Eastern Gateway Charrette

May 5th to May 8th, 2010
Existing Conditions at Intersection
Aerial of Existing Conditions
Work Sessions
Work Sessions
### Growth of Purcellville

<table>
<thead>
<tr>
<th>Town Residents</th>
<th>Town Scale Estimates</th>
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<tbody>
<tr>
<td>2000 3600 Residents</td>
<td>2008 2.6 Sq Miles</td>
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<tr>
<td>2006 6200 Residents</td>
<td>2010 3.19+ Sq Miles</td>
</tr>
<tr>
<td>2010 Estimated 7,000+ Residents</td>
<td>2015 3.32+ Sq Miles (+81 acres)</td>
</tr>
<tr>
<td>2014 Forecast 7,250 Residents</td>
<td></td>
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<tr>
<td>2025 Forecast 9,000+ Residents</td>
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### Patrick Henry College

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2025 Forecast</th>
</tr>
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<tbody>
<tr>
<td>325+ Students</td>
<td>83 Faculty/Staff</td>
<td>1322 Students – 347 Faculty/Staff</td>
</tr>
<tr>
<td>83 Faculty/Staff</td>
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## Remarkable History!

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>1740</td>
<td>Land Grant by Lord Fairfax</td>
</tr>
<tr>
<td>1764</td>
<td>First Settler (James Dillon)</td>
</tr>
<tr>
<td>1799</td>
<td>First Business – An “ordinary” store and inn</td>
</tr>
<tr>
<td>1785</td>
<td>“The Great Road” – Previously surveyed by George Washington, is authorized to be a Turnpike, constructed in 1832 is now Business 7.</td>
</tr>
<tr>
<td>1853</td>
<td>Village adopted the name of Purcellville</td>
</tr>
<tr>
<td>1908</td>
<td>The Town was incorporated.</td>
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Existing Sign
Charrette Team

- **Matt Haynes, P.E., AICP**
  - Associate Fehr & Peers Transportation Consultants

- **Frank Fuller, FAIA**
  - Principal Field Paoli Architects

- **Heidi Sokolowsky, Assoc. AIA, Leed AP**
  - Associate – Senior Urban Designer, Field Paoli Architects

- **David Wilcox, FAICP**
  - Senior Principal, Market & Feasibility Advisors, LLC
Thanks for the Inputs!

• Town Staff have provided very useful maps, data, and reports before we arrived.
• NVRC staff coordinated our research and questions leading up to our arrival.
• Charrette attendees have advised us on Thursday and Friday with very substantial experience and insights about what we should focus on.
• We see consensus building in the community about the future of the Eastern Gateway!
What is the “Eastern Gateway”? 

• Signature and History of Purcellville
• Support for Economic Development of the Town
• Accommodation of Institutional and business growth
• Improved access to the Town
• Connecting districts of the community
• Improving Multi-corridors (roads, intersections, trails, streetscapes, streams, pedestrian crossings, etc.)
• Increasing traffic management
Things to Do (Progress to Accomplish)

- Resolve the Annexation Lawsuits
- Complete design and bid documents for the roundabout and the Southern Collector
- Gather all land and funding for the roundabout and Southern Collector
- Encourage creation of a Community Development Authority to support downtown revitalization
- Restart updating “PUGAMP” (Purcellville Urban Growth Area Management Plan)
- Recruit businesses compatible with the existing farms, such as agri-tourism, restaurant, lodging, etc.
Insights Collected – Consensus Issues

• A need to balance the menu of retail and services (should not overload, cause demise of downtown).
• There is a need for apparel retail stores.
• Sidewalks and street trees should be installed.
• Main Street is congested, traffic needs to be managed.
• Roundabouts are mostly agreed upon as a viable alternative where appropriate.
• Assuring pedestrian safety on town roads.
Insights Collected – Consensus Issues

- Stormwater needs to be properly handled and natural topography and landscapes respected.
- Love for the small town character, desire to keep it.
- Many market opportunities for Purcellville in the evolving agriculture of Western Loudoun County.
- Keeping and extending trails is a priority.
- Development should be in scale with the town.
Evolving Markets for Purcellville

• Interactive experiences for tourists in an historic small town.
• The growth of agricultural business services opportunities in Western Loudoun County.
• Signature events like National Baseball Tournaments in Town.
• Starting several “B&Bs” (bed and breakfast)
• Increasing professional services, small businesses and LLCs.
• Rural themed recreation (biking, hiking, birding, farm event experience, etc.)
• Revitalizing the historic heritage of Purcellville (from the 1750s)
• Supporting businesses who offer sustainability of residential, business and institutional properties.
Farther Futures

- Main Street will continue to be loaded with more retail.
- The town has few alternative arterials.
- More Roundabouts may make sense along Main Street.
- Expect more growth of commercial/office along Hirst Rd.
- There is a genuine priority for another freeway ramp system located at Hillsboro Rd. Crossing – it may take 10 years to accomplish.
- In the meantime (5-10yrs) the Town and VDOT must launch traffic management increments (most probable without street widening) to accommodate the residents and regional markets.
Purpose of the Charrette

To Concentrate on the “Eastern Gateway” which is:

• The entire eastern boundary of the Town
• Composed of transportation improvements, land use decisions, economic development, recognition of the historic small town, and enhancement of public corridors (arterials, trails, creeks, pedestrian crossings)
The “Eastern Gateway” actually includes:

- The Roundabout
- Southern Collector
- Berlin Turnpike (Route 287)
- East Main Street (Business 7)
- Route 7 (Bypass)
- Hirst Road Intersection
- Crooked Run
- Land Parcels Include:
  - Patrick Henry College – Cole Farm Development
  - Catoctin Corner Proposal – Private Farm Properties
  - South of Main Street
Purcellville’s Four Commercial Centers
What are the Design Guidelines for the Eastern Gateway?

