

**MINUTES
PLANNING COMMISSION WORK SESSION
SEPTEMBER 15, 2016
TOWN HALL HERITAGE ROOM**

The work session of the Planning Commission convened at 7:26 PM in the Heritage Room:

PRESENT: Theresa Stein, Chairman
Tip Stinnette, Planning Commissioner
Chip Paciulli, Planning Commissioner
EJ Van Istendal, Planning Commissioner
David Estey, Planning Commissioner
Britt Adkins, Planning Commissioner
Kelli Grim, Planning Commissioner/Council Liaison

ABSENT: None

STAFF: Daniel Galindo, Senior Planner
Tucker Keller, Planning and Zoning Technician

CALL TO ORDER:

The work session of the Planning Commission was called to order by Chairman Stein at 7:26 PM.

CHAIRMAN'S COMMENTS:

Chairman Stein stated her goal is to keep the meeting to two hours, and that the Commissioners will not be commenting on items that just need to be updated as staff is currently aware.

DISCUSSION OF CURRENT PLANNING DOCUMENTS: ECONOMIC DEVELOPMENT:

Dan Galindo stated that the updated plan needs to better balance the Town's desires for economic development along with other desires such as quality design, preserving open space, etc. and talked about prioritizing the long to-do list.

Commissioner Stinnette asked about the Statement of Economic, Cultural, and Education Center of Western Loudoun County and asked how everyone feels about that statement and believes the statement does not need to be made going forward with the plan. Chairman Stein stated she doesn't know if the citizens want this but it is what the Town is. Commissioner Grim stated she felt the citizens would agree with Commissioner Stinnette. Commissioner Van Istendal stated he feels the Town has a lot to offer

culturally and educationally. Council member Bledsoe talked about Purcellville being the hub of western Loudoun, and while we may not want to grow the Town in boundaries, we do want to improve the economic climate. Chairman Stein added she feels the second objective can be combined to capture the economic growth. Commissioner Adkins talked about having a plan that encourages restaurants and food and beverage service retail that currently exists, and further discussion took place about new stores and homes.

Daniel Galindo stated he has met with each Council member individually and works with the Board of Architectural Review on a monthly basis with frequent communication and that there is general consensus on 80%-90% of what people think the content of the plan should be and how the plan should be written.

1.1 Design Guidelines – As per Pat Giglio, Chairman of the BAR, updates are needed to the design guidelines.

Daniel Galindo asked if there were any items in section 1.2 or new items that the Commissioners would like to prioritize. Commissioner Grim stated she does not feel there has been enough reaching out to businesses that are not focused on their pedestrian amenities, landscaping and outside storage and talked further about EDAC being involved.

Commissioner Stinnette talked about the definition of *Economic Development as Contributor to Quality of Life*, and stated that only specific items should be added. Commissioner Paciulli added he would strike out most of the paragraph. Further discussion took place about pairing items down and talked about economic stability versus development.

2. Strong Fiscal Environment

Daniel Galindo suggested breaking the two statements apart as they do not resemble one another. The Commissioners discussed public/private partnerships and decided to remove the language since it would not prevent anything in the future.

3. Business Recruitment and Development

The Planning Commissioners talked about the various businesses in town as well as what citizens may be looking for. Council member Bledsoe talked about setting up the EDAC as ambassadors to businesses and is also partnering with Visit Loudoun and Loudoun Economic Development because they have the manpower. Commissioner Grim stated she feels that the disconnect has not been utilizing other resources.

Chairman Stein next brought up the item to amend the town home occupation regulations which is section 3.13. Commissioner Grim added that a home based business pays \$50 to have a home business with one employee and that it cannot be retail and feels they should be mentioned in the comprehensive plan as something that is important to the Town's economic development.

There was no further discussion on any of the items in section three.

4. Physical Infrastructure

Daniel Galindo suggested changing the wording to talk about growth if there is capacity to handle it rather than any time. Commissioner Stinnette talked about changing the first sentence to read “accommodate future business growth and new economic development opportunities commensurate with infrastructure capacity.”

4.1 Develop and Implement a Capital Improvements Program

Commissioner Grim stated she feels this is outdated because it exists. Further discussion took place about narrowing down the list to just a few items or one item.

Chairman Stein requested that comments pertaining to *5 Historic Downtown, 6 Redevelopment and Infill and 7. Industrial Land* be forwarded to Daniel Galindo.

8. Tourism

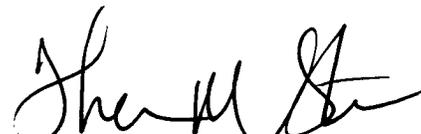
Commissioner Stinnette stated he feels discussion needs to be held about a hotel.

Liz Jarvis, Chairman of the Purcellville Arts Council, talked about their relationship with the Economic Development Advisory Committee and tourism.

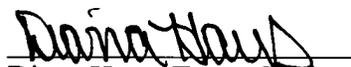
The members of other committees agreed to get feedback from the committees on their top priorities and concerns.

ADJOURNMENT:

With no further business, Commissioner Van Istendal made a motion to adjourn the meeting at 9:27 PM. The motion was seconded by Commissioner Estey and passed unanimously.



Theresa Stein, Chairman



Diana Hays, Town Clerk