



**PLANNING COMMISSION  
REGULAR MEETING AGENDA**

April 4, 2019

7:00 p.m.

- 1) **Call to Order** – Chairman Tip Stinnette
- 2) **Pledge of Allegiance**
- 3) **Agenda Amendments** (Planning Commission and Staff)
- 4) **Commissioner Disclosures**
- 5) **Public Hearings**
  - a) None Scheduled
- 6) **Presentations**
  - a) None Scheduled
- 7) **Citizen Comments**
- 8) **Discussion Items**
  - a) Comprehensive Plan Critical Path
  - b) Comprehensive Plan Updated Errata
  - c) Comprehensive Plan Public Hearing
  - d) Purcellville Planning Commission Annual Report
- 9) **Action Items**

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

  - a) **PCA17-01- Purcellville Gateway**
  - b) **RZ17-01- Purcellville Gateway**
- 10) **Information Items**
  - a) None Scheduled
- 11) **Council Representative's Report**
- 12) **Chairman's Comments**
- 13) **Planning Commissioners' Comments**

#### **14) Approval of Minutes**

- a) January 31, 2019 Regular Meeting
- b) February 7, 2019 Regular Meeting
- c) February 21, 2019 Regular Meeting
- d) March 21, 2019 Regular Meeting

#### **15) Adjournment**

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

USE OF ELECTRONIC DEVICES DURING MEETINGS For the comfort and consideration of others, all cellular phones must be turned off and cannot be used in the Council Chambers. Pagers must be set on silent or vibrate mode. This is requested because of potential interference with our recording devices and the transmittal of our hearing impaired broadcast.

**Plan Purcellville, 2018 Comprehensive Plan**  
**DRAFT CRITICAL PATH as of March 21, 2019**

PC = *Planning Commission*

TC = *Town Council*

PH = *public hearing*

March 21      PC reg mtg: reviewed errata w/land use map,  
PC confirmed to continue with 5.0 w/errata (as opposed to having consultant create 6.0)

April 4        PC reg mtg: Gateway

April 12      PCPH public notice placed with Loudoun Times Mirror

April 19      PCPH public notice appears in Friday paper

April 26      PCPH public notice appears in Friday paper

April 18      PC reg mtg: TBD

April 21      Easter

May 2         PC reg mtg: **PCPH of 5.0 w/errata**

May 14        TC reg bus mtg

May 16        PC reg mtg 5.0 w/errata resolution of support forwarded to TC

May 28        TC reg work session discuss 5.0 w/errata as presented, direct staff to make revisions

June 6        PC reg mtg TBD

June 11       TC reg bus mtg discuss 5.0 w/errata revisions, direct consultant to make revisions

June 14       TCPH public notice placed with Loudoun Times Mirror

June 20       PC reg mtg TBD

June 21       TCPH public notice appears in Friday paper

June 25       TC reg work session when consultant revisions are rec'd, schedule TCPH

June 28       TCPH public notice appears in Friday paper

July 4         Independence Day (cancel PC mtg or reschedule to \_\_\_\_\_ )

July 9         TC reg bus mtg **TCPH of consultant revised 6.0**

July 11        PC special mtg? TBD

July 23        TC reg work session TC adoption of Plan Purcellville, 2018 Comprehensive Plan



## Plan Purcellville, 2018 Comprehensive Plan - Version 5.0 Errata

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



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

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

## 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 ... **Kimberly Bandy**

### **TOWN STAFF** (previous)

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

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

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

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

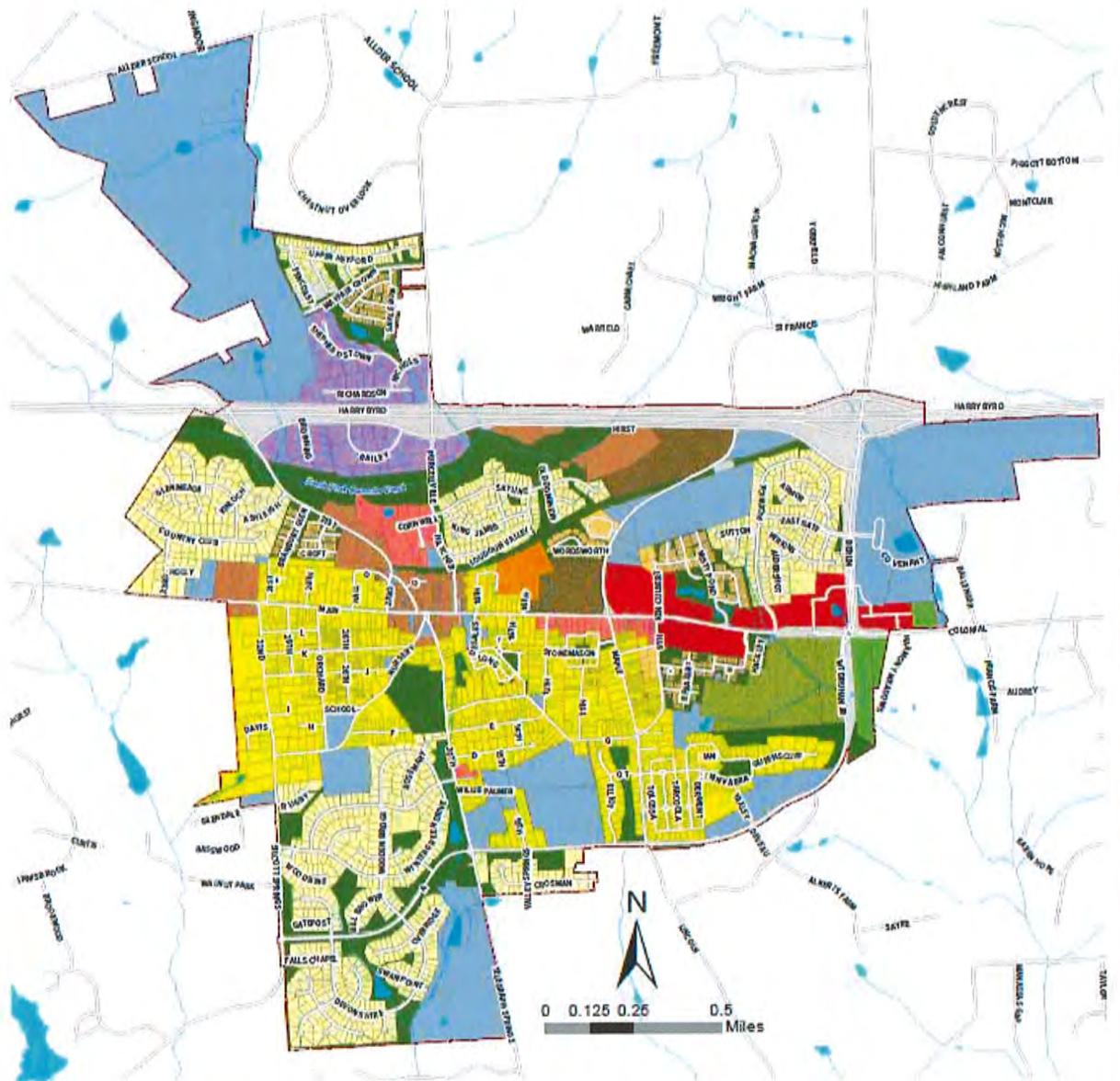
Senior Planner and Project Manager ... **Daniel Galindo**

Planning Technician ... **Tucker Keller**

Planning Technician ... **Michele Snyder**

Insert: McBride Dale Clarion information

Plan Purcellville, 2018 Comprehensive Plan – Version 5.0 Errata



**Legend**

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

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

Page 2: **five** craft breweries” strike the numeric “count”, because by the time this goes to print, the number of breweries may change.

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

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

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

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

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

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

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

Page 49: On Figure 119, correct the spelling from “Firemens” to “Fireman’s”.

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

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

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

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

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

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

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

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

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

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

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

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

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PLANNING COMMISSION PUBLIC HEARING | May 2, 2019

# PLAN PURCELLVILLE

## 2018 Comprehensive Plan - Update

## May 2, 2019 Public Hearing

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

## May 2, 2019 Public Hearing (continued)

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

# Essential Features Unchanged

- **Plan's Goals**
  - Support land use and development that complements Purcellville's small town charm.
  - Manage development so that the Town's services and infrastructure are not overwhelmed.
  - Protect the Town's ability to phase any growth with the availability of Town services.
  - Protect and enhance the aesthetics and viability of the downtown area.
  - Preserve existing neighborhoods through appropriate infill and property improvement.
  - Adopt cooperative County and Town plans to provide policy framework for rural preservation.
  - Leverage open space, conservation easements and land trusts as preservation tools.
  - Growth and development should pursue highest levels of environmental sustainability.
- **Plan's Principal Features**
  - **Current and Future Land Uses:** The foundation for the development recommendations that will help shape and protect the character of the Town.
  - **Topical Plan Elements:** Provides recommendations for programs and practices, reiterates land use recommendations as they relate to the topics, and provides guidance for the other functions, responsibilities and assets the Town manages.
  - **Implementation Plan:** Tools and recommendations that will serve as the guidelines for future investments and allocations of resources. The various projects and their priorities represent the desired vision for the Town expressed by its citizens.

## Essential Features Unchanged (continued)

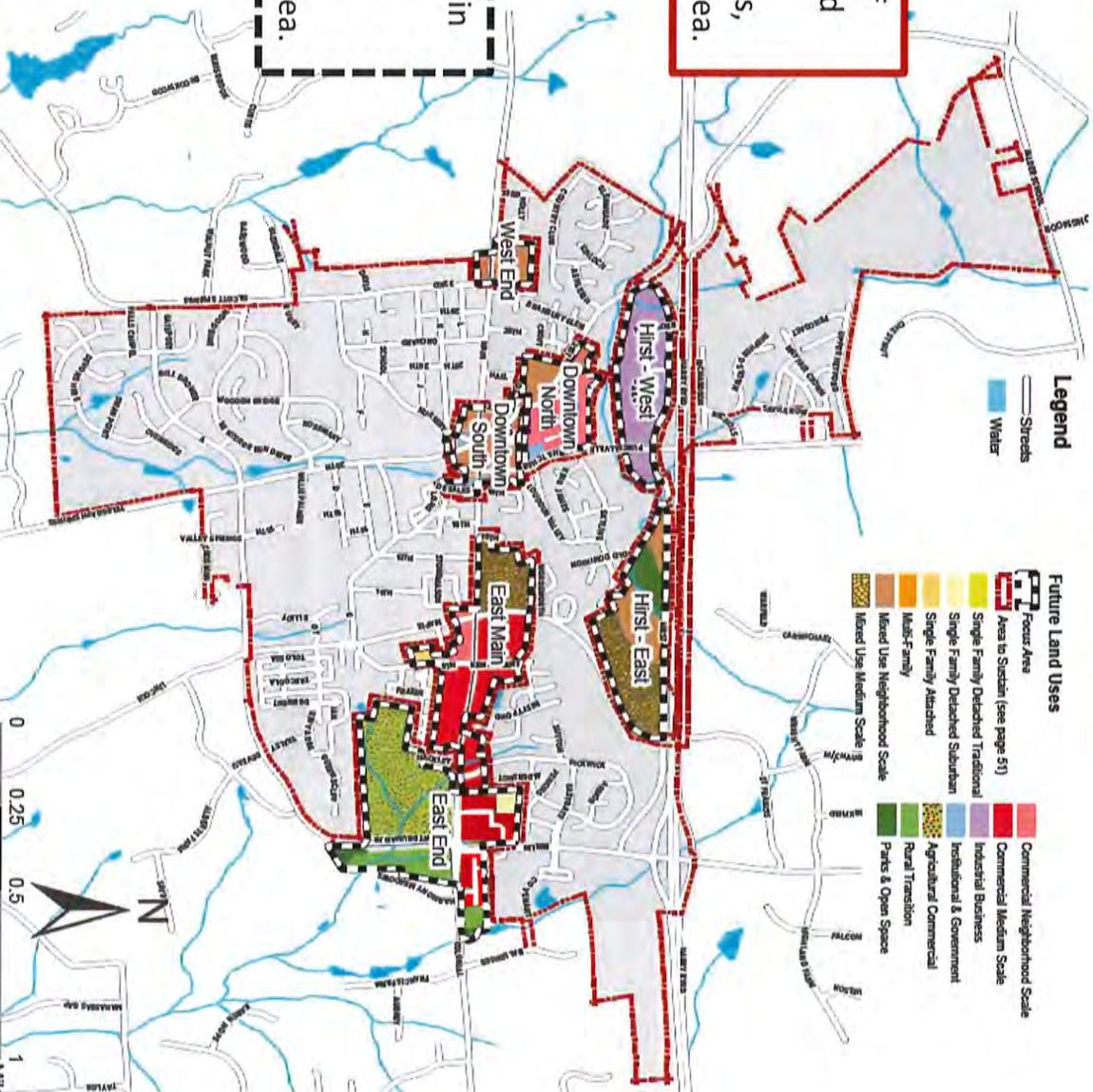
- Redefined Land Uses
  - Every property in Town was assigned to one of 13 land use categories based on what residents have expressed they would like to see in the future. Each future land use includes form, character, architecture and transportation/mobility guidelines to ensure infill and redevelopment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

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

# Essential Features Unchanged (continued)

- Sustainment and Focus Areas

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



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

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

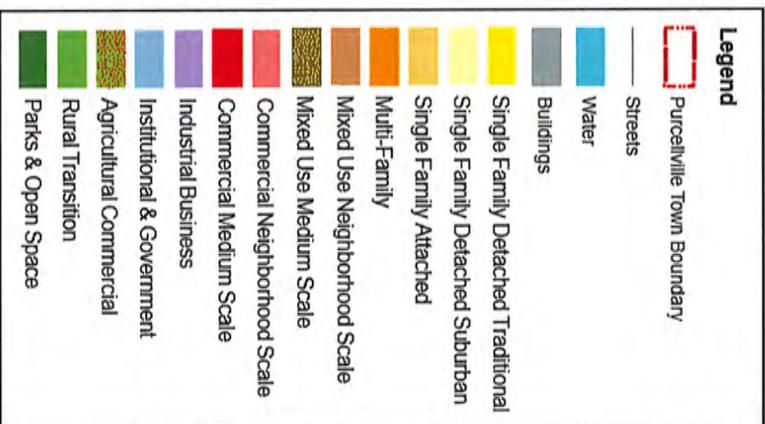
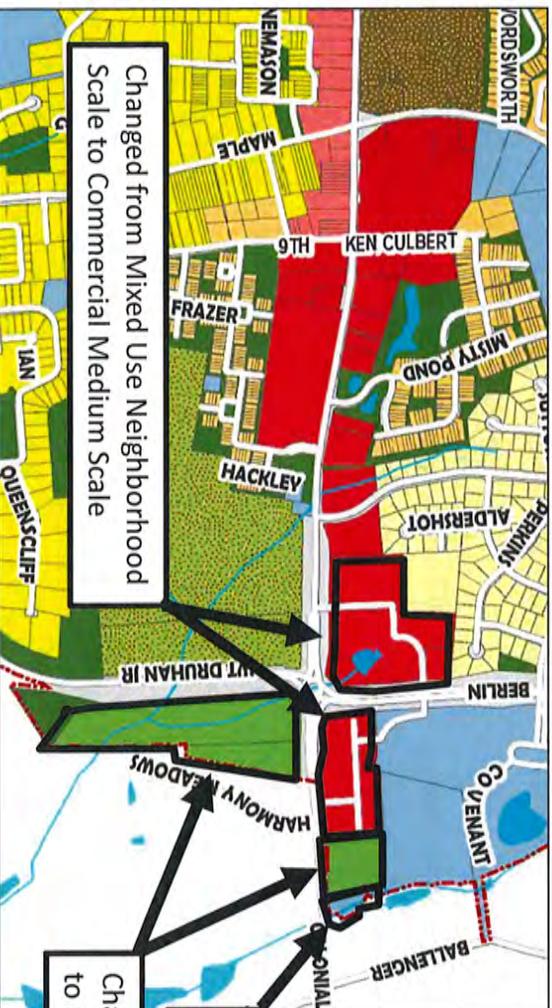
# Land Use Map Changes

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

- Downtown North



- East End Focus Areas



# Changes in Definitions

## COMMERCIAL MEDIUM SCALE

This category represents the **largest format of small town medium scale commercial development for Purcellville.**

- Uses commonly include retail, office, service, lodging, and restaurants.
- There is typically one primary arterial street or corridor that buildings and uses are organized around. Sidewalks must be located on both sides of the street with tree lawns or landscaped areas dividing parking lots from the street
- Blocks are not the base component for this development type. Lots are located along street frontage.
- Lots are large, deep, and wide to accommodate groups of smaller businesses or medium to large format buildings with sufficient surface parking.
- Buildings are oriented toward the street and may be located at the front of the lot near the sidewalk or set back with parking lots in front of the buildings with a front lawn.
- Designated off-street parking areas are typically located in front of or behind each building.
- Consolidated architectural details and finishes are common within a development but may be unrelated to other buildings along the corridor. Buildings are typically one to two stories but may have larger footprints and story heights than in the neighborhood-scale commercial areas.
- **Groceries and multi-story office buildings are common uses with individual footprints not exceeding 40,000 square feet**
- Concentrations of uses may be more intense in these areas with higher lot coverage and buildings set closer together than in the neighborhood scale areas.
- **Residential use encouraged over first floor commercial buildings.**

## AGRICULTURAL COMMERCIAL

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

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

# Changes in Definitions (continued)

## HIRST EAST

### GUIDING STATEMENT

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

### RECOMMENDATIONS

#### GENERAL

- Consider mixed-use buildings with commercial, office, and residential uses.
- Require parking lots to be located to the side or rear of buildings.
- Require internal connectivity between drives, parking areas, and uses within each of the identified focus areas.
- Improve pedestrian and vehicular connectivity between Hirst Road and Maple Avenue.
- Make public improvements to the Hirst Road right-of-way including wide sidewalks and street trees.
- Consider redevelopment of existing industrial uses to create a more cohesive design that improves connectivity in this area and provides for higher utilization of architecture, density, and parking site planning.
- Limit curb cuts along Hirst Road to provide a pedestrian friendly environment.
- Conduct a study of the design and posted speed limits on Hirst Road.
- Enhance trail and connectivity to adjacent neighborhoods including trail connections between Chapman DeMary Trail and the W&OD Trail and support the buildout of trails identified on the Pedestrian and Bicycle Trail Map on page 93.
- Update the Zoning Ordinance to require protection and maintenance of the stream corridor and waterway.

