



AGENDA
PURCELLVILLE TOWN COUNCIL MEETING
APRIL 12, 2016, 7:00 PM
TOWN HALL COUNCIL CHAMBERS

- 1. CALL TO ORDER OF REGULAR MEETING** (Mayor Fraser)
- 2. PLEDGE OF ALLEGIANCE**
- 3. INVOCATION** (Mayor Fraser)
- 4. PRESENTATIONS**
 - a. None
- 5. PROCLAMATIONS/RECOGNITIONS** (Mayor Fraser)
 - a. Recognition - Former Committee, Commission and Board Member Appreciation
 - i. Ben Packard, Town Council
 - ii. Melanie Fuller, Board of Zoning Appeals
- 6. AGENDA AMENDMENTS/APPROVAL** (Town Council and Staff)
- 7. PUBLIC HEARINGS**
 - a. **Tax and Fee Schedule** (pgs. 5-17)
The purpose of this public hearing is to receive comments on the proposed taxes and fee schedule for FY 2017.
 - b. **Proposed FY 2017 Budget** (pgs. 19-21)
The purpose of this public hearing is to receive comments on the Town Manager's proposed budget for FY 2017.
- 8. STANDING COMMITTEE/COMMISSION/BOARD REPORTS**
 - a. Planning Commission (Doug McCollum, Chairman/Council Liaison)
 - b. Board of Architectural Review (Pat Giglio, Chairman)
 - c. Parks and Recreation Advisory Board (Eamon Coy, Chairman/Vice Mayor McConville, Council Liaison)

- d. Economic Development Advisory Committee (Daniel Abramson, Chairman/Council member Nave, Council Liaison)
- 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. MAYOR AND COUNCIL COMMENTS (Mayor Fraser)

11. DISCUSSION/INFORMATIONAL ITEMS

- a. Economic Development Update (P. Sullivan) (pgs. 23-30)
- b. Wine and Food Festival Planning Update (D. Davis/M. Scoggins) (pgs. 31-34)
- c. Virginia Commission for the Arts Grant (D. Davis/M. Scoggins) (pgs. 35-55)
- d. Town Hall Signage (D. Davis) (pgs. 57-62)

12. ACTION ITEMS

- a. 2016 Real Property Tax Rate Adoption* (L. Krens) (pgs. 63-68) (Motion pg. 64)
- b. 2016 Fireman's Field Service District Tax Rate Adoption* (L. Krens) (pgs. 69-72) (Motion pg. 70)
- c. 2016 Personal Property Tax Rate Adoption* (L. Krens) (pgs. 73-75) (Motion pg. 74)
- d. 2016 Personal Property Tax Relief Percentage* (L. Krens) (pgs. 77-82) (Motion pg. 79)
- e. Comprehensive Plan Amendment CPA15-02 – 781 S. 20th Street from Institutional/Government to Residential-2 Dwelling Units Per Acre.* (D. Galindo) (pgs. 83-95) (Motion pg. 85)
- f. Zoning Ordinance Text Amendment OA15-04 – 781 S. 20th Street Add Transitional Housing as a Use by SUP in R-2, Add Standards and a Definition for the Use* (D. Galindo) (pgs. 83-95) (Motion pgs. 86-87)
- g. Rezoning RZ15-01 - 781 S. 20th Street from IP to R-2* (D. Galindo) (pgs. 83-95) (Motion pg. 85-86)
- h. Purcellville Northern Collector Road* (R. Lohr) (pgs. 97-172) (Motion pg. 98)
- i. Makersmith Proposal to Lease Town Property* (R. Lohr) (pgs. 173-181) (Motion pg. 174)
- j. Catoctin Corner Availability Fees* (A. Vanegas) (pgs. 183-185) (Motion pgs. 184-185)

- k. Health Insurance Selection for FY 2017* (D. Davis) (pgs. 187-191) (Motion pg. 190)
- l. Sponsorship of Community Projects* (Town Council) (pgs. 193-194) (Motion pg. 194)

13. DISCUSSION OF ITEMS PROPOSED FOR FUTURE PRESENTATIONS / RECOGNITION

- a. Recognition Requests (pg. 195)
 - i. Loudoun Valley High School State Champ - Swimming (Sean Conway)
 - ii. Loudoun Valley High School State Champ – Wrestling (Cade Kiely)
- b. Proclamation Requests
 - i. Look Up Day (Blue Ridge Middle School) (pgs. 197-199)
 - ii. Click It or Ticket (Purcellville Police Dept.) (pgs. 201-203)
 - iii. Drew Hunter Day (Mayor Fraser) (pg. 205)
 - iv. Dave Becker Day, (Emerick Elementary PTO) (pgs. 207-211)

14. APPROVAL OF MINUTES (pgs. 213-224)

- a. March 15, 2016 Budget Work Session (pgs. 214-217)
- b. March 29, 2016 Special Meeting/Budget Work Session (pgs. 218-224)
- c. March 31, 2016 Special Meeting/Budget Work Session (pgs. 225-228)

15. 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.

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STAFF REPORT
PUBLIC HEARING ITEM

Item # 7a

SUBJECT: Public Hearing on Tax & Fee Schedule

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Sally Hankins, Town Attorney
Robert W. Lohr, Jr., Town Manager

SUMMARY:

Staff proposes that tax rates, fees and other charges imposed by the Town on a fiscal-year basis be adopted by a single ordinance that takes the form of a Tax & Fee Schedule, which may be amended from time to time at the will of Town Council. (Only three tax rates are effective on a calendar year basis, and therefore excluded from the Tax & Fee Schedule, including the Real Property Tax, Personal Property Tax, and Fireman's Field Service District Tax). Staff's proposed Tax & Fee Schedule for Fiscal Year 2017 was advertised in the Purcellville Gazette on March 25, and April 1. That advertisement is attached to this Staff Report for reference.

RECOMMENDATION:

No action is recommended at the Public Hearing on April 12, 2016. Staff will provide a recommendation for action, and a complete Ordinance for adoption, at the Town Council meeting for which action on this item is scheduled.

Staff seeks input from Town Council as to any changes desired to the rates and fees proposed on the Tax & Fee Schedule.

BACKGROUND:

Many, though not all, local taxes and fees must be adopted by ordinance after a public hearing, and the Town has adopted many such ordinances over the years. These ordinances are located in various chapters of the Town Code, with some ordinances specifying the adopted rate or charge, and others providing that the rate or charge will be set by Town Council from time to time. In order to consolidate the location of all adopted

taxes, fees, and other charges into as few documents as possible, Staff has created a Tax & Fee Schedule which is to be adopted by Ordinance.

The Tax & Fee Schedule includes tax rates, fees, and charges that are effective on a fiscal year basis, and excludes the three Town tax rates that are adopted separately and are based upon the calendar year (becoming effective on January 1st and remaining valid through December 31st), including the Real Property Tax, Personal Property Tax, and Fireman's Field Service District Tax.

This Staff Report provides Town Council with the proposed Tax & Fee Schedule for Fiscal Year 2017, as it was advertised in the Purcellville Gazette on March 25th and April 1st.

Once adopted, the Tax & Fee Schedule will be added to the Town Code as Appendix A. Staff believes the Schedule will be a convenient resource for Town residents, Town Council, and Town Staff. Staff intends that the Tax & Fee Schedule be amended and re-adopted at least once per year, in conjunction with the annual budget process. However, any portion of the Tax and Fee Schedule may be amended without limit throughout the year, at the will of Town Council.

ISSUES:

The rates and charges shown on the attached Tax & Fee Schedule are those proposed for Fiscal Year 2017, and were the rates and charges assumed when drafting the proposed Budget for FY2017. Significant changes to the proposed rates and charges could impact the proposed FY2017 Budget.

BUDGET IMPACT:

Significant changes to the proposed rates and charges in the Tax & Fee Schedule could impact the proposed FY2017 Budget.

ATTACHMENT:

1. Tax & Fee Schedule as proposed for Fiscal Year 2017, and as advertised in the Purcellville Gazette for the April 12th public hearing.

PUBLIC HEARING/LEGAL NOTICES

PUBLIC HEARING PURCELLVILLE TOWN COUNCIL

The Purcellville Town Council will hold a public hearing in the Town Council Chambers of Town Hall, located at 221 South Nursery Avenue, Purcellville, Virginia, on **Tuesday, April 12, 2016 at 7:00 P.M.** to receive public input on, consider, and possibly vote on the following proposed Taxes and Fees. The following tables show (i) the Town's "current" tax rates and fees for the Fiscal Year 2015-2016 (which runs from July 1, 2015 through June 30, 2016), (ii) the Town's "proposed" tax rates and fees for the Fiscal Year 2016-2017 (which runs from July 1, 2016 through June 30, 2017), (iii) and the dollar amount change or percentage change between the current and proposed tax or fee.

Category	Current Tax Rate or Fee	Proposed Tax Rate or Fee for Fiscal Year 2016-2017	%/ \$ Change	Code References
Sales Tax	6% (4.3% state, 1% local, .7% NVT) Local 1% collected by State and remitted to Loudoun County to distribute according to number of school aged children residing in the Town.	6% (4.3% state, 1% local, .7% NVT) Local 1% collected by State and remitted to Loudoun County to distribute according to number of school aged children residing in the Town.	No change	(VA Code §58.1-603)
Utility Tax				
Electric Utility Tax:				(VA Code §58.1-3814) (Town Code 74.49)
Residential	\$1.05 plus \$.0011363 on each kwh	\$1.05 plus \$.0011363 on each kwh	No change	
Commercial	\$1.72 plus \$.010204 on each kwh	\$1.72 plus \$.010204 on each kwh	No change	
Industrial	\$1.72 plus \$.010204 on each kwh	\$1.72 plus \$.010204 on each kwh	No change	
Business License Tax	Rates per category / value of gross receipts	Rates per category / value of gross receipts		
Business License Tax:				(VA Code §58.1-3703) (Town Code 18-41)
Business Service	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Contractor	\$.14/\$100 gross receipts	\$.14/\$100 gross receipts	No change	
Direct Sellers >\$4,000	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Financial Service	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Fortune Teller	\$500 annual flat fee	\$500 annual flat fee	No change	
Hotel, Motel, Rooming House	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Massage Therapy	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Nonprofit Organization	None- must provide 501(c)(3)	None- must provide 501(c)(3)	No change	
Personal Service	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Professional	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Public Utilities	1/2 of 1% gross receipts	1/2 of 1% gross receipts	No change	
Repair Service	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Real Estate Service and Lessors of Real Property (dwellings 3 or more)	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Restaurant	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Retail Merchant	\$.17/\$100 gross receipts	\$.17/\$100 gross receipts	No change	
Wholesale Merchant	\$.05/\$100 purchases of goods of sale	\$.05/\$100 purchases of goods of sale	No change	
Manufacturer	None	None	No change	
Itinerant Merchant or Peddler	\$500 annual flat rate	\$500 annual flat rate	No change	
Carnival/Amusement	\$500 per event	\$500 per event	No change	
Coliseum, Arenas (public, +10,000 capacity)	\$1,000 annual flat rate	\$1,000 annual flat rate	No change	
Savings & Loan, Credit Union	\$50 annual flat rate	\$50 annual flat rate	No change	
Photographer- no VA established business	\$30 annual flat rate	\$30 annual flat rate	No change	
Minimum License Fee	\$20	\$20	No change	
Motor Vehicle Decals	Rates per category / value of gross receipts	Rates per category / value of gross receipts		
Automobiles	\$25.00	\$25.00		(VA Code §46.2-752) (Town Code 78-47)
Motor Cycle	\$15.00	\$15.00	No change	
Antique	\$1.00	\$1.00	No change	
Military	\$1.00	\$1.00	No change	
Transfer	\$1.00	\$1.00	No change	
Penalty for Late Purchase	\$1.00	\$1.00	No change	
Lost Decal	\$1.00	\$1.00	No change	
Qualified vehicle - volunteer	no fee	no fee	No change	

See **TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES** on **PAGE 30**

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEEES Continued from PAGE 29

Category	Current Tax Rate or Fee	Proposed Tax Rate or Fee for Fiscal Year 2016-2017	%/ \$ Change	Code References
Farm & Community Market Fee	\$20 per space	\$20 per space	No change	(Town Code Ord # 10.12.02) (Town Code 18-153)
Bank Franchise Tax	80% of State rate of 1%/\$100 of net capital	80% of State rate of 1%/\$100 of net capital	No change	(VA Code §58.1 Chapter 12) (Town Code 74-4)
Cigarette Tax	.65 per pack	.65 per pack	No change	(VA Code §58.1-3840) (Town Code 74-180)
Transient Occupancy Tax	3% of amount paid for lodging or use of space	3% of amount paid for lodging or use of space	No change	(VA Code §58.1-3840) (Town Code 74-222)
Meals Tax	5%	5%	No change	(VA Code §58.1-3840) (Town Code 74-82)
Loudoun County Gas Tax	County voluntary contribution to the Town	County voluntary contribution to the Town	No change	
Communications Tax	5% of sales price of each communications service collected by State and apportioned to localities.	5% of sales price of each communications service collected by State and apportioned to localities.	No change	(VA Code 58.1-648)
Community Events Sign	\$55 (in Town org)/ \$65 (out of Town org)	\$55 (in Town org)/ \$65 (out of Town org)	No change	
Right of Way Use Application Fee	\$40.00	\$40.00	No change	(VA Code § 56-468.1)
Right of Way Reinstatement Fee	\$30.00	\$30.00	No change	(VA Code § 56-468.1)
Right of Way Performance Guarantee Fee	100% of Project Cost	100% of Project Cost	No change	(VA Code § 56-468.1)
Right of Way Use Fee	\$1.05 per access line	\$1.05 per access line	No change	(VA Code § 56-468.1)
Bad Check Fee	\$50	\$50	No change	(VA Code § 15.2-106) (Town Code 1-18)
Ordinance Mowing Administrative Fee	20% of Fees	20% of Fees	No change	
Mowing Fee	Cost of Contractor Mowing	Cost of Contractor Mowing	No change	
Certified Letter Fee - Violation Notice	Current USPS Rate	Current USPS Rate	No change	
Certified Letter Fee - Invoice	Current USPS Rate	Current USPS Rate	No change	

Categories for Police Department	Current Fines & Fees	Proposed Fines and Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References
Child restraint/safety belt violation (under 18 years, first offense - pay fine only)	\$50.00	\$50.00	No change	
Disabled parking violation	\$150.00	\$150.00	No change	
Driving wrong way on one-way street	\$30.00	\$30.00	No change	
Earphones while driving	\$25.00	\$25.00	No change	
Equipment violation (each charge)	\$30.00	\$30.00	No change	
Expired rejection sticker	\$50.00	\$50.00	No change	
Failure to dim headlights while moving	\$30.00	\$30.00	No change	
Failure to display license plates	\$25.00	\$25.00	No change	
Failure to drive on right side of highway	\$30.00	\$30.00	No change	
Failure to give proper signal	\$30.00	\$30.00	No change	(VA Code § 46.2-851)
Failure to have vehicle inspected	\$30.00	\$30.00	No change	
Failure to correct defects	\$50.00	\$50.00	No change	
Failure to obey highway signs	\$30.00	\$30.00	No change	(VA Code § 46.2-830)
Failure to obey traffic lights	\$100.00	\$100.00	No change	(VA Code § 46.2-833)
Evasion of traffic control device	\$50.00	\$50.00	No change	
Failure to obtain registration	\$25.00	\$25.00	No change	
Failure to secure load	\$30.00	\$30.00	No change	
Failure to use seat belt (pay fine only)	\$25.00	\$25.00	No change	
Failure to yield right of way	\$30.00	\$30.00	No change	(VA Code § 46.2-820 to § 46.2-829)

See TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEEES on PAGE 31

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from PAGE 30

Categories for Police Department	Current Fines & Fees	Proposed Fines and Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References
Following too closely	\$30.00	\$30.00	No change	(VA Code § 46.2-816)
Illegal radar detector	\$40.00	\$40.00	No change	
Impeding flow of traffic	\$30.00	\$30.00	No change	
Improper lane change	\$30.00	\$30.00	No change	
Improper passing	\$30.00	\$30.00	No change	
Improper towing	\$30.00	\$30.00	No change	
Improper U-turn	\$30.00	\$30.00	No change	(VA Code § 46.2-845)
Speeding (other than in a residence zone, highway work zone or school crosswalk)	\$6.00 per MPH over speed limit	\$6.00 per MPH over speed limit	No change	(VA Code § 46.2-870 to § 46.2-876)
Speeding in residence zone	\$200.00 plus \$8.00 per MPH over speed limit	\$200.00 plus \$8.00 per MPH over speed limit	No change	(VA Code § 46.2-878.2)
Highway Safety Corridor moving violation (double the prepayable fine)	(double the prepayable fine)	(double the prepayable fine)	No change	(VA Code § 46.2-947)

Categories for Community Development	Application Type	Current Fees	Proposed Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References	
Administrative Permits	Zoning Permits	New construction:	New construction:		(VA Code § 15.2-2286)	
		Residential: \$100	Residential: \$200	\$100		
		Non-Residential: \$250	Non-Residential: \$250	No change		
	Additions & Alterations:		Residential: \$50	Residential: \$75	\$25	
			Non-Residential: \$100	Non-Residential: \$150	\$50	
			Accessory Structures:	Accessory Structures:		
	Decks, fences & sheds under 150 sq ft: \$25		Decks, fences & sheds under 150 sq ft: \$25	Decks, fences & sheds under 150 sq ft: \$50	\$25	
			All other accessory structures: \$50	All other accessory structures: \$75	\$25	
	Construction Trailer: \$300/year		Construction Trailer: \$300/year	Construction Trailer: \$300/year	No change	
			Demolition:	Demolition:		
	Principal structure: \$100		Principal structure: \$100	All structures: \$150	\$50	
			Accessory structure: \$50			
	Home Occupation Permit		\$50	\$75	\$25	(VA Code § 15.2-2286)
Home Child Care Center (12 children or less)		\$100	\$100	No change	(VA Code § 15.2-2286)	
Occupancy Permit		Residential: \$50*	Residential: \$50*	No change	(VA Code § 15.2-2286)	
		Commercial: \$100*	Commercial: \$150*	\$50		
		Temporary: (New Fee)	Temporary: \$100*	\$100		
		*includes 1 inspection; \$100 for each re-inspection	*includes 1 inspection; \$100 for each re-inspection	No change		
Sign Permits	Permanent Signs	1-10 SF: \$50	1-10 SF: \$75	\$25	(VA Code § 15.2-2286)	
		11-30 SF: \$75	11-30 SF: \$100	\$25		
		> 30 SF: \$100	> 30 SF: \$150	\$50		
	Temporary Signs		\$25	\$35	\$10	(VA Code § 15.2-2286)

See TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES on PAGE 32

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from PAGE 31

Categories for Community Development	Application Type	Current Fees	Proposed Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References	
Sign Permits cont'd	Temporary Signs	Signs removed from public right of way: \$5/sign held 10 days or less; \$10/sign held > 10 days	Signs removed from public right of way: \$25	\$20 10 days or less/\$15 > 10 days	(VA Code § 15.2-2286)	
	Sign Waiver	(New Fee)	\$75	\$75	(VA Code § 15.2-2286)	
	Master Sign Plan Amendment	(New Fee)	\$50	\$50	(VA Code § 15.2-2286)	
Board of Architectural Review Applications	Preapplication Conference	\$50	\$75	\$25		
	New Construction & Additions	\$350	\$350	No change		
	Exterior Alterations	\$250	\$250	No change		
	Repainting to New Color(s)	\$50	\$50	No change		
	Accessory Structures	\$50	\$50	No change		
	Signs	Individual sign: Sign fee + \$20	Fee Repealed (No longer reviewed by BAR)	-\$20		
		Master Sign Plan: \$300	Fee Repealed (No longer reviewed by BAR)	-\$300		
		CDA Amendments	\$100	\$100	No change	
		Appeal to Council	\$75	\$250	\$175	
		Administrative Review	\$50	\$50	No change	
	Demolition Application	(New Fee)	\$75	\$75		
Site Plan	Pre-Application Review	\$250	\$250	No change	(VA Code § 15.2-2241)	
	Preliminary Site Plan	\$100 authorization + \$2,000 + cost of engineering consultant review (ECR) (consultant cost not to exceed \$2,500)	\$2,000 + cost of engineering consultant review (ECR) (consultant cost not to exceed \$2,500)	Delete \$100 authorization	(VA Code § 15.2-2241)	
	Final Site Plan	\$2,500 + 2% of bonded improvements value + ECR cost (ECR cost not to exceed \$2,500)	\$2,500 + 2% of bonded improvements value + ECR cost (ECR cost not to exceed \$2,500)	No change	(VA Code § 15.2-2241)	
	Preliminary/Final Site Plan	\$4,500 + 2% of public improvements value + ECR cost (ECR cost not to exceed \$2,500)	\$4,500 + 2% of bonded improvements value + ECR cost (ECR cost not to exceed \$2,500)	No change	(VA Code § 15.2-2241)	
	Additional Submissions (applies to all site plans)	2nd & subsequent: \$500 + ECR cost (ECR cost not to exceed \$1,500)	2nd & subsequent: \$500 + ECR cost (ECR cost not to exceed \$1,500)	No change	(VA Code § 15.2-2241)	
	Revisions to Approved Site Plan	\$500 + ECR cost (ECR cost not to exceed \$1,500)	\$500 + ECR cost (ECR cost not to exceed \$1,500)	No change	(VA Code § 15.2-2241)	
	Minor Site Plan	\$2,250 + ECR (ECR cost not to exceed \$1,250)	\$2,250 + ECR cost (ECR cost not to exceed \$1,250)	No change	(VA Code § 15.2-2241)	
Subdivision	Pre-Application Review	\$250	\$250	No change	(VA Code § 15.2-2241)	
	Preliminary Plat	\$100 authorization + \$2,500 + \$100/lot + ECR cost (ECR cost not to exceed \$2,500)	\$2,500 + \$100/lot + ECR cost (ECR cost not to exceed \$2,500)	Delete \$100 authorization	(VA Code § 15.2-2241)	
	Preliminary Plat Extension	\$350	\$350	No change	(VA Code § 15.2-2241)	
	Preliminary Plat Revision (minor revision to approved preliminary plat)	\$300 + ECR cost (ECR cost not to exceed \$1,500)	\$300 + ECR cost (ECR cost not to exceed \$1,500)	No change	(VA Code § 15.2-2241)	
	Minor Subdivision Plat (3 lots or less)	\$500 + \$100 per lot	\$500 + \$100 per lot	No change	(VA Code § 15.2-2241)	

See TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES on PAGE 33

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from **PAGE 32**

Categories for Community Development	Application Type	Current Fees	Proposed Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References
Subdivision cont'd	Final Plat (after prelim plat approval, may be phased if phasing is approved with prelim plat)	\$1,500 + \$100/lot	\$1,500 + \$100/lot	No change	(VA Code § 15.2-2241)
	Construction Plans (Public Facility Construction Plans)	\$1,500 + 1% of value of public improvements value + ECR cost (ECR cost not to exceed \$2,500)	\$1,500 + 1% of value of bonded improvements value + ECR cost (ECR cost not to exceed \$2,500)	No change	(VA Code § 15.2-2241)
	Revisions to Approved Construction Plans	\$500 + ECR cost (ECR cost not to exceed \$1,500)	\$500 + ECR cost (ECR cost not to exceed \$1,500)	No change	(VA Code § 15.2-2241)
	Preliminary/Final Subdivision Plat	\$4,000 + \$100/lot + ECR (ECR not to exceed \$2,500)	\$4,000 + \$100/lot + ECR cost (ECR not to exceed \$2,500)	No change	(VA Code § 15.2-2241)
	Boundary Line Adjustment & Lot Consolidation Plats	\$250 for single party; \$500 for 2 or more parties; + cost of Town attorney review (cost of review not to exceed \$300)	\$250 for single party; \$500 for 2 or more parties; + cost of Town attorney review (cost of review not to exceed \$300)	No change	(VA Code § 15.2-2241)
	Other Plats (i.e. Easement Plats, Correction Plats, etc.)	\$500 plus \$50 per lot + cost of Town Attorney review	\$500 plus \$50 per lot + cost of Town Attorney review	No change	(VA Code § 15.2-2241)
	Additional Submissions (applies to all plats & plans)	2nd & subsequent: \$500 + ECR cost (ECR cost not to exceed \$1,500)	2nd & subsequent: \$500 + ECR cost (ECR cost not to exceed \$1,500)	No change	(VA Code § 15.2-2241)
	Variation or Exception	\$500 for one; \$250 for each additional in same application; plus cost of public hearing, if required	\$500 for one; \$250 for each additional in same application; plus cost of public hearing, if required	No change	(VA Code § 15.2-2241)
Grading Plan	First Submission	\$500 + \$20 per acre + ECR cost (ECR cost not to exceed \$1,500)	\$500 + \$20 per acre + ECR cost (ECR cost not to exceed \$1,500)	No change	(VA Code § 15.2-2241)
	Additional Submissions	2nd & subsequent: \$250 + ECR cost (ECR cost not to exceed \$1,000)	2nd & subsequent: \$250 + ECR cost (ECR cost not to exceed \$1,000)	No change	(VA Code § 15.2-2241)
Performance Bonds and As-Built Site Inspections	As-Built Submissions	\$300 + ECR cost, not to exceed \$1,000 in the aggregate; \$100 per inspection after 1st inspection	\$300 + ECR cost, not to exceed \$1,000 in the aggregate; \$100 per inspection after 1st inspection	No change	(VA Code § 15.2-2241)
	Bond approval	\$250 + ECR cost, not to exceed \$500 in aggregate	\$250 + ECR cost, not to exceed \$500 in aggregate	No change	(VA Code § 15.2-2241)
	Bond extension	\$250 per year extended	\$250 per year extended	No change	(VA Code § 15.2-2241)
	Bond reduction	For Bonds \$3,500 or larger:			(VA Code § 15.2-2241)
		\$350 + ECR cost, not to exceed \$600 in aggregate (includes 1 inspection) + \$100 for each additional inspection	\$350 + ECR cost (includes 1 inspection) + \$100 for each additional inspection	Delete \$600 aggregate cap	
		For Bonds under \$3,500:			
		\$100 (includes 1 inspection) + \$100 for each additional inspection	\$250 (includes 1 inspection) + \$100 for each additional inspection	\$150	
	Bond release	For Bonds \$3,500 or larger:			(VA Code § 15.2-2241)

See **TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES** on **PAGE 34**

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from PAGE 33

Categories for Community Development	Application Type	Current Fees	Proposed Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References
Performance Bonds and As-Built Site Inspections cont'd	Bond release	\$350 + ECR cost, not to exceed \$600 in aggregate (includes 2 inspections – punch list & final) + \$100 for each additional inspection	\$350 + ECR cost (includes 2 inspections – punch list & final) + \$100 for each additional inspection	Delete \$600 aggregate cap	
		For Bonds under \$3,500:			
		\$200 (includes 2 inspections) + \$100 for each additional inspection	\$250 (includes 2 inspections) + \$100 for each additional inspection	\$50	
	Lawn Establishment Winter Cash Bond Processing Fees	Application Fee: \$50	Application Fee: \$50	No change	(VA Code § 15.2-2241)
		Bond Release Fee: \$100 per bond	Bond Release Fee: \$100 per bond	No change	
	Lawn Establishment Winter Bond for Single Family Homes	\$4,000	\$4,000	No change	(VA Code § 15.2-2241)
	Lawn Establishment Winter Bond for Townhomes	\$2,000	\$2,000	No change	(VA Code § 15.2-2241)
	Landscaping Bond	(New Fee)	\$250 Plus Actual Cost of Landscaping	\$250	(VA Code § 15.2-2241)
Land Use & Legislative Applications	Zoning Map Amendment	0-5 ac: \$2,500	0-5 ac: \$2,500	No change	(VA Code § 15.2-2286)
		5-10 ac: \$3,500	5-10 ac: \$3,500	No change	
		10-25 ac: \$6,500	10-25 ac: \$6,500	No change	
		25-100 ac: \$7,500	25-100 ac: \$7,500	No change	
		>100 ac: \$8,500 + \$25 each add'l ac.	>100 ac: \$8,500 + \$25 each add'l ac.	No change	
	Proffer or Proffered Plan Amendment	\$5,000	\$5,000	No change	(VA Code § 15.2-2286)
	PDH Final Development Plan Administrative Amendment	(New Fee)	\$1,000	\$1,000	(VA Code § 15.2-2286)
	Comprehensive Plan Amendment	\$2,500	\$2,500	No change	(VA Code § 15.2-2286)
	Special Use Permit	\$2,000	\$2,000	No change	(VA Code § 15.2-2286)
	Commission Permit	\$750	\$750	No change	(VA Code § 15.2-2286)
	Ordinance Text Amendment	(New Fee)	\$2,500	\$2,500	(VA Code § 15.2-2286)
Annexation Applications	Out-of-Phase Annexation Joint JLMA Comm. Review	\$2,000 processing fee	Fee Repealed	-\$2,000	(VA Code § 15.2-2286)
	Annexation Request	0-5 acres: \$10,000	0-5 acres: \$10,000	No change	(VA Code § 15.2-2286)
	(Phase 1 & Out-of-Phase)	> 5 acres: \$10,000 + \$50 each add'l acre	> 5 acres: \$10,000 + \$50 each add'l acre	No change	(VA Code § 15.2-2286)
Board of Zoning Appeals Applications	Variance	\$350 + cost of newspaper ad, not to exceed an additional \$500	\$500 + cost of newspaper ad, not to exceed an additional \$500	\$150	(VA Code § 15.2-2286)
	Special Exceptions	\$500 + cost of newspaper ad, not to exceed an additional \$500	\$500 + cost of newspaper ad, not to exceed an additional \$500	No change	(VA Code § 15.2-2286)
	Appeals of Admin Decision	\$500 + cost of newspaper ad, not to exceed an additional \$500	\$500 + cost of newspaper ad, not to exceed an additional \$500	No change	(VA Code § 15.2-2286)

See TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES on PAGE 35

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from PAGE 34

Categories for Community Development	Application Type	Current Fees	Proposed Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References
Misc. Zoning Fees	Readvertise Public Hearing	Cost of newspaper ad, up to \$500	Cost of newspaper ad, up to \$500	No change	(VA Code § 15.2-2286)
	Renotify Property Owners	\$150	\$150	No change	(VA Code § 15.2-2286)
	Zoning Clearance Letter	(New Fee)	\$25	\$25	(VA Code § 15.2-2286)
	Zoning Determination	\$100	\$150	\$50	(VA Code § 15.2-2286)
	Traffic Consultant Review Fee	Not to exceed \$2,500	Not to exceed \$3,000	\$500	(VA Code § 15.2-2286)
Publications	Comprehensive Plan	Paper: \$45	Paper: \$45	No change	(VA Code § 15.2-2286)
		CD: \$5 when available	CD: \$5 when available	No change	
		Exec. Summary Poster: \$5	Fee Repealed	-\$5	
	Zoning Ordinance	Unbound: \$25	Unbound: \$25	No change	(VA Code § 15.2-2286)
		Bound: \$40	Bound: \$40	No change	
	Zoning Map or other Maps	Small (up to 11 x 17): \$5	Small (up to 11 x 17): \$5	No change	(VA Code § 15.2-2286)
		Large (larger than 11 x 17): \$25	Large (larger than 11 x 17): \$25	No change	
	Subdivision Ordinance (LDSCO)	\$10	\$10	No change	(VA Code § 15.2-2286)
	Facilities Standards Manual	\$30	\$30	No change	(VA Code § 15.2-2286)
	Publications Copied In-House	\$0.10 per page	\$0.10 per page	No change	(VA Code § 15.2-2286)

Categories for Parks & Recreation	Current Fees	Proposed Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References
Events				
Event Permit Application Review Fee	\$75.00	\$75.00	No change	(Ordinance No. 15-09-02)
Street Closure Fee for Events	\$100.00 per day or portion thereof	\$100.00 per day or portion thereof	No change	(Ordinance No. 15-09-02)
Town Events Specialist: (for event planning services beyond application)	\$30.00 per hour	\$30.00 per hour	No change	(Ordinance No. 15-09-02)
Public Works Fee for Events	Up to \$60 per employee per hour	Up to \$65 per employee per hour	\$5.00	(Ordinance No. 15-09-02)
Town Police Fee for Events	Up to \$60 per officer per hour	Up to \$65 per officer per hour	\$5.00	(Ordinance No. 15-09-02)
Train Station Fees	Rate			
Full day Use (over 6 hours)	\$200	\$280	\$80.00	
Half day Use (6 hours)	\$100	\$210	\$110	
Four Hour Block	\$75	\$140	\$65	
Two Hour Block	\$50	\$70	\$20	
One Hour Block	\$40	\$40	No change	
Non Profits with 501C3 Status	\$10 per use	\$50 per 4 hour block	Per 4 hour block	
HOA's	\$200 for 12 uses per year	Repeal Fee	-\$200.00	
Community Garden Fees				
Community Garden Rental Fee	\$25.00	\$25.00	No change	
Community Garden Security Deposit	\$50.00 (Refundable)	\$50.00 (Refundable)	No change	

See TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES on PAGE 36

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from PAGE 35

Categories for Public Works	Current Rates and Fees		Proposed Rates and Fees for Fiscal Year 2016-2017	%/ \$ Change	Code References
Water Supply System					
Water Usage Rates					
1st Tier (to 5,000)	\$6.16/1000 gallons		\$6.34	3.00%	
2nd Tier (5,001-10,000)	\$8.21/1000 gallons		\$8.46	3.00%	
3rd Tier (10,001-15,000)	\$9.90/1000 gallons		\$10.20	3.00%	
4th Tier (15,001-20,000)	\$11.79/1000 gallons		\$12.14	3.00%	
5th Tier (20,001-50,000)	\$14.71/1000 gallons		\$15.15	3.00%	
6th Tier (50,001-100,000)	\$16.79/1000 gallons		\$17.29	3.00%	
7th Tier (100,001-150,000)	\$18.87/1000 gallons		\$19.44	3.00%	(VA Code § 82-7)
8th Tier (100,001-200,000)	\$20.94/1000 gallons		\$21.57	3.00%	(VA Code § 82-44)
9th Tier (200,001-250,000)	\$23.85/1000 gallons		\$24.57	3.00%	
10th Tier (250,001-300,000)	\$25.93/1000 gallons		\$26.71	3.00%	
11th Tier (300,001-350,000)	\$28.00/1000 gallons		\$28.84	3.00%	
12th Tier (350,001-400,000)	\$30.08/1000 gallons		\$30.98	3.00%	
13th Tier (400,001-450,000)	\$32.16/1000 gallons		\$33.12	3.00%	
14th Tier (450,001-500,000)	\$37.35/1000 gallons		\$38.47	3.00%	
15th Tier (500,001-550,000)	\$42.53/1000 gallons		\$43.81	3.00%	
16th Tier (550,001-600,000)	\$47.72/1000 gallons		\$49.15	3.00%	
17th Tier (600,001 and over)	\$52.91/1000 gallons		\$54.50	3.00%	

*Out of Town is Double the In-Town Rate

Water Supply System					
Fixed Service Fee	Based on meter size of account				
5/8'		\$15.00	\$15.00	No change	
3/4"		\$15.00	\$15.00	No change	
1"		\$37.50	\$37.50	No change	
1.5"		\$75.00	\$75.00	No change	(VA Code § 82-7)
2"		\$119.99	\$119.99	No change	(VA Code § 82-44)
3"		\$239.48	\$239.48	No change	
4"		\$374.97	\$374.97	No change	
6"		\$479.93	\$479.93	No change	
8"		\$1,199.88	\$1,199.88	No change	

*Out of Town is Double the In-Town Rate

Wastewater Collection System					
Wastewater Usage Rate		Flat rate \$14.47/1000 gallons	Flat rate \$15.19/1000 gallons	5.00%	(VA Code § 82-166)

*Out of Town is Double the In-Town Rate

Wastewater Collection System					
Fixed Service Fee	Based on meter size of account				
5/8'		\$15.00	\$15.00	No change	
3/4"		\$15.00	\$15.00	No change	
1"		\$37.50	\$37.50	No change	
1.5"		\$75.00	\$75.00	No change	
2"		\$119.99	\$119.99	No change	(VA Code § 82-7)
3"		\$239.48	\$239.48	No change	(VA Code § 82-44)
4"		\$374.97	\$374.97	No change	
6"		\$479.93	\$479.93	No change	
8"		\$1,199.88	\$1,199.88	No change	

*Out of Town is Double the In-Town Rate

See TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES on PAGE 37

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from PAGE 36

Application Category	Application Type	Fees			Code References	
Water Supply System	Handling Fee for New Account (Water)	\$10.00	\$10.00	No change		
	Penalty (Late Fee)	10%	10%	No change		
	Interest	10% per annum	10% per annum	No change	(VA Code § 82-167)	
	Pre-disconnect door announcement	\$10.00	\$10.00	No change		
	Reconnection Fee (terminated fee)	\$50.00	\$50.00	No change		
	Emergency call-out fee	\$100.00	\$100.00	No change		
	Deposit Rates	Residential: \$300.00	Residential: \$300.00	No change		
		Business: \$300.00	Business: \$300.00	No change		
		Restaurant: \$750.00	Restaurant: \$750.00	No change	(VA Code § 82-78)	
		Apartments: \$3,000.00	Apartments: \$3,000.00	No change		
		Laundry Mats: \$7,050.00	Laundry Mats: \$7,050.00	No change		
	Bulk Water Fee (New Fee)					
	Water usage rate	Pilot program	\$11.00/1000 gallons	New Fee	(Town Code § 82-192)	
	Per day Administrative Fee	New Fee	\$50	New Fee		
	Availability Fee In-Town*	5/8": \$25,754	5/8": \$25,754	No change		
		3/4": \$38,631	3/4": \$38,631	No change		
		1": \$64,385	1": \$64,385	No change		
		1.5": \$128,770	1.5": \$128,770	No change		
		*Out of Town is Double the In-Town Rate	2" T-10: \$206,032	2" T-10: \$206,032	No change	
		2" HP Turbine: \$206,032	2" HP Turbine: \$206,032	No change	(VA Code § 82-7)	
		3" HP Turbine: \$386,310	3" HP Turbine: \$386,310	No change	(VA Code § 82-44)	
	4" HP Turbine: \$643,850	4" HP Turbine: \$643,850	No change			
	2" T/F Compound: \$206,032	2" T/F Compound: \$206,032	No change			
3" T/F Compound: \$386,310	3" T/F Compound: \$386,310	No change				
4" T/F Compound: \$643,850	4" T/F Compound: \$643,850	No change				
6": \$1,287,700	6": \$1,287,700	No change				
General Construction Permit for Distribution Mains (VDH review of new Water Lines)	\$500 Preliminary Plan	\$500 Preliminary Plan	No change	(Waterworks Regulations*		
	\$1.50/LF WL +\$500 for Final Site Plan	\$1.50/LF WL +\$500 for Final Site Plan	No change	12VAC5-590-200)		
New Line Flushing Request	\$50 Administrative Fee + \$(current water rate)/1000 gallons water used	\$50 Administrative Fee + \$(current water rate)/1000 gallons water used	No change	(Waterworks Regulations* 12VAC5-590-800)		
*§ 32.1-170 of the Code of VA authorizes VDH to adopt the VA Administrative Code (VAC) for Waterworks Regulations						
	Hydrant Flow Test	\$200				
	Meter Testing Fee (customer request)	\$100 (New Fee)	\$100 (New Fee)	\$100		
Meter Fee	5/8": \$275	5/8": \$275	No change			
	3/4": \$328	3/4": \$328	No change			
	1": \$394	1": \$394	No change			
	1.5": \$564	1.5": \$564	No change			
	2" T-10: \$709	2" T-10: \$709	No change			
	2" HP Turbine: \$944	2" HP Turbine: \$944	No change	(VA Code § 82-7)		
	3" HP Turbine: \$1,469	3" HP Turbine: \$1,469	No change	(VA Code § 82-44)		
	4" HP Turbine: \$2,281	4" HP Turbine: \$2,281	No change			
2" T/F Comp.: \$2,013	2" T/F Comp.: \$2,013	No change				
3" T/F Comp.: \$2,749	3" T/F Comp.: \$2,749	No change				
4" T/F Comp.: \$3,731	4" T/F Comp.: \$3,731	No change				

See TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES on PAGE 38

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from PAGE 37

Application Category	Application Type				Code References		
Wastewater Collection System cont'd	Water Theft Fines	First Offense: \$1,000*	First Offense: \$1,000*	No change			
		Second Offense: \$1,500*	Second Offense: \$1,500*	No change	(Town Code § 82-86)		
		Third or Subsequent Offense: \$2,000*	Third or Subsequent Offense: \$2,000*	No change			
		*Plus water consumption.	*Plus water consumption.	No change			
	Water Meter Tampering/Damage	New Fee	Penalty for Improper Use: \$500	\$500 New Fee			
		New Fee	Damage to Meter: \$275	\$275 New Fee		(Town Code § 82-53)	
	Handling Fee for New Account (Sewer)	\$10.00	\$10.00	No change		(VA Code § 82-7)	
	Penalty (Late Fee)	10%	10%	No change		(VA Code § 82-7)	
	Interest	10% per annum	10% per annum	No change		(VA Code § 82-7)	
	Availability Fee In-Town*	5/8": \$21,600	5/8": \$21,600	No change			
		3/4": \$32,400	3/4": \$32,400	No change			
		1": \$54,000	1": \$54,000	No change			
		*Out of Town is Double the In-Town Rate	1.5": \$108,000	1.5": \$108,000	No change		
			2" T-10: \$172,800	2" T-10: \$172,800	No change		
			2" HP Turbine: \$172,800	2" HP Turbine: \$172,800	No change		(VA Code § 82-7)
			3" HP Turbine: \$324,000	3" HP Turbine: \$324,000	No change		(VA Code § 82-44)
			4" HP Turbine: \$540,000	4" HP Turbine: \$540,000	No change		
	2" T/F Comp.: \$172,800	2" T/F Comp.: \$172,800	No change				
	3" T/F Comp.: \$324,000	3" T/F Comp.: \$324,000	No change				
	4" T/F Comp.: \$540,000	4" T/F Comp.: \$540,000	No change				
	6": \$1,080,000	6": \$1,080,000	No change				
	New Sewer Line Flushing Request	\$50 Administrative Fee + water used	\$50 Administrative Fee + water used	No change			
Grease/Grit Interceptor Policy and Program	Failure to maintain on-site records	1st Offense: warning letter	1st Offense: warning letter	No change	(Town Code § 82-192)		
		2nd Offense: \$100	2nd Offense: \$100	No change			
		3rd Offense: \$150	3rd Offense: \$150	No change			
		4th Offense: \$300	4th Offense: \$300	No change			
	Inspection Hindrance (equipment related)	1st Offense: warning letter	1st Offense: warning letter	No change	(Town Code § 82-192)		
		2nd Offense: \$100	2nd Offense: \$100	No change			
		3rd Offense: \$150	3rd Offense: \$150	No change			
		4th Offense: \$300	4th Offense: \$300	No change			
	Interceptor in excess of 25% full	1st Offense: warning letter	1st Offense: warning letter	No change	(Town Code § 82-192)		
		2nd Offense: \$300	2nd Offense: \$300	No change			
		3rd Offense: \$450	3rd Offense: \$450	No change			
		4th Offense: \$1,000	4th Offense: \$1,000	No change			
	Interceptor in excess of 25% full	1st Offense: warning letter	1st Offense: warning letter	No change	(Town Code § 82-192)		
		2nd Offense: \$300	2nd Offense: \$300	No change			
		3rd Offense: \$500	3rd Offense: \$500	No change			
		4th Offense: \$1,000	4th Offense: \$1,000	No change			
	Failure to maintain interceptor other than cleaning	1st Offense: warning letter	1st Offense: warning letter	No change	(Town Code § 82-192)		
2nd Offense: \$300		2nd Offense: \$300	No change				
3rd Offense: \$500		3rd Offense: \$500	No change				
4th Offense: \$1,000		4th Offense: \$1,000	No change				

See TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES on PAGE 39

PUBLIC HEARING/LEGAL NOTICES

TOWN OF PURCELLVILLE PUBLIC HEARING TAX RATES/FEES Continued from PAGE 38

Application Category	Application Type				Code References
Grease/Grit Interceptor Policy and Program cont'd	Source of sewer blockage	1st Offense: warning + clean up costs	1st Offense: warning + clean up costs	No change	
		2nd Offense: \$500 + clean up costs	2nd Offense: \$500 + clean up costs	No change	
		3rd Offense: \$1,000 + cleanup costs	3rd Offense: \$1,000 + cleanup costs	No change	(Town Code § 82-192)
		4th Offense: termination of service	4th Offense: termination of service	No change	
	Falsification of maintenance or cleaning records and noncompliance with Policy and Program	1st Offense: warning letter	1st Offense: warning letter	No change	(Town Code § 82-192)
		2nd Offense: \$500	2nd Offense: \$500	No change	
		3rd Offense: \$1,000	3rd Offense: \$1,000	No change	
	4th Offense: termination of service	4th Offense: termination of service	No change		
	Refusal for Inspection	Termination of Service	Termination of Service	No change	
Telecommunication	Lease Signing Fee	\$500	\$500	No change	
	Application to Locate on Town property or to Modify Existing Contract	\$500	\$500	No change	

A full and complete copy of the Town's proposed Tax and Fee Schedule and related budget documents are on file and may be examined in the Office of the Purcellville Town Clerk, located at Purcellville Town Hall, 221 South Nursery Avenue, Purcellville, Virginia, from 8:00 a.m. to 5:00 p.m. Monday through Friday, holidays excepted. For questions, please call (540) 338-7421.

At this public hearing, all persons desiring to present their views concerning this matter will be heard. Hearing assistance is available for meetings in the Town Council Chambers. If you require any type of reasonable accommodation to participate in this meeting as a result of a physical, sensory or mental disability, contact the Town Clerk at 540-751-2334; please provide notice of the accommodation at least three days in advance of the meeting.

Kwasi A. Fraser, Mayor
Purcellville Town Council

Run dates 3/25/16 and 4/1/16

PUBLIC NOTICE TOWN OF PURCELLVILLE

COMPREHENSIVE PLAN UPDATE WORKSHOP April 7, 2016 7:00-9:00 PM At Purcellville Town Hall

The Town of Purcellville is updating our Comprehensive Plan, and the Planning Commission wants to know your thoughts about specific areas in and around Purcellville. On Thursday, April 7th the Planning Commission will be holding a public workshop at Purcellville Town Hall (221 South Nursery Avenue, Purcellville, Virginia) immediately following its regular meeting at 7:00 PM. This workshop will cover the same material as the workshops held on Saturday, March 19th. A short presentation will be given on the results of the first round of public exercises and existing conditions within the town, and you will be able to move between stations that each focus on a specific area and provide input on the areas that matter the most to you. The workshop is designed to allow you to arrive at any time during the session and to spend as much or as little time at the event as you desire.

More information is available online at www.PlanPurcellville.com.

Publication Dates: 3/25/16 & 4/1/16

PUBLIC HEARING NOTICE TOWN OF HAMILTON

The **Hamilton Town Council** will hold a public hearing in the Town Office at 53 East Colonial Highway, Hamilton, Virginia on **Monday, April 11, 2016 at 7:00 PM** for the purpose of receiving comments on, considering, and possibly voting on a recommendation to amend Articles 4 and 16 of the Hamilton Zoning Ordinance (HZO). These actions are authorized by Code of Virginia of 1950, as amended, §§ 15.2-2280 et seq. The proposed amendments are summarized below:

HZO Article and Section	HZO Amendments and Changes
Article 4, Section 6: C-2 Commercial Retail and Sales District	<ul style="list-style-type: none"> Amend Subsection 6.3 to add "Stone Monument Establishment" as a use permitted by special use permit.
Article 16, Section 2: Definitions	<ul style="list-style-type: none"> Add the following definition: "Stone monument establishment. An establishment primarily engaged in the sale of stone monuments which may engage in the finishing, but not the cutting or shaping, of stone monuments on the premises."

The proposed amendments to the Zoning Ordinance for the Town of Hamilton, Virginia are available for review at the Hamilton Town Office, 53 East Colonial Highway, Hamilton, Virginia from 8:00 A.M. to 4:30 P.M., Monday through Friday, holidays excepted. The proposed amendments are also outlined on the Town's website at www.town.hamilton.va.us.

All members of the public may appear and present their views pertinent to these matters.

David R. Simpson, Mayor

Run dates: March 25 & April 1, 2016

RETAIL LICENSE APPLICATION POSTING AND PUBLISHING

JACK'S RUN BREWING COMPANY, LLC

TRADING AS: JACK'S BREWING COMPANY
108 N. 21ST STREET
PURCELLVILLE, VA 20132

The above establishment is applying to the VIRGINIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL (ABC) for a BREWING, LIMITED W/ KEG PERMIT license to sell or manufacture alcoholic beverages.

ERIC MATHEWSON, CEO

NOTE: Objections to the issuance of this license must be submitted to ABC no later than 30 days from the publishing date of the first of two required newspaper legal notices. Objections should be registered at www.abc.virginia.gov or 800-552-3200.



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STAFF REPORT
PUBLIC HEARING ITEM

Item # 7b

SUBJECT: Proposed FY17 Budget

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Elizabeth Krens, Director of Finance
Debbie Capitan, Budget Specialist

The FY17 budget document, answers to Town Council questions and other resources can be found on the Town's website at <http://www.purcellvilleva.gov/budget>

ATTACHMENT(S):

1. Notice of Public Hearing

**NOTICE OF PUBLIC HEARING
TOWN OF PURCELLVILLE, VIRGINIA
Proposed Budget for the Fiscal Year
July 1, 2016 - June 30, 2017**

Pursuant to Virginia Code Sections 15.2-2503 and 15.2-2506, the Town of Purcellville, Virginia hereby gives notice of a public hearing to receive comments on the Town Manager's proposed budget for the fiscal year beginning July 1, 2016 and ending June 30, 2017. The public hearing will be held on **Tuesday, April 12, 2016 at 7:00 PM** in the Town Council Chambers of the Purcellville Town Hall, located at 221 South Nursery Avenue. At this hearing, all persons desiring to express their views concerning the budget will be heard.

The budget contains a plan for all contemplated expenditures and all estimated revenues and borrowings. The budget is prepared and published for informative and fiscal planning purposes only, however, Town Council may vote to appropriate all monies as shown in the budget at the same time as it adopts the budget.

Hearing assistance is available for meetings in the Town Council Chambers. If you require any type of reasonable accommodation to participate in this meeting as a result of a physical, sensory or mental disability, contact the Town Clerk at 540-751-2334; please provide notice of the accommodation at least three days in advance of the meeting. Copies of documents related to the public hearing are available for inspection and copying at the Purcellville Town Hall during the hours of 8:00 AM to 5:00 PM, Monday through Friday, holidays excepted.

The following is a brief synopsis of the budget:

REVENUES		
	Year Ending 6/30/16 Appropriated	Year Ending 6/30/17 Proposed
<u>General Fund</u>		
Local Revenue	8,894,295	9,636,674
State Revenue	1,142,141	1,162,441
Federal Revenue	0	0
Total Operating Revenue	10,036,436	10,799,115
CIP Revenue	4,771,719	1,115,785
Total General Fund	14,808,155	11,914,900
<u>Parks & Recreation Fund</u>		
Local Operating Revenue	549,208	541,394
CIP Revenue	0	0
Total Parks & Rec Fund	549,208	541,394
<u>Water Fund</u>		
Water Fees	2,087,364	2,195,556
Availabilities	1,093,687	1,976,733
Other Revenue	187,867	222,250
Total Operating Revenue	3,368,918	4,394,539
CIP Revenue	478,260	98,753
Total Water Fund	3,847,178	4,493,292

Wastewater Fund		
Wastewater Fees	2,725,659	2,795,554
Availabilities	907,200	1,641,600
Other Revenue	32,280	32,280
Total Operating Revenue	3,665,139	4,469,434
CIP Revenue	200,000	0
Total Wastewater Fund	3,865,139	4,469,434
Total Budget	23,069,680	21,419,020

EXPENDITURES		
	Year Ending 6/30/16 Appropriated	Year Ending 6/30/17 Proposed
General Fund		
General Town Operations	8,787,232	9,538,547
Debt Retirement	1,249,204	1,260,568
Capital Outlay	4,771,719	1,115,785
Total	14,808,155	11,914,900
Parks & Recreation Fund		
General Parks & Rec Operations	262,590	257,150
Debt Retirement	286,618	284,244
Capital Outlay	0	0
Total	549,208	541,394
Water Fund		
Water Operations	2,571,263	3,607,151
Debt Retirement	797,655	787,388
Capital Outlay	478,260	98,753
Total	3,847,178	4,493,292
Wastewater Fund		
Waste Water Operations	2,539,334	2,628,629
Debt Retirement	1,125,805	1,840,805
Capital Outlay	200,000	0
Total	3,865,139	4,469,434
Total Budget	23,069,680	21,419,020

Robert W. Lohr, Town Manager

March 25 & April 1, 2016

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STAFF REPORT
INFORMATION

Item #11a

SUBJECT: Economic Development Report

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Patrick Sullivan, Community Development

SUMMARY and RECOMMENDATIONS:

March 2016 Economic Development report.

