

CATOCTIN CREEK TOWNE CENTER



RESIDENTIAL

SITE SIZE: 601,407 SF, 13.6 ACRES

7 RESIDENTIAL BUILDINGS
1 CLUBHOUSE BUILDING

1 BEDROOM	32
2 BEDROOM	107
3 BEDROOM	37

TOTAL UNIT COUNT: 176

TOTAL RESIDENTIAL SQUARE FOOTAGE: 226,907 GSF
(Includes Balcony, Utility, and Breakaway Areas)

TOTAL CLUBHOUSE SQUARE FOOTAGE: 3,444 GSF

TOTAL PARKING PROVIDED: 408

TOTAL PARKING REQ'D	408
1.5 space/1 bedroom unit	48
2.5 space/2 & 3 bedroom unit	360

- TYP. ONE BEDROOM UNIT
270 sq ft w/ screened
- TYP. TWO BEDROOM UNIT
1,016 sq ft w/ screened
- TYP. THREE BEDROOM UNIT
1,326 sq ft w/ screened

Cox, Kiewit &
Company, P.C.

1984 25 YEARS 2009
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CATOCTIN CREEK TOWNE CENTER
PRELIMINARY SITE PLAN



HIRST ROAD
PURCELLVILLE, VIRGINIA

JANUARY 14, 2013



Goals

- Meet unmet housing need
- Provide high quality rental housing
- Provide unique tourist, commercial, and recreational services

Rental Unit Need

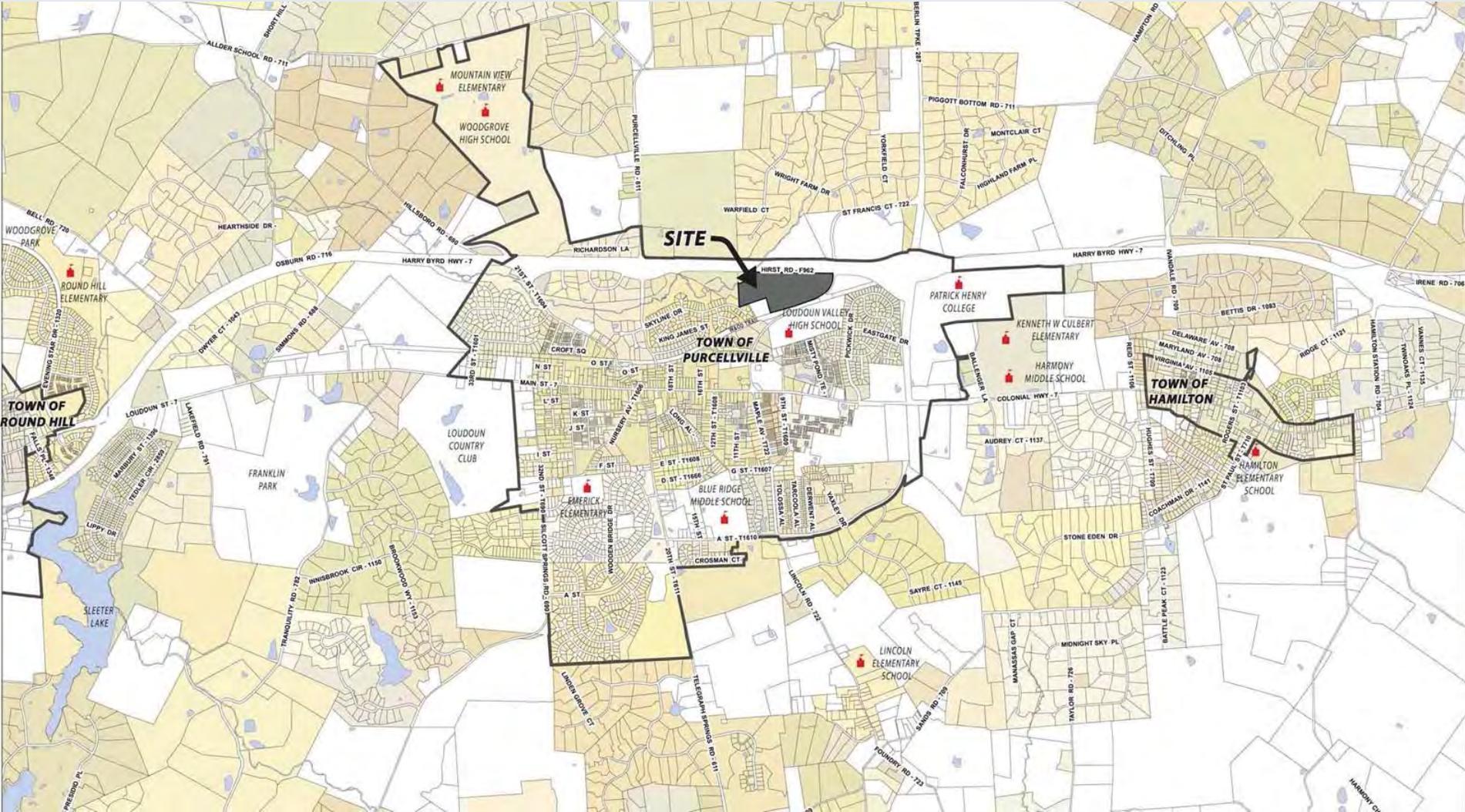
- Goal is to **satisfy unmet need** in Purcellville and western Loudoun County
- Justification of need
 - Apartment communities play an important role in **housing the area workforce and active seniors**;
 - **Lack of affordable housing**: Last apartment built in Purcellville was 12 years ago;
 - **GMU Study** clearly indicates demand in the area and county.
 - **Loudoun County referral memo** references loss of projected affordable housing in RT 7 west planning area.
 - Market study commissioned by partnership (**MG Miller**) clearly recognized demand – “The housing serves to satisfy the ever-present and growing need for affordable rental housing” in the Purcellville area.
 - **Countywide housing policies** adopted by BOS in 2007 recognizes that there is unmet housing needs in Loudoun and that the market alone cannot meet all areas of need.

