

BUSINESS GUIDE



221 South Nursery Avenue Purcellville, VA 20132 540-338-7421
www.purcellvilleva.gov

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Welcome to Purcellville

Congratulations and welcome to the Purcellville business community! This guide is designed to make establishing your business in Purcellville as smooth and easy as possible. The small-town character of the town and its setting in the scenic Loudoun Valley countryside – with a thriving business community – make it a welcoming place to live and conduct business.

Purcellville History

The “Village of Purcell Store,” named for the area’s first postmaster, was initially settled in 1764. This village was located along a road that today would be considered little more than an ox cart path. In 1832, the ox cart path was expanded and built into a historic turnpike that became known as The Great Road. On July 9, 1852 the village was officially renamed Purcellville, and 56 years later the Town of Purcellville was incorporated by an Act of the General Assembly in 1908.

In 1874, Purcellville became a stop along the WO&D rail line which carried goods and supplies to and from the rural countryside and points eastward. Families also traveled by rail to visit western Loudoun County during weekends, vacations and summers. The WO&D rail line ran from Alexandria to Purcellville. The WO&D stopped running in 1968. The rail bed was replaced by a trail that is used for recreation such as hiking and bicycling. The first segment of the W&OD Trail was opened in 1974 within the City of Falls Church. This portion was built as the result of a special agreement with Virginia Electric Power Company under which the Regional Park Authority was allowed to judge whether a trail of this sort would prove to be popular. It did, and so, after the property was purchased, the trail was built in sections until its completion to Purcellville in 1988. Trail users today may enjoy 45 miles of asphalt trail and 32.5 miles of crushed stone and dirt bridle paths. In 1987, the W&OD was designated a National Recreation Trail by the U.S. Department of the Interior.

A series of disastrous fires, the first in 1900 and then two more in 1914, virtually wiped out the town’s business district and eradicated much of the earliest architectural heritage. Despite the fires, many of the areas were rebuilt and the Downtown Business District has expanded considerably over the years. Today, many of the older structures remaining in Purcellville reflect the Victorian architecture popular during the early 1900’s.

Your First Stop for Information: The Community Development Department

If you are considering Purcellville for a new location for your business, your first stop should be the Town's Community Development Department located on the lower level of the Town Hall and on the Internet at www.purcellvilleva.gov or at **540-338-2304**. The Community Development Director Patrick Sullivan may be contacted at psullivan@purcellvilleva.gov.

Some of the services we offer to businesses include:

Grand Opening and Ribbon Cutting Ceremonies

Let us help you celebrate your success! At your request, the Town staff can assist with grand opening and with ribbon-cutting ceremonies for new businesses. Staff can coordinate attendance by Town officials and assist with press releases.

Ombudsman Services

Community Development staff and the Town Manager's Office serve as the business advocate within the Town government. Let us help you find a solution.

We welcome recommendations and suggestions for improving both this guide and the entire process for new business owners.

If you have any comments or questions, please contact the Community Development Department at 540-338-2304 or by e-mail at psullivan@purcellvilleva.gov. You may also stop by Town Hall at 221 South Nursery Avenue and ask to speak with a member of the Community Development Department staff.

Business Start-Up Checklist

Background Research and Preparation

- Visit the Town of Purcellville Community Development Department.
- Research the Purcellville business climate.
- Write a business plan.
Resource: Loudoun Small Business Development Center.
- Investigate financing options.
Resource: Loudoun County Department of Economic Development.

Finding and Establishing a Location

- Research business locations to lease or purchase.
- Obtain a zoning permit if necessary.
- Apply for a commercial occupancy permit or home occupation permit.
- Obtain a BAR certificate of appropriateness, if applicable.
- Obtain a sign permit.

Registering Your Business

- Register with State Corporation Commission, if applicable.
- Register a trade name with Loudoun County Clerk of Court.
- Obtain a Town of Purcellville business license.
- Register with Loudoun County to pay personal property tax.
- Register with the Virginia Department of Taxation.
- Register with appropriate state and county regulatory agencies, as applicable.

Starting Out...First Steps

Writing a Business Plan

A business plan is one of the most important aspects of starting a new business and is frequently the key that will unlock potential financing options for new business owners. Moreover, writing a business plan will become a great help to you as you explore the details of starting a business. Many other business guides have excellent tips and resources for writing a business plan.

In addition, there are local resources available to help you write a business plan. The most often used resource is the Loudoun Small Business Development Center (SBDC) located in Sterling, VA. The SBDC is funded through the United States Department of Commerce and offers free personalized services to small businesses. The Loudoun SBDC can be reached at www.loudounsbdc.org or at 703-430-7222.

Financing

Starting a business requires capital. While many start-up businesses are self-financed, there are a number of sources for external financing for small businesses including bank financing, angel investors, and venture capital firms. The companion resources available from Loudoun County, the Virginia Economic Development Partnership, and the Virginia Department of Business Assistance online Business Launch Pad document the various types of financing available for local businesses. For more information, visit the Loudoun County Department of Economic Development Incentives and Financing website at www.biz.loudoun.gov.

Finding a Location for Your Business

Three criteria will determine where you establish your business: location, size and cost. Before you begin your site selection process, you need to have some idea of where you want to be, how much space you need and how much you can afford to spend each month. You will need to decide which of these three criteria (location, size and cost) is the most important. If location is most important, you may have to compromise on the size or on the monthly rent in order to be in an optimum location.

Locations in Purcellville

1. Old Town District

The Old Town District, or downtown, is the historic and cultural center of the community. Its unique architecture and pedestrian-friendly environment are ideally suited for some businesses. Typically, this section of Purcellville is a location for small independent retailers and a wide variety of professional and personal service businesses.

2-3. Main Street East/West

The commercial corridors along East and West Main Street lead into the downtown area and offer a wide variety of business locations for a host of businesses. The corridors have a great variety of location options from freestanding businesses and shopping centers.

4. Industrial Park

This area is primarily a light industrial and office area adjacent to the Route 7 bypass.

