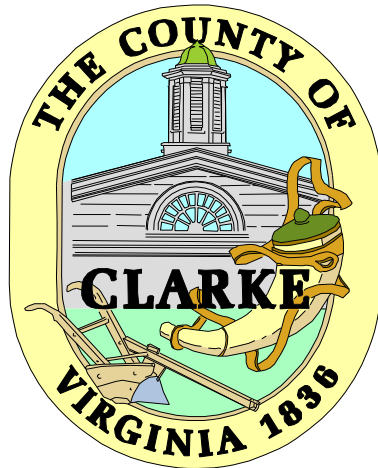


# **Waterloo Area Plan**

## **Clarke County Comprehensive Plan Implementing Component Plan**



**Adopted by the  
Clarke County Board of Supervisors on  
December 20, 2016**

## **ACKNOWLEDGEMENTS**

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**DATE OF PLANNING COMMISSION PUBLIC HEARING AND ADOPTION:**

October 7, 2016

**DATE OF BOARD OF SUPERVISORS PUBLIC HEARING AND ADOPTION:**

December 20, 2016

# 2016 WATERLOO AREA PLAN

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# 2016 WATERLOO AREA PLAN

## I. INTRODUCTION

### A. Plan Purpose and History

#### Purpose

The Waterloo and Double Tollgate Area Plans were developed to provide specific guidance for land use decision-making in two of the County's major primary highway intersections. These Business Intersection Area Plans are implementing components of the Clarke County Comprehensive Plan. As noted in the Comprehensive Plan, both intersections are ideally suited for "highway commercial" uses -- business activities that serve and depend upon vehicular access to convey customers. The Area Plans help ensure that appropriate land is provided for highway commercial uses, that necessary public utilities are available to support these uses, and that the character of development enhances the overall character of the County.

Chapter I contains a history of the Waterloo Area Plan, how it was originally developed, and the degree to which the original recommended policies have been implemented over time. The Chapter also includes an overview of recommendations from the 2013 Comprehensive Plan and pertinent component plans that were used to guide the revision of the Area Plan. Chapter II contains the Area Plan's Goals, Objectives, and Strategies that were created to reflect the County's current planning recommendations, demographics, and status of development. Chapter III describes the process for updating the Area Plan on a periodic basis.

The Area Plan's Goals, Objectives, and Strategies (Chapter II) should be used to provide guidance to Waterloo Area property owners, elected and appointed officials, and other interested stakeholders regarding the County's approach to managing the development of this key business intersection. The Area Plan should be applied in tandem with the County's Comprehensive Plan, Economic Development Strategic Plan, Transportation Plan, and other relevant component plans.

#### Creation of the Area Plan

The Waterloo Area Plan was originally adopted by the Board of Supervisors on August 15, 1995 as the County's first Business Intersection Area Plan and a component of the 1994 Comprehensive Plan. Prior to adoption of the 1994 Comprehensive Plan, the Board of Supervisors adopted a resolution on February 15, 1994 to endorse "the orderly commercial development of the Waterloo Area." The resolution also included the following:

- Direct the Planning Commission, the Economic Development Committee, and the Planning Department to work cooperatively in formulating a comprehensive plan for the ultimate development of the Waterloo commercial area.
- Direct that wastewater recycling technology be incorporated in the plan to serve the wastewater needs of the commercial area.
- Place high priority on the implementation of commercial development and support compatible short-range actions that serve to hasten commercial development.

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To develop the Area Plan, the Planning Commission formed the Waterloo Area Plan Committee in October 1994 with the purpose of recommending appropriate types of uses and amount of commercial acreage that would generate the most net revenue for the County given the nature of the area's physical conditions, public facilities (access, water/sewer, stormwater), and the existing development pattern. The Committee consisted of three Commissioners and six property owners from the general area. Of these members, one also served on the Board of Supervisors and two served on the Clarke County Sanitary Authority. The Committee held a total of nineteen meetings. 44 property owners in the immediate vicinity of the intersection were notified by mail of every meeting in addition to members of the Board of Supervisors, Planning Commission, and Economic Development Committee. Committee meetings were held in the Board of Supervisors meeting room in Berryville and at the Lone Oak Restaurant in Waterloo.



**Figure 1: Farm market, ice cream stand, and fast food restaurant - northeastern quadrant**

The initial charge of the Committee was to identify the appropriate types of land uses and amount of commercial acreage for the Waterloo Plan Area. A real estate valuation and economic advisory company was hired as a marketing consultant to assist the Committee in making these determinations. Once the appropriate level of development based on short and long term market conditions was determined, the Committee identified what transportation, public water, public sewer, and stormwater improvements would be necessary. A civil engineering consultant was also retained to assist in making these technical determinations. County Staff assisted the Committee with taxation and other fiscal impact issues. Finally, the Committee addressed issues of safety and appearance.

