



# CITY OF FALLS CHURCH

## ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA

Virtual Meeting – <https://meet.lync.com/fallschurch-fallschurchva/vweiner/8Y36S4V1?sl=1>

Tuesday, June 2, 2020 - 7:00 PM

**NOTICE:** The meeting for which this agenda has been posted will be held pursuant to and in compliance with the Virginia Freedom of Information Act, Section 2.2-3708.2 and state and local legislation adopted to allow for continued government operation during the COVID-19 declared emergency.

All participating members of the Economic Development Authority will be present at this meeting through electronic means. All members of the public may view the meeting via this Skype meeting link <https://meet.lync.com/fallschurch-fallschurchva/vweiner/8Y36S4V1?sl=1>.

Public comment should be submitted to [vweiner@fallschurchva.gov](mailto:vweiner@fallschurchva.gov) until 8:00 p.m. on June 1, 2020. All comments will be provided to the EDA members and comments received by the deadline will be summarized during the meeting.

**PLEASE ALSO NOTE:** This meeting will be conducted via Skype. If you do not already use Skype, you will be prompted to install it when clicking the meeting link, so please take some time ahead of the meeting to do so. If needed, there are short instructions to install the app following the meeting agenda. Please email EDA Clerk Val Weiner at [vweiner@fallschurchva.gov](mailto:vweiner@fallschurchva.gov) prior to the meeting if you need assistance with installation. During the meeting, staff will not be available to assist with installation.

### I. Call to Order at 7:00 pm

#### **Roll Call:**

**EDA Board Members Present:** Chairman Bob Young, Jim Coyle, Erin Messner, Brian Williams, Vice Chair Erik Pelton, Mike Novotny, Edward Saltzberg

**City Staff Present:** Becky Witsman, Val Weiner, Jim Snyder, Carly Aubrey, Celeste Heath

**Public Attendees:** Letty Hardi, Tim Stevens, Russ Wodiska, Nick Benton, Bernard Lee, Megan Gordo, Evan Goldman, Amy Friedlander, Sally Cole, Robin Bettarel, Charles Battle, Phil Duncan

### II. Approval of June Meeting Minutes:

<https://www.fallschurchva.gov/DocumentCenter/View/12793/Draft-June-EDA-Minutes>

- a. Jim Coyle motioned to approve the June virtual meeting minutes, seconded by Erin Messner. Unanimous approval at 7:05 pm.



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### III. Walker Consultants Parking Study Presentation:

<https://www.fallschurchva.gov/DocumentCenter/View/12803/Parking-Falls-Church-EDA-Presentation-7120>

- a. Walker consultants and Edward Saltzberg presented a parking study to the EDA. Significant findings included:
  - i. The City's parking problem is limited to certain areas at certain times.
  - ii. Solutions to this issue include minimizing parking enforcement staff time through efficient technology tracking, increasing use of ride-hailing and creating designated zones for passenger loading zones in high-demand areas, and protecting commercial parking in mixed-use development projects through equipment and validation programs that would incentivize residents to avoid parking in high-demand commercial spots.
- b. EDA members asked the cost of the technology to monitor public spots.
  - i. The consultants noted that the cost for Mistall, a vendor that provides this service, is about \$3,000 for equipment and \$1,300/year in ongoing costs for software and data service. This does not include installation.
- c. Edward Saltzberg noted that this project was completed before COVID-19, so the future of parking issues in the City is unclear. These solutions provide a baseline the City can work off of if these issues return.
- d. EDA members asked what kind of incentive private owners would need in order to share parking.
  - i. Edward Saltzberg suggested paid parking meters, or the City could lease the spaces for a certain period of time.
- e. EDA members asked the feasibility of adding public parking on Broad St. at certain times of day.
  - i. Edward Saltzberg noted that VDOT suggested that street is in the City's jurisdiction. Walker consultants added the idea would then be to add parallel parking during non-rush hour periods along the north side of Broad St. along the 100-200 block. It could add up to 15 spaces. It would take out a traffic lane, but could solve a parking problem during peak hours.
- f. EDA members asked how much these solutions would cost and how much staff time it would take to manage.
  - i. Edward Saltzberg noted that EDA shouldn't spend too much money because the problem isn't widespread. The goal would be to add spaces in high-demand areas at peak times. There isn't as much of a problem in the off-peak hours.
  - ii. City staff noted the app decreases staff time by directing enforcement to the spot that has overstayed, which could cut down at staff time and costs in the long-run.



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- g.** EDA members asked whether the consultants looked into requiring new projects to provide public parking on weekends. It would be valuable to support the business corridor and doesn't need to be free to the public.

  - i.** The consultants did not look into this option because they assumed the new projects would park themselves.
- h.** EDA members were excited by the parking camera technology. They asked whether it could be combined with paid parking apps like parkmobile. This would encourage parkers to move their car possibly more than just enforcement.

