



REGULAR TOWN COUNCIL MEETING
Monday, March 13, 2017 @ 7:00pm
Warren County Government Center

1. Pledge of Allegiance
2. Moment of Silence
3. Roll Call
4. Approval of the Regular Council Meeting minutes of February 27, 2017 and Special Meeting Minutes of March 6, 2017
5. Receipt of Petitions and/or Correspondence from the Public
6. Reports:
 - a. Report of special committees or Town officials and Town Manager.
***Quarterly Report from Community Development Director Felicia Hart**
 - b. Requests and inquiries of Council members.
 - c. Report of the Mayor
***Recognition of Service – Philip E. Funk**
 - d. Proposals for addition/deletion of items to the Agenda.
7. **CONSENT AGENDA ITEMS – (ROLL CALL VOTE REQUIRED) NONE**
 - A. COUNCIL APPROVAL – Resolution to Establish Charter Agreement for Skyline Regional Justice Academy
 - B. COUNCIL APPROVAL – Proclamation – Recognition Day for National Service
 - C. COUNCIL APPROVAL – Purchase of Additional Water Meters
8. **PUBLIC HEARING TO RECEIVE PUBLIC COMMENT/APPROVAL** - Resolution Pertaining to Community Development Block Grant (CDBG)
9. **PUBLIC HEARING** – Fiscal Year 2017-2018 Tax Rate (*1st Reading*)
10. **COUNCIL APPROVAL** – Request to Use Trolley – Humane Society of Warren County
11. **COUNCIL AUTHORIZATION** – Proceed with Advertising Bids for Construction of New Police Department Headquarters

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**Town of Front Royal, Virginia
Council Agenda Statement**

Page 1
Item No. 7(A)

Meeting Date: March 13, 2017

Agenda Item: COUNCIL APPROVAL – Resolution to Establish Charter Agreement for Skyline Regional Justice Academy

Summary: Council is requested to approve a Resolution to enter an Agreement to establish the Skyline Regional Justice Academy, as presented. Once approved the Mayor, Town Manager and Town Attorney will execute the necessary paperwork.

Budget/Funding: None

Attachments: E-mail/Agreement/Resolution

Meetings: Work Session held March 6, 2017.

Staff

Recommendation: Approval ✓ Denial

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council approve a Resolution to enter an Agreement to establish the Skyline Regional Justice Academy, as presented. I further move that Council authorize the Mayor, Town Manager and Town Attorney to execute the necessary documents.

*Note: Motions are the formal & final proposal of Council,
proposed motions are offered by Staff for guidance

*To be clear and concise, motions should be made in the positive

Approved By: JW

**RESOLUTION OF
THE FRONT ROYAL TOWN COUNCIL OF THE TOWN OF FRONT ROYAL**

WHEREAS, The TOWN OF BERRYVILLE, the COUNTY OF CLARKE, the COUNTY OF FREDERICK, the FREDERICK COUNTY EMERGENCY COMMUNICATIONS CENTER, the TOWN OF FRONT ROYAL, the LORD FAIRFAX COMMUNITY COLLEGE, the TOWN OF MIDDLETOWN, the NORTHWESTERN REGIONAL JAIL AUTHORITY, the RSW REGIONAL JAIL AUTHORITY, the TOWN OF STEPHENS CITY, the TOWN OF STRASBURG, the COUNTY OF WARREN, the CITY OF WINCHESTER, the COUNTY OF RAPPAHANNOCK, have agreed to form a regional criminal justice academy pursuant to Section 15.2-1747 et. seq. of the Code of Virginia in order to furnish the highest achievable level of professional law enforcement and criminal justice-related training to the participating jurisdictions through the development and operation of initial recruit training, continuing in-service training and advance training programs; and,

WHEREAS, it is necessary for the participating members to enter into an agreement establishing the regional criminal justice academy that sets forth the relationship between the members and the regional criminal justice academy.

NOW, THEREFORE, BE IT RESOLVED, by the Front Royal Town Council of the Town of Front Royal as follows:

1. The Front Royal Town Council hereby agrees to establish the Skyline Regional Criminal Justice Academy pursuant to Section 15.2-1747 et. seq. of the Code of Virginia.
2. At its regular meeting of March 13, 2017, the Front Royal Town Council authorized the Front Royal Town Manager to sign the Charter Agreement Establishing the Skyline Criminal Justice Academy, a copy of which is attached to this Resolution.

APPROVED:

Hollis L. Tharpe, Mayor

Attest:

Jennifer E. Berry, CMC, Clerk of Council

THIS RESOLUTION was approved at the Regular Meeting of the Town of Front Royal, Virginia, Town Council conducted on _____, 2017 upon the following recorded vote:

William A. Sealock	<u>Yes/No</u>	Bébhinn C. Egger	<u>Yes/No</u>
Eugene R. Tewalt	<u>Yes/No</u>	Jacob L. Meza	<u>Yes/No</u>
John P. Connolly	<u>Yes/No</u>	Christopher S. Morrison	<u>Yes/No</u>

Approved as to Form and Legality:

Douglas W. Napier, Town Attorney

Dated: _____

CHARTER AGREEMENT ESTABLISHING THE
SKYLINE REGIONAL CRIMINAL JUSTICE ACADEMY

THIS CHARTER AGREEMENT ("Agreement") is made this ____ day of April, 2017, by and among the TOWN OF BERRYVILLE, the COUNTY OF CLARKE, the COUNTY OF FREDERICK, the TOWN OF FRONT ROYAL, the LORD FAIRFAX COMMUNITY COLLEGE, the TOWN OF MIDDLETOWN, the NORTHWESTERN REGIONAL JAIL AUTHORITY, the RSW REGIONAL JAIL AUTHORITY, the TOWN OF STEPHENS CITY, the TOWN OF STRASBURG, the COUNTY OF WARREN, the CITY OF WINCHESTER, the COUNTY OF RAPPAHANNOCK (collectively the "Member Jurisdictions").

WHEREAS, the Member Jurisdictions are each currently members of the Rappahannock Regional Criminal Justice Academy; and

WHEREAS, the Member Jurisdictions have determined that it is in their best interest to withdraw as members of the Rappahannock Regional Criminal Justice Academy and to establish and operate a new criminal justice training academy to be known as the Skyline Regional Criminal Justice Academy; and

WHEREAS, on November 2, 2016, the Board of Directors of the Rappahannock Regional Criminal Justice Academy approved the withdrawal of the Member Jurisdictions effective June 30, 2017; and

WHEREAS, the Member Jurisdictions have each adopted a resolution to withdraw as a member of the Rappahannock Regional Criminal Justice Academy and to start training as a member of the Skyline Regional Criminal Justice Academy effective July 1, 2017; and

WHEREAS, the Member Jurisdictions desire to enter into this Agreement pursuant to Section 15.2-1747 of the Code of Virginia to provide for the establishment and operation of the Skyline Regional Criminal Justice Academy.

NOW THEREFORE, the Member Jurisdictions agree as follows:

SECTION 1. NAME

The Member Jurisdictions agree to create a regional criminal justice training academy pursuant to the provisions of Section 15.2-1747 of the Code of Virginia to be known as the Skyline Regional Criminal Justice Academy ("Academy").

SECTION 2. PRINCIPAL OFFICE

The principal office of the Academy shall initially be located at 2275 Third Street, Middletown, Virginia 22645 in the County of Frederick, Virginia. The principal office may be changed at such times and under such conditions as the Board may determine.

SECTION 3. BOARD OF DIRECTORS

The Board of Directors (the "Board") shall be composed as follows:

(i) each county shall be represented by both the chief of police and sheriff. If a county does not have a chief of police, then only the sheriff shall serve as the member representing that county. Notwithstanding the above, the director of the Frederick County Emergency Communications Center shall serve as a member representing Frederick County in addition to its sheriff.

(ii) each city shall be represented by its chief of police or other City Official appointed by the governing body and sheriff or other City Official appointed by the governing body.

Notwithstanding any other provisions of this Charter, these members shall serve for terms as designated by the governing body.

(iii) each town shall be represented by its chief of police.

(iv) each regional jail shall be represented by its superintendent.

(v) if a Member Jurisdiction is not a city, county, town or regional jail, then that Member Jurisdiction shall be represented by its chief law enforcement officer.

The members of the Board shall serve for a term coexistent with their employment as sheriff, chief of police, jail superintendent, chief law enforcement officer, or director of emergency communications center. Each member of the Board shall have one vote. A majority of the Board shall constitute a quorum, and a vote of the majority of the members of the Board voting shall be necessary for the passage of all items. Each member of the Board may appoint an alternate in

writing to attend meetings and vote in place of the member. The Board may adopt by-laws governing the operation of the Board and Academy.

The Board shall annually elect a Chairman and Vice-Chairman to serve as Officers of the Board. During the annual meeting, the Board shall also elect a secretary. The secretary need not be a member of the Board. The secretary shall keep written minutes of the meeting and deliver copies to the members of the Board. The Board shall fix such meeting times as it deems necessary.

SECTION 4. EXECUTIVE COMMITTEE

The Board may create an Executive Committee, which may exercise the powers and authority of the Academy between meetings of the Board as authorized by law. The Chairman of the Academy Board of Directors shall serve as the Chairman of the Executive Committee. The remaining members of the Executive Committee shall be determined by the Board.

SECTION 5. PURPOSE AND POWERS

The purpose of the Academy is to furnish the highest achievable level of professional law enforcement and criminal justice-related training to the participating jurisdictions through the development and operation of initial recruit training, continuing in-service training and advanced training programs. The Academy shall have all powers set forth in Sections 15.2-1747 *et seq.*, of the Code of Virginia, as amended, and other provisions of Virginia Law.

SECTION 6. ADDITIONAL MEMBERS

Other governmental units may become members of the Academy upon a resolution adopted by the governing body of the governmental unit requesting membership in the Academy and approval of the request by a two-thirds vote of the Board of the Academy, subject to such conditions as the Board may prescribe.

SECTION 7. WITHDRAWAL AS A MEMBER

Members may withdraw from the Academy as provided by Sections 15.2-1747 *et seq.*, of the Code of Virginia as the same may be amended.

SECTION 8. AMENDMENT OF AGREEMENT

This Agreement may be amended upon approval by three-fourths of the governing bodies of the then Member Jurisdictions.

SECTION 9. AUDIT

An annual, independent financial audit made by a Certified Public Accountant of the Academy, and any special funds, shall be conducted. Copies of all audits shall be sent to each Member Jurisdiction.

SECTION 10. FINANCE AND BUDGET

The Board shall adopt a budget for each fiscal year, and shall submit its approved budget to each Member Jurisdiction prior to January 1 of each year. Such budget shall estimate the amount of funds needed from each Member Jurisdiction to operate the Academy during the fiscal year beginning July 1. Each Member agrees to pay, subject to appropriation, a percentage of the total cost of operating the Academy for the next fiscal year (minus any grants or income from the training of non-members or other source), which percentage shall be determined by comparing the number of criminal justice officers (subject to mandatory training) employed by each Member Jurisdiction. Member Jurisdictions agree to make such payment to the Academy by such date established by the Board.

SECTION 11. EFFECTIVE DATE AND DURATION

This Agreement shall be effective from date of its approval by all of the governing bodies of the Member Jurisdictions. The Academy shall continue in effect in perpetuity unless dissolved by unanimous action of the governing bodies of the Member Jurisdictions. In the event this Agreement is terminated, payment and/or credit for the furnishing and use of real property owned by a Member Jurisdiction shall be adjusted ratable to the date of termination. All property shall be scheduled and valued by or at the direction of the Board and distributed in kind to the participants as nearly as is feasible in the same proportion as each participant contributed to acquiring it; however, one or more participants may purchase the interests of one or more of the other participants in the property.

SECTION 12. EXECUTION OF AGREEMENT

This Agreement may be signed in any number of counterparts, each of which is an original and all of which taken together form one single document.

WITNESS the following signatures:

TOWN OF BERRYVILLE

By: _____
Town Manager

Date: _____

COUNTY OF CLARKE

By: _____
County Administrator

Date: _____

COUNTY OF FREDERICK

By: _____
County Administrator

Date: _____

TOWN OF FRONT ROYAL

By: _____
Town Manager

Date: _____

LORD FAIRFAX COMMUNITY COLLEGE

By: _____
President

Date: _____

TOWN OF MIDDLETOWN

By: _____
Town Manager

Date: _____

NORTHWESTERN REGIONAL JAIL AUTHORITY

By: _____
Chairman

Date: _____

RSW REGIONAL JAIL AUTHORITY

By: _____
Chairman

Date: _____

TOWN OF STEPHENS CITY

By: _____
Town Manager

Date: _____

COUNTY OF RAPPAHANNOCK

By: _____
County Administrator

Date: _____

TOWN OF STRASBURG

By: _____
Town Manager

Date: _____

COUNTY OF WARREN

By: _____
County Administrator

Date: _____

CITY OF WINCHESTER

By: _____
City Manager

Date: _____

Bruce Hite

From: Tommie Bower <tbower@rrcja.org>
Sent: Wednesday, January 25, 2017 4:50 PM
To: Berryville Chief White; Clarke Co Sheriff Roper; Frederick Co Sheriffs Dept; Bruce Hite; Warren Houde; NRADC; Sheriff Connie Compton; William Wilson; Stephens City PD; Strasburg PD; Daniel McEathron; Sheriff Taylor; Winchester PD; James Roy; Leeanna Pyles
Subject: Skyline Charter Agreement and Resolution
Attachments: Skyline Academy Charter Agreement Final Draft (2).docx; Charter Resolution.docx

Good Afternoon,

As discussed at today's meeting attached is the Charter agreement and Resolution for all of our Member Jurisdictions to approve in order to complete the final step in developing the Skyline Regional Criminal Justice Academy. Our Academy Attorney Brendan Hefty from the Law Firm Hefty, Wiley, and Gore developed this agreement based on the requirements per 15.2-1747 of the Code of Virginia and the Criminal Justice Service Board Guidelines.

As you know your Jurisdiction entered into a resolution mid-2016 to separate from Rappahannock Regional Criminal Justice Academy, a part of that resolution states that the Chief/Sheriff/Superintendent/Director are hereby, directed to take all action necessary to effect the withdrawal from the membership of the Rappahannock Regional Criminal Justice Academy and to establish membership in the Skyline Regional Criminal Justice Academy...

By each governing body approving the attached Charter agreement you will be full filling the necessary and final steps in your agencies membership and creation of the Skyline Regional Criminal Justice Academy per section 15.2-1747 of the Code of Virginia.

Please see that you contact your City Manager/County Administrator/Authority as soon as possible to place this on the agenda for your next council/board meeting. We would like to have all finalized documents by the end of February/Early March. The resolution attached once passed at the council/board level will give your City Manager/County Administrator/Authority the approval to sign the attached Charter where designated. Once this step is completed we will be able to finalize and legally form Skyline Regional Criminal Justice Academy.

Please return all completed documents to me.

Congratulations on this success and please let me know if you have any questions or are in need of further discussion.

Tommie A. Bower

2275 Third Street Middletown, VA 22645

540-868-1360, Middletown

540-371-2875, Fredericksburg

7B



**Town of Front Royal, Virginia
Council Agenda Statement**

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Item No. 7(B)

Meeting Date: March 13, 2017

Agenda Item: COUNCIL APPROVAL – Proclamation – *“Recognition Day for National Service”*

Summary: Council has received a request from former Mayor Timothy Darr seeking to proclaim April 4, 2017 as National Service Recognition Day in the Town of Front Royal, as presented.

Budget/Funding: None

Attachments: Proclamation

Meetings: None

Staff

Recommendation: Approval ✓ Denial

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council approve a Proclamation proclaiming April 4, 2017 as *“National Service Recognition Day”* in the Town of Front Royal, as presented.

*Note: Motions are the formal & final proposal of Council,
proposed motions are offered by Staff for guidance

*To be clear and concise, motions should be made in the positive

Approved By: JW

**NATIONAL SERVICE RECOGNITION DAY
PROCLAMATION**

WHEREAS, service to others is a hallmark of the American character, and central to how we meet our challenges; and

WHEREAS, the nation's [counties/cities] are increasingly turning to national service and volunteerism as a cost-effective strategy to meet their needs; and

WHEREAS, AmeriCorps and Senior Corps participants address the most pressing challenges facing our communities, from educating students for the jobs of the 21st century and supporting veterans and military families to providing health services and helping communities recover from natural disasters; and

WHEREAS, national service expands economic opportunity by creating more sustainable, resilient communities and providing education, career skills, and leadership abilities for those who serve; and

WHEREAS, AmeriCorps and Senior Corps participants serve in more than 50,000 locations across the country, bolstering the civic, neighborhood, and faith-based organizations that are so vital to our economic and social well-being; and

WHEREAS, national service participants increase the impact of the organizations they serve, both through their direct service and by managing millions of additional volunteers; and

WHEREAS, national service represents a unique public-private partnership that invests in community solutions and leverages non-federal resources to strengthen community impact and increase the return on taxpayer dollars; and

WHEREAS, national service participants demonstrate commitment, dedication, and patriotism by making an intensive commitment to service, a commitment that remains with them in their future endeavors; and

WHEREAS, the Corporation for National and Community Service shares a priority with county officials and mayors nationwide to engage citizens, improve lives, and strengthen communities; and is joining with the National League of Cities, National Association of Counties, Cities of Service, and mayors and county officials across the country for the Mayor and County Recognition Day for National Service on April 4, 2017.

THEREFORE, BE IT RESOLVED that I, Hollis L. Tharpe, Mayor of the Town of Front Royal, do hereby proclaim April 4, 2017, as National Service Recognition Day, and encourage residents to recognize the positive impact of national service in our county; to thank those who serve; and to find ways to give back to their communities.

APPROVED:

Hollis L. Tharpe, Mayor

ATTEST:

Jennifer E. Berry, Clerk of Council

This proclamation was adopted by the Town Council of the Town of Front Royal, Virginia on _____



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**Town of Front Royal, Virginia
Council Agenda Statement**

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Item No. 7(C)

Meeting Date: March 13, 2017

Agenda Item: COUNCIL APPROVAL – Purchase of Additional Water Meters

Summary: Council is requested to approve the purchase of additional water meters for the Department of Environmental Services at a cost of approximately \$105,000. The meters are necessary to replace slowed, stopped or broken water meters and for the installation of water meters at new properties.

Budget/Funding: 9617-47001 - \$105,000 (Water Metering Reading – Machinery & Equipment)

Attachments: None

Meetings: Work Session held March 6, 2017

Staff

Recommendation: Approval ✓ Denial

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council approve the purchase of additional water meters for the Department of Environmental Services at a cost of approximately \$105,000.

*Note: Motions are the formal & final proposal of Council,
proposed motions are offered by Staff for guidance

*To be clear and concise, motions should be made in the positive

Approved By: JW

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**Town of Front Royal, Virginia
Council Agenda Statement**

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Item No. 8

Meeting Date: March 13, 2017

Agenda Item: PUBLIC HEARING TO RECEIVE PUBLIC COMMENT/APPROVAL OF RESOLUTION FOR LOCAL COMMITMENT - Community Development Block Grant (CDBG)

Summary: Council is requested to solicit public input on local community development and housing needs in relation to a proposed Community Development Block Grant (CDBG) proposal to be submitted to the Virginia Department of Housing and Community Development (VDHCD) for the "2017 Downtown Revitalization Plan: Envision 2.0". Council is further requested to approve a Resolution for Local Commitment regarding the use of funds provided by the (VDHCD) through the CDBG Program, as presented. Council directs the Mayor to execute the necessary documents upon approval.

Budget/Funding: None

Attachments: Resolution

Meetings: Work Session held January 6, 2017. First Public Hearing held February 27, 2017.

Staff

Recommendation: Approval ✓ Denial

ROLL CALL VOTE REQUIRED

Proposed Motion: I move that Council approve a Resolution for Local Commitment regarding the use of funds provided by the Virginia Department of Housing and Community Development (VDHCD) through the Community Development Block Grant (CDBG) Program, as presented. I further move that Council directs the Mayor to execute the necessary documents.

