



**BERRYVILLE AREA DEVELOPMENT AUTHORITY
SPECIAL MEETING AGENDA
Wednesday, August 12, 2026, 10:00am
Berryville – Clarke County Government Center A/B Meeting Room
101 Chalmers Court – Berryville, Virginia**

- 1. Call to Order – Allen Kitselman (Chair)**
- 2. Approval of Agenda**
- 3. Approval of Minutes – March 25, 2026 Meeting**
- 4. Old Business**
 - A. Continued Discussion, Berryville Area Plan Update
 - (1) Chapter III – Goals, Objectives, and Policies
 - (2) Public Input Workshop concept
- 5. New Business ~ None Scheduled**
- 6. Other Business**
- 7. Adjourn**

NEXT MEETING – Wednesday, August 26, 2026 (1:00PM)



Berryville Area Development Authority (BADA)
DRAFT MINUTES – Regular Meeting
Wednesday, March 25, 2026 at 1:00PM
Berryville-Clarke County Government Center
A/B Meeting Room

ATTENDANCE:			
Allen Kitselman (Chair)	✓	John Hudson	✓
George L. Ohrstrom, II (Vice-Chair)	✓	David Weiss	✓
Harry Lee Arnold, Jr.	✓		

Note: The County seat previously held by Kathy Smart was vacant for this meeting.

A meeting of the Berryville Area Development Authority (BADA) was held on Wednesday, March 25, 2026.

STAFF PRESENT: Terry Russell (Community Development Director – Berryville), Brandon Stidham (Director of Planning – County)

OTHERS PRESENT:

1. **Call to Order** – By Chair Kitselman at 1:00PM
2. **Approval of Agenda**

The Authority voted unanimously to approve the agenda as presented by Staff.

Motion to approve the agenda as presented by Staff:			
Allen Kitselman	AYE	John Hudson	AYE (seconded)
George L. Ohrstrom, II	AYE (moved)	David Weiss	AYE
Harry Lee Arnold, Jr.	AYE		

3. **Approval of Minutes – February 25, 2026 Meeting**

Mr. Arnold noted that he was present at the February 25 meeting but was marked absent. Chair Kitselman recalled that there was an emergency on Main Street that day resulting in Mr. Arnold arriving late. Mr. Stidham said that he will note when Mr. Arnold joined the meeting and correct the minutes accordingly.

The Authority voted unanimously to approve the February 25, 2026 minutes as amended.

Motion to approve the February 25, 2026 minutes as amended:			
Allen Kitselman	AYE	John Hudson	AYE (seconded)
George L. Ohrstrom, II	AYE (moved)	David Weiss	AYE
Harry Lee Arnold, Jr.	AYE		

4. Old Business

A. Berryville Area Plan Update

Mr. Stidham said that at last month's meeting, Staff was charged with finding speakers who could discuss residential and commercial development trends. He said he consulted Brandon Davis (Northern Shenandoah Valley Regional Commission) and Michelle Ridings (County Director of Economic Development & Tourism). He added that he is looking for speakers that could give an independent viewpoint and has not been able to identify anyone. Vice-Chair Ohrstrom said that he had some recommendations from John McCarthy (Piedmont Environmental Council) on possible speakers that had done some lobbying work for him. Mr. Stidham noted that those people were attorneys rather than members of the development community.

Mr. Stidham said that we can continue to look for speakers to provide us with this information before finalizing the potential future growth areas language, noting that this could take a significant amount of time. He added that he recommends looking for speakers as part of the research we will be doing over the next five year period and possibly having the Town and County hire a consultant to provide this information in continuing to evaluate the potential future growth areas. He said he makes this recommendation in the interest of moving forward on the timeline and avoiding further delays in completing the Plan update. He also said if the Authority is comfortable with this approach, Staff would be looking for approval to begin the Plan drafting process. He added that he also wanted to discuss the Craig's Run Light Industrial sub-area one more time to confirm the Authority's desired direction for the Plan update.