#### AREA 1

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

#### AREA 2

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

# Changes in Definitions (continued)

DOWNTOWN NORTH	GUIDING STATEMENT	RECOMMENDATIONS	AREA 1
<p><i>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.</i></p>	<p><b>GENERAL</b></p>	<ul style="list-style-type: none"> <li>• Promote internal connectivity in this area.</li> <li>• Improve sidewalks in the right-of-way along 21st Street and provide connections to the W&amp;OD Trail.</li> <li>• Require planting and maintenance of large native shade trees and evergreens to buffer between residential and nonresidential uses.</li> <li>• Use site design and architecture to create a transition between redevelopment and the adjacent residential uses.</li> <li>• Maintain the architectural character of design elements that are recognized as "small town" such as conversion of single family dwelling into business, train stations, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• <del>Maintain the industrial and commercial development northeast of 21st Street and encourage infill when appropriate in character.</del></li> <li>• Re-examine zoning to better reflect the current use and development pattern.</li> </ul> <p><b>AREA 2</b></p> <ul style="list-style-type: none"> <li>• Encourage infill opportunities for the frontage along 21st Street.</li> <li>• Manage change and preserve the Dillon House and its immediate environment.</li> <li>• Use the topography to emphasize a pedestrian environment along 21st Street to continue the traditional downtown character.</li> <li>• Locate parking behind and under the buildings fronting on 21st Street.</li> <li>• Encourage storefronts or office buildings at a scale similar to the character of downtown along 21st Street.</li> </ul>

# Changes in Definitions (continued)

## EAST MAIN

### GUIDING STATEMENT

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

<ul style="list-style-type: none"> <li>• New construction or redevelopment of existing commercial shall require buildings to be set close to Main Street or Maple Avenue with front lawns consistent with the traditional portions of Main Street.</li> <li>• Require parking to be located to the side or rear of buildings.</li> <li>• Consider the feasibility or desirability of continued auto-oriented uses with drive-thrus in this area. If still desired, create site design development regulations that de-emphasize these features from Main Street and Maple Avenue.</li> <li>• Allow for densities that would support structured parking to increase available homes, office, or retail spaces without consuming additional land.</li> <li>• Require internal open space improvements including pedestrian areas within surface parking lots.</li> <li>• Encourage parks, plazas (formal landscaped areas), and greens (informal organic open spaces) within the redevelopment to create a focus for the redevelopment.</li> </ul>	<ul style="list-style-type: none"> <li>• Improve the appearance, safety, and functionality of the Maple Avenue and Main Street intersection.</li> </ul>
<p><b>AREA 1</b></p> <ul style="list-style-type: none"> <li>• Encourage redevelopment with small- to medium-scale mixed-use buildings including commercial, office, and residential uses.</li> </ul>	<p><b>AREA 2, 3, AND 4</b></p> <ul style="list-style-type: none"> <li>• Improve internal circulation and access consolidation to improve safety.</li> </ul>
<p><b>AREA 5</b></p> <ul style="list-style-type: none"> <li>• Encourage small <b>to-medium-scale mixed-use buildings to include including</b> commercial, office, and institutional uses.</li> </ul>	<p><b>AREA 6</b></p> <ul style="list-style-type: none"> <li>• Redevelop with improved visibility by moving buildings forward on the site.</li> <li>• Provide buffers for residential areas behind.</li> </ul>
<p><b>GENERAL</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Use similar scale buildings and use-types to transition from surrounding neighborhoods.</li> </ul>	<p><b>AREA 7</b></p> <ul style="list-style-type: none"> <li>• Work with VDOT to improve the safety and accessibility for pedestrians at the intersection of Maple and Main.</li> </ul>

# Editorial Changes

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

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

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

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## Next Steps

- Critical Path - Current Estimate and Principal Goals

PC - Planning Commission

PH - Public Hearing

TC - Town Council

Principal Goal

<u>Date</u>	<u>Event</u>
April 12	PC PH first public notice appears in Friday paper
April 19	PC PH second public notice appears in Friday paper
April 26	PC PH third public notice appears in Friday paper
May 2	PC PH Comprehensive Plan version 5.0 with revised errata
May 16	PC adjudication of comments; resolution of support forwarded to TC
May 28	TC discuss Comp Plan 5.0 w/errata as presented; direct staff to make revisions
June 11	TC discuss Comp Plan 5.0 w/errata revisions; direct consultant to make revisions
June 14	TC PH first public notice appears in Friday paper
June 21	TC PH second public notice appears in Friday paper
June 25	TC schedules TC PH after consultant revisions are received - version 6.0
June 28	TC PH third public notice appears in Friday paper
July 9	TC PH of consultant-provided version 6.0
July 23	TC adoption of Plan Purcellville 2018 Comprehensive Plan

## Community Input

- Your input is strongly encouraged. You may make comments now or submit them by email, in writing or in
- The Planning Commission will reviewed and adjudicate every comment.



**PURCELLVILLE PLANNING COMMISSION**  
**Annual Report**  
**Calendar Year 2018**

In accordance with §15.2-2221(5) of the Code of Virginia, the Town of Purcellville Planning Commission (“Commission”) hereby submits its Annual Report to the Purcellville Town Council concerning the operation of the Commission and the status of planning within the Commission’s jurisdiction.

**The Planning Commission**

- The following seven citizens currently serve on the Purcellville Planning Commission as of December 31, 2018 (officers noted):

Tip Stinnette, Chair and Council Liaison	Theresa Stein, Vice-Chair
Mary Frances Bennett	Nan Forbes
Stosh Kowalski	Ed Neham
Chip Paciulli	

- New Planning Commissioners: welcomed three new commissioners to the Planning Commission without losing a beat in completing Commission work on the Comprehensive Plan update
  - o Ed Neham replaced David Estey
  - o Nan Forbes replaced Tip Stinnette (who became Council Liaison)
  - o Stosh Kowalski replaced Edward Van Istendal
  - o Worked with staff to on-board the new commissioners and schedule them for the Commonwealth Certified Planning Commissioner training
  - o The new commissioners quickly adapted to the demands of the Planning Commission, immediately contributed and added significant insights and value to the work effort of the Commission
  - o Ed Neham and Mary Bennett received their certification in the Virginia Planning Commission Program.
- The Commission elected Tip Stinnette to take over from Chip Paciulli as Chair through November 2018. Subsequently, the Commission reelected Tip Stinnette as Chair and elected Theresa Stein (replacing Edward Van Istendal) as Vice-Chair through the term ending November 2019.
- In CY 2018, the Planning Commission held a total of 45 meetings: 20 regular meetings, 2 public hearings, and 23 work sessions; most were attended by at least one member of the public.
- The Commission’s Staff Liaison was Senior Planner Andy Conlon, replacing Erin Goodrich in September. Planning Technician, Stefanie Longerbeam, served as the Commission’s Recorder, and Planning Associate, Kim Bandy, served as Recorder when Stefanie was unavailable.

**PURCELLVILLE PLANNING COMMISSION**  
**Annual Report**  
**Calendar Year 2018**

**Legislative Items and Applications**

- Village Case Rezoning: conducted multiple Planning Commission meetings to resolve issues surrounding the final build-out of Village Case
  - o Worked with the developer and Village Case community members and to resolve easement and traffic concerns associated with the final build-out
  - o The application was adopted with broad consent and support by the Commission and Village Case community addressing a long undeveloped parcel of land that was originally designated as a church site
  
- Purcellville Gateway: heard application for additional development within the confines of Purcellville Gateway as well as the concerns of the community about the additional density that the application seeks
  - o Advocated that the application to expand Harris Teeter needed to be accompanied by supporting rationale, and the addition of a childcare facility needed to consider the impact of traffic on child safety, and noise and light pollution on the adjacent neighborhood
  - o Applicant clearly understands community concerns and has been working with Town staff on appropriate mitigations before reengaging the Planning Commission
  
- Cell Tower Zoning Ordinance: worked with staff to develop a comprehensive cell tower zoning ordinance text amendment for future telecommunication infrastructure within town limits
  - o Closely examined the proposed text amendment and suggested improvements; additionally, coordinated with Council to first develop a business plan for the construction of a cell tower before pursuing a text amendment to the zoning ordinance
  - o Recommendation for the development of a business plan was adopted by the Town Council allowing for a more deliberate examination of zoning ordinance impacts

**Other Work Items**

- Main Street Shell Station: a combined Planning Commission and Board of Architectural Review information session was held with the property owner/developer and interested parties concerning possible redevelopment of the Shell Station on Main Street across from 21st Street
  - o Property owner/developer elected to reconsider their concept to make it consistent with the draft Town Comprehensive Plan update and to consider the Planning Commission's and Board of Architectural Review's inputs
  
- O'Toole Property: engaged with the developer/property owner on the designation of the property's land use as specified in the draft Comprehensive Plan and as desired by the developer/property owner. The property's land use is currently designated Rural Transition in the current draft Comprehensive Plan.

# **PURCELLVILLE PLANNING COMMISSION**

## **Annual Report Calendar Year 2018**

- DiPalma-Kipfer Property: met with the property owner on a number of occasions to discuss the designation of the property's land use as specified in the draft Comprehensive Plan and as desired by the property owner. The property's land use is currently designated Rural Transition in the current draft Comprehensive Plan.
- Warner Brook Property: received a presentation from the property developer on annexing it into the Town.
- Western Loudoun Sports Plex: reviewed information concerning the possible construction of a sports complex on about 30 acres abutting the western side of the Town; this apparently has not gone any further with the County.

### **Comprehensive Plan**

- Comprehensive Plan: delivered the Town's Comprehensive Plan to the Town Council with the recommendation to adopt the plan
  - o Adjudicated over 1,200 community inputs, conducted a public hearing, and finalized the plan after running through twelve iterative versions
  - o The Commission believes the plan is thoughtful and deliberate while attempting to accommodate individual interests in harmony with expressed community input

### **FY 2018-2019 Priorities and Goals**

- Transportation and Water Resource Plans: advocated for the prompt funding of a crucial updates to the 10-year-old Transportation and Water Resource Plans
  - o Purposely prioritized both plans in the Town's Comprehensive Plan and elevated the need for the updates across the staff and to the Town Council
  - o The Town Council advocated for a regional approach to the Transportation Plan and is seeking funding for the update through a County grant; Water Resource Plan update is funded through the Town's Capital Improvement Program
- Zoning Ordinance Update: initiated the review of the Town's Zoning Ordinance with an eye toward developing a strategy for the comprehensive update of the ordinance
  - o With the Planning Commission's recent completion of the Town's Comprehensive Plan they have begun the pivot to examining the zoning ordinance and scoping the work that will be required to update the zoning ordinance
  - o The Planning Commission has scheduled a meeting in mid-January 2019 with Mike Chandler, a professor at Virginia Tech, who is an expert in Comprehensive Plan implementation and zoning ordinance updates

### **Challenges/Issues and Resources**

- County Comprehensive Plan: crafted input to County's Comprehensive Plan (i.e., Envision Loudoun) and clarified language specific to the Town

**PURCELLVILLE PLANNING COMMISSION**  
**Annual Report**  
**Calendar Year 2018**

- Advocated for green belt on the west and east ends of the town and ensured appropriate restraint continues in the development of the Joint Land Management Area surrounding the town
  - Inputs were largely adopted by the County and harmonized with the Town's Comprehensive Plan
- Coalition Of Loudoun Towns: crafted position paper mobilizing the Coalition Of Loudoun Towns to represent rural Western County interests
- Position paper advocated for retaining the character and density of the Transition Policy Area that serves as a buffer between Eastern Loudoun County development and the rural Western Loudoun County
  - Paper was broadly embraced by the Coalition Of Loudoun Towns and significant elements of the paper were presented by the mayors of Western Loudoun County at the County Comprehensive Plan public hearing



**PLANNING COMMISSION**  
**STAFF REPORT**  
**INFORMATION ITEM**

Item # 9 a

**SUBJECT:** PCA 17-01 Purcellville Gateway

**DATE OF MEETING:** April 4, 2019

**STAFF CONTACTS:** Andrew Conlon, Senior Planner  
Patrick Sullivan AICP, CED, Community Development Director

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**SUMMARY and RECOMMENDATIONS:**

**PCA17-01 Purcellville Gateway.** NSHE Fool Hollow Lake, LLC requests a **proffer condition amendment** to the MC, Mixed Commercial District and R-3, Duplex Residential District conditional zoning (ie proffers) and concept plan as approved through RZ06-01, for properties within the Purcellville Gateway Shopping Center development, further identified as Loudoun County Parcel Identification Numbers 453-37-3441 and 453-37-5905, and located in the northwest quadrant of the intersection E Main Street and Berlin Turnpike, at 105 Purcellville Gateway Drive.

This staff report will focus on the proffers impacting the entire Purcellville Gateway development, whereas a separate staff report for the rezoning will focus on the specific area of the proposed child care center.

In making a recommendation, staff believes the level of intensity depicted in the approved concept development plan has been fulfilled, and no expansion of the commercial uses was contemplated or is required. Staff also acknowledges the significant number of neighboring property owners who have voiced concerns about existing and proposed conditions, as well as a general perception of congestion within the development. However, if the Planning Commission should wish to recommend to Town Council that the commercial uses of this shopping center be expanded, staff finds the applicant has adequately addressed issues raised.

**BACKGROUND:**

The Purcellville Gateway project was initially approved through the conditional zoning map amendment RZ06-01. The rezoning and associated applications, have allowed 101,586 square feet of mixed commercial uses within the shopping center development. This previous action involved a single application (RZ06-01) which changed the previous zoning of the property, and created new “proffered” zoning designations (MC and R-3).

A pair of interrelated applications are currently under consideration. These two applications are the subject proffer condition amendment PCA17-01 Purcellville Gateway to amend a previously approved conditional zoning (proffers), and a zoning map amendment RZ17-01 Purcellville Gateway, which seeks to rezone a portion of the residentially zoned property to a commercial designation. The rezoning application is addressed in a separate staff report. If these two applications are approved, the applicant then intends to file subdivision, site plan, and construction plan applications for the development of the site.

A third related application, SUP17-03 Purcellville Gateway, a requested special use permit to allow development of a maximum 10,000 square foot expansion to the existing 53,112 square foot Harris Teeter grocery building, was withdrawn through a January 18, 2019 letter from the applicant.

The applicant made a presentation as a “discussion item” at the August 2, 2018 Planning Commission meeting. Planning Commissioners expressed concerns regarding vehicular traffic circulation within the shopping center, and the safety of pedestrians during drop off and/or pick up. The application was then considered by the Planning Commission at a public hearing conducted on October 18, 2018. The application was considered again by the Planning Commission again on January 31, 2019. Upon the Planning Commission’s recommendation, the applicant held a public input session on March 6, 2019.

It is noted that the original proffer statement associated with RZ06-01 Purcellville Gateway, remains in full force and effect. Supplemental proffers are now under consideration through PCA17-01 Purcellville Gateway. Please refer to the attached Applicant’s Proffer Statement, as of January 17, 2019, for additional details.

These applications have been referred to other departments and agencies, including the Town Attorney, Public Works and VDOT, for their consideration and comment.

**ISSUES/ANALYSIS:**

Pursuant to the Purcellville 2025 Comprehensive Plan, the planned land use (page 116) for the subject property is mixed use commercial. The proposed proffer condition amendment maintains the previously zoned mix of uses, although the proposal would increase the mixed commercial area somewhat and decrease the residential area correspondingly.

Pursuant to RZ06-01 Purcellville Gateway, a traffic warrant analysis was prepared, and VDOT found that a traffic signal at the E Main Street entrance to the development was not justified within the parameters of that study. The traffic impact analysis (TIA) submitted through the subject application, RZ17-01 Purcellville Gateway, concluded a traffic signal at the E Main Street entrance to the development would still not be justified based upon the additional traffic projected with the childcare center and expanded grocery store building. It should be noted the TIA analysis indicates a traffic signal is currently (that is, under the “background condition”) warranted at the Berlin Turnpike/Eastlake Drive/Purcellville Gateway Drive intersection, and the TIA traffic scoping assumed a traffic signal at this location for analysis purposes. Therefore, through PCA17-01 Purcellville Gateway, the applicant proposes to delete the pertinent signalization proffer, delete their expired obligation to fund a traffic signal in the amount of \$400,000, and replace it with a proffer for a \$100,000 monetary contribution, payable prior to the issuance of the occupancy permit for the child care center, with the proviso this contribution can fund either an E Main Street/Purcellville Gateway Drive signal, a Berlin Turnpike/Eastlake Drive/Purcellville Gateway Drive signal, or other transportation improvements within the Town of Purcellville. It is noted a traffic warrant analysis has not yet been submitted through the subject application, and therefore has not yet been reviewed and approved by VDOT.

If Town Council acts to approve the proposed rezoning and proffer amendment, a site plan would be required for the proposed use, and subdivision will be required to facilitate the residential use.

**BUDGET IMPACT:**

Finance staff has reviewed this application. The costs of the proposed further development of the commercial center may be offset by a monetary contribution proffered for transportation system enhancements, revenue received through one-time permit fees, on-going public utility fees, business license fees, and additional real estate taxes. On balance, it is anticipated the proposed use will have a somewhat revenue positive impact for the municipal budget, when considered separate from the cost of transportation improvements. The pro rata share for Purcellville Gateway for a traffic signal might be viewed as 40%. If the cost of a traffic signal is estimated to be approximately \$700,000. Under this scenario, Purcellville Gateway’s pro rata share might be approximately \$280,000.

**MOTION(S):**

I move the Planning Commission recommend to Town Council **PCA17-01 Purcellville Gateway**, a request by NSHE Fool Hollow Lake, LLC for a proffer condition amendment to the MC, Mixed Commercial District and R-3, Duplex Residential District conditional zoning (i.e. proffers) and concept plan as approved through RZ06-01, in order to accommodate a proposed child care center, for properties within the Purcellville Gateway Shopping Center development, to be approved subject to the submitted proffer statement and concept development plan.

Alternatively:

I move the Planning Commission recommend to Town Council **PCA17-01 Purcellville Gateway**, a request by NSHE Fool Hollow Lake, LLC for a proffer condition amendment to the MC, Mixed Commercial District and R-3, Duplex Residential District conditional zoning (i.e. proffers) and concept plan as approved through RZ06-01, in order to accommodate a proposed child care center, for properties within the Purcellville Gateway Shopping Center development, be denied due to the following findings: \_\_\_\_\_

Alternatively:

I move the Planning Commission recommend to Town Council **PCA17-01 Purcellville Gateway**, a request by NSHE Fool Hollow Lake, LLC for a proffer condition amendment to the MC, Mixed Commercial District and R-3, Duplex Residential District conditional zoning (i.e. proffers) and concept plan as approved through RZ06-01, in order to accommodate a proposed child care center, for properties within the Purcellville Gateway Shopping Center development, to be approved subject to the following condition(s) an *alternative motion*.

**ATTACHMENT(S):**

1. Proffer Statement, as revised through January 17, 2019
2. 11/05/2018 Letter from Erin Witt, Site Development Manager, Goddard Systems, Inc.
3. 12/03/2018 Purcellville Gateway Traffic Circulation Observations
4. 03/25/2019 Response Letter from Christine Gleckner

PURCELLVILLE GATEWAY  
RZ 17-01 PROFFER STATEMENT

August 10, 2018

September 4, 2018

January 17, 2019

NHSE Fool Hollow Lake, LLC, (hereinafter referred to as the "Owner"), owns the entirety of PIN 453-37-6106 ("PIN A") and the entirety of PIN 453-37-3441 ("PIN B"), both located entirely within the Town of Purcellville. The Owner seeks to establish a child care center on a portion of PIN A and on a portion of PIN B and, to that end, seeks a zoning map amendment to the portion of PIN B on which the child care center will be located, proposing to rezone such portion of PIN B from R-3 to MC. The property that is the subject of these proffered conditions is shown on Sheet 4 of 24 of the Purcellville Gateway Conceptual Development Plan as the "SUBJECT PROPERTY PORTION OF MCPI 453-37-3441 TO BE ZONED MC" and is hereinafter referred to as the "Property." Pursuant to Va. Code 15.2-2303 and Town Code Article 10, Section 6, the Owner, its successors and assigns, hereby voluntarily proffers that development of the Property shall be in substantial conformance with the conditions set forth in this Proffer Statement and with the Purcellville Gateway Conceptual Development Plan ("Plan") prepared by Urban, Ltd dated August 2017 and revised through May 30, 2018.

These proffers shall supplement the prior proffers approved pursuant to RZ 06-01, Purcellville Gateway, that have been approved for the Property.

1. DEVELOPMENT PLAN AND USE OF PROPERTY

The development of the Property shall be in substantial conformity with the Plan. Since the proposed concept plan depicts a lay-out for a child care center, the only use permitted on the Property shall be the proposed child care center use until such time as the proposed concept plan and these proffers are revised and approved by the Town of Purcellville for alternative uses included in the MC district.

2. SIDEWALKS

The Owner shall construct the five-foot shaded sidewalks shown on Sheet 6 of 24 of the Plan. The Owner shall complete all sidewalks prior to issuance of the occupancy permit for the childcare center.

3. TRANSPORTATION CONTRIBUTION

The Owner previously submitted a signal warrant study to VDOT, which found that a traffic signal on East Main Street at the entrance into the Purcellville Gateway Shopping Center was not warranted. In the interest of cooperation with the Town to solve any traffic problems which may arise, the Owner shall pay \$100,000 at the time of the issuance of the occupancy permit for the child care center towards the cost of the construction of a traffic signal at either the East Main Street entrance of the



Purcellville Gateway  
RZ 17-01 Proffer Statement

Purcellville Gateway Shopping Center or at the Berlin Turnpike/Eastgate Drive intersection or towards other transportation improvements within the Town of Purcellville. This proffer shall supersede proffer # 3.f in the proffers approved pursuant to RZ 06-01.

4. BOUNDARY ADJUSTMENT

The Owner shall submit a boundary line adjustment application to the Town to adjust the parcel boundary to match the zoning boundary proposed under RZ 17-01 concurrent with or prior to the site plan application for the childcare center. The boundary line adjustment shall be recorded prior to approval of the site plan application for the childcare center.

5. SIGNATORY

The undersigned hereby warrant that the Applicant and all Owners with a legal interest in the Property have signed this proffer statement, or have had it signed on their behalf by the undersigned with full authority to bind the Property to these conditions, and that the proffers are entered into voluntarily.

