



ECRWSS  
Residential Customer

PRSR STD  
US Postage Paid  
Permit No. 50  
Purcellville, VA 20132

# Purcellville

## Citizen Update

FALL 2009

VOL. 4, NO. 1

TOWN OF PURCELLVILLE, VIRGINIA

### Town of Purcellville Presented with Excellence in Financial Reporting Award Fiscal Year Ends with a Surplus

Steven Soloman presented the Town with the Government Finance Officers Association of the United States and Canada (GFOA) Certificate of Achievement for Excellence in Financial Reporting during the July 14, 2009 Town Council meeting. Mr. Soloman is the State Representative and Past President of the Virginia Government Finance Officers Association. A picture and brief news release can be viewed at [www.vgfoa.org](http://www.vgfoa.org).

Mr. Solomon explained that this award was created in 1945 to recognize exceptional performance in financial reporting. Of the 35,932 municipalities eligible for the award, only 1,782 or 4.9 percent received this award. Of the 32,070 localities with populations between 1,000 and 9,999 including the Town of Purcellville, only 282 or .88 percent received this award.

Elizabeth Krens, Director of the Finance Department said "I would like to take this opportunity to recognize and thank the members of the Finance Department for their exceptional work on the Town's Comprehensive Annual Financial Report (CAFR) for year ending June 30, 2008."

"The Council is pleased to congratulate our Finance team for a job well done," said Mayor

Bob Lazaro. "We are delighted to have another award winning department as part of our team."

The CAFR can be viewed on the Town's website [www.purcellvilleva.gov](http://www.purcellvilleva.gov) under Government > Town Documents > Financial Reports.

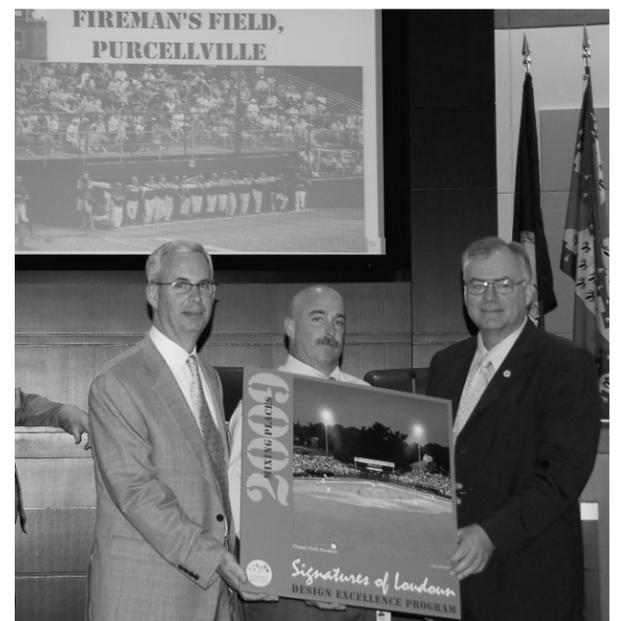
In related news, the Town ended the previous fiscal year, FY08-09, with a surplus. Final numbers will be available in the fall. ■



*Connie LeMarr Assistant Finance Director, Elizabeth Krens, and Steven Soloman.*

### Design Cabinet Presents Award for Fireman's Field

Alan Hanson and Al Gooden of the Design Cabinet presented the fifth annual Signatures of Loudoun Design Excellence Program Awards in July. Fireman's Field received an award in the Mixing Places category. The Signatures of Loudoun Awards program encourages and recognizes high quality design projects throughout the county. Chairman York presented the Fireman's Field award to Mayor Lazaro. ■



*Mayor Lazaro, Purcellville Fire Chief, Bob Dryden, and Loudoun Board Chairman, Scott York.*

On Saturday, August 29, 2009, members of Town Council, the Police Department, Eagles Club and Grace Annex Church sponsored a community picnic at Main Street Commons in Purcellville. The Eagles Club gave out over 50 school backpacks and Grace Annex Church gave out school supplies to students. Food was provided by all three groups with members of the Eagles Club handling all the cooking duties. Events included a cake walk, egg toss and barrel train rides.



