

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?
				Town	County	Business	Residents	Other	
Plan Element & Policy / Action Strategy	2	5	10+						
People and Neighborhoods									
Housing									
<i>1. Balanced Housing/ Commercial Development</i>									
Provide more cost effective public services by achieving a real estate tax revenue ratio of at least 30 percent from commercial uses and no more than 70 percent from residential uses.		■		●		●			Town Planning, Town Manager's Office, Town Finance, Planning Commission, Town Council
1.1 Provide balanced housing growth in accordance with the Planned Land Use Map adopted as part of this Comprehensive Plan by amending the zoning ordinance to reflect the Town's built residential neighborhoods and desired future land uses and development patterns.	■			●					Town Planning, Planning Commission, Town Council
1.2 Amend the Zoning Map to reflect desired residential development densities and future land use as identified on the Planned Land Use Map taking into consideration the future capacities of public facilities and associated costs for long-term improvements.	■			●					Town Planning, Planning Commission, Town Council
1.3 Revise the zoning ordinance to require that all new residential development be served by public water and sewer.	■			●					Town Planning, Planning Commission, Town Council
1.4 Adopt the Loudoun County Capital Intensity Factor (CIF) model for estimating the cost of providing public improvements when considering development proposals for new projects and rezoning. Use the model in conjunction with an adopted capital improvements plan to accept appropriate proffers from developers to offset the costs of public infrastructure associated with new development.	■			●	●			●	Town Planning, Finance, Administration, Engineering & Public Works, Loudoun County

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<i>Housing Availability, Choice and Affordability</i>									
2.1 Consider revisions to the zoning regulations that would promote a variety of senior housing options.	■			●					Town Planning, Planning Commission, Town Council
2.2 Work with the Loudoun County Housing Office to quantify the needs for specialized housing in Purcellville (i.e. senior, disabled or other special needs housing).		■		●	●		●	●	Town Planning, Loudoun County Housing Office, Residents, Regional Human Service Agencies
2.3 Coordinate with appropriate agencies and work with developers of new housing projects to include compatible senior oriented housing, or other special needs housing, in new residential projects.	■			●				●	Town Planning, Planning Commission, Developers
<i>Housing Compatibility</i>									
3.1 Develop and adopt an appropriate overlay district for Purcellville's historic district and historic properties to protect community character and established neighborhoods. Work with affected residents and businesses to develop appropriate district language and boundaries that can be supported by a majority of property owners.	■			●			●	●	Town Planning, BAR, Planning Commission, Town Council, Residents, Businesses, VA Dept of Historic Resources, Purcellville Preservation Association
3.2 Prepare an illustrated design guidebook to assist developers and property owners in building and renovating quality housing that maintains Town character.		■		●					Town Planning, Planning Commission, Board Architectural Review

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<i>Innovative Housing Development</i>										
4.1 Amend zoning ordinance to update land uses, standards, and development criteria for planned housing developments.	■			●						Town Planning, Planning Commission, Town Council
<i>Downtown and Mixed-Use Housing</i>										
5.1 Revise the downtown business district zoning to allow housing above the ground floor as a permitted use, rather than by special exception.	■			●				●		Town Planning, Planning Commission, Town Council, Business Association
5.2 Revise parking standards in the downtown business district to enable shared parking during off-hours for housing.	■			●		●		●		Town Planning, Planning Commission, Town Council, Businesses, Business Association
Parks and Recreation										
<i>Enhanced Quality of Life and Protection of Open Space and Sensitive Resources</i>										
1.1 Amend the zoning ordinance to include a Parks and Open Space District with specified land uses that will provide appropriate land development guidance and protection for important parks and open spaces.	■			●				●		Town Planning, Planning Commission, Town Council, Citizens
1.2 Amend the zoning map to reflect conservation and preservation of recreation and open space areas identified on the future land use map adopted as part of the 2005-2025 Comprehensive Plan.	■			●						Town Planning, Planning Commission, Town Council

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1.3 Review and update the zoning and subdivision ordinances with respect to trees, landscaping, buffers, open space and environmental protection requirements for new development. Ensure that provisions are consistent with the 2005-2025 Comprehensive Plan and that they are reflective of today's planning approaches and standards.	■			●					●	Town Planning, Tree Beautification Commission, Planning Commission, Town Council
<i>Expanded Opportunities for Recreation Programs, Facilities and Access</i>										
4.1 Provide safe, easy and attractive access to the Washington & Old Dominion Bike Trail to and from residential and commercial areas by identifying additional access points through a user and community survey. Work with the Northern Virginia Regional Park Authority to implement connections. Ensure adjacent property owner privacy by providing landscape or other buffers where needed.		■		●				●	●	Town Planning, Parks & Recreation Committee, Residents, Regional Park Authority
4.2 Connect the W&OD Trail in the form of a Town greenway or bicycle path to west Main Street and extend to Town limits as part of the Town's transportation enhancement improvements to Main Street and 23rd Street Coordinate with Loudoun County and Town of Round Hill regarding the greenway link to Franklin Park.		■		●					●	Town Planning, Town Engineering, Parks & Recreation Committee, VDOT, local bicyclists
4.3 Develop a Purcellville Bicycle Plan and route map that links recreational bicycle destinations and ties the W&OD Trail to the Town's commercial areas.		■		●	●			●	●	Town Planning, Town Engineering, County, Parks & Recreation Committee, Planning Commission, Town Council, local bicyclists

