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Purcellville

Citizen Update

SUMMER 2011

VOL. 5, NO. 3

TOWN OF PURCELLVILLE, VIRGINIA

\$3.2 Million in VDOT Grants Approved for Purcellville VDOT Undertaking Other Projects

The Virginia Department of Transportation (VDOT) through its Commonwealth Transportation Board has approved two Revenue Sharing Grant applications for the Town of Purcellville in the amount of \$3.2 million. The grants will allow the Town to complete two important transportation improvement projects with almost 50 percent of the cost provided by non-Town sources, significantly reducing the cost to the Town. VDOT is also undertaking and planning other projects within the Town either with contract or VDOT work forces.

“We are grateful to Virginia Governor Bob McDonnell for his leadership in putting forward a comprehensive transportation financing plan

which has resulted in \$4 billion in funding for projects throughout the Commonwealth,” said Purcellville Mayor Bob Lazaro. “We are happy to be working with Secretary of Transportation Connaughton, VDOT Regional Director Moore and VDOT staff to make these and other critical projects a reality.”

Hirst Road

The Town was awarded \$375,000 for the reconstruction of the Town-maintained portion of Hirst Road (East of Hatcher Avenue to Route 690). Recently, VDOT milled and repaved portions of the road under its jurisdiction

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Town Receives Awards for Excellence in Financial Reporting and for Performance Management Successes

In July 2011, the Town of Purcellville was notified that it had received two prestigious awards: the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association of the United States and Canada (GFOA), and a Certificate of Distinction for superior performance management efforts from the International City/County Management Association (ICMA) Center for Performance Measurement™ (CPM).

For the third consecutive year, the Town of Purcellville received the Certificate of Achievement for Excellence in Financial Reporting by GFOA for the comprehensive annual financial report (CAFR) for fiscal year ending June 30, 2010. The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management. Also, the GFOA once again presented the Finance Department with an Award of Financial Reporting Achievement for the preparation of the CAFR document.

“Once again staff has compiled an award worthy CAFR document that is evidence of the spirit of transparency and the Town’s strong financial condition,” said Mayor Bob Lazaro.

Also, the Town is among only 11 jurisdictions receiving the ICMA Certificate of Distinction from its Center for Performance Measurement this year. A complete list of the 2011 award recipients will be released in August. In 2010, examples of communities that received the Certificate of Distinction include the City of Williamsburg, VA; Dallas, TX; Eugene, OR; City and County of San Francisco, CA; and

Mecklenburg County, NC. The Town will be recognized at the award presentation at the ICMA Conference in Milwaukee, WI in September.

The certificate program assesses a local government’s performance management program and encourages analysis of results by comparing to peers and gauging performance over time. Performance management aids in cost reduction, program prioritization, and quality improvement. It also encourages accountability and transparency.

Additional Criteria for the Certificate of Distinction include reporting of performance data to the public through budgets, newsletters, and information provided to elected officials; the data verification efforts to ensure reliability; staff training; use of performance data in strategic planning and operational decision-making; and sharing of performance measurement knowledge with other local governments through presentations, site visits, and other networking.

“It is exciting for Town Council and staff to receive this international award which recognizes the hard work that Town Council and staff put forward to deliver the continued high level of services to our residents and businesses,” said Purcellville Town Manager Rob Lohr. “While this was reflected in the recent Citizen and Business Surveys, it is always wonderful when your government peers recognize this effort.”

For more information, please visit icma.org/performance.

Downtown Streetscape Enhancement Update Town Awarded Additional \$400,000 in Federal Funds for Project

Phase I of the Downtown Streetscape Enhancement project has been progressing steadily through the summer. Enhancements including curb and sidewalk have been constructed along North 23rd Street. Work is slated to continue to move north toward the intersection of North 21st and North 23rd Streets where the majority of the underground infrastructure improvements will occur over the next several months to allow for the streetscape enhancements to be constructed. Phase I construction is currently still on schedule to be completed in early 2012. The Town received the good news of an award of an additional \$400,000 in federal funds which will be allocated in October. With this award, the total federal allocation toward the Downtown Streetscapes Enhancement Project is almost \$1.9 million dollars. Phase II design is underway and the Town will seek additional federal funding for the planned North 21st Street construction. For more information, please visit www.downtownpurcellville.wordpress.com.