Mr. Hudson noted that last Sunday's edition of the Washington Post included an article on development trends including design and smaller homes so this is an active conversation right now. He added that he brought the article in case anyone would like to read it. Mr. Stidham said that generational planning and how the different generations view their living environment as it relates to residential and commercial development. He added that it can be very different from generation to generation.

Mr. Arnold asked if the property in the Craig's Run Light Industrial sub-area is zoned commercial and Mr. Stidham replied that it is zoned Business Park (BP). Vice-Chair Ohrstrom asked for confirmation that this district is non-residential and Mr. Stidham replied yes. Vice-Chair Ohrstrom asked if this sub-area could be used for commercial uses. Mr. Stidham replied that the Authority previously discussed changing to commercial-type uses that are not currently allowed in the BP District but may be allowed by other Town zoning districts. Mr. Arnold said that he was told that the property may have reverted back to residential or commercial zoning. Mr. Russell said that there have been discussions about making that sub-area residential since there will not be a road constructed there to connect to the Business Park. Mr. Arnold said that if this area were developed residentially, the end of South Church Street could be closed off in order to discourage through traffic. Mr. Weiss said that traffic would just use Hermitage Boulevard instead of South Church Street and Mr. Arnold replied that this would be a safer intersection. Mr. Stidham said it depends on the uses that you want there as commercial or business park uses would need the current connectivity whereas residential may be better with a cul-de-sac at the end of South Church Street.

Mr. Stidham said the last time this topic was discussed by Authority was about a year ago. He added that the Authority did not recommend residential or business park uses but preferred commercial uses that would be more compatible with nearby homes. Mr. Hudson noted that this would be smaller businesses

and storefronts. Mr. Stidham said that he wants to make sure this is still the Authority's direction before Staff begins drafting the Plan. He added that he is raising this issue because residential uses continue to be mentioned for these properties. Mr. Russell said that the properties are about 50 acres with about two-thirds within the Town and zoned BP. He also said that a purchaser would probably want to subdivide off the portion that remains in the County. Mr. Stidham said that the land owned by the County is essential to development of the two pieces on either side and the County would be looking for an appropriate partner to develop the property before contributing the County's land. Chair Kitselman noted that the County's lot bisects the properties. Mr. Hudson asked if there is an approved road through the County's lot. Mr. Weiss replied that the County just owns that land and would be willing to contribute to future development there. Mr. Stidham said that the lot outside of the Town extends to the south behind Trip's and goes all the way to Smallwood Lane. He added that this falls within the bubble for the Southern Potential Future Growth Area. Mr. Russell noted the 7-8 residential lots that front on US 340 in addition to Trip's.

Mr. Stidham said that he is looking for direction as to whether we want to stick with the current recommendation for this sub-area to be for commercial uses compatible with the nearby residences or do we want to do something different with it. He asked first if members were okay with pursuing residential and commercial development speakers after the Plan update is completed. Mr. Hudson said it would be good to know for the future as we plan but there is not an immediate need to nail that down. He added that we will be reading a lot about this in the next few years. Chair Kitselman noted that accessory dwellings for family members are also part of that. Mr. Arnold said it may be difficult to find a developer that is willing to build small houses. Chair Kitselman added that hopefully there will be grants in the future to assist with this type of development. Mr. Hudson noted that small homes can be produced industrially and assembled on site. He added that we do not need to make this a priority as we have other things that we need to nail down. Mr. Stidham said that some of the housing bills proposed in this year's General Assembly session were pulled but that does not mean that they will not be brought back in next year's session.

Chair Kitselman said that he does not want to shut the door completely on finding a speaker and added that he has someone in mind. Mr. Stidham said that it will take a while to complete the draft Plan so we can call a meeting at any time if we find a speaker. Chair Kitselman noted that we need to find a speaker that does not have an agenda, adding that he is okay with moving forward with the draft Plan so long as bringing in a speaker before the process is completed will be a possibility. Mr. Weiss added that it would be interesting to see a business district that you could create for the Craig's Run Light Industrial District before finalizing the Plan draft. Vice-Chair Ohrstrom added that he would like to see that as well. Mr. Stidham said that he can include narrative about the vision for the sub-area discussed last year and discuss with Mr. Russell whether any of the current Town zoning districts would work. He added that a separate zoning district could be developed if no current Town district is a fit. Mr. Russell said that there may be some merit to having two separate use types on either side of Craig's Run. He added that he thought that Hillson Grove Subdivision could be connected to the properties in this sub-area in a more comprehensive manner for future development.

