

**MINUTES**  
**PURCELLVILLE TOWN COUNCIL SPECIAL MEETING**  
**(joint with Planning Commission)**  
**SEPTEMBER 8, 2016, 7:00 PM**  
**TOWN HALL COUNCIL CHAMBERS**

The special meeting of the Purcellville Town Council convened at 7:00 PM in Council Chambers with the following in attendance:

PRESENT: Kwasi Fraser, Mayor  
Karen Jimmerson, Vice Mayor  
Kelli Grim, Council member  
Nedim Ogelman, Council member  
Doug McCollum, Council member  
Ryan Cool, Council member

ABSENT: Chris Bledsoe, Council member

STAFF: Dan Galindo, AICP, Senior Planner  
Patrick Sullivan, Director of Community Development  
Danny Davis, Assistant Town Manager  
Diana Hays, Town Clerk

**CALL TO ORDER OF SPECIAL MEETING:**

Mayor Fraser called the special meeting to order at 7:00 PM.

**STAFF PRESENTATION ON COMPREHENSIVE PLAN UPDATE:**

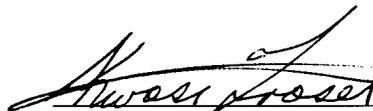
Dan Galindo provided an in-depth presentation about the timeline and status for the review and update of the comprehensive plan.

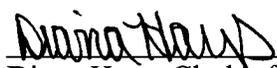
**DISCUSSION OF PLANNING COMMISSION'S PRIORITY WORK ITEMS:**

No discussion.

**ADJOURNMENT**

With no further business, Council member Ogelman made a motion to adjourn the meeting at 9:16 PM. The motion was seconded by Vice Mayor Jimmerson and approved unanimously with one absent.

  
Kwasi A. Fraser, Mayor

  
Diana Hays, Clerk of Council

**Joint Work Session**  
**Planning Commission &**  
**Town Council**

September 8, 2016

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**Joint Work Session Agenda**

- 1) Call to Order
- 2) Staff Presentation on Comprehensive Plan Update
- 3) Discussion of Comprehensive Plan Update
- 4) Discussion of Planning Commission's Priority Work Items
- 5) Adjournment

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**Joint Work Session Goals**

Hear preliminary presentation summarizing the:

- First three rounds of public engagement,
- Results of the exercises completed by the public during each round,
- Findings of research and analysis conducted by the Consultant Team and Town Staff,
- Next steps in public engagement process, and
- Tentative schedule through plan adoption.

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## Joint Work Session Goals

Discuss (if needed):

- Previous public engagement, public input or research/analysis,
- Future public engagement,
- Tentative schedule through plan adoption, and/or
- Current or future Planning Commission priority work items.

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## Comprehensive Plan Status Update

September 8, 2016

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## Presentation Content

- Trends and Forces in Purcellville
- Summary of Public Input Sessions
- Scenarios and Analysis
- Next Steps
- Discussion

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# Trends and Forces in Purcellville

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## Population Trends

- Current population estimate: 9,120
- Population growth has slowed significantly since 2010
- If the town continues to be home to 2.5% of the county's population, there will be over 12,000 residents in 2040

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### Population Growth Trends 2000-2014

	2000	2010	Change		
			10-year increase	10-year Rate	Avg. Annual
Town of Purcellville	3,584	7,727	4,143	115.60%	7.98%
Town of Leesburg	28,311	42,616	14,305	50.53%	4.17%
Western Loudoun	43,578	76,453	32,872	75.43%	5.76%
Eastern Loudoun	126,021	235,861	109,840	87.16%	6.47%
Loudoun County	169,599	312,311	142,712	84.19%	6.30%

	2014	Change				
		4-year increase	4-year Rate	14-year Rate	Avg. Annual (4 years)	Avg. Annual (14 years)
Town of Purcellville	4,360	623	8.56%	152.96%	1.86%	6.22%
Town of Leesburg	48,211	3,955	8.44%	63.25%	2.05%	3.55%
Western Loudoun	85,865	9,405	12.30%	67.01%	2.94%	4.96%
Eastern Loudoun	253,061	17,200	7.29%	100.81%	1.78%	5.11%
Loudoun County	363,050	60,739	16.25%	114.06%	3.84%	5.55%

