



# 2014 COMMUNITY SURVEY REPORT



TOWN OF ROUND HILL

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# Acknowledgements

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## **Mayor**

Scott T. Ramsey

## **Town Council**

Mary Anne Graham, Vice Mayor

Daniel Botsch

Janet Heston

Clarkson Klipple

Christopher Prack

Frederick Lyne

## **Town Planning Commission**

Manuel Mirabal

Elizabeth Wolford

Michael Hummel

Stephan Evers

## **Town Administrator & Town Clerk**

Buster Nicholson

## **Town Planner & Zoning Administrator**

Melissa Hynes

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# Forward

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The 2014 Round Hill Community Survey was hosted by the Town of Round Hill in November 2014. There were 223 total responses from residents in the Greater Round Hill Area.

The findings of this survey were used in discussions and debate among the Planning Commission and the Town Council when drafting goals, objectives and strategies for the 2016 Comprehensive Plan.

The survey provided a base for 2015 public input meetings building upon residents' answers and allowing participants to further articulate their comments, concerns and ideas.

In addition, summaries of sections of the survey will be incorporated into the final 2016 Comprehensive Plan document.

Thank you to everyone who contributed to this survey!

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# Summary

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The 2014 Community Survey was held in November 2014 as part of Phase 3 in developing the 2016 Comprehensive Plan. The Town received 223 responses to the survey. The survey categories were as follows:

- Living in Round Hill
- Character of Round Hill
- Downtown Round Hill
- Economic Development
- Public Services & Community Projects

A number of questions were posed with the intent to help define residents' idea of Round Hill's "identity."

## LIVING IN ROUND HILL

Over 60% of the respondents have moved to Round Hill in the past 6 years. The Consent Decree with Oak Hill Properties was reached in 2000, and since then, Round Hill went from a "sleepy rural town" of 200 homes to a town with a historic core surrounded by new subdivisions. More than 1,300 new homes were built in 13 years.

Anyone who moved to Round Hill post-2002 has witnessed constant construction and development at an average of 100 new homes a year. Construction vehicles, dump trucks and bulldozers have become a part of life in Round Hill that residents look forward to seeing an end to as soon as possible.

40% of residents moved to Round Hill to escape the "hustle and bustle" life of Fairfax County or Eastern Loudoun County and to relocate to what was supposed to be a quiet, small rural town. 64% of residents said that the "**Small Town Feel**" was one of the most important factors in deciding to move to Round Hill.

Although many residents did not choose to buy into a construction zone, they still love living in Round Hill. 45% of residents said the Quality of Life in Round Hill is "Excellent" and 48% said Quality of Life in Round Hill is 'Good.'" In other words, 93% of residents rank Round Hill with a "Good" or "Excellent" Quality of Life. It is their **Quality of Life** that they care about and want to protect.

The Town Comprehensive Plan supports providing a diverse housing stock for people of all ages and incomes. In Loudoun County as a whole, there is a demand for workforce housing for the local teachers, police officers and nurses. In Round Hill, there is a demand for senior housing options such as Assisted Living Facilities (13%) and homes that feature One Floor Living (29%). There are

many seniors who have lived their entire lives in Round Hill and no longer need their large single-family homes. They want to down-size, but still be able to **stay in Round Hill**. On the flip-side, Round Hill is also a community of young families and families that are still growing, which leads to a spike in demand for Starter Homes for Young Families (49%) and Large Homes with 4 or more bedrooms (32%).

Round Hill is a Bedroom Community. The Survey defined the term Bedroom Community as *“a town whose residents normally work elsewhere, although they live and sleep in these neighborhoods. Where there is little commercial activity beyond a small amount of retail, oriented toward serving the residents.”* Based on this definition, 56% of residents confirmed they want Round Hill to continue to be a Bedroom Community. Feedback on this question came in the form of residents who wanted to clarify that they would like to see some **controlled growth on the small scale** (such as a café, gift store and/or specialty shop).

Because there are no employment centers in Round Hill, 93% of residents have to commute outside of Round Hill to go to work. The average commute is about one hour. 28% of residents are commuting to the Sterling-Reston-Herndon Area.

The most common complaint about commuting is traffic on Route 7 (27%) and in response respondents want to see additional lanes on Route 7 (16%). Alternatives to driving alone in traffic (88%) would be to Carpool (8%) or ride Commuter Buses (5%).

In response to the 13% of residents who said that these two alternatives would improve their commute, the Town of Round Hill is considering supporting the creation of a **County Commuter Lot** that would support carpoolers, commuter buses and metro buses. Public Transportation options and Carpooling are short-term more affordable solutions to reducing traffic on Route 7, in comparison to a long-term more costly option of adding new lanes on Route 7.

## CHARACTER OF ROUND HILL

Round Hill residents are hard-working people who spend their week working or traveling to work. That means on the weekends they want to be enjoying every moment of their free time. There are **few options for recreation and entertainment** within Round Hill, so many residents go outside of Town to neighboring towns or neighboring attractions on the weekends. Popular towns to visit include Purcellville, Middleburg, Winchester and Harper’s Ferry. Types of places residents go to visit include areas featuring parks, nature, trails or bodies of water.

### Preserving History

Round Hill has a long history that dates back into the 18th Century. 26% of residents think the history of Round Hill is very important today for the Town as a whole, and 37% think it is important.

While the majority of residents rank the history of Round Hill as important, there are differences in opinion on how to protect and preserve the history of Round Hill.

- 23% of residents thought the Town should promote the History and Historic Architecture of Round Hill to tourists and visitors.

Some of the most critical feedback from residents on the history of Round Hill, (and historic preservation efforts) were comments from residents who shared that they have NO knowledge of the history of Round Hill. This is something that the Town Council would like to work hard to remedy. There have already been conversations among the Town Council to host an annual “**History of Round Hill Night**” where historians would be invited to speak on the history of Town.

Promotion and preservation of Round Hill’s historic architecture will require support from the community. The survey showed that the majority of residents think it is important that the Town work to **educate the public on the benefits of historic preservation**. Preservation and everyday maintenance of a historic structure can become costly. Grants and other incentives are options that the Town Council may consider to support local owners of historic buildings in Round Hill.

- 16% of residents think it is very important that the Town Council offer grants and other incentives for building façade improvements, and 24% think it is important that they do so.

Historic Preservation can sometimes be a divisive issue, but overall Downtown Beautification is something more people can support.

- Only 4% of respondents said that the beautification projects in Downtown Round Hill are NOT important.
- 44% of residents view Round Hill as quaint but could use a few improvements (in other words, ranking the appearance of the Town a “3” out of 5 stars). A combination of **Town Beautification Projects** and **Historic Preservation Projects** could boost the overall appearance of Downtown Round Hill.
- 57% of survey respondents were in favor of the Town providing grants or other incentives for building façade improvements. The overall look and feel of Round Hill is important to residents who want to protect their hometown.
- 65% of survey respondents were in favor of the Town managing the design of new development to reflect community character.

## DOWNTOWN ROUND HILL

Downtown Round Hill is also known as the “Central Commercial District” in the Town Comprehensive Plan because it is the heart of the Town Commercial businesses.

- 41% of residents said that they visit this area once a week, while 28% said that they visit once a month.
- The most common reason to go Downtown was to patronize:
  - Gas station (31%),
  - the Post Office (15%) or
  - One of the convenience stores (14%).

- 80% of residents said that they would visit Downtown more but there are too few places to visit.

This leads to the question: What businesses would they like to see in Downtown Round Hill? The only survey criteria was that new business would need to “fit in” with the character of Downtown. The Survey suggested about 8 businesses and left space for open comment.

- The most popular choices for businesses among residents were
  - Coffee Shop (76%)
  - Bakery (73%)
  - Neighborhood Deli (70%)
  - Ice Cream Parlor (65%).

About 20% of respondents chose to provide additional comments or options. Out of those additional choices, the common themes surrounded a desire for more prepared-food options, a local tavern, and specialty retail shops. People are also looking to “buy local” meaning a desire to support locally grown/raised food stores and locally-owned businesses.

## ECONOMIC DEVELOPMENT

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 was brought into the town limits in 2005. At the time of the rezoning, a commercial shopping center officially became a permitted use for the site according to the Town Zoning Ordinance. This site cannot be rezoned back to Residential without the owners of the land requesting it.

The owners of the land came to the Town Council in September 2014 to get a feel for the type of businesses and architecture that would best fit the vision for Round Hill. The Town Council wanted to be able to open this question to the residents, so that is part of the reason it was listed in the Survey.