Mr. Stidham said that in regards to the timeline, he said that we will pick up a month by beginning the drafting process after this meeting. He said he has targeted the June meeting to present the initial draft and if a speaker becomes available, we can call a meeting for that discussion. Chair Kitselman asked if the speaker should be able to address commercial and residential. Mr. Stidham replied yes or one or the other because anything would be valuable to the discussion.

Mr. Stidham asked members if there is anything else they can think of that should be included in the draft. Vice-Chair Ohrstrom said he thinks we are ready to see a draft and no other members provided comments. Mr. Stidham said he will take a stab at simplifying the future land use table in the Appendix.

5. **New Business ~ None Scheduled**

6. **Other Business**

Mr. Stidham said that the next meeting is scheduled for April 22 and if we do not have any new business or a speaker for that meeting, Staff will recommend cancelling it.

7. **Adjourn**

The Authority voted unanimously to adjourn the meeting at 1:19PM.

Motion to adjourn the meeting:			
Allen Kitselman	AYE	John Hudson	AYE (moved)
George L. Ohrstrom, II	AYE	David Weiss	AYE
Harry Lee Arnold, Jr.	AYE		

Allen Kitselman, Chair

Brandon Stidham, Clerk



Clarke County Department of Planning
Berryville-Clarke County Government Center
101 Chalmers Court, Suite B
Berryville, VA 22611

TO: Berryville Area Development Authority members

FROM: Brandon Stidham, Planning Director
Terry Russell, Community Development Director

RE: Berryville Area Plan update

DATE: August 4, 2026

For the Authority's special meeting on **Wednesday, August 12 at 10:00AM (note start time!)**, Staff has two items for discussion:

Chapter III – Goals, Objectives, and Policies

Enclosed is a clean copy of the Chapter III working draft containing the Area Plan's Goals, Objectives, and Policies. This draft was last discussed at the August 2, 2023 meeting -- a consensus was reached to accept this draft for the time being and move on with work on other chapters. This review occurred very early in the process prior to any of the Authority's discussions of key issues including the southeastern collector road, potential future growth areas, and public water and sewer capacities. As such, none of the outcomes from these discussions have been incorporated into Chapter III's content. Staff also notes that while Chapter III's content was significantly updated in the current (2015) Area Plan, the format and some of the concepts remain as holdovers from earlier iterations.

Before moving on with finalizing the other chapters, Staff recommends the Authority revisit Chapter III and make additions and edits based on our work to date. The enclosed draft includes some preliminary suggestions by Staff (highlighted in yellow). We propose to work on updating Chapter III over the next two meetings.

Possible Public Input Workshop on Future Residential Development

Residential development in the Plan Area will undoubtedly generate significant public interest when we begin to solicit comments on the updated Area Plan draft. As we have seen with recent rezoning applications on the Friant property and approvals of subdivision plats for Shenandoah Crossing, Hermitage Section 5, and Hillson Grove, citizens have expressed concerns and opposition with these new developments with arguments including traffic volume and safety, available public water and sewer, generic design, and lack of affordable options. Some citizens also questioned whether these developments were poorly planned for – unaware of the Town's and County's shared planning processes and in some cases the long gaps in time between the legislative land use decisions and the final administrative approvals. Before presenting any Area Plan drafts for public comment, it may be prudent to hold a workshop both to inform the public of our planning processes and to have an open discussion about the need to plan for future residential development in Berryville.