Mayor & Town Council

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

TOWN OF PURCELLVILLE

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

Message from Mayor Bob Lazaro



Dear Neighbors,

While some may call it the Summer doldrums, there has been plenty happening in Purcellville these few months.

First and foremost, our thanks to the Purcellville Volunteer Fire Department for their outstanding work in coordinating the Town's 4th of July parade. The crowd was the biggest ever and based upon the smiles on the faces of the participants and the viewers - it was a success. And, our congratulations to the Loudoun Valley High School Class of 2011.

Much has been happening in terms of investments in critical transportation projects in Town (see the article on page 1). In addition, our North Maple Avenue sidewalk project is under construction and the Town will be taking bids shortly for a sidewalk that will travel north on 21st Street towards the Banbury Glen/Catoctin Meadows neighborhoods. Construction of that project is anticipated in the Fall.

Our Downtown Improvement Project continues to make progress and I am pleased to report the Town was recently awarded \$400,000 in a state grant to help us construct Phase 2 of the project. We now have received nearly \$1.9 million in State/Federal grants for this project. For details of this investment in our historic downtown please visit www.downtownpurcellville.wordpress.com.

As of the writing of this message, Phase 2 of the improvements to the Fireman's Field parking lot is nearing completion with the final phase of the parking lot scheduled to be completed by the end of September. Speaking of Fireman's Field, I hope you will have the chance to join us for Family Movie Night in August, not only is the movie free, but the Teen Center is permitting free roller skating for movie goers after the movie (please see page 4 for other special events).

Finally, I hope you will be able to join us for our September 11 Remembrance Program. At that program we will be dedicating a monument to our First Responders who make Purcellville a great and safe place to live and raise a family. The monument includes a piece of steel from Tower 2 of the World Trade Center.

See you around Town.

Sincerely,

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

Green Tips

Keep shades closed when the air conditioner is on. Sunny windows account for 40 percent of unwanted heat and can make your air conditioner work two to three times harder.

For more Green Tips, visit the Go Green Virginia web site at

www.gogreenva.org/?/resources/green_tips.

Refuse and Recycling Information



1. Please place all refuse, recyclables and yard waste materials curbside no later than 7:00 AM each Wednesday. The Town cannot guarantee that your materials will be collected if they are not placed curbside on time.
2. Please refer to the Town's website at purcellvilleva.gov for complete details concerning acceptable yard waste materials and amounts and information concerning special or bulk collections before setting these materials curbside.
3. Homeowners and/or residents are responsible for the removal of accumulations of yard and vegetative debris that exceed the amounts collected during weekly curbside yard waste collection.
4. All refuse, recyclables, yard waste and special collection items must be generated only ON-SITE.
5. To schedule a special collection or if you have problems or concerns, please contact the Town's contractor, American Disposal Services at 1-866-884-8700 (toll free). If a resolution cannot be made or you require further information, please contact the Town Office at (540) 338-7421.



The Town Hires New Position — Parks and Recreation Specialist

The Town of Purcellville is proud to announce the hiring of Paul E. McCray to serve as the Parks and Recreation Specialist. This newly created position will oversee the various Town park facilities, properties and programs. Mr. McCray retired in February after 38 years with the Northern Virginia Regional Park Authority, which included 22 years managing the W&OD Trail and other Regional Parks. He served as Operations Director for NVRPA over the last six years.

Mr. McCray has been a member of the Purcellville Parks and Recreation Advisory Board for the last four years, serving as chairman during the past year. In his new role, he will be in charge of operations for Fireman's Field Park, the Suzanne Kane Nature Preserve and the Historic Train Station and will help plan improvements in a number of currently unused park properties in Purcellville.

The Purcellville Town Council created a new Parks and Recreation Department as part of the Fiscal Year 2012 budget, combining new initiatives with existing programs previously funded through other departments. Mr. McCray began his new position on July 6, 2011. He can be reached at pmccray@purcellvilleva.gov and (540) 751-2350. ■

VDOT GRANT Continued from page 1

(Route 287 to Hatcher Avenue). Reconstruction of the Town controlled portion of Hirst Road will allow for the continued safe use of one of the heavily traveled thoroughfares in Town for many years to come. It is anticipated this project will be out to bid in the Summer of 2012.

