

3. What do you like most about this space?

Central location.

Link between Old Town & New Town.

4. What do you like least about this space?

1) Traffic,

2) Undeveloped space

5. What are important physical connections that should be preserved or enhanced?

Pedestrian access.

6. Are there important vistas that should be preserved?

I don't think the mountain view needs to be preserved from the square... the square, itself, is the focus here.

7. Think of your favorite public space or town square: What makes this area successful?

How can it inform the vision for the Square?

People. Activity.

8. Additional comments:

Lovettsville Town Square

March 21, 2017

MAHAN RYKIEL
ASSOCIATES INC

Site Evaluation

Character & Condition	POOR		GOOD	
Appearance of space	1	2	(3)	4
Organization of space	1	2	(3)	4
Flexibility of space	1	2	3	(4)
Plant material condition	1	2	(3)	4
Pavement condition	1	2	3	(4)
Site furnishings condition	1	2	3	(4)
Seating opportunities	1	2	(3)	4
Site lighting	1	(2)	3	4
Safety of space	1	(2)	3	4
AVERAGE RATING: $\frac{28}{9} = 3.1$ TOTAL				

Connectivity & Context	POOR		GOOD	
Visibility of space	1	2	3	(4)
Accessibility of space	1	2	3	(4)
Location of space	1	2	3	(4)
AVERAGE RATING: $\frac{12}{3} = 4$ TOTAL				

Use & Value	POOR		GOOD	
Event frequency	1	2	(3)	4
Activity within space	1	2	(3)	4
Activity surrounding space	1	(2)	3	4
Overall use of space	1	2	(3)	4
Economic benefit of space	1	2	3	(4)
Historic value of space	(1)	2	3	4
Civic value of space	1	2	(3)	4
AVERAGE RATING: $\frac{19}{7} = 2.7$ TOTAL				

1. How do you use currently use this space? If unused, why?

Your Vision for the Square

1. How could this space be improved? What would you focus on?

Please provide both short term and long term solutions.

- Lighting
- Vehicle Access (for setup)
- New tree

- Additional Benches

2. What are important considerations for proposed uses around the space?

- Visibility to Space
- Pedestrian access

3. What do you like most about this space?

- That it is in the center of town.

4. What do you like least about this space?

- That there was nothing around it.

5. What are important physical connections that should be preserved or enhanced?

- Views to and from the square so that you can see that there is a connection.

6. Are there important vistas that should be preserved?

- Mountains

7. Think of your favorite public space or town square: What makes this area successful?

How can it inform the vision for the Square?

8. Additional comments:

Lovettsville Town Square

March 21, 2017

MAHAN RYKIEL
ASSOCIATES INC

Site Evaluation

Character & Condition	POOR			GOOD
Appearance of space	1	2	(3)	4
Organization of space	1	2	(3)	4
Flexibility of space	1	2	3	(4)
Plant material condition	1	2	(3)	4
Pavement condition	1	2	3	(4)
Site furnishings condition	1	2	(3)	4
Seating opportunities	1	2	3	(4)
Site lighting	1	2	3	(4)
Safety of space	1	2	(3)	4
AVERAGE RATING: $\frac{31}{9} = 3.4$				

Connectivity & Context	POOR			GOOD
Visibility of space	1	2	3	(4)
Accessibility of space	1	2	(3)	4
Location of space	1	2	3	(4)
AVERAGE RATING: $\frac{11}{3} = 2.9$				

Use & Value	POOR			GOOD
Event frequency	1	(2)	3	4
Activity within space	1	2	(3)	4
Activity surrounding space	1	(2)	3	4
Overall use of space	1	(2)	3	4
Economic benefit of space	1	(2)	3	4
Historic value of space	1	(2)	3	4
Civic value of space	1	2	3	(4)
AVERAGE RATING: $\frac{17}{7} = 2.6$				

1. How do you use currently use this space? If unused, why?

Your Vision for the Square

1. How could this space be improved? What would you focus on?
Please provide both short term and long term solutions.

2. What are important considerations for proposed uses around the space?

The rest of TC is proposed commercial - same general architecture

3. What do you like most about this space?

Community - Respect to American Heritage/Veterans / 9/11

4. What do you like least about this space?

noise of traffic - harder for events

5. What are important physical connections that should be preserved or enhanced?

Area Around Squire - ~~graveyard~~/cemetery AA church

6. Are there important vistas that should be preserved?

As much of short hill mt as possible

7. Think of your favorite public space or town square: What makes this area successful?

How can it inform the vision for the Square?

Out door eating/coffee

8. Additional comments:

my most important values for
this community are volunteerism
community, shared experiences
as much as possible - I want to
encourage that
Dark Skies, walkable!