Entertainment Center

- Tilley's is a business focusing on family entertainment where there will be sports and activities that all ages can participate in and enjoy as individuals or as a group. It is where parents and grandparents can take children of all ages. It makes a great date night or family outing.
- The simplicity of the activities enables anyone to experience excitement without having to know how to play like a pro. Miniature Golf, Bumper Boats, Go Karts, Bowling, Laser tag and other related are some of the highest-rated family participation sports in the United States. This makes it great for private parties, corporate events, church outing, family reunions or whole town events.
- By far, the most significant factor to affect the entertainment business in the forthcoming decade is the dramatic growth of the 25 to 44 year old segment of the population. This age group represents the prime segment of the population that enjoys socializing and competing with friends.
- There currently are no similar facilities in all of northern Virginia.

Locational Characteristics

(Ideal location within town.)



Apartment Community Design



-  TYP. ONE BEDROOM UNIT
770 gsf +/- estimated
-  TYP. TWO BEDROOM UNIT
1,094 gsf +/- estimated
-  TYP. THREE BEDROOM UNIT
1,304 gsf +/- estimated

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CATOCTIN CREEK TOWNE CENTER PRELIMINARY SITE PLAN

HIRST ROAD
PURCELLVILLE, VIRGINIA

SEPTEMBER 9, 2013

1984-2009
25 YEARS
2535 VIRGINIA BEACH BOULEVARD
VIRGINIA BEACH, VIRGINIA • 23462-5647
Voice: 757-433-0655 • Facsimile: 757-463-0430
www.coxklierer.com • info@coxklierer.com



BUILDING 5 ELEVATION



BUILDING 5 THREE-BEDROOM END



BUILDING 6 ONE-BEDROOM END

CATOCTIN CREEK APARTMENTS
TYPICAL BUILDING ELEVATIONS

HIRST ROAD
PURCELLVILLE, VIRGINIA
APRIL 03, 2013



CATOCTIN CREEK APARTMENTS
CLUBHOUSE ELEVATIONS

HIRST ROAD
PURCELLVILLE VIRGINIA
APRIL 03 2013









Who will live at Catoctin Creek Towne Center?

- Income range of \$42,500(minimum annual income required for 1BR) to \$74,700(program maximum for large family in 3BR) for majority of families.
- Number of residents per unit expected to average 2 people for a community total of 352.
- 75% of prospective residents already work in Western Loudoun.
- Debbie Franco, Portfolio Manager for Northern Virginia, to speak about resident selection process.