*Note: Motions are the formal & final proposal of Council,
proposed motions are offered by Staff for guidance

*To be clear and concise, motions should be made in the positive

Approved By: JW



TOWN OF FRONT ROYAL

Resolution from Town of Front Royal for Local Commitment

Regarding Use of Funds Provided by the VDHCD through CDBG Program

WHEREAS, the Community Development Block Grant (CDBG) program is federally funded by the U.S. Department of Housing and Urban Development and is administered by the Virginia Department of Housing and Community Development; and,

WHEREAS, the CDBG provides funding to units of local government to address community development needs: housing, infrastructure and economic revitalization; and,

WHEREAS, Town Staff, the Project Management Team, and Northern Valley Regional Commission have developed a plan over the past year, titled *2017 Downtown Revitalization Plan*, or simply *Envision 2.0*; and

WHEREAS, *Envision 2.0*, includes a number of activities that will increase tourism, promote economic development within the downtown business district; and will meet the national objective to prevent or eliminate blight in communities with at least a 25 percent level of physical blight or at least a 50 percent vacant rate; and,

WHEREAS, *Envision 2.0* proposes includes a proposed budget of nearly 2 million dollars for the implementation of the proposed activities, of which, 1 million are proposed through the CDBG program, \$352,500 are proposed as through private sources, and the remaining funds, approximately \$633,430, are proposed as local match by the Town, either paid for as new funds or in-kind contributions of Town staff and existing resources; and,

WHEREAS, a CDBG implementation grant is in the drafting stage to be submitted by March 29, 2017; and,

WHEREAS, the Front Royal Planning Commission found on February 15, 2017 that the proposed activities within the Downtown Revitalization Plan conform with the Comprehensive Plan, Capital Improvement Plan and Town Vision; and,

NOW, THEREFORE, BE IT RESOLVED, that Town Council authorizes Town Staff to proceed with preparation and submission of the CDBG Grant Application; and,

NOW, THEREFORE, BE IT FURTHER RESOLVED, that the Town of Front Royal commits to funding the local match portion of *Envision 2.0*, and shall make such funds available for use within the proposed 2-year implementation period, following execution of a contract and signing of all documents and resolutions required by the Virginia Department of Housing and Community Development; and,

APPROVED:

Mayor Hollis L. Tharpe

Attest:

Jennifer E. Berry, CMC, Clerk of Council

THIS RESOLUTION was approved at the Regular Meeting of the Town of Front Royal, Virginia, Town Council conducted on **March 13, 2017** upon the following recorded vote:

John P. Connolly	<u>Yes / No</u>	Eugene R. Tewalt	<u>Yes / No</u>
Jacob L. Meza	<u>Yes / No</u>	William A. Sealock	<u>Yes / No</u>
Bébhinn C. Egger	<u>Yes / No</u>	Christopher S. Morrison	<u>Yes / No</u>

Approved as to Form and Legality: _____ Dated: _____

Douglas W. Napier, Town Attorney

Fair Housing Certification

Regarding Use of Funds Provided by the VDHCD
through the CDBG Program: Front Royal Downtown Revitalization Project

Compliance with Title VIII of the Civil Rights Act of 1968

Whereas, the Town of Front Royal, Virginia has been offered and intends to accept federal funds authorized under the Housing and Community Development Act of 1974, and

Whereas, recipients of funding under the Acts are required to take action to affirmatively further fair housing;

Therefore, the Town agrees to take at least one action to affirmatively further fair housing each grant year, during the life of its project funded with Community Development Block Grant funds. The action taken will be selected from a list provided by the Virginia Department of Housing and Community Development.

Signature of Authorized Official

Date

Residential Anti-Displacement and Relocation Assistance Plan

Regarding Use of Funds Provided by the VDHCD
through CDB Program: Front Royal Downtown Revitalization Project

The **Town of Front Royal** will replace all occupied and vacant occupiable low/moderate-income dwelling units demolished or converted to a use other than as low/moderate income dwelling unit as a direct result of activities assisted with funds provided under the Housing and Community Development Act of 1974, as amended. All replacement housing will be provided within three (3) years of the commencement of the demolition or rehabilitation relating to conversion.

Before obligating or expending funds that will directly result in such demolition or conversion, the **Town of Front Royal** will make public and advise the state that it is undertaking such an activity and will submit to the state, in writing, information that identifies:

1. A description of the proposed assisted activity;
2. The general location on a map and approximate number of dwelling units by size (number of bedrooms) that will be demolished or converted to a use other than as low/moderate-income dwelling units as a direct result of the assisted activity;
3. A time schedule for the commencement and completion of the demolition or conversion;
4. The general location on a map and approximate number of dwelling units by size (number of bedrooms) that will be provided as replacement dwelling units;
5. The source of funding and a time schedule for the provision of replacement dwelling units;
6. The basis for concluding that each replacement dwelling unit will remain a low/moderate-income dwelling unit for at least 10 years from the date of initial occupancy; and
7. Information demonstrating that any proposed replacement of dwelling units with smaller dwelling units is consistent with the housing needs of low- and moderate- income households in the jurisdiction.

The **Town of Front Royal** will provide relocation assistance to each low/moderate – income household displace by the demolition of housing or by the direct result of assisted activities. Such assistance shall be that provided under Section 104 (d) of the *Housing and Community Development Act of 1974*, as amended, or the *Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970*, as amended.

The **Town of Front Royal** FY _____ project includes the following activities:

Front Royal's Downtown Revitalization Project will improve the facades of deteriorating or dilapidated commercial buildings within the project area. A new public restroom and outdoor drinking fountain will be constructed. An Open Air Gathering Space will be constructed to serve as a venue for a variety of events. There are four alleys in the project area which have been designated for improvements. The Town will conduct a study to include 1) the feasibility of shortening existing streets; 2) closing and consolidating mixed parking areas to enhance visitor experience; 3) development of a concept plan and next steps for working with property owners, acquisition or purchasing easements to improve those areas. Artwork and murals will be added to alleyways. Five crosswalks within the project area will be repainted. Thirty-five (35) trash cans have been identified that require refurbishing, and thirty-one (31) benches require cleaning. The project will include design, construction, and installation of signage, including entrance features, wayfinding signage, directory boards and banners. The Downtown Revitalization Project will also include the development and implementation of a complete marketing strategy.

The activities as planned will not cause any displacement from or conversion of occupiable structures. As planned, the project calls for the use of existing right-of-way or easements to be purchased or the acquisition of tracts of land that do not contain housing. The **Town of Front Royal** will work with the grant management staff, engineers, project area residents, and the Department of Housing and Community Development to insure that any changes in project activities do not cause any displacement from or conversion of occupiable structures.

In all cases, an occupiable structure will be defined as a dwelling that meets local building codes or a dwelling that can be rehabilitated to meet code for \$25,000 or less.

Signature of Authorized Official

Date

Local Business and Employment Plan

Regarding Use of Funds Provided by the VDHCD
through the CDBG Program: Front Royal Downtown Revitalization Project

1. The **Town of Front Royal** designates as its Section 3 Business and Employment Project Area the Town of Front Royal and Warren County.
2. The **Town of Front Royal**, its contractors, and designated third parties shall in utilizing Community Development Block Grant (CDBG) funds utilize businesses and lower income residents of the Town in carrying out all activities, to the greatest extent feasible.
3. In awarding contracts for construction, non-construction, materials, and supplies the **Town of Front Royal** its contractors, and designated third parties shall take the following steps to utilize businesses which are located in or owned in substantial part by persons residing in the Town:
 - (a) The **Town of Front Royal** shall identify the contracts required to conduct the CDBG activities.
 - (b) The **Town of Front Royal** shall identify through various and appropriate sources including:

Northern Virginia Daily

the business concerns within the Town which are likely to provide construction contracts, non-construction contracts, materials, and services which will be utilized in the activities funded through the CDBG.

- (c) The identified contractors and suppliers shall be included on bid lists used to obtain bids, quotes or proposals for work or procurement contracts which utilize CDBG funds.
 - (d) To the greatest extent feasible the identified business and any other project area business concerns shall be utilized in activities which are funded with CDBG funds.
4. The **Town of Front Royal** and its contractors and subcontractors shall take the following steps to encourage the hiring of lower income persons residing in the Town:
 - (a) The **Town of Front Royal** in consultation with its contractors (including design professionals) shall ascertain the types and number of positions for both trainees and employees which are likely to be used to conduct CDBG activities.
 - (b) The **Town of Front Royal** shall advertise through the following sources:

Northern Virginia Daily

the availability of such positions with the information on how to apply.

- (c) The **Town of Front Royal** its contractors, and subcontractors shall be required to maintain a record of inquiries and applications by project area residents who respond to advertisements, and shall maintain a record of the status of such inquiries and applications.
 - (d) To the greatest extent feasible, the **Town of Front Royal** its contractors, and subcontractors shall hire lower income project area residents in filling training and employment positions necessary for implementing activities funded by the Community Development Block Grant (CDBG).
5. In order to document compliance with the above affirmative actions and Section 3 of the *Housing and Community Development Act of 1974, as amended*, the **Town of Front Royal** shall keep, and obtain from its contractors and subcontractors, *Registers of Contractors, Subcontractors and Suppliers* and *Registers of Assigned Employees* for all activities funded by the CDBG. Such listings shall be completed and shall be verified by site visits and employee interviews, crosschecking of payroll reports and invoices, and through audits if necessary.

Duly adopted at the regular meeting of the Front Royal Town Council on _____, 20____

Signature of Authorized Official

Grievance Procedure

Regarding Use of Funds Provided by the VDHCD
through CDBG Program: Front Royal Downtown Revitalization Project

The **Town of Front Royal**, Virginia has adopted an internal grievance procedure providing for prompt and equitable resolution of complaints alleging any action prohibited by the Department of Housing and Urban Development's (HUD) (24 CFR 8.53(b) implementing Section 504 of the Rehabilitation Act of 1973, as amended (29 USC 794). Section 504 states, in part, that "no otherwise qualified handicapped individual . . . shall solely by reason of his handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance. . . ."

Complaints should be addressed to:

(Name, title, office, address, telephone number)

who has been designated to coordinate Section 504 compliance efforts.

1. A complaint should be filed in writing or verbally contain the name and address of the person filing it, and briefly describe the alleged violation of the regulations.
2. A complaint should be filed within _____ days after the complainant becomes aware of the alleged violation. (Processing of allegations of discrimination occurring before this grievance procedure was in place will be considered on a case-by-case basis.)
3. An investigation, as may be appropriate, shall follow a filing of a complaint. The investigation will be conducted by _____ for the **Town of Front Royal**. These rules contemplate informal but thorough investigations, affording all interested persons and their representatives, if any, an opportunity to submit evidence relevant to a complaint. Under 24 CFR 8.53(b), the **Town of Front Royal** need not process complaints from applicants for employment or from applicants for admission to housing.
4. A written determination as to the validity of the complaint and description of resolution, if any, shall be issued by _____ and a copy forwarded to the complainant no later than _____ days after its filing.
5. The Section 504 coordinator shall maintain the files and records of the **Town of Front Royal** relating to the complaints filed.
6. The complainant can request a reconsideration of the case in instances where he or she is dissatisfied with the resolution. The request for reconsideration should be made within _____ days to _____.
7. The right of a person to a prompt and equitable resolution of the complaint filed hereunder shall not be impaired by the person's pursuit of other remedies such as the filing of a Section 504 complaint with the Department of Housing and Urban Development. Utilization of this grievance procedure is not a prerequisite to the pursuit of other remedies.

8. These rules shall be construed to protect the substantive rights of interested persons, to meet appropriate due process standards and to assure that the Town of Front Royal complies with Section 504 and the HUD regulations.

Duly adopted at the regular meeting of the Front Royal Town Council on _____, 20__.

Signature of Authorized Official

Non-Discrimination Policy

The Town of Front Royal or any employee thereof will not discriminate against an employee or applicant for employment because of race, age, color, religion, sex, or national origin, disability or status as a protected veteran. Administrative and Personnel officials will take affirmative action to insure that this policy shall include, but not be limited, to the following: employment, upgrading, demotion or transfer; rates of pay or other forms of compensation; and selection for training.

Duly adopted at the regular meeting of the Front Royal Town Council on _____, 20__.

Signature of Authorized Official

ENVISION 2.0

DOWNTOWN REVITALIZATION PROJECT

•

CDBG

Envision 2.0 is a Town project to revitalize the downtown. You will also hear it referred to as the CDBG (Community Development Block Grant) project, or simply as the Downtown Revitalization Project. It is termed Envision 2.0 because it represents the implementation, or next phase, of the town vision that was approved in 2014.

The town vision, Envision Front Royal, was developed largely from public input and public prioritization. A major goal established by Envision Front Royal is a priority on investment in the Town; with a particular focus of attention given to the downtown and economic development.

Following approval of Envision Front Royal, the Town showed a commitment to the principles of the Town vision by several actions, including applying for the Main Street Program, hiring a Community Development Director to fill a gap in economic and community development needs within the Town, and applying for a Community Development Block Grant (CDBG) with the Virginia Department of Housing and Community Development. In late 2015, the CDBG application was approved and work begun on a revitalization plan.

Since January 2016, Town Planning & Zoning has been working with the Northern Valley Regional Commission, a Project Management Team consisting of local citizens and business owners, the new Town Community Development Director, and many stakeholders throughout the Community. The conclusion of this planning process will be completion of a revitalization plan that will be submitted to Town Council for approval in February/March 2017. Shortly following approval by Town Council, the Town will submit an implementation grant that requests funds from the state to implement the list of activities within the plan. A summary of these are found on the following page.



LIST OF ACTIVITIES:

- **Administration:** Front Royal's Downtown Revitalization Project is requesting \$79,800 in administrative costs. This is for the purpose of administering the Facade Improvement Program by a professional with experience in the area.

- **Façade Improvement Program:** Front Royal's Downtown Revitalization Project is requesting \$350,000 in CDBG funds matched by \$350,000 in private investment to improve the facades of deteriorating or dilapidated commercial buildings. These funds enable the Town to assist commercial property owners in the restoration of their buildings. In doing so, this will strengthen their businesses and stimulate economic growth. Currently 32 property owners have provided letters of intent to utilize the program, ranging from small projects to significant renovations. Additionally, the Town will request \$35,000 in CDBG funds for architectural assistance.

- **Public Restroom/ Drinking Fountain:** As part of Front Royal's project, a new public restroom and outdoor water fountain (3-tiered, drinking, water bottle filler and pet bowl) will be constructed to encourage visitors to stay downtown longer and to support the hosting of visitors during downtown events and festivals. Based on an estimate provided by Warren County for its recently constructed public restroom facility, the Town is requesting \$125,000 in CDBG funds. The construction of a drinking fountain will be funded by the Town, with a cost estimate of \$5,259.00.

- **Multi-Purpose Open Air Gathering Space:** An Open Air Gathering Space will be constructed to serve as a venue for a variety of events including a farmer's market, concerts, dances, movies and art exhibits. Upon review of cost estimates of other facilities, the total cost for design and construction would be approximately \$250,000. The Town is requesting \$125,000 in CDBG funds and will match the remaining \$125,000.

- **Alley and Parking Improvements:** There are four alleys/sidestreets in the project area which have been designated for improvements. Two of these provide access to the parking area behind businesses on East Main Street. The Town is requesting \$30,000 to conduct a study to include 1) the feasibility of shortening existing streets; 2) closing and consolidating mixed parking areas to enhance visitor experience; 3) development of a concept plan and next steps for working with property owners, acquisition or purchasing easements to improve those areas. The Town will provide our match through survey work in development of the study. The addition of artwork and murals to these alleys will be contributed through local contributions at approximately \$3,000. The Town will support the promotion of the local artwork with \$500.

- **Streetscape Improvements:** Five crosswalks within the project area will be repainted at a cost of \$1,000 each based on estimates from the Town of Front Royal's Environmental Services. Thirty-five (35) trash cans have been identified that require refurbishing, and thirty-one (31) benches require cleaning, a cost of \$3500. These improvements will be part of the Town's match. The CDBG portion of this activity will include design of streetscape improvements, such as streetlights and sidewalks. The Town will cover \$5000 towards this streetscape design and is requesting \$25,000 through the CDBG Grant. Construction of these facilities will be undertaken as a future phase.

- **Signage:** Wayfinding and signage will be updated to direct visitors while enhancing the visitor experience and provide a cohesive message and brand for the Town. As part of the project, a study and inventory of all signage will be conducted, including all of the major thoroughfares throughout Town. A plan will be developed delineating where the signage should be located. The project will include design, construction, and installation of signage. The Town will separately pursue signage on the Interstate through a partnership with Warren County. Estimates are for 2 entrance feature signs, 3 wayfinding signs, 5 directory boards, and 33 banners that are changed seasonally. The total signage allocation is \$190,500, including a request of \$156,000 in CDBG funds, and a match by the Town of \$34,500. These estimates are based on a wayfinding quote issued by Warren County; comparison of costs by other localities; comparison of other local projects; and RFP quotes received.

- **Branding and Marketing:** The next steps in the Town of Front Royal's Branding Initiative, launched as part of the Downtown Revitalization Project, will include the development and implementation of a complete marketing strategy. This strategy will enhance the community's social media and web presence, produce marketing collateral and materials, enhance the Visitor Center, and coordinate the new brand with facilities and events. Based on estimates, the Town is requesting the following:

- A. Social Media & Digital Advertisements.
- B. Marketing Documents and Brochures.
- C. Website Strategy.
- D. Refurbish Brochure Racks.
- E. Visitor Center Update.
- F. Branding Campaigns.

DRAFT

Envision 2.0

Front Royal, Virginia 2017 Downtown Revitalization Plan



Prepared by:

Northern Shenandoah Valley
Regional Commission



Town of Front Royal



March 13, 2017

Acknowledgement

The Front Royal Downtown Revitalization Plan was developed in partnership with the Northern Shenandoah Valley Regional Commission, under the direction of the Town's Project Management Team. The input of the team members was instrumental in its development.

Project Management Team

Members and Affiliations

Jeremy Camp	Town Planning and Zoning Director
Felicia Hart	Town Community Development Director
BJ Wilson	Town Finance Director
Steve Burke	Town Manager (2016)
Joe Waltz	Interim Town Manager (2016/2017)
Taryn Logan	Warren County Planning Director
David Beahm	Warren County Building Official
Niki Foster Cales	Chamber of Commerce Executive Director
Tim Darr	Mayor (2016)
Hollis Tharpe	Mayor (2017)
Patrick Farris	Warren Heritage Society
George McIntyre	Main Street Committee/ Main Street Business Owner
Craig Laird	Independent Business Alliance / Main Street Business Owner
Debbie Langfitt	Planning Commission, Chair
Tim Smith	Tourism Director
Marla Jones	Economic Development Authority
Linda Allen	Steering Committee, Downtown Front Royal
Anna Arena	Main Street Business Owner
Arlene T. Ballou	Main Street Business Owner
Herb Melrath	Main Street Business Owner
Kym Crump	Blue Ridge Arts Council
Angela Toler	Board of Architectural Review
Doug Stanley	Warren County Administrator
Stephanie Langton	Northern Shenandoah Valley Regional Commission
Robert MacDougal	TransForm Development
Katrina Meade	City National Bank
Local Press	NVDaily, Royal Examiner, Warren Sentinel, Warren Report, & WHAG
Doug Ellis	Virginia DHCD Representative

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Introduction

The Town of Front Royal is nestled in the scenic Shenandoah Valley, between the confluence of the North and South Forks of the Shenandoah River and the Blue Ridge Mountains. The Town is approximately 10.5 square miles and had a 2015 population of 15,070, based on the U.S. Census Bureau's annual Population Estimates Program. Since its founding in 1788, the Town has been the economic center and county seat of Warren County.