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4.4 Identify potential greenway connections between Purcellville and the surrounding villages of Hamilton, Lincoln and Round Hill. Develop the old Manassas Gap Railroad bed as a trail with connections to developments in the southeast quadrant of Town.	■			●	●		●	●	Town Planning, Parks & Recreation Committee, County, other Towns, residents, VA Dept Conservation & Recreation
7.1 Protect and preserve Fireman's Field as a public park and open space by acquiring the property for the citizens of Purcellville. Initiate discussions with the Purcellville Volunteer Fire Department to obtain the right of first refusal to purchase Fireman's Field if the property becomes available for purchase.	■			●			●	●	Town Council, Residents, Fire & Rescue Volunteer Dept., County
7.2 Preserve the historic tabernacle building through public ownership and oversight. Ensure that any appropriate maintenance is undertaken.	■			●				●	Vol. Fire Company, Town Council, BAR, PPA
7.3 Celebrate and share the history of Fireman's Field, the tabernacle, and the remaining portion of Dillon's Woods by developing, designing and installing interpretive elements, such as plaques, kiosks, or other signage on the property to relate the area's history and significance.	■			●				●	Town Planning, BAR, PPA, Town Council, Vol. Fire Co.
Adequate Recreation Facilities									
3.1 - 3.3 Develop a fiscal model for reviewing new developments that includes an analyses of recreation needs and development impact on recreation facilities. Include recreational facilities in an adopted capital improvements plan. Negotiate proffers for enhancing public recreation facilities and open space when considering new developments. Ensure that benefits extend to the general public.	■			●				●	Town Planning, Parks & Recreation Committee, Planning Commission

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Trees										
6.1 Conduct a tree inventory on public lands and develop a Tree Master Plan that provides guidance for tree maintenance and a planting schedule to sustain and enhance the inventory of trees in Purcellville.	■			●					●	Town Planning, Tree Beautification Commission
6.3 Implement a public tree planting program. Develop a tree preservation and replacement plan that promotes public private partnerships for tree retention, replacement and planting in Purcellville.		■		●				●	●	Town Planning, Tree Beautification Commission, Residents, Arbor Foundation
6.5 Develop public education materials for Purcellville's tree conservation program, permit process, and Tree and Beautification Commission responsibilities and purview.		■		●					●	Town Planning, Tree Beautification Commission, Residents, Arbor Foundation
Historic Resources										
Historic Preservation										
1.1 Ensure that historic properties listed or deemed eligible for listing on the State and/or National Register of Historic Places are preserved as vital links to the town's history by developing and implementing a local historic district ordinance that can be supported by a majority of property owners.	■			●				●	●	Town Planning, BAR, Planning Commission, Town Council, Residents, PPA

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1.2 Promote appropriate rehabilitation and adaptive reuse of historic buildings and properties by developing and implementing design guidelines that will assist property owners in successfully rehabilitating and developing their properties. Include design guidance for new construction that will encourage compatible development patterns reflective of Purcellville's town character.	■			●						Town Planning, Board Architectural Review, Planning Commission, Property owners
1.3 Act proactively in addressing the potential demolition of historic properties by implementing an administrative process that will notify Town staff and other interests of threats to historic resources. Establish a "preservation assistance team" that can discuss options with a property owner or developer.		■		●				●		Town Planning, Board Architectural Review, Purcellville Preservation Association
Preservation Tools										
2.1 Encourage private investment in historic properties by supplementing historic district regulations and design guidelines with financial incentives. Investigate various preservation incentives such as architectural assistance, grants or low-interest loans for commercial façade renovations, local property tax incentives, or other applicable programs. Implement those that are appropriate.		■		●		●	●	●		Town Planning, BAR, Planning Commission, Town Council, Businesses, Residents, PPA, VA Dept. Historic Resources, APVA
2.2 Promote the use of Federal and State historic tax credits by providing technical information to citizens interested in making use of the tax credits. Contact the Virginia Department of Historic Resources and obtain public materials for distribution. Share information regarding successful development projects that have used the credits.	■			●				●		Town Planning, VA Dept. Historic Resources, PBPA, Main Street Loudoun, PPA

