

Purcellville

Citizen Update

FALL 2007 VOL. 2, NO. 1 TOWN OF PURCELLVILLE, VIRGINIA

Town Aims to Shield Fireman's Field From Development Purcellville to Buy Land for Community

By Sandhya Somashekhar
Washington Post Staff Writer
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About two dozen members of the Ashburn Farm Barracudas swim team took leave from the pool on a recent afternoon to do laps around the Purcellville Skating Rink. Kids in roller skates with bright orange wheels zoomed around the old building, occasionally collapsing onto the buffed wooden floor, then grinning as if it were made of cotton candy.

On Tuesday night, the Purcellville Town Council vowed to keep the property on which the rink sits open to the community and all of its giggling, tumbling children.

For 50 years, Fireman's Field has belonged to the Purcellville Volunteer Fire Company, which has maintained the sports fields, the baseball stadium and the rink, which was built in 1904 as a religious meeting hall for the town.

Council members voted to buy the rink and Fireman's Field, the sports park that surrounds it, for \$1.7 million. Although the land is zoned for townhouses, officials say they will seek to put it

into a conservation easement, protecting it from development.

"Wherever I go and talk about it, I get a lot of smiles and positive comments about it because Fireman's Field means a lot, not just to Purcellville but all of western Loudoun," said Robert W. Lazaro Jr., Purcellville's mayor.

For 50 years, Fireman's Field has belonged to the Purcellville Volunteer Fire Company, which has maintained the sports fields, the baseball stadium and the rink, which was built in 1904 as a religious meeting hall for the town.

It has been a central place for family activities for years. On Friday nights, the rink is transformed into "The Vibe," attracting hundreds of teens, who come to dance, play Foosball or just hang out. Dozens of youth football and baseball games are played on the fields, including the Babe Ruth World Series for 13-year-olds, which is planned for next month.

The fire department decided to sell the 12.5-acre property because it could no longer afford its upkeep, said Mark Fontaine, vice president of the fire company. Company members received small salaries to maintain the grounds and the rink, and the building needed constant work. One year,



Mayor Bob Lazaro and the Town Council join with the Officers of Company 2 of the Purcellville Volunteer Fire Department to sign the documents transferring ownership of Fireman's Field to the Town.

Fontaine said, the department had to pay \$240,000 for a new roof.

As the maintenance costs have risen, so, too, have the demands on the fire company. Purcellville's population has exploded in the past decade with the housing developments that have cropped up, but the all-volunteer department hasn't been able to keep pace, Fontaine said.

"We don't have the manpower anymore to be able to take care of it the way it needs to be taken care of," he said. "Because of the growth in our area, the fires and the amount of calls have

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Town Police Department Receives Virginia Municipal League Achievement Award

In August, the Town of Purcellville received a 2007 Virginia Municipal League Achievement Award for local governments serving communities with a population between 5,000 and 10,000. The Virginia Municipal League is a statewide non-profit, non-partisan association of city, town and county governments established in 1905 to improve and assist local governments through legislative advocacy, research, education and other services. The membership includes 39 cities, 157 towns and 12 counties. The Virginia Municipal League Achievement Awards competition is conducted annually to encourage and recognize excellence and innovation in Virginia Local Governments. It includes five categories based on population so that local governments can compete with other local governments of comparable size.

This year, the Town of Purcellville submitted four award applications that were reviewed over a two-month period by an independent panel of

government judges. This awards competition is very competitive and considered the pinnacle of government awards at the state level.

The Town's population awards entry titled, "Engagement of our Community Youth by our Purcellville Police Department" received the top award under our population category. Based on correspondence from David Parsons from VML, the judges were impressed with the Town's program and said, "Purcellville recognized the social effects that its growth and changing demographics were having on the community. The Town broke with the more traditional community policy methods that focus on adults, instead choosing to target it priorities on youth programs. Purcellville deliberately set out to change its paradigm in a top-down strategy by seeking out new leadership with a history of successful commitment to youth. The positive publicity that was generated further improved the image of law enforcement in the community

at a time when the historic icon of the Police Officer as a 'community helper' is vanishing in our society."

The Town will receive this award at the annual VML conference in October. A copy of the application submitted for the award can be viewed at www.purcellvilleva.gov.

