

Village' Coming To Spotswood

Massanutton-Area Project To Feature Shops, Dining

By DOUG MANNERS

Daily News-Record

HARRISONBURG — A group of white cottages housing businesses serving local crafts and homemade eats is coming to U.S. 33 in eastern Rockingham County.

The Village at Massanutten, located next to the Log Cabin Barbecue and near the entrance to Massanutten Resort, is expected to be open by October, when leaf peepers arrive for the busy fall tourism season.

Paul Dovel, who owns Autodealz in Shenandoah, purchased two plots of land — about 1½ acre combined — on the southeast side of U.S. 33 last year for \$475,000, according to county property records.

Dovel said he had his dealership in mind when making the deal, but then saw the need for a shopping and entertainment venue that catered to small shop owners and crafters.

“Our Valley is becoming such a tourist destination,” he said. “There’s really not anything per se like the Village other than the” Dayton Farmers Market and Shenandoah Heritage Market south of Harrisonburg.

The Village will be smaller than those two markets — at least to start — but closer to two of the area’s top tourist draws in Massanutten Resort and Shenandoah National Park.

The project includes a house originally on the property, which will be used for Autodealz, and four cottages, each just under 400 square feet.

Dovel has signed deals with three tenants: Virginia Cottage, an old-fashioned country store specializing in Virginiamade products; Moosie’s, a souvenir shop with T-shirts and other apparel; and The Perfect Ten, a salon featuring foot massages and pedicures.

Also on board are two mobile food restaurants. The Sausage Shack will serve kielbasas and funnel cakes, while Jack Brown’s Beer & Burger Joint will offer the complete menu from its downtown Harrisonburg location, plus about 50 bottled beers.

Aaron Ludwig, who owns Jack Brown’s, said he’s parking the company’s catering trailer at the Village and wrapping a deck around two sides for seating with heating and a roof.

“The outdoor seating has been so popular at the downtown location,” he said. “We’re going to do a tiki bar meets [the] country sort of theme with this.”

He expects Jack Brown’s Village location to be open until 11 p.m. or midnight, but said late-night business will dictate closing time.

As for the cottage shops, Dovel said no firm hours have been set, although he's planning for them to be open six days a week.

The Village also features a central pavilion area that will host live music and other entertainment.

Next year, Dovel said he plans to start construction on the second phase of the project, which includes a farmers' market pavilion.

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