The Town is limited in its ability to control the types of uses in the future shopping center, but the Town can work with the developers on the behalf of the residents to try create the best shopping center for Round Hill. The Town does have the ability to influence the layout, design and architecture of the shopping center.

The Survey suggested ten businesses for the new shopping center and also left room for open comment or additional business options.

- The two popular choices were:
  - Small Grocery Store (58%)
  - Activity Studio for Children such as Dance, Music, or Martial Arts (49%)
  - Urgent Care/Medical Office (35%)
  - Hardware Store (35%)

Almost half of the residents took them time to list additional options or comments. The top choices were almost the same as the choices for Downtown Round Hill: Local Restaurants, Small Grocery Store and Small Food Retail/Café.

The Survey is a fascinating peek into Round Hill because there was such a range of choices and options suggested both on the “want list” and the “do not want list.” Of course - this makes perfect sense to see this diversity in preferences in a community made up of a diverse population that includes young families, senior citizens and “dinks” (dual-income, no kids). It becomes hard to choose an exact list of the most popular businesses outside of the strong desires for more food and beverage providers.

However, there was a consistent theme among the comments related to any commercial development in town: Many of the outspoken residents feel strongly against the classic strip mall image with low-end users. They want to see the “bar raised” on the quality of a future Town Shopping Center - meaning no waste of space, little to no chain restaurants/chain retail providers and no big box stores.

In addition, the Town wants to complement Purcellville not compete with it. Many residents know that they can get many goods and services from the neighboring Town of Purcellville. They 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.

Round Hill does not want to be “Anyplace, USA” – they want their shopping center to be special destination, because it will be the only shopping center to be built in Round Hill. This 12 acre parcel is the only vacant land in Town, greater than an acre, zoned Commercial. The shopping center should be designed to blend into the community and evolve into feeling like an extension of Downtown Round Hill.

## PUBLIC SERVICES AND COMMUNITY PROJECTS

When working on developing the long term plan for the future, it is important to know what is that you are striving to become or what you are trying to protect. In the Comprehensive Plan, the Town Council will include a list of recommended action items on capital improvement projects. In order to develop this list, the Town Council needs more insight on the needs and wants of the community.

There are some capital improvement projects or community facilities that are out of the Town’s control but the Town could advocate to the County, State or Private Sector for some of the projects or facilities.

- The three most popular choices for future recreational opportunities in Round Hill were:
  - Creation of a Community Center (52%)
  - Bike Trails (48%)
  - Access to Sleeter Lake (47%).

The fiscal year for Round Hill starts July 1 and so budget season starts in January every year. During budget season, the Town Council reviews not only the Capital Improvement Plan but also the Comprehensive Plan for guidance on key projects. The Town Council has to prioritize projects in order to determine what projects receive funding.

The Survey asked residents to help prioritize proposed Community Development Projects.

- There was practically a tie between:
  - Improvements to parks and recreational opportunities (62%) and
  - Incentives to encourage the beautification of Downtown Round Hill (61%).

## DEFINING ROUND HILL'S "IDENTITY"

"Identity" is an element of the Comprehensive Plan. The Plan identifies "identity" as *an environment with separate and unique features, that create memorable moods and human experiences, protect and encourage family and community life and establish a sense of place by way of visual and natural elements that are experienced and observed.* The Survey asked vague questions that would help residents explain how they see the "Identity" of Round Hill.

For example, the question about regional tourism helped put in perspective how residents view Round Hill.

- 35% of respondents said that they do not want Round Hill to become a regional tourism destination. This shows a desire to keep Round Hill quiet and small, cut-off from the outside world, or a retreat from the hustle and bustle of the big city life.
- At the same time there was a "tie" between the two most popular answers. 46% of residents said that the Town should focus on its role in the "Northern Virginia Wine Region" and 46% of residents want the Town to be memorialized as the "Gateway to the Blue Ridge Mountains."

Asking residents questions about their hobbies, interests and passions also is another way of discovering the "Identity" of Round Hill because residents are at the heart of Round Hill. Many residents listed outdoor activities and sports as their hobbies.

Many residents love Round Hill, but at the same time it is hard to define why they do. It is hard to put into words the feelings surrounding the strong connection they have to a small town that feels like home. Survey respondents talked about "**protecting Round Hill**" or "**don't change Round Hill.**" In order to protect and preserve Round Hill, the Town Council needs to know what pieces of Round Hill are special and to protect over the next 20 to 50 years.

There were several survey questions that were set-up to try to connect with residents and try to define these "special pieces" which can come in all styles, sizes and forms. It could be Round Hill's **natural resources, local assets, neighborhoods or just the small town feel.** Picture all of these pieces tied together to build the Round Hill as we know it today. When a piece is special – sometimes the best way to ensure its survival is to **highlight it, embrace it and memorialize it.**

The question was posed to residents: “what small towns have you visited that are similar to your vision for the future of Round Hill?” This is a tricky question because some people said “**there is no place like Round Hill**” which was not the intent of the question, while other people would mention their vision is to be like a bigger town such as Purcellville. Both of these answers are on opposite sides of the spectrum so it’s hard to define what they exactly want.

If we look toward the middle -- *at the people who spoke of towns that you may have never heard of before* -- you can find “the special pieces” that people love about Round Hill hidden or represented in these other towns. In studying some of the towns that residents suggested we research, the following phrases and descriptions stood out to us because they could easily be applied to Round Hill, as part of a greater vision for the present perception of Round Hill and future outlook for Round Hill:

- 1) A community rich in history and consists of resident artists, shops, restaurants, businesses, and a local town government
- 2) Features outdoor dining, ghost walks, town boat dock and more
- 3) Quality of life. It's the reason most people live in small towns
- 4) An area of extreme scenic beauty where wildlife share their habitat with mankind
- 5) Lake, streams and woodlands surround the town wrapping it in a package of natural beauty
- 6) At its core, a small town peace and quiet mixed with neighborly closeness. The true meaning of "community" is being lived here every day.
- 7) Here you will find charming subdivisions, town parks, expansive rural living and working farms
- 8) While the Town has a tiny year-round population, it is often filled with tourists on the weekend, who come for the outdoor recreation opportunities at the surrounding the local parks
- 9) If you love the outdoors, than this town is your kind of place!
- 10) The town offers hiking and biking, relaxing and fishing – a family friendly town offering many outdoor activities as well as educational lectures
- 11) A unique community with an extraordinary location, centrally located between a Lake and the Mountains
- 12) Our historic downtown will tempt you with great restaurants and locally owned shops.
- 13) Our architecture will remind you of 19th century New England. Our citizens love living here and enjoy sharing their community!

- 14)** We are proud of our history and we fondly remember our heritage. This Town is a great place to live and raise a family.
- 15)** A town renowned for its eclectic offering of all the finest things in life... food, wine, friends and fun. The charm and genuine down to earth personality of the town are inescapable.
- 16)** Take a stroll around town and discover the treasures and treats of small town individuality that make us so special.
- 17)** World class shopping, renowned art and sculpture, organic locally grown produce and artisanal breads, wines and cheeses, intimate bed and breakfasts, independent bookstores, treasure troves of antiques and so much more. Centrally located among wineries and tasting rooms, this town is the ideal place to discover all the best that wine country has to offer!
- 18)** A charming, tree-lined village with a population of less than 1000, while other towns have succumbed to glitz, our town has retained its historic charm.
- 19)** The tourism and leisure activities are fueled by people's desire for quiet charm, fresh air, summer breezes, and a haven from the hustle and bustle of city life.
- 20)** Located in the foothills of the Blue Ridge Mountains, our town is the gateway to fun and adventure for all...beautiful scenery rolls out in every direction from town.
- 21)** We offer many specialty shops, antique stores, galleries, and several restaurants catering to visitors. Art and crafts of all levels, bed & breakfasts, and many other attractions abound in the country atmosphere

All of these phrases were written to describe other towns from around the country, but they could have easily have been talking about Round Hill.

How do we protect this vision? How do we ensure that residents who take this survey in 20 years feel as passionate about Round Hill as residents do today?

The Town of Round Hill Town Council and Planning Commission want to develop strategies to protect this vision and incorporate the strategies into the 2016 Comprehensive Plan.

