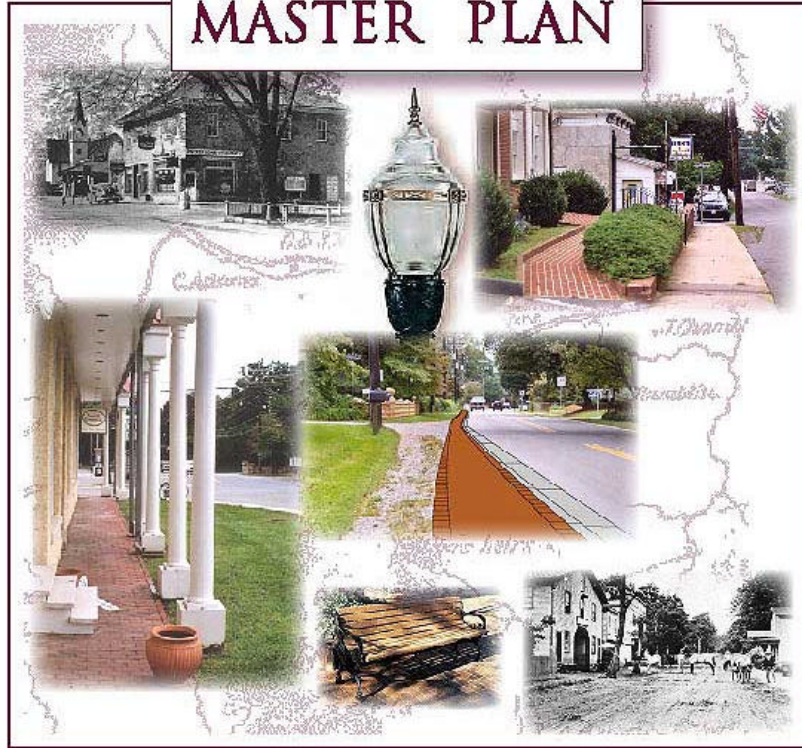


ROUND HILL STREETSCAPE MASTER PLAN



Prepared under the direction of the
Round Hill Streetscape Master Plan Steering Committee

Prepared by
PARADIGM DESIGN - Reston, Virginia
June 30, 2004

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This document summarizes the recommendations of the Round Hill Streetscape Master Plan Committee to the Town Council for streetscape improvements on Loudoun Street, Main Street, New Cut Road and adjacent areas.

Prepared by
PARADIGM DESIGN
Reston, Virginia

June 30, 2004

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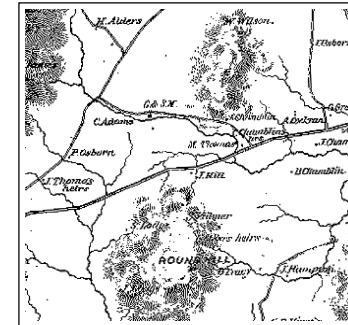
INTRODUCTION

1.

BACKGROUND

The place that would become the Town of Round Hill evolved from a rural post office and store in the mid 1800s to a thriving resort village at the terminus of the Washington and Old Dominion Railroad by the late 1800s. The village formally became a town with its incorporation in 1900. Today it remains a thriving, family-oriented town of civic-minded residents who cherish Round Hill's authentic small town atmosphere and quality of life.

Within corporate limits, and particularly downtown, Round Hill retains the character and scale of a typical, 19th century Virginia



small town. Round Hill has seen little new development within its corporate limits since the first half of the 20th century. Through good fortune or bad, depending on one's point of view, there was little new economic activity within the Town in the

mid to late 1900s when automobile-oriented development changed the look and feel of many other small towns in Loudoun County and the region. Today, the Town remains walkable and generally pedestrian-friendly. However, new development surrounding the Town has given rise to increased traffic volumes and potential vehicular pedestrian conflicts on Town streets. New development on the edge of Town has also created a need for coordination of systems such as sidewalks, roads, trails and utilities that will link the Town to areas of new development.

Since the incorporation of the Town of Round Hill in 1900, town leaders have been charged with many incremental decisions that have shaped the built environment of the Town. Streets, sidewalks, stormwater management facilities and utilities were designed, constructed, extended or improved as needed or in response to specific problems. This system of incremental improvements fit both the pace of development within the Town and the Town's financial resources. However, these incremental improvements have left Round Hill with an incomplete sidewalk system, uneven streets, and driveways and drainage problems. With new development occurring at the edge of Town and increasing interest from the private sector in infill development and redevelopment at the historic core of the Town, Round Hill is taking proactive steps to address problems created by piecemeal improvements and to manage and minimize the impacts of new growth.

Round Hill is actively participating in the design of portions of trails, streets and sidewalks that will link the Town to new development at its periphery. The Town also has various plans for new trails, signs and improvements at the entrances, or "gateways" to the Town. To coordinate various public and private endeavors in a comprehensive manner, the Town commissioned a master plan for the Town's major streetscapes. The intent of this plan

is to protect and enhance the visual character of the town, and the safety and quality of life of its residents, by keeping streets safe, attractive and functional. It will also help guide public decisions and investments and protect private investments made by business owners and residents of Round Hill.

WHY A STREETScape MASTER PLAN?

The Streetscape Master Plan provides a vision to direct public and private investments along the primary street



frontages of the Town. There are a number of key reasons to undertake a master plan for the Town's streetscape at this time:

PROTECTING TOWN CHARACTER

Round Hill's unique visual and historic character is a legacy from the past that is valued by residents, business owners and visitors. The Streetscape Master Plan provides a way to protect that legacy by establishing design standards for new public and private improvements in the streetscape.

MAKING THE STREETS SAFER

By improving the clarity and legibility of vehicular and pedestrian ways, the plan can help minimize conflicts between cars, pedestrians and bicyclists and make the Town's streets safer for all who use them.

COORDINATING PUBLIC & PRIVATE EFFORTS

The Streetscape Master Plan can help guide decisions about the improvements along the Town's streets. Whether initiated by private

or public entities, improvements in the streetscape can be better coordinated and achieve a more attractive and harmonious design when they are guided by an overall design vision as described in the plan.

