

**MINUTES
PLANNING COMMISSION MEETING
THURSDAY, JULY 16, 2020, 7:00 PM
TOWN HALL COUNCIL CHAMBERS**

PRESENT: Tip Stinnette, Chairman (left at 8:05 PM)
Mary Frances Bennett, Planning Commissioner
Chip Paciulli, Planning Commissioner
Nan Forbes, Planning Commissioner
Ed Neham, Planning Commissioner
Stosh Kowalski, Planning Commissioner
Theresa Stein, Planning Commissioner

ABSENT: None

STAFF: David Mekarski, Town Manager
Sally Hankins, Town Attorney
Andy Conlon, Senior Planner
Diana Hays, Town Clerk/Executive Assistant

CALL TO ORDER:

Chairman Stinnette called the meeting to order at 7:05 PM.

AGENDA AMENDMENTS:

Commissioner Neham requested that the Commissioner Comments and the Town Council Representative's Report be added to the agenda as they usually are. Chairman Stinnette agreed.

OUTGOING CHAIRPERSON COMMENTS:

Chairman Stinnette stated that at Tuesday's Council meeting, the Town Council voted in new liaisons to all committees, commissions and boards and that this meeting agenda should assist with the transition.

Chairman Stinnette gave a presentation called *A Grand Strategy for Purcellville*, which is attached to the minutes for this meeting.

Chairman Stinnette presented a gift of thanks to each Planning Commissioner and members of staff. (Chair Stinnette noted the gifts were not paid for with Town funds).

ACTION ITEMS:

a. Motion to Elect New Chairperson

Commissioner Neham made a motion that the Planning Commission nominate Chip Paciulli as Chairperson of the Planning Commission. The motion was seconded by Commissioner Forbes. Commissioner Paciulli accepted the nomination.

Commissioner Bennett asked if the term would be for a couple of months to finish out the term. Chairman Stinnette stated that when voting takes place next, possibly in November, to vote for the incumbents, and that a Chair was not voted for last November but remained as is. Chairman Stinnette deferred to Town staff on when voting would next occur on the position. Commissioner Neham stated that accordingly to the by-laws, the vote would be in November.

Motion:	Commissioner Neham
Second:	Commissioner Forbes
Carried:	6-0-1 Abstain

Stein:	Aye
Stinnette:	Abstain
Paciulli:	Aye
Neham:	Aye
Kowalski:	Aye
Forbes:	Aye
Bennett:	Aye

b. Motion to Elect New Vice-Chairperson

Commissioner Forbes made a motion to elect Ed Neham as Vice Chair of the Planning Commission. The motion was seconded by Commissioner Bennett.

Motion:	Commissioner Forbes
Second:	Commissioner Bennett
Carried:	5-0-2 Abstain

Stein:	Aye
Stinnette:	Abstain
Paciulli:	Aye
Neham:	Abstain
Kowalski:	Aye
Forbes:	Aye
Bennett:	Aye

ACKNOWLEDGEMENT OF NEW COUNCIL LIAISON TO PLANNING COMMISSION:

Tip Stinnette introduced Council member Stan Milan as the new Council liaison to the Planning Commission from July 14, 2020 to June 30, 2022, and summarized the additional Council liaison committee appointments.

Commissioner Stein thanked Tip Stinnette for his service on the Planning Commission. Commissioner Stinnette added that he had not asked to leave the Planning Commission but requested the assignments be made and he would take whatever committee was left.

GAVEL TO NEW PLANNING COMMISSION CHAIRPERSON TO CONTINUE NORMAL AGENDA:

Tip Stinnette introduced Chairman Paciulli to continue the meeting.

TOWN COUNCIL REPRESENTATIVES REPORT:

Tip Stinnette summarized the July 14, 2020 Town Council Meeting to include setting the meeting schedule of Town Council, noting the August recess was suspended to November (for Council and committees) in order to finalize the remainder of the FY21 budget. Commissioner Stinnette added a Vice Mayor was appointed, Mary Jane Williams, and liaisons were appointed to committees, commissions and boards. Mr. Stinnette noted the discussion about the Purcellville Film Office, which would be under the Economic Development Advisory Committee, CARES Act Funding and setting up an agreement with the County to distribute the money after decisions are made by the Town Council. Mr. Stinnette added the final agenda item was a closed meeting to discuss a potential land site for a new Police Department and to discuss an unsolicited bid by Aqua, Inc. for the water treatment infrastructure. Commissioner Stinnette added that Council voted in the open meeting to reject the bid but to continue due diligence on the option of privatizing the water treatment enterprise.

Chairman Paciulli asked which of the two Council meetings the Planning Commission should present their update to. Tip Stinnette stated he feels important items should be brought forward either in person or to the Council liaison to report on. David Mekarski added that in August he and staff will be engaging with Council, the topic of meeting agendas to include committee, commission and board updates.

