PLANNING COMMISSION
WORK SESSION AGENDA
Heritage Conference Room
July 28, 2016
(Immediately following regular meeting)

1) **Call to Order** - Chairwoman Theresa Stein

2) **Oaths of Office** - Mayor Kwasi Fraser

3) **Chairwoman's Comments**

4) **Discussion of Revised Draft Summary for Round 3 of the Comprehensive Plan Update**

5) **Discussion of Draft Communications and Outreach Plan for Comprehensive Plan Update**

6) **Discussion of Current Planning Documents: Demographics and Housing**

7) **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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Compendium of Public Input & Scenarios Analysis Summary

Round 3-Guiding Principles and Scenarios

DRAFT FOR PLANNING COMMISSION REVIEW

7.26.2016

Prepared by:

McBride Dale Clarion

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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.

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**		A. **Infill and Redevelopment** 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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**B. Managed Growth** 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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**C. Annexation Impact Assessment** 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.

Housing & Neighborhoods

Rating		Guiding Principle Approach Option
○ ○ ○ ○ ○ **1 2 3 4 5**		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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.

Economic Development

Rating		Approach Option
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.

Character & Design

Rating		Approach Option
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.

Transportation & Mobility

Rating		Approach Option
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.

Public Services, Utilities, & Fiscal Balance

Rating		Approach Option
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.

Open Space

Rating		Approach Option
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.
○ ○ ○ ○ ○ **1 2 3 4 5**		**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.

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.

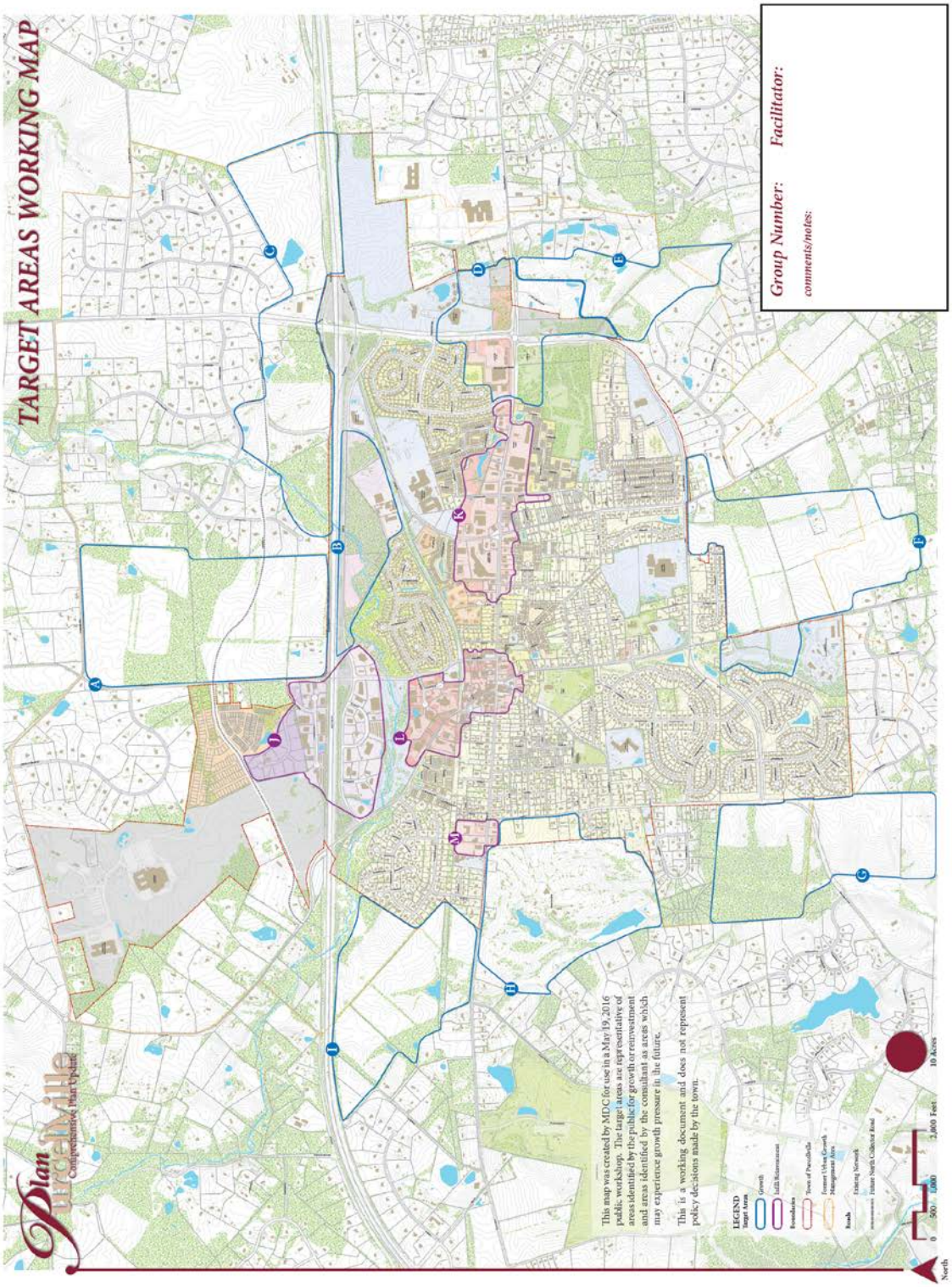
For the Target Areas Visioning Exercise, the participants were split into five tables and provided with a map of all the potential greenfield and reinvestment areas identified in the earlier rounds of public input. The workshop facilitators were provided with a workbook for use with the participants 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.


TARGET AREAS WORKING MAP
Plan Purcellville
Comprehensive Plan Update
This map was created by MDC for use in a May 19, 2016 public workshop. The target areas are representative of areas identified by the public for growth or reinvestment and areas identified by the consultant as areas which may experience growth pressure in the future.
This is a working document and does not represent policy decisions made by the town.
LEGEND
Target Areas
Growth
Infill/Reinvestment
Boundaries
Town of Purcellville
Frontier Urban Growth Management Area
Roads
Existing Network
Future North Collector Road
0 500 1,000 2,000 Feet
10 Acres
North
Group Number:
Facilitator:
comments/notes:

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.

Theme Prioritization

Overall, the themes of Growth Management, Character & Design, and Economic Development were given the highest priority for the town by both workshop participants and online participants. However, the two sets of theme rankings can not be combined for analysis. At the workshop, participants were asked to rank their top five priorities, but in order to require that online participants submitted a ranking, the form had to require a ranking for all seven themes. In addition, approximately a third of the workshop participants filled out the ranking sheet incorrectly. In these cases, Staff dropped the lowest scores for those that ranked more than five priorities sequentially, and for all others, up to five themes marked as a priority were given a score of "3." For these reasons, MDC and Town Staff lacked confidence in each of the numerous attempts made at normalizing and combining the two sets of scores.

NOTE: The ratings of the Guiding Principle options did not have this issue and could be combined.

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
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, Utilities, & Fiscal Balance while the online and overall results prioritized Public Services, Utilities, & 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 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. Public Services, Utilities & Fiscal Balance and Transportation & Mobility were prioritized lowest.

Theme Prioritization	Average Score	Total Score	Participant Count
Growth Management	3.33	110	33
Character & Design	2.27	75	33
Economic Development	2.18	72	33
Housing & Neighborhoods	2.00	66	33
Public Services, Utilities & Fiscal Balance	1.76	58	33
Open Space	1.52	50	33
Transportation & 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 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, Utilities & Fiscal Balance	4.35	348	80
Housing & Neighborhoods	4.56	365	80
Open Space	4.74	379	80
Transportation & Mobility	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 & 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 & 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
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 communting) 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.

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.

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 Appalachain 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.

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

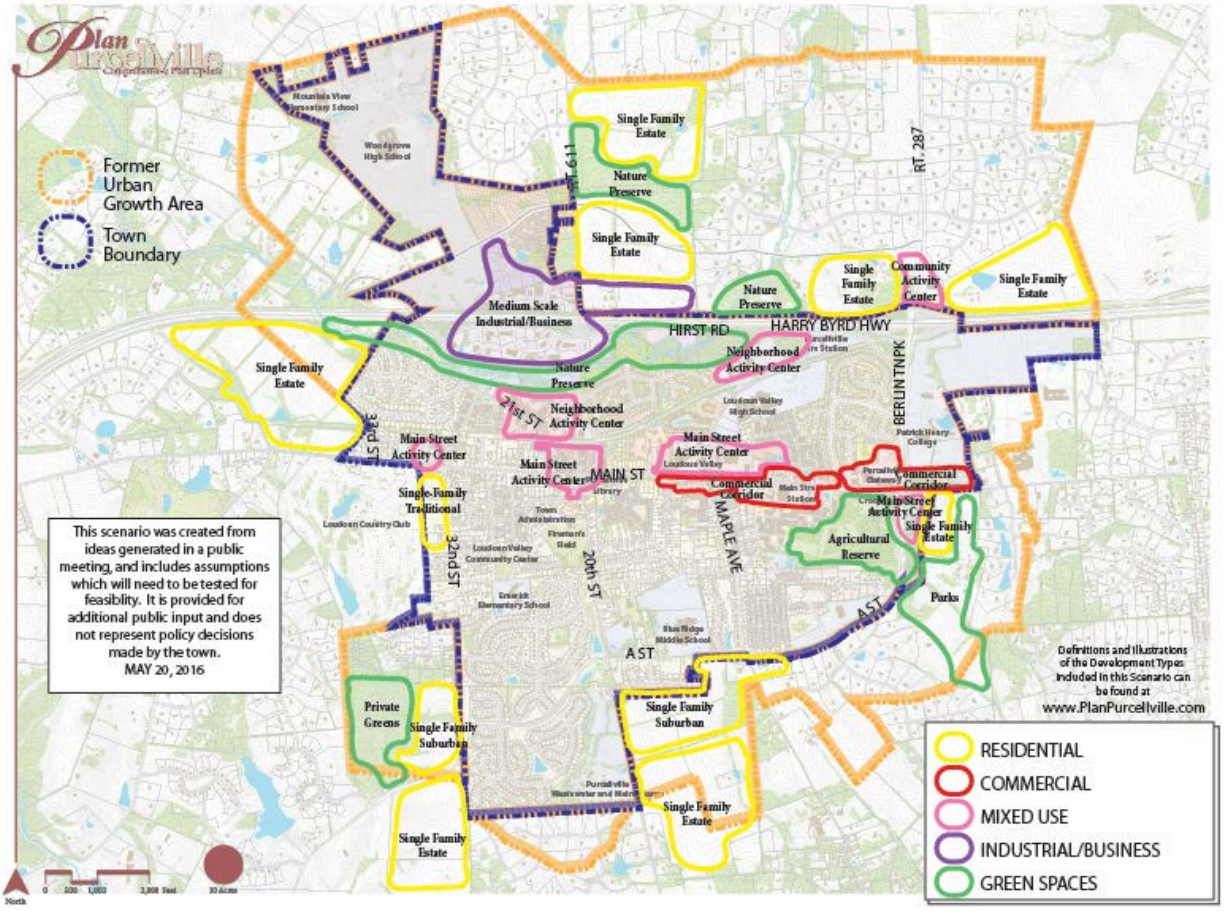
Future Development Scenarios

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 Activinty (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	Communicty 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 souther 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 patter 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 (Equestrin, 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 Acitvity 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 H	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

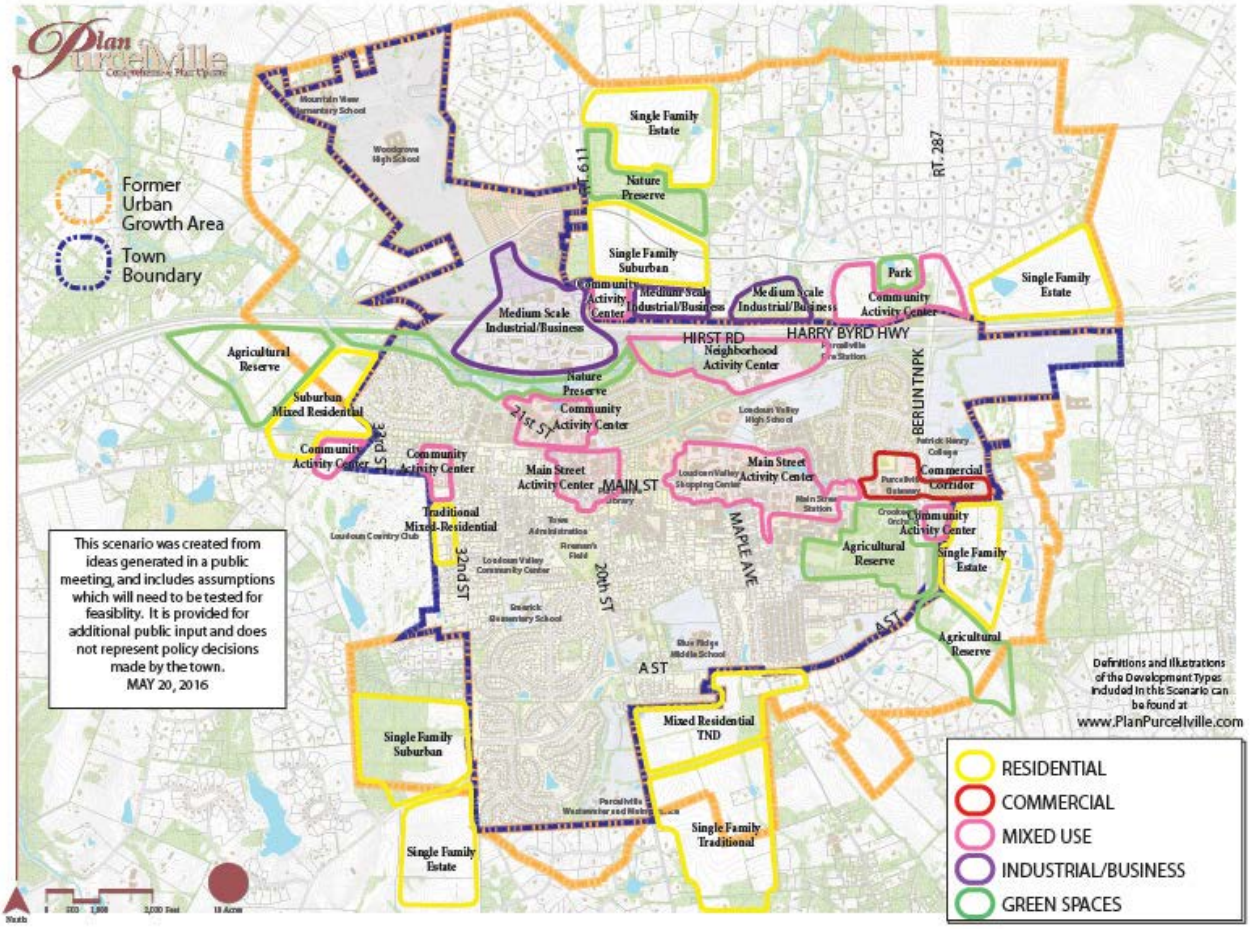


SCENARIO A

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.

