

Implementation of “A Grand Strategy for Purcellville”

2021-2022 Economic Development Plan

October 2021

Overview

Implementation Plan Document

Part IV (of IV / final) to be presented to EDAC in October 2021

Part III presented to EDAC in September 2021 – Twelve Action Items, 2021-2023

Part II presented to EDAC in July 2021 – Focus Points, Calendar of Events, Business Feedback

Part I presented to EDAC in May 2021 – Grand Strategy Introduction, Document Overview

Action Items II

Recommendations pending EDAC and staffing resources

Summary of Ongoing Action Items II

Number	Recommendation	Timeline
13	Town Gov to Buy More Local PVL	November 2023
14	Town Hall for Economic Development	January 2024
15	Economic Development Zones and Focus Areas	March 2024
16	“Made in Purcellville”	May 2024
17	Public Private Partnership	July 2024
18	Signage	September 2024
19	Green Energy	November 2024
20	Smart Town	January 2025
21	NGOs	March 2025

13 : Town Gov to Buy More Local PVL

Enact Initiative for Town Budget to have X% / 15% Mandatory Purchasing from Town Businesses

Timeline : November 2023

- enact Initiative for Town Budget to have X% / 5% Mandatory Purchasing from Minority / Women owned Town Businesses
- challenge is best price procurement
- *Plan Purcellville 2030 Comprehensive Plan Example*
 - *Topical Plans' Economic Development Recommendation #17*
 - *explore and pursue ways to capture expense reduction by joint contracting with the county or other towns*

14 : Town Hall for Economic Development

Gather Town's Residents for open Town Hall type Sessions for Economic Development Q&A

Timeline : January 2024 / potentially quarterly or annually

- provide open (mic) forum for dialogue, feedback, and crowdsourcing
- alternative / supplement to Economic Development Advisory Committee
 - meeting, agenda, format, day, time

15 : Economic Development Zones and Focus Areas

Introduce the Economic Development Zones and Focus Areas for each part of Town to Micro Focus and Specialize on the needs of these areas

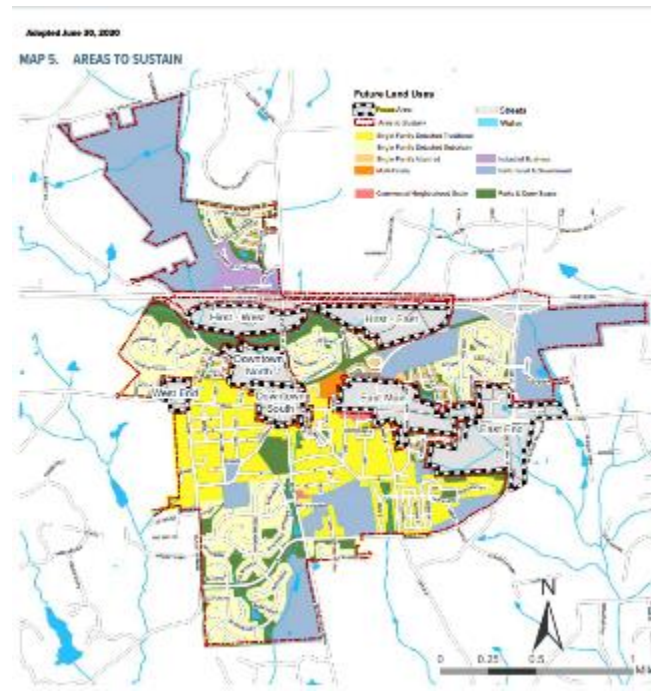
Timeline : March 2024

- current recommendation of 12 includes #11 for the zip code's southern area and #12 for the zip code's northern area to embrace businesses that identify as town including home offices, entrepreneurs, start-ups
- coordinate with Town Comp Plan

15 : Economic Development Zones and Focus Areas

Geographic Review

- Consider 12 ED Zones to blend with 2030 Plan Purcellville 2030 Comprehensive Plan's focus areas to sustain



Key

- | | |
|--|--|
| 1. Purcellville & Mayfair Industrial Parks | 7. Old Town Main Street & Hatcher Area |
| 2. "Browning Court" Industrial Park | 8. Maple Avenue Shopping Centers |
| 3. "Mary Chapman Trail" Office Parks | 9. Old Theatre Center Area |
| 4. Hirst Road & Catoctin Creek | 10. Purcellville Gateway & Catoctin Corner |
| 5. West End | 11. Emerick & Blue Ridge Residential Areas |
| 6. Historic Downtown | 12. "The Forks" & PO Zip Code Area |

15 : Economic Development Zones and Focus Areas

One Pagers / Cut Sheets

- include map views of county and town
- show pictures and aerials
- present each area of Town uniformly with key information
- highlight current business(es)
- list current commercial real estate vacancy(ies) / opportunity(ies)

1. Purcellville & Mayfair Industrial Parks



Details

- North of Route 7 in the Town's Loudoun Valley District and bordering the Woodgrove District to the north
- Zoning is M-1 Limited Industrial
- Minimal to no residential areas
- Approximately 15 businesses are currently open and active
- Set up for mechanical / vehicle shops, light manufacturing, storage