Mayor & Town Council

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

TOWN OF PURCELLVILLE
130 East Main Street, Purcellville, VA 20132
www.purcellvilleva.gov

Message from Mayor Bob Lazaro



Dear Neighbors:

Welcome to the Fall season.

Much has happened over the Summer months. The Council awarded contracts for traffic improvement projects and for the placement of new sidewalk. The Council voted to acquire a true gem in Fireman's Field to ensure that it will serve our families for many generations to come and working with the County brought the first of many family movie nights to the Field. Our Police Department won a statewide award for a community outreach program supported by the Council that focuses on youth.

While we can be pleased with these and other accomplishments, the Council continually looks to the future to protect and enhance the small town character and quality of life of our community. The Council recently adopted its priority project list for the fiscal year with projects that touch on everything from implementing our water resources plan to acquire additional sources of drinking water to analyzing our ability to reduce long-term solid waste collection costs.

Purcellville is a great place to live and raise a family. I hope to see you at one of the many special events planned in Town this Fall.

As always, please do not hesitate to contact me if I can ever be of assistance.

Sincerely,

P.S. Thank you to all of our residents who have assisted our Town in conserving water during this drought period. Your efforts help us save on average nearly 100,000 gallons of water a day.

Robert W. Lazaro, Jr.
Mayor
Town of Purcellville
130 East Main Street
Purcellville, VA 20132
blazaro@purcellvilleva.gov
(H) 540.338.0366 ■

Transportation Improvements Update

The Town is moving forward with a number of traffic and transportation projects and improvements that are needed.

The Town advertised for construction bids and awarded contracts for the Main/Hatcher Traffic Signal project, Main/23rd Street Traffic Signal project and 20th Street Sidewalk project. Construction activities have started for Main/Hatcher and are scheduled to start shortly for Main/23rd and 20th Street sidewalk. All projects are scheduled to be completed this fall.

Design of improvements to 14th Street are 95 percent complete. The Town will advertise for construction bids in September and construction will be completed over the fall of this year.

The Town has awarded a contract to Kimley Horn and Associates to prepare a Town Wide Transportation Study and Plan that reviews the current various modes of transportation for the Town and establishes future needs for the Town

based on land use policies and projected growth patterns. The project team had its kick off meeting in August 2007 and the study is projected to be performed over a two-year period. The Town Council Transportation Committee will be seeking interest from residents and the business community to appoint two representatives to the project team.

The Town completed a bus shelter project at Town Hall. The Town, in partnership with Virginia Regional Transit, will be expanding the bus shelter program to add bus shelters at other locations in town. Upcoming locations include the Dominion Apartments, Cardinal Bank and Main Street Station. The survey plats and engineering site design are 70 percent complete and will be shared with the respective property owners to prepare easement documents to allow for the installation of the bus shelters to move forward.

In August, the Town completed the scheduled street sweeping of town streets within the scheduled time along with a successful communication campaign that featured a press release, advertisement in the local papers and electronic message boards that were strategically placed around town. ■

Groundbreaking for Traffic Signal at Intersection of Hirst and Hatcher



Mayor Bob Lazaro, Vice mayor C.J. Walker, Council member Greg Wagner, Council member Jim Wiley, members of Town of Purcellville staff and engineers gather for a groundbreaking ceremony for the traffic signal at the intersection of Hirst and Hatcher. The traffic signal is scheduled to be completed this fall.

100 Centennial Trees to be Planted



TREE CITY USA®

Purcellville has recently been chosen as one of five communities in Virginia to have their existing tree canopy assessed in the coming year. Partnering with neighboring Leesburg in this assessment, both communities are sharing a recently awarded grant to have the initial assessment. This program is part of a Chesapeake Bay Program initiative to improve air quality through the planting of trees in various communities in the Chesapeake Bay watershed.

The Tree & Beautification Commission, the Town and Centennial committee have set a goal to plant 100 trees to mark our Centennial year. A letter was recently sent out to all HOAs and local organizations to find out which ones would like to have trees planted in their communities. Trees originally planted by the Town that have died or need replacing are candidates for this program although other suitable locations will be considered. A number of areas in town have contacted the Town requesting to be a part of the program.