PROTECTING LOCAL INVESTMENT

The residents and business owners of Round Hill have all made an investment in the community. Besides the value of the

land and buildings, that investment for many is also grounded in the small town atmosphere and historic character of Round Hill's streetscape. To protect that investment over the long term, the Streetscape Master Plan ensures that there is a coordinated vision and general design standards for future changes to the streetscape.

WHAT IS A STREETScape MASTER PLAN?

The "streetscape" is a term commonly used in urban planning and design to describe the look and character of the public streets in a community. It is primarily the "public realm" – those areas that are in public

ownership, but it also includes those private areas (such as building facades, yards and open spaces) that are visible from the public realm.



Typical components of a streetscape are built elements such as sidewalks, cross walks, plazas, street lights, signs, benches, trash receptacles, and landscaping. They are organized into functional categories such as:

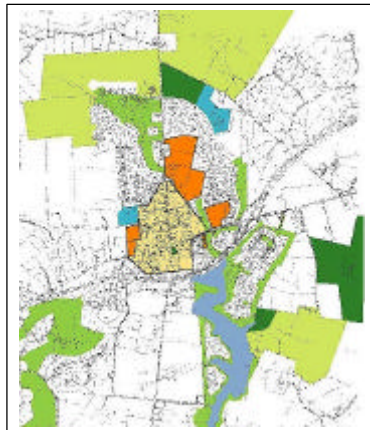
- Gateways
- Circulation-Vehicular/Pedestrian
- Signage
- "Wayfinding"
- Street/Sidewalk/Trail Design
- Parks/Open Space
- Built Character

A Master Plan for the Streetscape is primarily a set of design recommendations for maintaining

or enhancing the physical appearance and function of the streetscape. It does not replace the zoning ordinance, subdivision regulations or comprehensive plan for the Town. However, portions of it may be incorporated into any of these documents by the Town as follow-up or implementation steps. It is also not a construction plan or set of construction standards. The Master Plan includes specific recommendations for types and locations of improvements, but it is important to recognize that it is only a guide for those who are designing and reviewing those improvements. Any specific construction project in the Town will entail more detailed study and may result in designs that differ in detail but harmonize in spirit with the Master Plan's overall vision.

In addition, the Town Council and Round Hill Master Plan Steering Committee decided

that the Round Hill Streetscape Master Plan needed to look beyond the boundaries of the Town and address issues outside of Town that will have a direct impact on the quality of life and the appearance of the Town's two primary streets. In particular, the Master Plan includes recommendations for the "Gateways" to Town, including key properties that will affect the visual character of those gateways.



Map showing key properties and "Gateway" lands around Round Hill

MASTER PLAN PROCESS

The Town Council of Round Hill had received numerous comments in recent years on aspects of the Town's streets and specific projects that would have an impact on the overall streetscape. To address these issues and coordinate a number of upcoming and potential projects, the Town Council proposed the development of an overall master plan for the streetscape of the major streets in the Town:

- Loudoun Street
- Main Street
- New Cut Road (southern Main Street)

The process for the Round Hill Streetscape Master Plan was designed as a public process to get as much input as possible from the citizens of Round Hill and interested parties. Beginning in October, 2003, the mayor appointed a citizen Steering Committee to conduct the master planning process. The Town also contracted with Paradigm Design to serve as technical advisor and prepare the final master plan report.

Between October 2003 and January 2004, a series of seven work sessions with the Steering Committee and citizens were held in the Town Hall. All work sessions were open to the public and were announced through a combination of notices at the Town Hall, direct mail and e-mail. In addition, a Saturday walking tour of the Town was conducted by the Steering Committee and the consultant,

and a survey was distributed to solicit opinions and concerns about the current and future look of Round Hill's streetscape.



The work sessions resulted in a draft Streetscape Master Plan, presented to the Town Council and public on December 5, 2003 and a final report, summarizing the recommendations of the Steering Committee, which will be presented to the Town Council on February 5, 2004.

STREETSCAPE MASTER PLAN PROCESS & SCHEDULE – Oct 2003 to Feb 2004					
TASKS	October	November	December	January	February
Work Session 1: Listening Session With Town Officials	●				
Work Session 2: Opportunities and Design Options	●				
Walking Tour: Public Tour & Discussion	●				
Work Session 3: Opportunities and Design Options	●				
Work Session 4: Alternative Streetscape Scenarios		●			
Work Session 5: Draft Master Plan		●			
Public Meeting: Present Draft Master Plan to Council			●		
Work Session 6: Revised Master Plan & Design Details			●		
Work Session 7: Final Master Plan and Implementation				●	
Public Meeting: Present Final Master Plan to Council					●

One of the primary projects that has been coordinated with the master planning process is the Franklin Park Trail Extension project. This project, funded and directed by Loudoun County, includes the extension of new sidewalks through Round Hill, along East Loudoun Street, generally from the Town boundary to the intersection with Main Street. A separate subcommittee has been formed to specifically address the improvements through Town and ensure that they are

coordinated with the Master Plan's recommendations.

Overall, the Streetscape Master Plan is designed to be a "living document." It will be implemented and refined through individual projects within the streetscape over the coming years. As conditions and priorities change and evolve, the Master Plan should evolve as well. Its basic purpose, however, should remain constant: to describe the community's vision for the design character of their

primary streets and to guide future streetscape improvements toward being consistent with that vision.



View of Loudoun and Main corner, circa 1940's



View of Loudoun and Main corner, 2003

INTRODUCTION

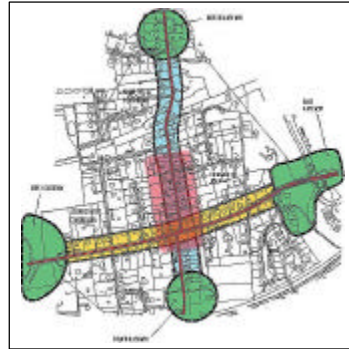
The following guidelines and general recommendations represent the overall vision and community design goals for the Round Hill streetscape. The intent is to create a more unified and attractive community appearance through recommendations for public and private design improvements. It should be remembered, though, that these recommendations are not intended specifically to address land use, economic and transportation-related problems, although there is an inevitable overlap with some of these issues.

