

**MINUTES  
PURCELLVILLE TOWN COUNCIL SPECIAL MEETING  
WEDNESDAY, JANUARY 22, 2020, 7:00 PM  
TOWN HALL COUNCIL CHAMBERS**

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The special meeting of the Purcellville Town Council convened at 7:00 PM with the following in attendance:

PRESENT:           Tip Stinnette, Vice Mayor  
                  Ted Greenly, Council member  
                  Chris Bledsoe, Council member  
                  Ryan Cool, Council member  
                  Joel Grewe, Council member  
                  Nedim Ogelman, Council member (left early at 9:03pm)

ABSENT:           Kwasi Fraser, Mayor

STAFF:            David Mekarski, Town Manager  
                  Sally Hankins, Town Attorney  
                  Patrick Sullivan, Director of Community Development  
                  Andy Conlon, Senior Planner  
                  Diana Hays, Town Clerk/Executive Assistant  
                  Kimberly Bandy, Deputy Clerk

**CALL TO ORDER OF SPECIAL MEETING**

Vice Mayor Stinnette called the special meeting to order at 7:00 PM. The Pledge of Allegiance followed.

Vice Mayor Stinnette recommended reviewing the "B" Substantive items and then the "C" Comments from Staff or any other items outstanding from the comment matrix. Vice Mayor Stinnette continues that the issues from last week were on how we would resolve the East end and the land use of Agriculture. Staff was given the opportunity to propose a revision for this land use and replace it with the Agricultural, Tourism, Commercial land use.

Council member Bledsoe comments during the update that there was a mix up of the comment matrix and Diana Hays, Town Clerk, distributed the correct updated document from results of the January 16, 2020 Town Council Special Meeting. Vice Mayor Stinnette confirms that the correct version is available for the public.

Vice Mayor Stinnette made additional comments on the two lots on east Hirst Road that were agreed upon as Business Industrial to make it consistent to Hirst Road west end. Area 5, noted as the Chapman area, changed back to the legacy of Professional Office which is the only area in town that has that designation. This decision was based on a letter of map revision associated with the flood plain in this area. The area of the Browning property that is used to store tractors and equipment will be a disconnect between single family attached and an agreement was not to change zoning currently for that property to be able to continue the development by-right. There was an issue across from Blue Ridge Elementary School (Middle School) with a sliver of land between right of way and town boundary that the GIS representation is correct. The West end stays the way it is depicted. With these changes Staff was able to submit an ad for Public Hearing to run in the newspaper for the next two weeks.

### **CITIZEN/BUSINESS COMMENTS**

Comments were read and submitted by Walt Peter, 34989 Williams Gap Rd, Round Hill, VA.  
(*Copy attached*)

Sam Brown, Crooked Run Orchard, 37883 E. Main St, Purcellville, VA, made comments that he would like to see no more new growth in Purcellville.

### **DISCUSSION/INFORMATIONAL ITEMS**

#### **a. Plan Purcellville Comprehensive Plan, Version 6.0 – Review of Matrix**

Council reviewed the comments in “B Substantive” (orange) from the comments matrix.

<b><u>Version 6.0 page number</u></b>	<b><u>Row Number</u></b>	<b><u>Council Comments</u></b>
3	14	Council member Ogelman proposed a rewrite of last sentence to read: Community feedback during the Comprehensive Plan development process indicates the Town has been steadfast in it's desire to avoid further expansion and does not want to annex additional land.
3	15	Previously addressed.
17	49	Council member Ogelman's comment has been adjudicated.
18	58	Council agreed to insert Mayor's proposed language at the end of paragraph 3 on page 78 and to replace the word "negatively" with "adversely". Remove the words "Hirst East" and "East Main" from second sentence in paragraph 4 on page 78. Add after this text the Mayor's proposed language as edited: "The Town will need to evaluate the optimal number of affordable housing units that can be supported by the Town's infrastructure and services, and that will not introduce density that will adversely impact the character and style of the development that is already in the Town."

Sally Hankins, Town Attorney, interjects on the topic of affordable housing and reads from the state code “The comprehensive plan shall include the designation of areas and implementation of measures for the construction, rehabilitation and maintenance of affordable housing, which is sufficient to meet the current and future needs of residents of all levels of income in the locality while considering the current and future needs of the planning district which is Northern Virginia Planning District 8 within which the locality is situated.”