Southern Collector Road

The Town was awarded \$2,834,000 to complete the last ¼ mile of the Southern Collector Road along the County approved alignment. This will be combined with \$1,530,000 in County funding that has been designated to the project as part of the legal settlement regarding Fields Farm. After more than 30 years of public input and planning, the Town is moving forward with its completion. The majority of the road was built by the developers of the Hirst Farm and Village Case neighborhoods, which were approved in 2001 and 2000, respectively.

The Town has acquired the right of way to complete the road by its fair market value payment of \$432,000 that is being held in escrow by the Loudoun County Circuit Court, engineering is more than 80 percent complete and the Town won the litigation filed against it in the Circuit Court. The project is scheduled to be out to bid in late Fall or early Winter.

To meet the increased flow of traffic in and around the Town of Purcellville, the Southern Collector Road was shown in the Town's first Comprehensive Plan, which was adopted on

June 20, 1978. It has remained in Town planning documents ever since including the Town's Transportation Plan. Additionally, 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 plans. Supported by the community for over three decades, completion of the road is also supported by the Loudoun County Public School System, the Purcellville Business and Professional Association and the Purcellville Volunteer Fire Department.

Main Street

As of the writing of this newsletter, VDOT contract forces have been undertaking curb, gutter and sidewalk repairs within its right-of-way on Main Street. The entire length of Main Street will be milled and repaved once the curb, gutter and sidewalk work is completed.

Right Turn Lane on Southbound 287 at Hirst Road

VDOT has informed the Town it will be constructing a new right turn lane on southbound Route 287 at its intersection with Hirst Road. This project comes at the request of the Town. The construction of a dedicated turn lane at this location will allow traffic to make a right turn on westbound Hirst Road. Currently, if the traffic light at this intersection is red for southbound traffic, there is a backup during the morning and afternoon rush hours when there is a vehicle stopped at the light waiting to travel south on the road to Main Street. It is anticipated this work will be undertaken by VDOT during August 2011. ■

Purcellville Police Department Places Third in State Traffic Safety Challenge

The Virginia Association of Chiefs of Police (VACP) recently announced the winners of the 2010 Virginia Law Enforcement Challenge Award. The Purcellville Police Department placed third in the Municipal 2 Category (agencies with 11-25 sworn law enforcement officers). First place was awarded to the Bedford Police Department and Ashland Police Department received second place.

"This is the second time in my five years here in Purcellville that we have placed," said Purcellville Police Chief Darryl Smith. "In 2007 we tied for first with Vinton Police Department in this Traffic Challenge. To place requires a very balanced program of enforcement and education. For a 14 sworn member agency it's very difficult to compete with agencies that have 25 sworn members. I am proud of our effort each year. We only want our community of drivers to be safe."

The Virginia Law Enforcement Challenge is a recognition program that gives agencies an opportunity to highlight their accomplishments and rewards agencies that take the extra steps to save lives and reduce injuries proactively through its highway safety efforts. This program promotes professionalism in traffic safety enforcement and encourages agencies to share best practices and programs with each other.

The award will be presented at the Law Enforcement Challenge Luncheon in September 2011 at the Virginia Association of Chiefs of Police Annual Conference in Norfolk, Virginia. ■

Maple Avenue and W&OD Trail Pedestrian Improvements Project Under Construction



Construction on the Maple Avenue and W&OD Trail Pedestrian Improvements project began in July 2011 at the W&OD Trail at Maple Avenue, and will continue along the east side of North Maple Avenue. Daytime temporary traffic flaggers and short period closures can be expected during construction. Detours will be provided for users of the W&OD Trail around longer term work areas in the area of Maple Avenue.

The Maple Avenue and W&OD Trail Pedestrian Improvements project (also known as the Maple Avenue Trail project) consists of improvements along North Maple Avenue and the intersection of North Maple Avenue with the W&OD Trail and is part of the Town Wide Transportation Plan, a component of the Town of Purcellville Comprehensive Plan. The improvements will include the installation of a 10-foot wide multi-use asphalt trail along the east side of North Maple Avenue and connect pedestrian and cyclist access from East Main Street to Loudoun Valley High School and the W&OD Trail. The improvements will also include the realignment of the W&OD Trail as it intersects North Maple Avenue and provide a safer perpendicular crossing. Total construction time from start to finish is anticipated to take approximately three months.