DISTRICTS

To address the current conditions of the streetscape along Loudoun and Main Streets, the Town was divided into a series of identifiable “districts” that had distinct design characters. These districts are useful as a way to organize the recommendations in the Master Plan and, subsequently, as a way to organize the implementation programs and projects for the Master Plan.

The districts were identified as follows:

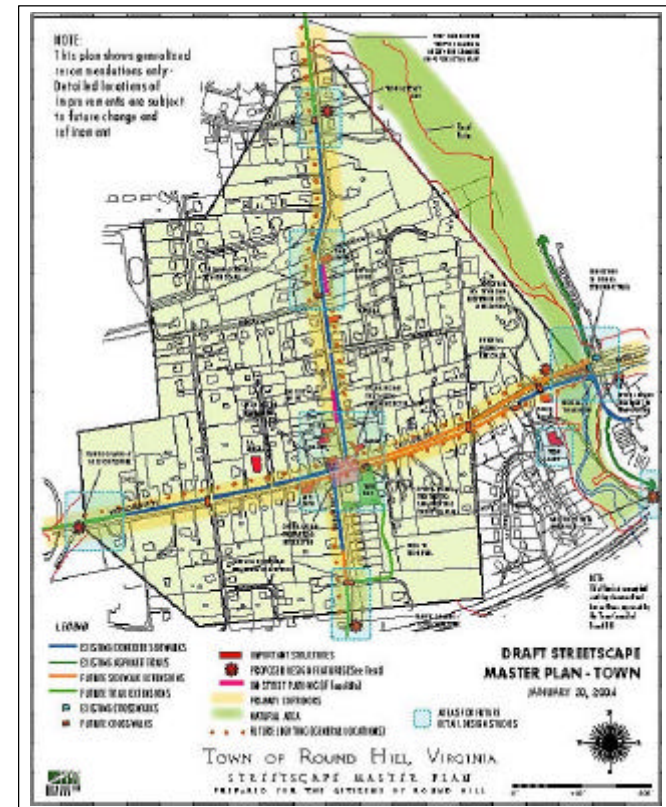
- Loudoun Street (East and West)
- Main Street (North and South)
- Gateways (North, South, East and West)
- Commercial Core



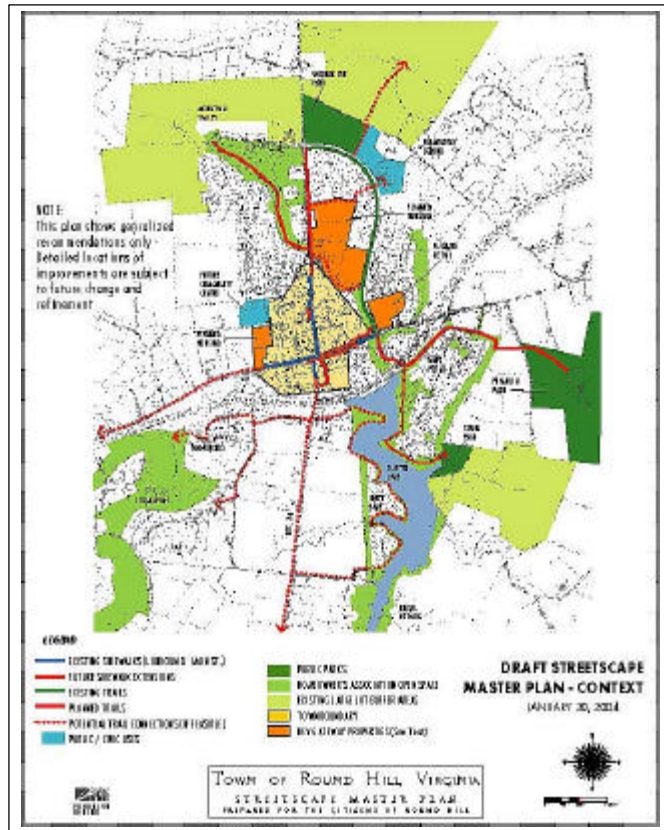
Map of Districts identified in the Master Plan – see Appendix A. for an enlarged version of this map.

MASTER PLAN MAPS

The following maps illustrate the Master Plan for both the **Town** and the **Context**. The maps are generalized summary documents and provide an overview of the detailed recommendations that follow.



Streetscape Master Plan for the Town – showing generalized recommendations
See Appendix A. for higher resolution image of the plan



Streetscape Master Plan for the Town Context – showing generalized recommendations
See Appendix A for higher resolution image of the plan

OVERALL TOWN-WIDE RECOMMENDATIONS

The following recommendations are for Town-wide projects or projects that are spread over more than one district. They are not intended to imply any set of priorities, other than those identified in the Implementation section of this report.

Storm Water Management

- Develop Town-wide storm water management plan to address current storm drainage and flooding problems
- Integrate road design with storm water management and streetscape plans

Streetlights

- New streetlights should be installed as decorative streetscape elements wherever sidewalks exist or are extended, except that they should extend on only one side of the road, as shown in the Draft Streetscape Master Plan
- New streetlights should be decorative, pedestrian pole and traditional design compatible with the Town's historic character (see Appendix B for illustrative recommendations)

Other Streetscape Elements

- The Town should establish standards for other street furniture such as benches, trash enclosures, trash

receptacles, etc. for future installation at key locations (see Appendix B for illustrative recommendations)

- The Town should consider locating trash cans at several locations, including at the Town Park, Town Hall, at bus stops, convenience stores, at the ball field, at the corner of Mulberry and Main Streets, at the Amoco Station, at the Diner, at the Arts Center and at the Design Center

Future Road Improvements

- Future road improvements should match the new curb and gutter and sidewalk design that is established on East Loudoun Street
- Future sidewalk and curb improvements should be compliant with the Americans with Disabilities Act standards.