The Town also serves as a transportation hub within the Baltimore-Washington Statistical Market Area. Several major roads traverse or adjoin the Town, including Interstate 66, U.S. Route 55, U.S. Route 522, and U.S. Route 340. Interstate 66 (I-66) is located along the northern boundary of the Town. Washington D.C. is about a 60 minute drive east on I-66 from Front Royal; and Interstate 81 (I-81) is only 7 miles west on I-66. The Virginia Inland Port, located in the County, is immediately north of the Town, which is a U.S. Customs designated port of entry that provides intermodal container transfer services. The Norfolk Southern Railroad has two rail lines in Front Royal, including the B-Line which travels through the northern portion of the Town, and the Shenandoah line, which parallels the South Fork of the Shenandoah River, both lines connecting with the Virginia Inland Port.

Front Royal's strategic location at the convergence of roads, rail, rivers, natural resources, and history has served an important role in attracting tourism since the late nineteenth century. As railroads improved and increased travel occurred, people came to Front Royal to get to the mountains and to the mineral springs in nearby areas. The tourism industry grew dramatically throughout the early twentieth century with the opening of the Shenandoah National Park and the Skyline Drive in 1936. The Town is the gateway to Skyline Drive and is home to and surrounded by, many natural attractions including the Appalachian Trail, Dickey Ridge Visitor Center, Skyline Caverns, and George Washington National Forest.

The greatest period of economic growth came to the Town with the construction of the American Viscose Corporation's plant. The initial buildings were erected between 1937 and 1940 and during this time, the Town's population increased by 1,407, partly as a result of the large number of construction workers brought in for construction of the new plant. American Viscose Corporation opened in August 1940 and immediately became the largest employer in the County with 734 workers. The plant experienced major expansions in 1943, 1945, and 1946. This accounted for a large portion of the 4,284 population growth in the Town from 1940 to 1950. Over the years, the American Viscose plant changed ownership and its name to FMC Corporation and finally Avtex Fibers, Inc. The ultimate closing of the

plant in 1989 (combined with the downturn in the economy in the early 1990s) left the community with a relatively high unemployment rate. This high rate was subsequently reduced as increased numbers of citizens sought work outside the county; thereby enlarging the size of the Town's commuting population. The Town has a large number of residents that commute long distances for work. Fewer people in the Town work from their homes than state and national averages. Residents in Warren County, outside of the Town limits, travel even further with a mean commute time of 41.8 minutes.

Front Royal strives for a downtown that serves as a vibrant hub of opportunities for increased business growth and attraction. The Downtown was accepted into the National Register of Historic Places in 2003 and supports a rich history dating from the late 18th century. A late 19th century boom established East Main Street and Chester Street as the Town's commercial core, which now comprises a diverse compilation of historic buildings and architectural styles. The Town, realizing the importance of, has been an Affiliate of the Virginia Main Streets for several years now. The Town recognizes that the Washington, DC area employment centers will continue to draw many living in Front Royal, but generating a range of local employment opportunities for its citizens will help to achieve a vibrant lifelong community.

With assistance of the Northern Shenandoah Valley Regional Commission, the Town intends to submit a Community Development Block Grant (CDBG) application for downtown revitalization implementation funding to the Virginia Department of Housing and Community Development (DHCD) in the spring of 2017. As a required task of the application, the Town must complete a Downtown Revitalization Plan during its planning for the CDBG grant application. This process has been funded by the DHCD Planning Grant.

This plan is divided up into five (5) sections, as listed below, and as reflected in the Table of Contents.

Envision 2.0: Front Royal, Virginia 2017 Downtown Revitalization Plan:

- ❖ **Introduction.**
- ❖ **Part 1: Economic Restructuring Analysis**
- ❖ **Part 2: Branding and Marketing**
- ❖ **Part 3: Physical Improvement Plan**
- ❖ **Recommendations for Consideration by Town Council.**



Town of Front Royal, Virginia

DOWNTOWN REVITALIZATION AREA



Rev JANUARY 2017

PREPARED BY THE TOWN OF FRONT ROYAL
DEPARTMENT OF PLANNING & ZONING
102 E. Main Street - Front Royal, Va. 22630

Darryl G. Macrobust, Cartographer

Map Key

-  Downtown Revitalization Parcels
-  Property Boundaries

Scale in Feet
200 100 0 200 Feet



Review of Previous Plans



Vision Statement:

As Front Royal approaches the middle of the 21st century it:

- Will be a vibrant town which will serve as a well-connected hub of the county and surrounding region, with a strong and well-preserved historic core focused on arts and cultural amenities, a diverse economy, and benefits from continual collaboration between the Town and the County.
- Will have preserved its historic character by preserving, rehabilitating, and restoring its historic buildings, and natural environment.
- Will be a popular and unique tourist and travel destination, linking the mountains, the river, history, and the National and State Parks and forests.
- Will be a lifelong community for people of all demographic groups, with a small town character, quality jobs, opportunities for business growth and attractive, affordable housing.

Envision Front Royal (2014): A Vision for the Town of Front Royal

Adopted on April 28, 2014, Envision Front Royal was developed through a citizen-based, collaborative visioning process, as a component of the Town's long-range Comprehensive Plan. Through this process, a clear and compelling vision was developed to shape the future of the Town with the assistance of planning consultants from Renaissance Planning Group and Herd Planning and Design, Town officials, planning staff, and citizens.

Although the scope of the Envision Front Royal plan is for the entire Town of Front Royal rather than just "Main Street" Front Royal, the plan provides context and information that informs the Community Development Block Grant committee. The following are key items that are relevant:

A Lifelong Community: Front Royal will be a popular place for people of all ages to live and work. Young people will return to the community because of the job and recreational opportunities and good schools.

A Popular Destination: Front Royal will be a popular and unique tourist destination, especially for day trips from and to Virginia and the DC region. The visitors will boost the local economy and downtown.

Preserved Assets: The Town's historic buildings will be restored for new uses, natural assets will be preserved, and the Town will be clean and attractive.

A Vibrant Town: Downtown will be the vibrant hub of Front Royal, showcasing the region's culture and heritage.

Based on these themes, the Envision Front Royal Plan provides guidance for the specific objectives and actions of the Town's Comprehensive Plan. These guidelines include the following, each with subcategories which can be referenced in the entire Envision Front Royal Plan in the Appendix.

1. Restored historic buildings, restored facades
2. It is easy to walk and bike; there are good connections to regional trails, and expanded greenway systems; the downtown core has high pedestrian activity and amenities.
3. Shopping and dining downtown with diverse choices that appeal to both visitors and locals.
4. Affordable and diverse housing for many income levels, with accountable landlords.
5. Small town character - develop a sense of pride in community
6. Safe and family friendly
7. More professional jobs in Front Royal
8. More support and space for arts, culture, and theatre, and public spaces
9. Attractive and beautiful gateways
10. Enhanced active recreation opportunities such as canoeing, biking, hiking with strong connections to Shenandoah National Park
11. Increase day and night activity
12. Market assets and history
13. New growth areas have been well planned
14. Clean rivers
15. Diverse mix of uses and retail

Envision Front Royal has played an integral role in forming Front Royal's Downtown Revitalization planning process. While its scope serves the entire Town, Envision Front Royal illuminates specific values and conditions for a vibrant and thriving downtown. Front Royal's Downtown Revitalization Plan follows its guidelines and advances its vision.

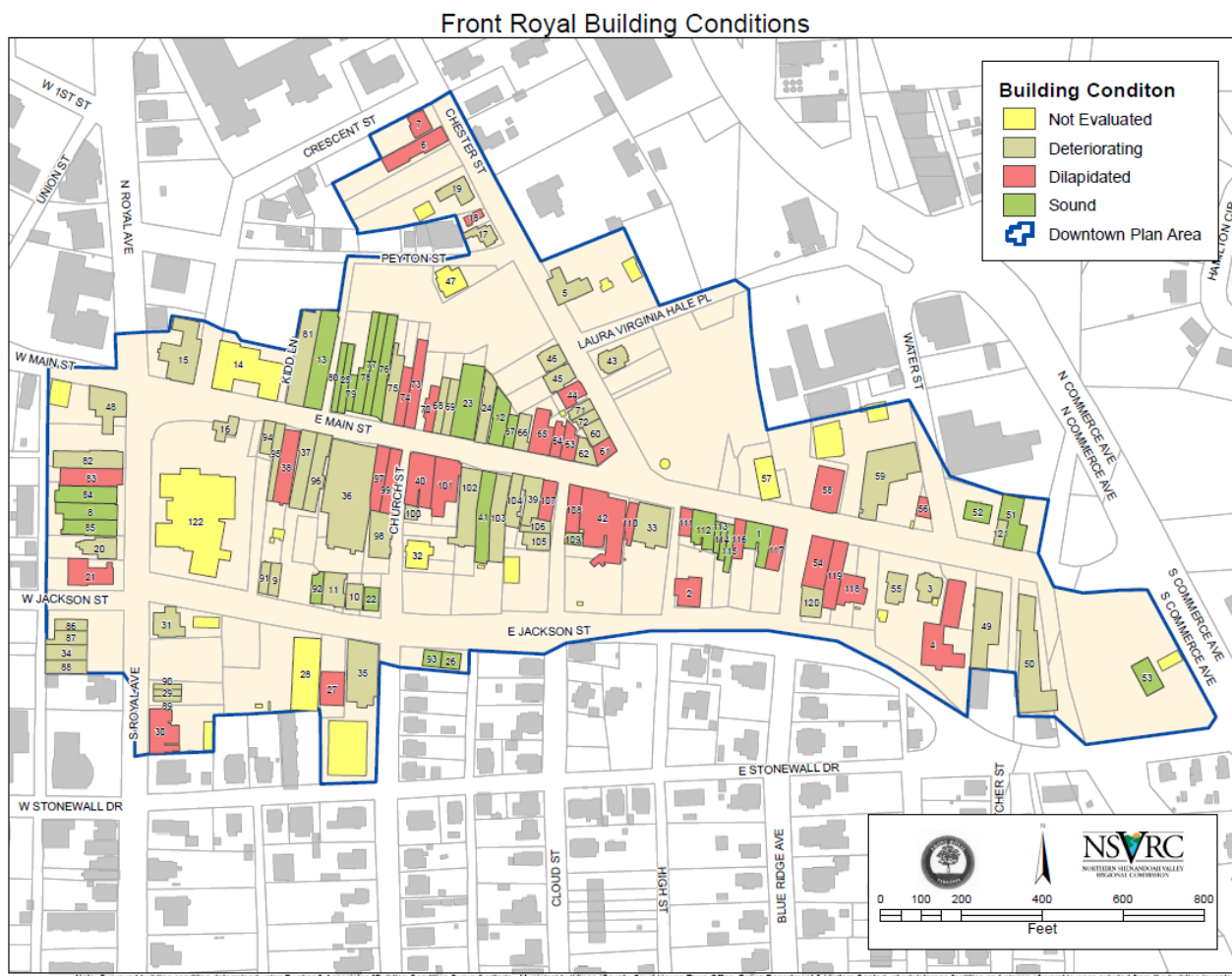
DRIVE Tourism Program (2015)

In 2015, Front Royal became one of the first of twenty five (25) communities selected statewide to participate the Virginia Tourism Corporation's DRIVE Tourism Program and the *first* community to complete the program. Through a series of workshops over a six-month period, a steering committee of local stakeholders formed to develop a unified, multi-year plan to enhance tourism and expand marketing and advertising.

The first initiative of Front Royal's DRIVE Tourism Plan is to improve wayfinding signage in the Town and County, within a timeline of less than two years. The Business District Revitalization Planning Grant Project Management Team has partnered with the Town's Front Royal DRIVE Tourism Committee to align efforts and ensure that a unified brand and message is employed throughout revitalization and tourism initiatives.

Physical Inventory of Building Conditions and Vacancies (2015)

The Physical Inventory of Downtown Front Royal was completed during the summer of 2015 as a requirement of the DHCD Planning Grant. The Physical Inventory evaluated the physical conditions of 116 properties using the Dunbar and Associates method. The results found 23% were sound, 47% were deteriorated, and 29% were dilapidated. The Physical Inventory also identified vacancies and found 16% were vacant and 26% were partially occupied. This Physical Inventory demonstrates that Front Royal meets the minimum threshold of at least 25% physical blight per the CDBG Program Design for the Business District Revitalization Planning Grant.



The Business Inventory Survey of Downtown Front Royal was completed in the summer of 2015, also as a requirement of the DHCD Planning Grant. The survey included questions on tenure, estimated annual sales, number of employees, average weekly customers, and suggested improvements in Front Royal's downtown area.

Additional Revitalization Activities

Within the past two years, Front Royal has undertaken many activities to specifically address revitalization of downtown. These include: hired a Community Development Director, clock plaza reconstruction, Bradford Pear Replacement Program, Christmas street lighting program, Christmas Decoration Replacements, Gazebo Gatherings hosted by the Blue Ridge Arts Council, Update of Subdivision and Land Development Ordinance, as well as the Zoning Ordinance and Urban Forestry Ordinance, Gazebo Commons Electric Car Charging Station, Gazebo Flicks Movie Program, and the hosting of numerous events and festivals throughout the year in coordination with local organizations such as the Chamber of Commerce, Front Royal Independent Business Alliance (FRIBA), Front Royal Historical Society. Taste of the Town, First Night Front Royal and Battle of Front Royal Reenactment are three new events that have been added to complement the other successful annual events, pedestrian signalization at intersections, and Virginia Main Street Designation.

Takeaway:

During the early stages of the Downtown Revitalization Planning Process, the Project Management Team reviewed the Town's prior and current plans and initiatives and discussed existing conditions and concerns. This process led to the identification of downtown revitalization priorities. The priorities were grouped into two main categories, aligning with DHCD's required Planning Grant deliverables.

Front Royal's Downtown Revitalization Priorities

Economic Development:

Economic Development

Business Recruitment and Retention

Marketing

Branding Strategy

Signage

Festivals

"Buy Local"

Hours of Operation

Tourism and Marketing Revenue

Co-op advertising

Small Business Saturday

Open Late Until 8 Campaign

Enhancing the Town's website

Natural Assets

Connect downtown with local natural assets

Creation of Outdoor Assets Map for Visitors

Social Relations

Community pride and ownership values

Public Safety and security

Relations between Town and merchants

Relations between merchants and residents

Cross-business promotion and partnerships

Physical Improvements:

Building Improvements

Historic preservation and restoration of dilapidated/deteriorating buildings

Property Maintenance Code introduction

Downtown Parking

Enhance parking areas

Improved signage

Pedestrian Mobility

Lighting

Improved pedestrian crosswalks

Signage

Trails

Expansion of West Main Street

Appalachian Trail trolley service

Part 1



Economic Restructuring Analysis

The Economic Restructuring Analysis is meant to serve as a catalyst to help maintain and invigorate the vibrancy of Front Royal's downtown by analyzing existing market conditions, identifying potential opportunities, and targeting efforts toward partnering with those public, private, and nonprofit stakeholders who can positively impact the vitality of the community.

Consumer Interest Survey

The Consumer Interest Survey provides the Town with a quantitative analysis of both residents and non-residents on when, where, and why people shop and use owntown amenities. The survey was structured to fully understand the unique needs of the Town's target market. The survey aimed to receive input from residents concerning the current and future economic progress of the Town.

The 10-question survey was launched on January 9th, 2017 and ended on January 20th, 2017. A link to the survey was shared via email with Town residents and staff. The Town received 510 responses.

Summary and Analysis of Consumer Interest Survey

1. Where is your home located?

- Total number of respondents 510.
- 49% of people who responded to this question identified the Town of Front Royal as the location of their home. Another 45% said they live in Warren County. 95.7% of respondents live in Front Royal and Warren County combined. 6.3% of respondents gave the location of their home as "Other."

2. What was your total household income before taxes during the past 12 months?

- Total number of respondents 456.
- Of the 456 people who responded to this question 130 or 28.5% reported total household income of \$100,000 or more. 21% (97) respondents reported household income between \$50,000 and \$74,000. 20.8% or 95 people reported household income between \$75,000 and \$99,999.
- 70.6% reported income above \$49,000 during the past 12 months, 29.4% reported total household income of less than \$50,000 for the same period. 15.4% reported total household income between \$35,000 and \$49,000; 5.7% or 26 people reported total household income between \$25,000 and \$34,000 and 8.3% reported total household income of less than \$25,000.

3. How often do you come to Front Royal?

- Total number of respondents: 509.
- 56.4% of people who answered this question said they live in the Town of Front Royal. Roughly half as many more (139 people or 27.3%) said they come to Front Royal every day; 13.8% or 70 people said they come every week; 1.2% (six people) every two-three weeks.
- 0.6% or three respondents said they come to Front Royal every two-three months, the same number reported coming to town once or twice a year. One person (0.2% of respondents) reported coming to Front Royal every four to six months and zero people reported coming into town every month.

4. Approximately how often do you visit Front Royal for one of the following (select all that apply)?

Work, School, Dining, Sports & Recreation, Professional Services, Banking, Events, Small Business Shopping, Health Care, Shopping for Goods & Services (i.e. clothes, appliances), Specialty Purchases (ie, automobiles), Just Passing Through, and Other (please specify).

- Total number of respondents 509.
- Respondents were asked to choose from the following options:
Live in Front Royal; Every Day; Every Week; Every 2-3 Weeks; Every Month; Every 2-3 Months; Every 4-6 Months; Once or Twice per Year; Other.
- The following information was learned from the survey respondents regarding the frequency and reasons for visiting the Town.
 - Approximately 44% of people who work in Front Royal also live in town. 19% of respondents or 101 people reported coming to town every day for work. The most popular reasons for coming to Front Royal every day other than for Work or School according to the survey results were for Just Passing Through (10.4%); Professional Services and Banking (3.1% and 3.1% respectively); Sports and Recreation (2.4%) and Shopping (2%).

- 31.1% of people who visit the town of Front Royal weekly reported Dining as the reason for their visits. 21.3% come for Banking; 18% for Small Business Shopping; 15.7% Shopping for Goods and Services; 14.2% for Sports and Recreation and 12.2% for Professional Services.
- Dining was also the category with the highest percentage of visitors who come to town every 2-3 weeks, 12.2% people responded in this way. 9.4% come to town every 2-3 weeks for Small Business Shopping; 8.5% are Shopping for Goods and Services; 7.9% are in town for Banking and 7.1% for Events.
- Monthly visitors reported Small Business Shopping (7.7%); Shopping for Goods and Services (7.5%); Events (6.5%); and Health Care (4.9%) as the top four reasons for their visits.
- Health Care was the most popular reason given by people who reported visiting Front Royal every 2-3 months (10.2% of respondents). 9.4% of respondents said they visit every 2-3 months for Events; 7.3% cited Small Business Shopping and 6.7% come for Professional Services.
- The majority of respondents who visit Front Royal every 4-6 months (10%) also cited Health Care as the reason. 4.5% of respondents come to town every 4-6 months for Small Business Shopping; 3.9% come for Events and Shopping for Goods and Services and 3% for Professional Services.
- 10.2% of respondents come to Front Royal once or twice a year for Specialty Purchases, 8.9% report coming to town for Small Business Shopping. 8.7% visit once or twice a year for Health Care.
- 623 responses were captured by the survey in the frequency category labeled "Other." In this category, 175 respondents indicated Work and School (combined) as the reasons for their visits. 163 respondents or 32% named Specialty Purchases; 10.6% said Health Care; 9.6% said Sports and Recreation and 8.5% said they come to town for Banking.

5. In the past 6 months, which of the following venues have you visited? (Please select all that apply)

Downtown, Front Royal Town Parks and Pool, Shenandoah National Park, River State Park, Skyline Soccer Plex, Royal Shenandoah Greenway, Skyline Caverns, Antique Stores and Flea Markets, Art Galleries and Specialty Stores, Craft Breweries, Wineries, Fast Food Restaurants, Front Royal Visitor Center, Other (please specify)

- Total number of respondents 502.