Question 1:

Are you in favor of a drive-thru facility in the Lovettsville Town Center commercial area?

☐ **YES** ☐ **NO**

Question 2:

If you answered yes to Question 1, which types of drive-thru facilities are acceptable to you? (*check all that apply*)

- ☐ **Drive-thru pharmacy**
- ☐ **Drive-thru bank**
- ☐ **Drive-thru restaurant**

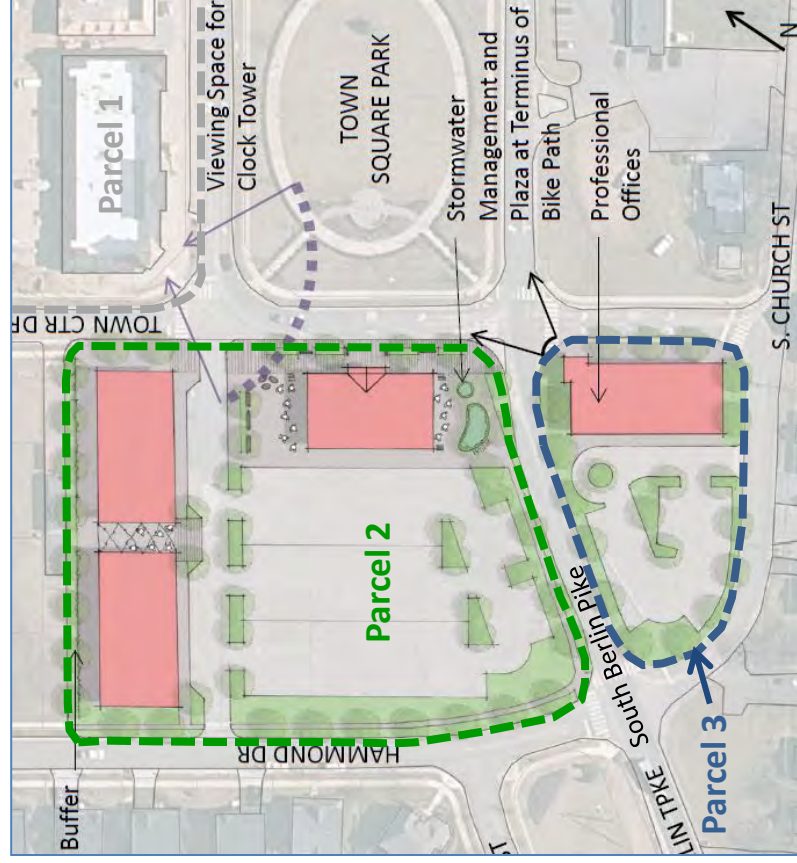
Question 3:

On the following three pages, select the concept plan option corresponding to the site layout you like the most.
(*Please select only one option*)

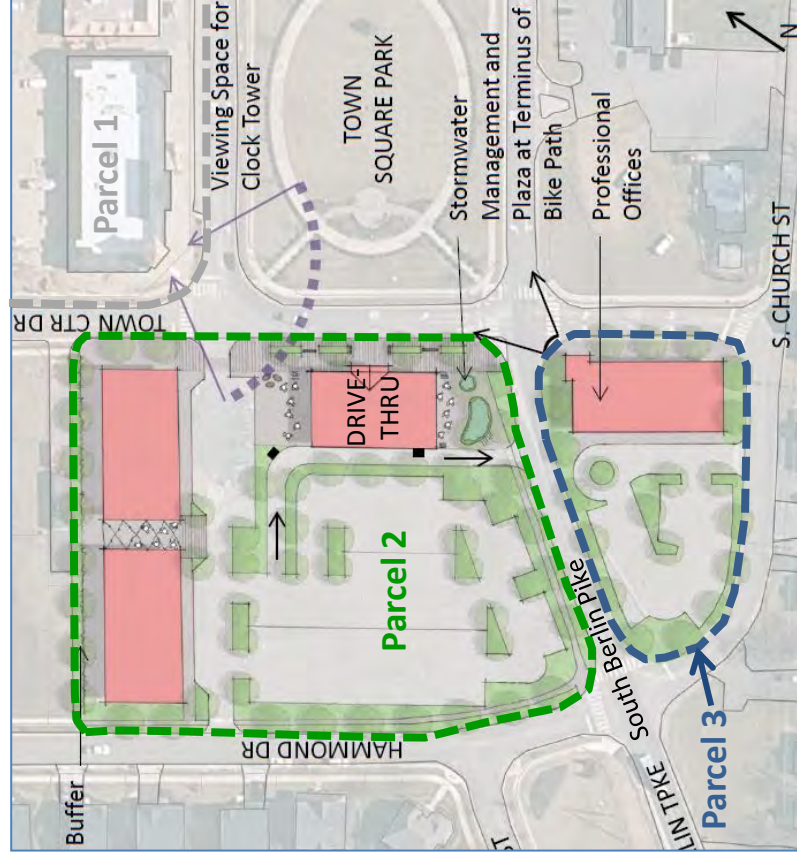
- ❑ **Option 1** proposes commercial buildings on the vacant Town Center commercial area Parcel 2 as shown below and professional offices on the vacant Town Center commercial area Parcel 3 property.