[SIGNATURES ON FOLLOWING PAGE]



NHSE Fool Hollow Lake, LLC

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_, to wit:

I, the undersigned, a Notary Public in and for the jurisdiction aforesaid, do hereby certify that \_\_\_\_\_, as \_\_\_\_\_ for NHSE Fool Hollow Lake, LLC, whose name is signed to the foregoing and hereunto annexed Proffer Statement, bearing the date of \_\_\_\_\_ and revised through \_\_\_\_\_ has this day acknowledged the same before me in the jurisdiction aforesaid.

\_\_\_\_\_ GIVEN under my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_, 20198.

My Commission Expires: \_\_\_\_\_

\_\_\_\_\_  
Notary Public

Notary Registration No.: \_\_\_\_\_





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Goddard Systems, Inc., 1016 West Ninth Avenue, King of Prussia, PA 19406 | 610-265-8510 • Fax: 610-265-8867 | GoddardSystems.com

November 5, 2018

Andrew Conlon  
Senior Planner  
Town of Purcellville, Virginia  
221 South Nursery Avenue  
Purcellville, VA 20132

RE: Goddard School

Dear Mr. Conlon,

In response your letter to Ms. Gleckner on October 26, 2018, Goddard Systems, Inc (GSI) has prepared the following responses to several comments.

Draft Conditions of Approval:

2. The applicant shall provide a minimum of 50 foot wide on-site buffer adjacent to the existing residential parcels served by Aldershot Place. This buffer shall be landscaped and may contain a fence or wall, as determined through a site plan.

GSI Response: We currently show a 50 setback/buffer from the property line to the playground fenceline for the school. We will work through the site plan process to determine the necessary plantings and if any additional screening is necessary.

3. The applicant shall provide a minimum of 50 foot wide on-site buffer adjacent to the future residential parcels served by Strathmore Drive. This buffer shall be landscape and may contain a fence or wall, as determined through a site plan.

GSI Response: We will work through the site plan process to determine the necessary buffer for this area.

Comments concerning the rezoning and proffer amendment applications:

2. There was some hesitation to confirm a specific maximum number of students. That number, whatever it is, should be memorialized.

GSI Response: The floor plan for this location indicates a student capacity of 140. This would be the maximum that would be permitted under Virginia State licensing.

3. Both the PC and staff have noted concerns with the safety issues presented by the close proximity of the parking lots (child care and Chick-Fil-a) to each other. Staff is not convinced that tire stops on the Chick-Fil-A side of the parking lot is an adequate safety measure. Staff would like to see a fence between the child

care center and the parking lot along the eastern border as well as the area bordering the wester Harris-Teeter parking lot. There should be no access to the offsite parking lots from the child care center. The addition of stop signs and raised crosswalks are certainly a welcome addition but they do fall short of what the PC had in mind and don't directly impact the Day Care Center's mobility issues.

GSI Response: We will show the fencing where requested and work through the site plan process to create a separation between the uses.

4. There should be some clarification as to the number of children on the outside playground at any given time. There should also be a schedule of playground use available for review. The number of children stated in the Statement of Justification is 75. Is this the final number?

GSI Response: Goddard Schools operate with a schedule of playground time for each class. By licensing regulations, child care centers are required to allow time daily for gross motor skill development, when the weather allows. Every Goddard has scheduled time per class on the playgrounds from 9am-1130am and 3-5pm. The infant room is taken out in multiple seat strollers for walks while the other classrooms are ambulatory and utilize the playground equipment. There would be 4 classrooms for each playground during those 2-hour time periods which gives each classroom two ½ hour blocks on the playgrounds. This is the standard across all Goddard Schools. During these ½ hour blocks the Preschool Playground will have a maximum of 20 children while the Infant/Toddler Playground will have a maximum of 16 children.

5. Please demonstrate how you will make sure that the maximum continuous noise level emanating from the playground remains below the maximum dBA level of 55 dBA measured at the property line.

GSI Response: Decibel levels of common sounds list Elementary School Playgrounds at 60-75dB. The Goddard School playground will have significantly fewer children on the playground than an elementary school playground and those levels are measured at 5' from the source. Acoustical engineers explain the dispersion of sound by employing the inverse square law which indicates that there is a change of 6 decibels each time you double the distance from the noise source. So from that if we measured at the extreme end of the 75dB at 5' from the source, the level at 50' from the source would be approximately 55dB. We would also be willing to install the privacy fence at the rear of the playgrounds and install a mix of evergreen and deciduous plant material to provide a vegetative screen along that property line.

If you have any questions or require additional information, please do not hesitate to contact me either via email or phone: [ewitt@goddardsystems.com](mailto:ewitt@goddardsystems.com) or 610-205-1847

Sincerely,

Erin Witt  
Site Development Manger  
Goddard Systems, Inc.

# WELLS + ASSOCIATES

## MEMORANDUM

With regard to traffic operations at the Gateway Entrance North/Parking Lot and Chick-fil-a entrance intersection, queues were observed to form but would dissipate within a minute, minute and a half of forming. The queues and slow moving traffic were the result of a stream of trips feed from the signalized intersection at Berlin Turnpike and Gateway Entrance North. These surges in traffic volumes are common with most intersections during peak hours. The heaviest traffic movements can be seen on the Saturday videos at the following time periods:

- 12:17 pm thru 12:18:30 pm
- 12:31 pm thru 12:32 pm
- 12:39:30 pm thru 12:40:30 pm
- 12:56 pm thru 12:57 pm

Of note, vehicles approaching the main intersection in the southbound direction, in many cases, do not stop at the stop bar or roll-through the intersection when no street vehicles are present. This is likely due to the absence of a stop sign at the intersection and no perceived need to stop by motorist. When side street volumes exist, the southbound movement tends to queue at a greater degree when vehicles stop to allow the assignment of right-of-way to the other movements at the intersection.

The roll-through operation, however, does help to dissipate queues from forming. This condition is not uncommon at shopping centers where signs are provided for side street movements that indicate "Incoming Traffic Does Not Stop" to prevent inbound traffic from queueing into the public street or in this case the Chick-fil-a entrance. This type of sign installation might be an alternative to the proposed installation should the duration of the queues become longer over the peak hour.

### BERLIN TURNPIKE AND EAST GATE DRIVE PROJECT TRIPS

A review of the number of project trips at the Berlin Turnpike and East Gate Drive- Patrick Henry Circle intersection has been completed to provide a basis for traffic signal contributions proposed at the intersection in lieu of the potential of no contribution at the Main Street and Gateway Entrance South intersection.

As background, a traffic signal was proffered at the intersection of Main Street and Gateway Entrance South, if warranted by the Virginia Department of Transportation. A signal warrant study was completed a number of years ago and found the intersection would not warrant the installation of a traffic signal.

# WELLS + ASSOCIATES

## MEMORANDUM

The traffic study recently completed for Purcellville Gateway also suggests the intersection is not likely to warrant a traffic signal with the center's expansion. In addition, the intersection's location with respect to the Berlin Turnpike and Main Street roundabout is 500 -feet (center to center) which would not meet VDOT's traffic control spacing criteria, requiring an Access Management Exception (AME). Given the above and without a AME from VDOT, it is unlikely a signal will ever be warranted at the Gateway Entrance South intersection.

The greatest number of Purcellville Gateway trips traveling through the Berlin Turnpike and East Gate Drive intersection occurs during the PM Peak hour and is approximately 330 trips (existing plus proposed) when pass-by trips are factored to shopping center trips. Pass-by trips are trips already on the roadway network and drop in and out of the center before proceeding to their designation. The pass-by rate used is 36% and is based on Institute of Transportation Engineers (ITE) studies.

The 2029 Total Future intersection forecast is 2,359 trips as shown in the March 2, 2018, Wells + Associates' Purcellville Gateway TIS and includes background traffic volumes and site traffic forecasts. The background traffic volumes include growth in existing traffic, Catoctin Corner trips, the Purcellville Gateway Bank (SunTrust), and anticipated growth in Patrick Henry College Students. Given these traffic estimates, the Purcellville Gateway trips make up 14% of the total intersection volume.

The cost to install a new traffic signal in Loudoun County is approximately \$400,000 dollars and is a common value used with proffers provided for Loudoun County projects. The proposed contribution from Purcellville Gateway in lieu of a traffic signal at the Main Street and Gateway Entrance South intersection is \$100,000 dollars or 25% of a new traffic signal's construction cost. The proposed contribution is 50% more than the project's impact to the intersection and therefore would provide a significant community benefit to the Town.

# WELLS + ASSOCIATES

## MEMORANDUM

### CONCLUSION

The conclusions of this memorandum are provided as follows:

- The Purcellville Gateway Shopping Center traffic circulation patterns operate efficiently and the proposed traffic control measures would reinforce traffic operations at the Gateway Entrance North/Parking Lot and the Gateway Entrance/Starbucks intersections.
- An alternative traffic control measure may be considered where the Gateway Entrance North/Parking Lot intersection's southbound movement does not stop and side street movements are provided "Incoming Traffic Does Not Stop" signs. This measure would assist in dissipating southbound queues that may form near the Chick-fil-a entrance.
- Existing and Proposed Purcellville Gateway trips make up 14% of the total intersection volume at the Berlin Turnpike and East Gate intersection. The proposed contribution is in lieu of a traffic signal at the Main Street and Gateway Entrance South intersection. The \$100,000-dollar contribution is 25% of the cost of a new traffic signal and would provide a significant community benefit to the Town.

Attachments:

Table A - Gateway Entrance North and Parking Lot  
Traffic Volume Summary and Comparison

- Traffic Count Sheets

**Table A**

**Purcellville Gateway Center**

Gateway Entrance North & Parking Lot  
Traffic Volume Summary and Comparison

Movement	Thursday May 18, 2017		Saturday November 17, 2018		Tuesday November 20, 2018		Comparison 2017 vs. Sat. 2018		Comparison 2017 vs. Tue. 2018 PM			
	PM Peak (4:00 PM - 5:00 PM)	Percent <sup>1</sup>	Midday Peak (12:00 PM - 1:00 PM)	Percent <sup>1</sup>	Midday Peak (12:00 PM - 1:00 PM)	Percent <sup>1</sup>	PM Peak (4:30 PM - 5:30 PM)	Volume	Percent <sup>1</sup>	Difference	Percent <sup>2</sup>	
SBR	104		116		104		102		12		-2	
SBT	113		214		145		145		101		32	
SBL	28		24		25		12		-4		-16	
<b>Subtotal</b>	<b>245</b>	<b>47%</b>	<b>354</b>	<b>49%</b>	<b>274</b>	<b>49%</b>	<b>259</b>	<b>46%</b>	<b>109</b>	<b>44%</b>	<b>14</b>	<b>6%</b>
WBR	40		84		36		41		44		1	
WBT	4		12		13		7		8		3	
WBL	2		14		2		6		12		4	
<b>Subtotal</b>	<b>46</b>	<b>9%</b>	<b>110</b>	<b>15%</b>	<b>51</b>	<b>9%</b>	<b>54</b>	<b>10%</b>	<b>64</b>	<b>139%</b>	<b>8</b>	<b>17%</b>
NBR	0		19		3		2		19		2	
NBT	145		135		153		135		-10		-10	
NBL	1		6		2		6		5		5	
<b>Subtotal</b>	<b>146</b>	<b>28%</b>	<b>160</b>	<b>22%</b>	<b>158</b>	<b>28%</b>	<b>143</b>	<b>25%</b>	<b>14</b>	<b>10%</b>	<b>-3</b>	<b>-2%</b>
EBR	4		6		5		4		2		0	
EBT	2		4		6		4		2		2	
EBL	81		84		65		98		3		17	
<b>Subtotal</b>	<b>87</b>	<b>17%</b>	<b>94</b>	<b>13%</b>	<b>76</b>	<b>14%</b>	<b>106</b>	<b>19%</b>	<b>7</b>	<b>8%</b>	<b>19</b>	<b>22%</b>
<b>Total</b>	<b>524</b>		<b>718</b>		<b>559</b>		<b>562</b>		<b>194</b>	<b>37%</b>	<b>38</b>	<b>7%</b>

Notes:

1. Percent of Total Intersection Volume.
2. Percent Change of Approach/Total Volumes

# Wells + Associates, Inc.

McLean, Virginia

## Turning Movement Count - All Vehicles

<b>PROJECT:</b> Purcellville Gateway <b>W+A JOB NO:</b> 6794 <b>INTERSECTION:</b> Gateway Entrance North <b>LOCATION:</b> Loudoun County,VA	<b>DATE:</b> 5/18/2017 <b>DAY:</b> Thursday <b>WEATHER:</b> clear <b>COUNTED BY:</b> Amela <b>INPUTED BY:</b> agan	<b>SOUTHBOUND ROAD:</b> Gateway Entrance North <b>NORTHBOUND ROAD:</b> Gateway Entrance North <b>WESTBOUND ROAD:</b> Parking Lot <b>EASTBOUND ROAD:</b> Parking Lot
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Time Period	Southbound Gateway Entrance North					Westbound Parking Lot					Northbound Gateway Entrance North					Eastbound Parking Lot					North & South	East & West	Total
	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF			
<b>AM 15 Minute Volumes</b>																							
6:00 AM - 6:15 AM	3	6	1	10		4	0	0	4		0	10	1	11		1	0	1	2		21	6	27
6:15 AM - 6:30 AM	4	7	1	12		3	0	0	3		0	6	0	6		0	0	2	2		18	5	23
6:30 AM - 6:45 AM	4	10	3	17		8	0	0	8		0	7	0	7		0	0	1	1		24	9	33
6:45 AM - 7:00 AM	12	14	2	28		9	0	0	9		0	7	0	7		0	0	3	3		35	12	47
7:00 AM - 7:15 AM	9	18	4	31		8	0	0	8		0	10	0	10		0	0	5	5		41	13	54
7:15 AM - 7:30 AM	6	26	2	34		15	0	0	15		0	12	0	12		0	0	6	6		46	21	67
7:30 AM - 7:45 AM	16	21	1	38		11	0	0	11		0	19	0	19		0	0	6	6		57	17	74
7:45 AM - 8:00 AM	14	20	3	37		12	1	0	13		0	21	0	21		0	0	10	10		58	23	81
8:00 AM - 8:15 AM	16	24	3	43		13	0	0	13		0	18	0	18		0	0	9	9		61	22	83
8:15 AM - 8:30 AM	9	22	4	35		11	0	0	11		0	18	0	18		0	0	10	10		53	21	74
8:30 AM - 8:45 AM	21	30	3	54		10	0	0	10		0	19	0	19		0	0	14	14		73	24	97
8:45 AM - 9:00 AM	19	35	2	56		10	0	0	10		0	19	0	19		0	0	16	16		75	26	101
<b>Total</b>	<b>133</b>	<b>233</b>	<b>29</b>	<b>395</b>		<b>114</b>	<b>1</b>	<b>0</b>	<b>115</b>		<b>0</b>	<b>166</b>	<b>1</b>	<b>167</b>		<b>1</b>	<b>0</b>	<b>83</b>	<b>84</b>		<b>562</b>	<b>199</b>	<b>761</b>
<b>AM One Hour Volumes</b>																							
6:00 AM - 7:00 AM	23	37	7	67	0.60	24	0	0	24	0.67	0	30	1	31	0.70	1	0	7	8	0.67	98	32	130
6:15 AM - 7:15 AM	29	49	10	88	0.71	28	0	0	28	0.78	0	30	0	30	0.75	0	0	11	11	0.55	118	39	157
6:30 AM - 7:30 AM	31	68	11	110	0.81	40	0	0	40	0.67	0	36	0	36	0.75	0	0	15	15	0.63	146	55	201
6:45 AM - 7:45 AM	43	79	9	131	0.86	43	0	0	43	0.72	0	48	0	48	0.63	0	0	20	20	0.83	179	63	242
7:00 AM - 8:00 AM	45	85	10	140	0.92	46	1	0	47	0.78	0	62	0	62	0.74	0	0	27	27	0.68	202	74	276
7:15 AM - 8:15 AM	52	91	9	152	0.88	51	1	0	52	0.87	0	70	0	70	0.83	0	0	31	31	0.78	222	83	305
7:30 AM - 8:30 AM	55	87	11	153	0.89	47	1	0	48	0.92	0	76	0	76	0.90	0	0	35	35	0.88	229	83	312
7:45 AM - 8:45 AM	60	96	13	169	0.78	46	1	0	47	0.90	0	76	0	76	0.90	0	0	43	43	0.77	245	90	335
8:00 AM - 9:00 AM	65	111	12	188	0.84	44	0	0	44	0.85	0	74	0	74	0.97	0	0	49	49	0.77	262	93	355
<b>PM 15 Minute Volumes</b>																							
4:00 PM - 4:15 PM	28	33	4	65		8	3	0	11		0	36	1	37		2	0	23	25		102	36	138
4:15 PM - 4:30 PM	24	23	6	53		9	0	0	9		0	39	0	39		1	1	20	22		92	31	123
4:30 PM - 4:45 PM	30	30	11	71		7	0	1	8		0	33	0	33		1	1	23	25		104	33	137
4:45 PM - 5:00 PM	22	27	7	56		16	1	1	18		0	37	0	37		0	0	15	15		93	33	126
5:00 PM - 5:15 PM	24	32	5	61		10	0	0	10		0	30	1	31		4	2	21	27		92	37	129
5:15 PM - 5:30 PM	29	25	4	58		8	2	0	10		1	33	0	34		0	0	12	12		92	22	114
5:30 PM - 5:45 PM	19	32	2	53		12	2	0	14		0	31	0	31		0	0	15	15		84	29	113
5:45 PM - 6:00 PM	28	19	7	54		5	0	0	5		1	29	1	31		1	0	13	14		85	19	104
6:00 PM - 6:15 PM	24	33	4	61		9	1	0	10		0	39	1	40		0	0	24	24		101	34	135
6:15 PM - 6:30 PM	20	32	4	56		13	1	1	15		1	32	0	33		0	1	18	19		89	34	123
6:30 PM - 6:45 PM	37	29	2	68		10	1	0	11		0	43	0	43		1	0	9	10		111	21	132
6:45 PM - 7:00 PM	26	27	5	58		6	1	0	7		1	29	0	30		0	0	22	22		88	29	117
<b>Total</b>	<b>311</b>	<b>342</b>	<b>61</b>	<b>714</b>		<b>113</b>	<b>12</b>	<b>3</b>	<b>128</b>		<b>4</b>	<b>411</b>	<b>4</b>	<b>419</b>		<b>10</b>	<b>5</b>	<b>215</b>	<b>230</b>		<b>1133</b>	<b>358</b>	<b>1491</b>
<b>PM One Hour Volumes</b>																							
4:00 PM - 5:00 PM	104	113	28	245	0.86	40	4	2	46	0.64	0	145	1	146	0.94	4	2	81	87	0.87	391	133	524
4:15 PM - 5:15 PM	100	112	29	241	0.85	42	1	2	45	0.63	0	139	1	140	0.90	6	4	79	89	0.82	381	134	515
4:30 PM - 5:30 PM	105	114	27	246	0.87	41	3	2	46	0.64	1	133	1	135	0.91	5	3	71	79	0.73	381	125	506
4:45 PM - 5:45 PM	94	116	18	228	0.93	46	5	1	52	0.72	1	131	1	133	0.90	4	2	63	69	0.64	361	121	482
5:00 PM - 6:00 PM	100	108	18	226	0.93	35	4	0	39	0.70	2	123	2	127	0.93	5	2	61	68	0.63	353	107	460
5:15 PM - 6:15 PM	100	109	17	226	0.93	34	5	0	39	0.70	2	132	2	136	0.85	1	0	64	65	0.68	362	104	466
5:30 PM - 6:30 PM	91	116	17	224	0.92	39	4	1	44	0.73	2	131	2	135	0.84	1	1	70	72	0.75	359	116	475
5:45 PM - 6:45 PM	109	113	17	239	0.88	37	3	1	41	0.68	2	143	2	147	0.85	2	1	64	67	0.70	386	108	494
6:00 PM - 7:00 PM	107	121	15	243	0.89	38	4	1	43	0.72	2	143	1	146	0.85	1	1	73	75	0.78	389	118	507

