

TOWN OF

# Leesburg

## ANNUAL REPORT

## Economic Recovery Continues

Leesburg Residents,

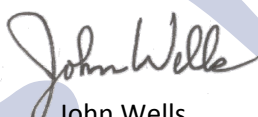
I am very proud to present this report on the Town of Leesburg's operations for Fiscal Year 2013 (July 1, 2012 through June 30, 2013). During the past year, Leesburg continued to make good progress towards full economic recovery. The Town Council's long-range financial plan is keeping us on track to address current needs without creating future budget shortfalls.

The Town continues to place an emphasis on customer service improvements. We expect every Town employee to be ambassadors to our customers, whether they are residents, business owners, employees, or visitors. We are making wise investments in new technology to be more responsive to our customers' needs and schedules. This report captures only a handful of examples of our accomplishments over the past twelve months. Please visit the Town website ([www.leesburgva.gov](http://www.leesburgva.gov)) for detailed information about our other accomplishments and on-going efforts.

On behalf of the Council, I urge you to get involved! Leesburg offers residents a variety of ways to participate in the Town government and contribute to making our Town one of the best places to live in the United States. For example, you can offer your opinion on proposed projects at public hearings. You can volunteer for the Police Department's Citizen Support Team. You can serve on one of the Town's boards and commissions. Even if you just send an email to let us know how we're doing, you will be helping to improve the Town.

I hope that after reading the 2013 Annual Report, you will be as proud of Leesburg as we are.

Sincerely,

  
John Wells  
Town Manager



*Clockwise from top right: HealthWorks for Northern Virginia on Fort Evans Road, the America's 9/11 Foundation motorcycle ride through downtown, and families enjoying the Independence Day Celebration at Ida Lee Park*

## Stormwater Permit Renewed

Did you know that the Town's storm sewer system covers over 5,000 acres of land and drains into the Potomac River? As a result, stormwater runoff into local streams is a major concern for the Town. We have had an MS4 (Municipal Separate Storm Sewer System) permit from the EPA since 2003. The Town is required to renew our permit every 5 years. In 2013, we renewed our MS4 permit through 2018.

So, what does the Town do to maintain our MS4 permit? Part of it is public education about ways that residents can reduce pollutants going into the storm sewers. An example is our storm draining marking program (those "Betty Bass" stickers you see on storm drain inlets). The Town also monitors active construction sites and inspects new storm drain pipes, inlets and other facilities like ponds prior to accepting them into the Town's system. Finally, the Town maintains and repairs all of the Town-owned elements of our system.

### FY 2013

## Town Council

Kristen C. Umstatted, Mayor  
David S. Butler, Vice Mayor  
Kelly Burk  
Thomas S. Dunn, II  
Katie Sheldon Hammler  
Fernando "Marty" Martinez  
Kevin D. Wright

**Town Manager**  
John Wells

## Presidential Campaigns Visit Leesburg



During the 2008 presidential election campaign, then-Senator Barack Obama held a campaign rally at Ida Lee Park and Alaska Governor Sarah Palin made a similar campaign stop at J.R.'s Festival Lakes. Apparently, Leesburg made a good impression, because four years later, both major candidates came to Leesburg to woo the voters.

On August 2, 2012, President Barack Obama gave a speech at Loudoun County High School. The difference between hosting a presidential candidate and a sitting

U.S. President, from a security perspective, is night and day! For President Obama's visit, the Leesburg Police Department worked hand-in-hand with the U.S. Secret Service, the Virginia State Police and the Loudoun County Sheriff's Office. While the Secret Service had security oversight for the entire visit, the Leesburg Police, assisted by staff from the Public Works Department, maintained security for the perimeter of the high school and handled traffic control within the Town, including the President's exit route from the high school to the Leesburg Executive



Airport. A major concern during President Obama's visit was the heat and its effect on both our officers and staff and the 6,000 people attending the event.

Later in the campaign season, on October 17, 2012, Governor Mitt Romney, the Republican candidate for President, came to Leesburg for a rally at Ida Lee Park. Unlike President Obama's visit, which controlled attendance by issuing a limited number of tickets, attendance at the Romney event was unlimited. Again, Leesburg Police handled perimeter security and traffic control, while the Public Works staff managed parking in Ida Lee's front field.