### Purcellville Police to Receive International Award

The Purcellville Police Department along with 24 other Award Finalists will receive awards at the 2009 Webber Seavey Breakfast at the International Association of Chiefs of Police (IACP) annual conference, on October 5, 2009, in Denver, Colorado. Jointly sponsored by IACP and Motorola, the Award is presented annually to agencies and departments worldwide in recognition for promoting a standard of excellence that exemplifies law enforcement's contribution and dedication to the quality of life in local communities. This program helps law enforcement agencies worldwide and the communities they serve by redefining the concept of law enforcement and how it is routinely performed.

The award is named for Webber S. Seavey, the IACP's first president. The program annually honors achievements in one or more of the following categories: Continually improving services to the community; Strengthening police relations and promoting community participation; Effectively using resources; Enhancing communications within and cooperation among agencies; and Developing creative and innovative approaches that promote excellence in law enforcement.

"For the Town to be recognized at the international level is quite an accomplishment and a testament to the professionalism of the men and women of the Purcellville Police Department," said Chief Darryl Smith. ■

### Mayor & Town Council

Mayor Robert W. Lazaro, Jr.  
Vice-Mayor Stephen Varnecky  
Thomas A. Priscilla, Jr.  
Christopher J. Walker, III  
Gregory W. Wagner  
James O. Wiley  
Joan Lehr

#### TOWN OF PURCELLVILLE

130 East Main Street, Purcellville, VA 20132  
[www.purcellvilleva.gov](http://www.purcellvilleva.gov)

## Message from Mayor Bob Lazaro



Dear Neighbors,

It is hard to believe the fall season is upon us. School is open so please drive carefully and watch out for our students and pedestrians.

The summer months were busy in Town. I am pleased to note we once again ended our fiscal year (June 30) with a surplus. The Council has been able to adopt a tax rate over the past three years that has either held the line or cut taxes for the average homeowner. Also, we are very proud that our Town Financial Report won a national award. Less than 1 percent of the municipalities of our size in the entire country have ever achieved this distinction.

Fireman's Field was the home of the Babe Ruth SE Regional Tournament that saw baseball players from as far away as Alabama play some great ball. The Loudoun team while not winning the tournament left the tournament with a 3 and 2 record. We are thankful to all that helped make the Tournament a successful event. And, speaking of Fireman's Field, planning is well underway to renovate the skating rink to get it ready prior to our hosting the national 14U Babe Ruth World Series next August.