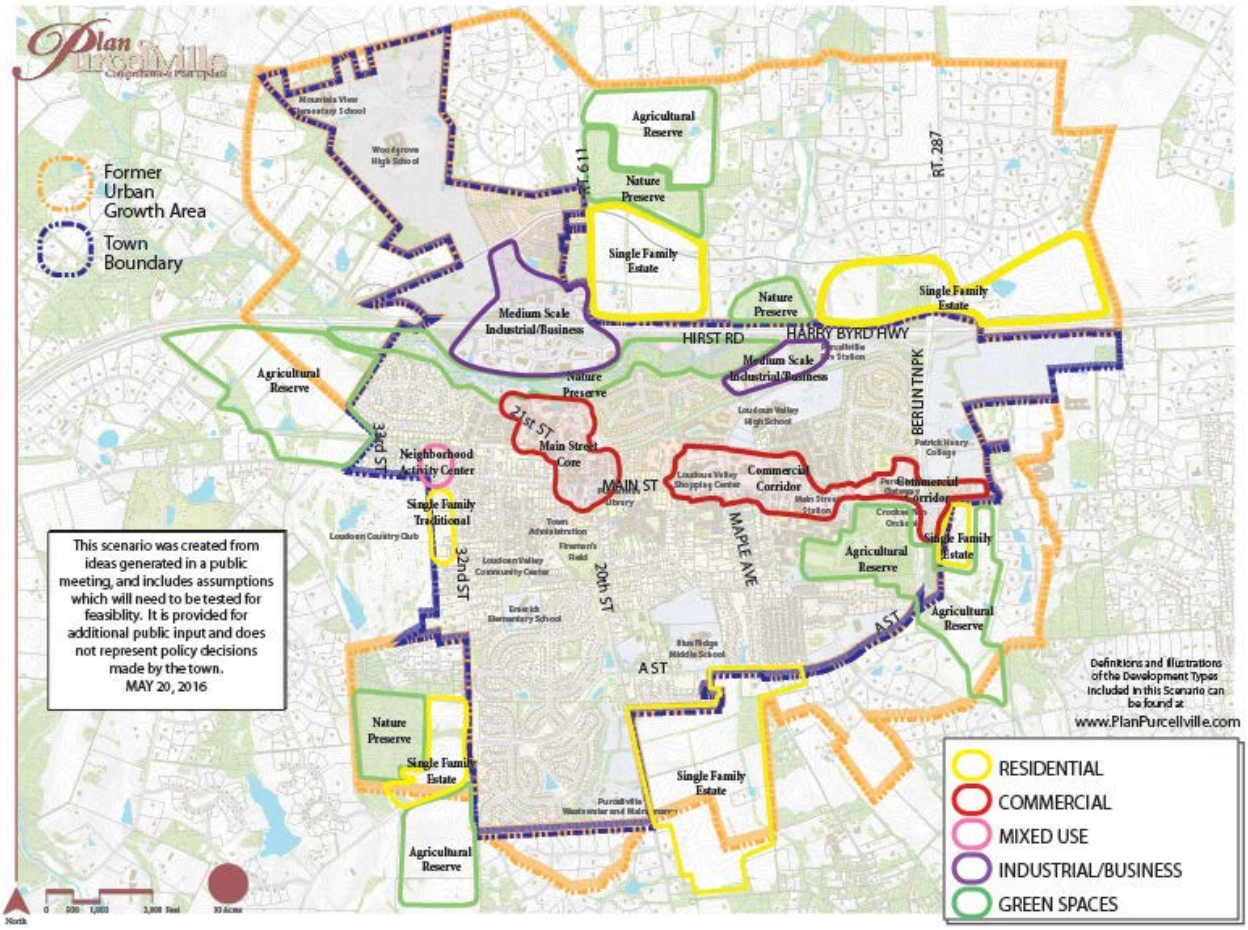


SCENARIO B

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.

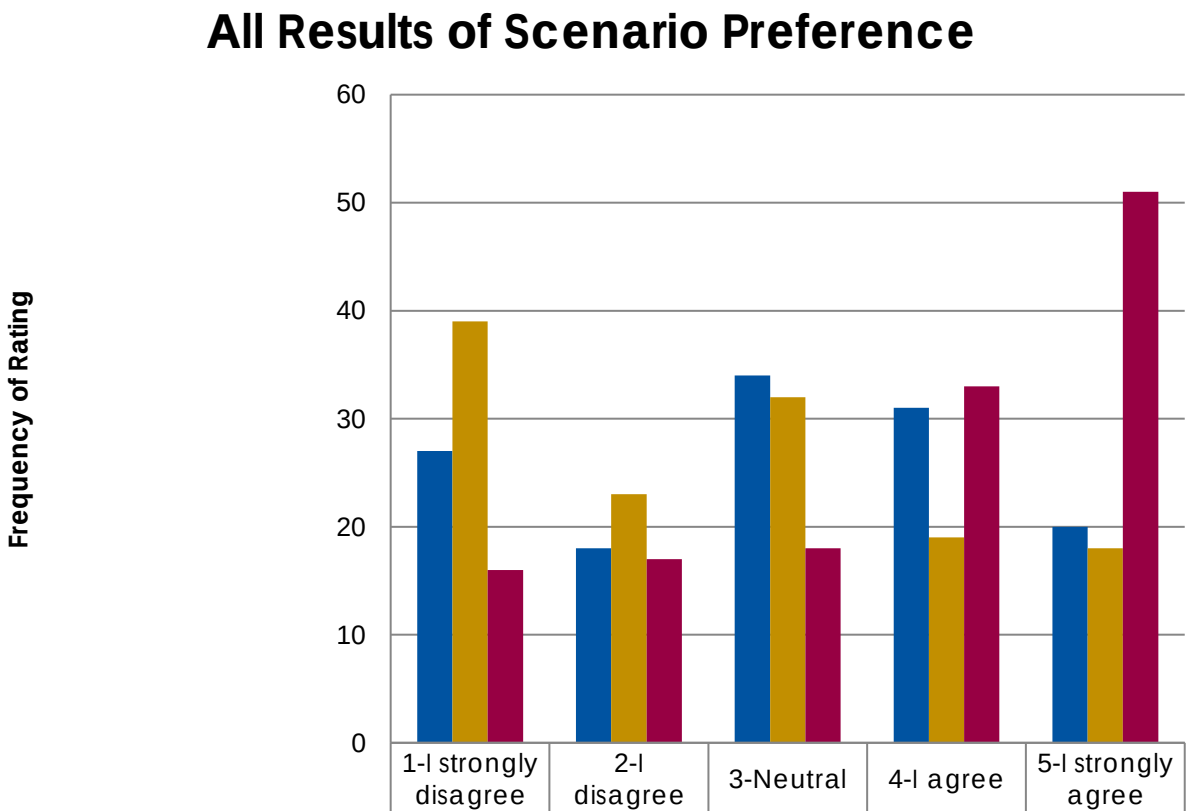
SCENARIO PREFERENCE SUMMARY

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.

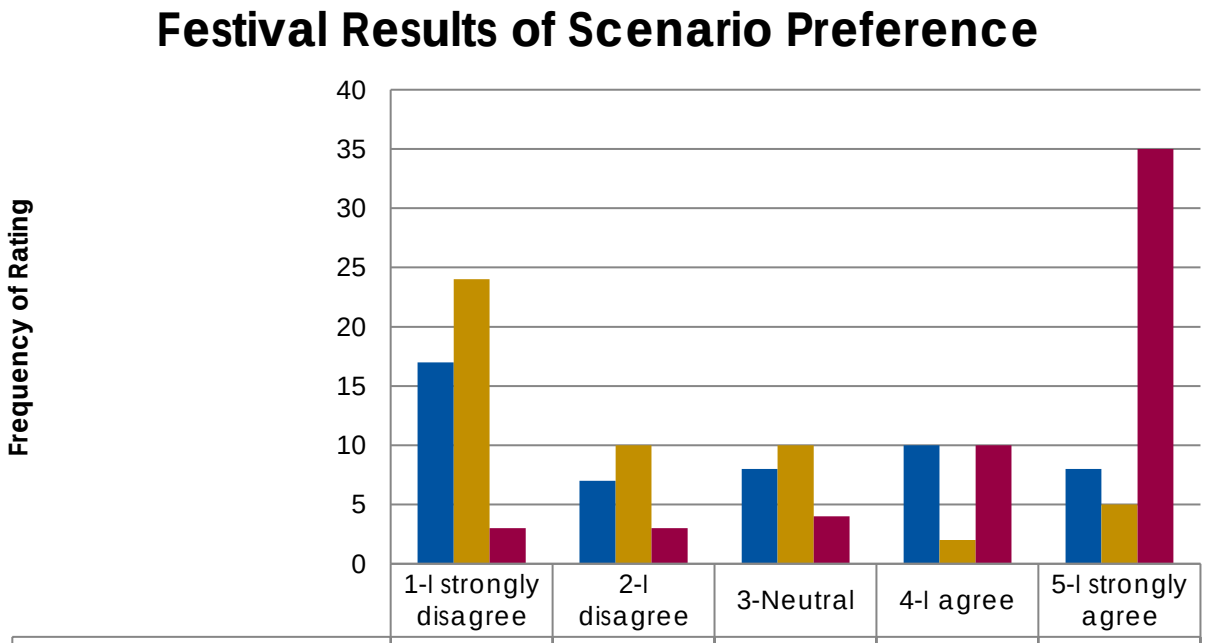


	1-I strongly disagree	2-I disagree	3-Neutral	4-I agree	5-I strongly agree
Scenario A (Average 2.99)	27	18	34	31	20
Scenario B (Average 2.65)	39	23	32	19	18
Scenario C (Average 3.64)	16	17	18	33	51

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.



	1-I strongly disagree	2-I disagree	3-Neutral	4-I agree	5-I strongly agree
Scenario A (Average 2.7)	17	7	8	10	8
Scenario B (Average 2.1)	24	10	10	2	5
Scenario C (Average 4.29)	3	3	4	10	35

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

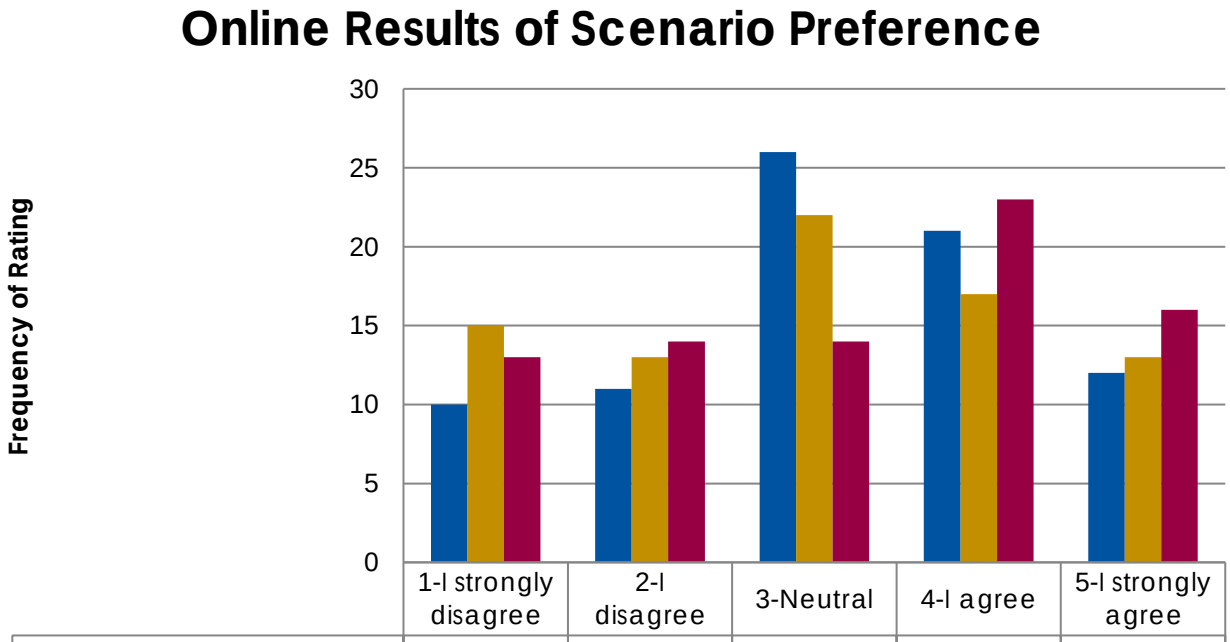
to privately evaluate and examine details of the scenarios which followed the participant's required review and scoring of the guiding principle alternatives in the exercise and were accompanied by a brief written description. By comparison, the Open House ratings were marked and displayed publicly based 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.



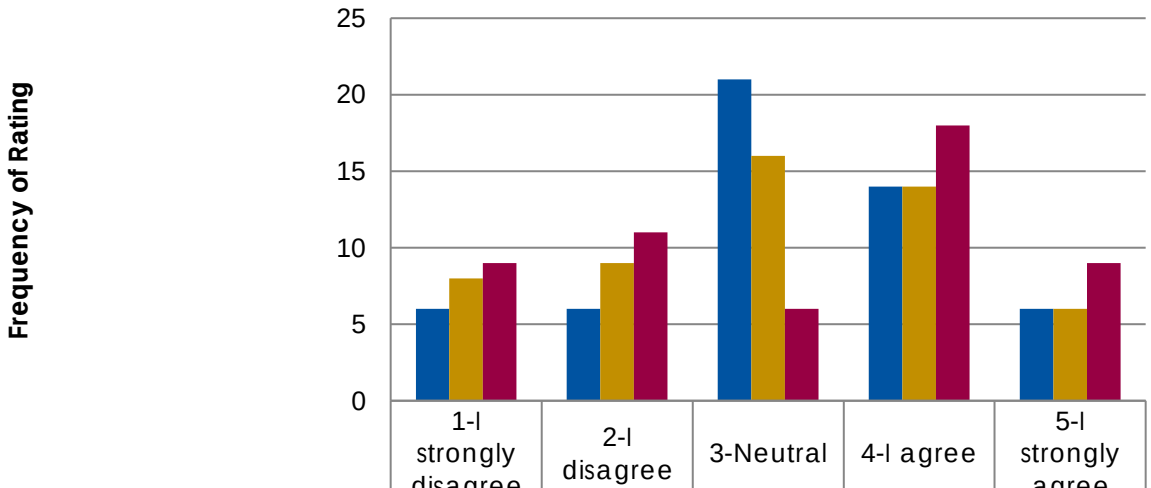
	1-I strongly disagree	2-I disagree	3-Neutral	4-I agree	5-I strongly agree
Scenario A (Average 3.175)	10	11	26	21	12
Scenario B (Average 3)	15	13	22	17	13
Scenario C (Average 3.19)	13	14	14	23	16

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.



