



**PLANNING COMMISSION
WORK SESSION AGENDA**

Heritage Conference Room

July 21, 2016

(Immediately following regular meeting)

- 1) **Call to Order**
- 2) **Chairman's Comments**
- 3) **Discussion of Draft Summaries for Rounds 1-3 of the Comprehensive Plan Update**
- 4) **Discussion of Comprehensive Plan Update Schedule**
- 5) **Discussion of Weekly Work Session Agenda Items**
- 6) **Adjournment**

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DRAFT FOR PLANNING COMMISSION REVIEW

7/18/2016

TOWN OF
PURCELLVILLE,
VA

CRITICAL FINDINGS

An assessment of trends, forces and initial public input

Contents

Critical Findings.....	1
Appendix A: Trends and Forces.....	1
Overview.....	1
Population.....	2
Households and Housing Trends	10
Employment.....	17
Land Use Analysis	24
Fiscal and Operational Conditions.....	31
Transportation and Mobility Infrastructure	38
Appendix B: Compendium of Public Input- Round 1	1
Overview.....	1
Record of the Public Open Houses	8
Information on the Survey Respondents.....	31
Online Survey Responses.....	35
Paper Survey Response (34)	86

INDEX OF FIGURES

Critical Findings

Figure 1. Estimated Population and Residential Growth Projections.....	3
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Appendix A

Figure 2. Purcellville Area-Estimated Growth Projections (Source: Table 8).....	8
Figure 3. 2040 Purcellville Employment Estimates. Source: TABLE 28.....	23
Figure 4: Existing Land Use Map 2016.(Source: Reported from Town of Purcellville GIS data. 2016.)...24	
Figure 5. Existing Land Use 2006 (Source Comprehensive Plan 2025)	25
Figure 6. Existing Land Use	26
Figure 7: Planned Land Use Map (Source Comprehensive Plan 2025).....	27
Figure 8. Estimated Land Demand at Different Densities. Source TABLE 32.....	29
Figure 9: FY 2016 Budgeted Revenues.....	31
Figure 10: FY 2016 Budgeted Expenditures, Town of Purcellville,.....	32
Figure 11: General Fund and Special Parks & Rec Fund Expenditures Per Capita FY 2010-2016.....	32
Figure 12: 5-Year CIP Funding Sources (FY 2016-2020)	33
Figure 13: 5-Year CIP Expenditures (FY2016-2020)	34
Figure 14: Outstanding Debt FY 2016	34
Figure 15: FY 16 Debt Service Compared to Operating Budgets	35
Figure 16: Total Taxable Assessed Value FY2015.....	36
Figure 17: Purcellville Townwide Transportation Plan Completed Projects.....	38
Figure 18: Purcellville Townwide Transportation Plan Incomplete Recommended Projects.....	39
Figure 19: Northern Collector Road Study, Alignment Segments and Reservations.....	40

Appendix B

Figure 20: Response Data, What do you love about Purcellville?	2
Figure 21: Response Data, What are the Town's biggest opportunities.	3
Figure 22: Biggest Challenges Response Data	5
Figure 23: MDC Composite of Public Input on Maps.....	6
Figure 24. Composite Results Map, with Consultant Highlighted Areas for Future Consideration	7

INDEX OF TABLES

TABLE 1. Population Estimates (2010-2016 Various Sources).....	2
TABLE 2. Historic Population Growth (Comparison)	2
TABLE 3. Population and Housing, Loudoun County (2000 and 2010 Census)	3
TABLE 4. Population, Eastern Loudoun vs. Western Loudoun (2000 and 2010 Census and 2014 ACS Data).....	4
TABLE 5. Historic and Current Population (2000 and 2010 Census and 2014 ACS Data).....	4
TABLE 6. Town of Purcellville Population Sex and Age (2000 and 2010 Census).....	6
TABLE 7. Town of Purcellville Population Age by Percent (2000 and 2010 Census and 2014 ACS Data)	6
TABLE 8. Population Projections (Weldon Cooper 2012, Metropolitan Washington COG, and MDC 2016).....	8
TABLE 9. Metropolitan Washington COG Future Population Growth Forecasts.....	9
TABLE 10. Summary and Analysis of Metropolitan Washington COG Growth Forecasts	9
TABLE 11. Purcellville Household Demographics (2000 and 2010 Census and 2014 ACS Data)	10

TABLE 12. Loudoun County Household Demographics (2000 and 2010 Census and 2014 ACS Data)	11
TABLE 13. Household Types Compared (2000 and 2010 Census Data)	11
TABLE 14. Purcellville Housing Characteristics Summary (2014 ACS Estimated Data)	12
TABLE 15. Town of Purcellville Estimated Housing Units (ACS 2014 Estimates)	12
TABLE 16. Town of Purcellville Estimated Occupied Housing Units by Occupancy Tenure (ACS 2014 ESTIMATES)	13
TABLE 17. Estimated housing by type (ACS 2014 Estimates)	13
TABLE 18. Town of Purcellville Housing Size (2000 and 2010 Census and 2014 ACS Data)	14
TABLE 19. Purcellville Tenure by Household Size (2000 and 2010 Census and 2014 ACS Data)	14
TABLE 20. Purcellville Housing Characteristic Estimates (2014 ACS Data)	15
TABLE 21. Purcellville Selected Housing Characteristics (ACS 2014)	16
TABLE 22. All Jobs Located in Purcellville (Onthemap.com/U.S. Census 2004/2014)	17
TABLE 23. Primary Jobs Located in Purcellville (Onthemap.com/U.S. Census 2004/2014)	18
TABLE 24. Current Employment by NAICS Sector (Onthemap.com/U.S. Census 2004 and 2014)	18
TABLE 25. Major Property Owners (Loudoun County Assessor of Real Estate 2016)	20
TABLE 26. Principle Employers (Town Business License Renewal-2016)	20
TABLE 27. Purcellville jobs as Percentage of Loudoun County 2014 and 2040 (U.S. Census, Woods & Poole Economics, MDC)	21
TABLE 28. Job Growth Projections, Town of Purcellville (Woods & Poole Economics, Inc. and MDC 2016)	22
TABLE 29. Purcellville Size Change	24
TABLE 30. Land Use Change 1997 – 2016 Town of Purcellville	25
TABLE 31. Town of Purcellville Existing Land Use 2016 (Town of Purcellville Department of Community Development 2016)	26
TABLE 32. Estimated New Housing and Land Demand 2040, Purcellville Area (Assessment from Various Sources by MDC)	28
TABLE 33. Estimated Capacity for New Housing Units In the Town of Purcellville (Town of Purcellville Department of Community Development)	29

Critical Findings

The following summarizes the key findings from an analysis of socioeconomic trends and data, and existing land use and transportation conditions in and around Purcellville, combined with the review and summary of the information gathered through the first round of public engagement for the comprehensive plan process. This assessment and the appendices were prepared by McBride Dale Clarion, Tischler Bise, Kimley-Horn, and Town Planning Staff. These findings are based on current conditions and public opinion. They are not intended to reflect policy decisions made by the town in regards to the plan update. Rather, they are meant to inform discussion in the development of guiding principles, goals and strategies for inclusion in the updated plan.

What we learned . . .

- The fundamental value that ties the input from the public together is a deeply held desire to protect the small town character and community (the people) that make Purcellville unique in the face of persistent demand for new housing in the Purcellville Area in a rapidly growing county.
- People love the small town feel and character of the town. They love local amenities like shopping and parks. They love the people who live here, and they feel a tight connection to community and the term family-friendly is used often. They love the place itself, from the charms of old town to the surrounding countryside, and the ease of getting around Purcellville by car or on foot.
- Keeping with what people loved most, the biggest opportunities were seen in: the small town character of Purcellville, the strong local small businesses here, the people, and the community. Opportunities for growth were seen in tourism, recreation, and the amenities the town provides to Western Loudoun County.
- Unsurprisingly, the biggest challenges the town faces are viewed as a loss of the things people love about Purcellville: the loss of character, the possibility of too much growth, ensuring responsible fiscal and facility management, managing and maintaining comfortable transportation and mobility in the face of growth, ensuring successful and thoughtful growth management (the rate, quality, location, and type of growth) and economic development were all viewed as challenges to be addressed in the comprehensive plan update.
- There are forces outside the direct control of the Town of Purcellville, its elected officials and residents that are creating increasing demand for growth in and around the community.
- The D.C. Metro region is growing and Loudoun County is anticipated to continue to absorb a portion of the growth. Over 116,000 additional people are anticipated in the County by 2040 under conservative estimates. Purcellville is and will continue to feel the impacts of this pressure.

Critical Findings

- Western Loudoun County is becoming more accessible to the DC Metro Region with the expansion of Metrorail's Silver Line. This will shorten commute times and add convenience to the region. This will stimulate demand for homes in and around Purcellville. All the reasons people love the community now will attract people who want to live in that environment.
- Transportation improvements made to manage growing traffic demands and address current deficiencies will continue to open new areas for growth. Farm land and open spaces that are not protected in permanent conservation easements are vulnerable to amplified growth pressures as they become more accessible. Transportation improvements like the Southern Collector, Northern Collector and, when it comes online after 2020, the 690/Route 7 Bypass Interchange all promise to expand development opportunities to the west of Purcellville.
- Historic growth has changed the character of place in Purcellville, and new infrastructure has been needed. The influx of families and new homes over the last 20 years has increased demand for schools, services and centralized water and sewer. More infrastructure requires greater investment to operate and maintain it than the former rural status of Purcellville. Increased services often correlate to increased expenses and taxes to cover operations and maintenance. Finding ways for growth to pay for itself is important, but so is the maintenance of the amenities and services that people choose Purcellville for.
- Purcellville is part of Loudoun County, and Loudoun County's land use and transportation policies impact Purcellville. The County's current growth policies encourage character appropriate growth around existing towns with existing services. The policy is intended as a rural preservation strategy especially in Western Loudoun County. These policies are good practices from a regional standpoint and are unlikely to change as the County updates its Countywide Comprehensive Plan this year. However, the Joint Land Use Management Area offers the Town of Purcellville an opportunity to influence the land use policies outside the Town limits. The best opportunity is for Purcellville to collaborate with the County and set land use and transportation policies in the Comprehensive Plan that manage growth in and around town to help maintain the small town character while allowing for reasonable growth.
- Most of the recent annexation (land area) is dedicated to institutional uses (Woodgrove High School and Patrick Henry College), but the town now includes land north of the Bypass in the area that was formerly part of the Urban Growth Management Area. Despite the additional institutional land, the town has managed to maintain a targeted balance of residential and commercial land uses. The plan update should continue to support a mix of residential and commercial land uses that works fiscally for the town and helps to maintain the small town character that is so valued here.
- As Purcellville determines how to respond to growth, the best chance (from a planning perspective) of protecting the things people love about Purcellville is through a strong management strategy. This strategy should focus on the quality, character and function of development, and seek to preserve and protect significant open space, while providing necessary public infrastructure to serve the desired amount of future growth.

- Population growth projections for Purcellville indicate that the town could see demand to grow to as many as 14,000 people by 2040. This would be an increase of about 5,000 people and could require as many as 1,780 new homes in the area. Based on an estimated population of 9,120 in 2015, the current housing capacity in Purcellville is estimated at 10,147 people if every possible residence allowed under current zoning were to be built. With current trends continuing, this housing capacity would be absorbed by 2020.
- Employment is anticipated to have the potential to increase by over 5,000 jobs in the next 25 years as well. Redevelopment can support a portion of that growth, but non-residential growth should also be carefully considered and planned to ensure quality and functionality that fits the small town character of Purcellville.

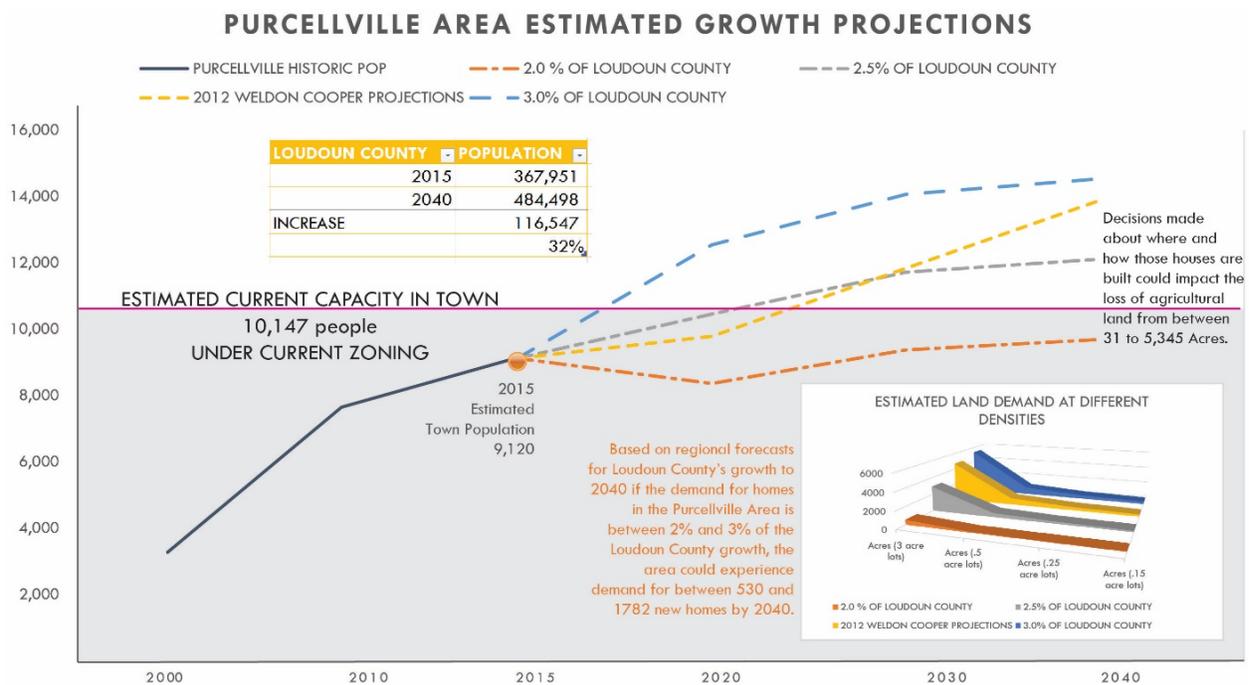


Figure 1. Estimated Population and Residential Growth Projections

Appendix A: Trends and Forces

OVERVIEW

The Trends and Forces appendix examine several factors influencing the development potential of the Town of Purcellville. The primary focus is on socio-economic trends, with an evaluation of growth trends and impacts on land use. Transportation improvement plans and the fiscal and operational conditions for the town are evaluated. There are additional factors at play including historic preservation, natural resources, terrain, waterways, utilities, and safety services, among others. These factors will be examined in more detail in a future phase as we evaluate future scenarios for physical development, associated conditions and the potential effects of those scenarios on town operations.

POPULATION

HISTORIC AND CURRENT POPULATION

The estimated 2014 population for the town was 8,929 people. With recent residential occupancy permits over 2014 (27) and 2015 (30), MDC estimates the town's population at the beginning of 2016 was approximately 9,115-9,120.

TABLE 1. POPULATION ESTIMATES (2010-2016 VARIOUS SOURCES)

	Town of Purcellville
POPULATION ESTIMATES, JANUARY 1, 2016 (MDC ESTIMATES)	9,120
POPULATION ESTIMATES, JULY 1, 2014, (V2014)	8,929
POPULATION ESTIMATES BASE, APRIL 1, 2010, (V2014)	7,727
POPULATION, PERCENT CHANGE - APRIL 1, 2010 (ESTIMATES BASE) TO JULY 1, 2014, (V2014)	15.6
POPULATION, CENSUS, APRIL 1, 2010	7,727

Source: U.S. Decennial Census, American Community Survey 2014-2015, MDC and Town of Purcellville Occupancy Permits, 2016.

MDC estimates that the Town of Purcellville currently accounts for about 2.5% of the total Loudoun County Population. Loudoun County's population grew by nearly 200,000 people in fifteen years for a 117% change. The Town of Purcellville gained over 5,500 people during the same period, for a 154% increase in population. Since 2000, Purcellville grew at a faster rate than the county overall, capturing a slightly higher percentage of the total county population, increasing from 2.1% in 2000, to 2.5% in 2015.

TABLE 2. HISTORIC POPULATION GROWTH (COMPARISON)

	2000	2010	2015	2000-2015 Change	
				Change	%
LOUDOUN COUNTY	169,599	312,311	367,951	198,352	117%
PURCELLVILLE	3,584	7,727	9,120	5,536	154%
TOWN % OF LOUDOUN COUNTY	2.1%	2.5%	2.5%		

Source: U.S. Decennial Census, 2015 American Community Survey Estimates. MDC and Town of Purcellville Occupancy Permits, 2016.

The 2010 population density for Purcellville was 2,453 people per square mile (3.15 square miles). In 2016, the density is estimated to be at about 2,665 people per square mile (3.42 square miles).

TABLE 3. POPULATION AND HOUSING, LOUDOUN COUNTY (2000 AND 2010 CENSUS)

Geographical Area	2000 Census			Area	Density/Sq. Mile			2010 Census			Area in square miles	Density per square mile of land area	
	Population	Housing units	Sq. Mi.		Population	Housing units	Sq. Mi.	Population	Housing units	Population		Housing units	
Loudoun County	169,599	62,160	521	326	120		312,311	109,442	521	606	212		
PLACE - cdp-Census Designated Place													
Arcola CDP							233	96	2	104	43		
Ashburn CDP							43,511	15,795	17	2,556	928		
Belmont CDP							5,966	1,870	2	2,921	916		
Brambleton CDP							9,845	3,265	6	1,712	568		
Broadlands CDP							12,313	3,823	3	3,772	1,171		
Cascades CDP							11,912	4,495	4	3,231	1,219		
Countryside CDP							10,072	3,698	3	3,913	1,437		
Dulles Town Center CDP							4,601	1,797	2	1,890	738		
Hamilton town	562	224	0	2,218	884		506	232	0	2,414	1,107		
Hillsboro town	96	41	0	1,018	435		80	38	0	943	448		
Lansdowne CDP							11,253	4,421	4	2,826	1,110		
Leesburg town	28,311	10,671	12	2,440	920		42,616	15,119	12	3,440	1,220		
Loudoun Valley Estates CDP							3,656	1,025	2	1,942	544		
Lovettsville town	853	325	1	981	374		1,613	599	1	1,834	681		
Lowes Island CDP							10,756	3,627	3	3,634	1,226		
Middleburg town	632	364	1	1,084	624		673	414	1	649	399		
Moorefield Station CDP							77	91	1	67	79		
Oak Grove CDP							1,777	540	1	1,516	461		
Purcellville town	3,584	1,292	2	1,512	545		7,727	2,491	3	2,454	791		
Round Hill town	500	177	0	2,334	826		539	218	0	1,474	596		
South Riding CDP							24,256	7,653	7	3,516	1,109		
Sterling CDP							27,822	9,603	6	5,076	1,752		
Stone Ridge CDP							7,214	2,450	3	2,858	971		
Sugarland Run CDP							11,799	3,716	2	5,877	1,851		
University Center CDP							3,586	1,720	1	3,896	1,869		

TABLE 4.
POPULATION, EASTERN LOUDOUN VS. WESTERN LOUDOUN
(2000 AND 2010 CENSUS AND 2014 ACS DATA)

2000 Census		2010 Census		2014 ACS	
Geographic Area	Population	Geographic Area	Population	Geographic Area	Population
Loudoun County	169,599	Loudoun County	312,311	Loudoun County	338,916
Western Loudoun	43,578	Western Loudoun	76,450	Western Loudoun	85,855
Blue Ridge district	15,367	Blue Ridge district	30,989	Blue Ridge district	45,777
Catoctin district	19,073	Catoctin district	45,461	Catoctin district	40,078
Mercer district part*	9,138				
Eastern Loudoun	126,021	Eastern Loudoun	235,861	Eastern Loudoun	253,061
Broad Run district	33,330	Broad Run district	51,113	Algonkian district	42,122
Dulles district	29,477	Dulles district	81,409	Ashburn district	40,350
Leesburg district	15,983	Leesburg district	25,533	Broad Run district	42,325
Mercer district part*	10,766	Potomac district	27,673	Dulles district	45,944
Sterling district	13,764	Sterling district	23,846	Leesburg district	42,323
Sugarland Run district	22,701	Sugarland Run district	26,287	Sterling district	39,997

*Loudoun County redrew district lines between 2000 and 2010. The census districts therefore do not translate perfectly between the two years. This breakdown best represents the differences between eastern and western Loudoun over the 10 year period with the existing districts of the time sorted into either eastern or western Loudoun.

TABLE 5.
HISTORIC AND CURRENT POPULATION (2000 AND 2010 CENSUS AND 2014 ACS DATA)

	2000	2010	Change		
			10-year increase	10-year Rate	Avg. Annual
Town of Purcellville	3,584	7,727	4,143	115.60%	7.99%
Town of Leesburg	28,311	42,616	14,305	50.53%	4.17%
Western Loudoun	43,578	76,450	32,872	75.43%	5.78%
Eastern Loudoun	126,021	235,861	109,840	87.16%	6.47%
Loudoun County	169,599	312,311	142,712	84.15%	6.30%

	2014	Change				
		4-year increase	4-year Rate	14-year Rate	Avg. Annual (4 years)	Avg. Annual (14 years)
Town of Purcellville	8,350	623	8.06%	132.98%	1.96%	6.23%
Town of Leesburg	46,211	3,595	8.44%	63.23%	2.05%	3.56%
Western Loudoun	85,855	9,405	12.30%	97.01%	2.94%	4.96%
Eastern Loudoun	253,061	17,200	7.29%	100.81%	1.78%	5.11%
Loudoun County	363,050	50,739	16.25%	114.06%	3.84%	5.59%

From 2000 to 2010, the Town of Purcellville more than doubled its population. The land area of the Town also increased over this period, meaning that the population density did not change as much as the population alone. The town population has grown at a rate of 115.60%. This is much higher than the County-wide growth rate of 84.15%. This is also substantially higher than the Town of Leesburg's growth over the same period, 50.53%. Leesburg's growth is relevant as a point of comparison because of its geographic proximity; it is the last high-density area on Route 7 before you enter Western Loudoun.

Table 3 shows that of all of the towns in Western Loudoun, the Town of Purcellville was the only town to observe a substantial growth in its population from 2000 to 2010. The data from Table 3 helps to inform the percentage information calculated in Table 5.

Table 5 shows that the growth rate of Loudoun County was very high from 2000 to 2010 (84% over 10 years), with an average annual growth rate of 6.3%. Western Loudoun County had a 75.43% increase from 2010, with an average annual rate of 5.78% over that period. Western Loudoun continued growing from 2010 to 2014 at a significantly lower average annual rate of only 2.94%.

Purcellville also saw a slowing in growth rate, going from 7.99% average annual rate from 2000 to 2010, to only 1.96% annually from 2010 to 2014. It is also interesting to compare the growth of Eastern and Western Loudoun over the two growth periods. From 2000 to 2010, Eastern Loudoun grew at a faster rate than Western Loudoun, but from 2010 to 2014, we see that Western Loudoun actually had a higher growth rate by percent. From 2010 to 2014, Purcellville only grew at a rate of 8.06%, while Western Loudoun around it grew at a rate of 12.30%. This trend could indicate that people still want to move to the Purcellville area but it has become harder to move within the town proper. These circumstances have resulted in an increased growth rate in the areas surrounding the town.

TABLE 6.
TOWN OF PURCELLVILLE POPULATION SEX AND AGE
(2000 AND 2010 CENSUS)

	2000 Census		2010 Census		2014 ACS	
	Number	Percent	Number	Percent	Number	Percent
Total population	3,584	100.0%	7,727	100.0%	8,350	100.0%
SEX AND AGE						
Male	1,734	48.4%	3,754	48.6%	4,124	49.4%
Female	1,850	51.6%	3,973	51.4%	4,226	50.6%
Under 5 years	310	8.6%	614	7.9%	688	8.2%
5 to 9 years	382	10.7%	788	10.2%	685	8.2%
10 to 14 years	326	9.1%	777	10.1%	962	11.5%
15 to 19 years	216	6.0%	682	8.8%	666	8.0%
20 to 24 years	102	2.8%	418	5.4%	385	4.6%
25 to 34 years	482	13.4%	702	9.1%	986	11.8%
35 to 44 years	707	19.7%	1,415	18.3%	1,348	16.1%
45 to 54 years	426	11.9%	1,213	15.7%	1,376	16.5%
55 to 59 years	148	4.1%	332	4.3%	327	3.9%
60 to 64 years	115	3.2%	257	3.3%	375	4.5%
65 to 74 years	183	5.1%	284	3.7%	312	3.7%
75 to 84 years	139	3.9%	177	2.3%	149	1.8%
85 years and over	48	1.3%	68	0.9%	91	1.1%
Median age (years)	34.7	(X)	33.6	(X)	33.6	(X)
18 years and over	2,410	67.2%	5,117	66.2%	5,547	66.4%
21 years and over	2,331	65.0%	4,768	61.7%	5,235	62.7%
62 years and over	430	12.0%	679	8.8%	729	8.7%
65 years and over	370	10.3%	529	6.8%	552	6.6%

TABLE 7.
TOWN OF PURCELLVILLE POPULATION AGE BY PERCENT (2000 AND 2010 CENSUS AND 2014 ACS DATA)

Age Range - Purcellville Town	2000 Census	2010	Percent Change 2000 to 2010	2014 ACS	Percent Change 2010 to 2014	Percent of Current year
	Number	Number		Number		
Under 20 years	1,234	2,861	131.8%	3,001	4.9%	35.9%
20 to 34 years	584	1,120	91.8%	1,371	22.4%	16.4%
35 to 54 years	1,133	2,628	132.0%	2,724	3.7%	32.6%
55 to 64 years	263	589	124.0%	702	19.2%	8.4%
65 years and over	370	529	43.0%	552	4.3%	6.6%

TABLE 6 and TABLE 7 provide insight into the age distribution of Purcellville’s population, and how it has changed over time. The last column of TABLE 7 displays the percent of the current population that a particular age group occupies. The largest segment of the population (36%) falls into the under 20 category, and the second largest category is the 35 to 54 age range. It is important to note that some of the age groupings have a ten year age span, some have a fifteen year span and some have a twenty year span. It would not have been possible to group every twenty years or every ten years because the census groupings are not consistent in that manner and there are no information subsets that allow you to analyze some of the groupings in smaller increments.

Accounting for the variation in group sizes, the two aforementioned groups are still proportionally larger than the other age groups. The other observation that can be made from the information is the growth rate of the various age groups. In Table 4, the 4th column displays the percent change of the size of the age group from 2000 to 2010 and the 6th column shows the percent change from 2010 to 2014. The Town of Purcellville grew by 115% from 2000 to 2010, so it would be expected that all of the age groups would see at least some growth during this same period.

Growth did occur in each age group over this period, but it is important to note the differences between the rates of change for each of the age groups. For example, the elderly population in Purcellville has grown at a much slower rate than the rest of Purcellville. The 65 and over age group only saw a 43% growth rate while the 35 to 54 age group saw a 132% growth rate for the same period. It is also important to recognize that the “percent change” categories are not compromised by the age group range differences. This information shows that the fastest growing age groups in Purcellville from 2000 to 2010 were less than 20 years, 35 to 54 years, and 55 to 64 years.

From 2010 to 2014 we see a slightly different population growth story. The overall growth rate of the town slowed down in this four year period; it was only 8.06% compared to 115% for 2000 to 2010. It is also interesting to look at the different individual growth rates for the 2010 to 2014 period. Each age range grew, but some not as fast as others. The under 20 group and the 35 to 54 group both saw a dramatically reduced growth rate while the 20 to 34 age group actually saw a higher than average growth rate. The 55 to 64 group also saw a higher than average growth rate for this period.

There are two main ways that this data can be used. The “Percent Change 2000 to 2010” and the “Percent of Current Year” columns show current conditions and recent growth, helping to indicate areas where dramatic growth took place in the recent past but where amenities may not yet fully serve the current population. The “Percent Change 2010 to 2014” is a useful tool for predicting growth in the near future because it documents the most recent growth pattern for Purcellville.

POPULATION PROJECTIONS

Specific population forecasts for the Town of Purcellville were only available from the Weldon Cooper Center for Public Service as part of their population estimates and projections prepared for the State. MDC examined these trends along with several extrapolated trends of population capture for the anticipated Loudoun County growth, to help assess future demand for housing in and around town. The following is a summary of the various growth capture trends from the Loudoun County forecasts prepared by MDC.

TABLE 8. POPULATION PROJECTIONS
(WELDON COOPER 2012, METROPOLITAN WASHINGTON COG, AND MDC 2016)

	2015	2020	2030	2040	2040-2015 Change	
Loudoun Co. (Weldon Cooper 2012)	367,951	397,272	482,234	567,195	199,244	54%
Loudoun Co. (COG)	367,951	417,986	468,664	484,498	116,547	32%
PURCELLVILLE POPULATION						
2.0 % of Loudoun Co. (COG)	9,120	8,360	9,373	9,690	570	6%
2.5% of Loudoun Co. (COG)	9,120	10,450	11,717	12,112	2,992	33%
2012 Weldon Cooper Town Project	9,120	9,780	11,834	13,887	4,767	52%
3.0% of Loudoun Co. (COG)	9,120	12,540	14,060	14,535	5,415	59%

The rate of growth for Loudoun County is anticipated to slow from historic trends, but by 2040 the county is anticipated to increase by between 116,000 and nearly 200,000 people. Weldon Cooper’s projections are much more aggressive than the figures presented by the Metropolitan Washington Council of Governments (COG). These projections anticipate a continuation of trends and represent demand for new housing in and around Purcellville. If the Town of Purcellville were to absorb a steady 2.5% of the County’s growth as projected by the COG over the next 25 years, the population could rise by about 3,000 people. Weldon Cooper’s projections for the town show the population rising by nearly 5,000 people, amounting to just under 14,000 Purcellville residents by 2040.

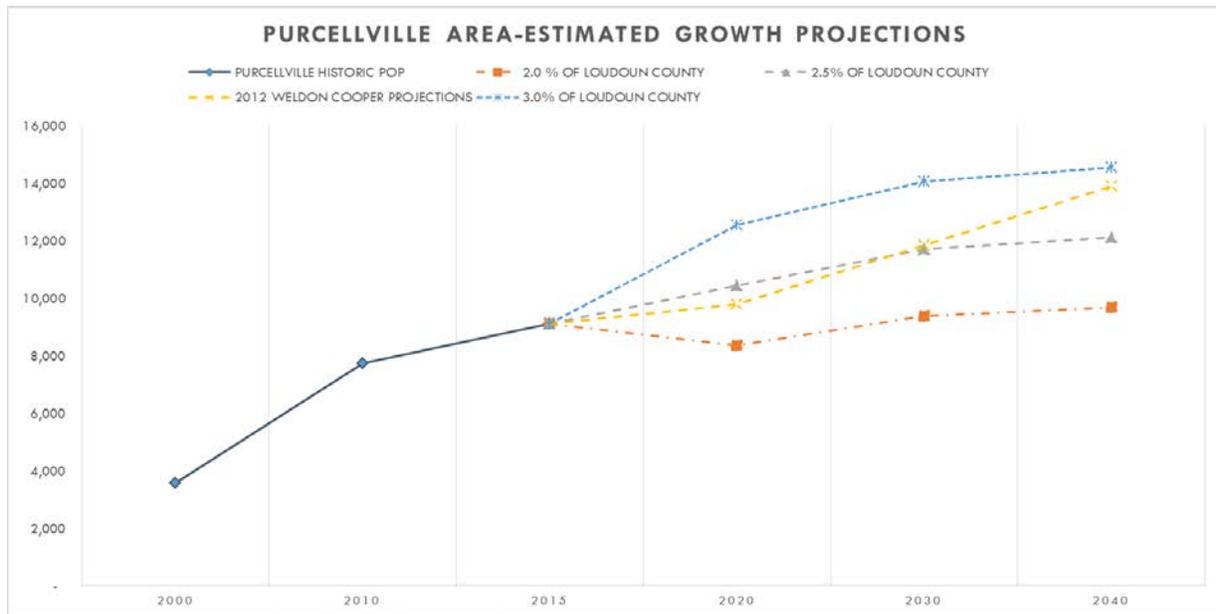


Figure 2. Purcellville Area-Estimated Growth Projections (Source: Table 8)

TABLE 9. METROPOLITAN WASHINGTON COG FUTURE POPULATION GROWTH FORECASTS

Metropolitan Washington Council of Governments Round 8.4 Cooperative Forecasts Total Population							
Jurisdiction Name	2010 Population	2015 Population	2020 Population	2025 Population	2030 Population	2035 Population	2040 Population
District of Columbia	601,764	660,528	715,494	764,267	808,718	852,428	883,568
Montgomery County	972,603	1,020,036	1,067,030	1,109,953	1,153,912	1,184,641	1,202,769
Prince George's County	863,420	881,379	899,912	926,944	950,030	973,126	995,503
Frederick County	233,383	241,616	258,849	278,654	297,708	314,297	329,955
Carroll County	167,134	170,549	175,900	179,437	183,258	186,180	189,574
Howard County	287,085	309,043	332,273	346,517	357,094	363,501	366,352
Anne Arundel County	537,655	559,618	580,006	593,594	606,688	618,176	628,047
Calvert County	91,748	96,500	100,450	103,253	105,099	106,980	108,882
St. Mary's County	104,854	118,184	130,098	141,135	151,403	162,572	173,832
Charles County	144,594	160,098	175,953	191,475	202,552	213,651	224,871
Arlington County	207,627	222,213	232,650	247,357	259,757	271,245	282,998
City of Alexandria	140,012	147,669	162,681	171,292	176,259	184,478	191,405
Fairfax Co./Fairfax City/Falls Church	1,116,549	1,158,653	1,198,897	1,255,627	1,310,772	1,360,105	1,406,187
Loudoun County	312,310	367,957	417,986	452,242	468,664	478,635	484,498
Prince William Co./Manassas/Manassas Park	454,094	481,855	528,485	557,549	581,616	601,314	617,427
King George County	23,584	26,911	30,226	34,029	37,819	41,273	44,707
Stafford County	128,950	149,386	169,774	191,249	212,671	232,289	251,851
City of Fredericksburg	24,286	25,728	27,160	28,870	30,570	32,095	33,610
Spotsylvania County	95,973	107,675	119,355	129,406	139,424	147,448	155,442
Fauquier County	65,201	69,658	74,114	78,710	83,306	88,163	93,022
Clarke County	14,031	14,530	15,026	15,447	15,872	16,252	16,632
Jefferson County	53,498	57,889	62,688	67,071	71,203	75,300	79,065
COG/TPB Model Region Total	6,640,355	7,047,675	7,475,007	7,864,078	8,204,395	8,504,149	8,760,197

TABLE 10. SUMMARY AND ANALYSIS OF METROPOLITAN WASHINGTON COG GROWTH FORECASTS

Loudoun County Growth Projections			
Year	Population Estimates	Percent Growth from Previous Selected Year	Percent Growth from 2010
2010	312,310	-	-
2015	367,957	18%	18%
2020	417,986	14%	34%
2025	452,242	8%	45%
2030	468,664	4%	50%
2035	478,635	2%	53%
2040	484,498	1%	55%

TABLE 9. displays growth estimates for the Metropolitan Washington Area. These estimates were developed by the Metropolitan Washington Council of Governments. TABLE 10. summarizes and analyzes the raw estimates laid out in TABLE 9. According to the summary and analysis, Loudoun County should see a 55% population growth from 2010 to 2040. The most extreme portions of this growth should occur in the near future, particularly from 2015 to 2025.

HOUSEHOLDS AND HOUSING TRENDS

Purcellville is a predominantly traditional family community with more than 82% of the households in 2014 reported as family households. This is higher than the Loudoun County figure of 77%, and significantly higher than the national (66.4%) and state (67%) averages. This suggests that Purcellville may have different housing needs compared to the county, state, and nation which have recently trended towards greater demand for alternative housing suitable for empty nest couples, young childless professionals, and single-person households.

HOUSEHOLD SIZES AND TYPES

Purcellville's average household size (3) has been, and is significantly larger than national averages (2.58), because of the predominance of family households (36% of population is under 20 years of age). Purcellville has a larger than average family size (4) compared to the national family size of (3.14). A number of factors, from the quality schools, to the general character of Purcellville, indicate that demand for family housing will remain strong in the area. Current demand for housing in and around Purcellville contributes to a relatively high occupancy rate of nearly 98%. This also indicates a strong local market trend for new family housing in the area.

TABLE 11.
PURCELLVILLE HOUSEHOLD DEMOGRAPHICS
(2000 AND 2010 CENSUS AND 2014 ACS DATA)

	2000 Census		2010 Census		2014 ACS	
	Number	Percent	Number	Percent	Number	Percent
HOUSEHOLDS BY TYPE						
Total households	1,253	100.0%	2,410	100.0%	2,495	100.0%
Family households (families)	956	76.3%	1,940	80.5%	2,046	82.0%
With own children under 18 years	574	45.8%	1,271	52.7%	1,413	56.6%
Married-couple family	778	62.1%	1,583	65.7%	1,684	67.5%
With own children under 18 years	463	37.0%	1,037	43.0%	1,134	45.5%
Female householder, no husband present	144	11.5%	279	11.6%	266	10.7%
With own children under 18 years	96	7.7%	187	7.8%	218	8.7%
Nonfamily households	297	23.7%	470	19.5%	449	18.0%
Householder living alone	251	20.0%	380	15.8%	322	12.9%
Householder 65 years and over	98	7.8%	164	6.8%	107	4.3%
Households with individuals under 18 years	603	48.1%	1,313	54.5%	1,437	57.6%
Households with individuals 65 years and over	253	20.2%	409	17.0%	734	29.4%
Average household size	2.84	(X)	3.1	(X)	3	(X)
Average family size	3.28	(X)	3.47	(X)	4	(X)
HOUSING OCCUPANCY						
Total housing units	1,292	100.0%	2,491	100.0%	2,549	100.0%
Occupied housing units	1,253	97.0%	2,410	96.7%	2,495	97.9%
Vacant housing units	39	3.0%	81	3.3%	54	2.1%
Homeowner vacancy rate (percent)	0.8	(X)	1.2	(X)	1	(X)
Rental vacancy rate (percent)	2.4	(X)	2.6	(X)	0	(X)
HOUSING TENURE						
Occupied housing units	1,253	100.0%	2,410	100.0%	2,459	100.0%
Owner-occupied housing units	972	77.6%	1,892	78.5%	1,878	76.4%
Average household size of owner-occupied unit	2.97	(X)	3.18	(X)	3	(X)
Renter-occupied housing units	281	22.4%	518	21.5%	617	25.1%
Average household size of renter-occupied unit	2.38	(X)	2.8	(X)	3	(X)

TABLE 12.
LOUDOUN COUNTY HOUSEHOLD DEMOGRAPHICS
(2000 AND 2010 CENSUS AND 2014 ACS DATA)

	2000 Census		2010 Census		2014 ACS	
	Number	Percent	Number	Percent	Number	Percent
HOUSEHOLDS BY TYPE						
Total households	59,900	100.0%	104,583	100.0%	117,946	100.0%
Family households (families)	45,020	75.2%	80,494	77.0%	91,609	77.7%
With own children under 18 years	25,812	43.1%	48,182	46.1%	55,389	47.0%
Married-couple family	38,501	64.3%	68,056	65.1%	77,313	65.5%
With own children under 18 years	21,910	36.6%	40,889	39.1%	47,089	39.9%
Female householder, no husband present	4,675	7.8%	8,706	8.3%	10,508	8.9%
With own children under 18 years	2,963	4.9%	5,323	5.1%	6,547	5.6%
Nonfamily households	14,880	24.8%	24,089	23.0%	26,337	22.3%
Householder living alone	11,050	18.4%	18,659	17.8%	20,994	17.8%
Householder 65 years and over	2,199	3.7%	4,632	4.5%	5,543	4.7%
Households with individuals under 18 years	27,037	45.1%	50,407	48.2%	57,794	49.0%
Households with individuals 65 years and over	6,897	11.5%	15,189	14.5%	29,958	25.4%
Average household size	2.82	(X)	2.98	(X)	3.07	(X)
Average family size	3.24	(X)	3.39	(X)	3.5	(X)
HOUSING OCCUPANCY						
Total housing units	62,160	100.0%	109,442	100.0%	123,150	100.0%
Occupied housing units	59,900	96.4%	104,583	95.6%	117,946	95.8%
Vacant housing units	2,260	3.6%	4,859	4.4%	5,204	4.2%
Homeowner vacancy rate (percent)	1.1	(X)	1.7	(X)	0.7	(X)
Rental vacancy rate (percent)	3.4	(X)	4.8	(X)	2.2	(X)
HOUSING TENURE						
Occupied housing units	59,900	100.0%	104,583	100.0%	117,946	100.0%
Owner-occupied housing units	47,539	79.4%	81,384	77.8%	89,443	75.8%
Average household size of owner-occupied unit	2.92	(X)	3.05	(X)	3.15	(X)
Renter-occupied housing units	12,361	20.6%	23,199	22.2%	28,503	24.2%
Average household size of renter-occupied unit	2.42	(X)	2.7	(X)	2.79	(X)

TABLE 13.
HOUSEHOLD TYPES COMPARED (2000 AND 2010 CENSUS DATA)

	Loudoun County				Town of Purcellville			
	2000 Census	2010 Census	2014 ACS	Percent Change	2000 Census	2010 Census	2014 ACS	Percent Change
Total Housing Units	62,160	109,442	123,150	98.1%	1,292	2,491	2,549	97.3%
Occupied Housing Units	59,900	104,583	117,646	96.4%	1,253	2,410	2,495	99.1%
Family Households	45,020	80,494	91,609	103.5%	956	1,940	2,046	114.0%
Non-family Households	14,880	24,089	26,337	77.0%	297	470	449	51.2%
Owner Occupied Housing	47,539	81,384	89,443	88.1%	972	1,892	1,878	93.2%
Renter Occupied Housing	12,361	23,199	28,503	130.6%	281	518	617	119.6%

TABLE 14.
PURCELLVILLE HOUSING CHARACTERISTICS SUMMARY
(2014 ACS ESTIMATED DATA)

Characteristic as of 2014	Estimate	% total Housing Units
Total housing units	2,549	100.0%
Occupied housing units	2,495	97.9%
Owner-occupied housing units	1,878	73.7%
Structure built 2000 or later	1,249	49.0%
Householder moved into unit 2000 or later	2,051	80.5%
Housing units with a mortgage	1,638	64.3%

TABLE 14. summarizes the 2014 housing characteristics for Purcellville. According to the ACS estimated data, provided by American Fact Finder, Purcellville’s housing units had a 97.9% occupancy rate in 2014. 73.7% of total housing units were occupied by the home owner. The data also shows that 80.5% of householders in Purcellville moved into their home in the year 2000 or later. Of the existing housing units in 2014, about half had been built since 2000. Only 12.4% of housing structures were built prior to 1960. Approximately 64.3% of housing units had a mortgage on them, and the 2014 estimated median value of a home in Purcellville was \$398,000.

HOUSING OCCUPANCY AND TENURE

TABLE 15. TABLE 16. and TABLE 17. track occupancy characteristics from 2000 to 2014 in Loudoun County as a whole, and in Purcellville in particular. Loudoun County has seen a 98.1% increase in the number of total housing units, but only a 96.4% increase in occupied housing units. This means that more housing units have been built than were occupied. There are currently 5,204 unoccupied housing units in Loudoun County, which accounts for 4.2% of the total housing units in the county. Purcellville, on the other hand, saw the opposite trend over this same period. While the number of housing units grew by 97.3% over the fourteen year period, the number of occupied housing units grew by 99.1%. The Town of Purcellville currently contains 54 unoccupied housing units, 2.11% of the total housing units. This means that the demand for houses is very strong as the availability of homes is decreasing. TABLE 12. also shows that Purcellville has had a higher growth rate of family and owner occupied households than Loudoun County as a whole. It is important to notice that, while Purcellville has grown faster than Loudoun County in most areas, this is not true for non-family households and renter occupied housing. Purcellville has seen a slower growth in these two particular areas, implying that the community does not attract or provide housing options for renters and non-family households as much as other areas in the county.

TABLE 15.
TOWN OF PURCELLVILLE ESTIMATED HOUSING UNITS
(ACS 2014 ESTIMATES)

	Count	Percentage
Total Housing Units	2,549	100%
Occupied Housing Units	2,495	97.88%
Vacant Housing Units	54	2.11%

TABLE 16.
TOWN OF PURCELLVILLE ESTIMATED OCCUPIED HOUSING UNITS
BY OCCUPANCY TENURE (ACS 2014 ESTIMATES)

	Count	Percentage
Total Occupied Housing Units	2,495	100%
Owner-Occupied Units	1,878	76.40%
Renter-Occupied Units	617	25.10%

EXISTING INVENTORY OF HOUSING BY TYPE

Two-thirds (66.6%) of Purcellville’s occupied housing units are single-family detached homes, and 20% of the area homes are attached townhouses. About 13% of the town’s occupied units are either apartments, mobile homes or other types of housing.

Owner-Occupied units are 80.3% single-family homes, and 18.3% townhouses, the other 1.4% is found in mobile homes and condos.

Renter-Occupied units are 24.8% single-family homes, 24% townhouses, 47.6% apartments, and 3.6% mobile homes or other types of housing.

TABLE 17.
ESTIMATED HOUSING BY TYPE (ACS 2014 ESTIMATES)

	Occupied housing units (total)		Owner-occupied housing units		Renter-occupied housing units	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Occupied housing units	2,495	+/-116	1,878	+/-148	617	+/-129
UNITS IN STRUCTURE						
1, detached	66.60%	+/-5.2	80.30%	+/-6.1	24.80%	+/-10.0
1, attached	19.70%	+/-4.8	18.30%	+/-6.0	24.00%	+/-11.7
2 apartments	0.30%	+/-0.5	0.00%	+/-1.7	1.30%	+/-2.2
3 or 4 apartments	1.40%	+/-1.9	0.00%	+/-1.7	5.80%	+/-7.4
5 to 9 apartments	5.80%	+/-3.6	0.00%	+/-1.7	23.30%	+/-13.8
10 or more apartments	4.60%	+/-2.9	0.40%	+/-0.7	17.20%	+/-11.1
Mobile home or other type of housing	1.60%	+/-1.4	1.00%	+/-1.2	3.60%	+/-4.0

HOUSING DENSITY

In 2016, Purcellville has an estimated 2,610 housing units (2014 housing units plus the reported occupancy permits issued in 2015) on 784 acres of residential land (as reported in the 2016 Existing land use), which equates to an average density of 3.33 houses per acre.

STRUCTURE AGE

Until 2000, Purcellville was a relatively small community of just over 1,000 homes. Fifty-percent of the town’s homes have been built in the last fifteen years. Housing obsolescence and maintenance are essentially not a concern for the town.

TABLE 18.
TOWN OF PURCELLVILLE HOUSING SIZE (2000 AND 2010 CENSUS AND 2014 ACS DATA)

Subject - Purcellville town, VA	2000 Census Data		2010 Census Data		2014 ACS Data	
	Number	Percent	Number	Percent	Number	Percent
TENURE						
Occupied housing units	1,253	100.0%	2,410	100.0%	2,495	100.0%
Owner-occupied housing units	972	77.6%	1,892	78.5%	1,878	75.3%
Renter-occupied housing units	281	22.4%	518	21.5%	617	24.7%
TENURE BY HOUSEHOLD SIZE						
Owner-occupied housing units	972	100.0%	1,892	100.0%	1,878	
1-person household	156	16.0%	262	13.8%	150	8.0%
2-person household	285	29.3%	464	24.5%	494	26.3%
3-person household	171	17.6%	326	17.2%	425	22.6%
4-or more-person household	360	37.0%	840	44.3%	809	43.1%
Renter-occupied housing units	281	100.0%	518	100.0%	617	
1-person household	95	33.8%	118	22.8%	173	28.0%
2-person household	77	27.4%	141	27.2%	135	21.9%
3-person household	57	20.3%	100	19.3%	114	18.5%
4-or-more-person household	52	18.5%	159	30.7%	195	31.6%

TABLE 19.
PURCELLVILLE TENURE BY HOUSEHOLD SIZE (2000 AND 2010 CENSUS AND 2014 ACS DATA)

Purcellville Tenure by Household Size						
Subject - Purcellville town, VA	2000 Census Data		2010 Census Data		2014 ACS Data	
	Number	Percent	Number	Percent	Number	Percent
Owner-occupied housing units	972	-	1,892	-	1,893	-
3-or-less-person household	612	62.9%	1052	55.5%	1,084	57.3%
4-or-more-person household	360	37.0%	840	44.3%	809	42.7%
Renter-occupied housing units	281	-	518	-	519	-
3-or-less-person household	229	81.5%	359	69.3%	324	62.4%
4-or-more-person household	52	18.5%	159	30.7%	195	37.6%

TABLE 18. and TABLE 19. show that according to the 2000 and 2010 Census and 2014 ACS, of the occupied homes in Purcellville, the percentage of homes falling in the 3-or-less-person household bracket has decreased for both owner-occupied housing and renter-occupied housing from 2000 to 2014. The average household size in Purcellville has also increased from 2000 to 2014.

TABLE 20.
PURCELLVILLE HOUSING CHARACTERISTIC ESTIMATES (2014 ACS DATA)

Purcellville town, Virginia	Estimate	Percent
HOUSING OCCUPANCY		
Total housing units	2,549	
Occupied housing units	2,495	97.9%
Vacant housing units	54	2.1%
YEAR STRUCTURE BUILT		
Total housing units	2,549	
Built 2010 or later	75	2.9%
Built 2000 to 2009	1,174	46.1%
Built 1990 to 1999	477	18.7%
Built 1980 to 1989	316	12.4%
Built 1970 to 1979	55	2.2%
Built 1960 to 1969	135	5.3%
Built 1950 to 1959	102	4.0%
Built 1940 to 1949	64	2.5%
Built 1939 or earlier	151	5.9%
YEAR HOUSEHOLDER MOVED INTO UNIT		
Occupied housing units	2,495	
Moved in 2010 or later	738	29.6%
Moved in 2000 to 2009	1,313	52.6%
Moved in 1990 to 1999	321	12.9%
Moved in 1980 to 1989	86	3.4%
Moved in 1970 to 1979	12	0.5%
Moved in 1969 or earlier	25	1.0%
VALUE		
Owner-occupied units	1,878	
Less than \$50,000	12	0.6%
\$50,000 to \$99,999	-	0.0%
\$100,000 to \$149,999	8	0.4%
\$150,000 to \$199,999	77	4.1%
\$200,000 to \$299,999	199	10.6%
\$300,000 to \$499,999	1,334	71.0%
\$500,000 to \$999,999	242	12.9%
\$1,000,000 or more	6	0.3%
Median (dollars)	398,000	(X)
MORTGAGE STATUS		
Owner-occupied units	1,878	
Housing units with a mortgage	1,638	87.2%
Housing units without a mortgage	240	12.8%

HOUSING AFFORDABILITY

TABLE 21. shows the relative affordability of housing in Purcellville for local median incomes. The national threshold for affordability states that housing costs should not exceed 30% of the household income. The data shows that 36% of households with a mortgage on their homes pay less than 20% of their income on housing costs in Purcellville, meaning they are comfortably meeting the national standard for housing affordability. However, 35 % of owner-occupied households with mortgages spend more than 30% of their household income on housing. More than a third of homeowners in Purcellville spend more than the national threshold for housing affordability to live in Purcellville.

Renters in Purcellville are particularly burdened by housing costs, as the median renter household income is under \$40,000, and median monthly rents are at \$1,278. A full 73% of renting households spend more than 30% of their income on housing costs.

TABLE 21.
PURCELLVILLE SELECTED HOUSING CHARACTERISTICS (ACS 2014)

	All Households	Home Owner Households	Renter Households
Median Household Income	\$ 120,331.00	\$ 136,477.00	\$ 39,426.00
Median Home Value		\$ 398,000.00	
Median Monthly Housing Costs (w/mortgage and gross rent)		\$ 2,924.00	\$ 1,278.00
% of Households Paying more than \$2000/month in Housing Costs	61.80%	73.30%	27.10%
% of Households Paying more than 30% Income in Housing Costs		35%	73%
% of Households Paying less than 20% Income in Housing Costs		36.30%	20.60%

Source: SELECTED HOUSING CHARACTERISTICS more information, 2010-2014 American Community Survey 5-Year Estimates DP04

EMPLOYMENT

CURRENT AND HISTORIC EMPLOYMENT

In 2014, On the Map, an online-based geographic reporting mechanism for census information, indicated that the Town of Purcellville had 4,753 jobs, an increase of 2,420 jobs from 2004 reports. These estimates indicate the town's supply of local jobs doubled in 10 years. According to On the Map, 4,433 primary jobs (meaning the only or principal job held by the individual) were located in the Town of Purcellville. This is an increase of approximately 2,300 principle jobs in the last 10 years. Fifty-three percent of local jobs are held by people between the ages of 30 and 54, and 25% of local jobs are held by people 29 years old or younger. Almost half of the primary local jobs pay more than \$3,333 per month. There are 320 secondary jobs within town. These are jobs held by individuals who claim primary employment in another position.

TABLE 22.
ALL JOBS LOCATED IN PURCELLVILLE
(ONTHEMAP.COM/U.S. CENSUS 2004/2014)

Total All Jobs				
	2014		2004	
	Count	Share	Count	Share
Total All Jobs	4,753	100.0%	2,330	100.0%
Jobs by Worker Age				
	2014		2004	
	Count	Share	Count	Share
Age 29 or younger	1,209	25.4%	785	33.7%
Age 30 to 54	2,573	54.1%	1,241	53.3%
Age 55 or older	971	20.4%	304	13.0%
Jobs by Earnings				
	2014		2004	
	Count	Share	Count	Share
\$1,250 per month or less	1,219	25.6%	811	34.8%
\$1,251 to \$3,333 per month	1,435	30.2%	918	39.4%
More than \$3,333 per month	2,099	44.2%	601	25.8%

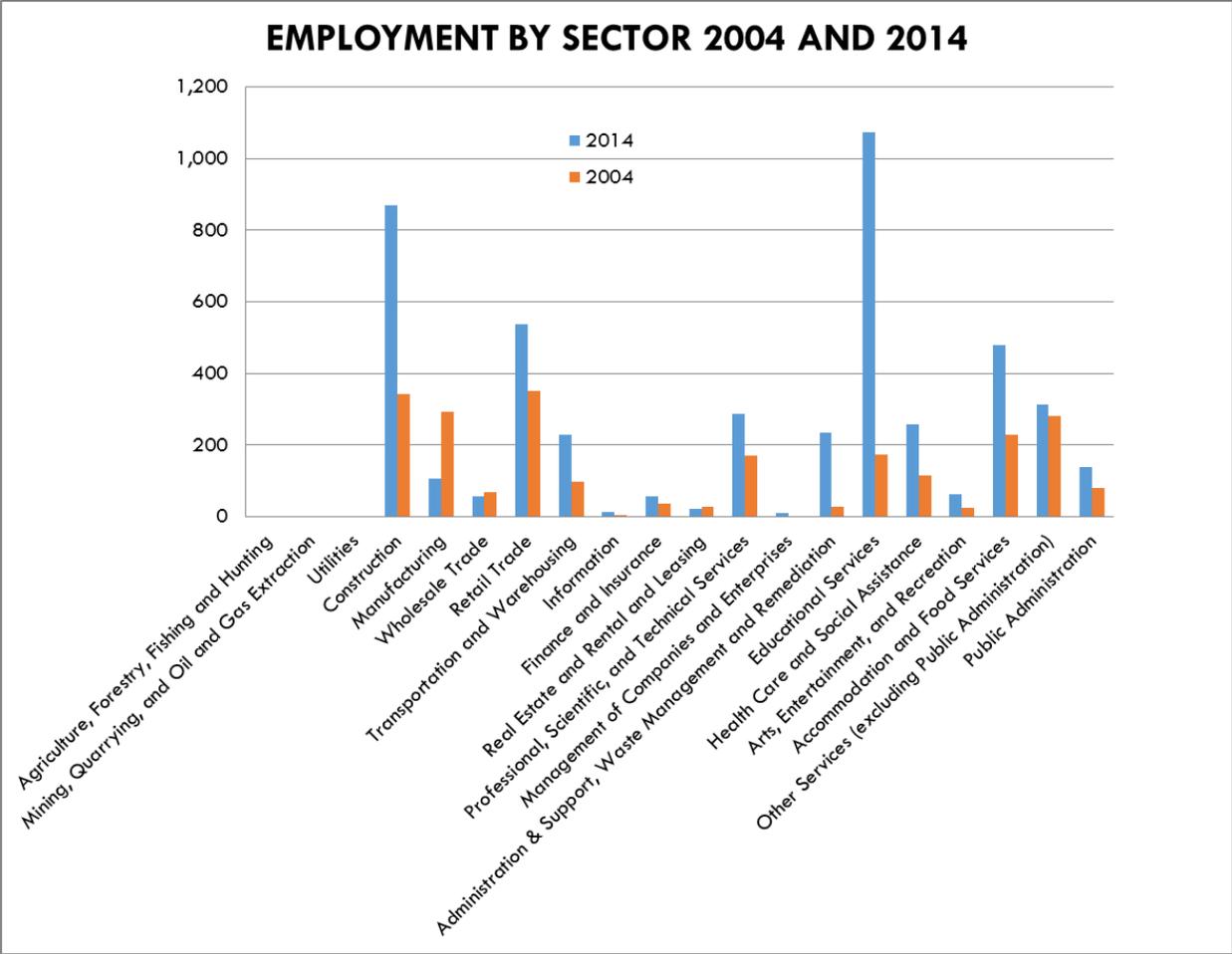
TABLE 23.
PRIMARY JOBS LOCATED IN PURCELLVILLE
(ONTHEMAP.COM/U.S. CENSUS 2004/2014)

Total Primary Jobs				
	2014		2004	
	Count	Share	Count	Share
Total Primary Jobs	4,433	100.0%	2,177	100.0%
Jobs by Worker Age				
	2014		2004	
	Count	Share	Count	Share
Age 29 or younger	1,136	25.6%	736	33.8%
Age 30 to 54	2,385	53.8%	1,154	53.0%
Age 55 or older	912	20.6%	287	13.2%
Jobs by Earnings				
	2014		2004	
	Count	Share	Count	Share
\$1,250 per month or less	971	21.9%	684	31.4%
\$1,251 to \$3,333 per month	1,372	30.9%	894	41.1%
More than \$3,333 per month	2,090	47.1%	599	27.5%

TABLE 24.
CURRENT EMPLOYMENT BY NAICS SECTOR
(ONTHEMAP.COM/U.S. CENSUS 2004 AND 2014)

	2004		2014		10-year change	
	Count	Share	Count	Share	Count	Rate
Agriculture, Forestry, Fishing and Hunting	2	0.1%	3	0.1%	1	50.0%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	1	0.0%	1	na
Utilities	0	0.0%	0	0.0%	0	na
Construction	342	14.7%	870	18.3%	528	154.4%
Manufacturing	292	12.5%	106	2.2%	-186	-63.7%
Wholesale Trade	70	3.0%	58	1.2%	-12	-17.1%
Retail Trade	351	15.1%	538	11.3%	187	53.3%
Transportation and Warehousing	98	4.2%	228	4.8%	130	132.7%
Information	5	0.2%	12	0.3%	7	140.0%
Finance and Insurance	38	1.6%	57	1.2%	19	50.0%
Real Estate and Rental and Leasing	29	1.2%	23	0.5%	-6	-20.7%
Professional, Scientific, and Technical Services	170	7.3%	287	6.0%	117	68.8%
Management of Companies and Enterprises	0	0.0%	10	0.2%	10	na
Administration & Support, Waste Management and Remediation	27	1.2%	236	5.0%	209	774.1%
Educational Services	173	7.4%	1,074	22.6%	901	520.8%
Health Care and Social Assistance	116	5.0%	257	5.4%	141	121.6%
Arts, Entertainment, and Recreation	25	1.1%	62	1.3%	37	148.0%
Accommodation and Food Services	230	9.9%	479	10.1%	249	108.3%
Other Services (excluding Public Administration)	281	12.1%	313	6.6%	32	11.4%
Public Administration	81	3.5%	139	2.9%	58	71.6%
Total	2,330		4,753		2,423	

According to the Census information, the Educational Services and Construction sectors added the most positions over the 10- year period, 2004 - 2014. This may be due in large part to the incorporation of the new Woodgrove High School site and general construction activity on residential development. Manufacturing saw a decline of 186 positions, and the Real Estate and Rental Leasing sectors also saw slight declines. Sectors with the most dramatic growth rates were Administration & Support, Waste Management and Remediation, and Educational Services. Local trends of growth in the service industries are consistent with national trends.



**TABLE 25. MAJOR PROPERTY OWNERS
(LOUDOUN COUNTY ASSESSOR OF REAL ESTATE 2016)**

Owner	Description/Location	% of 2015 Assessed Value
Jordan River Acquisitions LLC	Shopping Center (1251 E. Main Street)	1.89%
Main St. Station LLC	Shopping Center (1000 E. Main Street)	1.47%
Purcellville Shopping Center LLC	Shopping Center (609 E. Main Street)	0.97%
Valley Medical Center LLC	Medical Center (125 Hirst Road)	0.93%
S R B Enterprises LLC	Shopping Center (711 E. Main Street)	0.83%
Brookfield Autumn Hill LLC	70.83 acre Mayfair Property	0.75%
Maple Avenue Apartments LP	Apartments (610 Dominion TE)	0.45%
Main Street Associates LP	Apartments (123 16 th Street)	0.36%
Purcellville Development LLC	6.53 acre Catocin Corner	0.33%
413 Browning Court LLC	Office Building	0.29%

The table above shows the town’s 10 largest property owners in 2016.

The principle employers reported through the town’s business license renewals are shown in the table below.

**TABLE 26.
PRINCIPLE EMPLOYERS
(TOWN BUSINESS LICENSE RENEWAL-2016)**

Employer	# of Employees (FY 2015)
Loudoun County Schools	562
Blue Ridge Veterinary Assoc., Inc.	125
Harris Teeter (grocery)	125
Home School Legal Defense	100
Wholesale Screening Solutions	100
Food Lion/Bloom (grocery)	95
Magnolia’s at the Mill	89
Giant (grocery)	85
Patrick Henry College	78
Town of Purcellville	78

EMPLOYMENT PROJECTIONS

Anticipated future demand for new housing in and around Purcellville through 2040 will maintain growth pressures on Purcellville. As evident in historic trends, while the residential population in and around the town has grown over the last decade, employment trends have kept pace as new residents demand services and establish businesses near where they live. Future employment in Purcellville will be influenced by many factors, including external growth pressures, changing retail market trends, and the town’s policies towards land use, redevelopment and annexation. The employment projections below illustrate potential growth in local job markets based on anticipated capture of new jobs in Loudoun County. The Loudoun County projections are provided by Woods & Poole Economics Inc., an economic forecasting agency that provides market share projections for counties, metropolitan statistical areas, states and regions.

TABLE 27. shows Purcellville’s capture rate of the 2014 Loudoun County jobs. The capture was used to calculate Purcellville’s employment projections from the 2040 Loudoun County jobs estimates. Exceptions to this assumption were made for Utilities, because, as the region in and around Purcellville grows, it is likely the town could expect a few jobs in this sector.

TABLE 27.
PURCELLVILLE JOBS AS PERCENTAGE OF LOUDOUN COUNTY 2014 AND 2040
(U.S. CENSUS, WOODS & POOLE ECONOMICS, MDC)

	2014			2040	
	Purcellville	Loudoun County	Purcellville Capture of County	Purcellville	Loudoun County
Agriculture, Forestry, Fishing and Hunting	3	2,180	0.0013761	4	2,570
Mining, Quarrying, and Oil and Gas Extraction	1	330	0.0030303	1	460
Utilities	-	150	0	2	180
Construction	870	17,280	0.0503472	1,212	24,080
Manufacturing	106	6,820	0.0155425	121	7,790
Wholesale Trade	58	4,830	0.0120083	132	11,020
Retail Trade	538	21,320	0.0252345	889	35,240
Transportation and Warehousing	228	11,490	0.0198433	306	15,400
Information	12	8,240	0.0014563	17	11,430
Finance and Insurance	57	7,110	0.0080169	124	15,520
Real Estate and Rental and Leasing	23	11,220	0.0020499	40	19,490
Professional, Scientific, and Technical Services	287	28,510	0.0100666	698	69,310
Management of Companies and Enterprises	10	1,590	0.0062893	23	3,680
Administration & Support, Waste Management and Remediation	236	14,260	0.0165498	579	34,960
Educational Services	1,074	4,470	0.2402685	2,823	11,750
Health Care and Social Assistance	257	14,110	0.018214	730	40,100
Arts, Entertainment, and Recreation	62	5,510	0.0112523	212	18,840
Accommodation and Food Services	479	15,100	0.0317219	894	28,190
Other Services (excluding Public Administration)	313	12,320	0.0254058	870	34,250
Public Administration	139	25,420	0.0054681	292	53,420
Total	4,753	212,260	0.504142	9,970	437,680

Using this methodology, MDC estimates that, in 2040, there could be demand for 9,970 jobs in and immediately around the current Purcellville town limits. This represents a 110% increase over the next 25 years, and a net gain of 5,217 jobs. TABLE 29. below illustrates the employment projections for the Town of Purcellville through 2040 and the change in each sector.

