

Leesburg

the hometown of the 21st century



Town of Leesburg, Virginia Fiscal Year 2016 Annual Report





David S. Butler

David S. Butler
Mayor of Leesburg

Dear Leesburg Residents:

How wonderful it is to present to you our annual report! Fiscal Year 2016 brought some significant changes to the Town, starting with the retirement of long-time Police Chief Joe Price. However, the Town is excited to announce the hiring of Loudoun County Sheriff's Captain Greg Brown as our new Police Chief, and the promotion of Vanessa Grigsby as Deputy Chief. I have no doubt that they will continue to make us proud of our police force.

The Town Council's primary concern is how we can continue to provide you with the quality service and amenities you expect from the Town, like clean and well-maintained streets, beautiful public parks and recreation facilities, and professional police protection, at a reasonable tax rate. We are always mindful that we live in a diverse community, part of the growing, changing Northern Virginia area, and we want to ensure that we continue to improve your quality of life as we move Leesburg forward.

This report outlines the major accomplishments of the Town during the past fiscal year. Please take a moment to read through it—I'm sure you will be as proud of our Town as I am!

Dear Leesburg Residents:

On behalf of the entire Town organization, I am pleased to present the Town's Annual Report for Fiscal Year 2016 (July 1, 2015 through June 30, 2016).

This report provides a snapshot of the Town's major accomplishments and initiatives over the past year. We hope that you find this information helpful not only in understanding the scope of services that the Town provides but also in regards to our ongoing efforts to make Leesburg an even better place every day.

The Town staff has been focused – and will continue to be focused – on providing excellent customer service at all levels of the organization. Whether you visit Town Hall, call a Town office or encounter a staff member working in the community, the expectation is that you will be treated with courtesy and respect while giving accurate information the first time, every time.

It is an honor to serve as your Town Manager. Should you have any questions or comments after reviewing the report, please feel free to contact me at kdentler@leesburgva.gov or (703) 771-2700.



Kaj H. Dentler
Kaj H. Dentler
Town Manager

Town Departments

Leesburg Town Hall

25 West Market Street
703-777-2420

- ◆ Town Manager's Office
- ◆ Town Attorney
- ◆ Capital Projects
- ◆ Clerk of Council
- ◆ Finance
- ◆ Human Resources
- ◆ Information Technology
- ◆ Planning & Zoning
- ◆ Plan Review
- ◆ Public Works

Police Department

65 Plaza Street NE
703-771-4500 (Non-emergency)

Leesburg Executive Airport

1001 Sycolin Road SE
703-737-7125

Economic Development

202 Church Street SE
703-737-7019

Parks & Recreation

60 Ida Lee Drive NW
703-777-1368

Thomas Balch Library

208 West Market Street
703-737-7195

Utilities

1385 Russell Branch Parkway SE
703-771-2761

David Butler Appointed Mayor; R. Bruce Gemmill Selected To Fill Council Seat

In November 2015, long-time Leesburg Mayor Kristen Umstatt was elected to the Loudoun County Board of Supervisors as the Leesburg District representative. On December 31, 2015, before taking her new office, Umstatt resigned as Mayor of Leesburg, ending her fourteen-year tenure in the position.

In February 2016, Council Member David Butler was appointed Mayor to fill the vacancy left by Umstatt's resignation. Butler's appointment created, in turn, another vacancy—his council seat, set to expire at the end of 2016. With less than a year left in the term for that seat, the Council was tasked with appointing someone to fill the seat rather than holding a special election.

After soliciting letters of interest from Leesburg residents, the Town Council appointed R. Bruce Gemmill to fill the empty council seat. Mr. Gemmill is Senior Vice President for Marketing and Public Relations at John Marshall Bank. He previously served on the Leesburg Airport Commission and Commission on Public Art as well as the Economic Development Commission's Performing Arts Center Task Force.



