

# PUBLIC HEARING NOTICE TOWN OF PURCELLVILLE

The Purcellville Town Council will hold a public hearing in the Town Council Chambers of Town Hall, located at 221 South Nursery Avenue, Purcellville, Virginia on **TUESDAY, FEBRUARY 11, 2020 at 7:00 PM** for the purpose of receiving comments on, considering, and possibly voting on the following item:

**PLAN PURCELLVILLE, the Town's proposed comprehensive plan (hereafter, "Plan Purcellville").** The Town of Purcellville's comprehensive plan functions to: establish a vision and direction for Purcellville's future, guide zoning designations and land development within the Town limits, and guide the Town Council in its adoption of public policy. The comprehensive plan is adopted by the Town Council, after receiving recommendations from the Town Planning Commission. *Plan Purcellville*, the newly proposed comprehensive plan that is the subject of this advertised public hearing, would wholly replace the Town's existing comprehensive plan, known as *The 2025 Comprehensive Plan*, which was adopted in 2006 and was intended to set forth a 20-year vision for the Town which would take the Town through the year 2025 (hereafter, the "**2006 Plan**"). *Plan Purcellville* is a wholesale amendment of the 2006 Plan, including amendments to the document structure, as well as considerable changes to the text, policies, maps, and figures.

The Town's goals, as set forth in *Plan Purcellville*, are to: support land use and development that complements 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; and leverage open space, conservation easements and land trusts as preservation tools. Growth and development should pursue the highest levels of environmental sustainability.

*Plan Purcellville* consists of 5 sections: (1) Town History, (2) Introduction, (3) The Land Use Plan, (4) Topical Plan Elements, and (5) Implementation. A summary description of each section follows below:

1. **Town History.** This section describes the history of the Town, and includes the following subsections: "Town Seal – Interpretive History of Purcellville," and "The Town's Planning History."
2. **Introduction.** This section describes the public input process used to develop Plan Purcellville, describes the public input obtained, and updates the Town's data on population growth and trends.
3. **The Land Use Plan.** This section identifies and describes the future land uses envisioned for all parcels of land within the Town, and guides the Town when making land development recommendations and decisions. The objective of this section of Plan Purcellville is to shape and protect the character of Purcellville as new development, infill development, and redevelopment occur in the future. This section emphasizes areas within the Town to preserve or sustain, and areas within the Town to enhance.

The Land Use Plan section of *Plan Purcellville* includes a map, entitled "*Future Land Use Plan Map*," showing the future land uses envisioned for all parcels of land located in the Town, which is published with this advertisement for reference. For comparison purposes, a copy of the future land use map that was adopted as part of the *2006 Plan* (adopted in 2006 and currently in effect), also accompanies this advertisement and is identified as the "*Comprehensive Plan 2025 – Planned (Future) Land Use Map*."

So that the reader of this advertisement can better understand these future land use maps, and how the future planned land uses are proposed to be changed under *Plan Purcellville*, below is a table showing the future planned land use categories under the *2006 Plan*, and a subsequent table showing the future planned land use categories under the proposed *Plan Purcellville*. These descriptions will help the reader understand the map legends for both future planned land use maps that are published with this advertisement.

