



Warner Brook Annexation Application

- Briefing to Purcellville Business Association, 10/9/2018
- For the purpose of
 - conveying facts about the concept development plan, and for
 - critical discussion regarding pros and cons of overall project impact



Current Status of the Application

- ▶ Active, pending briefing to the Town Council
- ▶ Town Council briefing date to be determined
- ▶ The family is engaged in meeting with HOAs within the Town of Purcellville for focus group discussions directly with citizens,
 - ▶ to explain the project and its potential impacts, and
 - ▶ to receive thoughts and concerns about pros and cons of impacts



Family Applicant Background

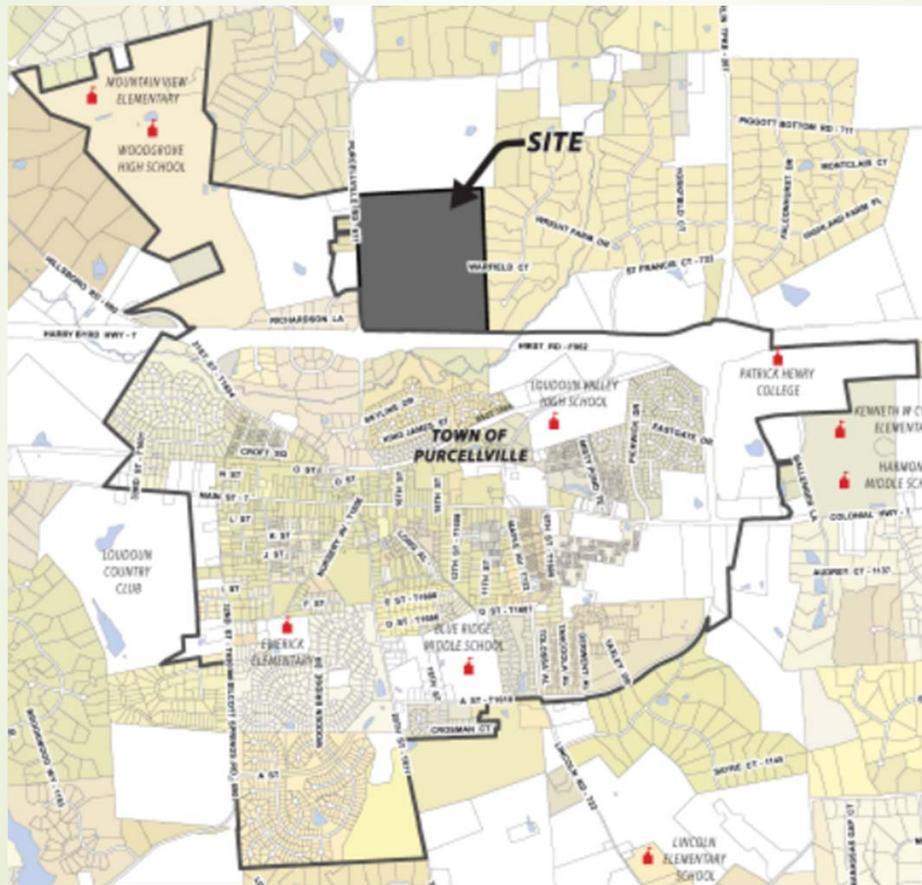
- The Warners are a well known local family since the 1830s, whose farm has become surrounded by Purcellville growth.
- Their objective is to do something meaningful with their land that can bring multiple layers of benefit to the Town and to the community. They want to create something that is in the best interests of the citizens of Purcellville, the community flavor of their town, the economic strength of local businesses, and the long term fiscal vitality and sustainability of the Town.
- They are not developers, speculators, outsiders, or opportunists seeking quick and shallow outcomes. Jim Herbert is also not a developer, he is the family's real estate broker/advisor.
- The family is open to all thoughts, comments, questions, and concerns, and the family looks forward to hearing from citizens about these Warner Brook ideas.



Warner Brook relative to Town growth

- ▶ Purcellville has moved the Town to Warner Brook over the years
- ▶ 1985 Rt. 7 Bypass, to relieve traffic through the Town of Purcellville, condemned a bisection of Warner Brook in the taking of 42 acres.
- ▶ Subsequently Town limits were expanded up to the Rt. 7 Bypass, and ultimately northwards and successively outwards to include Valley Industrial Park, Mayfair, and Woodgrove High School.
- ▶ Warner Brook is now adjacent to Town limits on its southern and western boundaries.
- ▶ The family never asked for this, but the current situation represents a strategic fit with the Town that is unavoidable.
- ▶ From the Town perspective, there are very few strategic growth sites remaining for Purcellville.

