



---

The  
Purcellville  
Downtown Charrette

**Purcellville Town Council**

*William T. Druhan, Mayor*  
*Beverly MacDonald, Vice Mayor*

*Nicholas Pelchar*  
*Karl Phillips*  
*Stephen Varnecky*  
*Carolyn "Susie" Windham*  
*Gregory Wagner*

with assistance from  
The Northern Virginia Regional Commission

**Special Thanks**

*Robert Lohr*  
*Michael Ruddy*  
*Wayne Lee*  
*Town of Purcellville Staff*

**The Town of Purcellville is grateful to these groups & businesses for their valued contribution to this program.**

*Virginia Department of Transportation*  
*Loudoun County Board of Supervisors*

*Virginia Regional Transportation Association*

*Purcellville Business Association*

*Purcellville Preservation Association*

*Loudoun Convention & Visitors Association*

*Creek Crossing Farm*

*Stonegate Bed & Breakfast*

*Patowmack Associates, Inc.*

*John A. Ross - Myers Building*

*Saint Andrew Presbyterian Church*

*Sweet T's*

*Pen's Oriental Kitchen*

*Tuscorora Mill Restaurant*

*Bitto and Bitto*

*Purcellville Child Develop. Ctr*

*Mario's Restaurant*

*Purcellville Wash & Dry Laundry*

*Dr. Cyrus Katzen,*

*Purcellville Shopping Center*

*Purcellville Plaza*

*Richmond American Homes*  
*Cardinal Concrete Company*

*Loudoun Valley Roofing*

*Middleton and Middleton, Ltd.*

*Mayor Bill Druhan*

*Councilman Nicholas Pelchar*

*Community Bank*

*BB&T*

*Wachovia*

*Robert J. Schonder*

**Facilitated by**

*David A. Wilcox, AICP, Senior Vice-President, Economics Research Associates*

*Dick S. Kaku, President, Kaku Associates, Inc.*

*Frank Fuller, Field Paoli Architects*

*G. Mark Gibb, Northern Virginia Regional Commission*

*James Van Zee, Northern Virginia Regional Commission*

---

# Historic Purcellville



*The Town's Coat-of-Arms represents its past and present. The blue field and red chevron is derived from the Purcell family's coat-of-arms, the Town's namesake. Below the chevron is the Purcellville Library representing continual learning. The wheatstalk in the upper right represents the Town's ties to the farming community and the key represents the Town as a community of opportunity.*

Although the first land grant in the area was issued by Lord Fairfax in 1740, it was not until 1764 that Purcellville's first known settler, James Dillon, from Bucks County, Pennsylvania, arrived.<sup>1</sup> As might be expected, it would take a road to make a town; the early ox cart track which wound westward from Leesburg, known later as the "Great Road," served the purpose. The first recorded business, an ordinary (a combined store and inn), was established by Abraham Vickers in 1799. This was followed by a second ordinary, established by Stacey Taylor in 1804, and later by "Purcel's Store" and Post Office, Established by Valentine Vernon Purcell (from whom the Town's name is derived). A blacksmith's shop, established around 1848, was also among the Town's earliest businesses. The Town's first public school was built in 1883. On July 9, 1853, the village officially adopted the name Purcellville and on March 14, 1908 the Town was incorporated by an act of the General Assembly.

The Great Road became an authorized turnpike in 1785 and extended the turnpike system westward from Alexandria to Snicker's Gap, and beyond to Berryville and Winchester.<sup>2</sup> With the construction of this Turnpike in 1832, travel through Purcellville began to increase--the first stagecoach arrived in 1841. A railroad link was built to Leesburg prior to the Civil War, and travel to points further west were continued by stagecoach through Purcellville. When the railroad was extended to Purcellville in 1874, The Town took Leesburg's place as the beginning of the stage route until the railroad was extended to Round Hill in 1875. (The railroad ceased operation in 1968.)

Although there were several marches and chases through Purcellville during the Civil War, the town sustained no major damage. However, a series of disastrous fires, the first in 1900 and then two more in 1914, virtually wiped out the business district, depriving the Town of much of its earliest architectural heritage. Despite the fires, many of the old blocks have been rebuilt and the business district has been extended considerably.

From its very beginning, the Town's dependence upon transportation links to the more populous eastern sections of Northern Virginia has remained strong, and is now more important than ever. Since the Virginia Department of Transportation has widened Route 7 and extended the Toll Road to western Loudoun County, all within the past five years, Purcellville's moderate growth during this period should not be seen as indicative of its future growth. Furthermore, Purcellville's traditional dependence upon agriculture as its primary source of income has diminished as more and more residents are employed outside of the community. The challenge is to accept this change without the Town losing its historic identity and those everyday, small town amenities which have developed over its long history.

<sup>1</sup> Town history is summarized from *The Story of Purcellville* by Eugene M. Scheel, reprinted by the Town in Commemoration of its 75th anniversary 1908-1983.

<sup>2</sup> *Historic Roads of Virginia*, Nathaniel Mason Pawlett, Virginia Highway Research Council, 1977.

---

# Table of Contents

Introduction .....	8
Summary of Recommendations and Issues .....	9
Transportation .....	11
Town and Downtown-Planning & Design .....	16
Economics That Work .....	23



---

# Schedule of Events

## Thursday, May 1, 2003

### The Assessment Phase Purcellville Town Hall

- 8:30 AM **Registration and Continental Breakfast**  
Provided by Town Council
- 9:00 AM **Introductions and Description of Charrette Goals**
- Mayor - William T. Druhan, Jr.
  - Planning Commission Chair - Walter Voskian
  - NVRC Executive Director - G. Mark Gibb
  - Charrette Facilitator - David Wilcox
- 10:00 AM **Issues for Discussion**
- Historic Downtown Community Appearance
- Street Scapes
  - Lighting
  - Architectural Standards
- Open Space
- Town Entry Ways
- Transportation
- One-Way Streets
  - Pedestrian Access
  - Parking
  - Interchanges
  - W&OD Trail
- Economic Development/Branding /Marketing
- 11:30 AM **Tour of Purcellville and Region**
- 12:30 PM **Working Lunch** -Virginia Regional Transit HQ  
Provided by "Sweet T's"
- 1:30 PM **Goals and Issues Continued** at VRT HQ  
Break Into Committees
- 3:30 PM **Committee Reports**
- 6:00 PM **Working Dinner**  
(Loudoun Golf and County Club)
- 7:30 PM **Public Input Forum** (advertised)  
Open Discussion as Required  
Round Table Discussion

## Friday, May 2, 2003

### The Analytical Phase Child Development Center

- 8:00 AM **Registration and Continental Breakfast**  
Provided by Main Street Loudoun
- 8:30 AM **Refinement of Issues to Study**
- 10:00 AM **Proposal Components - Specific Areas of Resolution**
- 12:00 Noon **Working Lunch**  
Provided by Mario's
- 1:30 PM **Sub-Team Assignments**  
Summary Reports, Text, Flip Charts, and Overheads
- 4:00 PM **Full Team Report**
- 5:30 PM **Recess until Saturday**

