

Row Nbr.	East Main	EXISTING DISTRICT REGULATIONS		FUTURE LAND-USE RECOMMENDATIONS FROM COMP PLAN				FOCUS AREA RECOMMENDATIONS FROM COMP PLAN	ZONECO RECOMMENDATION	Reviewer Name	Reviewer Comment	TOWN'S CONSOLIDATED COMMENTS	Priority (High, Medium, Low)	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	1	Purpose Statement:	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	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 single family 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.	Nedim Ogleman	On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of		Substantial	Thank you for these parameters.	
East Main	3	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)  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)	(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.	Nedim Ogleman	On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of		Substantial	Maintain a lot area range of 10,000-50,000 sq. ft.	
East Main	4	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.	Nedim Ogleman	On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of		Substantial	Maintain a lot frontage range of 60-150 ft.	
East Main	5	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)	Nedim Ogleman	"On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of	Same as above.	Substantial	Don't see a need for this in this district. Recommend not including a lot depth requirement.	

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East Main	6	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)  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)  Area 7: Redevelop with improved visibility by moving buildings forward on the site. (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 (10 ft. min. front yard setback; 75 ft. max. front yard setback).	Nan Forbes	Setbacks should vary depending on area; i.e., Main St. west of Maple - larger setbacks consistent with existing houses. Same for Area 1 and 9. Must discuss other areas.	Same as above.		Revised Recommendation: Front setbacks shall be context specific. Principal structures must provide a front setback equal to 80-120% of the average front setback of principal structures on the same side of the street within 150 feet of the lot in question.
East Main	6	Front Yard Setback						(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 (10 ft. min. front yard setback; 75 ft. max. front yard setback).	Nedim Ogleman	"On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of	Same as above.	Substantial	See above
East Main	7	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)	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)	Nedim Ogleman	"On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of	Same as above.	Substantial	Revised Recommendation: Side setbacks shall be context specific. Principal structures must provide a side setback equal to 80-120% of the average smaller side setback of principal structures on the same side of the street within 150 feet of the lot in question.
East Main	8	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)	Nedim Ogleman	"On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of	Same as above.	Substantial	Revised Recommendation: Rear setbacks shall be context specific. Principal structures must provide a rear setback equal to 80-120% of the average rear setback of principal structures on the same side of the street within 150 feet of the lot in question.



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East Main	Row Nbr. 9	East Main Building Scale	<p>FAR: 0.6 max. (Existing Code, 7.8)</p> <p>Projects containing many buildings or a variety of functions shall provide variety in building size and massing. A general transition from small or low buildings along street frontages to larger and taller buildings on the interior of the site shall be achieved. On large commercial sites, development of several smaller buildings to create visual interest, human scale and variety, shall be achieved, rather than a single large building. The use of smaller buildings, appropriately positioned and sited as a means of breaking up large parking expanses shall be achieved. (Existing Code, 7.9)</p>	<p>Buildings are typically one to two-stories having residential character and proportioning and with smaller footprints are the preferred type of non - residential development. (Plan Purcellville, Commercial Neighborhood, pg. 54)</p>	(No recommendation)	Homes varying in size. (Plan Purcellville, Single-Family Attached, pg. 51)	<p>Use similar scale buildings and use-types to transition from surrounding neighborhoods. (Plan Purcellville, East Main, pg 79)</p> <p>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)</p> <p>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)</p> <p>Areas 2, 3, and 4: Sustain and redevelop with</p>	(Per Plan) Ex. Buildings should be small-scale.	Nedim Ogleman	<p>"On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of</p>	Same as above.	Substantial	<p>Revised Recommendation: FAR: 0.29 max.</p>