R. Bruce Gemmill

Boards & Commissions

Diversity Commission Created

The Town's newest commission, the Diversity Commission, became official on July 1, 2015.



The mission of the Diversity Commission is to help foster diversity and inclusion within the community. Specifically, they are charged with making recommendations to the Town Council on ways to enhance the Town government's ability to communicate with and deliver services more effectively to minority residents and business owners.

During their first year, the Commission worked on translating the Leesburg Welcome Guide and Public Works Guide to Services into Spanish, improving enforcement of the Town's ordinance requiring snow to be cleared from sidewalks in heavily pedestrian-dependent areas of Town, and creating awareness of the Commission by attending community events and distributing Town information.

Opportunities to Serve

Did you know that the Town of Leesburg has 13 boards and commissions, advising the Council on everything from the airport and economic development to public art and the environment? Here is the full list:

- ◆ Airport Commission
- ◆ Board of Architectural Review
- ◆ Board of Zoning Appeals
- ◆ Commission on Public Art
- ◆ Diversity Commission
- ◆ Economic Development Commission
- ◆ Environmental Advisory Commission
- ◆ Parks & Recreation Commission
- ◆ Planning Commission
- ◆ Residential Traffic Committee
- ◆ Technology & Communications Commission
- ◆ Thomas Balch Library Commission
- ◆ Tree Commission

Council members make nominations (with the exception of the Board of Zoning Appeals) and members are then appointed by the entire Council. If you are interested in serving on a board or commission, please submit a letter of interest and your résumé to the Clerk of Council at lgreen@leesburgva.gov. When openings occur, she will forward letters and résumés on file to the Council.



Leesburg Police Department

Public Safety

Chief Joseph Price Retires

In January 2016, Leesburg Police Chief Joseph R. Price announced that he would retire on March 1, 2016.



Chief Price led the Leesburg Police Department since March 1, 2000. During his sixteen-year tenure, the Town's population nearly doubled, from 28,000 to 50,000, and the Police Department grew from 58 sworn officers to 87.

Under Chief Price, the Leesburg Police Department was accredited by the Virginia Department of Criminal Justice Services for the first time in 2006 and achieved reaccreditation in 2010 and 2014.

In 2015, the department received the Webber-Seavey Award for Quality in Law Enforcement from the International Association of Chiefs of Police (IACP) and Motorola. This annual award recognizes agencies that have implemented innovative projects focused on enhancing quality in law enforcement. The Leesburg Police Department was recognized for its Organized Retail Crime Initiative, focused on reducing shoplifting at the Leesburg Corner Premium Outlets. In addition, the department received Community Policing Awards from the IACP in 2006 and 2014.

Prior to joining the Leesburg Police Department, Chief Price was with the Montgomery County Maryland Police Department for 25 years. In addition to his law enforcement career, Chief Price had a distinguished career in the U.S. Army Reserves, retiring as a Lt. Colonel.

Vanessa Grigsby Selected as Interim Chief; Named Deputy Chief

In February 2016, Town Manager Kaj Dentler appointed Captain Vanessa Grigsby as interim chief to lead the Police Department until a new police chief was hired. In July 2016, she was promoted to Deputy Chief of Police, at the rank of Major.



Major Vanessa Grigsby is a 20-year veteran of the Leesburg Police Department. She was most recently the Division Commander of Administration and Support Services, a position to which she was promoted in December 2014. Major Grigsby served as Commander of the Criminal Investigations Section from May to December 2014 and as a Patrol District Commander from March 2004 to May 2014. Previous positions with the Leesburg Police Department include Patrol Sergeant, School Resource Officer, Patrol Officer and Detective.

Greg Brown Will Be Next Chief of Police

In July 2016, Town Manager Kaj Dentler announced the selection of Greg Brown as Leesburg's next Chief of Police. Brown is currently Commander of the Loudoun County Sheriff's Eastern Loudoun Station. He will be sworn in on September 29, 2016, and will assume his new duties on Monday, October 3, 2016.



