



Purcellville

Citizen Update

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TOWN OF PURCELLVILLE, VIRGINIA

Town of Purcellville Conducts First Citizen Survey — Town Services, Quality of Life Earn High Ratings

In December 2010, the Town of Purcellville conducted its inaugural Annual Citizen Survey by mailing the survey to 300 randomly selected Town of Purcellville households from its utility billing list. To ensure that all Town neighborhoods would be represented in the survey, the utility billing list was printed by neighborhood before addresses were selected. Citizens were asked to either complete and return a hard copy of the survey to the Town using the self-addressed, stamped envelope or to complete the online version using SurveyMonkey™ over a four-week period. Of the 300 surveys mailed, the Town received 81 responses for a response rate of 27 percent which is considered to be a high response rate for a mail questionnaire using a single mailing.

“This survey is a way for citizens to provide valuable feedback and input about satisfaction with Town services and quality of life issues for the community,” according to Purcellville Mayor Bob Lazaro. “The results show that Purcellville is a great place to live and raise a family.”

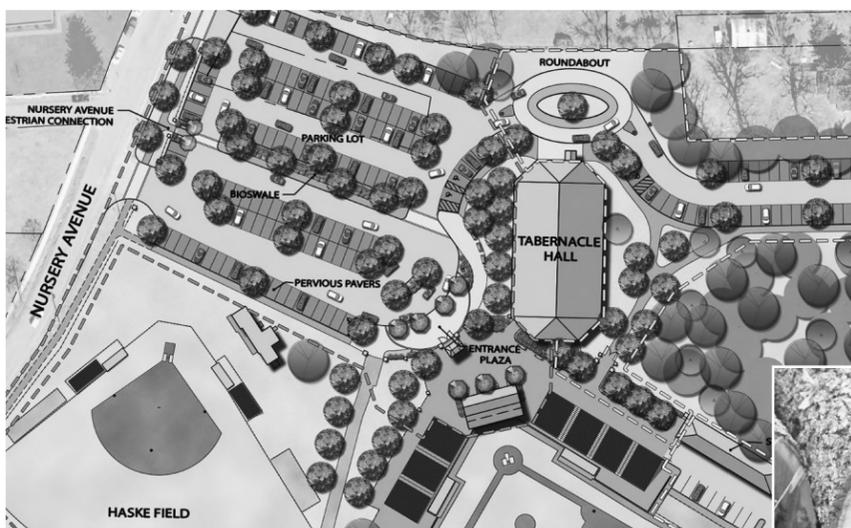
Respondents were asked to indicate how they rate Town services, the contact they have had with Town departments, the value of services, access to services, communication by and with the Town, and quality of life in town.

The following are key findings of the survey:

- Overall, 98.8 percent of respondents are ‘satisfied’ with the quality of services the Town provides.
- 98.7 percent of respondents are ‘satisfied’ with the overall quality of life within the town with a majority, 51.9 percent, classifying it as ‘very good,’ 27.8 percent as ‘outstanding,’ and 19 percent as ‘good.’
- 89.7 percent are ‘satisfied’ that they are getting their money’s worth from Town government. Of this total percentage, 42.3 percent say the value of services is ‘very good’ and another 42.3 percent responded with ‘good.’ 5.1 percent rate the value of services as ‘outstanding.’

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Fireman’s Field Parking Lot & Nursery Avenue Frontage Improvements – 129 New Trees Planted as Part of the Project



Improvements to the Fireman’s Field Parking Lot, Nursery Avenue side, and frontage improvements to Nursery Avenue commenced in late February and will continue through August 2011. During this period, half of the main parking lot will not be available for use by the community and users of the athletic complex. Additional parking is available at the Community Center, Emerick Elementary School, Town Hall parking lot, and the Town public lot next to the Purcellville Restaurant all within walking distance to Fireman’s Field.