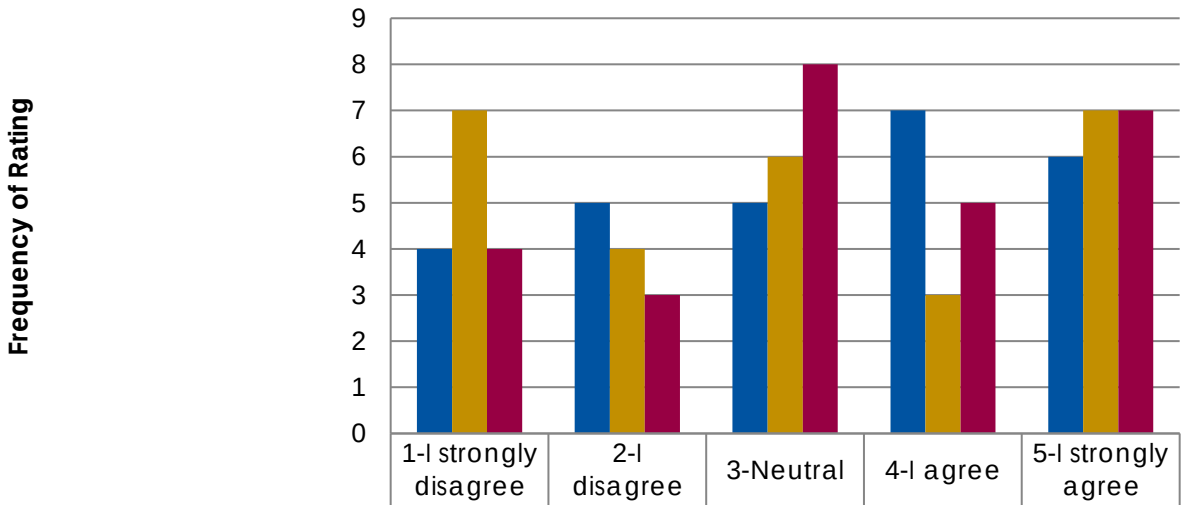
	1-I strongly disagree	2-I disagree	3-Neutral	4-I agree	5-I strongly agree
Scenario A (Average 3.15)	6	6	21	14	6
Scenario B (Average 3.02)	8	9	16	14	6
Scenario C (Average 3.13)	9	11	6	18	9

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.



	1-I strongly disagree	2-I disagree	3-Neutral	4-I agree	5-I strongly agree
Scenario A (Average 3.22)	4	5	5	7	6
Scenario B (Average 2.96)	7	4	6	3	7
Scenario C (Average 3.30)	4	3	8	5	7

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?

Roudabout 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.

Addendum A: Scenarios Analysis Summary

A Summary of Assumptions and Findings for Planning Commission Discussion

INTRODUCTION

This Scenario Analysis Summary was prepared by McBride Dale Clarion, TischlerBise, Kimley-Horn and Town Staff for review and discussion by Planning Commission as a supportive decision making document for the Comprehensive Plan Update. This report is prepared as an addendum to the Round 3 Compendium of Public Input to further explain the outputs from scenarios created in Round 3 of the public process.

Examination of scenarios is often complex and to help frame the results, the information in this report is presented in the following order:

- Demand Analysis - Highlighting the estimated range of land use demand for the Purcellville area based on growth forecasts included in the Critical Findings Report.
- Capacity Analysis - Detailing the development assumptions for the scenarios including analysis of the Target Areas capacity under existing zoning regulations.
- Buildout Analysis - Buildout capacity analysis calculates the maximum potential for development in the identified target areas in each scenario; this includes net new development and total buildout for the study area (i.e. the current town limits plus the unincorporated Target Areas) with splits showing what the capacity is in the current town limits without annexation.
- Fiscal and Transportation Analysis of the Scenarios - An analysis of the potential fiscal outcomes and trip generation under buildout and two adjusted non-residential scenarios. This information is provided to highlight the importance of balanced land uses, and the potential to shift these results through various policy decisions made in the comprehensive plan.

DEMAND ANALYSIS

OVERALL

The residential and non-residential demand is based on the Critical Findings and Existing Conditions report, which includes estimates for the potential population growth, housing demand, and employment growth in and around Purcellville through 2040. These demand numbers are based on the theoretical capture of portions of the Loudoun County growth anticipated over the next 25 years, but do not take into account the specific availability of land in Purcellville to accommodate this growth.

The following demand figures are provided as a benchmark to evaluate the various capacity scenarios against. Numerous assumptions can be made or changed in an analysis, each affecting the town's projected capacity for growth. This ability to test assumptions before agreeing on the content of the plan is a significant feature of the Comprehensive Plan Update process.

Residential Demand

TABLE 1. 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 Projec	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%

Table 1 above shows the population projections estimated for the Purcellville area based on capture rates of anticipated Loudoun County population growth. The Town currently has about 2.5% of Loudoun County's population.

MDC estimates that the Town has 2,609 existing housing units based on the 2014 American Community survey numbers and the number of housing occupancy permits issued in 2015 and 2016.

TABLE 2.
ESTIMATED NEW HOUSING DEMAND 2040, PURCELLVILLE AREA
(ASSESSMENT FROM VARIOUS SOURCES BY MDC)

	Potential Demand Estimates		
	New Population	New Households	New Houses
2.0 % OF LOUDOUN COUNTY (COG)	570	184	188
2.5% OF LOUDOUN COUNTY (COG)	2992	965	985
2012 WELDON COOPER PROJECTIONS	4767	1538	1568
3.0% OF LOUDOUN COUNTY (COG)	5415	1747	1782
ASSUMPTIONS:			
Average Household Size	3.1		
Vacancy Rate	2%		

The table above shows the estimated demand for new housing based on the potential population increase. This table converts new population to households by dividing the new population by 3.1 (the current average household size in Purcellville) and then converting households to housing units by applying a minimal vacancy rate comparable to the current vacancy rate in Purcellville of 2%. The result is demand for between 188 and 1,782 new houses by 2050, depending on the capture rate of residential population that is anticipated to want to live in the Purcellville area over the coming decades.

Adding the demand for new housing units to the town's existing housing results in a range of between 2,800 homes and 4,390 homes in or near Purcellville in 2040.

The town has an estimated capacity for about 338 new homes in developments like Mayfair, on the Ball Property and on a few other smaller, privately owned, undeveloped lots within the town limits. The table below shows the Town's housing pipeline: planned but unbuilt housing capacity.

TABLE 3.
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

Just building the approved homes will provide capacity for the lowest estimates for population growth (2%), but will only cover about a third of the new homes needed if the demand continues at 2.5% of the County population.

The Scenarios examined in this report offer alternative assumptions and ways of looking at the town's capacity for housing growth, both through redevelopment potential in already developed areas or through strategic annexation.

Non-Residential / Employment

Non-residential or commercial and industrial land demand is based on estimated future employment projections provided by the U.S. Census, Woods and Poole Economics, and the Weldon Cooper Center for Public Service.

The Town currently has an estimated 4,750 jobs located within the town and is forecasted to have a total of 9,970 by 2040.

The table below shows the estimated current and future employment in Purcellville and Loudoun County.

TABLE 4.
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**

Based on an inventory provided by the Loudoun County Office of the Commissioner of the Revenue, MDC estimates that the Town of Purcellville has approximately 1.413 million square feet of commercial and industrial building space on approximately 259 acres of land (11.282 million square feet of land) zoned for commercial or industrial. That is an average existing Floor Area Ratio of 0.1252.

A simple way of examining commercial/industrial land demand for the future is to calculate the average floor area per employee currently. This is approximately 300 square feet of commercial or industrial building area per current employee. If this ratio is applied to the estimated future employment of 9,970, the estimated square footage needed to accommodate these jobs would be 2.991 million square feet, an increase of 1.578 million square feet of commercial and industrial space. If the town's current Floor Area Ratio of 0.1252 is maintained for that building area, the Town would need an additional 289 acres of land (12.604 million square feet of land) to accommodate it.

In addition, the Town of Purcellville also has approximately 1.224 million square feet of institutional building space on approximately 526 acres of land (22.913 million square feet of land) zoned for institutional. When combined with the commercial and industrial figures above, this provides an alternative result of a combined 2.637 million square feet of building space devoted to employment on 785 acres of land (34.195 million square feet of land). This alternative calculation results in an average existing Floor Area Ratio of .0771. Using the same methodology as above, this is approximately 554

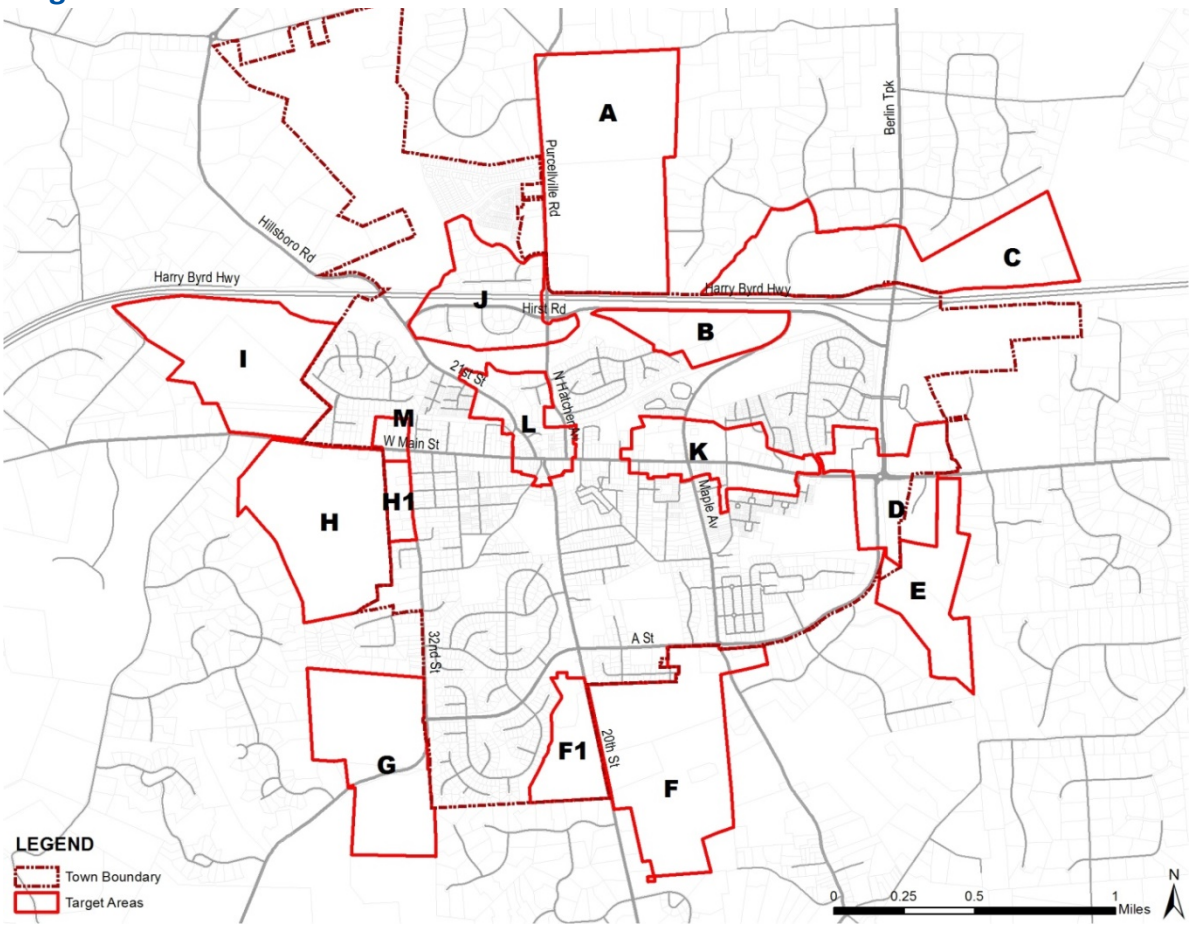
square feet of building area per current employee. Applied to the projected employment of 9,970, the estimated square footage needed to accommodate these jobs would be 5.523 million square feet, an increase of 2.886 million square feet of commercial, industrial or institutional space. If the town's current Floor Area Ratio of 0.0771 is maintained for that building area, the Town would need an additional 859 acres of land (37.432 million square feet of land) to accommodate it.

The town does not have to meet this demand, but the following scenarios examine ways the Town could accommodate employment increases, both through redevelopment in town and possible new commercial and industrial land uses outside of the existing town limits.

CAPACITY ANALYSIS

Based on the public input provided in Round 1 and Round 2, the existing land use inventory, and the road network and transportation plans, MDC identified areas of the Town that people wanted to protect as they are and places that people would like to see redevelopment or would consider for potential growth. Using this information, MDC created a Target Area Map that was used in the creation of potential future development scenarios by allowing participants and the consultants to focus on areas with potential to change. This exercise allows the town to examine potential costs and benefits of different types of "growth" through either redevelopment in town and/or the potential addition of a few strategic areas for greenfield growth before deciding on the official policies for the plan update.

Target Areas



Map: Target Areas Used for Analysis

The study area for this analysis is the area in and around the current town limits of Purcellville with a focus on the Target Areas shown above on the map.

The Target Areas include 1,615 acres in Purcellville and Loudoun County

- Purcellville: 439 acres (Much of this land is already developed with Commercial and Industrial Uses)
- Loudoun County: 1,176 acres (Most of this land is agricultural or undeveloped).

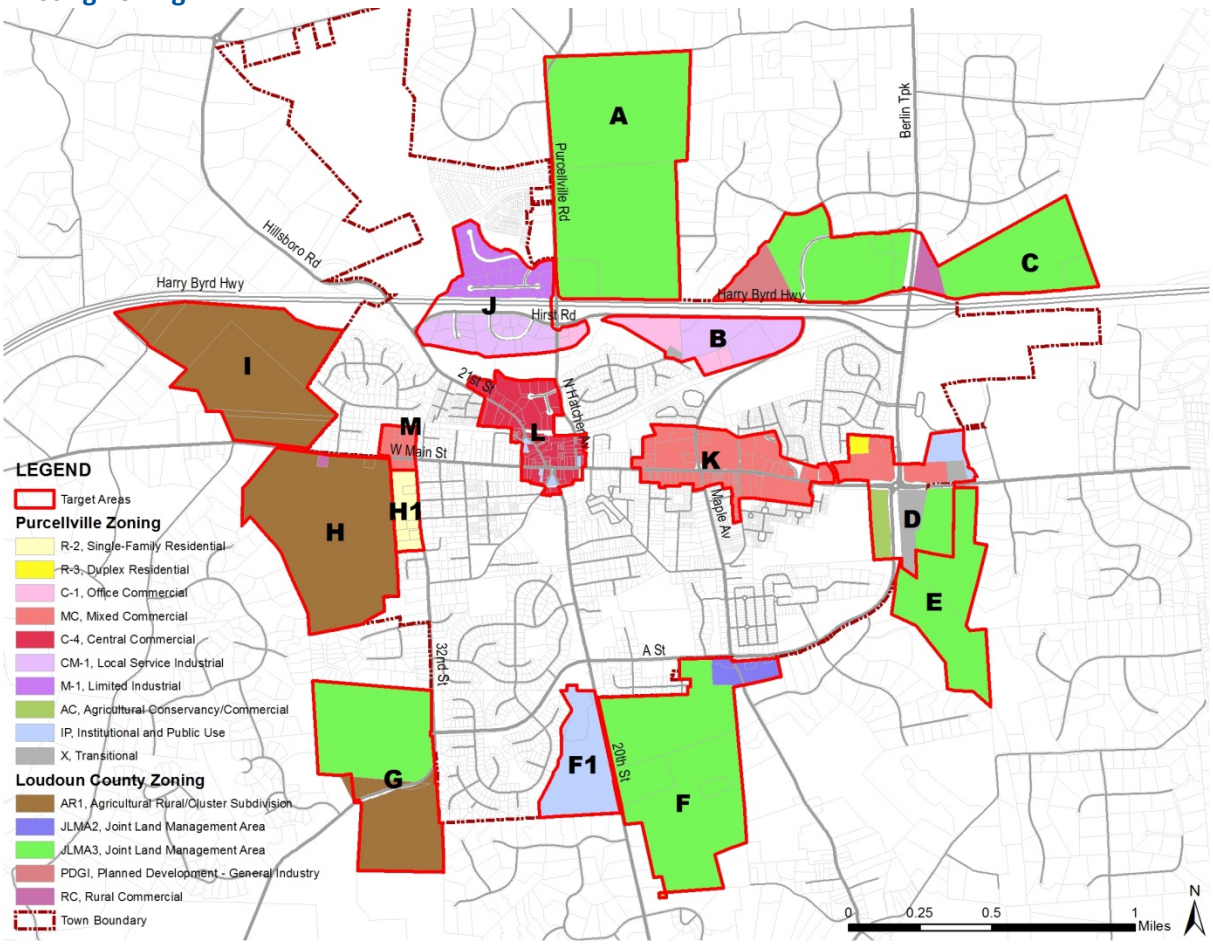
The area around Catoctin Creek shown on the scenario maps, was not included in the Target Areas as there was no input or scenario that envisioned this area being anything other than open space.

