

IMPLEMENTATION

INITIAL ACTION PRIORITIZATION

CONTINUATION OF CURRENT EFFORTS

Time Frame: Ongoing efforts)

- Use the plan and short-term actions to develop annual capital improvement priorities.
- Monitor plan implementation and actively update as needed.
- Monitor demand for town services.
- Collaborate with Loudoun County to ensure planning priorities and policies are aligning.
- Initiate or continue recreational and cultural programs and efforts.

SHORT TERM EFFORTS

Timeframe: Start in the next 6 months and complete within 24 months

- Update the Zoning Ordinance, Land Development, and Subdivision Control Ordinance to better reflect the desired character of development as expressed in this plan.
- Update the Board of Architectural review guidelines.
- Develop a Fiscal Impact Tool and Process.
- Monitor development in the Enhancement Areas.

MID TERM EFFORTS

Timeframe: Start within 18-months and complete within 5 years

- Update the Purcellville Townwide Transportation Plan.
- Update the Comprehensive Parks, Recreation and Open Space Master Plan.
- Conduct a Land Preservation Study in the community and investigate using crowdfunding to protect a greenbelt around Purcellville
- Conduct or update area plans where needed
- Choose pilot programs for capital improvements
- Complete the Franklin Park bike and pedestrian connection study
- Evaluate feasibility of user or service fees if needed
- Review the plan recommendations and create an annual work plan

LONG-RANGE

Timeframe: Varies by project, typically more than 3-years from adoption of the plan.

- Revisit plan policies and assess for effectiveness
- Continue making lower priority capital improvements
- Prepare for 5-year update to the plan

MAINTAINING THE PLAN

The Comprehensive Plan must be monitored and updated as conditions evolve. Plan maintenance should include elected and appointed town officials and all citizens of the community, whose ideas and insights are essential to developing creative and realistic programs that will guide the Town successfully through both present and future challenges. As a document that has been through a public vetting process and adopted by the Town Council, the plan serves as the official policy guide for public and private interests in the Town of Purcellville. When projects are proposed that cannot be found consistent with the adopted plan, amendments may be necessary.

The plan is only as effective as its implementation, so if the vision and goals are to be achieved, it is important to enforce the recommendations of the plan in the way they have been written or to consider and address the broad impacts an amendment may have on other parts of the plan. The plan deliberately integrates land use, transportation, facilities and resource preservation in a consistent manner based on the planning framework areas, and the recommendations for these areas are based on a comprehensive set of considerations and values established in this process.

ANNUAL REVIEW

The recommendations of this plan create an effective checklist for monitoring the plan. Each year, town officials should meet to determine which recommendations to work on over the upcoming year.

FIVE-YEAR REVIEW AND UPDATE

Major changes can occur in a very short time, especially in a community like Purcellville where the region is experiencing such dramatic and rapid growth. For these reasons, Virginia requires local plans to be reviewed every five years.

TEN-YEAR UPDATE

Over the next decade, the town should continue to work toward the overall vision and goals of the plan. If it does so, many of the specific recommendations will have been accomplished in time for a 10-year update. For this reason, the Town should go through an extensive comprehensive planning process every ten years, similar to the one that led to this plan and its predecessors.

AMENDMENT PROCESS

Possible consideration of amendments include requested amendments to allow for uses not anticipated in the plan, changes from a Preservation Area to a Managed Change Area or vice-versa, or potential annexation or boundary line adjustments which would add land which is currently not within the Town's planning area. If a project is presented that is not consistent with the currently adopted plan, the Town may consider amending the plan to address the interrelated issues associated with a change.

The town will maintain an implementation matrix of prioritized actions, projects, and efforts assigned to various departments or boards. The matrix will be actively maintained and updated annually with the budget cycle.

TOOLS

Implementation is essential to realizing the vision set forth in this plan. The recommendations in the plan can be carried out or achieved through several mechanisms available to the Town of Purcellville. The Implementation chapter sets out the tools the town may use, the initial timeline of actions recommended for implementation, and the methods to maintain the plan as projects are completed and conditions change.

The implementation recommendations should serve as the Town's guide for future investments and allocation of resources because the priorities and projects in this document represent the desired vision for the community. Implementation includes:

FOCUSED PLANS OR STUDIES

- Capital Improvement Plans
- Transportation or Mobility Plans
- Parks, Trails, and Recreation Plans
- Arts and Culture Plans
- Historic Preservation Plans
- Economic Development Plans
- Tourism Marketing Plans and Campaigns
- Small Area or Corridor Plans

REGULATIONS, HANDBOOKS, AND GUIDELINES

- Zoning Code
- Sign Regulations
- Street Connectivity
- Subdivision and Land Development
- Stormwater Management
- The Board of Architectural Review Design Guidelines

IMPACT ASSESSMENTS

- Transportation Impacts
- Fiscal Impacts

LAND ACQUISITION AND PRESERVATION

- **Purchase of Development Rights.**
- **Acceptance and Management of Land Donation.**
- **Direct Purchase or Acquisition.**

COLLABORATION AND COMMUNITY BUILDING EFFORTS

FUNDING AND REVENUE SOURCES