

# PUBLIC HEARING NOTICE TOWN OF PURCELLVILLE

The Purcellville Town Council will hold a public hearing in the Town Council Chambers of Town Hall, located at 221 South Nursery Avenue, Purcellville, Virginia on **TUESDAY, FEBRUARY 11, 2020 at 7:00 PM** for the purpose of receiving comments on, considering, and possibly voting on the following item:

**PLAN PURCELLVILLE, the Town's proposed comprehensive plan (hereafter, "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, known as *The 2025 Comprehensive Plan*, which was adopted in 2006 and was intended to set forth a 20-year vision for the Town which would take the Town through the year 2025 (hereafter, the "**2006 Plan**"). *Plan Purcellville* is a wholesale amendment of the 2006 Plan, including amendments to the document structure, as well as considerable changes to the text, policies, maps, and figures.

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 compatible 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.

The Land Use Plan section of *Plan Purcellville* includes a map, entitled "*Future Land Use Plan 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 *2006 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*."

So that the reader of this advertisement can better understand these future land use maps, and how the future planned land uses are proposed to be changed under *Plan Purcellville*, below is a table showing the future planned land use categories under the *2006 Plan*, and a subsequent table showing the future planned land use categories under the proposed *Plan Purcellville*. These descriptions will help the reader understand the map legends for both future planned land use maps that are published with this advertisement.

The current *2006 Plan* future planned land use categories are as follows:

<b>Current 2006 Plan – Future Land Use Map Categories</b>	<b>General Description of the Category</b>	<b>Intensity Information related to the Category</b>
Professional Office	In the vicinity of Hirst Road, between Maple and Hatcher Avenues. Should include development provisions for attractive landscaping, architectural features, and parking that is screened from view. Tracts in this area of town should be considered a priority for future annexation to expand commercial opportunities.	Restricted to a maximum height of 45 feet and a maximum Floor Area Ratio of 1.0. Buildings and parking should occupy no more than 60 percent of the lot.
Undesignated Annexed Areas	These areas shown on the map in grey were not included in the <i>2006 Plan</i> because they were not yet within the Town's corporate limits.	N/A
Light Industrial (also referred to in the <i>2006 Plan</i> as "Flex Office /Industrial")	This land use category is intended to provide for light industrial or warehouse uses with associated office space. Examples include an office park with associated warehouse facilities, and light industrial businesses with or without storage operations. Storage areas should be located in yards that are not visible from the street.	Buildings and parking should cover no more than 75 percent of the property. Buildings should be limited to 45 feet or less. The Floor Area Ratio should not exceed 1.0.
Agricultural / Tourism Commercial	This new land use category was created to protect and enhance the last remaining agricultural property in Purcellville, Crooked Run Orchard. The category is intended to permit the continuation of the existing agricultural uses on the property, while allowing future commercial uses that may be compatible with agriculture, but provide additional options for income from the property, such as restaurants; art galleries and shops; a hotel; a bed and breakfast inn; a spa; a conference center or corporate retreat; a winery; a wayside stand; and other similar farm-based or tourist-oriented activities.	Buildings should be limited to a maximum height of 35 feet and should be setback from Main Street by at least 100 feet. Buildings and parking should cover no more than 30 percent of the property.
Residential – 2 dwelling units ("du") per acre	Planned for single-family detached residential housing	2 homes per acre
Residential – 3 du per acre	Planned for single-family detached residential housing	3 homes per acre
Residential – 5 du per acre	Planned for single-family detached residential housing	5 homes per acre
Residential – 8 du per acre	Planned for single-family attached residential housing (townhomes)	8 homes per acre
Residential – Multifamily	Planned for multi-family residential housing (apartments)	None stated
Neighborhood Commercial	This category is intended to provide easily accessible, small retail and service establishments to support frequent residential needs. Two areas are recommended for possible neighborhood commercial development: the Hirst Farm and Locust Grove Neighborhoods, and the Village Case Neighborhood. Typical uses would be: daycare, neighborhood grocery, personal service establishment, community center, and bed and breakfast.	This category should be characterized by small buildings (less than 3,000 square feet in size) with limited parking. The maximum height of structures should be 35 feet or less. Signage should be limited to less than 20 square feet.
Mixed-Use Commercial	This area includes the East and West Main Street corridors, beyond downtown. A new mixed-use commercial land use category is recommended for these commercial areas. At the western Town limits, additional property on the south side of West Main Street could be considered for rezoning if consolidation and redevelopment resulted in enhanced site development, improved access and traffic management. Buildings should be located close to the street, with most off-street parking located in the rear and none to the front of buildings. All development should include pedestrian circulation systems.	Buildings should be limited to a maximum height of 45 feet and a FAR of 1.0. Buildings and parking should occupy no more than 70 percent of the lot.
Historic Office/ Residential	Purcellville has gained historic district recognition for qualifying parts of town generally located along Main Street and downtown. The intent of this category is to provide the option for limited professional office use in conjunction with an established residential use in specified areas, namely East Main Street and the area between Firemen's Field and the Methodist Church.	None stated
Downtown Commercial	This land use category is recommended for the downtown central business district extending from Hatcher Avenue to just beyond 23rd Street and including areas north of the W&OD Trail on North 21st Street and Cornwell Lane. The existing C-4 Central Commercial zoning district should be revised to reflect this goal of increased commercial and mixed uses, and the urban nature of this area. Landscaping is recommended in public areas, but large buffer yards are not recommended. Parking provisions should be amended to accommodate shared parking opportunities, public transportation options, and the need for structured parking.	Building height should be based on the relationship from the ground elevation of 21st Street, and buildings should be limited to a maximum Floor Area Ratio (FAR) of 3.0. Additional height and FAR may be considered where there are special public benefits, such as public art or spaces, or unusual topographic conditions.
Institutional/ Government	Public uses include schools, community centers, and Town-owned property (eg; train depot, parking lots, Town Hall, wastewater treatment and water treatment plants). Public utilities such as electric power, telephone and other providers are included in this government category. Semi-public uses include institutions such as churches and the college, as well as Firemen's Field.	The Town does not currently have a zoning category affiliated with this type of land use. It is recommended that this unique land use category be recognized and that a new zoning district be developed to address these land uses.
Flex Office/ Industrial	This land use category is intended to provide for light industrial or warehouse uses with associated office space. Future land uses would include an office park with associated warehouse facilities, and light industrial businesses with or without storage operations. Street frontages and parking areas should be landscaped. Storage areas should be located in yards that are not visible from the street.	Buildings should be limited to heights of 45 feet or less. The FAR should not exceed 1.0. Buildings and parking should cover no more than 75 percent of the property.

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The proposed *Plan Purcellville* future planned land use categories are as follows:

Proposed Plan Purcellville Future Land Use Map Categories	General Description of the Category	Intensity Information related to the Category
Single-Family Detached Traditional	This category reflects the character of the oldest neighborhoods in Purcellville. Streets are generally straight and many are narrow. Lawns and sidewalks are common on both sides of the street. Streets connect frequently and provide an interconnected grid. Blocks are square with somewhat regular sized parcels that are often square or rectangular. Detached garages and accessory structures are common. Architecture tends to be traditional with homes varying in size, in proportion to the lot on which they are built.	Lot sizes generally range between 0.2 acre and one acre.
Single-Family Detached Suburban	This category reflects the character of newer neighborhoods such as Hirst Farm, Villages at Purcellville, and Locust Grove, and is appropriate for infill in these neighborhoods. A curvilinear street network with the use of cul-de-sac creates semi-regular to irregular blocks or pods of home sites. Attached garages are standard. Architecture tends to follow a pattern within the subdivision, with variations on a model or floor plan repeating throughout the development. Materials and architectural features are consistent within a development.	Lot sizes generally range between 0.25 acre and 0.5 acre.
Single-Family Attached	This category envisions a future land use of townhouses, also known as single-family attached homes. Streets should be narrow and straight. Architecture is traditional. Attached garages are common. Sidewalks are constructed on both sides of the street.	Two, or two-and-a-half story buildings are desirable for street facades.
Multi-Family	Buildings should be arranged similar to traditional single-family homes: closer to the street for small buildings and further from the street for large buildings. Parking should be in well-screened parking garages or lots located interior to the development. Architecture should be traditional.	Small-scale 2- or 3-story buildings with 3 to 8 units, especially when located adjacent to existing neighborhoods. Larger buildings may be appropriate as part of planned developments nearer to the highway.
Mixed-Use, Neighborhood Scale	This category blends residential, together with: (1) commercial, (2) cultural, and/or (3) institutional uses. This land use category should be walkable, and incorporate parks and open space. These are activity-centered developments located close to existing neighborhoods and in the historic downtown.	This type of development should focus on smaller physical structures, often former residential or other buildings of similar size, which can be used singly or clustered in small groups.
Commercial, Neighborhood Scale	This category allows infill in specified corridors, and new small-scale commercial developments. It focuses on smaller physical structures, often former residential or other buildings of similar size, arranged individually or in small groups. This category is located proximate to residential neighborhoods, and is compatible with the architectural styles of the proximate neighborhood.	Lots are larger than surrounding residential lots, deep and wide to accommodate small or medium format buildings with sufficient surface parking. Buildings are typically one to two-stories having residential character and proportioning and with smaller footprints.
Commercial, Medium Scale	Uses commonly include retail, office, service, lodging, and restaurants. The category contemplates retail and commercial buildings larger than Neighborhood Scale, compatible with their surrounding architecture, but not approaching the size of "big box" stores.	Lots are large, deep, and wide to accommodate groups of buildings with sufficient surface parking. Buildings are typically one to two stories, but may have larger footprints and story heights than buildings located in the neighborhood-scale commercial areas.
Industrial Business	This category anticipates development in designated industrial parks or industrial subdivisions, with uses that have heavier truck and vehicular traffic, and which may generate some noise or other impacts that should be separated from residential areas. Common uses are light manufacturing, office, services, distribution, and warehousing. Internal streets need to be designed to adequately accommodate semi-trucks and heavy vehicular traffic.	Buildings are one to two stories.
Institutional & Government	This category identifies areas for future Town, County, school, or religious congregational uses. Typical uses in this category include: government buildings, schools, colleges, public facilities, community centers, religious organizations, libraries, museums, and other public uses.	None stated
Agriculture-Tourism-Commercial	This category marks a transition from the rural agricultural and large-lot residential properties surrounding the Town, to the small town of Purcellville, and defines important gateways into the Town. This land use category blends a residential component with one or more of the following uses: office, retail, cultural, agricultural/vincultural, institutional, and tourism-oriented uses.	None stated
Professional Office	This category anticipates professional office use with attractive landscaping, architectural features, and parking that is screened from view.	Restricted to a maximum height of 45 feet and a maximum Floor Area Ratio of 1.0. Buildings and parking should occupy no more than 60 percent of the lot.

