



**PLANNING COMMISSION
REGULAR MEETING AGENDA**

May 16, 2019

7:00 p.m.

- 1) **Call to Order** – Chairman Tip Stinnette
- 2) **Pledge of Allegiance**
- 3) **Agenda Amendments** (Planning Commission and Staff)
- 4) **Commissioner Disclosures**
- 5) **Public Hearings**
 - a) None Scheduled
- 6) **Presentations**
 - a) None Scheduled
- 7) **Citizen Comments**
- 8) **Discussion Items**
 - a) Discussion of potential multi-family development
 - b) Planning Commission review of Public Hearing Notices
 - c) Comprehensive Plan Updated Errata Sheet
 - d) Review Critical Path
 - e) Diagnostic Study For Zoning Ordinance
- 9) **Action Items**

Note: Any Discussion Item may be added as an Action Item during the meeting by motion of the Planning Commission.

 - a) None Scheduled
- 10) **Information Items**
 - a) None Scheduled
- 11) **Council Representative's Report**
- 12) **Chairman's Comments**

13) Planning Commissioners' Comments

14) Approval of Minutes

- a) May 2, 2019 Regular Meeting

15) Adjournment

If you require any type of reasonable accommodation as a result of physical, sensory or mental disability in order to participate in this meeting OR if you would like an expanded copy of this agenda, please contact Stefanie Longerbeam at (540) 338-2304 at least three days in advance of the meeting. Expanded copies of the agenda may not be available the night of the meeting, please request a copy in advance.

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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PUBLIC HEARING NOTICE TOWN OF PURCELLVILLE

The Purcellville Planning Commission will hold a public hearing in the Town Council Chambers of Town Hall, located at 221 South Nursery Avenue, Purcellville, Virginia on **THURSDAY, JUNE 6, 2019 at 7:00 PM** for the purpose of receiving comments on, considering, and possibly voting on the following item:

“PLAN PURCELLVILLE” 2018 COMPREHENSIVE PLAN (the “2018 Plan”). The Town’s Comprehensive Plan is a plan adopted by the Town Council after receiving recommendations from the Town Planning Commission. The Town’s Comprehensive Plan functions to establish a vision and direction for Purcellville’s future, guide zoning designations and land development within the Town limits, and guide the Town Council in its adoption of public policy. The 2018 Plan would wholly replace the Town’s most recently adopted Comprehensive Plan, which was last adopted in 2006. The 2018 Plan is a wholesale amendment of the 2006 Comprehensive Plan, including amendments to the document structure, as well as considerable changes to the text, policies, maps, and figures.

The development of the 2018 Plan consisted of the following steps:

- Phase 1: Project Initiated in year 2015. Phase 1 established the primary values underlying the Comprehensive Plan.
- Phase 2: Research and Analysis in year 2016. Phase 2 identified critical opportunities and issues.
- Phase 3: Visioning and Scenario assessment performed in year 2016.
- Phase 4: Comprehensive Plan was drafted in year 2017, and posted for public comment.
- Phase 5: Comprehensive Plan was reviewed and recommended for approval by the Town Planning Commission in 2018; a Planning Commission Public Hearing occurred on July 19, 2018 and the recommendation of approval of Version 5.1 and the errata sheet was made in December of 2018.
- Phase 6: Town Council remanded the Comprehensive Plan back to the Planning Commission in February 2019, to correct errors in Version 5.1 and the errata sheet.
- Phase 7: The Planning Commission reverted to the consultant Version 5.0 to address the print and copy errors associated with Version 5.1 and corrected the substantive land use errors associated with the errata sheet and ensured the accuracy of the rest of the errata sheet.

Over the last three and a half years:

- A total of twelve volunteer Planning Commissioners worked on the 2018 Plan.
- The Town’s Planning Staff facilitated six public engagement sessions.
- The Planning Commission held more than 70 meetings on the plan.
- Comments were received from over 5% of the Town’s voting population.
- The Planning Commission deliberated and resolved more than 1,200 individual comments.
- 12 iterative versions of the 2018 Plan were produced.

The Town’s goals, as set forth in the 2018 Plan, are to: support land use and development that complements Purcellville’s small town charm; manage development so that the Town’s services and infrastructure are

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not overwhelmed; protect the Town's ability to phase any growth with the availability of Town services; protect and enhance the aesthetics and viability of the downtown area; preserve existing neighborhoods through appropriate infill and property improvement; adopt cooperative County and Town plans to provide policy framework for rural preservation; and leverage open space, conservation easements and land trusts as preservation tools. Growth and development should pursue highest levels of environmental sustainability.

The 2018 Plan consists of 5 sections: (1) Town History, (2) Introduction, (3) The Land Use Plan, (4) Topical Plan Elements, and (5) Implementation. A description of each follows below:

1. **Town History.** This section of the 2018 Plan includes the following subsections: "Town Seal – Interpretive History of Purcellville", and "The Town's Planning History".
2. **Introduction.** This section of the 2018 Plan describes the public input process used in preparation of the 2018 Plan, describes the public input obtained, and updates the Town's data on population growth and trends.
3. **The Land Use Plan.** This section of the 2018 Plan includes a *Land Use Plan* that serves as the foundation for future development recommendations and decisions. The proposed *Land Use Plan Map* is a colored map accompanying this advertisement, with text boxes denoting the planned land use designations in the *2006 Comprehensive Plan* and a legend denoting the land use designations as proposed in the 2018 Plan. The *Land Use Plan* both shapes and protects the character of Purcellville as new development, infill development, and redevelopment occurs in the future. This section of the 2018 Plan emphasizes areas within the Town to preserve or sustain, and areas within the Town to enhance. The future land use designation for the Purcellville Gateway properties, identified as PIN 453375905000, 453378626000, and 453378447000 should be identified on the accompanying proposed *Land Use Map* as "Commercial Medium Scale" in accordance with the Planning Commission's most recent recommendation.
4. **Topical Plan Elements.** This section of the 2018 Plan consists of recommendations for the programs, practices, services, and assets the Town of Purcellville manages, as follows:
 - (a) **Economic Development**

Recommends that the Town continue Purcellville's role as a vibrant business center and tourist destination, providing varied employment opportunities and a stable tax base.
 - (b) **Services & Facilities**

Recommends that the Town provide adequate high-quality community facilities and services to serve our residents and commercial establishments.
 - (c) **Historical & Cultural Resources**

Recommends that the Town respect, preserve and protect Purcellville's historical and cultural resources.
 - (d) **Environmental Resources**

Recommends that the Town respect and preserve the natural environment and protect Purcellville's natural resources.
 - (e) **Housing & Neighborhoods**

Recommends that the Town maintain diverse and inviting neighborhoods with a range of housing opportunities in a pleasing environment consistent with Purcellville's

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historic character.