Winter Storm Jonas

Snow began falling around noon on Friday, January 22 and continued to fall for the next 34 hours, at times in whiteout conditions. By 10:30pm on Saturday, January 23, Winter Storm Jonas had left 34 inches of snow in its wake.

Winter Storm Jonas presented the Town’s Public Works crews with a number of challenges. During a normal snowstorm, Town snow plows work during the storm to keep the primary roads (King, Market, Catoc-tin, Battlefield, etc.) clear. Once the snow stops falling, crews move into the neighborhoods fairly quickly. However, during Jonas, crews couldn’t keep up with the snowfall on the major roads. Winds created snow-drifts and covered previously plowed roads. In addition, many of the Town’s snow plows cannot handle snow greater than 18 inches deep.

Despite these challenges, by 6:00pm on Wednesday, January 27, all residential streets in Leesburg had

at least one lane cleared for traffic, earlier than most other Northern Virginia jurisdictions, including those that received significantly less snow.

Town staff conducted a comprehensive analysis of winter storm operations to identify areas for improvement. For example, more Town staff will be designated as “essential” during snow emergencies to provide support to snow-removal crews. The Town is working with VDOT and Loudoun County on ways to maximize resources. We don’t anticipate another storm like Jonas, but we will be better prepared if one does come.



Finance

FY 2016 General Fund Budget Summary

Revenue	
Real Estate Taxes	\$12,441,982
Personal Property Taxes	\$2,020,000
BPOL, Meals & Hotel Taxes	\$8,854,300
Other Local Taxes	\$6,508,914
Permits & Fees	\$1,330,035
Fines & Forfeitures	\$599,497
Use of Money & Property	\$1,501,052
Charges for Services	\$5,183,077
Donations & Transfers	\$4,011,013
Intergovernmental	\$10,802,329
Total	\$53,252,199

Budgeted Expenditures	
Town Manager, Council & Attorney	\$2,559,298
Finance, Human Resources & IT	\$4,362,697
Police	\$13,791,231
Public Works	\$12,637,248
Parks & Recreation	\$7,825,544
Thomas Balch Library	\$478,320
Planning & Zoning	\$1,587,028
Plan Review	\$1,415,285
Economic Development	\$770,982
Airport	\$772,515
Debt Service & Reserve Funds	\$5,719,192
Total	\$51,919,340

Electronic Payment Improvements

One of the most common complaints the Town receives from residents is about the service fees charged when paying a Town bill with a credit card. By law, the Town cannot absorb the fees associated with credit card payments, the way private businesses do. The Town must receive 100% of the taxes due, regardless of the payment method.

Using your bank’s online bill payment system does not have a service fee, but until recently, the Town did not accept electronic transfers from banks. Banks

had to cut physical checks and mail them to the Town, a process that could take up to 10 business days, sometimes resulting in late payments.

Those delays are now a thing of the past! You can pay your Town water bills using your bank’s online bill payment system and the Town will receive your payment electronically within 24 hours. Payment will be credited to your account the next business day.

The Town will implement the same process for real estate taxes and personal property taxes next year.



EIT's new facility under construction

Community Development

EIT Chooses Leesburg

EIT, LLC, a Sterling-based Electronic Manufacturing Services provider, is relocating its headquarters and Northern Virginia operations to Leesburg. EIT's new 70,000 square foot manufacturing and operations facility is under construction at the corner of Battlefield Parkway and Kellys Ford Plaza in the Oaklawn development. The facility is expected to be ready for occupancy by September 2016.

David Faliskie, President of EIT, summarized the relocation plans as a wonderful opportunity for EIT.

"The move will allow our team in NOVA to efficiently and cost effectively work from one facility in Leesburg," Faliskie said. "EIT wishes to remain competitive and a leader for our customers. We worked closely with Oaklawn Development Partners and the Town of Leesburg to make this possible, and we are very excited to be able to merge our operations and headquarters into this new facility. Easy access to Leesburg Executive Airport and local transportation infrastructure made the site a very attractive location for both our employees and customers."