- Approximately 90% (451) of respondents to this question reported visiting Downtown Front Royal in the last 6 months. 82.5% reported visiting Fast Food Restaurants; 49.2% visited Shenandoah National Park; 48.8% visited Antique Stores or Flea Markets; 44.8% visited Front Royal Town Parks and Pool; 31.3% visited Art Galleries and Specialty Stores; 24.9% visited the Town Visitor's Center; 23% visited the River State Park; 21.7% visited Skyline Soccerplex; 21.7% visited Wineries; 14.7% reported visiting Other; 14.7% visited Craft Breweries; 8.2% visited the Royal Shenandoah Greenway and 7% visited Skyline Caverns.

6. Where do you more often go for the following:

Groceries, Banking, Insurance, and Financial Services, Upscale Dining, National-Name Restaurants, Local or Non-Chain Dining, Fast Food Restaurant or Take-Out, Small Household Items and Supplies (i.e. tools, home decor), Farm/ Garden Supplies or Building Materials, Furniture, Appliances, and Large Items, Business and Legal Services, Other Commercial and Custom Services (i.e. repair, printing, design, auto-repair)

- Total number of respondents 509.
- Upscale Dining, National Name Restaurants and Furniture and Appliances are the three main categories of goods and services for which respondents to this question report shopping in places other than the Town of Front Royal. Nearby Winchester, VA accounts for 42%, 43.6% and 43.6% respectively of business leakage in these categories according to survey results.
- Northern Virginia Suburbs also capture a significant, though smaller, percentage of local patronage dollars in the same categories – 20.4% Upscale Dining; 9% National Name Restaurants; 10% Furniture and Appliances, in addition to capturing 14% of local patronage in Business and Legal Services.

7. Why are you shopping for goods and services downtown rather than another location? If you are not likely to shop downtown, why not?

Ease of Access, Variety of Goods, Sense of Place, Convenience, Personalized Service, I do not shop downtown because...

- Total number of respondents 370.
- 139 people skipped this question.

- 52% of people who answered this question cited Ease of Access as the main reason they shopped for goods and services in downtown Front Royal. 45.7% said Convenience; 33% said Sense of Place; 23% said they come for the Personalized Service and 21.9 cited the Variety of (available) Goods.
- 39% of all respondents selected I Do Not Shop Downtown Because...

8. How much impact does downtown parking and signage (business and parking related) have on your willingness to visit Front Royal?

A great deal, A lot, A moderate amount, A little, Not at all

- Total number of respondents 502.
- 41% of people who answered this question said that parking and signage had only A Little or no impact at all on their willingness to visit the Town of Front Royal. 25% said parking and signage had A Moderate Amount and 35% said parking and signage had A Lot or A Great Deal of impact.

9. Front Royal is working to attract businesses to enhance its downtown. Please rank your top choices.

Groceries/ Farmers Market, Art, Sports, and Recreation, Retail and Dining, Professional Services

- Total number of respondents 482.
- Retail and Dining was most frequently identified as the top choice by people responding to this question. 47% of people chose this option. 25% of respondents identified Groceries/ Farmers Markets and 13% named Art, Sport and Recreation as their first choice.
- Retail and Dining and Groceries/ Farmers Market were most frequently chosen as a second choice (29% each). Art, Sport and Recreation was identified by 25% of respondents as their second choice for new businesses.
- Art, Sports and Recreation was the most popular group of businesses selected as a third choice. 30% of respondents identified this business group; 25.5% indicated

Groceries/ Farmers Markets as their third choice; 23% opted for Professional Services.

- Professional Services was also the most popular fourth choice for business types, identified by half of respondents. 22% chose Art, Sports and Recreation; 11% chose Groceries/ Farmers Market.
- Looking at the overall average rating in terms of frequency of selection for each business group, Professional Services captured 32.5% of the responses; Art, Sports and Recreation accounted for 27%; Groceries/ Farmers Markets gained 23% and Retail and Dining received 18% of the total responses.

10. What additional goods and services would you want to see in the Town's limits? How can our downtown better serve you?

- Total number of respondents 306.
- 203 people skipped this question.
- Although in some cases a distinction is made in the responses between downtown Front Royal and the town's limits, many of the suggestions tended to have a particular focus on the downtown area specifically. Overall, the most popular suggestions for improving downtown and the larger Front Royal area involved suggestions for more or improved restaurants and dining, clothing stores, access to craft stores, activities for families, kids and teens and outdoor markets.
- By aggregating most frequently used keywords in responses to this question we can make statistical comparisons. The most commonly used keywords appearing in the long form responses are listed on the following page (context provided where necessary).

Restaurant	55
Craft	34
Clothing	32
Kids (teens, children, families)	29
Dining	27
Market (farmers, Christmas outdoor	23
Chipotle	18
Children (kids, teens, families)	18
Chick (Chick-Fil-A)	17
Grocery (Wegman's, Whole Foods)	16
Parking (congestion, signage)	15
Sign (signage, parking, congestion)	13
Farmer; farm (market, outdoor)	13
Pool (Indoor, year round, recreation)	11
Music (outdoor)	11
Upscale (dining, restaurants, clothes)	10
Walking Mall (pedestrian)	10
Outdoor (hiking/camping, dining, kids, ice skating, vibe, walking)	10
Clean (neighborhoods, curb appeal, drugs, abandoned buildings, riff-raff)	9
Gift (cards, gift store)	9
Sheetz (Sheets)	8
Theater (movie, performance, plays, music)	8
Kmart	7
Movie (theater, music)	6

- 18% of respondents suggested different or additional restaurant choices, another 9% of respondents called for better (upscale), more or different dining options. The words “restaurant(s)” and “dining” occurred 82 times (combined) in the long form responses. Recommended food choices ranged in type from casual fast food (Chick-Fil-A, Chipotle and Sheetz) to Texas Roadhouse and Logan’s and calls for non-specific high-end restaurants and “fine dining.” Many respondents articulated dissatisfaction with having to travel to Winchester (specifically) for restaurants and dining.

- The words “kids”, “children” and “family” were used a total of 56 times (combined) in the long form answers to the question. Respondents indicated a desire for more family friendly activities and amenities in the downtown area. Some suggestions included indoor and outdoor pool/rec facility;



- The second most popular word “craft” appeared in 11% of suggestions (or 34 times). Examples of craft stores that respondents have said they would like to see in Front Royal included Michaels and Hobby Lobby. Incidentally the word “market” including farmers’ markets, flea markets and Christmas markets occurred 23 times or in 7.5% of the total responses.
- More and/or better clothing stores, with suggestions that included K-Mart, Macy’s, Kohl’s among others, was recommended by 10.5% of respondents while 5% of respondents indicated grocery store options such as Wegmans and Whole Foods.
- 12% of respondents offered suggestions to improve overall cleanliness of the downtown area. Suggestions included removing “vagrants”, drug dealers and “riff-raff”; cleaning up abandoned or dilapidated buildings; creating or developing a walking mall downtown; adding a wading/splash pool for kids; organizing outdoor activities/attractions/festivals downtown.

Key Takeaways from the Consumer Interest Survey

- ✓ A significant portion of Front Royal's dining market is being lost to the City of Winchester and to a lesser extent Northern Virginia.
- ✓ The same is true for retail sales dollars for items like clothing, appliances and furniture.
- ✓ There is strong support for the development of family oriented activities and amenities in the downtown area.
- ✓ Some of the more popular recommendations for new or additional businesses coming into the downtown area, such as farmers markets and a walking mall demonstrate a robust sense of community awareness among respondents to the survey questions and a clear desire among them to spend more time out and about in downtown Front Royal.

Attractions and Amenities

The Town of Front Royal, gateway to the Shenandoah Valley, offers vast options for outdoor activities. With ideal settings for camping, hiking, canoeing, or kayaking, or relaxing. The area invites residents and tourist to explore natural settings, enhancing opportunities to grow tourism in the area. Located in Warren County, only 70 miles from Washington D.C, and with easy access to I-66 and I-81, Front Royal allows people to experience the wonders of the Shenandoah Valley with its beautiful landscapes and proximity to parks, distilleries, and Virginia wineries.

For this section, we define amenities as a desirable or useful feature or facility of a building or place. Amenities provide service or convenience to both residents and non-residents, hence influencing their decision to visit the area.

This section will: 1) Review current attraction and amenities and 2) Discuss proposed attractions and amenities based on the interest survey responses.

Business Amenities

- **Hotels and Restaurants:** Visitors to the Town of Front Royal have access to 20 four-star and above hotels; 121 restaurants including 10 four-star and above restaurants.
- **Medical:** The Town's medical services are provided by the Warren Memorial Hospital and ~100 other medical facilities, doctors and specialists including parent company Valley Health. Specialists include family doctors, pediatricians, chiropractors and podiatrists, opticians / ophthalmologists, psychiatrists, dentists and one veterinary hospital.
- **Banking:** The Town of Front Royal is serviced by BB&T, Wells Fargo, CitiBank plus many other local/regional banks.

Historic District / Battlefields

The Historic District includes the oldest Church and oldest home in the area, Williams Chapel and Balthis House along Chester Street. The Belly Boyd Cottage, home of the famous Confederate Spy, located behind Ivy Lodge next to the Confederate Rifle Museum, offers an ideal version of the life style in Front Royal in the 1860's. The Prospect Hill Cemetery houses monuments erected during the Civil War commemorating the lives of 276 soldiers representing the 13 states of the Confederacy. The Town also offers a downtown vintage shopping area. This area was revitalized in the 1980's, giving the district a Victorian flare.

Museums / Arts / Cultural

The Shenandoah Valley offers a number of cultural activities for those who enjoy discovering the history and the tradition of community artists. The Blue Ridge Arts Council is a non-profit educational organization providing art education, exhibits, and community programs. The area is also home to the Selah Theatre Project; a community theater program designed to provide acting classes to children and adults, regardless of their

ability to pay. For those who like to spend a night in the town, they can go for movie night to Royal Cinemas; a surround sound movie theater located right on Main Street. The Museum of the Shenandoah Valley and the Glen Burnie Historic House are located in Winchester, approximately thirty five minutes from the Town and the Warren Rifle Confederate Museum, located on Chester Street contain relics of the War between the States.

Natural Amenities / Outdoor Recreation

Front Royal, surrounded by the Shenandoah Mountains to the west, the Blue Ridge Mountains to the east, and bounded by the Shenandoah River offer unique natural landscapes and diverse outdoor opportunities attracting people to the area. Boating, canoeing, hiking, fishing, horseback riding, kayaking, and golfing are some of the main recreational activities that visitors can enjoy.

The George Washington National Forest, located five miles from Front Royal, Raymond R. Jr. State Park, Shenandoah National Park, Skyline Caverns, and Luray Caverns, are focal points of visit. Easy access through I-81 and scenic views along U.S Route 340 motivates visitors to enjoy a unique, natural, and family friendly experience.

Canoeing / Kayaking

Front Royal is designated the Canoe Capital of Virginia. DownRiver Canoe Company, Front Royal Canoe Company, and Skyline Canoe Company are three professional shuttle businesses servicing the area with water activities at both the North and South forks of the Shenandoah River.

Horseback Riding

The area offers unique trails, catering to all levels of riding, all-year-round. Double H Stable, Skyline Stables, and Shenandoah Trail Rides, are a few of the places visitors can experience riding through natural sceneries.

Hiking Trails

The 100- mile Appalachian National Scenic Trail, extending from Maine to Georgia, offers hiking trails with backpacking shelters and cabins operated by the Appalachian Trail Club. The Town's trolley provides service from the trail to the downtown.

The Royal Shenandoah Greenway is a local trail plan that was developed in the 90s. It consists of a looping trail system within the Town and County. Upon completion, it will link the Town with the Shenandoah National Park, Skyline Drive, Shenandoah River, and other local destinations. It is recognized as a high priority project in the Virginia Outdoors Plan, prepared by the Virginia Department of Conservation and Recreation. Portions of the trail have already been constructed, but the remaining trail segment along Criser Road Trail needs completed to finish the link. As will be highlighted in the CDBG application for implementation of this grant, the Town Council is committed to completing this missing trail segment. Completion of the Royal Shenandoah Greenway will assist with local tourism attraction.

Below are a couple screenshots from a newly developed online mapping portal prepared by Warren County, VA (<http://warrencountyva.maps.arcgis.com/home/index.html>). It highlights the Royal Shenandoah Greenway and other local attractions in a user friendly format that is adapted to mobile devices. A similar online outdoor assets map is also in the process of being rolled-out by the Northern Valley Regional Commission for the entire region.



Golfing

We have 5 golf courses - Bowling Green Country Club located against the Blue Ridge Mountains, Shenandoah Valley Golf Club offering a 27 holes course, and Front Royal Golf Club located on the main fork of the Shenandoah River are the scenic courses that draw people to the area.

Education

Front Royal is home to Randolph Macon Academy, Christendom College, Chelsea Academy and two high schools. Lord Fairfax Community College is a only a short 15 drive away.

Traffic Counts

Traffic count data are taken from the Virginia Department of Transportation (VDOT) annual average daily traffic (AADT) report. AADT captures traffic flow in the areas measured. This assessment examines traffic count data for the Town of Front Royal and compares the findings with data from other Virginia cities.

The data analyzed were collected annually from 2006 through 2011 and for the year 2015. There are no AADT data for the Town of Front Royal for the years 2012 through 2014.

Average traffic count for the Town of Front Royal increased 9% to 12,210 cars per day across all measured road segments in 2015 from 11,009 in 2006. Average traffic count increased across all measured segments 11% from 2012 to 2016.

The highest traffic count occurs on US 522, Shenandoah Avenue from the Northern Corporate Limit to 14th Street, the main road into the Town of Front Royal, from interstate 66 to the North. The AADT was 31,000 cars per day in 2015. This segment of road has seen a 29% increase vehicular traffic over the ten-year period, up from 24,000 cars per day in 2006.

Royal Avenue dissects The Town of Front Royal North to South. From the North, Commerce Ave. branches off Royal Avenue and runs parallel for two-thirds of the length of the Town

The segment of 14th Street to North Royal Avenue accounts for the second highest AADT, 26,000 cars per day in 2015. The 2015 AADT on the 14th Street to North Royal Avenue, segment increased 24% over 2006. North Royal Avenue to East Main Street, 18,000 cars per day.

Warren Memorial Hospital is located on Shenandoah Avenue between West 14th Street and Kendrick Lane to the South. This segment of Shenandoah Avenue recorded an average count of 7,100 cars per day in 2015. And demonstrated an increase of 600 cars per day more than in 2006.

South Street connects South Royal Avenue with South Commerce Avenue, West to East, by way of Royal Plaza Shopping Center and Martin's Food Markets and joins John Marshall Highway at Commerce Avenue AADT for this segment increased 20% from 15,000 cars per day in 2006 to 18,000 cars per day in 2015.

AADT for the segment of John Marshall Highway, US 522 from South Commerce Avenue to East Corporate Limit Front Royal was 13,000 cars per day in 2015.

Table 1: AADT for the Town of Front Royal 2006 -2011 and 2015

				Average Annual Daily Totals						
Route Label	Route Alias	Start Label	End Label	2015	2011	2010	2009	2008	2007	2006
VA 55	Strasburg Rd	WCL Front Royal	US 340, US 522 Shenandoah Ave	9600	8000	8700	8600	8400	9000	8600
US 522, US 340, VA 55	Shenandoah Ave	CL Front Royal	14 ST	31000	29000	27000	27000	27000	25000	24000
US 522, US 340, VA 55	14th St	Shenandoah Ave	North Royal Ave	26000	23000	22000	22000	22000	22000	21000
US 522, US 340, VA 55	North Royal Ave	14TH ST	US 522; US 340	26000	23000	24000	24000	24000	27000	26000
US 340, VA 55	North Royal Ave	US 522 & US 340	6th St	14000	12000	13000	13000	12000	13000	13000
US 340, VA 55	North Royal Ave	6th St	E Main St	18000	15000	17000	17000	17000	18000	17000
US 340, VA 55	South Royal Ave	E Main St	US 340; South St	15000	13000	14000	14000	14000	15000	15000
VA 55	South St	US 340, S Royal Ave	US 522, S Commerce Ave	18000	14000	14000	14000	14000	16000	15000
VA 55	John Marshall Hwy	US 522, S Commerce Ave	ECL Front Royal	13000	11000	14000	14000	14000	14000	13000
US 340	South Royal Ave	SCL Front Royal	SR 55 South St	17000	14000	15000	15000	15000	16000	16000
US 340, VA 55	South Royal Ave	SR 55 South St	E Main St	15000	13000	14000	14000	14000	15000	15000
US 340, VA 55	North Royal Ave	E Main St	6th St	18000	15000	17000	17000	17000	18000	17000
US 340, VA 55	North Royal Ave	6th St	US 522, 8th St	14000	12000	13000	13000	12000	13000	13000
US 522, US 340, VA 55	North Royal Ave	US 522, 8th St	14th St	26000	23000	24000	24000	24000	27000	26000
US 522, US 340, VA 55	14th St	North Royal Ave	Shenandoah Ave	26000	23000	22000	22000	22000	22000	21000
US 522, US 340, VA 55	Shenandoah Ave	14th St	CL Front Royal	31000	29000	27000	27000	27000	25000	24000
US 522	Remount Rd	SCL Front Royal	Criser Rd	8000	7400	7800	7800	7700	8800	8400
US 522	Remount Rd	Criser Rd	SR 55 South St; John Marshall Hwy	11000	11000	11000	11000	11000	12000	12000
US 522	Commerce Ave	SR 55 South St	Main St	22000	21000	22000	22000	22000	24000	23000
US 522	Commerce Ave	Main St	Happy Creek Rd	20000	19000	16000	16000	15000	17000	16000
US 522	Commerce Ave	Happy Creek Rd	US 340 North Royal Ave	16000	14000	14000	14000	14000	15000	14000
US 522, US 340, VA 55	North Royal Ave	Commerce Ave	14th St	26000	23000	24000	24000	24000	27000	26000
US 522, US 340, VA 55	14th St	North Royal Ave	Shenandoah Ave	26000	23000	22000	22000	22000	22000	21000
US 522, US 340, VA 55	Shenandoah Ave	14th St	NCL Front Royal	31000	29000	27000	27000	27000	25000	24000
112-2	Criser Rd	Luray Ave	South Royal Ave	3600	3100	3200	3200	3100	3000	2900
112-2	Criser Rd	South Royal Ave	Chester Gap Rd	4800	4600	4700	4700	4700	4800	4600
112-4001	Luray Ave	WCL Front Royal	Stonewall Dr	2000	1800	1700	1700	1700	1800	1800
112-4001	Luray Ave	Stonewall Dr	W Main St	2700	2200	2000	2000	1900	2600	2500
112-4002	Stonewall Dr	Luray Ave	US 340 South Royal Ave	1000	920	440	440	440	950	910
112-4002	Stonewall Dr	US 522 Commerce Ave	Charles St	3300	2600	2600	2500	2500	3000	2500
112-4004	West Main St	Kerfoot Ave	Luray Ave	1900	1900	1700	1700	1700	1600	1500
112-4004	West Main St	Luray Ave	North Royal Ave	3100	2900	2200	2200	2100	3200	3000
112-4004	East Main St	North Royal Ave	Blue Ridge Ave	4400	3900	3200	3100	3100	4400	4200
112-4004	East Main St	Blue Ridge Ave	Commerce Ave	2900	2900	3100	3100	3000	3000	2900
112-4005	Happy Creek Rd	Commerce Ave	6Th St	3000	2500	2900	2900	2900	3000	2900
112-4006	Kendrick Lane	Shenandoah Ave	6Th St	8700	7900	8200	8200	8100	8700	8400
112-4006	6th St	Kendrick Lane	US 340 North Royal Ave	8600	7800	8300	8200	8200	9200	8800

112-4006	6th St	US 340 North Royal Ave	Commerce Ave	5800	4900	4900	4900	4900	5100	4800
112-4006	6th St	Commerce Ave	Happy Creek Rd	7000	6600	7000	7000	6900	6200	6000
112-4006	Happy Creek Rd	6Th St	ECL Front Royal	8500	7000	8000	8000	7900	6700	6400
112-4010	Shenandoah Ave	Kendrick Lane	14Th St	7100	6200	6500	6500	6400	6800	6500
112-0	11th St	Virginia Ave	North Royal Ave	610	700	720	720	720	810	810
112-0	13th St	Jefferson Avenue	Monroe Avenue	470	450	310	310	310	530	530
112-0	Jamestown Rd	Accomac Road	Charles Street	1400	1400	1300	1300	1300	1300	1300
112-0	Kendrick Lane	Massanutten Avenue	Shenandoah Avenue	2900	3200	3500	3500	3500	3900	3900
112-0	Washington Avenue	Happy Creek Road	6th Street	280	310	320	320	320	300	300

East Main Street from North Royal Avenue to Blue Ridge Avenue averaged 4,400 cars per day in 2015. Main Street runs through downtown Front Royal.