The images below are for visual reference purposes only to show how the two parcels would potentially be configured both with and without a drive-thru:

Option 1 with no drive-thru:



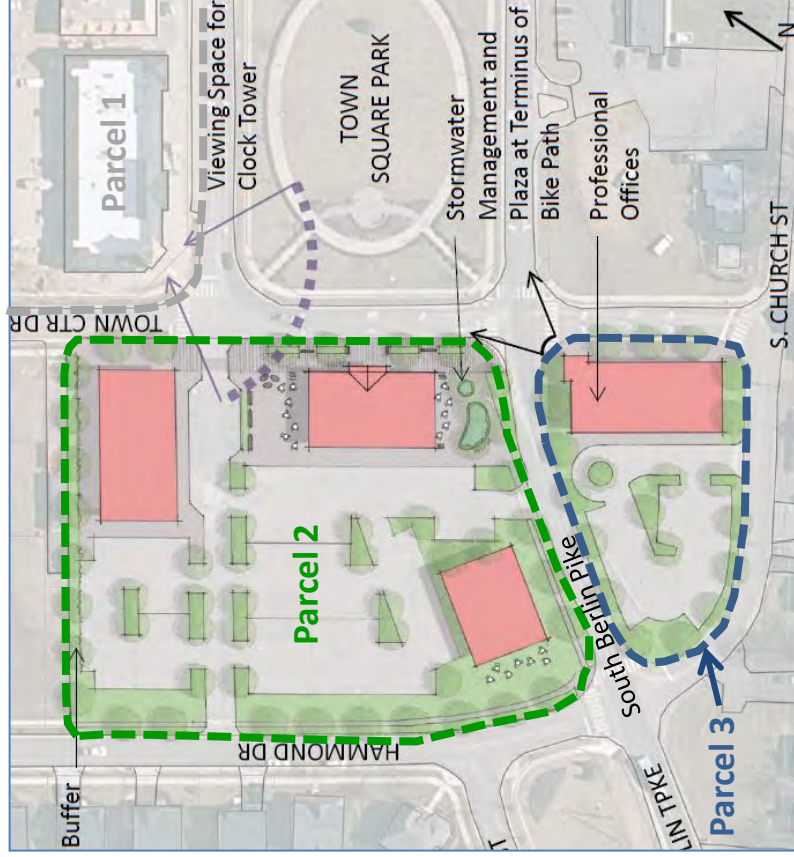
Option 1 with drive-thru:



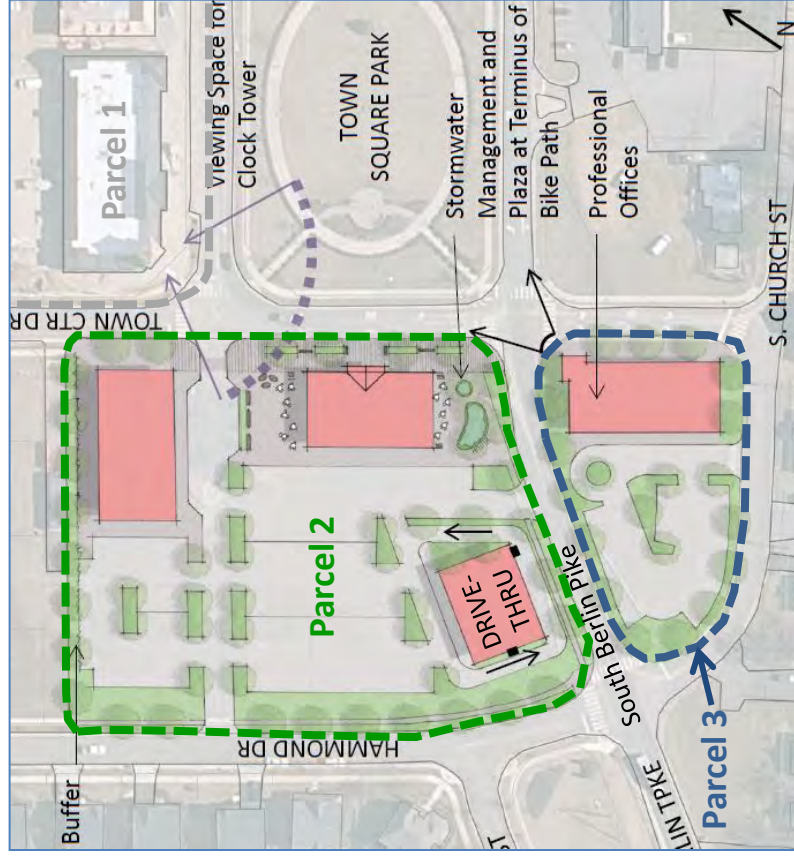
- ❑ **Option 2** is similar to Option 1, but relocates one of the commercial buildings proposed on Parcel 2 to the corner of South Berlin Pike and Hammond Drive as shown below (the relocated building is also slightly smaller).

