



PURCELLVILLE

Eastern Gateway Charrette

May 5th to May 8th, 2010











Purcellville Gateway

Patrick Henry College Expansion

Catoctin Corner

Southern Collector

300 ft

N



LAND USE ^{5/6} Nash

1. Cole Property -

- more houses of barn & pond will damage property downstream
- pond will be kept historic view

2. Legacy

- strip retain by state due to run-off of storm water

3. Growth

- Not 3 - storm, street, new Harris Tater & new on Cole

LAND USE ARCH SOUTHERN COLLECTOR ^{5/6} LIFE AS FOCAL POINT ^{3/4}

OTTLE PROPERTY

- Village Shop concept (more retail) lanes (prefer village type) - often small independent
- Used it draw people away from downtown
- infrastructure / stormwater management issue (costs associated)

Bucks Co example

Continuing - All 4 corners need to have historic component - consistency, transition from historic districts

Suburban office needs to be experimental (commuting / economic of it)

- other development should not happen because hold

Old development models aren't as desirable (strip mall / big box concept)

Sense of Place - Not homogenized city - welcome to historic town (feeling identity)

- No more strip malls - Architectural guidelines need to have historic spirit

Land Use ^{5/6} ^{3/4} ³

- Increasing Commercial tax base with retail + "other uses of town"
- 3 Big topics for development: Stormwater Management, Parking (on site), Traffic Patterns

- Consistency between various development (big right / parking)

Is the only viable option to PPA a strip mall? Market demand for grocery store? to 3 housing

What does PPA give up when it's land uses become homogenized as set of strip malls

- Green area (open land) continue to exist
- Build out to walk and program of town (Columbia House or
- Hydrology model (office/retail) vs. (hotels / low rise for the new village)
- Frederick, Md vs Winchester, VA (road infrastructure)

Retail uses alone, disconnected heritage of town - historic buildings - want to pull together a destination but also historic

Land Use ^{5/6} ^{3/4} ⁴

Is Cole form off the table? Strip mall form to east is in conversation comments

- Design for commercial in context w/ scale of town

OPTION FOR PARKING BEHIND RETAIL

NO INDETERMINATE SPRAWL / OLD RETAIL MODEL - office park peripheral suburban edge (strip)

College driving wave of the pressure on land use

Current proposal - townships (drive through) / road location

What should gateway be in relation to downtown / historic (what makes it unique?)

Effect of form / architectural sense of place - uniqueness of historic - Lane Co

Discarding of architectural arch design (1930s town / country look)

Historical context makes more sense for historic town when Retail gateway - creek valley through a feature

Richard's house (wine and) - more restaurants

HOTEL - small scale (upper level) boutique type no holiday motif - arch appeal

What has Purcellville done?

Land Use ^{5/6} ^{3/4} ³

THIS SUBURBAN COLLECTOR VILLAGE OF PPA for the next 30 yrs

- can we create a sense of place outside of town

A PPA as historical agricultural center of Loudoun Co

Retirement - variety options (over 50 something) - location to work or play

- possibility for inclusion of some things not considered - people encouraged to stay in town - to work or play

Don't want to be taken over by TOURISM and put some of existing retail districts that are commercial

History is 30 yrs old - historic - historic downtown

- Reduce parking - shared parking lots - protect open space - 1000 sq ft per 1000 sq ft

Tourism & local balance - Wine and Town Green Lake (30)

Boutique hotel on upper level

Restaurants

Senior housing

Crack - ~~strip mall~~ ~~strip mall~~ ~~strip mall~~ -

Retail - Town -

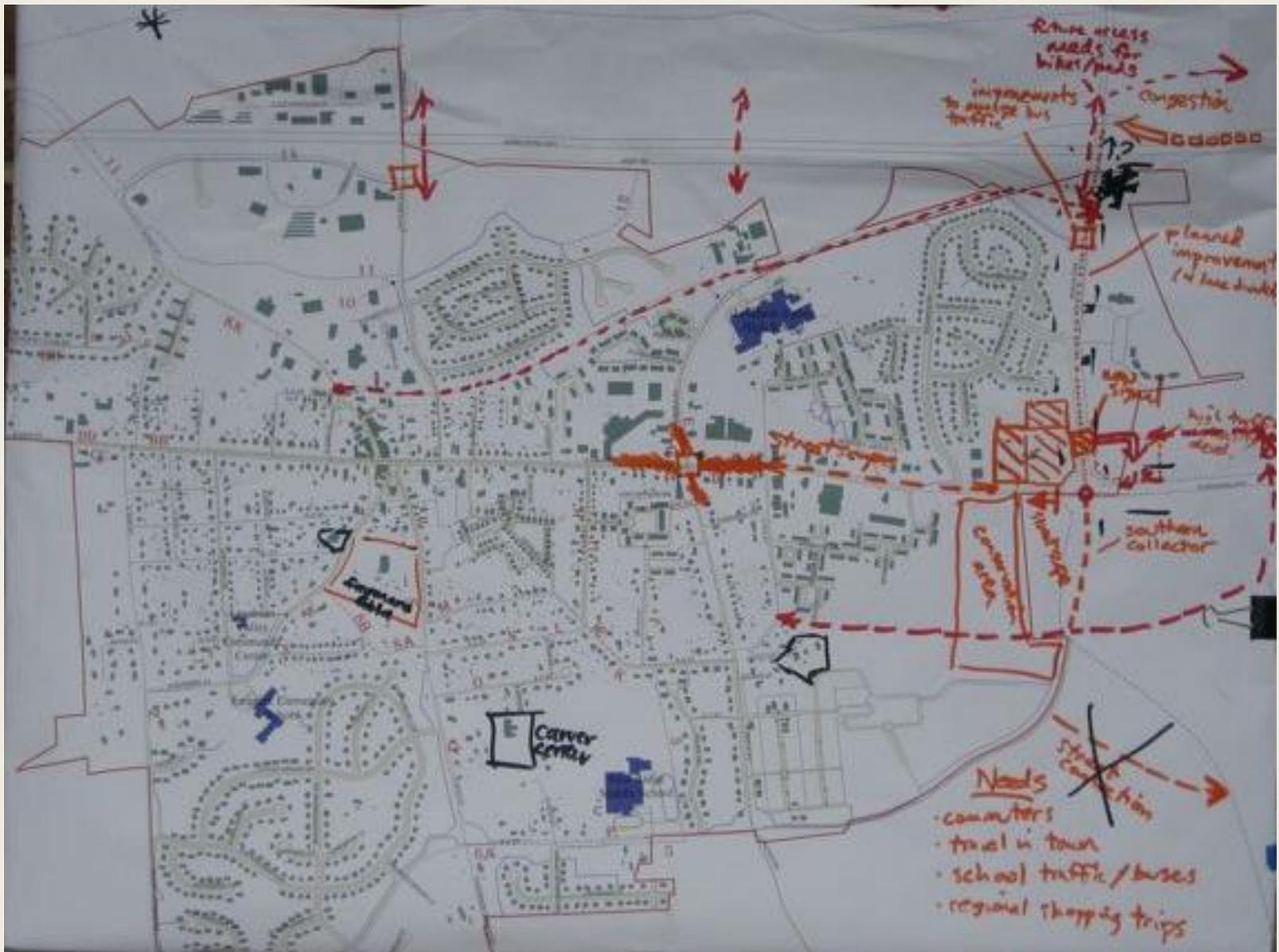
Encouraged non-automotive transit

- location opportunities and historic focus

Southern collector not a highway - strip service variety options in center

Colony Lane - more restaurants not just food

Highway



Growth of Purcellville

Town Residents

2000 3600 Residents
2006 6200 Residents
2010 Estimated 7,000+ Residents
2014 Forecast 7250 Residents
2025 Forecast 9,000+ Residents

Town Scale Estimates

2008 2.6 Sq Miles
2010 3.19+ Sq Miles
2015 3.32+ Sq Miles
(+81acres)

Patrick Henry College

2010 325+ Students – 83 Faculty/Staff
2025 Forecast 1322 Students – 347 Faculty/Staff

Remarkable History!

Date	Event
1740	Land Grant by Lord Fairfax
1764	First Settler (James Dillon)
1799	First Business – An “ordinary” store and inn
1785	“The Great Road” – Previously surveyed by George Washington, is authorized to be a Turnpike, constructed in 1832 is now Business 7.
1853	Village adopted the name of Purcellville
1908	The Town was incorporated.