(2000 AND 2010 CENSUS AND 2014 ACS DATA) 9

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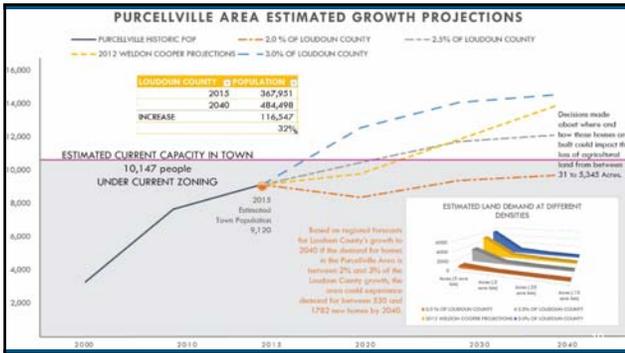
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### Population Projections (2040)

	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%
<b>PURCELLVILLE POPULATION</b>					
2.0% of Loudoun Co. (COG)	9,120	8,360	9,373	9,690	570 6%
2.5% of Loudoun Co. (COG)	9,120	10,450	11,717	12,112	2,992 33%
2012 Weldon Cooper Town Project	9,120	9,780	11,834	13,887	4,767 52%
3.0% of Loudoun Co. (COG)	9,120	12,540	14,060	14,535	5,415 59%

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- ### Jobs and Employment Trends
- The number of jobs in town more than doubled between 2004 and 2014
  - Purcellville is projected to add 5,217 new jobs by 2040
  - Three sectors (education, construction, and accommodation/food service) are projected to account for nearly 50% of local employment in 2040

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### Change in Employment by Sector (2004-2014)

	2004		2014		10-year change	
	Count	Share	Count	Share	Count	Rate
Agriculture, Forestry, Fishing and Hunting	2	0.1%	3	0.1%	1	50.0%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	1	0.0%	1	na
Utilities	0	0.0%	0	0.0%	0	na
Construction	342	14.7%	870	18.3%	528	154.4%
Manufacturing	292	12.5%	108	2.2%	-186	-63.7%
Wholesale Trade	70	3.0%	58	1.2%	-12	-17.1%
Retail Trade	351	15.1%	538	11.3%	187	53.3%
Transportation and Warehousing	98	4.2%	228	4.8%	130	132.7%
Information	5	0.2%	12	0.3%	7	140.0%
Finance and Insurance	38	1.6%	57	1.2%	19	50.0%
Real Estate and Rental and Leasing	29	1.2%	23	0.5%	-6	-20.7%
Professional, Scientific, and Technical Services	170	7.3%	297	6.0%	127	69.8%
Management of Companies and Enterprises	0	0.0%	10	0.2%	10	na
Administration & Support, Waste Management and Remediation	27	1.2%	236	5.0%	209	774.1%
Educational Services	173	7.4%	1,074	22.8%	901	520.8%
Health Care and Social Assistance	116	5.0%	257	5.4%	141	121.6%
Arts, Entertainment, and Recreation	25	1.1%	62	1.3%	37	148.0%
Accommodation and Food Services	230	9.9%	479	10.1%	249	108.3%
Other Services (excluding Public Administration)	281	12.1%	313	6.6%	32	11.4%
Public Administration	81	3.5%	139	2.9%	58	71.6%
<b>Total</b>	<b>2,330</b>		<b>4,733</b>		<b>2,423</b>	

(Orlhemap.com/U.S. Census 2004 and 2014)

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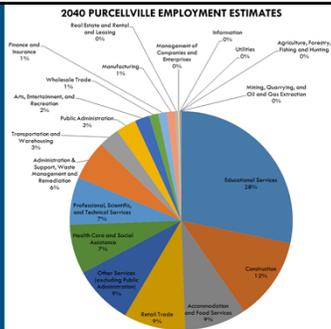
### Employment Estimates by Sector (2040)