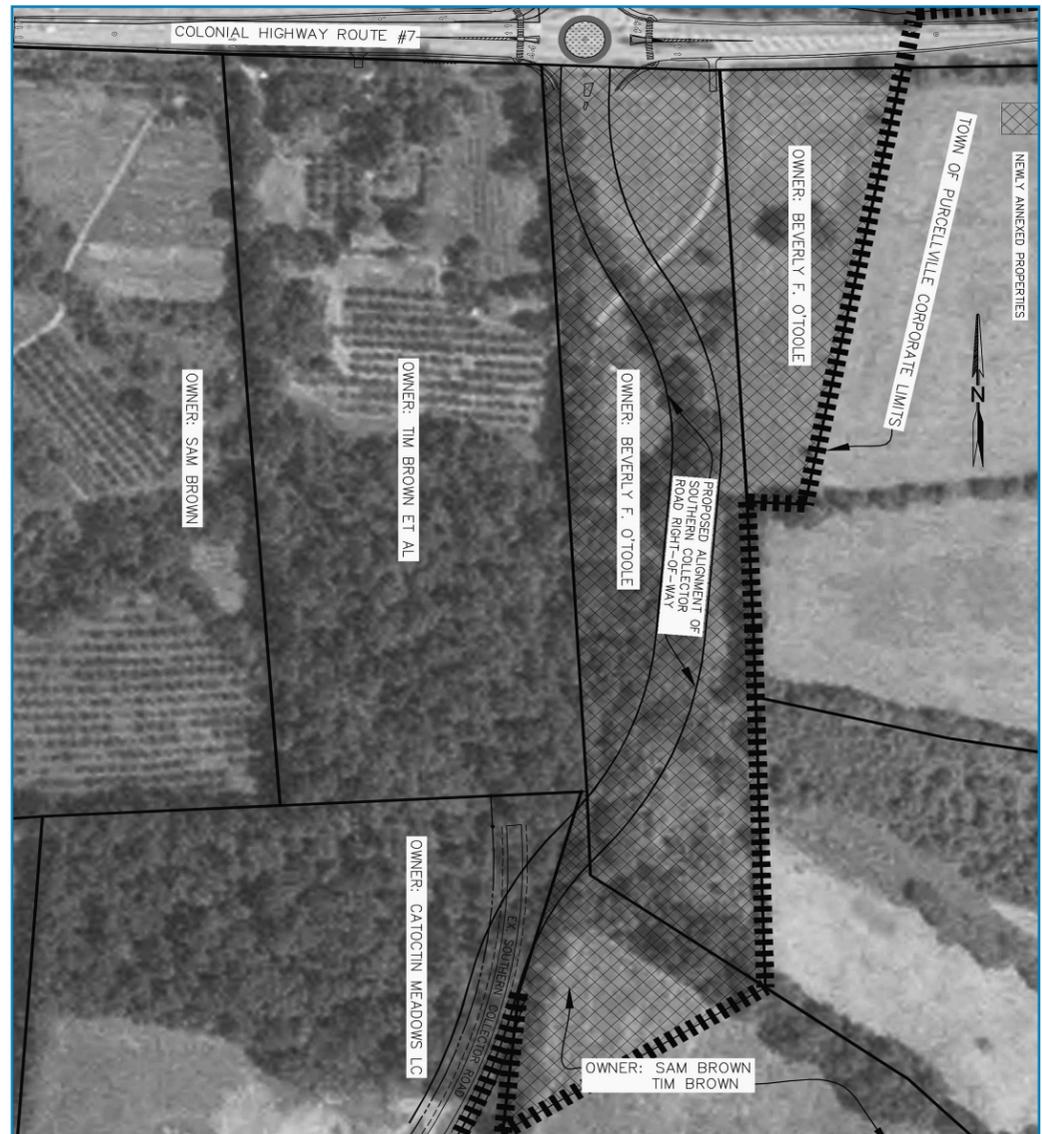
Finally, I am pleased to note that Purcellville was the feature article in the Virginia Municipal League magazine (a statewide publication). The article has been reprinted and enclosed in this newsletter. It gives you a great flavor of all that the Town is working on to keep Purcellville a great place to live and raise a family.

I look forward to seeing you around Town.

Sincerely,

Robert W. Lazaro, Jr.  
Mayor  
Town of Purcellville  
130 East Main Street  
Purcellville, VA 20132  
[blazaro@purcellvilleva.gov](mailto:blazaro@purcellvilleva.gov)  
(H) (540) 338-0366 ■

## Long-Planned Road Closer to Completion



"We consider the new artery [Southern Collector] an improvement to traffic flow that will provide a safer, more expeditious route for student travel to and from schools."

Jeffrey K. Platenberg,  
Assistant Superintendent, Loudoun County Public Schools

The Town Council at its August 11, 2009 meeting approved the annexation of properties south of Route 7 Business (Main Street), which contain the proposed right-of-way for the Southern Collector Road (see map). The Purcellville Volunteer Fire Department, the Purcellville Business and Professional Association and Loudoun County Public School system all submitted letters in support of the completion of the road. The Council's action, consistent with the Town's annexation agreement with the County, means those annexed properties will come within Town borders on January 1, 2010. The O'Toole's requested annexation.

