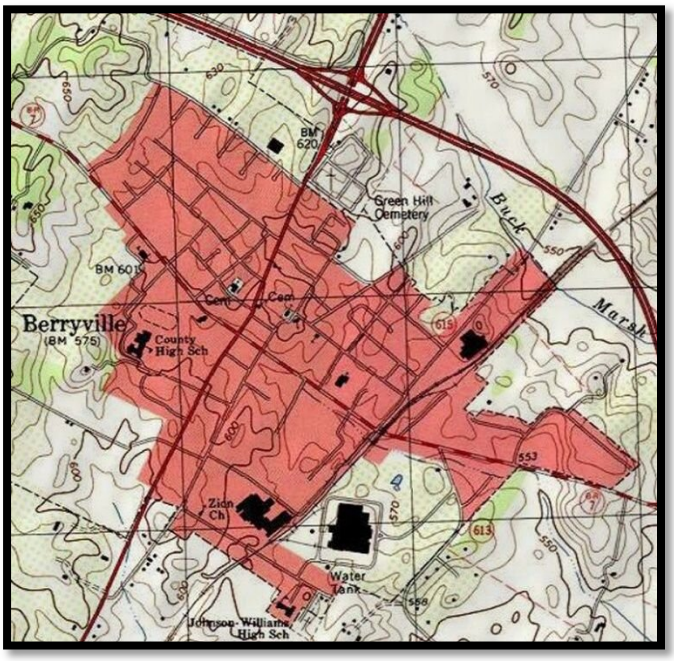
Town of Berryville
Clarke County, Virginia
Consideration of Community, Housing & Wages

Information gathered from many sources, which should probably be considered carefully as we look to our future.

Dana S. Libby

January 3, 2026

(Just an old retired guy who lives in Berryville)



Author's Note: Background and Approach

This briefing paper is **not an academic study**, and it does not present original research. It began as a practical effort to better understand a common question raised in many small towns: *What do people mean when they talk about "community" or "small-town feel," and can those ideas be discussed using objective information?*

To explore that question, I reviewed existing planning research and practitioner work and used AI tools to help organize and summarize what others have already identified. The measures discussed here come from prior work by planners and researchers. They are not new, and they are not presented as definitive answers.

This material is being shared because it helped clarify how discussions about community character can move beyond personal impressions and toward shared reference points. Its purpose is to **inform conversation**, not to promote a specific outcome or replace public judgment.

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Dialogue and Community Engagement

Community is more than a place—it is a network of people connected by shared history, values, work, and hope. From the outside, a healthy community may look polished and bucolic, like a familiar movie scene. Behind the scenes, however, it is held together by hard work, compromise, and cooperation. No single person, profession, or idea builds a community alone. It succeeds because many people are willing to contribute their skills, effort, and commitment to create something stronger, more resilient, and more lasting than any one group could achieve on its own.

Affordable and workforce housing are essential to building a strong and inclusive community. For example, when teachers, healthcare workers, public safety and service employees have the opportunity to live near their workplaces, neighborhoods benefit from vibrant local economies, greater stability, and increased civic engagement. Workforce housing helps foster a sense of belonging and supports the well-being of all residents.

As housing costs rise, many families and individuals struggle to find safe, stable homes they can afford. Meeting this challenge requires cooperation among local leaders, employers, housing providers, and residents.

This briefing paper is intended to begin a thoughtful discussion of affordable and workforce housing—its benefits, challenges, and relevance to our community. By explaining key concepts, identifying local needs, and outlining possible strategies, this paper aims to support informed decision-making and constructive public engagement.

Executive Summary

This Executive Summary consolidates findings related to community character, commuting patterns, housing affordability, and workforce impacts affecting Clarke County and the Town of Berryville, Virginia. The purpose is to provide the reader with a concise, policy-relevant overview of key conditions and implications before the detailed sections that follow are reviewed.

Analysis indicates that both Clarke County and Berryville continue to experience structural pressures driven by outward commuting, limited housing affordability for entry- and mid-level workers, and demographic shifts that affect traditional measures of community cohesion. These dynamics are not unique to Clarke County or Berryville, but their impacts are magnified in small-population jurisdictions where social, civic, and economic networks are tightly interwoven.

Housing affordability analysis demonstrates a widening gap between prevailing wages and minimum housing costs, placing sustained pressure on workforce retention, volunteer capacity, and long-term residency. When combined with commuting patterns that draw working residents outside the jurisdiction for employment, these conditions incrementally dilute day-to-day community interaction.

In this presentation, references are made to data for Clark County as a whole, and in other sections, the focus is specifically on the Town of Berryville. The reason for this approach is the differing planning principles behind the largely agricultural rural Clark County area and those of the Town of Berryville. As a result of these differences, housing costs, employment centers, and commuting data vary significantly between the Town and the County.

The findings summarized herein are generally consistent with the adopted Comprehensive Plan goals of maintaining community character, supporting workforce housing, and reducing transportation burdens. Subsequent sections provide jurisdiction-specific analysis, supporting metrics, and policy-aligned considerations to inform community discussions.

Purpose and Scope

This briefing paper was not prepared as an academic study, nor does it present original research. It began as a practical effort to better understand whether commonly used phrases such as “community feel” or “small-town character” can be discussed in objective, measurable terms.

Drawing on publicly available research, planning literature, and AI-assisted analysis, I assembled this briefing to organize and summarize indicators that planners and researchers have already identified as relevant to community cohesion and local character. The material reflects synthesis rather than scholarship.

I am sharing this package because it proved helpful for clarifying which measures can inform discussions of community identity, change, and continuity. It is offered as a practical reference to support conversation and decision-making, not as a definitive or academic treatment of the subject.

Challenges of Change and Community Development

When proposals for new development are introduced, communities commonly express a consistent set of concerns rooted in the preservation of local identity and civic cohesion. Residents often worry that growth may erode the Town's established character and sense of place, particularly if newcomers lack an understanding or interest in local history or long-standing planning principles.

Long-term residents of small towns often describe "loss of community" as a **complex social effect, not a single outcome attributable solely to commuting, new residents, or housing costs**. Since the post-Great Depression era of industrialization, sociologists, planners, and rural historians have repeatedly identified several *interacting structural changes*. Many of these can be evaluated using **objective, measurable indicators**, even though the experience itself is subjective.

Increased residential growth can also coincide with longer commuting patterns, reducing the time available for participation in volunteer organizations, faith communities, and local civic life that sustain the Town's social fabric. At the same time, it is widely acknowledged that change, growth, and the introduction of new perspectives are not inherently negative; instead, they reflect natural evolution that can strengthen a community when managed thoughtfully. Nonetheless, demographic shifts may alter local governance dynamics, introducing new expectations and priorities that require careful integration to ensure that change enhances, rather than diminishes, the Town's shared values and traditions.

Consistent with the Berryville Area Plan and Virginia's comprehensive planning framework, discussions of increased residential density, housing diversity, and affordability can spark community tension when residents perceive a disconnect between locally adopted goals and the implementation of planning policies. Such concerns are often rooted not in opposition to growth itself, but in questions about whether proposed changes adequately reflect Berryville's historic development pattern, small-town character, and long-standing emphasis on community engagement.

Differences in perspective may also emerge among stakeholder groups—including long-term owner-occupants, renters, and households residing in properties managed by non-resident owners—who may experience growth-related impacts differently. Virginia law anticipates these differing viewpoints as part of the comprehensive planning process and places particular emphasis on public participation, orderly development, and the balancing of housing needs with community character. Addressing these issues through transparent analysis, inclusive public process, and clear findings of consistency with the

adopted Berryville Area Plan helps ensure that growth advances the health, safety, and welfare of the community while respecting the Town's established identity.[1][2][3]

Footnotes (Statutory Authority)

1. **Code of Virginia §15.2-2223** — Requires localities to adopt comprehensive plans that guide the physical development of the jurisdiction, including land use, housing, transportation, and community facilities, and to review those plans periodically with public participation.
2. **Code of Virginia §15.2-2224** — Encourages coordination between municipal and County planning efforts and recognizes the importance of local context and community character in planning decisions.
3. **Code of Virginia §15.2-2283** — Establishes that zoning ordinances and amendments must be made in accordance with the comprehensive plan and be designed to promote the health, safety, welfare, and orderly development of the community.

Loss of Community

Long-term residents of small towns often describe "loss of community" as a **compound social effect**, not a single outcome attributable solely to commuting. Since the post-Great Depression era of industrialization, sociologists, planners, and rural historians have repeatedly identified several *interacting structural changes*. Many of these can be evaluated using **objective, measurable indicators**, even though the experience itself is subjective.

Below is a structured framework that distinguishes commonly cited factors from quantifiable indicators used in planning, sociology, and community development research.

1. Decline in Local Economic Interdependence

1. Cited concern
    a. When daily economic life is no longer locally anchored, informal social bonds weaken.
2. Observable changes
    a. Fewer residents work for locally owned employers
    b. Decline of locally owned retail and service businesses
    c. Replacement by regional chains or remote employers
3. Measurable indicators
    a. Percentage of workforce employed within municipal boundaries
    b. Share of businesses that are locally owned vs. chain/franchise
    c. Retail leakage rate (sales captured outside the community)
    d. Number of independent businesses per 1,000 residents
    e. Commercial property vacancy rates in historic downtowns

2. Erosion of "Third Places."

(Informal public gathering spaces beyond home and work)

1. **Cited concern**
    a. Loss of casual, repeated encounters that reinforce familiarity and trust.
2. **Observable changes**
    a. Closure of diners, barber shops, cafés, post offices, and local parks
    b. Shift toward private or transactional spaces
3. **Measurable indicators**
    a. Number of third-place venues per capita
    b. Park acreage per 1,000 residents

c. Library visits per capita
d. Pedestrian counts in commercial cores
e. Hours of operation of public facilities

3. Reduced Civic Participation

1. Cited concern
    a. Communities feel less cohesive when fewer people participate in shared governance and volunteer life.
2. Observable changes
    a. Lower attendance at town meetings, civic clubs, faith organizations
    b. Aging leadership with limited succession
3. Measurable indicators
    a. Voter turnout in local elections
    b. Membership levels in civic, fraternal, and service organizations
    c. Volunteer hours per capita
    d. Number of active nonprofit organizations per 1,000 residents
    e. School board/planning commission candidate counts

4. Residential Instability and Shorter Tenure

1. Cited concern
    a. Community identity weakens when neighbors are transient rather than long-term.
2. Observable changes
    a. Higher renter turnover
    b. In-migration replacing generational residency
3. Measurable indicators
    a. Median length of residence
    b. Annual residential turnover rate
    c. Percentage of owner-occupied housing
    d. Percentage of residents born in-state or in-county
    e. Housing cost burden relative to local wages

5. Spatial Fragmentation of Daily Life

1. Cited concern
    a. Daily routines no longer overlap geographically, reducing shared experience.

2. Observable changes
    a. Children attend school outside the Town
    b. Shopping, healthcare, and recreation occur elsewhere
3. Measurable indicators
    a. Percentage of students attending non-local schools
    b. Share of retail spending occurring outside Town
    c. Healthcare utilization outside the County
    d. Trip-chaining and travel-pattern data (LEHD / LODES)

6. Decline in Intergenerational Interaction

1. Cited concern
    a. Loss of informal mentoring and shared norms across age groups.
2. Observable changes
    a. Age-segregated housing and activities
    b. Youth disengagement from local institutions
3. Measurable indicators
    a. Age diversity index by census block
    b. Participation rates in intergenerational programs
    c. School-to-community partnership counts
    d. Youth retention or return-migration rates

7. Automobility and the Loss of Walkability

1. Cited concern
    a. Communities designed around cars reduce chance encounters and social friction.
2. Observable changes
    a. Decline in walkable commercial districts
    b. Separation of residential and civic uses
3. Measurable indicators
    a. Walk Score or intersection density
    b. Percentage of trips under 1 mile made by car
    c. Sidewalk coverage ratio
    d. Traffic volumes through town centers

8. Media and Social Substitution Effects

1. Cited concern
    a. Digital interaction replaces face-to-face engagement.
2. Observable changes

    a. Fewer in-person social activities
    b. Greater reliance on national or online communities
3. Measurable indicators
    a. Time-use survey data (screen time vs. civic time)
    b. Attendance trends at local events
    c. Local newspaper circulation decline
    d. Participation in local vs. online groups

9. Institutional Centralization

1. **Cited concern**
    a. Decision-making shifts away from local actors.
2. **Observable changes**
    a. Consolidation of schools, hospitals, and emergency services
3. **Measurable indicators**
    a. Number of locally controlled institutions over time
    b. Distance to nearest essential services
    c. Per-capita local government staffing levels

Essential Definitions

There are several terms frequently used in discussions of housing and planning issues for which clear definitions are important to ensure informed discussion. For example, “affordable housing” can be used as a regulatory term, a meaningless political campaign sound bite, or a descriptive term of how the cost of housing relates to a specific individual's income. Rational policy discussions require that the parties agree on both the definition and the context of such a term.

Affordable Housing (Expressed as a Regulatory Term)

Housing for which the total monthly cost of ownership or rent, including utilities, does not exceed **30 percent of gross household income**, consistent with commonly accepted affordability standards. For planning purposes, affordability in Berryville may be evaluated using **Area Median Income (AMI)** benchmarks as published by the U.S. Department of Housing and Urban Development. Affordable housing may include rental or ownership units and may be delivered through market-based mechanisms, regulatory incentives, or public-private partnerships, as determined by Town policy. In Berryville, the Area Median Income for a three-person household is $81,450. **Based on the 30 percent affordability standard, housing expenses of $2,036 would be considered “affordable housing” for such a household.**

Affordable Housing (Expressed as a Statement of Reality)

The three-member Jones household has a monthly income of $4,000 ($48,000/year or $23.07/hour). Based on that income**, “affordable housing” exists for them only if the mortgage or rent plus utilities are less than $1,200 per month.**

Workforce Housing

Housing that is **attainable to households employed within or near the Town of Berryville**, including but not limited to educators, public safety personnel, healthcare workers, service workers, and skilled trades, without requiring excessive commuting. Workforce housing is intended to align **local wage levels with prevailing housing costs** and may serve households earning approximately **60 to 120 percent of Area Median Income**, depending on household size and market conditions. Workforce housing may be provided through a variety of housing types, densities, and tenure models, and is not inherently defined by subsidy status or long-term income restrictions.

What Is Affordable Housing?

Affordable housing refers to homes priced so that low- and moderate-income households can afford them without sacrificing other necessities such as food, transportation, or healthcare. Typically, housing is considered affordable when a household spends no more than 30% of its income on rent, mortgage payments, and utilities.

Affordable housing is a concept that varies depending on its context and the intentions of the person using the term. A candidate or sitting politician might use the term “affordable housing” without a definition as a sound bite or comment that will generally be seen as positive by the audience. Sadly, without a definition attached, the term itself means very little, though it seems to suggest that people in the audience and those they care about will be able to find housing in the particular geographical area—no promises, no assurances, just something that sounds nice.