	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	350	0.0030303	1	460
Utilities	--	160	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	0.0120263	132	11,020
Retail Trade	538	21,320	0.0252345	889	36,240
Transportation and Warehousing	228	11,490	0.0198433	306	15,400
Information	12	8,240	0.0014663	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	28,610	0.0100066	698	69,310
Management of Companies and Enterprises	10	1,990	0.0005023	23	3,660
Administration & Support, Waste Management and Remediation	236	14,260	0.0165499	579	34,960
Educational Services	1,074	4,470	0.2405685	2,823	11,790
Health Care and Social Assistance	257	14,110	0.018214	730	40,100
Arts, Entertainment, and Recreation	62	9,510	0.0112503	212	19,840
Accommodation and Food Services	479	15,100	0.0317219	894	28,190
Other Services (excluding Public Administration)	313	12,320	0.0254028	870	34,250
Public Administration	159	25,420	0.0064681	255	43,420
<b>Total</b>	<b>4,793</b>	<b>212,260</b>	<b>0.044142</b>	<b>9,970</b>	<b>437,680</b>

(U.S. Census, Woods & Poole Economics, MDC)

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2040 PURCELLVILLE EMPLOYMENT ESTIMATES



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## Housing Trends

- Average household and family size are significantly larger in Purcellville relative to the nation as a whole
- Housing stock nearly doubled between 2000 and 2014
- Housing is primarily owner-occupied, single-family homes
- Housing is unaffordable relative to incomes for 35% of homeowners and 73% of renters

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## Number of Dwelling Units (2000-2014)

	Loudoun County				Town of Purcellville			
	2000 Census	2010 Census	2014 ACS	Percent Change	2000 Census	2010 Census	2014 ACS	Percent Change
Total Housing Units	62,160	109,442	123,180	98.1%	1,222	2,491	2,549	97.5%
Occupied Housing Units	59,900	104,543	117,646	98.4%	1,288	2,410	2,498	99.1%
Family Households	45,000	80,494	91,609	101.6%	889	1,940	2,046	114.0%
Non-family Households	14,630	24,050	26,337	77.0%	297	470	449	81.2%
Owner-Occupied Housing	47,619	81,854	89,445	88.1%	872	1,892	1,878	99.2%
Renter-Occupied Housing	12,361	22,199	25,605	150.6%	231	618	617	119.6%

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## Dwelling Units by Type (2014 ACS)

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

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### Housing Affordability (2014 ACS)

	All Households	Home Owner Households	Renter Households
Median Household Income	\$ 120,331.00	\$ 135,477.00	\$ 39,426.00
Median Home Value		\$ 399,000.00	
Median Monthly Housing Costs (w/ mortgage and gross rent)		\$ 2,924.00	\$ 1,279.00
% of Households Paying more than \$2000/month in Housing Costs	61.80%	73.30%	27.10%
% of Households Paying more than 30% Income in Housing Costs		35%	73%
% of Households Paying less than 20% Income in Housing Costs		36.30%	20.60%

Source: SELECTED HOUSING CHARACTERISTICS more information, 2010-2014 American Community Survey 5-Year Estimates DP 04

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### Land Use Analysis

- The town will need to add between 188 and 1,782 new dwelling units to keep up with population growth
- The town has an estimated capacity for 338 new dwelling units within the town limits under existing zoning

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### Residential Demand Estimates (2040)

	Potential Demand Estimates			Estimated Land Needed at Stated Density			
	New Population	New Households	New Houses	Acres (3 ac. lots)	Acres (5 ac. lots)	Acres (25 ac. lots)	Acres (15 ac. lots)
2.0 % OF LOUDOUN COUNTY (COG)	570	184	188	563	94	47	31
2.5% OF LOUDOUN COUNTY (COG)	2992	965	985	2954	492	246	164
2012 WELDON COOPER PROJECTIONS	4767	1538	1568	4705	784	392	261
3.0% OF LOUDOUN COUNTY (COG)	5418	1747	1782	5345	891	445	297
<b>ASSUMPTIONS:</b>							
Average Household Size	3.1						
Vacancy Rate	2%						

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### Estimated Capacity within Town Limits

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
<b>Total Capacity for Units*</b>	<b>338</b>

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### Fiscal Challenges and Opportunities

- Outstanding debt, primarily from utility investments, remains the largest challenge to town finances
- Property values have nearly reached the pre-recession levels, boosting revenue
- User fees offer an untapped revenue opportunity in the future