East Main	10	Structure Height	<p>45 ft. max. and 3 stories max, except that: Office buildings and financial institutions within 200 ft. of an R-2 or R-3 residential district shall not exceed 2 stories and 30 ft. in height (Existing Code, 7.8); and</p> <p>A public or semi-public building, such as a school, church, or library, may be erected to a height of 60 ft. from grade provided that the setback from the property line for that portion of the building exceeding 45 ft. shall be increased 1 ft. per each ft. in height over 35 ft. (Existing Code, 7.8); and</p> <p>Cupolas, monuments, water towers, chimney flues, and flag poles of any height are permitted (Existing Code, 7.8); and</p>	<p>Buildings are typically one to two-stories having residential character and proportioning and with smaller footprints are the preferred type of non - residential development. (Plan Purcellville, Commercial Neighborhood, pg. 54)</p>	One to two stories (Plan Purcellville, Commercial Medium Scale, pg. 55)	(No recommendation)	<p>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)</p>	(Per Plan) Ex. 1-2 stories	Nedim Ogleman	<p>Agree with 1-2 stories per plan and existing sites in parts of East Main where citizens aspire to maintain the character.</p>	Same as above.	No change needed	<p>Revised Recommendation: 2 stories max.</p>
East Main	11	Lot Coverage	40% max. (Existing Code, 7.8)	(No recommendation)	Building footprints between 10,000 and 35,000 square feet, with smaller footprints being preferential (Plan Purcellville, Commercial Medium Scale, pg. 55)	(No recommendation)	<p>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)</p>	<p>Areas 1, 2, 3, 4, 5, 8, and 9: (Per existing)</p> <p>Areas 6 and 7: (Per Plan, pg. 55) Building footprints between 10,000 and 35,000 sq. ft., with smaller footprints being preferential.</p>	Nan Forbes	35,000 sq.ft. is too big.	Same as above.		<p>Revised Recommendation: Lot coverage shall be context specific. No lot may exceed a lot coverage equal to 80-120% of the average lot coverage of lots on the same side of the street within 150 feet of the lot in question.</p>
East Main	11	Lot Coverage						<p>Areas 1, 2, 3, 4, 5, 8, and 9: (Per existing)</p> <p>Areas 6 and 7: (Per Plan, pg. 55) Building footprints between 10,000 and 35,000 sq. ft., with smaller footprints being preferential.</p>	Nedim Ogleman	<p>"On p. 79, Comp Plan focuses on the full complement of forms and uses in singling out the south side of Main Street, west of Maple Avenue as the standard for the desired character of redevelopment and infill. The Small Town Planning Handbook (Third Edition) by Daniels, Keller, Lapping, Daniels and Segedy (2007), identifies on p. 219 five key standards that can help to ensure overall quality of new development: 1) open space ratio, 2) impervious surface ratio, 3) density measures for residential uses, 4) floor area ratio for nonresidential uses, 5) visual appearance details for buildings, signs, landscaping. The East Main Street Gap analysis from 9/29/2020 provides detailed analysis and identifies parameters related to the key standards for the desired neighborhood scale commercial on the south side of Main Street and west of</p>	Same as above.	Substantial	See above
East Main	12	No. of Principal Uses per Lot	N/A	(No recommendation)	(No recommendation)	(No recommendation)	(No recommendation)	(Per existing)	Nedim Ogleman	<p>What does this mean? What is the potential effect of the actual number of principal uses per lot? I don't think I understand what this is getting at or why we are measuring this.</p>	<p>Need to review land use tables to see types of uses by-right vs. SE/SUP.</p>	Substantial	<p>This regulation is important because it determines whether a lot can have more than one use, such as a restaurant and an antique store, or a residence and a dog groomer. It is important that the Town decide whether uses must be isolated by lot lines, or whether multiple permitted uses can occur on the same lot.</p>

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East Main	13	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)	Retail/apartment mixed-use buildings (Plan Purcellville, 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,	(Per Plan) Ex. Retail, apartments, mixed-use, commercial, office, institutional, service, lodging, restaurants, adaptive reuse of residential structures for business use.	Don Dooley	Land-use table for land uses should be reviewed	Same as above.		The use table will be reviewed after the calibration table is finalized, and recommendations will be provided based on Gap Analysis use tables.