EIT will have approximately 130 employees at the new Leesburg facility.

Outdoor Dining in Downtown

Following the completion of the expanded sidewalks on South King Street, the Town Council amended the Town Code to allow restaurants to request permission to use the sidewalks for outdoor dining with alcohol sales. In compliance with Virginia ABC regulations, the outdoor dining areas must be cordoned off. To date, several restaurants have been issued permits to serve alcohol at outdoor dining areas, including The Wine Kitchen (pictured below) and the Leesburg Diner. As the weather cools down, expect to see more people taking advantage of the opportunity to dine "al fresco" in downtown Leesburg!



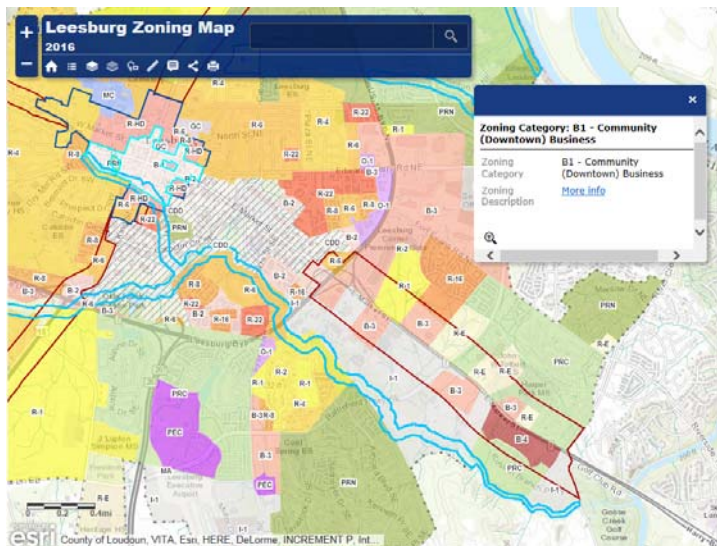
East Market Street Corridor Planning Effort Underway

The East Market Street Corridor, from the Route 7/15 Bypass to the Village at Leesburg, contains most of the remaining vacant land in Town. With soon-to-be open Lowe's and the completion of the Russell Branch Parkway section between Battlefield Parkway and the Village at Leesburg, interest in new development in this area is expected to increase.

However, the designated land uses for the corridor include outdated campus-style office parks and do not reflect current trends in land use and development.

In March 2016, the Planning & Zoning Department kicked off "Envision East Market Street," a process to reconsider the planned land use designations. Work began with a survey on the *Leesburg Listens* online forum, asking respondents what currently draws them to the area and what they think is missing. Additional surveys, including map-based ones that allow respondents to indicate where they think certain uses should be located, will be posted in the near future. To stay up-to-date on the project, visit the Town website at www.leesburgva.gov/envisioneastmarket.

New Interactive Zoning Map



Recognizing that many people who call or visit the Leesburg Planning & Zoning Department simply want information about the existing zoning or permitted uses for specific parcels, in May 2016, department staff created an interactive map on the Town website.

Following the familiar format of the printed Official Zoning Map, the Leesburg Interactive Zoning Map provides access to detailed zoning information for properties within the Town limits. Users can search by address or zoom in on the map to click on a particular location. Links from the map lead to applicable sections of the Zoning Ordinance, detailing permitted uses, standards and definitions. Additional features of the map include the ability to change the base map to an aerial photograph and

the ability to focus in on a particular part of the map to print, email, or share through various social media channels. The new Interactive Zoning Map was created by Town staff, using an online template provided through the Town's existing GIS enterprise licensing agreement with ESRI. You can take the map for a test drive at www.leesburgva.gov/zoningmap.