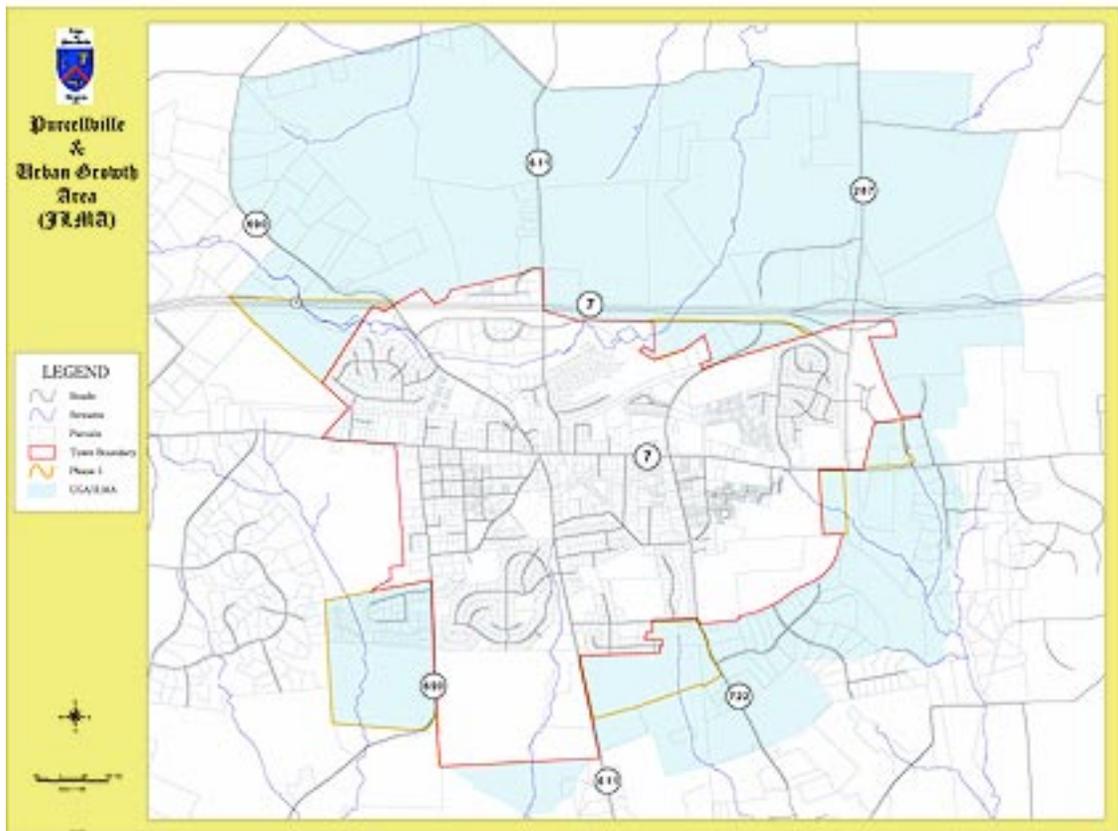
## Saturday, May 3, 2003

### The Recommendation Phase Purcellville Town Hall

- 8:30 AM **Registration and Continental Breakfast**
- 9:00 AM **Alternative Transportation, Planning & Economic Balance Scenarios**
- 11:00 AM **Selection of Preferred Concepts**
- 12:00 Noon **Working Lunch**
- 1:30 PM **Final Presentation & Public Input Session**  
Video Tape
- 3:00 PM **Adjourn**



Source: NVRC



Source: Town of Purcellville

---

# The Purcellville Downtown Charrette

## Introduction

Like many smaller communities in Northern Virginia, the Town of Purcellville is a special place. In a rapidly-urbanizing, highly populous region that has seen almost all of its growth since World War II (and much of it in the last two decades), Purcellville is a small town (2000 population: 3584) with a rich history.

In 1799, Abraham Vickers established an ordinary along the “Great Road.” Other businesses followed in the 1800s with Valentine Vernon Purcell, the Town’s namesake, opening a store early in the century. Throughout much of its history, Purcellville has served as a the major commercial and agricultural service center for the Loudoun Valley. As Northern Virginia has grown over the past decades and growth has extended into Loudoun County, particularly in the 1990s, new residential development has come to Purcellville that is not directly associated with its traditional agricultural service businesses, placing new stresses on Town streets, services, and existing businesses. In addition, demand for newer, different businesses has grown. It was with these concerns that the Town asked the Northern Virginia Regional Commission for assistance in taking a fresh look at downtown, the new development on the east end, Town infrastructure, and services.

The Purcellville Charrette was held on May 1-3, 2003 to focus on these and other important issues facing the Town. Three consultants, Dave Wilcox of Economics Research Associates, Richard Kaku of Kaku Associates, and Frank Fuller of Field Paoli Architects, led participants in discussions about the present and future of Purcellville. After several days of listening, talking and touring, the three consultants presented their find-



*The opening morning of the Charrette at Town Hall.*

ings and recommendations on Saturday, May 3rd.

The main body of this report focuses on the final presentation of the three consultants as they address three main topics: transportation; planning and design; and economics, enterprise, and finance. The charrette team, as part of their work, prepared extensive notes, drawings, charts and other materials. These materials were submitted to the Town Planning Department as part of the permanent record of the Charrette.

---

## Findings & Recommendations of the Charrette Team

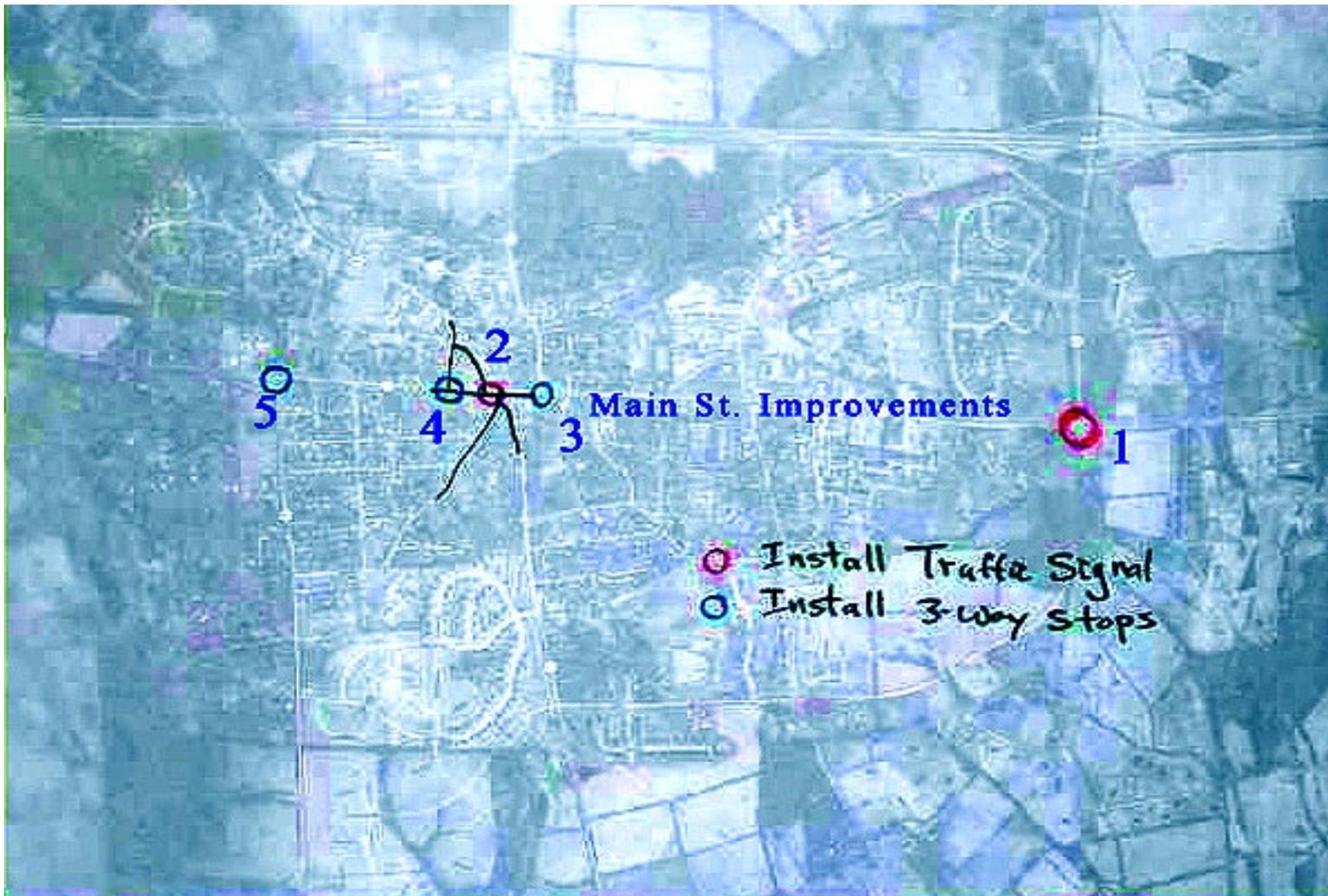
### Six Priorities

The charrette team identified six priorities the Town should concentrate on. These priorities were identified throughout the three day charrette with input from the community.

- Create a downtown destination that is a vibrant historic commercial district achieving attraction, distinctive recognition, and connectivity with adjacent hosting capabilities.
- Consistent improvement of transportation corridors and traffic flows which specifically benefit Purcellville.
- Expansion of pedestrian access, safety, and quality of experience into these historic commercial districts as well as townwide.
- Deliberate and continuing protection and conservation of open space, greenways, intercourses, streetscapes, and tree canopies.
- Pursuit of diverse economic, employment, and public services opportunities for the sustainability of Purcellville.
- Balance the mix of land uses and development in the Town by the managed extension of key utility services.



