



**PLANNING COMMISSION  
REGULAR MEETING AGENDA**

September 05, 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
- 6) **Presentations**
  - a) None Scheduled
- 7) **Citizen Comments**
- 8) **Discussion Items**
  - a) 2019 Change Matrix - Plan Purcellville 2018 Comprehensive Plan, Version 5.0
  - b) 2019 Errata - Plan Purcellville 2018 Comprehensive Plan, Version 5.0
- 9) **Action Items**

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

  - a) Resolution of Support
- 10) **Information Items**
  - a) Update on Zoning Diagnostic
- 11) **Council Representative's Report**
- 12) **Chairman's Comments**
- 13) **Planning Commissioners' Comments**
- 14) **Approval of Minutes**
  - a) July 18, 2019 Special Meeting Minutes
  - b) July 25, 2019 Special Meeting Minutes

## 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.

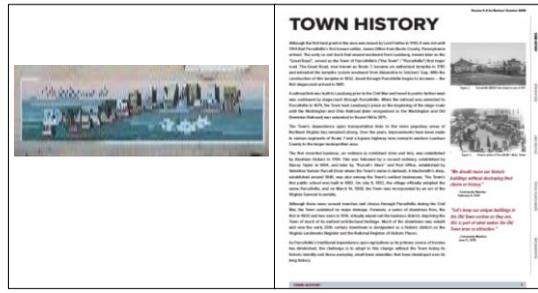
Public Hearing and Deliberation Matrix - Version 5.0

Town of Purcellville Draft Comprehensive Plan Update

Line No.	Commenter's Name	Comment Date	Location in Document	Page Number	Comment / Requested Change	Distillation	Planning Commission Response to Comment	Agreed Upon Action
1	Joe LaFiandra	6/6/2019	THE TOWN'S PLANNING HISTORY FISCAL AND LAND USE BALANCES REASONS TO AMEND THE PLAN AMENDMENT PROCESS	3 22 102 103	There is no mention of limiting the annexation of property in the Purcellville JLMA. After the PUGAMP was canceled in the 2012-2013 time frame, the Town and Country recognized that no additional growth outside of the Town boundaries into the JLMA was anticipated. Including a provision limiting any further annexations or major boundary line adjustments in the Plan would fulfil a pledge the Town made at the time of the cancellation of the PUGAMP. Restraining the Town's expansion will help maintain the quality of life in the Purcellville area by reducing demands on water supply, traffic congestion, the need for additional schools, and tax increases to support infrastructure improvements.	Do we adequately address the issue of annexation in the Comprehensive Plan?	The Loudoun County Comprehensive Plan says Purcellville does not intend to grow beyond its present boundaries. This is consistent with the Fiscal and Land Use Balances and Reasons to Amend the Plan sections of the Purcellville Comprehensive Plan. FISCAL AND LAND USE BALANCES: The ultimate goal is to allow the Town to grow within its existing boundaries and to carefully evaluate annexations and boundary line adjustments and their impacts on the Town's ability to provide services in those areas. REASONS TO AMEND THE PLAN: Should annexation appear to be prudent or necessary, the future land use of any annexation considered should remain consistent with the Loudoun County future land use designation applicable to the property when under county jurisdiction. The following items should be considered to inform any discussion of annexation: <ul style="list-style-type: none"> <li>• Infrastructure Impacts</li> <li>• Costs/Benefits</li> <li>• Community Input</li> </ul>	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
2	Mark Nelis	6/6/2019	THE PLANNING PROCESS	9-11	The Plan lacks muscle evidenced in the brevity of its statistical analysis.		The Plan's statistical analysis, starting on page 17, and in the supporting documents volume, is adequate.	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
3	Mark Nelis	6/6/2019	THE PLANNING PROCESS THE LAND USE FOCUS AREAS	9-11 56-72	There is also a large emphasis on the comments of the community members and they're very helpful and interesting, but they occasionally slide into the Plan's recommendations.		Where the Planning Commission references community input in a recommendation, it is the Commission's decision to follow that recommendation. This demonstrates that the community has a voice in the drafting of the Plan and that the Commission has listened. <b>See Lines: 37, 44</b>	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
4	Mark Nelis	6/6/2019	REGIONAL GROWTH AND DEMAND FOR HOUSING HOUSING AND NEIGHBORHOODS	17-19 80-81	If the Planning Commission considers at-place employment you'll find that everyone who lives here drives east and everyone who works here drives west and that's a failure of our land use program. There's nothing in this Plan to support affordable housing.	Address affordable housing in the Comprehensive Plan.	The Planning Commission intentionally separated out an affordable housing plan from the Comprehensive Plan, and will develop an Implementation Plan for the construction, rehabilitation, and maintenance of affordable housing under the Short Term Efforts (page 99). HOUSING AND NEIGHBORHOODS: In accordance with the Code of Virginia, an implementation plan for construction, rehabilitation, and maintenance of affordable housing must be put in place. The Hirst East, West End, Downtown South, and East Main focus areas all have room to accommodate affordable housing in the form of single family residential, multifamily residential, mixed use buildings, or senior living. INITIAL ACTION PRIORITIZATION: SHORT TERM EFFORTS: <ul style="list-style-type: none"> <li>• Develop an Implementation Plan for the construction, rehabilitation, and maintenance of affordable housing.</li> </ul> <b>See Line: 22</b>	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
5	Mark Nelis	6/6/2019	REGIONAL GROWTH AND DEMAND FOR HOUSING	19	The depiction of development on page 19 of the plan (Figure 31) is one that is no longer permitted in Loudoun County.	County development pattern depicted. Change the picture on page 19.	No change. This type of development is actually permitted by the County.	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
6	Mark Nelis	6/6/2019	MIX OF USES	25	The goal of achieving a 30 percent commercial tax revenue ratio is expressed but this is contradicted by other statements in the document that act to limit commercial development.	The 30% commercial/70% residential tax ratio needs greater clarification. Reexamine the language about heavy manufacturing.	The Mayor is interested in using a revenue ratio, instead of a tax ratio (since the former allows the Town to generate more revenue). Town Council will address this issue.	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
7	Mary Ellen Stover	6/6/2019	2018 LAND USE PLAN	33-48	There are too many commercial and residential uses in the new districts that have been created.	There are too many commercial and residential uses in the new districts that have been created.	With regard to commercial and residential uses, this has been addressed through the changes below. <b>See Lines: 23, 24, 26-28, 31-35</b>	Each aspect respectfully considered by the Planning Commission.

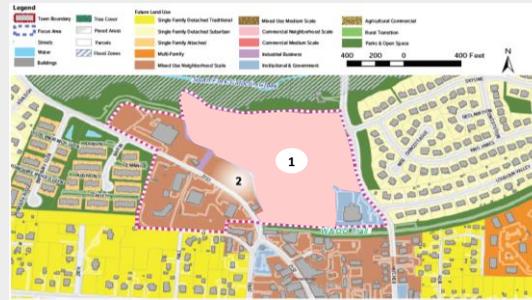
8	Jimmy Reynolds	6/6/2019	2018 LAND USE PLAN EAST END FOCUS AREA	33-48 70-72	Nowhere in this Plan does it indicate that there was an analysis done of the 2025 Plan that said what works, what doesn't work, what's broken and what needs fixing. Wholesale changes were made to the land use designations without any reasons or justifications given other than increased clarity, and this increased clarity and the changes to the land use designations are going to create havoc for the zoning people for years to come because there are no zones right now that marry up to any of the land use designations, particularly on the East End. In my opinion, there are too many permitted by-right uses in the zoning categories which gives the town very little ammunition to say no. The Planning Commission has stated that it's not its intent to make wholesale material changes to the 2025 Plan (refer to the audio record of the May 4, 2019 meeting), and that's exactly what was done. You need to get back to the roots.	Increase clarity in land use designations, particularly in the East End focus area.	In the SUPPORTING DOCUMENTS volume, the COMPARISON OF 2006 TO 2018 LAND USE MAPS section contains a COMPARISON OF LAND USE CATEGORIES TABLE. It also includes this statement: The majority of changes are administrative in nature due mainly to the modification of the category titles. The 2018 categories expand upon some 2006 categories and consolidate others, as shown in the Comparison of Land Use Categories Table. Changes in categories were made with an eye towards more accurately reflecting and preserving what's on the ground today in most areas of town (See Areas to Sustain Map in the main document), and more accurately reflecting the citizens vision in the Focus Areas (see Focus Area Map in the main document). <a href="#">See Lines: 26-33, 35, 36, 38, 39, 46</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
9	Mark Nelis	6/6/2019	INDUSTRIAL BUSINESS	45	Buildings are one or two stories, with footprints in the range of 20,000 square feet. Why is this here? The Planning Commission removed area sizes elsewhere.	Area sizes.	This has been accomplished through a revision below. <a href="#">See Line: 25</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
10	Mark Nelis	6/6/2019	INDUSTRIAL BUSINESS	45	Replace Figure 113. Existing industrial business with something in Purcellville.	Replace Figure 113 on page 45.	Replace Figure 113. Existing industrial business with a picture of Loudoun Stairs. <a href="#">See Errata sheet</a>	Replace Figure 113. Existing industrial business with a picture of Loudoun Stairs.
11	Sam Brown	6/6/2019	RURAL TRANSITION EAST END	47 72	Purcellville has too much commercial development; the change to the Rural Transition land use shouldn't become another 7-Eleven, another Catocin Corner, etc.; we have enough convenience stores, enough filling stations, enough commercial stores in Purcellville.	Rural Transition allows for too much commercial development; re-examine commercial development allowances throughout the Town.	The Planning Commission accepted this critique and made changes as shown further in this matrix. The Planning Commission has deleted the Rural Transition land use category. <a href="#">See Lines: 23, 24, 26-28, 30-35, 41</a>	Each aspect respectfully considered by the Planning Commission.
12	David Eno	6/6/2019	RURAL TRANSITION	47	The Plan is difficult to follow; a concise plan that would be more understandable. a land development attorney, based on what is in the Rural Transition section, could file suit against the Town and easily win a significant judgement, and further, the Plan is loaded with words that would set this Town in the sights of developers and people who would not care about maintaining Purcellville as it is.	A more concise plan, less ambiguity and greater specificity in the Rural Transition land use definition.	The Planning Commission accepted this critique and made changes as shown further in this matrix. The Planning Commission has deleted the Rural Transition land use category. <a href="#">See Line: 30</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
13	Mark Nelis	6/6/2019	HIRST EAST FOCUS AREA	61	Allow for a conference center and/or small hotel in the focus area.	Conference center or small hotel.	Conference centers or small hotels have been removed from the Comprehensive Plan. <a href="#">See Line: 43</a>	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
14	Mark Nelis	6/6/2019	HIRST EAST FOCUS AREA	61	Area 1 of the Hirst East Focus Area Map should represent the commercial uses that are there now and unlikely to change in the near future.	Existing land use.	The land use expressed in the Comprehensive Plan is aspirational.	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
15	Robert Schonder	7/11/2019	WEST END FOCUS AREA	63	"Please do not change the zoning [future land use designation] on my property from "mixed commercial" to "mixed use neighborhood scale".	Property owner does not want "mixed use neighborhood scale".	The Planning Commission respectfully considered the property owner's request, and determined to leave the plan as drafted, that being mixed use neighborhood scale. This public input came in written form, presented to the Planning Commission during the public hearing deliberations of 7/11/2019.	The Planning Commission forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.