New Residential

Active Construction

Crescent Place	137 townhomes, 87 condos
Valley View Estates	6 single family homes, 15 townhomes

Plans Under Review

Meadowbrook Farms	400 single family homes
Leesburg West	23 single family homes
Village at Leesburg	84 townhomes, 84 condos

Courthouse Commons



Lowe's

Valley View Estates



Crescent Place

New Commercial

Completed

Courthouse Commons	16,600 sq ft	Office
Jerry's Ford	20,000 sq ft	Automotive Service
K2M	148,000 sq ft	Office/R&D/Assembly
Lowe's	120,600 sq ft	Retail
Oaklawn Gas Station	3,300 sq ft	Gas Station/Car Wash

Under Construction

Cornerstone Chapel	110,000 sq ft	Church/Daycare
Crescent Place	30,400 sq ft	Retail/Office
EIT	60,000 sq ft	Office/R&D



2015 Leesburg Airshow

Parks & Recreation

Catoctin Skate Park

Should it stay or should it go? After months of debate regarding the fate of the Catoctin Skate Park, in May 2016, the Town Council voted to move the Skate Park to the gravel lot adjacent to the current Catoctin Circle location and sell the current skate park site to the Rescue Squad next door for their future expansion.



Catoctin Skate Park opened in 1998 and the wooden ramp features are out of date. The project was originally planned as a renovation of the existing park. However, after the Rescue Squad expressed interest in acquiring the site, several scenarios were discussed, including moving the skate park to Ida Lee.

Once the site decision was made, SpohnRanch, the skate park design/build contractor, began finalizing the design of the new park.

The new skate park will be approximately 12,000 square feet, the same size as the existing park. The design incorporates ramps, stairs and handrails with modern, cement-based structures like a bowl and a vertical wall. In addition, the design takes into consideration that park users have different levels of ability and include in-line skaters and bicyclists in addition to skateboarders.

Construction of the skate park is expected to begin in Fall 2016 and will be completed in Spring 2017.

Mark Your Calendars Now!

The Town of Leesburg offers a year-round calendar of special events, with something for everyone. In addition, the Town provides support to local organizations that sponsor special events in Leesburg, creating even more opportunities for Leesburg residents and visitors to enjoy our Town. Below is the current list of annual events and their upcoming dates:

Annual Special Events	
Kiwanis Halloween Parade*	October 31, 2016
Veterans Day at The Marshall House*	November 11, 2016
Christmas Tree & Menorah Lighting	December 2, 2016
Holiday Fine Arts & Crafts Show	December 3, 2016
Christmas & Holiday Parade	December 10, 2016
Martin Luther King Jr. Day March*	January 16, 2017
First Friday* (February-December)	1st Fridays, 6-9pm
Spring Bling Fine Arts & Crafts Show	March 4, 2017
Easter Egg Hunt	April 8, 2017
Flower & Garden Festival	April 22-23, 2017
Movies in the Park (May-August)	3rd Thursdays
Memorial Day Ceremony	May 29, 2017
Acoustic on the Green Concert Series	Saturdays, June-August
Classic Car Show*	June 3, 2017
Bluemont Concerts*	Sundays in July
Independence Day Parade	July 4, 2017 @ 10am
Independence Day Concert & Fireworks	July 4, 2017 @ 6pm
September 11th Observance	September 11, 2017
Leesburg Airshow	September 23, 2017

*These events are not sponsored by the Town of Leesburg.

FAA Director Inspects Remote Tower Project

For the past year, the Leesburg Executive Airport has been the test site for new remote tower technology. This technology, a partnership of Saab Sensis Corporation and the Virginia SATSLab, would enable airports without air traffic control towers to provide the same level of air traffic safety without having to build a tower. The remote tower consists of an array of high definition video cameras, a pan-tilt-zoom camera and microphones that transmit video and audio data to a control center, staffed by FAA air traffic controllers, with video displays showing a 360-degree view of the airport. This control center could be at the airport, or miles away.