*The Charrette started with a group discussion on the issues facing Purcellville, its downtown and western Loudoun County. A bus tour of the Town and surrounding area followed.*

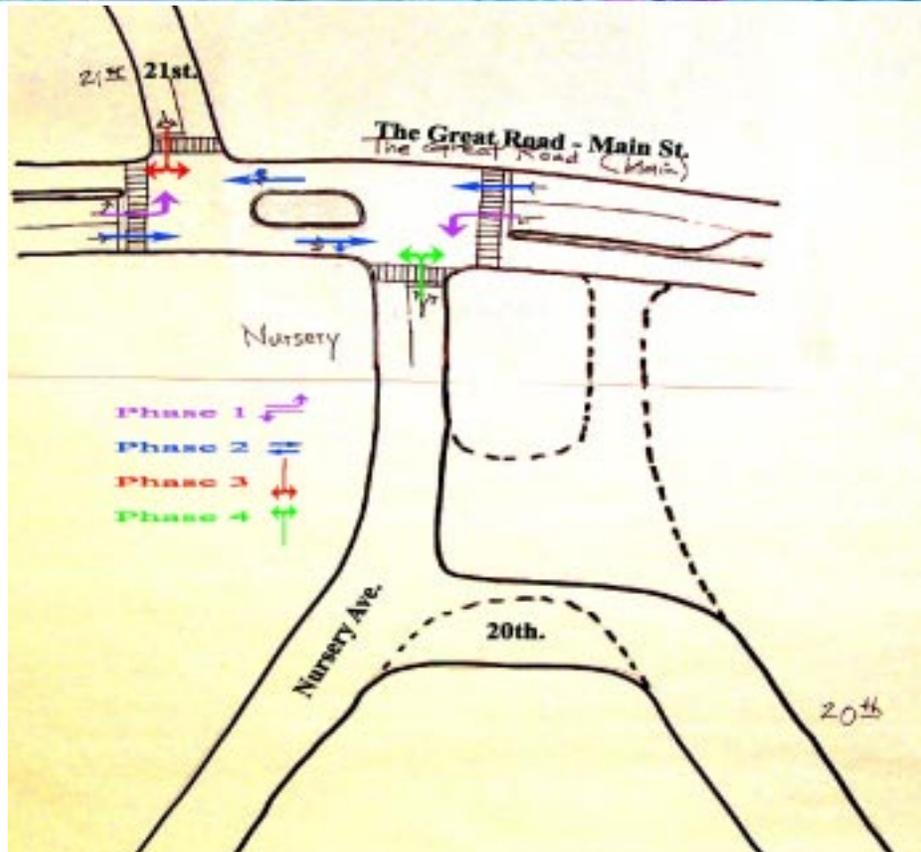


**Priority Improvements**

*This photo identifies the priority intersections recommended by the Charrette Team.*

**Traffic Signalization/Reconfiguration at Main/21<sup>st</sup>/Nursery**

*Each Phase of the traffic signal is identified. There are several seconds between each Phase to allow traffic to clear the intersection. 20<sup>th</sup> Street is stubbed into Nursery Ave.*



# Transportation

Richard Kaku presented the consultants' findings and recommendations concerning transportation. He explained that the charrette team identified a few improvements to Main Street that should be priorities. The charrette team felt these improvements could improve traffic flow on Main Street and improve access to several key side streets.

## Main Street - Business Route 7 (The Great Road)

The proposed improvements for Main Street include several elements: (see photo page 10)

1. Signalization of the following intersections:

Main Street and Route 287 (the timing of the signal at this location should include a protected left-turn for eastbound on Main Street to northbound on Route 287. During this phase of the signal cycle, right-turns from southbound on Route 287 to westbound on Main Street will also be allowed to ensure that there is sufficient green time for both these movements.)

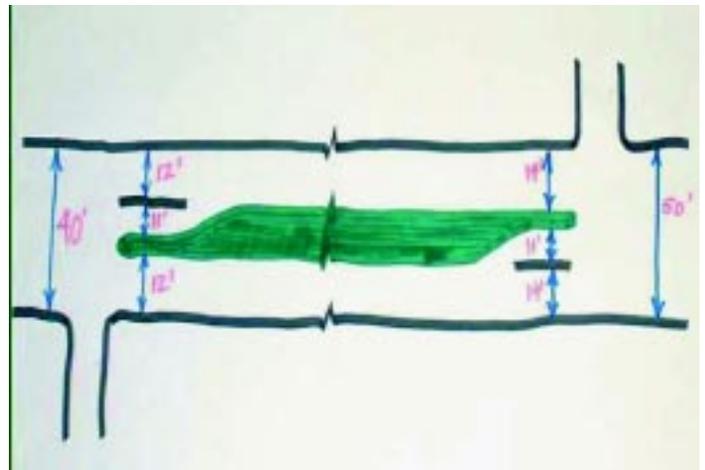
2. Main Street and 21<sup>st</sup> Street/Nursery Avenue (the timing of this signal must include the coordination of the movements at 21<sup>st</sup>/Main with those at Nursery/Main. The signal phasing should include a phase for the left turns from both directions on Main Street onto 21<sup>st</sup> and Nursery, a phase for through traffic on Main Street, a phase for southbound on 21<sup>st</sup> Street onto Main Street, and a fourth phase for northbound on Nursery Avenue onto Main Street.

Converting the traffic control at the following intersections to a 3-way stop:

3. Main Street and Hatcher Avenue
4. Main Street and 23<sup>rd</sup> Street
5. Main Street and 32<sup>nd</sup> Street



*The intersection of 21st and Main Streets early in the 20th century and the White Palace Restaurant today.*



*An illustration of typical treatment along Main St. with raised median and short left turn lanes*

## Traffic Signalization and Reconfiguration at Main/21<sup>st</sup>/Nursery

Place a coordinated light system at Main/21<sup>st</sup> and Main/Nursery. These two lights would be coordinated and involve four (4) phases. Phase 1 would allow for left turns from Main Street. Eastbound Main could make a left turn onto 21<sup>st</sup> Street and westbound Main could turn left on to Nursery Ave. Phase 2 stops all turns and allows through movement both ways on Main Street. Phase 3 allows southbound traffic from 21<sup>st</sup> Street to go either east or west on Main St. Finally, Phase 4 allows northbound traffic from Nursery Avenue to go either way on Main St. Between each phase there will have to be a short “all red” cycle to allow those drivers already in the intersection to get through it. Mr. Kaku explained that there is only 90 feet between 21<sup>st</sup> Street and Nursery Ave. and this coordinated signal should greatly improve movement.

Part of this signalization would be the reconfiguration of 20<sup>th</sup> Street. By stubbing 20<sup>th</sup> Street into Nursery Avenue, an intersection on Main Street is removed. This also creates a space for the development of a Town Square at the Town Hall. There is more discussion of

