

Purcellville, Virginia *2025*



Comprehensive Plan

Adopted December 19, 2006

Acknowledgments

The 2025 Purcellville Comprehensive Plan was prepared by the Purcellville Planning Commission with guidance from the citizens and businesses of Purcellville and the surrounding area and with the assistance of Town staff and consultants, Hill Studio.

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Executive Summary: Purcellville 2025

Purpose of the Comprehensive Plan

The Code of Virginia requires that every locality create a planning commission to promote the orderly development of the locality and its environs. It further requires that the local Planning Commission prepare and recommend a Comprehensive Plan for the physical development of the territory within its jurisdiction and that every governing body adopt a Comprehensive Plan and review it at least every five years. The purpose of the plan as provided in Section 15.2-2223 of the Code of Virginia is to provide guidance for the coordinated and harmonious development of the territory in accordance with present and future needs and resources that will best promote the health, safety, morals, order, convenience, prosperity and general welfare of the community. Once adopted, the plan can serve as the basis for Town growth management and development decisions, as the Virginia Supreme Court generally has supported local land use decisions that are in accordance with the policies of the plan.

This Comprehensive Plan is an update to The Comprehensive Plan for the Town of Purcellville, Virginia, adopted in 1998. This updated Plan contains policies and guidelines for the physical development and future use of land within the Town that will promote the health, safety, and welfare of Town citizens. The information, policies and strategies contained in this Plan are based on extensive public input, in-depth evaluations of land use, community needs, regional growth considerations, and desired future conditions in the Town. The Plan is general in nature, yet descriptive enough to provide direction with reasonable flexibility for implementation. Thus, determining what kind of place Purcellville will be in 2025 – future land use, development patterns and densities, location of and improvements to public facilities, environmental and historic features, and transportation enhancements – were considered and are addressed in the Plan.

The development policies and strategies set forth in this Plan provide a framework for managing growth while sustaining the small town character and sense of place unique to Purcellville. Implementing the Plan will require partnership efforts among local government, citizens, businesses, community organizations, Loudoun County, and state and federal agencies. It will be challenging to address future development while preserving contributing community features and providing adequate public facilities at a reasonable cost. This Plan provides local government officials and the public with effective insight into various planning elements and recommends methods to address public needs, manage growth, and sustain the community's quality of life.

Purcellville 2025: Community Vision for the Future

Nestled against the Blue Ridge Mountains in Virginia's beautiful hunt country, the Town of Purcellville has a rich history and tradition that embodies its rural and agricultural heritage. As the economic, social, and cultural hub of western Loudoun County, Purcellville has dynamic and creative people who share in the community's diverse economic, recreational, and cultural opportunities. Known today for its neighborliness and the community's "sense of place," the Purcellville of tomorrow will be guided by the following Vision statement developed by citizens of Purcellville during public work sessions in 2004.

We, the People of Purcellville, love our Town.

We love its natural beauty, its history and tradition, and its "home town" feel, cultivated throughout the past century since the Town's settlement in 1764 and incorporation in 1908.

We will strive to sustain and enhance the quality of life in Purcellville by reflecting on the unique aspects of the Town's location, history, and people and strategically guiding our community into the future.

We will embrace the vitality of Purcellville's citizenry and the beauty and tranquility of the Virginia countryside to create a thriving and attractive community that all residents can view as their home town.

Community Goals 2025

The following community goals will guide future community growth and development in the Town of Purcellville while enhancing residents' and businesses' quality of life and environment.

People and Neighborhoods

- Residents and visitors of Purcellville will experience an enhanced quality of life that is characterized by history, scenic views, a healthy environment, safe streets and neighborhoods, excellent education opportunities, outstanding recreational amenities, diverse and affordable housing, and quality social activities and support systems. Purcellville will be recognized as a community dedicated to supporting and promoting arts and culture.
- Purcellville will be representative of a diverse community that welcomes all persons.

Economic Development

- Purcellville will achieve balanced, managed growth that encourages a robust and diverse market for business investment and prosperity, expanded job and tourism opportunities, and dynamic, compatible economic development within the region.

- Purcellville's commercial and industrial base will be enhanced through community revitalization efforts and public area improvements to ensure sustainable community growth, affordable and responsive public services, and a high quality of life for residents.
- Purcellville's historic downtown will be a destination for western Loudoun County that emphasizes a special sense of place and celebrates the Town's heritage.

Public Services

- Purcellville will provide its citizens with the highest quality public services and facilities to effectively and equitably meet the public needs.
- The Town will be known as a friendly, safe community with excellent schools and easily accessible health care services.
- Purcellville will be committed to involving citizens in making decisions affecting the public health, safety and welfare.

Public Utilities and Transportation

- Purcellville will be recognized for its effective inter-modal transportation system and quality bicycle and pedestrian accommodations. Public rights-of-way will be improved to encourage safe and effective access. New street, pedestrian and trail connections will enhance community connectivity, preserve special community assets, promote attractive environments and improve transportation safety.
- Purcellville will set the regional standard for effective, integrated utility planning and growth management. Water and sewer facilities will be planned and designed to appropriately address desired future land use patterns.
- Utility systems will be encouraged to be cost-effective, efficient, and inclusive of state-of-the art technology that promotes environmental protection, conservation and green development.

Environment

- Purcellville will be known as a community with high environmental standards and one that protects its heritage, special amenities and scenic views.

Community Design

- Purcellville will be a charming, beautiful and scenic community indicative of its location next to the eastern slope of the Blue Ridge in Virginia's northern piedmont region. Gateway entrances and public spaces will be attractive and inviting. New development will enhance the historic fabric of the community, exhibit architectural excellence and create quality pedestrian-scale environments.

I. Town Planning - History and Process

History of Planning in Purcellville

The first Comprehensive Plan for the Town of Purcellville was adopted in 1978. Reviews and updates were completed in 1984, 1991, 1992 and 1995. The last Comprehensive Plan, adopted in 1998, won an award from the Virginia Chapter of the American Planning Association. The 1998 Plan recognized Purcellville's agricultural heritage and addressed new growth challenges facing the community resulting from its proximity to the Washington Metropolitan Area. As a major commercial and agricultural service center in western Loudoun County, the Town's future vision was one of small-town America with orderly development, front-porch sociability, low-key living, and architecture that complemented historic structures and the natural environment.

Community Planning Process

Over the past seven years, Purcellville has used the 1998 Plan effectively to address increasing growth and development issues associated with the rapidly urbanizing region. The Plan's goals, objectives and implementation strategies provide good recommendations for guiding infrastructure improvements and future land use. However, with increasing development challenges to infrastructure, land use, transportation, and historic/architectural context, there is a need for an updated Plan that is user-friendly, graphically illustrated, focused on preservation and design, balanced in terms of future land use, and containing more specific implementation strategies.

2003 Downtown Design Charrette

With this perspective in mind and in keeping with the community pride and citizen involvement initiated in previous planning efforts, the Town and the Northern Virginia Regional Commission initiated planning with an interactive three-day Downtown Design Charrette in May 2003 that focused on community and downtown issues. Six priority areas were identified for action: historic downtown as a destination; transportation corridor improvements; pedestrian access; open space and greenways; diversified economic opportunities; and balanced land use. Next steps identified included:

- more landscaping on Main and 21st Streets; traffic control modifications on Main Street, particularly at 21st Street/Main Street/Nursery Avenue;
- increased marketing for business development and tourism;
- connecting community resources and attractions; and

- updating the Comprehensive Plan to reflect community input and recommendations of the design charrette.



Purcellville 2003 Downtown Design Charrette Workshop

Loudoun Design Cabinet

Following the charrette, Town representatives, the Loudoun Design Cabinet (a voluntary group of regional design professionals), and Main Street Loudoun tackled several design issues three additional charrettes in Purcellville between 2003 and 2006 to encourage appropriate design and development options for several high profile properties. The areas intensively studied in these three charrettes included:

- The 15-acre Cole Property at East Main Street and Berlin Turnpike (Route 287) and the Eastern Gateway Corridor for East Main Street to Berlin Turnpike;
- The 1960s Loudoun Valley Shopping Center at East Main Street and Maple Avenue; and
- The Western Gateway commercial area near the intersection of West Main and South 32nd Streets.

Development opportunities and design alternatives were developed for each of these targeted areas to encourage attractive streetscapes, pedestrian friendly environments, architectural and historic compatibility, and appropriate design features.

2004 Parks and Recreation Master Plan

The Town initiated long-range master planning for Parks and Recreation in early 2004. This effort complemented strategic planning from 2001-2005 undertaken by the Parks and Recreation Advisory Board. A comprehensive *Parks and Recreation Master Plan* was developed that included a public survey to determine public facility needs and use patterns, public meetings to discuss issues and opportunities, and a needs assessment. More about this plan is included later.

2004 Purcellville Business Roundtable

In June 2004, the Town Council and the Economic Development Advisory Committee sponsored a Purcellville Business Roundtable, consisting of various businesses and representatives of the Purcellville Business Association. Community business issues and opportunities were discussed. The Roundtable recognized the potential and quality of the customer base in Purcellville and the desirable quality of life in the community. The group encouraged leaders to maintain and cultivate the uniqueness of small-town Purcellville while actively planning for the future. Among other things, the Roundtable recommended:

- Increasing business services and space;
- Improving infrastructure;
- Providing an inviting Main Street with attractive town entrances and streetscapes; and
- Improving transportation connections.

2004 Comprehensive Plan Workshops

In September 2004, the Town held two public input sessions specifically for updating the Comprehensive Plan. Public work sessions discussed three areas: public services and infrastructure; community resources, assets and attractions; and design and development strategies. Common themes and group priorities included:

- Improving the transportation grid system and providing better traffic control;
- Enhancing streets and gateways and encouraging alternative transportation facilities for pedestrians and bicyclists;
- Coordinating utility capacity with new development;
- Encouraging balance and being proactive in growth management;
- Providing state of the art utilities and locating the services underground;
- Enhancing public safety and emergency services;
- Preserving open space and protecting/rehabilitating historic properties;
- Maintaining and encouraging agriculture;
- Encouraging quality educational facilities;
- Developing park and recreation facilities and utilizing existing recreational facilities to their highest potential;
- Establishing community design standards for new development;
- Encouraging area revitalization and new development that is in character with the community;
- Providing diversified, affordable housing types, especially for seniors;
- Maintaining community atmosphere and charm;

- Proactively encouraging additional business services and expanding areas for compatible retail and clean industrial development;
- Considering appropriate areas for redevelopment and infill; and
- Pursuing governmental partnerships to provide needed services and funding for projects.

Purcellville Community Assessment

In November 2004, Main Street Loudoun, a community revitalization organization sponsored by the Loudoun County Department of Economic Development and associated with the National Main Street Program, prepared community assessments for each of the seven towns and villages in Loudoun County. The Purcellville Community Assessment recommended:

- Preparing a detailed downtown master plan;
- Implementing an improved streetscape;
- Providing and protecting gateways;
- Adding a bicycle path on main street to connect with the W&OD trail;
- Preparing design guidelines for new development;
- Undertaking community branding and associated marketing;
- Conducting a detailed market study to identify potential markets; and
- Recruiting new economic development through marketing, organizations, and master planning.

2005 Focus Group Meetings

In April and May 2005, additional individual and focus group meetings were held with members of the Planning Commission, Town Council, Town Planning staff, Purcellville Business Association, Purcellville Main Street, and Economic Development Advisory Committee to obtain additional insight with respect to planning and development issues. Common themes included:

- Maintaining Town character and history;
- Encouraging expanded businesses to meet the needs of residents;
- Revitalizing the historic downtown;
- Improving gateways and streetscapes;
- Providing a diversified transportation network that was multi-modal and included safe accommodations for pedestrians and bicycles;
- Preserving open space and historic properties;
- Enhancing recreational opportunities;
- Managing growth to balance development with available and planned public facilities; &
- Encouraging quality, well-designed development that is compatible with Town character.

2005 Downtown in Motion Charrette

In June 2005, the Town and the National Endowment for the Arts funded a three-day design workshop focusing on historic preservation to revitalize the downtown. The charrette built upon the 2003 downtown charrette and focused upon more specific design elements and development opportunities to be included in the Comprehensive Plan. A new *Downtown Master Plan* was developed that targets new infill development in three downtown areas -- the Depot, O Street and East Main Street near the existing Town Hall. Plan recommendations for these areas included:

- New buildings and development opportunities for these three anchor areas;
- Streetscape improvements;
- Traffic management;
- New street connections;
- New town green; and
- Historically appropriate architectural renovations for downtown façades.



Purcellville 2005 Downtown in Motion Workshop (Photo by Hill Studio)

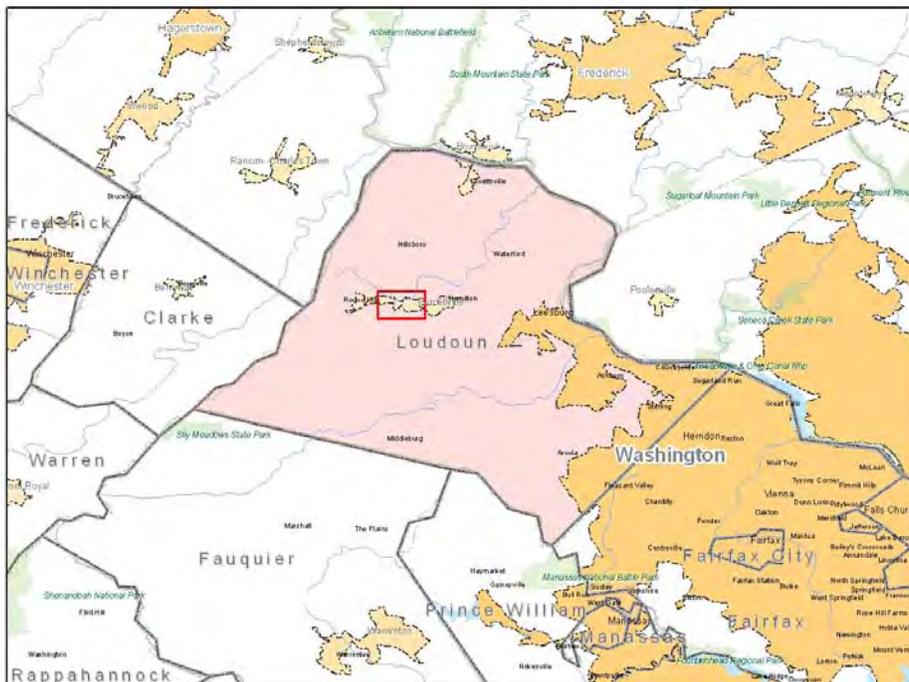
II. Purcellville Today and Tomorrow -2025

Historic Town Shaped by a Growing Region

Settled in 1764, Purcellville is one of seven independent towns in Loudoun County. Purcellville lies in the western portion of the County along the principal east-west transportation corridor, Route 7, an early path of the historic Great Wagon Road which took settlers from Philadelphia to the Carolinas. Rich in agricultural heritage, Purcellville is considered part of the Washington Metropolitan Area which includes 6 neighboring counties and 11 cities in Virginia and Maryland, and the District of Columbia.

Located about ten miles west of Leesburg and about 40 miles northwest of Washington, DC, many of Purcellville’s agricultural farms have been subdivided into residential developments in recent years as the metropolitan area has expanded. In 2004, the U. S. Census Bureau identified Loudoun County as the fastest growing county in the United States.

Map 1. Purcellville’s Regional Setting



(Map produced with Street Map USA)

Town History

Although the first land grant in the area was issued by Lord Fairfax in 1740¹, it was not until 1764 that Purcellville's first known settler, James Dillon from Bucks County, Pennsylvania, arrived. 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 this purpose. The Great Road, now known as Route 7, became an authorized turnpike in 1785² and extended the turnpike system westward from Alexandria to Snickers' Gap, and beyond to Berryville and Winchester. With the construction of this turnpike in 1832, travel through Purcellville began to increase – the first stagecoach arrived in 1841.



Purcellville W&OD Train Depot in Use in 1951

A railroad link was built to Leesburg prior to the Civil War, and travel to points further west was 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 Washington and Ohio Railroad (later reorganized as the Washington and Old Dominion Railroad) was extended to Round Hill in 1875.

The Town's dependence upon transportation links to the more populous eastern Northern Virginia has remained strong. Over the years, improvements have been made to various segments of Route 7, and a bypass highway now connects western Loudoun County to the larger metropolitan area.

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 "Purcell'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, 1852, the village officially adopted the name Purcellville, and on March 14, 1908, the Town was incorporated by an act of the Virginia General Assembly.

¹ Eugene M. Scheel, *The Story of Purcellville*, reprinted by the Town of Purcellville in commemoration of its 75th anniversary 1908-1983, (1983).

² Nathaniel Mason Pawlett, *Historic Roads of Virginia*, Virginia Highway Research Council, (1977).

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 two more in 1914, virtually wiped out the business district, depriving the Town of much of its earliest architectural heritage. Much of the downtown was rebuilt, and now the early 20th Century downtown is designated as a historic district on the Virginia Landmarks Register and the National Register of Historic Places.



Women workers in Purcellville Orchard

Purcellville's moderate growth during this rebuilding period was not 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 that have developed over its long history.

Town Seal: Interpretive History of Purcellville

The official Town seal represents the unique character of the community and the Town's heritage, providing old and new residents with community pride and a welcoming environment. Adopted by the Town Code, the official corporate seal includes a tri-quartered shield with a chevron, the Purcellville library, a stalk of wheat, and a key. The chevron represents a portion of the coat-of-arms from the Purcell family, for whom the Town was named. The Library represents a community of continual learning. The stalk of wheat represents the Town's lineage as a farming community, and the key represents the Town as a community of opportunity for all those who now or will dwell and work in the Town. The blue background of the shield represents the serenity of the community and its inhabitants. The white background of the seal represents the clear, uncluttered environment of the community.

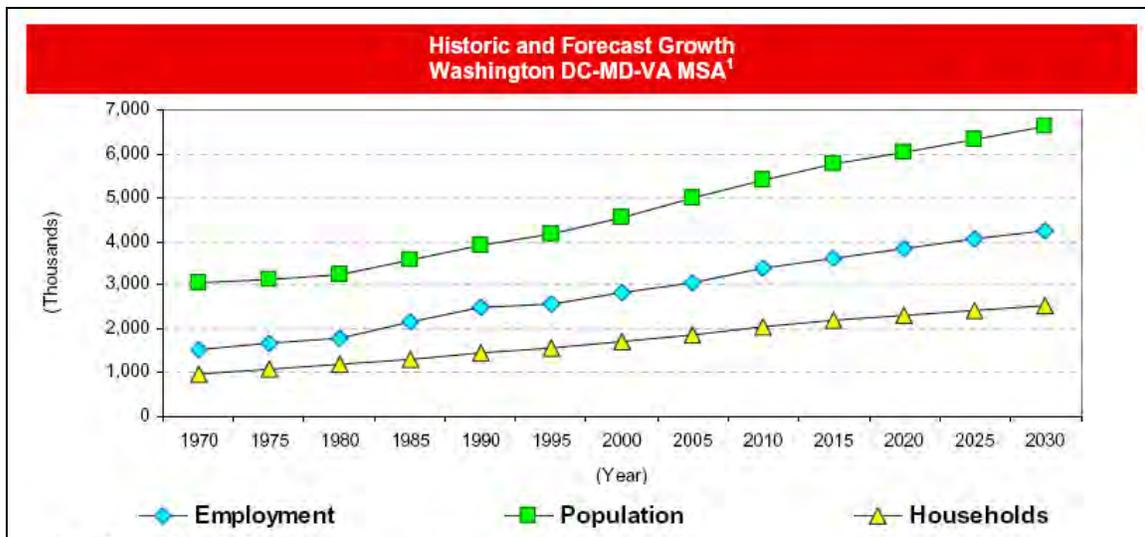


Community Demographics and Trends 2025

Regional Demographic Overview

Purcellville must be mindful of the demographic trends within the Washington Metropolitan Region, as many of its residents work within the region, and as a large part of the Town's population growth can be attributed to the growth in this region. According to the Metropolitan Washington Council of Governments, the region's population is expected to grow steadily from 2000-2030, reaching an estimated 6.6 million persons in 2030, a 45 percent increase from the region's 2000 population of 4.6 million. Projected high rates of in-migration and job growth in the region will result in a 40 percent increase in the number of households by 2030. The number of children is expected to increase by 30 percent by 2030, and the number of persons aged 65 and older is expected to double.

Figure 1. Regional Population Growth Trends



Source: Metropolitan Washington Council of Governments. October 2005.

Growth Trends to 2030: Cooperative Forecasting in the Washington Region (Round 7).

Loudoun County is expected to have the most rapid population growth in the region. In 2004, Loudoun County was identified by the U. S. Census Bureau as the fastest growing county in the nation. The growth stems from in-migration, the desirability of rural environment and the amount of housing and land available for development. Population is expected to increase by 8.4 percent annually from an estimated 247,000 in 2005 to 480,500 in 2030. Loudoun County is also expected to have the fastest employment growth in the region, primarily in the Leesburg and North Dulles areas. As a further reference, the U.S. Census Bureau's estimated populations of the towns in Loudoun County are indicated below. While these estimates are traditionally low compared to locally generated estimates, they are valuable for comparing the relative sizes of the towns.

Figure 2. U.S. Census Population Estimates for Towns

| Loudoun County Towns | Est. Population 7/1/05 |
|----------------------|------------------------|
| Hamilton | 718 |
| Hillsboro | 125 |
| Leesburg | 36,269 |
| Lovettsville | 1,160 |
| Middleburg | 880 |
| Purcellville | 4,680 |
| Round Hill | 639 |

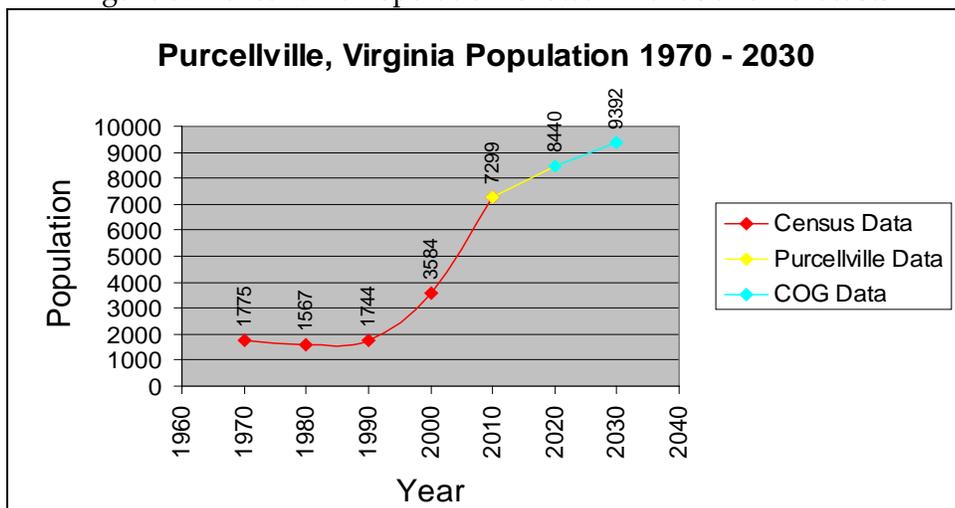
Source: Population Division, U.S. Census Bureau, July 2006

Purcellville Demographic Overview

Population and Households

As the fastest growing Town in Loudoun County, Purcellville paid particular attention during 2005 to population and household growth and maintained detailed population estimates based on data from building permits, occupancy permits, and utility hook-ups. Based on this more detailed information, the Town’s population as of December 2005 was estimated to be 5,909 with an annual growth rate of 4.3 percent. Of that population, there were 2,066 households with an average size of 2.86 persons. Based on the Town’s population projections, the population is expected to be 7,299 by 2010, comprising 2,552 households.

Figure 3. Purcellville Population Growth Trends and Forecasts

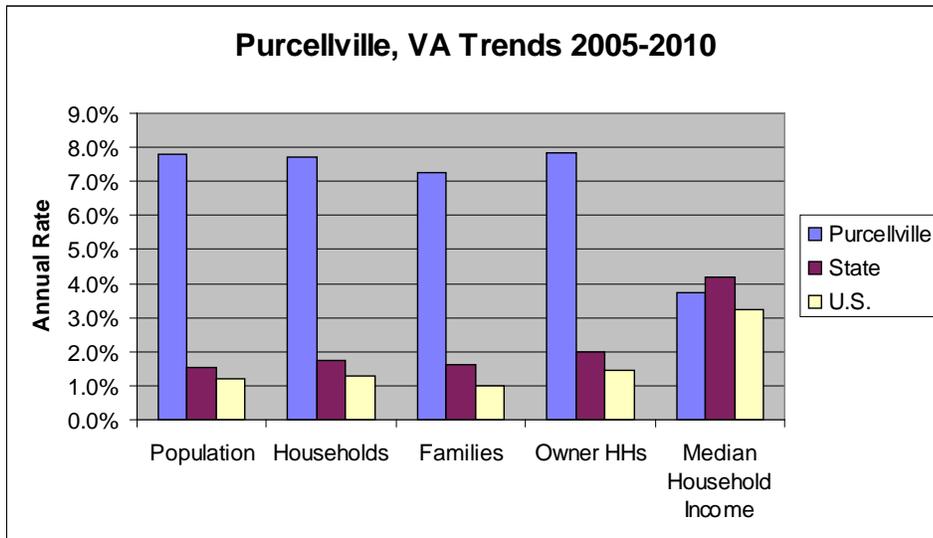


Note: Forecasts for 2020 and 2030 were prepared by Loudoun County for the Council of Governments (COG) regional cooperating forecasting process. The area covered by these forecasts is slightly larger than the Town boundaries, and the forecasts for 2020 & 2030 are not statistically comparable to those population data shown for earlier years.

Source: U.S. Census Bureau, Town of Purcellville, and Metropolitan Washington Council of Governments

Figure 4 below summarizes trends from 2005 – 2010 for population, households, families, owner-occupied households and household income, as determined by Loudoun County demographers.

Figure 4. County Demographic Forecasts for Purcellville



Source: ESRI Forecasts 2005-2010, Loudoun County Department of Economic Development

Age, Education, Ethnic Diversity, and Income

Figure 5 provides a summary of other relevant demographic data for the Town of Purcellville. Data for 2005 and 2010 were developed by the Loudoun County Department of Economic Development based on ESRI forecasts for the Town using transportation zones that approximated the Town’s boundaries. 2030 projection information is from the Metropolitan Washington Council of Governments.

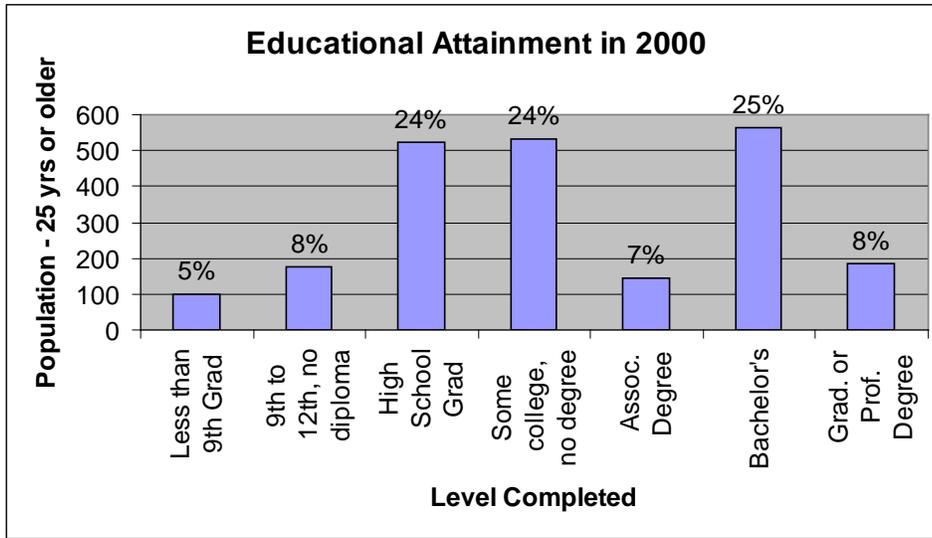
Figure 5. Miscellaneous Demographic Trends - Purcellville

| Other Purcellville Demographics | 2000 | 2005 | 2010 | 2030 |
|---------------------------------|-----------|-----------|-----------|-------|
| Families | 956 | 1,380 | 1,958 | |
| Average Household Size | 2.84 | 2.86 | 2.87 | |
| Owner Occupied Housing Units | 972 | 1,415 | 2,064 | |
| Renter Occupied Housing Units | 281 | 384 | 548 | |
| Median Age | 34.5 | 35.7 | 35.9 | |
| Employment | 1,756 | 2,094 | 2,675 | 4,870 |
| Median Household Income | \$ 62,557 | \$ 78,185 | \$ 94,238 | |

Source: U.S. Bureau of the Census, 2000 Census of Population & Housing, ESRI Forecasts for 2005-2010 Loudoun County Department of Economic Development, September 2005, Metropolitan Washington Council of Governments Round 7 Forecasts October 2005, Employment 2030

Note that the present and 2010 projected median age of Purcellville residents is 36 years, indicating that many families are likely to have children. The current population can be characterized as predominately white (88%), middle-aged, and affluent. The 2005 median household income was \$78,185. Minorities comprise 12% of the population (8% black, 2% Hispanic, and 2% Asian or other). Males and females are almost equally distributed with slightly more females than males. Families number 1,380, and average household size is 2.86 persons. As noted in the Figure 6, in 2000 almost 65% of the population ages 25 or older had attended college or held college degrees, consistent with the high educational attainment levels within the Washington metropolitan area.

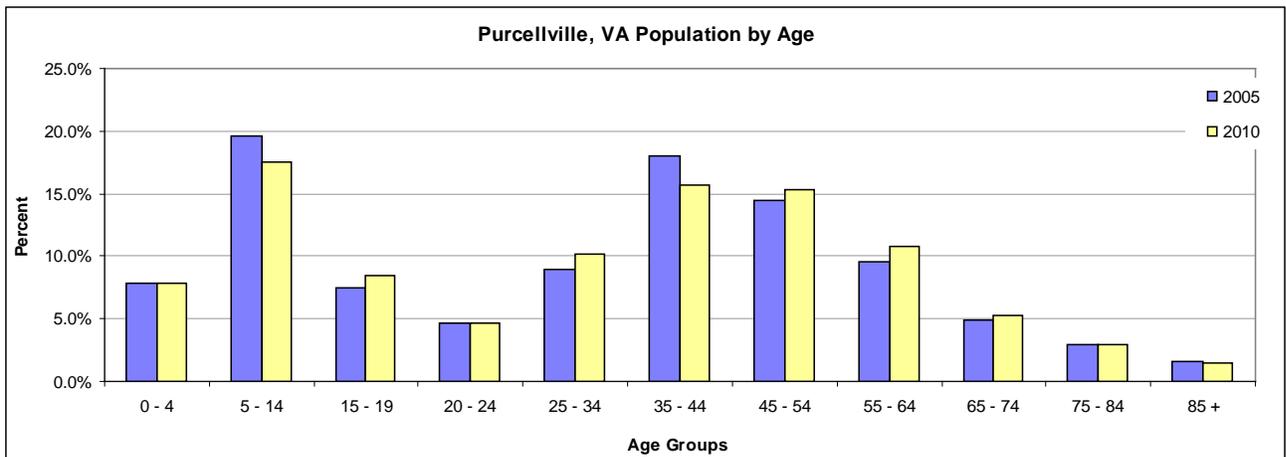
Figure 6. Education Attainment of Purcellville Adults - 2000



Source: U. S. Bureau of the Census, 2000 Census of Population & Housing

Figure 7 shows Purcellville’s age distribution in 2005 and 2010. In 2010, it is expected that 35 percent of the population will be between the ages of 0-19 and that approximately 10 percent will be age 65 or older. Thus, demand will continue for a diversity of housing choices.

Figure 7. Purcellville Population Age Profile – 2005 & 2010



Source: ESRI Forecasts for 2005-2010, Loudoun County Department of Economic Development, September 2005

Town and County – Joint Land Management Area Planning

In addition to the Town’s Comprehensive Plan, development and land use adjacent to the Town limits are guided by a unique, jointly adopted County and Town joint land management area plan, the Purcellville Urban Growth Area Management Plan (PUGAMP). This plan was adopted by both the Town and Loudoun County in 1995 and was amended in 1999 to provide guidance for the phasing of annexation requests. The PUGAMP was developed and adopted pursuant to a 1994 joint County/Town annexation agreement. This annexation agreement required the Town and County to jointly address growth and adopt a detailed joint plan for future land use and specified that, once adopted, “Development within the UGA shall be in conformance with the Plan.”

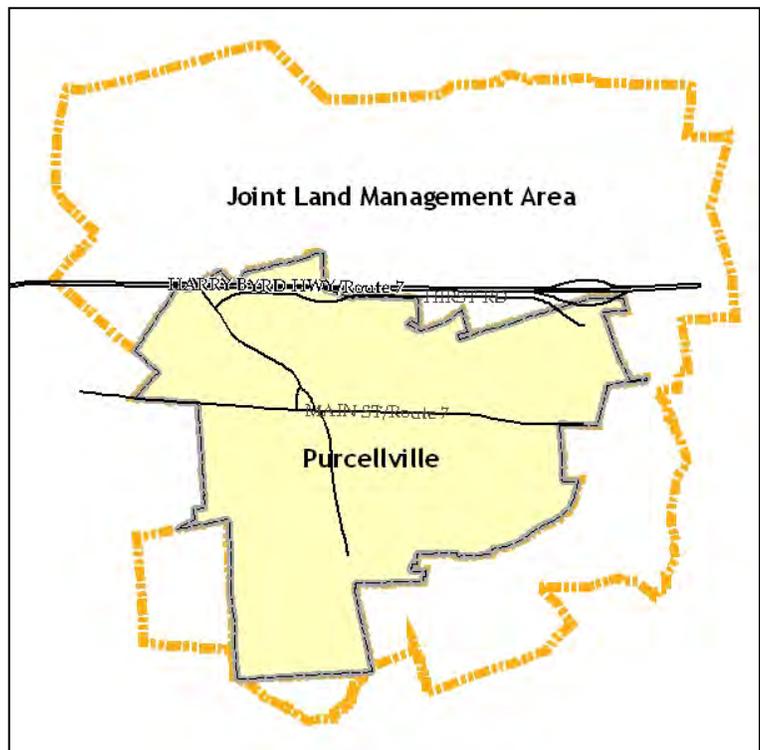
With the rapid growth in Loudoun County over the past two decades and consequential effects of development on the seven incorporated towns within the County, urban growth areas (UGAs) were established around several towns by the 1991 County General Plan. These areas were established to encourage more compact development in and around the County’s existing towns where public utilities and services might be available for extension. The 2001 County Revised General Plan and subsequent revisions through 2005 encourage joint land management areas (JLMAs), formerly known as UGAs, for incorporated towns. Over the years, several towns have reassessed their ability to serve areas in the JLMAs with public water and sewer and have worked with the county to eliminate or reduce the boundaries of their JLMA. As of 2005, only four of the seven towns have designated JLMAs – Purcellville, Leesburg, Hamilton and Round Hill.

Purcellville JLMA

PUGAMP guides development of the approximately 3,100 acres (4.7 square miles) of County land within the JLMA surrounding Purcellville (see Map 2). As such, it is an important planning document that, together with this comprehensive plan, will help to determine the future of Purcellville.

The County’s adopted Revised General Plan also notes the unique status of the PUGAMP. The Plan notes that only Purcellville and the County have jointly adopted plans and, “Development within the JLMA will comply with the Purcellville Urban Growth Area Management Plan as amended” (Revised General Plan page 9-23).

