



**AGENDA
PURCELLVILLE TOWN COUNCIL REGULAR MEETING
FEBRUARY 9, 2016, 7:00 PM
TOWN HALL COUNCIL CHAMBERS**

- 1. CALL TO ORDER OF REGULAR MEETING** (Mayor Fraser)
- 2. PLEDGE OF ALLEGIANCE TO THE FLAG**
- 3. INVOCATION** (Mayor Fraser)
- 4. AGENDA AMENDMENTS/APPROVAL** (Town Council and Staff)
- 5. PROCLAMATIONS / RECOGNITIONS** (Mayor Fraser)

a. None

6. PUBLIC HEARINGS

- a. Zoning Ordinance Text Amendment OA15-03 (D. Galindo) (pgs. 5-22)

The purpose of the public hearing is to receive comments on the proposed amendment to increase the maximum enrollment of a residential day care or home child care from six to twelve in all zoning districts. In response, the Town has prepared an alternative amendment that would fulfill the intent of the OA15-03 application while adding additional use standards.

7. PRESENTATIONS

- a. Makersmiths (Patrick Scannell) (*10 mins.*)

8. STANDING COMMITTEE/COMMISSION/BOARD REPORTS

- a. Planning Commission (Doug McCollum, Chairman/Council Liaison)
- b. Board of Architectural Review (Pat Giglio, Chairman/Council Liaison)
- c. Parks and Recreation Advisory Board (Eamon Coy, Chairman/Vice Mayor McConville, Council Liaison)

- d. Economic Development Advisory Committee Update and CGI Video Proposal* (Daniel Abramson, Chairman/Council member Nave, Council Liaison) (pgs. 23-24) (Motion pg. 24)
- e. Purcellville Arts Council (Liz Jarvis, Chair/Council member Jimmerson, Council Liaison)

9. CITIZEN/BUSINESS COMMENTS (Mayor Fraser)

(All citizens who wish to speak will be given an opportunity, and limits will be imposed on all speakers. All speakers should sign up prior to speaking and Town residents will be given the first opportunity to speak.)

10. COUNCIL COMMENTS (Mayor Fraser)

11. ACTION ITEMS

- a. Confirmation of Declaration of Local Emergency* (R. Lohr) (pgs. 25-27) (Motion pg. 26)
- b. Updated Designation of Emergency Management Director* (R. Lohr) (pgs. 29-31) (Motion pg. 30)
- c. Special Event Support Requests* (D. Davis) (pgs. 33-43) (Motion pg. 36)
- d. Quarterly Newsletter Options* (D. Davis) (pgs. 45-46) (Motion pg. 46)

12. DISCUSSION/INFORMATIONAL ITEMS

- a. Economic Development Update (P. Sullivan) (pgs. 47- 52)
- b. Update on Strategic Initiatives (D. Davis) (pgs. 53-55)
- c. Snow Plowing/Private Streets (A. Vanegas) (pgs. 57-61)
- d. Traffic Circle at 20th Street/Nursery Ave./Main Street (Mayor Fraser) (pg. 63-65)

13. DISCUSSION OF ITEMS PROPOSED FOR FUTURE PRESENTATIONS / RECOGNITION

- a. None

14. APPROVAL OF MINUTES

- a. None

15. CLOSED MEETING* (pgs. 67-69) (Motion pg. 68)

- a. Discussion and consideration of prospective candidates for Town Council

16. ADJOURNMENT

***Roll Call Votes**

IF YOU REQUIRE ANY TYPE OF REASONABLE ACCOMMODATION AS A RESULT OF PHYSICAL, SENSORY OR MENTAL DISABILITY IN ORDER TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT DIANA HAYS, TOWN CLERK, AT 540-338-7421. THREE DAYS NOTICE IS REQUESTED.

USE OF ELECTRONIC DEVICES DURING MEETINGS

For the comfort and consideration of others, all cellular phones should be turned off or silenced and not used in the Council Chambers. This is requested due to the potential for interference with our recording devices and the transmittal of our hearing impaired broadcast, when in use.

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STAFF REPORT
PUBLIC HEARING ITEM

Item # 6a

SUBJECT: OA15-03 – Zoning Ordinance Text Amendment to Increase the Maximum Enrollment of a Residential Child Care from Six to Twelve

DATE OF MEETING: February 9, 2016

STAFF CONTACT: Daniel Galindo, AICP – Senior Planner

SUMMARY and RECOMMENDATIONS:

Ana Maria Uceda of Purcellville, Virginia has submitted an application, coded by the Town as OA15-03, to amend Article 6, Section 7.1 of the Zoning Ordinance for the Town of Purcellville, Virginia to increase the maximum enrollment of a residential day care or home child care from six to twelve in all zoning districts. The submitted request would amend the ordinance based on its formatting prior to the adoption of Ordinance 15-11-01 on December 8, 2015. Ms. Uceda’s request could now be fulfilled by amending the definition of “Residential Child Care” and adding additional standards for the use as necessary.

After a public hearing before the Planning Commission on November 19, 2015, the Commission requested that staff develop alternative regulations that would fulfill the basic intent of OA15-03 while adding additional standards to mitigate any effects of allowing increased enrollments. An additional public hearing was held before the Planning Commission on these alternative regulations on January 7, 2016. A public hearing on the OA15-03 alternative regulations is scheduled before Town Council on February 9, 2016.

Based on the guidance of the *Financial Planning for the Future, 2025 Economic Development Guiding Principles* and *2025 Land Use Polices* sections of the Purcellville, Virginia 2025 Comprehensive Plan as well as the purpose statements of the R-2, R-3, R-8 and R-15 Districts where Residential Child Care are predominantly found, staff recommends approval of the alternative regulations developed in response to OA15-03.

After the January 7th public hearing on the OA15-03 alternative regulations, the Planning Commission recommended approval by a 4-2 vote for the following motion:

I move that the Purcellville Planning Commission forward OA15-03 to Town Council with a recommendation to approve the Town's alternative to OA15-03 for the following reasons:

1. The Town's alternative proposal would fulfill the basic intent of OA15-03 while ensuring future residential child cares are harmonious with their surroundings;
2. The Town's alternative proposal is partially to generally supported by the *Financial Planning for the Future, 2025 Economic Development Guiding Principles* and *2025 Land Use Policies* sections of the Purcellville, Virginia 2025 Comprehensive Plan; and
3. The Town's alternative proposal is generally supported by the purpose statements of the R-2, R-3, R-8 and R-15 districts.

And, I would like to make the following modification:

1. That the words "or allowed by this zoning ordinance" be struck from standard xviii and that it end with "what may be required by the State Family Day Home License."

NOTE: The two Commissioners that voted against the motion noted during the meeting that their votes were due to the modification included in the motion and that they otherwise supported the recommendation for Council approval.

BACKGROUND:

On August 17, 2015, Town Council and the Director of Community Development received an email from Ana "Annie" Maria Uceda of Purcellville, Virginia requesting a "a text change to the R-8 District to allow child care for up to 12 children." Ms. Uceda is a property owner in the R-8 Townhouse Residential District where she currently runs Ms. Annie's Home Day Care out of her townhome. This was one of four requested zoning use changes discussed by the Planning Commission at their September 10th work session which the Commission decided not to incorporate in the comprehensive Zoning District Use Changes amendment (i.e. Ordinance 15-11-01). This decision was made to allow the Planning Commission to consider each of these requests individually with the benefit of an analysis by staff.

After being contacted by Community Development staff about submitting a formal ordinance amendment application, the Town received a completed application from Ms. Uceda on September 30th, coded by the Town as OA15-03, which instead requested the amendment of

Article 6, Section 7.1 of the [Zoning Ordinance for the Town of Purcellville, Virginia](#) to increase the maximum enrollment of a “Residential Day Care” or “Home Child Care” from six to twelve in all zoning districts. Because Ms. Uceda’s request would have doubled the maximum possible enrollment of a Residential Child Care without adding any regulations to address the possibility of additional impacts, staff initially recommended denial of OA15-03 as originally submitted. See the [November 19, 2015 staff report](#) for additional analysis and information.

After the Planning Commission’s November 19th public hearing on OA15-03, the Commission discussed the possibility of alternative regulations and requested that staff prepare draft regulations for the December 3rd meeting which would fulfill the intent of Ms. Uceda’s requested amendment while including additional standards. Based on staff’s research in to the regulation of Residential Child Care that was presented to the Planning Commission at their November 19th meeting, staff developed a proposal which borrowed from the regulations of Leesburg, Culpeper, Loudoun County and Lovettsville. After discussion of staff’s proposal on December 3rd, the Commission requested changes which staff then incorporated in to the proposal. See the [December 3, 2015 staff report](#) for a list of these changes. The revised proposal was presented at a public hearing before the Planning Commission on January 7, 2016 after which the Commission voted to recommend that Town Council approve the revised proposal with a single modification as noted in the motion included in the [Summary and Recommendations](#) section above.

As recommended by the Planning Commission, staff’s proposed alternative regulations (Attachment 1) would fulfill the basic intent of OA15-03 while including additional standards to mitigate any potential impacts. For comparison, these alternative regulations would differ from the standards of Loudoun County and/or Leesburg in the following ways:

- Residential Child Care (RCC) would not be administratively approved in Purcellville and would always require a special exception.
- Purcellville would limit the location of RCCs to the provider’s dwelling. This matches Loudoun but differs from Leesburg which has no such limitation.
- Purcellville would not limit the location of RCCs by lot size but rather by the type of dwelling within which they could be located. This allows townhomes that can meet the necessary standards to house a RCC but prevents RCCs from being located in apartments and accessory dwellings which are typically significantly smaller.
- The hours of operation for RCCs would be limited in Purcellville. This matches Loudoun but differs from Leesburg which has no such restriction.
- Two non-resident employees would be allowed for RCCs. This matches Loudoun but differs from Leesburg which only allows one.

- RCCs could use HOA community parking spaces for employees in Purcellville with the permission of the HOA.
- Purcellville would cap the maximum number of children in a RCC at 12 including the provider’s children and/or any children living in the home. This matches Loudoun but differs from Leesburg which excludes the provider’s children or any that reside in the home.

ISSUES:

Ms. Annie’s Home Day Care is an example of a use that the Town’s Zoning Ordinance considers a “Residential Child Care” and the Commonwealth of Virginia regulates as a “Family Day Home.” The Code of Virginia places limitations on how localities can regulate Family Day Homes through zoning ordinances, and staff believes that the OA15-03 alternative regulations are in accordance with these limitations. See the November 19th staff report for the original discussion.

ANALYSIS:

Any proposed amendment to the Zoning Ordinance for the Town of Purcellville, Virginia should comply with the various purposes noted in Article 1, Section 3. In the case of a request to modify a standard for a specific use, consideration of these purposes can be condensed in to the following questions:

1. Is the request supported by or contrary to the comprehensive plan?
2. Is the request suitable for the effected district(s)?
3. Are there any town-wide effects of the request?