TABLE 28.
JOB GROWTH PROJECTIONS, TOWN OF PURCELLVILLE
(WOODS & POOLE ECONOMICS, INC. AND MDC 2016)

	2014		2040		New Jobs by 2040	
	Jobs	Share	Jobs	Share	Jobs	% change
Agriculture, Forestry, Fishing and Hunting	3	0.06%	4	0.04%	1	18%
Mining, Quarrying, and Oil and Gas Extraction	1	0.02%	1	0.01%	0	39%
Utilities	0	0.00%	2	0.02%	2	0%
Construction	870	18.30%	1212	12.16%	342	39%
Manufacturing	106	2.23%	121	1.21%	15	14%
Wholesale Trade	58	1.22%	132	1.33%	74	128%
Retail Trade	538	11.32%	889	8.92%	351	65%
Transportation and Warehousing	228	4.80%	306	3.07%	78	34%
Information	12	0.25%	17	0.17%	5	39%
Finance and Insurance	57	1.20%	124	1.25%	67	118%
Real Estate and Rental and Leasing	23	0.48%	40	0.40%	17	74%
Professional, Scientific, and Technical Services	287	6.04%	698	7.00%	411	143%
Management of Companies and Enterprises	10	0.21%	23	0.23%	13	131%
Administration & Support, Waste Management and Remediation	236	4.97%	579	5.80%	343	145%
Educational Services	1,074	22.60%	2823	28.32%	1749	163%
Health Care and Social Assistance	257	5.41%	730	7.33%	473	184%
Arts, Entertainment, and Recreation	62	1.30%	212	2.13%	150	242%
Accommodation and Food Services	479	10.08%	894	8.97%	415	87%
Other Services (excluding Public Administration)	313	6.59%	870	8.73%	557	178%
Public Administration	139	2.92%	292	2.93%	153	110%
Total	4,753		9,970		5,217	110%

TOP SECTORS FOR PURCELLVILLE

Jobs in Educational Services are anticipated to be the town’s leading employment sector through 2040. Anticipated increases in residential population in Western Loudoun County, combined with local trends toward family homes indicate an increasing demand for schools and teachers. Construction accounts for 12% of future employment. Accommodations and Food Services, Retail Trade, Health Care and Social Assistance, Professional, Scientific, and Technical Services, and Other Services also continue to track in high demand for the future. These sectors are industries strongly tied to the geographic location of households, and reflect Purcellville’s role as a destination for much of Western Loudoun County to find access to retail, restaurants, professional services, and health care. The chart on the following page illustrates the contribution of each sector to the future employment pool in Purcellville.

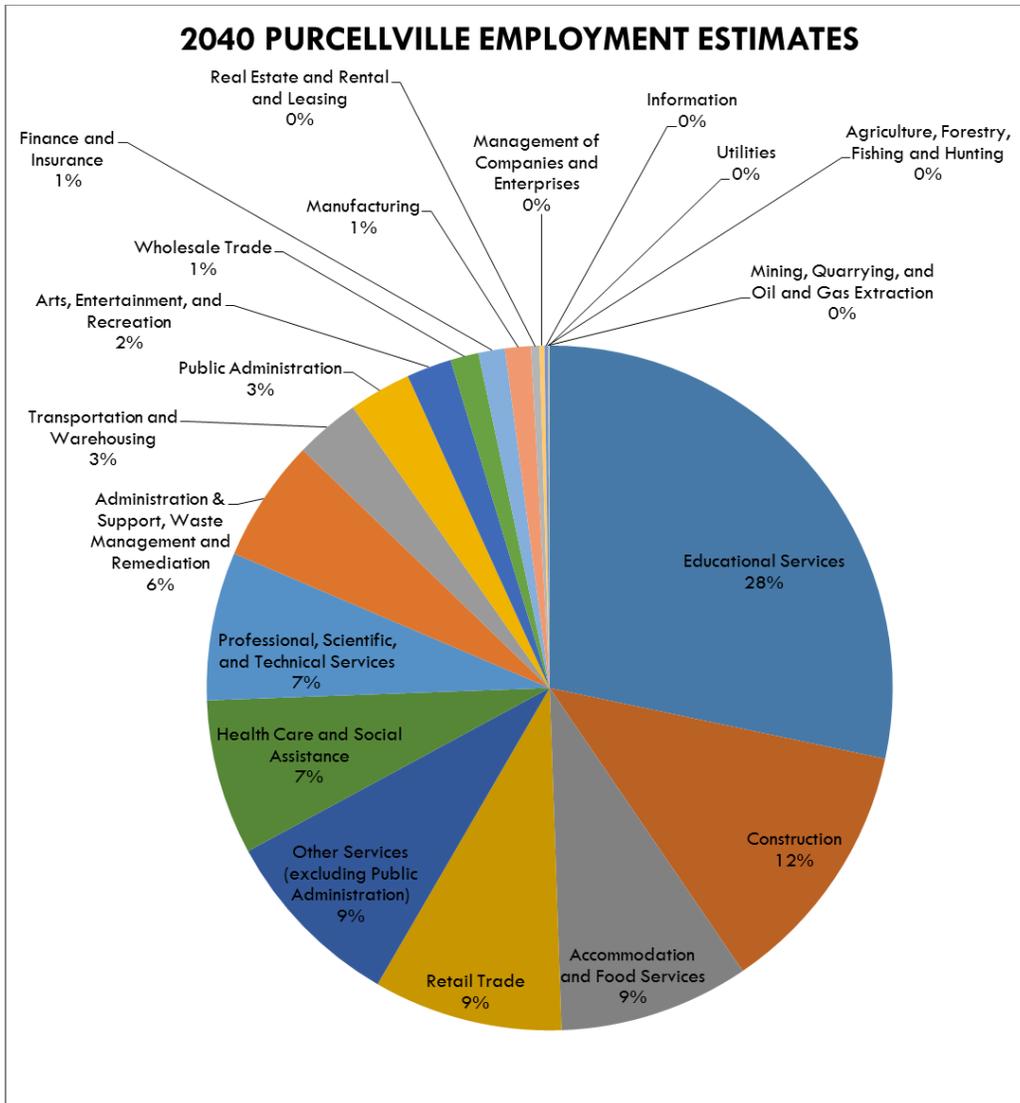


Figure 3. 2040 Purcellville Employment Estimates. Source: TABLE 28.

LAND USE ANALYSIS

The Town of Purcellville has a current land area of 2,186.76 acres or 3.42 square miles. This is an increase of 170+/- acres in the last six years. TABLE 29. shows the historic size changes in the town as annexation and growth have occurred since preparation of the 1997 comprehensive plan.

TABLE 29. PURCELLVILLE SIZE CHANGE

	1997*	2005*	2010	2015/2016
Square Miles	2.03	2.58	3.15	3.42
Acres	1,300	1,650	2,016	2,186

*Estimated based on historic land use information.
 2010 is the area reported by the U.S. Census.
 2015/2016 is calculated using local GIS and accounting for annexations through March 1, 2016.

EXISTING LAND USE

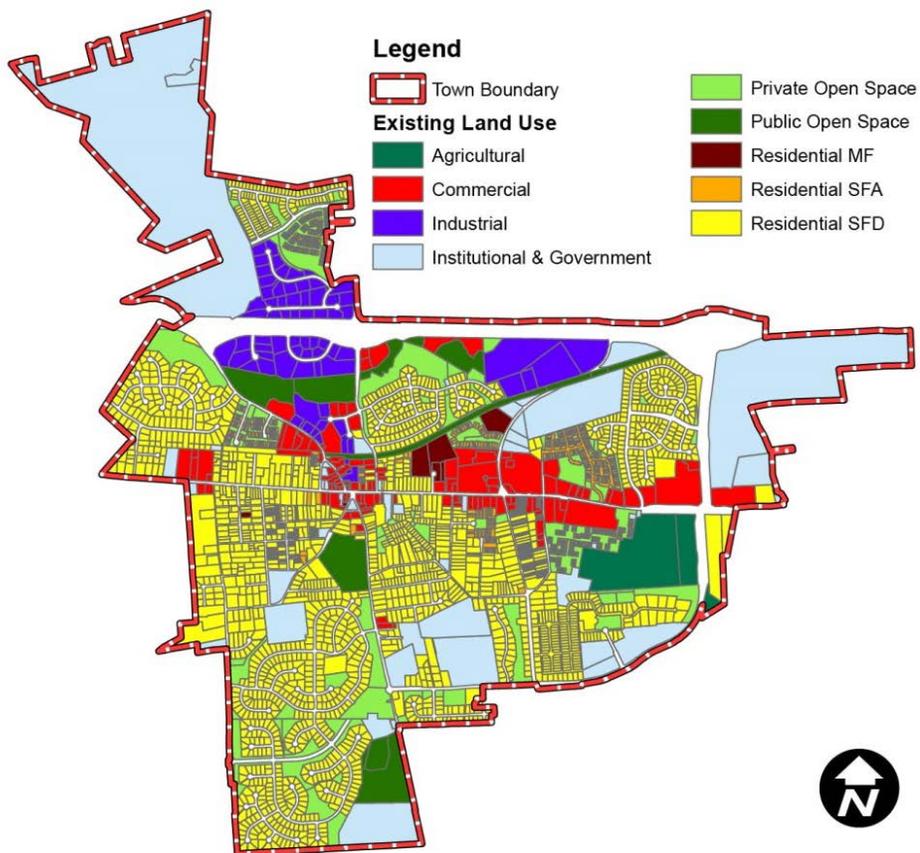
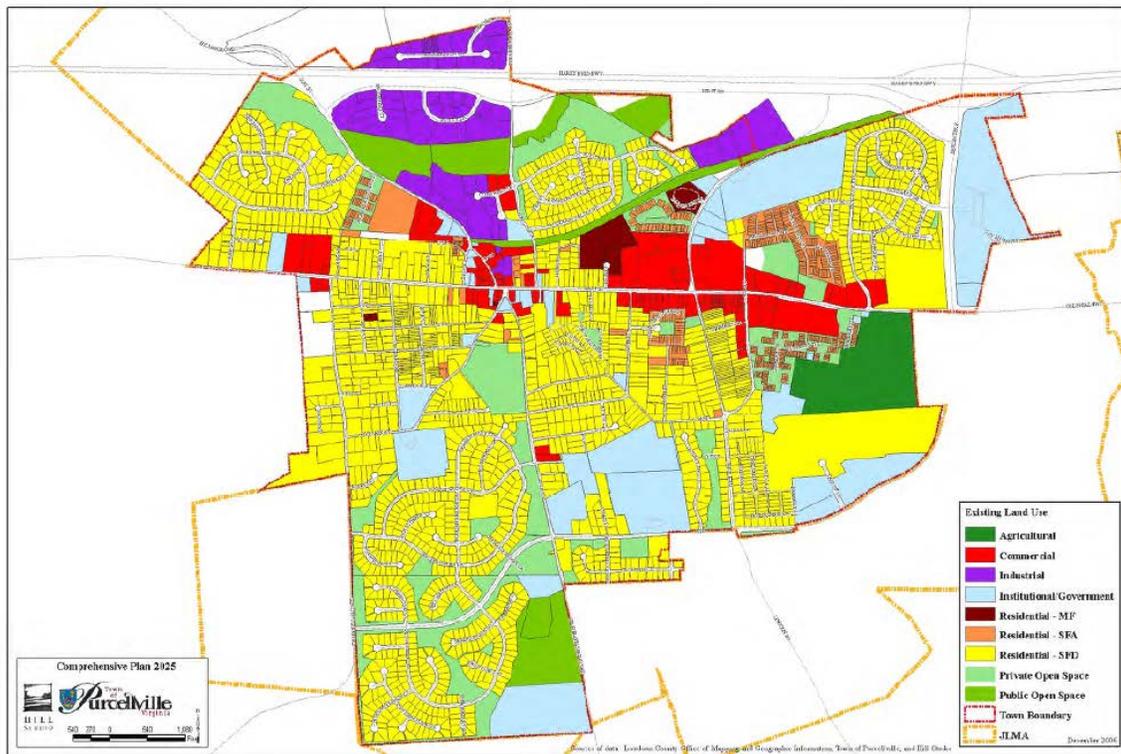


Figure 4: Existing Land Use Map 2016.(Source: Reported from Town of Purcellville GIS data. 2016.)



Adopted 12/19/06

108

Figure 5. Existing Land Use 2006 (Source Comprehensive Plan 2025)

Some of the most dramatic change in Purcellville can be seen in the change in land use. TABLE 30. compares land use changes from 1997 to 2005 to 2016.

TABLE 30.
LAND USE CHANGE 1997 – 2016 TOWN OF PURCELLVILLE

Land Use Categories	1997		2005		2016	
	Acres	%	Acres	%	Acres	%
Agricultural	-	0%	41.8	3%	52.56	2.40%
Commercial	94.6	7%	99.9	6%	139.52	6.40%
Industrial	28	2%	87.7	5%	119.83	5.50%
Institutional & Government	121	9%	275.5	17%	521.56	23.90%
Parks & Open Space	51	4%	226.1	14%	271.21	12.40%
Residential – SFD, SFA, MF	397.8	31%	773.2	47%	784.19	35.90%
Streets & Public Rights-of-way	145	11%	119.5	7%	297.89	13.60%
Vacant	462.6	36%	26.6	2%	-	0%
Total Acres	1,300.00		1,650.30		2,186.76	

Source: Town of Purcellville Department of Community Development

It should be noted that GIS mapping was used to determine the 2005 and 2016 information, but the 1997 information was derived through a less definitive method and may have included agriculture in the figures for residential or vacant land. While the comparison has inconsistency in some of the

categories (i.e. agriculture and streets), the table provides a reasonable overview of where general land use changes have occurred. This information is useful as a baseline for future comparisons. Between 1997 and 2005, the town annexed several properties from Loudoun County that increased the town’s acreage by 350 acres. Between 2005 and 2016, the town annexed additional properties from Loudoun County that increased the total town acreage by another 536 acres.

As shown in TABLE 30. , residential development increased dramatically between 1997 and 2005, nearly doubling in acreage; however, the 2005 acreage included the entirety of the Cole Farm and Village Case properties. The majority of the former Cole Farm is now the Purcellville Gateway commercial development, and as Village Case has developed, significant acreage has become private open space. This accounts for the small increase in acreage between 2005 and 2016 despite the annexation of the Mayfair residential development.

Institutional and government lands more than doubled between 1997 and 2005, and they nearly doubled again between 2005 and 2016. This is primarily due to the annexation of the former Fields Farm, now the site of Woodgrove High School and Mountain View Elementary School, as well as the annexation of land owned by Patrick Henry College.

TABLE 31.
TOWN OF PURCELLVILLE EXISTING LAND USE 2016
 (TOWN OF PURCELLVILLE DEPARTMENT OF COMMUNITY DEVELOPMENT 2016)

Land Use Categories	Acres	%
Agricultural	52.56	2.4%
Commercial	139.52	6.4%
Industrial	119.83	5.5%
Institutional & Government	521.56	23.9%
Private Open Space	182.56	8.3%
Public Open Space	88.65	4.1%
Residential MF	14.98	0.7%
Residential SFA	53.44	2.4%
Residential SFD	715.77	32.7%
Streets & Public Rights-of-way	297.89	13.6%
Vacant	-	0%
Total Acres	2,186.76	

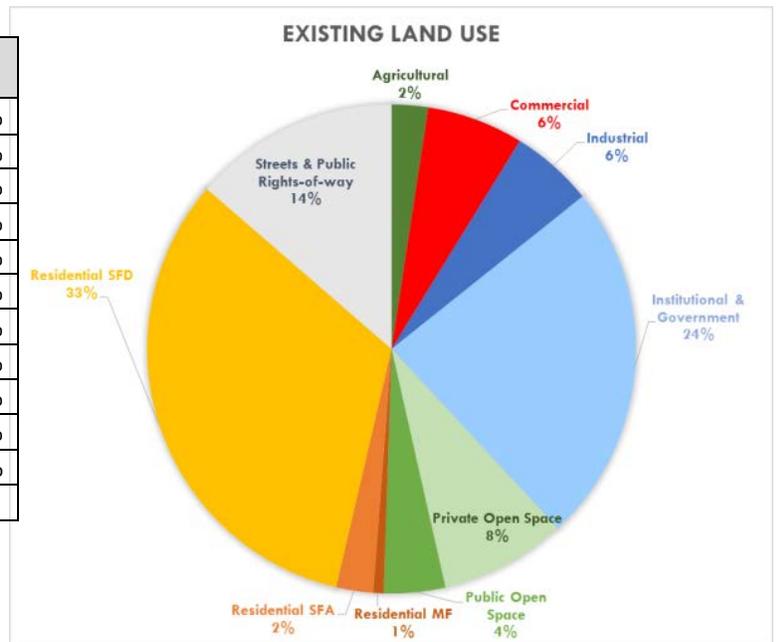


Figure 6. Existing Land Use

Single-family detached homes occupy 33% of Purcellville’s land area, and 24% of the land area is dedicated to Institutional and Government uses. The latter is comprised primarily from several large, public school campuses and the Patrick Henry College campus. Public and private open spaces account for 12% of the total land area. Only 3% of the town’s land is occupied by townhouses and multi-family homes. Combined, commercial and industrial land makes up 12% of Purcellville’s existing land use.

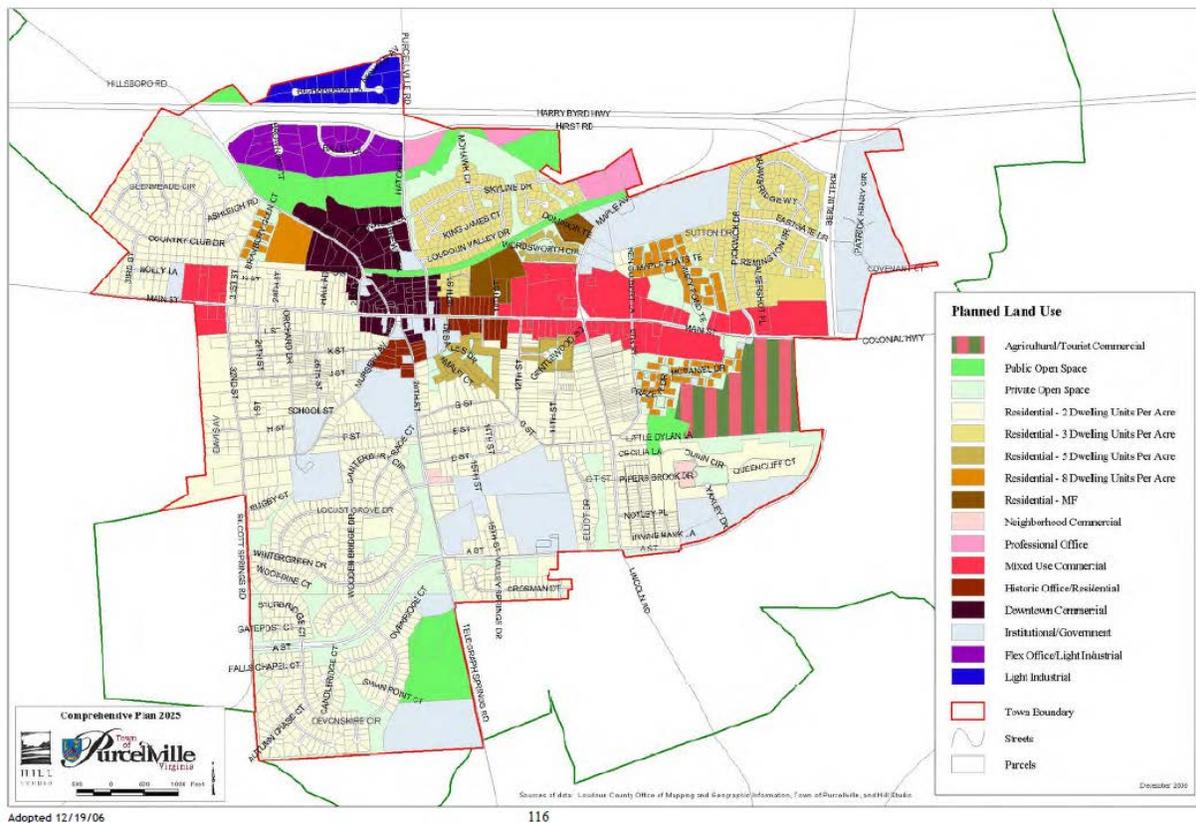


Figure 7: Planned Land Use Map (Source Comprehensive Plan 2025)

DEVELOPMENT PATTERNS

An examination of the existing land use pattern reveals the evolution of Purcellville from a rural crossroads with a railroad to the family-friendly town of today. Main Street and 21st Street formed the major cross roads, and a commercial center of mills and businesses catering to the rural community was established around this intersection and the railroad. Homes were built along Main Street using the frontage along the road at first, then residential subdivisions were started to the south of Main Street, forming the town’s earliest neighborhoods. As automobiles became more prevalent in the early part of the 20th Century (1920s-60s), businesses designed to serve travelers expanded east along Main Street, establishing the town’s first and primary automotive oriented commercial corridor. By the 1950’s the traditional town neighborhood development patterns were replaced by curvilinear subdivisions found across the country.

The subsequent waves of residential development in Purcellville would take this curvilinear form, and are clearly identifiable both to the north and south of Main Street. Commercial development changed too, in the last decades of the 20th century, as nearly all retail needs came to be met by increasingly “global” retailers and franchises. This trend impacted the commercial development along Main Street. While residential development is a very committed and stable land use, commercial uses run in cycles, requiring frequent redevelopment to meet current trends and formats. As more land in surrounding Loudoun County is developed with large lot single family development, new development in and around town is increasingly slotted in to whatever land is available. The resulting infill patterns may or may not connect with the “small town” character of Purcellville.

FORECASTED HOUSING AND RESIDENTIAL LAND DEMAND

Using the range of potential population projections, illustrated in TABLE 8, MDC calculated potential housing demand for the Purcellville area. Based on the Metropolitan Washington COG and Weldon Cooper projections for population growth in Purcellville to 2040, the town could see demand for between 188 and 1,782 new houses in the next 25 years. Applying common densities seen in and around Purcellville, these units are converted to a range of acreages of land that would be needed to accommodate the growth in population and resulting new homes.

TABLE 32.
ESTIMATED NEW HOUSING AND LAND DEMAND 2040, PURCELLVILLE AREA
(ASSESSMENT FROM VARIOUS SOURCES BY MDC)

	Potential Demand Estimates			Estimated Land Needed at Stated Density			
	New Population	New Households	New Houses	Acre (3 ac. lots)	Acre (.5 ac. lots)	Acre (.25 ac. lots)	Acre (.15 ac. lots)
2.0 % OF LOUDOUN COUNTY (COG)	570	184	188	563	94	47	31
2.5% OF LOUDOUN COUNTY (COG)	2992	965	985	2954	492	246	164
2012 WELDON COOPER PROJECTIONS	4767	1538	1568	4705	784	392	261
3.0% OF LOUDOUN COUNTY (COG)	5415	1747	1782	5345	891	445	297
ASSUMPTIONS:							
Average Household Size	3.1						
Vacancy Rate	2%						

The prevailing density in unincorporated Loudoun County adjacent to Purcellville is 3 acre lots (this is current zoning for homes built without access to central sanitary sewer services). TABLE 32. shows the land demand for the homes at 0.33 units per acre (3 acre lots), 2 units per acre (0.5 acre lots- 21,780 sq. ft.), 4 units per acre (0.25 acre lots-10,900 sq. ft.), and 6 units per acre (0.15 acre lots, 6,500 sq. ft.). The chart below shows the dramatic land consumption difference at these various densities. The highest estimated demand for new homes is 1,782 new units by 2040. If all these homes were built on 3 acre lots, it would require the development of 5,345 acres of land that is currently open space or under agricultural use; this equates to a land area that would be 244% the size of the current Town limits. The same number of families and homes could be accommodated on 297 acres if the homes were built at 6-units per acre; this equates to a land area that would be 13.6% the size of the current Town limits. Decisions made in the comprehensive plan about where and how these homes are built could significantly impact the loss of agricultural land in the area and the character of the Purcellville region.

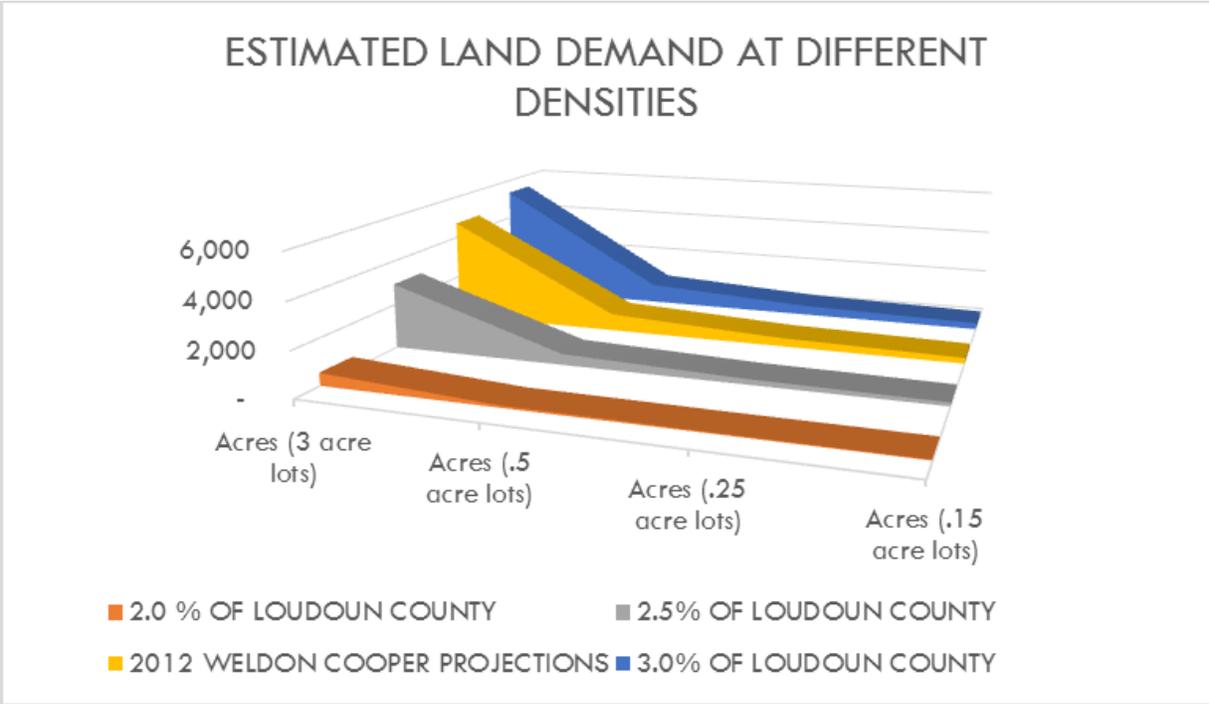


Figure 8. Estimated Land Demand at Different Densities. Source TABLE 32.

The demand presented above is theoretical, and based on a number of variable assumptions ranging from how fast Loudoun County grows to what the potential future household size might be in Purcellville and the surrounding area. Because there are so many assumptions that can be varied to come up with different possible future demand estimates for housing, it is also important to factor in what the current planned and zoned capacity for growth is within the Town of Purcellville and the surrounding area. TABLE 34. below shows the estimated capacity for new homes within the current town limits (338 units). This capacity is based on vacant zoned lots, and approved platted development which has not yet been built. Based on the estimated demand for as many as 1,782 new homes in the Purcellville area by 2040, MDC estimates that at the town’s current capture rate of Loudoun County population at 2.5%, this in town housing capacity could be occupied (consumed) by 2020.

TABLE 33.
ESTIMATED CAPACITY FOR NEW HOUSING UNITS IN THE TOWN OF PURCELLVILLE
(TOWN OF PURCELLVILLE DEPARTMENT OF COMMUNITY DEVELOPMENT)

Location/Development	Number of Units
Mayfair	
Townhomes	151
Single-Family Detached	111
Ball Property	
Single-Family Detached	29
Other Private Undeveloped Lots	
Single Family Detached	47
Total Capacity for Units*	338

COMMERCIAL LAND DEMAND

The demand for land to accommodate the anticipated employment growth can vary dramatically depending on the land use policy decisions made by Purcellville and Loudoun County. Given the potential to more than double the number of jobs in the immediate Purcellville area over the next 24 years, combined with the limited availability of undeveloped land in the current town limits, the town and county will need to establish proactive land use planning policies to ensure development happens where it is most suitable, with the highest attention to quality and function.

SUMMARY ASSESSMENT OF GROWTH TRENDS AND PUBLIC OPINION

At this point in the planning process, significant public sentiment has suggested Purcellville should stop growing. However, given the potential growth pressures the area is anticipating, simply putting an end to annexation may not actually stop growth in the area but rather, relegate it beyond the town's borders. For better or worse, this would leave the town without the ability to directly manage any future development or ensure well-designed, quality built development that fits with Purcellville's desired scale and small-town character.

Various potential future scenarios will be examined later in the comprehensive plan update process, some maintaining the status quo, some examining further open space and agricultural protection, some allowing growth and change, and some blending the concepts. The potential outcomes of these scenarios will be shared with the Planning Commission and public as part of the public process. This information will help the town make decisions and create land use policies that can best help protect the small town character, local business culture, and fiscal balance that is important for the future.

FISCAL AND OPERATIONAL CONDITIONS

INVENTORY OF SERVICES PROVIDED BY THE TOWN

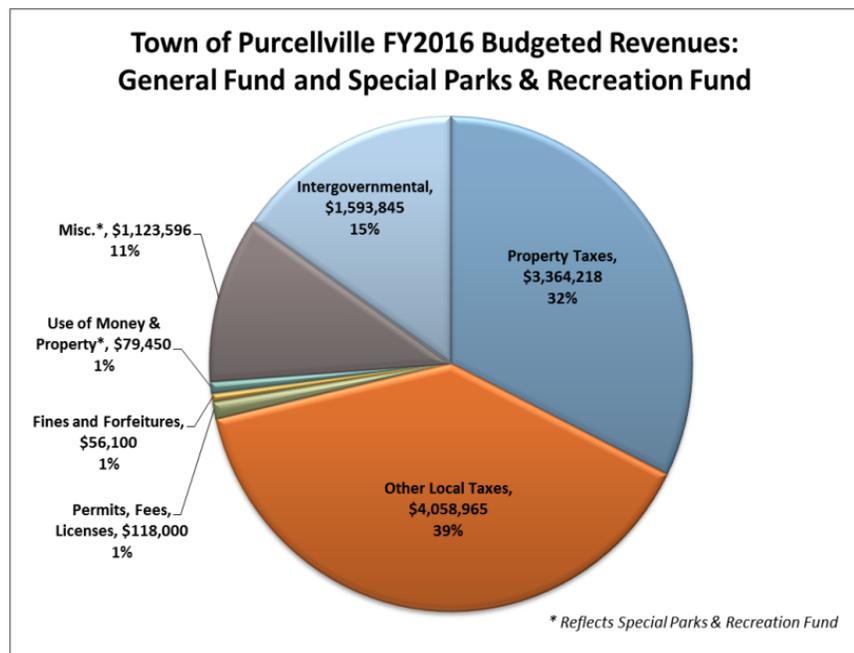
The Town of Purcellville provides the following municipal services to town residents and businesses through funding in the General Fund: General Government (General and Financial Administration), Public Safety (Police and minimal support for the Volunteer Fire Company), Public Works, and Community Development. A Special Parks and Recreation Fund provides dedicated tax funding for recreational and cultural programs including operations and maintenance of parks and recreation facilities as well as events and festivals.

The town is part of Loudoun County and obtains population-based services from the County such as Education, Human Services, Judicial Services, and Public Health. As such, town residents pay County taxes to Loudoun County.

2016 ANNUAL OPERATING BUDGET SUMMARY

Revenue Sources

The town's major revenue sources are Property Taxes and Other Local Taxes, the majority of which is from Meals Taxes, Sales Taxes, and Business Licenses. When combined these two major categories account for over 70 percent of the revenue in the General Fund and Parks and Recreation Fund.



Source: Town of Purcellville, Adopted Fiscal Year 2016 Fiscal Plan and CIP

- Town Meals Tax is projected to generate approximately \$1.6 million in FY2016, or 40 percent of the Other Local Taxes category.
- Town Sales Tax is projected at \$933,445 in FY2016, or 23 percent of the Other Local Taxes category. Town Sales Tax is a one percent tax that is remitted to the State, distributed back to the County based on place of sale but then distributed back to the town based on the proportion of school-aged children residing in the town. **Town Sales**

Tax is not place-based—in other words, the town benefits from additional retail sales no matter where retail sales occur in the County. The town’s share of this revenue source is wholly dependent on the town’s share of school-aged children relative to the rest of the County.

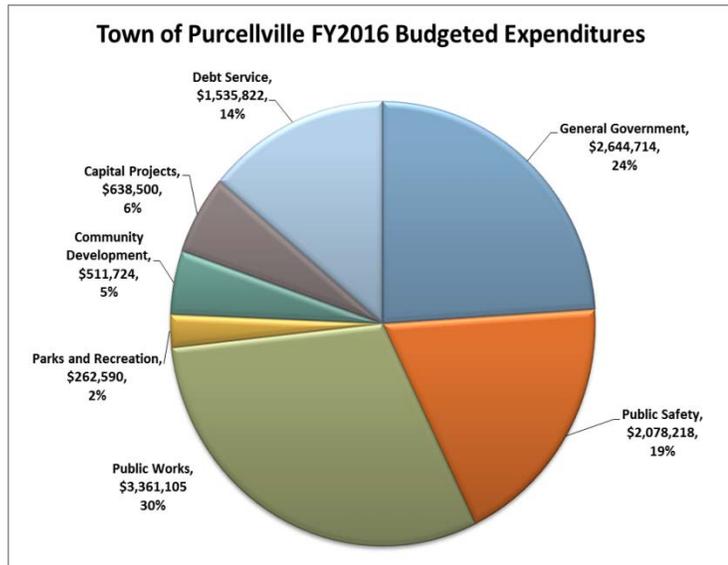
- Town Business License revenue is projected at \$683,400 in FY2016, or 17 percent of the Other Local Taxes category.

Unlike many localities, the town does not have user fees or charges for services as a source of General Fund revenue. By way of example, the Town of Leesburg receives approximately 10 percent of its annual operating budget from Charges for Services.

Expenditures

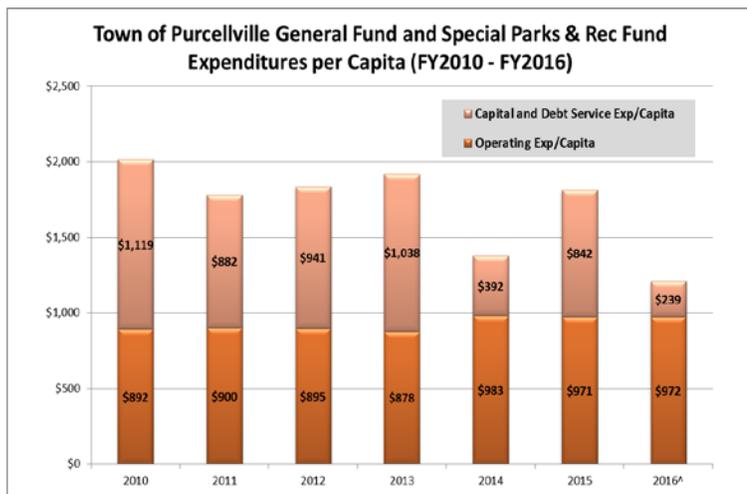
A summary of the town’s General Fund and Special Parks and Recreation Fund expenditures is shown in the accompanying graphic. Public Works is the largest expenditure category, at 30 percent of the total, followed by General Government (24 percent), and Police (19 percent). Non-utility debt service is approximately \$1.5 million in FY2016, reflecting 14 percent of the grand total.

To compare expenditure trends over the last five years, a cost per capita was derived based on actual and current expenditures, the adopted budget, and population estimates from the Weldon Cooper Center and McBride Dale Clarion. As shown, costs per capita have essentially declined over the last five years, with the exception of FY2015, where capital projects were funded and expenses incurred. The current fiscal year reflects a level of debt service that will continue until FY2021, when a balloon principal payment is due on outstanding Parks and Recreation debt. After FY2021, debt service payments decrease to \$1.5 million per year. Further discussion is provided below.



Source: Town of Purcellville, Adopted Fiscal Year 2016 Fiscal Plan and CIP

Figure 11: FY 2016 Budgeted Expenditures, Town of Purcellville,



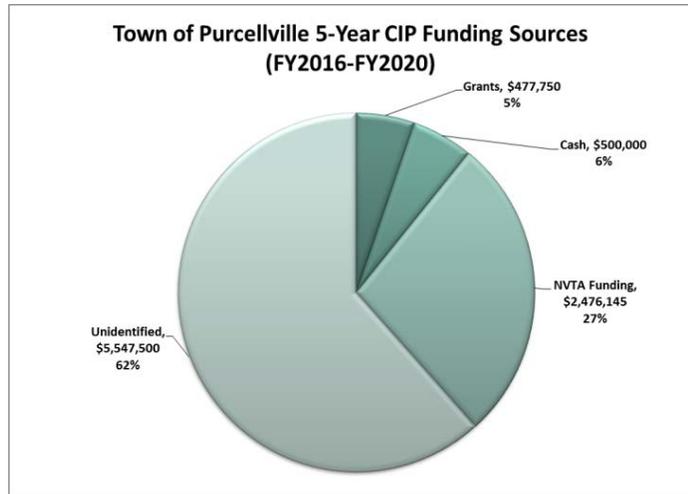
Source: Town of Purcellville, Adopted Fiscal Year 2016 Fiscal Plan and CIP, TischlerBise

Figure 10: General Fund and Special Parks & Rec Fund Expenditures Per Capita FY 2010-2016

2016 CAPITAL IMPROVEMENTS PLAN SUMMARY

Revenue Sources

Virginia localities do not have many dedicated revenue sources for capital improvements. For the Town of Purcellville, one-time utility availability/connection fees are assessed and collected to offset capital costs for the utility system. This is reflected as cash on the accompanying figure. While availability fees collected annually reflect approximately 25 to 30 percent of Water and Wastewater utility budgets (and used for debt service retirement), the amount available for new capital improvements is relatively minimal. The “Unidentified” category on the accompany graphic reflects Water Fund projects identified in the CIP after FY2016.



Source: Town of Purcellville, Adopted Fiscal Year 2016 Fiscal Plan and CIP

Figure 12: 5-Year CIP Funding Sources (FY 2016-2020)

The NVTA (Northern Virginia Transportation Authority) dedicated regional sales tax rate for Northern Virginia localities is a new source of revenue for Transportation improvements in the region. In FY2016, the Town of Purcellville anticipates that its Capital Improvement Program will receive 32 percent of its funding from NVTA, or approximately \$370,000. Over the next 5 years, the town anticipates receiving \$2.5 million from this source for Transportation improvements.

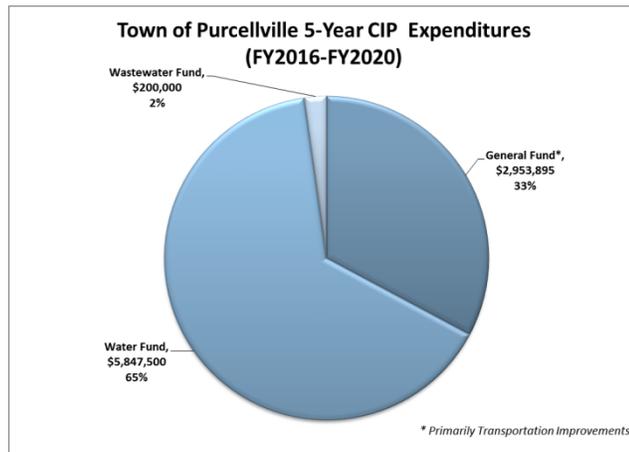
The town implemented a Parks and Recreation Tax District with a dedicated tax rate (\$.035 per \$100 in assessed value) used to benefit Fireman’s Field as well as other parks and recreational properties, to include maintenance and operations, land acquisition, and the construction of improvements. This revenue source generates approximately \$400,000 per year and is used for both operating and capital needs.

Cash proffers are often used by Virginia localities to help mitigate the impacts from re-zonings. Cash proffers are voluntary contributions from developers to a locality and should reflect the development’s fair share of its impact on capital facilities. This is a mechanism available to the town and used occasionally for major projects.

Expenditures

Significant capital improvements have recently been completed, including new water and wastewater facilities, collection, and distribution systems; general government and park facilities; new maintenance facility; new vehicles and equipment; and transportation improvements. This level of expenditure was due to decades of deferred maintenance. As a result, the town has high level of debt to retire over the coming decades.

That said, no new major capital projects are anticipated, in the near term, at the levels recently constructed, and the credit rating agencies have maintained the town’s high AA/AAA rating, indicating confidence in the town’s fiscal management. The town has identified approximately \$9 million in capital projects over the next five years.



Source: Town of Purcellville, Adopted Fiscal Year 2016 Fiscal Plan and CIP

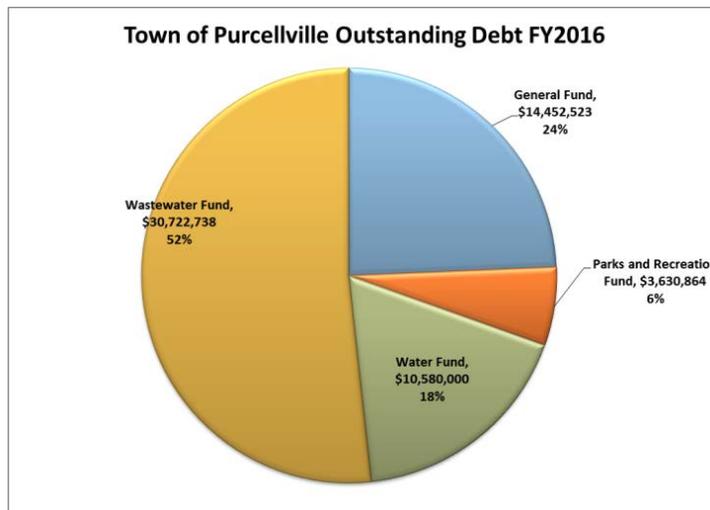
Figure 13: 5-Year CIP Expenditures (FY2016-2020)

FISCAL CHALLENGES

The town’s outstanding debt is the main fiscal challenge facing the town today. This is evident by this statement from the Mayor’s 2016 State of the Town Address:

“We are at a crossroad and a defining moment to implement strategies to further reduce our debt burden and not compromise the character of our town.”¹

Davenport & Company LLC, serves as financial advisor to the Town of Purcellville. They prepare multi-year financial forecasts and reports to help the Town prepare their annual budgets. The *Town of Purcellville, Virginia, Financial Projection Update for Fiscal Year 2016 and Beyond*, April 23, 2015 (*The Davenport Report*) is cited in this summary.



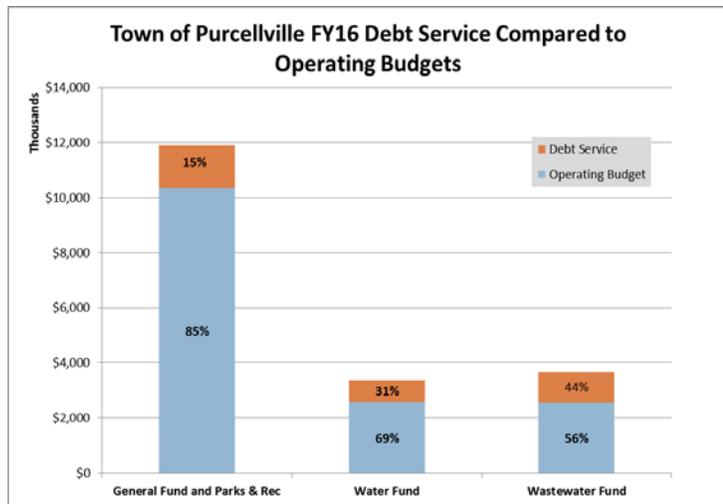
Source: Town of Purcellville, Financial Graphs and Trend Data, FY06 – FY15

Figure 14: Outstanding Debt FY 2016

¹ Mayor Kwasi A. Fraser, *Town of Purcellville, State of the Town Address, January 5, 2016* (powerpoint)
DRAFT FOR PLANNING COMMISSION REVIEW

Debt was issued for general government, recreation, and utility improvements. The credit rating agencies indicate the town’s financial position is healthy but do express concern over two items: (1) the majority of the debt is for the town’s utility system, which has not been self-sustaining; and (2) the ability of the town to “grow its tax base...as it projects full build-out at between 8,000-9,000 residents.”² However, the Davenport report also reports on a favorable financial review, due to the “town’s recent willingness to increase [utility rate] revenue as part of an effort to maintain a sound fiscal position.”³

Ongoing debt service for all funds is of concern at this time. The current level of expenditure is approximately 15 percent of combined General Fund and Parks and Recreation Fund expenditures, matching the town’s policy guideline that debt service amount to no more than 15 percent of operating expenditures. For Water and Wastewater Funds, FY16 debt service is at 31 percent and 44 percent of annual operating expenditures, respectively. Of additional concern is upcoming balloon principal payments for General Government and Water Fund debt in FY2021 (debt service in that year is projected at \$7.9 million for all funds) and the addition of principal payments to the Wastewater Fund debt service starting in FY2020.



Source: Town of Purcellville, Adopted Fiscal Year 2016 Fiscal Plan and CIP

Figure 15: FY 16 Debt Service Compared to Operating Budgets

The Davenport report projects a need for an increase in property tax rates to maintain current available revenues over the next 10 years assuming straight annual increases in revenue (2.5 percent) and operating expenditures (3 percent) along with increasing debt service payments, while at the same time losing funding from the Loudoun County Gas Tax currently used for transportation operating needs.

What is not projected as part of the analysis is the potential increase in costs and revenues due to development, redevelopment, or potential stagnation. As stated in the Town Manager’s Budget Letter to Council (FY2016 Adopted Budget), “Few communities that provide the level of service and programs that we do on a daily basis can refuse to stop growing their residential base or developing/redeveloping their commercial base.”⁴ This is particularly true for the town given the

² Davenport and Company, *Town of Purcellville, Virginia, Financial Projection Update for Fiscal Year 2016 and Beyond*, April 23, 2015. (Ratings’ reports quoted from October 2013.)

³ Ibid.

⁴ Town of Purcellville, *Adopted Fiscal Year 2016 Fiscal Plan & Capital Improvement Program, Fiscal Year 2016-2020*.

fixed debt service costs over the next 20 years as well as increasing costs due to inflation or other uncontrollable impacts.

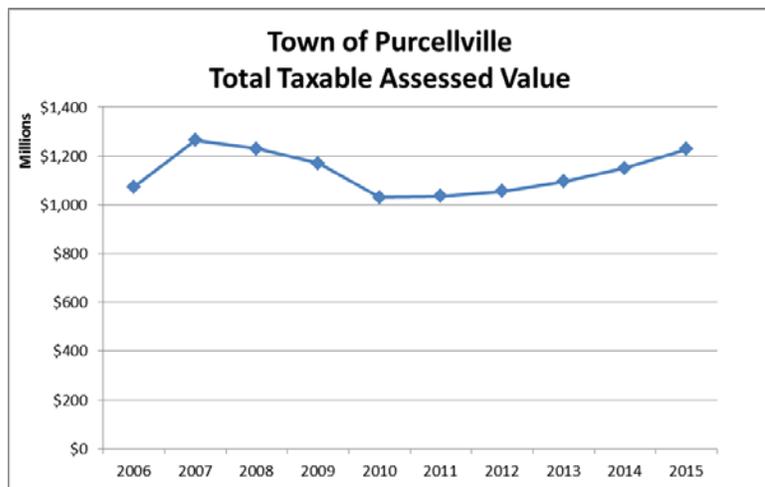
Utilities

Approximately 70 percent of the town’s outstanding debt is for utilities projects, particularly the complete rebuild of the town’s water and wastewater system. This included improvements throughout the entire system, including storage, distribution, collection, pumping, and treatment. Typically, utilities function like a business, with revenues (from rates and fees) covering operating, capital, and debt service expenditures. The common assumption for utility funds is that rates and fees will be adjusted regularly to meet the operating and capital impacts from those using the system—and that a sufficient customer base is available to ensure utility rates and fees remain affordable to customers. Given the town’s recent utility improvements, the relatively small user base, recent decreases in consumption (due to conservation), and little growth from new users, the debt for these improvements has so far been absorbed by existing users.

Town staff has monitored utility revenue requirements to successfully manage ongoing debt service payments, ongoing operating expenditures, and new capital expenses. Recent analysis by the town indicates a structural imbalance between recurring revenues and recurring expenditures and debt service. Over the last ten years, ongoing expenditures/debt service has been subsidized by nonrecurring revenues and availability fees.

FISCAL OPPORTUNITIES

Property values in the town are just beginning to return to the valuation levels seen before the Great Recession. The town is not alone in this phenomenon. The National League of Cities report in their *City Fiscal Conditions 2015 (30th Edition)* that local municipal revenues have not yet fully recovered from the Great Recession. Instead aggregate revenues available to local governments reflect only **92 percent of the 2006 base**. In other words, an additional 8 percent growth in revenues is needed to achieve the aggregate revenue level from 10 years ago.⁵ Some of the actions taken by



Source: Town of Purcellville, Comprehensive Annual Financial Report, FY2015

Figure 16: Total Taxable Assessed Value FY2015

localities around the country to enhance revenues include increasing fee levels, increasing property tax rates, and increasing the number of fees collected. Consistent with these findings, the Town of

⁵ National League of Cities, *City Fiscal Conditions in 2015*. www.nlc.org
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Purcellville increased the Meals Tax rate in FY2013. As noted above, however, the town does not currently charge user fees for non-utility services. Changing this may present a revenue opportunity in the future.

As the town's local and regional economies continue to rebound and improve, the town's fiscal condition will improve. However, with one-third of the town's budget dependent on property taxes, the health of the local real estate market is critical, including an understanding of the fiscal effects of development and redevelopment.

The town has been proactive in analyzing its retail market with periodic Retail Market Studies. While the town has been successful in capturing an increased share of retail expenditures over the last few years, from a fiscal perspective, the most important type of retail is **prepared food** due to the Town Meals Tax (and future hotel development to realize Transit Occupancy Tax revenue). General retail sales taxes are collected by the State, which then remits the local share back to Loudoun County. The County in turn remits a portion back to the town, based on the percentage of school-aged population living in town. Unlike the Meals Tax, which is retained by the town based on location of the sale, location does not matter for local option sales tax revenue because of this formula. This is important from a land use perspective as fiscal impacts—and revenue generation potential—of general retail is much different from restaurants.

The town is approaching geographic buildout of its current town boundaries, and its identified desired population buildout of between 8,000 and 10,000 persons. The town has only a few remaining opportunities for “greenfield” commercial development with the potential to be annexed by the town. An important decision tool will be the initial and long-term fiscal impacts of any potential annexation.

TRANSPORTATION AND MOBILITY INFRASTRUCTURE

As the community has grown, Loudoun County, the town, and the Commonwealth have invested significantly in transportation and mobility improvements. The current Transportation Plan for the town was updated and adopted in 2009. Many of the projects in that document have been completed, and there are still others to be completed. The following maps show the 2009 Transportation Plan projects and highlight the projects that have been completed as well as those that are still in the works. The Comprehensive Plan update will need to include recommendations for coordination of land use, transportation, and mobility that can be carried forward to an update of the Transportation Plan which is due for an update.

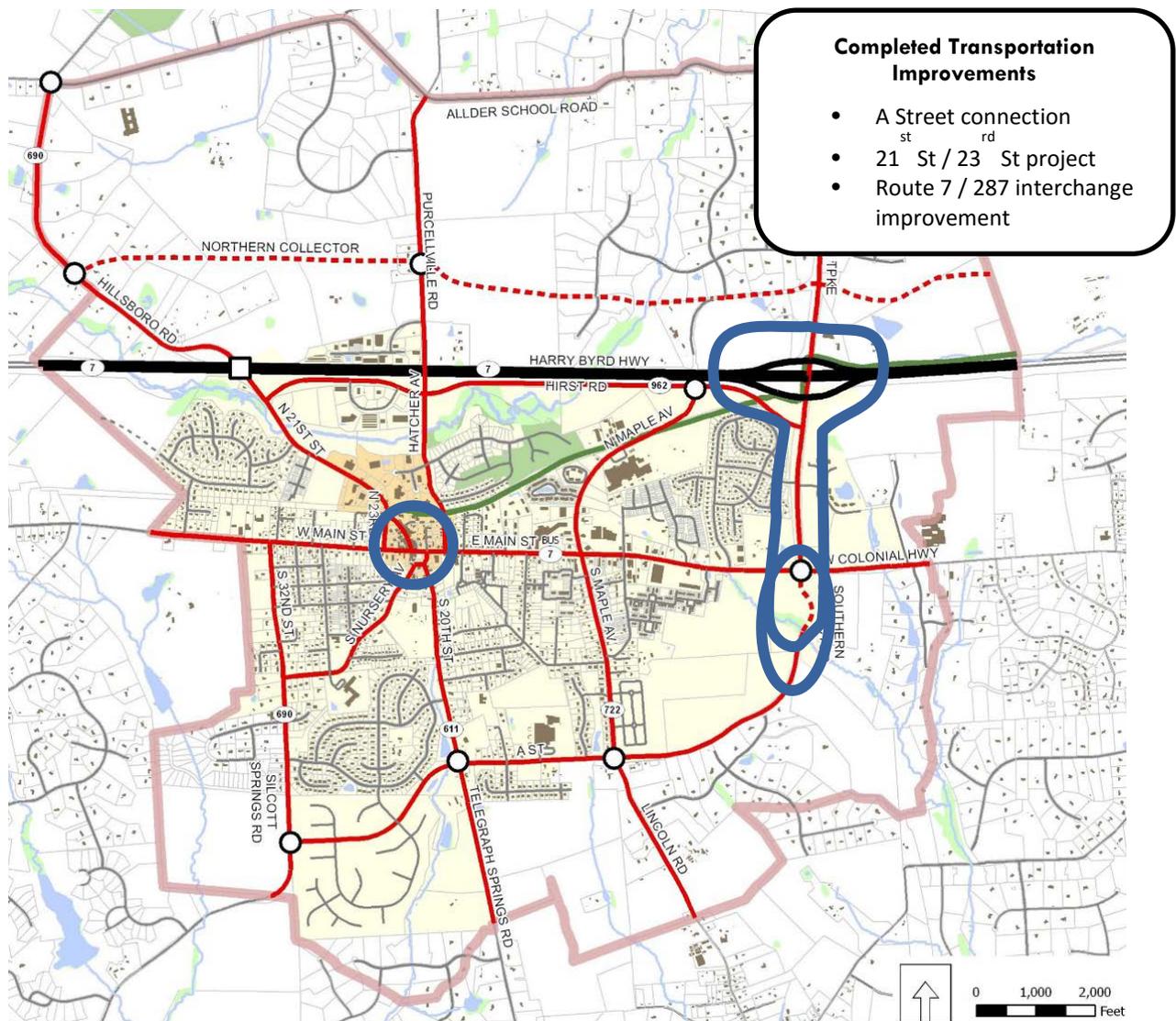


Figure 17: Purcellville Townwide Transportation Plan | Completed Projects

Major completed projects include the improvements to Berlin Turnpike and Route 7 Highway Interchange, the final connection of A Street to complete the southern collector route from 690 to Main Street/W Colonial Highway, and the improvements to 21st Street in the business district to improve traffic flow, parking, and pedestrian safety.

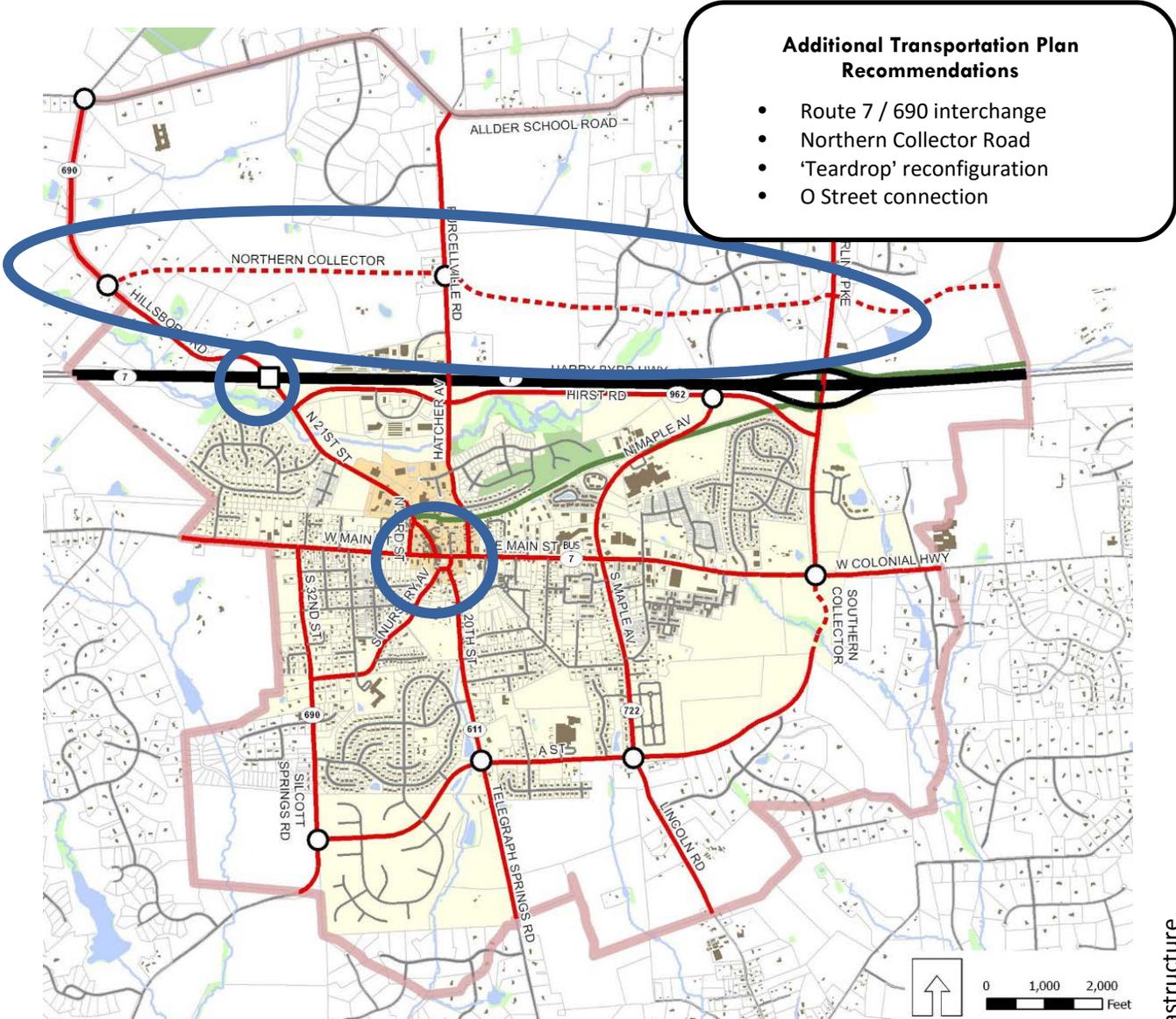


Figure 18: Purcellville Townwide Transportation Plan | Incomplete Recommended Projects

There are several improvements indicated in the 2009 Transportation Plan that are still in various phases of study or development.

ROUTE 7/690 INTERCHANGE

The Route 7/690 Interchange is in the Loudoun County 2010 Countywide Transportation Plan for design funding in FY 2019 , and construction start funding in FY 2020.

THE PURCELLVILLE NORTHERN COLLECTOR ROAD

Loudoun County completed the Phase 1 Report for the Northern Collector Road in February 2016. This alignment has been in the Countywide Transportation Plan (CTP) since the 1995 plan and has been incorporated into subsequent versions of both the Town Transportation Plan and County Transportation Plan. Phase 1 analyzed seven scenarios using Loudoun County’s Travel Demand Model and reported impacts on the roadway network for 2030 and 2040 forecasted travel demand. Each scenario was analyzed twice, once with the future Route 7 Bypass/Route 690 interchange and once without the interchange. Two preferred alternatives were selected based on the modeling and public feedback. The Phase 1 Study recommends the Phase 2 study be completed based on the findings.

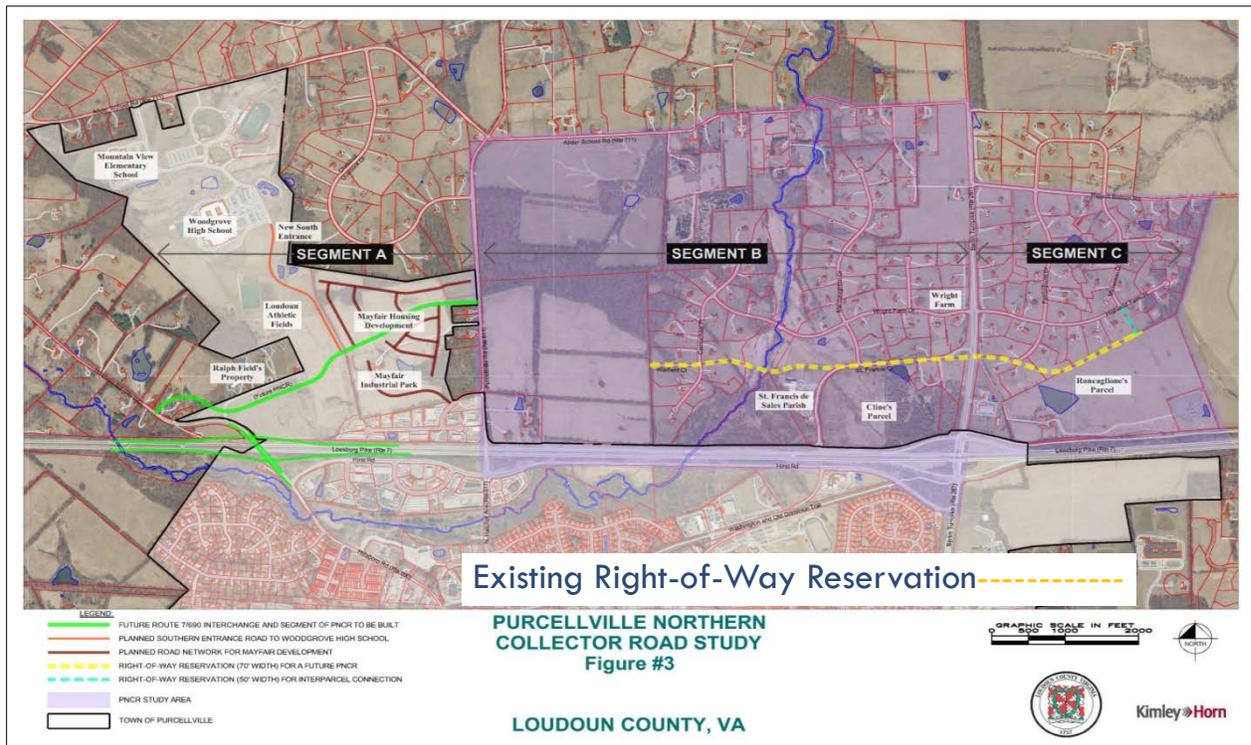


Figure 19: Northern Collector Road Study, Alignment Segments and Reservations

The findings of the study include:

- Segment A of the Northern Collector Road is funded and planned for construction.
- Analysis demonstrates need for Segment B (Route 611 to Route 287) of the Northern Collector Road to be constructed.
- The Northern Collector Road improves local traffic circulation, provides access to local properties and reduces travel demand along Hirst Road.
- Connecting the Northern Collector Road from Route 690 to Route 287 (Segments A and B) reduces traffic volumes along the parallel routes on Hirst Road and Main Street (Route 7 Business).

- Analysis does not support the need for a four-lane roadway as stipulated in the Countywide Transportation Plan. Forecasted traffic volumes can be supported by a two-lane facility.
- The Northern Collector Road should be constructed after the Route 7 Bypass/Route 690 interchange is operational.

O STREET CONNECTION

The O Street Connection was a topic of much local debate and discussion in 2014. The project is currently on hold and will be an issue of discussion in any update to the transportation plan. Finding alternative methods to relieve traffic volumes on Main Street in the downtown area will remain critically important.

OTHER MAIN STREET CORRIDOR IMPROVEMENTS

The plan calls for a number of improvements along the Main Street corridor including:

- Bicycle lanes and facilities
- Sidewalk enhancements
- Intersection modifications
- Consolidated non-residential driveways
- Additional bus shelters
- Landscaping and lighting

COMPLETE STREETS

The 2009 Transportation Plan included an extensive network of complete streets and bikeways to enhance walkability and bike-ability in and around town. Walkability plays a strong role in many of the public comments collected in the first round of comprehensive plan public engagement. These recommendations will be reviewed, updated, and made consistent with the updated comprehensive plan.

Appendix B: Compendium of Public Input - Round 1

OVERVIEW

- 221 completed surveys
- 1,800+ individual comments collected at the open house and through the surveys
- 125 people estimated to have participated in the Open House event

The Town Planning Commission set a goal to be as inclusive as possible and to make the comprehensive planning process a transparent and engaging project for town residents. On February 6, 2016, the Planning Commission, Town Staff, and consultants kicked-off Round 1 of the public engagement. The first round was a listening exercise for the planning team and asked 3 big questions:

- What do you love about Purcellville?
- What do you think are the town's biggest opportunities?
- What do you think are the town's biggest challenges?

We also provided maps, and asked participants to show us where they felt the town should grow, where the town should preserve and protect things as they are, and where the town should encourage redevelopment and reinvestment.

The first opportunity for citizen engagement in Round 1 was participation in one of two, two-hour open houses where participants shared their ideas on large posters for others to see and comment on. The same questions and activities were posted on the project website www.PlanPurcellville.com through March 4th. In an attempt to boost participation in the online survey, Town Staff had a booth at the Loudoun Grown Expo on Saturday, February 27, 2016. The following is a compendium of the responses collected and a summary of the information processed by the consultant.