STATISTICS	10 Minute Drive	20 Minute Drive	30 Minute Drive
Population	17,426	82,955	325,995
Households	5,520	28,123	112,581
Median HH Income	\$140,338	\$123,623	\$128,618
White Collar Workforce	78%	76%	78%
Blue Collar Workforce	9%	12%	11%
Services Workforce	13%	13%	12%



Zone at a Glance

- Daytime Population = 4,242, Vehicle Traffic Count = 6,969

Businesses Include

- Artist Circle Photography Studio, Blue Ridge Veterinary Blood Bank, Loudoun County Roofing, Truck'n America

Commercial Real Estate

- Available Property Highlight



1) 37240 East Richardson Lane
27,000 SF Office / Warehouse Building
1.86 Acre Lot Size
Asking Price \$5,499,900

16 : “Made in Purcellville”

Create “Made in Purcellville” Business Product and Services Initiative

Timeline : May 2024

- work with local organizations like Loudoun Go and LoudounFarms.org
- leverage parallel activity, launch annual gift basket of local products for purchase online through eCommerce
- encourage any and all relevant town businesses to do eCommerce to ship our businesses and services around the county, commonwealth, nation, and the world

17 : Public Private Partnership

Research / Consider a Public Private Partnership committed to long-term business vitality and opportunity

Timeline : July 2024

- a Public Private Partnership (PPP) can assist town businesses through a number of economic development incentives where recommended projects / requests that area unique would be considered on a case-by-case basis for funding
 - including but not limited to tax abatements, grants, loans, infrastructure cost-sharing, sponsorship, direct investment
 - can be used in combination with other sources of county, commonwealth, federal funds where necessary to achieve Town 2030 comp plan
- combination of government, businesses, non-profits, private wealth, philanthropy

17 : Public Private Partnership (continued)

Research / Consider a Public Private Partnership committed to long-term business vitality and opportunity

Timeline : July 2024

- *Plan Purcellville 2030 Comprehensive Plan Example*
 - *Topical Plans' Economic Development Recommendation #20*
 - *work with public and private entities to identify and advance green economic development opportunities such as vertical farming, carbon sequestration, wetland and nutrient mitigation credit banks and others*

18 : Signage

Upgrade Sign / Signage Policies and Processes for Town Business Promotion

Timeline : September 2024

- including but not limited to signage from/for highways, kiosk (restaurant guides), shopping plaza, town owned & operated, welcome to town roads / areas
- consider electronic signage using town culture & style guiding
- *Plan Purcellville 2030 Comprehensive Plan Example*
 - *Topical Plans' Historical Resources' Recommendation #4*
 - *include historical information in signs, walking tours, online, and other information sources about the Town*

19 : Green Energy

Research / Consider Installing Solar Power Panels on Town owned Assets / Property / Roofs

Timeline : November 2024

- Town business [Catoctin Creek Distillery](#) provides a model to consider and whose [solar metrics](#) are available to be seen by all
- *Plan Purcellville 2030 Comprehensive Plan Example*
 - *Topical Plans' Economic Development Recommendation #4*
 - *consider green infrastructure as part of any development projects for the Town's limited land resources.*

20 : Smart Town

Research / Consider IT Modernization Infrastructure for Town to have State-of-the-Art Connections, Data Speed, Cloud Storage, Government

Timeline : January 2025

- work with IT / Shannon Bohince and Town Manager / David Mekarshi
- use benchmark to be in top 1-10% of Northern Virginia and/or DMV area towns ... without having to build above the ground data center type buildings
- Have EDAC session to discuss new technologies' potential
 - 5G+, Artificial Intelligence, Augmented and Virtual Reality, Blockchain, Cryptography/currency ...
- *Plan Purcellville 2030 Comprehensive Plan Example*
 - *Topical Plans' Transportation and Mobility Recommendation #12*
 - *align with VDOT, FAA, and other stakeholders to assess impact and prepare the Town for transportation innovation, such as autonomous vehicles and drones*

20 : Smart City (continued)

Research / Consider IT Modernization Infrastructure for Town to have State-of-the-Art Connections, Data Speed, Cloud Storage, Government

Timeline : January 2025

- *Plan Purcellville 2030 Comprehensive Plan Example*
 - *Topical Plans' Services and Facilities Recommendation #13*
 - *study current and future broadband technologies to determine how the Town can best encourage the widespread availability of broadband Internet throughout Purcellville*

21 : NGOs

Leverage Town's Non-Profit Organizations Performing Economic Development type activity

Timeline : March 2025

- including but not limited to Tree of Life, Rotary Club
- *Plan Purcellville 2030 Comprehensive Plan Example*
 - *Topical Plans' Environmental Resources' Recommendation #3*
 - *coordinate efforts with the Purcellville Historical Society, the Purcellville Train Station Advisory Board, and other relevant organizations*
 - *Topical Plans' Economic Development Recommendation #20*
 - *work with public and private entities to identify and advance green economic development opportunities such as vertical farming, carbon sequestration, wetland and nutrient mitigation credit banks and others*

Positive Feedback So Far

Action Items / Ideas / Recommendations

- Car Show
- Cultural Days / Events / Festivals
- EDAC Session / Q&A for Recommendations to Town Code / Zoning

DRAFT



Q&A

Collaboration