

Table of Contents

INTRODUCTION TO THE COMPREHENSIVE PLAN.....	1
CHAPTER 1: HISTORIC RESOURCES	7
CHAPTER 2: ENVIRONMENT	11
CHAPTER 3: PUBLIC FACILITIES AND <u>INFRASTRUCTURE</u>	19
CHAPTER 4: ECONOMIC DEVELOPMENT	29
<u>CHAPTER 5: HOUSING</u>	<u>30</u>
CHAPTER <u>6</u>: LAND USE.....	43
CHAPTER <u>7</u>: TRANSPORTATION	59

Maps

- Map 1: Environmental Resources and Conditions
- Map 2: Existing Land Use
- Map 3: Zoning District Map
- Map 4: Land Use Plan Map
- Map 5: Public Facilities and Utilities
- Map 6: Transportation Plan



**Lovettsville location
within Loudoun County, Virginia**

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-, medium- and short-range goals and policies and how these can be implemented and measured;
- Efforts to preserve historic and environmental resources;
- Desire to accommodate the demand for growth while maintaining the Town's traditional character;
- Need to provide additional services and expand businesses within the community; and
- Desire to establish the practical means for achieving the overall goals and vision of the community.

Each chapter of the Comprehensive Plan has a background section, a section specifying the issues and future needs related to the subject of the chapter, and a section that specifies the policies that should guide development and related activities.

The Town will undertake a review of the Comprehensive Plan every five years as mandated by the Code of Virginia. The Town may also review and amend any portion of the Plan as the need arises and may develop a work program to establish priorities for undertaking various actions or to implement specific policies.

SHORT HISTORY OF THE TOWN

Lovettsville, originally known as The German Settlement, is a small town with historical roots that go back to 1732. The Town of Lovettsville and the surrounding area possess several features which make our area unique in the region, and indeed in the country. 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 commercial and residential growth and welcoming new 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 with a vibrant commercial center serving farms in the surrounding area. Almost every building in the historic 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 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 Loudoun County. The early settlers were mostly German-Americans, whose families had come from Pennsylvania (and New York), through Western Maryland; some continued 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 Independent Loudoun Virginia Rangers.

The Town was laid out in 1820 by David Lovett 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.

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, triggered by the completion of the B&O Railroad and the C&O Canal to Berlin (Brunswick) in 1832, 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, a milliner, and a tavern.

The African American Methodist Episcopal Church, school, and cemetery was founded in 1869 by five former slaves, who moved here from Orange County, Virginia, because the Lovettsville area had a tradition of anti-slavery. The structure is located at the intersection of N. Berlin Pike and W. Broad Way.

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 1930's, 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 several 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.

OVERVIEW

[Between 2010 and 2020](#), Lovettsville has [grown](#) in population [from 1,613 to 2,694 people, a 67% increase](#). The population influx consists of people who are attracted to the traditional main street character of Lovettsville set in the larger context of the (mostly) rural northern Loudoun Valley. This beautiful setting, in which Short Hill Mountain can be viewed from most locations in and around the Town, makes Lovettsville an attractive community to existing and would-be residents. [Completion of several large residential projects between 2015 and 2020 led to the surge in growth. Going forward, a much slower rate of growth is anticipated due to the lack of remaining available land for residential development.](#)

The Town is served by a number of public services (e.g. water, sewer, and solid waste collection) and facilities (e.g. a community center, library, and elementary school) as well as by private businesses including two convenience stores, a bank, dine-in restaurants, professional medical offices, [a veterinary clinic](#), and other small business establishments. [The Town enjoys a significant County investment in facilities serving the community.](#) The Lovettsville Elementary School, the Lovettsville Library, [Fire and Rescue Station # 12](#), the Lovettsville Community Center, [and the Lovettsville Community Park, which opened in 2022 provide not only services and amenities to the community but also employ more than 100 people.](#) Residents have access to places of worship both inside and outside the Town. The Town's home-based businesses, sidewalks, quiet country lanes, and overall setting create a rural feel that helps keep Lovettsville's pace of life slower and less congested than found in the more densely populated areas in the region. The Town is served by the Lovettsville Volunteer Fire and Rescue, Company 12, and a modern federal post office located on North Church Street.

The [Sam Finz](#) Town Office [complex](#), [two](#) government buildings located at 6 East Pennsylvania Avenue in Lovettsville, were constructed in 1975 and 2021. In addition to the Town Office and the open space parcel located immediately behind it, the Town owns and maintains several parks and opens spaces [including the Town Green, Zoldos Square, and Veterans Memorial \(located at the southwestern end of the Zoldos Square\)](#) which host [frequent](#) Town-sponsored ceremonies, gatherings,

and events. These events include the annual Lovettsville Oktoberfest and MayFest events (among many others), which are staffed mainly by volunteers and intended to enhance quality of life for residents as well as attract tourism for the benefit of area businesses. Quarter Branch Park on Lange Drive includes a large, open area for recreation as well as the Town barn for storage and maintenance purposes.

Clubs and organizations are a vital part of the Town. The Lions Club and Lovettsville-Waterford Ruritan Club are two active civic organizations in Lovettsville. There also are Boy Scouts and Girl Scouts, 4-H Club, the Lovettsville Historical Society, Little League Baseball, Soccer, Softball, the Lovettsville Game Protection Association, the Loudoun Valley German Society, the Masonic Lodge, [American Legion Post 1836](#), Lovettsville Garden Club, and an Auxiliary to the Lovettsville Fire and Rescue Company located in and around the Town. [A significant number of](#) Town residents [homeschool their children](#).

Lovettsville is close enough to larger urban centers and towns (Leesburg and Purcellville, Virginia; Brunswick and Frederick, Maryland; and Charles Town and Ranson, West Virginia), that residents have access to more expansive retail, cultural, and employment opportunities. The MARC train station in Brunswick, Maryland, located about three miles from Lovettsville on the Brunswick Line, provides commuter rail transportation to Montgomery County and Washington, DC, for residents of the Lovettsville area.

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 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 in Leesburg. There are two dentists' offices, a doctor's office, and a [chiropractor](#) in Lovettsville.

LONG-RANGE VISION FOR THE TOWN

Lovettsville is committed to keeping the small-town character that has defined its identity historically while [providing the amenities](#), services, and infrastructure [needed to support a high quality of life](#) and promoting [limited, appropriate](#) economic development.

Town residents [who provided input during the 2021 review emphasized the desire to keep the small town character and the importance of the Town's image and neighborliness. People are generally satisfied with amenities and services in the Town as well as the quality and type of development. Perhaps because of the 2020 pandemic, people feel the loss of internet and communication services are a potential threat that the Town needs to address. Adding sidewalks, attracting more business, and improving traffic safety were key recommendations. With more people able to work from home, local businesses can benefit from having people remain in Town](#)

during the day, and people can take advantage of recreational opportunities more often. The Town is currently committing resources to achieve this vision by building sidewalks and improving the streetscape throughout the historic parts of the Town, improving stormwater management, working with VDOT to resolve traffic safety issues, and improving internet opportunities. The Plan continues to recommend policies that are designed to promote open spaces and parks for public gatherings, and to encourage developments that serve as extensions of existing neighborhoods rather than separate subdivisions that are not completely integrated into the fabric of the community.

Lovettsville is not seeking, nor is it likely, to attract “big box” retail stores or large shopping centers like those found in the larger, neighboring communities of Purcellville, Brunswick, Leesburg, Frederick, or eastern Loudoun County. The Town desires to support local businesses that can best thrive by marketing to the local and larger community as well as pass-through traffic, including bed and breakfast inns, restaurants, retail stores, professional offices, personal services establishments, and agricultural-based businesses. The 2021 Plan review reaffirms the role of the central business area as key to the Town’s economic development success. The combination of a walkable historic area, restaurants and entertainment venues, and festivals create an attractive destination that aligns with the larger rural tourism industry in the County.

The Lovettsville Town Center, originally approved in 2002 and nearing completion, is a modern, mixed-use development located near Zoldos Square that includes 18,000 square feet of commercial space in Phase 1 and an additional 23,000 square feet in Phase II, surrounded by single-family dwellings and abundant open spaces. Commercial buildings are located close to the street with wide sidewalks located in front and parking behind the buildings. The architectural character of the Town Center commercial core was designed to complement and enhance Lovettsville’s Germanic heritage. The Town Center provides ample public spaces including Zoldos Square, Walker Pavilion, and Town Green, which serve as community gathering places for residents of the Town. These public improvements and amenities in the Town Center reinforce the sense of community that has traditionally made the Town an attractive place to live.

The 2021 review of the Plan was conducted in a very fluid environment but found that community values and vision remain consistent with those of 2017. However, environmental, and social conditions locally and nationally affected how people perceive the community and their needs. The Town’s growth in recent years has introduced a large, new population with different expectations. The Covid-19 pandemic changed how people work, go to school, and interact. Technology and the infrastructure to help people work remotely became an important need. Local interest in state and national politics has, to some people, changed the image of the community. Environmental concerns and the cost and reliability of energy has led to greater interest in alternative energy sources. Transportation and traffic safety remain top issues. Whether these conditions having a lasting impact is unknown but

community responses suggest new concerns and opportunities to be addressed in revisions to the Comprehensive Plan.

GOALS AND VALUES

GOALS

The Town of Lovettsville seeks to:

1. Maintain a scale of structures and development compatible with the Town's small town character and preserve the visual aesthetics and natural viewsheds within and around town.
2. Preserve and promote the historic resources and unique cultural heritage of the Town.
3. Support new and existing small businesses within the Town that provide the amenities that residents want, including those that sell locally-sourced products and services.
4. Create an interconnected, walkable community with abundant quality open spaces and recreational facilities for public use and enjoyment.
5. Protect, conserve, and restore the natural resources of the Town, particularly water quality, air quality, dark skies, open spaces, native plant species, and wildlife habitat.
6. Promote well-planned retail, office, light industrial, and commercial development that has a density and building scale consistent with the Town's low-density, small town character and which provides employment opportunities, and the amenities residents want.
7. Limit new residential property development to maintain the small town character of the community and assure that the Town's water and sewer infrastructure and current road network are sufficient to meet the Town's future needs.
- ~~7.8.~~ Create a balanced and efficient transportation network providing facilities for vehicles, pedestrians, and bicyclists and encourage mass transit for residents commuting to regional employment centers.
- ~~8.9.~~ Build a sustainable community that provides the infrastructure and services needed to support businesses, public health, public safety, education, and a high quality of life.
- ~~9.10.~~ Plan, manage, and support events to foster community spirit, improve quality of life, and promote economic development.

VALUES

Lovettsville's overall values can be summarized as:

Small Town Quality of Life

- We support maintaining a peaceful, small town feel that fosters sustainable, essential services.

Historical and Environmental Stewardship

- We support promoting a healthy environment for all citizens and preserving our cultural heritage.

Welcoming and Cooperative Community

- We support existing and welcome new businesses, organizations, and residents into the community, treating our neighbors with dignity and respect, and promoting volunteerism, community service, and cooperation.

Chapter 1

HISTORIC RESOURCES

BACKGROUND AND EXISTING CONDITIONS

Preservation of the Town's historic resources was formalized as far back as 1974, 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 1988 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 was at one time converted into a bed and breakfast.

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. The Town's historic district has since been placed on the National Register of Historic Places and the Virginia Landmarks Register. The process of establishing this district involved 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.

May 26, 2022

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

ISSUES AND FUTURE NEEDS

The Town is always faced with the loss of historic resources as landowners sell their properties, 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 preserve 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. In addition to promoting the general welfare by reason of applying the requirements of the underlying zoning districts governing such properties, these districts apply zoning regulations for development in a manner that protects these unique historic and cultural assets that define the character of the Town. This is done through the identification, preservation, and enhancement of those buildings, structures, neighborhoods, places, and lands 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.

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 viability.

Policies

1. Protect the [Lovettsville Historic District and the concentrations](#) of historic structures and related cultural resources.

2. [Investigate incentives to help](#) preserve significant historic resources as provided by the Code of Virginia.
3. [Maintain and update the 2012](#) Historic Landmarks Inventory, [which is the](#) basis for the State Historic Landmarks Register and the National Register of Historic Places [district](#).
- ~~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.~~
4. [Amend lot and building standards](#) in the vicinity of [the Lovettsville Historic District](#) to encourage a lot and building pattern that reflects the diversity of the existing development pattern.
5. Provide incentives [such as expedited zoning and site plan review](#) for adaptive reuse of existing structures with historic value.
6. [Modify the C-1, Commercial](#) zoning district to permit structures in the [Historic District](#) to be [adapted for residential and](#) non-residential uses [that maintain the historic integrity of the property and the surrounding neighborhood](#).
7. [Amend](#) the Subdivision Ordinance in a manner that would help protect historic and archaeological resources on land where larger development occurs [by requiring historic or archaeological research with site plans, subdivisions, and legislative applications and incorporating the associated recommendations in the development review](#).
8. Encourage 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.
9. [Amend the zoning](#) ordinance to add standards for site design, [landscaping and](#) buffering to [protect](#) historic resources.
10. Evaluate the cost-benefit of undergrounding public utilities in the historic portions of the old downtown.
11. Promote public education programs about the history of the Town and its historic resources.

12. 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.
13. 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 public about the Town's history and its historic resources.
14. Encourage and support the Lovettsville Historical Society efforts to establish an oral history project to capture the personal and first-hand experiences of long-time Lovettsville area residents.
16. Develop an outreach program with the Historical Society to make new residents and visitors aware of the community's history.
17. Develop a local sign program to identify historic structures and the historic district.
18. Support expansion of the Historical Society Museum.

Chapter 2

ENVIRONMENT

BACKGROUND AND EXISTING CONDITIONS

CLIMATE

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 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 rainfall is 41 inches and snowfall is 19.6 inches. The prevailing wind is from a south-to-southwest direction, with secondary winds from the north.

Geology, Soils, and Topography

[Lovettsville is in the Piedmont physiographic \(geomorphic\) province of Virginia.](#) 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 higher where fracturing is more prevalent.

In general, the soils in the Lovettsville area are considered fair to good for development on central water and sewer systems and for conventional septic 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. The most common soil associations in the 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.

Lovettsville lies in an upland position approximately 300' higher in elevation than the Potomac River which is approximately 2.5 miles north of the Town. The topography of Lovettsville is [uniform with gently rolling hills sloping towards the streams which are mostly outside the Town limits.](#) Short Hill Mountain, [the northernmost part of Virginia's Blue Ridge Mountains,](#) is only 3.6 miles to the west of Lovettsville and helps make the Town's setting attractive and refreshing.