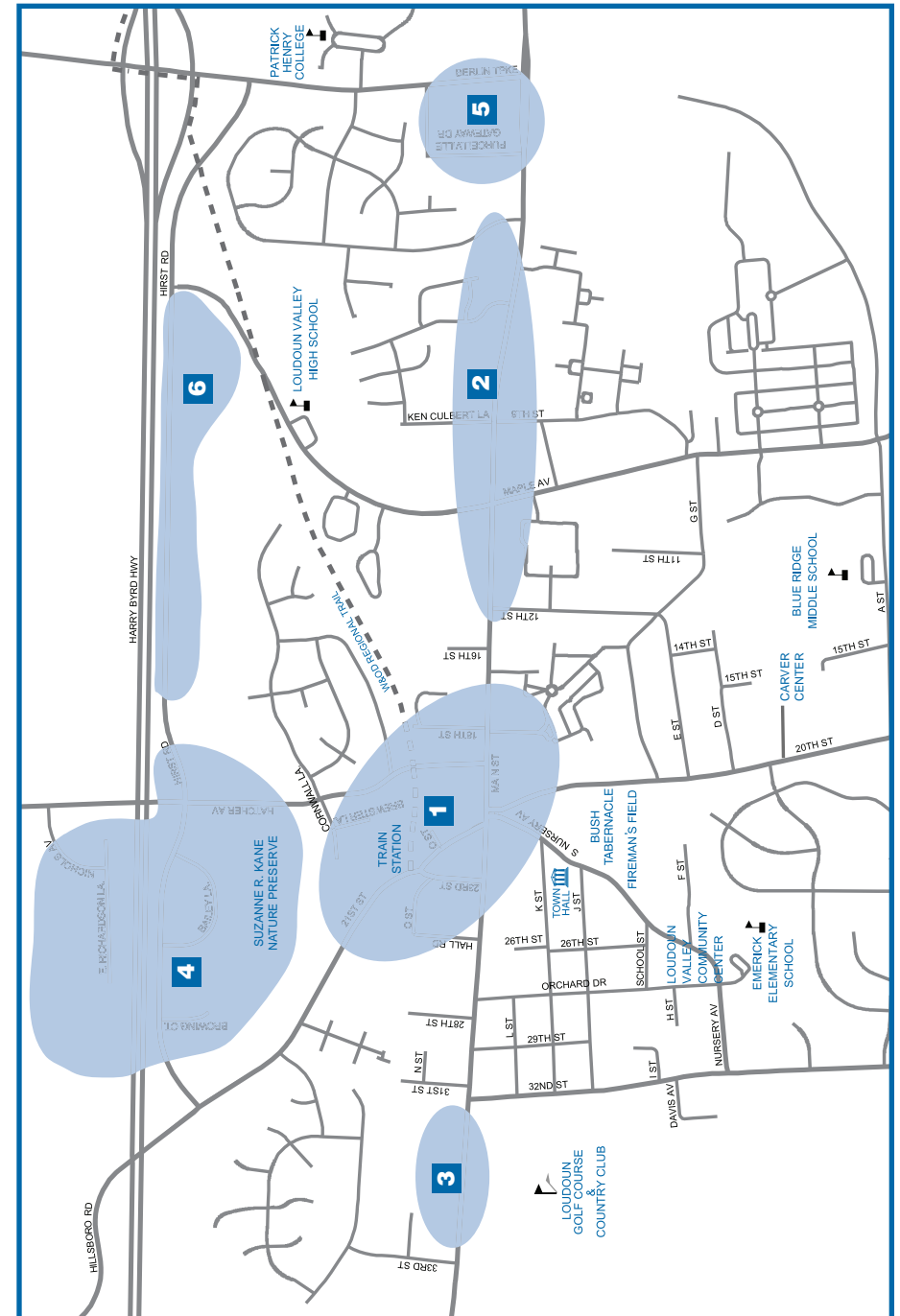
5. Gateway Corridor

This area is connected to Berlin Turnpike and serves a variety of location options including business and shopping that is the welcoming center into Purcellville.

6. Hirst Road Corridor

This corridor along Hirst Road is a welcome spot for larger office space and lodging with easy access to the Route 7 bypass.

Business Zone Map of Town



Selecting a Site

Step 1. Set your budget range.

If you have written a business plan, you will know how much you can afford to spend each month. If you haven't written a business plan, you'll need to determine a range that you feel comfortable committing each month to rent.

Step 2. Determine what is available and how much it costs.

The Community Development Department can provide you with a list of lease spaces currently on the market and discuss the location options in Purcellville.

Step 3. Familiarize yourself with the market.

One of the best ways to familiarize yourself with what is on the market is to drive around and look for real estate signs. If you have questions about a particular property, call the listing broker.

Step 4. Find a commercial real estate broker.

Most people select one real estate broker and work with that broker, from start to finish. Just as you would not ask two accountants to do your taxes at the same time and only pay the one who finishes first, working with more than one real estate broker at the same time to find a location can be problematic. Consider interviewing several brokers in order to find one with whom you feel comfortable. If you do choose to work with more than one broker, we recommend that you make the brokers aware of that relationship.

Step 5. Be an active participant in selecting a site.

Even though you may be working with a real estate broker, don't stop looking around on your own. If you find a location for lease, bring it to your broker's attention. Just like with residential brokers, commercial brokers are not limited to showing you only their own listings.

Step 6. Be realistic in your expectations.

It may take you several months or longer to find a location that meets your needs. If you are unfamiliar with the real estate market in the Northern Virginia, you may experience sticker shock at lease rates. A carefully crafted business plan can help set realistic expectations for business cash flow and costs.

Tourism Zone

On May 8, 2012, the Purcellville Town Council established, by ordinance, a tourism zone in the Old Town area of 21st Street for the purpose of providing tax incentives to a transient lodging facility. To initially qualify for incentives, the new facility must make a capital investment of at least \$250,000 and meet the ordinance definition of a transient lodging facility.

The incentive available to the transient lodging facility will be a percentage rebate of their yearly paid transient lodging tax. The amount of incentive available will depend on two variables: 1) number of transient lodging facility jobs created and 2) level of capital investment. The number of jobs created will determine the rebate percentage and the level of investment will determine the number of years the rebate will be available, up to a total of nine years. The amount of capital investment is equal to the funds spent by the business for the acquisition of any long-term assets used to further its business objectives. Acceptable expenditures include, but are not limited to, land acquisition, site improvements, building construction, furniture, fixtures, machinery and equipment. Capital investment does not include preconstruction expenses such as engineering, site plans and architectural plans, operating capital and short-term operating inventory.

An applicant must submit a project description and financial projections to the Town of Purcellville Community Development Department. Once the application is received, the Town will review the project and provide the applicant with a recommended incentive package that details the amount and duration of the incentive.

Façade Grants

The Purcellville Façade Improvement Program was established to provide technical and financial assistance to property owners and commercial tenants. It enhances the Town's commercial revitalization efforts by stimulating private investment, preserves the structural integrity of historic structures, and improves the aesthetic appearance of the town's commercial areas. Applicants must be property owners or commercial tenants of properties whose storefronts are visible from the street in a commercial zoning district.

The program is funded annually and disbursed on a first-come-first-serve basis upon meeting all application requirements and awards the approved applicant 80 percent of the approved costs of the completed project up to a maximum amount

of \$2,500 per property per year. The disbursement of funds is made after the project has been completed and inspected to be in compliance with the approved design applications. Awards are submitted to the Community Development Department for review and issuance of all necessary permits. The Town Board of Architectural Review (BAR) will have approval authority for the design. Once applications have been reviewed and approved by Community Development and the BAR, they will be submitted to the Economic Development Advisory Committee for final approval.