(f) Transportation & Mobility

Recommends that the Town provide safe and comprehensive transportation and mobility systems, serving all travelers who walk, bike, drive or ride transit.

5. **Implementation of the Plan.** This section of the 2018 Plan prioritizes actions and sets short-term, mid-term, and long-term timeframes in which to accomplish them. The Implementation section recommends guidelines for future investments and the allocation of resources. The Implementation section specifies mechanisms for implementation of the 2018 Plan, including, (i) conducting future plans and studies, such as the Regional Transportation Plan and the Water Resources Study, (ii) adopting updated regulations and guidelines, such as the Zoning Ordinance, Subdivision Ordinance, and Architectural Design Guidelines, (iii) assessing the impacts of development, and (iv) adopting methods for the preservation of certain lands.

Information related to the 2018 Plan is available for review on the Comprehensive Plan website at <http://planpurcellville.com/documents-and-data/> and also at the Purcellville Town Hall, 221 South Nursery Avenue, Purcellville, Virginia from 8:00 AM to 5:00 PM, Monday through Friday, holidays excepted.

At this public hearing, all persons desiring to present their views concerning these matters will be heard. Hearing assistance is available for meetings in the Town Council Chambers. If you require any type of reasonable accommodation to participate in this meeting as a result of a physical, sensory or mental disability, contact the Purcellville Town Clerk, Diana Hays at 540-338-7421. Please provide notice of the accommodation at least three days in advance of the meeting.

Tip Stinnette, Planning Commission Chair
Town of Purcellville

Publication dates: 05-24-19 & 05-31-19

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Plan Purcellville, 2018 Comprehensive Plan - Version 5.0 Errata

Use the “New version” cover montage (below) rather than the “Current version” because it’s a more iconic representation of the Town.



The second page of this errata, labeled “Acknowledgements” is to completely replace the similarly titled page in the Plan Purcellville Version 5.0, as provided by the consultant (McBride Dale Clarion).

The third page of this errata, “The Land Use Map” is to reflect the land use categories as adopted by the Planning Commission and therefore shall replace any conflicting land use categories indicated on any and all map exhibits throughout Plan Purcellville Version 5.0, including the “Comparison of 2006 to 2018 Land Use Maps” contained in the supporting documents, as provided by the consultant (McBride Dale Clarion).

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ACKNOWLEDGEMENTS

Thank you to all the citizens who participated and the Planning Commission for serving as the steering committee for this process. This Plan represents the vision for our Town based on valuable input collected over a series of meetings and events.

PLANNING COMMISSION (current membership)

Chair ... **Tip Stinnette**
Mary Frances Bennett
Nan Forbes
Stosh Kowalski
Ed Neham
Chip Paciulli
Theresa Stein

PLANNING COMMISSION (previous membership)

Vice-Chair ... **Edward Van Istendal**
Britt Adkins
David Estey
Doug McCollum
Keith Melton
Gil Paist

TOWN COUNCIL (current membership)

Mayor ... **Kwasi Fraser**
Vice Mayor ... **Ryan Cool**
Chris Bledsoe
Ted Greenly
Joel Grewe
Nedim Ogelman
Tip Stinnette

TOWN COUNCIL (previous membership)

Kelli Grim
Karen Jimmerson
Joan Lehr
Doug McCollum
Patrick McConville
John Nave
Ben Packard

TOWN STAFF (current)

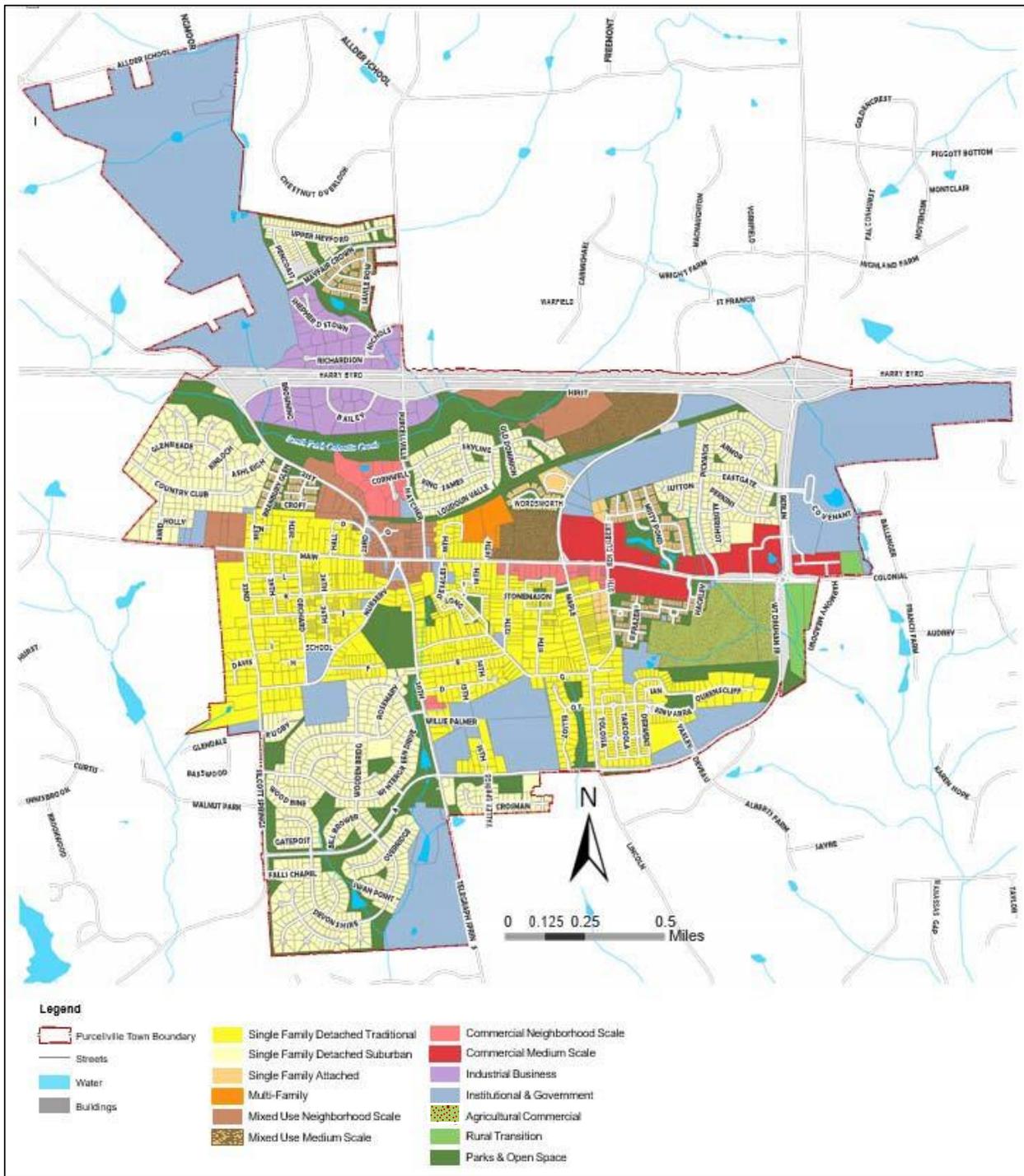
Town Manager ... **David Mekariski**
Town Attorney ... **Sally Hankins**
Director of Community Development ... **Patrick Sullivan**
Senior Planner ... **Andrew Conlon**
Planning & Zoning Technician ... **Stefanie Longerbeam**
Planning Technician ... **Kimberly Bandy**