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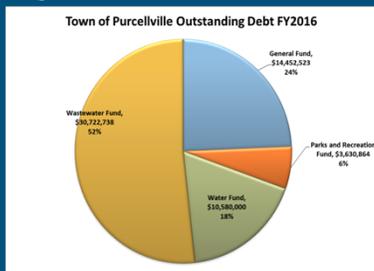
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### Outstanding Debt



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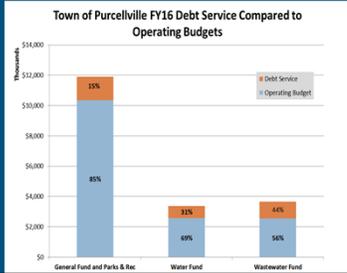
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## Outstanding Debt



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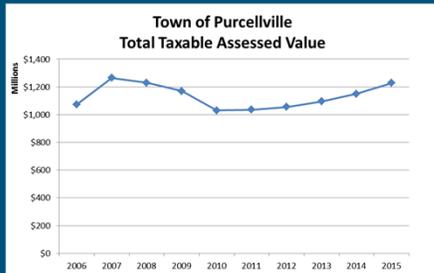
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## Rebounding Revenues



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## Transportation and Mobility Infrastructure

- A Street Connection, Route 7/287 Interchange, and 21<sup>st</sup> St/23<sup>rd</sup> St projects completed
- Several recommendations from the transportation plan remain to be completed
- General improvements to the Main Street corridor are also recommended (i.e. bike lanes, improved sidewalks, etc.)

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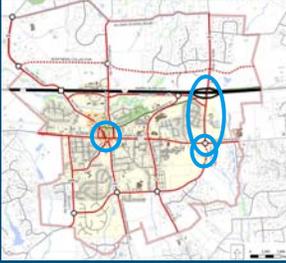
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### Completed Transportation Improvements

- Completed Transportation Improvements**
- A Street connection
  - 21<sup>st</sup> St / 23<sup>rd</sup> St project
  - Route 7 / 287 interchange improvement



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### Recommended Transportation Projects

- Additional Transportation Plan Recommendations**
- Route 7 / 690 Interchange
  - Northern Collector Road
  - "Teardrop" reconfiguration
  - G Street connection



