

July 18, 2019



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

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

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

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

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

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

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

CALL TO ORDER OF SPECIAL MEETING:

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

AGENDA AMENDMENTS: [1:12]

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

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

COMMISSIONER DISCLOSURES:

None.

PUBLIC HEARINGS:

None.

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PRESENTATIONS: [3:00]

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

CITIZEN COMMENTS:

None.

DISCUSSION ITEMS: [31:50]

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

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

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

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

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

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

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

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

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

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

to:

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

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

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

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

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

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

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

ACTION ITEMS:

None.

INFORMATION ITEMS:

None.

COUNCIL REPRESENTATIVE’S REPORT:

None.

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

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

CITIZEN COMMENTS: [3:21:10]

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

PLANNING COMMISSIONERS' COMMENTS:

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

APPROVAL OF MINUTES: [3:47:50]

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

OTHER BUSINESS:

None.

ADJOURNMENT: [3:48:20]

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


Ed Neham and Stefanie Longerbeam, Recorders


Tip Stinnette, Chair



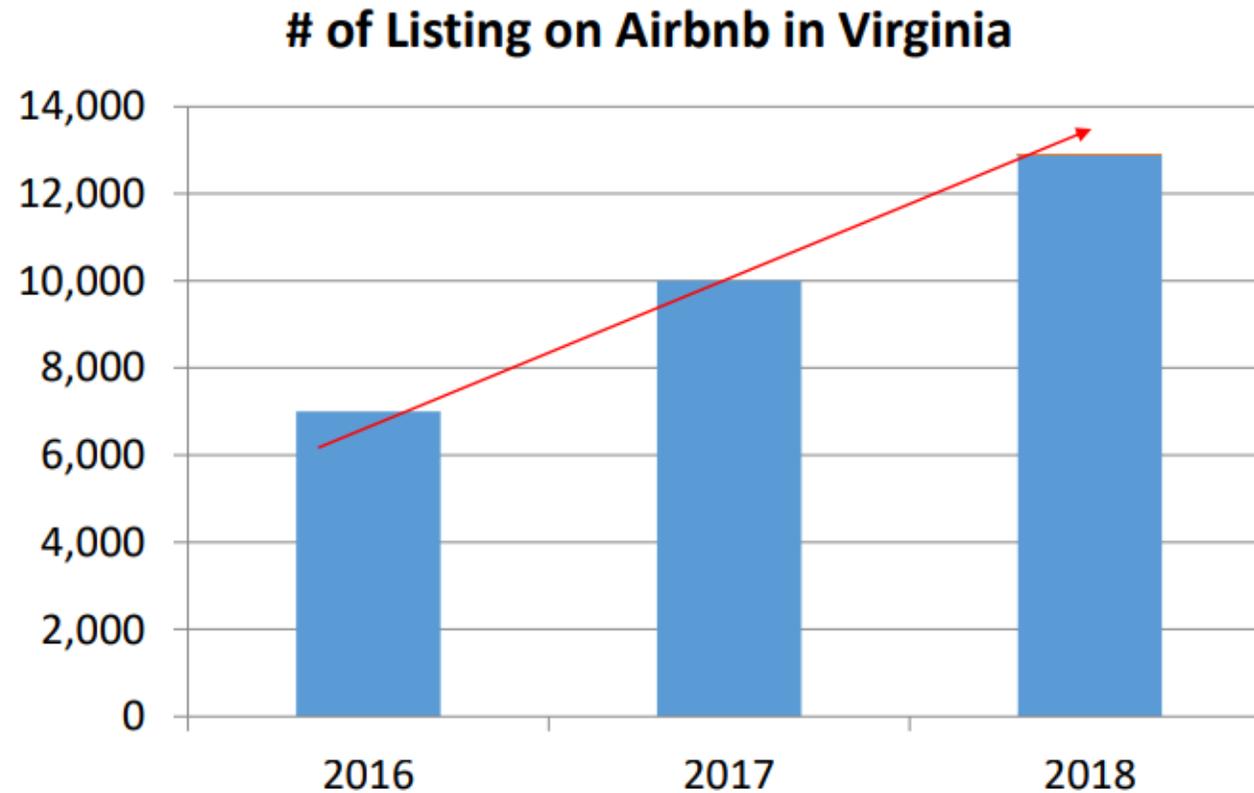
Short-Term Rentals

PRESENTATION ON DRAFT REGULATIONS

What is a Short-term Rental?