[RIPARIAN AND SURFACE WATER RESOURCES](#)

Three watersheds drain Lovettsville: tributaries of Dutchman Creek, Quarter Branch Creek, and tributaries of Catoctin Creek. Dobbins Creek, in the western part of Town, constitutes the largest of the three drainage areas. It 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 Quarter Branch Road (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, subsequently amended in 2016, which identifies a 100-year flood plain along Dobbins Creek, a tributary of Dutchman Creek, within the Town limits, along the western corporate limits. This floodplain area, which encompasses approximately 16 acres within the Town, drains approximately 600 acres as the watercourse exits the Town limits to the north. A major portion of this floodplain has been preserved as open space within the Lovettsville Town Center development.

The floodplain along Dobbins Creek 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 was modified by engineering required for the development of Lovettsville Town Center.

The National Flood Insurance Program (NFIP) 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 is currently a participant in the program, allowing property owners to obtain federal flood insurance coverage for their home or business.

Wetlands have been identified along Dobbins Creek on a portion of the Lovettsville Town Center development. The developer has protected these areas according to the requirements of the US Army Corps of Engineers (the agency responsible for

protecting wetlands throughout the country) and has preserved the wetlands as open space managed by the homeowner's association.

WILDLIFE

In keeping with its rural character, Lovettsville has a great diversity of wildlife including rabbits, squirrels, foxes, deer, raccoons, opossums, skunks, coyotes, bats, and other mammals including the occasional bear. There is a great diversity of bird species including songbirds, raptors, and waterfowl. There is also considerable diversity of other biota including insects, reptiles, and amphibians.

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, moderating temperatures, providing natural wind breaks, 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 also substantial tree cover along 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 Lovettsville Town Center project has little tree save area, but trees have ~~and will be~~ planted along all most of the streets.

Invasive species such as Ailanthus (Tree of Heaven), Japanese honeysuckle, autumn olive, kudzu, porcelainberry, multifora rose, Johnson grass, Bradford pear, bamboo, English ivy, and Japanese stiltgrass are becoming a growing problem in the Lovettsville area. These species outcompete native species, but do not support wildlife. Also, insect pests such as the gypsy moth, emerald ash borer, hemlock woolly adelgid, and spotted lanternfly and forest diseases such as Dutch elm disease, chestnut blight, and spot anthracnose are threats to native plant species.

GROUNDWATER RESOURCES

To further protect the Town 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.

There are a number of land uses in Town that include underground or above ground fuel and oil storage tanks that increase the risk of groundwater contamination including gas stations, backup generators, and vehicle repair and storage lots. The EPA has records of 6 such uses in Town. The State maintains records and requires landowners register their underground tanks and above ground tanks that exceed 660 gallon capacity. They have also set standards for spill and leak containment and tank and containment structure standards.

ISSUES AND FUTURE NEEDS

TREE COVER

There are relatively few trees in the community, so there is a need to preserve as many trees as possible and encourage planting of new trees by homeowners and businesses. Appropriate pruning and care of existing trees and planting of native tree species should be strongly encouraged.

Many of the existing trees that make the old downtown attractive are located along 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 must be weighed carefully with the need to widen roads or construct sidewalks or multiuse paths.

Most of the developable land in the town does not have major tree stands so tree preservation on land yet undeveloped will not provide much tree save. New development should provide substantial tree planting, especially along streets and within parking lots, to provide shade and improve community appearance and air quality. Given the lack of trees on developable land, more consideration should be given to requiring planting of more trees in new developments, especially native tree species. Flood Plain and Development

The Town updated its Flood Plain Ordinance in 2006 and 2012, thereby allowing for participation by home and business owners in the National Flood Insurance Program. Article XII of the Zoning Ordinance (Floodplains) requires various types of protection of the 100-year floodplain as part of the development process. The Federal Emergency Management Agency (FEMA) recently completed (in late 2016) the process of revising the Flood Insurance Study (FIS) and Flood Insurance Rate Map (FIRM) covering the Town, which became effective on February 17, 2017.

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 provides 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 Corps 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, herbicides, pesticides, motor oil, and road salts can affect water quality. The Town should encourage the use of native plants to reduce the need for fertilizers and pesticides.

To protect its water resources, the Town seeks to protect surface and ground water 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 pet waste, herbicides, pesticides, fertilizers, and other chemicals. When residents use chemicals too extensively or do not dispose of chemicals and hazardous waste materials properly, the Town may have to compensate in terms of increased water treatment or spillage costs.

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.

AIR QUALITY

Lovettsville is in the United States Environmental Protection Agency's (EPA) Washington, D.C. nonattainment area for meeting national standards for ozone. Meeting federal goals of the Clean Air Act is a regional issue and, while Lovettsville enjoys good air quality, the Town recognizes its role in achieving regional air quality goals. The Town can take several steps to achieve better air quality:

- encourage the use of the nearby MARC train and seek carpooling facilities,
- encourage solar and alternative energy use,
- facilitate remote working opportunities by seeking better internet connectivity, and
- support the accelerating transition to hybrid and electric vehicles by accommodating electric charging stations.

WILDLIFE PROTECTION

Plants and animals play an important role in nature's lifecycle and its ecosystems. For wildlife habitats, large contiguous parcels of natural open space are preferable to more numerous, but disconnected, smaller areas. The creation of a larger network helps ensure the viability of the habitat. As continuing development in rural Loudoun reduces the available habitat, it becomes important to maintain contiguous corridors for animal movement between habitat areas. Lovettsville covers a small area, but some of these corridors follow streams and hedgerows near and through the town and should be protected. As habitat has shrunk, herd management is necessary (especially for deer) to avoid overcrowding, to protect wildlife from domestic predators, and to reduce the risk of disease.

SUSTAINABILITY

Sustainability seeks to achieve economic development, social equity, and environmental protection in a balanced manner. Sustainability is commonly defined as development and activity that meet the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable development calls for practices that are cost-effective, enhance human health and well-being, and protect and restore the environment. The need for a sustainable approach is most evident in the Town's water supply and wastewater treatment systems that rely on a quality groundwater source and efficient use of natural streams for wastewater removal. Ensuring a long-term supply of safe drinking water requires efficient use of the resource and protection of the water recharge areas and wellheads. Ensuring effective wastewater treatment requires minimizing the waste load caused by infiltration and inflow, use of best practices

treatment technologies, and encouraging the community to effectively use the system.

Sustainability should be a consideration in all areas of community development including minimizing vehicular travel, protecting the environment, preserving and reusing existing structures, promoting recreational opportunities, and expanding needed healthcare and civic resources.

Goal

To preserve, protect, enhance, and supplement environmental resources to the greatest extent possible to provide amenities, and to minimize destruction of the local natural ecosystems.

POLICIES

Open Space

1. Maximize the preservation of open space for passive recreational benefit and ecological health.
2. Encourage the inclusion of internal open space in all new development.
3. Protect viewsheds relating to natural scenery and other vistas important to the history and culture of the Town.

Vegetation

4. Maximize preservation of existing healthy native species of trees and encourage regular pruning and maintenance of trees to protect their health.
5. Promote the planting of native species of vegetation of appropriate sizes on all properties within the Town and require the use of native species in buffers and landscaping.
6. Continue participation in the Arbor Day Foundation Tree City USA program and maintain Lovettsville's certification as a Tree City USA community.
7. Expand the role of the Tree Advisory Board to address broader environmental issues such as habitat protection, water quality protection, and expanding native vegetation through outreach, grants, and volunteer efforts.
The Advisory Committee role should include developing incentives to encourage benefits of alternative energy sources such as solar.
8. Encourage the removal of invasive plant species.
9. 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.

10. Continue implementing the Town Wellhead Protection Plan (adopted in 2005 and revised/updated in 2016) to further protect the Town water supply and promote public awareness and participation in public efforts aimed to provide wellhead protection.
11. Continue working cooperatively with Loudoun County toward implementing similar standards for portions of wellhead protection areas extending beyond Town limits.
12. Protect the [Town's groundwater source from pollution](#) in cooperation with countywide efforts to manage and protect water sources.

[Riparian Resources and Surface Water](#)

13. Protect surface [water](#) quality from stormwater runoff, pollution, and hazardous waste.
14. 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).
15. Preserve streams in their natural stream condition to the greatest extent possible.
16. Maximize the use of natural drainage ways for stormwater management and non-point source pollution control.
17. Retain [jurisdictional](#) wetlands in their natural state, according to federal standards required by the US Army Corps of Engineers.
18. [Participate in the County stakeholder committee established to create a countywide water source management and protection plan for both surface and groundwater.](#)
19. Minimize the impact of development on stream valleys [and floodplains](#).
20. [Minimize erosion and sedimentation from land within the Town.](#)
21. [Consider developing a local stormwater inspection program and management plan to ensure that all private and public stormwater best management practice \(BMP\) facilities are properly and regularly maintained.](#)
22. [Explore grant opportunities for developing a Town-wide Stormwater Management Plan to inventory and locate all existing storm water facilities, evaluate the functionality of those facilities, identify any problem areas](#)

requiring improvements, ensure storm water management in new developments are designed to accommodate regional solutions, prioritize the identified projects needed, and seek external sources of funding to support these projects.

Litter

23. Support efforts to help keep streams, storm drain systems, natural areas, and open spaces free of debris and litter.

Noise

24. Minimize noise within the Town from all sources.

Light

25. Incorporate the International Dark-Sky Association's Dark Sky principals for outdoor lighting into Town zoning and subdivision ordinance standards and use the International Dark-Sky Association's Dark Sky standards for Town projects and activities where practical.

~~Minimize the intrusion of glare into residential living environments from artificial light sources.~~

Energy

26. Encourage the use of energy-efficient technology for buildings through the development process, generally.
27. Encourage and facilitate the installation of technologies and equipment aimed at improving energy efficiency and harnessing clean, renewable energy sources in homes and businesses located in the Town, including (but not limited to) solar, while minimizing the visual impacts of such equipment.

~~Protect viewsheds relating to natural scenery and other vistas important to the history and culture of the Town.~~

Planning Processes and Policy

28. Develop an environmental review checklist as part of the development evaluation process to identify potential environmental impacts of development proposals.
29. Request the assistance of Loudoun County in reviewing environmental aspects of development.

30. Review and revise the Zoning and Subdivision Ordinances to incorporate the highest level of environmental protection through the development process.
31. Evaluate the benefit of providing a cluster option or requirement to 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.

Educational Outreach

32. Promote conservation of environmental resources awareness through educational outreach on issues such as low consumption light fixtures, invasive species control, pet waste, recycling, and composting.
33. Educate the public about stormwater best management practices including those (like rain barrels and rain gardens) that can be implemented by homeowners to promote rainwater harvesting, runoff reduction, and/or infiltration of rainwater into the soil and education on proper fertilizer, pesticide, and herbicide application.

Chapter 3

PUBLIC FACILITIES AND INFRASTRUCTURE

PUBLIC FACILITIES

BACKGROUND AND EXISTING CONDITIONS

Town residents and businesses are served by various local, state, and federal government facilities and services including parks, an elementary school, a recreation center, a library, law enforcement, fire and rescue, the Town government office, and the United States Post Office. *(See Map 5: Public Facilities and Utilities)*

TOWN GOVERNMENT OFFICES

The Town Office buildings, constructed in 1975 and 2020, are located at 6 East Pennsylvania Avenue behind the Lovettsville Museum. They provide offices for Town administrative staff and a meeting room for elected and appointed bodies including the Town Council and committees, Planning Commission, Board of Zoning Appeals, and Tree Advisory Board. Town services to the public include administration and finance, utilities, planning and zoning, capital program management, public works, economic development, and events and tourism. They have adequate space for the near future.

SCHOOLS

Loudoun County Public Schools serve Residents of the Town of Lovettsville. Elementary school students attend Lovettsville Elementary School, located near the intersection of South Loudoun Street and South Berlin Pike, which has a capacity of 600 for kindergarten through 5th grade. Actual enrollment is expected to increase from 530 in 2019 to 594 in 2026. Harmony Middle School, located just west of Hamilton, continues to educate students in grades 6 through 8. Woodgrove High School, located near Purcellville, has a capacity of 1,600 students and provides secondary education to students in grades 9 through 12.

School facilities have generally kept pace with growth in the County, and Loudoun County Public Schools continues to plan for future growth in Western Loudoun. The projected growth in the population of school-aged children in and around the Town will determine the need for new school facilities as well as the location of those facilities. [It would be particularly desirable to have a middle school and a high school near Lovettsville.](#)

PARKS AND RECREATION

The Town of Lovettsville maintains several public parks and open spaces for use by Town residents and the public. The Town Office lots include a large open space area located behind the main office which in the past was utilized as a central location for the main tent of the Lovettsville Oktoberfest, a one-of-a-kind, Town-wide community festival celebrating the area's German heritage.

The Town Green, located in the Lovettsville Town Center, contains the Walker Pavilion, which is used for the annual Oktoberfest and MayFest events, Concerts on the Green, and Movies on the Green.

[Zoldos Square](#) contains the Veterans Memorial. The Memorial Day, Veterans Day, and Patriot Day ceremonies, [Love Winter](#) (Christmas Tree Lighting ceremony), and Berserkle on the Squirkle [are held in Zoldos Square](#).

Quarter Branch Park, located on Lange Drive near its intersection with Quarter Branch Road, contains the Town's barn (maintenance and storage building) and a community garden (operated by [several volunteer groups](#)).

The new Lovettsville Community Park, which includes 92 acres of land, is adjacent to the Lovettsville Elementary School and the Community Center. Nineteen acres of the park are in the Town. The project includes a southern vehicular access to the facility from S. Loudoun Street through the Lovettsville Elementary School site and northern entrance from Milltown Road. The park includes lighted ball (baseball and soccer) fields, pedestrian trails, picnic areas, a fenced dog park, indoor and outdoor equestrian arenas, an amphitheater, and a small lake, including associated restroom facilities. The park's internal trail network will connect to Town sidewalks at Frye Court.

The Lovettsville Community Center, operated by the Loudoun County Department of Parks, Recreation and Community Services, is located at the southeastern end of Town at 57 East Broad Way near the intersection of Lovettsville Road and Milltown Road. The structure was a high school and, later, an elementary school before a fire destroyed much of the original structure. Recreational facilities available to the public 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, pickleball, 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 intends to add special programs for teens as the population is projected to grow over the coming years. The Community Center building is being replaced with a new facility.