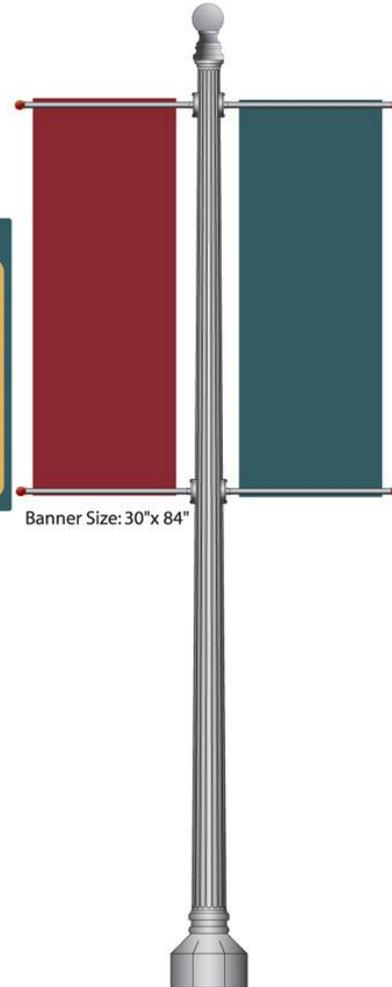
Street Banners



Primary Trailblazer



Street Banners



Informational Kiosk



Downtown Trailblazer



Parking Sign



Charrette Team

- **Matt Haynes, P.E., AICP**
 - Associate Fehr & Peers Transportation Consultants
- **Frank Fuller, FAIA**
 - Principal Field Paoli Architects
- **Heidi Sokolowsky, Assoc. AIA, Leed AP**
 - Associate – Senior Urban Designer, Field Paoli Architects
- **David Wilcox, FAICP**
 - Senior Principal, Market & Feasibility Advisors, LLC

Thanks for the Inputs!

- Town Staff have provided very useful maps, data, and reports before we arrived.
- NVRC staff coordinated our research and questions leading up to our arrival.
- Charrette attendees have advised us on Thursday and Friday with very substantial experience and insights about what we should focus on.
- We see consensus building in the community about the future of the Eastern Gateway!

What is the “Eastern Gateway”?

- Signature and History of Purcellville
- Support for Economic Development of the Town
- Accommodation of Institutional and business growth
- Improved access to the Town
- Connecting districts of the community
- Improving Multi-corridors (roads, intersections, trails, streetscapes, streams, pedestrian crossings, etc.)
- Increasing traffic management

Things to Do (Progress to Accomplish)

- Resolve the Annexation Lawsuits
- Complete design and bid documents for the roundabout and the Southern Collector
- Gather all land and funding for the roundabout and Southern Collector
- Encourage creation of a Community Development Authority to support downtown revitalization
- Restart updating “PUGAMP” (Purcellville Urban Growth Area Management Plan)
- Recruit businesses compatible with the existing farms, such as agri-tourism, restaurant, lodging, etc.

Insights Collected – Consensus Issues

- A need to balance the menu of retail and services (should not overload, cause demise of downtown).
- There is a need for apparel retail stores.
- Sidewalks and street trees should be installed.
- Main Street is congested, traffic needs to be managed.
- Roundabouts are mostly agreed upon as a viable alternative where appropriate.
- Assuring pedestrian safety on town roads.

Insights Collected – Consensus Issues

- Stormwater needs to be properly handled and natural topography and landscapes respected.
- Love for the small town character, desire to keep it.
- Many market opportunities for Purcellville in the evolving agriculture of Western Loudoun County.
- Keeping and extending trails is a priority.
- Development should be in scale with the town.

Evolving Markets for Purcellville

- Interactive experiences for tourists in an historic small town.
- The growth of agricultural business services opportunities in Western Loudoun County.
- Signature events like National Baseball Tournaments in Town.
- Starting several “B&Bs” (bed and breakfast)
- Increasing professional services, small businesses and LLCs.
- Rural themed recreation (biking, hiking, birding, farm event experience, etc.)
- Revitalizing the historic heritage of Purcellville (from the 1750s)
- Supporting businesses who offer sustainability of residential, business and institutional properties.



Farther Futures

- Main Street will continue to be loaded with more retail.
- The town has few alternative arterials.
- More Roundabouts may make sense along Main Street
- Expect more growth of commercial/office along Hirst Rd.
- There is a genuine priority for another freeway ramp system located at Hillsboro Rd. Crossing – it may take 10 years to accomplish.
- In the meantime (5-10yrs) the Town and VDOT must launch traffic management increments (most probable without street widening) to accommodate the residents and regional markets.

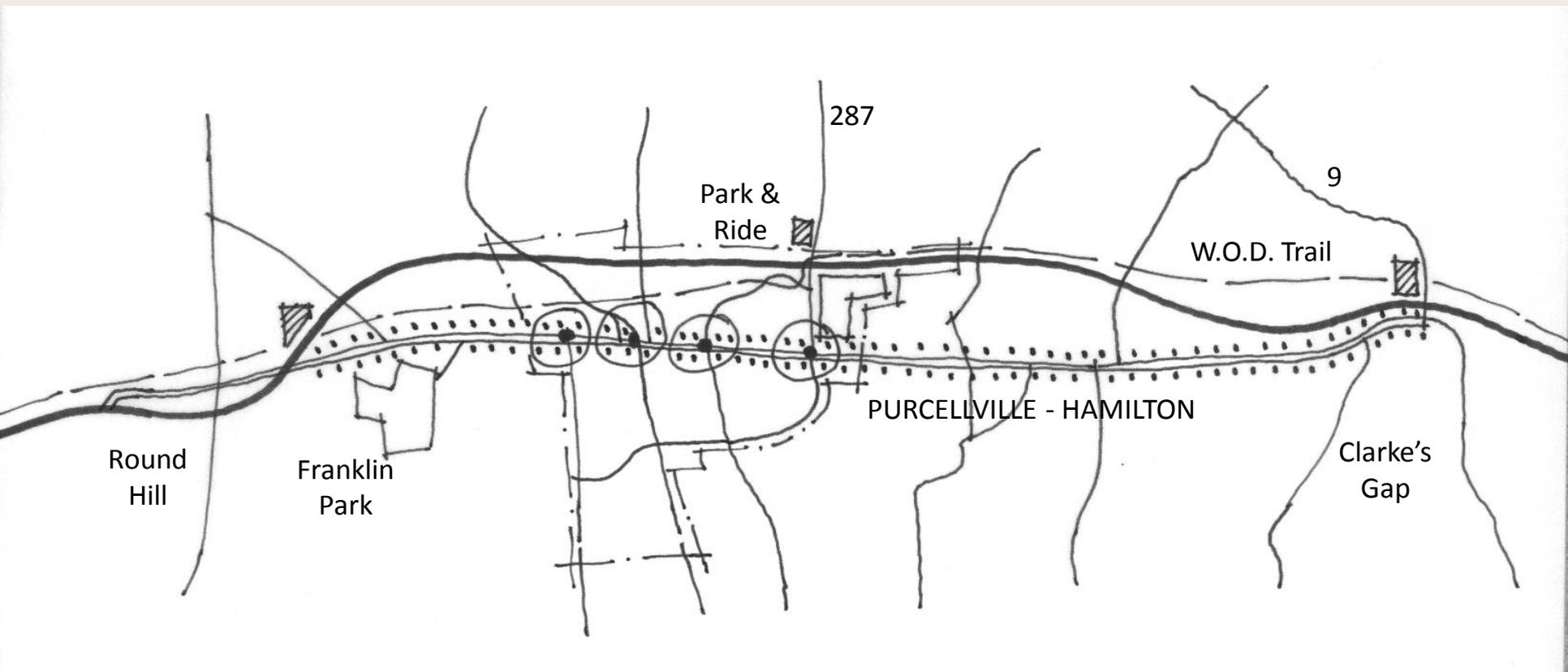
Purpose of the Charrette

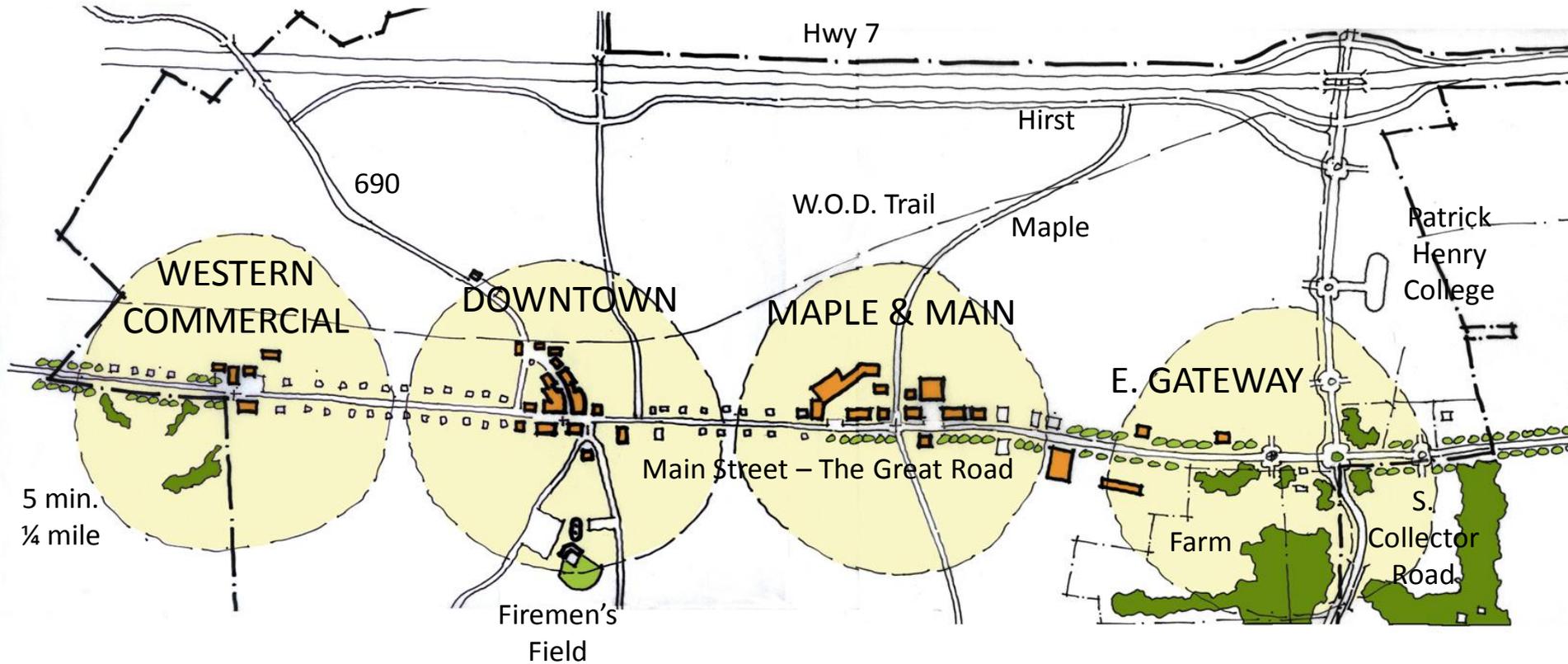
To Concentrate on the “Eastern Gateway” which is:

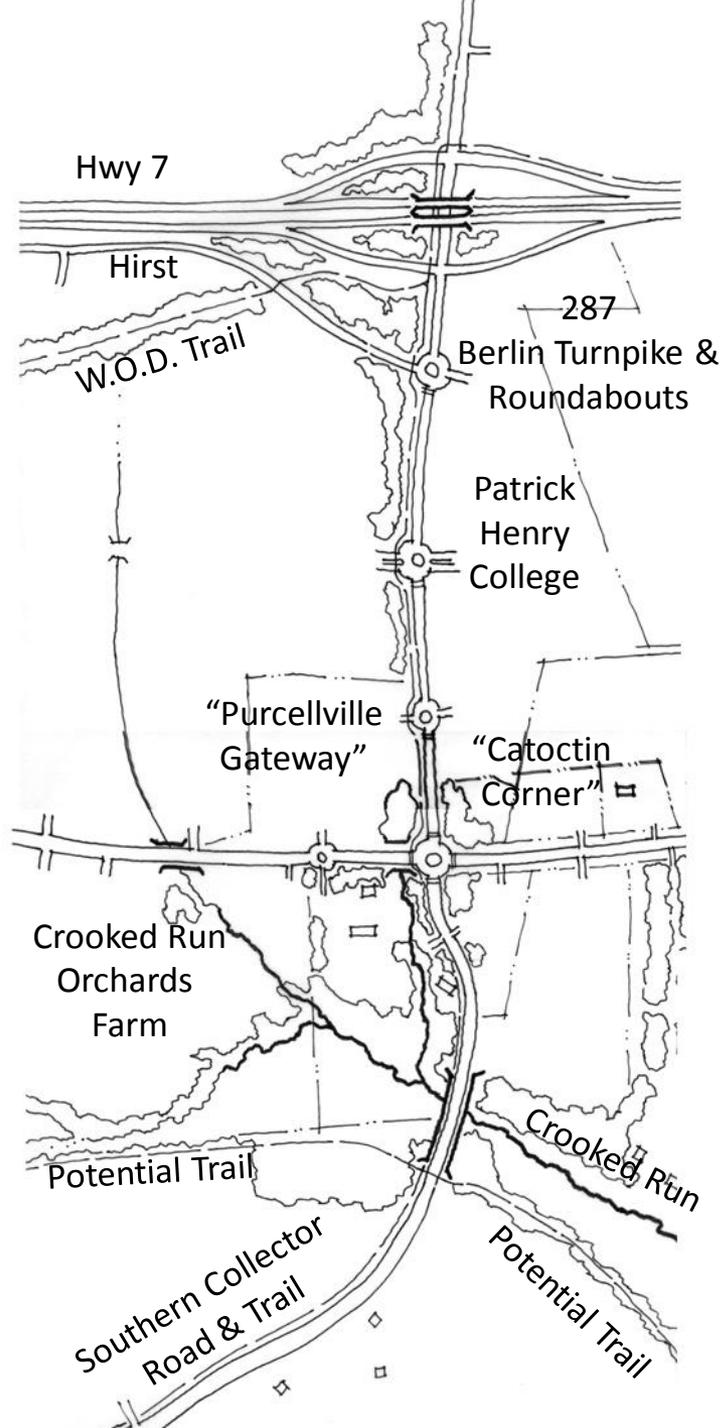
- The entire eastern boundary of the Town
- Composed of transportation improvements, land use decisions, economic development, recognition of the historic small town, and enhancement of public corridors (arterials, trails, creeks, pedestrian crossings)

The “Eastern Gateway” actually includes:

- The Roundabout
- Southern Collector
- Berlin Turnpike (Route 287)
- East Main Street (Business 7)
- Route 7 (Bypass)
- Hirst Road Intersection
- Crooked Run
- Land Parcels Include:
 - Patrick Henry College – Cole Farm Development
 - Catoctin Corner Proposal – Private Farm Properties South of Main Street







What are the Design Guidelines for the Eastern Gateway?

- Plan with topography of the site
- Respect the watershed and drainage to the proposed Chesapeake Bay Preservation Area
- Maintain stands of mature canopy trees as much as possible
- Retain at least one-hundred feet of mature trees at the Northeast corner and West Colonial Highway and Berlin Turnpike along both frontages

Design Guidelines Continued

- Build a bridge across Crooked Run at Southern Collector Road
- Continue trail along west side of Southern Collector Road from A Street to Main Street
- Maintain farmhouse and barn on existing sites at the Crooked Run Orchard and trees between farmhouses and Main street.
- Architecture should be in keeping with farm building character

Design Guidelines Continued

- Sidewalks should be a minimum of 12ft wide
- Canopy trees should be used to shade sidewalks as much as possible
- Roundabouts should be used instead of traffic signals on Main, Colonial and Berlin Turnpike.
- Roundabouts should be landscaped.
- Exterior lighting for building and parking should avoid glare & light pollution, and should avoid lighting the night sky.

Design Guidelines Continued

- Utilities should be placed underground as much as feasible and canopy trees allowed to root and grow to mature size
- Consensus was reached in the charrette that strip malls should not be in the East Gateway
- The mix of uses in more than one story should be encouraged with shared parking and bike parking

Design Guidelines Continued

- The provision on site parking should be at a maximum required, not a minimum
- Drive-through land uses should be discouraged from East Gateway sites
- Zoning and other town ordinances should be revised to incorporate design standards and guidelines

Transportation Issues

- Congestion
 - School traffic and buses
 - Commute trips
 - Travel around town
- Connections
 - Limited street connections
 - Bicycle and pedestrian access
- Funding



2009 Townwide Transportation Plan

- “Make transportation decisions to support long-term community health...”
- “Create recognizable entrances to town”
- “Plan interconnected networks of streets, sidewalks and bikeways”

