

# Purcellville Post

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## FINANCIAL STRENGTH OF TOWN AFFIRMED

IN SEPTEMBER, the Town of Purcellville received affirmation of its fiscal health and creditworthiness after meeting with the three national credit rating agencies. These agencies judge a community’s ability and willingness to pay its debt, which in this case is backed by the General Obligation of the Town. In their various reports, the agencies specifically noted the Town’s “modestly sized but growing tax base with very strong wealth indicators, a healthy financial position evidenced by strong reserve levels...” and the Town’s “solid revenue growth prospects, superior budget flexibility supporting historically strong operating performance, and healthy wealth levels due to the strong and growing economic base.”

The Town’s ratings are: AAA from S&P, Aa2 from Moody’s, and AA from Fitch. AAA is the highest rating possible, and the Aa2/AA ratings are just one step below AAA and represent very strong fiscal health. Each of the rating agencies issued very positive comments regarding the Town and its financial strength in issuing these ratings.

several years under the current debt structure; a one-time balloon debt payment of approximately \$1.44 million in FY2021; and the need to continue to invest in capital/infrastructure to maintain the utility system in order to provide the high quality water and sewer service that Purcellville residents expect.

As a result, user rates were anticipated to increase significantly in the next 5-10 years to prepare for and pay for these various financial requirements. Some projections showed rate increases of 7% per year for both water and sewer every year for 8+ years to pay for this. Town Council viewed this level of annual rate increases as overly burdensome and unnecessary for Town residents.

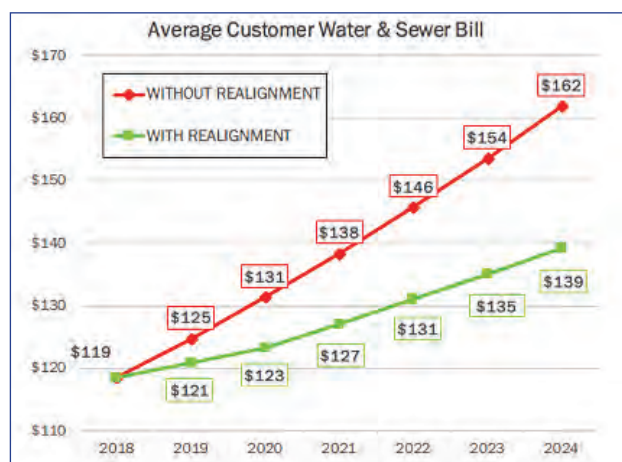
The updated utility multi-year plan calls for the use of approximately \$3.5 million of reserves over and above the Town’s policy to help pay off some utility debt and the restructuring of portions of the remaining debt to lower interest rates. This allowed the Council to approve NO INCREASE to water and sewer rates for the current year, and plan on only moderate increases for future years in keeping with inflation.

unfettered growth. In addition, the interest rate on the restructured debt is expected to be 3.26%, far below the current average rate of approximately 4.0-4.7%.

Additional benefits of the debt restructuring includes: elimination of IRS-imposed restrictions on key properties, allowing the Town to obtain maximum revenue to put toward debt reduction and stabilization of water and sewer rates; creation of diverse revenue sources from the Town’s \$125 million of assets, reducing reliance on increases in property taxes, meals tax, and utility rates; and increases cash balances for fund balance and future capital projects.

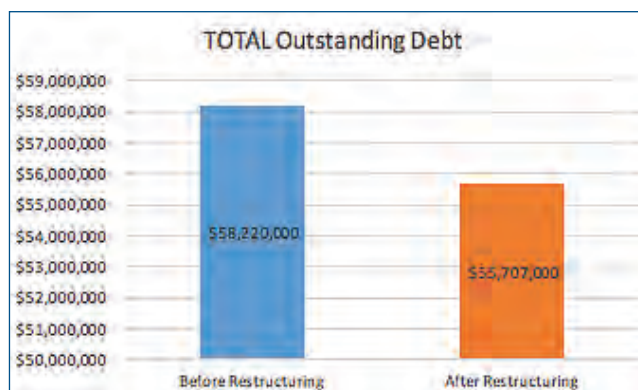
### Debt Service Savings Through Strategic Restructuring

The Town will achieve significant near-term reduction in debt service payments through this restructuring, which frees up over \$12 million over the coming 10 years. This additional cash flow reduces pressure on utility rates and gives the Town more flexibility in planning future needs, seeking alternative revenue streams, and looking for continued efficiency in operating budgets. ■



Preliminary Anticipated Results of Restructuring

The Town’s Water and Sewer utility funds were facing several challenges including: existing annual debt payments that would have increased approximately \$1.8 million per year during the next