The Town should continue to encourage development of recreational facilities within any new, major developments, such as those that exist in Lovettsville 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, playgrounds, tot lots, playing fields, and ball courts, for example.

POLICE, FIRE, AND EMERGENCY SERVICES

The Lovettsville Volunteer Fire and Rescue Company, Company 12, provides fire and emergency services to the Town and surrounding area in addition to community meeting space and on-site recreational and educational activities (bingo, special event support, and safety education) for the benefit of the community. 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 of Company 12 encompasses more than 100 square miles and includes neighboring jurisdictions in Maryland. [A new fire station will be constructed just to the south of the existing station. In 2017, the Town annexed the site of both stations into the Town. The Company intends to retain its existing building to potentially expand community support activities while allowing reasonable and compatible income-generating activities on the site.](#)

The Loudoun County Sheriff's Department and the Virginia State Police provide law enforcement services to the Town and surrounding area. Loudoun County maintains police, fire, and emergency services at levels sufficient to serve the population of the Town and surrounding area. The Town recognizes that continued population growth and development of retail and similar commercial uses may necessitate expansion of services in the future. [The new fire station may be able to accommodate law enforcement personnel to reduce response times for citizens of the Town.](#)

LIBRARY SERVICES

The Lovettsville Library, located at 12 N. Light Street, serves the Town and surrounding area and is a small branch of the larger Loudoun County Public Library system. It provides public access to technology, conference and study rooms, programs for all ages, and book donations and sales in addition to standard library materials. The building was expanded in the late 1990s. The Lovettsville Library facility is expected to satisfy demand for the near future. If library expansion is needed in the future, then a more central location should be part of the consideration.

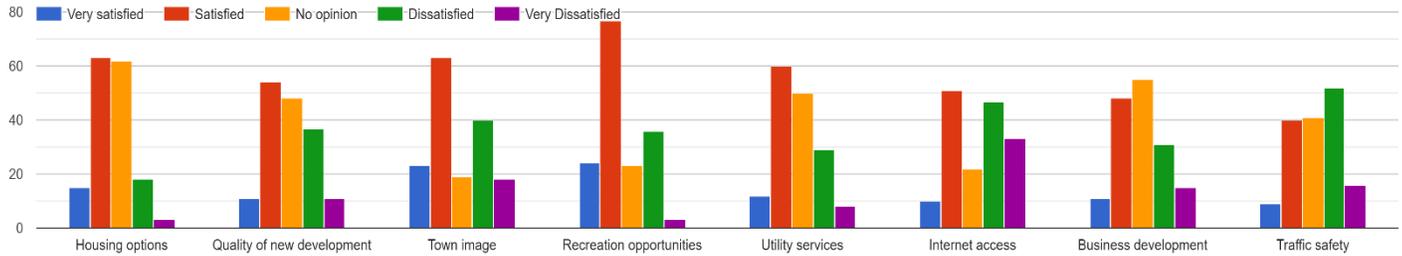
UNITED STATES POSTAL SERVICE FACILITY

The U.S. Post Office opened in 2009 on N. Church Street and has 6,000 square feet of space. With this expanded facility, the U.S. Postal Service estimates that it will have sufficient capacity to serve the Town and surrounding area for the next fifteen years.

2021 Community Input

[As noted in the chart below, most respondents indicated a good level of satisfaction with community facilities and utilities and to a lesser degree with internet service.](#)

Today, how satisfied are you with the following?



Over 60% of respondents are satisfied or very satisfied with the quality of recreational facilities. Approximately 79% were satisfied or had no opinion on Town services.

GOAL

Public facilities should be planned 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. Continue to host and promote Town events throughout the year, including without limitation the annual Lovettsville Oktoberfest and MayFest events; Memorial Day, Veterans Day, and Patriot Day ceremonies; concerts and Movies on the Green; Berserkle on the Squirkle; Love Winter and Light-Up Lovettsville; and any other events desired to enhance quality of life for residents, promote volunteerism, and attract visitors to the Town and surrounding area. Preserve sufficient Town-owned lands, open spaces, parks, and public facilities for hosting these events.
2. The Town recognizes the significant economic and social benefits of schools on the surrounding community and encourages Loudoun County Public Schools to locate a middle school and a high school (possibly on the same property or properties) near the Town to reduce travel time and distance to school for parents and students in Town.
3. Evaluate proposals for new schools to ensure they address traffic and other impacts on Town infrastructure.
4. Provide sufficient areas for Town parks and recreational facilities for public use as well as Town events in locations convenient to residential neighborhoods.
5. Provide for a variety of active and passive public recreation opportunities and amenities within Town parks.

~~Work with Loudoun County to augment police, fire, and emergency services facilities to serve Town residents and businesses.~~

6. Work with Loudoun County to continue Loudoun County library services within the Town and expand facilities, programs, and activities for Town residents to the extent practicable.
7. Provide up-to-date information about Town government services to the public using the Town website, social media, and the Town information sign.

~~Continue to provide trash and recycling collection services to Town businesses and residences.~~

8. Work with Loudoun County to provide public park and recreation services and facilities at the new Lovettsville Community Park to serve Town residents and residents in the surrounding County with expanded opportunities to participate in sports and recreational activities.
9. Implement the approved concept plan for Quarter Branch Park by constructing the improvements proposed in the Town Capital Improvement Plan.
10. Design and implement improvements to the Town Barn Maintenance Storage Facility as necessary to increase storage capacity and improve Town operations and security of the facility and add such projects to the Town Capital Improvement Plan.

~~Consider multiple interim Town Office solutions until a new Town Office can be built including:~~

- ~~a) Making improvements and/or modifications to the current temporary office trailer located behind the Town Office or upgrading it to a larger modular building, consistent with any building code or zoning requirements for such uses.~~
- ~~b) Making improvements and/or modifications to the existing Town Office building to maximize work and meeting space.~~
- ~~c) Exploring options for leasing office space and/or Council Meeting Chambers.~~

~~Consistent with the availability of capital funds for such purposes, construct a new, expanded Town Office facility on one of the sites identified in the Town Office Expansion Space Needs Evaluation completed in 2014, including on one or more of the Town-owned properties located at or adjacent to 6 East Pennsylvania Avenue, or other feasible site.~~

~~Support citizen efforts to expand voluntary Neighborhood Watch programs in residential communities.~~

11. Work with telecommunications [companies](#) to provide [excellent cellular telephone and high speed internet](#) coverage in the Town and surrounding area while minimizing the visual impact of such facilities.

~~Plan and implement amenities for bicyclists and pedestrians at locations having, or anticipated to have, significant volumes of such traffic or usage as grant and local funding permit.~~

~~Implement the recommendations of the Wellhead Protection Plan as if set forth herein as necessary to protect the Town's public water supply, including restrictions and/or regulations for certain activities located in proximity to Town wells which have the potential to contaminate the public groundwater supply.~~

12. Evaluate the benefits and costs of taking over grass cutting responsibilities on the VDOT Right of Way within the Town.

~~Identify suitable locations for new or expanded public facilities, to include emergency response facilities, and the possible annexation of land to facilitate their establishment. Evaluate the benefits and costs of all proposals for annexing property that contains or will contain public facilities, such as schools, parks, emergency services, and/or others, in accordance with the Town's Annexation Policy.~~

13. Evaluate the need for additional land or properties for use by the Town government to support operations and improve public service delivery.

INFRASTRUCTURE BACKGROUND AND EXISTING CONDITIONS

SEWER AND WATER

The 2018 Town Sewer And Water Master Plan:

- concluded the existing water system provides a capacity that is sufficient to meet future average and peak demands for in-town and known, potential annexation if wells continue to function at existing capacity.
- proposed water lines to connect in-town and known developments to the existing water system should be required as part of the development to increase fire flows throughout the system and ensure required fire flows to most existing and proposed hydrants
- noted that the second elevated storage tank will be required for the potential annexation development to proceed as the existing system does not have the adequate working capacity to meet the projected maximum daily demands from this development. The existing storage from the existing elevated tank plus the additional storage from the second elevated tank will allow the system to meet the maximum daily demands from the potential annexation development).
- concluded that the existing sewer collection system can convey in-town, known, and potential development's average and peak flows to the WWTP.
- concluded that the Wastewater Treatment Plant (WWTP) is likely capable of reliably treating the projected flows through 2025 (which may not allow completion of in-town and known annexation development).
- Noted that Inflow & Infiltration (I&I) abatement or the construction of an equalization basin will likely be required to continue development passed 2025.

Regular updates to the Sewer and Water Master Plan are needed to, among other things, evaluate the impact on utilities by new work from home trends arising from the 2019 pandemic, and an increasing number of home occupation businesses.

SANITARY SEWER

The Town owns and operates the public sanitary sewer collection and treatment and water distribution systems in Lovettsville. The current wastewater treatment plant was constructed in 2001 with a treatment capacity of 250,000 gallons per day (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 the existing and planned development in the Town with additional capacity for future growth. It is possible that the treatment facility could be expanded with one additional module, however a complete feasibility study has not yet been conducted. (See Map 5: 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 resulting in violations of the Town's Virginia Pollution Discharge Elimination System (VPDES) permit. Over the past several years, the Town has spent considerable time and resources on studying the collection system to identify deficiencies and repair leaking pipes. In 2009, the Town undertook major corrective action by replacing and repairing leaking manholes and by relining cracked sewer pipes.

[The WWTP currently trucks liquid sludge to the Loudoun Water Broad Run facility for disposal through their treatment facility. Increases in transportation and dumping costs or changes to regulations may trigger the need for the Town to evaluate alternative sludge management options. Costs include the initial evaluation \(FY21\) and development of the Preliminary Engineering Report in FY22 \(if evaluation identifies the need for facilities\). Final design and construction costs will require construction cost in FY23 and can be better defined once the evaluation is completed.](#)

PUBLIC WATER SUPPLY

The Town produces its public water supply from six operating wells, four of which are currently active, and four filter houses. The Town has an approved Virginia Department of Health production capacity of 724,800 gallons of drinking water per day, although two of the wells (4 and 5) were "mothballed" in 2012, leaving the Town with operational capacity of 544,800 gpd. The current pumping and treatment capacity can serve all the existing and planned development in the Town with additional capacity for future growth. Iron, manganese, and hydrogen sulfide are the most treated items and are removed from the groundwater using 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.

[The Town will continue to use Loudoun Water design and construction standards to the extent feasible. If a standard has not been established by Loudoun Water, the Town will use standards established by the Virginia Department of Health and the Virginia Department of Environmental Quality. The Town must comply with all applicable state and federal standards and regulations applicable to public water and sewer utility utilities in the Commonwealth of Virginia.](#)

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 currently for no additional charge or fee to residents. 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 Town Center. The County conducts hazardous waste collections several times per year at designated locations throughout the County. The Loudoun County landfill, located on Evergreen Mill Road (Route 621) south of Leesburg, is available for use to all Loudoun County residents.

TELECOMMUNICATIONS

The Town recognizes that reliable and accessible wired and wireless telecommunication services are vital for a thriving modern community. Home telephone, cable TV, and internet services are available through various providers. The Town's elevated water tank leases space for three wireless communication providers supplying cellular telephone coverage to area businesses and residents.

The State and Loudoun County broadband initiatives offer an opportunity to extend such services through the Town. The County is extending high speed internet to County facilities including the Lovettsville Elementary School, Community Center, and Library. These extensions can serve as the backbone for extending high speed internet fiber network throughout the Town.

The universal high speed internet service will require wireless transmitters closer together than the typical cellular monopoles and it will require fiber optic capacity as well. Both Lovettsville and Loudoun County are seeking to extend fiber optics to their facilities in Lovettsville, which can then be the backbone to a broader network. The rollout of the new 5G network will require a network of small cells that can be located on buildings, light poles, and other structures. Since 5G is impacted by foliage and buildings, these small cells will have to be closer together.

There are a number of options open to the Town to expand the local fiber and wireless networks including providing some of the infrastructure such as fiber ready conduits with street or utility improvements, offering easy access to public buildings and structures for antennas, or entering partnerships with private carriers by funding capital costs.

2021 Community Survey

As noted earlier in this chapter, 43% of survey respondents were satisfied or very satisfied with the quality of sewer and water service while another 30% expressed no opinion. Respondents also noted that sewer and water improvements should be a priority for Council over the next 5 years.

Internet service is becoming a fundamental utility for most people with 66% of respondents working remotely at least as needed and as much as 3 to 5 days a week. About 20% of respondents are dissatisfied with the quality of internet service.

When asked about potential hazards we should be concerned about, 84% of respondents indicated internet and communications failures and 73% indicated utility failures were their biggest concerns.

GOAL

To ensure that public utilities and infrastructure keep pace with development and support the changing needs of the community.

POLICIES

WATER & SANITARY SEWER

1. Provide Town water and sewer services consistent with the land use policies herein and expand such facilities geographically only to areas planned for development as generally shown on the Land Use Plan Map (*Map 4*) and Water and Sewer Master Plan.
2. Provide adequate, safe, and cost-effective water supply and wastewater treatment facilities for Town residents, commercial establishments, institutional uses, and public facilities in accordance with applicable state and federal regulations of the Virginia Department of Health, Virginia Department of Environmental Quality, and other applicable federal regulations that regulate waterworks capacity and wastewater treatment and disposal.
3. Require new development to pay for the cost of extending or expanding public sanitary sewer and water service necessary to serve the development.
4. Evaluate utility rates and fees annually and modify as needed to ensure adequate funding for utility operations, capital improvement projects, and debt retirement.
5. Implement the goals, policies, and recommendations of the Water and Sewer Master Plan.
6. Upgrade and install improvements, facilities, and equipment at Town facilities as necessary to improve functionality, operational efficiency, and security.

PUBLIC WATER SUPPLY

7. Implement the recommendations of the Wellhead Protection Plan as necessary to protect the Town's public water supply, including restrictions and/or regulations for certain activities located in proximity to Town wells which have the potential to contaminate the public groundwater supply.
8. Utilize available local, state, and federal funding to permanently abandon any water supply wells for which such a decision has been made to protect the underground water supply from potential contamination.
9. Upgrade and expand the Town's water production, storage, and distribution facilities as necessary to expand capacity, add redundancy, and improve

reliability, efficiency, and performance with respect to supplying and delivering high-quality public water to in-town and out-of-town customers while maintaining sufficient volumes and pressures throughout the system to the extent feasible.