The resultant Waterloo Area Plan consisted of the Committee's findings on the following topic areas as supported by the consultants' and County Staff's research:

- Land use
- Marketing, tourism, and taxation
- Transportation
- Stormwater
- Water
- Sewer
- Safety
- Appearance

# 2016 WATERLOO AREA PLAN

The Committee's recommendations were included within several of these topic area sections which are discussed in detail in Subsection C below.

## B. Physical Description and Statistics

In conjunction with the 1995 Plan adoption, the Board of Supervisors also approved the rezoning of approximately 30.7 acres from Agricultural-Open Space-Conservation (AOC) to Highway Commercial (CH). These properties, in addition to the 18.4 acres at the intersection's core that was previously zoned Highway Commercial, form the approximately 49.1 acres that make up the Plan Area (Map 1). All of the parcels or portions of parcels located within the Plan Area boundaries are currently zoned Highway Commercial. The entire Plan Area is currently served by public water and public sewer through the Clarke County Sanitary Authority and is included in the Exclusive Sewer Service District.

### Highway Commercial (CH) District

The intent of the Highway Commercial Zoning District is set forth in the 2016 Zoning Ordinance (§3-A-13) as follows:

*This district is intended to provide sufficient space in appropriate locations for a wide variety of commercial activities, generally serving a wide area and located on primary highways with more than 5,000 trips per day. The uses in this district should not be characterized by extensive warehousing, frequent heavy trucking activity, open storage of materials, or the nuisance factors of dust, odor, and noise associated with light industrial activities.*

The list of permitted and special uses in the District is as follows:

Permitted uses (by-right; no approval by Board of Supervisors required):

- Agricultural, horticultural, and forestry uses and structures
- Cemeteries
- Churches and other places of religious assembly
- Clubs, lodges (private)
- Community services
- Farm machinery sales and service
- Farm supplies and sales
- Financial institution
- Garages for storage and repair of motor vehicles when in a completely enclosed structure
- Gasoline filling stations for servicing and repair of motor vehicles when in a completely enclosed structure



Figure 2: Convenience store/gas station - northwestern quadrant

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- Motor vehicle sales, service, and rental
- Motels
- Nurseries, greenhouses (commercial)
- Offices
- Professional services
- Public utility uses and structures, except extensive storage or storage as a primary purpose
- Restaurants
- Retail and Service Businesses (with a maximum gross floor area of 15,000 sq. ft. for each free-standing business or for each business in a shopping center)
- Theaters, indoor
- Undertaking establishments, mortuaries, funeral homes
- Volunteer fire and/or rescue squads
- Veterinary services, animal hospitals, Commercial Boarding Kennels, Breeding Kennels

Accessory uses (by-right; customarily accessory and clearly incidental and subordinate to the permitted principal uses and structures):

- Dwelling unit, provided:
  - Such unit is in conjunction with any principal permitted use or structure;
  - Only one such unit per establishment; and
  - Such unit may be occupied only by the owner, manager, watchman, or caretaker of the establishment, and their immediate family
- Indoor storage
- Parking areas and loading spaces
- Structures (in combination with any other supporting structures) less than 50 feet high for commercial and noncommercial communication antennae
- Wind Turbine, Small (not more than two structures 100 feet in height or less for a small wind turbine generating electrical energy primarily for onsite usage)

Special uses (require approval of a special use permit by the Board of Supervisors following Planning Commission review/recommendation and Public Hearings before the Commission and Board):

- Bowling alleys
- Dance halls
- Enclosed outdoor storage
- Feed and grain mill
- Firearms sales and service
- Mini-storage units and, as an accessory use, outdoor vehicle storage
- Monopoles greater than 50 feet in height for telecommunication antennae
- Pool rooms, billiard parlors, game arcades
- Recreational structures and uses (commercial)



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- Restaurants with entertainment, nightclubs, taverns, bars
- Retail and Service Businesses (with a gross floor area of more than 15,000 square feet but less than 50,000 square feet each free-standing business or for each business in a shopping center)
- Shops for welding, blacksmith, tinsmith, woodworking
- Stone cutting, monument works
- Theaters, outdoor
- Truck stop (no motor freight terminal)
- Warehousing
- Wind Turbine, Small (three or more structures 100 feet in height or less for a small wind turbine generating electrical energy primarily for on-site usage)
- Wind Turbine, Small (structures greater than 100 feet in height for a small wind turbine generating electrical energy primarily for on-site usage)