<u>Version 6.0</u> <u>page number</u>	<u>Row</u> <u>Number</u>	<u>Council Comments</u>
34	115	Council member Bledsoe comments that this has been taken care of.
38	125	Council member Bledsoe comments that this has been taken care of.
47	142	Council member Ogelman is yielding on this, but to leave some tree cover on the maps.
60	167	Mayor Fraser comment reads to request from the matrix Figure 143 picture to be changed, not 144. Vice Mayor Stinnette confirms.
66	174	Mayor Fraser comment reads to request from matrix Figure 156 picture change to represent form, fit, and architecture. Vice Mayor Stinnette confirms.
75	215	Vice Mayor Stinnette directs staff (Patrick Sullivan and Andy Conlon) to propose updated language for 3 <sup>rd</sup> paragraph to Council on 1.23.2020 Special Meeting.
76	230	Mayor Fraser comment requests from matrix to reword. Vice Mayor Stinnette comments to staff to provide a recommendation to Council without using the word aspirational.
89	284	Council member Bledsoe's question is confirmed by Vice Mayor Stinnette with Theresa Stein advice to the plan. Vice Mayor Stinnette requests Sally Hankins to double check this existing proffer law and update Council on 1.23.20.
10	321	After conversation between Council member Ogelman, Council member Bledsoe, Council member Cool, Council member Greenly, Council member Grewe, and Vice Mayor Stinnette requests Patrick Sullivan and Andy Conlon will take this paragraph on with understanding of Council member Ogelman's comments to qualify this conversation and report back at 1.23.2020 Special Meeting.
II	335	Council member Ogelman's comment causes Vice Mayor Stinnette to have Andy Conlon review from page 5 through 22 to extract paragraphs and sentences to create an executive summary and move acknowledgements to the back by the 1.23.20 Special Meeting.

Council then reviewed the comments in yellow on the comments matrix starting with line 99 of the matrix referencing page 27 in the Comprehensive Plan.

<u>Version 6.0</u> <u>page number</u>	<u>Row</u> <u>Number</u>	<u>Council Comments</u>
27	99	Council member Bledsoe suggests changing commercial development sentence and the end result to be Council member Ogelman's suggestion of "New buildings should reflect the town's traditional historic residential or pre-automotive commercial styles and proportions" Vice Mayor Stinnette adopts this and to make note to remove last sentence. (1 <sup>st</sup> paragraph, last sentence)
27	100	Council member Bledsoe agrees with staff to remove bullets 3 and 4 and further conversations continue.
27	101	Vice Mayor Stinnette suggests retaining third bullet and delete everything after "used". Council member Grewe to ask BAR regarding page 27 and 28 on these points.
27	102	Council member Grewe is also bringing this also to BAR.
29	105	Mayor Fraser comment suggests to remove the word underground and his language is adopted.
29	105	Mayor Fraser comment suggests to remove the word underground and his language is adopted.
33	111	Council member Bledsoe comments that it is resolved.
10	116	Mayor Fraser requests a table be inserted. Vice Mayor Stinnette requests that Andy Conlon to review Ed Neham briefing with charts to determine adoption and to plan on this being adopted.
34	117	Council Member Ogelman would like to delete last sentence. Staff is to adopt as proposed and delete language.
34	118	Vice Mayor Stinnette directs Andy Conlon, Senior Planner, to change statement to something like "The 2018 land use categories layed out below focus on where we live first and evolve down to where we play last." Andy Conlon is to provide proposed language and explain rationale order.
34	119	Mayor Fraser suggests a sidebar of sequence or flow is to be added. Council member Grewe agrees. Vice Mayor Stinnette instructs Andy Conlon to request this through the consultant and lay out current process of Comprehensive Plan in a flow chart type of diagram. Adopted in principle.
36	120	Address by consultant in final version.
37	121	See directions for page 18.
39	126	Council member Bledsoe comments that tree lawn has been addressed.

