

Plan Purcellville Executive Summary

Drafted 01/23/2020

*The "Acknowledgements Page" is to be moved to the "Supporting Documents" section
This new "Executive Summary" is to be inserted after the "Cover Page" and before the "Contents" page*

Purcellville – the town, the community: a beloved place that retains its attractive small town and historic agrarian attributes, while being a home to many, a key economic center, educational/cultural destination, and tourism hub in western Loudoun County. As the second-largest municipality in Loudoun County, and by virtue of its location on the fringes of the Washington, D.C. metropolitan area, it faces unique challenges that could greatly affect the nature of Purcellville’s community character, natural landscape, and fiscal condition.

This document, identified as *Plan Purcellville*, wholly replaces the Town’s previous comprehensive plan, known as The 2025 Comprehensive Plan (which had been adopted in 2006). Plan Purcellville has taken the previous plan, refined the vision based on community input, and provided new and updated recommendations to help maintain Purcellville’s unique family and business-friendly character. This comprehensive plan has been adopted by the Town Council, after receiving recommendations from the Town Planning Commission.

Plan Purcellville establishes a vision and direction for Purcellville’s future, guiding zoning designations and land development within the Town, and inspiring the Town Council in its adoption of public policy. The Town’s goals, as set forth in Plan Purcellville, are to: shape and protect land uses in existing development, new development, infill development, and redevelopment that compliment and sustain Purcellville’s small town charm; manage development so that the Town’s services and infrastructure are not overwhelmed; protect the Town’s ability to phase any growth with the availability of Town services; protect and enhance the aesthetics and viability of the downtown area; preserve existing neighborhoods through compatible infill and property improvement; adopt cooperative County and Town plans to provide policy framework for rural preservation. Growth and development should pursue the highest levels of environmental sustainability.

The pages which follow present the Plan in five sections: (1) Town History, (2) Introduction, (3) The Land Use Plan, (4) Topical Plan Elements, and (5) Implementation. The Town History portion of the Plan sets a historical context, and includes a brief accounting of the local government’s planning efforts. The Introduction chapter highlights the public process that has gone into creating this Plan. The Land Use Plan chapter identifies the locations, and describes characteristics, of envisioned future land uses, in order to guide future land use decisions. The Topical Elements section of the Plan addresses recommendations for the programs, practices, services, and assets that the Town of Purcellville manages, including Economic Development, Services & Facilities, Historical & Cultural Resources, Environmental Resources, Housing & Neighborhoods, and Transportation & Mobility. The Implementation portion of the Plan prioritizes actions and sets short-term, mid-term, and long-term timeframes in which to translate this Plan into actual future investments and the allocation of resources in the best interests of the Town.