The images below are for visual reference purposes only to show how the two parcels would potentially be configured both with and without a drive-thru:

Option 2 with no drive-thru:



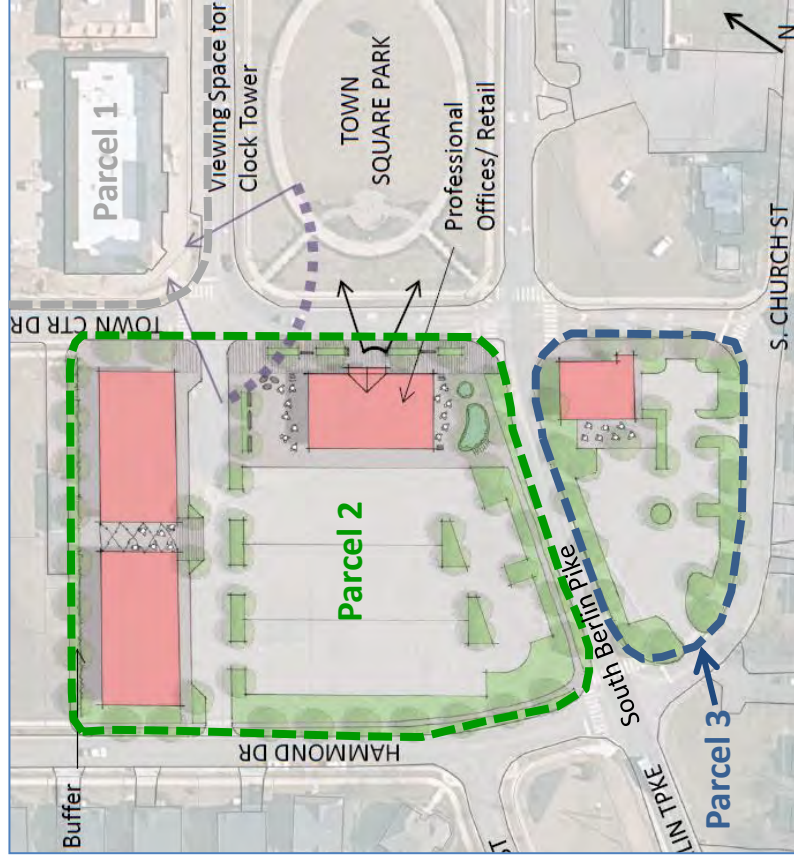
Option 2 with drive-thru:



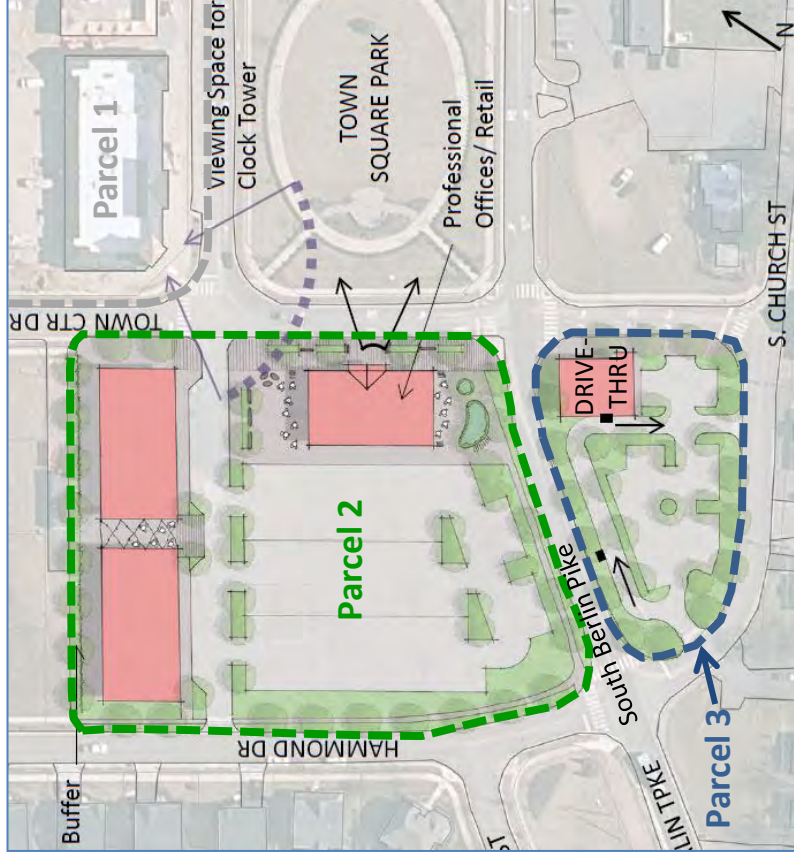
- ☐ **Option 3** proposes professional offices in addition to retail fronting on the Town Square (on Parcel 2) and a small commercial building on Parcel 3.

