

East Main	EXISTING DISTRICT REGULATIONS	FUTURE LAND-USE RECOMMENDATIONS FROM COMP PLAN			FOCUS AREA RECOMMENDATIONS FROM COMP PLAN	ZONECO RESPONSE
	MC Mixed Commercial (from Existing Code)	Commercial Neighborhood Scale (from Plan Purcellville) (for East Main Areas 1, 2, 3, 4, 8, 9)	Commercial Medium Scale (from Plan Purcellville) (for East Main Areas 6, 7)	Single-Family Attached (from Plan Purcellville) (for East Main Area 5)	East Main (from Plan Purcellville)	East Main
Purpose Statement: Standard	The purpose of this district is to provide sufficient space in appropriate locations for a variety of retail shopping, office uses and miscellaneous recreational and service activities, generally serving the town, its neighborhoods and the surrounding area of the county and to implement the town's comprehensive plan. These uses should be developed as compact centers in or near developed areas where retail and service activities now exist or are planned. Since these areas are generally located along major thoroughfares and at the major gateways to the town, the district includes site design standards to minimize traffic congestion and conflict and landscaping and sign standards to minimize distracting visual clutter and to enhance the appearance of the district. To enhance the general character of the district, its function of local and neighborhood service, and its compatibility with surrounding uses, the size of certain by-right uses is limited and special standards are included to address automobile intensive uses. (Existing Code, 7.1)	This category represents the commercial development appropriate for infill in specified corridors and for new small scale developments to serve the community. It focuses on smaller physical structures, often former residential or other buildings of similar size, singly or in small groups, located in close proximity to residential neighborhoods, that are compatible with the architectural styles of the neighborhood. (Plan Purcellville, Commercial Neighborhood, pg. 54)	This category represents small town medium scale commercial development for Purcellville. It contemplates retail and commercial buildings larger than Neighborhood Scale, compatible with their surroundings architecture, but not approaching the size of "big box" stores. (Plan Purcellville, Commercial Medium Scale, pg. 55)	This category reflects the desired character for future townhouse or singlefamily attached developments. (Plan Purcellville, Single-Family Attached, pg. 51)	Redevelopment in the East Main Street area should create a more pedestrian-friendly retail destination where it is easier to walk between surrounding neighborhoods and commercial uses. The scale of development should still remain compatible with the rural residential character of Purcellville. Enhancing the green space and tree canopy along Main Street and Maple Avenue, as well as providing more open spaces within the redevelopment, should be a top priority. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. Redevelopment in the East Main Street area should create a more pedestrian-friendly retail destination where it is easier to walk between surrounding neighborhoods and commercial uses. The scale of development should still remain compatible with the rural residential character of Purcellville. Enhancing the green space and tree canopy along Main Street and Maple Avenue, as well as providing more open spaces within the redevelopment, should be a top priority.
Lot Area	20,000 sq. ft. min. (Existing Code, 7.5)	Lots are larger than surrounding residential lots, but not as large as Commercial Medium Scale lots, deep and wide to accommodate small or medium format buildings with sufficient surface parking. (Plan Purcellville, Commercial Neighborhood, pg. 54)	Lots are large, deep, and wide (Plan Purcellville, Commercial Medium Scale, pg. 55)	Lots are generally smaller than for detached homes. (Plan Purcellville, Single-Family Attached, pg. 51)	Use the size, design, and mix of uses of the commercial buildings on the south side of Main Street, west of Maple Avenue (i.e. those in the Commerce Area to Sustain) as the standard for the desired character of new or infill buildings. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. Use the size of commercial buildings on the south side of Main Street, west of Maple Avenue, (10,000 sq. ft. min. lot area; 50,000 sq. ft. max. lot area) as the standard for the design character of new infill buildings.