Priority consideration is given to projects involving restoration of significant architectural details in historically significant or contributing structures and removal of elements which disguise or obscure important architectural features as well as storefronts oriented to the pedestrian. Applicants may only apply once per fiscal year (July 1 through June 30). Approved projects must be completed within a year from approval date of the BAR.

Before Signing on the Dotted Line

Know your obligations

Once you find a location that meets your needs, you need to make sure that you fully understand all of your obligations under the lease. Ask the landlord to prepare a letter of intent that spells out the landlord's and tenant's respective responsibilities. Have your lawyer review the letter before proceeding to the preparation of a lease.

Know the conditions for default

Under what conditions can you terminate the lease early? Under what conditions can the landlord evict you from the premises? For your own protection, you need to know the default conditions.

Have your lawyer review your lease

While real estate brokers are licensed to prepare and execute leases, it is a good idea to have your attorney review the lease before you sign.

Do a pre-occupancy walk-through

Just as you would with a residential lease, you should make note of the condition and the contents of the space before you take occupancy. If your landlord does not have a checklist, make your own or ask your real estate broker to prepare one. Be sure to list all of the included personal property, such as desks, chairs, shelving units, and refrigerator. Do the walk-through with the landlord or the landlord's representative. You will both sign and date two copies of the completed checklist.

Interior Renovations

More often than not, a previously occupied space will need some interior renovation prior to opening a new business in it. Those interior renovations may be as simple as painting or could be as extensive as putting up or taking down interior walls. The landlord may include interior fit-up or build-out costs in the lease, usually a specific dollar amount a square foot. If not, you can ask the landlord to pay for any renovations and spread the cost out over the life of the lease. Alternatively, the landlord may simply allow you to do the interior renovations at your own expense. Whoever pays for the interior renovations, there are two caveats:

- Do not do anything without the landlord's consent.
- If the work requires a Town of Purcellville zoning permit and/or Loudoun County building permit, go through the permit process before beginning any work. It will not be better to ask forgiveness rather than permission in this situation. Being stopped by the building inspector and then having to revisit the permit process can be both costly and time-consuming.

Common Pitfalls and Mistakes

Here are some questions that you should ask before signing a lease.

1. *Is your business an allowed use on this property? Ask the Town's Community Development Department if it is.*
2. *Who pays for parking? How much parking is allotted?*
3. *How much liability insurance does the landlord require that you carry?*
4. *Who maintains the heating, ventilation and air conditioning systems?*
5. *Are there any restrictions on the property, either by zoning, a condominium association or the landlord that will affect your ability to operate your business?*

Permits & Processes

The Zoning Ordinance

The Town of Purcellville Zoning Ordinance divides the Town into zoning districts that define what uses are permitted within each district. Prior to purchasing property, signing a lease or opening your business, you will need to determine if your business is permitted in that location. The Zoning Ordinance is available at the Town website. If you have questions about the Zoning Ordinance, please call the Community Development Department at 540-338-2304.

Zoning Districts

There are five non-residential zoning district designations in the Town of Purcellville:

C-1, Office Commercial District

The purpose of this district is to provide for planned office parks or for offices and similar business buildings and limited office support uses, in attractive surroundings with types of uses, structures, plantings, and signs so controlled as to be generally compatible with medium density or low density residential surroundings. The district can be applied to large or small areas if development standards are in compliance.

MC, Mixed Commercial District

The purpose of this district is to provide sufficient space in appropriate locations for a variety of retail shopping, office uses and miscellaneous recreational and service activities, generally serving the town, its neighborhoods and the surrounding area of the county and to implement the Town's comprehensive plan. These uses should be developed as compact centers in or near developed areas where retail and service activities now exist or are planned. Since these areas are generally located along major thoroughfares and at the major gateways to the town, the district includes side design standards to minimize traffic congestion and conflict and landscaping and sign standards to minimize distracting visual clutter and to enhance the appearance of the district.

C-4, Central Commercial District

The purpose of this district is to provide for an appropriate variety of uses in the historic center for commercial, financial, professional, recreation, entertainment, and cultural activities, in accord with the purposes and goals of the comprehensive plan. It is intended to promote a convenient and relatively compact arrangement of uses and buildings that enhance the sense of place and pedestrian orientation of the

downtown area, and to this end required yards are minimal and permitted building bulk and coverage is relatively high. Medium density residential development is permitted to encourage housing convenient to places of shopping and work. Signing and outdoor storage are restricted in order to promote an attractive and stable urban environment.

CM-1, Local Service Industrial District

The purpose of this district is to provide for a wide variety of local and farm service industrial operations, including repair services, building supplies, and open or enclosed storage of products, supplies and equipment, but to restrict or prohibit those service industries which have characteristics likely to produce serious adverse effects within or beyond the limits of the district, in accord with the purposes and goals of the comprehensive plan. Limited manufacturing is also permitted, including open storage of products and materials.

M-1, Limited Industrial District

The purpose of this district is to provide for a variety of light manufacturing, fabricating, processing, wholesale distributing and warehousing uses appropriately located for access by highways and providing a controlled environment within which signing is limited, uses are to be conducted generally within completely enclosed buildings or within screened areas, and a moderate amount of landscaping is required, in accord with the purposes and goals of the comprehensive plan.

Changes to a Building or New Construction

Many new businesses in Purcellville will require some degree of construction, be it an interior fit-up, alteration, or new construction. These changes require a business owner to go through a process to secure a zoning permit, a building permit, and ultimately an occupancy permit.

Zoning Permits

Zoning permits are administered by the Community Development Department. Before being submitted for review, each application for a zoning permit must be accompanied by a scaled plan of the changes, a business utility form and a contractor listing form. A Town of Purcellville business license must be submitted before a zoning permit can be approved. The Town has a 10-day turnaround for basic zoning permits and a fee is required. Zoning permit forms and the schedule of fees are available at the Town website.

Building Permits

In addition to the Town's zoning permit, Loudoun County issues building permits for all construction projects in the county. While some building permits can be issued over the counter while a customer waits, most will take some time to review. If your project requires a building permit you must submit a zoning permit or, if applicable, request a Zoning Clearance Form from the Town first.

Commercial Occupancy Permits

A commercial occupancy permit is required for all new or relocated businesses in Town. After construction is complete and Loudoun County has inspected all County permits pulled on a project in which a Loudoun County building permit has been issued, the Town of Purcellville will issue an occupancy permit. The permit is on a Loudoun County form and is submitted to the Town of Purcellville along with as-built plans for the changes.

Right-of-Way Permits

Any construction projects that require access to roads within the Town limits must check with the Right-of-Way Regulations and apply for a specific permit. For more information, please contact the Public Works Department at 540-338-5024. If the work involves right-of-way controlled by Virginia Department of Transportation (VDOT) – which includes Main Street, Route 287 and portion of Hirst Road – the permit should be secured from VDOT at www.virginiadot.org/business.