Last summer, FAA-certified control tower operators tested and evaluated the remote tower. Following the evaluation period, Michael Huerta, director of the Federal Aviation Administration, visited Leesburg to see the remote tower technology in action for himself. The next step for the project will be for the FAA to erect a temporary tower at the airport. Air traffic controllers in the temporary tower and the remote tower control center will operate simultaneously, to determine if remote tower technology is equivalent to an actual tower.



Customs Facility

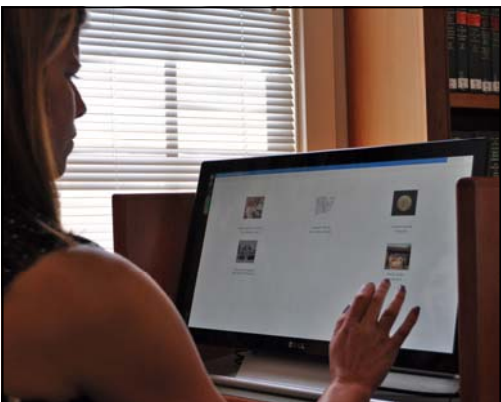
Town officials have been working with U.S. Customs and Border Protection to establish a Customs Clearance Facility at the Leesburg Executive Airport. While the airport will remain a general aviation airport (no scheduled airline flights), the presence of the Customs Clearance Facility will make Leesburg Executive Airport a more attractive alternative for international business flights.

Once approved for the facility, the Town will retrofit a portion of the terminal building to house the new clearance facility. The retrofit will be partially funded by a grant from the Virginia Department of Aviation. Airport officials expect to begin construction later this year.

Thomas Balch Library

New Kiosk Provides Access to Audio and Video Collections

The Thomas Balch Library has been privileged to be the repository for many outstanding collections of audio and video content documenting the history, life and times of Loudoun County. Unfortunately, much of that content was not accessible to the public. Over the years, the Library has sought and received grant funding to digitize the content, but even digitized, there was no easy way for it to be discovered and explored.



In April 2016, the Library unveiled its new Sound and Moving Image Archives Kiosk, with an interactive touch-

screen interface that enables users to access over 900 hours of digitized audio and video content. Collections available through the kiosk include the WAGE Radio Advisory Commission offering more than 700 recordings from live local and national radio broadcasts recorded between 1953 and 1985 and the Oral History interview collections collected by the Loudoun Laurels project of the Loudoun Healthcare Foundation, the Friends of the Thomas Balch Library and the Black History Committee of Friends of the Thomas Balch Library Inc. (BHC), as well as by other individuals and organizations. Among those interviewed are long-time residents, local politicians, Loudoun County civil rights and preservation leaders, educators, and historians. These collections offer a wealth of historical information that can now be accessed by anyone at the Library, offering a unique way to study, understand, and interact with history. New content will be added to the kiosk as it becomes available.



Utilities

Utilities Department Customer Service Program Receives Virginia Municipal League Achievement Award

The challenge for customer service programs in the 21st century is finding the right balance between automated 24/7 access and personalized service. Over the past two years, the Leesburg Utilities Department has taken on that challenge, using new technology applications to provide customers with 24/7 access to their account information, but also using the same technology internally to identify service issues and then reach out to customers proactively to address those issues. In October 2015, the department was honored to receive an Achievement Award from the Virginia Municipal League for its efforts.

One of the most problematic issues for water customers is identifying leaks that cause excess water usage. Since the Town utility bills are quarterly, high water usage from a leak could go undetected for several

months and prove quite costly. In January 2015, the Utilities Department launched a feature on the Town's Customer Self-Service Portal that allows water account customers to sign up to receive email notifications when their daily water usage spikes, exceeding a specified amount set by the customer.

Utilities staff use the same technology to flag unusual spikes in water usage and to contact customers about possible water leaks. Since the leak check program began in September 2014, staff has identified an average of 500 possible leaks per quarter, based on automatic alerts generated from the new system. The feedback from customers who have received these leak checks has been very positive. Even if the higher than normal water usage isn't the result of a leak, but from a garden hose left on or filling a wading pool, the customers appreciate the personal notification.