  - i.** Edward Saltzberg noted that the intention of the project was not to generate revenue for the City, because that could dissuade people from parking in those spots. This could also incentivize them to park in private spots that seem free. The problem is also on the margin, not overwhelming the City.
  - ii.** Walker consultants added they suggest starting with enforcement and then moving to paid parking to ease residents into the idea.
- i.** EDA members suggesting looking into the impact of other modes of transportation, like electric scooters and bikes, that may decrease the need to additional parking spots.
- j.** Council member Letty Hardi noted working with the Home Health business to turn over their parking to public spots after their business closes. As well as better communicating to the public that Kaiser is available to park. Mrs. Hardi also looked into a magnetometer, which avoids possible privacy issues with cameras. Overall, she supports the consultant's solutions.

  - i.** Walker consultants noted that there are no privacy issues with the cameras, they do not monitor license plates and blur out faces.
- k.** Council member Phil Duncan mentioned that adjacent residents to the new development Founder's Row will be concerned about parking, so communication is important.

#### IV. West Falls Church Presentation

*Background document for context, please start with the 'Statement of Justification' on page 15:* <http://www.fallschurchva.gov/DocumentCenter/View/12713/SESP-SUPPORTING-DOCUMENTS>

- a.** EYA presented plans for the new 'West Falls' project in the West Falls Church area
- b.** EDA members asked how the developers were responding to risks due to COVID

  - i.** EYA is moving forward with the project, and noted the biggest risk that the equity market won't be there once the construction is finished. Another challenge is investor concerns based on the uncertainty of future markets.



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- ii. They did change the project design due to an increase in construction costs, such as combining the two apartment buildings. They are confident they will get it done.
  - c. EDA members asked on the status of the music school.
    - i. EYA is in good standing with the music school, have sent a letter of intent that they are reviewing. They will let the City know once they have made a deal.
  - d. EDA members asked about the grocery store.
    - i. EYA noted they are negotiating a lease with a grocer now, it is a grocer that is new to the market and excited to move into the project. The grocer is 40,000 sq ft. They have approved the entire design of the building.
  - e. EDA members asked what who would be responsible for the changes along route 7, along with locations for uber pick up/drop off.
    - i. EYA has been working with property owners along the south side of route 7 to approve changes, the biggest issue has been the traffic light and median into the project along route 7 and are working on a solution, which includes a pedestrian crossing. An MBTA grant would pay for the changes along route 7 and EYA would pay for changes to the project itself.
    - ii. They also plan to have multiple uber pick up/drop off spots.
  - f. Council member Phil Duncan asked the status of the senior housing portion of the project.
    - i. EYA noted that they have to change entire design of their building due to COVID which has delayed a deal. EYA noted there still will be senior housing.
  - g. The EDA would like more time for comments, and will take time until the next month's meeting to review the proposal.
  - h. City staff mentioned that a vote is not necessary, comments are all that is needed from Boards and Commissions.
- V. Business Fund Committee Update
  - a. Erik Pelton provided an update on the Business Fund Committee's work items:
    - i. *EDA Reopening Responsibly Poster:*  
<https://www.fallschurchva.gov/DocumentCenter/View/12791/CFC-EDA--Reopening-Resonsibly-poster>
      - 1. The posters have been distributed throughout the City by EDA members and Police staff, and will continue to be distributed until they run out.
    - ii. *Safe Little City Logo:*  
<https://www.fallschurchva.gov/DocumentCenter/View/12792/Little-Safe-City-Logo-Circle-2---CMYK-002>
      - 1. This logo can be used on stickers, banners, and any other kind of advertising materials throughout the City.



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iii. *Hand Sanitizer Stations*

1. Seven stations will be ordered the week of July 8<sup>th</sup> and delivered as quickly as possible.

iv. *EDA Business Survey*: <https://www.surveymonkey.com/r/6ZS2J8N>

1. The survey has been open for a week. There are 6 responses to the survey so far, responses indicated little interest in an online public forum, and many would like masks, sanitizer, and wipes.
2. Council member Letty Hardi asked for the EDA to pursue the idea of opening up public parks to fitness classes. Erin Messner noted this would be of great value to local businesses.
3. Erik Pelton motioned to have EDA Chair Bob Young and City staff to write a letter to Council supporting opening parks to local fitness businesses, seconded by Erik Pelton. Unanimous approval by the EDA.

VI. Mr. Brown's Park Mural Update

- a. The mural in Mr. Brown's Park has been installed due to Jim Snyder's tenacity and focus to get it done.

VII. COVID-19 Emergency Grant Round 2 Update

- a. City staff updated the EDA on the most recent grant awardees. 41 grants were awarded, increasing the total to 84 grants for both rounds. This round completes the funds used for this purpose. This includes the gift from the George Mason High School graduating seniors, which is much appreciated by staff and local businesses. EDA would like to thank the GMHS seniors for their gift and are working on the proper format to do so.

VIII. Wayfinding Project Update

- a. The Wayfinding consultants are working on construction documents for the wayfinding signs. City staff will have an update at next meeting.

IX. Street Furniture Initiative Update

- a. City staff will update the EDA on the status of new chairs and benches as soon as possible.