To meet the increased flow of traffic in and around the Town of Purcellville, the construction of the Purcellville Southern Collector has long been planned. The Southern Collector Road was contained in the Town's first Comprehensive Plan, which was adopted on June 20, 1978. It has remained in Town planning documents ever since. It was included in the County's 1991

General Plan, the 1995 PUGAMP, and in the 1995 Countywide Transportation Plan. It remains in the current County Comprehensive Plan.

The Town's approval of the Village Case development in 2000 and the Hirst Farm development in 2001 required the developers to build portions of the roadway. Those sections of the road were completed by the developers. The Town anticipates awarding a contract for engineering the balance of the road this October.

The remaining ¼ mile segment of the roadway is all that remains for the roadway first adopted more than 31 years ago to be completed. The funds for the construction of the Southern Collector Road will come from Loudoun County and the Town of Purcellville and may include some level from private sources.

More information can be found at  
[www.southerncollectorroad.com](http://www.southerncollectorroad.com) ■

## Loudoun County Adult Day Centers for Older Adults with Physical Limitations or Memory Loss

The Loudoun County Adult Day Centers are state licensed day service programs administered by the Loudoun County Area Agency on Aging. The centers serve older adults with memory loss or physical limitations who cannot stay home alone safely during the day and need a supportive environment. The programs provide caregivers with respite from caregiving responsibilities, knowing their loved one is in a safe, caring environment enjoying activities, support and social interaction with others.

Trained staff provide therapeutic activities including art and music therapy to help participants maintain or improve their abilities and build self-esteem. Lunch, snacks and assistance with personal care and activities of daily living is provided.

Centers are located in Leesburg and Purcellville. Hours are 7:30 a.m. to 5:30 p.m. Monday through Friday. Fees are based on a sliding scale determined by participant's income if single or couple's income if married. Transportation is offered to some areas in the County.

For more information about the Loudoun County Adult Day Centers, please call (703) 771-5334 in Leesburg or (571) 258-3402 in Purcellville. ■

# Green News Green News Green News

## Town Receives Grant Funds to Conduct Tree Care Workshops and a Tree Inventory

The Virginia Department of Forestry and the U.S. Forest Service have awarded \$6,205.00 to the Town for three Community Tree Care Workshops and the creation of a Prototype Tree Inventory and risk assessment/condition analysis. These programs will be administered and developed by the Town's Tree and Beautification Committee with Town staff assistance.

The community's tree canopy is located across three broad swaths of ownership and responsibility including public spaces, common lands located within private residential communities and private residential lots. The Community Tree Care Workshops will target each of these segments of our community with specific workshops tailored for each group. The first workshop will be for employees of the Town who have or will have duties and responsibilities that interact with the care, upkeep and maintenance of trees located on public land. The second workshop will host board members from the various Homeowners Associations within the Town to present tree care information for use on the properties that these organizations manage. The final workshop will be for all Town residents and designed to help property owners care for and maintain the trees on their properties.

Some of the activities planned for the workshops include:

- An "Air Spade" demonstration that will show participants the nature, size and extent of a mature tree's root system.
- Professional arborists will present tree pruning demonstrations to detail how and when to prune a tree in a beneficial manner.
- Information will be provided concerning how to hire tree care professionals, best practices for tree maintenance and differences in care for young and mature trees.
- The Tree and Beautification Committee also hopes to partner with local nurseries to distribute tree seedlings carefully selected by the Committee and industry professionals to compliment and enhance the Town's Urban Tree Canopy Plan.

The second component of the Department of Forestry grant is a Prototype Tree Inventory to be conducted on Town-owned property including Fireman's Field. The 2025 Comprehensive Plan and the Town's Tree Ordinance call for the development of a Master Tree Plan for public properties. The Tree Inventory will be completed by a professional arborist and will also include an assessment of the condition of the trees inventoried. This data will be mapped using GIS software that will plot the location and condition of each tree. The data collected through the inventory will then be made available to the Town's maintenance staff on their laptops to

facilitate tree maintenance and upkeep.

