

# Purcellville Downtown Master Plan

Prepared for:  
The Town of Purcellville, Virginia

Prepared by:  
Hill Studio

Date:  
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The major policies and recommendations of this Downtown Plan have been incorporated into and adopted as part of the 2006 Purcellville Comprehensive Plan

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## Summary

The Town of Purcellville enlisted the services of Hill Studio to develop a downtown plan that the Town would incorporate into its Comprehensive Plan as part of the Plan update. Hill Studio worked with the Town, downtown property owners and the downtown business community to develop a master plan for redevelopment and streetscape improvements within the downtown area. The downtown plan includes three major components:

1. Downtown Land Use Plan. This component includes an analysis of existing land uses within the downtown area, including parking and public uses, and identifies opportunities for redevelopment and infill development. Potential sites for additional parking, additional vehicular and pedestrian circulation connections, as well as improved areas for public uses such as a Town Green or other public greenspace and the Farmers Market are identified. Buildings and land with redevelopment potential will be highlighted. A downtown redevelopment map, illustrated redevelopment ideas, and descriptive text are provided in this component.
2. Streetscape Plan. The streetscape portion of the master plan is developed to a schematic design level and includes cost estimates for recommended improvements. Streetscape improvements include such items as sidewalks, landscaping, lighting fixtures, street furniture, façade guidelines, parking and signage. The master plan illustration is supplemented with recommended improvements and discusses implementation phasing and funding strategies. The plan also includes recommendations for extending design improvements to entrance corridors.
3. Business District Market Analysis. A Market Analysis is the third component for the downtown and surrounding commercial areas as recommended in the Main Street Loudoun Community Assessment Report for the Town of Purcellville. A written Market Analysis Report is the major product of this portion of the plan and is included in its entirety as an appendix.



## Approach and Process

Hill Studio began work on the Downtown Plan after reviewing various projects and studies done in the town over recent years. The current Downtown Plan work is the cumulative result of past efforts and the Purcellville “Downtown in Motion” Workshop. Hill Studio worked with Town planners, the Economic Development Advisory Commission, Town Council members, business owners, property owners, and interested citizens on June 8-10, 2005 at the historic Train Depot to develop more detailed plans for Downtown and historic Main Street.

Downtown in Motion was partially funded by a grant from the National Endowment for the Arts as a result of a successful application submitted by the Town to fund the workshop.

The purpose of the workshop was to:

- Refine ideas from 2003 Downtown Charrette
- Share progress on downtown improvements
- Discuss additional opportunities for improvements and new development
- Identify pedestrian and green connections
- Work with property owners and businesses on building improvements
- Determine how to make it happen

The goals of the three-day design sessions were:

- to brainstorm ideas on potential development and re-development opportunities while supporting the theme of historic preservation.
- to understand the unique architecture and heritage of the Town of Purcellville.
- to develop a detailed strategy for revitalizing the Downtown as the Center of Commerce.

Specifically for Downtown, the workshops dealt with streetscape improvements, greenway connections, façade improvements, improvements to traffic flow, and proposals for underutilized buildings and areas.

Four areas of the Town were defined to help guide the work efforts of the workshop:

- Depot and Parking Area
- Downtown from 21st Street to Hatcher
- Main Street (east and west of 21st Street)
- Town Hall and Tear Drop Area

Of the four design focus areas, the areas around the Depot, O Street, and Main Street in the vicinity of Town Hall were considered prime areas for redevelopment and new infill buildings to complement and expand the downtown business district. These will be discussed further and illustrated in the Downtown Land Use component of this plan.

## Workshop Process

Following a kick-off luncheon, the Design Team began work on Wednesday, June 8 with a Memory Walk with business persons to share the history of downtown. The walk provided an opportunity for an exchange of thoughts and ideas for development opportunities or issues. Those walking also discussed areas that the Hill Studio design team focused on until that point in the process.

## Public Input

To understand what makes Purcellville a special place, it is important to identify those special qualities that people feel are important and contributing to the community. During the workshop sessions, we asked those in attendance to tell us what comes to mind when they think of Purcellville.

Purcellville Downtown Plan



These are the answers that we received.

- Trains
- Trails – W & OD
- Babe Ruth Little League
- Purcellville Days
- Arts in the Alley
- Pride of Purcellville
- College town
- Farm town
- Skating Rink
- Standing seam roofs
- Fir trees
- Four-square houses on Main
- Small turn of century town
- Traditional small town (Classic)
- Eclectic architecture
- Classic southern homes on Main
- Small-town feeling

Ed McMahon of Scenic America visited Purcellville in 2003 and spoke to residents and businesses about the Downtown and the community. He emphasized that it was important that citizens identify those special things that they would preserve at all costs in order to ensure that the standards for new projects be established. These are the things that workshop attendees wrote down as special things that were important to them.

- Some trees
- Fireman's Field
- Cole Farm & Crooked Run Orchard'
- Cole Farm Barn and immediate settings
- Tabernacle, Depot, and Agricultural/Railroad 'Connection'
- Accessibility of/to W&OD
- Nichols Hardware
- Keep some Agricultural Heritage of the Town
- Pedestrian Friendly
- Some connection with our heritage as the hub of an agricultural area (mills...?)
- Areas of traditional residences on Main St on either end of Central Business District
- Residential West Main St

Common themes are historic buildings (e.g. Nichols Hardware, Depot, Tabernacle in Fireman's Field), agricultural heritage (Cole Farm and Crooked Run Orchard), and residences on Main Street.

### ***Vision Statement***

Based upon those special qualities identified by residents and businesses, the following vision statement was developed for the Workshop.

1. Create Identity for the Downtown
2. Foster business opportunities
3. Quality growth
4. Smart growth
5. Historic Preservation through urban design

### ***Strategy Options***

An open design session was held the first evening. From past work efforts, Hill Studio displayed six conceptual strategy options for development for workshop attendees. This provided designers and attendees an opportunity to brainstorm development concepts for a new Farmers Market and Town Hall location, as well as several new road connections to improve connectivity and development options. Comments were provided through post-it notes and discussions with the design team. The Strategy Options were intended as rough drafts only to begin dialog.

### **Option 1**

Option 1 focused on creating a new focal point in downtown in the vicinity of the Depot. A sample of workshop attendee's comments on these development options are shown on the post-it notes.



A permanent Farmers Market structure is located in the current parking lot and a new building that could house the relocated Town Hall is located behind 21st Street on vacant land. Key public spaces are shown in blue. Parking would be through a combination of surface lots and structured parking within the building.