Both events drew large crowds and had significant impacts on traffic throughout Leesburg, but no major incidents occurred.



Officer L. Green, at the Obama Rally



Officers Ford and Rzewnicki, at the Romney Event



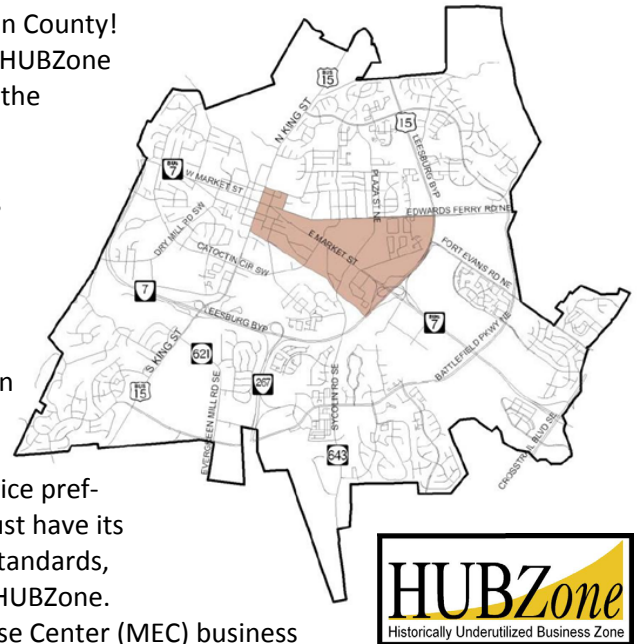
## Leesburg Home to Loudoun County's Only HUBZone

Leesburg continues to grow as the entrepreneurial center for Loudoun County! In January 2013, an area within the Town of Leesburg was designated a HUBZone by the U.S. Small Business Administration (SBA), based on the results of the 2010 Census. The Leesburg HUBZone is the first, and only, HUBZone in Loudoun County. A map of the Leesburg HUBZone is shown at right.

The HUBZone (Historically Underutilized Business Zone) program was created in 1997 to promote economic development and employment growth in distressed areas. Designation is based upon the median household income within a Census Tract. In order to be designated as a HUBZone, 50% or more of the households in a Census Tract must have incomes below 60% of the area's median household income. The median household income for Loudoun County is \$119,134 (2011 American Community Survey 1-Year Estimates).

Certified HUBZone businesses receive competitive advantages and price preferences when vying for federal contracts. To be certified, a business must have its primary office location in a HUBZone, must be a small business by SBA standards, must be 51% American-owned and 35% of its employees must live in a HUBZone.

Just four months after the HUBZone designation, the Mason Enterprise Center (MEC) business incubator in downtown Leesburg reached 100% occupancy, more than a year ahead of expectations. Most of the new MEC tenants are seeking HUBZone certification. The problem for Leesburg isn't attracting companies to our HUBZone—it's finding space for them! Marantha Edwards and Doug Parsons, the Town's economic development staff, have held a series of "match making" events to introduce prospective new companies to local real estate brokers, as well as prospective employees who live in Leesburg's HUBZone.



## Sycolin Overpass Construction Begins

In early June 2013, the traffic signal at Sycolin Road and the Route 7/15 Bypass was removed as the first step in the construction of the new Sycolin Road Overpass. Construction of the overpass is now well underway and will be completed in October 2014. Sycolin Road will reopen to traffic in August 2014.