Consistency with the Comprehensive Plan

The Purcellville, Virginia 2025 Comprehensive Plan (PCP) was adopted in 2006 to “*provide guidance for the coordinated and harmonious development of the territory in accordance with present and future needs and resources that will best promote the health, safety, morals, order, convenience, prosperity and general welfare of the community*” (PCP, p. 1). Accordingly, the Plan should serve as the basis for Town land use decisions, but its policies are silent regarding child care. It does note that “*the number of children is expected to increase by 30 percent by 2030*” (PCP, p. 12), and “*the present and 2010 projected median age of Purcellville residents is 36 years, indicating that many families are likely to have children*” (PCP, p. 15). In fact, the median age found by the 2010 Census was an even younger 33.6.

Financial Planning for the Future

Purcellville continues to face costs for capital improvements and other enhancements designed to benefit the community, and this presents the challenge of maintaining fiscal balance and stability while paying for needed improvements. One method provided in the Plan to address this challenge is *“to better balance the Town’s tax base by working toward 30 percent of the value of the Town’s real property tax base from commercial property and 70 percent from residential property”* (PCP, p. 22). Additionally, the Plan cites selected fiscal policies of the Town’s adopted Fiscal Policy Guidelines including: *“The Town will maintain a diversified and stable revenue structure to protect it from short-term fluctuations in any one-revenue source”* (PCP, p. 22).

1. As Residential Child Cares are located within residences, the OA15-03 alternative regulations will not increase the Town’s commercial property tax base.
2. If the OA15-03 alternative regulations allow existing Residential Child Cares to be more prosperous or encourage new Residential Child Cares to be established, it could help to diversify the Town’s revenue structure.

Staff Determination: The OA15-03 alternative regulations partially comply with this portion of the Plan but would be unlikely to have tremendous effects on the Town’s overall tax base.

2025 Economic Development Guiding Principles

The Plan *“recognize[s] the importance of economic development to the health, well-being and quality of life for Purcellville’s residents”* (PCP, p. 64) and supports *“facilitat[ing] the recruitment and expansion of business and commercial services that support the needs of residents and visitors and increase potential markets”* (PCP, p. 65).

1. Residential Child Cares exist within town, and approving the OA15-03 alternative regulations could result in the expansion of these businesses or result in new Residential Child Cares being created.

Staff Determination: The OA15-03 alternative regulations generally comply with this portion of the Plan.

2025 Land Use Policies

The Plan expresses a desire to *“achieve a better balance between residential and commercial and industrial development”* as well as *“increase opportunities for commercial and industrial growth”* (PCP, p. 110). The Plan also includes policies to *“provide for managed community*

growth and land development that ensures harmonious, compatible and orderly land use patterns” (PCP, p. 111) and “provide a diversity of land uses that support the residential and business needs of Purcellville while ensuring economic, social and financial stability” (PCP, p. 111).

1. Approval of OA15-03 would have no effect on the balance between residential and commercial development, as these commercial businesses are located on residential land.
2. Increased accessibility to child care providers supports a need of Purcellville residents, and the effects of any single Residential Child Care are not likely to be significant. The text change originally requested by OA15-03 would have doubled the maximum capacity of Residential Child Cares in all zoning districts without requiring such uses to meet any additional standards. Staff did not believe that this would have ensured harmonious, compatible or orderly land use patterns nor economic, social or financial stability as it could have encouraged a proliferation of larger Residential Child Cares within the town and its residential neighborhoods where they are currently allowed by-right. However, the OA15-03 alternative regulations now include specific regulations designed to mitigate any possible effects of the increased maximum enrollment, and each large Residential Child Care would require approval as a special exception granted by the Board of Zoning Appeals. This ensures that each application is reviewed on a case-by-case basis.

Staff Determination: The OA15-03 alternative regulations generally comply with this portion of the Plan.

Other 2025 Policies

Staff Determination: The OA15-03 alternative regulations are not particularly applicable to the Plan’s policies for: Housing; Parks, Recreation and Open Space; Historic Resources; Public Services; Public Utilities; Transportation; or the Environment.

Suitability for the Town’s Residential Districts

Article 2, Section 1 of the Zoning Ordinance for the Town of Purcellville, Virginia states that zoning districts are established “in order to regulate and restrict the location and use of buildings and land...in accordance with the comprehensive plan.” In addition, the same section notes that:

The purpose statements which accompany each district are intended to describe in a general way the character of uses to be encouraged in the district, to assist with selection of appropriate districts for application to various conditions of land use, existing or planned, and to assist with interpretation of questions which may arise with respect to particular land uses in particular locations. In any case of difference between the purpose statement and the use regulations for the district the use regulations shall control.

Residential Child Cares are predominantly found in the Town's residential zoning districts, and while the purposes of the R-2, R-3, R-8 and R-15 Districts do not provide direct support for the enlargement of Residential Child Cares as permitted commercial uses, they all state that "certain special care facilities...are permitted by special use permit subject to such restrictions and requirements as will ensure compatibility with residential surroundings."

1. These child care uses are types of special care facilities, so the purposes of these residential districts provide guidance on how larger Residential Child Cares could be allowed in these districts.
2. Staff and the Planning Commission considered this guidance when creating and recommending the alternative regulations currently being proposed. This is why the proposal includes regulations designed to mitigate any possible effects of the increased maximum enrollment of Residential Child Cares and also requires each application for the use to obtain approval as a special exception. Similar to the process for approval of a use allowed by special use permit, each special exception application is reviewed on a case-by-case basis by the Board of Zoning Appeals who are required to hold a public hearing on the application.

Staff Determination: While the purposes of the Town's residential districts do not support OA15-03's original request to double the allowable size of by-right Residential Child Cares, the OA15-03 alternative regulations are generally supported.

Town-wide Effects

As noted above, the effects of any single Residential Child Care are not likely to be significant, but adjoining neighbors could experience minor issues of increased noise or moderately increased traffic. At a neighborhood or town-wide scale, there is a possibility that the establishment of numerous large Residential Child Cares could amplify the more minor negative effects of a single Residential Child Care if no additional standards were implemented to address the possible issues that could result. However, the alternative

regulations developed by staff and recommended by the Planning Commission were designed to mitigate the possible effects of large Residential Child Cares.

Staff Determination: The OA15-03 alternative regulations present no obvious town-wide effects.

BUDGET IMPACT:

There is no budget impact with this item.

FINDINGS:

1. The Town's alternative proposal would fulfill the basic intent of OA15-03.
2. The Town's alternative for OA15-03 is partially to generally supported by the *Financial Planning for the Future, 2025 Economic Development Guiding Principles* and *2025 Land Use Polices* sections of the Purcellville, Virginia 2025 Comprehensive Plan.
3. The Town's alternative for OA15-03 is generally supported by the purpose statements of the R-2, R-3, R-8 and R-15 Districts.
4. There are no obvious town-wide effects of the Town's alternative for OA15-03.

ATTACHMENTS:

1. Proposed Zoning Ordinance Text Amendments for Residential Child Cares as Recommended by the Planning Commission
2. OA15-03 Original Email Request
3. OA15-03 Application
4. OA15-03 Letter from Neighbors
5. OA15-03 Letter from Purcellville Ridge HOA

These materials and others pertaining to OA15-03 can be found at:

<http://purcellvilleva.gov/index.aspx?NID=696>

PROPOSED ZONING ORDINANCE TEXT AMENDMENTS FOR RESIDENTIAL CHILD CARES

(As recommended by the Planning Commission on January 7, 2016)

Amend Article 4, Section 1, Subsection 1.1: Use Table as follows:

Use	R2	R3	R3A	R8	R15	C1	MC	C4	CM1	M1	PDH	X	IP	AC	RT	Use Standard
Child care, residential	P/SE	P/SE	P/SE	P/SE	P/SE		P/SE	P/SE			PPU/SE	P/SE		P/SE	P/SE	Art. 4, Sec. 1.2.27

Amend Article 4, Section 1, Subsection 1.2: Use Regulations as follows:

27. *Child care, residential*

a. General standards.

- i. Applicability. Pursuant to the Code of Virginia, a residential child care serving one to five children, exclusive of the provider's own children and any children who reside in the home, is exempt from the following regulations and is a permitted use in a residential dwelling. Any other residential child care requires a special exception to be granted by the Board of Zoning Appeals in accordance with Article 9: Board of Zoning Appeals. All such uses shall be subject to applicable state regulations specifically Code of Virginia, § 63.2-1701 et seq.
- ii. Application Submission Requirements. In addition to any application requirements for a special exception set forth in Article 9: Board of Zoning Appeals, a complete application for approval of a residential child care shall include the following: All applications to establish a residential child care use shall be accompanied by two (2) copies of a plan drawn to scale containing the following information:
 - 1. A completed special exception application form. The dimensions, boundary lines and area of the lot or parcel.
 - 2. A diagram drawn to a legible scale depicting: the boundary lines and dimensions of the lot, area of the lot, required yards, location and dimensions of any existing or proposed building or addition, the distance from all boundary lines to any existing or proposed building or addition, pathway to door of facility, child drop off and pick up locations, location of any permanent in-ground play equipment, location and area of any required on-site outdoor play area, location and area of any off-site park or playground, and location and height of any required fence. This diagram is not required to be certified by a

registered engineer or surveyor. The location, dimensions and height of any building, structure or addition, whether existing or proposed.

3. If the proposed location of a residential child care is subject to a declaration of covenants, conditions, and restrictions for a homeowners association (HOA), then the residential child care provider shall provide the Town with certified documentation from the HOA stating whether or not the use is allowable under applicable HOA covenants, conditions, and restrictions. HOA documentation shall only be considered certified if printed on HOA letterhead or signed by an officer or employee of the HOA and notarized. The distance from all property lines to the existing or proposed building, structure or addition, shown to the nearest foot.
4. If a residential child care proposes to utilize a parking space, park, playground, or any other facility owned by a HOA to meet any requirement of this ordinance, the applicant shall provide the Town with certified documentation from the HOA stating that the residential child care is authorized to use such facility. HOA documentation shall only be considered certified if printed on HOA letterhead or signed by an officer or employee of the HOA and notarized. The dimensions and size of all outdoor recreation space and the location of such space in relation to all lot lines.

iii. Public Notice Requirements. Prior to the issuance of a special exception for a residential child care, the applicant shall fulfill the notice requirements of Article 9: Board of Zoning Appeals and Article 11, Section 16: Public Notices. In addition, the applicant must send written notice of the application to the last known address of the owner of each adjacent property as shown on the current real estate tax assessment records of Loudoun County. If the proposed location of the residential child care is a member of a HOA, the applicant must also send written notice to such HOA. Any written notice shall be sent by certified or registered mail and must include the following information:

1. A statement that an application for a residential child care has been submitted to the Town;
2. The address of the property subject to the application for the residential child care; and
3. A statement informing the recipient that if they have any objection to the proposed residential child care that they can send a written objection, which shall include the specific issues that are the basis for their objection, to the Zoning Administrator who will transmit the written objection to the Board of Zoning Appeals. The address of the Zoning Administrator shall also be included in the notice letter.