Additional improvements to traffic circulation include several new streets to improve connectivity and access:

- 21st Street through the industrial park to Hatcher Avenue
- O Street connection from 21st Street to Hatcher Avenue
- Main Street connection to the new O Street connector through a vacated public right of way east of the old bank

**Option 1 Key Elements:**

- Build new Town Hall that is relocated between 21st and 23rd Streets
- Create O Street connection from 23rd Street to Hatcher Avenue
- Make a connection through Valley Industrial Park Avenue
- Parking is created behind 21st Street Businesses

The following illustration is a rendering of the new Farmers Market and new building across from the Depot. The existing gazebo in the area would be incorporated into the new structure.

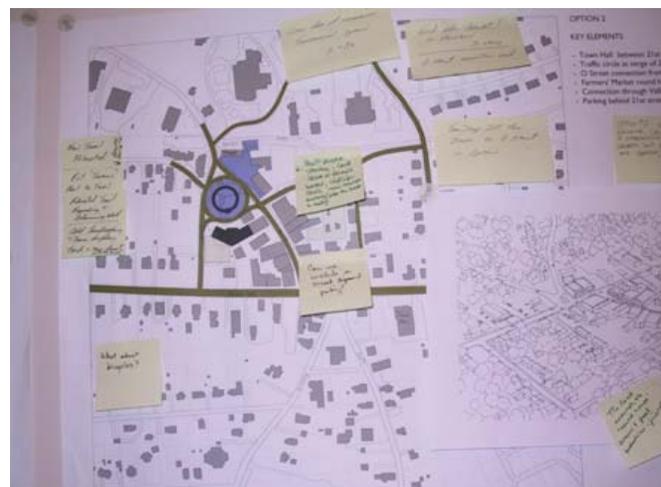
Parking for the new building could be within the building and to the rear. The existing building shown adjacent to the new, color structure is the white building currently used for storage at 143 21st Street.



**Option 2**

Option 2 suggested a more extensive permanent Farmers Market structure that allowed farmers to pull up their trucks in a circumferential pattern. A new building was included in this scenario as well.

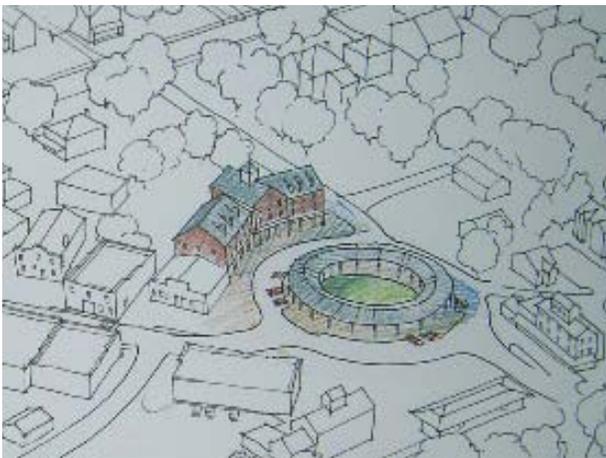
Street improvement recommendations include aligning 21st Street with 23rd Street in such a way to create a “T” intersection; the Farmers Market would be accessed through a circular drive.



### Option 2 Key Elements:

- Relocate Town Hall between 21st and 23rd Streets
- Create a traffic circle at the convergence of 21st and 23rd Streets
- Provide an O Street connection from 23rd Street to Hatcher Avenue
- Build a Farmers Market roundhouse, reminiscent of a railroad roundhouse
- Create a connection through Valley Industrial Park Avenue
- Add parking behind 21st Street businesses

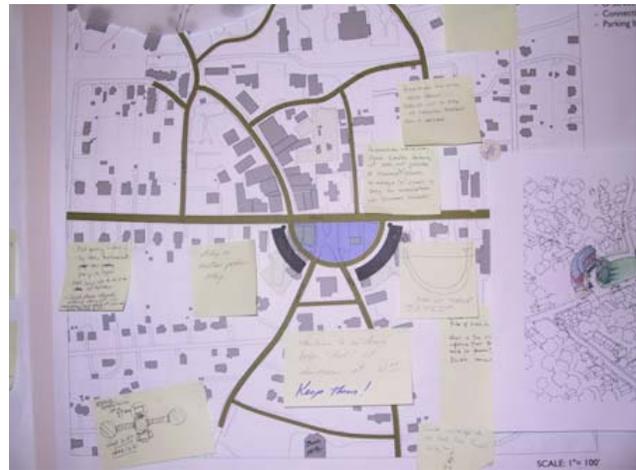
This is a rendering of Option 2 showing the circular Farmers Market structure. The existing building shown adjacent to the new, color structure is Purcellville Motors at 145 21st St.



### Option 3

Option 3 proposes that the existing “tear-drop” intersection at Main Street be reconfigured to a large, semi-circular green with new development on either side of the existing church, all fronting on Main Street.

Nursery Avenue would be realigned with 21st Street to improve traffic flows. This re-configuration, however, would require the removal of two existing buildings on Main Street (currently a restaurant and antique store) which are historic buildings. There was considerable discussion of this alternative, especially as it related to the 2 buildings.



In addition to the new green, new street connections are proposed behind the church through an existing public alley right of way and in front of the old Bush Meeting House/Tabernacle, now the Skating Rink, at Fireman’s Field.

A new Town Hall building could be located in a portion of one of the new buildings. Parking could be included within the new buildings or in areas behind them.

### Option 3 Key Elements:

- Improved 21st Street connection at Main Street and Tear Drop
- Town Hall, retail, and commercial space relocated around new Town Green
- Potential underground parking under Town Green or buildings
- O Street connection from 21st St to Hatcher Avenue
- Connection through Valley Industrial Park Avenue
- Parking behind 21st Street businesses

This is an illustration of the two new buildings located on a central green. Nursery Avenue would be realigned with 21st Street.



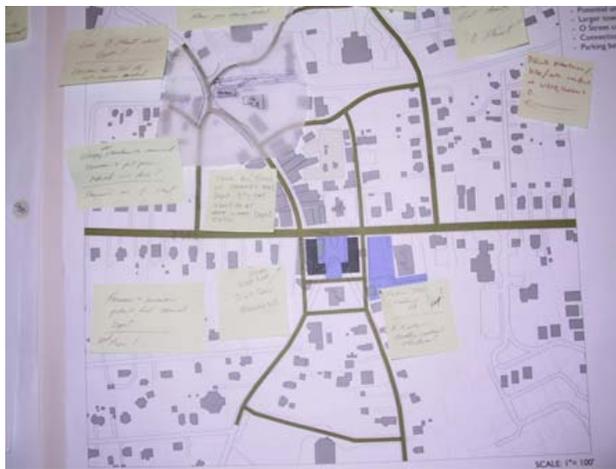
- Potential underground parking under plaza
- Larger Town Green or park adjacent to Town Hall
- O Street connection from 21st Street to Hatcher Avenue
- Connection through Valley Industrial Park Avenue
- Parking behind 21st Street businesses

### Option 5

Option 5 focuses on creating a new civic emphasis on Main Street while realigning the teardrop intersection and creating opportunities for new development and green space.