39	127	Staff recommendation.
39	128	Staff recommendation will replace photo.
41	132	Resolved
42	135	Mayor Fraser's comment refers to Figure 83 and 84 will be replaced.
44	137	Vice Mayor Stinnette believes this has been addressed previously. Council member Ogelman confirms it will be revisited once the Zoning Ordinance is addressed.
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45	140	Mayor Fraser refers to figures and staff replacing photos.
45	141	Andy Conlon to find in the plan and give overarching lighting line in the Comp Plan and give answer at 1.23.2020 Special Meeting.
50	144	Vice Mayor Stinnette agrees with Council member Ogelman to protect additional open spaces. Council member Bledsoe confirms the language being used should remove "acquire" from paragraph and use "in and around".
52	151	Staff adopts single family housing stock and delete "mixed housing".
57	158	No change and refinement comes from Zoning Ordinance.
57	159	Council member Grewe reminds council that Sally Hankins' due diligence on the Proffers will answer this.
57	160	Council member Bledsoe requests change to maps. Vice Mayor Stinnette directs Andy Conlon to update with the latest GIS.
58	161	Mayor Fraser's comment is to replace the photo. Staff will update photo.

Council ended their review of comments in yellow with line 161 page 13 of the matrix.

Council member Grewe requests Andy Conlon to send him an electronic version of the section for BAR to review instead of the entire Comp Plan document.

Vice Mayor Stinnette summarizes that Sally Hankins, Town Attorney, will be working on affordable housing and Proffers and David Mekarski, Town Manager, is to work language on number 2 and 5 and also fiscal impact analysis for 230 while Andy Conlon is to begin working on

an executive summary. Vice Mayor Stinnette comments that the goal for tomorrow is to finish the remaining sheets and review homework from this evening in hopes that this part will be done and be able to focus on the regular scheduled meeting for Tuesday.

Vice Mayor Stinnette confirms with Andy Conlon after tomorrow night's meeting bring what has been worked on to this point to the consultant and start moving to version 7.0 to be ready for the Public Hearing. Andy Conlon confirms.

### **MAYOR AND COUNCIL COMMENTS**

Council member Cool made suggestion for introduction on plan.

Council member Bledsoe thanks Vice Mayor Stinnette for leading the meeting and shares finding page numbers for lighting reference in the Comprehensive Plan for staff.


Council member Grewe comments his only consideration for the plan going forward and this has been talked about the entire evening and probably speaks to whether we adopt the plan, if we put ourselves in such position, he is concerned about the fiscal effect of the plan on the overall budget.

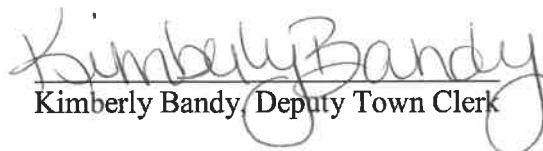
Vice Mayor Stinnette points out that possibly the work David Mekarski is doing on the fiscal impact will help with the concern.

Council member Grewe is looking forward to that and would not like a plan that pulls money out of everyone's wallet at a firehose rate, if this is the case he would vote no, and would like to keep flexibility within the document to be helpful in going forward.

### **ADJOURNMENT**

With no further business, Council member Grewe made a motion to adjourn the meeting at 9:06 PM. The motion was seconded by Council member Greenly and carried 5-0-2 absent.

  
Kwasi A. Fraser, Mayor

  
Kimberly Bandy Deputy Town Clerk

## TOWN COUNCIL WORK SESSION JANUARY 22, 2020

Good evening. My name is Walt Peter. I live at 34989 Williams Gap Road, Round Hill.

Tonight, I'd like to talk about the O'Toole and Kipfer properties: designated as Areas 2 and 3 in the East End Comprehensive Plan which the Council has discussed placing in a wholly new land use category: "Agricultural-Tourism-Commercial".

Consider the real-world effect this designation will have on the owners: two single women. Single women who are relying on these properties to provide for them as they age. So, it is vital that the proposed ATC language not take away the value of their property. That it not steal property rights from them.

It is essential, then, that the language describing the two areas support reasonable development.

While, overall, the proposed ATC wording seems to permit some positive economic development, portions of the language are concerning. For, example, what is meant by saying that ground floor uses should be "vibrant and should create a spirit of community, discovery and exchange between the merchants, residents and visitors"?

Likewise, the proposed language closes by saying the ATC is intended "to extend the spirit of Crooked Run Orchard" to the O'Toole and Kipfer parcels. Does this mean that development should consist of trees and run-down buildings?

More clarity is needed

The Future Land Use matrix staff has prepared for discussion seems to permit a reasonable range of uses in the ATC area. But it will be essential to see this language in the Guiding Statements for the two properties.

