

## Chapter 7

# ECONOMIC DEVELOPMENT

### Part 1: Background

#### Section 1: Introduction

For the purposes of this comprehensive plan, economic development is defined as a sustained community effort to improve both the local economy and the quality of life by building the area's capacity to adapt to economic change.

Towns manage strategic economic development efforts that focus on a net gain of money flow into a town, this is called an "economic base." The economic base of Round Hill derives from the production of goods and services in excess of local consumption needs for that product, service, or activity.

#### Section 2: Identity of Round Hill

The concept of preserving the identity of Round Hill is the underlying theme of the Round Hill Comprehensive Plan. This Plan identifies "identity" as:

"An environment with separate and unique features that creates memorable moods and human experiences; protects family and community life and establishes a sense of place by way of visual and natural elements that are experienced and observed."

The 2014 Community Survey helped define the identity of Round Hill. Future community surveys should be administered on a regular basis to gauge the public's opinion on what features of Round Hill should be created, enhanced, or preserved. This plan supports economic development as a comprehensive strategy to protect the identity of Round Hill.

#### Section 2: Central Commercial District

Downtown Round Hill (Downtown) is also known as the "Central Commercial District." It does not have the same foot traffic as typical downtowns because the Central Commercial District is not designed for people to spend time walking around visiting shops and eating at cafes. The Central Commercial District is made up of service oriented businesses that people patronize for only one purpose, which means driving in and driving out as soon as the service has been provided to the customer. The 2014 Community Survey found 41% of respondents visit Downtown once a week, while 28% said that they visit once a month. The most common reason to go Downtown was to patronize the gas station (31%), the post office (15%) or a convenience store (14%).

80% of residents said that they would visit Downtown more but “there are too few places to visit.” The follow up question was: What businesses would residents like to see in Downtown Round Hill? A common response from survey participants was that they want to see businesses that need to “fit in” with the character of Downtown. The most popular choices for new businesses Downtown were a coffee shop (76%), bakery (73%), neighborhood deli (70%) and ice cream parlor (65%).

The Central Commercial District is unique because it is a mixed use area with residential uses interwoven among commercial uses. It is comprised of two separate commercially zoned areas along Main Street and Loudoun Street separated by a small residential area.

### **Section 3: Eastern Commercial District**

There is a 12-acre parcel zoned commercial at the eastern gateway to Round Hill (corner of East Loudoun Street and Evening Star Drive). This parcel, along with the 1-acre stone house property across the road, is referred to as the Eastern Commercial District. This parcel was brought into the town limits through a boundary line adjustment in 2005. These 13 acres were a part of the 1989 Round Hill Investors rezoning (ZMAP 89-04), serving as the commercial portion of an integrated mixed use community consisting of residential, office and retail uses along with recreation and cultural sites (Proffer #62 of ZMAP 89-04). Out of the 234 acres of total land in the town, there are 20 acres of commercial land. These 20 acres include two acres that are currently used for light industry and public/semi-public facilities such as the Town Office and the Post Office. The 13 acres of commercial land in the Eastern Commercial District represent 65% of the total commercial land in the town limits of Round Hill.

Over the past 13 years, there have been numerous discussions about the future of the Eastern Commercial District because it is the eastern gateway to town and holds most of the unplanned and undeveloped commercial land in Round Hill. The 2014 Community Survey, and the Comprehensive Plan input sessions, found many outspoken residents felt strongly against the classic “strip mall” image with low-end users. Residents want to see the “bar raised” on the quality of a future commercial development in the Eastern Commercial District: meaning no waste of space, few chain restaurants/retail providers and no big box stores. The 2015 Public Input Survey asked residents what type of shopping center they wanted in Round Hill. The results found that 48% of respondents want a Lifestyle Shopping Center as their top choice. A Lifestyle Shopping Center was defined as an “upscale specialty, local or boutique stores with dining and entertainment in an outdoor setting.”