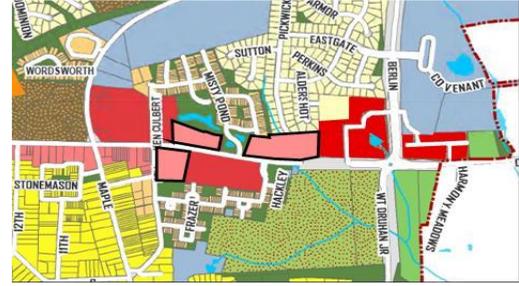
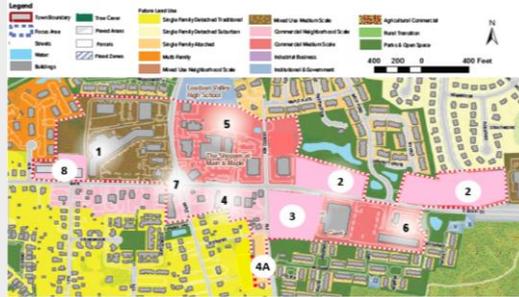
16	Philip Lataille Robert Ritchie	6/6/2019	EAST MAIN FOCUS AREA	69	<p>Because East Stephens Drive has been closed off midway, the only access to these two residential properties is through the commercial Browning Equipment property along South 9th Street rather than through the residential properties along South Maple Avenue. If the Browning property, currently being used for storage of equipment, is more fully developed commercially, it will lead to devaluation of the residential property. Preferably, either: (1) include the residential properties in the Mixed Commercial zoning; (2) convert the surrounding residential properties on South 9th Street to Multi-Family Residential zoning; or (3) leave all the surrounding properties on South 9th Street as Single Family.</p>	<p>These two residential properties should have the same land use as each other. Address Browning Equipment land use on the west side of S. 9th Street.</p>	<p>There was some confusion in that the community members were focused on zoning while the Planning Commission is focusing on land use. However, there is an argument to be made that the proposed land use is in error. The land use of the property currently being used by Browning Equipment as a storage yard, being the "vertical" set of parcels fronting on west side of S 9th Street and south of E Stephens Drive -- will be designated Single Family Detached Traditional.</p>  <p>In the land use map for the East Main Focus Area:</p> <ul style="list-style-type: none"> <li>• Change the Single Family Attached land use to Single Family Detached Traditional; or</li> <li>• Change the Single Family Detached Traditional land use to Single Family Attached; or</li> <li>• Change the Commercial Neighborhood Scale land use to either Single Family Detached Traditional or Single Family Attached.</li> </ul> <p>No recommendation is made as to any zoning changes. See Lines: 39, 40</p>	<p>The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.</p>
17	Patricia Kipfer	6/6/2019	EAST END FOCUS AREA	70-72	<p>My property's land use designation has changed from Mixed-Use Commercial to Mixed-Use Medium Scale to Agricultural Commercial to Rural Transition. My property should have the same land designation as Catocin Corner – Commercial Medium Scale; it should not be Rural Transition.</p>	<p>Should this property be Commercial Medium Scale rather than Rural Transition?</p>	<p>The Planning Commission stands by the changes it has made to the Agricultural land Use, deleting the Rural Transition land use, and the de-commercialization of the agricultural areas of the East End. The Planning Commission is satisfied with the land use it has associated with this property and its reasons for doing so. The Agricultural land use does provide for a level commercial development at a lesser scale than the Commercial Medium Scale land use. See Line: 30</p>	<p>The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.</p>
18	Uta Brown	6/6/2019	Throughout the document		<p>This is what we pay for growth: a vast reduction in our quality of life. It's not only air, light and water pollution which affect our health in frightening ways, but our traffic has increased a great deal. Sometimes it's worth it not to grow. The worst of the growth is the debt that we're are going to leave our children, and the debt will continue to grow as we grow because developers don't pay for roads and schools. Let's be the people who say "no" and "enough is enough"</p>	<p>Does the Comprehensive Plan encourage commercial growth?</p>	<p>With regard to quality of life issues, in order to preserve or create open space within the Town corporate limits, the Town of Purcellville (as funded by Town residents and businesses) may have to purchase or otherwise acquire, real estate from "private property owners". Limitations on growth are expressed throughout the Plan. Examples:</p> <ul style="list-style-type: none"> <li>• The Town's growth and development should pursue the highest levels of environmental sustainability, using our natural systems as an integral part of our community's future. This should be complemented by a general pursuit of sustainable decisions. [OUR GOALS, page 8.]</li> <li>• In Round 3, participants collectively ranked "growth management" as the highest priority followed by "character and design" and "economic development." In ranking the guiding principles, the participants focused on approaches that supported "infill and redevelopment" as solutions for most priorities but also preferred some "managed growth" solutions, especially for the "growth management" and "open space" priorities. [THE PLANNING PROCESS, page 10.]</li> <li>• Purcellville has grown through annexations but in recent years the Town residents have expressed that further growth of population and geography would hinder its ability to continue being a small town. In response to these concerns, the Plan focuses on Purcellville's quaint character while providing for a high-quality of life for future generations. [BACKGROUND AND KEY FINDINGS, page 12.]</li> <li>• In this Plan, the Town clearly expresses a desire to ensure that any future growth of Purcellville coincides with the availability of adequate public utilities and does not create negative effects for the community. [REGIONAL GROWTH AND DEMAND FOR HOUSING, page 19.]</li> </ul> <p>See Lines: 20, 23, 24, 26-28, 31-35, 41, 47</p>	<p>Each aspect respectfully considered by the Planning Commission.</p>

19	Planning Commission	7/25/2019	TOWN HISTORY facing page	iv	Insert a picture of the "Welcome to Purcellville" mural.	Add picture.		The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
20	Planning Commission	7/18/2019	OUR GOALS	8	Add a bullet (second in order) to say: Purcellville's tradition of small-town businesses, such as those on Main Street, must be encouraged and sustained.	Businesses.	This item came about through the Planning Commission's 7/18/2019 deliberations upon Uta Brown's public hearing comments. The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council. <b>See Line: 18</b>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
21	Planning Commission	7/25/2019	REGIONAL GROWTH AND DEMAND FOR HOUSING	17	The recently released Weldon Cooper estimate for Purcellville's 2020 population (10,594) exceeds the "current build out population capacity" (10,150) stated in the Plan.	The 2020 population may exceed the "current build out population capacity."	The Planning Commission takes note of these recent estimates, and defers resolution to Town Council (acknowledging that these are estimates).	The Planning Commission recommends that Town Council consider this matter, while acknowledging the new population figure is an estimate, and forwards the Version 5.0 document to Town Council with <b>no revision</b> in this regard.
22	Planning Commission	7/11/2019	MIX OF USES	25	Create a new bullet, as the third from the last bullet, to contain the following text: "Carefully consider the impacts and mitigations of implementing mixed-use developments in the focus areas and their effects on: (1) paving vs. loss of green space; (2) traffic volume and patterns throughout the Town; and (3) economic and infrastructure impacts."	The impacts and mitigations of mixed-use development.	The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council. <b>See Line 4</b>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
23	Planning Commission	7/11/2019	COMMERCIAL NEIGHBORHOOD SCALE	43	Refine the definition of the Commercial Neighborhood Scale land use.	Focus on smaller physical structures.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's public hearing comments. The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council. In the Commercial Neighborhood Scale land use category statement of purpose and intent, follow the first sentence with a second sentence containing this text: "It focuses on smaller physical structures, often former residential or other buildings of similar size, singly or in small groups, located in close proximity to residential neighborhoods, that are compatible with the architectural styles of the neighborhood." <b>See Lines: 7, 11, 18</b>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
24	Planning Commission	7/11/2019	COMMERCIAL MEDIUM SCALE	44	Refine the definition of the Commercial Medium Scale land use.	"Commercial, Medium", in scale is positioned between Neighborhood scale and "big box".	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's public hearing comments. The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council. In the Commercial Medium Scale land use category statement of purpose and intent, follow the first sentence with a second sentence contain this text: "It contemplates retail and commercial buildings larger than Neighborhood Scale, compatible with their surrounding architecture, but not approaching the size of "big box" stores." <b>See Lines: 7, 11, 18</b>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
25	Planning Commission	6/23/2019	INDUSTRIAL BUSINESS	45	Buildings are one to two stories with footprints in the range of 20,000 square feet. Why is this here? We removed area sizes elsewhere.	Limit item to building heights without references to square footage.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mark Nelis's public hearing comments. Delete references to square footage. Change this to item to: "Buildings are one to two stories." <b>See Line: 9</b>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.

26	Planning Commission	6/27/2019	AGRICULTURAL COMMERCIAL	46	Change the name/title of the land use category by deleting the word "commercial".	Rename land use category.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Sam Brown's and Uta Brown's public hearing comments. Change the name/title of the land use category from Agricultural Commercial to Agricultural. <a href="#">See Lines: 7, 11, 18</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
27	Planning Commission	6/27/2019	AGRICULTURAL COMMERCIAL	46	Delete the words "and encourages commercial land uses" from the statement of purpose/intent.	Consistent with previous item.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Sam Brown's and Uta Brown's public hearing comments. Delete the words "and encourages commercial land uses" from the statement of purpose/intent. <a href="#">See Lines: 7, 11, 18</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
28	Planning Commission	6/27/2019	AGRICULTURAL COMMERCIAL	46	Delete the word "commercial" from the second bullet.	Consistent with previous item.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Sam Brown's and Uta Brown's public hearing comments. Delete the word "commercial" from the second bullet. <a href="#">See Lines: 7, 11, 18</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
29	Planning Commission	6/27/2019	AGRICULTURAL COMMERCIAL	46	Delete the bullets three through six in their entirety.	Consistent with previous item.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Sam Brown's and Uta Brown's public hearing comments. Delete the bullets three through six in their entirety. <a href="#">See Lines: 7, 11, 18</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
30	Planning Commission	6/27/2019	RURAL TRANSITION	47	Delete the entire Rural Transition land use category, therefore delete all text on the entire page.	Delete the Rural Transition land use category.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Sam Brown's public hearing comments. <a href="#">See Lines: 11, 12, 17</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
31	Planning Commission	6/23/2019	HIRST EAST FOCUS AREA	61	Re-create and renumber the subareas in the Hirst East Focus Area.	Correction of intent.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Jimmy Reynolds', Sam Brown's, Mark Nelis' and Uta Brown's public hearing comments. Change Area 1 to have a commercial Neighborhood Scale land use to the left and an Industrial Business land use to the right. AREA 1: Fronting on Maple Avenue and abutting the residential development to its west. AREA 2: Fronting on Maple Avenue and abutting Area 1 to its west and Area 2 to its east.. AREA 3: Fronting on Hirst Road and Maple Avenue; this is the eastern-most parcel in the Focus Area. AREA 4: Fronting on Hirst Road, south east of the South Fork of Catoclin Creek and north of the parcels fronting on Maple Avenue. AREA 5: Fronting on Hirst Road, north of and bounded by the South Fork of Catoclin Creek; this is the western-most parcel of the Hirst East Focus Area. <a href="#">See Lines: 7, 8, 11, 13, 14, 18</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
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32	Planning Commission	6/23/2019	HIRST EAST FOCUS AREA	61	Redesignate the land uses of the subareas in the Hirst East Focus Area.	Correction of intent.	<p>This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Jimmy Reynolds', Sam Brown's, Mark Nelis' and Uta Brown's public hearing comments.</p> <p>The land uses of the subareas of the Hirst East Focus Area are:</p> <p>AREA 1: Commercial Neighborhood Scale;                  AREA 2: Industrial Business;                  AREA 3: Mixed-Use Neighborhood Scale;                  AREA 4: Agricultural; and                  AREA 5: Commercial Neighborhood Scale.</p> <p>See Lines: 7, 8, 11, 13, 14, 18</p>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
33	Planning Commission	6/23/2019	HIRST EAST FOCUS AREA	61	Redefine the subareas in the Hirst East Focus Area.	Correction of intent.	<p>This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Jimmy Reynolds', Sam Brown's, Mark Nelis' and Uta Brown's public hearing comments.</p> <p>AREA 1</p> <ul style="list-style-type: none"> <li>Redevelopment consistent with small format buildings compatible with the neighboring residential area, with sufficient surface parking and loading not adjacent to the residential area.</li> </ul> <p>AREA 2</p> <ul style="list-style-type: none"> <li>Redevelopment consistent with Industrial or lesser intensity uses with sufficient surface parking.</li> </ul> <p>AREA 3</p> <ul style="list-style-type: none"> <li>Small-scale Mixed-Use development, possibly including housing for seniors.</li> </ul> <p>AREA 4</p> <ul style="list-style-type: none"> <li>This area is suitable for agriculture enterprises and/or open space use, preserving streams and other resources. Open spaces, parks, and trails should be designed as integral parts of any development in this area. Trails could be used to establish connections between neighborhoods and to enhance pedestrian and bicycle mobility.</li> </ul> <p>AREA 5</p> <ul style="list-style-type: none"> <li>Development with small format commercial and office buildings.</li> </ul> <p>See Lines: 7, 8, 11, 13, 14, 18</p>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
34	Planning Commission	6/23/2019	HIRST EAST FOCUS AREA	61	Allow for a conference center and/or small hotel in this focus area.	Allow conference centers and small hotels.	<p>This item came about through the Planning Commission's 7/11/2019 deliberations upon Mark Nelis's public hearing comments.</p> <p>Based on community input, conference centers and small hotels have been removed from the Comprehensive Plan.</p> <p>Move Figure 160. A traditionally designed small format hotel that has good scale, detail, and character for something in this area of Purcellville from page 70, replacing Figure 136. Local Home for example architecture, and Figure 137. Purcellville Gateway development for example design.</p> <p>See Lines: 7, 11, 18</p>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
35	Planning Commission	7/11/2019	DOWNTOWN NORTH FOCUS AREA	67	De-intensify the land use in the Downtown North Focus Area 1.	Correction of intent.	<p>This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Jimmy Reynolds', Sam Brown's, Mark Nelis' and Uta Brown's public hearing comments.</p> <p>The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council.</p> <p>In Area 1 of the Downtown North Focus Area, change the designated land use from Industrial Business to Commercial Neighborhood Scale.</p> <p>See Lines: 7, 8, 11, 18</p>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.