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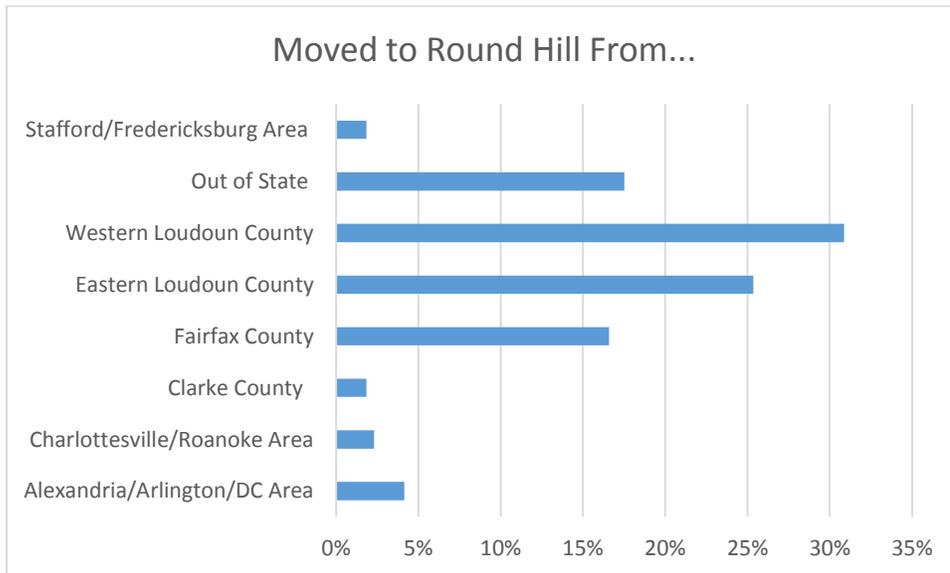
# Survey Results

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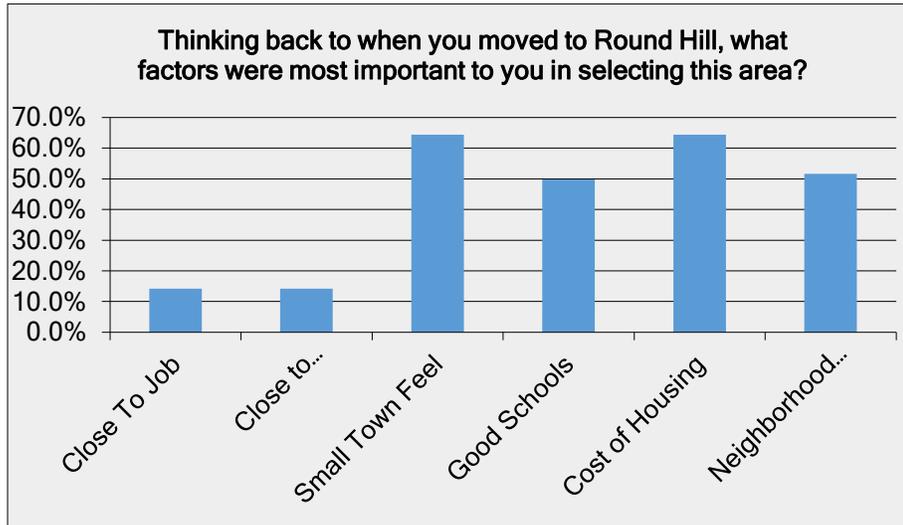
## Question 1: How long have you lived in Round Hill?

5 mo or less	6%
6 mo to 11 mo	9%
1 yr. to 3 yr.	31%
4 yr. to 6 yr.	14%
7 yr. to 9 yr.	15%
10 yr. to 12 yr.	16%
13 yr. to 19 yr.	6%
20 yr. to 40 yr.	4%
40 yr. to 60 yr.	1%

## Question 2: Where did you move from?

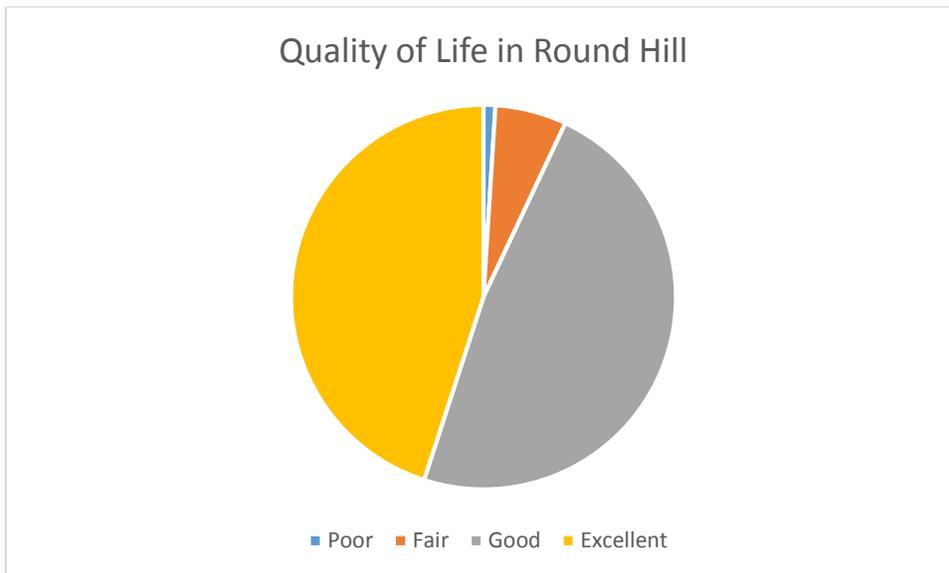


**Question 3: Thinking back to when you moved to Round Hill, what factors were most important to you in selecting this area?**



*Note: 8% of residents said that they moved here to be close to open space/nature*

**Question 4: How would you rate the quality of life in Round Hill?**



*Note: Out of 221 responses, 54 people provided an explanation*

**Option to Explain Answer on the Quality of Life:**

**Quality of Life Concerns about the Cost of Utilities**

1. Call the life is fair, however the utility rates seem to be higher than what we're used to. We move from an area where the housing cost is higher and utility rates are lower. In Round Hill the housing costs are lower but the utility rates are higher. So far it has not been worth the move.

2. Because the Villages of Round Hill, and Lake Point are not "part of the town" we have little representation, and the Town Council and Mayor have little incentive to treat these neighbors as valuable citizens. Because these residents provide 80% of the water and sewer revenue they should have the opportunity to have input on budgets and needs for the services they pay for.

#### **Quality of Life Concerns about Growth & Development**

3. I am losing confidence that the county has enough spine to stand up to builders. The big developments to the south of Round Hill are quite disturbing. So much more traffic will have to come through the Airmont Road-Loudoun Street intersection that we will see jams like never before.
4. It frightens me that you are considering putting in a strip mall somewhere in Round Hill. Don't Purcellville Round Hill!!! Purcellville, and all we need, is ONLY 4 miles away for goodness sake. Also, it concerns me when I start seeing trees being cut down to make way for development. We came here for the small town feel, please keep it that way.
5. The town has allowed for excessive growth without restriction. The land was raped, now all these people are bringing trash, light pollution, noise, traffic congestion. The houses are enormous for the lot sizes and they have a city mentality.
6. The quality of life in round hill is diminishing since we've moved here. The constant development of new houses and increase in traffic is making the area much less desirable.
7. I would rate it as excellent but the new development being allowed in the villages and along Woodgrove Road is destroying the essence of Round Hill. More people, more cars, more strangers, less open space. I don't want to live in Leesburg or Reston. I don't want urban gentrification.

#### **Quality of Life Positive Comments**

8. We really appreciate the small town feel, with the relatively easy access to both rural and urban areas.
9. What's not to love? Friendly people, low crime, well located.
10. Round Hill is an amazing town, a jewel to find. Drivable to get what you need, yet we love how the town have been protected from large growth. It makes the schools, traffic, and living environment pleasant. All reasons why we moved out here.
11. Quality of life is good here because it's safe, and the location is great (e.g., equidistant between Leesburg and the Appalachian Trail, close to the river, not a huge haul to DC, etc). Traffic on Rt. 7 is a bit of a drag but can be overcome.

#### **Quality of Life Concerns about Economic Development**

12. It would be great to have a local hub where residents could come to build community.
13. It's has been very difficult to start a small business in town. Too many hurdles to overcome. It is much easier in Purcellville.
14. Needs to be development on the commercial lot that the Town annexed next to Sycamore Village.
15. More community events. Allow for small business to create better tax base.
16. The Town Council not allowing the gas station to remain open 24 hours (credit card sales after 8pm). I don't feel like the Town is very friendly towards businesses.

17. More retail/restaurant options would be great! I would rather give our expendable income to the town in which we live.