~~Decide on the final disposition of unused and “mothballed” wells, treatment facilities, and associated parcels of land by determining whether to abandon such wells in accordance with Virginia Department of Health (VDH) requirements or preserve them in a reserve or an emergency capacity.~~

10. Make educational material about how to protect the Town’s water sources available to the community.
11. Develop and install signs to be located at high visibility locations near the wellhead protection areas advising people they are entering a water source protection area and advising they call 911 immediately to report spills.
12. Work with the County to develop a source water protection overlay zoning district and to apply the overlay district to the defined wellhead protection areas.
13. Develop a program for the Town to accept new wells from developers to augment the Town water supply. The program should require well testing and construction that meets Town and State standards for public water supplies.
14. Limit land uses in the wellhead protection areas that involve potentially contaminating materials or operations such as underground fuel tanks, bulk storage of chemicals, heavy equipment, and vehicle repair and storage.
15. Investigate and make changes as necessary to existing infrastructure to protect the health and safety of Town residents.

SANITARY SEWER

16. Correct deficiencies and upgrade equipment and facilities at the WWTP as necessary to improve performance and treatment capability and to expand capacity as needed consistent with State requirements.
17. Make minimizing inflow and infiltration a priority to decrease peak flows to the WWTP and eliminate discharges or leakages of wastewater into the environment.
18. Restrict future annexations to minimize demands on the WWTP, monitor wastewater peak flows, and evaluate the options for expanding the WWTP peak flow capacities as recommended by the 2018 Water and Sewer Master Plan.

REFUSE & RECYCLING

19. Establish a public information campaign to encourage recycling among Town residents and businesses.

20. Evaluate the cost effectiveness of the Town's current solid waste (i.e. trash and recycling) collection program.
21. Support the County's continued provision of a central recycling location in the Town.

~~Upgrade and expand the Town's water production, storage and distribution facilities as necessary to expand capacity, add redundancy and improve reliability, efficiency and performance with respect to supplying and delivering high-quality public water to in-town and out-of-town customers while maintaining sufficient volumes and pressures throughout the system to the extent feasible.~~

- ~~12. Decide on the final disposition of unused and "mothballed" wells, treatment facilities and associated parcels of land by determining whether to abandon such wells in accordance with Virginia Department of Health (VDH) requirements or preserve them in a reserve or an emergency capacity. Utilize available local, state and federal funding to permanently abandon any water supply wells for which such a decision has been made in order to protect the underground water supply from potential contamination.~~

- ~~13. Upgrade and install improvements, facilities and equipment at Town facilities as necessary to improve functionality, operational efficiency and security.~~

22. [Continue to provide trash and recycling collection services to Town businesses and residences.](#)

- ~~14. Consider developing a local stormwater inspection program and management plan in order to ensure that all private and public stormwater best management practice (BMP) facilities are properly and regularly maintained.—~~

- ~~15. Educate the public about stormwater best management practices including those (like rain barrels) that can be implemented by homeowners in order to promote rainwater harvesting, runoff reduction, and/or infiltration of rainwater into the soil.~~

- ~~16. Explore grant opportunities for developing a Town-wide Stormwater Management Plan to inventory and locate all existing storm facilities, evaluate the functionality of those facilities, identify any problem areas requiring improvements, ensure storm water management in new developments are designed to accommodate regional solutions, prioritize the identified projects needed, and seek external sources of funding to support these projects.~~

TELECOMMUNICATIONS

23. Encourage telecommunications service providers to locate in Lovettsville and encourage co-location on existing Town structures.
24. Encourage the most effective means of extending broadband service throughout the Town including extending open access conduit with any utility extension or replacement, and road projects, and accommodating small cell antennae on public buildings and other structures.
25. Establish performance standards to minimize the visual impact of wireless communication facilities and minimize the need for legislative action.



CHAPTER 4 ECONOMIC DEVELOPMENT

Central Commercial Area

Thirty-five businesses are in commercial buildings concentrated around Zoldos Square in the new Town Center retail complex, and older commercial buildings and adapted historic buildings in the Pennsylvania Avenue/East Broad Way corridor, on South Church Street, and on Berlin Turnpike. The proximity of the restaurants and stores, a regular schedule of activities and festivals, and the historic character of old town create the kind of environment that helps attract customers to the Town. Ongoing public investment in streetscapes and drainage improvements will improve the walkability and attractiveness of the area. The recent construction of the Finz government complex and associated parking has provided a centralized parking area to the benefit of surrounding businesses. Facilities such as the library, post office, bank, and Finz Center also help bring activity in the area.

The direct fiscal benefit of commercial development includes commercial real estate taxes, business licenses, meals taxes, and cigarette taxes. [Town real estate valuation is 97% residential use and 3% commercial use when a target ratio of residential to commercial real estate valuation is typically 75% residential and 25% commercial. At the same time, 2022 Lovettsville revenues from commercial taxes \(sales, cigarette, BPOL, and meals\) represented 34% of the Town's revenues. This suggests in a small town the type of business is as important as the number of businesses. This also illustrates the value of a compact town core commercial area that supports high revenue uses such as restaurants, convenience stores, and entertainment venues.](#)

As the community considers future land use, it is important to retain sufficient potential to increase the revenue from businesses to help reduce the tax burden on residences. [Overall, 21% of the Town area is zoned and planned for commercial use.](#) The central area encompasses most of the available commercially planned and zoned land in the Town including the largest parcel of commercial-light industrial zoned land in western Loudoun County, the 38-acre New Era Ventures LLC and Heying properties. Other property includes the Quarterbranch Technologies tract at 1.23 acres, the Spears Development Group property on North Church Street at .89 acres, and the [0.6](#) acres of remaining commercial land in the Town Center project.

As Table 1 indicates, on its face, sufficient land is zoned commercial to roughly double the commercial development in the Town and add a significant amount of commercial/limited industrial space. That these parcels are in easy walking distance of the central commercial area means new businesses could indirectly benefit existing businesses. If the Town is to retain its small-town character, sustaining a strong business community [in the core](#) requires

investments that increase the commercial potential of existing businesses. Maintaining the New Era Ventures and Heying Tracts, for commercial uses with flexibility regarding the types of businesses continues to be important.

Commercial Zoning		
Zoning	Developed	Vacant
C-1, Community Commercial	8.08 ac	3.22 ac*
C-2, Mixed Use Commercial	4.48 ac	6.36 ac
T-C, Town Center Core	1.6 ac	<u>0.62</u> ac
<u>Central Business District Planning Area Subtotal</u>	14.16 ac	<u>10.20</u> ac
Commercial <u>Light Industrial Planning Area</u>	0	<u>31.92</u> ac
Totals	14.16 ac	<u>44.12</u> ac
Other Commercial Zoning Outside the Central Area		
Zoning	Developed	Vacant
C-1, Community Commercial	<u>2.0</u>	4.33
<u>Transition Planning Area**</u>	<u>1.5</u>	<u>27.10</u>

* Vacant C-1 includes parcels with residences.

** Calculation based on submitted plans

There are two areas outside of the central business district identified as potential commercial growth.

Gateway Planning Area

The Comprehensive Plan is implemented by current zoning except for parcels in the Gateway and Transition planning areas, approximately 3/4 to 1 mile outside of the central commercial area. The Walker and Hummer tracts and two small parcels at the south end of South Loudoun Street make up the Gateway planning area and include approximately 15 acres. The Gateway planning area is designated for mixed use commercial and office development. The mixed-use category is described as horizontally integrated, mixed-use areas that would have commercial and/or office uses located along the Rt. 287 road frontage, with residential uses located behind the commercial sites.

Transition Planning Area

With the incorporation of the existing and new fire station sites into the Town, 15 acres of planned commercial and light industrial land was added. None of the land is zoned for commercial use, although current CRA-1 zoning would allow several businesses.

The Comprehensive Plan also identifies land encompassing West End Motors and One Family Brewing properties, active annexation applications, as a commercial area. The potential annexation would add 28.6 acres to the Town’s commercial land area. The proposed uses on the One Family Brewing site include a restaurant, brewery, distillery,

and limited retail. The Plan intends that the area remain rural in character and maintain the rural edge to the Town.

Issues for Consideration

The Town seeks to retain the small-town character by limiting residential growth and supporting businesses in the central [business district](#) through programmed activities, and infrastructure improvements. To minimize the tax burden on residents, the Town needs to continue to help increase the viability of existing businesses and attract new businesses [to the CBD. Infrastructure improvements to make the area safer for pedestrians and cyclists outlined in the Transportation Master Plan will help improve walkability while planned stormwater and internet improvements will help business operations and protect existing structures.](#) Policies encourage a mix of commercial and industrial development to locate on the approximately 42 acres of commercially zoned land within the [Central Business District and permit a narrower range of commercial and employment uses in other designated areas to avoid detracting activity from the CBD.](#)

Adding [some limited](#) housing within the central area helps existing businesses [and protects the viability of the historic neighborhood.](#) The Plan speaks to a mix of residential and commercial uses in Old Town [and the C-1 zoning district permits residential and commercial uses](#) in the same building. Second floor residences support local business and provide affordable housing for smaller households. [However, the C-1 district makes existing residences nonconforming uses. The Plan supports maintaining the viability of residences in the CBD as a means of maintaining the character of the area and protecting historic structures. This change would also allow the town to encompass a more complete area along Pennsylvania Avenue and East Broad Way in the C-1 district and expedite future adaptive reuse of existing structures.](#)

Policies support adaptive reuse of older buildings and propose design guidelines to retain the historic character.

EMPLOYMENT CHANGE 2014 - 2018

As noted in the 2017 Comprehensive Plan, most residents of Lovettsville continue to commute to jobs in Northern Virginia, Washington, DC, and to a lesser extent to Maryland. Job growth in the Town according to the American Community Survey has increased modestly from 242 people in 2017 to [299 people in 2019.](#)

In the last five years, as the economy of Loudoun County has expanded, jobs have moved closer to home, Leesburg and Loudoun County employ more Town residents than Washington and Reston (Table 3). There are modest reductions in travel distances to work (Table 5). However, there are no commuter options to areas east until you get to Leesburg or Hamilton and, consequently, road congestion continues to be an issue. The MARC commuter train provides access to major employment centers-in Frederick County and Montgomery County in Maryland, and the District of Columbia.

[Loudoun County continues to be a significant and stable employer in Town with 132 fulltime employees in the elementary school, community center, fire and rescue station, community park, and library. The addition of a middle or high school in the area, an objective of the Town for many years, would benefit the community by reducing student travel times and adding significant, stable employment.](#)

The following tables illustrate employment trends since the 2017 Comprehensive Plan update. The 2017 Plan used 2014 data and 2019 data is the most current available from the “Census On The Map” services.

Inflow/Outflow Job Counts (All Jobs)						
	2014		2017		2019	
	Count	Share	Count	Share	Count	Share
People Employed in Lovettsville	238	100%	242	100%	<u>299</u>	100.00%
Employed in Lovettsville but Living Outside	227	95.30%	231	95.50%	<u>282</u>	94.20%
Employed and Living in Lovettsville	11	4.60%	11	4.50%	<u>17</u>	5.80%
Employed People Living in Lovettsville	1051	100%	1007	100%	<u>971</u>	100.00%
Living in Lovettsville but Employed Outside	1040	99.20%	996	98.90%	<u>954</u>	98.40%
Living and Employed in Lovettsville	11	0.80%	11	4.50%	<u>17</u>	1.60%

How Far Residents Travel to Work	2014		2017		2019	
	Count	Share	Count	Share	Count	Share
Total All Jobs	1051	100.00%	1007	100.00%	971	100.00%
Less than 10 miles	76	7.20%	88	8.70%	93	10.00%
10 to 24 miles	300	28.50%	348	34.60%	323	34.50%
25 to 50 miles	458	43.60%	439	43.60%	442	44.10%
Greater than 50 miles	217	20.60%	132	13.10%	113	11.50%

One factor that could benefit the Town is the increasingly popular option to work remotely from home or a local site. The market study undertaken in 2016 recommended exploring the establishment of co-working space on the New Era Ventures and Heying Tracts to provide professional offices for telecommuters, small businesses, or individual consultants to work, collaborate, meet, and enjoy amenities like conference space, break rooms, and high speed internet access. The Blikken Hut now offers that type of space, albeit on a small scale and not necessarily daily.

It is also important to facilitate the expansion of high speed internet service to the area. Around 42.25% of consumers in the Lovettsville area have access to cable service. Around 99.94% of consumers in Lovettsville have access to mobile broadband service. According to BroadbandNow.com, there are 11 internet providers in Lovettsville with 6 of those offering residential service. Lovettsville residents are still limited in wired broadband choices. Approximately 64% of Lovettsville residents are serviced by multiple wired providers.

According to Internet Access Local and the Bureau of labor Statistics, 70.2% of Lovettsville residents are connected, with 28.8% of the population connected on multiple devices.

Type	Percentage
Connected at home only	25.2
Connected elsewhere but not at home	4.9
Connected on one device	11.3
Connected on more than one device	28.8
Not connected at all	29.9

To maintain and improve internet service in the community, the Town should facilitate the expansion of wireless facilities and take advantage of Loudoun County’s program of offering middle mile fiber to local internet providers. The Town should consider reducing application processing time and costs and supporting the location of wireless facilities on Town and County sites.

Proposals for shuttle service to Maryland and linking to Ashburn, Reston, and Metro would have a great benefit. A local commuter parking lot with van or bus service could help alleviate traffic congestion on Route 287 and Route 9.

2021 Community Survey

Survey respondents emphasized the need to maintain the small town character of the community. Over 56% said it was the reason they moved to the area and 71% said it should be a primary focus of Town Council over the next five years. Over 48% feel the Town

should attract more businesses. Just over [40% of respondents were able to work from home three to five days per week. Approximately 65% of respondents were able to work from home at least part of the week or as needed. Related to that, about 75% of survey respondents cited loss of internet service as a hazard they were concerned about, more than floods or droughts.](#)

GOAL - Promote the establishment of a variety of commercial and light industrial businesses of various sizes, which serve Town and area residents and provide job opportunities, in planned commercial and industrial areas as depicted on the land use plan map.