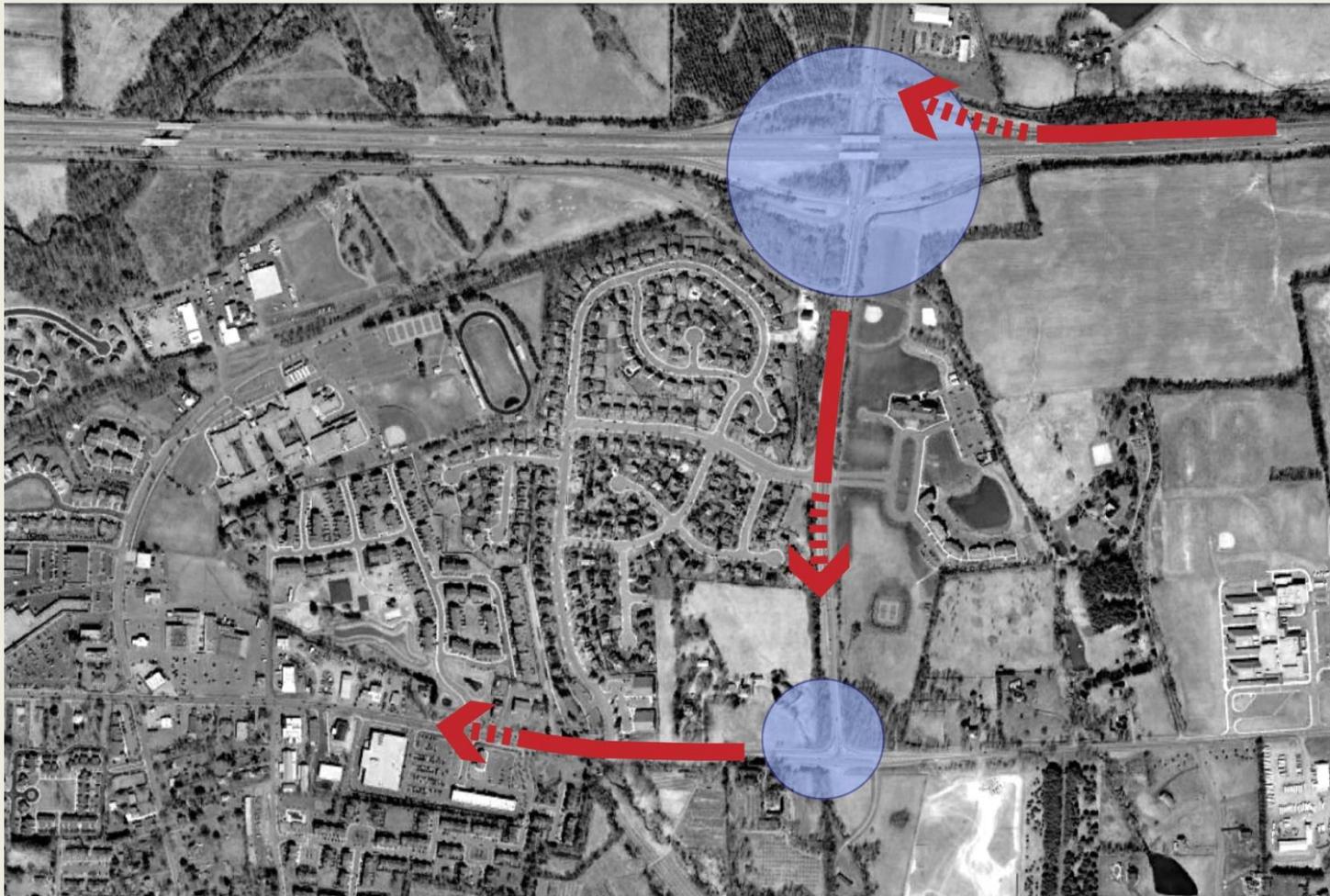


Eastern Gateway Transportation Vision

- 1. Town Entry:** Accentuate and beautify
- 2. Connections:** Provide multimodal opportunities
- 3. Congestion:** Manage traffic patterns and demand



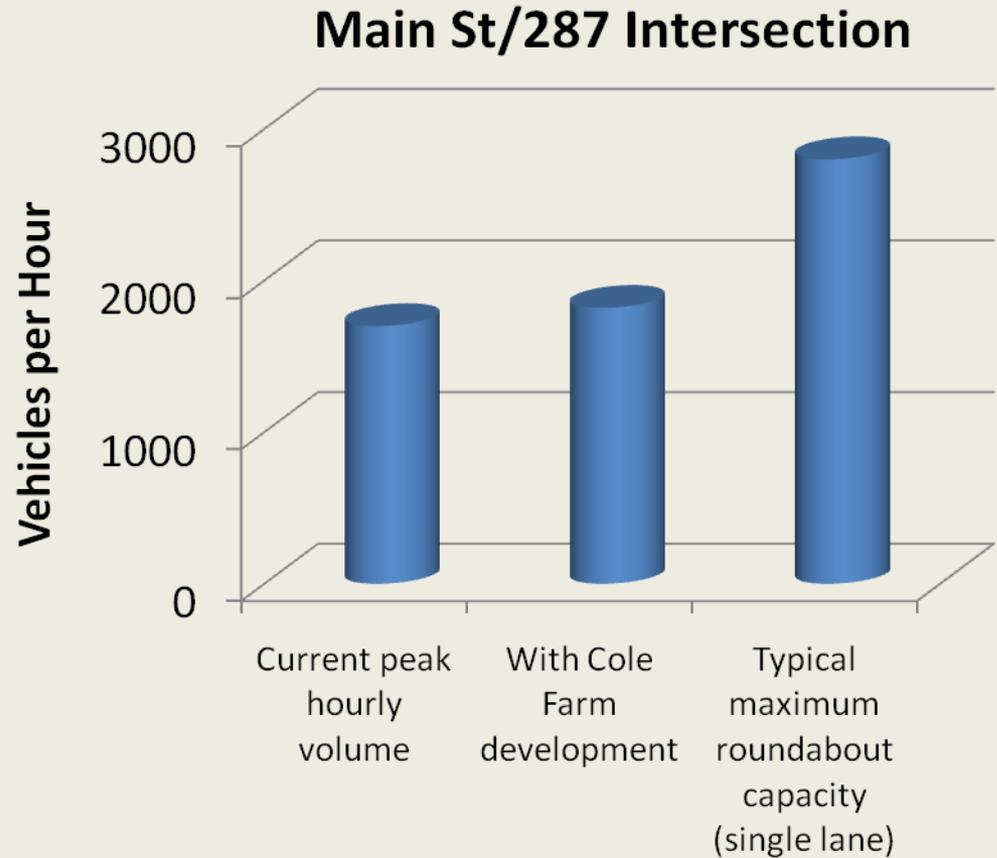
1. Town Entry



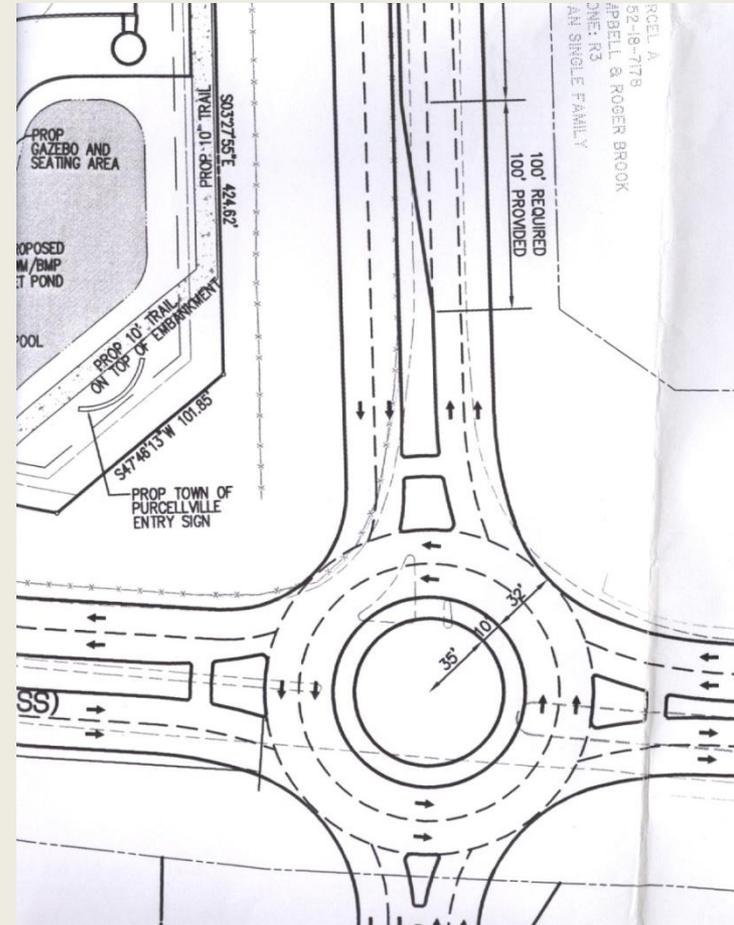
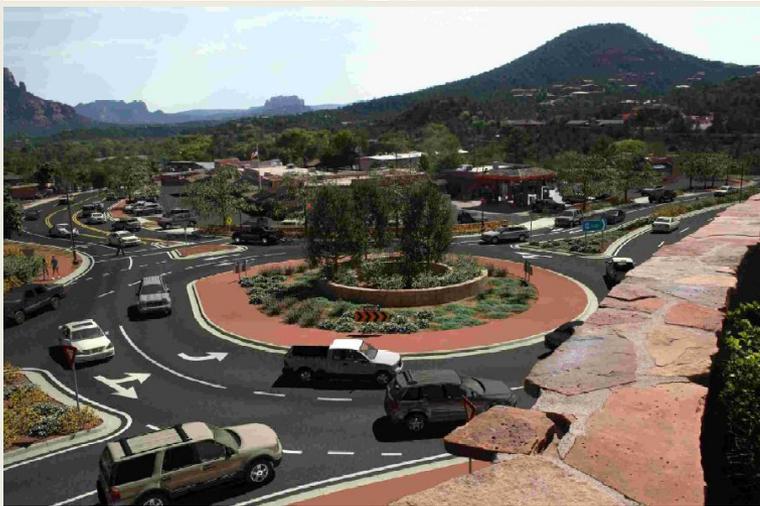
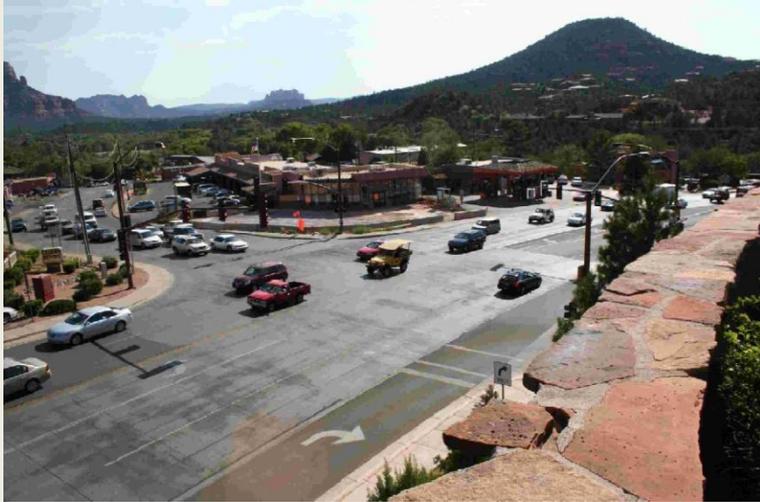