**Quality of Life General Comments & Concerns**

- 18. It is excellent, but I have issues with water prices, roads (specifically Main Street not having sidewalks all the way to Evergreen)
- 19. I am concerned over residential properties not being taken care of both by owners and renters. In addition, the cut thru of noisy personal and commercial vehicles thru neighborhoods like Mulberry and Cedar Street roads off main roadway in front of Town Hall.
- 20. Would love to see some type of public transportation from Round Hill to Purcellville. Need sidewalks from Evening Star to town. Widen roads in town. Make water bill the same for in town and out of town residents.
- 21. Though I love my house and neighbors (Fallswood), I've never really felt Round Hill was a community. I've always felt around Hill was broken into in-town and out-of-town, with in-townners taking the position that I was not part of the community. I actually feel more a part of Purcellville than Round Hill (taking part in their festivities rather than RH).
- 22. The Town of Round Hill itself, however, feels like a run-down, has-been dump. You can easily see how it could be beautiful and unique, and actually a draw to the area, but it has been let go to pot.
- 23. Lack of community pool, clubhouse, and tennis courts, etc. Poor snow removal.
- 24. The only significant improvement to our Town would be a way to walk/bicycle safely to Purcellville. Such an improvement would be a significantly enhance our Town by offering easier access for children and those who would like to walk or bike to the greater amenities offered in Purcellville.
- 25. Many roads (719 in town & 711 at the intersection of 719) desperately need widening and pothole maintenance

**Question 5: What types of housing do you feel are needed in Round Hill? (Check all that apply)**

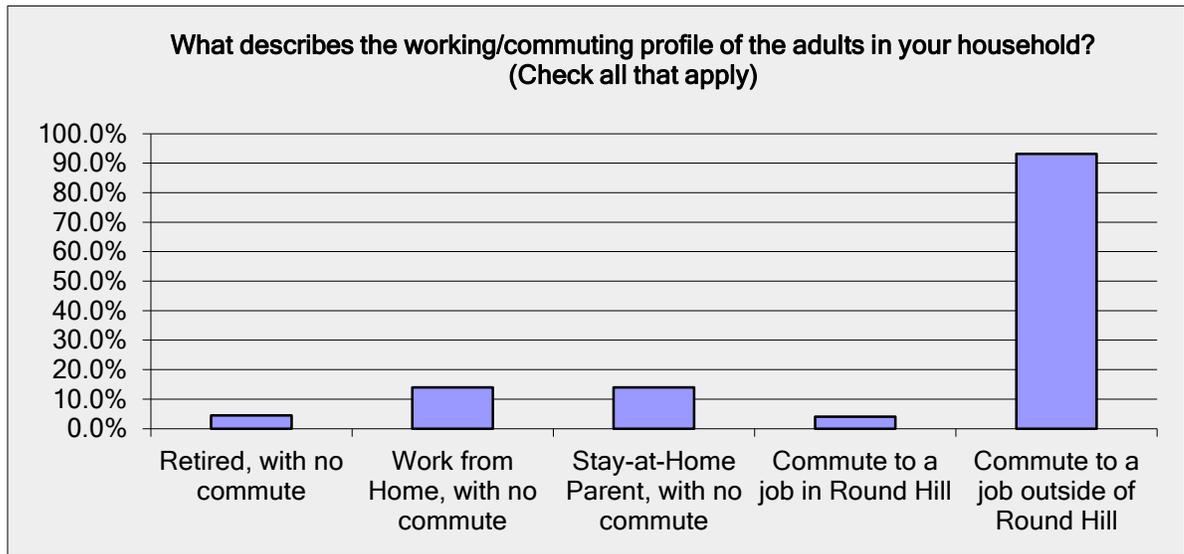
Answer Options	Response Percent
Assisted Living Facility	12.9%
Single Level Living (One Floor House)	28.9%
Condominiums and Apartments	4.0%
Townhouses and Duplexes	7.5%
Larger Homes with 4 or more bedrooms	32.3%
Affordable or Workforce Housing	14.4%
Starter Homes for Young Families	48.8%

*Note: 201 responded to this question, 21 skipped the question*

**Other Comments about Types of Housing, Growth & Development:**

1. Use local builders to fit the town character, do not build cookie cutter houses
2. Homes build with a little imagination would be nice. Too many prepackaged phony colonials.
3. Homes on larger lots, not the cookie cutter homes on postage stamp lots currently being built
4. If you build low income housing or apartments we will move from this community. I already watched low income housing destroy the neighborhood I grew up in and I won't have my family experience the same.
5. A moratorium should be placed on further development.
6. I know growth is inevitable, but the main priority should be protecting the open space/wooded areas. Not every housing application needs to be approved/not every wooded area and open space needs to be demolished for new homes or businesses.
7. More assisted living and social/recreation areas for aging population
8. Smaller homes that are in keeping with the Round hill history-aka Sears kit homes
9. None preferable, but possibly a 55 and over community.
10. Homes where older residents can "age in place"
11. Why don't we sell the vacant homes before we add new ones?
12. None. At least, no more. The area is full of homes and I would like to see it stay small.
13. Better infrastructure needs to come first
14. I am already aware of Creekside. I think this is a good addition to the community.

**Question 6: What describes the working/commuting profile of the adults in your household?**

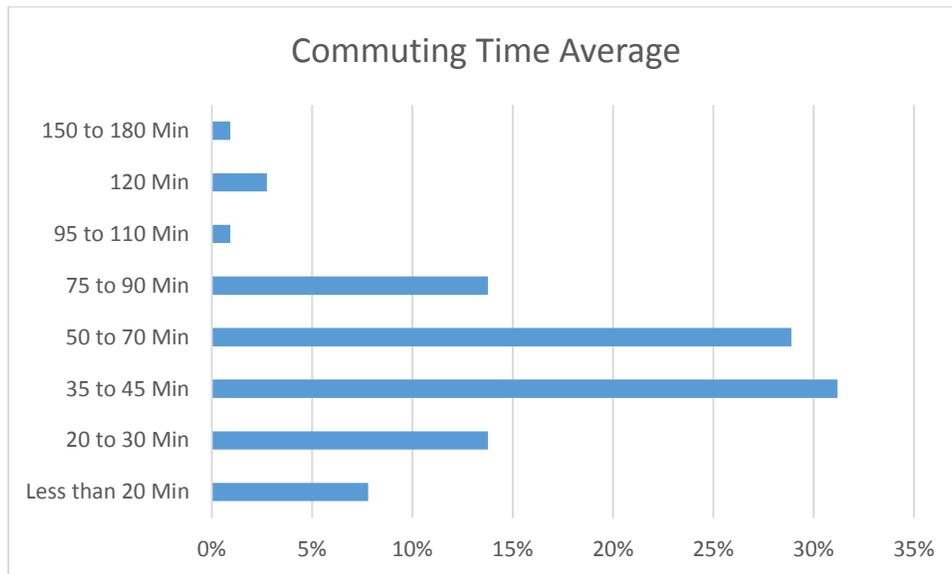


**Question 7: Part A: What Town or City do you commute to?**

Alexandria	5
Winchester	6
Ashburn	15
Bluemont	2
Brambleton	2
Chantilly	17
Charles Town, WV	2
DC	11
Dulles	7
Fairfax	7
Fairoaks	1
Falls Church	4
Hamilton	2
Herndon	20
Leesburg	27
Lovettsville	1
Manassas	1
Maryland	9
McLean	7

Multiple Sites	6
Purcellville	7
Reston	28
Rosslyn	2
South Riding	2
Springfield	2
Sterling	14
Tysons Corner	7
Vienna	3
Winchester	6

**Question 7: Part B: What is your average Commute Time?**



**Question 7: Part C: How do you normally commute to work?**

Carpool	8.2%
Commuter Bus/Park & Ride	5.3%
Drive Alone	87.5%
Marc Train	0.5%

**Question 7: Part D: What could improve your commute to work?**

Cheaper Tolls or No Tolls	10%
Less Development & People	3%
Less Stop Lights	5%

Less Traffic & Improve Traffic Flow	27%
Main Street Improvements	2%
More Lanes on Route 7	16%
Nothing	16%
Public Transportation	14%
Stoplight in Town	1%
Unique Idea or Comment (Below)	5%

NOTE: Unique Idea or Comments

- 1) Access across Potomac
- 2) More Bike Lanes
- 3) Enforce Speed Limit
- 4) Streetlights on Roads/Highway
- 5) I Drive a Work Truck - Can't Carpool
- 6) Need a Large Gas Station with Coffee
- 7) I have a Good Commute!