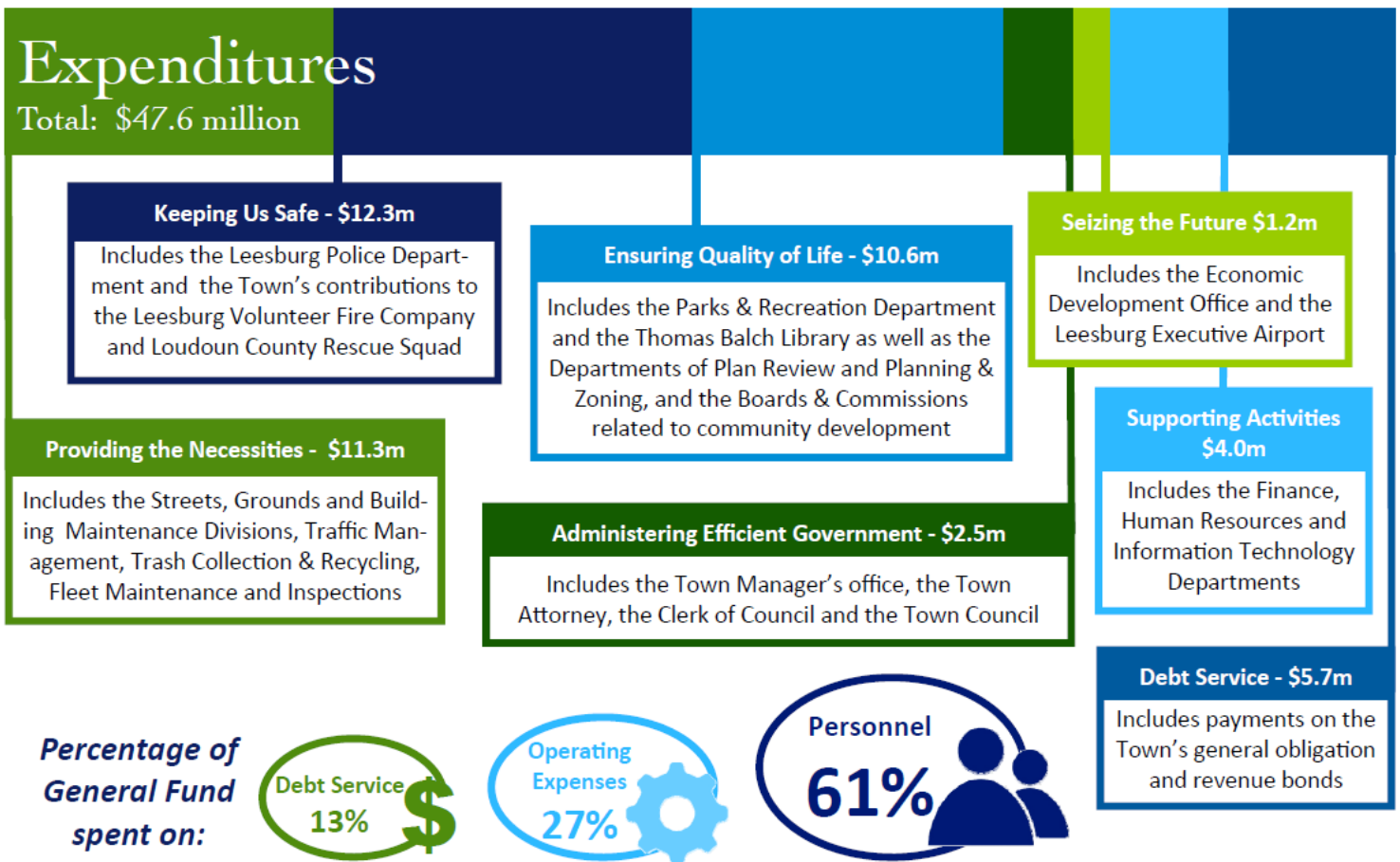
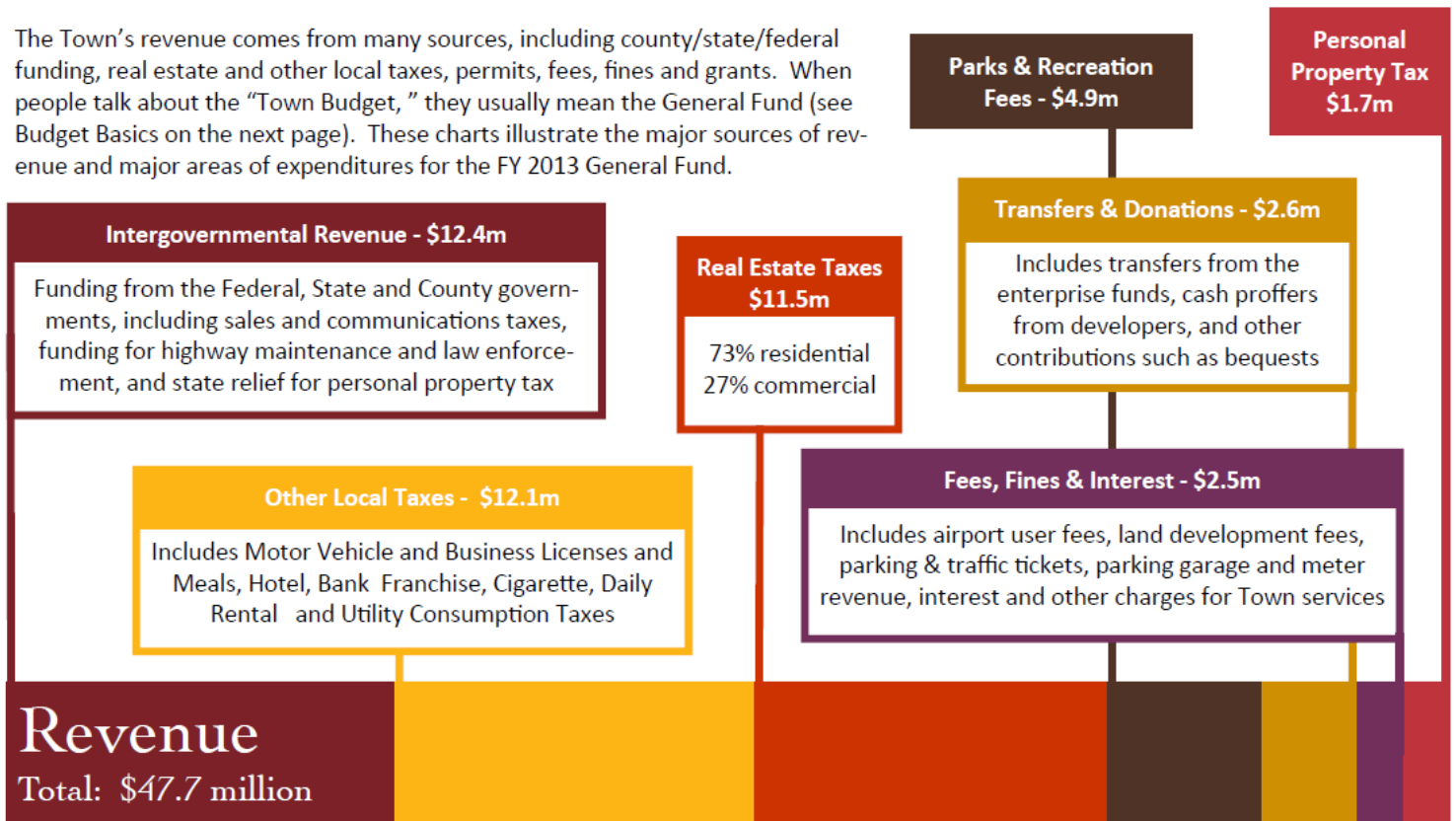
For years, the intersection of Sycolin Road and the bypass was the most dangerous intersection in Leesburg, and its replacement was the Council's top transportation priority. Initially, the overpass was part of a VDOT project to widen the Route 7/15 Bypass from East Market Street to South King Street, but with scarce state funding and many competing demands, the prospects for getting the project fully funded were slim. After unsuccessfully seeking federal funding, the Town added the full funding of the overpass as a separate project to its 2010 Legislative Agenda and lobbied state officials for funding. In 2011, VDOT added the stand-alone Sycolin Overpass project to the FY2012-2017 Six-Year Improvement Program, with full funding.