TOWN STAFF (previous)

Town Manager ... **Robert W. Lohr, Jr.**
Assistant Town Manager ... **Danny Davis**
Interim Town Manager ... **John Anzivino**
Senior Planner and Project Manager ... **Erin Goodrich**
Senior Planner and Project Manager ... **Daniel Galindo**
Planning Technician ... **Tucker Keller**
Planning Technician ... **Michele Snyder**

Insert: McBride Dale Clarion information

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Page "1" (not "1") Contents, assign a page number to add glossary to basic publication (currently will be page 104).

Page 2: ~~five~~-craft breweries" strike the numeric "count", because by the time this goes to print, the number of breweries may change.

Page 2: The Purcellville Town Seal: Draw a border around the seal so that the statement: "**The white background of the seal** represents the clear, uncluttered environment of the community." makes more sense.

Pages 4: On the Town of Purcellville Street Map correct the spelling from "Firemens" to "Fireman's".

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Page 34: Append the bulleted item "Rural Transition (Focus Areas)" to the end of the list of 2018 Land Use Categories.

Page 44: This page defines the "Commercial Medium Scale" category. The sentence in RED lettering at the top of the page should be revised to say "This category represents ~~the largest format of~~ **small-town medium scale** commercial development for Purcellville.

Page 44: Delete the third from the last bullet that begins with "Groceries and multi-story office buildings...".

Page 44: Delete the final bullet that begins with "Residential use...".

Page 46: in the third bullet from the bottom of the page, after "Agriculture/rural tourism related businesses"... add "(to include a small-scale temporary lodging concern)" *...to remain consistent with Zoning Ordinance permitted uses.*

Pages 49: On Figure 119, correct the spelling from "Firemens" to "Fireman's".

Page 59: Within the illustration, delete the words that read "Approved Office Building" (it is now an existing structure).

Page 61: Within the illustration, in the area designated "Area 2": delete tree cover depiction.

Page 61: Within the illustration, in the area between Hirst Road the South Fork of Catoctin Creek (known as the Chapman property): delete tree cover depiction.

Page 61: Change the Area 1 description to: "Redevelopment consistent with small- to medium-format Mixed Use and Industrial that acts as a transition from commercial to residential uses."

Page 61: Change the Area 2 description to: "Small- to medium-format Mixed Use development and housing for seniors who require some level of assistance." (delete rest of paragraph).

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Page 67: Within the illustration, revise Area 1 (E Cornwell Lane, etc.) to Commercial Neighborhood Scale (pink).

Page 67: Remove the first bullet under the Area 1 description that begins with "Maintain the industrial and commercial..."

Page 69: Within the illustration, delete the words that read "Approved Children's Academy" (it is now an existing structure).

Page 69: Within the illustration, add a second notation of area "2" for the currently un-numbered "Commercial Medium Scale" focus area, north of E Main Street on the easternmost side of the illustration. (Note, the small portion of the Purcellville Gateway development, shown as "Mixed Use Medium Scale" on the eastern edge of this illustration, is to be "Commercial Medium Scale".)

Page 69: Within the text, section "Area 5", revise to read: "Encourage small buildings, to include commercial, office, and institutional uses."

Page 71: Within the illustration, revise Area 1 (the Purcellville Gateway commercial center) to Commercial Medium Scale (red).

Page 71: Within the illustration, delete the words that read "Approved SunTrust Bank" (it is now an existing structure).

Page 72: Within the text, in the fourth bullet of the first column, correct "Limit access in each quadrant to one access point on E. Main Street/Colonial Highway and Berlin Turnpike/William T. Druhan Jr. Road" to **Boulevard**.

Page 82: Within the text, under Recommendations 2, following the words Purcellville Historical Society, add ", **Purcellville Train Station Advisory Board**," and then continue with "and other relevant organizations".

Page 96: In the first paragraph under Impact Assessment, replace this part of the last sentence: "The Town could choose to use an impact assessment in one of two ways:" with this: "**Among the ways the Town could choose to use an impact assessment are the following:**".

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Plan Purcellville, 2018 Comprehensive Plan **DRAFT CRITICAL PATH as of April 22, 2019**

PC = Planning Commission

TC = Town Council

PH = public hearing

May 2	PC mtg:	finalize Comp Plan errata and PH presentation
May 17	PC PH	public notice placed with Loudoun Times Mirror
May 24	PC PH	public notice appears in Friday paper
May 31	PC PH	public notice appears in Friday paper
June 6	PC mtg	PC PH of 5.0 w/ revised errata
June 20	PC mtg	deliberate, discuss public inputs and direct staff to revise errata (as required)
July 18	PC mtg	5.0 w/errata resolution of support forwarded to TC (90-day timeline begins)
July 23	TC mtg	TC receives 5.0 w/ revised errata
August		individual TC members review 5.0 w/ revised errata on their own, and give inputs to staff
September 10	TC mtg:	deliberate, discuss and resolve TC inputs in comment matrix
September 24	TC mtg	deliberate, discuss and resolve TC inputs in comment matrix
October 8	TC mtg:	TC remands 5.0 w/ revised errata back to staff/PC to work with consultant
October 16		1 st 90-day timeline expires
October 17	PC mtg	PC and staff incorporate revised errata into finished doc in order to create 6.0
November 7	PC mtg	PC forwards 6.0 resolution of support to TC (new 90-day timeline begins)
November 12	TC mtg	TC receives 6.0 Plan Purcellville, 2018 Comprehensive Plan
November 15	TC PH	public notice placed with Loudoun Times Mirror
November 22	TCPH	public notice appears in Friday paper
November 29	TCPH	public notice appears in Friday paper
December 10	TC mtg	TC PH of 6.0 Plan Purcellville, Comprehensive Plan
January 14	TC mtg	TC deliberate on public comments and directs staff to make changes as required
January 28 or beyond	TC mtg	TC adoption of 6.0 or 7.0 (as required) Plan Purcellville, Comprehensive Plan