Roundabouts

- Gateway feature
- Traffic calming
- Relatively high capacity
- Safety benefits
- Pedestrian and bicycle accommodations



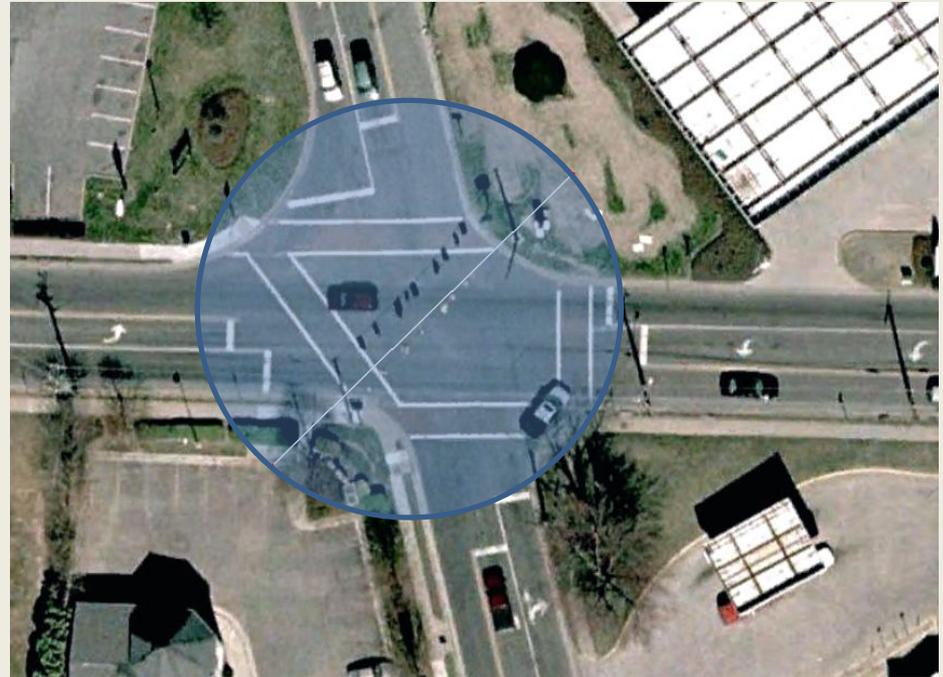
Double Lane Roundabouts



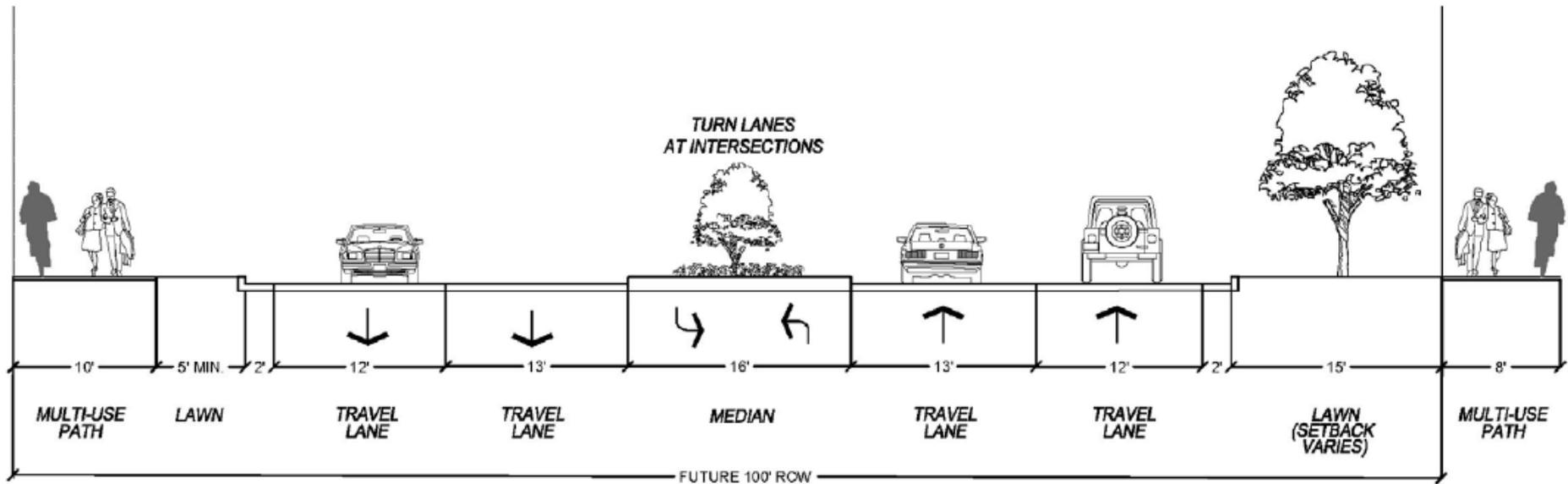
Maple / Main Intersection

Potential Additional Roundabout

- About 130 foot diameter
- Some, but not much additional right-of-way beyond currently proposed widening



Berlin Turnpike Entry

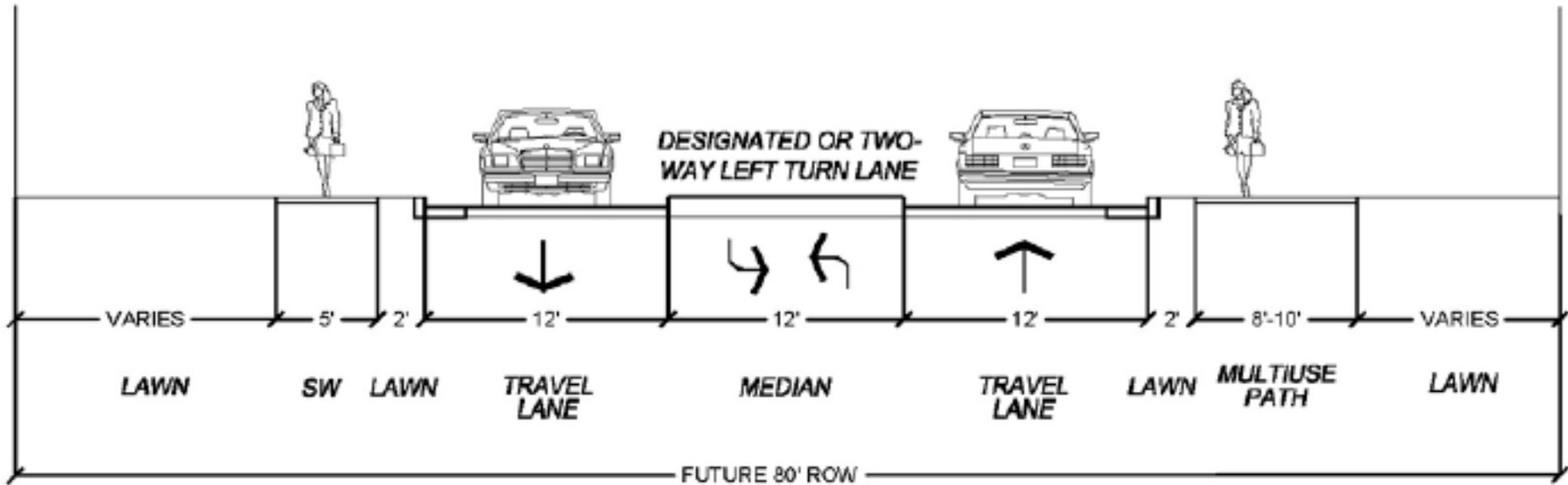


Idealized recommended typical cross-section for Berlin Turnpike between Main Street and Hirst Road