# Wells + Associates, Inc.

McLean, Virginia

## Turning Movement Count - All Vehicles

<b>PROJECT:</b> Purcellville Gateway Residential <b>W+A JOB NO:</b> 6794 <b>INTERSECTION:</b> North Entr. & Parking Lot <b>LOCATION:</b> Loudoun County	<b>DATE:</b> 11/17/2018 <b>DAY:</b> Saturday <b>WEATHER:</b> clear <b>COUNTED BY:</b> Majda <b>INPUTED BY:</b> agan	<b>SOUTHBOUND ROAD:</b> North Entrance <b>NORTHBOUND ROAD:</b> Parking Lot <b>WESTBOUND ROAD:</b> Parking Lot <b>EASTBOUND ROAD:</b> Parking Lot
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Time Period	Southbound North Entrance					Westbound Parking Lot					Northbound Parking Lot					Eastbound Parking Lot					North & South	East & West	Total
	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF			
<b>AM 15 Minute Volumes</b>																							
11:00 AM - 11:15 AM	24	39	5	68		23	3	0	26		2	16	1	19		1	0	15	16		87	42	129
11:15 AM - 11:30 AM	25	40	6	71		23	3	2	28		0	33	0	33		0	2	20	22		104	50	154
11:30 AM - 11:45 AM	18	50	6	74		22	1	0	23		1	23	1	25		0	1	15	16		99	39	138
11:45 AM - 12:00 PM	9	38	9	56		22	6	2	30		0	33	1	34		0	0	13	13		90	43	133
12:00 PM - 12:15 PM	23	67	10	100		19	2	4	25		1	26	2	29		1	0	15	16		129	41	170
12:15 PM - 12:30 PM	27	49	4	80		23	1	0	24		4	33	1	38		0	2	16	18		118	42	160
12:30 PM - 12:45 PM	28	48	6	82		14	2	3	19		12	42	3	57		2	1	25	28		139	47	186
12:45 PM - 1:00 PM	38	50	4	92		28	7	7	42		2	34	0	36		3	1	28	32		128	74	202
1:00 PM - 1:15 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:15 PM - 1:30 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:30 PM - 1:45 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:45 PM - 2:00 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
<b>Total</b>	<b>192</b>	<b>381</b>	<b>50</b>	<b>623</b>		<b>174</b>	<b>25</b>	<b>18</b>	<b>217</b>		<b>22</b>	<b>240</b>	<b>9</b>	<b>271</b>		<b>7</b>	<b>7</b>	<b>147</b>	<b>161</b>		<b>894</b>	<b>378</b>	<b>1272</b>
<b>AM One Hour Volumes</b>																							
11:00 AM - 12:00 PM	76	167	26	269	0.91	90	13	4	107	0.89	3	105	3	111	0.82	1	3	63	67	0.76	380	174	554
11:15 AM - 12:15 PM	75	195	31	301	0.75	86	12	8	106	0.88	2	115	4	121	0.89	1	3	63	67	0.76	422	173	595
11:30 AM - 12:30 PM	77	204	29	310	0.78	86	10	6	102	0.85	6	115	5	126	0.83	1	3	59	63	0.88	436	165	601
11:45 AM - 12:45 PM	87	202	29	318	0.80	78	11	9	98	0.82	17	134	7	158	0.69	3	3	69	75	0.67	476	173	649
12:00 PM - 1:00 PM	116	214	24	354	0.89	84	12	14	110	0.65	19	135	6	160	0.70	6	4	84	94	0.73	514	204	718
12:15 PM - 1:15 PM	93	147	14	254	0.69	65	10	10	85	0.51	18	109	4	131	0.57	5	4	69	78	0.61	385	163	548
12:30 PM - 1:30 PM	66	98	10	174	0.47	42	9	10	61	0.36	14	76	3	93	0.41	5	2	53	60	0.47	267	121	388
12:45 PM - 1:45 PM	38	50	4	92	0.25	28	7	7	42	0.25	2	34	0	36	0.25	3	1	28	32	0.25	128	74	202
1:00 PM - 2:00 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
<b>PM 15 Minute Volumes</b>																							
4:00 PM - 4:15 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
4:15 PM - 4:30 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
4:30 PM - 4:45 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
4:45 PM - 5:00 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
5:00 PM - 5:15 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
5:15 PM - 5:30 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
5:30 PM - 5:45 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
5:45 PM - 6:00 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:00 PM - 6:15 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:15 PM - 6:30 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:30 PM - 6:45 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:45 PM - 7:00 PM	0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>
<b>PM One Hour Volumes</b>																							
4:00 PM - 5:00 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
4:15 PM - 5:15 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
4:30 PM - 5:30 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
4:45 PM - 5:45 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
5:00 PM - 6:00 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
5:15 PM - 6:15 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
5:30 PM - 6:30 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
5:45 PM - 6:45 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
6:00 PM - 7:00 PM	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0

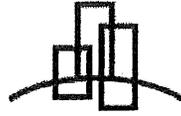
# Wells + Associates, Inc.

McLean, Virginia

## Turning Movement Count - All Vehicles

Time Period		Southbound North Entrance					Westbound Parking Lot					Northbound Parking Lot					Eastbound Parking Lot					North & South	East & West	Total
		Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF			
<b>AM 15 Minute Volumes</b>																								
11:00 AM - 11:15 AM		19	22	6	47		9	1	0	10		0	17	0	17		0	0	17	17		64	27	91
11:15 AM - 11:30 AM		25	29	4	58		23	6	0	29		0	27	0	27		1	1	11	13		85	42	127
11:30 AM - 11:45 AM		26	27	6	59		12	4	1	17		0	31	0	31		1	2	17	20		90	37	127
11:45 AM - 12:00 PM		10	35	4	49		16	3	1	20		4	29	1	34		0	2	18	20		83	40	123
12:00 PM - 12:15 PM		15	34	6	55		13	5	0	18		1	30	0	31		0	2	22	24		86	42	128
12:15 PM - 12:30 PM		31	36	8	75		9	3	0	12		1	37	1	39		3	2	18	23		114	35	149
12:30 PM - 12:45 PM		28	42	5	75		7	3	2	12		1	44	0	45		1	2	19	22		120	34	154
12:45 PM - 1:00 PM		30	33	6	69		7	2	0	9		0	42	1	43		1	0	6	7		112	16	128
1:00 PM - 1:15 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:15 PM - 1:30 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:30 PM - 1:45 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:45 PM - 2:00 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
<b>Total</b>		184	258	45	487		96	27	4	127		7	257	3	267		7	11	128	146		754	273	1027
<b>AM One Hour Volumes</b>																								
11:00 AM - 12:00 PM		80	113	20	213	0.90	60	14	2	76	0.66	4	104	1	109	0.80	2	5	63	70	0.88	322	146	468
11:15 AM - 12:15 PM		76	125	20	221	0.94	64	18	2	84	0.72	5	117	1	123	0.90	2	7	68	77	0.80	344	161	505
11:30 AM - 12:30 PM		82	132	24	238	0.79	50	15	2	67	0.84	6	127	2	135	0.87	4	8	75	87	0.91	373	154	527
11:45 AM - 12:45 PM		84	147	23	254	0.85	45	14	3	62	0.78	7	140	2	149	0.83	4	8	77	89	0.93	403	151	554
<b>12:00 PM - 1:00 PM</b>		<b>104</b>	<b>145</b>	<b>25</b>	<b>274</b>	<b>0.91</b>	<b>36</b>	<b>13</b>	<b>2</b>	<b>51</b>	<b>0.71</b>	<b>3</b>	<b>153</b>	<b>2</b>	<b>158</b>	<b>0.88</b>	<b>5</b>	<b>6</b>	<b>65</b>	<b>76</b>	<b>0.79</b>	<b>432</b>	<b>127</b>	<b>559</b>
12:15 PM - 1:15 PM		89	111	19	219	0.73	23	8	2	33	0.69	2	123	2	127	0.71	5	4	43	52	0.57	346	85	431
12:30 PM - 1:30 PM		58	75	11	144	0.48	14	5	2	21	0.44	1	86	1	88	0.49	2	2	25	29	0.33	232	50	282
12:45 PM - 1:45 PM		30	33	6	69	0.25	7	2	0	9	0.25	0	42	1	43	0.25	1	0	6	7	0.25	112	16	128
1:00 PM - 2:00 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
<b>PM 15 Minute Volumes</b>																								
4:00 PM - 4:15 PM		24	38	4	66		18	1	0	19		0	30	1	31		1	0	31	32		97	51	148
4:15 PM - 4:30 PM		21	33	8	62		10	2	1	13		2	17	0	19		1	2	22	25		81	38	119
4:30 PM - 4:45 PM		29	40	4	73		19	3	2	24		0	32	2	34		0	2	26	28		107	52	159
4:45 PM - 5:00 PM		23	39	0	62		4	0	0	4		0	31	1	32		2	1	26	29		94	33	127
5:00 PM - 5:15 PM		23	39	3	65		8	0	2	10		2	39	2	43		2	0	19	21		108	31	139
5:15 PM - 5:30 PM		27	27	5	59		10	4	2	16		0	33	1	34		0	1	27	28		93	44	137
5:30 PM - 5:45 PM		21	33	7	61		11	1	0	12		0	24	2	26		2	1	26	29		87	41	128
5:45 PM - 6:00 PM		28	26	7	61		11	3	0	14		0	31	3	34		0	1	28	29		95	43	138
6:00 PM - 6:15 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:15 PM - 6:30 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:30 PM - 6:45 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:45 PM - 7:00 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
<b>Total</b>		196	275	38	509		91	14	7	112		4	237	12	253		8	8	205	221		762	333	1095
<b>PM One Hour Volumes</b>																								
4:00 PM - 5:00 PM		97	150	16	263	0.90	51	6	3	60	0.63	2	110	4	116	0.85	4	5	105	114	0.89	379	174	553
4:15 PM - 5:15 PM		96	151	15	262	0.90	41	5	5	51	0.53	4	119	5	128	0.74	5	5	93	103	0.89	390	154	544
<b>4:30 PM - 5:30 PM</b>		<b>102</b>	<b>145</b>	<b>12</b>	<b>259</b>	<b>0.89</b>	<b>41</b>	<b>7</b>	<b>6</b>	<b>54</b>	<b>0.56</b>	<b>2</b>	<b>135</b>	<b>6</b>	<b>143</b>	<b>0.83</b>	<b>4</b>	<b>4</b>	<b>98</b>	<b>106</b>	<b>0.91</b>	<b>402</b>	<b>160</b>	<b>562</b>
4:45 PM - 5:45 PM		94	138	15	247	0.95	33	5	4	42	0.66	2	127	6	135	0.78	6	3	98	107	0.92	382	149	531
5:00 PM - 6:00 PM		99	125	22	246	0.95	40	8	4	52	0.81	2	127	8	137	0.80	4	3	100	107	0.92	383	159	542
5:15 PM - 6:15 PM		76	86	19	181	0.74	32	8	2	42	0.66	0	88	6	94	0.69	2	3	81	86	0.74	275	128	403
5:30 PM - 6:30 PM		49	59	14	122	0.50	22	4	0	26	0.46	0	55	5	60	0.44	2	2	54	58	0.50	182	84	266
5:45 PM - 6:45 PM		28	26	7	61	0.25	11	3	0	14	0.25	0	31	3	34	0.25	0	1	28	29	0.25	95	43	138
6:00 PM - 7:00 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0





WALSH COLUCCI  
LUBELEY & WALSH PC

Christine Gleckner, AICP  
Land Use Planner  
(571) 209-5776  
cgleckner@thelandlawyers.com

March 25, 2019

**Via Electronic Delivery**

Andrew Conlon, Planner  
Purcellville Department of Community Development  
221 S. Nursery Avenue  
Purcellville, VA 20132

Re: RZ17-01, PCA17-01 and SUP17-03 – Purcellville Gateway

Dear Andy:

This letter addresses and provides you with a written response to the comments received from citizens attending the community input session. For your convenience, each of the comments are stated below and the Applicant's responses follow in bold italics.

1. Please confirm that the proposal is for a new parcel to be subdivided in order for the daycare center to occupy a separate lot. Furthermore, please confirm it is the intention that ownership of this separate lot be transferred to an entity other than NSHE Fool Hollow Lake, LLC.

***Applicant Response: The applicant confirms that the day care center parcel will be subdivided from the shopping center parcel with title transferred to the operator of the child care center. In fact, the applicant held a pre-application conference with town staff for the prospective child care center parcel and was advised at that time to wait for the zoning application to be completed before filing the subdivision application.***

2. In regards to the neighbor's suggestion that a sound attenuation wall be built on the property line, Patrick Sullivan has stated that such a wall could not exceed seven feet in height. Even without considering the cost of such a wall, staff acknowledges the height would probably not be enough for it to be a significant improvement over the existing privacy fence.

***Applicant Response: The applicant agrees with staff's assessment of the sound wall. The applicant will include a privacy fence surrounding the outdoor play area and is enhancing the landscaping between the play area fence and the fence along the property line.***

ATTORNEYS AT LAW

703 737 3633 | WWW.THELANDLAWYERS.COM  
1 E. MARKET STREET | SUITE 300 | LEESBURG, VA 20176-3014

ARLINGTON 703 528 4700 | WOODBRIDGE 703 680 4664

3. Please confirm the proposal is that there be no food service provided by the daycare center.

**Applicant Response: *The day care center will not provide food service. The children will eat food provided by their parents.***

4. Please be prepared to address the location of a dumpster pad and enclosure in the daycare center parking lot. Although we understand that it would be subject to final engineering, we would like to see that the truck turning movements are being conceptually considered at his point in time.

**Applicant Response: *The applicant will provide a graphic of the dumpster pad location with truck turning movements at the planning commission meeting.***

5. Please confirm that the functioning of the bus stop will not conflict with the vehicular entrance and exit to the daycare center parking lot.

**Applicant Response: *The bus stop potentially could affect the vehicular entrance if bus service ever is provided to the shopping center. Currently there is no bus route serving this bus stop. The current Purcellville bus service provides service once an hour at each stop on its route, and the busses only stop if a passenger is entering or exiting the bus. Therefore, there will be no traffic interference with the current Purcellville bus routes and minimal interference should the current bus service provide a route to serve the shopping center.***

6. Comments that were made at the Community Input Session regarding what might be built "by-right" on this site, if a daycare center is not approved. Please be aware that any further development of the Purcellville Gateway property must be found to be in conformance with the concept development plan approved through proffered rezoning RZ06-01, or an amendment would be required.

**Applicant Response: *The applicant understands that any "by-right" use must be in conformance with the concept development plan approved through RZ06-01.***

Sincerely,

WALSH, COLUCCI, LUBELEY & WALSH, P.C.

  
Christine Gleckner, AICP  
Land Use Planner

cc: Philip Bishop, ECHO Realty

# WELLS + ASSOCIATES

## MEMORANDUM



1420 Spring Hill Road,  
Suite 610,  
Tysons, VA 22102  
703-917-6620  
WellsandAssociates.com

TO: Philip A. Bishop

FROM: Christopher Turnbull

COPY: Purcellville Gateway Team

RE: Purcellville Gateway Traffic Circulation Observations

DATE: December 3, 2018

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### INTRODUCTION

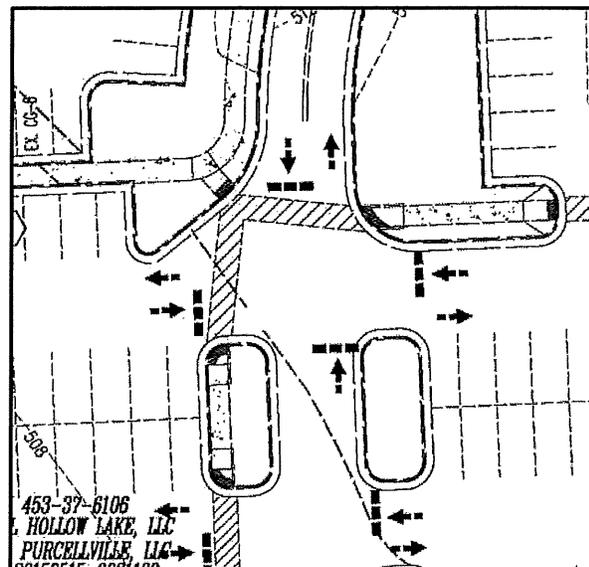
This memorandum provides a review of traffic circulation patterns within the Purcellville Gateway Shopping Center located in the Town of Purcellville, Virginia. The traffic circulation observations were completed using video recordings over multiple hours on Saturday, November 17<sup>th</sup>, 2018 and Tuesday, November 20<sup>th</sup>, 2018. The video recordings were completed to assist in capturing peak traffic conditions and traffic volume data.

The focus of the observations was the center's main driveway (Gateway Entrance North) at its intersection with the center's first parking isles and the Chick-fil-a entrance.

This memorandum also reviews the number of project trips at the Berlin Turnpike and East Gate Drive- Patrick Henry Circle intersection as a basis for traffic signal contributions the project has offered.

### DATA COLLECTION

Four (4) video recording devices were deployed within the shopping center on Saturday, November 17<sup>th</sup> and Tuesday, November 20<sup>th</sup>, 2018. The main observations included the Gateway Entrance North and Parking Lot intersection and the Chick-fil-a entrance. The Gateway Entrance North and Parking Lot intersection is an all-way, stopped controlled intersection and the Chick-fil-a entrance is side street stop controlled.



# WELLS + ASSOCIATES

## MEMORANDUM

The other three video locations were positioned to view the drive isle at the Starbucks and general parking field views near SunTrust Bank and toward Harris Teeter. The video camera's recorded traffic conditions within the center the weekend prior to, and the week of Thanksgiving which is considered to represent seasonally higher traffic volumes than a typical time periods.

Peak period traffic conditions were observed and recorded for the Gateway Entrance North and Parking Lot intersection. The resulting peak period traffic counts for Saturday and Tuesday are provided in Attachment I and peak hour volumes summarized on Table A.

Table A also includes the PM peak hour traffic counts collected on May 18, 2017 which was used with the project's traffic study and provided for comparison to a typical condition.

The table shows that the May 18, 2017 PM peak hour traffic count at the study intersection had a total intersection volume of 524 trips with the southbound approach carrying 245 trips or 47%, of the total intersection volumes. The May 2017 traffic count occurred during the weekday and considered a typical, average day.

The table also shows the recent November 2018 Saturday midday, the Tuesday midday and PM peak traffic counts at the study intersection. The Saturday midday traffic count was the highest reviewed with a total intersection volume of 718 trips, an increase of 194 trips or 37% when compared to the average PM peak hour condition. The Tuesday midday and PM peak hour intersection volumes were 559 and 562 trips, respectively. In comparison, the Tuesday 2018 PM peak hour total traffic counts were 38 trips higher or a 7% increase when compared to the May 2017 traffic counts.

### OBSERVATIONS

A review of the Saturday, November 2018 midday traffic conditions was completed given this time period had the highest activity for the study intersection and presumably, for the center. Overall the center operates efficiently, and proposed traffic control measures would reinforce traffic operations with the installation of stops signs at the main internal intersections, Gateway Entrance North/Parking Lot intersection and the Gateway Entrance/Starbucks intersection.



**PLANNING COMMISSION**  
**STAFF REPORT**  
**INFORMATION ITEM**

Item # 9 b

**SUBJECT:** RZA 17-01 Purcellville Gateway

**DATE OF MEETING:** April 4, 2019

**STAFF CONTACTS:** Andrew Conlon, Senior Planner  
Patrick Sullivan AICP, CED, Community Development Director

---

**SUMMARY and RECOMMENDATIONS:**

**RZA17-01 Purcellville Gateway.** NSHE Fool Hollow Lake, LLC requests a **conditional zoning map amendment** from proffered R-3, Duplex Residential District to a proposed proffered MC, Mixed Commercial District, for a .81 acre portion of an approximately three acre future residential use parcel within the Purcellville Gateway Shopping Center development, further identified as Loudoun County Parcel Identification Number 453-37-3441, and located in the northwest quadrant of the intersection E Main Street and Berlin Turnpike, at 105 Purcellville Gateway Drive. The requested rezoning is to accommodate a proposed child care center, and has the effect of enlarging the mixed use commercial area, and reducing the residential area.

This staff report will focus on the specific area of the proposed child care center, whereas a separate staff report for the proffer amendments will focus on the entire Purcellville Gateway development.

In making a recommendation, staff believes the level of intensity depicted in the approved concept development plan has been fulfilled, and no expansion of the commercial uses was contemplated or is required. Staff also acknowledges the significant number of neighboring property owners who have voiced concerns about existing and proposed conditions, as well as a general perception of congestion within the development. However, if the Planning Commission should wish to recommend to Town Council that the commercial uses of this shopping center be expanded, staff finds the applicant has adequately addressed issues raised.

**BACKGROUND:**

The Purcellville Gateway project was initially approved through the conditional zoning map amendment RZ06-01. The rezoning and associated applications, have allowed 101,586 square feet of mixed commercial uses within the shopping center development. This previous action involved a single application (RZ06-01) which changed the previous zoning of the property, and created a new “proffered” zoning designation.