When completed, Sycolin Road will be a bridge across the bypass, with a shared-use pedestrian/bike path on one side. There will be no access to or from the bypass, so the new traffic patterns on the bypass that began in June are permanent. Completion of Battlefield Parkway from Route 7 (East Market Street) to the Dulles Greenway was necessary before the intersection of Sycolin Road and the bypass could be closed, in order to provide the alternate routes. While the Town did not build those sections of Battlefield Parkway, the Town contributed funding to some sections and was instrumental in procuring the developer proffers and the federal, state and county funding for the other sections.

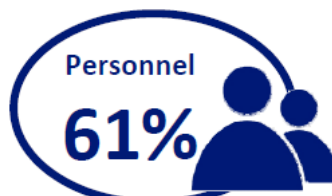


# TOWN BUDGET

The Town's revenue comes from many sources, including county/state/federal funding, real estate and other local taxes, permits, fees, fines and grants. When people talk about the "Town Budget," they usually mean the General Fund (see Budget Basics on the next page). These charts illustrate the major sources of revenue and major areas of expenditures for the FY 2013 General Fund.



Percentage of General Fund spent on:



## Investing in the Future

### *Staying the Course for the Long Haul*

Because the Town Council and staff made difficult budget decisions and stuck by those decisions in the years following the 2008 Recession, preparing the Fiscal Year 2013 Budget involved no surprises. Often, there is the temptation, once a financial crisis is past, to increase spending to make up for purchases or investments that were deferred during the lean years.

Rather than revert to pre-recession spending levels and habits, the Town is making strategic investments to improve productivity and customer service, primarily through the use of technology. The new Customer Self-Service Portal on the website is one example. We are “catching up” on deferred vehicle and other capital purchases, but we are doing so in a measured way, using the Capital Asset Replacement fund established last year to spread out these investments.

Overall, the Town is sticking to the sustainable, long-term financial plan that the Council put in place last year. So, the budget “headlines” for FY 2013 were:

- ◆ The real estate property tax rate was unchanged at 19.5 cents per \$100 of assessed property value. Since assessed property values remained relatively flat from 2012 to 2013, most homeowners saw either no increase or only a slight increase in their tax bills.
- ◆ The FY 2013 budget was balanced using current revenues to cover current expenditures. No carryover funds from previous years were used to balance the budget.

The one big change from the FY 2012 Budget to the FY 2013 Budget was bringing the operations budget of the Leesburg Executive Airport into the General Fund. Previously, the Airport operated under a separate Enterprise Fund (similar to the Utilities Fund). In FY 2012, the Airport’s capital improvements budget was transferred to the Capital Projects Fund. This change simplifies the budget process for the Airport and gives a clearer picture of the Airport’s day-to-day financial operations.

The bottom line is that the Town of Leesburg is financially solid. As a Town resident, you should feel confident that you will continue to enjoy the same high level of Town services you receive today.

For more information about the Leesburg budget, visit the Town website at [www.leesburgva.gov/budget](http://www.leesburgva.gov/budget)

### Fiscal Year vs. Tax Year

The fiscal year runs from July 1<sup>st</sup> to June 30<sup>th</sup>. It is the 12-month period designated as the operating year for accounting and budgeting purposes. The tax year is the same as the calendar year (January 1<sup>st</sup> to December 31<sup>st</sup>) and is based on the January real estate assessments.

### General Fund

FY 2013 Total: \$47.6 million

The General Fund is the Town’s primary operating fund and accounts for all revenues and expenditures not designated for specific use by statutes or the Town Charter. The General Fund budget decreased by 0.2% from FY 2012 to FY 2013.

### Capital Projects Fund

FY 2013 Total: \$21.3 million

The Capital Projects Fund accounts for the purchase and/or construction of major capital facilities, such as roads, buildings, and recreational facilities, and the operating budget for the Capital Projects Department. The revenue for this fund comes from developer proffers, grants, funding from the State and Federal governments, bond proceeds, and transfers from other funds.

### Utilities Fund

FY 2013 Total: \$20.4 million

The Town of Leesburg Utility Department is self-supporting—the revenues generated by the services provided fund the operations of the department. No tax revenue goes into the Utility Department budget. The budget is maintained as a separate fund, also known as an Enterprise Fund.

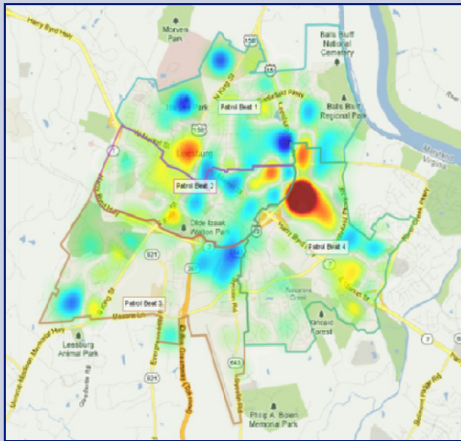
### Budget Process

The annual budget process begins in September with revenue projections. In December, each department submits a budget request to the Town Manager. In February, the Town Manager submits the proposed budget to the Town Council. Public hearings are held in March and in April, the Town Council sets the tax rate and adopts the budget.