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Enclosed you will find a draft outline of an interactive “Public Input Workshop” that the Authority and Staff could hold in the coming months with an emphasis on future residential development. This interactive format was recently used by County Planning Staff in the development of the Rural Lands Plan. Four such workshops were held on various issues in 2025 prior to drafting the new Plan. They were all well-attended (60-70 participants at each workshop) and the comments received from participants were used in the developing the new Plan and were also documented in the Plan. The format consists of a traditional staff presentation (roughly 30 minutes) followed by a series of targeted questions designed to encourage feedback and discussion by participants. For the Rural Lands Plan workshops, both commissioners and Planning Staff helped to moderate and pose follow-up questions to keep the discussion detailed and flowing. Difficult issues were addressed but the point of the workshop was to have these conversations face-to-face with the community in an open and honest manner. Discussion questions were developed broadly so that participants would not feel like their concerns were being avoided or dismissed. At the participants’ request, two follow-up workshops were also held in 2026 specifically to answer questions and solicit feedback on the initial public draft of the new Plan prior to holding formal public hearings. All six of these workshops were well-received and helped to build trust and consensus in the new Plan.

The draft Public Input Workshop for Future Residential Development uses the same format including a 30 minute staff presentation that would cover:

- Background on the Annexation Area Agreement, Berryville Area Plan, and Berryville Area Development Authority
- Current areas for residential development in Annexation Area B and proposed areas in the potential future growth areas/annexation study areas
- Overview of recent residential projects and how they were approved
- Why planning for residential development is important
- Desired growth rates and infrastructure
- Updating the Berryville Area Plan

Following the background presentation, Staff would lead participants through the interactive portion of the workshop with the following possible questions:

- How do you generally envision Berryville in the next 10-20 years?
- What should future residential development in Berryville look like (e.g., single-family detached, single-family attached, multifamily)?
- What are the greatest concerns that you have about new residential development?

- What are your thoughts on the potential future growth areas/annexation study areas?
- What other questions or comments do you have?

The workshop would close with an overview of the next steps in the process and future opportunities for public input. This would also be a good opportunity to ask attendees if they liked the workshop format and would like to have another workshop when the revised draft is complete.

For our discussion, Staff would like to know whether members are interested in having a public input workshop this fall. If so, we can discuss the format details and work on refining the targeted questions over the next two meetings with the goal of being able to schedule the workshop after the August 26 meeting.

If you have questions in advance of the meeting, please do not hesitate to contact us.

WORKING DRAFT FOR BADA REVIEW

CHAPTER III – GOALS, OBJECTIVES, AND POLICIES

A. OVERVIEW

This Chapter provides the Plan’s recommended Goals, Objectives, and Policies. Goals provide a broad statement of the Plan’s intent. Objectives are more specific expressions of the Goals. They describe the Town and County's intended planning actions with respect to the Berryville Area. Policies, where provided below, are specific strategies or actions for implementing the planning objective.

The Objectives are grouped into eight general categories: **Environment, Transportation, Housing, Land Use, Public Facilities and Services, Economic Development, Implementation, and Annexation**. Within each of these topics, the following statements of adopted goals and objectives have been carefully designed in order to best orchestrate the quality, scale, theme, and timing of future development within the Berryville Area.

B. GOALS

1. Continue Town and County collaboration on the joint planning and development of lands annexed or designated for future annexation into the Town of Berryville.
2. Ensure that the Town and County’s land use, capital improvement, and environmental objectives for the annexation areas, as reflected in the Town’s and County’s comprehensive plans, are compatible and coordinated.
3. Verify that planned public infrastructure (including water, sewer, transportation, schools, broadband internet) is sufficient to support the future development needs as reflected in the Plan.
4. Maintain a streamlined and readily understandable process for development of lands covered by the Plan from annexation through the land use approval process.
5. Ensure that development proposals considered for adoption contain the following elements:
 - Propose design and uses which complement the historic nature of Berryville.
 - Accommodate growth impacts to public services and infrastructure in a logical and efficient manner.
 - Provide for the maximum protection and preservation of natural resources, historic resources, and open space.
 - Are fully consistent with the Berryville Area Plan’s recommendations.