East Main	13	Principal Uses						(Per Plan) Ex. Retail, apartments, mixed-use, commercial, office, institutional, service, lodging, restaurants, adaptive reuse of residential structures for business use.	Nedim Ogleman	ZONECO RECOMMENDATION makes it seem like all of the uses should be available throughout the East Main Focus Area. In fact, the Comp Plan on p. 79 makes clear in the guiding statement and recommendations that different uses, such as single-family attached be limited to particular areas (ex. Area 5). In addition, it is important to note and adhere to the definition of apartment as defined in the existing zoning ordinance. Apartments are distinct from apartment complexes.	Same as above.	Substantial	The use table will be reviewed after the calibration table is finalized, and recommendations will be provided based on Gap Analysis use tables.
East Main	14	Accessory Uses	N/A	(No recommendation)	(No recommendation)	(No recommendation)	Drive-thrus: 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)	(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.	Nan Forbes	Drive through in areas 6 and 7. Must discuss other areas.			Drive throughs can be permitted in Areas 6 and 7, with specific standards to control for noise, light, and congestion.
East Main	14	Accessory Uses						(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.	Nedim Ogleman	Agree that we need to consider the feasibility or desirability of continued auto-oriented uses with drive-thru in this area. Need to factor in 2nd and 3rd order effects of added traffic.		Substantial	Okay.
East Main	15	Screening	Parking lots shall be screened from view through the use of such elements as earthen berms, landscaping and/or street trees. (Existing Code, 7.9)  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)	Don Dooley	All non-landscape screening material for mechanical equipment shall consist of a solid material without gaps or spaces.			Revised Recommendation: All non-landscape screening material for mechanical equipment shall consist of a solid material without gaps or spaces.  The perimeter of all parking lots should be screened from adjacent off-site streets, pedestrian circulation systems, open space areas, and adjacent residential uses through the use of canopy trees, landscape screening, opaque fences or walls, berms or other methods.  Other screening and buffering requirements on page 35 of the Comp Plan will be included in generally applicable standards for all districts.
East Main	15	Screening						(Per existing)	Nedim Ogleman	Per Commissioner Paciulli's consistent request and emphasis, we should take this opportunity to discuss and address tree buffers throughout. Additionally, this	Be aware of traffic and lines-of-sight issues.	Substantial	See above.
East Main	16	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)	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.	Nedim Ogleman	Could you please further explain the ZoneCo recommendation and how it fulfills the desires expressed in the Comp Plan?	Consider commercial areas south of Main Street, but not residential areas.	Substantial	The Comp Plan identified access consolidation to improve safety. ZoneCo's recommendation limits the frequency of curb cuts to consolidate access to sites from roadways. This consolidation also improves walkability, as limiting curb cuts could reduce the frequency of pedestrian-vehicle interactions.  Revised Recommendation: For commercial uses, no curb cut may be constructed unless such curb cut is at least 150 feet from a curb cut of another commercial use on that side of the street.
East Main	17	Outdoor Storage	N/A	(No recommendation)	(No recommendation)	(No recommendation)	(No recommendation)	(Per existing)	Don Dooley	Require and provide consistent outdoor storage requirements for all non-single-family residential zoning classifications in the Town.			Revised Recommendations: Maintain existing outdoor storage regulations.

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East Main	17	Outdoor Storage							(Per existing)	Nedim Ogleman	Is this the language from the zoning ordinance that is "No recommendation" for change and "per existing" as the Zoneco recommendation? From Zoning Ordinance 15.7.6: "Outdoor storage and service areas. No outdoor storage shall be permitted unless the zoning administrator determines that such storage is customarily required and integral to the use and that such storage will be adequately screened from all property lines. Any service area shall be located and designed to minimize its visibility from off-site." I find 19 references to "outdoor storage" in our current Zoning Ordinance. Does this mean that those 19 references and the surrounding language will remain as is?		Substantial	Correct.
East Main	18	Outdoor Lighting	N/A	(No recommendation)	(No recommendation)	(No recommendation)	(No recommendation)	(No recommendation)	(Per existing)	Don Dooley	On-site exterior lighting shall not exceed 0.5-footcandles along any residential property line.			
