

VISION AND GOALS

THE VISION

This plan seeks to protect Purcellville's assets for the welfare of present and future generations. Accordingly, these assets form the foundation of Purcellville's vision for the future, namely that: Purcellville will preserve and protect its unique, thriving and diverse small town charm by remaining a place:

*That is mindful of its historic character and rural heritage,
Where residents delight in living and participating in the community, and
Where residents and visitors can be appreciative of its physical beauty and valued environment.*

THE CHALLENGE

The Town of Purcellville's location in the fastest-growing county in Virginia, at the edge of the Washington, D.C. metropolitan area, presents both challenges and opportunities. The increasing suburbanization of eastern Loudoun County brings development ever closer and contributes to the growth in tourism. While the Town's economy benefits greatly from tourists who enjoy the scenic, historic, and simpler ambiance of the Purcellville area, this very attractiveness creates a demand to live here.

OUR GOALS

- Purcellville must look for future land uses and development that complement, rather than detract from its small town charm.
- Development must be managed to ensure that it does not overwhelm the town's services and infrastructure, nor destroy Purcellville's historic character.
- The town must protect its ability to phase growth with the availability of town services.
- Purcellville must protect and enhance the aesthetics and viability of its downtown by striking a balance between serving the needs of residents and attracting the visitors whose business helps to reduce the tax burden on our residents.
- Increasing traffic must be managed in a way that ensures the safety and attractiveness of our streets.
- The preservation of existing neighborhoods must be encouraged through thoughtful context appropriate infill and incentives for historically appropriate property improvement and housing rehabilitation.
- The town must work with Loudoun County and adjacent incorporated towns to preserve the scenic, agricultural landscape that is as much a part of our identity as the town itself.
- Cooperative county and town plans must be adopted to provide the policy framework for rural preservation or else significant portions of this landscape could be irrevocably lost.
- Use of existing preservation tools, such as open space and conservation easements and land trusts, must be encouraged to the maximum extent possible. When needed, new tools should be explored through state and local legislation.

GUIDING PRINCIPLES

To fulfill this vision, the Town will adhere to a set of value-based guiding principles that will influence the goals and policies of this plan.

Community: We will achieve a balanced and sustainable land use pattern that will retain Purcellville's sense of community and historic, walkable small town character in a rural setting.

Economics: We will continue Purcellville's role as a vibrant business center and tourist destination to provide varied employment opportunities and a stable tax base.

Services: We will provide high quality community facilities and services conveniently located to serve Purcellville's residents and commercial establishments.

Neighborhoods: We will maintain diverse and inviting neighborhoods with a range of housing opportunities in a pleasing environment consistent with the historic character of Purcellville.

Resources: We will respect and preserve the natural environment and protect Purcellville's historical and cultural resources.

Transportation: We will provide safe and comprehensive transportation and mobility systems in Purcellville serving all travelers who walk, bike, drive, or ride transit.