**Question 8: What are your favorite places to visit in the greater Round Hill area? (In & Around Town)**

**Local Towns**

Purcellville  
Middleburg  
Winchester  
Harper's Ferry

**Trails**

WO& D  
Appalachian Trail  
Bears Den

**Food & Drink**

Alamo Draft House  
Breweries & Wineries  
Savior Faire  
Tammy's

**Parks**

Woodgrove Park  
Watermelon Park  
Town Park  
Franklin Park

**Nature & Bodies of Water**

Sleeter Lake  
Shenandoah River  
Woods, Countryside & Scenic Areas  
Campgrounds

**Local Events**

Town Christmas Tree Lighting  
Round Hill Hometown Fest  
Yard Sales  
Bluemont Fair  
Bluegrass Jam

**Farms & Farm Markets**

Nalls Farm Market  
Chicama Run Farm  
Great Country Farms  
Hill High Store  
Snickers Gap Tree Farm

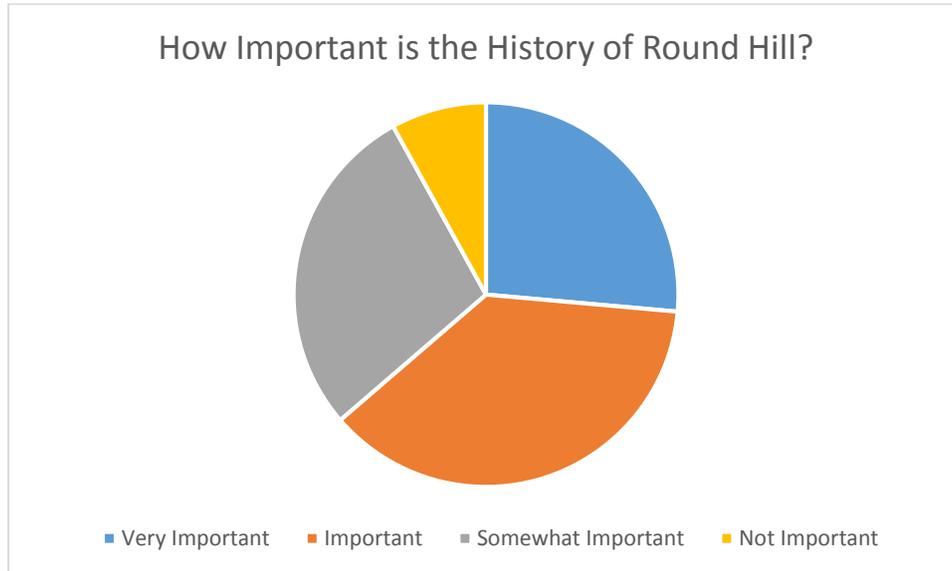
**Other Local Favorites**

Walking Around Town  
Stoneleigh Golf Club  
Old Furniture Factory  
Library  
Historic Sites  
Arts Center  
Visiting Friends  
Dulles Mall  
Pine Grove  
Sunny Ridge Road

**Comments**

Need More Places/Businesses  
Not Satisfied with Local Choices  
Nothing Around

**Question 9: Round Hill has a long history that dates back into the 18th Century. How important do you think the history of Round Hill is today for the Town as a whole?**



Optional Comments on the History of Round Hill & Historic Preservation:

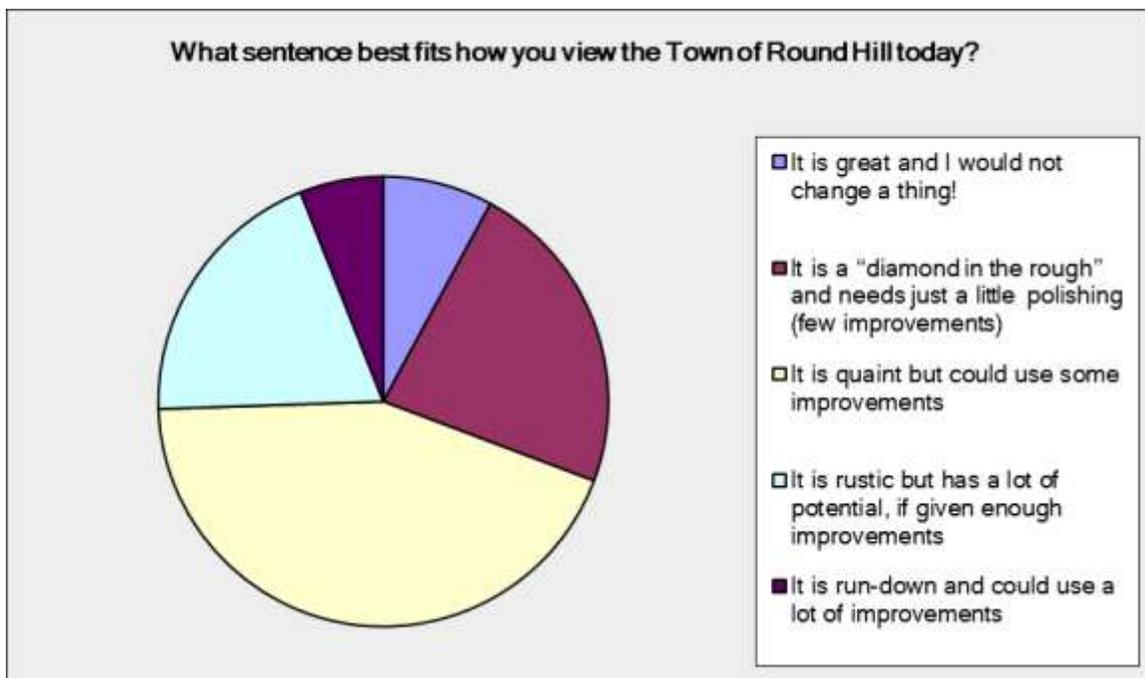
1. Not enough people know about Round Hill's history for it to be truly important. We need to have more information to make the area's history as important as it should be.
2. Maintaining the historic charm and small town feel of Round Hill should be paramount in the future of the town. Any future development in the town should respect the history and all historic structures.
3. In the nearly 1.5 years living in Round Hill, there hasn't been much discussion, notice, highlighting of the history.
4. "It is very important to maintain our history. Perhaps historical markers at pertinent locations and on houses. I also think we need to maintain the historical integrity of homes/businesses. If new homes are renovated, the exteriors should conform to some type of historical guideline or if possible to the way they were but using today's materials. There is nothing more discouraging than going into old VA towns and seeing modern business and houses. We just spent a long weekend in Richmond, VA and the old architecture is wonderful, as well as foundations/companies that have renovated old civil war sites/bldgs.
5. So much of the county is transforming into sprawl. Maintaining the town history provides future generations with the opportunity to experience a way of life that is disappearing everywhere else in the county, including Purcellville.
6. The history needs to be preserved in a way that the new people moving into Round Hill can appreciate it.

7. Very important but I don't know much or anything about it and would not know how to learn more about it other than by googling it.
8. Most local residents do not know this history; improved dissemination and engagement in its history would be a good thing (value the land & landmarks).
9. Preserving the heritage of Round Hill is critical as its history is one of the reasons people want to live here.
10. I hope Round Hill will be able to keep as many elements that reflect its history as possible, i.e., homes, the old train station, churches, and the fire hall. It would be nice if there were some way to make the history of the town more accessible to residents (I'm not sure how many more-recent citizens of the town know about Mrs. Thomas' book, for example); perhaps signage in the town and the town's website could be used to disseminate more of this information.
11. I would like to know more about the history, but it is hard to come by (specifically the barn that was torn down in the Mountain Valley section, and the old house that is about to be torn down.) Also the history interests me, but I don't like going to a website. It would be nice to have a visitor's center.
12. The history and small-town character are very important to making Round Hill an attractive place to live and raise a family.
13. We should have a place in town where the history is stated; the old homes and buildings give Round Hill much of its charm.
14. Many towns as they grow lose their history. It would be amazing to preserve. Already so many stories untold, the house that was a train station, the old mill, etc. seems like houses, and people are now wanting to go back to roots. Round hill has it!
15. The history of the town is evident, though hidden beneath general decay and the allowance of "blight" properties to exist. It is funny that "design standards" apply to new construction and have been used to keep businesses from opening in the town, yet houses are permitted to overflow their lawns with hideous plastic statues, pack their porches with garbage, etc., and somehow a giant cement double-wide is also allowed to grace our presence. There are some great properties here though and they should be emphasized - this could be turned in to a great "old town" with some even application of regulations and some modicum of implementation of the comprehensive plan.
16. I like the historical tie in, but don't see much invitation to the general public to participate in the preservation/knowledge of that history.
17. Town history affects the type of architecture in town -- the small town Victorian type architecture is quaint and should be maintained.