BACKGROUND:

This is the monthly report prepared by Community Development. The report provides updates as to different ongoing economic/building projects, public and private. The report also includes occupancy permits issued within the past month.

Each month a list of new business occupancies including the number of new employees/jobs created is detailed. The business occupancies are broken down between Home Occupancies and regular Commercial occupancy.

The report further includes an ongoing tally of the day-to-day workings of the Community Development Department such as permits issued, site plans received, lawn complaints, illegal signs, subdivisions, annexation applications, etc.

I am working on an updated report which should be available for the May 2016 report. In the meantime the old style report is provided for March.

Red text in the report indicates new information.

ATTACHMENT(S):

1. March 2016 Economic Development Report.



**Department of Community Development
Department Update – 3/31/16**

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. **Planning Commission recommended approval and the Town Council held public hearings on March 8, 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. **There is considerable interest in the lots.**
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. The BAR approved the design of 2 of the buildings at their 2/16/16 meeting and will be reviewing 3 additional new buildings and a dumpster enclosure at their 3/15/16 meeting. **At the 3/15/16 BAR meeting, design approval was given to 3 buildings and the accessory dumpster enclosures.**
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. Applicant submitted a new annexation application on 9/22/15. The annexation request is being reviewed by Loudoun County. The applicant will conduct a charrette on March 3.
 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. Easements have been recorded, bonds have been approved and site plan has been signed.
 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. **Site Plan approved on March 25, 2016.**
 6. Warner Brook, LLC – Application submitted on October 20, 2015 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. The design of the new building has been approved by the BAR but the site plan is still under review.

8. 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 Commission held a public hearing and recommended approval to the Town Council on 11/6/14. Following a public hearing, Town Council approved the special use permit applications on 12/9/14. Site Plan received on 12/9/14 and is under review. All review comments were received by January 27, 2015. 2nd submission received on 2/24/14 and was sent out for review on 2/25/15. Applicant requested a 120 day site plan extension which was granted. No news. Application will be put back in the active category when resubmitted. Still expect this to go forward sometime this year. Submitted a new application to the BAR for construction of a new building at their current site. **BAR approval was issued on March 15, 2016.**

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. Monk's BBQ – An interior fit-up was issued to Monk's BBQ to expand into the adjoining unit at 251 N. 21st Street.
5. Jack's Run Brewery – Submitted zoning permit application for an interior fit-up at 108 N. 21st Street for a new brewery. Interior fit-up approved on 2/12/16.
6. Lowers & Associates – Issued an interior fit-up permit to expand into Suites A&B at 125 Hirst Road.
7. Purcellville Pharmacy/Syam Bandt – An interior fit-up permit was issued on 3/30/16 for a new pharmacy to be located at 609 E. Main Street, Suite Q in the Shoppes at Main & Maple.
8. Sara Parella, LPC, - An interior fit-up permit was issued on 3/30/16 for a counseling office at 17337-B Pickwick Drive.
9. Pottery By Hand – Hannah Janney has issued BAR approval for exterior modifications to 121 E. Main Street and will be relocating her studio to that location.
10. Shenandoah Furniture Gallery – A zoning clearance was issued to relocate to 121 E. Main Street.
11. Nextide Corporation - A zoning clearance was issued to open a learning center/school of special instruction at 221 N. 21st Street.
12. Purcellville Town Market – Application is being processed for the community market to move from 130 E. Main Street to the Shoppes at Main & Maple on East Main Street.

13. Allure, LLC – Occupancy is being processed to open a vapor shop at 221 E. Main Street, Suite 102.
13. Adroit Brewery – Preparing to expand their business located in Unit C of 404 Browning Court to include the adjoining Unit B.

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. Zoning permits have been issued for the construction of 4 single family homes. **Brookfield is continuing to apply for residential zoning permits for this development.**

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. Morgan Meadows (formerly Beauma Meadows) – Record plat for a 5 lot subdivision located between Hall Avenue and 26th Street was received on 4/2/15. Applicant requested a 6 month extension which was granted. **Have submitted an updated preliminary plat for a 5 lot subdivision.**

Requests **2016 Year to Date**

Special Use Permits	
BAR – Certificates of Design	10
BAR – Pre-application discussions	3
Variances	
Annexations	
Rezoning	
Comprehensive Plan Amend.	
Boundary Line Adjustments	
Lot Consolidations	1
Site Plans	
Site Plan Amendments	
Minor Site Plans	
Site Plan Revisions	1
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 March, 2016

Lawn Complaints (Tall Grass)	
Code Violation Warnings	5
Formal Notices of Violation issued	
Illegal signs confiscated in the Town’s right of way	21
Unresolved violations	1
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. Staff manned an information booth at the Loudoun Home Grown Expo on February 27, 2016. The next input session will be held on March 19, 2016 at the Town Hall. For up to date information see

Economic Development Summary- March 31, 2016

Page 7 of 7

www.planpurcellville.com. Due to inclement weather on March 19th, the Planning Commission has added an additional workshop for the Comprehensive Plan Update, to be held on April 7th at 7:00pm.

The Economic Development Advisory Committee continues to work on a variety of initiatives. The committee is reviewing potential zoning/annexation requests and marketing initiatives from an economic perspective, bulk water sales, Makers Movement industrial space, a skate board facility, wine barrel painting, shop local program, and an informational video to be used on the website to name a few. ~~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 # 11b

SUBJECT: Wine and Food Festival Planning Update

DATE OF MEETING: April 12, 2016

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

SUMMARY and RECOMMENDATIONS:

This is an informational item to update council on Purcellville Wine and Food Festival Planning.

UPDATE:

Town Staff and The High Road Inc. have held several planning meetings for the 2016 Wine and Food Festival. The following is an overview of discussions in those meeting;

- Event Date and Time- the event date is July 16th 2016 and it will be held from 3PM until 8PM. A VIP program that includes early admission at 2PM is continuing this year.
- Marketing Plan - The Town has again applied for and received the matching marketing leverage grant from Visit Loudoun for \$5000. This matching grant is to pay for the out-of-county digital marketing and advertising associated with the “Purcellville Wine and Food Festival Promotion”. Specifics of the marketing and communications plan are not finished yet, however overall print advertising will be decreased, digital advertising will be increased and based on past attendee demographic data the marketing reach will expand into West Virginia and Richmond.

- Vendors and Sponsors- Staff has mailed a letter to introduce the new event management company, The High Road, to past participants. Staff has provided The High Road with previous vendor and sponsor contact information and worked with their event management team to determine those that continue to be the best fit for the event purpose. The High Road will be working on contacting those past participants first and move on to other appropriate businesses soon
- Logistics and site lay out – Staff and the event management company will work together on the event lay out. Past vendors and attendees provided feedback specific to attendee flow and use of space for vendors and exhibitors. I anticipate some changes in the layout for the 2016 event.
- Entertainment and other programming – We are currently planning for at least three musical acts and possibly other activities, such as Corn Hole games.
- VIP Program – The VIP program is still being developed and will include greater value and hopefully shade for VIP tables.
- Financial goals – Based on the performance measures in the FY 16 and the proposed FY 17 budgets to recapture at least 90% of direct event costs and 50% of total event costs, it is the understanding of the Parks and Recreation Department that Town Council would like for the Wine Festival to be as close to cost neutral as possible. **The 2016 event grossed \$41,834 exceeding the expected revenue of \$35,000** and the proposed FY 17 revenue expectation has increased to \$40,000. Revenue is earned through exhibitor/vendor booth space sales, VIP ticket sales, Sponsorships, grants, alcohol (beer) sales, and ticket sales for entry. The 2015 event earned approximately \$11,000 from ticket sales.

With this information and these goals in mind The High Road Inc., with their vast experience in outdoor events and ticketing structures, and the Parks and Recreation Department are using attendee and vendor feedback to put into place a ticketing model that is more affordable than the average entry to similar events regionally and holds more value for attendees than the 2015 ticketing structure.

Surveys from 2015 attendees overwhelmingly indicated that those coming to the event would prefer to pay a larger entry fee and receive a souvenir glass, some wine/beer tastings, and some other event related items with their entry than pay a

fee only for entry and then “pull out their wallet at each booth” to pay for tastings again. We are currently talking to the wineries to determine the best plan of action to include a glass and tastings with the entry. In order to cover the costs associated with entry and meet the revenue goal and performance measures we are currently planning on the ticketing structure listed below. Please keep in mind this could change slightly based on the costs associated with glasses and the conversations with wineries regarding compensation for the tastes included in the entry ticket.

- **Adult Ticket** – This ticket is for attendees that are 21+ years of age and includes a sampling glass (5.5 oz) and two (2) to four (4) sampling tickets.
- **Designated Driver Ticket** – This ticket is for all those not drinking alcoholic beverages and all attendees between the ages of 16 and 20. This group will receive unlimited bottled water or soda.
- **Child ticket** – All children aged 15 and under are FREE and do not need to purchase a ticket.

As is the standard for similar events tickets will go on sale online prior to the event. The advantages to releasing tickets online prior to selling them at the gate are:

- Money is in the bank allowing for tracking of increased or decreased infrastructure needs such as toilets or ATMs and assisting in projection of ordering the correct numbers of items such as glasses and other promotional items.
- It minimizes the exposure related to cash handling by reducing the amount of cash being collected at the gates.
- It reduces staffing costs associated with cash handling because less staff will be needed to collect cash and to drop cash.
- It streamlines the entry process and reduces entry wait time for those that have prepaid allowing for a quick ticket scan, ID check, and wrist band application.
- It allows for Credit Card purchases increasing ease for customers and transfers sales records accountability to the online ticketing agency.

The planned schedule and pricing for Adult and Designated Driver “Tickets On Sale” is:

- Online - from May 25 through July 5 – Adult \$10 & Designated Driver \$5
- Online - from July 6 through July 15 – Adult \$15 and Designated Driver \$10
- Gate and online - July 16 Event Day- Adults \$20 and Designated Driver \$10
- Minors 15 and under are always free

With the above pricing structure a family of 4 with two children under the age of 16 and two adults participating in tastings can purchase tickets for **their whole family for a total of \$20 through July 5th, and \$30 through July 15th – the day before the event.** This is a valuable, reasonable and competitive price.

Compared to last year, adult tickets were \$5 each and did not include a wine glass or tasting. With the added benefits proposed this year, it is a very good value and includes items that are usually expected at this type of event.

Please let staff know if you have any feedback during this planning process. The High Road Inc, and the Parks and Recreation Department would enjoy the opportunity to hear your suggestions and questions.



STAFF REPORT
INFORMATION ITEM

Item # 11c

SUBJECT: Virginia Commission for the Arts Grant

DATE OF MEETING: April 12, 2016

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

SUMMARY and RECOMMENDATIONS:

The Purcellville Arts Council (PAC) has applied for the Virginia Commission for the Arts (VCA) Government Challenge grant again this year. This year the PAC is requesting \$1500 of matching funds for a total of \$3000 that will be allocated in the 2016-17 budget if Purcellville is awarded the grant. The grant application is conditionally accepted by the VCA until proof of budget approval is sent following Town Council's adoption of the FY 2017 budget. The PAC received 4 letters requesting funding and has applied to partially fund 3 of them. The grant deadline was April 1st and following the March 28th PAC meeting the grant was finalized and sent to the VCA for review. (Attached)

BACKGROUND:

In the Fiscal Year 2016 the Town was awarded \$5000 in matching grant funds from the Virginia Commission for the Arts to promote the visual and performing arts. The PAC awarded grantees a total of \$10,000. Loudoun Valley Arts was awarded \$9000 and with that funding has programmed two Arts in the Train Station events and has two more planned in this fiscal year. These events take place inside and outside of the Purcellville Train Station and are free and open to the public and promote 6 or 7 local artist. In addition, Western Loudoun Artists Studio Tour was awarded \$1000 in FY 2016 to contribute to the brochure printing costs and tour advertising costs.

If awarded the VCA grant in FY 2017, the funds will be distributed to independent arts organizations to support these types of activities that benefit the Town and its residents. Eligible applicants must be organizations whose primary purpose is the arts (production, presentation or support of dance, literary arts, media arts, music, theater or visual or

related arts), are incorporated in Virginia and have their headquarters and home seasons, or activities equivalent to a home season, in the state.

The original deadline for organizations to apply to the Town of Purcellville for this grant was March 10, 2016. During a meeting of PAC on March 14, 2016, that deadline was extended until March 23, 2016. They extended the deadline to ensure that all organizations wishing to apply for funding had the opportunity to do so. They received a total of four request letters outlining the programs that each organization wishes to fund. (Attached) All requesting organizations are recognized as charitable organizations by the IRS.

On March 28, 2016 The PAC will held a special meeting to finalize plans for funding awards. It was determined that three of the requesting organizations would be funded at \$1000 each. That is a total of \$1500 from the town and \$1500 matching from VCA for a total of \$3000.

The organizations that will receive funding are:

- Loudoun Valley Arts
- Western Loudoun Artists Studio Tour – WLAST
- Geronimo Productions

There is no action needed by Council on this item. This is presented as information for Council of the action approved by the PAC.

BUDGET IMPACT:

This government challenge grant is a matching grant and local expenditures will not exceed a Budget Impact of \$1500.00. This amount is included in Art Committee line request for FY 2017.

ATTACHMENTS:

1. Attachment 1 - Letter of request from Loudoun Valley Arts
2. Attachment 2 – Letter of Request from Western Loudoun Artists Studio Tour
3. Attachment 3 – Letter of Request Geronimo Production Company
4. Attachment 4 – Letter of Request Blue Ridge Thunder Cloggers
5. Attachment 5 – VCA Grant Application

Scoggins, Melanie

From: Mary Thornton <marylittont@aol.com>
Sent: Friday, March 04, 2016 4:45 PM
To: Scoggins, Melanie
Cc: Liz Jarvis
Subject: Grant Application

Hi Melanie and Liz - I'm pasting a letter of application for the arts grant below. I will continue to serve as Director of LVA until we find a replacement. The LVA board decided that it will narrow its programs to only the Art in the Train Station program, as that is the program that has the most interest and support with the town. We are in talks with a program manager who will take over the program from Liz and Cara. I think this leaner version of LVA will be more sustainable for everyone involved. Below is our grant application, please let us know if you need any further information.

March 4, 2016

Dear Purcellville Arts Council,

Loudoun Valley Arts would like to apply for \$10,000 to continue the Arts in the Train Station program. Our goal will be to host two AITS events during the year – one in October during the tag sale and one around Christmas time.

The grant money will support the program's overhead and operation costs such as insurance, rental fees, signage fees, and program manager hours. When we changed the model to a mini-festival approach, it required more hours than a volunteer could handle, so we hired a program manager. We also had to pay staff to serve the wine, as a volunteer is not allowed to serve alcohol. The amount of hours will still require a program manger, but we plan to streamline those costs by no longer serving alcohol, which will save in insurance, licensing, and personnel fees.

Money not used for overhead and operations will be used for advertising. We would like to focus on only two events so that we can increase our advertising budget to drive more people to help make the train station an arts destination for Purcellville.

Thank you for considering,

Mary Litton

Director, Loudoun Valley Arts

Western Loudoun Artists Studio Tour

P. O. Box 653
Round Hill, VA 20142

March 3, 2016

Purcellville Arts Committee
221 South Nursery Avenue
Purcellville, VA 20132

Attn: Local Government Challenge Grant

The 11th annual Western Loudoun Artists Studio Tour will be held June 18th and 19th, 2016. Over 60 Loudoun artists will be opening their studios to the public for exhibition and sale of their work. Visitors will have the unique experience of interacting with professional artists in their creative working environments and learning about their creative processes. They receive a brochure with a map of all the studios on the tour to visit by car along with information about sponsoring businesses and restaurants. Purcellville is the focal point for this event; each year visitors come into town to reach many artists' studios. For the 2016 Studio Tour, twenty-one artists will be located in the Town of Purcellville and its immediate environs.

This free event attracts an estimated 1,000 visitors annually from across Loudoun County and the metropolitan region, from around the state of Virginia and from out of state. The Studio Tour offers a venue for Loudoun artists to discuss their creative process and media with visitors and to promote and sell their work. Visitors talk personally with the artists, view demonstrations, purchase and commission artwork and register for art classes. This event helps reinforce the county as an arts destination, with a vibrant western Loudoun arts community. It demonstrates the value of our artists as cultural, educational and economic resources for Loudoun County and its visitors. More information about the event can be found at: www.wlast.org.

This program is a partnership of Franklin Park Arts Center, Friends of Franklin Park Arts Center and Round Hill Arts Center. The Planning Committee for the Western Loudoun Artists Studio Tour is comprised of representatives from these organizations along with artists and community volunteers. All funds raised go toward presenting and promoting the event. (The proposed 2016 Program Budget is attached.) Quality printing and advertising, both major expenses, are key elements in promoting the Studio Tour and attracting visitors.

We request assistance from the Purcellville Arts Committee to help fund this annual event that benefits Purcellville, local artists and the Loudoun community. (Friends of Franklin Park Arts Center, a 501©3 organization, is the recipient of all funding for the Studio Tour. The address is FoFPAC, P.O. Box 2127, Purcellville, VA 20134. The 501.c.3 letter is attached.)

Thank you so much for your kind consideration of our request.

Sincerely,



Jeanne Niccolls
Western Loudoun Artists Studio Tour
540-338-2541
janiccolls@gmail.com

Western Loudoun Artists Studio Tour

Program Budget:

Financial support for the Western Loudoun Artists Studio Tour derives from artist entry fees, sponsorships, grants, in-kind donations, booklet ad sales and seed money from the previous year (we try to carry over enough funds to cover the cost of the next year's booklet). Based on revenue and expense data from prior years, the 2016 Tour will cost approximately \$25,000.

2016 Studio Tour Budget

Projected Revenues:

Artist Entry Fees	9000
Sponsorships	250
Grants	8500*
Ad Sales	5000
Cash on Hand	4592
Total Income	27342

Projected Expenses:

Promotion (Printing)	6000
Postage	600
Supplies	500
Signage	1000
Marketing	17000*
Total Expenses	25100

*Includes funds requested from Visit Loudoun, but not confirmed (awards not yet announced)



GERONIMO PRODUCTION COMPANY

theater | education | community

March 9, 2016

Purcellville Arts Committee
Attn: Local Government Challenge Grant
221 S Nursery Ave
Purcellville, VA 20132

Imagine a world where color, music, and individuality no longer exist. Imagine being the only person in your community who has experienced the beauties and pains of what we consider a “normal” life. Imagine a society that emphasizes stability at the expense of the artistic; utility at the expense of beauty.

What would you do?

That is the question that a young, 12-year-old boy faces in *The Giver*, Lois Lowry’s bestselling novel adapted for the stage by Eric Coble. Geronimo Production Company is excited to present this show from December 8-11 at Franklin Park Arts Center in Purcellville. As supporters of local arts, the Purcellville Arts Council has a unique opportunity to invest in this production as a way to enrich our community.

Within our own county, we face the tension between the beauty of local living and the efficiency of urban life, and between individuality and equality. *The Giver* addresses these issues and more, making them palatable for children and young students through allegory. We hope that audiences come away with an important message: life is about more than mere survival—it’s about living!

Purcellville is the perfect place for our first season, providing access to people from Berryville to Sterling. Because the script calls for predominately child actors, we plan to use this as an opportunity to involve children and young students in traditional theater. We also plan to provide admission at an affordable rate, making our program accessible to people from all walks of life.

Below are the projected revenues and expenses for the project:

Projected Expenses	Amount	Projected Income	Amount
Personnel	\$6,375.00	Ticket Sales	\$5,000.00
Facilities	\$3,100.00	Concessions	\$358.75
Licensing	\$600.00	Individual Donations	\$666.25
Printing	\$500.00	Additional Grants	\$4,000.00
Design Elements (Set, Props, Costumes, etc.)	\$850.00	Purcellville Arts Council Grant	\$1,000.00
Misc./“Flex” Funds	\$100.00		
Total	\$11,025.00	Total	\$11,025.00

Geronimo Production Company is a new community theater dedicated to enriching our community through theater education & performance. Our Board of Directors has experience in over 20 productions, and are committed to using local talent, services, and sponsors to fulfill our mission.

Our Board of Directors began working in theater at Patrick Henry College in 2014. However, our *magnum opus* came in November 2015 when we produced *Arsenic & Old Lace*, managing a \$3,200 grant, reaching an audience of 510 people, and taking a cast of both inexperienced and experienced actors and empowering them to perform a high-quality show. We hope to do the same for the greater Loudoun community.

Because our projects fill a unique need in Loudoun, nearly all of the major arts organizations in Loudoun—including Main Street Theater Productions & the Loudoun Arts Council—have supported GPC as an organization. It is our hope that, as we grow and become more established, GPC projects will become events for the whole community to collaborate on and enjoy together.

Ultimately, we believe our long-term investment in Loudoun County will be three-fold:

- 1) **Access to historically significant and culturally relevant plays.** Because we are the only community theater providing local access to traditional theater, our presence and projects will make plays accessible that were not before.
- 2) **Opportunities to engage with the arts and learn new skills.** People who participate in the arts learn how to be better public speakers, more confident and empathetic, and gain a greater appreciation for the written and spoken word.
- 3) **A way for people from all walks of life to come together and share in what it means to be human.** Theater has a way of breaking down the social and economic barriers that keep people apart by reminding us that we all share a common humanity. We hope that the theater can remind everyone what it means to be a human and to lead a rich and full life.

GPC's production of *The Giver* will bring a culturally relevant story to Loudoun County in a way that involves people from across the Loudoun community and the Town of Purcellville, and is accessible to people from every walk of life. **Would you take this step with us and bring this beautiful piece of art to our community?**

If you have any questions, please do not hesitate to reach out to me at 615-974-7342 or via email at geronimoloudoun@gmail.com.

For Loudoun,



Timothy Wier
President
Geronimo Production Company

Blue Ridge Thunder



CLOGGERS

Blue Ridge Thunder Cloggers

38327 Charles Town Pike

Waterford, VA 20197

info@brtc.us

540-454-TOEZ(8639)

Purcellville Arts Committee
 Attn: Local Government Challenge Grant
 221 S. Nursery Ave
 Purcellville, VA 20132

Proposal Summary

Blue Ridge Thunder Cloggers proposes to host a clogging [dance] workshop on November 5, 2016 in Purcellville at the Carver Community Center. We are planning a one-day event open to all ages, from 6-70+, and all levels of dance experience, from never-danced to national competitors. By recruiting both local instructors and one or two nationally recognized clogging instructors, we will be able to provide instruction for beginning cloggers and experienced dancers in order to draw attention from local individuals and cloggers from a wider area.

History of Clogging, BRTC, and Appalachian Stomp

Clogging

Clogging is a truly American dance form that began in the Appalachian Mountains and now enjoys widespread popularity throughout the United States and around the world.

As the Appalachians were settled in the mid 1700s by the Irish, Scottish, English and Dutch-Germans, the folk dances of each area met and began to combine in an impromptu foot-tapping style, the beginning of clog dancing as we know it today.

Blue Ridge Thunder Cloggers

Blue Ridge Thunder Cloggers (BRTC) was organized in the summer of 1997, although some of our dancers have danced for many years with other groups. We dance to all types of music including: traditional bluegrass, country, pop rock, Irish, orchestral. We perform at many local festivals, school functions, community events, retirement centers, malls and private parties.

BRTC currently practices in a converted barn near Purcellville, Virginia, at the foot of the Blue Ridge Mountains. It is a community where tradition and family are very important and BRTC tries to maintain that atmosphere. Many of our dancers are generations of the same family. We currently have about 45 active dancers ranging in age from 6-50+.

Appalachian Stomp

At the beginning of 2010, BRTC received notice of cancellation for the Potomac Double Down clogging workshop in Haymarket when the event date was less than two months out. The BRTC Board of Directors decided to step in the gap and host their own clogging workshop — the Appalachian Stomp. With only eight weeks lead time, the BRTC Board Members pulled together, put in hours of work, and hosted a one-day event with over 100 dancers in attendance that netted \$1,000.

In 2014, we returned to the idea of hosting Appalachian Stomp and decided to make it an annual event. We are now planning the third annual Appalachian Stomp for November 2016.

BRTC Key Programs

Our current programs consist of dance classes, half-day summer camps, and performances.

Classes

Our classes are held at 6:00pm – 9:30pm on Tuesdays and Thursdays. Classes are split into Beginner, Intermediate, Performance Group and Team sections. Any dancer is free to attend any of the classes except the Team section, which requires a commitment to attend high number of practices and performances.

The Beginner class teaches the basic steps of Clogging to new dancers. The class meets every Thursday, 7:00pm – 8:00pm. Beginner sessions start in March and September, and last for six months.

The Intermediate class teaches our choreographed performance routines to dancers who have clogging experience, either through our beginner class or other clogging groups. The class meets every Tuesday, 6:00pm – 7:00pm all year.

The Performance Group class provides on-going practice and polishing for all of our performance routines and integrates all of our Intermediate and Performance dancers. This is also the class where new performance routines are initially taught. The class meets every Tuesday, 7:00pm – 9:30pm all year. All dancers are encouraged to attend the Performance Group class when they feel comfortable with the pace of the class.

The Team class teaches a more rigorous style of dance with emphasis on technique, and precision. Team participants are dancers who have achieved a high level of proficiency and commit to attend a high number of practices and performances. Dancers commit to being part of this class for six months at a time from March-August and September-February. This class meets every Thursday, 8:00-9:30pm.

The Beginner, Intermediate, and Performance Group class structure has been in place since June 1998 with the Team class added in March 2006.

Summer Camp

Since 2010, BRTC has offered half-day Clogging Camps. The camps are one week in length and run from 9:00am – 12:00pm. Each summer we have offered one week for novice and one week for experienced dancers. For the past two summers, the camp program has netted income for BRTC.

Performances

Each year since 1997, the group performs at approximately 20-24 venues annually throughout the tri-state area. We perform at many local festivals, school functions, community events, retirement centers, malls and private parties. Approximately half of these performances are pro bono. Performances in Purcellville have included the Purcellville Arts & Music Festival (2014) and Family Dance Night at Loudoun Valley Community Center (2014).

Appalachian Stomp

As there is another other clogging group within two hours of western Loudoun County who hosts similar one-day clogging workshops each Spring, BRTC has chosen the Fall for hosting the

Appalachian Stomp in order to avoid competing with this established workshops.

The workshop will be held at the Carver Center in Purcellville. We expect to involve a variety of groups as attendees:

- Individuals in the western Loudoun County area interested in learning more about clogging in a single day;
- Our dancers and their families and friends throughout Loudoun County and surrounding counties; and
- Other cloggers from groups in surrounding areas up to two hours away, possibly farther.

A few of the things we would like to see accomplished with this event include:

- Preserve clogging as a traditional American dance form, as stated in BRTC’s mission;
- Challenge and expand current dancers’ knowledge of the dance form through exposure to other local and national instructors;
- Introduce clogging to new individuals with the possibility of involving them further in BRTC classes;
- Encourage the support of local businesses through our expenditures for the event and by the attendees brought in by the workshop; and
- Initiate a workshop that may become self-sustaining.

Budget

The proposed budget for the workshop, based largely on the records from the 2014-2015 Appalachian Stomp.

Facility Rental	\$1,200	Renting the facility with 3 rooms for instruction for a full day.
Instructor Fees	\$1,350	Travel expenses, lodging, and payment for a nationally-recognized instructor. Gratuities for local instructors.
Printing & Advertising	\$550	Advertising and signage for the event. Printing the syllabus (program) for the event.
Supplies	\$200	Wristbands and goodie bags for attendees. Other miscellaneous items for decoration & staging.
Total Estimated Expenses	\$3,300	

We actively seek in-kind donations and other assistance to keep actual costs low.

Purcellville Arts Council	\$3,000	Grant moneys received will be used to cover initial expenses incurred before any income is realized, such as facility rental, printing and advertising costs, and travel for the national instructor.
Registrations & Syllabus Sales	\$1,600	Registration charges include: \$25/dancer; \$5/spectator; and \$10/syllabus
Total Estimated Income	\$4,600	

Purpose

To encourage local governments to support the arts.

Description

The Commission will match, up to \$5,000, subject to funds available, the tax monies given by independent town, city, and county governments to arts organizations. The money, which does not include school arts budgets or arts programming by parks and recreation departments, may be granted either by a local arts commission/council or directly by the governing board.

Eligible Applicants

Independent city, town, or county governments in Virginia.

Eligible Activities

Grants to independent arts organizations for arts activities in the locality. The Commission does not match payments paid to performers for specific performances. Local governments seeking such funding should apply in the Performing Arts Touring Assistance Program.

Deadline

April 1, 2016 by 5:00 PM, for local government grants awarded in FY17 (July 1, 2016 – June 30, 2017)

NOTE: A local government that has not approved its budget by the grant deadline may apply conditionally and confirm the application as soon as possible.

Amount of Assistance

Up to \$5,000, subject to funds available. The local government match must be from local government funds; federal funds may not be included.

Criteria for Evaluating Applications

- Artistic quality of the organizations supported by the city/county/town
- Clearly defined policies and procedures for awarding local funds to arts organizations
- Degree of involvement of artists and arts organizations in the local process of awarding grants
- Responsiveness to community needs
- Evidence of local government support of the arts

Application/Review/Payment Procedures

1. Local governments submit complete application forms by the deadline (not a postmark deadline). The Commission does not accept application materials via fax or other electronic means (e.g. e-mail).
2. The Commission staff reviews each application for completeness and eligibility.
3. The Commission staff makes recommendations on levels of funding for each application.
4. The Commission board reviews the staff recommendations and takes final action on the applications in June.
5. After confirmation of the grant award, each local government will confirm in writing to the Commission that its governing board has appropriated the matching funds and the funds from the Commission. This confirmation must take the form of the appropriate page of the local government's approved 2015-2016 budget or a copy of the check (s) to the sub grantee (s). The Commission will pay the grant in full after receiving this confirmation no later than February 1, 2016.

Applicants should read the [2016-2017 Online Guidelines for Funding](#) and Grant Conditions to ensure compliance with all conditions. **The grant application deadline is April 1, 2016.** *This is not a postmark date.*

Mail Completed Application to:
Virginia Commission for the Arts
1001 East Broad Street, Suite 330
Richmond, VA 23219
804.225.3132 (Voice/TDD)
www.arts.virginia.gov

INSTRUCTIONS

The Local Government Challenge Grant Application is an interactive, fillable form that has fields in which you must enter text. The boxes for the fields are highlighted. You must fill in every field in order for this application to be considered complete and ready for review. Once you complete the application, print and submit one hard copy with an original signature to the Commission office by 5:00 pm, April 1, 2016. **(This is not a postmark date)**. Save a copy for your files. There is no option to submit an electronic version of this form. For all questions, please contact the Commission staff at (804) 225-3132.

GRANTEE INFORMATION

1. Applicant Local Government Name: Town of Purcellville			
2. Mailing Address: 221 South Nursery Ave			
3. Physical Address if different:			
3. City: Purcellville	4. County: Loudoun	5. State: Virginia	6. Zip: 20132
7. Application Contact: Melanie Scoggins		8. Contact Title: Event Specialist	
9. Contact Email: Mscoggins@purcellvilleva.gov		10. Telephone/Extension: 540-751-2350	
11. Federal Employer ID #: 546001543		*12. DUNS Number: 05-566-3017	
**13. VA House #: 33	14. VA Senate #:13	15. VA Congressional District #: 10	

* **All applicants must include their 9-digit DUNS number when applying for a grant.** This requirement is for the local government applicant only. Sub-grantee DUNS numbers are not required. For more information click here: <http://www.dnb.com/get-a-duns-number.html>

** **Give the number of the Virginia House, Senate and the U.S. Congressional district in which the organization is located.** The specific street address of your organization determines these numbers. If you do not know the numbers of the State or U.S. Congressional district in which your organization is located, contact your County Election Commission office or visit: <http://whosmy.virginiageneralassembly.gov>

*Do not list more than one (1) House, Senate or Congressional district in each space.

GRANT AMOUNT REQUEST

Applicant governments must match the amount requested from the Commission on at least a dollar-for-dollar basis with local government funds up to \$5,000; federal funds may not be included. A local government that has not approved its budget by the grant deadline may apply conditionally. After the grant has been approved, any change in the allocation of funds sub-granted to local arts organizations must be approved by the Commission.

16. Amount of Virginia Commission for the Arts assistance requested for FY2017: \$1500

17. Proposed local government arts appropriation for FY2017: \$1500

GRANT INFORMATION

18. What is the process for awarding the above grants?

Local Arts Organizations will be solicited through a press release to local papers and must submit a request letter to the Purcellville Arts Council, outlining the amount requested, the arts activity that the funding will support and the audience(s) that will be served, along with a description of the organization. To be considered applicants must be organizations whose primary purpose is the arts (production, presentation or support of dance, literary arts, media arts, music, theater or visual or related arts), are incorporated in Virginia and have their headquarters and home seasons, or activities equivalent to a home season, in the Commonwealth. The response letters can be mailed, emailed, or dropped off, but must be received no later than 5 p.m. on the selected deadline.

The Purcellville Arts Council will review the funding requests and then present their recommendations to Town Council as an informational item at a later meeting.

19. Who is involved in making these decisions?

The Purcellville Arts Council will review the funding requests and then make selections based on the criteria listed in question 20. The Arts Council was created in 2014 by the Town Council to help promote visual and performing arts within the Purcellville community. Working with existing non-profit and other governmental groups, the Arts Council helps promote and support local artists and art events and advises the Town Council on matters pertaining the arts.

20. What criteria are sought in evaluating applicants?

To be considered applicants must be organizations whose primary purpose is the support of the arts (production, presentation or support of dance, literary arts, media arts, music, theater or visual or related arts), are incorporated in Virginia and have their headquarters and home seasons, or activities equivalent to a home season, in the state.

21. List of current board/council members, if a board/council is involved in making funding decisions:

The Purcellville Arts Council is currently comprised of the following members:

Elizabeth (Liz) Tenney Jarvis - Chairperson

David Levinson

Dr. James Wiley

Laura Edwards

Melanie Scoggins- Staff Support

Karen Jimmerson -Town Council Liaison

The Purcellville Town Council is comprised of seven members listed below:

Mayor Kwasi Fraser

Vice Mayor Patrick McConville

Council Member Joan Lehr

Council Member John Nave

Council Member Karen Jimmerson

Council Member Doug McCollum

Council Member Melanie Fuller

22. Give a brief description of the arts organization(s) proposed to receive Commission assistance through the Local Government Challenge Grant in 2016-2017.

Loudoun Valley Arts:

Loudoun Valley Arts (LVA) is a small and nimble 501(c)(3) organization working behind the scenes to collaborate with existing artists, musicians, and organizations in a collective effort to grow new artistic programs and opportunities throughout Loudoun Valley. Loudoun Valley Arts is dedicated to supporting emerging and successful artists in the Loudoun Valley area (western Loudoun County). LVA provides a network for artists to share ideas, and a platform for artists to share their work for the enjoyment and prosperity of the community.

Loudoun Valley Arts was founded with the purpose of promoting and supporting the growing artist population in the local community. Looking to provide more opportunities for local professional artists and an entry point for emerging artists, LVA founded the annual juried arts show held during the Purcellville Music and Arts Festival. The show displays a wide collection of work in various mediums from around the area, as well as a display of work from local students.

After the success of the arts show, LVA worked with the Purcellville Arts Council to create Art in the Train Station, a program that displays work from local artists and musicians in the historic train station located in Purcellville's Downtown Historic District (adjacent to the Washington & Old Dominion Regional Trail Park). Featured artists and musicians are paired with wine tastings from local wineries, visitor center hours, and other local events to provide cross exposure to different audiences including tourists, day trippers, bike trail users and local residents.

With the help of generous donors and sponsors, LVA continues to look for ways to support the art community and grow programs for the community to gain access to the arts. More information can be found at www.loudounvalleyarts.org

Loudoun Valley Arts Mission Statement:

The Mission of LVA is to support professional, emerging and student artists by giving them the exposure and tools they need to be successful in order to make creative arts more prominent in the Purcellville community.

Loudoun Valley Arts Board of Directors:

Founder and Director: Mary Litton is a local author of three children’s books and a creative writing teacher. After realizing the importance of finding a writers’ support group, she was inspired to create more local opportunities for all creative artists to show their work. Mary graduated with a Bachelor of Arts in politics from Wake Forest University and later earned a Master of Public Administration with an emphasis on nonprofit management from George Mason University.

Treasurer: Jeanne Dattilo is a Senior Analyst for BIA/Kelsey. Her experience with valuations and asset allocations give her the skills needed to oversee the management and reporting of LVA’s finances. Jeanne has a Bachelor of Arts in economics from St. Mary’s College of Maryland and a Master of Business Administration from George Mason University. A life-long lover of arts, she comes from an artistic family and is happy to have the opportunity to support her local artist community.

Secretary: Karyn Clark is an interior designer with an eye for art and a passion for volunteering. She served as President of the Blue Ridge Middle School’s PTO board, as well as Drama Liaison. Currently Karyn volunteers with the Drama Boosters at Loudoun Valley High School. Karyn is a design consultant for Staged By Design, a home staging and interior redesign company based in Northern Virginia. She graduated with a Bachelor of Science in human ecology from University of Tennessee at Chattanooga.

Western Loudoun Artists Studio Tour:

The annual Western Loudoun Artists Studio Tour will be held June 18th and 19th, 2016.

Over 60 Loudoun artists will open their studios to the public for exhibition and sale of their work. Visitors have the unique experience of interacting with professional artists in their creative working environments and learning about their creative processes. They receive a brochure with a map of all the studios on the tour to visit by car along with information about sponsoring businesses and restaurants. Purcellville is a focal point for this event; each year visitors come into town to reach many artists’ studios. In 2016, 21 artists will be located in the Town of Purcellville and its immediate environs. This free event attracts over 1,000 visitors annually.

Western Loudoun Artists Studio Tour Mission:

To help promote Loudoun County as a scenic and cultural destination by producing a tour of our county’s visual artists to celebrate their work and to provide an educational experience for the public.

Western Loudoun Artists Studio Tour Goals:

Visitors

- Visitors experience personal interaction with professional artists and have the opportunity to view their work processes
- Visitors are given an opportunity to visit and support our artists
- Visitors experience Loudoun’s other attractions, restaurants, wineries, and shopping opportunities

Western Loudoun Artists Studio Tour Artists

- Artists promote and offer their work for sale in a studio setting
- Artists demonstrate their value as a cultural and economic resource for Loudoun County
- The Studio Tour serves as a vehicle to bring the Loudoun County visual arts community together

Community

- The Studio Tour becomes an annual tradition
- The Studio Tour is recognized as a significant event in helping to brand western Loudoun County as an arts destination

Geronimo Productions:

Mission Statement

Geronimo Production Company is a non-profit theater production company dedicated to serving the Western Loudoun community through performance & education.

Four Distinctives:

1. Produce Both Historic & Contemporary Plays

The words of Shakespeare are just as powerful as the writings of Beckett and other modern playwrights, and a good theater should bring both types of literature into the community.

2. Serve the Community

As we bring the best productions to the local area, our desire is to serve the Loudoun community, using the talents, services, and financial support that we can find in our county.

3. Educate Lifelong Learners

Theater is for people of all ages, so we are committed to making our productions as accessible as possible through a low cost of admission and our non-discrimination policy.

4. Lead with Excellence

In order for theater to be worth pursuing and engaged with, it must be excellently produced. Our goal is to engage in high-quality productions, while also maintaining an inclusive and educational atmosphere, along with a low admission cost

SUBGRANTEE (S) INFORMATION

23. Please list which local independent arts organizations will receive the Commission grant money sub-grant. After the Commission grant has been approved, any changes in the allocation of sub-grants to local arts organizations must be approved by the Commission. **Note:** Sub-grants (grants made by the local government) of any Commission funds, not to exceed \$5,000, from the Local Government Challenge grant program may only go to independent Virginia arts organizations for arts activities in the locality. Virginia arts organizations are defined as those organizations whose primary purpose is the arts (production, presentation or support of dance, literary arts, media arts, music, theater, or visual or related arts), that are incorporated in Virginia, and have their headquarters and home seasons, or activities equivalent to a home season, in the state. Units of government and educational institutions cannot be considered arts organizations.

Name of Organization Physical Mailing Address	Sub Grantee Contact Name & Title	Sub Grantee Email Address	Proposed VCA \$ Grant Share
1. Loudoun Valley Arts	Mary Litton Director, Loudoun Valley Arts	Marylitton@aol.com	500
18264 Poplar Stand Pl, Purcellville, VA 20132			
Western Loudoun Artists Studio Tour/ Friends of the Franklin Park arts Center	WLAST Planning Committee Member, Jeanne Niccolls	janiccolls@gmail.com	500
FoFPAC P.O. Box 2127 Purcellville, VA 20134			
3. Geronimo Production Company	Timothy Wier President	geronimoloudoun@gmail.com	500
P.O. Box 211 Purcellville, VA 20134			
4.			
5.			
6.			

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Note: Attach additional local independent arts organizations on a separate piece of paper if necessary.

POPULATIONS BENEFITED

24. Select any categories that, by your best estimate, will make up 25% or more of the population that will directly benefit from the award during the period of support. These responses should refer to populations reached directly, rather than through broadcasts or online programming.

Populations Benefited By Race

- N: American Indian/Alaska Native
- A: Asian
- B: Black/African American
- H: Hispanic/Latino
- P: Native Hawaiian/Other Pacific Islander
- W: White
- G: No single race/ethnic group listed above made up more than 25% of the population directly benefited.

Populations Benefited By Distinct Groups

- D: Individuals with Disabilities
- I: Individuals in Institutions (include people living in hospitals, hospices, nursing homes, assisted care facilities, correctional facilities, and homeless shelters)
- P: Individuals below the Poverty Line
- E: Individuals with Limited English Proficiency
- M: Military Veterans/Active Duty Personnel
- Y: Youth at Risk
- G: No single distinct group made up more than 25% of the population directly benefit

Populations Benefited By Age

- 1. Children/Youth (0-18 years)
- 2. Young Adults ((19-24 years)
- 3. Adults (25-64 years)
- 4. Older Adults (65+ years)
- 5. No single age group made up more than 25% of the population directly benefited

Arts Education

Choose the one item which best describes the funded activities.

- 50% or more of the funded activities are arts education directed to K through 12 students, higher education students, pre-kindergarten children, and/or adult learners (including teachers and artists).
- Less than 50% of the funded activities are arts education directed to K through 12 students, higher education students, pre-kindergarten children, and/or adult learners (including teachers and artists).
- None of the funded activities involve arts education

Certification of Assurances & Grant Conditions for Local Government Grantees

Virginia Commission for the Arts grantees are required to be non-profit Virginia organizations and exempt from federal income tax under Section 501(a), which includes the 501(c)3 designation of the Internal Revenue code, or are units of government, educational institutions, or local chapters of tax exempt national organizations.

No part of any Commission grant shall be used for any activity intended or designed to influence a member of Congress or the General Assembly to favor or oppose any legislation.

Each Commission grantee will:

- provide accurate, current and complete financial records of each grant;
- maintain accounting records which are supported by source documentation;
- maintain effective control over and accountability for all funds, property, and other assets ensuring that assets are used solely for authorized purposes;
- maintain procedures ensuring timely disbursement of funds;
- provide the Commission, or its authorized representatives, access to the grant-related financial records.

The grantee will expend any and all grant funds only for purposes described in the application form and attachments. The grantee must request permission in writing to make changes to the proposed sub grantees, budget, schedule, program and or personnel. The requested changes must be approved in advance by the Commission.

Each Commission grantee will comply with these federal statutes and regulations:

- Title VI, Section 601, of the Civil Rights Act of 1964, which provides that no person, on the ground of race, color or national origin, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.
- Title IX, Section 1681, of the Education Amendments of 1972, which provides that, with certain exceptions, no person, on the basis of sex or age, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance.
- Americans With Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination against persons with physical or mental disabilities in federally assisted programs. Compliance with this Act includes the following: notifying employees and beneficiaries of the organization that it does not discriminate on the basis of handicap and operation of programs and activities which, when viewed in their entirety, are accessible to persons with disabilities. Compliance also includes maintenance of an evaluation plan developed with the assistance of persons with disabilities or organizations representing disabled persons which contains: policies and practices for making programs and activities accessible; plans for making any structural modifications to facilities necessary for accessibility; a list of the persons with disabilities and/or organizations consulted; and the name and signature of the person responsible for the organization's compliance efforts. ("ADA Coordinator")

No final report is required for the Local Government Challenge Grant. Each local government will confirm in writing to the Commission that its governing board has appropriated the matching funds. Confirmation of the match must include either a copy of the appropriate page from the city's/jurisdiction's approved FY2017 budget showing the amount of the award and match or a copy of the check (s) to the sub-grantee (s).

The Commission will pay the grant in full after receiving this confirmation. **The deadline for this confirmation is February 1, 2017.**

In all published material (printed programs, news releases, web news, email alerts, advertisements, flyers, etc.) and announcements regarding the particular activity or activities supported, acknowledgment of the Commission must be made. A suggested phrase is "(organization or activity) is partially supported by funding from the Virginia Commission for the Arts and the National Endowment for the Arts."

This application must be signed by an individual duly authorized by the governing body of the locality to act on its behalf and submitted with every grant application made to the Commission. The signature of the individual indicates the locality's compliance with all of the grant conditions listed above.

The undersigned certifies to the best of his/her knowledge that:

- the information in this application and its attachments is true and correct;
- the filing of this application has been duly authorized by the governing body of the applicant organization;
- the applicant organization agrees to comply with all grant conditions cited above.

The undersigned further certifies that he or she has the legal authority to obligate the applicant locality.

Name of Local Government: Town Of Purcellville

Name of Authorizing Official: Robert W. Lohr, Jr

Title: Town Manager

Signature of Authorizing Official: _____ Date: 3/29/2016

Email of Authorizing Official: rlohr@purcellvilleva.gov; mccoggins@purcellvilleva.gov

NOTE: Only documents with original signatures will be accepted. Do not send copies or email/fax this application.

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STAFF REPORT
INFORMATION/DISCUSSION ITEM

Item # 11.d

SUBJECT: Town Hall Signage

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Daniel C. Davis, Assistant Town Manager

SUMMARY and RECOMMENDATIONS:

The Town Council has previously discussed a proposal by community partners to add the word "Purcellville" to the Town Hall façade.

BACKGROUND:

The Mayor was approached by people within the community about potentially changing or upgrading the name that is displayed on the front of the Town Hall at 221 South Nursery Avenue. After receiving these inquiries, the Mayor requested staff look into potentially adding "Purcellville" to the Town Hall signage over the front entrance porch.

One option is to take down the existing lettering and shrink the letters from the existing 8" tall letters to 6½" to add "Purcellville" to the Town Hall signage. A copy of the proposed example is included under Attachment 1. One price quote for this option is \$2,250.

A second option is to add the word "Purcellville" above the current words "Town Hall" so that the lettering could remain at 8". This option has not been verified, but it appears that the lettering would fit. A copy of this example is shown in Attachment 2. A price quote for this option, subject to verification of size, is \$1,665.

ISSUES:

Staff has reached out to another vendor for a second quote on these options. Staff has not heard back and is awaiting that information, and staff hopes to be able to update Council at the meeting.

The question for Council is whether Council wishes to have the word "Purcellville" added to the façade of Town Hall. At this point, the Purcellville Garden Club has offered to fund the

change, so there would be no cost to the Town. In return, the Purcellville Garden Club has requested a small plaque indicating that the signage was provided by them. Staff has suggested that this plaque be placed inside Town Hall near the other memorial plaques so as not to impact the outside of the building (no other plaques are located on the exterior of the building).

BUDGET IMPACT:

There is no expected expense to the Town at this time, as it is suggested to be funded by a private/community organization.

MOTIONS:

1. I move that Town Council authorize the installation of new letters identifying 221 South Nursery Avenue as the "Purcellville Town Hall" provided that the funding for this project is paid for by non-governmental/tax resources.

OR

2. I move an alternate motion.

ATTACHMENTS:

1. Quote and Mockup of Option 1
2. Quote and Mockup of Option 2

ATTACHMENT 1

Quail Run Signs, Inc.

43 E. Colonial Hwy
Hamilton, VA 20158

Winner of the 2009 JARBA Award for Conservation Excellence in Signage

Phone No. 540.338.8412 jennifer@quailrunsigns.com

Fax No. 540.338.8413 www.quailrunsigns.com

Proposal

Date	Proposal No.
1/6/2016	540

Name / Address
Town of Purcellville

Description	Project		
	Qty	Cost	Total
Change letters from "TOWN HALL" to "PURCELLVILLE TOWN HALL"		0.00	0.00
Lettering, Aluminum 7" high, 1/4" thickness Stud Mount, per letter	20	60.00	1,200.00
Lift Charge - Aerial Lift required	1	350.00	350.00
Man Hours (removal/repair/paint/install)	7	75.00	525.00
Materials	1	100.00	100.00
Hourly charge for computer-based or hand sketched design	1	75.00	75.00
Payment Terms: A deposit of 50% is required prior commencement of work. Payment in full upon delivery is appreciated. Late penalty of 1.5% per month will be assessed on all accounts over 30 days.	Total		\$2,250.00

Approval Signature _____

Date _____

The image shows the front facade of the Purcellville Town Hall. The building features a prominent portico with four white columns. Above the columns is a pediment with a central arched window. The name 'PURCELLVILLE TOWN HALL' is inscribed on a horizontal band above the columns. The main body of the building is constructed of red brick. A central entrance is visible, with a door and a window above it. A small tower with a louvered top is situated behind the pediment. The sky is clear and blue.

PURCELLVILLE TOWN HALL

221

60

Quail Run Signs LLC

43 E. Colonial Hwy
Hamilton, VA 20158

Winner of the 2009 JARBA Award for Conservation Excellence in Signage

Phone No. 540.338.8412 jennifer@quailrunsigns.com

Fax No. 540.338.8413 www.quailrunsigns.com

Proposal

Date	Proposal No.
3/24/2016	856

Name / Address
Town of Purcellville

Description	Project		
	Qty	Cost	Total
Add "PURCELLVILLE" above "TOWN HALL" letters		0.00	0.00
Lettering, Aluminum, painted black 8" high, 1/4" thickness Stud Mount, per letter	12	70.00	840.00
Lift Charge - Aerial Lift required	1	350.00	350.00
Installation	1	400.00	400.00
Hourly charge for computer-based or hand sketched design	1	75.00	75.00
Payment Terms: A deposit of 50% is required prior commencement of work. Payment in full upon delivery is appreciated. Late penalty of 1.5% per month will be assessed on all accounts over 30 days.	Total		\$1,665.00

Approval Signature _____

Date _____



PURCELLVILLE

TOWN HALL



STAFF REPORT
ACTION ITEM

Item # 12a

SUBJECT: 2016 Real Property Tax Rate Adoption

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Elizabeth Krens, Director of Finance

SUMMARY and RECOMMENDATIONS:

The purpose of this item is for Town Council to adopt the 2016 real property tax rate in order for spring tax bills to be prepared and mailed in early May. The required public hearing was held on March 8th and relevant discussions occurred during budget work sessions on January 19th, March 15th, March 29th, March 31, April 5th. The Town Manager's Proposed FY17 Fiscal Plan recommended a tax rate of \$0.24 per \$100 of assessed value, an increase of 2 cents over the prior year. During The April 5th budget work session, Town Council directed the Town Manager to identify further cuts in expenditures in order to maintain the 2015 tax rate of \$0.22.