Signs & Wayfinding

- The Town should identify a central location and design for a Town Announcement Sign. This sign should be restrained in color and scale, compatible with the materials and architecture of the traditional buildings in Town and should have movable copy to announce upcoming events and notices for residents and visitors

- Decorative banners should be incorporated into the street light poles and should change according to seasons or significant Town events.
- Consideration should be given to special decorative poles that would carry a banner across Route 7 temporarily for large events. The poles should be compatible with the streetlight pole design and should fit harmoniously with other streetscape elements.
- The Town should consider the future development of other wayfinding elements such as historical plaques on key buildings, interpretive markers and walking tour brochures to increase awareness of the history and important architectural heritage of Round Hill



Old view of Main Street looking South



Main Street looking South from Town Hall, 2003

RECOMMENDATIONS BY DISTRICT

The following recommendations outline a series of specific projects and improvements tailored to each of the "districts" identified above. The recommendations are not an exhaustive list but represent the key priorities identified by consensus as part of the Master Plan process.

EASTERN GATEWAY

Franklin Park Trail Underpass

- Include lighting in the underpass for security
- Elevate trail to prevent flooding
- Incorporate principles of Crime Prevention through Environmental Design (CPTED) in design of trail

Evening Star Drive Intersection

- Plan for a future traffic light at the intersection with Route 7
- Consider redesign of existing crosswalks to match overall town crosswalks at time of street resurfacing or improvements

Evening Star Drive Trail Connection

- New sidewalks on the north end of Loudoun Street should connect smoothly to existing Evening Star Drive trail

- Existing ditch along north end of Loudoun Street should be filled in and graded smoothly to meet existing embankment

Route 7 Commercial Property

- The 12-acre commercial property is a key visual gateway to the Town
- Consider possibility of a Design Charrette for the site by the Loudoun Design Cabinet
- Develop design guidelines to make new development compatible with the Town (See Detailed Recommendations section)

Wastewater Pumping Station

- New Pump Station is located in a visually prominent gateway site and should be visually enhanced
- Develop recommendations for landscape enhancements
- Reduce lighting intensity if feasible

Stone House

- Work with developers/owners to ensure new plans preserve the character of this historic structure
- Encourage uses, such as an inn, that make the Stone House potential activity center for the Town

- Create a future pedestrian connection from the Stone House to the Town Barn site

Town Barn/Visitor's Center

- Determine the structural stability and reuse potential of the current structure
- Develop a plan and funding strategy to convert the Barn site into a Visitors and Interpretive Center for Round Hill

Stream Valley Restoration

- The stream valley at the eastern end of Town is a key natural resource and provides "green relief" to this area
- Work with homeowners and local environmental groups to provide stream enhancements and habitat restoration with native plants

Town Sign

- A new stone town sign will be installed at the Town's eastern gateway
- Prepare a detailed design plan to address siting, grading and landscape treatment around the sign

Landscaping

- Enhance the town's eastern gateway with new landscaping along the ditch and road cut along the Darling property

EAST LOUDOUN STREET

Note: The following recommendations are provisional and will be further developed by the Franklin Park Trail Subcommittee as part of their overall coordination of the Round Hill portion of the Franklin Park Trail Plan

New Curb & Gutter – Both Sides

- The new Franklin Park Trail improvements will add curb and gutter and new sidewalk on both sides of East Loudoun Street
- Work with County on design of Curb and Gutter and storm drainage to preserve Town roadway character and address current flooding issues

Existing Sidewalk- Evening Star Drive to Falls Place

- Replace the existing sidewalk on the south side of Loudoun Street to falls Place to coordinate its design with new sidewalks in town

New Sidewalk – South and North Sides

- New sidewalks should be 5 feet wide (total) and with materials and details as specified by the Town's Franklin Park Trail

New Crosswalks

- New crosswalks should be added across Loudoun Street at Bridge Street

and across Falls Place at Loudoun Street

- New crosswalks should be 8 feet wide and consist of decorative as specified by the Town's Franklin Park Trail Subcommittee

- To minimize traffic noise, new crosswalks should not be raised

- A future (new) crosswalk should be considered at the Stone House to connect to the Evening Star Drive trail as pedestrian activity increases at that location

Town Park Frontage

- The sidewalk should be expanded into a plaza area at the Town Park and should be integrated with the Park wall design and the adjacent walks (See Detailed Recommendations section)

LOUDOUN STREET – MAIN STREET INTERSECTION

Speed Table / Crosswalks

- The intersection should be enhanced with an integral speed table or decorative crosswalks to slow traffic and facilitate pedestrian crossing
- The intersection design should be coordinated with other private improvements of adjacent commercial properties as part of an overall

detailed plan for the Town's commercial core

Amoco Station

- The Town should work with the property owner/developer to develop design concepts and guidelines for historically compatible design (See Detailed Recommendations section)
- The Town should consider encouraging a more intensive use of the site as part of an integrated commercial core development plan

Patterson Building

- The Town should work with the property owner to implement compatible façade improvements over time
- Preserve open space along Loudoun Street as a private plaza or green space compatible with the streetscape

WEST LOUDOUN STREET

Sidewalk to Arts Center (South Side)

- Extend sidewalk to the Arts Center building
- Expand sidewalk into private plaza as terminus to sidewalk and integrate design with streetscape

Arts Center

- The Town should work with the property owner to implement compatible façade improvements over time
- Preserve open space along Loudoun Street as a private plaza or green space compatible with the streetscape
- Develop future trail connection along Route 7, when feasible, to Hill High Orchard and stream valley/open space systems in the Fallswood and Stoneleigh communities

SOUTH MAIN STREET (NEW CUT ROAD)

Existing Sidewalk – North Side

- Maintain current sidewalk on the north side
- Construct replacement sidewalks to match other new Town sidewalks over time

Existing Sidewalk (West Side)

- Maintain current sidewalk on the west side
- Construct replacement sidewalks to match other new Town sidewalks over time