## Police Address Organized Retail Crime At Outlet Center

A common theme across all departments at the Town is the use of technology to improve service delivery.



This past year, the Leesburg Police Department implemented a new “Hot Spot Policing” strategy based on evidence that half of all crime in Town occurs in less than 5% of the Town’s total area.

Based on the geographical analysis of crime locations, the Police discovered a significant presence of organized retail crime at the Leesburg Corner Premium Outlets. Much of this crime was going unreported by the stores at the Outlet Center.

Organized retail crime refers to professional shoplifting or retail crime rings. These criminals typically work in teams where some members create distractions while others steal high-value items that are easily resold.

With enhanced police presence at the Outlet Center, store managers have become more willing to report crime and to collaborate with the Police Department on prevention methods. A single store at the Outlet Center reported \$130,000 reduction in thefts since the Hot Spot Policing program began.

## Phase I of Downtown Improvement Project Completed

Over the years, the Town and various downtown organizations have looked at ways to revitalize the Historic Downtown. In 2008, the Urban Land Institute, in partnership with the Town, Loudoun County, Visit Loudoun and downtown stakeholders, developed an implementation strategy which included recommendations for specific infrastructure improvements to the downtown, intended to improve pedestrian safety and enhance the streetscape aesthetics. After a series of public input sessions in 2010, the Town Council approved a three-phase Downtown Improvement Project.



Phase I of the project included improvements to the pedestrian walkways from the Town Hall Parking Garage to King Street, improvements to the alley along the parking garage between Loudoun and Market Streets, and construction of a new entryway to downtown at the East End Triangle. Construction began in Summer 2012 and was completed in Spring 2013.

The walkways received storm drainage improvements, new brick paving, new decorative lighting, and decorative entrances from King Street. In the alley, storm drains were replaced, new pedestrian “refuge” areas constructed, and formalized crosswalks from the garage to pedestrian walkways were added, as well as enhanced landscaping. The most dramatic improvement, though, is the new downtown entryway at the East End Triangle, by Mom’s Apple Pie. A utility pole and overhead lines were moved, new curb and gutter installed, and a new planting area surrounding by a stone knee wall was built. The planting area

includes a large maple tree and the existing Martin Luther King, Jr. memorial plaque was incorporated into the new design.

Currently under construction, Phase II will replace the brick sidewalks and install street trees and decorative lighting along Loudoun Street from King Street to the East End Triangle. Phase II will be completed in Summer 2014.



## 50th Anniversary of Old & Historic District Celebrated

On June 10, 1963, the Leesburg Town Council established the Old and Historic District. In the enacting ordinance, the Council expressed the need to “preserve the unique cultural heritage represented by the original section of the Town.” At that time, there were only four other local historic districts in Virginia, in the cities of Alexandria, Charlottesville, Richmond and Williamsburg.

The original boundaries of Leesburg’s Old & Historic District followed the Town limits as depicted on the 1878 Gray’s New Map of Leesburg (pictured above left). Since then, the district has been expanded several times.

At the same time that the Leesburg Town Council created the Old & Historic District, they also created the Board of Architectural Review (BAR). An application for alteration to the Loudoun Times Mirror building (9 East Market Street) was considered and approved at the BAR’s first meeting in July 1963.

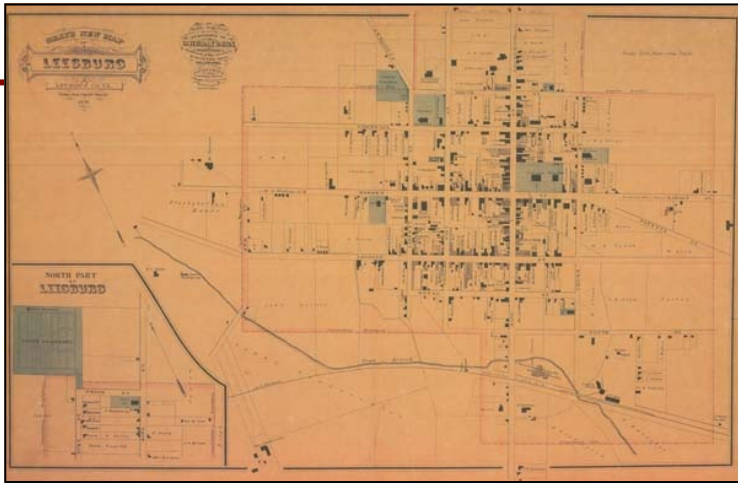
## New Bicyclist Comfort Station Installed at Raflo Park

In September 2012, the Town completed a new comfort station for bicyclists on the W&OD Trail, at Raflo Park. The new bike depot includes a bike rack, a portable toilet enclosed by a stockade-style fence, new lighting, an air pump, and a water fountain with attached dog fountain.