Orientation



Located on the north side of Rt. 7, on the east side of Rt. 611 Purcellville Road

131 acres roughly in a rectangle

Purcellville Town Limits include 3.1 square miles of land, or 1,984 acres

This annexation would be a 6.6% increase in Town land

Project Overview, a Mixed Use Concept

- 9 acres for an indoor sportsplex,
- 22 acres for outdoor sports fields,
- 24 acres for small business light industrial
- 11 acres for mixed commercial
- 65 acres for residential



Concept Development Plan



This is revision 1 from the original, which included 100% commercial tax base through sports and recreation, light industrial, and mixed commercial.

After community input, golfing recreation and game improvement facilities have been replaced by residential use.



Consistency with comprehensive plans

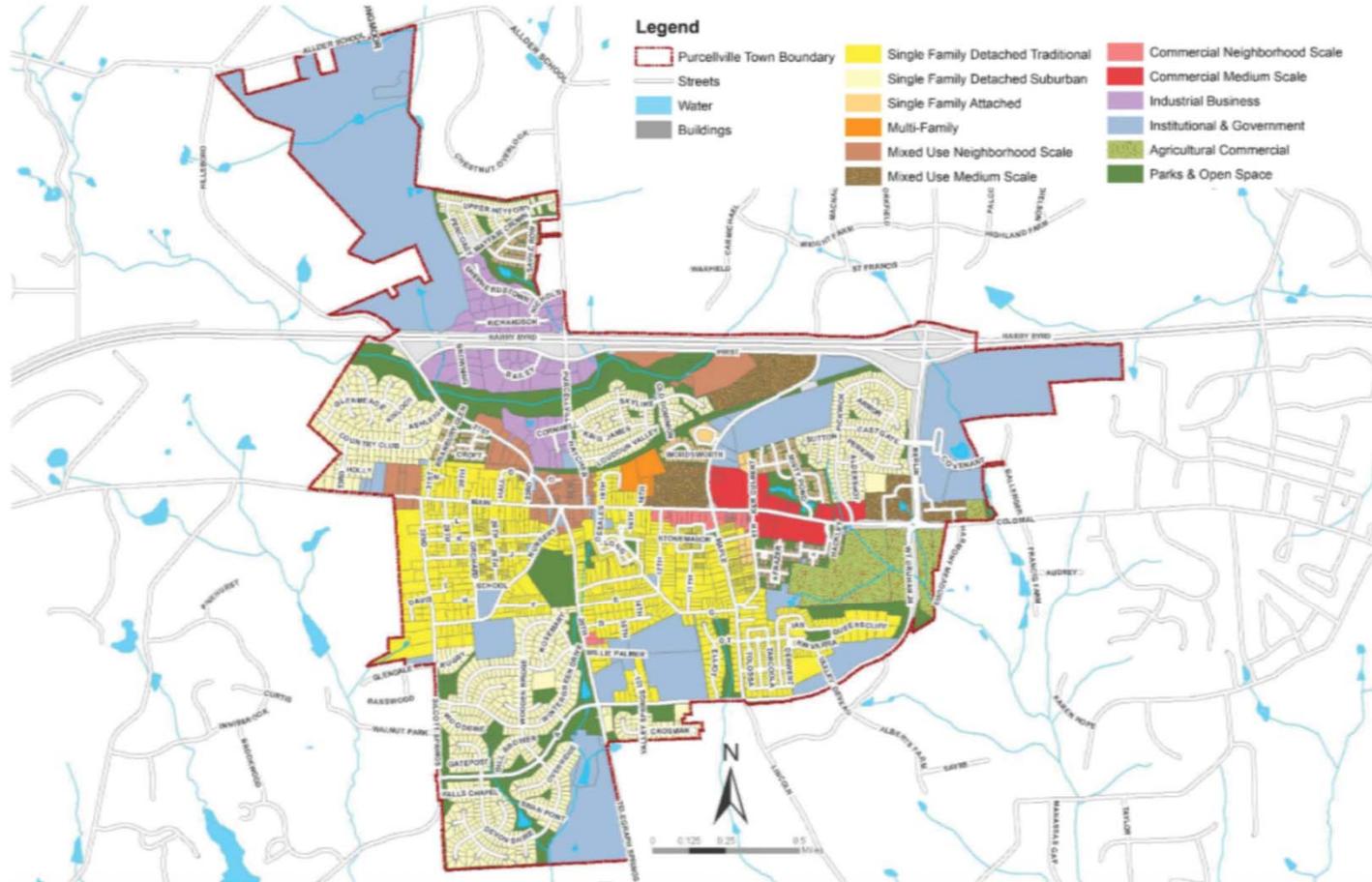
- ▶ County

- ▶ Warner Brook is in Loudoun County, zoned JLMA 3. It is on the County comprehensive plan as Joint Land Management Area, recognized as holding strategic potential for incorporated township growth through annexation. From this zoning and planning aspect Warner Brook plans are consistent with Loudoun County comprehensive plan intentions.