- iv. A residential child care shall comply with any and all applicable requirements of the Code of Virginia including, but not limited to, obtaining a State Family Day Home License.
- v. A residential child care shall comply with any and all Town regulations, including, but not limited to, obtaining a Certificate of Occupancy and maintenance of a Town Business License.
- vi. A residential child care shall comply with any and all requirements of the County and State Building Codes.
- vii. A residential child care location shall be the principal residence of the residential child care provider.
- viii. A residential child care shall only be located within a single-family detached, duplex, or single-family attached dwelling.
- ix. The hours of operation for a residential child care shall be limited to five days a week between the hours of 6:00 AM and 7:00 PM.
- x. Two non-resident assistants/employees shall be permitted.
- xi. The applicant shall demonstrate availability of sufficient employee parking on-site or along the street. Alternatively, the applicant may utilize any available HOA community parking spaces for employee parking if the HOA provides certified documentation that the applicant is authorized to use such spaces.
- xii. Child drop off and pick up locations shall be designated to enhance the safety of children as they arrive and depart. A designated arrival and departure zone shall be located adjacent to the residential child care in such a manner that children do not have to cross a street to enter or exit the facility.
- xiii. A residential child care shall stagger pick up and drop off times such that there are never more than two vehicles picking up or dropping off at one time.
- xiv. There must be a continuous hard-surface pathway/sidewalk connecting the drop-off and pick-up locations to the entrance of the residential child care. The pathway shall be kept free of any snow or ice.
- xv. Seventy-five (75) square feet of outdoor play area must be provided on-site per child except as follows: No outdoor play area shall be required on-site when the applicant can demonstrate the residential child care is located within 1,000 feet of an existing park or playground that is at least twice the area otherwise required for the residential child care. The park or playground must be public or owned by the HOA to which the residence belongs and must be accessed without crossing an arterial or collector road. The applicant may only utilize a park or playground owned by the HOA if the HOA provides certified documentation that the applicant is authorized

to use such space. The park or playground must be shown to scale on the diagram submitted at the time of application.

xvi. Any outdoor play area must be enclosed by a fence with a minimum height of four feet.

xvii. No play equipment shall be located within any required front yard or within five feet of any side or rear lot line.

xviii. There shall be no change in the outside appearance of the dwelling or lot housing the residential child care nor other visible evidence of the conduct of a residential child care other than what may be required by the State Family Day Home License.

b. Reserved.

Amend Article 15, Section 2: Definitions as follows:

Child care, residential. A program conducted within a residential dwelling which offers care, protection, supervision, and/or education to less than ~~six~~ 13 children under the age of 13, ~~exclusive of the provider's own children and any children who reside in the home, at a time~~ during any 24-hour period, and then only for part of any 24 hour day, for compensation or otherwise.

Galindo, Daniel

From: Sullivan, Patrick
Sent: Tuesday, August 18, 2015 9:00 AM
To: Galindo, Daniel
Subject: FW: Ordinance for home day care
Attachments: neighbors.pdf; PRHOA-130 Misty Pond Ter-home business appr notice rev 150817.pdf

FYI

Sincerely,
Patrick Sullivan, AICP CED Director

Department of Community Development
Town of Purcellville
221 So Nursery Ave
Purcellville, VA 20132
psullivan@purcellvilleva.gov
www.Purcellvilleva.gov
540-338-2304

From: Annie Uceda [mailto:annie@annieschildcare.us]
Sent: Monday, August 17, 2015 6:49 PM
To: Sullivan, Patrick <psullivan@purcellvilleva.gov>
Cc: Only Town Council <purcellvilletc@purcellvilleva.gov>
Subject: Ordinance for home day care

Dear Mr. Sullivan and Planning Commissioners,

I am hereby initiating this request for a text change to the R-8 District to allow child care for up to 12 children. The basis for this request is as follows:

I opened my home daycare in October of 2008 ensuring I had all the permits required by the town of Purcellville. Thereafter, I sent all the paperwork to the state of VA to be a State Licensed Home Day care. The state inspector visited my home, and approved a license with a maximum capacity of twelve children which I had for seven years until this last May. Since 2008, my home daycare has received state inspections several times a year. These visits were always unannounced and with positive outcomes. Hence, the state of Virginia gave me their foremost license which is a license for three years. There are 1,272 state licensed daycares in VA, one hundred thirty-five of them in Loudoun County. Only thirteen in Loudoun have the three year license and one of them is my home daycare in Purcellville. Last May, the state inspector visited my home to renew my license, and informed me that since 2012, the state has to follow the zoning ordinance of every town or county and because of that changed my license from twelve to six children. She called the town herself from my home, and the Zoning Department told her that the town allowed a maximum of six children per home day care. As you may know, having six children in a home daycare is not profitable; therefore I would have to close my business.

As a result of this new state mandate, the other counties; Loudoun, Fairfax, Fauquier, Prince William, and Clarke County followed the state and changed their ordinances to twelve children per home daycare. The town of Leesburg did the same but with an extra requirement: they allow twelve children only if the day care provider asks for a Special Use Permit from the town of Leesburg which costs \$500, and the same paperwork already submitted to the state as a perfect model of bureaucratic behavior.

In my case, having my home business inside the town of Purcellville, gives me a great disadvantage with home day cares outside the town limits. Since this new regulation I have now a license for six children, and just five minutes away from

my day care, there are home day cares with permits for twelve children. There is one near Mountain View ES and another next to Franklin Park.

I am pretty sure you know, these are not the only home day cares around. There are plenty, but not licensed, they are unregulated, or as the state calls them; illegal day cares. The State of Virginia wants regulated day cares not unregulated ones. I am quite certain that if you were to change the ordinance to twelve, most of those day cares will come to light and regulate themselves.

I attended two town council meetings, and heard that some of your concerns include traffic, parking, and HOAs. I have to inform you that I have the approval in written form from the HOA as well as my neighbors. They mentioned in our last HOA meeting that they have never been disturbed or had any complaints about my business. Additionally, my driveway which is intended for two cars is always empty allowing my clients to be able to park their cars in my property. Furthermore, I live in an end unit and because of that I have a parking lot next to my home for ten cars. As of now, the total amount of cars coming to my home is four since some of the kids are siblings. In all these past years, we have seen that it is also really uncommon for two parents to show at the same time. If the ordinance is changed to 12 children per daycare, I expect an increase of 4 more cars in traffic. This number will not affect the peace of my neighborhood.

I am asking you to change the ordinance to twelve children to have equal opportunities as the state allows in other jurisdictions. They know twelve is a reasonable number because they have made all the necessary inspections in the homes to do so.

Do not out rule the state and go against small business in the town of Purcellville.

If you want to speak to me, I can meet with you at your convenience.

I have attached to this email the approval letter from my HOA, and signatures from my immediate neighbors in support of this request.

Sincerely,

Annie Uceda

Ms. Annie's Home Day Care
130 Misty Pond Terrace
Purcellville, VA 20132
www.annieschildcare.us



**THIS APPLICATION FORM MUST BE FILLED OUT IN ITS ENTIRETY.
AN INCOMPLETE APPLICATION WILL RESULT IN REJECTION OF THE APPLICATION.**

Applicant: Owner Purchaser Owner's Agent
 Name: Ana Maria Uceda
 Company: _____
 Address: 130 Misty Pond Terr.
 City: Purcellville State: VA Zip: 20132
 Phone Number(s): 540-751-0864
 Email Address: annie@annieschildcare.us

Owner:
 Name: _____
 Company: _____
 Address: _____
 City: _____ State: ____ Zip: _____
 Phone Number(s): _____
 Email Address: _____

Other (1):
 Attorney Architect Engineer
 Surveyor Contractor Other: _____
 Name: _____
 Company: _____
 Address: _____
 City: _____ State: ____ Zip: _____
 Phone Number(s): _____
 Email Address: _____

Other (2):
 Attorney Architect Engineer
 Surveyor Contractor Other: _____
 Name: _____
 Company: _____
 Address: _____
 City: _____ State: ____ Zip: _____
 Phone Number(s): _____
 Email Address: _____

Correspondence to be sent to: Applicant; Owner; Other (1); Other (2); Other: _____

**An ordinance text amendment is hereby requested for Article 6, Section 7.1 of the
 Zoning Ordinance -or- Land Development and Subdivision Control Ordinance by a
 Property Owner -or- Property Owner's Agent -or- Contract Purchaser
 as detailed on the following page.**

Submission Requirements:

- . *Complete Application Form* – Must be signed by a property owner.
- . *Payment of Fee* – Any required fees must be paid at the time of submission. FEES ARE NON-REFUNDABLE.
- . *Statement of Justification* – A supporting statement providing the reason for the requested ordinance text amendment that must also address how the amendment complies with the Comprehensive Plan and any applicable sections of the Zoning Ordinance or Land Development and Subdivision Control Ordinance.

Date/Time Received: _____ Comm. Dev.	Received by: _____ Comm. Dev.
Materials Provided: <input type="checkbox"/> Application <input type="checkbox"/> Fee Paid <input type="checkbox"/> Statement of Justification	Property Taxes Paid: _____ Finance Application Complete: _____ Comm. Dev.
Ordinance: _____	<input type="checkbox"/> Approved <input type="checkbox"/> Denied
Action Date: _____	<input type="checkbox"/> Modified <input type="checkbox"/> Withdrawn

July, 18th of 2015

To the Town of Purcellville,

We are aware that Mrs. Annie Uceda operates a home daycare in our neighborhood. We know the State of VA, since the beginning, gave her a license to operate her daycare with a maximum capacity of 12 children. We have known Annie for several years, and find no observations or complain about her home business. The activities in our neighborhood haven't been disrupted under any circumstance because of her home daycare.

Sincerely,

Rose Costello
132 - Misty Pond Ter

Janeen Schutto
131 Misty Pond Terrace

Bassam ELHage
135 Misty Pond Terrace
Purcellville, VA 20132

Joel Caruso
134 Misty Pond Ter
Purcellville, VA 20132

Purcellville Ridge Homeowners Association, Inc.

c/o Horizon Community Services, AAMC®
Post Office Box 2070, Purcellville VA 20134-2070
(Office) 540-751-1888 ext. 103 – (Direct) 540-441-3005 - (Fax) 540-751-1899
(Email) andrew@horizoncommunityservices.com – (Website) www.purcellvilleridge.org

August 17, 2015

Ana Maria Uceda
130 Misty Pond Terrace
Purcellville, VA 20132

Via Electronic Mail
anamariaucedahotmail.com

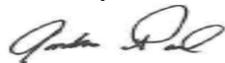
RE: Home Day Care Business

Dear Ms. Uceda:

This letter is to inform you that the Association Board of Directors at their meeting held on July 23, 2015, reviewed your request for the continuation of a home day care business as presented at the meeting. The Board hereby approves your request. The maximum capacity is twelve (12) children as the Commonwealth of Virginia allows in your license.

