THE PLANNING PROCESS

Phase 1: Project Initiation. Establish the primary values of the Plan.

Phase 2: Research and Analysis. Identify critical opportunities and issues.


Phase 4: Plan Drafting. Draft Plan and post for public comment.

VISION

Purcellville will preserve and protect its unique, thriving, and diverse character by remaining a place:

That is mindful of its historic character and rural heritage,

Where residents delight in living and participating in the community, and

Where residents and visitors can be appreciative of its physical beauty and valued environment.
KEY FINDINGS

• Citizens are passionate about Purcellville's unique and friendly small town character.
• Small town character is a result of
  o History
  o Traditional architecture of downtown, Main Street, and older neighborhoods
  o Abundant open space nearby
• Regional growth creating demand for housing.
• Transportation projects expanding westward, making Purcellville more accessible.
• Purcellville is a destination for western Loudoun County.
• Debt challenges for the Town.
<table>
<thead>
<tr>
<th>Group</th>
<th>Future Land Use Category</th>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>Single Family Detached Traditional</td>
<td>The oldest neighborhoods in Purcellville; appropriate infill and single-family subdivisions may occur in these neighborhoods</td>
</tr>
<tr>
<td></td>
<td>Single Family Detached Suburban</td>
<td>Existing subdivisions; appropriate infill may occur in these existing neighborhoods</td>
</tr>
<tr>
<td></td>
<td>Single Family Attached</td>
<td>Townhouse or single-family attached developments</td>
</tr>
<tr>
<td></td>
<td>Multi-Family</td>
<td>Any redevelopment or development of multi-family homes</td>
</tr>
<tr>
<td>Mixed-Use</td>
<td>Mixed-Use Neighborhood Scale</td>
<td>Mixed-use activity center developments in areas close to existing neighborhoods and in the historic downtown</td>
</tr>
<tr>
<td></td>
<td>Mixed-Use Medium Scale</td>
<td>Infill and redevelopment of some of the commercial corridor areas to allow for intensification and reconfiguration to accommodate commercial and residential growth</td>
</tr>
<tr>
<td>Commercial and</td>
<td>Commercial Neighborhood Scale</td>
<td>Commercial development appropriate for infill in specified corridors and for new small scale developments to serve the community</td>
</tr>
<tr>
<td>Industrial</td>
<td>Commercial Medium Scale</td>
<td>The largest format of commercial development for Purcellville</td>
</tr>
<tr>
<td></td>
<td>Agricultural Commercial</td>
<td>Agricultural enterprises within the Town and encouraged commercial agricultural land uses</td>
</tr>
<tr>
<td></td>
<td>Industrial Business</td>
<td>Industrial areas; appropriate for future development in designated industrial parks or industrial subdivisions</td>
</tr>
<tr>
<td>Institutional and</td>
<td>Institutional and Government</td>
<td>Existing and future government, school or religious congregational properties</td>
</tr>
<tr>
<td>Government</td>
<td>Parks and Open Space</td>
<td>Land in Town with natural or cultural features worth protecting, existing parks and privately owned land that are protected with conservation easements, or identified stream, slopes, vegetation and habitat areas</td>
</tr>
</tbody>
</table>

TOWN OF PURCELLVILLE
AREAS TO SUSTAIN

- Areas to Sustain comprise about 85% of the Town.

- Areas to Sustain consist mainly of Parks and Protected Space, Residential Neighborhoods, Select Commerce Areas, and Civic and Institutional uses.

- Areas to Sustain, which contribute Purcellville’s small town character, are expected to remain essentially unchanged over time.
PARKS AND PROTECTED SPACE RECOMMENDATIONS EXAMPLE

- Preserve existing parks and green space
- Support creation of new green spaces whenever possible
- Incorporate walking and biking trails within public and private open spaces
- Preserve private land areas in agricultural and related commercial use
- Encourage active farms and agricultural areas outside of the Town to protect their land through conservation easements
- Discourage the rezoning or sale by the Town of actively preserved open spaces for development
### OTHER AREAS TO SUSTAIN RECOMMENDATIONS