Traffic along Nursery Avenue will be impacted during the installation of storm structures, piping and sidewalks from West K Street to West

School Street. The impacts will include traffic barriers, which will narrow the drive lanes. In addition, the intersection of West J Street and South Nursery Avenue will be closed for short periods of time to allow storm piping to be installed.



An example of the rotted out, hollow core and limbs of the trees that were removed.

129 new trees will be planted as part of the project. In 2009, the Town worked with a professional arborist to complete a tree inventory and assessment as a component of a Department of Forestry Grant. During the parking lot improvement design in 2010, another tree assessment

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Town Installs 52 High Efficiency LED Streetlights Significant Electricity Savings Estimated



A Dominion Virginia Power employee installs a new LED streetlight on Main Street.

Dominion Virginia Power and the Town of Purcellville partnered in 2009 to explore the advantages and limitations of using Light Emitting Diode (LED) arrays as a lighting source for streetlights. Purcellville was the first jurisdiction in Virginia selected to participate in the LED Streetlight Joint Pilot Project with Dominion. The area chosen by the Town and Dominion for the original pilot project was along South 20th Street from West G Street to East Main Street. Ten LED streetlights were installed by Dominion replacing the old mercury vapor and high pressure sodium lights. The new lights have been in service for over a year and a half.

A Post Installation Report produced by Dominion Virginia Power in August 2009 indicated that the Town’s electricity savings from use of the ten LED streetlights versus the replaced mercury vapor and sodium lights was forty-five percent and

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Mayor & Town Council

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

TOWN OF PURCELLVILLE

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

Message from Mayor Bob Lazaro



Dear Neighbors,

The Spring is upon us and the warmer weather can't be far behind.

In February the Town sponsored the first-ever Loudoun Grown Expo at the historic Bush Tabernacle. More than 1,000 folks from all around the area and region joined us for this smashing success in highlighting the best western Loudoun has to offer. Please be sure to mark February 18, 2012 on your calendar as we have already reserved the date for next year's Expo. With that said, this Spring is chock full of events. From our Painting Purcellville Green program at the end of April to the ever popular Heritage Day and Public Safety Day in May we are fortunate as a community to enjoy these special events. We are grateful to the citizen volunteers who help coordinate these programs each and every year.

There are a number of transportation and pedestrian improvements being undertaken this Spring into the Summer. The Council is delighted that our long-planned Downtown Improvement Project will break ground in April and the new parking lot at Fireman's Field is well underway with completion slated for September. Working with the businesses in our historic downtown we will be undertaking parking and traffic flow improvements on 21st Street. We also have a number of sidewalk projects that will break ground to continue the Town's long-standing commitment to link our neighborhoods with sidewalk and to enhance pedestrian safety.

Finally, I was honored recently to attend with other members of Town Council and staff the Valor Awards program held annually by the Loudoun Chamber of Commerce. At the ceremony a number of Purcellville Police, Fire and Rescue personnel received special awards for their life-saving efforts. Additionally, a young man from our Town received an award for coming to the aid of a friend who was seriously injured. We are honored to call these men and women our neighbors and friends. It is through their efforts that Purcellville is a great place to live and raise a family.

I look forward to seeing you around Town.