This year's drought has played a role in the decline of a number of trees. Water restrictions have been in affect for several weeks highlighting a need for all residents to water responsibly. Trees planted in the past few years are at greatest risk in this year's severe drought. Watering the trees using a water can or gray water at least once per week in the absence of rain will help our trees through this tough year.

Communities interested in the Centennial tree program should contact the Town indicating their interest and approximately how many trees they would like. The selections will be made from the recently revised street tree list and local nursery availability. Planting dates will be set up this fall and once again in spring. Each community is expected to care for their Centennial trees with proper mulching and watering to get them established. For accurate and reliable information on general tree care and planting check out: www.goodtreecare.com.

The Tree & Beautification Commission is hosting an Urban Forestry Roundtable in mid-September for members of neighboring Northern Virginia communities. Their participation with local municipalities is an avenue for sharing of information with our older and newer counterparts in the effort to bring the most up-to-date advice about urban forestry to the Town of Purcellville and its residents. ■

Public SafetyPublic SafetyPublic Safety

Neighbors, Police Join Forces For 'America's Night Out Against Crime'

On August 7, 2007, the Purcellville Police Department joined citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials in the "24th Annual National Night Out" (NNO), a unique crime/drug prevention event sponsored by the National Association of Town Watch (NATW). National Night Out is designed to heighten crime and drug prevention awareness; generate support for, and participation in, local anticrime programs; strengthen neighborhood spirit and police-community partnerships; and send a message to criminals letting them know that neighborhoods are organized and fighting back.

Cops and Kids Participate in 4th of July Parade

The Purcellville Police entered a float and their very popular barrel train in the July 4th parade for the second year in a row. Young people on the float and in the barrel train were Purcellville Police Explorers and kids from the Main Street Commons Homework Club.

Purcellville Police Explorers Graduate 2007 Youth Law Enforcement Academy

Explorers Andrew McGowan and Michael Harvey attended the Potomac Boundary Advisors Association 2007 Youth Law Enforcement Academy at Mt. St. Mary's University in Emmitsburg, Maryland. Sixty-four young adults from Maryland and the Northern Virginia areas attended the one week training session. Andrew and Michael were sponsored by the Blue Ridge

Eagles and the Purcellville Shell Station. "We are very proud of our Explorer Post #1908, its coordinator, Officer Paul Kakol and these two graduates," said Chief Smith.

2007 Back to School Jam

The Purcellville Police, the Blue Ridge Eagles and the Main Street Commons Apartments hosted a back to school picnic for the neighborhood children on Saturday, August 25, 2007. Back packs and school materials were distributed to the children in attendance. McGruff the Crime Dog interacted with the children. It was a fun day for all.

After Hours Emergency Numbers

Police, Medical or Fire Emergency	911
Dominion Virginia Power	888-667-3000
Poison Control	800-222-1222
Water, Sewer, Street Maintenance	(540) 338-7700

Non-Emergency Numbers

Police	(540) 338-7422
Fire	(540) 338-5961
Rescue	(540) 338-4706
County Fire & Rescue	(703) 777-0637
Sheriff Department	(703) 777-1021
Dominion Virginia Power	(703) 359-3275
Adelphia Cable	(571) 434-1280
Verizon	800-275-2355

Town Implements New Clean Sweep Initiative

In an effort to continue to encourage the redevelopment of our Downtown Business District and promote our existing businesses in this area, the Town rolled out a new program this summer to help make sure that our Downtown Business District is clean and inviting to our shopping public. During last year's budget deliberations, Mayor Robert W. Lazaro, Jr. recommended that the Town implement a street sweeping and community clean-up program which would be done on a weekly basis. This specialized clean-up would be undertaken by a summer employee and would focus special attention on the downtown business area and public parking areas located in this section. This special clean-up would be in addition to the mechanized street sweeping that occurs on a monthly basis.

Under this program, the Town hired a Loudoun Valley High School student, Mike McHugh, to provide special support to our Maintenance Department during the summer. On Mondays, Wednesdays and Fridays, Mr. McHugh worked in the Downtown Business District - Hatcher Avenue, Main Street, 21st Street and 23rd Street - to clean the roadway, sidewalks and our parking areas. "Mike probably doesn't realize what a groundbreaker he is with this new position. The

Town, through his job, is fulfilling several missions: contributing to the revitalization of downtown, making Purcellville even more appealing and creating job opportunities for our teenagers," said Council Member Greg Wagner, Chair of Ways and Means Committee, responsible for guiding economic development initiatives in the Town.

