



**PLANNING COMMISSION  
REGULAR MEETING AGENDA**

June 6, 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) Plan Purcellville 2018 Comprehensive Plan
- 6) **Presentations**
  - a) None Scheduled
- 7) **Citizen Comments**
- 8) **Discussion Items**
  - a) None Scheduled
- 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 16, 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.



PLANNING COMMISSION PUBLIC HEARING | June 6, 2019

# PLAN PURCELLVILLE

## 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](http://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:
    - Planning Commission resubmits the “baseline” Comprehensive Plan Version 5.0 and its errata sheet to Town Council
    - 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.

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

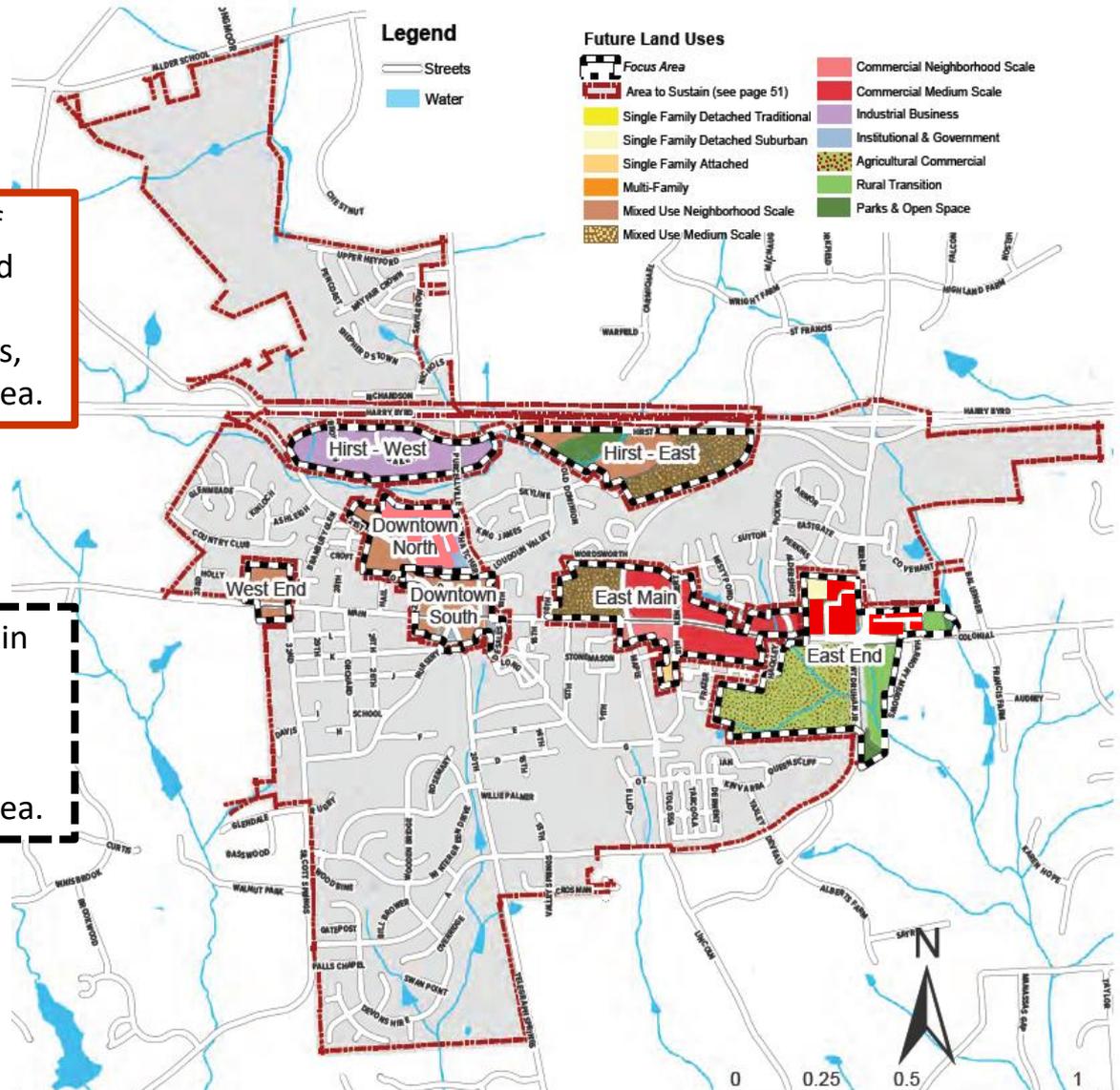
# Essential Features Unchanged (continued)