Potential Future Development Pattern Scenarios

MDC examined the maximum development capacity (build out) of the target areas under four potential future development pattern scenarios. These included:

- Existing Zoning (Purcellville and Loudoun County Zoning)
- Scenario A – Redevelopment of targeted areas in town featuring more mixed-uses along with additional industrial and community scale mixed-use development in two targeted areas in Loudoun County. 3-acre estate residential and open space conservation would occur on the remaining land in the unincorporated Target Areas.
- Scenario B - Redevelopment of nearly all of Purcellville's commercial areas to include more mixed-uses and development of a few unincorporated Target Areas for suburban and mixed residential developments as well as community scale mixed-uses and industrial.
- Scenario C - Minor redevelopment on the west end of town to allow for mixed-uses and extensive open space and agricultural preservation in the Target Areas outside of town to create and maintain a greenbelt.

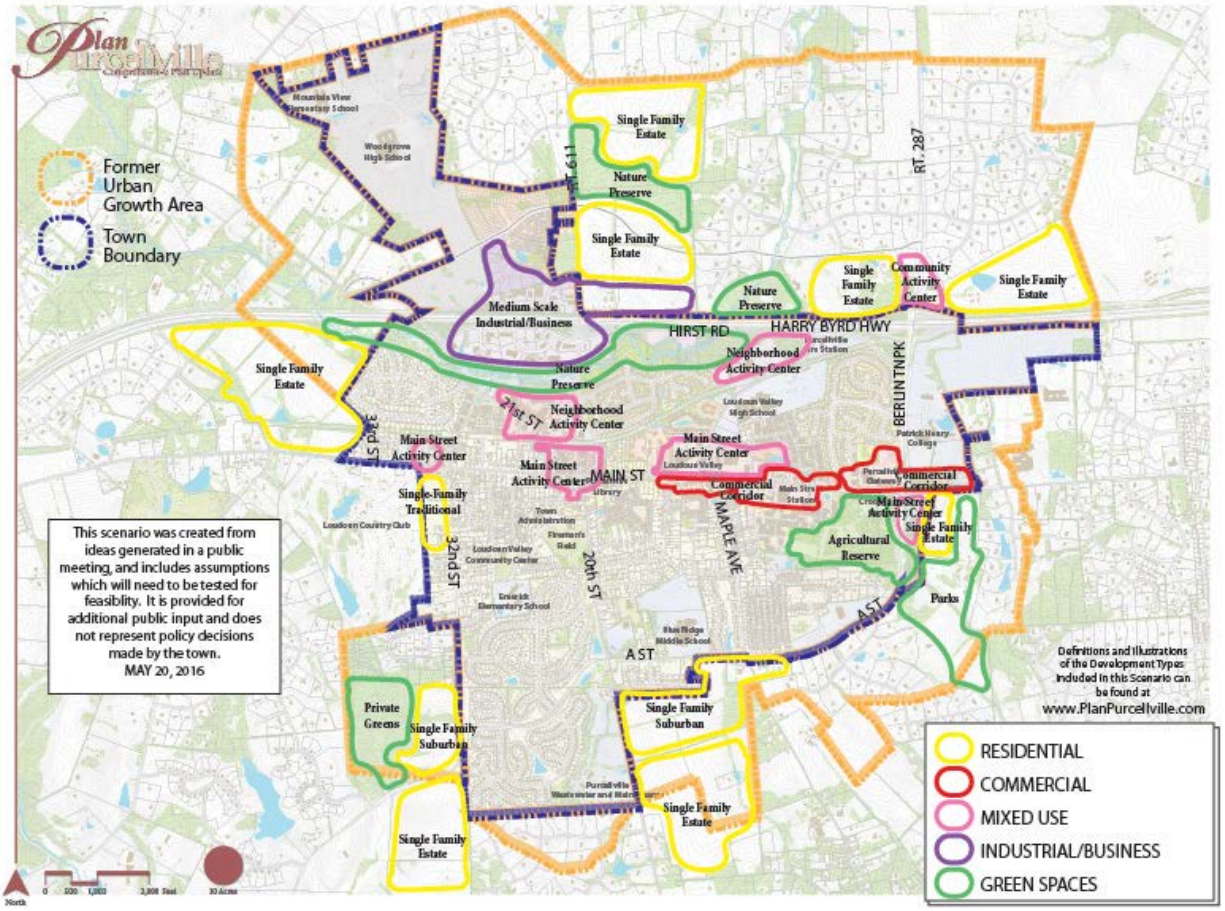
Existing Zoning



Map: Existing Zoning in Target Areas

The Existing Zoning scenario assumed the permitted densities and land uses associated with the existing zoning in the Target Areas. Parcels located in the Town of Purcellville were evaluated based on Purcellville's zoning districts. Parcels zoned X-Transitional were assigned the adjacent commercial classifications to fit the context. The land outside of the Town was evaluated based on Loudoun County's zoning districts. The zoning assumptions such as lot sizes and densities are shown in the Buildout Capacity Analysis which follows.

Scenario A



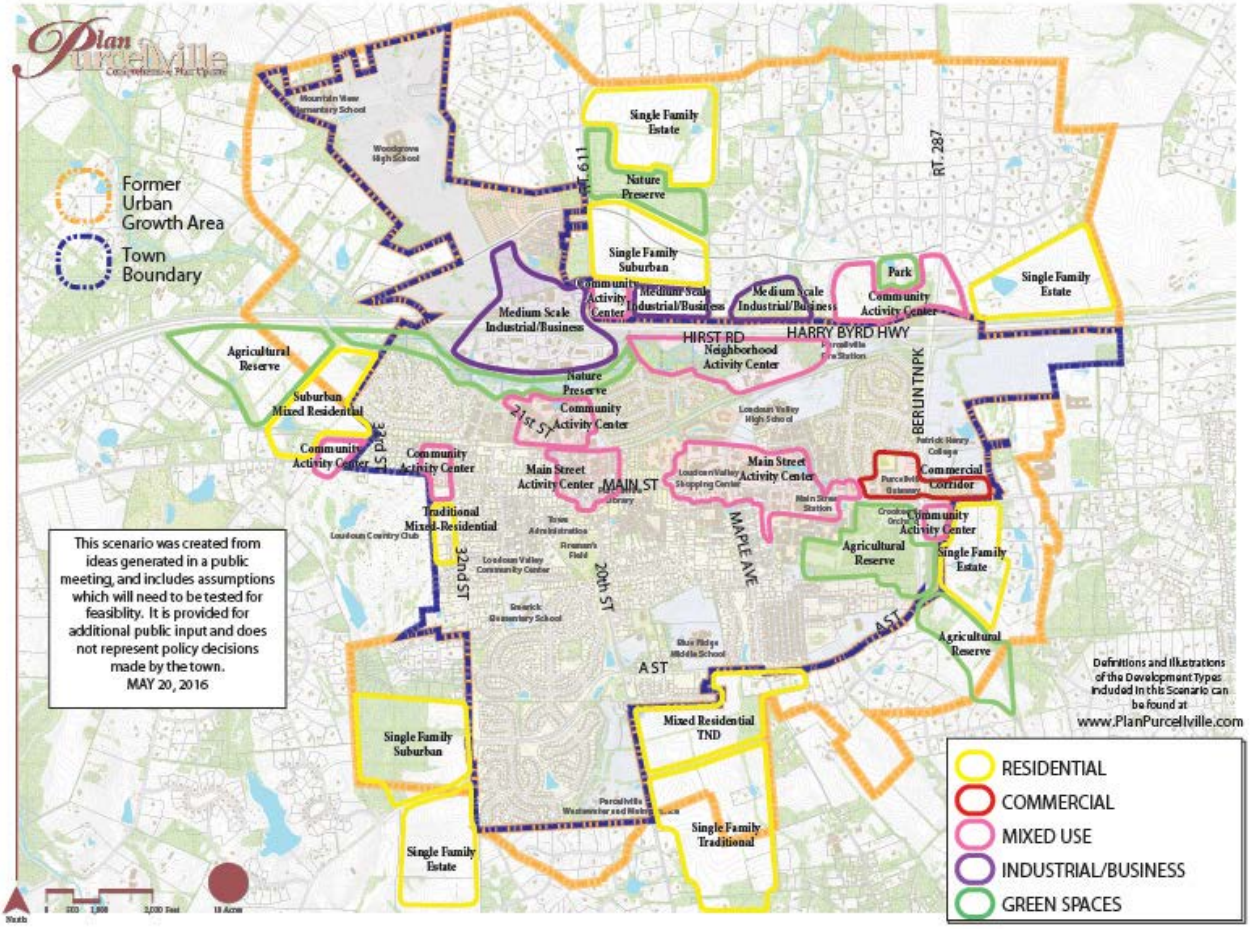
Map: Scenario A

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



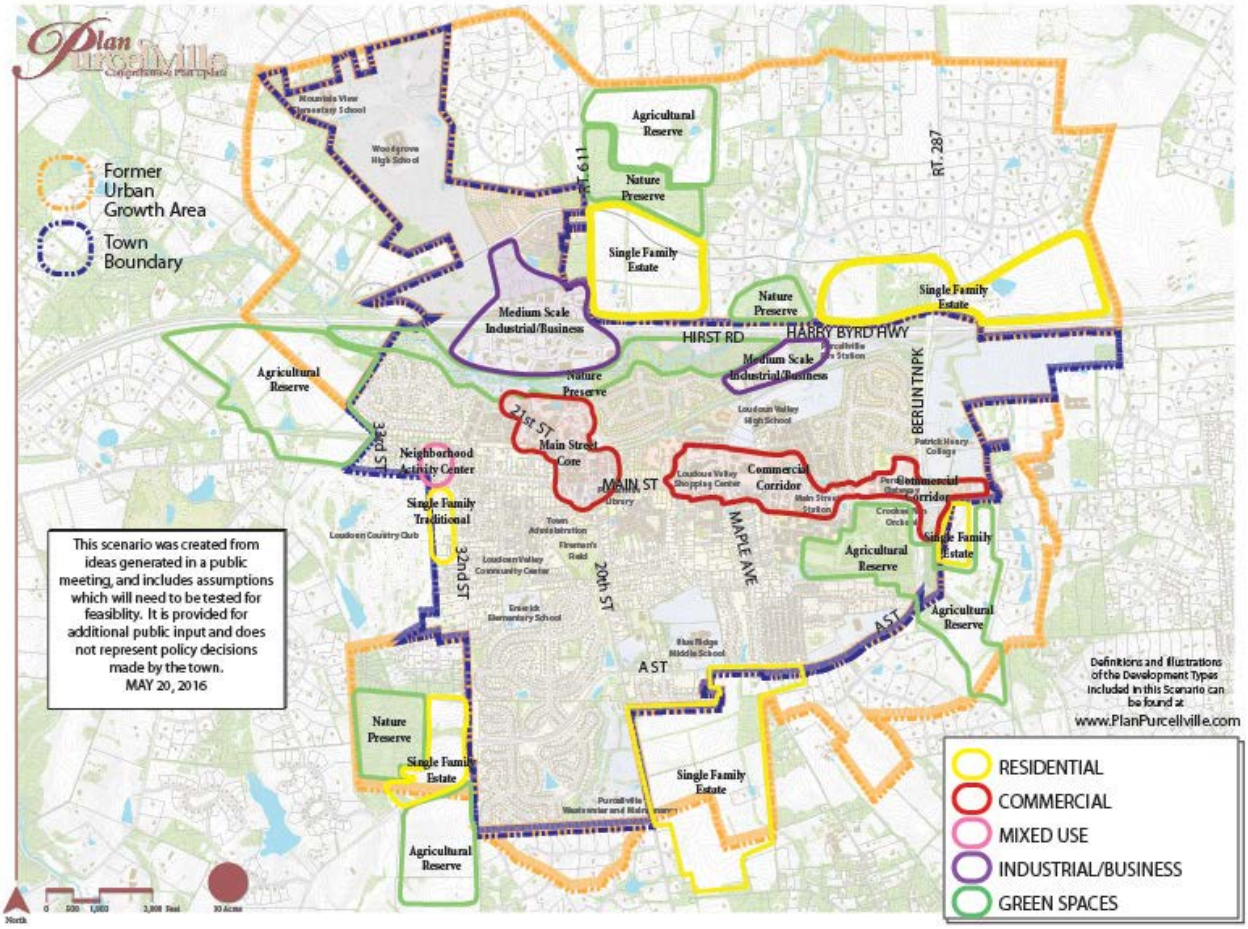
Map: Scenario B

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



Map: 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.

BUILDOUT CAPACITY ANALYSIS

Development Assumptions

MDC calculated building densities based on existing zoning regulations and the mix of uses and building sizes associated with the development types included in the scenarios. The table below shows the development assumptions used in this analysis.

ZONING

The existing zoning capacity analysis is based on zoning districts and standards for the Town of Purcellville and Loudoun County.

TABLE 5. ZONING DEVELOPMENT ASSUMPTIONS

Zoning Categories		Min Lot Area (sq.ft.)		Density per Acre		Max Bldg Coverage	Max Bldg Height (Stories)		Floor Area Ratio		Notes
Purcellville											
R-2	Residential - Single Family	15,000	20,000	3	2						
R-3	Residential - Duplex	8,500	20,000	5	2						
MC	Commercial - Mixed	20,000				40%	2	3	0.60		*0.60 FAR specified*
C-1	Commercial - Central	20,000				40%	2	3	0.8	1.2	
C-4	Commercial - Central	*No minimum*				50%	2	3	1.0	1.5	*35%-50% frontage required and 100% coverage allowed with exceptions*
CM-1	Industrial - Local Service	*No minimum*				50%	1		0.50		*No coverage / only setbacks*
M-1	Industrial - Limited	20,000				50%	1		0.50		
IP	Institutional Public Use	10,000				35%	2		0.70		
IP	Institutional Public Use - Open	*No minimum*							0		*No build*
X-R3	Transitional - Residential	8,500	20,000	5	2						*Per Use*
X-MC	Transitional - Commercial	*No minimum*				40%	2	3	0.60		*Per Use/ 0.60 FAR specified*
AC	Agricultural Conservancy / Commercial	*Cluster*		1		35%					*Minimum acreage - 10 acres*
Loudoun County											
AR1	Agricultural Rural / Cluster Subdivision			0.2		8%	2		0.16		*15 acres for rural economy lot*
JLMA2	Joint Land Management Area	*No minimum*		2		8%	2		0.16		*Assumed residential*
JLMA3	Joint Land Management Area	*No minimum*		0.33		8%	2		0.16		*Assumed residential*
RC	Rural Commercial	10,000				70%	2		0.40		*0.40 FAR specified*
PDGI	Planned Development - General Industry	43,560				45%	2		0.4	0.6	*0.40 to 0.6 FAR specified*

DEVELOPMENT TYPES

The scenario capacity analysis is based on the development types and standards that guided the scenario visioning workshop. The development types are based on context-based form/massing metrics such as lot efficiency, building coverage and height, and mix of uses (residential and non-residential).