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

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



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

Relevance and Purpose

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

Recent Listings

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



⚡ \$180 avg/night

★★★★★ 3 Reviews



Enter dates for accurate pricing

Check In	Check Out
Guests	

Book Now



Jorge Mendez
Ask Owner a Question

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

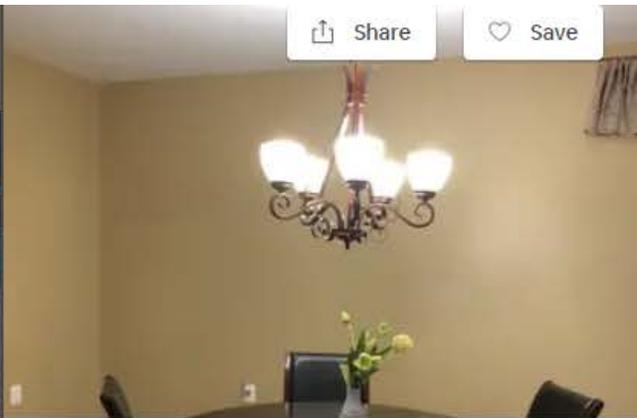
View all 30 photos

Overview Amenities Reviews Map Rates & Availability

Gorgeous, Cozy & Spacious Home - PROMO RATES

- 🏠 House - 2300 sq. ft.
- 👤 Sleeps: 10
- 🛏️ Bedrooms: 4
- 🚿 Bathrooms: 2
- 🚽 Half Baths: 1





Share Save

View Photos

Spacious apartment near lots of wineries

Purcellville

Entire apartment

5 guests 2 bedrooms 2 beds 1 bath

Self check-in

Check yourself in with the keypad.

Joshua is a Superhost

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



Joshua

\$120 per night

★★★★★ 77

Dates

Check-in



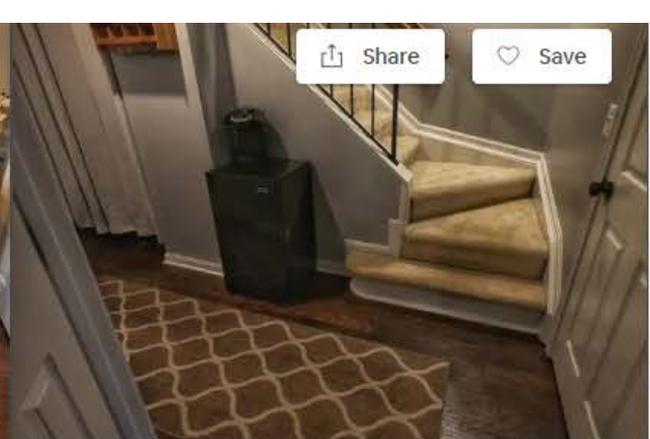
Checkout

Guests

1 guest



Request to Book



Share Save

View Photos

1BR, 1BA - Entire Basement In VA Wine Country

Purcellville

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

🔑 Self check-in
Check yourself in with the smartlock.

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

🧼 Sparkling clean



Evan

\$78 per night

★★★★★ 5

Dates

Check-in → Checkout

Guests

1 guest

Book

Issues the Ordinance Should Address

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

Registration, Permitting, & Licensing

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

Collection and Remittance of Local Taxes

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

Collection and Remittance of Local Taxes

- Purcellville's Transient Occupancy Tax is 3%

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

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

Zoning Control | Where STRs can operate

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

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

Zoning Control | Where STRs can operate

Use Table																	
Use	R2	R3	R3A	R8	R15	C1	MC	C4	CM1	M1	PDH	X	IP	AC	RT	Use Standard	
Dwelling, accessory	SE	SE	SE	SE	SE						SE	SE		SE	SE	Art. 4, Sec. 1.2.58	
Dwelling, apartment			P		P		P	P								Art. 4, Sec. 1.2.61	
Dwelling, duplex		P		P	P												
Dwelling, multiple-family					P						PPU					Art. 4, Sec. 1.2.64	
Dwelling, single-family attached				P	P			SUP			PPU					Art. 4, Sec. 1.2.67	
Dwelling, single-family detached	P	P	P	P	P			SUP			PPU	P		P	P		
Dwelling, single-family detached farmhouse														P			