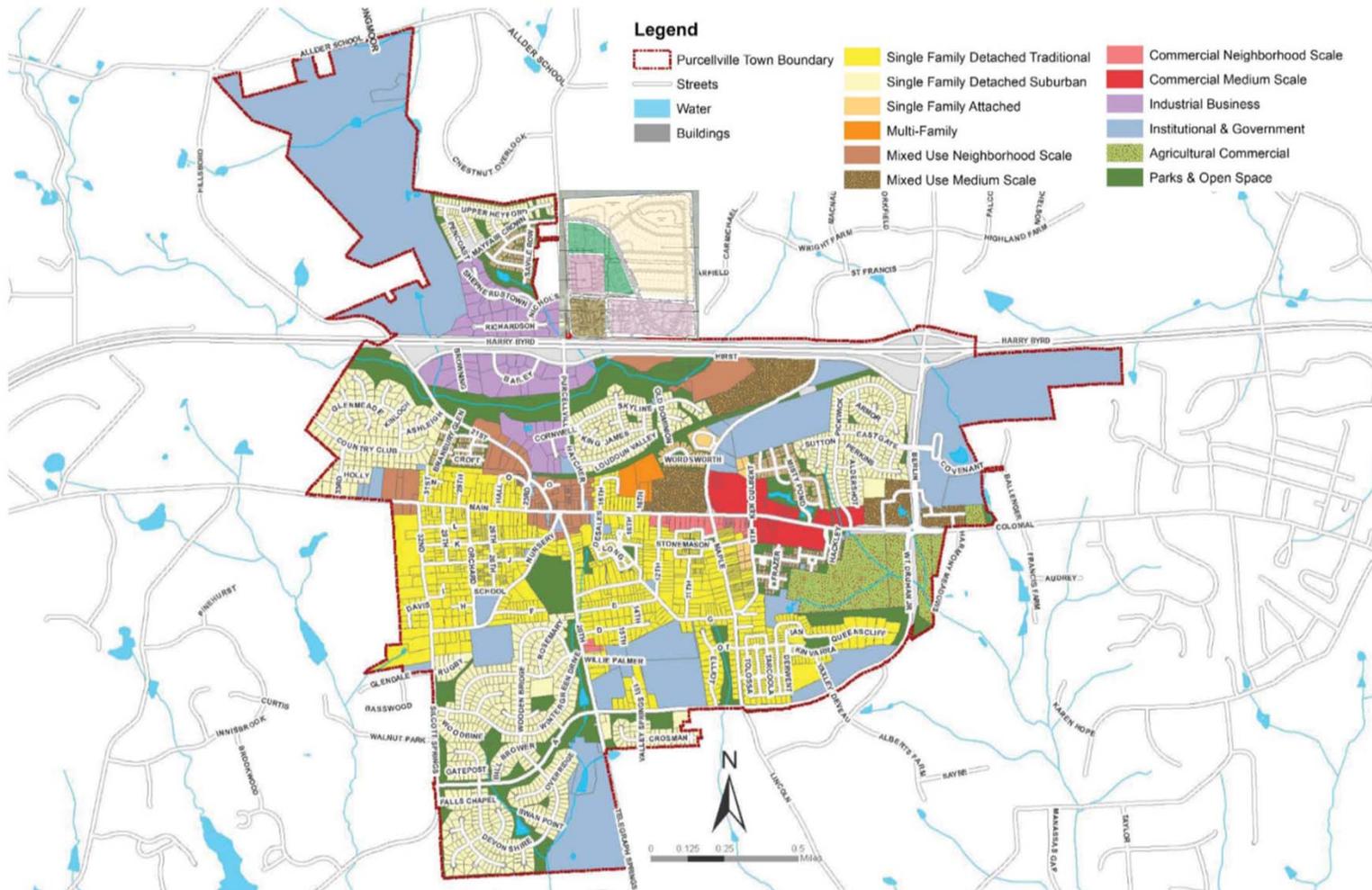
- ▶ Town

- ▶ Adjoining Warner Brook, the Town Comprehensive Plan 2018 Townwide Land Use Plan Map draft version 7.19.2018 shows a Purcellville planned for a mix of the same uses proposed for Warner Brook.
- ▶ These include Industrial Business on Hirst Rd and on 611 at Nichols, Richardson, and Shepardstown, opposite Warner Brook; Residential on 611 throughout Mayfair, opposite Warner Brook; Mixed Use on Hirst Rd, due south of Rt. 7 Bypass from Warner Brook; and Parks and Open Space on Hirst Road along Catoctin Creek, a use planned for 44 acres of Warner Brook. From this aspect, Warner Brook after annexation would be consistent with the Town of Purcellville comprehensive plan intentions and balanced blending.