Sign Permits

The Town of Purcellville Community Development Department is responsible for issuing sign permits. Sign permits are required for both temporary and permanent signs. Sign permit applications are available online and at Town Hall. Once submitted, staff will review the content to ensure it complies with Article 3, Section 6 of the Town Zoning Ordinance. For each sign, a separate application is required. More information about sign permit applications and a schedule of fees are available at the Town website.

Types of Permanent Signs

The Purcellville Zoning Ordinance allows wall, window, hanging, monument, freestanding, projecting, awning, marquee and canopy signs. A business may have no more than two permanent signs. When applying for a permanent sign, please include the following: two sets of plans showing the proposed location of the sign, the color, material, area, and thickness of sign, and any necessary landscaping. For more information on the types of signs allowed and regulations pertaining

to signs, please consult the Zoning Ordinance or contact the Community Development Department at 540-338-2304.

Signs in the Historic Corridor Overlay District

Signs in the Historic Corridor (HC) have more specific design guidelines. For information regarding the maximum size of signs and for details regarding sign regulations in the Historic Overlay District, please contact the Community Development Department at 540-338-2304. The sign permit form and a schedule of permit fees are downloadable at the Town website.

Temporary Signs

Temporary signs include banners, sandwich and sidewalk signs. A temporary sign permit application must contain the following information: size, location, style, and content of the sign. Temporary sign regulations depend on the purpose of the sign. All temporary signs have an expiration date. Information on temporary sign permits is available by contacting or visiting the Community Development Department.

Special Use Permits

A special use permit is required for certain businesses where the underlying use is allowed but some specific aspect of the business is incompatible with surrounding uses (for example, a restaurant may be allowed by-right, but a restaurant with a drive-through lane requires a special use permit). A rezoning is required if the use is not allowed at all under the current zoning. Please contact or visit the Community Development Department.

Special Exception

A special exception allows the Town Council and Planning Commission the chance to evaluate a proposed use in a zoning district to determine its compatibility with surrounding uses. The special use permit will go through public hearings to allow public comment on the proposed special use permit application.

A pre-application meeting with Town staff is required before formally submitting an application. Once submitted, staff reviews the application. After staff review, the Planning Commission will hold a public hearing and make a recommendation to the Town Council, which will make the final decision on the special exception. Additional information regarding special exception requirements, applications, and fees, is available from the Community Development Department section of the Town website.

Home-Based Businesses

The Town allows certain businesses and occupations to be conducted as home-based businesses, or home occupations. A home-based business requires both a business license, issued by the Finance Department, and a home occupation permit, issued by the Community Development Department. Home occupations include any professional, vocational, business, trade and personal service, excluding retail sales. The home occupation permit application can be found online.

Limits and Prohibitions

A home occupation must be conducted entirely within the residence of the principal owner and are only given to the residents of the property. No more than 25 percent of the total floor area of the dwelling unit, and/or any accessory structure can be dedicated to a home occupation. No storage or display of goods should be visible from outside the residence. Commercial signs are not permitted. The home occupation business should not generate significant volumes of traffic for the surrounding neighborhood. All business generated by the home occupation must be done in a manner that protects the residential character of the area and the visual appearance of the residence.

For more information on limits to home occupations, please consult the Purcellville Zoning Ordinance or contact the Community Development Department at 540-338-2304. The home occupation forms are downloadable from the Town website.

In addition to Town regulations, some neighborhoods in Purcellville have Home Owner Association Covenants that establish additional rules for home-based businesses. Consult your neighborhood HOA Board or Property Management Company for more information.

Purcellville Jobs Website

PurcellvilleJobs.com was developed by the Town of Purcellville as a free job listing service to local businesses and residents in order to provide a forum for employers to post employment opportunities and for applicants and job seekers to find positions of interest.

Registration & Licensing

Business Structure

The requirements for business registration vary, depending upon the type of business ownership. The most common forms of business ownership are sole proprietorship, partnership (general, limited and limited liability), and corporation. You should consult with an accountant, attorney or business counselor about the type of ownership that best meets your needs. Ultimately, you will need an Employer Identification Number (EIN) also known as a Federal Tax ID number. Sole proprietorships without employees may use their Social Security Number instead. Information on federal taxes for small businesses can be found at www.irs.gov/businesses/small.

Regardless of the type of business, you will also need to take steps for your business to meet state, county, and local government requirements.

State Registration

Corporations, limited liability companies (LLC's) and partnerships must register with the State Corporation Commission before a Town business license can be issued.

Virginia State Corporation Commission

Clerk's Office

PO Box 1197

Richmond VA 23209

804-371-9733

www.scc.virginia.gov

From this web location you can download the Business Registration Guide, which will walk you through the steps of registering a business in the Commonwealth. You must also register your business with the Virginia Department of Taxation at 804-367-8037. This can be done online at www.tax.virginia.gov.

Assumed Name (Trade Name) Registration

Sole proprietorships and partnerships must register their business or trade names with the Loudoun County Clerk of the Circuit Court. Corporations and limited liability companies doing business under names other than the names registered

with the State Corporation Commission must also register their assumed names with the Clerk of the Circuit Court. Registration forms are available at www.loudoun.gov. For more information, contact:

Loudoun County Clerk of the Circuit Court
18 East Market Street
Leesburg VA 20176
703-777-0270

Local Business Licenses

Most businesses, including home-based businesses and contractors, located within or transacting business within the Town of Purcellville are required to have a Town of Purcellville Business, Professional and Occupational License (BPOL). To obtain your business license, visit the Town of Purcellville Finance Department on the lower level of the Town Hall, located at 221 South Nursery Avenue. For more information, call the Purcellville Finance Department at 540-338-7093.

Contractors and other businesses with more than one location may need to have business licenses from the other Virginia jurisdictions in which they do business. For more information about these requirements, contact the jurisdictions where you do business for additional details.

When you complete the Purcellville BPOL Application, you are registering for the payment of taxes based on gross receipts. For more information about the BPOL rates, see www.purcellvilleva.gov.

As part of the BPOL application process, you'll need to coordinate with the Community Development Department. The Department assists businesses seeking to open or relocate in Town. This includes "storefront" businesses in the commercial districts and home occupation businesses (relatively low impact businesses permitted in the residential districts). Commercial occupancy permits or home occupation permits are required before the Finance Department can issue a business license. The review of these permits ensures the use or business is permitted within a given zoning district. For more information about zoning within the Town of Purcellville, see page 12 of this guide.