"We recognize that for most customers, water service is not something they think about until something goes wrong, like getting an unexpectedly high bill," explained Amy Wyks, The Town's Director of Utilities. "My staff and I live and breathe utilities every day. While we've provided all of these new online tools to customers, we know that most people don't have the time and energy to monitor their usage closely. So, we use the same reporting tools to look for anomalies in usage that could signal a leak and proactively reach out to the customer."



Lowenbach Completed

The Lowenbach neighborhood, located between Edwards Ferry Road and North Street and encompassing Prince, Catoctin, Queen, Washington and Blue Ridge Streets, was originally platted in 1912, making it the oldest residential subdivision in Leesburg outside of the Historic District. When the Exeter Hills subdivision was created to the north of Lowenbach in 1992, barricades were placed on Catoctin, Queen and Washington Streets. In 2005, the Town Council approved the Lowenbach Capital Improvement Project, based on recommendations from a committee of residents. Work began in 2006.



After 10 years of construction, the improvements to Prince Street, Catoctin Circle, Queen Street, Washington Street and Blue Ridge Avenue are finished and the barricades are gone. This multi-phase project included traffic calming measures like the traffic circles on Catoctin Circle, storm drainage improvements, replacement of water and sanitary sewer lines, new curb and gutter on all streets, widening of the streets to uniform widths that allow on-street parking on one side, reconstruction of the pavement, and installation of new street trees.

VDOT Begins Interchange Design Study

The stretch of the Route 15 Bypass from Edwards Ferry Road to Fort Evans Road is one of the most congested roadway sections in Leesburg. The two traffic signals, located so close together, combined with lots of different turning movements, creates traffic bottlenecks, particularly during rush hour.

Earlier this year, VDOT began the initial planning of a new grade-separated interchange that will remove both traffic signals and provide safe pedestrian access across the Bypass. The Town received \$2 million in funding for this preliminary engineering and design study from the Northern Virginia Transportation Authority. For more information, visit the VDOT website at www.virginiadot.org/projects/northernvirginia/route_15_interchange.asp.

“Paint the Plow”

In a joint effort with the Leesburg Commission on Public Art, Loudoun County Public Schools and the Department of Public Works & Capital Projects, art students at Heritage High School and Tuscarora High School painted the blades of two of the Town’s snow plows. The painted snow plows were features in the Kiwanis’ Halloween Parade (pictured above) as well as the Town’s Christmas & Holiday Parade.



This year, plans are already in place for four Leesburg schools to participate in the 2016 “Paint the Plow” program. You can see the finished plows in this year’s Halloween Parade.

Project Summary

In Design during FY 2016

Battlefield Parkway, Route 15 to Dulles Greenway
Catoctin Skate Park Renovation
Downtown Streetlights
East Market Street/Battlefield Parkway Interchange
Route 15 Bypass/Edwards Ferry Road Interchange
Stormwater Pond Retrofits (Chesapeake Bay TMDL Project)
Sycolin Road Widening, Phase IV
Tuscarora Creek Flood Mitigation & Stream Restoration

Under Construction during FY 2016

Lower Sycolin Sewer Conveyance System, Phase III
South King Street Widening, Greenway Drive to Masons Lane

Completed in FY 2016

Airport Perimeter Fence
Browns Meadow/Woodberry Drainage Improvements
Downtown Improvements
Hope Parkway Extension
Lowenbach Neighborhood Street Improvements

Fiscal Year 2016 Annual Report



Connect With Us!

The Town maintains several social media accounts to provide residents and visitors with up-to-date information and opportunities to provide feedback.



Town of Leesburg
25 West Market Street
Leesburg VA 20176
www.leesburgva.gov

the hometown of the 21st century



PRST STANDARD
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