• Plan with topography of the site
• Respect the watershed and drainage to the proposed Chesapeake Bay Preservation Area
• Maintain stands of mature canopy trees as much as possible
• Retain at least one-hundred feet of mature trees at the Northeast corner and West Colonial Highway and Berlin Turnpike along both frontages
Design Guidelines Continued

• Build a bridge across Crooked Run at Southern Collector Road
• Continue trail along west side of Southern Collector Road from A Street to Main Street
• Maintain farmhouse and barn on existing sites at the Crooked Run Orchard and trees between farmhouses and Main street.
• Architecture should be in keeping with farm building character
Design Guidelines Continued

• Sidewalks should be a minimum of 12ft wide
• Canopy trees should be used to shade sidewalks as much as possible
• Roundabouts should be used instead of traffic signals on Main, Colonial and Berlin Turnpike.
• Roundabouts should be landscaped.
• Exterior lighting for building and parking should avoid glare & light pollution, and should avoid lighting the night sky.
Design Guidelines Continued

- Utilities should be placed underground as much as feasible and canopy trees allowed to root and grow to mature size
- Consensus was reached in the charrette that strip malls should not be in the East Gateway
- The mix of uses in more than one story should be encouraged with shared parking and bike parking
Design Guidelines Continued

• The provision on site parking should be at a maximum required, not a minimum

• Drive-through land uses should be discouraged from East Gateway sites

• Zoning and other town ordinances should be revised to incorporate design standards and guidelines
Transportation Issues

• Congestion
  – School traffic and buses
  – Commute trips
  – Travel around town

• Connections
  – Limited street connections
  – Bicycle and pedestrian access

• Funding
2009 Townwide Transportation Plan

• “Make transportation decisions to support long-term community health...”
• “Create recognizable entrances to town”
• “Plan interconnected networks of streets, sidewalks and bikeways”
Eastern Gateway Transportation Vision

1. **Town Entry**: Accentuate and beautify
2. **Connections**: Provide multimodal opportunities
3. **Congestion**: Manage traffic patterns and demand
1. Town Entry
Purcellville’s First Roundabout
Roundabouts

- Gateway feature
- Traffic calming
- Relatively high capacity
- Safety benefits
- Pedestrian and bicycle accommodations

![Image of a roundabout]

### Main St/287 Intersection

<table>
<thead>
<tr>
<th></th>
<th>Vehicles per Hour</th>
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<tr>
<td>Current peak hourly volume</td>
<td>1500</td>
</tr>
<tr>
<td>With Cole Farm development</td>
<td>2000</td>
</tr>
<tr>
<td>Typical maximum roundabout capacity (single lane)</td>
<td>3000</td>
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Double Lane Roundabouts
Maple / Main Intersection

Potential Additional Roundabout

• About 130 foot diameter
• Some, but not much additional right-of-way beyond currently proposed widening
Idealized recommended typical cross-section for Berlin Turnpike between Main Street and Hirst Road
Berlin Turnpike Entry

- About 180 feet of right of way available
Southern Collector

Idealized recommended typical cross-section for A Street for the Southern Collector Extension
Proposed Southern Collector

- Allow limited access points and facilitate trail crossing
- Work with the topography
- 25 mph maximum design speed
Main Street Gateway

Idealized recommended typical cross-section for Main Street from 12th Street to 450 feet east of Berlin Turnpike
Main Street Gateway

- Develop streetscape with shade trees and green median
- Sidewalks should be at least 12 ft. in width
- Create plazas and public open areas
Main Street Gateway

• The Great Road
• Streetscape features:
  – Landscaped median with shorter turn pockets
  – Intersection “bulbouts” to shorten crossings
  – Reduced curb radii
  – On-street parking
• Pedestrian crossings with and without bulbouts/protections
• Pedestrian protections are critical to a vibrant downtown
Trail Entry

- Encourage bicycle tourism
2. Connections

• Make walking and bicycling convenient and comfortable
Pedestrian Friendly Intersections

Figure 3.2: Elements that make for a pedestrian-friendly intersection

A. Pedestrian bulb-outs
B. Wheelchair access ramps
C. Pedestrian refuge islands
D. Curb radii no greater than 15"
   (25" for transit vehicles)
E. Special paving in crosswalks
F. Benches and other amenities
G. Pedestrian-scale lighting
H. 10'6" travel lanes
I. Building articulation
J. Street trees
K. Accessible transit stops
3. Manage Congestion

- Traffic will increase due to local and regional growth
Manage Congestion

• Key Improvements
  – Prioritize Hirst / 287 intersection
  – 7/287 Interchange improvements, with consideration for roundabouts

• Buses
  – Work with District to improve routing, manage scheduling and improve efficiency
  – Consider use of smaller buses where possible
Manage Congestion

• Manage traffic demand
  – Vertically mixed-use, walkable developments: 10-30% less traffic than standard development
  – Require shared parking and maximum parking
  – Bike parking
  – Easy transit connections; accessible park and ride
Please support our sponsors who have helped to make this event a success:

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BB&T
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Anthony’s Restaurant
Purcellville Giant

Domino’s Pizza
Mosby’s Grille
Restaurant

Haute Dogs & Fries
Restaurant

Purcellville Sports Pavilion
Browning Equipment
TMG Construction
Wegman’s Leesburg
Dr. Kianoush Tari

Our tour providers, Virginia Regional Transit Authority
And our hosts, Patrick Henry College
Thank You