### Option 4

Option 4 is a smaller version of the central green. Nursery Avenue is realigned with 21st Street and 20th Street (south) is realigned with the new O Street connection north of Main Street. Two new buildings are located on either side of the new green. Town Hall could remain in its current location with additional public space added between the building and the street; a second-story addition to Town Hall could provide additional space and parking.



### Option 5 Key Elements:

- Improved 21st Street at Main Street & Tear Drop
- New retail & commercial urban plaza at tear drop
- Potential underground parking under plaza or buildings
- New Town Hall with town park & water (pond) feature & park connection to Library
- Additional Library wing
- O Street connection from 21st Street to Hatcher Avenue
- Connection through Valley Industrial Park Avenue
- Parking behind 21st Street businesses

### Option 4 Key elements:

- Improved 21st Street at Main Street and Tear Drop
- New retail & commercial urban plaza at tear drop

This is an illustration of the proposed development fronting on green space along Main Street with the Tear Drop intersection realigned with 21st Street.

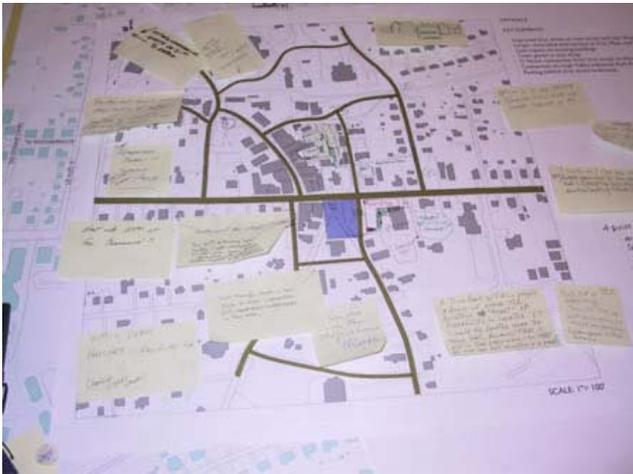


- O Street connection from 21st Street to Hatcher Avenue
- Connection through Valley Industrial Park Avenue
- Parking behind 21st Street businesses

Based on input gathered from general public comments and in specific discussions about the six conceptual strategy options, the design team was able to distil and illustrate the design that emerged. The team kept these ideas centered on the four design focus areas in developing the downtown master plan (next page)

### **Option 6**

Option 6 allows for reconstruction of the Tear Drop Intersection at Main Street while preserving the 2 older buildings at the end of 21st Street. The scenario provides for a Town Green and new development opportunities for Town Hall.



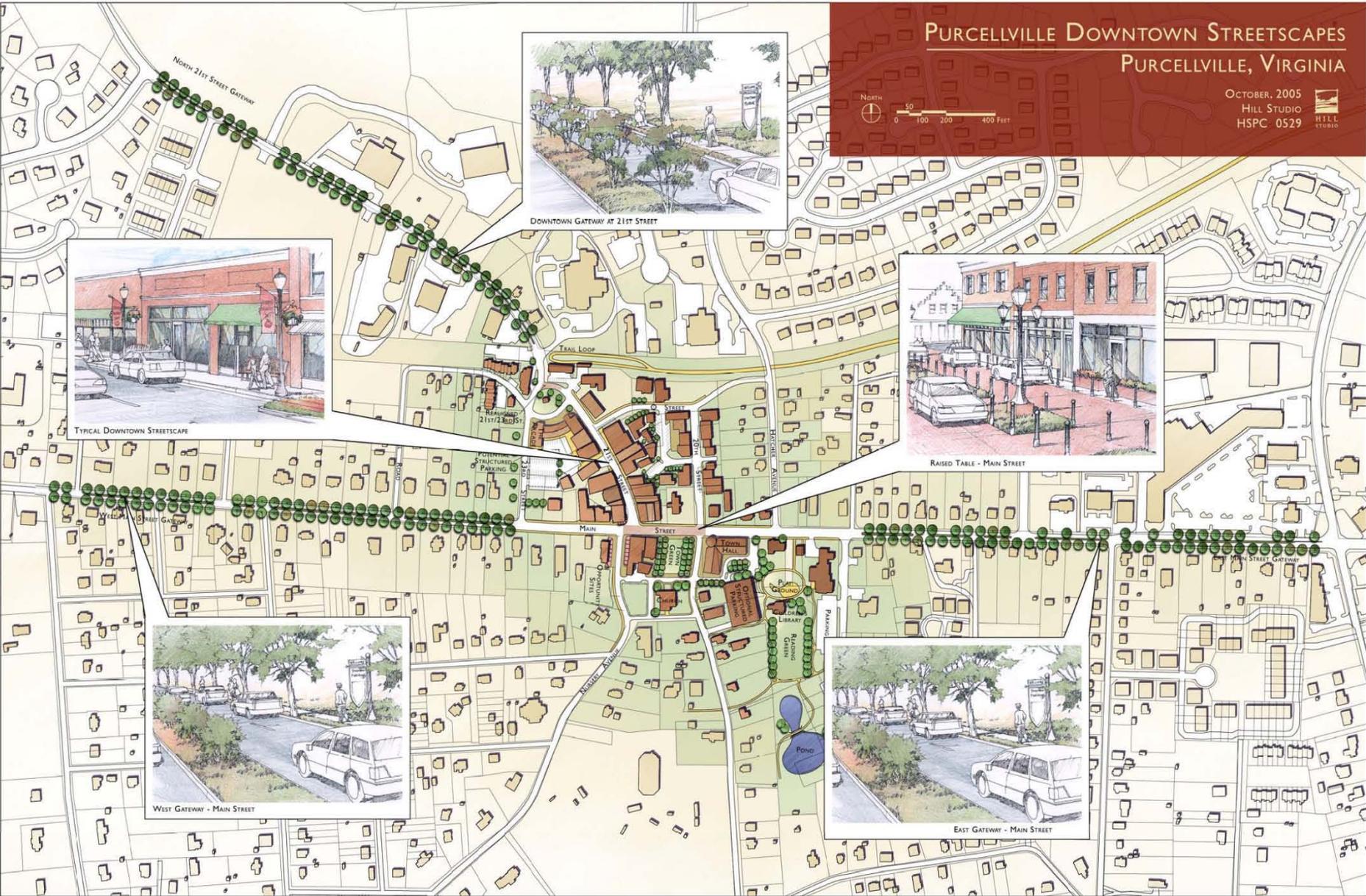
Key Elements of Option 6:

- Improved 21st Street at Main Street and Teardrop
- Larger controlled intersection at 21st Main & Nursery Avenue
- Less impact on existing buildings
- Town green at Tear Drop

# PURCELLVILLE DOWNTOWN STREETSAPES

## PURCELLVILLE, VIRGINIA

OCTOBER, 2005  
HILL STUDIO  
HSPC 0529



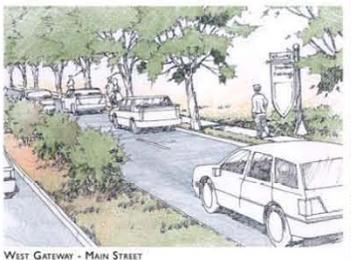
DOWNTOWN GATEWAY AT 21ST STREET



TYPICAL DOWNTOWN STREETSAPES



RAISED TABLE - MAIN STREET



WEST GATEWAY - MAIN STREET



EAST GATEWAY - MAIN STREET

# Downtown Land Use Plan

## Design Focus Areas

Based upon the comments received from the six design options presented at the Day 1 design session and field review of the areas, the design team recommended three development scenarios for Purcellville's Downtown to expand the district and provide new development opportunities. These areas are the Depot Area, the Town Green and the "Yard at O Street".

## The Depot Area

Capitalizing on the recent momentum that this part of town has generated, the depot district is planned to complete several public infrastructure projects to provide a welcome and different place in the downtown area. Many towns have a depot district. This is an area that is ordinarily built after the Main Street part of town with improvements that happen shortly after a major rail line was put in. Depot districts were seen across Virginia where many of them have an 18<sup>th</sup>-century Main Street and a 19<sup>th</sup>-century depot district. Purcellville was not unusual in this case.

The improvements in the depot district came along much more recently than those on the Main Street counterparts. It also seems to have been a shift in the economic health of the depot district with the transportation improvements. With the depot in Purcellville, the Town saw the growth of mills, for example, and large warehousing structures that were a good place to take merchandise that would come along the rails. In later years railroad rails became principally a commuter line changing the nature of the uses of the buildings.

With the advent of the Rail-Trail conversion project, the depot district has again become alive with a number of restorations of buildings into visitor-oriented facilities. The restaurants, the bicycle shop and the newly placed Farmers Market all contribute to the energy in this district. The Farmers Market in particular carries forward the tradition of the farming supply business and the farming images of this district.

The urban design elements to complete the depot district include the long-term use of the Farmers Market. It is possible to take a couple of parcels and create a much more significant and long-term permanent market with other retail and office opportunities mixed in. The final improvement to this Farmers Market arcade is the creation of a grassed public space, which could be implemented around the recently constructed band stand shelter.

The Depot District is shown here as a new northern anchor of downtown. New infill development is proposed across from the historic Depot in the current public parking lot. The W&OD Trail is expanded as a loop to the Depot. Opportunity exists for additional display of train artifacts between the depot and the trail.



## Parking

Parking is provided between 21st Street and 23rd Street at the rear of the new Farmers Market building. Initially it can be surface parking and expanded to a structure as demand increases. In the area southeast of the depot district west of 21<sup>st</sup> Street, a long-term vision can be implemented with structured parking in the gap between the numbers of existing businesses. This block has the potential to be transformed from the existing back-of-building space to one

more fitting with the downtown situation including commercial, residential and office usage. These uses surround the parking structure. The parking structure frees the demand for parking in the area of the proposed Farmers Market allowing this asphalt area to become public open space, which can be utilized to bring further business into the depot area.

### **Street Improvements**

One of the subtle but important improvements to the urban design of the depot area is the better alignment of 23<sup>rd</sup> Street. If properly aligned, this street can take a lot of the traffic stress off of the two-way 21<sup>st</sup> Street. 21<sup>st</sup> and 23<sup>rd</sup> Streets are currently planned to become a one-way couple. The improvements in the vicinity of the existing Farmers Market and depot allow for this transition to occur. Twenty First Street would be aligned around the proposed Farmers Market lawn to intersect at nearly a right angle. This would then create a better and safer traffic circulation pattern with a one-way couple combination.

In this scenario, the new building would house mixed retail and residential uses and include a Farmers Market in a building arcade. The new building and Farmers Market fronts on public green space that utilizes the existing gazebo. Farmers can back their vehicles up to the building arcade thereby allowing space for both under cover and exterior display of goods. A paved plaza/drive area provides access to the front of the building and the market area. Opportunities exist for retail development on first and second floors and residential development on the third floor.

### **New Infill Development**

This illustration from the workshop shows how the building could provide three-story development opportunities for retail, residential and Farmers Market. Vehicles are shown in an arcade to illustrate how the market fits in with the structure.



The picture of the Depot District from June 2005 is taken from in front of the bike shop on 23<sup>rd</sup> Street looking toward the gazebo. The historic Depot is just out of view to the left.



The new Depot District buildings would complement the scale and architecture of surrounding buildings. The availability of the parcels to the south of the existing Farmers Market makes possible a number of the improvements for implementing the Depot District.



The site furnishing of the depot district needs to fit with their warehouse and agrarian past. A palette of utilitarian yet handsome furnishings is proposed for this district to fit with its utilitarian yet respectful beginnings.

Utilities can be placed underground where feasible and not cost prohibitive.

Based upon pre-design data and information available to the design team, the new development opportunities in the proposed Depot District provide:

- A northern anchor for downtown
- Adds public space for events
- Can provide 80 surface parking spaces or up to 240 spaces in a parking structure
- Consists of 200 linear feet of realigned road (21st Street)
- 15,000 square feet of new commercial space
- 10 new residential units

## The Town Green District

The proposed downtown Town Green district along Main Street functions as the central part of downtown and hosts the municipal government functions of Purcellville. This scenario creates a civic-oriented district on Main Street south of the business district. It is centered between the east and west Gateway Districts and provides a heightened level of detail and excitement through the details of the landscape.

A new Town Hall is constructed to the east of the Town Green taking advantage of additional parking and new green civic space between Town Hall and the Library. The building could be developed to include other mixed-use space in addition to Town Hall offices. To meet the Library's needs for expansion, this proposal shows use of the existing residential structure between Town Hall and the Library as an additional library facility, perhaps a Children's library, on an expansive green. Two new development areas are created on Nursery Avenue. These could be developed for either commercial or residential uses.