- Sustainment and Focus Areas

2018 LAND USE PLAN MAP (WITH FOCUS AREAS IN BLACK OUTLINE)

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.

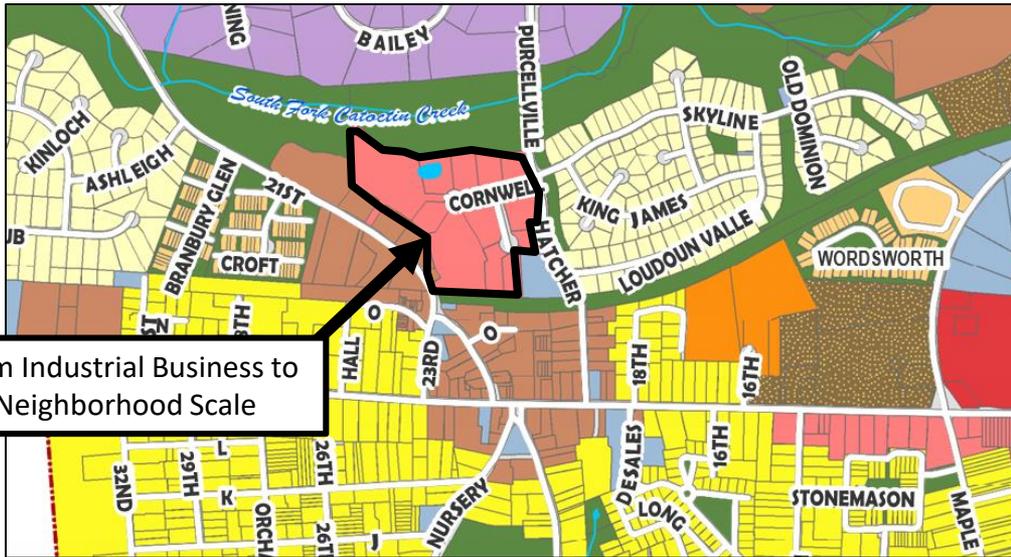
Seven Focus Areas (dotted outlines), in which there are opportunities to enhance and facilitate development consistent with the Town's vision, comprise about 15% of the Town's area.



# 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**



- East End Focus Areas**



# Changes in Definitions

## COMMERCIAL MEDIUM SCALE

This category represents the **largest format 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.

~~• Groceries and multi-story office buildings are common uses with individual footprints not exceeding 40,000 square feet.~~

- 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.

~~• Residential use encouraged over first floor commercial buildings.~~

## 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 **(to 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.

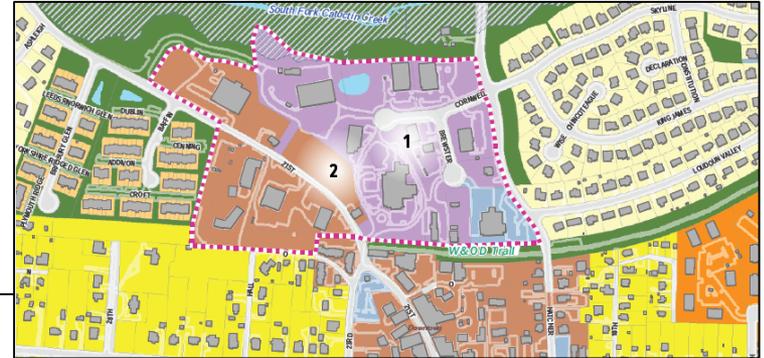
#### AREA 1

- 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 **Formal** Mixed-Use development and housing for seniors **that who** require some level of assistance. **which will act as a transition between the adjacent large lot single family dwellings and the higher density commercial development to the west.**