The construction of the project is funded by a federal grant through the Virginia Department of Transportation (VDOT). Arthur Construction Company, Inc. was awarded the contract. Additional press releases will be issued during construction and available at purcellvilleva.gov. Drivers, pedestrians, and cyclists are asked to be aware of all work zones and to be alert for changes in traffic patterns where work is being performed. Users of the W&OD Trail are asked to use extra caution when they approach Maple Avenue from either direction.

For more information about these projects, please contact Dale Lehnig at dLehnig@purcellvilleva.gov or (540) 751-2327. Also, residents and businesses may schedule an appointment with the Department of Public Works at (540) 338-5024 if you would like to review or discuss the plans. ■

Fireman's Field Parking Lot and Nursery Avenue Frontage Improvements Update

With the completion of Phase 1 of the Fireman's Field parking Lot Improvements in June 2011, access to Nursery Avenue through the parking lot entrance on 20th Street will not be available to the public through September 30, 2011. When the total project is completed, the improved parking lot will provide a more efficient use of parking, and a safe experience for the users through clearly defined parking isles, traffic patterns and pedestrian travel ways. For questions related to this project, please contact the Director of Public Works, Samer Beidas, P.E., CCM, at (540) 751-2314 or sbeidas@purcellvilleva.gov. ■



Parking lot improvements and general area of the future location of the First Respondent Monument/911 Memorial that includes a portion of an I-Beam that was part of the World Trade Center Twin Towers that was destroyed in the terrorist attack of September 11, 2001. "All our lives were touched by 9/11. This monument will stand to honor our First Responders who put their lives on the line every day for us," said Mayor Bob Lazaro. The project is scheduled to be completed this summer with the formal dedication occurring on the 10 year anniversary of 9/11 this September.

Town Offers Shed Amnesty Program

Get a permit for your shed at no cost during the Shed Amnesty Program. Apply Today. Contact the Community Development Department at Town Hall at (540) 338-2304.

The Town Code requires that all sheds and accessory structures, regardless of size or type, obtain a Purcellville Town building permit. If the shed is less than 150 square feet (e.g. 10' x 15') the fee is \$25. The Town is offering an amnesty program which allows for the permitting of existing sheds without having to pay the fee. The amnesty program will remain in effect until January 1, 2012. Please take the time to file a zoning application with the Town for your shed. All existing sheds will be required to be permitted and will have to pay the requisite fee beginning on January 2, 2012. If you have an unpermitted shed on your property, now is the opportunity to have it come into compliance with the Town Code without having to pay a fee. If you live in an HOA community, a permit or permission may be required from the HOA as well.



Rock the Field or . . .Rock the Rink?

Due to a threat of thunderstorms, Rock The Field on June 11 was moved into the Bush Tabernacle/ Skating Rink and became "Rock The Rink." The change of location did not slow down the free Town of Purcellville event as more than 500 people of all ages showed up to enjoy great rock music, food and drink from local restaurants and games of all sorts. New this year was a Rock Trivia contest with Rock The Field t-shirts as prizes. Also, Purcellville Skate Project exhibited conceptual drawings of a future skate park in town. ■



Commercial Vehicle Parking, Recreational Equipment, Parking and Storage Regs

The Town periodically receives questions about what vehicles can be parked in residential neighborhoods and, for those that are allowed, where they should be placed. In regards to commercial vehicles, the Town Code says that those over 16,000 pounds GVW are prohibited; one weighing between 10,000 and 16,000 pounds GVW may be parked in an enclosed garage; and a commercial vehicle weighing less than 10,000 pounds GVW may be parked to the rear of the rear line of a main building.

For recreational equipment, parking and storage, the equipment may not be placed within any building setback on the property nor parked or stored in the front yard.

This explanation covers some of the basic standards for parking and storage. For a complete list of the standards, please refer to the Town Code on the Town website, purcellvilleva.gov, or contact the Community Development Department at (540) 338-2304.

Sign Code to Undergo Changes – Public Input Sought

The Purcellville sign code is in the process of being revised to ensure that it provides the business community with the flexibility it may need and the community as a whole with the appropriate safeguards against clutter and other impacts of unsuitable signage. The purpose of the sign ordinance is to provide a framework for a comprehensive and balanced sign system that provides for freedom of speech and expression while at the same time promote property values

and business opportunities while enhancing the appearance of the community.

Over the next few months, the Community Development staff will be reviewing the existing ordinance and offering suggestions for areas that might need to be changed. During this initial process, it is important to have as much public input as possible prior to public hearings, Planning Commission and Town Council review.