BACKGROUND:

In early February, staff received the Assessor's Summary of 2016 projected real property tax assessments from Loudoun County's Office of the Commissioner of the Revenue. Using this data, staff prepared the attached analysis of real property tax revenue in order to develop the FY17 budget, advertise the real property tax rate public hearing and provide Town Council the information needed to set the 2016 real estate tax rate. The County Assessor's forecast for Purcellville shows a <.98%> decrease in assessments for existing properties and a 4.82% increase in assessments for new construction/growth. When these assessments are combined, the Town's total increase in real property assessments is 3.84%. The equalized tax rate (tax rate which would levy the same real property tax revenue as the Town levied the prior year for existing properties) is .222.

In order to allow ample time for staff to prepare and mail property tax bills by early May, staff requests Town Council approve the 2016 tax property rates during the April 12, 2016 Council Meeting. The spring tax bills are due on or before June 6, 2016.

ISSUES for CONSIDERATION:

The following grid provides a summary of various rates for consideration.

Tax Type	2015 Tax Rate	2016 Equalized Tax Rate	Town Manager Proposed Budget Tax Rate for 2016	Maximum Rate per Public Hearing Advertisement
2016 Real Estate	.22	.222	.24	.24

BUDGET IMPACT:

The budget impact of this decision will affect FY16 and FY17 General Fund revenue. Based on Loudoun County Assessor’s Summary data for 2016, the real property tax rate of \$0.22 will result in annual revenue of \$2,615,761. A penny on the tax rate is equivalent to \$118,898 and, therefore, revenue will vary by this amount if the rate either increases or decreases by a penny.

DRAFT MOTIONS:

Motion 1 (\$0.22 or No Change in Tax Rate):

“I move that the Town Council adopt Ordinance No. 16-04-02 to set the 2016 Real Property tax rate under the FY17 budget at \$0.22 per \$100 assessed value.”

Motion 2 (\$0.222 or Equalized Tax Rate):

“I move that the Town Council adopt Ordinance No. 16-04-02 to set the 2016 Real Property tax rate under the FY17 budget at \$0.222 per \$100 assessed value.”

Motion 3 (\$0.24 or Town Manager’s Proposed):

“I move that the Town Council adopt Ordinance No. 16-04-02 to set the 2016 Real Property tax rate under the FY17 budget at \$0.24 per \$100 assessed value.”

ATTACHMENT(S):

1. Loudoun County Assessor's Real Property Assessment Summary for 2016
2. Real Property Tax Revenue Estimates and Equalized Tax Rate Calculation
3. Proposed Ordinance No. 16-04-02

Loudoun County Assessor's Summary

Purcellville-Town	2015	2015				2016	2016	Total Value Change	Parcel Change	Eqldz % Change	Value % Change	Eqldz Avg Asmnt	Average Asmnt
	Assessment	Parcels	Construction	Growth	Revaluation	Assessment	Parcels						
Class 1 - Single Family Residential Urban (Detached)	\$720,602,240	1,734	\$734,170	\$376,270	\$23,568,550	\$745,281,230	1,764	\$24,678,990	30	3.27%	3.42%	\$429,164	\$422,495
Class 1 - Single Family Residential Urban (Townhouse)	\$163,328,500	539	\$3,648,944	\$0	\$4,145,496	\$171,122,940	553	\$7,794,440	14	2.54%	4.77%	\$310,712	\$309,445
Class 1 - Single Family Residential Urban (Condo)	\$0	-	\$0	\$0	\$0	\$0	-	\$0	0				
Class 1 - Single Family Residential Urban (Other-includes vacant land)	\$5,448,000	245	\$0	\$15,737,250	\$671,340	\$21,856,590	553	\$16,408,590	308	12.32%	301.19%	\$24,977	\$39,524
Class 1 Total	\$889,378,740	2518	\$4,383,114	\$16,113,520.00	\$28,385,386	\$938,260,760	2870	\$48,882,020	352	3.19%	5.50%	\$364,481	\$326,920
Class 2 - Single Family Residential Suburban	\$17,758,780	84	\$0	\$0	(\$17,758,780)	\$0	-	(\$17,758,780)	-84	-100.00%	-100.00%	\$0	\$0
ALL RESIDENTIAL CLASS 1 AND 2	\$907,137,520	2602	\$4,383,114	\$16,113,520.00	\$10,626,606	\$938,260,760	2870	\$31,123,240	268	1.17%	3.43%	\$352,715	\$326,920
Class 3 - Multi Family	\$14,423,280	7	\$0	\$0	\$575,640	\$14,998,920	7	\$575,640	0	3.99%	3.99%	\$2,142,703	\$2,142,703
Class 4 - Commercial & Industrial	\$243,141,830	234	\$1,076,933	\$34,947,840	(\$13,889,963)	\$265,276,640	251	\$22,134,810	17	-5.71%	9.10%	\$979,709	\$1,056,879
Class 5 - Agricultural/Undeveloped (20 to 99.99 acres)	\$8,824,600	2	\$0	\$0	(\$8,810,900)	\$13,700	1	(\$8,810,900)	-1	-99.84%	-99.84%	\$6,850	\$13,700
Class 6 - Agricultural/Undeveloped (more than 100 acres)	\$0	-	\$0	\$0	\$0	\$0	-	\$0	0				
TOTAL TAXABLE	\$1,173,527,230	2845	\$5,460,047	\$51,061,360	(\$11,498,617)	\$1,218,550,020	3129	\$45,022,790	284	-0.98%	3.84%	\$408,446	\$389,438
Class 7 - Exempt Property	\$259,399,910	74	\$0	\$3,171,810	\$14,627,880	277,199,600	74	\$17,799,690	0	5.64%	6.86%	\$3,703,078	\$3,745,941
TOTAL TAXABLE AND EXEMPT	\$1,432,927,140	2919	\$5,460,047	\$54,233,170	\$3,129,263	\$1,495,749,620	3203	\$62,822,480	284	0.22%	4.38%	\$491,969	\$466,984
Land Use Deferred	\$556,570	4	\$0	\$0.00	\$19,810	\$576,380	4	\$19,810	0	3.56%	3.56%		
ADU's (value included in Class 1)	\$0	0				\$0	0	\$0	0				

Construction - New Structures	Value of new residential and commercial structures. Year built equals 2015
Growth - New Lots	Value of newly created parcels. New parcels are created when a landowner divides one large parcel into smaller parcels. An example of this would be a new subdivision.
Revaluation Assessment	Difference between the total assessment for the current tax year and the prior tax year. Total Taxable value of real property, effective January 1st.
Equalized % Change	Considers the value of Loudoun County's real property without the impact of new construction and growth. It is the percent change in assessment from the previous year, including parcels which existed the prior tax year but excluding the assessed value of growth and new construction.
Value % Change	Percent change in total assessment, including the assessed value associated with growth (new parcels) and new construction.
Eqldz AvgAsmnt	Average current tax year assessment of parcels that existed in both the prior and current tax year.
AverageAsmnt	Average assessment of all parcels in the current year, including the assessed value associated with growth (new parcels) and new construction.

TOWN OF PURCELLVILLE
TAX YEAR 2016
REAL PROPERTY TAX REVENUE ESTIMATES AND EQUALIZED TAX RATE CALCULATION
Source: 2/1/2016 Loudoun County Assessor's Summary

	<u>2016</u>	<u>2015</u>	<u>\$ Change</u>	<u>% Change</u>
Assessment of Existing Property	1,162,028,613	0	Existing prop chg> 3203-total parcels Increase of 284 parcels 3129-taxable parcels 74-exempt parcels	-0.98%
New Residential Construction/Growth	20,496,634	0		
New Commercial Construction/Growth	36,024,773	0		
Total New Construction/Growth	56,521,407	0	New construct chg>	4.82%
Total Assessment	1,218,550,020	1,173,527,230	45,022,790	3.84%
Less Land Use Deferrals	576,380	3,642,850	(3,066,470)	
Less Elderly Tax Relief	28,991,590	26,673,640	2,317,950	
Total Assessment Base	1,188,982,050	1,143,210,740	45,771,310	
RE Tax (tax rate .22)	2,615,761	2,515,064	100,697	* Rev Chg
FF Svc Tax (tax rate .035)	416,144	400,124	16,020	* Rev Chg
Total Tax (tax rate .255)	3,031,904	2,915,187	116,717	
RE Revenue Change for Tax Rate Change of 1 cent			118,898	
Average Residential Assessment			326,920	
RE Revenue produced at different tax rates:				
Tax Amount (rate=.25/100)	2,972,455			
Tax Amount (rate=.24/100)	2,853,557		<TM Proposed/Advertised Rate	
Tax Amount (rate=.23/100)	2,734,659			
Tax Amount (rate=.222/100)	2,639,540		<Equalized Rate	
Tax Amount (rate=.22/100)	2,615,761		< 2015 Rate	
Tax Amount (rate=.21/100)	2,496,862			
Equalized Assessment (adj. for new construction and changes)	1,230,048,637			
Equalized RE Tax Amt (2015 rate=.22)	2,706,107		**special FF levy not included per code**	
2016 Equalized RE Tax Rate (per \$100)	0.222			
Breakdown of Residential vs. Other (MF 5+, Commercial, Ag):				
Other Assessments	280,289,260	23%		
Residential Assessments	938,260,760	77%		
Grand Total	1,218,550,020			
* Breakdown of RE Revenue Change:				
Assessment change to existing homes		(25,297)		
New Construction/Growth		124,347		
Other (land use/relief)		1,647		
Total RE Revenue Change		100,697		



STAFF REPORT
ACTION ITEM

Item # 12b

SUBJECT: 2016 Fireman’s Field Service District Tax Rate Adoption

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Elizabeth Krens, Director of Finance

SUMMARY and RECOMMENDATIONS:

The purpose of this item is for Town Council to adopt the 2016 Fireman’s Field Service District tax rate in order for spring tax bills to be prepared and mailed in early May. Relevant discussions occurred during budget work sessions on January 19th, March 15th, March 29th, March 31, April 5th. The Town Manager’s Proposed FY17 Fiscal Plan recommends no change to the tax rate of \$0.035 per \$100 of assessed value.

BACKGROUND:

In July 2011, Town Council adopted Ordinance No. 11-07-02, Chapter 74 Taxation, Article VIII, creating the Fireman’s Field Service Tax District. The purpose of this district is to provide funds for the preservation of the historic property known as Fireman’s Field; construction, installation, operation and maintenance related to parks, recreational and cultural properties; sidewalks; beautification and landscaping; public parking; economic development services; and security, sponsorship and promotion of recreational and cultural activities. The boundaries of this service tax district are the territorial limits of the Town of Purcellville.

This service district tax will be based on the real property tax assessment and, under our tax system, will be included on the real property tax bill due June 5th and December 5th. In order to allow ample time for staff to prepare and mail property tax bills by early May, staff requests Town Council approve the 2016 tax property rates during the April 12, 2016 Council Meeting. The spring tax bills are due on or before June 6, 2016.

ISSUES for CONSIDERATION:

The following grid provides a summary of various rates for consideration.

Tax Type	2015 Tax Rate	Town Manager Proposed Budget Tax Rate for 2016	Maximum Rate per Advertisement Requirements
2016 Fireman's Field Service District Tax	.035	.035	.035

BUDGET IMPACT:

The budget impact of this decision will affect FY16 and FY17 General Fund revenue. Based on Loudoun County Assessor's Summary data for 2016, the service district tax rate of \$0.35 will result in annual revenue of \$416,144.

MOTION(S):

"I move that the Town Council adopt Ordinance No. 16-04-03 to set the 2016 Fireman's Field Service Tax District rate under the FY17 budget at \$.035 per \$100 assessed value."

ATTACHMENT(S):

1. Proposed Ordinance No. 16-04-03

TOWN OF PURCELLVILLE
IN
LOUDOUN COUNTY, VIRGINIA

ORDINANCE NO. 16-04-03

PRESENTED: April 12, 2016
ADOPTED: _____

AN ORDINANCE: ESTABLISHING THE FIREMAN’S FIELD SERVICE DISTRICT TAX RATE FOR CALENDAR YEAR 2016

WHEREAS, Article VIII (Fireman’s Field Service Tax District), Section 74-232 (Levy and Collection of Tax) of the Town Code of Purcellville authorizes the Town to annually set the rate for a special tax to be levied on property located within the Fireman’s Field Service Tax District (“District”) in the same manner as the Town may establish other Town property taxes.

THEREFORE, the Council of the Town of Purcellville, Virginia hereby ordains:

SECTION I. That the District tax rate for calendar year 2016 is hereby established to be \$.035 per \$100 of assessed value.

SECTION II. That the District tax shall be uniformly levied on the assessed value of all real property located within the Town of Purcellville, with the following exceptions: (1) no District tax will be levied on those properties that are exempt from real property taxation pursuant to Loudoun County ordinance and Virginia Code section 58.1-3210 and (2) for those properties devoted to agricultural use and taxed by Loudoun County at the agricultural use value, the District tax shall be levied on the property’s agricultural use value.

SECTION III. That the revenue generated from the District tax may be used only to benefit Fireman’s Field and other recreational or cultural properties within Town limits, including the maintenance and operation of facilities, the acquisition of land, and the construction or installation of improvements.

SECTION IV. That all prior ordinances and resolutions in conflict herewith are hereby repealed.

SECTION V. This ordinance shall be effective January 1, 2016.

PASSED THIS _____ DAY OF _____, 2016.

Kwasi A. Fraser, Mayor
Town of Purcellville

ATTEST:

Diana Hays, Clerk of Council



STAFF REPORT
ACTION ITEM

Item # 12c

SUBJECT: 2016 Personal Property Tax Rate Adoption

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Elizabeth Krens, Director of Finance

SUMMARY and RECOMMENDATIONS:

The purpose of this item is for Town Council to adopt the 2016 personal property tax rate in order for spring tax bills to be prepared and mailed in early May. No change has been recommended to the 2016 tax rate for vehicles of \$1.05 per \$100 of assessed value and the 2016 tax rate for business property of \$0.55 per \$100 of assessed value.

BACKGROUND:

No change has been proposed to the Town's tangible personal property tax rates. In order to allow ample time for staff to prepare and mail property tax bills by early May, staff requests Town Council approve the 2016 tax property rates during the April 12, 2016 Council Meeting. The spring tax bills are due on or before June 6, 2016.

ISSUES for CONSIDERATION:

The following grid provides a summary of various rates for consideration.

Tax Type	Town Manager Proposed Tax Rate for 2016	Maximum Rate
Personal Property Tax/Vehicles	1.05	1.05
Personal Property Tax/Business	.55	.55

BUDGET IMPACT:

The budget impact of this decision will affect FY16 General Fund revenue estimated at \$401,658.

MOTION(S):

“I move that the Town Council adopt the following Ordinance No. 16-04-04 to set the 2016 Personal Property tax rates at:

Personal Property Tax/Vehicles rate of \$1.05 per \$100 assessed value

Personal Property Tax/Business rate of \$0.55 per \$100 assessed value”

ATTACHMENT(S):

1. Proposed Ordinance No. 16-04-04

**TOWN OF PURCELLVILLE
IN
LOUDOUN COUNTY, VIRGINIA**

ORDINANCE NO. 16-04-04

PRESENTED: April 12, 2016
ADOPTED: _____

**AN ORDINANCE: SETTING THE PERSONAL PROPERTY TAX RATE FOR CALENDAR
YEAR 2016**

WHEREAS, the Town Council has the authority to set the Personal Property Tax Rate for our annual collection; and

WHEREAS, the Town Council has set a schedule to adopt the Personal Property Tax Rate at the April Town Council Meeting in order to give the Town time to print the bills and provide a 30 day payment period for our residents since the first bill is due on June 5, 2016; and

NOW, THEREFORE, be it resolved that the Town Council of Purcellville approves a Vehicle Personal Property Tax Rate of \$1.05 per \$100 assessed value for calendar year 2016 and a Business Personal Property Tax Rate of 55 cents per \$100 assessed value for calendar year 2016.

PASSED THIS ____ DAY OF _____, 2016.

Kwasi A. Fraser, Mayor
Town of Purcellville

ATTEST:

Diana Hays, Clerk of Council

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STAFF REPORT
ACTION ITEM

Item # 12d

SUBJECT: 2016 Personal Property Tax Relief Percentage Resolution

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Elizabeth Krens, Director of Finance
Connie LeMarr, Assistant Director of Finance

SUMMARY and RECOMMENDATIONS:

As per ordinance, the Town Council shall set by annual resolution the percentage rate for vehicle tax relief.

BACKGROUND:

The Town's ordinance 74-1(a) - (b) was amended in December 2005 to reflect State changes to the legislation governing PPTRA (Personal Property Tax Relief Act 1998). The State has set the Town of Purcellville's pro rata share of car tax relief at \$201,753.34 for 2006 and thereafter. The Town must now calculate the percentage of relief this figure provides the taxpayers and explain the general manner in which the relief will be allocated.

Attached is a report that details actual 2016 Loudoun County Commissioner of the Revenue's assessment data for vehicles and the calculation of the "reduced rate of relief." The "reduced relief rate" for 2016 equates to 41.5% of the qualified vehicle's tax amount up to \$20,000 in assessed value. Assessments under \$1,000 were written off in accordance with general law.

As a historical record, the 2005 car tax relief rate was 70% as set by the State. The following are the “reduced relief rates” since inception:

Tax Year	PPTRA Rate
2016	41.5%
2015	44%
2014	45%
2013	46%
2012	47%
2011	50%
2010	51%
2009	53.5%
2008	48%
2007	49%
2006	49%
Maximum relief rate prior to change in 2006	70%

ISSUES:

The State never fully funded the Personal Property Tax Relief Act 1998 and in 2006 decided to fix the amount of funded relief dollars for each jurisdiction. This means the relief dollars must be spread each year across changing numbers of vehicles and assessed value. In recent years with increased numbers of vehicles and a return to higher value vehicles the percentage of relief for each taxpayer has declined. Staff expects this trend to continue.

BUDGET IMPACT:

No budget impact to the Town.

MOTION(S):

“I move that the Town Council approve the attached Resolution No. 16-04-01 to set the 2016 PPTRA rate at 41.5%. This amount is based upon total dollars from the Commonwealth divided by the total tax of all qualifying vehicles in the Town of Purcellville.”

ATTACHMENT(S):

1. Vehicle Personal Property Tax and PPTRA Reduced Calculation report 4/12/16
2. Proposed Resolution No. 16-04-01

**TOWN OF PURCELLVILLE
IN
LOUDOUN COUNTY, VIRGINIA**

RESOLUTION NO. 16-04-01

**PRESENTED: April 12, 2016
ADOPTED: _____**

**A RESOLUTION: TO SET THE PERSONAL PROPERTY TAX RELIEF
PERCENTAGE FOR THE TAX YEAR 2016**

WHEREAS, the Personal Property Tax Relief Act of 1998, Va. Code §58.1-3523 *et seq.* (“PPTRA”), has been substantially modified by the enactment of Chapter 1 of the Acts of Assembly, 2004 Special Session I (Senate Bill 5005) and the provisions of Item 503 of Chapter 951 of the 2005 Acts of Assembly, being the 2005 revisions to the 2004-2006 Appropriations Act (“the 2005 Appropriations Act”); and

WHEREAS, these legislative enactments require the Town to take affirmative steps to provide for the computation and allocation of relief provided pursuant to the PPTRA as revised; and

WHEREAS, these legislative enactments provide for the appropriation to the Town of a fixed sum to be used exclusively for the provision of tax relief to owners of qualifying personal use vehicles that are subject to local personal property tax on such vehicles.

NOW, THEREFORE, BE ITS RESOLVED by the Town Council of the Town of Purcellville in accordance with the requirements set forth in Va. Code §58.1-3524(C)(2) and §58.1-3912(E), as amended by Chapter 1 of the Acts of Assembly (2004 Special Session 1) and as set forth in Item 503 of the 2005 Appropriations Act, that any qualifying vehicle having situs within the Town during the tax year which begins on January 1, 2016, shall receive personal property tax relief in the following manner:

1. The Treasurer will write off all personal property tax bills below \$10.50 per Va. Code §58.1-3912A.
2. Personal use vehicle valued at \$1 to \$20,000 will be eligible for 41.5% of tax relief set by the Town Council during its annual budget deliberations.
3. Personal use vehicles valued at \$20,001 or more will be eligible for 41.5% of tax relief on the first \$20,000 of assessed value set by the Town Council during its annual budget deliberations.

A RESOLUTION:

TO SET THE PERSONAL PROPERTY TAX RELIEF PERCENTAGE FOR THE TAX YEAR 2016

4. All other vehicles which do not meet the definition of “qualifying” (business use vehicles, farm use vehicles, motor homes, etc.) will not be eligible for personal property tax relief under PPRTA.

PASSED THIS ____ DAY OF _____, 2016.

Kwasi A. Fraser, Mayor
Town of Purcellville

ATTEST:

Diana Hays, Clerk of Council



STAFF REPORT
ACTION ITEMS

Items # 12e-g

SUBJECT: RZ15-01 – Zoning Map Amendment for 781 South 20th Street;
CPA15-02 – Comprehensive Plan Amendment for 781 South
20th Street; &
OA15-04 – Zoning Ordinance Text Amendment to Add
Transitional Housing as a SUP in R-2, Add a Definition for
Transitional Housing, and Add Use Standards for Transitional
Housing

DATE OF MEETING: April 12, 2016

STAFF CONTACT: Daniel Galindo, AICP – Senior Planner

SUMMARY and RECOMMENDATIONS:

The Town of Purcellville has initiated an application, coded as RZ15-01, to rezone a Town-owned property at 781 South 20th Street from IP, Institutional and Public Use District to R-2, Single-Family Residential District. This 0.3471 acre parcel is currently in use as Mary's House of Hope which provides transitional housing for single mothers and their children. The comprehensive plan's planned land use for this property is Institutional/Government, so the Town has initiated an application, coded as CPA15-02, to amend the comprehensive plan to designate this property with a planned land use of Residential – 2 Dwelling Units Per Acre, in support of RZ15-01. In addition, "Transitional Housing" is not currently an allowed use in the R-2 District, so the Town has initiated a zoning ordinance text amendment, coded as OA15-04, to make the necessary modifications to add it as a use allowed by special use permit (SUP) in the district. Public hearings on RZ15-01, CPA15-02 and OA15-04 were held before the Planning Commission on February 4, 2016 and before Town Council on March 8, 2016.

After its February 4th public hearings, the Planning Commission recommended approval by a 6-1 vote for the following motion:

I move that the Purcellville Planning Commission forward CPA15-02, RZ15-01 and OA15-04 to the Town Council with a recommendation to approve the applications for the reasons stated in the February 4, 2016 Staff Report.

NOTE: The reasons stated in the [February 4th staff report](#) to the Planning Commission are the same as those contained in this staff report to Town Council.

Staff recommends approval of RZ15-01, CPA15-02 and OA15-04 for the reasons stated in this staff report (as more fully detailed in the [March 8th staff report](#)); however, staff is also recommending one change to the OA15-04 zoning ordinance text amendment to address an issue that has been identified since Town Council’s public hearing. See **ISSUES** below for further information.

BACKGROUND and ANALYSIS:

See the [March 8th staff report](#) for detailed background and analysis.

ISSUES:

When the Town Attorney called the Good Shepard Alliance to verify that the proposed zoning text amendment would fit their needs, they clarified that Mary’s House of Hope sometimes accepts a mother with three or four children and provides that family with two bedrooms. When they do that, Mary’s House of Hope reduces the number of women who can stay there accordingly. This would not be allowed by the proposed standard currently written as: “The facility shall have a maximum occupancy of three adults with up to two children each, excluding any resident staff persons.” In order to allow Good Shepard the flexibility to accommodate mothers with larger families, Town Staff recommends that this standard be rewritten as: “The facility shall have a maximum occupancy of three adults and six children, excluding any resident staff persons.” Because this change would not affect the maximum occupancy of a Transitional Housing facility, the Town Attorney has advised that this change can be made by Council at its April 12th meeting without holding an additional public hearing. OA15-04 Motion #1 incorporates this suggested change.

BUDGET IMPACT:

There is no budget impact with this item.

FINDINGS:

1. RZ15-01 is partially supported by the *Financial Planning for the Future* and generally supported by the *2025 Housing Policies* sections of the [Purcellville, Virginia 2025 Comprehensive Plan](#); however, it is currently contrary to the *2025 Land Use Polices*. If CPA15-02 is approved, RZ15-01’s proposed rezoning to R-2 would then be supported by the *2025 Land Use Polices*.
2. CPA15-02 is a suitable amendment to the [Purcellville, Virginia 2025 Comprehensive Plan’s](#) Planned Land Use Map as it respects the built density and residential character of nearby developments.
3. OA15-04 is partially supported by the *Financial Planning for the Future* and generally supported by the *2025 Land Use Polices* sections of the [Purcellville, Virginia 2025 Comprehensive Plan](#).

4. OA15-04 is supported by the purpose statement of the R-2, Single-Family Residential District.
5. There are no obvious town-wide effects of OA15-04.

CPA15-02 and RZ15-01 MOTIONS:

1. Approval – Recommended by the Planning Commission

I move that the Purcellville Town Council adopt Ordinance No. 16-04-05, as set forth in the staff report, approving CPA15-02 and RZ15-01, for the reasons stated therein.

-OR-

2. Approval with Modifications

I move that the Purcellville Town Council adopt Ordinance No. 16-04-05, as set forth in the staff report, approving CPA15-02 and RZ15-01, for the reasons stated therein, with the following changes:

1. _____
2. _____
3. _____

I further move that Staff is directed to make any additional changes to Ordinance No. 16-04-05 that are necessary to properly implement Council's directed changes.

-OR-

3. Direct Staff to Modify Ordinance

I move that the Purcellville Town Council direct Staff to modify Ordinance No. 16-04-05 in the following ways:

1. _____
2. _____
3. _____, and
4. to make any additional changes that are necessary to properly implement Council's directed changes.

I further move that the revised Ordinance No. 16-04-05 shall be brought back before Town Council at a future meeting for further consideration.

-OR-

4. Disapproval

I move that the Purcellville Town Council not approve Ordinance No. 16-04-05 for the following reasons:

- 1. _____
- 2. _____
- 3. _____

OA15-04 MOTIONS:

1. Approval with Staff's Recommended Modification

I move that the Purcellville Town Council adopt Ordinance No. 16-04-06, as set forth in the staff report, approving OA15-04 to ordain text amendments to Articles 4 and 15 of the Zoning Ordinance, for the reasons stated therein, with the following change:

- 1. The first general standard for Transitional Housing located at Article 4, Section 1, Subsection 1.2, Number 179.a.i shall be rewritten to state "The facility shall have a maximum occupancy of three adults and six children, excluding any resident staff persons."

-OR-

2. Approval – Recommended by the Planning Commission

I move that the Purcellville Town Council adopt Ordinance No. 16-04-06, as set forth in the staff report, approving OA15-04 to ordain text amendments to Articles 4 and 15 of the Zoning Ordinance, for the reasons stated therein.

-OR-

3. Approval with Modifications

I move that the Purcellville Town Council adopt Ordinance No. 16-04-06, as set forth in the staff report, approving OA15-04 to ordain text amendments to Articles 4 and 15 of the Zoning Ordinance, for the reasons stated therein, with the following changes:

- 1. _____
- 2. _____
- 3. _____

I further move that Staff is directed to make any additional changes to Ordinance No. 16-04-05 that are necessary to properly implement Council's directed changes.

-OR-

4. Direct Staff to Modify Ordinance

I move that the Purcellville Town Council direct staff to modify Ordinance No. 16-04-06 in the following ways:

1. _____
2. _____
3. _____, and
4. to make any additional changes that are necessary to properly implement Council's directed changes.

I further move that the revised Ordinance No. 16-04-06 shall be brought back before Town Council at a future meeting for further consideration.

-OR-

5. Disapproval

I move that the Purcellville Town Council not approve Ordinance No. 16-04-06 for the following reasons:

1. _____
2. _____
3. _____

ATTACHMENTS

1. Ordinance 16-04-05 – Approving CPA15-02 and RZ15-01
2. Ordinance 16-04-06 – Approving OA15-04

These materials and others pertaining to CPA15-02, RZ15-01 & OA15-04 can be found at:
<http://purcellvilleva.gov/index.aspx?NID=708>

TOWN OF PURCELLVILLE

IN

LOUDOUN COUNTY, VIRGINIA

ORDINANCE NO. 16-04-05

PRESENTED: April 12, 2016

ADOPTED: _____

AN ORDINANCE: APPROVING CPA15-02 TO AMEND THE PURCELLVILLE, VIRGINIA 2025 COMPREHENSIVE PLAN TO DESIGNATE THE PLANNED LAND USE OF THE TOWN PROPERTY AT 781 SOUTH 20TH STREET AS “RESIDENTIAL – 2 DWELLING UNITS PER ACRE,” AND APPROVING RZ15-01 TO AMEND THE ZONING MAP OF PURCELLVILLE, VIRGINIA TO REZONE THE TOWN PROPERTY AT 781 SOUTH 20TH STREET FROM IP, INSTITUTIONAL AND PUBLIC USE TO R-2, SINGLE-FAMILY RESIDENTIAL

WHEREAS, the Town Council of the Town of Purcellville, Virginia states the following as its recitals and findings:

- R1. The Purcellville Town Council directed Town Staff to initiate consideration of a rezoning from IP, Institutional and Public Use to R-2, Single-Family Residential for the Town-owned 0.3471 acre parcel addressed as 781 South 20th Street, Purcellville, Virginia and identified by Loudoun County land records as Parcel Identification Number 489-38-4477-000 (the “Town Property”) as shown on **Exhibit A** attached to this Ordinance.
- R2. Pursuant to Council’s direction, the Town initiated Comprehensive Plan Amendment application CPA15-02 and Rezoning application RZ15-01 to evaluate and consider the future planned land use and zoning of the Town Property.
- R3. The Town Property is located in close proximity to the Hirst Farm, Locust Grove and Valley Springs residential developments and contains a structure originally used as a single-family detached dwelling, making the Town

Property suited to a future land use of low-density residential housing.

- R4. The *Purcellville, Virginia 2025 Comprehensive Plan* contains a planned land use category identified as “Residential – 2 Dwelling Units Per Acre,” which matches the existing built density and residential character of nearby residential developments.
- R5. The “Residential – 2 Dwelling Units Per Acre” land use category most directly corresponds to the R-2, Single-Family Residential zoning district which is consistent with the zoning designation of other nearby residential developments.
- R6. Town Staff has concluded that the proposed CPA15-02 Comprehensive Plan Amendment and RZ15-01 Rezoning are supported by the policies of the *Purcellville, Virginia 2025 Comprehensive Plan* and recommends approval.
- R7. The Planning Commission held duly-advertised public hearings concerning CPA15-02 and RZ15-01 on February 4, 2016.
- R8. The Planning Commission voted at its regular meeting on February 4, 2016 to recommend that Town Council approve CPA15-02 and RZ15-01.
- R9. The Town Council conducted duly-advertised public hearings concerning CPA15-02 and RZ15-01 on March 8, 2016.
- R10. The Purcellville Town Council finds (i) amending the *Purcellville, Virginia 2025 Comprehensive Plan* to designate the Town Property as planned for the “Residential – 2 Dwelling Units Per Acre” land use and (ii) amending the *Zoning Map of Purcellville, Virginia* to amend the zoning designation of the Town Property from IP, Institutional and Public Use to R-2, Single-Family Residential are required to serve the public necessity, convenience, and general welfare, and constitute good zoning practice because the amendments:
 - a. Respect the built density and residential character of nearby developments; and
 - b. Are partially supported by the “Financial Planning for the Future” and generally supported by the “2025 Housing Policies” sections of the *Purcellville, Virginia 2025 Comprehensive Plan*.

NOW THEREFORE, the Council of the Town of Purcellville, Virginia hereby ordains:

SECTION I. That CPA15-02 is hereby approved and the *Purcellville, Virginia 2025 Comprehensive Plan* amended to change the planned land use designation of the Town-owned 0.3471 acre parcel addressed as 781 South 20th Street, Purcellville, Virginia and identified by Loudoun County land records as Parcel Identification Number 489-38-4477-000 from “Institutional/Government” to “Residential – 2 Dwelling Units Per Acre.”

SECTION II. That RZ15-01 is hereby approved and the *Zoning Map of Purcellville, Virginia* amended to change the zoning district designation of the Town-owned 0.3471 acre parcel addressed as 781 South 20th Street, Purcellville, Virginia and identified by Loudoun County land records as Parcel Identification Number 489-38-4477-000 from IP, Institutional and Public Use to R-2, Single-Family Residential.

SECTION III. That all prior ordinances in conflict herewith are hereby repealed.

SECTION IV. That if a court of competent jurisdiction declares any provision of this Ordinance invalid, the decision shall not affect the validity of the Ordinance as a whole or any remaining provisions of the Purcellville Zoning Ordinance.

SECTION V. That this ordinance shall be effective upon its adoption.

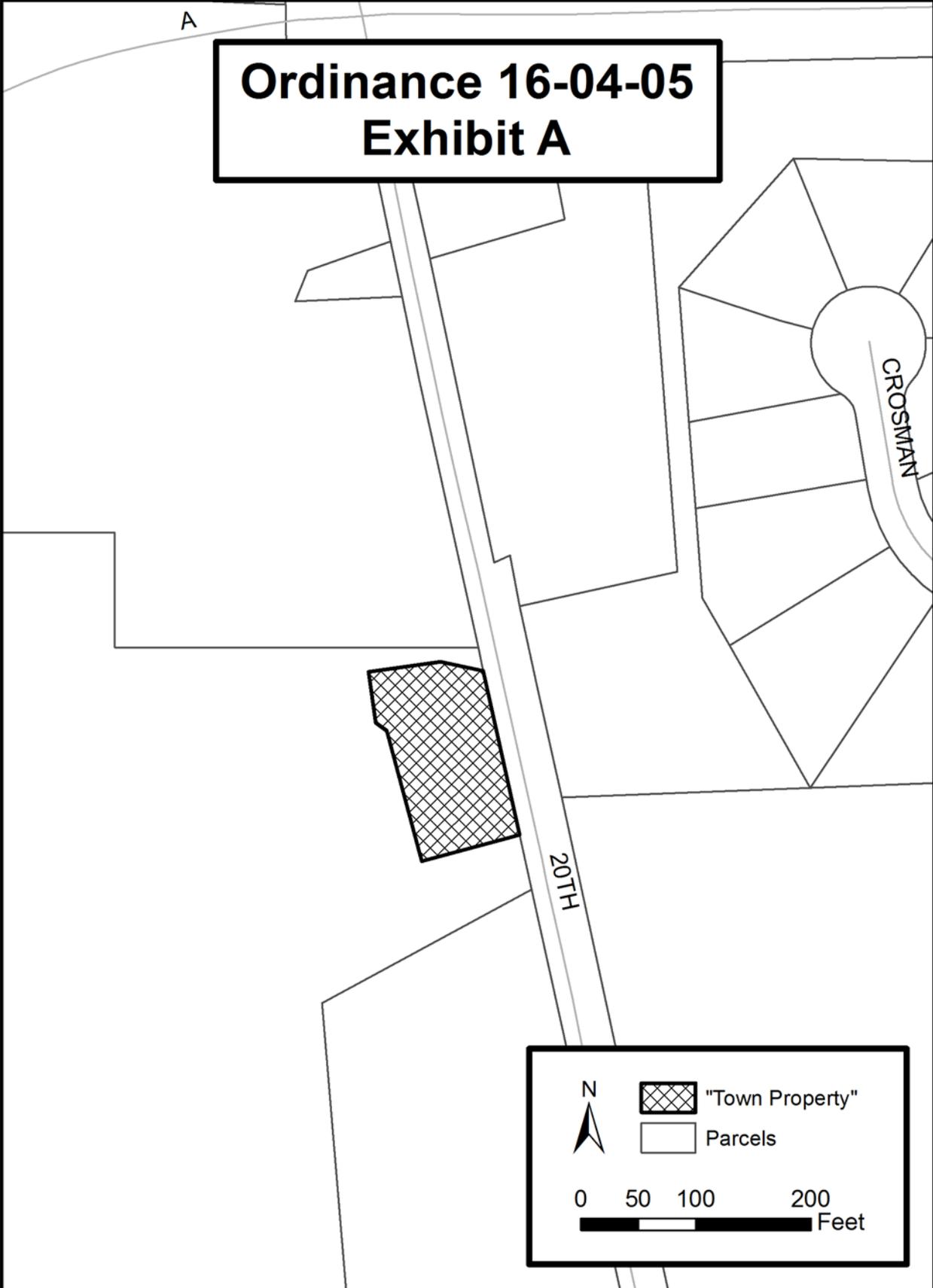
PASSED THIS ___ **DAY OF** _____, **2016.**

Kwasi A. Fraser, Mayor
Town of Purcellville

ATTEST:

Diana Hays, Town Clerk

**Ordinance 16-04-05
Exhibit A**



TOWN OF PURCELLVILLE

IN

LOUDOUN COUNTY, VIRGINIA

ORDINANCE NO. 16-04-06

PRESENTED: April 12, 2016

ADOPTED: _____

AN ORDINANCE: AMENDING ZONING ORDINANCE ARTICLE 4, SECTION 1 AND ARTICLE 15, SECTION 2 TO ADD TRANSITIONAL HOUSING AS A USE ALLOWED BY SPECIAL USE PERMIT IN THE R-2, SINGLE-FAMILY RESIDENTIAL ZONING DISTRICT, ADD STANDARDS FOR THE USE, AND ADD A DEFINITION FOR THE USE.

WHEREAS, the Town Council of the Town of Purcellville, Virginia states the following as its recitals and findings:

- R1. The Purcellville Town Council directed Town staff to initiate consideration of a rezoning from IP, Institutional and Public Use to R-2, Single-Family Residential for the Town-owned 0.3471 acre parcel addressed as 781 South 20th Street, Purcellville, Virginia and identified by Loudoun County land records as Parcel Identification Number 489-38-4477-000 (the "Town Property").
- R2. Pursuant to Council's direction, the Town initiated Ordinance Text Amendment application CPA15-02 and Rezoning application RZ15-01 to evaluate and consider the future planned land use and zoning of the Town Property.
- R3. The Town Property contains a structure currently used by an organization offering transitional housing to single mothers and their children which is not currently a use allowed in the R-2, Single-Family Residential zoning district designation under consideration by Town Council.
- R4. During evaluation of CPA15-02 and RZ15-01, Town Staff determined that

proper evaluation of RZ15-01 would be aided by preparing a zoning ordinance text amendment for Town Council's consideration that would allow the existing transitional housing use to be operated in compliance with the regulations of the R-2 district, and the Town initiated OA15-04 pursuant to Council's initial direction.

- R5. The Planning Commission held a duly-advertised public hearing concerning OA15-04 on February 4, 2016.
- R6. The Planning Commission voted at its regular meeting on February 4, 2016 to recommend that Town Council approve OA15-04.
- R7. The Town Council conducted a duly-advertised public hearing concerning OA15-04 on March 8, 2016.
- R8. The Purcellville Town Council finds that the Zoning Ordinance text amendments set forth in this Ordinance are required to serve the public necessity, convenience, and general welfare, and constitute good zoning practice because the amendments:
 - a. Allow the existing transitional housing use to be brought in to compliance with the regulations of the R-2, Single-Family Residential zoning district while ensuring any future transitional housing is harmonious with its surroundings;
 - b. Are partially supported by the "Financial Planning for the Future" and generally supported by the "2025 Land Use Policies" sections of the *Purcellville, Virginia 2025 Comprehensive Plan*; and
 - c. Are supported by the purpose statement of the R-2, Single-Family Residential zoning district.

NOW THEREFORE, the Council of the Town of Purcellville, Virginia hereby ordains:

SECTION I. That the following Articles and Sections of the *Zoning Ordinance for the Town of Purcellville, Virginia* are hereby amended to add all underlined text and to remove all strikethrough text as follows:

ARTICLE 4. - DISTRICT REGULATIONS

Section 1. - Use Regulations.

1.1 Use table.

.....

Use	R2	R3	R3A	R8	R15	C1	MC	C4	CM1	M1	PDH	X	IP	AC	RT	Use Standard
.....																
Theater							SUP	SUP					SUP			
<u>Transitional housing</u>	<u>SUP</u>															<u>Art. 4, Sec. 1.2.179</u>
Upholstery shop							P	P	P	P						
.....																

1.2 Use standards.

.....

176-~~178~~181. *Reserved.*

179. Transitional housing.

a. General standards.

i. The facility shall have a maximum occupancy of three adults with up to two children each, excluding any resident staff persons.

ii. The facility shall be at least 250 feet from any existing residential dwelling.

b. Reserved.

180-181. Reserved.

.....

ARTICLE 15. - DEFINITIONS

.....

Section 2. - Definitions.

.....

Transitional housing. A residential facility managed by a government or nonprofit agency which provides temporary accommodations to women, with or without children, for a period of up to two years, and which also may provide meals, counseling, and other appropriate program activities designed to facilitate independent living.

.....

SECTION II. That all prior ordinances in conflict herewith are hereby repealed.

SECTION III. That if a court of competent jurisdiction declares any provision of this Ordinance invalid, the decision shall not affect the validity of the Ordinance as a whole or any remaining provisions of the Purcellville Zoning Ordinance.

SECTION IV. That this ordinance shall be effective upon its adoption.

PASSED THIS ___ DAY OF _____, 2016.

**Kwasi A. Fraser, Mayor
Town of Purcellville**

ATTEST:

Diana Hays, Town Clerk

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STAFF REPORT
ACTION ITEM

Item # 12.h

SUBJECT: Purcellville Northern Collector Road

DATE OF MEETING: April 12, 2016

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

SUMMARY and RECOMMENDATIONS:

On February 12, 2016, the Loudoun County Board of Supervisors' Transportation and Land Use Committee (TLUC) discussed alignment options for the Purcellville Northern Collector Road (PNCR). At that meeting, the TLUC requested that the Town Council review the County staff's report and provide a position on the alignment of the PNCR. Staff recommends that Council support Segments A and B of the PNCR without respect to a specific alignment through properties outside the corporate limits of the Town of Purcellville.

BACKGROUND:

The Town of Purcellville has anticipated a collector road to serve properties north of the Route 7 Bypass since the time that the Purcellville Urban Growth Area Management Plan (PUGAMP) was adopted. In the intervening years, many changes in land use and planning have occurred, but the Town has continued to support and encourage the development of the PNCR.

Currently, as described in the County staff's report to the TLUC, Segment A of the PNCR is partially constructed and has funding associated with it. Segment A runs from Hillsboro Road (Route 690) to Purcellville Road (Route 611). This segment connects from the County's property at Field's Farm through the Mayfair subdivision. It is important to note that the County is pursuing construction of this segment of road in order to provide better access to the future sports complex at Field's Farm and to Woodgrove High School. This road will also provide a direct connection to the future Route 690/7 Interchange. Continuation of support for Segment A is crucial to the Town of Purcellville.

Segment B connects Purcellville Road to Berlin Turnpike (Route 287). The Town continues to maintain the importance of this road to the efficient operations of the Town's

transportation network. As is well-known, Hirst Road often experiences congestion at Route 287 in the peak hours. The construction of the PNCr between Purcellville Road and Route 287 would help offset the Hirst Road congestion, especially with the Mayfair neighborhood under construction and prior to the opening of the Route 690/7 Interchange. Additionally, the Town has received an annexation request for the Warner Property at the northeast corner of the Route 7 Bypass and Purcellville Road. The PNCr would cross this property. Regardless of whether the annexation moves forward, staff recommends the Council support the continued long-term plan for Segment B of the PNCr.

ISSUES:

The County TLUC requested that the Town Council support a preferred alignment of the PNCr. Staff does not believe that any particular alignment of Segment B is more advantageous to the Town than another. As the properties impacted by Segment B lie in the County and outside of the Town's jurisdictional boundary, Town staff does not believe the Council needs to take a position on a particular alignment. Nonetheless, staff does continue to reiterate the importance of Segment B to the Town's overall transportation network. Town staff would encourage Council to take a position supporting the overall project and encourage the TLUC to recommend to the full Board of Supervisors moving forward with the Scenarios presented by the County staff.

BUDGET IMPACT:

There is no budget impact to this item.

MOTION:

1. I move that the Town Council adopt Resolution 16-04-02 which expresses its support of the Purcellville Northern Collector Road Segments A and B. I further move that Council indicate to the Loudoun County Board of Supervisors that it has no specific recommendation on the alignment of Segment B, and that the Town Council recommend to the Board to move forward with studying the alignments found in the scenarios recommended by County staff.

OR

2. I move that the Town Council take no position on this matter.

ATTACHMENTS:

1. Resolution 16-04-02
2. County Staff PowerPoint Presentation for 4/12/16
3. County Staff Report for 2/12/16 TLUC Meeting (includes full Phase 1 study)

TOWN OF PURCELLVILLE
IN
LOUDOUN COUNTY, VIRGINIA

RESOLUTION NO. 16-04-02

PRESENTED: April 12, 2016

ADOPTED: _____

**A RESOLUTION: TO EXPRESS SUPPORT OF SEGMENTS A AND B OF THE
PURCELLVILLE NORTHERN COLLECTOR ROAD**

WHEREAS, the Town Council of Purcellville, Virginia (“**Town**”) recognizes that the Purcellville Northern Collector Road (“**PNCR**”) has been planned for over 20 years and the Town supports the continued planning and construction of the PNCR; and

WHEREAS, Segment A has been partially constructed and is important in connecting Route 690 and Route 611 and providing access to County park facilities and Woodgrove High School; and

WHEREAS, Segment B would serve as a key component of the transportation infrastructure around the Town and would help reduce congestion at Hirst Road and Route 287; and

WHEREAS, the PNCR would provide a key connection between Route 690 and Route 287 when then Route 690/7 Interchange is constructed.

NOW THEREFORE, the Town Council expresses its support of the Purcellville Northern Collector Road Segments A and B and has no specific recommendation on the alignment of Segment B, and the Town Council recommends to the Board to move forward with studying the alignments found in the scenarios recommended by County staff.

PASSED THIS ___ DAY OF APRIL, 2016.