Map 2. Purcellville JLMA



As of December 2006, an update of the PUGAMP was recommended by both the County and Town Planning Commissions, but has not been adopted by either jurisdiction's governmental body. A number of factors have occurred in the JLMA since 1995 which prompted an update of the PUGAMP, including the following:

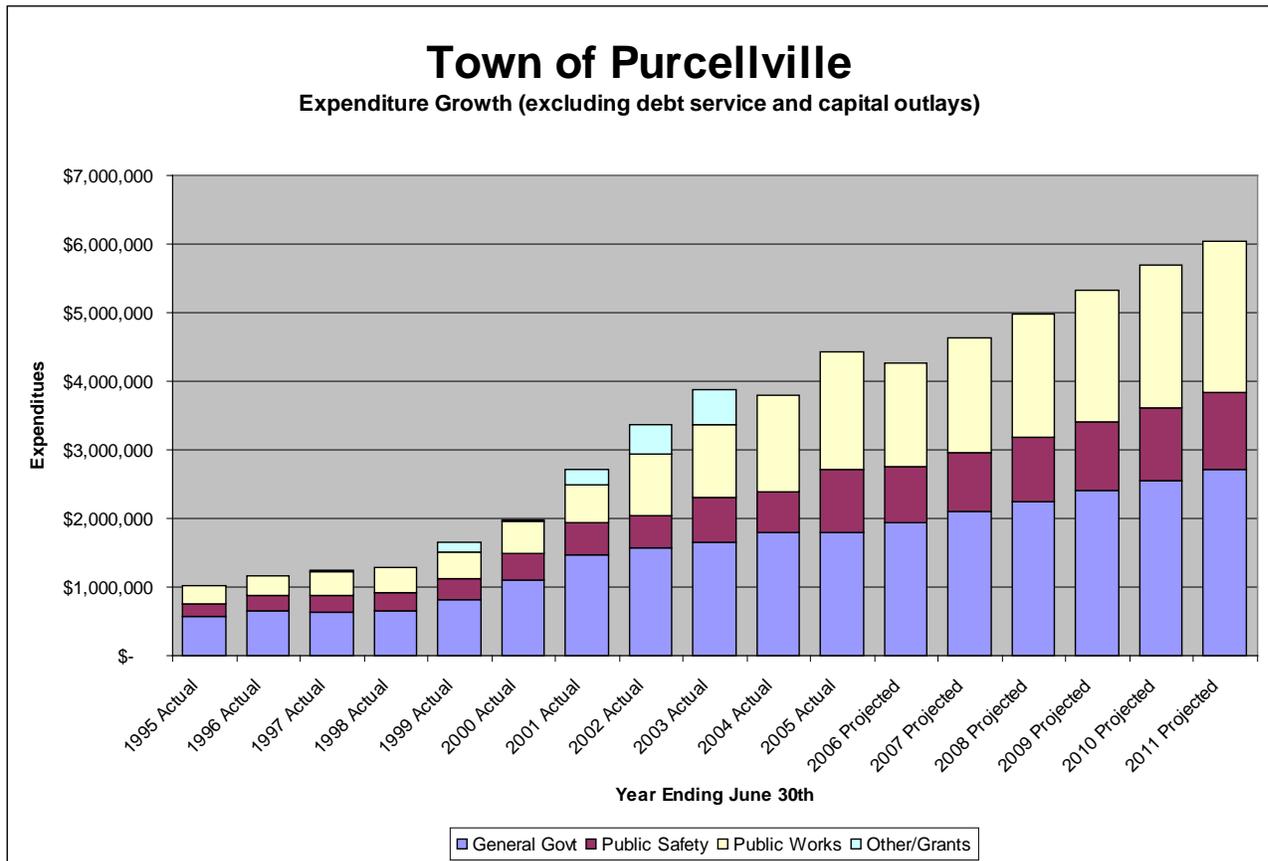
- Approximately 42% of the JLMA has been developed, or is being developed, with residential uses at a lower residential density than planned in PUGAMP, much of it under existing County residential zoning of 1 unit per 3 acres;
- Residential growth in the area has exacerbated problems with traffic congestion in Town, and there is public concern about the adequacy of the area's transportation network to handle the higher density residential growth planned in the 1995 PUGAMP;
- Residential growth has also prompted concerns from local residents about "quality of life" issues and concern about whether the small town character of Purcellville can be maintained;
- Patrick Henry College was established on the east side of town on approximately 43 acres of land that has been annexed into the town. The college has acquired additional property that it would like to be annexed into town to permit expansion of the current campus. This use was not envisioned in the adopted PUGAMP; and
- Recent utility studies conducted by the Town have provided detailed information about utility usage and water and wastewater plant capacity. These studies indicate that, depending on assumptions about land uses, utility usage, and utility system functionality (such as inflow and infiltration factors), there is limited and inadequate utility capacity for serving utility demand in-town and in the JLMA. This information has prompted Town officials to rethink land use planning in the Town, as well as in the JLMA.

Financial Planning for the Future

In 1995, Purcellville’s population was approximately 2,400 persons. By 2004, the population had doubled to 5,500. In 2005, the Town’s population was approximately 6,000 persons. Growth in the Town has been prompted by improved county roadways entering Purcellville, increased employment in neighboring communities, and a rapid rise in real estate prices that encouraged people to move to more remote areas in search of more attractive landscapes and housing. By 2011, Purcellville expects to house 7,300 people.

Purcellville’s challenge is fiscal balance and stability while increasing its budget to pay for costs and improvements needed during growth periods. The Town’s general fund (or recurring, “non capital”) expenditures have grown from \$1.0 million in 1995 to \$3.8 million in 2004. This reflects the rising costs associated with the growth of the Town as shown in Figure 8 below.

Figure 8. Town Expenditure Growth
Actual and Projected – 1995-2011

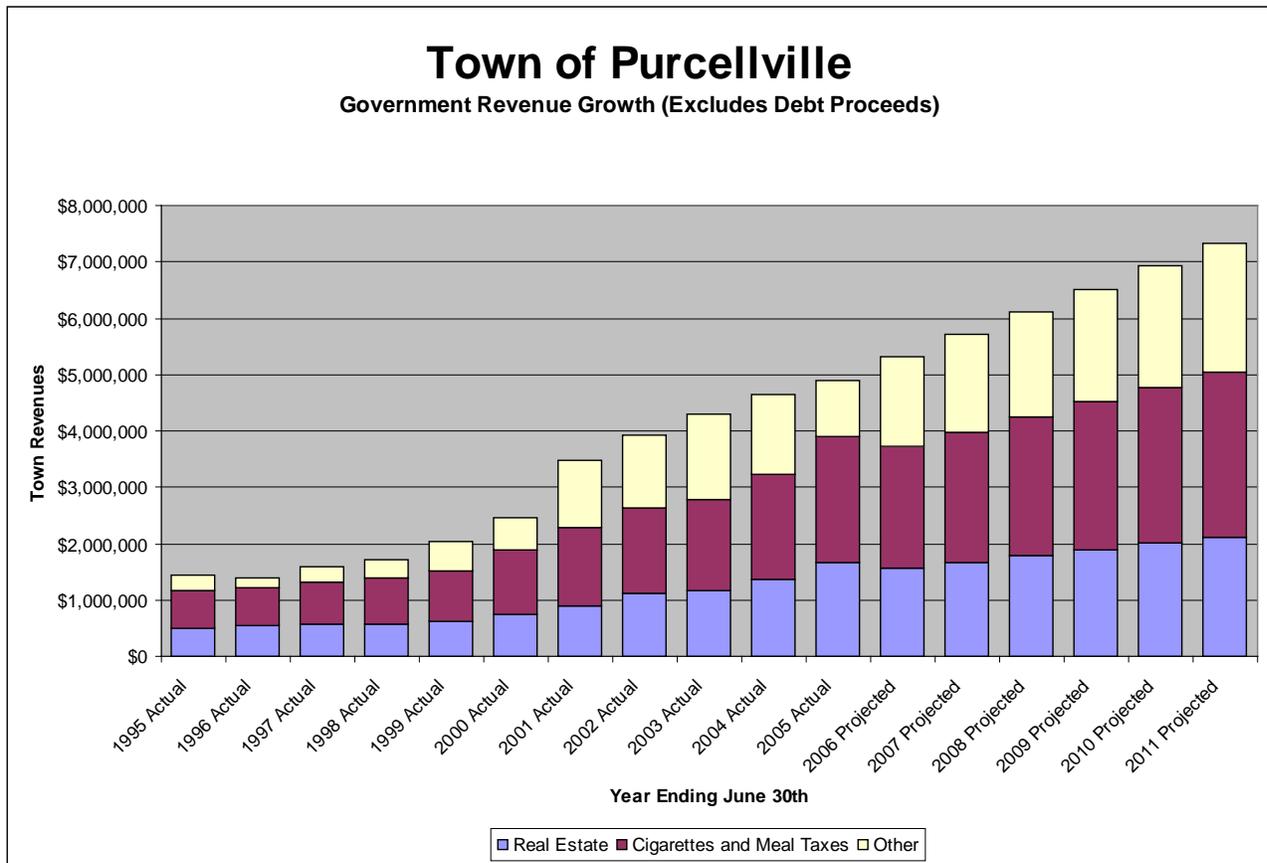


Source: June 30, 2004 Purcellville Audit. Projections based on 10-year trend.

The Town collects revenue from real estate assessments, cigarette and meal taxes, and other sources including Federal and State grants, permits, fines, and interest on Town holdings. These collections have grown reflecting the increased size and population of the Town indicated in Figure 9 below.

In addition to the general fund, the Town maintains a separate enterprise utility fund that receives revenue from utility connections, user fees, service charges, and other charges related to water and sewer services and facilities. Expenditures from the utility fund are restricted to utility maintenance and routine capital improvements. Typically, when extensive capital improvements are necessary, such as for plant upgrades or major line extensions, additional funding is required, usually in the form of municipal bonds.

Figure 9. Town Revenue Growth
Actual & Projected – 1995-2011



Source: June 30, 2004 Purcellville Audit. Projections based on 10-year trend.

Planning for Town Improvements

Over the next 10-20 years, Purcellville will face costs for capital improvements and other enhancements that will benefit the community for many years to come. Some of these include: downtown street lights; transportation improvements; expanded water and sewer capacity; and

additional building space for Town government offices. The Town uses Federal and State grants, County cost-sharing agreements, and long-term debt to pay for these costs.

Purcellville has a capacity shortfall in its water and sewer systems, roadways are often congested and it is difficult to easily move around Town during peak hours. Solving these problems requires financial planning outside the annual budget process with a careful eye toward tapping into revenue sources from outside the Town limits. This could include Federal and State grants, increased developer fees and proffers, County cost sharing plans, and special taxes on goods and service types bought here in Purcellville by those from outside Purcellville.

The Town develops and implements an annual capital improvements program (CIP), which is a five-year plan developed in cooperation with the Planning Commission for major public projects funded by the issuance of bonds or by capital reserves. The CIP is an important tool for implementing the Comprehensive Plan and other significant community development plans. A capital improvement plan enables Purcellville to identify, prioritize and appropriately phase long-term improvements for effective public financing and debt management in a manner consistent with the policies contained in this Plan.

To help cover public costs of infrastructure associated with developments, zoning proffers can be offered by developers to cover the development impacts and costs of utilities, roads and other public improvements. Also, the Town may impose conditions on land uses that may have adverse impacts on neighborhoods through the special exception and special use permit processes.

Keeping Taxes Low

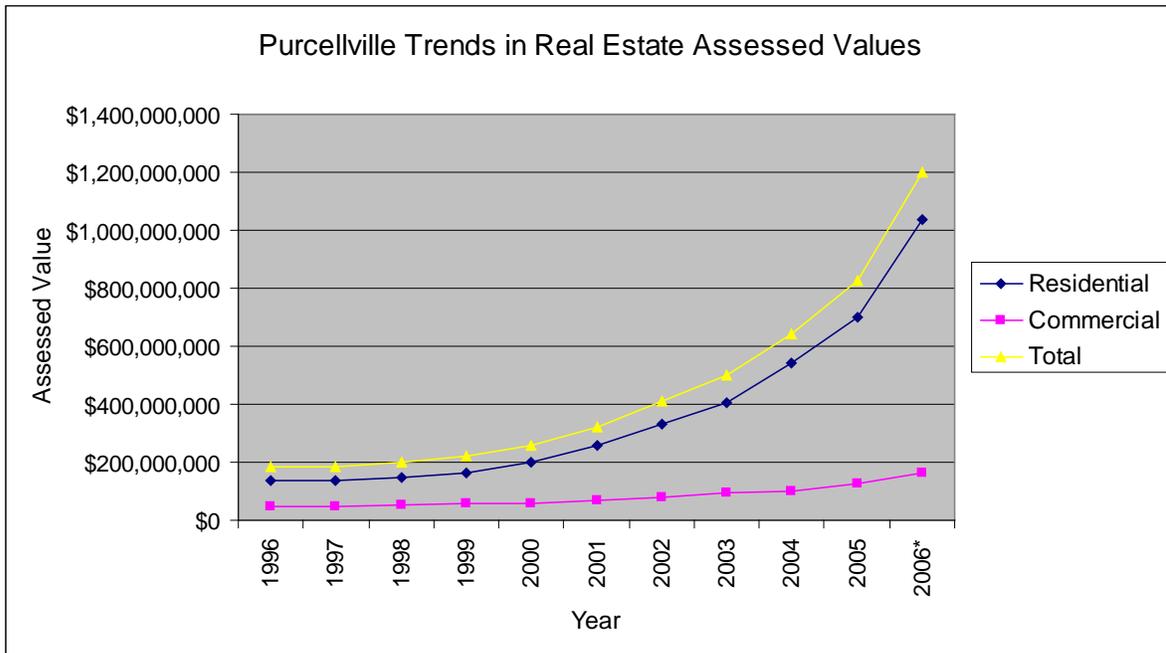
The Town has tried aggressively to keep its tax rates reasonable and under control. Residents of Purcellville pay property taxes to both the Town and Loudoun County. Each year, these tax rates are established by each jurisdiction based on budgetary needs and projected expenditures.

- In 2004, 75% of the Town's general fund revenue came in the form of taxes – 32% was from real estate taxes and 43% was from other taxes including sales, cigarette, business license, utility license and restaurant taxes.
- While the assessed value of property has increased over the past five years, the Town's tax rate for real estate was reduced to compensate for the increased values -- \$0.24 per \$100/assessed value in 2002, \$0.22 in 2003, \$0.21 in 2004 and \$0.20 in 2005.

To meet future financial challenges resulting from capital expenditures and growth needs, particular care must be given to achieving a more balanced mix of residential and commercial tax revenues. Commercial tax revenues are important to the Town because they subsidize the residential services to the Town's residents. They keep the tax burden for residents more reasonable and often bring public services to residents that they may otherwise have to travel to obtain. However, in a small town, business growth can affect the historic character and small community ambience that the residents of Purcellville desire to preserve. This is evidenced by other communities where extensive commercial and residential growth have changed the community and adversely affected the small town scale and character.

Trends in Purcellville’s assessed values for commercial and residential real estate from 1996 to 2006 are presented in the following two figures.

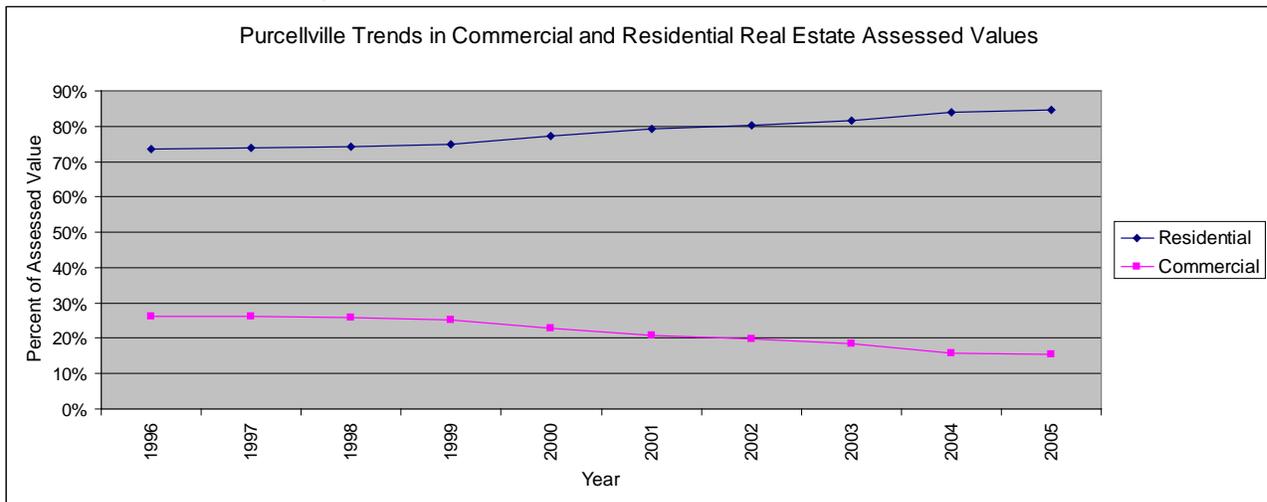
Figure 10. Total Assessed Value of Real Estate 1996-2006



Source: Town of Purcellville, Finance Department

As shown in Figure 10, the total real estate assessed value has increased from approximately \$182 Million in 1996 to \$828 Million in 2005. In 2006, it is projected that the assessed value for combined commercial and residential real estate will be over \$1 Billion, a 45 percent increase since 1996. This rise in assessed real estate value is primarily the result of new residential development in Purcellville since 2000 and the steep rise in residential property values.

Figure 11. Commercial and Residential Assessment Trends



Source: Town of Purcellville, Finance Department

While the rise in the tax base helps to offset the costs of public services, it is important to note that the commercial tax base as a percentage of the total tax base has decreased by almost half since 1996. This means that residential property owners have been bearing an increasing share of the real estate tax burden. As illustrated in Figure 11, in 1996, 74 percent of the total assessed real estate value in Purcellville was attributable to residential properties and 26 percent was attributable to commercial properties. In 2005, 85 percent of the Town's income came from residential properties and only 15 percent came from commercial properties.

Fiscal Policy Goal

Purcellville's fiscal goal is to better balance the Town's tax base by working toward 30 percent of the value of the Town's real property tax base from commercial property and 70 percent from residential property in order to sustain the quality of life in Purcellville and to better distribute the real estate tax burden between commercial and residential property owners.

Fiscal Policy Guidelines

The Town Council adopted Fiscal Policy Guidelines in October 2005 to provide a more consistent framework for Town financial decision-making. Several of these policies are particularly relevant to long-term planning to ensure equitable, efficient and effective allocation of financial resources to meet public needs and demands. The following of these fiscal policies are worthy of inclusion in the Comprehensive Plan, as they relate to decisions regarding land use and development:

- The Town will maintain a diversified and stable revenue structure to protect it from short-run fluctuations in any one-revenue source.
- The Town, where practicable, will institute user fees and charges for specialized programs and services. Rates will be established to recover operational, as well as overhead or indirect costs, and capital or debt service costs. The Town will periodically review user fee charges and related expenditures to determine if pre-established recovery goals are being met.
- The Town should routinely identify intergovernmental aid funding possibilities.
- The Town will make all capital improvements in accordance with an adopted capital improvements program. The multi-year CIP will consider the Town's development policies and link development proffers associated with rezoning applications to the capital plan.

III. The Comprehensive Plan: Purcellville in 2025

This Comprehensive Plan provides a long-term vision and implementation strategy for Purcellville's future. Typically, comprehensive plans are developed for a 20-year horizon and reviewed at the five-year interval required by the Code of Virginia. This Plan serves as an update to the 1998 Comprehensive Plan. The Plan is reformatted and the content updated to reflect the community's vision for the future. Additional planning elements, policies and action strategies have been incorporated to set the framework for effectively managing growth and making Purcellville a community that is distinguished by its historic small town character, attractive streets and neighborhoods, effective multi-modal transportation system, and attractive, compatible design in new development. Several priority initiatives are identified as action items which will assist Purcellville in achieving its future vision.

As a guide for the future, the community's vision for the Town was developed during public workshops in 2004 and is eloquently stated below:

We, the People of Purcellville, love our Town.

We love its natural beauty, its history and tradition, and its "home town" feel, cultivated throughout the past century since the Town's settlement in 1764 and incorporation in 1908.

We will strive to sustain and enhance the quality of life in Purcellville by reflecting on the unique aspects of the Town's location, history, and people and strategically guiding our community into the future.

We will embrace the vitality of Purcellville's citizenry and the beauty and tranquility of the Virginia countryside to create a thriving and attractive community that all residents can view as their home town.

Planning elements addressed in this Plan include housing, parks and recreation, historic resources, economic development, public services, utilities, transportation, land use and community design. For ease of discussion and coordination, these elements are discussed in six categories: People and Neighborhoods, Economic Development, Public Services, Public Utilities and Transportation, Environment, and Community Design. Within each of these categories, the discussion includes existing conditions, relevant 1998 Comprehensive Plan recommendations, future issues and opportunities, and updated policies and implementation strategies for achieving a desired direction for the future.

People and Neighborhoods

Housing

1998 Comprehensive Plan Recommendations

The 1998 Comprehensive Plan identified Purcellville as partly a bedroom community for persons working in eastern Loudoun County and the Washington metropolitan area. The Plan projected that the Town would play a significant role in meeting the demands for housing in Western Loudoun County, especially with respect to attached and detached single-family dwellings. The Plan discussed a number of proposed residential developments in Town, which have since been constructed, and projected higher densities in residential development and conversion of vacant upper stories of downtown commercial buildings to residential uses. Housing demand issues identified in the Plan included (1) the limited availability of public utilities as a factor in supporting extensive residential development, (2) a limited number of available rental properties, and (3) the need for specialized housing to accommodate retired persons and physically or mentally handicapped persons.

The Plan recommended providing housing of a sufficient size, diversity and quality to assure every resident a safe and sound place to live. It encouraged innovative designs that would promote the Town's character and a range of housing choices. Strategies recommended included encouraging a diversity of housing types for all income levels, encouraging a retirement housing complex, and developing design standards that reflected Purcellville's small-town character.

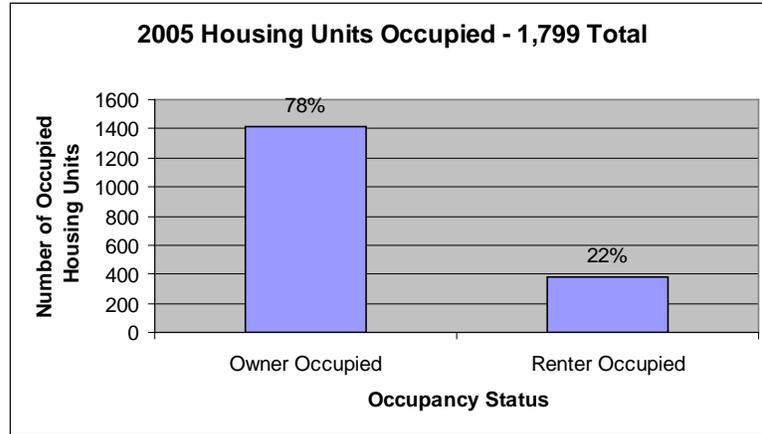
2005 Existing Conditions

Because of its location in western Loudoun County, Purcellville is an attractive and relatively accessible community for persons working in Loudoun County and in the Washington Metropolitan Area. The quaint, historic community offers inviting neighborhoods, pedestrian-oriented amenities, trails, neighborhood schools, and supporting neighborhood commercial businesses. A variety of housing options are available in town, including single-family homes, townhouses, duplexes, apartments, and limited downtown living above business establishments. Main Street and the more established neighborhoods in Purcellville offer historic homes that are easily accessible to downtown, the library, and Town Hall.

Purcellville is a stable community in terms of the transience of residents. According to 2000 Census information, approximately 40% of the residents in Purcellville had lived in the same house for the last five years. As illustrated in Figure 12, there were 1,799 occupied housing units in the Town in 2005, of which 78% were owner-occupied. Much of the housing units in Purcellville have been constructed since 1990 (41%) and are in good condition. In 2000, the median value of a single-family home in Purcellville was \$189,973. By 2005, the value had more than doubled to \$400,989.

In comparison with Loudoun County, the average cost of a home in Purcellville is only slightly lower.

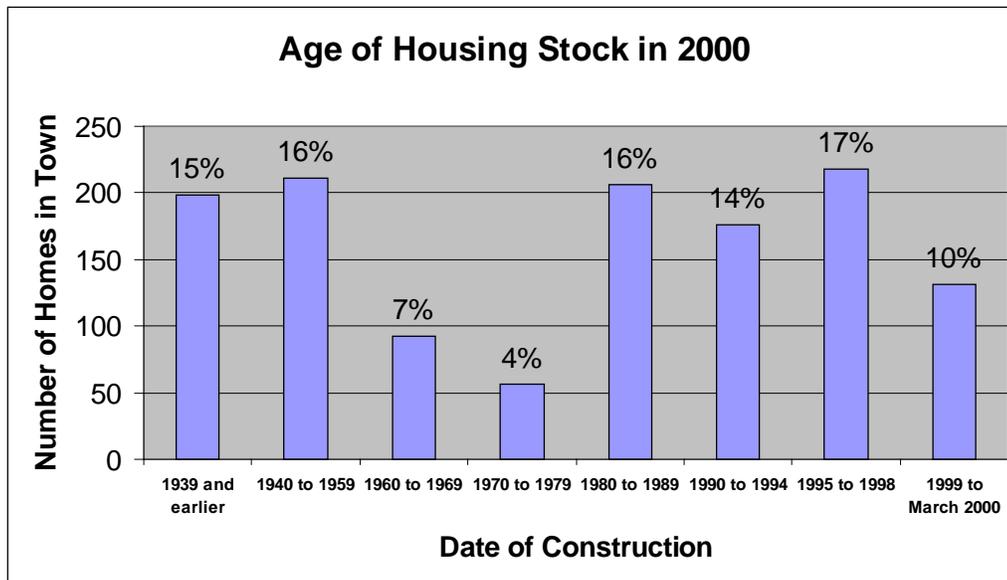
**Figure 12. Owner- vs. Renter-Occupied Housing Units
 Town of Purcellville - 2005**



Source: ESRI Projections 2005-2010; Loudoun County Department of Economic Development, September 2005

Figure 13 provides an overview of the age of Purcellville’s housing stock. In 2000, approximately one-third of the total housing units in Purcellville were constructed prior to 1960. Many of these homes are located in close proximity to Main Street and qualify as contributing structures in an historic district, under study in 2006.

**Figure 13. Housing Age
 Town of Purcellville - 2000**



Source: U.S. Bureau of the Census, 2000 Census Population & Housing

A summary of the new housing types constructed between 2000 and 2005 is presented in the table below. In 2001 and 2002 the Town's stock of multi-family dwellings increased significantly with the addition of 152 apartments on N. 16th Street and N. Maple Avenue. Almost 60% of the new housing construction during this period was undertaken in 2003 and 2004, with construction slowing substantially in 2005. All three of the Town's apartment complexes contain income-restricted rental units, providing a total of 198 affordable rental units within these complexes.

**Figure 14. New Housing Construction by Type
 Town of Purcellville – 2000-2005**

| Housing Types | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|------------------------|------------|------------|------------|------------|------------|------------|
| Single-Family Detached | 126 | 75 | 82 | 146 | 203 | 78 |
| Single-Family Attached | 2 | 11 | 19 | 47 | 109 | 51 |
| Duplex | 1 | 1 | 0 | 0 | 2 | 0 |
| Multi-Family | 0 | 30 | 122 | 0 | 0 | 0 |
| TOTAL | 129 | 117 | 223 | 193 | 314 | 129 |

Source: Town of Purcellville, Planning & Zoning Reports for 2000-2005

This housing construction has altered the overall mix of housing types available within the Town. The 1998 Comprehensive Plan included the housing mix as surveyed in 1997. Figure 15 compares this 1997 mix to the mix in 2006. As can be seen from this data, the overall housing mix did not change dramatically during this period, with the percentage of single-family detached dwellings declining by two percentage points from 72% to 70% of total dwelling units, multi-family dwellings decreasing by one percentage point from 11% to 10%, and single-family attached dwellings increasing by three percentage points from 17% to 20%.

**Figure 15. Change in Housing Mix
 1997 – 2006**

| Unit Type | 1997 | | 2006 | |
|-------------------------------|------------|------------|-------------|------------|
| | Number | Percent | Number | Percent |
| Single-Family Detached/Duplex | 689 | 72 | 1621 | 70 |
| Single-Family Attached | 165 | 17 | 461 | 20 |
| Multifamily | 105 | 11 | 239 | 10 |
| Total | 959 | 100 | 2321 | 100 |

*Sources: Purcellville Land Use Survey, 1997;
 The Comprehensive Plan for the Town of Purcellville, Virginia, 1998;
 Staff Land Use Survey, 2006*

2025 Housing Issues and Opportunities

The construction of new housing is expected to continue for the next few years in Purcellville as sustained regional job growth continues to fuel demand for new residential development. However, vacant land available for new housing is limited in Purcellville; therefore, the number of new houses constructed in town likely will be fewer, and there likely will be changes in development patterns and/or the types and sizes of housing constructed. With a rising senior population and no senior-oriented housing within the Town, there will be increasing demand for specialized housing to meet this future need, which was identified in the 1998 Comprehensive Plan, as well as during public work sessions for this Plan update.

Construction of new housing will be dependent on the availability of Town water and sewer utility capacity. As of 2005, the service capacity is not sufficient to meet a full development build-out of the Town at current zoning levels. While expanded utility capacities for water and sewer are planned in the next several years, they have not yet been funded fully.

Considering the costs and other implications of capacity expansion, changes must be made in future land use policies and zoning regulations to ensure that there is safe and sufficient capacity to serve residents and businesses within the Town limits. There are several ways in which this might be accomplished. One is to reduce the density permitted by the Zoning Ordinance to better match the existing built density of the Town's neighborhoods. Another is to rezone institutional and governmental properties from their current residential zoning districts to a non-residential district.

These measures will help to save utility capacity for the desired land development patterns, help to preserve the Town's existing neighborhoods, and help promote appropriate new development. Where the impact on utilities is acceptable, new residential mixed-use development may be considered in the downtown area in accordance with the Downtown Plan. Zoning should reflect the future land use and densities set forth in the Planned Land Use map adopted as part of this Comprehensive Plan.

With housing costs expected to continue increasing over the long-term, finding affordable housing will be more of a challenge in Purcellville and the entire region. Loudoun County defines "affordable housing" as that which fulfills the housing needs of County residents with incomes ranging from 30 percent to 70 percent of the county's median household income.³ For Purcellville, this income range in 2005 was \$23,500 to \$54,750, based on the 2005 median income of \$78,185.

The demand for housing renovation or redevelopment likely will increase, as will the possibility of "tear-downs", where older and usually smaller dwellings are demolished to make way for larger homes. The December 2006 listing of a large portion of pre-1950 Purcellville as a historic district on the Virginia Landmarks Register and nomination to the National Register of Historic Places offers the possibility for homeowners and investors to take advantage of State and Federal historic

³ Housing. Loudoun County General Plan. 1993.

tax credits that can offset building rehabilitation costs. To encourage investment and preserve the historic character of Purcellville, special care must be taken by the Town to ensure that contributing properties in this district are protected from development pressures, especially given the continued rise in real estate values, the prices of new housing, and the dwindling supply of vacant residentially-zoned land. The same is true for other large tracts of land that may have historic, cultural or environmental value to the larger community.

Furthermore, the Town's Zoning and Subdivision Ordinances need to be updated to address today's housing issues and to appropriately guide development in the future. In particular, such items as public water and sewer service, district densities, lot and development standards, and permitted land uses should be reviewed in detail to ensure that they are consistent with current housing trends and the policies set forth in this Comprehensive Plan. The provisions for planned housing developments should be updated to strengthen design criteria, address appropriate land uses, and ensure that lot and density standards are applicable and appropriate.

2025 Housing Policies

The following housing policies provide Purcellville with direction for addressing identified issues and future opportunities related to housing. Relevant housing goals and objectives from the 1998 Comprehensive Plan have been incorporated into these policies where appropriate. Implementation strategies are recommended to achieve each of the housing policies. **Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.**

- 1. *Balanced Housing/Commercial Development:* Promote a harmonious pattern of land development and a healthy land use balance that encourages community preservation, sustainable development and managed growth; increase the amount of commercial and light industrial development in Purcellville to provide a more balanced economy, local revenue structure, and cost effective public services; and provide more cost effective public services by achieving a real estate tax revenue ratio of at least 30 percent from commercial uses and no more than 70 percent from residential uses.**

Implementation Strategies:

- 1.1 Provide balanced housing growth in accordance with the Planned Land Use Map adopted as part of this Comprehensive Plan by amending the Zoning Ordinance to reflect the Town's built residential neighborhoods and desired future land uses and development patterns.
- 1.2 Amend the Zoning Map to reflect desired development densities and future land uses as identified on the Planned Land Use Map, taking into consideration the future capacities of public facilities and associated costs for long-term improvements.
- 1.3 Revise the Zoning Ordinance to require that all new residential development within the corporate limits be served by public water and sewer.

1.4 Adopt the Loudoun County Capital Intensity Factor (CIF) model for estimating the cost of providing public improvements when considering rezoning and development proposals for new projects. Use the model in conjunction with an adopted capital improvements program to accept appropriate proffers from developers to offset the costs of public infrastructure associated with new development.

2. *Housing Availability and Choice:* Ensure a housing stock of sufficient size, diversity and quality for all residents to have a safe and sound place to live; and ensure that housing is provided for elderly, disabled and other persons with special needs to meet the needs of Purcellville’s residents.

Implementation Strategies:

2.1 Consider revisions to the zoning regulations that would promote a variety of senior housing options and additional affordable housing.

2.2 Work with the Loudoun County Housing Office to quantify the needs for specialized housing in Purcellville (i.e. senior, disabled or other special needs housing).

2.3 As part of early development discussions with Town administrators, work with developers of new housing projects and coordinate with appropriate agencies to include affordable housing, compatible senior-oriented housing, or other special needs housing in new residential projects.

3. *Housing Compatibility:* Ensure that new residential construction is compatible with the Town’s existing small town character; and protect historic residential structures and neighborhoods.

Implementation Strategies:

3.1 Develop and adopt an appropriate overlay district for Purcellville’s historic district and historic properties to protect community character and established neighborhoods. Work with affected residents and businesses to develop appropriate district language and boundaries that can be supported by a majority of property owners.

3.2 Prepare an illustrated design guidebook to assist developers and property owners in building and renovating quality housing that maintains Town character.

4. *Innovative Housing Development:* Continue to encourage innovative housing development options that enhance community character, preserve open space, and provide a range of housing choices.

Implementation Strategies:

4.1 Amend the Zoning Ordinance to update land uses, standards, and development criteria for proposed housing developments to ensure conformance with this Plan.

- 5. *Downtown and Mixed Use Housing:* Encourage upper-floor housing in the central business district and within infill mixed-use development along Main Street to promote revitalization of the central business district and 24-hour vitality in downtown.**

Implementation Strategies:

- 5.1 Revise the C-4 Central Commercial District zoning regulations to allow housing above the ground floor as a permitted use, rather than by special exception.
- 5.2 Revise parking standards in the downtown business district to enable shared parking during off-hours for housing.

Parks, Recreation and Open Space

1998 Comprehensive Plan Recommendations

The 1998 Comprehensive Plan included a brief description of available park and recreation facilities, but did not include specific goals or strategies for recreational facilities. However, two items in the previous plan are especially relevant to this update. First, the extension of the W&OD Trail was considered as a western link to the Town limits and Franklin Park for hikers, bicyclists and horseback riders. Second, Fireman's Field was identified as an important property that should remain a public park or community facility. Furthermore, the plan specifically stated that if the Purcellville Volunteer Fire Department ever considered the property for sale, the Town or the County should consider acquisition of the property.