Taking into consideration this latest plan, over the last three years, the Town Council has LOWERED the Town’s debt from nearly \$60 million to \$55.7 million, continuing the Council’s Strategic Initiative to reduce debt without raising taxes or approving

Year	UTILITY FUNDS	PARKS/REC FUND
	Debt Service Savings	Debt Service Savings
2018	(\$280,613.00)	(\$246,135.00)
2019	(\$240,580.00)	(\$303,568.00)
2020	(\$1,458,596.00)	(\$295,364.00)
2021	(\$2,707,346.00)	(\$1,787,099.00)
2022	(\$1,484,589.00)	(\$117,702.00)
2023	(\$668,463.00)	(\$122,202.00)
2024	(\$584,235.00)	(\$120,972.00)
2025	(\$570,835.00)	(\$120,184.00)
2026	(\$582,954.00)	(\$118,916.00)
2027	(\$585,187.00)	(\$117,636.00)
	<b>(\$9,163,398.00)</b>	<b>(\$3,349,778.00)</b>
	<b>TOTAL 10-YEAR SAVINGS</b>	<b>(\$12,513,176.00)</b>

### DID YOU KNOW?

The Purcellville Town Hall is a renovated church building, originally built in 1926! In 2010, the building was acquired by the Town of Purcellville and restored to be the new Town Hall. Prior to the Town’s purchase, the building was added to the Virginia and National Registers of Historic Places, which in turn guided the preservation of its historic character during the renovation. The renovation project addressed landscaping and accessibility, parking lot improvements, and modernized the building for office use while preserving the character-defining aspects such as the woodwork surrounding the vernacular apse in the Town Council Chambers. Today, this unique piece of Loudoun history and sacred space continues to be used as an active community gathering place.



### Purcellville Tag Sale

On Saturday, October 7, spend the day in Purcellville at the Purcellville Tag Sale. In its 14th year, this community-oriented event showcases local vendors and retailers, who line up along Main Street to sell their goods. Visitors love seeing the various options of merchandise and will shop for hours throughout the Town. We encourage you to come and shop, visit our restaurants, and catch a drink at one of our breweries or distillery. You’ll have a blast! Visit [www.purcellvilletagsale.com](http://www.purcellvilletagsale.com). ■

## News & Notes from Town Council Meetings

### Comprehensive Plan Update

The Planning Commission continues reviewing and revising the draft Comprehensive Plan, having met weekly during the month of August and multiple times during September. A Public Workshop will be held on October 21 and a Public Hearing is expected on January 18, 2018. The Council will then review the Plan and hold a Public Hearing. More info is online at [www.planpurcellville.com](http://www.planpurcellville.com)

### Building Height Limits

The Town Council will be voting on September 26 to cap the height of buildings in the C-4 Zoning District at 45 feet and 3 stories. This modification is intended to preserve the small-town character of Purcellville and ensure that new buildings are compatible with the current patterns of development within this district.

### Vehicle Decals

The Town Council has initiated an Ordinance change to eliminate vehicle decals for those vehicles located and registered in the Town of Purcellville. This change is expected to be implemented by January 2018. Pending final adoption of these changes, vehicles will no longer be required to display a decal.

### Town Manager Recruitment

The Town Council voted to endorse a job description and position profile for the Town Manager and to begin recruitment of this key management position. The Town Council hopes to have a permanent Town Manager hired by the beginning of 2018.

### Broadband and Cellular Access

The Town continues pursuing options for the deployment of WiFi in public areas (such as Fireman's Field) and enhance access to cellular networks and cellular data in underserved areas. The Town Council approved continued efforts to constructing a cell tower at the Maintenance/Wastewater property.

### Northern Collector Road

The Town Council approved a motion to begin the process to remove the Northern Collector Road from the Town's Transportation Plan. The Council also voted to send a letter to Loudoun County indicating the Town's request for the road to be removed from the Countywide Transportation Plan. ■

## Department Spotlight: COMMUNITY DEVELOPMENT

Few residents realize the broad range of responsibilities that fall under the Department of Community Development. Core activities in the department include: Planning, Zoning, Code Enforcement, and Economic Development – and this is all handled by a staff of four!

### Planning

The Planning Division is responsible for implementing and administering the long term planning and land use goals for the Town. The major document associated with this task is the Comprehensive Plan. The Comprehensive Plan is an adopted set of policies and goals for the future development and land use patterns of the Town of Purcellville. The Plan is drafted, updated, and overseen by the Planning Commission and is adopted by the Town Council.