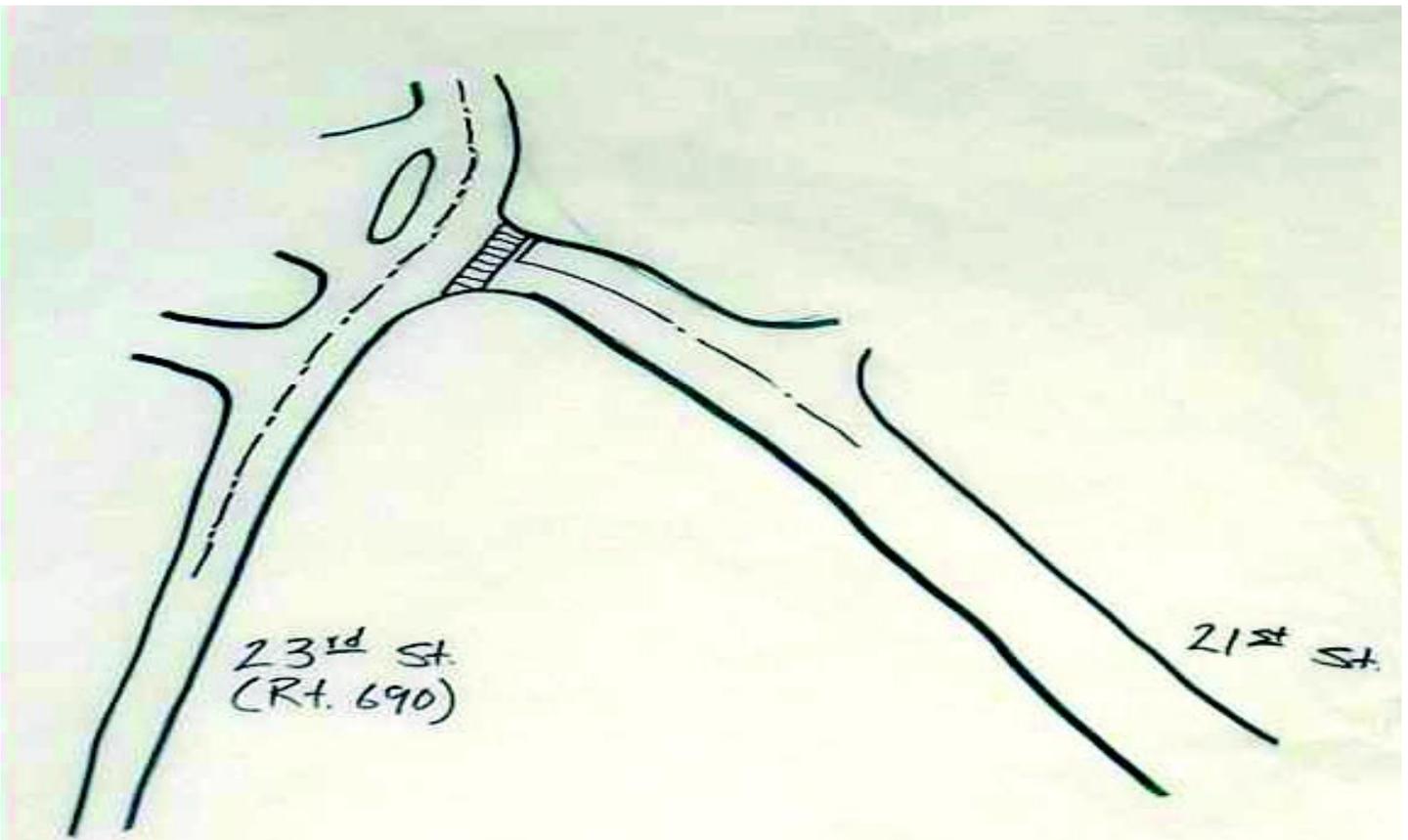
this concept in the Urban Design section of this report.

21<sup>st</sup> Street should be improved to provide 9-10 foot sidewalks from Main Street to its intersection with 23<sup>rd</sup> Street. The cross-sections on 21<sup>st</sup> Street between Main and 23<sup>rd</sup> Streets will include the sidewalks, 8 foot parking lanes on the east curb, and two lanes, one in each direction, that should vary from 11 feet up to 18 or 19 feet, depending on the location. The “T” intersection with 23<sup>rd</sup> Street involves a minor reconfiguration of 21<sup>st</sup> Street to create a 90-degree angle.

## Improvements to Main Street

Main Street will be improved to provide two through lanes east and west. A landscaped island should be the centerpiece of Main Street, reflecting the landscaping on both sides of the road and establishing the landscape theme for the Town. There will be more discussion of landscaping in the planning and design section of this report. Short left turn lanes, enough for two cars, should be provided at each intersection. Homes and businesses along Main Street may have to make a U-turn at these left turn lanes, but this shouldn't cause a problem with the level of traffic on Main Street.

*23rd Street should be designated Rt. 690 and 21st Street should intersect 23rd Street at a stop sign.*



## Affirmation of 23<sup>rd</sup> Street as the Continuation of N. Rt. 690

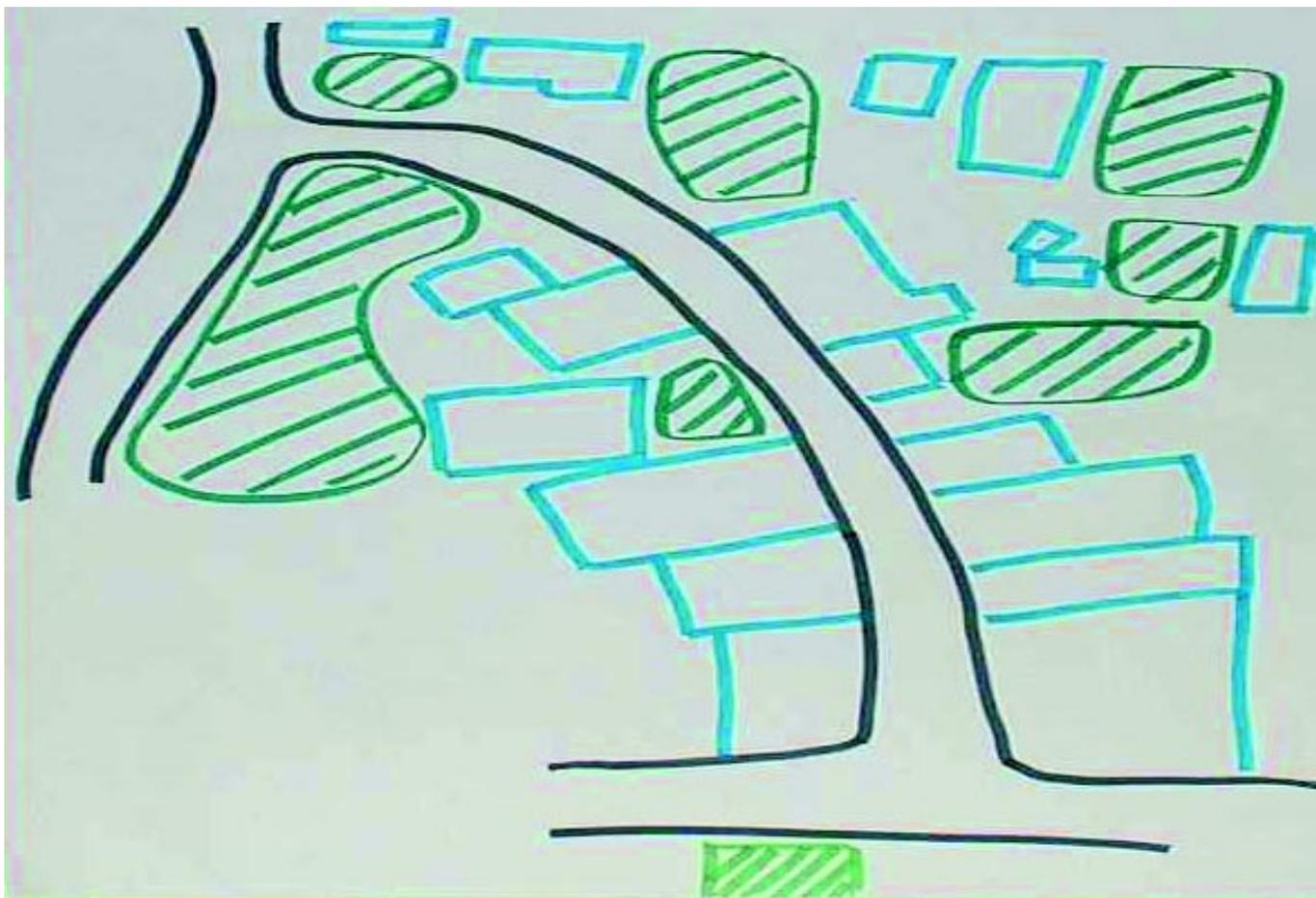
Widen and provide curbs on 23rd Street to ensure that it becomes not only the designated continuation of Route 690 north of Main Street but also the preferred roadway for vehicles traveling on Route 690. The 3-way stop located at the “T” intersection of 23<sup>rd</sup> with Main Street allows vehicles traveling eastbound on Main Street to easily make a left at 23<sup>rd</sup> Street, and for vehicles traveling south on 23<sup>rd</sup> Street to make left turns onto Main Street.



## Parking Program for 21<sup>st</sup> Street

The parking program for the 21<sup>st</sup> Street area should be modeled after the existing lot on the south side of Main Street at 21<sup>st</sup> Street. This lot is a shared use lot owned and operated by the town but made available through an arrangement with private property owners. The new lot to be located on the triangular parcel of land on the south side of the intersection of 21<sup>st</sup> Street and 23<sup>rd</sup> Street is also an example of this concept. There are several additional vacant parcels of land east of 21<sup>st</sup> Street behind the existing buildings that front on the east side of 21<sup>st</sup> Street. One or more of these lots would be ideal candidates to add to this concept of a shared use parking facility through a Town-private property owner arrangement for use of the property for parking in the CBD of Purcellville.