2005 Existing Conditions

The *Purcellville Parks and Recreation Master Plan* was completed in 2005. Surveys and public meetings conducted during the master plan process found that Purcellville residents significantly use available parks and recreation facilities in Town and in the immediate area. Residents are able to take advantage of a variety of programs and classes available through the Town and the County. Public discussions in 2005 regarding parks and recreation indicated that Town residents are generally satisfied with existing County facilities and programs; however, they would like to see more adult programs, an aquatic facility, more playgrounds, and a dog park. In addition, improved, safe connections to parks and open space for pedestrians and bicyclists are needed.

Existing park and recreation facilities and public and private open spaces are illustrated on the *Parks, Recreation and Open Space Map* on page 37. Also shown on this map are recommended future park locations for existing Town-owned properties.

Purcellville has three Town-owned parks: Mary Foust Mare Pocket Park, Suzanne R. Kane Nature Preserve and an undeveloped park in the Village Case neighborhood. The Pocket Park, located behind Town Hall, is not well known and is underutilized. The Nature Preserve is the largest passive recreational opportunity within the Town, but is undeveloped. The Village Case park is also undeveloped and, along with the Nature Preserve, includes a Town well. Loudoun County and other private organizations offer additional recreational facilities for residents. These facilities include: Fireman's Field (Purcellville Volunteer Fire Department); Loudoun Valley Community Center; Carver Senior Center; and school facilities at Loudoun Valley High School, Emerick Elementary School, and Blue Ridge Middle School. Other public facilities nearby include Franklin Park and Mountain View Elementary School. The Loudoun Valley Country Club is a private facility that offers opportunities for community recreation with a golf course, pool and tennis courts.

The following table summarizes the Town’s existing public park and open space land. This table also includes 1,300 acres the Town owns on the Blue Ridge mountains northwest of town that includes the Hirst Reservoir. The Town voluntarily downzoned this property from a previous zoning district that would permit residential development at a maximum density of one house per three acres to a new zoning district permitting up to one house per ten acres.

Figure 16. Existing Town Parks & Open Space

| Park/Open Space | Location | Size in Acres |
|---------------------------------------|---|----------------------|
| Mary Foust Mare Pocket Park | 130 E. Main Street | 0.20 |
| Suzanne R. Kane Nature Preserve | Between N. 21 st & N. Hatcher Av | 23.55 |
| Village Case Park | 811 Kinvarra Place | 5.86 |
| S. 20 th Street Open Space | West side of S. 20 th St | 19.31 |
| Hirst Reservoir Property | Blue Ridge NW of Town | 1,300.00 |

Source: Town Department of Planning & Zoning

The 2005 *Comprehensive Parks and Recreation Master Plan for Purcellville, Virginia*, being adopted as part of this comprehensive plan, found that the Town had a shortage of recreational facilities, including sports fields, playing courts, and passive public open space. The recreational needs assessment conducted as part of this plan indicated that the Town had no surplus of any type of facility and was deficient in the following park facilities: 1 little league field; 1 basketball court; 1 indoor recreation court; 4 picnic areas; 2 soccer fields; 1 softball field; and 2 tennis courts. In addition to these facilities, additional cooperative County/Town facilities were recommended: 3 little league fields; 1 basketball court; 1 football field; 3 indoor recreation courts; 10 picnic areas; 1 racquetball court; 4 soccer fields; and 1 aquatic center.

The *Master Plan* recommended that the Town pursue neighborhood park development first on Town owned lands. Those areas identified in the plan include: (1) Nature Park; (2) Town-owned land on S. 20th Street (Rt. 611); (3) Main Street corridor near downtown; (4) Tear-drop intersection at Nursery and 20th Street; and (5) parkland within the Village Case development off of S. Maple Avenue. The master plan also recommends that the Town acquire or gain control of land for future park development and open space preservation. Furthermore, it recommends that additional park and open space land be considered outside the current Town boundaries within the Joint Land Management Area governed by PUGAMP.

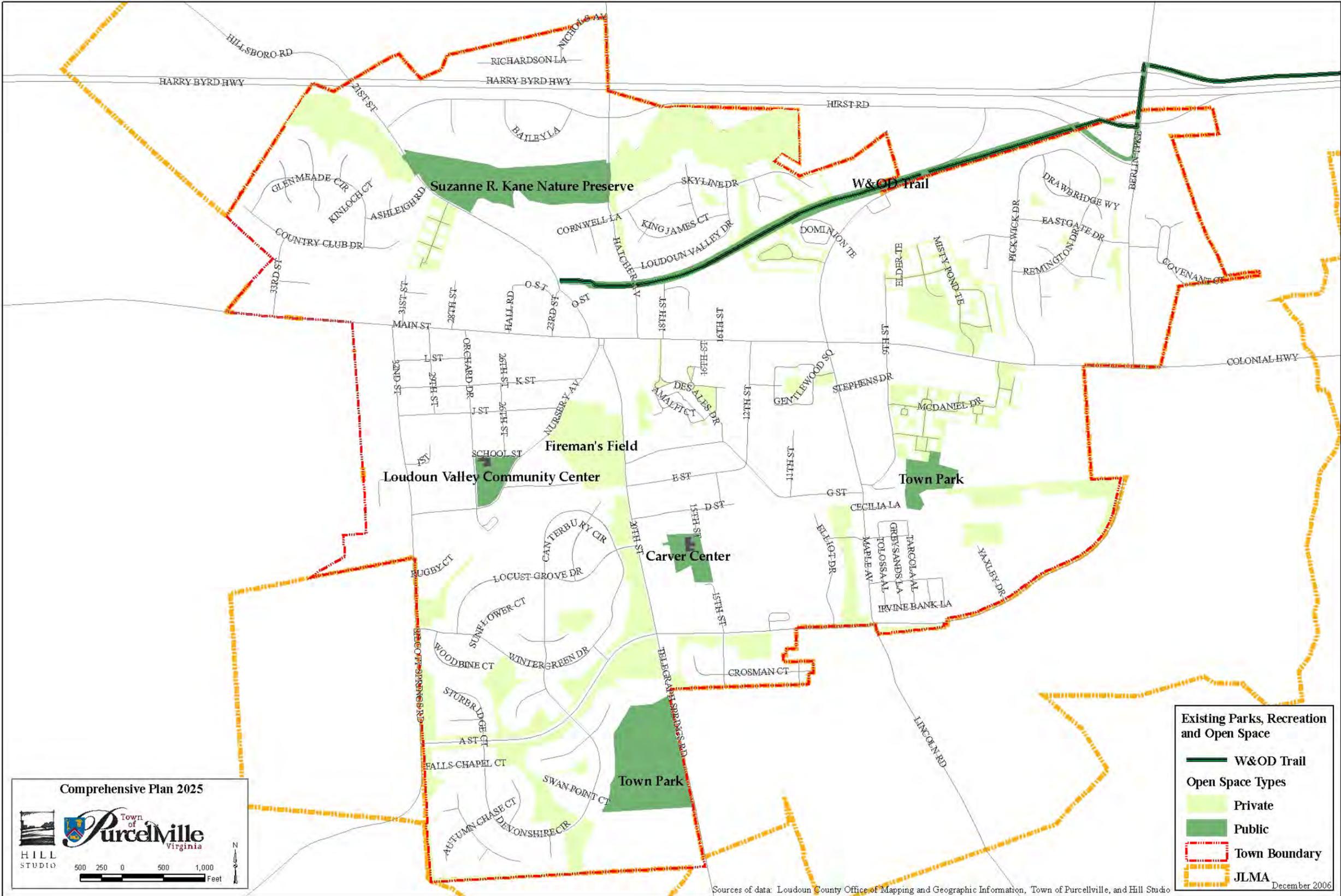
Greenways and Trails

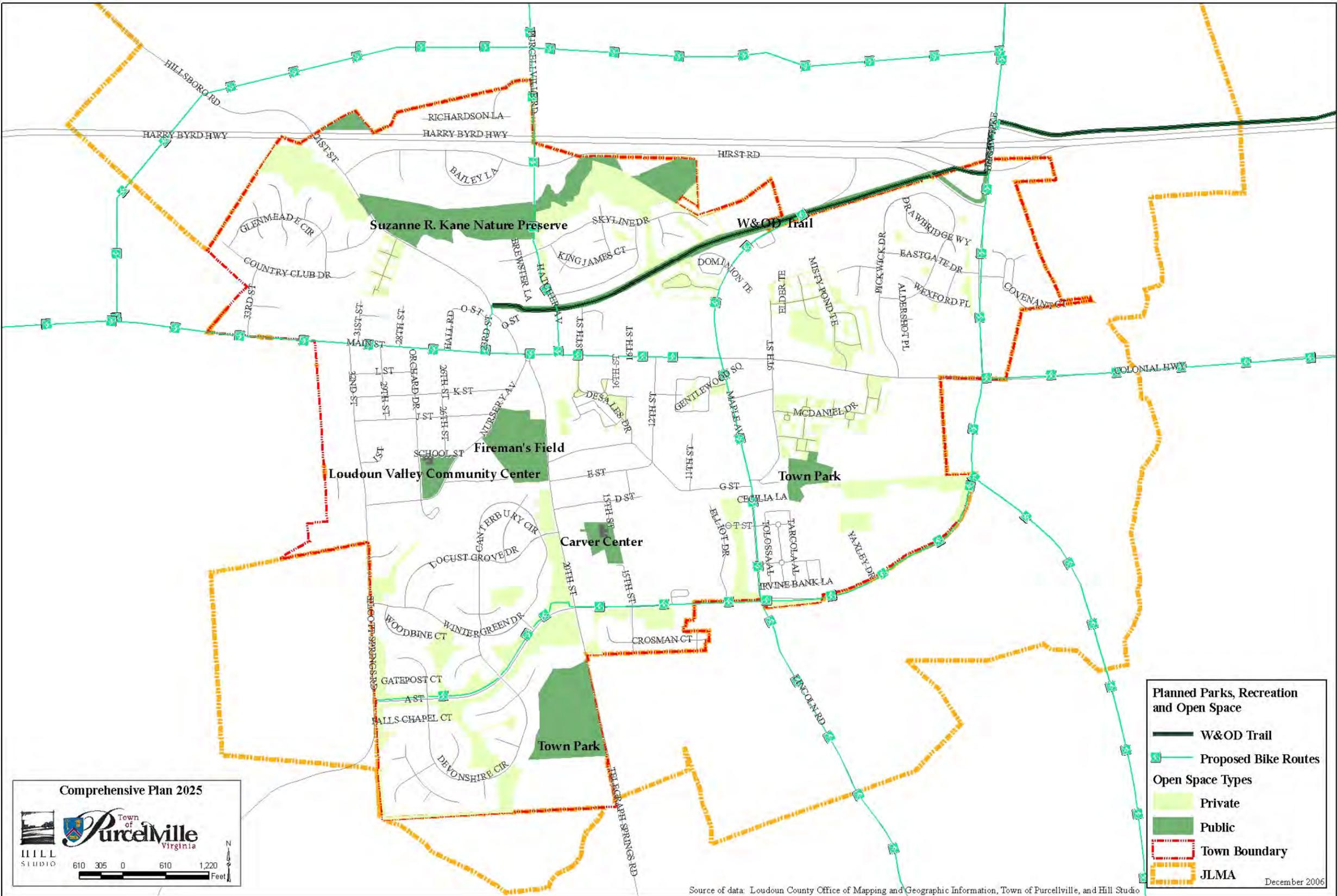
The Town is fortunate to have access to a significant regional trail system, the Washington & Old Dominion Railroad Regional Park (W&OD Trail), which runs from Alexandria to Purcellville at the Depot and 21st Street. Operated by the Northern Virginia Regional Park Authority, the Trail is 45 miles long and is generally located along the abandoned right-of-way of the former W&OD Railroad that operated in the region from 1859 to 1968. In Purcellville, access is available adjacent to the Train Station and at a trail head at Loudoun Valley High School. Other connections in Town are available on Hatcher Avenue, Loudoun Valley Drive and Pickwick Drive. The trail is well suited for walking, hiking, jogging, bicycling, in-line skating, and even horseback riding.

Open Space

Purcellville's heritage as an agricultural community has provided residents of the Town and the area with many scenic open spaces. Over the years, much of this agricultural landscape has been replaced with housing developments. However, there are still public and private open spaces in the area that provide the community with attractive landscapes for impressive views and passive recreation. Both public and common open spaces are shown on Map 3 – Parks, Recreation and Open Space Map.

Within the Town, the most prominent public open spaces are the Nature Park and Fireman's Field. The three public schools in Town also offer campuses with open landscapes. Many of the newer residential developments have included common open spaces in their neighborhoods; however, these spaces are reserved for residents of those developments and not generally open to the public.





2025 Parks, Recreation and Open Space Issues and Opportunities

For the purposes of recreational planning, a five-mile service radius is typically considered. In 2005, there were 18,500 persons (County and Town) within that service radius. Of those persons, almost half were characterized as part of a family with young children. It was estimated that one-third of that population was under 19 years of age and that the largest age group was between 0 and 9 years of age. Thus, in the future there will be an increased need to provide recreational facilities and programs for young children and youth, as well as their parents.

Based on the findings of the Parks and Recreation Master Plan, the Town should pursue the Plan's recommendations for developing additional park facilities and land. With additional residential growth projected, the demand for additional park facilities and programs is expected to increase. One way of adding public recreation facilities would be to consider land dedications for public use as part of proffered conditions when considering development proposals. When considering proposals, proffers should be evaluated on the basis of their need in conjunction with the proposed rezoning, the value to the public, and their consistency with the adopted Parks and Recreation Master Plan. Also, cash proffers may be used for parks and recreation facilities; however, the Town must adopt a proffer policy and accept and monitor contributions in accordance with State requirements.

Improved connections between park and public spaces and facilities using greenways, trails, sidewalks, and bicycle paths has been and should remain a focal point of Town efforts. These can provide extensive benefits to the community's quality of life, as well as increasing recreational opportunities. The 2003 *Loudoun County Bicycle & Pedestrian Mobility Master Plan*, which addresses a county-wide bicycle and trail network, was adopted by the Town in 2003. With the terminus of the W&OD Trail in Purcellville, the master plan encourages Purcellville to include goals for bicycle and pedestrian connections and to endorse network connections to the public schools and Franklin Park. Business Route 7, Main Street, is identified as a connection corridor for improvement and linkage. In addition, there are opportunities for connections to the nearby villages of Hamilton and Lincoln. For example, the old Manassas Gap Railroad bed may be a possible connection in the southeast quadrant of Town. Open spaces negotiated as part of planned housing developments should be made as accessible as possible to the general public. It is important to link new neighborhood developments to the larger Town and make connections to the overall community; the benefits of open space should be public and extend beyond the limits of a single development. Common and public open spaces have been delineated on the Parks, Recreation and Open Space Map. Additional linkages between existing public and common open spaces should be pursued to enhance the overall network of recreational facilities.

Fireman's Field, while considered a public facility, is privately owned by the Purcellville Volunteer Fire Department. This facility is not only an important recreational resource, but it is a significant historic resource as the site of the remaining portion of Dillon's Woods and the architecturally and culturally important Bush Tabernacle. It is especially important that the integrity of the property be preserved. If the Fire Department considers future sale of the property, the Town should consider acquisition to protect the public's interest in this heritage property.

In 2004, Purcellville drafted a Tree Conservation Ordinance to encourage the planting and proper care of trees throughout the Town, ensure the preservation of existing healthy trees, and replenish tree stock. A Tree and Beautification Commission was established; however, the ordinance has not been adopted. The retention and planting of trees in Purcellville is viewed as especially important in enhancing the ambiance of the community and its environmental quality. Increased vegetation mitigates pollution from vehicles, industries, and storm water runoff. Various efforts to protect existing trees and implement new tree planting will benefit Purcellville in the long-term and improve the overall quality of life for residents. Development of a Tree Master Plan will assist the Town further in achieving tree conservation goals. The plan should include an inventory of existing trees on public land, establish recommendations for increasing the long-term tree canopy (the top layer of the tree including branches and foliage that provide shade) and “greening” of Purcellville, and provide recommendations for tree planting programs and management. Many communities have undertaken tree master plans, and there are funding sources through local urban forestry councils and other agencies such as the National Arbor Day Foundation.

2025 Parks, Recreation and Open Space Policies & Implementation Strategies

The following policies provide guidance and direction in addressing issues and future opportunities in Purcellville with respect to parks, recreation and open space. Enhanced recreational opportunities and quality public open spaces are key components in creating the quality, livable community Purcellville residents desire for the future.

Implementation strategies are recommended to achieve each of the parks, recreation and open space policies. Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.

1. *Quality of Life:* Enhance the quality of life for residents and community appeal through integrated park, recreational and environmental conservation efforts to meet the Town’s and the region’s physical, social, educational, cultural, and aesthetic needs.

Implementation Strategies:

- 1.1 Amend the Zoning Ordinance to include a Parks and Open Space District with specified land uses that will provide appropriate land development guidance and protection for important parks and open spaces.
- 1.2 Amend the Zoning Map to reflect conservation and preservation of recreation and open space areas identified on the Planned Land Use map adopted as part of the 2025 Comprehensive Plan.
- 1.3 Review and update the Zoning and Subdivision Ordinances with respect to trees, landscaping, buffers, open space and environmental protection requirements for new development. Ensure that provisions are consistent with the 2025 Comprehensive Plan and that they are reflective of today’s planning approaches and standards.

2. ***Recreation is of High Value: Recognize the importance and significant contribution that quality recreation facilities and programs make to the overall health, well-being and quality of life of the community.***

Implementation Strategies:

- 2.1 Review existing open spaces to determine the capacity of the space to handle various recreational activities (i.e. greenways, blueways, trails and scenic corridors). Apply adopted recommendations and standards established by the Virginia Outdoors Plan, Virginia Department of Conservation and Recreation.

3. ***Recreation Programs and Access: Provide a broad range of recreational opportunities and programs for residents and visitors of all ages. Integrate and consider parks and recreation in all aspects of planning and development. Utilize holistic approaches that encourage partnership and collaborative efforts to address the Town's physical, social, educational, cultural and aesthetic needs.***

Implementation Strategies:

- 3.1 Develop a fiscal model for reviewing new developments that includes an analysis of recreation needs and development impact on recreation facilities.
- 3.2 Include recreational facilities in the adopted capital improvements program.
- 3.3 When considering new developments, negotiate proffers for reserving land for parks and enhancing public recreation facilities and open space. Ensure that benefits extend to the general public.

4. ***Adequate Recreation Facilities: Plan, acquire and develop new parks, greenway connections, and recreational facilities to keep pace with growth. Encourage the location of compatible, small scale cultural, recreational and entertainment facilities in or near the Town limits. Encourage the development of recreational facilities that are appropriate to meet the needs of residents.***

Implementation Strategies:

- 4.1 Provide safe, easy and attractive access to the W&OD Bike Trail to and from residential and commercial areas. Work with the Northern Va. Regional Park Authority to identify and implement additional access points. Ensure adjacent property owner privacy by providing landscape or other buffers where needed. In the downtown commercial district adopt zoning regulations & policies to ensure that the W&OD Trail is part of downtown, as opposed to screened & separate from downtown activities.
- 4.2 Connect the W&OD Trail in the form of a Town greenway or bicycle path to W. Main Street and extend to Town limits as part of the Town's transportation enhancement improvements to Main Street and 23rd Street. Coordinate with Loudoun County and the Town of Round Hill regarding the greenway link to Franklin Park. Develop facilities in accordance with safety standards established by the National Highway Traffic Safety Administration (NHTSA).

- 4.3 Develop a Purcellville Bicycle Plan and route map that links recreational bicycle destinations and ties the W&OD Trail to the Town's commercial areas. Develop links in accordance with NHTSA standards.
- 4.4 Identify potential greenway connections between Purcellville and the surrounding villages of Hamilton, Lincoln and Round Hill. Encourage preservation and development of the old Loudoun spur of the Manassas Gap Railroad bed as a trail with connections to developments in the southeast quadrant of Town.

5. *Open Space: Conserve natural areas. Preserve, protect and acquire significant open space. Expand public ownership of open spaces and greenways in Purcellville where feasible. Promote sensitive growth and development that preserves and integrates open space in community planning.*

Implementation Strategies:

- 5.1 Place conservation easements on important Town recreational properties such as the Nature Park, Reservoir lands, and other natural or historic areas.
- 5.2 Implement the Open Space Preservation Program adopted by the Town Council in 2006 by working with the owners of existing significant private open space to encourage its preservation through means acceptable to the owners and the Town.

6. *Tree Preservation, Planting and Maintenance: Encourage the preservation of existing trees in new development. Encourage tree planting and beautification of public and private land to increase Purcellville's tree canopy. Promote partnerships in tree retention, replacement and planting.*

Implementation Strategies:

- 6.1 Maintain and support the work of the Purcellville Tree and Beautification Commission.
- 6.2 Conduct a tree inventory on public lands and develop a Tree Master Plan that provides goals for increasing Purcellville's overall tree canopy (percentage); provides guidance for tree maintenance; and establishes a planting schedule to sustain and enhance the inventory of trees in Purcellville. Solicit grant funding for the plan through the National Arbor Day Foundation or other sources.
- 6.3 Implement a public tree planting program. Develop a tree preservation and replacement plan that promotes public-private partnerships for tree retention, replacement and planting in Purcellville.
- 6.4 Adopt a Tree Conservation Ordinance to protect trees in Purcellville in accordance with State enabling legislation.
- 6.5 Develop public education materials for Purcellville's tree conservation program, permit process, and Tree and Beautification Commission responsibilities and purview.
- 6.6 Fulfill the requirements to become a Tree City through the National Arbor Day Foundation.

- 7. Sensitive Resources: Protect scenic, environmental and historic resources that contribute to the public health, well-being and enjoyment of Town residents and visitors. Promote ecological balance to enhance the Town's appearance and retain its natural character.**

Implementation Strategies:

- 7.1 Protect and preserve Firemen's Field as a public park and open space by acquiring the property for the citizens of Purcellville.
 - 7.2 Preserve the historic Tabernacle building at Firemen's Field through public ownership and oversight. Ensure that any appropriate maintenance is undertaken.
 - 7.3 Celebrate and share the history of Firemen's Field, the Tabernacle, and the remaining portion of Dillon's Woods by developing, designing and installing interpretive elements, such as plaques, kiosks, or other signage on the property to relate the area's history and significance.
- 8. Stewardship: Provide responsible stewardship for parks and recreation funds through innovative partnerships, cooperative agreements and use of sound, innovative business practices. Facilitate volunteerism and promote grassroots support for recreation and conservation initiatives in the community. Reinforce environmental values through ecologically responsible management and environmental education programs.**

Historic Resources

Overview of Purcellville's Historic Resources

Much of Purcellville's character and history still survives in its residential, commercial, and industrial architecture. As with many communities, Purcellville is experiencing a renewed interest in its history and architecture, especially as revitalization tools for enhanced prosperity, community development, and tourism. The Town's location on Business Route 7, the historic Great Wagon Road, provides a unique opportunity for those entering the community to visibly experience Purcellville's architecture.

There are a number of architecturally significant homes on Main Street and neighboring streets that are tangible reminders of Purcellville's turn of the century flavor and spirit. Representative styles include Queen Anne, Italianate, American Four-Square, and Bungalow to name a few. Although many of the residences along East Main were constructed around 1900, some predate the twentieth-century. Most were built and occupied by the members of Purcellville's early professional community, including doctors, lawyers, and merchants.⁴ Although the homes along West Main Street were predominantly built between 1933 and 1950, at least fourteen houses are known to have been constructed before 1915.



27/20474 - 410 and 420 E. Main St., Looking SE

Likewise, Purcellville's downtown business district contains an assemblage of significant buildings that provide an important link to the Town's history. While not extensive in number, they lend a special character to Purcellville and provide opportunities for investment and future economic development. Many of Purcellville's earliest buildings fell victim to two disastrous fires in 1914; however, several which pre-date the Civil War remain: a building operated as a store/post office by Valentine Purcell from 1822 to 1901; log building at 133 East Main now occupied by Lauten Construction Company; a residential building at 131 Ken Culbert Lane formerly on the property where the Purcellville Ridge community is located; Hampton's Hotel, whose east section was built in 1838; the Asa Moore Janney House, built around 1848; and the Dillon Homestead at 228 North

⁴ Asa Moore Janney, *A Medieval Virginia Town*, . (1986).

21st Street, the Town's oldest home built circa 1797.⁵ Additionally, what is now Hall's Funeral Home was once the Town's first church—its dated stone reads 1892.

The core of the downtown business district is a valuable collection of older commercial and industrial buildings. Most of the buildings are over 50 years old and are important to the Town's historical context. Purcellville's old Washington & Old Dominion Railroad depot (circa 1904) was



restored in 1999 and converted into a museum and community meeting place as a result of the combined efforts of the Purcellville Preservation Association and public and private support.

Dillon's Warehouse (1905) also has been restored next to the depot and is a thriving restaurant. The Adams Seed Mill, formerly known as the Loudoun County Milling Company, is another reminder of the Town's agricultural beginnings that has been given new life as a mixed use structure, housing a bicycle shop, offices

and an apartment. The early twentieth century brick, stone, and concrete structures that line 21st and Main Streets remain relatively intact and provide another glimpse into Purcellville's commercial heyday.

Among others, Nichols Hardware Store and the White Palace Restaurant, with its unique ball topped parapets, evoke the spirit of old downtown. Nichol's Warehouse, once home to a livery stable, dates to the 1880s and utilizes mortise-and-tenon "wood-peg" construction and German siding.



Other examples of Purcellville's diverse architectural and cultural heritage include the monumental, vault-shaped old bank building on Main Street (1915), the Gothic Revival Bethany Church and the Tudor Cottage Library.

Purcell's Store, the Town's first building, is still standing at the northwest corner of Main Street and Hatcher Avenue.

Photos from Town Photo Archives

⁵ Eugene Scheel, The Strangers' and Citizens' Guide to Purcellville,(1981).

A most remarkable property and structure with an extensive history lies south of Main Street between Nursery Avenue and 20th Street. The property is commonly known today as Firemen's Field and the skating rink; however, it was originally the site of Dillon's Woods and the historically significant 1904 Bush Tabernacle, an early tabernacle that was the annual meeting place of the Prohibition and Evangelical Association (1877-1931) of Loudoun County.



Town Photo Archives

1998 Comprehensive Plan Recommendations

The 1998 Plan proposed an initial program for the preservation and rehabilitation of the Town's historic resources in the downtown business district and surrounding vicinity. Through recommended initiatives, the plan's goal was to encourage positive economic development and additional preservation beyond the downtown through the development of public-private partnerships and cooperative efforts. The plan identified the Cole Farm as an important historic property and recommended a special design district to ensure that future development on the property would incorporate and preserve existing features to the greatest extent possible.

The 1998 Purcellville Comprehensive Plan further recommended the following additional historic preservation efforts. Progress on these recommendations has been significant, as noted in the "Existing Conditions" section that follows this list:

- Undertake an intensive study of the historic business district and develop a preservation/revitalization plan to guide efforts, illustrate approaches, and emphasize the importance of preservation planning in Purcellville.
- Nominate the historic business district as a State and National Register historic district to create a permanent record of the Town's historic resources, strengthen community awareness, increase recognition and tourism, and provide funding incentives for rehabilitation.
- Implement the techniques and philosophies of the Virginia Main Street Program to improve the aesthetic appearance and economic potential of the historic business district. Apply for designation as a recognized Main Street Community and designate a staff person or advisory board to carry out the Main Street Program.
- Investigate local historic district designation and the creation of an historic overlay district. Establish an architectural review board and adopt design guidelines.

- Recognize, protect and promote Purcellville’s historic and architectural character by developing a program to document architecturally or historically significant structures.
- Encourage the maintenance of the downtown business district through promoting appropriate, adaptive reuse of historic buildings. Encourage the maintenance and rehabilitation of other contributing historic structures constructed prior to 1950.
- Encourage new development that is architecturally compatible with existing structures.
- Accept donations of historically significant sites and structures where valid public uses can be demonstrated.

2005 Existing Conditions

Purcellville’s historic resources are shown on the following Historic Resources map. As of 2006, in addition to the new Purcellville Virginia Landmarks Register historic district, there are two historic resources in the Town limits that have been determined eligible for listing on the Virginia Landmarks Register and National Register of Historic Places: the W&OD train depot and the William Cole Farm.

Since 1998, Purcellville has actively pursued recommended historic preservation initiatives. There has been much success and progress toward achieving the goal of rehabilitated historic structures and raised awareness of the Town’s historic resources. In 1999, the historic W&OD railroad depot was restored by the Purcellville Preservation Association and later transferred to the Town for continued preservation and use as a community resource.

In 2003, with cooperation of the property owners of the historic Cole Farm, the Town sponsored a Loudoun County Design Cabinet design charrette that explored respectful development plans which incorporated preservation and adaptive reuse of the property’s main house and barns. The Town subsequently provided the plans to the property owners for reference and guidance in future development of their property.



Photo from Town Archives

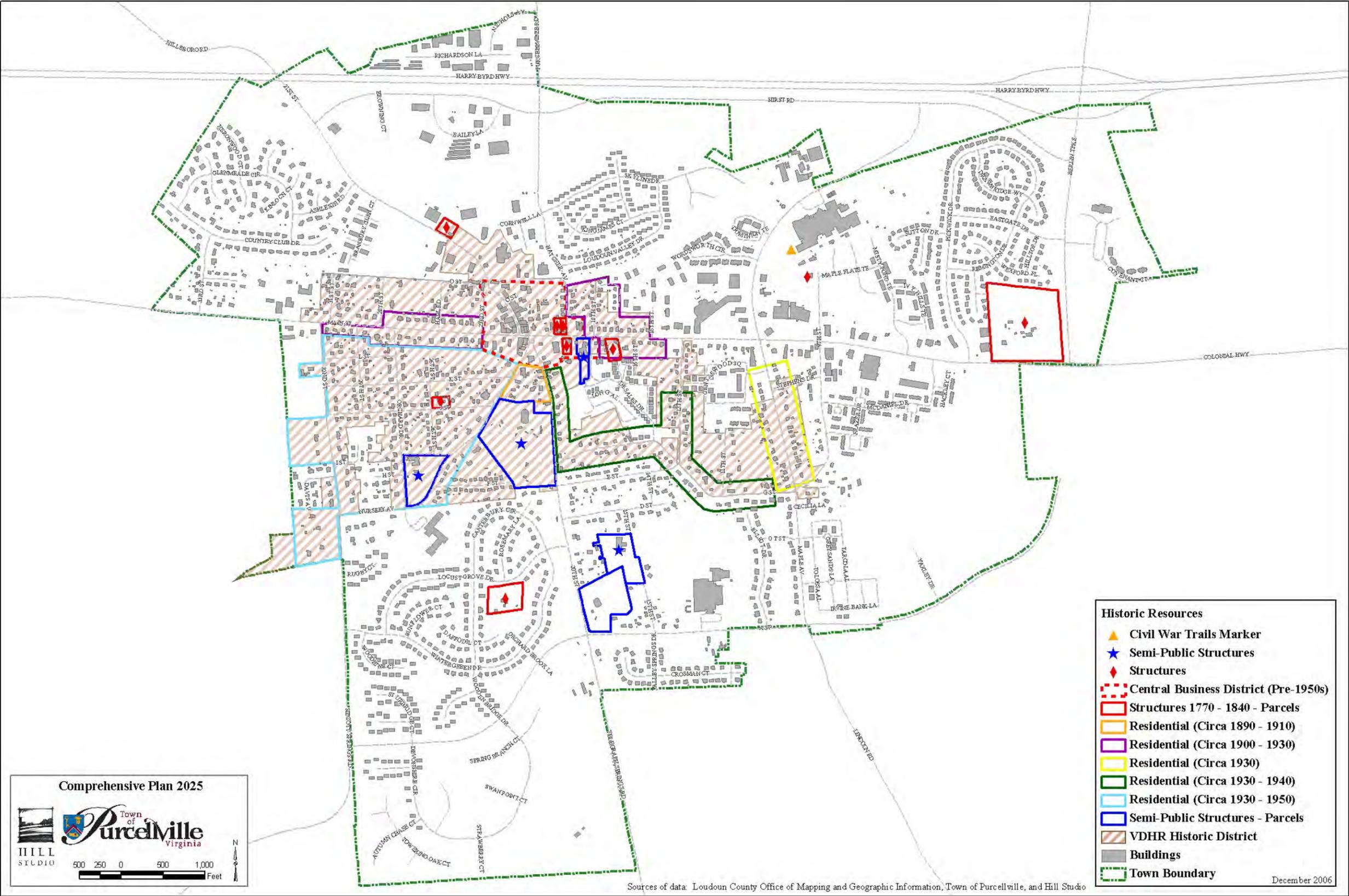
In 2004, the Town received approval to participate as an affiliate partner in the Virginia Main Street Program. The downtown revitalization program provides training and assistance from the Virginia Main Street staff to help prepare for full membership as a designated Virginia Main Street Community. The Town also participates in the Main Street Loudoun program operated by the Loudoun County Department of Economic Development. This program provides Main Street technical assistance to all seven towns in the county and promotes cooperation among the towns in preserving and enhancing their historic downtowns.

In 2005, the Town developed a Downtown Master Plan facilitated by a grant from National Endowment of the Arts. The master plan integrated historic preservation and economic development for the downtown business core and recommended several major initiatives to bolster preservation, tourism and economic development. These initiatives are incorporated into this Comprehensive Plan, and the specific recommendations for downtown and Main Street are discussed in greater detail in the Economic Development section of this plan. The Town continues to support the revitalization of and investment in historic business district and Main Street.

In 2005, the Town conducted a preliminary information survey for the Purcellville Historic District. Following a comprehensive survey of all structures within the proposed district, the formal Virginia and National Register district nominations were submitted to the Virginia Department of Historic Resources in September 2006, and the historic district was listed on the Virginia Landmarks Register in December 2006, with listing on the National Register expected in early 2007. Inclusion of the downtown and surrounding area on the State and National registers will enable property owners to apply for historic rehabilitation tax credits for certain qualifying rehabilitation projects within the district. The State program provides a tax credit for up to 25 percent of approved rehabilitation costs for homeowners, as well as investor-owned properties; the Federal program provides a tax credit for up to 20 percent for only income-producing properties. To receive the credits, all rehabilitation work must be in accordance with the U. S. Secretary of the Interior's *Standards for the Rehabilitation of Historic Properties*.

In May 2005, the Town Council established a Board of Architectural Review (BAR) following approval of a Town Charter amendment by the 2004 General Assembly. An Architectural Control Overlay District was adopted to provide for BAR to review all new construction, reconstruction, alteration or restoration of buildings, structures or signs that are not zoned or used for residential purposes. The BAR held its first business meeting in June 2005, and the Town Council adopted design guidelines in November 2006 drafted by the BAR for projects within its purview.

In September 2005, Purcellville adopted an Historic Corridor Overlay District for the main corridors of tourist access into historic Purcellville. This district, which includes all properties adjacent to Route 287, Main Street, S. 32nd Street, N. 21st Street and N. 23rd Street, requires Board of Architectural Review approval of new construction, reconstruction, alteration, restoration, relocation or demolition of buildings or structures in the corridor. The historic corridor overlay district includes the Cole Farm, as well as other historic areas along Main Street and downtown. The district will assist the Town in reviewing any future development on these properties, thereby helping to ensure that the preservation goals established by the Comprehensive Plan are achieved.