“Affordable Housing” is a frequently used tag, but what does it mean? Why is affordable housing of any importance?

- Housing so that our kids can stay close and find jobs in the community and continue to knit into the business and social fabric of the neighborhood.
- Housing that will allow the development of businesses and institutions that have a local and stable workforce.
- Housing, jobs, and institutions are situated locally, reducing commuter and shopping traffic.
- A community with a mix of land use that will foster a social, cultural, business, and supportive services environment that is sustainable.
- Affordable housing, when defined as a legal or regulatory term by the federal Department of Housing and Urban Development, is:
- Housing is considered “affordable” if the occupant pays no more than 30 percent of gross household income for total housing costs, including utilities.
- Households paying more than 30 percent of income on housing are considered “cost-burdened,”
- Those paying more than 50 percent are “severely cost-burdened.”

Why Does Affordable Housing Matter?

- It helps ensure that essential workers, families, seniors, and young people can live in the communities they support.
- It reduces homelessness and housing instability, promoting better health, educational, and employment outcomes.
- Well-implemented, affordable housing can help communities avoid being merely a place for commuters to recover between work shifts. A balance between housing options and costs can help businesses attract and retain a stable workforce. Freed from the requirement of long-distance commuting, residents can engage with community life rather than solely focus on their work and the stress of a daily commute.

This Affordable Housing Discussion is Not. . .

The scope of this discussion does not include:

- The development of large-scale, purpose-built public housing projects that limit tenancy to residents meeting highly restrictive maximum income limits.
- The construction of multiple high-density apartment buildings.
- Elimination of zoning for single-family homes. This topic typically arises in conjunction with what is frequently referred to as “missing middle” housing, a controversial approach to encouraging aggressive infill of multifamily or attached housing within existing low-density residential communities. Arlington County, Virginia, has most recently been embroiled in this discussion.

While some communities find such approaches necessary to the discussion of affordable housing, these highly complex topics are beyond the scope of our immediate or foreseeable needs in Berryville.

Clarke County Conditions

Clarke County exhibits a high proportion of outward commuting, with a substantial share of employed residents traveling to employment centers outside the County. While this pattern expands access to regional labor markets, it also reduces weekday daytime population presence, which historically supported local commerce, civic engagement, and informal social interaction.

Housing affordability analysis indicates that minimum annual housing costs, inclusive of rent or mortgage and basic utilities, consume a disproportionate share of income for households earning at or below median wages. Under HUD affordability standards, many entry- and mid-level workers must exceed recommended housing cost burdens or seek housing outside the County.

These conditions contribute to longer commute times, reduced volunteer availability, and increased turnover in essential local services. Collectively, the data suggest incremental erosion of traditional community interaction patterns rather than abrupt change.

From a policy perspective, the findings align with Comprehensive Plan objectives that emphasize workforce housing availability, transportation efficiency, and preservation of community character. Addressing housing supply and job–housing balance at the county scale is likely to yield secondary benefits for civic participation and local economic resilience.

Berryville Conditions

Conditions specific to the Town of Berryville, focusing on population characteristics, employment access, housing affordability, and community interaction patterns within the town limits. The analysis complements the countywide assessment while recognizing Berryville's distinct role as the county seat and primary civic center.

Berryville's historic development pattern reflects a compact town structure in which residential neighborhoods, schools, civic institutions, and local businesses were traditionally located within short walking distance of one another. This proximity supported frequent face-to-face interaction and a strong sense of local identity.

In recent decades, increased regional commuting and rising housing costs have altered these dynamics. A growing share of Berryville residents now commute outside the Town for employment, while many individuals employed within the Town reside elsewhere due to housing availability and cost constraints.

Housing affordability pressures are particularly salient for entry-level workers, public service employees, and older residents on fixed incomes. These pressures contribute to household turnover and reduce the likelihood that workers employed in Berryville will also reside there.

Despite these challenges, Berryville retains a relatively high level of civic engagement compared to similarly sized towns. Policies that expand housing options within the Town and improve job–housing alignment are likely to reinforce existing community strengths while mitigating the gradual erosion of community interaction.

Community Impact & Commuting Background

The Effect of Housing Costs on Commuting: Affordable and Workforce Housing in Berryville and Clarke County

When considering affordable and workforce housing in Berryville, it is helpful to ground the discussion in measurable relationships between **wages, housing costs, and commuting patterns** within Clarke County.

Using the standard affordability benchmark—housing costs at or below **30 percent of household income**—current housing prices imply income thresholds that significantly exceed what most locally available entry-level and early-career jobs provide. Recent market conditions indicate that average monthly housing costs in Clarke County range from $2,300 to $2,800, requiring an annual household income of **$90,000 to $110,000** to remain affordable under HUD standards.

By contrast, many of the occupations that sustain Berryville's daily economy—education, healthcare support, public safety, retail, food service, and skilled trades at the apprentice or early career level—typically fall well below that income range, even for full-time workers.

This gap between local wages and housing costs has measurable consequences, including where people can afford to live near employment. A growing share of Clarke County's workforce resides outside the County and commutes inward for employment, while many residents commute outward to higher-wage job centers in Frederick County, Winchester, Northern Virginia, or the I-81 corridor to meet housing affordability requirements. Census-based commuting data show that Clarke County is no longer primarily a live-where-you-work community, but instead part of a broader regional labor shed. This pattern increases vehicle miles traveled, places additional demand on regional transportation infrastructure, and shifts household expenditures away from local goods, services, and civic participation. Over time, the mismatch between employment locations and housing affordability alters the Town's social and economic fabric, as fewer locally employed workers can live in Berryville itself.

The desirability of a sense of community in small towns often arises in any discussion of community development. The sense of "community" is largely subjective, but it is readily recognized when present. One method that has arisen in research is the use of commuting time and distance as a "proxy" for the sense of community (i.e., community interaction and cohesion). As with many such measures, they tend to be most useful as indicators rather than absolute measures. That being said, the approach is practical and can be used to show trends over time as well.

This exhibit examines commuting patterns; specifically, it evaluates inward and outward commuting ratios to assess the degree to which residents live, work, and conduct daily activities within the same jurisdiction.

High levels of outward commuting reduce the weekday daytime population available for local commerce, civic participation, and informal social contact. Conversely, high levels of inward commuting may support employment activity but do not necessarily strengthen resident-based community networks.

Research and planning practice suggest that community cohesion begins to measurably decline when a majority of employed residents regularly work outside their home jurisdiction. At this point, daily routines become oriented toward external employment centers rather than local institutions.

In Clarke County and Berryville, available commuting data indicate sustained outward commuting levels above this threshold. The effect is incremental rather than abrupt, manifesting as reduced volunteer availability, shortened local business hours, and declining participation in weekday civic activities.

These findings are intended to inform land use and housing policy discussions by illustrating the connection between job–housing balance and the maintenance of community character.

Commuting and 'Community Feel' (Clarke County, VA)

Purpose: Provide objective indicators that relate commuting patterns to community cohesion. Date prepared: December 17, 2025.

- Community Cohesion / Commuting Dilution Index (CCDI): 73.6 / 100 (Very high stress (bedroom-community pattern))
- Components (points): Out-commuting 42.2; Mean commute time 18.9; 90+ minute 'super commutes' 5.7; Work-from-home 6.8.

Key commuting indicators (latest available):

Indicator	Latest value	Why it matters
Mean travel time to work	33.9 minutes (ACS 2019-2023)	Longer commutes reduce time for civic participation, local commerce, and informal ties.
Out-commuting rate (work outside the County)	88% (2022 LODES)	Signals a 'bedroom community' pattern: daily life and networks orient outward.
Worked from home	16.9% (ACS 2023 5-year)	Reduces travel time but can lower incidental local contact if daily routines are home-based.
90+ minute super-commute share	3.43% (ACS 2023 5-year)	Extreme time burdens are associated with sharp declines in volunteering and local involvement.

Implications for 'community feel':

Clarke County operates in a high out-commuting environment, meaning many residents spend most of their weekday hours outside the County.

This pattern typically weakens shared schedules (school events, civic meetings, volunteerism) and shifts everyday spending and social identity toward job centers.

Housing policy that enables workforce households to live closer to local employment (or enables more local employment) can strengthen cohesion; the opposite can accelerate dilution.

Planning levers (high impact):

Reduce commute burden: prioritize 'workforce housing' near daily-service jobs and near regional commute corridors to minimize travel time.

Increase local job access: allow mixed-use nodes and small-footprint employment spaces (office/flex, maker space, childcare, medical, logistics support).

Strengthen local institutions: site schools, parks, community centers, and civic meeting spaces to maximize cross-neighborhood interaction.

Measure annually: track mean commute time, out-commuting, and work-from-home as leading indicators of cohesion risk.

Notes & sources (most recent):

U.S. Census Bureau QuickFacts (ACS 2019-2023): mean travel time to work for Clarke County, VA.

Weldon Cooper Center for Public Service (UVA), StatChat 'Visualizing Virginia's Commute' (July 17, 2025): Clarke County out-commuting rate (2022 LODES).

Data USA (ACS 2023 5-year): work-from-home share and 90+ minute super-commute share for Clarke County, VA.

Commuting and 'Community Feel' (Town of Berryville, VA)

Same framework as county briefing; metrics are scaled to the town level where data are available. Date prepared: December 17, 2025.

- **Community Cohesion / Commuting Dilution Index (CCDI): 66.2 / 100 (High stress (community feels at risk))**
- Components (points): Out-commuting 42.2; Mean commute time 16.6; 90+ minute 'super commutes' 1.2; Work-from-home 6.1.

Key commuting indicators (latest available):

Indicator	Latest value	Why it matters
Mean travel time to work	31.6 minutes (ACS 2023 5-year)	Still above the U.S. average; time pressure reduces local participation.
Out-commuting rate (proxy)	88% (county rate; 2022 LODES)	Town-specific out-commuting is not published in the cited LODES county dashboard; county rate is the best available proxy.
Worked from home	15.3% (ACS 2023 5-year)	WFH time savings can help civic life, but only if residents reinvest time locally.
90+ minute super-commute share	0.747% (ACS 2023 5-year)	Lower than the county share, suggesting fewer extreme commuters among town residents.

Proxy note: LODES out-commuting rates are published for counties/cities; Berryville is a town within Clarke County. For town-level analysis, consider a LEHD/LODES tract-based extraction (OnTheMap) or a custom commuting flow tabulation.

Implications for 'community feel':

Berryville's average commute time is slightly lower than the countywide mean, which is directionally favorable for local involvement.

However, the broader county-level out-commuting structure means many households' weekday routines remain oriented to external job centers.

Berryville can counteract dilution by clustering daily needs (schools, childcare, groceries, recreation, civic space) within walkable or short-drive distances and by enabling diverse housing options that keep local workers in Town.

Town-focused planning levers (high impact):

Housing that supports local institutions: add attainable units near schools, parks, the core retail area, and major employers to increase daily overlap.

Transportation and safety: improve sidewalks, crossings, and bike connections to keep errands and youth activities town-centered.

Civic programming: schedule events at times that accommodate commuters (e.g., later start), and expand 'third places' (libraries, community rooms, recreation).

Monitor: track commute time, WFH share, and local retail leakage as practical proxies for whether daily life is staying in-town.

Notes & sources (most recent):

Census Reporter (ACS 2023 5-year): Berryville, VA, mean travel time to work.

Data USA (ACS 2023 5-year): work-from-home share and 90+ minute super-commute share for Berryville, VA.

Weldon Cooper Center for Public Service (UVA), StatChat 'Visualizing Virginia's Commute' (July 17, 2025): Clarke County out-commuting rate used as proxy for the Town.

Workforce Housing Capacity Analysis – Town of Berryville, Virginia

The following sections outline one possible approach to increasing the availability of affordable workforce housing within the existing planning and zoning framework. It does not focus on developing a single large housing project but instead primarily uses infill, mixed-use, and auxiliary dwelling units to expand affordable housing for people who work and want to live in Berryville. It is not an advocacy or any particular approach, but is presented merely to illustrate possibilities.

1. Purpose and Scope
    a. This appendix evaluates the capacity of existing Berryville zoning districts to accommodate workforce-accessible housing, particularly for entry-level and apprentice households (1–3 persons). The analysis is intended to inform Planning Commission deliberations, zoning text or map amendment discussions, and Comprehensive Plan implementation actions.

2. Berryville Housing Cost Context
    a. For planning purposes, a minimum realistic housing cost of $28,000 per year ($2,330/month) is used for Berryville.
    b. Clarke County's inclusion in the Washington–Arlington–Alexandria HUD Fair Market Rent area and Berryville's limited rental inventory are reflected in the cost of housing.

3. Zoning District–Specific Capacity Assessment
    a. The following subsections evaluate practical workforce housing capacity by zoning district, emphasizing realistic development outcomes rather than theoretical density limits.

4. R-1 Low-Density Residential
    a. Allowed forms: Detached single-family dwellings.
    b. Workforce feasibility: Low.
    c. Capacity estimate: Low.
    d. Planning note: R-1 zoning does not meaningfully contribute to workforce housing absent ADUs or subsidy.

5. R-2 Medium Density Residential
    a. Allowed forms: Duplexes and limited attached housing.

b. Workforce feasibility: Limited and site-specific.
c. Capacity estimate: Low–Moderate.

6. R-3 / Multifamily Residential
    a. Allowed forms: Apartments and stacked multifamily.
    b. Workforce feasibility: Highest potential for workforce units.
    c. Capacity estimate: Moderate–High.

7. CBD / Downtown Commercial
    a. Allowed forms: Upper-story residential above commercial.
    b. Workforce feasibility: Strong for small units near services.
    c. Capacity estimate: Moderate.

8. Mixed-Use / Transitional Districts
    a. Allowed forms: Residential and non-residential uses.
    b. Workforce feasibility: Feasible where residential is clearly permitted.
    c. Capacity estimate: Moderate.

9. Accessory Dwelling Units (ADUs)
    a. Allowed forms: Detached or attached accessory units.
    b. Workforce feasibility: High incremental impact.
    c. Capacity estimate: Low individually / Moderate cumulatively.

10. Summary Capacity Conclusions
    a. Berryville's practical capacity to deliver workforce-priced housing is constrained but not absent. Meaningful capacity is concentrated in multifamily, mixed-use, and incremental infill forms.
    b. Workforce/Affordable Housing Findings
    c. Housing costs in Berryville exceed levels affordable to most entry-level and apprentice workers.
    d. This mismatch contributes to labor retention challenges and extended commuting patterns.
    e. Existing zoning districts provide uneven capacity to address workforce housing needs.
    f. Multifamily, mixed-use, and accessory dwelling units offer the most significant opportunity for improvement.
    g. Modest zoning adjustments could yield meaningful workforce housing capacity without altering community character.

h. Workforce housing availability is a relevant consideration in zoning and land-use decisions affecting Berryville's long-term economic stability.