United Methodist Church Improvements

- Work with congregation to ensure improvements are compatible with the proposed streetscape and storm water management plan recommendations

Future Trail & Sidewalk Extensions

- Extend sidewalk to connect with new trail to Town Park
- Extend trail connections, when feasible, along Route 719 south

Webster Property

- Work with developer/owner to ensure visual compatibility of this key western gateway property
- Design landscape, building and architectural enhancements to make an attractive viewshed from Loudoun Street

Trail to Town Park

- Extend new trail along existing easements from New Cut Road to Town Park

Future Crosswalk

- Develop new crosswalk across New Cut Road to connect sidewalk to Town Park trail. However, ensure traffic calming along Route 719 to protect pedestrian safety at crosswalks

Future Trail Connections

Southern Gateway

- Construct replacement sidewalks to match other new Town sidewalks over time
- Develop traffic calming strategy along south gateway to manage traffic speed entering Town

On-Street Parking – East Side

- Provide parallel on-street parking along east side to formalize spaces for current informal parking in this area
- Integrate parking areas with roadway and streetscape design

NORTH MAIN STREET

Fire Station

- Work with owners to develop improvement plans that reduce curb cuts, formalize parking areas and integrate with Streetscape plan

Existing Sidewalk – West Side

- Maintain current sidewalk on the west side
- Construct replacement sidewalks to match other new Town sidewalks over time

Post Office

- Work with owners to develop improvement plans that reduce curb cuts, formalize parking areas and integrate with Streetscape plan

New Sidewalk & Crosswalk

- Extend new sidewalk on west side to intersection with High Street
- Consider installing traffic calming measures such as stop sign or speed table at the Greenwood Commons Drive intersection (See Detailed Recommendations section)
- Extend sidewalks on west side of Main Street to future Route 719 trail to Evening Star Drive

On-Street Parking – West Side

- Provide parallel on-street parking along west side to formalize spaces currently used for informal parking in this area
- Integrate parking areas with roadway and streetscape design

Existing Sidewalk – East Side

- Maintain current sidewalk on the east side

Future Trail & Sidewalk Connections

- Work with Route 719 properties to develop a trail section along Route 719

on the west side north to Evening Star Drive

Northern Gateway

- Develop traffic calming strategy along northern gateway to manage traffic speed entering Town design (See Detailed Recommendations section)



Old Photo of Simpson's Hardware

TOWN CONTEXT RECOMMENDATIONS

Round Hill has preserved its small town historic character despite extensive new development around its edges. This development is expected to continue and the key "gateways" into Round Hill along Route 7 and Route 719 each have vacant land that is expected to develop in the relatively near future. This Master Plan makes a series of recommendations and suggestions for design elements to maintain a high level of visual quality within these gateways. The recommendations are not intended to prescribe specific design solutions; instead they are a guide and starting point for discussions with the property owners, developers and the County. The goal is to preserve attractive gateways and approaches into Town along its main vehicular corridors.

In addition, the following recommendations address a number of specific trail linkages in the area around the Town. These have been coordinated with the draft Loudoun County Bicycle and Pedestrian Mobility Master Plan and are the result of several years of work by the Town Council to design an overall interconnected trail network in and around the Town.

EAST

Franklin Park Trail

- Work with the County to ensure safe and compatible trail design for the new Franklin Park trail

SOUTH

Future Trail – Route 719 South

- Work with property owners to establish trail links, where feasible, to the new nature preserve, to West Lake, and to Fallswood and Stoneleigh

Nature Preserve

- Work with homeowners and local environmental groups to provide wildlife enhancements, management procedures and habitat restoration with native plants in the natural area
- Minimize human disturbance in sensitive areas – balance with opportunity for public interpretation of natural habitats

Town Park at Lake Point

- Work with Lake Point Homeowners Association to develop trail linkages to Town Park along Sleeter Lake

WEST

Future Trails – Hill High, Stoneleigh, Fallswood

- Develop future trail connections along Route 7, when feasible, to Hill High

Orchard and stream valley/open space system in the Fallswood and Stoneleigh communities

Future Community Center

- Develop sidewalk and trail linkages to new community center (old school site)

NORTH

Route 719 North Trail

- Work with Route 719 property owners to develop a trail section along Route 719 up to the intersection of Evening Star Drive

Evening Star Drive Intersection

- Intersection is scheduled for future traffic light
- Add crosswalks to slow traffic and improve pedestrian connections at time of traffic light installation or road repaving

New Residential Property (Richmond American)

- Work with the County and property developer to establish a trail connection through the stream valley and ensure visual attractiveness of the Route 719 frontage of the property as a key gateway to Round Hill

Elementary School Trail Connections

- Work with the County and property developer to establish trail connection through the school site and connections through the Villages community to connect to the Elementary School
- Add a crosswalk at trail crossing of Evening Star Drive

Stream Corridor

- Ensure connectivity of stream valley trail system and environmental enhancements of stream corridor habitat areas

Mountain Valley Trail

- Work with the County and property developer to establish a trail connection through the school site and connections through the Village community to connect to the Elementary School
- Add a crosswalk at the trail crossing of Evening Star Drive

Mountain Valley Barn & Spring House

- Preserve the Barn/Spring House complex on Mountain Valley
- Develop a connection from the site to the regional trail system

- Work with local historians and homeowners to design an interpretive program for the site

Woodgrove Park

- Develop trail connections from Woodgrove Park to the Evening Star Drive and Route 719 trail systems



Eastern gateway to Town from Route 7

DETAILED SITE RECOMMENDATIONS

In addition to the general and district-wide recommendations listed above, there are a few key parcels and projects that were identified in the Master Plan for more detailed site-specific recommendations. As before, these are not intended to require a specific development plan but to establish a general design framework for the site. Design suggestions shown on private parcels will have to be coordinated with property owners at the time that specific

improvements are proposed by the owner or business.