If you have any questions regarding this notice, or any rules, restrictions, or guidelines of the Association, please feel free to contact me at the numbers listed above or forward them, in writing, to the addresses above.

Sincerely,



Andrew Paul, CMCA®, AMS®
Community Manager



STAFF REPORT
STANDING COMMITTEE REPORT - EDAC

Item # 8d

SUBJECT: Marketing Video Proposal from EDAC

DATE OF MEETING: February 9, 2016

STAFF CONTACTS: Daniel Abramson, EDAC Chair
Daniel C. Davis, Assistant Town Manager

SUMMARY and RECOMMENDATIONS:

At the Council meeting, Daniel Abramson will demonstrate opportunities to develop promotional videos of the Town. Council will be asked their interest in moving forward with this marketing opportunity.

BACKGROUND:

In an effort to further promote the rich qualities and characteristics of the Town of Purcellville, the EDAC reviewed a promotional opportunity to develop short videos about the Town that can be provided free of charge and linked to from our webpage. Mr. Abramson will show demonstrations.

Should Council be interested in moving forward, three steps are needed:

- 1) Town staff need to ensure that the procurement process is followed, which may necessitate requesting a quick solicitation for entities providing a similar service;
- 2) The Town Attorney needs direction to develop a contract with the provider of the service; and
- 3) Council needs to decide the main topics to be featured in the videos.

Town staff will take the appropriate steps to ensure that an open and competitive process is followed, which may result in other entities proposing services. Staff will evaluate all potential proposals.

In discussions with the Town Attorney, there is also a need to develop policies regarding the receipt of “free” or “donated” services. If Council wants to move forward with a proposal

similar to the proposal presented, the Town Attorney will develop some policies for Council to consider at the same time a procurement/contract is ready for Council approval.

On the third point, most video series have an introductory video – providing an overview of the community – and five or six additional videos specific to certain topics. Mr. Abramson and staff have talked about potential topics, which could include topics such as:

1. Restaurants
2. Shopping
3. Wineries, Breweries, and Distilleries
4. Business and Industry / Economic Development
5. Special Events/Quality of life (such as: Wine & Food Festival, Music and Arts Festival, Loudoun Grown Expo, etc.)
6. Homes and real estate
7. Health and wellness
8. Parks and recreation
9. Worship and Non-Profits
10. Town services, etc.

Council may wish to provide input on these topics at this time or after further consideration.

BUDGET IMPACT:

The cost to the Town, as proposed, is free. The private company will recover its costs by selling advertising around the videos.

MOTION:

1. I move that the Town Council direct staff to move forward with a video proposal, as demonstrated at this meeting, and ensure that the appropriate procurement, policy, and legal steps are taken and return to Council for final approval. I further move that Town Council identify the following five or six areas to feature in these videos:

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____
- vi. _____

OR

2. I move an alternate motion.



STAFF REPORT
ACTION ITEM

Item # 11a

SUBJECT: Confirmation of Declaration of Local Emergency

DATE OF MEETING: February 9, 2016

STAFF CONTACTS: Robert W. Lohr, Jr., Town Manager

SUMMARY and RECOMMENDATIONS:

Based on the anticipation of a record setting blizzard, a Declaration of Local Emergency was issued by the Mayor and Town Manager effective Friday, January 22, 2016 and remained in effect until January 29, 2016 at 8:00 AM. This blizzard crippled our region, delivering almost three feet of snow to our community over a two day period. Staff recommends that Town Council formally confirm this declaration.

BACKGROUND:

A declaration of local emergency is generally issued when a weather event or other emergency warrants mobilization of emergency procedures and resources. This includes the engagement of emergency protocols and waivers specific to staffing, Town policies, emergency procurement, acquisition of facilities and equipment as well as all legal powers granted to the Director of Emergency Management for our community (the Town Manager or Assistant Town Manager) in accordance with the Code of Virginia Sections 44-146.21 through 44.146-27. This declaration allowed the Town to fully address the emergency situation and better positions the Town to qualify for any state or federal emergency funding that may be released as a result of this weather incident.

ISSUES:

N/A

BUDGET IMPACT:

This action creates no negative budget impact and allows the Town to capitalize fully on any reimbursements.

MOTION(S):

“I move that the Town Council confirm the Declaration of Local Emergency ordered by the Mayor and Town Manager on January 22, 2016, beginning at 12:00 PM and continuing until January 29, 2016 at 8:00 AM.

ATTACHMENT(S):

1. Declaration of Local Emergency

Mayor
Kwasi A. Fraser

Council
Joan Lehr
John A. Nave
Patrick McConville II
Karen Jimmerson
Douglass J. McCollum



Town Manager
Robert W. Lohr, Jr.
Assistant Town Manager
Daniel C. Davis

221 S. Nursery Avenue
Purcellville, VA 20132
(540) 338-7421
Fax: (540) 338-6205
www.purcellvilleva.gov

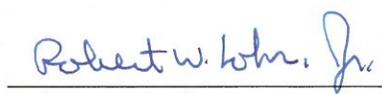
DECLARATION OF LOCAL EMERGENCY

The Town of Purcellville is hereby under a Declaration of Local Emergency effective Friday, January 22, 2016 at 12:00 PM for an expected blizzard that should hit the area over the weekend. Blizzard warnings have been issued for our community and it is expected that this potentially dangerous winter storm could bring crippling snowfall in excess of twenty-four inches, high winds and power outages.

This Declaration of Local Emergency will remain in effect until January 29, 2016 at 8:00 AM unless rescinded at an earlier date.

During this Declaration of Local Emergency, all emergency protocols and waivers will be implemented as it pertains to staffing, Town policies, emergency procurement, acquisition of facilities, equipment and resources and all other legal powers granted to the Director of Emergency Management for our community, which is the Town Manager or Assistant Town Manager under Sections 44-146.21 through 44.146-27 of the Virginia State Code.


Kwasi A. Fraser, Mayor
Town of Purcellville


Robert W. Lohr, Jr., Town Manager
and Director of Emergency Management
Town of Purcellville

Certified By:


Diana Hays, Town Clerk
Town of Purcellville

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STAFF REPORT
ACTION ITEM

Item # 11b

SUBJECT: Appointment of Director of Emergency Management

DATE OF MEETING: February 9, 2016

STAFF CONTACTS: Robert W. Lohr, Jr., Town Manager

SUMMARY and RECOMMENDATIONS:

Under the Code of Virginia, § 44-146.19, each political subdivision of the Commonwealth shall be within the jurisdiction of and served by the Department of Emergency Management at the state level and be individually responsible for local disaster mitigation, preparedness response and recovery. Under the State Code, for towns with a population of greater than 5,000 that has an emergency management organization separate from that of the county, the mayor and town manager shall have the authority to appoint a coordinator with consent of council. It is recommended that we update this previous appointment to include both the Town Manager and Assistant Town Manager.

BACKGROUND:

In early 2000, the Town of Purcellville took action to designate the Town Manager as the Director of Emergency Management and also identified Company 2 and Company 14 as our recognized providers of fire and rescue services to our community. It is important that we update this since there have been changes in our government which created the Assistant Town Manager's position since this action was taken. Over the last fifteen years, the Town has declared emergencies on numerous occasions and have always followed the Code and state procedures which resulted in the Town Manager working with the Mayor to declare the Emergency Declaration and Council would always come back and confirm the action at the next regular meeting.

ISSUES:

Since this action was taken more than fifteen years ago, it warrants updating it and placing it in a resolution to better allow the Town to better address future emergencies and to also incorporate a newly created position which is critical to the emergency management team.

BUDGET IMPACT:

This action has no negative impact or fiscal cost to the Town. It does create positions where the Town can better manage emergency situations while working with local and state officials to receive disaster assistance at a later date.

MOTION(S):

“I move we adopt Resolution 16-02-01 which establishes the Town Manager as our Director of Emergency Management and also authorizes the Assistant Town Manager to serve in this role in the absence or incapacity of the Town Manager.”

ATTACHMENT(S):

1. Resolution 16-02-01



**TOWN OF PURCELLVILLE
TOWN COUNCIL**

RESOLUTION NO. 16-02-01

**PRESENTED: FEBRUARY 9, 2016
ADOPTED:**

**A RESOLUTION: FORMAL APPOINTMENT OF DIRECTOR OF EMERGENCY
MANAGEMENT FOR THE TOWN OF PURCELLVILLE**

WHEREAS, pursuant to Code of Virginia, § 44-146.19, each political subdivision of the Commonwealth shall be within the jurisdiction of and served by the Department of Emergency Management at the state level and be individually responsible for local disaster mitigation, preparedness response and recovery.

WHEREAS, for towns with a population greater than 5,000, having an emergency management organization separate from that of the county, the mayor and town manager shall have the authority to appoint a coordinator with consent of council.

NOW, THEREFORE, BE IT RESOLVED that the Purcellville Town Council does hereby formally appoint the Town Manager as the Director of Emergency Management and also authorize the Assistant Town Manager to serve in this role in the absence or incapacitation of the Town Manager.

PASSED THIS ____ DAY OF FEBRUARY, 2016.

Kwasi A. Fraser, Mayor
Town of Purcellville

ATTEST:

Diana Hays, Town Clerk

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STAFF REPORT

ACTION

Item 11c

SUBJECT: Special Event Support Requests

DATE OF MEETING: February 9, 2016

STAFF CONTACTS: Melanie Scoggins; Event Specialist
Daniel Davis; Assistant Town Manager

SUMMARY and RECOMMENDATIONS:

The Special Events Ordinance that was adopted in October 2015 asks that all charitable organizations that would like to request assistance from the Town to host events in Town do so at the end of the calendar year prior to the fiscal year that the events will take place. Once the requests have been received and reviewed by the Event Specialist they are to go before Town Council for consideration. Below is a summary of those requests for the remainder of fiscal year 16 and for fiscal year 17. Staff recommends that Town Council approve all requests for event support in this staff report.

BACKGROUND:

Town Council adopted an events ordinance on October 27, 2015. Section 6-8 of the ordinance reads:

“The Town Council may, in its sole discretion each year, elect to designate in its annual budget certain services and funds for donations to Events. Applications for such services and funds must be submitted to the Town no later than December 31st each calendar year, to be considered for inclusion in the budget adopted by Town Council the following calendar year. The Town’s Event Specialist will review all applications and will make a recommendation as to each application to the Town Council. Applicants will be notified of the Town Council’s decision to allocate funds for donation by July 1st of the calendar year following submittal of the application for donation. Donations awarded in one year will not automatically be repeated in following years; applications for donation must be submitted to the Town each year. An application for donation must meet all of the following criteria in order to be approved: (1) The Town Council must determine that the proposed Event will do at least one of the following: (a) draw tourists to the Town, (b) provide a heritage, historical, or cultural experience or education that is relevant to the Purcellville area or of benefit to Purcellville residents, or (c) raise money

or collect goods for a social service that benefits the residents of Purcellville, such as fire & emergency rescue services, housing assistance, animal control & adoption, and food assistance.