36	Planning Commission	7/18/2019	DOWNTOWN NORTH FOCUS AREA	67	De-intensify the land use in the Downtown North Focus Area 1.	Correction of intent.	<p>This item came about through the Planning Commission's 7/11/2019 deliberations upon Mary Ellen Stover's, Jimmy Reynolds', Sam Brown's, Mark Neils' and Uta Brown's public hearing comments.</p> <p>The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council.</p> <p>Delete the complete text for "AREA 1" and replace with: "Maintain commercial development in this area and encourage in-character infill when appropriate. Redevelopment should be consistent with Commercial Neighborhood Scale."</p> <p>See Lines: 7, 8, 11, 18</p>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
37	Planning Commission	7/11/2019	EAST MAIN FOCUS AREA	68	Refine the "COMMUNITY INPUT" section of the East Main Focus Area.	Revise "COMMUNITY INPUT" paragraph	<p>The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council.</p> <p>Revise "COMMUNITY INPUT" paragraph to read: "Participant input during community engagement activities indicated a desire for some retail/apartment mixed use buildings, as well as improved green space within the area. Respondents looked for opportunities to specifically redevelop the existing Purcellville Shopping Center and the Shoppes at Main and Maple."</p> <p>See Line 3</p>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
38	Planning Commission	7/11/2019	EAST MAIN FOCUS AREA	69	De-intensify the land use designation of several parcels in the East Main Focus Area from Commercial Medium Scale to Commercial Neighborhood Scale.	Correction of intent.	<p>The smaller commercial properties along East Main Street were redesignated as Commercial Neighborhood Scale rather than the larger Commercial Medium Scale as outlined below:</p> <p>See Line: 8</p> 	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
39	Planning Commission	7/11/2019	EAST MAIN FOCUS AREA	69	Readjust the boundaries of the Multi-Family land use and redesignate the land use of the properties at the western and of Area 1 in the Hirst East Focus Area.	Correction of intent.	<p>Create Area 4A in the Hirst East Focus Area out of the eastern column of properties designated Multi-Family, moving the western column of properties out of the focus area and redesignating them Single Family Detached Traditional</p> <p>Create Area 8 out of the three western-most properties of Area a and designate their land use to be Commercial Neighborhood Scale, matching the properties across from them on West Main Street.</p> <p>See Lines: 8, 16</p> 	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.

40	Planning Commission	7/18/2019	EAST MAIN FOCUS AREA	69	Revise subarea descriptions in the East Main Focus Area.	Correction of intent.	Make the following changes to the subarea descriptions of the East Main Focus Area: AREA 1: Change "Encourage redevelopment with ..." to "Redevelop with ..." AREAS 2, 3, and 4: Change "Encourage sustainment and redevelopment with ..." to "Sustain and redevelop with ..." AREA 4A: Change "Encourage redevelopment with ..." to "Redevelop with ..." AREA 5: Change "Encourage small-scale buildings ..." to "Small-scale buildings ..." AREA 8: Change "Encourage sustainment and redevelopment with ..." to "Sustain and redevelop with ..." See Line: 8, 16	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
41	Planning Commission	6/27/2019	EAST END FOCUS AREA	70	Within the location map, indicate the Crooked Run Orchard property (SW quadrant of roundabout) is included within the East End with the appropriate shading.	Include Crooked Run Orchard.	In the Location Map the area of Crooked Run should be colored in: See Lines: 11, 18 	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
42	Planning Commission	6/27/2019	EAST END FOCUS AREA	70	In the center column of text, labeled "Community Input", delete the word "commercial" (near the end of the sentence).	Delete the word "commercial".	This item came about through the Planning Commission's 7/11/2019 deliberations upon Patricia Kipfer's public hearing comments. See Line: 17	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
43	Planning Commission	6/27/2019	EAST END FOCUS AREA	70	For Figure 160, replace picture with an example of a "small format hotel" (existing in Purcellville?).	Remove figure 160.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Mark Nelis' public hearing comments. Based on community input, conference centers and small hotels have been removed from the Comprehensive Plan. See Line: 13	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
44	Planning Commission	7/18/2019	EAST END FOCUS AREA	70	In the COMMUNITY INPUT paragraph, add two final sentences reading: "The southwest and southeast quadrants are mainly agricultural and provide a transition to adjacent to rural county areas consistent with community input."	Expand "COMMUNITY INPUT" paragraph.	The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council. See Line: 3	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
45	Planning Commission	6/27/2019	EAST END FOCUS AREA	71	Re-label Catoctin Corner to be included in area #1 (together with Purcellville Gateway), and indicate area #2   the properties east of the Catoctin Corner commercial development.	Clarify subareas in East End Focus Area.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Patricia Kipfer's public hearing comments. Label Catoctin Corner as Area 1 as well as Purcellville Gateway. Label the properties east of Catoctin Corner as Area 2. See Lines: 8, 11, 17	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
46	Planning Commission	6/27/2019	EAST END FOCUS AREA	72	Increase clarity in land use designations, particularly in the East End focus area.	Clarify subareas in East End Focus Area.	This item came about through the Planning Commission's 7/11/2019 deliberations upon Patricia Kipfer's public hearing comments. Change description of Area 2 in the East End Focus Area to: • Appropriate use of this area is agricultural, with an emphasis on providing open space at its eastern edge. • Incorporate accessible, safe, pedestrian connections, particularly greenways and trails to facilitate pedestrian and bicycle access. • Very limited density and restricts commercial development except for uses such as a farm store, a plant nursery, agricultural or rural, or tourism-related businesses that are compatible with the rural character should be encouraged with a demonstration that proposed uses will not negatively impact rural or residential areas. • Rural land uses and agricultural-support businesses are encouraged. • Typical uses include agri-business and site supporting small-business retail but not equipment sales or service.	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
							continued: Change description of Area 3 in the East End Focus Area to: • Size of property in this area offers the opportunity for mix of small footprint uses that provide for a unique gateway entrance to the Town. • Incorporate accessible, safe, pedestrian connections, particularly greenways and trails to facilitate pedestrian and bicycle access. • Very limited density and restricts commercial development except for uses such as a farm store, a plant nursery, agricultural or rural, or tourism-related businesses that are compatible with the rural character should be encouraged with a demonstration that proposed uses will not negatively impact rural or residential areas. • Rural land uses and agricultural-support businesses are encouraged. • Typical uses include agri-business and site supporting small-business retail but not equipment sales or service. See Lines: 8, 11, 17	

47	Planning Commission	7/18/2019	SERVICES AND FACILITIES	78	In recommendation #11, delete the word "allow" and replace it with the word "consider".	Correction of intent.	This item came about through the Planning Commission's 7/18/2019 deliberations upon Mark Nelis' public hearing comments. The Planning Commission agrees to include this revision in the draft of the Version 5.0 document that will be recommended to Town Council. 11. Adopt an adequate public facilities ordinance or policy that would consider development to occur only when there is evidence that there is adequate capacity in relevant public services and infrastructure to meet the needs of the proposed development. <a href="#">See Line: 18</a>	The Planning Commission recommends that Town Council accept this revision to the Version 5.0 document.
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**Plan Purcellville 2018 Comprehensive Plan, Version 5.0 2019 Errata – Annotated**

*This document is a listing of specific revisions to Version 5.0, as recommended by the Planning Commission, subsequent to the June 6, 2019 public hearing.*

Acknowledgements page i: Replace with the current version attached hereto.

Page 35: Legend for Agriculture Commercial does not match depiction on map ... should be green background with brown dots rather than brown background with green dots. **NOTE: Agriculture Commercial has been changed to Agricultural and the color will be green; see the 2019 Change matrix document.**

Page 45: For Figure 113, replace picture with a better example of an existing industrial business.

Page 50: Correct typo. In the final paragraph, first sentence – the word “relatively” is misspelled as “relativity”.

Page 61: Area 2: Floodplain must be the most current FEMA limits.

Page 77: On figure 167, change “Fireman Field” to “Fireman’s Field”.

*August 19, 2019*

ATTACHMENT

Revised Acknowledgements Page

**Town of Purcellville 2018 Comprehensive Plan**

Adopted by the Purcellville Town Council

Month, ##, 2018

Ordinance #####-##

**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 Mekarski**

Town Attorney ... **Sally Hankins**

Director of Community Development ... **Patrick Sullivan**

Senior Planner ... **Andrew Conlon**

Planning & Zoning Technician ... **Stefanie Longerbeam**

Planning Technician ... **Brian Roden**

**TOWN STAFF** (previous)

Town Manager ... **Robert W. Lohr, Jr.**

Assistant Town Manager ... **Danny Davis**

Interim Town Manager ... **John Anzivino**

Planning Technician ... **Kimberly Bandy**

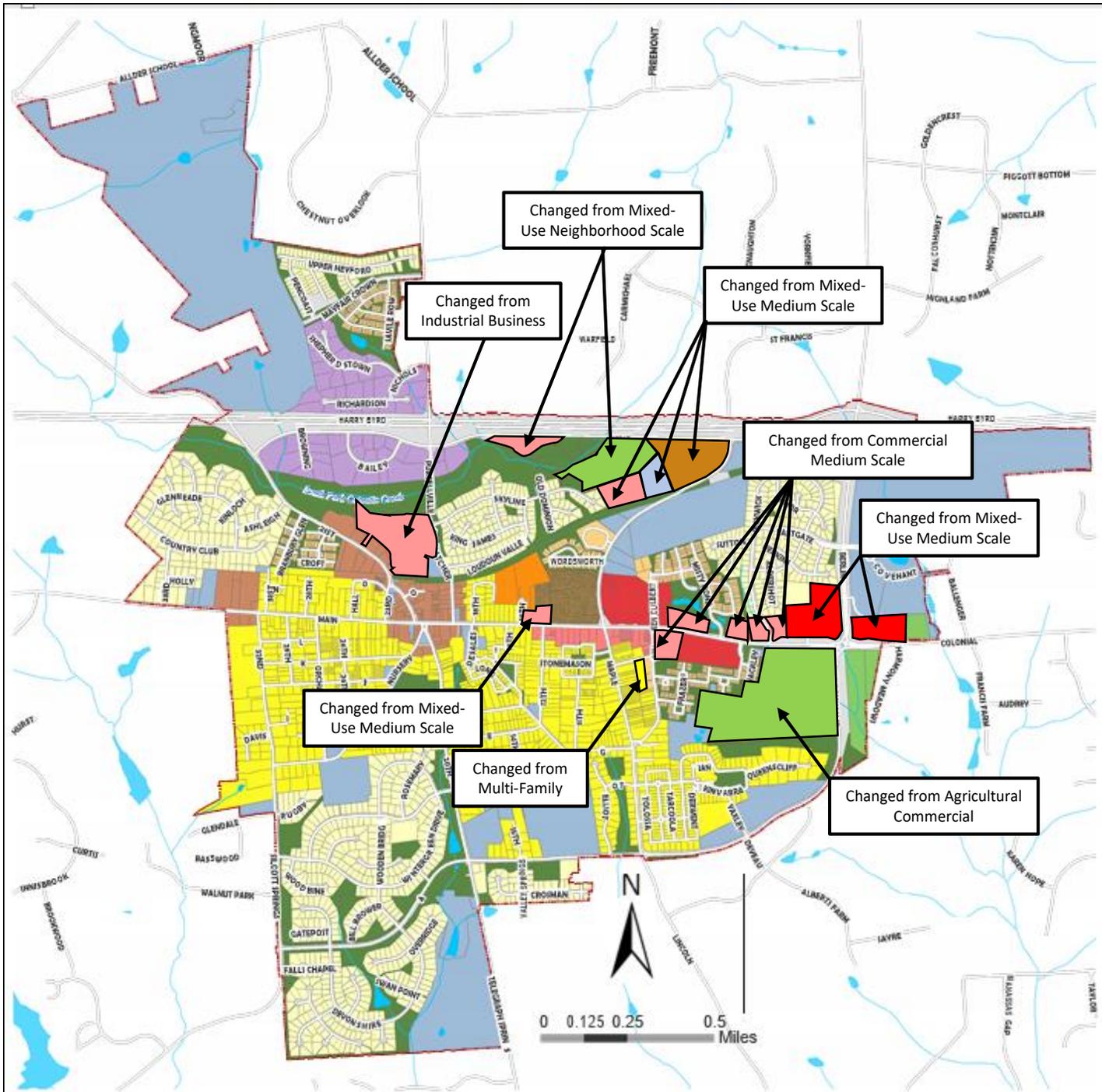
Senior Planner and Project Manager ... **Daniel Galindo**

