

Agriculture Tourism Commercial

This future land use category marks a transition from the rural agricultural and large-lot residential properties surrounding the Town to the small town of Purcellville, and defines important gateways into the Town. This land use category blends a rural/agricultural component together with: (1) office, (2) retail, (3) cultural, (4) agricultural/viticultural, (5) institutional, or (6) tourism-oriented uses. Personal service uses are discouraged.

The design of structures within this land use category should reflect the agricultural heritage of the Town. The land use mixture within this designation should include uses that support tourism and relate to the Town's farming heritage. Examples of uses that support tourism and relate to the Town's farming heritage include: small-scale hotels, beds and breakfasts, unique drinking or eating establishments serving goods made from the local farm and viticulture community, artist exhibits, specialty shops, and other uses that reflect Purcellville's eclectic character. The scale of this land use category should reflect the quaint nature of a small town, balanced with the Town's evolving identity as a weekend tourist destination and a center for services in western Loudoun.

Uses established at the ground level should be vibrant and should create a spirit of community, discovery, or exchange between the merchants, residents and visitors; outdoor amenities and seating are encouraged; office space at the ground level is discouraged. Parking should be located to the rear of buildings. Land with this designation should be walkable, both internally and in connection to the greater community, and should incorporate well-designed green spaces.

The Agriculture Tourism Commercial land classification should include undeveloped parcels within the Town's East End Focus Area. The East End Focus Area is anchored and defined by Crooked Run Orchard, a working farm that has been operated by the same family for over 100 years, now permanently protected by a conservation easement. The Agriculture Tourism Commercial land classification is intended to extend the spirit of Crooked Run Orchard to other parcels within the East End Focus Area, and to serve as a meaningful Gateway into the east end of the Town.