Berlin Turnpike Entry

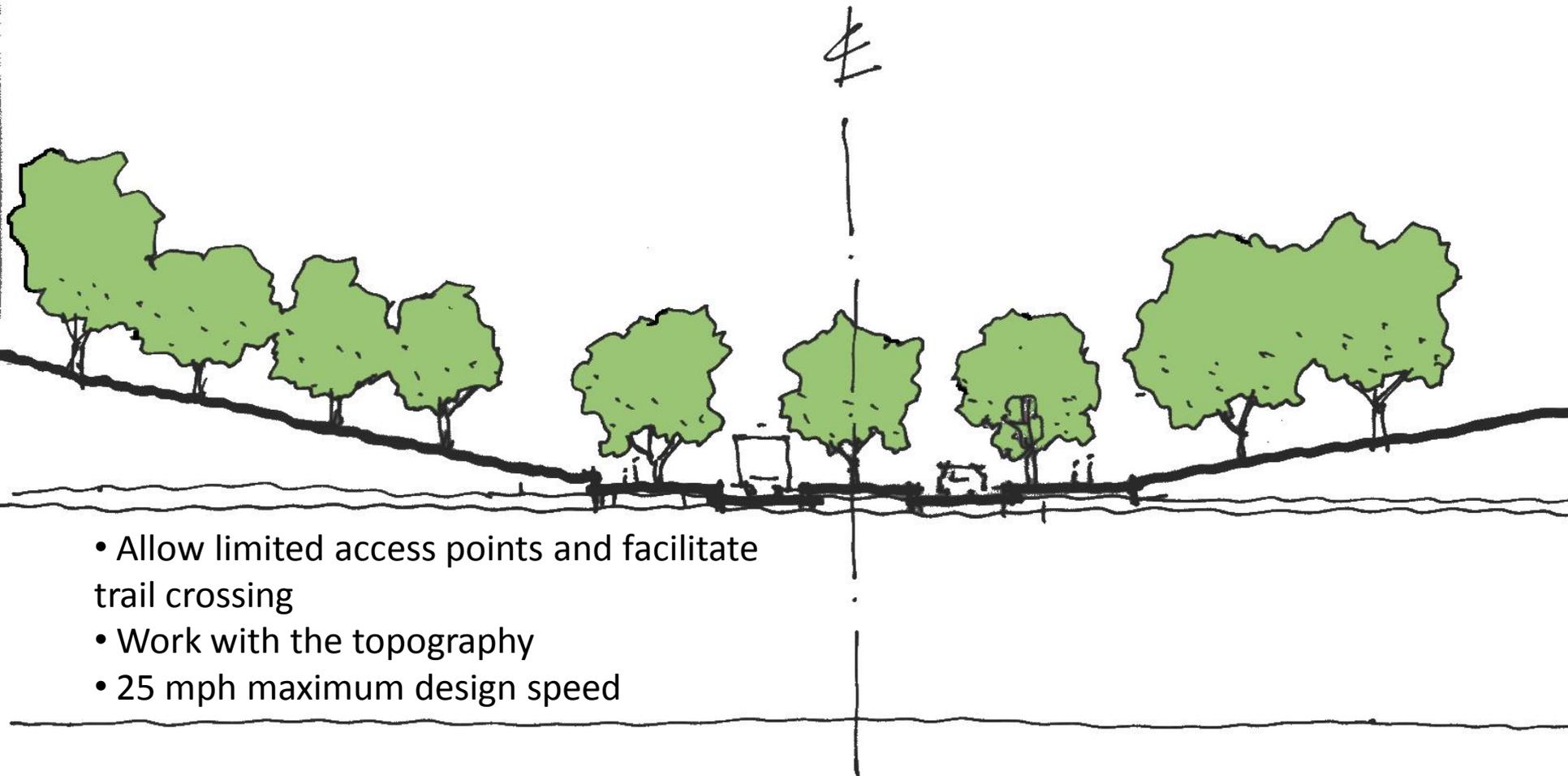


Southern Collector

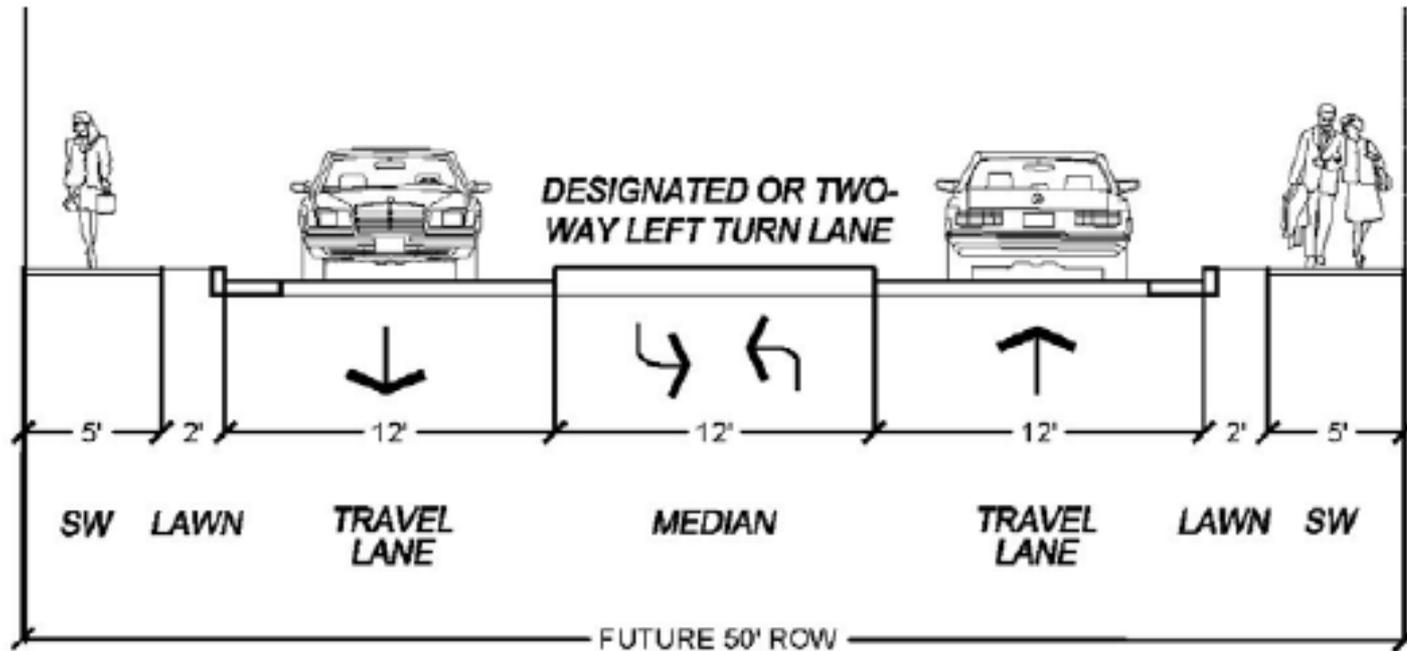


Idealized recommended typical cross-section for A Street for the Southern Collector Extension