Source: [Town of Purcellville Zoning Ordinance Article 4, Section 1.1](#)

Zoning Control | Where STRs can operate

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

Zoning Control | Who can operate a STR

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

Zoning Control | Who can operate a STR

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

Zoning Control | Who can operate a STR

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

Zoning Control | Who can operate a STR

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

Zoning Control | Nights of Operation

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

Zoning Control | Number of Guests

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

Zoning Control | Enforcement

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

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

Zoning Control | Enforcement

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

Zoning Control | Enforcement

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

Additional Regulations

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

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

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

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

S

Strengths

- Local revenue from taxes, permits, licenses
- Regulating the already-existing listings (i.e. noise violations, parties, parking issues, etc.)
- Auditing abilities

W

Weaknesses

- Code enforcement (increased inspections, ensuring all rentals are complying with regulations)
- Tax collection enforcement
- Liability issues
- Loss of neighborhood cohesiveness

O

Opportunities

- Increase local tourism
- Extra income for homeowners
- Additional lodging options

T

Threats

- Neighborhood disturbances (i.e. parties, noise, pets)
- Parking issues
- Complaints from neighbors and citizens
- Safety (unknown guests as neighbors)
- STRs not in compliance
- Stress on infrastructure

Short-term Rental Regulation Objectives

The recommended regulations aim to:

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

Recommendations | Open for Discussion

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

Recommendations | Open for Discussion

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

Questions?

ATTACHMENT 2

What is Mixed-Use Development?

Municipal Research & Services Center, Seattle, WA.

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



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

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

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

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

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

Vertical Mixed-Use Development

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



Source: Placemakers.com

Horizontal Mixed-Use Development

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



Source: Placemakers.com

Mixed-Use Walkable Areas

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



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

ATTACHMENT 3

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

Ed Neham, July 18, 2019

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

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

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

ATTACHMENT 4

MIXED-USE NEIGHBORHOOD SCALE AND MEDIUM SCALE MARK-UPS

Version 5.0 for Review | October 2018



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

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

MIXED-USE NEIGHBORHOOD SCALE

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

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

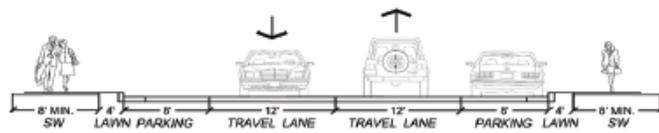


Figure 90. Typical street section in a mixed-use neighborhood scale development

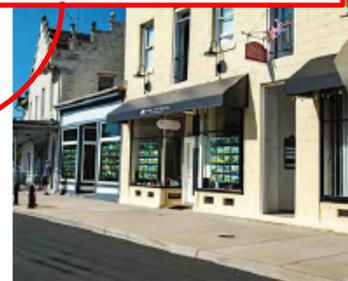


Figure 92. Existing downtown buildings



Figure 93. Downtown buildings



Figure 94. Existing downtown buildings

TOWN HISTORY

INTRODUCTION

2018 LAND USE PLAN

TYPICAL PLANELEMENTS

IMPLEMENTATION

TOWN HISTORY

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



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

INTRODUCTION



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

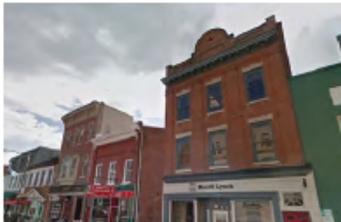
accommodates

MIXED-USE MEDIUM SCALE

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

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

2018 LAND USE PLAN



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

small- to

TYPICAL PLAN ELEMENTS

IMPLEMENTATION

July 18, 2019

ATTACHMENT 5

EMAILS REGARDING PROPOSED LAND USE CHANGE TO EAST HIRST ROAD

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

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



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

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

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

July 18, 2019

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

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