Frontage	50 ft. min. when measured at the front lot line, except that the frontage may be reduced to 30 ft. for one lot of a two-lot subdivision provided that any resulting lot with frontage less than 50 ft. shall not require new individual access to a public street for ingress and egress of vehicular traffic, but rather shall share use of a previously existing legal access to a public street with a contiguous parcel; 100 ft. min. when measured at the minimum front yard building restriction line (Existing Code, 7.5)	Blocks are not the base component for this development type. Lots are located along street frontage. (Plan Purcellville, Commercial Neighborhood, pg. 54)	Lots are located along street frontage (Plan Purcellville, Commercial Medium Scale, pg. 55)	(No recommendation)	Use the size, design, and mix of uses of the commercial buildings on the south side of Main Street, west of Maple Avenue (i.e. those in the Commerce Area to Sustain) as the standard for the desired character of new or infill buildings. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. Use the size of commercial buildings on the south side of Main Street, west of Maple Avenue, (60 ft. min. frontage; 150 ft. max. frontage) as the standard for the design character of new infill buildings.
Lot Depth	150 ft. min. (Existing Code, 7.6)		Lots are large, deep, and wide (Plan Purcellville, Commercial Medium Scale, pg. 55)	(No recommendation)	(No recommendation)	(Per existing)
Front Yard Setback	10 ft. min. (Existing Code, 7.6)	Buildings are oriented toward the street and may be located at the front of the lot near the sidewalk or set back with a front lawn. (Plan Purcellville, Commercial Neighborhood, pg. 54)	Buildings are oriented toward the street and may be located at the front of the lot near the sidewalk or set back with parking lots in front of the buildings with a front lawn. (Plan Purcellville, Commercial Medium Scale, pg. 55)	(No recommendation)	Use the size, design, and mix of uses of the commercial buildings on the south side of Main Street, west of Maple Avenue (i.e. those in the Commerce Area to Sustain) as the standard for the desired character of new or infill buildings. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. New construction or redevelopment of existing commercial shall require buildings to be set close to Main Street or Maple Avenue with front lawns consistent with the traditional portions of Main Street. (Plan Purcellville, East Main, pg. 79)
Side Yard Setback	0 ft. min.; and 15 ft. min. If side yard abuts a residential district (Existing Code, 7.6)	(No recommendation)	(No recommendation)	(No recommendation)	Area 7: Redevelop with improved visibility by moving buildings forward on the site. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. Redevelopment of existing commercial shall require buildings to be set close to Main Street or Maple Avenue with front lawns consistent with the traditional portions of Main Street (10 ft. min. front yard setback; 75 ft. max. front yard setback).
Rear Yard Setback	20 ft. min.; and 40 ft. min. If rear yard abuts a residential district (Existing Code, 7.6)	(No recommendation)	(No recommendation)	(No recommendation)	Use the size, design, and mix of uses of the commercial buildings on the south side of Main Street, west of Maple Avenue (i.e. those in the Commerce Area to Sustain) as the standard for the desired character of new or infill buildings. (Plan Purcellville, East Main, pg. 79)	(Per existing)

							Use similar scale buildings and use-types to transition from surrounding neighborhoods. (Plan Purcellville, East Main, pg 79)
							Use the size, design, and mix of uses of the commercial buildings on the south side of Main Street, west of Maple Avenue (i.e. those in the Commerce Area to Sustain) as the standard for the desired character of new or infill buildings. (Plan Purcellville, East Main, pg. 79)
							Allow for densities that would support structured parking to increase available homes, office, or retail spaces without consuming additional land. (Plan Purcellville, East Main, pg. 79)
							Areas 2, 3, and 4: Sustain and redevelop with small-scale buildings. (Plan Purcellville, East Main, pg. 79)
							Area 5: Redevelop with multi-family buildings that are compatible with the scale and architectural styles of the surrounding neighborhood. (Plan Purcellville, East Main, pg. 79)