Many residents can purchase goods and services from the neighboring Town of Purcellville. Because of its proximity to the town, residents want the Eastern Commercial District to try to complement Purcellville businesses not necessarily compete with Purcellville businesses. Residents feel if any commercial growth happens in Round Hill it should be made up of local companies, family-owned businesses, unique specialty shops and community gathering spaces. The 2014 Community Survey results found that residents want their shopping center to be a special destination, because it will be the only shopping center to be built in Round Hill. The 2015 Public Input Survey found that 90% of respondents want a shopping center built as a “walkable Main Street” that feels like an extension of town and a community gathering place. In comparison, 5% of respondents wanted a “classic shopping center” that is basic in design where

people can quickly “get in and get out” and the other 5% wanted a shopping center that felt like a “pocket of life” that feels like an escape from town with a modern city feel.

## Part 2: Opportunities & Challenges

### Section 1: Asset-Based Economic Development

Asset-based economic development is a bottom-up approach to economic development that builds on existing local resources to strengthen local and regional economies. Asset-based economic development focuses on a community’s environmental, sociocultural, and economic advantages and how these can be leveraged into sustained economic growth and productivity. It focuses on building capacity in communities and strengthening connections within regions. This form of economic development is ideal for Round Hill because the Town can leverage the existing assets of the Greater Round Hill Area into economic opportunities, without having to spend time or money on developing on new assets.

### Section 2: Alternative Anchors & Flexible Formats

In 2005, a national grocery chain locating in the Eastern Commercial District seemed possible but since then the local economy has changed and there are now three grocery stores in Purcellville. It seems unlikely that the Town could attract a national grocery chain to Round Hill in the next ten years.

In 2015, the Loudoun County Design Cabinet provided the Town with options for alternative anchors (other than grocery stores) in the Eastern Commercial District. Members recommended businesses with large footprints such as: a child care facility, a senior living facility, a farmer’s market, an indoor sports complex or a small theater. The Town should study these types of businesses and consider permitting them in the Eastern Commercial District. These recommendations were also supported by the 2014 Community Survey where 48% of respondents favor activity studios for children. The 2015 Public Input Survey found respondents supported the following alternative uses: 67% supported an indoor farmer’s market paired with a community conference center, 58% supported a civic use (such a library or visitor center) and 50% supported a recreational use such as an (indoor sports complex or bowling).

Recent changes in the economy have generated a demand for new flexible formats for commercial businesses. Many businesses now want to operate out of smaller retail spaces or operate with only one employee (the owner). Other small businesses want more flexibility in their commercial space to conduct a variety of operations from showroom space to office space to storage of merchandise. The Town should investigate these modern commercial needs and consider supporting them in Round Hill’s commercial districts.

### Section 3: Parking

The future growth and success of the Central Commercial District is limited by parking issues. Most existing businesses are underparked or at capacity. The Town should consider various

options to solve the parking problem. For example, the Land Use Chapter discusses opportunities for shared parking facilities in the future but are dependent on public-private partnerships.

A Central Commercial District Study of the preferred uses and future challenges will help the Town understand the parking demand and needs. This study can recommend a path forward.

## **Section 4: Music, Arts & Crafts Industry**

One of the thriving industries in Round Hill is the local arts and crafts industry. The Round Hill Arts Center is in the Hill High Marketplace. The Old Furniture Factory hosts regular bluegrass concerts and rents out studio space to local businesses. The Annual Western Loudoun County Artists Studio features Round Hill artists every year. Arts and crafts businesses are a low impact uses that add to the local culture and character of town. The Town wants to continue to nurture the arts and crafts industry so that it becomes a part of the Round Hill brand and identity.

Creative Placemaking complements the arts and crafts industry. Creative Placemaking is the use of arts and culture by diverse partners to strategically shape the physical and social character of a place to spur economic development, promote enduring social change and improve the physical environment. The Town wants to attract unique businesses that create interesting places and capitalize on distinctiveness. This is a challenge because Round Hill is limited in its ability to differentiate itself from neighboring small towns with decades of concentrated economic development efforts focused on their commercial districts and their local business owners.

The Town would like to see opportunities for small scale concerts. Since 1976, the Bluemont Concert Series has presented more than 5,000 high-quality events to a combined audience of more than 2 million in 68 communities in northwest and central Virginia. With steady growth, Bluemont has become a major public-private coalition of communities in the region. The Bluemont Concert Series is a nonprofit corporation supported by a coalition of 20 local jurisdictions.