Senior Planner and Project Manager ... **Erin Goodrich**

Planning Technician ... **Tucker Keller**

Planning Technician ... **Michele Snyder**

# Future Land Use - Revised 8-16-19, with annotations



## Legend

- Purcellville Town Boundary
- Streets
- Water
- Buildings
- Single Family Detached Traditional
- Single Family Detached Suburban
- Single Family Attached
- Multi-Family
- Mixed Use Neighborhood Scale
- Mixed Use Medium Scale
- Commercial Neighborhood Scale
- Commercial Medium Scale
- Industrial Business
- Institutional & Government
- Agricultural
- Parks & Open Space

July 18, 2019



**PLANNING COMMISSION  
SPECIAL MEETING  
July 18, 2019**

**PRESENT:** Tip Stinnette, Chair/Town Council Liaison  
Mary Frances Bennett, Planning Commissioner  
Nan Forbes, Planning Commissioner  
Stosh Kowalski, Planning Commissioner  
Ed Neham, Planning Commissioner  
Chip Paciulli, Planning Commissioner

**STAFF:** Patrick Sullivan, Director of Community Development  
Andy Conlon, Senior Planner

**ABSENT:** Theresa Stein, Vice-Chair/Planning Commissioner Stefanie Longerbeam,  
Planning and Zoning Technician

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

<https://www.purcellvilleva.gov/ArchiveCenter/ViewFile/Item/5079>

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 SPECIAL MEETING:**

Chair Stinnette called the Planning Commission Meeting to order at 6:54 PM. The Pledge of Allegiance followed.

**AGENDA AMENDMENTS: [1:12]**

Commissioner Neham added a discussion item to cover updates to the land use map, goals, mix of uses, Downtown North focus area. [1:15]

Commissioner Kowalski added a discussion item to cover the Services and Facilities section of the Comprehensive Plan. [2:08]

**COMMISSIONER DISCLOSURES:**

None.

**PUBLIC HEARINGS:**

None.

July 18, 2019

**PRESENTATIONS:** [3:00]

Short Term Rental Ordinance Proposal by Sara Hallam, Staff Intern (see Attachment 1)

**CITIZEN COMMENTS:**

None.

**DISCUSSION ITEMS:** [31:50]

[33:09] The Planning Commission reviewed the definition of the Mixed-Use Neighborhood Scale and Mixed-Use Medium Scale land uses (see Attachments 2, 3 and 4) and agreed to the following definitions:

- Mixed-Use Neighborhood Scale (page 41): Mixed-Use developments are blends of residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. They should also be walkable and incorporate parks and open space. Mixed-Use Neighborhood Scale reflects the character for mixed-use activity centered developments in areas close to existing neighborhoods and in the historic downtown. It focuses on smaller physical structures, often former residential or other buildings of similar size, singly or in small groups.
- Mixed-Use Medium Scale (page 42): Mixed-Use developments are blends of residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. They should also be walkable and incorporate parks and open space. Mixed-Use Medium Scale reflects the character for infill, development and redevelopment of some of the commercial corridor areas to accommodate commercial and residential uses. It contemplates commercial and residential buildings larger than Neighborhood Scale and compatible with their surrounding architecture, but not approaching the size of “big box” stores.

[44:10] Community member Leslie Wilson suggested the triangular area formed by the east end of Hirst Road and the north end of Maple Avenue would be more suitable for commercial uses. **NOTE:** Her subsequent email on this topic and Chair Stinnette’s response are included as Attachment 5 for continuity.

[49:00] The Planning Commission reviewed the proposed changes to the East Main focus area and agreed to change the land use of three parcels at the west end of the East Main focus area from Mixed-Use Medium Scale to Commercial Neighborhood Scale, moving them out of sub-Area 1 into a new sub-Area 8. The Commission also agreed to the reshaping of the Multi-Family land use at the bottom of sub-Area 4, returning the vertical parcels on its western side to Single Family Residential Detached and designating it sub-Area 4A. (See Attachment 6.)

With regard to the sub-Area descriptions, the Commission changed:

- Sub-Area 1: “Encourage redevelopment with ...” to “Redevelop with ...”
- Sub-Areas 2,3 and 4: “Encourage sustainment and redevelopment with ...” to “Sustain and redevelop with ...”
- Sub-Area 4A: “Encourage redevelopment with ...” to “Redevelop with ...”
- Sub-Area 5: “Encourage small-scale buildings ...” to “Small-scale buildings ...”

July 18, 2019

- Sub-Area 8: “Encourage sustainment and redevelopment with ...” to “Sustain and redevelop with ...”

With regard to the Community Input on page 68 of the Comprehensive Plan, the Commission agreed to change the paragraph to: “Participant input during community engagement activities indicated a desire for some retail/apartment mixed-use buildings, as well as improved green space within the area. Respondents looked for opportunities to specifically redevelop the existing Purcellville Shopping Center and the Shoppes at Main and Maple.”

[1:52:15] The Planning Commission reviewed the previously agreed-to changes to the East End focus area and added this additional change to the comment matrix:

- “... the southwest quadrant is mainly agricultural commercial, and the southeast quadrant could best be utilized as open space possibly with some residential uses.”

to:

- “... southwest and southeast quadrants are mainly agricultural and provide a transition to adjacent to rural county areas consistent with community input.”

[2:00:25] The Planning Commission agreed to the following changes:

- Add the following as the second bullet to Our Goals on page 8: “Purcellville’s tradition of small-town businesses, such as those on Main Street and 21st Street, must be encouraged and sustained.”
- Replace this bullet item in sub-area 1 of the Downtown North focus area, page 67: “Re-examine zoning to better reflect the current use and development pattern.” with: “Redevelopment should occur consistent with commercial neighborhood scale.”
- Change item 11 on page 78 (Services and Facilities - Recommendations) as follows: “Adopt an adequate public facilities ordinance or policy that would ~~allow~~ consider development to occur only when there is evidence that there is adequate capacity in relevant public services and infrastructure to meet the needs of the proposed development.”

[2:18:35] The Planning Commission discussed the land uses in the Hirst East focus area and designated them as follows:

Sub-Area 1: West end of the Hirst East focus area: Industrial Business

Sub-Area 2: East end of the Hirst East focus area: Mixed-Use Neighborhood Scale

Sub-Area 3: Center of the Hirst East focus area: Agricultural

### **ACTION ITEMS:**

None.

### **INFORMATION ITEMS:**

None.

### **COUNCIL REPRESENTATIVE’S REPORT:**

None.

July 18, 2019

**CHAIR'S COMMENTS:** [3:18:30]

Our next meeting will be Thursday July 25th when we will review the change matrix and the errata sheet. We will also review the resolution for transmitting the Comprehensive Plan to the Town Council.

**CITIZEN COMMENTS:** [3:21:10]

Robert Schonder asked about his property in the West End focus area. His property's land use in the 2006 Comprehensive Plan is Commercial and in the 2018 Comprehensive Plan it's Mixed-Use Neighborhood Scale, and this new land use will drive a change to the property's zoning. He claimed this land use change would result in a significant and serious down-zoning of his property and consequently, he may not be able to develop it in the way he has been planning to do so. Furthermore, this would hugely devalue his property.

**PLANNING COMMISSIONERS' COMMENTS:**

Commissioner Forbes suggested that Commissioner Neham, if he has the time, interest and capacity, prepare an updated version of Version 5.0 of the Comprehensive Plan that includes all of the changes in it to make it easier for readers to understand it rather than having to juggle the Version 5.0, the errata sheet, the change matrix and the revised land use map. Commissioner Neham said that he would attempt this, but in priority order. Chair Stinnette said that such a document should not be considered an official document.

**APPROVAL OF MINUTES:** [3:47:50]

Commissioner Forbes made a motion to waive reading and to approve the minutes of the June 20, 2019 Planning Commission Regular Meeting. Seconded by Commissioner Kowalski. Passed: 6-0-1.

**OTHER BUSINESS:**

None.

**ADJOURNMENT:** [3:48:20]

With no further business, Commissioner Forbes made a motion to adjourn the meeting at 10:42 PM, seconded by Commissioner Bennett. Passed: 6-0-1.

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Tip Stinnette, Chair

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Ed Neham and Stefanie Longerbeam, Records

ATTACHMENT 1



# Short-Term Rentals

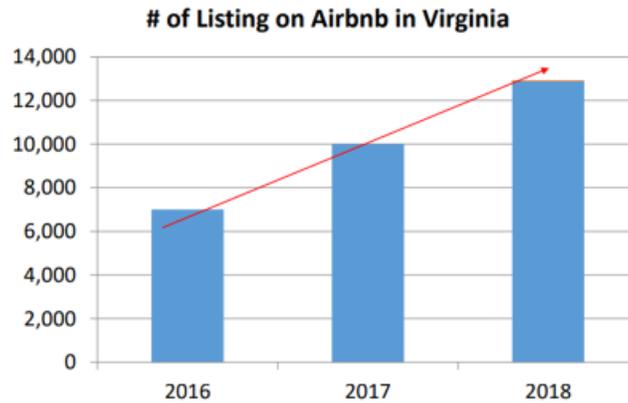
PRESENTATION ON DRAFT REGULATIONS

## What is a Short-term Rental?

- Virginia Code §[15.2-983](#) defines a short-term rental (STR) as the provision of a room or space that is suitable or intended for occupancy for dwelling, sleeping, or lodging purposes, for a period of fewer than 30 consecutive days, in exchange for a charge for the occupancy
- These rentals are often listed on online platforms such as Airbnb, VRBO, Tripping, etc.
- Listings may include a single room, whole floor, or entire home

## 84% growth in the number of Airbnb listings in Virginia since 2016

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Source: [Host Compliance Presentation, VMI](#)

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## Relevance and Purpose

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- Town should consider adopting an ordinance that allows the town to **tax** these rentals and **regulate** the use of them
  - A new VA bill ([§15.2-983](#)) enacted in 2017 allows localities to adopt an ordinance to establish a local registry of short-term rental properties.
  - Multiple Virginia municipalities have recently adopted ordinances
  - Short-term rentals are currently unregulated in the Town of Purcellville
-

## Recent Listings

- According to [Host Compliance proprietary data](#), as of April 2018 there were 21,317 short-term rental listings in **Virginia**
- 518 of those listings were in **Loudoun County**
- Currently about 6 listings in **Purcellville** on Airbnb, VRBO, Tripping, etc.
- Ranges from a private room to an entire home that sleeps 10

**\$180** /night  
★★★★★ 3 Reviews

Enter dates for accurate pricing

Check In:  Check Out:

Guests:

**Book Now**

**Jorge Mendez**  
Ask Owner a Question

For booking assistance, call Vrbo at: 888-829-7076  
Property # 1492297

Overview Amenities Reviews Map Rates & Availability

**Gorgeous, Cozy & Spacious Home - PROMO RATES**

- House - 2300 sq. ft.
- Sleeps: 10
- Bedrooms: 4
- Bathrooms: 2
- Half Baths: 1

View all 30 photos

Purcellville Wastewater and Bricewood Oak Knoll Farms



### Spacious apartment near lots of wineries

Purcellville



Joshua

Entire apartment  
5 guests · 2 bedrooms · 2 beds · 1 bath

Self check-in  
Check yourself in with the keypad.

