



2nd Annual Design Awards Recognize Loudoun Icons

Under the leadership of Cabinet Chair Alan Hansen, the DED's Loudoun County Design Cabinet presented its second annual "Signatures of Loudoun" Design Awards July 18th at the Board of Supervisors meeting.



Representatives for the 2006 "Signatures of Loudoun" Design Awards gather at the Burnett & Williams Law firm in Leesburg, where images of the winners were displayed in July.

In this year's award selection process, dozens of buildings and projects were nominated by Design Cabinet members, and the nine judged to be most representative of the County — those that "make the county unlike any other" — were selected. The winners were:

Department's Prospect Activity—July & August:

- Responded to 743 general information requests
- Distributed 100 maps and 95 business guides
- Conducted 66 business appointments
- Worked with 4 new and 49 on-going prospects
- Received 111,615 hits on biz.loudoun.gov, with 29,227 user sessions
- Received 179,299 hits on www.loudounfarms.org, with 6,439 user sessions.

- ♦ **The Bush Tabernacle in Purcellville, in the Legends Category.** As the largest structure in Loudoun until the construction of Dulles Airport in 1962, the 1904 tabernacle was the site of meetings and speeches for decades, and in later years became a skating rink that also served as a venue for wrestling matches and concerts by country singers such as local favorite, Patsy Cline.
- ♦ **Dodona Manor, in the Makeover Category.** Home of the late General George C. Marshall, great care was taken to restore the building to Marshall's time. Windows were repaired and reinstalled, the bay was dismantled and rebuilt with original materials, and a paint analysis determined the brick and roof color of the Marshall era.
- ♦ **Thomas Balch Library, also in the Makeover Category.** This 1922 library has become a unique center for historical and genealogical research, and in the late 1990s the library was expanded and renovated by Bowie Gridley Architects, who won the American Institute for Architects Award of Merit in 2002.
- ♦ **Downtown Historic Purcellville, in the Mixing Places Category.** The restoration of the town's historic train depot and the adaptive re-use of several old seed mill buildings have initiated a renaissance in Purcellville's historic downtown, including Magnolias at the Mill restaurant and the Trail's End building.
- ♦ **Nichols Hardware Store interior, in the Details Category.** Nichols' Hardware Store has the distinction of being the oldest retail establishment in the Virginia Piedmont still owned by its founding family. In an era of warehouse

Inside this issue:

Business Announcements	2
In the News	3
Department & Commission News	4
Construction Activity	4



“VisPerNET provides small to mid-size companies the same computing power, software applications and web-based productivity solutions only large corporations can afford.” Vispi Gowadia, CEO

Business Announcements

- ◆ VisPerNET (www.vispernet.com), has moved into a new 5,000 square foot office suite on South Sterling Boulevard in Loudoun. As an internet technology service provider, VisPerNET’s business solutions include electronic file storage, complete email with 100% privacy protection, web hosting, design, and content management, and managed network services. The company employs eight staff members.

With an affinity for small business owners, VisPerNET resources and products cater to small and mid-size businesses, and the company reports saving them thousands of dollars on their network infrastructure, software licensing and staffing costs. VisPerNET built, owns and maintains its own data center and network infrastructure, and is able to pass resulting savings onto its

customers, both nationally and in the Dulles corridor.

While VisPerNET has been in Loudoun since 1998, CEO Vispi Gowadia reports selecting Loudoun for the recent relocation because of the county’s “preeminence as a national leader in promoting companies providing commercial and government business technology.”

VisPerNET’s collocation hosting services and voice-over-internet-protocol (VOIP) origination and termination pricing also includes immediate availability, same-day equipment installation, and free web monitoring software so customer’s can view their server connectivity and resources at any time. The company will also provide an enterprise-class unified messaging and VOIP solution priced at more than a 50% savings.



Signatures of Loudoun Award Winner Ed Nichols, Jr. of Nichols Hardware, receives his award from Supervisor Tulloch. Below, the award-winning Joshua Chamberlain Building in Leesburg.



(Continued from page 1)

home centers, Nichols' continues to offer services such as knife sharpening and screen window repairs as well as sales of hard-to-find items.

- ◆ **Joshua Chamberlain Building, Leesburg, in the Familiar Category.** The building, designed by local architects Kevin Ruedisueli and Karl Riedel and named after Civil War hero Joshua Chamberlain, graces Wirt Street with a unique architectural design that is a premier example of a new building creating a seamless transition to the historic buildings around it.
- ◆ **Virginia Lane, Middleburg, also in the Familiar Category.** The Virginia Lane Affordable House project design was based on traditional Virginia vernacular architecture reflecting residential themes found in the surrounding countryside. The designers took special care to avoid the feel that traditional affordable housing tends to reflect.
- ◆ **Loudoun Art Horses, in the Details Category.** The Loudoun Art Horse project helped highlight the importance of the equine industry to Loudoun, and showcased the work of local artists selected for the project.
- ◆ **Lakeside @ Loudoun Tech, in the Pacesetters Category.** This three-building complex represents the area's first successful office park; its first multi-story Class A office development; its first major mixed-use space with speculative office development; its first to incorporate a lake, sculpture, and amenities into a pedestrian-friendly environment; and the first to be valued through a standard-setting sales price.