The images below are for visual reference purposes only to show how the two parcels would potentially be configured both with and without a drive-thru:

Option 3 with no drive-thru:



Option 3 with drive-thru:





Explain: If you do not prefer any of the site layout options presented, or prefer elements from different options, please explain your preference(s) in the space provided below:

Comment: If you would like to comment or offer suggestions on how to improve these concept plan options, please do so in the space provided below:



Question 4:

On the following two pages, select the concept alternative corresponding to the layout of the **Town Square Park** you like the most. *(Please select only one concept)*

- ❑ **Concept 1** proposes to concentrate most of the proposed amenities on the south side of the Town Square Park near the existing Veterans Memorial. The north end would contain a splash pad and shade structure/performance area.



- ❑ **Concept 2** proposes to spread out the proposed amenities on both the north and south ends of the Town Square Park. The north end would still contain a splash pad and shade structure/performance area.





Question 5:

Which proposed amenities or features from the concept alternatives would you like to see in the **Town Square Park?** *(check all that apply)*

- ☐ **Performance area and shade structure**
- ☐ **Splash pad**
- ☐ **Artful play area(s)**
- ☐ **Kiosk**
- ☐ **Outdoor seating**
- ☐ **Ornamental fencing**
- ☐ **Stormwater management feature(s)**
- ☐ **Ping pong table**
- ☐ **Other (please specify):** _____