2025 Historic Resources Issues and Opportunities

The listing of historic areas in Purcellville on the Virginia Landmarks Register and the National Register of Historic Places will increase incentives to enhance the downtown and qualifying neighborhoods using available State and Federal tax incentives. In addition, there may be opportunities for the Town to assist property owners in the rehabilitation of their properties through technical assistance and design guidelines, property tax incentives for restored properties, and service districts to fund recommended downtown improvements, such as landscaping and decorative lighting in the public right-of-way.

The *Purcellville Downtown Master Plan* provides the Town with a long-range, phased plan for encouraging additional economic development in the downtown, while preserving and enhancing contributing historic buildings. The Plan includes many recommendations for public and private improvements and identifies opportunities for future infill development. The downtown plan serves as a revitalization catalyst to build a stronger downtown business district that will be a destination for western Loudoun County. As a spin-off, enhanced historic neighborhoods and an impressive Main Street will add to the recognition of Purcellville as an outstanding community in which to live and an attractive and inviting destination to visit.

An essential element for successful reinvestment and a memorable historic district is the existence of sufficient local controls to preserve important historic properties and protect property owners' investments. The State and Federal designations offer protection for properties only where federal funds are involved in a project (i.e. road construction). Many communities adopt local historic district regulations that establish a board such as the Town's Board of Architectural Review to review property alterations, new construction, and demolition. The regulations are accompanied by adopted design guidelines such as the Town's *Design Guidelines* that ensure consistency in review and assist property owners in understanding district requirements and appropriate rehabilitation methods. Adoption of the Historic Corridor Overlay District is a positive step in addressing building construction, reconstruction, alteration, restoration, demolition and relocation within the district. However, this district covers only a portion of the historic areas of Purcellville.

The Town could prepare a more detailed historic preservation plan that provides guidance for protecting and maintaining important structures. The Virginia Department of Historic Resources has cost-sharing planning grants to help in this effort. Such a preservation plan would assist government agencies in identifying and working with historic properties, as well as provide local preservationists a collaborative and effective tool for historic preservation and heritage tourism.

Special historic properties like the Cole Farm Homestead and Crooked Run Orchard continue to represent unique aspects of Purcellville worthy of preservation for future generations. Collaborative efforts should be used to work with property owners in sustaining these special community assets through partnerships, patience and a commitment to achieve innovative and workable long-term plans for these properties. There are many opportunities for collaboration with and assistance to property owners, including technical assistance from various sources and potential financial mechanisms to address property rehabilitation and development pressures.

2025 Historic Resources Policies

The visionary goals for historic resources from the 1998 Comprehensive Plan are integrated into the following policies for the future. As with the previous plan, historic preservation and the protection of Purcellville's special resources will play important roles in facilitating the desired direction for community and economic development in the future.

Implementation strategies are recommended to promote the policies established for preserving, protecting and celebrating the historic resources of Purcellville. Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.

1. **Historic Preservation:** Preserve and protect the historic character and integrity of Purcellville. Promote community awareness of the Town's historic resources. Provide public support and advocacy for preserving the historic downtown and contributing residential neighborhoods.

Implementation Strategies:

- 1.1 Ensure that historic properties listed or deemed eligible for listing on the State and/or National Register of Historic Places are preserved as vital links to the Town's history by developing and implementing a local historic district ordinance that can be supported by a majority of property owners.
 - 1.2 Promote appropriate rehabilitation and adaptive reuse of historic buildings and properties by developing and implementing design guidelines that will assist property owners in successfully rehabilitating and developing their properties. Include design guidance for new construction that will encourage compatible development patterns reflective of Purcellville's town character.
 - 1.3 Address the potential demolition of historic properties by implementing an administrative process that will notify Town staff and other interests of threats to historic resources. Establish a "preservation assistance team" that can discuss options with a property owner or developer.
2. **Preservation Tools:** Provide technical assistance and financial incentives, where feasible, to property owners rehabilitating historic resources. Utilize public and private partnerships to assemble tools and strategies for property rehabilitation and development.

Implementation Strategies:

- 2.1 Encourage private investment in historic properties with financial incentives. Investigate various preservation incentives such as architectural assistance, grants or low-interest loans for commercial façade renovations, local real estate tax abatement for increased values on rehabilitated property, or other applicable programs. Implement those that are appropriate.

- 2.2 Promote the use of Federal and State historic tax credits by providing technical information to citizens interested in making use of the tax credits. Contact the Virginia Department of Historic Resources and obtain public materials for distribution. Share information regarding successful development projects that have used the credits.
- 2.3 Research available grant funding and pursue grant programs that will assist Purcellville in furthering historic preservation planning and documenting historic resources.

3. *Historic Resources Marketing and Promotion:* Encourage and support the promotion of Purcellville's historic and cultural resources to enhance economic investment and community development. Participate in the Virginia Main Street Program to facilitate successful revitalization of the downtown and the larger community.

Implementation Strategies:

- 3.1 Partner with the Purcellville Preservation Association to recognize locally-significant resources and good preservation examples with an awards and historic plaque program.
- 3.2 Partner with the Purcellville Preservation Association to develop an up-to-date Historic Walking Tour of downtown and historic neighborhoods.
- 3.3 Increase public awareness of Purcellville's historic resources by developing interpretive materials or exhibits for significant historic resources in Purcellville. Initial priority should be given to the Tabernacle, site of the historic Bush Meetings.



An Opportunity to Celebrate History with an Interpretive Program at the Bush Tabernacle

4. *Preservation Partnership Development:* Support partnership efforts to create successful historic preservation projects.

Implementation Strategies:

- 4.1 Implement the techniques and philosophies of the Virginia Main Street Program to improve both the aesthetic appearance and economic potential of the historic business district. When the Town has developed sufficient volunteer capacity and financial support, develop a public or private Main Street organization with professional staff and a volunteer board. Once the Main Street Program is in operation, become officially recognized Main Street Community.
- 4.2 Review Loudoun County's *Heritage Preservation Plan* and ensure that Purcellville's historic resources are appropriately addressed. Coordinate County and Town preservation efforts to ensure consistency and effective historic preservation strategies.
- 4.3 Work with the Purcellville Preservation Association to complete an inventory of historic resources for the entire town and a preservation plan. Apply to Virginia Department of Historic Resources for a planning grant for the project.

Economic Development

1998 Comprehensive Plan Recommendations

While Purcellville was described in 1998 as a bedroom community serving the major employment centers of metropolitan Northern Virginia, the Comprehensive Plan recognized Purcellville as the agricultural, retail and professional center for western Loudoun County. Route 7 was identified as an opportunity area for additional commercial and industrial activity. Employment opportunities were envisioned to continue increasing for the commercial and service sectors.

Economic development initiatives for the Town encouraged business development that complemented the small-town character of Purcellville and the needs of community residents. The plan included the following major economic development objectives, along with a number of recommended actions. The objectives are highlighted in BOLD below, followed by a list of the actions taken to help implement those objectives between 1998 and the creation of this updated plan:

- **1998 OBJECTIVE 1: Enhancing Purcellville's role as the economic, cultural and educational center of western Loudoun County.**

Actions Taken:

- Enhanced the downtown farmer's market with new signage, provision of wireless internet access for the merchants and addition of electrical service in conjunction with new light poles at the location;
 - Improved Town/business relations through Town-sponsored business forums, charettes and support of the Main Street program; and
 - Supported community events that bring citizens and visitors to the Town business centers.
- **1998 OBJECTIVE 2: Providing a favorable and balanced business climate that encourages the growth of existing businesses and attracts new businesses.**

Actions Taken:

- Began sponsoring Small Business Development Center training programs in Town;
- Conducted consumer and business surveys;
- Worked closely with the Loudoun County Department of Economic Development Community Development program on business recruitment and retention;
- Created a Board of Architectural Review; and

- Consolidated Town commercial zoning districts to encourage mixed use development and to enhance the town's ability to improve the quality of commercial development.

▪ **1998 OBJECTIVE 3: Marketing Purcellville as a premium business location.**

Actions Taken:

- Participated in countywide Main Street events such as Main Street is Blooming; and
- Funded a branding and marketing study for the Town.

▪ **1998 OBJECTIVE 4: Promoting tourism and new business opportunities in the historic business district.**

Actions Taken:

- Joined the Main Street Loudoun program and become an Affiliate member of the Virginia Main Street program;
- Initiated the National Register Nomination for the Purcellville Historic District; and

▪ **1998 OBJECTIVE 5: Providing sufficient physical infrastructure to accommodate future business growth and new economic development opportunities.**

Actions Taken:

- Provided a new public parking lot in the downtown core;
- Implemented traffic improvements to Main Street, Maple Avenue and 21st Street;
- Planned and began construction of new sidewalk connections; and
- Included a Capital Improvements budget within the annual Town budget.

▪ **1998 OBJECTIVE 6: Encouraging businesses that protect Purcellville's environmental and aesthetic qualities.**

Actions Taken:

- Established architectural review of all new commercial and industrial development to ensure that new construction is compatible with the Town's existing small town character;
- Established outdoor lighting standards to minimize light pollution within the Town; and
- Began working with developers to protect sensitive environmental resources through the site plan process.

▪ **1998 OBJECTIVE 7: Providing businesses and Purcellville with balanced, healthy financial conditions.**

Actions Taken:

- Through the business survey, collected data on demands for new businesses and services and developed a preferred business list for recruitment;
- Established Town fiscal policies; and
- Worked to create a balanced commercial and residential tax base.

2005 Existing Conditions

Economy and Market

Purcellville continues to offer a small-town historic character and a prominent location for business development. Market studies conducted in 2004 and 2005 indicated that the Town continues to serve as a major market center for western Loudoun County with significant opportunities for capturing additional economic development. In addition, the opening in the Fall of 2000 of Patrick Henry College, a private, four-year, coeducational college, has the potential to impact the town's economy as it grows. These impacts might include demand for lodging for short-term stays by parents and other visitors to the college, off-campus housing demands, retail and restaurant sales, and additional workforce for local businesses.

Purcellville's fast population growth has outpaced retail and commercial development in town. The 1998 Comprehensive Plan established an ambitious agenda for encouraging additional economic development, and some significant actions were taken, as noted in the previous section. Additional action is necessary to attract desired businesses and balance the residential growth that has occurred.

To ensure the health, vitality and high quality of life for Purcellville, it is essential that the Town support economic development that provides local employment opportunities, needed services to residents, and fosters a healthy community and business environment. Since land for commercial and industrial development is limited, every effort must be made to ensure that land is utilized in a manner that will maximize its contribution to the Town's tax base, while ensuring that development is complementary to Town character and goals for the future. Key to supporting economic development is the attraction of new businesses and visitors, as well as local support of existing businesses.

The Town Council Ways & Means Committee and its citizens' advisory committee, the Economic Development Advisory Committee (EDAC), are charged with promoting economic development, recommending general policies for business development and retention, identifying funds for local economic development activities, review of Town's budget for economic development expenditures, economic development marketing and publicity, promotion of tourism, and identification of potential business prospects. Town branding and marketing have been identified as needed to improve the Town's image, promote economic development opportunities, and improve the health and productivity of the community.

According to the 2005 *Purcellville Business District Market Analysis* conducted as part of the *Downtown Master Plan*, the Purcellville market is 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). As of 2004, more than 91% of Purcellville's population are high school graduates or higher and almost 50% of the households within a ten-mile radius have average household incomes of \$100,000 and above (Source: ESRI BIS forecasts for 2004 and 2009). The Main Street Loudoun *Purcellville Community Assessment* conducted in 2004 indicated substantial retail leakage (retail dollars that are spent by local residents outside of Purcellville) 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 2005 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.

Existing Business Characteristics

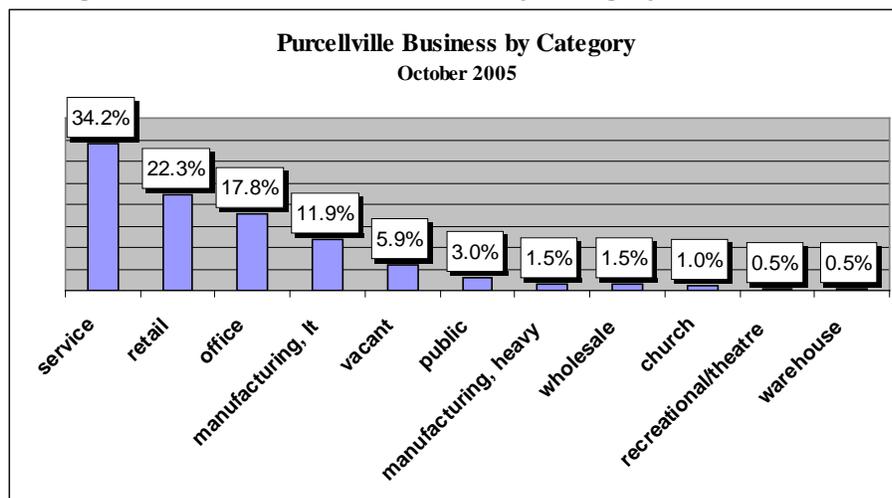
There are several distinct and diverse business areas in Town, and each will require a tailored approach for revitalization and investment. Purcellville's major commercial concentrations are found downtown, along East Main Street, and near West Main and 32nd Streets. Each of these business areas differ in development patterns, architecture, scale, and business type.

Downtown is viewed as the heart of the community, with unique historic structures, such as the Train Depot, Magnolia's at the Mill and Nichols Hardware, and a heritage that creates a special sense of place. Businesses in this area include antique and gift shops, restaurants, hardware, appliance and furniture stores. Based on the existing concentration of home improvement and home furnishing-related business, there is the potential for strengthening the downtown as a niche market for home furnishing and décor businesses. The existing restaurants, including the very popular Magnolia's at the Mill, also provide an entertainment slant to the downtown market. It is worthy to note that the historic Main Street entries into the downtown area provide an important ambiance that is reflective of Purcellville's town character.

The East Main Street corridor includes most of the Town's convenience commercial development, including three shopping centers: Purcellville Shopping Center with grocery and drug stores as anchor tenants; Loudoun Valley Shopping Center, currently anchored by Purcellville Marketplace; and Main Street Station, which includes a Giant grocery store, a bank and a strip of retail and restaurant uses. The area lacks complete sidewalk connections and includes some potential redevelopment parcels. The West Main Street commercial area currently includes a mix of service and convenience uses, as well as the Loudoun Truck Center. This area, which formerly included a car dealership, is currently underdeveloped. Industrial areas are located in close proximity to downtown and adjacent to the Route 7 Bypass. Most of these uses are contained in two industrial parks, Valley Industrial Park and Browning Industrial Park, which are located along Hirst Road. Part of Valley industrial Park is located on the north side of the Route 7 Bypass on East Richardson Lane and contains a variety of auto-related, warehouse and storage uses.

The location and types of businesses in Purcellville in 2005 are shown on the *Existing Businesses by Category* map on the following page. A 2005 land use inventory of commercial and industrial businesses is summarized in Figure 16 below. This inventory found that the largest percentage of town businesses (34%) were service-related, followed by 22% retail, 18% office, and 12% light manufacturing.

Figure 17. Purcellville Businesses by Category – October 2005

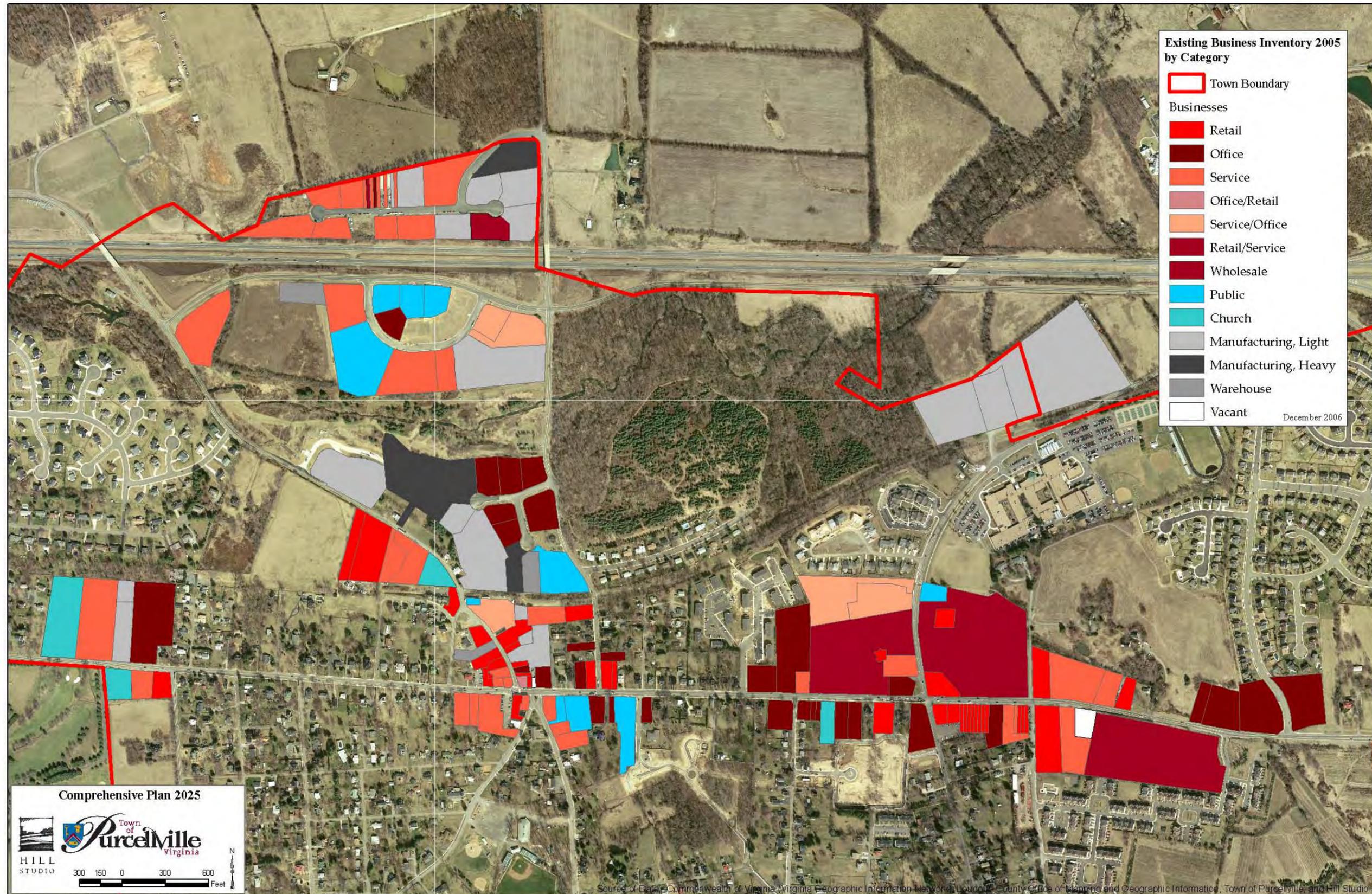


Source: 2005 Purcellville Downtown Master Plan, Purcellville Business Market Analysis

Labor and Employment

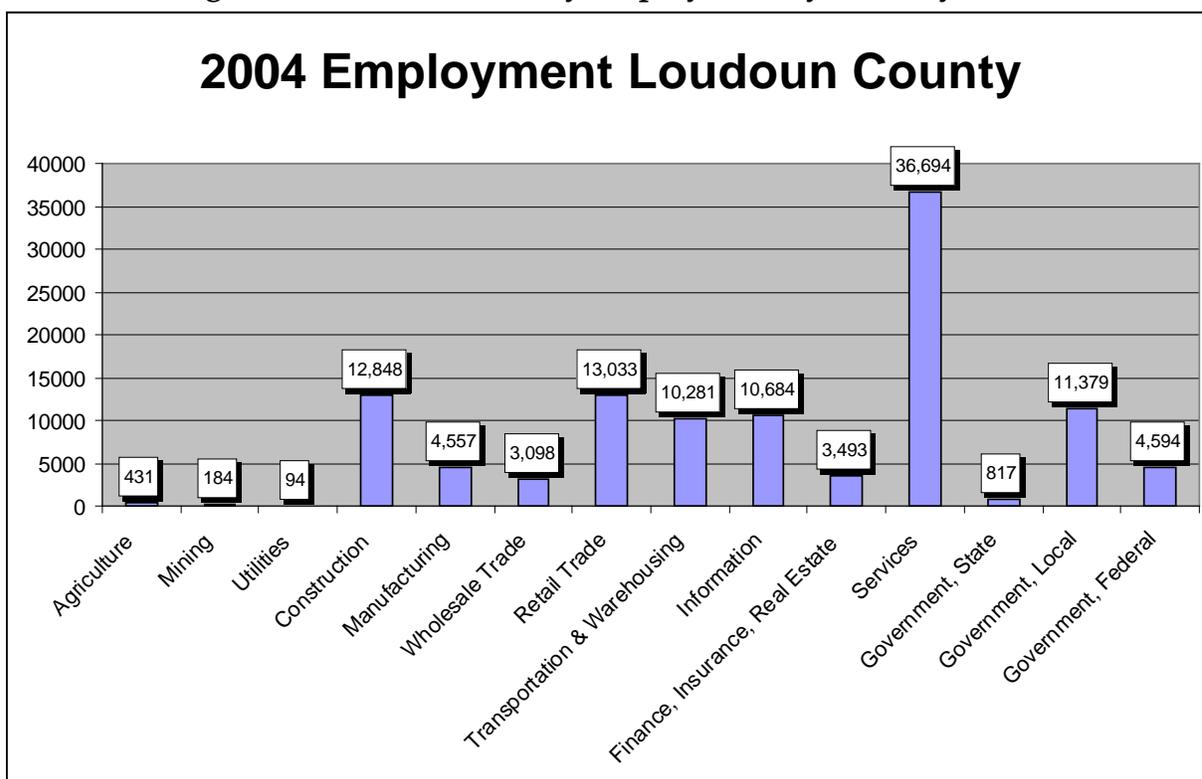
According to Virginia Employment Commission information assembled by the Loudoun County Department of Economic Development, the available civilian labor force in Purcellville and Loudoun County significantly increased between 1994 and 2004, almost doubling from an available 64,697 persons aged 16-64 in 1994 to 127,921 persons in 2004. Over the past decade the labor force participation rate has been high and constant, ranging from 79 to 86 percent. Unemployment rates have remained relatively low over the years ranging from less than one percent in 2000 to 3.6 percent in 2002. In 2004, the unemployment rate in the County was 2.3%, one of the lowest in the nation.

According to October 2005 cooperative forecasts developed by the Metropolitan Washington Council of Governments, employment and jobs in the Washington Metropolitan Area are projected to increase by 50% by 2030. In 2005, the number of employed persons in Loudoun County was 118,032 (Virginia Employment Commission). The highest employment growth is expected between 2005 and 2010. An average of 64,000 new jobs annually is anticipated. Loudoun County is expected to have the fastest employment growth of all jurisdictions (200%) by 2030. With the continued regional growth in jobs, employment is projected to increase in Loudoun County by 55% between 2005 and 2015. By 2030, projected County employment is expected to be 70,356. The amount of this employment growth that will occur within Purcellville will depend upon the opportunities that the community can provide for expansion of existing businesses, as well as the location of new businesses within the Town.



The diversity of employers in Loudoun County provides many employment opportunities which have supported a stable economy. According to the U. S. Census in 2000, 41.5% of those employed resided and worked in Loudoun County (38.9% of Loudoun County residents worked in Fairfax County). The mix of employment in Loudoun County has remained relatively constant over the past 10 years. In 2004, the largest employment was in services (36,694), followed by retail trade (13,033), construction (12,848), and local government (11,379). Two-thirds of all new jobs in 2030 in the Washington Metropolitan Area are anticipated to be in service industries (engineering, computer and data processing, business services and medical research).

Figure 18. Loudoun County Employment by Industry - 2004



Source: Virginia Employment Commission, 2nd Quarter 2004; Loudoun County Department of Economic Development, April 2005 Summary Facts for Loudoun County, Virginia.

Much of Purcellville’s employed population works in the service industry, with white collar jobs being the predominant occupations. Overall, the Purcellville market has a high labor participation rate.

2005-2010 Economic Development Issues and Opportunities

Downtown Issues and Opportunities

New ideas and initiatives for enhanced business development in the downtown have been identified over the past few years. Opportunities exist to improve and expand businesses in downtown to create a special shopping and entertainment destination for residents and visitors. Purcellville has access to technical assistance on downtown development from Main Street Loudoun and Virginia Main Street that can benefit town businesses. Current Town development regulations affecting downtown, however, pose some obstacles to desired redevelopment.

Downtown Purcellville's listing on the Virginia Landmarks Register and pending listing on the National Register of Historic Places may enable property owners to qualify for substantial historic tax credits for the rehabilitation of income-producing buildings. Rehabilitation of commercial historic structures helps the Town to retain the authentic heritage of our community and enhance the commercial tax base.

The 2005 Purcellville *Downtown Master Plan* identified opportunities for infill development and redevelopment. These development initiatives can provide approximately 100,000 square feet of new commercial space, 62 new residential units, and 720 parking spaces in 3 structures (or 240 surface spaces in 3 lots). The master plan recommended the following development initiatives:

- **Streetscape Improvements:** Improvements to 21st , 23rd , and Main Streets, landscaping, decorative lighting, and relocation of overhead utilities;
- **Gateways:** Improvements to East and West Main Street and North 21st Street;
- **Depot District:** Improvements to Depot, W&OD trail; New buildings & parking at Farmer's Market area;



View of the Farmer's Market from the Intersection of 21st and 23rd Streets Showing New Infill Development with New Commercial, Residential and Parking Uses

- Yard at O Street: Improvements to O & 20th Streets; new buildings, parking and plazas; and



View of New Infill Development in the O Street Area Behind 21st Street Downtown Showing Design Compatible with Surrounding Structures.

- Town Green: Improvements to 20th Street and Nursery Avenue at the Tear-Drop, new public green fronting on Main Street, new Town Hall and other new buildings and parking. Plan includes expansion of the library and a new park.



View of East Main Street Showing New Town Hall and Town Green (Methodist Church spire is visible near the center)

East and West Main Commercial Corridors –Issues and Opportunities

Main Street serves as both a western and eastern gateway into Purcellville, although Hirst Road plays an increasing role as a bypass that draws traffic away from the traditional Main Street commercial corridor. Planned new collector roads on the north and south sides of town may accelerate this traffic diversion.

Development at key gateway properties provides opportunities for the Town to continue to attract consumer spending to its Main Street corridor. Development and redevelopment at these locations also offers the opportunity to set an example for other development in Town. The Historic Corridor Overlay District that applies to Main Street will provide design standards for the corridor and guidance for the Town’s Board of Architectural Review in encouraging high quality development within the Main Street Corridor.

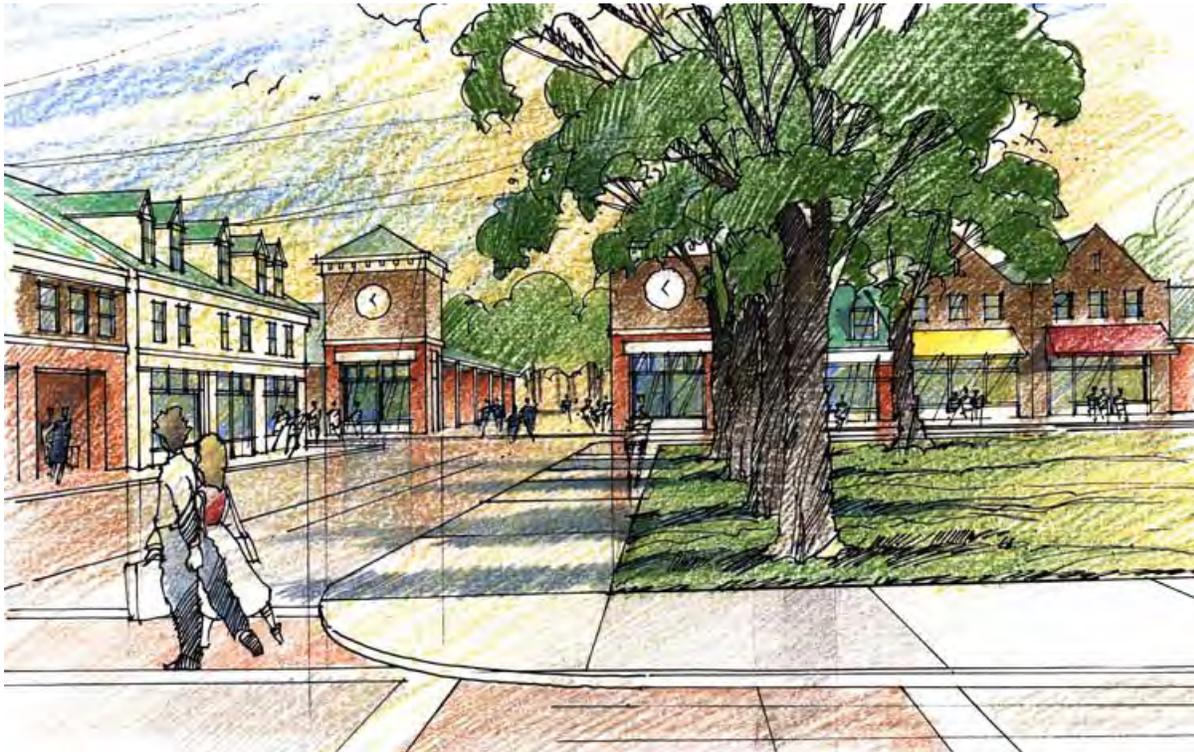
West Main Street is primarily residential, characterized by stately homes, attractive front yards, and a tree-lined street. The existing commercial properties at the West Main entrance to town are underdeveloped and provide a significant opportunity for redevelopment that can enhance the overall appeal of the corridor through new businesses, additional landscaping, improved signage, and coordinated parking and street entrances.



West Main Street at 32nd Street – Opportunities for Redevelopment including Coordinated Signage, Landscaping, and Property Entries

East Main Street near downtown maintains some of the traditional historic town character. The corridor becomes more urban toward Maple Avenue, creating many transportation, architectural and site design challenges.

From Maple to Pickwick Drive along East Main, commercial development is not well coordinated, and there is a need for improvements such as landscaping, coordinated signage, sidewalk connections and consolidated street entrances. Development should be encouraged closer to the street (as opposed to parking), and more attention should be given to attractive building entrances and street frontages. This area presents many opportunities for building enhancement and redevelopment.



East Main Street: Loudoun Valley Shopping Center Redevelopment with Coordinated Façade Improvements

The East Main Street corridor becomes more rural in character as it nears Berlin Turnpike (Route 287), where the Cole Farm and Crooked Run Orchard (Brown Farm) offer opportunities to promote a rural to urban transition into Town that respects land features, development patterns, and environmental context. The Cole Farm is eligible for individual listing on the National Register of Historic Places. Crooked Run Orchard is a heritage “Century Farm” which has been operated by the same family for over 100 years.

Both of these properties create the first impression of the Town of Purcellville and should set an example for development. They deserve special attention and will require collaborative design efforts. Future development should retain the special landscapes, architectural and historic features of the properties and use building materials that are architecturally compatible and complementary. The unique features of these properties contribute to Town identity. Integrating them into new development can provide a transition for community change and growth.

Industrial Areas

Industrial areas in Purcellville are located adjacent to the downtown and north and south of the Route 7 Bypass. These areas are intended to accommodate light industrial uses, while encouraging developments that provide a positive image of the community when viewed upon entry by visitors. New industry is desired that will have minimal impact on the environment and surrounding residential neighborhoods.

Industrial land in Purcellville is limited in quantity and occupied by a variety of businesses ranging from industry to retail services. Industry comprises a significant amount of existing acreage in the downtown, limiting the amount of land available for commercial development. Particularly with respect to downtown, this scenario should be evaluated in greater detail. The future land use map recommends specific areas for further study of appropriate business mix. Additional areas in the vicinity of the Bypass just outside of the current town limits should be considered for future industrial uses in accordance with the adopted Purcellville Urban Growth Area Management Plan (PUGAMP).

In 1992, the zoning for industrial areas near the downtown was changed from commercial to industrial. The new industrial areas provided flexibility in land uses and allowed a mixture of commercial and industrial uses in two industrial zoning districts, M-1 Limited Industrial and CM-1 Local Service Industrial.

The current mixed commercial-industrial zoning includes outdated uses, such as a coal yard and blacksmith shop. The current CM-1 Zoning District allows a wide diversity of land uses ranging from agriculture to retail and service, lumber yards, meat processing and concrete products. Similarly, M-1, Limited Industrial District, allows for manufacturing and retail and service establishments. This results in limited light industrial land being used for uses that may not be the most appropriate for the land or the best business mix for the Town.

The current zoning also does not effectively promote revitalization of the commercial downtown or the development of quality industrial areas; rather, it draws commercial business from the downtown (or other commercial centers) and permits the development of industrial land for other uses. Sufficient industrial land should be reserved for future light industrial needs. In addition, future industrial development should be located in areas that are accessible, but can be adequately screened from major town entrance corridors.

A revision of the existing industrial zoning districts is recommended to encourage appropriate land use and compatible combinations of uses on valued industrial land.

Agriculture

Purcellville's heritage is as an agricultural community. While agriculture and farmlands are declining in the county, they still represent an important industry that should be encouraged and nurtured. With new technologies and an increased interest in organic farming and healthy food production, there are many opportunities for new agricultural products and marketing.

The weekly farmer's market near the Train Depot is a very successful endeavor that is a regional economic draw for both customers and vendors. As of 2006, the market could accommodate approximately 20-25 vendors, and there was a waiting list of vendors desiring to participate.

There are opportunities for the Town to support agriculture through the various rural economy initiatives promoted by Loudoun County's Department of Economic Development, including the following: Loudoun Valleys Initiative; farm tours; market guides to local products; the Loudoun Wine Trail; and equestrian linkages. In addition, there are several rural economy teams and task forces that have been established by the County to foster rural economic growth through agriculture, including the Rural Economic Development Task Force.

The Town Agricultural and Forestal District program permits the inclusion the town's one active farm, Crooked Run Orchard, in the Mount Gilead Agricultural and Forestal District, which provides the owners with tax relief and other benefits. This district also provides the larger community with the benefits of open space and attractive agrarian landscapes. The farm is a Century Farm operated by the same family as a farm for over 100 years. Its use for vegetable and fruit production is expected to continue. Due to the town's agricultural heritage, agricultural sustainability is consistent with the Town's long-term land use goals for this property.

The Town also adopted an open space preservation program in 2006 that establishes a town policy and procedures for acquiring open space through a variety of means enabled by State law. This program provides a vehicle for the Town to work with the owners of private open space, environmentally sensitive land and farmland who may wish to donate or sell their property or easements on their property for perpetual preservation by the Town. The program also helps the Town to qualify for open space preservation funding programs.

Tourism

As an historic Town, heritage tourism is an opportunity for Purcellville to attract visitors, shoppers, and new residents and businesses. The historic downtown and neighborhoods offer opportunities for community revitalization for both business and residential investment. Main Street may offer opportunities for new business development, bed and breakfast operations, or other adaptive reuse residential-business opportunities.

Tourism also can be promoted through special events that provide attractions and entertainment, making Purcellville a destination. Some of the special events held in Purcellville over the past several years include: Purcellville Days; Arts in the Alley; Pride of Purcellville; and the Babe Ruth World Series.

2025 Economic Development Guiding Principles and Implementation Strategies

The following guiding principles for economic development seek to incorporate relevant recommendations of the 1998 Comprehensive Plan, to maximize current opportunities for business growth, and to seize the new opportunities presented by Purcellville's growth. Each guiding principle is accompanied by specific implementation strategies. **Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.**

1. ***Economic Development as Contributor to Quality of Life:*** Recognize the importance of economic development to the health, well-being and quality of life for Purcellville's residents. Encourage innovative economic development initiatives that enhance community character and the environment.