POLICIES

1. Promote a mixture of commercial and/or light industrial uses on sites indicated on the land use plan map at a scale consistent with that of surrounding areas and neighborhoods.
- ~~3. Promote the planning of land in Loudoun County adjacent to (southeast of) the Engel Tract for similar “flex” uses with the understanding that the owner/developer would be responsible for the extension of public infrastructure into this area and pursuing any approvals necessary to accomplish this under the relevant policies of the County and/or Town.~~
2. Facilitate the redevelopment of existing buildings and parcels in the historic downtown, including those located along the E. Broad Way corridor and sections of S. Locust and S. Loudoun Street located within one block of E. Broad Way, by maximizing the adaptive reuse potential of existing structures to promote small business uses, including “start-up” businesses.
3. [Support a mix of residential and commercial uses in the historic downtown by allowing second floor residential units above ground floor commercial uses and commercial and residential uses on the same lot where sufficient space is available](#) for both the structures and parking.
4. Promote the concept of the Lovettsville Town Center commercial areas and nearby public spaces being a focal point and activity center for community life, not merely a concentration of commercial businesses.
5. Locate professional and/or medical office uses in the historic downtown, areas planned for commercial use adjacent to the Town Center, and areas adjacent to the Heritage Highlands retirement community at the southern end of the Town.
6. Where feasible, and as authorized by state law, establish development policies for office, commercial, retail, and light industrial sites that promote a scale, form, orientation, and massing of development on sites compatible with the existing character of the Town. In addition, establish architectural design guidelines for new

commercial uses, where authorized by state law, to complement the existing architecture and character of the Town.

7. Promote transportation improvements that will serve the economic development of the Town and facilitate commuting by Town residents to regional employment destinations.
8. Promote development policies and capital projects that provide pedestrian and bicycle connections and facilities (sidewalks and trails) throughout the Town and on streets that lack adequate facilities, including along the Town's older transportation corridors (e.g. East Broad Way, South Loudoun Street, etc.), in order to improve safety and reduce the need for vehicle use.
- ~~10. In addition to efforts by the Town, encourage Loudoun County to provide enhanced public facilities, governmental services, and amenities, including recreation facilities, which will serve the Town's economic development objectives and make the Town more attractive for existing and prospective businesses.~~
9. Work with Loudoun County to program the county park, community center and library to support and augment Town activities.
10. Facilitate the establishment of tourism-based businesses such as commercial lodging and restaurant establishments to support the local tourism industry.
11. Facilitate development of the Town Center commercial core in a manner that promotes centralized parking and makes it convenient for pedestrian traffic to access multiple shopping destinations from a central parking location, without causing inconvenience or limiting parking available to nearby residences.
12. Encourage non-residential development to provide pedestrian circulation on-site and pedestrian access to all types of uses on adjacent properties.
13. Where feasible, implement the Main Street design concept for all types of development so that buildings are located close to the streets and sidewalks, and parking is generally located behind buildings.
14. Develop a public outreach program that will encourage participation by residents, businesses, and employees in Town planning and zoning processes that relate to the Town's economic development values, goals, and policies. Include the Loudoun County Department of Economic Development in the process as well.
15. Develop and implement an annual capital improvement plan and budget, taking economic development opportunities into consideration, and establish appropriate priorities based on this Comprehensive Plan, Transportation Master Plan, and Sewer and Water Master Plan so that the timing of construction of capital improvements, including streetscape enhancement projects utility, and stormwater improvements will facilitate the Town's economic development goals and policies.

16. Implement the findings of the market study conducted in 2016, including any follow-up analyses and/or plans, to:
 - a. Determine whether supportable commercial uses should be added to the lists of uses permitted in the Town's commercial and industrial zoning districts. Update the zoning ordinance to add definitions and performance standards for such uses, as necessary.
 - b. Maintain non-residential zoning on the New Era Ventures tract and pursue partnership with Loudoun County to explore flex space, light industrial, and medical uses.
 - c. Explore "creative space" concept for New Era Ventures Tract and other properties including coworking space, makers space, and value-added commercial kitchen space.
 - d. Work proactively to recruit independent retail to Town Square in lieu of professional services.
 - e. Actively pursue restaurant space(s) in Town Square.
17. Develop an Economic Incentive Program that encourages businesses from outside the Town to relocate to the Town on properties available and planned for commercial and/or industrial development. Work with small businesses as well to maximize retention and promote a healthy small-business environment.
18. A comprehensive signage program should be developed for shopping centers that will address the signage requirements for all types of uses. These requirements should be incorporated into the zoning ordinance to ensure compliance for all new developments which include multiple businesses.
- ~~24. — Seek opportunities to annex properties to allow for further commercial, light industrial, and office developments in support of economic growth and revenue expansion.~~
19. Evaluate proposals to annex property into the Town using the following criteria:
 - a. the economic benefit to the Town,
 - b. the impact of such proposals on the viability of the central commercial area and Old Downtown,
 - c. the impact of such proposals on the Town's goal of maintaining a small town, pedestrian community character,
 - ~~a.d.~~ impact on local traffic,
 - e. impact on Town's population
 - f. accessibility to Town residents, and
 - g. capacity of Town utilities and facilities to accommodate the property.

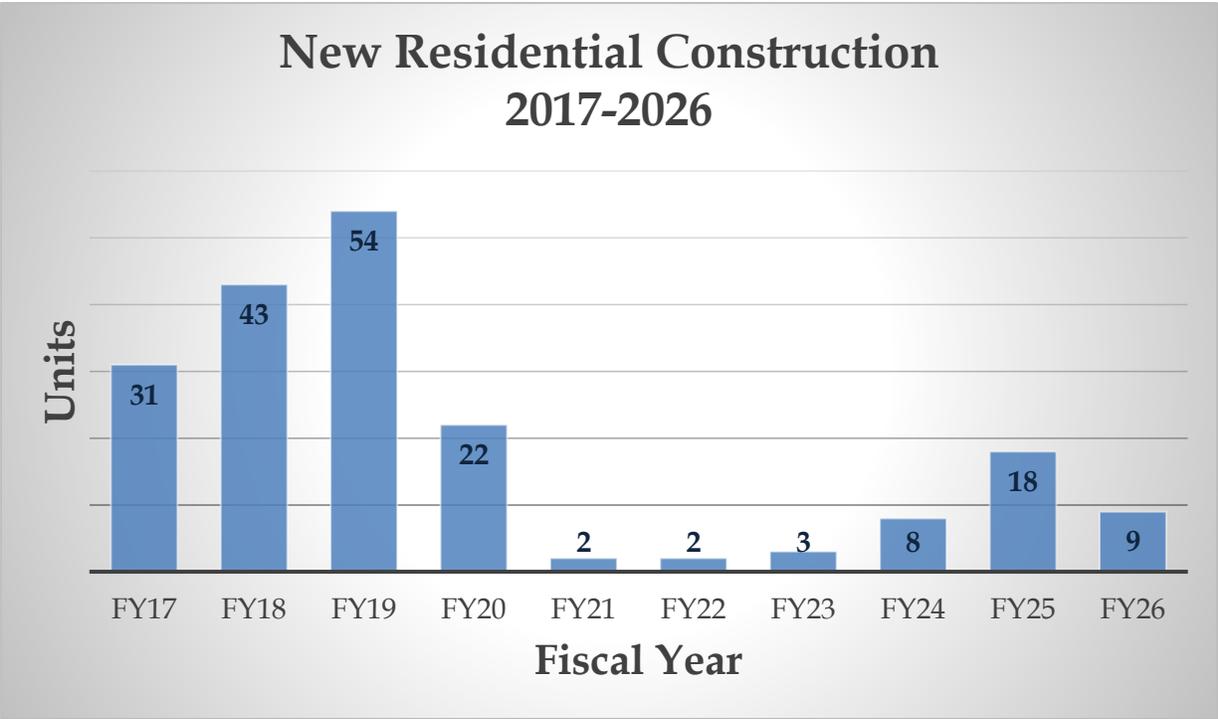
- ~~25. Create an Economic Development Authority (EDA) for the Town to allow for incentives and initiatives for businesses to grow the economy and add needed revenue to support Operations and Capital infrastructure requirements.~~
20. Develop a Concept Plan for the long-term development of the [Gateway](#) Planning Areas [identified on the Planned Land Use Map](#).
- ~~27. Implement the 2018 Town Square Master Plan establishing the Town's preferred Overall Concept Plan for the Town Square Park and surrounding properties. Carry out the goals, objectives, and recommendations of the plan as if set forth in this Comprehensive Plan in order to facilitate the development of a unique, functional public square and central business district that attracts visitors and serves as a central gathering area in the Lovettsville community.~~
- ~~28. Monitor and study the progression of state legislation on limited residential lodging in order to identify the potential for revenue generation, challenges associated with utility service provision and ability of the Town to implement reasonable zoning and other ordinance requirements to preserve the quiet enjoyment of residential property in Lovettsville.~~
21. Continue membership and participation in the Loudoun County Chamber of Commerce initiatives and activities.
22. [Commercial development outside of the Town Center and Old Downtown should be limited to areas identified on the land use map.](#)
23. [Work with Loudoun County to establish a commuter van or bus stop and park and ride lot in the vicinity of Lovettsville.](#)

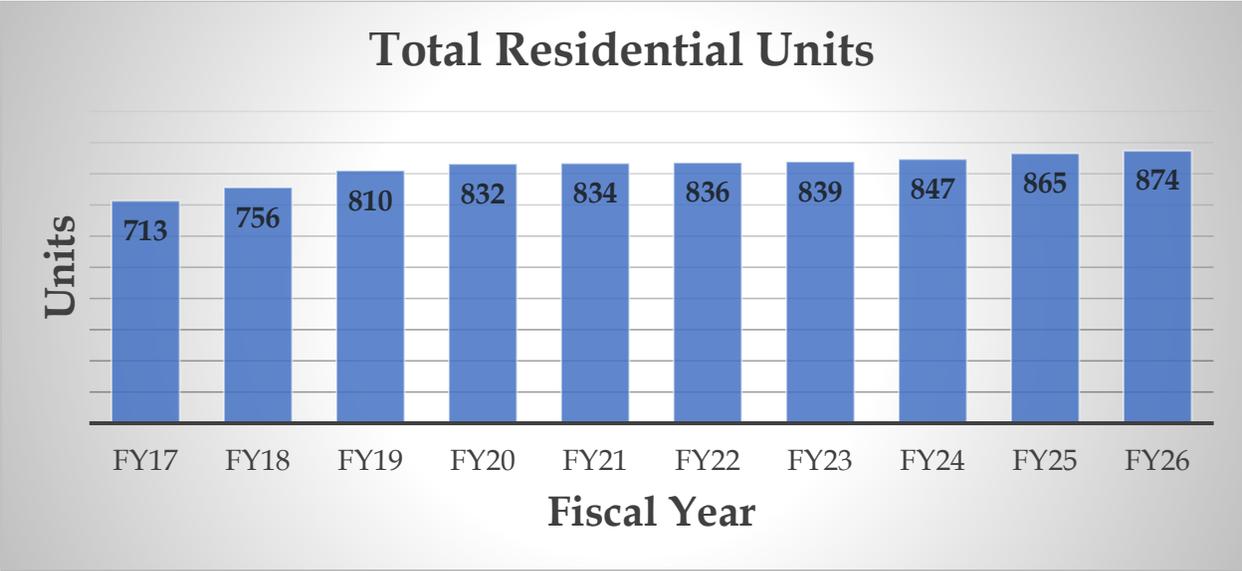
See Land Use Map, Chapter 6

CHAPTER 5

HOUSING

There has been an extraordinary amount of population growth in Loudoun County. The town of Purcellville has nearly tripled in size since 2000 and Leesburg has nearly doubled. The 2020 census reports a Lovettsville population of 2,694 people, up from an estimated 2,049 in 2017. The surge in housing comes with the completion of several large residential projects including Town Center, Heritage Highlands, Keena, and Loudoun West. However, the Town forecasts a significant slowing of residential activity over the next 5 years with any activity occurring on infill and smaller parcels.





While there are no active residential subdivisions currently, several larger tracts of land are zoned for residential development and could accommodate up to 150 additional homes.

Property	Zoning	Housing Potential	Estimated Population (3.2 ppl/hh)
Walker	R-3	52	166
Lakeview Village II	R-1	28	89
Hummer*	R-1	42	134
Game Club	R-1	16	51
287 Joint Venture	R-1	17	54
Total		155	494

* Site is planned for mix of commercial and residential.

The Plan describes two distinct residential planning areas, Northwest Residential and Southeast Residential. The Northwest Residential planning area is distinguished by more recent housing constructed in the past 10-15 years in subdivisions characterized by interconnected street patterns, smaller and consistent lots, modern streets and sidewalks, and amenities maintained by homeowners’ associations (HOA). The Southeast. The Southeast planning area encompasses the historic part of Town. While there are some new subdivisions, overall, the planning area is characterized by individual housing design, an irregular lot pattern, and older narrower streets.

The Comprehensive Plan proposes to maintain the distinct characteristics of each planning area and in the case of the Southeast planning area, to provide flexibility in the

[zoning requirements to help ensure new development complements the existing neighborhoods.](#)

The Comprehensive Plan is required by the State to include an affordable housing component. With a relatively small capacity for new residences, housing affordability will continue to be an issue for the community. Nearly all the Town housing units are single family detached and the Comprehensive Plan supports the SFD units as a contributor to the small town character of the community. In recent years, the Town has elected to accommodate accessory apartments as an affordability measure and recognizes the benefit of the units to provide extended family accommodations. Accessory units are permitted on lots of 8,000 square feet or larger. There are also 44 single-family attached units located in the Lakeview Village townhouse community. These are legal nonconforming units or “grandfathered” since the R-3 zoning district no longer permits townhouses. There are 14 semi-detached (duplex) units on Frye Court in the R-3 Zoning District and another 66 in the Heritage Highlands Retirement Community. At least five structures located throughout the Town contain multifamily dwellings, totaling approximately 20 apartment units.