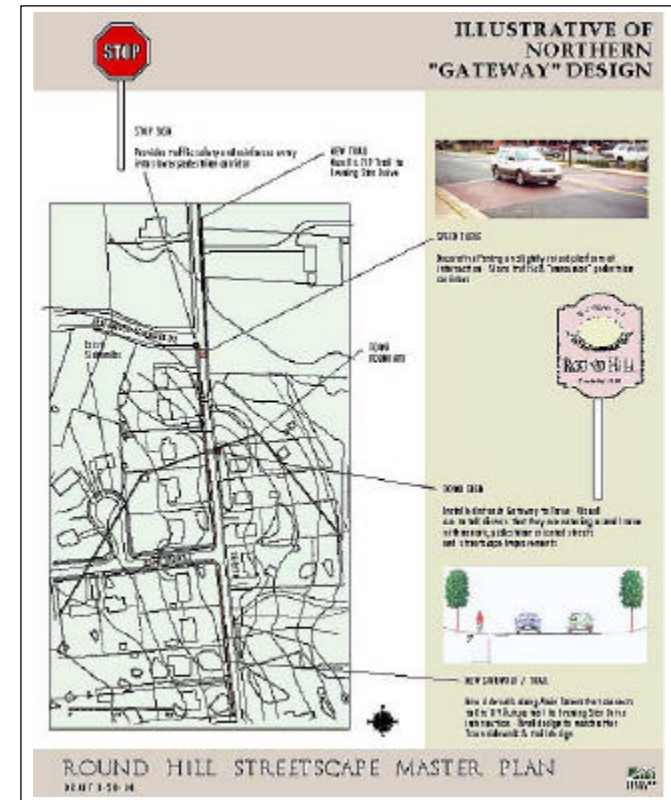
The following design plans shown are intended only as illustrations of one possible way that the recommendations could be followed on the site. There are many other possible design solutions and specific ones will be worked out with the owners.

NORTHERN GATEWAY

The following detail plan for the "Northern Gateway" shows one potential design solution for the northern approach to Town on Route 719. The goals of this project are to improve pedestrian and vehicular safety through the Town by slowing traffic and creating a physical reminder for visitors that they are entering the gateway between the surrounding countryside and the more densely settled town.

The plan shows a stop sign and "speed table" at Greenwood Commons Drive as traffic calming devices for traffic entering Town. The speed table is a slightly raised platform with decorative paving that provides a visual and physical reinforcement of slower speeds required at the intersection.

In addition, the Town sign is located at the same intersection to also announce entry into the Town. The plan also integrates the overall Master Plan recommendation for a continuous trail along Route 719 that links up with the existing and proposed sidewalks on the West side of Main Street in Town.



Design Recommendations for the Town's northern gateway
See Appendix A.. for higher resolution image of the plan

AMOCO STATION AT LOUDOUN & MAIN STREET INTERSECTION

The Amoco Station in Round Hill occupies a visually prominent site in the heart of Town. While a service station use generally doesn't contribute to the historic character of a location, there are a number of design opportunities that can help this type of use fit more harmoniously with the surrounding context and be more compatible with the architectural character of its surroundings. At such time as any upgrades or improvements are made to the Amoco Station and surrounding buildings on the property, there is an opportunity for the Town to work with the owners/developers on achieving a better architectural "fit" with Round Hill.



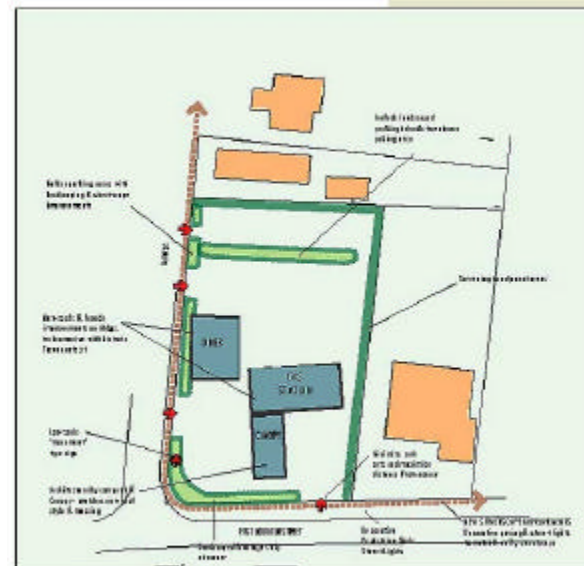
Existing Amoco sign and canopy at Loudoun/Main Street intersection

The following Recommendations summarize key design opportunities for adding more landscaping, improving access and circulation and upgrading the sidewalk and streetscape around the edges of the property. In addition, the recommendations are supported by an Illustrative Plan showing one potential way of achieving the recommendations on the site and by a series of Compatible Design Examples, showing built examples of compatible gas station architecture and signage in Virginia and elsewhere.

These recommendations are not intended to require a specific development plan but to establish a general design framework for the site. Design suggestions shown on private parcels will have to be coordinated with property owners at the time that

RECOMMENDATIONS

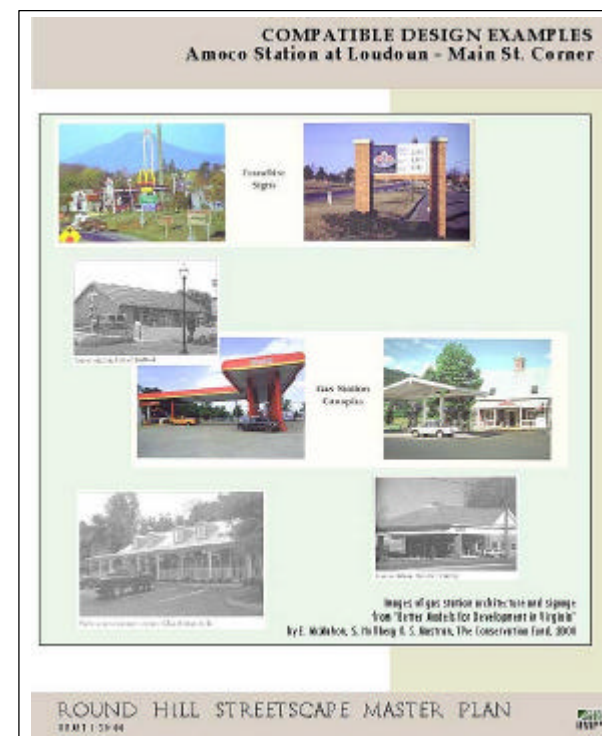
Amoco Station at Loudoun - Main St. Corner