Throughout the year, Bluemont Concert Series presents a wide variety of community events such as: school concerts, workshops and assemblies, performances in hospitals and nursing homes, public concerts on the green; old-time country dances, and special events around the region. These wonderful and affordable events have become part of the fabric of community life throughout Virginia. Round Hill would be an ideal location for a future event by the Bluemont Concert Series.

## **Section 5: Streetscape**

If Round Hill can express its distinctiveness (and resist sameness) it is more likely to have long-term appeal to new businesses and new visitors. A commercial district that is consistently interesting and active promotes more pedestrian activity. More pedestrians mean more prospective customers on the street to support more small businesses. The creation of a distinctive streetscape can set Round Hill apart from other small towns. A place that people want to visit is also a place where a business wants to be. In other words, as a place becomes more active, the market is likely to respond with new businesses opening thus giving people even more reasons to be there. The 2005 Streetscape Plan recommends affordable solutions that the

residents and local business owners could work together to implement in order to create a quality streetscape.

## **Section 6: Commercial Land**

Round Hill has a very limited amount of commercial land. The Central Commercial District is constricted because of non-conforming lots and no additional land to meet parking needs. Many of the buildings were constructed before there was a Town Zoning Ordinance with setback requirements. There are other buildings that were built before there were automobiles (which require parking lots). The Eastern Commercial District is the location of the only vacant commercial land in town limits. This land is in the opposite condition of the Central Commercial District because it offers the opportunity for a “fresh slate” to create conforming commercial lots with the ability to create useable tenant space or flexible pad sites with plenty of parking. Both districts require a long-term investment by the private sector to either revitalize the Central Commercial District or to develop the Eastern Commercial District.

## **Section 7: Home Based Businesses**

The challenge for the Town is to develop short term solutions to grow the local economy and to grow a strong base for attracting private sector investment for the commercial districts. Providing the structure for a variety of home based businesses and local start-ups will benefit both the Round Hill economy and the lives of residents. The Town supports low impact businesses that do not require additional commercial land but can operate out of a residential dwelling. Possible ideas include home occupations, live-work dwellings, child care services, and adult care services

## **Section 8: Lodging**

Round Hill has a history of providing lodging to travelers. However, as of today, there are no lodging establishments within the town limits or the Joint Land Management Area which has become an unmet need in Round Hill. The town is strategically located within 30 minutes of many tourism attractions from local vineyards to Harper’s Ferry National Park providing more justification that lodging is a logical business venture in Round Hill. Bed and breakfast establishments are permitted by special exception only. The Town should consider making them by-right in exchange for following a permit process that would outline clear standards for operation.

The Town could consider permitting a small boutique hotel at the 12-acre parcel. This location would allow for occupants of the hotel to come and go onto Route 7 without disturbing the residents of Round Hill. A hotel at the 12-acre parcel would also benefit any retail or restaurant providers at the same location because occupants may come “home” in the evening, after a long day of touring Western Loudoun County, and want to walk to dinner or walk to a retail store. This would provide business owners with a steady stream of foot traffic beyond the local residents.

## **Section 9: Rural Economy**

A strategic partner for economic development initiatives in Round Hill is the Loudoun County Rural Economic Development Council (REDC). The mission of the REDC is to promote the

sustainable economic growth and vitality of Loudoun County’s agricultural, horticultural, equine, and other rural industries.

The rural economy of Loudoun is consists of the following industries: Art Sector, Tourism/Recreation, Traditional Agriculture, Equine, Wine/Vineyard, Craft Beverages, Ornamental Horticulture, Produce, Culinary, Agricultural Education, Conservation and Preservation. The Greater Round Hill Area is made up of thousands of acres of agricultural land and numerous rural economy businesses. Round Hill is at the heart of the Western Loudoun rural economy and can benefit from its location by creating a symbiotic relationship with Greater Round Hill Area rural economy businesses. The following data provides an overview of the impressive rural economy that surrounds Round Hill and spreads throughout Loudoun County:

- a. The latest Census of Agriculture for Loudoun County found that there are 1,427 farms across 142,452 acres with \$33,807,000 in market value of production.
- b. Loudoun Economic Development developed the "Loudoun, VA Made, Loudoun, VA Grown" logo for residents and visitors to identify local artisans, and to seek out local foods and gifts when shopping and dining. It represents the very best in Loudoun's rural economy with participating members who produce:
  1. Foods and other items produced from Loudoun farms
  2. Value-added products made in Loudoun
  3. Works of art from Loudoun artists
  4. Loudoun-crafted wines, beers, ciders and spirits
- c. The logo is used only by Loudoun growers and producers of goods who agree to adhere to the program requirements as established by Loudoun Economic Development. The Greater Round Hill Area is home to five rural economy businesses who have achieved this status: Gina's Pies, Woodtrail Graziers, Sun Power Farm, Snickers Gap Tree Farm and K&S Pewter.
- d. To celebrate the local and diverse beer culture, the “LoCo Ale Trail” was established in Loudoun County featuring 17 breweries offering experiences at farm breweries and tasting rooms. Loudoun County has been named “DC’s Wine Country” because it features a “Wine Trail” with more than 40 wineries and tasting rooms. Loudon County Department of Economic Development grouped Loudoun Wineries, Cideries and Meaderies into six clusters. Greater Round Hill Area is in the Snickers Gap Cluster. The following vineyards are in this cluster: Bluemont Vineyard, Bogati Winery, North Gate Vineyard, and Otium Cellars.
- e. Loudoun County has long been known as horse country in Virginia. There are more horses in this county than any other county in the state, with 15,500 horses at a value of \$208 million. Loudoun County Equine Alliance strives to promote the attraction, retention, and expansion of equine related businesses in Loudoun County. The following



are only a few of the Greater Round Hill Area equine related businesses: EverReady Farm, Stone Chase Farm, Kelly Meister Farm, and Philomont Sporthorses.

## **Section 12: Loudoun Agriculture and Rural Business Accelerator**

One of the goals of the Loudoun Rural Economic Business Development Strategy is to develop a Loudoun Agriculture and Rural Business Accelerator for rural entrepreneurship to serve as a catalyst of business formation, job creation, value-added activities, technology development, and educational activities. The facility will provide both at-place and virtual solutions and support structures to assist existing and start-up businesses within the rural economic business clusters that include: agriculture, food, beverages, biosciences, and related sectors.

The overall intent is to provide a gateway facility for rural and agricultural businesses to receive support and technical facility access to augment their chances for commercial success. The Accelerator, if successful, will also become a center of activity for training, education, marketing, and sales and will serve as a vital link between the technology industries of eastern Loudoun and the resource based industries of western Loudoun. It will also anchor businesses created through its programs in Loudoun County and serve to attract new businesses, as well.

## **Section 11: Appalachian Trail**

Round Hill can benefit from its close proximity to the Appalachian Trail. The town is perfectly located between two Appalachian Trail visitor centers. Bears Den is located five miles to the west and the Blackburn Center is located five miles to the north. If a visitor wanted to visit both places on the same day, they would have to drive through Round Hill's Central Commercial District. Bears Den provides a gateway connecting people to the infamous "rollercoaster" section of the Appalachian Trail. Bears Den Lodge and Hostel is located in a historic stone mansion, on 66 acres of land, 150 yards from the Appalachian Trail. At 1,350 feet, the Bears Den Rocks provide a panoramic view of the Shenandoah Valley and the Blue Ridge Mountains. The westward-looking view provides a prime spot for the sunset. In 2014, about 1,900 people visited Bears Den.

The Blackburn Center is primarily designed to support: long distance hikers, trail crews, Potomac Appalachian Trail Club planning meetings, and training seminars. It is also used as a venue for special events such as weddings. Located on 150-acres of land and backing up to the Appalachian Trail, the Blackburn Center can accommodate up to 80 plus people for a day event and has indoor lodging space for 30 people with at least 30 more using tent spaces and the adjoining campground. In 2014, about 1,000 people visited the Blackburn Center. Visitors include: day hikers, thru hikers, section hikers, boy scouts, girl scouts, and private groups. Round Hill should consider the Appalachian Trail as one of its most unique assets that could be incorporated into future planning efforts as an excellent opportunity to boost the local economy.

## **Section 10: Tourism**

Tourism and economic development are good partners by the very definition of economic development (a new activity that generates income from outside sources for a community). Many of the opportunities and challenges outlined in this chapter relate to tourism.