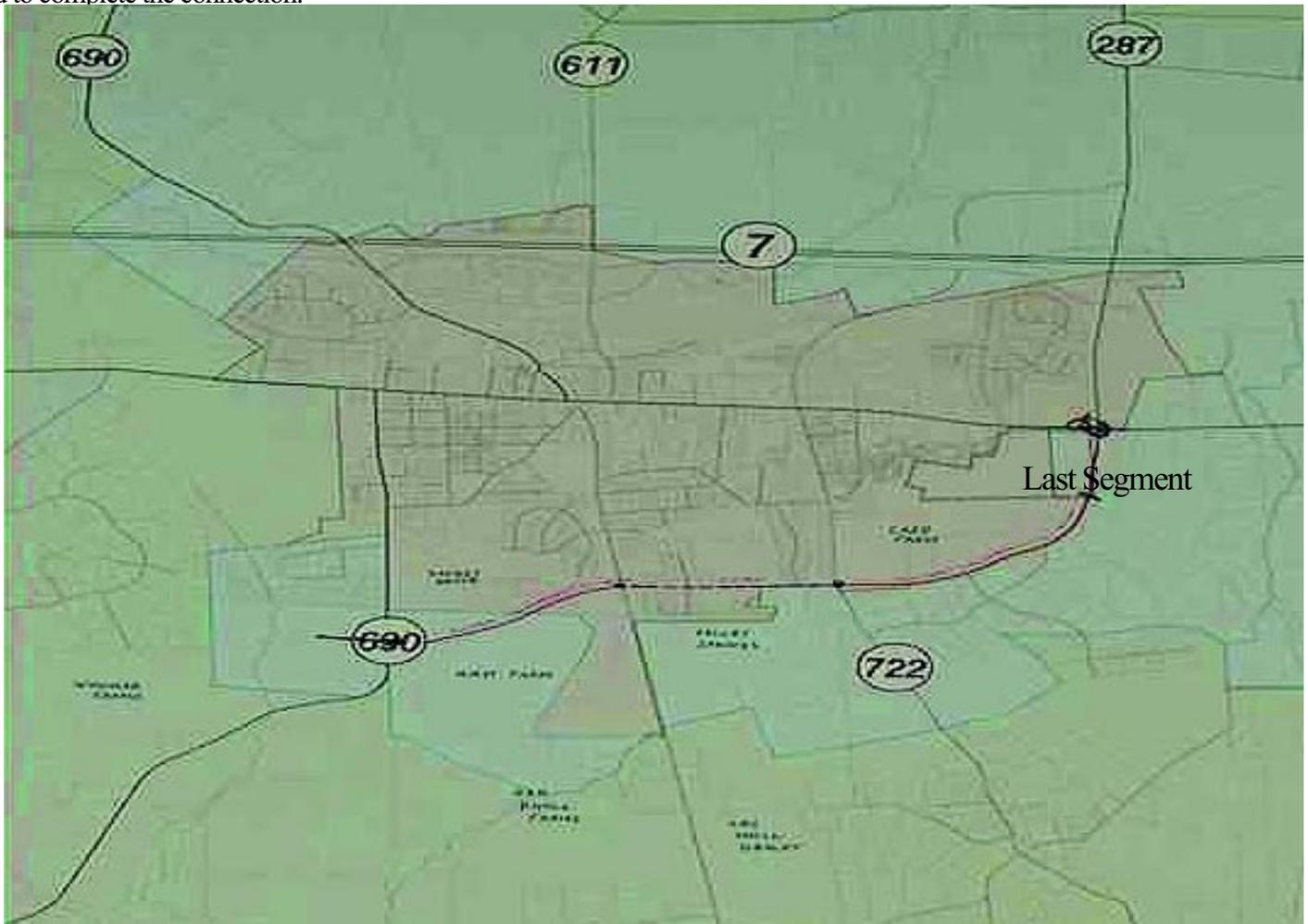
*Photo shows potential parking lots behind 21st Street. Illustration shows potential parking in the crosshatched areas.*



## The Southern Connector

A southern connector is planned for the south side of the Town that would provide east-west access from 32<sup>nd</sup> Street across 20<sup>th</sup> Street and Maple Avenue and north up to the intersection of Main Street and Route 287, forming a four-legged intersection. The portion of the roadway from 20<sup>th</sup> Street and Maple Avenue currently exists as A Street. The portions between 32<sup>nd</sup> Street and 20<sup>th</sup> Street and Maple Avenue to a point a few hundred feet southwest of the intersection of Main Street and Route 287 are both under construction as a result of proffers from developers. Once the two segments under construction are completed, the connector will be 90% complete. Therefore, it is recommended that the Town pursue the completion of this roadway by making the necessary arrangements with the property owners of the farm through which the missing piece would be located. It should be noted that the type of traffic control (e.g., the proposed signal installation) or the configuration of the roadway at the intersection of the southern connector and Main Street/Route 287 (i.e., the proposed traffic circle) is not a critical consideration to determine the need to complete the connection.

Following the charrette team's visit to Purcellville they considered an alternative to the present plans for the intersection of Business route 7 and Route 287. It might be feasible for the Town to consider a realignment of Route 287 to the east onto property currently controlled by the college and designated for use by the volunteer fire department. By moving the new alignment to the east, the extension of the roadway that would connect to the southern connector can miss the farm house altogether. This would also allow the construction of this intersection to be conducted without interfering with the operation of the existing intersection (which is the most heavily congested intersection in town) and allow the traffic to be built without disruption to the proposal to signalize the intersection. However, subsequent discussions with Town staff noted that the recommended would further fragment the farm property south of Business Rt. 7.



*The Southern Connector Route.*

---

## New Interchange at Route 690 and Route 7 Bypass

A review of the issues associated with this proposed interchange indicates several relevant factors. The spacing of interchanges on Route 7 Bypass between Leesburg and Round Hill indicates that there are currently 4 interchanges between these locations: one at Route 9 in Leesburg, one at Route 704 between Leesburg and Hamilton, one at Route 287 for Purcellville, and one at the intersection of Main Street with Route 7 Bypass. The spacing between each is about 2 miles, except for the distance of 4 miles between the interchanges at Route 287 and Main Street. A new interchange at Route 690 would provide the 2-mile spacing between each interchange and appears to make sense from that perspective. A review of the traffic volumes and the origin/destination combinations that would be served by the proposed interchange indicates that it does not provide much in the way of traffic relief to the town of Purcellville. There may be some additional reasons for the implementation of this interchange including the need for access to Route 7 Bypass from the north. However, there does not appear to be a compelling reason for the Town to request that this interchange be implemented in the near future. There are many other improvements identified above that would better serve the Town and improve conditions on Main Street.



*Planning Director Mike Ruddy explaining development activity at the historic W&OD train station.*





## The Diamond Necklace

*The historic Loudoun towns along Route 7, the “Great Road,” were described as a “Diamond Necklace.” The road is along the ridgeline between Goose Creek and Catoclin Creek.*

## Town & Downtown - Planning & Design Issues

Frank Fuller, of Field Paoli Architects, presented the findings and recommendations related to planning, design, and land use issues. He began by noting that many charrettes limit themselves to design issues and the more comprehensive nature of the Purcellville Charrette was very valuable.

Mr. Fuller emphasized the importance of consensus in the visioning process: consensus about what the future holds as well as about what the future should be. The town’s resources for meeting challenges include not only what may already exist, but also the perception of the future and the community’s desire to see that future happen.

## Purcellville in the County and Region

Describing the “particular nature of a place” is an important starting point in the visioning process. One can begin with the rural nature of Purcellville and the neighboring towns of Hamilton and Round Hill. There is still that country/town experience of truly knowing when you are in one or the other. There is still space between the towns that allows one to sense when they leave Hamilton and enter Purcellville. Mr. Fuller cautioned that this may be passing, but encouraged all those involved to work to maintain this environment.

## Scale and Topography

The setting of the Town is really quite logical and has historically set the growth patterns to the north and south. The Great Road (Route 7) was set on the ridgeline between the Goose Creek watershed to the south and the Catoctin Creek watershed to the north. This ridgeline is very subtle and has made Main Street “the main street,” with all roads coming up to it. Emphasizing Main Street with extensive landscaping and small raised medians (as described in the transportation section of this report) reflects on this historic importance on Main Street, the “Great Road” and reasserts the Town’s center role in the Loudoun Valley.