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2.3 Research available grant funding and programs that will assist Purcellville in furthering historic preservation planning and documenting historic resources.	■			●					●	Town Planning, PPA, Main Street Loudoun, VA Dept. Historic Resources
<i>Historic Resources Marketing and Promotion</i>										
3.1 Recognize locally-significant resources and good preservation examples with awards and historic plaque program (similar to the "County Heritage Register").		■		●		●			●	Town Planning, BAR, Main Street Loudoun, Businesses, PPA
3.2 Partner with the Purcellville Preservation Association to develop a Historic Walking Tour of downtown and historic neighborhoods.		■		●					●	Town Manager's Office, Purcellville Preservation Assoc.
3.3 Increase public awareness of Purcellville's historic resources by developing interpretive materials or exhibits for significant historic resources in Purcellville. Initial priority should be given to the Bush Meeting House.		■		●					●	Town Planning, BAR, PPA
4.1 Implement the techniques and philosophies of the Virginia Main Street Program to improve both the aesthetic appearance and economic potential of the historic business district. When the town has developed sufficient volunteer capacity and financial support, develop a public or private Main Street organization with professional staff and a volunteer board. Once the Main Street Program is in operation, become officially recognized Main Street Community.		■		●		●			●	Main Street Loudoun, PBPA, Town Planning, VA Dept Housing & Community Development

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<i>Preservation Partnership Development</i>										
4.2 Review Loudoun County's <i>Heritage Preservation Plan</i> and ensure that Purcellville's historic resources are appropriately addressed. Coordinate County and Town preservation efforts to ensure consistency and effective historic preservation strategies.	■			●					●	Town Planning, BAR, Planning Commission, PPA
4.3 Work with the Purcellville Preservation Association to develop a detailed preservation plan and implementation strategy for Purcellville.	■			●					●	PPA, Town Planning, BAR, Planning Commission
Economic Development										
<i>Economic Development & Quality of Life</i>										
1.1 Prepare detailed design guidelines to assist property owners in appropriately rehabilitating buildings and enhancing development in downtown and on major corridors.	■			●		●			●	Town Planning, BAR, Businesses, PBPA
1.2 Encourage aesthetic business improvements (pedestrian amenities, landscaping, signage, lighting, etc.) that are consistent with recommended design standards. Prepare and distribute educational materials, work with business organizations to advocate improvements, and implement financial incentives (grants, loans, tax abatements, etc.), where appropriate.	■			●		●			●	Town Planning, Planning Commission, BAR, Town Council, Businesses, PBPA
<i>Business Recruitment and Development</i>										
3.1 Pursue Town "branding" to establish an enhanced Town image and identity for marketing and business development. Implement recommendations regarding marketing materials and methods.	■			●					●	Town Manager's Office, EDAC, PBPA

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3.3 Actively recruit niche retail businesses that have been identified in recent market analyses (i.e. theatre, entertainment venues, restaurants, apparel and accessory stores).	■			●		●			●	EDAC, PBPA, Businesses, Loudoun Co. Economic Development, Main Street Loudoun
3.8 Provide leadership and participate in partnership efforts among local and regional economic development and business associations, particularly as it relates to downtown revitalization, Main Street corridor business development and agriculture.	■			●		●			●	Town Manager's Office, EDAC, PBPA, Loudoun Co. Dept of Econ. Dev., Main Street Loudoun
3.9 - 3.10 Encourage improved coordination among business organizations and local economic development committees by hosting a meeting to discuss areas of specialty, mutual areas of interest and developing a coordinated work plan to achieve the desired direction for economic development in Purcellville.	■			●		●			●	EDAC, PBPA, Main Street Loudoun, Town Manager's Office
3.5 - 3.7 & 3.12 - 3.16 Provide a favorable business environment that supports existing businesses and encourages new business by actively working with business organizations on a regular basis to stay informed regarding business issues. Ensure that local regulations and procedures are streamlined to promote good communication, and easy application and administration.	■			●		●			●	EDAC, Town Manager's Office, Planning, PBPA
4.1 - 4.7 Provide sufficient infrastructure to accommodate future business growth and new economic development opportunities by developing and implementing a capital facilities plan for public facilities and utilities;	■			●		●			●	Town Manager's Office, Town Finance, Town Public Works, Town Planning, Planning Commission, Town Council, EDAC

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Work with local schools and educational institutions to provide continuing education in business administration, technology, and new economy business opportunities.		■		●	●	●		●	Businesses, Loudoun County schools, Patrick Henry College, Purcellville Library
<i>Downtown</i>									
5.1 & 5.2 Implement the key development initiatives (Gateways, Depot, Yard at O Street, and Town Green) recommended in the Downtown Master Plan to enhance Purcellville for businesses and residents, provide increased opportunities for new development, and improve transportation linkages. Implement projects according to the adopted phasing recommended in the master plan. Acquire property where appropriate to facilitate public initiatives and partner with developers to facilitate private initiatives.		■	■	●		●	●	●	Town Planning, Planning Commission, Town Council, Town Public Works and Streets, Businesses, VDOT, Residents, PBPA, Private Developers
5.3 Investigate and provide incentives that will promote compatible new development and encourage appropriate rehabilitation of historic buildings in the downtown and on Main Street. Incentives that should be considered include architectural assistance, façade improvement grants, low-interest loans, an enterprise zone, tax service districts, and other similar methods.	■			●		●		●	Town Planning, Main Street Loudoun, VA Main Street, VA Dept Housing & Community Development, Businesses