PLANNING COMMISSION PUBLIC HEARING | June 6, 2019

2018 Comprehensive Plan - Update

June 6, 2019 Public Hearing

- Why we are holding this Public Hearing
 - After its Public Hearing of July 19, 2018, the Planning Commission and Staff adjudicated the community's comments and published Version 5.1 of the Comprehensive Plan and an accompanying errata sheet.
 - Comprehensive Plan Version 5.1 and the errata sheet were forwarded to Town Council on December 20, 2018 and also posted on planpurcellville.com.
 - Subsequent review revealed both Version 5.1 and errata sheet contained a number of errors.
 - Town Council remanded the Comprehensive Plan back to the Planning Commission on February 19, 2019
 - The Planning Commission reverted to the consultant Version 5.0 to address the print and copy errors associated with Version 5.1..
 - The Planning Commission also corrected the substantive land use errors associated with the errata sheet and ensured the accuracy of the rest of the errata sheet.

June 6, 2019 Public Hearing (continued)

- Items to be discussed
 - Essential features unchanged
 - Land Use map changes
 - Definition changes
 - Editorial changes
- Community input
- Next steps
 - Critical path
 - Principal goals:
 - q Planning Commission resubmits the “baseline” Comprehensive Plan Version 5.0 and its errata sheet to Town Council
 - q Town Council deliberates and ultimately adopts the Comprehensive Plan

Essential Features Unchanged

- **Plan's Goals**

- Support land use and development that complements Purcellville's small town charm.
- Manage development so that the Town's services and infrastructure are not overwhelmed.
- Protect the Town's ability to phase any growth with the availability of Town services.
- Protect and enhance the aesthetics and viability of the downtown area.
- Preserve existing neighborhoods through appropriate infill and property improvement.
- Adopt cooperative County and Town plans to provide policy framework for rural preservation.
- Leverage open space, conservation easements and land trusts as preservation tools.
- Growth and development should pursue highest levels of environmental sustainability.

- **Plan's Principal Features**

- **Current and Future Land Uses:** The foundation for the development recommendations that will help shape and protect the character of the Town.
- **Topical Plan Elements:** Provides recommendations for programs and practices, reiterates land use recommendations as they relate to the topics, and provides guidance for the other functions, responsibilities and assets the Town manages.
- **Implementation Plan:** Tools and recommendations that will serve as the guidelines for future investments and allocations of resources. The various projects and their priorities represent the desired vision for the Town expressed by its citizens.

Essential Features Unchanged (continued)

- **Redefined Land Uses**

- Every property in Town was assigned to one of 13 land use categories based on what residents have expressed they would like to see in the future. Each future land use includes form, character, architecture and transportation/mobility guidelines to ensure infill and redevelopment are appropriate in both scale and character.

Group	Future Land Use Category
Residential	Single Family Detached Traditional Single Family Detached Suburban Single Family Attached Multi-Family
Mixed-Use	Mixed-Use Neighborhood Scale Mixed-Use Medium Scale
Commercial and Industrial	Commercial Neighborhood Scale Commercial Medium Scale Industrial Business Agricultural Commercial
Institutional and Government	Institutional and Government
Parks and Open Space	Parks and Open Space
Rural Transition	Rural Transition

Essential Features Unchanged (continued)

- Sustainment and Focus Areas

Areas to Sustain, consisting mainly of Residential Neighborhoods, Parks and Protected Space, Select Commerce Areas, and Civic and Institutional uses, comprise about 85% of the Town's area.

Seven Focus Areas (dotted outlines), in which there are opportunities to enhance and facilitate development consistent with the Town's vision, comprise about 15% of the Town's area.

Land Use Map Changes

NOTE: Land Use map changes will be incorporated into all maps in the Comprehensive Plan main and Supporting Documents volumes.

- Downtown North

Changed from Industrial Business to
Commercial Neighborhood Scale

- East End Focus Areas

Changed from Mixed Use Neighborhood
Scale to Commercial Medium Scale

Clarified to show
Institutional & Government

Changed from Agricultural Commercial
to Rural Transition

Changes in Definitions

COMMERCIAL MEDIUM SCALE

This category represents the best use of small-town medium scale commercial development for Purcellville.

- Uses commonly include retail, office, service, lodging, and restaurants.
- There is typically one primary arterial street or corridor that buildings and uses are organized around. Sidewalks must be located on both sides of the street with tree lawns or landscaped areas dividing parking lots from the street.
- Blocks are not the base component for this development type. Lots are located along street frontage.
- Lots are large, deep, and wide to accommodate groups of smaller businesses or medium to large format buildings with sufficient surface parking.
- Buildings are oriented toward the street and may be located at the front of the lot near the sidewalk or set back with parking lots in front of the buildings with a front lawn.
- Designated off-street parking areas are typically located in front of or behind each building.
- Consolidated architectural details and finishes are common within a development but may be unrelated to other buildings along the corridor. Buildings are typically one to two stories but may have larger footprints and story heights than in the neighborhood-scale commercial areas.

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- Concentrations of uses may be more intense in these areas with higher lot coverage and buildings set closer together than in the neighborhood scale areas.

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AGRICULTURAL COMMERCIAL

This land use category reflects the character for agricultural enterprise within the Town and encourages commercial land uses.

- Offers the opportunity for enterprise and sustaining the traditional agricultural environment that Purcellville residents wish to protect.
- Rural commercial land uses and agricultural support businesses are encouraged.
- Typical uses include agri-business.
- Agriculture/rural tourism related businesses **!!Q include a small-scale temporary lodging concern** that are compatible with the rural character should be encouraged with a demonstration that proposed uses will not negatively impact rural or residential areas.
- Pathways should be provided within the district that also connect to surrounding pedestrian/bicycle networks.
- Stream corridors, woodlands, hedge rows, and other valuable natural resources should be maintained.