Figure 3: Convenience store/gas station - southeastern quadrant

### Historic Access Corridor Overlay District (HC)

The Plan Area is also included within the County's Historic Access Corridor Overlay District (HC) as set forth in §3-E-4 of the Zoning Ordinance. The purpose of the HC Overlay District is listed as follows:

***“...to promote and protect the health, safety, comfort, and general welfare of the community through establishing high quality design criteria. The purpose of the quality design criteria is to achieve architectural control of the buildings, structures, places, and areas of new development along the arterial streets or highways which are significant routes of tourist access to the County, municipalities in the County, to designated historic landmarks, buildings, structures or district therein, or in a contiguous county or municipality. The purpose of architectural control is to preserve and enhance areas of special historical, cultural, architectural or archaeological significance. The protection of these vital corridors will help stabilize and improve property values, protect and enhance the designated area's attraction to tourists and visitors, and will support and stimulate complimentary development appropriate to the prominence afforded properties contiguous to significant arterial routes. Benefits attributable to the promotion of superior design and appearance of structures constructed and altered along arterial highways will ultimately promote the public health, safety, and general welfare of the citizens of Clarke County.”***

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In addition to complying with site development plan requirements for new commercial uses or expansion/modifications to existing uses, applicants must also comply with the HC Overlay District’s design requirements. The design requirements for the Waterloo Plan Area govern architectural style and form, building height, roofs, exterior walls, windows and doors, and structural details. Compliance with these design requirements is evaluated during the site development plan review process and is approved by Planning Commission issuance of a certificate of appropriateness.

### *Inventory of Existing Businesses and Uses in the Plan Area*

The Plan Area contains a variety of business uses on all four quadrants of the primary highway intersection. The chart below summarizes the existing uses according to location and account code reference included in Map 1 of the Appendix.

Use	Intersection Quadrant	Code Reference (see Map 1 in Appendix)
Convenience store/gas	NW	4565, 5740, 7915
Farm market/ice cream	NE	5915
Fast food restaurant	NE	7839
Mini storage and landscaping supply	NE	5916, 8521
Painting shop and electrical contractor	NE	5781
Convenience store/gas, accessory fast food	SE	7955
Undeveloped commercial lots	SE	9260, 9303, 9304, 9305, 9306
Auto repair shop and restaurant	SW	5739

The convenience store complex and undeveloped commercial lots in the southeastern quadrant are part of an overall commercial development that includes a future public street that will connect northbound US 340 with the existing Virginia Department of Transportation Park and Ride Lot located to the east of the Plan Area (7951). There are also significant undeveloped areas in the northwestern (4538) and southwestern (5739) quadrants of the primary highway intersection.

### **C. Original Plan Strategies and Action Items**

This section outlines the strategies and action items listed in the original Waterloo Area Plan and the degree to which each recommendation was or was not implemented.

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## 1. Land Use

The Land Use section was intended to identify the optimal form and density of commercial development in the Plan Area to aid in land use decision-making and in creating zoning ordinance provisions to govern development. The key use type identified was Highway Commercial with a specific recommendation to exclude light industrial uses as that type of development would be better supported in and around the Berryville Area. The County's marketing consultant recommended a specific amount of commercial area to be provided in the Plan Area and included revenue projections generated by future businesses over a 15 year time frame. These recommendations were used in the 1995 administrative rezoning of Plan Area properties to Highway Commercial. Administrative rezoning of properties in conjunction with the Area Plan adoption was recommended, however piecemeal rezoning of properties was discouraged as being inconsistent with the Plan's goals.

Regarding the layout of the Plan Area, a generally equal distribution of commercial zoning among the intersection's four quadrants was recommended with the VDOT Park and Ride lot serving as a logical eastern boundary to the commercial activity in the southeast quadrant.

The Land Use section recommended amending the Zoning Ordinance to allow hotels and motels as permitted uses instead of special uses. Motels are currently listed as a permitted use in the Highway Commercial District.



Figure 4: VDOT Park & Ride Lot

## 2. Marketing, Tourism, and Taxation

This section – containing recommendations that are a precursor to the County's current Economic Development Strategic Plan – recommended that promotion of the properties in the Plan Area should be left up to the private sector as there would be limited fiscal benefit to the County marketing these properties. The lone exception was the promotion of "visitor-related activities" that the Plan projected "would have a positive impact on the highway commercial business anticipated in this area and on local tax revenue." Also recommended was that the County actively pursue "natural resources and heritage tourism potential" as a low-cost source of tax revenues. Such tourism efforts would help to keep visitors in the County overnight and allow for cross-promotion of all of the County's attractions.