Lovettsville is one of the more affordable areas of Loudoun County. [In 2022, the median sales price of homes in the 20180 zip code was approximately \\$675,000. The Loudoun County median sales price was \\$725,000. Nonetheless, the median home price still exceeds the purchasing power of families at 100% of the area’s median income of \\$151,800 for a family of four.](#)

[2021 Community Survey](#)

[Respondents to the survey very much want to keep the same housing pattern they enjoy in the Town today. Over 46% of respondents are satisfied or very satisfied with the housing options in Town, while 37% had no opinion. Only 10% of respondents thought the Town needed more housing options.](#)

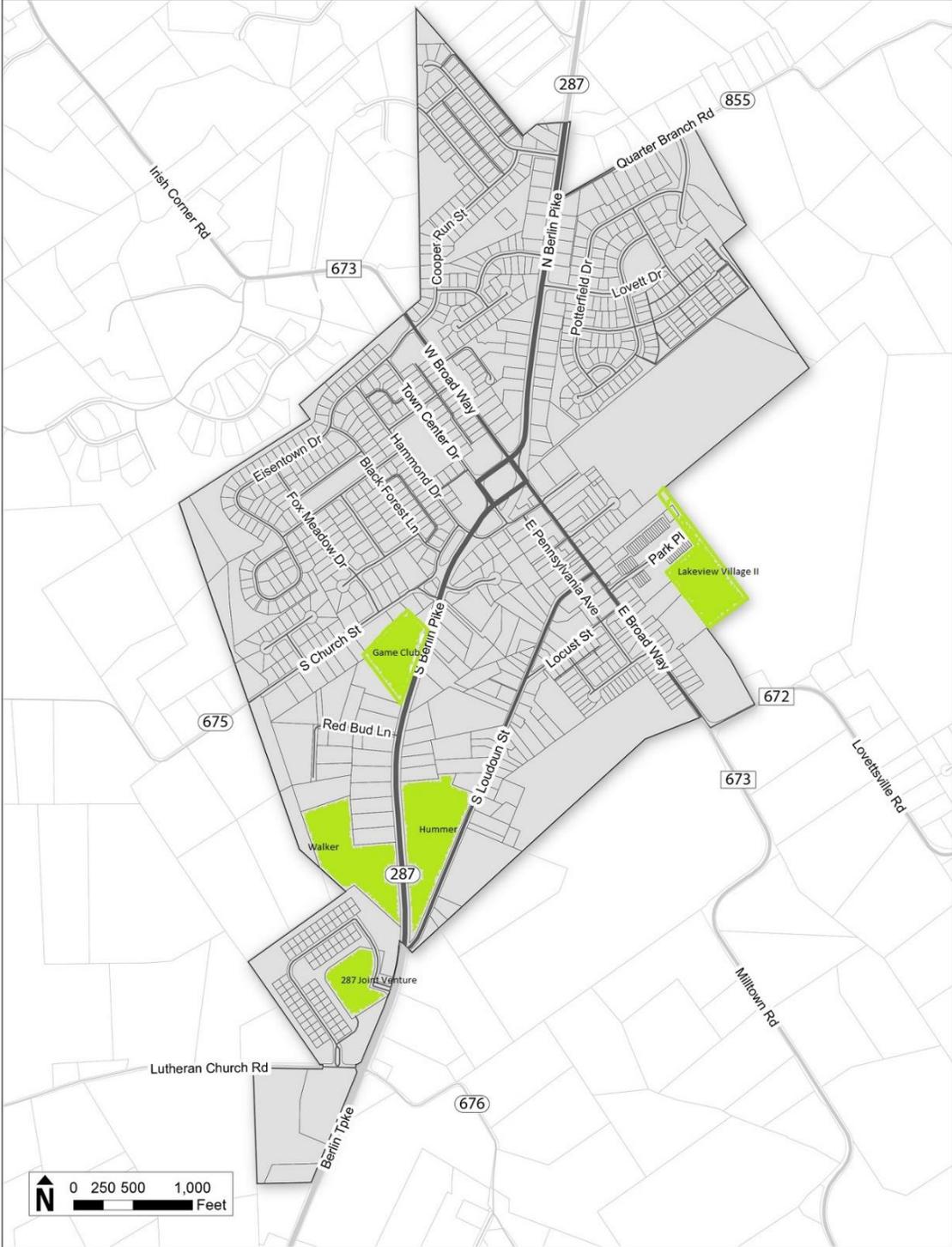
[GOAL](#)

[Provide for future residential development that represents the logical expansion of the Town's existing pattern of development with respect to the configuration of streets, blocks, and lots. Ensure that any future residential growth, whether infill or otherwise, does not exceed the capacity of the Town to provide essential public services to residents.](#)

POLICIES

1. Provide for a greater mix of dwelling and building types for new residential development on infill parcels while preserving the Town's predominately single-family character.
2. Limit future residential development such that the Town's total population will remain under the population threshold established by the Code of Virginia [requiring towns to maintain their streets and](#) to receive payments from the Commissioner of Highways for such maintenance, construction, and reconstruction of [streets \(currently 3,500 people\)](#).
3. Limit the establishment of alternative housing types, such as duplexes and townhouses, to infill properties that are: (1) located adjacent to properties where such uses currently exist; (2) located in proximity to existing or planned commercial areas; or (3) otherwise located where depicted on the land use plan map.
4. Authorize townhouses and/or duplexes in the Town only: (1) upon petition of a property owner to amend the zoning ordinance to create a new zoning district specifically for such uses; and (2) upon approval by the Town Council of an application to rezone an owner's parcel(s) to the new zoning district.
5. Establish a working group or special committee to: (1) evaluate workforce housing affordability and availability for people employed, both currently and in the future, in businesses located in the Town of Lovettsville; and (2) make specific recommendations for adjusting land use/housing policies and zoning requirements to better accommodate the Town's growing workforce through the creation of affordable housing opportunities.
7. [Amend zoning regulations to accommodate more innovative and flexible density, building height, lot size, lot line, parking, setback, and design standards.](#)
8. [Develop zoning regulations and design standards for infill development to ensure compatibility with the established neighborhood.](#)
9. [Consider alternative housing types \(townhouse, duplex, semidetached, and multifamily\) on a case by case basis if proposed with a substantial affordable housing component.](#)

Figure 1 Larger Potential Residential Tracts



Chapter 6

LAND USE

THE LAND USE PLAN

The Land Use Plan is the section of the Comprehensive Plan [that sets out the planned locations for new development and the development policies that would apply to different land uses](#). State law requires every jurisdiction to create a Comprehensive Plan which includes where and what type of land uses should be developed. Land uses include all manner of activities and may include designations such as park land or floodplains, 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. The land use categories that are contained in the Land Use Plan Map (*See Map 4: Land Use Plan Map*) are listed and described in Table 3. Specific policies regarding these land use categories are included in this chapter.

THE LAND USE PLAN MAP

The Land Use Plan Map is a generalized display of land uses and in some instances the intensities of development as they are meant to be distributed in the Town geographically. There are a handful of “umbrella” land use categories shown on the Land Use Plan Map under which many other specific uses can be appropriate. The Commercial land use category, for example, is meant to indicate that many types of commercial use are appropriate, such as retail stores, personal services, automotive services, and financial institutions. This 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 text of this chapter 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 this chapter are meant to give guidance when the Town is evaluating a rezoning or conditional use permit application. Development occurs under the regulations of the zoning district that applies to a parcel of land. Table 3 describes the land use categories that are shown on the Land Use Plan Map.

TABLE 3. LAND USE PLAN MAP CATEGORIES <u>BY PLANNING AREA</u>(MAP 4)	
Planned Land Use Map Category	Definition
<u>Central Business District Planning Area</u>	
Town Center Commercial	The Town Center Commercial Area is a community shopping destination. It provides an example of outstanding architectural design for commercial development which showcases the Town’s unique, small-town character. <u>Businesses are customer focused, generating indoor and outdoor activity, and complemented with pedestrian amenities, landscaping, and features that recall the Town’s heritage.</u>
General Commercial	The properties on North and South Berlin Turnpike are suitable for <u>commuter-oriented</u> retail, <u>office</u> , and <u>automotive service</u> uses, whether located in an existing structure or a new building. Properties that do not front on Berlin Turnpike are suitable for <u>personal and business</u> uses that typically require less visibility, <u>generate less traffic, and are compatible with surrounding uses.</u>
Old Town Mixed Use	This category is intended to facilitate the continued “adaptive reuse” of existing structures in “Old Town” for commercial use, including for use as single-use commercial buildings, buildings containing multiple businesses, and mixed-use buildings with residences located above or behind first-floor commercial and office spaces. The continued use of existing homes, historic or otherwise, as single-family dwellings is also anticipated.
<u>Berlin Turnpike Gateway Planning Area</u>	
Office Commercial	This designation would allow for the adaptive reuse of an existing residence, or redevelopment and construction of a new building or buildings, containing specific office and commercial uses

	(such as a childcare center) that are appropriate to the location and surroundings.
Highway Mixed- Use	These horizontally-integrated, mixed-use areas adjoining South Berlin Turnpike would contain commercial and/or office uses located along the Rt. 287 road frontage, with residential uses at densities between 4 and 6 units per acre located behind the commercial sites. See Gateway Planning Area description for more detailed policies and uses for specific areas.
Commercial Light Industrial Planning Area	
Light Industrial	Areas designated for use as “flex space” which may include a production, fabrication and/or assembling component in addition to office and/or storage space, but which do not typically emit noise, vibration, fumes, odor, or dust outside of a completely enclosed building, or have similar detrimental effects on adjacent properties. The outside storage of vehicles, equipment, and materials may be permitted, but must be strictly controlled by the zoning restrictions so all such areas are screened from view from adjoining properties and uses.
Commercial Transitional	Contains uses similar to areas designated as Light Industrial (see description above), but which do not include outdoor activities that may be detrimental to adjacent residential uses, such as outdoor storage of equipment and materials, or garage bay doors facing residential areas whereby indoor activities are visible or audible to adjacent residences. This area should contain uses permitted in the underlying zoning district(s) which also meet this criterion so that the area acts as a “transitional” area between more intensive commercial and/or light industrial activities and single-family neighborhoods.
All Planning Areas	

Public/Governmental	Public property owned by governmental agencies or entities, including the Town of Lovettsville and Loudoun County. Includes public offices, schools, libraries, utility facilities, fire and rescue, and similar uses essential to serving the needs of the public.
Open Space (Private)	Privately-owned properties that are preserved as open spaces, neighborhood parks, or greenbelt/buffer areas, typically by a proffer, conservation easement, or similar legal instrument.
Public Parks	Town and County (i.e. public) parks and attendant facilities.
<u>Northwest & Southeast Residential</u>	
Low Density Residential	Single-family detached dwellings and accessory uses at a density* of not more than four (4) dwelling units per acre (DU/AC).
Medium Density Residential	Single-family detached dwellings and accessory uses at a density* generally between 4 and 6 dwelling units per acre (DU/AC).
High Density Residential	Density* is generally more than 6 dwelling units per acre (DU/AC). May include townhouses or duplexes if consistent with adopted land use policies (see below) and zoning requirements, but not new multi-family (i.e. apartment) buildings.

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

BACKGROUND AND EXISTING CONDITIONS

EXISTING LAND USE

The Town of Lovettsville contains approximately [568](#) acres ([.88](#) square miles). As of [2019](#) approximately [80](#) percent of the land in the Town is developed, and some of the remaining [20](#) percent shown as vacant on Map 2 is being actively planned for development by owners. Due to the relative lack of undeveloped land, redevelopment of parcels containing existing land uses is expected to provide most of the land for future residential growth within the existing corporate limits of Lovettsville.

Existing land uses include commercial, residential, institutional, and public and private open spaces, including street rights-of-way, as depicted on Map 2. As Table 4

demonstrates, single-family dwellings constitute the predominant land use in Lovettsville. Commercial land uses are concentrated along Berlin Turnpike, S. Church Street, E. Broad Way, E. Pennsylvania Avenue, and around Zoldos Square. Public facilities and parks, including County facilities such as the Lovettsville Elementary School, Lovettsville Community Center, Lovettsville Community Park, and the Lovettsville Library are located throughout the Town. The Town also manages three parks, the Sam Finz Municipal Complex, and several properties containing municipal water supply and distribution facilities.

TABLE 4. EXISTING LAND USE <u>2022</u>		
Existing Land Use	Acres	Approximate Percent of Total Town Area
Residential (by type)		
Single-family detached	<u>234</u>	<u>41</u> %
Single-family attached	10	<u>4</u> %
Multi-family (apartments)	1*	0%
Commercial	<u>42</u>	<u>7</u> %
Institutional	10	2%
Public (i.e. Government) Uses	<u>31</u>	<u>5</u> %
Public Park	<u>28</u>	<u>5</u> %
Private Open Space	61	<u>11</u> %
Vacant	<u>86</u>	<u>15</u> %
Public right-of-way and private streets	65**	<u>11</u> %
TOTAL	<u>568</u>	100%

* Includes approximately 20 individual dwelling (i.e. apartment) units

** Figure is approximate

EXISTING ZONING

All property in the Town of Lovettsville is located within one (or more) of ten (10) zoning districts. The zoning map for the Town is shown on Map 3 and a summary table of the total number of parcels, acreage and vacant/undeveloped acreage within each district is included below in Table 5.

TABLE 5. ZONING DISTRICT SUMMARY TABLE				
Zoning District	Parcels	Acres	Vacant Parcels	Vacant Acres
CRA-1 Residential	<u>7</u>	<u>46</u>	n/a	n/a
R-1 Residential	312	<u>285</u>	<u>7</u>	<u>22</u>
R-2 Residential	110	31	0	0
R-3 Residential	188	45	1	10
T-C, Town Center Planned Development	237	72	2	<u>1</u>
PIDD, Planned Infill Development	4	7	<u>0</u>	<u>0</u>
R-C, Retirement Community	83	20	<u>0</u>	<u>0</u>
C-1, Community Commercial	30	<u>17</u>	2	4
C-2, Mixed-Use Business	8	13	1	8
<u>CL-1</u> , Light Industrial	3	32	2	31

ISSUES AND FUTURE NEEDS

Residential Land Use

Most of the land located within the corporate limits of the Town zoned for residential use has been developed. Remaining vacant parcels zoned for residential use are scarce as shown on the existing land use map (Map 2). There are several properties that are significantly larger than the minimum lot size allowed in the underlying zoning district which may be further subdivided or redeveloped. Even with some subdivision and redevelopment, there is little [land remaining within the Town limits to support significant residential growth.](#)

[It is the Town’s desire to limit Lovettsville’s population to less than 3,500 people. If, in the future, Lovettsville wants to accommodate additional population growth, rezoning of existing commercial or industrial parcels or annexation of parcels currently outside the Town limits would be necessary. To plan for an expansion of the Town, the Town would have to approach and work closely with Loudoun County during future revisions to the County’s Revised General Plan to obtain changes to that plan.](#)

The architectural style of future housing in the Town should be compatible with the prevailing character of homes in the neighborhoods surrounding a particular residential development. For instance, homes built within or near the Town historic district should respect the prevailing character of the surrounding neighborhoods and be consistent with the predominant architectural styles found in the district. The Town should consider adopting a zoning overlay district and architectural standards therein to regulate the architectural style of houses constructed in and near the historic district.