Changes in Definitions (continued)



HIRST EAST

GUIDING STATEMENT

The Hirst East area offers significant development opportunities in Purcellville. It should be developed with green and open spaces, residential uses as well as some commercial and office uses that are compatible with the Town's character.

RECOMMENDATIONS

GENERAL

- Use the natural topography to provide trails and green space within the development while protecting the stream corridor.
- Allow two- to three-story buildings.
- Use considerate site design and architecture, as well as landscape buffer, to transition from adjacent residential neighborhoods.
- Allow for senior housing, assisted living, and residential units.

- Consider mixed-use buildings with commercial, office, and residential uses.
- Require parking lots to be located to the side or rear of buildings.
- Require internal connectivity between drives, parking areas, and uses within each of the identified focus areas.
- Improve pedestrian and vehicular connectivity between Hirst Road and Maple Avenue.
- Make public improvements to the Hirst Road right-of-way including wide sidewalks and street trees.
- Consider redevelopment of existing industrial uses to create a more cohesive design that improves connectivity in this area and provides for higher utilization of architecture, density, and parking site planning.
- Limit curb cuts along Hirst Road to provide a pedestrian friendly environment.

- Conduct a study of the design and posted speed limits on Hirst Road.
- Enhance trail and connectivity to adjacent neighborhoods including trail connections between Chapman DeMary Trail and the W&OD Trail and support the buildout of trails identified on the Pedestrian and Bicycle Trail Map on page 93.
- Update the Zoning Ordinance to require protection and maintenance of the stream corridor and waterway.

AREA 1

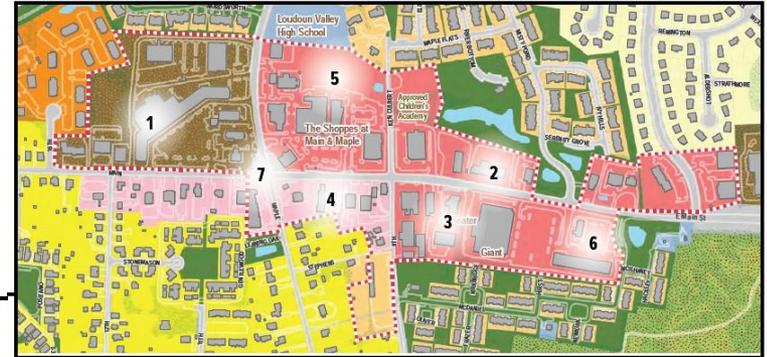
- Redevelopment consistent with Small to Medium Format Mixed-Use and Industrial that acts as a transition from commercial to residential uses.

AREA 2

- Small to Medium Form Mixed-Use development and housing for seniors who require some level of assistance. It should act as a transition from the adjacent large lot industrial area to residential uses.

.....rRrR9FGial

Changes in Definitions (continued)



DOWNTOWN NORTH GUIDING STATEMENT

Downtown North should be a compact walkable district including housing, office, retail, services, restaurants, and industrial uses at a scale and character that is compatible with Purcellville's rural town traditions.

RECOMMENDATIONS

GENERAL

- Promote internal connectivity in this area.
- Improve sidewalks in the right-of-way along 21st Street and provide connections to the W&OD Trail.
- Require planting and maintenance of large native shade trees and evergreens to buffer between residential and nonresidential uses.
- Use site design and architecture to create a transition between redevelopment and the adjacent residential uses.
- Maintain the architectural character of design elements that are recognized as "small town" such as conversion of single family dwelling into business, train stations, etc.

AREA 1

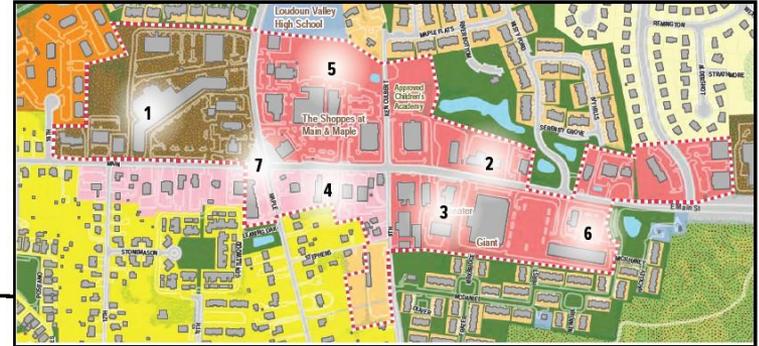
Maintain the industrial and commercial development northeast of 21st Street and encourage infill when appropriate in character.

- Re-examine zoning to better reflect the current use and development pattern.

AREA 2

- Encourage infill opportunities for the frontage along 21st Street.
- Manage change and preserve the Dillon House and its immediate environment.
- Use the topography to emphasize a pedestrian environment along 21st Street to continue the traditional downtown character.
- Locate parking behind and under the buildings fronting on 21st Street.
- Encourage storefronts or office buildings at a scale similar to the character of downtown along 21st Street.

Changes in Definitions (continued)



EAST MAIN

GUIDING STATEMENT

Redevelopment in the East Main street area should create a more pedestrian-friendly retail destination where it is easier to walk between surrounding neighborhoods and commercial uses. The scale of development should still remain compatible with the rural residential character of Purcellville. Enhancing the green space and tree canopy along Main Street and Maple Avenue, as well as providing more open spaces within the redevelopment, should be a top priority.

RECOMMENDATIONS

GENERAL

- Use the size, design, and mix of uses of the commercial buildings on the south side of Main Street, west of Maple Avenue (i.e. those in the Commerce Area to Sustain) as the standard for the desired character of new or infill buildings.
- Use similar scale buildings and use-types to transition from surrounding neighborhoods.

- New construction or redevelopment of existing commercial shall require buildings to be set close to Main Street or Maple Avenue with front lawns consistent with the traditional portions of Main street.
- Require parking to be located to the side or rear of buildings.
- Consider the feasibility or desirability of continued auto-oriented uses with drive-thrus in this area. If still desired, create site design development regulations that de-emphasize these features from Main Street and Maple Avenue.
- Allow for densities that would support structured parking to increase available homes, office, or retail spaces without consuming additional land.
- Require internal open space improvements including pedestrian areas within surface parking lots.
- Encourage parks, plazas (formal hardscaped areas), and greens (informal organic open spaces) within the redevelopment to create a focus for the redevelopment.