State Regulated Businesses, Professions and Occupations

The Commonwealth of Virginia regulates some businesses, professions and occupations for reasons of public health, safety and welfare. These businesses are required to have state licenses in order to operate and may be required to demonstrate that certain minimum standards in education, training or proficiency

have been met. Depending on the type of business, the license will be issued by one of these four state agencies:

Department of Professional & Occupational Regulation

The Virginia Department of Professional & Occupation Regulation licenses these professions and occupations:

Architects	Land Surveyors
Asbestos & Lead Contractors	Landscape Architects
Auctioneers	Nail Technicians
Barbers	Opticians
Boxers/Wrestlers	Polygraph Examiners
Branch Pilots	Real Estate Appraisers
Cemetery Companies & Sale Personnel	Real Estate Brokers & Sales People
Contractors	Soil Scientists, Professional
Cosmetologists	Tradesmen (Electrical, HVAC, Plumbing, Gas-fitting)
Engineers, Professional	Waste Management Facility Operators
Geologists	Water and Wastewater Works Operators
Home Inspectors, Certified	
Interior Designers, Certified	

For more information on the Commonwealth of Virginia license requirements for these professions and occupations, contact:

Virginia Department of Professional & Occupational Regulation
9960 Mayland Drive, Suite 400
Richmond, VA 23233
804-367-8500
www.dpor.virginia.gov

Department of Health Professions

The Virginia Department of Health Professions has 14 boards that regulate more than 50 health-related businesses, professions and occupations. For a complete list of regulated businesses and more information about licensure requirements, contact:

Virginia Department of Health Professions
9960 Mayland Drive, Suite 300
Richmond, VA 23233
804-367-4400
www.dhp.virginia.gov

Department of Social Services

The Virginia Department of Social Services, Division of Licensing Programs regulates certified preschools, child care centers, and some home-based childcare businesses. For more information about licensure requirements, contact:

Virginia Department of Social Services

11320 Random Hills Road, Suite 200
Fairfax VA 22030
703-934-1505
www.dss.virginia.gov

Note: Most childcare centers within the Town of Purcellville require a special use permit. See page 15 for more information about the special use permit process.

The Loudoun County Office of the Virginia Cooperative Extension periodically offers a one-day seminar on “The Business of Family Child Care.” For more information, contact the Extension Office at 703-777-0373.

Department of Alcoholic Beverage Control

The Virginia Department of Alcoholic Beverage Control licenses all businesses involved in the production, distribution, transportation and sale of alcoholic beverages. For more information, contact:

Virginia Department of Alcoholic Beverage Control

PO Box 27491
Richmond, Virginia 23261
804-213-4400
www.abc.virginia.gov/licensing.html

County Regulated Businesses

Loudoun County Department of Environmental Health

The Department of Environmental Health regulates hotels, motels, bed and breakfast inns, swimming pools, and all food related establishments. Downloadable forms and information are on their website.

Loudoun County Department of Health

Urban Environmental Health Information
1 Harrison Street SE, 2nd floor
Leesburg VA 20175
703-771-5806
www.loudoun.gov/health

Business Taxes & Fees

Town Business License (BPOL) Tax

Most businesses located within the corporate limits of the Town of Purcellville are required to have a Town of Purcellville Business, Professional and Occupation License (BPOL), including home-based businesses. To obtain your business license, visit the Finance Department on the lower level of Town Hall, located at 221 South Nursery Avenue or visit their website at www.purcellvilleva.gov.

The tax associated with this license is either a percentage of gross receipts or a flat rate. There is a minimum license fee of \$20.00. Visit the website to find business license applications and instruction. Current BPOL rates on gross receipts are calculated per \$100 of gross receipts. Renewal applications and tax are due on March 1. A 10 percent penalty applies to all late applications.

If you have questions about which category includes your business, please contact the Finance Department at 540-338-7093.

When you receive your first year business license, you will pay estimated taxes based on the gross receipts that you expect to generate through the end of the calendar year. In January of the following year, you will receive a business license renewal form. When you submit the renewal form, you will need to include any additional tax owed if your gross receipts exceeded your estimate.

In January of each year, business license renewal forms are sent to all businesses. When submitting the renewal form, businesses state their gross receipts for the previous year and include the appropriate amount of tax due. Business license renewals are due by March 1 of each year.

As part of the BPOL application process, you will need the Purcellville Zoning Administrator to approve the application, indicating that your business is allowed in that location under the Purcellville Zoning Ordinance. In most cases, this approval can be done at the same time of the application. Both the business license and the zoning approval will be processed and mailed to you. For more information about zoning within the Town of Purcellville, see page 12 of this guide.

Business Tangible Personal Property Tax

Both the Town of Purcellville and the County of Loudoun tax businesses on the value of tangible personal property, such as manufacturing equipment and tools, office equipment, and computers. The tax is based on the original total capitalized

cost and the age of the property. Vehicles also have a separate tax rate and a Town decal on any vehicle garaged in Purcellville. See the Finance information at the Town website or call them at 540-338-7093. Check with www.purcellvilleva.gov for most current tax rates.

When you register for your Town of Purcellville business license, you will be directed to the Loudoun County Commissioner of Revenue website to register your business tangible personal property at www.loudoun.gov/bppt-file. If you have any questions concerning Loudoun County business personal property taxes, please call the Commissioner of Revenue at 703-777-0260.

Water and Sewer Availability Fees

Water and sewer availability fees purchase capacity with the Town's water and sewer system. They are one-time fees by which the Town recovers the cost of the infrastructure needed to provide water and sewer service. These fees are paid when a building first receives water and sewer service. For an existing or previously occupied space, you will have to pay availability fees only if your business will have a higher water use than the previous occupant. In that case, you would pay only the difference between the availability fees for the previous and new uses.

Availability fees are calculated using average daily usages based on historical usages by various types of businesses. For more information on current commercial categories and estimated daily usages, please contact the Public Works Department at 540-338-5024 or find them at the Town website under Government, then Town Departments. Here you will also be able to access the current water and sewer availability fees. Owners who install new meters over ¾" have the option – subject to Town Council approval – to apply for a payment plan. Contact the Public Works Department for more information at 540-338-5024.

Grease/Grit Interceptor Policy and Program

It is the duty of the Town of Purcellville to prevent the introduction of excessive grease, oil, sand and other substances harmful or hazardous to the sanitary sewer system and wastewater treatment plant and storm sewers. This is designed to implement and ensure compliance with applicable local, state or federal rules and regulations. Accumulations of grease, oil, sand, rags, string, and other harmful substances and material within the sewer lines increase the potential to cause sewer blockages that in turn can cause overflows that degrade the quality of local surface waters. Blockages also cause sewer back-up into business or homes and can cause extensive damage.

Applicability

Any customer of the Town of Purcellville including businesses, institutions, or establishments participating in the preparation of service of food, where fats, oil and grease may be discharged into public sewer must install, operate, maintain, and repair a grease interceptor, waste oil collection device or other applicable pretreatment unit solely at the customer's expense.

Any customer where automobiles, trucks or equipment are serviced or maintained, including but not limited to: car washes, service centers, repair shops, detailing centers, garages and any other facility where grease, oil, or grit may be discharged into the public sewer shall install, operate, maintain, and repair a grease/grit interceptor or other pretreatment unit solely at the customer's expense.

Newly constructed businesses where grease, oil, sand, rags, string, and other harmful substances and material may be discharged into the Town of Purcellville sewer system, shall provide a grease/grit interceptor when necessary for the proper handling of wastes prior to issuance of an occupancy permit or new business permit.