# 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&O D 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

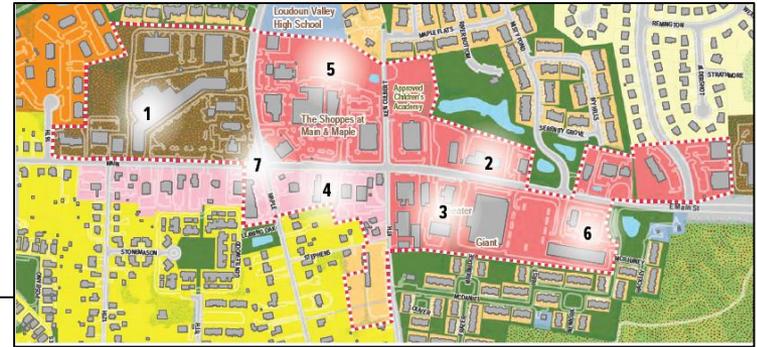
• **Maintain the industrial and commercial development northeast of 21st Street and encourage infill when appropriate in character.**

- 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.
- AREA 5**
- Encourage small **to medium-scale mixed-use** buildings **to include including** commercial, office, and institutional uses.
- AREA 6**
- 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.

Page “i” (Contents): Assign page 104 to Glossary of Terms and add the glossary (currently in the Supporting Documents volume).

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.

Page 4: On the Town of Purcellville Street Map correct the spelling from “Firemens” to “Fireman’s”.

Page 21: Change “The second phase of the Silver Line expansion which is currently underway, extends the line from Reston into Loudoun County, terminating at the Ashburn Station located near the Dulles Greenway and Ryan Road in Ashburn, approximately ~~15~~ ~~20 road~~ miles southeast of Purcellville.”

Page 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.

# Editorial Changes (continued)

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

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 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

<b>Date</b>	<b>Event</b>
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.



May 16, 2019



**MINUTES  
PLANNING COMMISSION REGULAR MEETING  
MAY 16, 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

**STAFF:** Patrick Sullivan, Director of Community Development  
Andy Conlon, Senior Planner  
Stefanie Longerbeam, Planning and Zoning Technician

**ABSENT:** Chip Paciulli, Planning Commissioner

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

<https://www.purcellvilleva.gov/ArchiveCenter/ViewFile/Item/5025>

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 7:02 PM. The Pledge of Allegiance followed.

**AGENDA AMENDMENTS:**

None.

**COMMISSIONER DISCLOSURES:**

None.

**PUBLIC HEARINGS:**

None.

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**PRESENTATIONS:**

None.

**CITIZEN COMMENTS:**

None.

**DISCUSSION ITEMS:**

Discussion of Potential Multi-family Development: [1:26]

An informal presentation by Greg White, Atlantic Real Estate Partners, concerning the possible development of the “Norbo Site” which is located just north of Norbo Dental, Ketocin Covenant Presbyterian Church and Mr. Print, and west of the former Shop ‘N’ Save. The proposal is for a three-story apartment building comprising 18 one-bedroom, 18 two-bedroom and 6 three-bedroom units surrounded by 78 parking spaces. These units would be priced at market rate. The Planning Commission brought up the following areas of concern:

- Parking does not seem to be entirely on Norbo Site property; a boundary line adjustment may be needed
- Traffic leaving the property to enter Main Street, especially turning left (East) and impact on Main Street traffic in general; consideration of alternative entrances and exits
- Detailed traffic analysis hasn’t been done; it will be if there is a formal application
- The land use in the current Comprehensive Plan (adopted 2006) is Mixed Use Commercial and in the new draft Comprehensive Plan it is Mixed Use Medium Scale; depending on when the application is formally presented, a Comprehensive Plan and a Rezoning may be required
- Developer thinking on affordable housing
- Three-story buildings may be too tall for the area
- Signs for the property located off-site would require a waiver
- Retention of trees on the property

Diagnostic Study for Zoning: [33:20]

Patrick Sullivan, Director of Community Development, stated Staff should be able to accomplish the diagnostic study in-house. The approach may be to put the features of the Comprehensive Plan that demand or require action into a matrix with existing Zoning Ordinances and identify the degree that those features are addressed in present zoning. When completed, the Planning Commission could work together with Staff to move this forward. This effort has already been started and may take three or four months to complete.