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Notes on GOALS section

- Goals 1, 2, and 4 could be combined into a single goal.
- Do we need a goal reaffirming that Berryville is the County's primary location for residential and business growth supported by infrastructure at an affordable scale?
- Do we need a goal committing to careful management and planning of our limited water resources?
- Do we need a goal to establish a targeted growth rate and residential development caps over a set timeframe? How should this growth rate relate to the Town's utility growth rate of 1.5%/year (15% over 10 years)?

C. OBJECTIVES

1. Environment

Protect sensitive areas from urban development impacts within the Berryville Area, including:

- Stream valleys and established drainage ways
- Sensitive slopes and soils
- Areas of Karst features such as major rock outcroppings and sinkholes as well as areas with poor drainage patterns.

Policies

1. Identify Karst features and environmentally sensitive areas for both existing and undeveloped properties within the Berryville Area.
2. Ensure that any stormwater management impacts generated by new development, as regulated by the Virginia Department of Environmental Quality (DEQ), can be managed effectively with onsite measures or by the Town's stormwater infrastructure.
3. Establish standards for and facilitate provision of open space reservations and buffer areas on private lands with new development projects, especially where open space areas would protect environmentally sensitive areas.
4. Facilitate and promote the development of recreational greenways and trail systems with new development projects.
5. Where feasible, encourage development to be concentrated or clustered on the most developable land as a means of protecting sensitive areas.

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2. **Transportation**

- A. A transportation plan for the location, streetscape, and capacity of transportation facilities shall be compatible with the planned arrangement of Berryville Area land uses. This plan shall be coordinated with the transportation plans and policies of the Town's and County's comprehensive plans and the Virginia Department of Transportation's (VDOT) planning efforts. The plan shall also consider the Town's ability to maintain its secondary street network within the scope of funding provided by the Virginia Department of Transportation.
- B. The transportation plan shall ensure that road and street designs accommodate planned community development while promoting Berryville Area traffic patterns to be serviced in a safe and efficient manner. Road design standards shall be used which are of appropriate scale and capacity to serve long-range traffic demands, while respecting the environment and scale of the historic downtown area and surrounding neighborhoods. The location, timing and scheduling of these public improvements shall be coordinated with the land use plan for the Berryville Area.
- C. Any new proposed roads or expanded capacity on existing roads shall be represented consistently across both the Town and County transportation plans and policies. Adopted through truck restrictions and traffic calming measures on existing roads shall be considered in developing transportation plan elements and establishing growth sub-areas.
- D. The transportation plan shall establish and reserve the proper locations, alignments and rights-of-way for future roads, sidewalks and bike lanes to ensure that these improvements can be implemented with the least public cost.

Policies

- 1. Future road design, alignments and improvements to existing alignments shall be in accord with the transportation plan for the Berryville Area.
- 2. All public and private land development proposals shall incorporate the recommendations of the transportation plan, including the reservation of future rights-of-way and the construction of road improvements related thereto.
- 3. Street design standards shall be context-sensitive and tailored to the unique land use environment and character of the Berryville Area.
- 4. All development proposals shall include traffic impact analyses (TIAs) or similar studies (e.g., turn lane, signal warrant studies) if required by VDOT or by Town or County ordinance. Developers will be expected to construct all improvements recommended by their accepted traffic impact analyses.
- 5. In addition to direct impacts to the traffic network outlined in traffic impact analyses, developers are expected to mitigate the impact of their development

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projects on the Berryville Area road network in the form of construction improvements consistent with the plan's transportation policies.

- E. Establish and reserve properly planned access points to undeveloped properties, in particular those situated within the proposed annexation areas and other undeveloped sections of the County and Town Study Areas. Implement access management elements to minimize conflict points and ensure street connectivity.
- F. Provide a uniform and integrated approach for pedestrian movement, addressing walkways and bikeways. Encourage the implementation of these improvements in conjunction with new development in the Berryville Plan Area and provide coordination with trails and greenways where feasible.
- G. Prohibit the development of private road systems in single-family detached residential developments.
- H. Plan for park and ride options along the Route 7 corridor to help reduce the number of single-occupant vehicle commuters. Also help to establish regular local bus/transit routes and options for residents of senior housing facilities located within the Town, and to facilitate consumer access to the Town's businesses, employment centers, government facilities, and recreational resources.
- I. Construction of residential developments shall be phased in a manner to ensure that primary entrances and required improvements to local collector/arterial roads are constructed before allowing secondary connections to any existing local streets. Ensure that traffic generated by new development does not adversely impact existing neighborhoods.