In the News

- ◆ The Census Bureau announced August 29 that Loudoun's 2005 median income of \$98,483 is the highest of all counties in the nation with a population of at least 250,000 people. At the same time, Loudoun had the lowest rate of poverty nationwide, at 2.6 percent. The announcement brought a flood of inquiries from the media, from the local Channel 9 News, to the national NBC Today Show, all the way to the Helsingin Sanomat newspaper from Finland!
- ◆ The Center for Digital Government just announced that among counties with 250,000-499,999 people, Loudoun County ranks second in its 2005 Digital Counties Survey, a benchmarking report of information technology applications in county government.
- ◆ DED's Warren Howell was the guest speaker August 23 at Tuscarora Mill's "A Taste of Loudoun," a six-course meal featuring Loudoun food and wine.
- ◆ Loudoun's farmers markets received a boost this summer from the chefs of some of the county's premier restaurants. Market Salamander Chef Vaughn Skaggs, Chef Mark Marrocco of Magnolia's at the Mill, and Chef Christian of Patowmack Farm offered cooking demonstrations and tastings at special farmers market appearances during July.
- ◆ As a follow-up to the highly successful Forum for Rural Innovation held in March, DED's rural team has hosted two of its three new summertime Twilight Tours at some of Loudoun's most innovative farms. The first tour, held June 8th at Endless Summer Harvest, was attended by over 75 people. Endless Summer Harvest co-owner Wally Reed demonstrated the use of hydroponic technology to produce their pesticide free specialty lettuces, gourmet greens, and culinary herbs. Dinner was held in Endless Summer's new greenhouse and featured Loudoun beef.

The following month, the second event featured Lou Nichols' Loudoun Nursery in Purcellville. The tour of the 175-acre farm showcased 40 acres of Christmas trees and 5 acres of ornamental and flowering shade tree production. Visitors saw a demonstration on correct shearing and pruning, as well as potting techniques using unique air root pruning containers. The 60 visitors also learned about innovative techniques used to shorten growing time, and got the opportunity to see the machines, tools, and deer fence utilized in this "one man operation."

The final tour — now a sellout with 75 registered participants — will be at Great Country Farms in Bluemont on September 14. From community supported agriculture, pig races and parties, to farm animals and fishing, visitors will learn how the Zurschmeide family cultivates a relationship with their customers, and then harvests the rewards.



County Administrator Kirby Bowers helped highlight Loudoun during a recent "Today Show" interview.



Wally Reed, above in black, explains the hydroponic growing process, while Lou Nichols, below, talks about the process of potting trees.





**Loudoun County
Department of Economic Development**

1 Harrison Street, SE, MSC #63
Leesburg, Virginia 20175
Phone: 703-777-0426
Toll Free: 1-800-loudoun
Fax: 703-771-5363

Visit US ON THE WEB AT:
BIZ.LOUDOUN.GOV

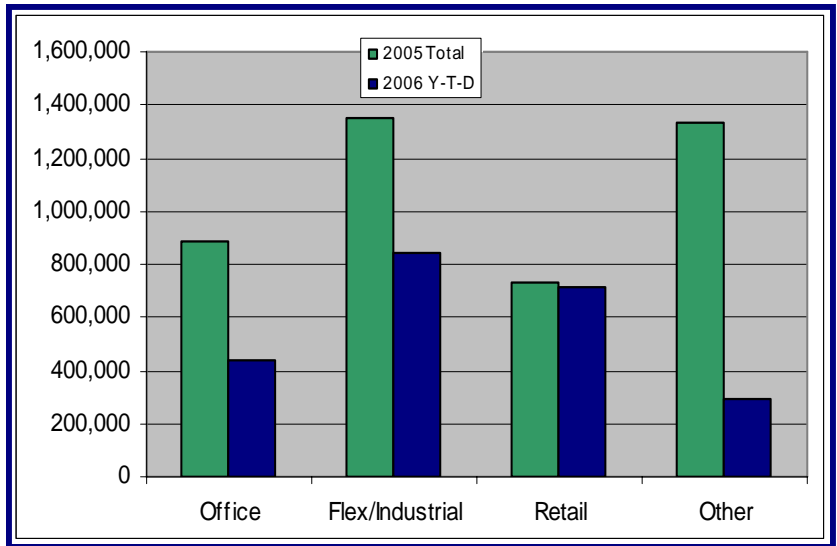
Department and Commission News

- ◆ Manager of Strategic Initiatives David Bennett is working on a report related to the proposed sister-city relationship between Loudoun County and Main-Taunus-Kreis, Germany. The report will include insights from other U.S. communities with established international programs, and is due out in September.
- ◆ Larry Rosenstrauch made it through a triple play of presentations August 29. The long day began with two, three-hour presentations on Loudoun’s economy and demographics given to Loudoun County school teachers returning from summer break. These sessions were followed by an in-depth analysis & explanation of DED’s new branding initiative, Project WOW, that Rosenstrauch gave to Communication Design students at Northern Virginia Community College.
- ◆ Cindy Lintz and other DED staff are gearing up for the kickoff meeting for the county’s wayfinding project next week. The meeting will include representatives from multiple county departments as well as the Northern Virginia Regional Park Authority, the Federal Highway Administration, the Virginia Department of Transportation, and Loudoun towns. The county’s proposed wayfinding system will be developed with contractor Frazier Associates within the next several months, and will then go to the Board of Supervisors for implementation approval.

Construction Activity

In June and July 2006, Loudoun County permitted a total of 464,775 square feet (SF) of nonresidential construction:

- ◆ Office — 27,035 SF in June and 0 SF in July
- ◆ Flex/Industrial — 219,402 SF in June and 0 SF in July
- ◆ Retail — 119,874 SF in June and 25,662 SF in July
- ◆ Other — 49,492 SF in June and 23,310 SF in July
- ◆ Taxable — 412,774 SF in June and 35,454 SF in July
- ◆ Route 28 — 65,825 SF in June and 6,000 SF in July



**Nonresidential Construction – Square Feet Permitted
2005 Total and 2006 Year-to-Date**