

*Journey Through*  
**HALLOWED**  
**GROUND**  
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August 21, 2018

Dear [REDACTED]

Please help us save one of the most beautiful and historically rich sections of Route 15, the Journey Through Hallowed Ground National Scenic Byway, from a critical and urgent threat.

The Loudoun County, Virginia, government has been studying alternative plans for Route 15 from Leesburg to the Potomac River. While they've said they want to preserve the historic and rural character of the road, new county documents show their intent is to quickly implement plans for a four-lane divided expressway, which will attract more through traffic and restrict local access.

We need your support now to persuade Loudoun County officials to adopt a plan that will be less expensive, less destructive, and which can be built sooner. We must respond immediately in order to save this important portion of the historic corridor.

Making this two-lane rural route a divided highway "with access limited to key intersections" will at least triple the road width, obliterating historic crossroads communities and historic structures, and thereby degrading—and threatening—the basis for the National Scenic Byway designation.

A limited access expressway will sharply curtail access to the local small businesses that brings in more than \$700 million annually to the Journey Through Hallowed Ground National Heritage Area through heritage tourism. It also threatens the viability of large working farms on either side of the roadway. Lost farms will likely be replaced with housing developments that will soon overwhelm the added capacity of the road.

County residents have consistently called for improved safety and reduced congestion along the corridor. But they also desire to preserve the look and feel of the rural roadway, maintain the countryside, and protect the limestone karst geology and well water quality.

There is a better, cheaper, and more effective way to address current congestion and safety issues on the road—by following the award-winning model of the Route 50 Traffic Calming Project in Loudoun. Such a model uses roundabouts to promote greater flow and increase safety, and introduces into the road design gateway features that slow traffic near commercial areas. It uses trees, grassy but strengthened shoulders, and other design cues to moderate speeds, improve safety, and enhance the visual experience of the byway.



Unfortunately, the county hasn't studied this option for the full corridor from Leesburg to Point of Rocks, and it is imperative that they do so before locking the County into changes that will forever alter the character of this region.

We have engaged Ian Lockwood, the designer of the successful Route 50 project (now a national model), to provide an alternative design vision for Route 15. Mr. Lockwood will present this plan for the first 3.6-mile-long phase of the proposed four-laning project later in August. We need to raise \$20,000 to get this alternative in front of local and state officials. Will you help us save this irreplaceable part of United States history?

Please give today to help us counter this urgent threat by sending a check in the enclosed envelope or by giving online at [www.hallowedground.org](http://www.hallowedground.org). I look forward to hearing from you.

Regards,

A handwritten signature in cursive script that reads "William W. Sellers".

William W. Sellers  
President & CEO