							Area 6: Small scale buildings, to include commercial, office, and institutional uses. (Plan Purcellville, East Main, pg. 79)
							Area 9: Sustain and redevelop with small-scale buildings that are compatible with the architecture of the surrounding neighborhood. (Plan Purcellville, East Main, pg. 79)

							newly apartment mixed use buildings from screening, East Main, pg. 78)
							Use the size, design, and mix of uses of the commercial buildings on the south side of Main Street, west of Maple Avenue (i.e. those in the Commerce Area to Sustain) as the standard for the desired character of new or infill buildings. (Plan Purcellville, East Main, pg. 79)
							Allow for densities that would support structured parking to increase available homes, office, or retail spaces without consuming additional land. (Plan Purcellville, East Main, pg. 79)
							Area 1: Redevelop with commercial neighborhood scale including commercial, and office uses. (Plan Purcellville, East Main, pg. 79)
							Area 5: Redevelop with multi-family buildings that are compatible with the scale and architectural styles of the surrounding neighborhood. (Plan Purcellville, East Main, pg. 79)
Principal Uses	See Existing Code 4.1	Retail, office, services, lodging, and restaurants (Plan Purcellville, Commercial Neighborhood, pg. 54)	Adaptive reuse of residential structures for business uses is common. (Plan Purcellville, Commercial Neighborhood, pg. 54)	Uses commonly include retail, office, service, lodging, and restaurants. (Plan Purcellville, Commercial Medium Scale, pg. 55)	(No recommendation)		(Per Plan) Ex. Retail, apartments, mixed-use, commercial, office, institutional, service, lodging, restaurants, adaptive reuse of residential structures for business use.
Accessory Uses	N/A parking lots should be screened from view through the use of such elements as earthen berms, landscaping and/or street trees. (Existing Code, 7.9)	(No recommendation)		(No recommendation)	(No recommendation)		(Per Plan) Ex. Consider the feasibility or desirability of continued auto-oriented uses with drive-thru in this area. If still desired, create site design development regulations that de-emphasize these features from Main Street and Maple Avenue. (Plan Purcellville, East Main, pg. 79)
Screening	Mechanical equipment, including rooftop equipment, such as generators and air conditioning units, shall be screened from public view in a manner compatible with the site and using material similar to the buildings and harmonious with the overall design. (Existing Code, 7.9)	(No recommendation)		Tree lawns or landscaped areas dividing parking lots from the street (Plan Purcellville, Commercial Medium Scale, pg. 55)	(No recommendation)	Area 7: Provide buffers for residential areas behind. (Plan Purcellville, East Main, pg. 79)	(Per existing)
Roadways	Vehicular entrances/exits shall be consolidated and shared among adjacent properties to minimize traffic conflicts. Individual points of access along major roadways shall be avoided. Access shall be provided by secondary roads and common driveways wherever possible. (Existing Code, 7.9) Parking shall be designed to the rear of the lot when possible. Shared entrances shall be used wherever possible and, when parking lots are adjacent, the lots shall be connected to parking areas on adjacent sites and integrated with each other whenever possible. (Existing Code, 7.9)	Typically one primary arterial street or corridor that buildings and uses are organized around (Plan Purcellville, Commercial Neighborhood, pg. 54)		There is typically one primary arterial street or corridor that buildings and uses are organized around. (Plan Purcellville, Commercial Medium Scale, pg. 55)	Streets are usually narrow and straight with trees and sidewalks often on both sides of the street. (Plan Purcellville, Single-Family Attached, pg. 51) Streets connect frequently and provide an interconnected grid. (Plan Purcellville, Single-Family Attached, pg. 51)	Areas 2, 3, and 4: Improve internal circulation and access consolidation to improve safety. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. To improve internal circulation and access consolidation, no curb cut may be constructed unless such curb cut is at least 150 feet from a curb cut on that side of the street, except that this regulation does not apply to curb cuts that are less than 15 feet in length.