11. Conclusion
    a. Under current zoning, Berryville possesses limited but actionable capacity to address workforce housing needs. Strategic use of existing districts can materially improve affordability outcomes for local workers.

Community Cohesion, Commuting, and Housing Affordability

I. General Findings

1. Community cohesion is strongly associated with the geographic overlap of residence, employment, education, and daily services. Empirical research demonstrates that longer commutes and outward commuting are associated with declining civic participation, reduced social trust, and weaker neighborhood attachment (Putnam, 2000; Sampson, 2012).

2. Mean one-way commute times exceeding approximately 30 minutes are associated with a nonlinear decline in local engagement and discretionary community activity (Ewing & Cervero, 2010; U.S. Department of Transportation [USDOT], 2019).

3. Communities with a low proportion of residents working locally tend to function as residential or bedroom communities, with social and economic orientation shifting toward external employment centers (Florida, 2017; OECD, 2016).

II. Jurisdiction-Specific Findings

A. Clarke County, Virginia

Clarke County exhibits a high degree of outward commuting, with the majority of employed residents traveling outside the County for work. American Community Survey data indicate a mean one-way commute time exceeding 30 minutes, placing the County within a range commonly associated with diminished local civic participation. LEHD Origin-Destination Employment Statistics further demonstrate a pronounced imbalance between the resident labor force and local employment opportunities. These conditions are characteristic of a structurally defined bedroom community and place ongoing stress on locally rooted institutions, volunteer capacity, and small businesses.

B. Town of Berryville, Virginia

Berryville, as the County seat and primary service center, retains comparatively stronger local institutions and civic identity; however, available data indicate that residents experience commute times similar to the County as a whole. A substantial share of Berryville's workforce is employed outside the Town, resulting in reduced daily overlap between residents' home lives and work lives. While Berryville continues to function as a focal point for schools, services, and governance, current commuting patterns place the Town at risk of gradual erosion of community cohesion, absent policies that enable more residents to live closer to employment and daily services.

III. Consistency with the Comprehensive Plan

The Comprehensive Plan for Clarke County and the Town of Berryville emphasizes preservation of community character, support for local institutions, efficient land use, and reduced transportation burdens. Housing strategies that enable workers, young families, and essential employees to reside within or near the community directly advance these objectives.

Conversely, land use patterns that limit housing availability or affordability tend to increase commuting distances, thereby undermining Comprehensive Plan goals related to sustainability, civic engagement, and economic vitality. Accordingly, housing initiatives that reduce outward commuting and shorten daily travel distances are consistent with and supportive of the adopted Comprehensive Plan policies.

IV. Methods and Data Sources

This analysis relies on publicly available federal datasets and peer-reviewed literature. Primary sources include the American Community Survey (2019–2023 5-Year Estimates), LEHD Origin-Destination Employment Statistics (Version 8), and the National Household Travel Survey (2017). For Berryville-specific analysis, place-level ACS data were used where available; County-level commuting flows were applied as a conservative proxy where small-area data stability was limited.

V. References (APA)

1. American Community Survey. (2024). 2019–2023 American Community Survey 5-year estimates. U.S. Census Bureau.
2. Ewing, R., & Cervero, R. (2010). Travel and the built environment: A meta-analysis. Journal of the American Planning Association, 76(3), 265–294.
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7. U.S. Census Bureau. (2023). LEHD Origin-Destination Employment Statistics (LODES), Version 8.
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Housing Cost & Workforce Affordability Analysis

This analysis evaluates the relationship between prevailing wages and minimum housing costs affecting the local workforce. Housing costs are defined as the combined annual expense of rent or mortgage payments and basic utilities.

Using HUD affordability standards, housing is considered affordable when it costs no more than 30% of household income. In both Clarke County and adjacent employment markets, many entry- and mid-level positions do not generate sufficient income to meet this standard without a cost burden.

As a result, workers increasingly seek housing outside the jurisdictions where they are employed, contributing to longer commutes, higher transportation costs, and increased employee turnover for local employers.

These dynamics affect not only private-sector employment but also public safety, education, healthcare, and nonprofit service delivery, all of which rely on stable, locally available workforces.

The analysis underscores the importance of aligning housing supply with workforce income levels as part of a comprehensive strategy to support economic resilience and community stability.

HUD Area Median Income data for the **Winchester, VA–WV MSA** (used for Berryville in many HUD programs) establishes the income bands that affordable and workforce housing policies typically reference. To illustrate **AMI bands by household size** in Winchester, VA-WV MSA (HUD FY 2025):

Household Size	80% AMI	100% AMI (MFI)	120% AMI
1 person	~$63,360	~$79,200	~$95,040
2 person	~$72,400	~$90,500	~$108,600
3 person	~$81,450	~$101,800	~$122,160
4 person	~$90,500	~$113,100	~$135,720
5 person	~$97,750	~$122,200	~$146,640
6 person	~$105,000	~$131,200	~$157,440

AMI-to-Local-Wage Crosswalk

Table 1. AMI Levels Converted to Annual and Hourly Wages

ILLUSTRATIVE EXAMPLE USING AN AMI OF $113,100 FOR A 4-PERSON HOUSEHOLD.

Household Scenario	Annual Income	Hourly Wage Equivalent	Planning Interpretation
50% AMI household	$56,550	$27.19	Entry-level dual-earner or single moderate-wage household
60% AMI household	$67,860	$32.63	Many services, healthcare support, and skilled trades
80% AMI household	$90,480	$43.50	Teachers, mid-career trades, single-earner households
100% AMI household	$113,100	$54.38	Professional or dual-earner households
120% AMI household	$135,720	$65.25	Upper end of workforce range

Use: This crosswalk illustrates why single-earner households often struggle to meet affordability thresholds in Berryville and why workforce housing strategies frequently assume dual incomes.

Table 2. Housing Cost Affordability Check

(Applies to both Affordable and Workforce Housing)

Monthly Housing Cost	Annual Housing Cost	Required Household Income (30%)	Approx. Hourly Wage
$1,500	$18,000	$60,000	~$29/hour
$2,000	$24,000	$80,000	~$38/hour
$2,300	$27,600	$92,000	~$44/hour
$2,800	$33,600	$112,000	~$54/hour

Comparative analysis narrative: illustrating the AMI-to-wage gap

For FY2025, the **80% AMI ("Low Income")** threshold is **$90,500** for a 4-person household; at the standard affordability benchmark (housing at **≤30%** of gross income), that equates to roughly **$2,262/month** in total housing cost capacity (rent/mortgage plus utilities).

When those benchmarks are compared to **local wage realities**, a gap becomes evident: many essential community-serving occupations (public safety, education, and health support roles) fall below the income levels typically needed to afford prevailing market costs without cost burden—particularly for **family households**. In the Winchester area labor market, mean annual wages for firefighters (~$47k), police patrol officers (~$57k), medical assistants (~$40k), and nursing assistants (~$37k) generally align with **30–60% AMI** when treated as a single-earner **family** income, even though they may fall into higher bands for a single-person household.

This difference in focus is why local housing strategies often distinguish between:

- **Affordable housing** (commonly targeting ≤60% AMI, and sometimes ≤80% AMI depending on program and tenure); and
- **Workforce housing** (often aimed at households between roughly 60% and 120% AMI, including local public-safety staff, teachers, and healthcare workers who are priced out by market supply). HUD User

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2) Rent payment affordability table (max monthly housing costs at 30% of income)

- Winchester, VA–WV MSA (HUD basis for Berryville), FY2025 HOME Income Limits (effective June 1, 2025).
- Max monthly housing cost = Annual income × 30% ÷ 12. Income limits are HUD-published for 30/60/80; 100% is derived from the HUD 80% limit ÷ 0.80 (rounded to the nearest $50).

HH Size	30% AMI income	Max monthly @30%	60% AMI income	Max monthly @60%	80% AMI income	Max monthly @80%	100% AMI income (derived)	Max monthly @100%
1	$23,800	$595	$47,520	$1,188	$63,350	$1,584	$79,200	$1,980
2	$27,200	$680	$54,300	$1,358	$72,400	$1,810	$90,500	$2,262
3	$30,600	$765	$61,080	$1,527	$81,450	$2,036	$101,800	$2,545

HH Size	30% AMI income	Max monthly @30%	60% AMI income	Max monthly @60%	80% AMI income	Max monthly @80%	100% AMI income (derived)	Max monthly @100%
4	$33,950	$849	$67,860	$1,696	$90,500	$2,262	$113,100	$2,828
5	$36,700	$918	$73,320	$1,833	$97,750	$2,444	$122,200	$3,055
6	$39,400	$985	$78,720	$1,968	$105,000	$2,625	$131,250	$3,281
7	$42,100	$1,052	$84,180	$2,104	$112,250	$2,806	$140,300	$3,508
8	$44,850	$1,121	$89,580	$2,240	$119,500	$2,988	$149,400	$3,735

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3) Local wage crosswalk: common occupations vs AMI bands

How to read this table: Each occupation's approximate annual pay is compared to the FY2025 AMI thresholds for a **1-person**, **3-person**, and **4-person** household to show the AMI band the wage would fall into under those household sizes (illustrative; actual households vary). Income limits are HUD; wage figures are from the BLS OEWS for the Winchester, VA–WV area unless noted. frederickcountyschoolsva.net+7HUD User+7Bureau of Labor Statistics+7

Occupation (illustrative)	Annual pay (approx.)	Band if 1-person HH	Band if 3-person HH	Band if 4-person HH
K-12 Teacher (example: Frederick Co. PS BA Step 1)	$54,000	60–80% AMI	30–60% AMI	30–60% AMI
Firefighter	$47,140	30–60% AMI	30–60% AMI	30–60% AMI
Police patrol officer	$57,480	30–60% AMI	30–60% AMI	30–60% AMI
Paramedic	$53,930	60–80% AMI	30–60% AMI	30–60% AMI
Registered nurse	$89,280	80–100% AMI	60–80% AMI	60–80% AMI
Medical assistant	$39,650	30–60% AMI	30–60% AMI	30–60% AMI
Nursing assistant	$37,340	30–60% AMI	30–60% AMI	30–60% AMI
Home health / personal care aide	$28,750	30–60% AMI	<30% AMI	<30% AMI

Occupation (illustrative)	Annual pay (approx.)	Band if 1-person HH	Band if 3-person HH	Band if 4-person HH
Retail salesperson	$34,290	30–60% AMI	30–60% AMI	30–60% AMI
Construction laborer	$39,060	30–60% AMI	30–60% AMI	30–60% AMI
Heavy truck driver	$52,130	60–80% AMI	30–60% AMI	30–60% AMI

Housing Affordability and Wages

Below is an expanded comparison using (1) **standardized wage data** for the two competing regional labor markets and (2) **recently posted/pay-estimate ranges** from prominent employers and job boards that commonly supply entry-level and apprentice labor in the Clarke–Frederick area.

1. Affordability benchmark vs. typical local pay

- If housing + utilities are **$24,000/year**, the 30% standard implies:
- **Required household income:** $24,000 ÷ 0.30 = **$80,000/year**
- **Equivalent full-time hourly (single earner):** $80,000 ÷ 2,080 ≈ **$38.46/hour**

2. Standard wage baselines: Winchester MSA vs. Hagerstown–Martinsburg MSA

- For Clarke/Frederick, the most relevant wage geography is typically the **Winchester, VA–WV Metro Area** (BLS/CareerOneStop metro tables use May 2024 OEWS estimates). CareerOneStop+2CareerOneStop+2
- A key competing labor market to the north is the **Hagerstown–Martinsburg, MD–WV Metro Area**. CareerOneStop+2CareerOneStop+2
- **Entry-level production / warehouse-type work (median hourly)**
- **Winchester (VA–WV Metro):**
  - Stockers & Order Fillers: **$17.83/hr** (median) CareerOneStop
  - Laborers & Freight/Stock/Material Movers (Hand): **$19.59/hr** (median) CareerOneStop
  - Construction Laborers (often entry-level construction): **$18.81/hr** (median) CareerOneStop
  - **Hagerstown–Martinsburg (MD–WV Metro):**
  - Stockers & Order Fillers: **$16.95/hr** (median) CareerOneStop
  - Laborers & Freight/Stock/Material Movers (Hand): **$18.75/hr** (median) CareerOneStop
  - Construction Laborers: **$20.83/hr** (median) CareerOneStop
- **What matters:** these "median" wages are typically **$18–$22 per hour below** the ~$38.46/hr implied by your $80k single-earner affordability target.
  - **Skilled trades (median hourly)**
    - **Winchester (VA–WV Metro):**
    - Electricians: **$28.70/hr** (median) CareerOneStop
    - **Hagerstown–Martinsburg (MD–WV Metro):**
    - Electricians: **$29.73/hr** (median) CareerOneStop+1

- HVAC Mechanics & Installers: **$27.56/hr** (median) CareerOneStop
- Welders: **$23.20/hr** (median) CareerOneStop
- **What matters:** even skilled trades at "median" commonly sit **$9–$15/hr below** the ~$38.46/hr affordability-implied wage, before you account for the fact that **apprentices are typically paid below the occupation median**.

3. Reality check from posted/pay-estimate ranges near Clarke/Frederick

These are not perfect (job-board methodology varies), but they show what entry-level candidates actually see when deciding whether to take (or stay in) jobs locally.

Warehouse/fulfillment

- **Amazon (Clear Brook, VA) fulfillment associate posting:** "Up to **$18.85/hr**" (plus sign-on bonus noted on the posting). Amazon Jobs
- **Indeed (Winchester) warehouse worker pay from postings (36-month sample, updated Nov 2025):** about **$17.41/hr** average. Indeed
- **ZipRecruiter (Winchester) warehouse associate:** about **$16.82/hr** average. ZipRecruiter
- Example Indeed posting snippet (Winchester): Warehouse Associate "From **$18.55/hr**" (Advance Auto Parts). Indeed

Production / light manufacturing

- **Trex (Winchester) manufacturing category pay estimates (from postings):** e.g., Packaging Technician around **$17.19/hr** (range shown across roles). Indeed
- Example posting snippet (Winchester): Production Operator starting **$20/hr** + shift differential (Avient). Indeed
- **Indeed (Winchester) assembler pay from postings (updated Nov 2025):** about **$19.90/hr** average. Indeed

Apprentice/helper trades

- **Indeed (Winchester) apprentice electrician pay from postings (updated Feb 2025):** about **$24.35/hr** average. Indeed
- Example posting snippet: Electrical Apprentice & Helpers **$18–$22/hr** (Winchester-area listing). Indeed
- Example posting snippet: "Electronic Technician Apprentice – Days" (HP Hood, Winchester) shows **$25.57–$31.65/hr**. Indeed

4. What the comparison indicates for attraction/retention

- Using the benchmark, **$38.46/hr** is the "single-earner equivalent" of an $80k household. Against that:
- **Most entry-level production/warehouse roles** in the Winchester labor market cluster around **~$16–$20/hr**, implying a **$18–$22/hr shortfall** relative to the affordability benchmark. Indeed+2Amazon Jobs+2
- **Apprentice roles** are often **~$18–$25/hr** early on (sometimes higher in specific technical tracks), still typically **$13–$20/hr below** the benchmark. Indeed+2Indeed+2
- **Even skilled-trade medians** (electrician/HVAC) can remain **below the $38.46/hr level**, meaning the "$24k housing cost floor" effectively forces either (a) **two incomes**, (b) **nonstandard housing arrangements**, (c) **long commutes from lower-cost areas**, or (d) **cost-burdened households**—all of which drive churn, absenteeism, and hiring friction. CareerOneStop+2CareerOneStop+2

Workforce Housing Viability and Child Care Constraints

Purpose and Scope

This section explains how workforce earnings, housing costs, and child care availability interact to affect housing affordability in Berryville and Clarke County. It is written for general information and to highlight a topic integral to workforce housing.