Joshua is a Superhost  
Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

\$120 per night

★★★★★ 77

Dates

Check-in → Checkout

Guests

1 guest

Request to Book



### \*\*1BR, 1BA\*\* - Entire Basement In VA Wine Country

Purcellville



Evan

Private room in townhouse  
4 guests · 1 bedroom · 1 bed · 1 private bath

Self check-in  
Check yourself in with the smartlock.

Great location  
100% of recent guests gave the location a 5-star rating.

Sparkling clean

\$78 per night

★★★★★ 5

Dates

Check-in → Checkout

Guests

1 guest

Book

## Issues the Ordinance Should Address

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1. Registration, Permitting, & Licensing
2. Collection and Remittance of Local Taxes
3. Zoning Control
4. Additional Regulations

## Registration, Permitting, & Licensing

Locality	Registration	Permit	License
Abingdon	Homestay Application, \$25 annually	None	Business License and tax
Alexandria	Free Registration	None	Business License and tax
Blacksburg	Homestay Application, Free	None	None
Charlottesville	Registration through Permit	Homestay Provisional Use Permit, \$100 annually	Business License and tax
Fairfax County	Registration through Permit	Short Term Lodging Permit, \$200 every 2 years	Business License (if gross receipts exceed \$10,000 annually) and tax
Leesburg	None	None	None
Loudoun County	Free Registration	None	Business License and tax, only if more than 7 bedrooms

## Collection and Remittance of Local Taxes

Locality	Tax
Abingdon	7% Transient Occupancy Tax, establishing remittance agreement with Airbnb
Alexandria	8.5% Transient Lodging Tax (Regional and Local), remittance agreement with Airbnb
Blacksburg	7% Transient Lodging Tax, remittance agreement with Airbnb
Charlottesville	7% Transient Occupancy Tax
Fairfax County	6% Transient Occupancy Tax
Leesburg	None
Loudoun County	7% Transient Occupancy Tax (only if lodging 4 or more persons at one time)

## Collection and Remittance of Local Taxes

- Purcellville's Transient Occupancy Tax is 3%

<b>Transient Occupancy Tax</b>	3% of amount paid for lodging or use of space	<b>Va. Code § 58.1-3840</b> <b>Town Code 74-222</b>
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Source: [Town of Purcellville Master Tax and Fee Schedule](#)

- Average Transient Occupancy Tax of previously mentioned municipalities is 6.75%
- Average Transient Occupancy Tax of Incorporated Towns in Loudoun County is 4.6%

## Zoning Control | Where STRs can operate

“provision of a room or space that is suitable or intended for occupancy for **dwelling**, sleeping, or lodging purposes”

- Purcellville’s definition of Dwelling: A building or portion thereof, designed or used exclusively for residential occupancy

## Zoning Control | Where STRs can operate

Use	R2	R3	R3A	RB	R15	C1	MC	C4	CM1	M1	PDH	X	IP	AC	RT	Use Standard
Dwelling, accessory	SE	SE	SE	SE	SE						SE	SE		SE	SE	<a href="#">Art. 4</a> Sec. 1.2.58
Dwelling, apartment			P		P		P	P								<a href="#">Art. 4</a> Sec. 1.2.61
Dwelling, duplex		P		P	P											
Dwelling, multiple-family					P						PPU					<a href="#">Art. 4</a> Sec. 1.2.64
Dwelling, single-family attached				P	P			SUP			PPU					<a href="#">Art. 4</a> Sec. 1.2.67
Dwelling, single-family detached	P	P	P	P	P			SUP			PPU	P		P	P	
Dwelling, single-family detached farmhouse														P		

Source: Town of Purcellville Zoning Ordinance Article 4, Section 1.1

## Zoning Control | Where STRs can operate

Locality	Permitted Locations	Type of Use
Abingdon	Residential Dwellings	Accessory or Secondary
Alexandria	Dwelling or Mobile Home	Accessory
Blacksburg	Residential Dwellings	Accessory or Secondary
Charlottesville	Dwelling	Homestay Provisional Use
Fairfax County	Residential Dwellings	Accessory Use
Leesburg	None	None
Loudoun County	Residential Dwelling	N/A

## Zoning Control | Who can operate a STR

- Virginia Code §15.2-983 defines "Operator" as the proprietor of any dwelling, lodging, or sleeping accommodations offered as a short-term rental, whether in the capacity of owner, lessee, sublessee, mortgagee in possession, licensee, or any other possessory capacity.
- In order to register a STR with the town, the above qualifications must be met

## Zoning Control | Who can operate a STR

- An operator would be exempt from registering with the town if they are:
  1. Licensed by the Real Estate Board or is a property owner who is represented by a real estate licensee
  2. Registered pursuant to the Virginia Real Estate Time-Share Act (§ [55-360](#) et seq.)
  3. Licensed or registered with the Department of Health, related to the provision of room or space for lodging
  4. Licensed or registered with the locality, related to the rental or management of real property, including licensed real estate professionals, hotels, motels, campgrounds, and bed and breakfast establishments.

## Zoning Control | Who can operate a STR

Locality	Who Can Operate	Definition
Abingdon	Host	Person who is the <b>primary resident</b> of a HomeStay unit offered for HomeStay lodging
Alexandria	Operator	Proprietor of any dwelling, lodging, or sleeping accommodations offered as a short-term residential rental, whether in the capacity of owner, lessee, sub lessee, mortgagee in possession, licensee, or any other possessory capacity
Blacksburg	Host	Person who is the <b>primary resident</b> of a HomeStay unit offered for HomeStay lodging

## Zoning Control | Who can operate a STR

Locality	Who Can Operate	Definition
Charlottesville	Permanent Resident	Reside in residence at least <b>180 days</b> per year
Fairfax County	Operator, Permanent Resident	A person who occupies or intends to occupy a dwelling or mobile home for at least <b>185 days</b> out of the calendar year
Leesburg	None	None
Loudoun County	Operator	Proprietor of any dwelling, lodging, or sleeping accommodation offered or used as a short-term residential rental, whether in the capacity of owner, lessee, sub-lessee, mortgagee in possession, licensee, or any other possessory capacity.

## Zoning Control | Nights of Operation

Locality	Number of Nights of Operation
Abingdon	Maximum 90 days per calendar year
Alexandria	No specified maximum
Blacksburg	Maximum 90 days per calendar year
Charlottesville	No specified maximum
Fairfax County	Maximum 60 nights per calendar year
Leesburg	None
Loudoun County	No specified maximum

## Zoning Control | Number of Guests

Locality	Number of Guests
Abingdon	Maximum of 6 guests, minimum 18 years of age
Alexandria	No specified maximum
Blacksburg	Maximum of 6 guests, minimum 18 years of age
Charlottesville	Maximum of 6 adult overnight guests
Fairfax County	Maximum of 6 adult overnight guests
Leesburg	None
Loudoun County	No specified maximum

## Zoning Control | Enforcement

According to Virginia Code §15.2-983, an ordinance may include:

1. A penalty not to exceed \$500 per violation for an operator required to register who offers for short-term rental a property that is not registered with the locality.
2. Unless and until an operator pays the penalty and registers such property, the operator may not continue to offer such property for short-term rental.
3. Upon repeated violations of a registry ordinance as it relates to a specific property, an operator may be prohibited from registering and offering that property for short-term rental.

## Zoning Control | Enforcement

Locality	Penalty
Abingdon	Registration may be suspended or cancelled if 1) failure to remit transient occupancy tax 2) three or more substantiated complaints within a 12-month period 3) failure of host to maintain his/her principle place of residence at the dwelling unit used to short term lodging
Alexandria	\$500 fine if failure to register before 30 days of short-term rental posting. Prohibited to rent if regulations are violated 3 or more times
Blacksburg	Registration may be suspended or cancelled if 1) failure to remit transient occupancy tax 2) three or more substantiated complaints within a 12-month period 3) failure of host to maintain his/her principle place of residence at the dwelling unit used to short term lodging

## Zoning Control | Enforcement

Locality	Penalty
Charlottesville	A provisional use permit for a homestay may be revoked by the zoning administrator (i) in the event that three or more substantiated complaints are received by the city within the calendar year, or (ii) for failure to maintain compliance with any of the regulations set forth within this section
Fairfax County	Permit may be revoked if failure to comply to any and all regulations pertaining to Short Term Lodging or elsewhere in the Zoning Ordinance
Leesburg	None
Loudoun County	Operators who do not register with the county may face a fine of \$500 per violation

## Additional Regulations

The previously mentioned municipalities have additional regulations (found in ordinances) such as:

1. Require an inspection by fire marshal
2. No parties/events
3. Designated parking spot is required
4. Liability Insurance
5. Smoke detectors, carbon monoxide detectors, fire extinguishes required
6. No food shall be prepared for or served to guests

Operators have the option to establish their own policies and rules via the online listing such as:

1. No smoking, parties, events
2. Pet friendly vs. No pets allowed
3. Security deposits for potential damage
4. Cancellation Fees

S Strengths	W Weaknesses	O Opportunities	T Threats
<ul style="list-style-type: none"> <li>○ Local revenue from taxes, permits, licenses</li> <li>○ Regulating the already-existing listings (i.e. noise violations, parties, parking issues, etc.)</li> <li>○ Auditing abilities</li> </ul>	<ul style="list-style-type: none"> <li>○ Code enforcement (increased inspections, ensuring all rentals are complying with regulations)</li> <li>○ Tax collection enforcement</li> <li>○ Liability issues</li> <li>○ Loss of neighborhood cohesiveness</li> </ul>	<ul style="list-style-type: none"> <li>○ Increase local tourism</li> <li>○ Extra income for homeowners</li> <li>○ Additional lodging options</li> </ul>	<ul style="list-style-type: none"> <li>○ Neighborhood disturbances (i.e. parties, noise, pets)</li> <li>○ Parking issues</li> <li>○ Complaints from neighbors and citizens</li> <li>○ Safety (unknown guests as neighbors)</li> <li>○ STRs not in compliance</li> <li>○ Stress on infrastructure</li> </ul>

## Short-term Rental Regulation Objectives

---

The recommended regulations aim to:

- Provide short-term rental options
  - Promote economic development
  - Minimize neighborhood disturbances
  - Ensure public safety
- 

## Recommendations| Open for Discussion

---

- Free Annual Short-Term Rental Registration
  - Apply for Zoning Permit, Accessory Use
  - Apply for Business License
  - Remit 3% Transient Occupancy Tax
  - \$500 fine per violation for an operator required to register who offers for short-term rental a property that is not registered with the Town
  - Maximum guests: 6-10
  - Maximum nights of operation per calendar year: 90
  - No signs or advertising permitted
- 

## Recommendations| Open for Discussion

---

- Permitted in all dwellings
  - Host may only operate one short-term rental unit
  - No events or activities on site- including luncheons, banquets, parties, weddings, meetings, fund raising, commercial or advertising activities
  - STR units must be fire marshal compliant
  - One designated parking spot for guests
  - Posted information and dates regarding trash/recycling
  - No serving or preparing of food for guests
- 

## Questions?

---

ATTACHMENT 2

## What is Mixed-Use Development?

*Municipal Research & Services Center, Seattle, WA.*

As defined by the [MRSC of Washington](#), mixed-use development is [characterized](#) as pedestrian-friendly development that blends two or more residential, commercial, cultural, institutional, and/or industrial uses. Mixed use is one of the ten principles of [Smart Growth](#), a planning strategy that seeks to foster community design and development that serves the economy, community, public health, and the environment.



Village of Five Points, Lewes, Del., Delaware by Design

While mixed use has become a popular buzz word, the term can be confusing. It is not just limited to a multi-story development that incorporates commercial use on the first floor with residential uses on upper floors. The Urban Land Institute's Mixed-Use Development Handbook characterizes mixed-use development as one that 1) provides three or more significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation), 2) fosters integration, density, and compatibility of land uses, and 3) creates a walkable community with uninterrupted pedestrian connections.