INFORMATION ITEMS:

- a. Changes Made to Plan Purcellville 2030 Comprehensive Plan From the Document as the Planning Commission Recommended, Through Town Council's June 30, 2020 Adoption**

Mr. Mekarski added that relative to the Comprehensive Plan update, the consolidated lists of comments provided by the Town Council would be consolidated into one matrix and distributed.

Andy Conlon added that 7.5 was the final version before the version called “The Adopted Version” so the version number can now be dropped. Mr. Conlon added that 7.5 is the most current and the adopted version includes a brief list of additions that were voted on and adopted by Council on June 30. Mr. Conlon stated he expected the final version to be completed by the consultant in about two weeks.

CITIZEN COMMENTS:

None

DISCUSSION ITEMS:

a. Zoning Ordinance Rewrite

David Mekarski stated he feels the approach will achieve the objectives, and staff would work with a consultant on a code rewrite and present incrementally for review and approval the key components of the zoning ordinance. Mr. Mekarski added the intention is to adopt it comprehensively, with the exception of maybe vacant land or land sensitive to change due to non-conformities. Mr. Mekarski stated he would work towards looking at the gap analysis from the Comprehensive Plan to what existing zoning is to proposed zoning, which would be taken to the Commission and to Council to adopt in order to protect those areas. Mr. Mekarski stated the gap analysis would find those issues, contracted with an outside firm, and the analysis would be reviewed with the Planning Commission and then used as the tool to build the RFP for consulting services.

Chairman Paciulli stated there is a zoning ordinance and a desire to rezone a lot of places in Town, and asked why it is not two different tasks while moving forward together in the same direction. David Mekarski clarified that staff would review and develop the zoning ordinance incrementally in various critical components but would adopt comprehensively. Mr. Mekarski talked about the timing, and noted that certain areas are vacant and have development pressure, and would be focused on then submitted to the Planning Commission then Council rather than waiting.

Sally Hankins proposed that staff collectively report back to the Planning Commission at a near future meeting and present a plan to get from where we are to an adopted zoning ordinance. Ms. Hankins added that the approach would include a combination of a chapter by chapter approach for drafting purposes to make sure the chapters are cohesive, so that in the end a comprehensive zoning ordinance can be adopted. Ms. Hankins added that urgent chapters could be made as amendments and may include how to formulate proffers, how to assess impact, what are the formulas for those impacts, historic properties, design, and planned developments. Ms. Hankins added that noise, signage, streetscapes, environmental protection, pedestrian links, and food trucks would also be discussed along with scale and form of buildings.

Theresa Stein summarized that a gap analysis would be done to determine what sections or the ordinance would need changed because of the changes to the Comprehensive Plan and then the

sections would be prioritized by importance. Commissioner Stein asked if the sections would be adopted upon completion or all at once. Commissioner Stein asked about remapping and if that would be done with the sections being brought up for discussion. Commissioner Stein asked about going to a form based code. Sally Hankins stated she feels a section would be drafted and held until all sections could be completed, then comprehensively adopt the Zoning Ordinance. Ms. Hankins added that if some sections are urgent and need adoption sooner, they could be, and referenced form based code and that one of the analysis should be a form analysis.

Chairman Paciulli confirmed the current format does not have to be used. Sally Hankins confirmed and talked about the result of the analysis guiding the approach.

Commissioner Forbes asked how long the gap analysis would take. David Mekarski stated 30-90 days. Ms. Hankins stated the process is just beginning, and that some items could be completed faster than others. Commissioner Stein added that due to changes with the state, signage may be at the top of the list. Commissioner Forbes stated she feels the highest priority items are open land and land vulnerable to development. Mr. Mekarski agreed.

Mr. Mekarski stated staff would develop a formal approach and then bring it to the Planning Commission. Chairman Paciulli requested to meet with staff to ask questions. Mr. Mekarski offered the same for the Planning Commissioners.

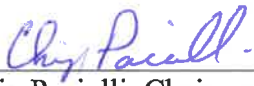
Vice Chair Neham asked if a member of the Planning Commission could sit in on meetings with staff. Ms. Hankins stated they could but feels the meetings are going to be less informal. Vice Chair Neham requested that the Planning Commission be advised when staff meets, and offered to share his findings on vacant land in Town with the Town Attorney. Chairman Paciulli requested a meeting with staff. Council member Milan asked about the need for a consultant, and Sally Hankins stated a plan needs determined before it is known whether a consultant is needed. Chairman Paciulli added he feels a better structure could save money and that a consultant may be needed for efficiency, and David Mekarski agreed. Mr. Mekarski added that there is \$40,000 available for the completion of the zoning ordinance/code rewrite. Chairman Paciulli stated this would work better than the Commissioners doing work but that they could contribute input and provide review work. Sally Hankins stated that staff is available to assist. Chairman Paciulli requested that Ms. Hankins send available times to meet.

Council member Milan referenced the zoning for undeveloped land noted by Ms. Hankins and asked if this would forego the by right compensation for developers for long term connections. Sally Hankins stated that addressing the vacant lands would help and take the lands out of what are often transitional zoning districts and move them into the kind of use that the plan envisions. Ms. Hankins it would be useful to make equal in priority the proffer policy that would help to understand how the impacts could be offset.

