



Economic Development Meeting Minutes

Tuesday, April 6th 2021 ❖ 7:00 pm

NOTICE: This virtual meeting of the Economic Development Authority was 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 were present at this meeting through electronic means. All members of the public may view this video of this meeting on the City's website at www.fallschurchva.gov.

1. Call to Order

2. Reading of Virtual Meeting Notice

3. Roll Call:

EDA Members Present: Jim Coyle, Edward Saltzberg, Sandra Kiersz, Bob Young

EDA Members Absent: Vice Chair Brian Williams, Matthew Quinn, Erin Messner

Student Liaisons Present: Rex Crespin

Student Liaisons Absent: James Trombo

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

Public Attendees: Letty Hardi, Phil Duncan, Tim Stevens, Andrea Caumont, Amy Friedlander, Caroline Crawford, Matthew Stechhock, Robin Bettarel, Tom Rathbun, Jack Ackerman,

1. March EDA Minutes Approval

a. March EDA Meeting Minutes:

<https://www.fallschurchva.gov/DocumentCenter/View/14296/Draft-March-EDA-Minutes>

Jim Coyle motioned to approve the March EDA meeting minutes, seconded by Ed Saltzberg, and unanimously approved.

b. March EDA Special Meeting Minutes:

<https://www.fallschurchva.gov/DocumentCenter/View/14297/Draft-March-EDA-Special-Meeting-Minutes>

With Chair Bob Young abstaining, the EDA did not have a quorum to approve the special meeting minutes. Approval was pushed to the next EDA meeting in May.

2. Presentation on West Falls Church Special Exception Site Plan briefing

a. <https://www.fallschurchva.gov/DocumentCenter/View/14312/West-Falls-Church-April-EDA-Update>

Hoffman Senior Vice President of Development Robin Bettarel presented changes to the West Falls Church Special Exception site plan from the 1st to 2nd submission. EDA feedback included:

- a. EDA was excited about the changes in the submission overall.

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- b. EDA members asked how close Hoffman was to naming a grocer; they were unable to name one yet due to NDAs with the grocer.
- c. EDA asked about walkability throughout the area, and Hoffman noted there are pedestrian crossings and potential ‘rubber necking’ at the activity in the area which will slow down traffic.
- d. EDA members were also excited about the changes to the traffic circle and intersection configuration on Route 7 to direct people away from the residential area.
- e. Hoffman noted they do not believe this development will add substantial traffic issues to the City.

3. “The Little City” logo usage

- a. City staff provided an update to EDA members on the need to create criteria for public use of the “Little City” logo. EDA will continue these conversations at their next meeting. Ed Saltzberg offered to support EDO staff in building out the criteria in the meantime.

4. 2020 Mixed Use Net Annual Fiscal Impact Analysis results

- a. [2020 Mixed Use Net Fiscal Impact Model Powerpoint Presentation](#)
- b. [2020 Mixed Use Net Fiscal Impact Model Narrative Description](#)
- c. [2020 Mixed Use Net Fiscal Impact Model Table](#)
- d. City staff resented the updated Net Fiscal Impact Model Mixed Use Development Analysis to the EDA.
- e. EDA asked for a revenue breakdown comparison between all stand-alone residential in the City versus these mixed use and all multifamily residential projects. Staff will investigate this request.
- f. EDA asked for staff to include information on the Kensington, the Flower Building, the Hilton Hotel, and other buildings not considered mixed use but that provide substantial commercial revenue to the City. Staff will pursue this option.

5. Wayfinding Site ID/Parking/other signage criteria and project update

- a. City staff updated the EDA on the status of the wayfinding program and the challenges associated with adding additional vehicular signage. According to the EDA’s wayfinding consultants, vehicular signs cannot be added to the existing wayfinding program due to issues with sign clutter and confusion for drivers. If the City wanted to add vehicular signs, the EDA would have to re-program the entire system. The EDA can add Site ID or public parking signs as needed but a high expense.
- b. EDA would like to move forward with exploring a Site ID sign for the Tinner Hill area, with a map of the related Tinner Hill sites on the back of the sign. EDO staff will work with consultants to decide next steps, with Council potentially paying for the sign.

6. EDC presentation on new businesses/vacancies

- a. [Report from staff on inventory of existing ground-floor commercial vacancies Citywide.](#)
- b. City staff also updated the EDA on new business openings in the City. Council member Letty Hardi asked staff to break down the vacancies by class type and building age. EDO staff will work on this project for the next EDA meeting.

7. EDA Retreat Update

- a. **Historical Tourism – Jim Coyle**

<https://www.fallschurchva.gov/DocumentCenter/View/14336/Heritage-Tourism-in-Falls-Church>

EDA member Jim Coyle presented an opportunity for the EDA and EDO to promote 'Heritage Tourism' in the City by working with other departments and Boards and Commissions on the new Visitor's Center, updating marketing materials, and outreach. It was concluded by staff and the EDA that EDO needs more staff in order to pursue this opportunity to its fullest extent. EDA student rep Rex Crespino volunteered to work on this effort with Councilperson Letty Hardy and others. Specifically, he will work with other students and Boards and Commissions on The project is a digital self-guided tour of all of the art in falls church. The website collects all of the art in the city and provided descriptions, artist, location (both address and GPS), and ownership. The project is being worked on by four student reps across the boards including myself.

b. Website/Marketing

EDO staff updated the EDA that the website updates and changes are underway and can provide an additional update in May.

8. 302 Shirley St. Update

- a.** EDO staff updated the EDA on the rehab requirements to 302 Shirley St. The new property managers provided a list of required updates but no estimates yet for the work. EDO staff will update the EDA with quotes and more details on loan opportunities at the following meeting.

9. Adjourn

Economic Development Authority Staff liaison: Valerie Weiner, vweiner@fallschurchva.gov