The bike depot project was a partnership between the Town and the Northern Virginia Regional Parks Authority, which owns and maintains the W&OD Trail, and the Friends of the W&OD Trail. Both groups donated \$3,000 each to offset the cost of the bike depot construction. The

design was completed in-house by Parks & Open Space Planner Bill Ference. The drinking fountain was installed by the Town’s Utilities Department. The remaining construction was divided between contractors and Town staff. Total cost for the bike depot construction was \$17,000.

In 2013, the bike depot received an award from the Virginia Recreation and Parks Society.



## Crescent Design District Zoning Adopted

In January 2013, the Leesburg Town Council created an innovative new zoning district. The new Crescent Design District encompasses approximately 428 acres in an area south and east of the Historic Downtown, generally along East Market Street, Catoctin Circle SE, and South King Street.

Back in 2006, the Council adopted the Crescent District Master Plan, as part of the Town’s Comprehensive Plan. The core of Crescent District was once the industrial center of Leesburg. The District also features some of the oldest commercial development outside of the historic downtown. The master plan recognizes that the area will be subject to redevelopment pressures and lays out a vision for the District as a mixed-use area that features high quality design and serves as a transition into the downtown. The Town Plan, however, is a policy document – not an ordinance.

The Crescent Design District provides the means for the master plan’s vision to be realized. It creates an enhanced zoning category that incorporates elements of both form-based zoning and conventional use-based zoning. The new zoning places additional emphasis on the architecture, streetscapes and site design. Increased height and building volume options create greater development opportunities for property owners without overwhelming the smaller scale of the downtown. In addition, the Crescent Design District identifies new roads that will extend the current road grid. For more information, visit [www.leesburgva.gov/CDD](http://www.leesburgva.gov/CDD).





# Superstorms Lead To Super Clean-Up

FY 2013 blew into Leesburg in a big way. The Town spent the first few days of the new fiscal year dealing with the aftermath of the “Super Derecho” windstorm that raced across the U.S. and slammed into Leesburg on the evening of Friday, June 29, 2012. Much of the Town was without power and the Town opened a “cooling center” at the Leesburg Police Department for several days. In the days following the storm, extra Town crews were assigned to brush collection to clean up the storm debris. However, the Town’s annual Independence Day Celebration went off without a hitch on the 4th of July!

Just four months later, in late October, Superstorm Sandy came roaring up the east coast. Luckily, Leesburg received only a glancing blow from Sandy, but there were still power outages, downed trees and branches and lots of storm debris. Sandy arrived at the height of the fall bulk leaf collection season, and Town officials were concerned about the possibility of localized flooding due to clogged storm drain inlets. Before the storm hit, Town crews were out in force to collect mountains of fall leaves and ensure that the storm drain inlets would remain flowing. Following the storm, nearly 46 tons of debris (tree branches, leaves, etc.) were collected by Town crews.

Unfortunately, storm clean-up efforts required the cancellation of the Halloween Parade. Late on Halloween Day, however, the Town’s Parks & Recreation Department and the Leesburg Kiwanis staged an impromptu mini-parade, just so the Kiwanis’ record of 56 years of holding the parade would remain unbroken!



# Town Launches Online Bill Payment

For the past several years, the most requested customer service enhancement from Town residents has been online bill payment.

In February 2013, the Town’s Finance Department launched an online Citizen Self-Service Portal on the Town website. Through the new portal, Town residents and property owners can view and pay their real estate and personal property taxes online. Utility customers can also view and pay their water and sewer bills. In addition, customers can view (but not pay) other miscellaneous Town invoices, such as parking garage permits and airport fees.

In May, a new feature was added to the portal that allows customers to track their daily water usage.

*Leesburg*

*the hometown of the 21st century*

*Town of Leesburg  
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Leesburg VA 20176  
www.leesburgva.gov*

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