

## **PUBLIC HEARING NOTICE TOWN OF PURCELLVILLE**

The Purcellville Planning Commission will hold a public hearing in the Town Council Chambers of Town Hall, located at 221 South Nursery Avenue, Purcellville, Virginia on **THURSDAY, JUNE 6, 2019 at 7:00 PM** for the purpose of receiving comments on, considering, and possibly voting on the following item:

**PLAN PURCELLVILLE: THE 2018 COMPREHENSIVE PLAN (“*Plan Purcellville*”).** The Town of Purcellville’s comprehensive plan functions to: establish a vision and direction for Purcellville’s future, guide zoning designations and land development within the Town limits, and guide the Town Council in its adoption of public policy. The comprehensive plan is adopted by the Town Council, after receiving recommendations from the Town Planning Commission. *Plan Purcellville*, the newly proposed comprehensive plan that is the subject of this advertised public hearing, would wholly replace the Town’s existing comprehensive plan, which was adopted in 2006. *Plan Purcellville* is a wholesale amendment of the 2025 *Purcellville Comprehensive Plan* (adopted in 2006), including amendments to the document structure, as well as considerable changes to the text, policies, maps, and figures.

The development of *Plan Purcellville* consisted of the following phases and milestones:

- Phase 1:** Project Initiated in year 2015. Phase 1 established the primary values underlying the comprehensive plan.
- Phase 2:** Research and Analysis occurred in year 2016. Phase 2 identified critical opportunities and issues in the Town.
- Phase 3:** Visioning and scenario assessments were performed in year 2016.
- Phase 4:** *Plan Purcellville* was drafted in year 2017, and posted for public comment.
- Phase 5:** The Planning Commission held an advertised public hearing on July 19, 2018, to receive public comment on *Plan Purcellville*. In December of 2018, the Planning Commission voted to transmit to Town Council, with a recommendation of approval, Version 5.1 of *Plan Purcellville*, which included an errata sheet.
- Phase 6:** In February 2019, the Town Council remanded *Plan Purcellville*, with its errata sheet, back to the Planning Commission, to correct errors.
- Phase 7:** The Planning Commission corrected the errors in *Plan Purcellville*, including the errata sheet, and scheduled this second public hearing for June 6, 2019.

Over the last four years:

- A total of twelve volunteer Planning Commissioners worked on *Plan Purcellville*.
- The Town’s Planning Staff facilitated six public engagement sessions.
- The Planning Commission held more than 70 meetings on the plan.
- Comments were received from over 5% of the Town’s voting population.
- The Planning Commission deliberated and resolved more than 1,200 individual comments.
- 12 iterative versions of *Plan Purcellville* were produced.

The Town's goals, as set forth in *Plan Purcellville*, are to: 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; and leverage open space, conservation easements and land trusts as preservation tools. Growth and development should pursue the highest levels of environmental sustainability.

*Plan Purcellville* consists of 5 sections: (1) Town History, (2) Introduction, (3) The Land Use Plan, (4) Topical Plan Elements, and (5) Implementation. A summary description of each section follows below:

1. **Town History.** This section describes the history of the Town, and includes the following subsections: "Town Seal – Interpretive History of Purcellville," and "The Town's Planning History."
2. **Introduction.** This section describes the public input process used to develop *Plan Purcellville*, describes the public input obtained, and updates the Town's data on population growth and trends.
3. **The Land Use Plan.** This section identifies and describes the future land uses envisioned for all parcels of land within the Town, and guides the Town when making land development recommendations and decisions. The objective of this section of *Plan Purcellville* is to shape and protect the character of Purcellville as new development, infill development, and redevelopment occur in the future. This section emphasizes areas within the Town to preserve or sustain, and areas within the Town to enhance.