TABLE 6. SCENARIO DEVELOPMENT TYPE ASSUMPTIONS

Development Types		Lot Efficiency	Building		Mix		Residential		FAR
			Coverage	Height	Res	Non-Res	Sq.Ft./ Unit	Density	
Single Family Residential	Single Family Traditional	85%	15%	1.5	**100%**	0%	2750	**3.03**	**0.00**
	Single Family Suburban	75%	15%	1.5	**100%**	0%	3000	**2.45**	**0.00**
	Single Family Estate	75%	5%	1	**100%**	0%	5000	**0.33**	**0.00**
Mixed Residential	Traditional Mixed-Residential	85%	25%	1.5	**100%**	0%	2000	**6.94**	**0.00**
	Mixed Residential TND	85%	25%	1.5	**100%**	0%	3000	**4.63**	**0.00**
	Suburban Mixed Residential	75%	15%	1.5	**100%**	0%	3000	**2.45**	**0.00**
Commercial	Main Street Core	85%	75%	2	**0%**	100%	1	**0.00**	**1.28**
	Commercial Corridor	85%	50%	1	**0%**	100%	1	**0.00**	**0.43**
Mixed Use	Main Street Activity Center	85%	75%	3	**15%**	85%	1500	**8.33**	**1.63**
	Neighborhood Activity Center	75%	65%	1.5	**15%**	85%	2000	**2.39**	**0.62**
	Community Activity Center	75%	50%	1.5	**25%**	75%	2000	**3.06**	**0.42**
Industrial	Medium Scale Industrial/Business	75%	50%	1.35	**0%**	100%	1	**0.00**	**0.51**
	Large Scale Industrial/Business	75%	35%	1	**0%**	100%	1	**0.00**	**0.26**
Public	Public	85%	1%	1	**0%**	100%	1	**0.00**	**0.01**
Open Space	Parks	85%	0%	1	**0%**	100%	1	**0.00**	**0.00**
	Private Recreation	85%	0%	1	**0%**	100%	1	**0.00**	**0.00**
	Nature Preserve	85%	0%	1	**0%**	100%	1	**0.00**	**0.00**
	Agricultural Reserve	85%	0%	1	**0%**	100%	1	**0.00**	**0.00**

Buildout Capacity

The buildout capacity analysis is based on the Loudoun County Real Property and Land Parcel Database, generalized existing land use, and existing zoning for Purcellville and Loudoun County. The buildout capacity analysis assumes full buildout at the maximum potential (i.e. complete development of all vacant properties and complete redevelopment of all developed properties) for existing zoning and the future development scenarios.

TABLE 7. TARGET AREA BUILDOUT CAPACITY SUMMARY

		Residential (Units)		Commercial (Sq.Ft.)		Industrial (Sq.Ft.)		Institutional (Sq.Ft.)		Open Space (Acres)	
		Purcellville	Loudoun	Purcellville	Loudoun	Purcellville	Loudoun	Purcellville	Loudoun	Purcellville	Loudoun
Existing In Target Areas	Total	55	10	944,921	7,121	467,986	16,200	45,567	38,884		
		65		**952,042**		**484,186**		**84,451**			
				Current Employment: 4,750 Sq.Ft. per Employee: **302**							
Zoning	Total	65	305	6,762,288	575,462	2,111,299	406,330	348,064	38,884		
		371		**7,337,750**		**2,517,629**		**386,948**			
	Change	10	295	5,817,367	568,341	1,643,313	390,130	302,497	0		
		306		**6,385,708**		**2,033,443**		**302,497**			
				2040 Projected Employment: 9,970 Sq.Ft. per Employee: **2,075**							
Scenario C	Total	77	168	5,968,692	7,121	2,692,079	16,200			257	501
		245		**5,975,813**		**2,708,279**				**759**	
	Change	22	158	5,023,771	0	2,224,093	0				
		180		**5,023,771**		**2,224,093**					
				2040 Projected Employment: 9,970 Sq.Ft. per Employee: **1,828**							
Scenario A	Total	920	541	9,261,040	363,280	2,181,674	783,808			97	377
		1,461		**9,624,321**		**2,965,482**				**474**	
	Change	865	531	8,316,119	356,159	1,713,688	767,608				
		1,396		**8,672,279**		**2,481,296**					
				2040 Projected Employment: 9,970 Sq.Ft. per Employee: **2,650**							
Scenario B	Total	1,293	1,651	10,730,386	1,912,925	2,181,674	977,039			66	345
		2,944		**12,643,311**		**3,158,712**				**412**	
	Change	1,238	1,641	9,785,465	1,905,804	1,713,688	960,839				
		2,879		**11,691,269**		**2,674,526**					
				2040 Projected Employment: 9,970 Sq.Ft. per Employee: **3,327**							

Existing residential units and non-residential square footage for the target areas is estimated based on generalized existing land use. In addition, buildout capacity for residential and non-residential development is estimated for the trend based on existing zoning and for the three future development options/scenarios based on development types.

The existing inventory of building area in the Target Areas is minimal in Loudoun County because there is very little existing development on the subject parcels. In Purcellville, all of the Town's commercial and industrial development is included as these areas were indicated to hold redevelopment potential by public participants and by the consultant because of the tendency for commercial uses to redevelop over time as markets change.

Generalized existing land use data includes an institutional category but the square footage estimates to employment are challenging because it is difficult to assess the exact land use location of jobs. Since we are only including land within the Target Areas or the existing inventory of commercial and industrial land uses, the institutional building area in the analysis is minimal. For consistency purposes, the non-residential indicators are limited to commercial and industrial development.

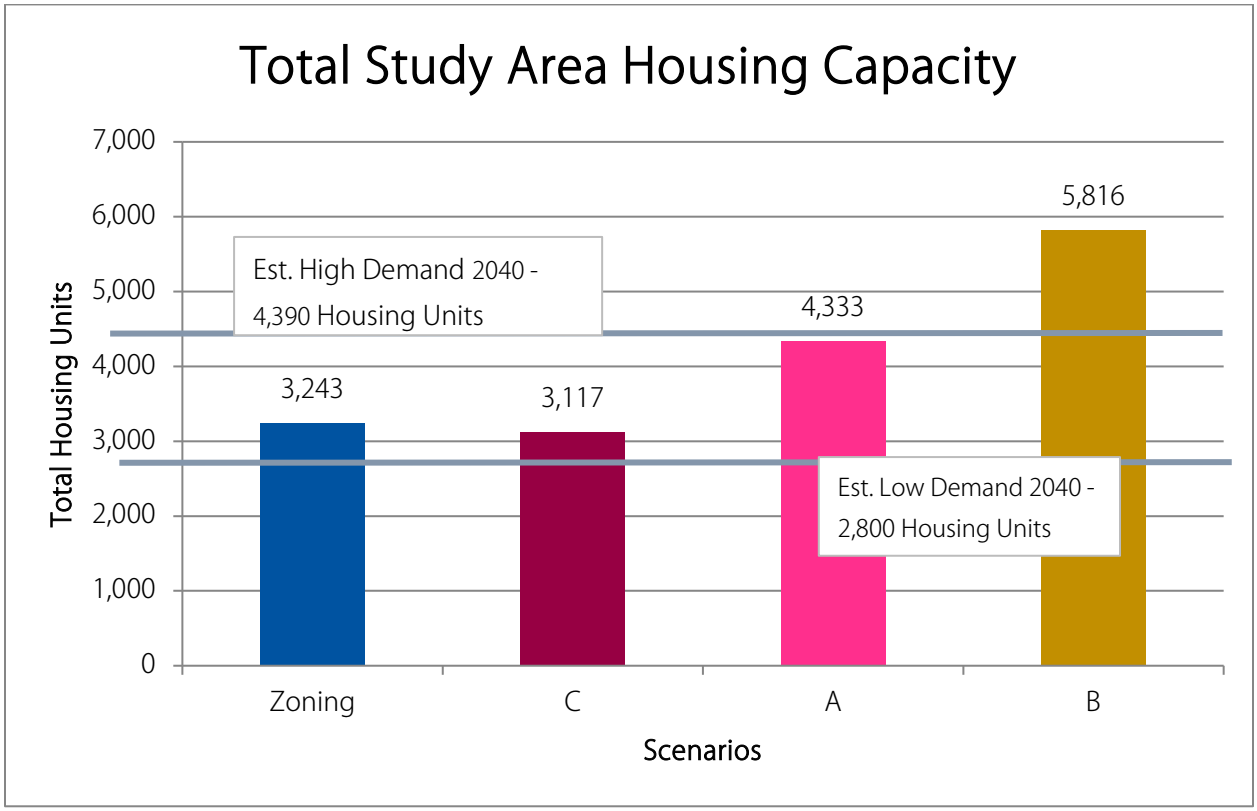
Residential Capacity vs. Demand

Total Study Area

TABLE 8. HOUSING AND POPULATION POTENTIAL AT BUILDOUT OF SCENARIOS

Residential/ Housing/ Population Buildout Total Study Area										
Scenario	Town of Purcellville Existing HU	New Housing Units In Target Areas	Existing Capacity (non-target area)	Total HU @ Buildout	Occupancy Rate	New HH	HH Size	New Pop	Existing Population 2016 Est	Est. Buildout Capacity Pop
Zoning	2609	306	328	3,243	0.98	300	3.1	929	9,120	10,049
C	2609	180	328	3,117	0.98	176	3.1	547	9,120	9,667
A	2609	1,396	328	4,333	0.98	1368	3.1	4242	9,120	13,362
B	2609	2,879	328	5,816	0.98	2822	3.1	8748	9,120	17,868

The table above illustrates the total capacity within the study area by adding the buildout in all the Target Areas to the current housing inventory in Purcellville (current Town Limits). The highlighted columns are assumptions drawn from the existing conditions. The chart below illustrates this data and compares it to the range of estimated demand for housing in the Purcellville area by 2040.



Overall, Scenario C presents the least intensity of residential and non-residential development of the three scenarios, assuming significant preservation and general maintenance of existing development intensities. It also includes the highest acreage of open space reserved. Scenario A presents the mid-range and Scenario B presents the upper range of residential and non-residential development intensity. The zoning scenario falls just above Scenario C in terms of residential and non-residential development capacity.

Overall, residential capacity under current zoning and two of the scenarios remains below the highest estimated demand for housing, except Scenario B which includes approximately 2,879 new housing units with a little over half of those units in currently unincorporated Target Areas. Scenario A includes about 1,396 new housing units with a significant portion of this residential development in Purcellville. The current zoning capacity for residential development also falls short of the highest demand—generating less than a quarter of the projected residential demand.

The estimated low demand for 2040 is provided for reference but is less valuable in comparing scenarios because it assumes a lower than current capture rate of Loudoun County population, and there are adequate approved homes in Town to meet this demand. Since the residential market is strong and the town already has approved capacity for this growth, using 2,800 housing units as a threshold is artificial in this analysis.

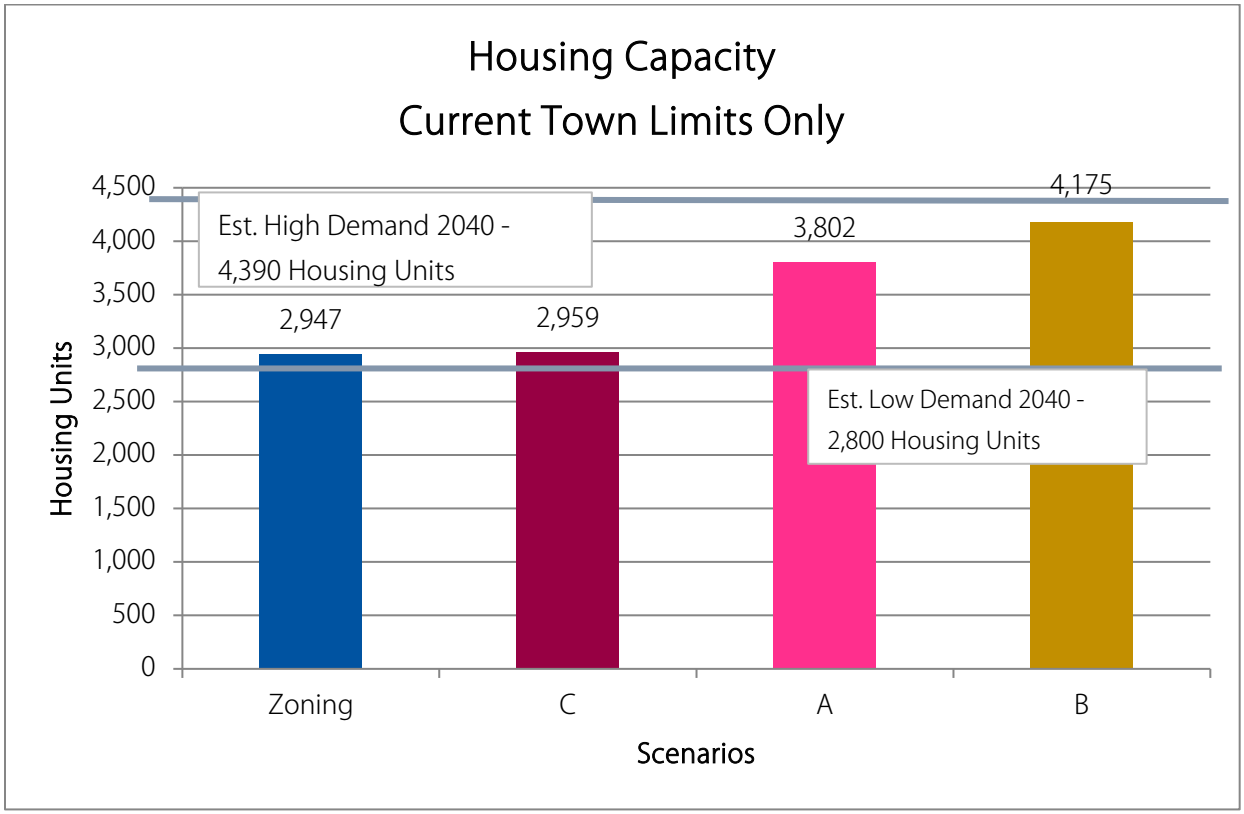
Current Town Limits Only

Assuming the Town does not annex any additional land, the following data shows the residential buildout capacity in the current town limits if the internal Target Areas were redeveloped at their maximum potential under the scenarios. The highlighted columns are assumptions drawn from the existing conditions.