In closing, for the two women impacted by this wholly new land use, it is essential they can trust that the value of their property will not be taken from them. That the Comprehensive Plan finally agreed to by the Town Council is precise enough to protect their rights and fully inform the new Zoning Ordinance developed to govern the ATC use.

Thank you for your time and consideration.



*For Town Council discussion on January 16, 2020*

### **Agriculture-Tourism-Commercial**

This future land use category marks a transition from the rural agricultural and large-lot residential properties surrounding the Town to the small town of Purcellville, and defines important gateways into the Town. This land use category blends a residential component together with: (1) office, (2) retail, (3) cultural, (4) agricultural/viticultural, (5) institutional, or (6) tourism-oriented uses. Personal service uses are discouraged.

The design of structures within this land use category should reflect the agricultural heritage of the Town. The land use mixture within this designation should include uses that support tourism and relate to the Town's farming heritage. Examples of uses that support tourism and relate to the Town's farming heritage include: small-scale hotels, beds and breakfasts, unique drinking or eating establishments serving goods made from the local farm and viticulture community, artist exhibits, specialty shops, and other uses that reflect Purcellville's eclectic character. The scale of this land use category should reflect the quaint nature of a small town, balanced with the Town's evolving identity as a weekend tourist destination and a center for services in western Loudoun.

This land use category accommodates vertically and horizontally mixed uses. Uses established at the ground level should be vibrant and should create a spirit of community, discovery, or exchange between the merchants, residents and visitors; outdoor amenities and seating are encouraged; office space at the ground level is discouraged. Parking should be located to the rear of buildings. Land with this designation should be walkable, both internally and in connection to the greater community, and should incorporate well-designed green spaces.

The Agriculture-Tourism-Commercial land classification should include undeveloped parcels within the Town's East End Focus Area. The East End Focus Area is anchored and defined by Crooked Run Orchard, a working farm that has been operated by the same family for over 100 years, now permanently protected by a conservation easement. The Agriculture-Tourism-Commercial land classification is intended to extend the spirit of Crooked Run Orchard to other parcels within the East End Focus Area, and to serve as a meaningful Gateway into the east end of the Town.

#### **Other Possible Names:**

1. Heritage Mixed-Use
2. Bucolic Mixed-Use
3. East-End Gateway
4. Tourism-Focused Commercial

	A	B	C	D	E	F	G	H
1	<b>FUTURE LAND USE comparison spreadsheet</b>			<b>01/16/2020</b>				
2	<b>Future Land Use category</b>	<b>Agricultural/Tourist Commercial adopted 2025 Plan</b>	<b>Professional Office</b>	<b>adopted 2025 Plan</b>	<b>Commercial Neighborhood Scale draft Plan Purcellville</b>	<b>Commercial Medium Scale draft Plan Purcellville</b>	<b>Industrial Business draft Plan Purcellville</b>	<b>Agricultural draft Plan Purcellville</b>
3								
4								
5	<b>Characteristics/Uses</b>							
6	traditional agricultural or horticultural uses	x					x	
7	restaurants	x		x	x			
8	art galleries and shops	x						
9	hotel	x						
10	bed and breakfast inn	x						
11	spa	x						
12	conference center	x						
13	corporate retreat	x						
14	winery (see also "agricultural/viticultural")	x						
15	wayside stand	x						
16	similar farm-based activities	x					x	
17	similar tourist-oriented activities	x					x	
18	maximum height of 35'	x						
19	minimum front yard (setback) 100'	x						
20	maximum coverage of 30%	x						
21	maximum height of 45'		x					
22	maximum FAR of 1.0		x					
23	maximum coverage of 60%		x					
24	street frontage landscaped & parking screened from public view		x					
25	no development in the floodway or the 100-year floodplain		x					
26	retail			x	x			
27	office		x	x	x	x		
28	services			x	x	x		
29	two- to three-story buildings common			x	x	x		
30	lodging			x	x			
31	designated industrial parks or industrial subdivision					x		
32	separated from residential areas					x		
33	light manufacturing					x		
34	distribution					x		
35	warehousing					x		
36	farm store						x	
37	plant nursery						x	
38	cultural uses							
39	agricultural/viticultural (see also "winery")							
40	institutional							
41	personal service uses are discouraged							
42	small-scale hotel							
43	bed and breakfast							
44	senior living facilities							