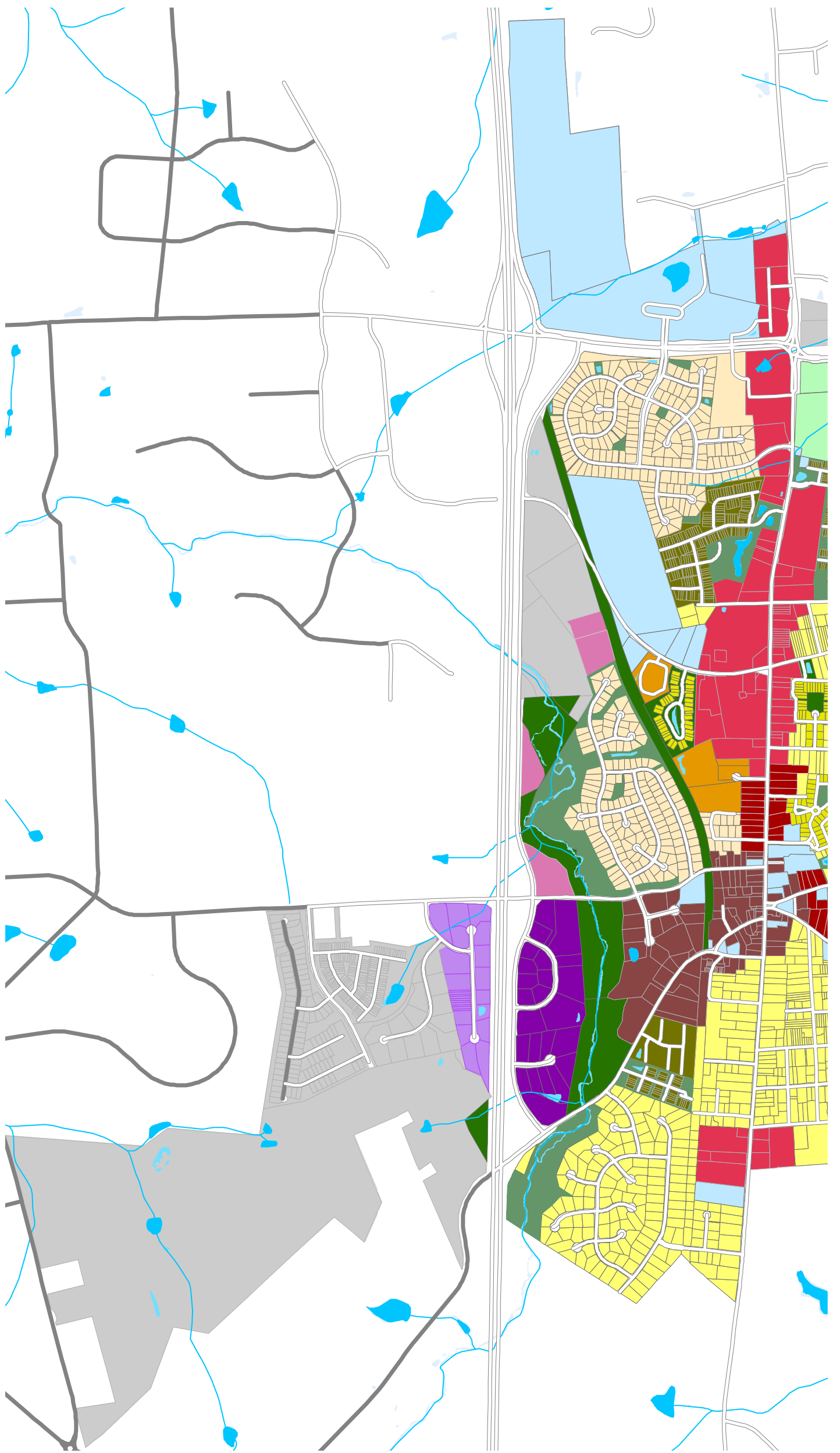
The current *2006 Plan* future planned land use categories are as follows:

<b>Current 2006 Plan – Future Land Use Map Categories</b>	<b>General Description of the Category</b>	<b>Intensity Information related to the Category</b>
Professional Office	In the vicinity of Hirst Road, between Maple and Hatcher Avenues. Should include development provisions for attractive landscaping, architectural features, and parking that is screened from view. Tracts in this area of town should be considered a priority for future annexation to expand commercial opportunities.	Restricted to a maximum height of 45 feet and a maximum Floor Area Ratio of 1.0. Buildings and parking should occupy no more than 60 percent of the lot.
Undesignated Annexed Areas	These areas shown on the map in grey were not included in the <i>2006 Plan</i> because they were not yet within the Town's corporate limits.	N/A
Light Industrial (also referred to in the <i>2006 Plan</i> as "Flex Office /Industrial")	This land use category is intended to provide for light industrial or warehouse uses with associated office space. Examples include an office park with associated warehouse facilities, and light industrial businesses with or without storage operations. Storage areas should be located in yards that are not visible from the street.	Buildings and parking should cover no more than 75 percent of the property. Buildings should be limited to 45 feet or less. The Floor Area Ratio should not exceed 1.0.
Agricultural / Tourism Commercial	This new land use category was created to protect and enhance the last remaining agricultural property in Purcellville, Crooked Run Orchard. The category is intended to permit the continuation of the existing agricultural uses on the property, while allowing future commercial uses that may be compatible with agriculture, but provide additional options for income from the property, such as restaurants; art galleries and shops; a hotel; a bed and breakfast inn; a spa; a conference center or corporate retreat; a winery; a wayside stand; and other similar farm-based or tourist-oriented activities.	Buildings should be limited to a maximum height of 35 feet and should be setback from Main Street by at least 100 feet. Buildings and parking should cover no more than 30 percent of the property.
Residential – 2 dwelling units ("du") per acre	Planned for single-family detached residential housing	2 homes per acre
Residential – 3 du per acre	Planned for single-family detached residential housing	3 homes per acre
Residential – 5 du per acre	Planned for single-family detached residential housing	5 homes per acre
Residential – 8 du per acre	Planned for single-family attached residential housing (townhomes)	8 homes per acre
Residential – Multifamily	Planned for multi-family residential housing (apartments)	None stated
Neighborhood Commercial	This category is intended to provide easily accessible, small retail and service establishments to support frequent residential needs. Two areas are recommended for possible neighborhood commercial development: the Hirst Farm and Locust Grove Neighborhoods, and the Village Case Neighborhood. Typical uses would be: daycare, neighborhood grocery, personal service establishment, community center, and bed and breakfast.	This category should be characterized by small buildings (less than 3,000 square feet in size) with limited parking. The maximum height of structures should be 35 feet or less. Signage should be limited to less than 20 square feet.
Mixed-Use Commercial	This area includes the East and West Main Street corridors, beyond downtown. A new mixed-use commercial land use category is recommended for these commercial areas. At the western Town limits, additional property on the south side of West Main Street could be considered for rezoning if consolidation and redevelopment resulted in enhanced site development, improved access and traffic management. Buildings should be located close to the street, with most off-street parking located in the rear and none to the front of buildings. All development should include pedestrian circulation systems.	Buildings should be limited to a maximum height of 45 feet and a FAR of 1.0. Buildings and parking should occupy no more than 70 percent of the lot.
Historic Office/ Residential	Purcellville has gained historic district recognition for qualifying parts of town generally located along Main Street and downtown. The intent of this category is to provide the option for limited professional office use in conjunction with an established residential use in specified areas, namely East Main Street and the area between Firemen's Field and the Methodist Church.	None stated
Downtown Commercial	This land use category is recommended for the downtown central business district extending from Hatcher Avenue to just beyond 23rd Street and including areas north of the W&OD Trail on North 21st Street and Cornwell Lane. The existing C-4 Central Commercial zoning district should be revised to reflect this goal of increased commercial and mixed uses, and the urban nature of this area. Landscaping is recommended in public areas, but large buffer yards are not recommended. Parking provisions should be amended to accommodate shared parking opportunities, public transportation options, and the need for structured parking.	Building height should be based on the relationship from the ground elevation of 21st Street, and buildings should be limited to a maximum Floor Area Ratio (FAR) of 3.0. Additional height and FAR may be considered where there are special public benefits, such as public art or spaces, or unusual topographic conditions.
Institutional/ Government	Public uses include schools, community centers, and Town-owned property (eg; train depot, parking lots, Town Hall, wastewater treatment and water treatment plants). Public utilities such as electric power, telephone and other providers are included in this government category. Semi-public uses include institutions such as churches and the college, as well as Firemen's Field.	The Town does not currently have a zoning category affiliated with this type of land use. It is recommended that this unique land use category be recognized and that a new zoning district be developed to address these land uses.
Flex Office/ Industrial	This land use category is intended to provide for light industrial or warehouse uses with associated office space. Future land uses would include an office park with associated warehouse facilities, and light industrial businesses with or without storage operations. Street frontages and parking areas should be landscaped. Storage areas should be located in yards that are not visible from the street.	Buildings should be limited to heights of 45 feet or less. The FAR should not exceed 1.0. Buildings and parking should cover no more than 75 percent of the property.









# Comprehensive Plan 2025 Planned (Future) Land Use Map

South of Main

This map shows the Land Use 2025 Plan as remapped by McBride Dale Clarion on April 5, 2018 and incorporates approved amendments through December 2016.