TABLE 9. HOUSING AND POPULATION POTENTIAL AT BUILDOUT OF SCENARIOS (CURRENT PURCELLVILLE TOWN LIMITS ONLY)

Residential/Housing/Population Buildout Current Town Limits										
Scenario	Town of Purcellville Existing HU	New Housing Units In Target Areas	Existing Capacity (non-target area)	Total HU @ Buildout	Occupancy Rate	New HH	HH Size	New Pop	Existing Population 2016 Est	Est. Buildout Capacity Pop
Zoning	2609	10	328	2,947	0.98	10	3.1	32	9,120	9,152
C	2609	22	328	2,959	0.98	21	3.1	66	9,120	9,186
A	2609	865	328	3,802	0.98	848	3.1	2,629	9,120	11,749
B	2609	1,238	328	4,175	0.98	1213	3.1	3,762	9,120	12,882

The estimated capacity in Town is still significant but assumes considerable redevelopment of land within the Target Areas with mixed-uses that include residential units. There are many factors that could prevent achieving the maximum buildout in town through redevelopment alone, including but not limited to, property owners not redeveloping during the planning horizon, mismatch of land suitability compared to market demand (size, location, access), historic preservation or conservation, and non-residential vacancy rates.



Non-Residential Capacity

Non-Residential capacity was calculated for commercial and industrial uses. The building area was generated from the land designated for commercial, industrial or mixed-use development in the various scenarios. In the analysis of buildout, between 8.68-15.8 million feet of commercial and industrial space are generated in the scenarios, assuming maximum redevelopment potential in Purcellville and a few new commercial/mixed-use and industrial developments in the unincorporated Target Areas. The table below shows the capacity of the total study area under these assumptions.

TABLE 10. NON-RESIDENTIAL MAXIMUM BUILDING CAPACITY AND POTENTIAL JOB CAPACITY (TOTAL STUDY AREA)

	Existing Non-Residential Sq. Ft. in Target Areas	New Non-Residential Sq. Ft. in Target Areas	Total Non-Residential Sq. Ft. in Target Areas
Zoning	1,436,228	8,314,607	9,750,835
C	1,436,228	7,247,864	8,684,092
A	1,436,228	11,153,574	12,589,802
B	1,436,228	14,365,795	15,802,023

The Target Areas identified within Purcellville already contain significant development (1.41 million square feet of commercial and industrial development), so most of the mixed-use, commercial and industrial development types would require significant redevelopment to achieve their maximum building capacity under each scenario. As evident by the Zoning scenario results, the current regulations currently allow for higher building yield in the existing developed areas. Even if the Town and County approved no changes to the current zoning, the existing zoning regulations would allow for creation of up to 9.75 million square feet of development—a 679% increase in the yield of commercial and industrial buildings area over what currently exists. As shown in the table below, 8.87 million square feet of development would be allowed within Purcellville alone—a 628% increase over what currently exists However, for various reasons this maximum has not been achieved nor is there likely to be demand for even half as much development by 2040.

As noted in the Demand Analysis, the estimated future employment for Purcellville in 2040 is 9,970 jobs. At an average of 300 sq. ft. per employee, the town would only need a maximum of approximately 2.99 million total square feet of commercial and industrial building space to accommodate all jobs. At an average of 554 sq. ft. per employee, the town would only need a maximum of approximately 5.523 million total square feet of commercial, industrial, or institutional building space. The assumption of how many sq. ft. per employee is a variable that can be changed to provide different outcomes, but it is fairly difficult to predict exactly given the numerous differences between possible future uses. However, based on this estimate, all scenarios (at maximum buildout) would provide for between 3.161 and 12.812 million square feet of excess capacity over the estimated demand based on employment (approximately 5,170 new jobs). The table below shows the buildout capacity within the current town limits. Even using these lower capacity estimates, each scenario would provide excess capacity within Purcellville of between 3.137 and 9.922 million square feet.

TABLE 11. NON-RESIDENTIAL MAXIMUM BUILDING CAPACITY (TOWN OF PURCELLVILLE CURRENT TOWN LIMITS ONLY)

	Existing Non-Residential in Target Areas	New Non-Residential Sq. Ft. in Target Areas	Total Non-Residential Sq. Ft. in Target Areas
Zoning	1,412,907	7,460,680	8,873,587
C	1,412,907	7,247,864	8,660,771
A	1,412,907	10,029,807	11,442,714
B	1,412,907	11,499,152	12,912,059

Open Spaces and Parks

The open space acreage includes all acreage preserved as open using parks, natural and agricultural reserve development types. Scenario C includes 759 acres of open space while Scenarios A and B include 474 acres and 412 acres, respectively.

TRANSPORTATION AND FISCAL ANALYSIS OF THE SCENARIOS

To understand more about the various potential outcomes of any future development scenario, a general fiscal analysis and trip generation analysis was performed on the full buildout and adjusted non-residential versions of the scenarios. This analysis was conducted for general reference and planning purposes in the evaluation of scenarios. These results should not be relied on as a full impact assessment or the basis for cost of growth or transportation improvements. A more refined analysis will be prepared once a preferred land use scenario for the plan is recommended and the other policies in the plan can be used to calibrate the assumptions used in the analysis. Assumptions for land use revenue and costs are generalized for the Town and do not distinguish between different housing types than the current averages in Purcellville.

Fiscal Assumptions

Open Space	
Cost/Acre	$50,000 (Purcellville)[1], $20,000 (Loudoun Co.)[2]
Taxable value per acre of undeveloped land	$30,000

Residential	
Tax Rate (per $100)[3]	$0.22
Persons Per Household	3.1
Student Estimate	.30 students per capita
Avg. Taxable Value per Housing Unit	$400,000

Personal Property Tax	
Est. Tax per Capita	$33

Sales Tax Revenue	
Est. Tax/School Aged Children	$341
Avg. Operating Cost per Capita	$680[4]

[1] Current assessed value of land and improvements for Agricultural Land inside Town of Purcellville limits.

[2] Weighted average cost per acre from sample of Land for Sale listings (source LandWatch) crossreferenced with County Assessor data.

[3] Current.

[4] Estimated residential share; operating costs over last 7 years have increased 16% (adjusted to current dollars) compared to population increase of 17%.

Nonresidential

Taxable Value per Sq. Ft.	$170
Town Tax Rate (per $100)	$0.22

Personal Property Tax

Est. Tax per Job	$21
Current Town Meals Tax Revenue	$1.6 Million
Current Town Estimated Retail Sq. Ft.	696,000
Meals Tax $ per Current Town Retail Sq. Ft.	$2.30

Business License Tax revenue

Current Town Business License Revenue	$683,000
Current Jobs in Town	4,753
Business License Revenue per Current Job	$143.70
Average Town Operating Cost Per Job	$400

Trip Generation Assumptions

Daily person trips generated were calculated based on the proposed land use types using the ITE Trip Generation Manual, 9th Edition. Trips generated should be considered to be made by all modes of transportation. Trip totals include all trip ends and do not take reductions for in-Town trip capture or linked trips.

Daily Trip Generation (all modes of transportation)

Residential	10 daily trips/dwelling unit
Commercial	27 daily trips/1,000 sq. ft.
Industrial	7 daily trips/1,000 sq. ft.

Scenario Comparison (Full Buildout)

	Scenarios			
	Zoning	**C**	**A**	**B**
Open Space Preserved (Acres)	0	759	474	412
Est. Cost to Preserve Land	NA	$12,500,000	$4,100,000	$4,400,000
Total Homes In Study Area at Buildout	3,243	3,117	4,333	5,816
New Homes Built	634	508	1,724	3,207
Est. Total Pop @ Buildout	10,049	9,667	13,362	17,868
Total Homes in Current Town Limits @ Buildout	2,947	2,959	3,802	4,175
Est. Total Town Population @ Buildout	9,152	9,186	11,749	12,882
Non-Residential SF @ Buildout	9,750,835	8,660,771	11,442,714	12,912,059
Increase in Daily Vehicle Trips (Generated in Town at Buildout Compared to Existing Conditions)	341%	279%	484%	662%
Est. Annual Net Fiscal Impact @ Buildout	NA	$4,678,648	$4,136,652	$4,557,054

Discussion Points

- Full buildout assumes maximum yield on all target areas under the assumed density of the scenario. This requires redevelopment of more than 1.4 million square feet of non-residential development. A more realistic buildout scenario can be calibrated by making assumptions about areas more or less likely to redevelop over the planning horizon.

- Assumptions about the non-residential building area per employee can dramatically impact the total demand and the ultimate fiscal and trip generation results for each scenario. Finer calibration of the assumptions based on job type and development type characteristics can add more clarity to these numbers.

- Residential yields in Scenario A and B are tied to assumptions about mixed-use development and would create housing types that are alternatives to single family detached which are currently predominate in Purcellville. Assumptions about the housing split, different revenue/cost factors, and the trip generation associated with these housing types should adjust the fiscal and trip generation results.

- More mixed-uses and traditional development patterns often lead to greater walkability, so shifts in assumptions about the character of development from current trends could allow for possible reductions in trip generation.

- This assessment does not take into account the cost of infrastructure or tap fees generated to retire the debt services on the utilities because these are highly dependent on the type, scale and design of development. Analysis of these factors could shift the estimated annual fiscal impacts.

Adjusted Non-Residential Yields for Fiscal and Trip Generation Comparison

Because the capacity for non-residential development in each scenario is so much higher than existing development, calibration against demand for employment can bring perspective to the potential 2040 conditions. However, making these assumptions adds additional variables to the analysis that can skew results one way or another based on estimates and projections. While calibration based on demand can be helpful, it can also further complicate the differences between the scenarios. By dropping the commercial and industrial development closer to estimated demand (based on 300 sq. ft. per employee), the fiscal results come back with net annual deficits, highlighting the importance of balancing employment generating land uses with residential and open spaces.

TABLE 12. SCENARIO OUTPUT SUMMARIES (ALT 1-ADJUSTED NON-RESIDENTIAL)

	Scenarios		
	C	**A**	**B**
Open Space Preserved (Acres)	759	474	412
Est. Cost to Preserve Land	$12,500,000	$4,100,000	$4,400,000
Total Homes In Study Area at Buildout	3,117	4,333	5,816
New Homes Built	508	1,724	3,207
Est. total Pop at Buildout	9,667	13,362	17,868
Total Homes in Current Town Limits @ Buildout	2,959	3,802	4,175
Est. total Town Population @ Buildout	9,186	11,749	12,882
Total Adjusted Sq. Ft. of Non-Residential Building Area in Current Town Limits	2,601,557	3,378,443	4,543,772
Increase in Daily Vehicle Trips (Generated in Town at Buildout Compared to Existing Conditions)	77%	92%	99%
Est. Annual Net Fiscal Impact @ Adj. Demand	($2,860,833)	($946,481)	($1,185,704)

TABLE 13. ASSUMPTIONS (ALT 1)

	Existing Non-Res. SF.	Est. Total Future Demand	Est. Net New Non-Res SF.	Town Capture of Demand	Town Capture (SF)	Est. Town SF. In 2040	Max. Cap	% of Max Cap Used
Zoning	1,436,228	2,990,000	1,553,772	100%	1,553,772	2,990,000	9,750,835	31%
C	1,436,228	2,990,000	1,553,772	75%	1,165,329	2,601,557	8,684,092	30%
A	1,436,228	2,990,000	1,553,772	125%	1,942,215	3,378,443	12,589,802	27%
B	1,436,228	2,990,000	1,553,772	200%	3,107,544	4,543,772	15,802,023	29%

*Scenario A & B assume annexation of commercial and industrial areas outside of town for inclusion and expansion in addition to

- Zoning Scenario - Assumes that redevelopment occurs taking advantage of the higher yields possible under current zoning thereby accommodating business growth in the areas already zoned for commercial and industrial development.
- Scenario C - Assumes less redevelopment because the theme of this scenario was preservation of existing character and open spaces. No significant intensification through redevelopment occurs in town and therefore the Scenario does not meet demand for commercial and industrial expansion.
- Scenario A - Assumes annexation of some land in Target Areas as shown for mixed-use and

industrial expansion plus redevelopment and moderate intensification in targeted areas in town.

- Scenario B - Assumes annexation of some land in Target Areas as shown for mixed-use and industrial expansion plus more redevelopment and intensification in town in areas identified for Mixed-Use Activity Centers.

The following shows what assuming higher square footage per employee can do to the results.

TABLE 14. SCENARIO OUTPUT SUMMARIES (ALT 2-ADJUSTED NON-RESIDENTIAL)

	Scenarios		
	C	**A**	**B**
Open Space Preserved (Acres)	759	474	412
Est. Cost to Preserve Land	12,500,000	4,100,000	4,400,000
Total Homes In Study Area at Buildout	3,117	4,333	5,816
New Homes Built	508	1,724	3,207
Est. total Pop at Buildout	9,667	13,362	17,868
Total Homes in Current Town Limits @ Buildout	2,959	3,802	4,175
Est. total Town Population @ Buildout	9,186	11,749	12,882
Total Adjusted Sq. Ft. of Non-Residential Building Area in Current Town Limits	4,400,603	6,376,853	9,341,228
Increase in Daily Vehicle Trips (Generated in Town at Buildout Compared to Existing Conditions)	195%	210%	217%
Est. Annual Net Fiscal Impact @ Adj. Demand	$4,855,647	$1,676,006	$2,299,846

TABLE 15. ALT 2 ASSUMPTIONS

	Existing Non-Res. SF.	Est. Total Future Demand	Est. Net New Non-Res SF.	Town Capture of Demand	Town Capture (SF)	Est. Town SF. In 2040	Max. Cap	% of Max Cap Used
Zoning	1,436,228	5,388,728	3,952,500	100%	3,952,500	5,388,728	9,750,835	55%
C	1,436,228	5,388,728	3,952,500	75%	2,964,375	4,400,603	8,684,092	51%
A	1,436,228	5,388,728	3,952,500	125%	4,940,625	6,376,853	12,589,802	51%
B	1,436,228	5,388,728	3,952,500	200%	7,905,000	9,341,228	15,802,023	59%

- A higher estimate for floor area per future employee (750 instead of 300 sq. ft.) bumps up the square footage of building area which improves the taxable value without increasing the costs associated with the jobs.

CONCLUSION

The various scenarios offer significantly different options about how land in and around Purcellville could change or remain the same over the coming decades. The information in this report provides a foundation for discussion about various planning policies that could help the Town achieve its vision of maintaining its small town character while also seeking to attain fiscal balance.

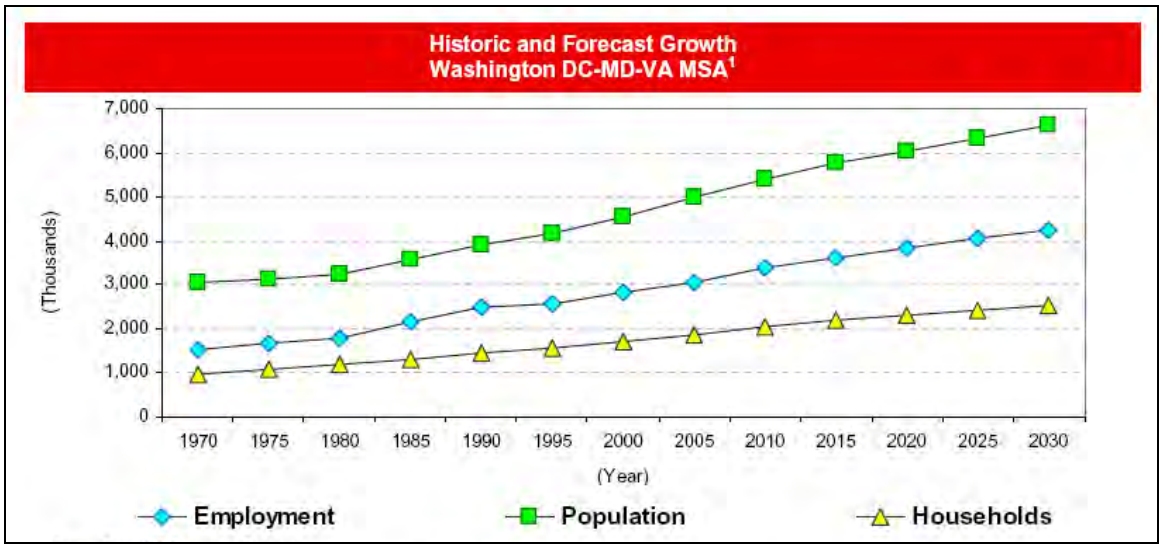
With the information in this report and the results of the public input on the draft scenarios, it is now time for Planning Commission to review this information and have a thoughtful discussion about the directions for the plan.