Kwasi A. Fraser, Mayor
Town of Purcellville

ATTEST:

Diana Hays, Town Clerk

Purcellville Northern Collector Road Study Phase 1 Report

Purcellville Town Council Meeting

April 12, 2016



Purcellville Northern Collector Road Study

Background:

- **1995** – Countywide Transportation Plan (CTP) alignment established
- **10/29/14**– HOA Meeting on the Purcellville Collector Road
- **11/5/14**– Board of Supervisors Business Meeting – Board directed Staff to develop a cost and proposal for the study
- **1/6/15**– Meeting with the Town of Purcellville Staff to discuss proposed study
- **3/4/15**– Board approved funding for study and directed Staff to begin
- **5/5/15**-Follow up HOA Meeting at Loudoun Valley High School Auditorium
- **6/16/15**-Meeting with the Town of Purcellville Staff to discuss land use in the corridor
- **6/19/15**-Update to Transportation and Land Use Committee
- **2/12/16**-Presentation of Phase 1 Report to Transportation and Land Use Committee



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Purcellville Northern Collector Road Study

Study:

- Phase 1
 - Analyze the scenarios using Loudoun County’s Travel Demand Model
 - Report on impacts to the roadway network for 2030 & 2040 forecasted travel demand
- Phase 2
 - To be undertaken if collector road is warranted by results of Phase 1
 - Alignment study and conceptual plans
 - Preliminary cost estimates



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Countywide Transportation Plan Alignment

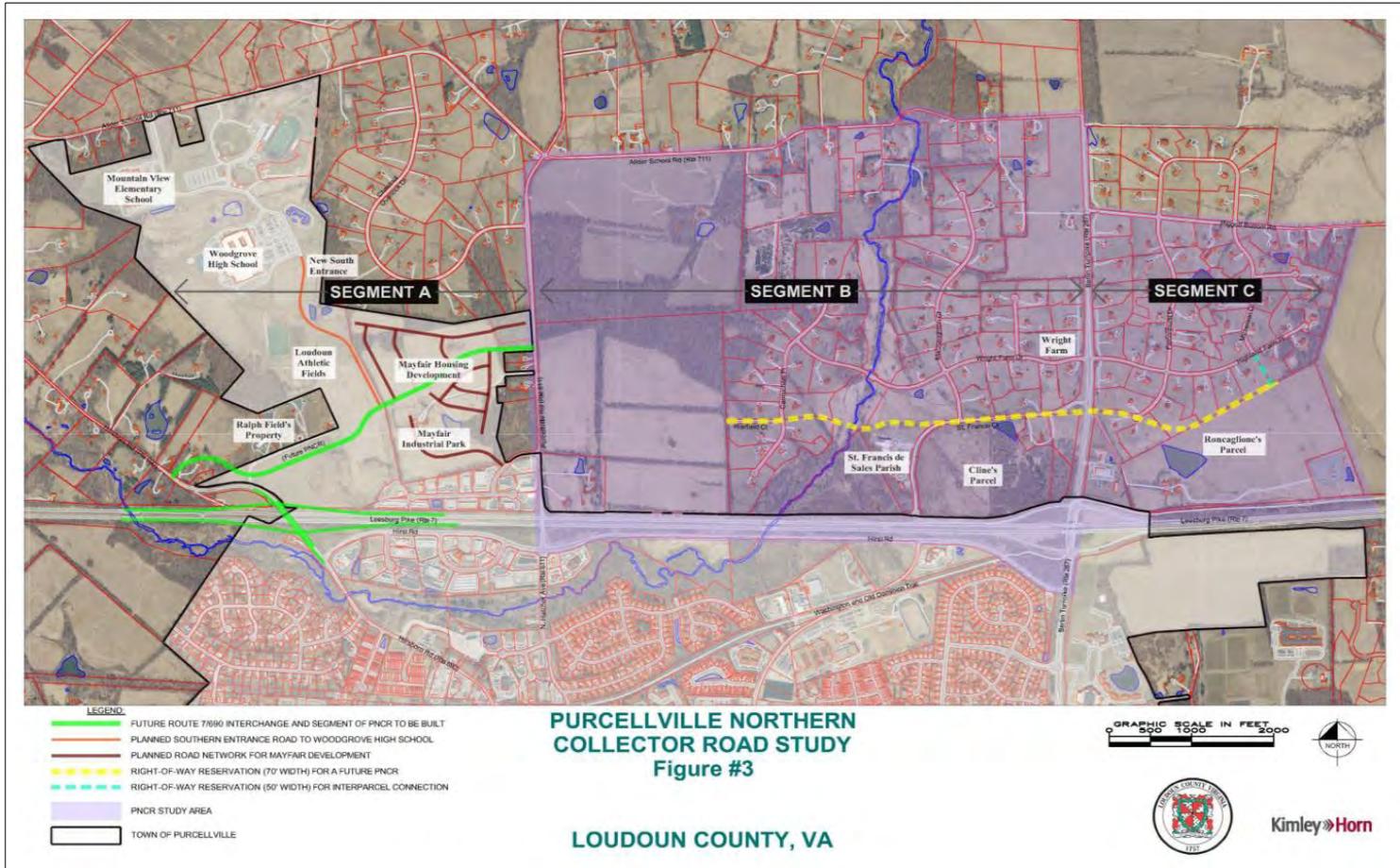
Purcellville Northern Collector Road



CTP Alignment ————— 104

Right-of-Way Reservation ————— 4

Existing Right-of-Way Reservation



Right-of-Way Reservation History Map



LEGEND:

□ Town of Purcellville Limits

Existing 70' Reservations for Purcellville Route 7 North Collector (Recent Plats Listed First):

- POCO 20121204-0095424 Recorded 12/04/2012
- PURC 2002-0002 Recorded 10/07/2002
- PURC 2010-0004 Recorded 06/01/2012
- PURC 2009-0001 Recorded 03/10/2010
- PURC 2008-0002 Recorded 12/02/2009
- Instrument #20060809-0069016 Recorded 08/09/2006
- PURC 2004-0004 Recorded 08/08/2006
- PURC 2005-0003 Recorded 10/03/2005

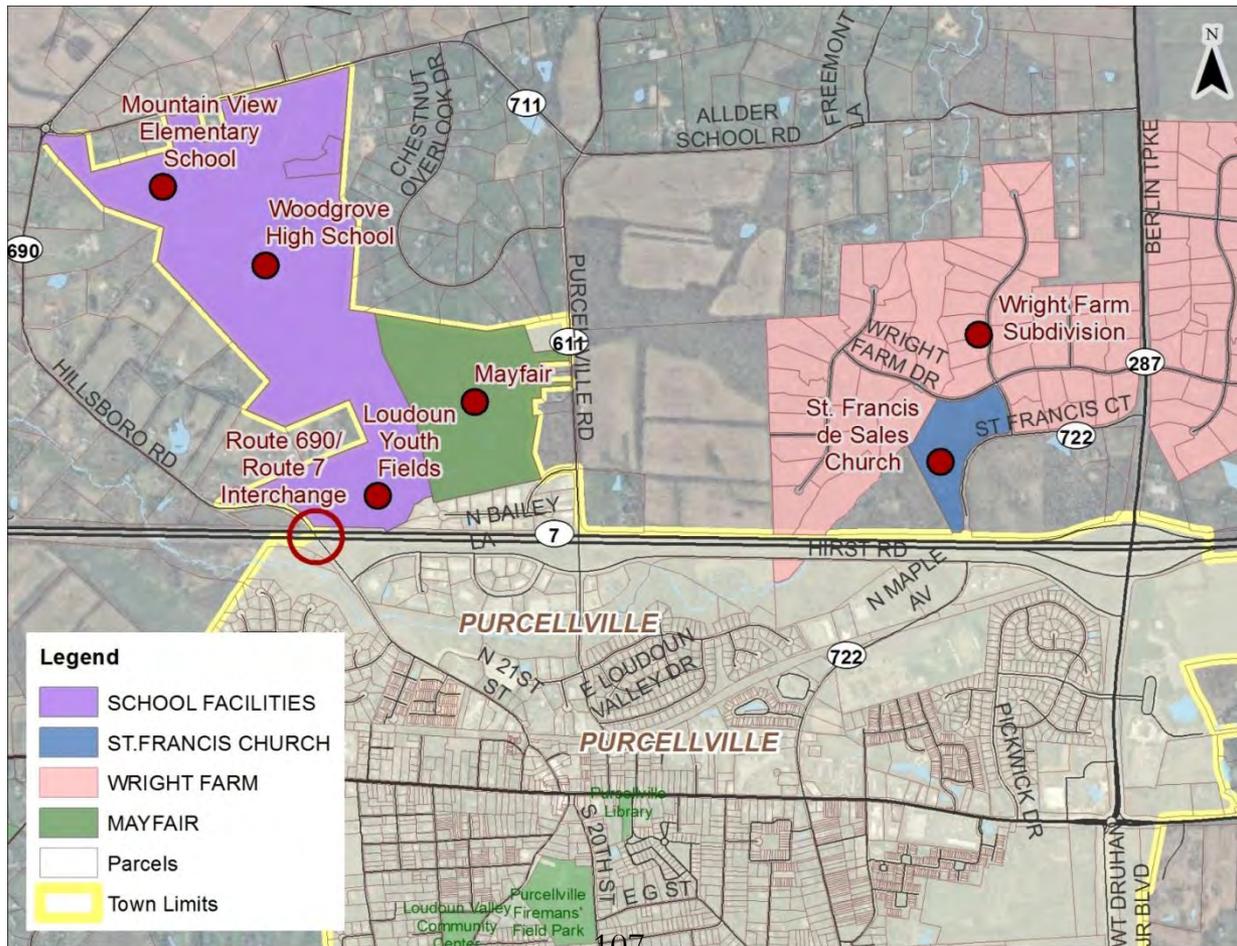
Existing 50' Reservation for Interparcel Connection to the Roncaglione Property:

- PURC 2004-0004 Recorded 08/08/2006

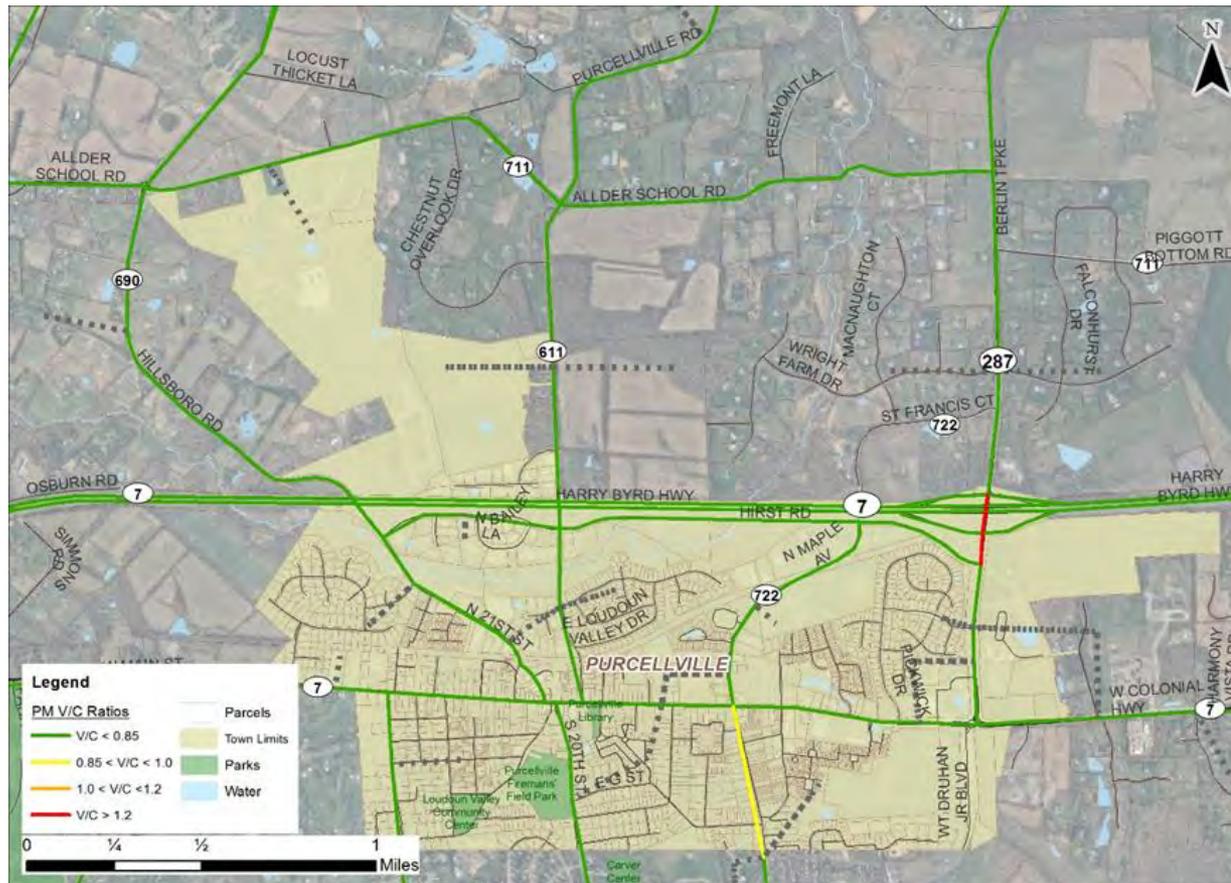


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Existing/Planned Development in the Corridor



Existing Roadway Network



Purcellville Northern Collector Road Study

Scenarios

- 1 – No Future Northern Collector Road (East of Route 611-Purcellville Road)
- 2 – Future Northern Collector Road per Countywide Transportation Plan (CTP) Alignment
- 3 – Future Northern Collector Road from Route 611 to Route 287-Berlin Turnpike
- 4 – Future Northern Collector Road from Route 611 to Warfield Court
- 5 – Future Northern Collector Road Alternative Alignment from Route 611 to Route 287
- 6 – Future Northern Collector Road Alternative Alignment from Route 611 to Route 287
- 7 – Improvements to Alder School Road and Purcellville Road

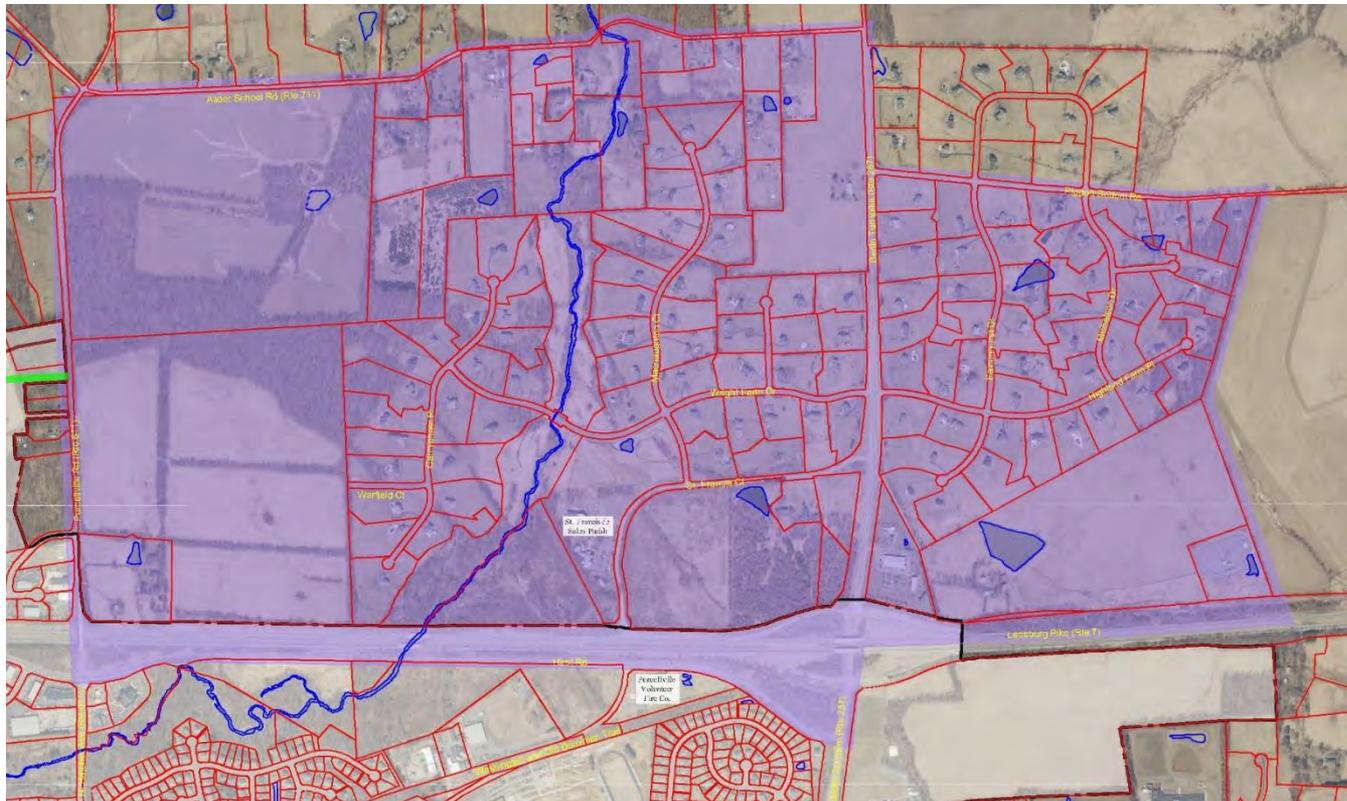
Each Scenario was analyzed twice: Once with the future Route 7 Bypass/Route 690 interchange, and once without the interchange.



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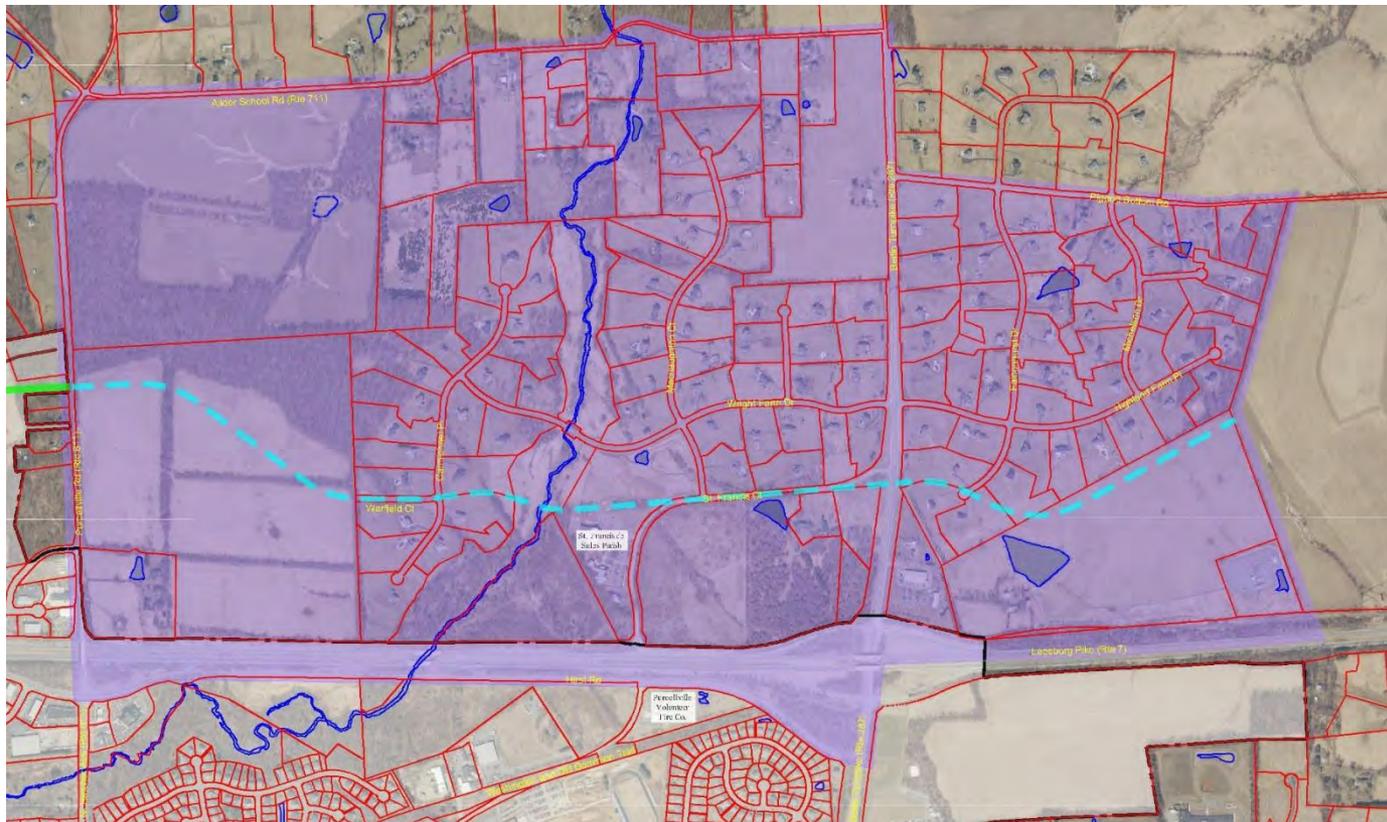
Purcellville Northern Collector Road Study

Scenario 1: No future Northern Collector Road (East of Route 611-Purcellville Road)



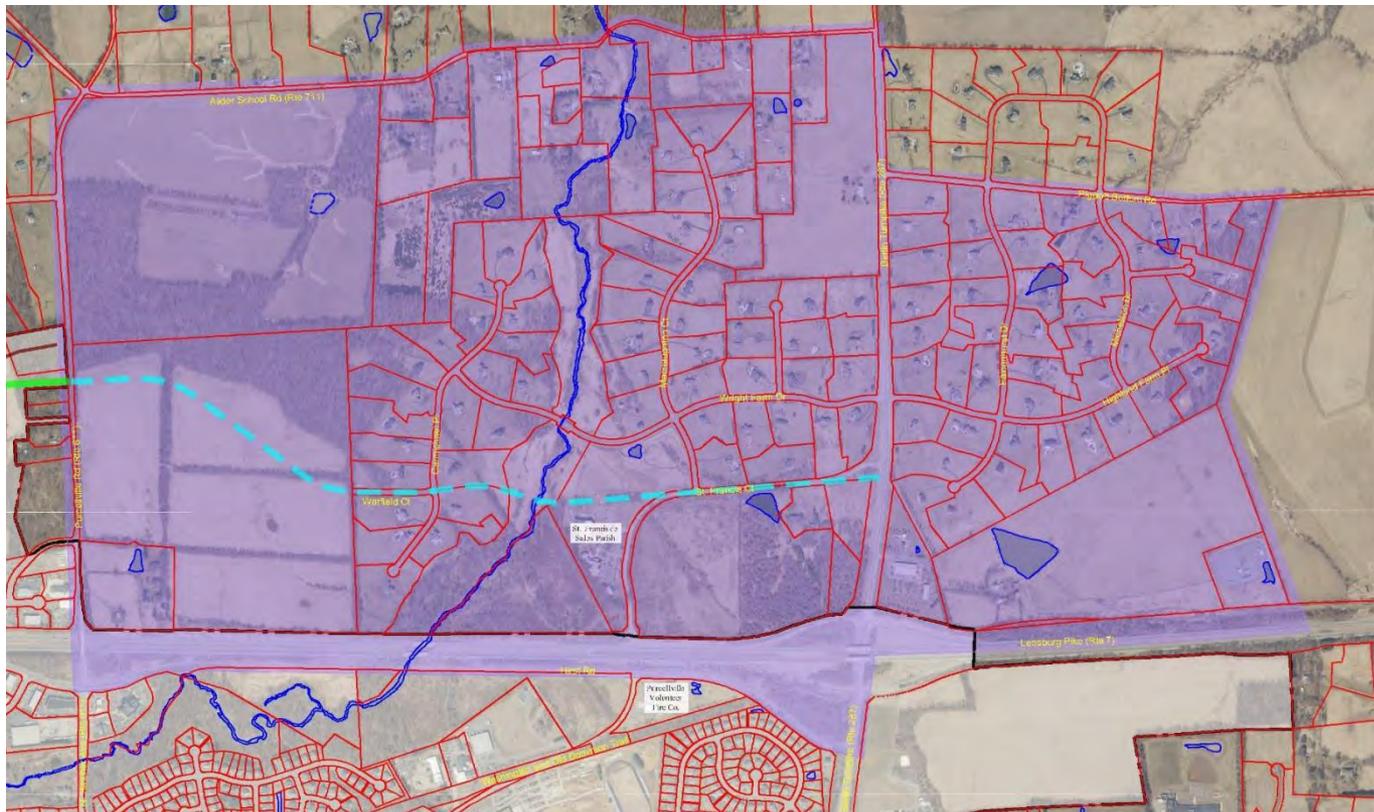
Purcellville Northern Collector Road Study

Scenario 2: Countywide Transportation Plan (CTP) Alignment



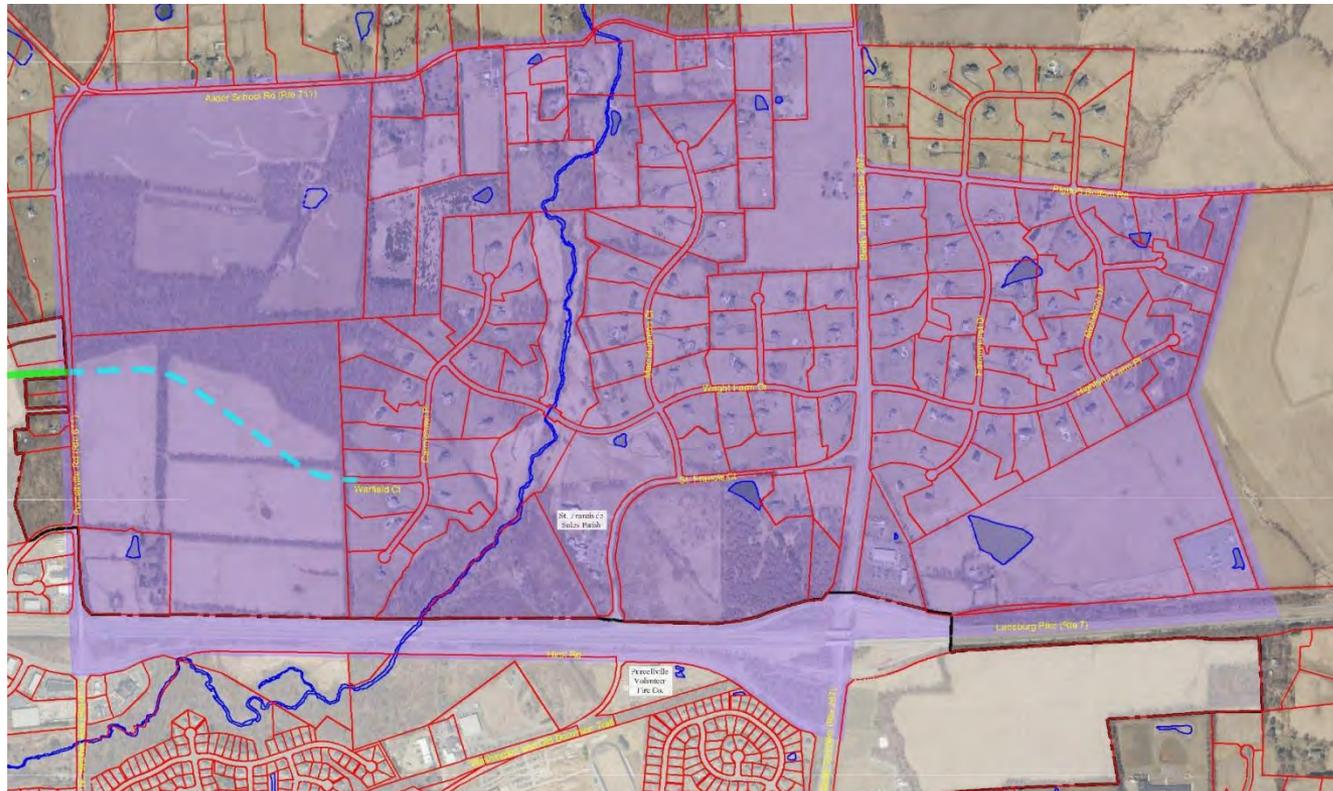
Purcellville Northern Collector Road Study

Scenario 3: Alignment from Purcellville Road to Route 287



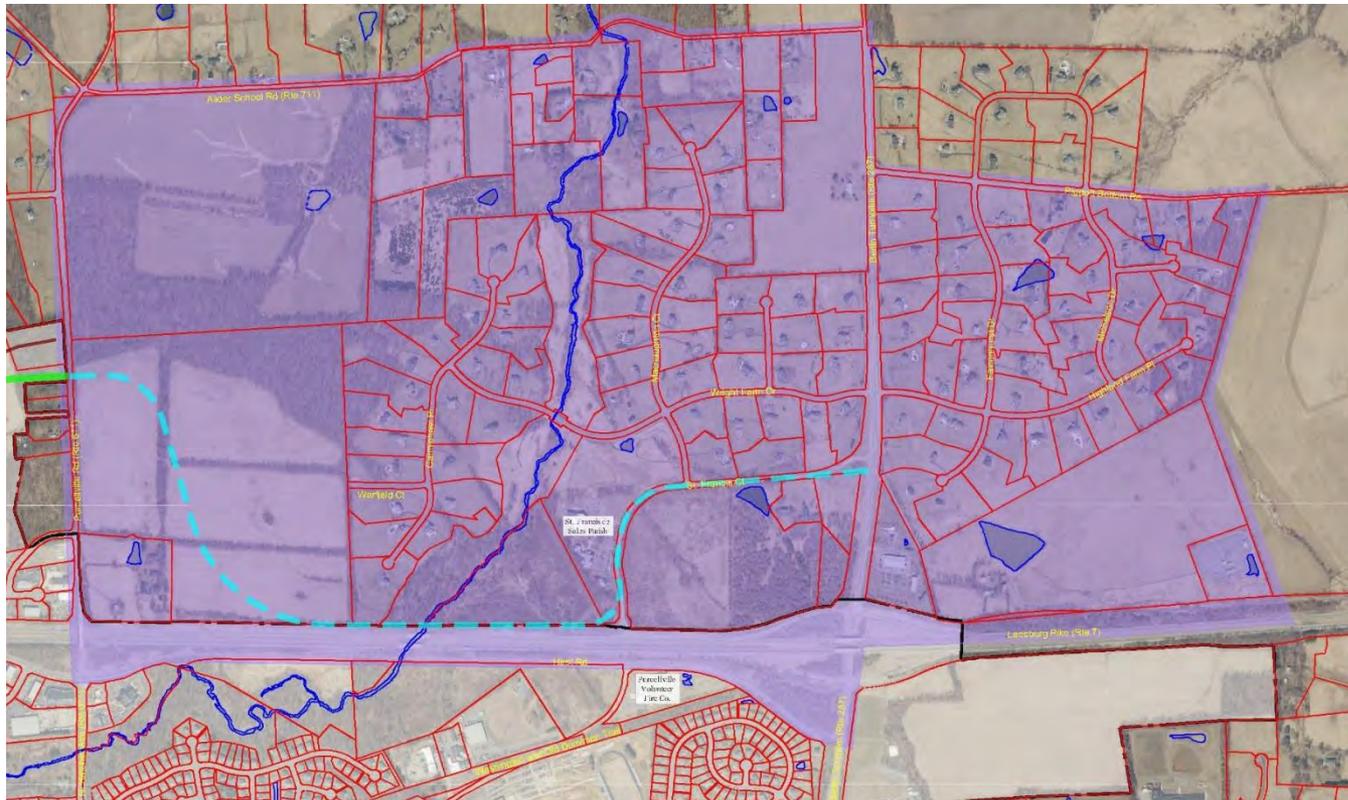
Purcellville Northern Collector Road Study

Scenario 4: Alignment from Purcellville Road to Warfield Ct.



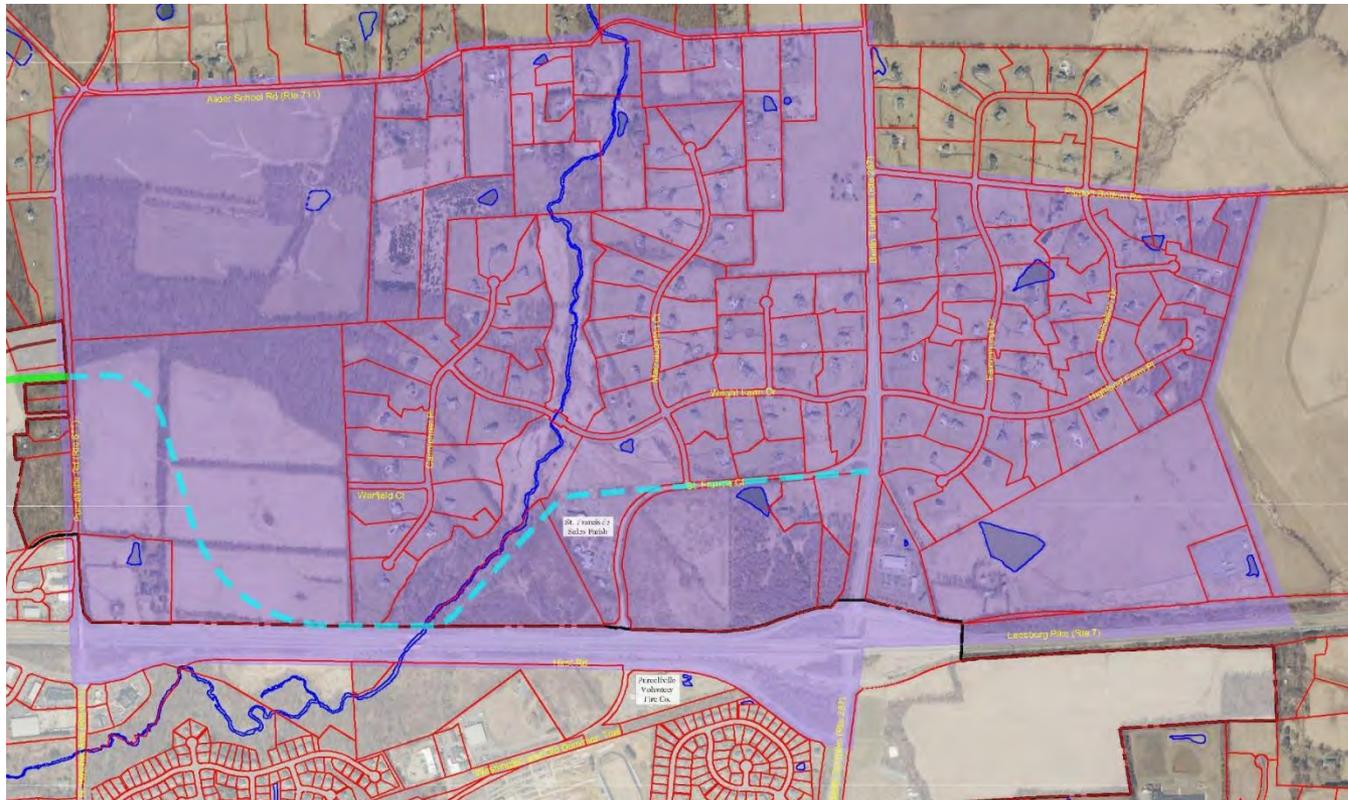
Purcellville Northern Collector Road Study

Scenario 5: Alignment from Purcellville Road to Route 287



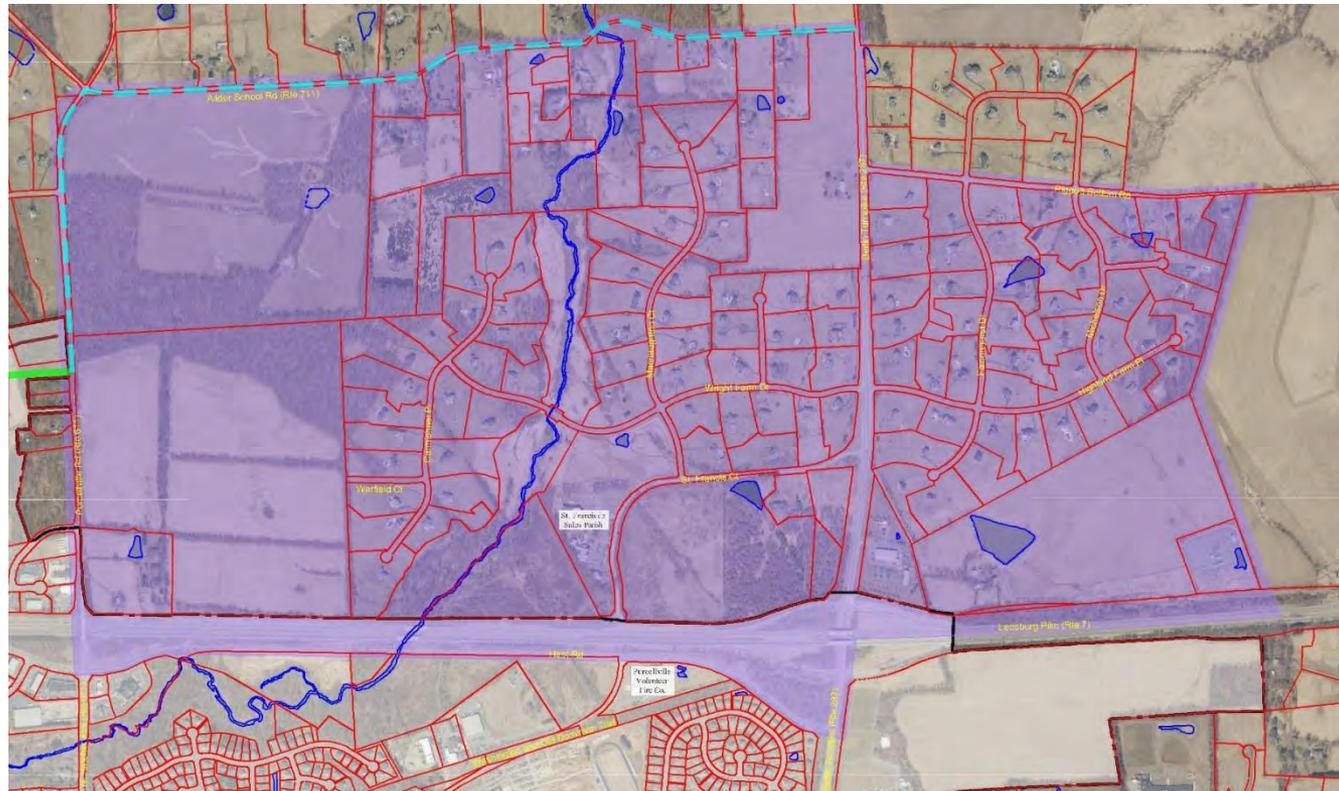
Purcellville Northern Collector Road Study

Scenario 6: Alignment from Purcellville Road to Route 287



Purcellville Northern Collector Road Study

Scenario 7: Improvements to Alder School Road/Purcellville Rd.



Phase 1 Report Findings and Discussion

- Segment A of the Northern Collector Road is funded and planned for construction.
- Analysis demonstrates need for Segment B (Route 611 to Route 287) of the Northern Collector Road to be constructed.
- The Northern Collector Road improves local traffic circulation, provides access to local properties and reduces travel demand along Hirst Road.
- Connecting the Northern Collector Road from Route 690 to Route 287 (Segments A and B) reduces traffic volumes along the parallel routes on Hirst Road and Main Street (Route 7 Business).
- Analysis does not support the need for a four-lane roadway as stipulated in the Countywide Transportation Plan. Forecasted traffic volumes can be supported by a two-lane facility.
- The Northern Collector Road should be constructed after the Route 7 Bypass/Route 690 interchange is operational.



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Recommended Scenarios for Phase 2 of the Study

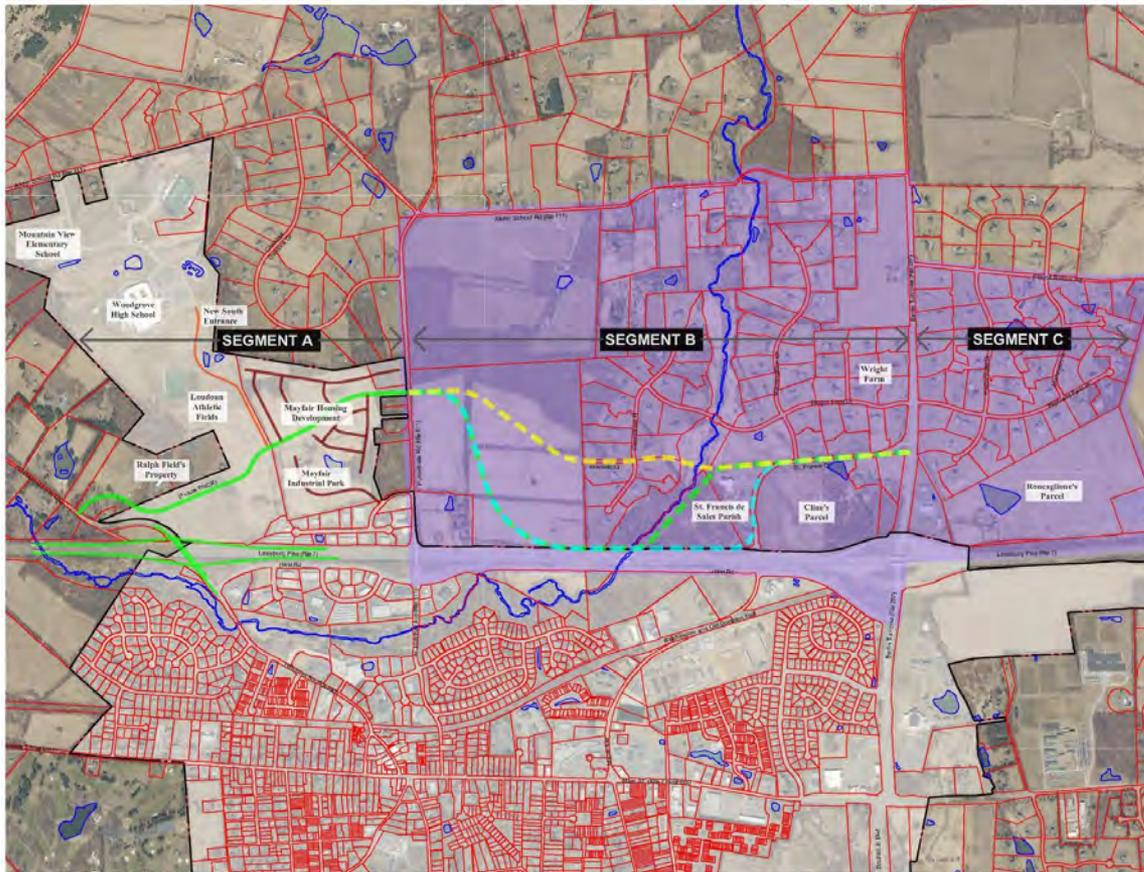
- **Scenario 3:** Future Northern Collector Road from Route 611 to Route 287
- **Scenario 5:** Future Northern Collector Road Alternative Alignment from Route 611 to Route 287
- **Scenario 6:** Future Northern Collector Road Alternative Alignment from Route 611 to Route 287

Phase 2 of the Study will complete further evaluation of these Scenarios which will include the development of alignment studies and conceptual plans.



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Recommended Scenarios for Phase 2 of the Study



Scenario 3: - - - - -

Scenario 5: - - - - -
119

Scenario 6: - - - - -



Purcellville Northern Collector Road Study

Next Steps:

- County Transportation Land Use Committee Meeting (TLUC) (5/13/16)
- Presentations of Phase 1 Report to Board of Supervisors; Town of Purcellville (4/12/16)
- If Directed by Board of Supervisors, Completion of Phase 2 of the Study
- If Directed by Board of Supervisors, Completion of County Comprehensive Plan Amendment (CPAM) process (6-12 months)



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**BOARD OF SUPERVISORS
TRANSPORTATION AND LAND USE COMMITTEE
ACTION ITEM**

SUBJECT: Purcellville Northern Collector Road Phase 1 Report

ELECTION DISTRICT: Blue Ridge and Catoctin

CRITICAL ACTION DATE: At the pleasure of the Board

STAFF CONTACTS: Kathleen Leidich, Transportation and Capital Infrastructure
Rory Toth, Transportation and Capital Infrastructure
Joe Kroboth, III, Transportation and Capital Infrastructure

PURPOSE: To present the Phase 1 Report for the Purcellville Northern Collector Road (PNCR) Study and to request endorsement of the report recommendations to further evaluate Scenarios 3, 5, and 6 in Phase 2 of the Study, which will include the development of alignment studies and conceptual plans for each scenario.

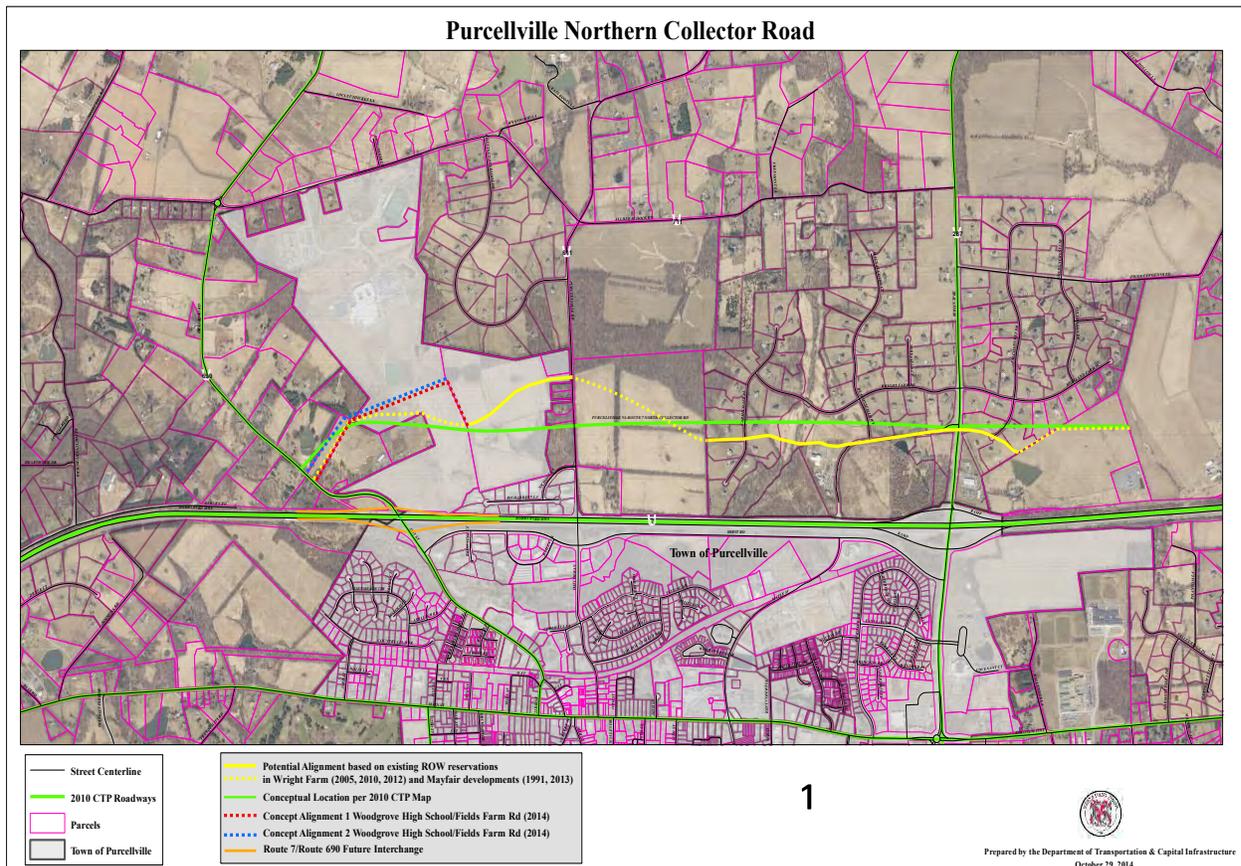
RECOMMENDATION: Staff recommends that the Transportation and Land Use Committee (TLUC) recommend that the Board of Supervisors (Board) endorse the PNCR Study Phase 1 Report recommendation to further evaluate Scenarios 3, 5, and 6 as part of the Phase 2 portion of the Study (Attachment 2) and to direct staff to return to a future TLUC meeting to present the Phase 2 Final Report that will include the alignment studies and conceptual plans for each scenario.

BACKGROUND: At the November 5, 2014 Business Meeting, the Board directed staff (9-0) to provide a cost estimate and identify funding sources to perform a study to determine if the planned PNCR is still necessary (Phase 1) and, if so, to perform an alignment study and consider removal or adjustment of the segment east of VA Route 287 (Phase 2). Leading up to the November 5, 2014 Business Meeting, Supervisors Clarke and Higgins hosted a community meeting on October 29, 2014 with the Wright Farm Home Owners Association (HOA) at the St. Francis de Sales Church. Staff from the Department of Transportation and Capital Infrastructure (DTCI) attended and provided support for this meeting. DTCI staff met with staff from the Town of Purcellville on January 6, 2015 and June 16, 2015 to further develop the scope and land use assumptions for the PNCR Study. At the March 4, 2015 Business Meeting, DTCI staff presented the proposed scope and cost of the Study and sought Board approval to proceed. The Board voted 9-0 to direct staff to use project management consulting capital project funding in the Capital Fund to complete the PNCR Study.

At the October 29, 2014 Wright Farm HOA meeting, DTCI staff confirmed that a follow-up session would be scheduled with the HOA to present the roadway network scenarios that would be evaluated in the Study and to obtain feedback on the proposed scenarios. A follow-up HOA meeting was held on May 5, 2015 in the auditorium of Loudoun Valley High School with 36 meeting attendees signed in. The handout from the follow-up meeting is provided in Attachment 1. Nine comments were submitted at the meeting and two emailed comments were received after the meeting. Seven comments advocated for not building the PNCR (Scenario 1); two comments advocated for the accelerated construction of the VA Route 7 Bypass/VA Route 690 interchange, and improving Alder School Road (Scenario 7). All comments, including the suggested scenario for widening Hirst Road, were addressed as part of the Phase 1 Study analysis.

Purcellville Northern Collector Road Study

There are two phases of the Study. The first phase (Phase 1) assesses the need for the PNCR based on analysis using the County’s Travel Demand Model and planned land use in the area to evaluate roadway network scenarios. If the Phase 1 analysis determines that a segment or segments of the PNCR is/are warranted, the second phase (Phase 2) will include an alignment study and conceptual design of the warranted segments. The conceptual location of the PNCR is shown in green in Figure 1. The existing right-of-way reservation is shown in yellow.



Phase 1 of the Study analyzed the following seven roadway network scenarios:

- Scenario 1: No Future PNCR (East of VA Route 611-Purcellville Road)
- Scenario 2: Future PNCR per 2010 Countywide Transportation Plan
- Scenario 3: Future PNCR from Purcellville Road to VA Route 287
- Scenario 4: Future PNCR from Purcellville Road to Warfield Court
- Scenario 5: Future PNCR Alternative Alignment from Purcellville Road to VA Route 287
- Scenario 6: Future PNCR Alternative Alignment from Purcellville Road to VA Route 287
- Scenario 7: Improvements to Allder School Road and Purcellville Road

Each scenario was analyzed twice: Once including the construction of the VA Route 7 Bypass/VA Route 690 interchange, and once excluding the construction of the interchange. Maps of each scenario were included in the handouts provided at the May 5, 2015 HOA follow-up meeting, and can be found in Attachment 1.

The conceptual location of the PNCR (shown in green in Figure 1) has not changed in the 2010 Countywide Transportation Plan (CTP) since it was originally adopted in 1995. The study area evaluated in Phase 1 is shown in Figure 2. The alignment of Segment A of the PNCR has already been established and consists of a portion of the Woodgrove High School Secondary Access Road and a portion of road to be constructed as part of the Mayfair residential development (Mayfair Crown Drive). As designated by the 2010 CTP, the PNCR is currently planned to be a four-lane, undivided minor collector, within a 70 foot right-of-way (U4) (Appendix 1, pp. A1-114 to A1-11). The yellow dashed line in Figure 2 shows the existing right-of-way reservation to accommodate the PNCR (Segments B and C). Segment A is not included in the study area because it has already been funded and is planned for construction.

Figure 2. PNCR Study Area Showing Existing Right-of-Way Reservation (Yellow)

Much of the land surrounding the PNCR corridor has been developed for low-density residential uses. Residents who have purchased parcels and homes in the vicinity of the reserved right-of-way have expressed concern over the proposed road location. Area residents have also expressed concerns as to whether the proposed roadway is still needed given the existing and planned land use surrounding the corridor.

The following development activities have taken place or are currently planned to occur in the PNCR corridor:

- Construction of the Wright Farm Subdivision (120 single-family homes-Construction started in 2003)
- Approval of Mayfair Development-257 unit residential subdivision and industrial park (Construction started in the Summer of 2015) (Town Project # TP14-06A & TP14-08)
- Development of the St. Francis de Sales Church Property (new parish center opened in the Fall of 2014) (County SPEX-2005-0050)
- Planning for the Fields Farm sports complex (County SPEX-2004-0009)
- Construction of Woodgrove High School (opened for the 2010-2011 school year) (County SPEX-2006-0022 & CMPT-2008-0017)
- Engineering/Design Process in final stages for second access road for Woodgrove High School (County SPEX-2006-0022 & CMPT-2008-0017)
- Intersection Justification Report and 30% design has been completed for future VA Route 7 Bypass/VA Route 690 interchange (construction funding programmed in County Capital Improvements Program for FY 2020)¹

PNCR Study Phase 1 Report Discussion

The PNCR Phase 1 Report (Attachment 2) provides the analysis of the seven roadway scenarios and recommendations for the scenarios to be evaluated in Phase 2 of the Study. The scenarios were developed with input from the members of the public who attended the October 29, 2014 Wright Farm HOA Meeting and the May 5, 2015 HOA follow-up meeting. Each scenario was evaluated twice: with the future VA Route 7 Bypass/VA Route 690 interchange and without this interchange.

Scenario 1. Scenario 1 is the No Build scenario. With no PNCR east of VA Route 611 (Purcellville Road) and no interchange, there would be congestion at the VA Route 7 Bypass/VA Route 287 interchange which would then spill back onto Hirst Road. Main Street (VA Route 7 Business) would be at or near capacity within the Purcellville Town limits. With the interchange in place, VA Route 690 (Hillsboro Road) becomes a more attractive route. Traffic would be reduced along Main Street, as trips are distributed between VA Route 690 and VA Route 287. Also, Hirst Road at VA Route 287 would experience less traffic as VA Route 690 provides access to the VA Route 7 Bypass via the new interchange.

¹ Loudoun County Adopted Budget FY 2016. Volume 2: FY 2016-FY 2015-2020 Amended Capital Improvements Program, pg. 11-58

Scenarios 2 and 3. Scenarios 2 and 3 are variations of the proposed 2010 CTP alignment. Scenario 2 is the proposed 2010 CTP alignment. Scenario 3 is the proposed 2010 CTP alignment without Segment C, east of VA Route 287. With the PNCR in place between VA Route 611 and VA Route 287 and no interchange, there is additional pressure on VA Route 287 as the only access point to the VA Route 7 Bypass. Main Street and Hirst Road experience lower traffic volumes with the PNCR in place. There is increased traffic volume on VA Route 690 and, without the interchange in place, the PNCR may be used by regional traffic wishing to travel further west. The removal of Segment C does not impact the roadway network.

With the interchange in place, both VA Route 287 and VA Route 690 experience increased traffic as the PNCR offers direct east-west connectivity between the two routes. Also, the added east-west connectivity reduces traffic on Hirst Road and Main Street. The VA Route 287 interchange may still experience heavy traffic volumes despite the construction of the interchange.

Scenario 4. Scenario 4 would connect the PNCR from VA Route 611 to Warfield Court. Warfield Court is included in the existing right-of-way reservation for the PNCR. However, this configuration would likely lead to traffic using Carmichael Place and Wright Farm Drive as a de facto collector road. These roads are local, non-CTP roads that serve individual properties and are not designed to serve as collector roads.

Without the interchange in place, there would be pressure on VA Route 287 as the only access point to VA Route 7 Bypass. Main Street and Hirst Road would also be at or reaching capacity carrying traffic east to VA Route 287. With the interchange, both VA Route 287 and VA Route 690 experience heavy traffic volumes, as they provide access from VA Route 7 Bypass north to Route 9.

Scenarios 5 and 6. Scenarios 5 and 6 both use connections from VA Route 611 to VA Route 287 via St. Francis Court. St. Francis Court is an existing two-lane facility with pavement markings. Without the interchange in place, there would be pressure on VA Route 287 as the only access point to VA Route 7 Bypass and Main St. and Hirst Road would be at or reaching capacity, carrying traffic east to VA Route 287. With the interchange, VA Route 690 would experience increased traffic with access to VA Route 7 Bypass. The added east-west connectivity of the PNCR would reduce traffic on Hirst Road and Main Street. Even with the interchange in place, the VA Route 287 interchange may still experience heavy traffic volumes.

Scenario 7. Scenario 7 would include improvements to Allder School Road (1.3 miles from VA Route 611 to VA Route 287) and VA Route 611 (from future PNCR connection-Mayfair Crown Drive to Allder School Road). Of the main roadways in the study area, Allder School Road is the only road that is not paved. It also has a narrow travel width that ranges between 15 and 18 feet, with existing houses and utility poles located in close proximity to the roadway. Therefore, there would be significant construction impacts and costs associated with bringing this section of Allder School Road up to VDOT standards. The potential costs for the improvements would likely outweigh the benefit.