Workforce Housing Affordability

Using the standard benchmark that housing costs should not exceed 30 percent of gross household income, a household facing approximately $2,800 per month in housing expenses requires roughly $80,000 in annual income. Few early-career or entry-level jobs locally meet this threshold, limiting single-earner household viability.

Dual-Income Households and Child Care Constraints

Many households rely on two full-time wage earners earning approximately $20 per hour each to meet housing affordability thresholds. However, child care is a work-enabling expense that significantly reduces the net benefit of the second income. Typical Virginia child care costs range from $10,000 to $16,000 per year per child.

Clarke County Child Care Context

Clarke County has a limited number of licensed child care providers, as indicated by Virginia Department of Social Services licensing searches. Availability constraints, staffing limitations, and compatibility with work schedules further restrict access.

Consistency with the Comprehensive Plan

This analysis supports Comprehensive Plan goals related to workforce retention, housing affordability, and coordinated community services. It identifies child care availability as a key workforce infrastructure issue affecting housing stability.

Retention Pressure – How Stressed are Employees?

Below is a simple, portable **Retention Pressure Metric** based on your assumption that **housing + utilities = $24,000/year** (i.e., **$2,000/month**).

Retention pressure metric

Housing Cost Burden Ratio (HCBR)

$$HCBR = \frac{\$24{,}000}{Gross\ annual\ income}$$

Where gross annual income is approximated as:

$$Gross\ annual\ income = Hourly\ wage \times 2{,}080$$

Interpretation bands (commonly used in housing policy practice):

- **Affordable:** ≤ 30%
- **Moderate pressure:** 30–40%
- **High pressure:** 40–50%
- **Severe pressure:** > 50%

Results at common entry/apprentice wage points

Assumes full-time, 2,080 hours/year.

Hourly wage	Gross annual pay	Gross monthly pay	Housing share of gross (HCBR)	Above 30% standard	Gross left after housing (monthly)	Pressure band
$17.00	$35,360	$2,946.67	**67.9%**	+37.9 pts	$946.67	**Severe**
$20.00	$41,600	$3,466.67	**57.7%**	+27.7 pts	$1,466.67	**Severe**
$25.00	$52,000	$4,333.33	**46.2%**	+16.2 pts	$2,333.33	**High**
$30.00	$62,400	$5,200.00	**38.5%**	+8.5 pts	$3,200.00	**Moderate**
$38.46	$79,996.80	$6,666.40	**30.0%**	~0 pts	$4,666.40	**Affordable**

What this means in one sentence
At the wage levels that dominate **entry-level warehouse/production** and many **early apprenticeships** (often ~$17–$25/hour), your $24k/year housing floor implies a **high-to-severe cost burden**, which is strongly associated with churn risk unless households have a second income, cheaper housing, or employer-provided offsets.

Retention Pressure Metric applied to two-earner households

- **Housing + utilities:** $24,000/year ($2,000/month)
- **Full-time work:** 2,080 hours per earner
- **Metric:** Housing Cost Burden Ratio (HCBR) = Housing ÷ Gross Household Income

Two-earner retention pressure table

Earner A	Earner B	Combined hourly equivalent*	Gross household income (annual)	Gross household income (monthly)	Housing share of gross (HCBR)	Pressure band
$17/hr	$17/hr	$34.00	$70,720	$5,893	**40.7%**	**High**
$20/hr	$20/hr	$40.00	$83,200	$6,933	**34.6%**	**Moderate**
$25/hr	$25/hr	$50.00	$104,000	$8,667	**27.7%**	**Affordable**
$20/hr	$25/hr	$45.00	$93,600	$7,800	**30.8%**	**Moderate (borderline)**
$20/hr	$30/hr	$50.00	$104,000	$8,667	**27.7%**	**Affordable**

*Combined hourly equivalent is simply the sum of both hourly wages and is shown only as a comparison aid.

Key implications for employers and local officials

Two incomes at entry-level wages barely clear affordability.
Two earners at ~$20/hour each (common in warehouse/production) still devote ~35% of gross income to housing—above the standard threshold.

Retention inflection point appears around "2 × $25/hour."
That combination brings housing costs below 30% of gross income, reducing cost stress and improving job stability.

Single-earner households remain structurally strained.
Even at $30/hour (which exceeds many entry/apprentice rates locally), a single earner remains moderately cost-burdened.

Why does this show up as turnover, absenteeism, and long commutes?
When housing absorbs >35–40% of gross income, households compensate by:

- taking second jobs or overtime,
- accepting long commutes from lower-cost counties,
- doubling-up households, or
- exiting the local labor market entirely.

Retention Pressure Chart

Assumptions:

Housing + utilities: $24,000/year ($2,000/month)

Full-time work: 2,080 hours/year per earner

Affordability benchmark: ≤ 30% of gross household income

Housing Cost Burden by Wage Scenario

Household wage scenario	Gross household income (annual)	Housing cost as % of gross	Cost-burden classification	Retention risk signal
1 × $17/hr	$35,360	**67.9%**	Severe	Unsustainable
1 × $20/hr	$41,600	**57.7%**	Severe	Unsustainable
1 × $25/hr	$52,000	**46.2%**	High	Very high churn
1 × $30/hr	$62,400	**38.5%**	Moderate	Ongoing pressure
1 × $38.46/hr	**$80,000**	**30.0%**	Affordable	Stable
2 × $17/hr	$70,720	**40.7%**	High	Fragile
2 × $20/hr	$83,200	**34.6%**	Moderate	Marginal
2 × $20/hr + $25/hr	$93,600	**30.8%**	Moderate (borderline)	Improving
2 × $25/hr	**$104,000**	**27.7%**	Affordable	Stable

Retention Pressure Chart

Assumptions:

- Housing + utilities: **$24,000/year** ($2,000/month)
- Full-time work: **2,080 hours/year per earner**
- Affordability benchmark: **≤ 30% of gross household income**

Housing Cost Burden by Wage Scenario

Household wage scenario	Gross household income (annual)	Housing cost as % of gross	Cost-burden classification	Retention risk signal
1 × $17/hr	$35,360	**67.9%**	Severe	Unsustainable
1 × $20/hr	$41,600	**57.7%**	Severe	Unsustainable
1 × $25/hr	$52,000	**46.2%**	High	Very high churn
1 × $30/hr	$62,400	**38.5%**	Moderate	Ongoing pressure
1 × $38.46/hr	**$80,000**	**30.0%**	Affordable	Stable
2 × $17/hr	$70,720	**40.7%**	High	Fragile
2 × $20/hr	$83,200	**34.6%**	Moderate	Marginal
2 × $20/hr + $25/hr	$93,600	**30.8%**	Moderate (borderline)	Improving
2 × $25/hr	**$104,000**	**27.7%**	Affordable	Stable

Key visual takeaway:
Most **entry-level and apprentice wages locally fall in the "high" or "severe" cost-burden range**, even with two earners.

Housing Costs, Entry-Level Wages, and Workforce Retention
Clarke County & Frederick County, Virginia

Side-by-Side County Comparison (Summary)

Metric	Clarke County	Frederick County
Minimum housing cost (annual)	$28,000	$24,000

Monthly housing cost	$2,330	$2,000
Income needed @30%	$93,000	$80,000
Hourly equivalent	~$44.90/hr	$38.46/hr

Why Employers Struggle to Attract and Retain Entry-Level Workers - The math driving turnover

Minimum family housing cost (rent/mortgage + utilities):

- Clarke County: $28,000 per year
- Frederick County: $24,000 per year

Affordability standard (HUD): Housing ≤ 30% of household income

Income required to meet standard (single earner):

- Clarke County: ≈ $93,000 per year (≈ $44.90/hour)
- Frederick County: $80,000 per year (≈ $38.46/hour)

What most local entry-level jobs actually pay

- Warehouse/production/assembly: $17–$20/hour
- Early construction & trade apprenticeships: $18–$25/hour
- Skilled trades median (not apprentice): $25–$30/hour

Resulting pressure on working households

Single-earner households:

- Clarke County: 67–79% of income at $17–$20/hour; ~54% at $25/hour
- Frederick County: 58–68% of income at $17–$20/hour; ~46% at $25/hour

Two-earner households:

- 35–41% of income, even with two earners at $17–$20/hour

This financial gap leaves most households in high or severe housing-cost burden categories.

How this shows up for employers

When housing exceeds ~35–40% of income, households compensate by seeking higher-

paying jobs elsewhere, accepting long commutes, taking second jobs, or relocating. The result is persistent vacancies, short tenure, training losses, and reduced apprentice completion.

In both counties, housing costs align with mid-career wages while job availability is concentrated at entry-level wages. This structural mismatch cannot be solved by recruitment alone.

Berryville

Berryville experiences heightened retention pressure due to limited rental supply and Clarke County's inclusion in the Washington region's housing market. Using a realistic planning floor of $28,000 per year, entry-level and apprentice workers face severe housing cost burdens unless supported by dual incomes, workforce housing, or zoning-enabled affordability.

In the Clarke–Frederick labor market, housing costs are aligned with mid-career wages, while job availability is concentrated at entry-level wages.

The gap between these two realities creates structural retention pressure that cannot be solved by recruitment alone.

Why this matters for planning and economic development

This mismatch directly affects:

- Local business competitiveness
- Workforce pipeline stability
- Apprentice completion rates
- Long-term economic growth capacity

Absent housing cost relief, employer subsidies, or zoning flexibility for workforce housing, churn is a predictable outcome—not a performance failure.

Berryville, Virginia – Workforce Housing Addendum

This addendum provides a Berryville-specific interpretation of the Clarke County workforce housing analysis. While Berryville is smaller and more rural in character, its housing costs are influenced by Clarke County's inclusion in the Washington–Arlington–Alexandria housing market for HUD purposes, as well as by limited local rental supply.

Berryville housing reality

- Rental supply is limited and is primarily managed by small-scale landlords.
- New construction tends to skew toward higher price points or owner-occupied units.
- Many workforce households commute to Winchester, Loudoun County, or the I-81 corridor.

Housing Cost Basis Used for Berryville

For workforce planning purposes, a minimum housing cost of **$28,000 per year ($2,330/month)** is realistic for a 1 to 3-person household in Berryville. This median cost reflects Clarke County HUD benchmarks rather than Winchester-area rents.

Hourly Wage	Annual Income	Housing % of Income
$17/hr	$35,360	79%
$20/hr	$41,600	67%
$25/hr	$52,000	54%
$30/hr	$62,400	45%

Implications for Berryville planning decisions

- Entry-level and apprentice workers face severe cost burdens unless they have dual incomes.
- Workforce housing units priced below market can materially improve retention.
- Zoning flexibility near employment, services, and transit corridors offers the highest return.

Conclusion

Berryville's labor challenges are not the result of weak wages or insufficient labor supply, but of a structural mismatch between regional housing costs and local entry-level wages. Addressing housing availability is the most direct lever the Town has.

Housing Affordability vs Entry-Level Wages
Frederick County vs Clarke County, VA

Hourly Wage	Frederick County (% income to housing)	Clarke County (% income to housing)
$17/hr	67.9%	79.2%
$20/hr	57.7%	67.3%
$25/hr	46.2%	53.8%
$30/hr	38.5%	44.9%

Conclusion: Entry-level wages result in high to severe housing cost burdens, especially in Clarke County.

Clarke County, VA Workforce Housing & Retention Snapshot

This summarizes the relationship between entry-level/apprentice wages and realistic minimum housing costs in Clarke County, VA. Housing costs reflect rent or mortgage plus utilities using current HUD Fair Market Rent and Census benchmarks.

Minimum realistic family housing cost: $28,000 per year ($2,333 per month).

Hourly Wage	Annual Income	Housing % of Income
$17/hr	$35,360	79.2%
$20/hr	$41,600	67.3%
$25/hr	$52,000	53.8%
$30/hr	$62,400	44.9%

Affordability threshold: Approximately **$44.87/hour** for a single full-time earner to keep housing costs at or below 30% of income.

Policy implication: At prevailing entry-level and apprentice wages, housing costs impose persistent pressure on retention. Workforce housing, zoning flexibility, or employer-assisted housing can materially reduce turnover without relying solely on wage escalation.

Impact of Housing Cost Reduction on Workforce Retention

This table illustrates the effect of a $300/month ($3,600/year) reduction in housing costs on entry-level and apprentice households in Frederick and Clarke Counties, Virginia. The reduction represents achievable interventions such as workforce housing units, employer-assisted housing stipends, or zoning-enabled affordability.

County	Original Housing Cost	Reduced Housing Cost	Affordable Wage Before	Affordable Wage After
Frederick County	$24,000	$20,400	~$38.50/hr	~$32.70/hr
Clarke County	$28,000	$24,400	~$44.90/hr	~$39.20/hr

Conclusion: A $300/month housing reduction produces a labor-market effect equivalent to a $5–$6/hour wage increase. Reduction in employee housing costs materially improves retention outcomes without requiring employers to increase wages directly.

Existing Capacity Within Zoning & Land Use Framework

Workforce Housing Capacity Analysis – Town of Berryville, Virginia

Purpose and Scope

This section illustrates the potential capacity of existing Berryville zoning districts to accommodate workforce-accessible housing, particularly for entry-level and apprentice households (1–3 persons). The analysis is intended to provide a starting point for discussions that lead to action.

Berryville Housing Cost Context

For planning purposes, a minimum realistic housing cost of $28,000 per year ($2,330/month) is used for Berryville. This reflects Clarke County's inclusion in the Washington–Arlington–Alexandria HUD Fair Market Rent area and Berryville's limited rental inventory.

Zoning District–Specific Capacity Assessment

The following subsections evaluate practical workforce housing capacity by zoning district, emphasizing realistic development outcomes rather than theoretical density limits.

R-1 Low-Density Residential

- Allowed forms: Detached single-family dwellings.
- Workforce feasibility: Low.
- Capacity estimate: Low.
- Planning note: R-1 zoning does not meaningfully contribute to workforce housing absent ADUs or subsidy.