Specific recommendations offered included the development of a visitor center in Waterloo and consideration of meals and lodging taxes. The County has since partnered in the development of

## 2016 WATERLOO AREA PLAN

a centrally-located visitor center in Berryville at the Barns of Rose Hill, making a visitor center at Waterloo unnecessary. While a meals tax has not been implemented by the County, a transient occupancy tax has been adopted by the Board of Supervisors.

### 3. Transportation

The Transportation section begins by posing two questions to be answered:

- Does the existing intersection at U.S. Routes 340 and 50/17 have the capacity to support new commercial activities?
- What infrastructure guidelines should be developed through a rezoning process to support future economic development in the vicinity?

The Area Plan answered the first question in the affirmative, noting that the existing road system “can support highway commercial development for the next 20 years with minor intersection improvements.” Development is recommended to be “staged” so not to overload the existing system. These recommendations, for the most part, have been confirmed in 2016. Development has occurred gradually since 1995 with periodic road and turn lane improvements taking place with individual projects. The intersection is functioning at an acceptable level of service and has benefited from an overall drop in average daily traffic over the past 15 years (see Table).

The Area Plan recommended VDOT to conduct a study of the intersection to determine the necessary improvements. This study was completed and a framework was developed that now appears in the County’s Transportation Plan as a recommended improvement project:

#### **Intersection of US Route 340 (Lord Fairfax Highway) and US Routes 50/17 (John Mosby Highway) at Waterloo.**

***Planning Cost Estimate: \$2,100,000***

#### ***Assessed Need/Description:***

***The Waterloo intersection is one of the County’s two designated business growth areas and additional safety and capacity improvements are necessary to facilitate economic development. Some functional improvements were added to the intersection in conjunction with development of a convenience store/gas station complex on the southeast quadrant. As new development occurs at the intersection, the scope and type of improvements should be evaluated based on the projected traffic to be generated by the new uses. The cost of some portions of this project could be assumed by the development community as part of their projected traffic impacts.***

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### ***Recommendation:***

***Project – Safety and capacity improvements at intersection. Improve two existing right turn lanes to current urban design standards and reconfigure the north and south sides of the intersection to add capacity when new development occurs.***

***This project was first added to the County’s transportation priorities list in 1992. Partial funding for engineering design was approved (UPC 54384) and full funding is sought to complete the design phase of the project.***

The Area Plan also included recommendations on driveway spacing requirements, design of local access roads, pedestrian access, requirements for turn lane and acceleration lane improvements, and median crossover closures. Since the development of the Area Plan, VDOT has adopted access management and related design standards that supersede the need for the County to adopt their own design requirements. Under current regulations, new or expanding projects are required to demonstrate compliance with VDOT entrance design standards and projects of a certain size or projected traffic volume are also required to conduct traffic impact analyses (TIAs). The TIA identifies the most intensive land use scenario proposed by the development project and calculates required improvements based on vehicle trips per day, projected turning movements, and vehicle types among other information. These standards, as opposed to local regulations, govern the design and construction of transportation improvements.

Additional recommendations included requesting VDOT to review their signage for potential consolidation/elimination, landscaping of the U.S. 50/17 median, and provision of local access roads and interparcel access.

#### 4. Stormwater

Including a section on stormwater management was important in 1995 as very few rural localities regulated stormwater impacts beyond the scope of erosion and sediment control ordinances and there was no State oversight of stormwater programs outside of urbanized areas. For most rural counties, VDOT provided recommendations on stormwater management on a limited basis when it involved impacts to the public road system. Component plan recommendations such as this helped the County to take a proactive approach with adoption of a stormwater management ordinance and design manual in 2010.

In 2016, the Virginia Department of Environmental Quality (DEQ) is responsible for managing and overseeing stormwater impacts on projects that disturb one acre or more through the Virginia Stormwater Management Program (VSMP). Clarke County is an “opt-out” locality and allows DEQ to manage the VSMP permitting process exclusively.

Given this regulatory program structure, no recommendations on stormwater management are necessary.

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## 5. Public Water and Sewer

The Plan included brief sections on public water and sewer, noting that public water was brought to the Plan Area in 1994 and that the County was pursuing public sewer at the time. As noted earlier, the Plan Area is now fully served by public water and public sewer. No specific recommendations were offered by these sections.