East Main	18	Outdoor Lighting							(Per existing)	Nedim Ogleman	Does this mean Section 9 of the existing Zoning Ordinance will remain as is? I count 17 references to "outdoor lighting" in the zoning ordinance. Will these remain as is including the surrounding context and language?		Substantial	Revised Recommendations: Maintain existing outdoor lighting regulations.
East Main	19	Parking Area	<p>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)</p> <p>Parking lots shall be screened from view through the use of such elements as earthen berms, landscaping and/or street trees. (Existing Code, 7.9)</p> <p>Loading and service areas shall be oriented away from public views. (Existing Code 7.9)</p>	<p>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)</p> <p>Designated off-street parking areas are typically located to the side or rear of each building. (Plan Purcellville, Commercial Neighborhood, pg. 54)</p>	<p>Tree lawns or landscaped areas dividing parking lots from the street (Plan Purcellville, Commercial Medium Scale, pg. 55)</p> <p>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)</p>	(No recommendation)	<p>Require parking to be located to the side or rear of buildings. (Plan Purcellville, East Main, pg. 79)</p> <p>Require internal open space improvements including pedestrian areas within surface parking lots. (Plan Purcellville, East Main, pg. 79)</p>	<p>(Per Plan) Ex. To improve pedestrian areas within surface parking lots, parking areas must demarcate pedestrian paths that connect parking areas and sidewalks to building entrances.</p> <p>Parking is required to be located to the side or rear of buildings.</p>	Don Dooley	Permit limited "convenience" parking between the building and a front property line (i.e., one row of parking).	Areas 1 and 9 north and south of Main Street should look different. Try to preserve the south side of Main Street. If redevelopment in Area 1 off of Main Street, then this comment applies.			<p>Revised Recommendations: For Areas 1 and 9: Parking in front of a commercial use is limited to one parking space per 20 ft. of lot frontage. All parking areas must comply with minimum front setback requirements applicable to principal structures.</p> <p>No parking area in the front of a commercial use may be deeper than one drive aisle (20 ft. in depth max.) and one row of parking (20 ft. in depth max.).</p> <p>For areas 1 and 9: Every parking space shall front a pedestrian walkway that connects to an existing sidewalk network and/or to the main entrance to the building on the lot. The pedestrian</p>
East Main	19	Parking Area							<p>(Per Plan) Ex. To improve pedestrian areas within surface parking lots, parking areas must demarcate pedestrian paths to that connect parking areas and sidewalks to building entrances.</p> <p>Parking is required to be located to the side or rear of buildings.</p>	Nedim Ogleman	This looks good to me.		No change needed	
East Main	20	Landscaping	<p>For parcels 2 acres or less: A min. of 15% of lot area shall be landscaped (Existing Code, 7.8)</p> <p>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)</p> <p>For parcels 6 acres or greater: A min. of 25% of lot area shall be landscaped (Existing Code, 7.8)</p>	<p>Tree lawns or landscaped areas shall buffer parking lots from the street (Plan Purcellville, Commercial Neighborhood, pg. 54)</p>	<p>Tree lawns or landscaped areas dividing parking lots from the street (Plan Purcellville, Commercial Medium Scale, pg. 55)</p>	<p>Streets are usually narrow and straight with trees and sidewalks often on both sides of the street. (Plan Purcellville, Single-Family Attached, pg. 51)</p>	<p>Improved green space (Plan Purcellville, East Main, pg. 78)</p>	<p>(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.</p>	Don Dooley	Develop universal interior parking lot landscaping standards for all zoning classifications (except single-family).				Screening and buffering requirements on page 35 of the Comp Plan will be included in generally applicable standards for all districts.