- Improve the appearance, safety, and functionality of the Maple Avenue and Main street intersection.

AREA 1

- Encourage redevelopment with small- to medium-scale mixed-use buildings including commercial, office, and residential uses.

AREAS 2, 3, AND 4

- Improve internal circulation and access consolidation to improve safety.

AREAS

- Encourage small to medium-scale buildings to include commercial, office, and institutional uses.

AREAS

- Redevelop with improved visibility by moving buildings forward on the site.
- Provide buffers for residential areas behind.

AREA 7

- Work with VDOT to improve the safety and accessibility for pedestrians at the intersection of Maple and Main.

Editorial Changes

Cover Page: Use the “New version” cover montage rather than the “Current version” because it’s a more iconic representation of the Town.

Cover (back): Replace the Acknowledgements page with an updated version.

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Page 71: Within the illustration, revise Area 1 (the Purcellville Gateway commercial center) to Commercial Medium Scale (red).

Page 71: Within the illustration, delete the words that read "Approved SunTrust Bank" (it is now an existing structure).

Page 72: Within the text, in the fourth bullet of the first column, correct "Limit access in each quadrant to one access point on E. Main Street/Colonial Highway and Berlin Turnpike/William T. Druhan Jr. Road" to Boulevard.

Page 82: Within the text, under Recommendations 2, following the words Purcellville Historical Society, add ", Purcellville Train Station Advisory Board," and then continue with "and other relevant organizations".

Page 96: In the first paragraph under Impact Assessment, replace this part of the last sentence: "The Town could choose to use an impact assessment in one of two ways:" with this: "Among the ways the Town could choose to use an impact assessment are the following:".

Next Steps

- Critical Path - Current Estimate and Principal Goals

PC - Planning Commission

PH - Public Hearing

TC - Town Council

Principal Goal

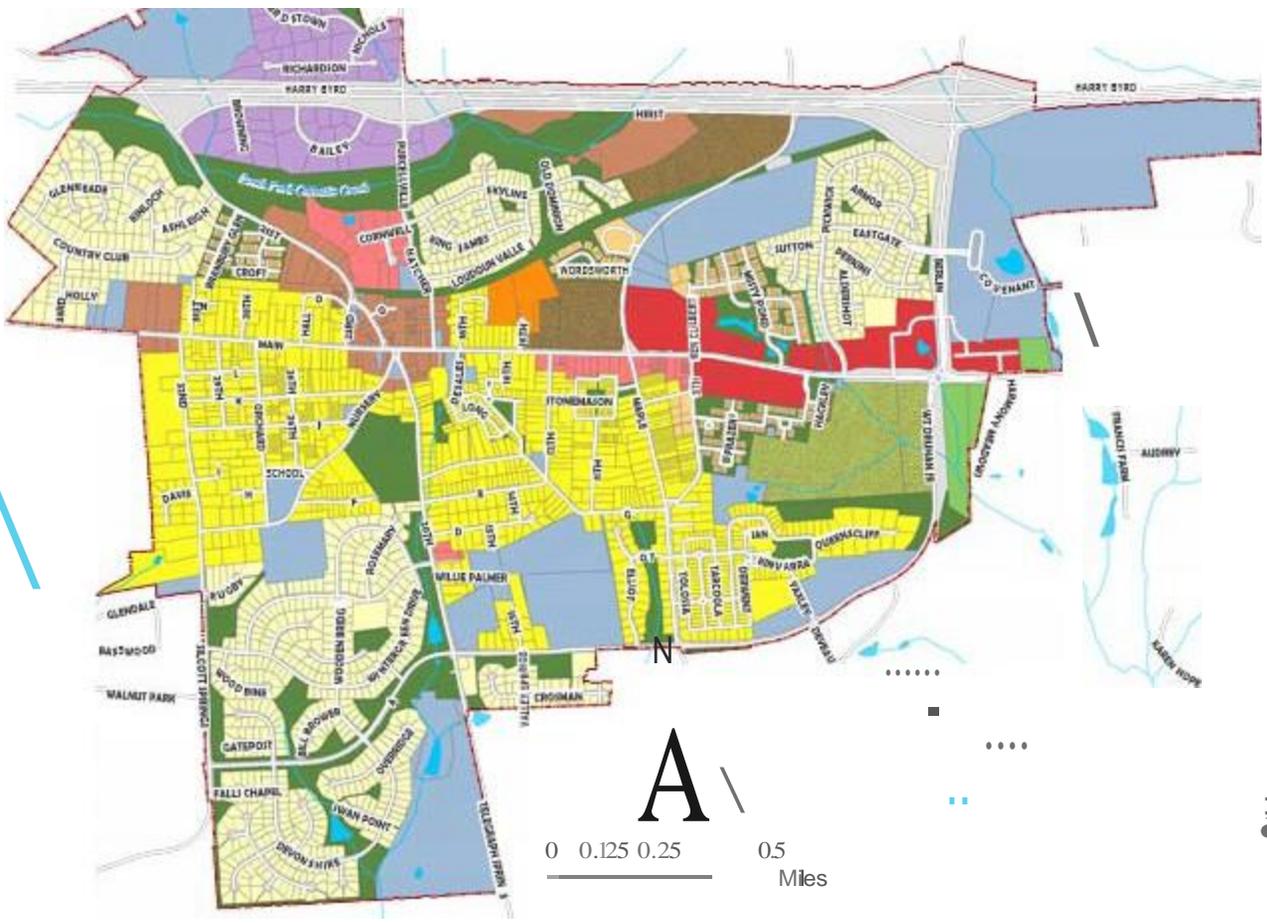
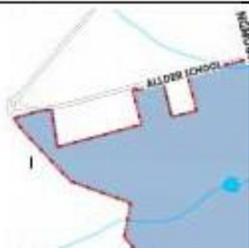
Date	Event
May 2	PC: finalize Comp Plan errata and PH presentation
Jun 6	PC PH of version 5.0 w/ revised errata
Jul 18	PC version 5.0 w/errata resolution of support forwarded to TC; 90-day review period begins
Jul 23	TC receives version 5.0 w/ revised errata
Aug	Individual TC members review version 5.0 w/ revised errata on their own, and give inputs to staff
Oct 8	TC remands version 5.0 w/ revised errata back to staff/PC to work with consultant
Oct 17	PC and staff incorporate revised errata into finished doc in order to create version 6.0
Nov 7	PC forwards version 6.0 resolution of support to TC; new 90-day review period begins
Nov 12	TC receives version 6.0 Plan Purcellville, 2018 Comprehensive Plan
Dec 10	TC PH of version 6.0 Plan Purcellville, Comprehensive Plan
Jan 14	TC deliberate on public comments and directs staff to make changes as required
Jan 28 ?	TC adoption of version 6.0 or version 7.0 (as required) Plan Purcellville, Comprehensive Plan
Feb 5	2nd 90-day TC review period expires

Community Input

- Your input is strongly encouraged. You may make comments now or submit them later via any means.
- The Planning Commission will review and adjudicate every comment.