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<i>Industrial Land</i>										
7.1 - 7.4 Study in greater detail the commercial and industrial land use patterns recommended in the future land use map. Amend the zoning ordinance and map to reflect the economic development policies and strategies established in this Plan. Specifically, clarify desired uses in industrial and commercial categories, establish appropriate development standards, develop new district categories, if needed, and develop a plan for addressing non-conforming business issues where changes in land use are recommended.	■			●	●	●			●	Town Planning, EDAC, Planning Commission, Town Council, PBPA, Loudoun Co. Economic Development
<i>Environmental Protection</i>										
10.1 - 10.3 Assist businesses in conserving natural resources and improving the environment by initiating a public environmental conservation and awareness campaign. Develop public education materials that explain and foster best use environmental practices for energy consumption, storm water management, recycling, and tree planting. Investigate special tax incentives, fee waivers or other tools and programs to encourage business investment in conservation or environmental improvements.		■		●	●	●			●	Town Public Works, EDAC, Local Utility Companies, VA DEQ
<i>Sustainable Agriculture</i>										
9.1 Support and encourage a strong Farmer's Market presence in downtown by expanding the market to additional days of the week and working with Loudoun County Economic Development to solicit additional vendors.	■			●	●	●	●		●	Town Manager's Office, EDAC, Downtown Businesses, Loudoun County Economic Development, Vendors

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9.2 Encourage regional agricultural partnerships and initiatives to promote community agriculture and local agricultural products by becoming involved with the various agriculture initiatives pursued by Loudoun County Economic Development (Loudoun Valley Farms Products, Loudoun Wine Trail, etc.)		■		●	●	●			EDAC, Town Manager's Office, Loudoun County Economic Development, Local Farmers
Tourism									
8.1 Develop a marketing plan to promote Purcellville as a business and tourist destination.	■			●		●		●	Town Manager's Office, EDAC, Businesses, LCVA
8.2 Develop an attractive, coordinated directional signage plan for destinations.			■	●		●		●	Town Manager's Office, Streets, EDAC, Loudoun Co. Econ. Dev., VDOT
1.3 Encourage additional special events for tourists and residents. Participate in and assist business organizations to the extent possible in promoting and coordinating special events and providing for the public health, welfare and safety.	■			●		●		●	Town Manager's Office, EDAC, PBPA, Main Street Loudoun
8.3 Encourage and assist with regional efforts to promote tourism in western Loudoun County through active involvement in the Loudoun County Chamber of Commerce, Loudoun County Convention and Visitors Association, Loudoun Main Street, and other organizations.	■			●		●		●	Town Manager's Office< EDAC, LCVA, Main Street Loudoun
8.4 Install visitor information kiosks or information boards in selected public locations (i.e. Depot, Town Hall).		■		●					Town Manager's Office, EDAC, Streets & Maintenance

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Public Services									
Quality Education									
Work with Loudoun County to find an acceptable site for a new high school to serve western Loudoun County.	■			●	●				Town Planning, Planning Commission, Town Council, Loudoun County
1.1 & 1.2 Establish a Committee for Continuous Learning Excellence consisting of representatives from the Town, local schools, Patrick Henry College, citizens and businesses to discuss educational needs and continuous learning opportunities for community residents. Develop high quality, well coordinated education programs that will be viewed as models for other communities. Encourage expanded use of school and public facilities after business hours.		■		●		●		●	Town Manager's Office, Businesses, Purcellville Library, Loudoun County Schools, Patrick Henry College
Public Safety									
2.1 Support and pursue construction of the joint Town-County Public Safety Building for fire and emergency personnel.	■			●	●			●	Town Manager's Office, Loudoun County, Public Safety Committee, Town Council, Fire & Rescue Companies
2.2 Provide collaboration and partnership funding, as determined necessary, to sustain safe, effective and equitable volunteer fire and rescue services for Purcellville residents.	■			●				●	Town Manager's Office, Town Council, Fire & Rescue Companies

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2.3 Include administrative and capital public safety improvements in Town adopted budgets and capital improvement plans. Work with police, fire and rescue personnel to determine needed facilities, staff and equipment to effectively meet public safety needs in accordance with recommended safety standards. Work toward achieving a desired standard of 2.5 police officers per 1,000 residents ratio in the Purcellville Police Department.	■			●					●	Town Manager's Office, Town Police, Public Safety Committee, Fire & Rescue Companies, Town Council
2.4 Review the competitiveness of the Town Police department with other police departments throughout the region to determine what improvements are needed, if any, to ensure an adequate police force is maintained in the Town.	■			●					●	Town Police, Town Manager's Office, US Dept Justice, Other localities
2.5 Strengthen public safety services by encouraging community inter-action and involvement in public safety programs and operations. Develop and host a citizens police academy. Host special events that spotlight police, fire and rescue personnel. Publicly recognize Purcellville Citizens Support Team (police) and volunteer fire and rescue teams.	■			●				●	●	Town Manager's Office, Town Police, Public Safety Committee, Fire & Rescue Companies, Residents
2.6 Develop a fiscal model that can be used to assist the Town in evaluating the effect on public safety services associated with new development; encourage applicable proffers that will assist in addressing any increased needs for police, fire and rescue services.	■			●						Town Planning, Town Finance, Town Police, Fire & Rescue Companies, Planning Commission, Town Council