WHAT ARE OUR BIGGEST OPPORTUNITIES

Consultants identified 21 topics or themes for the town’s biggest opportunities. Three topics made up 50% of the responses, and 6 topics made up 67% of the responses.

- The “Small Town Character” including the historic buildings, the residential density and style, and the “keep it local” attitude towards business was the clear top opportunity. (26%)
- The Unique Local Businesses and a desire to maintain that economy was a substantial second place (13%)
- The close-knit, friendly community was also a top opportunity. (11%)
- Tourism, recreation opportunities, and the town’s amenities combined to account for 17% of the responses.

Interestingly, most of the opportunities reflect what respondents said they loved about town— indicating a desire to preserve these features as a key asset for the future. Some of the “growth opportunities” mentioned included tourism, growth management, economic development, and agri-businesses.

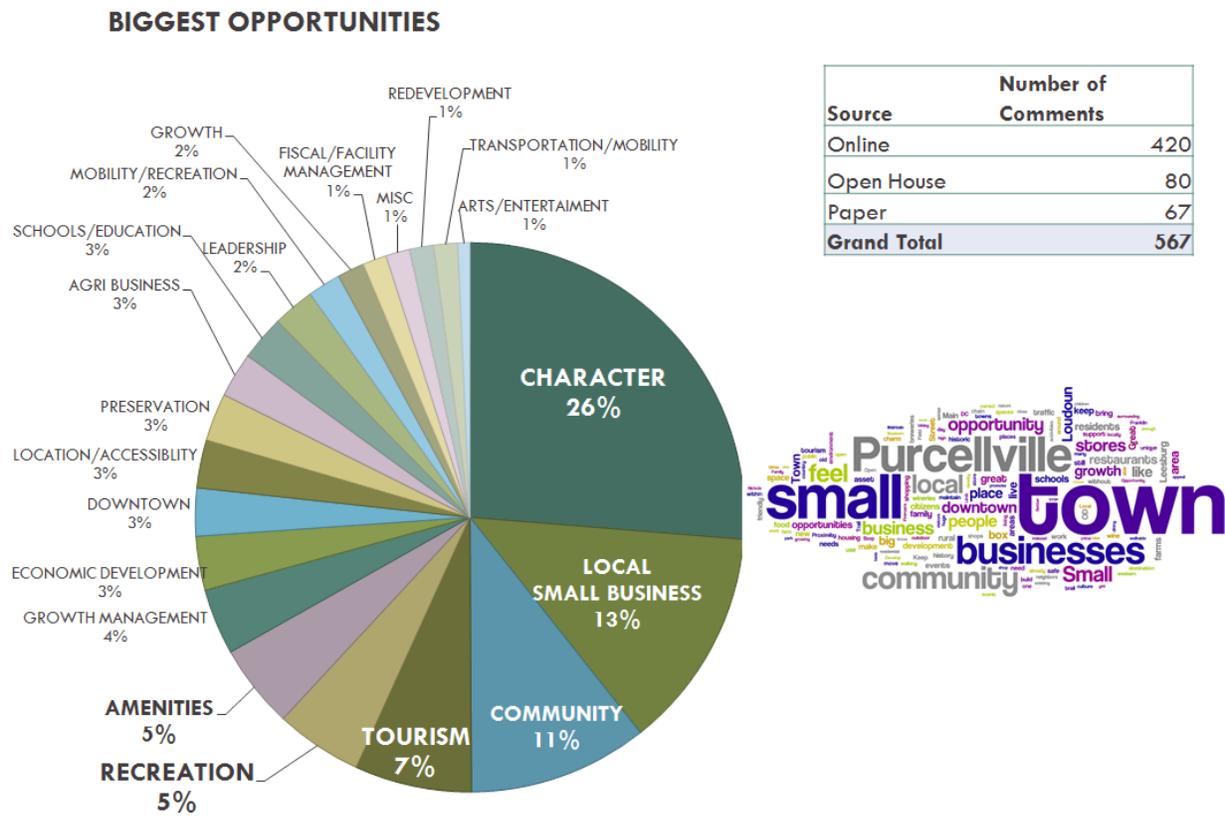


Figure 21: Response Data, What are the Town's biggest opportunities.
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WHAT ARE THE TOWN'S BIGGEST CHALLENGES

The consultants found 16 different topics or themes that were repeated in the responses to this question. Three topics made up 50% of the responses, and six topics made up 76% of the responses.

- Unsurprisingly, loss of character was the largest single challenge reported by 26% of participants. This came in the form of discussion about scale, density, historic buildings, small town charm, etc. Primarily, concerns centered on new development not keeping with this character and that without special considerations the things people love about Purcellville will be lost.
- Growth itself was listed by 13% of the participants as one of the biggest challenges facing the town. This was articulated through statements like “Stop Growth” “Too Much too Fast”, and the idea that Purcellville is in danger of outgrowing its identity. It is interesting that just as growth was seen as a challenge, so too is Growth Management--9% of responses suggested managing growth in a way that would be acceptable was perhaps the biggest challenge.
- Responsible fiscal and facility management was listed by 11% of the participants as one of the biggest challenges facing the town.
- Transportation and mobility issues, active management of growth, and economic development activities account for 26% of the concerns. The transportation comments seemed to relate to the anticipated increase in traffic that comes with growth and losing the easy going rural traffic patterns that people currently enjoy.
- The remaining 24% of comments related to a lack of engagement and communication opportunities, the need for active and transparent leadership, a recognition of a group resistant to change of any kind, and concerns about catering to developer or special interests.
- A lot of the comments were very critical of leadership and regulations, called for a stop to growth, and asking for the town’s leadership to take the citizen’s interests to heart in considerations.

Appendix B:
Compendium of Public Input - Round 1

-  Protect + Preserve
-  Grow
-  Reinvest / Redevelop

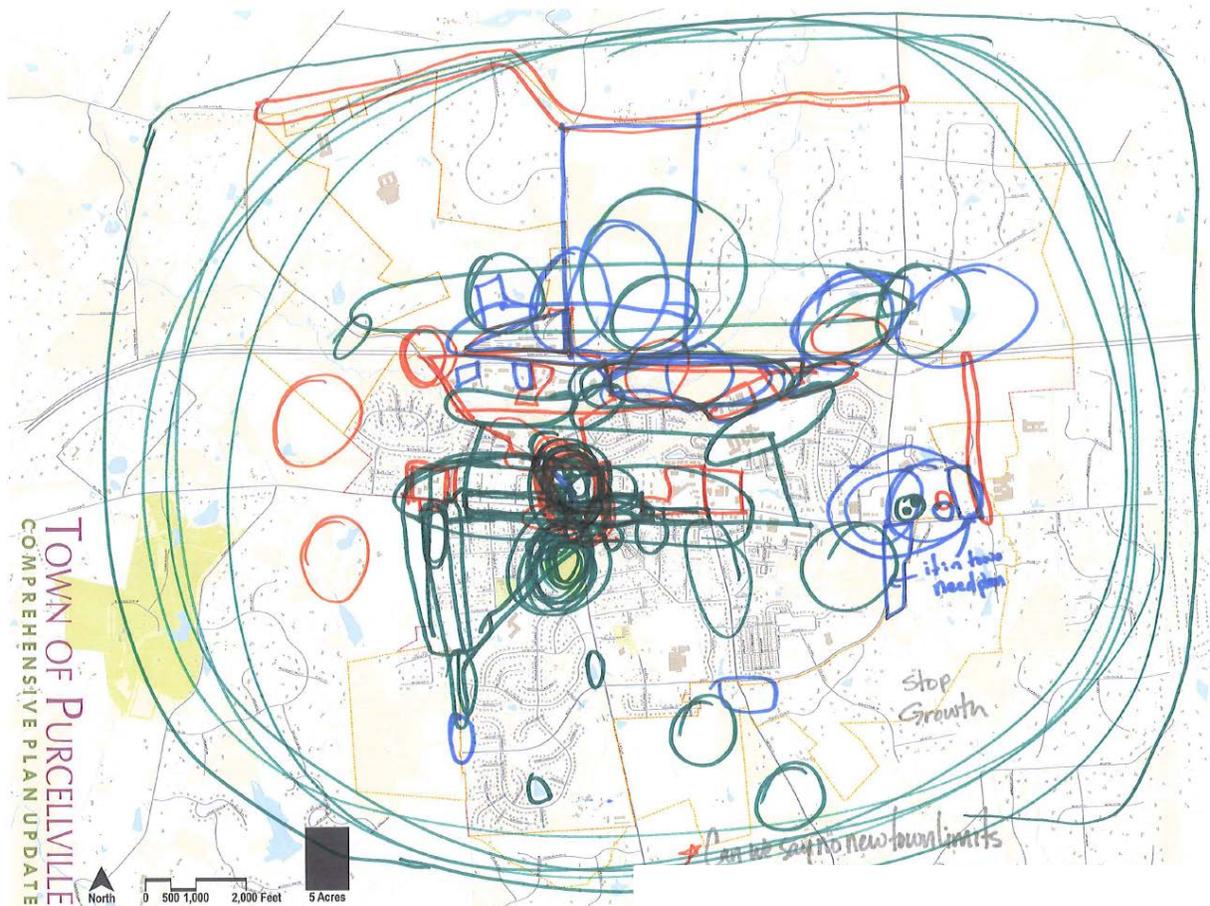


Figure 23: MDC Composite of Public Input on Maps

The consultant processed these results to clarify the areas where the public has a similar perspective, and the areas where there are conflicted views about what should be done. In addition, the consultant identified for further discussion in the planning process additional areas at the edges of town that may be subject to future growth pressures. The simplified map is shown below.

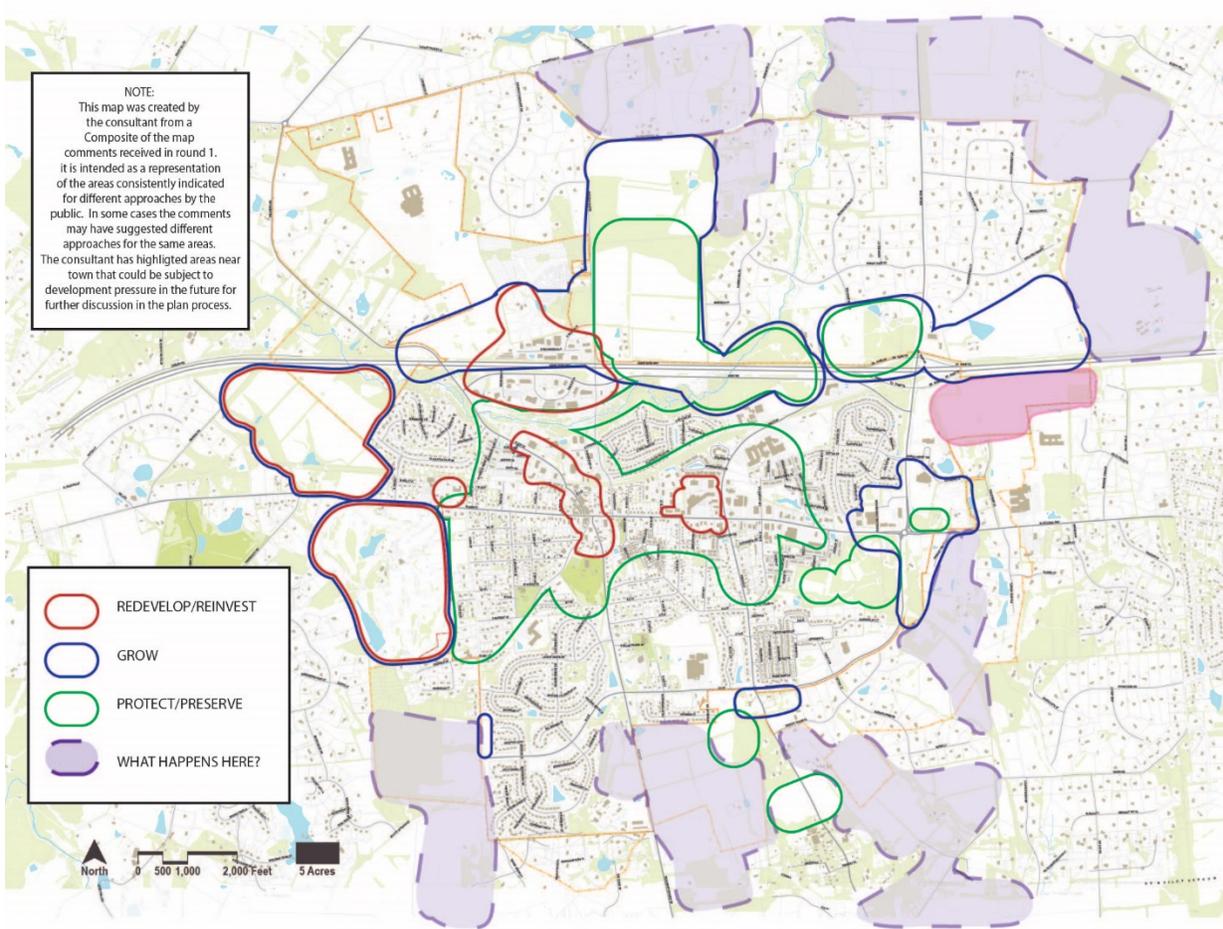


Figure 24. Composite Results Map, with Consultant Highlighted Areas for Future Consideration

The full results and submitted maps are provided below.

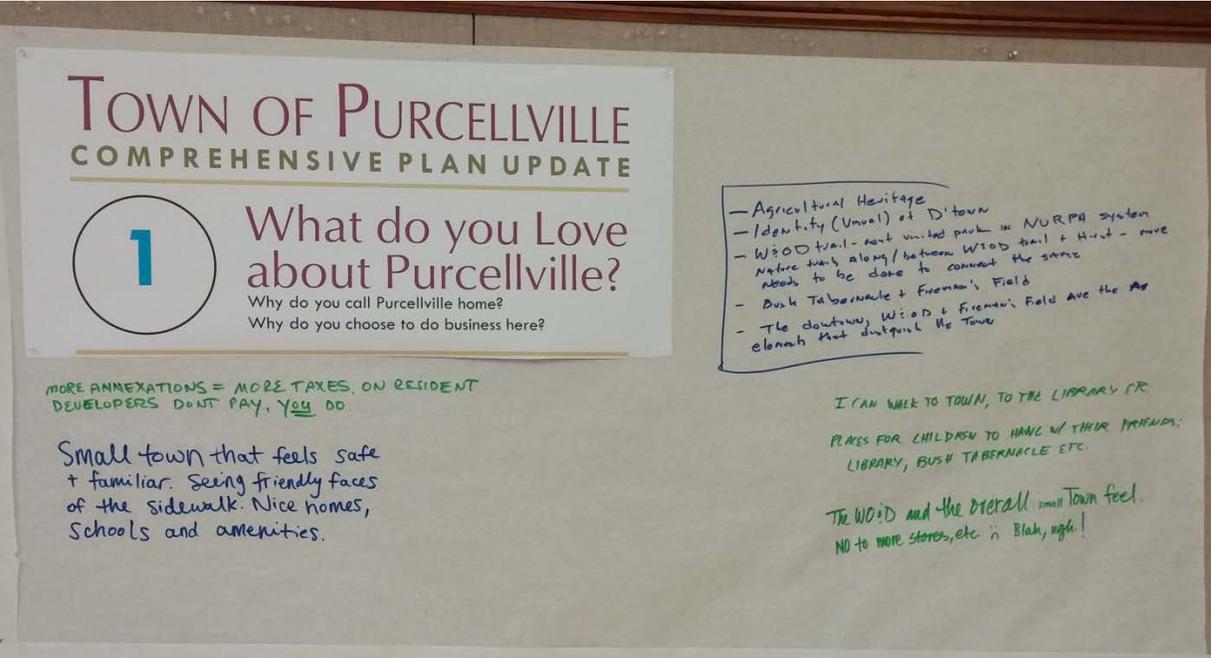
RECORD OF THE PUBLIC OPEN HOUSES

February 2016



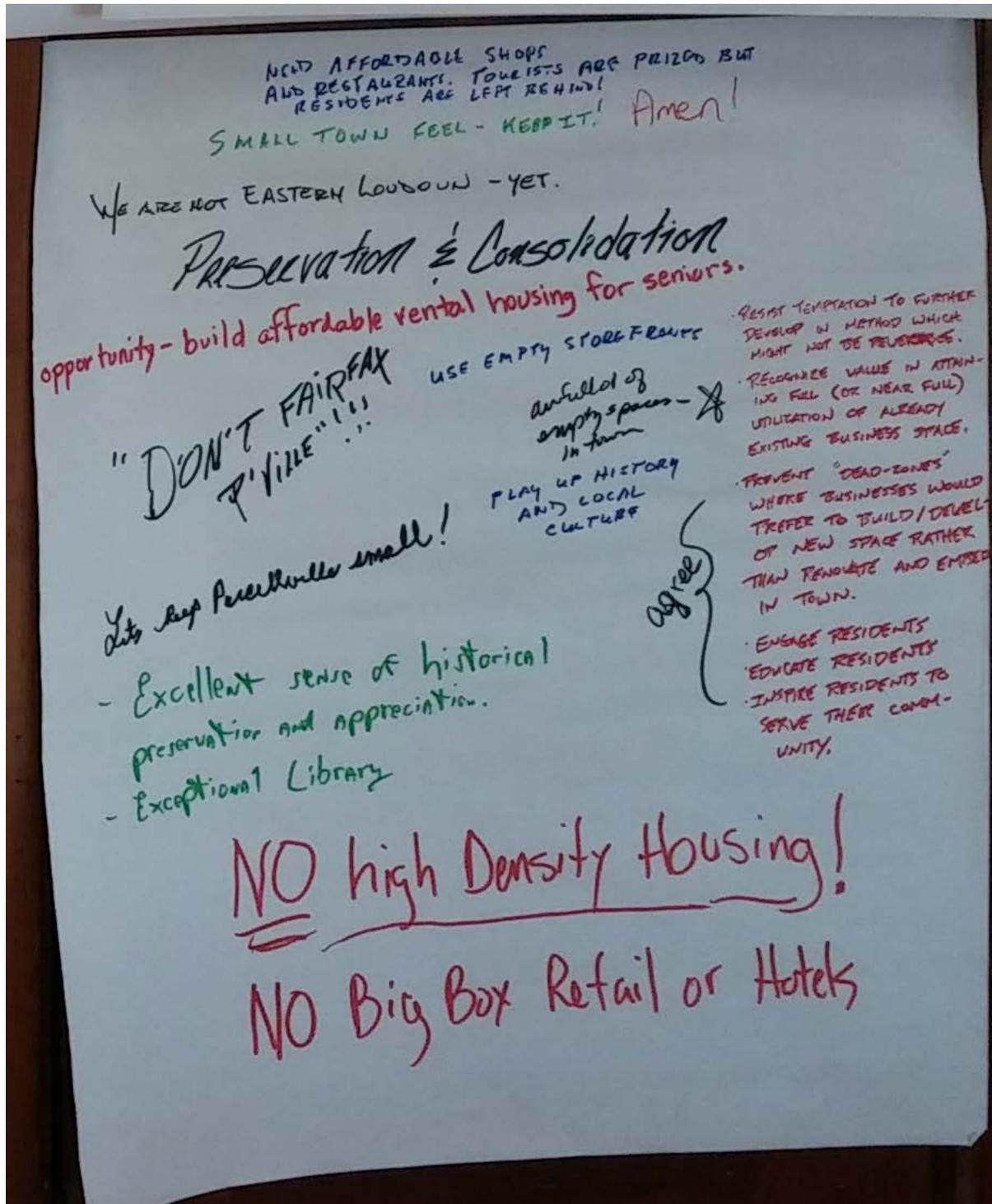


7.18.16 DRAFT FOR PLANNING COMMISSION REVIEW



BIGGEST OPPORTUNITIES





- Located in middle of wine country
- Create a vibrant walking downtown area

- Leverage technology ^{Fiber & Internet of things to bring jobs}
 Breweries & Wineries
 Firemans field huge asset

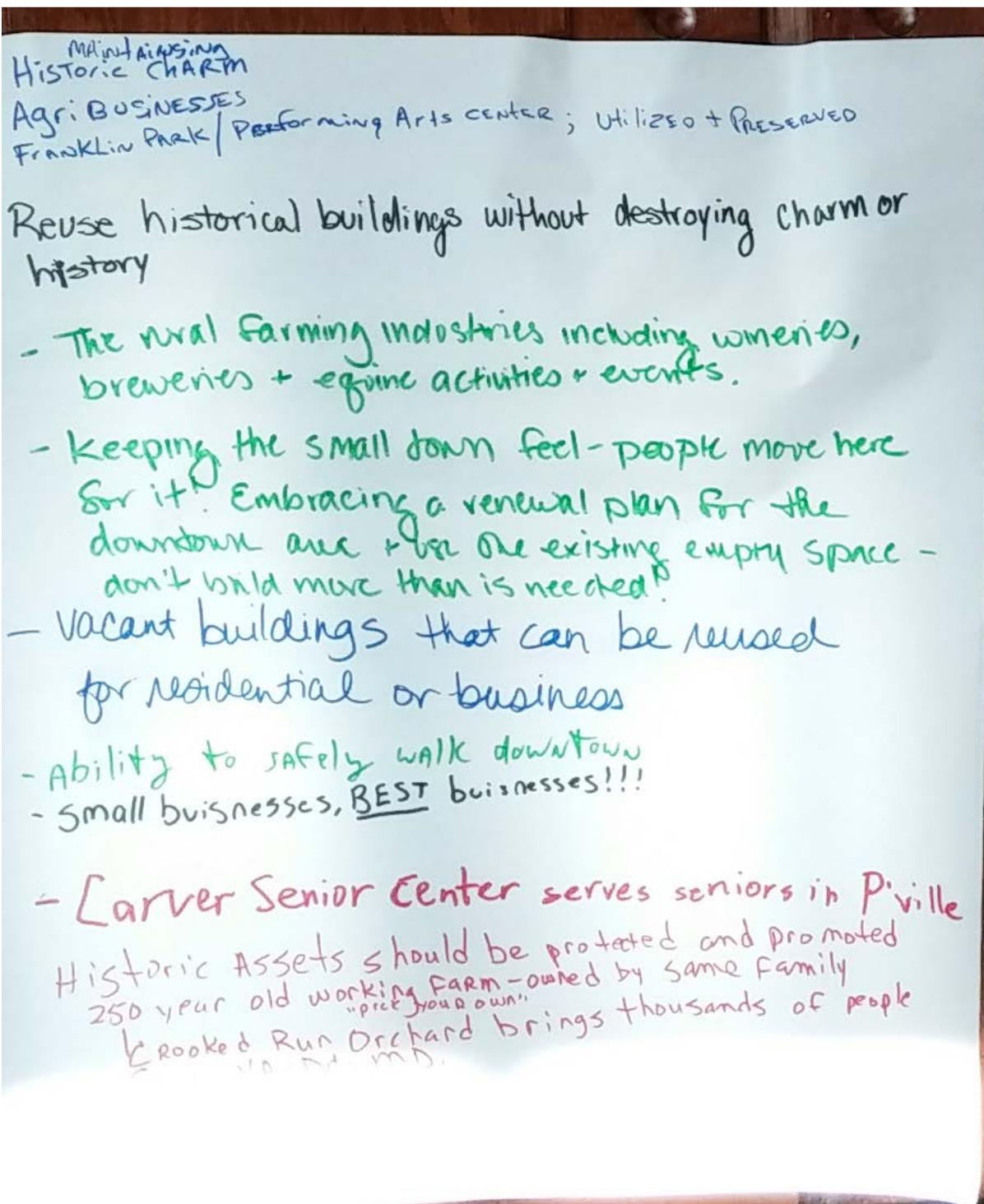
PRESERVATION MAY BE TOO MILD + TOO LIMITED - HOW ABOUT DEFEND?
 Prile Senior citizens are an unrecognized asset

Greatest asset is voice of all segments of community - young + old, new + long term.
 Chance to manage boundaries ^{redevelopment} growth for a long term plan before opportunity is gone.

Great schools = great opportunities for partnership & innovation

- We're small but we still have a lot of variety amongst our businesses & activities. We don't 'have' to travel far for anything. Yet anything not already here is just a short distance away (big box stores, etc.). We're at the nexus of small town living + larger area conveniences.

A nice locally owned Inn instead of a large Hotel.
 Tourism + community opportunity for small hotel or lodging option.



DOWNTOWN ACCESSABLE BY WALKING
LOCAL EATERIES

HERITAGE DAY!!!

BUSH TABERNAILE EVENTS
ESP — SWING DANCES

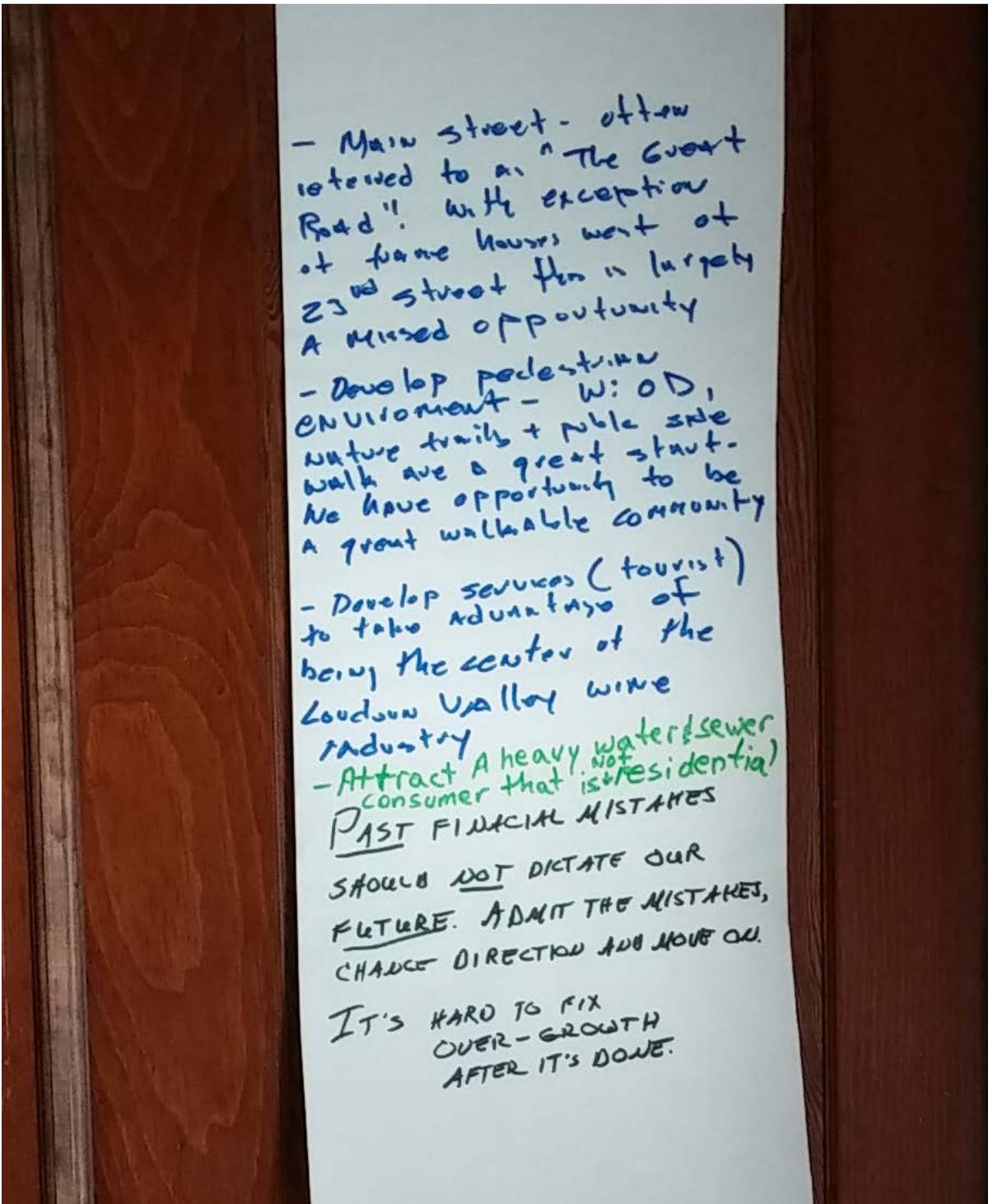
Listen to the people. Stop
annexations.

ditto!

- Assets:
- Dedicated public servants (teachers, police, & gov't).
 - Restaurants like Magnolias + Finn Thai.
 - Walkable, bikeable

Establish policies & enforce them that actually support orderly development, front porch sociability, safe low-key, small town, with nature and environment enhanced

Purcellville offers familiarity, friendliness and "farmy" feel.



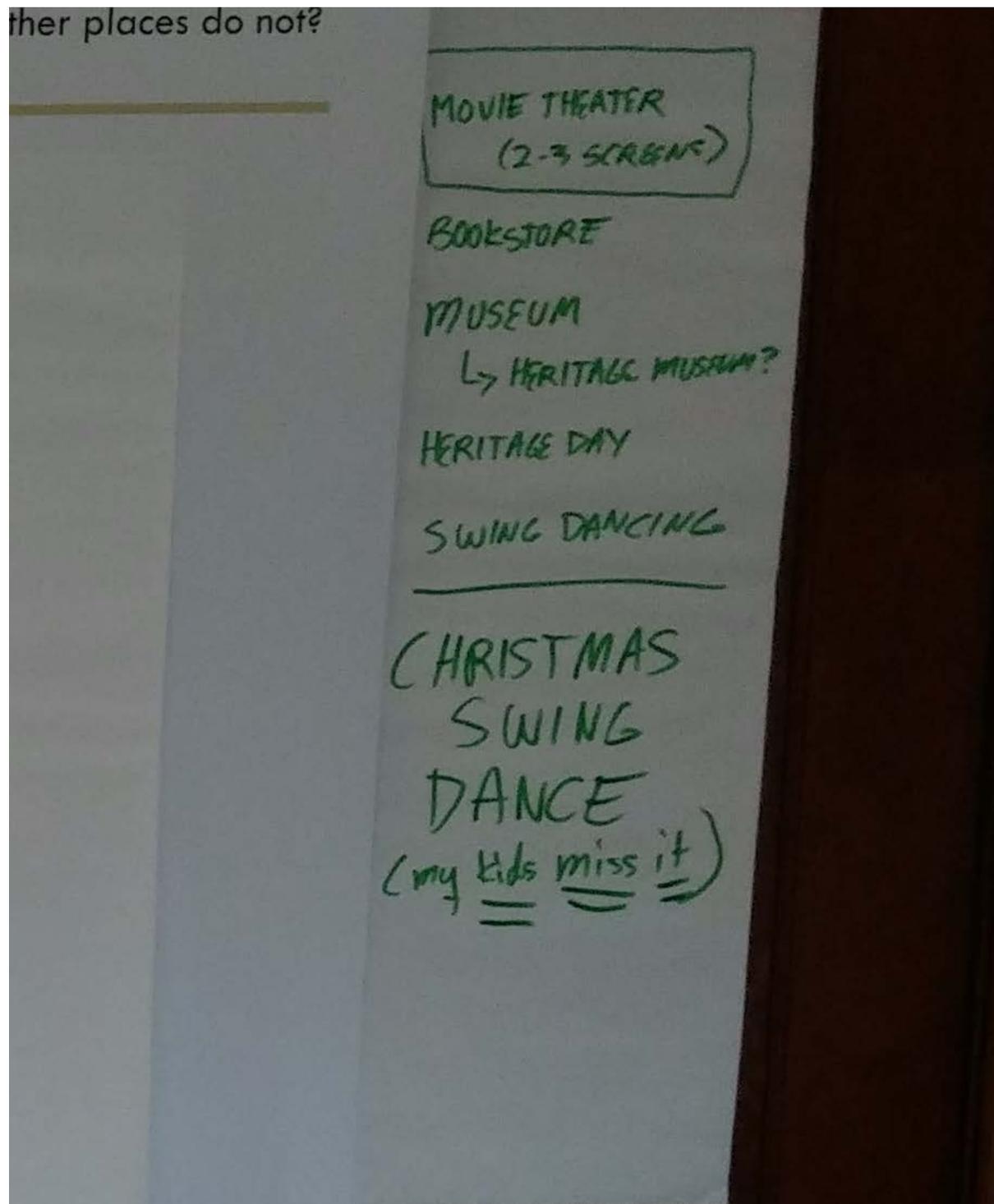
Location within wine country
Small town charm
Small business such as Nichol's
bike path

Assets:

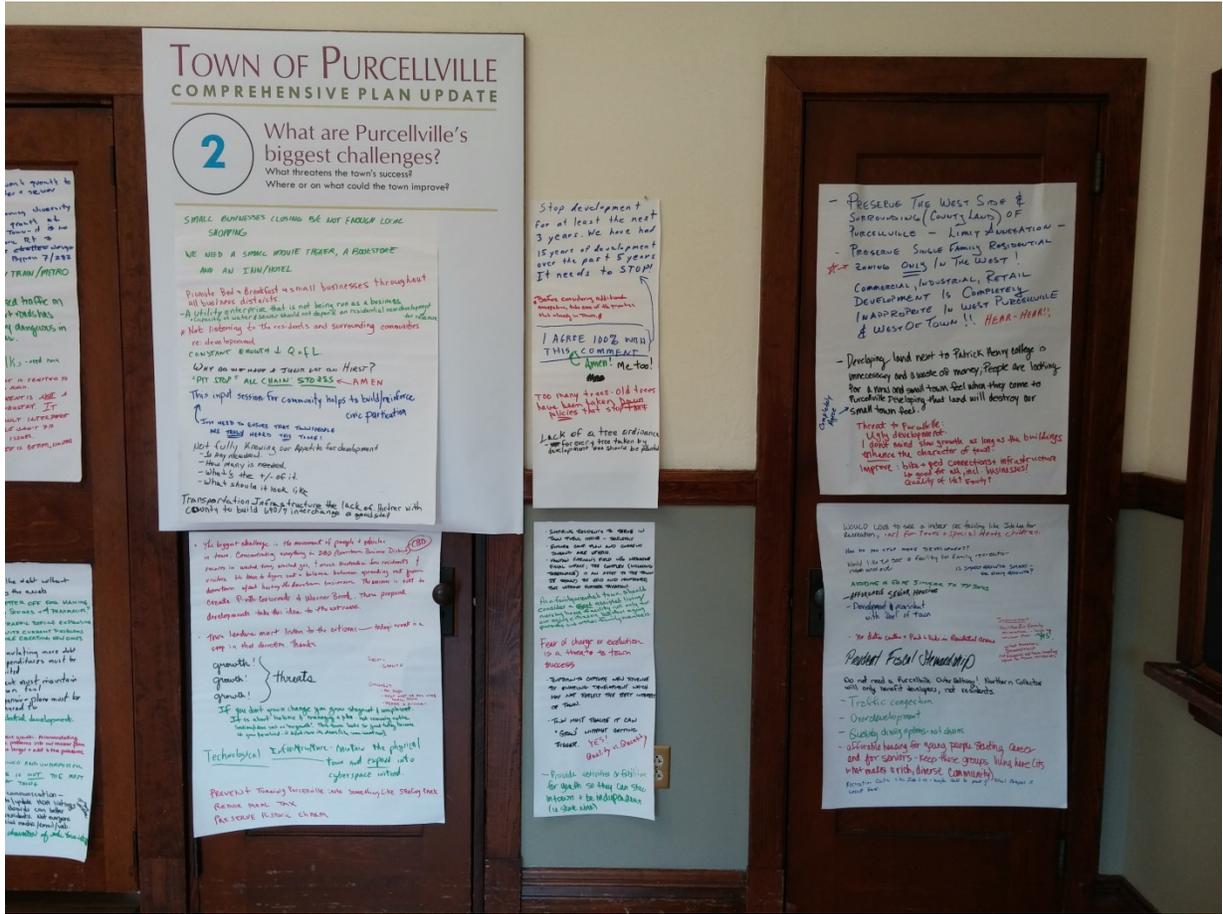
- ① Historic downtown
- ② Small town feel of West Purcellville
- ③ Wineries / Breweries / Restaurants
- ④ Reservoir - for Mountain Biking
- ⑤ Franklin Park
- ⑥ Proximity to WOOD Trail
- ⑦ Fireman's Field

Rural, small, friendly town.
A great alternative to
urban communities. ✓

Small town without big
box stores!



BIGGEST CHALLENGES



TOWN OF PURCELLVILLE

COMPREHENSIVE PLAN UPDATE

2

What are Purcellville's biggest challenges?

What threatens the town's success?

Where or on what could the town improve?

SMALL BUSINESSES CLOSING B/C NOT ENOUGH LOCAL SHOPPING

WE NEED A SMALL MOVIE THEATER, A BOOKSTORE AND AN INN/HOTEL

Promote Bed + Breakfast & small businesses throughout all business districts.
- A utility enterprise that is not being run as a business
• Capacity of water & sewer should not depend on residential new development for revenue
* Not listening to the residents and surrounding communities
re: development

CONSTANT GROWTH ↓ Q of L.

WHY DO WE HAVE A JUNK LOT ON HIRST?

'PIT STOP' = ALL CHAIN STORES ← AMEN

This input session for community helps to build/reinforce civic participation

↑ JUST NEED TO ENSURE THAT TOWN PEOPLE ARE TRULY HEARD THIS TIME!

Not fully knowing our Appetite for development

- Is any needed.
- How many is needed.
- What's the +/- of it.
- What should it look like

Transportation Infrastructure the lack of. Partner with county to build 690/7 interchange a good step

- The biggest challenge is the movement of people & vehicles in town. Concentrating everything in DBD (Downtown Business District) ^(CBD) results in wasted time, wasted gas, & much frustration for residents & visitors. We have to figure out a balance between spreading out from downtown w/out hurting the downtown businesses. The answer is NOT to create R-ville Crossroads & Warner Brook. Those proposed developments take this idea to the extreme.

- Those leaders must listen to the citizens — today's event is a step in that direction. Thanks

growth! }
 growth! } threats
 growth! }

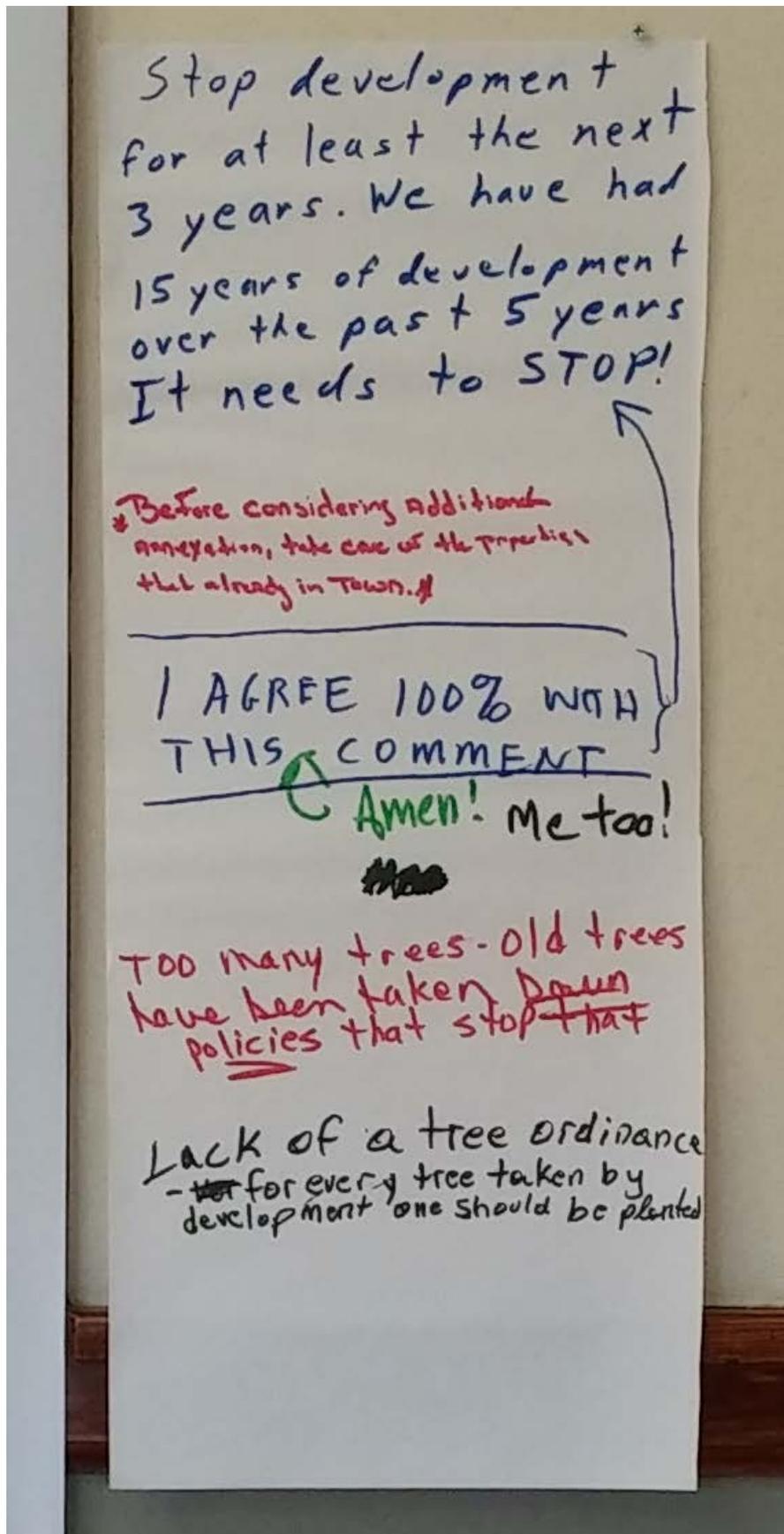
THREATS
 - GROWTH

CHALLENGES
 - PAY DEBT
 - KEEP WHAT WE ALL LIKE
SMALL TOWN
 - DEFINE A NUCLEUS

If you don't grow or change you grow stagnant & complacent.
 It is about balance & managing a plan - not removing entire sections/ideas such as "no growth". This town looks so good today because it grew & evolved - it didn't close its doors (like some want now).

Technological Infrastructure - Maintain the physical town and expand into cyberspace instead.

PREVENT Turning Purcellville into something like Sterling Park
 REDUCE MEAL TAX
 PRESERVE HISTORIC CHARM



- INSPIRING RESIDENTS TO SERVE IN TOWN PUBLIC OFFICE - SELFLESSLY
- ENSURE COMP. PLAN AND CURRENT ZONING ARE UPHOLD.
- MAINTAIN FIREMAN'S FIELD W/O NEGATIVE FISCAL IMPACT; THE COMPLEX (INCLUDING TABERNACLE) IS AN ASSET TO THE TOWN IT SHOULD BE HELD AND MAINTAINED, BUT WITHOUT FURTHER TAXATION.

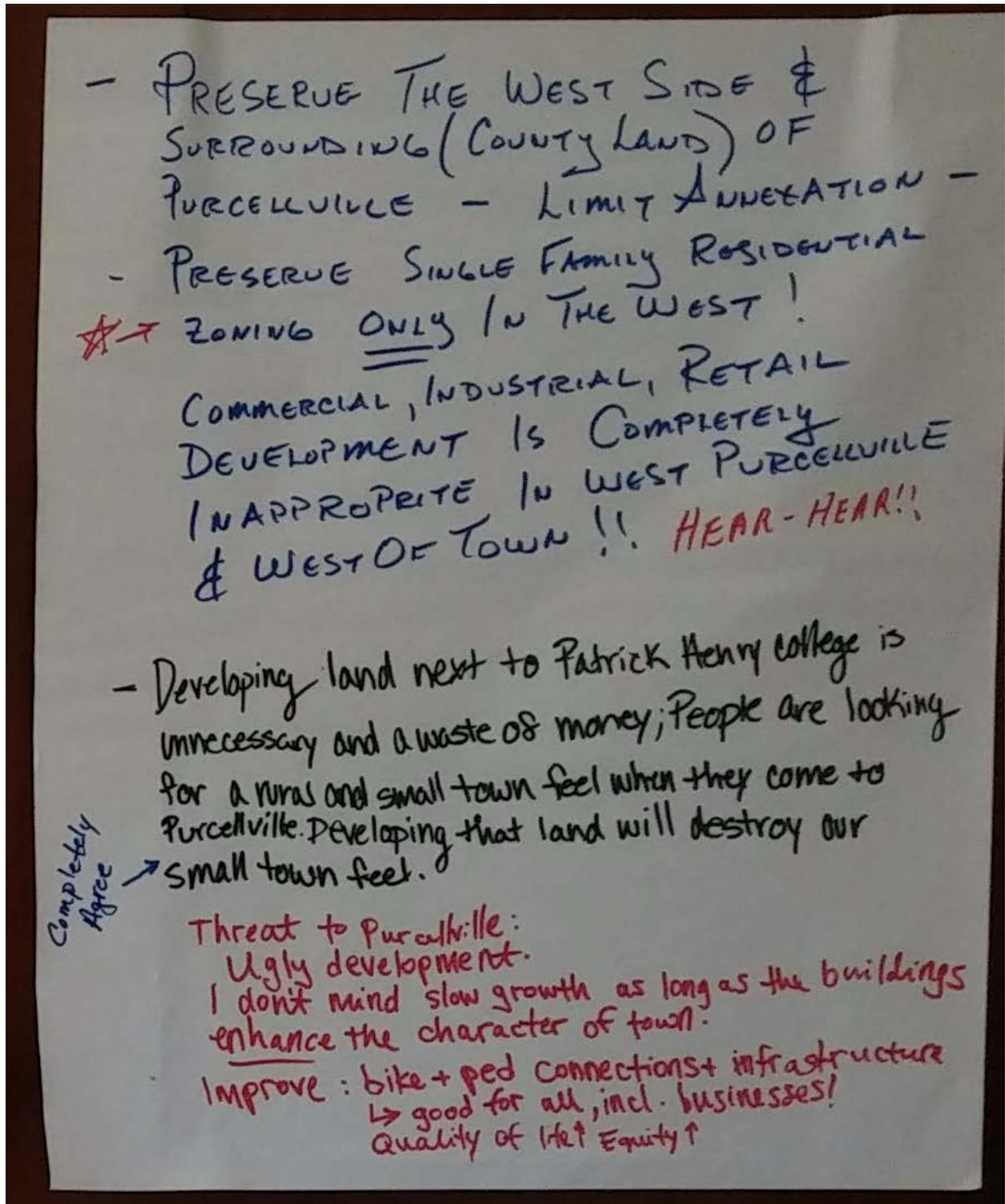
As a family oriented town, should consider a good assisted living nursing home facility not only for our aging citizens, but for aging parents and other family members.

Fear of change or evolution is a threat to town success

- TEMPTATION TO CAPTURE NEW REVENUE BY ENABLING DEVELOPMENT WHICH MAY NOT REFLECT THE BEST INTEREST OF TOWN.

- TOWN MUST REALIZE IT CAN "GROW" WITHOUT GETTING BIGGER. YES!
Quality vs. Quantity

- Provide activities or facilities for youth so they can stay in town + be independent (ie skate rink)



WOULD LOVE to see a indoor rec facility like Ida Lee for Recreation, incl. for teens & special needs children.

How do you STOP MORE DEVELOPMENT?

Would like to see a facility for family recreation indoor and out

IS SMART GROWTH SMART - OR ONLY GROWTH?

AVOIDING A FACE SIMILAR TO TYSONS

- AFFORDABLE SENIOR HOUSING

- Development inconsistent with 'feel' of town

- No data centers + Park + Ride in Residential Areas

Improvement:

Facilities for family recreation - such as indoor pool → YES!

What threatens Development?
Not keeping all town meetings open to town residents!

Prudent Fiscal Stewardship

Do not need a Purcellville Outer Beltway! Northern Collector will only benefit developers, not residents.

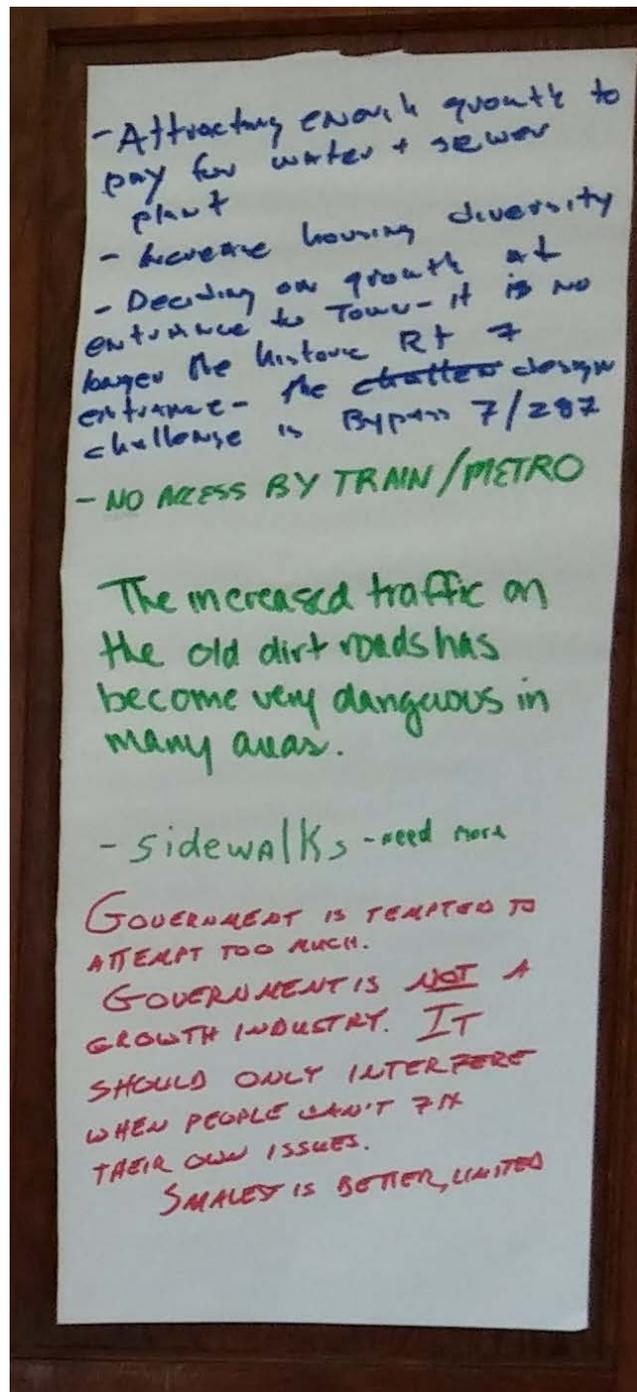
- Traffic congestion

- Overdevelopment

- Quality dining options - not chains

- affordable housing for young people starting career and for seniors - keep these groups living here (its what makes a rich, diverse community)

Recreation Center like Ida Lee - maybe could be part of school campus it would work.



Paying off the debt without giving away the assets

- IS P'VILLE BETTER OFF FOR HAVING 3 GROCERY STORES + 4 PHARMACIES?
- PLAN FOR TRAFFIC BEFORE EXPANDING
 - DEAL WITH CURRENT PROBLEMS BEFORE CREATING NEW ONES

- Avoid accumulating more debt
- Capital expenditures must be very limited
- Development must maintain small town feel
- Comprehensive plans must be adhered to

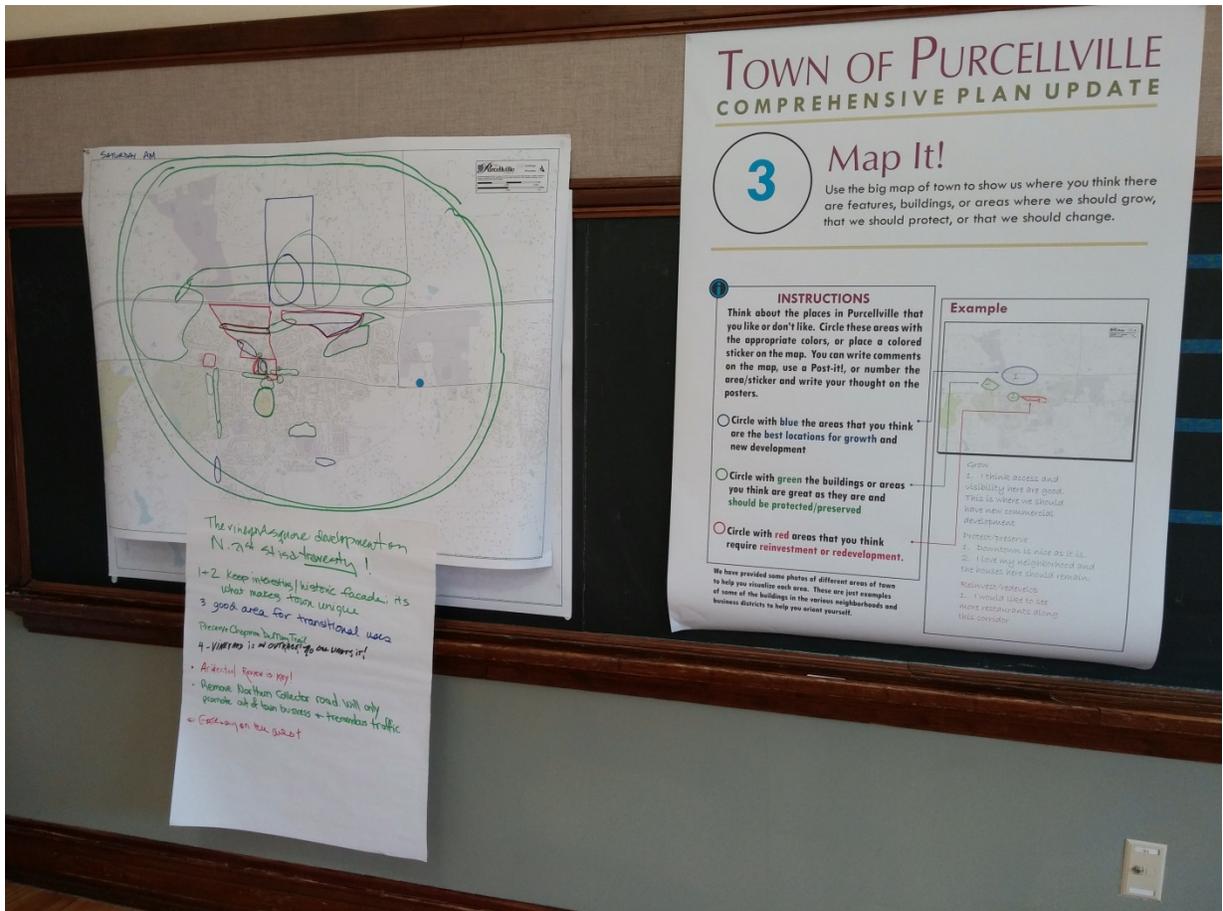
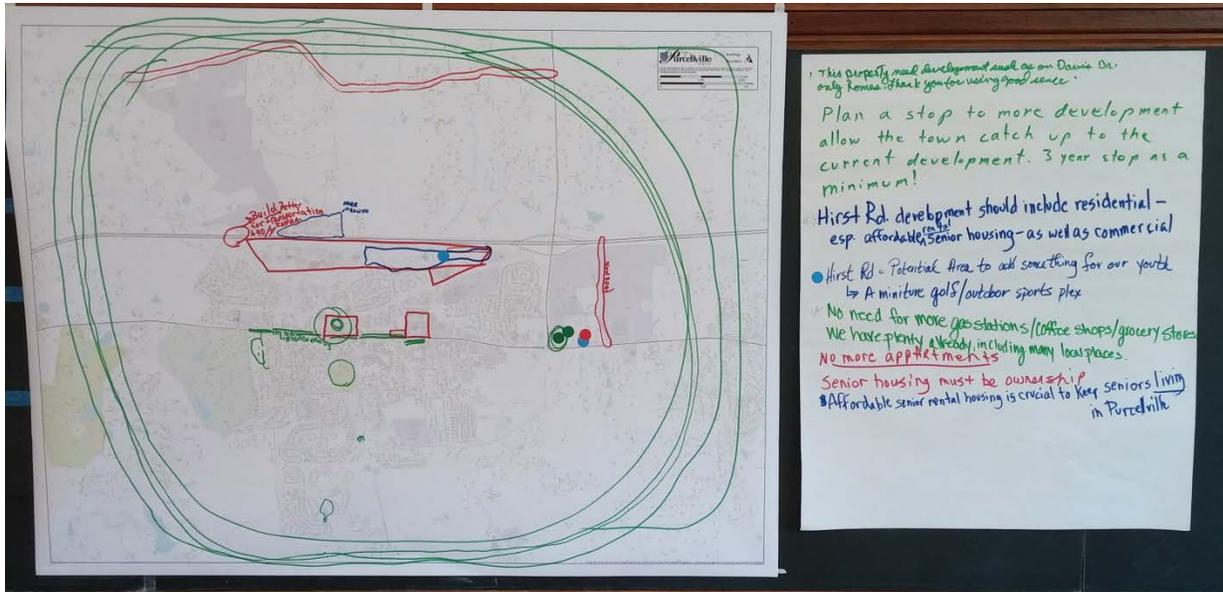
Limit residential development.

- Challenges - smart growth. Accommodating existing traffic problems into our master plan before we grow larger + add to the problems.

- UNCONSTRAINED AND UNPURPOSEFUL GROWTH.
 - REVENUE IS NOT THE MOST IMPORTANT THING

- Improve communication -
 - Reinstate/update HOA listings so that Boards can better update residents. Not everyone uses social media / email / web. on town website
 - Keep the character of the town intact

THE MAPS



1. This property need development such as on Davis Dr. only Romea. Thank you for using good sense.

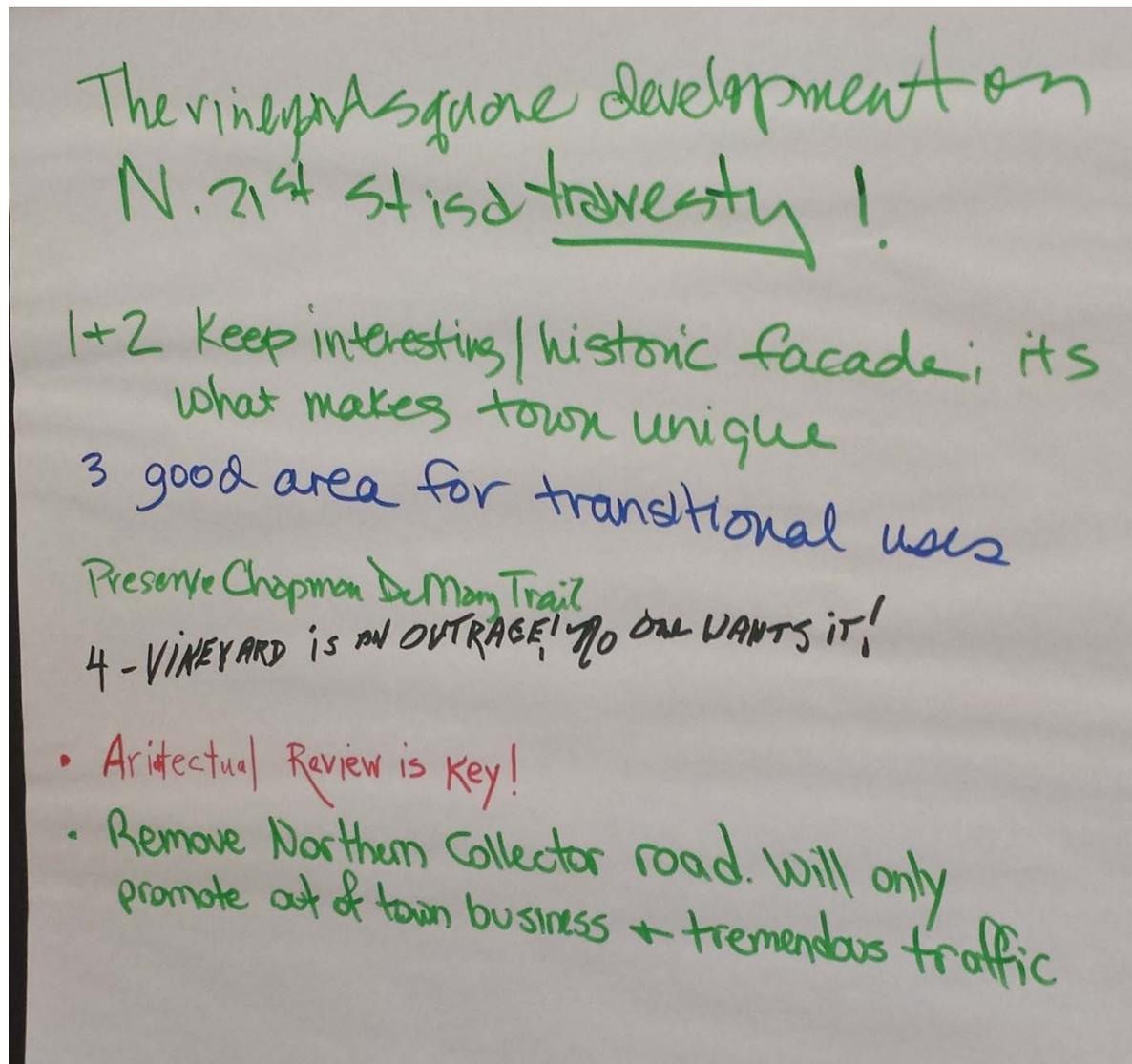
Plan a stop to more development allow the town catch up to the current development. 3 year stop as a minimum!