<table>
<thead>
<tr>
<th>Residential Neighborhoods</th>
<th>Select Commerce Areas</th>
<th>Civic and Institutional Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Preserve single-family and mixed housing stock</td>
<td>• Preserve the commerce area along Main Street that has a mix of office, professional services, and retail in compact, small-format residential-compatible buildings</td>
<td>• Protect landmark architecture and site design</td>
</tr>
<tr>
<td>• Preserve the compact walkable development form</td>
<td>• Continue residential uses above first floor commercial spaces</td>
<td>• Encourage the delivery of quality public services</td>
</tr>
<tr>
<td>• Preserve safe sidewalks and streets</td>
<td>• Preserve limited single building small-scale commercial uses on 20th Street; intensification would not be suitable in this area</td>
<td>• Provide gathering places for community activity</td>
</tr>
<tr>
<td>• Preserve historic and vernacular residential architecture</td>
<td>• Infill should follow the guidelines for the areas’ future land uses</td>
<td>• Provide for campus master planning, property management, landscaping and grounds management, and expansion of facilities as needed</td>
</tr>
<tr>
<td>• Promote pedestrian, bike, and vehicular connectivity to adjacent services, retail and activity nodes</td>
<td></td>
<td>• Design new facilities that maintain the scale and character of the Town</td>
</tr>
<tr>
<td>• <strong>Infill should follow the guidelines for the areas’ future land uses</strong></td>
<td></td>
<td>• Infill or redevelopment should follow the guidelines for the areas’ future land uses</td>
</tr>
</tbody>
</table>
FOCUS AREAS

- About 15% of the Town’s total area in which there are opportunities to enhance and facilitate development consistent with the Town’s vision.

- Identified based on the location and land use preferences expressed by 214 participants who placed 893 dots on Town maps, and by analysis of the Planning Team. The seven Focus Areas thus determined comprise contain 40% of the 893 dots; a large portion of the others were placed outside of the Town limits.

- Recommendations provide guidance for development that aligns with the citizens’ vision and complements the existing character of Purcellville.
Focus Area Attributes

Hirst West - Industrial Business
Light industrial business area
Maintain industrial uses, with parks and open space along South Fork of Catoctin Creek

West End - Mixed Use Neighborhood Scale
Small-scale development
Gateway to the Town
Mixed-use with some commercial, residential and industrial

Hirst East - Mixed Use Medium Scale, Mixed Use Neighborhood Scale
Develop with green and open spaces, residential, some commercial and office
Mixed-use with parks and open space and lesser amounts of commercial, industrial and residential

Downtown North - Mixed Use Neighborhood Scale, Industrial Business, Institutional & Government
Mixed-use area extending the charm of downtown
Compact walkable district with housing, office, retail, services, restaurants and light industrial

Downtown South - Mixed Use Neighborhood Scale, Institutional & Government
Central business district, historically-relevant architecture
Redevelopment should reference the scale, proportions, style, bulk and massing of existing buildings
One- to three-story mixed-use development with family-friendly retail and entertainment

East End - Mixed Use Medium Scale, Agricultural/Commercial, Single Family Detached Suburban
Buildings developed to reflect the more rural aspects of Purcellville’s character
Centered on the roundabout, commercial NW quadrant is virtually built out, NE quadrant is commercial but could benefit from open space, SW quadrant is agricultural, and SE quadrant could be best utilized as open space with some residential

East Main - Commercial Medium Scale, Commercial Neighborhood Scale, Mixed Use Medium Scale, Single Family Attached
Redevelopment with pedestrian-friendly retail destinations compatible with the Town’s character and enhanced green space
Some retail/apartment mixed-use and improved green space
**TOPICAL PLAN ELEMENTS**

**GUIDING PRINCIPLES**

**Economics:** We will continue Purcellville’s role as a vibrant business center and tourist destination to provide varied employment opportunities and a stable tax base.

**Services:** We will provide adequate high-quality community facilities and services conveniently located to serve Purcellville’s residents and commercial establishments.

<table>
<thead>
<tr>
<th>Economic Development</th>
<th>Services &amp; Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Maintain the viability of the commercial corridor in the heart of Purcellville.</td>
<td>• Require development to provide evidence of adequate facilities and services and utilize conditional zoning system to obtain necessary facilities.</td>
</tr>
<tr>
<td>• Continue supporting businesses that attract tourism.</td>
<td>• Coordinate with County on services &amp; facilities in and around Purcellville.</td>
</tr>
<tr>
<td>• Support local businesses compatible with Purcellville’s small-town character.</td>
<td>• Update the <strong>Water Resources Study</strong></td>
</tr>
<tr>
<td>• Develop and implement an <strong>Economic Development Plan.</strong></td>
<td></td>
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</table>
# TOPICAL PLAN ELEMENTS

## GUIDING PRINCIPLES

**Resources:** We will respect and preserve the natural environment and protect Purcellville’s historical, cultural, and natural resources.