Implementation Strategies:

- 1.1 Adopt detailed design guidelines to assist property owners in appropriately rehabilitating buildings and enhancing development in downtown and on major corridors.
 - 1.2 Encourage business improvements (pedestrian amenities, landscaping, signage, lighting, etc.) that are consistent with recommended design standards by preparing and distributing educational materials, advocating improvements through business organizations, and implementing financial incentives, such as grants, loans, and tax abatements, where appropriate.
 - 1.3 Participate in and support special events that contribute to our quality of life and to a positive business climate.
 - 1.4 Develop a Town special events policy to allocate Town resources among events and to establish criteria for such support.
 - 1.5 Work with the Purcellville Volunteer Fire Department to preserve Fireman's Field as an important recreational asset that generates important economic and quality of life benefits for town residents.
2. ***Strong Fiscal Environment:*** Advance fiscally responsible economic development strategies where there is value for taxes paid and commercial and industrial development is stimulated. Promote public/private economic development partnerships.

Implementation Strategies:

- 2.1. Provide incentives for businesses to locate in Purcellville.
- 2.2. Evaluate the competitiveness of business fees in comparison to surrounding localities.
- 2.3. Maintain and enhance the Town's bond rating.
- 2.4. Explore enabling legislation for public/private economic development partnerships that can be utilized by the Town.

3. ***Business Recruitment and Development:*** Facilitate the recruitment and expansion of business and commercial services that support the needs of residents and visitors and increase potential markets. Encourage appropriate business development that enhances downtown, commercial corridors and adjacent neighborhoods. Identify economic development opportunities that take advantage of regional economic trends and initiatives. Provide a favorable business environment that supports existing businesses and encourages new business.

Implementation Strategies:

- 3.1. Implement Town “branding” to establish an enhanced Town image and identity for marketing and business development;
- 3.2. Complete and implement a business marketing plan;
- 3.3. Actively recruit desired businesses that have been identified in recent consumer surveys (i.e. entertainment venues, restaurants, apparel and accessory stores);
- 3.4. Actively recruit businesses that will complement an emerging downtown niche market for home furnishings and décor;
- 3.5. Actively recruit tech-based businesses;
- 3.6. Continue providing regular Town business forums as a vehicle for communication between the Town and the business community;
- 3.7. Streamline local regulations and procedures to promote an efficient and clearly understood business development process.
- 3.8. Provide leadership and participate in partnership efforts among local economic development and business associations, including the Purcellville Business and Professional Association;
- 3.9. Continue coordination and cooperation with the Loudoun County Department of Economic Development on business retention and recruitment;
- 3.10. Participate in partnership efforts among regional economic development and business associations, particularly as it relates to emerging markets;
- 3.11. Develop a coordinated economic development work plan to achieve the desired direction for economic development in Purcellville.
- 3.12. Provide information and assistance to home-based businesses that desire to expand to commercial locations within Purcellville;
- 3.13. Amend town home occupation regulations to permit a limited number of employees from outside the home where adequate off-street parking can be provided;
- 3.14. Ensure that the Town’s business regulations, plans and policies are clear and consistent;
- 3.15. Develop, publish and distribute a business start-up guide that complements the “Guide to Doing Business in Loudoun County”.

3.16. Use the Town website to promote economic development and to help market existing businesses within Purcellville.

4. **Physical Infrastructure:** Provide sufficient physical infrastructure to accommodate future business growth and new economic development opportunities. Ensure that physical infrastructure enhances the town's appearance.

Implementation Strategies:

- 4.1. Develop and implement a Capital Improvements Program;
- 4.2. Continue improvements to the town vehicular and pedestrian network;
- 4.3. Work to get overhead utility lines relocated underground;
- 4.4. Preserve existing water and sewer capacity to support new commercial development in the short term;
- 4.5. Continue to develop new water and sewer capacity as necessary for future economic development;
- 4.6. Use cable franchise and other utility agreements to promote broadband providers for town businesses and residents.
- 4.7. Require the installation of communications conduit in new construction projects to accommodate broadband and future communications technologies.

5. **Historic Downtown:** Support the revitalization of historic downtown Purcellville. Promote the rehabilitation of historic downtown buildings and the development of appropriate infill buildings. Promote mixed use development in downtown and ensure adequate, convenient and flexible parking.

Implementation Strategies:

- 5.1. Implement the key development initiatives (Gateways, Depot, Yard at O Street, and Town Green) recommended in the *Downtown Master Plan* to enhance Purcellville for businesses and residents, provide increased opportunities for new development, and improve transportation linkages. Implement projects according to the adopted phasing recommended in the master plan.
- 5.2. Acquire property where appropriate to facilitate public initiatives and partner with developers to facilitate private initiatives.
- 5.3. Investigate and provide incentives that will promote compatible new development and encourage appropriate rehabilitation of historic buildings in the downtown and on Main Street. Incentives that should be considered include architectural assistance, façade improvement grants, low-interest loans, an enterprise zone, tax service districts, and other similar methods.
- 5.4. Participate in the Virginia Main Street Program.

- 5.5. Revise Town off-street parking regulations to permit more flexible parking arrangements for businesses, such as shared parking among uses that do not need parking at the same time of the day or week.
- 5.6. Revise downtown zoning regulations to make upper story residential uses by-right, rather than special exception uses.

6. **Redevelopment and Infill:** Encourage redevelopment and infill of underdeveloped properties that supports the Town's vision and supports a diverse business base.

Implementation Strategies:

- 6.1. Create and maintain an electronic business database for economic development, including a business directory, a commercial building inventory, and commercial vacancy information.
- 6.2. Continue implementation of streetscape and signage improvements proposed in the Downtown Plan.
- 6.3. Review the C-4 Downtown Commercial District and revise it, if necessary, to ensure that it permits the types of redevelopment and infill development encouraged in the Downtown Plan.
- 6.4. Revise other zoning regulations, including, but not limited to landscaping and screening regulations, in order to support and facilitate the urban scale infill proposed in the Downtown Master Plan.

7. **Industrial Land:** Ensure the adequate availability of industrially-zoned land for light industry and major employers. Encourage clean and environmentally-conscious industry. Encourage the clustering of compatible industrial uses.

Implementation Strategies:

- 7.1 Analyze the market for industrial uses in the Purcellville area and the amount of land necessary to accommodate that market;
- 7.2 Identify desired industrial land uses;
- 7.3 Amend the zoning ordinance and map as necessary to provide sufficient opportunities for desired industrial growth in appropriate locations that will protect the Town's historic, small-town character.
- 7.4 Clarify desired uses in industrial and commercial categories, establish appropriate development standards, develop new district categories, if needed, and develop a plan for addressing non-conforming business issues where changes in land use are recommended.

8. **Tourism:** Support tourism as a valued economic development opportunity that generates important tax revenues through visitor spending without large demands on Town services.

Implementation Strategies:

- 8.1 Work with LCVA to develop and implement a marketing plan for tourism promotion in Purcellville.
- 8.2 Develop an attractive, coordinated directional signage plan for destinations.
- 8.3 Participate in tourism initiatives that will promote tourism in western Loudoun County and its towns. This should include involvement with organizations such as LCVA, Main Street Loudoun and the Journey Through Hallowed Ground.
- 8.4 Install visitor information kiosks or information boards in selected public locations (i.e. Depot, Town Hall).
- 8.5 Recruit businesses that generate tax revenues from visitors, such as visitor accommodations, restaurants and destination retail.
- 8.6 Develop a strategy to measure and demonstrate a demand for attracting lodging to Purcellville.

9. ***Agriculture:*** Recognize the Town's agricultural heritage as important to its future health and well-being and support the viability of agriculture in and around Purcellville.

Implementation Strategies:

- 9.1 Support a strong Farmer's Market in downtown by improving signage and providing other support to the farmer's market organizers.
- 9.2 Participate in regional agricultural partnerships and initiatives to promote community agriculture and local agricultural products.
- 9.3 Amend the Zoning Ordinance to provide an agricultural-tourist commercial zoning district that will encourage and support agricultural/horticultural uses and compatible businesses within Purcellville.

10. ***Environmental Protection by Businesses:*** Encourage businesses to conserve natural resources, protect environmental health and maintain the aesthetic quality of Purcellville.

Implementation Strategies:

- 10.1 Assist businesses in conserving natural resources and improving the environment by initiating a public environmental conservation and awareness campaign.
- 10.2 Develop public education materials that explain and foster best use environmental practices for energy consumption, storm water management, recycling, and tree planting.
- 10.3 Investigate special tax incentives, fee waivers or other tools and programs to encourage business investment in conservation or environmental improvements.
- 10.4 Explore a town recycling program for businesses.

Public Services

Public services for a community provide the necessary support for residents to maintain their health, welfare and safety. Typically, these services include public facilities and associated services such as schools, police, fire and rescue emergency services, and human services.

1998 Comprehensive Plan Recommendations

The 1998 Comprehensive Plan provided an overview of the discussions of various community facilities and public services including, police, fire and rescue, and schools. The following information is relevant to the updated Comprehensive Plan:

Police – In 1998, the Purcellville Police Department consisted of 7 sworn officers, including the Police Chief. At that time, Purcellville provided a service level of 2.8 officers/1,000 residents which was higher than the national average of 2.4 for jurisdictions with 2,500 or fewer residents. Purcellville was served by the County's 911 emergency dispatch communication system that was being upgraded. Police had just implemented a computerized incident-based reporting (IBR) system to automate and improve reporting and record keeping. The 1998 Plan recommended providing sufficient police protection for Town residents by employing, training and equipping a municipal police department.

Fire and Rescue – In 1998, fire and rescue services were provided by a volunteer system affiliated with the Loudoun County Fire and Rescue Services. Purcellville was served by the Purcellville Volunteer Fire Company No. 2 and the Purcellville Volunteer Rescue Squad Company No. 14. The Companies planned to move to a larger facility by 2003. The 1998 Plan recommended ensuring that adequate fire protection and emergency medical/rescue services was provided for Town residents by assisting in the funding of the volunteer squad and considering proffers for facilities when evaluating new development.

Schools – In 1998, three public schools were operated by Loudoun County in Purcellville. These facilities were Emerick Elementary, Blue Ridge Middle School, and Loudoun Valley High. Enrollments at each had steadily increased over the years. The Plan noted that both Blue Ridge Middle School and Loudoun Valley High served the greater western Loudoun County and therefore, were more affected by population growth (20% increase since 1993). Renovations to Loudoun Valley High were completed in 1997 and renovation and expansion of Emerick Elementary was planned. The Plan indicated that new and/or expanded school facilities would be needed to accommodate projected growth.

2005 Existing Conditions

Existing public service facilities in Purcellville are shown on the map on the following page.

Schools

Five public schools serve students in Town and other County residents. Three are located in the Town of Purcellville, one is located in the JLMA, north of the Route 7 Bypass, and one is located outside of the JLMA east of Purcellville near the Town of Hamilton. All the schools are operated by Loudoun County. In 2004-05, all five schools were fully accredited by the Commonwealth of Virginia and met the recommended Standards of Learning in English, Mathematics, History/Social Science, and Science. These schools and their enrollment in 2004-05 are shown in the following table.

Figure 19. Enrollment in Purcellville Area Schools – 2004-05

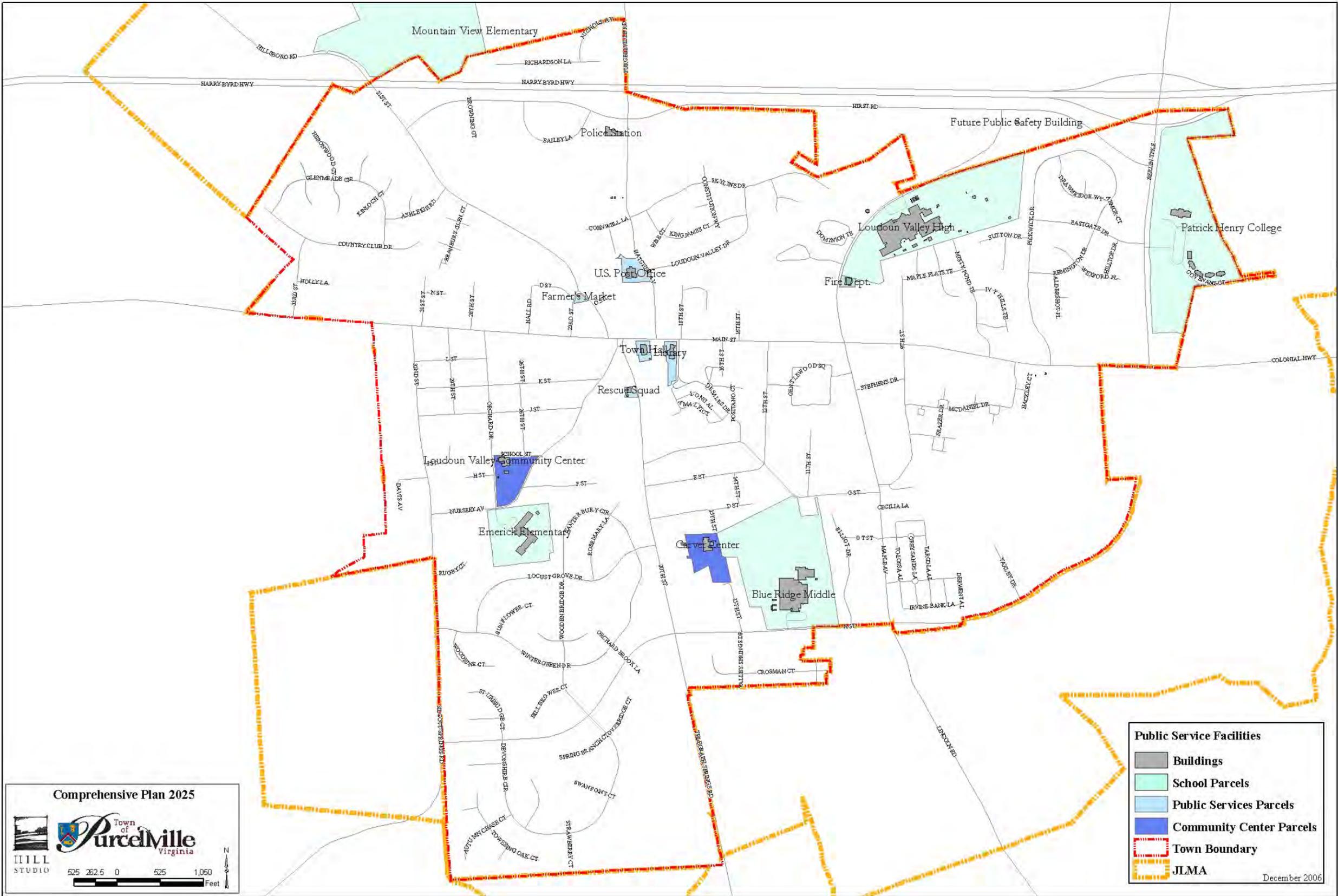
| School | Grades | 2004-05 Student Enrollment |
|---------------------------------|--------|----------------------------|
| Loudoun Valley High School | 10-12 | 1322 |
| Blue Ridge Middle School | 6-7 | 970 |
| Emerick Elementary School | K-5 | 454 |
| Harmony Intermediate School | 8-9 | 987 |
| Mountain View Elementary School | K-5 | 575 |

Source: Loudoun County Schools, 2004-05.

The student population for all five schools has continued to increase over the past few years with rising County and Town population. Renovations of the elementary and middle schools have been undertaken in recent years to accommodate the increased number of students.

Patrick Henry College is a private accredited Christian college located within the Town limits. The College is located on 106 acres; 40 are within the Town of Purcellville (1998 annexation) and 66 are in the JLMA. In 2004, the enrollment was 273 students (251 on-campus & 22 off-campus). By 2011, the projected enrollment is expected to be 600 students. By 2025, the projected enrollment is expected to be 1600 students (1400 on-campus and 200 off-campus).

The campus in 2006 contains 5 dormitories and 1 multi-purpose building (Founder's Hall). The College's 2004 Master Plan proposes additional facilities over the next 20 years including: student center, library, chapel, amphitheater, athletic fields and facilities, additional residential housing, school of law, academic center, maintenance building, and additional parking. The college has completed over \$9 million in construction projects in the last five years (2000-2004) and expects to spend an additional \$42 million over the next seven years (by 2011). Buildings to be constructed over the next seven years include a student center, additional dormitories, academic center, chapel and library. By 2012, the College expects to employ 100 persons.



Police, Fire and Rescue Services

The Town operates a staffed police department that includes ten sworn officers and a police chief. The Police Department is currently pursuing State accreditation status. Calls for service have been increasing as a result of community growth and an increase in population. Citizen interest has been expressed for community policing and crime watch programs. Interest also has been expressed for bicycle patrols for trails.

In 2005, service calls averaged 1,000 per month. It is the Town's goal to add staff to be consistent with the U.S. Department of Justice recommended public safety standard of 2.5 officers per 1,000 population; at the present time, the ratio is 1.7. Due to the limited space available at the Town Hall, the police department was relocated in 2005 to leased space on Hatcher Avenue adjacent to the Route 7 Bypass. The Purcellville Citizens Support Team aids and supports Purcellville police in crime prevention and promoting safety. Citizens complete a recruit training program and assist the department in routine street patrol or traffic control during public events or when there is a special need.

Purcellville Fire Department and Rescue Squad are staffed by volunteers and limited career personnel and serve the Town and the surrounding County (Purcellville Volunteer Fire Company No. 2 and Purcellville Volunteer Rescue Squad Company No. 14). The current fire station is located on North Maple Avenue and the Rescue Squad building is located on South 20th Street in the downtown area.

Town Government Services

The existing Town Hall administrative offices are located on Main Street in a building that was renovated in 1991. With the increase in governmental functions and staff, there is a need for additional administrative space. A temporary trailer on the property provides some expanded space for personnel. In 2005 the Police Department offices were temporarily moved to a leased location on Hirst Road, easing the need for office space. A space study is planned for 2006 to determine future needs. As part of the Downtown Planning effort undertaken in 2005, one development scenario was proposed that would locate a new Town Hall building in the same general area adjacent to a new Town Green. That development scenario would create new public space and a focal point on Main Street, as well as address traffic congestion issues at 20th Street, Nursery Avenue and Main Street. An additional benefit of this location is that it maintains the governmental center in close proximity to historic Main Street and Downtown which supports revitalization efforts and encourages activities in the central portion of Town.

Library

The Purcellville Library is a regional library for the western portion of the Loudoun County Library System. Located on Main Street in the Town's historic district in an architecturally contributing building, the library was renovated and expanded in 1993. The library has a wide

selection of books, magazines, music, videos, and extensive collection of books for all ages, as well as reference services. Two community meeting rooms are available for public use. The library is equipped with personal computers and printers. Internet access is available.

Community Centers

Loudoun County operates recreational programs in 2 community centers within the Town of Purcellville.

- Loudoun Valley Community Center offers recreational programs, as well as pre-school and after-school programs and a senior center/café operated by the Area Agency on Aging.
- As of June 2006 renovations are being completed by the County to permit the Carver Center to operate as a senior center. Located in the former George Washington Carver School (1948), the building was the first modern elementary school for African Americans in Loudoun County. The senior programs at the Community Center are being shifted to the Carver Center. Activities planned include a café, computer classes, fitness programs, support groups, table games, educational programs, cultural events and social activities. Also, a weekday Adult Day Care Program is planned. Carver Center will provide general public and meeting space for residents of all ages during evenings and weekends.

Human Services

Loudoun County Department of Social Services (in Leesburg) provides general social services to residents needing assistance. Programs include nutritional and financial assistance to low-income families, community employment and training services, youth shelter and detention center, foster care, protective services for adults and children, child care assistance and referrals, and emergency housing among others.

Various state and private agencies partner with County Social Services to provide services to special needs populations and youth in the community. Human services are available for youth, families, seniors, disabled persons, mentally challenged individuals, and others. In 2005, there were three group care facilities in Purcellville addressing human service needs.

Health Care

A variety of health care facilities are located within the Town, with a concentration of medical facilities and offices adjacent to East Main Street. Services provided in Town range from family physicians, dentists, chiropractors, specialists and counselors. A dialysis center is also located in Town. An INOVA Loudoun Hospital Regional Medical Center is under construction at the corner of Hirst Road and Hatcher Avenue.

Cornwall Emergency Center and INOVA Loudoun Hospital in Leesburg and Lansdowne provide services for Town residents. In addition, the Loudoun County Health Department in Leesburg provides health care services and facilities, as well as recommendations and assistance in public health matters, including restaurant inspections, disease control, environmental monitoring and emergency preparedness.

Loudoun County has established policies to promote County-wide health care to provide high quality health care services, appropriate access for all residents, appropriate range of services with appropriate distribution, and a system of providers commits to provide care to all persons. It is desired that facilities be located within a 20-minute drive time during peak hours.

2025 Public Services Issues and Opportunities

Loudoun Valley High School is near capacity. The County School Board has determined that a second high school is needed and is projecting the opening of this school in 2008. \$63.5 million in general obligation bonds for the project were approved by referendum in November 2005. The School Board has identified the Fields Farm in the JLMA as a preferred location for the new high school. The property has also been approved for recreational fields to be operated as a public-private partnership between the non-profit Upper Loudoun Youth Football League and the Loudoun County Department of Parks and Recreation. As of the end of July 2006, there is considerable disagreement between the Town and the County regarding this location. Issues include utilities, transportation capacity and the approval process. The current PUGAMP Ultimate Land Use Map shows part of the property planned for very low density residential use and another part adjacent to the Rt 7 Bypass for office/light industrial use.

An expanded public safety facility is needed to house the Fire Department and Rescue Squad. A partnership agreement between the Volunteer Fire and Rescue Companies and the County was signed in 2005 to construct a new fire & rescue facility in Purcellville. The collaborative facility is to be funded by the County with operational costs primarily funded by the fire and rescue units. In November 2005, \$8 million was approved for a new Public Safety Building and land was purchased for the facility at the southeast corner of Hirst Road and North Maple Avenue. The Town of Purcellville is cooperating with the County regarding annexation of this parcel and extension of Town utilities for the facility.

A new facility is also needed for the Police Department, which was temporarily relocated in 2005 to a commercial building on Hatcher Avenue. No decision has been made with respect to a future, more permanent location for the Town's Police Department.

Based on early public input for this Comprehensive Plan, an emergency/urgent care facility is desirable, as well as a closer hospital to serve western Loudoun County. In addition, there may be other human service needs in the community that have not been identified. To ensure that any needs are adequately planned for, more detailed investigations and discussions are needed with human service agencies serving Purcellville. Initially, a meeting with agencies to share information would assist in understanding community issues and needs. From there, a

community survey could be used to identify needs and more detailed plan of action to address any important deficiencies could be developed.

2025 Public Services Policies & Implementation Strategies

Relevant goals from the 1998 Plan are integrated into the following public service policies. These updated policies reflect the desired future direction and new initiatives recommended for Purcellville relative to services for schools, public safety, health care, human services and community facilities. Associated implementation strategies are included for each policy. **Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.**

- 1. *Quality Education:* Encourage quality educational programs and facilities within the community that promote excellence in education and continuous learning opportunities for persons of all ages. Promote coordination, cooperation and partnership among private and public organizations and local government to provide facilities and programs that are recognized as outstanding in the region.**

Implementation Strategies:

- 1.1 Establish a Committee for Continuous Learning Excellence consisting of representatives from the Town, local schools, Patrick Henry College, citizens and businesses to discuss educational needs and continuous learning opportunities for community residents.
- 1.2 Encourage expanded use of school and public facilities after business hours.

- 2. *Public Safety:* Provide a safe environment for residents, businesses and visitors. Ensure effective public safety by providing responsive police, fire and rescue facilities to serve the residents of Purcellville. Promote beneficial partnerships in providing public safety services. Encourage excellence in operations through professional training, affiliations and accreditation.**

Implementation Strategies:

- 2.1 Support and pursue construction of the joint Town-County Public Safety Building for fire and rescue emergency personnel.
- 2.2 Provide collaboration and partnership funding, as determined necessary, to sustain safe, effective and equitable volunteer fire and rescue services for Purcellville residents.
- 2.3 Include administrative and capital public safety improvements in Town adopted budgets and capital improvement plans. Work with police, fire and rescue personnel to determine needed facilities, staff and equipment to effectively meet public safety needs in accordance with recommended safety standards. Achieve a desired standard of 2.5 police officers per 1,000 residents ratio in the Purcellville Police Department.
- 2.4 Develop and host a citizen's police academy. Host special events that spotlight police, fire and rescue personnel. Publicly recognize Purcellville Citizens Support Team (police) and volunteer fire and rescue teams.

2.5 Develop a fiscal model that can be used to assist the Town in evaluating the effect on public safety services associated with new development; encourage applicable proffers that will assist in addressing any increased needs for police, fire and rescue services.

- 3. Accessible Health Care and Human Services: Ensure that quality health care facilities are available and easily accessible to residents of Purcellville. Promote public and private collaboration and coordination of health care facilities to support a wide range of health care services for community residents. Ensure that facilities are diversified to meet the various health care needs of residents. Encourage health care facilities that enhance community character and well-being and are sited in accordance with established land use and development guidelines.**

Implementation Strategies:

3.1 Cooperate and work with Loudoun County to conduct a health care and human service needs survey for Purcellville. Develop an action plan for addressing important health care service deficiencies in Purcellville.

3.2 Support the efforts of health care service providers to establish health care facilities within the town.

- 4. Community Facilities and Services: Provide for a coordinated system of community facilities and services that will maintain and enhance the quality of life in Purcellville. Ensure that adequate community facilities and activities for all ages are available to serve residents of Purcellville. Encourage the efficient use of public schools, libraries, and public buildings in providing desired community educational and recreational programs.**

Implementation Strategies:

4.1 Pursue the necessary street connections and property acquisitions that will enable the future realignment of 20th Street/Nursery Avenue at Main Street and the potential development of a new or expanded Town Hall and public green.

4.2 Pursue partnerships and encourage development of public space for special community events.

4.3 Pursue and maintain open, regular communications with Loudoun County regarding community programs and facilities serving Purcellville residents, especially with respect to expanded and coordinated use of facilities to meet public needs. Seek out opportunities to provide leadership in joint discussions and activities.

4.4 Discuss the 2005 Parks and Recreation Master Plan with Loudoun County Department Parks and Recreation and develop a joint strategy for addressing the plan's recommendations. Partner with other applicable organizations (e.g. Loudoun County Schools, Loudoun County Social Services, etc.) to identify specialized needs and gaps in programs and facilities.

Public Infrastructure – Utilities and Transportation

Adequate public utilities and an effective multi-modal transportation network are essential elements in accommodating existing and future community development. These elements of public infrastructure are driving factors for development. Their qualities, capacities and design greatly influence daily lives of residents and the operations of businesses in the community. Planning for the future requires careful consideration of public infrastructure in order to provide for the public's health, welfare and safety. Capital improvements and expenditures must be planned for and phased to ensure financial stability and future capacity for growth.

Utilities

1998 Comprehensive Plan Recommendations

The provision of public facilities sufficient to meet residential growth demands faced Purcellville in 1998. With the completion of a Water and Sewer Master Plan in 1996, the Town recognized the need to address water supply and wastewater treatment for the long-term. The following background information is helpful in understanding the utility issues of Purcellville in 2005 and in the future.

Water: Purcellville has owned and operated its public water service since 1930. In 1998, the system included surface (J. T. Hirst Reservoir) and groundwater sources (3 well systems), a treatment plant (1986), two storage tanks (1930, 1986), and a distribution network. The average daily demand for water in 1995 was 210,000 gallons per day; the Town was able to safely provide an average daily production of 422,000 gallons per day. In 1997, it was noted that the Town's branched distribution system was aged, causing issues with water pressure and aesthetic quality. Replacement of inadequate and deteriorated lines was recommended. At the time, the 1996 Water and Sewer Master Plan indicated that the water supply was adequate for the short-term, but additional supply would be needed for the long-term. The 1998 Comprehensive Plan recommended that the Town continue to operate and maintain a water system and that the potable water capacity be expanded to meet projected growth. It also recommended that improvements to the existing system be undertaken to improve water quality and efficiency (e.g. replacement of deteriorated and undersized transmission lines). Furthermore, the Plan recommended limiting development to the phasing adopted in the PUGAMP.

Wastewater Facilities: In 1998, Purcellville was served by a wastewater collection system and treatment plant with 500,000 gallons per day capacity. The plant constructed in the late 1940s was expanded in 1977. Much of the central system lines dated to the 1940s and infiltration and maintenance were noted as issues. Based on population projections in 1997, it was noted that plant

capacity for future service was an issue. A 1996 Water and Wastewater Facilities Master Plan recommended several options to meet future demands, including plant improvements and regional solutions. The 1998 Comprehensive Plan recommended that the Town continue to own and operate a wastewater system, that the wastewater treatment plant be improved (expanded or a new one constructed), and infiltration be reduced or eliminated.

2005 Existing Conditions

The Town of Purcellville provides public water and sewer to most residents and businesses within the Town limits. There are only a few properties that are not served by public sewer and/or water within the Town limits. Pursuant to PUGAMP, the Town is also the designated provider of central sewer and water service to any new development in the JLMA (Joint Land Management Area, referred to as the UGA in PUGAMP) outside of the Town limits unless another provider is approved by both the Town and the County.

Water

Sources of Water: The Town uses several water supply sources, including the J. T. Hirst Reservoir, three groundwater well systems, and two water storage tanks. The Town experienced droughts in 2002 and in 2005. The last drought forced the Town to implement mandatory water restrictions in addition to recommending conservation measures.

The Town has pursued the development of additional wells and an additional surface water reservoir (Centennial Reservoir) to ensure a safe and adequate supply of water for Town residents. This reservoir is proposed outside of the Town limits in a 1,300-acre watershed. It is currently under review for permitting and, if constructed, is expected to add approximately 400,000 gallons per day of water capacity. The additional projected capacity of Centennial Reservoir and the Forbes and Jeffries Wells with projected capacities of 56,000 and 36,000 gallons per day, respectively, would increase the Town's total water capacity to 1,104,763 gallons per day.

The Town owns and operates a water treatment facility that presently has a treatment capacity of 400,000 gallons per day. Although the water treatment facility is permitted to treat 400,000 gallons per day, the safe yield of the J. T. Hirst Reservoir limits the capacity to an average of 300,000 gallons per day. Water from wells is treated in separate facilities at each well system. The production capacity of existing wells is 312,000 gallons per day. A summary of Town water supply compared to existing and projected Town water use is provided in Figure 20 below.

Figure 20. Schedule of Sources and Uses of Water - Town of Purcellville

| | Average Gallons Per Day | | | | | |
|------------------------------------|-------------------------|----------------|----------------|------------------|------------------|------------------|
| | 1995 | 2000 | 2005 | Projected Low | Projected Mid | Projected High |
| Sources of Water | | | | | | |
| JT Hirst Reservoir (Existing) | 300,000 | 300,000 | 300,000 | 300,000 | 300,000 | 300,000 |
| Centennial Reservoir (Projected) | | | | 400,000 | 400,000 | 400,000 |
| Existing wells | 122,800 | 122,800 | 312,763 | 312,763 | 312,763 | 312,763 |
| Forbes well (Online 4/06) | | | | 56,000 | 56,000 | 56,000 |
| Jeffries well (Projected) | | | | 36,000 | 36,000 | 36,000 |
| Total Sources of Water | 422,800 | 422,800 | 612,763 | 1,104,763 | 1,104,763 | 1,104,763 |
| Uses of Water | | | | | | |
| Actual Demand | 210,000 | 404,000 | 572,000 | | | |
| Projected Demand | | | | 757,333 | 1,471,048 | 1,762,465 |
| Total Uses of Water | 210,000 | 404,000 | 572,000 | 757,333 | 1,471,048 | 1,762,465 |
| | Actual | Actual | Actual | Projected | Projected | Projected |
| Estimated Surplus (Deficit) | 212,800 | 18,800 | 40,763 | 347,430 | (366,285) | (657,702) |
| Population | 2118 | 3584 | 6071 | NA | NA | NA |

Note: Actual Water Demand is based upon Town Water Production data. Projected Water Demand was developed by the Town based upon residential buildout densities shown on the Planned Land Use Map and commercial buildout based upon current zoning and projected redevelopment included in the Downtown Plan. Population data is an estimate from the US Census Bureau for 1995, is from the US Census for 2000, and is an average number from Town occupancy permits for 2005. See Appendix A for Complete Assumptions and Methodology.

Water Delivery: In addition to focusing on obtaining additional sufficient supplies of water and effectively providing for its distribution, it is essential to implement infrastructure improvements to improve the delivery of water. The efficiency and quality of the supply system can be improved through the systematic replacement of deteriorated and undersized transmission lines. Many of the Town's water distribution lines are over 50 years old. These aged lines sometimes create problems for customers with respect to water quality and quantity. In addition, some lines need improvement to provide better fire flow. An updated assessment of the condition of the distribution system is needed.

Wastewater

The Town currently owns and operates the Basham Simms Wastewater Treatment Facility which was completed in 2002. The plant has a treatment capacity of 1 MGD. The Town has started the design to upgrade the facility to treat 1.5 MGD and to improve nutrient removal to meet stricter environmental regulations required in 2010. The upgraded facility is expected to be on-line in 2010.

Seven pump stations are provided throughout the existing sewer system. Three of the pump station systems need to be upgraded to meet Town Facilities Standards Manual standards (West End, Davis Drive and Holly Hill). Pump station sizing appears to be adequate for in-town growth. The East End pump station would need upgrading and possible relocation to accommodate growth within the Purcellville Joint Land Management Area. The Skyline pump station would need to be upgraded and relocated as well.

Because of the age of the existing sewer lines, the inflow and infiltration of storm water during periods of rain are issues. This excess storm water put into the lines creates substantial flow increases which adversely affects treatment at the wastewater treatment plant. A study of inflow and infiltration was conducted in 2004. Approximately \$1.7 million in improvements have been identified for implementation by 2010 which should decrease the flow to the treatment plant during rain events by as much as 30%.

Storm Water Management

The last Storm Water Management Plan for the Town was completed in 1985. A new plan is to be undertaken in 2006. The goals of the study are to develop a complete map of the storm drain system, identify locations where the storm drain system is inadequate, and to determine the improvements that are needed including costs, priority, and recommended phasing.

In addition to public facilities for storm water management, there are a diversity of private storm water facilities that have been constructed by residential and business developments to meet the Town's adopted development requirements for managing runoff. These facilities are typically maintained by private property owners or property owners associations. Proper maintenance and operation of these facilities is important, and annual inspections by the Town or other responsible public agencies are recommended to ensure that the facilities are in good condition.

Other Public Utilities and Telecommunications

Several utility companies provide electrical, telephone, cable and telecommunication services to residents, businesses and public entities, including Dominion Virginia Power, Adelphia Communications, Verizon Communications, Cingular Wireless, Nextel/Sprint, and Roadstar Internet. Like other public utilities, these companies provide essential services for daily activities and operations. It is important that they be included in long-term planning for Purcellville to ensure that service is adequate to meet development needs and consistent with the desired environmental standards. Also, with the proximity of Purcellville to the Washington Metropolitan area, it is important that there be expanded and upgraded technology systems that can support off-site employment, higher education, and new economy business opportunities.

2025 Public Utilities Future Issues and Opportunities

Land Use & Water Resource Planning

Being the fastest growing town in the fastest growing county has brought its share of challenges to Purcellville. That this growth has brought challenges related to water is no surprise. Growth affects costs of water infrastructure, demand for water and efficiency of water delivery. However, the relationship is a dynamic one: water policies influence growth decisions and outcomes, which in turn affect infrastructure and water resources. Purcellville faces two growing and related issues: large financial needs for water infrastructure and concern about the availability of water.