A pair of interrelated applications are currently under consideration. These two applications are a proffer condition amendment PCA17-01 Purcellville Gateway to amend a previously approved conditional zoning (proffers), and the subject zoning map amendment RZ17-01 Purcellville Gateway, which seeks to rezone a portion of the residentially zoned property to a commercial designation. The proffer condition application is addressed in a separate staff report. If these two applications are approved, the applicant then intends to file subdivision, site plan, and construction plan applications for the development of the site.

A third related application, SUP17-03 Purcellville Gateway, a requested special use permit to allow development of a maximum 10,000 square foot expansion to the existing 53,112 square foot Harris Teeter grocery building, was withdrawn through a January 18, 2019 letter from the applicant.

The applicant made a presentation as a “discussion item” at the August 2, 2018 Planning Commission meeting. Planning Commissioners expressed concerns regarding vehicular traffic circulation within the shopping center, and the safety of pedestrians during drop off and/or pick up. The application was then considered by the Planning Commission at a public hearing conducted on October 18, 2018. The application was considered again by the Planning Commission again on January 31, 2019. Upon the Planning Commission’s recommendation, the applicant held a public input session on March 6, 2019.

It is noted that the original proffer statement associated with RZ06-01 Purcellville Gateway, remains in full force and effect. Supplemental proffers are now under consideration through RZA17-01 Purcellville Gateway. Please refer to the attached Applicant’s Proffer Statement, as of January 17, 2019, for additional details.

These applications have been referred to other departments and agencies, including the Town Attorney, Public Works and VDOT, for their consideration and comment.

**ISSUES/ANALYSIS:**

The current zoning district designations of the .81 acre portion of the approximately 3 acre subject property is proffered R-3, Duplex Residential. The application proposes to rezone this .81 acres to proffered MC, Mixed Commercial. The proposed use of “child care, commercial” is permitted use in the MC, Mixed Commercial District. The remaining portion the R-3, Duplex Residential zoned property would continue to be available, albeit in a slightly reduced area, for the previously planned six detached single-family residential unit lots. It is further noted the subject property lies within the Historic Corridor Overlay District.

The supplemental proffer statement asserts “the owner seeks to establish a child care center”. The proffered concept development plan refers to a maximum 8,800 square foot child care center. The traffic impact analysis refers to a child care center serving a maximum of 138 children. A letter, dated November 5, 2018, from Erin Witt, Site Development Manager for Goddard Systems, Inc., states the maximum number of students permitted under Virginia licensing would be 140. However, the use and maximum intensity is no more specifically proffered, or are other uses prohibited, at this time. Therefore, as the proffers are currently written, any use permitted within the MC, Mixed Commercial District, might potentially be developed on the subject property, now or at some point in the future.

Pursuant to the Purcellville 2025 Comprehensive Plan, the planned land use (page 116) for the subject property is mixed use commercial. The proposed zoning map amendment maintains the previously zoned mix of uses, although the proposal would increase the mixed commercial area somewhat and decrease the residential area correspondingly.

The conceptual development plan (reference in particular, sheets 6 and 7 of 21) is proffered. This plan is understood to only be conceptual in nature, and development details would be fully explored through the site plan process. However concerns have been expressed regarding vehicular traffic circulation within the shopping center, and the safety of pedestrians during drop off and/or pick up.

As presented during the last Planning Commission consideration of these applications, the applicant has provided further onsite traffic analysis, including video. This analysis indicate the traffic circulation is functioning adequately, although some traffic management improvements are now proposed (regardless of the outcome of these applications).

It is noted the conceptual development plan indicates one-way only vehicular traffic flow within the child care center area. Traffic would only enter the child care center area from the east (coming from what might be termed the “spine road” of the shopping center). Then traffic would only exit

the child care area to the portion of the site closest to the grocery store. Vehicular traffic circulation throughout the existing shopping center has been the subject of some concern, and the additional movements in and out of the child care center site could exacerbate this condition.

It is noted the conceptual development plan depicts sidewalk (proffered to be five feet in width) on only one side of the parking area, directly adjacent to ten of the 45 parking spaces (it is noted that the number of parking spaces will be reduced by the addition of a dumpster pad). The use of the sidewalk should adequately insure the safety of pedestrians during drop off and/or pick up. However, those pedestrian, having parked in spaces without access to this sidewalk, are at greater risk.

It is the applicant's intention to create a separate parcel (an "out lot"), and that ownership of this parcel would be transferred to the child care center. For reference, it is noted the existing Chick-fil-A restaurant building is on a separate parcel, but the associated Chick-fil-A parking lot is included in the larger NSHE Fool Hollow Lake, LLC development parcel.

During the community input session, a citizen suggested the existing board-on-board privacy fence between the residential and commercial properties be replaced with a higher sound attenuation wall. The Zoning Administrator has ruled that such a wall could not exceed seven feet in height. Both staff and the applicant believe the limited height of such a wall, adjacent the rising elevation of the residential lots, would not establish a meaningful sound barrier. Such a wall, with a masonry foundation, could create storm water management issues at the base. The applicant proposes a privacy fence around the child care center playground, and enhanced sound absorbing landscaping in the rear of their site.

Citizens have voiced concerns about food odors from the Chick-fil-A site. Odors could be emanating from either or both food preparation and waste management. The applicant notes that their program does not include food service. They state "The Children will eat food provided by their parents." The child care center proposal does include a dumpster in the parking lot, but food waste is anticipated to be minimal.

The applicant has offered to provide a graphic of the dumpster pad location with truck turning movements at the April 4 Planning Commission meeting. Although this information is subject to final engineering through the site plan proves, the Commission may want to consider truck accessibility, hours of operation, and loss of parking spaces.

The revised concept development plan depicts the existing bus stop shelter be relocated between the day care center entrance and exit vehicular travel lanes. In response to staff's concern about conflicts between these uses, the applicant responds that there is currently no bus service to this

stop. The applicant believes that if there were to be service to this stop, any conflict would be minimal.

The staff Senior Planner attended the community input session, and was concerned about the applicant's representation of "by-right uses" if the day care center is not approved. There was an assertion that a less desirable strip of retail shops could be built "by-right" if the day care center is not approved. It is noted there is no such "by-right" use, and that there is insufficient space in the currently commercially zoned property to permit more shops (that is why the applicant has filed a rezoning request). Following the community input session, staff stated in an email to the applicant "that any further development of the Purcellville Gateway property must be found to be in conformance with the concept development plan approved through proffered rezoning RZ06-01, or an amendment would be required".

If Town Council acts to approve the proposed rezoning and proffer amendment, a site plan and subdivision would be required for the proposed use, and subdivision will be required to facilitate the residential use.

#### **BUDGET IMPACT:**

Finance staff has reviewed this application. The subject property is currently essentially undeveloped, being the location of a landscape buffer area. The proposed rezoning is intended to facilitate the development of a child care center. The existing use of the property demands very little in the way of public services and therefore, very little in associated public costs of any such services. Under the current conditions, the subject property generates real estate tax revenue. It is anticipated the proposed child care center use will generate the potential demand for public services, to include increased loading to the on-site and off-site transportation system, water and sanitary sewer utility services, police, fire and rescue emergency services, as well as various municipal administrative services. These costs may be offset by a monetary contribution proffered for transportation system enhancements, revenue received through one-time permit fees, on-going public utility fees, business license fees, and additional real estate taxes. On balance, it is anticipated the proposed use will have a somewhat revenue positive impact for the municipal budget, when considered separate from the cost of transportation improvements.

#### **MOTION(S):**

I move the Planning Commission recommend to Town Council **RZA17-01 Purcellville Gateway**, a request by NSHE Fool Hollow Lake, LLC for a conditional zoning amendment from proffered R-3, Duplex Residential District to a proffered MC, Mixed Commercial District, for a .81 acre portion of an approximately three acre parcel within the Purcellville Gateway Shopping Center

development, thereby enlarging the mixed use commercial area, and reducing the residential area, in order to accommodate a proposed child care center, be approved subject to the submitted proffer statement and concept development plan.

Alternatively:

I move the Planning Commission recommend to Town Council **RZA17-01 Purcellville Gateway**, a request by NSHE Fool Hollow Lake, LLC for a conditional zoning amendment from proffered R-3, Duplex Residential District to a proffered MC, Mixed Commercial District, for a .81 acre portion of an approximately three acre parcel within the Purcellville Gateway Shopping Center development, thereby enlarging the mixed use commercial area, and reducing the residential area, in order to accommodate a proposed child care center, be denied due to the following findings:

\_\_\_\_\_

Alternatively:

I move the Planning Commission recommend to Town Council **RZA17-01 Purcellville Gateway**, a request by NSHE Fool Hollow Lake, LLC for a conditional zoning amendment from proffered R-3, Duplex Residential District to a proffered MC, Mixed Commercial District, for a .81 acre portion of an approximately three acre parcel within the Purcellville Gateway Shopping Center development, thereby enlarging the mixed use commercial area, and reducing the residential area, in order to accommodate a proposed child care center, be approved subject to the following condition(s) an *alternative motion*.

**ATTACHMENT(S):**

1. Proffer Statement, as revised through January 17, 2019
2. 11/05/2018 Letter from Erin Witt, Site Development Manager, Goddard Systems, Inc.
3. 12/03/2018 Purcellville Gateway Traffic Circulation Observations
4. 03/25/2019 Response Letter from Christine Gleckner

PURCELLVILLE GATEWAY  
RZ 17-01 PROFFER STATEMENT

August 10, 2018

September 4, 2018

January 17, 2019

NHSE Fool Hollow Lake, LLC, (hereinafter referred to as the "Owner"), owns the entirety of PIN 453-37-6106 ("PIN A") and the entirety of PIN 453-37-3441 ("PIN B"), both located entirely within the Town of Purcellville. The Owner seeks to establish a child care center on a portion of PIN A and on a portion of PIN B and, to that end, seeks a zoning map amendment to the portion of PIN B on which the child care center will be located, proposing to rezone such portion of PIN B from R-3 to MC. The property that is the subject of these proffered conditions is shown on Sheet 4 of 24<sup>1</sup> of the Purcellville Gateway Conceptual Development Plan as the "~~SUBJECT PROPERTY~~PORTION OF MCPI 453-37-3441 TO BE ZONED MC" and is hereinafter referred to as the "Property." Pursuant to Va. Code 15.2-2303 and Town Code Article 10, Section 6, the Owner, its successors and assigns, hereby voluntarily proffers that development of the Property shall be in substantial conformance with the conditions set forth in this Proffer Statement and with the Purcellville Gateway Conceptual Development Plan ("Plan") prepared by Urban, Ltd dated August 2017 and revised through May 30, 2018.

These proffers shall supplement the prior proffers approved pursuant to RZ 06-01, Purcellville Gateway, that have been approved for the Property.

1. DEVELOPMENT PLAN AND USE OF PROPERTY

The development of the Property shall be in substantial conformity with the Plan. Since the proposed concept plan depicts a lay-out for a child care center, the only use permitted on the Property shall be the proposed child care center use until such time as the proposed concept plan and these proffers are revised and approved by the Town of Purcellville for alternative uses included in the MC district.

2. SIDEWALKS

The Owner shall construct the five-foot shaded sidewalks shown on Sheet 6 of 24 of the Plan. The Owner shall complete all sidewalks prior to issuance of the occupancy permit for the childcare center.

3. TRANSPORTATION CONTRIBUTION

The Owner previously submitted a signal warrant study to VDOT, which found that a traffic signal on East Main Street at the entrance into the Purcellville Gateway Shopping Center was not warranted. In the interest of cooperation with the Town to solve any traffic problems which may arise, the Owner shall pay \$100,000 at the time of the issuance of the occupancy permit for the child care center towards the cost of the construction of a traffic signal at either the East Main Street entrance of the



Purcellville Gateway  
RZ 17-01 Proffer Statement

Purcellville Gateway Shopping Center or at the Berlin Turnpike/Eastgate Drive intersection or towards other transportation improvements within the Town of Purcellville. This proffer shall supersede proffer # 3.f in the proffers approved pursuant to RZ 06-01.

4. BOUNDARY ADJUSTMENT

The Owner shall submit a boundary line adjustment application to the Town to adjust the parcel boundary to match the zoning boundary proposed under RZ 17-01 concurrent with or prior to the site plan application for the childcare center. The boundary line adjustment shall be recorded prior to approval of the site plan application for the childcare center.

5. SIGNATORY

The undersigned hereby warrant that the Applicant and all Owners with a legal interest in the Property have signed this proffer statement, or have had it signed on their behalf by the undersigned with full authority to bind the Property to these conditions, and that the proffers are entered into voluntarily.

[SIGNATURES ON FOLLOWING PAGE]



NHSE Fool Hollow Lake, LLC

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_, to wit:

I, the undersigned, a Notary Public in and for the jurisdiction aforesaid, do hereby certify that \_\_\_\_\_, as \_\_\_\_\_ for NHSE Fool Hollow Lake, LLC, whose name is signed to the foregoing and hereunto annexed Proffer Statement, bearing the date of \_\_\_\_\_ and revised through \_\_\_\_\_ has this day acknowledged the same before me in the jurisdiction aforesaid.

\_\_\_\_\_ GIVEN under my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_, 20198.

My Commission Expires: \_\_\_\_\_

Notary Public

Notary Registration No.: \_\_\_\_\_





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Goddard Systems, Inc., 1016 West Ninth Avenue, King of Prussia, PA 19406 | 610-265-8510 • Fax: 610-265-8867 | GoddardSystems.com

November 5, 2018

Andrew Conlon  
Senior Planner  
Town of Purcellville, Virginia  
221 South Nursery Avenue  
Purcellville, VA 20132

RE: Goddard School

Dear Mr. Conlon,

In response your letter to Ms. Gleckner on October 26, 2018, Goddard Systems, Inc (GSI) has prepared the following responses to several comments.

Draft Conditions of Approval:

2. The applicant shall provide a minimum of 50 foot wide on-site buffer adjacent to the existing residential parcels served by Aldershot Place. This buffer shall be landscaped and may contain a fence or wall, as determined through a site plan.

GSI Response: We currently show a 50 setback/buffer from the property line to the playground fenceline for the school. We will work through the site plan process to determine the necessary plantings and if any additional screening is necessary.

3. The applicant shall provide a minimum of 50 foot wide on-site buffer adjacent to the future residential parcels served by Strathmore Drive. This buffer shall be landscape and may contain a fence or wall, as determined through a site plan.

GSI Response: We will work through the site plan process to determine the necessary buffer for this area.

Comments concerning the rezoning and proffer amendment applications:

2. There was some hesitation to confirm a specific maximum number of students. That number, whatever it is, should be memorialized.

GSI Response: The floor plan for this location indicates a student capacity of 140. This would be the maximum that would be permitted under Virginia State licensing.

3. Both the PC and staff have noted concerns with the safety issues presented by the close proximity of the parking lots (child care and Chick-Fil-a) to each other. Staff is not convinced that tire stops on the Chick-Fil-A side of the parking lot is an adequate safety measure. Staff would like to see a fence between the child

care center and the parking lot along the eastern border as well as the area bordering the wester Harris-Teeter parking lot. There should be no access to the offsite parking lots from the child care center. The addition of stop signs and raised crosswalks are certainly a welcome addition but they do fall short of what the PC had in mind and don't directly impact the Day Care Center's mobility issues.

GSI Response: We will show the fencing where requested and work through the site plan process to create a separation between the uses.

4. There should be some clarification as to the number of children on the outside playground at any given time. There should also be a schedule of playground use available for review. The number of children stated in the Statement of Justification is 75. Is this the final number?

GSI Response: Goddard Schools operate with a schedule of playground time for each class. By licensing regulations, child care centers are required to allow time daily for gross motor skill development, when the weather allows. Every Goddard has scheduled time per class on the playgrounds from 9am-1130am and 3-5pm. The infant room is taken out in multiple seat strollers for walks while the other classrooms are ambulatory and utilize the playground equipment. There would be 4 classrooms for each playground during those 2-hour time periods which gives each classroom two ½ hour blocks on the playgrounds. This is the standard across all Goddard Schools. During these ½ hour blocks the Preschool Playground will have a maximum of 20 children while the Infant/Toddler Playground will have a maximum of 16 children.

5. Please demonstrate how you will make sure that the maximum continuous noise level emanating from the playground remains below the maximum dBA level of 55 dBA measured at the property line.

GSI Response: Decibel levels of common sounds list Elementary School Playgrounds at 60-75dB. The Goddard School playground will have significantly fewer children on the playground than an elementary school playground and those levels are measured at 5' from the source. Acoustical engineers explain the dispersion of sound by employing the inverse square law which indicates that there is a change of 6 decibels each time you double the distance from the noise source. So from that if we measured at the extreme end of the 75dB at 5' from the source, the level at 50' from the source would be approximately 55dB. We would also be willing to install the privacy fence at the rear of the playgrounds and install a mix of evergreen and deciduous plant material to provide a vegetative screen along that property line.

If you have any questions or require additional information, please do not hesitate to contact me either via email or phone: [ewitt@goddardsystems.com](mailto:ewitt@goddardsystems.com) or 610-205-1847

Sincerely,

Erin Witt  
Site Development Manger  
Goddard Systems, Inc.

# WELLS + ASSOCIATES

## MEMORANDUM

With regard to traffic operations at the Gateway Entrance North/Parking Lot and Chick-fil-a entrance intersection, queues were observed to form but would dissipate within a minute, minute and a half of forming. The queues and slow moving traffic were the result of a stream of trips feed from the signalized intersection at Berlin Turnpike and Gateway Entrance North. These surges in traffic volumes are common with most intersections during peak hours. The heaviest traffic movements can be seen on the Saturday videos at the following time periods:

- 12:17 pm thru 12:18:30 pm
- 12:31 pm thru 12:32 pm
- 12:39:30 pm thru 12:40:30 pm
- 12:56 pm thru 12:57 pm

Of note, vehicles approaching the main intersection in the southbound direction, in many cases, do not stop at the stop bar or roll-through the intersection when no street vehicles are present. This is likely due to the absence of a stop sign at the intersection and no perceived need to stop by motorist. When side street volumes exist, the southbound movement tends to queue at a greater degree when vehicles stop to allow the assignment of right-of-way to the other movements at the intersection.

The roll-through operation, however, does help to dissipate queues from forming. This condition is not uncommon at shopping centers where signs are provided for side street movements that indicate "Incoming Traffic Does Not Stop" to prevent inbound traffic from queueing into the public street or in this case the Chick-fil-a entrance. This type of sign installation might be an alternative to the proposed installation should the duration of the queues become longer over the peak hour.

### BERLIN TURNPIKE AND EAST GATE DRIVE PROJECT TRIPS

A review of the number of project trips at the Berlin Turnpike and East Gate Drive- Patrick Henry Circle intersection has been completed to provide a basis for traffic signal contributions proposed at the intersection in lieu of the potential of no contribution at the Main Street and Gateway Entrance South intersection.

As background, a traffic signal was proffered at the intersection of Main Street and Gateway Entrance South, if warranted by the Virginia Department of Transportation. A signal warrant study was completed a number of years ago and found the intersection would not warrant the installation of a traffic signal.

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## MEMORANDUM

The traffic study recently completed for Purcellville Gateway also suggests the intersection is not likely to warrant a traffic signal with the center's expansion. In addition, the intersection's location with respect to the Berlin Turnpike and Main Street roundabout is 500 -feet (center to center) which would not meet VDOT's traffic control spacing criteria, requiring an Access Management Exception (AME). Given the above and without a AME from VDOT, it is unlikely a signal will ever be warranted at the Gateway Entrance South intersection.

The greatest number of Purcellville Gateway trips traveling through the Berlin Turnpike and East Gate Drive intersection occurs during the PM Peak hour and is approximately 330 trips (existing plus proposed) when pass-by trips are factored to shopping center trips. Pass-by trips are trips already on the roadway network and drop in and out of the center before proceeding to their designation. The pass-by rate used is 36% and is based on Institute of Transportation Engineers (ITE) studies.

The 2029 Total Future intersection forecast is 2,359 trips as shown in the March 2, 2018, Wells + Associates' Purcellville Gateway TIS and includes background traffic volumes and site traffic forecasts. The background traffic volumes include growth in existing traffic, Catoctin Corner trips, the Purcellville Gateway Bank (SunTrust), and anticipated growth in Patrick Henry College Students. Given these traffic estimates, the Purcellville Gateway trips make up 14% of the total intersection volume.