Food and automobile facilities existing prior to the date of the Town of Purcellville Grease/Grit Interceptor Policy shall be permitted to operate and maintain an existing grease/grit interceptor provided such units are in good operating conditions, as determined by the Town of Purcellville.

The Town will require an existing facility to install a new grease/grit interceptor that complies with the requirements of the Virginia Building Code – Plumbing, as amended (current edition) or to modify or repair any noncompliant plumbing or existing grease/grit interceptor when certain conditions exist, at the determination of the Town.

A reviewer from the Town's Public Works Department will check the sizing calculations and construction details for general compliance with these guidelines. Discrepancies or inadequacies shall be identified in review comments, and must be fully addressed by the applicant's engineer prior to the Town's approval of the construction plans. The grease interceptor shall be designed to meet the Town's Sewer Ordinance limit for maximum oil and grease content at all times of discharge.

Whenever the Town finds that any user has violated this policy, the Town may serve upon the user a written notice stating the nature of the violation. Within 30 days of this notice, a plan for the satisfactory correction of the violation shall be submitted to the Town. For more information, please contact the Public Works Department at 540-338-5024.

Other Local Taxes

Real Estate Taxes

Businesses that own real estate are levied both Loudoun County and Town of Purcellville real estate taxes. Assessments are conducted annually by Loudoun County. For questions concerning assessments or the county tax rate, contact the Loudoun County Assessor's Office at 703-777-0267. Tax payments are due on June 5 and December 5 of each year.

Sales & Use Tax

The local sales tax is collected by Loudoun County and a portion is distributed to the Town of Purcellville. Please contact the Virginia Department of Taxation at 804-367-8037 or www.tax.virginia.gov to register your business.

Meals Tax

A Town meals tax is collected on prepared food served or sold within the Town. If you are operating a restaurant, deli, coffee shop or other business that sells prepared food, please contact the Finance Department at 540-338-7093 for meals tax remittance forms.

Transient Occupancy Tax (TOT)

A Town tax is collected on transient lodging (hotels, motels and B&Bs) in the Town. Please contact the Town's Finance Department at 540-338-7093 for transient occupancy tax remittance forms.

Cigarette Tax

A Town tax is collected on all cigarettes sold in Town. Please contact the Northern Virginia Cigarette Tax Board at 703-802-0373 if you plan on selling cigarettes in Town.

All rates, fees, and taxes are subject to change and review by the Purcellville Town Council. For the most up-to-date numbers, please call the respective departments or visit the Town Hall at 221 South Nursery Avenue.

Town Government

Town Council

Purcellville is governed by a six-member Town Council and a Mayor. Council members serve at large for a four-year term. The Mayor serves a two-year term. Visit www.purcellvilleva.gov for a listing of the current Town Council members.

Mission

As stewards worthy of community trust, we work to discern, define and implement an agenda to nurture and preserve our quality of life. Through our policies and leadership, we foster an open, cooperative and model government that encourages full public participation and ensures the level of services our citizens expect and deserve.

Town of Purcellville Phone Contacts

Town Hall
540-338-7421

Community Development
540-338-2304

Administration
540-338-7421

Public Works
540-338-5024

Town Clerk
540-751-2333

Maintenance
540-338-7440

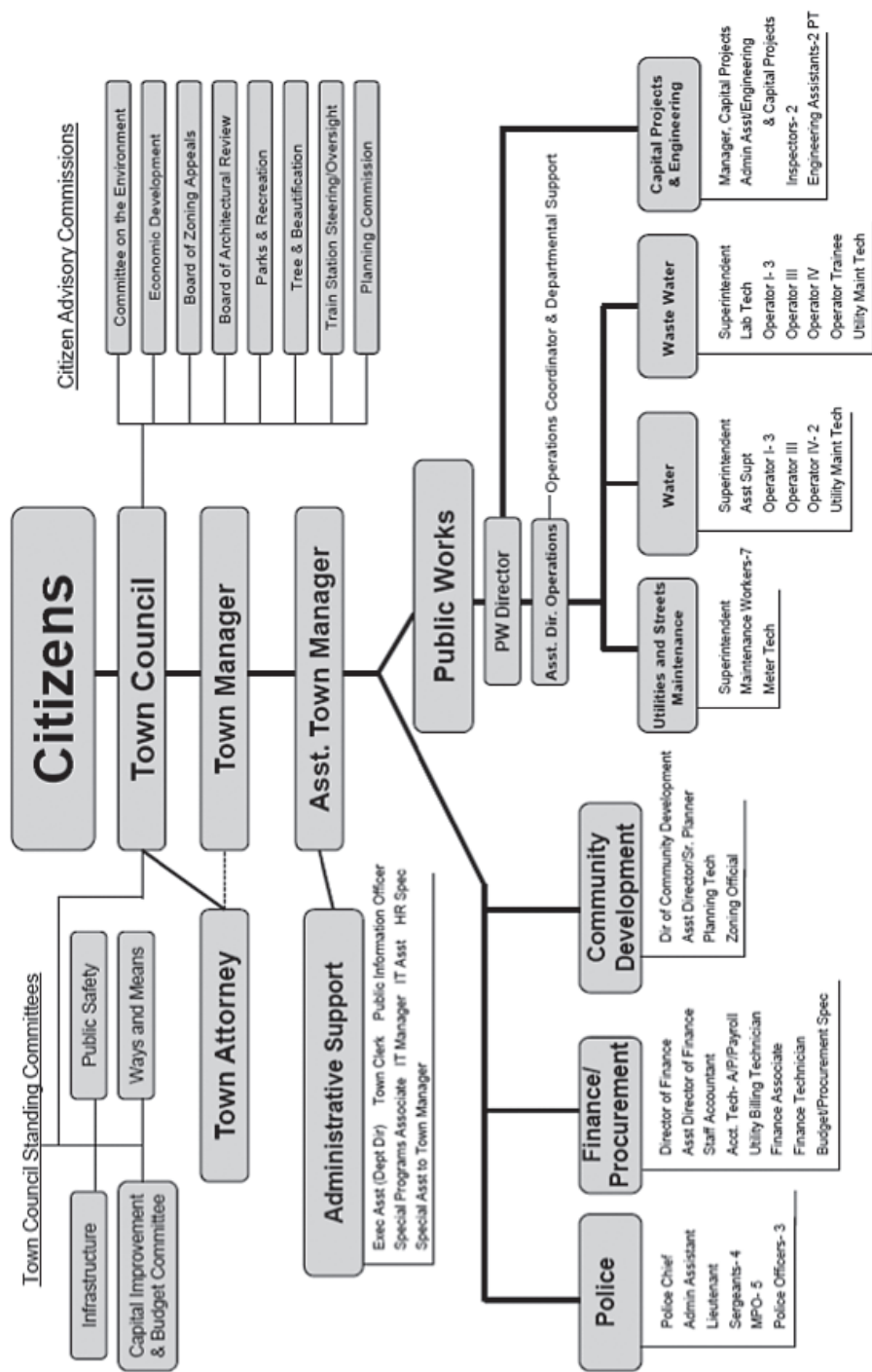
Town Attorney
540-338-7421

Wastewater Plant
540-338-4945

Police
540-338-7422

Water Plant
540-338-2513

Finance
540-338-7093



Planning Commission

Every local government in Virginia is required to have a Planning Commission “in order to promote the orderly development of the locality and its environs” (Code of Virginia, Section 15.2-2210). The Purcellville Planning Commission is a seven-member body of Town residents that are appointed by the Town Council to advise the Council on matters relating to Town planning and development. The Commission also develops and recommends updates to the Town’s Comprehensive Plan, which outlines the Town’s vision for its future and strategies for attaining that future. The Commission also reviews and makes recommendations on updates to the Town’s zoning and development related regulations that help to implement the Comprehensive Plan.