Water availability and cost are also related to the quality of existing and potential source waters. Utilities must use more chemicals and other treatment methods to bring polluted water up to national standards for drinking water, thus increasing its cost. The quality of the source waters depends on the ability of surrounding land to filter out potential pollutants.

Our population and economic growth have created demand for water. How that growth takes place affects how much additional water is needed and how much it will cost to deliver. The most common characteristics of new conventional growth – relatively large lots, low density and dispersed development, all increase the cost of delivering water. Homes on large lots and commercial facilities often consume large quantities of water for lawns and landscaping. Low-density dispersed development requires longer pipes, which lose more water through leakage and raise transmission costs. Infrastructure investments that support water system expansion over the upgrading and maintenance of existing networks can lead to increasingly inefficient systems, greater waste, and higher capital and operating costs.

Almost all water systems leak. They leak through both pipes and joints. Depending on their condition, drinking water systems lose 6 to 25 percent of their water through leaks and breaks nationally. Two major factors determining leakage are length and system pressure. Longer systems leak more than shorter ones; systems that operate under higher pressure leak more than systems that operate under lower pressures. Systems in low-density areas must use higher pressures to push water through longer mains. Because low-density areas tend to have higher water usage demand for items such as lawn care, water supply must be increased even more during dry months. Once again, the form of development affects water use.

Purcellville has a relatively old distribution system through most parts of the older sections of town. Older pipes and joints leak more than newer ones and all pipes need to be replaced at the end of their useful lives. The leakage and breaks common to older pipes grow, and the cost of operating an increasingly inefficient system grows with them. Replacing obsolete infrastructure simply to maintain existing service will require utilities to find new revenue.

Once development is in place, the Town is obligated to serve it. Making development predictable is a key principle of this Comprehensive Plan Update. Further, the better that our community understands its future water availability and the best options to protect water quality, the more likely it is to support a realistic and sustainable approach to growth that minimizes demand, improves efficiency, and protects water quality and future supply. Lack of coordination between land use planning and water planning can frustrate a predictable development decision process. A water budget can help our community to better understand the locally available water resources and compare them to the water demand.

This Plan is consistent with the Community Goal for public utilities and transportation that, “Water and sewer facilities will be planned and designed to appropriately address desired future land use patterns.” The community planning process and business roundtables identified the need to coordinate utility capacity for new development. Perhaps the most challenging aspect of the future planning for the Town is how to tie future land use decisions to the ability of the Town to provide water and sewer service. Over the years the Town has employed numerous strategies to evaluate future demand for public utilities, specifically water and sewer. All efforts have to make assumptions about water demand in three areas: (1) what will the future population or residential density be; (2) what types of businesses will locate in non-residentially zoned land; and (3) what will be the average water consumption either on a per capita basis or land use type. It becomes more challenging to project for the future, as the Town’s population likely will not undergo the magnitude of increase it has experienced during the past decade. The neighboring areas will, however, and they use the Town as the commercial center for western Loudoun. Given these potential changes it is recommended that the Town’s future water use needs be based upon zoning, rather than current in-town population.

Previous Studies

Purcellville draws on a series of studies to plan for its water needs. These studies are listed below with their highlights:

1976 Bengsten-DeBell, Inc. Study. This study identified that existing water demand was growing with the increase in population of Purcellville.

1995 Water & Sewer Master Plan. This plan by *R. Stuart Royer & Associates* was completed as required under the PUGAMP agreement. The purpose of that master plan was to “identify the water and sewer needs and provide cursory evaluation of the alternatives available to meet the needs of the Town of Purcellville and the Urban Growth Area (now referred to as the Joint Land Management Area, or JLMA) which may be served in the future by Purcellville’s utilities”. The report noted that, “even with steps taken to extend the useful life of the present system, the needs of the area will exceed the supply within the next decade”. This report also suggested that the existing system would require supplementation beginning in the year 2000 if service was extended into the JLMA. This study estimated a future water demand of 2.02 million gallons per day for buildout of the Town and JLMA.

2000 Water Resource Study. This study by *Anderson & Associates* updated the 1995 Water and Sewer Master Plan. Projected water demand due to full build-out in Town and the associated wastewater flows were estimated. The projected in-Town water demand was estimated at 990,000 gallons per day and Phase 1 JLMA residential water demand was estimated at 300 gallons per day per dwelling unit for a total of 1,323,700 gallons per day.

2005 Dewberry & Davis Study. This study estimated that the total water demand from by-right density within the Town at buildout would be 2,890,000 gallons per day.

While various strategies have been employed historically, the Town's ability to absorb fluctuations in water demand has diminished as its surplus supply has dwindled, as evidenced in Figure 20, primarily due to the rapid growth experienced in the past decade. Of particular current concern is non-residential water demand under by-right zoning. Some approved and proposed non-residential development projects have the potential to use an amount of water per day which is much greater than historical non-residential uses. These include:

- Carver Senior Center
- INOVA medical office complex
- Buildout of Browning Industrial Park
- East Main Street gym/mixed use project
- Loudoun Valley Shopping Center redevelopment
- Downtown redevelopment
- Cole Farm property
- West Main Street redevelopment

Thus, while existing non-residential uses demand only 168,500 gallons per day, it is likely that the amount of water required for additional by-right uses will increase noticeably, especially given the potential for residential development in surrounding areas of western Loudoun County. Purcellville will continue to serve as Western Loudoun's main commercial outlet whether the Town grows in population or not.

Proposed Land Use. The impact on the range of water needed to support current by-right land uses today is problematic given that the Town has virtually no excess capacity. One of the challenges faced in estimating future water demand is that the water demand for a given zoning district can vary tremendously based upon the actual uses that develop within the district. The Plan update, therefore, provides a range of future water demands. It is important to note that even if major supply projects come on line in 2010, the Town will not have adequate water supply to serve proposed land uses. Additional resources and strategies for conservation and system efficiency need to be developed. The potential shortfall will range from 100,000 gallons per day on the low end to 600,000 gallons per day on the high end depending upon specific development and water use assumptions.

Recommendations. This Plan recommends a multi-faceted approach to deal with this water demand challenge. First, continue to implement the remaining measures identified in the 2000 Water Resource Study, such as well field development in the Purcellville JLMA along the

transmission line. Second, apply for funding under the Virginia Department of Health drinking water supply state revolving fund for a more detailed and current water supply management effort. Finally, review permitted development types by land use to require more exact measures relating to water demand, such as a special use permit process for larger users of water.

Stormwater Management

In the future, nutrient loading standards for nitrogen and phosphorus for facility discharges will be revised and be more stringent. By 2010, this most likely will require that storm water be treated to meet the standards. Therefore, any new streetscape facilities and open space areas should consider environmental design features that will help address nutrient loading (e.g., vegetation, bio-filters, inlet collection devices, etc.). It is more cost effective to handle and treat storm water at the source rather than increase the sewage treatment plant capacity to treat it. Purcellville should take advantage of available grant funding for bio-retention and bio-treatment, as well as proactively use any new alternative methods to reduce nutrient and other pollutants from stormwater runoff.

Since the Town's Facilities Standards Manual was adopted in 1999, many new technologies and processes have been developed to meet today's best practices. The manual is being revised as of the end of June 2006, but may need further revisions once this Plan update is adopted in order to incorporate Plan recommendations for new public infrastructure and facilities and accommodate use of the best technology and management practices.

Other Public Utilities

Overhead electric, telephone and cable lines should be located underground where feasible or located to the rear of properties to minimize views on major streetscapes, such as Main Street and 21st Street. The Town should adopt appropriate resolutions and facilities guidelines to ensure new development and redevelopment complies.

Similar consideration should be given to improving the appearance of neighborhood areas and streets. One option to consider is establishing utility corridors in specified locations in Town where lines and facilities are placed along rear lot lines or in less visible locations than along street frontages. This approach could simplify utility location and reduce public controversy for such things as substation locations and telecommunication towers. The Town must also be proactive in engaging utility companies regarding their plans for regional improvements in utility capacity that might affect the Town.

A telecommunication policy also should be adopted to provide direction and design guidance for the location of cell towers and other similar facilities. Co-location on existing facilities should be encouraged rather than locating new cell towers within the Town limits. This policy should also promote improvements in telecommunications infrastructure access for Town residents and businesses.

Public Utilities Goals:

- Purcellville will set the regional standard for effective, integrated utility planning and growth management. Water and sewer facilities will be planned and designed to appropriately address desired future land use patterns.
- Utility systems will be encouraged to be cost-effective, efficient, and inclusive of state-of-the-art technology that promotes environmental protection, conservation and green development.

2025 Public Utilities Policies and Implementation Strategies

The following policies will help to implement the Public Utilities Goals outlined above and guide Purcellville in establishing the public infrastructure necessary for successful growth management and community development. Associated strategies are recommended to help implement each policy. Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.

- 1. *Provision of Utilities: Provide and operate a coordinated system of public water and sewer utilities that will enhance the quality of life for residents and businesses in Purcellville. Upgrade and maintain, water, sewer and storm drainage facilities and systems to promote the public health, welfare and safety.***

Implementation Strategies:

- 1.1 Review and update fundamental utility infrastructure plans at least every 5 years to ensure effective long-term planning and implementation of public systems. Plans shall include the Water and Sewer Master Plan, Storm Water Management Plan, and the Facilities Standards Manual.
- 1.2 Expand water capacity as necessary to meet the Town's desired and projected future growth needs with direction from an updated Water and Sewer Master Plan.
- 1.3 Continue to implement measures identified in the 2000 Water Resource Study, such as well field development in the UGA along the transmission line.
- 1.4 Complete the Centennial Reservoir and add another water storage tank, as appropriate.
- 1.5 Repair and replace aged water lines.
- 1.6 Upgrade the water treatment plant, as appropriate.
- 1.7 Upgrade wastewater treatment plant to address new environmental standards or implement alternative measures to address nutrients. Upgrade in accordance with direction from the updated Water and Sewer Master Plan.
- 1.8 Repair and replace aged sewer lines to reduce infiltration and inflow.
- 1.9 Expand sewer line service as appropriate to areas intended for growth on the future land use map.

2. *Cost-effective Public Facilities and Services:* Provide facilities and services at reasonable costs that are equitably and fairly distributed.

Implementation Strategies:

- 1.1 Establish and adopt fiscal policy guidelines and appropriate water, sewer and storm drain system funding plans that reflect best practices management to promote a healthy, self-supporting utility enterprise fund for utility facility improvements and expansion.
- 1.2 Apply for funding under the Virginia Department of Health drinking water supply state revolving fund for a more detailed and current water supply management effort.

3. *Conservation and Responsible Best Management Practices:* Encourage conservation of water and natural resources. Use best management practices for resource protection, usage and service delivery. Be proactive in protecting and providing adequate and safe supply of public water. Be proactive in preventing or addressing water pollution in order to reduce public water treatment requirements.

Implementation Strategies:

- 3.1 Address the quality/quantity of storm water infiltration and inflow to reduce treatment requirements through proactive best management practices and new environmental technologies. Implement infiltration and inflow corrective measures.
- 3.2 Maintain a tiered rate approach for users of the Town's water supply to encourage conservation and equitable distribution of costs for supply and distribution.
- 3.3 Consider alternative methods to increase the available supply of potable water, including advanced treatment technologies, water recycling and green building techniques.
- 3.4 Revise the Zoning Ordinance to require new development that requires high volumes of water (>2,000 gallons per day) be permitted only by special exception.

4. *Capital Improvement Program:* Undertake improvements in accordance with an adopted capital improvement program.

Implementation Strategies:

- 4.1 Prepare and adopt an annual Capital Improvement Program (CIP) based on this Comprehensive Plan under the guidance of the Planning Commission pursuant to Section 15.2-2239 of the Code of Virginia.
- 4.2 Ensure that the Town's capital budget is in conformance with the CIP.

5. ***Appropriate Location of Utilities: Locate utilities underground, where feasible, or in areas where there is minimal intrusion on important community streetscapes and views. Co-locate utilities, where possible.***

Implementation Strategies:

- 5.1 Maintain a location policy that requires the underground placement of utilities, where feasible. Locate above ground utilities only in locations that are less visible from the street or public areas. Demonstrate commitment to the policy through exemplary public action on public projects.
- 5.2 Identify suitable corridors in Town for community and neighborhood utility services that are located underground within public rights-of-way or along rear lot lines or other less visible areas.
- 5.3 Expand high speed and wireless internet service in Town. Conduct feasibility study for providing free wireless internet access throughout the Town.

6. ***Regional Coordination of Utilities: Promote regional cooperation and long-range planning for public utility facilities and services, including electric and natural gas/propane services, to provide the Town and the Region with the highest quality services that are the most efficient, effective, equitable and appropriate, while having the least possible negative impacts on the town and its environs.***

Implementation Strategies:

- 6.1 Monitor plans and proposals by public utility companies to install or expand regional public utility corridors in and around Purcellville and advocate utility expansions that minimize negative impacts, such as undergrounding of utilities.
- 6.2 Coordinate and cooperate with other towns and the County in the planning and promotion of regional utility services that are in the best interest of the Western Loudoun region.

Transportation

Present day Main Street (Business Route 7) serves as the Town's major east-west thoroughfare. Generally, it lies in the original alignment of the Great Road which dates to the mid-1700s. Over the last 150 years, Purcellville's road system developed with varied widths and limited connectivity. Many older residential streets are narrow, lack curb and guttering, and end abruptly without dedicated turnarounds or connections to other streets. Downtown streets also are narrow with limited on-street parking and connections. Thus, traffic management in peak hours is challenging in Purcellville, especially given the desire to maintain the small town character, while encouraging appropriate growth and addressing today's transportation needs for residents and businesses.

1998 Comprehensive Plan Recommendations

The 1998 Plan recognized the need for Purcellville to be more active in working with the Virginia Department of Transportation and Loudoun County in formulating a long-term plan for transportation improvements within the Town. The Plan recommended:

- 1. Additional study of pedestrian and bicycle routes in Town** - The Plan recommended developing a bicycle traffic plan to connect W&OD Trail to commercial and recreational destinations; encouraging the development of the former Manassas Gap Railroad as a trail; improved aesthetic treatment of East Main Street and the eastern entrance into Town through the development of design standards for site development, parking, signage, landscaping, and parcel connections.
- 2. Improved pedestrian and vehicular circulation in Town and safe access to public facilities** - The Plan recommended preparing a "road improvement plan" to identify areas in need of improvement and recommend a network of streets to provide greater flexibility for local traffic; preparing a "pedestrian traffic plan" to connect public facilities and provide safe, attractive landscaped spaces that effectively manage traffic and pedestrians;
- 3. Improved traffic circulation outside of Town** through safe and direct connection of the southern collector road to Route 7 Bypass as delineated in the Comprehensive Plan and the 1995 PUGAMP; and maintaining the option of a minimal impact interchange at Route 690 and Route 7 Bypass.
- 4. Enhanced pedestrian safety** through expansion of crosswalks, additional sidewalks, and the restriction of truck traffic (where appropriate) - The Plan recommended providing safe neighborhood sidewalk connections to schools; improvements to the trail crossing at Route 7 Bypass and Route 287; providing sidewalks on Main Street where they were lacking; upgrading East Main Street from Maple Avenue to Pickwick Drive to include landscaping and address stormwater, coordinated entrances, shared parking and pedestrian access to shopping; enhancing access to public facilities in the vicinity of Main Street; and improving Main Street at 32nd Street, Nursery Avenue and Maple Avenue; and improving visibility and turning movements at East Main and 9th Street.

5. **Improved street network serving residential, commercial and industrial areas** – Specifically, the plan recommended appropriate traffic calming measures on Main Street in the central business district; expanding off-street parking in the central business district; upgrading streets to include curb, gutter and sidewalk; consolidating access points on major streets; and encouraging VDOT to maintain streets in a manner consistent with the character of the Town.
6. **Commuter bus service and parking** – The plan encouraged a commuter bus service from western Loudoun County to northern Virginia employment areas, commuter parking, and carpooling.

2005 Existing Conditions

The Town of Purcellville maintains most streets within the Town. The Town receives annual funding from the Virginia Department of Transportation (VDOT) for this purpose and agrees to maintain certain design standards established by the state for road construction and maintenance. VDOT maintains Route 287, Main Street and portions of Hirst Road. The following two Transportation Maps show existing and proposed transportation corridors (arterial, collector and local roads), sidewalks, bicycle routes, and trails. Arterial roads are defined by the Federal Highway Administration as roads that provide the highest level of service at the greatest speed for the longest uninterrupted distance with some degree of access control. Collector roads are those that provide a less highly developed level of service at a lower speed for shorter distances by collecting traffic from local roads and connecting them with arterials. Local roads are those that provide access to areas with little or no through movement and are not defined as arterials or collectors.

Several circumferential collector roads have been discussed around the Town of Purcellville. The Southern Collector Road (A Street) is designed and a majority of the corridor has been constructed; however, its linkage to Route 287 has not been finalized. The missing link is located outside of the Purcellville corporate limits, so the Town will need the cooperation of Loudoun County and the Virginia Department of Transportation (VDOT) to complete this collector. A Western Collector Road has been proposed by VDOT to connect the Route 7 Bypass and Route 690, but a detailed corridor alignment has not been identified. Further study of this collector is necessary, and it should be included on the Countywide Transportation Plan and the PUGAMP document. A Northern Collector Road is included in the adopted PUGAMP and the Countywide Transportation Plan to connect Route 690 and Route 287 and continue east.

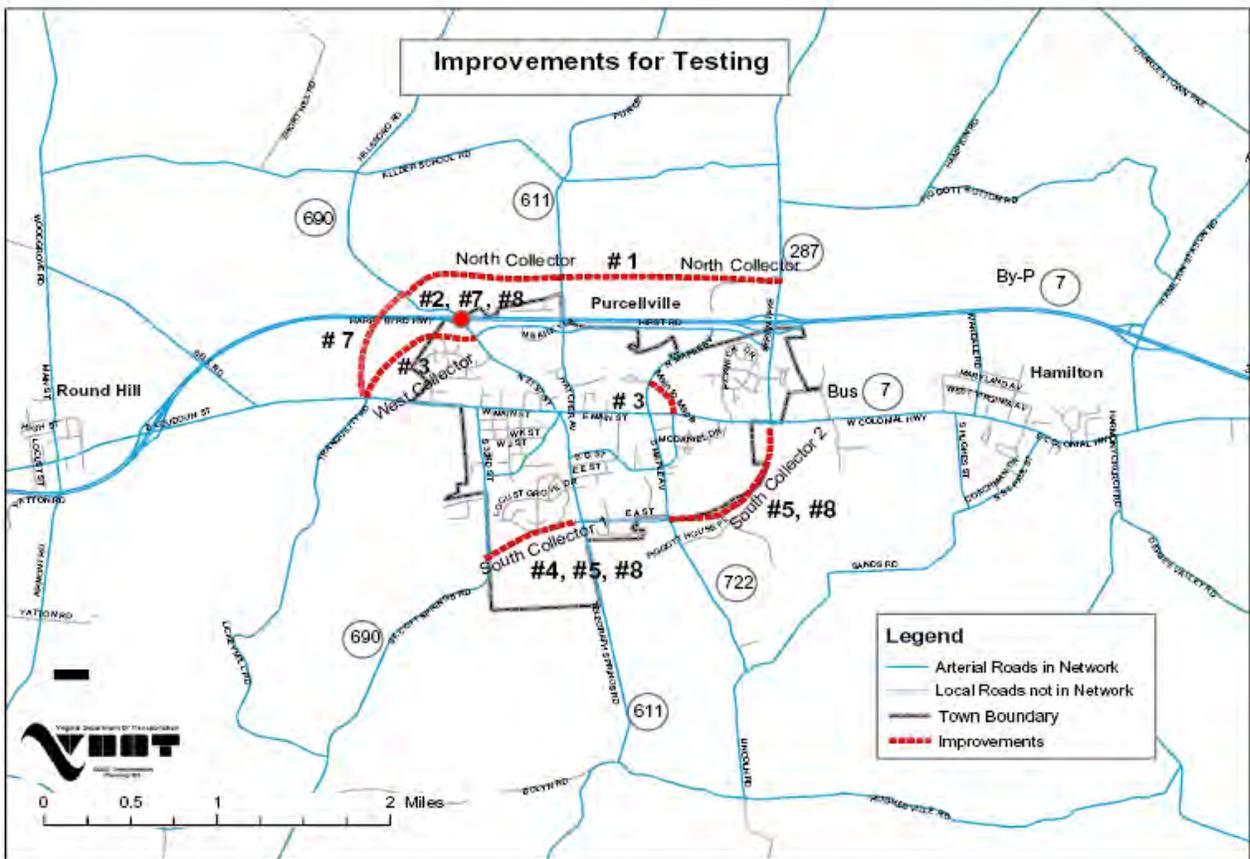
The levels of service for Purcellville's existing collector roads vary depending on the time of day. There is congestion on Main Street during peak hours. Intersections of particular concern are 23rd Street, 21st Street, Nursery Avenue, Hatcher Avenue, and Maple Avenue. As part of the Downtown Charrette in 2003, the following transportation issues were identified for further study:

1. Various Main Street improvements – signalization & stop signs at various intersections, widening through lanes east & west.
2. Reconfiguration of the Nursery/21st/20th/Main Intersection.

Eight alternative improvements to various roads were studied in addition to a no-build alternative. These alternatives are listed below and illustrated on the following map:

- Alternative 1: Northern Collector Road linking Route 690 to Route 287
- Alternative 2: Interchange at Route 690 and Rout 7 By-pass
- Alternative 3: West Collector Road connecting Tranquility Rod to Hirst Road plus a collector road linking 9th Street to North Maple Avenue
- Alternative 4: Southern Collector Road linking 32nd Street to 20th Street
- Alternative 5: Southern Collector Road linking 32nd Street to 20th Street, across the existing East A Street, and from Maple Avenue to Main Street at Route 287
- Alternative 6: Composite of the above Alternatives 1 through 5
- Alternative 7: Interchange at Route 690 and Route 7 By-pass with West Collector connecting Tranquility Road to the Northern Collector
- Alternative 8: Interchange at Route 690 and Route 7 By-pass with both Southern Collector Roads

Map 7. Alternative Transportation Improvements



Source: VDOT, Northern Virginia District Office, 2025 Traffic Analysis Town of Purcellville, Virginia, 2004.

The level of service for the alternatives is summarized in the following table.

Figure 21. Levels of Service – VDOT Transportation Alternatives

| Facility | No Alternatives | | | | | | | | |
|--|-----------------|-----|----|----|----|----|----|----|----|
| | Build | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 |
| 1. Main St. from Tranquility Rd. To 32 nd Street | D | D | B | B | D | C | B | B | B |
| 2. Main St. from Route 690 To Route 611 | F | F | D | F | D | D | D | D | C |
| 3. Main St. from Route 611 To Maple Ave. | F/G | F | D | F | D | C | C | D | C |
| 4. N. Maple Ave. from Main St. To Hirst Road | F | F/G | D | F | F | C | B | D | B |
| 5. Route 287 from Hirst Rd To Route 7 By-Pass | G | G | F | G | G | G | F | F | F |
| 6. Route 7 (W. Colonial Hwy) West of Route 287 | F | F | C | F | E | F | F | F | F |
| 7. Hirst Rd. from N. Maple Ave To Route 287 | F | G | F | F | F | F | C | F | B |
| 8. Route 690 from Hirst Rd. To Route 7 By-Pass | B | B | E | B | B | B | F | E | F |
| 9. Route 690 from Main St. To Hirst Road | B | B | C | C | B | B | C | C | C |

Source: VDOT, Northern Virginia District Office

It is worthy to note that the level of service on Main Street continues to be troublesome in most of the alternatives studied. Consequently, the Town engaged the services of a transportation engineer in 2005 to study more specific traffic solutions for Main Street. A traffic signal warrant study was conducted for Main Street at 23rd Street, 21st Street, Nursery Avenue, Hatcher Avenue, and 32nd Street. Based on the additional analysis, several alternatives were considered: improve existing traffic controls; signalize West Main at 21st Street and Nursery/20th Street; and signalize East Main at Hatcher and 23rd Street. Town Council subsequently decided to signalize East Main Street at Hatcher and 23rd.

Also in 2005 the Town studied the Maple and Main Street intersection in order to improve vehicle capacity and pedestrian and bicycle safety and access. Plans for intersection improvements have been partially completed and are under review by the Town and VDOT. The preliminary plans include additional turn lanes, reduced road access points, sidewalks, landscaping and a widened intersection to accommodate turning vehicles.

Finally, a sidewalk improvement priority list is used for phasing and construction of pedestrian sidewalks. Major streets on the priority list for sidewalk improvements in the next few years include Main Street, Nursery, South 20th, North 21st, South 32nd, and North Maple Avenue.

Northern Virginia 2020 Transportation Plan recognizes the land use and employment changes anticipated and proposes infrastructure improvements for the region. There are no major project improvements proposed for the Town of Purcellville. As of 2005, Loudoun County has not included any of the above projects in the County's FY2005-2010 Transportation Improvement Plan. The Southern Collector Road (A Street) is designed and a majority of the corridor has been constructed; its linkage to Route 287 has not been finalized.

2025 Transportation Issues and Opportunities

With increased regional population and employment projected for next 10-15 years, commuter and destination traffic will increase, thereby creating a need for additional improvements to Route 7 Bypass and other key road connections to Town. Peak hour traffic congestion on Main Street could be reduced with the construction of A Street to Route 287 and a new western interchange on the Route 7 Bypass at Route 690.

The *Downtown Master Plan* recommends additional street connections and realignments to improve transportation management in the historic downtown. The Town received Transportation Enhancement Funding in 2006 for Phase 1 streetscape improvements to 21st Street and the intersection at 23rd Street. Additional federal funding is being sought to continue implementation of remaining phases of this project.

Because of its proximity to the W&OD Trail and its role as the business hub for western Loudoun County, Purcellville is an important crossroads for vehicles and bicycles. The Town encourages alternative forms of transportation and strives to create a community that is accessible for pedestrians, safe, and bicycle friendly. Existing and proposed bike routes in Purcellville are shown on the Transportation Map. Bicycle routes and dedicated bike lanes should be provided on all major roads, where feasible. Facilities should be included on Main Street, 21st Street, 20th Street, Hatcher Avenue, Hirst Road, Maple Avenue, Route 287 and the Route 7 Bypass. A detailed Bicycle Plan can provide direction for safety standards and location. A printed route map also would be beneficial, as well as bicycle racks in appropriate locations and a staging area for bicyclists. This should be part of an overall multi-modal Transportation Master Plan that will ensure equal emphasis on bicycle, pedestrian and vehicular transportation needs in the Town.

The 2003 *Loudoun County Bicycle & Pedestrian Mobility Master Plan* encouraged towns to adopt the Network Map shown in the plan, or suggest amendments. The Town of Purcellville adopted this plan in 2003. The Network Map shows the bicycle/pedestrian pathway from Round Hill to Franklin Park to Purcellville currently under development, as well as recommending pedestrian improvements on Main Street and near the high school. The plan encourages traffic calming as a means of improving bicycle and pedestrian safety and access. It notes that in the Rural Policy Area, a traffic calming project similar to Route 50 would be complementary for Business Route 7 from Round Hill to Hamilton.

Strategies identified in the plan for Town/County interface include:

III. The Comprehensive Plan: Purcellville in 2025
Public Infrastructure: Utilities and Transportation

1. The County will collaborate with the Town to identify ways to mitigate traffic impacts and integrate vehicular travel into the streetscape of Purcellville.
2. The County will support, as needed, additional analysis and planning for bicycle and pedestrian mobility.
3. The County will facilitate development of important bicycle and pedestrian facilities as well as improved connectivity to the schools.

There are many opportunities for public transit for commuters in Purcellville. The Virginia Regional Transportation Association, which is based in Purcellville, offers coordinated public transportation in Loudoun County. Loudoun County Transit operates a public bus service from Purcellville to eastern Loudoun County where transfer stations connect riders to various Washington DC locations. The Purcellville Connector has stops at the Maple Avenue Apartments and at the Loudoun Valley Community Center. In addition, the Loudoun County Office of Transportation Services maintains a carpool and vanpool database. Finally, the Loudoun Valley Transit has a temporary agreement with St. Andrew's Presbyterian Church to use its parking lot on west Main Street for park and ride commuters. A permanent park and ride facility in the northern portion of the Purcellville JLMA has been discussed for the future; it is expected to be approximately 4 acres in size, initially designed for 100 spaces, and expandable to 150. This facility would benefit the Town and enhance the transportation opportunities in the future. Careful placement of the facility will be needed to ensure appropriate access for commuters and compatibility with adjacent and planned development.

2025 Transportation Policies and Implementation Strategies

Relevant transportation goals from the 1998 Plan are integrated into the following transportation policies. These policies reflect transportation issues and opportunities in Purcellville moving toward 2025. Implementation strategies are recommended to further the transportation policies established by this Plan. Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.

- 1. *Connected, Efficient Street Network:* Provide a connected network of attractive public streets in Town that efficiently and effectively manage traffic flow. Encourage the routing of through traffic to transportation corridors outside of the Town to minimize effects on the internal street system. Maintain and meet acceptable levels of service on all streets in Town.**

Implementation Strategies:

- 1.1 Implement the recommendations of the 2025 Transportation Analysis completed in 2004 by VDOT by working with Loudoun County to include priority projects in the 6-year transportation plan.
- 1.2 Pursue the implementation of a new interchange at the Route 7 Bypass and Route 690. Include consideration of a connection to North 21st Street and to a new Western By-pass that would connect this interchange to Route 7 Business west at Tranquility Road.

- 1.3 Pursue the implementation of new street connections and intersection improvements in downtown as shown in the Comprehensive Plan and recommended in the Downtown Master Plan to enhance business development and improve traffic circulation. These connections include improvements to 21st and 23rd Streets, reconfiguration of the “tear-drop” intersection at 20th/MainStreet/Nursery Avenue, and the extension of O Street and 20th Street to Hatcher Avenue.
- 1.4 Pursue the connection of A Street to Route 287 in a manner that is consistent with the design and conservation recommendations set forth in this Comprehensive Plan. Work with affected property owners to achieve a design plan that best meets the needs of both the residents of Purcellville and the continued prosperity of the property owners.
- 1.5 Pursue the implementation of a roundabout (as opposed to signalization) at the intersection of East Main Street and Route 287 to manage traffic entering Town; design the roundabout as an eastern gateway entrance into Purcellville.



Roundabout at Route 287 and East Main Street: Opportunity for Traffic Management with an Alternative to Signalization. This provides a landscaped entry point.

- 1.6 Develop and adopt design standards for commercial and industrial parking facilities. Encourage well designed parking facilities adjacent to commercial and industrial development by requiring landscaping, buffering and pedestrian access as part of rezoning and development reviews. Encourage similar facilities for large residential developments.
- 2. Alternative Transportation Management Systems: Provide a comprehensive transportation system that includes a multi-modal network of safe, adequate and efficient management opportunities for motor vehicles, pedestrians, and bicycles. Encourage and**

support transit systems and facilities to reduce energy, protect the environment, and maintain Town character and quality of life.

Implementation Strategies:

- 2.1 Develop appropriate transportation standards for development that provide safe vehicle and pedestrian separation, and promote the use of sidewalks and trails as an alternative to cars. Adopt them as part of the Town's Facilities Standards Manual.
- 2.2 Enhance the small town character of Purcellville by implementing transportation improvements that include facilities for pedestrians and bicyclists.
- 2.3 Amend the Zoning and Subdivision Ordinances to require bicycle facilities in new developments and provide linkages where feasible.
- 2.4 Develop a Mass Transit Plan as part of a Transportation Master Plan in cooperation with the Virginia Regional Transit Authority and Loudoun Transit to pursue an expanded transit system in Town and additional connections to the regional mass transit network. Support area transit needs such as a bus transfer point, commuter parking and rapid bus transit to Metro stops to benefit residents and reduce strain on the road network. Seek cooperation from churches for commuter use of their parking facilities where possible.
- 2.5 Improve accessibility and traffic safety in commercial areas through shared entrances, parking and access points, especially on East Main Street and in downtown. Amend the Zoning Ordinance to require shared entrances in new development and redevelopment projects.

3. *Pedestrian and Bicycle Friendly Town: Promote Purcellville as a pedestrian and bicycle friendly Town. Provide quality pedestrian and bicycle facilities and experiences for residents and visitors. Provide safe facilities that exhibit adequate separation of vehicles, bicycles and pedestrians.*

Implementation Strategies:

- 3.1 Provide sidewalks where lacking. Adopt a sidewalk improvement plan in conjunction with the Capital Improvement Plan that includes prioritized projects. Give priority to a sidewalk program that addresses school access.
- 3.2 Identify and enhance pedestrian linkages between neighborhoods, shopping areas, recreational areas and public facilities by conducting an inventory and assessment of conditions and facilities and adopting a plan for implementing improvements.
- 3.3 Designate bicycle routes and provide dedicated bike lanes, where feasible, on all major roads in Purcellville. Facilities should be included on Main Street, 21st Street, 20th Street, Hatcher Avenue, Maple Avenue, Hirst Road, Route 287 and the Route 7 Bypass.
- 3.4 Develop a Bicycle Plan for the Town that takes into account recreational bicycle destinations, regional trail connections and ties to the W&OD Trail. As part of the plan, develop and publish a bicycle route map and market Purcellville as a welcoming community for bicyclists.

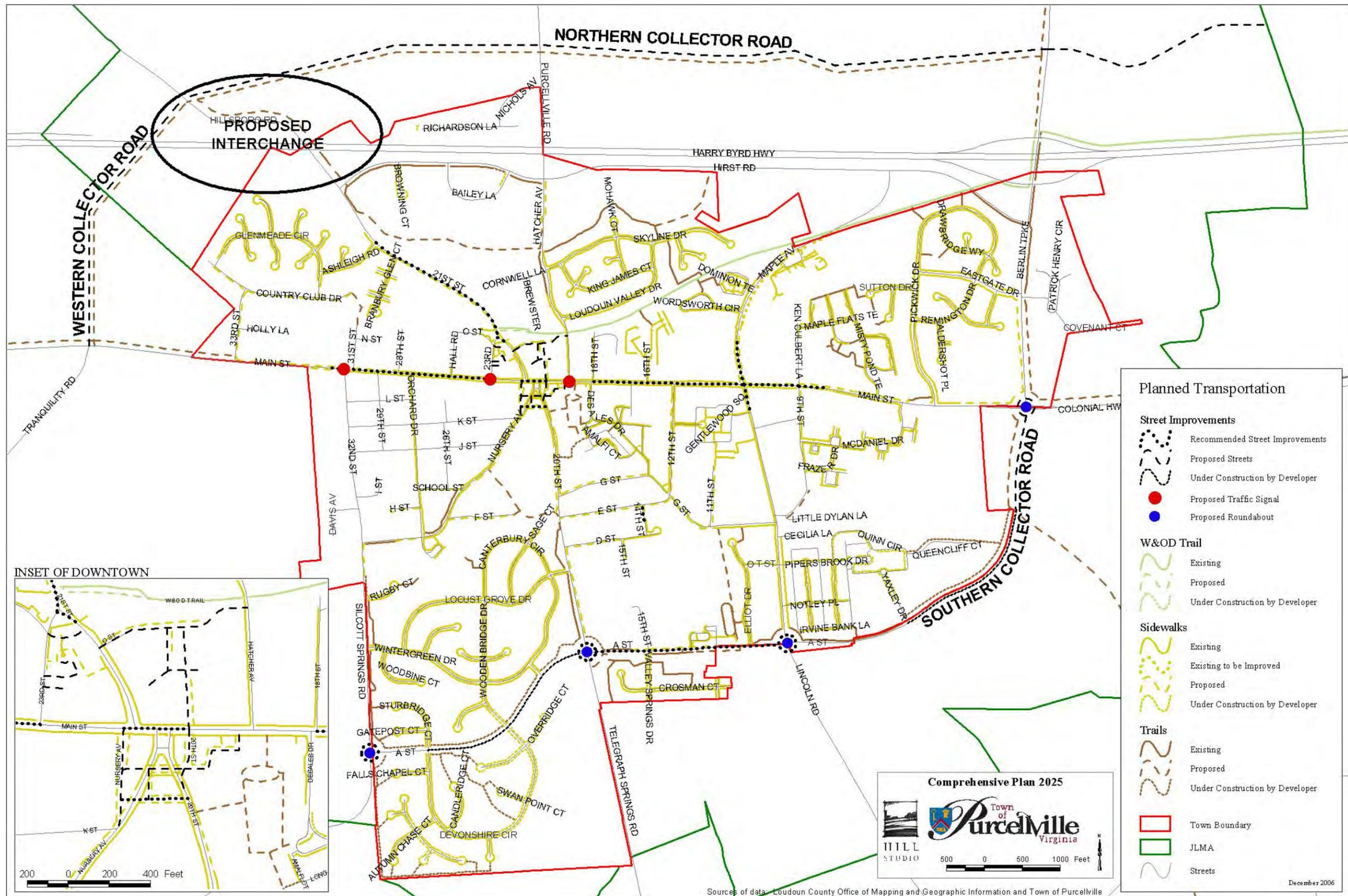
- 3.5 Develop standards for public trails in Town that include bike facilities.
- 3.6 Provide public bike racks where feasible. Provide a staging area for bicyclists.
- 3.7 Support the development of the old Manassas Gap Railroad bed in southeast Purcellville as a rails-to-trails opportunity. Provide technical assistance in securing grant funding for planning and implementation.