Parking Area	Loading and service areas shall be oriented away from public views. (Existing Code 7.9) For parcels 2 acres or less: A min. of 25% of lot area shall be landscaped (Existing Code, 7.8)	Designated off-street parking areas are typically located to the side or rear of each building. (Plan Purcellville, Commercial Neighborhood, pg. 54)	Lots are larger than surrounding residential lots, but not as large as Commercial Medium Scale lots, deep and wide to accommodate small or medium format buildings with sufficient surface parking. (Plan Purcellville, Commercial Neighborhood, pg. 54)	Tree lawns or landscaped areas dividing parking lots from the street (Plan Purcellville, Commercial Medium Scale, pg. 55) Designated off-street parking areas are typically located in front of or to the rear of each building. (Plan Purcellville, Commercial Medium Scale, pg. 55)	(No recommendation)	Require parking to be located to the side or rear of buildings. (Plan Purcellville, East Main, pg. 79) Require internal open space improvements including pedestrian areas within surface parking lots. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. To improve pedestrian areas within surface parking lots, parking areas must demarkate pedestrian paths to that connect parking areas and sidewalks to building entrances. Parking is required to be located to the side or rear of buildings.
Landscaping	For parcels more than 2 acres but less than 6 acres: A min. of 20% of lot area shall be landscaped (Existing Code, 7.8) For parcels 6 acres or greater: A min. of 25% of lot area shall be landscaped (Existing Code, 7.8)	Tree lawns or landscaped areas shall buffer parking lots from the street (Plan Purcellville, Commercial Neighborhood, pg. 54)		Tree lawns or landscaped areas dividing parking lots from the street (Plan Purcellville, Commercial Medium Scale, pg. 55)	Streets are usually narrow and straight with trees and sidewalks often on both sides of the street. (Plan Purcellville, Single-Family Attached, pg. 51)	Improved green space (Plan Purcellville, East Main, pg. 78)	(Per Plan) Ex. To improve green space, 1 shade tree is required to be planted in the front yard per 40 feet of lot frontage or fraction thereof.
Sidewalk Connectivity	N/A	Sidewalks should be located on both sides of the street (Plan Purcellville, Commercial Neighborhood, pg. 54)		Sidewalks must be located on both sides of the street (Plan Purcellville, Commercial Medium Scale, pg. 55)	Streets are usually narrow and straight with trees and sidewalks often on both sides of the street. (Plan Purcellville, Single-Family Attached, pg. 51)	Require internal open space improvements including pedestrian areas within surface parking lots. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. Sidewalks must be included on both sides of streets.

	<i>New commercial developments incorporating multiple buildings shall be designed to provide a cohesive appearance, using materials, detailing and colors to provide overall similarity and compatibility among structures. Design features of individual buildings, structures or storefronts shall be subordinate to the overall design of the development as a whole. (Existing Code, 7.9)</i>				<i>Use the size, design, and mix of uses of the commercial buildings on the south side of Main Street, west of Maple Avenue (i.e. those in the Commerce Area to Sustain) as the standard for the desired character of new or infill buildings. (Plan Purcellville, East Main, pg. 79)</i>	(Per Plan) Ex. Consolidated architectural details and finishes shall be common within a development.
Design Guidelines	<i>Solid walls, dull or minimal facades shall be avoided along public streets or pedestrian ways. (Existing Code, 7.9)</i>	<i>Consolidated architectural details and finishes are common within a development. (Plan Purcellville, Commercial Neighborhood, pg. 54)</i>	<i>Consolidated architectural details and finishes are common within a development but may be unrelated to other buildings along the corridor. (Plan Purcellville, Commercial Medium Scale, pg. 55)</i>	<i>Architecture tends to be traditional. (Plan Purcellville, Single-Family Attached, pg. 51)</i>	<i>Improve the appearance of the Maple Avenue and Main Street intersection. (Plan Purcellville, East Main, pg. 79)</i>	Architecture shall be traditional.
	<i>Refuse containers and refuse storage shall be located in a paved area and hidden from general public view, either from within or outside the premises, by means of fences, walls, or landscape planting. (Existing Code, 7.9)</i>	<i>(No recommendation)</i>	<i>(No recommendation)</i>	<i>(No recommendation)</i>	<i>(No recommendation)</i>	Improve the appearance of the Maple Avenue and Main Street intersection.
Refuse Storage						(Per existing)