Table 2: Comparison of Traffic Counts

Route Alias	Physical Jurisdiction		Maintenance Jurisdiction		Link Length	Start Label	End Label	AADT
Main St	215	Town of Edinburg	085	Shenandoah County	0.28	SCL Edinburg	SR 185 Stoney Creek Blvd	5700
Main St	215	Town of Edinburg	085	Shenandoah County	0.79	SR 185 Stoney Creek Blvd	NCL Edinburg	6400
Lee Highway	159	Town of Luray	069	Page County	0.36	WCL Luray	Bus US 211	14000
Main St	260	Town of Middletown	034	Frederick County	0.89	SCL Middletown	NCL Middletown	4100
Congress St	269	Town of New Market	085	Shenandoah County	0.27	US 211 South Int New Market	US 211 North Int New Market	7300
North Congress St	269	Town of New Market	085	Shenandoah County	0.36	US 211 North Int New Market	NCL New Market	5500
N Mass. St	306	Town of Strasburg	085	Shenandoah County	0.23	SR 55 King St	SR 55 N, John Marshall Hwy	13000
N. Massanutten St	306	Town of Strasburg	085	Shenandoah County	0.70	SR 55 N, John Marshall Hwy	NCL Strasburg	13000
Main St	313	Town of Toms Brook	085	Shenandoah County	0.73	SCL Toms Brook	NCL Toms Brook	7200
W Reservoir Rd	330	Town of Woodstock	085	Shenandoah County	0.22	Susan Ave	Main Street	16000

Table 2. provides a comparison of road segments with the highest AADT in other towns. The table does not include road segments that run concurrent with interstates. Where an interstate runs through a town AADT for that segment would be inflated. For this reason, where they exist, those data are excluded.

Of the towns listed, the Town of Woodstock had the highest average car count in 2015. The AADT for Woodstock was 16,000 cars per day. The Town of Luray had the next highest average daily traffic volume, 1,400 cars per day. The average car count on the busiest roads for the towns in the table was 9,220 cars per day. BY comparison, Front Royal averaged 31000 cars per day.

Key Takeaways from Traffic Study

- ✓ The Town of Front Royal has the largest traffic count by far of all the cities/towns in the study.
- ✓ Traffic counts for the Town increased 11% in the last four years.
- ✓ North of the County Line, from I-66 to 14th Street, accounts for the highest traffic count.
- ✓ Traffic in the area of Royal Plaza Shopping Center and Martin's Food Markets increased by 3000 cars or 20% from 2006 to 2015.

Business Retention and Recruitment Strategies

Manufacturing/ Warehousing/Distribution

The Town's proximity to Maryland's inland port and to interstate 81 makes it a good location for businesses involved in transporting goods and/or materials. The Town already has the infrastructure in place to support these types of businesses.

The challenge will be providing the labor force the businesses will need. Unemployment in Front Royal is on par with, if not better than, the national unemployment situation.

Options for attracting and retaining these types of businesses may include creating and implementing a program to attract job seekers that will support the new business campaign. Along with the usual tax incentives, the Town might consider incentivizing companies to offer nominal relocation payments as part of their recruitment activities.

Tech

Tech industry requirements differ from those of manufacturing. In many cases a large unskilled or semi-skilled workforce is not required. The Town could offer to incentivize internet service providers (Verizon with FiOS, for example, or Google with Fiber) to create the infrastructure that will encourage tech companies to locate here. Cloud services, as much as I understand them, require little more than real estate for their server farms and super-fast internet. It is a widely-held view that cloud computing, the internet at large and the looming 'internet of things' together represent the future of business.

California is currently seen as progressive, liberal, tech-friendly and so on, it is also very heavily government regulated and taxed. Cities and towns in other parts of the country with the right combination of available real estate, infrastructure and reduced regulatory weightiness may be attractive to tech companies that are able to operate from anywhere.

Small Business

Based on results of the consumer survey, there appears to be a consensus that resources should be directed toward refreshing the downtown area. Suggestions outdoor included art shows, outdoor markets and festivals. The town might consider developing a program of tourism oriented activities that is timed to coincide with and compliment (not compete with) Winchester's Apple Blossom Festival 30 minutes away.

Front Royal's events and activities could occur before, as a lead in to Apple Blossom or they may be timed for after Apple Blossom. Vendors who transport equipment (rides, food trucks etc.) into Winchester for the Festival may find it cost effective to stay longer in the area before moving on. Or, the local program could run concurrently with Apple Blossom offering mainly late evening dining and after-party entertaining each day of the Festival. The Town could partner with local hotels to offer a shuttle service between Front Royal and Winchester for their guests.

Part 2



Branding and Marketing

Community Rebranding Initiative

Front Royal's Downtown Revitalization Project seeks to enhance the downtown environment, remove barriers to new business growth and investment, and promote increased visitation. To achieve these community and economic development goals, the Town launched a rebranding initiative during its CDBG Planning Grant process. The purpose of this initiative was to create a compelling and cohesive brand for the Town and broader community, and to develop a targeted marketing strategy for implementation.

During the Fall of 2016, the Town partnered with Darwin, a Pittsburgh-based brand operations consulting firm, to lead the six month rebranding process. Darwin conducted its work under the general direction of the Town and the CDBG Project Management Team. With Darwin's guidance, a diversely represented subcommittee of the Project Team was formed to serve as the decision-making body on matters guiding the development of the brand.

Branding Committee

Members and Affiliations

Niki Foster Cales	Executive Director, Chamber of Commerce
George McIntyre	Main Street Committee/ Main Street Business Owner
Craig Laird	Independent Business Alliance / Main Street Business Owner
Angela Toler	Board of Architectural Review
Katrina Meade	City National Bank
Herb Melrath	Main Street Business Owner
John Connelly	Front Royal Town Council
David Beahm	Warren County Building Official

With this administrative structure in place, Darwin steered the strategic and creative direction of the brand development. The process was informed by significant research and stakeholder involvement to create a purposeful, authentic, and effective concept.

A brand is far more than an attractive logo and tagline. A community's brand is a promise that is substantiated by the expectations and perceptions of its residents and visitors. This new brand unifies the numerous and varied messages which have been used to market the community. It communicates all of the many assets the community offers, not through a phone book-sized list, but through an expression of the community's identity. In doing so, the new brand not only showcases Front Royal and the broader community as a vibrant place

to live, work, and play, it also creates a strategic and competitive positioning in the tourism market.

To accomplish these goals, the Town engaged a diverse cross section of the community throughout the process, including government representatives, business owners, and residents. In addition to the many citizens that have participated, the following organizations and businesses contributed to the process: Shenandoah National Park, Appalachian Trail Community, Virginia Beer Museum, PaveMint Taphouse, a future brewpub owner, Miller Winery, Glen Manor Vineyards, Rural King, Virginia Canopy Tours, Wine Tours Virginia, Skyline Caverns, Shenandoah State Park, Front Royal Canoe Company, Down River Canoe Company, Warren Rifles Confederate Museum, Skyline Canoe Company, Poe's Campground, Hampton Inn, Christendom College, Randolph Macon Academy, Warren County Schools, Chelsea Academy, Edward Ogletree Jr. Realty, TransForm Development, Team Waller, Tree Stewards, Warren Memorial Hospital, United Way, Heritage Society, Warren County Parks and Recreation, and Town Police Department. In addition, local newspapers and radio have worked with the Town in reporting events, details, and activities.

A review of the rebranding process follows, with a complete inventory of project deliverables and an outline of next steps.

Rebranding Process

The rebranding process was segmented into three phases. Each phase informed the activities and decisions of the next, to create an iterative process reflecting the input and feedback of the community's stakeholders.

Phase I - Insight: The project began with a period of immersion and discovery. For a deep understanding of the community, where it has come, and where it would like to go, Darwin staff performed several research methods. Darwin conducted internal research, including a brand and marketing audit to understand the Town's use of brands and messaging in the past. Darwin staff also explored the community and participated in tourism activities to capture the perspective of a tourist. During this time, the Branding Committee selected key stakeholders for one-on-one and group interviews, including the Town Mayor, the Town Manager, members of the Town Planning Commission, and groups of representatives from a variety of sectors within the community including local businesses, regional attractions, schools, realtors, and nonprofit and civic organizations. These interviews asked participants to describe the community, its culture and identity, and its unique assets. The Insight process also included a public workshop.

Public Workshop

Branding Public Workshop, October 25, 2016



The public workshop provided a forum for lively discussion and stakeholder input on the direction of the Town's branding and tourism marketing. Darwin conducted several interactive brainstorming activities to guide the conversation. The group deliberated on the brand's target audience and its geographic scope. Participants considered the functional services and aesthetic amenities offered by the community for residents and visitors. The discourse provided insight into the community's vision for the future. With these findings, Darwin began the second step in the process.

Phase II- Imagine: Darwin used the key findings and insight gained from Phase I to begin the brand's concept development. Over the course of two months, Darwin hosted two additional public meetings for feedback on the strategic and creative concept possibilities.

Insight Reveal Meetings

Branding Public Workshop, November 16, 2016



Darwin worked internally to develop several "big ideas" to guide the direction of Front Royal's brand. A month following the public workshop, Darwin returned to present these big concept options and to explore which option resonated most with the community. During this reveal, the Branding Committee and attendees deliberated on the concepts, voted, and provided their reactions. Informed by this input, Darwin worked with the Branding Committee on the selection of the brand concept.

Brand Brief Reveal

Equipped with the insights gathered through research and community engagement, Darwin pulled all of the pieces of the new brand concept together. The community was invited for a third strategic reveal meeting to review the components of the new brand.

This information was organized into what Darwin calls a Brand Brief, a document which summarizes the key elements comprising the brand. Darwin identified the brand's primary target audience as visitors, ranging from city dwellers from Northern Virginia looking for a change of pace for the weekend to international travelers to the Shenandoah Valley. The secondary audience for the brand is the residents, including commuters who work in Northern Virginia but choose to call Front Royal their home. In exploring the motivations of the target audience, Darwin identified Front Royal's comparative aspirations. For instance, for Northern Virginians looking to drive less than two hours for a weekend getaway, Front Royal is on the map in relation to other small towns like Culpeper and Harpers Ferry and cities like Winchester and Annapolis. But as the brand brief indicates, what makes Front Royal different is that it serves as, "the only Shenandoah Getaway that provides upscale spaces nestled in tranquil places." It provides visitors with timeless charm, nonstop nature, and is dotted with sweet spot destinations. Darwin explains that all of these aspects of the brand fulfill its core purpose and big idea: Front Royal as an Upscale Frontier. Darwin made clear that this brand concept represents Front Royal's unique capacity to hit the mark between rustic, with its endless nature waiting to be explored, and its sophistication, with its local businesses and charming amenities. Front Royal is the upscale (royal) frontier (front). And with this distinction, Darwin revealed the tagline: "Settle in. Venture out." Darwin discussed the strategic advantage of the tagline, which serves multiple motivations and is venue neutral, letting the visitor choose his or her speed and direction.

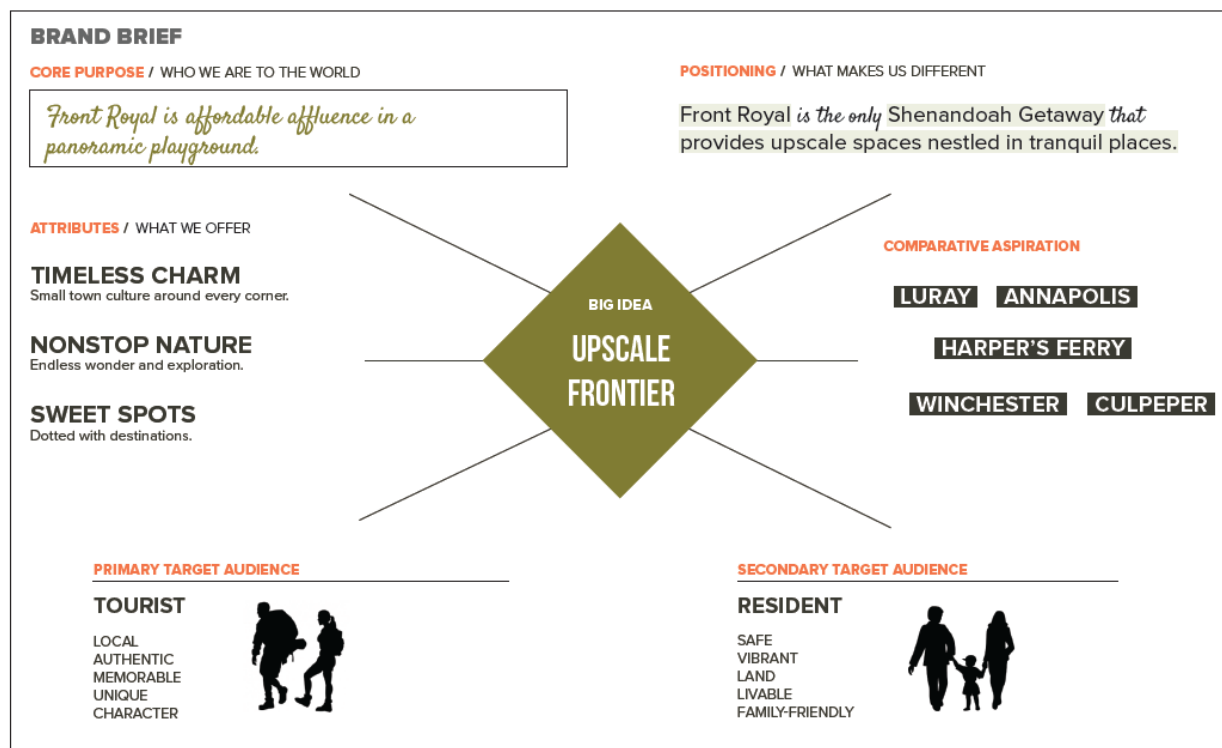
This public reveal meeting provided an opportunity for the Branding Committee and the community to "try on" the new concept. Darwin provided time for comments and discussion. With confirmation, Darwin moved to the next phase, the visual development of the brand.

Phase III- Craft: With the brand concept completed, Darwin began the development of the brand's visual identity. Darwin referenced the Brand Brief document to guide its visual representation. Several logo options were developed, each with an aesthetic description and a mood board to communicate the feel. Darwin worked closely with the Branding Committee for feedback, first revealing the logo possibilities in grayscale so as not to influence reactions based on color. Once forms and shapes were discussed, Darwin added color options for consideration. Darwin guided the Branding Committee through the selection of the new logo.

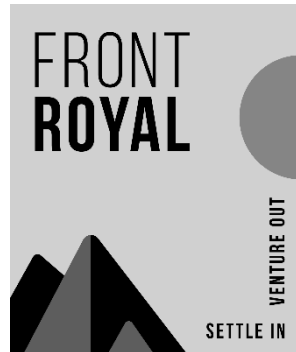
Rebranding Products:

With deliberation and approval from the Branding Committee, Darwin produced several key deliverables during the rebranding process.

- **The Brand Brief** is the document that serves as the internal brand strategy. It pulls together the driving components of the brand, including the brand's core purpose, strategic positioning, attributes, competitive aspirations, and target audience. As the community uses the brand in different materials and media, this document will be consulted to ensure that the brand aligns with the concept and strategy. The material compiled in this document, informed by significant research and public involvement, can be used to guide the Town in achieving its community and economic development goals. It can be used to determine where to make investments, what kinds of businesses to attract, and can guide the utilization of the brand through print, digital media, physical installations, and events.



- **The Logo and Tagline** are part of the visual systems used to express the brand.



- **The Brand Playbook** is the user's manual for the brand and outlines the specifics of the logo including color, font, and formatting. This document will be consulted to maintain consistency in the use of the logo.



WHO WE ARE & WHAT MAKES US TICK

Who we are unites us. We rally behind a shared purpose and vision. The energy of our brand is built on the foundations of our identity as a community.

THE BIG IDEA

(THE BRAND PROMISE)

UPSCALE FRONTIER

CORE PURPOSE

(WHO WE ARE TO THE WORLD)

Front Royal is affordable affluence in a panoramic playground.

POSITIONING STATEMENT

(WHAT MAKES US DIFFERENT)

Front Royal is the only Shenandoah getaway that provides upscale spaces nestled in tranquil places.

WE ARE...

Front Royal is a classic Shenandoah getaway. The well-heeled and the trailblazers meet here to slow down their pace and accelerate their lifestyle.

Adventure awaits in a panoramic playground dotted with world famous natural attractions and man made sweet spots. Around every corner you'll be greeted by timeless charm. Encounter the region's *royalty*, who can point you to favorite local haunts and share a slice of the American story. Join us for a weekend or a lifetime.

Settle in. Venture out.



Why Shenandoah getaway?

As we shift perception from gateway to getaway, the category Shenandoah getaway is an important distinction that establishes Front Royal as a destination.

Next Steps: Brand Launch and Implementation

The Town of Front Royal will submit its competitive CDBG application for implementation funds for the Downtown Revitalization Project in March 2017. With an anticipated award announcement in the Fall of 2017, Front Royal will use the interim months to prepare for the launch and implementation of the new brand. This includes the development of a complete marketing strategy.

The success of both tourism and visitor promotion as well as business recruitment and investment, depends on the support and engagement of the community in this rebranding process. A major component of the brand launch and implementation will comprise engaging with business owners, community leaders, and residents to generate ambassadors of the new brand, who will deliver on the brand's promise. Letterhead, envelopes, business cards, and the Town's new website are among the many materials to update with the new logo.

The marketing strategy will employ the new brand to enhance the community's virtual and physical presence. It will include social media and digital advertisements, marketing documents and brochures, a website update and strategy, and visitor center overhaul. Significant attention will go to enhancing the user experience through improved wayfinding signage, coordination of the new brand with community events, and the use of interactive installations. It is recognized that additional enhancements and modifications may be undertaken on the logo of the new brand.

The development of metrics and performance indicators will be used to regularly measure and evaluate the success of the marketing campaign. The Town recognizes that this is the beginning of a long-term process. It will use the momentum of the CDBG grant process to leverage momentum and maintain the energy and excitement which was garnered during this planning process.

Part 3



Physical Improvement Plan

Physical Improvement Plan

Façade Improvement Program

A portion of the CDBG grant funds will be used to provide financial and technical assistance to commercial property owners within the designated Revitalization Project Area. Such funds will be used to restore the exterior facades of commercial buildings. Restoration of the exterior facades will help to enhance the downtown environment and eliminate negative impacts associated with the deterioration of buildings in the downtown area.

The façade improvement project benefits the Town as a whole by improving both the aesthetics and economic viability of the downtown. For property owners, the program offers grants to assist with improving private property. These improvements will attract and retain renters and customers. They will also improve the marketability of the property. As of the end of 2016, 33 property owners had signed letters of intent to participate in the program. All grant funds will be matched by at least an equal investment by the property owners; many of which have expressed an interest to go beyond the minimum match.

Over the past year the Town had developed guidelines for the proposed façade improvement program. Banks have also signed letters of intent to work with the Town to help property owners finance their projects. The high level of public engagement over the year 2016 has also created some indirect benefits, including an increased energy and attention to the downtown by investors. Just within the past couple months, two separate investors have purchased 4 properties in the downtown with the intent of rehabilitating them and bringing in more businesses. A major part of their decision to invest in the downtown was the façade improvement program and the other activities proposed within this revitalization plan.