Lovettsville Town Square Master Plan

CONCEPT ALTERNATIVE PUBLIC OPINION SURVEY RESULTS

Total Responses = 213

Questions

YES

NO

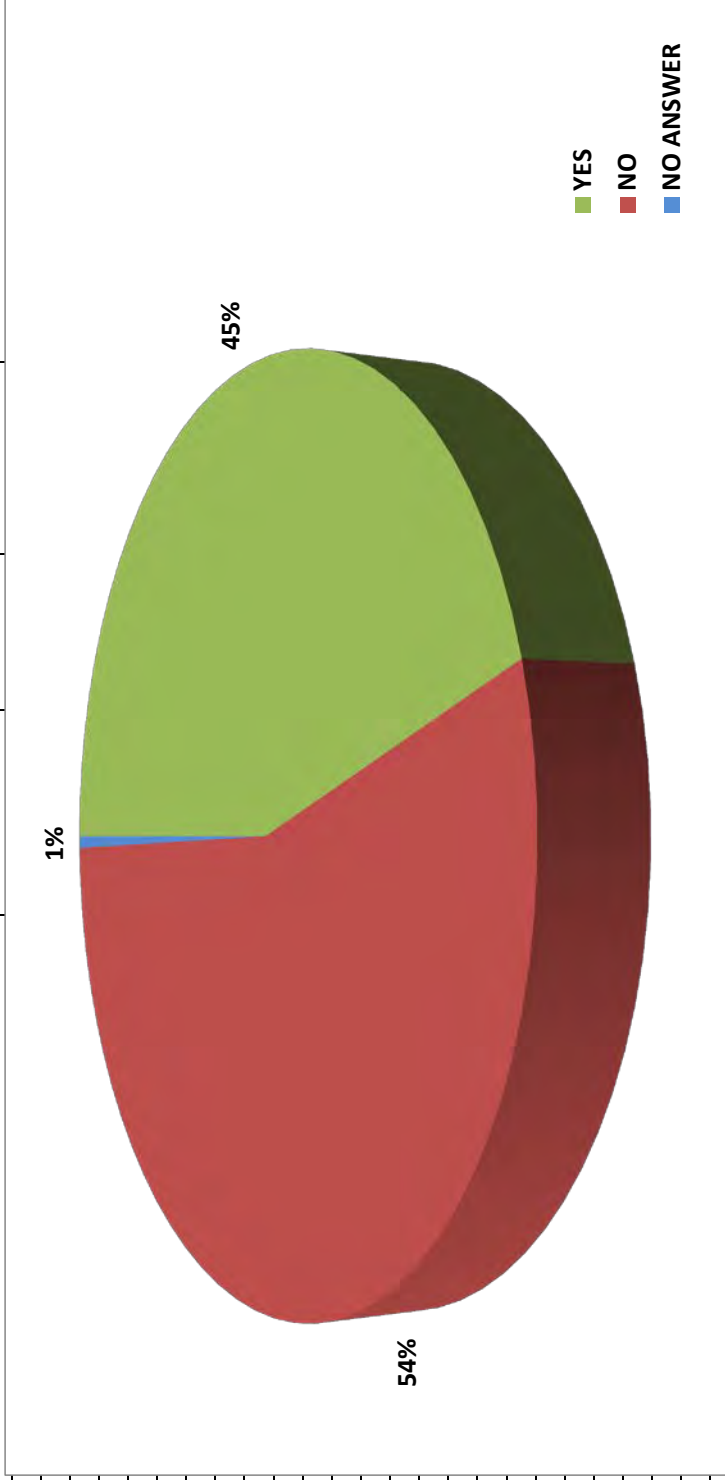
NO ANSWER

1. Are you in favor of a drive-thru facility in the Lovettsville Town Center commercial area?

96

116

1





Lovettsville Town Square Master Plan

CONCEPT ALTERNATIVE PUBLIC OPINION SURVEY RESULTS

Questions

Question 2: If you answered yes to Question 1, which types of drive-thru facilities are acceptable to you?