Funds approved by the Town for donation to an Event will be distributed to the Event Organizer only after the Event Permit Application has been approved in accordance with these regulations. If the Event for which funds were donated is cancelled, the Event Organizer shall promptly refund the donation to the Town.”

ISSUES:

Some events typically supported by the Town will take place in FY 16. Because the ordinance was not adopted before the deadline to request town support for these events, the Event Specialist has received request for support of events taking place for the remainder of current fiscal year and for Fiscal Year 17. Staff recommends considering request for events in both fiscal years. The written requests are provided as an attachment to this report. (Attachment 1 -4)

BUDGET IMPACT:

Below is a summary of each of the organizations event support request and an approximate range of budget impact. It is important for Town Council to note that all of these requests are for in-kind services and not direct funding. If these in kind service requests are approved by Town Council the result will be a reduction in reimbursements to the town for man hours and revenue from fees.

Ranges of budget impact are largely dependent upon Police Department staffing needs. The Police Department makes an effort to rely on officers that are already scheduled to work, the Community Support Team and in some cases the Sheriff’s Department and/or the State Police to reduce man hour costs for events in Town, but participation by these groups cannot be guaranteed.

DYMA World Mission Institute tournament– March 2016 – This is a new request and Dragon Yong In is requesting that the Town co-sponsor the tournament. Their request letter is not specific other than co-sponsorship, however after contacting DYMA, they have indicated that they would like the following:

- Use of Town logo in the program brochure, banners and possibly other promotional materials
- Participation from the Mayor and possibly other members of Town Council to attend the Tournament and be photographed and associated with the town as co-sponsors of the event in media
- Request that the Town send out press releases for the tournament and post the release on the town website
- Absorption of fees and reimbursements that may be associated with hosting an event in town such as the event permit fee, sign permit fee, cost to use the community sign board
- Range of budget impact \$165 - \$400

Sadie's Race 5K – 2 requests May 1, 2016 and May 2017 – The Town has supported this event since its inception by providing Police Department support, Public Works support, use of the Train Station, use of trash containers, use of the community signs, use of cones, waiver of some fees. In 2015 the Town began recapturing some expenses and Sadie's Race spent approximately \$400 on Town fees and services. Sadie's Race is requesting that Town Council absorb all services and fees required and provided by the town for Sadie's Race.

- Range of budget impact for FY16 \$400 - \$1600
- Range of budget impact for FY17 \$400 - \$1600

Halloween Block Party -October 2016 – In the past the Town has provided Police support for road closure, Public Works staff support during the event, chair rental, use of flatbed trailer, sign permit fee, sign on the community board, event parking signs and event “no parking” signs, trash boxes and bags. The Halloween Block Party organizer is requesting the same support as in the past.

- Range of budget impact \$800 - \$2500

The Turkey Trot 5K – November 2016 – In the past the town has provided Police support, cones, barriers, sign placement, variable message boards, press releases, and trash cans and bags.

- Range of budget impact \$400 - \$1600

MOTIONS:

1. I move that Town Council support the following requests for Event Support:
 1. Dragon Yong In World Mission Institute Tournament
 2. Sadie's Race
 3. Halloween Block Party
 4. Turkey Trot

OR

2. I move an alternate motion.

ATTACHMENTS:

1. Attachment 1 - Dragon Yong In Request
2. Attachment 2 - Sadie's Race Request
3. Attachment 3 - Halloween Block Party Request
4. Attachment 4 - Turkey Trot Request

310 N. 21st Street
Purcellville, VA 20132

December 3, 2015

Mayor Kwasi Fraser
Town Hall
221 S. Nursery Ave.
Purcellville, VA 20132

Dear Mayor Kwasi Fraser:

As you may be aware, D.Y.M.A. World Mission Institute is holding its 2016 U.S. Capital Martial Arts Tournament at Woodgrove High School on Sunday, March 13th. In previous years we have hosted this event at Patrick Henry College. This event draws competitors from as near as the immediate area, Loudoun County and other states in the mid-Atlantic region, to as far away states as Alaska, Texas, and Florida. Honorary representatives from our co-sponsors: the World Martial Arts Federation and Kukkiwon will also be flying in from South Korea to attend this event. We anticipate there to be approximately 1,500 attending the tournament.

This event, like the town wide Treasure Chest event, will allow those attending to come to the town of Purcellville and not only see what a beautiful town it is, but allow local restaurants and businesses to benefit from the patronage of these individuals attending the tournament. For this reason, I would like to respectfully inquire as to whether the Town of Purcellville would consider co-sponsoring this event with us given the draw that the event will have for the town.

Seeing as how we are a non-profit organization sponsoring this event, all proceeds from the tournament will go toward the D.Y.M.A. World Mission Institute. We have donated approximately \$16,000.00 to various worthy causes that benefited both local and worldwide communities. Past local donations have included: LVCC, the Purcellville Police and Fire Departments, Sadie's 5k Run, as well as five area schools. We have also awarded scholarships to local students in previous years.

Within Loudoun County, we have also awarded student scholarships in addition to donations to four other schools. We are also interested in supporting worthy causes such as the Chapman DeMary Trail. We feel very strongly about taking an active role in helping the community. Whether it be in the form of a financial contribution, or organizing a D.Y.M.A. volunteer trash pick up in our towns', we are committed to making this world a better place.

Our commitment to helping the world community can be seen in our financial support of organizations such as Feed My Starving Children and sponsoring children

through Compassion International. We also are donors to the Yong-In University and award annual scholarships to Yong-In University students.

It is for the reasons previously mentioned that I feel that we have an honorable non-profit organization with a spectacular tournament event that the Town of Purcellville would be willing to associate itself with. Please let me know if I can provide you with any other information regarding this request to co-sponsor the 2016 U.S. Capital Martial Arts Tournament.

Thank you for your consideration.

Respectfully,

Brain Jo
President
D.Y.M.A. World Mission Institute

Scoggins, Melanie

From: Sara Parella <sararparella@gmail.com>
Sent: Thursday, December 31, 2015 3:45 PM
To: Scoggins, Melanie
Subject: Sadie's Race

Dear Melanie,

Thank you for your continued support in coordinating Sadie's Race. We are grateful to the Town of Purcellville for hosting our event for the past four years. 2016 will be the fifth annual Sadie's Race. To date, we have raised over \$180,000.00 for Smile Train in my daughter, Sadie's memory. This has provided approximately 745 surgeries for children with cleft lip and palate at no cost to their families. The community continues to give us positive feedback about the race and seems to anticipate this fun morning in Purcellville each spring.

I would like to respectfully request that the Town Council consider waiving part or all of the fees associated with Sadie's Race for 2016 and possibly 2017 so that we may donate more money to Smile Train. Fees incurred in the past include; permitting, signs, cones, trash containers, use of the train station and support from Public Works and the Purcellville Police Department.

Thank you for considering this request, and I look forward to speaking with you soon.

Warm Regards,

Sara Parella
Sadie's Mom and Race Director
(703) 431-3563

Scoggins, Melanie

From: reloveit@aol.com
Sent: Friday, December 18, 2015 3:36 PM
To: Scoggins, Melanie
Subject: Re: Press Release - New Events Ordinance Information

Hi Melanie,

Sign on Community Bulletin Board.
Event Parking signs
Cones & No Parking after 3pm signs
Cardboard Trash Boxes

I think that covers it.

Merry Christmas to you & your Family!!

Michael & Kim

-----Original Message-----

From: Scoggins, Melanie <mscoggins@purcellvilleva.gov>
To: reloveit <reloveit@aol.com>
Sent: Thu, Dec 17, 2015 4:01 pm
Subject: RE: Press Release - New Events Ordinance Information

Hi Michael,

Here is your list.

Flatbed
One Public works staff for set up and duration of event
Police support to close the road
Sign permit
Chair rental

Can you think of anything else?

Thanks!
Melanie

From: reloveit@aol.com [<mailto:reloveit@aol.com>]
Sent: Tuesday, December 01, 2015 3:41 PM
To: Scoggins, Melanie <mscoggins@purcellvilleva.gov>
Subject: Re: Press Release - New Events Ordinance Information

can you make a list out and I'll check it twice to see whom naughty or nice. I mean I'll check it to see if that covers all our requests from the town.

Thanks!
Michael

Scoggins, Melanie

From: Erin Bucci <buccierin@comcast.net>
Sent: Wednesday, December 30, 2015 11:48 AM
To: Scoggins, Melanie
Subject: RE: turkey trot request

Hi Melanie,

The Turkey Trot 5k and Fun Run will be held next year on Sunday, Nov 13 at 8am at the Loudoun Valley Community Center.

We will need the following from the Town of Purcellville:

Police support
Cones
Barriers
Sign placement
Variable message boards
Press release
Trash cans and bags

Thanks so much for your continued support of the Turkey Trot!

Happy New Year!

Erin

*Erin Bucci
LVCC Advisory Board President
Chair, Turkey Trot 5K and Fun Run*

From: Scoggins, Melanie [mailto:msscoggins@purcellvilleva.gov]
Sent: Wednesday, December 23, 2015 1:22 PM
To: Erin Bucci; terri.burhans@loudoun.gov
Subject: turkey trot request
Importance: High

Hi Erin and Terri,

The Town has a new event ordinance that requires events being hosted in town to formally request help from the Town before the end of the year for the next fiscal year. **So I need this before December 31st 2015.** Will you please send me an email requesting the items you would like from the Town for the Turkey Trot. I have created a partial list for you, please add anything else you can think of.

Thank you!

Melanie Scoggins, CPRP
Event Specialist
Town of Purcellville
540-751-2350
540-209-3449

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STAFF REPORT
ACTION ITEM

Item # 11d

SUBJECT: Quarterly Newsletter Options

DATE OF MEETING: February 9, 2016

STAFF CONTACTS: Daniel C. Davis, Assistant Town Manager

SUMMARY and RECOMMENDATIONS:

The purpose of this item is to provide Council with options on producing and distributing a quarterly or triannual newsletter. Staff suggests Council agree to produce a newsletter and is open to Council's preference in terms of how to distribute.

BACKGROUND:

One of Council's Action Items to implement its "Strengthen Community Partnerships" Strategic Initiative is to create and distribute a Town newsletter. Staff has provided three options for Council's consideration in moving forward with a newsletter.

1. Electronic-Only Newsletter

As the least expensive option, staff could work to develop content and have our contract design firm assist in design layout. Newsletters could be sent three or four times per year. Means of distribution would be: Facebook, Website, News Alerts, Press Release list, and other electronic means. Limited print copies could be printed in-house and provided at Town Hall, the Library, Post Office, and select other public locations. The estimated cost for this option is about \$1,000 per year (mainly for design support services).