The Tree Care Workshops are planned to start this fall with the final workshop for residents scheduled for the spring of 2010. The Prototype Tree Inventory will be completed in the spring of 2010 with the GIS data available by the end of June. ■



*A tree's extensive root system is shallow and can be easily damaged by inappropriate excavation.*



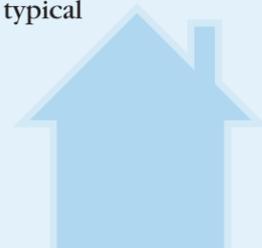
### Painting Purcellville Green

The Purcellville Committee on the Environment is sponsoring a "Paint the Town Green" event to celebrate the environment through the arts and to educate the community regarding green activities and businesses in and around the Town. The event will take place on Saturday, October 17 from 10 a.m. - 2 p.m. at the Town Hall, 130 E. Main Street, Purcellville. Activities will include a green visual art exhibit by local artists in the Town Council Chambers, green-themed music from local bands and performers, and educational booths from local non-profit organizations and businesses with green products or services. For additional information, please contact Martha Mason Semmes at the Town Hall at (540) 338-2304 or email her at [mmsemmes@purcellvilleva.gov](mailto:mmsemmes@purcellvilleva.gov). ■

### Green Tips

Select the most energy-efficient models when you replace your old appliances. Look for the Energy Star Label - your assurance that the product saves. Buy the product that is sized to your typical needs - not the biggest one available. Front loading washing machines will usually cut hot water use by 60 to 70 percent compared to typical machines.

For more Green Tips, visit the Go Green Virginia web site at [www.gogreenva.org/?/resources/green\\_tips](http://www.gogreenva.org/?/resources/green_tips)



## Purcellville Selected as First Project to Conduct Pilot LED Lighting Investigation

The Town of Purcellville and Dominion Virginia Power have partnered to investigate the use of Light-Emitting Diode (LED) technology for street lighting. The LED Lighting Pilot Project is slated to run through July 2011. LED lights have significant potential advantages over existing lighting technologies such as high pressure sodium, metal halide and high intensity discharge (HID) mercury vapor lights. Some of the advantages of LED lighting include:

- Significantly reduced use of electricity.
- A much longer anticipated life and maintenance cycle.
- Dark Skies compliance and reduction of unnecessary back lighting.
- Smart technology to dim the lights in the early morning to further save energy.
- Non-hazardous material. Existing lighting technologies contain mercury, a hazardous material, that creates environmental and disposal concerns.
- Better quality of roadway and sidewalk illumination providing better visual acuity for both motorists and pedestrians at night.

LED Street Lighting Test Programs conducted in Oakland, California and Ann Arbor, Michigan have yielded very promising results. According to USA Today, at least 30 cities nationwide have requested over \$104 million in federal stimulus funds to add LED street lighting this year. Similar programs are underway or soon to be installed in Anchorage, AK, Milwaukee, WI and San Jose, CA.

Under Purcellville's Pilot Project, 10 LED street lights were installed by Dominion Virginia Power along South 20th Street from the intersection with Main Street to just north of East G Street. The Purcellville Project was the first to be installed of nine additional pilot projects to be conducted by other localities in conjunction with Dominion Virginia Power around the Commonwealth. A lighting plan was created by Dominion to record the existing lighting levels at the project site for later comparison after the installation of the LED luminaires. The follow-up investigation revealed that the LED lights provided essentially the same level of illumination as the mercury vapor lights that were replaced, with a discernable improvement in light uniformity on the roadway and sidewalks. Additionally, undesirable "spill lighting" was substantially

reduced due to the sharp cut-off characteristics of the LED lights. ■

*A comparison of the existing mercury vapor lights on Main Street with the new LED street light on South 20th Street. The older technology - background lights on far right and left - creates significantly higher levels of light pollution through uplighting and spill lighting. The lighting uniformity level and overall visual acuity are enhanced in the LED area - foreground.*