R-2 Medium Density Residential

- Allowed forms: Duplexes and limited attached housing.
- Workforce feasibility: Limited and site-specific.
- Capacity estimate: Low–Moderate.

R-3 / Multifamily Residential

- Allowed forms: Apartments and stacked multifamily.
- Workforce feasibility: Highest potential for workforce units.
- Capacity estimate: Moderate–High.

CBD / Downtown Commercial

- Allowed forms: Upper-story residential above commercial.
- Workforce feasibility: Strong for small units near services.
- Capacity estimate: Moderate.

Mixed-Use / Transitional Districts

- Allowed forms: Residential and non-residential uses.
- Workforce feasibility: Feasible where residential is clearly permitted.
- Capacity estimate: Moderate.

Accessory Dwelling Units (ADUs)

- Allowed forms: Detached or attached accessory units.
- Workforce feasibility: High incremental impact.
- Capacity estimate: Low individually / Moderate cumulatively.

Summary Capacity Conclusions

Berryville's practical capacity to deliver workforce-priced housing is constrained but not absent. Meaningful capacity is concentrated in multifamily, mixed-use, and incremental infill forms.

Findings

1. Housing costs in Berryville exceed levels affordable to most entry-level and apprentice workers.
2. This mismatch contributes to labor retention challenges and extended commuting patterns.
3. Existing zoning districts provide uneven capacity to address workforce housing needs.
4. Multifamily, mixed-use, and accessory dwelling units offer the most significant opportunity for improvement.
5. Modest zoning adjustments could yield meaningful workforce housing capacity without altering community character.
6. Workforce housing availability is a relevant consideration in zoning and land-use decisions affecting Berryville's long-term economic stability.

Conclusion

Under current zoning, Berryville possesses limited but actionable capacity to address workforce housing needs. Strategic use of existing districts can materially improve affordability outcomes for local workers.

Commuting and 'Community Feel' (Clarke County, VA)

Purpose: Provide objective indicators that relate commuting patterns to community cohesion.
Date prepared: December 17, 2025.

Community Cohesion / Commuting Dilution Index (CCDI): 73.6 / 100 (Very high stress (bedroom-community pattern))

Components (points): Out-commuting 42.2; Mean commute time 18.9; 90+ minute 'super commutes' 5.7; Work-from-home 6.8.

Key commuting indicators (latest available):

Indicator	Latest value	Why it matters
Mean travel time to work	33.9 minutes (ACS 2019-2023)	Longer commutes reduce time for civic participation, local commerce, and informal ties.
Out-commuting rate (work outside the County)	88% (2022 LODES)	Signals a 'bedroom community' pattern: daily life and networks orient outward.
Worked from home	16.9% (ACS 2023 5-year)	Reduces travel time but can lower incidental local contact if daily routines are home-based.
90+ minute super-commute share	3.43% (ACS 2023 5-year)	Extreme time burdens are associated with sharp declines in volunteering and local involvement.

Implications for 'community feel':

- Clarke County operates in a high out-commuting environment, meaning many residents spend most of their weekday hours outside the County.
- This pattern typically weakens shared schedules (school events, civic meetings, volunteerism) and shifts everyday spending and social identity toward job centers.
- Housing policy that enables workforce households to live closer to local employment (or enables more local employment) can strengthen cohesion; the opposite can accelerate dilution.

Planning levers (high impact):

- Reduce commute burden: prioritize 'workforce housing' near daily-service jobs and near regional commute corridors to minimize travel time.
- Increase local job access: allow mixed-use nodes and small-footprint employment spaces (office/flex, maker space, childcare, medical, logistics support).
- Strengthen local institutions: site schools, parks, community centers, and civic meeting spaces to maximize cross-neighborhood interaction.
- Measure annually: track mean commute time, out-commuting, and work-from-home as leading indicators of cohesion risk.

Commuting and 'Community Feel' (Town of Berryville, VA)

Same framework as county briefing; metrics are scaled to the town level where data are available. Date prepared: December 17, 2025.

Community Cohesion / Commuting Dilution Index (CCDI): 66.2 / 100 (High stress (community feels at risk))

Components (points): Out-commuting 42.2; Mean commute time 16.6; 90+ minute 'super commutes' 1.2; Work-from-home 6.1.

Key commuting indicators (latest available):

Indicator	Latest value	Why it matters
Mean travel time to work	31.6 minutes (ACS 2023 5-year)	Still above the U.S. average; time pressure reduces local participation.
Out-commuting rate (proxy)	88% (county rate; 2022 LODES)	Town-specific out-commuting is not published in the cited LODES county dashboard; county rate is the best available proxy.
Worked from home	15.3% (ACS 2023 5-year)	WFH time savings can help civic life, but only if residents reinvest time locally.
90+ minute super-commute share	0.747% (ACS 2023 5-year)	Lower than the county share, suggesting fewer extreme commuters among town residents.

Proxy note: LODES out-commuting rates are published for counties/cities; Berryville is a town within Clarke County. For town-level analysis, consider a LEHD/LODES tract-based extraction (OnTheMap) or a custom commuting flow tabulation.

Implications for 'community feel':

- Berryville's average commute time is slightly lower than the countywide mean, which is directionally favorable for local involvement.
- However, the broader county-level out-commuting structure means many households' weekday routines remain oriented to external job centers.

- Berryville can counteract dilution by clustering daily needs (schools, childcare, groceries, recreation, civic space) within walkable or short-drive distances and by enabling diverse housing options that keep local workers in Town.

Town-focused planning levers (high impact):

- Housing that supports local institutions: add attainable units near schools, parks, the core retail area, and major employers to increase daily overlap.
- Transportation and safety: improve sidewalks, crossings, and bike connections to keep errands and youth activities town-centered.
- Civic programming: schedule events at times that accommodate commuters (e.g., later start), and expand 'third places' (libraries, community rooms, recreation).
- Monitor: track commute time, WFH share, and local retail leakage as practical proxies for whether daily life is staying in-town.

Consistency with the Comprehensive Plan

This section evaluates the findings of the preceding analyses for consistency with the adopted Comprehensive Plan goals of Clarke County and the Town of Berryville. Particular attention is given to policies that address housing availability, transportation efficiency, economic vitality, and the preservation of community character.

The observed housing affordability gaps are consistent with Comprehensive Plan concerns regarding workforce retention and the need for a broader range of housing types. The data support plan objectives that encourage housing development aligned with local income levels and employment patterns.

Commuting patterns identified in this report reinforce plan policies aimed at reducing vehicle miles traveled, improving the job–housing balance, and strengthening local economic activity. Excessive outward commuting is shown to undermine several plan goals related to civic participation and community cohesion.

Overall, the analyses contained in this report are consistent with and supportive of Comprehensive Plan strategies aimed at sustaining community character while accommodating growth and change in a measured manner.

Appendix 1 - Housing Costs, Entry-Level Wages, and Workforce Retention

Clarke County & Frederick County, Virginia

Side-by-Side County Comparison (Summary)

Metric	Clarke County	Frederick County
Minimum housing cost (annual)	$28,000	$24,000
Monthly housing cost	$2,330	$2,000
Income needed @30%	$93,000	$80,000
Hourly equivalent	~$44.90/hr	$38.46/hr

Why Employers Struggle to Attract and Retain Entry-Level Workers

The math driving turnover

Minimum family housing cost (rent/mortgage + utilities):
• Clarke County: $28,000 per year
• Frederick County: $24,000 per year

Affordability standard (HUD): Housing ≤ 30% of household income
Income required to meet standard (single earner):
• Clarke County: ≈ $93,000 per year (≈ $44.90/hour)
• Frederick County: $80,000 per year (≈ $38.46/hour)

What most local entry-level jobs actually pay
• Warehouse/production/assembly: $17–$20/hour
• Early construction & trade apprenticeships: $18–$25/hour
• Skilled trades median (not apprentice): $25–$30/hour

- Resulting pressure on working households
  Single-earner households:
  • Clarke County: 67–79% of income at $17–$20/hour; ~54% at $25/hour

- Frederick County: 58–68% of income at $17–$20/hour; ~46% at $25/hour

Two-earner households:

- 35–41% of income, even with two earners at $17–$20/hour
- This places most households in high or severe housing cost-burden categories.

How this shows up for employers
When housing exceeds ~35–40% of income, households compensate by seeking higher-paying jobs elsewhere, accepting long commutes, taking second jobs, or relocating. The result is persistent vacancies, short tenure, training losses, and reduced apprentice completion.

Policy-relevant conclusion
In both counties, housing costs align with mid-career wages while job availability is concentrated at entry-level wages. This structural mismatch cannot be solved by recruitment alone.

Berryville Employment Pressures

Berryville experiences heightened retention pressure due to limited rental supply and Clarke County's inclusion in the Washington region's housing market. Using a realistic planning floor of $28,000 per year, entry-level and apprentice workers face severe housing cost burdens unless supported by dual incomes, workforce housing, or zoning-enabled affordability.

Appendix 2 - Community Cohesion and Commuting

Research across the sociology, planning, and transportation disciplines demonstrates that longer commutes are associated with declining civic participation, reduced social trust, and weaker neighborhood attachment (Putnam, 2000; Sampson, 2012). Each incremental increase in daily commute time corresponds with measurable reductions in volunteering and informal social engagement (Putnam, 2000).

Commute Time Thresholds

Meta-analysis of travel behavior and land-use patterns shows that commute times exceeding approximately 30 minutes one-way are associated with a nonlinear increase in auto dependence and a decline in discretionary local activity (Ewing & Cervero, 2010). National travel surveys further confirm that longer commutes displace time previously allocated to family, community, and civic institutions (U.S. Department of Transportation [USDOT], 2019).

Employment Location and Community Orientation

Jurisdictions with a low proportion of residents working locally tend to function as residential or "bedroom" communities, with social, economic, and cultural orientation shifting toward external employment centers (Florida, 2017; OECD, 2016). This pattern is evident where inward commuting substantially exceeds outward commuting, as measured by residence-to-work flow data (U.S. Census Bureau, 2023).

Clarke County and Berryville Context

American Community Survey data indicate that Clarke County and the Town of Berryville exhibit mean commute times above the level typically associated with strong local civic engagement, while LEHD Origin-Destination Employment Statistics show a high rate of outward commuting relative to local employment (American Community Survey [ACS], 2024; U.S. Census Bureau, 2023).

Methods & Data Note – CCDI Index

The Community Cohesion / Commuting Dilution Index (CCDI) is intended as a **planning-level diagnostic tool**, not a sociological absolute. It translates well-established research on commuting, employment geography, and social capital into a format usable by elected and appointed officials.

Data Sources

1. **American Community Survey (ACS) 5-Year Estimates (2019–2023)**
    - Mean travel time to work
    - Work-from-home share
    - Mode of transportation to work
      Source: U.S. Census Bureau (ACS, 2024)
2. **LEHD Origin-Destination Employment Statistics (LODES), Version 8**
    - Residence-to-work flows
    - Percentage of residents working inside vs. outside the jurisdiction
      Source: U.S. Census Bureau (2023)
3. **National Household Travel Survey (NHTS, 2017)**
    - Time-use impacts of commuting
      Source: USDOT (2019)

Geographic Application

- **Clarke County, Virginia**
  County-level ACS and LODES data were applied directly.
- **Town of Berryville**
    - Mean commute time and work-from-home rates were derived from ACS place-level estimates.
    - Because LODES place-level employment flows are less stable in small jurisdictions, county-level outward **commuting rates were used as a conservative proxy**, with this limitation explicitly noted.

Index Construction (CCDI)

The CCDI combines four weighted indicators:

Component	Measure	Weight
Commute Duration	Mean one-way commute time	35%
Employment Geography	% residents working outside the jurisdiction	35%
Schedule Flexibility	Work-from-home share	15%
Travel Mode	Auto-dependence for commuting	15%

Scores are normalized on a 0–100 scale, where **higher scores indicate greater stress on community cohesion**.

Interpretation Guidance

- **0–30**: Strong local integration
- **31–50**: Moderate stress; community cohesion generally stable
- **51–70**: High stress; community “feels” at risk
- **71–100**: Severe stress; bedroom-community dynamics dominant

The CCDI does **not** assess the quality of residents or housing types. It assesses **the structural conditions that affect shared daily life**.

Planning Relevance

From a land-use and housing perspective, the CCDI highlights that:

- Housing policies that **reduce commute distances** strengthen community cohesion.
- Exclusionary housing patterns that force longer commutes are likely to **weaken community identity over time**, regardless of intent.

Town of Berryville Resident – Commuting Distance

Job Counts in Work Blocks by Distance Only

	2023		2013	
	Count	Share	Count	Share
Total All Jobs	2,471	100.0%	1,891	100.0%
Less than 10 miles	466	18.9%	482	25.5%
10 to 24 miles	561	22.7%	535	28.3%
25 to 50 miles	916	37.1%	666	35.2%
Greater than 50 miles	528	21.4%	208	11.0%

Clarke County, Virginia – Commuting Distance

Workers: *Living in Clarke County, VA*
Showing: *Employment locations*

Job Counts in Work Blocks by Distance Only

	2023		2013	
	Count	Share	Count	Share
Total All Jobs	8,102	100.0%	7,657	100.0%
Less than 10 miles	1,548	19.1%	1,652	21.6%
10 to 24 miles	1,833	22.6%	1,834	24.0%
25 to 50 miles	2,908	35.9%	2,549	33.3%
Greater than 50 miles	1,813	22.4%	1,622	21.2%

Business Key Facts

-8680981.38, 4743422.34 (20-minute Walking Time) | Walking Time: 20 minute Time

Buckmarsh at Main St Pg 1

esri THE SCIENCE OF WHERE

This infographic features record-level business information. It is best suited for smaller area analysis such as census tracts, neighborhoods, and smaller zip codes.

Key Statistics

218
Total Businesses

2,711
Total Employees

$346M
Total Sales

4.7%
Unemployment Rate

Daytime Population

4,272
Total Population

4,178
Total Daytime Population

Ratio of daytime to total population:

0.98

Values > 1.0 mean that more people come to the area during the day than live there.