Notes on Transportation Objective section

- Several policies refer to “the transportation plan” however the Town and County have their own transportation plans. Instead, an objective should reference coordination between both jurisdictions’ transportation plans.
- Item H – Do we want to continue to consider park-and-ride facilities?

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3. Housing

Housing and related land uses shall be developed and phased in a fashion compatible with the Berryville Area's small town scale, ambience, and historic growth patterns.

Policies

1. Identify and plan for future housing with a neighborhood orientation compatible with the scale and character of existing neighborhoods in the Berryville Area. Emphasize quality site planning and well-conceived architectural design in future development areas for all levels and types of housing products.
2. Facilitate development of a variety of housing opportunities for residents of all ages and income groups. Flexible, affordable housing types that allow for families to “age in place” shall be encouraged.
3. Evaluate the use of incentives and the implementation of programs to facilitate development of affordable housing alternatives within prescribed densities for the Plan Area.

Notes on Housing Objective section

- Additional policies on future residential development should go under this Objective.
- The general description and Policy 1 references housing that is compatible with the small town scale and character of existing neighborhoods. Does this conflict with Policy 2's reference to “flexible, affordable housing types?”

4. Land Use

- A. The land use plan shall reflect the logical and compatible land uses for the Berryville Area at its long-range, full development scenario. Decisions regarding future land use shall conform to the Area Plan's recommendations
- B. The Area Plan shall include an integrated mix of residential, commercial, and employment uses in the Plan Area which will provide a variety of housing options to accommodate a range of incomes, ages, and family needs and employment opportunities for present and future residents. A vision for mixed-use developments containing a range of housing options supported by small-scale business uses that complement Downtown Berryville shall also be established in appropriate zoning districts.
- C. Redevelopment, adaptive reuse, and infill projects shall be considered as a means of maximizing available land and buildings within the Plan Area.

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Policies

1. Identify and target small sites where redevelopment and infill opportunities exist for development that is compatible in form, scale, and intensity. Consider providing incentives and initiatives to ensure the proper development of these sites.
2. Place a higher priority on the development of infill properties over new development for both residential and business related uses.
3. Promote adaptive reuse projects that are more compatible with surrounding properties, that reduce blight, or that provide public safety improvements.

D. Land Development.

Policies

1. Discourage the development of strip shopping centers and peripheral retail uses.
2. All new development proposals shall be evaluated on elements including:
 - Degree of conformance with the Area Plan, County Comprehensive Plan, and Town Comprehensive Plan
 - Compatibility with existing uses and structures
 - Impact on public utilities and infrastructure
 - Protections provided to the existing environmental and historic resources.

Development proposals shall include reports and other detailed information demonstrating degree of conformance with the aforementioned elements.

Notes on Land Use Objective section

- Item A is reminiscent of prior Plan versions and does not appear to say anything of substance – could be deleted.
- Item B is rather significant in that it supports the concept of mixed-use developments. If we want to continue with this concept, specific policies should be included to provide more detail as to form and scale of such developments.
- Item C references consideration of redevelopment, adaptive reuse, and infill projects in the Plan Area. This may be more appropriate in the Town areas that are not in the annexation area.
- Policy D1 regarding “strip shopping centers and peripheral retail uses” should be fleshed out and reviewed in the current context of brick-and-mortar retail development.
- Policy D2 regarding elements to consider when reviewing development proposals is significant and should be described in greater detail in the Plan narrative.