2. Printed Newsletter Sent in Utility Bills

This option would build upon the previous option and use the same design services and electronic distribution mechanisms. This option would also include printing the newsletter as part of the utility bills **three** times per year. This would reach most households in Town through the utility bill. The additional cost for printing and inserting this newsletter in a

utility bill is approximately \$1,000-\$1,500 per mailing, which would bring the estimated annual total for this option to \$4,000-\$5,500 depending on number of mailings and number of pages included in each mailing.

3. Printed and Mailed Newsletter

This option would include developing a professionally designed newsletter that would be printed and bulk mailed to every household three or four times per year. This would be similar to the newsletter that was previously produced and mailed. The estimated annual cost for this option is between \$8,000 and \$12,000. As we continue to add households to the Town, this cost may increase.

BUDGET IMPACT:

The cost depends on the option chosen by Council for delivering the newsletter. It is expected that the cost will be between \$1,000 and \$12,000. There is sufficient funding in FY16 to produce a mailer in the last quarter of this year for Options 1 or 2; a budget amendment would be needed for Option 3.

DRAFT MOTIONS:

1. I move that the Town Council approve moving forward with Option [*choose Option 1, 2, or 3*] to prepare and deliver a newsletter to Town residents. I also move that, regardless of option chosen, that the newsletter be provided electronically through all means available, and that printed copies be placed at Town Hall, the Purcellville Library, Post Office, and limited other locations where the public can obtain it.

OR

2. I move an alternate motion.



**Department of Community Development
Department Update – 1/31/16**

Public/Town Projects:

1. Loudoun Valley High School –Waiting on some minor submissions to issue a certificate of completion.
2. Mary House of Hope/Town of Purcellville Minor Subdivision – Subdivision Plat and deed were signed on 8/20/15 and were recorded. Application to rezone 781 S. 20th Street from IP to R-2 was received on September 28, 2015. **Planning Commission will hold public hearing on February 4, 2016.**

Business-Related Projects:

Approved and under construction:

In Application Process:

1. Mayfair Industrial – Construction plans submitted on August 28, 2014 for the industrial use section of the Mayfair development. Plans are under review. Second submission with response to comments received from applicant on 12/29/14 and has been sent out for additional review. Additional review comments have been sent to applicant. Third submission of construction plans received on 3/6/15. Record Plat submitted on 2/25/15. Fourth submission of construction plans received on 4/15/15 and sent out for review on 4/16/15. Grading and land prep has begun. All remaining comments on construction plans sent to applicant 5/21/15. Construction plans approved 6/18/15. Revisions to construction plans submitted on 6/18/15 and have been sent out for review. Record plat resubmitted on 5/8/15. The revisions to construction plans were approved on 9/16/15. Record plat approved and recorded. Performance bond is being processed. Performance bond submitted.
2. Catoctin Corner – Site plan submitted on 1/18/13 for a shopping center to be located at the northeast corner of E. Main Street and Rt. 287 N. Applicant submitted Traffic Analysis on May 14, 2014. Grading Plan has been submitted and is being reviewed by the County and the Town. 3rd submission received on 2/17/15 and was sent out for review. Review comments sent to applicant on 3/5/15. Waiting for final approval from Loudoun County. Grading plan approved on 7/8/15. Clearing has begun and a construction entrance has been established. Staff has been discussing site plan process with the applicant. Construction plans received on 9/4/15 and site plan received on 9/25/15. Both applications are under review. Proposed gas station has been preliminarily reviewed by the BAR. Certificate of Design for the gas station/convenience store approved by BAR on 11/17/15. **An application for another new building at the shopping center was submitted for BAR review on 1/11/16.**

3. Purcellville Crossroads – Application for an annexation of approximately 47 acres located at the NWC of the Route 7 Bypass and Route 287 for a mixed use development. Application was submitted on July 29, 2013. Staff is reviewing the application. Applicant provided a presentation to Town Council on 9/9/14. A complete annexation application is expected the week of April 6, 2015. Concept plan submitted on 4/9/15. Developer held a public informational update at the Carver Center on May 27, 2015. Staff report was presented to Town Council on July 28, 2015; ~~a Council & PC committee has been formed to discuss issues with the County.~~ Applicant submitted a new annexation application on 9/22/15. **The annexation request is being reviewed by Loudoun County.**
4. Vineyard Square –Nine demolition permits were issued on November 5, 2014 and demolition has begun on some of the sheds and accessory buildings. Site Plan submitted on 12/30/14 and was sent out to review agencies on that day. Review comments distributed on 1/30, 2/11 and 2/12/15. Second submission received on 3/3/15. Zoning Determination provided on March 13, 2015. Appeal of Zoning Administrator’s determination to the BZA regarding BAR approval was received on April 10, 2015. Appeal to be heard by the BZA on July 1, 2015. Zoning Administrator’s determination that the CDAs remain valid was upheld by the BZA on July 24, 2015. Waiting on site plan resubmission from applicant. The BZA decision was appealed to the Circuit Court. Third submission of the site plan was submitted on 8/7/15 and is under review. Applicant submitted 2 Deeds of Easement and Vacation for the project on 8/26/15. Public Works and Community Devel. Departments met with the applicant on 8/31/15 to discuss the site plan. Site plan ready for approval after easements are finalized.
5. Dragon Yong-In Martial Arts – Amended site plan received on 5/8/15 and has been sent out for review. This site plan is for the addition of a soccer field, walking track, covered pavilion and playground. Comments sent to applicant on 6/19/15. Waiting on resubmission from applicant. No news. Will be put back in the active category when they resubmit. Site plan resubmitted on 9/23/15 and is under review.
6. Warner Brook, LLC – Application submitted requesting annexation of two parcels (PIN#s 487-38-8931 and 487-28-1679) totaling 131.29 acres located at 17100 Purcellville Road just north of the Route 7 Bypass. Departments are reviewing the application.
7. Southern States – Site plan submitted on March 25, 2014 for redevelopment of 261 N. 21st Street. Plan is being reviewed for completeness. Site Plan has been sent out to review agencies. Applicant is working on comments. Interior fit-up was approved on January 13, 2015 and an application for Board of Architectural Review for exterior renovations to existing building was approved with conditions on February 17, 2015. This is being resurrected and I expect to see an updated application by the middle of January. **An application was submitted to the BAR on 2/1/16 for review of a new building to be constructed at the site. The existing building is to be demolished.**
8. **Jack’s Run Brewery** – Submitted zoning permit application for an interior fit-up at 108 N. 21st Street for a new brewery.

Next Step --- Occupancy Permits:

1. Corcoran Spirits – Interior Fit-up for a spirits tasting room at 251 N. 21st Street, #120 was issued on January 15, 2015.
2. Durand Music, LLC – Interior Fit-up for a music recording studio to be located at 417 Browning Court.
3. INOVA Medical Group and INOVA Urgent Care: Relocated to 740 E. Main Street. Occupancies have been submitted but an upgrade in the meter size may be required.
4. Rite Aid Corporation – Zoning permit application was submitted on 9/18/15 and approved on 10/7/15 for interior renovations to include a clinic at their current location.

Other Projects and their status:

1. Mayfair Residential – Record Plat submitted on October 21, 2014 for the residential dwelling units located on Brookfield property annexed north of Town. Construction plans are under review for the 254 residential planned development and the 8 lot residential subdivision. 3rd submission of construction plans was received on 2/4/15 and comments sent on 3/16/15. Record Plat comments sent to applicant on 3/26/15. Site plan for Route 611 road work was approved on 3/31/15. Fourth submission of construction plans was received on 4/21/15 and sent out for comments on 4/22/15. Grading and clearing has begun. Construction plans approved on 5/15/15. Amendment submitted on 5/20/15 and sent out for review. Third submission of record plat received on 5/6/15. Amendment approved on 9/11/15. Second amendment to the construction plans was submitted on 9/23/15 and is under review. Amendments to the plans have been approved. Record plat approved and recorded. Performance bond is being processed. **Performance bond submitted and zoning permits were issued on 12/18/15 for 16 townhouse units.**

Projects on Hold:

1. SunTrust Bank - On 2/7/12 a zoning permit was issued for the construction of a bank in the Gateway Shopping Center, a stand-alone building at this site. BAR approved the revised building design on March 18, 2014. Site plan is under review. Project has been pushed back to the fall. No resolve in sight. **Still hoping for a change in status.**
2. Tilly's Entertainment – Special Use Permit application submitted for outdoor recreation/entertainment complex. **Would require a new application, I am taking it off the list.**
3. ~~The Cottages @ 32nd Street (the Ball property) – Rezoning application received on October 28, 2014 to rezone 10 acres on the west side of 32nd Street from R-2 to PDH-5. The application is requesting 21 duplexes for a total of 42 single family attached dwellings. Concept plan was distributed for review on 11/3 and 11/5/2014. Applicant made a presentation at the January 8, 2015 Planning Commission meeting. Application appears to be on hold. **I do not expect to see action on this. Taking it off the list.**~~
4. McDonalds Restaurant – Certificate of Design approval was issued on August 19, 2014 for the construction of a new restaurant building at 121 N. Maple Avenue (the current site). McDonalds has also submitted special use applications for a restaurant over 4,000 square feet and for a drive through at the same location. Planning

Requests **2016 Year to Date**

Special Use Permits	
BAR – Certificates of Design	
BAR – Pre-application discussions	
Variances	
Annexations	
Rezoning	
Comprehensive Plan Amend.	
Boundary Line Adjustments	
Lot Consolidations	1
Site Plans	
Site Plan Amendments	
Minor Site Plans	
Site Plan Revisions	
Construction Plans	
Construction Plan Amendments	
Preliminary Subdivision Plats	
Minor Subdivision Plats	
Preliminary Subdivision Plat Revisions	
County Referrals	
Commission Permits	
Easement Plats	
Record Plats	
Grading Plans	

Complaints/Violations for the month of December, 2015

Lawn Complaints (Tall Grass)	0
Code Violation Warnings	3
Formal Notices of Violation issued	0
Illegal signs confiscated in the Town’s right of way	8
Unresolved violations	2
Resident Complaints (not tall grass)	

Departmental Initiatives.

Comprehensive Plan Update. Project management plan was approved by the Planning Commission on May 7, 2015. Town Council approved the selection of McBride Dale Clarion to provide planning services for the Comprehensive Plan Update. The Planning Commission will begin the process by holding two public meetings on Saturday, January 23, 2016 at 10:00 AM and 2:00 PM in the Carver Center located at 200 Willie Palmer Way, Purcellville, Virginia. The meetings

will be led by town staff and are expected to last approximately two hours each. Both meetings will cover the same topics with a focus on discussing the opportunities and constraints the Town may face over the next 20 years. **Because of the snow storm the public meetings were postponed until February 6, 2016.** For up to date information see www.planpurcellville.com .

The Economic Development Advisory Committee has completed a strategic tourism plan. The committee has initiated three action items to begin implementing the plan. The first initiative is preparing an events calendar for the Town, the second is the placement of a mural on the side wall of the Purcellville Restaurant on Main Street, and the third is utilizing the Gazebo on 21st Street as an information kiosk. Work continues on the three initiatives. In addition the committee has been reviewing, at Council's request, The RSR Gateway Annexation request, the Shop Local Program, and the Special Events Ordinance and other economic initiatives that the Town might consider.