This section of *Plan Purcellville* includes a map, entitled "Plan Purcellville - Future Land Use Map," showing the future land uses envisioned for all parcels of land located in the Town, which is published with this advertisement for reference. For comparison purposes, a copy of the future land use map that was adopted as part of the "*2025 Purcellville Comprehensive Plan*" (adopted in 2006 and currently in effect), also accompanies this advertisement and is identified as the "Comprehensive Plan 2025 – Planned (Future) Land Use Map."

This section of *Plan Purcellville* also identifies **seven "Focus Areas"** that have been identified as areas in which opportunities exist to enhance and facilitate land development and redevelopment consistent with the Town's vision and goals. The seven Focus Areas are identified in *Plan Purcellville* as (1) "Hirst West," (2) "Hirst East," (3) "West End," (4) "Downtown South," (5) "Downtown North," (6) "East Main," and (7) "East End," the boundaries of which are further described as follows:

**Hirst West** includes lands abutting the south side of Hirst Road, extending between Hatcher Avenue and 21<sup>st</sup> Street, north of the South Fork Catoclin Creek. This area includes all lands abutting Browning Court and Bailey Lane. Additionally, Hirst West includes lands located at the southeast quadrant of the intersection of Hatcher Avenue and Hirst Road, currently occupied by

the Bank of Clarke County, Taco Bell, and the Valley Medical Building (205 Hirst Road).

**Hirst East** includes lands bounded by Hirst Road to the north, Maple Avenue to the east, the W&OD Trail to the south, the residential subdivision known as “Old Dominion Valley” also to the south, and the Valley Medical Building (205 Hirst Road) to the west. This area includes lands owned by Chapman Brothers LLC, Branko Stupar, Trustee, Brent Mercke, and 341-A North Maple Avenue LLC.

**West End** includes lands located both north and south of Main Street. The lands located north of Main Street are bounded by Saint Andrew’s Presbyterian Church to the west, the Country Club Hills residential subdivision to the north, homes fronting on 31<sup>st</sup> Street to the east, and Main Street to the south. This area includes lands owned by Thomas F. Rust (transacting as Rust Properties), and C & B Commercial Properties LLC. The lands located south of Main Street are bounded by Main Street to the north, Loudoun Country & Golf Club to the west, a residential subdivision known as Blue Ridge Estates to the south (owned by LS Mitchel Development LLC), and 32<sup>nd</sup> Street to the east. This area includes lands occupied by Cedar Lane Bibleway Church, Anthony’s Restaurant, and the 7-Eleven Convenience Store.

**Downtown South** includes lands both north and south of Main Street, as follows:

North of Main Street: The portion of Downtown South located north of Main Street includes all lands that front on Hatcher Avenue, south of the W&OD Trail and north of Main Street. This area also includes all lands bounded by Hatcher Avenue to the east, the W&OD Trail to the north, 21<sup>st</sup> Street to the west, and Main Street to the south. This area also includes all lands bounded by the intersection of 23<sup>rd</sup> Street and 21<sup>st</sup> Street to the north, 23<sup>rd</sup> Street to the west, 21<sup>st</sup> Street to the east, and Main Street to the south. This area also includes all property located in the Purcellville Mills subdivision, including properties on West O Street and North 23<sup>rd</sup> Street. This area also includes two properties fronting on Main Street: 211 East Main Street, owned by Main Street Building LC, and 221 East Main Street, owned by Butterfly Gourmet LLC