Proposed Southern Collector

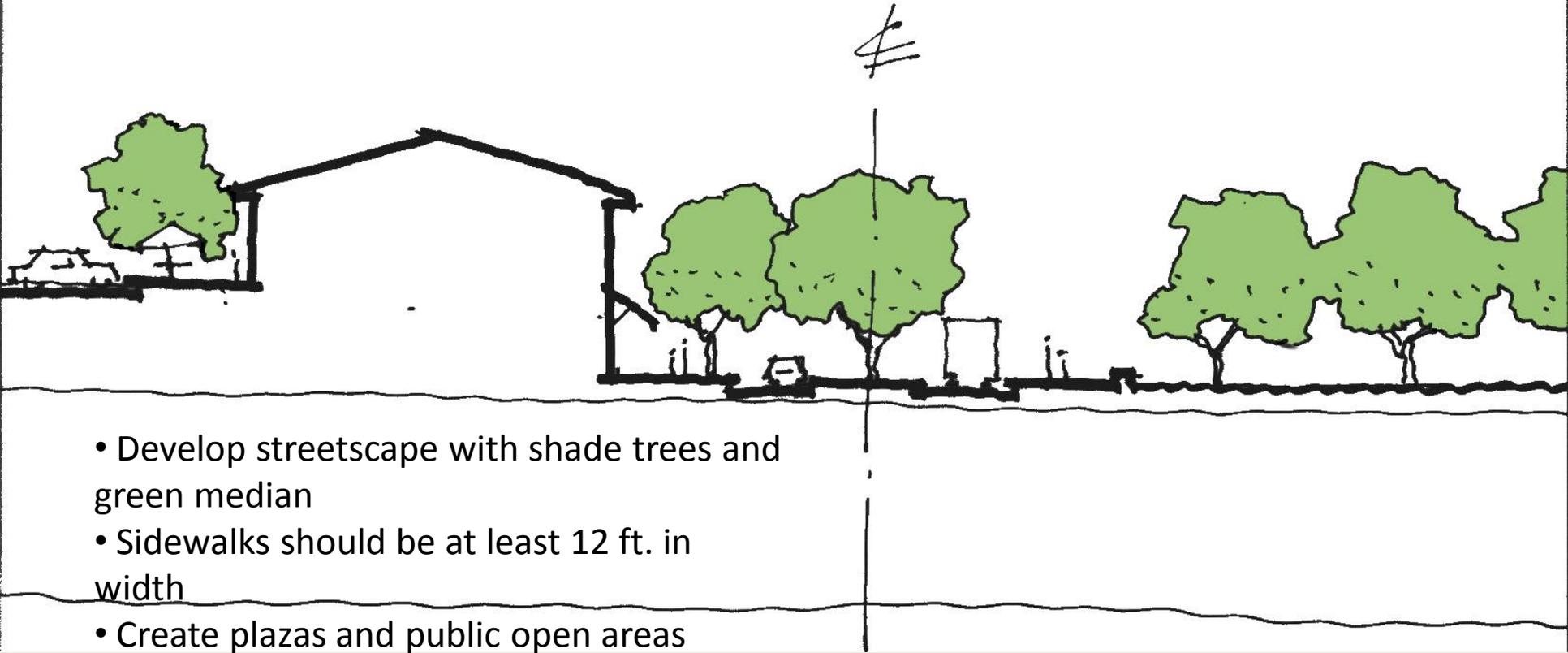


Main Street Gateway



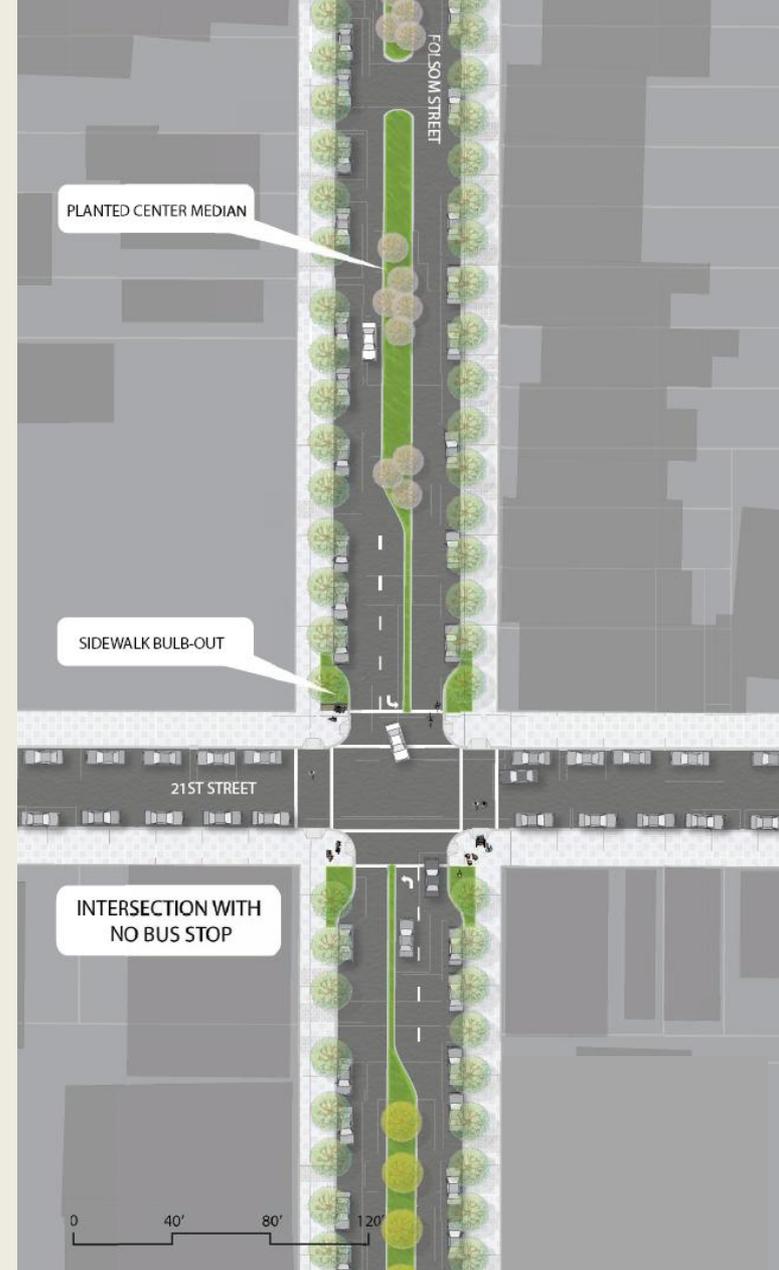
Idealized recommended typical cross-section for Main Street from 12th Street to 450 feet east of Berlin Turnpike

Main Street Gateway



Main Street Gateway

- The Great Road
- Streetscape features:
 - Landscaped median with shorter turn pockets
 - Intersection “bulbouts” to shorten crossings
 - Reduced curb radii
 - On-street parking

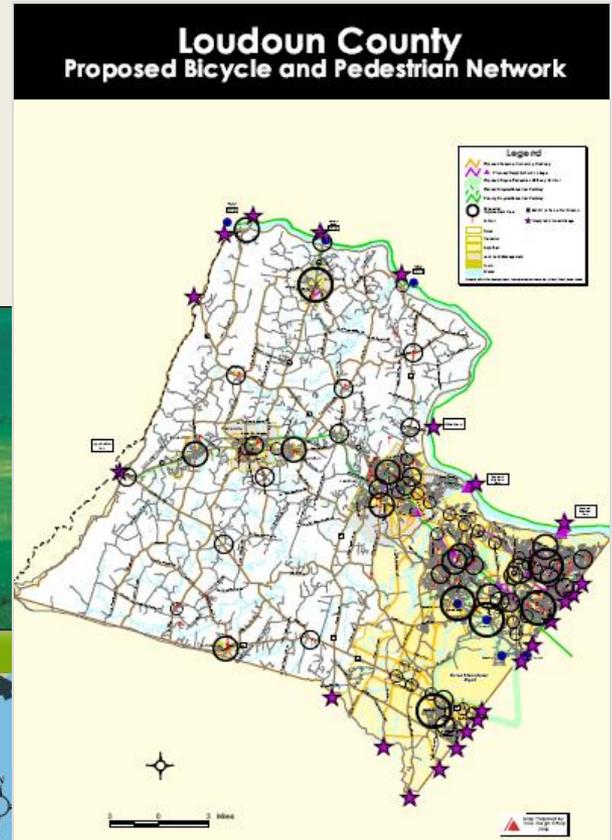




- Pedestrian crossings with and without bulbouts/protections
- Pedestrian protections are critical to a vibrant downtown

Trail Entry

- Encourage bicycle tourism



HOME PLAN YOUR TRIP PROFILE OF THE ROUTE VERTE BIENVENUE CYCLISTES ! SERVICES

CHARLEVOIX

The riches of Charlevoix are manifold. Spread out along the river and dotted with majestic mountains, home to several of the most beautiful villages in Québec as well as spectacular national parks—including a World Biosphere Reserve—Charlevoix also has an incredible concentration of fine restaurants per square kilometre, as well as charming inns and art galleries.

The Route verte in Charlevoix is a splendid and challenging riverside

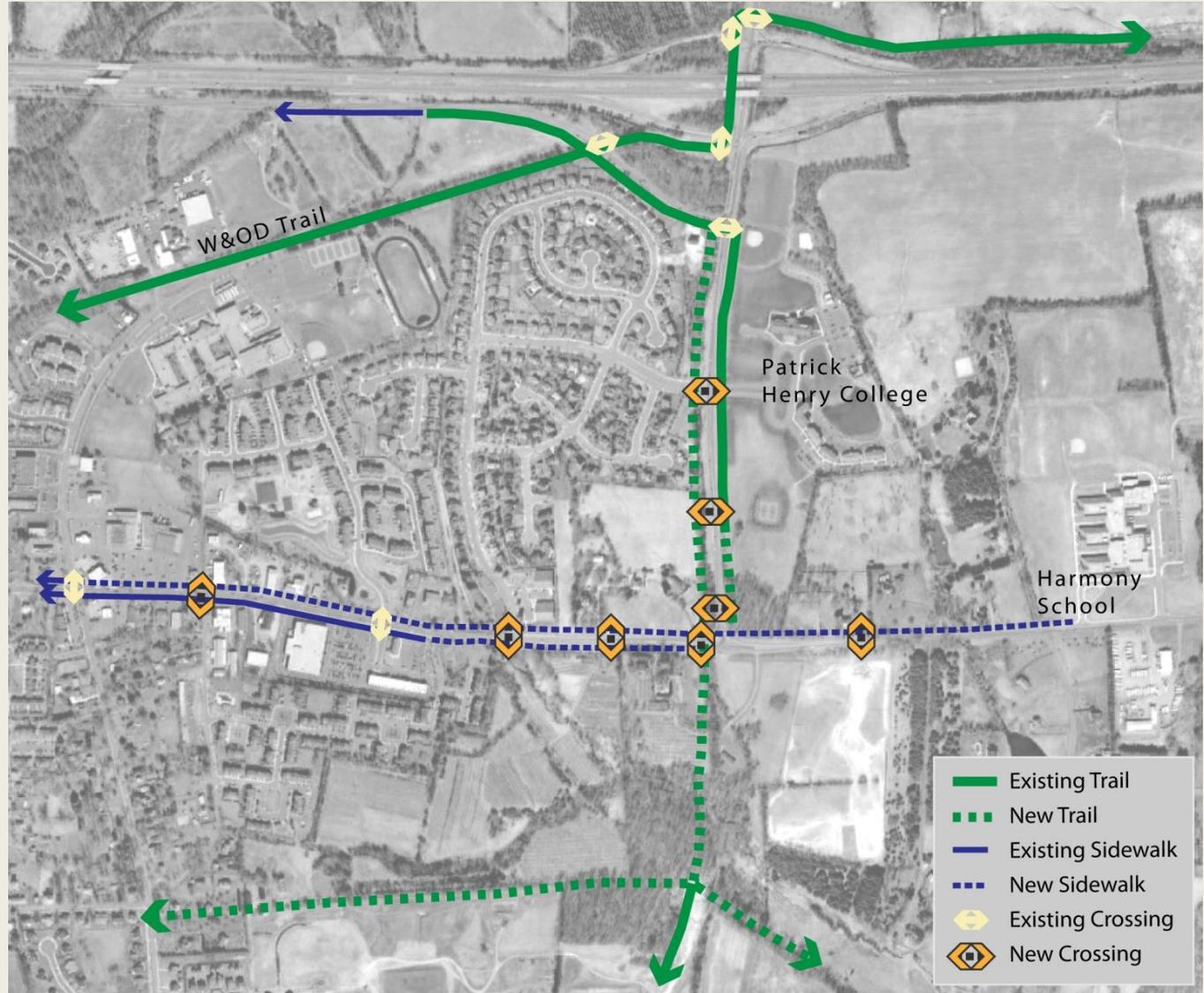


à 1,5 mètre
véhicules lents.