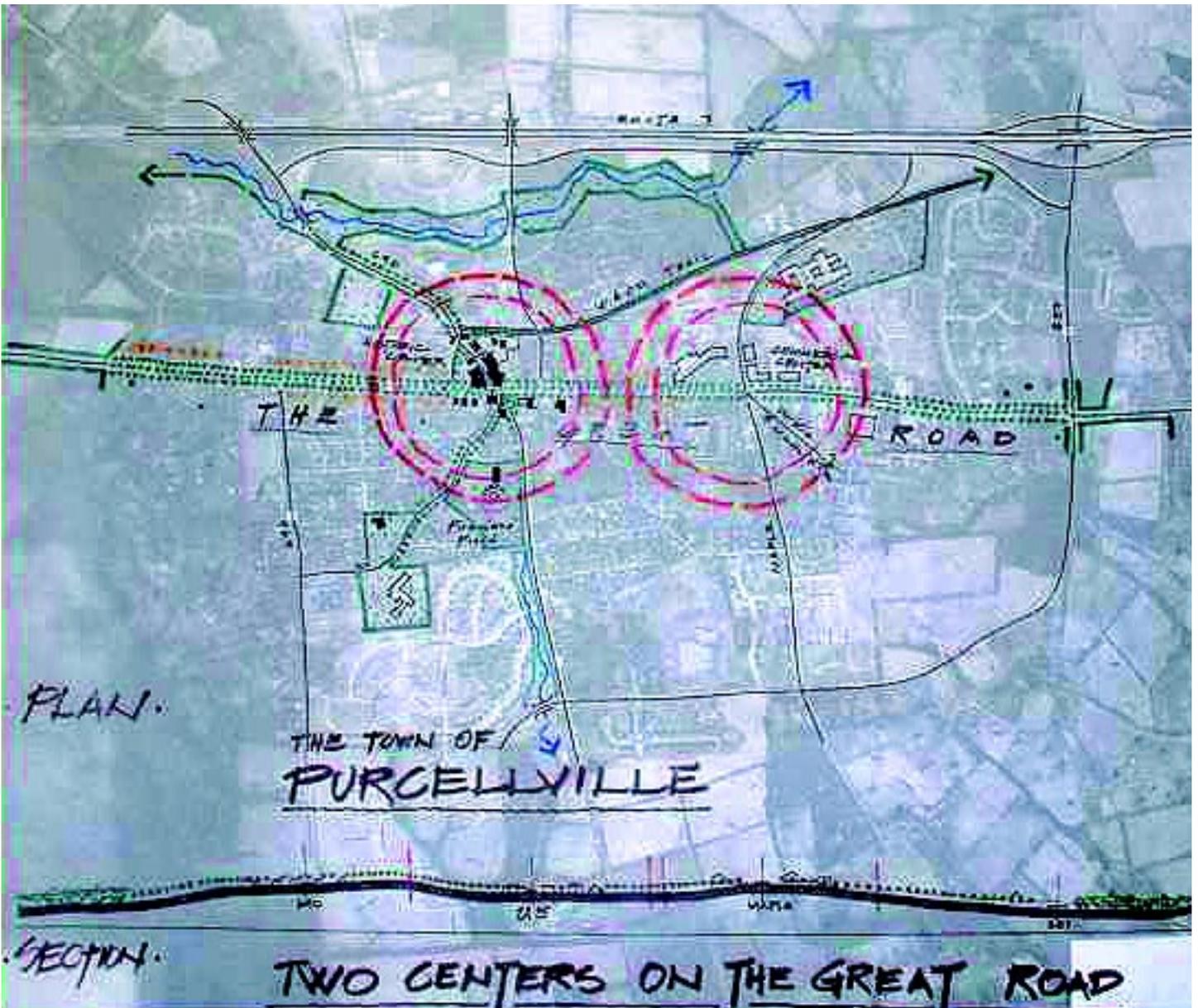
## Trails and Open Space

Mr. Fuller noted that Purcellville was blessed and challenged with the existing and potential trail and open space system in and around the Town. The W&OD is the acknowledged regional trail, but Main Street itself will offer an excellent east west path for pedestrians when the landscape improvements are made as recommended in this report. As reflected in the illustration, there are opportunities to tie open spaces and community activity centers together. This also benefits the Town by framing it in usable parks and spaces that still can accommodate future development.



## Interconnected Trails & Open Space

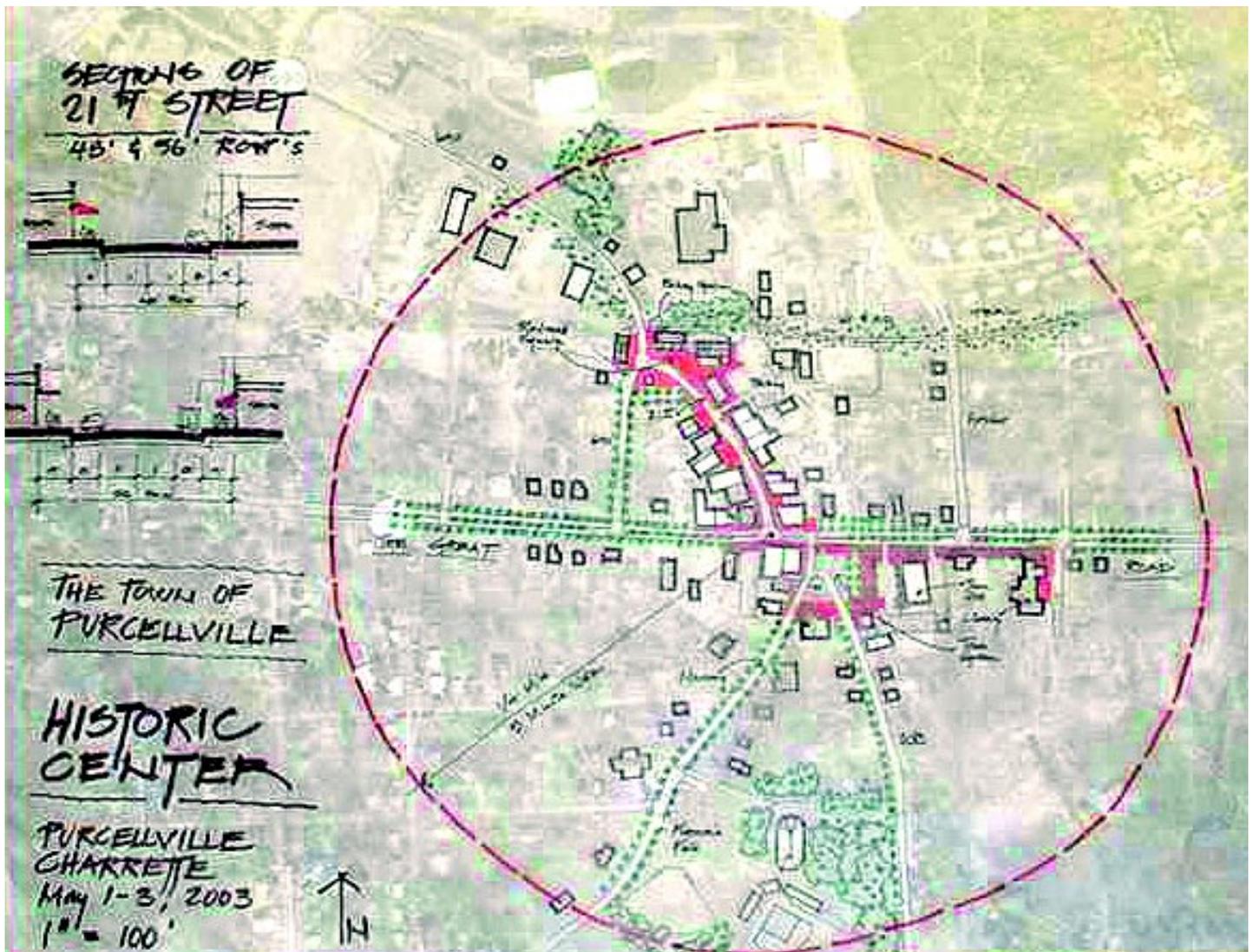




Two centers have developed along Main Street in Purcellville. As illustrated in the cross section at the bottom of the photo, the two centers are located on the highest points on the "Purcellville Ridge."



Looking west at the present intersection of Main St. and Maple Ave.