The 2014 Community Survey offered a glimpse into the goods, services, and experiences that Round Hill residents consume. There are no major employment centers in Round Hill, which means residents spend their week traveling out of the Greater Round Hill Area to go to work. That means on the weekends they want to enjoy some free time close to home. There are very few options for recreation and entertainment within town limits, so many residents go outside of town to neighboring towns or neighboring attractions on the weekends. Popular towns include: Purcellville, Middleburg, Winchester and Harper's Ferry. Types of places residents travel to visit include areas featuring parks, wooded areas, trails, or bodies of water. The same local attractions that residents enjoy visiting on the weekends make up the basis of a strong tourism industry surrounding Round Hill.

While many residents are satisfied with going to Purcellville and beyond for their goods and services, there are some businesses that residents would like to stay in Round Hill. These local businesses may be in walking distance of their homes, or a short drive from their homes, and can become community gathering places, sources of employment, or recreational outlets for residents of all ages. The challenge is building an environment that attracts quality businesses. When national businesses look at Round Hill as a potential location, they only look at the residential population and overlook the statistics of the local tourism industry. Tourism can add to the target area population of people who can patron future Round Hill businesses. Not only is Round Hill strategically located near a variety of tourist attractions, the Town itself has the ability to become a tourist attraction because of its historic charm and character.

Round Hill has a rich historic past built around the former W&OD railroad. Residents of the Washington Metro Area would travel by train to vacation in Round Hill to escape the city life. This required a local tourism industry that depended on large houses that could provide lodging for tourists. Round Hill could recreate that history by promoting itself as a weekend getaway town that offers scenic views of the mountains, local bike trails, canoe trips around Sleeter Lake, and walking tours past historic houses. The Town could support tourism on a smaller scale. This would not require sacrificing the quality of life for residents, but instead could add to the quality of life for residents. The following are examples of possible local assets, amenities and marketing brands that could attract tourists to Round Hill, while remaining benefits to local residents:

<b><i>Outdoors &amp; Nature Tourism</i></b>	<b><i>Weekend Getaway Tourism</i></b>
<ul style="list-style-type: none"> <li>● Sleeter Lake</li> <li>● Virginia Birdwatching &amp; Wildlife Trail</li> <li>● Appalachian Trail Community</li> <li>● Outdoors &amp; Nature Education</li> <li>● Shenandoah River</li> <li>● Equestrian Trails</li> </ul>	<ul style="list-style-type: none"> <li>● Local Vineyards &amp; Breweries</li> <li>● Bed &amp; Breakfasts</li> <li>● Art Studio Tours</li> <li>● Historic District Tours</li> <li>● Music Concerts or Festivals</li> <li>● Romantic Getaways</li> </ul>



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# Economic Development

## Goals, Objectives & Strategies

**Overall Goal:** Round Hill will be differentiated: by lively neighborhoods and business districts, cultural and recreational attractions, a great sense of place, protected natural areas, and deep pride in local character, products and foods. This Chapter will lead the town toward the type of economic development strategies that will result in the retention of all the attributes that brought many of its residents and visitors here in the first place.

**Goal 1: Implement coordinated economic development strategies that combine the resources of local governmental agencies, non-profit organizations, businesses and institutions to maintain and enhance the quality of life in Round Hill.**

- a) **Objective:** Plan for sustainable economic development and not simply economic growth at the expense of local community and quality of life issues.
1. Strategy: Support economic development projects which increase the overall well-being of residents and maintain or enhance the quality of life of the community.
  2. Strategy: Reference public input and surveys when considering what types of businesses to attract and how to make appropriate business resources available.
  3. Strategy: Study the new options and formats for commercial uses that are currently in demand and could possibly be sustainable in Round Hill such as: pop-up retail spaces, flex spaces (or buildings), co-working spaces and micro-retail spaces.
- b) **Objective:** Consider pursuing a series of detailed studies and master plans over the next four years focused on developing comprehensive economic development strategies for the two Round Hill commercial districts, as well as the one Joint Land Management Area commercial district.
1. Strategy: Complete a Community Economic Analysis to examine local economic data and conditions to define Round Hill's needs, strengths, barriers, opportunities, readiness, and resources. The results can also be used to guide future land use and policy decisions.
  2. Strategy: Complete a Parking Lot Study and Master Plan in order to consider opportunities for a town-owned Public Parking Lot, a privately owned Public Parking Lot, or other parking solutions to stimulate the revitalization of downtown.