Drive-thru pharmacy

60

63%

Drive-thru bank

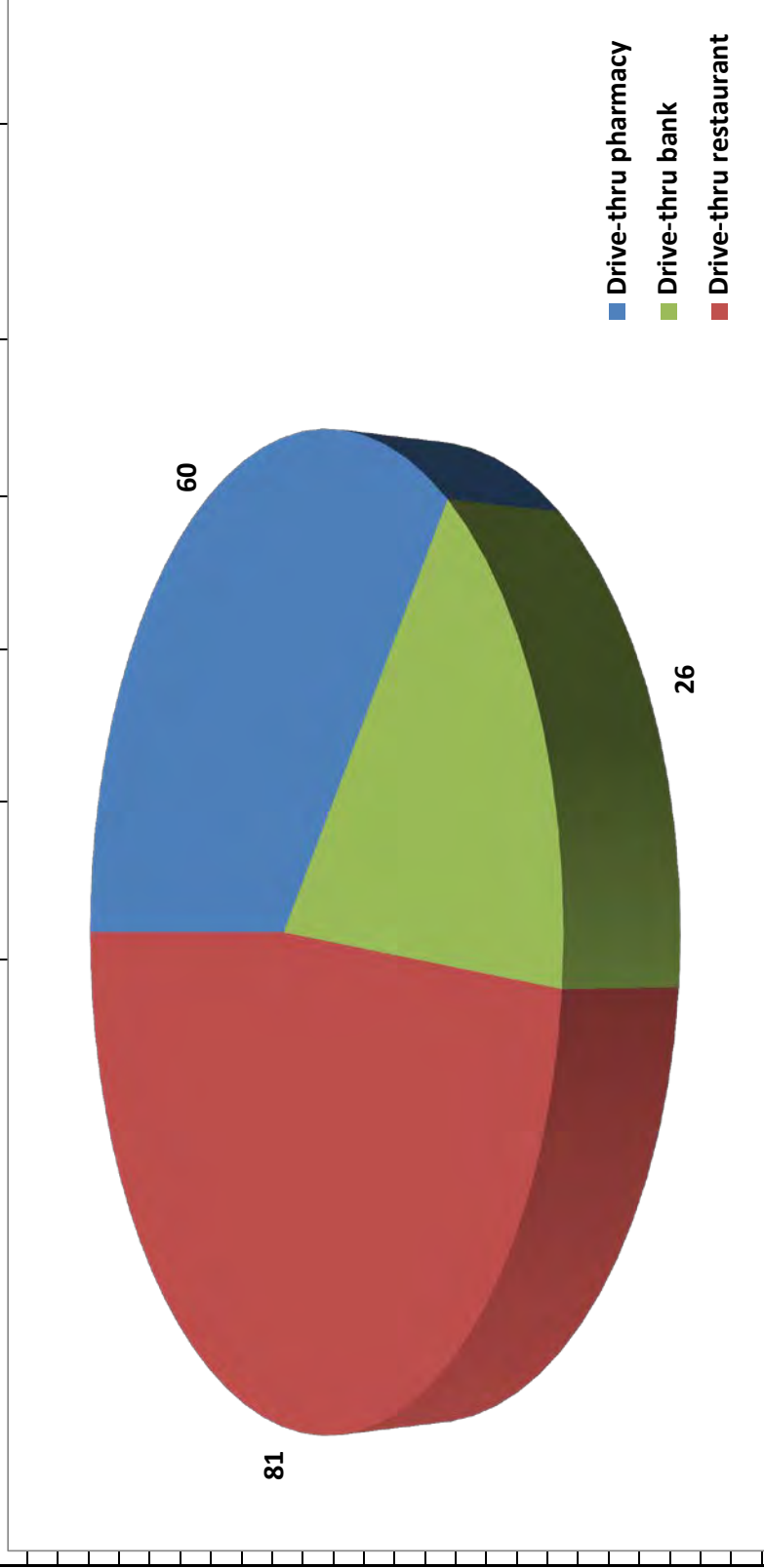
26

27%

Drive-thru restaurant

81

84%



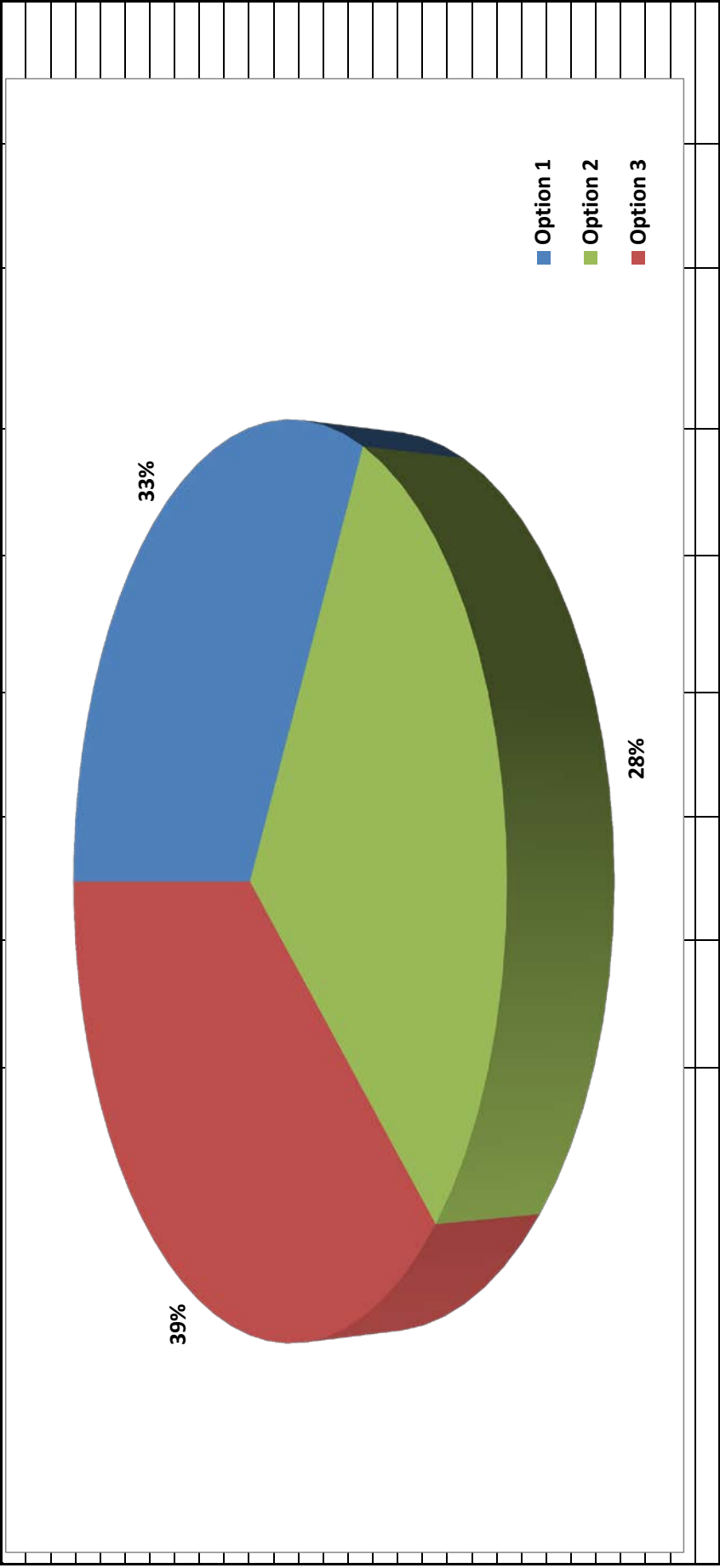


Lovettsville Town Square Master Plan

CONCEPT ALTERNATIVE PUBLIC OPINION SURVEY RESULTS

Questions

Questions	Option 1	Option 2	Option 3	Total
Question 3: Which concept plan option corresponds to the site layout you like the most?	65	55	76	196
	31%	26%	36%	