21st St. would be anchored by “Town Square” and “Railroad Square”

### Historic Downtown Recommendation

As noted, the historical center of Purcellville is considered to be around 21<sup>st</sup> Street and the train station.

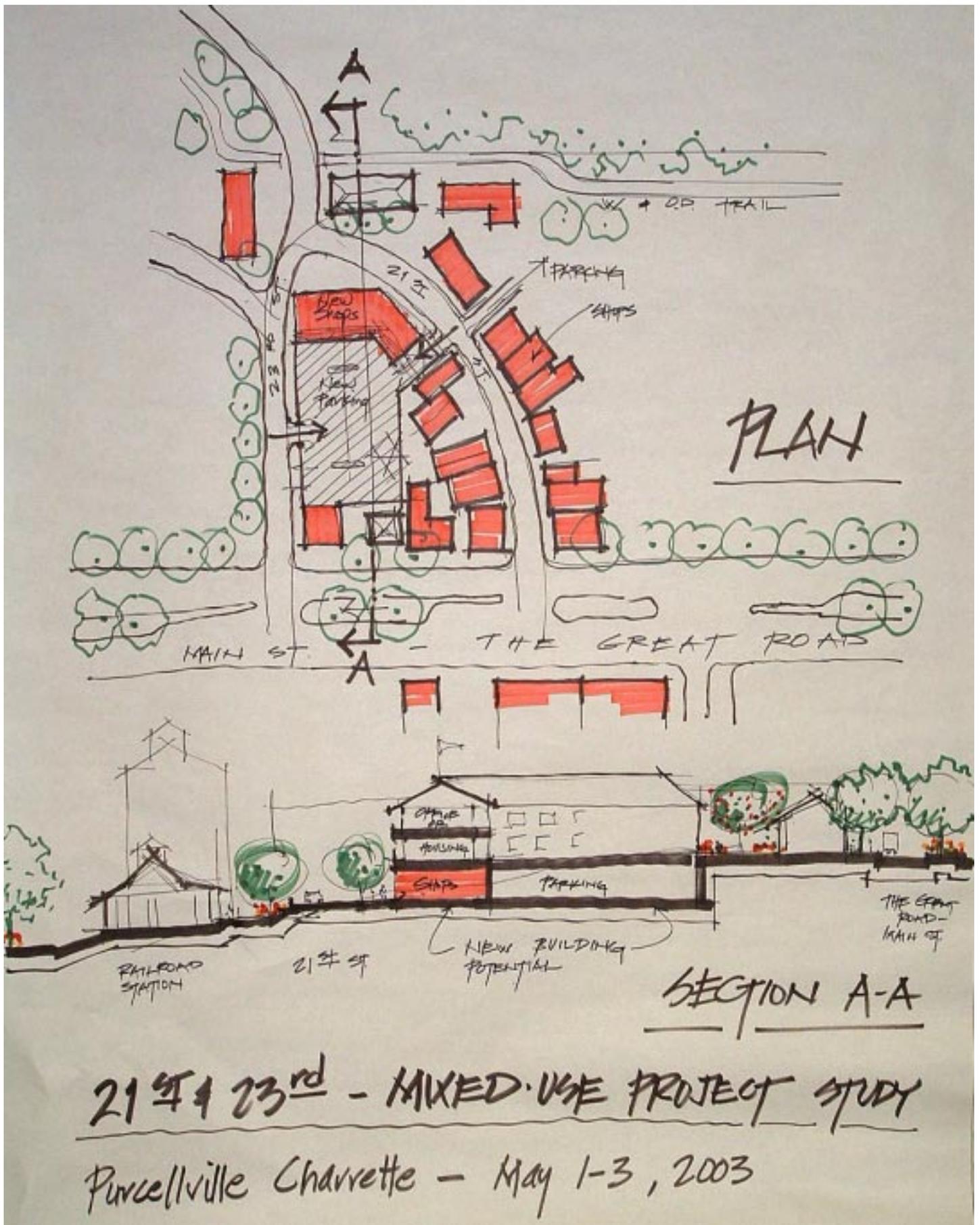
The urban design recommendations for 21<sup>st</sup> Street are in three general categories: a streetscape plan, “Town Square and Railroad Square”, and new development opportunities at 21<sup>st</sup> and 23<sup>rd</sup> Streets.

#### *The Downtown Streetscape Plan*

A streetscape plan for downtown should reflect the fact that Purcellville has an incremental quality to it; that is, it has been built over time. That means, too, that it is not any one particular architectural style, but has a num-

ber of different styles. That’s not a negative; it’s part of the quality of Purcellville. It also has different kinds of streets, different passages that cut through the Town, a sidewalk program that is being implemented piece by piece, and traditional street lights.

While incorporating this incremental quality, a streetscape is the element that should tie the Town’s features together. This landscape program should be used throughout Town, not only downtown. This program would include landmark trees, curbs, sidewalks, and lamps to contribute to the character of downtown Purcellville as a historic district. The right-of-way along 21<sup>st</sup> Street varies between 48’ to 56’. This allows parking on at least one side of the street and both sides where it is wider and still provides room for ample landscaping.



The gentle bend of 21<sup>st</sup> Street is also an attribute offering the walker glimpses of the road ahead. Shops should take advantage of the slow pedestrian flow by offering interesting window displays and possible sidewalk fare.

### *Town Square and Railroad Square*

As explained in the transportation section of this report, the charrette team is suggesting that 20<sup>th</sup> Street next to the Town Hall be stubbed into Nursery Avenue. The recommendations are primarily made for traffic flow reasons. A positive side benefit is the creation of a square of land adjacent to the Town Hall. This square includes a tip of the church property and the gas station next to the Town Hall's parking lot. The opportunity is created to establish a "Town Square" where many traditional small town gatherings and functions can take place.

At the other end of 21<sup>st</sup> Street the opportunity exists to create a "Railroad Square" on the train station property and possibly on the tip of the Town parking lot. Town Square and Railroad Square become the two anchors on 21<sup>st</sup> Street.

This is a significant urban design feature. These two destinations, with seating, information centers, water and shade will pull people between them and past the shops along 21<sup>st</sup> Street and act much like anchor stores in shopping malls.



*Observe the gentle curve along 21st St.*



*21<sup>st</sup> and 23<sup>rd</sup> Mixed Use Project Study*



*Location of "Town Square" with realignment of 20th Street into Nursery Ave.*

Finally, Mr. Fuller offered a possible future opportunity for new development in downtown at 21<sup>st</sup> and 23<sup>rd</sup> Streets on the Town parking lot. As explained, Main Street is higher than the train station area. A three-story building or set of buildings could be on the town parking lot and along 23<sup>rd</sup> Street that would provide new residential, retail and office space with frontage on 21<sup>st</sup> Street. This development would back up to the existing buildings on Main Street between 21<sup>st</sup> and 23<sup>rd</sup> and be at the same height, which would not overpower them. Parking could be maintained on the bottom level with access to 23<sup>rd</sup> Street.

---

## Economics That Work

Dave Wilcox, of Economic Research Associates, offered his observations related to the economic issues confronting the Town and recommendations for future action. The Town has very solid businesses and substantial growth. He explained that Purcellville is facing more of an issue of “economic balance” as opposed to “development.”

### Near Term 2003-2006

As has been the case for the last two decades and particularly the past ten years, Purcellville and Loudoun County as a whole have faced significant growth. This growth is foreseen to continue as illustrated by these numbers.

#### Adding Housing:

+ 400 to 600 units in Purcellville.

+ 1100 units in Round Hill.

#### A Growing University:

From 200 to 400 students fairly soon, and many more thereafter.

#### Enterprise at home:

Homebased businesses represent 15% of all employment in the town. This is a national trend that all communities must understand.

#### “Downtown Turnaround”:

There is a new 300 seat restaurant under construction. Marketing initiatives in the antique cluster have been undertaken.

### Branding Forward

Acknowledging the growth that is foreseen, Purcellville should firmly put itself on the map. The charrette team offered some ideas on how the Town should “brand” itself and to be very proactive in this program, thus the term “Brand Forward” was suggested. Branding should occur at five different levels:



*The Historic Train Station and new Restaurant. “Railroad Square”*



*New businesses with well established businesses along 21st Street*



---

### Downtown District:

#### The Destination / The Starting Place / Coming Home

Dave Wilcox explained that the downtown was the starting place for Purcellville, that it still is the identifiable location when people think of Purcellville. Therefore, it is the destination. Finally, the Town should emphasize the sense of coming home when coming to the downtown.