With the improvements to Allder School Road and VA Route 611, but without the interchange in place, there would be increased traffic volumes on VA Route 287 between VA Route 7 Bypass and Allder School Road. With the interchange in place, VA Route 690 redistributes traffic from the VA Route 287 interchange. Even with the interchange in place, the VA Route 287 interchange may still exceed capacity.

Overall, the roadway scenarios analyzed with the VA Route 7 Bypass/VA Route 690 interchange in place reduced the traffic volumes on portions of VA Route 287, Hirst Road, and Main Street. The analysis showed that the PNCR would reduce trips from Hirst Road and Main Street. Without the PNCR in place, the Travel Demand Model forces the traffic volume to the south to travel east-west. The scenario analysis showed that the proposed VA Route 7 Bypass/VA Route 690 interchange will be a key component of the roadway network because it improves traffic circulation around the Town of Purcellville, removes regional traffic from local/neighborhood streets, and reduces the pressure on the VA Route 7 Bypass/VA Route 287 interchange.

ISSUES: Segment A of the PNCR is funded and planned for construction. The roadway scenario analysis performed in Phase 1 of the Study demonstrates there is a need for Segment B of the PNCR to be constructed. The PNCR improves local traffic circulation, provides access to local properties, and reduces travel demand along Hirst Road. Connecting the PNCR from VA Route 690 to Route 287 reduces traffic volumes along the parallel routes on Hirst Road and Main Street (VA Route 7 Business). However, the Phase 1 analysis does not support the need for a four lane roadway as stipulated in the 2010 CTP. As forecasted, the average daily link traffic volumes can be supported by a two-lane facility. As recommended in the Phase 1 report, PNCR construction should take place after the VA Route 7 Bypass/VA Route 690 interchange is operational to prevent the PNCR from becoming a de facto regional collector road. Segment C of the PNCR does not carry any travel demand other than local parcel trips. The removal of Segment C does not impact the roadway network (Scenario 3).

The Phase 1 report also recommends future consideration of additional improvements to intersections within the study area and to the VA Route 7 Bypass/VA Route 287 interchange. The analysis showed links reaching or exceeding their capacity, even with the construction of the PNCR and the VA Route 7 Bypass/VA Route 690 interchange taking place by 2040. The greatest traffic congestion in the study area is experienced at the interchange of VA Route 7 Bypass and Route 287. Currently, this is Purcellville's only point of access to the VA Route 7 Bypass, which is a desirable route for most commuters. As the interchange is signal-controlled at both ramp termini, queuing occurs along VA Route 287 during the peak commuting periods. Additional congestion is also experienced at two major intersections within the Town limits: Main Street at Maple Avenue, and Hirst Road at VA Route 287.

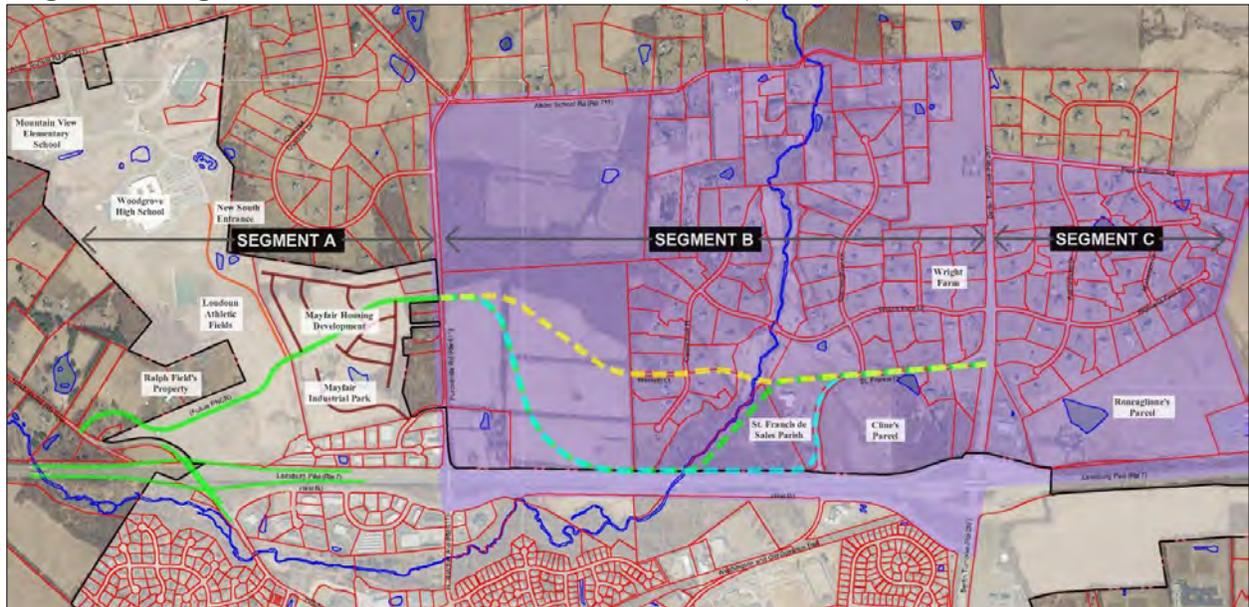
Finally, the Phase 1 report recommends that Phase 2 of the Study complete further evaluation of roadway Scenarios 3, 5, and 6, which will include the development of alignment studies and conceptual plans for each scenario. Of the seven scenarios analyzed, these scenarios appeared to be the most viable options. The other two scenarios appear to have limited viability due to potential cost considerations (Scenario 7) and the use of non-CTP roadways to serve as the collector road (Scenario 4). Figure 3 provides a map showing the three alignment scenarios.

Staff will continue to work with the Blue Ridge and Catoclin district supervisors to develop the community outreach plan for presenting the findings from Phase 1 and Phase 2 of the PNCR study to the Wright Farm HOA and other interested community members. Also, staff will continue to provide information on the study findings and to coordinate with staff from the Town of Purcellville. Ultimately, the Board will need to select a PNCR scenario to be incorporated into the CTP via a future Comprehensive Plan Amendment (CPAM) process, which will include opportunities for public involvement. Given the public interest regarding the PNCR study and its future alignment, continued community outreach will be an important component of moving forward.

Next Steps:

- Phase 1 Report Presentation to Board of Supervisors/Town of Purcellville
- Completion of Phase 2 of the Study (if directed by the Board)
- Completion of CPAM process (if directed by the Board)

Figure 3. Roadway Scenarios Proposed to be Evaluated in Phase 2 of the Study (PNCR Alignment: Segment B-VA Route 611 to VA Route 287)



Scenario 3: -----

Scenario 5: -----

Scenario 6: -----

FISCAL IMPACT: At the Board Business Meeting on March 4, 2015, the Board approved (9-0) funding for the completion of PNCR Study. There is no additional fiscal impact beyond the Board approved funding. The cost for Phase 1 of the Study is \$123,544.44. The proposed cost for Phase 2 of the Study is \$43,338.50. The total for both Phases is \$166,882.94.

ALTERNATIVES:

1. The Board could choose to not have staff complete Phase 2 of the Study.
2. The Board could remove certain scenarios proposed for evaluation.
3. The Board could add additional scenarios for additional analysis.

DRAFT MOTIONS:

1. I move that the Transportation and Land Use Committee recommend that the Board of Supervisors endorse the Purcellville Northern Collector Road Study Phase 1 Report recommendation to further evaluate Scenarios 3, 5, and 6 in Phase 2 of the Study.

AND

I further move that staff return to a future Transportation and Land Use Committee meeting to present the Phase 2 Final Report that will include the alignment studies and conceptual plans for each scenario.

OR

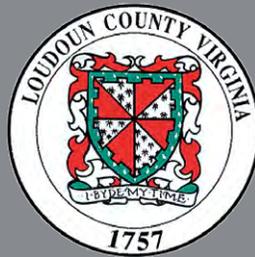
2. I move an alternate motion.

ATTACHMENTS:

1. Purcellville Northern Collector Road Study Handout- May 5, 2015 Follow-up HOA Meeting
2. Phase 1 Report: Study of Purcellville Northern Collector Road October 2015

Study of Purcellville Northern Collector Road

Prepared for:



Prepared by:

Kimley»Horn

Attachment 2
129

October 2015

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DRAFT

EXECUTIVE SUMMARY

Since 1995, the Route 7 North Collector Road has been on Loudoun's Countywide Transportation Plan (CTP). This local, four-lane collector road, referred to as the Purcellville Northern Collector Road (PNCR), is planned to go from Route 690 to the east past Route 287. The purpose of this study consists of two phases: (1) understand the demand for the Purcellville Northern Collector Road, and if needed, (2) determine the preferred alignment and costs. This report contains Phase 1 of the study, which evaluates the need of the PNCR from Route 611 to just east of Route 287.

Significant redevelopment has occurred in Loudoun County since the PNCR was added to the CTP 20 years ago. The Wright Farm Neighborhood, consisting of approximately 120 single-family homes, was built on the west and east side of Route 287, where the eastern half of the PNCR is proposed. During the planning of this neighborhood, the County worked with the applicant to dedicate a 70-foot right-of-way for a future PNCR. In 2010, Loudoun County opened a new school, Woodgrove High School, located off of Alder School Road. The local Catholic parish, St. Francis de Sales, opened a new community center in fall 2014, and the Mayfair Housing and Industrial Development began construction this year.

Besides the Mayfair Development, there are a few planned projects on the north side of Purcellville. Loudoun County is actively developing Preliminary Engineering plans for a Route 7 Bypass/Route 690 Interchange. This Capital Improvement Program project for Loudoun County is planned to receive construction funding by fiscal year 2020. Loudoun County Schools and Parks Departments are planning to build new athletic facilities, a southern entrance to the high school, and the western section of PNCR from Route 690 to the Mayfair property line. The Mayfair Development's main road will connect the western end of the PNCR to Route 611 (Purcellville Road).

Loudoun County staff coordinated with the Town of Purcellville to gain an understanding on the existing conditions, zoning, and planned land use. The most congested area within the Town is at the interchange of Route 7 Bypass and Route 287. Existing model run results supported this observation.

Seven alignment alternatives scenarios for the PNCR were developed to analyze the future year conditions, which include planned developments and transportation improvements. The Loudoun County Travel Demand Model was refined and updated to reflect the planned land use and road network for each scenario. Once the future model runs were completed, network link volumes and volume-to-capacity ratios were used to compare the results.

The scenario analysis showed there is a need for the PNCR. The PNCR improves local traffic circulation, provides access to local properties, reduces travel demand along Hirst Road, and adds value to Route 611 as a convenient crossing over Route 7 Bypass. The roadway's facility does not need to be four lanes initially, as forecasted average daily link volumes can be supported by a two-lane facility. In regards to the schedule of Segment B of the PNCR, it should be built after the Route 7 Bypass/Route 690 Interchange is operational. This interchange is critical for improving local traffic circulation around the Town and reducing regional traffic from local/neighborhood streets. The PNCR should be built prior to 2040, or as more development occurs on the north side of the Town.

The study recommends further evaluation of scenarios 3, 5 and 6 in phase 2 when the potential alignments of PNCR and costs will be assessed. Additional improvements to intersections within the study area and to the Route 7 Bypass/Route 287 interchange should be considered as the analysis shows links reaching or exceeding their capacity, even with the PNCR and the Route 7 Bypass/Route 690 interchange built by 2040.

INTRODUCTION

The Purcellville Northern Collector Road (PNCR), which is also referred to as the Route 7 North Collector Road, first appeared on Loudoun's Countywide Transportation Plan (CTP) in 1995. The conceptual location, as shown in pink in **Figure 1** below, is on the north side of the Route 7 Bypass from Hillsboro Road (Route 690) to just east of Berlin Turnpike (Route 287). It should be noted that the section east of Berlin Turnpike was added in 2010 to be consistent with the Town of Purcellville's Transportation Plan and the Purcellville Urban Growth Area Management Plan (PUGAMP). The PUGAMP was jointly adopted by the Town of Purcellville and Loudoun County in 1995 and subsequently repealed in 2012.

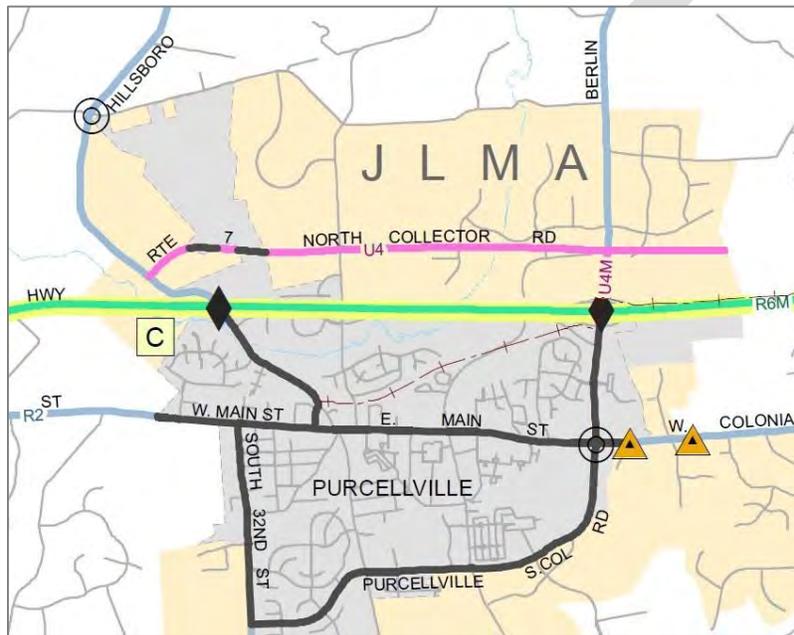


Figure 1: The Purcellville Northern Collector Road as shown in Loudoun County's Revised 2030 CTP Map adopted June 15, 2010, amended through July 1, 2015

The PNCR is ultimately planned to be a four-lane, undivided, urban facility with a 70-foot right-of-way. The design speed for this minor collector is intended to be 40 mph. Since this road was adopted in the CTP, the following development activities have taken place or are currently planned to occur (applicable application numbers are shown in parentheses):

- Construction of the Wright Farm Subdivision. The first homes were built in 2003.
- (Town Project# TP14-06A & TP14-08) Approval of the Mayfair Development. Includes a residential subdivision of 257 units and an industrial park. Construction broke ground the summer of 2015.
- (SPEX-2005-0050) Development of the St. Francis de Sales Church Property. Planning and design began as early as 2001 for the new parish center which recently opened in the fall of 2014.
- (SPEX-2004-0009) Planning for the Fields Farm sports complex. The approved design is under revision by Loudoun County's Department of Parks, Recreation, and Community Services for future use by the schools and athletic leagues. This project was approved in 2004 and partially funded.
- (SPEX-2006-0022 & CMPT-2008-0017) Construction of Woodgrove High School. This project was approved in 2008 and opened in the 2010-2011 school year.

- (SPEX-2006-0022 & CMPT-2008-0017) The engineering and design process is in the final stages for a second access road for the Woodgrove High School. This project was approved and funded as of 2013.
- The Interchange Justification report has been completed and the preliminary engineering of future Route 7 Bypass/Route 690 interchange is underway by the County's Department of Transportation and Capital Infrastructure.

The locations of these development activities are shown in **Figure 2**.

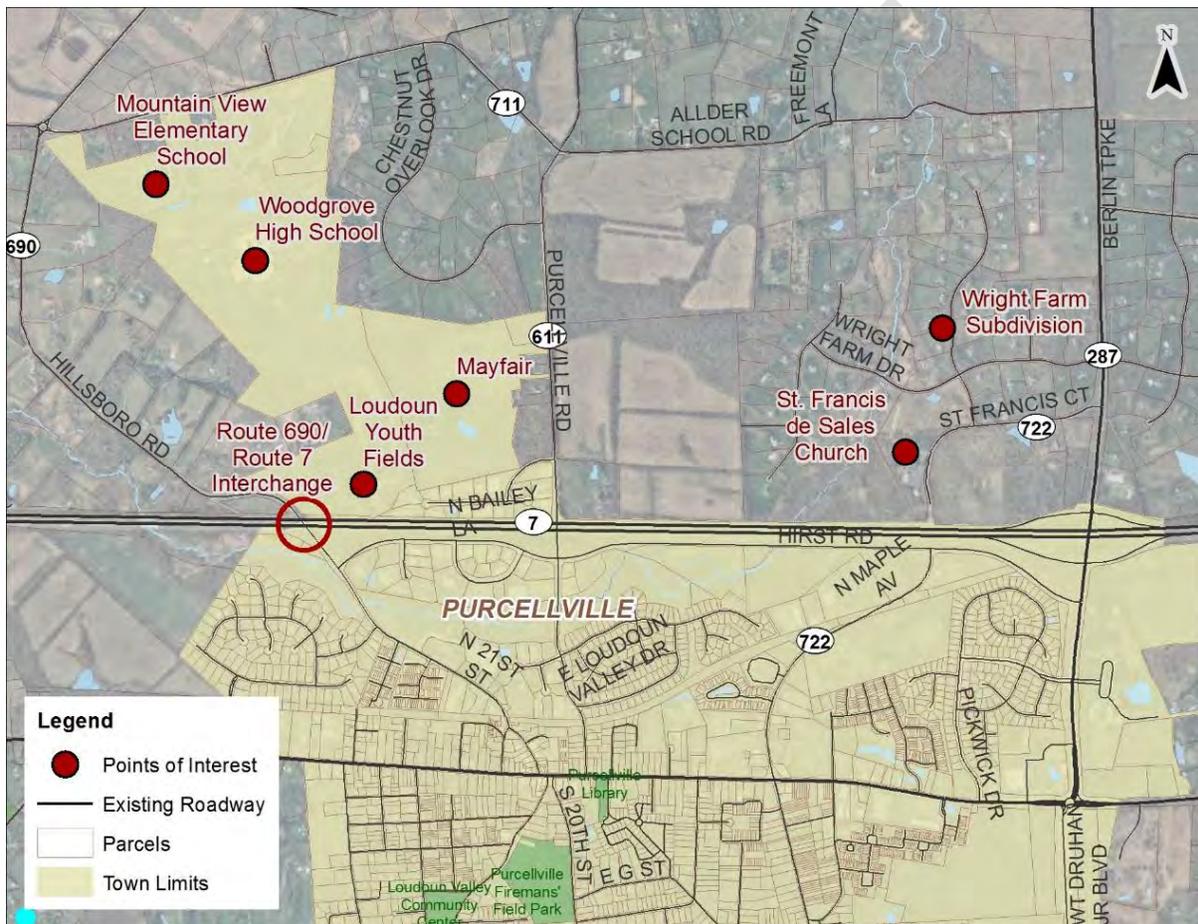
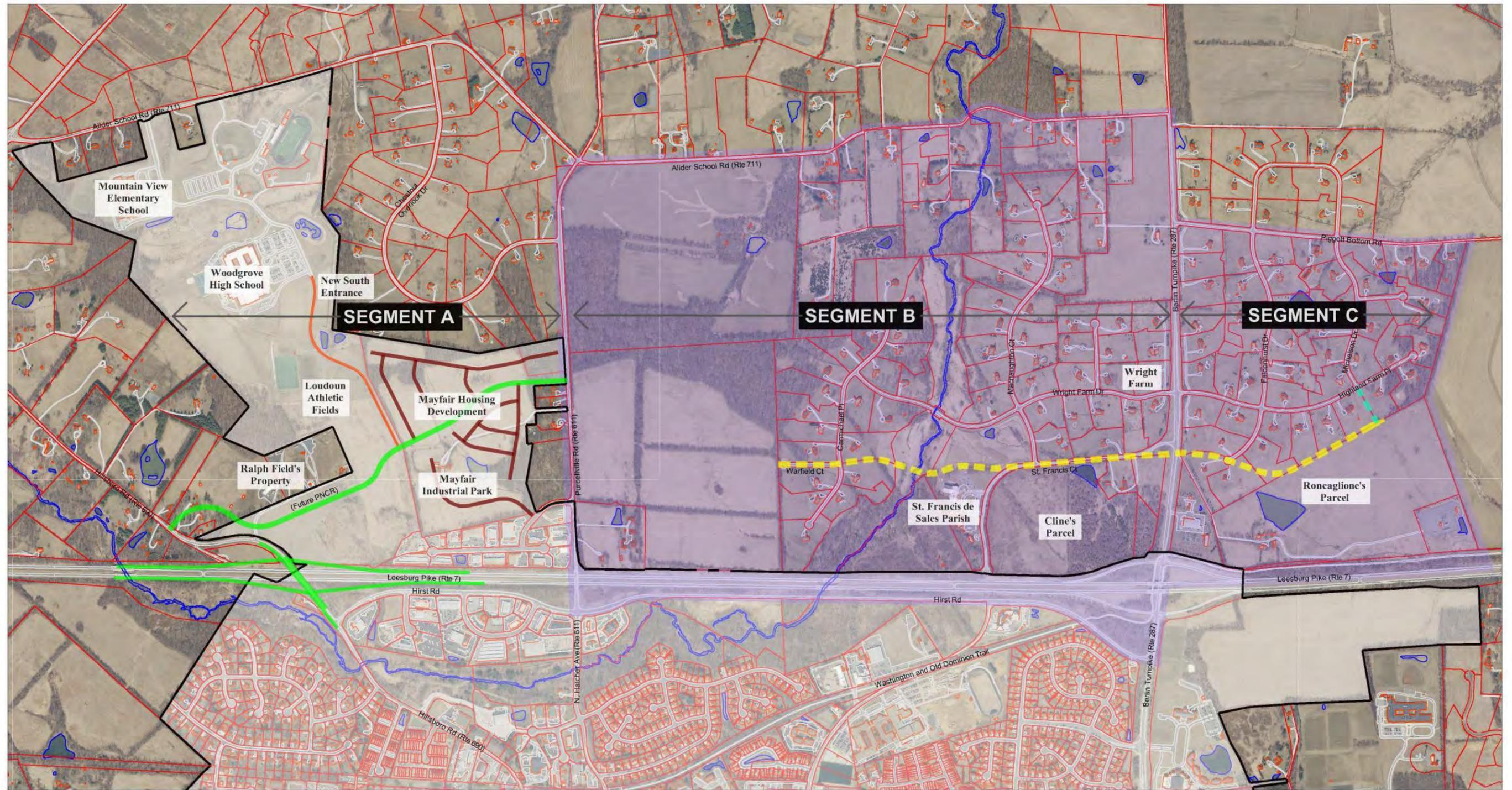


Figure 2: Developments of Interest

The western section of the planned PNCR, between Hillsboro Road (Route 690) and Purcellville Road (Route 611) will be built as part of ongoing development as described below. This portion of the PNCR is referred to as Segment A. The County has been working to establish a second access to the property. This funded and approved road segment will include building a section of the PNCR (Segment A) from Hillsboro Road (Route 690) to the eastern property limits adjacent to the Mayfair Development. Woodgrove High School also will gain access to this portion of the PNCR from a new entrance on the south end of the property. The Mayfair residential development will complete Segment A of the PNCR east to Purcellville Road (Route 611). The Mayfair development utilized this part of the PNCR, named Mayfair Crown Drive on their plans, as its primary road running west from the main entrance on Route 611. This western section of the planned PNCR and access to future development plans is shown in **Figure 3**.



LEGEND:

- FUTURE ROUTE 7/690 INTERCHANGE AND SEGMENT OF PNCR TO BE BUILT
- PLANNED SOUTHERN ENTRANCE ROAD TO WOODGROVE HIGH SCHOOL
- PLANNED ROAD NETWORK FOR MAYFAIR DEVELOPMENT
- RIGHT-OF-WAY RESERVATION (70' WIDTH) FOR A FUTURE PNCR
- RIGHT-OF-WAY RESERVATION (50' WIDTH) FOR INTERPARCEL CONNECTION
- PNCR STUDY AREA
- TOWN OF PURCELLVILLE

PURCELLVILLE NORTHERN COLLECTOR ROAD STUDY Figure #3



LOUDOUN COUNTY, VA



Kimley»Horn

STUDY PURPOSE

On November 5, 2014, the Board of Supervisors directed Loudoun County Department of Transportation and Capital Infrastructure to evaluate if the entire length or a portion of the PNCR is still needed. If deemed necessary, staff would then perform an alignment study and provide a cost estimate for the scope of work required. This prompted staff to acquire Kimley-Horn services to perform a study on the PNCR.

STUDY AREA

With the background provided, it is clear that the alignment of the western section of the planned PNCR, between Hillsboro Road (Route 690) and Purcellville Road (Route 611) (Segment A), is established. This study evaluated the need for Segment B of the PNCR east of Route 611 to the eastern limits of the Wright Farm Subdivision. The study area is also bounded by Hirst Road to the south and Allder School Road to the north. The study area, depicted in purple, and the PNCR Segments A, B, and C are shown in **Figure 3**.

COORDINATION

The County met with the Town of Purcellville at the beginning of the project to gain a better understanding of the projected land use in the study area. At the meeting, the County confirmed the planned developments that have submitted applications to the Town, and also learned about other proposed developments whose formal plans have not been submitted. For the purpose of this study, it was agreed to by both the Town and the County that only the developments with submitted plans would be incorporated into the model.

Additionally, the County Staff conducted a public meeting May 5, 2015, to introduce the PNCR study and gather input on the necessity and alignment of the planned roadway. The input from this public meeting helped structure the future analysis scenarios.

METHODOLOGY

Seven possible alignment scenarios were identified for evaluation in consultation with County staff and through public meetings with Purcellville community members. These scenarios explore various alternatives for the PNCR, including the roadway as it is planned today, variations of the planned alignment, building only a portion of the roadway, and not constructing any of the roadway.

In addition to the PNCR, the only additional roadway improvement planned for the network north of the Town limits is an interchange at the current overpass of Route 690 and Route 7 Bypass. 30% design has been completed for this interchange, and no construction date has been set. For this reason, each of the scenarios were run twice—once with the interchange incorporated, and once without. This resulted in 14 total scenarios.

These 14 scenarios, described in greater detail later in this report, were evaluated using the Loudoun County Travel Demand Model (TDM) to determine which transportation solutions would best serve the County's needs.

EXISTING CONDITIONS

EXISTING ROADWAY INFRASTRUCTURE

Within the PNCR study area there are several main roadways and intersections used daily by the local and commuter traffic. **Table 1** provides a summary of information for the main roadways within the PNCR study area.

Table 1: Main Roadways within PNCR Study Area

Name	Route #	Classification	# of Travel Lanes	Pavement Type	Typical Pavement Width	ROW Width
Berlin Turnpike	287	Major Collector	2	Paved	36'	Varies 45'-190'
Purcellville Road	611	Major Collector	2	Paved	20'	Varies 30'-60'
Hirst Road	F962	Minor Collector	2	Paved	22'	Varies 15'-55' ¹
Allder School Road	711	Local Street	2 ²	Gravel	16'	Varies 15'-35'
St. Francis Court	N/A	Local Street	2	Paved	20'	Varies 30'-70'
Wright Farm Drive	N/A	Local Street	2	Paved	24'	50'

¹ Hirst Road is within the public right-of-way for Route 7 (Harry Byrd Highway). The right-of-way width was measured from Hirst Road centerline to south edge of existing right-of-way.

² Allder School Road is considered a two-lane road; however, there are constrained locations along this road where vehicles may need yield to larger, oncoming vehicles in order to safely pass one another. See more information in this section on Allder School Road conditions.

Of the main roadways listed above, Allder School Road is the only road not paved. The current conditions of the road, shown in **Figure 4**, provide a narrow travel width that ranges between 15 and 18 feet. Existing power and telecommunication poles are located right along the Allder School road, which does not have adequate graded shoulders or ditches. Some of the existing homes along this road are located as close as 20 feet from the edge of the gravel. This road would have significant impacts and costs if it is desired to be reconstruction to current VDOT standards. For comparison purposes, Allder School Road from Woodgrove Road (Route 719) to Hillsboro Road (Route 690) will be reconstructed and paved as one of the County's Capital Improvement Program (CIP) Projects. The total project cost is approximately \$8.4 million for 1.5 miles of Allder School Road, which is projected to be advertised for construction in 2016. Allder School Road from Purcellville Road (Route 611) to Berlin Turnpike (Route 287) is 1.3 miles.



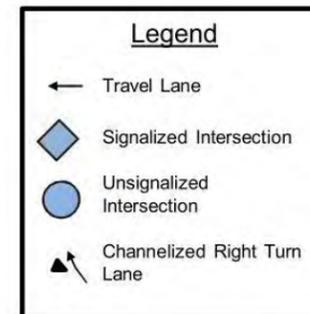
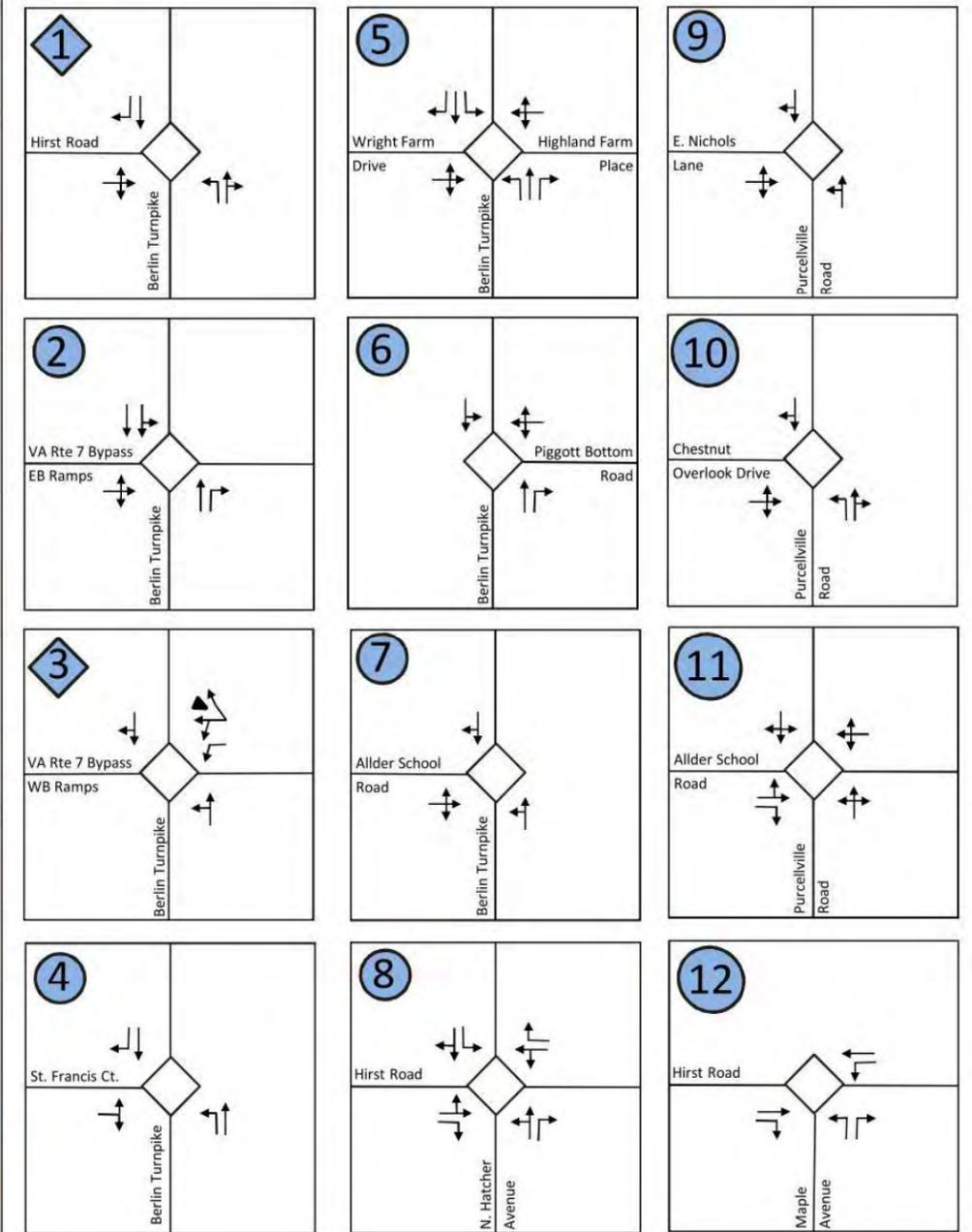
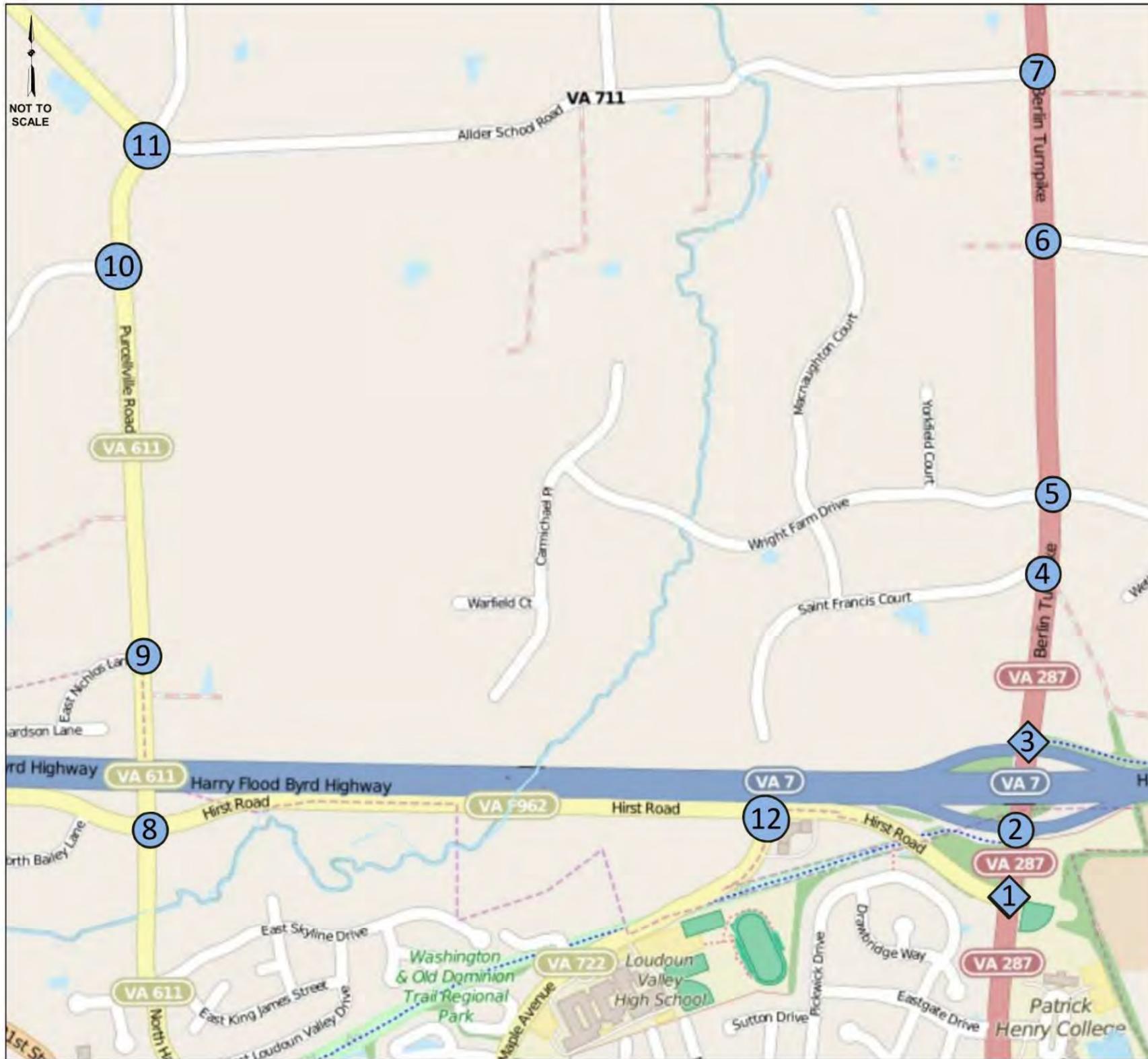
Figure 4: Existing condition photos along Allder School Road taken on August 25, 2015. The picture on left shows the culvert crossing over the South Fork of Catoctin Creek. The picture on the right shows the narrow gravel road with existing utility poles, trees, and fences adjacent to the road.

There are several main intersections within the PNCr study area to be considered. **Table 2** and **Figure 5** provide information and locations about each intersection.

Table 2: Main Intersections within PNCR Study Area

#	Primary Road Name	Secondary Road Name	Type of Intersection	Dedicated Turn Lanes on Primary ¹	Dedicated Turn Lanes on Secondary ¹
1	Berlin Turnpike	Hirst Road	Signalized	NB LTL & SB RTL	None
2	Berlin Turnpike	Route 7 Bypass EB Ramps	One-way Stop Controlled	NB RTL	None
3	Berlin Turnpike	Route 7 Bypass WB Ramps	Signalized	None	WB LTL & WB Channelized R
4	Berlin Turnpike	St. Francis Court	One-way Stop Controlled	NB LTL & SB RTL	None
5	Berlin Turnpike	Wright Farm Drive	Two-way Stop Controlled	NB LTL & RTL, SB LTL & RTL	None
6	Berlin Turnpike	Piggott Bottom Road	One-way Stop Controlled	NB RTL	None
7	Berlin Turnpike	Allder School Road	One-way Stop Controlled	None	None
8	N. Hatcher Ave	Hirst Road	Four-way Stop Controlled	NB RTL & SB LTL	EB RTL & WB RTL
9	Purcellville Road	E. Nichols Lane	One-way Stop Controlled	None	None
10	Purcellville Road	Chestnut Overlook Drive	One-way Stop Controlled	NB LTL	None
11	Purcellville Road	Allder School Road	Two-way Stop Controlled	None	EB RTL
12	Hirst Road	Maple Avenue	One-way Stop Controlled	EB RTL & WB LTL	NB LTL & NB RTL

¹ LTL and RTL stand for “Left Turn Lane” and “Right Turn Lane,” respectively. NB, SB, EB, WB, represents the cardinal direction for turn lane approaching the intersection.



**Figure 5: Intersection Laneage and Traffic Control
Purcellville Northern Collector Road Study, Loudoun County, VA**

CURRENT TRANSPORTATION ISSUES

Based on observations of existing traffic conditions and discussions with Town staff, the greatest congestion in the study area is experienced at the interchange of Route 7 Bypass and Route 287. Currently, this is Purcellville's only point of access to the Route 7 Bypass, which is a desirable route for most commuters. With most commuter traffic funneling into this interchange, which is signal-controlled at both ramp termini, queuing occurs along Route 287 in the peak periods.

An interchange justification report (IJR) was performed in February 2015 at the current crossing of Route 7 Bypass and Hillsboro Road (Route 690) to explore alternate access from Purcellville to Route 7 Bypass. The IJR resulted in recommendation for a new diamond interchange at the current overpass location. Construction of this interchange could alleviate the congestion observed at Route 287, and scenarios will be run with and without the Route 7/Route 690 interchange.

Additional congestion is experienced at two major intersections within the Town limits. These include Main Street (Route 7) at Maple Avenue, and Hirst Road at Berlin Turnpike (Route 287). Most of the remaining network in Purcellville operates at acceptable conditions.

MODELING EXISTING TRAFFIC CONDITIONS

The Loudoun County Travel Demand Model will be used to project future traffic conditions in the study area. Prior to doing so, the existing model was prepared to provide the best foundation for forecasting future conditions. After running the model, the output volumes were reviewed against average annual daily traffic (AADT) volumes acquired from annual VDOT traffic counts. Adjustments were made to the model to get base year volumes more in tune with the existing traffic counts. The adjusted model volumes are displayed in **Figure 6**.

A volume-to-capacity ratio (v/c ratio) link analysis was performed to evaluate the base year model and visually discover the areas of congestion in the model. The v/c ratio estimates the amount of traffic (volume) versus the available space on the roadway (capacity). A lower number represents less traffic, while a higher number represents more traffic. The AM and PM peak hour v/c ratios are displayed in **Figures 7** and **8**, respectively.

Both peak hours show congestion along Berlin Turnpike (Route 287) in proximity to the interchange at Route 7 Bypass. The PM peak hour also shows congestion along Maple Avenue, another known hot spot within the Town.

Based on the volumes and v/c ratios from the adjusted 2010 models, the base year conditions are well represented by the model.

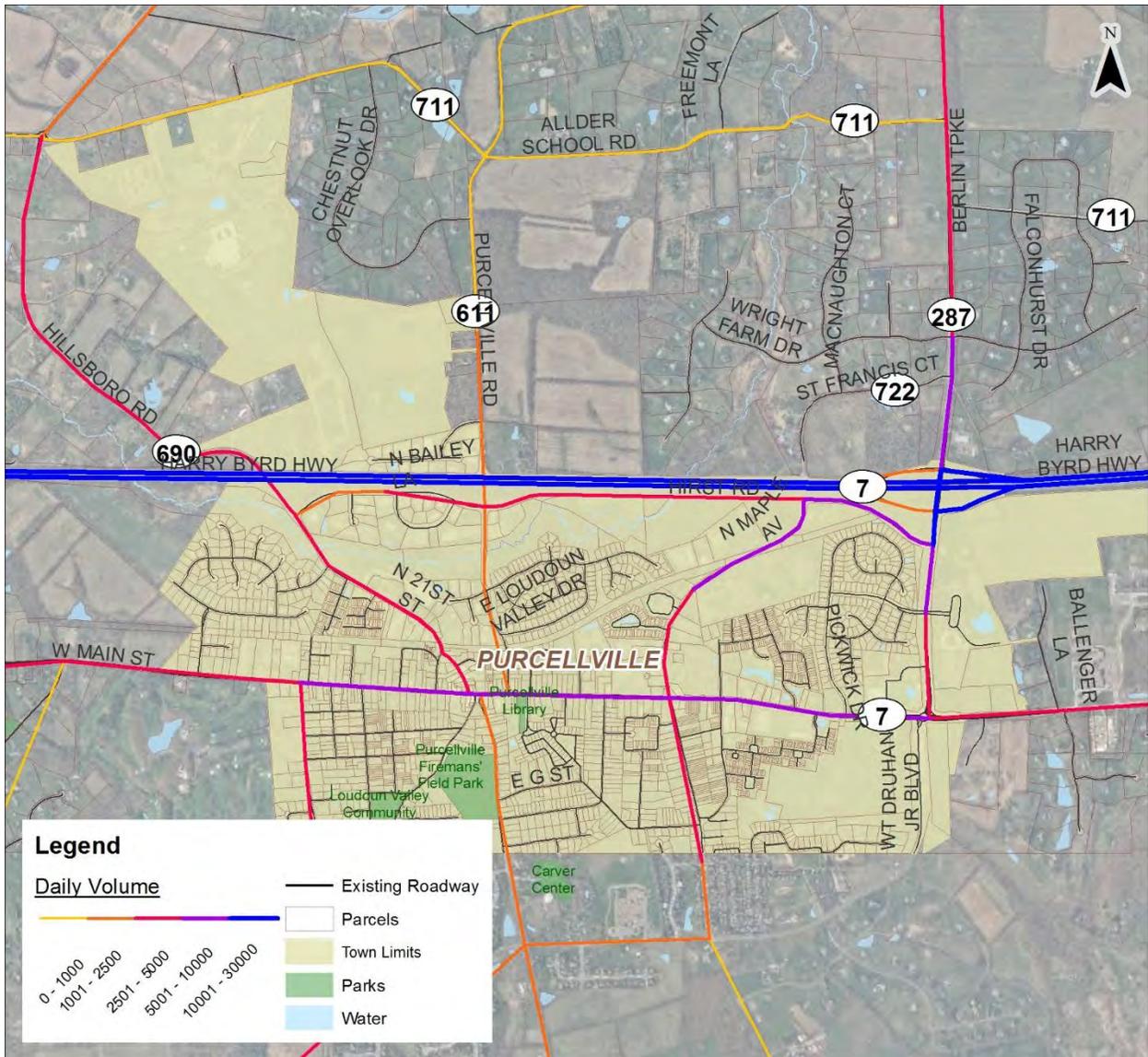


Figure 6: 2010 Base Year Model Daily Volumes

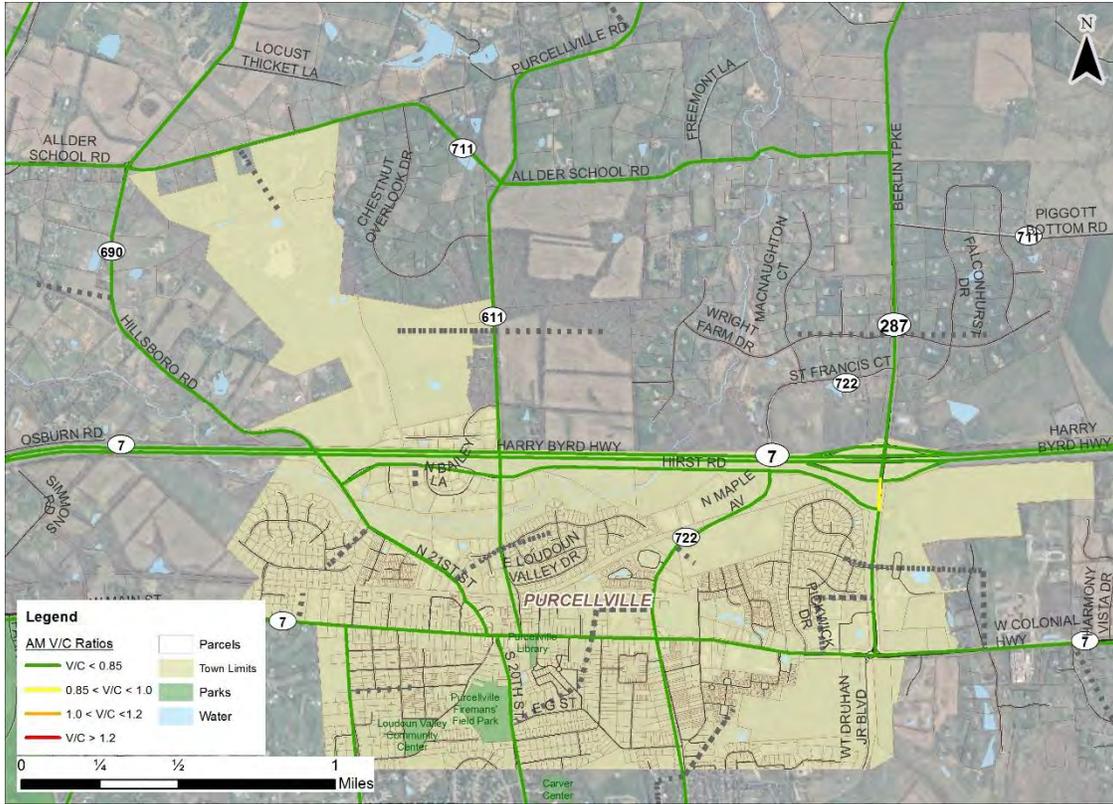


Figure 7: 2010 Base Year AM Peak Hour V/C Ratios

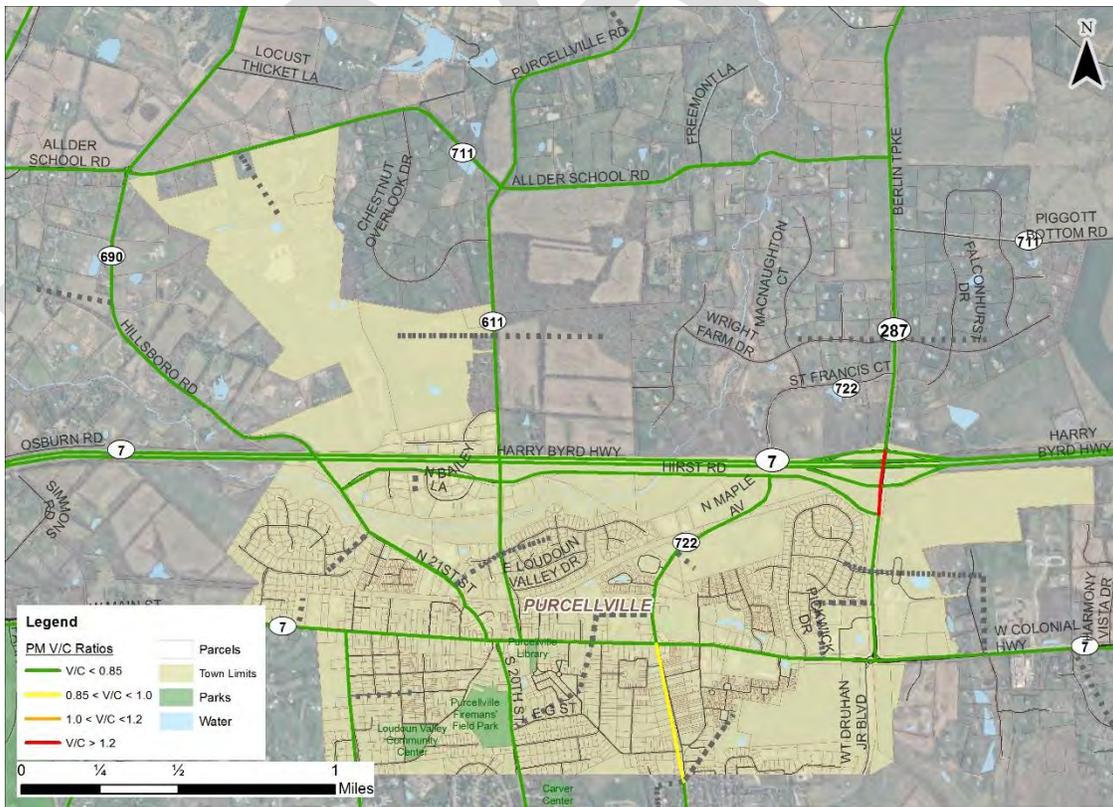


Figure 8: 2010 Base Year PM Peak Hour V/C Ratios

Based on existing conditions, there are a few locations eligible for improvements to the study area roadway network. Future development and traffic projections may result in heavier volumes and more congestion, justifying the need for additional roadway improvements. The study of future conditions will analyze various scenarios to determine the need for the connection of PNCR, including various alignments and segments of the entire planned roadway.

FUTURE CONDITIONS

LAND USE ASSUMPTIONS

As previously described, there are multiple planned and speculated future developments within corporate boundaries of the Town located in the study area; however, the only land uses verified for inclusion in the model were those that have submitted plans to the Town. These developments include:

- (Town Project# TP14-06A & TP14-08) Approval of the Mayfair Development. Includes a residential subdivision of 257 units and an industrial park. Construction broke ground the summer of 2015.
- (SPEX-2005-0050) Development of the St. Francis de Sales Church Property. Planning and design began as early as 2001 for the new parish center, which opened in the fall of 2014.
- (SPEX-2004-0009) Planning for the Fields Farm sports complex. This is currently being planned by Loudoun County's Department of Parks, Recreation, and Community Services for future use by the schools and athletic leagues.
- (SPEX-2006-0022 & CMPT-2008-0017) Construction of Woodgrove High School. Opened in the 2010-2011 school year.
- (SPEX-2006-0022 & CMPT-2008-0017) Planning and alignment alternatives for a second access road for the Woodgrove High School. This is still in the early planning stages by Loudoun County Public Schools.
- Patrick Henry College Expansion – The College is planning to develop its campus to accommodate approximately 300 additional students in the near term with an ultimate plan for an enrollment of 1,200 students.
- Harris Teeter Shopping Center Expansion – The existing retail development is located in the northwest quadrant of the intersection at Route 287 (Berlin Turnpike) and Route 7 (Main Street).
- Hirst Road Development – The Town of Purcellville has a few pending applications for developments between N. Hatcher Avenue and N. Maple Avenue along the south side of Hirst Road. These proposed uses include retail, office park, and or light industrial.

The land use data embedded in the travel demand model was reviewed to verify that the planned development was properly represented. Some revisions were made to the socioeconomic data in particular traffic analysis zones (TAZs) in which the expected development was not coded into the model. A table summarizing the land use data in each TAZ and a map of the original and revised TAZs are in the Appendix.

LOUDOUN COUNTY MODEL

The Loudoun County Travel Model (LCTM) can best be viewed as a hybrid county model. When one thinks of a county model, one generally imagines something that provides information for just the county being modeled. In this case, however, the Loudoun County model is actually part of the Metropolitan Washington Council of Governments (MWCOC) travel demand model, a much larger regional model covering more than 15 partial or total jurisdictions in Virginia, Maryland and the District of Columbia. **Figure 9** provides a visual of the model's coverage.