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<i>Accessible Health Care and Human Services</i>										
3.1 Cooperate and Work with Loudoun County to conduct a health care and human service needs survey for Purcellville. Develop an action plan for addressing important health care service deficiencies in Purcellville..		■		●	●				●	Town Manager's Office, Loudoun County Dept of Family Services, Local Health Care & Human Service Agencies
3.2 Support the efforts of health care service providers to establish health care facilities within the town.		■		●	●					Town Manager's Office, Town Planning, Loudoun County Family Services
<i>Community Activities and Facilities</i>										
4.1 Pursue the necessary street connections and property acquisitions that will enable the future realignment of 20th Street/Nursery Avenue at Main Street and the potential development of a new or expanded Town Hall and public green.	■			●					●	Town Planning, Planning Commission, Town Council, VDOT
4.2 Pursue partnerships and encourage development of the Yard at O Street to implement improved business opportunities and public space for special events like Purcellville's Arts in the Alley.		■		●		●				Town Planning, Planning Commission, Town Council, Property Owners, Developers
4.3 Pursue and maintain open, regular communications with Loudoun County regarding community programs and facilities serving Purcellville residents, especially with respect to expanded and coordinated use of facilities to meet public needs. Seek out opportunities to provide leadership in joint discussions and activities.	■			●	●					Town Manager's Office, appropriate Loudoun County departments

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4.4 Discuss 2005 Parks and Recreation Master Plan with Loudoun County Department Parks and Recreation and develop a joint strategy for addressing the plan's recommendations. Partner with other applicable agencies (e.g. Loudoun County Schools, League of Older Americans, Loudoun County Social Services, etc.) to identify specialized needs and gaps in programs and facilities.	■			●	●				●	Town Planning, Parks & Recreation Committee, Residents, Regional Park Authority, Loudoun County Schools, other affected County and private organizations
Public Infrastructure - Utilities & Transportation										
Utilities										
<i>Provision of Utilities</i>										
1.1 Review and update fundamental utility infrastructure plans at least every 5 years to ensure effective long-term planning and implementation of public systems. Plans shall include the Water and Sewer Master Plan, Storm Water Management Plan, and the Facilities Standards Manual.		■		●						Town Manager's Office , Town Public Works & Streets/Maintenance Departments
5.3 Encourage the expansion of high-speed and wireless internet within the Town.		■		●					●	Town Manager's Office, Town Council
5.3 Conduct feasibility study for providing free wireless internet access throughout the Town.		■		●						Town Manager's Office, Town Council

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<i>Adequate Public Facilities</i>										
2.1 - 2.4 With direction from an up to date Water and Sewer Master Plan, expand water production capacity to meet the Town's projected growth and future needs by expanding and protecting the Town's water supply sources. Complete the Centennial Reservoir to increase water supply. Improve, protect and expand Town well systems. Add an additional water storage tank to improve service capacity. Replace aged water lines. Upgrade water treatment plant as required to increase capacity for distribution and treatment.	■			●						Town Public Works Dept., Town Council, Town Manager's Office
2.5 - 2.7 With direction from an up to date Water and Sewer Master Plan, upgrade wastewater treatment plant to address new environmental standards or implement alternative measures to address nutrients. Repair and replace aged sewer lines to reduce infiltration and inflow. Expand sewer line service to areas targeted for growth on the future land use map.	■			●						Town Public Works Dept., Town Council, Town Manager's Office
2.5 Implement water and sewer system improvements in accordance with an adopted capital improvements plan to meet future demands, projected growth and new regulations.	■			●						Town Public Works Dept., Town Council, Town Manager's Office
2.8 Establish and adopt fiscal policy guidelines and an appropriate water, sewer and storm drain system funding plan that reflects best practices management to promote a healthy, self-supporting utility enterprise fund for utility facility improvements and expansion.	■			●						Town Council, Town Manager's Office
2.0 Revise zoning map to reflect future land use recommendations established by this Comprehensive Plan. Provide public facilities to serve needs in conjunction with the recommended future land use.	■			●						Town Planning, Town Council, Town Manager's Office

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Conservation and Best Management Practices										
3.1 Address the quality/quantity of storm water infiltration and inflow to reduce treatment requirements through proactive best management practices and new environmental technologies. Implement infiltration and inflow corrective measures.	■			●						Town Streets/Maintenance Dept.
3.2 Consider a stepped rate approach for users of the Town's water supply to encourage conservation and equitable distribution of costs for supply and distribution.	■			●						Town Council, Town Manager's Office, Town Finance Dept.
3.3 Consider alternative methods to increase the available supply of potable water, including advanced treatment technologies, water recycling and green building techniques.	■			●						Town Planning, Town Public Works Dept.
6.0 Promote alternative, reliable sources of energy to supplement existing power supplies for Town residents and businesses; ensure that environmental quality is protected and that Town character is maintained.		■		●				●		Town Council, Power Company
3.4 Revise zoning ordinance to require new development that requires high volumes of water (>2,000 GPD) be permitted by special exception.	■			●						Town Planning, Town Public Works Dept., Town Council
Appropriate Location of Utilities										
5.0 Prepare and implement a telecommunications policy to address design and location standards for facilities proposed for Purcellville.		■		●		●	●			Town Planning, Town Manager's Office, Town Council, Planning Commission, Input from Businesses and Residents