## 6. Safety

This section highlighted the concern that with increased commercial development could also come an increase in crime in the Plan Area. The Plan recommended law enforcement “call boxes” to be installed on each quadrant. This recommendation is no longer necessary with the widespread use of wireless telecommunications.

General recommendations are made to monitor accident history for potential road safety improvements and also to monitor development impacts on fire and rescue services.

## D. **Guidance from the 2013 Comprehensive Plan and Related Component Plans**

Two of the items in the 2013 Comprehensive Plan’s Statement of Purpose identify growth areas such as the Waterloo Plan Area as the location to direct future development and infrastructure investments:

- ***Land use decision-making shall emphasize directed, controlled growth on a rural, small-town scale in designated areas where public infrastructure can be efficiently provided. These areas include the Towns of Berryville and Boyce as well as other villages and business intersections described in this Plan and its Implementing Component Plans.***



Figure 5: Future commercial-access public road -- southeastern quadrant

- ***The County will focus its resources on infrastructure and economic development projects to serve the designated growth areas. Residents and businesses in rural areas should continue to expect rural levels of service.***

The Comprehensive Plan specifically addresses designated growth areas and the Waterloo Area in Objective 9 – Designated Growth Areas for Development:

# 2016 WATERLOO AREA PLAN

*Encourage business and residential development in designated growth areas to implement the principles of 1) preserving open space, farmland, natural beauty, cultural features, and critical environmental areas, and 2) improving the quality of life and services in existing towns and directing development towards these existing towns. Provide for nonresidential business development at the intersections of two or more federally-designated primary highways (U.S. Routes 50/17 and 340 and U.S. Routes 340 and 522) through the following policies, the Berryville Area Plan, the Waterloo Area Plan, and the Double Tollgate Area Plan.*

## Policies

- Promote business activities at Waterloo (U.S. Routes 50/17 and 340) through provision of public water and sewer services and provision of areas zoned for business uses. An area plan should be maintained to identify: 1) the specific boundaries and mixes of uses, 2) the way public services are to be provided, and 3) the way proposed activities will be integrated with surrounding uses, especially agricultural, residential, and parcels held in permanent conservation easement. The boundary of the adopted Waterloo Area Plan should not be expanded until the land area addressed by the Plan is substantially developed, and the Plan should be periodically reviewed and updated.*

Chapter III of the Comprehensive Plan speaks to the Business Intersection Area Plans specifically:

- Chapter III – Business Intersection Area Plans (pp. III-11-12):**

*The Board of Supervisors adopted the Waterloo Area Plan in August 1995 and adopted the Double Tollgate Area Plan in May 2002. The County’s proposed Economic Development Strategic Plan will likely require additions and changes to the Area Plans, both of which will be reviewed concurrently with the development of the Economic Development Strategic Plan. The Double Tollgate Area Plan will also be amended to establish a deferred growth approach as recommended in the draft revised Comprehensive Plan.*

### **1. Summary**

*The County has two intersections of major arterial highways that are federally-designated routes: Waterloo (US Routes 50/17 & 340), and Double Tollgate (US Routes 340 & 522). These are uniquely well-suited locations for business activities dependent upon*



Figure 6: Mini-storage and landscaping supply - northeastern quadrant

## 2016 WATERLOO AREA PLAN

*vehicular traffic. Area plans are necessary to insure that appropriate parcels are provided for such development, that the necessary utility services are available, and that the character of the development enhances the character of the County.*

*The original Waterloo Area Plan calls for an increase in the area zoned Highway Commercial from 18 acres to 49 acres, an expansion of uses in the Highway Commercial Zoning District, a provision of road networks in the commercial area, and an updating of stormwater management requirements. Since the last revision of the Plan, development has occurred in the southeastern quadrant of the intersection with the addition of a convenience store complex and a VDOT commuter parking lot...*

*Both the Waterloo and Double Tollgate Area Plans include specific maps to identify the boundaries of the Areas to ensure that development is confined to the parcels immediately surrounding the designated intersections...*

### **2. Priorities for the Next Few Years**

*As noted above, both Area Plans will likely be amended to include new strategies developed through the creation of the Economic Development Strategic Plan, and the Double Tollgate Area Plan will be amended to establish deferred growth policies for the Plan Area. Since both areas can be significantly impacted by new development and infrastructure projects both in and near the Plan Areas, it is recommended that both Area Plans be reviewed on the same five-year schedule as the Comprehensive Plan.*