The cost to install a new traffic signal in Loudoun County is approximately \$400,000 dollars and is a common value used with proffers provided for Loudoun County projects. The proposed contribution from Purcellville Gateway in lieu of a traffic signal at the Main Street and Gateway Entrance South intersection is \$100,000 dollars or 25% of a new traffic signal's construction cost. The proposed contribution is 50% more than the project's impact to the intersection and therefore would provide a significant community benefit to the Town.

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## MEMORANDUM

### CONCLUSION

The conclusions of this memorandum are provided as follows:

- The Purcellville Gateway Shopping Center traffic circulation patterns operate efficiently and the proposed traffic control measures would reinforce traffic operations at the Gateway Entrance North/Parking Lot and the Gateway Entrance/Starbucks intersections.
- An alternative traffic control measure may be considered where the Gateway Entrance North/Parking Lot intersection's southbound movement does not stop and side street movements are provided "Incoming Traffic Does Not Stop" signs. This measure would assist in dissipating southbound queues that may form near the Chick-fil-a entrance.
- Existing and Proposed Purcellville Gateway trips make up 14% of the total intersection volume at the Berlin Turnpike and East Gate intersection. The proposed contribution is in lieu of a traffic signal at the Main Street and Gateway Entrance South intersection. The \$100,000-dollar contribution is 25% of the cost of a new traffic signal and would provide a significant community benefit to the Town.

#### Attachments:

Table A - Gateway Entrance North and Parking Lot  
Traffic Volume Summary and Comparison

- Traffic Count Sheets

**Table A**

**Purcellville Gateway Center**

Gateway Entrance North & Parking Lot  
Traffic Volume Summary and Comparison

Movement	Thursday May 18, 2017		Saturday November 17, 2018		Tuesday November 20, 2018		Comparison 2017 vs. Sat. 2018		Comparison 2017 vs. Tue. 2018 PM	
	Volume	Percent <sup>1</sup>	Volume	Percent <sup>1</sup>	Volume	Percent <sup>1</sup>	Difference	Percent <sup>2</sup>	Difference	Percent <sup>2</sup>
					Midday Peak (12:00 PM - 1:00 PM)	PM Peak (4:30 PM - 5:30 PM)				
					Volume	Volume				
					Percent <sup>1</sup>	Percent <sup>1</sup>				
SBR	104		116		104	102	12		-2	
SBT	113		214		145	145	101		32	
SBL	28		24		25	12	-4		-16	
<b>Subtotal</b>	<b>245</b>	<b>47%</b>	<b>354</b>	<b>49%</b>	<b>274</b>	<b>259</b>	<b>109</b>	<b>44%</b>	<b>14</b>	<b>6%</b>
WBR	40		84		36	41	44		1	
WBT	4		12		13	7	8		3	
WBL	2		14		2	6	12		4	
<b>Subtotal</b>	<b>46</b>	<b>9%</b>	<b>110</b>	<b>15%</b>	<b>51</b>	<b>54</b>	<b>64</b>	<b>139%</b>	<b>8</b>	<b>17%</b>
NBR	0		19		3	2	19		2	
NBT	145		135		153	135	-10		-10	
NBL	1		6		2	6	5		5	
<b>Subtotal</b>	<b>146</b>	<b>28%</b>	<b>160</b>	<b>22%</b>	<b>158</b>	<b>143</b>	<b>14</b>	<b>10%</b>	<b>-3</b>	<b>-2%</b>
EBR	4		6		5	4	2		0	
EBT	2		4		6	4	2		2	
EBL	81		84		65	98	3		17	
<b>Subtotal</b>	<b>87</b>	<b>17%</b>	<b>94</b>	<b>13%</b>	<b>76</b>	<b>106</b>	<b>7</b>	<b>8%</b>	<b>19</b>	<b>22%</b>
<b>Total</b>	<b>524</b>		<b>718</b>		<b>559</b>	<b>562</b>	<b>194</b>	<b>37%</b>	<b>38</b>	<b>7%</b>

Notes:

1. Percent of Total Intersection Volume.
2. Percent Change of Approach/Total Volumes

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## Turning Movement Count - All Vehicles

Time Period		Southbound Gateway Entrance North					Westbound Parking Lot					Northbound Gateway Entrance North					Eastbound Parking Lot					North & South	East & West	Total
		Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF			
<b>AM 15 Minute Volumes</b>																								
6:00 AM - 6:15 AM		3	6	1	10		4	0	0	4		0	10	1	11		1	0	1	2		21	6	27
6:15 AM - 6:30 AM		4	7	1	12		3	0	0	3		0	6	0	6		0	0	2	2		18	5	23
6:30 AM - 6:45 AM		4	10	3	17		8	0	0	8		0	7	0	7		0	0	1	1		24	9	33
6:45 AM - 7:00 AM		12	14	2	28		9	0	0	9		0	7	0	7		0	0	3	3		35	12	47
7:00 AM - 7:15 AM		9	18	4	31		8	0	0	8		0	10	0	10		0	0	5	5		41	13	54
7:15 AM - 7:30 AM		6	26	2	34		15	0	0	15		0	12	0	12		0	0	6	6		46	21	67
7:30 AM - 7:45 AM		16	21	1	38		11	0	0	11		0	19	0	19		0	0	6	6		57	17	74
7:45 AM - 8:00 AM		14	20	3	37		12	1	0	13		0	21	0	21		0	0	10	10		58	23	81
8:00 AM - 8:15 AM		16	24	3	43		13	0	0	13		0	18	0	18		0	0	9	9		61	22	83
8:15 AM - 8:30 AM		9	22	4	35		11	0	0	11		0	18	0	18		0	0	10	10		53	21	74
8:30 AM - 8:45 AM		21	30	3	54		10	0	0	10		0	19	0	19		0	0	14	14		73	24	97
8:45 AM - 9:00 AM		19	35	2	56		10	0	0	10		0	19	0	19		0	0	16	16		75	26	101
<b>Total</b>		<b>133</b>	<b>233</b>	<b>29</b>	<b>395</b>		<b>114</b>	<b>1</b>	<b>0</b>	<b>115</b>		<b>0</b>	<b>166</b>	<b>1</b>	<b>167</b>		<b>1</b>	<b>0</b>	<b>83</b>	<b>84</b>		<b>562</b>	<b>199</b>	<b>761</b>
<b>AM One Hour Volumes</b>																								
6:00 AM - 7:00 AM		23	37	7	67	0.60	24	0	0	24	0.67	0	30	1	31	0.70	1	0	7	8	0.67	98	32	130
6:15 AM - 7:15 AM		29	49	10	88	0.71	28	0	0	28	0.78	0	30	0	30	0.75	0	0	11	11	0.55	118	39	157
6:30 AM - 7:30 AM		31	68	11	110	0.81	40	0	0	40	0.67	0	36	0	36	0.75	0	0	15	15	0.63	146	55	201
6:45 AM - 7:45 AM		43	79	9	131	0.86	43	0	0	43	0.72	0	48	0	48	0.63	0	0	20	20	0.83	179	63	242
7:00 AM - 8:00 AM		45	85	10	140	0.92	46	1	0	47	0.78	0	62	0	62	0.74	0	0	27	27	0.68	202	74	276
7:15 AM - 8:15 AM		52	91	9	152	0.88	51	1	0	52	0.87	0	70	0	70	0.83	0	0	31	31	0.78	222	83	305
7:30 AM - 8:30 AM		55	87	11	153	0.89	47	1	0	48	0.92	0	76	0	76	0.90	0	0	35	35	0.88	229	83	312
7:45 AM - 8:45 AM		60	96	13	169	0.78	46	1	0	47	0.90	0	76	0	76	0.90	0	0	43	43	0.77	245	90	335
<b>8:00 AM - 9:00 AM</b>		<b>65</b>	<b>111</b>	<b>12</b>	<b>188</b>	<b>0.84</b>	<b>44</b>	<b>0</b>	<b>0</b>	<b>44</b>	<b>0.85</b>	<b>0</b>	<b>74</b>	<b>0</b>	<b>74</b>	<b>0.97</b>	<b>0</b>	<b>0</b>	<b>49</b>	<b>49</b>	<b>0.77</b>	<b>262</b>	<b>93</b>	<b>355</b>
<b>PM 15 Minute Volumes</b>																								
4:00 PM - 4:15 PM		28	33	4	65		8	3	0	11		0	36	1	37		2	0	23	25		102	36	138
4:15 PM - 4:30 PM		24	23	6	53		9	0	0	9		0	39	0	39		1	1	20	22		92	31	123
4:30 PM - 4:45 PM		30	30	11	71		7	0	1	8		0	33	0	33		1	1	23	25		104	33	137
4:45 PM - 5:00 PM		22	27	7	56		16	1	1	18		0	37	0	37		0	0	15	15		93	33	126
5:00 PM - 5:15 PM		24	32	5	61		10	0	0	10		0	30	1	31		4	2	21	27		92	37	129
5:15 PM - 5:30 PM		29	25	4	58		8	2	0	10		1	33	0	34		0	0	12	12		92	22	114
5:30 PM - 5:45 PM		19	32	2	53		12	2	0	14		0	31	0	31		0	0	15	15		84	29	113
5:45 PM - 6:00 PM		28	19	7	54		5	0	0	5		1	29	1	31		1	0	13	14		85	19	104
6:00 PM - 6:15 PM		24	33	4	61		9	1	0	10		0	39	1	40		0	0	24	24		101	34	135
6:15 PM - 6:30 PM		20	32	4	56		13	1	1	15		1	32	0	33		0	1	18	19		89	34	123
6:30 PM - 6:45 PM		37	29	2	68		10	1	0	11		0	43	0	43		1	0	9	10		111	21	132
6:45 PM - 7:00 PM		26	27	5	58		6	1	0	7		1	29	0	30		0	0	22	22		88	29	117
<b>Total</b>		<b>311</b>	<b>342</b>	<b>61</b>	<b>714</b>		<b>113</b>	<b>12</b>	<b>3</b>	<b>128</b>		<b>4</b>	<b>411</b>	<b>4</b>	<b>419</b>		<b>10</b>	<b>5</b>	<b>215</b>	<b>230</b>		<b>1133</b>	<b>358</b>	<b>1491</b>
<b>PM One Hour Volumes</b>																								
4:00 PM - 5:00 PM		104	113	28	245	0.86	40	4	2	46	0.64	0	145	1	146	0.94	4	2	81	87	0.87	391	133	524
4:15 PM - 5:15 PM		100	112	29	241	0.85	42	1	2	45	0.63	0	139	1	140	0.90	6	4	79	89	0.82	381	134	515
4:30 PM - 5:30 PM		105	114	27	246	0.87	41	3	2	46	0.64	1	133	1	135	0.91	5	3	71	79	0.73	381	125	506
4:45 PM - 5:45 PM		94	116	18	228	0.93	46	5	1	52	0.72	1	131	1	133	0.90	4	2	63	69	0.64	361	121	482
5:00 PM - 6:00 PM		100	108	18	226	0.93	35	4	0	39	0.70	2	123	2	127	0.93	5	2	61	68	0.63	353	107	460
5:15 PM - 6:15 PM		100	109	17	226	0.93	34	5	0	39	0.70	2	132	2	136	0.85	1	0	64	65	0.68	362	104	466
5:30 PM - 6:30 PM		91	116	17	224	0.92	39	4	1	44	0.73	2	131	2	135	0.84	1	1	70	72	0.75	359	116	475
5:45 PM - 6:45 PM		109	113	17	239	0.88	37	3	1	41	0.68	2	143	2	147	0.85	2	1	64	67	0.70	386	108	494
6:00 PM - 7:00 PM		107	121	15	243	0.89	38	4	1	43	0.72	2	143	1	146	0.85	1	1	73	75	0.78	389	118	507

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## Turning Movement Count - All Vehicles

Time Period		Southbound North Entrance					Westbound Parking Lot					Northbound Parking Lot					Eastbound Parking Lot					North & South	East & West	Total
		Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF			
<b>AM 15 Minute Volumes</b>																								
11:00 AM - 11:15 AM		24	39	5	68		23	3	0	26		2	16	1	19		1	0	15	16		87	42	129
11:15 AM - 11:30 AM		25	40	6	71		23	3	2	28		0	33	0	33		0	2	20	22		104	50	154
11:30 AM - 11:45 AM		18	50	6	74		22	1	0	23		1	23	1	25		0	1	15	16		99	39	138
11:45 AM - 12:00 PM		9	38	9	56		22	6	2	30		0	33	1	34		0	0	13	13		90	43	133
12:00 PM - 12:15 PM		23	67	10	100		19	2	4	25		1	26	2	29		1	0	15	16		129	41	170
12:15 PM - 12:30 PM		27	49	4	80		23	1	0	24		4	33	1	38		0	2	16	18		118	42	160
12:30 PM - 12:45 PM		28	48	6	82		14	2	3	19		12	42	3	57		2	1	25	28		139	47	186
12:45 PM - 1:00 PM		38	50	4	92		28	7	7	42		2	34	0	36		3	1	28	32		128	74	202
1:00 PM - 1:15 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:15 PM - 1:30 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:30 PM - 1:45 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:45 PM - 2:00 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
<b>Total</b>		192	381	50	623		174	25	18	217		22	240	9	271		7	7	147	161		894	378	1272
<b>AM One Hour Volumes</b>																								
11:00 AM - 12:00 PM		76	167	26	269	0.91	90	13	4	107	0.89	3	105	3	111	0.82	1	3	63	67	0.76	380	174	554
11:15 AM - 12:15 PM		75	195	31	301	0.75	86	12	8	106	0.88	2	115	4	121	0.89	1	3	63	67	0.76	422	173	595
11:30 AM - 12:30 PM		77	204	29	310	0.78	86	10	6	102	0.85	6	115	5	126	0.83	1	3	59	63	0.88	436	165	601
11:45 AM - 12:45 PM		87	202	29	318	0.80	78	11	9	98	0.82	17	134	7	158	0.69	3	3	69	75	0.67	476	173	649
<b>12:00 PM - 1:00 PM</b>		<b>116</b>	<b>214</b>	<b>24</b>	<b>354</b>	<b>0.89</b>	<b>84</b>	<b>12</b>	<b>14</b>	<b>110</b>	<b>0.65</b>	<b>19</b>	<b>135</b>	<b>6</b>	<b>160</b>	<b>0.70</b>	<b>6</b>	<b>4</b>	<b>84</b>	<b>94</b>	<b>0.73</b>	<b>514</b>	<b>204</b>	<b>718</b>
12:15 PM - 1:15 PM		93	147	14	254	0.69	65	10	10	85	0.51	18	109	4	131	0.57	5	4	69	78	0.61	385	163	548
12:30 PM - 1:30 PM		66	98	10	174	0.47	42	9	10	61	0.36	14	76	3	93	0.41	5	2	53	60	0.47	267	121	388
12:45 PM - 1:45 PM		38	50	4	92	0.25	28	7	7	42	0.25	2	34	0	36	0.25	3	1	28	32	0.25	128	74	202
1:00 PM - 2:00 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
<b>PM 15 Minute Volumes</b>																								
4:00 PM - 4:15 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
4:15 PM - 4:30 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
4:30 PM - 4:45 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
4:45 PM - 5:00 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
5:00 PM - 5:15 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
5:15 PM - 5:30 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
5:30 PM - 5:45 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
5:45 PM - 6:00 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:00 PM - 6:15 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:15 PM - 6:30 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:30 PM - 6:45 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:45 PM - 7:00 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
<b>Total</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>
<b>PM One Hour Volumes</b>																								
4:00 PM - 5:00 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
4:15 PM - 5:15 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
4:30 PM - 5:30 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
4:45 PM - 5:45 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
5:00 PM - 6:00 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
5:15 PM - 6:15 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
5:30 PM - 6:30 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
5:45 PM - 6:45 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
6:00 PM - 7:00 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0

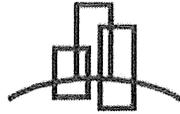
# Wells + Associates, Inc.

McLean, Virginia

## Turning Movement Count - All Vehicles

Time Period		Southbound North Entrance					Westbound Parking Lot					Northbound Parking Lot					Eastbound Parking Lot					North & South	East & West	Total
		Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF	Right	Thru	Left	Total	PHF			
<b>AM 15 Minute Volumes</b>																								
11:00 AM - 11:15 AM		19	22	6	47		9	1	0	10		0	17	0	17		0	0	17	17		64	27	91
11:15 AM - 11:30 AM		25	29	4	58		23	6	0	29		0	27	0	27		1	1	11	13		85	42	127
11:30 AM - 11:45 AM		26	27	6	59		12	4	1	17		0	31	0	31		1	2	17	20		90	37	127
11:45 AM - 12:00 PM		10	35	4	49		16	3	1	20		4	29	1	34		0	2	18	20		83	40	123
12:00 PM - 12:15 PM		15	34	6	55		13	5	0	18		1	30	0	31		0	2	22	24		86	42	128
12:15 PM - 12:30 PM		31	36	8	75		9	3	0	12		1	37	1	39		3	2	18	23		114	35	149
12:30 PM - 12:45 PM		28	42	5	75		7	3	2	12		1	44	0	45		1	2	19	22		120	34	154
12:45 PM - 1:00 PM		30	33	6	69		7	2	0	9		0	42	1	43		1	0	6	7		112	16	128
1:00 PM - 1:15 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:15 PM - 1:30 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:30 PM - 1:45 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
1:45 PM - 2:00 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
<b>Total</b>		<b>184</b>	<b>258</b>	<b>45</b>	<b>487</b>		<b>96</b>	<b>27</b>	<b>4</b>	<b>127</b>		<b>7</b>	<b>257</b>	<b>3</b>	<b>267</b>		<b>7</b>	<b>11</b>	<b>128</b>	<b>146</b>		<b>754</b>	<b>273</b>	<b>1027</b>
<b>AM One Hour Volumes</b>																								
11:00 AM - 12:00 PM		80	113	20	213	0.90	60	14	2	76	0.66	4	104	1	109	0.80	2	5	63	70	0.88	322	146	468
11:15 AM - 12:15 PM		76	125	20	221	0.94	64	18	2	84	0.72	5	117	1	123	0.90	2	7	68	77	0.80	344	161	505
11:30 AM - 12:30 PM		82	132	24	238	0.79	50	15	2	67	0.84	6	127	2	135	0.87	4	8	75	87	0.91	373	154	527
11:45 AM - 12:45 PM		84	147	23	254	0.85	45	14	3	62	0.78	7	140	2	149	0.83	4	8	77	89	0.93	403	151	554
<b>12:00 PM - 1:00 PM</b>		<b>104</b>	<b>145</b>	<b>25</b>	<b>274</b>	<b>0.91</b>	<b>36</b>	<b>13</b>	<b>2</b>	<b>51</b>	<b>0.71</b>	<b>3</b>	<b>153</b>	<b>2</b>	<b>158</b>	<b>0.88</b>	<b>5</b>	<b>6</b>	<b>65</b>	<b>76</b>	<b>0.79</b>	<b>432</b>	<b>127</b>	<b>559</b>
12:15 PM - 1:15 PM		89	111	19	219	0.73	23	8	2	33	0.69	2	123	2	127	0.71	5	4	43	52	0.57	346	85	431
12:30 PM - 1:30 PM		58	75	11	144	0.48	14	5	2	21	0.44	1	86	1	88	0.49	2	2	25	29	0.33	232	50	282
12:45 PM - 1:45 PM		30	33	6	69	0.25	7	2	0	9	0.25	0	42	1	43	0.25	1	0	6	7	0.25	112	16	128
1:00 PM - 2:00 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0
<b>PM 15 Minute Volumes</b>																								
4:00 PM - 4:15 PM		24	38	4	66		18	1	0	19		0	30	1	31		1	0	31	32		97	51	148
4:15 PM - 4:30 PM		21	33	8	62		10	2	1	13		2	17	0	19		1	2	22	25		81	38	119
4:30 PM - 4:45 PM		29	40	4	73		19	3	2	24		0	32	2	34		0	2	26	28		107	52	159
4:45 PM - 5:00 PM		23	39	0	62		4	0	0	4		0	31	1	32		2	1	26	29		94	33	127
5:00 PM - 5:15 PM		23	39	3	65		8	0	2	10		2	39	2	43		2	0	19	21		108	31	139
5:15 PM - 5:30 PM		27	27	5	59		10	4	2	16		0	33	1	34		0	1	27	28		93	44	137
5:30 PM - 5:45 PM		21	33	7	61		11	1	0	12		0	24	2	26		2	1	26	29		87	41	128
5:45 PM - 6:00 PM		28	26	7	61		11	3	0	14		0	31	3	34		0	1	28	29		95	43	138
6:00 PM - 6:15 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:15 PM - 6:30 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:30 PM - 6:45 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
6:45 PM - 7:00 PM		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0	0		0	0	0
<b>Total</b>		<b>196</b>	<b>275</b>	<b>38</b>	<b>509</b>		<b>91</b>	<b>14</b>	<b>7</b>	<b>112</b>		<b>4</b>	<b>237</b>	<b>12</b>	<b>253</b>		<b>8</b>	<b>8</b>	<b>205</b>	<b>221</b>		<b>762</b>	<b>333</b>	<b>1095</b>
<b>PM One Hour Volumes</b>																								
4:00 PM - 5:00 PM		97	150	16	263	0.90	51	6	3	60	0.63	2	110	4	116	0.85	4	5	105	114	0.89	379	174	553
4:15 PM - 5:15 PM		96	151	15	262	0.90	41	5	5	51	0.53	4	119	5	128	0.74	5	5	93	103	0.89	390	154	544
<b>4:30 PM - 5:30 PM</b>		<b>102</b>	<b>145</b>	<b>12</b>	<b>259</b>	<b>0.89</b>	<b>41</b>	<b>7</b>	<b>6</b>	<b>54</b>	<b>0.56</b>	<b>2</b>	<b>135</b>	<b>6</b>	<b>143</b>	<b>0.83</b>	<b>4</b>	<b>4</b>	<b>98</b>	<b>106</b>	<b>0.91</b>	<b>402</b>	<b>160</b>	<b>562</b>
4:45 PM - 5:45 PM		94	138	15	247	0.95	33	5	4	42	0.66	2	127	6	135	0.78	6	3	98	107	0.92	382	149	531
5:00 PM - 6:00 PM		99	125	22	246	0.95	40	8	4	52	0.81	2	127	8	137	0.80	4	3	100	107	0.92	383	159	542
5:15 PM - 6:15 PM		76	86	19	181	0.74	32	8	2	42	0.66	0	88	6	94	0.69	2	3	81	86	0.74	275	128	403
5:30 PM - 6:30 PM		49	59	14	122	0.50	22	4	0	26	0.46	0	55	5	60	0.44	2	2	54	58	0.50	182	84	266
5:45 PM - 6:45 PM		28	26	7	61	0.25	11	3	0	14	0.25	0	31	3	34	0.25	0	1	28	29	0.25	95	43	138
6:00 PM - 7:00 PM		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0	0	0