### Community Shopping on Main Street:

#### Serving a growing market of town and periphery.

Purcellville has traditionally served the Loudoun Valley as the center commercial center. In the past this has been primarily to serve the agricultural economy. Today it serve a much more diverse economy. This is good, Purcellville is still the center town role, which benefits the Town and businesses and takes pressure off other areas to fill this commercial demand. The Town and businesses need to emphasize this.

### Town of Purcellville:

#### Town Scale, Town Quality, Town Balance

While expanding commercial opportunities to meet increased demand, the community should maintain those attributes that make it desirable, its scale, quality, and balance.

### The Great Road:

#### Hamilton, Purcellville, Round Hill

Branding as a whole should remind residents and visitors, the Great Road, grew the way they did. The Great

Road was located along the ridgeline between Goose Creek and Catoctin Creek. The towns served the purposes of markets for the surrounding agricultural community and of rail stops along the way between Washington and the mountains.

### Launching the Historic Towns of Northern Virginia: Loudoun County First

Although each town is always unique, the charrette team has observed many similarities between the historic towns throughout Northern Virginia. Purcellville should instigate, encourage, and/or promote an educational tourist marketing effort between itself and the other towns and small cities of Northern Virginia. This has been recommended to the Northern Virginia Regional Commission in the past during other charrettes.

### **New Projects and Programs 2003-2004**

In the next year, the charrette team recommended that the Town take these steps to tell its story, informing its citizens and neighbors, and actively planning for its future:

#### Telling the History! The new graphic – to acquaint the town and visitors.

Town leaders, staff, businessmen, and citizens in general proudly explained Purcellville to the charrette team. This enthusiasm and knowledge should be directed into an informational program that includes an easy-to-identify marketing symbol.

#### Pathfinder website and brochures.

A map of the Town with points of interest, historic sites, government service locations, and businesses should be prepared. The Town's website should include this map. It should be displayed on 21<sup>st</sup> Street, at the future Town and Railroad Squares, Fireman's Field, the shopping centers, etc. Copies should be printed as placemats for use by Town restaurants.

#### Achieving & Growing the "Tree City" Performance Standard.

As explained in the urban design section of this report, the charrette team is recommending that Purcellville adopt and encourage a distinctive landscape along Main and 21<sup>st</sup> Streets, at public facilities, and at businesses. The Town should move forward on developing this program to TreeCity USA standards to assure implementa-



*Purcellville citizens at the Thursday morning discussion.*

tion as part of street improvements, and through site plans for individual developments.

Use of the Charrette “cache” to seed the general plan update.

Use the energy generating in the community as part of charrette process to move forward on the comprehensive plan update. Virginia law requires that comprehensive plans be updated every five years, but more importantly, Purcellville should move forward on this in recognition of changes in circumstances in the Town due to growth pressures.

Very Near Term Traffic Control on Main Street.

The transportation section of this report identified several key intersection improvements needed to reduce traffic pressures on Main Street. The recommendations for the 21<sup>st</sup> Street/Main Street/Nursery Avenue intersection are crucial if many of the other goals of this charrette are to be met. In turn, the Route 287/Main Street intersection is important. The Town needs to continue working on these intersections with it citizens and businesses, neighbors, VDOT and Loudoun County. Other improvements, such as all-way stop signs, should be easier to address.

Visitor Services and Accommodations.

There are no overnight rooms in the Town. The charrette team believes there is a real market opportunity for a conference lodge for meetings during the week and tourists during the weekend. Patrick Henry College growth is an important factor in generating this demand, as well as “eco” and “historic” tourism markets.

Town team initiative to capture the baseball opportunity

The charrette team heard that there may be the possibility for minor league baseball in Loudoun County. The Town should look at this opportunity and consider its benefits and impacts on Purcellville and its neighbors.

Town Total	Downtown District (Portion)
<b>Food And Beverages</b>	
12 Restaurants and Cafes	3+ 1 Under Construction
6 Fast Foods	None
3 Food / Dairy Stores	None
<b>Auto Fuel</b>	
4 Gas Stations +	1
<b>Financial / Banks</b>	
5 Banks +	None
<b>Antique Shops / Stores</b>	
20 ( 5 were not found)	10
<b>Overnite Accommodations</b>	
None	None
<i>Source: Purcellville</i>	

An analysis of businesses in Purcellville and downtown.

**Visitor Services and Accommodations  
The Market Ahead**

It is important for the Town to understanding the visitor opportunity that exist and set realistic objectives.

Residents:

- A town of 4,000 growing toward 8,000 over the next 15+ years (including expected growth in the Urban Growth Area)
- A nearby market radius (drawing from Northwest, West, and Southwest) of 16,000 within 5 to 8 years.

Employees:

An estimated 1500+ jobs located in town.

Customers:

- 65% to 70% of customers are from out of town (2002 Business Survey)
- Goods purchases priorities (of 10 categories)
  1. Food Items
  2. Fuel
  3. Pharmacies
- 4. General Merchandise
- 5. Antiques
  - Visit Purposes (of 5 Categories)
    1. Restaurants
    2. Fast Food
- 64% of surveyed consumers have household incomes over \$50,000/year.
- There are 1.4 employed residents / household in housing units averaging 2.84 persons/unit.
- Median family income in 1999 was \$69,211.

“Paired Development” means permanent employment floor space built about the same time new housing units are constructed.  
400 housing units could mean 400 jobs needing 22,000 sq ft. of job space.

Raised Performance Perspectives:

60% + of town revenues usually comes from business; sometimes more than 70%.  
70% + of town costs usually come from residential development.  
Balancing land use allocations and development phasing can yield fiscal balance & town services, which maintain quality of life

**Connecting Core Places and Hosting Capacities**

As discussed throughout this report, Purcellville’s attributes offer the town substantial advantages and opportunities in hosting activities. They include:

Historic Downtown:

- 21<sup>st</sup> Street Retail
- Train Station
- New Restaurant
- Parking capacity and management
- W & O D Trail
- 23<sup>rd</sup> Street
- Main Street Frontage

Town Green:

- Town Hall
- “Tear Drop”
- Church
- Town Green

Fireman’s Field:

- Football
- Basketball
- Skating Rink
- Greensward
- Parking

Loudoun County Community Center:

- Center Facility
- Grounds
- Parking

Techniques:



**Realistic Objectives**

Business Volume Objectives:

- Market capture strategy: grow by 3% to 4% per year from existing residents.
- Outreach to new residents coming in rapidly may yield 4% or more each year.
- Outreach to peripheral residents “landing” soon may yield 4% or more each year.

Employment Capture Balance with Residential Growth:

- Jobs/housing balance means 1 new job for each new housing unit.

- Streetscape / treescape linkages
- Intersections / traffic flow management
- Pedestrian Path finding
- Multi location festival component
- Parking distribution and management
- “Signature” logos / images
- Deliberate calendars of events
- Targeted marketing to tenant prospects
- Corporate and institutional sponsorships

### **Downtown Development & Programming Recommendations**

Mr. Wilcox concluded his comments with a discussion of management programs the Town and businesses should move forward on following the charrette.

#### New Build Possibilities:

- Office/loft or live/work – modest scale (20,000 sq. ft.)
- Air rights above town parking lot (on 23<sup>rd</sup> street) – office
- Art studios/design space studios infill off O Street (east of 21<sup>st</sup> St.)

#### Rehab/Adaptive uses:

- Selective rehab for second story residential units
- A technical assistance/advisory service from Town and County when historic structure becomes available. (e.g. workshops, no cost records search, etc.)

#### Visitor Center:

- Historic train station as upgraded welcome center
- Bike racks at trail head
- Maintaining public restrooms

#### History Walk:

- Several Paths – and marked buildings
- Placefinder wall maps on buildings at street corners/near crossings
- Charrette graphs posted in several places
- Restaurant placemats with map / Legend

#### The Extended Purcellville “Walkabout”:

- From W & O D trail head through downtown, towngreen, fireman’s field and return

- Could also be a jogging course, a 2K run, and a bike relay event course.

#### Forming a downtown partnership:

- Options included
  - a) Merchant Association
  - b) BPOL revenue matches to partnership entity fund raising.
  - c) Formation of a “BID”
    - Business Improvement District.
- Town Commits to be partner
- Focused annual marketing program
- Partnership pursues grants from “Main Street.”



*Town of Purcellville*



*Virginia*  
*1908*

*Northern Virginia Regional Commission*  
*County of Loudoun, Virginia*