Road Improvements

Existing Conditions

Proposed Improvements - Highlighted

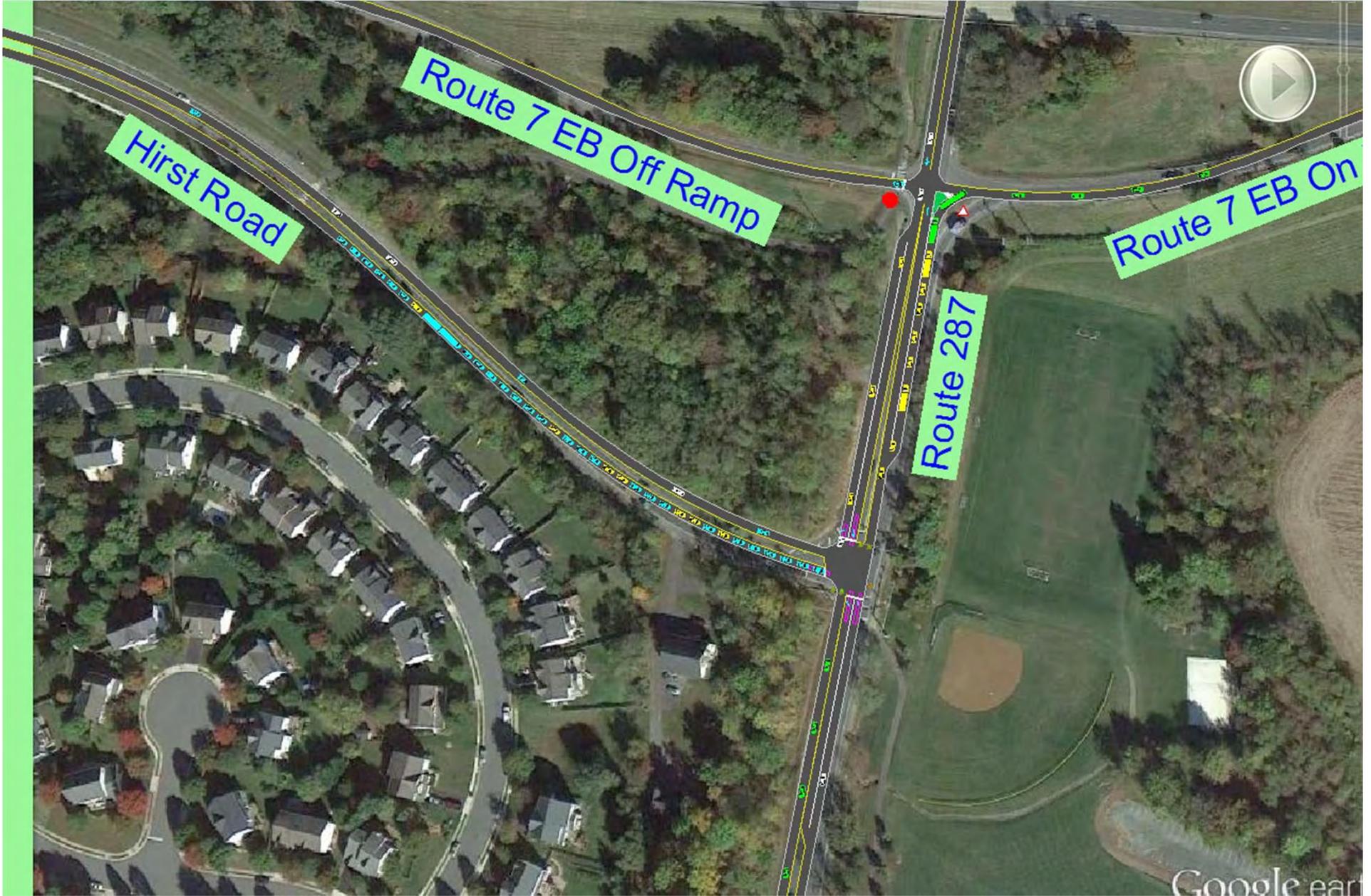
Proposed Improvements – As Completed



Existing Road Conditions Simulation

(proceed to next slide to auto-play video)