#1: Hirst Rd. development should include residential - esp. affordable ^{rental} senior housing - as well as commercial

● Hirst Rd - Potential Area to add something for our youth
↳ A miniature golf/outdoor sports plex

* No need for more gas stations/coffee shops/grocery stores
We have plenty already, including many local places.
No more apartments

Senior housing must be ownership
Affordable senior rental housing is crucial to keep seniors living in Purcellville

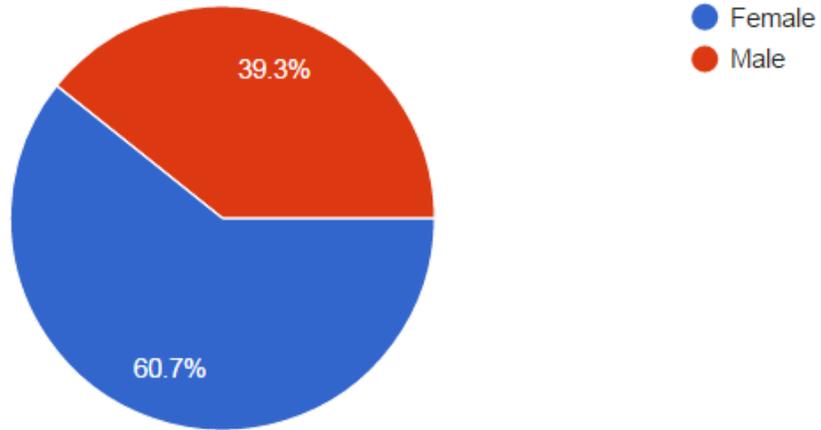


INFORMATION ON THE SURVEY RESPONDENTS

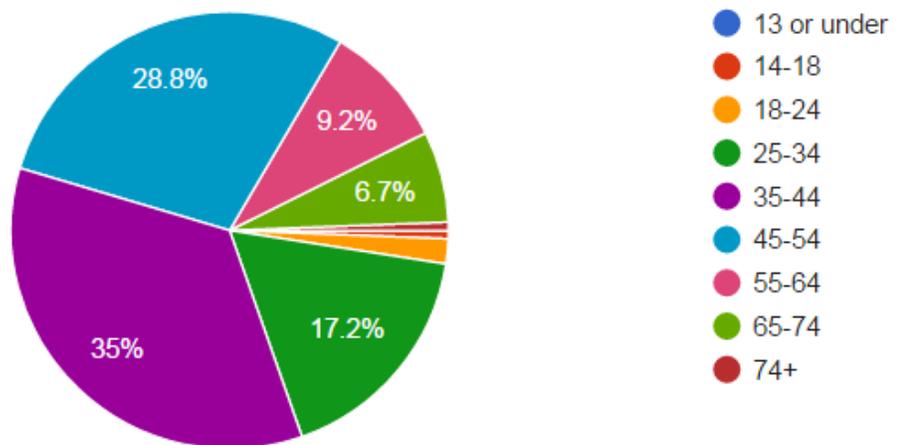
ONLINE REPONSES

187 responses total

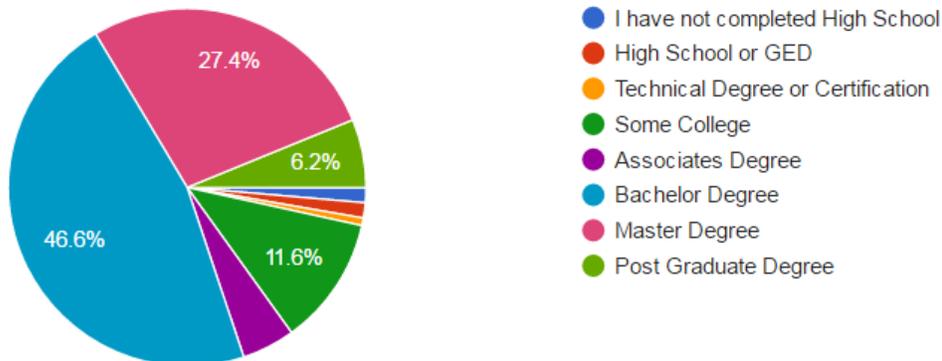
Gender (163 responses)



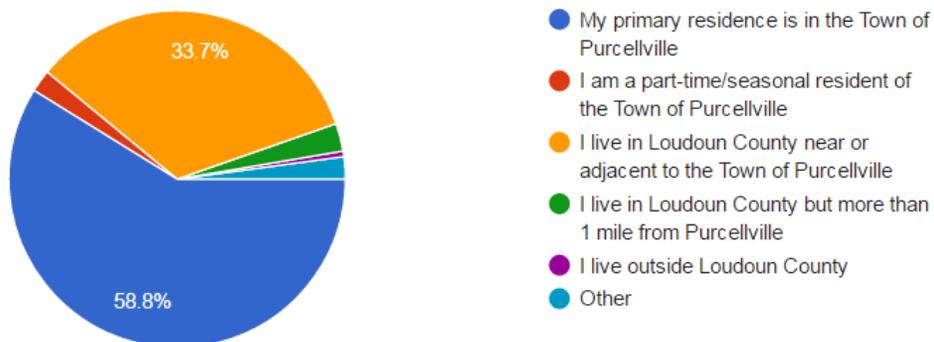
Age (163 responses)



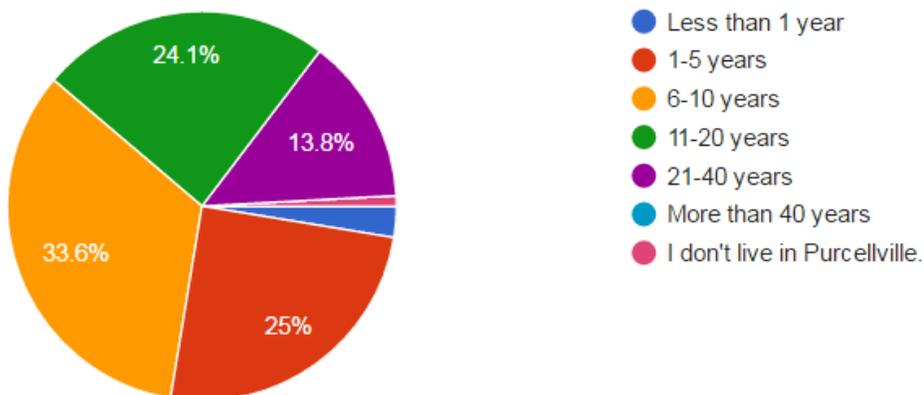
Education (146 responses)



Where do you live? (187 responses)

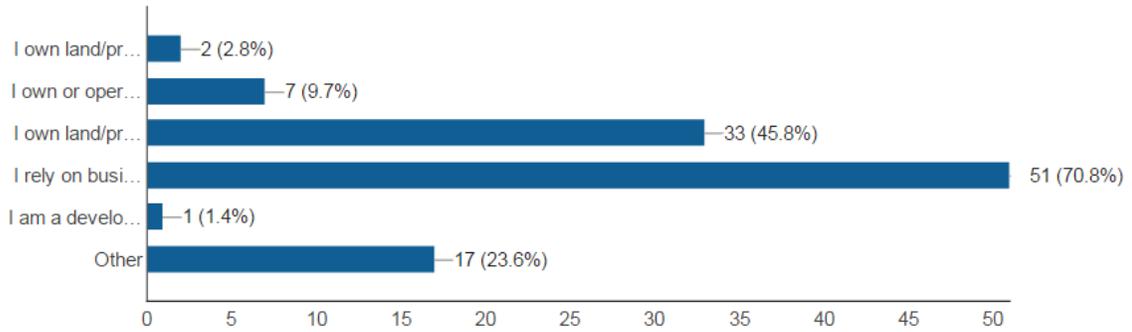


How long have you lived in Purcellville? (116 responses)



Non-Town Residents

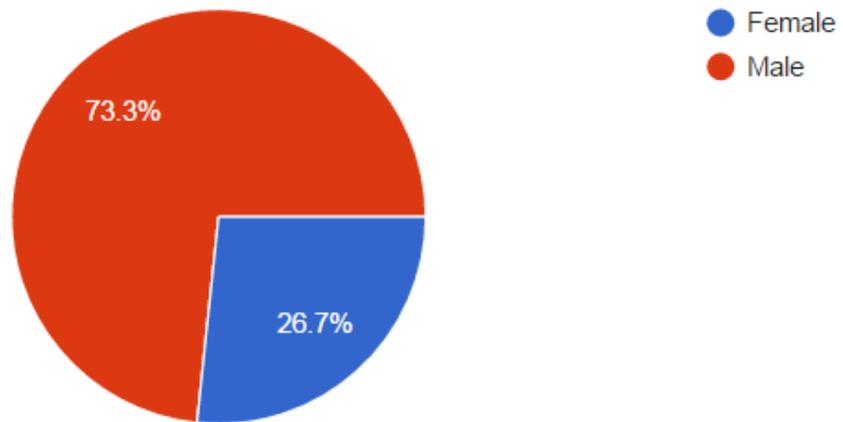
Interests in the Town of Purcellville. (72 responses)



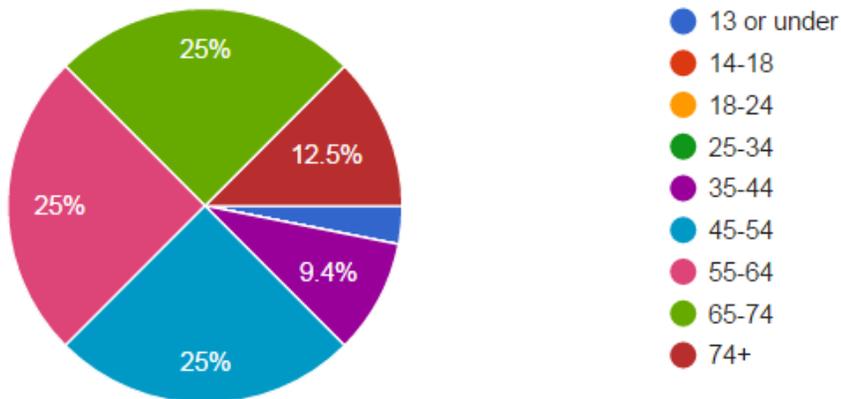
PAPER SURVEYS

34 Responses

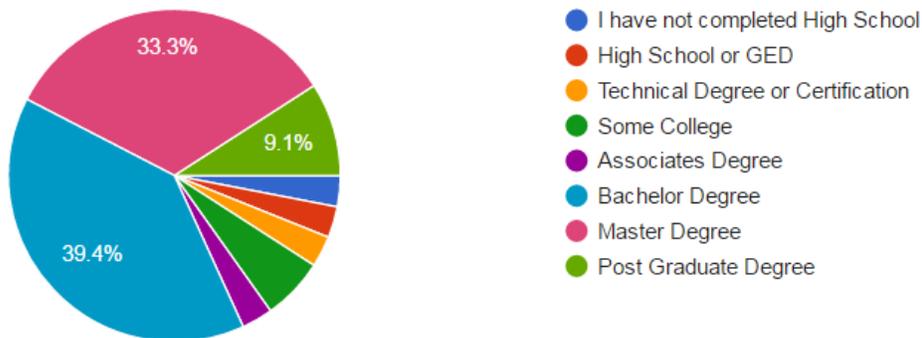
Gender (30 responses)



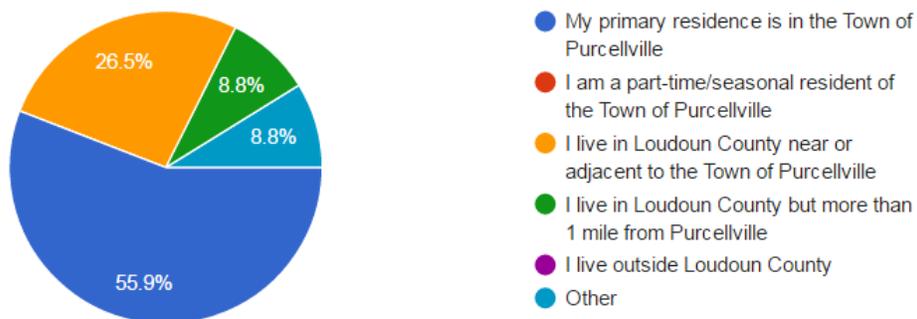
Age (32 responses)



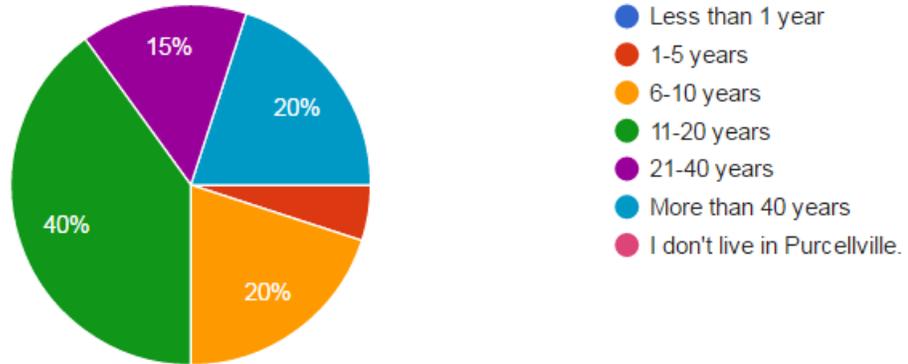
Education (33 responses)



Where do you live? (34 responses)

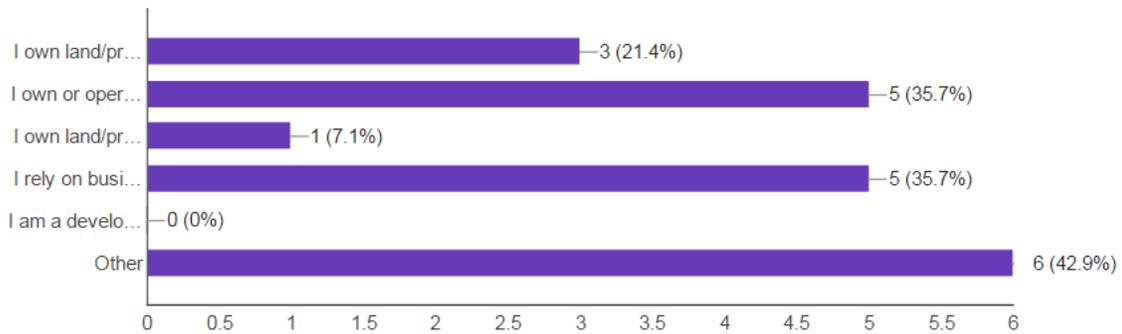


How long have you lived in Purcellville? (20 responses)



Non-Town Residents

Interests in the Town of Purcellville. (14 responses)



ONLINE SURVEY RESPONSES

The following responses are copied directly from the data base that participants created by submitting responses to the survey, these have not been edited for spelling or grammar.

WHAT DO YOU LOVE

(457 comments, as input by respondents.)

- Small town feel

Appendix B:
Compendium of Public Input - Round 1

- Small town feel
- Small town feel
- Small town feel
- Small town feel
- Small town
- Small town feel.
- Small town feel.
- Small town feel
- Small town feel
- Size
- Size
- Small Town atmosphere
- Small Town atmosphere
- The small town feel
- The small town feel
- The small town feel.
- The small town feel.
- Fireman's Field
- Community events
- Small town feel!
- Rural vibe with urban access
- Small town
- I love rural western Purcellville where my horse farm is located off of a beautiful dirt road that I can still walk on and hack my horse without much danger
- It is a safe place to live, raise children with access to shopping, restaurants and entertainment within walking distance!
- I would love for the McDonalds in Blue Ridge Shop. Ctr. to be walled off.
- Small town but with everything we need close by.
- Quiet small town
- Nice people in Purcellville
- The quaint small town that it was until recently
- Safe
- Small town quaintness
- the people
- Purcellville is not over-developed. Let's keep it that way.
- I love that you can be anywhere, and run into someone you know or someone that knows someone you know; on the sports field, in the post office, at a restaurant. This also makes it easy to learn the history of Purcellville and the families, farms and shops that were here many, many years ago and those still around today. The people are amazing and provide a true sense of community and caring. There is never a hesitation to reach out and support and help those

that need it; from our fallen heroes or a house fire to those suffering immense medical battles. This is what small town Purcellville is all about.

- the magnificent open countryside! Pure Beauty!
- Serenity of rural surroundings with relative proximity to DC and more developed areas like Leesburg
- Small quaint community
- Small Town Atmosphere
- We love the small town feel.
- I love that where ever I go, I see someone I know.
- Peaceful
- I wanted to live in a centralized area with fluid employment sources like the Dulles Corridor, Fredrick, Leesburg, Winchester, etc., and wanted my family to live in a town that hasn't had to sacrifice it's safety, relaxed feel or it's family friendly feel.
- wide open country
- The small town shops, not the chains.
- It feels like small town America.
- Small town field which is slowing going away.
- Quiet, small town feel
- Small town feel (parades, community events, etc)
- Small town character and charm
- I'd love a Town Council that paid attention to town residents and not development interests.
- Small town but close to everything we need.
- Small town, no overcrowding.
- I love the small town experience. I and my family just moved to Purcellville in November of 2015 and picked this town because of the small town environment and the people who live here for that. We came from a small town and love it!
- I love Purcellville for the small town feel in a lovely rural setting. I got away from living near the big cities to move to the quiet areas of Western Loudoun.
- Small Town feel. Easy access to business locations and restaurants.
- Most everything is within walking distance.
- I love it that I feel safe in Purcellville, VA.
- Strong community spirit. This town sometimes feels like a bubble within Loudoun County.
- Small town charm
- The culture--being the services, products and the people who live here.
- community and wonderful public schools with caring long-term teachers
- The small town character and feel.
- Small town feel with aesthetically pleasing, harmonious buildings and parks. I appreciate Purcellville's preserved heritage – its large historic area and carefully restored buildings. Some of the structures that contribute to Purcellville's sense of place: historic houses, library, former bank "vault" Valley Energy building, restored train station, White Palace, former Adams Seed Mill building, Nichol's Hardware, Hall Funeral Home, Bush Tabernacle/Fireman's Field, Magnolia's, Catocin Creek Distillery, Everyday Elegance, West End Wine Bar and Pub. Newer construction that reflects elements of historic architectural features and are harmonious with existing structures: Brownell buildings on 21st street, Gazebo parking lot, Harris Teeter shopping center (former site of Cole Farm), County fire and rescue facility on Hirst Street, the medical building at 921 Main Street. Purcellville is right-sized. It is significantly smaller than

Appendix B:
Compendium of Public Input - Round 1

Leesburg with its development sprawl, and yet is larger than the surrounding western Loudoun County villages, which while small and attractive, do not offer many of the resources and services needed by residents.

- land available for farming
- I love the sense of community.
- I love the friendly environment, people like to help each other
- Small town feel and look
- small town country living
- Low crime rate
- The Old Downtown, near Magnolias. This part of town has character, history, and unique local businesses. Unlike the rest of Purcellville, the Eastern half, which has basically become franchise based and looks like Ashburn. No character.
- The small businesses
- Neighbprly
- Open Space
- Safe, quiet, yet fun place to grow up.
- It is well maintained and charming
- Small- Walking- Town
- love the old downtown, which is small and walkable
- The ability to purchase a stand alone property and not be part of an HOA. Of course, that could work for you or against you depending on circumstances or unintended consequences of an action taken by the Town.
- The small town feel. Small town hospitality.
- I love being able to stay local for my needs and keep this place a small and safe place to raise kids
- Small town feel and values.
- I love the small town feel, but still close enough to amenities such as those in Leesburg, near enough to an Airport and a good job market.
- I love that Purcellville is a walk-able town with a variety of businesses and activities. I prefer to spend my money in Purcellville when it's an option.
- Small-town feel of downtown
- Walkability
- green spaces and rolling hills combined with proximity to the city and its amenities
- Small Town
- Over the years the powers that be in Purcellville have already destroyed what I loved about it by allowing all of the development, especially to the south along 690. P-ville is a Pac-Man trying to gobble up everything around it.
- Small independent businesses located within the town.
- I love the small town feel of Purcellville.
- The size. Purcellville has the small town feel, and everything that comes with having a small town. Little-to-no crime, everyone knows everyone, people are nice to each other, etc.
- Old Town
- Small town atmospher
- Small Town Appeal (although quickly fading)
- Small town feel/environment.
- Born and raised. Loudoun Valley grad and Pucellville will always be my home
- Small and quiet

- Small businesses. I love knowing that I have stores here that I can't find other places in Loudoun, like Nichols.
- Pedestrian friendly town
- Small rural town
- Open space
- I used to love that it had a truly small town feel.
- It is a small town
- I love that I come home to a serene, small town after spending my days at work in the metropolitan areas of Northern Virginia
- Growth is slow and controlled. Purcellville has not given in to the commercial growth that has taken over Sterling, Ashburn and now Leesburg. Purcellville remains and family focused town.
- Where I grew up.
- Small town atmosphere
- Friendliness, courtesy - we haven't outgrown ourselves, this is a nice small town that gives you a big hug. For example, having breakfast at Miss Betty's (Purcellville Family Restaurant) her and Miss Brenda treat you just like family.
- Charming, have a nice "Old town" feel to it.
- WO&D Trail
- Local businesses (Catocin Distillery, Nichols Hardware, Browning Equipment, Really Great Finds, Jenny's Salon, etc.)
- The small town atmosphere. No crowds, no large paved areas with hundred of cars. The ease of getting to other built up areas (Winchester and Leesburg) while being in a quiet area safe for kids to be kids.
- Small town feeling
- Very friendly people
- Location. Close enough to city but far enough away. Close to the AT.
- That it is (was) a small town
- My community. We were immediately welcomed by our neighbors (J street). There are many events throughout the year to engage the community and bring us together.
- My Neighbors
- My wife and I moved our 3 young boys to Purcellville in 2004 and the reason we chose this town is because it is the first town when you leave DC that has a small town feel. I wanted my kids to grow up in the small town environment. I did not want my kids growing up next to WalMart, Target or any other box store. I liked the open space and the country feel this town had/has. The town has grown tremendously and it is getting to the point where there is too much traffic on the roads, more stores than we need (2 huge drug stores across the street from each other that are now owned by the same company which is going to leave a vacancy) and it seems like 15 grocery stores and 500 banks.....and the town council (as representatives of the people) want more. The problem is that everybody I talk to (outside of four town council members) want the town to stay small! Are we really seriously considering bumper boats for our town?
- I love the historical small town charm and feel. Those downtown buildings are a part of who Purcellville is.
- It's home
- Because it's a small slice of "small town America" near the bigger cities, where I can do whatever Purcellville doesn't have available.

Appendix B:
Compendium of Public Input - Round 1

- Small town.
- Nichols
- The rural area surrounding Purcellville town gives us beautiful views and space to breathe.
- LOVE THE SMALL TOWN FEEL,
- Walkable downtown
- Sense of Community - the commitment that the community has and will continue to share a history, common places, shared events and relationships.
- Quiet
- charm
- Location
- the business community, the proposed 21st Street Vineyard Square
- Abundance of children; I am a parent of a small child and I loved the amount of small children and specifically couples with younger families.
- I want to support locally.
- moved into a rural subdivision in 1992 hoping to remain the same
- Small town feel that is (mostly) devoid of the standardized industry that renders so many communities anonymous in a sea of commercialized conformity.
- Small town feel, with loads of convenient amenities, and I would love to keep it that way! 😊
- Small town feel, although starting to become more like Fairfax.
- SMALL town atmosphere
- It has a country feel but the amenities of DC suburbs.
- Family focused events and traditions
- I love the fact that it has a historical old town section. Nichols Hardware is awesome!
- I went to high school at valley and love how close the whole school was and the atmosphere at sporting events.
- Its history and heritage (it's Loudoun natives!)
- Great place to hang out, walk, run
- Employment! Work at local business & live less than 2 miles away outside town.
- The history! (Generational)
- I love the pastoral beauty of Purcellville.
- Community
- Community
- Great schools
- Great schools
- Schools
- Schools
- Sense of community
- Sense of community
- Vibrant community events and programs
- Cute downtown area
- No giant intersections (2 or more lanes in each direction at a light)
- Local business, not chains.
- Events
- Slower pace
- Old town Purcellville especially Nichols
- Small town feel with big town restaurants

- I would love to be able to walk through said Shop. Ctr. parking lot without getting almost run over by speeding vehicles, dealing with hoards of loitering miscreants, and hearing loud music, loud squealings, and loud F-bombs.
- Beautiful location with less traffic than our former home (except Main St.!)
- Manageable traffic
- Good Schools
- Open space outside of town
- How different it once was from the inner suburbs
- Friendly
- Open land
- the business
- Controlled growth
- The feel of small town living but with important amenities nearby.
- There were two main reasons why my family moved to Purcellville from Leesburg, the Carver Center for my mother in law (who lives with us) and the slower, small town life, the quiet nature and agricultural environment, the idea that no big box stores or mass commercial development would intrude into our daily lives. That Purcellville would not jeopardize it's history and heritage by overrunning farms and fields with black top. Purcellville is at a point where it can risk everything that makes it so appealing by allowing mass commercialization and development. Purcellville is "Western Loudoun" and it has an obligation to uphold these values lest it also then ruin the surrounding towns and villages, the small business owners, the rural economic development and even all the things I mention in Love 1.
- The small town feel! Friendly people!
- Town's connectivity via sidewalks and trails
- Open and rural areas with no big box stores
- Friendly People
- Not busy and congested like Leesburg and Ashburn.
- I love that I know the business people in town and know I can trust them.
- Location: Near the AT and away from the congestion of Suburbia
- Small town with appeal to safety, love for neighbors, and a wonderful place to raise a family
- Small town celebrations
- My neighbor usually comes by with his snowblower during heavy snowstorms and helps to clear out the bottom of the driveways and sidewalks of a lot homes on our street. That's not going to happen the bigger towns.
- small town
- Small town coffee/tea shops (meeting places)
- "Mom and pop" shops - no big box
- I love the small businesses owned by locals.
- Kind, friendly community - even for dogs!
- Local, small businesses (Coach's Corner, Old 690, etc)
- mom & pop stores
- I love existing town borders and not increased annexation.
- Neighbors
- Unique businesses and restaurants.
- Wide open spaces!

Appendix B:
Compendium of Public Input - Round 1

- Small business is another reason. I moved away from the late suburban areas to get away from the big box stores.
- Good Police Department
- That you can call the Town and get answers.
- I love living in a small town where I can walk to everything in the town, if I have the time.
- Safety
- Quality local businesses
- Area to do business in Western Loudoun
- The quiet life--being the balance of a small-growth town and not becoming the next truck-stop town via unchecked and unwanted development.
- agriculture
- The historic downtown
- Purcellville is situated in one of the most beautiful valleys in Virginia, with proximity to scenic viewscape of Blue Ridge Mountains and nearby countryside. Purcellville has both in town and nearby scenic places of interest. (W&OD Trail, Suzanne Kane Nature Preserve, Chapman DeMary Trail in town). Living in Purcellville affords easy access for day trips to wineries, Waterford, Middleburg, Shenandoah River, Harper's Ferry, Shepherdstown, Appalachian Trail, Blandy Arboretum, Millwood and other historic mills, beautiful driving tours into Fauquier and Rappahannock Counties, Sky Meadows Park, Luray Caverns, and Skyline Drive.
- safety
- Safe for my kids
- I love the quality of our stores and services
- Great access to scenic countryside - horse country
- Family-style, personal-feel with local merchants.
- the people
- Crooked Run Orchard. This area used to be covered with orchards and has a rich, agricultural history which is often bulldozed over. I would like to see more unique, agricultural businesses in Purcellville instead of sprawling shopping centers and fast food.
- The open space
- Small businesses
- Farmland
- Being able to see the stars and a wide open sky.
- The people are friendly and there is a real sense of community
- Good environment to raise families with good community & volunteer support
- especially Nichols Hardware
- The unique cross between an old small town established community which also offers modern conveniences and amenities.
- Low crime levels create a safe environment for raising a family.
- I love the community feel here
- Walkable from our neighborhood to local businesses
- The community, good place to run a small locally owned business.
- We call Purcellville home because of the incredible rich history combined with a rooted vision for growth and the future.
- The organizations we've joined and people within
- W&OD Trail
- rich history and dedication to preservation
- History

- A "pick your own" historic farm!
- I love that I can walk to local merchants and restaurants and always feel welcome.
- The people. Purcellville is a unique small commuter town full of working, upper-middle class professionals that (usually) have great jobs within a one hour commute. We all have families, and all our kids have similar upbringings.
- Can walk to most events
- Farmer's Market
- small business
- Fireman's Field
- Limited development.
- Small town feel
- Positive people and a focus on family
- I love not having a shopping center every 5 feet, although it's starting to feel that way.
- Not busy
- Access to Farm fresh food
- Close community
- Horses
- I have lived, happily, here since 1891. I love my neighborhood and the people of P'ville.
- People are friendly and look out for one another
- I love the mix of professional commuters with local agriculture citizenry.
- Purcellville encourages small business and that makes it appealing to residents and visitors. The business is very family focused ensuring that it attracts high quality visitors and residents. This keeps the crime low!
- While it has changed quite a bit, it still feels like home.
- Historic look
- Family-owned businesses
- The people
- Close proximity to shopping/job opportunities.
- It's a business trustworthy place. I trust my Mechanic (Donnie from Purcellville Tire & Auto).
- Not overly busy with stors and development
- Breweries
- Seeing neighbors I know at the bank, gas station, etc.
- Small locally owned and operated businesses, restaurants, breweries, distillery, shops and farms.
- Location
- Friendly people
- I actually know my neighbors
- Up and coming. Not over developed but progressing.
- Knowing the people around town
- Open spaces
- Location. We are a quick trip to DC but have not been over developed (yet).
- The small town feel
- I love that it's all unique mom and pop stores and that I have to drive into another town for the big box stores.
- Bike trail

Appendix B:
Compendium of Public Input - Round 1

- The traffic is manageable during rush hour and almost non-existent during school hours-- which you can't say about too many places these days. Leesburg used to be that way, in 1994, when I first moved there, but it certainly isn't anymore. I don't want Purcellville to end up like Leesburg.
- Small, local businesses.
- 21st street area
- Unique shops
- Limited development of housing and business.
- MINIMAL BIG BOX STORES BUT GOOD STORES CONVENIENT TO HOME IN BLUEMONT.
- Clean streams
- I grew up here
- Local businesses and retail stores where visitors can shop or be pampered
- Small Town USA
- Great local wineries, breweries and restaurants that are NOT chains or fast food
- history
- I live here.
- Low crime; I looked all over the metro. Purcellville is being within the commuting distance from various areas in the DC metro while being incredibly safe.
- I love the small town although if development continues I will not put my dollars there.
- No annexation in the west to date.
- Open spaces and houses not right on top of each other
- Charming old town, and unique shops and restaurants! I Love that we have added a few great new unique places lately....We just need a Japanese place! Trader Joes would be a smart add to town also. Smart small growth.
- Small businesses.
- Locally owned small businesses and no big box stores
- Housing more affordable than areas closer to work.
- The sense of community.
- Walkability
- There are many recreation sites such as Franklin Park and Loudoun Valley Community Center.
- I love that we host the Babe Ruth tournament every few years because it brings visitors to our town and it is always a great experience and I love baseball.
- Its traditional values
- Town feel, mountain views, outdoor venues
- Warm, friendly rural small-town feel and appearance.
- The community events/relationships
- I love the wide open spaces.
- Great schools
- Great schools
- Good schools
- Good schools
- Schools
- Schools
- I love that families WANT to move here!
- Wineries and breweries
- Can walk from one 7-11 to the other

- Friendly people.
- Home grown successful businesses
- Already ha everything I need
- Franklin Park
- You really know your neighbor and can let your kids play safely outside
- I would love for the Town's law enforcement to patrol said Shopping Ctr., shelf the "good-ole-boy" cronyism with the pseudo-thug atmosphere there, and force these annoyances to congregate somewhere away from people, businesses, and others who have things to do.
- Ability to get involved in the community and help plan the town's future.
- Local (non-chain) restaurants
- Good local government and support services
- Old homes & buildings
- Community events
- small eclectic shops
- its the hub of western loudoun
- Sense of place - the general feelings of respectfulness, harmony and comfort that contribute greatly to what Purcellville has been and what will hopefully remain.
- Quiet with limited buses and tractor trailers through town.
- I love the proximity to everything (shopping, schools, major transportation routes, etc) yet, in a rural setting. It is charming, quaint and quiet yet busy and bustling. You can get whatever you need right in town and if it is that specialized, it's really not that far away. And no, we don't need any big business. Instead, focus on the existing small businesses and filling up the vacancies downtown instead of building on the perimeter of town.
- Farmers markets, beautiful historic downtown!
- Homes are built by right
- Everything is walkable
- Wine/beer/cider destination
- The ability to walk to many businesses and activities.
- Old town 21st street and the paths and parks
- I love that I can see the mountains with very few obstructions.
- People. People are very friendly
- Love less traffic concerns and noise congestion
- Safety
- I love not having the big 'Box Stores'. Those stores and strip malls are a nuisance and foster crime, traffic, congestion and change the entire look and feel of the town.
- not commercial
- Parades
- Location
- Rural feel/quiet pace
- It is not overgrown (yet)
- Convenience of cute little shops and restaurants in walking distance
- Annual parades and town events
- I love conflict of interest free Council members and other Town officials.
- Variety of local farm to table options
- Not too much traffic during off commute times
- Good Water, Sewer, and Maintenance Departments.

Appendix B:
Compendium of Public Input - Round 1

- That neighbors are friendly and helpful.
- I love the limitations of this small town; it is a small town does NOT have the same things that a big town possesses, and that is one of the biggest reasons why I chose to move to Purcellville, VA!
- Excellent elementary, middle and high schools within town borders
- The importance of curb appeal in new developments.
- Mixture between old and new.
- The clean air--being that we aren't attracting an over abundance of traffic as a small town that has, in my opinion, destroyed town cultures such as Leesburg. I don't go to Leesburg for the people and culture, I go there to buy a few things and leave.
- small LOCAL businesses
- Local businesses and owners who are engaged in the community
- Vibrant small local businesses offering high quality products Twigs, Lothar, Re-Love it, Magnolia's, Marketplace Coffee, LoCo Joe's, Market Burger, Nichols Hardware, Southern States These businesses support and participate in popular community events: Loudoun Grown Expo, Halloween Block Party, Holiday Lights Trolley Tour, Fourth of July Parade.
- quiet
- Love the schools
- I love the uniqueness and quality of the architecture
- Excellent snow removal and emergency services
- Rural culture.
- mom and pop businesses
- Dirt Roads. Some of the back roads in Purcellville, driving through farm country, are incredibly scenic and beautiful. I'd like to see this preserved and well maintained.
- The agriculture
- Aesthetics
- Trails & Habitat
- The fact that it is a hidden gem of rural, farm land amidst the hasty subdivisions and shopping strips that have popped up around Loudoun.
- It has great small businesses!
- Sound improvements in public services and capital improvement of infrastructure
- I don't have to use big box chain stores
- Because I live and work in Purcellville and my property sits on the right side of town without the traffic hassle. Golden! However, I can't wait to leave and take my discretionary spending with me because of the way I have been treated by the Town.
- More support, less competition for local business owners.
- I love the good schools and activities offered here
- Green areas
- Town activities and events such as Loudoun Grown Expo, Wine & Food festival.
- I love the town wide events that bring out the locals and those from afar. The sense of community and pride is unmatched.
- Being near options for outdoor activity (AT, W&OD)
- Increased shopping
- farmer's market and active farm community
- Local Business
- Close proximity to schools and Library.
- I love the slower pace and friendly atmosphere of my town.

- The location. We have big-box everything within a 20-30 minute drive without the hassle of dealing with that here. We have Washington DC within a one hour drive, and everything that the "big city" may have to offer. All while still keeping the small-town feel.
- Town reps are so responsive
- Small businesses
- Supporting small local businesses
- Access to WO&D trail.
- Focus on family values and support to small businesses.
- Safe, classy, friendly
- We're NOT Ashburn
- I love having a really nice sense of community. People are friendlier in a small town.
- No big stores
- I know that doing business with local businesses is the best way to keep independent business thriving. It is also the most pleasant way to do business.
- the people are polite
- I love the small town, not big town environment with character.
- There is not overcrowding in our schools and overall community. There is a perfect balance now of business and residents. We have avoided strip malls and other thoughtless commercial property that brings crime and traffic without adding value.
- It has still kept some of the small town charm I've grown up with and love.
- No big box stores
- Unique local business'
- Friendly people
- The safety
- Town events.
- Preservation w/ growth is important, yet we don't grow too fast. Love the WK Hearth house and how Catocin Distillery restored that part of the historic building.
- Small Town Charm
- The historic buildings with green space around them
- The winding uncrowded roads for driving and riding my motorcycle (and access to hiking in nature)
- The Mayor seems to be more transparent than the former mayors
- Friendliness. Our street especially. J street. They're the best.
- The small town attitude, not trying to be everything to everybody.
- Great local businesses
- School district. Our schools are strong. They are a big reason for our choice to live here. Hopefully they can continue to maintain excellence
- Keeping the tax base and jobs here in town
- I love that I can walk everywhere. It's a wonderful safe walking community.
- Magnolia
- I love seeing someone I know almost every single time I go into town for an errand!
- Sense of community.
- Proximity to rural areas/culture
- Local restaurants and breweries/wineries
- Small town where people know each other.
- Protected reservoir, but needs public access

Appendix B:
Compendium of Public Input - Round 1

- Small town atmosphere
- It's the hub for many smaller communities around
- Places to get to know local history and culture
- Tranquil
- There is still land that hasn't been developed
- family owned businesses
- Convenience, i don't want to drive to Leesburg
- Great people, in contrast to other areas, Pucellville seems to attract great people. As we have alot of growth, it is still people who are looking for great schools and great place to raise kids.
- Restaurants and businesses in downtown are mainly owned by local people and families.
- With changes, not sure what IS LEFT TO LOVE
- No big box retailers!! Keep those in Leesburg!
- Great schools and people!
- Safe neighborhood for kids.
- Far enough away from the congestion and sprawl of the Beltway, Dulles Corridor, and Ashburn/Sterling
- Tight knit community.
- The family friendly, kid-oriented, atmosphere.
- The town is mostly a friendly community of people that work together - not a bunch of blow hards trying to one up each other
- We have just the right amount of convenient shopping, restaurants and businesses.
- I love the small town atmosphere that Purcellville has. It's not too big and everyone in the community seems to know each other.
- Its smallness, which unfortunately is under constant threat! Please stop making it bigger now!
- Nice mix of people (farms, professionals, business owners)
- Areas with walking / biking access, like WO&D trail, library, coffee shops, etc., further strengthen Purcellville's strong sense of community---Purcellville is kind of the cultural center of Western Loudoun County. Wish there was a bike trail and pedestrian path or sidewalk from Hamilton, Pvl, and Round Hill to Franklin Park.
- The farms
- I love the small town feel of Purcellville.

OPPORTUNITIES

(420 responses, as input by respondents.)

- Expanding business tax base
- Plenty of land for activities
- It's not too late to keep the small town feel.
- Preservation and consolidation
- Small town with easy access to needs and amenities
- The purcellville reservoir (Sleeter Lake) has not been accessible to the public since I've lived here and it would be a great opportunity to make money from charging a small fee to enter the lake grounds and/or launch a boat and many anglers, hikers and boaters will be able to enjoy the peace and tranquility of the lake.
- Small town pride
- Old town. Especially Nichols and other independent stores vs big box and chains elsewhere
- Enable the Farm to Table movement, build destination, locally sourced dining options

- Good locally owned restaurants and stores w/o crowds, no big box stores
- High-tech business that creates good jobs in town (and pays taxes)
- Small town charm
- Keep out developers
- Stop the destruction of the small town atmosphere
- Fireman's Field
- Elbow room
- growth of business
- Controlling growth to preserve our small town feel. More of everything does NOT lead to financial well-being nor the well-being of the majority of Purcellville's citizenry. Purcellville's relative "smallness" and its connectivity to its surrounding farming community is probably its greatest asset and needs to be preserved as best we can.
- The greatest asset is being the gateway to all of western Loudoun. Purcellville sets the tone for the entire western community, which is rural in nature. Purcellville needs to take advantage of all the tourism that happens and make the downtown and existing surrounding stores a place to stop and shop.
- Revamp old town.
- Proximity to agri-tourism destinations
- Small town
- Wine & Beer Businesses surrounding us
- Mom and pop stores
- Small businesses benefit from local families and travelers visiting Purcellville to shop, eat, and attend sporting events.
- Not overcrowded, yet
- Purcellville is still relatively peaceful even with the huge growth we have experienced.
- Agro Tourism
- Keep Purcellville the quaint town that it is
- Limit growth
- peaceful place to live
- Purcellville is a small town, that draws appeal because it is a small town and not overly commercialized.
- Plenty of small businesses
- Community/local farms
- It's opportunity to keep its small town charm.
- Tight knit community
- Perfect balance of distance/proximity to DC.
- Focus on downtown and filling the vacant commercial lots
- Family farm businesses - local produce and goods
- Purcellville has the highest water rates in Loudon county.
- To remain a small town with no big box stores
- Opportunity to keep the town small, uncongested, a place to call home.
- Preserving small town America by leaving Purcellville as a small town without too much shopping areas and Big Box stores. Leesburg is minutes away!
- Good location in Loudoun County
- The small town feel but not afraid to grow to offer citizens more.

Appendix B:
Compendium of Public Input - Round 1

- Purcellville offers opportunities to its children to grow up in a town that allows them to explore life within the limitations of a town that is small enough to sincerely care about their well being.
- Continue to foster local businesses
- Firemans field
- Expanded growth opportunities.
- A small-town culture--this annoys some people, but I don't believe this place is for them anymore and they need to move. However, it does promote regional knowledge of culture and experiences combined with the new arrivals in the community has created powerful blends activating a move forward to make this town greater than it has ever been.
- promoting unique local and agricultural businesses
- Better utilize the historic downtown to install sense of place and history of Town.
- Asset: Proximity to rural Loudoun County scenic areas and agribusinesses – farms, wineries, breweries. Uniquely situated to provide services to the rural agricultural community as it has historically done. (Seed store, Southern States, tack store). Opportunity: Support and promote the agricultural community to bring products to the market. Purcellville is right-sized to be the hub for the western Loudoun rural economy. Capitalize on popularity of farm markets, fresh, locally sourced products to establish historic downtown as destination to purchase meats, cheeses, fresh produce, baked goods, value added agricultural products (pickles, jams etc), beer, wine, woven/yarn from small non-chain shops. Model this town center to be similar to towns in Europe. These businesses located in downtown Purcellville would support local residents and businesses, but also be an agri-tourism draw to bring customers from more urban surrounding areas looking for alternatives to chain stores, and as a starting point for visits to farms, wineries, scenic drives, tourist attractions. Future design of Purcellville should incorporate view scapes. As Purcellville has grown its scenic surroundings have been undervalued and underutilized, with few views of the mountains. Purcellville should preserve scenic open spaces with attractive landscapes for views and passive recreation. Purcellville currently hosts the Loudoun Expo for the county, exhibiting local products in a historic scenic venue. Purcellville should expand this role and build its brand around showcasing locally grown products and businesses in an aesthetically pleasing small town setting.
- Serenity
- small town feel
- Good safe place to raise a family
- Bush Tabernacle
- Feels like home. Doesn't feel congested like Leesburg or Sterling.
- keep Purcellville country
- Access major highway
- We have to opportunity to preserve places like the old Downtown, near Magnolias. If we lose this area to shopping centers (like what losing farmland for Harris teeter next to two other grocery stores) it would be a great tragedy.
- Purcellville has a walkable downtown area because of the bike trail and sidewalks in town. We could encourage more businesses to promote walking/ biking. The bike trail is a potential business corridor.
- A real shot for small business to thrive
- History
- Purcellville schools could benefit greatly from the thriving farms within the community.

- Great agriculture: farms, orchards, vineyards
- Management and profit of Fireman’s Field. I think that the town has sufficient staffing and management (with little addition) to maintain and profit from the park. Why let the county reap the rewards from this valuable asset. Since volunteers have been the driving force at creating this park in the past I’m sure we could assemble them to carry it into the future.
- to retain the small town ambience of downtown while increasing resident participation
- Quaintness
- Small town feel with convenient amenities.
- Smaller schools
- The breweries and wineries
- Keep out most chain stores and big box stores
- Historical buildings, historical feel of downtown, and the town history itself
- The town needs bigger, better parks. None of the parks in town are owned by the town. It would be incredible to have large park that's walk-able for most of the town. I would suggest somewhere near Fireman's Field/Bush Tabernacle.
- Open space
- Ability to enhance it's downtown to be more walkable.
- we have the small farms plus the local market to sustain them- that's a very unique combination!
- Farms
- Nothing now. P-ville is turning into just another generic place with the same old, same old being built inside and around it. Just another example of "The Geography of Nowhere".
- Currently the size of the town is still small enough to call small.
- Employment. Purcellville is an easily commute to some of the best job opportunities in America.
- To continue to refine the sence of Town
- Access to outdoor recreation - breweries, trails, biking attracts people
- I like Purcellville the way it is
- Small Town Appeal (Quickly Fading)
- Focus on family values.
- Maintain small town feel
- Beautiful spaces
- A sense of small town community.
- Schools
- Dog park
- Preserve the rural aspects of the town & maintain slow, managed growth.
- I think the biggest opportunity is for Purcellville to establish itself as the cultural center of the state for VA wineries it would be a huge tourism driver
- Open space
- Mom and pop shops - small local independant businesses
- Take advantage of the proximity to the WOD, C&O canal towpath, and AT to promote Purcellville as a "trail town" to engage the outdoor recreation economy.
- We have the opportunity to say no to commercialism and maintain our unique culture of "Western Loudoun" -
- Small town charm.
- To not turn into Leesburg or Ashburn

Appendix B:
Compendium of Public Input - Round 1

- Still rural and visual appeal
- Controlled growth
- a small not crazy developed town
- Small town feel, people know you by name, let you out in traffic.
- Quiet, close environment.
- Opening the Watershed to mixed trail use for visitors and residents to help make Purcellville a great outdoor destination as well as place to live.
- Keep it walkable, and pedestrian friendly (crossing guards for students would be great)
- We are a growing community.
- Small local business friendly area.
- Countryside
- Great schools
- Bring in a big box store, target or walmart. Too much money is leaving this town and going to Leesburg. There is plenty of land north of 7 outside of town.
- Smart growth. It hasn't been over developed yet. We can grow in a Reston style instead of exploding in an Ashburn style.
- It has people who are community centered.
- Great schools.
- Gateway to the wine country. Don't mess this opportunity up by building ugly strip malls, low rate motels, or more fast food restaurants.
- Too many businesses and cookie cutter homes
- Smart growth. We can expand and evolve while maintaining our history.
- Small business opportunities
- The biggest opportunity for this town is to provide a small town experience for the next generation of citizens. I hope to retire here and I hope my kids and their kids want to live here but I am certain that if Purcellville continues to grow at this rate and turns in to Leesburg or Tysons my family will leave this town (or city by then).
- We have such a low crime rate being a small community of mostly family homes and farms.
- Growth to support population
- It still has "down time" during the day, when traveling around town on errands. In other words, it doesn't feel crowded to live here, which helps many of us stay more peaceful and less anxious in our lives.
- Proximity to local vineyards, breweries and farms.
- Restaurants
- Small town comfort
- Biggest asset: Small town feel. Not a suburb feel like Ashburn.
- Small town with beautiful farms yet residential housing for non-farm owners.
- Open reservoir to passive recreation
- Land
- Better use of public land for outdoor activities
- using resources it already has
- Small town vibe next to vineyards and horse country
- Community Events
- A grocery store with more options for organic food - like a Wegmans or Whole Foods
- Sell water & sewer services to neighboring areas.
- small locally owned businesses

- To move towards limiting growth.
- Small town feel.
- To develop a thriving business environment downtown
- Family oriented.
- Small town with local owned businesses.
- TO STOP ANNEXATION NOW
- Cultivate the small businesses that make Purcellville unique - do NOT seek out those that would make us feel like every other piece of suburbia in the greater DC area. Convenience of big box retailers is great, but it will not entice others to make Purcellville a site of repeated visits.
- Horse farms
- Unique restaurants & shops
- The opportunity to stop growth before it is too late.
- Limit growth that will destroy small town feel - no more apartments, no amusement/entertainment venues, NO major retailers/big box stores
- Small businesses
- Proximity to Loudoun Wine Country and Farms.
- Many businesses located in a walkable area.
- Wonderful churches with outstanding community outreach.
- Purcellville offers both city and town life.
- Excellent schools with a family feel.
- small town feel but you don't have to 20 minutes to shop for many things
- Unique local businesses---encourage them with business friendly tax policies and regulations. Encourage local entrepreneurs and inventors by flexible work-from-home zoning. Better for Pvl & Western Loudoun Co. economies. Better for environment by creating more local jobs / shorter commutes for more people.
- Run down buildings/houses
- The quiet, small- town, Norman Rockwell like feel
- Great schools
- Great schools
- Maintain citizens' quality of life
- Free community activities
- Safety
- Support for local businesses over chains
- Purcellville reservoir is an untapped asset for public use that is currently only used for the pleasure of town employees
- Attract visitors to unique shops and restaurants
- Opportunity to revise the comprehensive plan to keep our assets safe and avoid liabilities (such as inappropriate development) far into the future
- Keep zoning that limits housing density
- Support for the local community
- Save open space
- Limit high density housing
- Close to outdoor activities like the Appalachian trail and Shenandoah and Potomac rivers
- Opportunity to know your neighbors
- the ability to get necessities through local businesses

7.18.16 DRAFT FOR PLANNING COMMISSION REVIEW

Appendix B:
Compendium of Public Input - Round 1

- Better planning from a macro view so as to present Purcellville as a desirable place to visit or to live, and doing this by optimizing the whole package rather than making small inconsistent changes. When asked to fill in the blank of a question like: "Purcellville will be ideal if only it didn't [****BLANK****]", the vast majority of respondents wouldn't be able to provide any answer.
- The biggest opportunity is to secure the reputation, image and historic value that Purcellville prides itself on. The town needs to secure the reasons why Purcellville is one of the greatest towns, one of the safest and best places to live by retaining it's small town charm, encouraging and supporting local, small businesses, to reinvest and reinvigorate the downtown and not have it compete with businesses that could be built on its borders. Along the same lines, another opportunity exists to control sprawl and not bring in high density development or unnecessary roads that would bring the sprawl.
- Focus on businesses such as vineyards, breweries and our local organic farming!
- Not yet over-developed with national retail that robs our sense of place
- Family owned restaurants/stores
- History and Charm
- Walkable
- Visitors can enjoy a day in town by walking from place to place.
- Purcellville has wonderful schools.
- The half way point of the Appalachian Trail
- Trade for unusual gift ideas that are not found in larger towns.
- Maintain small town celebrations
- friendly town
- We have community involvement.
- Great place to live
- Independent restaurants/shops
- Keep the box stores away
- History and convenience in one place
- We have acreage for a solar installation and maybe more cell towers
- space to move and breathe - not crowded
- Purcellville has a good Public Works staff.
- To continue to maintain relationships with neighbors
- Easy access to nation's capitol
- You can feel safe about children being able to play outside their homes.
- Purcellville offers it citizens businesses that cater to its particular needs and wants, and the reason they are able to do so is that the town is still small enough that the merchants can understand the dynamics of the population here.
- Proximity to Loudoun Wine Trail.
- 21st old town
- Pville has money and education
- Land use--hotly debated and passionate on both sides. Developers need to know who they work for, and I am pleased that the town is focusing on what exactly they need to do in order to move forward so we can both work together.
- Use central location of Town to kick-off visitors introduction to wineries, farm tours and other attractions in western Loudoun. The place to end you day for dinner or stop for lunch and shopping.

- Asset: Purcellville has to this point avoided the bland suburban shopping centers and proliferation of chain establishments found in eastern Loudoun that compete with independent small businesses. Opportunity: Develop areas downtown in a manner that encourages and supports the establishment of independent small local businesses. Evaluate space and building needs. Recent data for Loudoun County indicate the need for office space and chain retail were overestimated when new developments were built in other parts of the County. Buildings stand vacant and retail sales are not sustainable. Rather than zoning for office and large retail, consider clustering small businesses in downtown areas. Involve small businesses in the planning process. We should look to the Main Street program for inspiration: “Main Streets are the traditional center for social, cultural, and economic activity for their communities. They are the big stage, the core of the community. Our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Our Main Streets are the places of shared memory where the entire community still comes together to live, work, and play.” On Main Street America Institute’s webpage: In a recent op-ed for the Huffington Post, Matt Wagner, NMSC Vice President of Revitalization Programs, wrote about the "the growing shift within traditional 'bricks and mortar' shopping patterns." While the news headlines focused on the drop in Black Friday spending and rise in Cyber Monday spending, Small Business Saturday spending increased by 14% from last year. Wagner credits this increase to consumer desire to “[seek] places and spaces that offer more experiential and socially engaging opportunities.” This is a big win for consumers, small businesses, and Main Street America.
- Safety
- Close enough to DC but it feels far from it
- Franklin Park
- No big box stores. We can go to Leesburg for that.
- control the growth
- Access to undeveloped land
- Use our wealth to improve education; this doesn't mean build fancier football stadiums, but perhaps we could use the enormous school budget to pay teachers better and attract the best educators.
- Agribusiness. This is a huge draw for people coming from out of town. It makes our area unique and preserves open spaces.
- Visible and known history
- Natural Resources
- Educational opportunities in addition to recreational use of these lands.
- A free and informative newspaper "The Gazette"
- We enjoy a god hike/bike path system to get around town and enjoy the open spaces.
- encourage western loudoun residents to shop and dine downtown
- Many grocery stores
- A Mayor who cares about communication with citizens and who is attempting to unify his council members in doing what is best for the Town.
- Lower crime rates
- Unique resturants not chains!
- Limit overcrowding and too much development
- Small town living without too much big town congestion

Appendix B:
Compendium of Public Input - Round 1

- I would love to see more restaurants and shops in town that offer a wider range of options for residents.
- Near-country living close to a major metropolitan area
- W&OD Trail
- Our history and natural beauty remind us of our heritage and keep us close to our roots. Many suburban towns have lost their identity in recent decades of over development
- Sense of community
- Nearby schools.
- Safe, easy small-town living within great neighborhoods full of friendly people. I could call a half-dozen neighbors right now if I had a problem, and they'd all be willing to help out.
- We can see the kindness and results of hard work by staff
- Small town festivals - parades, movie nights, etc.
- Lots of options for Pharmacy's and Grocery Chains.
- Support to small businesses.
- Further development and preservation of downtown area
- Slower pace
- Friendly faces and helpful neighbors.
- Parks
- New community pool or some serious renovation to Franklin park pool
- I also think that Purcellville is positioned well to embrace and market its agrarian heritage through its' horse farms, dairy, PYO fields, farmers' markets, etc.
- Horse industry
- few shopping centers - makes us a town not another strip mall
- Open the Purcellville watershed to recreational use.
- We have the opportunity to continue to build up our resources (fire, rescue, police) to maintain our status as one of the safest places to live.
- While still small it has many businesses that help the town thrive.
- Keep the small town feel
- Many historic sites
- Minimal traffic jams
- Nice walking and biking sidewalks
- Great restaurants and location- in the heart of Northern VA wine country.
- Not busy with people running around.....
- Purcellville is not DC, but with all the breweries and wineries, it has the opportunity to be something different with small town charm that makes people want to live or visit.
- The beautiful houses along Main Street could be great B&B's - give them tax incentives to do so!
- W&OD trail
- Close to bigger communities for accessing more "urban" amenities, and close to those populations to support our small businesses.
- Small businesses
- Semi-courteous drivers
- Bring in better restaurants that cater to FRESH food at decent prices instead of all the frozen junk the current restaurants serve at high prices.
- Natural beauty to bring in tourism. The AT, W & OD and farming.
- It has businesses that are unique.

- Great local business
- Pedestrian and bike environment. Expand on services for that.
- We can get more local farms in our weekly farmer's markets. It isn't helpful that they are split through a schism with one dominant figure (Juanita).
- Raising a family
- We have great schools with low classrooms compared to other bigger towns.
- Fireman field and skating rink
- MANY mom&pop stores, businesses, restaurants, where we KNOW our money is helping out others who call Purcellville home and not going to some "corporate" entity far away.
- Location in the heart of still quaint and picturesque historical area.
- Nature
- Local businesses, not chains.
- Better stormwater controls in town
- More transparency and resident involvement in town government
- promoting the businesses that are already here
- Local Stores
- Bike lanes
- tourism
- To retain a small town character.
- Unique local merchants
- Retain ownership of Firemans Field
- W&OD, but honestly would have been more useful as a train.
- Vet. and feed store
- Stop Annexation now. Stop yielding to developers looking to maximize profits.
- Local vineyards, distilleries and breweries
- Skating rink
- The opportunity rein in development currently out of control.
- Stop development by outsiders that destroys existing historic buildings
- W&O Recreational Trail
- Proximity to the city.
- Firemans field is a tremendous asset but could be used more for social gatherings and a dog park
- A quaint small town feel without sacrificing convenience.
- Offers winery's and brewery's.
- Musical opportunities
- police dept and fire rescue
- Open instead of clog up main traffic routes into and through Purcellville (Rt. 287, 690, Purcellville Rd., New Bypass). STOP the traffic madness: STOP adding more businesses and traffic right at the entrances to town. Instead, add more turn lanes there so that traffic can keep flowing. Move business development to designated areas that draw customers INTO town & business areas, such as along Hurst Rd. STOP adding businesses on 287. Please DON'T ruin the New Bypass by adding businesses along it. It will become a clogged artery & very frustrating instead of a bypass if you add businesses there.
- Businesses staying put
- Extremely low crime rate
- Nichols Hardware

Appendix B:
Compendium of Public Input - Round 1

- Nichols Hardware
- Provide excellent services and benefits to citizens
- Countryside/farms/vineyards
- Aesthetics ..love that it's not cookie -cutter suburbia
- Open spaces not taken up by tall buildings and lights
- Save open space while it is still available. Demand that developers place natural surface public trails around all developments
- Enable our community to thrive by healthy living, work and play destination
- Town council that actively solicits input from citizens about how to satisfy them and provide what people want
- Local (non-chain) restaurants in town
- Low crime rate
- Build roads BEFORE adding homes
- Protect the rural, historic, nature of the town
- safety
- better understanding of how to address traffic problems
- Our opportunities should be measured and valued according to the tangible and especially intangible benefits they bring to the town's citizenry, rather than according to the profits they bring to developers, many of whom are not Town residents and don't have to live all day, every day with any negative impacts they may create.
- The opportunity exists to not de-value or mar all the wonderful reasons people choose to live or visit here. Instead, use all of it to its advantage.
- Offer more interesting activities for adults, not just sports at Franklin Farm facility?
- N 21st Street which has the potential to be Western Loudoun's preeminent local retail/restaurant/entertainment destination for area residents and tourists alike
- Beautiful views
- Hasn't become a faceless town (yet)
- Shopping opportunities
- We have many new breweries and wineries which other areas do not have.
- community events
- Purcellville has a great small town feel.
- The End of the W&OD Trail
- Not able to attract homeowners to the area if you make it like the bigger towns due to traffic, noise, safety concerns, and the small town feel to raise a family.
- Limit chain stores
- the right number of entertainment places
- We have the space for outdoor festivals because not developed/commercialized land.
- Safe
- Historic character
- Encourage local business's to open
- Well known community events like farmers markets, dances, tag sales, etc.
- Focus on selling excess water capacity to construction, other commercial ventures
- The residents - we all chose to live further out from DC for a reason
- Purcellville has Nichols Hardware, Southern States and Purcellville Tire and Auto.
- To allow our kids to grow up in a safe, family friendly environment
- Small friendly community

- Allowing competition into the town.
- Purcellville has an asset in its people, and those people deserve to be listened to and respected in their desire to keep a small town SMALL!!!
- Proximity to local farms and opportunities to promote farm to table endeavors
- W&OD
- Can live and work here
- Education(i.e. at all levels)--we have nothing if we aren't planning for a multi-generational future. This is where the true gem in building logical and emotional intelligence, and its invaluable as a key component to our culture.
- Develop the Town's watershed as a hiking and mountain biking amenity for residents and guests, not just Town employees.
- Asset: Low density growth and small town feel that may appeal to people who have raised a family and are looking for a community in which to retire and downsize. For them the distance from DC is not a deterrent. More likely to spend their \$\$ in town than going to Leesburg or further east to shop. Opportunity: Attract Retirees Purcellville previous branding focused on a "great place to raise a family". We now have a large population of families with children. Mission accomplished! Purcellville's aesthetically pleasing surroundings and downtown will appeal to retirees looking for a place to down size with less traffic and crowds. Purcellville's proximity to recreational, short visit destinations is another draw. Retirees, unlike workers commuting to DC, shop local businesses in town during the weekday, Monday through Friday, providing a more consistent consumer base and increasing weekday revenues. Retirees often start a second careers with a small business. As potential employees, they may have more flexibility to work on a part-time basis or begin new employment with local startup businesses in town. Active retirees relocating to Western Loudoun Co will look for cultural, recreational, entertainment, and fine dining experiences. To enhance Purcellville's appeal to this demographic:
 - Provide more fine dining choices rather than "family" restaurants that tend to focus on fast food.
 - Increase adult programs and cultural events such as those offered by Franklin Park Performing Arts and Barns of Rose Hill.
 - Provide an indoor aquatic facility.
 - Locate a hospital closer than Leesburg to serve western Loudoun County. Loudoun Co. has recommended to that healthcare facilities be located within a 20-minute drive time during peak hours. Unless traffic congestion is improved, Purcellville residents cannot reach Leesburg hospital in that time.
 - Plan for senior oriented housing As was recommended in the current Comprehensive Plan:
 - Increase public transit options and routes, improve walkability (trails, sidewalks), cycling lanes and bike paths. Connect pedestrian and bike paths to parks:
 - Connect W&OD Trail with greenway link or bicycle path to West Main Street.
 - Provide a greenway link to Franklin Park.
 - Develop greenway connections between Purcellville and surrounding villages of Hamilton, Lincoln, and Round Hill. Publish a map showing connections.
- not congested
- Great churches and community
- Nichols Hardware. Enough said.
- bring in more tourism
- Good schools
- Use our wealth to improve food quality in schools; Instead of investing in development, invest in food for our children. Pay for high quality, non-processed food and pay for trained nutritionists to prepare that food for our children.

Appendix B:
Compendium of Public Input - Round 1

- A growing population of college age people. They are an important labor force as well as a customer base.
- Community
- Nightlife
- More farm-to-table, independent restaurants and businesses to keep money within the community.
- It's very safe and secure. Low in crime.
- Old Town is what people cherish, and I feel like it should be protected and preserved. While I'm certain that it has been discussed already, can we work through Public Private Partnerships to assist developers to present better Architectural Facades and make the street and infrastructures costs without surrendering future tax revenues.
- to retain the rural character of the area surrounding Purcellville. I look at Middleburg as an example of what an old-fashioned small town downtown can be.
- Breweries
- The Town Council has an opportunity and responsibility to listen to and consider all comments whether positive or negative. I don't want a Town Council that is comprised of members that are only pushing their own personal agendas. There is a huge opportunity for all council members to become more knowledgeable by listening to citizens that have a long History with Town practices. These citizens may not always agree with the council's views, but still bring ideas and issues to the table.
- More support
- Support small local business
- The town could use more sidewalks that are more consistent.
- We need to encourage our small businesses and keep chains to a minimum. This nurtures community, allows us to maintain our autonomy, and makes us unique in a globalized world where you expect a Starbucks on every corner
- Loyal long-term residents
- Nichols Hardware and Crooked Run Orchard farm
- Great schools and great teachers. We were joking one day because a teacher only did average one day, and we'd had our expectations set so high because of how awesome the teachers are that we were a little surprised. -A good problem to have!
- Town wide events (parades, events at the train station and roller skate building
- Dirt roads
- Bumper to Bumper Traffic (Most Small towns do not offer this)
- Unique small businesses. Do not allow large box stores to take over the town
- Many small businesses
- Family events
- Traffic pattern at 32nd/Main Street - possibly a circle, traffic turning into 7/11 or 32nd isn't clear...too tight, not enough visibility
- I also think that Purcellville could establish itself as a destination for fine dining. We have restaurants such as Magnolia's, Grandale Farm, and the West End Wine Bar & Pub. If Purcellville preserved scenic locations and encouraged the placement of additional high-end restaurants led by notable chefs, then I think it would become a destination for people looking for fine dining experiences in Northern Virginia.
- Small town feel close to a big city (DC)

- Although those favoring the new plan have their own agendas, I truly feel that there is already enough business situated in our town. We need to maintain the existing opportunity for these local business to thrive.
- locally owned businesses that cooperate with each other (Market burger sources local foods, Catoctin Creek gives spent mash to local farmers)
- We have the opportunity to continue to be a place where small business can cultivate and where small business wants to be. The more culture we maintain the visitors (and revenue) we will get without having to build huge mass living spaces for residential. If we continue to build up like Leesburg, Sterling, Ashburn then we will essentially lose our current status as a place people like to escape. Whether is be a wine tour or a brewery visit, Purcellville is focal point for "Western Loudoun" culture. Let's cultivate that and keep out the chain restaurants and shops. People here chose to live here and did so knowing that Target and Costco would be 10 miles down the road. If we wanted that out here then we would have moved to Leesburg instead.
- You have everything you need in the town (food, grocery, doctors, pharmacy, etc.)
- Maintain its beauty
- Real community
- Friendly businesses and neighbors
- Does not have any big box stores and limited franchises
- Access to the W&OD trail.
- The sense of community (skating rink, Halloween block party, parades)
- New families
- small community with growing diversity allows for safe and enriching environment for children. (by growing diversity I am not advocating for GROWTH, the small community nature is why it is safe, the welcoming attitudes for new residents is why we have more diversity over time)
- It is very walkable.
- Ready access to Leesburg
- Horse community. Keep this town accessible and beautiful.
- Brew pubs and farm to table. We have a few venues and more coming to town. These are places that would appeal to up and coming Purcellvile but offer something for all citizens and promote local farmers.
- A real sense of community here. Where you know your neighbor. I attribute that to our small town lifestyle
- opportunity to open small business
- Safety, because we are a small community where people do know your name and know who lives where and keep an eye out for each other. I have no doubt that almost everyone who calls Purcellville home would be willing to jump in and help in a time of need or distress, or if they saw a crime being committed against someone in public.
- Farm to table opportunities and the convenience of tapping into local growers.
- Community
- Family oriented.
- keeping a small town small
- Local businesses, local artists
- Health Conscious
- A really nice fitness facility with an indoor and outdoor pool like a Lifetime Fitness

Appendix B:
Compendium of Public Input - Round 1

- heritage
- Safe environment for families.
- Not overrun with chain stores
- A few nice restaurants, definitely needs more.
- FIREMAN'S FIELD AND SKATING RINK
- STOP
- Wonderful restaurants
- Great neighborhoods
- The opportunity to ensure past mistakes of purchasing the old Baptist church and other wasteful practices never happen again.
- Stop annexations
- Town events
- We have good choices for food shopping and dining.
- It is beautiful without being overcrowded.
- Farmer's Market and the pick your own farm!
- history
- Make Purcellville living more affordable---reduce taxes to make it more affordable for middle-class and lower income people to LIVE and work in Purcellville. Right now, Purcellville has one of, if not THE highest tax rate of all towns in Western Loudoun. That is keeping Millennials and even GenXers from being able to buy or rent in Purcellville. Make Purcellville zoning multi-family friendly so that homebuyers can have other generations live with them or rent out rooms or apartments to help offset the outrageous housing costs in this area.
- Rapid growth
- Lack of congestion, lines, crowds and other problems associated with population density.

CHALLENGES

(430 responses, as input by respondents.)