**Accommodations
Bienvenue cyclistes !**

2. Connections

- Make walking and bicycling convenient and comfortable



Pedestrian Friendly Intersections

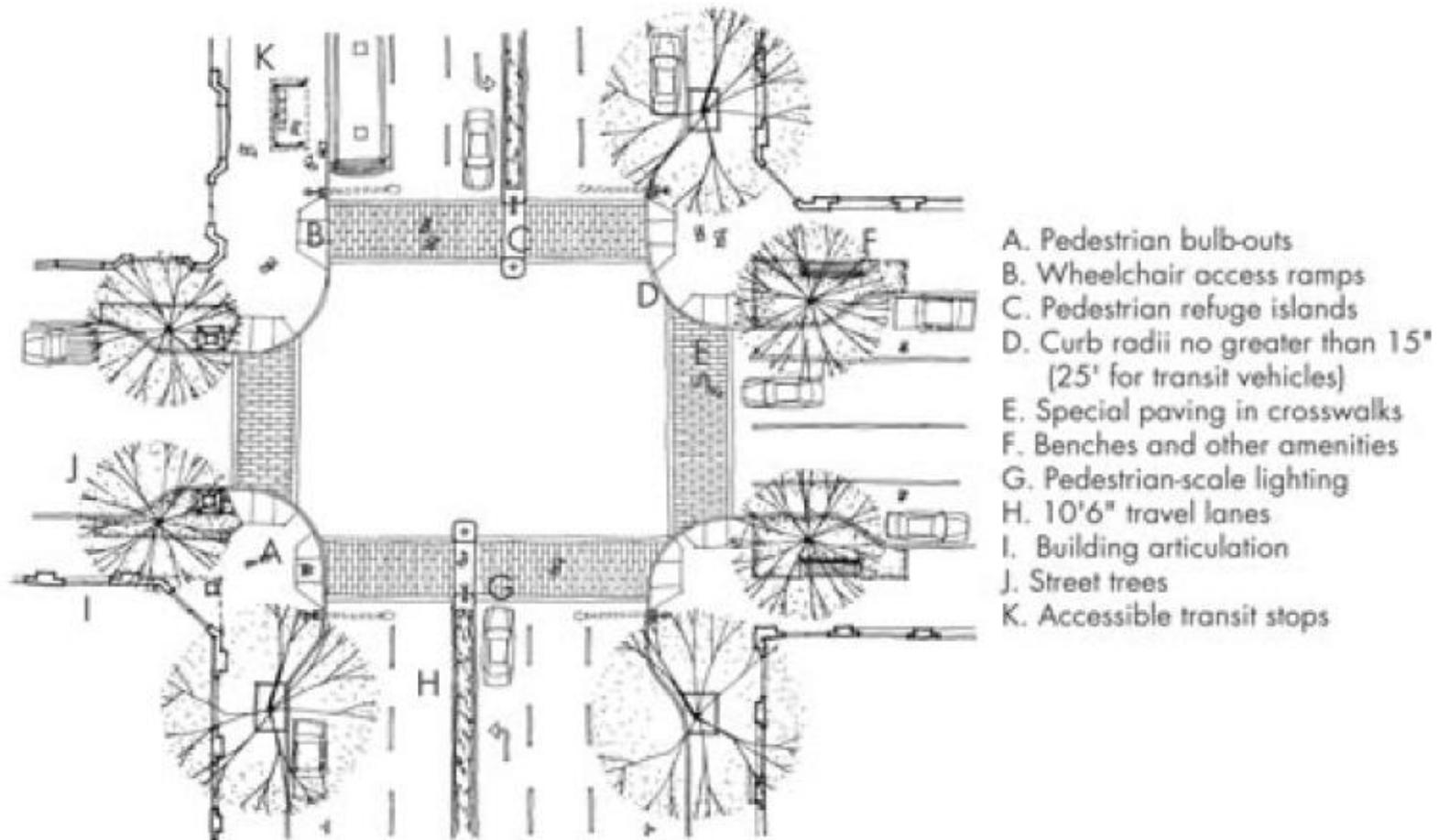
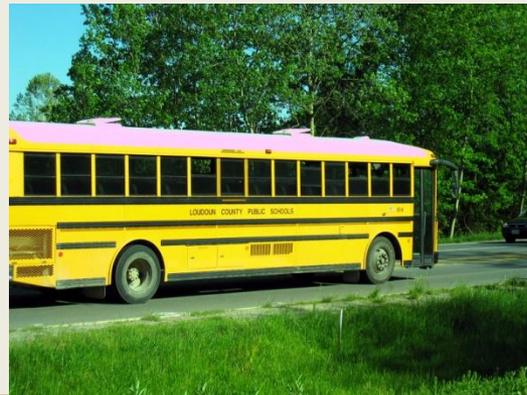


Figure 3.2: Elements that make for a pedestrian-friendly intersection

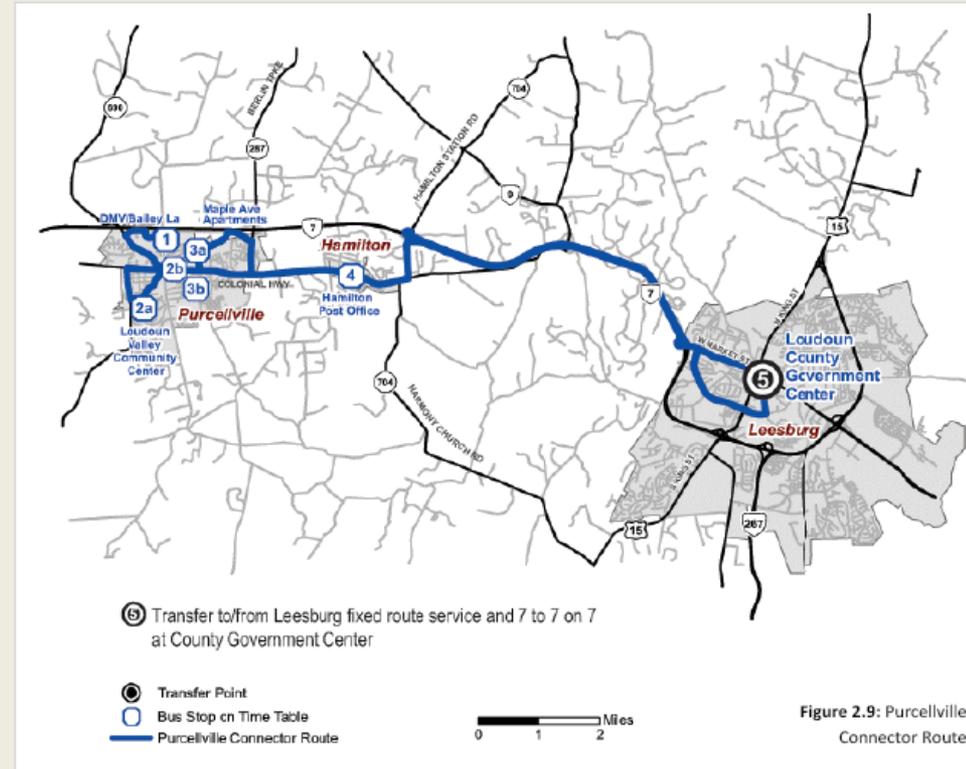
Manage Congestion

- Key Improvements
 - Prioritize Hirst / 287 intersection
 - 7/287 Interchange improvements, with consideration for roundabouts
- Buses
 - Work with District to improve routing, manage scheduling and improve efficiency
 - Consider use of smaller buses where possible



Manage Congestion

- Manage traffic demand
 - Vertically mixed-use, walkable developments: 10-30% less traffic than standard development
 - Require shared parking and maximum parking
 - Bike parking
 - Easy transit connections; accessible park and ride



**Please support our sponsors who have helped to make this
event a success:**

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Kimley Horn & Associates

Roadside Development

Anderson & Associates
Wachovia
BB&T
Norton Signs

Anthony's Restaurant
Purcellville Giant

Domino's Pizza
Mosby's Grille
Restaurant

Haute Dogs & Fries
Restaurant

Purcellville Sports Pavilion
Browning Equipment
TMG Construction
Wegman's Leesburg
Dr. Kianoush Tari

Our tour providers, Virginia Regional Transit Authority
And our hosts, Patrick Henry College



Thank You