



**PLANNING COMMISSION
WORK SESSION AGENDA**

Heritage Conference Room

August 25, 2016

7:00 P.M.

- 1) **Call to Order** - Chairman Theresa Stein
- 2) **Chairman's Comments**
- 3) **Delivery of Vision Statement Working Document**
- 4) **Discussion of Current Planning Documents: Parks, Recreation, Open Space and the Environment**
- 5) **Adjournment**

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USE OF ELECTRONIC DEVICES DURING MEETINGS For the comfort and consideration of others, all cellular phones must be turned off and cannot be used in the Council Chambers. Pagers must be set on silent or vibrate mode. This is requested because of potential interference with our recording devices and the transmittal of our hearing impaired broadcast.

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STAFF REPORT
WORK SESSION ITEM

Item # 3

SUBJECT: Delivery of Vision Statement Working Document

DATE OF MEETING: August 25, 2016

STAFF CONTACT: Daniel Galindo, AICP – Senior Planner

SUMMARY:

At the August 18th Work Session, the Planning Commission reviewed the “Purcellville Forward” draft document prepared by Commissioner Stinnette and reached a general consensus on its content. As directed, Town Staff has since updated the document and is providing a final working draft dated August 24, 2016 (Attachment 1). While this draft does not necessarily represent the exact language that will be used in the final comprehensive plan document, it will serve as the basis of the Planning Commission’s decisions regarding the content of the plan.

ATTACHMENT:

1. Purcellville Forward – August 24, 2016 Draft

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“Purcellville Forward”

A Comprehensive Plan Summary

Requirement:

The Commonwealth of Virginia requires that every locality establish a Planning Commission to promote the orderly development of its environs. In turn, the local Planning Commission must prepare and recommend, and the governing body must adopt, a Comprehensive Plan and review it at least once every five years to determine if adjustments are needed.

Purpose:

This Comprehensive Plan is designed to generally guide and coordinate the future development of the Town of Purcellville. It anticipates the Town’s conditions and needs for the foreseeable future based upon studies and projections. The Plan acknowledges projections will be challenged by the rapid change occurring in the region. This Plan assesses present and probable future needs, and the resources necessary to meet these needs, in order to best promote the health, safety, order, convenience, prosperity and general welfare of the community.

History:

The Town of Purcellville has an established history of planning for its future. The first Comprehensive Plan was adopted in 1978. Reviews and updates were completed in 1984, 1991, 1992 and 1995. The 1998 Comprehensive Plan won an award from the Virginia Chapter of the American Planning Association, and the last Comprehensive Plan was adopted in December 2006 and reviewed in 2011.



Scope:

The Plan is not a regulating ordinance, but establishes policies that guide land use and development-related decisions made by public officials and property owners alike.

Implementation of the Plan occurs through Town ordinances and regulations, including but not limited to the Zoning Ordinance and the Land Development and Subdivision Control Ordinance. These ordinances contain land use and development regulations, which landowners and residents must follow. Therefore, these regulations must be consistent with the goals and objectives of this Plan. Virginia courts have given great weight to local land use decisions made in conformance with an adopted comprehensive plan.

Vision:

For the goals, objectives and policies of this Plan to be effective in guiding future land use and development within the Town and its environs, said policies must reflect the ideals of Town residents and their vision of the future, while balancing the economic considerations of that vision. Purcellville and its surroundings are often described as scenic, historic, bucolic, and friendly. These characteristics serve to give Purcellville a "sense of place," and explain why Purcellville is a desirable place to live, work, and visit. They are more than intangible assets and have measurable economic value to the community.



This Plan seeks to protect these assets for the welfare of present and future generations.

Accordingly, these assets form the foundation of Purcellville's vision for the future, namely that:

Purcellville will preserve and protect its unique, thriving and diverse small town charm by remaining a place:

- 1. That is mindful of its character and historic heritage,**
- 2. Where visitors are appreciative of its physical beauty and valued environment, and**
- 3. Where citizens delight in living and participating in the community.**



Intent:

To fulfill this vision, the Town Plan outlines a comprehensive list of goals, policies and implementation measures. The following statements of community intent reinforce and provide depth to the vision statement.