Suburb

Dominant Urbanicity Type

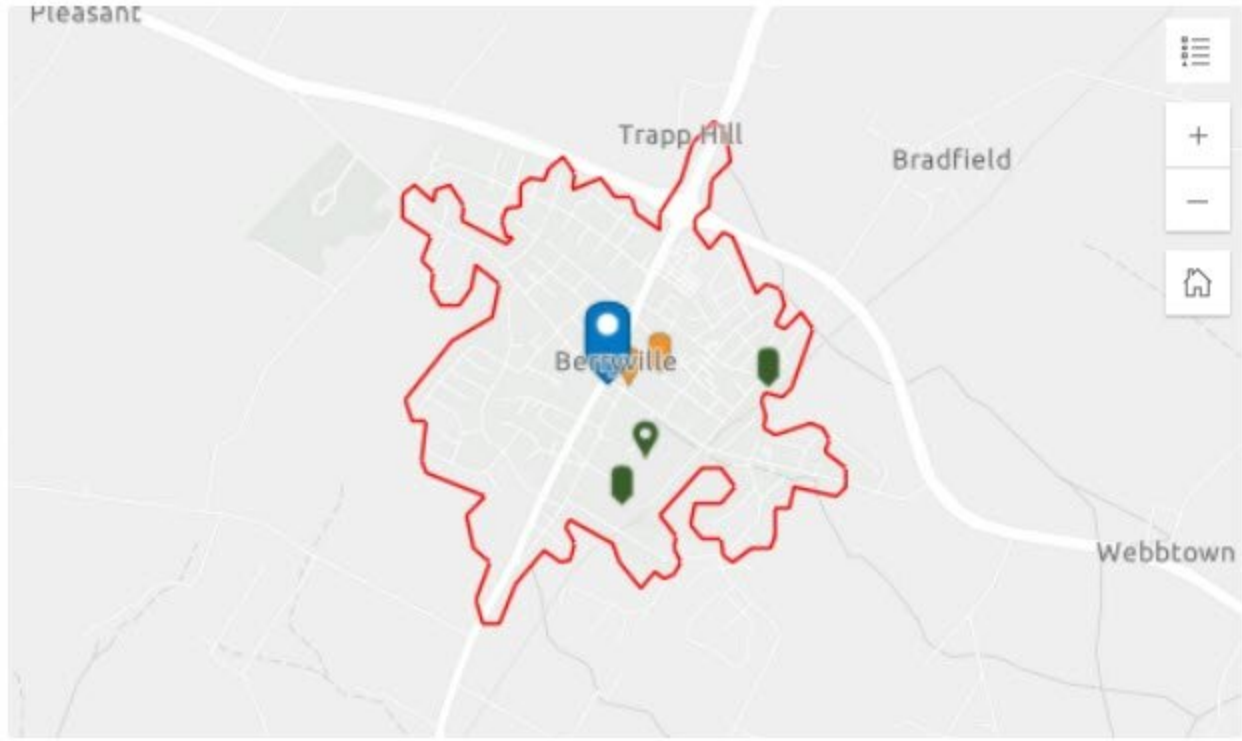
8.0
Avg Number of Employees

117.1 ↑
Total Business Per Sq Mi
This is 4,009.5% higher than **Clarke County**

Top 25 Largest Businesses in Area

2
100 or More Employees

3
$10M+ Annual Sales Vol



Highest sales volume

340 Fuel Depot	Independent	$70.2M

Most Employees

Bank of Clarke	Headquarters	102

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Note: business sales volumes and employee counts are estimates provided by Data Axle. * Indicates the number of locations has reached the maximum.

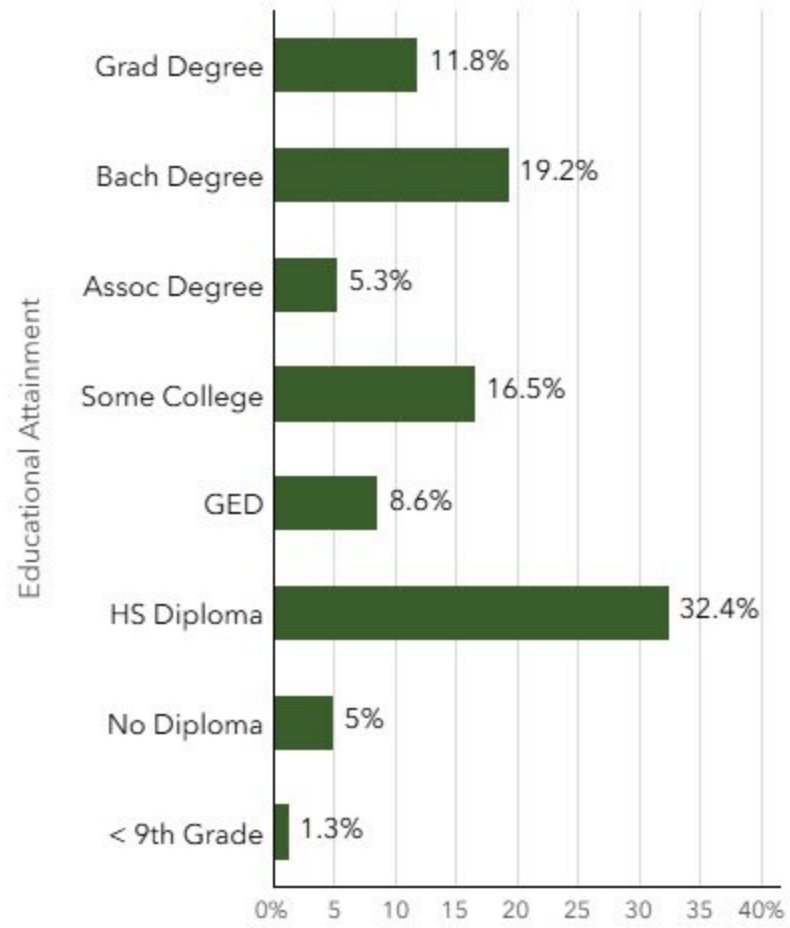
Buckmarsh at Main St Pg 2

About the Workforce

17.1% Services

17.2% Trades/Skilled Labor

65.8% Office Based



Tapestry

Top 3 segments by household count

C6 Moderate Metros >	961 | **54.8%**
K8 Burbs and Beyond >	779 | **44.4%**
L1 Savvy Suburbanites >	15 | **0.9%**
Other	0 | **0.0%**

About the Community

2.1% ↑
Pop Growth Rate is 339.6% higher than **United States**

91
Wealth Index
Below 100 = **low**
Above 100 = **high**

2.1% ↑
Housing Units Growth Rate is 149% higher than **United States**.

Businesses Per 1,000 Population

Business Categories		ZIP Codes 22611 (Berryville)	States Virginia	United States of America United States
Restaurants	3.04	1.53	2.19	2.45
Health Care & Social Assistance	3.98	2.25	3.56	3.76
Retail	6.55	4.80	3.92	4.59
Manufacturing	1.87	1.33	0.94	1.32
Finance & Insurance	2.34	1.33	1.48	1.79
Professional & Tech Services	4.68	2.96	4.24	3.60

COMMUTE PROFILE

Buckmarsh & Main St - 20 min Walk Radius

-8680990.84, 4743399.97 (20-minute Walking Time)

Walking Time: 20 minute Time

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the ACS documentation page.

WORKERS

1,700

ACS Workers Age 16+

73.4%

Drove Alone to Work

TRANSPORTATION TO WORK

0.0%

Took Public Transportation

9.2%

Carpooled

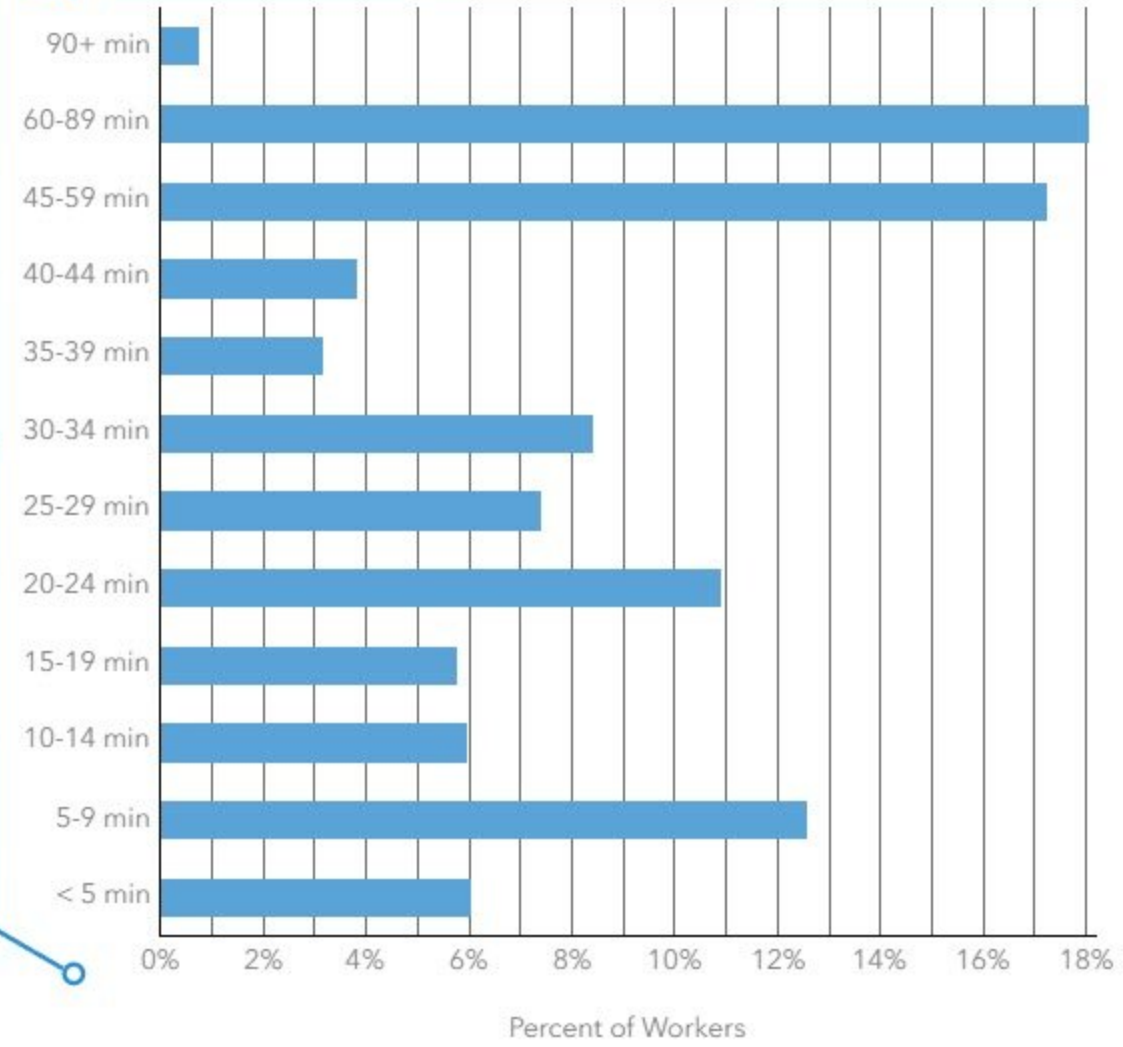
1.1%

Walked to Work

0.0%

Bike to Work

TRAVEL TIME TO WORK



Source: This infographic contains data provided by ACS (2019-2023).

Population Trends and Key Indicators

Buckmarsh and Main Street

-8680990.84, 4743399.97 (20-minute Walking Time)
Walking Time: 20 minute Time

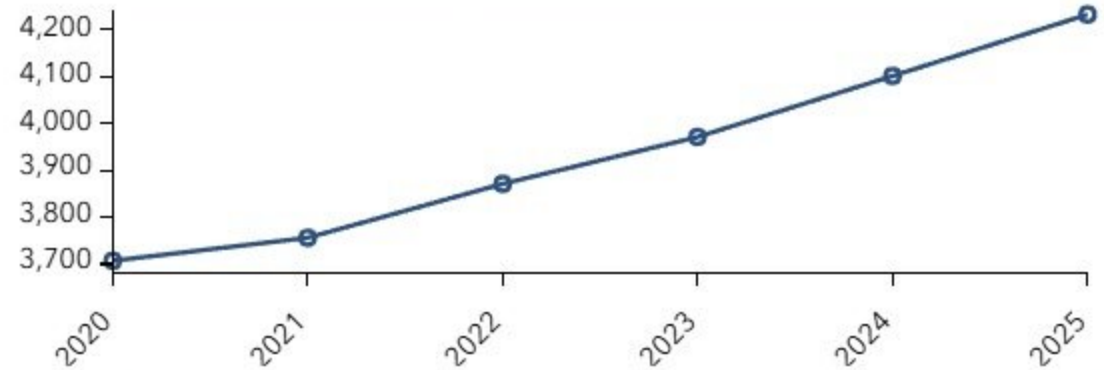
4,232	1,740	2.35	45.7	$91,051	$576,103	91	62	49
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

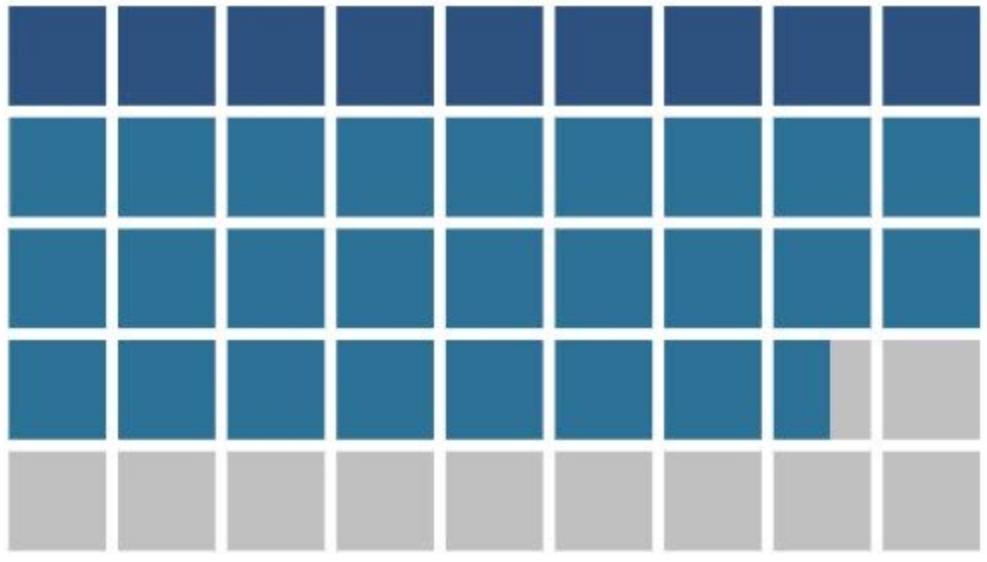
$12,638
Avg Spent on Mortgage & Basics

39.6%
Percent of Income for Mortgage

Historical Trends: Population



POPULATION BY AGE



Under 18 (20.0%) Ages 18 to 64 (56.8%)
Aged 65+ (23.1%)