The Planning Commission meets on the first and third Thursday of each month and schedules work sessions and special meetings as needed. Meetings are held in the Council chambers at Town Hall. A list of current Planning Commission members and further information can be found at the Town’s website at www.purcellvilleva.gov.

Board of Architectural Review

The Board of Architectural Review (BAR) is a five-member volunteer Board appointed by the Town Council. Each has expertise and knowledge of architecture, architectural history, Town history, Town planning or landscape architecture. This Board is responsible for helping to implement the Town’s historic preservation and community design goals by reviewing and approving new construction and alterations of existing structures on non-residential properties within the Town, including new buildings, building additions, and repainting non-residential buildings. The BAR also must approve the demolition or relocation of any historic structures within the Historic Corridor Overlay District, which includes all properties adjacent to Main, 21st, 23rd, 32nd Streets and Berlin Turnpike. Unless otherwise noted, the Board meets on the third Tuesday of each month at 7:30 PM. Meetings are typically held at the Purcellville Town Hall. If there is a conflict with another Town meeting, the BAR meeting may be held at the Purcellville Train Station. For a current agenda or list of members, visit the Town website at www.purcellvilleva.gov.

Applications for a certificate of design approval (CDA) by the Board of Architectural Review together with a fee, shall be filed by the owner or contract purchaser of the subject property with the Zoning Administrator. Materials submitted with the application include all plans, maps, studies and reports which may be reasonably required to make the determinations called for in the particular

case, with sufficient copies for necessary referrals and records. Complete applications with the required fee must be received by the Zoning Administrator at least 14 calendar days prior to the Board meeting.

Because the Historic Corridor is a National Register District, tax credits for renovation work on historic buildings may be possible. The Virginia Department of Historic Resources has information about tax credits at www.dhr.virginia.gov.

To learn more about the design review process and to get an application, call the Community Development Department at 540-338-2304 or access them online at the Town website.

Economic Development Advisory Committee

The Economic Development Advisory Committee is appointed by the Town Council to provide advice on matters relating to the promotion of a sound economy for the Town. The Committee makes recommendations on new policies and programs to strengthen the Town’s commercial tax base by supporting the existing business community and encouraging new businesses to locate within the Town. The Committee supports its recommendations with research on the economic health of the Town and the business needs of the community. The Committee also provides assistance for Town events that enhance the economic vitality of Purcellville. This committee meets on the first Tuesday of every month at 7:00 PM.

For a complete list of committees, commissions and boards, visit the Town website at www.purcellvilleva.gov.

Other Local Contacts & Resources

Area Law Enforcement & Rescue Agencies

Purcellville Police

125 E. Hirst Road Unit 7A
Purcellville, VA 20132
Non-emergency: 540-338-7422

Purcellville Volunteer Fire Company

500 N. Maple Avenue
Purcellville, VA 20132
Non-emergency: 540-338-5961

Purcellville Volunteer Rescue Squad

500 N. Maple Avenue
Purcellville, VA 20132
Non-emergency: 540-338-4706

Loudoun County Sheriff

880 Harrison St., S.E.
Leesburg, VA 20175
Non-emergency: 703-777-1021

Loudoun County Fire & Rescue

801 Sycolin Rd. Suite 200
Leesburg, VA 20175
Non-emergency:
703-777-0333

After Hours Emergency Numbers	
Police, Medical or Fire	911
Dominion Virginia Power	888-667-3000
Poison Control	800-222-1222
Water, Sewer, Street Maintenance	540-338-7700
Non-Emergency Numbers	
Police	540-338-7422
Fire	540-338-5961
Rescue	540-338-4706
County Fire & Rescue	703-777-0333
Sheriff Department	703-777-1021
Dominion Virginia Power	703-359-3275
Comcast Cable	571-434-1280
Verizon	800-275-2355

Education

Loudoun County Public Schools

21000 Education Court
Ashburn, VA 20148
800-273-8255
www.lcps.org

High Schools

Loudoun Valley High School

340 North Maple Ave
Purcellville, VA 20132
540-751-2400
www.loudoun.k12.va.us/lvhs

Woodgrove High School

36811 Alder School Road
Purcellville, VA 20148
540-751-2600
www.loudoun.k12.va.us/Woodgrove

Middle Schools

Blue Ridge Middle School

551 East A Street
Purcellville, VA 20132
540-751-2520
www.loudoun.k12.va.us/brmsCached

Harmony Middle School

38174 West Colonial Highway
Hamilton, VA 20158
540-751-2500
www.loudoun.k12.va.us/harmony

Elementary Schools

Emerick Elementary School

440 South Nursery Ave
Purcellville, VA 20132
540-751-2440
www.loudoun.k12.va.us/emerrick

Mountain View Elementary School

36803 Alder School Road
Purcellville, VA 20132
540-751-2550
www.loudoun.k12.va.us/mountainview

Kenneth W. Culbert Elementary School

38180 West Colonial Highway
Hamilton, VA 20158
540-741-2540
www.loudoun.k12.va.us/culbert

College

Patrick Henry College

10 Patrick Henry Circle
Purcellville, VA 20132
540-338-1776
www.phc.edu

Library

Purcellville Library

220 East Main Street
Purcellville, VA 20132
540-338-7235
www.library.loudoun.gov

Hours of Service:

Monday – Thursday 10 AM - 9 PM
Friday – Saturday 10 AM - 5 PM
Sunday 1 PM - 5 PM

The Library provides access to personal computers for use by the public and free Wi-Fi service for those who bring their own laptops equipped with wireless capability. Time restrictions apply to the use of the library computers.

Business Refuse & Recycling

Refuse and recycling collection are the responsibility of the business. Loudoun County operates the Western Loudoun Recycling Center located at 38159 West Colonial Highway between Purcellville and Hamilton and across the street from Harmony Intermediate School where recyclable materials can be taken. A contact list for refuse and recycling collection companies is available from Loudoun County's website. Go to the Department of General Services, Waste Management Division webpage to obtain the current list of companies and firms that are permitted to offer refuse and recycling collection services in Loudoun County including Purcellville.