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5. **Public Facilities and Services**

- A. The planning and programming of all public services, utilities and facilities shall be compatible with the future land use plan for the Berryville Area. The Town's and the County's capacities to provide public utilities (water and sewer) and public services (fire, rescue, law enforcement, roads, schools) shall be coordinated with the Area Plan's development strategies. Capital improvement programs addressing these public utilities and services shall be consulted in performing this evaluation.
- B. Plan and provide for an adequate level of public services, utilities and facilities for all current and future residents within the Berryville Plan Area. Consider developing levels of service criteria to determine adequacy levels for facilities and services.
- C. The nature, scale, timing and implementation of all private development proposals shall be coordinated with the provision of adequate public facilities. Development proposals shall provide all on-site public facilities, utilities and infrastructure necessary to accommodate the requirements of the given development and the Area Plan's recommendations for adequate public facilities within the Plan Area. Proposals will also be expected to include measures that mitigate impacts to off-site facilities that are a result of any new proposed development. An example would be proffered improvements to a nearby road or intersection that, absent necessary improvements, would experience a drop in level of service as a result of a new development's projected traffic increase.

Notes on Public Facilities and Services Objective section

- Item A needs to be rewritten with plainer language and focus on provision of infrastructure that we can afford to provide.
- Item C should include language to state that developers should expect to bear the cost of mitigating the impacts that their proposed developments will bring.
- A new item and policies could be included here regarding the Town's available public water and sewer capacity.

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6. Economic Development

Support the existing economic base in the Berryville Plan Area while exploring other compatible economic opportunities for expanded employment and tax-revenues, consistent with the Town's and County's economic development efforts.

Policies

1. Evaluate the development potential for all Berryville Area properties on a periodic basis. Market demand for particular use types, public water and sewer availability, transportation network sufficiency, and the state of the economy shall be considered among the elements to consider in performing this evaluation. The boundaries, recommended uses, and residential densities of planning sub-areas shall also be periodically reviewed and adjusted to meet the joint needs of the Town and County.
2. Identify future sites suitable for light industrial/technology-related employment uses and reserve them for well-controlled and staged economic expansion in the Berryville Area, including potential areas for expansion adjacent to the County Business Park.
3. Continue to require quality site design standards for all economic development related land uses, including site buffers, landscaping, and open space requirements. Ensure consistency of these features with the Town's design philosophy.
4. Seek to attract new business types and retain existing businesses that complement the Downtown Berryville businesses.

Notes on Economic Development Objective section

- Policy 1 should reference the potential future growth areas/annexation study areas.
- Policy 2 should reflect the updated approach to the Southern Potential Future Growth Area.

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7. **Implementation**

- A. The Berryville Area Plan shall be implemented via the growth management tools including the Town's and County's comprehensive plans, zoning ordinance, site plan controls, subdivision ordinance and other environmental and design standards.

Policies

1. Decisions regarding the location, nature, type and intensity of future land development shall be based on the adopted land use plan.
 2. The zoning regulations applied to property within the Berryville Area shall be consistent with the adopted land use plan. Significant deviations from the Berryville Area Plan shall require a revision to and update of the Area Plan prior to the consideration of any such significant zoning amendment by the Town or County. Piecemeal amendments to the Area Plan to accommodate a specific project should be strongly discouraged.
 3. Where feasible, maintain consistent language in the Town and County Zoning and Subdivision Ordinances to ensure continuity and an efficient land use review process as development projects in the Berryville Area are annexed from the County into the Town.
- B. Implement the objectives, plans, and strategies of the Berryville Area Plan process through creative growth management techniques.

Policies

1. Continue to update and strengthen the existing zoning, subdivision, and site plan controls applicable to the Berryville Area. Implicit in this is the joint cooperation between the Town and County in establishing compatible and uniform land use regulations for the Berryville Area. The Berryville Area regulations shall govern and take precedence over existing local zoning and subdivision controls.
2. Utilize conditional zoning to provide new developments with flexibility without adversely impacting compatibility with adjoining properties or the governing bodies' ability to provide public utilities and services.
3. Continue to jointly develop design review and controls for the County's major tourism access corridors adjacent to Berryville.
4. Coordinate all Berryville Area planning and land use decision making within the broader context of the Clarke County Comprehensive Plan's goals and objectives and the adopted comprehensive plan for the Town of Berryville.