The EDAC committee meets the first Tuesday of every month at 7PM in Town Hall and welcomes public input and participation.



STAFF REPORT
INFORMATION ITEM

Item # 12b

SUBJECT: Update on Strategic Initiatives

DATE OF MEETING: February 9, 2016

STAFF CONTACTS: Daniel C. Davis, Assistant Town Manager
Robert W. Lohr, Jr., Town Manager

SUMMARY and RECOMMENDATIONS:

The purpose of this item is to provide an update on actions taken on Council's Strategic Initiatives since the Strategic Planning Session in September. Additional updates may be provided verbally at the Council Meeting.

BACKGROUND:

The Council met in September 2015 to review its Vision, Mission, Core Values, Strategic Initiatives, and Action Items. Council also discussed providing regular updates throughout the year of actions taken to implement the Strategic Initiatives.

Since that time, numerous activities have commenced to move forward on Strategic Initiatives. Information is provided below, and more information can be provided at the meeting.

Foster Community and Economic Well-Being (Lehr and McCollum)

- *Initiate the review and update of the Purcellville Comprehensive Plan, inclusive of build-out analysis:* Comprehensive plan review is underway. Consultants have been chosen and the first public input meetings will have been held this coming Saturday [February 6, 2016, at 10:00am and 2:00pm], prior to the 2/9/16 TC meeting.
- *Develop a Land Use Plan for the unincorporated areas adjacent to Purcellville:* This will be worked on through the Comp Plan review.

- *Craft an Economic Development Plan for Purcellville that supports local businesses and entrepreneurs through a business retention and expansion plan and to develop and implement a tourism strategy for Purcellville:* Council Members Lehr and McCollum are planning to meet with EDAC to discuss the steps to make this happen.
- *Foster a partnership with Loudoun County and neighboring towns:* Both Council Member Lehr and McCollum have individually met with our new supervisor. We are planning a meeting to include the Chair and our Supervisor. Once that has occurred we will begin to meet with representatives from each of the incorporated towns.

Staff notes that other activities have supported this initiative, including: the Route 7 Eastbound Travel Alternatives letter; meeting with Western Loudoun towns to discuss possible partnerships in special events and marketing (ongoing initiative, just started); and ongoing staff relationships with Town managers.

Practice Good Governance (Jimmerson)

- *Have each Town department identify their top 3 needs:* Staff compiled a list of top priorities/needs and provided that to Council at the January 19th Pre-Budget work session. These needs will be further discussed during budget deliberations.
- *Create a debt management strategy for the Town:* Staff is working with MFSG and Davenport to develop scenarios and alternatives for the Town's debt and future balloon payments. This will be discussed at the Budget presentation on March 15th.
- *Explore alternative high-speed, high-capacity telecommunication/internet capabilities for Town residents and businesses:* Mayor Fraser and Council Member Jimmerson attended the Broadband Summit hosted by Loudoun County. Staff and Council will work together to explore options for using Town assets for possible broadband expansion (through use of cell towers or other infrastructure).

Strengthen Community Partnerships (Fraser)

- *Enhance the Town's website:* Council approved continuing with current website provider and updating site with latest system and functionalities. A brief timeline of activities is below:

- Design Kick-off and Initial Design Mock-ups: Provided to staff in late January; input and responses provided to CivicPlus on February 3rd. Ongoing design mock-ups.
- Final Design Due: February 26, 2016
- Website Complete: Expected April 14, 2016

An internal staff team is working with CivicPlus, and staff is obtaining ongoing feedback from the Website Steering Committee on design and structure of the site.

- *Continue sponsorship of community surveys:* A recent survey was conducted to understand the Purcellville “brand.” Fifty-five responses were received and results provided to Council and the EDAC.
- *Create a Purcellville Post via social media, Facebook, and Town newsletter:* Item on the February 9th agenda to discuss how to develop and distribute a Town newsletter. Facebook has been extremely successful in engaging the community, especially during the emergency weather event.

Fund the Future (McConville and Nave)

- *Explore new ways to put Town Utilities on a Path of Self Sufficiency* – During the past 6 months, the Town of Purcellville has sold \$9,226 dollars in water that will be put towards our Water Fund and Debt Service. Town Council, working with Town Staff and the Virginia Outdoors Foundation, have also obtained approval to timber portions of our Watershed property. The timbering will happen over the next few years and are anticipating starting this spring which will allow us to put approximately \$150,000 towards the Water Fund and Debt Service. While this is a start, we continue to look at other alternatives for obtaining revenues from these valuable resources.
- *Increase Non-Tax Revenue as a percent of Town Revenue* – Town Council is currently in the process of rezoning and subdividing a piece of property known as Mary’s House of Hope and intends to sell the home property for approximately \$300,000. The funds are expected to be applied to the General Fund.
- *Maintain and Enhance Credit Rating* – Town Council will discuss with the financial advisors during the upcoming budget season to find ways to put the Town on a path to maintain and enhance our current credit rating.
- *Explore Capital Facilities for Police Department* – Town Council continues to look at available leasing options and possible build options for the Police Department.

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STAFF REPORT
DISCUSSION ITEM

Item #12c

SUBJECT: Plowing Private Streets

DATE OF MEETING: February 9, 2016

STAFF CONTACT: Alex Vanegas, Director, Public Works

SUMMARY and RECOMMENDATIONS:

Over the past few years, several of the Home Owners Associations with private streets have requested that the Town consider taking over the plowing operations of their respective development or handling the snow plowing contracts as a third party between the HOA and snow plowing contractors. Town Council directed staff to place this item on the agenda for discussion.

BACKGROUND:

Over the years many residential developers have chosen to install private road systems as a means to reduce cost so that they may maximize their profit margins while allowing some of the financial benefits to be conveyed to the individuals purchasing homes within the respective development for a price less than the cost if public roads were installed within that community. As a result, the burden of maintaining the private roads fall on the residents within the development and is administered by an HOA or a private management company

One of the many challenges for HOAs that must maintaining their roads is preparing and handling a snow event. The process of securing a contractor that is capable of handling a major snow event as well as dealing with the contractor during a snow event and any complaints associated with underperformance or slow responses consumes a lot of the management company's time.

Fortunately most of the developments within our community have roads built to VDOT standards and as a result are considered public roads that the Town can obtain VDOT operations funding to maintain.

In reviewing the industry standards and the practice of neighboring jurisdictions, staff could not find any examples of a local government or State entity that plowed private roads. The only exemption was within our own town. The reason that local governments do not engage in the plowing of snow on private roads is that it does not make good business sense or practice in either the public or private sector to maintain equipment or property that does not belong to an organization.

ISSUES:

Currently, maintaining our roads in most significant snow events requires the Town's Street & Utility Maintenance Department to pull staff from other departments just to maintain the level of service that is expected by the community. In major snow events, staff must employ several contractors to help keep the roads open for emergency vehicles. Unfortunately, staff remains working and cleanup several days after the vent. Administration staff spends significant time pushing out press releases, handling complaints and other emergencies, tracking expenses and calls associated with the storm but most importantly making sure staff has the food and resources to minimize the downtime off the road. As a result, there is not enough capital resources available to handle plowing private roads or even to administer contracts with plowing companies during a snow event. Most HOA's do have the resources available through the management company that administers their plowing efforts.

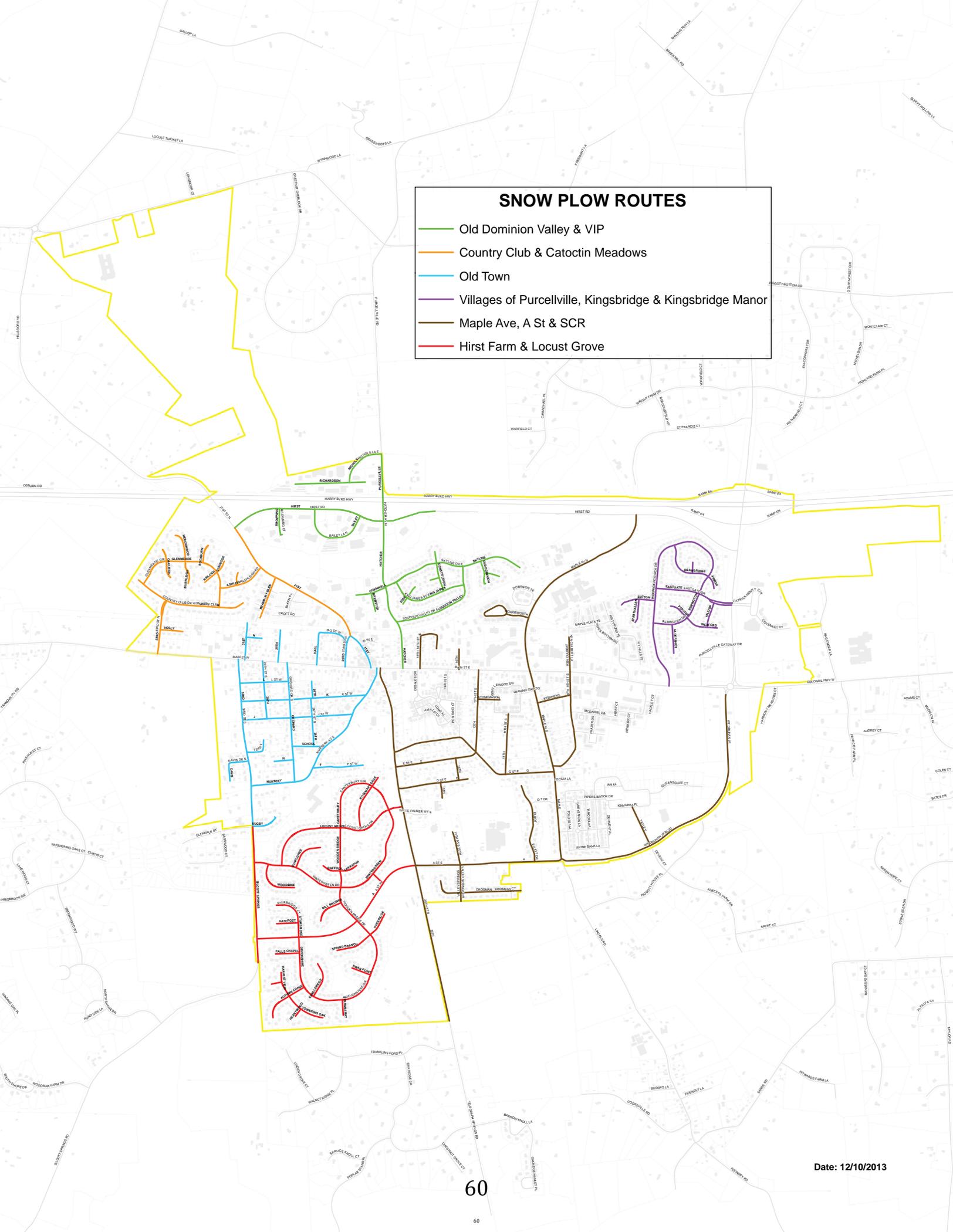
Additional issues for consideration if the Town were to act as a third party in managing the contracts between HOAs and plowing companies. Does every HOA have the same criteria for mobilizing plowing contracts? If not, how does Town administer the bidding process for several HOAs? If there is a payment dispute between HOA and the contractor, how does the Town handle the dispute? Will the Town become liable for any damages caused by one of the other parties? If an HOA pays a management company to handle these contracts, what portion of the funds would go to Town to capture the cost of service that the Town? Will this trigger requests for the Town to manage other HOA responsibilities?