## Congressman Wolf Secures \$500,000 for Purcellville Road Improvement

The U.S. House of Representatives in July passed a transportation appropriation bill which includes \$500,000 to the Town of Purcellville for our Main and Maple intersection improvement project. The Town made the formal request through our Congressman, Frank Wolf, who sponsored the request on behalf of the Town. The Town is deeply grateful to Congressman Wolf for his support of our community to assist us in addressing this critical transportation improvement. The matter is now before the Senate for approval. ■



*Congressman Wolf joined Mayor Lazaro and Town officials in June to tour the Basbam Simms Wastewater Facility (BSWF) in Purcellville.*

## Wastewater Project – State-of-the-Art Upgrades Nearing Completion

In 2005, the State of Virginia developed new regulations mandating that municipal wastewater treatment plants reduce nitrogen and phosphorous in effluent discharged to the Chesapeake Bay and its tributaries. Upgrades to the BSWF are underway to provide the additional treatment needed and also increase the capacity of the facility from 1 million gallons per day (1 mgd) to 1.5 mgd. In response to these new regulatory requirements for the removal of nutrients, the facility will be upgraded to achieve state-of-the-art nutrient removal. The facility will cut the concentration of nitrogen by 50 percent and reduce the phosphorous concentration approximately 80 percent. Completion of the project is scheduled for October 2010. ■

## Residential Special Refuse Collections

Special collection items that are too large or heavy to be handled in normal pick up will be removed on an on-call basis only. There is NO charge for the special collection for Town residents. To schedule a special collection, residents should contact American Disposal Services directly at 1-866-884-8700 (toll free) at least 48 hours in advance of each Wednesday, the Town's regular refuse collection day.

Items such as refrigerators and air conditioning units require extraction of all coolant by a licensed professional prior to pick up. The County of Loudoun Landfill also accepts refrigerators and air conditioner units and extracts the coolant for a low fee. Call the County Landfill at (703) 771-5500 for further information. ■



## Purcellville to Offer Rain Barrel Rebates for Town Residents

The Town of Purcellville will offer rain barrel rebates to encourage utilization of non-potable water for lawns, plants, and washing cars and outdoor equipment as part of our water conservation

program. The total amount of water saved to date by the Town's residents as part of the water conservation program is approximately 750,000 gallons. The use of rain barrels will save significant amounts of our water resources.

The rebate amount is \$25 per barrel for Town residents only. Rebates will be offered towards the purchase of rain barrels made after August 13, 2009. Due to the limited supply and availability, the rebate is limited to one barrel per property and is contingent on the availability of funds in the Water Conservation Program. The rebate program is a continuation of the Town's Water Conservation Program and Going Green Initiative and follows the successful rain barrel workshop sponsored jointly by the Town and the Loudoun Soil and Water Conservation District. The next rain barrel workshop is scheduled for Tuesday, September 22, 2009 from 6:30 p.m. - 7:30 p.m. in the east parking lot at the Purcellville Town Hall at 130 E. Main Street. Residents may park in the west parking lot. The workshop is for Town residents only.

The Water Conservation Plan and Rebate Program Application are available online at [www.purcellvilleva.gov](http://www.purcellvilleva.gov) or telephone (540) 338-5024. Rain barrels may be purchased from the Loudoun Soil and Water Conservation District located at 30 Catoctin Circle, SE, Suite H, Leesburg, VA 20175. For more information, visit their website at: [www.loudounsoilandwater.org](http://www.loudounsoilandwater.org) ■

# Upcoming Events

**Emancipation Day**  
**Saturday, September 19, 2009**  
**10 a.m. – 4 p.m., Carver Center**

**Rock the Field!**  
**Sunday, September 20, 2009**  
**1 p.m. - 5 p.m., Fireman's Field**

The Purcellville Recreation Advisory Board is pleased to present a second "Rock the Field!" music festival at Fireman's Field. The event consists of several teen bands that play rock, pop, soul and blues. Some of the bands have played at Six Flags Amusement Park, Loudoun Youthfest and the Rock and Roll Hall of Fame in Cleveland, OH. There will also be a moonbounce, climbing wall and other amusements. The event is free; food and refreshments will be available for purchase. Bring a blanket and chairs to enjoy the music. In the case of heavy rain, the event will be canceled.