### **3. Major Policies**

*Both the Waterloo and Double Tollgate Area Plans provide recommendations regarding the scope and type of development that is desired, recommended changes to land use ordinances to manage and facilitate development and use types, policies to ensure sufficient utility capacity and transportation improvements, and strategies to maximize tax revenue generation and to encourage sustainable development.*

The County's Economic Development Strategic Plan provides the following recommendations on the Waterloo Area:

***Action B.7. Continue to promote well-designed commercial development in the Waterloo Area. (Longer Term Priority)***

***Note: Step #1 below "Review and revise the Area Plan..." could be a nearer term priority in conjunction with ongoing County planning staff work program.***

***The Waterloo area has some potential for additional highway commercial development, although it is not as competitive for light industrial as areas in and around Berryville. However, given the area's good regional access via Rt. 50, the County can and should***



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*continue to promote well-designed and well accessed commercial development here. There is currently no clear need to expand the planned size or capacity of the area.*

***Action Steps:***

- (1) Review and revise the Waterloo Area Plan to ensure that it reflects the current goals and policies of the new Comprehensive Plan.***
- (2) Review the Zoning Ordinance and Zoning Map, and the Subdivision Ordinance to ensure that the regulations reflect and support the County's policies for this area, with particular attention to signage, interparcel access, and pedestrian circulation.***

It is important as the County's Comprehensive Plan and related component plans develop over time that the recommendations of the Waterloo Area Plan are also kept up to date and coordinated with these Plans.

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## II. PLAN GOALS, OBJECTIVES, AND STRATEGIES

This Chapter contains the Waterloo Area Plan's Goals, Objectives, and Strategies. The Goals Statement depicts the purpose and long-term expectations of the Area Plan in its most general terms. Objectives are specific expressions of the topics to be addressed in furtherance of the Goals Statement. Strategies are detailed action items to be followed to implement the Area Plan's Goals and Objectives.

### A. Goals Statement

The Goals of the 2016 Waterloo Area Plan are as follows:

1. Facilitate the availability of broadband wired and wireless internet access and telecommunications for businesses and nearby residents.
2. Develop proactive strategies to facilitate new business development and expansion of existing businesses in the Plan Area.
3. Ensure that the Waterloo Plan Area remains an attractive, marketable location for new and existing businesses and a destination for both local and out-of-area customers.
4. Maintain the current boundaries of the Plan Area, its current form and scale, and its current capacity for development while remaining open to expansion when build-out is substantially complete.

### B. Plan Objectives and Strategies

**Objective 1. Set aside funding annually in the County budget for investment in capital projects to support the Waterloo Plan Area.**

Strategy (a). Pursue funding opportunities with Federal and State agencies, or through private sector partnerships, to expand wired and wireless broadband and telecommunications infrastructure in the Waterloo Plan Area.

Strategy (b). Evaluate alternative methods of funding transportation network improvements such as revenue sharing or other new or existing programs established by the General Assembly or Commonwealth Transportation Board.

## 2016 WATERLOO AREA PLAN

### **Objective 2. Pursue approaches to make public water and sewer connectivity more affordable for new and existing businesses.**

Strategy (a). Continue to fund and promote the Waterloo Water and Sewer Availability Fee Subsidy Program.

Strategy (b). Study alternative methods of calculating public water and sewer fees that have proven to be successful and business-friendly in other localities.

### **Objective 3. Establish and maintain regulations to ensure quality and efficient site development standards and compatible uses.**

Strategy (a). Ensure that new development is limited to highway commercial uses and agricultural support businesses that are compatible with the scale and character of the Plan Area. Prohibit the development of new residential uses in the Plan Area with the exception of owner-occupied or caretaker-occupied residences that are accessory to a business use.

Strategy (b). Consider allowing agricultural support businesses and uses that are compatible or complementary to the Agricultural-Open Space-Conservation (AOC) District on parcels in close proximity to the Waterloo Plan Area with direct access to a primary highway.

Strategy (c). Evaluate site design standards that incorporate public safety elements for business owners, employees, and customers including but not limited to Crime Prevention through Environmental Design (CPTED) techniques.

Strategy (d). Work cooperatively with the Virginia Department of Transportation (VDOT) and private developers to fund transportation improvement projects that are consistent with the County's Transportation Plan. Work with private developers specifically on voluntary provision of improvements to prevent degradation of the level of service of the Waterloo intersection and associated turn lanes.