- Debt
- Debt
- Growth
- Growth
- Over development
- Over development
- Uncontrolled growth
- Uncontrolled growth
- Overdevelopment
- Overdevelopment
- a disgruntled minority faction that stirs up anger in town government
- The fear of growing to big
- Growing without getting "big". (Don't "Leesburg" Purcellville!)
- Greed and power hungry of those in decision making positions
- Prudent fiscal stewardship
- Taking away its uniqueness ..
- Tame growth to maintain small town life
- Rampant housing development requiring more costly infrastructure and schools

- Developers want to sell-out our town to fast-food and chain restaurants, devaluing the Farm to Table initiative of Loudoun County
- I really think the town would benefit from dog park
- Too much growth and inappropriate development such as Vineyard Square (way too big and dense for downtown), the awful development taking place just east of the circle at Main and Berlin Turnpike, and the terrible development plan for Purcellville Crossroads.
- High density housing development
- Western Loudoun is growing. We need to accept the fact more families are moving here. We need to move faster in expanding our infrastructure and support services.
- Out of control development
- Politicians owned by real estate developers
- Cost of housing. Need to attract and build affordable housing so our children can live here after they graduate.
- Development
- the mayor
- Listen to the citizens; do not discount the opinions and viewpoints of the people who show up to meetings, etc. because they are only a minority. Just like voting for President, if you don't vote, it doesn't count (i.e., maybe if all those people who didn't vote in 2000 actually did, maybe Al Gore would have been President?). Try surveys or other methods to increase participation.
- Overdevelopment threatens the town's success. Adding yet another apartment complex, restaurant, or bank takes away from the "hometown" feel of P'ville which so many of us enjoy.
- The biggest threat to the town's success is the pro-growth rationale, that any growth is good. Due diligence must be taken to prove the pros outweigh the cons in development, and not take the developers word at face value. Town should engage with the existing businesses to see what they think about development around the outskirts of town and I don't mean the Purcellville Business Association. I mean going and visiting local businesses and get their take. Listening to what they have to say.
- Overcome the town's debt without giving in to big development!
- Over-development of retail that robs our sense of place with national chains and creates unsightly vacancies at older retail centers.
- Threats are builders trying to come in and build what they want without regard to what the citizens want. Enforce building by right and do not allow annexation
- Keeping it affordable, avoiding rising utilities and taxes
- Too many subdivisions
- Developers threaten the small town of Purcellville. Some growth is good, but slow growth and small projects are best.
- The town is pushing growth to fast
- The town's success is threatened by big developers and the town council members who are on their payroll.
- Threat if you do not adhere and remain true to the small town appeal.
- Safe Activities for young adults without driving to dc
- We choose Purcellville because it is what we were looking for
- Overly commercializing, bringing in all the chains and non-mom and pop brands.
- Growth that hurts the town
- Increased development

Appendix B:
Compendium of Public Input - Round 1

- There seems to be conflicts of interest on our board of supervisors. This needs to stop.
- Traffic is an issue. going thru town (Mainstreet or leaving town on 287n is an issue)
- High taxes
- Too much growth - adding too many more residents
- The biggest threat to the Town's success is a Town Council majority that is not responsive to resident views.
- Raising tax revenues without allowing unchecked growth or overtaxing citizens
- Making it like a big town and driving people away
- Keeping Purcellville. Keep the big box stores away from the area and focus on small businesses, which will keep the small town feel.
- The government growing bigger than it needs to be. Focus on police, water, & roads.
- The traffic on Main Street on Saturday morning. Find another spot for the markets where it would not impact the flow of traffic.
- Purcellville is threatened, just like any other small town in the USA, by developers who are only interested in lining their pockets, rather than the heart of the people who life here.
- Annexing too much too fast with subsequent residential development, which taxes the town's resources including water, schools, roads, fire and police.
- New commercial development on east side of 287
- There needs to be growth but in a controlled environment. If business is brought elsewhere Pville will lose out on opportunities and money.
- Land use--This is the one that is the key to anyone who lives in or near to open land. I feel for anyone who has to battle these unwanted development plans as none of these individuals proposing them leave next to any of these open areas or in the town itself. In other words, they have no skin in the game, just want the money. I am excited the Comprehensive Plan will be addressing these points and move us in a clear direction with purpose.
- greedy developers & over development
- Unsympathetic development that is out of character with historic downtown and the values of Town citizens.
- Imminent Threat: Growing too large. Loss of small town feel. Overdevelopment and traffic congestion, crowding, loss of small town feel and walkability are already being felt. Roads are often congested, making it difficult to move around Town during peak hours and on the weekend. Options are needed to make downtown easily accessible whether driving, walking, cycling, or by public transit. Proliferation of overly bright street, building, and parking lights have greatly impacted the night sky. Unattractive signs have sprouted all over town. Purcellville has put effort over the last 10 years to provide transportations options and these should be continued to accomplish the goals in the current Comprehensive Plan. Transportation improvements are still needed that include facilities for pedestrians and bicyclists. "Provide dedicated bike lanes on all major roads in Purcellville. Main Street, 21st Street, 20th Street, Nursery, Hatcher, Maple, and Route 2287. Publish bike map and market Purcellville as a welcoming community for bicyclists. Provide public bike racks." Light pollution has greatly increased in Purcellville. This is perplexing as advances in technology have led to options for significantly reducing light pollution. We now understand the need focus lighting downward, not up and out, for traffic safety reasons. The police department, Wells Fargo Bank, and the Exxon station in town are all examples of excessive lighting that distract drivers and create light pollution. Purcellville should make the reduction of light pollution a priority and develop lighting standards that reduce pollution and promotes protection of dark night sky in Purcellville. The town should develop public information

material for residents and businesses to request voluntary reduction in unnecessary or excessively bright lighting. From the proliferation of signs in town, it is apparent that the sign ordinance was revised and standards greatly relaxed. Main Street now has a cluttered, unappealing appearance in many stretches. The sign ordinance should be reviewed with the goal of reducing the number and size of signs allowed.

- transportation is hard need the rail
- too much commercialization
- Need to attract more great businesses to help with the tax base
- Too much population growth and residential housing
- Too eager to overdevelop.
- developers who want to build & build!!
- Limit growth
- Traffic gridlock
- Excessive Development; Place more emphasize on quality and character of the place, rather that profits.
- Development. We need to push for slow and smart growth.
- New development- not renovations, but brand new
- Clogged traffic of Rt. 9 and in downtown Purcellville.
- The roads are very congested at key parts of the day.
- Managed growth; I am of the group that feels we must have growth or decay, especially considering the debt service that we have on our hands. I don't believe we need a lot more chain restaurants or gas stations, but I also recognize that the ones we have are not empty. A good mix is achievable. I would like to see old town reasonably supported so that those businesses don't feel they have to move to the outskirts of town to survive, but old town is just as expensive to develop and lease with less foot traffic.
- Limiting sprawl
- Provide areas for growth
- The Town desperately needs one "clearing house" member (and not the ZA) in the planning/community dept. that collects and compiles all information from various departments needed to make an informed decision, without bias, on any property currently under development. These updates are then posted in a timely manner for the public, planning commissioners and Town Council to review under separate Community Development Updates. These thorough updates will reference and track where the development is in the Que to include a concise checklist and complete Town # identification and dates of all items submitted by departments, the town, or the developer. The current process is sorely lacking: Patrick Sullivan submits a monthly report (maybe/sometimes) on the status of projects or developments currently under review or in the process which is posted in the Town Council Agenda and then approved in the Council Minutes. These updates reference nothing a citizen can use without extensive searching as to what he is referring to. This form of reporting is unacceptable and not conducive to good business practices.
- Too many people, over crowding
- People wanting to bring unnecessary development
- Greed
- Managing growth responsibly without treading on landowners rights to develop their land.

Appendix B:
Compendium of Public Input - Round 1

- One thing that threatens our town's success is the negative voices that are anti-development. Growth is inevitable. We can lock the doors to the town and not let anyone else in. Smart economic development is good for everyone in the town. When town residents fight development, revitalization and growth it hurts all of us.
- Balancing growth and tradition
- Congestion
- Town needs to grow its businesses and not keep putting it off like they did with that center that got cancelled earlier because the old grumps vetoed it
- Big development. The town needs to acknowledge the things that make this a desirable place to live and PRESERVE them, not sell them. We have seen this happen in the Eastern end of the county and in Prince William. Please do not let greed turn us into another Ashburn. We have too much character for that. We need crop farms, not house farms.
- Too much growth
- To hold in check P-ville's penchant for excess in development and for turning into Leesburg West.
- Developers and Special Interests for massive annexations. Stop increasing density without rezoning, stop removing public hearings by eliminating SUP's.
- Growth which has not been planned for given the current infrastructure.
- Large developers looking for their next "big project". Urban sprawl is a well-known phenomenon, and Purcellville is directly in the crosshairs of big developers looking at a map of Northern Virginia, trying to predict the best areas to scoop up land and build, build, build.
- Growth - too fast, and it could ruin the town. Needs to be thought out
- No challenges it's a perfect small home town
- Town Council needs to Represent the People of Purcellville in making decisions.
- Limited space for managed growth
- Large influx of people moving to town. How do we control the growth?
- Control ambitious money oriented growth
- TOO MUCH CONSTRUCTION. Specifically, too much construction of things that Purcellville doesn't need.
- too much big business (did we really need a drive through Starbucks?)
- Denying the big developers who promise high commercial tax dollars but ruin the character of the town.
- The biggest challenge to Purcellville seems to be the opening of the town to more generic apartments, fast food restaurants, and stores that threatens to completely wash away all of the culture and history that makes Purcellville great.
- Over development - too many projects in the pipeline
- Growth that threatens the very character of our town.
- Controlling growth and finding other ways to fund our infrastructure (water and sewage) without developing and building things we don't need just to pay for it.
- People thinking it needs to expand. It's is small town for a reason, why keep building on something that already works.
- Bad politics
- Urban development threatening a sterling like atmosphere
- over developing
- The town could use more entertainment opportunities for kids/young adults.
- Growth management. If we grow too fast or not at all it could impact the small town feel we have.

- More streets for walking around town.
- All the housing development just leading it to be another Ashburn with nothing unique to offer.
- Keeping it small and cultured vs. sprawled like Ashburn/Sterling
- The pursuit of new tax revenue will lead to paving over the things that make Purcellville a place people want to live (as opposed to HAVE to live because it is all that is available)
- Large business
- Old town folk who resist change!
- People who don't want to evolve. Citizens that are set in their ways and afraid of change.
- More traffic would ruin it.
- Taxes
- How to overcome the water debt. Will have to think outside of the box. You can't annex your way out of it.
- Too many chain businesses and developments
- We're divided. We have citizens that have been here for many years that prefer things the way they are and don't want change, we also have people whose first priority is profit and want to expand too much to be the next Ashburn. There can be a middle. Smart growth.
- Purcellville is losing its small town feel.
- Traffic has become a big concern
- Unfortunately one of the things that threatens this town is a decision that was made years ago which was to spend \$30 MILLION on a water plant. Yeah that is going to be tough for 13,000 residents to repay but I don't believe that is reason enough to invite all the developers in to town to make new subdivisions with bumper boats.
- Over growth
- The constant building is taking away what makes Purcellville Purcellville. The small town charm is why most of us are here. Enough with the shopping centers you came fill, the pizza places, pharmacies and banks. And no more corporate, franchise stores. More unique mom and pop like old town Alexandria and old town Leesburg
- Newspaper printing untrue articles.
- Too much development--the current residents of Purcellville do not NEED much of what developers THINK we need. Most of us are out here exactly because we want to be away from growth and are more than willing to travel to Leesburg, Winchester, etc. to get what we can't get here already. Too much development will cause many of us who would have loved to call Purcellville "home" until our deaths to seek solace elsewhere as we age. You will see a demographic change in the makeup of Purcellville if development continues to occur at the pace it has during the past 10 years. By that time, there will be nothing distinguishing us from Leesburg, just as now there is almost nothing distinguishing Leesburg from Ashburn (as in the sense of the larger community of Ashburn, not original Ashburn) any longer. In 20 years, it will be one long Route 7 of indistinguishable development from the Potomac River in Alexandria to the Loudoun County border on top of Mt. Weather....
- Threats: Big box and chain stores, town homes, and hotels threaten the charm and aesthetic value of the town.
- Density
- Growth beyond capacity
- Biggest threat: More real estate development (commercial and residential) and annexation.
- over development

Appendix B:
Compendium of Public Input - Round 1

- Too many houses being built
- Town gov't does not represent citizens' wishes
- pressures from people outside our community
- Commercial development that ruins the small town vibe
- It is a huge mistake to commercialize the town with more fast food restaurants
- The Town has overcommitted to renovation projects, including Fireman's Field.
- fast food/chain restaurants coming
- To reduce the financial burden on its residents.
- Listening to the many quiet voices rather than the few loud ones.
- Traffic on business rt 7
- Better zoning. Not the massive lots on Main Street.
- Too much development threatens the town.
- Stop expansion
- Facilitating economic development without yielding to the interests of big box developers.
- Finding a way to keep a small town feel
- Propane and water costs
- STOP THE OUT OF CONTROL GROWTH!! Enough is enough.
- Limiting reckless growth and development
- Improving old town look and feel.
- Population growth exceeding the resources.
- Keeping a small-town feel
- Too much building. There is plenty of housing and business space available.
- The large amount of neighborhoods being built reduce the farm culture of the town.
- Size, annexation, and development threaten the town's success
- traffic is still an issue, particular at 287/7 intersection
- Over-development and horrendous traffic planning. Western Loudoun residents don't need or want a waterpark, hotel, large developments, or big box stores. We'll go to Leesburg or Ashburn or Winchester or Frederick, MD, for those. We LOVE the rural atmosphere and NOT having to sit in traffic like we have to in all four of those cities. Leave the big development there. Keep Purcellville a friendly, rural community where it's possible to get where we're going, not sit in traffic for 30 min. to drive 2 miles through town. If visitors and residents can't easily get to local businesses, they're going to give up and go to one of the big towns and chain stores instead. That HURTS Purcellville and all of Western Loudoun, as well as the environment.
- Growth!
- Lack of diversity
- Traffic
- Traffic
- alarmist rhetoric in re the Town's finances
- Not retaining the small town feel-balancing
- Ways to quickly pass through/around P-ville to Rt 7 highway when you have no need to stop in town. I live south of town and have to pass through to do virtually everything I do, and in town traffic patterns make that tough at busy times of day.
- Taking away the events
- Too many strip malls with no oversight as to architectural aesthetics and few stores that offer anything other than fast food and nail care.

- Limited sidewalks and no walking trails within the town to enable safe access to shops, entertainment and restaurants
- We are threatened by town council members who say one thing and do the opposite (e.g., say they support local merchants but allow developers to build things that threaten local merchants and have no place in Purcellville)
- Proliferation of franchise businesses at the expense of unique local ones
- We need to increase our tax base to have the ability to expand our infrastructure and services. We need to be a pro-business community and bring in more business to help increase local government tax base.
- Zoning changes that reduce open/green space
- Zoning changes that allow high density housing with no character
- Communication and engagement with the community and getting the word out to visitors . We need a better, interactive website.
- Immoral officials (looking out for developers interests over residents)
- the sale of firemens field
- Over-development is a major threat. Turning Purcellville into Reston or any other of the DC area suburban communities would absolutely ruin its major assets and charming qualities.
- The town needs to improve on Staff and Town Council's transparency and communication. All relationships should be disclosed. Council meetings at the very least, should be streamed live for all to see.
- Building more strip malls!
- Fear of change. Complete preservation is not realistic. If we can't agree on a strong vision for who we want to be, new development will slowly displace our unique character.
- No annexation outside of the town limits
- Growth has exceeded infrastructure, in and around town
- Small businesses can't compete with chains
- If there is too much growth the current transportation plan will not fit.
- Current towns people are paying for choices made in regards to water
- Purcellville' success is threatened by growth.
- Growth
- Suggest that the local decision makers remember that we do not need to annex more land in order to grow -- we grow incrementally as needed abiding by the laws that are in place today. Do not make decisions based on more annexing in order to pull in more taxes.
- Dog park
- If you want to build something, build a recreational center like the Charles Monroe Center in Sterling and put it away from the residential areas like they did
- People not understanding how to drive the circle, causing too many accidents.
- Bringing in chain businesses
- Chain restaurants/strip malls
- You can't spend money that you don't have then expect to raise taxes to make up for it or try to expand the town for new revenue.
- Long commutes, not enough commuter options. There isn't even a safe sidewalk to the St Andrews Church bus stop. Not enough buses to the ashburn/sterling area.
- Poor traffic circulation in some areas (Hirst Road/Berlin Tnpk #1)
- Too much construction - no more undeveloped spaces

Appendix B:
Compendium of Public Input - Round 1

- A second threat is a "grow your way out of debt" attitude in the Council that is incorrect, short-sighted, and ultimately, even more costly.
- Creating a government that is bold enough to restrict growth
- Already too much traffic for the infrastructure during peak commute times which more big business/shopping centers will exacerbate exponentially
- Do not let ideas such as the proposed amusement area across from John Deere a reality. This will destroy what Purcellville is all about.
- Be good stewards of tax payer's money.
- Give the opportunity for more middle range restruants to come to the town. We only have "fast food" or deli type of places to eat. Give a "chain" a chance.
- Purcellville, just like any other small town in the USA, must work harder than ever to procure its security. Keeping the town small will simplify this for those responsible for our protection.
- Overbuilding commercial properties. There is a glut of nail salons and banks. We don't need more empty retail space.
- More indoor recreational facilities for the public. I.E Gymnasium
- Some people want no growth.
- Taxes--if I had one more, it would be the deficit, but for now, taxes need to be managed in a way to offset maintenance, growth and wants in generating revenue from as much external sources as possible and then making adjustments to internally to the town. This can be further with a Comprehensive Plan that ultimately takes this into account.
- poor urban planning
- Maintaining family owned business and attracting employment uses which contribute to the day time economy, ie office use, medical and professional services, design and engineering firms, manufacturing..
- Threat: Allowing developers to build projects not congruent with the town and that would make Purcellville indistinguishable from Leesburg, Ashburn, and other jurisdictions/developments in eastern Loudoun. The challenge for Purcellville is to remain an attractive, appealing destination. Purcellville cannot and should not try to compete with what places like Leesburg and Ashburn have to offer. The town should limit the proliferation of chain stores, and resist pressure to allow big box stores. For Purcellville to be successful it needs to offer a distinct alternative to the eastern Loudoun lifestyle. The town should avoid development that would destroy the historic look of the town or the view scape of surrounding natural beauty in Loudoun Valley. Historic buildings are vital links to the town's history, and the way it has developed over time, and are tangible reminders of Purcellville's heritage. Purcellville should provide design guidance for new construction that will encourage compatible development patterns reflective of Purcellville's town character
- improve downtown make more affordable for businesses to stay
- too much traffic
- Political divisiveness threatens to make our town "less friendly" than it could be
- Too much tree removal without replanting, which contributes to global warming
- Limit development to what the town really needs. No more fast food, no more banks, no more grocery stores.
- buildings taller than 3 stories!!!!
- Smart business development
- Loss of farmland; protect farmland for future generations instead of building shopping centers and poorly designed housing complexed. (poorly designed meaning they pay very little attention to preserving native ecology and soil/water quality)

- Affordability of commercial and residential space.
- Infrastructure- parking, crosswalks, water, schools, traffic
- Open Space
- Too much modern development being planned .
- Financial; First managing growth has to be the most challenging task. Hopefully after this survey we should be able to confirm that, and start with our identity. Nearly everyone identifies with “Small Town culture”. With that as our declaration and marching orders the council and staff should have the tools to manage the developers and attorneys who appear in front of them daily and weekly manipulating and regurgitating the intent and processes.
- limiting soulless subdivisions. Ever see an art show with the theme "the subdivisions of Loudoun"?
- Just because something is legal doesn't make it RIGHT! The Town needs to first "do right" by their citizens that are in a unique situation which threatens there ability to protect their property and its value. Meetings scheduled by the Town's Planning/Community Dept.,Town Administrator and Developer should include the Resident whose property may be impacted by a development. If the Town's Mission is to truly put Citizen's First, then any known involved citizen should never be stone-walled by the Town Administration, Town Council, Planning Dept. or the Developer All parties should work together to ensure the best outcome for everyone involved to avoid litigation. BTW: it appears "litigation" is the only solution/process the Town seems to recognize...shouldn't be this way!
- Bad commute through town
- Not wanting to improve within town limits and make what exists look better
- Politics
- Too much growth too quick will erase all of the assets.
- There are limited options for affordable childcare centers for children in preschool and younger. Additionally, there are limited options for after-K programs that offer enhanced curriculum.
- Managing traffic with growth
- Not supporting downtown businesses with growth opportunities.
- There's literally nothing for teenagers to do, an area that includes some form of entertainment will mitigate that
- Purcellville is the new Leesburg. It's where people from the western end of the county expect to get their groceries and supplies, go out to eat, socialize, etc. It needs to bear that burden wisely so that we don't end up with big box stores on every corner
- Commercialization
- Debt, but not just any debt, poorly packaged non profit bonds on the towns 2 largest assets. Establish a Land Use/Government Reform Advisory Committee that includes an ad hoc committee of citizens with specific skills to assist with research and information gathering and allow them to begin with detailed review of Fireman's Field, Train Station operations, expenses, income, and debt that will result in a Cost Benefit Analysis
- Overgrowth causing Purcellville to lose its small town charm and characteristics.
- Balancing all the "potential" for growth with what is best for the town. I grew up in a small farming town called Kissimmee, FL (just south of Orlando, FL) when we had a guy named Walt Disney come and build a massive theme park right down the road in the 1970's. We had a massive explosion of interest, population, and growth. But town leaders failed badly, because they did not properly control the growth. What resulted were approval of massive

Appendix B:
Compendium of Public Input - Round 1

housing projects without the proper impact fees and taxes for the road systems and infrastructure to allow commuting in/out of town, and ultimately major budget shortfalls when they tried to fix the roads. I could easily see this become a problem in the next 20 years in Purcellville if we aren't careful.

- Regular jobs - town cannot sustain itself
- Need to make a concerted effort to mend our relationship with the county.
- Balance between additional homes and businesses
- Overdevelopment
- Maintain small town environment
- A town council that isn't fighting for what the townspeople want.
- Developers
- Trash cans on public side walks - maybe then all the lazy people won't just throw it on the side
- Another big challenge to Purcellville will be the continued development of additional housing within Purcellville - especially in regards to the multi-family housing to be built in the old downtown area. This will a) increase traffic to unbearable levels along Main St, and b) completely destroy the charm and character of the historic downtown area.
- Poor choices for businesses
- the idea that we need (or want) another shopping center
- Debt that we are trying to grow our way out of.
- Appropriately addressing growing traffic issues. Major land developments are being discussed now and there is already way too much traffic mounting. We must address this sooner than later.
- Stop adding more and more conveniences that are already there for people. We have plenty of grocery stores and gas stations and fast food joints. We don't need to add more of that. We don't need a Lowe's or Home Depot either. Why ruin something that obviously worked before people decided they wanted MORE.
- Listening to the citizens wants and needs
- Could improve by listening to residents who live and care about what happens here, not big business only concerned with money.
- Town could put a traffic light at 690 S. & Main St.
- over population
- Nice big place for farmers markets!
- Look to other cities like Asheville or even closer with Frederick that have been able to embrace growing population, but also keep their character.
- Credibility, honesty and transparency of town leadership is a huge challenge
- Maintaining and fostering the unique intersection of a rural environment in a small business entrepreneurial way.
- Over development
- Big box stores threaten the small town feel
- Different doesn't mean bad. Just because a building project is different doesn't mean it is bad. Evolving and getting rid of a historical building that has no historical value is progress, not destruction.
- More stuff that brings more traffic
- Traffic
- Revitalize existing business district without losing historical aspect.
- Losing the small town feel

- Water table. There are many issues around town (we are very aware of the ones in our neighborhood). Drainage is an issue that is not being addressed or handled.
- Keeping the goods and services here and up to date
- One of the largest challenges to our town is the current town council. You have one councilman who was voting pro-growth all while he had already decided to move to North Carolina. You have another councilman that works for the consulting company that is involved with the annexation of the property north of 7! Whether or not there is legal conflict of interest, how about some small town morals and recuse yourself from votes where your employers stands to benefit from your vote!
- Poor architectural review of new projects
- The Tillys amusement center is going to take away what makes purvellville purcellville . We are farms and wineries, a weekend getaway not a trashy amusement center.
- The town could work better with the business community
- A traffic light at 32nd Street and Main. I gather VDOT requires a fatal car accident to take place there before agreeing to a light. I believe a traffic light should be at the behest of common sense, and not a human life. As more development is allowed/built west of Purcellville, it will become even harder for people to turn left onto Main St. from 32nd Street.
- Threat: Tearing down historic Purcellville just to build new stick and brick to look "old" or falsely "historic."
- Losing uniqueness to 'big' businesses
- don't let Purcellville become another Leesburg
- Unchecked growth and development
- understanding the value of a small town
- Mismanagement of money/Corruption of town council
- Grows too Fast
- Keeping people from going to Leesburg and East to eat, shop, etc
- more housing
- To control the growth of the town.
- Citizens accepting change.
- Making W&OD (or any place in the town) better for families. I am constantly dodging bikes that threaten to run down our kids. It makes no sense to appeal to the outside communities and instead provide more to attract the people who live here. I don't care our town to be based on attracting those to come on the weekends (it isn't consistent and they don't keep to the trail which I think the town should regulate). We are a suburb and it has more appeal to stay quiet and more for the kids here. Honestly it would have been better as a train, but if it is not, have it more for those who live here.
- Redevelopment that does not mesh with nor enhance what Purcellville has already.
- Stop expansion
- Commercialism
- Divide within the community, example farmers markets, and town council
- STOP making every town project Gold plated. STOP picking the most expensive option every time.
- Bringing down the outrageous utility and tax rates
- Growing without ruining landscapes and wide open spaces.
- Traffic.
- Encouraging small businesses rather than chain stores and businesses.

Appendix B:
Compendium of Public Input - Round 1

- Poor traffic planning
- As a college student, Purcellville should improve on more night life, such as a movie theatre and bars.
- Town could improve focus on tradition and history.
- Debt, high water rates and meal tax
- Limited safe walking and biking access to parts of town (Rt. 287 and Maple St. are particularly dangerous, some parts of business 7 and Hurst Road have no sidewalks or safe bike lanes) and between Hamilton, Round Hill, and Purcellville.
- Losing our "heart" (farms, historical buildings, etc)
- Lack of resources and support for working parents and their families
- aging infrastructure
- More restaurants!!!
- Limiting chain store and "big box" development. People move out here for the small feel, then decide they would really like more convenience, and the chains are lured by the growing population. I would happily do without ChikFILA, Starbucks, Harris Teeter, New Riteaid, etc., Etc., but many move here and then want that stuff... :(
- Adding cookie cutter shopping centers etc
- Maintaining a rural town feel that encourages tourism rather than a suburban blight
- no community outdoor facility or dog park for residents within walking distance. Franklin Park is not a community facility to enjoy the outdoors with family, kids and dogs. It is the community sports and entertainment facility
- Slow down or stop most development until AFTER the Comprehensive Plan has been revised; revise the plan with the major objective of satisfying the inputs from the citizens; and then stick to the revised plan.
- Rt 7 traffic - that road should be limited access all the way to Tysons
- We need more restaurants and other businesses. Today, many families go to Leesburg and other areas to pick up good and services. We are losing this potential revenue for the Purcellville area. We need to accept that this is not the 1980s and build the infrastructure we need for the 21st century growth.
- Franchise businesses instead of unique local ones
- Influx of franchise businesses, at the expense of unique local ones
- Traffic.
- Overcrowding and losing small town appeal
- listening to the squeaky wheel that do not share all the facts
- The Town would probably benefit from more open meetings of the kind Mayor Fraser has been hosting. Town Council members could certainly do the same, being mindful of what activities constitute a "meeting" under the laws of Virginia.
- The town needs to listen to its residents. It's the residents that matter, not the developers. Town Council represents the citizens, not those that want to come in, build like crazy, and then leave Purcellville holding the bag with all the problems. Traffic, high student enrollment, are two issues that quickly come to mind. The town can also make improvements and form some type of committee or coalition and engage with the HOA's in and around town, on a regular basis. It could also form some type of liason body with the neighbors in the JLMA.
- Traffic!
- Pressure from land owners and investors to maximize the value of property through unrestricted development.

- Improvements by making another entrance/exit ramp to Purcellville which will help traffic, no northern collector road to go through people's properties
- To remain unique and not be filled with chain stores found everywhere
- School ratings are stating to fall because of the quick growth
- Purcellville needs to stop all growth and concentrate on what we have, not what someone thinks we might want.
- Growth
- Improve communications to the area when building new homes
- Water \$\$\$
- The biggest threat is disrupting the quiet neighborhoods
- Taking away the natural scenery and old farms.
- Poor economic planning
- Loss of rural feel/open space
- Keeping it a small town with all the greed around us.
- Maintaining Fireman's field - we need to keep it, but it needs to pay for itself
- Finding balance and identity
- Town residents are apathetic; Town staff do their best to engage them, but voter turnout in Town elections is dismal.
- Blocking big box stores or wild entertainment venues from building in town
- Pay attention to the role of government.
- We need a place to shop of everyday things without having to drive to Leesburg for everything. If not in the town find a place on Route 7.
- Purcellville needs to continue to seek ways to bring down the cost of water in the city.
- Town led Clean up week in spring. Litter clean up.
- Some want too much growth.
- Water--we need to truly rethink our water infrastructure. To be honest, this town hasn't had many good decisions concerning water, and we may need to think about supplementing our water supply with Loudoun water and look at soft transitions as our main source and use the existing one as a backup. One idea of many, but we need to manage this as this is very high cost with a lot of unnecessary risk.
- expensive land & taxes. It's very difficult for young families to buy and settle in Purcellville and almost impossible for life-long citizens to retire and stay in Loudoun.
- A Town Council that believes tap fees and more residential development are the means of eliminating debt, versus creating a strong commercial and business base to contribute to the tax base.
- Manage land use in Town in a manner that protects quality of life and property values of existing residents/businesses. In the past, the town has taken actions that have virtually resulted in "Spot Zoning" by revising land use zoning to permit otherwise prohibited uses. There have been too many instances of the town changing permitted land uses within a district to accommodate a single applicant. The current process has little transparency and insufficient involvement of affected neighbors in the process. Permitting land uses in residential districts that are inconsistent with residential character creates negative impacts of noise, light, and visual discontinuity that lower property values and affect the quality of life of residents. The town could improve land use planning and management. Staff should seek out comment on and pay careful attention to potential unintended impacts on residents, or nearby business owners. Of particular concerns are areas bordering dissimilar land use

Appendix B:
Compendium of Public Input - Round 1

districts. For example, stricter noise standards may be needed when non-residential uses are contemplated near historic houses with original single pane windows. The town should leverage special use permits and conduct stronger enforcement of ordinances to manage lighting, noise, visual, and traffic impacts. Over the last several years, zoning ordinances have eased restrictions on lighting and signage to the detriment to the look of Purcellville. Screening and buffering requirements have also been reduced, with negative impacts on residential properties. More input and participation by affected residents/businesses is needed to help town managers better understand unintended but very real impacts of changing land uses on existing property owners.

- more events at field
- No indoor recreational spaces for teens, especially those with special needs
- Attract additional mid-range restaurants, medical professionals, and smaller family-oriented merchants.
- traffic
- Traffic
- Community involvement. I think it's important to get the message out about meetings and projects. Social media is the best resource for spreading information.
- Communication about and working with businesses and residents for town events
- Ecology
- N/A.
- The finances and debts. While apparently the financing might have been better planned in the past, I think the assets that we have now are important and necessary. Without rewriting history we should focus on maintaining our assets as we have them now without sacrificing them as a fire sale to escape the debts. Many of us are willing to pay for the enjoyment of these parks and services, over the few
- saying no to developers
- The members of Town Council and the Planning Council should not have a "conflict of interest" whether realized or perceived. Even if it is legally acceptable. Example: McConville who works for Bowman is a conflict and McCullum sits as, I believe, a temporary Chair on Planning and commissioner on Town Council. McConville and McCullum both have voting powers and can sway an action, intentionally or unintentionally to their interest. This is Unacceptable. Further, I do not believe spouses should sit on any council at the same time. There too much "water cooler talk" circulating already without this being another issue. Stop it now!
- Lose the small town feel
- Town debt
- Previously made commitments to too much development without maintaining the towns character in mind
- The vicious nature of some of the vocal opponents of current and past council members and Mayors.
- Dealing with bored teenagers
- Support economic development.
- Let the infrastructure meet the growing population and positively effect property values as well
- maintain open social gathering spaces. The Winchester walking mall is a brilliant combination of commerce and community. Let us consider how we can concentrate on a walkable space such as that, with local businesses featured proudly

- Losing the sense of community
- Water / Sewer rates - A Land Use/Government Reform Advisory Committee should also be involved in the detailed research and review of the operations, solutions, costs, unique revenue streams, review of proposed development projects and current and future financing.
- Overcrowding on roadways and schools.
- Professional jobs within the city. We could use some more corporate headquarters here a lot more than we could use another housing development or a walmart. Most all of the professionals that work here in Purcellville do so outside of town. It'd be nice if some were here.
- N/A
- Work with VDOT and County to get a HWY 7 access at Hillsboro Road overpass.
- Preservation
- Not allow overcrowding of area
- More support for small businesses!
- Money motivated interests
- The third challenge for Purcellville is teaching people how to navigate a roundabout. People still can't seem to figure it out.
- Too many houses
- Our main challenge already is traffic. To jam up rte 7 and 287 with more business will just increase the problem.
- crazy ideas like building hotels, fun parks and more housing
- Town council members that believe they know better than the citizens and do not honestly consider public input.
- Ensuring we take care of the senior population who have lived her their entire lives and whom have make great contributions to this town that is now our home.
- More and more people are lazy and don't want to drive the extra 15 minutes to leesburg for a Harris Teeter or Sheetz so we just conform and build something else that is not needed. It's becoming over cluttered and turning into a city. Why live out there then? Slowly i'm losing why i called it home in the first place.
- Growing in a healthy way
- 21st St. improvements nice so far...please don't overdevelop
- too many franchises taking out small businesses
- Making the town more of an outdoor destination will help many aspects of local life and business as something that would help distinguish it from the other sprawling suburban areas of DC.
- Limiting development to what the local population wants, not whatever franchises/larger developers want to build here
- Forcing the county to improve our infrastructure (roads in particular) so that we are not isolated by rampant growth. In the last 7 years commuting into DC has nearly doubled in time, most of that increase is between Purcellville and Reston, with a significant increase in time between Purcellville and Leesburg.
- Becoming overcrowded
- Lack of a hotel. Without it, purcellville is a day trip location and not a weekend location. That will cost us in tourism.
- More people that brings more traffic
- Overdevelopment

Appendix B:
Compendium of Public Input - Round 1

- Some of the current council members that seem to be in the pocket of developers threaten the town's success.
- Continuous expansion that separates the community
- Stop sign. There are several neighborhoods that could benefit from stop signs. Speed limits aren't enforced anywhere other than main roads.
- Growing the town in a responsible way not being reckless with tax dollars
- Bringing in chains that could harm existing small businesses. I.e., Starbucks vs loco joes.
- Focus more on the reason why we are purcellville. The farms, firemans field babe Ruth, the wineries, the breweries, the down town historical buildings with the mom and pop unique stores. we aren't ashburn or sterling we are purcellville. That's why we moved here that's why people day-cation here.
- Not allowing good growth to help support town taxes
- More left turn lanes, particularly on Main Street, as this backs up traffic. Also, time the Main & Maple Light to allow left turns, even if it means timing it so only one of the 4 sides goes at a time because you don't have room to put in left turn lanes.
- Opportunity for Improvement: Creating an environment that supports more small, rural shops and restaurants that showcase local (organic) agriculture/produce. This will bring people to visit downtown more and spend money while they are in the region and/or touring wineries and breweries.
- Traffic on smaller roadways
- listen to residents on what is wanted, not what developers want
- Devaluing the small town nature, which is what draws people here in the first place.
- cultivating the resources it already has
- Self serving developers that don't have the town's best interest in mind
- Lack of Community
- Maintaining the charm of the town
- changing the character of the town
- Provide necessary services without unnecessary bureaucracy.
- Lessen business tax; I don't think it is positive to try to dissuade business growth through tax.
- A joining of forces to promote all the breweries, vineyards, and distillate to make it a destination place.
- Stop expansion
- Debt
- Do not sell off valuable assets we have already paid too much for. Examine the obvious conflict of interest among the town officials.
- Dealing with increasing traffic congestion
- Over-commercializations competing with small town feel.
- Not becoming over-developed and crowded like Ashburn
- Franchised food chains and retailers
- Our Main Street cannot support additional traffic. Don't make it Elden Street in Herndon. Stop now, please!
- outdoor recreation facilities are needed in each neighborhood
- Losing Purcellville's character and reputation as a friendly rural small town with lots of unique local businesses. If overdevelopment and horrendous traffic planning continue, if large box stores, hotels, and water parks are added, Purcellville will lose its identity. Purcellville will become a plain vanilla sprawling traffic-clogged suburb like Fairfax and hundreds of

thousands of other overdeveloped suburbs around the nation. That would be very sad. Why move here or stay here in that case?

- Expense
- I have to drive to another city for arts and culture.

ADDITIONAL COMMENTS (62 COMMENTS)

- Adding an interchange at route 690 and Rt7 hwy would be a great help to keep people who don't need to go downtown, out of downtown, making travel better and faster when you DO need to/want to do something on Main Street. PLEASE!?
- Mobile app works great...so does the QRC code...thanks
- Don't sell out this town to drive-by development!
- Listen to the citizens of Purcellville and never forget that the desires of the citizens vastly outweigh the desires of developers, not the other way around. Also, the traffic on Main St. is bad and getting worse. Take actions to alleviate this traffic before approving more developments (such as Vineyard Square) that will do nothing but make it worse. I cannot believe that Vineyard Square was ever approved. Something was really suspect about that decision. NO MORE!
- Development is out of control and destroying the town environment.
- Growth is inevitable in Purcellville and western Loudoun. Let's stop pushing back and delaying these improvements and build the infrastructure we need to ensure that Purcellville continues to be one of the best places to live in America. Mayor Kwasi Fraser, we need you to lead us in building the Purcellville of the 21st century.
- Stop the crazy, out of control, development that is destroying our town. If I wanted to live in Fairfax, I'd have moved there.
- Stop building housing developments with crammed in houses and condos that are all the same design and color and look plastic. Keep open space zoning. Protect the historic areas of town. Elect government officials that are not in the pocket of real estate companies.
- Please don't bow to developers and land owners strictly looking to line their pockets. Purcellville is a small town, with charm and lots of interesting shops. Strip malls, hotels, entertainment (theme parks) do not fit with the character of Purcellville and will detrimentally affect our local businesses and homeowners.
- It would be very interesting to see a list of accomplishments and shortcomings of the previous Comprehensive Plan as seen by today's lights. Perhaps the Town Staff can do this?
- The plan should be people driven, not developer driven.
- crisis training for officers, another teen suicide recently.

Appendix B:
Compendium of Public Input - Round 1

- We moved to Purcellville because of its small town feel. We enjoy the walkability of the town and all of the local small businesses. We left Eastern Loudoun to get away from congestion. We do not want the small town that we moved here to enjoy to turn into the hustle and bustle of Ashburn and Leesburg.
- Instead of building centers full of fast food restaurants that aren't healthy options and are all chains, bring in a mom and pop shop. Or even better would be bringing in something for residents, and teens to do or make use of in a productive sense other than eating. Maybe bring in a gym, with an indoor pool that can support swim teams such as Valley and Woodgrove and can sustain a summer swim league to cut commutes for parents and provide exercise for younger and jobs for teens and young adults.
- Need to slow up the growth, improve traffic, lower the water bill and town taxes.
- Approval should not be given for the proposed mixed use development on St. Francis Road. It violates the JLMA-3 zoning that has been in place for over 11 years. Weight Farm Estates residents have had to comply with the current zoning from day one. Approving this project will significantly reduce the home values in the immediate area and create additional financial and traffic hardships for existing residents.
- Our community is an ideal that many can't attain. We need to maintain the small-town status and allow growth to happen in areas (Leesburg & Winchester) adjacent to us without giving into the urge to allow explosive growth here. We need to remember that people live here because it is a small town. If they wanted to live in Leesburg, they would. If they wanted uncontrolled growth, they'd live in Ashburn. If they wanted traffic and big box stores, they'd live in Leesburg, Ashburn or Winchester. We should maintain the quality of life that Purcellville is accustomed to.
- If the Purcellville crossroads shopping center is developed and built it will kill small town Purcellville and cripple the already meager infrastructure currently in place!
- Thank you for seeking the input of your citizens. Please, please, please do all you can to keep this small town truly SMALL!
- I am very successful in my own business and what I do know is government is its own beast, and a stupid one at that most of the time looking at it from the business side. Nothing we do will matter unless we align the money with our needs/wants. And we have a unique opportunity to align financial with our cultural interests. We live in the DC area which means, no where in this nation are we more cushioned to achieve our goals as there is a plentiful amount of resources in this area to grow our town as long as we are focused. Thus, its paramount we nail this Comprehensive Plan down to the "t" and "i" so we can knock-out this town in being a small-town with a lot of outside interest to visit it as its own work of art culturally, visually and financially.
- Consider developing those areas already within the town boundaries for higher and better uses as opposed to future annexation which only contributes to sprawl and adversely effects existing business by diluting the market.

- Good work on trying to gather feedback!
- Recommend moratorium on residential growth for 10 years. Purcellville will become another Leesburg if we don't stop paving over everything.
- we need Smart Controlled Growth in Purcellville!!
- I am discouraged by the recent growth and development in town. I would rather see small local businesses succeed than these chain stores and restaurants that have been taking over lately. We need to promote independent business and help them afford to stay here. I also think it's important to honor the history of the town. This was a farming community and we are rapidly losing that heritage due to over development. Let's preserve open space for the future and promote local business. We need to help young people be successful here so they will stay.
- If money is the issue... please consider the business opportunities that abound through supporting your local farmers, businesses, and non-profits over simply building cookie-cutter homes or shopping malls that will depreciate very quickly. Keep Loudoun beautiful, and keep Purcellville as the hallmark of that natural beauty.
- Please remember above all, Purcellville has great small town America feel. Too much housing development and giant chains will just turn it into Leesburg, which has long since lost that charm. Protect Purcellville's core!
- Please take this seriously. I have attended enough Charrettes, Public Hearings, and participated in Citizen Comments, etc. to know that while these all take a lot of effort, time and planning, it means nothing if it cannot be implemented.
- I think the town could do a much better job keeping people informed on social media using twitter and Facebook. The town of Purcellville should be promoting town wide events and local shops/restaurants using social media. We could also support the success of local sports teams, town achievements, etc. An example, I didn't hear anything about the Loudoun Grown Expo on social media. I actually almost missed it, and I've attended every year it's been in existence. It doesn't take much to boost messages and posts on social media and it's quite affordable.
- Every chapter. Every discussion. Think if your decision/direction positively impacts economic development. It needs to.
- I love that Purcellville is one of the few remaining truly rural areas of Loudoun County. I was raised for a majority of my life in Leesburg and moved out to Western Loudoun for the sense of community and small town atmosphere. Eastern Loudoun (Sterling, Ashburn, Leesburg, & South Riding) are vital to the county, but I don't want all of Loudoun County to go down that route. Please keep Purcellville the way it is and don't allow these large hotels and family "fun centers".

Appendix B:
Compendium of Public Input - Round 1

- There is a tremendous lack of citizen oversight to financial and development plans since the operations have been internalized over the past 4 years. The elimination of the Ways and Means and Infrastructure committee's have made it nearly impossible for a resident to gather information about what is coming forward until 3 days before a town council meeting. And even then, there is not a comprehensive report that informs residents of what is going on. This is apparent with the O'Toole property and Catoctin Corners. Major information coming into the Community Development Department remains internalized and none of the information has been disseminated to the public, and not a single mention has come before the Town Council in any form of a report. If the Zoning Administrator makes a determination, it should be included in the Town Council agenda. When the following month, the Zoning Administrator rescinds a Zoning Determination and replaces it with a new Zoning Determination that should be included in the Agenda. As for the finances, there is absolutely a need for a Land Use/Government Reform Advisory Committee that should be reviewing all our bonds, especially the non profit bonds attached to our 2 greatest assets/properties. Also, the recent "emergency" need for hundreds of thousands of dollars to replace the entire financial system that not once had come before the town council in the last 5 years? There is definitely an operational problem when there was not even an indication last year that there was a serious problem with a sub-contractor, and we have not had any safe emergency back up in case of a total failure since who knows when. This is simply a poorly managed situation because there is no oversight by the residents. Why was the Town Council and town residents just hearing of what was claimed to be a long time problem?? Just another example of a can being kicked down the road until it was urgent/emergency. Did the previous Town Council know about this? When? We cannot continue to do the same thing over and over again and expect different results. The town staff has repeated the same thing over and over when more details should have been forth coming, stating that they do not have the expertise nor the time to provide additional information on an issue. Another item that needs to be implemented is the 'Real Parties of Interest' disclosure process for all new development, rezoning, and any legislative changes to parcels of land. We also need to implement at a minimum the same policies whereas a commercial property owner may not be delinquent of real estate or bpol taxes for any town property and be allowed to obtain permits of any kind. There cannot be an exception for a developer/builder on a payment plan either. And when the delinquent reports are printed each year, it must include even those on payment plans because that is money the town has not collected that was projected and budgeted for and is NOT in our coffers. Purcellville can do better and will do better. We should strive to be a light on the hill, different, better, more transparent, absent of conflicts of interest once and for all.
- Growth in Purcellville is inevitable. But we have to be very smart and very careful about how we let it happen, or the small town we love will become Leesburg. I don't want to live in Leesburg. If I did, I'd pack my bags and move to Leesburg. I have a big family I want to raise safely in a small town where I don't have to worry about it when I forget to lock my front door. I couldn't say that if we lived in Leesburg.
- Please keep this town the way it is. We need nothing more than to keep it the same. I do not want a ashburn or tysons corner feel added to this town this is why I chose to move here and raise my family in this town ! It's perfect and we should keep it the same.
- Purcellville needs to SLOW the grown, and be consistent with decisions. It has amazed me for years now. If the people that want exceptions made to the comprehensive plan "Know and

are Friends" with the council and mayor their requests can get approved, Mountains can be (and are) moved. If the person requesting a change does not know or associate with the council and/or mayor then the comprehensive plan is used to reject the request. This can be interpreted at the very least indicate there is favoritism going on, and worse case is Money Under that table to buy the rulings. Neither one should ever be the case especially in a small town.

- Informed and active leaders
- Do not cave to the money hungry land whores and ruin our home town. Control this development!!
- Please, please, please stop annexing all of the beautiful spaces in Purcellville. We don't want to be Ashburn or Leesburg or Brambleton.
- Do not approve a hotel or bumper car facility here!
- Please save this town from the immense overdevelopment. We do not want to build an infrastructure to support it. We do not want the crime it brings. We do not want the traffic it brings. We want the town PUGAMP promised. Small, rural, quaint, quiet, close community.
- Please do not over develop this lovely town and surrounding areas and destroy its charm. That charm will be worth so much money once the metro attaches us to DC. To be able to live in a bucolic setting AND take public transit to a major city is an incredible opportunity. If Purcellville becomes a land of strip malls and mattress shops we will lose that charm. Leesburg is only 15 minutes away. Let that be the shopping and fast food mecca and we maintain a more Middleburg style of living dedicated to open space, a robust horse and agricultural center, with a relaxing feel. It could be so amazing! (And property values will sky rocket)
- At the rate we are going we will have to soon be the City of Purcellville. I hope to never see that.
- Please don't commercialize Purcellville. There is a huge population of people who have come out to live here to escape what is happening in our neighboring towns. We don't want big business and development here. We want to maintain our Western Loudoun culture of being home to small business, beautiful properties and open space. Purcellville has been able to survive all this time without massive development and commercialism. We can find a way to fund the infrastructure improvements needed without creating something that will devalue our town and lifestyle to pay for it.
- We own a farm outside of town, and want to make sure development does not continue to creep outside of existing town limits unless it is the type of development citizens want. I do not want to see more trashy fast food or big box stores in this town. I'm happy to drive to Winchester or Leesburg if needed, but think our charming town is much more valuable as is - both for tourism and for the property values of those who live here.

Appendix B:
Compendium of Public Input - Round 1

- I think it important for people to understand that growth is good, and smart growth is better. There will be growth!
- Do not seek tax revenue at the expense of what we have. Most of us moved here (or returned or stayed) for the lifestyle Purcellville offers. Some have come here seeing a fruit ripe for picking. Do not let those who seek to profit from us destroy what we already have.
- Don't fear change, embrace it! We never stick around in town to eat and only shop in town for groceries. Everything else is out of town which means lost tax dollars. Leesburg is close enough that its not too bad but far enough away that it becomes annoying. The quality of restaurants overall in the town is horrible. The residents here wouldn't know fresh if they were sitting on it. They settle for mediocre. If a good restaurant that made food from fresh ingredients and didn't charge ridiculous prices came into town it would clean up. But right now there are only 2 decent restaurants in town. Fast food is taken care of (although I would like to see some additions), but sit down restaurants are severely lacking. Bring in a big box store, preferably a Target. We have enough people in the surrounding towns that it would be extremely popular and that alone would bring in other businesses that people NEED in the town (Home Depot, better restaurants, and other types of stores). Plus it would bring many jobs to the area. No need to fear the box stores, everyone complains about them but everyone shops at them at the same time.
- If Purcellville grows more, we are leaving. There's already been too much. We wanted a small town.
- Please stop expanding!! I miss the old Purcellville! Stop with the chain shops and keep the small businesses
- Please, Please , Please keep our town small.
- Please don't take away the charm of what makes purcellville the Mayberry USAs of times past.
- Please consider the wishes and needs of those of us who ALREADY call Purcellville "home" over and above the desires of those who MAY theoretically move here in the future or the developers who are in it to build, sell and move on.
- I also have concerns for overcrowding in the schools
- Stop building more houses
- Development has to be well planned and thought-out and with the focus on the community...and not in the primary interest of the developer.
- I am vehemently against additional chain restaurants. We should be supporting local and promoting the health of our community - especially our children.
- It is very important to me that a new comprehensive plan be completed before any new annexations are granted. There is no reason to rush decision on these projects just to appease

developers. I am a registered Democrat but I understand that I live in a majority Republican county. If one of the core principles of conservatism is that government is supposed to represent the local interests of its citizens, why are some of our conservative elected leaders pushing these projects against the will of many of their constituents?

- Growth is going to happen, it is just important to consider the population you are targeting (families) and not make it ugly and unreasonable for those who live here.
- Please preserve what is left of Purcellville and surrounding areas.
- I love Purcellville and moved out of Leesburg because i couldnt stand the retail and commercial invasion. The traffic was horrific and i grew to hate it. I drive through Purcellvil now and just feel i am home. It is such a lovely town and surround areas are spacious and so beautiful!! Please keep the charm!!
- I love our town, and hope to see smart slow growth, without changing our small town charm. While working to shrink our debt.
- I beg you not to sell our town to the highest bidder/developer.
- Don't let this process be hijacked by the developers and their allies
- I am concerned about the dense housing developments that are cropping up and the knocking down of trees for shopping centers. This is why we left Ashburn!!
- Purcellville is a unique community because it isn't pretentious. Many people moved here to escape the hustle and bustle of faster paced communities. I think this needs to be taken into account. Adding more businesses and tight cookie cutter housing would make Purcellville just like many of the other towns in the county that allowed the small town feel to be stripped away for profit. There is so much room for compromise! The business complex at the Harris Teeter is a perfect example. It maintains the charm of an old farming community while being attractive and modern. It offers many new and useful services. In other words it isn't an ugly high rise that doesn't fit in with the rest of the community.
- I hear so many residents speak, and yet it seems a blind eye was turned by elected officials to pleas to stop the annihilation of 21 St. as we know it, to stop the rumored "IHOP" fiasco next to Patrick Henry College, and now to a go-kart facility??! People moved to this area for a small town feel and transplants are quickly doing irreversible damage. The previous administration wished to bring the amenities of a Nassau County, NY, sprawl to Purcellville. Unfortunately, the turn of a slight profit has taken precedence over heritage, preservation, and reason. Please, please stop now!
- Although I have a master's degree and seniority at my job, I can't afford to purchase even a townhouse in Purcellville or Loudoun County. I'm still renting a private apartment. I would love to be able to purchase my own home, with ability to rent out part of it / offer senior living space to my parents, and walk or bike to work, the library, and local stores. Can you do

something to reduce the cost of living here and increase safe pedestrian / bike access throughout Purcellville?

PAPER SURVEY RESPONSE (34)

The following responses were transcribed from paper responses received by the Town.

LOVE (57 COMMENTS)

- I have lived in and around Purcellville for 25 years. I have many changes and most of them good.
- Close to major metro area
- small town atmosphere
- Moved here from Arlington when 66 became my front yard - Removing entire small neighborhoods. I loved the small Town nature with close supporting facilities - Leesburg, Frederick
- Small town atmosphere
- Love small town feel
- Great place to raise a family, great neighborhoods Good schools, close to river and mountains
- Rural, small town balance between businesses & residential without larger emphasis on either one. Very community oriented with family focus.
- Purcellville attracts people who no longer want the high density, high traffic way of life.
- People are kind here and look after each other.
- Small town feel
- Small town feel but in an hour and with no issue and toll paid I can be at the Washington Monument.
- That is has an authentic and Historic Downtown District- Namely 21st Street & part of Main Street- along with the Train Station.
- Family businesses
- The Skating Rink
- Country feel
- Family oriented
- Carver Senior Center provides important services to Purcellville seniors
- It is small enough to know people and walk to businesses in town
- I came to Purcellville when I was about 11 years old. Mother brought us to the nicest village I thought I would ever see. We just loved it. About two years later we came to live - and that was as tenants on a local farm. We lived in the historical "Dillon House" for about two years, one of Purcellville's first homes. After schooling here in Purcellville's Carver School I left the area , married, lived away over 30 years. Returned to find the small neighborly town, ideal for educating your children, giving them the foundation of History and the Education needed to survive in these present times!
- I like the small town feel and ambiance of Purcellville. Moved here to get away from urban development and resulting sprawl, tax increases and loss of quality of life.
- Our family has lived in Purcellville for 15 years, and have been working here for 27 years. Work for LCPS.
- I looked in South Riding, Ashburn and then came to Purcellville & felt this was home.
- Small Town community; great for raising a family.
- My wife and I have been residents of Northern Virginia since the 1970s, and we bought our retirement home a couple of years ago in large part because of its proximity to Purcellville –

our “home town.” It is a charming small town that retains the virtues of old Virginia along with all the modern conveniences you could ask for – we go there for our doctors, dentist, chiropractor, car maintenance, groceries, drugstore, furniture, hardware, nurseries, banking, dining, etc.

- Rural vibe with urban access
- I have seen many things built in Purcellville to provide services and most of them are good.
- Close to mountains and beaches-Other rec. and vacation places
- Good restaurants and shopping
- Walkability to events (festivals, parade)
- Like small town feel of West Main Street, 32nd Street, Nursery Triangle Great, historic, CBD
- Design of mixed styles (neoclassical, agro look to commercial) all better than typical suburban sprawl or cookie cutter look of neighbor communities.
- Safety
- People say "Hi" on the street and we get to know them.
- We live near the Tear Drop and we work out of our home office.
- Safe-low crime
- Not terribly busy/loud
- Safe
- Our local businesses
- It is a center of social/business activity in western Loudoun
- I would love more family restaurants & activities - so I don't spend money in Leesburg/Ashburn
- I hope it stays like it is - good, bad or whatever!
- All the conveniences close (Drs. Dentists, grocery stores, retail, restaurants..) Schools close
- Just take a look at the Bush Tabernacle (I attended the Loudoun Expo on Feb 27) and you see a vibrant, family-friendly, prosperous and happy community. The restoration of the railroad station and vicinity is simply fabulous, and we love all the older homes in town.
- I love Fireman's field, Mags, High School Sports, Friendly Faces.
- Been a small town-now a small city-grown slowly but well-continue
- Close to nice medium sized towns - Frederick, Leesburg, Winchester
- The people are caring and neighborly - even if not always as 'engaged' actively as others.
- Great schools
- People will stop when we cross the road.
- Great Schools
- Close to wineries, breweries and distilleries
- Picturesque
- Friendly small town atmosphere
- Non-profit organization in Purcellville
- Wide open spaces; beautiful country atmosphere; history, community center; churches, parks
- And perhaps just as important, Purcellville has not lost touch with its rural heritage. We are very proud to live here!

OPPORTUNITIES (68 COMMENTS)

- Expandable Tax Base
- Growth potential long term limited by residential areas in all directions!
- tourism in wine country

7.18.16 DRAFT FOR PLANNING COMMISSION REVIEW

Appendix B:
Compendium of Public Input - Round 1

- The support of neighbors
- Limit residential development
- The older homes & businesses that give town character. Main Street and 21st Street
- Sensible redevelopment of CBD (1 - 3 stories max) - redevelopment of west and commercial district on Main St. so it doesn't look like the Walgreen/Rite Aid mess.
- Now that brewery/distillery has exploded and the rural attractions, should capitalize on tourism.
- Small town w/o big box stores
- Provide shopping, activities for all residents
- Maintain small town
- Enhance the existing Historical down town feel by for example, blocking off 21st and making it a walking mall similar to Winchester's.
- Walkable community
- Tourism, tourism, tourism.
- Preservation & promotion of historic qualities that support the tourism industry.
- Asset: senior citizens who contribute much volunteer time & effort to the town.
- Maintaining small town ambiance.
- Developing a strong community spirit for all!
- Small town feel and layout
- Small Town community atmosphere
- Purcellville has a strong infrastructure to support growth. To support the cost of the infrastructure (water, sewage), annexation of areas around Purcellville should be supported.
- A hometown feeling.
- Purcellville offers a small town community and yet has all needed conveniences. Leesburg is close for all major retail needs.
- retain the town's small-town atmosphere
- Consolidation and preservation
- Revit. Downtown
- Revit. Downtown
- Revit. Downtown
- Revit. Downtown
- Capitalize on growth opportunities as they arise to north, east and south for commercial, parks, senior housing, affordable housing.
- Capitalize on growth opportunities as they arise to north, east and south for commercial, parks, senior housing, affordable housing.
- small hometown feeling events
- Open space - disappearing. Townhouses do not good neighbors make.
- Preserving and marketing the small-town feel of community.
- Attractive to non-residents who want to move here and to do business, evidenced by continued growth, opportunity to add new different facets to community in the new growth or redevelopment.
- Communities w/in walking distance to shops & other amenities
- Play up uniquely Purcellville: Local grown Bring in restaurants/shops that are not already in Leesburg - Krisby Krems/Dunk Donuts should be affordable
- Plan to work with this and provide access for new commercial that complements citizen needs.
- Promote the beginning (or end) of the W O & D Trail in Purcellville.

- Safe-family friendly
- Bring visitors to Purcellville to experience wine, food & agriculture.
- Develop and strengthen a theme around the tourist/farming component that continues to draw DC/Baltimore residents to area for a long term (20 year +)
- Carver Senior Center serves all of western Loudoun, Fireman's Field
- Helping small businesses thrive
- Offering housing with various scenic views, Religious opportunities to welcome "Who Soever Will".
- Central business D. remains HEART of Town.
- Be able to build a plan that is fair and equal for all and stands the test of time for its comprehensiveness.
- You can walk to a lot of the places which is fun. I'm 80 and we love the fact that we can get our exercise and feel safe.
- Wineries bring tourists and invite people to enjoy the countryside.
- preserve the rural character of the town and its environs
- Fireman's Field
- walking/walkable town
- Developing the Reservoir property into a nature preserve, mountain biking trail
- Good history as community of growing but keeping sense of who the community is.
- Residents who care about Town and do not want it to turn into Fairfax/Reston
- We need a store that provides goods like Target does, but doesn't have to be a big box store.
- Balance & (control) new growth.
- Encourage Bed & Breakfast's or Inns to share this Historic feel.
- Scenic- hub of the rural economy
- Encourage visitors to experience small town charm w/ less chain businesses
- Safety
- Our local businesses.
- Asset: Carver Center Senior Program
- The location allows access to Washington, D.C., Maryland & West (States) Virginia!
- The S. Coll. has solved no problems & is a bad model.
- Economic prosperity is important but you have the opportunity to put the people's feeling first. Do not lose this opportunity.
- Historic; No big box stores; not congested; agriculture
- stop soul-less suburban development in its tracks before it's too late!

CHALLENGES (69 RESPONSES)

- Tax Base to keep Bond Rating
- Increase Parks and Recreation opportunities.
- unchecked development including stripmalls
- Growth without destruction. Catoctin Corner is an example. Acres of old timber traded for asphalt in a night.
- I think that there should be a serious consideration for street lights at the intersection of Eastgate Drive and Rt. 287. There is a lot of pedestrian traffic with the college students and people walking from the subdivision and it is very dark.
- Attracting new businesses.

Appendix B:
Compendium of Public Input - Round 1

- Providing housing for young people and seniors, affordable housing, not just apartments but other types.
- Encouraging development that is consistent with promoting the unique small town feel of the town.
- Notion of stopping growth - impossible to do unless you want to stagnate. Residents like diversity and will go elsewhere if businesses and community activities are limited in future. Must plan and manage for growth so some residents/leaders need to acknowledge this fact instead of politic/pandering to emotion.
- Threats: Northern collector road will only increase traffic and out of town development
- Do not give in to developers - build what the people want and find the investors or developers.
- Chaotic Development
- Maintaining that small town feel & yet providing a basic retail level.
- To resist the temptation to over develop Purcellville for short term gain but long term failure.
- Traffic
- National chains. Those destroy any town unique features and make Purcellville just another place where commuters live.
- Concern for paying off debts that seems to be driving an element of development.
- Over development: too many franchise and big box businesses
- Overdevelopment of residential tracts and big box corps.
- Caution for expanding beyond its capabilities to offer good utilities and Public services.
- Rt. 650/7 Interchange
- Not listening to the towns folks.
- The biggest challenge facing the Town is the debt the Town has incurred over the past 10 years.
- Developers who want to put up tall buildings and tear up the old. Please don't let them do that!
- Growing and building too much therefore losing small town. Big box stores!
- Do not permit new construction and development (residential and commercial) beyond the current town limits. Block national chains, including fast food joints, from dominating local commerce. Don't let our town become a mini-Sterling!
- Prudent fiscal stewardship
- Transportation
- Increase Commercial taxation percent.
- development that includes plans to support green space and wildlife corridors
- Limit spending.
- Over-development of retail - will be hard to keep occupancy at a profitable level.
- Need better parks for community - not just swings for little ones but teen skate parks or acres to have a "stage" for music jams, etc. Not just town sponsored events though they are great community builder.
- Purcellville should not be a honkytonk entertainment venue. That would destroy what Purcellville is all about.
- Empty store fronts while other go up.
- Pay for debts & yet keeping taxes & charges manageable.
- To discourage overgrowth and maintain quality & price of utilities.
- Water & Sewer Costs are high.

- No enough walkable areas. Create more outdoor experiences, walkable shopping & dining and leverage the W&OD trail.
- Recognizing its current assets & supporting those: small, unique businesses, walkability, human-scale, pedestrian friendly accessibility, small open spaces for community gathering
- Keep 21st Street/Old Town safe!
- Lack of input by town residents on development proposals
- Over commercializing - allowing too many or much of our residential properties to be swallowed up.
- Rt. 287/7 Interchange
- Putting finance ahead of quality of life. Maintaining a rural environment.
- The annexation of additional areas around the Town should be considered to relieve the Town of some debt burden.
- My friend love coming here and we very seldom go to any shops except old town.
- Not listening to the community.
- Prevent development that destroys the beautiful rural landscape, and in particular retain the green space between Purcellville and Round Hill and Hamilton. Allow tasteful housing developments, but discourage THs and esp apartment buildings.
- Neg. people with no idea's, only complaints
- W & S users to pay down debt.
- W & S users to pay down debt.
- Stop destroying existing buildings. Bring Broadband to area
- Annexing outlying areas to retire debt in a sensible manner.
- Water/sewer rate control.
- Wineries, craft breweries are great but this is becoming a town for tourists.
- Find a way to maintain the sense of community -be walkable.
- Improve traffic flow by providing entrance to route 7 from 690.
- Finding a middle ground between debt management & space management
- Lack of community involvement in town development.
- Senior citizens need affordable housing in town - don't make us move out of town to find housing.
- Re-design that longtime planning to exclude or include changes - No more zoning and designing without a time frame for alterations.
- Keep focus on downtown.
- Truthfulness. Changing the rules as go to fit financial objectives.
- A put-put golf course/batting cages could be added for teens.
- Traffic: excessive growth will turn Main Street into a parking lot and discourage people from wanting to visit town and shop. If it gets too commercial, we'll just drive to West Virginia (or Leesburg) to shop and do business. Also, building the new interchange at Route 7 and Hillsboro Road would be a disaster – it's unnecessary, and it would just generate more trucks and traffic through town.

ADDITIONAL COMMENTS

- I have lived in and around Purcellville for 25 years.

7.18.16 DRAFT FOR PLANNING COMMISSION REVIEW

Appendix B:
Compendium of Public Input - Round 1

- I need to continue to learn, experience and identify appropriate details.
- Maintain the R3A zoning as written. Continue this effort for completing this comprehensive plan and follow through.
- Actions should be business friendly.
- I like the breweries
- I have a great concern for the improper use of the "Round About". I feel someone will be lost if proper use is not enforced daily.
- It would be very easy to destroy Purcellville's unique heritage, but impossible to rebuild it once it's gone!

Compendium of Public Input

Round 2-Land Use Scale and Type Preferences

OVERVIEW

In Round 2 of the public input for the comprehensive plan, the activities were designed to share information about the trends and forces impacting Purcellville's future; gather ideas about what kind of development or preservation the town's residents want to see; and identify preferences for the scale and types of buildings that people find most appropriate for development in Purcellville. The trends and forces can be found in full in the Critical Findings Report and its appendices, on PlanPurcellville.com. There were opportunities for the public to participate in these activities through March and April 2016:

March 19, 2016

Two sessions of a presentation of trends and forces and an open house style workshop were held. In the open house portion of the meeting, detailed maps of the town and surrounding area were presented, and participants were asked to place stickers representing various land uses and architectural scales on the maps indicating their preference for both where land uses should go and what they should look like. Inclement weather and the start of spring break resulted in lower than anticipated participation in the March sessions. 52 people attended the March 19th sessions.

April 7, 2016

Using feedback on the exercises from March 19th, Town Staff and the Consultants improved the images used to represent various land uses and architectural scales as well as the interactive feedback collection practices to make participation easier and more informative. The Town held a second event following a regular planning commission meeting to gather additional input in Round 2. 22 people attended the April 7th Session.

Online

The refined exercise conducted on April 7 was made into an interactive map and posted on the PlanPurcellville.com website for approximately 4 weeks in April. Participants were able to add their input and see the comments and development suggestions placed by their peers. Approximately 331 points of data were collected online.

Overall, 893 points of data were collected through these three exercises, and the results of this input are summarized here.

The following section summarizes the feedback received during the open house and online exercise. We summarize overall comments as well as the use categories and scale preferences, where specified. We also summarize key comments associated with the mapping exercises.