An introduction to property maintenance regulations is also recommended as part of the overall efforts to improvement the condition of properties within the downtown. In November of 2016, the Front Royal Planning Commission recommended adoption of a new Town Code that would establish such a property maintenance program, including adoption of the Virginia Maintenance Code and establishment of a rental inspection district in the downtown area. These recommendations are included in this year's budget to Town Council which are currently under consideration.

Below, and on the following two pages, are examples of conceptual drawings for facade improvements at 9 & 11 S Royal Avenue and 403 E. Main Street. These buildings were selected from the group of property owners that signed-up for the facade improvement program by signing letters of intent.



EXISTING FACADE

KEYNOTES:

1. Remove existing storefront paneling below, beside, and above storefront windows. Replace with composite paneling below windows in configuration shown and solid plaster beside and between windows. Paint, trim P-2 and panels P-3.
2. Provide new composite sign panel area and crown molding above, P-1 and P-2 as shown.
3. Repair existing wood cornice and brackets. Replace rotted pieces with wood to match existing dimensions and profiles. Scrape, prime and paint, P-2 and P-3 as shown.
4. Repair existing wood window trim. Replace any pieces that are rotted beyond repair with wood to match the existing dimensions and profiles. Scrape, prime and paint, P-2.
5. Repair existing doors. Scrape, prime and paint, P-3 and P-4 as shown.
6. Scrape, prime and paint wall, P-1.
7. Provide new fabric awnings, one over each storefront area.
8. Reinstall existing sign in new sign band area.
9. Reinstall projecting sign in location shown.
10. Provide planters at corners and at unused entry.

GENERAL NOTES:

SCHEMATIC DESIGN: This drawing is conceptual and is not a working drawing for construction.

COLOR & MATERIALS CHART

PAINT BRAND: Benjamin Moore, or comparable color & quality of owner's choice. Refer to actual paint chip for exact color.
AWNING: Burbrella or equal.

	P-1: BM 2065-30 Brilliant Blue For: Wall color
	P-2: BM PM-4 Brilliant White For: Trim color
	P-3: BM 2127-40 Wolf Gray For: Accent color
	P-4: BM 2127-20 Black Ink For: Trim color
	P-5: BM AP-290 Caliente For: Door color
	A-1: 4605 Jockey Red



PROPOSED FACADE



FRAZIER ASSOCIATES

ARCHITECTURE • INTERIORITY DESIGN • LANDSCAPE
213 NORTH AUGUSTA STREET, STAUNTON, VA 24401
PHONE 540.884.2258 FAX 540.884.2829
WWW.FRAZIERASSOCIATES.COM

Schematic Design for Facade Improvement:
403 East Main Street

Front Royal, Virginia

12/5/2016
2016-0025

A1
SHEET 1 OF 1



EXISTING SIDE FACADE

KEYNOTES:

- | | | |
|---|--|--|
| <ol style="list-style-type: none"> 1. Remove existing canopy and support columns. Repair walls and sidewalk as needed. 2. Remove materials covering transom windows. Repair transom windows as needed or replace to match. 3. Remove existing window and infill wall area; install new aluminum window in configuration shown. 4. Replace asphalt shingles with synthetic slate shingle roofing. 5. Replace gutter with new prefinished aluminum gutter. Repair or replace fascia and cornice trim as needed to match existing, P-4. | <ol style="list-style-type: none"> 6. Replace panels with new composite panels, paint, P-5 and P-6 as shown. 7. Provide new composite sign band, P-5 and P-4. 8. Replace rake trim and flashing with new composite materials to match existing dimensions and profile, paint, P-4. 9. Provide composite cornice trim at transition of wall material, P-5. 10. Repair existing doors. Replace hardware as shown. Scrape, prime and paint, P-5. 11. Repair existing arched window. Reglaze as needed, replace any broken glass; scrape, prime and paint, P-4. 12. Scrape, prime and paint existing brick (P-1); | <ol style="list-style-type: none"> structure (P-1, P-2 and P-3), and storefront bulkhead panels (P-5). 13. Provide new awnings in configuration shown. 14. Provide new gooseneck light fixtures. 15. Provide new projecting signs with lighting. 16. Provide new building sign. 17. Provide planters at entrances. 18. Side facade: repair spalling brick and damaged parging; scrape, prime and paint. |
|---|--|--|

GENERAL NOTES:

SCHEMATIC DESIGN: This drawing is conceptual and is not a working drawing for construction.



EXISTING FACADE



FRAZIER ASSOCIATES

ARCHITECTURE • INTERIORITY DESIGN • LANDSCAPE
213 NORTH AUGUSTA STREET, SUITE 100, VA 22401
PHONE 540.686.6226 FAX 540.686.6225
WWW.FRAZIERASSOCIATES.COM

Schematic Design for Facade Improvement:

9-11 South Royal Avenue

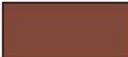
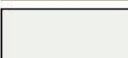
Front Royal, Virginia

12/5/2016
2016-0025

A.1
SHEET 1 OF 2

COLOR & MATERIALS CHART

PAINT BRAND: Benjamin Moore; or comparable color & quality of owner's choice. Refer to actual paint chip for exact color.
AWNING: Burbrella or equal.

	P-1: BM AF-95 Hush For: Fire House wall color		P-6: BM 2092-20 Sierra For: One-story bulkhead
	P-2: BM AF-400 Elemental For: 2nd & Royal wall color		A-1: 4946 Black/Taupe Fancy For: Fire house awning
	P-3: BM 1055 Algonquin Trail For: One-story building wall color		A-2: 2652 Apex Terracotta For: 2nd & Royal awnings
	P-4: BM AF-5 Frogtone For: Fire House trim		A-3: 51000-003 Shadow Charcoal For: One-story awning and 2nd & Royal valance
	P-5: BM 1616 Stormy Sky For: Bulkhead and other trim		

KEYNOTES:

1. Remove existing canopy and support columns. Repair walls and sidewalk as needed.
2. Remove materials covering transom windows. Repair transom windows as needed or replace to match.
3. Remove existing window and infill wall area; install new aluminum window in configuration shown.
4. Replace asphalt shingles with synthetic slate shingle roofing.
5. Replace gutter with new prefinished aluminum gutter. Repair or replace fascia and cornice trim as needed to match existing, P-4.
6. Replace panels with new composite panels, paint, P-5 and P-6 as shown.
7. Provide new composite sign band, P-5 and P-4.
8. Replace rake trim and flashing with new composite materials to match existing dimensions and profile, paint, P-4.
9. Provide composite cornice trim at transition of wall material, P-5.
10. Repair existing doors. Replace hardware as shown. Scrape, prime and paint, P-5.
11. Repair existing arched window. Reglaze as needed, replace any broken glass; scrape, prime and paint, P-4.
12. Scrape, prime and paint existing brick (P-1); stucco (P-1, P-2 and P-3); and storefront bulkhead panels (P-5).
13. Provide new awnings in configuration shown.
14. Provide new gooseneck light fixtures.
15. Provide new projecting signs with lighting.
16. Provide new building sign.
17. Provide planters at entrances.
18. Side facade: repair spalling brick and damaged parging; scrape, prime and paint.

GENERAL NOTES:

SCHEMATIC DESIGN: This drawing is conceptual and is not a working drawing for construction.



PROPOSED FACADE



FRAZIER ASSOCIATES

ARCHITECTURE • COMMUNITY DESIGN • LANDSCAPE
211 NORTH AUGUSTA STREET, STAUNTON, VA 24401
PHONE 540.886.4729 FAX 540.886.4829
WWW.FRAZIERASSOCIATES.COM

Schematic Design for Facade Improvement:

9-11 South Royal Avenue

Front Royal, Virginia

12/5/2016
2016-0025

A.2
SHEET 2 OF 2

Public Improvements

Multi-Purpose Open Air Gathering Space

A Multi-Purpose Open Air Gathering Space will be constructed to serve as a venue for a variety of community events including a farmer's market, concerts, dances, movies and art exhibits. This facility is proposed within the existing Town Commons area. Lighting and sidewalk improvements are also proposed to improve access and safety at the facility. A conceptual illustration of the Multi-Purpose Open Air Gathering Space (Community Pavilion) is provided on pages 41 and 42.

Public Restroom and Drinking Fountain

A new public restroom and outdoor water fountain (3-tiered, drinking, water bottle filler and pet bowl) will be constructed to encourage visitors to stay downtown longer and to support the hosting of visitors during downtown events and festivals. The public restroom and drinking fountain are proposed within the Town Commons and are depicted on the illustrations on pages 41 and 42.

Streetscape Improvements

To assist with public safety and enhanced visitor events, seven crosswalks within the project area will be repainted and highlighted. Thirty-five (35) trash cans have been identified that require refurbishing and updated with new branding, and thirty-one (31) benches require cleaning. In addition, 5 new lighted directory boards will be installed. One will be centrally located outside the Visitors Center and two each will be located in the Peyton Street parking lot and the Jackson Street parking lot. In addition to acting as directory boards they will also incorporate a calendar of events so visitors will know they have another reason to come back.

Alleys and Parking Improvements

There are four alleys in the project area which have been designated for improvements. Two of these provide access to the parking area behind businesses on East Main Street. The Town will conduct a study to include 1) the feasibility of shortening existing streets; 2) closing and consolidating mixed parking areas to enhance visitor experience; 3) development of a concept plan and next steps for working with property owners, acquisition or purchasing easements to improve those areas. The addition of artwork and murals to these alleys will be contributed through local contributions. Both existing alleys and the possible addition of others will be evaluated to include additional lighting and painting to incorporate them in to usable public spaces.

Town Commons Front Royal, Virginia



No.	Date	Revisions

Design Firm



Consultant

Project Title
Schematic Models for
C.D.B. Grant Application

Drawing Title
Town Commons

Project Manager
J. Duggan PLA

Drawn By TM	Scale As Shown
-----------------------	--------------------------

Reviewed By JD	Drawing No.
--------------------------	--------------------

Date 03-6-2017	1 of 2 Total Sheets
CAD File	



Community Pavilion
(see sht 2 of 2)



Caboose Trail



Bathroom at Visitors Center



Town Commons
Overall Isometric

Note:
These are schematic models
No scales are given



Gazebo and Cross walks
(2 of 3 crosswalks shown)



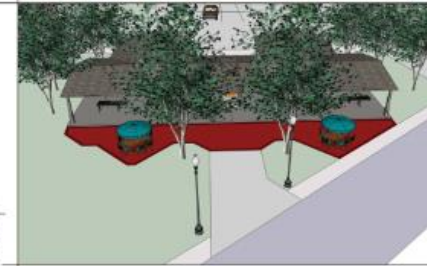
Community Board at Visitors Center



Rear View
(On approach from Chester St on
Laura Virginia Hale Pl.)



Rear View
(From across Laura Virginia Hale Pl.)



Rear View
(Overhead Isometric)



Community Pavilion
Overall Isometric

Note:
These are schematic models
No scales are given



Front View
(From parking lot)



Interior view from front

Town Commons
Front Royal, Virginia



No.	Date	Revisions
Design Firm  JDA J. DUGGAN & ASSOCIATES, P.C. Landscape Architects P.O. Box 605 Front Royal, Virginia, 22630 www.jdugganassociates.com 540-674-2475		
Consultant		
Project Title Schematic Models for C.D.B. Grant Application		
Drawing Title Community Pavilion		
Project Manager J Duggan PLA		
Drawn By TM	Scale As Shown	
Reviewed By JD	Drawing No.	
Date 03-6-2017		
CAD File		
2 of 2 Total Sheets		

Parking improvements were investigated through a study conducted by the Northern Shenandoah Valley Regional Commission. The report follows:

Technical Memorandum: Downtown Parking Utilization Study Town of Front Royal

February 14, 2017



Background

At the request of the Town of Front Royal's Department of Planning and Zoning, the Northern Shenandoah Valley Regional Commission (NSVRC), with assistance from the Town's Department of Environmental Services, performed a study to determine if current parking availability, accessibility, legibility and convenience are adequate to attract and retain businesses on Main Street and serve the needs of residents and tourists; and to recommend enhancements to the Town's parking infrastructure needed to realize its economic goals. This study was done as part of the Community Development Block Grant (CDBG).

This study entailed an inventory of public and private parking spaces and documentation of parking utilization in downtown Front Royal during a typical weekday to determine the occurrence and duration of parking shortages, to assist Town Council in making a preliminary determination of need for a public parking garage.

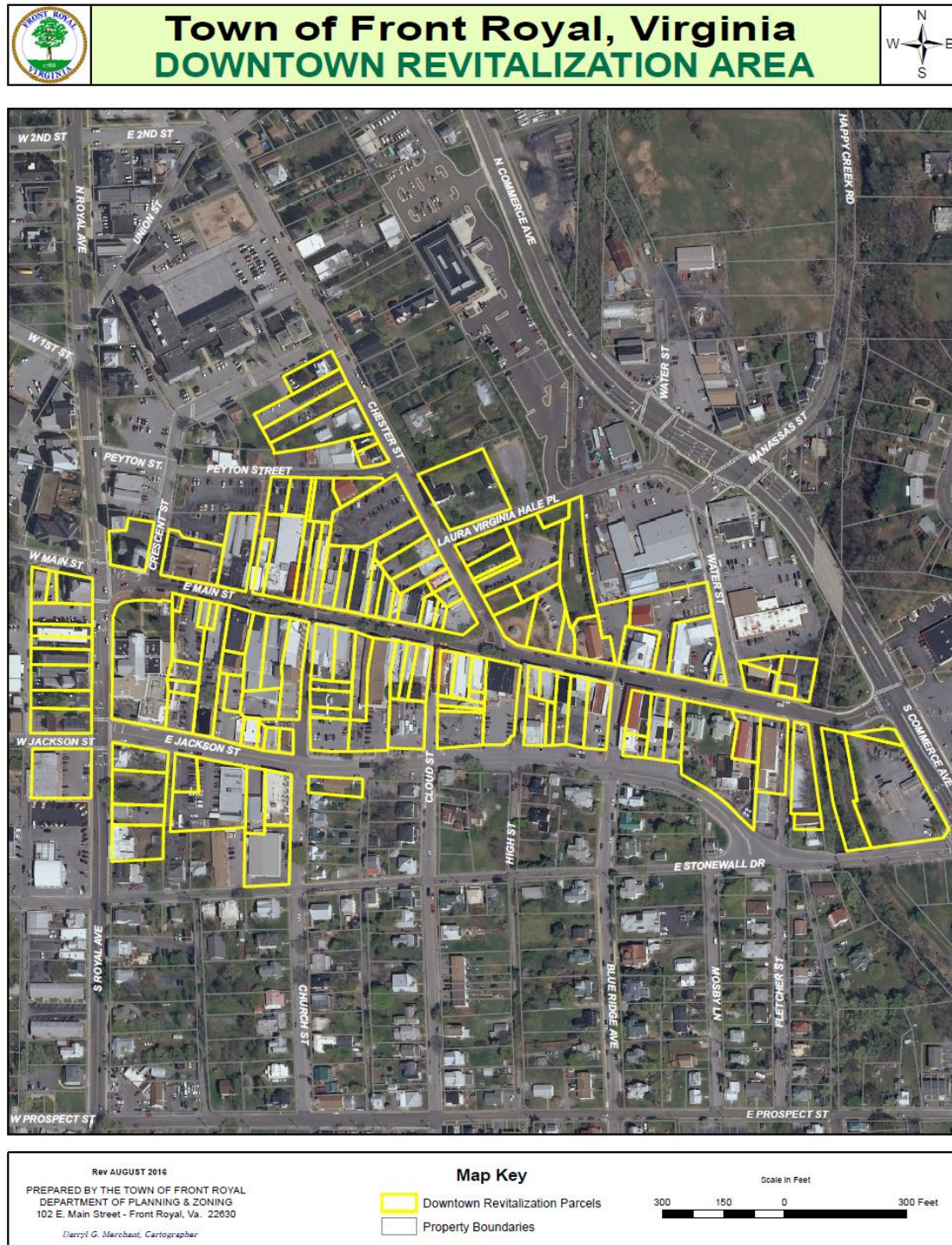
The NSVRC study team met with the Town's Director of Planning and Zoning and separately with staff from the Department of Environmental Services to review the proposed methodology, agree upon a survey period, and instruct Environmental Services personnel on collecting the data.

Study Area

The study area boundary is described below, starting at the intersection of N. Royal Avenue and Union Street:

1. Union Street, northeast to Crescent Street;
2. Crescent Street east to Chester Street;
3. Chester Street southeast to Laura Virginia Hale Place;
4. Laura Virginia Hale Place east to Manassas Street;
5. Manassas Street east to N. Commerce Avenue;
6. N. Commerce Avenue south to E. Main Street;
7. E. Main Street west to Royal Shenandoah Greenway;
8. Royal Shenandoah Greenway south to E. Stonewall Drive;
9. E. Stonewall Drive west to E. Jackson Street;
10. E. Jackson Street (both sides) west to Church Street;
11. Church Street south to E. Stonewall Drive;
12. Stonewall Drive west to Lee Street;
13. Lee Street north to Luray Avenue;
14. Luray Avenue north to W. Main Street;
15. W. Main Street east to N. Royal Avenue;
16. N. Royal Avenue north to point of beginning.

A map of the Downtown Revitalization Area at the time this study was initiated is presented below. The area has since been expanded to include all properties on the south side of Peyton Street.



Approach

The study's objective is to determine the rate of utilization of existing parking capacity over the course of a typical weekday. The study was designed to measure utilization geographically (by lot; and, for on-street parking, by block face), and temporally (by time of day).

1. Inventory

NSVRC designed an inventory of parking capacity, public and private, within the study area boundary described above, and on selected residential blocks immediately to the south. Lots and on-street parking zones were identified using Google Earth aerial imagery and delineated using a Geographic Information System (GIS). A preliminary estimate of capacity (total number of parking stalls) by lot/block face was made.

These data were verified and corrected by two employees of the Town's Department of Environmental Services (the field crew) on Friday, December 9, 2016, using a spreadsheet and smart phone app provided by NSVRC. The Public Works personnel verified and corrected the delineation of parking areas and number of stalls in each. They also counted the number of accessible (handicap) spaces; and classified each area as public or private, reserved (customers only, etc.) or unreserved. For lots in which spaces are not delineated, parking capacity was estimated based on area.

2. Utilization Survey

To quantify parking demand, parked cars were counted by parking area periodically over the course of a day of weekly high demand. Because stakeholders have identified Warren County court activity as a key driver of parking demand, it was decided that the survey be conducted on a Wednesday, the most common day for General District Court sessions (see Appendix 1) during general business hours.

On Wednesday, December 14, 2016, the field crew recorded the number of parked cars in each area every two hours from 8 a.m. through 4 p.m., and photographed identifying and regulatory signage associated with each parking area. Photos were geocoded and uploaded directly into the parking inventory geodatabase through the smart phone app. The weather that day was sunny and seasonably cool.

3. Analysis

NSVRC staff calculated the parking utilization rate, expressed as occupied spaces as a percentage of total spaces, for each area during each of five recording times spaced two hours apart, starting at 8:00 a.m. The results and their interpretation for parking policy are presented below.