3. Strategy: Complete a Central Commercial District Study and Master Plan that will examine the commercial uses, public uses and public buildings around the Loudoun and Main Street intersection.
  4. Strategy: Complete an Arts, Culture and Creative Placemaking Study to identify new economic development opportunities and develop recommendations to include in a future Public Art Master Plan.
  5. Strategy: Complete a Round Hill Brand and Marketing Study to help the town develop the brand that Round Hill wants to portray to residents, visitors, and local entrepreneurs.
- c) Objective: Enhance and diversify the town’s commercial tax base, while maintaining its historic character and quality of life, by supporting small-scale, appropriate, and diverse commercial development.
1. Strategy: Ensure there is sufficient and suitable land area for economic activity by carefully considering land development applications that would reduce the amount of existing commercial zoned land.
  2. Strategy: Prevent lost opportunities to create a diversified commercial tax base by following best practices in sustainable planning for the town’s economic future.
  3. Strategy: Implement methods to retain existing businesses and develop contingency plans for vacated business locations.
  4. Strategy: Consider amendments to the Zoning Ordinance to stimulate a quality local economy appropriate in scale and context for the town.
- d) Objective: Provide residential property owners with options to utilize their residences for income generating purposes and for the greater economic benefit of the town, as long as the rights of adjacent neighbors are considered in the development and administration of these options.
1. Strategy: Study and consider a permitting process to regulate by-right Bed and Breakfast establishments.
  2. Strategy: Study and consider a permitting process for residential property owners to rent out their homes as vacation houses.
  3. Strategy: Develop a permitting process to allow residents to choose a “Live-Work” option, as an alternative to home occupations, to increase 1) the percentage of the

- dwelling unit to be used for a business; 2) the public presence of a business and 3) the number of arts-related businesses in Round Hill.
4. Strategy: Educate the public on the options available to have a home occupation in accordance with the current Zoning Ordinance.
  5. Strategy: Support the use of residential dwelling units by child or adult care service providers.

**Goal 2: Focus revitalization efforts on the Central Commercial District, direct long-term economic development strategies towards the Eastern Commercial District and partner with the County to protect the Western Commercial District as a local asset.**

- a) Objective: Promote the benefits of investing in the revitalization of the Central Commercial District to improve the local quality of life and local economy.
  1. Strategy: Seek collaboration and cooperation with residents and business owners to revitalize the Central Commercial District.
  2. Strategy: Provide support to both new and existing local businesses through education, outreach, and partnerships with County agencies.
  3. Strategy: Balance a strong, locally-based, and sustainable economy with the residents' desire to preserve the small-town atmosphere.
  4. Strategy: Provide adequate, attractive, and unobtrusive business opportunities to residents of the Greater Round Hill Area in order to encourage "home-grown" business start-ups that will continue the tradition of locally owned businesses.
- b) Objective: Welcome businesses to the Eastern Commercial District that will provide community gathering spaces, specialized services, and regional attractions that add to the quality of life for residents and differentiate the town's local economy from neighboring towns.
  1. Strategy: Seek collaboration and cooperation with owners of the commercial land in the Eastern Commercial District to develop the 12-acre parcel and the Potts House.
  2. Strategy: Protect the Eastern Commercial District as a valuable area to grow the town commercial tax base with a variety of use possibilities and design scenarios.
  3. Strategy: Encourage the creation of unique commercial properties featuring a high concentration of cultural amenities that stimulate economic development and community revitalization.

4. Strategy: Encourage uses of Eastern Commercial District to be geared towards businesses that are considered community gathering places.
5. Strategy: Continue collaboration with the Loudoun County Design Cabinet to recommend a set of design guidelines and list of future uses for the Eastern Commercial District.

c) Objective: Work closely with the County to maintain a partnership with the owners and tenants of the commercial land in the Western Commercial District to maintain a unique historic commercial destination at the Western Gateway into Round Hill.