The preferences from the open house, including any comments provided by participants, were consolidated in the online map by Town of Purcellville staff. The online version of the mapping exercise is available at the following link: <http://storage.freggo.com/purcellville/pvilledisplay.html>

Overall Land Use Preferences PUBLIC LAND USE PREFERENCES ROUND 2 - PUBLIC INPUT

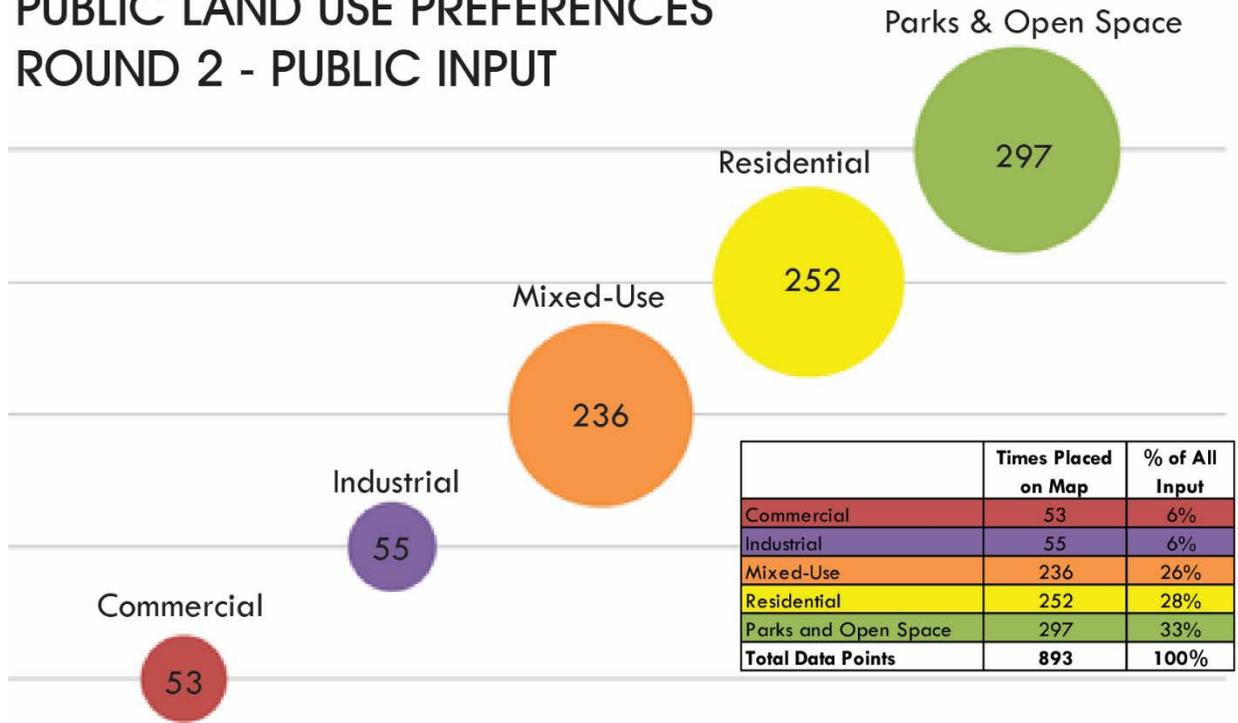


Figure 1. This chart illustrates the frequency with which participants placed various land uses on the map. It should be noted that the location of the input is assessed in this report as well and provides additional insight.

Overall, the participants were focused on maintaining the small town character of Purcellville through preservation of the local shopping and recreational opportunities in the historic town center, expanding the residential base through single family housing, and enhancing open space and park opportunities where feasible. Participants were supportive of mixed use development within existing commercial and industrial areas as well as in areas with adequate transportation infrastructure and access. The scale of the redevelopment or new development was a critical consideration, especially in the historic core. In addition to scale, the participants also focused on retail in a mixed use format, and on encouraging individual businesses/buildings over multi-tenant or big box commercial.

From the 893 points of land use and scale preference data shared on the maps, 12% was commercial or industrial, 26% was mixed-use, 28% was residential, and 33% was parks and open space. These findings indicate that participants want to see significant park and open space provided for in the updated comprehensive plan, and that residential and mixed-use development are preferred over stand-alone commercial or industrial uses. This is consistent with findings from earlier exercises for value preferences related to Purcellville as a family-friendly small town with local businesses. The map on the following page shows the distribution of these 893 data points.

The public also showed preference for certain locations in and around Purcellville for future development/redevelopment. These clusters are largely focused on major roadways and intersections, specifically Harry Byrd Highway (Route 7 Bypass), Main Street, Berlin Turnpike (Route 287), Purcellville Road, 21st Street, 32nd Street, Maple Avenue and A Street. The land use preferences for these specific clusters largely follow the overall preferences but differ in specific locations based on existing land uses.

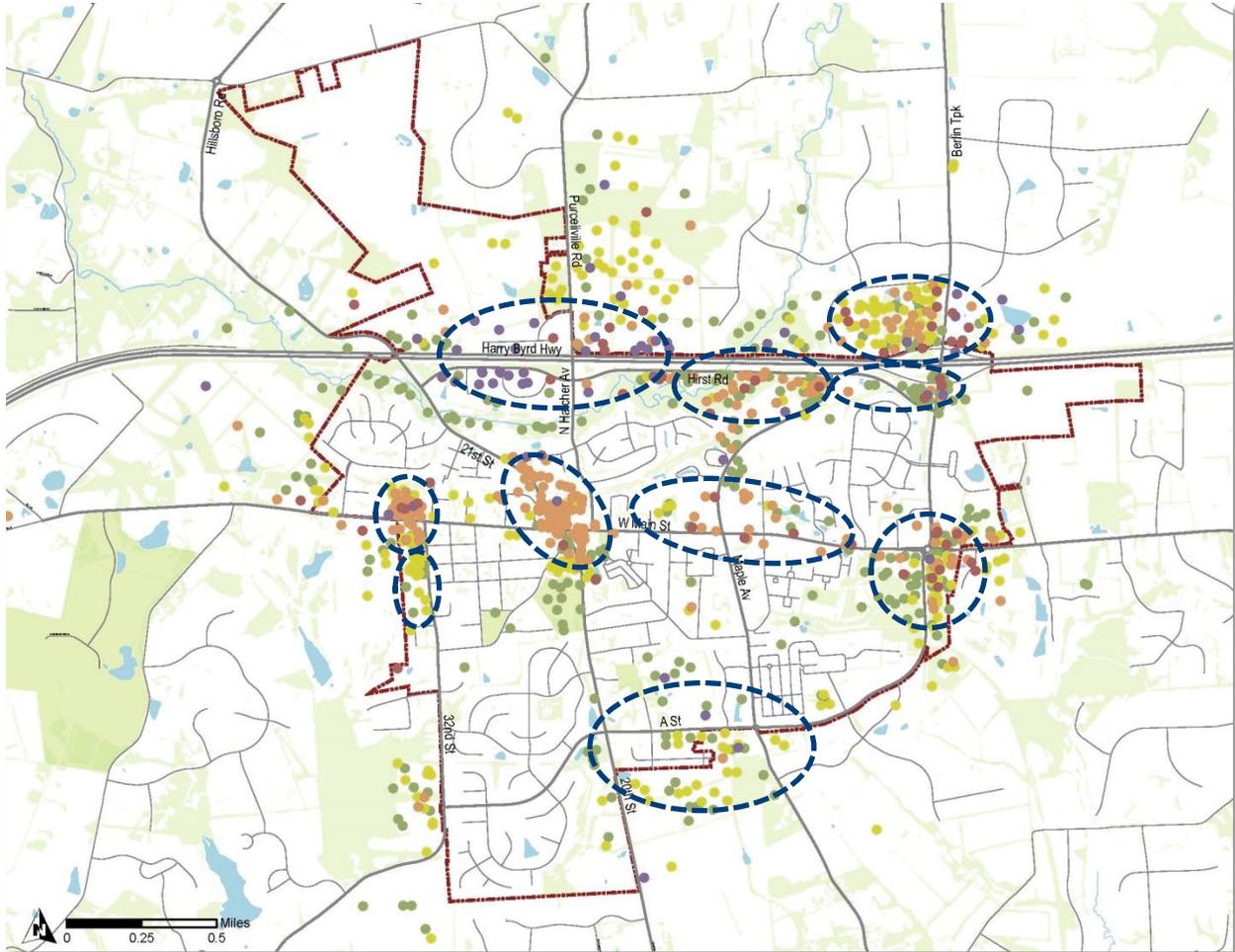


Figure 2. This map illustrates the location and land use preferences which the participants in this exercise placed on the map. The blue dotted line indicates location-specific clusters of land uses that were further analyzed.

The largest cluster at Main Street and 21st Street was focused on mixed use (66%) but includes parks and open space (15%) and residential (14%). The other large cluster at the existing interchange at Harry Byrd Highway and Berlin Turnpike was focused on parks and open space (36%) closely followed by residential (30%). A smaller number of participants desired mixed use (16%) and commercial (11%) in proximity to the intersection.

Participants’ input also marked other minor clusters along Harry Byrd Highway, especially at Purcellville Road and along Hirst Road. Industrial uses (34%) and parks and open space (27%) were preferred at Purcellville Road, whereas parks and open space (42%) and mixed use (38%) were preferred further East, along Hirst Road. The interchange and eastern terminus of Hirst Road with Berlin Turnpike is one of the areas with the most opposing input. Significant concentrations of both open space and mixed use were placed here in a relatively tight pattern.

The cluster at the four quadrants of the roundabout is another area with diverse opinions on what should be here, excluding the main part of the Crooked Run Orchard property, which was predominantly identified for open space. In the roundabout area, 38% of the responses were for open space, 26% for mixed use, 12% commercial, and 12% residential. Again this is a relatively compact area with a lot of different land uses recommended.

In addition to the cluster at Main Street and 21st Street, participant input concentrated on a major cluster at Main Street and Berlin Turnpike. Participant input included parks and open space (43%), followed closely by residential (25%) and mixed use (20%).

At Main Street and 32nd Street, participants desired mixed use in 66% of the responses, 13% residential, 10% commercial, 6.6% industrial, and 3.3% parks and open space.

For the land adjacent to the Golf Course (mostly the Ball Property), 73% of the input received desired residential, 19% desired parks and open space, and 8% desired mixed use (near the northern portion of the site).

A minor cluster at Main Street and Maple Avenue included mixed use (39%) and parks and open space (36%).

Along A Street, participants favored parks and open space (49%) and residential (42%) as an extension of the existing low density residential development in that area of town.

Scale Preference

NOTE: The design of the exercise used at the March 19th workshops did not include a direct indication of the land use scale for each dot placed. This was changed for the April 7th workshop and the online exercise.

Parks and Open Space

60% of the public’s parks and open space feedback was left at the March 19th workshops where scale was not indicated. However, of the input received at the April 7th workshop or online, Trails and Greenways (40%) and Community Parks over five acres (38%) were clearly preferred over smaller parks among the participants with a recorded scale preference.



Trails and Greenways

Residential

53% of the public’s residential feedback was left at the March 19th workshops where scale was not indicated. Of the input received at the April 7th workshop or online, Single-Family Detached homes were clearly preferred (85%) by the participants. In addition, comments were received that suggested senior housing or assisted living in targeted areas.



Single-Family Detached

Mixed-Use

42% of the public’s mixed-use feedback was left at the March 19th workshops where scale was not indicated. Of the input received at the April 7th workshop or online, the public preference for the scale of mixed-use buildings varied by location, but desires for 2-3 story structures were placed most frequently (41% of responses).



2-3 Story Building

Industrial

71% of the public’s industrial feedback was left at the March 19th workshops where scale was not indicated. Of the input received at the April 7th workshop or online, participants clearly preferred small multi-unit industrial buildings (50% of responses).



Small Multi Unit

Commercial

Of the input received at the April 7th workshop or online, freestanding individual commercial buildings were preferred in 69% of the commercial responses. Multi-tenant strip centers came in second with 22% of the responses. Big Box Stores only represent 6% of the preference for commercial development.



Individual Buildings

NOTE: Since red dots were used for both commercial and mixed-use at the workshops, it is impossible to know which land use category was intended for workshop dots that did not include a written code (such as those placed at the March 19th workshops as noted above). Instead of arbitrarily attempting to

infer which land use category was intended, staff coded all 94 blank red workshop dots as “mixed-use” because this category encompasses commercial (but commercial does not fully encompass mixed-use). While this decision likely resulted in some dots being coded inaccurately, it is worth noting that when the land use category was clearly indicated during the April 7th workshop or online, the public desired mixed-use nearly three times as much as commercial alone (141 mixed-use dots vs. 53 commercial dots).

Consolidated Results

Residential



Figure 3. This map illustrates the location of residential land uses placed by participants.

Residential uses were largely focused on the outskirts of Purcellville and in the Joint Land Management Area (JLMA). Where the scale of the land use is indicated, the participants supported single-family detached residential in most locations. A series of 13 comments related to residential density indicated preference for 3-10 acre lots (or current by-right zoning) in areas outside of Purcellville. Most of these comments (11) were collected in the April 7 meeting. Major clusters of residential uses were proposed north of Harry Byrd Highway along Purcellville Road and Berlin Turnpike.

Residential uses were also supported at the intersection of Berlin Turnpike and East Main Street as well as along A Street. While these locations were mostly considered feasible for single family detached residential, some participants were supportive of duplex and multi-family residential.

Some participants suggested additional residential uses along Main Street as a counter to the predominantly commercial uses along the corridor, specifically noting the importance of maintaining the historic character of Purcellville. Single-family detached residential was also suggested along 32nd Street south of West Main Street and on the Loudoun Country Club property (should it ever be redeveloped).

Some additional residential related comments include suggestions for inclusion of assisted living, more affordable housing options for the middle class, and opportunities for small cottages or small houses in an enclave to promote affordability.

Commercial

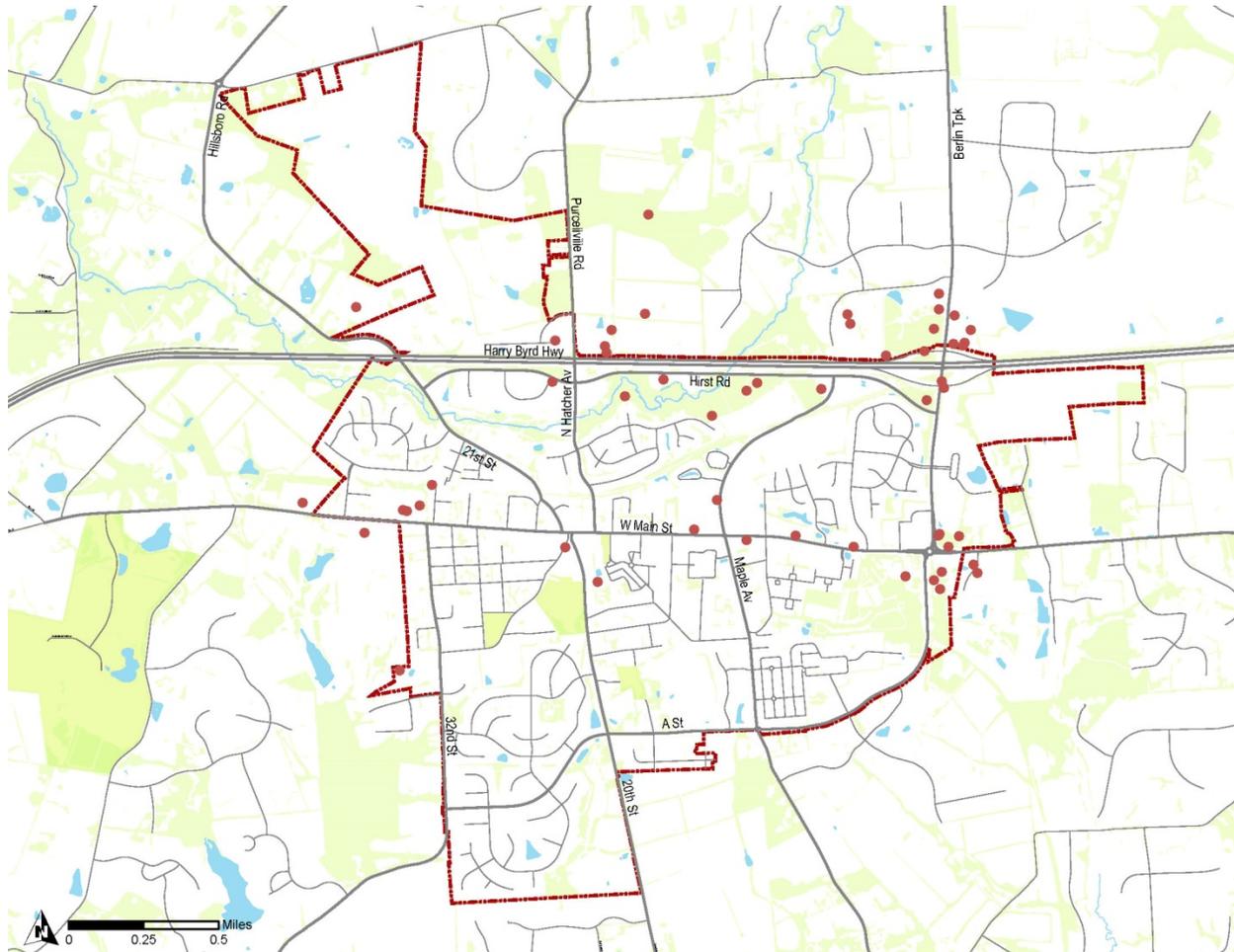


Figure 4. This map illustrates the location of commercial land uses placed by participants.

Commercial uses were predominantly focused along Main Street and Harry Byrd Highway. Many participants noted the abundance of shopping on Main Street and were not supportive of additional multi-tenant or big box commercial in Purcellville.

Minor clusters of commercial uses were suggested at the intersection of Berlin Turnpike and Harry Byrd Highway as well as Berlin Turnpike and East Main Street. At the intersection of Harry Byrd Highway and Berlin Turnpike, participants showed a preference for individual buildings and specifically noted in their comments a dislike for strip shopping centers or malls referring to traffic issues as a concern. One participant indicated a hotel use at the highway intersection.

At the intersection of Berlin Turnpike and East Main Street, participants showed a preference for multi-tenant shopping center or multi-story office building south of East Main Street. One participant noted the infeasibility of residential at the intersection but supported a long stay residential option.

A few commercial uses were suggested along Purcellville Road north and south of Harry Byrd Highway and along West Main Street at 32nd Street. Along Purcellville Road, participants showed a preference for individual buildings, but also showed some tolerance for multi-tenant strip centers and big box stores. In addition to the clusters, participants also expressed a preference for redevelopment along Main Street to enhance the street character.

Mixed Use

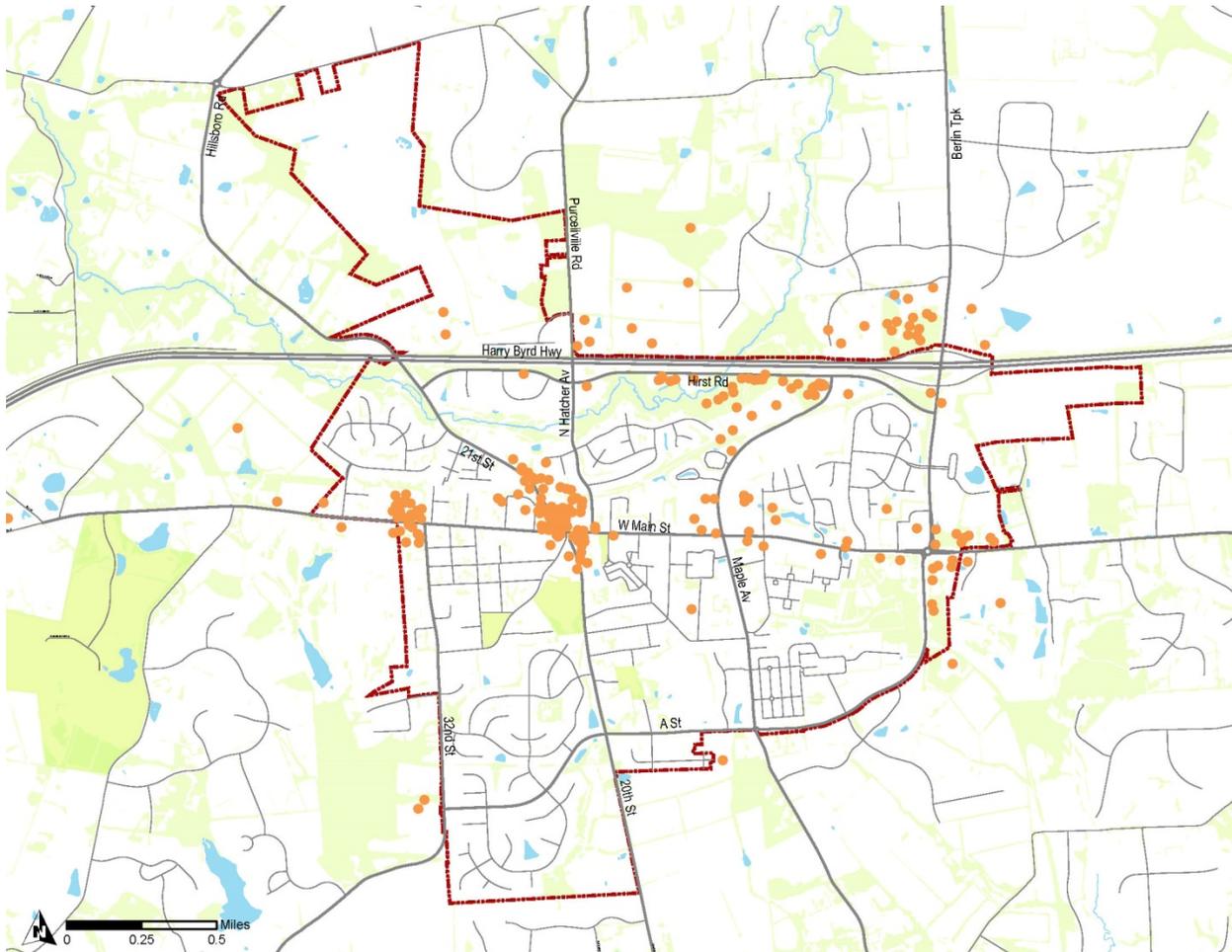


Figure 5. This map illustrates the location of mixed uses placed by participants.

Overall, the participants were supportive of commercial uses in a mixed use format at an appropriate scale and character. Preferences for mixed-se development were mostly focused in existing commercial and industrial areas in Purcellville, especially the downtown at Main Street and 21st Street. Participants also noted the need to enhance walkability and include parks within the mixed use areas.

Participants were supportive of mixed uses in the existing 1 to 2 story buildings along 21st Street closer to West Main Street, with 2 to 3 and 4 story buildings further north along 21st Street, which would extend the downtown character north. In addition to the downtown, participants suggested redevelopment of the shopping centers along Main Street to include mixed uses.

Participants were supportive of 1 to 2 and 2 to 3 story mixed use buildings at the intersection of West Main Street and 32nd Street. Many participants noted that the existing industrial business district on Hirst Road would benefit from mixed use, including more commercial uses and some residential uses in proximity to the Fire Hall and the Washington & Old Dominion Trail.

Participants also suggested 2 to 3 story mixed use buildings at key intersections along Berlin Turnpike, including Harry Byrd Highway and East Main Street. Some participants were also supportive of mixed uses along Purcellville Road north of Harry Byrd Highway, but others noted the importance of maintaining the rural character of the area.

Industrial

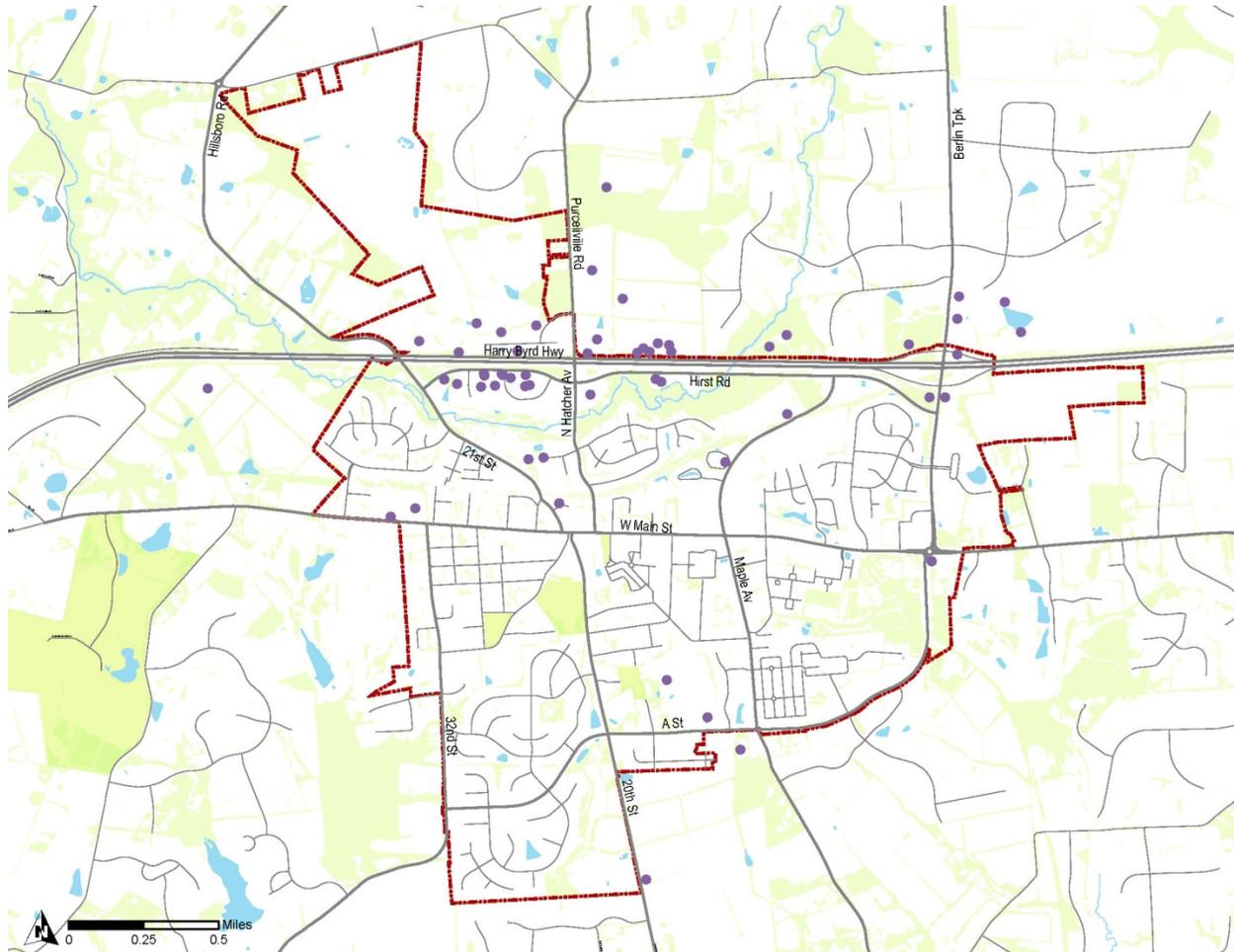


Figure 6. This map illustrates the location of industrial land uses placed by participants.

Industrial uses were only minimally recommended by participants, with only 55 points added, and most of them in areas where industrial development already exists. The new points were predominantly focused along Harry Byrd Highway, especially in areas near land that is already zoned for industrial uses. Some participants noted the need for more industrial space in Western Loudoun County but also noted the importance of encouraging local businesses and managing traffic impacts. While the participants generally supported small or medium scale industrial uses, a few participants suggested manufacturing and warehousing buildings.

The industrial dots placed supported small, multi-unit industrial uses along Hirst Road, keeping with the existing character of the area. One or two dots indicate extending the industrial uses north along Purcellville Road and the associated comment suggested working with the county to expand industry and commercial ventures here and develop access to Rt. 7. . Additional industrial uses were also suggested at the intersection of Berlin Turnpike and Harry Byrd Highway.

Parks and Open Space

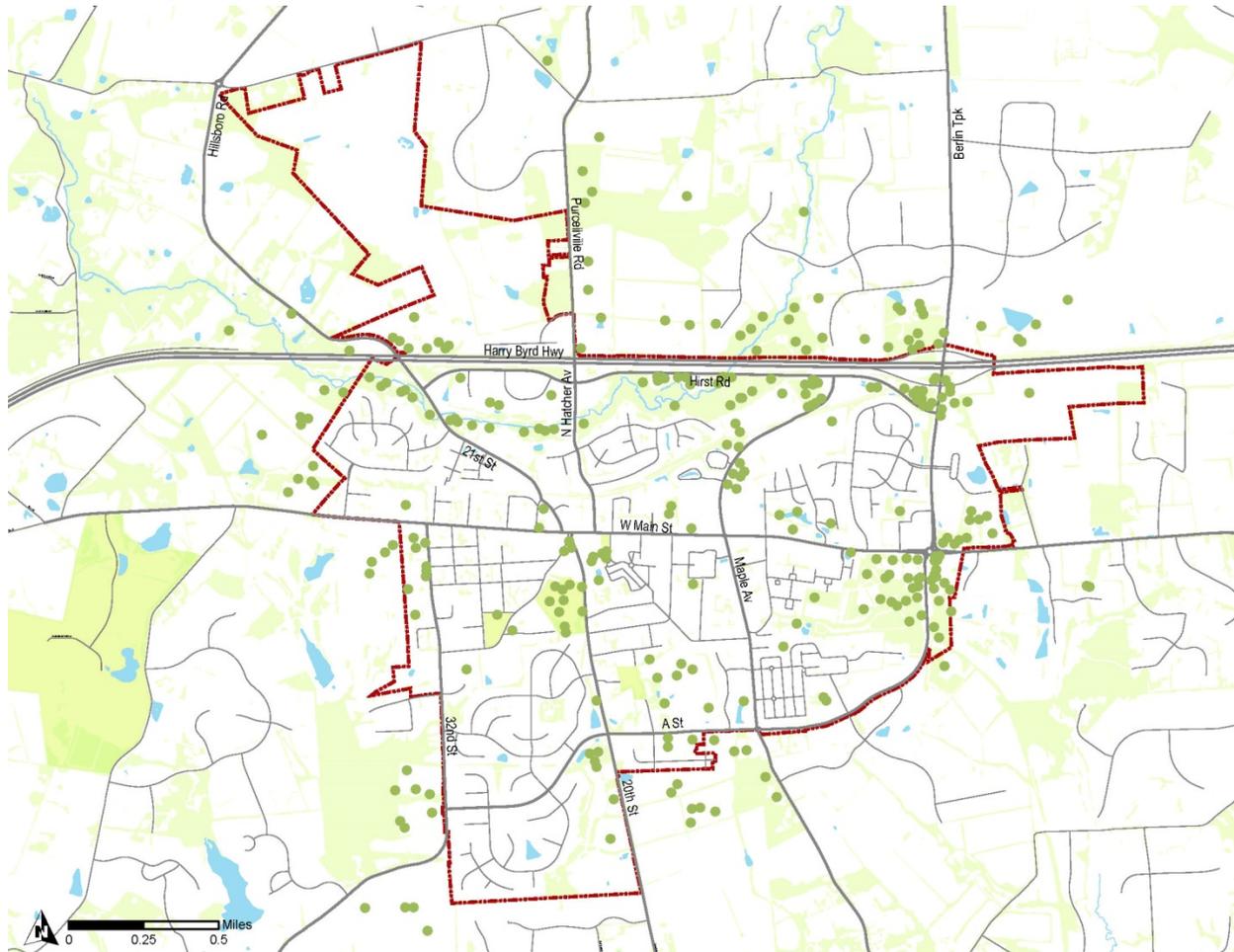


Figure 7. This map illustrates the location of parks and open space placed by participants.

Maintaining the small town character of Purcellville was a critical concern for most participants, and parks and open spaces were considered a key component of the town’s character. In general, participants supported preserving existing parks and open spaces and extending open space opportunities where possible.

Many participants supported trails/greenways and community parks along Catoctin Creek, noting the importance of floodway and watershed protection. Some participants also suggested extending the stream/linear park under Harry Byrd Highway, culminating in an arts/cultural center. Many participants also suggested enhancing the Washington and Old Dominion Trail though Purcellville with added trail facilities and connections to other regional trails.

Participants also expressed interest in developing parks and open spaces within the historic core of Purcellville, including small pocket parks, larger community parks, and trails/greenways, in order to enhance the historic corridor and town center. While most participants focused on passive recreational open spaces, some participants expressed the need for active recreational facilities such as sports fields and indoor sporting arenas. Two specific recommendations were provided for locations in the northeast corner of the Harry Byrd Highway and Purcellville Road intersection as well as the southwest corner of the A Street and 20th Street/Telegraph Spring Road (Route 611) intersection.

WORKSHOP EXHIBITS

The following pages include all maps and posters prepared for the open houses and online activity. We have also included consolidated results from the mapping exercise.

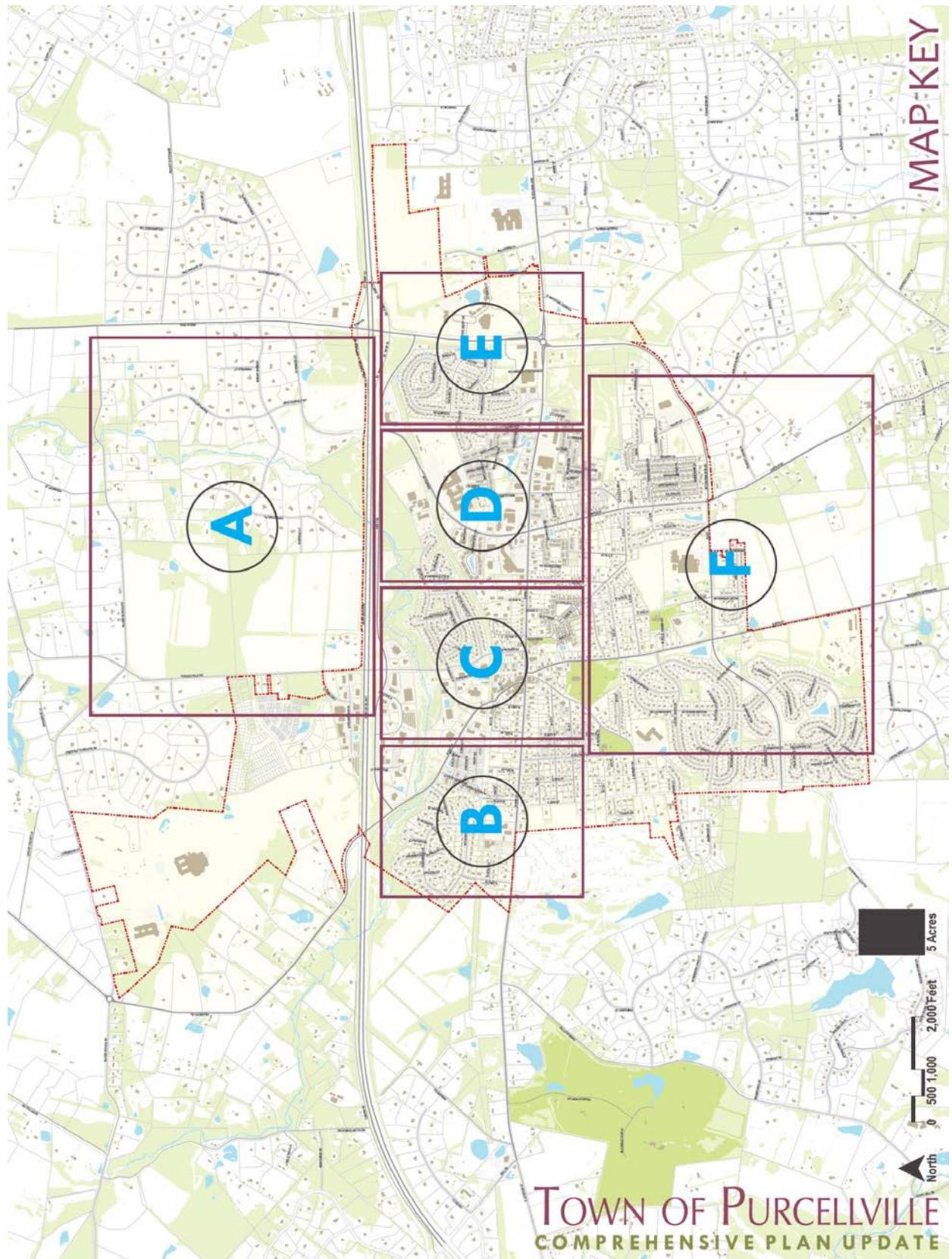


Exhibit A: Mapping Exercise and Stations from Open House

TOWN OF PURCELLVILLE COMPREHENSIVE PLAN UPDATE

Residential	Commercial/ Mixed Use	Industrial	Public/ Institutional
			
			
			
			
			

Place a star on the images that are the right use and scale for this area.
Example images for scale preference selection. Not architectural style.

Exhibit B: Use and Scale poster from March 19th Event

TOWN OF PURCELLVILLE COMPREHENSIVE PLAN UPDATE

Use and Scale Options

This poster provides a menu of different sizes of five essential land uses currently found in Purcellville. Place the corresponding colored dots on the adjacent map to show us where you think the uses should go. Use a pen to write-in the number code (i.e. R-1, C-2, I-3 etc.), from the images below to indicate the scale you think is most appropriate. Images are not intended to be representative of architectural style.

	SMALL	MEDIUM	LARGE	X-LARGE
Residential	 R-1 single-family detached	 R-2 duplex	 R-3 3-story townhouses	 R-4 4-story multi-family flats
Mixed-Use <small>*includes retail, office, professional services and residential</small>	 M-1 1-2 story	 M-2 2-story	 M-3 2-3-story	 M-4 4-story
Commercial <small>*includes retail, office, and professional services</small>	 C-1 individual building	 C-2 multi-tenant strip center	 C-3 multi-story office	 C-4 big box store
Industrial	 I-1 small multi-unit	 I-2 medium single use/service	 I-3 warehouse	 I-4 manufacturing/factory
Parks and Open Space	 P-1 trails and greenways	 P-2 < .5 ac. pocket parks	 P-3 < 2 ac. neighborhood park	 P-4 > 5 acre community park

Exhibit C: Use and Scale poster from April 7 and the Online Activity

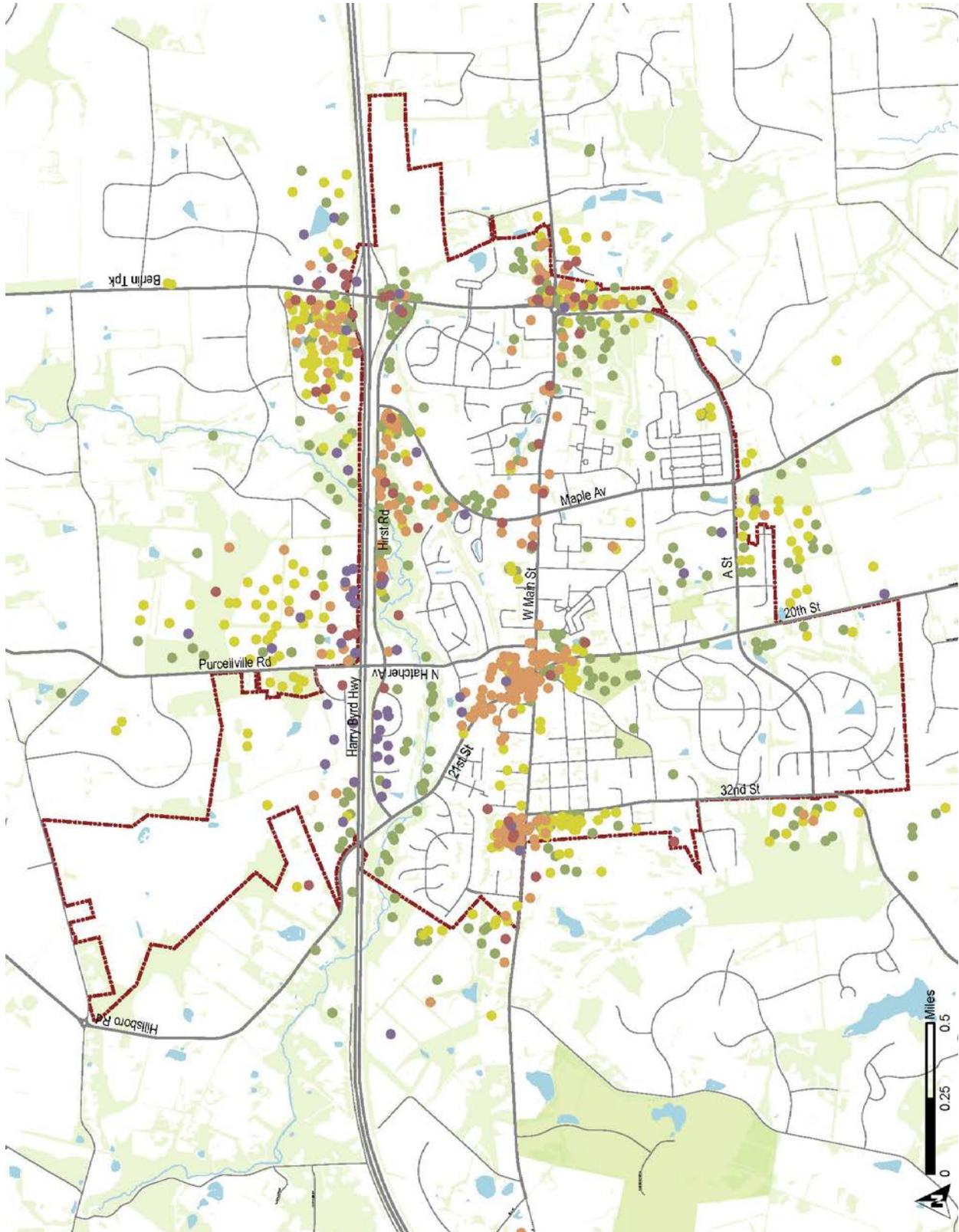


Exhibit D: Consolidated Feedback – All Use Categories

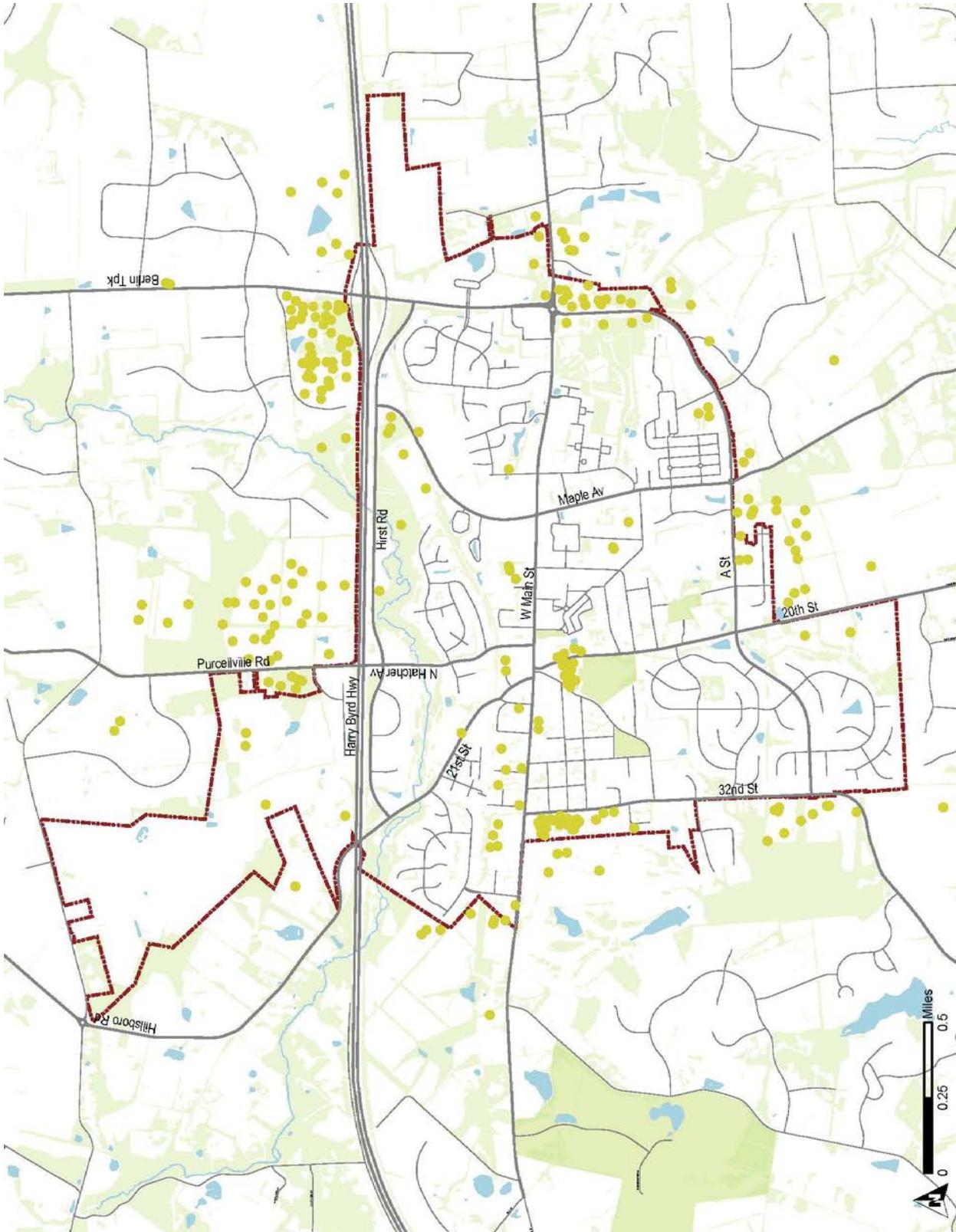


Exhibit E: Consolidated Feedback – Residential

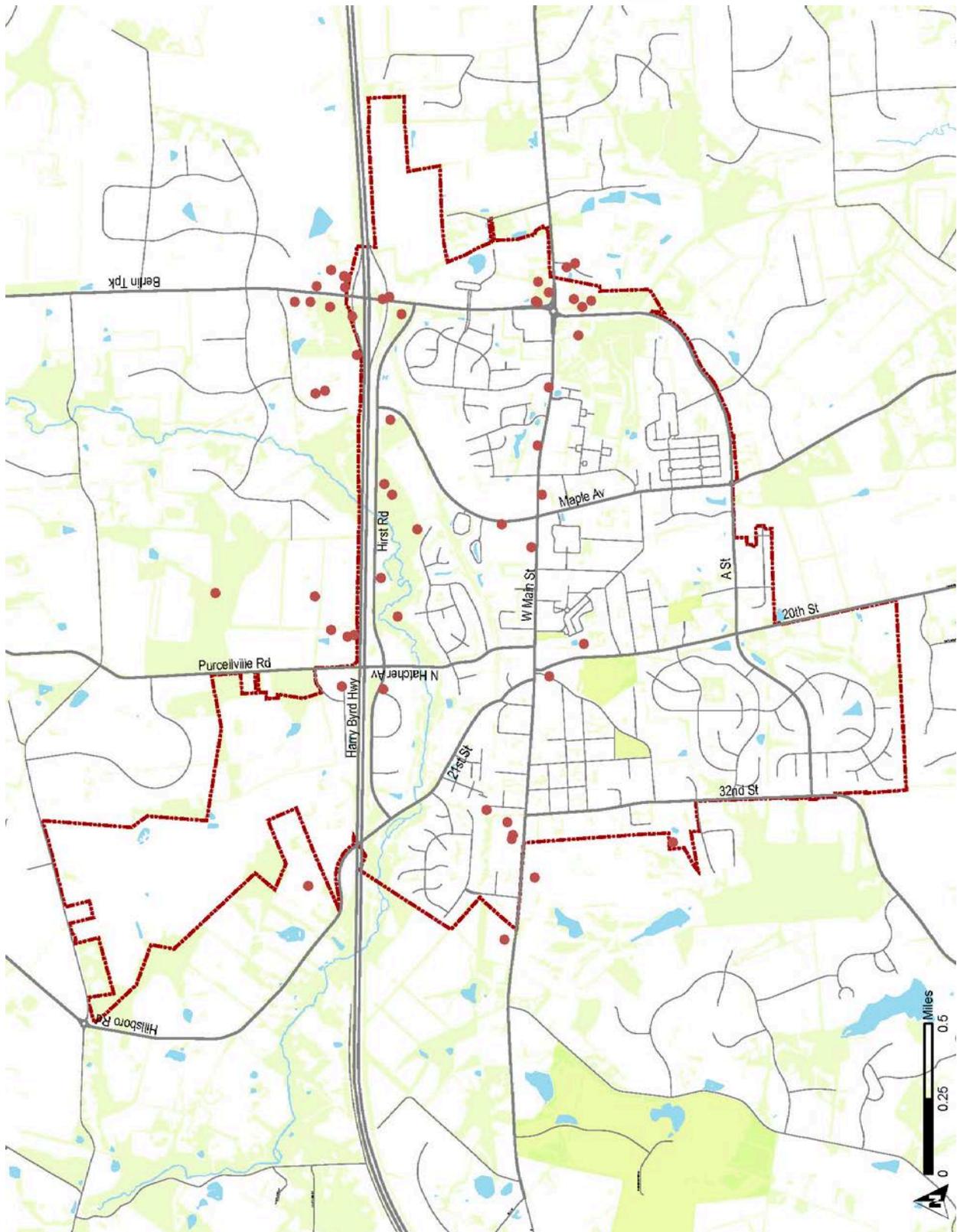


Exhibit F: Consolidated Feedback – Commercial

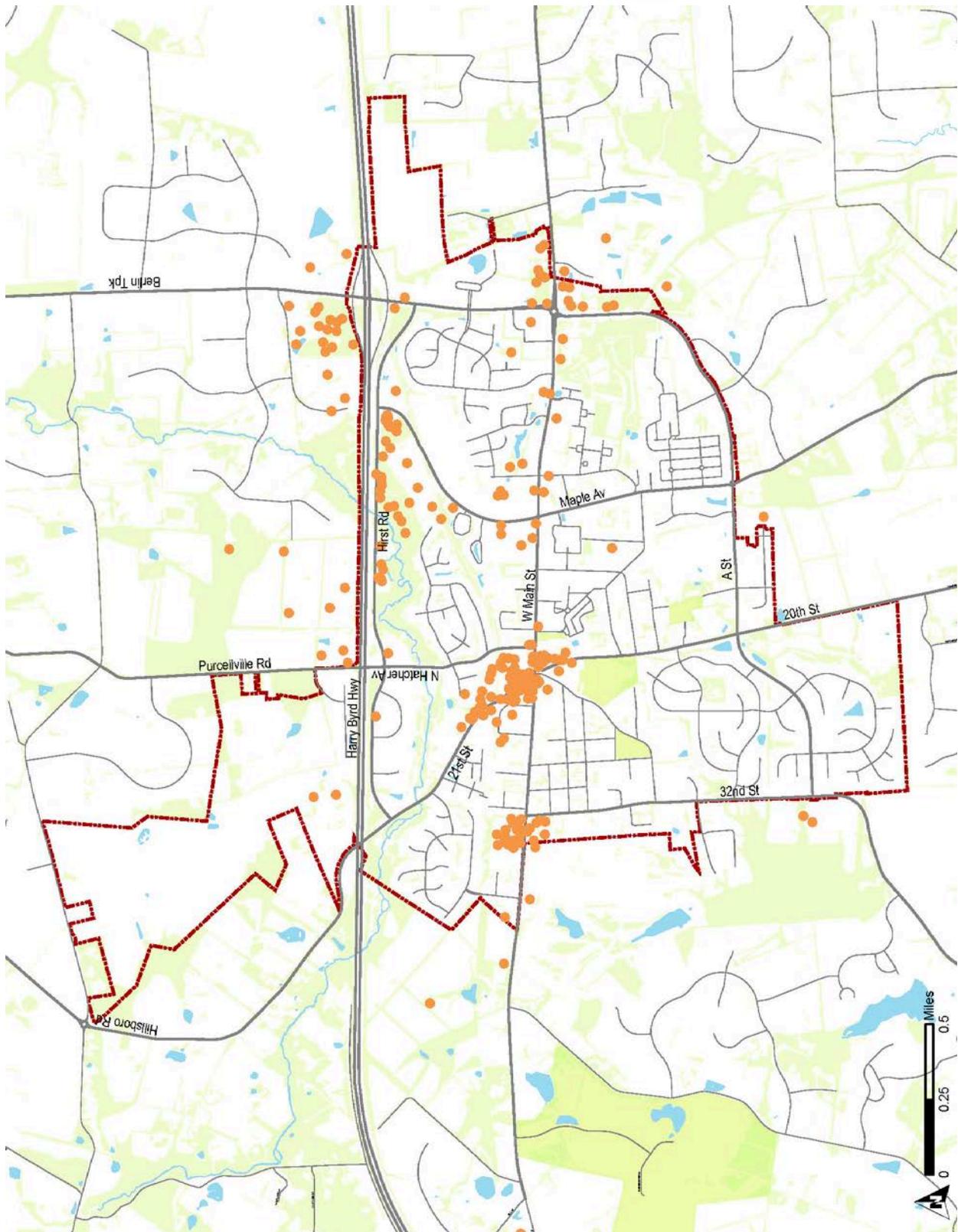


Exhibit G: Consolidated Feedback – Mixed Use

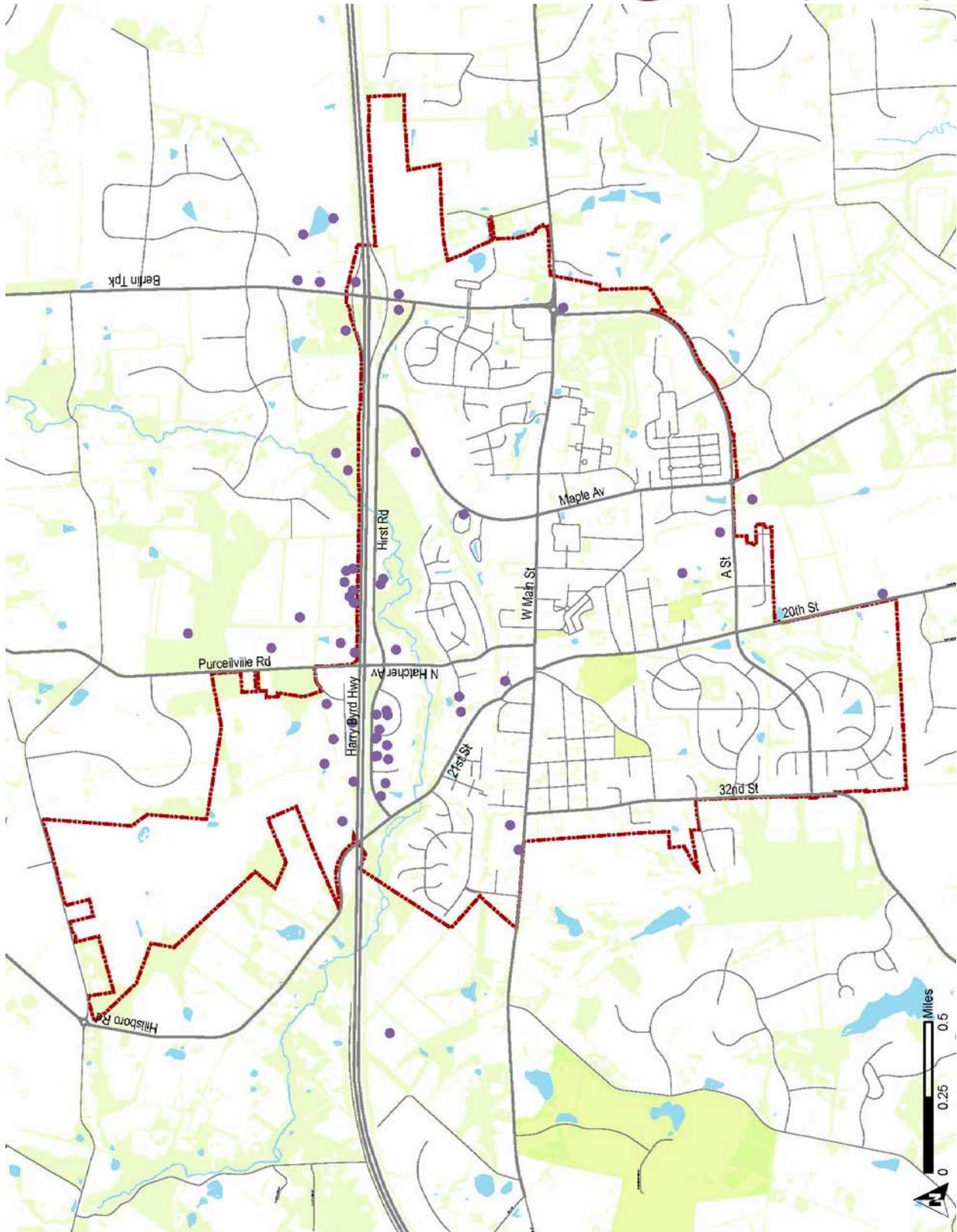


Exhibit H: Consolidated Feedback – Industrial

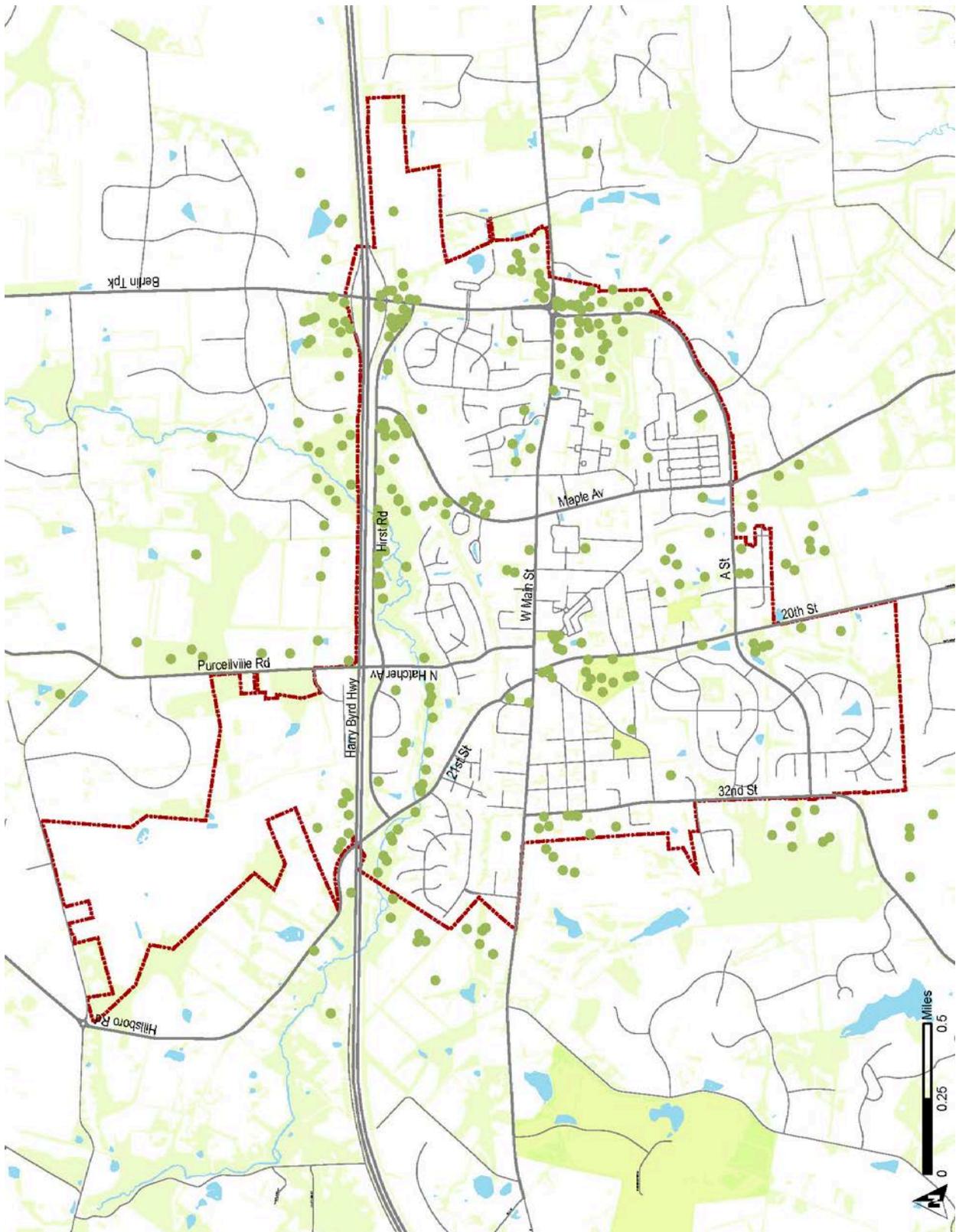


Exhibit I: Consolidated Feedback – Parks and Open Spaces

COMMENTS

The following pages include all the comments received from the open houses and online activity. The comments have been sorted by event and participant residence location.

Land Use Category	Land Use Subcategory	Comment
Online Exercise / Live in Town of Purcellville		
Commercial	Individual Building	Church
Commercial	Individual Building	Hospital
Commercial	Individual Building	Hotel
Commercial	Individual Building	Purcellville does not need a strip mall here. There is plenty of shopping at Gateway, and we certainly don't need to make the traffic worse here.
Commercial	Individual Building	Residents living and walking around the rotary area is not a safe idea. I would think a building where people stay for some length of time is better here than quick in and out. Possibly a nice Italian restaurant.
Commercial	Individual Building	Something along the lines of a Target.
Commercial	Individual Building	This would be a great place for St. Peter's to build a school building for it's future cammpus.
Commercial	Multi-Tenant Strip Center	This area could be great for small town amenities.
Commercial	None of the Above	Hospital
Commercial	None of the Above	Nursing home
Commercial	None of the Above	Small hotel. This is a difficult call because Wright Farm should have never been allowed to sprawl that close to the Rt 7 exit ramp.
Industrial	Manufacturing/Factory	Work with County to expand indusrty and coml ventures here. Develop access to Rt 7 too.
Industrial	None of the Above	I believe the industrial park should be zoned for industrial and commercial uses
Industrial	Small Multi Unit	Locally owned, not big chains. OK as long as it does not draw too much traffic.
Industrial	Small Multi Unit	Western Loudoun needs alot more industrial space.
Mixed-Use	1-2 Story	200 S. 20th St: This property currently located between Zone R3A and Commercial. It should, given this selection be at Mixed Use 1-2 Story.
Mixed-Use	1-2 Story	Limited use office, residential brownstones plus above shop condos and retail/restaurant space on <5 acre with cottage/small home and park
Mixed-Use	2 Story	Assisted Living - we need to be able to take care of our sick and elderly.
Mixed-Use	2 Story	I think that the addition of mixed use areas for the town is a real positive. Creating areas that include residential, some commercial and parks benefits the citizens of Purcellville. It is unfortunate that a small number of nay sayers seem to have so much sway with the community - especially since many of them live outside of the town limits.
Mixed-Use	2 Story	preserving old town charm by renovating or incorporating existing

Land Use Category	Land Use Subcategory	Comment
		buildings into new builds/architecture. DO NO PUT THAT GROSS MODERN MONSTROSITY HERE!
Mixed-Use	2 Story	Repurpose West Main between 32 & 33rd from single store light industry/coml to mixed use with heavy blend of residential brownstones of <1200 sq ft and sm shop and restaurants
Mixed-Use	2 Story	We need a hotel and entertainment options for our families.
Mixed-Use	2-3 Story	Would love to see a cleaned up nice downtown with shops, reassurance and other things for people to actually enjoy!
Mixed-Use	2-3 Story	at least TRY to use existing footprints combined with architecture that fits with old town charm/history. Bringing in artisanal businesses/uniqueness.
Mixed-Use	2-3 Story	buy or move care place and use existing footprint for new, surrounding charm conscious, build. this space is being wasted.
Mixed-Use	2-3 Story	I enjoying seeing mixed use, it brings people to an area to eat and shop as well gives people that want to live in the heart of town an option to do so
Mixed-Use	2-3 Story	I would like to see the nonfunctional building replaced with something that would give people another option off the 21st block
Mixed-Use	2-3 Story	Reference earlier plans for creating more vibrant core with mixed use.
Mixed-Use	2-3 Story	The gas station and storage lot are really ugly and don't fit old town. A new building(s) matching the town's character would be a tremendous improvement.
Mixed-Use	2-3 Story	There is no compelling evidence that large condos and many additional store fronts in the downtown area won't sit vacant. P'ville is too far from DC to compel people to commute 1 1/2 hours to live in a condo in our downtown. developing it just to develop it doesn't make sense and will ruin the small-town feel.
Mixed-Use	4 Story	Hospital
Mixed-Use	4 Story	I would love to have place to take my family with decent shops and restaurants and an outdoor place.
Mixed-Use	4 Story	retail with max 3 stories above
Mixed-Use	None of the Above	If it will keep our water and sewer rates down, bring it in to town. But make sure it has a good design!
Mixed-Use	None of the Above	If it will keep our water and sewer rates down, bring it in to town. But make sure it has a good design!
Mixed-Use	None of the Above	Treatment program for addicts, including long-term housing, employment and Recovery programs.
Parks and Open Space	<.5 ac. Pocket Parks	Passive park, not playgrounds, mini golf courses, skate parks, etc.
Parks and Open Space	<2 ac. Neighborhood Park	Acquire green space next to library, walk through to fireman's field. Welcome center or small ampitheatre...
Parks and Open Space	<2 ac. Neighborhood Park	Connected greenway between library and Firemans Field. Part of green corridor part of park and open space plan sine early 2000s.
Parks and Open Space	<2 ac. Neighborhood Park	Develop as neighborhood park as developer should have done.
Parks and	<2 ac. Neighborhood Park	open park next to library

Land Use Category	Land Use Subcategory	Comment
Open Space		
Parks and Open Space	<2 ac. Neighborhood Park	This intersection does not need to be covered with more shopping centers! Keep the beautiful open space & greenery with a nice park (and maybe bring back the trees?)
Parks and Open Space	<2 ac. Neighborhood Park	This would be a great location for a neighborhood park.
Parks and Open Space	<2 ac. Neighborhood Park	We could use additional sports fields and even an indoor sporting arena.
Parks and Open Space	>5 Acre Community Park	287/7 cannot handle the traffic now...will be a mess with housing or retail
Parks and Open Space	>5 Acre Community Park	buy this car place, turn into a green park for picnics/community gardens/etc. would be better use of space than used cars on this row.
Parks and Open Space	>5 Acre Community Park	How about a dog park here, surrounded by open park land?
Parks and Open Space	>5 Acre Community Park	I would be nice to reserve land around the town for a larger nature area, with trails & places to sit, rather than more sprawl of commercial zones.
Parks and Open Space	>5 Acre Community Park	Put land to use as joint venture with NoVa Parks Authority for cmtly park with mini golf and even par 3 exec course on land already owned by Town. Preserve as major open space.
Parks and Open Space	>5 Acre Community Park	The town needs greenspace and a historic corridor is the best place for it
Parks and Open Space	>5 Acre Community Park	Usable land here set aside as greenway, trail to Franklin Park and community light rec.
Parks and Open Space	>5 Acre Community Park	We have enough commercial areas on this side of town.
Parks and Open Space	None of the Above	good place for a cemetery. Purcellville doesn't have one that I know of...
Parks and Open Space	None of the Above	I like the idea of using the barn for an art center.
Parks and Open Space	None of the Above	Passive park, no playgrounds
Parks and Open Space	None of the Above	The development of this corner has been done with false argument. In a purely economic basis, very little of the revenue that is generated from big box stores or national chains actually stays in the town to benefit the town members. A lot of this comes from an understanding of what Purcellville is: P'ville is not a stop on the highway. It is a destination. People going to an IHOP will only be taking away the income from a small local owned business like Purcellville Diner. This development not only changes the face of this community, but it is development purely for development's sake. It has not been done with the best interest of our community in mind.
Parks and Open Space	Trails and Greenways	Great location to expand Chapman-DeMary Trail Park complex.
Parks and Open Space	Trails and Greenways	No one is asking for anything here except developers and they aren't looking out for the interests of the community.