This event will be held at the gazebo, located behind centerfield at Fireman's Field. Park along South 20th Street or in the east parking lot at Fireman's Field for easy access. Handicap parking will be available off of 20th Street.

**Community Shred Event**  
**Saturday, September 26, 2009,**  
**9 a.m. – Noon, Town Hall**

This FREE event, sponsored by Proshred and the Loudoun County Sheriff's Office, will allow residents (no businesses please) to recycle old paper documents and confidential files safely and securely. Residents may bring up to three bankers boxes. The Loudoun County Sheriff's Office along

with the Purcellville Police Department will be available to answer questions about identity theft, fraud prevention and personal safety. For more information, contact the Town Clerk, Jennifer Helbert, at [jhelbert@purcellvilleva.gov](mailto:jhelbert@purcellvilleva.gov) or (540) 751-2333.

**Town-wide Tag Sale**  
**Saturday, October 10,**  
**8 a.m. – 3 p.m. and**  
**Sunday, October 11, 2009,**  
**10 a.m. – 3 p.m.**

Please register quickly to get onto the map! You can register at [www.townwidetagsale.com](http://www.townwidetagsale.com)

**Painting Purcellville Green**  
**Saturday, October 17, 2009**  
**10 a.m. – 2 p.m., Town Hall**  
**130 E. Main Street**

Please refer to [www.purcellvilleva.com/CurrentEvents.aspx?EID=1161](http://www.purcellvilleva.com/CurrentEvents.aspx?EID=1161)

**Loudoun Valley High School**  
**Homecoming**  
**Weekend of October 17, 2009**

For upcoming details, please refer to <http://cmsweb1.loudoun.k12.va.us/lvhs>

**Seizing Your Share of Business with**  
**Internet Savvy...Discover how Web 2.0**  
**can help your business GROW!**

**Thursday, October 29, 2009**  
**7 p.m. – 9 p.m., Carver Center**  
The Town of Purcellville and Virginia Farm Bureau Insurance are partnering to sponsor the

second of the **Business Bridge to Success** series of presentations. Ronan Keane, Marketing Consultant with [ReachLocal.com](http://ReachLocal.com) and co-author of the newly released e-book ... *Startup Success*, will deliver timely and critical information and practical advice on ways to leverage the massive migration of people to the Web. Topics include: How the new Web can impact your small business; Positioning your business on page one of Google, Yahoo and Bing ... be first; and Reputation Management & Monitoring Feedback. Registered attendees will receive a free copy of Ronan's new book. Event is free and open to the public. To register, email or call Cheryl Herman at [cherman@purcellvilleva.gov](mailto:cherman@purcellvilleva.gov) or (540) 751-2300.

**5th Annual Turkey Trot 5k and Fun Run**  
**Sunday, November 8, 2009, 8 a.m.**

The annual Turkey Trot 5k and Fun Run has a new route through historic Purcellville neighborhoods and Main Street as well as a new location at the Loudoun Valley Community Center. Please refer to [pilleturkeytrot@hotmail.com](mailto:pilleturkeytrot@hotmail.com) for more details and to register.

**Christmas to Remember**  
**Weekend of December 11, 2009**

The weekend begins with the Christmas Light Trolley Tour on December 11 and 13 at 5:30 p.m. On December 12, the day will begin with the ever popular Breakfast with Santa. Please register for the parade by emailing Cheryl Herman at [cherman@purcellvilleva.gov](mailto:cherman@purcellvilleva.gov). All information on these events will be available at the Town's website, [www.purcellvilleva.gov](http://www.purcellvilleva.gov).