South of Main Street: The portion of Downtown South located south of Main Street includes all lands that front on Main Street between the “tear drop” to the east, and the traffic signal at 23<sup>rd</sup> Street to the west; specifically, these addresses include: 110 West Main Street occupied by Purcellville Restaurant, 120 West Main Street occupied by Catocin Creek Distilling Company, 140 and 150 West Main Street occupied by the Shell Gas Station and Auto Repair Shop, 160 West Main Street occupied by Shamrock Music Shoppe, and 170 West Main Street owned by Earl and Linda Cline. Additionally, this area includes 121 South Nursery Avenue owned by Michael and Kristine Bridge, and land on South Nursery Avenue owned by Shirley V. Pearson addressed as 131, 133, 135, 137, and 139 South Nursery Avenue. Additionally, this area includes the land occupied by Bethany United Methodist Church addressed as 100 West Main Street, Hall Funeral Home addressed as 140 South Nursery Avenue, and Designing Flowers addressed as 151 South 20<sup>th</sup> Street. Additionally, this portion of Downtown South includes 118 East Main Street occupied by Bridge’s Automotive, 130 East Main Street occupied by Dragon Hops Brewing, 142 East Main Street owned by Judith Lohmann, Trustee, 200 East Main Street owned by L&M Commonwealth

Properties LLC, 220 East Main Street occupied by the Public Library, and 300 East Main Street. Additionally this area includes properties addressed as 130 South 20<sup>th</sup> Street and 140 South 20<sup>th</sup> Street.

**Downtown North** includes lands bounded by the W&OD Trail to the south, Hatcher Avenue to the east, the South Fork Catactin Creek to the north, and 21<sup>st</sup> Street to the west. Additionally, this area includes lands addressed as 221 North 21<sup>st</sup> Street occupied by Nextide Academy, 251 North 21<sup>st</sup> Street occupied by Monk's BBQ, and 261 North 21<sup>st</sup> Street occupied by Southern States.

**East Main** includes lands both north and south of Main Street, as follows:

North of Main Street: The portion of the East Main focus area that is located north of Main Street includes the parcels occupied by medical office buildings at both the northwest and the northeast corners of Pickwick Drive and Main Street. The East Main focus area also includes all commercial properties fronting on the north side of Main Street between Pickwick Drive to the east and North 16<sup>th</sup> Street to the west. This area also includes all of the properties within the development known as the Shoppes at Main and Maple located generally at the northeast corner of Maple Avenue and Main Street, addressed as 711 East Main Street, and owned by S R B Enterprises LLC. This area also includes property occupied by the Purcellville Auto Wash and addressed as 128 North Maple Avenue. This area also includes property occupied by Virginia Medical Center & Urgent Care, addressed as 200 North Maple Avenue, and owned by Country Group LLC. This area also includes land occupied by the Purcellville Children's Academy, addressed as 120 Ken Culbert Lane, and owned by NOVA Kids II LLC. This area includes all of the properties within the development known as the Purcellville Shopping Center formerly anchored by the Food Lion grocery store and addressed as 609 East Main Street. This area also includes the property occupied by Twigs addressed as 613 East Main Street, and the property occupied by McDonald's restaurant, addressed as 121 North Maple Avenue. This area also includes the property formerly occupied by the Purcellville Children's Academy addressed as 205 North Maple Avenue. This area also includes the commercial building identified as Purcellville Plaza, addressed as 201 North Maple Avenue, and occupied by Smokin Willy BBQ and Olympus Gym, among others.

South of Main Street: The portion of the East Main focus area that is located south of Main Street includes all commercial properties fronting on the south side of Main Street between McDaniel Drive to the east, and Maple Avenue to the west. This focus area includes all of the shopping center known as Main Street Station addressed as 1000 East Main Street, which includes the Giant Grocery Store. This focus area also includes the following properties fronting on 9<sup>th</sup> Street: 121 South 9<sup>th</sup> Street (owned by Pearson), 131 South 9<sup>th</sup> Street (owned by Souvagis), and property owned by Browning Equipment Inc. identified as parcel numbers 453250864000, 453250845000, 453250932000. This focus area also includes the parcel located at the southwest corner of the intersection of Maple Avenue and Main Street, addressed as 101 South Maple Avenue, owned by LP TITLE LLC & MGB PROPERTIES VA LLC, and occupied by Subway and Pizza Hut, among others.