## The Green

The most significant change in the creation of the Town Green is the provision of a significant piece of open space. Purcellville has long had the Tear Drop which distinguished it as having some interesting municipal design. With the increasing traffic over the decades, the Tear Drop has become a less pleasant circulation amenity. Since the Tear Drop has existed for many years as a symbol of Purcellville's municipal design, its form should be celebrated in the further design of the Town Green.

Inspired by the uniqueness of the Tear Drop but retooling the space to take on 21<sup>st</sup>-century needs, the Town Green is proposed to be enlarged from the Tear Drop into the existing towing company parking lot creating a one-acre sized municipal square that can be utilized for a number of outdoor civic events. This town square works to keep the significant frame around the Methodist Church while providing open space large enough for outdoor celebrations or just for unprogrammed lunchtime uses or daily exercise. A pond or other water feature also could be incorporated into the green space.

## **Town Hall**

The Town Green is also centered on, but across from, the very handsome former bank building now utilized as Valley Energy Company headquarters. The eastern side of the Town Green is proposed to be flanked by a newer more substantial Town Hall. It is important that the Town Hall have commercial and visitor-friendly municipal facilities on the first floor, offices on the second, and it could also have offices and even residential uses on the top floor, if designed creatively. The Town Hall and the municipal Green will work in tandem to provide an indoor as well as outdoor civic space for the town needs. This rendering from the workshop of Town Hall shows how government offices could be located in upper floors allowing retail use of the lower commercial space.



## **Library**

To the southeast of the Town Green, a library expansion may logically grow to occupy the large parcel of land which includes a historical home. In this manner the space in a wing that is currently part of the library could be moved into the historic home which provides more space to meet the library's growing needs. Such programs as the children's program or some other collection which would be better suited to a small place can be moved to the house in a renovation project.

The resulting space between the library, the historic house and the new Town Hall provides a very pleasant outdoor reading green. This green is smaller than the Town Green, and because of its topographical location, can assist in the low

impact development methods of storm water control from the enlargement of the town hall. In addition to the smaller green, there is a parcel which may make sense for a downtown park south of the historic house.

## **Street Traffic and Parking Improvements**

The proposed development scenario realigns Nursery Avenue with 21st Street, but slightly to the west, routing the new road through an existing parking area and preserving the two contributing historic buildings on Main Street. A new Town Green is proposed in front of the church and 20th Street is realigned with the new O Street connection between Main and O Street. A new street is proposed through the existing public alley behind the church.

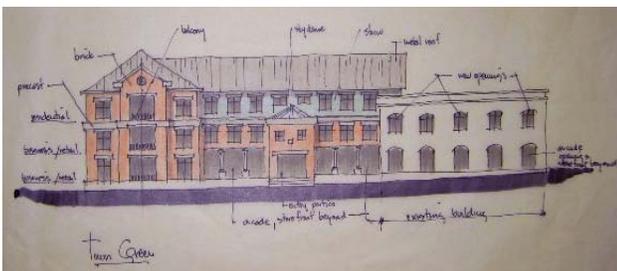
The Town Green also has great potential to extend a traffic-calming crosswalk table across Main Street to the north side of Main. In this design maneuver, a rough pavement at the level of the sidewalks is stretched across Main Street so that pedestrians are the host and automobiles are the guests. Curb lines are defined by a raised table and reinforced by street lights and street trees. In the center of the traffic lanes a series of larger City Beautiful-style street lights is placed consistent with the design of the smaller ones along the gateways. With details matching the gateways palette, the result is that the visitors and residents reach a crescendo of urban design elements as they approach and reach the municipal square.

Parking is provided initially as a surface parking lot and later could be developed as structured parking to meet demands. With the manipulation of the streets to create the Town Green, the addition of square footage for a more substantial town hall, and with increasing library needs, it may be practical in the future to consider a parking structure on the new municipal campus.

Citing successful examples of municipal structured parking such as the one in adjacent Leesburg, the downtown design advocates suggested that the municipal structured parking can serve as a home for some municipal vehicles and can also provide convenient parking for municipal employees and for merchants, freeing the streets on these vehicles for drive in customers and providing revenue.

**Additional Development Opportunity**

Potential development opportunities in the vicinity of the Town Green are shown in this sketch from the workshop. The new building would be in addition to Town Hall. It is shown as being located adjacent to the rear of the historic buildings on Main Street (Purcellville Restaurant). The existing building shown in white is the side elevation of the Purcellville Restaurant that faces Main St at the corner of Nursery Ave. Sited adjacent to the Purcellville Restaurant on the west side of the green facing Nursery, the Town Green provides this space that was formally dedicated to traffic circulation for a place for an outdoor café enhancing this business.



This view of the existing Town Hall area as viewed from Main Street east of the Valley Energy (former bank) Building. The Methodist Church is in the background; the existing tear-drop intersection is to the right. Initial public comments indicated that the scale was too large and that the final building should be reduced in size. However, the three-story height is in scale



with adjacent buildings in the area and those proposed.

This rendering shows what the new Town Green District would look like with a new Town Hall, Town Green, and realigned intersections. The scale of the building is reduced, but is compatible with the church building and others to the east.



Based upon pre-design data and information available to the design team, new development opportunities for the Town Green District provide:

- A Civic, Municipal anchor south of Downtown
- Increased public open space on Main Street and within established neighborhoods
- 900 linear feet of realigned roadway
- 32,000 square feet of new commercial space
- 18,000 square feet of Town Hall space (current Town Hall is approximately 9,000 sf)
- 36 new residential units\*

\* Based on development of new Town Hall complex on the east side of the Green and renovation additions to the existing building on the west side of the Green.

Implementation of the Town Green can occur in any number of ways. It is likely that a grant or bond funding for one of the major components will induce the phasing of the project. The creation of the Town Green may be fundable through Community Development Block Grants utilizing the slums and blight removal category. The municipal building will have its own time frame as will the library when space needs require an expansion.

### The “Yard at O Street”

The third district that offers dramatic opportunity for infill development is what the design team termed the “Yard at O Street”. At present, this area is underutilized as a retail commercial/industrial incubator area. By improving the street connections in this area, the Yard at O Street offers a large area for new development east of 21st Street. The district is envisioned as an arts, entertainment, and retail area with unique spaces for sidewalk and outdoor activities and pedestrian linkages.

A mid-block pedestrian connection to the Yard is provided from 21st Street. Pedestrian connections can also be made with the W&OD Trail in the vicinity of the existing Eagles building. The new connection to Main Street also offers long-term opportunities for redevelopment of the townhouses in the residential area east of the old bank building.

With the update of the Town’s Comprehensive Plan, different areas are planned for industrial development; thus, the existing industries in the Yard at O Street could be relocated and thereby sustained as viable businesses contributing to the Town’s economy.