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5. Implement complementary zoning and subdivision ordinances in the Berryville Area which recognize the joint effort to manage development in the annexation areas.

Notes on Implementation Objective section

- Policy 1 seems obvious and could be deleted.
- Policy 3 touches on a larger issue. If the revised Area Plan will recommend properties to be annexed by the Town prior to consideration of a development application, is it necessary for the Town and County to maintain complementary Zoning and Subdivision Ordinances anymore?

Language could be added to state, “Upon annexation, the Town zoning district designation recommended by the Area Plan shall be applied or the district closest in density and intensity to the previous County zoning district designation.”

- Policy 4 seems repetitive and unnecessary.

8. Annexation

The 1988 Agreement Defining Annexation Rights between the Town of Berryville and Clarke County sets forth three scenarios in which County land in Annexation Area B may be annexed by the Town:

1. The County has taken zoning action after January 1, 1988, to permit development on the tract which requires public water and/or sewer service.
2. The Town has approved a subdivision application for the tract which requires public water and/or sewer service.
3. Mutual agreement of the Town and County.

Future updates or amendments to the Annexation Agreement should provide for annexation of Plan Area properties by the Town when the following criteria are met:

- The Town and County mutually agree that it is appropriate for properties to be annexed.
- The Town is ready to extend public water and public sewer service to the properties subject to provision of required infrastructure by the developer.
- The Town is able to maintain all existing or proposed secondary streets serving the properties to be annexed.
- When any specific recommendations included in the Sub-Area descriptions for the properties have been met.

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Notes on Annexation Objective section

- This section's description of the current annexation approach should be reviewed and amended if a different approach is recommended.
- Language should be added regarding the process to create a new annexation area and annexation agreement for properties created from the potential future growth areas/annexation study areas.

DRAFT FOR BADA DISCUSSION (8/12/2026)

BERRYVILLE AREA PLAN UPDATE **PUBLIC INPUT WORKSHOP – FUTURE RESIDENTIAL DEVELOPMENT**

Workshop Purpose

To inform the public about the Berryville Area plan, its processes, how residential development is currently addressed and planned to be addressed, and to solicit input on participants' views of residential development in Berryville.

General Format

1. **Welcome and introductions, explanation of workshop agenda** **5 minutes**
2. **Staff presentation of the Berryville Area Plan update project** **30 minutes**
 - a. Annexation Area Agreement overview – The agreement, the Area Plan, and the BADA
 - b. Current areas for residential development in Annexation Area B and Potential Future Growth Areas/Annexation Study Areas
 - c. Recent projects – Shenandoah Crossing, Hermitage Section 5, Hillson Grove, Friant property
 - d. Why planning for residential development is important
 - Community vitality
 - Spreads out the cost of providing public water and sewer services
 - Supports business/commercial growth
 - Could be mandated by State law in the near future
 - e. Growth rates and infrastructure
 - 2020 Census/Weldon-Cooper Center projections
 - Town of Berryville water and sewer capacity and planning
 - f. Updating the Berryville Area Plan
 - Future annexation areas containing residential uses
 - Form, density, and quantity of housing
 - Tying targeted annual growth rate to the Town's ability to serve (1.5% per year utility growth rate is a maximum for residential)
3. **Interactive discussion with attendees** **45-60 minutes**
 - a. Solicit responses to targeted questions
 - b. General question and answer period
4. **Next steps in plan development, future opportunities for public input** **5 minutes**

DRAFT FOR BADA DISCUSSION (8/12/2026)

Targeted Questions

Staff will read each question and provide background information and guidance before opening the floor to comments from attendees.

1. **How do you generally envision Berryville in the next 10-20 years?**

2. **What should future residential development in Berryville look like (e.g., single-family detached, single-family attached, multifamily)?**

3. **What are the greatest concerns that you have about new residential development?**

4. **What are your thoughts on the potential future growth areas/annexation study areas?**

5. **What other questions or comments do you have?**