ATTACHMENT:

1. Snow Plowing Route Map
2. Sidewalk Cleaning Map

SNOW PLOW ROUTES

- Old Dominion Valley & VIP
- Country Club & Catoctin Meadows
- Old Town
- Villages of Purcellville, Kingsbridge & Kingsbridge Manor
- Maple Ave, A St & SCR
- Hirst Farm & Locust Grove



Sidewalk Areas (shown in red) to be cleared by Town Staff

Main Street:

In front of tear drop (also check that flag light is clear of snow/ice)

Adjacent to Hatcher Avenue Parking Lot

In front of Miller Parking Lot

Skyline Drive:

In front of E. Skyline Drive Pump Station

20th Street:

Along Fireman's Field

301 S. 20th Street

Town Hall to J Street

20th to Orchard Brook (new sidewalk)

23rd Street:

Adjacent to Town Parking Lot

21st Street:

Town Parking Lot Sidewalks adjacent to Train Station

Train Station:

Rear of Building by bathrooms

N. Maple Ave:

Asphalt Trail in front of Elevated Tank Property

Hirst Road:

Asphalt Trail Section (former W&OD Trail)

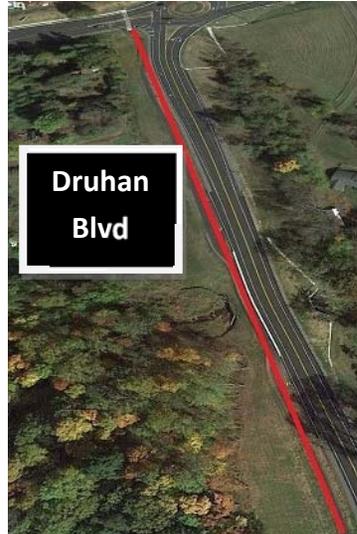
From Route 287 to current W&OD Trail

Elliot Dr:

In front of Pump Station

Druhan Blvd:

In front of Brown Property



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Hays, Diana

From: Lohr, Rob
Sent: Thursday, January 14, 2016 9:22 AM
To: Fraser, Kwasi
Cc: Vanegas, Alex; McAlister, Cynthia; Davis, Daniel; Doug McCollum - Personal; Hankins, Sally; Jimmerson, Karen; John Nave - Personal; Kwasi Fraser - Personal 2; Lehr, Joan; McCann, Hooper; McCollum, Doug; McConville, Patrick; Nave, John; Patrick McConville - Personal; Hays, Diana
Subject: RE: Traffic Feedback: Light at 20th Street and Main and G Street Speeding

I will have staff place it on the February agenda because of the current heavy load for this month. Thanks, Rob

-----Original Message-----

From: Fraser, Kwasi
Sent: Wednesday, January 13, 2016 9:29 PM
To: Lohr, Rob <rlohr@purcellvilleva.gov>
Cc: Vanegas, Alex <avanegas@purcellvilleva.gov>; McAlister, Cynthia <cmcalister@purcellvilleva.gov>; Ben Packard - Personal <packard_hirstfarm@yahoo.com>; Davis, Daniel <dcDavis@purcellvilleva.gov>; Doug McCollum - Personal <Doug.mccollum@yahoo.com>; Hankins, Sally <shankins@purcellvilleva.gov>; Jimmerson, Karen <kjimmerson@purcellvilleva.gov>; John Nave - Personal <johnnave9900@msn.com>; Kwasi Fraser - Personal 2 <kfwimax@gmail.com>; Lehr, Joan <jlehr@purcellvilleva.gov>; McCann, Hooper <hmccann@purcellvilleva.gov>; McCollum, Doug <dmccollum@purcellvilleva.gov>; McConville, Patrick <pmconville@purcellvilleva.gov>; Nave, John <jnave@purcellvilleva.gov>; Packard, Ben <bpackard@purcellvilleva.gov>; Patrick McConville - Personal <patrick.f.mcconville@gmail.com>
Subject: RE: Traffic Feedback: Light at 20th Street and Main and G Street Speeding

Hi Rob;

Thanks for the feedback on this. Relative to the tear drop, I will be placing this on the agenda for discussion. As I look more at this and experience it daily it's basically a "non functional Traffic Circle." I just received another concern on this today.

Thanks,
 Kwasi Fraser
 Mayor
 Town of Purcellville
 (571) 970-7205
 221 South Nursery Avenue
 Purcellville, Virginia 20132

- Placing Citizens First -

From: Lohr, Rob
Sent: Monday, January 04, 2016 10:01 AM
To: Fraser, Kwasi
Cc: Vanegas, Alex; McAlister, Cynthia; Ben Packard - Personal; Davis, Daniel; Doug McCollum - Personal; Hankins, Sally; Jimmerson, Karen; John Nave - Personal; Kwasi Fraser - Personal 2; Lehr, Joan; McCann, Hooper; McCollum, Doug; McConville, Patrick; Nave, John; Packard, Ben; Patrick McConville - Personal; Lohr, Rob
Subject: RE: Traffic Feedback: Light at 20th Street and Main and G Street Speeding

Mayor,

Here are my recollections and hope it helps. The Town has looked at this issue on several occasions without doing a formal study but we did meet with traffic engineers, planners and other groups to discuss this issue when we did the following:

- 1) Completed the Downtown Master Plan
- 2) Reviewed making 21st Street one-way
- 3) Installed the light at both Hatcher and 23rd
- 4) Met with VDOT to see how we could improve traffic flow in our Downtown

Since Main Street is a VDOT road, we were limited in what we could do since they control the road. With the exception of a traffic circle which would take property, there were few if any suggestions over the years from Traffic professionals. This is based on the following challenges:

- 1) Desire not to disturb or eliminate the Teardrop/Memorial
- 2) Sign/Spacing Distance issues from traffic lights and light structures
- 3) Desire to not take any commercial property from the Downtown Area
- 4) No effective design that exist in traffic planning guides to deal with this type of narrow outlet with multiple entrances within 100 yards

Instead of trying to create a questionable solution that would not meet any current standard for traffic engineering and would have to be approved and funded by VDOT, the Town took the following steps which has improved the flow, breaks in heavy traffic and also addressed other issues which has improved the traffic at this intersection. It is far better than it was years ago when I first came to work for the Town because of these changes:

- 1) Built the SCR which allows people in the southern sections of Town to get to 287 without having to fight back into Town. This provided significant options that didn't exist before.
- 2) Made 21st Street one-way to eliminate additional traffic trying to get out onto Main in this ground zero area.
- 3) Put in lights at both the 23rd and Hatcher Area to provide breaks and redirect traffic away from the tear drop area.
- 4) Encouraged friendly driving where people let each other out or in and stop for pedestrian traffic. For example this morning, I slowed down to let two cars turn left off Main onto Nursery with resumed flow on Main. Over the years since I moved here, I'm seeing so many more people letting people out and helping people merge.
- 5) Many people who live, shop and work here, have learned how to avoid these congestion points. This puts more pressure on our residential neighborhoods but we have few if any accidents as a result.

TC may want to hire someone formally study this but after decades of discussions and reviews by traffic engineers and planners, the only solution will be to eliminate the Teardrop which will remove our Memorial and Centennial oak tree and forever change that neat area of Town. People are still complaining that we took down the old blinking lights in order to put in the traffic lights! Hope this gives you a good summary. I will be glad to sit down with Alex and TC to discuss further.

As far as G Street, this road has always been a major cut thru since it is one of the few linkages that we have that runs East and West for a lengthy period. It links Maple to 20th Street and the traffic was much greater before the SCR. It still gets heavy usage when people try to dive off Main. I will work with the Chief to have PD step up enforcement and ask PW's to put out a speed trailer. I suspect what you see as in other areas is that it is a very narrow road that I seldom drive more than 20 MPH on it and I use it frequently. If someone is going 25, it looks like a drag race when they are actually going the speed limit. The good news is the traffic trailer will catch this data and coupled with enforcement, it is hopeful that we can address these issues or perceptions. Thanks, Rob

-----Original Message-----

From: Fraser, Kwasi

Sent: Saturday, January 02, 2016 4:37 PM

To: Lohr, Rob <rlahr@purcellvilleva.gov>

Cc: Vanegas, Alex <avanegas@purcellvilleva.gov>; Davis, Daniel <dcdavis@purcellvilleva.gov>

Subject: Traffic Feedback: Light at 20th Street and Main and G Street Speeding

Hi Rob;

- 1) Have we ever had a study for a light at 20th Street and Main by the Tear Drop? This came up at the first stage side chat and I have heard the request from a few more citizens.
- 2) Few citizens on G Street are concern with the speeding and seeming lack of enforcement on G Street

Thanks,
Kwasi Fraser
Mayor
Town of Purcellville
(571) 970-7205
221 South Nursery Avenue
Purcellville, Virginia 20132

- Placing Citizens First -

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STAFF REPORT
CLOSED MEETING

Item #15

SUBJECT: Closed Meeting

DATE OF MEETING: February 9, 2016

STAFF CONTACTS: Diana Hays, Town Clerk/Project Manager

SUMMARY and RECOMMENDATIONS:

Attached are the motions and resolution pertaining to the closed meeting.

ATTACHMENT(S):

1. Closed Meeting Motions
2. Resolution 16-02-02 Certifying the Closed Meeting

MOTION TO RECESS THE REGULAR MEETING AND CONVENE A CLOSED MEETING

“As authorized under Section 2.2-3711(A)(1) of the Code of Virginia, I move that the Purcellville Town Council convene in a closed meeting to discuss and consider prospective candidates for appointment to the Purcellville Town Council. The presence of the following individuals will reasonably aid the public body in its consideration of these appointments, and they are therefore requested to attend the closed meeting:

- 1) All Town Council members”

MOTION BY TOWN COUNCIL TO ADJOURN THE CLOSED MEETING AND RECONVENE THE OPEN MEETING

“I move that the Town Council reconvene in an open meeting and that the minutes reflect no formal action was taken in the closed meeting.”

MOTION THAT THE RESOLUTION CERTIFYING THE CLOSED MEETING BE ADOPTED AND REFLECTED IN THE MINUTES OF THE PUBLIC MEETING

“I move that the Purcellville Town Council adopt Resolution 16-02-02 certifying the closed meeting of February 9, 2016.”

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