Any and all comments are welcome. If you have comments, issues or suggestions concerning the signage in Purcellville, please contact the Community Development Department. You can call, email, write or stop by the department in Town Hall and discuss it in person. Please share your thoughts. For more info, please contact Patrick Sullivan, AICP, CED, Director, Department of Community Development, psullivan@purcellvilleva.gov, (540) 338-2304. ■

Upcoming Events

The following is a list of events that are scheduled over the next few months. If you have questions about any of the following events, including information on volunteering, please contact Cheryl Herman at cherman@purcellvilleva.gov.

August 24

Summer of Fun – FREE Movie Night, "Megamind"

The "Summer of Fun" FREE Movie Night returns to Purcellville on August 24th. This year's program will be held in the historic Bush Tabernacle/ Skating Rink at 7:00 PM. Enjoy the movie and then stay to skate with your friends for FREE once the movie is over until 10:00 PM. The concessions will be open.

September 11

9/11 Remembrance Ceremony

The 10th Anniversary of this tragedy will be held at the Bush Tabernacle at 7:00 PM. Please go to purcellvilleva.gov for more details. We will unveil and dedicate the Town's First Responder Monument featuring a steel I-Beam from the World Trade Center Twin Towers.

September 17

Emancipation Day

Please watch the website at purcellvilleva.gov for upcoming details.

October 8 - 9

Annual Town-Wide Tag Sale

This annual event continues to grow each year with visitors to Purcellville who are looking for a good deal and for the vendors who participate. Vendor space is limited; please go to www.townwidetagsale.com for registration information. Registration opens August 1, 2011.

Volunteers would be greatly appreciated and high school students can get service hours. If you would like to volunteer, please contact Cheryl Herman at cherman@purcellvilleva.gov.

October 14

2011 Miss Purcellville Police Pageant

The Purcellville Women's Club will coordinate

the 2nd annual Miss Purcellville Police Pageant. This is a community wide opportunity for young women ages 14-17 to earn a chance to represent the Purcellville Police Department at various town and county events. The winner and two runner-up contestants will be awarded college level financial scholarships, gifts and prizes. All contestants must have a 20132 zip code to enter. Those interested should contact the Purcellville Police at (540) 338-7422 or check the Town of Purcellville website for entry forms and further information.

November 6

Turkey Trot 5K & Fun Run

A fundraising event sponsored by and for the Loudoun Valley Community Center. For upcoming details, please go to pvilleturkeytrot.sbutterfly.com. Registration information can be found at www.signmeup.com.



December 3

Lighting of the Town's Christmas Tree

Please note the date of this event is the weekend before the Christmas Parade. This annual event celebrates the beginning of the Christmas season by inviting the residents to watch while the children participate in a "countdown" with Mayor Lazaro to light this tree. Christmas carols and holiday music will be provided by one of the area schools.

December 9 & 11

Christmas Light Trolley Tour

The 5th Annual Christmas Light Trolley Tour will be held on December 9th and 11th from 5:30 PM - 8:30 PM. The trolley will pick up its passengers up at the Gazebo on 21st Street (across from the Train Station). This is a FREE event for all riders. The success of this event is due to the residents

who decorate their homes so that they can be on the Trolley Tour as well as the local businesses on 21st Street that stay open and provide warm drinks and cookies for riders as they wait for their turn on the Trolley.

Please decorate your homes by December 4th so that your neighborhood can be considered to be on this Tour.

December 10

Christmas in Purcellville Parade

The 6th annual parade will be held on Saturday, December 10th at Noon. The parade will start at the Train Station on 21st Street and end at Loudoun Valley High School's north lot. This is an exciting day that starts with Breakfast with Santa, ornament making, face painting, balloon twisting, Storytime at the Library, a Lego train display and many other activities. The town is fortunate to have Santa, Mrs. Claus and their elves who make this a day for your children to remember.

February 18, 2012

2nd Annual Loudoun Grown Expo



Due to the overwhelming popularity of the 1st annual Expo held in February 2011, the Town is pleased to announce that the 2nd Expo will be held on February 18, 2012 at the Bush Tabernacle. Registration and information will be available on the Town's website in November 2011. Booth spaces are limited and will be available on a first-come, first-serve registration basis. No solicitations will be allowed at this event.