Road Improvements Simulation

(proceed to next slide to auto-play video)





Overall Level of Service of the Berlin and Hirst Intersection

	Existing Conditions (No Improvements/No Traffic Increase)	By Right Buildout (No Improvements/100,000 sf Office/Background Growth)	Proposed (Improvements/Proposed Site Traffic)
AM Peak Hour	LOS F (132.2 sec)	LOS F (144.0 sec)	LOS C (23.5 sec)
PM Peak Hour	LOS D (37.9 sec)	LOS E (79.1 sec)	LOS B (17.9 sec)

Comprehensive Plan Policies

- **Economic Development.** The Plan asks that we “Recognize the importance of economic development to the health, well-being and quality of life for Purcellville’s residents. Encourage innovative economic development initiatives that enhance community character and the environment”. This project is unique and innovative. It will provide over 100 jobs and tax and fee revenues in excess of \$300,000 per annum. (PCP page 64)
- **Environment.** “When considering future development, special attention should be given to those areas that are environmentally sensitive such as ...floodplains”.
- **Land Use.** The plan calls for a “Balanced Distribution of Land Uses: Provide a diversity of land uses in suitable locations to support the residential and business needs of Purcellville will ensuring economic, social and financial stability.” This development provides affordable housing and a unique commercial enterprise that will provide for tourist dollars and stability in the workforce.
- **Housing.** With housing costs expected to continue increasing over the long-term, finding affordable housing will be more of a challenge in Purcellville and the entire region.
- **Quality of Life.** Enhance the quality of life for residents and community appeal through integrated park, recreational and environmental conservation efforts.
- **Open Space.** Conserve natural areas. Preserve, protect and acquire significant open space.

Financial Benefits

Residential Component	
Road Improvements	\$1,000,000
Tap Fees	\$1,920,000
Personal Property Taxes	\$36,000 annually
Real Estate Taxes	\$55,000 annually
Meals Taxes	\$18,000.00 annually

Entertainment Component	
Tap Fees	\$400,000
Personal Property Taxes	\$11,500
Real Estate Taxes (Total)	\$28,350
Meals Taxes (First Year)	\$53,087
Meals Taxes (Fifth Year)	\$187,375
BPOL Taxes	1 st year \$6,186 5 th year \$19,677

In Summary, Catoctin Creek Apartments:

- **Will be an extremely well designed, built and managed community by a team of people who are motivated and know what they are doing;**
- **Will provide the Town with financial benefits that are unique and substantial when compared with other residential developments;**
- **Will provide the Town with needed new housing that is affordable to its area workers like teachers, police officers, health care providers and retailers. Also provide for another housing option for its seniors;**
- **Will provide the Town with an important economic development resource that will help grow the depth of the work force to further recruitment of wanted new businesses to Purcellville.**

HARRY BYRD HIGHWAY - ROUTE 7
RURAL PRINCIPAL ARTERIAL - 55 MPH
(300' VARIABLE WIDTH ROW)

WESTBOUND

EASTBOUND

HIRST ROAD - ROUTE F962
LOCAL ROAD - 45 MPH
(300' VARIABLE WIDTH ROW)



±28,000 SF
INDOOR COMMERCIAL
RECREATION/ RESTAURANT

EX. CHAPMAN
DRAINAGE
NATURAL
SURFACE
TRAIL (TO REMAIN)

SKYLINE DRIVE

W&OD TRAIL

N. MAPLE AVENUE
LOCAL ROAD - 25 MPH

W&OD TRAIL

N. MAPLE AVE
LOCAL ROAD - 25 MPH
(45' ROW, W&OD TR)

HARRY BYRD HIGHWAY - ROUTE 7
RURAL PRINCIPAL ARTERIAL - 55 MPH

WESTBOUND

EASTBOUND

HIRST ROAD - ROUTE F962
LOCAL ROAD - 45 MPH
(300' VARIABLE WIDTH ROW)



Bumper Boat Pond



±28,000 SF
INDOOR COMMERCIAL
RECREATION/ RESTAURANT



OPEN GREEN

WYLINE DRIVE

W&OD TRAIL

N. MAPLE LOCAL ROAD