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5.1 Prepare and implement a location policy that encourages the underground placement of utilities, where feasible. Alternatively, locate above ground utilities in locations that are less visible from the street or public areas. Demonstrate commitment to the policy through exemplary public action implementing it on public projects.		■		●					Town Planning, Town Manager's Office, Town Council, Planning Commission
5.2 Identify suitable utility corridors in Town for utility services that are located along rear lot lines or other less visible areas.		■		●					Town Manager's Office, Town Streets/Maintenance Dept.

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Transportation										
<i>Connected, Efficient Street Network</i>										
1.1 Implement the recommendations of the 2025 Transportation Analysis completed in 2004 by VDOT by working with Loudoun County to include priority projects in the 6-year transportation plan.	■			●	●				●	Town Planning, Town Streets/Maintenance Dept., Loudoun County, VDOT
1.2 Pursue the implementation of a new interchange at Route 7 Bypass and Route 690. Include consideration of a connection to North 21st Street.			■	●	●				●	Town Planning, Town Streets/Maintenance Dept., Loudoun County, VDOT
1.3 Pursue the implementation of new street connections and intersection improvements in downtown as shown in the Comprehensive Plan and recommended in the Downtown Master Plan to enhance business development and improve traffic circulation. These connections include improvements to 21st and 23rd Street, reconfiguration of the “tear-drop” intersection at 20th /Main Street /Nursery Avenue, and extension of O Street and 20th Street to Hatcher Avenue.		■		●		●	●	●		Town Planning, Town Manager's Office, Town Council, Planning Commission, VDOT, Property Owners
1.4 Pursue the connection of A Street to Route 287 in a manner that is consistent with the design and conservation recommendations set forth in this Comprehensive Plan. Work with affected property owners to achieve a design plan that best meets the needs of both the residents of Purcellville and the continued prosperity of the property owners.			■	●				●	●	Town Planning, Town Manager's Office, Town Council, Planning Commission, Town Streets/Maintenance Dept., VDOT, Property Owners

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?	
				Town	County	Business	Residents	Other		
Plan Element & Policy / Action Strategy	2	5	10+							
1.5 Pursue the implementation of a roundabout (as opposed to signalization) at the intersection of East Main Street and Route 287 to manage traffic entering Town; design the roundabout as an east gateway entrance into Purcellville.			■	●					●	Town Planning, Town Manager's Office, Town Council, Planning Commission, Town Streets/Maintenance Dept., VDOT
1.6 Develop and adopt design standards for commercial and industrial parking facilities. Encourage well designed parking facilities adjacent to commercial and industrial development by requiring landscaping, buffering and pedestrian access as part of rezoning and development reviews. Encourage similar facilities for large residential developments.		■		●					●	Town Planning, Board of Architectural Review, Property Owners
4.1 Study the feasibility and desirability of providing inter-parcel connector provisions in the zoning ordinance to promote improved access and connectivity in commercial areas.		■		●		●				Town Planning, Town Streets/Maintenance Dept., Property Owners
1.0 Provide leadership and direction to VDOT in promoting the appropriate maintenance and improvement of Town streets in a manner consistent with Town character. Establish enhanced working relationships with assigned engineers and County transportation planners.	■			●	●				●	Town Planning, Town Streets/Maintenance Dept., Town Manager's Office, VDOT, Loudoun County Engineering Dept.

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?
				Town	County	Business	Residents	Other	
Plan Element & Policy / Action Strategy	2	5	10+						
<i>Effective Alternative Transportation Management Systems</i>									
2.1 Develop appropriate transportation standards for development that provide safe vehicle and pedestrian separation and promote the use of sidewalks and trails as an alternative to cars. Adopt them as part of the Town's Facilities Standards Manual.		■		●					Town Streets/Maintenance Dept., Town Manager's Office
2.2 - 2.3 Enhance the small town character of Purcellville by implementing transportation improvements that include facilities for pedestrians and bicyclists. Amend the zoning and subdivision ordinance to require these facilities in new development and encourage linkages where feasible.	■			●					Town Planning, Town Streets/Maintenance Dept., Planning Commission, Town Council
2.4 Work with the Virginia Regional Transit Authority and Loudoun Transit to pursue an expanded transit system in Town with connections for riders at several key locations around the downtown and Main Street commercial corridor; include links to Patrick Henry College.		■		●	●			●	Town Manager's Office, Town Streets/Maintenance Dept., Loudoun County, Virginia Regional Transit Authority
Work with Loudoun County and VDOT to locate a park and ride facility near Purcellville.		■		●	●			●	Town Manager's Office, Town Streets/Maintenance Dept., Loudoun County, Virginia Regional Transit Authority, VDOT
2.5 Improve accessibility and traffic safety in commercial areas through shared entrances, parking and access points, especially on East Main street and in downtown.			■	●					Town Manager's Office, Town Streets & Maintenance Dept., Town Planning