Sincerely,

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

YARD WASTE RECYCLING INFORMATION

1. Yard waste collection for the season resumed Wednesday, March 2, 2011.
2. Collection day for yard waste is every Wednesday (the same as refuse and recycling).
3. Yard waste collected includes reasonable amounts of grass clippings and tree, shrub and bush trimmings generated only on-site. A "reasonable" amount means a maximum of one yard waste container or a total of four yard waste bags.
4. Put yard waste such as leaves and grass clippings in bio-degradable paper recycling bags only. You may also use a personal can for yard debris if the can or container is clearly marked as "Yard Waste." "Yard Waste Only" decals to identify the container are available free of charge at the Town Hall during regular business hours. Bags and containers cannot exceed 50 pounds.
5. Limbs, branches and other trimmings must be securely tied in a bundle with strong rope or twine. Each limb or branch can be no longer than four feet in length and six inches in diameter. Bundles should be no wider than an arm's length and placed curbside in a manner that does not block the public right-of-way including sidewalks or placed on a roadway or street. No more than three bundles of branches or limbs shall be collected. Bundles cannot weigh more than 50 pounds.
6. Removal of significant amounts of branches and limbs or fallen trees and shrubs caused by storm damage or other hazards is the responsibility of the homeowner unless the Town is declared an official Disaster Area and community-wide clean-up efforts are initiated.
7. **No dirt, soil, rocks, stones, bricks, concrete, sod, mulch or construction or demolition debris of any type will be collected.**
8. If you have problems or concerns please contact the Town's contractor, American Disposal, at 1-866-884-8700 (toll free). If a resolution cannot be made or you require further information, please contact the Town Hall at (540) 338-7421.
9. Further information and updates concerning all refuse and recycling services, including the inclement weather policy, are located on the Town website at: www.purcellvilleva.gov.

PARKING LOT IMPROVEMENTS *continued from page 1*

was conducted to identify the trees in critical condition. When the project is completed, the improved parking lot will provide a more efficient use of parking, and a safe experience for the users through clearly defined parking isles, traffic patterns and pedestrian travel ways.

"The Town recognizes the inconvenience and disruptions that will be generated by these activities and appreciates the community's patience while these improvements are completed," said Director of Public Works, Samer Beidas, P.E., CCM.

For questions related to this project, please contact Mr. Beidas at (540) 751-2314 or sbeidas@purcellvilleva.gov.

Main Street Paving by VDOT Scheduled for this Summer — Route 7 Business, or Main Street, is on the VDOT paving schedule from Route 287 to Route 690 and is scheduled for this summer between June and September.

For a forum for local employers to post jobs and for residents to search for jobs close to home, check out **JOBBS**
www.purcellvillejobs.com

Purcellville Receives Steel from World Trade Center for First Responder Monument/911 Memorial

The Town of Purcellville received a portion of an I-Beam that was part of the World Trade Center Twin Towers that was destroyed in the terrorist attack of September 11, 2001. After working for over two years on this project, this piece of steel was given to the Town by the Port Authority of New York and New Jersey which was responsible for storing all of the material from this hallowed ground during the resulting investigation. The Port Authority ultimately granted the Town's request to use the World Trade Center steel in a monument that will be located at Fireman's Field in Purcellville.

"All our lives were touched by 9/11. This monument will stand to honor our First Responders who put their lives on the line every day for us," said Mayor Bob Lazaro.

A volunteer team of three professionals has been assembled by the Town to assist with design, monument construction and the attachment of the steel to a pedestal. The members of this special design/implementation team include Wayne Hughes, Principal of Hughes Group Architects; Allen Cochran, Owner, Cochran's Stone Mason and Timber Framing; and Damon



The 24-inch piece of I-Beam weighs 74 pounds and will be placed as the focal point of the monument.

Putman, Instructor and Students, Monroe Career and Technical Institute, Welding and Fabrication Program.

The project is scheduled to be completed this summer with the formal dedication occurring on the 10 year anniversary of 9/11 this September.

Purcellville Receives Governor's Gold Medal Award for Government Environmental Excellence



From left to right: Doug Domenech, Virginia Secretary of Natural Resources; Mayor Bob Lazaro; Alex Vanegas, Assistant Director of Public Works; David Paylor, Director of Virginia Department of Environmental Quality; David Johnson, Director of Virginia Department of Conservation and Recreation.

The Town of Purcellville received the Governor's Gold Medal for Government Environmental Excellence at the Environment Virginia Symposium on April 6, 2011. The awards ceremony was held at the Virginia Military Institute in Lexington, Virginia. Secretary of Natural Resources Doug Domenech, Department of Environmental Quality Director David Paylor and Department of Conservation and Recreation Director David Johnson participated in the awards ceremony. Mayor Bob Lazaro received the award on behalf of the Town. "I am honored on behalf of our citizens, Town Staff and Town Council to accept this high award from our Commonwealth and the Governor," said Mayor Bob Lazaro. "We are proud of our efforts to protect the environment and will continue to play a leadership role in this effort."