Community Demographics and Trends 2025

Regional Demographic Overview

Purcellville must be mindful of the demographic trends within the Washington Metropolitan Region, as many of its residents work within the region, and as a large part of the Town's population growth can be attributed to the growth in this region. According to the Metropolitan Washington Council of Governments, the region's population is expected to grow steadily from 2000-2030, reaching an estimated 6.6 million persons in 2030, a 45 percent increase from the region's 2000 population of 4.6 million. Projected high rates of in-migration and job growth in the region will result in a 40 percent increase in the number of households by 2030. The number of children is expected to increase by 30 percent by 2030, and the number of persons aged 65 and older is expected to double.

Figure 1. Regional Population Growth Trends



Source: Metropolitan Washington Council of Governments. October 2005.

Growth Trends to 2030: Cooperative Forecasting in the Washington Region (Round 7).

Loudoun County is expected to have the most rapid population growth in the region. In 2004, Loudoun County was identified by the U. S. Census Bureau as the fastest growing county in the nation. The growth stems from in-migration, the desirability of rural environment and the amount of housing and land available for development. Population is expected to increase by 8.4 percent annually from an estimated 247,000 in 2005 to 480,500 in 2030. Loudoun County is also expected to have the fastest employment growth in the region, primarily in the Leesburg and North Dulles areas. As a further reference, the U.S. Census Bureau's estimated populations of the towns in Loudoun County are indicated below. While these estimates are traditionally low compared to locally generated estimates, they are valuable for comparing the relative sizes of the towns.

Figure 2. U.S. Census Population Estimates for Towns

Loudoun County Towns	Est. Population 7/1/05
Hamilton	718
Hillsboro	125
Leesburg	36,269
Lovettsville	1,160
Middleburg	880
Purcellville	4,680
Round Hill	639

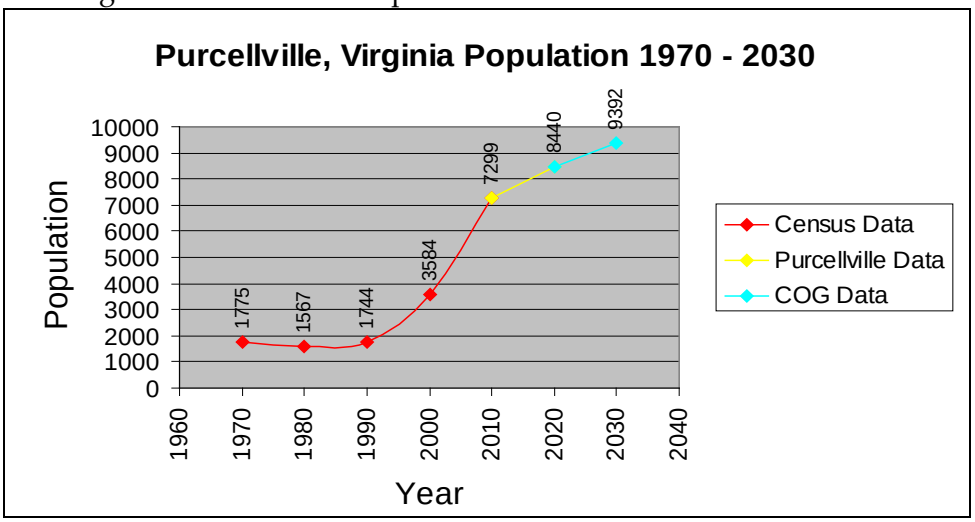
Source: Population Division, U.S. Census Bureau, July 2006

Purcellville Demographic Overview

Population and Households

As the fastest growing Town in Loudoun County, Purcellville paid particular attention during 2005 to population and household growth and maintained detailed population estimates based on data from building permits, occupancy permits, and utility hook-ups. Based on this more detailed information, the Town's population as of December 2005 was estimated to be 5,909 with an annual growth rate of 4.3 percent. Of that population, there were 2,066 households with an average size of 2.86 persons. Based on the Town's population projections, the population is expected to be 7,299 by 2010, comprising 2,552 households.

Figure 3. Purcellville Population Growth Trends and Forecasts

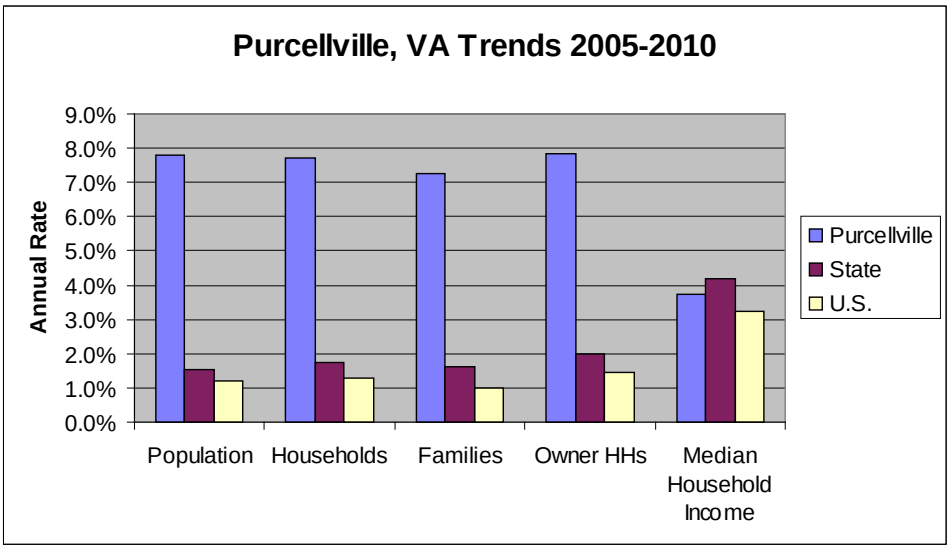


Note: Forecasts for 2020 and 2030 were prepared by Loudoun County for the Council of Governments (COG) regional cooperating forecasting process. The area covered by these forecasts is slightly larger than the Town boundaries, and the forecasts for 2020 & 2030 are not statistically comparable to those population data shown for earlier years.

Source: U.S. Census Bureau, Town of Purcellville, and Metropolitan Washington Council of Governments

Figure 4 below summarizes trends from 2005 – 2010 for population, households, families, owner-occupied households and household income, as determined by Loudoun County demographers.

Figure 4. County Demographic Forecasts for Purcellville



Source: ESRI Forecasts 2005-2010, Loudoun County Department of Economic Development

Age, Education, Ethnic Diversity, and Income

Figure 5 provides a summary of other relevant demographic data for the Town of Purcellville. Data for 2005 and 2010 were developed by the Loudoun County Department of Economic Development based on ESRI forecasts for the Town using transportation zones that approximated the Town's boundaries. 2030 projection information is from the Metropolitan Washington Council of Governments.

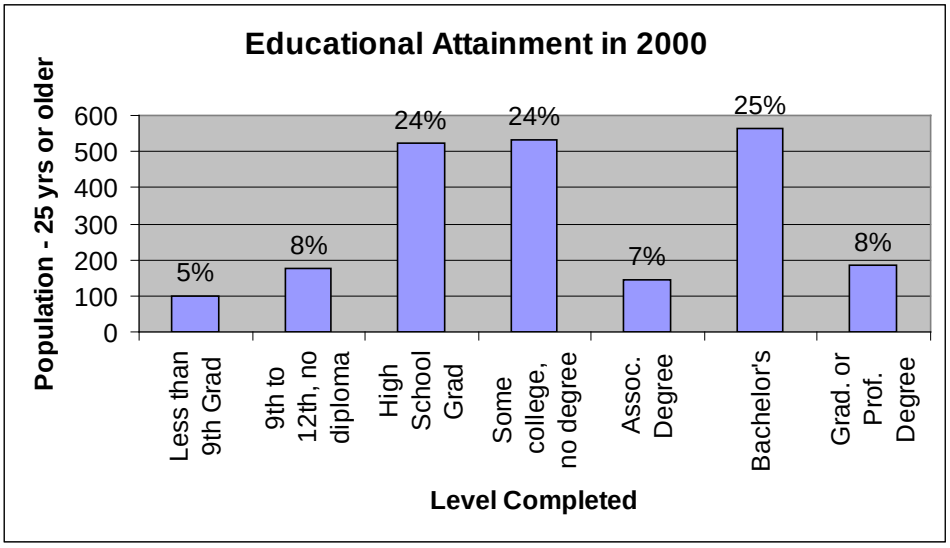
Figure 5. Miscellaneous Demographic Trends - Purcellville

Other Purcellville Demographics	2000	2005	2010	2030
Families	956	1,380	1,958	
Average Household Size	2.84	2.86	2.87	
Owner Occupied Housing Units	972	1,415	2,064	
Renter Occupied Housing Units	281	384	548	
Median Age	34.5	35.7	35.9	
Employment	1,756	2,094	2,675	4,870
Median Household Income	$ 62,557	$ 78,185	$ 94,238	

Source: U.S. Bureau of the Census, 2000 Census of Population & Housing, ESRI Forecasts for 2005-2010 Loudoun County Department of Economic Development, September 2005, Metropolitan Washington Council of Governments Round 7 Forecasts October 2005, Employment 2030

Note that the present and 2010 projected median age of Purcellville residents is 36 years, indicating that many families are likely to have children. The current population can be characterized as predominately white (88%), middle-aged, and affluent. The 2005 median household income was $78,185. Minorities comprise 12% of the population (8% black, 2% Hispanic, and 2% Asian or other). Males and females are almost equally distributed with slightly more females than males. Families number 1,380, and average household size is 2.86 persons. As noted in the Figure 6, in 2000 almost 65% of the population ages 25 or older had attended college or held college degrees, consistent with the high educational attainment levels within the Washington metropolitan area.

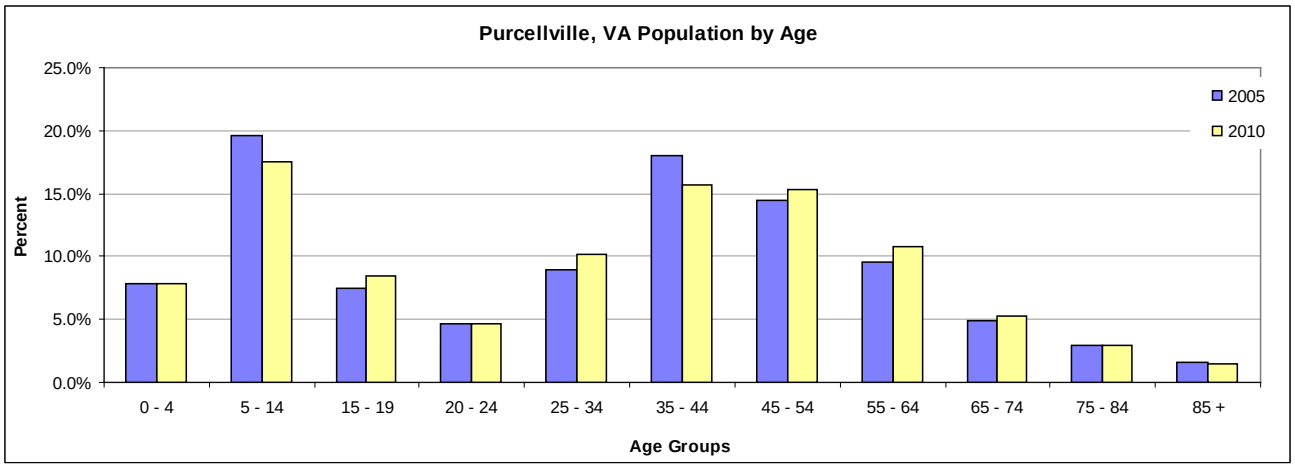
Figure 6. Education Attainment of Purcellville Adults - 2000



Source: U. S. Bureau of the Census, 2000 Census of Population & Housing

Figure 7 shows Purcellville's age distribution in 2005 and 2010. In 2010, it is expected that 35 percent of the population will be between the ages of 0-19 and that approximately 10 percent will be age 65 or older. Thus, demand will continue for a diversity of housing choices.

Figure 7. Purcellville Population Age Profile – 2005 & 2010



Source: ESRI Forecasts for 2005-2010, Loudoun County Department of Economic Development, September 2005

People and Neighborhoods

Housing

1998 Comprehensive Plan Recommendations

The 1998 Comprehensive Plan identified Purcellville as partly a bedroom community for persons working in eastern Loudoun County and the Washington metropolitan area. The Plan projected that the Town would play a significant role in meeting the demands for housing in Western Loudoun County, especially with respect to attached and detached single-family dwellings. The Plan discussed a number of proposed residential developments in Town, which have since been constructed, and projected higher densities in residential development and conversion of vacant upper stories of downtown commercial buildings to residential uses. Housing demand issues identified in the Plan included (1) the limited availability of public utilities as a factor in supporting extensive residential development, (2) a limited number of available rental properties, and (3) the need for specialized housing to accommodate retired persons and physically or mentally handicapped persons.

The Plan recommended providing housing of a sufficient size, diversity and quality to assure every resident a safe and sound place to live. It encouraged innovative designs that would promote the Town's character and a range of housing choices. Strategies recommended included encouraging a diversity of housing types for all income levels, encouraging a retirement housing complex, and developing design standards that reflected Purcellville's small-town character.

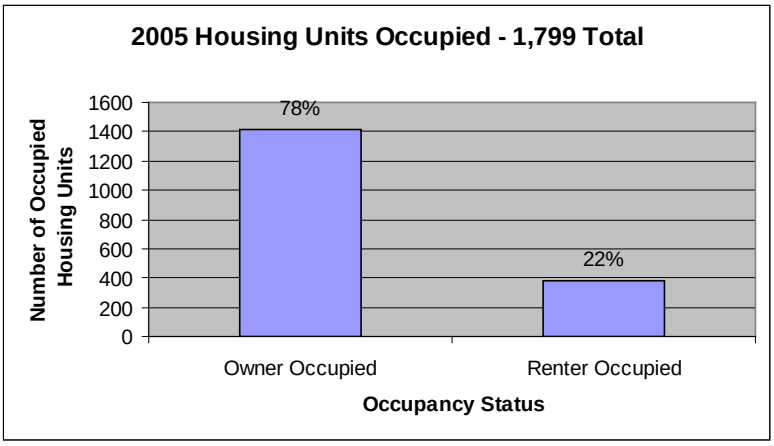
2005 Existing Conditions

Because of its location in western Loudoun County, Purcellville is an attractive and relatively accessible community for persons working in Loudoun County and in the Washington Metropolitan Area. The quaint, historic community offers inviting neighborhoods, pedestrian-oriented amenities, trails, neighborhood schools, and supporting neighborhood commercial businesses. A variety of housing options are available in town, including single-family homes, townhouses, duplexes, apartments, and limited downtown living above business establishments. Main Street and the more established neighborhoods in Purcellville offer historic homes that are easily accessible to downtown, the library, and Town Hall.