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### Public Input - Round 1

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## Round One

**Time Period:** February – March 2016

**Input Activities:** What We Love, Our Challenges, and Our Opportunities Survey  
Policy Area Mapping Exercise

**Public Response:** 300+ workshop attendees or online responders.  
1,800+ individual comments received.

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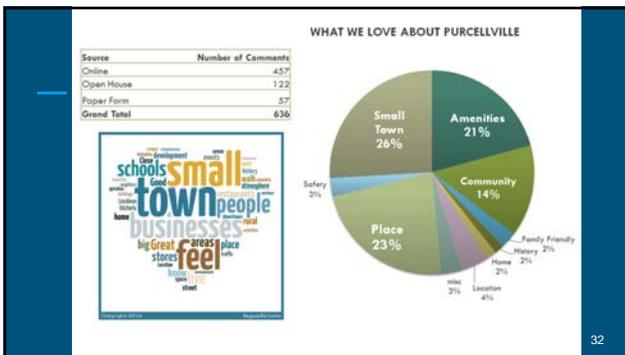
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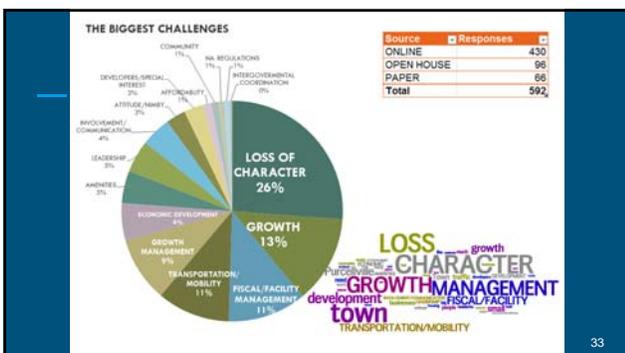
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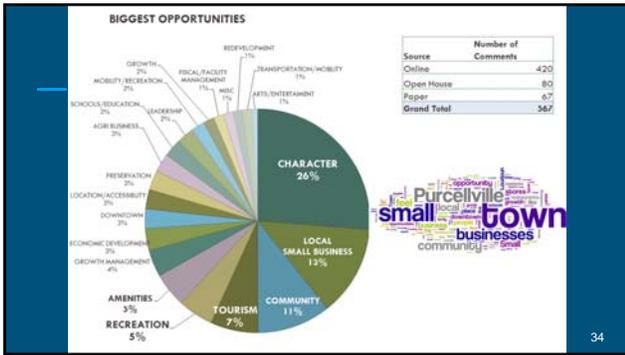
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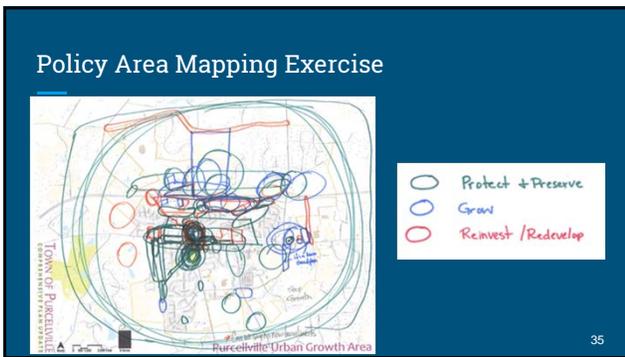
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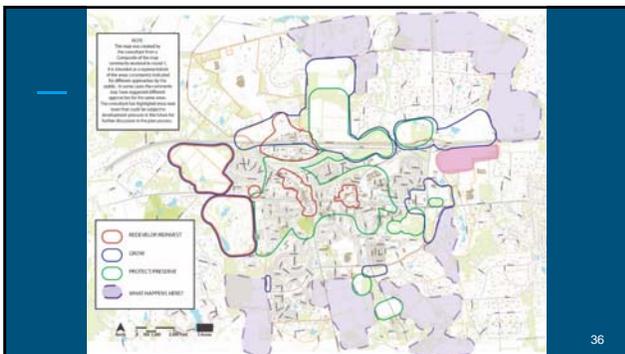
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## Public Input – Round 2

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**Round Two**

**Time Period:** March – April 2016

**Input Activities:** Use and Scale Preference Mapping Exercise

**Public Response:** 90+ workshop attendees or online responders.  
893 individual preference comments received.

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### Use and Scale Preferences



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### Land Use Preference Maps (Residential)



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### Land Use Preference Maps (Commercial)



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### Land Use Preference Maps (Mixed-Use)



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### Land Use Preference Maps (Industrial)



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### Land Use Preference Maps (Open Space)



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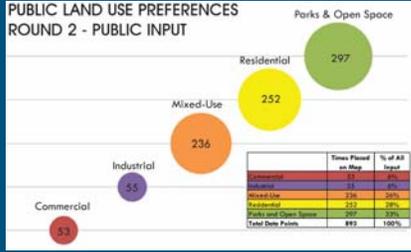
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### Land Use Preferences



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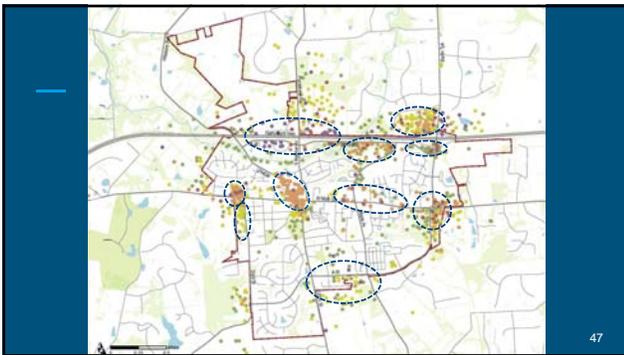
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### Public Input – Round 3

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## Round Three

**Time Period:** May – June 2016

**Input Activities:** Guiding Principles Approach and Prioritization Survey  
*(May 19 workshop and online only)*  
 Target Area Visioning Exercise *(May 19 workshop only)*  
 Future Development Scenario Visioning Exercise  
*(May 21 festival and online only)*

**Public Response:** 165+ workshop attendees, festival voters, or online responders.  
 110 guiding principle survey responses received.  
 130+ visioning exercise responses received.