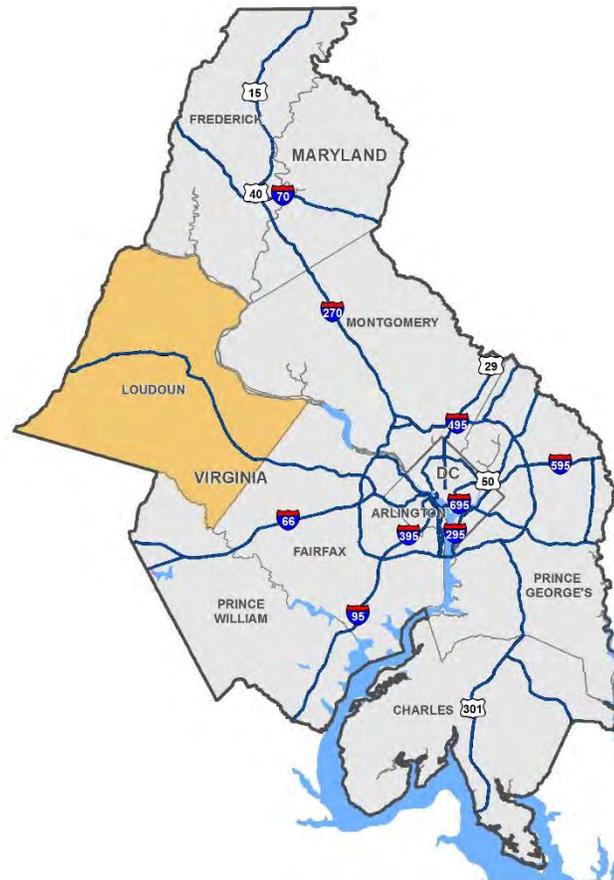


Figure 9: COG Model Coverage

The LCTM Model Development and Validation Report describes the model's structure as:

“...based mainly on similar models recently developed for Prince William, Stafford, and Spotsylvania Counties in Virginia. These are suburban area models each of which focuses on a particular county but which all include the larger region. In addition, parts of the new model were adapted from the MWCOC model. The new model covers the entire Washington metropolitan area (same area as MWCOC) and largely represents the state of the art in four-step aggregate modeling. However, it is less complex than the MWCOC model, with fewer input requirements, much shorter run time, and a considerably simpler transit/mode choice component.” [*Model Development and Validation Report, Page 4*]

MODEL VALIDATION AND MODIFICATIONS

Most models are built to evaluate travel demand on a macroscopic level, and as such, some roadway links that aren't regionally significant for circulation may not be incorporated. Since this study is using the LCTM on a more microscopic level, focusing on a small study area, additional roadway connections were added to the network. These include:

- Hirst Road - This existing two-lane undivided facility from Route 690 (Hillsboro Road) to Route 287 (Berlin Turnpike) is a key east-west connector in the Purcellville area. This roadway was critical to evaluate the necessity of the planned PNCR.
- Southern Collector Road (William T. Druhan Jr. Boulevard) – This existing two-lane undivided facility was designed and constructed after the initiation of the LCTM development, and was not incorporated into the original model network. This roadway currently extends from the roundabout at Route 7 (Main Street) and Route 287 (Berlin Turnpike) southwest to Route 690 (Silcott Springs Road). In concurrence with the construction of this roadway, the aforementioned roundabout was widened from one to two lanes. All future models for the PNCR study reflect this link and its capacity correctly.

As mentioned in the land use section of this report, some TAZs were refined to best represent the projected development for the study area. In addition to revisions to the TAZs, additional centroid connectors were incorporated and some existing connectors were revised to best assign trips to the surrounding roadway network. At this level of analysis, it is important to insure that all roadway segments are being properly loaded with vehicular trips.

It's also important to verify the study area's future model network with the Countywide Transportation Plan (CTP) and Purcellville's Townwide Transportation Plan. Any comprehensive plan amendments that took place after the development of Loudoun's Travel Demand Model would not have been incorporated. For this specific study area, no recent changes have taken place. The CTP also shows the Route 7 Bypass will be widened from four lanes to six lanes. The LCTM had already incorporated this improvement in the roadway link's capacity.

FUTURE SCENARIOS

The study of future conditions analyzed a multitude of scenarios to determine the need for the connection of PNCR, including various alignments and segments of the entire planned roadway. Each scenario was run twice using the Loudoun County Travel Demand Model, with and without the inclusion of the planned interchange at Route 690 and Route 7 Bypass. These scenarios are described as follows.

SCENARIO 1 – NO FUTURE PNCR (EAST OF ROUTE 611)

The PNCR was modeled to not extend beyond the currently programmed sections that are to be built by others. This segment extends from Route 690 to Route 611, and is designated by the green segment in **Figure 10**.

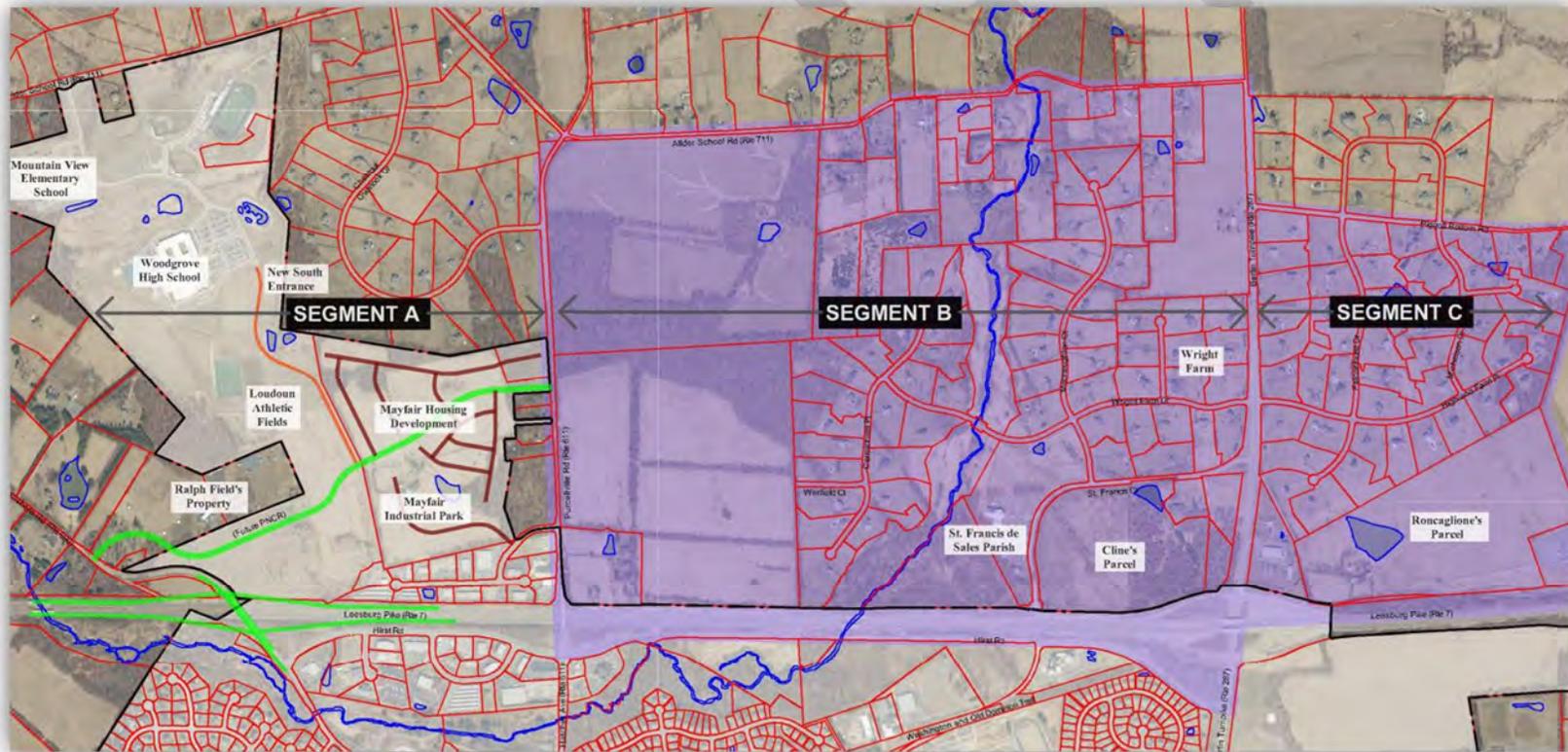


Figure 10: Scenario 1 Alignment

SCENARIO 2 – FUTURE PNCR PER THE 2010 COUNTYWIDE TRANSPORTATION PLAN ALIGNMENT

This scenario models the full alignment of the PNCR, as planned in the CTP, extending from Route 690 to east of Route 287. This alignment is designated by the yellow dashed line in **Figure 11**.

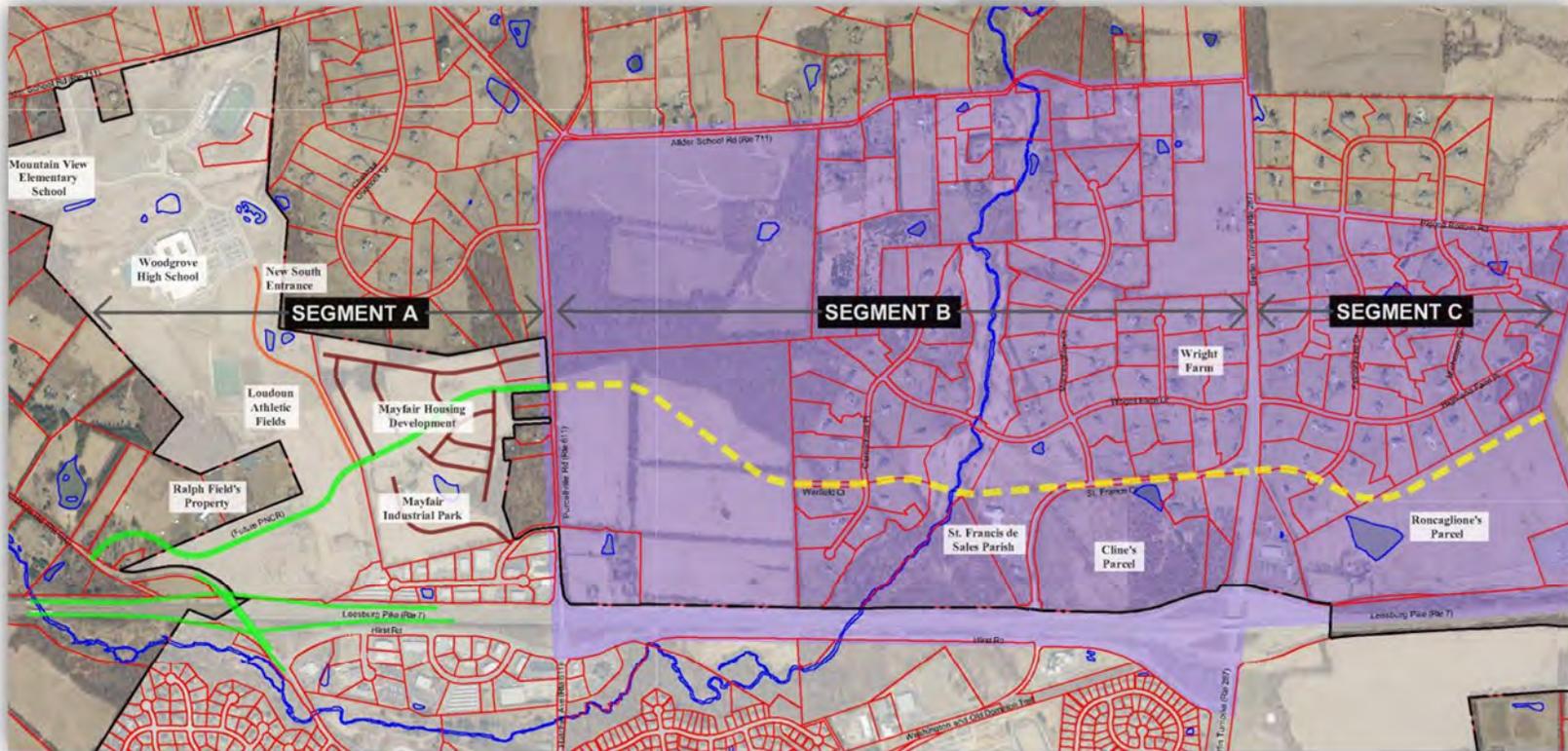


Figure 11: Scenario 2 Alignment

SCENARIO 3 – FUTURE PNCR FROM ROUTE 611 TO ROUTE 287

This scenario incorporates the segment to be built by others, as well as the segment from Route 611 to Route 287. The alignment does not extend east into the existing Wright Farm subdivision. See **Figure 12** for the alignment designated by a yellow dashed line.

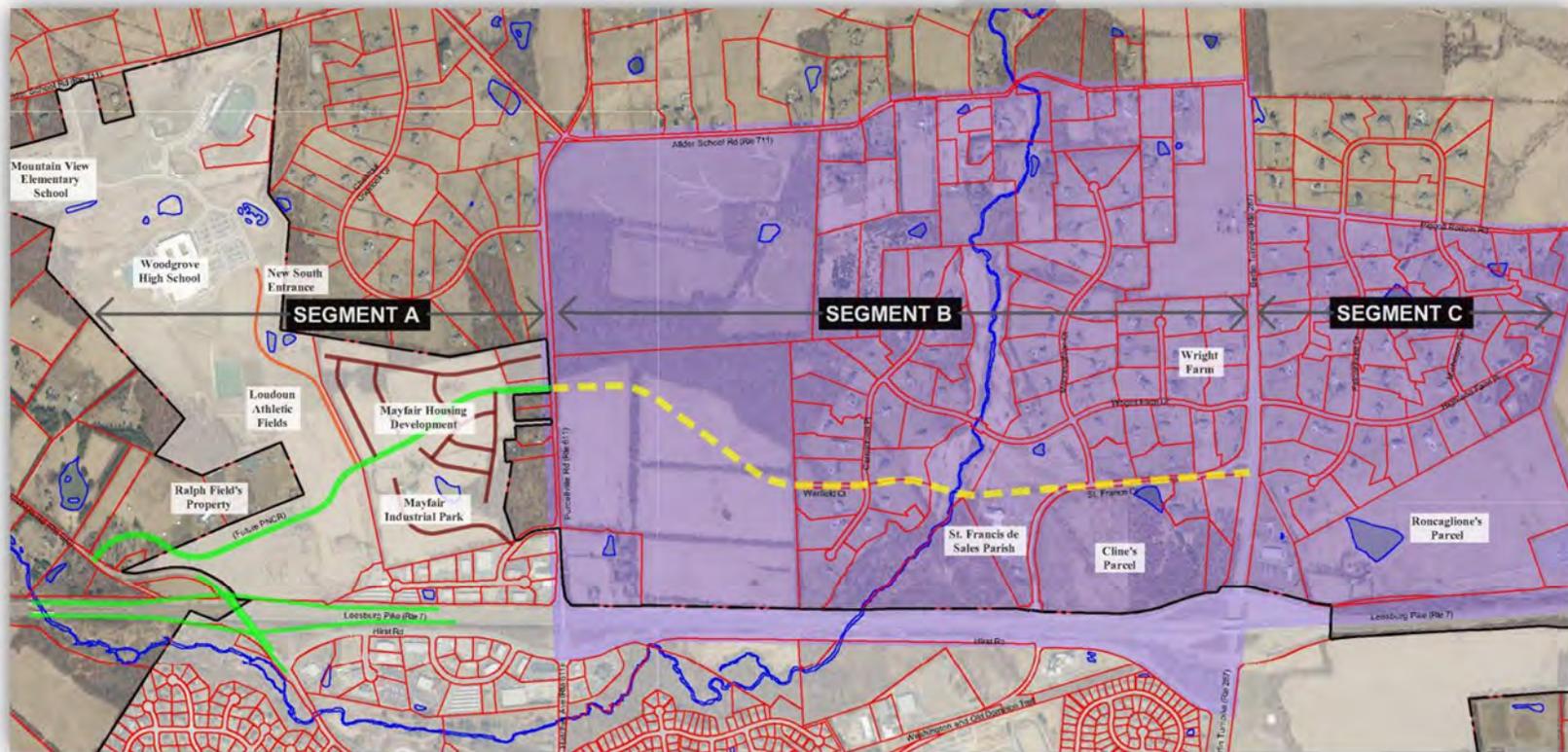


Figure 12: Scenario 3 Alignment

SCENARIO 4 – FUTURE PNCR FROM ROUTE 611 TO WARFIELD COURT

In this scenario, the PNCR follows its planned alignment from Route 611 to its intersection with Warfield Court, and would not continue through to Route 287. The alignment is designated by the yellow dashed line in **Figure 13**.

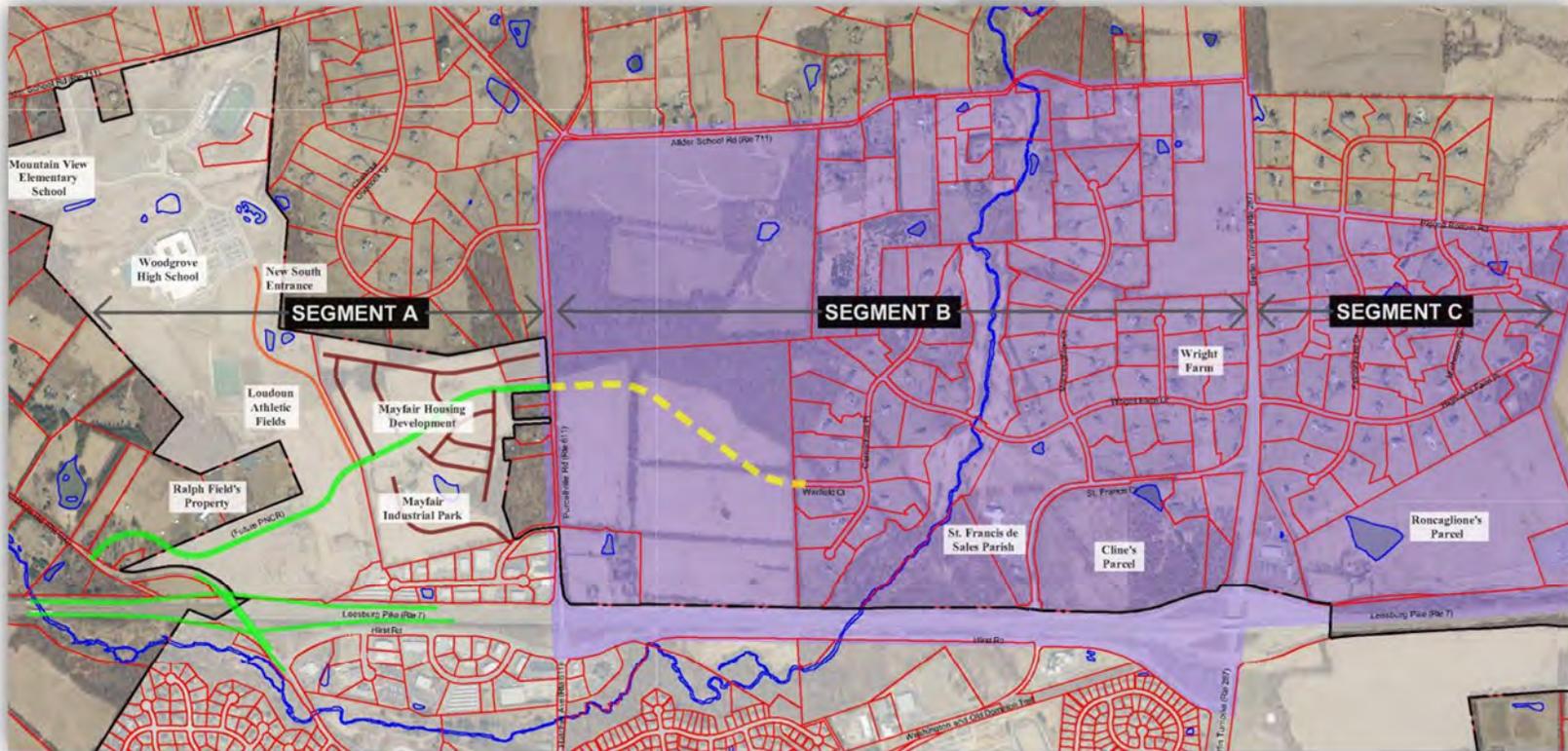


Figure 13: Scenario 4 Alignment

SCENARIO 5 – FUTURE PNCR ALTERNATIVE ALIGNMENT 1 FROM ROUTE 611 TO ROUTE 287

The PNCR in this scenario follows the CTP planned alignment from Route 690 to Route 611. Once passing route 611, the roadway will curve south down to Route 7 Bypass, and then will travel east to connect with the current terminus of St. Francis Court. It will then join St. Francis Court to intersect Route 287. This alignment is designated by the yellow dashed line in **Figure 14**.

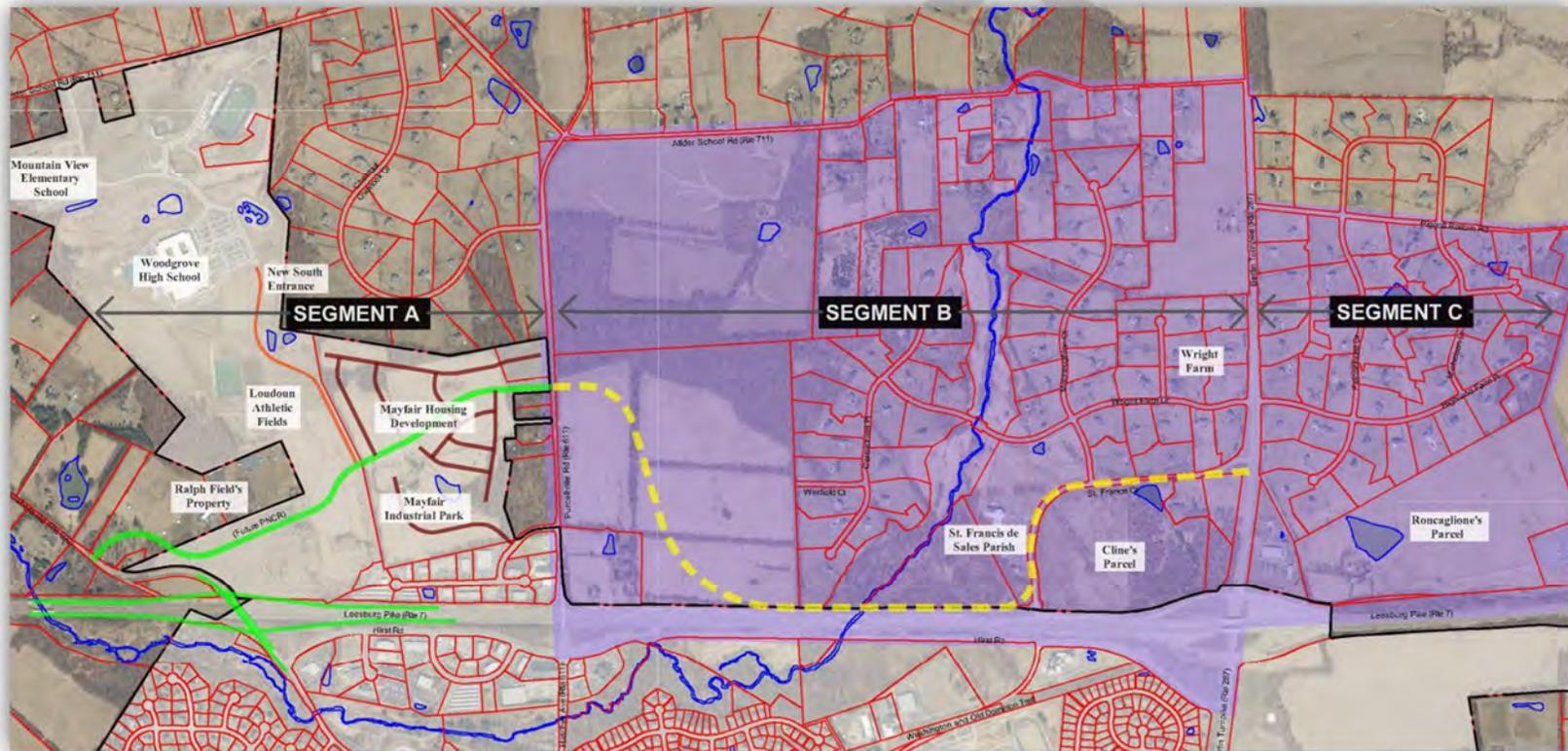


Figure 14: Scenario 5 Alignment

SCENARIO 6 – FUTURE PNCR ALTERNATIVE ALIGNMENT 2 FROM ROUTE 611 TO ROUTE 287

Similar to Scenario 5, the PNCR in this scenario follows the CTP planned alignment from Route 690 to Route 611. Once it passes Route 611, the roadway will curve south down to Route 7 Bypass, and then travel east parallel to Route 7 Bypass. After crossing South Fork Catoctin Creek, the alignment will travel northeast, parallel to the creek, and then east along the north boundary of the Saint Francis De Sales Church parcel until it intersects with St. Francis Court. This alignment is designated by the yellow dashed line in **Figure 15**.

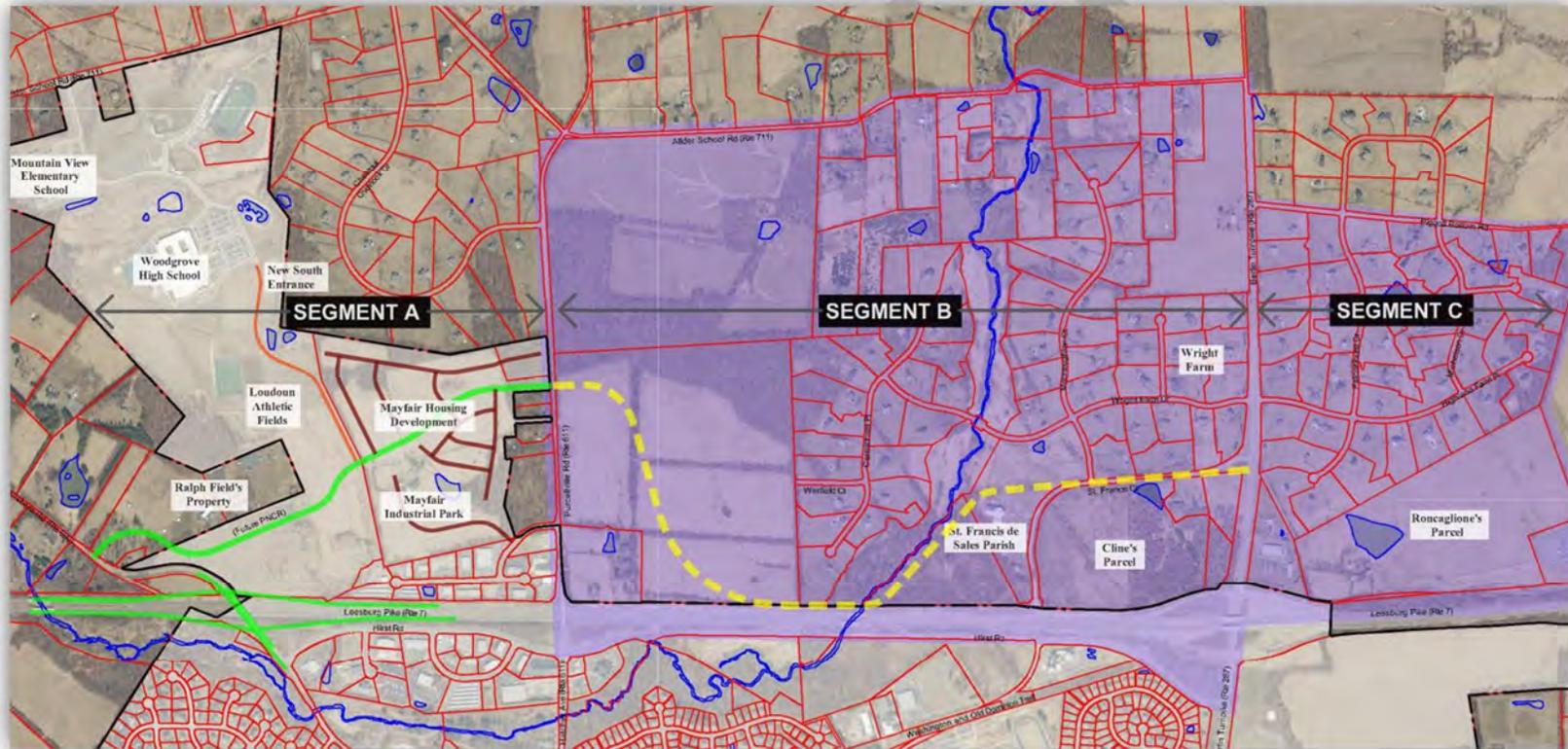


Figure 15: Scenario 6 Alignment

SCENARIO 7 – IMPROVEMENTS TO ALLDER SCHOOL ROAD AND PURCELLVILLE ROAD

This scenario does not include the PNCR in addition to the segment already programmed for construction by others. Alternatively, it incorporates improvements to existing unpaved or unmarked segments of Alder School Road and Purcellville Road. These segments include Purcellville Road from the future intersection of PNCR to Alder School Road and Alder School Road from Purcellville Road to Route 287, as designated by the yellow dashed line in **Figure 16**.

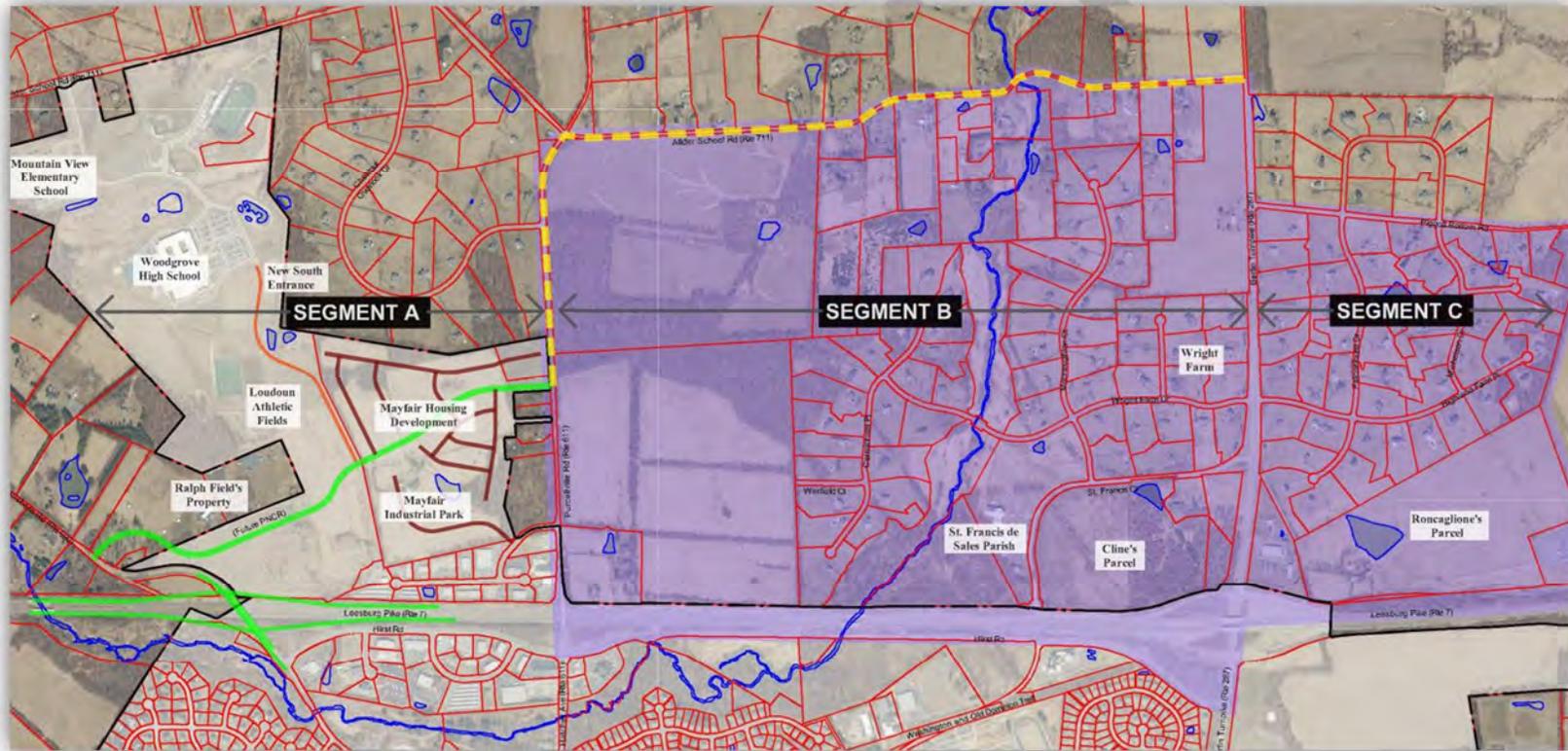


Figure 16: Scenario 7 Alignment

ANALYSIS METHODOLOGY

Forecasted roadway link traffic volumes from the modified LCTM were used to calculate volume-to-capacity (V/C) ratios given the link capacity in the analysis year. Although a link level analysis of V/C ratios provides an idea of capacity and congestion of key roadways, it is also necessary to look at the network as a whole. While the model travel demand forecasts are accurate at a system-level, more precise intersection analysis should be considered for a link by link basis. For this reason, travel sheds are evaluated by comparing the total capacity provided by parallel north-south and east-west connections.

A V/C ratio of greater than one is generally used as performance criterion, but this does not necessarily imply a need for roadway capacity enhancements. Roadway capacity enhancements based on peak hour V/C ratios involve major capital investments for the one or two worst hours of the day. Additionally, roadway congestion on a link over capacity could lead travelers to look for alternative driving patterns or alternate modes of transportation. For this reason, a more conservative V/C ratio threshold of 1.2 was used to color links red on the map.

The analysis includes a look at V/C ratios for the AM and PM peak hours, and Daily conditions, as well as a comparison of volumes along the major roadway connections in the network.

VOLUME COMPARISON

Link volumes were compared across all of the scenarios for the AM and PM peak hours and Daily conditions. Key network connections were looked at more closely to compare the impact on parallel north-south and east-west roadways. The results of this exercise showed that there are nominal differences between each of the scenario runs. The main observations from the data are as follows:

- Scenarios without the Route 690/ Route 7 interchange result in heavier volumes on Route 287, as well as Hirst Road and Main Street (Route 7 Business) due to the funneling of traffic to the Route 287 interchange
- Scenarios with the Route 690/ Route 7 interchange balance traffic between Route 690 and Route 287
- Connecting the PNCR from Route 690 to Route 287 reduces volumes along the parallel routes on Hirst Road and Main Street (Route 7 Business).

Tables displaying the volume outputs for the AM peak, PM peak, and daily conditions are contained in the Appendix.

V/C RATIO ANALYSIS

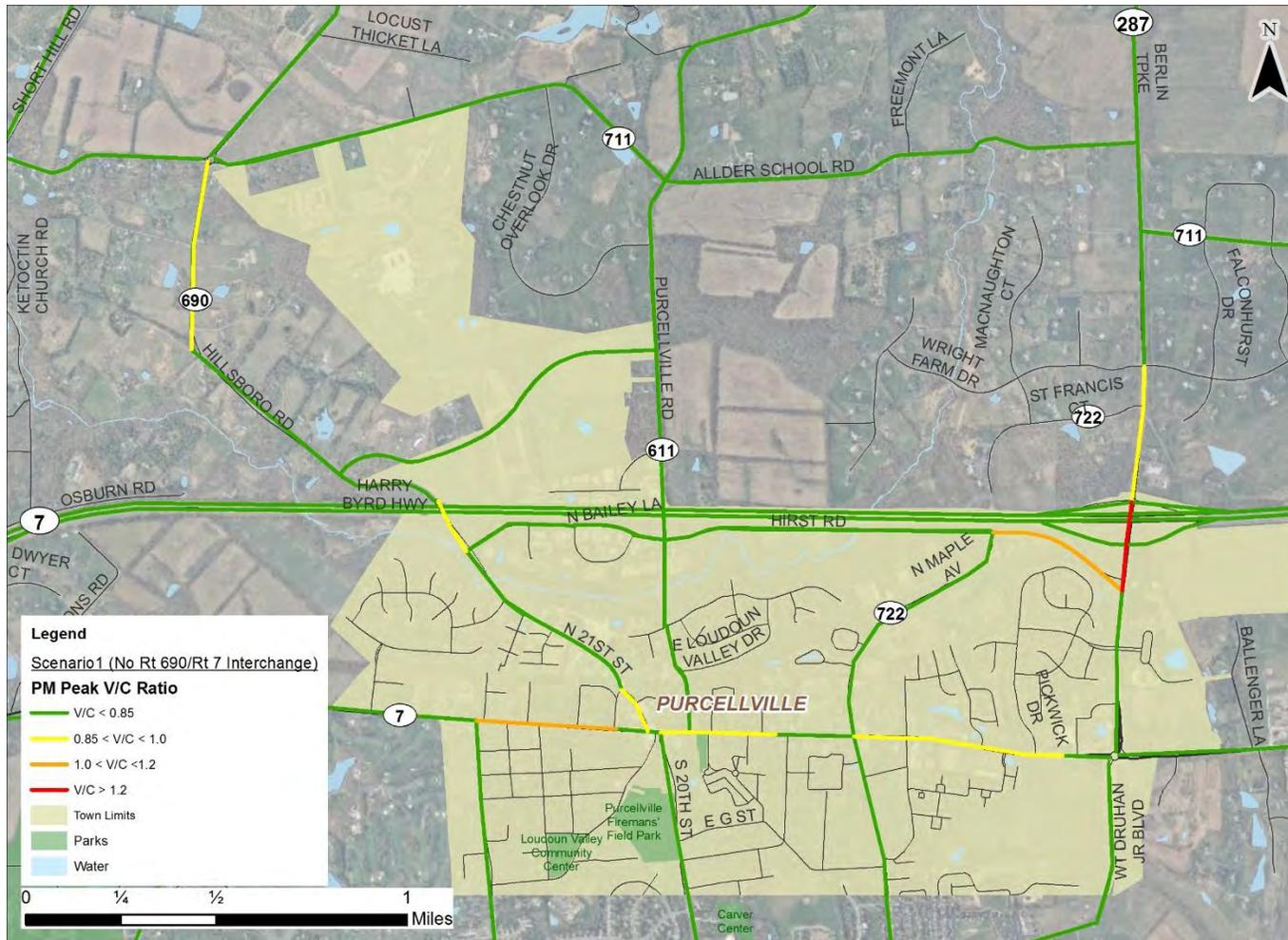
Mapping of each scenario's V/C ratios was developed to display the capacity of the network in a visual manner. This allowed for easier comparison of the results with the use of a color scale to highlight the links at or above capacity. This color scale, as defined in **Table 3**, is recognized as the County's standard scale for displaying and evaluating V/C ratios.

Table 3. V/C Ratio Color Table

V/C Ratio	Color
<0.85	Green
0.85 - 1.00	Yellow
1.01 - 1.20	Orange
> 1.20	Red

Similar to the volume comparison, there are very few noticeable differences from one scenario to the next. The network is not greatly affected by the extension of the PNCR east of Route 611; however, some volume shifts are observed when this segment is in place.

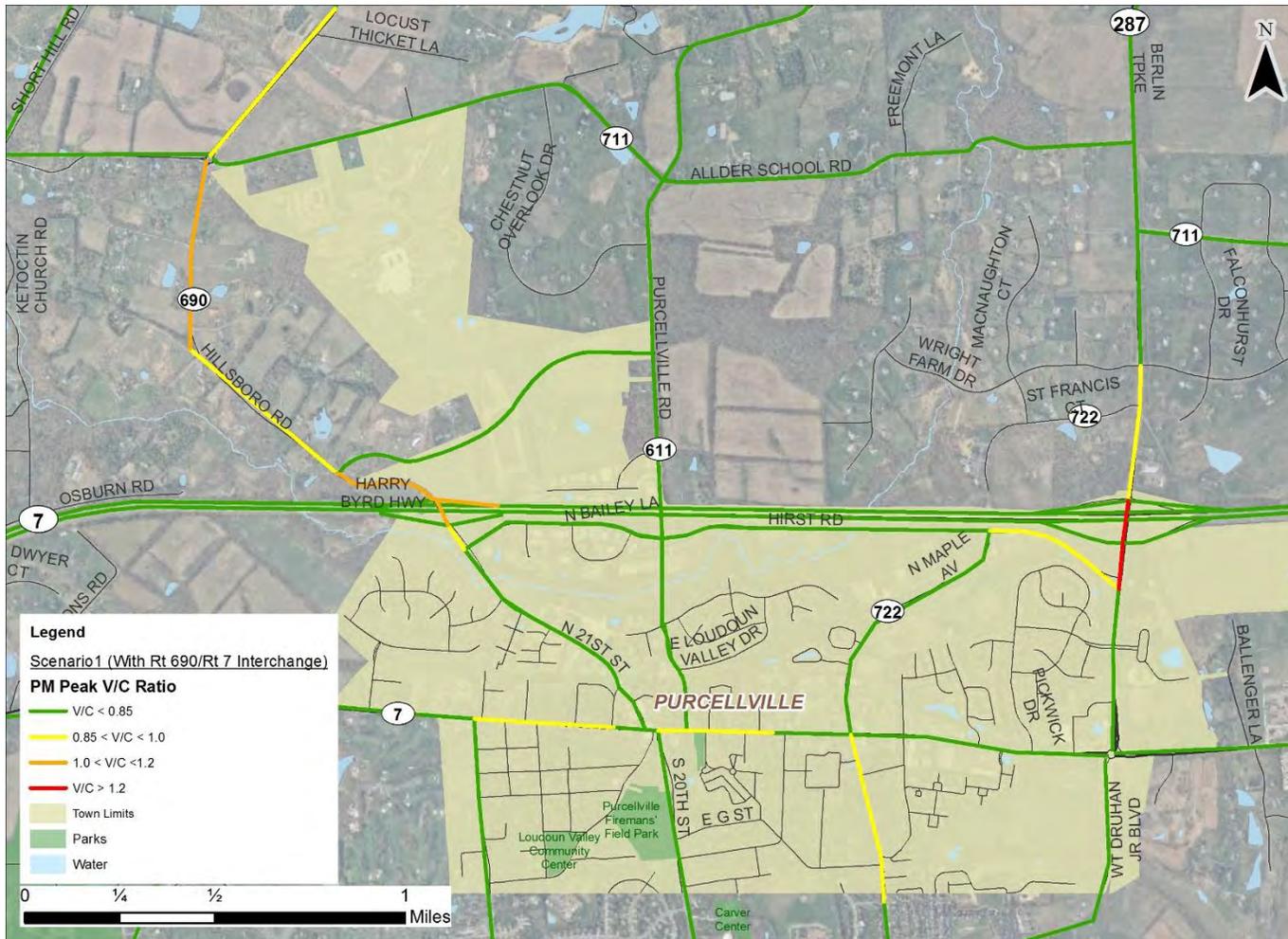
In review of the AM peak, PM peak, and daily results, it appears that the PM peak is worse than the AM peak. This is the timeframe in which the highest V/C ratios were observed. The maps of the PM peak hour link V/C ratios for all the scenarios are provided in **Figures 17 to 30**, accompanied by observations relevant to each scenario. Similar figures for the AM peak hour and daily conditions are provided in the Appendix.



*Scenario 1 (No Route 690/
Route 7 Interchange)*

- Without the interchange at Route 690/Route 7, there is strain at the Route 287/Route 7 interchange, which spills back onto Hirst Road
- Main Street (Route 7 Business) is at or near capacity within the Purcellville Town Limits

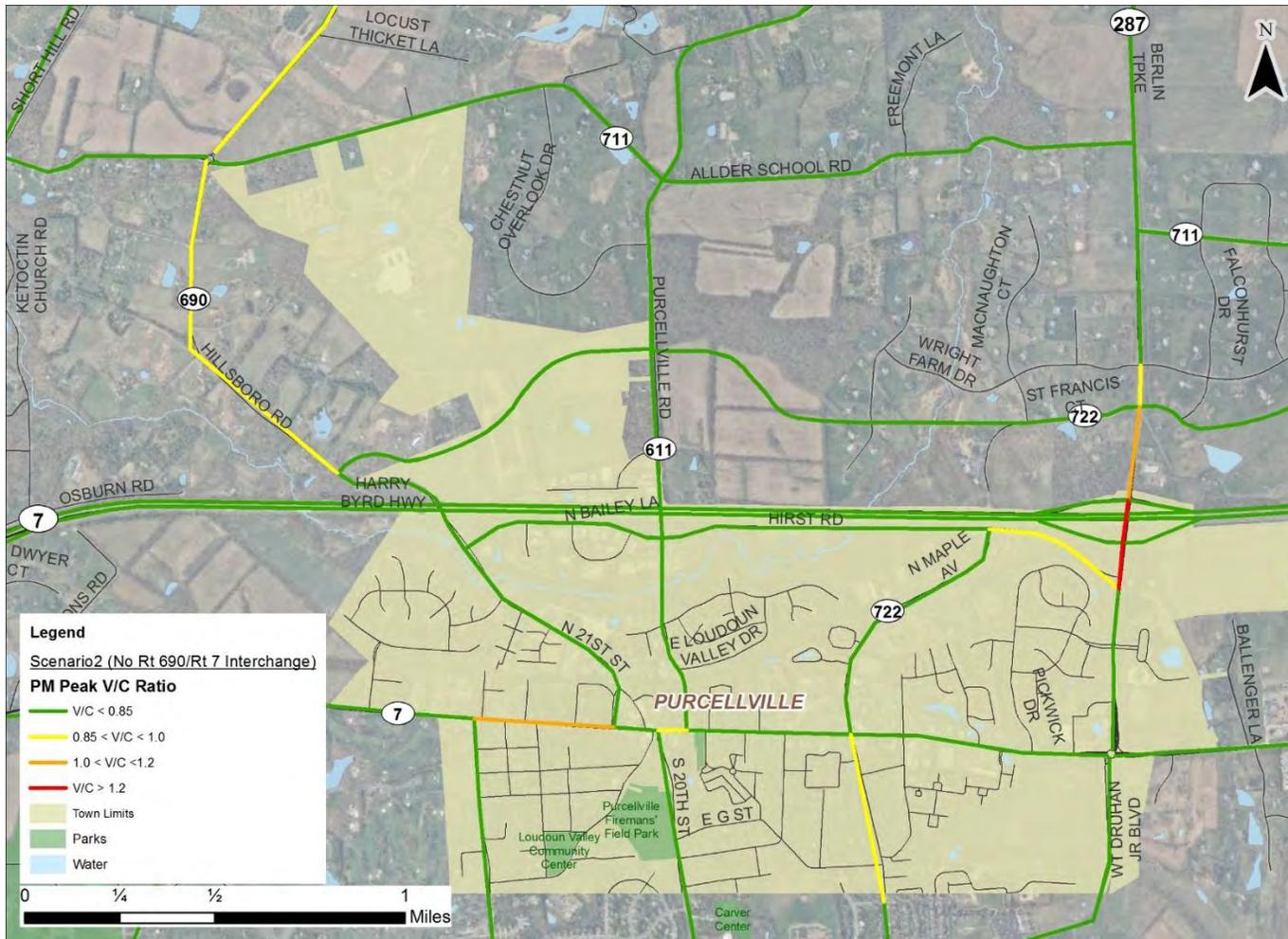
Figure 17: Scenario 1 (No Interchange) PM Peak V/C Ratios



Scenario 1 (With Route 690/ Route 7 Interchange)

- With the interchange, Route 690 (Hillsboro Road) becomes a much more attractive route
- Route 690 feeds north to Route 9 and the panhandle of West Virginia
- Traffic is reduced along Main Street (Route 7 Business) as trips are distributed between Route 690 and Route 287
- Hirst Road at Route 287 experiences less traffic as Route 690 provides access to Route 7 Bypass via the new interchange

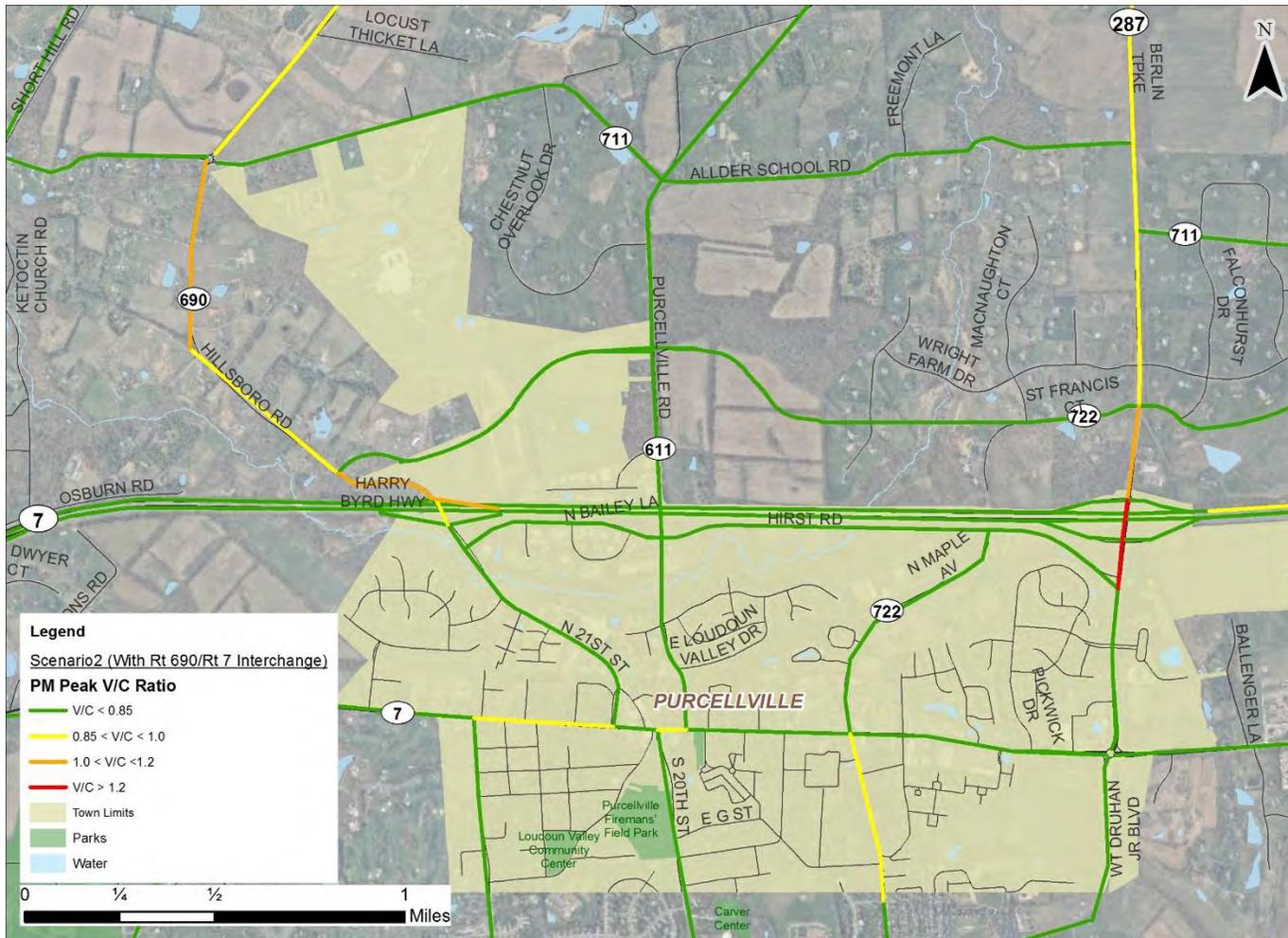
Figure 18: Scenario 1 (With Interchange) PM Peak V/C Ratios



Scenario 2 (No Route 690/ Route 7 Interchange)