18. The history adds to the town but the town could use some improvements. It doesn't need to be a big city, but not so adverse to shopping/eateries
19. Would like to see any historical buildings kept and/or built around used in planning to making RH a bigger community
20. There is nothing around the town immediately noticeable that presents the history of Round Hill, so it's hard to tell if history plays a role since it's not displayed.
21. The Town should make a bigger effort to promote our history. So many residents are new to Round Hill and would be pleased to learn about the old rail service, the civil war significance of the town.

**Question 10: What sentence best fits how you view the Town of Round Hill today?**

It is great and I would not change a thing!	7.9%
It is a "diamond in the rough" and needs just a little polishing (few improvements)	22.8%
It is quaint but could use some improvements	43.7%
It is rustic but has a lot of potential, if given enough improvements	19.5%
It is run-down and could use a lot of improvements	6.0%



**Question 11: What do you think when you hear Round Hill referred to as a Bedroom Community?**

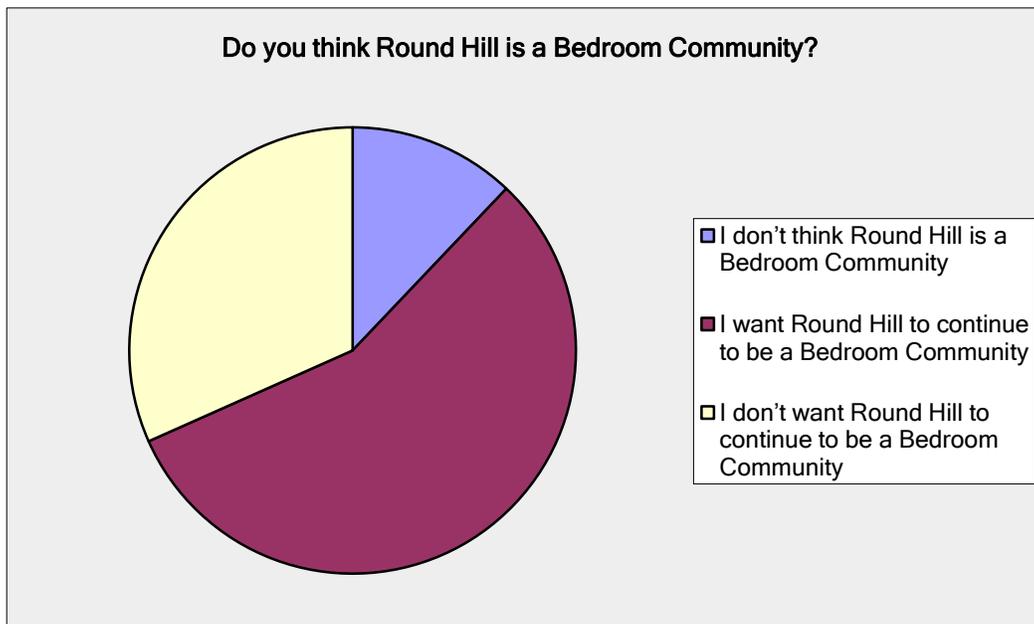
*Bedroom Community is defined as a town whose residents normally work elsewhere, although they live and sleep in these neighborhoods. Where there is little commercial activity beyond a small amount of retail, oriented toward serving the residents*

Answer Options	Response Percent
I don't think Round Hill is a Bedroom Community	12.1%
I want Round Hill to continue to be a Bedroom Community	56.3%
I don't want Round Hill to continue to be a Bedroom Community	31.7%

Note: 23 residents skipped this question and 37 residents had optional comments (Below)

Optional Comments:

Optional Comments	Responses
I want Controlled Commercial Growth on the small scale (café, gift store, specialty shops)	24
I want no growth and/or I am afraid of growth you would find in a big city	2
I am content with the current state of the Town	5
I am indifferent on this question	3



**Question 12: What small towns have you visited that are similar to your vision for the future of Round Hill?**

*Note: Purpose of this question is another way to understand how an outsider would view Round Hill, by sharing a town that compares to their ideal version of Round Hill.*

*Note: This question was not asking how to “change” Round Hill but how to protect, preserve and enhance this town through how the Town uses marketing or branding to protect its identity*

There were 110 responses, of which the following seem to match the identity, brand or vision of Round Hill as described throughout the 2014 Community Survey responses:

**a. Similar Town Identity: Occoquan, Virginia:**

*From their Website:* Historic Occoquan is a community rich in history and consists of residents Artists, shops, restaurants, businesses, and a local town government. It's outdoor dining, ghost walks, town boat dock and more are located just 11 miles south of the Capital Beltway on I-95 at exit 160 and then north on Gordon Blvd/Route 123 to Commerce Street.

**b. Similar Town Identity: Gresham, Wisconsin:**

*From their Website:* Where the quality of life abounds. Quality of life. It's the reason most people live in small towns. Gresham is an area of extreme scenic beauty where Whitetail Deer, Bald Eagles, Blue Herons and Largemouth Bass share their habitat with mankind. The restless Red River winds through Gresham forming the Upper and Lower Red Lakes. Seven smaller lakes, trout streams and woodlands surround Gresham wrapping it in a package of natural beauty. Gresham has at its core a small town peace and quiet mixed with neighborly closeness. The true meaning of "community" is being lived here every day.

**c. Similar Town Identity: Bainbridge Township, Ohio:**

*From their Website:* Here you will find charming subdivisions, township parks, expansive rural living and working farms. Bainbridge Township is truly a national jewel in the Chagrin Valley. Located an easy twenty-five miles east of downtown Cleveland, we are also just an hour away from the Pennsylvania border with quick access to major highways in all directions. In addition to providing a superb living environment to raise a family, Bainbridge Township also provides for light industrial and office uses within its borders, relieving many of our residents of traveling to work beyond the township limits.

**d. Similar Town Identity: Ohiopyle, Pennsylvania:**

*From their Website:* While Ohiopyle has a tiny year-round population, it is often filled with tourists on the weekend, who come for the outdoor recreation opportunities at the surrounding Ohiopyle State Park. Ohiopyle, PA is a small community in the Laurel Highland Mountains of Fayette County. If you love the outdoors, Ohiopyle is your kind of place! Ohiopyle State Park offers hiking and biking along the 135 mile Great Allegheny Passage. Relax and enjoy fishing, try Rock Climbing or just relax by the river's edge. Ohiopyle is family friendly offering many activities such as camping and family rafting trips as well as educational lectures.

**e. Similar Town Identity: Vergennes, Vermont:**

*From their Website:* Vergennes is a unique community with an extraordinary location on Otter Creek in Addison County. We are centrally located between Lake Champlain, the Green Mountains, the City of Burlington and Middlebury College. Our historic downtown will tempt you with great restaurants and locally owned shops. Our architecture will remind you of 19th century New England. Our citizens love living here and enjoy sharing their community. On behalf of the citizens and employees of the City of Vergennes, we look forward to meeting you and hope you enjoy your visit. Vergennes is the smallest and oldest chartered city in Vermont. We are proud of our history and we fondly remember our heritage. Vergennes is a great place to live, work, and raise a family.

**f. Similar Town Identity: Healdsburg, California:**

*From their Website:* Healdsburg, a town renowned for its eclectic offering of all the finest things in life... food, wine, friends and fun. The charm and genuine down to earth personality of the town are inescapable. Take a stroll around Healdsburg and discover the treasures and treats of small town individuality that make Healdsburg so special. World class shopping, renowned art and sculpture, organic locally grown produce and artisanal breads, wines and cheeses, intimate bed and breakfasts, independent bookstores, treasure troves of antiques and so much more. Centrally located to over 100 world class wineries and tasting rooms, Healdsburg is the ideal place to discover all the best that Sonoma County wine country has to offer.

**g. Similar Town Identity: Oxford, Maryland:**

*From their Website:* A charming, tree-lined and water-bound village with a population of less than 1000, Oxford is one of the oldest towns in America and has a long history in maritime activities. While other waterfront towns have succumbed to waterfront condos and glitz, Oxford has retained its historic charm. The tourism and leisure activities are fueled by people's desire for quiet charm, fresh air, summer breezes, and a haven from the hustle and bustle of city life.