<table>
<thead>
<tr>
<th>Historical &amp; Cultural Resources</th>
<th>Environmental Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ensure new development within the Town’s Historic Districts reflects the scale, design, and layout of existing historic buildings.</td>
<td>• Require new development to include environmental features such as protection of existing features, LEED building and site design, natural storm water management systems, etc.</td>
</tr>
<tr>
<td>• Amend the <strong>Design Guidelines</strong> with recommendations specific to the historic commercial buildings in town, and ensure development outside of the Historic District reflects Town’s character.</td>
<td>• Require impact assessments for new developments and protect sensitive areas.</td>
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<tr>
<td>• Protect key historic resources and provide historic and cultural amenities and information.</td>
<td>• Protect and supplement trees, vegetation, and open space.</td>
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<tr>
<td></td>
<td>• Continue with Town provided environmental activities.</td>
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</tbody>
</table>
Housing & Neighborhoods
• Support provision of a variety of housing types, sizes, accessibility options, and price points for the elderly, young people, and other household types.
• Collaborate with the County to manage growth around the Town.
• Survey architectural styles of the Town’s neighborhoods and update the Zoning Ordnance and Design Guidelines to ensure infill is compatible with existing character.

Transportation & Mobility
• Improve connectivity and safety of streets.
• Manage and reduce congestion.
• Require development provide a fair share contribution to transportation improvements.
• Encourage walking, biking, and horseback riding by providing a network of connected paths and facilities.
• Update the Purcellville Townwide Transportation Plan.
IMPLEMENTATION

• Mechanisms for Implementation:
  o Focused Plans or Studies (ex. Transportation Plan)
  o Regulations, Handbooks & Guidelines (ex. The Zoning Ordinance)
  o Impact Assessments
  o Land Acquisition & Preservation Methods (ex. Purchase of Development Rights, Land Donation)
## INITIAL ACTION PRIORITIZATION

<table>
<thead>
<tr>
<th>Continuation of Current Efforts</th>
<th>Short Term Efforts (6 Months – 24 Months)</th>
<th>Mid Term Efforts (18 Months – 5 Years)</th>
<th>Long Range Efforts (3+ Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use the Plan and short-term actions to develop annual capital improvement priorities.</td>
<td>• Update the <strong>Transportation Plan</strong>, <strong>Zoning Ordinance</strong>, <strong>Design Guidelines</strong>, etc. to better reflect the goals of this Plan.</td>
<td>• Update the Comprehensive Parks, Recreation, and Open Space Master Plan and other Area Plans as needed.</td>
<td>• Revisit plan policies and assess for effectiveness.</td>
</tr>
<tr>
<td>• Monitor plan implementation and actively update as needed.</td>
<td>• Prepare Studies and Plans such as a Land Preservation Study, Fiscal Impact Tool, Affordable Housing Plan, <strong>Water Resources Study</strong>, etc.</td>
<td>• Choose pilot programs for capital improvements.</td>
<td>• Continue making lower priority capital improvements.</td>
</tr>
<tr>
<td>• Monitor demand for Town services.</td>
<td>• Monitor development in the focus areas.</td>
<td>• Complete the Franklin Park bike and pedestrian connection study.</td>
<td>• Prepare for five year update to the Plan.</td>
</tr>
<tr>
<td>• Collaborate with Loudoun County to ensure planning priorities and policies are aligning.</td>
<td>• Maintain engagement with Loudoun County</td>
<td>• Review the Plan recommendations and create an annual work plan.</td>
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<tr>
<td>• Initiate or continue recreational and cultural programs and efforts.</td>
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</table>
CONCLUSION

- Strong Plan that balances citizen input with planning principles.
- User friendly with strategic and actionable recommendations.
- Protects the small-town feel that citizens value.
NEXT STEPS

Plan Drafting

Public Comment at the Planning Commission Public Hearing
   Modify as Needed Based on Public Input

Planning Commission Vote
   Pass

Planning Commission Presents Recommended Plan to the Town Council

Public Comment at the Town Council Public Hearing
   Modify as Needed Based on Public Input

Town Council Vote
   Pass

Adopted Comprehensive Plan

TOWN OF PURCELLVILLE

PLANNING COMMISSION PUBLIC HEARING - 21
THANK YOU!

And please continue to participate in this important activity.