Design Recommendations for the Amoco Property at Loudoun & Main Streets
See Appendix A. for higher resolution image of the plan



*Illustrative Example of design improvements on the Amoco Property at Loudoun & Main Streets
See Appendix A. for higher resolution image of the plan*



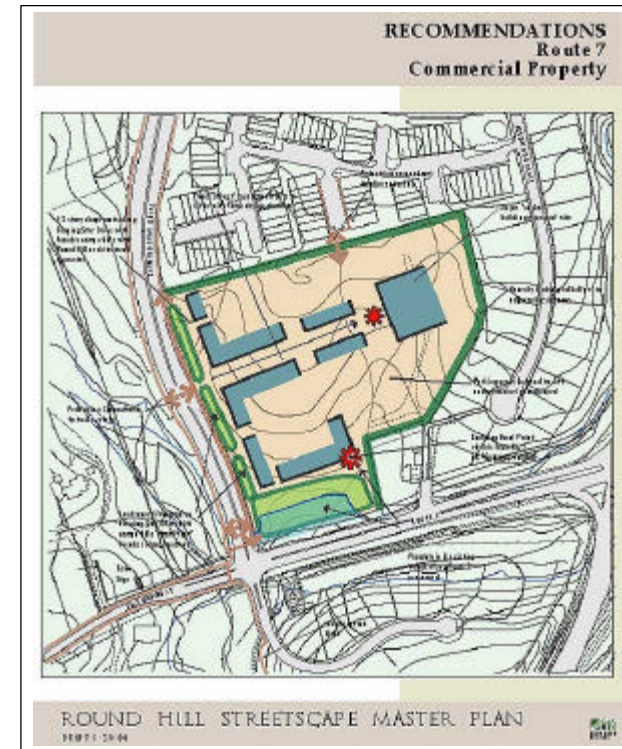
Examples of compatible & incompatible gas station architecture for the Amoco Property at Loudoun & Main Streets
See Appendix A. for higher resolution image of the plan

ROUTE 7 COMMERCIAL PROPERTY

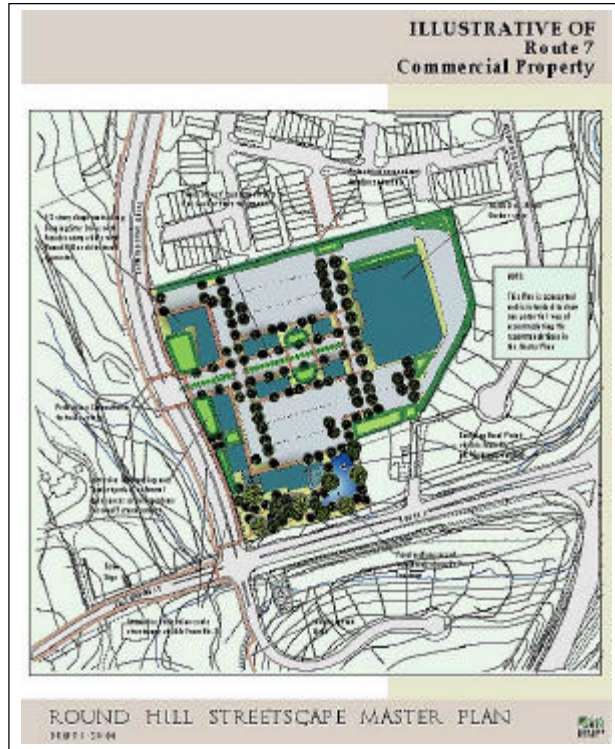
This 12 acre commercially-zoned property lies just outside the Town limits at the intersection of Route 7 and Evening Star Drive. It is an important "gateway" property for the Town because it is directly in the viewshed of the Eastern entrance to Round Hill. The development of the property is an important issue in the overall Streetscape Master Plan because of its prominent gateway location and the potential for setting a tone and character for new development in the architecture and design of improvements on the site.

The following recommendations summarize key design opportunities for continuing the traditional “storefront” architecture of the Town, while accommodating modern needs for parking and retail development. In addition, the recommendations are supported by an Illustrative Plan showing one potential way of achieving the recommendations on the site and by a series of Compatible Design Examples, showing built examples of compatible retail development and architecture.

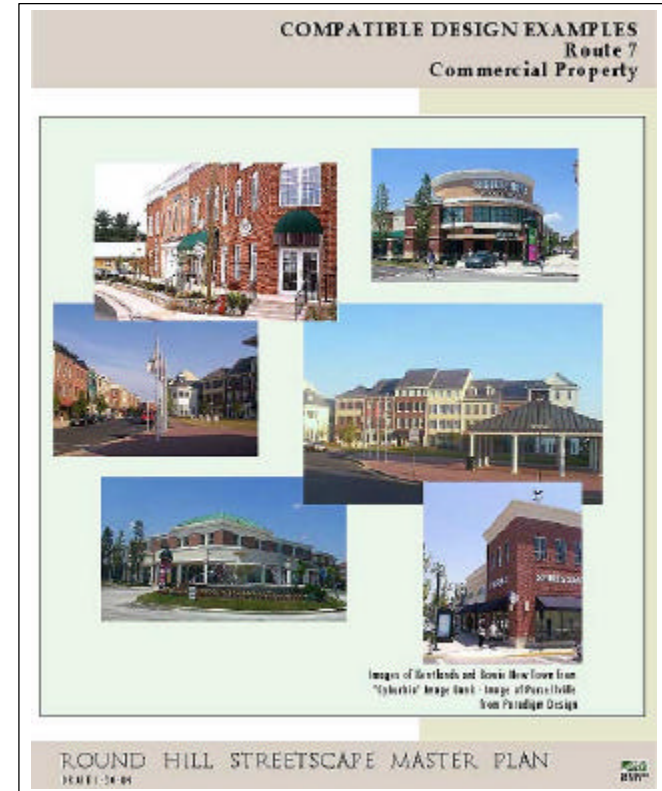
These recommendations are not intended to require a specific development plan but to establish a general design framework for the site. Design suggestions shown on private parcels will have to be coordinated with property owners at the time that specific improvements are proposed by the owner or business.