Thank you for contributing to the planning of Purcellville!



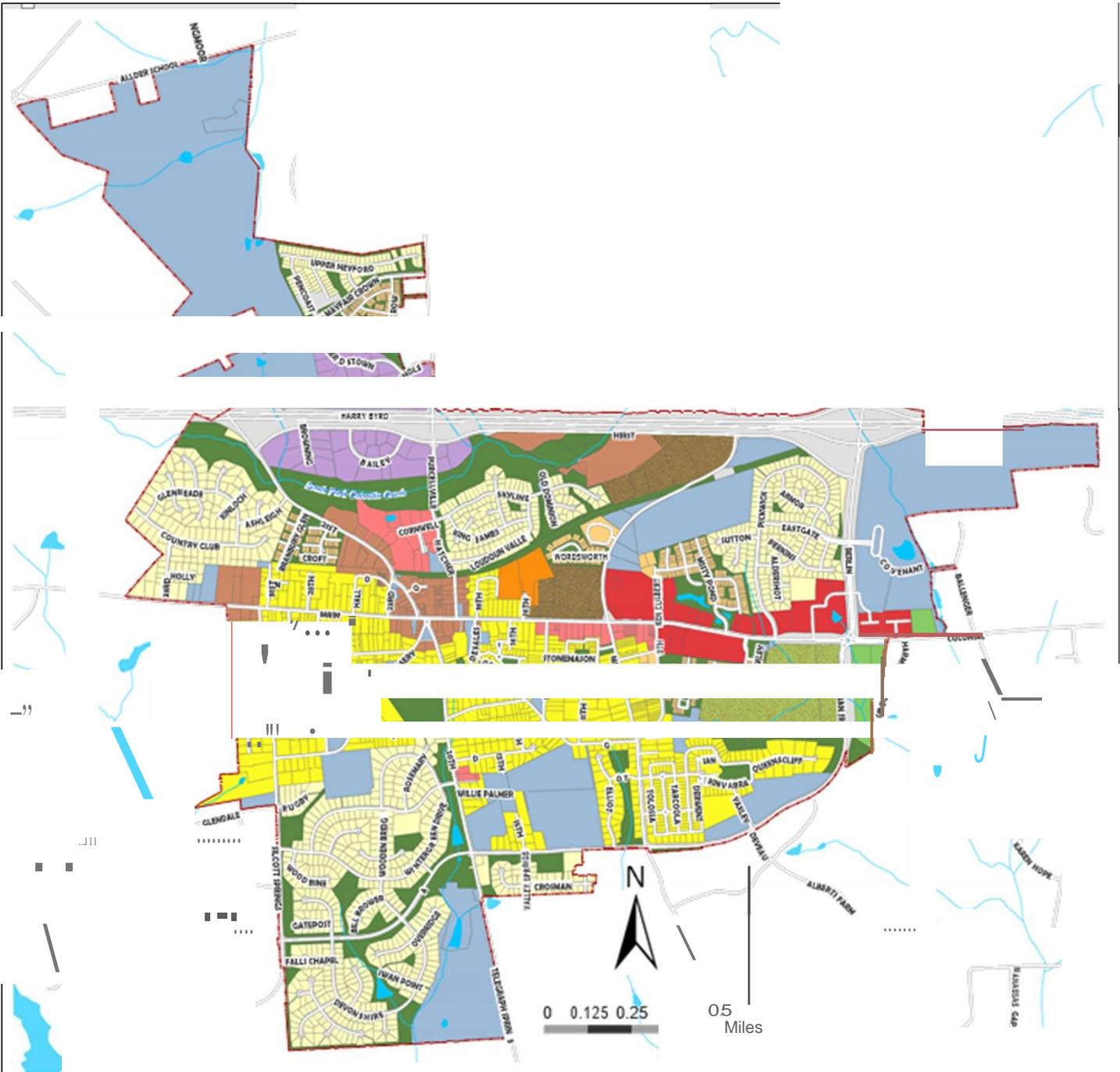
Legend

- Purcellville Town Boundary
- Water
- Buildings

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Legend

- Purcellville Town Boundary
- Water
- Buildings

Single-Family Residential
 Single-Family Medium Density Residential
 Single-Family High Density Residential
 Medium Density Residential
 High Density Residential
 Commercial
 Office
 Industrial
 Institutional
 Open Space
 Parks and Recreation
 Schools
 Utilities
 Water



May 5, 2019



**MINUTES
PLANNING COMMISSION REGULAR MEETING
MAY 2, 2019 7:00PM
TOWN HALL COUNCIL CHAMBER**

PRESENT: Tip Stinnette, Chair/Town Council Liaison
Theresa Stein, Vice-Chair/Planning Commissioner
Mary Frances Bennett, Planning Commissioner
Nan Forbes, Planning Commissioner
Stosh Kowalski, Planning Commissioner
Ed Neham, Planning Commissioner
Chip Paciulli, Planning Commissioner (arrived late)

STAFF: Andy Conlon, Senior Planner
Stefanie Longerbeam, Planning and Zoning Technician

ABSENT: Patrick Sullivan, Director of Community Development

Note: The audio recording of this meeting is available at:

<https://www.purcellvilleva.gov/ArchiveCenter/ViewFile/Item/5002>

Selected references to specific locations in the audio recording are given in square brackets. For example, a discussion that began at 1 hour, 5 minutes and 55 seconds after the beginning of the recording would appear as [1:05:55].

CALL TO ORDER OF REGULAR MEETING:

Tip Stinnette, Chair, called the Planning Commission Meeting to order at 7:00 PM. The Pledge of Allegiance followed.

AGENDA AMENDMENTS:

- Add Discussion Item 8(d) Loudoun County Comprehensive Plan 2019
- Add Council Representative's Report item 11(a) Police Department, and 11(b) Budget

COMMISSIONER DISCLOSURES: [1:35]

Chair Stinnette met with Steve Warfield, who appeared to represent development interests regarding the six-house parcel adjacent to Harris Teeter. Discussion revolved around the potential to merge the six-house residential parcel with the small piece of currently-zoned commercial property at the northwest corner of the Gateway parcel for an independent living facility.