**h. Similar Town Identity: Sperryville, VA:**

*From their Website:* Located in the foothills of the Blue Ridge Mountains just below the Panorama entrance to Skyline Drive and Shenandoah National Park, Sperryville is the gateway to fun and adventure for all. Old Rag Mountain is just down the road, as is the park, and beautiful scenery rolls out in every direction from town. We offer many specialty shops, antique stores, galleries, and several restaurants catering to visitors. Art and crafts of all levels, bed & breakfasts, and many other attractions abound in the country atmosphere that makes Sperryville famous.

**Question 13: Part A: How often do you visit Downtown Round Hill?**

<b>Once a Year</b>	<b>4 times a Year</b>	<b>Once a Month</b>	<b>Every Week</b>	<b>Every Day</b>
9%	7%	28%	41%	15%

*Note: 16 residents skipped this question*

**Question 13: Part B: Why do you visit Downtown Round Hill?**

Live Downtown	0.6%
Town Park	0.6%
Bank	0.9%
Church	1.2%
Fire House	1.2%
Town Events	1.5%
What is in Downtown?	1.5%
Town Hall	1.8%
Drive Through Town	3.0%
Town Event	4.2%
Walking or Running	4.8%
Auto Service	5.1%
Restaurant	12.1%
Convenience Store	14.2%
Post Office	15.4%
Gas Station	30.8%

*Note: Several individual residents had unique responses:*

- 1) Leave Downtown Alone
- 2) Visit Friends
- 3) Visit High Hill Orchard

**Question 14: “I would visit Downtown More but...”**

Answer Options	Response Percent
I don't know what is in Downtown Round Hill	13.0%
There are too few places to visit	80.7%
Places to visit are too spread out	2.1%
Other	18.2%

*Note: 30 residents skipped this question and 35 provided comment for “Other”*

**Comments on Visiting Downtown:**

I want to Support Small Businesses	1.0%
Need Parking	1.6%
Don't Change Downtown	2.1%
I am Indifferent	2.6%
Need Pedestrian Accessibility	3.6%
I am looking for more Downtown (café, events, shops, gathering places)	6.3%

**Question 15: What specific businesses would fit in with the character of Downtown Round Hill?**

Answer Options	Response Percent
Ice Cream Parlor	64.9%
Boutique Gift Store	33.2%
Coffee Shop	75.8%
Neighborhood Deli	70.1%
Bookstore	34.6%
Art Gallery	19.0%
Bakery	73.0%
Bed & Breakfast	33.6%
Other Businesses for Downtown (Open Comments)	20.9%

*Note: 11 residents skipped this question, and 44 provided alternative comments/ideas*

Optional Comments on Other Businesses for Downtown:

Downtown Category (Group of Similar Answers)	Percent	Total
Thrift Store, Women/Children Clothing Store, Toy Store (Retail), Antique Shop, Pet Boutique (Specialty Store), Local Co-Op for Artisans, Newsstand	3.8%	8
Food Options, Restaurants, Casual Dining, Pizza Parlor	5.7%	12
Brewery, Winery or Pub - Small Hometown Watering Hole or Tavern (Not Chain)	5.2%	11
Go to Purcellville, No New Business, Leave Downtown Alone	1.9%	4
Library, Outside Movie Night, Skating Rink, (Gathering Places)	0.9%	2
Farm Gourmet Store (Local Food Only Store), Natural Foods Store (Health Food), Small Grocery, Butcher, Farmers Market	3.8%	8
Nonprofit, and professional (legal, medical) offices	1.9%	4
Family Run or Local Businesses only, Independent Business or Local owned	2.4%	5
Need Small Town Feel Businesses to Attract Tourists and Hotel and Improved Signage, Walkable/Façade Improvements	1.9%	4

Question 15: Additional Specific Comments on the Needs of Downtown

1. There aren't enough community events that happen in downtown Round Hill.
2. If there were sidewalks from Villages to downtown, we would walk more to businesses and walk dog more in town.
3. There is nothing to do outside of Tammy's and Savior Fair. A gathering place with wine and music for the evenings would be wonderful. I would walk into town and let the kids walk if there were sidewalks. It is very dangerous.
4. It's not walkable. The sidewalks, where they exist, are a death trap, and there are no shoulders to the roads, because people are for some reason allowed to park in the middle of the road.
5. The two stores in town have Ice cream, coffee. Hill High Orchard already has the Art Gallery and the Old Furniture Store I think still has some. Maybe a thrift store would work. Need better signage.
6. No More Businesses - If you want a coffee or ice cream - drive to Purcellville, Berryville, Leesburg or Winchester - The businesses already here need all the support we can give them
7. Local pub (watering hole) - this is essential but make the town and surrounding area remotely walkable first. Newsstand, although the two little stores do a pretty good job of this. They could use face lifts.
8. Really anything with a small town feel that would increase incentives for visiting the area

**Question 16: What specific businesses DO NOT fit in with the character of Downtown Round Hill?**

*Note: 132 Residents answered this question and 90 residents skipped this question*

Answer	Percent
Bank	1.5%
Breweries	1.5%
Convenience Store	1.5%
Liquor Store	1.5%
Tattoo Shop	1.5%
Adult Store or Club	2.3%
Please Preserve Small Town Feel	2.3%

Bar	3.0%
Gas Station	3.0%
Industrial	3.0%
Offices	3.0%
Worried About Parking Constraints	3.0%
I want nothing	3.8%
Large Retail	4.5%
Strip Mall	6.8%
Grocery Store	7.6%
Fast Food Restaurants	12.9%
Big Box Store	42.4%
Chain Stores & Restaurants	44.7%

Question 15: Additional Specific Comments on the Character of Downtown

1. Not a Strip Mall, Walmart, Large Chain Grocery store. Store needs to be 2500 sq. feet or less. Can be a combo with multiple stores together that you would go into. Then it could have a sitting and socializing area (hang out for some kids to meet at). Kids have money.
2. Anything too large -- there simply isn't room for the traffic which would ensue and the parking which would be needed, and those types of businesses wouldn't work well because of houses being adjacent to potential business sites.
3. No big businesses, only small quaint shops. I could see a coffee shop doing well (even though I don't drink coffee myself) bed breakfast would have little impact on the surrounding neighbors
4. I don't want to see a strip mall in downtown. I'd rather see a WALKABLE downtown with small shops. In particular, I would like to see a community space that could be used for activities such as boy scouts, social gatherings, birthdays, or community meetings.
5. Those that detract from quality of life and appearance of community both from an environmental and quality of life perspective.

6. Big box stores, a Walgreens across from a CVS. I would make sure there were strict guidelines on esthetics. I believe the people that made the coffee shop had the right idea. Word on the street is that the town screwed them over. (Just to let you know)
7. Any venture that would require demolishing existing old buildings, esp. if the goal were to consolidate lots and construct a single large building. The size of any business in ""downtown"" should mimic residential zoning -- 1/4-1/2 acre lots and proportionally sized buildings on those lots. Any venture that would create a lot of noise and activity after hours. This is a sleepy town, and I think most residents like it that way."
8. Industrial. To keep historical charm, smaller businesses would be better, but those are harder to keep afloat.

**Question 17: There is a 12 acre parcel zoned Commercial at the Eastern Gateway to Town. What businesses would you like to see built there?**

Answer Options	Response Percent
Hair Salon	24.8%
Activity Studio for Children (Dance, Music, Martial Arts, etc.)	48.5%
Urgent Care/Medical Office	35.8%
Dry Cleaners	23.0%
Small Grocery Store	58.2%
Fitness Center	30.9%
Outdoor Sporting Goods Store	26.1%
Hardware Store	35.2%
Pharmacy	27.3%
Child Care Center	23.0%
Other (please specify)	

*Note: 57 residents skipped this question and 98 residents answered the other/comments*

Other Businesses wanted at 12 Acre Parcel

<b>What OTHER businesses do you want at 12 Acre Parcel?</b>	
<b>Any Locally Owned Restaurant</b>	13.1%
<b>Chain Retail/Grocery/Fast Food</b>	10.7%
<b>Small Food Retail/Café (Bakery, Coffee, Deli or Ice Cream)</b>	9.8%
<b>Nothing</b>	9.0%
<b>Local Pub/Music Venue/Wine Tasting</b>	5.7%
<b>Gift/Home Décor/Boutique Stores</b>	4.9%
<b>Natural/Organic Store/Farmers Market</b>	4.1%
<b>Community Center (with pool)/Community Theater</b>	4.1%
<b>Youth Activity/Arcade/Indoor Playground</b>	4.1%
<b>Pizza Shop</b>	3.3%
<b>Yoga/Exercise Studio/Dance/Fitness Center</b>	3.3%
<b>Gas Station (Beyond 6:30 am-8:00 pm)</b>	3.3%
<b>Craft Supply</b>	3.3%
<b>Ethnic, Japanese or Chinese Restaurant</b>	2.5%
<b>Small Hotel or B&amp;B</b>	2.5%
<b>Movie Theater</b>	1.6%
<b>Bank or Tax Accountant (HR Block)</b>	1.6%
<b>Sportsman/Outdoors Store</b>	1.6%
<b>Local Businesses</b>	1.6%