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?
				Town	County	Business	Residents	Other	
Plan Element & Policy / Action Strategy	2	5	10+						
<i>Pedestrian and Bicycle Friendly Town</i>									
3.1 Provide sidewalks on arterial and primary streets where lacking. Adopt a sidewalk improvement plan in conjunction with the Capital Improvement Plan that includes prioritized projects. Give priority to a sidewalk program that addresses school access.			■	●					Town Manager's Office, Town Streets & Maintenance Dept.
3.2 Identify and enhance pedestrian linkages between neighborhoods, shopping areas, recreational areas and public facilities by conducting an inventory and assessment of conditions and facilities and adopting a plan for implementing improvements.			■	●					Town Streets & Maintenance Dept., Town Planning
3.3 Designate bicycle routes and provide dedicated bike lanes, where feasible, on all major roads in Purcellville. Facilities should be included on Main Street, 21st Street, 20th Street, Hatcher Avenue, Maple Avenue, Route 287 and the Route 7 Bypass.			■	●					Town Streets & Maintenance Dept., Town Planning
3.4 Develop a Bicycle Plan for the Town that takes into account recreational bicycle destinations, regional trail connections and ties to the W&OD Trail. As part of the plan, develop and publish a bicycle route map and market Purcellville as a welcoming community for bicyclists.		■		●		●			Parks & Recreation Committee, Town Planning, Businesses
3.5 Develop standards for public trails in Town that include bike facilities.		■		●			●		Parks & Recreation Committee, Town Planning, Residents, Town Streets & Maintenance Dept.
3.6 Provide public bike racks where feasible.		■		●					Town Manager's Office, Town Streets & Maintenance Dept.

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?
				Town	County	Business	Residents	Other	
Plan Element & Policy / Action Strategy	2	5	10+						
3.7 Support the development of the old Manassas Gap Railroad bed in southeast Purcellville as a rails-to-trails opportunity. Provide technical assistance in securing grant funding for planning and implementation.		■		●					Town Planning, Town Council
<i>Safe, Attractive and Inviting Streets</i>									
4.2 Revise the zoning ordinance to include development standards that promote increased pedestrian and bicycle accessibility and encourage landscaping between vehicles and pedestrians.	■			●					Town Planning, Planning Commission, Town Council
4.3 Amend the zoning ordinance to encourage shared parking in the central business district and flexible standards to reduce the amount of impervious pavement and encourage alternative modes of transportation. Establish maximum parking standards, as opposed to minimum parking standards, for new development.	■			●					Town Planning, Planning Commission, Town Council
4.4 Design and implement landscaping, lighting and signage enhancements to all gateway entrances in Purcellville including East and West Main Street and North 21st Street.		■		●			●		Town Planning, Board of Architectural Review, Residents
Environment									
<i>Environmental Monitoring and Preservation</i>									
1.1 Revise zoning and subdivision regulations to include environmental standards for new residential, commercial and industrial development. Include standards that address development in or adjacent to floodplains, forested areas, critical or significant habitats, important viewsheds, water recharge areas, and other similar environmental areas.	■			●					Town Planning, Planning Commission, Town Council

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?
				Town	County	Business	Residents	Other	
Plan Element & Policy / Action Strategy	2	5	10+						
1.2 Provide leadership in protecting and enhancing the environment by working with Loudoun County and other regional entities to develop an environmental protection strategy for western Loudoun County. Encourage the formation of a regional environmental conservation coalition of both public and private interests to assist in implementing the strategy and monitoring environmental issues.		■		●	●				Town Planning, Loudoun County
1.3 Address non-attainment air quality issues and reduce air pollution in Purcellville by encouraging implementation and use of a bus transit system that connects businesses, commercial areas, commuter lots, and public facilities.			■	●					Town Planning, Town Manager's Office, Town Streets & Maintenance Dept., Loudoun Transit
Coordinate future land planning with Loudoun County through PUGAMP to protect regional water quality in the JLMA. Encourage best management practices for new development and protective measures for water systems where public utilities are not extended.	■			●	●				Town Planning, Town Manager's Office, Town Council, Town Public Works Dept.
<i>Sensitive Environmental Areas and Water Resources</i>									
2.1 Review zoning regulations with respect to provisions for protecting and enhancing sensitive environmental areas such as floodplains, wetlands, and other natural areas. Investigate methods used by other communities to protect these areas and minimize development impacts. Amend zoning regulations to strengthen protection of these environments.	■			●					Town Planning
2.1 Identify and map (using GIS) groundwater recharge areas. Protect recharge areas by governmental acquisition, easements or development proffers.		■		●					Town Planning, Town Streets & Maintenance Dept.