Planning Commission Review of Comprehensive Plan Updated Errata: [37:05]

A citizen identified as “Jimmy” corresponded with Chair Stinnette and pointed out a few items that needed to be corrected in the Errata Sheet; consequently, a correction has been made to the Errata Sheet referring to Page 34: to append the bulleted item “Rural Transition Focus Area” to the end of the list of 2018 Land Use Categories. Chair Stinnette stated after the adjudication of

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the Town Council's comments that will take place in September, a new Version 6.0 of the Comprehensive Plan incorporating all of those changes will be produced for the Town Council's Public Hearing.

Planning Commission Review of Public Hearing Notices: [39:30]

The 2006 Land Use and the 2018 Land Use maps were updated with new titles per the Town Attorney's request; these will be included in the advertisements for the Planning Commission Public Hearing. In an email to Chair Stinnette, the Town Attorney noted there is a certain amount of risk that the advertisement may not be as descriptive as the Commonwealth Code may seem to want, but Chair Stinnette said upon his re-reading of the advertisement copy, he was satisfied with the level of detail provided. After some discussion, the Planning Commission agreed that the advertisement appears to be adequate as written.

Planning Commission Review of Critical Path and Briefing: [54:35]

Chair Stinnette stated the Critical Path has not changed since that last copy was distributed. The only date certain in the Critical Path is the Planning Commission Public Hearing date of June 6, 2019; all other dates are subject to change. There was a change made to the briefing package in which the Downtown North map inset replaced an improper East Main map inset. The PlanPurcellville website should have the current Version 5.0 of the Comprehensive Plan on it along with the Errata Sheet, the Briefing package and the Critical Path document. Patrick Sullivan, Director of Community Development, expressed some concern that dealing with the Town Council comments on the Comprehensive Plan and incorporating them into a matrix for adjudication may be difficult. Chair Stinnette stated: (1) Commissioner Neham has volunteered to help with this process; (2) very few of the Council members will use the Word document for editing and most will supply their comments via handwritten notes; and (3) after the change matrix is built based on the Council members' comments, Council will adjudicate all of those comments in September. Chair Stinnette said he would try to push Council to try to get comments to Staff by the middle of August.

**ACTION ITEMS:**

None.

**INFORMATION ITEMS:**

None.

**COUNCIL REPRESENTATIVE'S REPORT: [1:03:15]**

Chair Stinnette reported: (1) Town Council is expected to work on their Comprehensive Plan comments during August and get them back to Staff; (2) there was quite a bit of concern about the debt issue associated with the utility rates; and (3) a concern about a garage on a property on K Street (a residential area) was being used for commercial purposes.

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**CHAIR'S COMMENTS:**

None.

**PLANNING COMMISSIONERS' COMMENTS: [1:07:00]**

Vice Chair Stein noted that regarding affordable housing, not all affordable housing is Section 8 housing. In Loudoun County, affordable housing is based on 80% of median income (about \$190,000 per year). Affordable housing shouldn't be a bad word, and we should recognize that this is about \$2,000 per month rent. If we do have the opportunity, the Town doesn't have any regulations that would require the provision of affordable housing, so it would have to be something that an applicant would have to offer or proffer. The 80% of median income affordability mark is set by the County, not the Town.

**APPROVAL OF MINUTES: [1:12:15]**

Commissioner Forbes made a motion to waive reading and to approve the minutes of the May 2, 2019 Planning Commission Regular Meeting. Seconded by Commissioner Bennett. Passed: 6-0-1.

**OTHER BUSINESS:**

None.

**ADJOURNMENT:**

With no further business, Vice Chair Stein made a motion to adjourn the meeting at 8:16 PM, seconded by Commissioner Forbes. Passed: 6-0-1.

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Tip Stinnette, Chair

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Ed Neham and Stefanie Longerbeam, Recorders