The possible architectural character of the Yard District is reminiscent of the early mill architecture of the area. Building uses could be a mixture of retail, office, service and residential.



The existing view of the Yard at O Street is taken from the parking lot to the east of the Eagles building, adjacent to the W&OD Trail. O Street is to the right of the picture.



The “Yard at O Street”, as seen from the same spot, shows new development and new street connections. The new O Street connects to Main Street and 21st Street.



These districts can be designed using streetscape elements that are unique to each of the districts. For example, the Depot District may utilize streetlights and furniture that are complementary to the railroad theme, while the Yard at O Street may utilize elements that are relative to the industrial mill theme. This can provide each district with a unique sense of place and offer diversity and identity to downtown areas.

Based upon pre-design data and information available to the design team, the Yard at O Street provides:

- Redevelopment of a large area east of 21st Street, using land to a higher and better use for compatible downtown development
- 80 parking spaces on surface lots or up to 240 spaces in a structured garage
- Realignment of 1700 linear feet of roads; right of way was previously public; land would need to be re-acquired, but land is vacant and can accommodate the new street connections.
- 36,000 square feet of new commercial space
- 16 new residential units

In summary, the three new development districts and the street linkages are shown in context in this graphic generated at the workshop.



# Streetscape Plan

## Streetscape Improvements

Just as with any great American town Purcellville already has the workings of distinct identity clusters within the larger town environment. With proper furnishings and design elements added, Purcellville can foster and enhance the identities of many different parts of town to each have their own sense of identity while providing a coordinated framework to better the identity and sense of the pride of the town as a whole.

Purcellville's neighborhoods can distinguish themselves in their celebration of the agrarian heritage, the transportation heritage, and the municipal government heritage that is found in so many Virginia towns, yet in Purcellville there seems to be an especial richness of heritage drawn from each of these themes. As evidenced in the photographs Purcellville has had a very proud and continued history of agrarian heritage. We also see photos evidencing transportation heritage which seems unique in Virginia history to the communities along the W&OD railroad. Finally we see a tradition brought forth in the pride of municipal governance and municipal celebration which seems very healthy to this date. Each of these sources of tradition can provide a palette of design and furnishings which make an appropriate physical statement for Purcellville today.

In addition to working on the details of the four areas, the last day of the workshop included design work on restoring building facades and streetscape improvements. To show how additional streetscape elements could be designed, this map illustrates the different functions and treatment of roads in the downtown area. For example, Main Street serves as a Town Gateway from the east and the west, as well as an entry point for Downtown. 21st Street north of downtown also serves as a gateway and entry to Downtown. Other roads, such as Nursery and 20th Street or the new O Street connections are secondary access roads.

Thus, since each street serves different purposes, they each could have different streetscape designs depending on their location and function. Street trees would only be recommended where appropriate.



## Main Street and Gateways

The gateways to town are one of the most important places to exhibit a sense of municipal pride. Rather than just a sign at the boundary, the gateway corridor provides a cinematic experience for visitors that increase the length of time for the community to say "welcome" and choreograph the experience of visitors and of residents at the end of the town. Needless to say, these gateway corridors can also provide a tremendous sense of community pride and are a very strong economic development investment.

The principal gateway corridors into downtown Purcellville are along Main Street moving east and west. Purcellville is endowed with beautiful homes and some businesses along this corridor that leads directly into the downtown municipal core. Beginning at East and West Main Street, a median is proposed which can be planted with a number of small trees and flowering shrubs. It is recommended that the median planting be coordinated for planting with year-round appeal. Behind the existing curb is proposed that the existing grass strip be supplemented with canopy trees and decorative street lights. At the outside edges of the gateways, a sign should be placed acknowledging entrance to the downtown area.

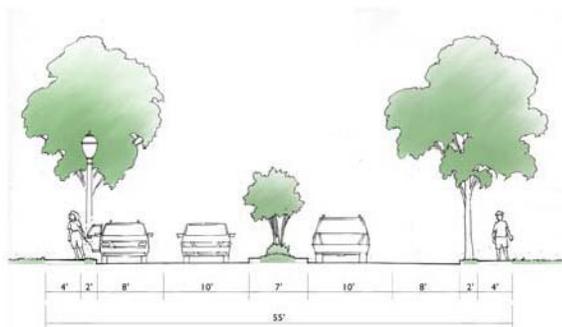
This City Beautiful approach to creating a Main Street Gateway Corridor provides the following benefits:

1. Traffic calming
2. Visual appeal
3. Improve the environment by removing some asphalt
4. Better lighting for safety and image of stability for the neighborhoods
5. Identity with other stable century-old gateway corridors into cities and towns of various sizes across the United States (provide a period-appropriate treatment of the gateway corridor)

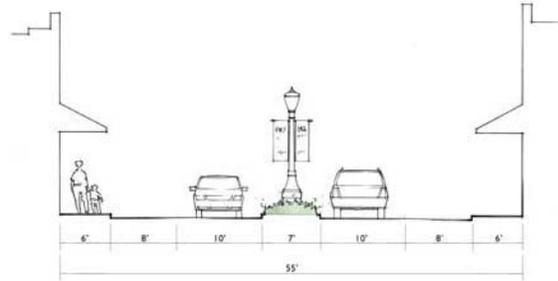
Gateway Corridors are also appropriate at other current and future entrances into the downtown. These include:

1. North of the Depot on 21<sup>st</sup> Street
2. South of Fireman's field along Nursery Avenue

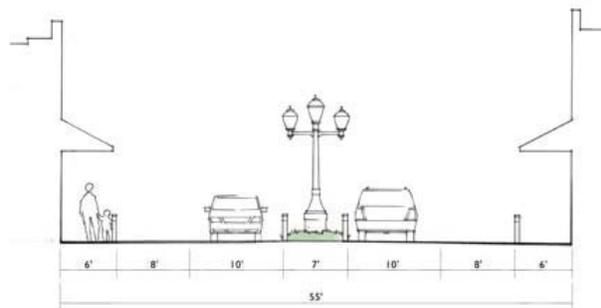
For areas on Main Street that are Town Gateways, a design is appropriate that calms traffic and provides tree canopy and pedestrian sidewalks. Tree planting could be added between the sidewalk and the edge of right of way and a median could be introduced in the center of the wide right of way. The scale of these trees must be correct for visibility of pedestrians. The streetscape could include pedestrian scale lighting. In this scenario, parking is provided on either side of the street. If parking was eliminated, a bike lane could be included).



