Town of Purcellville & Loudoun County
Design Cabinet

LOUDOUN VALLEY SHOPPING CENTER DESIGN CHARRETTE

Loudoun Valley Shopping Center
3/19/2004

SUMMARY

On March 19, 2004, the Loudoun Design Cabinet gathered to tackle the design issues surrounding redevelopment and rehabilitation of the Loudoun Valley Shopping Center in Purcellville. The Design Cabinet split into two teams, allowing more ideas to be represented in the final product. The teams' design sketches are included on the following pages.

The team's design concepts were quite similar, even though their designs differed somewhat:

- Neotraditional design - Both teams focused their designs on the street, placing aesthetically appealing buildings beside the street, with sidewalks in front and parking to the side or in the back, creating a more human scale environment which accommodates pedestrians as well as automobiles. Both teams acknowledged that the gas station on the corner of Main Street and Maple Avenue represents a limitation on the ability to create a continuous street wall (buildings along the street).

- Sense of place – Both teams recognized the importance of sense of place and worked to create the visual cues necessary to create a sense of place. Having a strong, positive sense of place will draw people to a place and make them comfortable in it, as well as making the place a part of the community. One team stressed that it is important to create architectural variety to make a place more compelling.

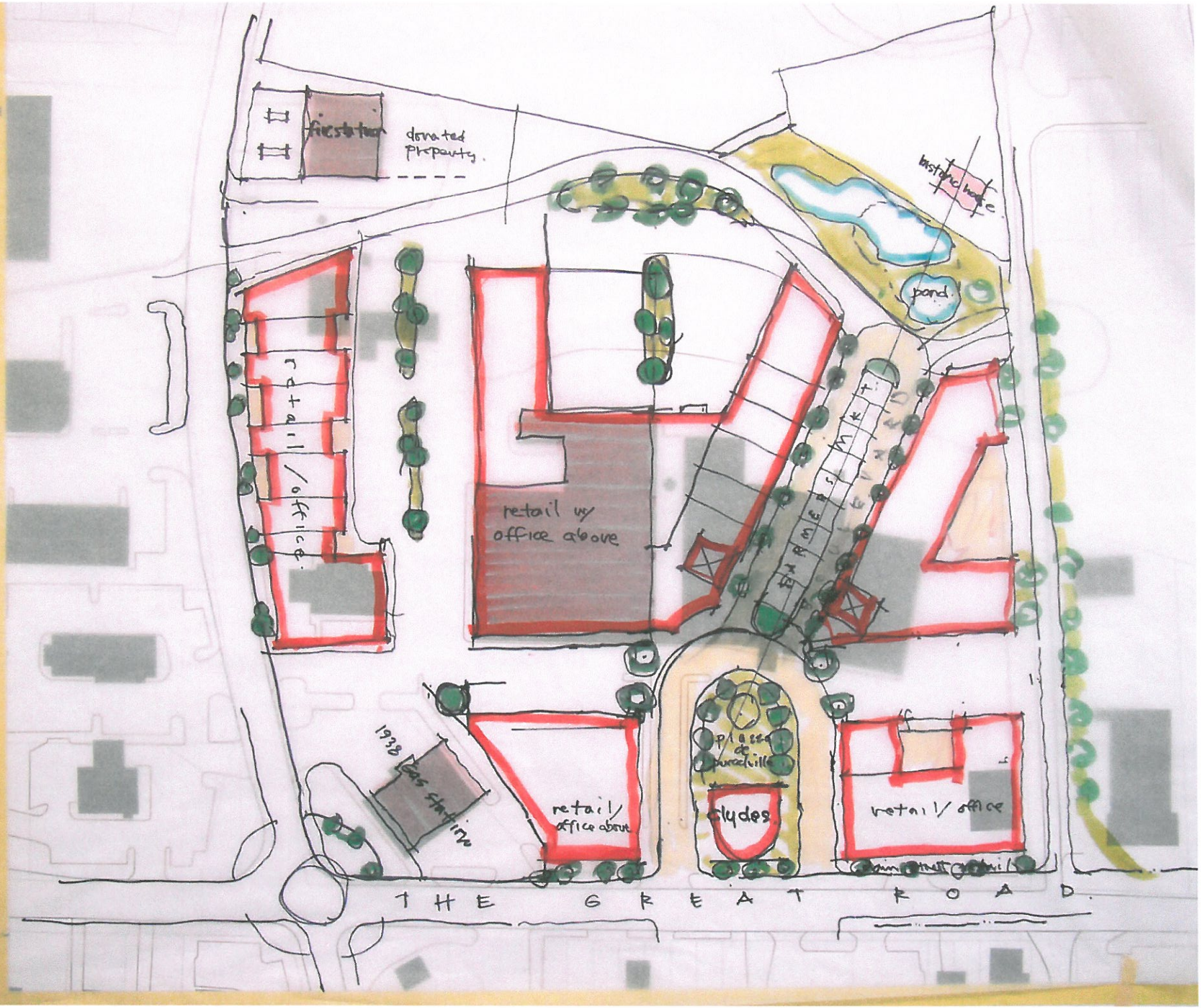
- Creating interest - Both teams placed more commercial structures on the interior of the parcel, and realizing the corollary need to draw people into the site, both used similar features to accomplish this. One team designed a pedestrian corridor with strong entry features, including a public green and clock towers, and a visually interesting feature at the far end to draw people into and through the corridor. The other team also designed a pedestrian corridor/promenade with strong entry features, including an open focal point along Main Street and clock towers. This team chose to terminate the promenade in an interesting vista and included in the promenade the opportunities to hold a farmers' market and crafts fairs.