This special attention makes sure that our Downtown Business District is always attractive and open for business and the Town has received numerous compliments from businesses and long-time shoppers in this region. The President of the Purcellville Business and Professional Association and President of TMG Construction, Tanya Matthews said, "Purcellville's new 'Clean Sweep Initiative' is a wonderful idea. It will benefit the entire local business and professional community. Having a clean, tidy downtown is attractive to visitors and locals as well. It inspires citizens to take pride in our community." Carl Fischer, Broker and Owner of All The Best Real Estate located in downtown agreed, "Operation Clean Sweep appropriately reflects the pride of ownership, and sense of community shared by local shopkeepers with the Town of Purcellville and area residents. It's what makes life here so special."

According to Mayor Robert W. Lazaro, Jr., "It was the Town Council's intention to create the old-time concept of street sweepers who work hard

to keep the business community clean and accessible. This was just another way that we could assist in the continued revitalization and support to our Downtown Business District." Jennifer Jenkins, the owner of Blackberry's Coffee Shop and Marketplace, said "It's nice to see the Mayor and the Town of Purcellville taking yet another positive step in beautifying our town and historic shopping district." This program continued through August and will be scaled back during the winter months until being reactivated next spring. ■



L to R: Tanya Matthews, Mayor Lazaro, Mike McHugh, Carl Fischer, Jennifer Jenkins and Council Member Greg Wagner.

Town Hosts 2007 Babe Ruth World Series

From August 17 -25, 2007, the Town of Purcellville once again hosted the Babe Ruth World Series. Along with The Bird from the Baltimore Orioles, Mayor Lazaro and Town Council welcomed everyone to Purcellville during the opening ceremonies. Teams in this year's tournament were from Loudoun County VA, Glen Allen VA, Manchester NH, Tallahassee FL, Kennewick WA, Bakersfield CA, Hopewell Valley NJ, Youngstown OH, West Fargo ND and Bryant AR. Babe Ruth's daughter threw out the first pitch on Friday night. On the following night, the Town and the Purcellville Volunteer Fire Department took the field and signed the purchase contract for the Town to obtain Fireman's Field. The signing included representatives from the two agencies along with stakeholders that have worked hard to make Fireman's Field the premier youth recreational facility in this region. On Wednesday, August 22, Mr. Charles Clark was joined by family and friends and Town Council (pictured at right) to throw out the first pitch in celebration of Mr. Clark's 100th birthday the following day. Happy Birthday Mr. Clark! ■



Town Urges Water Conservation: Plant Now for the Future

September is the optimal time to prepare your yard for landscape color with low water-use plants. Two-thirds of household water-use takes place outdoors, making the yard the best place to impact water consumption. Below are some landscape tips that can be incorporated into your landscape plan:

- Grading your yard provides a more natural look, while creating more dimension and interest in the landscape. It also aids in capturing rainfall. Don't make mounds greater than one foot in height over grade or it may look unnatural. Mounds should be sloped and irregular in shape, not perfectly symmetrical. Create swales (low spots) to capture and direct water to your plants - not the street.



- Use deciduous trees to block the southern and western exposures of your home from the summer sun - and to take advantage of the sun's warmth in the winter.
- Plant wildflowers that will reseed themselves. They'll provide seasonal color and year-round charm to your landscape. Some suggested varieties include penstemons, desert marigold, golden dysodia, tufted evening primrose, poppies, and lupines.
- There are many things you can do to enhance the value and appearance of your home. One of the easiest, most affordable and dramatic investments is the addition of trees and shrubs to your landscape. When planted in the right place and cared for properly, trees help increase property value, provide shade and conserve energy.

There are many other considerations for landscape design. For more information, consult www.wateruseitwisely.com, *Sunset Western Landscaping Book* or talk to a Landscape Designer/Landscape Architect. ■



Annual Flag Day Ceremony

Mayor Bob Lazaro joined with members of the Purcellville American Legion, the Marine Corps League and local cub scout, boy scout and girl scout units for the Legion's Annual Flag Day Ceremony which was held at the Loudoun Valley Community Center.