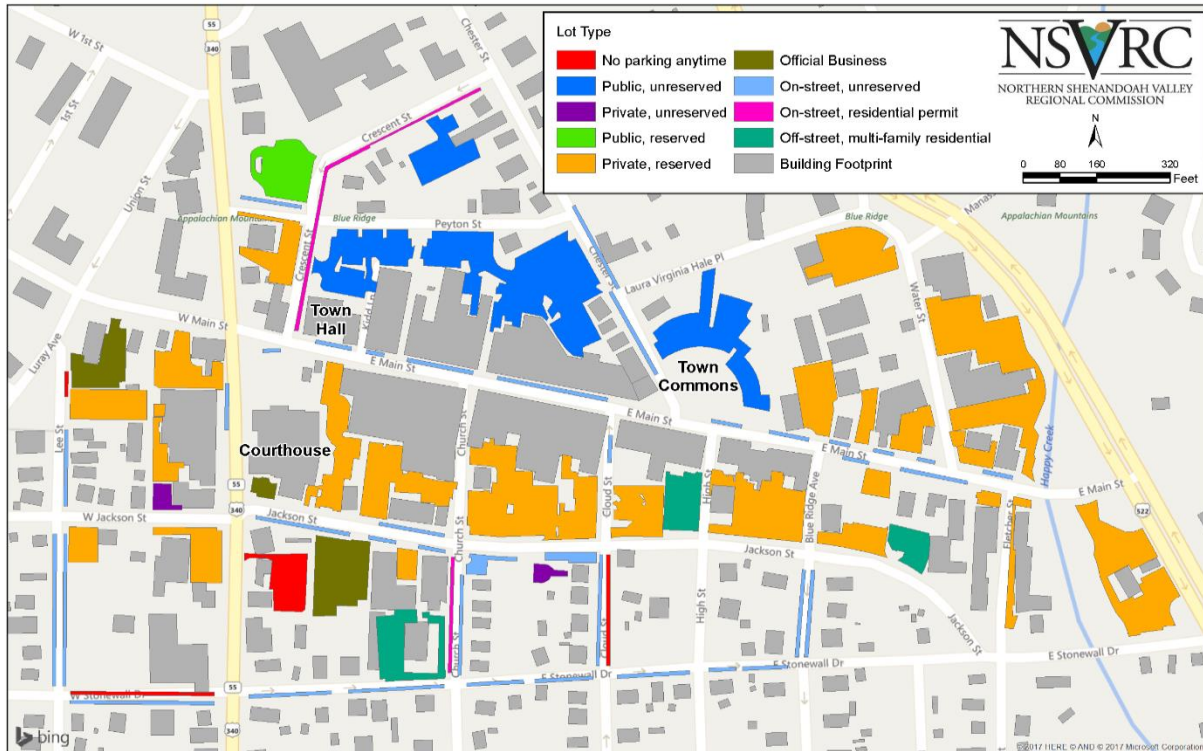
Findings

1. Inventory

An estimated 1,695 vehicles can be accommodated in public and private parking areas within the downtown study area. Approximately 44 percent of available parking, 741 spaces, is privately owned and reserved for specific users, typically to patrons/customers of specific businesses. Approximately 42 percent of the available parking, 704 spaces, is unreserved (anyone can park) in public and private lots and on-street. Unreserved on-street spaces number 434, or 26 percent of the total. The distribution of spaces by ownership (public or private) and user restriction is presented in the table and map below.

Parking area type	Spaces	% of total
Public, unreserved	250	15%
Private, unreserved	20	1%
Public, reserved	30	2%
Private, reserved	741	44%
Official business	83	5%
On-street, unreserved	434	26%
On-street, reserved/permit	80	5%
Off-street, multi-family residential	57	3%
TOTAL	1,695	100%
<i>Total unreserved</i>	<i>704</i>	<i>42%</i>

Parking areas by type



2. Utilization

On the day of the utilization survey – a non-holiday Wednesday with fair weather – a general shortage of parking was not found.

Utilization peaked during the noon hour with 684 parked vehicles, more than 100 vehicles greater than found during the 10 a.m. and 2 p.m. counts. Geographically, demand peaked in the block bounded by E. Main, Cloud, Jackson and Church streets, where the lots reached 86 percent of capacity. Parking at the gazebo (Town Commons) lot peaked at 72 percent. Demand for on-street parking downtown was greatest on Main Street, where it did not exceed 60 percent of capacity.

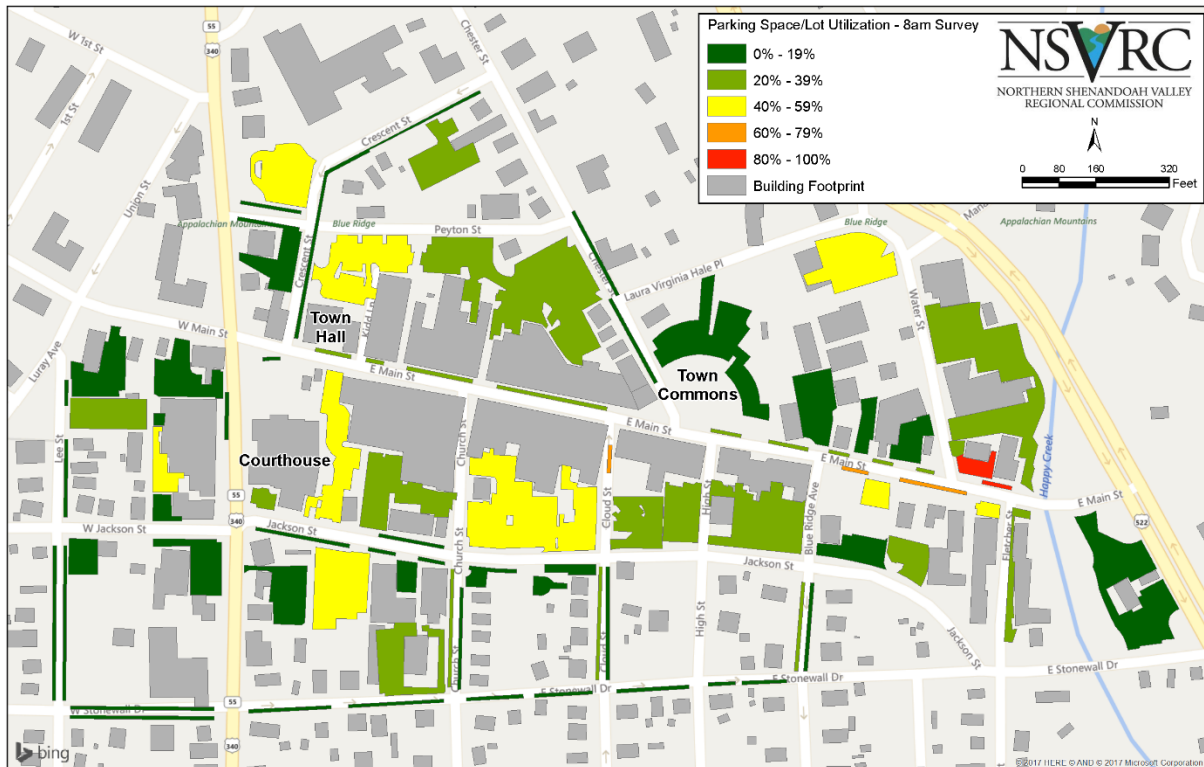
The 60-space public parking lot behind Town Hall operated near capacity during most of the day, peaking at 98 percent full during the afternoon. The 40-space lot east of the courthouse, while experiencing moderately high demand throughout the day, never exceeded three-quarters full.

The 100-space Peyton Street lot did not exceed 40 percent full at any time.

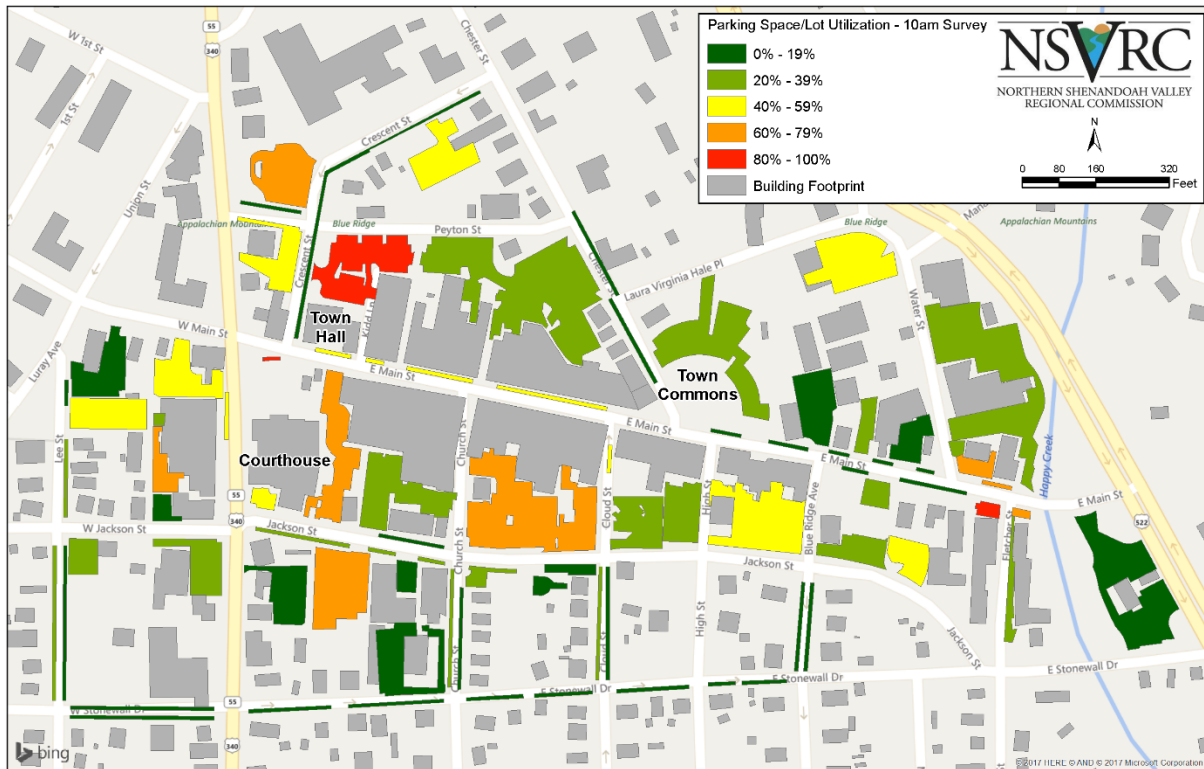
Each of three small storefront customer-only parking lots on the east end of Main Street (L Dee's, Stokes, Toy Shop) was full at various times.

Parking utilization by time of day is depicted in a series of maps, below.

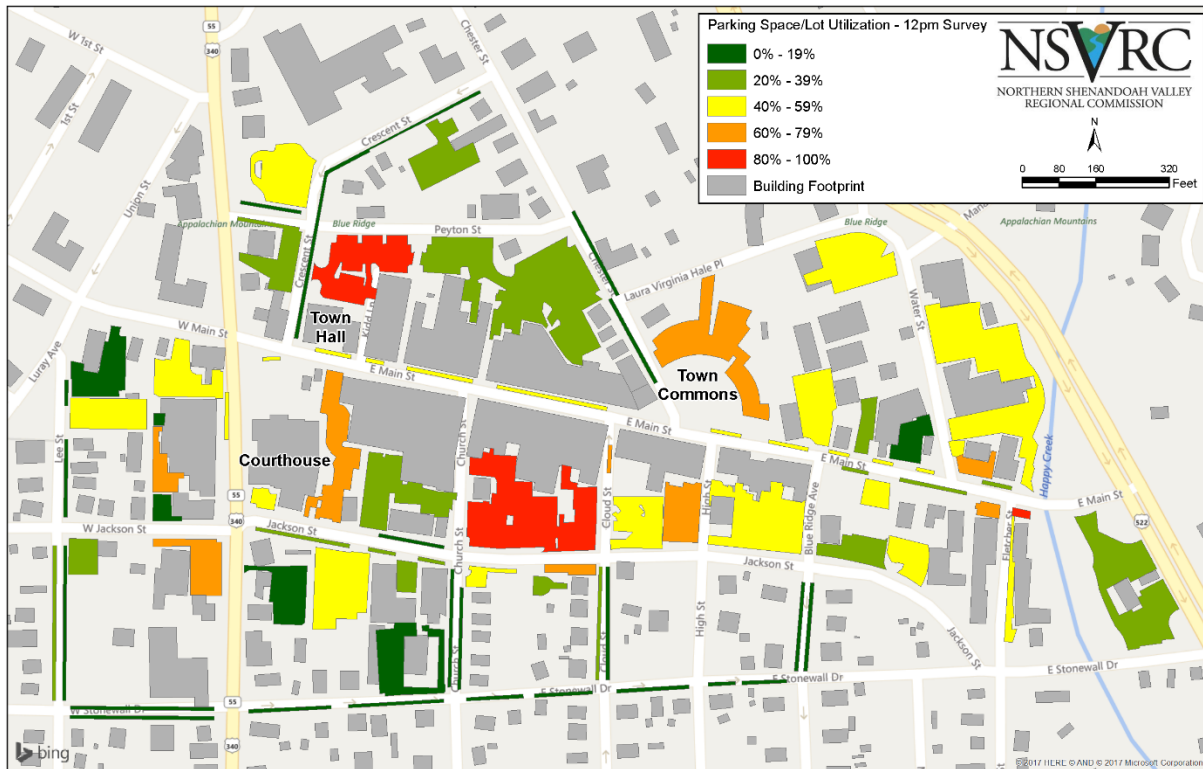
8 a.m.



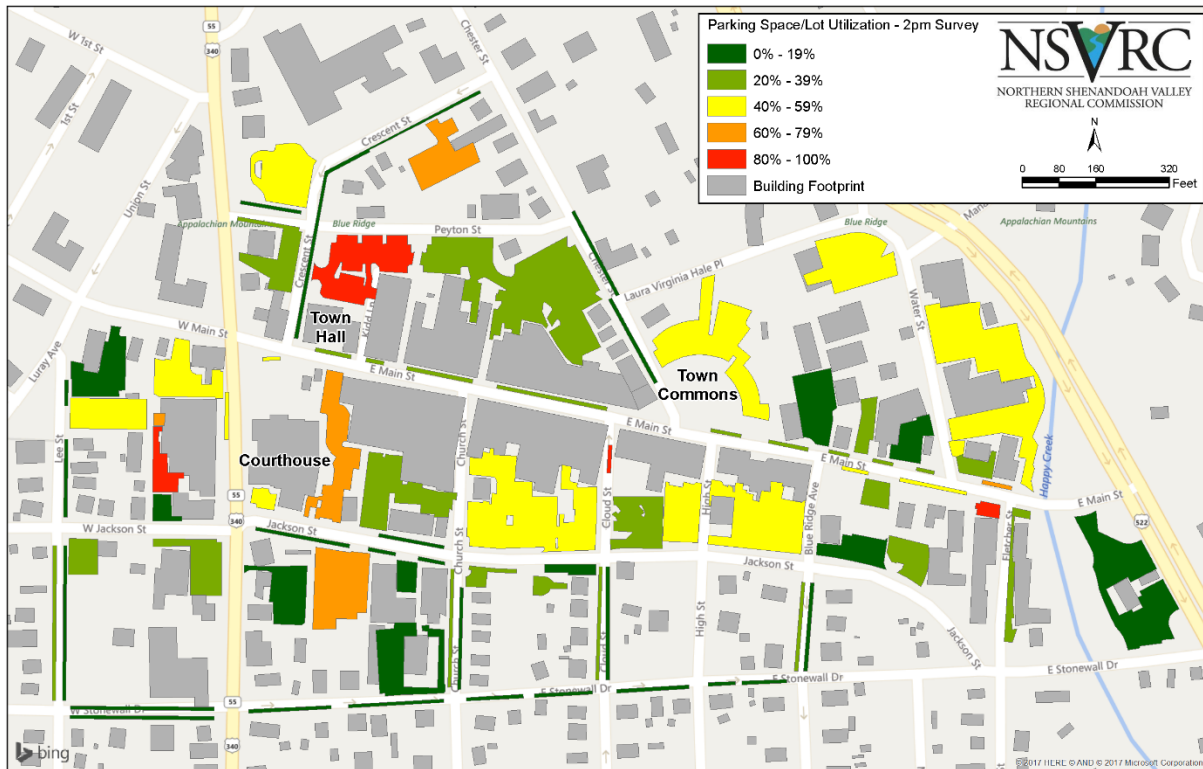
10 a.m.



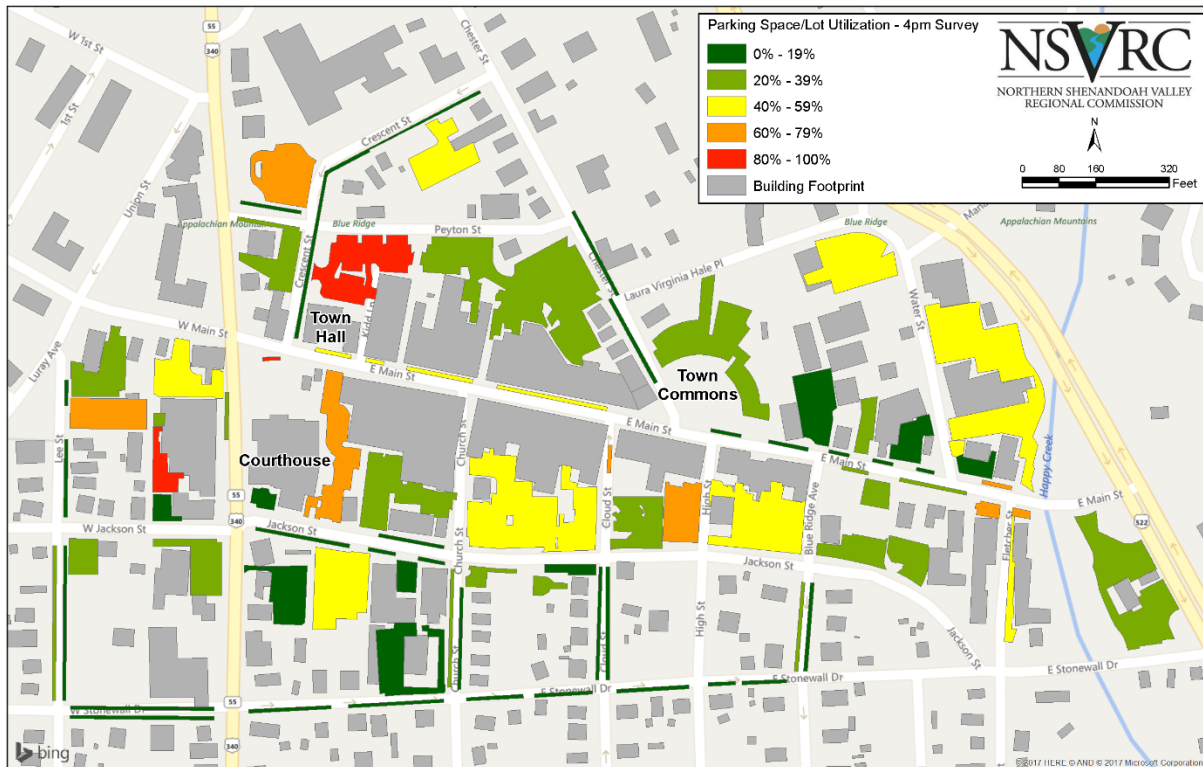
Noon



2 p.m.



4 p.m.



3. Legibility and Convenience

The most visible Downtown parking areas are on Main Street: on-street, on the eastern end in front of businesses; and behind the Town Commons. The preponderance of parking available to Main Street retail customers is not, however, on Main Street, but lies behind the stores, both to the north and south.

Parking on the north side is in the publicly-owned Peyton Street and Town Hall lots accessed from Chester, Peyton and Crescent streets. These lots are attractively landscaped, and connect to Main Street via two pedestrian walkways.