A blog, [don't get mixed up on mixed use](#), by the folks at PlaceMakers clarifies that mixed use is: ... three-dimensional, pedestrian-oriented places that layer compatible land uses, public

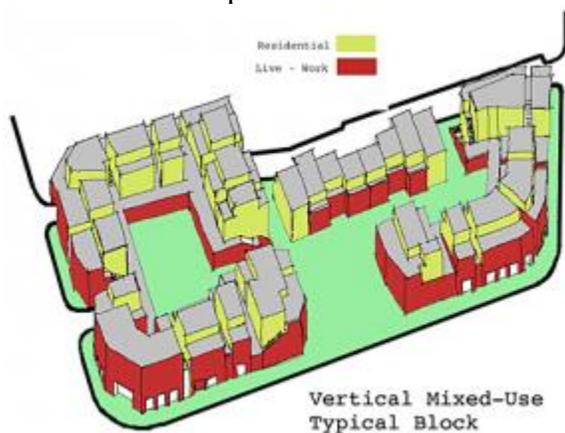
July 18, 2019

amenities, and utilities together at various scales and intensities. This variety of uses allows for people to live, work, play and shop in one place, which then becomes a destination for people from other neighborhoods. As defined by The Lexicon of the New Urbanism, mixed-use is multiple functions within the same building or the same general area through superimposition or within the same area through adjacency... from which many of the benefits are ... pedestrian activity and traffic capture.

Mixed-use zoning allows for the horizontal and vertical combination of land uses in a given area. Commercial, residential, and even in some instances, light industrial are fit together to help create built environments where residents can live, work, and play. The Placemakers' blog, and a [brief](#) prepared by the Village of Caledonia, WI, further explains that while there are many forms of mixed-use development, it can be categorized three ways:

## Vertical Mixed-Use Development

- Combines different uses within the same building
- Provides for more public uses on the lower floor such as retail shops, restaurants, of commercial businesses
- Provides for more private uses on the upper floors such as residential units, hotel rooms, or office space.



Source: Placemakers.com

## Horizontal Mixed-Use Development

- Consists of single-use buildings within a mixed-use zoning district parcel, which allows for a range of land uses in a single development project
- Provides for a variety of complementary and integrated uses that are walkable and within a given neighborhood, tract or land, or development project



Source: Placemakers.com

## Mixed-Use Walkable Areas

- Combines both vertical and horizontal mix of uses in an area, within an approximately 10-minute walking distance to core activities



Schematic rendering of Governor's Square, Dover  
Dover Transit Center Neighborhood Plan, Renaissance Planning Group

ATTACHMENT 3

**MIXED-USED NEIGHBORHOOD SCALE AND MIXED-USE MEDIUM SCALE DEFINITIONS**

*Ed Neham, July 18, 2019*

Yellow highlighting indicates aspects to be addressed; blue indicates questions and comments; red indicates recommended changes; highlighted magenta indicates new changes. Numbers in parentheses, e.g., (1), are the original positions of these items in the Comprehensive Plan descriptions.

Mixed-Use Neighborhood Scale (page 41)	Mixed-Use Medium Scale (page 42)	Difference
<p><i>Mixed-Use developments <del>can</del> are blends of residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. They should also be walkable and incorporate parks and open space. This category Mixed-Use Neighborhood Scale This category reflects the character for mixed-use activity centered developments in areas close to existing neighborhoods and in the historic downtown. It focuses on smaller physical structures, often former residential or other buildings of similar size, singly or in small groups.</i></p>	<p><i>Mixed-Use developments <del>can</del> are blends of residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. They should also be walkable and incorporate parks and open space. This category Mixed-Use Medium Scale reflects the character for infill, development and redevelopment of some of the commercial corridor areas to allow for intensification and reconfiguration to accommodate commercial and residential growth uses. It contemplates commercial and residential buildings larger than Neighborhood Scale and compatible with their surrounding architecture, but not approaching the size of “big box” stores (“big box” is generally defined as a 50,000 – 200,000 sq.ft. store).</i></p>	
<p><i>Mixed-Use developments are blends of residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. They should also be walkable and incorporate parks and open space. Mixed-Use Neighborhood Scale reflects the character for mixed-use activity-centered developments in areas close to existing neighborhoods and in the historic downtown. It focuses on smaller physical structures, often former residential or other buildings of similar size, singly or in small groups.</i></p>	<p><i>Mixed-Use developments are blends of residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. They should also be walkable and incorporate parks and open space. Mixed-Use Medium Scale reflects the character for infill, development and redevelopment of some of the commercial corridor areas to accommodate commercial and residential uses. It contemplates commercial and residential buildings larger than Neighborhood Scale and compatible with their surrounding architecture, but not approaching the size of “big box” stores.</i></p>	<p><b>Same as above – easier to read.</b></p>

Mixed-Use Neighborhood Scale (page 41)	Mixed-Use Medium Scale (page 42)	Difference
(1) This development type includes vertically and horizontally mixed uses, including commercial, retail, office, institutional/civic, services, with multi-family residential in upper stories of buildings.	(1) This development type accommodates vertically and horizontally mixed uses, including commercial, retail, office, services, multi-family (including adult housing) residential in stand-alone buildings or upper stories, and townhouses.	<b>Purposefully dissimilar.</b>
(2) Streets vary in width and typically include sidewalks that may be wider than others in surrounding neighborhoods or along the rest of the corridor.	(2) There may be one main street or an internal grid of streets and blocks. There are no curb cuts to disrupt the pedestrian spaces between the cross roads along the main streets.	<b>Purposefully dissimilar.</b>
(4) Blocks are typically square or rectangular, with commercial uses sometimes sharing a property line with residential uses, or on the ground floor of a building with residential uses in upper stories.		<b>Should there be an equivalent type of description for Mixed-Use Medium Scale?</b>
(6) Buildings can be set to the sidewalk edge without front lawns if compatible with the surrounding neighborhood scale.	(3) Buildings are consistently set to the sidewalk edge with store fronts, display windows, and main entries dominating the façade. Some townhouses may have stoops, porches, or steps as the ground floor feature.	<b>Purposefully dissimilar.</b>
(3) Parking is provided on the street and in small shared parking lots located to the rear of buildings.	(4) <del>On-street parking is common.</del> SParking is provided on the street and in shared public parking or individual parking lots <del>are found</del> located to the rear or side of buildings.	<b>Consider rewording as shown; Purposefully dissimilar.</b>
(5) Lots adjacent to existing residential properties are generally compatible with the surrounding neighborhood scale.	(6) Townhomes, duplexes, small single-family homes, or small freestanding commercial can be used as a transition into existing residential.	<b>Purposefully dissimilar.</b>
(7) Architecture tends to be traditional and of a small- <del>to medium</del> scale with two <del>to three</del> -story buildings being common.	(5) Architecture tends to be traditional and of a small- to medium-scale with two- to three-story buildings being common.	<b>Consider rewording as shown; Purposefully dissimilar.</b>

ATTACHMENT 4

MIXED-USE NEIGHBORHOOD SCALE AND MEDIUM SCALE MARK-UPS

Version 5.0 for Review | October 2018



Figure 89. Current configuration of Main Street and 21st Street

Mixed-Use developments are blends of residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. They should also be walkable and incorporate parks and open space. Mixed-Use Neighborhood Scale reflects the character for mixed-use activity-centered developments in areas close to existing neighborhoods and in the historic downtown. It focuses on smaller physical structures, often former residential or other buildings of similar size, singly or in small groups.

**MIXED-USE NEIGHBORHOOD SCALE**

This category reflects the character for mixed-use activity center developments in areas close to existing neighborhoods and in the historic-downtown.

- This development type ~~includes~~ <sup>accommodates</sup> vertically and horizontally mixed uses including commercial, retail, office, institutional/civic, services, with multi-family residential in upper stories of buildings.
- Streets vary in width and typically include sidewalks that may be wider than others in surrounding neighborhoods or along the rest of the corridor.
- Parking is provided on the street and in small shared parking lots located to the rear of buildings.
- Blocks are typically square or rectangular, with commercial uses sometimes sharing a property line with residential uses, or on the ground floor of a building with residential uses in upper stories.
- Lots adjacent to existing residential properties are generally compatible with the surrounding neighborhood scale.
- Buildings can be set to the sidewalk edge without front lawns if compatible with the surrounding neighborhood scale.
- Architecture tends to be traditional and of a small to ~~medium~~ scale with two- ~~to~~ <sup>three</sup>-story buildings being common.

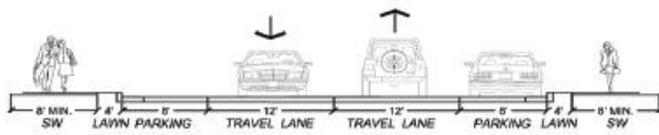


Figure 90. Typical street section in a mixed-use neighborhood scale development

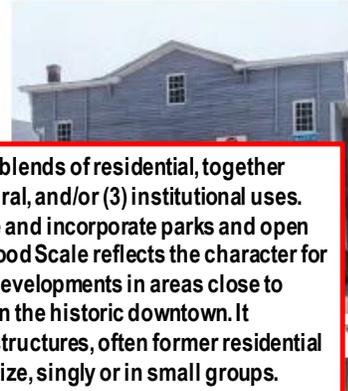


Figure 92. Existing downtown buildings



Figure 93. Downtown buildings



Figure 94. Existing downtown buildings

TOWN HISTORY

INTRODUCTION

2018 LAND USE PLAN

TYPICAL PLAN ELEMENTS

IMPLEMENTATION

TOWN HISTORY

Mixed-Use developments are blends of residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. They should also be walkable and incorporate parks and open space. Mixed-Use Medium Scale reflects the character for infill, development and redevelopment of some of the commercial corridor areas to accommodate commercial and residential uses. It contemplates commercial and residential buildings larger than Neighborhood Scale and compatible with their surrounding architecture, but not approaching the size of "big box" stores.

INTRODUCTION



Figure 96. Example compact 2-story mixed-use development.

accommodates

30% LAND USE PLAN



Figure 98. Example of typical mixed-use medium scale development pattern in Leesburg, VA

### MIXED-USE MEDIUM SCALE

This category reflects the character for infill and redevelopment of some of the commercial corridor areas to allow for intensification and re-configuration to accommodate commercial and residential growth.

- This development type accommodates vertically and horizontally mixed uses, including commercial, retail, office, services, multi-family (including adult housing) residential in stand-alone buildings or upper stories, and townhouses.
- There may be one main street or an internal grid of streets and blocks. There are no curb cuts to disrupt the pedestrian spaces between the cross roads along the main streets.
- Buildings are consistently set to the sidewalk edge with store fronts, display windows, and main entries dominating the façade. Some townhouses may have stoops, porches, or steps as the ground floor feature.
- ~~On street parking is common. Shared public parking or individual parking lots are found to the rear or side of buildings.~~
- Architecture tends to be traditional and of a medium scale with two- to three-story buildings being common.
- Townhomes, duplexes, small single family homes, or small freestanding commercial can be used as a transition into existing residential.

small- to

TOPICAL PLAN ELEMENTS

Parking is provided on the street and in shared public parking or individual parking lots located to the rear or side of buildings.

IMPLEMENTATION

July 18, 2019

ATTACHMENT 5

EMAILS REGARDING PROPOSED LAND USE CHANGE TO EAST HIRST ROAD

=====  
On Jul 24, 2019, at 23:45, Leslie Ann Wilson <[asklesliewilson@gmail.com](mailto:asklesliewilson@gmail.com)> wrote:

Hello,  
After attending my first Planning Commission meeting last week, I cannot stop thinking about the proposed change to the land use on E Hirst Rd. Converting to Mixed Use Medium Scale and Mixed-Use neighborhood Scale will accommodate commercial, retail, office, services, multi-family residential in stand-alone buildings (apts) or upper stories, duplexes and townhouses. This is similar to Lansdowne Town Center or One Loudoun. I can accept this land use for the Food Lion shopping center but the E Hirst Rd corridor?? If anyone has been stuck in the high school traffic, it is clear that this 2-lane road connecting to the narrow Rt 287 interchange cannot accommodate any more traffic. This doesn't make any sense and would be a huge mistake. Please keep E Hirst Rd light industrial/commercial.  
Thank you,  
Leslie



**LESLIE WILSON, REALTOR**  
Associate Broker, GRI, CDPE  
Keller Williams Realty  
Mobile: **703-727-7861**  
[AskLeslieWilson.com](http://AskLeslieWilson.com)  
*Selling Loudoun County, VA*



Proud contributor to *Children's National Health*  
System with every Sale!  **Children's National**  
Health System

=====  
**From:** Stinnette, Murrell <[mstinnette@purcellvilleva.gov](mailto:mstinnette@purcellvilleva.gov)>  
**Sent:** Thursday, July 25, 2019 5:09 AM  
**To:** Leslie Ann Wilson <[asklesliewilson@gmail.com](mailto:asklesliewilson@gmail.com)>  
**Cc:** Only Town Council <[purcellvilletc@purcellvilleva.gov](mailto:purcellvilletc@purcellvilleva.gov)>; Planning Commission <[PlanningCommission@purcellvilleva.gov](mailto:PlanningCommission@purcellvilleva.gov)>  
**Subject:** Re: Proposed Land Use Change to E Hirst Rd

Leslie—thank you for your engagement and taking the time to not only attend a Planning Commission Meeting but also to write down your thoughts and concerns.