Shop at the Purcellville Farmers Market through October

Just because summer is over, doesn't mean that Loudoun County is depleted of its fresh farm products. Just stop by the Purcellville Farmers Market and you'll see a bountiful selection of fruits, vegetables, meats, breads and more. Fall favorites are peaches, apples pears, pumpkins and mums!

So why should you shop at the market?

Fresh Food. The food you buy at the market is guaranteed to be the freshest around since it comes directly from the farm to the market. You just won't be able to beat the taste or quality!

Support Local Agriculture. Many local farmers rely on selling their products at farmers markets. When you buy local, you're supporting these farms and ultimately the green space in the county.

Provides a Sense of Community. The Purcellville market is strongly supported by the community. Join your neighbors in this support and make Thursday evenings at the market a family tradition.

Variety. The market offers plenty of variety often not found at traditional grocery stores. Stop by and check out the different varieties of apples, vegetables, breads, meat and flowers.

Education. By shopping at the farmers market, you'll have the opportunity to meet the farmers who grow the products and they all have a lot of knowledge to share. Just ask them how they do what they do.

The Purcellville Farmers Market is held on Thursday from 4-7 p.m. in the parking lot across from Magnolia's restaurant through the end of October.

Upcoming Events

September 11 Remembrance Program

September 11, 7:00 pm – 8:30 pm

at the Carver Senior Center

Guest Speaker: Congressman Frank R. Wolf

United States Navy Band Performance

September 22 4:00 pm – 5:30 pm, at Loudoun Valley High School



Emancipation 2007 - September 22

At the Blue Ridge Bible Church, South 20th Street, Purcellville from 10 am-3:30 pm.

Opening ceremonies - 10 - 10:45 am

Traveling Slave Museum exposition - showings at 11 am and 2 pm

Spiritual Harmonizers in concert - showing at 12 pm - 1 pm

Puppet Praise- showings at 12 pm, 1 pm and 2 pm

Moon bounces and kids games - 11 am - 3:30 pm

Live Music- showings at 11 am and 1:15 pm

Movie - TBA showing at 2-3:30 pm

Local Artist Exhibit- 11am - 3:30 pm

The entire event is free to the public - (food will be available to purchase via food vendors)

Prostate Cancer Seminar – September 26

Inova Loudoun Hospital will provide a free seminar on prostate cancer. The meeting will be conducted by a physician from Inova's Radiation Oncology Center. The program will consist of a 15 to 20 minute presentation with a 45 minute question and answer period. The seminar will take place at Town Hall at 7 pm.

The American Cancer Society advises that men 50 years of age and older have an annual prostate cancer exam. Men at high risk, such as African Americans and men who have a first-degree relative (father, brother, or son) diagnosed with prostate cancer at an early age (younger than age 65), should begin testing at age 45.

Town Wide Tag Sale

October 13-14, 8:00 am – 5:00 pm

Breast Cancer Awareness Seminar – October 24

Inova Loudoun Hospital will provide a free seminar on breast cancer. The program will be led by Dr. Elisabeth Simms an oncologist at INOVA Loudoun Hospital. The program will begin at 7 pm and will consist of a 15 to 20 minute presentation with an additional 45 minute question and answer period.

The American Cancer Society recommends that women 40 years of age and older should have a mammogram every year and should continue to do so for as long as they are in good shape.

A Christmas to Remember

December 8, 7:00 am – 6:00 pm

Christmas Programs throughout the day including a Christmas parade and tree lighting ■

FIREMAN'S FIELD

Continued from page 1

gone up dramatically, and we really need to focus on that."

Because the zoning allows for the construction of townhouses, the land is worth nearly double what the town agreed to pay for it, town officials said. Fontaine said the department would use the money from the sale to buy needed equipment. But he said firefighters weren't interested in selling the property to a developer, even though the company would have made a greater profit.

"We would never let that happen," he said. "It's too valuable to the community to knock it all down and put up townhouses."

Carol A. Kost, president of Loudoun Youth Inc., a nonprofit group that supports youth activities, sat reading the newspaper on the periphery of the rink as children whipped by one recent afternoon. She praised the Purcellville Town Council for buying the rink and Fireman's Field.

"I think selling it to the town was a good choice," she said. "I'd hate for a place like this to close down. It's an institution." ■