- Without the Route 690/ Route 7 interchange, Route 287 is strained as the only access point to Route 7 Bypass
- Main Street (Route 7 Business) and Hirst Road experience fewer volumes with the PNCR in place

Figure 19: Scenario 2 (No Interchange) PM Peak V/C Ratios



Scenario 2 (With Route 690/ Route 7 Interchange)

- Both Route 287 and Route 690 experience increased traffic as PNCR offers direct east-west connectivity between them
- Added east-west connectivity reduces traffic on Hirst Road and Main Street (Route 7 Business)

Figure 20: Scenario 2 (With Interchange) PM Peak V/C Ratios

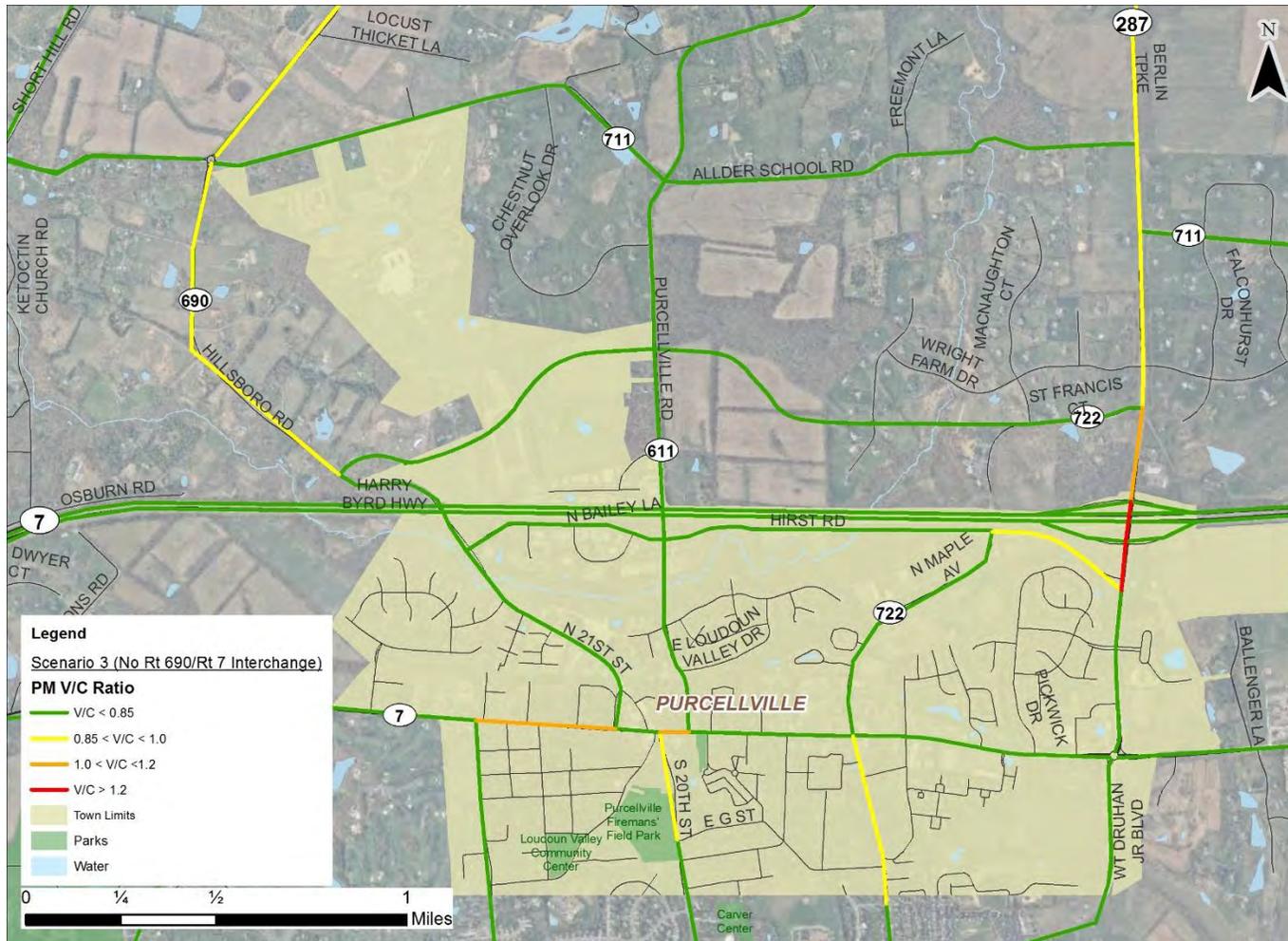


Figure 21: Scenario 3 (No Interchange) PM Peak V/C Ratios

Scenario 3 (No Route 690/ Route 7 Interchange)

- Without the Route 690/ Route 7 interchange, Route 287 is strained as the only access point to Route 7 Bypass
- Main Street (Route 7 Business) and Hirst Road experience fewer volumes with the PNCR in place
- Increased volume to Route 690 with PNCR in place. Without the Route 690 interchange, the PNCR may be used by regional traffic traveling to West Virginia
- Removal of the PNCR Segment C (east of Route 287) does not impact the network

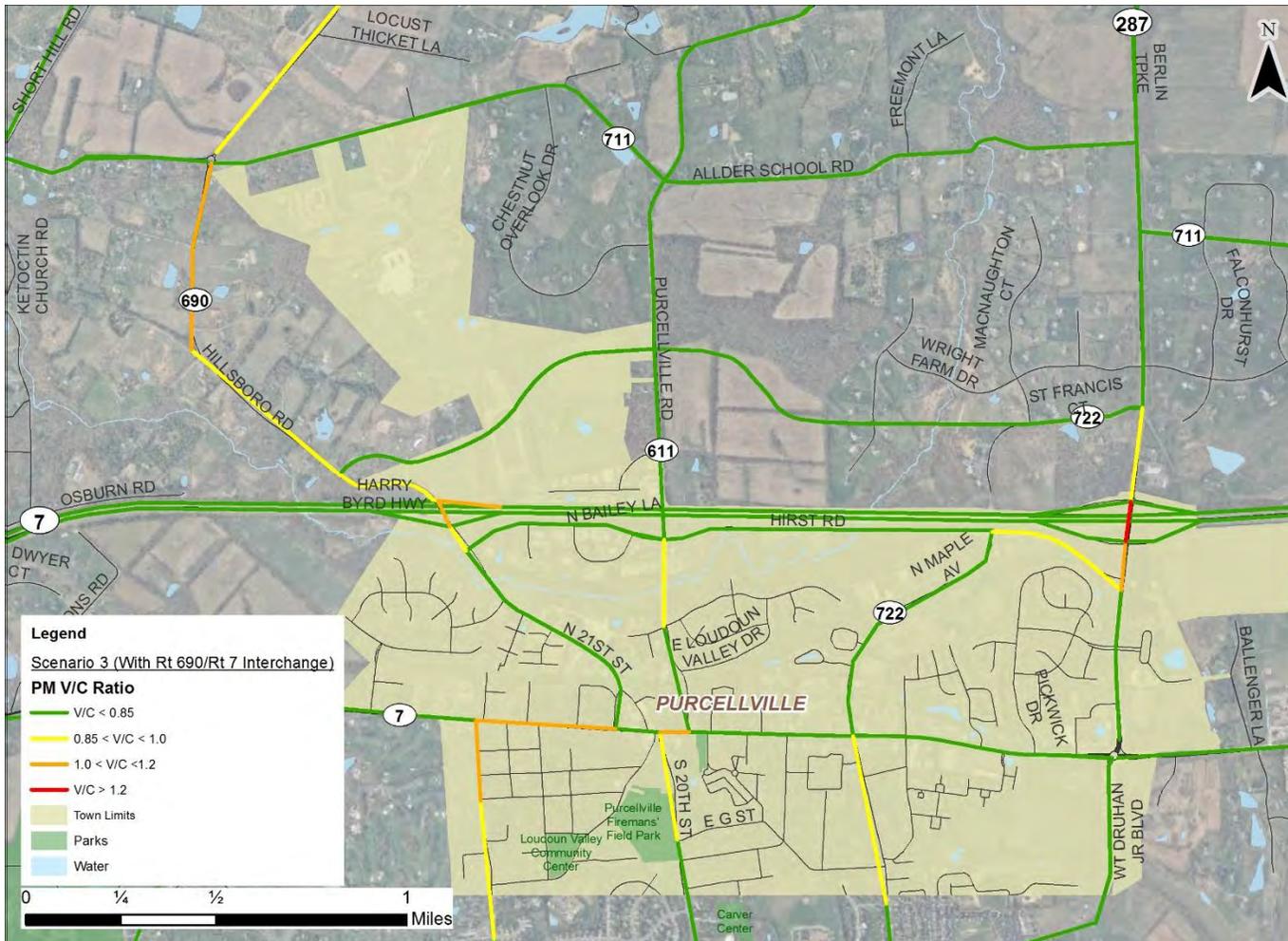


Figure 22: Scenario 3 (With Interchange) PM Peak V/C Ratios

Scenario 3 (With Route 690/ Route 7 Interchange)

- Route 690 experiences increased traffic as PNCR offers direct east-west connectivity between them
- Route 287 interchange may still experience heavy volumes, despite construction of the Route 690 interchange

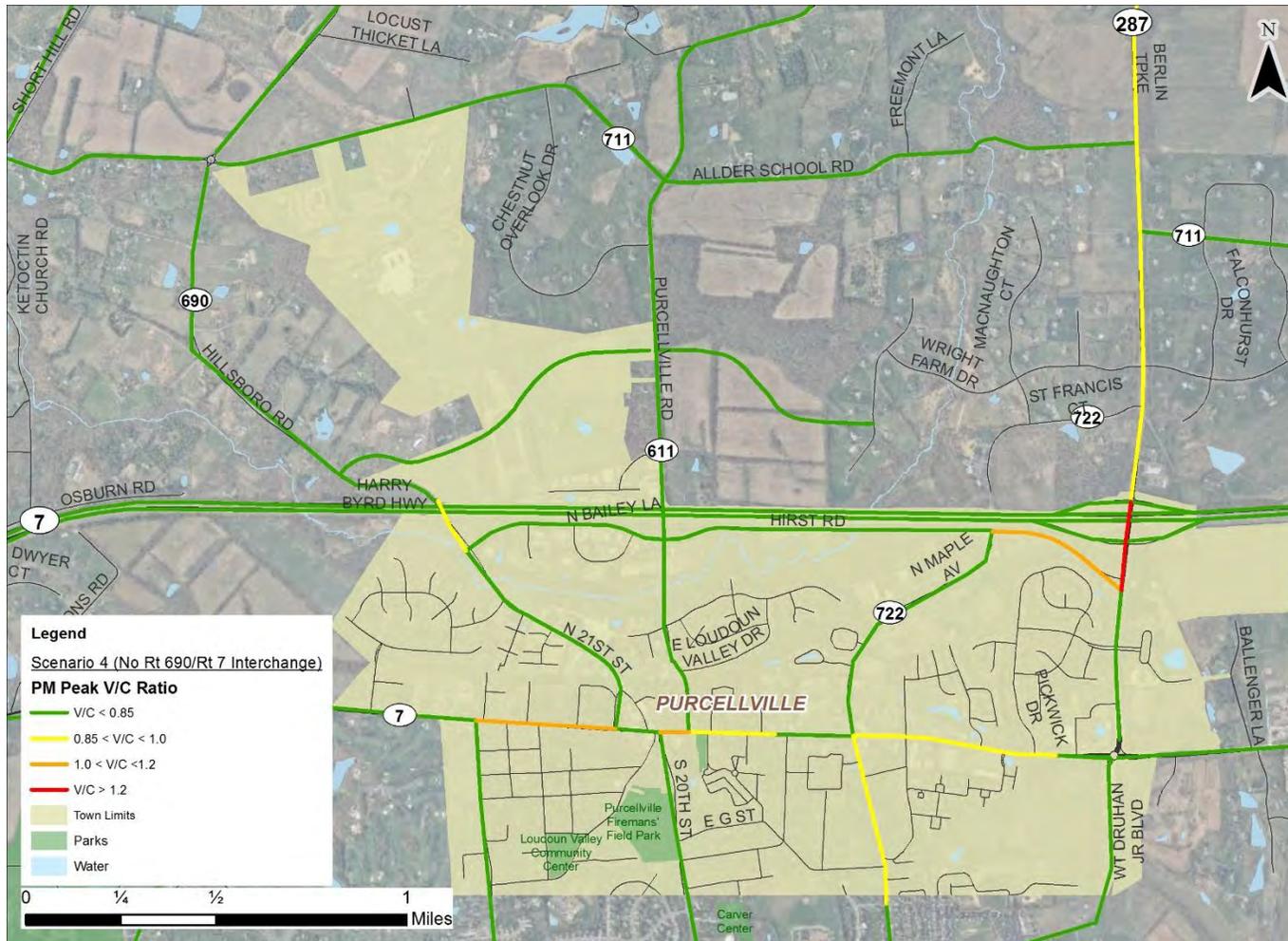
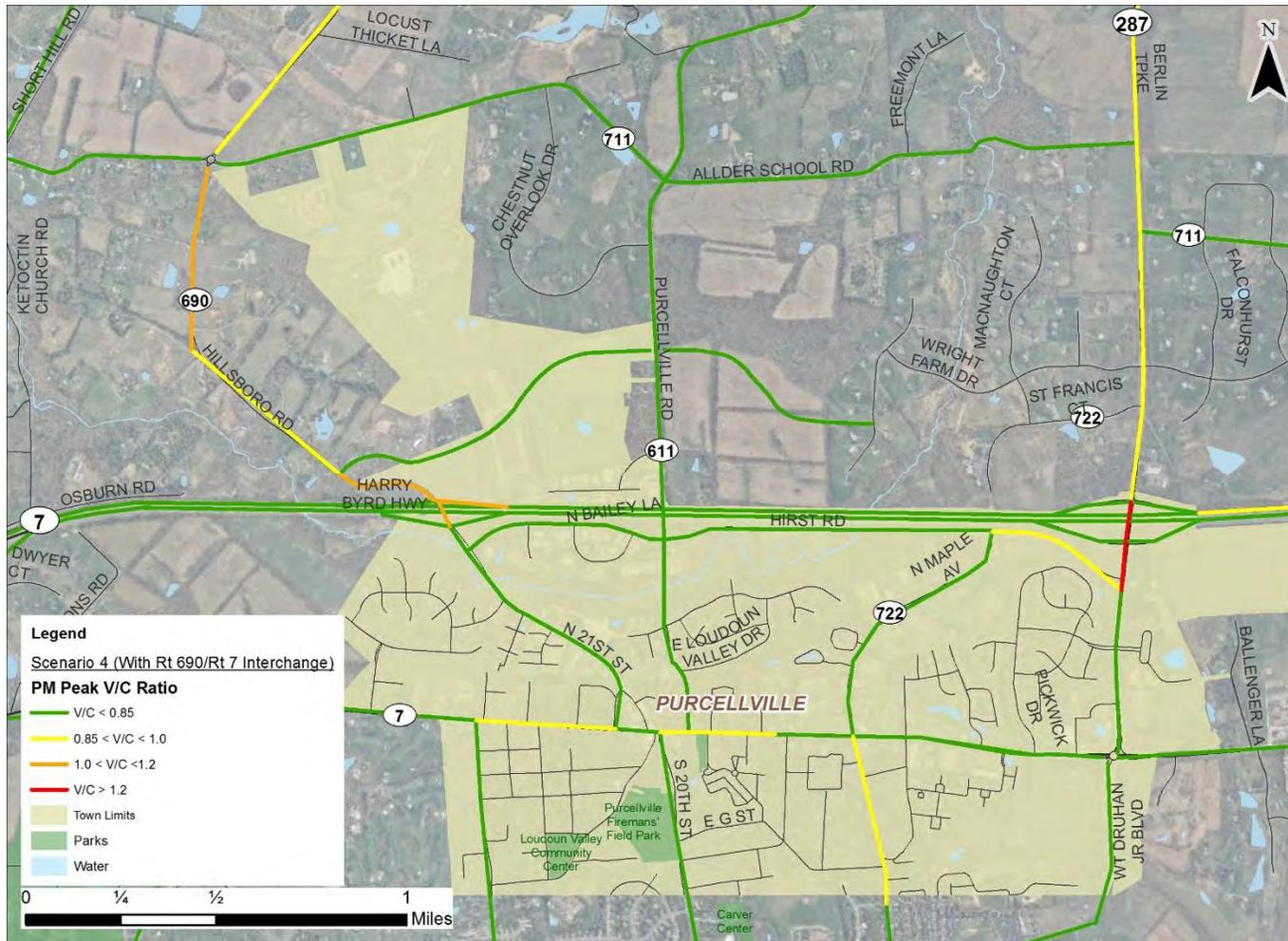


Figure 23: Scenario 4 (No Interchange) PM Peak V/C Ratios

*Scenario 4 (No Route 690/
Route 7 Interchange)*

- Without the Route 690/
Route 7 interchange, Route
287 is strained as the only
access point to Route 7
Bypass
- Main Street (Route 7
Business) and Hirst Road
are at or reaching capacity,
carrying traffic east to
Route 287



Scenario 4 (With Route 690/ Route 7 Interchange)

- Both Route 287 and Route 690 experience heavy volumes, as they provide access from Route 7 Bypass north to Route 9 and West Virginia

Figure 24: Scenario 4 (With Interchange) PM Peak V/C Ratios

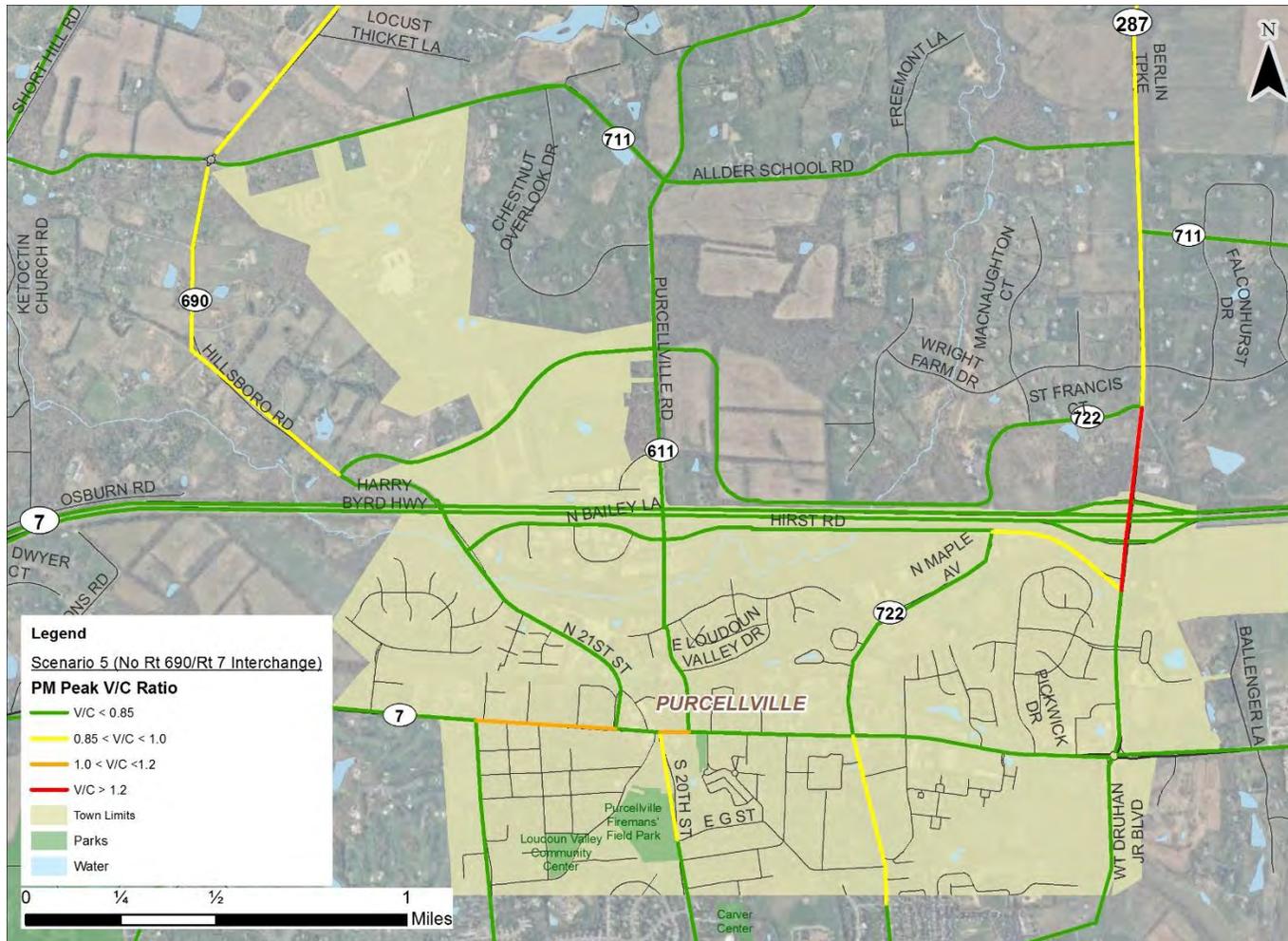


Figure 25: Scenario 5 (No Interchange) PM Peak V/C Ratios

*Scenario 5 (No Route 690/
Route 7 Interchange)*

- Without the Route 690/
Route 7 interchange, Route
287 is strained as the only
access point to Route 7
Bypass
- Main Street (Route 7
Business) and Hirst Road
are at or reaching capacity,
carrying traffic east to
Route 287

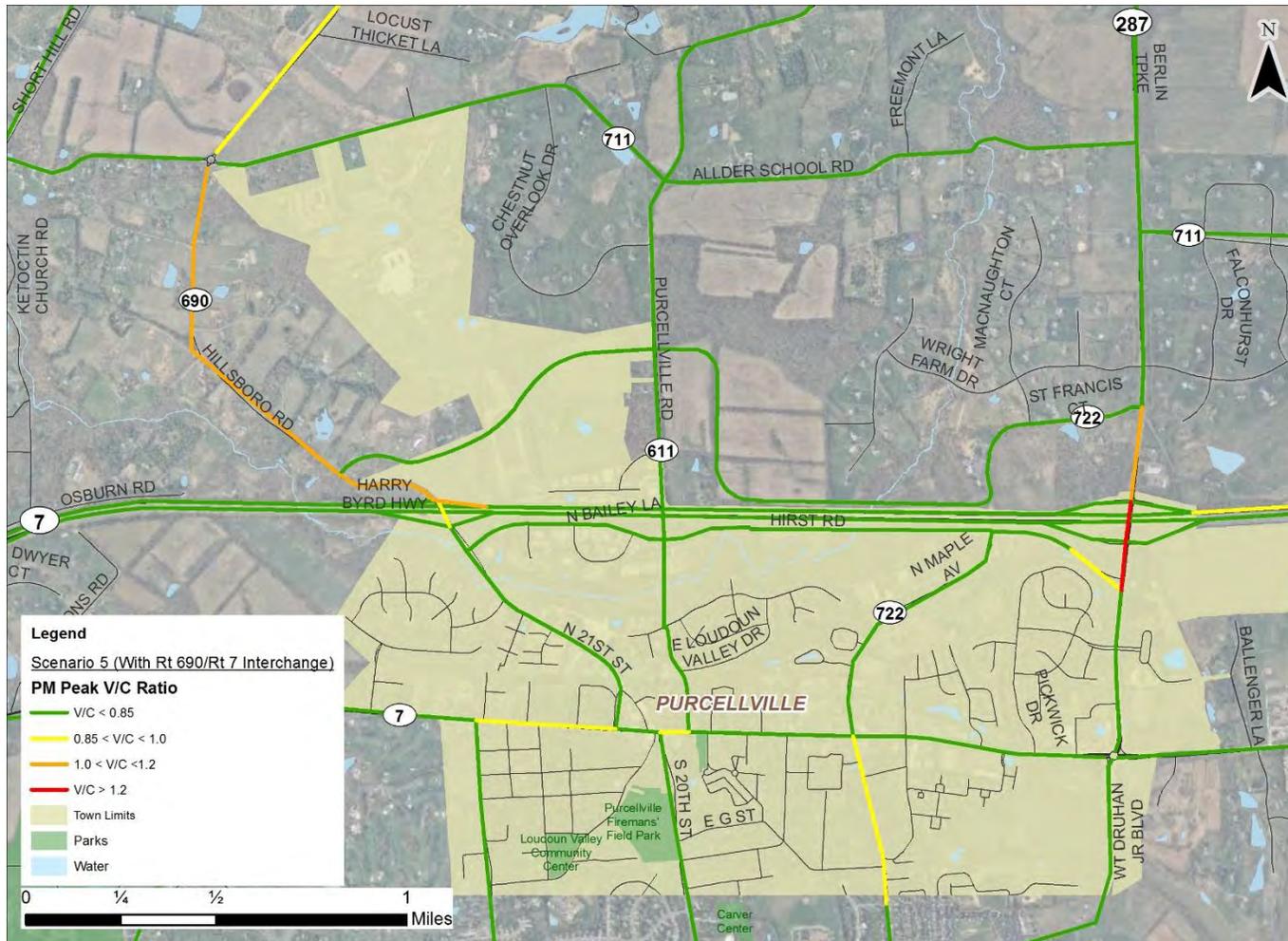


Figure 26: Scenario 5 (With Interchange) PM Peak V/C Ratios

Scenario 5 (With Route 690/ Route 7 Interchange)

- Route 690 experiences increased traffic with access to Route 7 Bypass
- Added east-west connectivity reduces traffic on Hirst Road and Main Street (Route 7 Business)
- Route 287 interchange may still experience heavy volumes, despite construction of the Route 690 interchange

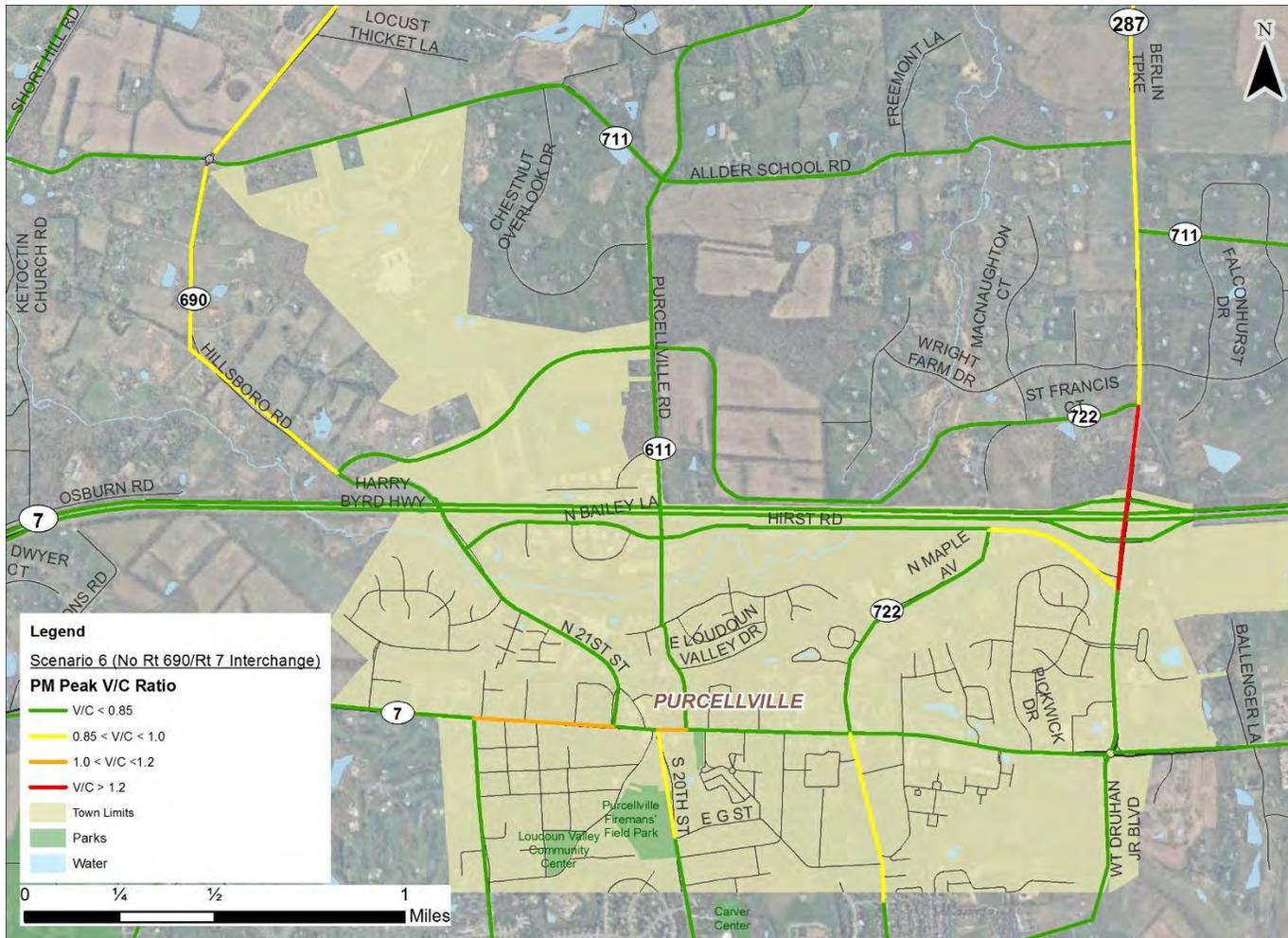
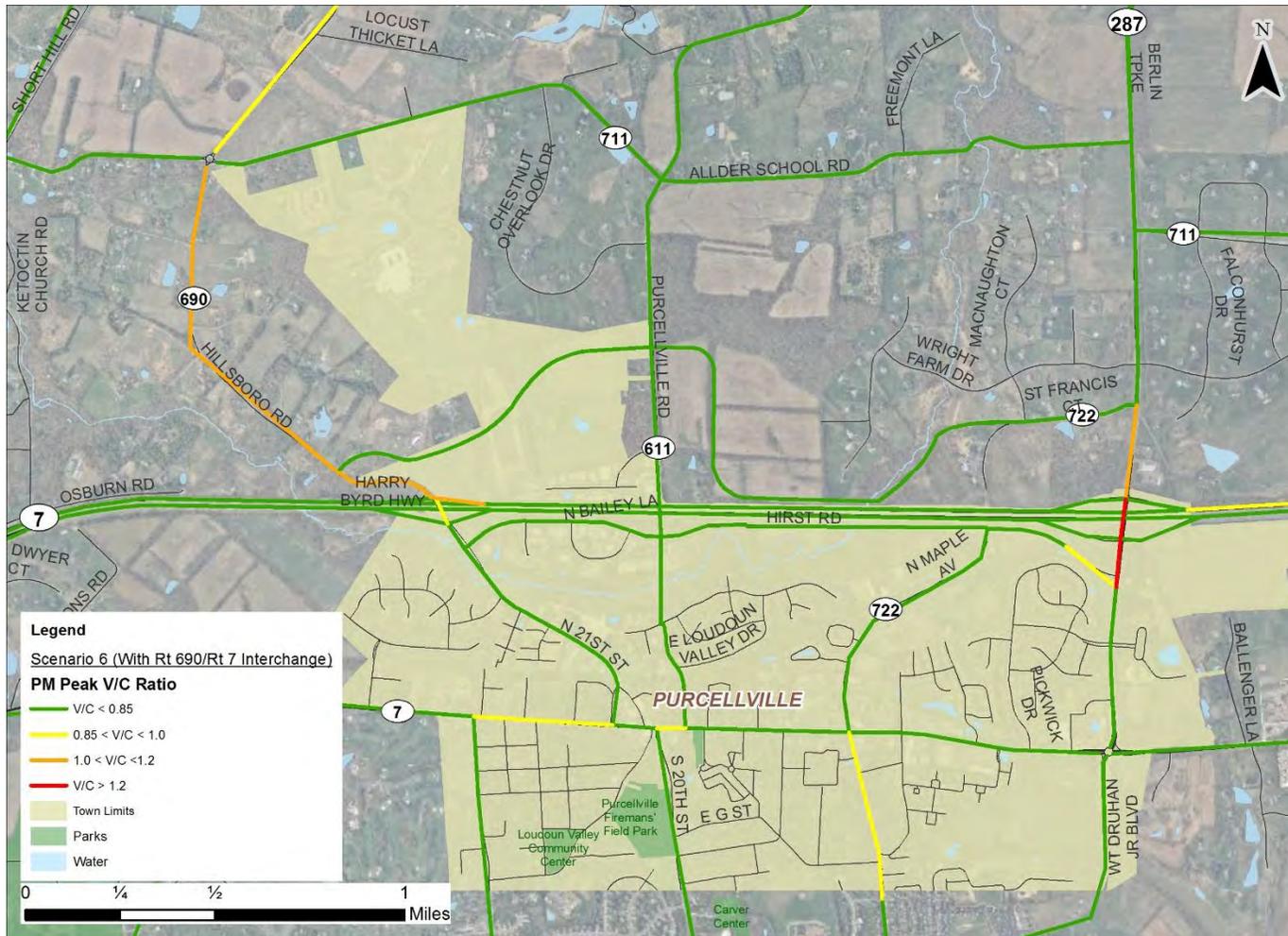


Figure 27: Scenario 6 (No Interchange) PM Peak V/C Ratios

Scenario 6 (No Route 690/ Route 7 Interchange)

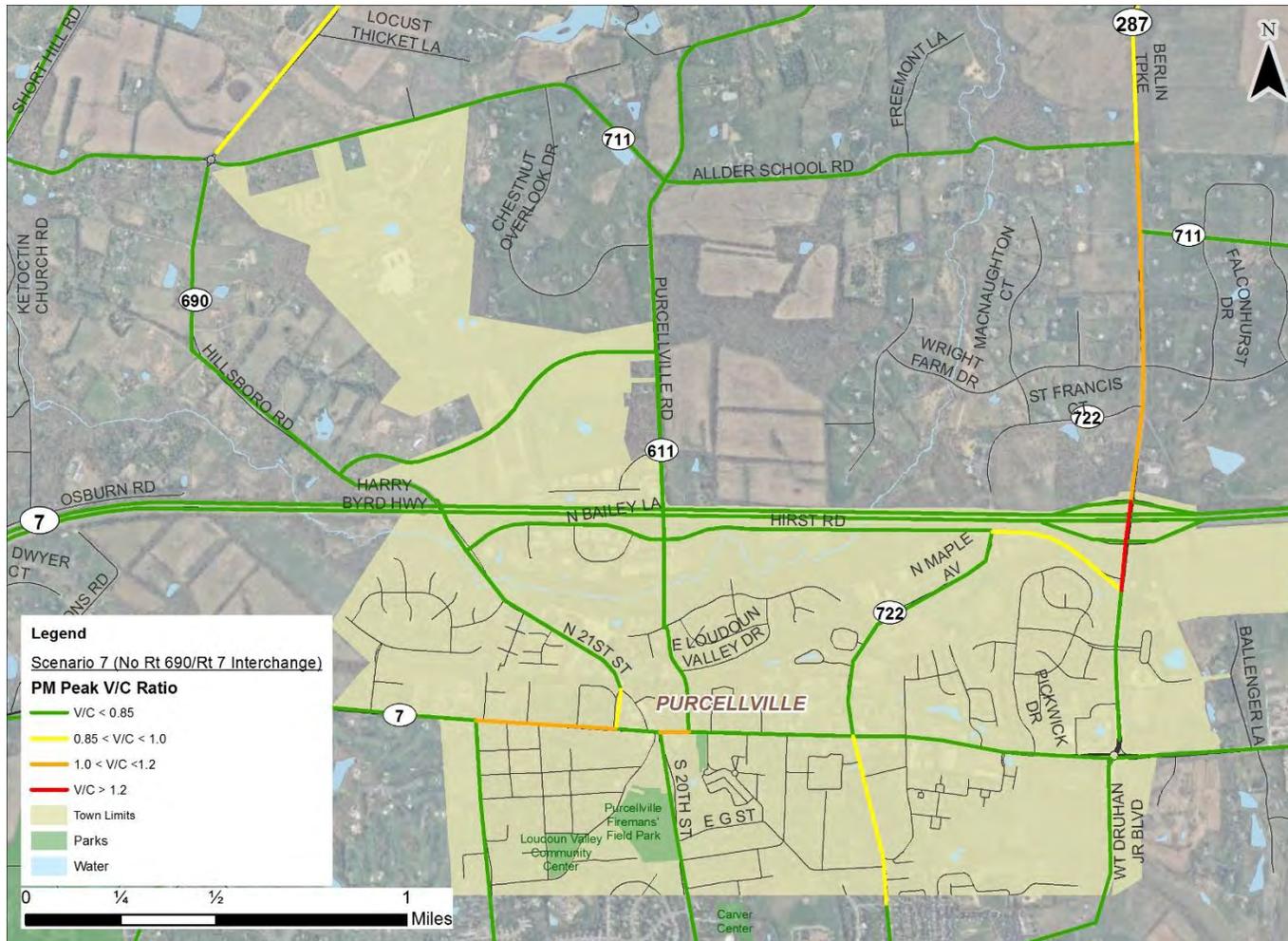
- Without the Route 690/ Route 7 interchange, Route 287 is strained as the only access point to Route 7 Bypass
- Main Street (Route 7 Business) and Hirst Road are at or reaching capacity, carrying traffic east to Route 287



Scenario 6 (With Route 690/ Route 7 Interchange)

- Route 690 experiences increased traffic with access to Route 7 Bypass
- Added east-west connectivity reduces traffic on Hirst Road and Main Street (Route 7 Business)

Figure 28: Scenario 6 (With Interchange) PM Peak V/C Ratios



*Scenario 7 (No Route 690/
Route 7 Interchange)*

- Increased volumes on Route 287 between Route 7 Bypass and Allder School Road with improvements to Allder School Road

Figure 29: Scenario 7 (No Interchange) PM Peak V/C Ratios

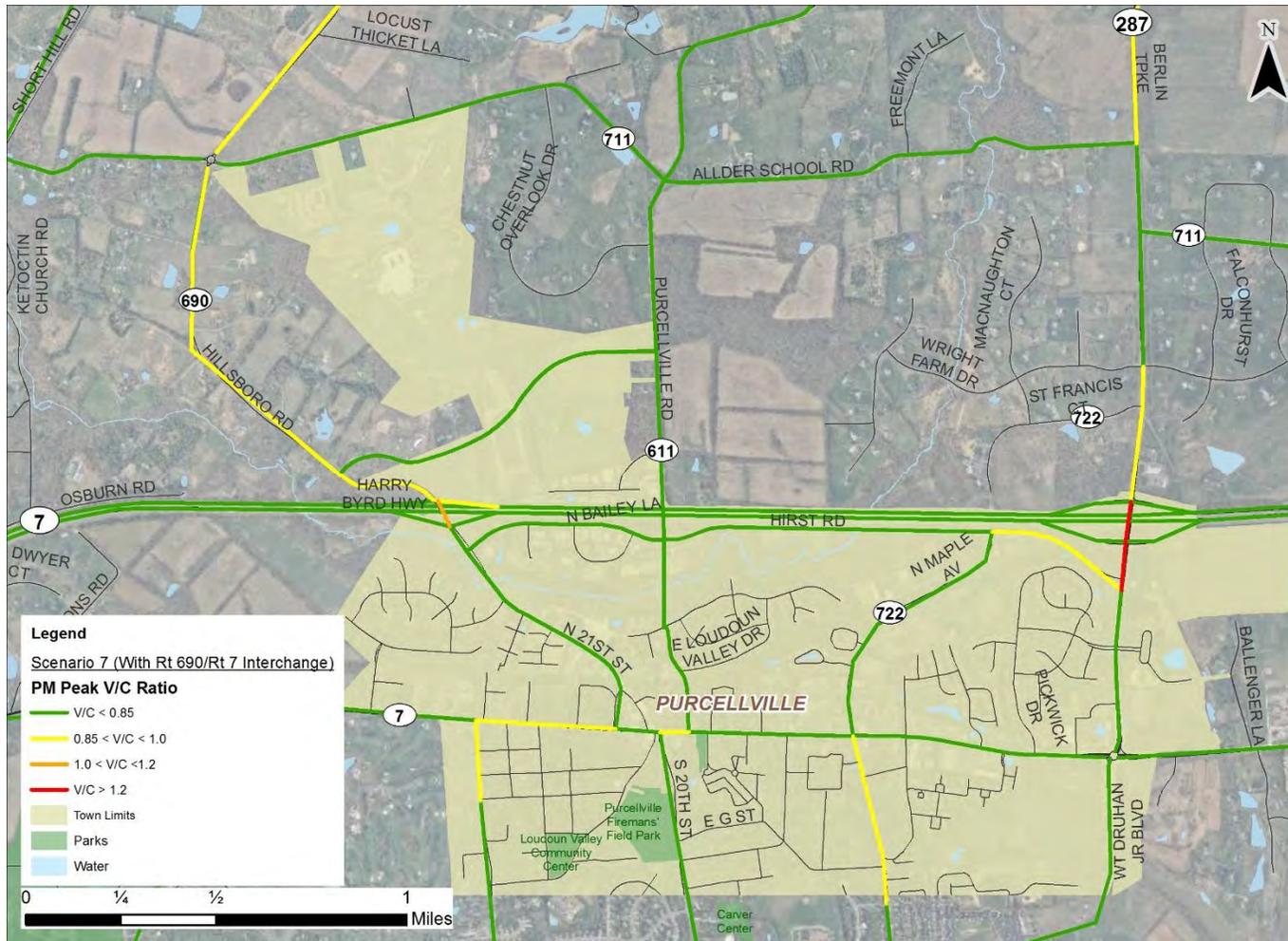


Figure 30: Scenario 7 (With Interchange) PM Peak V/C Ratios

Scenario 7 (With Route 690/ Route 7 Interchange)

- Route 690 redistributes traffic from Route 287 interchange
- Route 287 interchange may still exceed capacity with Route 690 interchange in place

ANALYSIS FINDINGS

TECHNICAL POINTS

The following points are observations made from the analysis that pertain to specific scenarios.

- Scenarios with the interchange at Route 7 Bypass/Route 690:
 - Reduce traffic volumes on portions of Berlin Turnpike, Hirst Road, and Main Street. The interchange is key to keeping traffic off of the local east-west connectors
 - Create added pressure along the Route 690 corridor with the PNCR in place
- Without the Route 7 Bypass/Route 690 interchange in place, the PNCR creates an alternative route to Route 9 (West Virginia) and the panhandle to the northwest.
- PNCR reduces trips from Hirst Road and Main Street. Without PNCR in place, the model forces volume to the south to travel east-west.
- Scenario 6 – modeled the same as Scenario 5, the model will not differentiate between the two alignments
- Scenario 7 – Improving Alder School Road adds more volume along Route 287 from the interchange at Route 7 to the intersection with Alder School Road. With the new Route 7 Bypass/Route 690 interchange, the traffic on Route 287 is alleviated.
- Regardless of the alternatives, every scenario experiences $V/C > 1.2$ between the ramps at the Route 287/Route 7 interchange.

BIG PICTURE

The following general observations were made after reviewing the results of the scenario analysis.

- The proposed Route 7 Bypass/Route 690 interchange is key for the local roadway network
 - Improves circulation around the Town of Purcellville
 - Removes regional traffic from local/neighborhood streets
 - Reduces the pressure on the Route 7 Bypass/Route 287 Interchange
- Even with improvements to the local road network and an interchange at Route 7 Bypass/Route 690, there are capacity issues along Route 287 between the Route 7 Bypass ramps.
- Hirst Road/ Route 287 intersection needs improvements to correct existing and future capacity issues.
- Alder School Road is an optional alternative to the PNCR, but the potential costs for the physical improvements needed may outweigh the benefit.

Purcellville Northern Collector Road:

- Adds value for circulation.
- Volumes show demand for a two-lane facility instead of a four-lane facility per the Countywide Transportation Plan.
- Given the existing land use (Wright Farm Subdivision), the PNCR facility would be better served through a connection to St. Francis Court (as opposed to Warfield Court), which is an existing two-lane facility with pavement markings. Wright Farm Drive is an unmarked neighborhood street that does not have the characteristics to function as a collector facility.
- If Segment B of the PNCR is built without the Route 7 Bypass/Route 690 interchange, it will serve as a regional connector, which will further exacerbate roadway congestion in the study area.
- Segment C of PNCR (east of Route 287) does not carry any travel demand other than local parcel trips.

WHEN IS THIS FACILITY NEEDED?

The facility is needed for inter-parcel connection and future access. The following occurrences should be monitored to determine the timeline of constructing Segment B of the PNCR:

- After the Route 7 Bypass/Route 690 interchange is constructed
- If and when significant development occurs on the north side of Purcellville
- Before 2040

RECOMMENDATIONS FOR PHASE 2

After developing the technical points, big picture conclusions, and the needs for the Purcellville Northern Collector Road discussed above, the following recommendations should be considered if phase 2 of this study is performed.

- Study scenarios 3, 5 and 6 for further consideration and remove all other alignments from consideration.
- Compare the project cost estimates between alignments scenarios 3, 5 and 6. Right-of-way costs should be carefully considered as some alignment options will require less additional right-of-way or easements.
- Refine the interim and ultimate typical section of the PNCR. This should consider the facility's characteristics, number of lanes, and access.
- Identify short-term (2020) and long-term (2040) improvements for the existing intersections along Route 287 from Hirst Road to St. Francis Court and on Hirst Road from Route 611 to Route 287. The long-term improvements will be analyzed with the Route 7/Route 690 interchange and PNCR in place.



STAFF REPORT
ACTION ITEM

Item # 12.i

SUBJECT: Makersmith Proposal to Lease Town Property

DATE OF MEETING: April 12, 2016

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

SUMMARY and RECOMMENDATIONS:

The Town Council has previously received a presentation from Makersmiths on their business activities and desire to locate in the Town of Purcellville. Subsequently, Council discussed the merits of this proposal. On March 30, 2016, the Mayor received a Letter of Intent with a lease proposal for the Town's property on S. 20th Street (Old Maintenance Facility) (see Attachment 1). This discussion is at the Council's discretion.

BACKGROUND:

The Makersmiths proposal would seek to use a vacant Town facility for its activities in the Town of Purcellville. The activities to be housed in this location are described in Attachment 2 and are generally described as providing a way for the community to create innovative solutions to common problems.

ISSUES:

Town Council should consider a number of items related to this request:

1. Makersmiths has proposed to improve the building at no cost to the Town. In addition, they propose a lease structure as shown below:
 - a. \$250 /month for the first year of the lease
 - b. \$1,250 / month for the second year
 - c. \$2,250 / month for the third, fourth and fifth year
2. Should Council wish to proceed with this idea, the property would need to go through the proper zoning process in order to accommodate this use (either a rezoning or addition of a particular use to the current IP Zoning District)
3. Council may wish to reach out to the neighboring community regarding reuse of the Town's old maintenance facility

BUDGET IMPACT:

At this time, there are no expected expenses required of the Town. However, staff time to work on the proposal will be required.

Based on the proposal, the Town would receive lease payments totaling \$45,000 over a three year period, in addition to any improvements to the building completed by the entity.

MOTIONS:

1. I move that the Town Council direct staff to move forward with the proposal as submitted on March 30, 2016, by Makersmiths. This includes beginning the necessary zoning process, beginning the process to enter into a lease arrangement with Makersmiths, and advertising the necessary public hearings on this proposal.

OR

2. I move that Council decline the offer from Makersmiths and not pursue this lease arrangement.

ATTACHMENTS:

1. Makersmiths Proposal
2. Makersmiths Presentation

30 March, 2016

The Honorable Kwasi Fraser

Dear Mayor Fraser,

Ref: Makersmiths' interest in converting Town of Leesburg property into a community makerspace

I am writing to update you on Makersmiths' interest and offer for the Town of Purcellville property on southwest corner of A St and 20th St, that we had sent you on Dec 20th 2015.

We are still very interested in leasing the property, and we have acquired a significant amount of resources (tools and equipment) to outfit the makerspace we plan to operate there.

As we've previously stated, we believe a makerspace in Purcellville will offer the Town and Town residents a wide area of benefits, including

- economic development opportunities for individuals and businesses
- enhanced educational opportunities for local students and adults
- an invaluable resource that dramatically improves quality of life for enthusiasts and hobbyists
- a unique asset for other community organizations to use to advance their missions

You've mentioned your goal of turning latent Town assets into revenue producing resources, and we believe we can very much help you with that. It is our intent to actively work with the entrepreneurial community in Purcellville such that our space becomes a launching pad and home for a variety of commercial efforts that would have been difficult without a makerspace. We will also spend a very significant amount of volunteer time and organizational resources improving the property, and increasing its' market value.

As an all-volunteer non-profit, this commitment to improving the facility represents a daunting investment of cash, volunteer labor and other resources. However, at your urging, we agree to pay an increasing amount of rent to the Town, if you should approve the lease of space to us. This will make the transaction unequivocally positive to the Town.

Our "best and final" offer for the property is:

- \$250 /month for the first year of the lease
- \$1,250 / month for the second year
- \$2,250 / month for the third, fourth and fifth year

This lease would be net of utilities, as we would, of course, be responsible for our own utilities.

We recognize at first glance this appears to be a discount to market rates, but this is the most we could afford to pay, given the huge improvements we expect the property to need for us to make a safe and effective operating makerspace available to the Town of Purcellville residents.

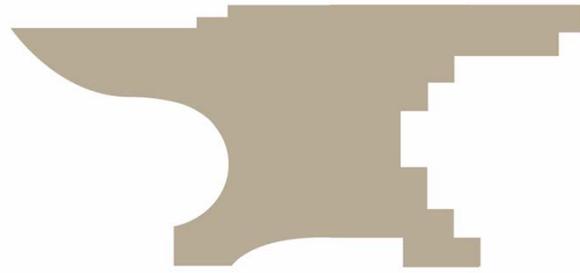
If the Town of Purcellville approves this lease, Makersmiths commits to getting a functioning makerspace up and running this calendar year, and limited operations of the space could begin as early as the first month or two, subject to the building's existing capacity for safe operations (electrical, etc).

As an additional update, we have secured commercial warehouse space in Berryville for holding the tools we plan on setting up and operating in our plans for this Purcellville makerspace. As we've mentioned in discussion with you, Makersmiths has been very fortunate to have received two very large donations to support this planned expansion to Purcellville, which has caused us to have the temporary problem of where to store all of these great tools until we secure a safe and effective operating facility at this Town property. This temporary problem may have led to some confusion that we intend to use the Purcellville location just for storage. Nothing could be farther from the truth. We want and need to have this location utilized as a functioning makerspace, and we now have a significant amount of tools in storage which will allow us to have a pretty impressive capability as soon as the facility is ready.

Thank you for considering this partnership with Makersmiths and we are excited to continue to move forward through this process with you. If you have any questions, please feel free to contact myself or our Purcellville makerspace project team leader Tom Hill at hillkid@earthlink.net.

Sincerely,

Pat Scannell
Executive Director, Makersmiths
pat@makersmiths.org



MAKERSMITHS

INNOVATION FORGE

Purcellville

Q: What is a Maker?

A) Someone who makes things.

It's that simple.



They might make a:

- Robot
- Stew
- Jacket
- Table
- Surfboard
- Motor part
- Staircase



...but they are all makers.



Q: Why does this matter?

- A) When you give makers the right tools and inspiration, they have the potential to change the world.



Q) How is the Maker movement relevant?

- A) Economic: "This (maker movement) could scale to have a bigger economic impact than the Web" - Chris Anderson, former Editor-in-chief, Wired Magazine

- A) Education: "Makers learn to make stuff by *making* stuff. Schools often forget this as they continuously prepare students for something that is going to happen next week, next year, or in some future career"

- We Are Teachers

- A) Social: "The Maker Movement has the potential to turn more and more people into makers instead of just consumers"

- Time Magazine

Got it. Now, Makerspace?

Makerspace: Community centers with tools, combined with the social movement to take advantage of those tools.