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?
				Town	County	Business	Residents	Other	
Plan Element & Policy / Action Strategy	2	5	10+						
2.0 Maintain a confidential database of locations of wellheads in order to identify potential natural and man-made threats to the water supply. Coordinate wellhead protection issues and recommended methods with public and private resources. Actively work with other jurisdictions to protect the wellheads in the Town, County and surrounding counties through joint land planning and land development regulations.		■		●					Town Planning, Town Public Works
2.2 Develop and implement a Storm Water Management Plan. Include regional storm water management strategies for managing stormwater runoff quantity and quality.		■		●					Town Planning, Town Public Works
2.3 Proactively address the treatment of storm water for pollutants, nutrients, and sediment before it reaches the wastewater treatment plant by recommending and using applicable natural and technological methods to control pollutants (e.g. vegetation as filters to reduce concentrations, collection traps at drainage inlets, underground systems with filtration capabilities, planting of pollution tolerant vegetation, etc.)		■		●					Town Planning, Town Streets & Maintenance Dept.
2.0 & 2.4 Monitor water quality in Purcellville through use of a voluntary citizen monitoring program and frequent coordination with DEQ regarding underground storage tanks and petroleum release sites.	■			●				●	Town Public Works, DEQ, Loudoun Watershed Watch Program
<i>Environmental Quality of Life</i>									
3.1 Conduct an inventory of existing trees. Develop a tree preservation and replacement plan that promotes citizen and developer partnership in tree retention, replacement and planting.		■		●					Tree Commission, Town Manager's Office

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?
				Town	County	Business	Residents	Other	
Plan Element & Policy / Action Strategy	2	5	10+						
3.2 Develop a Master Tree Plan for public properties. Plant and maintain trees along streets. Establish an annual tree planting day. Engage local nurseries and arborists from the Extension Service, homeowners, businesses and developers to install, replace and care for trees in conjunction with sidewalk improvements and additions.		■		●					Tree Commission, Town Manager's Office
3.2 Expand public ownership of important open spaces and greenway connections in Town.			■	●					Town Council, Town Manager's Office
3.3 Promote the use of "green" buildings and site development in new construction. Consider financial incentives such as reduced rates for water and sewer.		■		●					Town Planning, Town Finance Dept.
<i>Environmental Education and Stewardship</i>									
4.0 Develop environmental education programs through local schools and Patrick Henry College to promote environmental awareness and influence environmental protection. Continue using the special events as an opportunity to provide environmental education.			■	●	●			●	Town Planning, Loudoun County Schools, Patrick Henry College
4.1 Encourage water conservation and protection by distributing information to help citizens better understand water resources and the water cycle.			■	●					Town Public Works Dept.
4.2 Use qualified environmental groups to assist in environmental projects such as stream monitoring, bird counts, butterfly counts, wildlife and native plant inventories, and tree planting.			■	●					Town Manager's Office
4.3 Establish an awards program for individuals, groups and developers who have made outstanding contributions to the environmental health of Purcellville.			■	●					Town Manager's Office, Town Planning

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?	
				Town	County	Business	Residents	Other		
Plan Element & Policy / Action Strategy	2	5	10+							
<i>Waste Reduction and Recycling</i>										
5.1 Provide recycling containers at all public facilities, including Town Hall and other publicly-owned facilities.		■		●						Town Manager's Office
5.2 Update the Purcellville Town Facilities Standards Manual (1999) every five years to include new technologies that promote high environmental quality.		■		●						Town Public Works and Streets & Maintenance Depts.
5.3 Develop environmental indicators for monitoring the environmental quality of Purcellville. Coordinate with the Loudoun County Environmental Indicators Project (George Washington University, Department of Geography). Work with Patrick Henry College for research, technical assistance and long-term monitoring.		■		●				●		Town Public Works Dept., Colleges and Universities
5.4 Reduce waste through recycling programs for residential, commercial and industrial customers. Facilitate waste reduction and recycling efforts through public education and by proactively working with the County and the Northern Virginia Waste Management Board to enhance recycling programs and opportunities.		■		●	●			●		Town Manager's Office, Loudoun County, Northern VA Waste Management Board
5.5 Provide safe, adequate waste facilities and management services that are environmentally responsible. Use state of the art technology in management practices, where feasible. Address landfill issues from a regional perspective through proactive planning with the County.	■			●	●					Town Manager's Office, Loudoun County
<i>Lighting and the Environment</i>										
6.1 Develop lighting standards for new development that reduces light pollution and promotes the protection of dark, night sky in Purcellville. Review zoning regulations for lighting and amend to include the lighting standards for new development.		■		●						Town Planning, Board of Architectural Review

Implementation Strategy Matrix

Comprehensive Plan Implementation Strategies	Timeframe (Year)			Participants					Who's involved?
				Town	County	Business	Residents	Other	
Plan Element & Policy / Action Strategy	2	5	10+						
6.2 Develop or assemble public education materials on light pollution and provide information to residents and businesses to achieve voluntary reductions in unnecessary lighting.		■		●					Town Planning, Board of Architectural Review