The Comprehensive Plan is being revised at this time! The Planning Commission met weekly throughout August and continues to provide edits and revisions to the first draft of the new Plan. Additional public outreach and stakeholder meetings will occur in the coming months, in preparation for adoption by the Town Council in the spring. Find out more by visiting [www.PlanPurcellville.com](http://www.PlanPurcellville.com)

### Zoning

Zoning is "the process of classifying land within a locality into areas and districts" (Code of Virginia Section 15.2-2201) in order to prescribe regulations concerning building and structure designs, placement, and land uses for each district or "zone." The Zoning Ordinance, which was first adopted in 1952, promotes the health, safety, morals, order, convenience, prosperity and general welfare of the residents and land owners of the Town of Purcellville. It also aids the Town in implementing the policies of the Comprehensive Plan. Department staff administers and interprets the Zoning Ordinance and the Land Development and Subdivision Control Ordinance in addition to issuing permits, processing violation complaints, and processing zoning map and ordinance amendments.

Zoning Map Amendments (also known as rezonings) are legislative applications which request a change in zoning district of a parcel within the Corporate Limits to another zoning district established by the Zoning Ordinance. The Town of Purcellville may initiate an amendment to the Zoning Map although requests are more commonly initiated by the property owner. These rezonings must have public hearings and action by both the Planning Commission and Town Council.

### Land Development and Code Enforcement

Department staff are also responsible for reviewing and approving administrative applications, such as subdivisions and site plans. In addition, staff ensures that Town Codes are enforced. Prime examples include responding to complaints about illegal signs, improper fences or decks, and unauthorized construction activities.

### Economic Development

The Department also maintains all efforts related to economic development, business growth, vacancy reports, and process improvements. In this responsibility, staff assist prospective businesses in understanding the necessary processes and supporting business owners through their efforts to open or expand their business. Economic Development activities also include providing monthly statistics of new businesses, promoting the Town and its status as an ideal place to locate a business, and building relationships with property owners and landlords of the large retail centers.

All of the activities of the Department of Community Development combine to help shape a beautiful, enjoyable, vibrant community. Thanks to all our CD staff who work so hard to make Purcellville a great place to live, work, and prosper! ■

## Upcoming Community & Holiday Events

*Can you believe the holidays are nearly here?*

*Some great fun will be happening over the coming months, from community events to holiday activities*

**Hail to the Trail:** Join the Town of Purcellville's Tree and Environment Sustainability Committee at the Chapman DeMary Trail on Sunday, October 22 for a fun day in nature! From 1-4 p.m., explore this 10-acre area, considered to be the last stand of old-growth forest in the Town of Purcellville, join in the Town's annual Arbor Day celebration, go on guided nature walks, enjoy hands-on activities, meet local nature experts, see live animals with the Wildlife Ambassadors, hear live music performed by Willie White, catch and identify creek critters, and be part of the Mayor's Monarch Pledge! At least 15 local organizations will be there. Visit [www.purcellvilleva.gov](http://www.purcellvilleva.gov) and follow the Hail to the Trail Facebook page for more details!

**Halloween Block Party:** Don your best Halloween costume and join Discover Purcellville October 28, from 5-9 p.m. on 21st Street for the 7th Annual Halloween Block Party! This family-friendly event draws thousands and is TONS of fun for all ages. Prizes given to the best costumes by age category. Visit [www.purcellvillehalloween.com](http://www.purcellvillehalloween.com) for more info!



**Christmas Tree Lighting Ceremony:** Kick off the holiday season by joining us for the Town's annual Tree Lighting Ceremony on Friday, December 1! We will gather around the town tree at Town Hall (221 S. Nursery Ave) for the lighting at 6:30 p.m. Music and light refreshments will be available as we "flip the switch" on the Christmas Tree.

**Holiday Lights Trolley Tours:** The Purcellville Parks and Recreation Advisory Board is pleased to host the annual holiday lights trolley tours again this year! Each tour will take approximately 40 minutes and you'll be treated to the best visual displays in Purcellville. The free tours will be held Friday, December 8 from 6-9 p.m. and Sunday, December 10 from 5-8 p.m. Tours will start from the Bush Tabernacle and tickets are first come, first served.

### Christmas Open House and Parade:

Purcellville's annual Christmas Parade will be Saturday, December 9 at Noon! Be part of the parade or come watch. The application to participate will be on the town website soon. See Santa and Mrs. Claus in the parade then take your picture with Santa at the Train Station, participate in the ornament workshop, meet the committees that help guide much of the Town's activity, see an amazing Lego train display, listen to holiday music, and have your face painted! All the details are available at [www.purcellvilleva.gov/holidays](http://www.purcellvilleva.gov/holidays)