I can't help but think the Planning Commission is in the same place you are with your concern and noticed you stepped out from our last meeting before we completed our discussion on the area. With that in mind, we are meeting again this evening and rather than talk through podiums and mics I would welcome the opportunity to have one of the commissioners sit down with you and explain the

July 18, 2019

Commission's thinking on the matter and how the combination of comp plan and zoning ordinance can and should work with each other to address your concern.

If you can't make the meeting this evening I would be happy to make arrangements for one of the commissioners to meet with you over a cup of coffee when convenient. Again, we appreciate your time and voice. Respectfully, tip stinnette

ATTACHMENT 6

PROPOSED EAST MAIN FOCUS AREA CHANGES

Version E.0 for Review | October 2018

WIN HISTORY

OK

OK

INTRODUCTION

FOCUS AREAS

TOPICAL PLANELEMENTS

IMPLEMENTATION

EAST MAIN

Numerous long standing small businesses sit along Main Street near Maple Avenue that represent the prototype for design of non-residential development. This area includes the Town's larger-format retail and office uses and has a predominantly automobile-oriented design. The existing strip mall and chain stores bring customers into Purcellville but the automobile-oriented design does not match the Town's desired character. Additionally, the limited visibility of the shopping center to the south of Main Street adjacent to the Giant contributes to high vacancy rates and an under-utilization of existing buildings in this area.

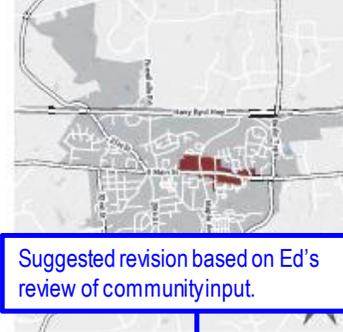
EXISTING AREA FEATURES

- Current Zoning: MC-Mixed Commercial
- Existing popular, small town businesses
- Existing automobile-oriented design
- Significant area dedicated to surface parking
- Historic theater building, gas station, and Machine House
- Intersection of Maple Avenue and Main Street is difficult to cross on foot
- Walkability along Main Street and Maple Avenue is poor due to frequent curb cuts and site designs that prioritize cars over people.

COMMUNITY INPUT

Participant input during community engagement activities indicated that mixed-use redevelopment would be ideal in this location. The comments indicated a desire for some retail/apartment mixed-use buildings, as well as improved green space within the development. Respondents looked for opportunities to intensify and improve the development as the uses change or market demand pushes this area towards redevelopment.

LOCATION MAP



Suggested revision based on Ed's review of community input.

Participant input during community engagement activities indicated that mixed-use redevelopment would be ideal in this location. The comments indicated a desire for some retail/apartment mixed-use buildings, as well as improved green space within the development area. Respondents looked for opportunities to intensify and improve the development as the uses change or market demand pushes this area towards specifically redevelopment. the existing Purcellville Shopping Center and the Shoppes at Main and Maple.



Figure 154.



Figure 155. Local business as architectural example



Figure 156. Local business as architectural and landscaping example



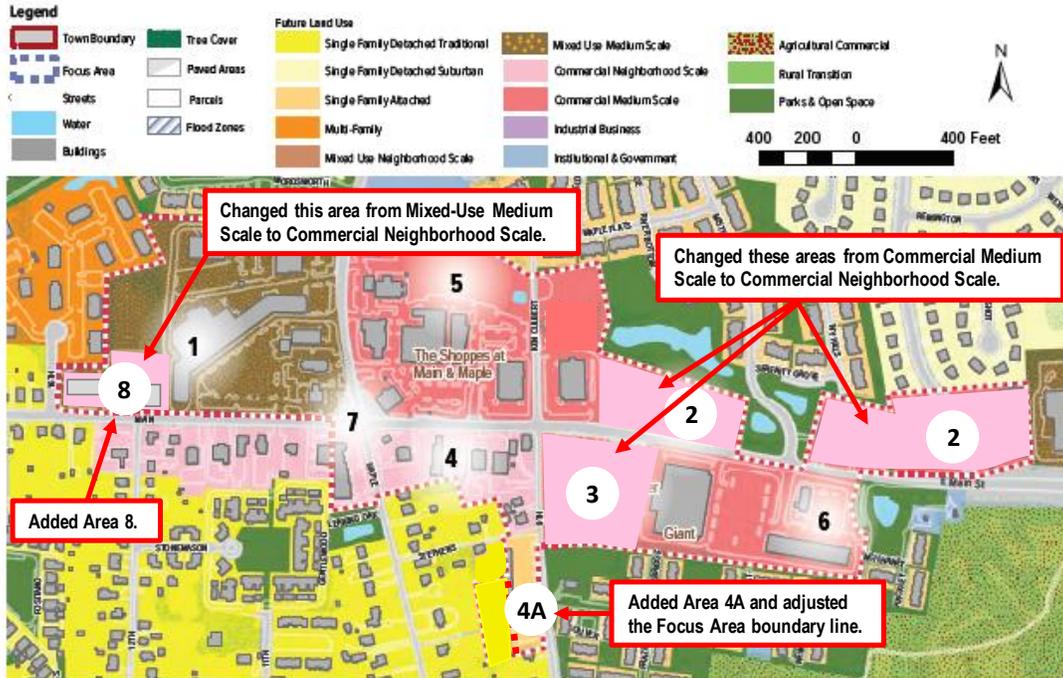
Figure 157. Example of appropriate multi-family as infill



Figure 158. Local business as architectural and site plan example

Participant input during community engagement activities indicated a desire for some retail/apartment mixed-use buildings, as well as improved green space within the area. Respondents looked for opportunities to specifically redevelop the existing Purcellville Shopping Center and the Shoppes at Main and Maple.

### EAST MAIN FOCUS AREA MAP



#### GUIDING STATEMENT

**OK** *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.

**OK** 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
- Improve the appearance, safety, and functionality of the Maple Avenue and Main Street intersection.

**OK** Encourage sustainment and redevelopment with small-scale buildings.

Consider the feasibility of desirability of continued auto-oriented uses with drive-thrus in this area. If still desired, create site design development regulations that de-emphasize the footprint of Main Street and Maple Avenue.

**AREA 4A**  
Encourage redevelopment with multi-family buildings that are compatible with scale and the architectural styles of the surrounding neighborhood.

**AREA 8**  
Encourage sustainment and redevelopment with small-scale buildings that are compatible with the architectural styles of the surrounding neighborhood. (spaces) within the redevelopment to create a focus for the redevelopment.

**AREA 1**  
Encourage redevelopment with small- to medium-scale mixed-use buildings including commercial, office, and residential uses.

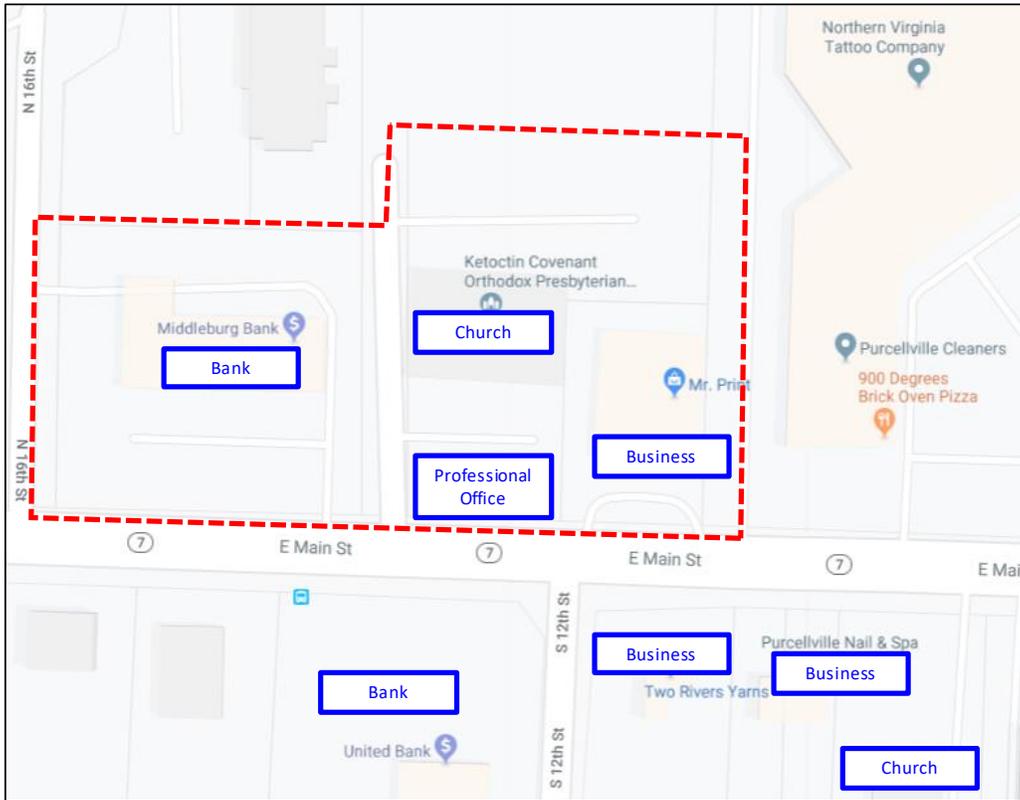
**AREAS 2, 3, AND 4**  
Improve internal circulation and access consolidation to improve safety.

**AREA 5**  
Encourage small buildings, to include building 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.

### Similarity of Buildings and Uses on the North and South Sides of West Main Street in the Vicinity of the Eastern Side of the East Main Focus Area



ATTACHMENT 7

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TOWN HISTORY



Figure 12. Landmark Building

Added as a result of Chip's comments at last meeting.

INTRODUCTION

- Purcellville's tradition of small-town businesses, such as those on Main Street and 21st Street, must be encouraged and sustained.

LAND USE PLAN



Figure 13. Main Street Home

TOPICAL PLANELEMENTS



Figure 14. Community Center

IMPLEMENTATION

OUR GOALS

- Purcellville must look for future land uses and development that complement, rather than detract from its small town charm.
- Development must be managed to ensure that it does not overwhelm the Town's services and infrastructure, nor destroy Purcellville's character.
- The Town must protect its ability to phase growth with the availability of Town services.
- Purcellville must protect and enhance its aesthetics and viability by striking a balance between serving the needs of residents and attracting the visitors whose business helps to reduce the tax burden on our residents.
- Increasing traffic must be mitigated or managed in a way that ensures the efficiency, safety, and attractiveness of our streets.
- The preservation of existing neighborhoods must be encouraged through thoughtful context-appropriate infill and incentives for historically appropriate property improvement and housing rehabilitation.
- The Town must work with Loudoun County and adjacent incorporated Towns to preserve the scenic, natural, and rural landscape surrounding the Town that is as much a part of our identity as the Town itself.
- Cooperative County and Town plans must be adopted to provide the policy framework for rural preservation, or significant portions of this landscape could be irrevocably lost.
- Use of existing preservation tools, such as open space, conservation easements, and land trusts, must be encouraged to the maximum extent possible. When needed, new tools should be explored through state and local legislation.
- The Town's growth and development should pursue the highest levels of environmental sustainability, using our natural systems as an integral part of our community's future. This should be complemented by a general pursuit of sustainable decisions.

### DOWNTOWN NORTH FOCUS AREA MAP



**Maintain commercial development in this area and encourage in-character infill when appropriate.**

**Previously struck - see Errata sheet.**  
Suggested replacement to reflect the agreed-upon change of this area from Industrial Business to Commercial Neighborhood Scale.

#### 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.*

#### 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.

July 25, 2019



**PLANNING COMMISSION  
SPECIAL MEETING**  
July 25, 2019

**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

**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/5088>

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 SPECIAL MEETING:**

Chair Stinnette called the Planning Commission Meeting to order at 7:00 PM.

**DISCUSSION ITEMS:**

[0:45] Chair Stinnette read three recent emails from community members Leanne Manzo, Leslie Wilson and Gordon Strassberg into the record (see Attachments 1 to 3).