**East End** includes all lands within the Purcellville Acquisitions Subdivision (also known as

“Purcellville Gateway”) occupied by the Harris Teeter shopping center and owned by NSHE Fool Hollow Lake LLC; the parcel owned by Chick-fil-a Inc. addressed as 165 Purcellville Gateway Drive; the parcel owned by Dudley Family Investments Inc. occupied by SunTrust Bank and addressed as 160 Purcellville Gateway Drive; all lands within the Catoctin Corner development (addressed as 1231 Wolf Rock Drive and owned by Purcellville Development LLC) occupied by Dunkin Donuts, Chipotle, and the Shell gas station, among others; as well as the property owned by Patricia Kipfer, and a portion of Patrick Henry College property, the property located at the southwest corner of Main Street and Route 287 known as Crooked Run Orchard owned by Crooked Run Properties LLC; and the property located at the southeast corner of the intersection of Colonial Highway and Route 287 owned by Beverly F. O’Toole.

4. **Topical Plan Elements.** This section consists of recommendations for the programs, practices, services, and assets that the Town of Purcellville manages, as follows:
  - a) Economic Development  
Recommends that the Town continue Purcellville’s role as a vibrant business center and tourist destination, providing varied employment opportunities and a stable tax base.
  - b) Services & Facilities  
Recommends that the Town provide adequate high-quality community facilities and services to serve our residents and commercial establishments.
  - c) Historical & Cultural Resources  
Recommends that the Town respect, preserve, and protect Purcellville’s historical and cultural resources.
  - d) Environmental Resources  
Recommends that the Town respect and preserve the natural environment, and protect Purcellville’s natural resources.
  - e) Housing & Neighborhoods  
Recommends that the Town maintain diverse and inviting neighborhoods with a range of housing opportunities in a pleasing environment consistent with Purcellville’s historic character.
  - f) Transportation & Mobility  
Recommends that the Town provide safe and comprehensive transportation and mobility systems, serving all travelers who walk, bike, drive, or ride transit.
  
5. **Implementation of the Plan.** This section prioritizes actions and sets short-term, mid-term, and long-term timeframes in which to accomplish them. The Implementation section recommends guidelines for future investments and the allocation of resources. The Implementation section specifies mechanisms for implementation of *Plan Purcellville*, including: (i) conducting future plans and studies, such as the Regional Transportation Plan and the Water Resources Study, (ii) adopting updated regulations and guidelines, such as the Zoning Ordinance, Subdivision Ordinance, and Architectural Design Guidelines, (iii) assessing the impacts of development, and (iv) adopting methods for the preservation of land, such as conservation easements, deed restrictions, land trusts, land acquisition and any other methods that will conserve land.

Information related to *Plan Purcellville* is available for review on the Comprehensive Plan website at <http://planpurcellville.com/documents-and-data/> and also at the Purcellville Town Hall, 221 South Nursery Avenue, Purcellville, Virginia from 8:00 AM to 5:00 PM, Monday through Friday, holidays excepted.