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## Guiding Principles and Priorities

Themes	Guiding Principles / Approach Options		
	A	B	C
<b>Growth Management</b>	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
<b>Housing &amp; Neighborhoods</b>	Family Focused	Quality and Diversity	Affordability
Average Score	3.8	3.5	3.2
Total Score	405	382	346
Participant Count	107	109	109
	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

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## Guiding Principles and Priorities

Themes	Guiding Principles / Approach Options		
	A	B	C
<b>Character &amp; Design</b>	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
<b>Transportation &amp; Mobility</b>	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
<b>Public Services, Utilities &amp; Fiscal Balance</b>	Increased Fees	Expand Client Base Through Growth	Adjust Targeted Levels of Service
Average Score	3.1	3.9	3.4
Total Score	331	312	369
Participant Count	108	106	107
<b>Open Space</b>	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	108	109	110

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### Guiding Principles and Priorities

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

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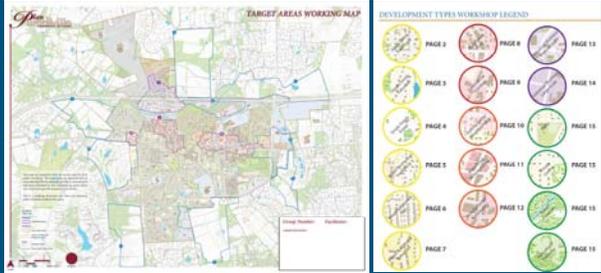
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### Target Area Visioning Exercise




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### Scenarios and Analysis

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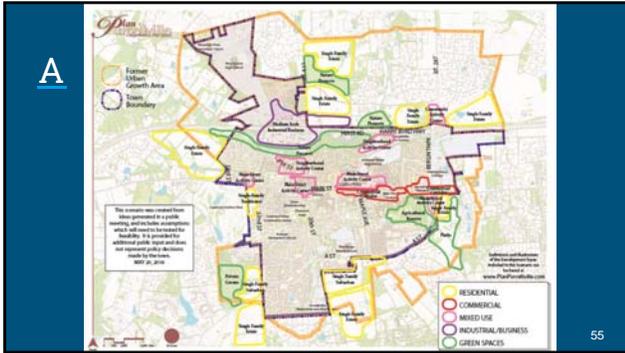
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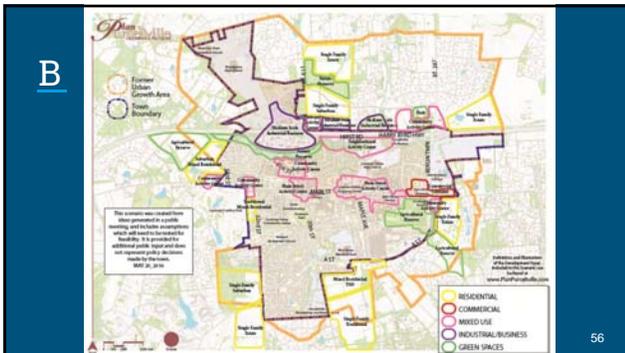
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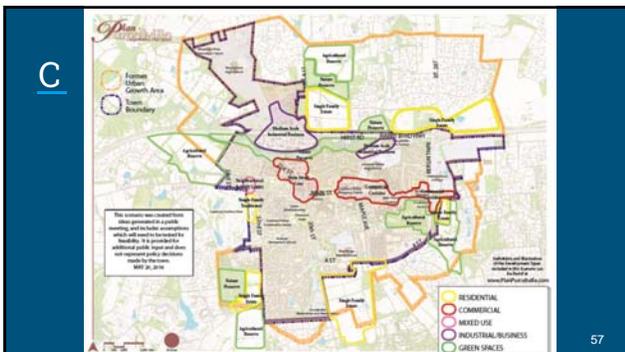
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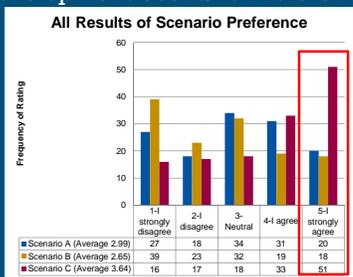
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### Future Development Scenario Preferences