[7:45] The Planning Commission discussed the Hirst East focus area section of the draft Comprehensive Plan (see Attachment 4) with particular attention given to current zoning, form and fit, traffic, noise and pollution, possible future zoning and uses, and planned land use, and decided on the following planned land use designations:

- Area 1: Commercial Neighborhood Scale
- Area 2: Industrial Business
- Area 3: Mixed-Use Medium Scale
- Area 4: Agricultural
- Area 5: Commercial Neighborhood Scale

July 25, 2019

Furthermore, the justification for designating Area 4 as Agricultural is its proximity to Catoctin Creek and to provide an agricultural commerce type of transition between the Creek and Areas 1, 2 and 3. Only a small portion of Area 4 would be developable considering its flood plain restrictions, etc.



The Planning Commission revised the descriptions for these areas as follows:

- Area 1: Redevelopment consistent with small format buildings compatible with the neighboring residential area, with sufficient surface parking and loading not adjacent to the residential area.
- Area 2: Redevelopment consistent with Industrial or lesser intensity uses with sufficient surface parking.
- Area 3: Small to Medium Mixed-Use development, possibly including housing for seniors.
- Area 4: This area is suitable for agriculture enterprises and/or open space use, preserving streams and other resources. Open spaces, parks, and trails should be designed as integral parts of any development in this area. Trails could be used to establish connections between neighborhoods and to enhance pedestrian and bicycle mobility.
- Area 5: Development with small format commercial and office buildings.

[1:29:10] The Planning Commission reviewed the Public Hearing and Deliberation Matrix and made several editorial changes. The revised matrix will be distributed to the Planning Commission during August.

[2:04:00] The Planning Commission should receive the updated Errata Sheet and the updated Public Hearing and Deliberation Matrix by August 31, 2019. The Commissioners are requested to review these documents and signal their agreement or disagreement via individual emails to

July 25, 2019

Chair Stinnette not later than September 3, 2019. Chair Stinnette will supervise the resolution of any disagreements.

[2:06:30] The Planning Commission discussed a draft resolution for the Planning Commission to recommend adoption of the Comprehensive Plan to the town Council and suggested several edits.

**PLANNING COMMISSIONERS' COMMENTS:**

[2:16:30] Commissioner Neham asked if the vote on the resolution recommending the Comprehensive Plan to the Town Council will be formal and open. After discussion, Chair Stinnette stated we will have a meeting to vote on the resolution on September 5, 2019, and assuming passage, distribute the documents to Town Council the week of September 9, 2019.

[2:25:20] Vice Chair Stein suggested that this information needs to be published on the Plan Purcellville website in a timely manner. Chair Stinnette stated the documents will be posted to the website after the Planning Commission passes its resolution.

**ADJOURNMENT:** [2:25:55]

With no further business, Commissioner Forbes made a motion to adjourn the meeting at 9:26 PM, seconded by Vice Chair Stein. Passed: 7-0-0.

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Tip Stinnette, Chair

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Ed Neham and Stefanie Longerbeam, Recorders

July 25, 2019

ATTACHMENT 1

On Jul 23, 2019, at 12:43 PM, lg <[leesifer3@yahoo.com](mailto:leesifer3@yahoo.com)> wrote:

Dear Planning Commission:

I am disturbed by the changes in the Comprehensive Plan to the area of Hirst East Focus Area. The Planning Commission should take out the designation for Mixed-Use Commercial and multi-family residential units. If a developer wants to put this type of zoning on these parcels, they should be restricted to a Comprehensive Plan Amendment or Zoning Amendment so that the Town of Purcellville will be able to negotiate and receive offsets to the negative impacts such a high density and highest possible use would have on our small town.

Hirst Road already suffers from congestion during commute hours and school traffic; in those busy times, it can take 20 minutes to drive the otherwise 4 minute drive from Hatcher to Berlin Turnpike. Please don't underestimate the negative impact these plans will have on the residents. These properties should remain low-intnesity commercial as they are, which will have less of an impact on Hirst Rd and the neighboring intersections.

To include it as part of the Comprehensive Plan is nothing more than a giveaway. The taxpayers would be forced to bear the brunt of increased traffic and overburdened schools and any revenue promises from such a development would be overshadowed by the cost to hire more police, more infrastructure to maintain, and road improvements that the developers will never cover the cost of. More importantly, citizens have voiced their opposition against such measures time and time again.

Please respect the opinions of your residents and the tax-payers in your town. As one of these residents, I am requesting these comments and objections go into the record.

Thank you,  
Leanne Manzo

=====

Chair Stinnette responded:

Sent: Tuesday, July 23, 2019 1:20 PM

Thank you for taking the time to express your concerns Leanne. We will be sure your comments are read into the minutes of our upcoming Planning Commission Meeting this Thu.

The Planning Commission spent a fair amount of time on this topic last Thu evening and I believe we are in accord with your perspective as we reworked the proposed land use for Hirst East. I should point out that the Comp Plan does not directly address the issue of zoning but rather sets the stage, with broad land use characterizations, for follow-on zoning ordinance adjustments. I encourage you to remain engaged with the Comp Plan development/update process as it works its way to the Town Council for ultimate adjudication and adoption.

Respectfully, tip stinnette

July 25, 2019

ATTACHMENT 2

On Jul 24, 2019, at 23:45, Leslie Ann Wilson <[asklesliewilson@gmail.com](mailto:asklesliewilson@gmail.com)> wrote:  
Hello,

After attending my first Planning Commission meeting last week, I cannot stop thinking about the proposed change to the land use on E Hirst Rd. Converting to Mixed Use Medium Scale and Mixed-Use neighborhood Scale will accommodate commercial, retail, office, services, multi-family residential in stand-alone buildings (apts) or upper stories, duplexes and townhouses. This is similar to Lansdowne Town Center or One Loudoun. I can accept this land use for the Food Lion shopping center but the E Hirst Rd corridor?? If anyone has been stuck in the high school traffic, it is clear that this 2-lane road connecting to the narrow Rt 287 interchange cannot accommodate any more traffic. This doesn't make any sense and would be a huge mistake. Please keep E Hirst Rd light industrial/commercial.

Thank you,  
Leslie



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=====  
Chair Stinnette responded:  
Sent: Thursday, July 25, 2019 5:09 AM

Leslie—thank you for your engagement and taking the time to not only attend a Planning Commission Meeting but also to write down your thoughts and concerns.

I can't help but think the Planning Commission is in the same place you are with your concern and noticed you stepped out from our last meeting before we completed our discussion on the area. With that in mind, we are meeting again this evening and rather than talk through podiums and mics I would welcome the opportunity to have one of the commissioners sit down with you and explain the Commission's thinking on the matter and how the combination of comp plan and zoning ordinance can and should work with each other to address your concern.

If you can't make the meeting this evening I would be happy to make arrangements for one of the commissioners to meet with you over a cup of coffee when convenient. Again, we appreciate your time and voice. Respectfully, tip stinnette

July 25, 2019

ATTACHMENT 3

On Jul 25, 2019, at 11:37 AM, Gordon Strassberg <[gordon.strassberg@gmail.com](mailto:gordon.strassberg@gmail.com)> wrote:

Good Morning,

My name is Gordon Strassberg, and my family and I have been residents of Purcellville since late 2016. We love living in this small town, and are very concerned, and against, several proposed zoning changes for vote today.

These proposed changes are not suitable for our town:

1. E Hirst Rd to Mixed-Use Neighborhood Scale
2. Food Lion/Shop-n-Save shopping center to Mixed Use Neighborhood Scale
3. Main St. change to Mixed Commercial Neighborhood Scale.

The town already becomes gridlocked between the hours of 7am-9am and 3pm-6pm weekdays for 9 months out of the year while school is in session, between teachers and students travelling to/from work, and slow moving hordes of school busses from our own schools, as well as those just down Main St. in Hamilton. It is impossible to travel from one side of town to the other. Items 1 and 3 above will only further the East-West gridlock through town at peak travel hours, if not beyond, via the introduction of many new residences/new/regular vehicle traffic, construction vehicles, and new traffic signals. These roads are only 2-lane roads and are already beyond their capacity, and should be expanded to a minimum of 4-lanes \*without\* consideration for new construction. Item 2 above really does not seem feasible either but for different reasons - that entire shopping center is a perennial eyesore with stores moving in and out to begin with, not to mention the haphazardly-designed parking lot. So adding more eyesores to that shopping center, and further congesting that already poorly-designed parking lot (and adjacent portions of Main St), seems like a bad idea.

Thank you for hearing my concerns, and we hope you vote accordingly. Many others in town feel similarly - and I hope they've voiced their opinions.

Sincerely,  
Gordon Strassberg

=====

Chair Stinnette responded:  
Sent: Thursday, July 25, 2019 11:49 AM

Gordon—thank you for your engagement and taking the time to write down your thoughts and concerns.

I can't help but think the Planning Commission is in the same place you are with your concern as the proposed changes actually reduce the scale of what is currently permitted in the areas you mention. With that in mind, we are meeting again this evening and would welcome the opportunity to have one of the commissioners sit down with you and explain the Commission's thinking on your concerns and how the combination of comp plan and zoning ordinance can and should work with each other to address your concern.

July 25, 2019

If you can't make the meeting this evening I would be happy to make arrangements for one of the commissioners to meet with you over a cup of coffee when convenient. Again, we appreciate your time and voice. Respectfully, tip stinnette

TOWN HISTORY

INTRODUCTION

FOCUS / FUTURE

TOPICAL PLAN ELEMENTS

IMPLEMENTATION

### HIRST EAST

The eastern portion of the Hirst Road Corridor sits south of Hirst Road and north of North Maple Avenue. There are a few existing industrial businesses along North Maple Avenue, and the remainder of the area offers prime development opportunities in Purcellville. Across North Maple Avenue to the east is Loudoun Valley High School and the Purcellville Safety Center, and to the south and west are single-family and multi-family residential neighborhoods, as well as the W&OD Trail. The floodplain and riparian corridor of the south fork of Catoctin Creek pose both opportunities and challenges in developing this area.

### LOCATION MAP



#### EXISTING AREA FEATURES

- Current Zoning: C1-Office Commercial, CM-1 Local Service Industrial
- Prime development opportunity
- Community gateway
- Adjacent to the W&OD Trail
- Existing tree canopy
- Catoctin Creek Floodplain

#### COMMUNITY INPUT

Participants in community engagement activities favored mixed-use development and parks and open space in this area. Commercial, industrial, and residential was also recommended in smaller frequencies. A few specific comments related to providing housing for elderly and young college graduates, potential assisted living near medical offices, and a desire to maintain the Catoctin Creek corridor as natural area.

*The images shown represent the desired character of the Hirst East Area. Examples not from Purcellville show appropriate scale, and architectural detailing for potential development.*



Figure 135. Purcellville Community Center



Figure 136. A traditionally designed small format hotel that has good scale, detail, and character for something in this area of Purcellville.



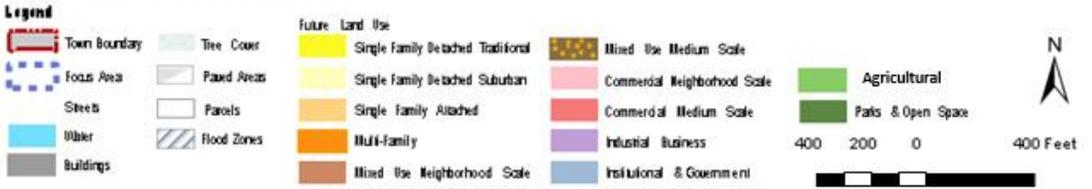
Figure 138. Existing rural trail along W.T. Druhan Jr. Boulevard, as example



Figure 139. Example new development with appropriate scale and character

Version 5.0 for Review | October 2018

### HIRST EAST FOCUS AREA MAP



#### 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.
- 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 with small or medium format buildings, with sufficient surface parking, compatible with the neighboring residential area.

##### AREA 2

- Redevelopment consistent with Industrial or lesser intensity uses with sufficient surface parking.

##### AREA 3

- Small to Medium Mixed-Use development, possibly including housing for seniors.

##### AREA 4

- This area is suitable for agriculture and/or open space use, preserving streams and other resources. Open spaces, parks, and trails should be designed as integral parts of any development in this area. Trails could be used to establish connections between neighborhoods and to enhance pedestrian and bicycle mobility.

W&OD Trail