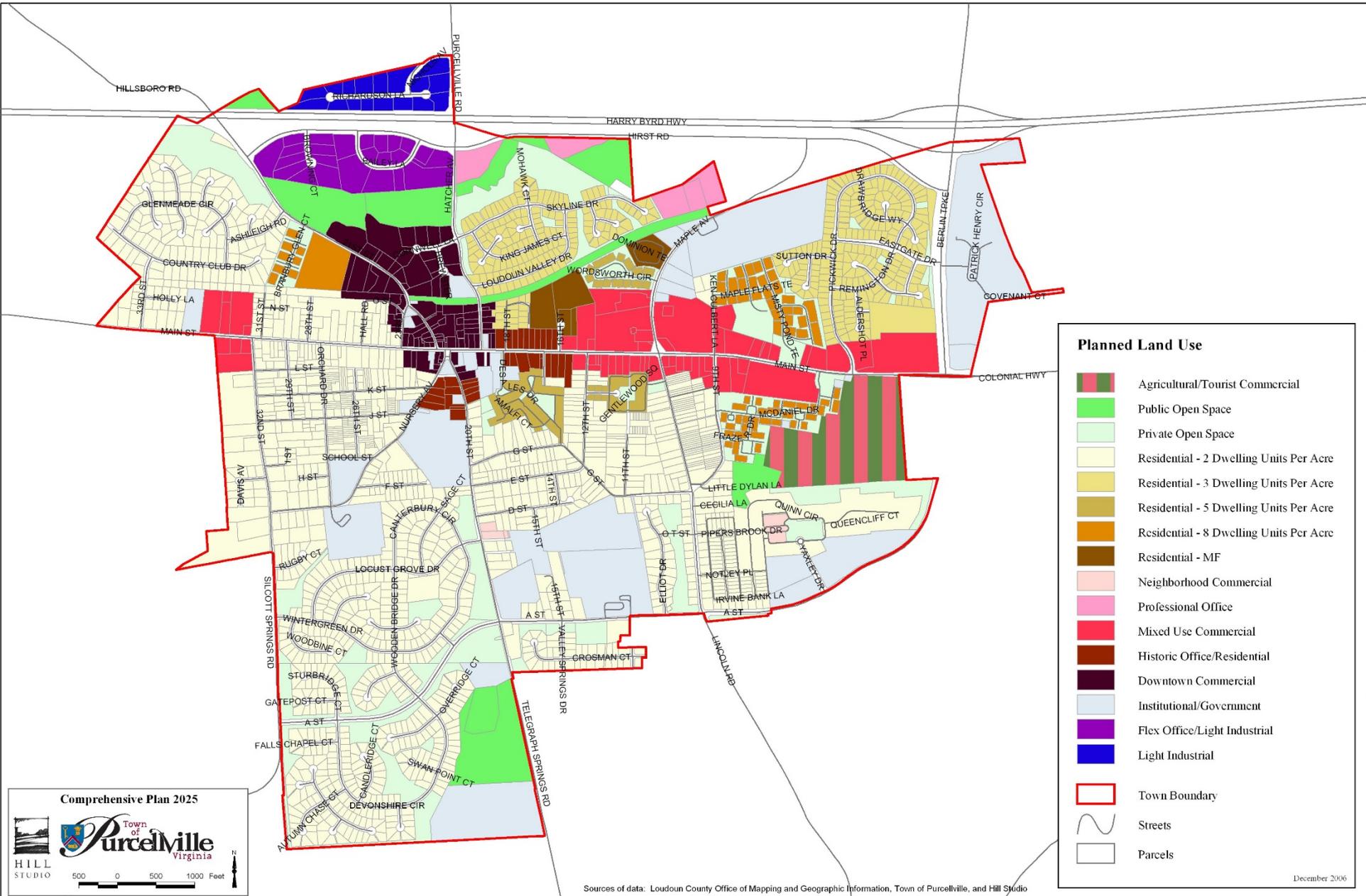
At this public hearing, all persons desiring to present their views concerning these matters will be heard. Hearing assistance is available for meetings in the Town Council Chambers. If you require any type of reasonable accommodation to participate in this meeting as a result of a physical, sensory or mental disability, contact the Purcellville Town Clerk, Diana Hays at 540-338-7421. Please provide notice of the accommodation at least three days in advance of the meeting.