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

The Lovettsville Game Protective Association (LGPA), which owns a property having substantial frontage on S. Berlin Turnpike and is currently zoned R-1, may desire to sell all or part of their property in the future to a developer. The Town must determine the highest and best use of the property if a proposed future use is not supported by the existing residential zoning. The property can support new single-family residences by right, but it is a prime location for commercial development with some of the best access and visibility in the Town. The Town will need to identify the best, long-term use for the property and plan accordingly while ensuring that at any future development does not conflict with adjacent residential uses.

Commercial and Light Industrial Land Use

There is a need to attract business development, particularly retail, that is both supportable and appropriate to serve the population of our area. As the existing land use map shows, there is adequate land within the Town limits for economic development, including new retail businesses. The parcels available for commercial development are summarized in Table 5 above.

Central Business District Planning Area

The Lovettsville Town Center core shopping area, including future phases, will expand commercial uses at the geographic center of the Town on properties surrounding Zoldos Square. Additional areas for anticipated commercial growth are located on the portion of the New Era Ventures Tract closest to the post office, and in the Old Town part of the

Central Business District Planning Area zoned where properties are zoned for mixed-use along E. Broad Way and E Pennsylvania Avenue.

Commercial buildings should have architecture and building forms in harmony with surrounding buildings and neighborhoods. Where possible, architecture should celebrate Lovettsville's German heritage. In the Old Town part of the Central Business District, special care should be taken to preserve historic buildings and resources.

Future phases of the Lovettsville Town Center core shopping area will benefit from the construction of the planned coop grocery store and a variety of additional restaurants and retail businesses. A martial arts and/or dance studio, drycleaners, would be a welcome addition. A pharmacy would be a logical choice for the tract bounded by Berlin Turnpike, N. Church Street, and Oktoberfest Way.

The front of the New Era Venture property (nearest the post office) would be an ideal place for a small business hub for professionals such as realtors, accountants, attorneys, financial planners, insurance agents, and/or tax preparers. It would also be suitable for a copying and shipping center, a general merchandise store, a clothing store, bike shop, a car wash, or a hardware store.

Commercial - Light Industrial Planning Area

Future light industrial and transitional commercial uses will be focused principally on the development of the rear portion of the New Era Venture Tract. The New Era Venture Tract may be developed through establishment of a combination of "flex" or light industrial, commercial, and, potentially, office uses. This property would also be an ideal place for a country inn and winery, a garden center, greenhouses, a lumber yard, or a church.

The Town is committed to ensuring that any development of the New Era Venture tract creates visually attractive buildings that are consistent with Lovettsville's small town character and do not create an adverse condition for or impact on adjacent residential neighborhoods. Development of the New Era Venture Tract may necessitate an additional point of access to the Town street network if N. Church Street is insufficient to handle the volume and type of traffic anticipated with this development.

Gateway Planning Area

Properties in the Gateway Planning area adjacent to Berlin Turnpike (particularly parts of the Hummer and Walker tracts) are appropriate for highway mixed-use development.

Transition Planning Area

Properties in the Transition Planning Area have the potential for a number of new commercial and light industrial uses. The existing fire station, when replaced with a new one, may be suitable for some commercial uses. Also, the rear portion of the Lovettsville Volunteer Fire Department property is zoned for commercial-light industrial use. There

is also the possibility of annexation of properties fronting [the east side of](#) Berlin Turnpike between Lutheran Church Road and S. Loudoun Street for transitional commercial uses.

GOAL Create [the opportunity for](#) beneficial growth and development that is compatible in scale, intensity, and use with existing development in the community [and which preserves Lovettsville's small town character.](#)

POLICIES

The Land Use Plan (*see Map 4: Land Use Plan*) shows the generalized land use pattern for the Town. The following policies should be considered the specific land use planning guidelines:

Northwest Residential Planning Area

1. Continue the residential development pattern and the neo-traditional design concepts of houses close to the street, interconnected streets, pedestrian facilities, and landscaped streetscapes.
2. [Support the use of accessory apartments and home occupations that preserve the character of the neighborhood, but offer employment and housing options to residents.](#)
3. [Avoid uses in the residential neighborhoods that are not compatible with existing residences by virtue of associated activities, scale, or other impact.](#)

Southeast Residential Planning Area

1. [Encourage continued residential development in the Southeast Residential Planning Area, and a complementary mix of residential and commercial uses in the Central Business District.](#)
2. [Encourage adaptive reuse of existing buildings that is compatible with the surrounding community.](#)
3. [Ensure that infill development is compatible with the prevailing character of surrounding neighborhoods in terms of building style, massing, scale, and orientation/configuration of driveways, and garages to public streets.](#)
4. [Lot standards should offer flexibility for new development to align with existing building setbacks and orientation and support the use of flag or pipestem lots to make use of the existing lots and complement the existing lot pattern.](#)

Central Business District Planning Area

1. [The Central Business District Planning Area is proposed to be developed in the following manner:](#)
2. Permit mixed commercial and residential uses in the same structure in the E. Broad Way corridor and sections of S. Locust and S. Loudoun Street located within one block of E. Broad Way.

3. Develop a strategy for retention of existing businesses and historical buildings in [the Old Town by providing essential infrastructure improvements such as stormwater management, street and pedestrian improvements and amenities such as lighting, parking, landscaping, and greenspaces.](#)
4. Encourage the retention and long-term revitalization of Old Town [by expanding commercial opportunities that retain the historical architecture and streetscape of the area, complement the new commercial area at Zoldos Square, and discourage demolition of historic structures.](#)
5. [Incorporate landscaping, lighting, access, streetscape, and other standards that will improve customer experience, expand the pedestrian network, and add to the attractiveness of the community by using unique architecture that reflects the scale and character of the community, minimizing activities that have a detrimental impact on surrounding property, using quality building materials, and ensuring signs are not redundant and do not create a visual distraction for drivers](#)

[Commercial-Light Industrial Planning Area](#)

1. The [Commercial-Light Industrial Planning Area](#) is proposed to be developed in the following manner:
 - a. A transitional commercial area is proposed on the section of the planning area located closest to E. Broad Way and along the west side of the tract bordering Keister Lane to buffer adjoining residential subdivisions from planned light industrial uses on the New Era Venture Tract. The commercial uses occupying this area will be restricted to uses that are anticipated to have minimal impact on the adjoining residential uses and the economic viability of which generally do not require frontage on Berlin Turnpike. (see Map 4: Land Use Plan Map)
 - b. Secondary street access (aside from N. Church Street) is constructed to link to an existing public street when over ten (10) acres of the site is approved for development.
 - c. Pedestrian facilities will be provided throughout the development.
 - d. Access to the parcel of land located on the western side of Keister Lane will be provided through the main part of the tract via N. Church Street, or across one of the three adjacent parcels on N. Berlin Turnpike, thereby eliminating vehicular access to that parcel via Keister Lane.
 - e. Service and loading bays should be oriented such that they do not face adjacent residential areas.

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

Gateway Planning Area

1. The Hummer Tract is proposed to be developed as a mixed commercial and residential development in the following manner:
 - a. The commercial buildings will be sited and development on the site is arranged and designed in such a manner to retain the existing viewshed of the south side of the residence located at 44 S. Loudoun Street may continue to be viewed in full as one approaches the property from the south on Berlin Turnpike.
 - b. The commercial uses should be located on the south side of 44 S. Loudoun Street and primarily oriented facing Berlin Turnpike. This would be a perfect site for a child care center as parents could drop pre-school kids and elementary school kids off at the same time and the child care center could offer pre-school and after-school care for elementary school kids.
 - c. The residential uses should be located north of the existing residence at 44 S. Loudoun Street.
 - d. Development is designed and approved as a single project even if the site is built in phases.
 - e. The southernmost portion of the site is retained as open space or developed as a pocket park, including landscaping, gateway feature.
 - f. Only three entrances for vehicle access to the site are permitted, one from Berlin Turnpike, two from S. Loudoun Street (one north of 44 S. Loudoun Street and one south of 44 S. Loudoun Street).
 - h. A pedestrian walkway is constructed just south of 44 S. Loudoun Street connecting the multi-use trail along Berlin Turnpike with Lovettsville Elementary School and Lovettsville Community Park.
2. The Walker Tract is proposed to be developed as a residential or commercial area suitable for office or retail uses in the following manner:
 - a. A single entrance for vehicular access is provided to S. Berlin Turnpike.
 - b. Access is extended from S. Berlin Turnpike through the property to provide for a future connection to Red Bud Lane with pedestrian connections to the neighborhood and shared use path.

- c. The land use of the eastern half of the tract should be designated as Highway Mixed-Use. Ideal uses for this property would include a garden center, lumber yard, plant nursery, or greenhouse facility.
 - d. The land use of the western half of the tract should be designated as Low Density Residential or Highway Mixed-Use.
3. The 287 Joint Venture Tract is proposed to be developed in the following manner:
 - a. A single entrance for vehicular access is provided to S. Berlin Turnpike.
 - b. The land use should remain Low or Medium Density Residential. This would an ideal site for a long-term care facility, nursing home, or church.
 4. The properties located on the east side of Berlin Turnpike between Lutheran Church Road and S. Loudoun Street, if annexed into the Town, are proposed to be developed in the following manner:
 - a. Only two shared entrances for vehicle access to the properties are permitted, one from Berlin Turnpike and one from Lutheran Church Road.
 - b. The land use should be General Commercial. Ideal uses for this property would include a veterinarian with kennel facility, a garden center, a lumber yard, a plant nursery, or a greenhouse facility.

Transition Planning Area

1. The Transition Planning Area is proposed to be developed to retain the current Town edge at Lutheran Church Road in the following manner:
 - a. Uses in the Transition Special Planning Area will be limited to those that reflect the rural character adjacent to the Town including rural tourism uses, agricultural operations, low density residential and lodging, limited automobile-related businesses, and institutional uses.
 - b. Uses will be designed as follows:
 - i. Large setbacks from Berlin Turnpike with substantial landscaping along the perimeter of each property.
 - ii. Small scale structures.
 - iii. Irregular lot configurations reflecting the existing lot pattern bordering the Town.

- iv. Significant open space or agricultural use of property adjacent Berlin Turnpike.
2. The Lovettsville Gateway Planning Area will accommodate commercial and retail uses, especially those catering to commuters and visitors to our area.
3. The Transition Planning Area, if annexed into the Town, will accommodate the following proposed commercial and retail uses: convenience store, gas station, auto repair shop, truck and trailer rental facility, micro brewery, restaurant with indoor and outdoor seating, and tourist lodging.
4. Uses will minimize the number of access points to Berlin Turnpike.
5. The scale and design of new commercial uses will reflect the small town character of the community and be compatible with adjacent uses.
6. Where possible, turn lanes on Berlin Turnpike will allow cars to enter and exit these businesses with maximum safety.

TOWN-WIDE POLICIES

1. Ensure the provision of adequate landscaping and buffering between incompatible residential and non-residential uses on site plans and require that buffering be incorporated to reflect the ultimate build-out of the adjoining residential or non-residential properties.
2. Vehicular entrances to commercial sites should be designed to create a separation between non-residential and residential parcels that are adjacent to one another.
3. Any increase in density authorized by a rezoning or conditional use permit should be offset with enhanced site design and layout, building architecture, pedestrian amenities, and/or the provision of parks and open space to maintain the quality of the development and mitigate the effects of increased density.
4. Assure that development regulations in the Town ordinances are consistent with the Comprehensive Plan land use goals, objectives, and policies.
5. Encourage land consolidation and unified development throughout the Town, especially for non-residential uses, to avoid fragmented development requiring multiple access points.
6. Encourage landscaping and beautification within existing and new development.
7. Encourage well-designed commercial uses [BC1] compatible with the small-town character of Lovettsville and to help attract other such uses.

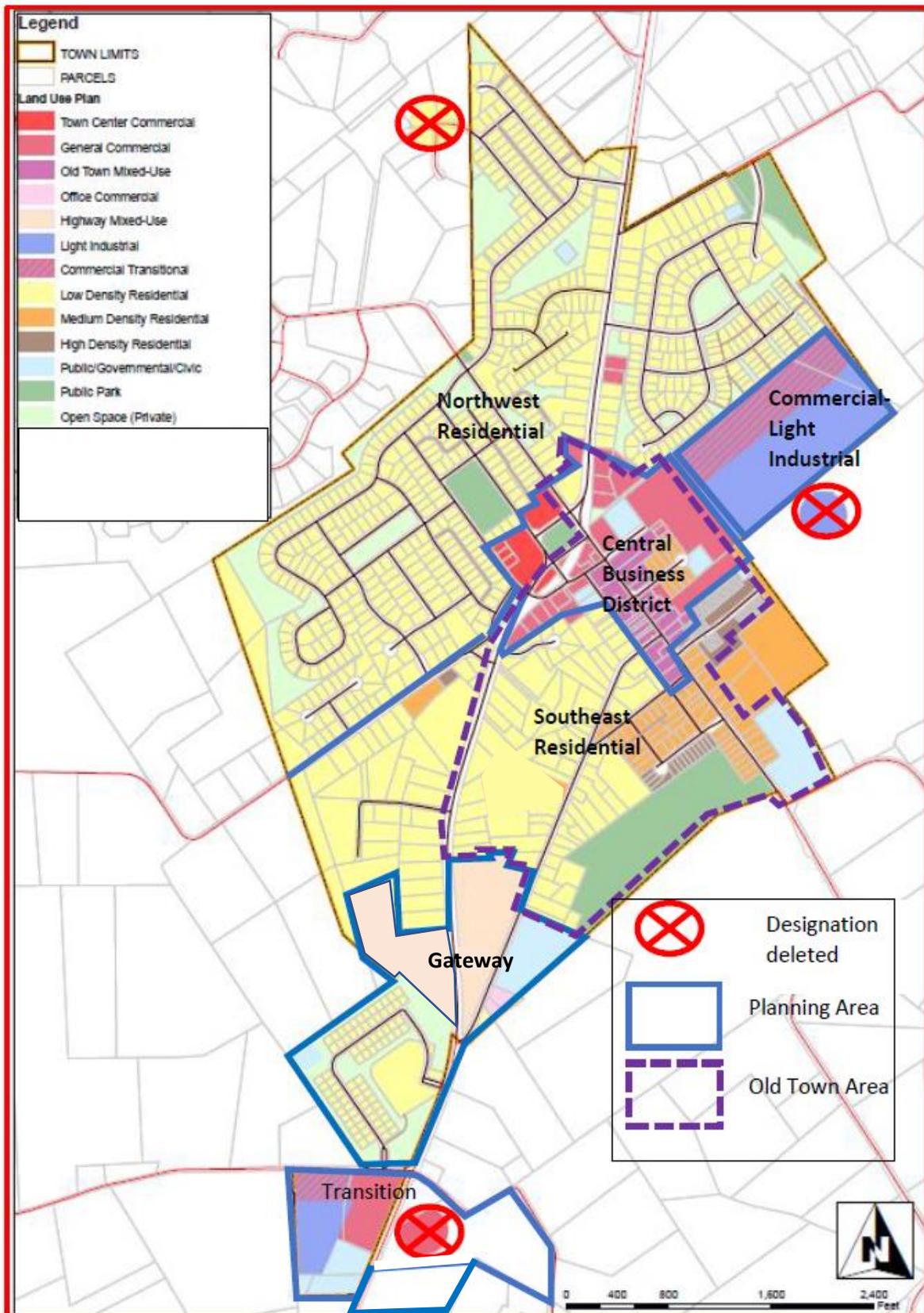
8. Discourage “strip commercial”, defined as a "strip" or line of commercial or retail spaces with no apparent relation to each other, separate parking, and numerous entrances to the road. The Town encourages commercial centers or complexes where the units are clustered or attached with shared parking and entrances, pedestrian connections, and buildings oriented and located close to the public street with parking located generally behind or to the side of the buildings (i.e. consistent with the Main Street design concept).
9. Monitor development on an annual basis to assess the implementation of the Comprehensive Plan and progress toward build-out.
10. Coordinate with Loudoun County to adjust the Town boundary to bring entirely into the Town or County certain parcels and/or developments that presently straddle the Town and the County if the proposed boundary adjustment is consistent in all respects with the adopted Town annexation policy.
11. Design sign ordinance regulations that help businesses attract customers while ensuring that the area, height, and illumination of signs are appropriate to the scale of the buildings on the sites where they are located.

