



Purcellville Main Street

A community-led nonprofit embracing the national Main Street Approach

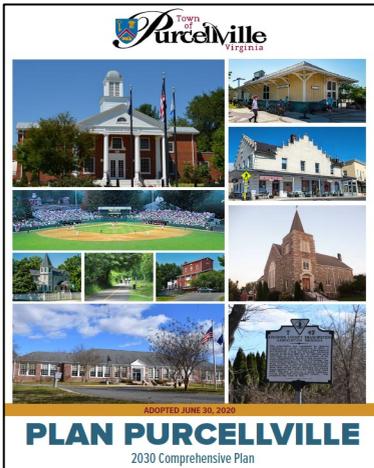
Spring 2026

PVMS VISION

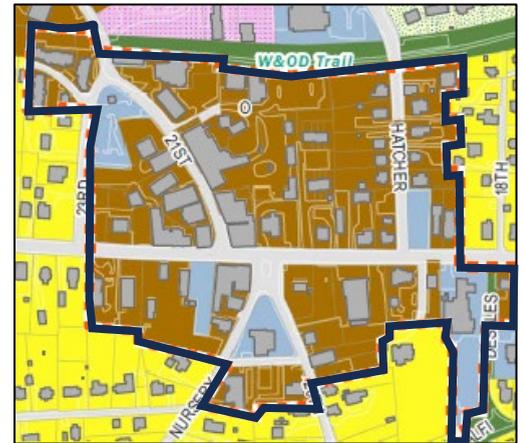
Purcellville Main Street is a recently-established nonprofit, community-led organization that envisions a **vibrant, walkable, and economically-dynamic downtown** that preserves small-town charm, promotes historic preservation, and fosters a sense of community. Purcellville’s historic downtown main street is intended to be a place where **historic character and modern vitality intersect**, with a mix of businesses, public spaces, and civic life that will become the focal-hub for western Loudoun tourism, entrepreneurial opportunity and artistic expression.



The Importance of Historic Downtown Purcellville



The Town’s vision for the Downtown South Focus Area specifically calls for adaptive reuse of key historic buildings, enhanced pedestrian connectivity, increased public-private collaboration, and reinvestment that supports both economic growth and heritage conservation. The goal is to create a district that supports local entrepreneurship, community gathering, and sustainable development, while maintaining the architectural and cultural character that defines Purcellville. The Town and its partners seek to realize this vision and advance a more coordinated, inclusive, and design-focused approach to Main Street revitalization.



A Primary Economic Hub

For the yr2024, PlacerAI “geofencing” analysis reports that the historic downtown received approximately 670,000 visitors that stayed over 10 minutes. Average dwell time was 111 minutes with the busiest times around lunch and dinner. Some 80% arrived from a 30-mile radius, with approximately 30% from a 3-mile radius.

Purcellville Main Street Board of Directors Executive Committee



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President



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Stan Heidmann
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Secretary

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- Erin Rayner
- Richard Beard
- Marycel Tuazon



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PVL Joins Virginia Main Street (VMS) “Exploring Mainstreet” Program

The VMS program will benefit the PVL historic downtown rejuvenation by:

1. Access to resources & expertise offering technical assistance / training;
2. Funding opportunities to support downtown planning, streetscape beautification, business development;
3. Community engagement encouraging a broad range of participation with the Town and the Purcellville Main Street organization.



What is the Main Street Approach®

Boasting a network of over 1,600 US communities, [Main Street America](#) is the steward and driving force behind the Main Street Approach, a community-driven framework centered on a four-point strategy of **Organization, Promotion, Design, and Economic Vitality** to revitalize historic and traditional commercial districts. It emphasizes a comprehensive and incremental approach that leverages existing assets, fosters public-private partnerships, focuses on quality, and encourages proactive change to create vibrant, sustainable, and economically healthy downtowns for residents, businesses, and visitors.

Join a Purcellville Main Street Committee!

1. **Organization:**
Partnerships & Collaboration | Leadership Development | Volunteer Engagement | Strategic Planning | Sustainable Structure | Membership | Fundraising
2. **Promotion:**
Marketing & Branding | Events & Activities | Image Building | Attracting Visitors | Positive Perception
3. **Design:**
Community Input for New Development | Historic Preservation | Visual Appeal | Walkability & Connectivity | Sense of Place | Streetscapes
4. **Economic Vitality:**
Business Development | Retention & Expansion | Job Creation | Investment Attraction | Financial Sustainability

Follow Us!!



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Learn More!!



Town of Purcellville
Historic Downtown Development