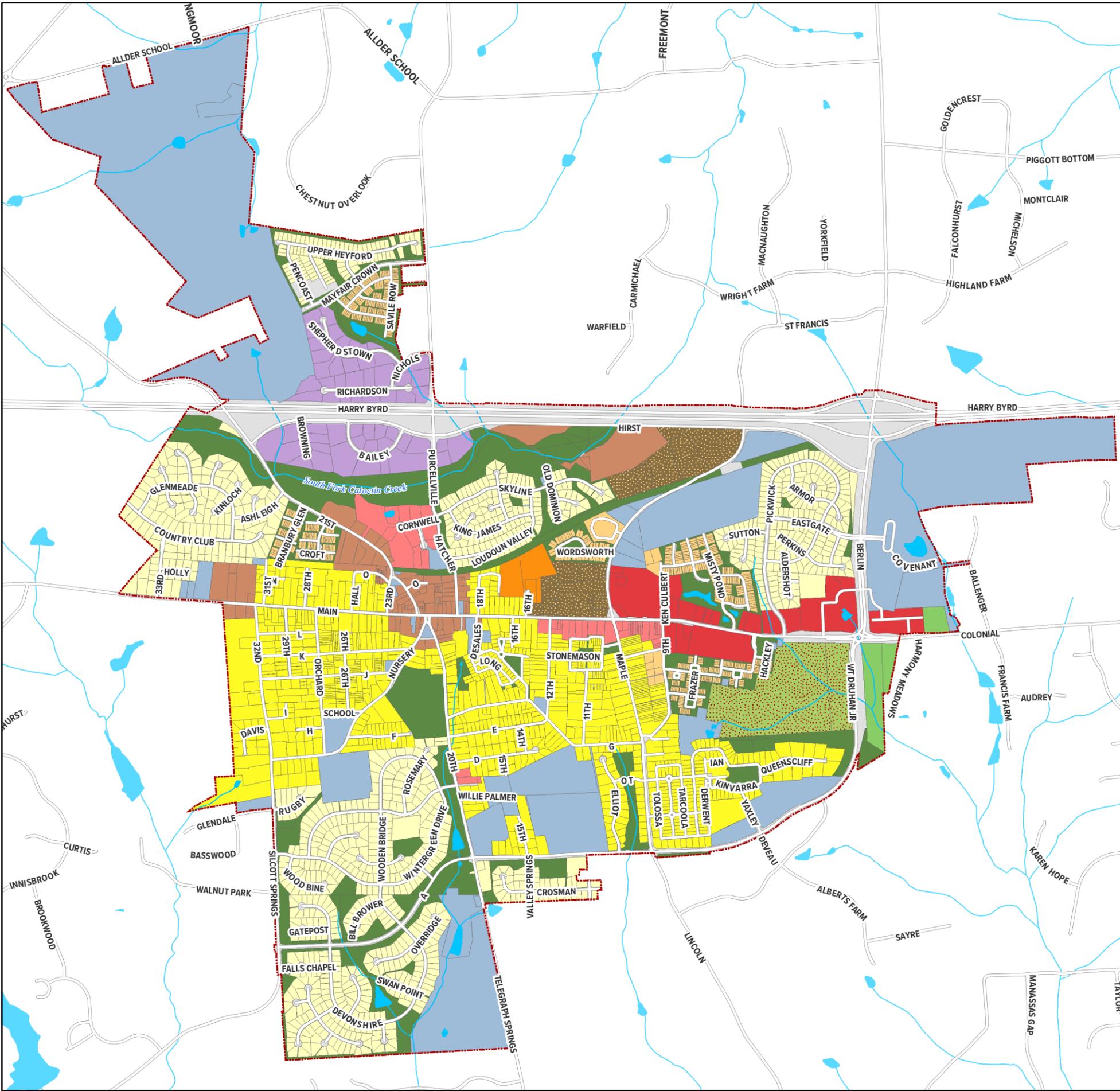
Tip Stinnette, Planning Commission Chair  
Town of Purcellville

Publication dates: 05-24-19 & 05-31-19

# COMPREHENSIVE PLAN 2025 - PLANNED (FUTURE) LAND USE MAP

Adopted 2006





Map Edited 3.7.19 formatted and printed to 11x17 5.17.19

# PLAN PURCELLVILLE-FUTURE LAND USE MAP

## Legend

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



0 0.125 0.25 0.5 Miles