Community: We will seek to achieve a balanced and sustainable land use pattern that will retain Purcellville's sense of community and historic, small town character in a rural setting.

Neighborhoods: We will endeavor to maintain diverse, well-kept neighborhoods with a range of housing opportunities in a pleasing environment consistent with the historic character of Purcellville.

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

Services: We will ensure high quality community facilities and services, to include a robust cyber infrastructure, conveniently located to serve Town residents and commercial establishments.

Transportation: We will facilitate and provide a safe and sufficient transportation system serving residents, businesses and visitors, while protecting the character of Purcellville.

Resources: We will respect and preserve the natural environment and protect historic and archaeological resources.



Challenges & Goals:

The Town of Purcellville's location in the fastest-growing county in Virginia, at the edge of the Washington, D.C. metropolitan area, presents both challenges and opportunities. The increasing suburbanization of eastern Loudoun County brings these development pressures ever closer and contributes to the growth in tourism. While the Town's economy benefits greatly from tourists

who enjoy the scenic, historic, and simpler ambiance of the Purcellville area, this very attractiveness creates a demand to live here.

Purcellville must protect and enhance the aesthetics and viability of its downtown by striking a balance between serving the needs of local residents and attracting the tourist business that helps to reduce the tax burden on our citizens. Increasing traffic must be managed in a way that ensures the safety and attractiveness of our streets. The preservation of existing neighborhoods must be encouraged through incentives for property improvement and housing rehabilitation.

Purcellville must look for future land uses and development that complement, rather than detract from, its small town charm. Development must be managed to ensure that it does not overwhelm the Town's services and infrastructure nor destroy Purcellville's historic character. The Town must protect its ability to phase growth with the availability of town services.



The Town must work with Loudoun County and adjacent incorporated towns to preserve the scenic, agricultural landscape that is as much a part of our identity as the Town itself.

Cooperative County and town plans must be adopted to provide the policy framework for rural preservation or else significant portions of this landscape could be irrevocably lost. Use of

existing preservation tools, such as open space and conservation easements and land trusts, must be encouraged to the maximum extent possible. New tools must be explored through state and local legislation.

Looking Forward:

The Comprehensive Plan vision and goals must be monitored and updated as conditions evolve. This must involve not only the elected and appointed Town officials responsible for preparing the Plan, but all citizens of the community, whose ideas and insights are essential to developing creative and realistic programs that will guide the Town successfully through both present and future challenges.





STAFF REPORT
WORK SESSION ITEM

Item # 4

SUBJECT: Discussion of Current Planning Documents: Parks, Recreation, Open Space and the Environment

DATE OF MEETING: August 25, 2016

STAFF CONTACT: Daniel Galindo, AICP – Senior Planner

SUMMARY:

The Planning Commission will begin a discussion of parks, recreation, open space and the environment based on its review of the:

1. *Purcellville, Virginia 2025 Comprehensive Plan,*
2. *Comprehensive Parks, Recreation & Open Space Master Plan,* and
3. the three draft reports summarizing and analyzing each of the first three rounds of public engagement for the Comprehensive Plan Update.

NOTE: Other documents may also be discussed if determined to be relevant by the Planning Commission or Town Staff.

ATTACHMENTS:

Previously provided in the August 11, 2016 Work Session Agenda Packet at <http://www.purcellvilleva.gov/AgendaCenter/ViewFile/Agenda/08112016-290>:

1. Parks, Recreation and Open Space chapter (pg. 31-40) of the *Purcellville, Virginia 2025 Comprehensive Plan*
2. Environment chapter (pg. 99-105) of the *Purcellville, Virginia 2025 Comprehensive Plan*
3. *Comprehensive Parks, Recreation & Open Space Master Plan*