The Environmental Excellence awards recognize the significant contributions of environmental and conservation leaders in three categories: environmental projects, environmental programs and land conservation. This recognition is given to select businesses and industrial facilities, government agencies and individuals. Award winners were chosen based on criteria related to environmental scope, impact, management and protection, community outreach, involvement and access as well as a record of compliance with environmental regulations.

Based on the Town's environmental stewardship, it received the Gold Medal Award in the Government Environmental Program category. The Gold Medal is the highest honor offered by the Governor's office. The Town's program has elements of water conservation, water quality preservation, land conservation, tree preservation, energy conservation, solid waste management, and recycling. Implementation of the program is done by ordinance, Town Council resolutions and directives, Environmental Management System activities including E2 Certification, Committee projects, and joint projects with outside entities. Smaller elements of the Environmental Program include community shred events; drug recycling events; cell phone, computers, iPods, and digital camera recycling events; community wide cleanups; tire inflation events; rain barrel workshops; stream valley enhancement; storm water structure marking project; and a pilot Light-Emitting Diode LED lighting project with Dominion Virginia Power. ■

Downtown Renaissance Continues with 21st and 23rd Streetscape Improvements



Centennial Square area near the Train Station, Magnolias and the W&OD trail.

The 21st and 23rd Streetscape Improvements project in the historic downtown area of town is set to break ground this spring. The project began with the construction of the Town parking lot and gazebo between North 21st and 23rd Street. This phase includes enhancements along North 23rd Street and the intersections of North 23rd

and North 21st Streets and the W&OD Trail as specified in the Town Wide Transportation Plan and funded in part by Enhancement Grants from the Virginia Department of Transportation.

Enhancements will include the addition of sidewalk, curb and gutter, drainage elements and improvements, and multiple hardscape and streetscape elements such as pavers, crosswalks, bollards, streetlights, trees, tree grates and landscaping. The improvements will provide a portal for citizens and visitors to sit on the raised limestone planters and new benches and traverse the downtown area to visit its many stores and restaurants. Multiple safety and traffic calming measures will realign the intersection of North 21st Street with North 23rd Street, create a raised speed table intersection, and provide new striping and signage with improved pedestrian, cyclist and handicap access. The project will showcase the Town's

Centennial Square adjacent to the intersection and the Purcellville Train Station including a memorial plaque, engraved brick pavers, and a time capsule. Although every effort will be made to minimize impact to citizens, businesses, and the traveling public, there will be instances where both pedestrian and vehicular traffic will be impacted.

When construction begins, the work will be near the West Main Street end of North 23rd Street and head toward the intersection with North 21st Street. Daytime temporary traffic flaggers and short period closures can be expected. Press releases will be posted on www.purcellvilleva.gov to help notify the public of critical work operations. Total construction time is anticipated to take approximately eight months. Another phase is currently in the design stage and includes streetscape improvements on the North 21st Street side of the downtown area. ■

LED STREETLIGHTS continued from page 1

when the dimming feature is activated late at night the savings rate climbs to fifty-five percent.

Due to the success of the initial LED Pilot Project, the Town partnered with the County of Loudoun and Dominion Virginia Power to expand the LED Streetlight Pilot Project to install forty-two additional LED streetlights on the entire length of Main Street. This project is a sub-grant of the County's federal Energy Efficiency and Conservation Block Grant (EECBG) administered by the U. S. Department of Energy. The Town's total cost for the LED streetlight extension to Main Street is approximately \$38,000 which was fully reimbursed by the EECBG grant.

"The Town is committed to saving energy and protecting the environment," said Mayor Bob Lazaro. "The LED streetlight program accomplishes both of these goals. We were delighted to obtain grant money to make this project a reality. Purcellville continues to be a leader in environmental protection."