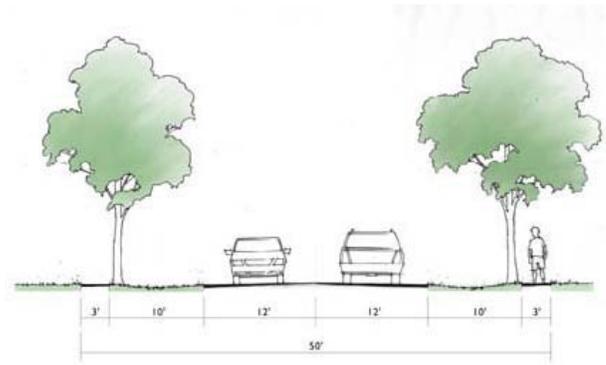
For downtown areas where the right of way is more restricted and buildings are located at the street face, greening can be accomplished by introducing a center median. The median also can include decorative street lighting and pedestrian stopping places where crosswalks intersect.



A way of further calming traffic in a pedestrian area is through the introduction of a raised pedestrian table. This could be used on Main Street at 21st Street intersection. The table is grooved to provide the driver with an audible warning to slow down. Additional tree plantings could be provided on the perimeter where possible. Placing a dominant light fixture in the center denotes important nodes and provides shared lighting to both sides of the street. The light fixture can be fitted with arms for hanging plants or banners for added emphasis (graphic below).



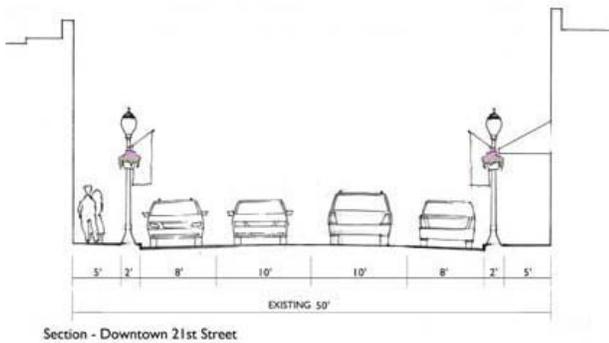
21st Street has varying right of way widths. For this streetscape scenario, planting could be provided on the side with the most room and lighting on the other. This scenario allows each side of the street to accommodate features while not interfering with building facades or pedestrian movement. Streetscape elements could also be alternated where needed. Utilities would be relocated underground. Where the streetscape is commercial, the plantings and furnishings are different from a streetscape that includes residential uses.



### Priority Streetscapes

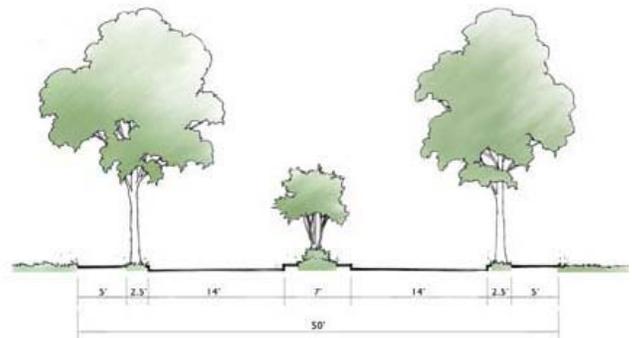
The following priorities are recommended:

- East gateway along Main Street
- West gateway along Main Street
- North downtown gateway along 21<sup>st</sup> Street
- Southern gateways along Nursery Avenue and 20<sup>th</sup> Street



Section - Downtown 21st Street

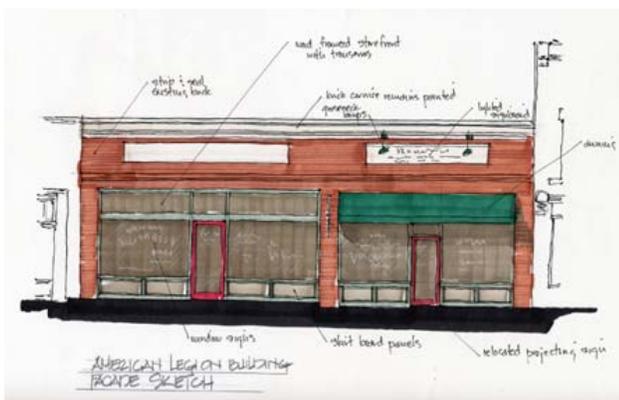
Where there are residential uses adjacent to the streetscape, like those areas on East Main, there is more open green space that separates the buildings from the road. In those instances, grass pavers could be used to provide on-street parking areas and increase the appearance of green while calming traffic. Trees could be planted between the sidewalk and curb and pedestrian scale lighting introduced (graphic top of next column).



## Facades

Many facades on 21st Street could be rehabilitated to take advantage of probable historic features. Through simple construction methods, these facades can easily be transformed so that they are contributing elements to the historic streetscape of downtown Purcellville. Ideally, it is important that research be done to document the architectural features of a building. For the purposes of this presentation, we have made assumptions with respect to the architectural features.

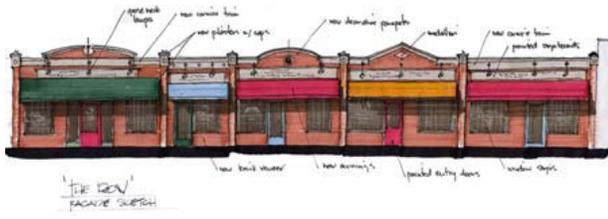
Numerous buildings have rehabilitation potential. This example shows the rehabilitation potential for the American Legion Building on 21st Street. Note the restored brick façade, storefront windows, clerestory windows, period-appropriate entry doors, new signboards, lighting, and new awning to designate a storefront entrance.



The building at 151 Main Street already has key storefront openings which could be enhanced with awnings and a central signboard and period-appropriate lighting. The building did not likely ever have shutters which are shown as removed. The addition of upper story awnings increases the apparent window presence. A new cornice adds to the architectural character of the building.



This simple building on the even side of 21st Street with five storefronts could be rehabilitated by adding some interesting features that are complementary to the downtown streetscape on 21st Street. Features include large storefront windows, period-appropriate entry doors, awnings, signboards, lighting, and decorative features for each of the building sections to emphasize separate storefronts (graphics next page).



The building adjacent to Nichols Hardware on 21st Street already has its primary features such as windows and projecting sign. The building is shown with its original tile veneer restored, a lighted signboard added, a new cornice at the parapet, and awnings on the upper floor windows to add dimension. All suggestions for removing paint from façade surfaces are assuming it would be cost effective and would not harm the brick or present a mottled appearance.



### Facades that Work

The facades shown here are examples of good architectural treatments. This list is not inclusive of the quality architecture present in Purcellville but will provide some examples of correct applications of façade elements.