2018 LAND USE PLAN MAP



2018 LAND USE PLAN MAP





Consistency with slow growth philosophy

- Roughly 9 years to full development impact
 - Annexation 12 months July 2019
 - Rezoning 9 months, April 2020
 - Final site plan approval 9 months, January 2021
 - Sale of site plan approved land bays to respective developers 12 months, December 2021
 - Infrastructure permits and construction 12 months, December 2022
 - Small business light industrial construction and occupancy 12 months, December 2023
 - Sportsplex construction and occupancy 12 months, December 2023
 - Residential construction and occupancy 12 months to 36 months, December 2023-2027
 - Mixed commercial construction and occupancy December 2027



Fiscal Impact Assumptions

- R.C. Lesser and Company is the fiscal impact consultant, the firm used by public jurisdictions like Loudoun County and Fairfax County for their fiscal impact studies.
- Assumptions of Concept Development Plan
 - 9 acres for 120,000sf indoor sportsplex plus 20 acres for outdoor fields
 - 70,000sf mixed commercial for 7,000sf of office, 14,000sf of restaurants, 49,000sf of other retail and mixed commercial
 - 24 acres for flex industrial developed at .25 FAR yielding 261,000sf of floor area
 - 165 single family homes



Fiscal Impact Projections

- ▶ In 2016 Dollars, after full build-out, Annual Town Revenues
 - ▶ Annual Town Revenues of \$1,448,000.
 - ▶ \$835,000 from non-residential development plus \$612,000 from residential development
 - ▶ Conservatively project additional expenditures at \$485,000
 - ▶ Net/net Annual Town Revenues of \$962,000
- ▶ In 2016 Dollars, after full build-out, one time fees
 - ▶ One time fees and access revenue of \$10,906,000
 - ▶ \$8,006,000 from residential development plus \$2,900,000 from non-residential development



Meetings with HOAs

- ▶ Every HOA within the incorporated township of Purcellville has been contacted multiple times with a request to present and discuss Warner Brook if they are interested in doing so. To date, the following meetings have taken place.
 - ▶ Hirst Farm
 - ▶ Locust Grove
 - ▶ Village Case
 - ▶ Main Street Village
 - ▶ Kingsbridge
 - ▶ Bradbury Glen
 - ▶ Mayfair
 - ▶ Wright Farm

Citizen comments from HOAs

The sportsplex will be convenient

Thank you for coming and listening to us

Does it trigger the Northern Collector?

What are the hidden costs?

What about traffic?

Keep our utility rates from rising

Sports tourism is good growth

It's a no brainer
Yes!

How will our utilities handle it?

287 at Hirst is already impossible

Sports, family recreation, and small business resources are a good fit for Purcellville

Will it keep taxes down?



Next Steps: Discuss impacts from perspectives of citizens, Town, and County

- ▶ Sports and event facilities and family recreation programs convenient to citizens
- ▶ Small business growth in the light industrial pad sites
- ▶ Mixed commercial convenience north of Rt. 7 Bypass
- ▶ Economic development from sports and event tourism visitors
- ▶ Fiscal impact for Town Finances and Citizen Tax and Utility rates
- ▶ Traffic impact and mitigation options
- ▶ Utilities impact and system capacities



What can you do?

- Tell the Town Council to fully study Warner Brook
- Email PurcellvilleTC@purcellvilleva.gov
(today, right now, use your smart phones!)

Dear Town Council Members,

Regarding Warner Brook, you have a responsibility as representatives for all the citizens and businesses in town to fully explore Warner Brook, including holding discussions with the County, before rendering a decision on whether to accept or decline annexation.

Smart and slow growth can be good for Purcellville. The planned uses can bring added value to the complexion and character of Purcellville. The interests of all tax and utility rate payers, and the long term financial sustainability of our town, demand full consideration and transparent due process.

All opportunities to enhance the commercial tax base, to add rate payers to the utility system, and to bring in reasonable one time fees to the Town deserve careful and thorough deliberation. Any decision before completing due process to achieve full project definition and clarity would be irresponsible and poor service to your constituents.