The forty-two LED streetlights were installed on Main Street in February 2011. Significant energy savings will be achieved through the extension of the LED streetlights to Main Street based on the actual energy savings experienced with the existing 20th Street LED streetlight array and the fact that the same model of LED streetlight has been used on Main Street. A final report quantifying the exact energy savings obtained from all fifty-two LED streetlights will be completed following the conclusion of the Joint Pilot Project this July.

The benefits of the LED streetlights extend beyond energy savings alone thanks to the long lifespan of the streetlights which are expected to function nominally for almost two decades. Costs for maintenance and repair will be significantly lower than the replaced streetlights which required bulb and ballast replacements every three to five years. In addition, the LED lights are environmentally friendly, they are non-toxic and do not contain any hazardous materials. Most of the old streetlights contained the hazardous material mercury and the bulbs weakened over time, distributing less illumination while consuming the same amount of energy. ■

Downtown Businesses and Town Partner on 21st Street Parking and Traffic Pattern

The Town of Purcellville and the downtown business community have been working towards optimal change in the traffic pattern and parking for North 21st Street which will undergo major improvements as part of the Downtown Streetscape Improvements for 23rd and 21st Streets, funded in part by Enhancement Grants from the Virginia Department of Transportation. An initial meeting in November 2010 was held and attended by the downtown business community, Town Council members, Town staff and the Town's traffic and transportation consultants, Kimley-Horn. The business community requested that the Town explore the feasibility of restricting traffic on 21st Street to one way from West Main Street to O Street and modify parking to be angled, as a test period with the plan of making the change permanent as part of the streetscape improvements. A concept was developed, reviewed by VDOT and shared with the business community for review and comment. The concept was refined based on business community input and the final striping plan was issued. Implementation of the striping plan and associated signage will be conducted in April with advance notification by the Town. ■

SURVEY continued from page 1

- 94.9 percent of respondents are ‘satisfied’ with how well the Town provides information on matters affecting them with the largest percentage, 46.8 percent, in the ‘very good’ category.
- When respondents were asked to pick and select one department with which they had the most direct contact, 92.6 percent indicated that they are ‘satisfied’ with that particular department’s responsiveness to concerns and problems. 94 percent are ‘satisfied’ with the courtesy of the department’s personnel.

Survey respondents are mostly between the ages of 40 and 59 (53.9 percent) with an even split

between males and females. On average, respondents have lived within Town limits for 10.3 years with the number of persons in the respondent’s household between three and four.

“The Town very much appreciates the citizens who took the time to take and return the survey,” said Purcellville Town Manager, Robert W. Lohr, Jr. “The survey responses are overwhelmingly positive and demonstrate the commitment and professionalism of the Town Council and staff, and we are using the data and comments from citizens to focus in on areas in which we can improve and attain the highest standards.”

This year’s survey model is being refined to plan for conducting a similar survey next year to compare with this year’s survey results and assist the Town in developing objectives as well as on-going continuous improvement plans.

The Executive Summary and supporting data can be found on the Town’s website at www.purcellvilleva.gov; please go to Documents/Departments/Administrative Documents. For additional information, contact the Assistant Town Manager, Patrick Childs at pchilids@purcellvilleva.gov or (540) 751-2354. ■

Tastings, Crowds & Music at the First Annual Loudoun Grown Expo – A Rousing Success!

With 26 exhibitors and over 1,000 attendees, Purcellville’s inaugural Loudoun Grown Expo in the newly renovated Historic Bush Tabernacle was a huge success. Mark your calendars for next year’s event – **February 18, 2012.**

For information, please visit loudoungrownexpo.blogspot.com and www.facebook.com/Loudoungrownexpo.



A special thanks to Purcellville’s own Shamrock Music Shoppe for sponsoring the music at the expo.

Upcoming Events

If you have questions about any of the following events, including information on volunteering, please contact Cheryl Herman at cherman@purcellvilleva.gov.