**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.

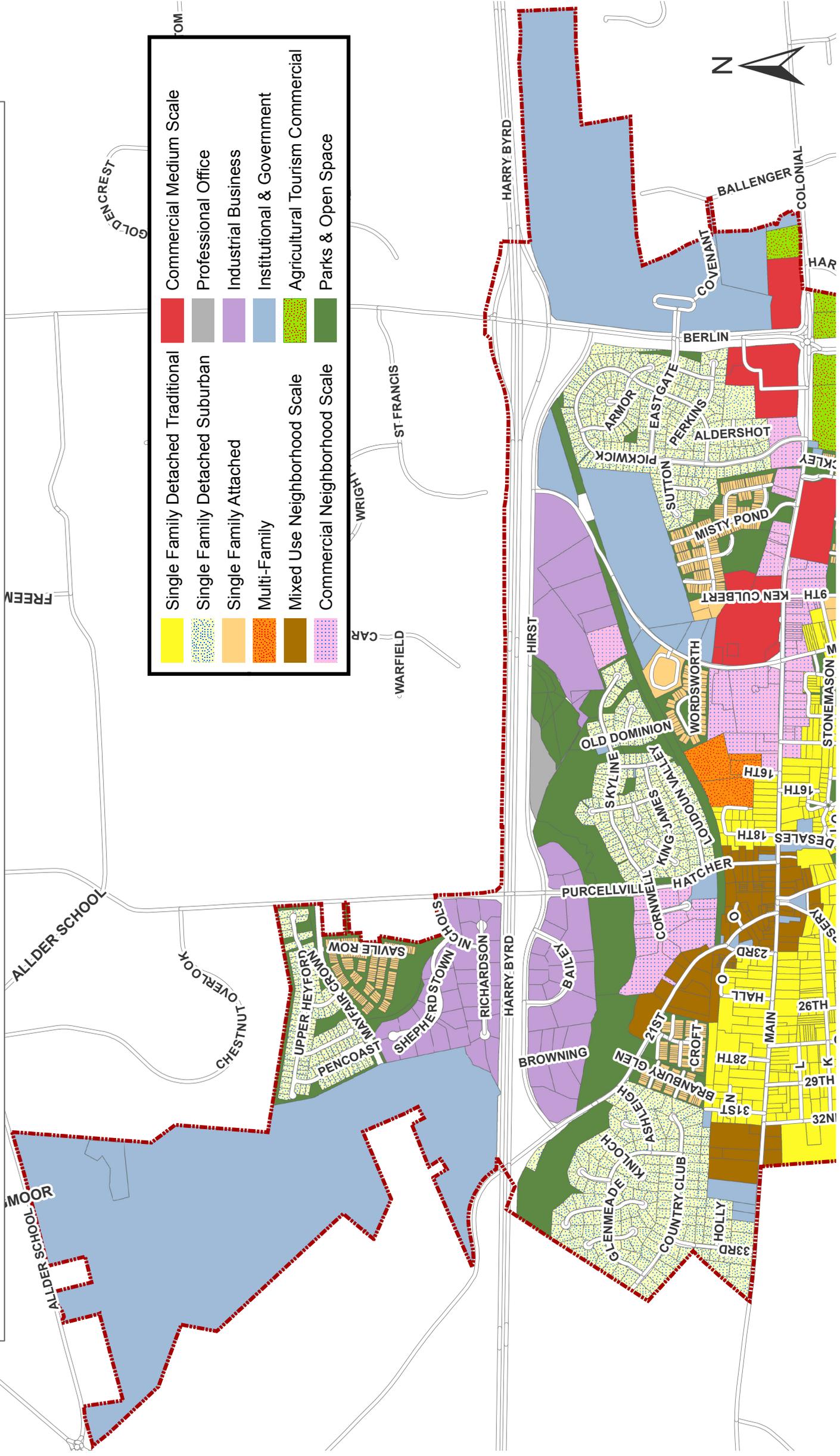
Information related to *Plan Purcellville* is available for review on the Comprehensive Plan website at <http://planpurcellville.com/documents-and-data/> and also at the Purcellville Town Hall, 221 South Nursery Avenue, Purcellville, Virginia from 8:00 AM to 5:00 PM, Monday through Friday, holidays excepted.

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.

