



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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A CHANGE IN THE LANDSCAPE ON THE WEST SIDE OF TOWN

PURCELLVILLE, Va. JULY 18, 2018 – The purpose of this news release is to describe what is happening at the Ball Property between S. 32nd Street/Rt. 690 S. and the Loudoun Golf and Country Club, and to explain the history of the process that has led to this “by-right” development. Town officials are hearing concerns from citizens about the development project that L.S. Mitchel Development Company, LLC, has initiated at the 10.08-acre former farm plot known as the Ball Property. The land sits along Purcellville's Historic Corridor and one of the gateway roads into town.

The developer intends to build twenty (20) single family homes of approximately 4,000 square feet each with three-car garages. L.S. Mitchel Development Company, LLC is building “by-right,” which means the development conforms to existing zoning and requires no special permits. The property owners previously sought to rezone the land for a higher density development, which the Town of Purcellville did not approve, requiring the property to be developed consistent with the present low density residential/neighborhood zoning.

With “by-right” development, citizens, Town Council, and staff have limited options for review and comment on development plans. The Purcellville town administrative team and Town Council are communicating the concerns of surrounding residents to the developer regarding measures they need to take to protect the Historic District and neighborhood character during site development and construction.

This development, for which the administrative team approved an application in November 2016 and which the developer has named the Blue Ridge Estates, will include a single entry/exit at 32nd Street, internal streets, a storm water detention area, an upgraded sewer pump station that will serve the west end of town, and pedestrian trail access along the roadway and through the development. Where possible, the developer and town will preserve and maintain the trees and stonewall along the street side of the development. The site is currently under construction, and the developer is expecting to begin residential construction later this summer/early fall with occupancy expected in early to mid-2019. The infrastructure (streets, storm water, sewer, utilities) is estimated to be completed around the first of the year.

The town’s archive of the developer’s pre-application materials, concept map, site layout, and application files can be found at: <http://purcellvilleva.gov/818/Ball-Property-Development>.

Land use decisions concerning The Blue Ridge Estates have occurred over the time period of approximately 1952 to 2008.

- The first residential zoning was established with the town's first zoning ordinance under the former Mayor's administration in 1952.
- The Purcellville zoning map under the former Mayor's administration in 1984 reflects that this property was zoned R1 residential, providing a developer with the ability to develop this farmland by-right with approximately two single family detached houses per acre. This is equivalent to today's R2 zoning.
- The Purcellville zoning map under the former Mayor's administration in 1991 shows the property to be zoned R2, which has remained in effect to the present day.
- The former Mayor and Town Council on October 14, 2008, reduced building setback space requirements in R2 zones to allow for houses to take up a larger share of a lot. A reduced R2 setback provides the developer the opportunity to build homes closer to the road than is consistent with the existing homes in the historic neighborhood. The former Mayor and Council made this decision after a public hearing at which the town received no public comments. (See: <http://purcellvilleva.gov/documentcenter/view/6646>)

Going forward, your current Mayor and Town Council urge you to participate in opportunities to influence future town projects. Please let your voice be heard through ongoing participation in the comprehensive plan process. The comprehensive plan is a vision document which provides a detailed strategic plan for the future land use of our community. A comprehensive plan serves as the guiding document for all future zoning and development decisions.

Your voice to the vision of the future of Purcellville is important to us. Please note the following ways to share your thoughts on the comprehensive plan:

- Attend the Public Hearing next Thursday (July 19, 2018) at 7:00 p.m. at Purcellville Town Hall, 221 S. Nursery Avenue, Purcellville VA 20132
- Submit comments online at <http://planpurcellville.com/>
- Email your comments to your Mayor and Town Council at purcellvilletc@purcellvilleva.gov
- Submit your comments to Town Hall by stopping in or mailing written comments to: Planning Commission, Purcellville Town Hall, 221 S. Nursery Avenue, Purcellville, VA 20132

Your participation and your comments can make a significant difference!

The Town of Purcellville, Virginia

Purcellville is an award-winning town of over 9,000 residents located in Loudoun County, approximately 40 miles west of Washington, DC. Having received the prestigious Siemens Sustainability Award for Small Communities, Purcellville continues to be honored for its green initiatives with most recently being the Tree City USA recipient for the 10th year. The Town was reaffirmed as a AAA rated community by S&P Global Ratings, the highest credit rating possible, and is recognized as one of the safest towns in Virginia. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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