WALSH COLUCCI  
LUBELEY & WALSH PC

Christine Gleckner, AICP  
Land Use Planner  
(571) 209-5776  
cgleckner@thelandlawyers.com

March 25, 2019

**Via Electronic Delivery**

Andrew Conlon, Planner  
Purcellville Department of Community Development  
221 S. Nursery Avenue  
Purcellville, VA 20132

Re: RZ17-01, PCA17-01 and SUP17-03 – Purcellville Gateway

Dear Andy:

This letter addresses and provides you with a written response to the comments received from citizens attending the community input session. For your convenience, each of the comments are stated below and the Applicant's responses follow in bold italics.

1. Please confirm that the proposal is for a new parcel to be subdivided in order for the daycare center to occupy a separate lot. Furthermore, please confirm it is the intention that ownership of this separate lot be transferred to an entity other than NSHE Fool Hollow Lake, LLC.

***Applicant Response: The applicant confirms that the day care center parcel will be subdivided from the shopping center parcel with title transferred to the operator of the child care center. In fact, the applicant held a pre-application conference with town staff for the prospective child care center parcel and was advised at that time to wait for the zoning application to be completed before filing the subdivision application.***

2. In regards to the neighbor's suggestion that a sound attenuation wall be built on the property line, Patrick Sullivan has stated that such a wall could not exceed seven feet in height. Even without considering the cost of such a wall, staff acknowledges the height would probably not be enough for it to be a significant improvement over the existing privacy fence.

***Applicant Response: The applicant agrees with staff's assessment of the sound wall. The applicant will include a privacy fence surrounding the outdoor play area and is enhancing the landscaping between the play area fence and the fence along the property line.***

ATTORNEYS AT LAW

703 737 3633 • WWW.THELANDLAWYERS.COM  
1 E. MARKET STREET • SUITE 300 • LEESBURG, VA 20176-3014

ARLINGTON 703 528 4700 • WOODBRIDGE 703 680 4664

3. Please confirm the proposal is that there be no food service provided by the daycare center.

**Applicant Response: *The day care center will not provide food service. The children will eat food provided by their parents.***

4. Please be prepared to address the location of a dumpster pad and enclosure in the daycare center parking lot. Although we understand that it would be subject to final engineering, we would like to see that the truck turning movements are being conceptually considered at this point in time.

**Applicant Response: *The applicant will provide a graphic of the dumpster pad location with truck turning movements at the planning commission meeting.***

5. Please confirm that the functioning of the bus stop will not conflict with the vehicular entrance and exit to the daycare center parking lot.

**Applicant Response: *The bus stop potentially could affect the vehicular entrance if bus service ever is provided to the shopping center. Currently there is no bus route serving this bus stop. The current Purcellville bus service provides service once an hour at each stop on its route, and the busses only stop if a passenger is entering or exiting the bus. Therefore, there will be no traffic interference with the current Purcellville bus routes and minimal interference should the current bus service provide a route to serve the shopping center.***

6. Comments that were made at the Community Input Session regarding what might be built "by-right" on this site, if a daycare center is not approved. Please be aware that any further development of the Purcellville Gateway property must be found to be in conformance with the concept development plan approved through proffered rezoning RZ06-01, or an amendment would be required.

**Applicant Response: *The applicant understands that any "by-right" use must be in conformance with the concept development plan approved through RZ06-01.***

Sincerely,

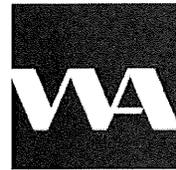
WALSH, COLUCCI, LUBELEY & WALSH, P.C.

  
Christine Gleckner, AICP  
Land Use Planner

cc: Philip Bishop, ECHO Realty

# WELLS + ASSOCIATES

## MEMORANDUM



1420 Spring Hill Road,  
Suite 610,  
Tysons, VA 22102  
703-917-6620  
WellsandAssociates.com

TO: Philip A. Bishop

FROM: Christopher Turnbull

COPY: Purcellville Gateway Team

RE: Purcellville Gateway Traffic Circulation Observations

DATE: December 3, 2018

---

### INTRODUCTION

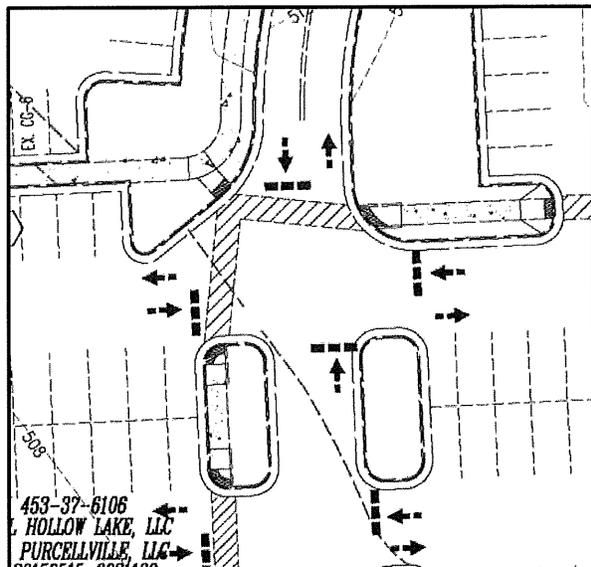
This memorandum provides a review of traffic circulation patterns within the Purcellville Gateway Shopping Center located in the Town of Purcellville, Virginia. The traffic circulation observations were completed using video recordings over multiple hours on Saturday, November 17<sup>th</sup>, 2018 and Tuesday, November 20<sup>th</sup>, 2018. The video recordings were completed to assist in capturing peak traffic conditions and traffic volume data.

The focus of the observations was the center's main driveway (Gateway Entrance North) at its intersection with the center's first parking isles and the Chick-fil-a entrance.

This memorandum also reviews the number of project trips at the Berlin Turnpike and East Gate Drive- Patrick Henry Circle intersection as a basis for traffic signal contributions the project has offered.

### DATA COLLECTION

Four (4) video recording devices were deployed within the shopping center on Saturday, November 17<sup>th</sup> and Tuesday, November 20<sup>th</sup>, 2018. The main observations included the Gateway Entrance North and Parking Lot intersection and the Chick-fil-a entrance. The Gateway Entrance North and Parking Lot intersection is an all-way, stopped controlled intersection and the Chick-fil-a entrance is side street stop controlled.



# WELLS + ASSOCIATES

## MEMORANDUM

The other three video locations were positioned to view the drive isle at the Starbucks and general parking field views near SunTrust Bank and toward Harris Teeter. The video camera's recorded traffic conditions within the center the weekend prior to, and the week of Thanksgiving which is considered to represent seasonally higher traffic volumes than a typical time periods.

Peak period traffic conditions were observed and recorded for the Gateway Entrance North and Parking Lot intersection. The resulting peak period traffic counts for Saturday and Tuesday are provided in Attachment I and peak hour volumes summarized on Table A.

Table A also includes the PM peak hour traffic counts collected on May 18, 2017 which was used with the project's traffic study and provided for comparison to a typical condition.

The table shows that the May 18, 2017 PM peak hour traffic count at the study intersection had a total intersection volume of 524 trips with the southbound approach carrying 245 trips or 47%, of the total intersection volumes. The May 2017 traffic count occurred during the weekday and considered a typical, average day.

The table also shows the recent November 2018 Saturday midday, the Tuesday midday and PM peak traffic counts at the study intersection. The Saturday midday traffic count was the highest reviewed with a total intersection volume of 718 trips, an increase of 194 trips or 37% when compared to the average PM peak hour condition. The Tuesday midday and PM peak hour intersection volumes were 559 and 562 trips, respectively. In comparison, the Tuesday 2018 PM peak hour total traffic counts were 38 trips higher or a 7% increase when compared to the May 2017 traffic counts.

### OBSERVATIONS

A review of the Saturday, November 2018 midday traffic conditions was completed given this time period had the highest activity for the study intersection and presumably, for the center. Overall the center operates efficiently, and proposed traffic control measures would reinforce traffic operations with the installation of stops signs at the main internal intersections, Gateway Entrance North/Parking Lot intersection and the Gateway Entrance/Starbucks intersection.

January 31, 2019

**MINUTES  
PLANNING COMMISSION REGULAR MEETING  
JANUARY 31, 2019 7:00PM  
TOWN HALL COUNCIL CHAMBER**

PRESENT: Tip Stinnette, Chairman/Town Council Member  
Theresa Stein, Planning Commissioner  
Mary Frances Bennett, Planning Commissioner  
Nan Forbes, Planning Commissioner  
Ed Neham, Planning Commissioner  
Stosh Kowalski, Planning Commissioner  
Chip Paciulli, Planning Commissioner

ABSENT:

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

**CALL TO ORDER OF REGULAR MEETING:**

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

**AGENDA AMENDMENTS:**

None

**COMMISSIONER DISCLOSURES:**

None

**PUBLIC HEARINGS:**

None

**PRESENTATIONS:**

None

**DISCUSSION ITEMS:**

- a) SUP17-03 Purcellville Gateway
- b) RZA17-01 Purcellville Gateway
- c) PCA17-01 Purcellville Gateway
- d) Hirst Road Property

**Purcellville Gateway:**

Phil Bishop, Vice President of Echo Reality, made a presentation on the Purcellville Gateway application. The items under consideration are the rezoning of .8 acres of property to allow the Goddard School and the overall changing of the plan. The Goddard School will be a 8,000 square foot facility which is proposed adjacent to the Chick-fil-A. After speaking to Harris Teeter about their expansion plans and the modifications that were recommended from the planning commission, they notified Echo Reality they were not looking to expand. Therefore, Echo Reality has pulled SUP17-03 from the application.

After discussing the modifications with Goddard School and with Town staff, Echo Reality slid the parking lot of the Goddard School 8 feet to the West. There was an original concern from staff about the overlap of the Goddard School parking lot as well as the Chick-fil-A. With that shift, it's allowed Echo Reality to put a fence of the back corner up the side walk. Also with the shift, it allows Echo Reality to put additional landscaping buffering behind the school.

During the October 18, 2018 meeting, Planning Commission asked about the timing of the recess and the utilization of the playground. Erin, representative with Goddard School, stated that every Goddard School has a scheduled time for class to access the playground from 9:00am to 11:30am than from 3:00pm-5:00pm. Infant room is taken out in multiple seat strollers for walks while the other classrooms are utilizing the playground. There will be 4 classrooms for each playground for those two hour time periods. This gives each classroom two half hour breaks. This is the standard across all of Goddard Schools. During these half hour blocks, these preschool playgrounds will have a maximum of 20 children while the infant and toddler playground will have a maximum of 16 children.

Chris Turnball with Wells and Associates Traffic Consultant spoke about the results of the incoming and outgoing traffic from the cameras that were installed around Purcellville Shopping Center. Per the results, Echo Purcellville is proposing some traffic calming measures, enhancements where we will be replacing the stop signs in a number of these intersections. There will be a raised crosswalk and a stop prior to the crosswalk. The alternative proposed is to not provide a stop sign for the inbound traffic and only have 3 stop signs on the other 3 approaches. There was a discussion about the proffer for the traffic signal and what is being proposed is to modify that proffer instead of doing another traffic study on that intersection. There was a traffic study completed before and it was determined a traffic signal was not warranted. The intersection is close to the roundabout, so VDOT may not warrant this intersection based on its close proximity. For that reason, it was proposed to take the funds and put it towards East gate where that intersection has currently failed. The applicant did an analysis to look at that fair share contribution based on 2,360 total future trips going through that intersection. The future trips includes existing and future forecast to the childcare facility equals approximately 14% of total traffic. Typical signal cost in Loudoun County is \$400,000 and is used by Loudoun County and their proffers. The applicant proposes to make a \$100,000 contribution towards that signal, which is around 25% and is higher than the percentage of traffic coming through.

Commissioner Neham stated he has heard a lot of citizen's talk around town about the difficulties navigating through that shopping center. He stated he was unsettled about adding

January 31, 2019

anything else into the center. It's possible that the traffic study will demonstrate no significant impact and maybe with the type of improvements you are wanting to implement, it may improve the interior flow.

Commissioner Forbes questioned if the additional number of trips created by Goddard School would be 330 trips. Chris Turnball stated that was the total trips going through the east gate intersection which included existing traffic plus the traffic that's expected for the childcare. Commissioner Forbes indicated the traffic study that was conducted the Saturday before Thanksgiving the number of cars moving through was 718, the total number of cars in the center not just through one of the gateways. Then the number of cars moving going through on the Tuesday was 559, that was total number of cars in the intersection. These numbers deal with the intersection, they don't deal with the number of cars going in and out of the center as a whole. The Goddard School is expecting 105 additional total trips coming through the shopping center during peak hours and during the evening peak hour they estimated 100 total trips.

Commissioner Kowalski questioned if the Goddard School parents are required to walk the children in and out of the school. Erin, representative with Goddard School, stated that it is a requirement that the parents park and walk their children into the school and pick up works the same way. Commissioner Kowalski asked if there was a possibility for the Goddard School to expand to 300 kids. Mr. Bishop responded by saying the Virginia law is 140 kids.

Commissioner Paciulli questioned if Echo Reality or the Goddard representatives spoke to the residents regarding the new information and plan of the childcare center? They stated they did not go back to the residents or the HOA with their new plan. Commissioner Paciulli stated the traffic in the Purcellville Shopping Center was intimidating to him to a point that he hasn't been to that center. After the last presentation, he stated he had occasion to visit the center 15-20 times and it is tight, but it works at least from his limited point of view. Commissioner Paciulli would like to see additional landscape buffering behind the school.

Commissioner Bennett had concerns regarding the parents parking in the Harris Teeter parking lot and walking their children across to the school. Ms. Bennett asked if there would be path ways connecting from the residential homes to the shopping center. Mr. Bishop stated as of now, there are no plans to have pathways.

Commissioner Stein stated she enjoyed watching the traffic videos because she went out there herself and sat there watching the traffic. She feels the videos provided accurate activity that takes place. When traffic is coming in at the one intersection, additional signage is highly recommended. She noted in the last presentation, it was stated there are no traffic accidents reported in the shopping center. She further noted we get reports from the police department and she noticed in last week's report there were 3 hit and runs in the shopping center. Mr. Turnball responded that they made that inquiry in the October's public hearing, and don't have any recent data to show recent accidents. Additionally, she noticed in the plan, there is a request for a reduced front yard to be 8 ½ feet, due to not making the criteria because of the parking lot.

January 31, 2019

Ms. Stein talked about the original traffic signal proffer being \$400,000 and to be used when it was warranted at the intersection of Main Street and the shopping center entrance. Ms. Gleckner stated it was a proffer for the construction of a signal if warranted. The applicants are asking for a revised proffer of a \$100,000 contribution to the signal and if the traffic study shows the signal is not warranted, the Town can use those funds on another traffic signal.

Chairman Stinnette stated we have to change how we look at this application. He stated he understands the three equities in the room, the applicant, staff, and commission. Things change and there is a public process that provides transparency, but what he recommended is -to think about the application from the neighboring community perspective. At the end of the day, two out of the three groups are here to serve that community. He noted at the last public hearing, there was a fair amount of passion by the community and recommended the applicant engage the community with the proposed changes. He further stated it was residential engagement that is going to define success or failure for this project. He noted one item that wasn't addressed was light pollution. He recalled that issue came up during the public hearing and recommended the applicant address that issue. Furthermore he recommended a greater focus on parking segregation along with the traffic study of the incoming and outgoing traffic at the shopping center. Additionally he recommended between now and the public hearing to put more specificity into the site plan.

### **Hirst Road Property:**

Chairman Stinnette gave a brief history to the Commissioner's regarding Chapman Demary Trail. He reminded the Commission that we asked Mr. Chapman to come in and give us their intent on the Hirst Road Property. He stated the staff knows there is an application that has to get renewed every two years on the site and the Commission has asked staff to keep it informed on those inspections and the application renewal process.

Mr. John Chapman stated the property of course has floodplains on it. It also has one of the largest stands of trees located on the property. When his youngest son Sam was in high school, his science class used to walk the property to explore the nature. A few of the high school Science teachers approached him about having a trail on the property, after which, the Chapman Demary Trail was established. They placed a conversation easement on the property and had 12 acres designated to the park. They kept the front side of the property out of the floodplain buildable and worked on floodplain mitigation with FEMA to bring a couple acres out of the floodplain. The front property is valuable commercial ground. On the back part of the property the Town holds the easement even though they own it and pay taxes on the property.

Commissioner Paciulli spoke regarding the floodplain regulations on the property and what is showing on the Town map. It shows that line further into the development. Mr. Chapman stated right now, it can't be corrected. He's filed with FEMA an initial plan to fill that property in. When the roundabout was created in Town, the dirt was brought over to the land to fill in the property. Wolford and Chen came in and conducted a survey. Eric Zicht looked at the grade and in the time frame it took him to complete the work, the County changed their floodplain requirements. The grade was according to the initial plan, but with the change in the County requirements, they had to fill in more property. The property has been finished, re-stabilized,

January 31, 2019

resurveyed and it's going back to FEMA. Once FEMA approves the changes, the Town will be able to make changes on the map.

Commissioner Stein stated in layman's terms, they took what was in a floodplain and did mitigation requirements per FEMA to make the property not in floodplains. Mr. Chapman stated it will remain in the floodplain until the revisions are approved. Ms. Stein asked if the conservation easement area is on the actual property or is it outside that property boundary? Mr. Chapman stated the 8 ½ acres are for the park/trail and about 5 acres are buildable.

Chairman Stinnette stated that right now the land use that we show in the comprehensive plan on that particular piece of property is Mixed Use Medium Scale. The next step after the comprehensive plan gets passed by the Town Council is to go ahead and start looking at the zoning modifications and we would like the Chapmans to be a part of that process.

**ACTION ITEMS:**

None

**INFORMATION ITEMS:**

None

**CITIZEN COMMENTS:**

None

**COUNCIL REPRESENTATIVE'S REPORT:**

Chairman Stinnette mentioned that the Town Manager, David Mekarski, suggested a different template for the Town Council meetings. The proposal is to make the first meeting of the month a normal public hearing meeting and the second meeting in the month to be a working meeting. This may change the Commission, Boards and Committee's reports to the Town Council.