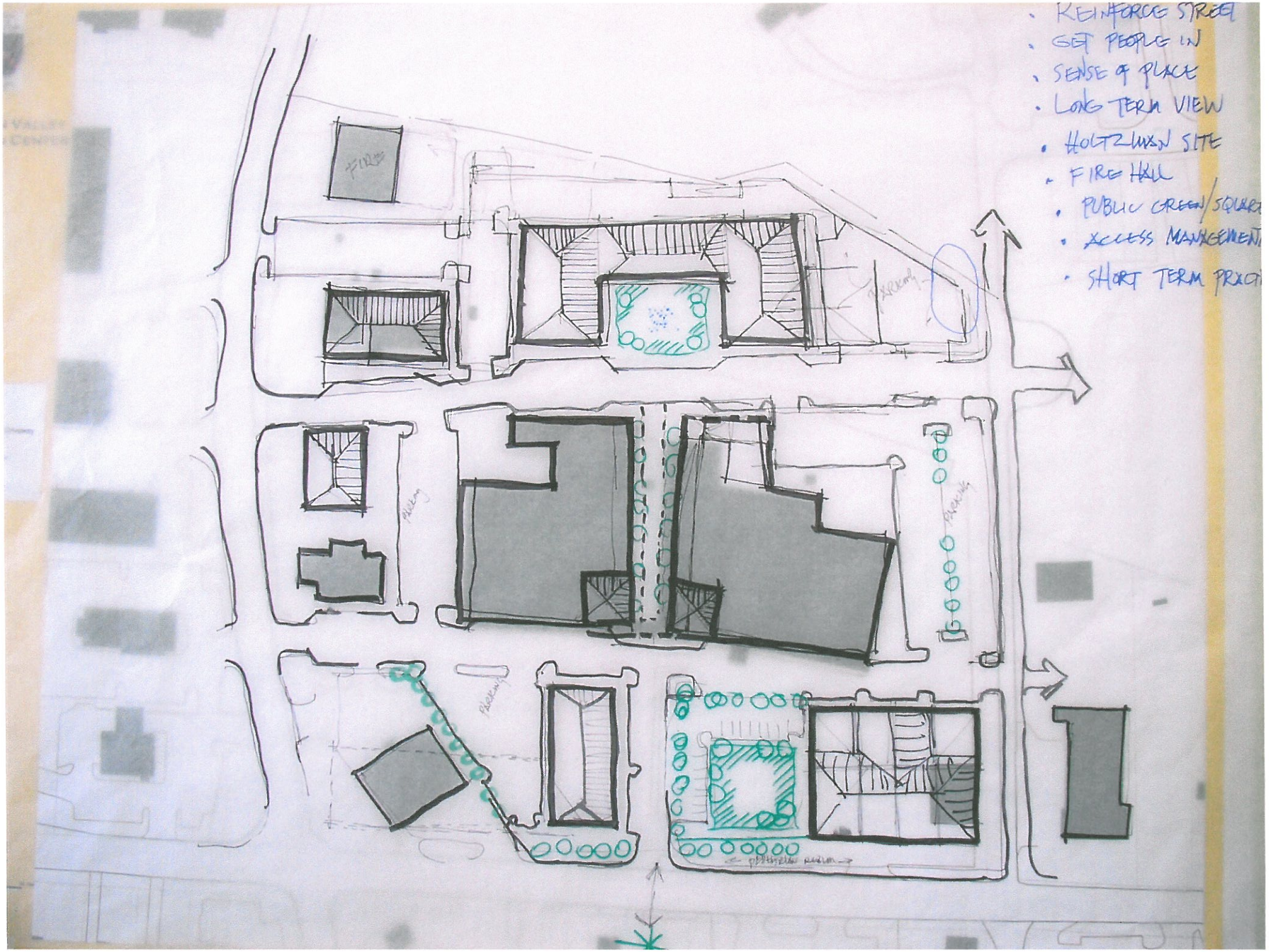
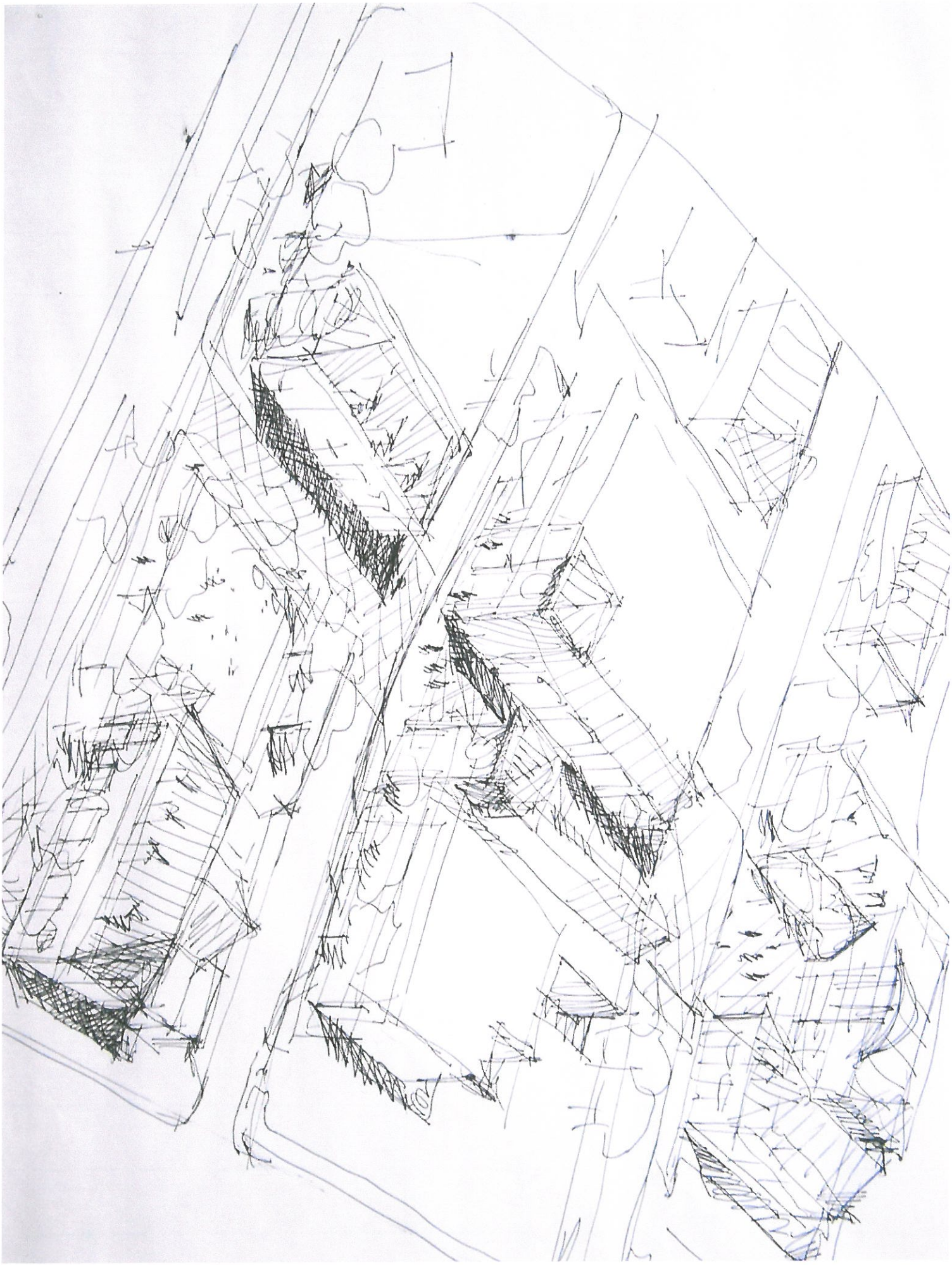
- Development strategy - Both teams phased their redevelopments so that the shopping center can continue to operate throughout construction, making redevelopment and rehabilitation of the shopping center more economically feasible. Basically one half of the shopping center is now occupied; the other half can be renovated or demolished any time. Both teams stressed the importance of creating the street wall early in the project. Existing businesses can then be relocated to these new spaces, making way for renovation of the other half of the existing structure. Once the street wall is constructed, the rest of the design can be constructed as needed. One team highlighted a potential market for the redeveloped shopping center: the trend of increasing demand for small office and boutique retail spaces (250 – 2,000 square feet spaces).

- Miscellaneous provisions - Both teams suggested working with the fire department to improve their facility. One team mentioned that it is important to manage access to the site for safety and for site flow reasons. One team noted that, in order to achieve the designs, Comprehensive Plan and Zoning Ordinance revisions would be necessary, that the Town was interested in considering such changes, and that an opportunity exists in that both documents are in the process of being revised.

OUDOUN VALLEY
HOPPING CENTER

LEGEND
Parcels
Parking Lot or Driveway
Private Drive
Public Roadway
W&OD Trail
Buildings





- REINFORCE STREET
- GET PEOPLE IN
- SENSE OF PLACE
- LONG TERM VIEW
- HOLTZMAN SITE
- FIRE HALL
- PUBLIC GREEN/SQUARE
- ACCESS MANAGEMENT
- SHORT TERM PROJECTS