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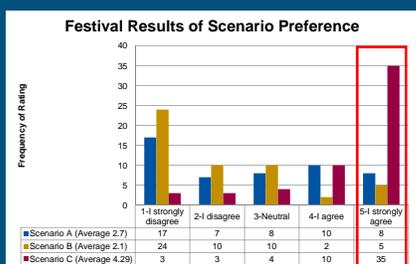
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### Future Development Scenario Preferences



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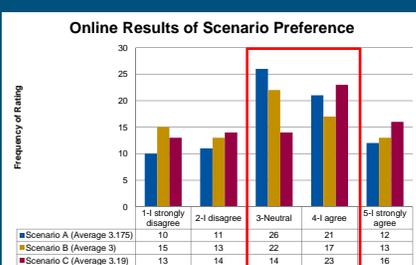
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### Future Development Scenario Preferences



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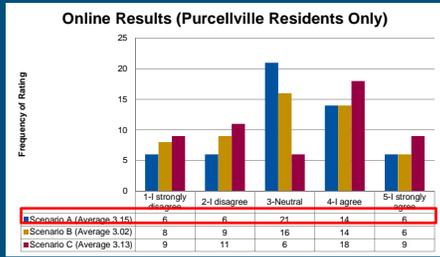
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### Future Development Scenario Preferences



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### Residential Demand (2040)

	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
<b>ASSUMPTIONS:</b>			
Average Household Size	3.1		
Vacancy Rate	2%		

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### Residential Supply by Scenario (Study Area)

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	920	9,120	10,049
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
C	2609	180	328	3,117	0.98	176	3.1	547	9,120	9,667

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### Residential Supply by Scenario (Town Limits)

Residential/Housing/Population Buildout Current Town Limits										
Scenario	Town of Parcellville Existing HU	New Housing Units in Target Area	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
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
C	2609	22	328	2,959	0.98	21	3.1	66	9,120	9,186

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### Non-Residential Demand (2040)

	Commercial Sq Ft	Commercial Acreage	Commercial Only FAR	Institutional Sq Ft	Institutional Acreage	Combined Sq Ft	Combined Acreage	Combined FAR	Jobs Total	Sq Ft/Job Commercial	Sq Ft/Job Combined
2016	1,413,000	259	0.1252	1,224,000	526	2,637,000	785	0.0771	4,753	300	554
2040	2,991,000	548	0.1252	--	--	5,523,380	1,644	0.0771	9,970	300	554
Demand	1,578,000	289	--	--	--	2,886,380	859	--	--	--	--

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### Non-Residential Supply by Scenario (Town Limits)

	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
A	1,412,907	10,029,807	11,442,714
B	1,412,907	11,499,152	12,912,059
C	1,412,907	7,247,864	8,660,771

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**Next Steps**

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**Next Steps**

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July – October: Weekly Planning Commission Work Sessions  
 September – October: Public Engagement – Round 4

- Presentation @ Town Council Meeting: September 13
- Workshops
  - September 24: 10am-12pm & 2pm-4pm @ Carver Center
  - September 29: 7-9pm @ Town Hall
- Online Exercises: Posted after Sept. 24 workshops through mid-October

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**Next Steps**

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November: Public Engagement – Round 5

- Workshops: Anticipated for November 5 (location TBD)
- Online Exercises: Posted after Nov. 5 workshops through end of November

*December – January: Draft Plan*

*February – March:*

- Submit draft to VDOT for review (up to 90 days)
- Release draft plan for public review
- Hold open house
- Revise draft plan as necessary

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## Next Steps

*April – May:*

- Planning Commission Public Hearing

*June or Later:*

- Town Council Public Hearing
- Adopt New Comprehensive Plan

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## Discussion

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## Discussion

During the September workshops, the public will be asked to respond to posted questions to guide the Planning Commission's ongoing work on updating the comprehensive plan. Possible examples:

- Open Space: Desire for permanent preservation requiring land ownership or easements? Would 3-acre residential lots provide sufficient open space instead?
- Preservation of Historic Houses: Desired: yes or no? Only prevent demolition? Control of appearance along Main Street and/or other primary roads? Control of appearance throughout entire National Register Historic District?

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## Discussion

During tonight's joint work session:

- Any confusion, concerns or questions about completed public engagement, public input or research/analysis?
- Any questions or requests about future public engagement?
- Any confusion, concerns or questions about the tentative schedule from drafting the plan through its eventual adoption?
- Any other questions?

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