**PLANNING COMMISSIONER'S COMMENTS:**

Commissioner Stein asked where the Comprehensive Plan stands with the Town Council. Chairman Stinnette stated staff has been trying to set up a date with Town Council to have a discussion regarding the Comprehensive Plan. Senior Planner, Andy Conlon, stated the Planning Commission adoption of recommending the resolution was December 20<sup>th</sup>, Town Council has 90 days in which to review and act on. Staff is setting up the advertisements to have a public meeting on February 20, 2019.

**CHAIRMAN'S COMMENTS:**

None

January 31, 2019

**APPROVAL OF MINUTES:**

None

**ADJOURNMENT:**

With no further business, Commissioner Stein made a motion to adjourn the meeting at 9:37PM.

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Tip Stinnette, Chairman

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Stefanie Longerbeam, Recorder

February 7, 2019

**MINUTES  
PLANNING COMMISSION REGULAR MEETING  
FEBRUARY 7, 2019 6:00PM  
TOWN HALL COUNCIL CHAMBER**

PRESENT: Tip Stinnette, Chairman/Town Council Member  
Theresa Stein, Vice Chairman/Planning Commissioner  
Mary Frances Bennett, Planning Commissioner  
Nan Forbes, Planning Commissioner  
Ed Neham, Planning Commissioner  
Stosh Kowalski, Planning Commissioner  
Chip Paciulli, Planning Commissioner

ABSENT:

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

**CALL TO ORDER OF REGULAR MEETING:**

Tip Stinnette, Chairman, called the Planning Commission Meeting to order at 6:00 PM. The Pledge of Allegiance followed.

**AGENDA AMENDMENTS:**

None

**COMMISSIONER DISCLOSURES:**

None

**PUBLIC HEARINGS:**

None

**PRESENTATIONS:**

None

**DISCUSSION ITEMS:**

None

**ACTION ITEMS:**

February 7, 2019

None

**INFORMATION ITEMS:**

Chairman Stinnette received an email from Patricia Kipfer regarding Comprehensive Plan to the Town Council.

Good Morning Mayor Frazer,

On December 20, 2018, the Planning Commission approved Resolution No. 18-12-03, officially "certifying" the "proposed" 2018 Comprehensive Plan for submission to the Town Council. As of today, Tuesday 2.5.19, it's been over a month since the plan was put into the Council's hands and I have yet to see any acknowledgement to the citizens of that event or the "status" of the Plan's movement through the TC. No mention in any Purcellville.gov "News Flashes" or "Hot Topics" updates or "Put Citizens First" emails. To me, this seems like the "best kept" secret in the Town and not keeping with the "transparency" promises to the citizens.

Like you, I have been actively following the development of the update to the Town's 2025 Comprehensive Plan. And after three plus years of work; countless changes; and several draft versions, I'm having a difficult time making sense of this fragmented, incomplete version. More importantly, I find it unconscionable and quite frankly disrespectful to the Governing Body of the Town of Purcellville, that on December 20, 2018 the Planning Commission would deliver a Comprehensive Plan that was accompanied by an "errata" sheet of changes that the Town Council must sort through and insert into the Plan to form a complete document.

Now I ask you, would a bank accept an incomplete business plan with an "errata" sheet from a loan applicant? NO! Would a board of General Officers accept an incomplete military plan for a major military operation with an "errata" sheet? NO! In both instances, the delivered document would have been returned to the submitter for completion.

Question: Why wasn't this Plan immediately returned to the PC for completion and re-submission? I would be embarrassed to present this incomplete plan for public comment. Aside from the "errata" changes the following is just one of the many examples of what I'm referring to:

The map of the proposed 2018 plan presented in the PowerPoint presentation to the Town Council on December 11, 2018, doesn't match the proposed map shown on the "errata" sheet. Further, there are several maps in the Supplemental Data that are referenced in the plan that should have accompanied the submission, but were not because the text and maps are inaccurate. I'm wondering why "these" plan shortcomings were not included on the "errata" sheet. I find this unacceptable and so should the entire Town Council.

I recently retired from LCPS and I'm always available to meet with you in open discussion. This plan is important to "me" as I had a vested interest since 2008. Lastly, I would appreciate it if you and all cc'd addressees would respectfully confirm back to me that you are in receipt of this e-mail. As always, I thank you for your time and consideration.

Respectfully,

Patti DiPalma Kipfer

February 7, 2019

**Chairman Stinnette response:**

The reason the Planning Commission went with the errata sheet was to be mindful of tax payer dollars and to pay the consultant to make changes after Town Council review.

**Mayor Frazer response:**

Good Afternoon Ms. Kipfer;

I am in receipt of your email and acknowledge your stated concerns. Please be assured that each member of this Town Council (TC) is reviewing the draft Comprehensive Plan that was presented by the Planning Commission. As such, I anticipate detail feedback and no any rubber stamping when we are ready to advance TC discussion and decision on it.

With the understanding that the document was presented to us five days before Christmas and ten days before the New Year, our citizens have our commitment to completing our review and scheduling a public hearing to move this forward with the necessary velocity for their collective benefit. In the spirit of transparency we have made our citizens aware of the draft document and posted it online for 24/7 review and feedback in preparation for the public hearing. I'll also request that our Town issue another press release reminding citizens that the document is available on line for their review and input.

**Patricia Kipfer response:**

Thank you for your timely acknowledgement of my email of 2.5.2019

I want to emphasize that I, in no way, meant any disrespect to you personally.

The fact is since the PC Public Hearing on the plan back in July 2018; dissemination of information to the citizens regarding the status of the Comprehensive Plan has been sparse, at best. You are absolutely correct in that an incomplete "Version 5.1" of the plan and "errata" sheet were posted on the "Plan Purcellville" website on 1.24.2019 (after a "prodding" email to the Town staff). However, there's no explanation as to WHY the documents are posted, how the "errata" sheet is to be used, and no indication that citizen input is sought.

Sadly, the primary focus of my 2.5.19 email seems to have gone unrecognized. The fact still remains; the plan delivered to the Town Council is a "fragmented" version with an "errata" sheet that has a map that is different from the one presented to TC on 12.11.2018. The Proposed Changes to Land Use Map on the "errata" sheet is **WRONG! This map should be replaced with the 2018 Land Use Map presented to the Town Council on 12.11.2018.**

Further, there are also key maps in the "Supplemental Data" referenced in the plan which are also wrong. Yes, I understand there may be a cost associated with updating the maps; however, at the very least, the "errata" sheet should have identified each incorrect map with its page number...

Once again -- Why wasn't this Plan rejected and returned?

As stated in my 2.5.2019 email, I am available to meet with you and any of the TC Members for an open discussion on this matter.

February 7, 2019

**Mayor Frazer response:**

Ms. Kipfer;

No offense taken, this is all welcome citizen comment and feedback to a document recommended by our Planning Commission, after years of hard work.

It is now TC's responsible to evaluate the input and feedback from you and other citizens to ensure the finish product is reflective of the prevalent desire of the community.

Chairman Stinnette asked Senior Planner, Andy Conlon, to make sure that the maps between what was presented to Town Council and what's showing on the errata sheet are consistent. Once the Town Council approves the Comprehensive Plan with edits, it will be sent back to the consultant for changes.

Town Manager, David Mekarski, stated staff has publicly advertised the public hearing for February 20, 2019 and coordinated with Town Attorney, Sally Hankins, to detail the strong narrative describing the plan, process and objectives. This included a map showing 3 parcels numbers that have been recommended for remapping based on the errata sheet.

**CITIZEN COMMENTS:**

None

**COUNCIL REPRESENTATIVE'S REPORT:**

None

**PLANNING COMMISSIONER'S COMMENTS:**

Commissioner's spoke about the Purcellville Gateway project and their public engagement meeting regarding the revisions to their site plan.

**CHAIRMAN'S COMMENTS:**

None

**APPROVAL OF MINUTES:**

- a) October 4, 2018 Regular Meeting
- b) October 18, 2018 Regular Meeting
- c) October 18, 2018 Work Session
- d) October 25, 2018 Work Session & Special Meeting
- e) November 1, 2018 Work Session
- f) November 29, 2018 Regular Meeting
- g) December 6, 2018 Regular Meeting
- h) December 20, 2018 Regular Meeting
- i) January 3, 2019 Regular Meeting

February 7, 2019

Vice Chairman Stein made a motion to approve minutes October 4, 2018 regular meeting, October 18, 2018 regular meetings, October 18, 2018 work session, October 25, 2018 work session & special meeting, November 1, 2018 work session, November 29, 2018 regular meeting, December 6, 2018 regular meeting, December 20, 2018 regular meeting and January 3, 2019 regular meeting and waive reading.

Motion: Stein  
Second: Paciulli  
Vote: 7-0

**ADJOURNMENT:**

Immediately following this meeting, we will hold a work session in the Heritage Room with Consultant Mike Chandler to discuss the zoning ordinance. Commissioner Forbes made a motion to adjourn the meeting at 6:40PM.

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Tip Stinnette, Chairman

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Stefanie Longerbeam, Recorder



February 21, 2019

**MINUTES  
PLANNING COMMISSION REGULAR MEETING  
FEBRUARY 21, 2019 7:00PM  
TOWN HALL COUNCIL CHAMBER**

PRESENT: Tip Stinnette, Chairman/Town Council Member  
Theresa Stein, Vice Chairman/Planning Commissioner  
Mary Frances Bennett, Planning Commissioner  
Ed Neham, Planning Commissioner  
Stosh Kowalski, Planning Commissioner  
Chip Paciulli, Planning Commissioner

ABSENT: Nan Forbes, Planning Commissioner

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

**CALL TO ORDER OF REGULAR MEETING:**

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

**AGENDA AMENDMENTS:**

None

**COMMISSIONER DISCLOSURES:**

None

**PUBLIC HEARINGS:**

None

**PRESENTATIONS:**

None

**DISCUSSION ITEMS:**

Chairman Stinnette indicated he had some concerns with the errata sheet that needed to be resolved before we went to Public Hearing. The errata sheet that was posted on the Town website did not match the map presentation made to Town Council and what was agreed upon. The map is central to the Comprehensive Plan. Rather than go to the public hearing with

February 21, 2019

different version of the map, he made a motion to Town Council that they remand the Comprehensive Plan and the errata sheet back to Planning Commission so the Planning Commission can clean up the errata sheet with following:

- Adopt a resolution to decertify the current draft of the Comprehensive Plan.
- Update the changes recommended in the errata sheet, which include changes to the advertised Land Use map, and other changes as may be deemed advisable by the Planning Commission.
- Reference Land Use maps in the errata sheet that were impacted by, and contained in, the Appendix and Supplemental Supporting Documents.
- Consider, address, and incorporate, as the Planning Commission deemed advisable, comments to the draft comprehensive plan as may be delivered to the Planning Commission from members of Town Council.

Staff was advised the ultimate objective was to post on the Plan Purcellville website an updated errata sheet, staff report presented to Town Council and summary of all significant dates and milestones in the Comprehensive Plan process.

Once these actions are complete, the Planning Commission should refer the plan back to Town Council for consideration.

**ACTION ITEMS:**

- a) Adoption of a resolution to decertify the current draft of the Comprehensive Plan, thereby stopping all timeline deadlines set forth under Virginia Code.

Commissioner Neham went through the decertification of the resolution and had some line in and line out recommendations. Town Attorney, Sally Hankins, subsequently relooked at the resolution and determined the following should be corrected to:

- On the second **WHEREAS**, the adoption of the Planning Commission adoption by the Planning Commission of a resolution recommending adoption of a Comprehensive Plan triggers a 90-day deadline for the legislative body to conduct a duly-advertised public hearing and act on the Comprehensive Plan.

Chairman Stinnette asked Senior Planner, Andy Conlon, to return to the 5.0 version of the comprehensive plan. When the 5.1 was printed out, it messed up the legends and wording in the document. What the consultant delivered in version 5.0 is what will be posted on [www.planpurcellville.com](http://www.planpurcellville.com)

Commissioner Stein made a motion that the Town of Purcellville Planning Commission adopt Resolution 19-02-02 presented on February 21, 2019, this is a resolution of Town Purcellville Planning Commission to void its certification of the Comprehensive Plan Purcellville 2018.

Motion: Stein  
Second: Kowalski

February 21, 2019

Vote: 6-0-1

**INFORMATION ITEMS:**

Chairman Stinnette indicated there is an article in Loudoun Now regarding the Loudoun County comprehensive plan rewrite. The planning commission is going to present the plan to Board of Supervisors on March 21, 2019. The Board of Supervisors will have a public comment from April 24<sup>th</sup>-27<sup>th</sup>. They are schedule to adopt the plan July 2, 2019.

Chairman Stinnette indicated the Purcellville Library will not be moving that they are looking to expand their building.

**CITIZEN COMMENTS:**

Patricia Kipfer, 38038 W. Colonial Highway, I'd like to point out the discussion regarding my property being the first property on the east end Purcellville. As you can clearly see on the zoning map, the first property that bumps up to Loudoun County line is Patrick Henry College. This fact is also clearly evident in the map reflecting the pin numbers for the eastern end. This map was printed from the Loudoun County GIS legal site. I'm not the first property in Town.

**COUNCIL REPRESENTATIVE'S REPORT:**

None

**PLANNING COMMISSIONER'S COMMENTS:**

Commissioner Neham listened to the audio tape of the Purcellville Gateway presentation and asked if was the will of the Planning Commission to not go ahead and possibly not approve Purcellville Gateway in order to save the applicant time and money. This point was not clear in the audio tape. It was determined the applicant should exercise the process since the ultimate arbitrator of the application request is the Town Council.

Commissioner Kowalski asked if the applicant was going to come back and tell the Planning Commission the results of their community engagement regarding the Purcellville Gateway project.

Chairman Stinnette indicated the applicant needs to do the residential engagement and needs to come back to the Planning Commission. Additionally he stated the Commission gave the applicant specific guidelines to update the site plan with greater specificity with respect to the proffers, buffers, fencing and landscaping. They should be prepared at that time to talk about the public engagement.

Commissioner Kowalski asked about the designation for Patricia Kipfer property if she's actually not on the border and if that had any bearing on her property being designated Rural Transition?

February 21, 2019

Chairman Stinnette responded to Commissioner Kowalski stating the property to the east of Kipfer's property contains a stream bed. The whole point of the idea of transition rural land use was not necessarily dependent on its proximity to the Town boundary. It really talks to the density desires in terms of transitioning from the proximate edge of the Town.

**CHAIRMAN'S COMMENTS:**

Chairman Stinnette told the Commissioners there is a collation of interest to exclude the West End Wine & Bar Pub and the Loudoun County Golf Club in the extension of the trail. The West End Wine & Bar Pub and the Loudoun County Gold Club do not want the trail to be extended on their property and have addressed this with Loudoun County.

Chairman Stinnette addressed the email Commissioner Neham sent out regarding the new lighting going up in Round Hill.

**APPROVAL OF MINUTES:**

None

**ADJOURNMENT:**

With no further business, Commissioner Paciulli made a motion to adjourn the meeting at 8:27PM.

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Tip Stinnette, Chairman

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Stefanie Longerbeam, Recorder

March 21, 2019

**MINUTES  
PLANNING COMMISSION REGULAR MEETING  
MARCH 21, 2019 7:00PM  
TOWN HALL COUNCIL CHAMBER**

PRESENT: Tip Stinnette, Chair/Town Council Member  
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: Kim Bandy, Planning Technician

ABSENT: Patrick Sullivan, Director of Community Development (due to weather)  
Andy Conlon, Senior Planner (due to schedule conflict)

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

<https://www.purcellvilleva.gov/ArchiveCenter/ViewFile/Item/4965>

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

**CALL TO ORDER OF REGULAR MEETING:**

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

**AGENDA AMENDMENTS:**

Chair moved Citizen Comments to be after Presentations and before Discussion items for this and for all future meetings, and added the following to Discussion Items:

- Minutes Drafting
- County Zoning Amendment
- 7-11 Construction
- Tiny Homes
- Gateway Engagements

**COMMISSIONER DISCLOSURES:**

Commissioner Neham attended the Gateway community meeting as an observer on March 15, 2019

March 21, 2019

**PUBLIC HEARINGS:**

None

**PRESENTATIONS:**

None

**CITIZEN COMMENTS:**

None.

**DISCUSSION ITEMS:**

Minutes Drafting: [4:10] Chair Stinnette requested that Staff critically review all necessary attachments to agendas and ensure that they be published to provide sufficient time for them to be read them prior to meetings. Chair Stinnette proposed that, as a trial, Commissioner Neham take on the role of drafting minutes and also help to manage other documents that the Commission may generate, such as the Errata Sheet. The purpose of this change is to lessen the burden on the staff and to take advantage of Commissioner Neham's skills and abilities.

Updated Errata Sheet and Land Use Maps: [16:30] The baseline publication of the Comprehensive Plan will be version 5.0, not version 5.1, and will be accompanied by an Errata Sheet focusing on correcting the land use maps and making about 25 textual changes, which were reviewed and discussed. The significant land use changes in the Errata Sheet are: (1) Area 1 in the Downtown North Focus Area (Cornwell Lane) being changed from Industrial Business (purple) to Commercial Neighborhood Scale (pink); (2) The Purcellville Gateway and Catoctin Corner properties in the East End Focus Area being changed from Mixed Use Commercial (brown) to Commercial Medium Scale (red); and (3) the strip of land bordering the eastern edge of the Kipfer property being shown as Institutional & Government (blue). Commissioner Neham will prepare an Errata Sheet revised in accordance with these discussions.

Public Hearings on Comprehensive Plan: [59:00] Another Planning Commission Public Hearing will be scheduled to again present the 5.0 version of the Comprehensive Plan along with the revised Errata Sheet. At this hearing, the Commission will be receptive of any input provided by the community, and requested changes will be adjudicated by the Commission prior to forwarding the Comprehensive Plan and Errata Sheet to the Town Council for their consideration. Chair Stinnette polled the Commission; all were in favor. The date for this hearing is expected to be May 2, 2019.

Critical Path Discussion: [1:05:55] The Staff-provided Critical Path calendar that covers the possible milestones to the final adoption of the Comprehensive Plan was discussed and adjusted to account for moving of the Planning Commission Public Hearing date from April 18, 2019 to May 2, 2019.

March 21, 2019

Purcellville Planning Commission Annual Report: [1:13:45] Chair Stinnette presented his draft of the Annual Report based upon the Planning Commission's "Top Ten Issues" paper previously prepared at the Mayor's request, and asked that if the Commissioners have any changes to make, they should send them to Commissioner Neham. Chair Stinnette requested that the revised Annual Report be drafted in advance of the April 4, 2019 Planning Commission meeting.

County Zoning Amendment: [1:21:50] The County is recharacterizing how they define density in terms of dwelling units permitted per acre of land, to be more consistent, and to get everything matched up in their Comprehensive Plan and their Zoning Ordinance.

7-11 Construction: [1:24:00] The 7-11 at Main and Maple will be refreshing their property, including replacing their underground gas tanks and installing a replacement awning over the pumps.

Tiny Homes: [1:25:15] There was a recent newspaper article on tiny homes; there are no such development proposals with town limits nor are there any that the town is aware of adjacent to the our boundary limits.

Gateway Engagements: [1:26:00] Commissioner Neham, who attended the Gateway community meeting as an observer on March 15, 2019, reported that the approximately dozen residents who attended generally expressed their concerns about noise, odors, light intrusion and the behavior of teenagers hanging out around the Chic-Fil-A property at late hours, and that a child care addition to the property would be a further degradation of their ability to enjoy their properties. The developer said they appreciated hearing this information, but that they will continue with the process of seeking Planning Commission and Town Council approval. They said if the child care project is not approved, they will probably seek to build another store within the existing commercially-zoned area.

**ACTION ITEMS:**

None.

**INFORMATION ITEMS:**

None.

**COUNCIL REPRESENTATIVE'S REPORT:**

The Town Council is working its way through the budget process. Separate meetings by department will occur over the next month before the adoption of the budget.

**PLANNING COMMISSIONERS' COMMENTS:**

None.

**CHAIR'S COMMENTS:**

March 21, 2019

None.

**APPROVAL OF MINUTES:**

None.

**ADJOURNMENT:**

With no further business, Commissioner Forbes made a motion to adjourn the meeting at 8:37 PM, seconded by Vice-Chair Stein.

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Tip Stinnette, Chair

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Ed Neham and Kimberly Bandy, Recorders