Land Use Category	Land Use Subcategory	Comment
Parks and Open Space	Trails and Greenways	Or neighborhood park with no playground.
Parks and Open Space	Trails and Greenways	Preserve and extend stream, linear park and planned trail under Rt 7 to Wright Farm et al.
Parks and Open Space	Trails and Greenways	Reserve trail right of way for Manassas Gap RR linear park to connect to W&OD running South to Manassas. Town to create trailhead.
Parks and Open Space	Trails and Greenways	Set aside for linear park expansion and future development of both Harpers Ferry and Appy Trail connectors per Town, County and State plans.
Parks and Open Space	Trails and Greenways	We don't need high density residential or additional commercial. We moved to Purcellville because it is a small town, not because we wanted to change it.
Parks and Open Space	Trails and Greenways	We have 4 existing shopping centers in town in addition to historic downtown and Catoclin Corner shopping center under development. We do not need another commercial, mixed use area in town
Parks and Open Space	Trails and Greenways	we need to stop the development of these green areas until we have a comprehensive growth plan that keeps the growth in check. If we wanted to live in sprawl we'd have moved to Ashbury.
Residential	4 Story Multi-Family Flats	I agree this could be a good place for more affordable apartments - within walking distance to stores and jobs.
Residential	4 Story Multi-Family Flats	We need housing that the elderly and recent college grads can afford.
Residential	Duplex	We need housing that is within reach of middle class families.
Residential	None of the Above	I happen to know the couple that currently live over here moved to town specifically to get this area rezoned so they could sell it. Keep Purcellville small!
Residential	None of the Above	Look to develop as small house enclave similar to ex. in Portland and other locations. Houses either detached or villa style and 600-1200 sq ft.
Residential	None of the Above	Look to develop as small house enclave similar to ex. in Portland and other locations. Houses either detached or villa style and 600-1200 sq ft.
Residential	None of the Above	Retirement community
Residential	None of the Above	Retirement Community/Assisted Living
Residential	None of the Above	Small cottage dense development for first time homebuyer' sm family, empty nester. Would require special zoning beyond R3 and not townhomes.
Residential	Single-Family Detached	ask truck industrial to move to new industrial park, less visible. Infill with homes or townhomes here, no add'l commercial, paint store ok
Residential	Single-Family Detached	Homes on large lots to minimize density. The traffic at the 7/287 intersection is already horrible in the afternoon. Don't develop anything that will make it worse.
Residential	Single-Family Detached	I do not want to see a big box store anywhere near Purcellville!
Residential	Single-Family Detached	Maintain current zoning here - its what Purcellville and the region wants - its a gateway to town and a historic corridor. Please show respect for this and don't circumvent the wishes of those of us who live here.

Land Use Category	Land Use Subcategory	Comment
Residential	Single-Family Detached	Maintain the historic residential neighborhood. No further commercial development on 20th street.
Residential	Single-Family Detached	No additional commercial development on South 20th street.
Residential	Single-Family Detached	No commercial use on Nursery Avenue - leave it as it is.
Residential	Single-Family Detached	No further commercial use on Nursery Ave.
Residential	Single-Family Detached	On large lots
Residential	Single-Family Detached	Purcellville certainly does not need a strip mall here!
Residential	Single-Family Detached	the rest of the area is homes on 3 plus acres. I think the landscape should be consistent
Residential	Single-Family Detached	There is already vacant commercial/retail space in town. Adding more before it's needed could create deserted shopping centers like Sterling.
Residential	Single-Family Detached	This area should be residential with some open space. If we want to keep Purcellville's small town character, we do not need big box stores. People who want them should drive longer distances to get to them and not ruin Purcellville for the sake of convenience.
Residential	Single-Family Detached	This area should be residential with some open space. If we want to keep Purcellville's small town character, we do not need big box stores. People who want them should drive longer distances to get to them and not ruin Purcellville for the sake of convenience.
Residential	Single-Family Detached	This intersection is already to congested to handle more commercial development.
Online Exercise / Live outside Town of Purcellville		
Commercial	Individual Building	The buildings in this strip are ugly and could be redeveloped to frame the street better like 21st Street.
Commercial	Individual Building	The buildings in this strip are ugly and could be redeveloped to frame the street better...sort of like 21st.
Commercial	Multi-Tenant Strip Center	Only once the off-ramps are built
Mixed-Use	2 Story	Extend downtown to the north.
Mixed-Use	2 Story	Extend downtown to the north.
Mixed-Use	2 Story	Extend downtown to the north.
Mixed-Use	2-3 Story	A mixed-use expansion of the shopping center would work well here.
Mixed-Use	2-3 Story	Another good place for mixed-use since it is close to 7 and W&OD. Anything that goes here should be as attractive as the fire station!
Mixed-Use	2-3 Story	Any development should make use of the existing farm buildings.
Mixed-Use	2-3 Story	If they ever expand, this could be a good location for some apartments over retail.
Mixed-Use	2-3 Story	Northern 30-50% of property could be mixed use with the properties along Main Street.
Mixed-Use	2-3 Story	Purcellville has 9,000 people and growing. There are not enough services for all those people. We need more commercial, retail and industrial space.
Mixed-Use	2-3 Story	The Chapman building is ugly and too tall, but a smaller, well designed building would fit well in downtown.
Mixed-Use	2-3 Story	We need to extend downtown's charm to the north!

Land Use Category	Land Use Subcategory	Comment
Mixed-Use	4 Story	A lot of the properties north of the W&OD could be redeveloped in a walkable way with a mix of uses in taller buildings that extends downtown to the north.
Mixed-Use	4 Story	A lot of the properties north of the W&OD could be redeveloped in a walkable way with a mix of uses that extends downtown to the north. Also, since these properties are lower, the buildings could be taller without seeming too tall.
Mixed-Use	4 Story	As this shopping center gets older and continues to lose businesses, it could be developed into a great mixed-use center. It has a great location!
Mixed-Use	4 Story	Could be redeveloped with the adjacent shopping center one day.
Mixed-Use	4 Story	North of the W&OD could be redeveloped with a mix of uses and a walkable design that extends downtown to the north.
Mixed-Use	4 Story	This property is the western Gateway to the Town of Purcellville. Traffic will not come through town, but will use the Round Hill exit.
Parks and Open Space	<.5 ac. Pocket Parks	This are should provide for an expansion of Franklyn Park.
Parks and Open Space	<2 ac. Neighborhood Park	Expand the park and add trails
Parks and Open Space	<2 ac. Neighborhood Park	There is no reason to create an entire town around this traffic circle - which is outside the true town of Purcellville. Business should stay in the downtown area and west of Giant on E. Main Street. We do not need any chain or franchised stores or residences here. Keep this space green - building here is an unnecessary expansion of Purcellville's borders.
Parks and Open Space	>5 Acre Community Park	I keep saying this should be parks and the pin changes to INDUSTRIAL. This map does not work.
Parks and Open Space	>5 Acre Community Park	Parks and rec.. No infrastructure to help with the traffic and the ext ramp and on ramp are to dangerous right there with the Old Dominion trail.
Parks and Open Space	>5 Acre Community Park	There is a small fishing lake here as well.
Parks and Open Space	None of the Above	No high density commercial or residential
Parks and Open Space	None of the Above	This should be parks and rec...287 can not handle the infrastructure or traffic for homes or commercial use
Parks and Open Space	None of the Above	Would love to see a winery open up.
Parks and Open Space	Trails and Greenways	The Purcellville Watershed should responsibly managed, sustainable trails developed for outdoor use, ie hiking, biking, etc. We were attracted to Purcellville for the small town, community atmosphere. The lack of forward thinking town management to develop recreational activities outside of organized team sports was a major factor in us moving our family away.
Parks and Open Space	Trails and Greenways	There is no reason for Purcellville to continue to expand it's borders and create housing or stores in this area. You are encroaching on

Land Use Category	Land Use Subcategory	Comment
		another towns and creating traffic. The taxes from these areas will not be enough to support the water or school funding needs to make any development here beneficial to the community.
Parks and Open Space	Trails and Greenways	Trails and Greenways for the currently restricted Watershed property.
Residential	None of the Above	Maybe assisted living could work here since it is close to INOVA
Residential	None of the Above	Maybe assisted living could work here since it is close to INOVA
Residential	None of the Above	Retirementcommunity
Residential	None of the Above	This could be a good place for assisted living since it is close to the trail, fire hall and INOVA (kinda).
Residential	Single-Family Detached	Bottom 50-70% of the property should be single-family detached with similar lot sizes to the properties across 32nd Street.
Residential	Single-Family Detached	build by right
Residential	Single-Family Detached	Ilma. Homes on 2 or 3 acres
Residential	Single-Family Detached	Purcellville needs to stay within it's borders - there is no reason to continue to build space for new businesses. You can revive your business areas between Giant and Main street if you want, but leave county space to the residences or agriculture - the true economic driver of this area.
Residential	Single-Family Detached	The Law say 1 House for every 3 Acres, you should respect the law, who of you politicians is getting money under the table to entertain all this business that want to change the town for bad. You are CORRUPT get out of Loudoun County and Purcellville we want to keep the old town as it is... Stupids"
April 7, 2016 Open House / Unknown		
Commercial	Individual Building	"Trader Joes!"
Mixed-Use	None of the Above	"New Police Station?"
Parks and Open Space	>5 Acre Community Park	"Private"
Parks and Open Space	>5 Acre Community Park	"Private"
Parks and Open Space	None of the Above	"Green area along highway"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"

Land Use Category	Land Use Subcategory	Comment
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left alone"
Parks and Open Space	None of the Above	"Left undeveloped"
Parks and Open Space	None of the Above	"Left undeveloped"
Parks and Open Space	None of the Above	"Orchard left alone"
Residential	None of the Above	"I2"
Residential	Single-Family Detached	"2-5 acre lot size"
Residential	Single-Family Detached	"3 acre lots"
Residential	Single-Family Detached	"3-5 acre lots"
Residential	Single-Family Detached	"5 acre + lots"
Residential	Single-Family Detached	"5 acre lots approx"
Residential	Single-Family Detached	"5 acre lots approx"
Residential	Single-Family Detached	"5 acre lots or more"
Residential	Single-Family Detached	"5-10 acre lots if poss."
Residential	Single-Family Detached	"5-10 acre lots if possible"
Residential	Single-Family Detached	"5-10 acre lots if possible"
Residential	Single-Family Detached	"5-10 acre lots"
Residential	Single-Family Detached	"Add 1 or 2 home w/ lot of acreage"
Residential	Single-Family Detached	"Large acre lots"
Residential	Single-Family Detached	"Large acre lots"
Residential	Single-Family Detached	"Large lots 5-10 acre"
Residential	Single-Family Detached	"Large lots"

Compendium of Public Input

Round 3-Guiding Principles and Scenarios

DRAFT FOR PLANNING COMMISSION REVIEW

7.19.2016

Prepared by:

McBride Dale Clarion

Contents

Overview	3
Visioning Workshop Summary	4
Guiding Principles Ranking.....	5
Theme Prioritization	13
Target Area Visioning Exercise.....	13
Target Area Visioning Results	17
Guiding Principles Results	23
Overview	23
Visioning Workshop Results.....	26
Online Results	28
Individual Comments and Rating Results (Combined).....	30
Future Development Scenarios.....	45
Scenario A	46
Scenario B	47
Scenario C	48
Scenario Preference Summary.....	49

Overview

In Round 3 of the public input two major elements of the planning process were explored through a series of meetings and events held in May and June of 2016. The consultants prepared a draft set of guiding principle alternatives and a development pattern book to engage the public in discussion of possible alternative futures for Purcellville.

The first event was a public workshop held on May 19th at Purcellville Town Hall. At the workshop, participants individually ranked guiding principles for seven themes – growth management, housing and neighborhoods, economic development, character and design, transportation and mobility, public services, utilities and fiscal balance, and open space – and prioritized the themes. The participants also prepared five future development pattern visions in a group mapping exercise using a specific palette of development types.

Overall, the future development visions prepared by the groups were reflective of the values in the individual ranking and prioritization exercise. When averaged, the scores of all participants ranked **Growth Management** as the highest priority followed by Character and Design and Economic Development. In ranking the alternative guiding principle approaches in each theme, the participants focused on approaches that supported **Infill and Redevelopment** for most themes but also preferred some approaches supporting managed growth, especially for the growth management and open space themes. Almost all the options presented were rated neutrally or favorably, indicating mixed view points on how the town should address these elements in the plan. This information will be important in the continuing discussion of the scenarios and policies over the coming months.

In developing the scenarios, the five groups included a blend of development types from low to high intensity that supported infill and redevelopment in the core and managed growth along the edges where more land is available. Generally, the participants were cognizant of growth trends in the area and the long term needs for a diverse demographic.

The future development pattern visions from the group mapping exercise were used by the consultant team to develop three distinct future development scenarios that utilized all the key proposals from each group. The scenarios – A, B and C – were offered for further rating and comments at the Purcellville Music and Arts Festival on May 21st, and online for a multi-week period in May and June.

While there is an overall preference for **Scenario C**, which preserves and protects the most amount of rural land, the Scenarios were rated differently based on the event or method of participation as well as the residential location of the participants.

The online responses reflect more varied preferences with all the scenarios receiving very close average ratings in the online forum. The guiding principle ratings and priorities were similar in both the initial workshop and the results from the online polling.

This document contains summary analysis of the extensive ratings (quantifiable) and comments (qualitative) information provided through the three events.

This summary is provided to allow Planning Commission the time to review the responses, and discuss how to move forward to create a preferred set of Goals and Objectives, as well as a preferred future land use map for the comprehensive plan using this input as a guide.

Additional information will be available on the build-out capacity of the scenarios in a separate report.

Visioning Workshop Summary

The Visioning Workshop was held on May 19th, 2016 from 7:00 to 9:00 pm at Purcellville Town Hall. It was attended by 35 participants including town residents, planning commissioners and town council members. The workshop was facilitated by staff from the Town of Purcellville, McBride Dale Clarion and Kimley Horn.

Based on the first round of public input, the Community Vision 2025 stated in the *Purcellville, Virginia 2025 Comprehensive Plan* continues to largely reflect the desires of Purcellville citizens. It has been reproduced below with minor changes (underlined):

We, the People of Purcellville, love our Town.

We love its natural beauty, its history and tradition, and its "small town" charm, cultivated throughout the past century since the Town's settlement in 1764 and incorporation in 1908.

We will strive to sustain and enhance the quality of life in Purcellville by reflecting on the unique aspects of the Town's location, history, businesses and people; and strategically guiding our community into the future.

We will embrace the vitality of Purcellville's citizenry and the beauty and tranquility of the Virginia countryside to create a thriving and attractive community that all residents can view as their home Town.

There are several scenarios and approaches the Town can embrace in the plan to achieve this vision. The visioning workshop was focused on several exercises that presented various themes and guiding principles for prioritization and evaluation. In addition, the workshop also included a target area visioning exercise focused on assessing preferences for development types on various growth and redevelopment/infill target areas.

GUIDING PRINCIPLES RANKING

There are many elements the Town's comprehensive plan should address, and the following Guiding Principle options describe alternative ways to approach each element. The approaches – A, B and C – reflect an intensity shift in future growth policies from minimal to more encompassing.

The participants were asked to:

- Read through the guiding principle options.
- Use the rating scale to tell us how strongly they agreed or disagreed with each guiding principle statement. Strongly Disagree is a 1, Neutral is a 3, and Strongly Agree is a 5.
- Place a star next to the guiding principle in each category that best reflects the way you think the topic should be addressed in the comprehensive plan. (NOTE: So few participants did this at the workshop that this request was left off the online Visioning Exercise.)
- It was anticipated that this exercise would be accomplished individually and take no more than 15 minutes. This exercise was also available online for over three weeks following the meeting.

The participants were provided with the following information and worksheet for the exercise:

Growth Management

Rating	Guiding Principle Approach Option
○ ○ ○ ○ ○ 1 2 3 4 5	<p>A. Infill and Redevelopment</p> <p>The Town should not annex any additional land and should only allow for moderate increases in intensity through redevelopment and infill within the current Town limits. Land outside the current boundary of the Town should be developed under Loudoun County regulations or could be annexed and served by nearby communities.</p>
○ ○ ○ ○ ○ 1 2 3 4 5	<p>B. Managed Growth</p> <p>The Town should identify targeted growth areas inside and outside the current Town limits, and prepare a plan for these growth areas to proactively manage growth as it is attracted to Purcellville. Our vision would protect our small town character. This approach should identify the intensity, type and quality of development and recommend a zoning designation desired by the community to guide landowners/developers prior to the submission or annexation and redevelopment requests.</p>
○ ○ ○ ○ ○ 1 2 3 4 5	<p>C. Annexation Impact Assessment</p> <p>The Town should wait for a landowner/developer to submit a market-driven annexation proposal before preparing an annexation impact assessment that should require a comprehensive evaluation of the proposed development against the Town’s principles and assess the development for fiscal, transportation, and services impacts. Zoning would be requested by the landowner/developer, and the Town should use the assessment to determine reasonable proffers.</p>

Housing & Neighborhoods

Rating	Guiding Principle Approach Option
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>A. Family Focused While demographics and housing demand are changing across the county; Purcellville has and should continue to focus on housing for families with school aged children. Preferred housing types are single-family detached homes in walkable neighborhoods with plenty of space for outdoor recreation. Infill and redevelopment should not dramatically increase density or the supply of multi-family or attached housing types.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>B. Quality and Diversity Demographics and housing demand are changing as traditional families represent only about a quarter of the national housing market. Purcellville should strive to provide high-quality diverse housing types (from smaller format single-family homes to accessory dwelling units to townhouses to condominiums or apartments) in walkable neighborhoods that cater to the increasing demand for smaller households like empty nesters and young professionals without children. This would provide life-long living options for people who call Purcellville their home town.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>C. Affordability Purcellville has long represented an affordable family friendly community in the D.C. metro region. Purcellville should strive to provide affordable housing options for people and families looking for homes in the area. This means maintaining reasonable tax rates, tap fees, and service fees as well as allowing for higher density residential development to reduce the construction cost per unit which is passed on to renters and owners. Maintaining housing affordability should also be accomplished by balancing residential development with commercial development to offset the tax burden on households with sales tax and commercial property taxes.</p>

Economic Development

Rating	Approach Option
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>A. Home Grown Purcellville has a unique and valued local economy that is defined by locally owned businesses that are part of the community. Our economic development policies should focus on supporting the growth and enhancement of our home grown businesses, and not seek recruitment of national or international chains or companies. We should focus our economic development efforts on building on what our Town and region does best, including local agricultural production, distilleries, breweries and wineries, access to mountains and rivers, and equestrian sports and recreation.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>B. Commerce and Service Hub for Western Loudoun County As the traditional commerce hub for Western Loudoun County, Purcellville is the location for retail, restaurant, and professional service needs of residents of the surrounding countryside as well as nearby towns. As population growth continues in western Loudoun County, the demand for these uses will also grow. Our economic development policies should seek to accommodate these growing business demands in development that fits the small town character we love.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>C. Expanding Commercial Tax Base Purcellville has a nice mix of residential and commercial land uses to balance the tax base. As growth continues in western Loudoun County, the increased population will attract additional businesses to the areas near Purcellville. Our economic development policies should focus on actively recruiting employment opportunities to Town and capturing more commercial and offices uses than residential uses to diversify our property tax base to lighten the burden on current and future local homeowners.</p>

Character & Design

Rating	Approach Option
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>A. Traditional Scale and Style Purcellville is a small-town that is focused on maintaining the community’s traditional, rural appearance. New development should reflect an interconnected and walkable street pattern with vernacular architectural styles that maintain the small scale (2-3 stories) and narrow facades of the existing fabric. Residential and commercial development should put the pedestrian first and downplay elements oriented to vehicular traffic.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>B. Sustainable Style at a Traditional Scale Purcellville is a small-town that embraces contemporary technologies and design. The design of new development should reflect innovative and proven technologies for energy and water conservation to protect our community for future generations. Architecture should emphasize sustainability through the use of modern durable materials while maintaining the small scale (2-3 stories) and narrow facades of the existing fabric. Development should maintain natural drainage and water systems, promote high levels of tree cover, and use native plantings as well as prioritize bicycle and pedestrian travel over vehicular travel.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>C. Traditional Style with Moderate Intensification Purcellville is a small town that is open to accommodating moderate growth that reflects the Town’s traditional character. New development should generally reflect an interconnected and walkable street pattern with vernacular architectural styles that maintain the small scale (2-3 stories) and narrow facades of the existing fabric. However, medium scale buildings (4-5 stories) could be suitable in designated areas if vernacular architecture, narrow facades and appropriate transitions to surrounding buildings and uses are utilized. Residential and commercial development should prioritize bicycle and pedestrian travel and downplay elements oriented to vehicular traffic.</p>

Transportation & Mobility

Rating	Approach Option
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>A. Maintaining our Streets The focus of our transportation and mobility policies should be on maintaining our existing streets and making them as safe as possible through access management and improvements to sidewalks. This would occur through improvements to existing roadways, including enhancing on-street parking, pavement maintenance, and repairing or improving curbs, sidewalks, and crosswalks where needed.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>B. Focus on Major Improvements The focus of our transportation and mobility policies should be on completing improvements to the regional network to ensure our local streets stay safe and are not overly congested. This would occur through partnerships with Loudoun County and VDOT to implement planned improvements around Town.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>C. Complete Streets Network The focus of our transportation and mobility policies should be to increase the capacity and safety of our streets while maintaining them as welcoming and safe public spaces that support the character of our Town. This would occur through efforts to provide “Complete Street” designs and infrastructure to encourage walking, biking, and transit within our public-rights-of way. A high priority should be placed on providing alternative routes in and around Town.</p>

Public Services, Utilities, & Fiscal Balance

Rating	Approach Option
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>A. Increased Fees The Town’s policies regarding provision of public services and utilities should hold high standards for exceptional levels of services, discourage annexation, and taxes and fees per home/business should be increased accordingly to maintain fiscal balance.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>B. Expand Client Base Through Growth The Town’s policies regarding provision of public services and utilities should hold high standards for exceptional levels of services. They should seek to retire the Town’s debt by expanding the client base through growth and annexation, thereby selling the services to more people and reducing the expense to existing home owners and businesses. This approach should be calculated to maintain fiscal balance by requiring new development to “pay for itself” through proffers to ensure capacity in safety services, facilities, and community services are available as new homes and businesses come online.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>C. Adjust Targeted Levels of Service The Town’s policies regarding provision of public services, utilities, and fiscal balance should focus on an adjustment of anticipated levels of service. An assessment and audit of our Town’s operating and capital budgets should be completed in comparison to our growth policies, and if necessary, levels of service should be adjusted down to maintain fiscal balance without growth or an increase in fees or taxes.</p>

Open Space

Rating	Approach Option
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>A. Private Dedication As a community we recognize that much of the beautiful open space land is currently in private ownership and is subject to development. Our plan and development standards should continue to require open space preservation in subdivisions, and maintenance by HOAs should be our preferred method to protect open spaces.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>B. Establish Public Parks As our area grows we want to protect open spaces and provide greater recreational opportunities to our community. This would occur by establishing a plan and mechanisms to fund park land acquisition or accept donations of land into a park system maintained by the Town.</p>
<p>○ ○ ○ ○ ○ 1 2 3 4 5</p>	<p>C. Green Belt and Land Trust As a community we recognize that much of the land around town is currently in private ownership and is subject to development pressures. However, maintaining a greenbelt around the Town is of the utmost importance to our character and status as a small town. This would occur by establishing a Town funded Green Belt and Land Trust to conserve the area around Town in agricultural and naturalized spaces for perpetuity through easements and other methods.</p>

THEME PRIORITIZATION

Participants were also asked to tell us which of the themes in the guiding principles exercise should be the most important in the Purcellville Comprehensive Plan. The workshop participants were asked to rank their top five priorities numbering them with 5 being the most important and 1 being less important in the following worksheet:

Rank	Theme
	Growth Management
	Housing & Neighborhoods
	Economic Development
	Character & Design
	Transportation & Mobility
	Public Services, Utilities & Fiscal Balance
	Open Space

As part of the online Visioning Exercise available online for over three weeks following the workshop, respondents were asked to rank the importance of all seven themes.

TARGET AREA VISIONING EXERCISE

The objective of the Target Area Visioning Exercise was to envision future development or redevelopment on several target areas identified within the Town of Purcellville and the former Urban Growth Management Area based on the feedback received from February 6th workshops and associated online exercises.

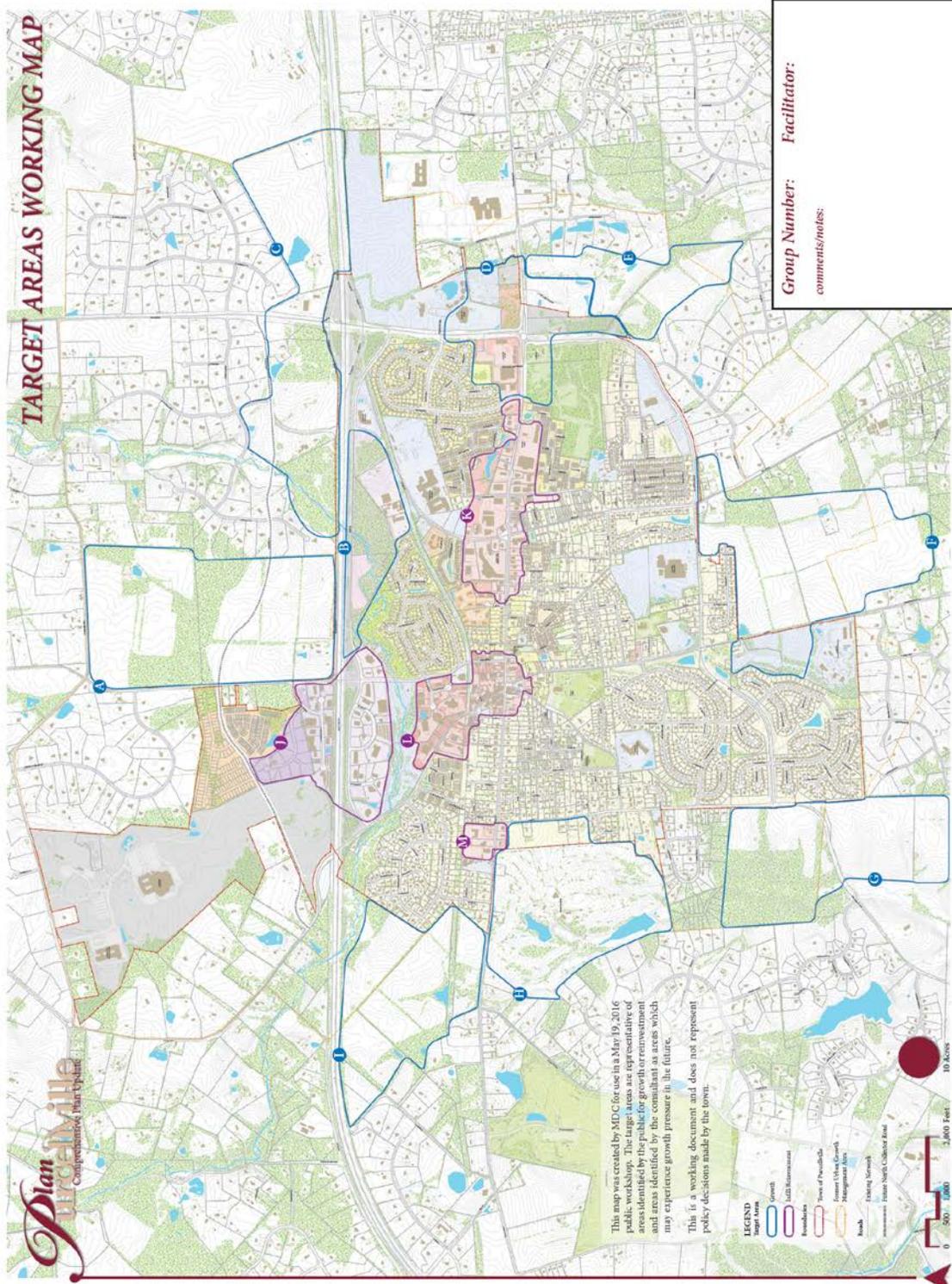
For the Target Areas Visioning Exercise, the participants were split into five tables and provided with a map of all the potential greenfield and reinvestment areas identified in the earlier rounds of public input. The workshop facilitators were provided with a workbook for use with the participants that described the target area acreage, number of parcels, existing land use and zoning, and other key considerations that could influence future development or redevelopment of the target area. The participants were asked to envision the future of the target areas and describe it using a palette of development types. The development palette included residential, commercial, mixed use, industrial and open space types described in a handbook at each table.

The participants were asked to hold a group discussion about the various development types preferred in the target areas and, after reaching a general consensus, to record ideas by placing stickers representing the preferred development type(s) and possibly drawing on the maps to show

recommended roads, trails, or big areas of a single development type. The development types described in the handbooks could be modified by the group if they liked certain aspects but would want to see something different than what is illustrated in the pattern book. Universal changes to development types (meaning they applied every time they put the development type on the map) or specific comments could be included on the maps and/or the table facilitator's workbook.

The groups were not required to work on every target area, but they were encouraged to consider the future of all target areas to some degree.

All comments on density, architecture, or open space requirements were recorded on the table facilitators' workbooks.



DEVELOPMENT TYPES WORKSHOP LEGEND

		
PAGE 2	PAGE 8	PAGE 13
		
PAGE 3	PAGE 9	PAGE 14
		
PAGE 4	PAGE 10	PAGE 15
		
PAGE 5	PAGE 11	PAGE 15
		
PAGE 6	PAGE 12	PAGE 15
		
PAGE 7		PAGE 15

This document contains a pallet of development types (forms) that can be used as examples for future development and redevelopment activity in Purcellville. This is intended to help you visualize what future development might look like and how intense it might be. These development types correspond to the stickers you have for your exercise.

Some of these development types can be found here in town and are represented by local examples with additional images from other places that are similar. Some of the development types in the handbook are not currently represented in Purcellville but may be appropriate as new development or redevelopment.

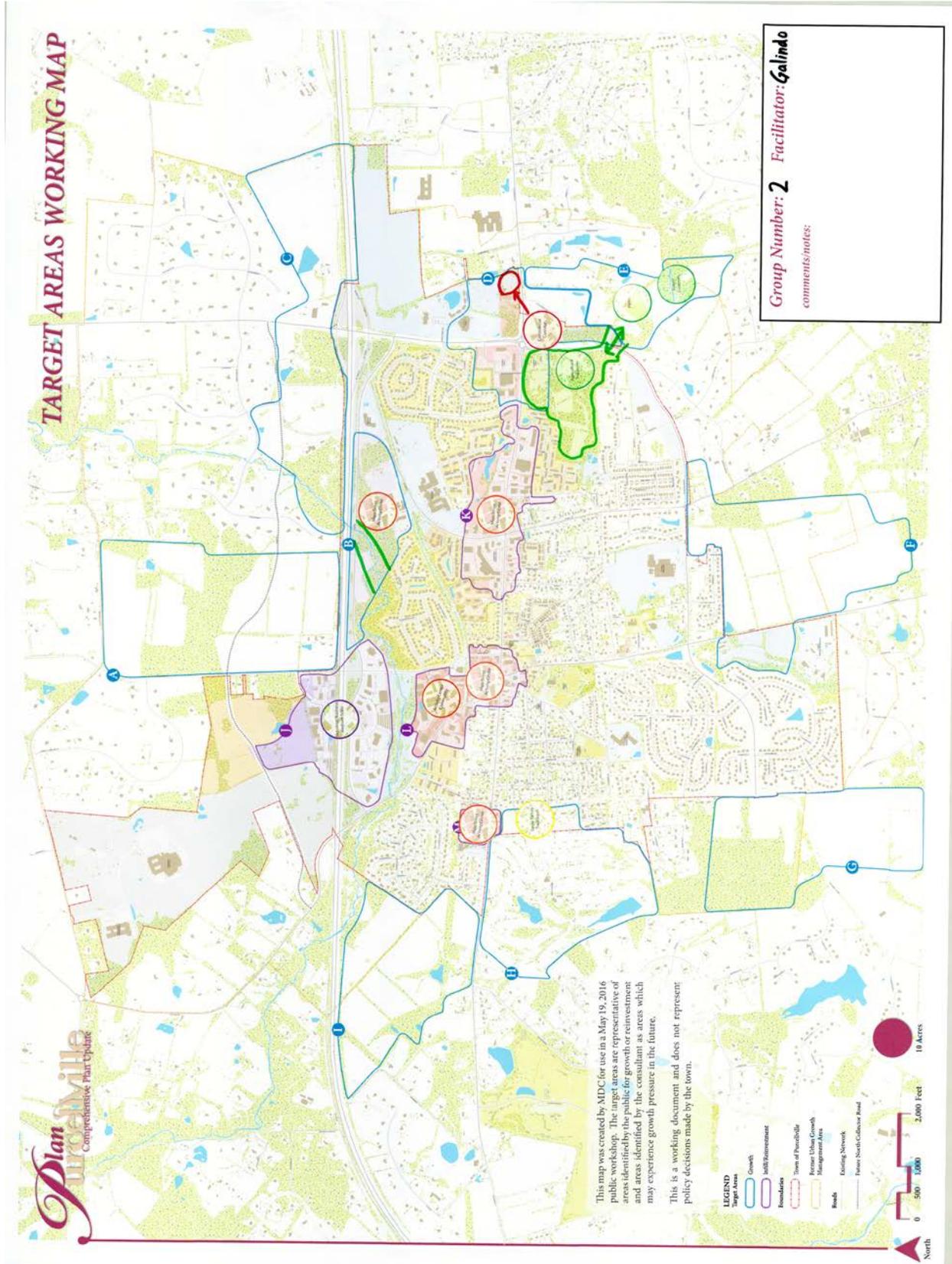
This information is intended to provide general ideas, if your group likes certain aspects of a development type but would want to see something different than what is illustrated in the pattern book please share your thoughts in the book or on your Target Area Worksheets.

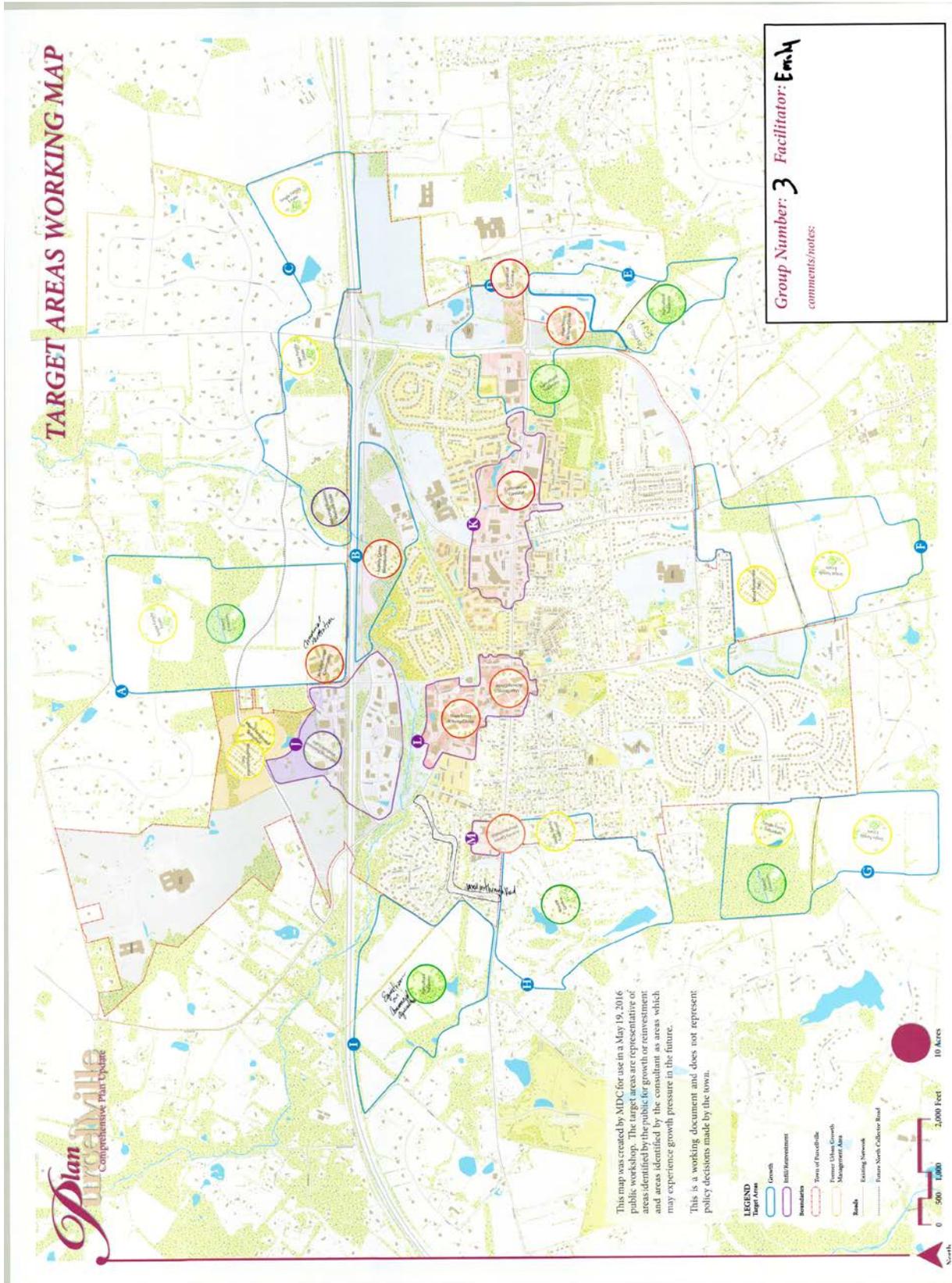
TARGET AREA VISIONING RESULTS

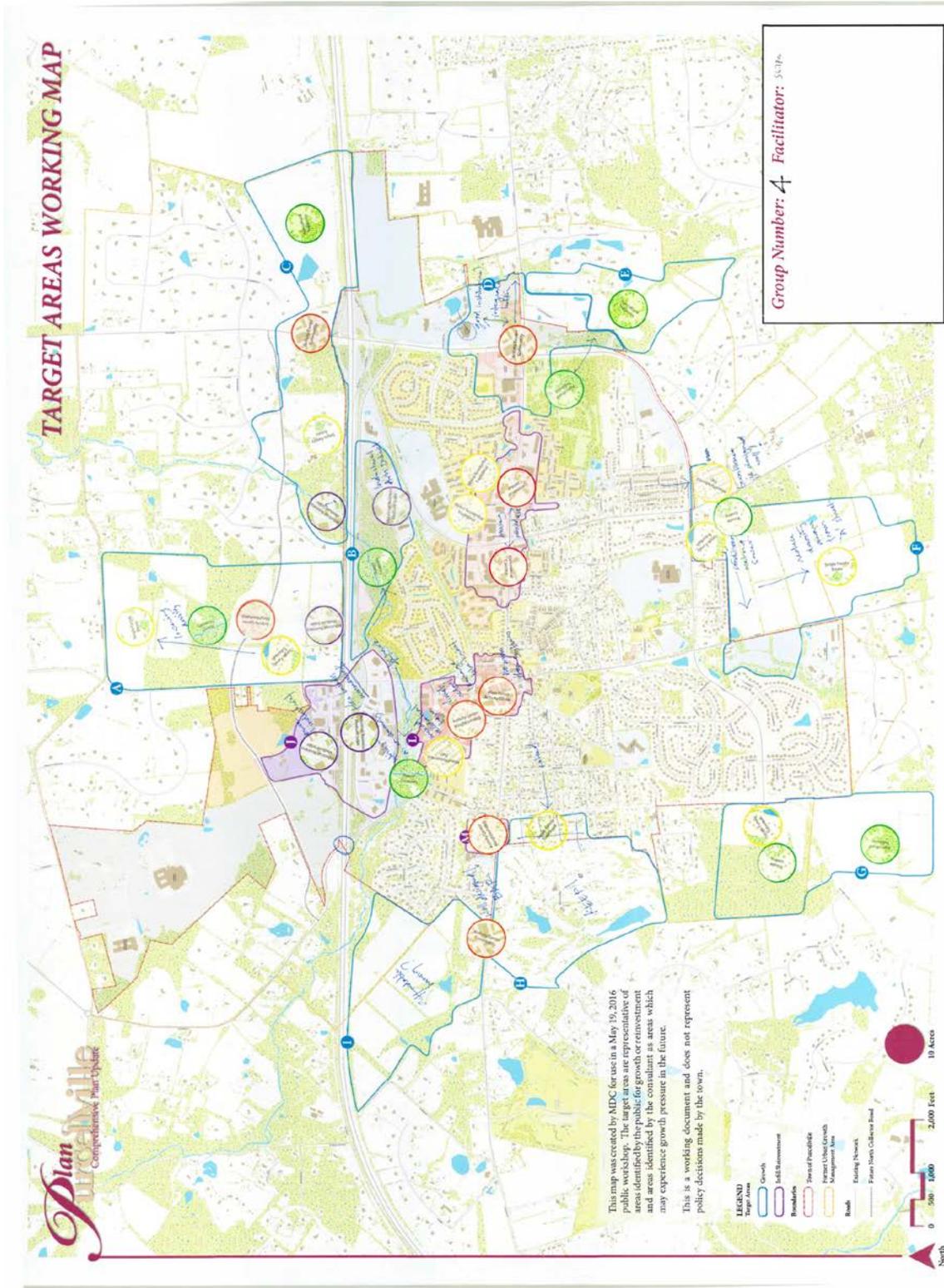
The Work Group Scenarios

The Target Area Visioning exercise resulted in five maps that are included in the following pages. Each table of participants produced a distinct map with various combinations of the development types.









Guiding Principles Results

OVERVIEW

An exercise concerning Guiding Principle approach options was conducted at the Visioning Workshop with a small group of participants and then made available to the public online. 110 people participated in the 2 events, but not all of them scored each principle approach.

Participants were given three approach options to deal with seven critical thematic elements of the comprehensive plan.

A 1 indicates strong disagreement, and a 5 indicates strong agreement with the approach. Any score over a 3 would be considered positive support, and any score below 3 would indicate that participants generally did not agree with the option presented.

Option Rating

Highest rated options:

- Traditional Scale and Style for the Character & Design theme - 4.3

Lowest rated options:

- Traditional Style with Moderate Intensification for the Character & Design theme - 2.8
- Expand Client Base Through Growth for the Public Services, Utilities & Fiscal Balance theme - 2.9

Overall, most of the options in each element received favorable or positive ratings, indicating some support for a variety of flexible policies to help the Town meet its future goals. The Table on the following page illustrates the average score received by each approach. The colored cells indicate when there is an option that received a more favorable rating than the others.

Green is the best rated option, yellow is the mid-range option, and the red cells are the least favorable option. Overall the themes of Growth Management, Character & Design, and Economic Development were given the highest priority for the town.

Theme Prioritization All Results

Theme Prioritization	Average Score	Total Score	Participant Count
Growth Management	2.53	258	102
Character & Design	3.09	303	98
Economic Development	3.52	338	96
Public Services & Fiscal Balance	4.19	390	93
Housing & Neighborhoods	4.41	428	97
Parks & Open Space	4.60	432	94
Transportation & Mobility	4.75	456	96

*A lower score indicates more frequency of high priority or rating of a 1.

Combined Results (Workshop and Online)

Themes	Guiding Principles / Approach Options		
	A	B	C
Growth Management	Infill and Redevelopment	Managed Growth	Annexation Impact Assessment
Average Score	3.6	4.0	3.0
Total Score	390	437	325
Participant Count	109	108	109
Housing & Neighborhoods	Family Focused	Quality and Diversity	Affordability
Average Score	3.8	3.5	3.2
Total Score	405	382	346
Participant Count	107	109	109
Economic Development	Home Grown	Commerce & Service Hub for Western Loudoun County	Expanding Commercial Base
Average Score	4.1	3.7	3.3
Total Score	450	405	358
Participant Count	110	109	109
Character & Design	Traditional Scale and Style	Sustainable Style at a Traditional Scale	Traditional Style with Moderate Intensification
Average Score	4.3	4.0	2.8
Total Score	469	435	300
Participant Count	110	109	107
Transportation & Mobility	Maintaining our Streets	Focus on Major Improvements	Complete Streets Network
Average Score	4.2	4.1	3.8
Total Score	464	439	405
Participant Count	110	107	107
Public Services, Utilities & Fiscal Balance	Increased Fees	Expand Client Base Through Growth	Adjust Targeted Levels of Service
Average Score	3.1	2.9	3.4
Total Score	331	312	369
Participant Count	108	106	107
Parks & Open Space	Private Dedication	Establish Public Parks	Green Belt and Land Trust
Average Score	4.0	4.2	3.6
Total Score	431	461	395
Participant Count	109	109	110

*A higher average score indicates stronger agreement.

Observations

The online participation, as with the scenarios, is more balanced and showed generally greater levels of support for the different options presented in each theme category than did the participants at the workshop. Workshop participants ultimately prioritized Housing & Neighborhoods over Public Services and Fiscal Balance while the online and overall results prioritized Public Services & Fiscal Balance slightly above Housing & Neighborhoods this is the only real difference in priority detected. The results in both the workshop and online groups indicate that participants were generally less concerned with Parks & Open Space and Transportation & Mobility than the other themes presented.

There are two themes that the participants feel very strongly about based on the wide spread between the top rated approach option and the lowest rated approach option.

- Character & Design: Both options representing traditional scale were given positive ratings averaging to 4.0 and 4.3 while the option suggesting even moderate intensification of scale received enough disagree and strongly disagree ratings to bring its average score down to 2.8.
- Public Services, Utilities, & Fiscal Balance: The spread between average scores on this theme was not as significant as on the Character & Design, but it does include an option that comes in with more disagree and strongly disagree ratings. The options to increase fees and decrease levels of service garnered marginally positive support, but the participants slightly disagreed with the option to attain fiscal balance through growth and expanding the customer base.

The general take away from this is that there are diverse opinions about how Purcellville should maintain its small town character and there would likely be support to explore most of the approach options included in this survey. However, there would be difficulty in trying to increase the scale of development.

The Planning Commission should considerer further discussion of these options to come up with a set of Goals & Objectives to frame the future for Purcellville. Goals & Objectives that continue to support the vision.

VISIONING WORKSHOP RESULTS

Guiding Principles Ranking Results (Visioning Workshop)

The results from the guiding principle ranking exercise were compiled for all participants at the workshop. The total score for each guiding principle was computed by adding up all individual scores, and an average score was computed based on the total score and participant count. (See the table on the next page.) Generally, an average score of 3.00 or more is considered supportive of the guiding principle. Given the small sample size, these results are not considered definitive, but they were used as a general guide for the creation of the future development scenarios.

Overall, participants generally supported many of the possible guiding principle statements, but most showed a preference for the guiding principles listed first (Approach A). Exceptions include the Growth Management theme, where the participants clearly favored Approach B: Managed Growth and the Public Services, Utilities and Fiscal Balance theme, where the participants favored Approach C: Adjusted Levels of Service. On the themes of Open Space and Transportation & Mobility, the difference in the top two average scores is minimal and considered supportive of both approaches.

Theme Prioritization Results (Visioning Workshop)

At the workshop, participants were asked to rank their top five priorities by giving a 5 to the most important, a 4 to the second most important, and so on. The results from the theme prioritization exercise were compiled, and the themes with the highest scores were rated as the top priorities. Overwhelmingly, the participants were most concerned with the Growth Management theme, followed by Character & Design and Economic Development. Open Space and Transportation & Mobility were prioritized lowest.

Theme Prioritization	Average Score	Total Score	Participant Count
Growth Management	3.33	110	33
Character & Design	2.33	77	33
Economic Development	2.15	71	33
Housing and Neighborhoods	2.00	66	33
Public Services, Utilities & Fiscal Balance	1.79	59	33
Open Space	1.58	52	33
Transportation and Mobility	1.36	45	33

Themes	Guiding Principles / Approach Options		
	A	B	C
Growth Management	Infill and Redevelopment	Managed Growth	Annexation Impact Assessment
Average Score	3.25	4.13	2.63
Total Score	104	128	84
Participant Count	32	31	32
Housing & Neighborhoods	Family Focused	Quality and Diversity	Affordability
Average Score	3.80	3.59	3.28
Total Score	114	115	105
Participant Count	30	32	32
Economic Development	Home Grown	Commerce & Service Hub for Western Loudoun County	Expanding Commercial Base
Average Score	3.94	3.75	3.28
Total Score	130	120	105
Participant Count	33	32	32
Character & Design	Traditional Scale and Style	Sustainable Style at a Traditional Scale	Traditional Style with Moderate Intensification
Average Score	4.18	3.97	2.77
Total Score	138	127	86
Participant Count	33	32	31
Transportation & Mobility	Maintaining our Streets	Focus on Major Improvements	Complete Streets Network
Average Score	4.03	4.00	3.53
Total Score	133	120	106
Participant Count	33	30	30
Public Services, Utilities & Fiscal Balance	Increased Fees	Expand Client Base Through Growth	Adjust Targeted Levels of Service
Average Score	2.90	2.80	3.24
Total Score	90	84	94
Participant Count	31	30	29
Open Space	Private Dedication	Establish Public Parks	Green Belt and Land Trust
Average Score	3.94	3.97	3.12
Total Score	126	127	103
Participant Count	32	32	33

ONLINE RESULTS

To gather additional input on the priorities and approaches residents think should be used in the update to Purcellville’s Comprehensive Plan, the Guiding Principle exercise conducted at the Visioning Workshop was offered online along with the future development scenario preference exercise. Again, the three guiding principle approach options were presented for each theme, and participants were asked to give each a score of 1-5 based on how strongly they agreed with the approach for use in Purcellville’s Comprehensive Plan update. A 1 is strongly disagree, 3 is neutral, 5 is strongly agree.

An average score of 4 was the highest rating received by any option, and the lowest is a 3.1.

Highest rated options:

- Traditional Scale and Style for the Character & Design theme - 4.3
- Maintaining our Streets for the Transportation & Mobility theme - 4.3
- Establish Public Parks for the Parks & Open Space theme - 4.3

Lowest rated options:

- Traditional Style Moderate Intensification for the Character & Design theme – 2.8
- Expand Client Base through Growth for the Public Services, Utilities & Fiscal Balance theme – 2.9

Theme Prioritization (Online)

Participants were asked to assign a priority from 1-7 to each theme, using that priority ranking only once. The Consultant normalized these responses to give the themes a numeric score and calculate the average score for each theme. The lower the average scores the higher the priority from the online group. Growth Management and Character & Design were most frequently prioritized by the online group. Economic Development also received significant prioritization in this group.

The prioritization of the seven elements is shown below.

Theme Prioritization	Average Score	Total Score	Participant Count
Growth Management	2.74	219	80
Character & Design	2.98	238	80
Economic Development	3.74	299	80
Public Services & Fiscal Balance	4.35	348	80
Housing	4.56	365	80
Parks & Open Space	4.74	379	80
Transportation	4.90	392	80

* Lower score represents a higher priority by more frequent ranking of the element as the first priority.

Online Response Ratings

Themes	Guiding Principles / Approach Options		
	A	B	C
Growth Management	Infill and Redevelopment	Managed Growth	Annexation Impact Assessment
Average Score	3.7	4.0	3.2
Total Score	297	319	253
Participant Count	80	80	80
Housing and Neighborhoods	Family Focused	Quality and Diversity	Affordability
Average Score	3.8	3.5	3.1
Total Score	302	278	251
Participant Count	80	80	80
Economic Development	Home Grown	Commerce & Service Hub	Expanding Commercial Base
Average Score	4.1	3.7	3.3
Total Score	331	297	264
Participant Count	80	80	80
Character & Design	Traditional Scale and Style	Sustainable Style at a Traditional Scale	Traditional Style Moderate Intensification
Average Score	4.3	4.0	2.8
Total Score	344	322	224
Participant Count	80	80	80
Transportation and Mobility	Maintaining our Streets	Focus on Major Improvements	Complete Streets Network
Average Score	4.3	4.1	3.8
Total Score	342	326	305
Participant Count	80	80	80
Public Services, Utilities & Fiscal Balance	Increased Fees	Expand Client Base Through Growth	Adjust Targeted Levels of Service
Average Score	3.1	2.9	3.5
Total Score	247	235	281
Participant Count	80	80	80
Parks & Open Space	Private Dedication	Establish Public Parks	Green Belt & Land Trust
Average Score	4.0	4.3	3.8
Total Score	316	345	300
Participant Count	80	80	80

INDIVIDUAL COMMENTS AND RATING RESULTS (COMBINED)

GROWTH MANAGEMENT

Family Focused

Comments:(16 responses)

I do not agree that Purcellville should continue to focus on families with school aged children. The community should represent of balance of singles, families, retirees and so on. Agree that infill and redevelopment should not dramatically increase density or supply of multi-family or attached housing types. A dramatic increase would suggest a departure from Purcellville's small town feel.

I do not agree that Purcellville should continue to focus on families with school aged children. The community should represent of balance of singles, families, retirees and so on. Agree that infill and redevelopment should not dramatically increase density or supply of multi-family or attached housing types. A dramatic increase would suggest a departure from Purcellville's small town feel.

People move to this area to get away from dense neighborhoods. If we wanted to live in densely-populated areas, we would move to those areas and save ourselves the long commute eastward.

I believe we need 55/over communities in Purcellville, as there is currently no place very suitable for those of us who would like to remain in Purcellville once our kids are grown, we are looking to downsize and we want/need first-floor bedrooms and handicap accessible homes. THIS is a demographic which has practically NO representation in Purcellville's available housing options, and which would not put much more of a strain (other than in perhaps the medical emergency response needs), if any, on Purcellville's costs of development, but would likely be people with only 1-2 cars per family, very little road use (not much commuting) and place no burden on the school system--and would be likelier to spend their money inside the town limits rather than outside of them.

There are many senior residents in Purcellville, as well as other adults with no children, and there may be more in the future. "Family" should not just be defined as residents with school age children .

Family should not be just those with school age kids

The majority of the housing in Purcellville should always be single-family detached homes. Some of the infill and redevelopment of the Town should promote this. It may do so by allowing single-family detached housing lots to be subdivided, reduce front and side yard setback requirements, and allow more flexibility for the property owner to utilize their property as they would like. Because the footprint of the Town is not getting any larger under this scenario, the scale of the houses by square feet would actually be reduced so that two houses could fit where one use to be or an additional house could fit on a lot where there is adequate space. At the same time there is a need for multi-family or attached housing in Purcellville. A place where young professionals, students, and the working class can afford to live while remaining apart of the community they grew up in or work in. The density of residential housing in Purcellville should increase but the balance of that housing and how it is done is key to the long term viability of the Town. We have a large supply of existing single family housing stock, more variety for all age groups should be provided including senior housing and apartment for young professionals.

I like the Disneyesque idyllic images this conjures up, but it probably isn't very practical. There is nothing wrong with looking at Purcellville as complete community, not just one focused on families with children; e.g., retirees, etc. A sensible mix of single family and other housing types needs to be considered. Note

that my definition of sensible does NOT include high rise buildings or the proliferation of "garden apartment" units in Purcellville.

An example of a terrible idea for housing is the Vineyard Square development in Old Town Purcellville. This is way too dense of a development for the Old Town Section. Parking in the Town Parking Lot, the lot between 21st Street and Route 606, is already at full capacity. Not only does the Vineyard Square development have way too many condo units contained in the development, there will be no parking in the existing Town Parking Lot for any of the proposed retail on the 1st level of this development.

We need a mix of housing. Yes single family is preferred but kids grow up and move way. We need some senior living and young professional housing too.

Schools we projected to be full in the next few years.

lose this and you lose the charm of everything in the area

Schools are almost at capacity and will be once Mayfair is built out. No housing at that magnitude on the tiniest of lots should be in Purcellville's future at this point. The fallout from Mayfair is yet to be seen and felt.

Town has too high a concentration of single family houses

Families are great, but there is nowhere for recent college graduates or retired people to live around here. You need a mix of people reflecting all segments of society to have a vibrant community.

Quality & Diversity

Comments:(13 responses)

I agree with this approach of providing quality, diverse housing options, as long as any resulting increase in density is moderate and does not detract from Purcellville's small town feel.

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Get real. While traditional families represent one quarter of the national housing market, they represent a MUCH, MUCH larger section of Purcellville's housing market. Don't play with statistics. Pville is a traditional family-oriented town. That's why people come here and that's why they stay. People aren't looking to live in apartments or condos in Pville.

We should not base Purcellville's housing needs on the "national" housing market, as Purcellville does not represent the whole nation, and should not be expected to service every conceivable type of housing market. Purcellville's housing needs should first be based on who is here ALREADY, and likely to stay, than on who is coming here, as there are plenty of housing options for ALL of these "national housing markets" in Leesburg and eastward now. Offering such is part of what will definitely turn us into a continuation of Tyson's Corner, which is what Rt. 7 up to Leesburg is becoming now. I've lived along Rt. 7, from Reston to Purcellville, for 30 years now and SEEN it happen. No matter how much anyone says "Purcellville will NEVER be Leesburg!", don't believe it. Unless those in charge of Purcellville's future growth put in place ways to control who and what develops, it WILL happen.

See comment above.

This is the way to go.

I have trouble getting my arms around the idea of condominium units in Purcellville. I do like the use of the term "high quality". I also think that an infusion of too many apartment units would certainly detract from Purcellville's small town feel.

Purcellville already has a sufficient supply of townhouses (incl. Mayfair). Any additional development will change the character of our town.

Any high density building will greatly increase the traffic.

certain areas could cater to this, but overall families support the elderly

Retirees should be a consideration in housing redevelopment within the Town limits.

the 'young professionals' is an unlikely demographic per distance to largest job market student debt and lack of transportation...

Exactly! We need to have housing options available for all ages and all types of living situations.

Affordability

Comments:(17 responses)

To my ears this approach translate to high density development, both residential and commercial in Purcellville, which would be totally contrary to Purcellville's residents call for maintaining our small town character.

To my ears this approach translate to high density development, both residential and commercial in Purcellville, which would be totally contrary to Purcellville's residents call for maintaining our small town character.

If the town of Purcellville wants to start "managing" the economics of housing in the area, taxes will skyrocket so those with higher incomes (and bigger houses, more land, etc) are taxed to subsidize the "affordable" housing. I can barely afford my own house; don't ask me to help pay for somebody else's, to. There is a fine line between balancing commercial development in order to offset the cost of residential development before that balance tips too far toward both too much commercial AND too much residential-which then BOTH lead to too much traffic and more kids in the schools than the schools can handle, and then the need for more schools. We need to get a grip on the reality that just because someone WANTS to move to Purcellville doesn't mean that Purcellville HAS to provide housing (especially NEW housing) for every one of them.

"Higher density" lower cost housing is an invitation for suburban slums and crime. It should not be included in this consideration. Likewise, commercial development should reflect the current character of the town, NOT like the current 21st street project.

This statement is too broad. It reintroduces "higher density" development instead of focusing on "affordability" via taxes and fees.

This should not include low cost high density housing.

I do not think that combining "higher density residential development" with Purcellville's small town-ness is going to work. Purcellville has to decide whether or not it really wants to be a small town. Purcellville does not need to be the answer to everybody's housing needs.

Purcellville already is more affordable due to lower land cost. Again, higher density already exists in many newer developments.

Quality businesses with a small town feel. No big box stores

No more high density residences.

Its called a bedroom community for a reason. Driving to Leesburg for certain things is not a problem at all.

I do not agree that it is an affordable place to live

Again, just a comment, not really a rating. Fix what's broken - like the budget spending.

Better to pay higher taxes versus compromising the quality small town feel.

Agree with affordability discussion but not based on the assumption that increased density drives down cost of public infrastructure. Fundamentally disagree with the assumption that higher density reduces the construction cost per unit.

The devil is in the details on this one. I want to strongly support it because affordability is really important, but I need more details about what "higher density residential development" and "balancing residential development with commercial development" would mean in practice before I'd feel comfortable rating this a 5.

ECONOMIC DEVELOPMENT

Home Grown

Comments:(21 responses)

I don't believe beer, wine and liquor should be our sole focus of attracting business. I don't understand how the will survive when that's all the town has to offer.

Far too few of the new businesses at Gateway are 'home-grown" or locally owned. The proposed development near Wright Farm is headed by a developer from out of state who is interested in a chain hotel, chain restaurants, and chain shopping. Stop it now!

YES,YES, YES!!!!

Yes, our stores should stock local products when available, but I disagree that breweries, distilleries and wineries are the best things to "showcase" Loudoun. My concern is that these are "adult-only" attractions, as far as what they actually sell, and may lead to an increase in drunk-driving incidences. I personally don't take pride in my county being the booze capital of the region or the state. At this point, we are pretty saturated by these types of businesses and I don't like that. However, I am realistic and know that if those are the types of businesses that WANT to come here, and they keep more housing developments from being the alternative use of that same farmland, then I put up with it.

No comment

Small Businesses are KEY - but do not limit the categories ... "including, but not limited to". Big Box / National Chains will completely change the town character and should be avoided!

No one drives out from DC to visit Harris Tweeter

The Town should always support locally owned businesses by providing them with exceptional services that are paid for by the tax dollars they generate. The town should not over regulate, over tax, and make owning land, a building, a business in town cumbersome and complicated. However, the local businesses must be self sustaining and not think that just because they are within the Town limits no new competition will ever be present. Our regional resources make us unique and we should always utilize them and enhance their ability to do well but if Purcellville is open for business it should not discriminate on the size or owner of the business. If the use is permitted and the zoning allows it that is all that should be required for any business. Fair and open market.

Make Purcellville Gateway to Western Loudoun, open Purcellville Watershed for recreational uses, hiking, mountain biking, link with linear trail to Appalachian Trail.

All small businesses do not have to have a public-facing element. There are a goodly number of tech companies here that are pretty much invisible -- but they do provide an economic boost to the Town (through business licenses/taxes) at very low impact/service demands.

Purcellville does not need more shopping centers of duplicate services.

All of that is very nice, however, we could really use a Walmart or Target.

Yes but I hate to see a market based all on alcohol. Some smaller chains are ok.

Shouldn't matter whether it's local or national, providing the business fits within the fabric of the community.

We have a LOT of wineries, breweries. Maybe enough of those. They should not be in or near residential areas (like Old 690).

minus distilleries and breweries - we have enough of those - and those do not lead to a stronger family oriented community

You are recruiting? Business should be supported but it can grow organically

And stop with the mentality that you can 'grow out of debt'. Annexing land outside of town limits for more impactful (high density) residential and commercial uses is not the answer as it will completely devastate the local business community; the group you should be focused on building up and supporting.

What about local autobody shops, local lumber yard? Why is booze the only local thing? I dont remember breweries growing up.

But you cannot plan or zone to exclude regional / national businesses.

I know enough about zoning to know that we can't really keep out national chains (as I keep telling my neighbors), but I think any proactive economic development efforts by the Town should definitely focus on attracting and growing small businesses. Do we do any of that? If not, we should. We also need more professional jobs in Purcellville that pay well and not just retail/service businesses primarily offering low wages. I'd love to work closer to home if I could.

Commerce & Service Hub for Western Loudoun County

Comments:(16 responses)

A commerce and services hub sounds very urban. Leesburg is the Western Loudoun County retail and commercial hub. Let them have it. Purcellville's small town character could possibly accommodate some high quality restaurant options and professional (such as medical, legal) services for nearby town residents and residents of surrounding country side.