- **Unique Purpose:** Combines manufacturing equipment, community, and education for the purposes of enabling community members to design, prototype and create manufactured works that wouldn't be possible to create alone.
- **Unique Opportunity:** Learning environment rich with possibilities.
- **Unique Time:** Place where adults, kids and organizations connect to a future in which they can personally change, modify or "hack" the physical world, creating things that were nearly impossible to do on their own just a few years ago.
- **Unique culture:** Makerspaces are the place where people get sustained opportunity to getting hands-on: to try, fail, learn and use new and classic technologies and tool; to perform real and personally meaningful work.



5

Why Loudoun County?

Why not?

That said, there are plenty of factors in the county that support the need for a makerspace:

- Lack of "places to make"
- High population of current and potential makers
- Economic focus
- Rich "making" asset base
- History



6

Makersmiths Organization

- Incorporated as a non-profit in VA, all volunteer staff
- Fiscally Sponsored (fully tax deductible); 501(c)3 in process
- Held first ever Loudoun County Maker Fair in October, 2014
- Successfully completed first Kickstarter campaign
- Received initial donation of equipment from HHMI
- 40+ members; 250+ members on meetup
- Hosted dozens of community events in 2015 for entrepreneurs, students, and general community residents, including: Boy Scouts/Girls Scouts, STEM workshops, classes on woodworking, welding, 3D printing, Arduino, electronics, drone building, gardening, quilting, laser cutting, CAD, vacuum molding, candle making, Christmas Ornaments, Crafting, etc)



7

Leesburg Location

- Ribbon cutting in August 2015
- 5 Areas: Electronics, Crafts, Wood, Metal, Auto
- Already feeling small
 - Programming
 - Equipment



8

Purcellville

- Proposed facility much larger and very different than Leesburg location
- Each makerspace takes on its own personality
 - Leesburg and Purcellville share membership
- Potential activities: Similar to Leesburg, Vehicles, Agricultural/Gardening, Outdoor Fairs
- Makersmiths upgrades facility as we use it



Thank you!
Questions / Discussion

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STAFF REPORT
ACTION ITEM

Item #12j

SUBJECT: Catoctin Corner Availability Fees

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Alex Vanegas, CPM, Public Works Director

SUMMARY and RECOMMENDATIONS:

Catoctin Corner is a commercial development proposed to be located on the northeast corner of the intersection of East Main Street and the Berlin Turnpike (the roundabout). The developer of Catoctin Corner, Purcellville Development LLC, has submitted Business Utility Forms for water meters at 11 locations on the site. The applications have been reviewed by Town Staff using the standard calculations and procedures that are employed for the review of all business utility forms submitted to the Town. Town Staff recommends approval of all of the meter sizes requested, with the condition that a water supply fixture count and business utility form with plumbing plan be submitted to the Town at the time a zoning permit is requested for each of the buildings/businesses. The business utility form will need to be reviewed and compared to the original submission before a zoning permit for the construction of the building or buildout of floor space will be approved.

BACKGROUND:

Catoctin Corner is a 6.5 acre commercial development located on the northeast corner of the intersection of East Main Street and Berlin Turnpike. The development proposes a mix of restaurants, office space and a gas station/convenience store. The developer has submitted the following request for water meters:

Building Number	Meter Size Requested
1-A	¾ inch
1-B	¾ inch
2	¾ inch
3	¾ inch
4	¾ inch
5	1 inch
6-A	1 inch
6-B	1 inch
7	1 inch
8	1 inch
9 (Shell Gas/Convenience Store)	1 inch

BUDGET IMPACT:

The total estimated water and sanitary sewer availability fees (plus meter fee) collected for this development, based on the requested and recommended meter sizes is:

¾ inch	5 x \$71,359 =	\$356,795
1 inch	6 x \$118,779 =	<u>\$712,674</u>
TOTAL		\$1,069,469

MOTION(S):

“I move that the Town Council approve of the proposed water meter sizes and associated water and sewer availabilities for Catoctin Corner as listed below:”

Building Number	Meter Size Requested
1-A	¾ inch
1-B	¾ inch
2	¾ inch
3	¾ inch
4	¾ inch
5	1 inch
6-A	1 inch
6-B	1 inch
7	1 inch
8	1 inch
9 (Shell Gas/Convenience Store)	1 inch

This approval is valid once all necessary land approvals have been secured with the following stipulations:

This availability must be purchased prior to the zoning permit being issued for the development of the property and must be purchased at the going availability rates at the time of purchase.

The approval of this availability is with the understanding that if the number of fixtures or water use exceeds the allowable amount for the meter size, the current owner will be required to upgrade the availability as necessary with all appropriate approvals, or the use will not be permitted.

Plumbing plans and an updated Business Utility Form shall be submitted for review and approval with buildout of each space.

OR

“I move that the Town Council rejects the proposed water meter sizes and associated water and sewer availability fees.”

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STAFF REPORT
ACTION ITEM

Item # 12.k

SUBJECT: Health Insurance Selection for Fiscal Year 2017

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Daniel C. Davis, Assistant Town Manager

SUMMARY and RECOMMENDATIONS:

During Budget Work Sessions, staff brought forward to Council the proposal to modify the Town's current Health Insurance offering in order to save employees and the Town money in the coming year. Staff recommends Council approve the change to the Key Advantage 250 Plan through "The Local Choice."

BACKGROUND:

The Town of Purcellville participates in "The Local Choice Health Benefits Program" (TLC), which is the Town's insurance program through the Commonwealth of Virginia. This program has over 60,000 members from 335 jurisdictions and entities, which offers great volume and cost savings throughout the program.

The Town has currently elected the "Key Advantage Expanded" program, which is the most generous and benefit-rich option through TLC. The Town has always taken pride in providing robust health benefits to employees. This is one avenue by which the Town recruits and retains employees, even as salaries may not match those of our neighbors to the east.

As Town staff developed the FY 2017 Proposed Budget, premium costs to both the Town and employees were expected to increase by nearly 10%. This increase is due to a number of factors, including: administrative costs as part of the Affordable Care Act, which are passed through to consumers; increases in medical costs; and increases due to claims experience, as a result of actual usage and as calculated by our provider.

Currently, premiums are paid 85% by the Town and 15% by employees. In order to minimize the possible increase in premiums to both the Town and employees, staff is recommending

that Council approve moving to the “Key Advantage 250” plan. This option reduces premium costs to both the Town and employees by about 10% and has limited impact to consumers. For the next year, it means that employees will see a minimal change in premium rates, and the Town will save about \$92,000 across all funds.

A few of the differences in the Town’s current plan (Key Advantage Expanded) and the proposed plan (Key Advantage 250) are shown below:

<u>Benefit</u>	<u>Key Advantage Expanded</u>	<u>Key Advantage 250</u>
Doctor Co-Pay	\$15	\$20
Specialist Co-Pay	\$25	\$35
ER Visit Co-Pay	\$100	\$150
Deductible (not applicable to co-pays)	\$100 (individual) / \$200 (family)	\$250 (individual) / \$500 (family)
In Network Out-of-Pocket Maximum	\$2,000 (individual) / \$4,000 (family)	\$3,000 (individual) / \$6,000 (family)

Other benefits, such as prescription and dental, are the same between the two plans. The network is the same, all doctors are the same, and all services are the same. Vision benefits are virtually the same, with only a slight increase in the co-pay for a routine eye exam.

Moving to the Key Advantage 250 Plan brings the Town’s plan closer in line with other health plans offered by the public and private sector. It also makes health care costs more consumer-based, so that additional costs are charged when health care is needed instead of paying high premiums regardless of the amount of use. Additionally, the limited increase in co-pays and deductible is not expected to be burdensome to most employees.

Rates for the two plans for the Town of Purcellville are shown below:

<u>Plan</u>	<u>Key Advantage Expanded (2017 monthly rate)</u>	<u>Key Advantage 250 (2017 monthly rate)</u>	<u>Savings by changing plans (monthly)</u>
Individual:	Town Share: \$590.75 Employee Share: \$104.25 TOTAL: \$695	Town Share: \$538.05 Employee Share: \$94.95 TOTAL: \$633	Town Savings: \$52.70 Employee Savings: \$9.30 SAVINGS: \$62
Dual:	Town Share: \$1093.10 Employee Share: \$192.90 TOTAL: \$1286	Town Share: \$995.35 Employee Share: \$175.65 TOTAL: \$1171	Town Savings: \$97.75 Employee Savings: \$17.25 SAVINGS: \$115
Family:	Town Share: \$1595.45 Employee Share: \$281.55 TOTAL: \$1877	Town Share: \$1452.65 Employee Share: \$256.35 TOTAL: \$1709	Town Savings: \$142.80 Employee Savings: \$25.20 SAVINGS: \$168

Annual savings for an employee on the “Family” plan is just over \$300. As mentioned above, if the Town were to stay on the Key Advantage Expanded plan, employees would see a nearly 10% increase in premiums. The move to the Key Advantage 250 eliminates that increase.

ISSUES:

There are no issues with this proposal. Management is communicating with staff the proposed change. This change would not affect any member’s ability to procure services or continuing seeing an existing provider.

Staff was asked to provide a comparison of the Town’s rates and cost sharing structure to neighboring jurisdictions. That information is provided as Attachment 1.

During “open enrollment” this year, staff also intends to conduct a “dependent audit.” This simple audit ensures that all persons covered under the Town’s health program are eligible to be covered. If the Town is paying for health care coverage for ineligible persons, this results in unnecessary expenses to the Town and taxpayers.

BUDGET IMPACT:

Changing plans would save the Town about \$92,000 annually in premium costs. After accounting for the various funds and chargeback amounts, this is expected to save about \$55,000 in the General Fund for FY 2017. As always, the exact cost of health insurance changes throughout a year due to employees' health elections during open enrollment, due to qualifying life events (birth, death, marriage), and changes in employment.

MOTIONS:

1. I move that the Town Council authorize staff to offer employees the "Key Advantage 250" Plan through "The Local Choice Health Benefits Program." I further move that staff notify TLC of this selection and begin the process of open enrollment as required, to include conducting a dependent audit during open enrollment.

OR

2. I move that Council make no change to the Health Plan offered by the Town to its employees and retirees.

ATTACHMENT:

1. Comparison of Health Rates and Cost Sharing with Neighboring Jurisdictions

Neighboring Jurisdictions employer/employee health insurance payment percentage for full-time employees:

Locality	% for Single	% for Dual		% for Family
County of Loudoun (Cigna – Multiple plans)				
POS Plan	85/15	80/20		75/25
OAP Plan	90/10	85/15		75/25
CDHP-HAS/HRA Plan	95/5	90.5/9.5		82/18
Dental/Vision	85/15	80/20		75/25
Leesburg		ee + child(ren)	ee + spouse	
Anthem HealthKeepers	89/11	87/13	85/15	78/22
Anthem Keycare PPO	85/15	83/17	81/19	74/26
Hamilton (The Local Choice)	100	100		100
Round Hill (The Local Choice)	100	80/20		60/40
Middleburg (The Local Choice)	100	85/15		80/20
Lovettsville (The Local Choice – Key Advantage)	100	85/15		80/20
Herndon (The Local Choice - 3 Plans)				
Key Advantage Expanded	90/10	72/28		72/28
Key Advantage 250				
Kaiser				

04/07/16

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STAFF REPORT
ACTION ITEM

Item # 12.L

SUBJECT: Sponsorship of Community Projects: Painted Wine Barrel EDAC Program and WLAST Palm Sculptures

DATE OF MEETING: April 12, 2016

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

BACKGROUND:

The Economic Development Advisory Committee (EDAC) has begun a community project to have local artists paint wine barrels and get sponsors throughout Town place these barrels in public areas. They will all be displayed at the Music and Arts Festival on May 21st and will be judged and auctioned off at Catoctin Creek Distillery in November. Council is being asked to sponsor one barrel at \$200 and to display it at Town Hall. Staff supports the idea.

Similarly, the Western Loudoun Artists Studio Tour has done a Palm Sculpture project for the past 10 years. They will be displaying these at the Music and Arts Festival as well. The Purcellville Arts Council would like to sponsor a palm sculpture that will be designed by students at Harmony Middle School. The cost is \$100.

ISSUE:

Staff does not have the authority to sponsor a particular project without approval from the Town Council. Council is asked whether it wishes to sponsor one of the painted wine barrels and to authorize the funds for the Purcellville Arts Council to sponsor a palm sculpture.

BUDGET IMPACT:

Sponsorship cost is a total of \$300. Funds are available in the Community Development (Economic Development Special Projects) budget and the Purcellville Arts Council budget.

MOTIONS:

1. I move that the Town Council approve the sponsorship of a painted wine barrel as part of the EDAC townwide project and the sponsorship of a WLAST palm sculpture through the Purcellville Arts Committee.

OR

2. I move an alternate motion.



STAFF REPORT
DISCUSSION ITEM

Item #13

SUBJECT: Request for Recognition – LVHS Wrestling and Swimming
(Individuals)

DATE OF MEETING: April 12, 2016

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

SUMMARY and RECOMMENDATIONS:

Recently two individuals at Loudoun Valley High School earned the title of 4A State Champs – one in wrestling (Cade Kiely) and one in swimming (Sean Conway). It has been the Town’s practice to honor student athletes that earn state titles.

BUDGET IMPACT:

None

ATTACHMENT(S):

None

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Hays, Diana

From: Fraser, Kwasi
Sent: Wednesday, March 16, 2016 9:08 PM
To: Hays, Diana
Subject: Fwd: Proclamation For Look Up Day
Attachments: ProclamationForLookUpAwarenessDayinthePurcellvilleCommunity (4).docx; ATT00001.htm

Hi Diana;

Please put together the attached proclamation.

Thanks,
 Kwasi Fraser
 Mayor - Purcellville, Virginia
 571 970-7205
 Sent from my iPhone
 Please consider the environment before printing this email.

Begin forwarded message:

From: Ayesha Paracha <ayeshapafia@gmail.com>
Date: March 16, 2016 at 8:46:06 PM EDT
To: "Fraser, Kwasi" <kfraser@purcellvilleva.gov>
Cc: Katie Rahn <Ktrrahn@gmail.com>
Subject: **Proclamation For Look Up Day**

LOOK UP DAY PROCLAMATION

March 16, 2016

Dear Mayor Fraser,

We, two eighth graders, have been working on a project about looking up from technology. Technology is a great tool in lot's of places, but it's distracting people from being aware of problems around them. Therefore, our goal is for people to take a proactive stand against problems they have previously ignored due to technology overuse. That's why we started our project which we want to add on to with your help.

This project is part of the *Loudon Step Up Youth Competition* which in on March 29th.

We would be honored if you would sponsor an official proclamation to recognize the day you choose as Purcellville Look Up Day! To link with community events that are already happening, this would fit perfectly with Purcellville Clean Up Day. Your proclamation would lend official recognition to the important problems our community are currently ignoring. We have enclosed a draft of our proclamation.

If you have any questions concerning the request, the draft of our proclamation, or our project, please email us at ayeshapafia@gmail.com. Also, we made a video which we showed to our whole school. Here's a link to it if you would like to watch it:

<https://www.youtube.com/watch?v=BsxEqjYrt9A>. If possible, we would like a response by Wednesday, March 23rd. We appreciate your time and hope you consider our idea. Thank you!

Sincerely,

Ayesha Paracha and Katie Rahn
8th Graders at BRMS

Proclamation For Look Up Awareness Day in the Purcellville Community

WHEREAS people are using technology to much meaning people need to be more aware,

WHEREAS, the average person spends 2-5 hours a day looking at a screen,

WHEREAS this is causing people to be less aware of the problems in our community because the time they spend looking at a screen, could be spent helping people,

WHEREAS people rarely ever go visit/help elderly people anymore,

WHEREAS people feel the need to look down at screens while driving and cause accidents,

WHEREAS 40% of our community members have witnessed or experienced cyberbullying, which is bullying through technology,

WHEREAS 11.5 billion dollars is spent on cleaning up litter per a year,

WHEREAS people could be cleaning up this litter, paying more attention to bullying and cyberbullying, spending more time with elderly people,

WHEREAS there are people without basic necessities around us that could be helped,

WHEREAS there should be a day dedicated to people taking a proactive stand against these problems, and for people to pay more attention to the community and get off their phones.

NOW, THEREFORE BE IT RESOLVED that as the Mayor of **Purcellville**, I proclaim our city will stand in recognizing a day as “Look Up Day!” We hereby commit to focusing on reducing the use of technology so our community will vanquish problems such as the ones listed above.

Specifically we would like to:

1. Raise public awareness and concern about the overuse of technology
2. Encourage schools to dedicate time to teach students about these problems
3. Make a town wide “Look Up Day”

Sign Here X _____

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Hays, Diana

From: Schroeck, Joe
Sent: Thursday, March 31, 2016 9:33 AM
To: Hays, Diana
Cc: McAlister, Cynthia
Subject: Town Proclamation
Attachments: CIOT-2016-Proclamation.doc

Diana,

Can we add this town proclamation for the may t/c meeting. I have supplied a sample but you may have some better samples from prior years. Just use the info from my sample. If you have any questions, please let me know.

Thanks Joe

Lieutenant Joe Schroeck
Field Operations Commander

Purcellville Police Department
125 Hirst Rd. #7A
Purcellville, Va. 20132
540 338-7422
Fax 540 751-1697

From: Hays, Diana
Sent: Wednesday, March 30, 2016 1:47 PM
Subject: Press Release - Town Hires New Director of Information Technology

NEWS RELEASE **Contact:** Daniel C. Davis, Assistant Town Manager
FOR IMMEDIATE RELEASE dcdavis@purcellvilleva.gov; 540-751-2354

TOWN HIRES NEW DIRECTOR OF INFORMATION TECHNOLOGY

PURCELLVILLE, Va. March 30th, 2016 – The Town of Purcellville is pleased to announce the hiring of its first full-time Director of Information Technology (IT). Shannon Bohince will start with the Town on Thursday, March 31st. Mr. Bohince recently worked for the Loudoun County Department of IT as a Senior Server Engineer. With over 20 years’ experience in IT and 10 years in local government, Mr. Bohince was unanimously selected by a cross-departmental panel of town managers and staff. The Town received a number of highly qualified applicants and interviewed several professionals with extensive experience.

Mr. Bohince brings to the Town a strong balance of hands-on experience and capability as well as strategic planning and innovation. “I am really excited about hiring Mr. Bohince and bringing his forward-thinking mindset to the Town of Purcellville,” said Danny Davis, Assistant Town Manager. “Mr. Bohince is poised to bring innovative solutions to the Town that will increase our effectiveness in technology solutions.”

“I’m looking forward to joining the Purcellville team and building upon the good foundation that has been established,” said Mr. Bohince. “IT is an ever-changing environment and there are many opportunities to enhance and strengthen the Town’s IT infrastructure in service to the Town government and community.”

The Town's IT Department is responsible for maintaining its core information systems and hardware, including Town email servers, file servers, employee accounts, phone and security systems, and the newly-approved financial software system.

Diana Hays

Town Clerk/Project Manager

Town of Purcellville

221 S. Nursery Ave.

Purcellville, VA 20132

Direct: 540-751-2334 / Fax: 540-338-7205



Proclamation

*By the
Mayor and Town Council
of
The Town of Purcellville*

- WHEREAS,** the safety and security of the citizens of the Town of Purcellville and surrounding areas are vitally important; and
- WHEREAS,** a large percentage of our citizens regularly drive or ride in motor vehicles on our roadways; and
- WHEREAS,** the use of seat belts in passenger vehicles saved an estimated 12,802 lives in 2014; and
- WHEREAS,** regular seat belt use is the single most effective way to reduce fatalities in motor vehicle crashes;
- WHEREAS,** the use of seat belts is supported by the laws of the Commonwealth of Virginia and Town of Purcellville
- WHEREAS,** May 23,2016 through June 5, 2016, has been selected as the national *Click It or Ticket* mobilization enforcement period;
- WHEREAS,** across the country law enforcement officers will actively be participating in the mobilization to ensure all motor vehicle occupants are buckled up day and night to reduce the risk of injury and death caused in traffic crashes;
- AND WHEREAS,** increased enforcement of seat belt laws coupled with publicity has proven to be an effective method to increase seat belt use rates and decrease fatal crashes;

NOW, THEREFORE, I, Mayor Kwasi Fraser, do hereby proclaim and announce May 23,2016 to June 5, 2016, as the *Click It or Ticket* Mobilization in the Town of Purcellville , and urge all citizens to always wear seat belts when driving or riding on our roadways.

IN WITNESS WHEREOF, I have hereunto set my hand on behalf of the Town of Purcellville

Insert State logo here.

[Kwasi Fraser, Mayor, Town of Purcellville]

[Date]

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Hays, Diana

From: Fraser, Kwasi
Sent: Thursday, March 17, 2016 12:51 AM
To: Hays, Diana
Subject: Drew Hunter Day

Hi Diana;

I will like to Proclaim a day in April Drew Hunter Day. Please draft a Proclamation based on the following accomplishments; Drew Hunter has: set the record for the high school indoor mile and the high school record for the 3,000 meter race. He won the National High School Cross Country Championship was also named the National Boys Cross Country Runner of the Year. I don't know how you'll boil that all down to one certificate but I tried to focus on the big ones.

Thanks,

Kwasi Fraser

Mayor - Purcellville, Virginia

571 970-7205

Sent from my iPhone

Please consider the environment before printing this email.

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Hays, Diana

From: Lohr, Rob
Sent: Tuesday, April 05, 2016 9:38 AM
To: Hays, Diana; Davis, Daniel; Doug McCollum - Personal; Fraser, Kwasi; Fuller, Melanie; Hankins, Sally; Jimmerson, Karen; John Nave - Personal; Kwasi Fraser - Personal 2; Lehr, Joan; McCann, Hooper; McCollum, Doug; McConville, Patrick; Nave, John; Patrick McConville - Personal; Lohr, Rob
Subject: FW: Recognition of Dave Becker
Attachments: Letter for CGD.docx; Testimonials for CGD.docx

Diana,
Please add to the 12th agenda so we have TC review and decide if they want to recognize. Thanks, Rob

From: Jennifer Heffron [<mailto:theheffrons@verizon.net>]
Sent: Monday, April 04, 2016 11:58 AM
To: Lohr, Rob <rlohr@purcellvilleva.gov>
Subject: Recognition of Dave Becker

Hello, Mr. Lohr,

As promised, here is the letter requesting that the Town of Purcellville recognize Dave Becker. I have included an attachment that lists testimonials from other people as well pulled from the Facebook page established in his honor.

Please let me know if there is any other information we can provide. The Parent Teacher Organizations of Emerick Elementary and Blue Ridge Middle Schools thank you for your assistance!

Best,

Jennifer Heffron
703.624.9532

April 3, 2016

Purcellville Town Council
Town Hall
221 South Nursery Avenue
Purcellville, Virginia 20132

Dear Town Council Members:

On behalf of both the Emerick Elementary Parent Teacher Organization and Blue Ridge Middle School Parent Teacher Organization, we would like to respectfully request that the Purcellville Town Council award a Certificate of Recognition to Dave Becker, the crossing guard for both schools. We would also like to for the Town Council to designate a "Dave Becker Day" in the near future.

For any of you who may have driven by Emerick or Blue Ridge at the beginning of the school day or at dismissal, you will likely have witnessed the contagious enthusiasm of Crossing Guard Dave. It is impossible not to smile when you are greeted by him, and he brightens the day of everyone who has the privilege of seeing him. He waves and greets everyone who walks or drives by and it doesn't matter the weather, he is there each and every day and his love of his job and the students never wavers.

For those students that walk to school, particularly those at the middle school level, it is a comfort to parents that Crossing Guard Dave is looking out for them. He exemplifies what taking pride in your work and being part of your community is all about. He embodies what Purcellville strives to be every day... a small town where we look out for each other. Each day, the faculty, students and families at both schools benefit from his kindness and dedication.

Although being a crossing guard is a paid position, Crossing Guard Dave goes above and beyond his job description. He can often be seen at Emerick school events, supporting the students and the school. It's one thing to do your job and to do it well, but it's another to make a difference to so many members of your community.

And while Crossing Guard Dave has only been a crossing guard for a few years, he has been serving his community as a fireman for decades, coming out of retirement after only a year to fill the vacant position at Emerick. Were he to retire as a crossing guard tomorrow, his contributions are no less valuable than if he worked for many years in the position. What he means to our community, and particularly to our two schools, deserves to be acknowledged now and not after he has worked as a crossing guard for a certain period of time.

The idea for honoring Crossing Guard Dave came from several parents who were so impressed with him and all that he does for our students, that they created a Random Acts of Kindness Facebook Page in his honor. Over 100 parents have joined it and will be working to acknowledge Dave Becker in some way. The first part of the plan was to feature an article about him in the Purcellville Gazette. An Emerick and Blue Ridge parent wrote the article and it appeared in the paper just this past week. Here is the link to the article: <http://purcellvillegazette.com/crossing-guard-dave-duty/>. The culmination of our efforts will be to coordinate a day filled with random acts of kindness for Crossing Guard Dave and we hope a recognition by the Town of Purcellville.

I could continue to share why I think Dave Becker deserves this recognition, but I thought you would like to hear from others as well. In addition to the article in the Gazette, attached please find excerpts from the Random Acts of Kindness Facebook page. They echo much of what I have shared and then some.

Thank you in advance for your consideration. We hope the Town Council will agree to help us in this worthwhile endeavor. Please do not hesitate to contact me with any questions. Should you desire more testimonials or reasons to acknowledge Dave Becker, we would be happy to provide them.

Best,

Jennifer Heffron

Jennifer Heffron

Secretary
Emerick Elementary School Parent Teacher Organization
Secretary
Blue Ridge Middle School Parent Teacher Organization

Cc: Rob Lohr, Town Manager

Attachment

TESTAMONIALS

He is a nice man always smiling even when is cold and rainy out. Elizabeth Licciardone

Crossing Guard Dave is the best! Christa Kelly

When Miss Shirley retired (and I adored her) I so wanted to find fault with Dave - still haven't been able to years later. Chris St. John

My kids do not walk to school. Dave makes our day with his bright smile and friendly wave as we drive by. He is always pleasant.... I don't think I could smile when it is -10, Dave does. What an asset to our schools and community. Brenda Acham

Always smiling and waving! What a Guy! Glad to have him at our school! Jaime Franks

On a daily basis, Dave's smile is something you can count on. I might pass him while dropping a kid off at school or on my way to work. No matter what the mood might be when leaving for the day, you can't pass by him without feeling a little bit lighter and carrying a bigger smile yourself...which you simply want to pass on to others. His kindness is contagious. Michelle Wood

The girls and I were talking about him on our drive to school today.... How he and his wife came to Emerick's Alice in Wonderland to see the students' performance. He really cares about these kids. Karen Herr

I have had the privilege of experiencing his joy from both sides when I sub at Emerick and Blue Ridge. Not only is he a delight every single day to those who pass his way but also as he greets the staff at both schools when he radio's in and out for the day. My kids have been so touched by him that at the last day before Christmas break, they wanted to give him a gift. They found out that he likes hot chocolate, so we brought him one as he began his shift at BR. He never ceases to put a smile on our faces! What a difference one person can make!! So blessed to have him in our community! Kristen Hickman

He always brightens our day with his kindness when he always smiles and waves to us in the morning! He is truly a wonderful, kind, person and we are so fortunate to have him! I love hearing him on the radio as well when he is signing out at BRMS - he is always so friendly! smile emoticon I love this idea of recognizing him - he definitely deserves it! Jennifer Nicholson

I look forward to the wave or salute each day, once on the way and again on the way back through the BRMS crossing. Dave may not know it but he represents not only what is terrific about this town, but he is a symbol for what is good in this world. His presence is a brilliant reminder, especially when the disrespect is running rampant on the news and within political circles, that there are good peaceful people out there, and we should celebrate them. Dave Dehler

I am so happy that others feel the way I do about Crossing Guard Dave. He is an amazing human being! Tiffany Mussmon

Every single morning, no matter the day - he brings my heart such great joy with his smile and presence. I am going to begin a monetary collection from anyone locally who would like to participate in thanking a person you might not even know for being a wonderful representative of our Community, whose job might be invisible to some. He is making the world a better place by being a happy adult with a smile and greeting for our children, every morning and every afternoon. Kathy Klavon

Love to see his smiling face, wave, and tipping his hat (who does that anymore?!) Xenia Busch

Don't know him either but he gives his all to our kids... sun, snow, rain, etc. with a bright smile, a wave and a tip of his cap. An amazing example for our kids to see. Lisa Nguyen

He smiles and waves at me every day... At both schools....and he is always there... Such a wonderful man! Sarah Cower

I know Dave and his family. They are wonderful people. Dave is retired public service (I can't remember if its police or fire). He is truly a delight. Joy Greenly

He is one of a kind, makes the kids and parents smile each and every day! How lucky we are as a community to have him! Love all the ideas on this page, I'd love to do something for him. Megan Harris

It brightens my day when I see Crossing Guard Dave. His happiness is contagious. He is a true gem of the community. Adele Tierney

Crossing Guard Dave is the BEST - there is no one else like him!! Sandy Carlson

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STAFF REPORT
ACTION ITEM

Item #14

SUBJECT: Approval of Meeting Minutes

DATE OF MEETING: April 12, 2016

STAFF CONTACTS: Diana Hays, Town Clerk/Project Manager

SUMMARY and RECOMMENDATIONS:

Attached are the meeting minutes from the March 15, 2016 Budget Work Session, the March 29, 2016 Special Meeting/Budget Work Session and the March 31, 2016 Special Meeting/Budget Work Session for review and approval by Town Council.

ATTACHMENT(S):

1. March 15, 2016 Budget Work Session Minutes
2. March 29, 2016 Special Meeting/Budget Work Session Minutes
3. March 31, 2016 Special Meeting/Budget Work Session Minutes

MINUTES
PURCELLVILLE TOWN COUNCIL BUDGET WORK SESSION
MARCH 15, 2016
TOWN HALL COUNCIL CHAMBERS

The Town Council Budget Work Session was convened at 7:00 PM in Council Chambers with the following in attendance:

PRESENT: Kwasi Fraser, Mayor
Joan Lehr, Council member
Karen Jimmerson, Council member
Patrick McConville, Council member
Doug McCollum, Council member
John Nave, Council member
Melanie Fuller, Council member

ABSENT: None

STAFF: Robert Lohr, Jr., Town Manager
Danny Davis, Assistant Town Manager
Alex Vanegas, Director of Public Works
Elizabeth Krens, Director of Finance
Hooper McCann, Director of Administration
Connie LeMarr, Assistant Director of Finance
Chief Cindy McAlister, Police Dept.
Paula Hicks, Staff Accountant
Debbie Capitan, Budget Specialist
Diana Hays, Town Clerk

CALL TO ORDER OF REGULAR MEETING:

Mayor Fraser called the regular meeting to order at 7:00 PM. The Pledge of Allegiance followed.

PRESENTATION OF FY16/17 BUDGET:

Mayor Fraser introduced Rob Lohr who introduced the proposed FY 2017 Fiscal Plan and Capital Improvement Program. Rob Lohr reviewed the accomplishments and achievements over the year and talked about the status of each of the funds – the General Fund, Parks and Recreation Fund, Water Fund and Wastewater Fund. Rob Lohr ended by summarizing the upcoming budget work session meetings that were adopted towards the end of 2015 as well as the budget deadline. Council had no questions or comments at this time.

PRESENTATION BY DAVENPORT & CO.:

Kyle Laux, Davenport & Co., the Town's Financial Advisor, talked about the Town's credit rating to include an overview of the rating agencies, credit rating descriptions, credit rating scale, rating agency methodologies, and rating agencies next steps. Mr. Laux next discussed the multi-year financial forecast, key assumptions used in the multi-year projections for the General Fund and Parks and Recreation Fund, General Fund Initial Observations, and the Parks and Recreation Fund Projection and Initial Observations.

Council member Lehr asked about the Parks and Rec tax being split out to a separate fund, and added that what wasn't done was that no money was taken from the general fund and split out so that the parks and rec fund had its own fund. Council member Lehr asked if it would have made sense to take 17% (the P&R tax) and put that in a separate entity. Mr. Laux talked about the day to day operations of how to track the various funds and ensure they are in compliance with what you can do with special tax district dollars versus with general fund dollars. Mr. Laux added the rating agencies will see those funds both as tax supportive and not add them together, and from their standpoint will likely not make a difference if it is all in the general fund or some in the special tax district fund. Rob Lohr noted that this is one of the items the Town did not look further into and added you can always take money from general fund reserves without restrictions and transfer it into this activity if needed for a special project.

Council member Nave asked about the two penny increase in real estate tax and confirmed with Mr. Laux that the calculation is going across the board. Council member Nave asked about the Transfer to Capital Fund and added this changes the deficit noted in blue and asked for the rationale for the line in regards to the amount and when it is done, not done, etc. Mr. Laux stated that this ties back to the capital program and individual projects. Danny Davis added that the specific dollars noted in Transfer to Capital Fund are related to the financial system as Town Council agreed to pay for out of cash reserves to the capital fund. Mayor Fraser requested that parentheses go around 2017 so it is clear that the two cents only applies to 2017 and not every year.

Mayor Fraser asked about the Unassigned Fund Balance noted in green and asked what the optimum percent is and if the Town should be paying off debt at an accelerated pace. Mr. Laux stated the level varies by local government and a couple of factors to include being in compliance with the policy and to manage cash flows. Mr. Laux added that the level is strong and as a smaller local government need to have a certain amount for emergencies, and from there asking if there are opportunities to do cash funding of CIP items or opportunities to help not incur future debt.

PRESENTATION BY MFSG:

Eric Callocchia, Manager, Municipal & Financial Services Group stated his company has been working with the Town for over eight years to look at the long term projection of the water and sewer utility financial health. Mr. Callocchia discussed water rates and sewer rates with upcoming new availabilities as well as years beyond.

Council member Nave asked what data was used to make the calculations for Kline and Warner Brook. Alex Vanegas stated that the submitted concept plans and data were used. Council member Nave expressed concerns with those plans not being firm. Council member Nave asked about the 31% increase in water rates between FY17 and FY21. Mr. Callocchia stated that is to cover planning for the future.

Council and staff talked about bulk water sales as a source of income as well as annexation and other ideas for revenue streams and if there are parameters or bond documents in place that do not allow the Town to waive certain fees or structures. In order to grow strategy, Mayor Fraser asked if we can be proactive and determine how many availabilities (residential/commercial) are needed to help with water problems. Mr. Callocchia noted there are several variables needed and if provided, can provide that information fairly quickly. Mayor Fraser asked if meals tax can be used to pay for water and sewer. Mr. Callocchia stated that in general, General Fund Revenues legally can be used to support utility services however the bond rating agencies would look very unfavorably on this.

Council member McCollum talked about annexation and added is not optimistic that the concept of annexation for Kline or Warner Brook will be an issue that the County will discuss with the Town.

Mayor Fraser asked if there is a way to combine the water and sewer funds to lessen the percentage. Mr. Callocchia noted that the model separates the two costs then combines them at the end so the water rates can be projected separately from sewer rates, and added that the funds are utility dollars. Further discussion took place on the performance of the water fund and the sewer fund.

Council member McConville asked about adjusting the fixed charges and Mr. Callocchia stated he is looking into that in terms of an overall revenue increase. Mr. Callocchia stated he is also looking into reducing the number of tiers and looking at rates that are revenue neutral.

REVIEW OF UPCOMING BUDGT SCHEDULE:

Rob Lohr confirmed the next budget work session is scheduled for March 29th.

DISCUSSION OF BUDGET REVIEW PROCESS:

Rob Lohr requested that all questions be sent to Liz Krens and her staff will compile the questions and answers. Mayor Fraser asked about the public's ability to ask questions, and Rob Lohr added that citizens are welcome to speak at any Town Council Meeting as well as the upcoming public hearing or Council may want to consider scheduling a special meeting for this purpose.

Council member Lehr asked if there is a place on the Town's website where citizens can comment. Danny Davis noted there is an email address for Town Council that citizens are encouraged to write to and offered to create an online form that would go to Council in the

form of an email. Danny Davis stated he would create a webpage for the budget information and include a form that citizens can submit for questions specifically related to the budget.

QUESTIONS AND FEEDBACK FROM TOWN COUNCIL:

No additional comments.

ADJOURNMENT:

With no further business to discuss, Council member McCollum made a motion to adjourn at 9:41 PM. The motion was seconded by Vice Mayor McConville and approved unanimously.

Kwasi A. Fraser, Mayor

Diana Hays, Clerk of Council

**MINUTES
PURCELLVILLE TOWN COUNCIL
SPECIAL MEETING/BUDGET WORK SESSION
MARCH 29, 2016
TOWN HALL COUNCIL CHAMBERS**

The Town Council Special Meeting/Budget Work Session was convened at 7:00 PM in Council Chambers with the following in attendance:

PRESENT: Kwasi Fraser, Mayor
Joan Lehr, Council member
Karen Jimmerson, Council member
Patrick McConville, Council member
Doug McCollum, Council member
John Nave, Council member
Melanie Fuller, Council member

ABSENT: None

STAFF: Robert Lohr, Jr., Town Manager
Danny Davis, Assistant Town Manager
Alex Vanegas, Director of Public Works
Elizabeth Krens, Director of Finance
Hooper McCann, Director of Administration
Chief Cindy McAlister, Police Dept.
Paula Hicks, Staff Accountant
Debbie Capitan, Budget Specialist
Diana Hays, Town Clerk

CALL TO ORDER OF REGULAR MEETING:

Mayor Fraser called the special meeting/budget work session to order at 7:00 PM. The Pledge of Allegiance followed.

BUDGET UPDATE:

Danny Davis noted that staff received a number of questions from Council members and responses were provided in the agenda packet, and added additional questions have been asked and staff is in the process of responding and is hopeful to have the responses distributed in the next day or so. Danny Davis talked about the increase in health care since that question came up several times.

OVERVIEW OF ENHANCEMENTS:

Danny Davis reviewed the proposed enhancements as shown in the proposed budget. Further discussion took place on the Records Management Consultant and the benefits versus working with other local jurisdictions to establish a process.

Town Council also discussed with the Town Attorney the proposed Paralegal position. Rob Lohr suggested that the Town Attorney provide Town Council with a project list and tasks that have been worked on over the past year and a half. Sally Hankins talked about the various duties a paralegal could do. Council member Lehr requested a comparison of what an in house Paralegal would cost compared to the legal work that is sent out for processing. Mayor Fraser asked about alternatives such as enhancing processes. Rob Lohr noted this was studied when work was contracted out which gave the Town the opportunity to determine what was needed and added that the Town has been using in house resources from other departments. Mayor Fraser requested a column that shows the value added versus the risk of adding a Paralegal. Danny Davis continued with summarizing the proposed enhancements.

Council member Lehr suggested that some of the enhancements pertaining to Water and Wastewater are one time investments and reserves should be used. Further discussion took place about the hiring process and compensation. Mayor Fraser suggested a collaboration of all of the surrounding communities to do an in-house study/comparison. Danny Davis talked about the differences in levels in surrounding communities.

Council member Nave stated he emailed his questions to Liz Krens pertaining to the Finance Revenue and Expenditures. Council had no further discussion on Finance Revenue and Expenditures.

Council had no questions or comments on the Information Technology Revenues and Expenditures.

Council member Lehr expressed concerns for the salary for the Office Manager position at the Police Department. Danny Davis confirmed that the number does include benefits. Chief McAlister noted she would be looking for a higher level person experienced in the accreditation area, information technology, legal research, and hiring. Council member Lehr suggested the Town's HR Dept. handle the hiring process. Chief McAlister added that because of the degree of detail associated with the position, it will take someone with that knowledge to be able to do the hiring and added she works closely with Loudoun County. Further discussion took place about the position requirement needing to be full or part time, the expectations of the position and the urgency of filling the position.

Alex Vanegas talked about the history of the Assistant Director of Public Works position and it being eliminated as a cost savings, and the urgency of having the position or some sort of executive support be brought back due to the current work load in the department. Further discussion took place about whether this would be an internal or external hire. Council member Nave requested a more detailed organization chart that shows team leaders, etc.

Vice Mayor McConville asked about the increase in legal service for Community Development. Danny Davis noted that information will be provided pertaining to the breakdown.

Danny Davis suggested deferring discussion on tax and other rates until additional questions are answered. Mayor Fraser agreed.

AMENDMENT/REVIEW OF UPCOMING BUDGET SCHEDULE:

Danny Davis summarized the scheduled of upcoming meetings.

Mayor Fraser requested an IT asset listing of servers, systems and their end of life.

Rob Lohr added that a detailed listing of town vehicles to include mileage will be provided at the next meeting.

ACTION ITEMS:

- a) Extension of Fireman’s Field Lease Agreement

Rob Lohr summarized the staff report and added the third renewal that the Town approved is set to expire on March 31, 2016 and recommended that Council consider a fourth extension through December 31, 2016, which would be less disruptive to stakeholders at the time the lease expires.

Council member Jimmerson made a motion that the Purcellville Town Council agree to a fourth extension of the existing license or a proposed new agreement which would allow for all of the existing terms to remain in place and allow the County to continue to continue operating their programs at Fireman’s Field through December 31, 2016, and that a task committee be created of two Council members, Town Manager and two Board of Supervisor members including the Blue Ridge Supervisor as well as the County Administrator so that the process can start early. The motion was seconded by Council member Lehr.

Council member Lehr stated she has been speaking with the Supervisor and he has not provided the information she has requested and requested that Rob Lohr obtain copies of contracts with Upper Loudoun Youth Football, Purcellville Cannons, and Babe Ruth so that Council can understand the revenues. Council agreed and discussed having community input as well.

Motion: Council member Jimmerson
Second: Council member Lehr
Carried: 7-0

Nave - Aye
Lehr - Aye
McConville - Aye
McCollum - Aye
Fuller - Aye

Jimmerson - Aye
Mayor - Aye

CLOSED MEETING:

Vice Mayor McConville made a motion that as authorized under Section 2.2-3711(A)(7) of the Code of Virginia, I move that the Purcellville Town Council convene in a closed meeting to consult with legal counsel employed or retained by the public body and to receive briefings from staff about actual or probable litigation concerning the Heating, Ventilation, and Air Conditioning system in Town Hall, because such consultation and briefing in an open meeting would adversely affect the negotiating or litigating posture of the public body.

The following individuals are requested to attend this closed meeting:

- 1) All Town Council members
- 2) Robert W. Lohr, Jr., Town Manager
- 3) Danny Davis, Assistant Town Manager
- 4) Sally Hankins, Town Attorney
- 5) Jeff Gilmore, Akerman LLP (via conference call)
- 6) Alex Vanegas, Director of Public Works”

And;

As authorized under Section 2.2-3711(A)(7) of the Code of Virginia, I move that the Purcellville Town Council convene in a closed meeting to consult with legal counsel employed or retained by the public body concerning the following specific legal matters that require legal advice:

- (i) Wrongful death lawsuit filed by Sierra against the Town

The following individuals are requested to attend this closed meeting:

- 1) All Town Council members
- 2) Sally Hankins, Town Attorney
- 3) Robert W. Lohr, Jr., Town Manager
- 4) Danny Davis, Assistant Town Manager

The motion was seconded by Council member Lehr.

Motion: Council member Jimmerson
Second: Council member Lehr
Carried: 7-0

Nave - Aye
Lehr - Aye
McConville - Aye

McCollum -	Aye
Fuller -	Aye
Jimmerson -	Aye
Mayor -	Aye

Council member McCollum made a motion to reconvene in an open meeting and that the minutes reflect no formal action was taken in the closed meeting. The motion was seconded by Vice Mayor McConville.

Motion:	Council member McCollum
Second:	Vice Mayor McConville
Carried:	7-0

Nave -	Aye
Lehr -	Aye
McConville -	Aye
McCollum -	Aye
Fuller -	Aye
Jimmerson -	Aye
Mayor -	Aye

Council member Lehr made a motion that the Purcellville Town Council adopt Resolution 16-03-03 certifying the closed meeting of March 29, 2016. The motion was seconded by Vice Mayor McConville.

Motion:	Council member Lehr
Second:	Vice Mayor McConville
Carried:	7-0

Nave -	Aye
Lehr -	Aye
McConville -	Aye
McCollum -	Aye
Fuller -	Aye
Jimmerson -	Aye
Mayor -	Aye

APPROVAL OF MEETING MINUTES:

Council member McCollum made a motion that the Town Council approve the minutes of the January 19, 2016 Town Council Budget Work Session and the March 8, 2016 Town Council Meeting in wave reading. The motion was seconded by Vice Mayor McConville and approved unanimously.

Mayor
Kwasi A. Fraser

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



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

TOWN OF PURCELLVILLE
IN
LOUDOUN COUNTY, VIRGINIA

RESOLUTION NO. 16-03-03

PRESENTED: MARCH 29, 2016
ADOPTED: MARCH 29, 2016

**A RESOLUTION: CERTIFYING THE CLOSED MEETING ON
MARCH 29, 2016**

WHEREAS, the Town Council of the Town of Purcellville, Virginia, has this day convened a closed meeting in accordance with an affirmative recorded vote of the Purcellville Town Council and in accordance with the Virginia Freedom of Information Act.

NOW, THEREFORE, BE IT RESOLVED that the Purcellville Town Council does hereby certify that to the best of each member's knowledge, i.) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act were discussed in the closed meeting to which this certification applies; and ii.) only such public business matters as were identified in the motion by which the said closed meeting was convened were heard, discussed or considered by the Purcellville Town Council.

PASSED THIS 29TH DAY OF MARCH, 2016.

A handwritten signature in black ink, appearing to read "Kwasi Fraser", written over a horizontal line.

Kwasi A. Fraser, Mayor
Town of Purcellville

ATTEST:

A handwritten signature in black ink, appearing to read "Diana Hays", written over a horizontal line.

Diana Hays, Town Clerk

ADJOURNMENT:

With no further business to discuss, Vice Mayor McConville made a motion to adjourn at 9:57 PM. The motion was seconded by Council member Jimmerson and approved unanimously.

Kwasi A. Fraser, Mayor

Diana Hays, Clerk of Council

**MINUTES
PURCELLVILLE TOWN COUNCIL
SPECIAL MEETING/BUDGET WORK SESSION
MARCH 31, 2016, 7:00 PM
TOWN HALL COUNCIL CHAMBERS**

The Town Council Special Meeting/Budget Work Session was convened at 7:00 PM in Council Chambers with the following in attendance:

PRESENT: Kwasi Fraser, Mayor
Joan Lehr, Council member
Karen Jimmerson, Council member
Patrick McConville, Council member
Doug McCollum, Council member
John Nave, Council member
Melanie Fuller, Council member

ABSENT: None

STAFF: Robert Lohr, Jr., Town Manager
Danny Davis, Assistant Town Manager
Elizabeth Krens, Director of Finance
Joe Schroeck, Police Dept.
Paula Hicks, Staff Accountant
Debbie Capitan, Budget Specialist
Diana Hays, Town Clerk

CALL TO ORDER OF REGULAR MEETING:

Mayor Fraser called the special meeting/budget work session to order at 7:00 PM. The Pledge of Allegiance followed.

FY 2017 BUDGET WORK SESSION:

Danny Davis provided a brief introduction and noted an error in the compensation worksheet resulting in a thirty thousand dollar deficit in one of the departments. In order to make up that deficit, staff recommended that the Public Works Engineering vehicle upgrade for the same amount be eliminated.

Danny Davis referenced two handouts; a packet of organizational charts for the Public Works Department and a memo referencing a comparison of health insurance options for employees which were both requested at the previous meeting. Danny Davis noted that the next plan down includes some changes in benefits to employees however the coverages and services provided are the same. The change would result in about a ten percent savings on the premium which is shared by the Town and employee resulting in a \$92,000 savings to the Town and a 10% savings

to employees. Council member Nave asked if changes to providers would be required with the lower level and Rob Lohr confirmed that providers stay the same and no referral would be required for specialists.

Council member Lehr noted that years ago decisions were made that the employees would pay twenty percent for the individual coverage and asked if that happened. Council member Lehr talked about coverage outside of government and noted the employee is responsible for paying for the whole family or the family is partially covered and asked how surrounding jurisdictions handle their health insurance. Rob Lohr noted that it was looked at to scale the program each year until the recession hit and staff took no pay increases for multiple years then Council decided to leave it at the 85/15. Since then the increases have been minimal and staff has been seeing the increase as their portion of the fifteen percent. Rob Lohr stated that the Town looked at offering multi-tier programs however had limitations due to the personnel and payroll system. Mr. Lohr added he would work with staff to obtain summaries of benefits from neighboring Towns. Further discussions took place about riding another contract in order to lower the numbers. Vice Mayor McConville asked about the prescription plan and Danny Davis confirmed it would remain the same. Council member Jimmerson talked about the increase in the amount employees pay amounts to a pay decrease and keeping the Town as an attractive place to work and remain competitive.

a. Discussion of General Fund

Council had no questions.

b. Discussion of Special Parks and Recreation Fund

Vice Mayor McConville stated he would like to move the Parks and Recreation Advisory Board budget back into the General Fund so that all of the committees, commissions and boards are together. Rob Lohr confirmed that the Music and Arts Festival, Loudoun Grown Expo, Community Garden, Wine and Food Festival, High School After Prom, High School Graduation, Emancipation Day, Winter Holiday Program, and July 4th would all stay in the Parks and Recreation Fund. Vice Mayor McConville clarified that the Music and Arts Festival would go to the General Fund. Council member Lehr agreed that the committee itself should go to the General Fund and asked if the Parks and Rec Fund would be just a fund for managing facilities, maintenance and debt service and the rest goes back into the General Fund for events. Council member Jimmerson added that the events are general parks and recreation items. Liz Krens talked about the special tax district. Mayor Fraser asked that staff come back to Council with a recommendation. Rob Lohr clarified that Council wants to carry the committee and its general expenses and operations over or carry over all of the \$54,000 to include the Music and Arts Festival, Community Garden, Winter Holiday Program, Community Projects and the Youth Sports Program and Development as well the General Expenses-PRAB.

Mayor Fraser asked about the sale of Mary's House of Hope and where the revenue would go. Rob Lohr noted that this is currently set up to go into the Reserves and is not currently budgeted for.

c. Discussion of Water Fund

Mayor Fraser asked about the value of the consultant. Liz Krens talked about the specialization in this area and the expertise that we receive and feels it is valuable to the Town.

Mayor Fraser asked about no line item for bulk water sales. Liz Krens noted that when the budget was being put together there was no revenue to show however will work with Alex Vanegas to add that line item to show future revenue.

d. Discussion of Wastewater Fund

Danny Davis talked about the surpluses in both the water and wastewater funds for the proposed fiscal year because of the availability funds coming in from Mayfair which are one time funds. Rob Lohr added he would have the estimate of the number of these availabilities that will convert to water users at the next meeting.

e. Discussion of Capital Improvement Programs

Danny Davis noted that most of the capital improvement programs for 2017 are using VDOT, NVTa or Country Gas Tax and other grant funds.

f. Tax Rates, Utility Rates, Other Taxes/Rates

Rob Lohr noted that the proposed increases are a 2% tax increase in the general fund and a recommended increase of 3% in the water fund and 5% in the wastewater fund.

AMENDMENT/REVIEW OF UPCOMING BUDGET SCHEDULE:

Danny Davis reminded Council that the next budget work session is scheduled for Tuesday, April 5. Rob Lohr added that on April 12 Council will need to set the real estate tax rate and the personal property tax rate and noted that the budget has to be adopted before June 30.

Vice Mayor McConville asked what one percent on the meals tax would be and Danny Davis stated it would be just over \$364,000 per percent and just over \$1.8 million for the 5% meals tax.

Council member Lehr talked about making cuts and if Council makes them or if Council asks staff where they could save \$240,000 in order to maintain a stable tax rate or raise taxes, etc. Rob Lohr talked about the ways cuts have been made in the past and noted he has made cuts with staff and departments and to make an additional \$240,000 in cuts would have impacts to the organization, projects and programs, and added staff would look at options and alternatives. Council member Lehr requested again a spreadsheet of the savings a paralegal would provide. Council member McCollum requested that it be factored in that the paralegal would expedite turnaround time compared to outside counsel working around their schedule.

ADJOURNMENT:

With no further business to discuss, Council member McCollum made a motion to adjourn at 8:20 PM. The motion was seconded by Vice Chairman McConville and approved unanimously.

Kwasi A. Fraser, Mayor

Diana Hays, Clerk of Council