GENERAL GUIDELINES FOR DESIGNING DEVELOPMENTS

1. Access points to and from major roads should be minimized to help reduce turning movements and promote pedestrian safety.
2. If development requires rezoning or a conditional use permit and is anticipated to have a significant effect on local streets, development applicants should provide a traffic impact analysis to ensure that the transportation network can adequately handle the additional traffic. Development should provide the necessary street improvements both on the site and, if necessary and feasible, off-site to accommodate the traffic impact of specific development projects.
3. Adequate public sewer and water should be available to developments and the capacity of the Town to maintain proposed water and wastewater facilities should be evaluated and verified before connections to Town water and sewer systems are authorized.
4. All structures and sites with documented historic value should be preserved and protected, including when the original use of the property is changed to another use. Adaptive reuse of existing historic buildings is strongly encouraged.
5. Institutional uses, including churches, medical care facilities, public or private schools, and public and government facilities may be appropriate on any site if

development does not have an adverse impact on the surrounding community in terms of building mass, scale, architectural style, and traffic impact. Each such proposed use should be considered on a case-by-case basis.

- [6.](#) Land consolidation is strongly encouraged for most uses to provide for a unified development theme, prevent fragmented development, and limit access points to and from major thoroughfares.
- [7.](#) Multiple businesses should be consolidated into a single structure to conserve land for additional commercial and economic development uses.
- [8.](#) The design of buildings should have varied facades to distinguish individual businesses. Buildings should have architectural treatments on all sides so that they are attractive from any vantage point.
- [9.](#) Architecture and site design should generally reflect the Main Street design concept in which buildings are oriented to main public streets with wide sidewalks and parking lots located behind structures. Buildings should have entrances to sidewalks along the streets.
- [10.](#) A combination of non-residential and residential uses contained within the same structure is encouraged, with residential uses located on the upper stories above compatible, ground-level commercial uses.
- [11.](#) Sidewalk design and construction should reflect the design guidelines of the Town Streetscape Master Plan for E. Broad Way and S. Loudoun Street to facilitate pedestrian travel.
- [12.](#) Shade trees should be planted along public streets at regular intervals.
- [13.](#) Streetlights should be located along the streets at regular intervals. Ornamental or decorative streetlights should be selected for use along particular streets or in particular settings (e.g. public parks).
- [14.](#) Street furniture, such as benches and waste bins, should be installed as part of the streetscape treatment to encourage pedestrian access from residential neighborhoods to commercial businesses. Bicycle racks should be provided in areas anticipated to have significant bicycle usage.



Southern Corporate Limits to Town Center Drive	0.77	7,500	97%	2%	2%	1%	1%	0%
Town Center Drive to East Broad Way (parallel)	0.06	7,500	97%	2%	2%	1%	1%	0%
East Broad Way to West Broad Way	0.05	7,500	97%	2%	2%	1%	1%	0%
West Broad Way to Northern Corporate Limits	0.58	4,700	97%	1%	1%	0%	1%	0%
Virginia Route 673 in Lovettsville (East and West Broad Way), 2013								
West Broad Way from Western Corporate Limits to Berlin Turnpike	0.30	1,600	95%	3%	2%	0%	1%	0%
East Broad Way from Berlin Turnpike to South Loudoun Street	0.18	4,100	97%	2%	2%	1%	1%	0%

East Broad Way from South Loudoun Street to Locust Street	0.07	3,900	97%	2%	3%	1%	2%	0%
East Broad Way from Locust Street to Southern Corporate Limits	0.26	4,500	97%	2%	2%	1%	1%	0%
S. Loudoun Street	0.66	1,500	95%	3%	1%	0%	0%	0%

Most of the original streets in Lovettsville have narrow rights-of-way that lack sidewalks for safe pedestrian mobility and circulation. Sidewalks have been provided on one or both sides of the street within the newer residential and commercial areas that have been developed since 1970. Sidewalks are also located along portions of the east side of Broad Way; however, much of this older sidewalk needs repair or replacement. The Town East Broad Way Streetscape Project between Park Place and the Lovettsville Community Center and VDOT’s Shared-Use Path along the west side of South Berlin Turnpike between South Loudoun Street and Hammond Drive, both completed in 2015, provide safe access and advance the goal of improving the multi-modal function of the Town transportation network. Both projects are part of larger projects identified in the Town’s Transportation Master Plan (TMP), adopted in 2021, and Capital Improvement Program to enhance the entire streetscape along East Broad Way and construct a shared use path along the entirety of Berlin Turnpike in the Town of Lovettsville.

Most parking for residences and businesses in the Town are provided off-street, although a significant amount of on-street parking exists in newer neighborhoods that have wider streets for that purpose. The Town has historically encouraged the construction of streets that support on-street parking on at least one side of the street, for instance, on East Broad Way as part of the East Broad Way Streetscape Project. The Town recognizes the constraints to adequate parking in older neighborhoods and commercial areas and has provided additional parking at the new Town Administration complex.

The Virginia Department of Transportation (VDOT) is responsible for maintaining Town streets. Streets and related facilities must be designed to VDOT standards.

Issues and Future Needs

Town Streets

As noted earlier, many of the Town's original streets are narrow with shoulder-and-ditch cross sections. Drainage on these streets has been problematic as driveway culverts become damaged over time or fill with sediment and debris. The Town has identified street and drainage improvement projects in the TMP and is actively designing and moving forward with infrastructure improvements.

The Town has attempted to ensure that connections between existing streets and extensions of streets to serve adjacent tracts are made as large vacant parcels are subdivided or otherwise developed. For example, East Pennsylvania Avenue was extended from S. Locust Street to Frye Court as part of the development of the Keena Tract to ensure the continuation of the street grid in that area of Town. Likewise, North Church Street will be extended into the New Era Ventures Tract for development to occur on this property. An additional access point to Lovettsville Road or Milltown Road from the New Era Ventures tract is planned to serve potential future development on adjoining tracts and reduce traffic on East Broad Way.

The Lovettsville Community Park offers road and trail access through the park from South Loudoun Street near the Lovettsville Elementary School directly to Milltown Road just southeast of the corporate limit

[Commercial traffic and heavy vehicles are an issue on streets in the Town and particularly in residential neighborhoods. The Transportation Master Plan proposes street improvements and one-way streets to alleviate street maintenance and safety issues.](#)

Multi-use Trail and Sidewalks

For years, the Town has planned a shared-use trail along the western side of Berlin Turnpike to facilitate pedestrian mobility within the Town. The first phase of the trail along South Berlin Turnpike was completed in late 2015. Ultimately, plans call for the trail to be linked to a planned future bicycle and pedestrian pathway corridor connecting Lovettsville to Brunswick, Maryland for commuting and recreation purposes as identified in the Loudoun Linear Parks and Trails System Plan adopted in 2021.

The Town capital improvement program includes a proposal to construct sidewalks along the entire length of Pennsylvania Avenue, East Broad Way, and South Loudoun Street consistent with the Streetscape Master Plan for East Broad Way and South Loudoun Street endorsed by the Town Council in 2009. The project will include streetscape enhancements such as drainage improvements, street trees and landscaping, crosswalk/sidewalk treatments, and ornamental streetlights. The Town also proposes to examine one-way traffic options on Pennsylvania and South Loudoun to reduce the impact of the improvements on adjacent properties and retain the historic character of the corridors.

Traffic Calming

Speed limits within the Town and on the roads approaching the Town vary by street type and function. Within Lovettsville speed limits on Berlin Turnpike range from 45 to 25 mph. The speed limit on local and subdivision streets in the Town is 25 mph. The Town, working with County officials, follows a standard operating procedure whereby traffic speeds are examined by VDOT and the Sheriff's Department to determine whether reductions in the speed limit, installation of signage, or installation of traffic calming measures are needed to improve safety for motorists and pedestrians. The Town has asked VDOT to conduct new traffic studies for several areas of Berlin Turnpike to reduce speeds based on new development in the Town and changing conditions along the corridor.

Parking

The lack of parking in the older parts of Town, where lots are smaller and generally unable to accommodate sufficient on-site surface parking, remains an issue in Lovettsville, including within historic residential neighborhoods (e.g. S. Loudoun Street) and commercial areas (e.g. along E. Broad Way). The Sam Finz Town Office complex provides some of the needed parking to the benefit of businesses in the immediate vicinity. The TMP calls for additional, centralized public parking.

Inter-parcel Connections

The Town encourages through its zoning and subdivision ordinances the provision of inter-parcel connections between adjoining commercial properties. The purpose of these connections, which connect parking lots on adjacent parcels for vehicular access, is to encourage motorists to travel between and among adjoining commercial sites without having to utilize the public street, thereby reducing traffic on that street. Furthermore, inter-parcel connections should be provided between and among residential neighborhoods where feasible to give motorists options when traveling

within and through the Town and provide multiple routes into and out of residential subdivisions.

Inter-parcel connections are also desirable for pedestrian access and circulation to allow pedestrians to walk from residential neighborhoods to commercial areas or from one neighborhood to another. In addition, sidewalk and trail connections should be developed where feasible to provide convenient and safe routes for walking between residential neighborhoods and public areas, including parks, the library, Lovettsville Community Center, and Lovettsville Elementary School.

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 operating during the work week between Purcellville and Brunswick, Maryland was discontinued in 2010; however, the Lovettsville Town Council requested (by passage of a resolution) in 2016 that a commuter bus route be re-established connecting Purcellville to the MARC station in Brunswick, Maryland through Lovettsville.

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

Regional Transportation Impacts

Road improvements on major corridors in western Loudoun could impact traffic in Lovettsville. Planned work at the Route 287/Route 9 intersection could have long-term positive impacts by reducing commute time for residents and potentially reducing out of state traffic on Route 287. During construction however, more traffic could be expected to use East Broad Way and Milltown Road to avoid the Route 9 delays.

Goals

[**INCREASE MOBILITY CHOICES - Make Lovettsville a more pedestrian-oriented and bicycle-friendly community by adding sidewalks, shared use trails, and bike lanes to the transportation network.**](#)

EXPAND THE TRANSPORTATION NETWORK SUSTAINABLY - Work with developers to see that new developments enhance the connectivity of the existing network and that negative impacts to the network are mitigated.

INCREASE SAFETY - Work with VDOT and others to improve safety for all users of Town streets, sidewalks, and shared use paths.

PROVIDE PARKING OPTIONS - Provide adequate parking options throughout the Town.

IMPROVE INFRASTRUCTURE - Plan and implement improvements to existing substandard streets to improve drainage, replace or upgrade public utilities, and enhance traffic flow and access to adjacent properties.

CONTINUE COOPERATION - Work with county and state governments to improve and maintain the transportation network.

~~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 historic character of Lovettsville.~~

Policies

1. The planned future road network improvements shown on Map 6 are conceptual in nature. Proposals are described in more detail in the Transportation Master Plan (TMP).
2. New subdivisions and site plans will be consistent with planned street alignments and improvements as identified in the TMP and will incorporate said improvements into the project design.
3. Increase the safety and convenience of vehicular, bicycle, and pedestrian travel throughout the Town and provide necessary connections to the surrounding area. The major planned transportation improvements are outlined in the Transportation Master Plan.
4. Work with Loudoun County and Brunswick, Maryland, to develop mass transit infrastructure such as a park and ride lot and a commuter bus/shuttle service to employment centers to the east and to the MARC train and Metro Silver Line.
5. Evaluate and amend Town ordinances, as warranted, so that developers provide off-site transportation and traffic safety improvements necessitated by their development, including the use of proffers for construction and pro-rata share

contributions as determined by a traffic impact analysis (pursuant to COV §15.2-2303.4).

6. Evaluate development proposals for adequacy of the street and pedestrian network to serve the development and link to the surrounding community.
7. Work with Loudoun County to offer commuting options for Town and area residents to regional employment destinations.
8. Work with VDOT, relevant Federal and Commonwealth agencies, and Loudoun County to obtain funding for projects, prioritizing projects that will make Lovettsville a more pedestrian-oriented and bicycle-friendly community, including sidewalks and shared-use paths, bicycle lanes, traffic calming, traffic control measures, striping, signs, and lower speed limits.

TOWN OF LOVETTSVILLE



2011 Comprehensive Plan

Town of Lovettsville



2021 Amendment to the Comprehensive Plan

Adopted February 9, 2017

Amended: May 31, 2018

Amended: _____, 2022

Mayor and Town Council

Nathaniel O. Fontaine, Mayor

Christopher Hornbaker, Vice Mayor

Joy Pritz

David Earl

Renee Edmonston

Antonio Quintana

Buchanan Smith

Planning Commission

Bob Custard, Chairman

Jaymie Brooks Dumproff, Vice Chair

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