A commerce and services hub sounds very urban. Leesburg is the Western Loudoun County retail and commercial hub. Let them have it. Purcellville's small town character could possibly accommodate some high quality restaurant options and professional (such as medical, legal) services for nearby town residents and residents of surrounding country side.

This is where the rubber meets the road. Small towns typically are small because they don't have too many businesses. That train has already left the Pville station. Does Pville really need 2 huge drug store chains right next to each other? 3 supermarkets? Every fast food option one can imagine? We have it all already.

if you can't get it in Purcellville you don't need it. Leesburg is less than 15 minutes away you get everything there.

We should try to keep those services that we all need in Western Loudoun but must now go at least as far as Leesburg to attain--medical services (x-ray, MRI, mammogram, colonoscopy, etc.) are very much needed, and will continue to be needed as our population grows. It's very sad that in 2003 we DID have an x-ray place and until a couple of years ago we DID have a dialysis center, but both have since shut down. It's also sad that the building that was supposed to be dedicated to medical services (at Hatcher & Hirst) now houses a brewery instead of medical offices of some sort in part of its space. Purcellville also needs a 24 HOUR EMERGENCY ROOM-type service/walk-in clinic of some sort.

Need to be careful with this - it could be an excuse for annexation or undesirable development.

What does this mean? Is this a way to introduce national chains?

This implies annexation - NO!

No data centers or other such businesses; time will prove these to be passing fads, to be replaced by the next "big thing" which seem to arrive at almost breakneck speeds these days. Western Loudoun should

stay "country" rather than cave in to pressures to replicate Reston here. Purcellville doesn't need to accommodate people who move to the country and then expect/demand the conveniences of urban living. That is the road to ruin.

The "commercial hub" of western Loudoun is Leesburg, not Purcellville. If we "accomodate these growing business demands" Purcellville will inevitably lose its small town character and existing businesses and farms will suffer.

I don't see western Loudoun "growing" as you state because of current zoning on properties in maintaining 10 acres. Not sure what these "growing business demands" are. Too vague of a question. We need more professional services and casual fast food would be nice (ie Panera, Chipolte, etc). More entertainment, bowling, movies, putt putt.

Small businesses but keep the Town small.

I would be very wary of "retail" expansion if it includes Walmarts, Kohls, Target, Sam's Club, etc. To make Purcellville a strip mall community to benefit those communities that surrounding us, would be wrong.

As redevelopment within the Town limits occurs, so will opportunity for these businesses and new ones to thrive and keep the fabric of our great town together.

Yes, but as I said above, the Town's focus should be on small businesses. No big box stores! We should also create requirements that new developments have to look more like 21st Street or a classic "Main Street" where businesses line both sides of a street in a true street block style. We don't need anything else like the Food Lion or Giant developments that are just strip centers without any design variation. The worst that we should settle for is more designs like Gateway.

Expanding Commercial Tax Base

Comments:(20 responses)

Better fiscal management will take care of Purcellville's financial issues. Purcellville should NOT try to grow itself out of the ridiculous debt load the former Town officials took on.

This sounds like code for big box stores

If these businesses will be only within the existing town limits, then I vote yes. However, I do not want to see data centers, office complexes, retail/sports complexes or industrial parks be created outside the town limits or see developers receive permission to annex more county land into the town in order to build such places.

The current mix is fine. Efforts to expand the commercial tax base is just an excuse for undesirable development.

Businesses should not have more burden than home owners. The tax rate should be fairly based ... especially if you want to keep small, local businesses.

We are good for now and don't need change as we have accommodated enough growth for now.

The current mix is ok.

We need to focus on Small, non chain, businesses that offer preserving the special character of our town. Add additional manufacturing in industrial park to keep employees during the day to use restaurants and services, no to self storage low to no employment generation.

Balance, balance, balance. Small town or not? More building/development increases the demands for services of all kinds. It is a fallacy that more growth leads to tax reductions.

Again, designated office buildings will destroy Purcellville's small town character.

The Town should focus on commercial and office uses that maintain the character of Purcellville specifically related to commercial. When you approve two drug stores that are side-by-side (Walgreens

and Rite Aid) it makes no sense and a waste of land use. Keep the commercial uses to local western Loudoun businesses and evaluate to do we really need more than one of a particular business.

Duh!

I understand this - but this also poses a legit threat to the overall local feel of the community - See Reston, Ashburn, Lansdowne, Leesburg etc as examples.

Focus on attracting more professional businesses vice low margin commercial businesses. A few higher value professional services bring higher revenue rates without burdening the infrastructure, schools, fire, or police.

Why is it that Purcellville has a higher tax rate than say, Hamilton, when Purcellville is the town with all the businesses?

Focus on redevelopment for these uses.

better to pay higher taxes and maintain the small town quality and character.

not just the tax base - business increase the vitatlity of the town.

Like I already said above, we need more professional jobs that pay good wages. I'd love to see more jobs that pay people enough to be able to afford to live here. Even if the person running the cash register at Starbucks wanted to live in Purcellville, they definitely aren't paid enough to afford a house here and probably couldn't rent here either since there are so few rental units.

CHARACTER & DESIGN

Traditional Scale & Style

Comments:(16 responses)

The town is already experiencing a large increase in traffic coming from out of town. Further development will only exasperate the traffic congestion problem.

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why narrow facades

NO 6 STORY BUILDINGS!!!!

I agree that Purcellville should become more "walkable" for those who live within the town limits, but I also believe we need to make it so that vehicular traffic flows smoother through or better around Main Street. Sitting at "Anthony's" restaurant tonight, between 5pm and 6:30pm, it was an almost non-stop stream of cars heading west toward Round Hill. There NEEDS to be a traffic light at 32nd Street and Main St, as there is currently NO safe place to make a left turn onto Main Street anywhere past Hatcher at this time, almost at any time of day. All of Alder School Road (fully, east to west) NEEDS to be paved, to provide better access to families who live north of the highway but travel to/from Leesburg or into Purcellville.

No comment

Diversity in scale and style make a community. Regulating the appearance of facades or limiting materials that can be used restrict personal property rights and freedom of expression. I am not saying that anything should be allowed but the question of how far is too far when it comes to regulating the appearance of a residential or commercial buildings should be asked. The number of stories does not matter, it is the overall height of the building that has true meaning. The Town should get the base elevation of the top Thirty (30) buildings in Town. They should get the height of the tallest point of each of those buildings in town. Once accurate information has been collected that information could be used to better address the question of height or the notion of 2-3 stories. How tall is too tall? If 3 stories are too tall how tall is that? If there is room to gain more height in some areas of Town due to the need for

increased density or maybe the topography helps hide or make a building(s) appear shorter should that not be considered? How much higher should a building be allowed to be built? Having solid information to use would be helpful for citizens to understand a buildings overall height and how that does not always translate into the number of stories. Purcellville should always continue to make the community more interconnected and walkable but it must not disregard the traffic patterns of the existing or future residents and visitors.

Dramatic changes in Purcellville's traffic over the last two years indicate that vehicular traffic cannot be ignored and also that it can be greatly affected by conditions outside of the Town. More commercial development will lead to more traffic and very soon there will simply be no place to put it.

We still need easy parking at the stores.

Nothing needs to be more than two or three stories high.

one 4 story building won't kill any local charm, but a half dozen of them will

That would be nice, but if you continue adding additional housing (especially town houses, apartments, etc.) you will get more vehicle traffic. Can't have it both ways. Definitely agree on two-three story buildings -- including in Vineyard Square.

Have you seen the traffic? Good luck.

Nothing higher than what's on 21st street now.

Purcellville is no longer a small town.

You can tell what was built in Town since the BAR started. We need to build off of that and support them as much as we can. The old Town Council's decision on Vineyard Square was simply a fiasco.

Sustainable Style at a Traditional Scale

Comments:(13 responses)

why 2-3 stories- to attract mixed use development the plan must accommodate more height and density
Dont necessary agree with (2-3) stories requirement

Energy efficiency should be sought, yes, but it needs to LOOK APPROPRIATE to our "small town America" style of homes and buildings. It needs to look like it's part of what's always been here. Use the metal roofs to garner energy from the sun, make sure the best types of insulating windows are used. Let/encourage businesses to use AWNINGS over front doors and windows to cut down on heat from the sun. About prioritizing bike and pedestrian travel, we need more and larger parking lots to make that happen, if you want non-Town citizens to park and walk. About bicycles, please make sure they have their own lane and that they OBEY the traffic laws. Too many times bikers are on the road but refuse to wait for the lights to change, as a car has to, and if a biker can't do the speed limit going up a hill, then there definitely needs to be enough room for the biker to ride to the side so that the car can pass. Bikers also often do not stay in line between the cars (front/back), and instead ride up alongside the passenger side of parked cars at a stop light in order to get ahead of the cars. Please face it--this will never be a bike-friendly place like towns in Europe, unless our roads are widened or homeowners/business owners are not allowed to park their cars on the roads in front of their houses/businesses. Something has got to give. Please don't try and turn Purcellville into something it isn't. If someone wants to live in a bike-friendly place, then maybe they need to move to a brand-new community built from the beginning with that mode of transportation emphasized from the beginning. Please don't try to make Purcellville ALL THINGS TO ALL PEOPLE, but accept it for what it is, for what most of us moved out here because it is, and how most of us want it to remain.

No comment

Scale again is relative. A source for the current heights and elevations of existing buildings would be helpful. Stating 2-3 stories may be what people want to hear but what if someone builds a 70' high 2-3 story building? Is that ok? Why should someone not be allowed to build a 4 story building less than 50' (not including roofing)? My point is people need something to base this off of and by you the leaders of this Comprehensive Plan going along with the "2-3 story" narrative is not helpful and may cause confusion down the road. Sustainable Style is good until it becomes cost prohibitive. This should be regulated by federal compliance not local ordinances.

I'm not so sure about the "contemporary design" aspect, although I could see a Fallingwater house in the right setting within the Town limits.

Disagree on the bicycles. Bicycles on the roads with vehicles are a menace.

We still need easy parking at the stores.

This has the potential to become very, very, special!

Purcellville is 2 square miles. We can connect bike trails throughout the town. It would be safer for both the bikers and the motorists.

meaningless

Combine elements A and B.

I agree that we should use the best technologies available, but the architecture should still look like Purcellville and Loudoun.

Traditional Style with Moderate Intensification

Comments:(20 responses)

Moderate intensification sounds like opening Pandora's box. Each iteration from each applicant or each update to allowable land uses would be just another "moderate intensification". Reston is a case in point. When Reston was built, it was to be a walkable residential community with moderate business area. Now look at it!

Moderate intensification sounds like opening Pandora's box. Each iteration from each applicant or each update to allowable land uses would be just another "moderate intensification". Reston is a case in point. When Reston was built, it was to be a walkable residential community with moderate business area. Now look at it!

The last thing the town needs are 4-5 story buildings. We have too many empty one-story buildings already.

NO BUILDINGS OVER 3 STORIES!!!!

No No and No we don't need Vineyard Square or anything like.

See my previous response, as this question is pretty much the same as the one you just asked.

This is the opposite of the statement above.

We have enough development currently. No to medium scale 4-5 stories as you put it.

This is the most reasonable yet. However, it is still very important that individuals and developers have freedom in their own design and the use of various materials and elements in order to create their home or building.

I am not buying in to the "moderate growth" aspect of this. I am not a fan of Vineyard Square.

Please look at downtown Potomac, MD (intersection of Falls Rd and River Rd): a single, modern, 3 story office building has destroyed the small town character of this town center.

We need to keep the bicycles off of the streets.

However, absolutely NO new structures above 3 stories should be allowed in the Old Town section of Purcellville, specifically on 21st Street. This will destroy the "old town" feel of 21st Street and also bring in

too many vehicles in an already congested area where there is not ample parking. If a developer wants to build a "Reston Town Center" type of building, with retail on the first level and housing on the upper levels, this would need to be done toward the outside perimeters of the Town of Purcellville limits and NOT in an already congested Old Town area. Let's keep our unique building structures in the Old Town section as they are - this is part of what makes the Old Town area so attractive to visitors and existing residents.

We still need easy parking at the stores.

No buildings over three stories.

would love to keep the trees as the tallest thing in town - but again, 1 building won't kill anything

No to 5 story buildings. How are you going to make this a tourist attraction and downplay elements oriented to vehicular traffic? If we are going to keep Purcellville (all 2 square miles of it) family oriented, we have to allow for parents taking their children to various areas in Loudoun for their sports activities, visiting friends, etc. The whole family is not going to bike to Leesburg to attend a family member's soccer game. Also, how are you going to handle the traffic from Lovettsville, Hamilton, and the other communities who come here on a regular basis to shop at our stores, or eat at our restaurants. Will they also have to bike or fight traffic?

Never 4-5 stories. Even 3 should be looked at closely.

"narrow facades" is a meaningless term

In most of town, I wouldn't want any buildings taller than 3 stories. I don't think anything in town should be 5 stories, but I'd be okay with 4 story buildings in the right location. Buildings aren't bad just because they are tall; variations in height can be a good thing if buildings are designed correctly. Here is my version of "correct" design: A) We shouldn't allow multi-story buildings to be monolithic cubes designed solely to maximize square footage; there needs to be variation in height, design, and wall articulation within and/or between buildings. B) All buildings need to have street level details that provide human scale touches (i.e. brick pattern variation, ornamental metal details, color variation, etc.). C) As noted in the paragraph, there need to be appropriate transitions when taller buildings are built right next to shorter buildings; for example, if a new 4-story building were going to be built next to an existing 2-story building, some portion of the new building closest to the current building should be shorter (maybe 3 stories...maybe 3.5 stories...it depends on the specifics).

TRANSPORTATION & MOBILITY

Maintaining Our Streets

Comments:(6 responses)

No comment

I'm not sure what "access management" means in this context.

Need to improve crosswalks on Business 7 with improved signage/flashing lights/etc. People do not stop for any pedestrians in the crosswalk. Would be good to have more crosswalks too along that road. They are spaced very far apart.

Speed limit enforcement!

I would really like sidewalks extended! I would love to be able to walk from the homes at the Country Club to the daycare and commuter bus lot at St. Andrews Neighborhood Learning center. Also a crosswalk to

Dragon Yong In would be helpful! It is dangerous to cross when walking to pick up children there and will only be worse when there is an exit from rt 7 on this street! Hirst and Hatcher needs a stop light! first priority should be sidewalk construction

Focus on Major Improvements

Comments:(11 responses)

The trade-off for partnerships with Loudoun County and VDOT to improve the regional network should not be an agreement to build more commercial and residential developments in and around Purcellville. The trade-off for partnerships with Loudoun County and VDOT to improve the regional network should not be an agreement to build more commercial and residential developments in and around Purcellville.

RT 690 INTERCHANGE!!! PUSH IT!!

I do believe that a Northern Collector road should be built parallel to the Rt. 7 highway, but I believe that the option of widening/paving all of Alder School Rd should be investigated more vigorously before implementing a road composed of land that now currently resides in private hands.

No comment

This is an invitation to annexation.

The majority of the focus should be inside the Town limits. However, Purcellville must work with the County and VDOT to improve the 287/7 on/off ramps and to build the 690 interchange. These are two major task that need to be completed immediately.

Yes, but not to build that many more places (commercial, residential) that will require more roads to be build to service them adequately.

Road improvements only to absorb traffic congestion due to past mistakes (e.g. Mayfair)

I do not want to see an interchange off of the Route 7 Bypass constructed at Route 606 (past Hirst Road). This would be a complete disaster for 21st Street and the Route 606/Business Route 7 light inside of the town limits. Traffic already backs up at the light at Route 606 (23rd St.) to get onto Business Route 7. An interchange at the Route 7 Bypass and Route 606 would only add more congestion and traffic woes to the west end of town.

The only 'regional network' concern Purcellville should be focused on is the interchange at 690. The Town needs to let the Northern Collector Road go and stop trying to think it will solve it's spending problem.

Complete Streets Network

Comments:(11 responses)

Agree with designing an infrastructure that encourages walking, biking and transit as alternate modes of transportation. Do not agree with emphasis placed on providing alternative routes in and around town if that means dumping traffic onto neighborhood roads.

Agree with designing an infrastructure that encourages walking, biking and transit as alternate modes of transportation. Do not agree with emphasis placed on providing alternative routes in and around town if that means dumping traffic onto neighborhood roads.

The traffic on Main Street is awful, especially in weekday mornings and after 3pm, and on weekends. Focus on reducing this traffic, not adding to it with inappropriate developments like Market Square (which should be canceled). And it is almost impossible to turn left on Rte. 7 off of northbound 287 in the afternoon. A left turn light and/or left turn signal is desperately needed there.

RT 690 INTERCHANGE..FAST!!!

No comment

This question is very vague.

We do need to address the capacity of our streets now - but let's not create even more demands through over-development.

Road improvements only to absorb traffic congestion due to past mistakes (e.g. Mayfair)

Need NCR and 690 exit on 7

See my above comment. Stop thinking that the NCR is going to solve your problems so you (the Town) can move on and focus on what you need to in order to lower taxes and water/sewer rates.

I'm rating this one higher than the other two because it's the only one to mention biking and transit, and we need to figure out ways to depend less on cars. However, this sounds a lot like the first option; you probably need to explain what the differences are.

PUBLIC SERVICES, UTILITIES & FISCAL BALANCE

Increased Fees

Comments:(15 responses)

Again, trying to grow your way out of budget problems through annexation rarely ever works.

I do not live within the town limits, so do not pay town taxes or water/sewer fees. As a local, though, I would be OK with paying more in a meals tax and for paying for local events (i.e.--let town citizens in for free and charge non-town citizens a nominal fee to attend -- perhaps up to \$5/event).

No comment

The town needs to address its "spending" before simply increases taxes/fees.

The town increased capacity of the treatment facility to accommodate and encourage new growth. The fees would not be so high if this decision hadn't been made by a previous council. The fees need to be reduced.

I've seen this before- raises taxes to prevent more growth and we end up with paying and dealing with growth at the same time- we should cut costs- like the Police Dept

The standards should not exceed our foreseeable needs.

the wording is misleading as it implies that annexations will keep taxes low.

The water/sewer bills for residents in the Town of Purcellville are some of the highest in the Northern Virginia area. One of the reasons I no longer like living in Purcellville as much as I used to is because I have an extremely difficult time trying to pay my water/sewer bill due to the high amounts, even though I make a concentrated effort to conserve water as much as I possibly can.

Reduce fire and police. Reduce city staff. By 50%, and then MAYBE I would look at a tax increase

I do not like the way this question is asked. Very leading, probably by design!

do not hike taxes - let the entire process be prioritized and slowed if necessary

Depending on what the fees are and the percentages of total charged to home owners vs. businesses.

How else to pay for the utility system? Why is utility system not addressed in this exercise?

As noted earlier, I don't want to arbitrarily limit the possibility of annexation, so this gets a 4 instead of a 5. I believe that if people want high quality services that they should be willing to pay for them, and I know I want to keep the same great services we've always had in Purcellville. Also, while I wish the old Council hadn't gone on such a spending spree, we're stuck with their decisions now, so we have to make sure that we have the funds necessary to pay our bills as they come due.

Expand Client Base Through Growth

Comments:(9 responses)

I would disagree more strongly if allowed.

I believe this is circular reasoning and only serves to continue to feed the "beast" of over-development. This thinking is probably what made Leesburg and Ashburn what they are today instead of letting them stay as they were 10 years ago. I know not everyone believes that's a bad thing, but it's certainly something that, I believe, most of us out here in Western Loudoun do not want to see happen here. Yes, if you allow NEW development, get the developer to pay for some of the future "cost/damage" that his/her development will create, but the true answer is to seriously consider whether to allow that development in the first place. New development will never truly "pay for itself" because once the development is complete, the developer leaves town, and it's the residents that are left with the never-ending cost of that development (traffic, kids in schools, need for more sports facilities/parks/shops, etc.). The "cost" of a development doesn't stop when the development itself has finished being physically built out.

Totally disagree! Growth does not pay debts - it just creates future expenses.

All your questions are so biased to the only option of growth. There are other creative ways to "retire the town debt."

The Town put itself into its current fiscal position and it should "man up" and find a way to get itself back out of it. It may be uncomfortable, but to do otherwise, such as develop its way out of it, will almost certainly lead to the end of Purcellville as a small town.

expansion only pays for what has been done but brings new overhead - a plan to balance pay and growth is essential

Annexation will not solve the Town's debt problem. Move on and find an actual solution that will work instead of bringing on more than you can handle.

in town growth, not annexation

Purcellville doesn't need to double in size, but it also doesn't have to stay exactly the way it was when the last person moved here. We need to be able to pay down the debts incurred by the old Council, so I would support bringing in well designed, fiscally sustainable projects.

Adjust Targeted Levels of Service

Comments:(9 responses)

The audit should be done to seek opportunities for cost management. The results should be shared with residents and businesses in town. If an unacceptable level of services is necessary to achieve fiscal balance, then there should be an increase in fees or taxes, not increased growth.

The audit should be done to seek opportunities for cost management. The results should be shared with residents and businesses in town. If an unacceptable level of services is necessary to achieve fiscal balance, then there should be an increase in fees or taxes, not increased growth.

Yes, you need to decide if all services provided by the town to its citizens and businesses are necessary services, or ones that the residents and businesses themselves should once again take up the cost of themselves (i.e., trash collection).

No comment

You cannot work your way out of debt based on tap fees, in a future meeting please help everyone understand financing and alternative approaches such as business and service taxes.

This may be the most important aspect in the entire plan!!!!!!

Again, depending on what services we are talking about. Did the town really need the very expensive computer system they recently purchased under the last city council?

i think this is too limited a set of options that is focused on a false potentially false dilemma. Some outside the box options could supplant the choices presented here.

While I can obviously support reasonable efforts to increase efficiency and save money, my hunch is that the Town's low hanging fruit in these areas is all gone. If so, then lets be honest with ourselves and create a plan using one or both of the options above to get the Town to a strong and sustainable financial position.

OPEN SPACE

Private Dedication

Comments:(8 responses)

Purcellville need a large public park

Government should reside as close to the people as possible, and an HOA is a form of government. If you have an HOA-held development, then that is what should be encouraged to be in control, but the town needs to be willing to legally back up the HOA too, to enforce any issues that the HOA may legally have with any of its homeowners regarding the keeping and maintaining of open space. For instance, if some of the homeowners want to begin to use their neighborhood's open space for parking their RVs, etc., then the town should be willing to come in and back the HOA board in getting the offending homeowners to obey the rules of the HOA to which they willingly bought into.

No comment

Yes, but we don't need to develop even more subdivisions each with their own little open spaces.

Open spaces and beautiful countryside are the main reasons that most of us moved to Purcellville in the first place. We put up with horrible commutes so that we can come home to a low-density, "country" area. PLEASE DO NOT TURN PURCELLVILLE INTO ANOTHER ASHBURN/LEESBURG/RESTON!!! Keep development density down and let us enjoy our undeveloped scenery and land! Once the land is gone/developed, it is not something that can ever be gotten back again.

Again, I think a lot of thought has to be given to the effect of over residential development will have on Purcellville.

Why burden HOAs? If it is in town, town should maintain.

HOA space is nice, but it is not a replacement for public open space.

Establish Public Parks

Comments:(10 responses)

To maintain small town character and tranquility, the recreational uses should be low impact in terms of noise, lighting, and intensity of use.

To maintain small town character and tranquility, the recreational uses should be low impact in terms of noise, lighting, and intensity of use.

More parks, fewer parking lots. More parks, fewer malls.

You already own the Moorcones land behind St. Peter's Episcopal Church, so that should be one of the first places you seek to make a new passive park for the Town. We heard 5 years ago that it was to become a park but have seen nothing happen there yet. It would be a great place for a playground and gazebo-shaded picnic area. Perhaps you could make the picnic area (scheduled, of course) free for town residents and charge non-town residents or organizations a fee to use the picnic area.

Just another cost.

Accepting donations is great.

Yes, but recreation in these spaces should be low impact in terms of noise, intensity of use, etc.

And allow public access to the water reservation!

If you are talking about a swimming pool project that would serve the community; or a very pleasant picnicking area, with perhaps a sprinkler area for tots; or community tennis courts, that would be very nice. If you are talking about the eye sore Tilley Entertainment, that would be not nice at all.

Keep the ones we have!

Green Belt and Land Trust

Comments:(12 responses)

The idea of a greenbelt would need to be coordinated with the County.

The idea of a greenbelt would need to be coordinated with the County.

I agree, but you must be willing to compensate the current landowners with at least a one-time payment of some sort or get the County to give the landowners some sort of property tax break in perpetuity.

As long as there is funding to do so.

This statement is good but the town hasn't followed this vision, which is in the current Comp. Plan.

I wonder what the cost of this would be ... This will certainly require buy-in from the County.

Sounds like higher taxes to me!

I like the green belt idea.

In light of recent easement discussion and what was recently in the paper, I'm not so sure about this, so I will rate a 3. I would need more information. That should be one of the choices on your rating as well.

Voluntary easement, not town funded green belt.

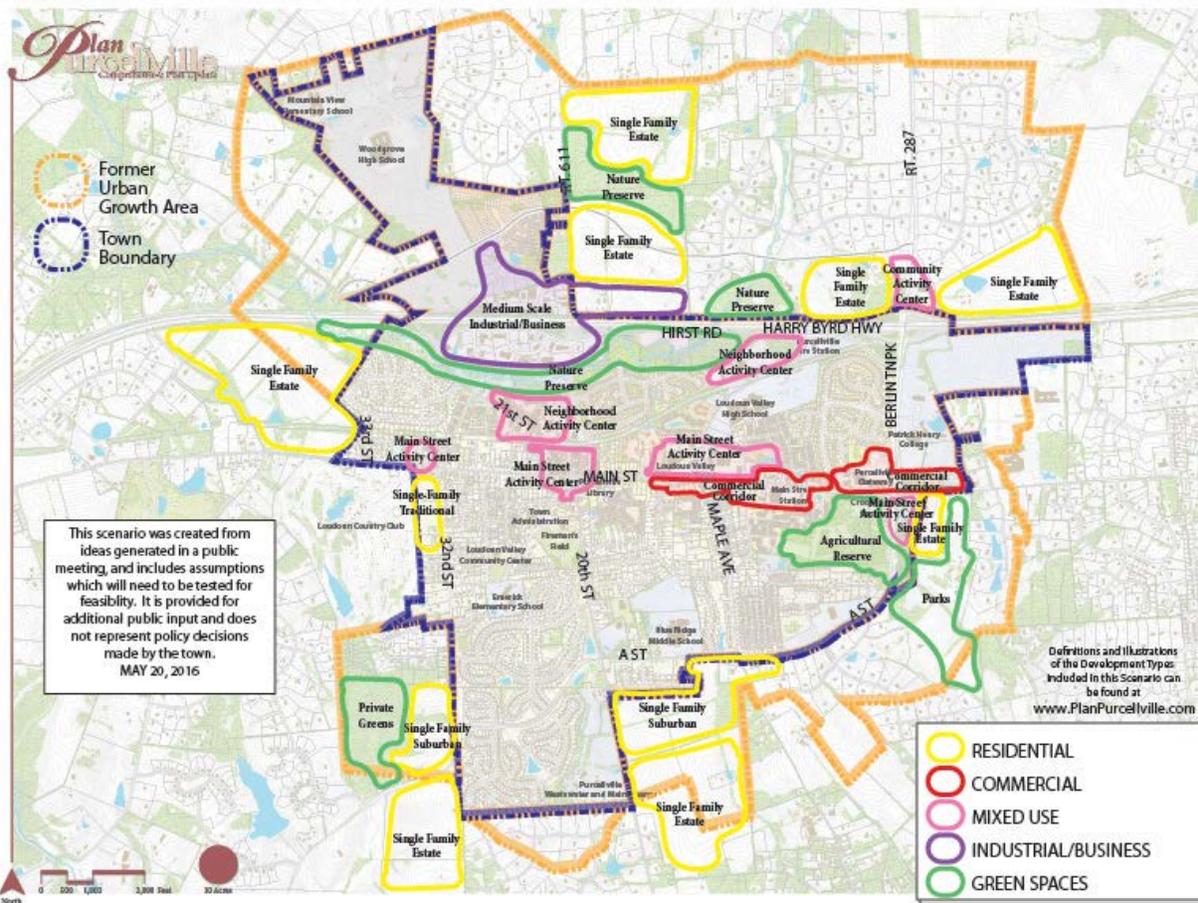
D. Encourage micro farming, farm to table, hops that sustain the rural feel and add to the economy.

While this sounds great, how could we possibly pay for it given our current debt issues?

Future Development Scenarios

Following the May 21st workshop exercise, where five different future development pattern visions were created by the participants, the consultant evaluated the overall results and generally took all the highest intensity uses to create a scenario, all the lowest intensity uses and created a scenario and a mid-intensity use scenario. These three scenarios are described on the following pages, and each was presented to the public at the Music and Arts Festival, and in the online Visioning Exercise:

Target Area	Group 1	Group 2	Group 3	Group 4	Group 5
A	Single Family Estate/Ag Preservation	Neighborhood Activity Center	Single Family Estate/Nature Preserve/Commercial Activity (Recreation)	Industrial Medium/Single Family Suburban/Activity Center on Colletor/ Reserve/ Single Family Estate	Industrial Medium/Residential
B	Corridor Commercial/Park	Main Street Activity Center/ Nature Preserve/	Neighborhood Activity Center with open space and owner occupied residential condos	Industrial medium with emphasis on the arts and office/ Nature Preserve	Medium Industrial
C	Single Family Estate	By Right	Industrial/Single-family Estate	Industrial Medium/Single Family Estate/ Activity Center	Single Family Estate on East/ Agricultura Preserve on the
D	No Agreement	Commercial Corridor in both undeveloped areas	Commercial Corridor in NE/ Main Street Activity Center in SE quad/ Ag Reserve in SW	Community Activity Center/Ag Preserve/ Commercial Corridor integrated with Patrick Henry	Commercial Corridor/ Ag Preserve
E	No Agreement (By-Right Single Family Estates)	Parks/Nature Preserve	Ag Preservation	Ag Preservation	Ag Preservation
F	No Agreement (by-right Single Family Estates)	No Agreement (by-right Single Family Estates)	Mixed TND/Single Family Estate on the southern portion	Single-family suburban, TND along A Street, Private Greens, and Single Family Estates in the South	Mixed Res TND/ Traditional Residential in the South, continue the street patten from the existing
G	No Agreement (by-right Single Family Estates)	No Agreement (by-right Single Family Estates)	Single Family Suburban in north with cluster and nature preserve of wooded area, Single Family Estates in the	Single Family Suburban, Private Greens, Agriculturea preservation in the south	Approved Residential (Single-family Estates)
H	Single Family Traditional in east, no change to the country club	Single Family Traditional in east, no change to the country club	private green on the country club, singlefamily traditional to east, with mainstreet activity center extending from	Single Family Traditional in east, no change to the country club	Single Family Traditional in east, no change to the country club
I	No agreement (by-right Single Family Estate)	No agreement (by-right Single Family Estate)	Agricultural Preserve with Commercial Ag (Equestrian, vinyard, orchard)	Community Activity Center west along Main Street, Affordable Housing?	No change Agricultural Reserve
J	Medium Industrial Business	Medium Industrial Business	Medium Industrial Business	Medium Industrial Business	Medium Industrial Business
K	Node of Main Street Activity Center, at west, no change on eastern portion	Main Street Activity Center	Commercial Corridor improve quality and design	Commercial Corridor with Mixed Traditional Residential to the north boundary	2 Main Street Activity Center on the North side of Main street
L	Main Street Core	Main Street Activity Center on Main/21st Community Activity Center to the North	Main Street Activity Center 3 story maximum (35 feet)	Main Street Activity Center on Main Street 3 story maximum, Neighborhood Activity Center and Mixed TND to north	Main Street Core, Community Activity Center to the north
M	Community Activity Center	Main Street Activity Center	Neighborhood Activity Center	Neighborhood Activity Center	Community Activity Center, maximum of 2 stories
* For the purposes of creating consolidated scenarios, when a group did not come to some agreement on a target area, the consultant assumed the land use would default to the by-right zoning either in the Town of Purcellville when incorporated, or the Loudoun County Zoning when the target area was unincorporated.					
		Highest Intensity Development Type Indicated			
		All groups agreed on the Development Type (no variation among groups)			
		Lowest Intensity Development Type Indicated			

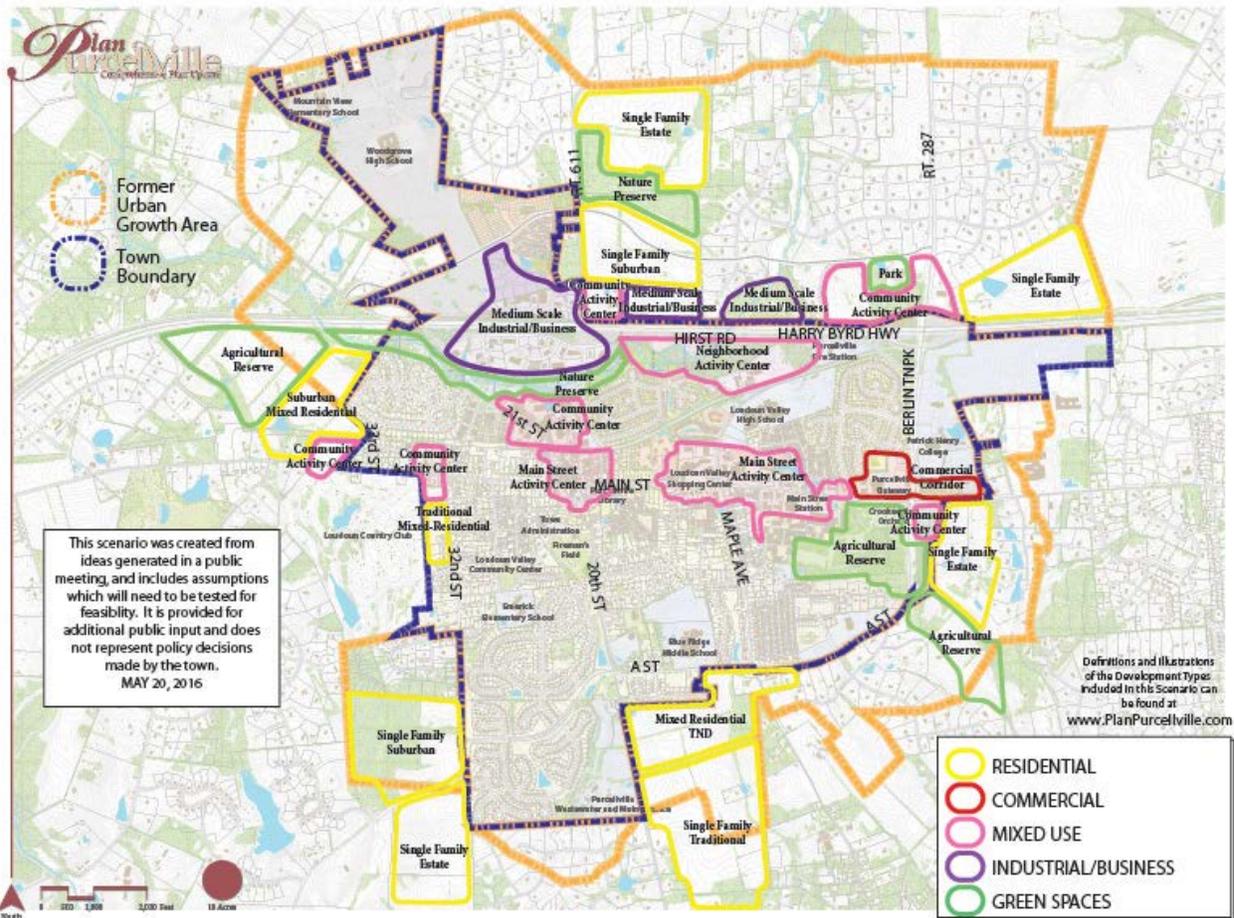


SCENARIO A

This scenario assumes that most of the land currently outside the town limits would develop by-right with single family residences on lots of three acres or more under Loudoun County zoning. In addition, a couple of mixed-use and industrial development sites are proposed to the north of town that would accommodate future business growth.

The focus in town is on moderate intensification of automobile-oriented commercial areas along East Main Street and the addition of appropriately scaled mixed-use developments and buildings in targeted areas. A few areas in and out of town are targeted for preservation as green space to maintain open spaces.

This scenario would not necessarily require annexation for implementation but may include annexation of the areas designated for industrial or commercial development, or smaller areas with potential for Single-Family Suburban.

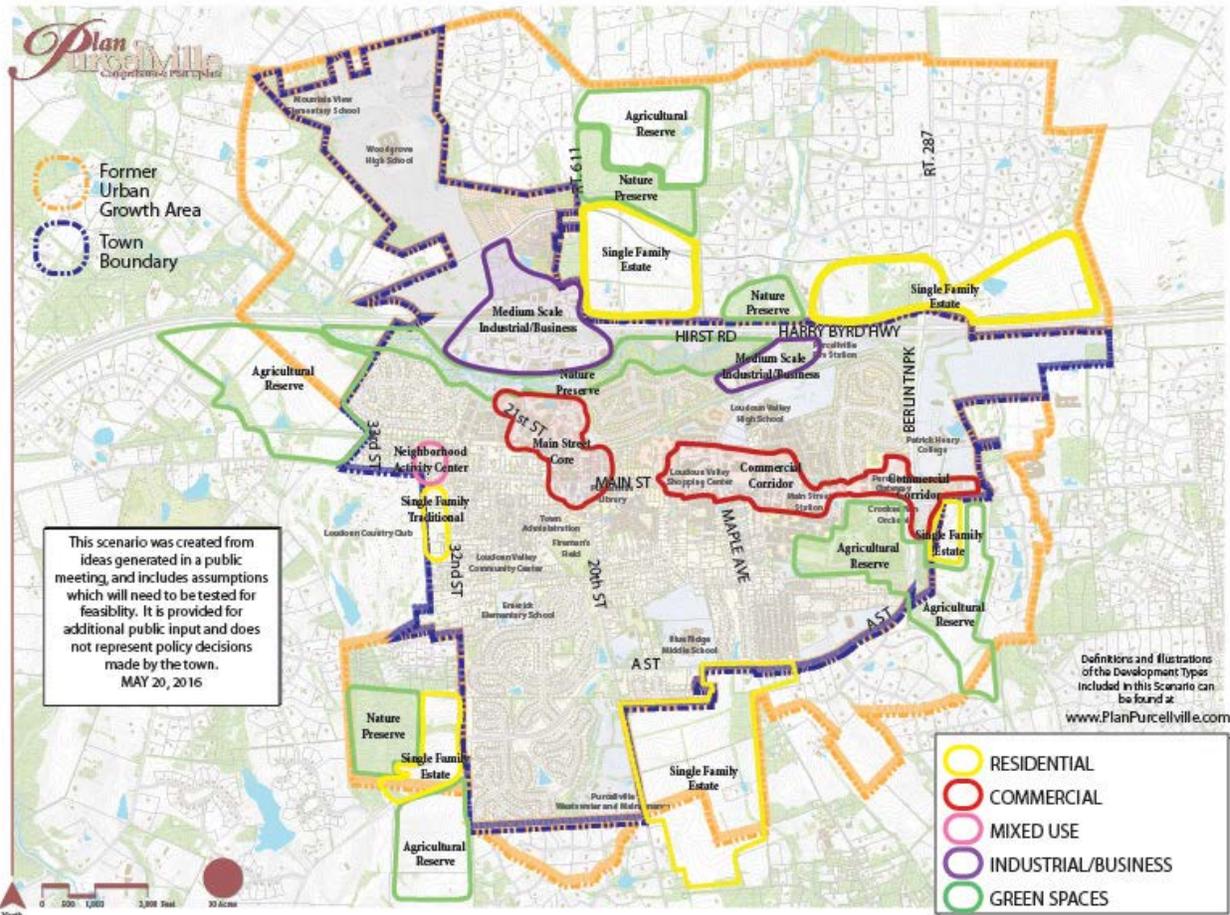


SCENARIO B

This scenario assumes modest growth at the edges of town for residential developments in a character and style that is consistent with existing neighborhoods in Purcellville. In addition, a few mixed-use and industrial development sites are proposed to the north and west of town that would accommodate future business growth.

The focus in town is on promoting walkable development along most of Main Street and the undeveloped portion of Hirst Road, through the addition of appropriately scaled developments and buildings mixing commercial and residential uses. A few areas in and out of town are targeted for preservation as green space to maintain open spaces. This scenario provides enhanced housing choices while maintaining the small town character of Purcellville.

Some annexation would be necessary to allow for the increased residential densities and mixed-use commercial development indicated in currently unincorporated areas.



SCENARIO C

This scenario assumes the Town or another entity will purchase the land or development rights of many of the large, rural parcels adjacent to the town boundaries to protect them in perpetuity for agriculture, nature preserves, or parks. Other land currently outside the town limits would develop by-right with single-family residences on lots of three acres or more under Loudoun County zoning.

The focus in town is on automobile-oriented commercial redevelopment along most of Main Street. In addition, an area for small scale mixed-use development is proposed on the west side of town.

This scenario would not require annexation for implementation, but would require permanent protection of land outside of the current town limits.

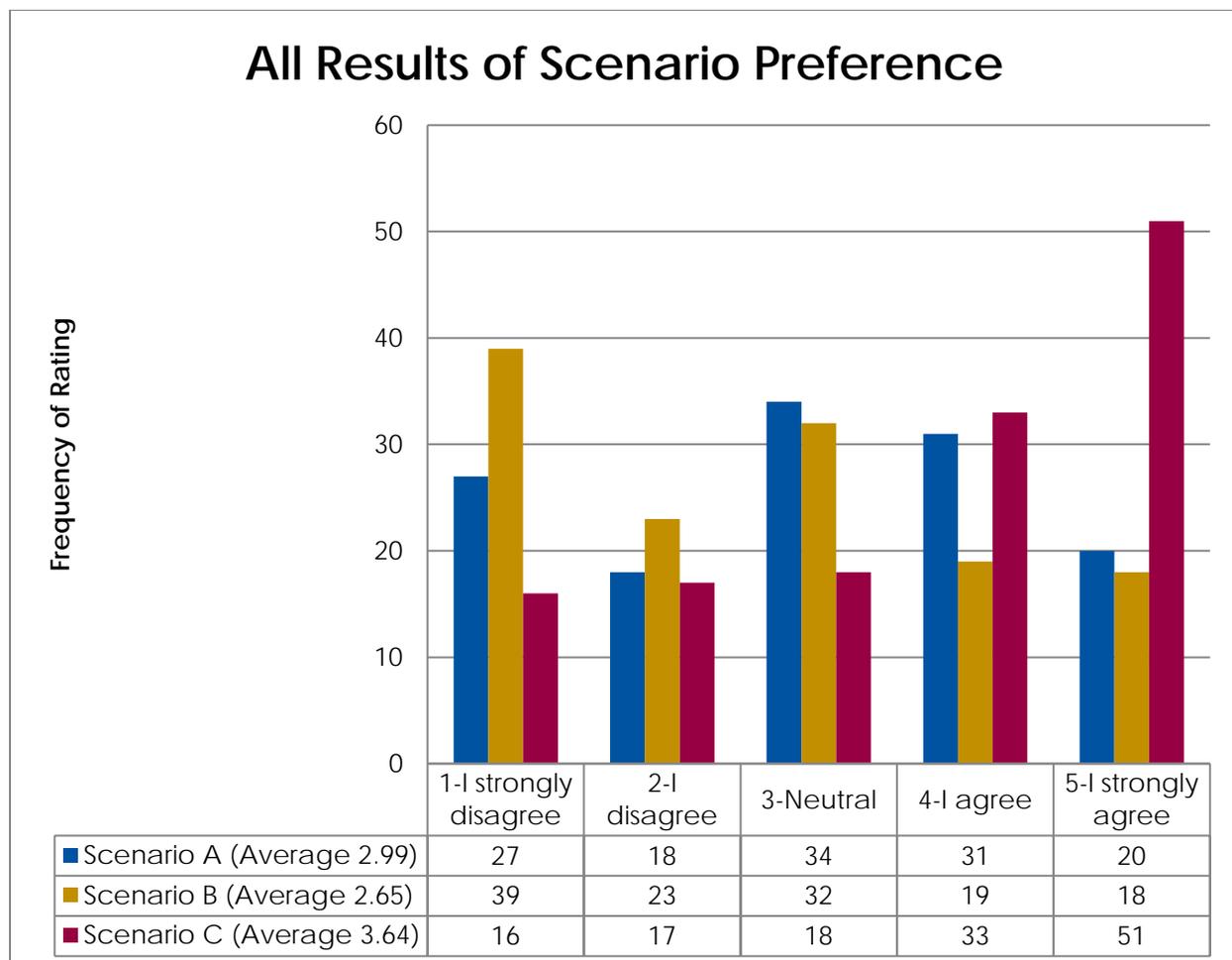
SCENARIO PREFERENCE SUMMARY

All Results (135 responses)

The scenario preference ratings from the Open House at the Music and Arts Festival and the online Visioning Exercise were combined to determine which scenario was rated the most favorably in both exercises.

- Scenario C was the most preferred option with an average rating of 3.64 landing it clearly in the lead as a favorite. The 3.64 average rating indicates that the majority of participants agreed or strongly agreed with this scenario.
- Scenario A was preferred slightly over Scenario B with a 2.99 average rating putting it in the neutral territory.
- Scenario B was least preferred with a 2.65 rating with the majority of respondents being neutral, disagreeing or strongly disagreeing with the scenario.

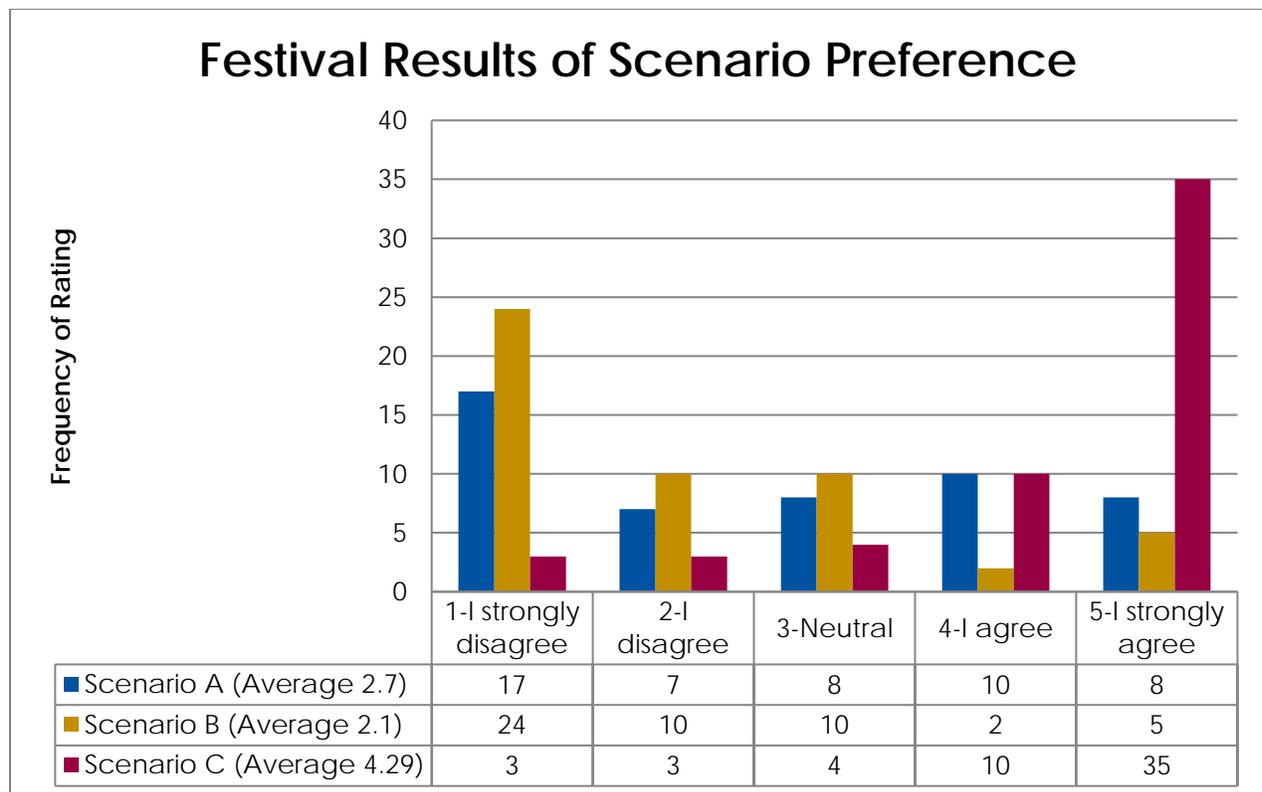
The chart and table below illustrates the summary of all preference data collected on the scenarios. Detailed descriptions for specific events and the location of participants follow.



Open House at the Music & Arts Festival

On Saturday May 21st, the scenarios were posted without any written description at the Music & Arts Festival, and participants were asked to rate how much they liked each of the three scenarios. At the open house about 50+/- people participated. The average ratings for the scenarios at the Open House were as follows:

- Scenario C was the most preferred option with an average rating of 4.29 landing it clearly in the lead as a favorite.
- Scenario A was preferred slightly over Scenario B with a 2.7 average rating that put it close to neutral but on the disagreement side of the scale.
- Scenario B was least preferred with almost half the participants strongly disagreeing with this scenario.



Online Visioning Exercise

The Scenarios were posted online for several weeks following the Festival and substantial input was gathered. The data gathered online can be sorted by participants who live in town and those who live outside of town. 111 people participated online. The scenario preferences are presented below for all responses and then summarized for in town and out of town.

It is interesting to note that the preferences are different based on where residents lived (in and out of the Town), and the ratings of the scenarios are generally more diverse in the online participation than in the results from the Open House held at the Festival, with all of the scenarios being more evenly rated

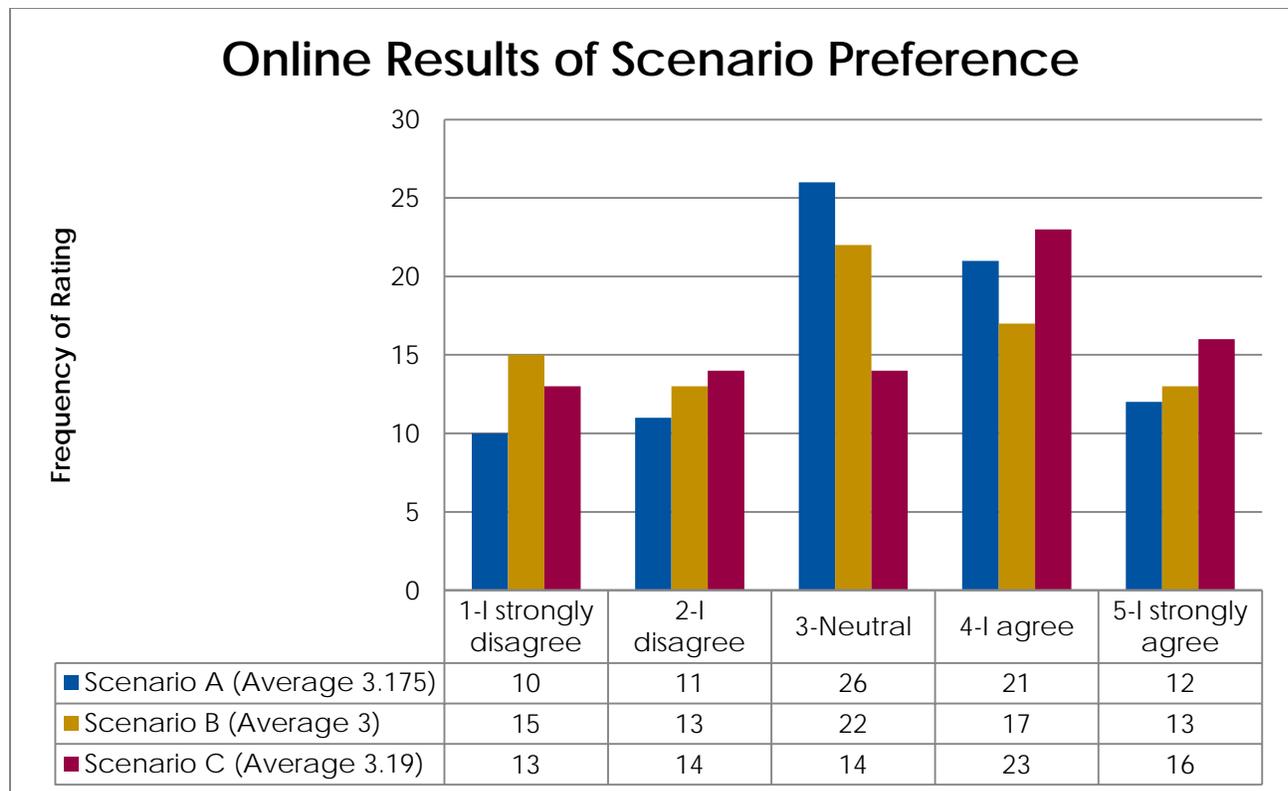
online than in the Open House. It is also important to note that the online participants had more time to privately evaluate and examine details of the scenarios which followed the participant’s required review and scoring of the guiding principle alternatives in the exercise and were accompanied by a brief written description. By comparison, the Open House ratings were marked and displayed publicly based on initial impressions and discussions with staff or others attending the Festival.

Overall Online Input (80 participants)

All three scenarios receive nearly a neutral average score from the online participants.

- Scenario C is slightly preferred receiving more 4 and 5 ratings than the other scenarios. The average rating was 3.19 for Scenario C.
- Scenario A comes in as the second highest preference among the online participants with an average rating of 3.175. It still received neutral and agreement ratings most frequently.
- Scenario B is the least preferred among online participants getting the strongest disagreement ratings of the options. Its average rating of 3 indicates participants found this scenario appealing enough overall to keep its average score neutral.

The chart and table below show the comparison of the scenarios based on online participation.



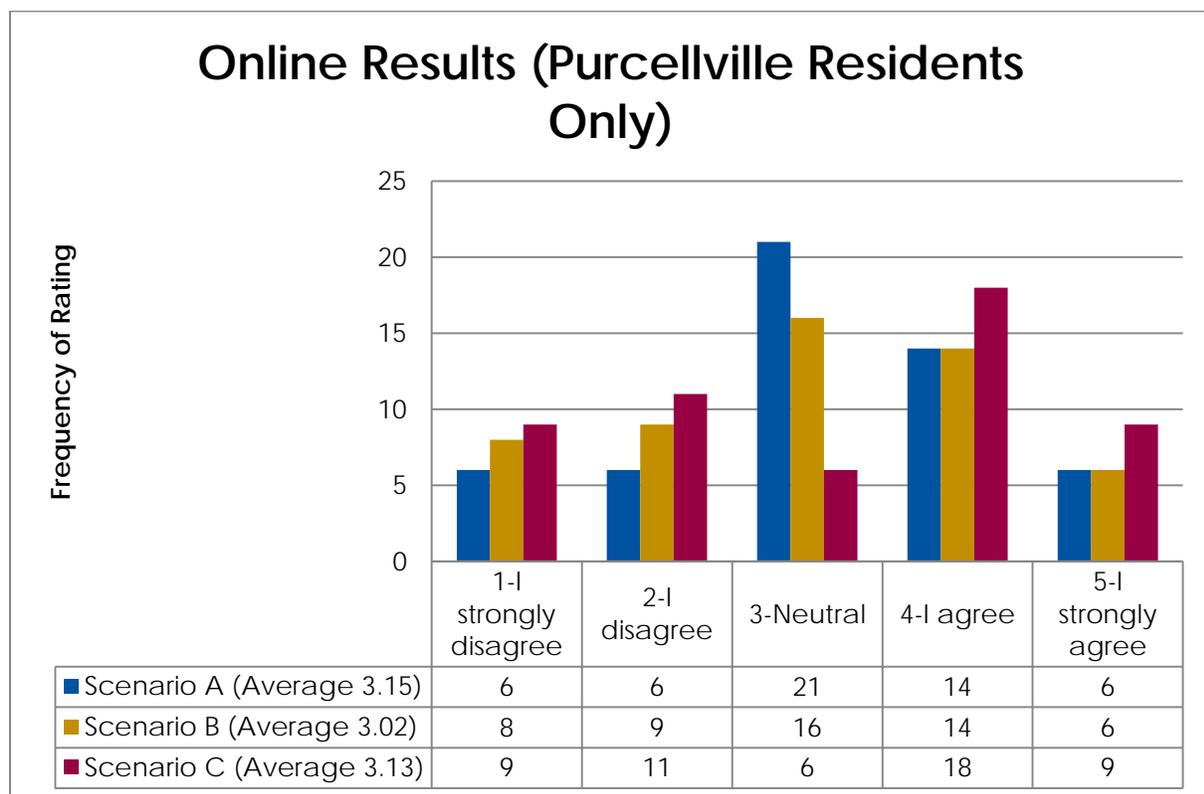
Online (In Town Residents)-53 participants

The responses of Town residents are much like those for the overall online participation, with all the scenarios receiving neutral to slightly positive average ratings. The difference between the scenario

preferences, on average, is minimal. All the scenarios received more diverse ratings online than in the Open House exercise.

- Scenario A takes a slight lead among Purcellville Residents (average rating of 3.15) in the online polling, gaining more neutral ratings than Scenario C which received more disagreement than Scenario A did.
- Scenario C comes in a close second with an average rating of 3.13, getting the most agree and strongly disagree ratings of all the options.
- Scenario B has an average rating of 3.02, but received more neutral and agree ratings than it received disagree ratings among this group.

The chart and table below illustrate the rating results for Purcellville Residents participating in the online forum.



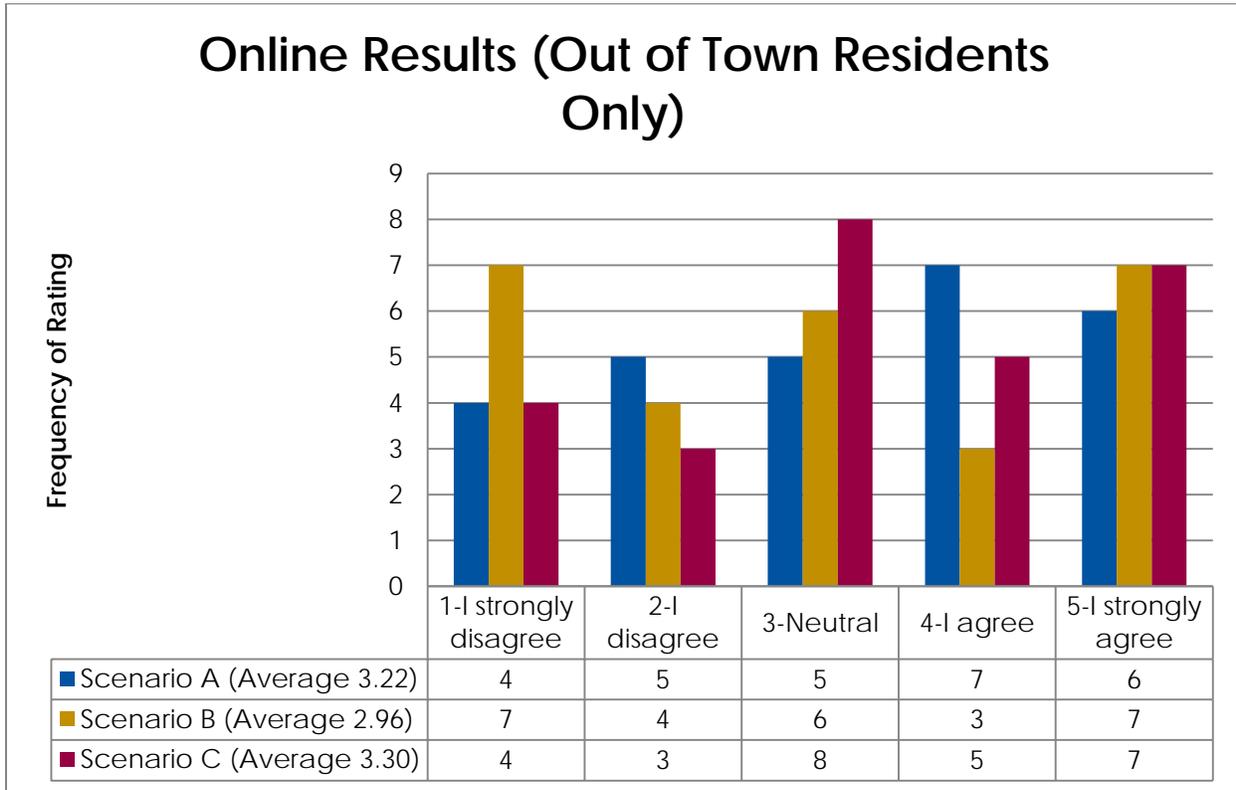
Online (Out of Town Residents)-27 participants

The responses from Out of Town residents are much like those for the overall online participation, with all the scenarios getting a neutral to slightly positive rating. The difference between the scenario preferences, on average, is minimal. All the scenarios received more diverse ratings online than in the Open House exercise.

- Scenario C comes in as the top average rating with 3.30 but was rated neutral most frequently by this group.

- Scenario A is a fairly close second with an average rating of 3.22, but received one more agree and strongly agree rating than Scenario C.
- Scenario B is the most polarizing option. Out of town participants gave Scenario B equal ratings for strongly disagree and strongly agree.

The table and chart below illustrate the ratings from the Out of Town Residents.



Comments on the Scenarios (Online)

The following are comments received on each of the scenarios. Comments were not required, so only participants who wanted to add information are included in this data. There were 80 online participants, so the positive or negative nature of these comments should not be interpreted as support or opposition from the whole responding population, but rather as supplemental information to understand why some people rated the scenarios the way they did.

SCENARIO A

Comments:(11 responses)

town should not accommodate any more single family houses within corporate limits. This plan includes open space designation for parcels zoned for expanding the commercial tax base- completely irrational This would require annexation.

This is totally unacceptable - a developer's dream.

The corner that is owned by the Browns or what was browns farm should be green space or a park, not commercial or mixed use. That area is already going to be crowded as it is with the current development going on. They have fought for years to preserve this area, particularly their property and that is what needs to be done. May wish to expand industrial more to provide for future growth and limit residential in this area. Also to many areas on edge of town marked for annexation and single family homes eliminate property on western boundary north of Old Route 7, and shrink edge on southern boundary to include only half for residential and provide transition to rural area.

I don't see any business growth, just more large single family homes.

I do not want to see "Activity Centers - mixed use" on 21st Street! This is the core of the Old Town area and I feel it should remain just as it is. There is not adequate parking for any type of "mixed-use" facility development on 21st Street, period.

Not enough business growth. Too focused on more homes.

Would like further information on Community Activity Centers. What would be the nature of these "centers."

Would the community have any input as to what would go there or would it all be built "by-right?"

Roudabout toward Hamilton East to Town Boundary should be Mixed Use Commercial outlined in Pink not Red Commercial.

I don't think this offers the additional housing choices we need, and I'd swap the automobile-oriented commercial development for even more mixed-use development.

SCENARIO B

Comments:(11 responses)

better choice than alternative 1- however it does not accommodate enough growth to create adequate demand for the utility system

What is "Suburban Mixed Residential?" We don't need condos and apartment complexes in Pville.

Compared to the other two scenarios, too much mixed use and the housing is denser. That goes against the small town feeling that people love so much.

None

The corner that is owned by the Browns or what was Browns farm should be green space or a park, not commercial or mixed use. That area is already going to be crowded as it is with the current development going on. They have fought for years to preserve this area, particularly their property and that is what needs to be done.

Increase area for industrial Park

Again, NO MORE DEVELOPMENT in the Old Town area, especially on 21st Street! This is the one original part of Purcellville that still has the character and contains many of the older buildings from when Purcellville was founded. Keep mixed-use facilities AWAY from Old Town Purcellville. And again, even with the Town Parking Lot, there is not adequate parking to facilitate any further development on 21st Street.

Again, what is a "community activity center?" Is this Tilley Entertainment?

Roadabout to Hamilton East to Town Boundary Line should be Mixed Use Commercial in Pink and not Commercial Red

Sounds like they're trying to turn this into eastern Loudoun

Yes. This looks like it mostly addresses my concerns with the first scenario. I'd still switch the last commercial area to mixed-use.

SCENARIO C

Comments:(8 responses)

this alternative is not feasible- the Town is prepared to sell the one public park in the corporate limits yet advocates a plan to purchase development rights?

I especially like the amount of green space compared to the other two scenarios. Also, the housing is less dense. People love Purcellville because of its small town feeling. If we allow more and denser housing, then Purcellville will no longer be a small town.

None

The corner that is owned by the Browns or what was Browns farm should be green space or a park, not commercial or mixed use. That area is already going to be crowded as it is with the current development going on. They have fought for years to preserve this area, particularly their property and that is what needs to be done.

Was it the intent that there is very little mixed use in Scenario C, particularly missing in the 21st Street corridor?

Please leave the West side of town alone!!! We do not want or support development on this side of town. Let's leave the congestion on the East side of Town, where more retail is currently being built and there is already plenty of existing retail/commercial space. There is absolutely no need to destroy the West end of the Town of Purcellville. Residents on this end of town are perfectly happy to drive to the East end of town for shopping, etc. Also, NO NEW DEVELOPMENT ON 21st STREET! The Old Town portion of Purcellville needs to remain EXACTLY as is. No "improvements" are needed, especially in the form of any new "mixed-use" buildings!

See previous Comments on A & B

No. I just don't see how this is a realistic option given our current fiscal issues. How could we possibly fund the preservation of this much land? Plus, there needs to be much more mixed-use development; it is time to move away from automobile-oriented commercial development. I know practically everyone in town commutes, but that doesn't mean we should have to stay in our cars once we get home. We all like downtown because it is a nice place to walk around, and I'd love it if the rest of town looked like that too.