1. Strategy: Support the businesses located at the Hill High building to make them feel part of the Greater Round Hill community and the town identity.
2. Strategy: Recognize the historic Hill High building as a local asset and tourist attraction that provides a unique destination for both residents and visitors.

**Goal 3: Develop affordable solutions to promote the identity of Round Hill with distinct, recognizable elements and to enhance the image of town as an enjoyable place to live, work, and visit.**

a) Objective: Support a quality public streetscape environment and the creation of new spaces for people to rest or gather with friends and family.

1. Strategy: Coordinate with local organizations and local businesses to offer street life amenities and gathering places in public spaces, on a temporary or permanent basis.
2. Strategy: Encourage property owners/tenants to utilize facades as recognizable street features that foster a memorable image and a sense of community.
3. Strategy: Educate property owners/tenants on methods to improve the appearance of walls and gaps in the streetscape edge, in order to make the streetscape more active and beautiful.

b) Objective: Promote gardens and public art as mechanisms to beautify Round Hill and to support more sustainable branding strategies in the future.

1. Strategy: Educate property owners/tenants on the benefits of gardens, planters and public art as cohesive design elements that can visually connect an array of public and private landscapes.
2. Strategy: Encourage gardens, planters and public art to be installed not only along public sidewalks or plazas, but also in street medians and shoulders, private patios and courtyards, building alcoves, and other public spaces.

**Goal 4: Promote the historical, cultural, and natural resources of the Greater Round Hill Area as marketable economic commodities that can provide an exceptional quality life for residents and a quality experience for visitors.**

- a) Objective: Utilize historic preservation efforts to aide and stimulate local economic development, encourage community revitalization and protect regional history, culture and pride.
1. Strategy: Develop educational methods to increase public support for historic preservation as a tool for improving the overall quality of life of the community.
  2. Strategy: Work with Visit Loudoun to welcome heritage tourists to town.
  3. Strategy: Build upon the history of the Round Hill as a vacation retreat by encouraging the development of Bed and Breakfast establishments.
  4. Strategy: Promote town as a getaway destination, with the intent of increasing the frequency and duration of visitors to the town.
- b) Objective: Promote the town’s close proximity to nature, recreation and open space attractions of the Greater Round Hill Area as an important factor in choosing to open a small business in town.
1. Strategy: Continue marketing the town to new businesses and residents as the “Gateway to the Blue Ridge Mountains.”
  2. Strategy: Incorporate the Appalachian Trail and Sleeter Lake Park into Round Hill’s marketing efforts.
  3. Strategy: Support the Rural Economic Development Council and embrace the strategic location of the town among the scenic vineyards and farms of Western Loudoun County as part of Round Hill’s marketing and economic development efforts.
  4. Strategy: Support the Loudoun County Loudoun County Equine Alliance and embrace the strategic location of the town among the horse farms of Loudoun County as part of Round Hill’s marketing and economic development efforts.
  5. Strategy: Evaluate the development needs of a future Agriculture and Rural Business Accelerator to determine what sites in the Greater Round Hill Area are possibly suitable for its construction and establishment.

- c) Objective: Incorporate the Greater Round Hill Area arts and culture industry into long-term economic development strategy for Round Hill.
1. Strategy: Encourage the installation of small-scale art pieces throughout the town and other art projects that promote the history, culture, and people of Round Hill.
  2. Strategy: Continue to promote the Loudoun County Art Studio Tour by residents of Round Hill.
  3. Strategy: Continue to promote the Old Furniture Factory Blue Grass Jam music.
  4. Strategy: Develop a strong relationship with the town's Sister City *Velence, Hungary* known as a lakeside resort community.
  5. Strategy: Participate in the Loudoun County Artisan Trail.
- d) Objective: Foster community gathering experiences by partnering with public and private organizations to develop and support local festivals or programs at Town Parks and Commercial Districts.
1. Strategy: Conduct a feasibility study with cost estimates for constructing appropriate facilities at the new Town Park to be located on Greenwood Drive.
  2. Strategy: Consider reinstituting a "Movies in the Park" summer series at a Town park with the help of local community partners.
  3. Strategy: Continue to provide support to the Hometown Festival as the signature community festival for Round Hill.
  4. Strategy: Support musical events within Town parks and venues and seek concert opportunities for the town.