POPULATION BY GENERATION

6.6%
Greatest Gen: Born 1945/Earlier

22.7%
Baby Boomer: Born 1946 to 1964

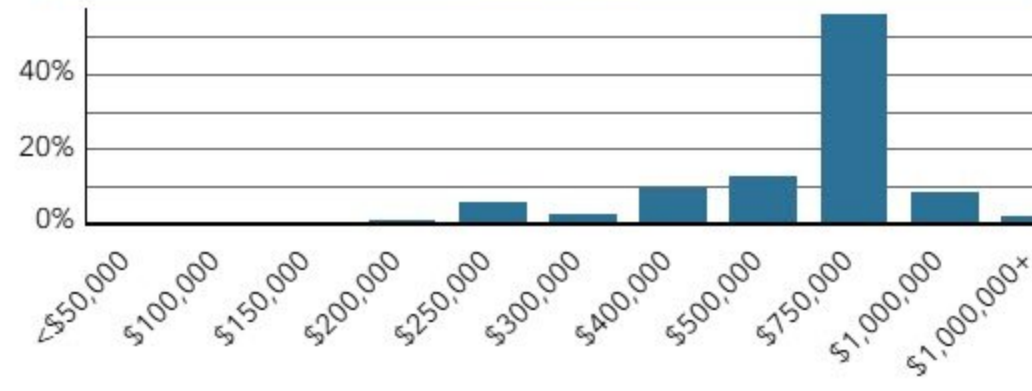
21.6%
Generation X: Born 1965 to 1980

18.9%
Millennial: Born 1981 to 1998

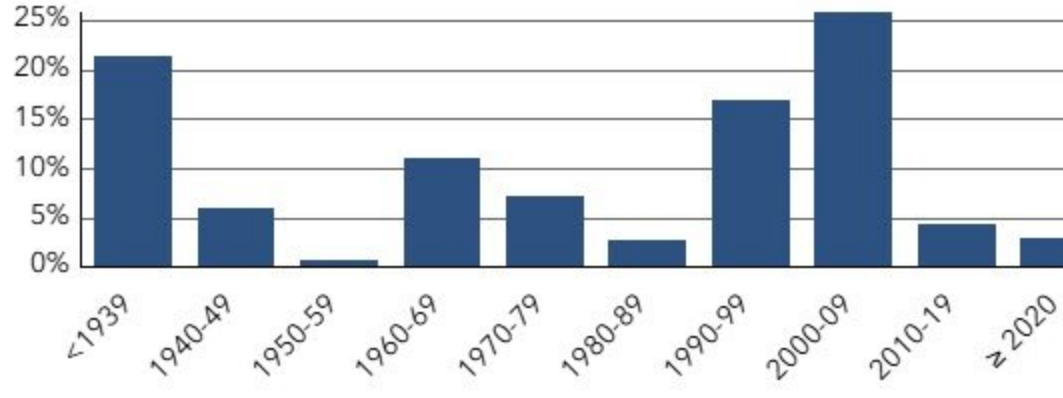
21.2%
Generation Z: Born 1999 to 2016

9.0%
Alpha: Born 2017 to Present

Home Value



Housing: Year Built



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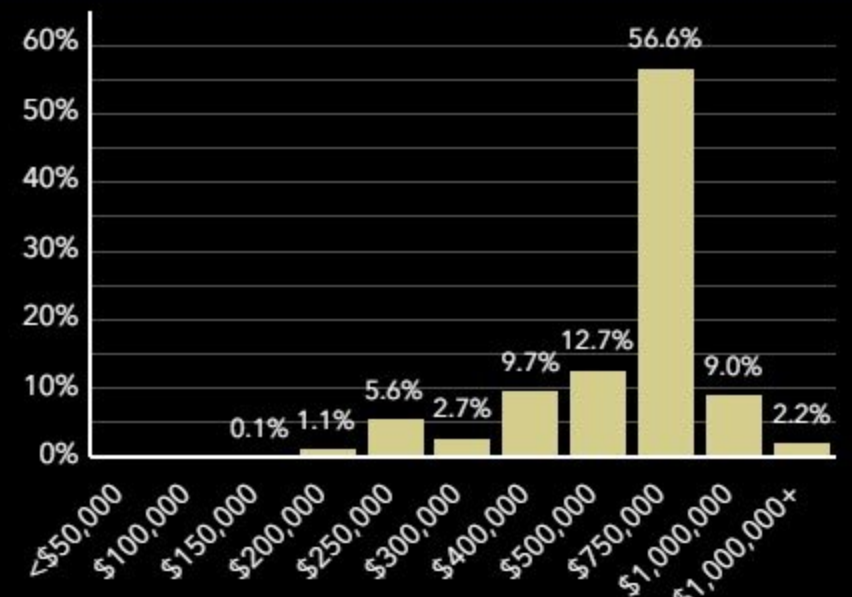
Source: This infographic contains data provided by Esri (2025, 2030), Esri-U.S. BLS (2025), ACS (2019-2023). © 2026 Esri

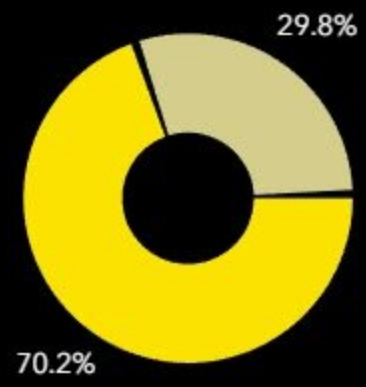
Buckmarsh and Main St Pg 2 EconDev

Community Overview

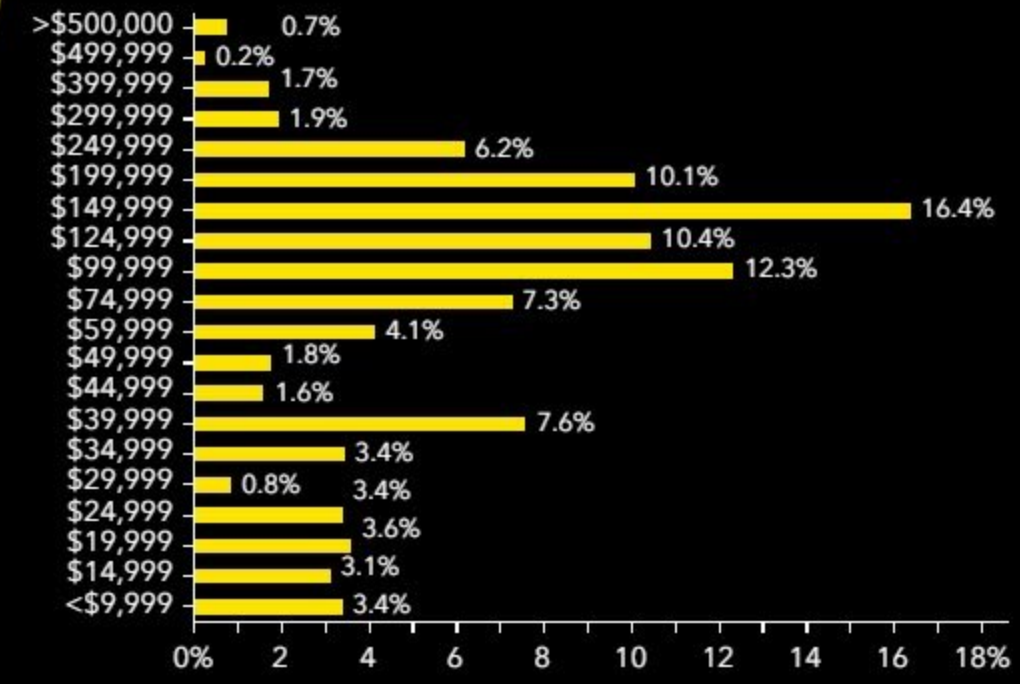
Home Value



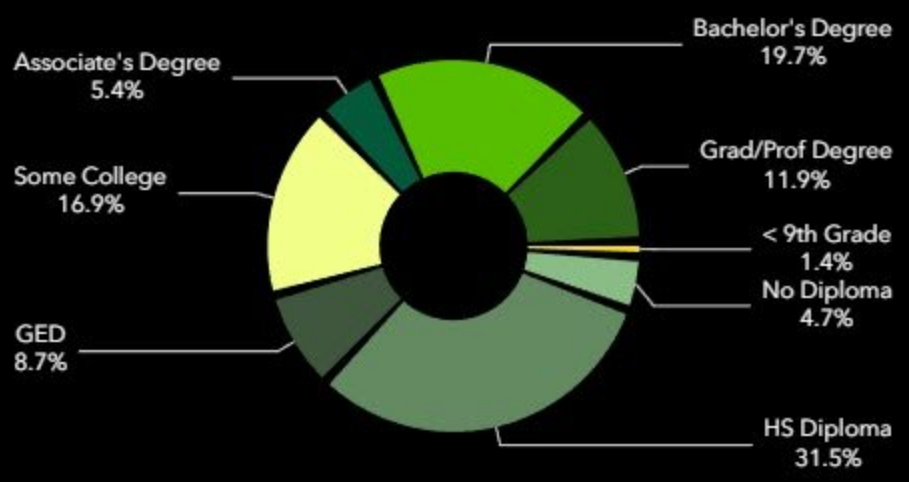
Home Ownership



Household Income



Educational Attainment



Tapestry

Top 3 segments by household count

C6 Moderate Metros >	1,046 | **51.4%**
K8 Burbs and Beyond >	974 | **47.9%**
L1 Savvy Suburbanites >	15 | **0.7%**
Other	0 | **0.0%**

Key Facts

2,149 Total Housing Units	**64** Housing Affordability Index	**161** Households Below the Poverty Level (ACS)
46.2 Median Age	**$75,291** Median Disposable Income	**5,131** Total Population
94 Wealth Index	**48** Diversity Index	**32** Total Crime Index

Source: This infographic contains data provided by Esri (2025), Esri-Data Axle (2025), ACS (2019-2023), Esri-U.S. BLS (2025), AGS (2024).

Business Key Facts

Main Street Business Area

This infographic features record-level business information. It is best suited for smaller area analysis such as census tracts, neighborhoods, and smaller zip codes.

Key Statistics

54
Total Businesses

661
Total Employees

$93.6M
Total Sales

4.4%
Unemployment Rate

Daytime Population

260
Total Population

595
Total Daytime Population

Ratio of daytime to total population:

2.29

Values > 1.0 mean that more people come to the area during the day than live there.

Suburb

Dominant Urbanicity Type

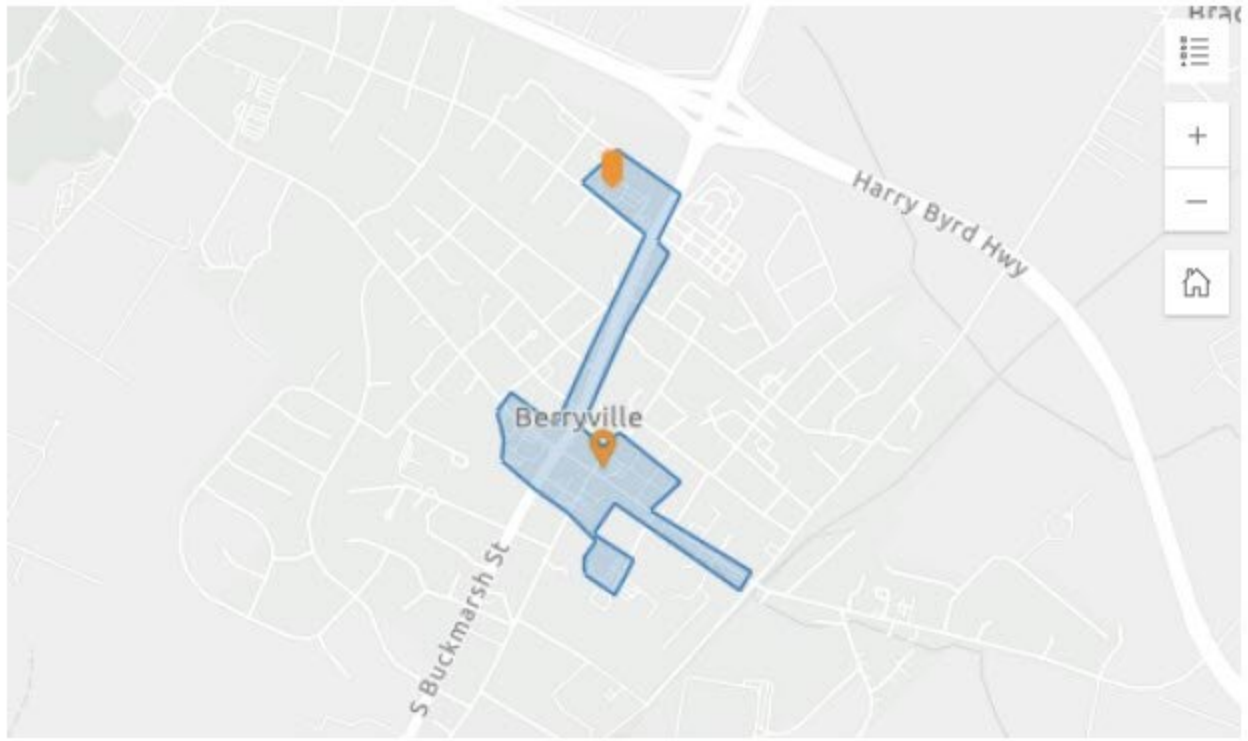
7.1
Avg Number of Employees

538.7 ↑
Total Business Per Sq Mi
This is 18,801.1% higher than **Clarke County**

Top 25 Largest Businesses in Area

1
100 or More Employees

0
$10M+ Annual Sales Vol



Highest sales volume

MARTIN'S Food Market	Branch	$7.10M

Most Employees

Bank of Clarke	Headquarters	102

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Note: business sales volumes and employee counts are estimates provided by Data Axle. * Indicates the number of locations has reached the maximum.

Business Key Facts

Enders Business Park & Berryville Graphics

This infographic features record-level business information. It is best suited for smaller area analysis such as census tracts, neighborhoods, and smaller zip codes.

Key Statistics

24	326	$44.9M	3.8%
Total Businesses	Total Employees	Total Sales	Unemployment Rate

Daytime Population

104
Total Population

1,295
Total Daytime Population

Ratio of daytime to total population:

12.45

Values > 1.0 mean that more people come to the area during the day than live there.