### **Question 17 Additional Comments on 12 Acre Parcel**

1. Maybe a burger and hotdog place would be good. That would not compete with Tammy's more sit down breakfast and lunch or Savior Fare's which is more fine dining. Then add in the Studio with some Gym facility combo. Unless the Gym can go back into the Community center. The big thing is everything needs to have sidewalks or bike trails connecting the Eastern Gateway to downtown and make it a big circle through town. This needs to include the villages on the south side of route 7. It would be great to connect Franklin Park and Sleeter Lake to a network from town. There are loads of people that walk or bike to exercise around this circle through Round Hill. If that could happen we would need more parking for people that want to come out and bike. After which they can use the new stores.
2. We DO NOT need any of these, as 90% of these businesses all could be had in Purcellville and that is JUST FOUR MILES away, certainly within your 10 mile radius. There's also an ORVIS in Leesburg. DO NOT put a strip mall in Round Hill.....that will definitely take away its charm.
3. Small, local eateries (nothing franchise or fast food); a local Pub; gift store (would be great if it could sell local products like art, crafts, wine, etc.)
4. I think the most important element in this gateway commercial area will be the architectural elements. The design should mimic the style of the historic area; ideally parking would be hidden from the street and buildings would be individual, small businesses (similar to the Purcellville Gateway at Cole Farm).
5. Restaurant(s). A local pizzeria and a reasonably priced, locally-owned sit-down would be nice. A locally owned sporting goods store would be a great fit to show Round Hill as a gateway to the Blue Ridge.
6. Businesses that would encourage a sense of community and offer something different than what is offered in Purcellville. Mom & Pop stores, coffee shop, boutiques, art/craft, children/family activity (pottery, dance, community theatre etc).
7. Last thing we need is another strip mall - and at the Gateway to Round Hill. How about an Assisted Living Facility. We don't need to make another Purcellville in Round Hill.
8. Honestly, more food choices. Quite a few of the local food areas aren't all that good. The service is usually sub-par and the food is adequate. I don't think I have higher standards, but some of the restaurants in the area leave a lot to be desired. My family often simply travel to Leesburg where we know something will be good.

Question 18: What specific types of businesses do you NOT want at the 12 acre commercial parcel at the Eastern Gateway to town?

<b>What do you not want at 12 acre parcel?</b>	
<b>Big Box Store, Wal-Mart, Target</b>	22.7%
<b>No Chain Stores/Restaurants</b>	13.5%
<b>Gas Station or Convenience Store or Auto Repair</b>	12.3%
<b>Fast Food</b>	9.8%
<b>Grocery Store</b>	6.1%
<b>I want nothing there</b>	5.5%
<b>No Strip Mall, No Space Waste, Need Variety</b>	4.3%
<b>Protect Existing Town Businesses</b>	1.8%
<b>Dry Cleaners</b>	1.8%
<b>Pharmacy, Discount Store</b>	1.8%
<b>Nail Salon, Tanning Salon</b>	1.8%

Question 19: Part A: What extra-curricular activities do your children participate in?

<b>Sports in General</b>	37.6%
<b>Dance, Gymnastics</b>	10.2%
<b>Swimming</b>	5.9%
<b>Music Lessons</b>	5.9%
<b>Hiking</b>	3.9%
<b>Martial Arts</b>	3.9%
<b>Scouts</b>	3.9%
<b>Baby/Toddler in House</b>	2.9%
<b>Outdoor Activities</b>	2.4%
<b>Playground/Park</b>	2.4%

Running, Walking	2.0%
Nature, Camping, Backyard	1.5%
Art	1.5%
Movies	1.5%
Reading	1.5%
Drama/Theater	1.5%
Biking	1.5%
Computer Games/Video Games	1.5%
Horseback Riding	1.5%
Science, School, Debate	1.5%
Church	1.0%
Fishing, Boating	1.0%

Question 19: Part B: What are your hobbies?

<b>Hiking</b>	<b>12.2%</b>
Outdoors/Nature	9.8%
Fishing	6.7%
Cycling/Bike Rides	6.1%
Gardening	5.5%
Walking	4.9%
Running	4.3%
Sports	3.7%

Hunting	3.7%
Golf	3.7%
Swimming	3.7%
Travel	3.0%
Camping	3.0%
Fitness/Gym	2.4%
Sailing/Boating	1.2%
Softball	0.6%
Tennis	0.6%
Kayaking	0.6%
Bird Watching	0.6%

**Question 20: What theme could we focus on to make Round Hill a regional tourism destination?**  
**NOTE: This would include creating businesses to attract tourists or to complement existing tourism businesses with service providers**

Answer Options	Response Percent
I do not want Round Hill to become a regional tourism destination	34.8%
Arts & Culture	22.1%
Northern Virginia Wine Region	46.1%
Gateway to Blue Ridge Mountains	46.1%
Outdoor Sports	22.1%
History & Historic Architecture	25.5%
Other (please specify)	7.8%

Other Ideas for Tourism & Branding the Town

1. Quiet Ambiance
2. Most Bike Trails
3. Healthy Town
4. Enjoy Nature

5. Craft Beer Market
6. Town-wide Tag Sale
7. Small Town Charm
8. Ice Rink

**Question 21: What is an event or festival that could be held in Round Hill?**

Type of Festival or Event	
Wine Festival	17.5%
Nothing, I like what we have, Hometown Fest	15.5%
Arts & Crafts Event	14.6%
History of Round Hill, Round Hill Days	8.7%
Marathon & Bike Rides	6.8%
Fall Festival	5.8%
Beer & Food Festival	5.8%
Music Festival	5.8%
Christmas Festival	4.9%
Outdoor Movie in Park	3.9%
Tag Sale or Flea Market	2.9%
Spring Festival	1.9%

**Question 22: What recreational opportunities & community services would like to see in Round Hill? Can you rank them by importance?**

<b>Answer Options</b>	<b>Not Important</b>	<b>Somewhat Important</b>	<b>Important</b>	<b>Very Important</b>	<b>N/A</b>
<b>Bike Trails</b>	13	30	41	64	5
<b>Equestrian Trails</b>	51	41	24	9	15
<b>Access to Sleeter Lake</b>	25	29	46	58	6
<b>Town Visitor Center &amp; Museum</b>	55	49	25	10	4
<b>Community Center</b>	13	34	55	60	2
<b>Commuter Lot</b>	57	47	30	9	4
<b>Child Care Center</b>	46	41	40	20	15

**Question 23: Here are some ideas we have heard to improve Round Hill. Can you rank them in importance?**

<b>Answer Options</b>	<b>Not Important</b>	<b>Somewhat Important</b>	<b>Important</b>	<b>Very Important</b>	<b>N/A</b>
<b>Offer incentives to attract businesses to Round Hill</b>	41	49	35	31	4
<b>Develop a Town Public Parking Lot in Downtown</b>	54	50	42	15	11
<b>Provide grants &amp; other incentives for building facade improvements</b>	30	39	52	36	7
<b>Expand Town Boundaries to bring in more residents</b>	66	26	30	38	9
<b>Partner with Local Art Community to create Arts &amp; Culture District</b>	36	59	38	28	8

**Question 24: As we consider a future plan for Round Hill, we need to prioritize Community Development Projects. Can you rank these projects by importance?**

<b>Answer Options</b>	<b>Not Important</b>	<b>Somewhat Important</b>	<b>Important</b>	<b>Very Important</b>	<b>N/A</b>
<b>Manage new development to reflect community character</b>	17	34	47	62	3
<b>Educate the public on benefits of historic preservation</b>	20	54	45	33	9
<b>Improve parks and recreational opportunities</b>	7	20	51	86	3
<b>Encourage the beautification of Downtown</b>	10	26	65	70	4
<b>Develop water conservation demonstration gardens &amp; outreach programs</b>	29	46	32	35	15