East Main	20	Landscaping							<p>(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.</p>	Nedim Ogleman	From Gap Analysis: Given the Town's designation as a Tree City USA Community by The Arbor Day Foundation, in cooperation with USDA Forest Service and the National Association of State Foresters incorporate into the zoning ordinance protection for healthy old-growth trees against damage and destruction during by-right development and redevelopment. Also from Gap Analysis:		Substantial	Revised Recommendations: Trees must be protected during construction by installing an orange construction fence around their dripline with posted signs stating that such fencing shall not be removed until construction has ceased. If construction activities must occur within the dripline, special permission must be attained from the Town of Purcellville.
East Main	21	Sidewalk Connectivity	N/A	<p>Sidewalks should be located on both sides of the street (Plan Purcellville, Commercial Neighborhood, pg. 54)</p>	<p>Sidewalks must be located on both sides of the street (Plan Purcellville, Commercial Medium Scale, pg. 55)</p>	<p>Streets are usually narrow and straight with trees and sidewalks often on both sides of the street. (Plan Purcellville, Single-Family Attached, pg. 51)</p>	<p>Require internal open space improvements including pedestrian areas within surface parking lots. (Plan Purcellville, East Main, pg. 79)</p>	<p>(Per Plan) Ex. Sidewalks must be included on both sides of streets.</p>	Nedim Ogleman	This looks good to me.			No change needed	Okay.



			EXISTING DISTRICT REGULATIONS	FUTURE LAND-USE RECOMMENDATIONS FROM COMP PLAN			FOCUS AREA RECOMMENDATIONS FROM COMP PLAN	ZONECO RECOMMENDATION	Reviewer Name	Reviewer Comment	TOWN'S CONSOLIDATED COMMENTS	Priority (High)	ZONECO RESPONSE
East Main	Row Nbr: 22	East Main Design Guidelines	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)  Solid walls, dull or minimal facades shall be avoided along public streets or pedestrian ways. (Existing Code, 7.9)	Consolidated architectural details and finishes are common within a development. (Plan Purcellville, Commercial Neighborhood, pg. 54)	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)	Architecture tends to be traditional. (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)  Improve the appearance of the Maple Avenue and Main Street intersection. (Plan Purcellville, East Main, pg. 79)	(Per Plan) Ex. Consolidated architectural details and finishes shall be common within a development.  Architecture shall be traditional.  Improve the appearance of the Maple Avenue and Main Street intersection.	Nedim Ogleman	Need to make sure we do not water down the existing requirements in existing code 7.9. Question of design guidelines vs. design standards: Are we giving people options for roof-type, styles, etc. from among a set of codified standards or are we just making suggestions? Seems that the Comp Plan is asking from more than just suggestions. Certainly within the proper scope of zoning according to the Comp Plan. On p. 128: definition of zoning: "The process of classifying land within a locality into areas and districts. (Code of Virginia Section 15.2-2201) in order to prescribe regulations concerning building and structure designs, placement, and land uses for each district or "zone." Comp Plan Ref: p.128, pp.33-34	• Guidelines are more specific than standards. • Architecture/styles shall be consistent with that found throughout Purcellville. • Zoning ordinances are mandatory ("shall"). Code should be clear on what is mandatory and what is not. • Avoid words may, shall, could; use must. • Design guidelines treated as best practices. • Look at the Leesburg Barber & Ross mixed use redevelopment; Purcellville may accommodate something like this in a smaller scale.	Substantial	Design standards will be clear and will set forth required design components to be incorporated into all new development and any substantial alteration, based on those recommendations on pages 33 and 34 in the Comp Plan. Some design standards will be applicable only to specific districts, while others will be universally applicable.
East Main	23	Refuse Storage	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)	(No recommendation)	(No recommendation)	(No recommendation)	(No recommendation)	(Per existing)	Don Dooley	Require all trash enclosures to be constructed of 6-foot height masonry block or concrete with a metal gate.			Revised Recommendation: Trash storage areas for business and multi-family residential uses must be screened by an enclosure at least 6 feet in height. The enclosure shall consist of masonry block or concrete, with a metal gate.
East Main	23	Refuse Storage						(Per existing)	Nedim Ogleman	Status quo ante is fine. No alternative desires or language in the Comp Plan.		No change needed	Is the above language desired?