Snow Removal

The Town of Purcellville Maintenance staff is responsible for removing snow and ice on Town streets with the exception of Main Street (Business Route 7), Berlin Turnpike (Route 287) and Hirst Road (from Route 287 to Hatcher Avenue). These roadways are maintained by VDOT. During a snow or ice event, the primary objective is to clear the main streets, followed by primary roads with secondary subdivision and cul-de-sacs. Every attempt is made to initially provide one passable lane.

Snow from private driveways, businesses, or parking areas should not be pushed into the street. The Town Ordinance requires sidewalks to be cleared within 24 hours of snowfall. If ice is present and cannot be removed, it should be covered with sand, kitty litter, ashes or other substance that makes for safe passage. For questions or more information, contact the Town of Purcellville Public Works Department at 540-751-2334.

Medical

Inova Health

www.inova.org

Inova Loudoun Hospital
44045 Riverside Parkway
Leesburg, VA 20176
703-858-6000

Inova Emergency Care Center
224 Cornwall St.
Leesburg, VA 20176
703-737-7520

Transportation & Commuting

Loudoun County Department of Transportation Services

1 Harrison St, SE 4th Floor, MS#69
Leesburg, VA 20175
703-771-5665 Toll Free 877-465-2287
www.loudoun.gov/transportation

Virginia Regional Transit

109 North Bailey Lane
Purcellville, VA 20132
540-338-1610 or 540-338-0690
www.vatransit.org

Metrobus

www.wmata.com/bus

Metrorail

www.wmata.com/rail

Commuter Connections

777 North Capitol Street, NE
Suite 300
Washington, DC 20002
202-962-3218 Toll Free 800-745-7433
ridematching@mwkog.org www.commuterconnections.org

Dulles Area Transportation Association

4160 Pleasant Valley Road
Suite 200
Chantilly, VA 20151-1226
703-817-1307 or 703-817-1407
info@datatrans.org www.datatrans.org

Washington-Dulles Airport

www.metwashairports.com/dulles

Leesburg Executive Airport

airnav.com/airport/JYO

Business Meeting Places in Town

A variety of public and private meeting facilities are available in Town for businesses to rent on an hourly basis. The list below represents a good faith effort to identify these places, but should not be considered comprehensive. For lunch or dinner meetings, some restaurants in Town offer private dining rooms. In addition, check with your bank since many banks in Town make their conference rooms available to their clients.

Purcellville Train Station

200 North 21st Street
Phone: 540-751-2333
www.purcellvilleva.gov

Carver Center

200 Willie Palmer Way
Phone: 571-258-3400
www.inter4.loudoun.gov

Franklin Park Arts Center

36441 Blueridge View Lane
Phone: 540-338-7973
www.franklinparkartscenter.org

Bush Tabernacle

250 South Nursery Avenue
Phone: 540-751-9806
www.bushtabernacle.com

Purcellville Library

220 East Main Street
Phone: 540-338-7235
www.library.loudoun.gov

Patrick Henry College

10 Patrick Henry Circle
540-338-1776
www.phc.edu

External Business Guide Resources

This guide is intended to supplement the many County, State and Federal business resources by providing information specific to Purcellville. Here are some external resources that may be of particular assistance to you:

Loudoun Small Business Development Center

www.loudounsbdc.org

The Loudoun Small Business Development Center provides educational seminars, training and workshops and counseling services to small businesses. Many of their services are free.

Loudoun County Department of Economic Development

www.biz.loudoun.gov

In addition to the Guide for Doing Business in Loudoun County, the County's website also includes a Checklist for Starting a Business and a list of Loudoun County banking institutions.

Virginia Department of Business Assistance

www.vdba.virginia.gov

An Interactive Guide to Starting a Business – This easy-to-use business planning tool will guide you step-by-step in creating your business plan.

Business One Stop

www.virginia.gov/bos

This site provides specific licensing, permitting and registration requirements based upon your inputs, and assists with partial completion of the necessary forms.

Virginia Economic Development Partnership

Guide to Establishing a Business

www.yesvirginia.org/pdf/guides/EstablishingBusiness10-11.pdf

Guide to Local Taxes on Business –

www.yesvirginia.org/pdf/guides/LocalTaxesGuide.pdf

Community Profiles –

www.virginiascan.yesvirginia.org/CommunityProfiles/Default.aspx

Mason Enterprise Center – Leesburg/Loudoun County

www.mec-leesburg.org

Enterprise centers serve as small business incubators that foster evolution and

scalability of existing companies that want to grow. The MEC provides office space and business services in a shared-cost, peer-to-peer, entrepreneurial environment. In addition, companies are connected to expertise, resources, business coaching and to the assistance they need to set goals and be held accountable to them.

Virginia Small Business Development Center Network

www.virginiastbdc.org

An organization of 29 local Small Business Development Centers across Virginia providing professional business counseling, training and information resources to help grow and strengthen Virginia businesses.

Additional Government & Non-Profit Agency Contacts

Purcellville Business Association

P.O. Box 567
Purcellville, VA 20134
www.purcellvillebusiness.org

Loudoun County Government

1 Harrison Street, SE
PO Box 7000
Leesburg, VA 20178
703-777-0100
www.loudoun.gov (County Information) www.biz.loudoun.gov (Economic Dev.)

Visit Loudoun

112-G South Street SE
Leesburg, VA 20175
703-771-2170
www.visitloudoun.org

Loudoun County Chamber of Commerce

19301 Winmeade Drive, Suite 210
Lansdowne, VA 20176
703-777-2176
www.loudounchamber.org

Loudoun Small Business Development Center

21145 Whitfield Place, Suite 104
Sterling, VA 20165
703-430-7222
www.loudounsbdc.org

Virginia State Corporation Commission

PO Box 1197
Richmond, VA 23218
Phone: 804-371-9967 Toll-free: 800-552-7945
www.scc.virginia.gov

Virginia Economic Development Partnership

PO Box 798
901 East Byrd Street
Richmond, VA 23218
804-545-5600
www.yesvirginia.org

Virginia Department of Business Assistance

707 E. Main Street, Suite 300
Richmond, VA 23219
PO Box 446
Richmond, VA 23218-0446
804-371-8200 Toll-free: 866-248-8814
www.dba.virginia.gov

Virginia Department of Taxation

PO Box 1115
Richmond, VA 23218
804-367-8037
www.tax.virginia.gov

Small Business Administration

Washington District Office
740 15th Street NW, Suite 300
Washington, DC 20005
202-272-0345 Toll-free: 800-827-5722
www.sba.gov/dc

Internal Revenue Service

5205 Leesburg Pike
Bailey's Crossroads, VA 22041
703-756-6663 Toll-free: 800-829-4933
www.irs.gov



221 South Nursery Avenue Purcellville, VA 20132 540-338-7421
www.purcellvilleva.gov