### Facades to Prioritize

The facades shown here are examples of structures that would benefit from architectural rehabilitation. This list is only meant to suggest buildings that may be included in any façade program initiated by the Town or private venture.



These buildings are all within the boundaries of the eligible National Register Historic District. As such, they are eligible for Historic Tax Credits that are available for proper rehabilitation of the structures.

## **Business District Market Analysis**

As part of the Downtown Master Plan, a Business District Market Analysis was conducted to identify potential development and service opportunities and to provide recommendations for enhanced marketing and economic development in the Town of Purcellville. Project team members worked with representatives of the Purcellville Economic Development Advisory Committee and local business organizations to understand existing business inventories, data and surveys. This information was supplemented by trade area demographics (2000 – 2009) which were evaluated for a 1-, 5-, and 10-mile radius of Purcellville. In addition, this information was considered along with other marketing information to further characterize community trends and potential markets.

Based on the data collected, updated demographic information and further examination of lifestyle segmentation preferences, the Purcellville market can be characterized as a well-educated, growing affluent community with upscale lifestyles that offer increasing market potential for services and goods geared toward their preferences (i.e. fine dining, physical activities, arts and culture). A community assessment study in 2004 indicated substantial retail leakage and noted that with only a 25% recapture rate for retail sales, the community could support approximately 98,000 square feet of additional retail space. This premise was confirmed by the Business District Market Analysis, based on the continuing growth in households, population and income. Consumers now go elsewhere for many of their service and retail needs, but may be willing to shop locally if the opportunity was available.

These findings demonstrate there is tremendous business growth potential for the Town of Purcellville. However, to take advantage of the business development and revenue potential, there are important steps that must be taken to capture new business and increased investment.

Recommended strategies include:

1. Town branding
2. Increased coordination and cooperative partnerships among local economic development and business associations
3. Active recruitment for niche retail businesses that have been identified (i.e. theatre, entertainment venues, restaurants, apparel and accessory stores)
4. Additional events for tourists and residents. The entire Business District Market Analysis is included as an appendix to this plan.

## **Next Steps**

The next steps for downtown Purcellville are very important. Based upon the ideas and work presented in this workshop, the next steps are to prioritize areas and projects for further design and implementation and identify potential phasing of projects and partners that will help project implementation. Prioritized areas can be accomplished in steps and phases.

In addition to identifying areas and projects, the Town will need to ensure compatibility in new development through adoption of design guidelines to encourage appropriate development. Incentives should also be considered; these can include financial as well as simple recognition methods.

Finally, think of the Downtown plan as a part of the community's larger plan – the Comprehensive Plan – the big picture. The recommendations of the Downtown Plan will be integrated into the Comprehensive Plan.

## Implementation Table

PHASE	FOCUS AREA	PROJECT	PLAYERS	TYPE OF PROJECT	FUNDING
1	DEPOT AREA	Realignment of 21st and 23rd Streets	Public	Infrastructure	VDOT 6-yr plan VDOT Transportation Enhancement Program (TEP), Tax Service District VDOT
		Crosswalk at W&OD across 23rd Street	Public	Infrastructure	Transportation Enhancement Program (TEP), Tax Service District VDOT
		Depot exterior universal access improvements	Public	Infrastructure	Transportation Enhancement Program (TEP), Tax Service District VDOT
		21st Street Streetscape – Depot to Main	Public	Infrastructure	Transportation Enhancement Program (TEP), Tax Service District VDOT
		23rd Street Streetscape – Depot to Main	Public	Infrastructure	Transportation Enhancement Program (TEP), Tax Service District
		New mixed-use infill development - Farmers Market, retail, residential	Public/Private	New Development	Private investment, Tax Service District VDOT Transportation Enhancement Program (TEP), Tax Service District, Private investment
		Surface parking	Public/Private	New Development	Private investment

<b>PHASE</b>	<b>FOCUS AREA</b>	<b>PROJECT</b>	<b>PLAYERS</b>	<b>TYPE OF PROJECT</b>	<b>FUNDING</b>
1	DEPOT AREA	Structure parking	Public/Private	New Development	VDOT Transportation Enhancement Program (TEP), Tax Service District, Private investment
		Expanded green space at gazebo	Public	New Development	VDOT Transportation Enhancement Program (TEP), Tax Service District

<b>PHASE</b>	<b>FOCUS AREA</b>	<b>PROJECT</b>	<b>PLAYERS</b>	<b>TYPE OF PROJECT</b>	<b>FUNDING</b>
2	GATEWAYS AND MAIN STREET	North 21st Street gateway - gateway sign, sidewalks, landscaping	Public	Infrastructure	VDOT Transportation Enhancement Program (TEP), Tax Service District VDOT
		East Main gateway - traffic-calming crosswalks, median - gateway sign	Public	Infrastructure	VDOT Transportation Enhancement Program (TEP), Tax Service District VDOT
		West Main gateway - crosswalks, median, bike lane option, gateway sign	Public	Infrastructure	VDOT Transportation Enhancement Program (TEP), Tax Service District VDOT
		Raised Table on Main Street	Public	Infrastructure	VDOT Transportation Enhancement Program (TEP), Tax Service District

<b>PHASE</b>	<b>FOCUS AREA</b>	<b>PROJECT</b>	<b>PLAYERS</b>	<b>TYPE OF PROJECT</b>	<b>FUNDING</b>
3	TOWN GREEN AREA	New street alignment at Tear Drop - a) 20th and Nursery b) street improvements around Methodist Church	Public	Infrastructure	VDOT 6-yr plan VDOT Transportation Enhancement Program (TEP), Tax Service District
		Southern gateway from Nursery/20th	Public	Infrastructure	

<b>PHASE</b>	<b>FOCUS AREA</b>	<b>PROJECT</b>	<b>PLAYERS</b>	<b>TYPE OF PROJECT</b>	<b>FUNDING</b>
4	YARD AT O STREET	Improve O Street between Hatcher Ave and 21st Street	Public	Infrastructure/New Development	Tax Service District, Tax Increment Financing, VDOT 6-yr plan Tax Service District, Tax Increment Financing, VDOT 6-yr plan Tax Service District, Tax Increment Financing, VDOT 6-yr plan
		Extend 20th Street to O Street from Main Street	Public	Infrastructure/New Development	Tax Service District, Tax Increment Financing, VDOT 6-yr plan Tax Service District, Tax Increment Financing, VDOT 6-yr plan
		Yard at O Street Mixed-use Development	Private	Infrastructure/New Development	Tax Service District, Tax Increment Financing, VDOT 6-yr plan