Strategy (e). Maintain the high standards of existing site development regulations including but not limited to landscaping, outdoor lighting, screening/buffering, and parking. Ensure that new or amended regulations effectively balance the need to remain "business-friendly" with the County's desire for high quality development.

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## III. CONCLUSION

A land use plan is only as good as the degree to which it is implemented so it is critical to work towards researching, evaluating, and pursuing the recommendations set forth in this Area Plan. Likewise, a land use plan is only effective if it is kept up to date and reflects the community's current conditions, needs, and impacts.

It is recommended that the Area Plan be reviewed on a five-year review schedule according to the following process:

1. On a five-year schedule from the adoption date of the current Waterloo Area Plan, the Planning Commission shall adopt a resolution addressing the status of the Plan, whether it should be updated, and to what degree it should be updated. This resolution may come in one of the following forms:

- A finding that the current Plan recommendations are sufficient and that no amendment is necessary.
- A finding that changes in the community warrants a comprehensive review and update of the Plan. An example would be the release of decennial Census data and growth projections.
- A finding that the Plan does not address, or inadequately addresses, a specific topic area or areas warranting a focused update of the Plan. While the update may have a specific purpose, the review should remain comprehensive to ensure that all impacts are carefully evaluated.

2. It is recommended that at the beginning of year four in the five-year schedule, the Commission should begin work evaluating the Plan status. This can be accomplished as a committee of the whole or by designating a special subcommittee. Plan status should be evaluated by considering factors including, but not limited to:

- Recent release of updated demographics.
- Recent updates to the County Comprehensive Plan.
- Impact of new development projects since the previous Plan update.
- Impact of recently completed capital projects or transportation improvements.
- Any other subject not addressed or inadequately addressed by the current Plan.

## 2016 WATERLOO AREA PLAN

While not recommended, a proposal may be considered to amend the Area plan outside of the scope of the Plan's five-year review cycle. Frequent, piecemeal changes to the Plan can result in the document becoming fragmented and inconsistent. It can also devalue the importance of the document as a long-range planning guideline. For these reasons, interim amendments are strongly discouraged.

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# **APPENDIX**

## **Map 1 – Waterloo Plan Area**

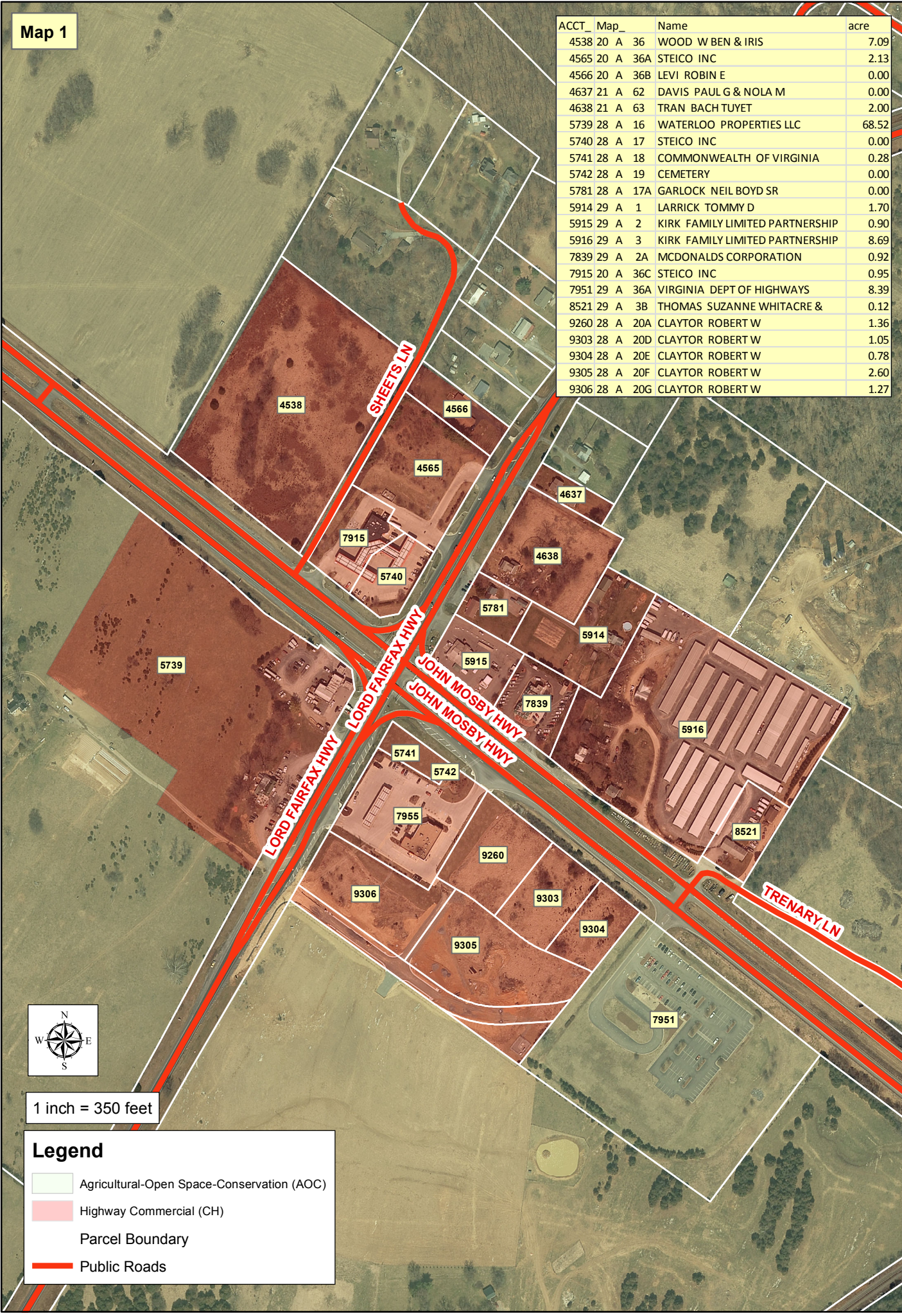
### **VDOT Traffic Counts for Waterloo Plan Area 2001-2015**