Suburb

Dominant Urbanicity Type

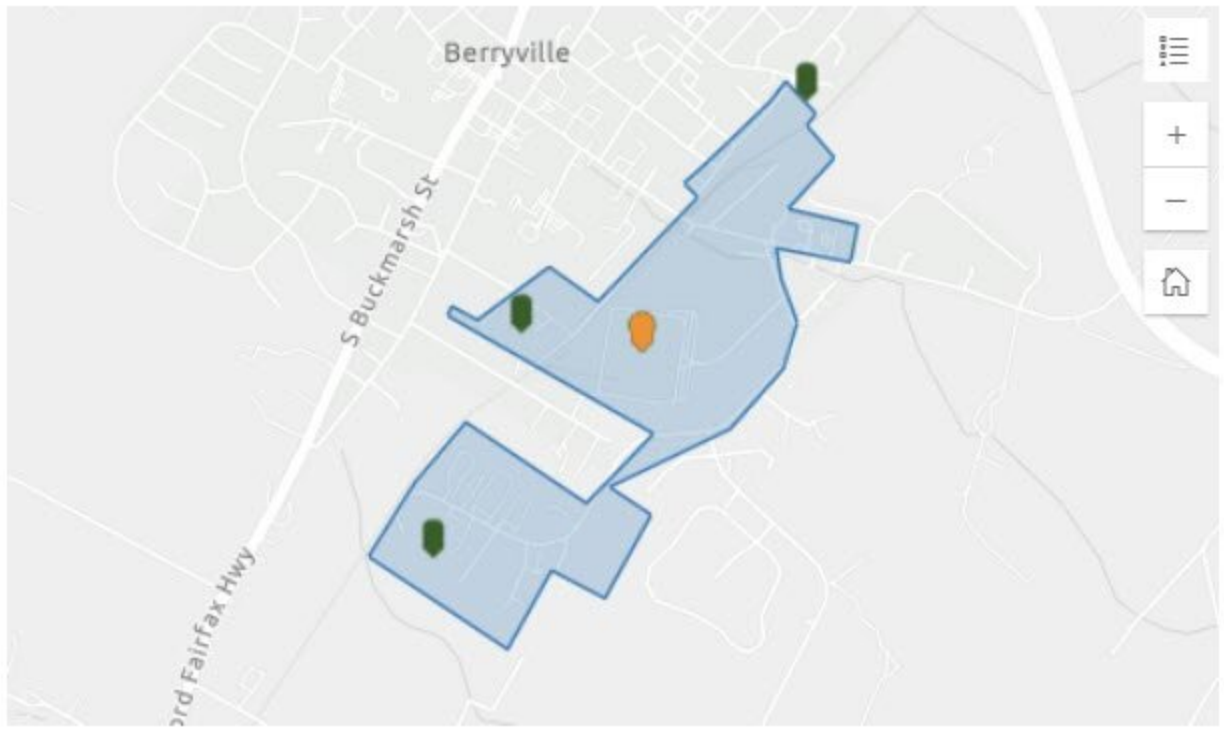
39.5
Avg Number of Employees

65.7 ↑
Total Business Per Sq Mi
This is 2,205.3% higher than **Clarke County**

Top 25 Largest Businesses in Area

3
100 or More Employees

5
$10M+ Annual Sales Vol



Highest sales volume

Coral Graphic Service	Branch	$88.3M

Most Employees

Berryville Graphics Inc	Headquarters	650

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Note: business sales volumes and employee counts are estimates provided by Data Axle. * Indicates the number of locations has reached the maximum.

Business Key Facts

-8680327.09, 4742300.55 (20-minute Walking Time) | Walking Time: 20 minute Time

Berryville Graphics Pg. 1

esri THE SCIENCE OF WHERE

This infographic features record-level business information. It is best suited for smaller area analysis such as census tracts, neighborhoods, and smaller zip codes.

Key Statistics

147
Total Businesses

2,071
Total Employees

$276M
Total Sales

4.2%
Unemployment Rate

Daytime Population

1,898
Total Population

3,117
Total Daytime Population

Ratio of daytime to total population:

1.64

Values > 1.0 mean that more people come to the area during the day than live there.

Suburb

Dominant Urbanicity Type

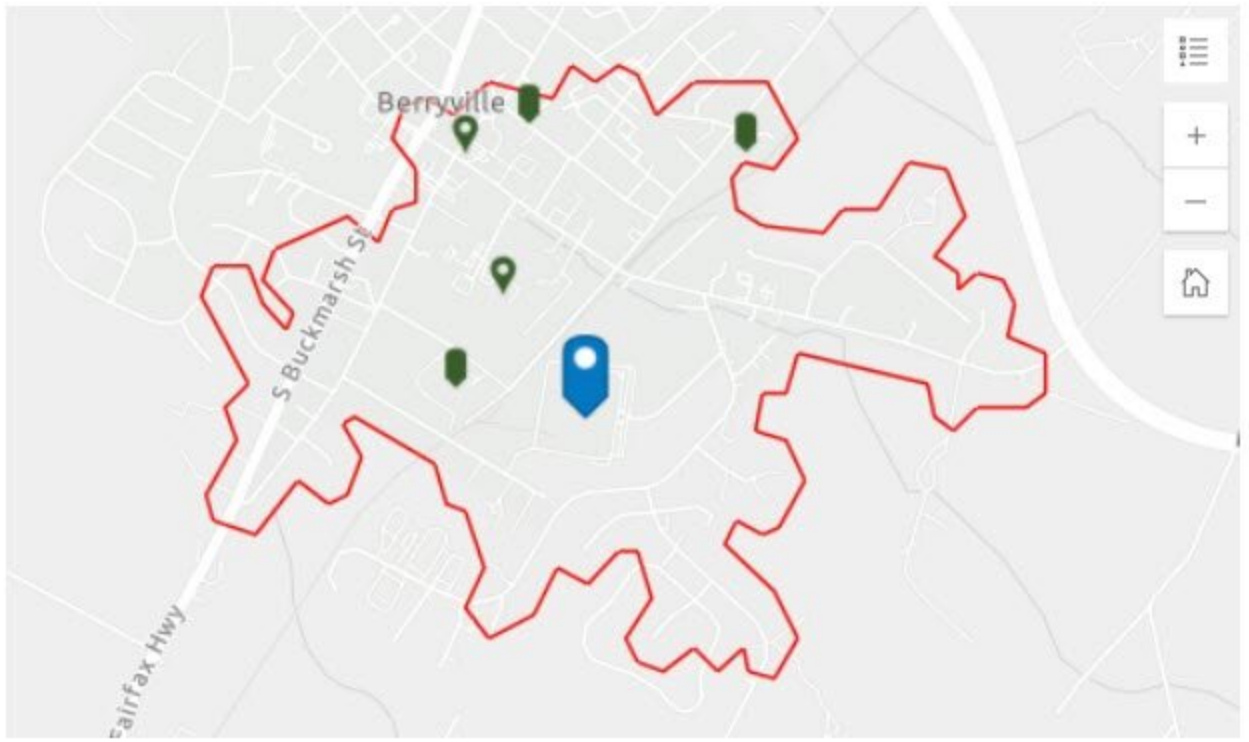
14.7
Avg Number of Employees

141.9 ↑
Total Business Per Sq Mi
This is 4,878.9% higher than **Clarke County**

Top 25 Largest Businesses in Area

5
100 or More Employees

5
$10M+ Annual Sales Vol



Highest sales volume

Coral Graphic Service	Branch	$88.3M

Most Employees

Berryville Graphics Inc	Headquarters	650

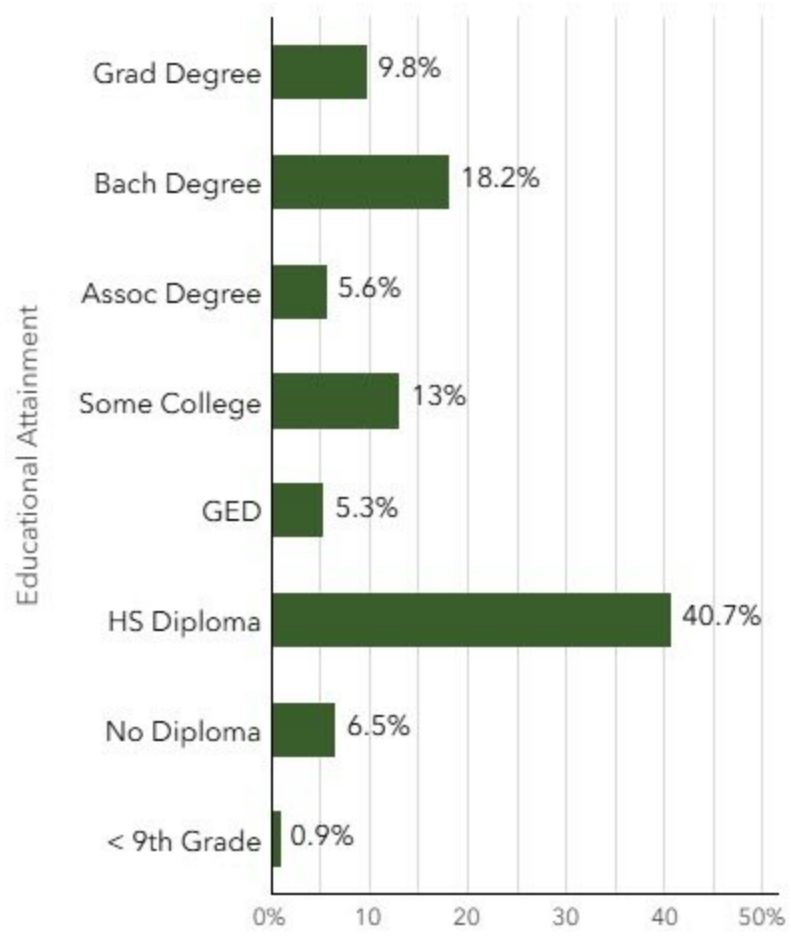
Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Note: business sales volumes and employee counts are estimates provided by Data Axle. * Indicates the number of locations has reached the maximum.

About the Workforce

21.9% Services

16.6% Trades/Skilled Labor

61.8% Office Based



Tapestry

Top 3 segments by household count

C6 Moderate Metros >	717 | **94.0%**
K8 Burbs and Beyond >	31 | **4.1%**
L1 Savvy Suburbanites >	15 | **2.0%**
Other	0 | **0.0%**

About the Community

-0.1% ↓

Pop Growth Rate is 131.3% lower than **United States**

71

Wealth Index
Below 100 = **low**
Above 100 = **high**

-0.1% ↓

Housing Units Growth Rate is 108% lower than **United States**.

Businesses Per 1,000 Population

Business Categories		ZIP Codes 22611 (Berryville)	States Virginia	United States of America United States
Restaurants	4.74	1.53	2.19	2.45
Health Care & Social Assistance	6.32	2.25	3.56	3.76
Retail	10.01	4.80	3.92	4.59
Manufacturing	3.16	1.33	0.94	1.32
Finance & Insurance	4.21	1.33	1.48	1.79
Professional & Tech Services	7.38	2.96	4.24	3.60

Appendix 3 – Research Summary on Planning Measurement of Community

Below is a consolidated framework of commonly used, defensible metrics that planners, sociologists, and community-development practitioners use to operationalize and measure "small town feel" or "community feel" in towns with populations of approximately 10,000 or fewer. These indicators are widely accepted because they rely on observable behavior, spatial structure, participation patterns, and social continuity, rather than sentiment alone.

1. Social Interaction & Civic Engagement Metrics

These metrics capture how often people encounter one another in shared civic life.

Common indicators

- Voter turnout (local elections) – particularly for town council, school board, and referenda
- Participation rates in:
- Volunteer fire/rescue
- Civic clubs, churches, service organizations
- Youth sports leagues
- Attendance at recurring local events
- Parades, fairs, farmers' markets, holiday events
- Library program participation per capita

Why it matters
High participation suggests residents view the Town as a shared enterprise, not just a place of residence.

Benchmark signal

Small towns with a strong "community feel" often show local election turnout 10–25 percentage points above the national average.

2. Walkability & Everyday Encounter Metrics

These measures determine whether routine life produces unplanned social contact.

Common indicators

- Share of trips under 1 mile completed on foot or bicycle
- Sidewalk network completeness (continuous sidewalks between homes, schools, and Main Street)
- Proximity of daily needs
- % of housing within ¼–½ mile of:
- Grocery
- School
- Post office
- Town hall
- Pedestrian counts on Main Street at different times of day

Why it matters
"Community feel" is strongly correlated with frequent, casual interactions—seeing neighbors without scheduling.

Benchmark signal

Towns retaining a strong identity typically have a functioning pedestrian core, even if auto-oriented elsewhere.

3. Local Economic Embeddedness

These indicators distinguish **place-based economies** from commuter-dependent ones.

Common indicators

- **Resident-employed-locally ratio:** % of working residents employed within the Town or County
- **Locally owned business share -** % of retail and services that are independently owned
- **Main Street vacancy rate**
- **Local procurement by institutions -** Schools, town government, hospitals sourcing locally

Why it matters
When livelihoods are local, **relationships overlap** (you work for, shop from, and govern with the same people).

Benchmark signal

Strong "small town feel" communities often have **50%+ of businesses locally owned**, even if wages are modest.

4. Residential Stability & Intergenerational Continuity

These metrics assess how long people stay and whether memory persists.

Common indicators

- Median length of residence
- % of households residing 10+ years
- School enrollment continuity
- Low annual student turnover
- Multi-generational households or family name continuity
- Informal but observable in civic leadership, obituaries, and local histories

Why it matters
Community identity depends on shared memory, traditions, and informal norms, which require time.

Benchmark signal

Towns perceived as having strong community character often show lower-than-regional residential churn, even when incomes are lower.

5. Informal Social Trust & Mutual Aid

Often measured through surveys but increasingly through **behavioral proxies**.

Common indicators

- **Participation in informal mutual aid -** Food pantries, volunteer caregiving, community fundraisers
- **Crime reporting vs. informal resolution -** Lower reliance on formal enforcement for minor disputes

Survey-based trust indicators

- “I know my neighbors.”
- “People here look out for one another.”
- “I feel comfortable asking for help.”

Why it matters
Small-town feel is fundamentally about **predictability and mutual recognition**, not nostalgia.

Benchmark signal

High agreement (>65–70%) on neighbor-trust questions in local surveys.

6. Shared Public Spaces & Ritual Use

This measurement captures how often shared places are actually used, not just the mere presence of a space.

Common indicators

- Per-capita public gathering space
- Parks, squares, community rooms
- Frequency of programmed events
- Informal use
- Pick-up sports, casual gatherings, sitting, walking
- Maintenance level - Cleanliness and upkeep as a proxy for collective ownership

Why it matters
Community is enacted in shared, repeated rituals in shared spaces.

7. Governance Accessibility & Informality

Measures how close residents are to decision-makers.

Common indicators

- Public meeting attendance
- Number of residents speaking at meetings
- Elected officials' availability
- Direct contact, informal accessibility
- Committee and board participation rates

Why it matters
In small towns, the community feel is reinforced when governance is relational rather than bureaucratic.

8. Composite Indices (Used in Practice)

Several planning and philanthropy organizations use **bundled indicators**:

Knight Foundation – Social capital and belonging indices

EPA Smart Growth Program – Walkability, mixed-use, civic space indicators

AARP – "Livable Communities" metrics emphasizing social connection

Rural sociology frameworks using **social capital density** and **network overlap**

These indices consistently find that **physical proximity + repeated interaction + local economic ties** explain most of what residents describe as "small town feel."

Key Planning Insight

There is no single threshold where "community feel" disappears.

Instead, it erodes predictably when:

- Daily life no longer produces repeated encounters
- Economic survival depends almost entirely on commuting outward
- Residential turnover breaks shared memory
- Civic institutions hollow out or professionalize away participation

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