Kwasi Fraser,  
Mayor Town of Purcellville

Publication dates: 1-24-2020 & 1-31-2020

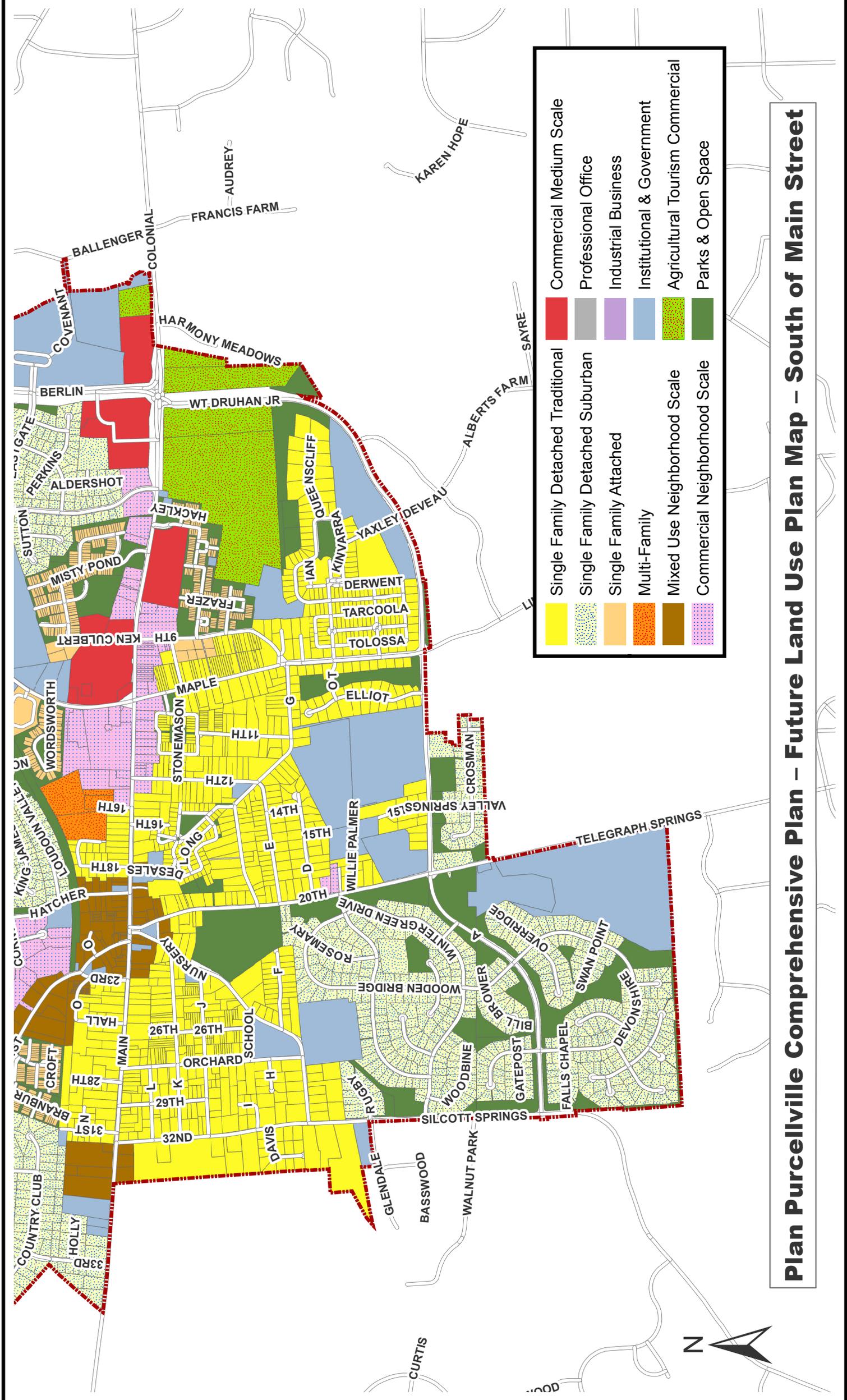
# Plan Purcellville Comprehensive Plan – Future Land Use Plan Map – North of Main Street



	Single Family Detached Traditional		Commercial Medium Scale
	Single Family Detached Suburban		Professional Office
	Single Family Attached		Industrial Business
	Multi-Family		Institutional & Government
	Mixed Use Neighborhood Scale		Agricultural Tourism Commercial
	Commercial Neighborhood Scale		Parks & Open Space



Map Edited 1/17/2020, formatted and printed to 11x17



**Plan Purcellville Comprehensive Plan – Future Land Use Plan Map – South of Main Street**





# Comprehensive Plan 2025 Planned (Future) Land Use Map

South of Main

This map shows the Land Use 2025 Plan as remapped by McBride Dale Clarion on April 5, 2018 and incorporates approved amendments through December 2016.