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**Map 1**

ACCT_	Map_	Name	acre
4538	20 A 36	WOOD W BEN & IRIS	7.09
4565	20 A 36A	STEICO INC	2.13
4566	20 A 36B	LEVI ROBIN E	0.00
4637	21 A 62	DAVIS PAUL G & NOLA M	0.00
4638	21 A 63	TRAN BACH TUYET	2.00
5739	28 A 16	WATERLOO PROPERTIES LLC	68.52
5740	28 A 17	STEICO INC	0.00
5741	28 A 18	COMMONWEALTH OF VIRGINIA	0.28
5742	28 A 19	CEMETERY	0.00
5781	28 A 17A	GARLOCK NEIL BOYD SR	0.00
5914	29 A 1	LARRICK TOMMY D	1.70
5915	29 A 2	KIRK FAMILY LIMITED PARTNERSHIP	0.90
5916	29 A 3	KIRK FAMILY LIMITED PARTNERSHIP	8.69
7839	29 A 2A	MCDONALDS CORPORATION	0.92
7915	20 A 36C	STEICO INC	0.95
7951	29 A 36A	VIRGINIA DEPT OF HIGHWAYS	8.39
8521	29 A 3B	THOMAS SUZANNE WHITACRE &	0.12
9260	28 A 20A	CLAYTOR ROBERT W	1.36
9303	28 A 20D	CLAYTOR ROBERT W	1.05
9304	28 A 20E	CLAYTOR ROBERT W	0.78
9305	28 A 20F	CLAYTOR ROBERT W	2.60
9306	28 A 20G	CLAYTOR ROBERT W	1.27



1 inch = 350 feet

**Legend**

- Agricultural-Open Space-Conservation (AOC)
- Highway Commercial (CH)
- Parcel Boundary
- Public Roads

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**VDOT TRAFFIC COUNTS FOR WATERLOO PLAN AREA  
2001-2015**

<b>Road Segment</b>	<b>2001</b>	<b>2005</b>	<b>2010</b>	<b>2014</b>	<b>2015 (est)</b>
Westbound US 17/50-Fauquier County Line to Rt. 723	16000	15000	11000	13000	13000
Westbound US 17/50- Rt. 723 to Rt. 255	15000	14000	11000	12000	11000
Westbound US 17/50 - Rt. 255 to US 340 (Waterloo)	14000	14000	11000	12000	12000
Westbound US 17/50 - US 340 (Waterloo) to Frederick County Line	14000	13000	9600	11000	10000
Eastbound US 50 - Frederick County Line to US 340 (Waterloo)	14000	13000	9600	11000	10000
Eastbound US 50 - US 340 (Waterloo) to Rt. 255	14000	14000	11000	12000	12000
Eastbound US 50 - Rt. 255 to Rt. 723	15000	14000	11000	12000	11000
Eastbound US 50 - Rt. 723 to Fauquier County Line	16000	15000	11000	13000	13000

Note - Traffic Counts are represented as Annual Average Daily Trips (AADT)

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