



# CITY OF FALLS CHURCH

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**City of Falls Church  
Economic Development Authority  
DRAFT Meeting Minutes  
Tuesday, March 5, 2019  
7 PM  
Viget Lab  
105 W. Broad Street, 4<sup>th</sup> floor  
Falls Church, VA 22046**

- I. **Call to Order** – the meeting was called to order by Mr. Novotny at 7:11 PM
  - a. EDA Board members present: Mr. Michael Novotny, Chair, Mr. Erik M. Pelton, Mr. Edward R. Saltzberg, Mr. John Sandoz, Mr. Brian Williams, Mr. Robert Young, Vice Chair.
  - b. Human Services Advisory Council members present: Ms. Nicole Newman, Ms. Debra Z. Roth, Mr. Craig Cheney, Ms. Alisa Macht, Ms. Anne Norloff
  - c. City staff present: Mr. James Snyder (CPEDS Director), Ms. Becky Witsman (Division Chief – Economic Development), Ms. Carly Aubrey (Principal Planner) and Ms. Carla Johnson (Senior Administrative Assistant)
  - d. Other attendees: Evan Goldman, EYA
- II. **Approval of February 5, 2019 Minutes of EDA Meeting** – a motion was made by John Sandoz to approve the minutes and was seconded by Robert Young; the minutes were unanimously approved.
- III. **Petitions from the Public (5 minutes per petitioner)** - None
- IV. **Petitions from the Board (5 minutes per petitioner)** – None

## **New and Continuing Business**

- a. **EYA/West Falls Church Development project – Special Exception Entitlement submission review Mr. Evan Goldman, EYA and the Falls Church Gateway Partners team**

Ms. Aubry, Principal Planner from the City of Falls Church gave a presentation about the Special Exception Entitlement (SEE) process for the West Falls Church Economic Development Project.

1. Ms. Aubry took the roll call.
2. Ms. Aubrey made a presentation using a visual aid (Attachment 1 – located at <https://www.fallschurchva.gov/DocumentCenter/View/11268/C-AUBRY-PRESENTATION-WFC-Project-EDA-Meeting-MARCH-5-2019>). Ms. Aubry reviewed the schedule, provided a project summary, and explained the review process and associated deadlines.

Mr. Evan Goldman from EYA/Falls Church Gateway Partners (FCGP) – gave a presentation with a visual aid (Attachment 2 – located at <https://www.fallschurchva.gov/DocumentCenter/View/11269/EYA-PRESENTATION-WFC-Project-EDA-Meeting-March-5-2019->) about the West End Falls Church Economic Development Project.

1. Mr. Goldman gave an overview of the proposed mixed use project located on ten acres at Route 7 and Haycock Road. Construction will be in two phases and will start after George Mason High School construction is complete in December 2020. Phase I of the project will include a roll out of the retail spaces all at once. The project will be 40 percent commercial and 60 percent residential. Buildings will vary in height from six to 15 stories. Commercial and residential spaces will include a supermarket, restaurants, retail uses, senior housing, and a hotel. He provided examples of the types of activities and programming they anticipate for the public gathering spaces within the project.
  2. Ms. Aubrey said that staff was looking for recommendations related to the project’s types of uses, proposed heights, layout, landscaping, and tree canopy.
  3. Mr. Novotny suggested that topics be listed for their discussion. The topics discussed were “Uses, Heights, Public Spaces, Landscaping, Outdoor Dining, Parking, Transportation, Signage and Integration.”
  4. At the end of the discussion of the above topics, Mr. Young made a motion that the EDA support the project. Mr. Novotny seconded the motion. The vote was unanimous and the motion approved.
- b. **Final Steps on marketing video** – two more people are to be interviewed and will be added to the marketing video. Previously approved funding for the video is \$11,800. Mr. Novotny made a motion to authorize an additional \$1000 in spending so that two more interviews can be done and edited into the video. The motion was unanimously passed.
- c. **Scheduling when to discuss recommending expenditures for 1% transient occupancy tax monies** - a survey was circulated to EDA Board members to determine

preferences for spending the monies. Mr. Pelton stated that he received responses from five out of six Board members. The most popular option was an electronic parking sign at Kaiser and an information kiosk. Ms. Witman mentioned that there have been recent trash issues in the Kaiser garage and she noted that the original agreement allowed Kaiser to bill the City for cleaning the garage. Upon being advised of these issues by a Kaiser official it was also mentioned that Kaiser may need the parking in the future for expanded use/hours/days of the garage by Kaiser. Mr. Novotny suggested the City attempt a long-term lease on the parking garage at Kaiser. Mr. Young suggested that the issue be resolved at the next meeting or the retreat in addition to discussing the cost of programming and maintaining the City's new downtown park. The cost of a part-time programmer/marketing employee could cost about \$30,000 per year and maintenance about \$12,000 per year. Mr. Young suggested that the park be maintained by the Department of Parks and Recreation. Councilperson Letti Hardy asked when the park would open and Jim Snyder said it was hoped to be in early May. Mr. Novotny asked about renovating the parking lot behind Clare and Don's. Mr. Snyder suggested this issue could be addressed at the next meeting.

- d. **Policy for requests for usage of "The Little City" trademark** – Mr. Pelton said that there had never been a request to use "The Little City" logo in a business name since it had been trademarked about six years ago. Now there has been a request to use the logo and the policy/guidelines regarding the use of this logo need to be established. Mr. Pelton said that he and the City Attorney recommend that the City not approve any applications to use the logo because the first amendment will not allow the City to pick and choose what businesses are allowed to use it. Mr. Williams suggested that the City should want more businesses to use the logo and this was the original purpose behind the development of the logo. Mr. Pelton said that businesses should be encouraged to use "The Little City" logo in partnership with their own brand. Ms. Witsman said that the City Attorney wanted a policy and criteria developed by EDA about the use of the logo. Mr. Young noted that the EDA could write this policy since it owned the trademark. Mr. Pelton said he encourages businesses to use "The Little City" logo but not to call themselves "Little City" businesses. Chair Novotny suggested that Ms. Witsman work with the City Attorney to help the EDA have a better understanding of the issues associated with the use of "The Little City" trademark.

- V. **Election of EDA Chair and Vice Chair** – Mr. Novotny expressed that it was his honor to have chaired the EDA and thanked the committee members for supporting him. He noted that two people had expressed interest in being the Chair of the EDA. He thought both candidates were very well qualified. He nominated the current Vice Chairman, Mr. Robert Young for the Chair. Several members of the EDA expressed their thanks for Mr. Novotny's good work. A vote was taken and Mr. Young was elected Chair by a majority. Mr. Pelton was nominated and unanimously elected Vice Chair.

- VI. **Downtown Park programming and maintenance (tentative)** – Discussion of the 1% transient occupancy tax monies, including for this use, will take place at a future meeting/retreat.

- VII. **Staff Report**

a. **Updates on Development Projects and Proposals** - none

VIII. **EDA Member Reports** - none

IX. **Other Business**- none

X. **Adjournment** – the meeting adjourned at 10:45 PM.