Design Recommendations for the Route 7 Commercial Property at Evening Star Drive
See Appendix A. for higher resolution image of the plan



*Illustrative Example of design improvements for the Route 7 Commercial Property at Evening Star Drive
See Appendix A. for higher resolution image of the plan*



*Examples of compatible retail development for the Route 7 Commercial Property at Evening Star Drive
See Appendix A. for higher resolution image of the plan*

FUTURE DETAIL STUDIES

The Streetscape Master Plan is designed to be a “living” document. The issues of streetscape appearance and the incorporation of future public and private improvements in and around the Town are an ongoing process. The recommendations in this Master Plan are building blocks for future implementation projects. The plan identifies a number of specific targets for more detailed studies. These are key sites that comprise a number of design and development issues and include both private and public interests. They will need more detailed study and further coordination than is possible in this Master Plan. These are in addition to individual projects identified in the Master Plan Recommendations section, each of which may require a certain level of study to implement each project. The targets for further detailed studies identified in this plan are as follows:

The “Commercial Core” – including the commercial and public uses and buildings around the Loudoun/Main Street intersection.

The Loudoun/Main Street Intersection – including circulation and streetscape improvements, traffic calming and sidewalk and crosswalk design.

The North, South, East and West “Gateways” – including traffic calming, signage, streetscape and landscaping or other gateway enhancements.

The Main Street “Bend” – including sidewalk continuity, off-street parking and traffic improvements and calming.

The “Town Barn” – including a plan to propose a future use, structural assessment and funding options.

The Franklin Park Trail Underpass – including recommendations for crime prevention through design and flood control and overall safety recommendations.

IMPLEMENTATION PRIORITIES

The Round Hill Streetscape Master Plan Steering Committee recommended a series of priority projects as a focus for the Town's initial implementation efforts. These “Top Five” priority projects were considered the as the most urgent and important tasks to be undertaken, both for improving safety and enhancing the appearance of the streetscape in the Town. For each priority project, the Steering Committee identified key resource people on the committee for coordinating the projects and primary “next steps” to begin implementation.

Actions/Next Steps

- Continue to work with the Council on developing the Study and implementing its recommendations.



Storm drainage problems on Route 719

“TOP FIVE” PRIORITY PROJECTS:

1. STORMWATER MANAGEMENT PLAN

Issues

- The Town Council has already issued Requests for Proposals for firms to conduct a comprehensive Stormwater management study of the Town.
- The Town Council is working on developing funding for both the Stormwater management Study and for a Right of Way survey of Route 719, which will be needed for both the Stormwater Management Study and for future streetscape improvements.
- Ensure that future Stormwater Management improvements are compatible with the Streetscape Master Plan

2. FRANKLIN PARK TRAIL**Issues**

- A Subcommittee of the Steering Committee is currently working on developing final recommendations for the portion of the Franklin Park Trail in the Town.
- The subcommittee will present its final recommendations for detailed design of sidewalks, crosswalks, street lighting and other improvements to the Town Council and the County

Actions/Next Steps

- Continue to finalize detailed design recommendations
- Work with the County to ensure compatibility with the subcommittee recommendations and the overall Streetscape Master Plan

**GATEWAY SIGNS**

Potential alternative sidewalk treatment on East Loudoun Street

Issues

- All four Town gateway signs have been funded and designed and one has been constructed.

Actions/Next Steps

- Identify key properties and residents at gateway locations for assistance and review of the locations for installing each sign
- Identify tasks and schedule for each sign installation
- Ensure compatibility with the overall Streetscape Master Plan recommendations at each location

ROUTE 719 NORTH**Issues**

- The County has received a rezoning application for residential development by Richmond American on the key gateway property at the north gateway of the Town.
- The proposal shows a significant realignment of Route 719, which would alter traffic patterns at the gateway
- There are prior agreements with the developers of Greenwood Commons and The Villages at Round Hill to extend trails along Route 719 and in the adjacent stream valley.

Actions/Next Steps

- Work with the Town Council, the County and the Richmond American applicants to address gateway design issues
- Ensure development of the overall trail network and sidewalk extensions proposed in the area
- Begin a detailed study of the traffic calming and pedestrian safety issues along this stretch of Rt. 719 and ensure that they are compatible with the Streetscape Master Plan

Actions/Next Steps

- Work with the Town Council, the County and the Webster property applicants to address gateway design issues and ensure compatibility with the Streetscape Master Plan

*The "Bend" on Main Street***WESTERN GATEWAY****Issues**

- The County and Town have received an application for residential on the key gateway "Webster" property at the west end of Loudoun Street

SUMMARY

The streetscape improvements recommended in this Master Plan will not happen overnight. Although some improvements, such as the Town gateway signs and the Franklin Park Trail improvements will happen in a relatively short time frame, the majority of the recommendations will be implemented over a period of several years. They will require continued Town supervision, citizen involvement and the cooperation of businesses and the private sector. As new development and redevelopment in Town occurs, however, the Streetscape Master Plan, will help ensure the preservation of the attractive small town character of Round Hill. At the same time, it can help upgrade the quality of new development by ensuring that it is compatible with the Town's traditional appearance and character. These combined efforts, over time, will help protect the special quality of life in the Town and will ensure that Round Hill's streets remain safe and attractive places to live, to visit and to do business for the future.



Early view of the Patterson's Hardware building

APPENDIX A.**Copies of Master Plans Maps and Plans**

APPENDIX B.

Examples of Streetscape Design Elements



