

Dear Patrick,

Thanks for giving us the opportunity to add thoughts and reflections to your considerations before making your submission to the Town Council.

Pg 5 introduction please note that abutting on the west is the entire industrial park on Nichols and Richardson Lanes, plus 14 more industrial pad sites in Mayfair. To the north is undeveloped farm land also zoned JLMA for comprehensive planning density around incorporated townships. Also please note the exact density of Mayfair, instead just noting it as residential. Warner Brook proposes less residential density than Mayfair, targeted at roughly 3/acre, while the residential portion of Mayfair is 57 acres with 240 dwelling units, more than 4/acre. Warner Brook is 25% less residential density than Mayfair on the residential portion. Finally, please note that the entire southern property line abuts Rt.7 by pass, a virtual industrial transportation artery with more than 55,000 cars a day, forcing any abutting uses entirely into commercial or industrial categories.

Pg 6 Under planned use for the site, 2nd bullet, our plan does show details on structure placement, circulation, open space, etc. This should be deleted.

Pg 7 Please note that Warner Brook would be in keeping with exactly what Town Council members desire; leverage existing assets to build stronger community resources and community culture, and monetize existing assets in a sustainable way to reduce Town of Purcellville fiscal debt. The existing assets are a community culture supporting the success of small business and the strong desire of residents for convenient local recreational activities for youth and recreational amenities that attract noteworthy sporting events to watch for entertainment. There is also a welcoming appetite among citizens for visitors attracted to sports events to come to Purcellville, experience the small town charm, supporting local businesses as they do so.

Warner Brook plans to offer flex industrial pad sites for local businesses (which could ultimately improve the Main Street viewshed). Warner Brook also plans to offer indoor sportsplex and outdoor sports fields. These resources can be utilized by sports leagues for year-round practice times, as a convenience to community residents. These resources can also be used as tournament headquarters, attracting out of town visitors and the economic development impact they would bring from sports tourism dollars.

You may state for the applicant that the Warner Family fully understands that a decision by the Town Council to accept the application doesn't approve rezoning or site plan. Those come under subsequent applications. The annexation decision merely indicates whether or not the Town Council would like to have control over what ultimately happens to the site. The family recognizes that at the appropriate time during subsequent rezoning and site plan applications issues of traffic impact and utility infrastructure and resources will have to be studied carefully, and solutions would have to be agreed upon before rezoning and site plan approvals could be achieved. However, without accepting this application the Town Council would not be in a position to control the outcomes of those issues.

The family has been in Purcellville since the 1830's. The current family members would prefer to see their own Town of Purcellville address these annexation opportunities and challenges, and reap the community and economic development benefits of an approved project, as their legacy to the Town, rather than to the County.

Pg 9 Suggests that by right housing development would enhance Town tax revenues. This wouldn't be the case since by right development would be solely in the County. The footnote on page 9 shows \$52,030 in annual tax revenue while the first sentence says \$61,490.

There will be no status quo, there will be development on this land. Increased density is a certainty.

Staff is concerned by a mismatch in density with Wright Farm, county residents who aren't tax paying citizens of the Town of Purcellville. On the other hand, Warner Brook is less dense as proposed than the

other abutting neighbor of Mayfair who is in the Town of Purcellville. Further, staff distills their concern about the entire residential land bay of the Warner Brook project to eight residents of Wright Farm, who aren't residents of Purcellville. Please note that before the charrette all 131 acres of Warner Brook were proposed for commercial recreational uses. The charrette conversations with Wright Farm residents are the sole reason that residential uses were added to Warner Brook, as a concession to Wright Farm residents who desired to see residential abutting their residential.

Pg 9 notes the fiscal impact analysis. Please note that this was undertaken by a trusted third party who is frequently used by Loudoun and Fairfax county governments, and that the study does not gloss over potential expenses, projecting Warner Brook service expenses in the same proportion to revenue as Town expenses ratio to Town revenue, even if specific expenditures cannot be identified for line item detailing.

Pg 10 staff says that traffic needs analysis at annexation, not just at rezoning. Gorove Slade numbers aren't taken from thin air, but from established tables of standards for designated uses. Bowman did the same thing. The Warner Family agrees that traffic impact is an issue to study in subsequent rezoning and site plan applications if the annexation application is approved. At this time, to decide whether or not to wrest future control of these issues through annexation, the Town Council should not require further analysis. In fact, the annexation checklist, which Warner Brook has complied with, does not require this analysis. Staff should note the implications of annexation related to gaining control of all such future decisions, with a note as to what these future issues might be, and that rezoning and site plan applications will address all such issues.

Pg 11 It has always been known that an additional pumping station would be necessary, and the applicant is prepared to address the capital expenditure of a new pumping station as required after analyses with the Town during subsequent applications. As for water capacity, even though this is the first instance of it being raised, the applicant is similarly prepared to address the issue and work on solutions during subsequent applications.

Pg 12 RCLco did not identify sufficient specific service requirements indicated by Warner Brook that could be specified in line item detail. RCLco took overall Town operating expenses expressed as a percentage of overall Town revenues. Then RCLco estimated a dollar amount of projected Warner Brook expenses using that same percentage against the projected Warner Brook annual revenue enhancement, estimating \$485,000 in annual expenses simply because that is the Town ratio. Thus the annual revenue projection \$1,430,683 was reduced to \$945,683. See page 10 fiscal impact. This allowance will adequately cover all fire rescue and police service requirements.

Pg 14 Staff correctly states that any development of the Warner land, should it take place in the County, would mean \$0 revenue enhancement to the Town. This also means that without approving the Warner Brook application, the Town Council cannot control outcomes of revenue enhancements of Warner Brook, and more importantly the community and cultural enhancements from Warner Brook.

Few projects are likely to beneficially impact the Purcellville community with convenient recreational assets, sports tourism visitors and economic development, small business flex industrial sites, a vibrant mixed commercial component to service these uses and all residences on 611 north of Rt. 7, where the project can also add \$10,000,000 in one time access fees plus nearly \$1,000,000 annually in enhanced tax revenue.

Recommendations and Comments, additional thoughts

1. It is agreed that more transportation and traffic impact study are required in subsequent applications for rezoning and site plan. Lack of traffic impact detail at this time in no way prevents the Town Council from deciding whether or not to gain future control over these issues through annexation at this time.
2. It is agreed that the project would require capital investment in infrastructure for utilities. It would be part of subsequent rezoning and site plan applications to address and resolve these issues.

3. In addition to the indoor and outdoor recreation assets that become community amenities and that will drive sports tourism economic development, Warner Brook would provide small business flex industrial sites, and mixed commercial retail and convenience on the north side of Rt. 7.
4. Unchanged
5. The decision to approve this annexation does not approve any rezoning or site plan aspect of Warner Brook. Only by approving this application can the Town gain control over the ultimate outcomes of these issues, thereby delivering the significant benefits to town residents, and to the broader community, with economic development impact for businesses in town and significant enhanced revenue from one time fees and ongoing taxes for the Town of Purcellville.