4. *Safe, Attractive and Inviting Streets:* Provide safe, attractive and inviting streets throughout the Town. Promote inviting, attractive and well-designed entrances into the Town. Encourage development that considers pedestrian scale, historic character, and is designed in context with surrounding development.

Implementation Strategies:

- 4.1 Study the feasibility and desirability of providing inter-parcel connector provisions in the Zoning Ordinance to promote improved access and connectivity in commercial areas. Adopt appropriate provisions.
- 4.2 Revise the Zoning Ordinance to include development standards that promote increased pedestrian and bicycle accessibility and encourage landscaping between vehicles and pedestrians.
- 4.3 Amend the Zoning Ordinance to encourage shared parking in the central business district and flexible standards to reduce the amount of impervious pavement and encourage alternative modes of transportation. Establish maximum and minimum parking standards for new development.
- 4.4 Design and implement landscaping, lighting and signage enhancements to all gateway entrances into Purcellville including East and West Main Street and North 21st Street.

The map on the following page illustrate the major existing and planned transportation improvements for Purcellville and the immediate area.



Environment

Purcellville's natural environment enhances the quality of life for residents and provides fundamental resources for businesses. Maintenance of a high quality environment and protection of natural resources is essential in sustaining the Purcellville of tomorrow.

1998 Comprehensive Plan Recommendations

The 1998 Plan recognized the importance of environmental protection in Purcellville and promoted recognition and preservation of the Town's natural resources, including streams, open areas, wildlife habitat, and flora and fauna. Preserving the natural beauty and environmental functions will ensure that community growth is nurtured and that important resources are safeguarded. The Plan recommended that these natural resources be maintained, improved and protected through monitoring and protection of air, water, and natural features. Environmental protection strategies included an environmental analysis for new development projects, discouraging and prohibiting development in wetlands and floodplains, vegetative planting of steep slopes to reduce erosion and runoff, managing and monitoring of stormwater runoff, reducing private sewage facilities, improving the Town's water and wastewater treatment system, tree planting and replacement, maintenance of vegetative buffers, and expansion of public greenways.

2005 Existing Conditions

The Environmental Resources Map in this Chapter illustrates the location of Purcellville's key environmental resources.

Geology and Soils

Purcellville is underlain by gneiss, million-year-old rock which has a composition similar to that of granite. The gneiss forms a part of the core of the Blue Ridge Anticline, a giant fold in the ancient layered rock which extends from Catoctin Ridge in the east to the Blue Ridge in the west. Dikes, which are slabs of younger rocks with a composition similar to that of lava flows, have worked their way up into the gneiss in a number of places in Purcellville. Both the gneiss and the dikes are highly altered and fractured and, like most of the rock in Loudoun Valley, are more easily eroded than those of the ridges to the east and west. It is from this that the scenic Beauty of the Loudoun Valley is derived.

There are no known mineral resources in the Town or its immediate surroundings. Water occurs in fractures in the gneiss, which results in a wide range in well yields and makes exploration for water difficult. For a detailed study of the Purcellville area's geology, refer to the Geological Map of the Purcellville Quadrangle, Loudoun County, Virginia. U.S. Geological Survey Map GQ-1755. The most common soil associations in Purcellville are the Chester and the Brandywine series, both of which are suited to a variety of land uses. As well as being considered prime agricultural soils, they are also suitable for urban uses and development with individual wells and septic systems. Generally, the only soils in the planning area that are not well suited for urban development or agricultural use are those in flood plains or along steeper slopes.

Vegetation

It is difficult to imagine the countryside around Purcellville being heavily wooded, but in 1866, it was noted that "Everywhere west of Town was Dillon's Woods or the Big Woods. You could hike through to the Blue Ridge and never see daylight." Now, most of the larger trees are those which were planted in yards and along streets, and much of the land surrounding the Town has been cleared for pasture or crops. A few areas of woodland remain, making these landscapes both environmentally and aesthetically significant to the heritage and character of Purcellville. Protection and conservation of these mature trees within the community and especially along Catoctin Creek are important in retaining some of the defining qualities of early Purcellville.

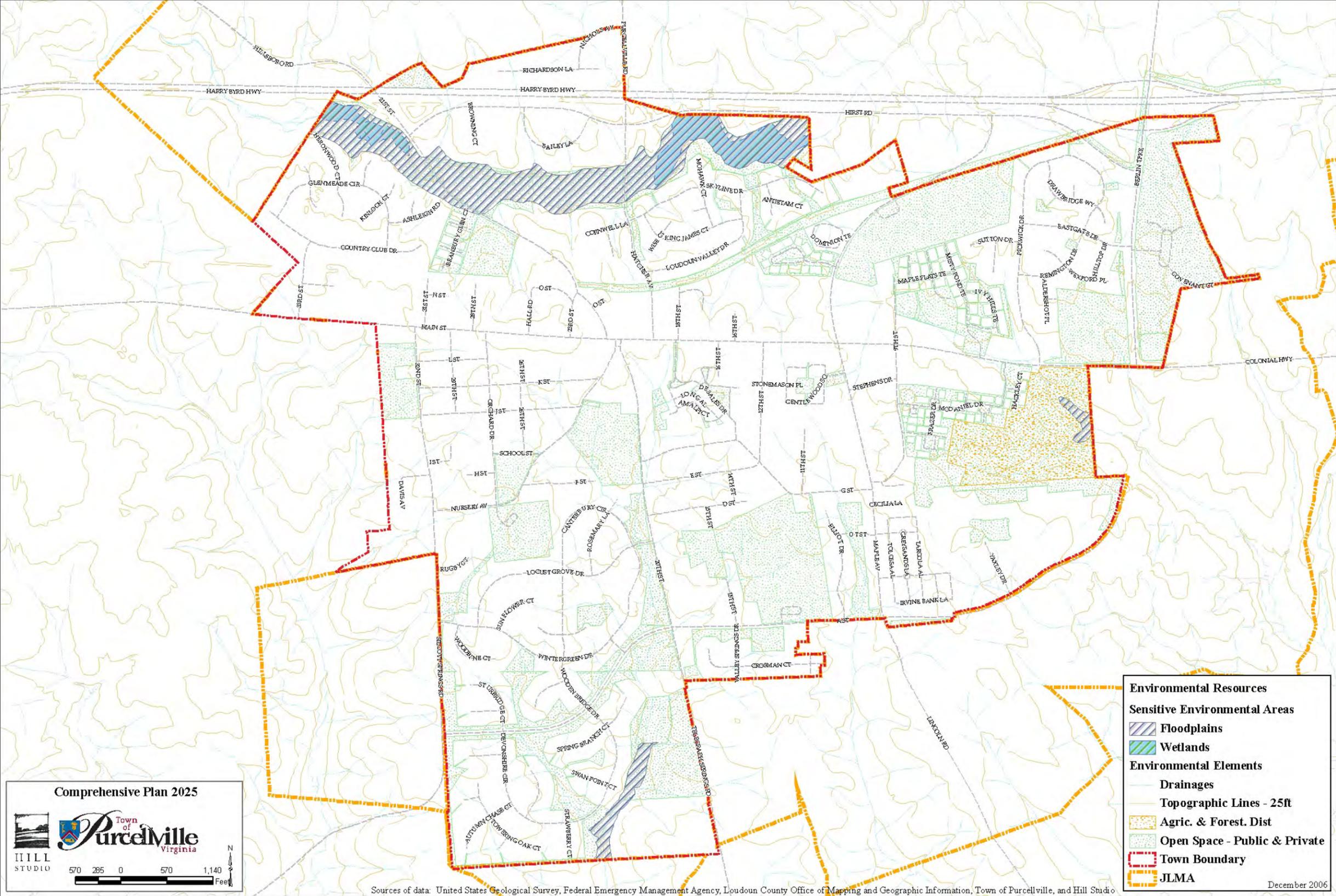
Air Quality

Information available from the EPA as reported through the Federal Highways Administration and Virginia DEQ indicates that Loudoun County is in the non-attainment area of the Washington, DC region. This relates to the 1-hour and 8-hour ozone levels, and particulate matter levels. Loudoun County is considered part of the Washington, DC metro area of Northern Virginia and the entire county is included in the non-attainment designation.

Water Quality

Water is provided in the Town by several springs, wells and one reservoir. Another reservoir is planned for 2009. According to the 2004 Drinking Water Quality Report, the levels of regulated and non-regulated contaminants were within the acceptable regulatory limits, therefore no violations were reported.

Loudoun Valley High School students have been working to improve water quality around the Suzanne R. Kane Nature Park. The school has been working with the Piedmont Environmental Council with funding from the Virginia Department of Conservation and Recreation and the Chesapeake Bay Watershed Grant Program. The students planted trees to form a riparian buffer along the South Fork of Catoctin Creek to mitigate nitrogen loads from nearby residential lawns. The riparian buffer project is also being used by the Town as a wetland mitigation bank to offset the effects of creating the Centennial Reservoir.



2025 Environmental Issues and Opportunities

With projections for increased growth and development in and around Purcellville, there will be a greater need to ensure that the environmental quality of the landscape, water and air is protected for the community's health, safety and welfare. When considering future development, special attention should be given to those areas that are environmentally sensitive, such as wetlands, steep slopes, floodplains and poorly drained areas. In addition to protecting water quality, these areas also serve as natural buffer zones for passive recreation and provide diverse habitat opportunities.

Part of what makes floodplains such sensitive areas is their proximity to streams and rivers, which allows them to manage stormwater and pollution. The amounts and types of pollutants and sediment present in an urban environment differ from those found in less developed areas. Ice melting material applied to roads, lawn fertilization practices, pet waste, gasoline, oil and antifreeze from vehicles, and other common pollutants combine to adversely affect water quality for humans and species that live in the water. The Virginia Department of Conservation and Recreation indicates that, "A 100-foot wide strip of forest and grass can reduce sediment by 97 percent, nitrogen by 80 percent and phosphorous by 77 percent (Source: <http://www.dcr.virginia.gov/sw//crep.htm>).

Conservation efforts and special attention should be directed to any future development influences on the Goose Creek Historic District, south of Purcellville in the JLMA. Continued use of agricultural and conservation districts adjacent to the Town will encourage compatible land uses, preserve agricultural landscapes and benefit community character of western Loudoun County.

While improvements are planned to the Town's water supply and treatment facilities to meet future needs, capacities of the existing water and sewer facilities are limited. It is projected that even with planned improvements in the near future, the systems will not accommodate full build out of the Town under current zoning. Consequently, every effort should be undertaken to protect water quality and promote good environmental principles in new development, thereby proactively managing environmental resources.

Finally, there are a number of water quality issues which must be carefully monitored. These include:

1. Storm water runoff that contains pollutants and sediment.
2. Loss of ground percolation surface area due to the addition of pavement and the construction of buildings that are impervious.
3. Underground storage tanks – In recent years, the Virginia Department of Environmental Quality (DEQ) identified a number of sites in the Town with petroleum releases from underground storage tanks. The majority of these cases are located along Main Street; some have been addressed and closed by DEQ and others are still being monitored.

4. The South Fork of the Catoctin Creek is classified by DEQ as “impaired riverine water.” DEQ has mapped at least one citizen monitoring station, a biological station and an ambient monitoring station along the South Fork of Catoctin Creek within the Town. Loudoun County has between 1 and 5 impairments in the watersheds of the County. The Catoctin Creek Watershed Project monitors stations and generates annual reports on the quality. The project is conducted by Loudoun Watershed Watch in conjunction with the Department of Conservation and Recreation and the Loudoun County Soil and Water Conservation District.

2025 Environmental Policies and Implementation Strategies

Environmental recommendations from the 1998 Comprehensive Plan are integrated into the following updated environmental policies for the 2025 Plan. Strategies are recommended to implement each of these environmental policies. Timeframes and participants involved in implementation are defined in the Implementation Strategy Matrix shown in Section IV, Comprehensive Plan Implementation.

- 1. *Environmental Protection and Monitoring:* Improve, maintain and protect the natural environment of the Town. Ensure that growth meets the needs of people and protects the environment. Preserve the natural beauty and function of the environment as a habitat for people, plants and animals. Monitor and protect the quality of air, water, flora, fauna and other physical features of the Town and its surroundings.**

Implementation Strategies:

- 1.1 Revise zoning and subdivision regulations to include environmental standards for new residential, commercial and industrial development. Include standards that address development in or adjacent to floodplains, forested areas, critical or significant habitats, important viewsheds, water recharge areas, and other similar environmental areas.
 - 1.2 Provide leadership in protecting and enhancing the environment by working with Loudoun County and other regional entities to develop an environmental protection strategy. Encourage the formation of a regional environmental conservation coalition of both public and private interests to assist in implementing the strategy and monitoring environmental issues.
 - 1.3 Address non-attainment air quality issues and reduce air pollution in Purcellville by encouraging implementation and use of a bus transit system that connects businesses, commercial areas, commuter lots, and public facilities.
- 2. *Sensitive Environmental Areas and Water Resources:* Protect scenic and sensitive environmental areas. Conserve and protect water resources. Monitor, maintain, and improve water quality in surface and groundwater sources used by the Town. Integrate wellhead protection and watershed planning into Town planning.**

Implementation Strategies:

- 2.1 Review zoning regulations with respect to provisions for protecting and enhancing sensitive environmental areas such as floodplains, wetlands, and other natural areas. Investigate methods used by other communities to protect these areas and minimize development impacts. Amend zoning regulations to strengthen protection of these environments.
 - 2.2 Develop and implement a Storm Water Management Plan. Include regional storm water management strategies for managing stormwater runoff quantity and quality, particularly on East Main Street.
 - 2.3 Proactively address the treatment of storm water for pollutants, nutrients, and sediment before it reaches the wastewater treatment plant by recommending and using applicable natural and technological methods to control pollutants (e.g. vegetation as filters to reduce concentrations, collection traps at drainage inlets, underground systems with filtration capabilities, planting of pollution tolerant vegetation, etc.). Revise parking lot standards to encourage use of pervious pavement options where appropriate.
 - 2.4 Maintain a 100-foot wide buffer around streams and creeks to filter pollution and sediment from the urban environment.
3. ***Environmental Quality of Life: Maintain high standards for environmental quality to enhance the quality of life for residents and businesses. Protect important natural features such as wetlands, floodplains, and forested areas. Encourage landscaped buffers, tree planting, and the retention of heritage landscapes (e.g., stone walls, fences and trees) to preserve environmental character of Purcellville. Preserve important views of natural features at Town gateways, in public spaces and parks, between residential and commercial areas, and along major transportation corridors.***

Implementation Strategies:

- 3.1 Conduct an inventory of existing trees. Develop a tree preservation and replacement plan that promotes citizen and developer partnership in tree retention, replacement and planting.
 - 3.2 Develop a Master Tree Plan for public properties. Plant and maintain trees along streets. Establish an annual tree planting day. Engage local nurseries and arborists from the Extension Service, homeowners, businesses and developers to install, replace and care for trees in conjunction with sidewalk improvements and additions.
 - 3.3 Promote the use of “green” buildings and site development in new construction. Consider financial incentives such as reduced rates for water and sewer.
4. ***Environmental Education and Stewardship: Promote public education regarding the role and importance of the environment in sustaining the community’s health and well-being.***

Encourage cooperation among environmental health agencies in protecting the region's environment. Support partnership efforts in proactively addressing environmental issues.

Implementation Strategies:

- 4.1 Encourage water conservation and protection by distributing information to help citizens better understand water resources and the water cycle.
- 4.2 Use qualified environmental groups to assist in environmental projects such as stream monitoring, bird counts, butterfly counts, wildlife and native plant inventories, and tree planting.
- 4.3 Establish an awards program for individuals, groups and developers who have made outstanding contributions to the environmental health of Purcellville.

5. *Waste Reduction and Recycling:* Facilitate waste reduction and recycling efforts for residents and businesses.

Implementation Strategies:

- 5.1 Provide recycling containers at all public facilities, including Town Hall and other publicly-owned facilities.
- 5.2 Update the Purcellville Town Facilities Standards Manual (1999) at least every five years to include new technologies that promote high environmental quality.
- 5.3 Develop environmental indicators for monitoring the environmental quality of Purcellville. Coordinate with the Loudoun County Environmental Indicators Project (George Washington University, Department of Geography), if still available. Work with Patrick Henry College for research, technical assistance and long-term monitoring.
- 5.4 Facilitate waste reduction and recycling efforts through public education.

6. *Lighting and the Environment:* Preserve the dark sky environmental qualities of Purcellville at night. Minimize light pollution in Town and encourage lighting, where necessary, that is directed, shielded and contained to the minimal amount required for safe access.

Implementation Strategies:

- 6.1 Maintain existing outdoor lighting standards for new development that reduce light pollution and promote the protection of dark, night sky in Purcellville.
- 6.2 Develop or assemble public education materials on light pollution and provide information to residents and businesses to achieve voluntary reductions in unnecessary lighting.
- 6.3 Develop and fund a proactive program designed to convert existing, non-compliant fixtures associated with public buildings and land to dark sky compliant standards. Include in the program a cost share program for residents and businesses that encourages them to convert their lighting as well.

Land Use

A primary purpose of this Comprehensive Plan is to set forth Purcellville's policies and goals for the future use of land within the Town and to address needed changes in existing land use and amendments to land management ordinances. The following sections discuss the changes in land use since 1998 and provide future land use recommendations to achieve the vision for Purcellville established by this Plan.

1998 Comprehensive Plan Recommendations

The 1998 Plan identified various planning factors that would influence future development patterns. These factors included identification of vacant land, proposed road improvements, historic areas, the central business district, and industrial and commercial areas. Future low to moderate density residential development was envisioned in the southern portion of Town in the vicinity of the proposed Southern Collector Road (A Street) and north of the Town limits. Medium to high density residential development and townhouses were envisioned in the eastern portion of Town and south of Main Street. Future commercial development was envisioned in the downtown and on East and West Main Street. Additional industrial development was envisioned north of downtown and in the vicinity of the Route 7 By-pass.

Residential land use categories recommended included: low density single-family (up to 2 units per acre); moderate density single-family (2-3.5 units per acre); medium-high density single-family/duplex (3-5 units per acre); low density townhouses (3-5 units per acre); high density townhouses (5-8 units per acre); high density single-family, zero lot line (5-8 units per acre); and high density multi-family (8-15 units per acre).

In addition to considering the available capacities of public roads, utilities and facilities in reviewing potential new development, the Plan recommended protection of the community's historic, architectural and ecological resources. Both the Brown Farm (Crooked Run Orchard) and the Cole Farm were identified as deserving special attention if developed to protect important agricultural and historic resources. Fireman's Field also was identified as important public recreational and open space. Finally, the historic downtown business district was identified as an area for renewed investment and positive economic development.

Existing Land Use

Some of the most dramatic change in Purcellville can be seen in the change in land use. The existing land use and zoning in Purcellville is shown on the following Existing Land Use and Zoning Maps. Figure 22 comparing land use changes from 1997 to 2005 is shown below.

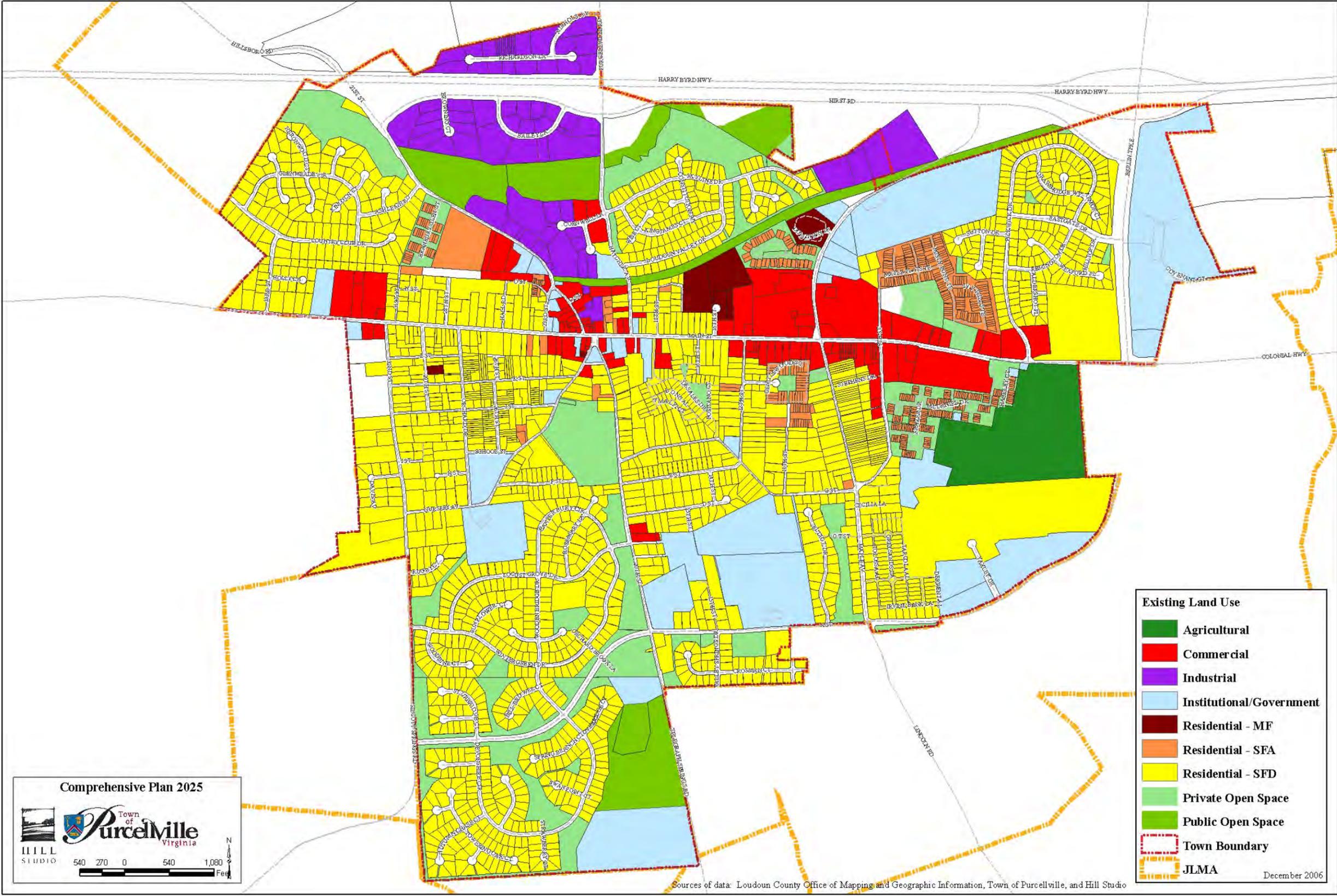
**Figure 22. Land Use Change 1997 – 2005
 Town of Purcellville**

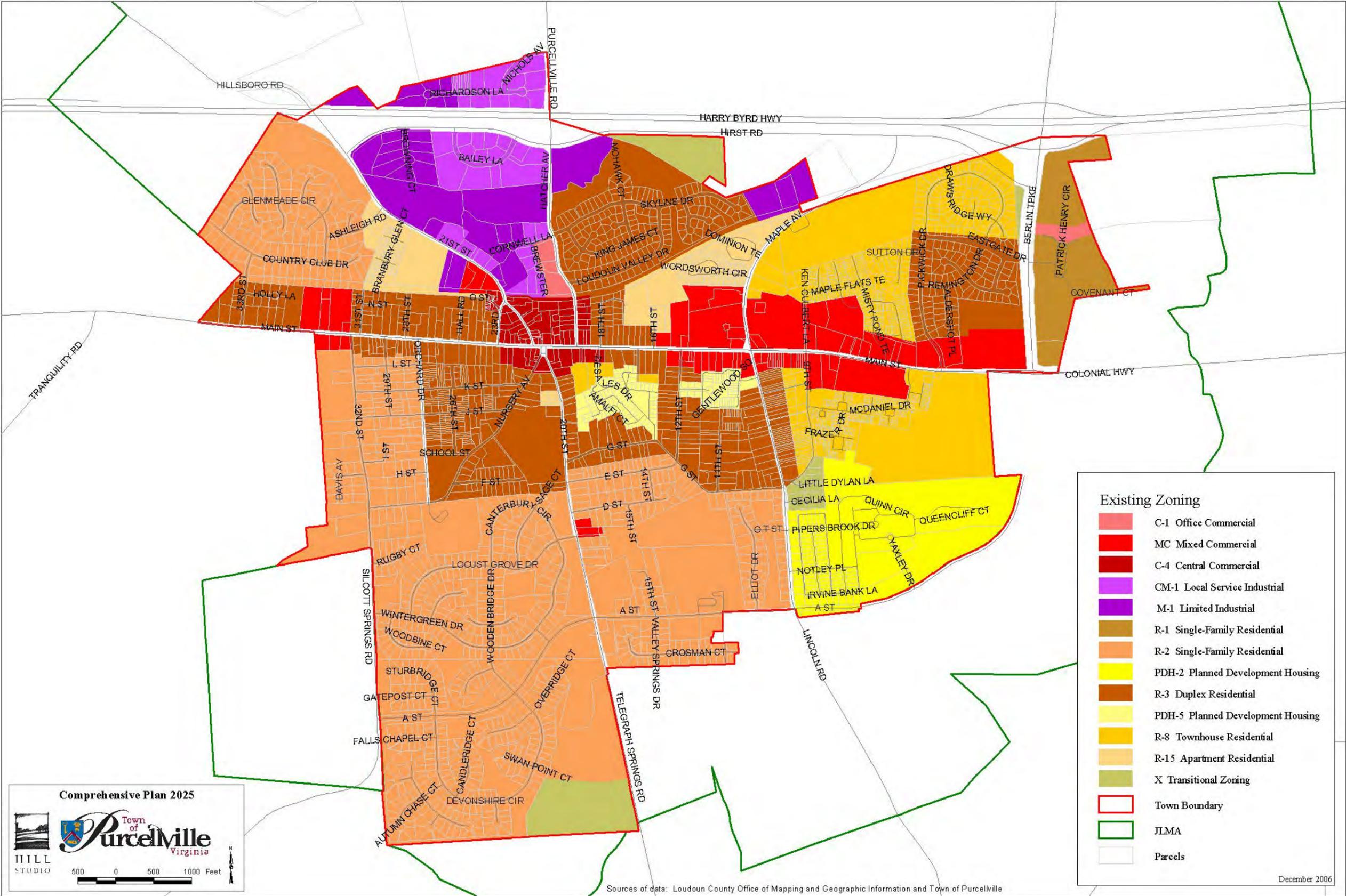
| Land Use Categories | 1997 Acres | 1997 % | 2005 Acres | 2005 % |
|--------------------------------|---------------|-----------|---------------|-----------|
| Agricultural | - | 0% | 41.8 | 3% |
| Commercial | 94.6 | 7% | 99.9 | 6% |
| Industrial | 28.0 | 2% | 87.7 | 5% |
| Institutional/Government | 121.0 | 9% | 275.5 | 17% |
| Parks & Open Space | 51.0 | 4% | 226.1 | 14% |
| Residential - SFD, SFA, MF | 397.8 | 31% | 773.2 | 47% |
| Streets & Public Rights-of-way | 145.0 | 11% | 119.5 | 7% |
| Vacant | 462.6 | 36% | 26.6 | 2% |
| Total Acres | 1300 | | 1650.3 | 100% |

Source: Town of Purcellville Department of Planning & Zoning

It should be noted that GIS mapping was used to determine the 2005 information, while the 1997 information was derived through a less definitive method. While the comparison has some conflicts in some of the categories (i.e. agriculture and streets), the table provides a reasonable overview of where general land use changes have occurred and it serves as a baseline for future comparisons. There are some additional notes that assist in understanding the comparison. Between 1997 and 2005, the Town annexed several properties from Loudoun County, thereby increasing the total Town acreage by 350 acres. Also, in 1997 agriculture may have been included in the figures for residential or vacant land.

As shown in Figure 22, residential development has increased since 1997 and in 2005 comprises over 50% of the acreage in the Town. Institutional and government lands have also increased from 9% in 1997 to 17% in 2005 due to the addition of new Town property, several churches and Patrick Henry College. In conjunction with residential development, the amount of open space increased to 14% in 2005 as a result of new planned housing developments with dedicated open spaces.





Future Land Use

The desired future land use for the Town of Purcellville is shown on Map10 - Planned Land Use Map. This map was developed through detailed analyses and evaluations of the elements of this Comprehensive Plan, including land use, development opportunities, built densities, public transportation and infrastructure capacities, demographic projections, extensive public input and community goals for the future. The projected future land use is reflective of the policies and initiatives discussed in the various elements of this Comprehensive Plan and the Town’s desire to:

- achieve a better balance between residential and commercial and industrial development;
- increase opportunities for commercial and industrial growth;
- provide development densities in residential neighborhoods that reflect the existing built density;
- ensure public facilities adequate to meet desired land development and growth patterns; &
- provide greater protection for public open space, environmentally sensitive areas, and historic properties.

The Planned Land Use Map is to be used as a guide in making future land use and zoning decisions for the Town of Purcellville. The map also is to be used for planning public facilities such as utilities, roads or other public improvements. A table summary of the Planned Land Uses shown on the map is presented in Figure 23 below.

Figure 23. Planned Land Use by Acreage and Percentage

| Planned Land Use Category | Acreage | Percent of Land Area |
|----------------------------------|--------------------|-----------------------------|
| Agricultural/Tourist Commercial | 42 | 2.8% |
| Downtown Commercial | 36 | 2.4 |
| Flex Office/Industrial | 48 | 3.2 |
| Historic Office/Residential | 16 | 1.1 |
| Industrial | 19 | 1.3 |
| Institutional/Government | 221 | 14.8 |
| Mixed Use Commercial | 137 | 9.2 |
| Neighborhood Commercial | 7 | 0.5 |
| Private Open Space | 130 | 8.7 |
| Professional Office | 16 | 1.1 |
| Public Open Space | 108 | 7.3 |
| Residential – 2 Units/Acre | 549 | 36.9 |
| Residential – 3 Units/Acre | 96 | 6.4 |
| Residential – 5 Units/Acre | 20 | 1.4 |
| Residential – 8 Units/Acre | 30 | 2.0 |
| Residential - MF | 14 | 0.9 |
| Total | 1,633 acres | 100.0% |

Source: Town of Purcellville Department of Planning & Zoning

2025 Land Use Policies and Categories

To implement the updated community goals set forth in this Comprehensive Plan, the following Land Use Policies are established to guide future land development and zoning decisions. Implementation strategies are recommended with each policy to promote the policies and land use categories established by this Comprehensive Plan.

- 1. *Harmonious, Compatible and Orderly Land Development:* Provide for managed community growth and land development that ensures harmonious, compatible and orderly land use patterns, enhances the unique community character of Purcellville and preserves landmarks (i.e., Cole Farm, Train Station, Dillon's Woods and Tabernacle).**

Implementation Strategies:

- 1.1 Amend the Zoning and Subdivision Ordinances to reflect the recommended development standards and land uses discussed in this Comprehensive Plan.

- 2. *Balanced Distribution of Land Uses:* Provide a diversity of land uses in suitable locations to support the residential and business needs of Purcellville while ensuring economic, social and financial stability.**

Implementation Strategies:

- 2.1 Amend the Zoning Map to reflect the future land use recommended by this Comprehensive Plan and the Planned Land Use Map.
- 2.2 In considering future rezoning applications and/or annexation requests, evaluate utility service demands and available capacities for new development and give priority to serving and achieving the long-term community goals and future land use recommended in this Comprehensive Plan.

- 3. *Infill Development and Redevelopment:* Promote compatible infill development and redevelopment of underutilized commercial and industrial properties and areas targeted for revitalization.**

Implementation Strategies:

- 3.1 Prepare design guidelines and educational materials to promote the desired infill development and redevelopment recommended in this Comprehensive Plan.
- 3.2 **Develop and provide incentives and tools needed to initiate appropriate infill development and redevelopment of areas identified in this Comprehensive Plan. Incentives and tools to be considered include financial assistance programs, zoning amendments, and tax service districts.**

To achieve the goals of this Comprehensive Plan, specific land use categories are recommended to guide future development in Purcellville. These categories are discussed in the following paragraphs. Additional land development guidelines are set forth in the following section, Community Design.

Residential

Five residential land use categories with different maximum density limits are shown on the Planned Land Use Map in this Chapter by five different colors. These categories reflect existing residential development patterns and densities that include single family detached, single family attached (duplex, townhouse), and multi-family dwellings (apartment buildings and second floor apartments in mixed use buildings). The overall goal is to have development be compatible in density with the existing built density to maintain community character. The five residential land use categories are listed by the maximum densities for each category and by color on the Planned Land Use Map.

Accessory dwellings are appropriate provided that they have adequate off-street parking, are clearly subordinate in size to the principal dwelling, and do not adversely affect the neighboring properties or the overall density of the neighborhood.

Institutional/Government

The areas shown on the Planned Land Use Map designated as institutional/government include various public and semi-public buildings and facilities or those associated with public functions. Public uses include schools, community centers, Town-owned property (train depot, parking lots, Town Hall, wastewater treatment and water treatment plants). Public utilities such as electric power, telephone and other providers are included in this government category. Semi-public uses include institutions such as churches and the college, as well as Firemen's Field.

The Town does not currently have a zoning category affiliated with this type of land use. It is recommended that this unique land use category be recognized and that a new zoning district be developed to address these land uses.

Open Space – Public and Private

There are many dedicated parks and open spaces in Purcellville, both public and private. This new land use category recognizes that specialized land use and provides for the continued use of that land as parks and open space. A new zoning district should be established for dedicated parks and open space. Public open spaces should be zoned accordingly.