Purcellville is a stable community in terms of the transience of residents. According to 2000 Census information, approximately 40% of the residents in Purcellville had lived in the same house for the last five years. As illustrated in Figure 12, there were 1,799 occupied housing units in the Town in 2005, of which 78% were owner-occupied. Much of the housing units in Purcellville have been constructed since 1990 (41%) and are in good condition. In 2000, the median value of a single-family home in Purcellville was $189,973. By 2005, the value had more than doubled to $400,989.

In comparison with Loudoun County, the average cost of a home in Purcellville is only slightly lower.

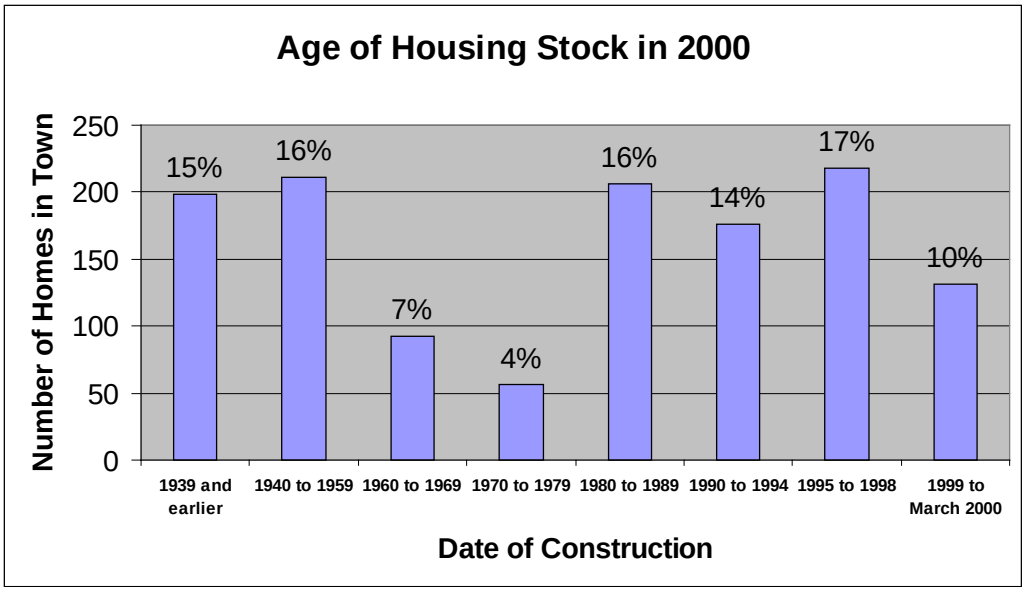
Figure 12. Owner- vs. Renter-Occupied Housing Units
Town of Purcellville - 2005



Source: ESRI Projections 2005-2010; Loudoun County Department of Economic Development, September 2005

Figure 13 provides an overview of the age of Purcellville's housing stock. In 2000, approximately one-third of the total housing units in Purcellville were constructed prior to 1960. Many of these homes are located in close proximity to Main Street and qualify as contributing structures in an historic district, under study in 2006.

Figure 13. Housing Age
Town of Purcellville - 2000



Source: U.S. Bureau of the Census, 2000 Census Population & Housing

A summary of the new housing types constructed between 2000 and 2005 is presented in the table below. In 2001 and 2002 the Town's stock of multi-family dwellings increased significantly with the addition of 152 apartments on N. 16th Street and N. Maple Avenue. Almost 60% of the new housing construction during this period was undertaken in 2003 and 2004, with construction slowing substantially in 2005. All three of the Town's apartment complexes contain income-restricted rental units, providing a total of 198 affordable rental units within these complexes.

Figure 14. New Housing Construction by Type
Town of Purcellville – 2000-2005

Housing Types	2000	2001	2002	2003	2004	2005
Single-Family Detached	126	75	82	146	203	78
Single-Family Attached	2	11	19	47	109	51
Duplex	1	1	0	0	2	0
Multi-Family	0	30	122	0	0	0
TOTAL	129	117	223	193	314	129

Source: Town of Purcellville, Planning & Zoning Reports for 2000-2005

This housing construction has altered the overall mix of housing types available within the Town. The 1998 Comprehensive Plan included the housing mix as surveyed in 1997. Figure 15 compares this 1997 mix to the mix in 2006. As can be seen from this data, the overall housing mix did not change dramatically during this period, with the percentage of single-family detached dwellings declining by two percentage points from 72% to 70% of total dwelling units, multi-family dwellings decreasing by one percentage point from 11% to 10%, and single-family attached dwellings increasing by three percentage points from 17% to 20%.

Figure 15. Change in Housing Mix
1997 – 2006

	1997		2006	
Unit Type	Number	Percent	Number	Percent
Single-Family Detached/Duplex	689	72	1621	70
Single-Family Attached	165	17	461	20
Multifamily	105	11	239	10
Total	959	100	2321	100

Sources: Purcellville Land Use Survey, 1997;
The Comprehensive Plan for the Town of Purcellville, Virginia, 1998;
Staff Land Use Survey, 2006

2025 Housing Issues and Opportunities

The construction of new housing is expected to continue for the next few years in Purcellville as sustained regional job growth continues to fuel demand for new residential development. However, vacant land available for new housing is limited in Purcellville; therefore, the number of new houses constructed in town likely will be fewer, and there likely will be changes in development patterns and/or the types and sizes of housing constructed. With a rising senior population and no senior-oriented housing within the Town, there will be increasing demand for specialized housing to meet this future need, which was identified in the 1998 Comprehensive Plan, as well as during public work sessions for this Plan update.

Construction of new housing will be dependent on the availability of Town water and sewer utility capacity. As of 2005, the service capacity is not sufficient to meet a full development build-out of the Town at current zoning levels. While expanded utility capacities for water and sewer are planned in the next several years, they have not yet been funded fully.

Considering the costs and other implications of capacity expansion, changes must be made in future land use policies and zoning regulations to ensure that there is safe and sufficient capacity to serve residents and businesses within the Town limits. There are several ways in which this might be accomplished. One is to reduce the density permitted by the Zoning Ordinance to better match the existing built density of the Town's neighborhoods. Another is to rezone institutional and governmental properties from their current residential zoning districts to a non-residential district.

These measures will help to save utility capacity for the desired land development patterns, help to preserve the Town's existing neighborhoods, and help promote appropriate new development. Where the impact on utilities is acceptable, new residential mixed-use development may be considered in the downtown area in accordance with the Downtown Plan. Zoning should reflect the future land use and densities set forth in the Planned Land Use map adopted as part of this Comprehensive Plan.

With housing costs expected to continue increasing over the long-term, finding affordable housing will be more of a challenge in Purcellville and the entire region. Loudoun County defines "affordable housing" as that which fulfills the housing needs of County residents with incomes ranging from 30 percent to 70 percent of the county's median household income.[3] For Purcellville, this income range in 2005 was $23,500 to $54,750, based on the 2005 median income of $78,185.

The demand for housing renovation or redevelopment likely will increase, as will the possibility of "tear-downs", where older and usually smaller dwellings are demolished to make way for larger homes. The December 2006 listing of a large portion of pre-1950 Purcellville as a historic district on the Virginia Landmarks Register and nomination to the National Register of Historic Places offers the possibility for homeowners and investors to take advantage of State and Federal historic

[3] Housing. Loudoun County General Plan. 1993.

tax credits that can offset building rehabilitation costs. To encourage investment and preserve the historic character of Purcellville, special care must be taken by the Town to ensure that contributing properties in this district are protected from development pressures, especially given the continued rise in real estate values, the prices of new housing, and the dwindling supply of vacant residentially-zoned land. The same is true for other large tracts of land that may have historic, cultural or environmental value to the larger community.

Furthermore, the Town's Zoning and Subdivision Ordinances need to be updated to address today's housing issues and to appropriately guide development in the future. In particular, such items as public water and sewer service, district densities, lot and development standards, and permitted land uses should be reviewed in detail to ensure that they are consistent with current housing trends and the policies set forth in this Comprehensive Plan. The provisions for planned housing developments should be updated to strengthen design criteria, address appropriate land uses, and ensure that lot and density standards are applicable and appropriate.

2025 Housing Policies

The following housing policies provide Purcellville with direction for addressing identified issues and future opportunities related to housing. Relevant housing goals and objectives from the 1998 Comprehensive Plan have been incorporated into these policies where appropriate. Implementation strategies are recommended to achieve each of the housing policies. **Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.**

1. ***Balanced Housing/Commercial Development:*** **Promote a harmonious pattern of land development and a healthy land use balance that encourages community preservation, sustainable development and managed growth; increase the amount of commercial and light industrial development in Purcellville to provide a more balanced economy, local revenue structure, and cost effective public services; and provide more cost effective public services by achieving a real estate tax revenue ratio of at least 30 percent from commercial uses and no more than 70 percent from residential uses.**

   Implementation Strategies:

   1.1 Provide balanced housing growth in accordance with the Planned Land Use Map adopted as part of this Comprehensive Plan by amending the Zoning Ordinance to reflect the Town's built residential neighborhoods and desired future land uses and development patterns.

   1.2 Amend the Zoning Map to reflect desired development densities and future land uses as identified on the Planned Land Use Map, taking into consideration the future capacities of public facilities and associated costs for long-term improvements.

   1.3 Revise the Zoning Ordinance to require that all new residential development within the corporate limits be served by public water and sewer.

1.4 Adopt the Loudoun County Capital Intensity Factor (CIF) model for estimating the cost of providing public improvements when considering rezoning and development proposals for new projects. Use the model in conjunction with an adopted capital improvements program to accept appropriate proffers from developers to offset the costs of public infrastructure associated with new development.

2. *Housing Availability and Choice:* **Ensure a housing stock of sufficient size, diversity and quality for all residents to have a safe and sound place to live; and ensure that housing is provided for elderly, disabled and other persons with special needs to meet the needs of Purcellville's residents.**

Implementation Strategies:

2.1 Consider revisions to the zoning regulations that would promote a variety of senior housing options and additional affordable housing.

2.2 Work with the Loudoun County Housing Office to quantify the needs for specialized housing in Purcellville (i.e. senior, disabled or other special needs housing).

2.3 As part of early development discussions with Town administrators, work with developers of new housing projects and coordinate with appropriate agencies to include affordable housing, compatible senior-oriented housing, or other special needs housing in new residential projects.

3. *Housing Compatibility:* **Ensure that new residential construction is compatible with the Town's existing small town character; and protect historic residential structures and neighborhoods.**

Implementation Strategies:

3.1 Develop and adopt an appropriate overlay district for Purcellville's historic district and historic properties to protect community character and established neighborhoods. Work with affected residents and businesses to develop appropriate district language and boundaries that can be supported by a majority of property owners.

3.2 Prepare an illustrated design guidebook to assist developers and property owners in building and renovating quality housing that maintains Town character.

4. *Innovative Housing Development:* **Continue to encourage innovative housing development options that enhance community character, preserve open space, and provide a range of housing choices.**

Implementation Strategies:

4.1 Amend the Zoning Ordinance to update land uses, standards, and development criteria for proposed housing developments to ensure conformance with this Plan.

5. ***Downtown and Mixed Use Housing:*** **Encourage upper-floor housing in the central business district and within infill mixed-use development along Main Street to promote revitalization of the central business district and 24-hour vitality in downtown.**

Implementation Strategies:

5.1 Revise the C-4 Central Commercial District zoning regulations to allow housing above the ground floor as a permitted use, rather than by special exception.

5.2 Revise parking standards in the downtown business district to enable shared parking during off-hours for housing.

Purcellville UGA Analysis
Housing and Population Projections

		3% Growth Rate Assumption						5% Growth Rate Assumption						7 % Growth Rate Assumption					
	1994	1995	2005	2015	2025	2035	2045	1995	2005	2015	2025	2035	2045	1995	2005	2015	2025	2035	2045
Housing Units																			
Single Family Detached	616	632	818	1,068	1,403	1,857	2,463	642	991	1,560	2,483	3,984	6,432	653	1,198	2,267	4,374	8,516	16,663
Single Family Attached	147	154	233	338	479	670	924	158	304	542	928	1,556	2,578	162	390	837	1,715	3,443	6,839
Multi-Family	103	107	154	216	301	414	565	110	197	338	568	943	1,555	112	249	516	1,042	2,078	4,115
Other	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
Total	877	903	1,213	1,629	2,189	2,943	3,954	921	1,500	2,445	3,984	6,489	10,570	938	1,844	3,627	7,136	14,039	27,618
New Units		26	35	47	64	86	115	44	71	116	190	309	503	61	121	237	467	918	1,807
Population by Unit Type (Purcellville Persons per Household)																			
Single Family Detached	1,620	1,662	2,151	2,809	3,690	4,884	6,478	1,688	2,606	4,103	6,530	10,478	16,916	1,717	3,151	5,962	11,504	22,397	43,824
Single Family Attached	350	367	555	804	1,140	1,595	2,199	376	724	1,290	2,209	3,703	6,136	386	928	1,992	4,082	8,194	16,277
Multi-Family	187	195	280	393	548	753	1,028	200	359	615	1,034	1,716	2,830	204	453	939	1,896	3,782	7,489
Other	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Total Population	2,179	2,246	3,008	4,028	5,400	7,254	9,727	2,286	3,711	6,030	9,795	15,919	25,904	2,329	4,554	8,915	17,504	34,395	67,612
Population by Unit Type (Loudoun County Persons per Household)																			
Single Family Detached	1,860	1,909	2,470	3,225	4,237	5,608	7,438	1,939	2,993	4,711	7,499	12,032	19,425	1,972	3,618	6,846	13,209	25,718	50,322
Single Family Attached	385	403	610	886	1,255	1,755	2,421	414	796	1,420	2,431	4,077	6,754	424	1,022	2,193	4,493	9,021	17,918
Multi-Family	204	212	305	428	596	820	1,119	218	390	669	1,125	1,867	3,079	222	493	1,022	2,063	4,114	8,148
Other	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Total Population	2,471	2,546	3,407	4,561	6,110	8,205	11,000	2,593	4,201	6,822	11,077	17,998	29,280	2,640	5,155	10,083	19,787	38,875	76,410

Source: Departments of Planning and Economic Development

The table above uses three different rates of growth to project how much growth ***could*** occur in the Town and the UGA given a set of reasonable assumptions. The table provides an example of how population and households may grow in the UGA over the next 10 to 50 years using average annual growth rates of 3%, 5% and 7%. Over the last ten years, the County's annual average growth rate ranged from 3% to 7% per year. From 1980 to 1990, the Town's annual average growth grew ***overall*** by approximately 11%.

The table above assumes the following mix of housing types: 60% single family detached, 25% townhouses, and 14% apartments. The table projects population using person per household figures for the County and the Town. The Town averages 2.63 persons per single family detached house, 2.38 persons per townhouse, and 1.82 persons per apartment. The County figures are slightly higher at 3.02 persons per single family detached house, 2.62 persons per townhouse, and 1.98 persons per apartment.