TOWN OF FRONT ROYAL CDBG BUDGET - ENVISION 2.0

BUDGET LINE ITEM	TOTAL BUDGET	STATE BUDGET (CDBG)	TOWN BUDGET	TOWN BUDGET NOTES
ADMINISTRATION				
Execution of DHCD Contract	10,000.00	8,400.00	1,600.00	IN-KIND (Town Attorney/P&Z/TM)
Execution of Project Contracts (33 participants)	12,400.00	12,400.00	0.00	
Execution of Project Contract (Public Improvements)	4,000.00	4,000.00	0.00	
Contract Monitoring (Mtgs & Financial Tracking for 24 Mos)	24,000.00	24,000.00	0.00	
Construction Completion (33 participants)	12,400.00	12,400.00	0.00	
Construction Completion (Public Improvements)	4,000.00	4,000.00	0.00	
Achievement of Benefits (Monthly Reporting) (24 Mos @ \$75 each)	1,800.00	1,800.00	0.00	
Achievement of Benefits (Annual Reporting) (2 @ \$400 each)	800.00	800.00	0.00	
Satisfactory Compliance Reviews (2 @ 2,000 each)	4,000.00	4,000.00	0.00	
Administrative Project Closeout	2,000.00	2,000.00	0.00	
Labor Compliance	6,000.00	6,000.00	0.00	
Workshops	1,500.00	0.00	1,500.00	IN-KIND (P&Z)
Advertising	1,500.00	0.00	1,500.00	IN-KIND (P&Z)
Legal	1,400.00	0.00	1,400.00	IN-KIND (Town Attorney/P&Z/TM)
Deed of Trust Recordations (33 participants)	1,550.00	0.00	1,550.00	IN-KIND (Town Attorney/P&Z/TM)
SUBTOTAL	87,350.00	79,800.00	7,550.00	
ADMINISTRATION TOTAL	87,350.00	79,800.00	7,550.00	CDBG Admin Total = 10% of Total CIG Budget.
FAÇADE IMPROVEMENTS				
Architect/ Engineer/ Design	35,000.00	35,000.00	0.00	POSSIBLE FY18/19 Budget Request of additional
Inspection	0.00	0.00	0.00	
Construction/Improvements (33 participants)	700,000.00	350,000.00	350,000.00	Town Match funds paid to Town by Property Owners
SUBTOTAL	735,000.00	385,000.00	350,000.00	
FAÇADE IMPROVEMENT PROGRAM TOTAL	735,000.00	385,000.00	350,000.00	
PHYSICAL IMPROVEMENTS				
Public Restroom & Drinking Fountain - Located in Gazebo Area				
Engineering and Inspections	12,500.00	12,500.00	0.00	
Labor	38,500.00	37,500.00	1,000.00	IN-KIND/IN-BUDGET EXPENSE (DES)
Material	75,000.00	75,000.00	0.00	
Maintenance/Sustainability	5,000.00	0.00	5,000.00	ADDITIONAL EXPENSE FOR MAINTENANCE
Permitting	20,180.00	0.00	20,180.00	IN-BUDGET EXPENSE (tap fees & building permit fees)
SUBTOTAL	151,180.00	125,000.00	26,180.00	
Multi-Purpose Open Air Gathering Space - Located in Gazebo Area				
Engineering and Inspections	25,000.00	25,000.00	0.00	
Labor	75,000.00	37,500.00	37,500.00	ADDITIONAL EXPENSE
Material	150,000.00	75,000.00	75,000.00	ADDITIONAL EXPENSE
Maintenance/Sustainability	1,000.00	0.00	1,000.00	IN-BUDGET EXPENSE (DES)
Permitting	1,000.00	0.00	1,000.00	IN-BUDGET EXPENSE (building permit fees)
SUBTOTAL	252,000.00	137,500.00	114,500.00	
Streetscape Improvement Planning & Design - E. Main Street sidewalk and streetlight upgrades (plan)				
Engineering and Inspections	30,000.00	25,000.00	5,000.00	IN-KIND (P&Z)
Labor (crosswalks, trash cans, benches - refurbish)	5,100.00	0.00	5,100.00	IN-KIND (DES)
Material (crosswalks, trash cans, benches - refurbish)	3,400.00	0.00	3,400.00	IN-KIND/IN-BUDGET EXPENSE (DES)
Permitting	0.00	0.00	0.00	
SUBTOTAL	38,500.00	25,000.00	13,500.00	
Parking & Alley Improvements - Jackson Street Parking and Side Street/Alley Enhancements (plan), and murals				
Engineering and Inspections	50,000.00	40,000.00	10,000.00	IN-KIND (P&Z)
Labor	2,100.00	0.00	2,100.00	IN-KIND (DES)
Murals	3,000.00	0.00	3,000.00	ADDITIONAL EXPENSE (\$500) & CONTRIBUTIONS (\$2500)
Material	1,400.00	0.00	1,400.00	IN-KIND/IN-BUDGET EXPENSE
SUBTOTAL	56,500.00	40,000.00	16,500.00	
Royal Shenandoah Greenway - Criser Road Trail Link				
Engineering and Inspections	40,000.00	0.00	40,000.00	IN-BUDGET EXPENSE (P&Z/DES/TM)
Labor	120,000.00	0.00	120,000.00	IN-BUDGET EXPENSE (P&Z/DES/TM)
Material	230,000.00	0.00	230,000.00	IN-BUDGET EXPENSE (P&Z/DES/TM)
Permitting	10,000.00	0.00	10,000.00	IN-BUDGET EXPENSE (P&Z/DES/TM)
SUBTOTAL	400,000.00	0.00	400,000.00	
PUBLIC IMPROVEMENTS TOTAL	898,180.00	327,500.00	570,680.00	
SIGNAGE - Wayfinding (3), Directory Boards (5), Entrance Features (2), and Banners (33 x 4).				
Engineering/ Design and Inspections	25,000.00	18,500.00	6,500.00	IN-KIND/IN-BUDGET EXPENSE (P&Z)
Labor	15,000.00	0.00	15,000.00	IN-KIND/IN-BUDGET EXPENSE (DES)
Material	149,500.00	137,500.00	12,000.00	IN-KIND/ADDITIONAL EXPENSE
Permitting	1,000.00	0.00	1,000.00	IN-BUDGET EXPENSE (permit fees)
SUBTOTAL	190,500.00	156,000.00	34,500.00	
SIGNAGE TOTAL	190,500.00	156,000.00	34,500.00	Note: Additional Wayfinding outside of grant not included, except in design.
BRANDING & MARKETING				
Social Media & Digital Advertisements	15,000.00	15,000.00	0.00	
Marketing Documents & Brochures	10,500.00	0.00	10,500.00	IN-KIND/IN-BUDGET EXPENSE (Tourism)
Website Strategy	10,500.00	0.00	10,500.00	IN-KIND/IN-BUDGET EXPENSE (IT)
Refurbish Brochure Racks	2,200.00	0.00	2,200.00	IN-KIND/IN-BUDGET EXPENSE (DES)
Visitor Center Update	16,700.00	16,700.00	0.00	
Branded Campaigns	20,000.00	20,000.00	0.00	
SUBTOTAL	74,900.00	51,700.00	23,200.00	
BRANDING AND MARKETING TOTAL	74,900.00	51,700.00	23,200.00	
TOTAL	1,985,930.00	1,000,000.00	985,930.00	NOTE: Approximately 87% of the "Town Budget" portion would come from in-kind labor, existing budget funds, or other sources. The remaining portion accounts to Approximately \$130,000 in new funds that are being requested for the project. The new fund activities are highlighted.



Town of Front Royal
NOTICE of PUBLIC HEARING

The Town Council of the Town of Front Royal, Virginia, will hold a Public Hearing on Monday, March 13, 2017, at 7:00 P.M. in the Warren County Government Center's Board Meeting Room, 220 N Commerce Avenue, Front Royal, VA, to solicit public input on the proposed Community Development Block Grant (CDBG) proposal to be submitted to the Virginia Department of Housing and Community Development for the "2017 Downtown Revitalization Plan: Envision 2.0." Residents of the project area are encouraged to attend. In summary, the "2017 Downtown Revitalization Plan: Envision 2.0" will include the following activities:

- Façade Improvement Program.
- Public Restroom at Gazebo Area with lighting.
- Public Outdoor Pavilion at Gazebo Area (open-air gathering space) with lighting.
- New drinking fountain/water bottle filling station.
- Crosswalk enhancements.
- Trash can and bench refurbishing.
- Wayfinding signs, directory boards, seasonal banners, and 2 entrance feature signs.
- Artistic Murals.
- Marketing and Branding.
- Business Retention and Recruitment Strategies.
- Refurbishing brochure racks.
- Visitor Center Enhancements.
- Planning activities for future parking garage.
- Social media and website strategies and advertisements.
- Planning, engineering and design of a public parking lot on Jackson Street.
- Planning, engineering and design of improvements to E. Main Street, including, but not limited to, sidewalks and streetlights.
- Planning, engineering and design of alleyway enhancements.
- Completion of the Royal Shenandoah Greenway Trail.

The draft CDBG proposal will be presented for comment along with information on projected beneficiaries, including the number of low and moderate income residents to benefit from the proposed project, and plans to minimize displacement (if applicable). Citizens will also be given the opportunity to comment on the Town of Front Royal's past use of CDBG funds.

A fact sheet and other information on the proposed project and the draft proposal is available on the Town's website at frontroyalva.com. Information may also be obtained from the Town of Front Royal's Planning & Zoning Office, located on the first floor of Town Hall at 102 E. Main Street. Interested persons may also contact Planning & Zoning Staff at 540-635-4236 for additional information or to provide written comments or grievances. Written comments or grievances may be submitted until March 13, 2017 at 4PM. Such comments should be mailed to 102 E. Main Street Front Royal, VA, 22630, Attn: Jeremy Camp, or via email at jcamp@frontroyalva.com. If you plan to attend and have any special needs requirements, please call the number listed above.

MAYOR AND TOWN COUNCIL
TOWN OF FRONT ROYAL, VIRGINIA

PUBLISH: Northern Virginia Daily – March 4, 2017
Warren Sentinel – March 10, 2017

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Town of Front Royal, Virginia Council Agenda Statement

Page 1
Item No. 9

Meeting Date: March 13, 2017

Agenda Item: PUBLIC HEARING – Fiscal Year 2017-2018 Tax Rates (*1st Reading*)

Summary: Council is requested to consider the Fiscal Year 2017-2018 Real Property Tax rate at \$0.15 per \$100 assessed value, which represents an increase of \$0.02 from the current year's rate; and the Personal Property Tax rate at \$0.64 per \$100 assessed value, which represents no increase over the current year's rates. Council also establishes the personal property tax relief rate of 60% of value on the first \$20,000 of assessed value for qualifying vehicles with an assessed value greater than \$1,000; and a personal property tax relief rate of 100% for qualifying vehicles with an assessed value of \$1,000 or less, pursuant to Virginia Code §58.1-3524. Council is further requested to affirm on its first reading an ordinance to amend Front Royal Town Code Section 75-44.C. accordingly.

Budget/Funding: None

Attachments: Ordinance

Meetings: Work Session held February 20, 2017

Staff

Recommendation: Approval ✓ Denial

Proposed Motion: ROLL CALL VOTE REQUIRED

Motion 1:

I move that Council affirm on its first reading that the Fiscal Year 2017-2018 real estate tax rate remain the same at \$0.13 per \$100 assessed value, and the personal property tax rate remain the same at \$0.64 per \$100 assessed value. I further move that Council does hereby establish the personal property tax relief rate of 60% of value on the first \$20,000 of assessed value for qualifying vehicles with an assessed value greater than \$1,000; and a personal property tax relief rate of 100% for qualifying vehicles with an assessed value of \$1,000 or less, pursuant to Virginia Code §58.1-3524. I continue to further move that Council affirm on its first reading Front Royal Town Code Section 75.44.C accordingly.

Motion 2:

I move that Council affirm on its first reading an increase of \$0.05 for Fiscal Year 2016-2017 real estate rate from \$0.13 to \$0.13.5 per \$100 assessed value, which represents an increase of \$0.5 from the current year's rate; and the personal property tax rate at \$0.64 per \$100 assessed value, which represents no increase over the current year's rate. I further move that Council does hereby establish the personal property tax relief rate of 60% of value on the first \$20,000 of assessed value for qualifying vehicles with an assessed value greater than \$1,000; and a personal property tax relief rate of 100% for qualifying vehicles with an assessed value of \$1,000 or less, pursuant to Virginia Code §58.1-3524. I continue to further move that Council affirm on its first reading to amend Front Royal Town Code Section 75.44.C. accordingly.

*Note: Motions are the formal & final proposal of Council,
proposed motions are offered by Staff for guidance

*To be clear and concise, motions should be made in the positive

Approved By: JW

TOWN CODE EXCERPT

75-44 DELINQUENT TAX LISTS - MAILING OF BILLS; DUE DATES, PENALTY AND INTEREST; IMPOSITION OF THE TAXES AND RATES

A. The Town Treasurer, personally or through the Director of Finance, shall, in January each year, send or cause to be sent by United States mail to each taxpayer assessed with real and personal property taxes and levies for that year amounting to five dollars (\$5.00) or more as shown by an assessment book in the Office of the Director of Finance, a bill or bills setting forth the amount due. If the said Director or Treasurer intends to seek collection of a tax in an amount less than five dollars (\$5.00), he shall send or cause to be sent to the taxpayer a bill as set forth above. Notwithstanding any of the foregoing, failure of the said Director or Treasurer to send or of the taxpayer to receive a bill shall not affect the taxpayer's obligation to pay the full amount of said taxes by the due date.

B. On and after January 1, 2010, tax payments for real estate and personal property shall become due and payable to the Town of Front Royal on a semiannual basis, with one-half of the annual assessment of such taxes due on or before June 5th of each year after January 1, 2010, and the additional one-half of such taxes due on or before December 5th of each such year. A penalty of 10% of the tax past due or ten dollars (\$10.00), whichever is greater, shall be added to any tax not paid by the aforesaid due date, provided that in no case may the penalty exceed the amount of the tax assessed. In addition, interest shall be added to any delinquent taxes and penalties at the rate of 10% per year, with interest commencing on the first day of the month following the date on which any such taxes became due and payable.

C. There is hereby imposed upon all real property within the limits of the Town of Front Royal, Virginia, a tax in the amount of thirteen cents (\$0.13) per one hundred dollars (\$100.00) of assessed valuation, and a tax upon all tangible personal property located within the limits of the Town of Front Royal, Virginia, in the amount of sixty cents (\$0.64) per one hundred dollars (\$100.00) of assessed valuation. The tax on all personal property shall include all Machinery and Tools. The tax on all real property shall include all mobile homes. The tax imposed upon real property within the limits of the Town of Front Royal, Virginia, shall be decreased by \$0.02 to \$0.11 per \$100 assessed value, which is reinstatement of the previous Real Estate Tax Rate for Fiscal Year 2013-2014, upon completion of payment of debt service of the new Police Department Headquarters and construction of Leach Run Parkway; and Town Code Section 75-44.C, shall thereupon be amended accordingly to reflect said decrease and reinstatement of such previous reduced Real Estate Tax Rate.

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Town of Front Royal, Virginia Council Agenda Statement

Page 1
Item No. 10

Meeting Date: March 13, 2017

Agenda Item: COUNCIL APPROVAL – Request to Use Trolley – Humane Society

Summary: The Humane Society of Warren County has requested that the Town contribute the rental rate of \$1,037.00 (\$518.50/each) for the use of two (2) Virginia Regional Transit (VRT) Royal Trolleys from 8:00am – 4:00pm on Saturday, August 12, 2017 to transport participants in their fundraiser “Waggin’ for Dragons” Boat Race from the Lowes/Wal-Mart Parking Lot to the Front Royal Country Club.

Budget/Funding: 1101-43002 - Town Council – Professional Service

Attachments: Letter from Humane Society

Meetings: Work Session March 6, 2017.

Staff

Recommendation: Approval ✓ Denial

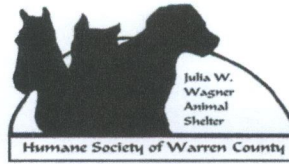
ROLL CALL VOTE REQUIRED

Proposed Motion: I move that Council approve the donation of \$1,037.00 for the use of two (2) Royal Trolleys to be used by the Humane Society of Warren County for their August 12, 2017 fundraiser event “Waggin for Dragons”.

*Note: Motions are the formal & final proposal of Council,
proposed motions are offered by Staff for guidance

*To be clear and concise, motions should be made in the positive

Approved By: JW



1245 Progress Drive
Front Royal, VA 22630
(540) 635-4734 • humanesocietywarrencounty.org

January 16, 2017

Joseph Waltz
Interim Town Manager
102 E. Main St
P.O. Box 1560
Town Hall
Front Royal, VA 22630

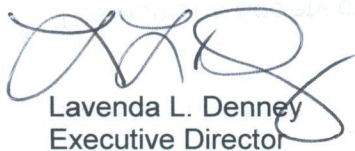
Dear Mr. Waltz,

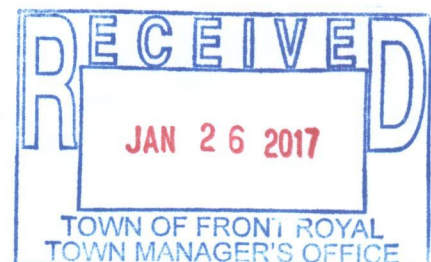
The Humane Society of Warren County will be hosting the 4th Annual Waggin' for Dragons boat race on Saturday, August 12th at the Front Royal Country Club. This fundraiser is the animal shelters highest grossing community event. Hundreds of participants and spectators come out to see the dragon boats race in support of the homeless animals of Warren County.

We are hopeful that for our 2017 event, the Town of Front Royal would allow us to utilize two town trolleys to transport event participants from the Lowe's/Wal-Mart parking lots to the Front Royal Country Club. We would need the trolleys from approximately 8AM to approximately 4PM on Saturday, August 12th. We will have parking attendant volunteers in place to direct event goers to the designated parking area to avoid a traffic issue at the Front Royal Golf Club.

Thank you for consideration of this donation. Should you approve this request, the Town of Front Royal logo will be placed on the 30-foot promotional banner that will hang on both John Marshall Highway and Royal Avenue. Supporting sponsors will also be mentioned on the PA system during the event. Your gift would support our efforts to raise funds and help us to save the lives of the animals we love so much.

Sincerely,


Lavenda L. Denney
Executive Director





Charter Transportation Price Estimate

* Date of estimate: 02/20/2017

Client: Town of Front Royal

Contact Information: Joe Waltz jwaltz@frontroyalva.com

Date of Event: Saturday, August 12, 2017

Type of Event: Humane Society Event

Passengers:

of vehicles: 1 trolley

Pick up location(s): Lowes – Rivereton Commons 80 Riverton Commons Dr. Front Royal, VA

Drop off location(s): Front Royal Country Club 902 Country Club Dr. Front Royal, VA

Travel itinerary:

7:45 AM pre trip and depart the yard

8:00-4:00 continuous shuttle between locations

4:15 back in the yard

Estimated price: 1 trolley for 8.5 hours at \$61.00/hr.(Government rate) = \$518.50

Eric Lev Dahl, Virginia Rides Coordinator

eric@vatransit.org

540-338-7285

** Estimate is valid for 60 days from date listed. Availability not guaranteed without deposit and contract.*

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**Town of Front Royal, Virginia
Council Agenda Statement**

Page 1
Item No. 11

Meeting Date: March 13, 2017

Agenda Item: COUNCIL AUTHORIZATION – Proceed with Advertising Bids for Construction of New Police Department Headquarters

Summary: Moseley Architects presented their results of their 100% final design for the new Police Department Headquarters to be built at the northwest corner of Monroe Avenue and Kendrick Lane at Council's Work Session held on March 6, 2017. The current construction cost estimate for the building is \$9,313,422. Moseley is currently working on permits and tentatively scheduled for advertising construction bids in April 2017. Staff is currently finalizing details on funding through the New Market Tax Credit Program.

Budget/Funding: None

Attachments: None

Meetings: Work Session held March 6, 2017.

Staff

Recommendation: Approval ✓ Denial

Proposed Motion: I move that Council authorize the Town Manager to provide notice to Moseley Architects to proceed with advertising bids for construction for the new Police Department Headquarters after funding is finalized.

ROLL CALL VOTE REQUIRED

*Note: Motions are the formal & final proposal of Council,
proposed motions are offered by Staff for guidance

*To be clear and concise, motions should be made in the positive

Approved By: JW