Vice Chair Neham talked about the need for additional Commissioners as seats become available.

ADJOURNMENT:

With no further business, Commissioner Stein made a motion to adjourn the meeting at 9:01 PM. The motion was seconded by Commissioner Kowalksi and carried 6-0-1 absent.



Chip Paciulli, Chairman



Diana Hays, Town Clerk/Executive Assistant

A Grand Strategy for Purcellville

Economic Development and Financial Strategic Plan

Purcellville Economic Development Pyramid

2



Forming our Economic Development Plan

3

Build upon the economic base section of the Comprehensive Plan

- Plan of action that spells out in a few pages
 - **Ends:** What the community wants to achieve
 - **Ways:** How do we achieve it
 - **Means:** What resources do we need
 - **Time:** When will it to be achieved
- Includes a projection of community activity
 - Current economic trends
 - A desired level of jobs
 - Tax base
 - Businesses
 - The gap between where the community is going and where it wants to be
 - Best guess of how the town's economy will perform if current trends continue

Ends

4

- We Want a Stable Revenue Strategy
 - Structural Commitment to Pursue Opportunities to Leverage Town Assets
 - Sustainable Financial Instrument Position
 - Predictable Tax Demand on Community
- We Want a Means Based Service Strategy
 - Provision of Municipal Services Predicated on Ability to Financially Sustain
 - Commitment to Benefit Cost Analysis
 - Sustainable Strategy-to-Task Allocation of Staff Resources

Ways

5

- **Develop a Hybrid Economic Development and Financial Strategic Plan**
 - Comprehensive Listing of Town Assets with Leverage Strategies
 - Forecast Service Revenue Requirements
 - Water
 - Utilities
 - Refuse
 - Public Safety
 - Capital Improvements
 - Financial Instruments
 - Transportation Infrastructure
 - Land Use Revenue Opportunities
 - Small Business Opportunities

Means

6

- **Whole of Government Focus of the Creation of:**
 - Purcellville Economic Development and Financial Strategic Plan
- **Synchronized Contributions of Every Committee, Commission and Board**
- **Led by EDAC with Consultant Facilitation**
 - Detail Rep From: PC, PARB, PAC, TSAB, TESC
- **Produce and Adopt a Plan in Twelve Months**
- **Execute Elements of Plan While Building Plan**
 - Focused Execution in FY22

Time

7

- Establish and commit to realistic timelines to
 - Create partnerships between citizens, businesses, and government
 - Promote the economic health, diversification, and long term economic sustainability of Purcellville
 - Pursue near term economic development opportunities in parallel with economic plan development
 - Develop, adopt, and implement the Economic Development Plan

Team Strategy

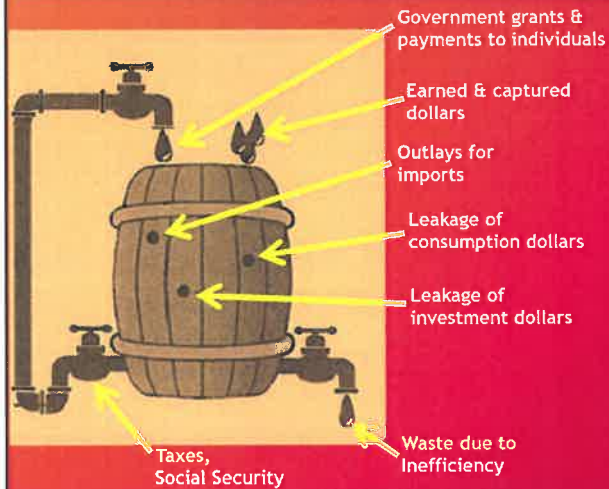
8

- Singular Focus on Ensuring Future Economic and Financial Viability
 - Every Councilmember
 - Every Committee, Commission, and Board Member
 - Every Department and Staff-Member
- We Write the Plan, Not a Consultant
 - Guidance and support from Loudoun County Chamber of Commerce and Loudoun County Economic Development
- We Adopt and then Follow the Strategy
 - Adjust When Assumptions and Conditions Change

THIS IS OUR "ONE THING" DRIVING ALL THINGS OVER THE NEXT TWO YEARS

Rain Barrel View of the Local Economy

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Key Focus Areas:

1. **Community Economics**
 - Development of local businesses and the capture of resident spending
2. **Fiscal Issues**
 - Maintain current levels of quality citizen services in regard to:
 - Public Utilities, Roads, Refuse, Law enforcement, and Town Hall
3. **Future Land Use**
 - Existing and revised land use codes
 - Size and scale of future in-fill developments
4. **Parks**
 - Comprehensive trail system (walking/biking)
 - Aquatic and recreation center for western Loudoun County
5. **Transportation**
 - Thoughtful, comprehensive planning and priority improvements to be pursued
 - 690/7 Interchange acceleration