April 30
3rd Annual Painting Purcellville Green & Rain Barrel Workshop
Town Hall
10 AM – 2 PM



Painting Purcellville Green

The Purcellville Committee on the Environment is sponsoring its 3rd Annual “Painting Purcellville Green” event to highlight preserving the environment and bring awareness to green activities and businesses in and around the Town. Included will be local artists, live music from local bands, a rain barrel workshop, tree seedling giveaways, activities for kids and educational booths from non-profit organizations and businesses with green products or services. Please visit www.PaintingPurcellvilleGreen.blogspot.com. For specific information on the Rain Barrel Workshop, please contact Norm Hutchison at nbutchis@purcellvilleva.gov.

April 30
3rd Annual Big Shots 3 on 3 Basketball Tournament
Loudoun Valley High School **5 PM - 10 PM**

Loudoun Do Something Now!(LDSN), a teen volunteer and leadership network, in conjunction with Loudoun County Parks and Recreation, is hosting this free event for teens and their families. There will be a teen basketball tournament for Loudoun teens ages 14-18 years of age, as well as raffle prizes, entertainment, a cybergame room, a DJ, and guest speakers who will advise teens on the dangers of bullying by imparting a softer message of respect. In previous years, guest speakers have ranged from the University of Maryland head basketball coach to Washington Mystic players, Darrell Green and Randy Thomas, both former Redskins. For more information on volunteering, supporting, attending or playing basketball in this event, contact

Rosa Sherrod at rosasherrod@gmail.com. See the LDSN website for player registration form and more information, loudounteensdsn.ning.com.

May 14
Heritage Day
Historic Bush Tabernacle (Skating Rink) & Gazebo at Fireman’s Field
Noon – 6 PM

This annual event is a full day of fun with a nod to the town’s rich history. Children’s activities, carnival games, walking tours, donkey rides, local food, live music and entertainment, wine garden, farmers market, antique and craft fair, and more! Be sure to stay for the grand finale debut of the Nichols Hardware documentary that will be held at 7 PM. If you would like to volunteer, please contact Meredith Thomas at hdchair@ppa-va.org. Stay tuned for details of the event at www.ppa-va.org.



May 21
Public Safety Day
Loudoun Valley High School **11 AM – 3 PM**

The Public Safety Day is a display of the Police, Fire and Rescue vehicles and apparatuses. Updates for this event will be posted at www.purcellvilleva.gov.

May 21
Community Shred/Drug Recycling
Loudoun Valley High School **Noon – 3 PM**

The Town will be partnering with Dominion Document Shredding, American Disposal and INOVA to provide document shredding as well as drug recycling for residents of the Town. These events will be held in conjunction with the Town’s Public Safety Day. Updates for this event will be posted at www.purcellvilleva.gov.

May 30
Memorial Day Ceremony
Town Hall **Noon – 12:30 PM**

The Memorial Day Ceremony and wreath laying will take place at the intersection of Main Street and Nursery Avenue.

June 11
Rock the Field
Fireman’s Field **1 PM – 7 PM**

This family event features music by the area’s talented teen bands. Bring the entire family to enjoy the games and other amusements. The event is coordinated through the Parks and Recreation Advisory Board and volunteers are needed and would be welcomed. Updates for this event will be posted at www.purcellvilleva.gov.

June 11
3rd Annual Purcellville Vintage Auto Show
Loudoun Valley High School **1PM – 5 PM**

For sponsorship packages or to volunteer, please contact Magic Kayhan at olympusgympurcellville@verizon.net or at (703) 585-1132. Updates for this event will be posted at www.purcellvillevintageautoshow.com.

July 4
Annual Fireman’s 4th of July Parade **12:30 PM**

The parade will start at Emerick Elementary, proceed up Orchard Avenue, turn right onto Main Street, turn left onto Maple Avenue and end at Loudoun Valley High School. This event grows each year and continues to be the Town’s biggest parade. Registration information will be available in April. Please watch www.purcellvilleva.gov for information on how to register your business or group.