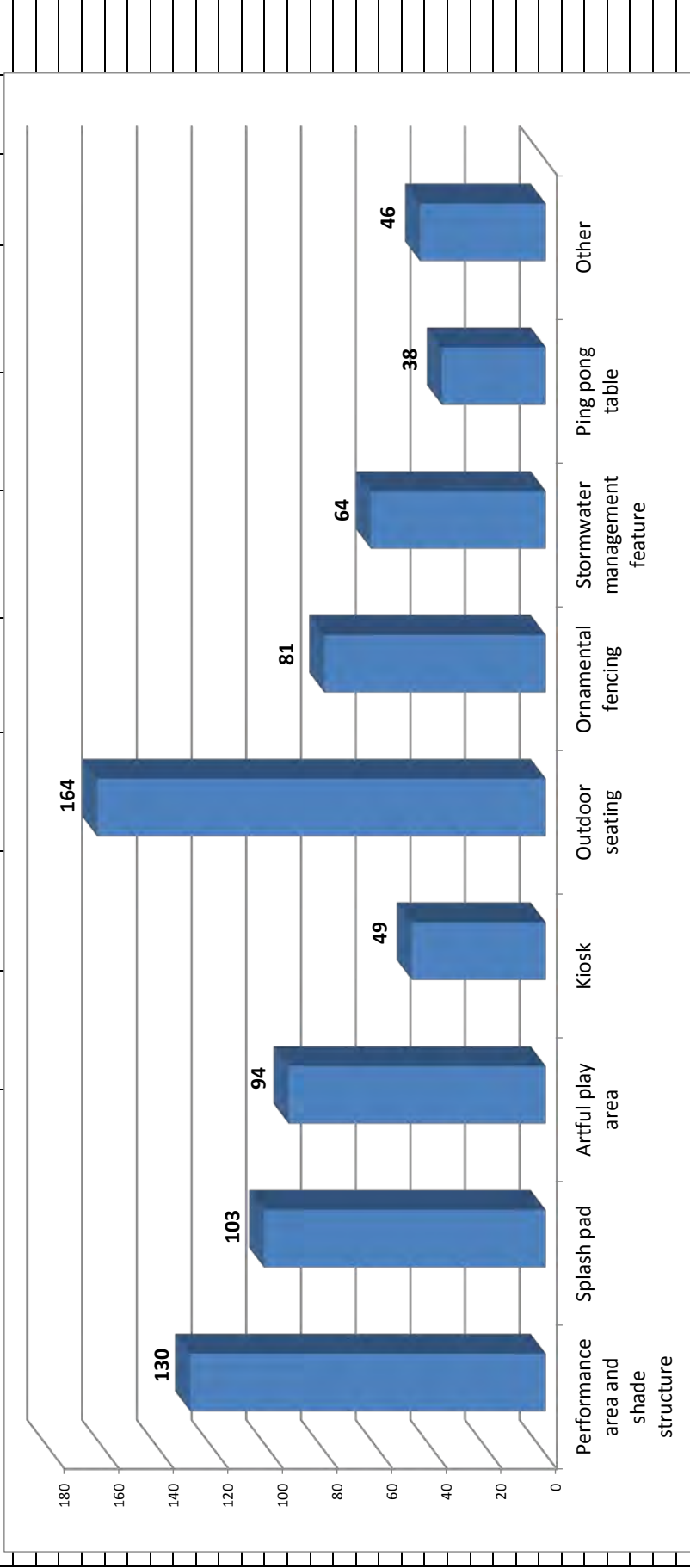




Lovettville Town Square Master Plan

CONCEPT ALTERNATIVE PUBLIC OPINION SURVEY RESULTS

Questions	Performance area and shade structure	Splash pad	Artful play area	Kiosk	Outdoor seating	Ornamental fencing	Stormwater management feature	Ping pong table	Other
Question 5: Which proposed amenities or features from the concept alternatives would you like to see in the Town Square Park?	130	103	94	49	164	81	64	38	46
	61%	48%	44%	23%	77%	38%	30%	18%	22%



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Lovettsville, Virginia

Town Square Master Plan

April, 2018

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