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PUBLIC HEARINGS:

None.

PRESENTATIONS:

None.

CITIZEN COMMENTS:

None.

DISCUSSION ITEMS:

Comprehensive Plan Critical Path Discussion: [5:10]

Chair Stinnette reviewed the deliberations that went into the creation of the current version of the Critical Path. Chair Stinnette reminded the Planning Commissioners we each have the opportunity to appear before the Town Council at their Public Hearing to present individual comments on the Comprehensive Plan. Commissioner Paciulli stated it would also be a good idea for other Commissioners to socialize their corrections and concerns to the Planning Commission prior to the town Council's Public Hearing.

Comprehensive Plan Updated Errata Sheet: [19:30]

Chair Stinnette stated he received comments from the public suggesting that there may be a mistake in the errata sheet; we are waiting to receive further information on that. Senior Planner Conlon stated a version of the Land Use map provided by the consultant and used in the errata sheet had a coloring mistake in the legend for Agricultural Commercial use; that this has been corrected. Chair Stinnette requested that most of the material on the Plan Purcellville website be archived (but still available) and that version 5.0 of the Comprehensive plan, the new errata sheet and the Planning Commission Public Hearing briefing be made prominent on the site.

Planning Commission Public Hearing Briefing: [27:00]

The Planning Commission did a read-through of the briefing package and noted the May dates should be changed to June 6 and that miniature maps should be added to each of the three focus area charts.

Loudoun County Comprehensive Plan 2019: [39:00]

Chair Stinnette attended the public hearing Wednesday last week. He reported he thought 90% of the attendees did not have good things to say about the plan, and many of the comments were about the Transition Policy Area that buffers the more urban eastern art of Loudoun County from the more rural part in which Purcellville is located. He also reported the following Saturday

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meeting was also attended by about the same number of people and the nature of the comments was about the same.

Affordable Housing: [42:30]

Chair Stinnette said the counter-argument to no growth is the affordable housing argument. It comes down to the fact that there are people who work in our County but can't afford to live in our county, so we may need more affordable housing. He mentioned this because there is a requirement for Purcellville's Comprehensive Plan to address affordable housing, and he would like Staff to begin thinking about this and propose an outline for the Planning Commission to consider the issue. Commissioner Neham stated we can build affordable houses and apartments,, but then the market just drives the prices up, so unless there is some form of governmental assistance program, affordable housing may not succeed even though we may want it to. Commissioner Paciulli stated the last time an affordable housing proposal came before the Planning Commission, he had never seen so many people come out in opposition to a proposition. Commissioner Neham stated affordable housing is a loaded term and we may need to adopt an educational approach to inform our citizens.

Diagnostic Study for Zoning: [46:50]

Senior Planner Conlon stated the Town has been approached by a consulting firm to do some work and that preliminary discussions are taking place. Chair Stinnette remarked there is the diagnostic study and also a pre-diagnostic study that we should be conducting. The purpose of this recurring discussion item is to report progress on the pre-diagnostic study necessary to scope the eventual consultant effort.

ACTION ITEMS:

None.

INFORMATION ITEMS:

None.

COUNCIL REPRESENTATIVE'S REPORT:

Police Department: [49:45]

The Police Department would like to find a space that is about 10,000 sq.ft. Chair Stinnette reported town Council toured three different places, one of which is the current department location: the current facility (4,500 sq.ft.), the former Cochran Brewery on the lower floor of the medical building at the southeast corner of Hirst Rd. and N. Hatcher Ave. (7,500 sq.ft.), and the former child development facility located north of the former Shop 'n' Save store (13,000 sq. ft.). It was decided to the extend the current lease for the Police Department for 12 to 18 months, and to put out a statement of interest to the community describing the Town's Police Department facility requirements.

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Budget: [53:25]

Chair Stinnette reported the Town will be using a new financial modeling tool that allows an assessment of financial impact as a function of manipulating revenue, taxes, capital improvements, etc.

Cell Tower: [54:50]

Chair Stinnette reported the Town will be issuing an RFP for the new cell tower in which the Town will be pursuing the “enterprise option” (where a third party constructs and maintains the cell tower and gives the town a portion of the revenue – revenue immediately), rather than the “public option” (where the Town would construct and maintain the cell tower – revenue after costs have been recovered).

Aberdeen Property: [56:10]

Chair Stinnette reported the Parks and Recreation Advisory Board and the Economic Development Advisory Committee (EDAC) pitched an equine center concept to the Town Council and this would create a revenue stream for the town. The Council asked that a sub-advisory board composed of the various equine clubs be formed, figure out what improvements and costs thereof would need to be made to the property, and to present those results to Town Council.

Cannons Billboard Cards: [57:35]

Chair Stinnette reported sandwich-board size billboards of different Cannons baseball players will be put in five locations around the Town. This year the Town will underwrite the costs, but next year the expectation is that the business community will pay for them. Commissioner Forbes asked how many of them will there be, how high are they going to be, how long are they going to be up, etc. Chair Stinnette explained that these signs could provide certain amount of revenue to the Town, mainly through generated interest in the community attending baseball games and spending money within the Town. Sarah Stratton is the EDAC point of contact for this initiative.

CHAIR’S COMMENTS: [1:05:00]

The next scheduled Planning Commission meeting is May 16th. If there is no additional work to be done, we may wish to cancel that meeting – determination to be made no later than Thursday May 9th.

PLANNING COMMISSIONERS’ COMMENTS: [1:06:25]

Commissioner Neham made reference to an article that appeared in the May 2, 2019 LoudounNow online newspaper that reported a Lovettsville resident attending a meeting in Lovettsville at which a proposal for a 129-home development was discussed. “I don’t want

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Lovettsville to turn into the Town of Purcellville,” one resident said, which sparked a round of applause from attendees, the article stated.

APPROVAL OF MINUTES: [1:08:55]

Commissioner Forbes made a motion to waive reading and to approve the minutes of the April 4, 2019 Planning Commission Regular Meeting. Seconded by Commissioner Kowalski. Passed: 7-0.

OTHER BUSINESS:

None.

ADJOURNMENT: [1:10:00]

With no further business, Commissioner Forbes made a motion to adjourn the meeting at 8:10 PM, seconded by Commissioner Neham. Passed: 7-0.

Tip Stinnette, Chair

Ed Neham and Stefanie Longerbeam, Recorders