Historic Office/Residential

Purcellville has gained historic district recognition for qualifying parts of town generally located along Main Street and downtown. Some residential structures on East Main Street and in the area between Firemen's Field and the Methodist Church either are already being used for mixed office and residential or have the potential to be used in that manner in the future. This land use category is similar to the Office/Residential category included in the 1998 Comprehensive Plan on

East Main and is recommended be expanded to the area between Firemen's Field and the Methodist Church in order to maintain the historic integrity of the properties while providing opportunities for alternative development. The intent is to provide the option for limited professional office use in conjunction with an established residential use in specified areas.

The existing R-3(A) Office/Residential zoning district could be used to implement this land use category. This district is included in the Purcellville Zoning Ordinance, but has never been applied to specific properties, so is not included on the Zoning Map. The district provides that at least fifty percent of the structure must be used residentially; that the appearance and character of the structure must be maintained in accordance with recommended historic guidelines for rehabilitation; and that any parking must be landscaped and located to the rear of the building. These provisions should be evaluated and revised as necessary to ensure that they will achieve the desired transitional land use in these areas. Rezoning of properties to this district may be considered where the change in land use is supported by the majority of surrounding property owners.

Neighborhood Commercial

This special land use category is intended to provide easily accessible, small retail and service establishments oriented to supporting frequent residential needs. Those areas recommended for neighborhood commercial are envisioned to be compact, commercial or non-residential development that enhances adjacent residential properties; involves compatible activities and hours of operation; and is characterized by small buildings (less than 3,000 square feet in size) with limited parking.

Two areas are recommended for possible neighborhood commercial development: the Hirst Farm-Locust Grove Neighborhood and the Village Case Neighborhood. Typical neighborhood commercial uses would be a daycare, neighborhood grocery, personal service establishment (beauty shop, barber shop, tailor or seamstress, etc.), community center and bed and breakfast. The maximum height of structures should be 35 feet or less. Buffers should be provided between adjacent residential uses and the non-residential building and parking area. Signage should be limited to less than 20 square feet. All exterior lighting must meet Town outdoor lighting regulations to minimize glare and light pollution.

Downtown Commercial

This land use category is recommended for the downtown central business district extending from Hatcher Avenue to just beyond 23rd Street and including areas north of the W&OD Trail on North 21st Street and Cornwell Lane. This Plan recommends additional commercial district space for expansion of the downtown business district. Zoning in the downtown must provide for appropriate commercial uses, as well as mixed-use, with the possibility of residential use above the first floor. The existing C-4 Central Commercial zoning district should be revised to reflect this goal of increased commercial and mixed uses. District regulations also should be amended to reflect the urban nature of this area. Landscaping is recommended in public areas, but large buffer yards are not in keeping with the desired urban scale of development in downtown. Parking

provisions should be amended to accommodate shared parking opportunities, public transportation options, and the need for structured parking.

New infill development in downtown must be in context with existing development; building height should be based on the relationship from the ground elevation of 21st Street, and buildings should be limited to a maximum Floor Area Ratio (FAR) of 3.0. Additional height and FAR may be considered where there are special public benefits, such as public art or spaces, or unusual topographic conditions. New buildings should be designed and constructed to be compatible with and in context with adjacent buildings.

Professional Office

There is limited space designated for professional office or similar types of uses in Purcellville. Consequently, many offices are developed in the town's retail or industrial areas. A new land use category is recommended for professional office in the vicinity of Hirst Road between Maple and Hatcher Avenues. These uses will be visible from the Route 7 Bypass and should include development provisions for attractive landscaping, architectural features, and parking that is screened from view. Tracts in this area of town should be considered a priority for future annexation to expand commercial opportunities.

Professional office buildings should be restricted to a maximum height of 45 feet and a maximum FAR of 1.0. Buildings and parking should occupy no more than 60 percent of the lot. Street frontages should be landscaped and parking screened from public view. No development should be permitted within the floodway or the 100-year floodplain.

Mixed-Use Commercial

The East and West Main Street corridors beyond downtown represent a different type of commercial development than what is in the downtown business district. A new mixed-use commercial land use category is recommended for the commercial areas of East Main Street. The intent of this district is to provide for a variety of retail shopping, office uses, and miscellaneous recreational and service activities in compact clusters.

At the western Town limits, additional property on the south side of West Main Street could be considered for rezoning if consolidation and redevelopment resulted in enhanced site development, improved access and traffic management.

Buildings should be limited to a maximum height of 45 feet and a FAR of 1.0. Buildings and parking should occupy no more than 70 percent of the lot. Buildings should be located close to the street, with most off-street parking located in the rear and none to the front of buildings. Street frontages and parking areas should be landscaped. Street entrances for traffic should be minimized and coordinated with adjacent commercial properties. All development should include pedestrian circulation systems.

Flex Office/Industrial

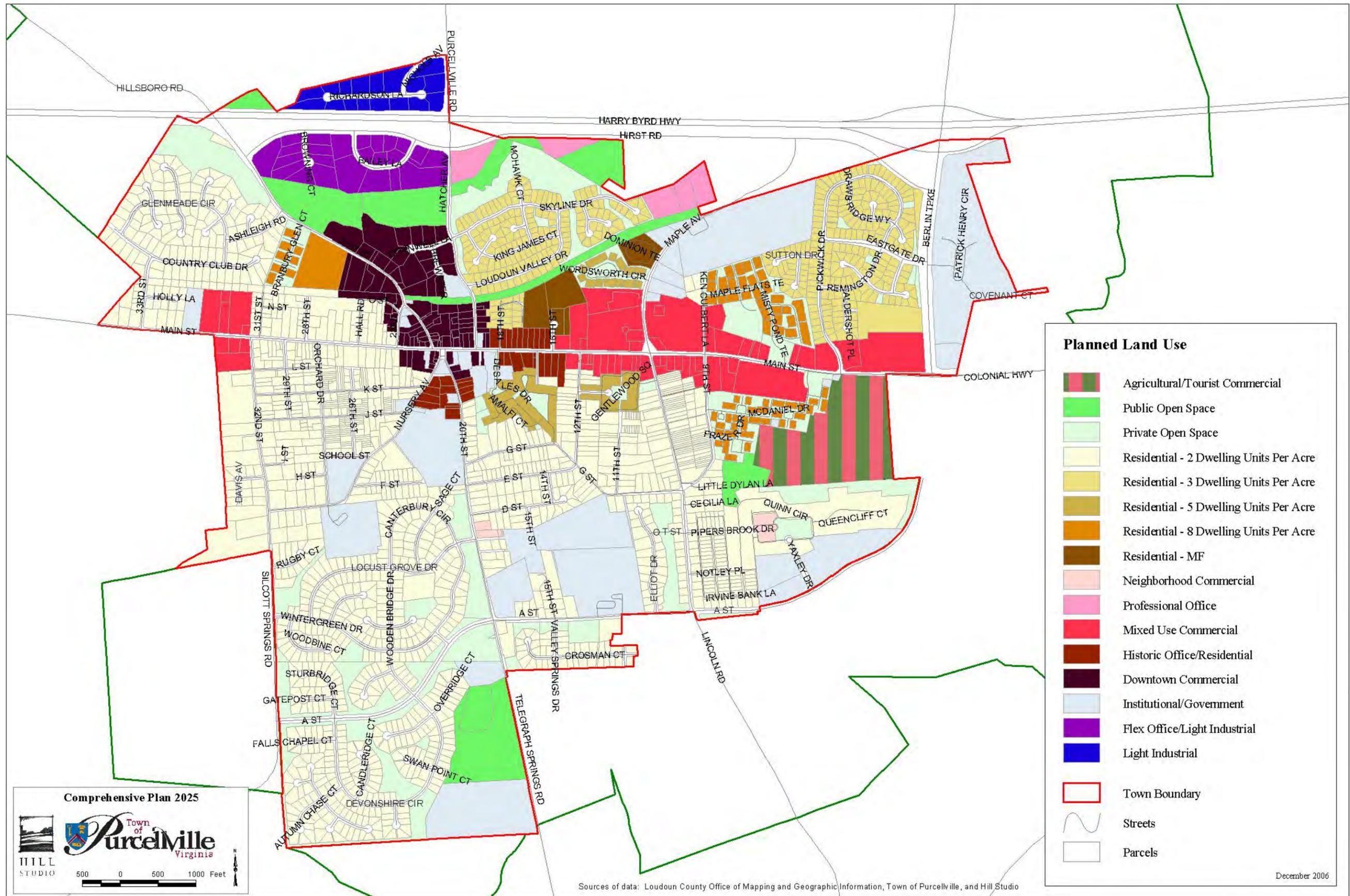
This land use category is intended to provide for light industrial or warehouse uses with associated office space. Future land uses would include an office park with associated warehouse facilities, and light industrial businesses with or without storage operations. Buildings and parking should cover no more than 75 percent of the property. Buildings should be limited to 45 feet or less. The FAR should not exceed 1.0. Street frontages and parking areas should be landscaped. Storage areas should be located in yards that are not visible from the street.

Agricultural/Tourist Commercial

This new land use category was created to protect and enhance the last remaining agricultural property in Purcellville, Crooked Run Orchard, which is included in a Town Agricultural District. The category is intended to permit the continuation of the existing agricultural uses on the property, while allowing future commercial uses that may be compatible with agriculture, but provide additional options for income from the property. Planned uses could include traditional agricultural or horticultural uses, as well as restaurants; art galleries and shops; a hotel; a bed and breakfast inn; a spa; a conference center or corporate retreat; a winery; and wayside stands and other similar farm-based or tourist-oriented activities.

Buildings should be limited to a maximum height of 35 feet and should be setback from Main Street by at least 100 feet. Buildings and parking should cover no more than 30 percent of the property.

The Crooked Run Orchard property should also be considered by the Town as a priority tract for preservation through the Town open space preservation program. Preservation of all or portions of the property should be considered through acquisition of open space easements, fee simple purchase, or other means.



Community Design

Purcellville's distinctive character will influence economic investment, social environment and the quality of life for citizens. Good design will set the Town apart and create a place that residents are proud of and that non-residents will want to visit. The foundation of good design has been laid with older Purcellville's traditional street patterns, central commercial core in a friendly downtown, clearly defined entry corridors, historic neighborhoods, centrally located public buildings, and a distinctive Main Street.

The Purcellville Downtown Charrette held in 2003 recognized the importance of Town scale, Town quality and Town balance in connecting marketing and branding to "Economics That Work." The Charrette recommendation was that "While expanding commercial opportunities to meet increased demand, the community should maintain those attributes that make it desirable: its scale, quality and balance."

Newer residential developments have digressed from the traditional street pattern connectivity with the use of cul-de-sacs. Commercial development has expanded along Main Street in the form of strip malls set behind large expanses of parking – some of these older developments are aging and in need of redevelopment and rehabilitation. In addition, some residences along east Main Street and nearby side streets have been converted for business and the former residential appearance changed with the addition of signs and asphalt parking lots in the front yard.

In order to preserve the small-town feel of Purcellville amidst the present and projected growth, the following general design principles are recommended to provide guidance for future development. Creative collaboration with developers will be essential to successfully influence community design.

Community Design Principles

Maintain Town Character. Development should complement Town character. Development and redevelopment should reflect the existing small-town character in scale, have inviting appearances, and be compatible with historic features. Building styles should be complementary to the existing contributing architecture, but may vary in style to provide diversity.

Observe Traditional Context. New development should be in context with good surrounding development. Development and redevelopment should be respectful to existing design by having proper mass, scale, complementary architecture and similar lot and street placement. All development should have an inviting street appearance - incorporating high design standards for architecture, site development and placement of structures on the site.

Develop Exemplary Public Buildings. Public buildings should reflect exemplary architecture and be constructed with quality materials. Public spaces should be well designed and inviting for public use. Encourage “green” buildings that are sensitive to the environment and energy consumption. Allocate a minimum of 2% of the construction costs of public buildings to public space or art.

Develop Safe, Landscaped Environments. The landscaped environment should enhance elements such as buildings and parking areas with attractive site elements. The landscaped environment should diminish the amount of pavement. In addition, “Crime Prevention through Environmental Design” (CPTED) principles for safety should be considered. CPTED brings together residents, local officials, designers, planners, landscape architects, and local law enforcement agents to investigate ways to improve safety in the landscaped environment.

Encourage Thoughtful, Unobtrusive Signage. Signs should reflect the scale of the buildings and surrounding streetscape. Signs should be placed to complement the streetscape in height and distance from sidewalks and roadways. When possible, signs should be combined to minimize the number and create a harmonious appearance. Signs should be low and oriented toward pedestrians and slow-moving traffic. Sign standards must be regulated to maintain tasteful, uniform signage.

Increase Pedestrian and Bicycle Access. Development should provide safe and attractive pedestrian and bicycle access in order to create and maintain an accessible Town. These two user groups should feel safe in a vehicular environment, particularly along Main Street and in the downtown area. Clearly marked crosswalks with textures, patterns or colors different from the surrounding asphalt, bike lanes, signs alerting drivers to the presence of pedestrians and cyclists all contribute to providing safe access for non-vehicular users. Existing sidewalks may be widened to incorporate planting areas.

Develop a Connected Street Grid Pattern. Streets should be connected to provide easy access and alternative routes. Intersections should be an appropriate width to avoid confusion and to make them safe for pedestrians to cross. Trees should line the streets where appropriate.

Develop Appropriately Sized and Attractive Parking. Parking structure and lot design should provide adequate access to businesses and residences and encourage a conservative number of spaces. Parking lots should be landscaped and be limited in size to reduce the amount of storm water runoff. Parking lots should be inviting to both vehicles and pedestrians. Where multiple lots adjoin, curb cuts should be coordinated to minimize congestion and promote safety for pedestrians and cyclists. Along primary streets, parking lots and structures should be placed to the rear of the building development.

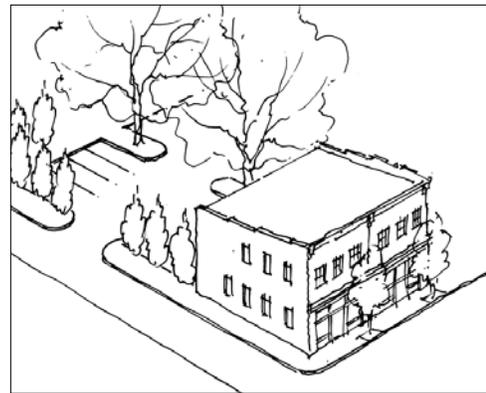
Provide Adequate, Directed Lighting. Site and street lighting must be adequate for safety and visibility yet not intrude on adjacent properties. Lighting should conform to “dark sky” principles that recognize obtrusive light as a type of pollution to be minimized through design. Lighting should be at a pedestrian scale and at a lower level that is still safe.

Encourage Compatible Land Uses. Promote residential, commercial and industrial land uses that compliment Purcellville’s built character and preserve its community character and natural environment. Industrial and commercial uses should be limited to those that are environmentally friendly and add value to Purcellville’s quality of life.

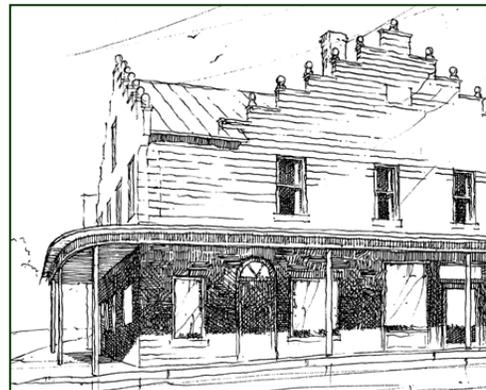
The following illustrations show how these design principles could be applied to specific focus areas in the Town of Purcellville.

Downtown

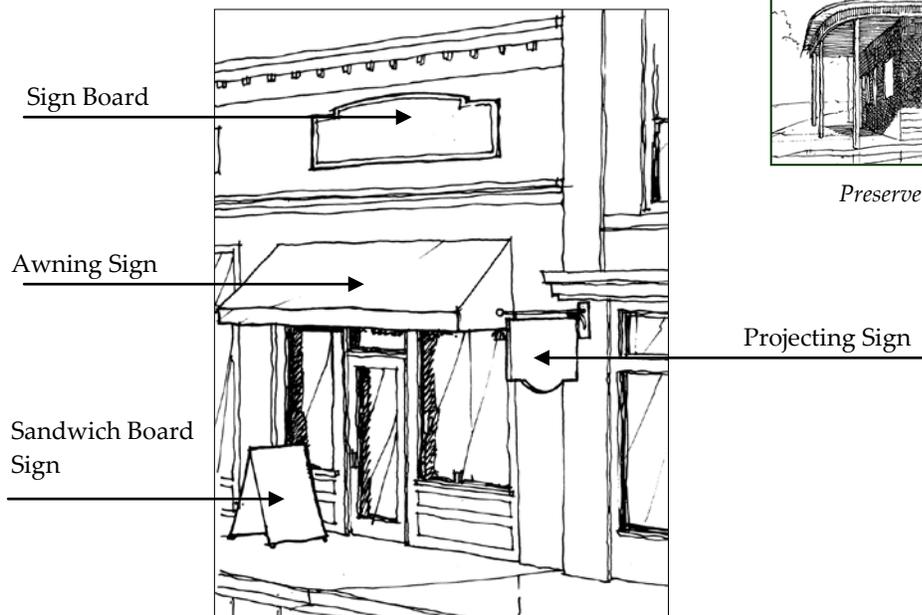
- Building fronts should be at the front property line in order to orient the building to the street.
- Parking in Downtown should be on the street or at the rear of the building.
- Signs should be oriented to the pedestrian and slow-moving traffic. This means that signs should be located on the first floor level, be at a reduced scale, and have shielded and directed lighting.
- Appropriate site furniture should be used to complement the design of the streetscape.
- Defining architectural features of historic buildings should be preserved.
- New development adjacent to established neighborhoods or commercial areas should be sensitive to existing buildings and landscapes.



Downtown parking: on-street or behind.



Preserve historic architectural features.



Downtown signage: pedestrian scale.

Neighborhoods

- The established front and side yard setbacks in older existing neighborhoods should be maintained in new development.
- Pedestrian access and sidewalks should be available in all neighborhoods.
- Streets should reflect traditional street block grid patterns and connect to provide easy access.
- Cul-de-sacs should be minimized.
- Lighting should be unobtrusive, pedestrian-scale, and provide a safe environment.
- New buildings should be compatible with the mass and scale within the neighborhood.
- Public recreation and other facilities should be connected to landscaped, greenway connections.

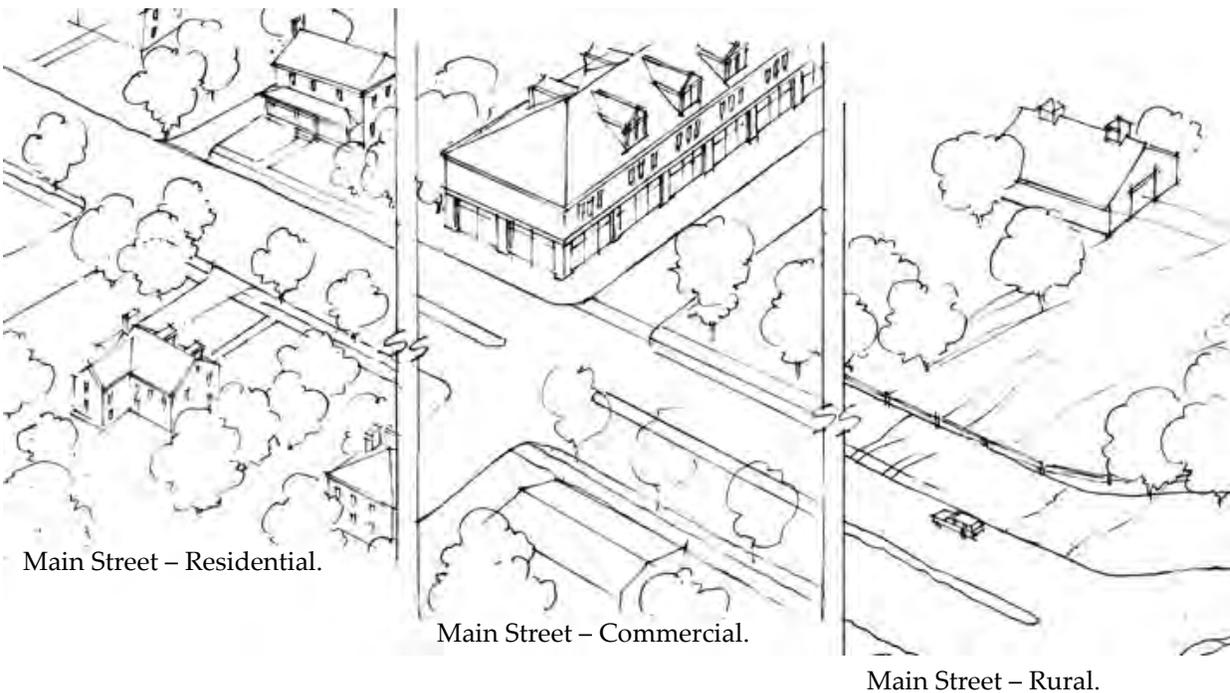


New buildings fit the context of the existing neighborhood, sidewalks provide pedestrian access, and parking/driveway is on the side of the house.

Commercial lighting adjacent to neighborhoods must be directed to create minimal intrusion into residential areas. Landscape buffers should be used where appropriate to ease the transition between residential and commercial.

Town Gateways and Entrance Corridors

- Entryways into Town should be inviting and include attractive and appropriate community signage.
- Gateways should incorporate design standards for architecture, landscaping, site development and placement of structures on the site.
- Trees and landscaping should be incorporated into entryways to enhance the appearance.
- Gateways and entry corridors should safely accommodate pedestrian and bicycles.

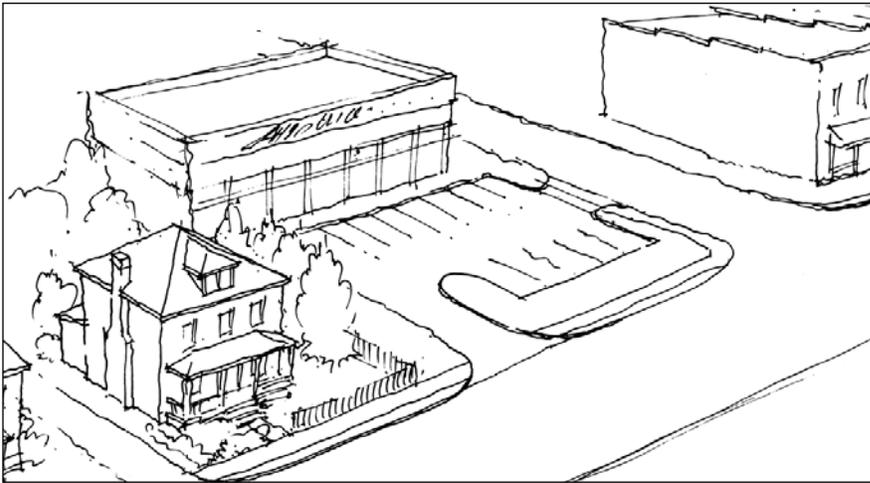


(Approach to Purcellville from the East)

Each segment of Main Street shows the different character of development. Land Development patterns are consistent with the built context, traditional setbacks are maintained and landscaping is applied.

Commercial Corridors and Development

- Entrances should be coordinated along commercial corridors.
- Lighting should be shielded, directed and at a scale that complements development.
- Signage should be complementary to the building, street and surrounding areas. Lower signs are encouraged over taller ones.
- Landscaping and trees should be provided at Town gateways and along commercial corridors.



Existing development pattern along Main Street.



Preferred development pattern along Main Street: parking to the rear of the building or on-street, traditional front setback is maintained, new development is sensitive to existing buildings.

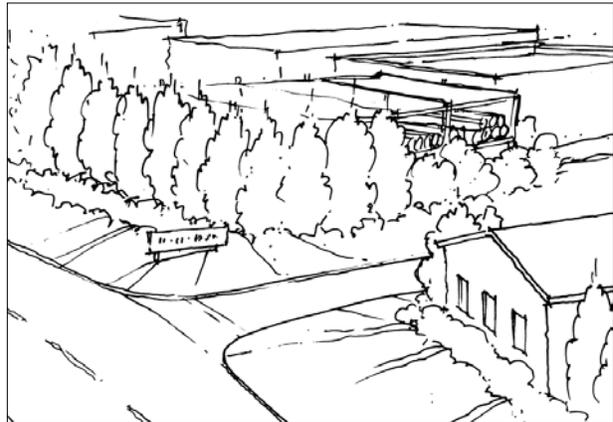
Industrial Centers and Development

Site Development

- Attractive public service buildings (lower in scale) should be situated at the front of the property creating a presence on the street. Larger scale manufacturing and warehouse facilities should be situated toward the rear of the site. Activities and storage should be located at the rear of the property.
- Industrial areas visible from major thoroughfares such as the Route 7 Bypass should be designed to reflect the visual appeal of the Town to those passing by. Building design and materials should be of suitable design to complement adjacent development.
- Outdoor storage, and industrial and warehouse uses should not be visible from the roadway. Proposed industrial activities should be conducted from within enclosed buildings and be substantially buffered by trees and other landscaping to limit the visual and noise impact on roadways and trails, and minimize their environmental impact.
- The industrial locations designated on the future land use map are appropriate for development with easy access from highways. Such access should be encouraged in order to not adversely impact residential and commercial areas.
- Street entrances should be coordinated and minimized to the extent feasible and to create attractive views. Separate visitor and heavy truck entrances.

Landscaping

- Landscaped buffer areas should be placed around work and storage areas, especially when they are adjacent to residential structures or in open views from the public right of way.
- Other site development should be screened from the roadway as naturally as possible (i.e., use natural landscape features to enhance the view and avoid the use of opaque fencing that simply blocks the view). The Town should develop more detailed standards for highly visible areas.
- Front yards and entries should be landscaped.



Industrial development: Light vehicle entrance along main road. Appropriate scale signage with directed ground lighting, landscaped front yard, and storage area screened from main road.

Signs

- Signs should be low and in scale with the surrounding area.

Lighting

- Lighting should be at the appropriate height and directed so that it does not intrude on adjacent property.

IV. Comprehensive Plan Implementation: 2025 Strategic Plan

An effective Comprehensive Plan is one that is implemented and used on a daily basis by citizens and governmental officials dealing with public issues and decisions. The following Future Initiatives Map provides an overview of key planning recommendations discussed in this Comprehensive Plan. These key planning recommendations are briefly described in the following paragraphs.

2025 Development Initiatives

Revitalization and Redevelopment Initiatives

Revitalization of the historic downtown is a key implementation strategy for Purcellville's future economic development efforts. Downtown Purcellville is envisioned to be the Western Loudoun destination for shopping, entertainment and cultural activities. Street improvements, historic building rehabilitations, and new infill development is proposed for 21st Street, the Depot area, O Street and East Main Street in the vicinity of 21st Street and the tear-drop intersection of Nursery, 20th and Main Streets. Mixed-use development that includes new residential uses above ground floor uses in the downtown is encouraged to achieve a vibrant and active downtown.

There is potential for redevelopment of the residential area between O Street, Hatcher Avenue, and East Main Street. With proposed new road improvements and connections, this downtown expansion area offers future opportunities for commercial and mixed-use development. Redevelopment and changes in land use will need to be carefully designed to enhance the architectural and historic qualities of Purcellville, especially with respect to East Main Street.

Revitalization of the East Main Street corridor also is a key implementation strategy for Purcellville's future economic development efforts. The area between Hatcher Avenue and Maple Avenue offers opportunities for mixed residential and office uses while retaining the historic and architectural character of Purcellville. Approaching Maple Avenue, various improvements to buildings, parking areas, street access points, and signage are proposed to improve the overall appearance of the corridor and enhance bicycle and pedestrian access. The Loudoun Valley Shopping Center is viewed as a major redevelopment opportunity within the corridor that can serve as a model for future development.

Gateways

Three gateway entrances into Purcellville are identified for future improvement, landscaping and community signage – West Main Street, North 21st Street, and East Main Street at Route 287. These defined gateway entrances will provide residents and visitors with a “welcome to Purcellville” image that is distinctive and impressionable. A new roundabout is proposed at the intersection of Route 287 and East Main Street. This traffic signal alternative will provide an attractive landscaped entrance into Town, while acting as an effective tool for directing traffic movements.

New Street Connections and Streetscape Improvements

New street connections are proposed in downtown. Extensions are proposed for 20th Street and O Street to improve street connectivity and increase opportunities for development. Improvement to the tear-drop intersection at Main Street/20th Street/Nursery Avenue are proposed to improve transportation and access on Main Street. Realignments of other intersections are proposed for 21st Street and 23rd Street and 21st Street and Nursery Avenue.

Landscaping and pedestrian improvements are planned for West and East Main Street, as well as 21st Street and 23rd Street. Also, Route 287 is included for improvements because it serves as a gateway entry from the east.

Historic and Community Preservation

Three areas in Purcellville are identified as significant in terms of their contribution to the community’s heritage. These properties are Fireman’s Field (Bush Tabernacle and Dillon’s Woods), the Cole Farm, and Crooked Run Orchard. Fireman’s Field and the Cole Farm contain important architectural and cultural resources; Crooked Run Orchard is representative of the agricultural open spaces and heritage of the community. The future of each of these properties must be carefully considered. Fireman’s Field is recommended for public acquisition to preserve its resources; Crooked Run Orchard and the Cole Farm are recommended for carefully designed development oriented toward agriculture-tourism and mixed-use commercial, respectively.

Historic resources in Purcellville have been inventoried and an historic district proposed. A Board of Architectural Review has been established and architectural design guidelines are being developed for commercial properties.

Parks and Trails

A new park is planned for the public property formerly occupied by the Town’s wastewater treatment plant. The Nature Park also is identified as an opportunity for additional recreation. The W&OD Trail offers unique recreational and tourism advantages to the Town. Pedestrian and bicycle linkages are proposed throughout Town.

Plan Implementation

A strategic implementation matrix is provided as Appendix B to this Plan that summarizes the implementation strategies discussed in the preceding sections and assigns an expected timeframe and responsibility for undertaking the action needed. It is recommended that the Planning Commission and Town Council review the matrix annually as part of their yearly work program to identify important efforts that need be undertaken. The matrix can be used as a check and balance system and as reporting tool for annual progress. It provides the Town with a measurement tool to evaluate progress on important public issues.

It is important to recognize that there are many factors which may affect actual implementation of the recommended strategies. Partnership efforts will be required. Local government cannot undertake all the recommendations without assistance and cooperation of citizens, local businesses, civic organizations, federal and state agencies, the County, and others. Many projects will require regional cooperation among the towns in Loudoun County, the County and the Northern Virginia Planning District Commission, as well as other regional agencies.

In addition to partners for implementation, the availability of funds to undertake projects and the priority of the recommended projects also become factors that must be taken into account. Hopefully, inclusion of capital projects in an adopted Capital Improvement Plan will assist the Town in effectively providing and phasing in needed public improvements. Good financial planning and effective management of community growth through quality land use and development tools also will benefit the Town's ability to implement recommendations of this Plan.

APPENDIX A

ASSUMPTIONS FOR PROJECTED WATER DEMAND IN FIGURE 20

APPENDIX A: WATER DEMAND ESTIMATES

| USE | NUMBER OF UNITS | WATER USAGE STANDARD | WATER DEMAND ESTIMATE (gallons per day) ¹ |
|---|-----------------|---------------------------------------|--|
| Estimate range for industrial and commercial properties and apartments, from commercial water demand estimate spreadsheet | | | 644,848 to 936,265 |
| Residential buildout ² based on the Planned Land Use Map | 2,639 | 300 gallons per day per dwelling unit | 791,700 |
| Existing downtown apartments | 35 | 300 gallons per day per dwelling unit | 10,500 |
| Downtown redevelopment, from Downtown Plan | 62 | 300 gallons per day per dwelling unit | 18,600 |
| Out-of-Town residential water accounts | 18 | 300 gallons per day per dwelling unit | 5,400 |
| Total | | | 1,471,048 to 1,762,465 |

Revised: November 28, 2006

¹ - The range in the Total Water Demand Estimate in this table represents the Middle and High Projected Demand in Figure 19. Low Projected Demand in Figure 19, 757,333 gallons per day, is an extrapolation of the known values of increasing demand for water from 1995, 2000, and 2005. The Low Projected Demand in Figure 19 assumes linear growth through 2010. The actual growth will be affected by the increased pace and mix of commercial development, the decreased pace of residential development, and the reduced amount of undeveloped land within the Town.

² - Residential buildout includes existing plus projected dwelling units.

Assumptions for Medium and High Projected Demand in Figure 20 and this appendix:

- 1 Water usage is estimated three ways: with historical usage, with professional water usage standards, and using special circumstances in a few instances.
- 2 "Historical usage" is the average daily water consumption calculated from the 6 most recent bi-monthly billings.
- 3 Actual historical usage is the preferred water usage estimate method in the "water demand estimate" column. In that column, historical usage is used in all instances except where not available and as noted in the comments column. The highest estimate of the three methods is shown in the "water demand estimate - maximum usage" column. Using the two water demand estimate columns give us an estimated water demand range.
- 4 Water usage standards are from a variety of sources. VDH approval is required for usage values that vary from Virginia Waterworks Regulations, so it is assumed (but not verified) that sources of information other than VWR have been approved. Where standards are by building square footage, those standards are used. Where more than one standard is available for a given use, the standard that estimates the most water usage is used. Following are the sources of the water usage standards used:
 - Industrial: Prince William County Service Authority
 - Retail (downtown and stand-alone): Anne Arundel County
 - Shopping centers and strip malls: Virginia Waterworks Regulations
 - Offices: Leesburg Utilities Department
 - Medical offices: Anne Arundel County
 - Restaurants: Virginia Waterworks Regulations
 - Other commercial and mixed commercial: Anne Arundel County
 - Public Park: Leesburg Utilities Department
- 5 All annexations currently under consideration, including St. Peter's Episcopal Church, Patrick Henry College, the Loudoun County Public Safety Facility, Fields Farm, and the Roncaglione property, are not included in this estimate, nor are any other possible future annexations.
- 6 Not all recent site plans have been included in this estimate.
- 7 Village Case commercial has not been included in this estimate.

- 8 Churches have been placed in the "other commercial" category for the purpose of applying a functional water usage standard to churches. There are standards specifically for churches, but the standards are per pew or per person, information that is not currently available.
- 9 Public indoor recreation has been placed in the "other commercial" category for the purpose of applying a water usage standard to public indoor recreation.
- 10 Water usage for private open space has not been included in this estimate.
- 11 Properties planned as Historic Office/Residential are estimated for both residential and commercial water usage. The commercial water usage estimate is contained in the commercial water demand estimate spreadsheet. The residential water usage estimate is contained in the table in this appendix, with the residential estimates.
- 12 Existing downtown apartments are found above White Palace, Darryl's Barbershop, Molly's Cut-N-Crew, Purcellville Restaurant, Trail's End Bike Shop, and the toy store. Apartments are also found at "the old brown building", 221 20th Street, 240 West Main Street, 231 West Main Street, 222 21st Street, 300 East Main Street, 231 East Main Street, 221 East Main Street, 131 Hatcher Avenue, 131 East Main Street, and 143 East Main Street.
- 13 In Town, there are 23 commercial water-only accounts, 14 residential water-only accounts, 2 residential sewer-only accounts, and 19 non-potable accounts. Out of Town, there are 7 commercial water-only accounts and 18 residential water-only accounts. All of these accounts represent just one kind of difference in demand between water and sewer. It cannot be assumed that this water demand estimate also functions as a sewer demand estimate.
- 14 There are 20 non-residential accounts used by the Town for water and sewer operations, including high-volume backwash accounts. These accounts have not been added to this estimate at this time. When accurate historical usage data becomes available, these accounts will be added to this estimate.

Revised November 28, 2006

APPENDIX B

IMPLEMENTATION MATRIX

(For web version, see separate Implementation Matrix File)