



ECONOMIC DEVELOPMENT AUTHORITY MEETING AGENDA  
Virtual Meeting – [Click here to join the meeting](#)  
Tuesday, February 2, 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](http://www.fallschurchva.gov).

- I. Call to Order
- II. Roll call and virtual meeting notice:
  - EDA Members Present:** Chair Bob Young, Vice Chair Brian Williams, Jim Coyle, Edward Saltzberg, Sandra Kiersz, Matthew Quinn
  - EDA Members Absent:** Erin Messner
  - Student Liaisons Present:** Rex Crespin, James Trombo
  - City Staff Present:** Jim Snyder, Val Weiner, Becky Witsman, Emily Bazemore, Lionel Millard
  - Public Attendees:** Letty Hardi, Phil Duncan, Tim Stevens, Debbie Hiscott, Kara Braciale Nath, Andrea Caumont
- III. **Approval of January EDA Minutes:** Jim Coyle motioned to approve, seconded by Brian Williams. Unanimous approval.
- IV. **Founders Row Amendment Presentation, Review, and Recommendation:** Joe Muffler presented the Founders Row request for a revision to the “Accountability Provision”, that would allow them more time to secure a financially stable movie theatre company. This includes putting \$3.6 million in escrow until tenant improvements begin for a new movie theatre company, but allow them to continue to lease all residential units.
  - a. EDA members asked whether this would impact revenue from retail in the project; staff noted it would for now but this is par for the course for these projects in COVID.
  - b. EDA members asked about the status of leasing the retail spaces; Joe Muffler outlined they are speaking with many retailers but do not think they will be able to reach pre-COVID retail targets. Joe Muffler noted there is no ‘plan b’ for the movie theatre space.
  - c. Jim Coyle motioned to support the revision to the “Accountability Provision”; Sandy Kiersz seconded. Unanimous approval.
- V. **LED Lighting presentation from DPW:** DPW Staff Lionel Millard presented a DPW pilot program to change city street light bulbs to LED and also changing the heads of the poles.

EDA members were supportive of this pilot, the public input process to discuss the wattage and color of the lighting, and potentially using LED for wayfinding signs.

VI. **Public Art Presentation:** CPEDS Planning staff member Emily Bazemore presented the public art amendment to the comprehensive plan. EDA members were excited about citizen involvement, formalizing the process of public art approval, and adding more public art to public areas. Comments were to focus on the funding, identifying a champion for art projects who can outline a broad vision for art throughout the City, and soliciting local private funding. EDA members would like to also see the proposed Founders Row mural at the following meeting.

VII. **CIP Presentation/Approval of CIP letter:** CPEDS Director Jim Snyder presented the three proposed CIP projects--the West End and Gordon Road Triangle POA Street Grid, the Four Mile Run Restoration Project, and the Kaiser Garage Elevator.

**a. Kaiser Garage:**

- Jim Coyle noted there should be an extended agreement in place with Kaiser to use the garage if the City were to make such a large investment.
- Brian Williams noted it could be a potential VC for a new development, but didn't think it should be a City expenditure. He suggested testing the idea with improved lighting, an improved mid-block crossing, and an extended agreement with Kaiser first as opposed to starting with an elevator.
- City Council member Letty Hardi suggested there may not be a need for the elevator, since the City does not have a 'parking problem' as defined by the recent Walker study.
- EDA members agreed the elevator could support ADA needs as well as improved safety. Some members supported sending a letter of support for all three projects to continue discussions, not necessarily to fund them all.

**b. Four Mile Run:**

- Brian Williams asked whether Arlington is supportive of dense residential development in this area, staff noted that there is a student study that will look into these issues.

**c. West End:**

- EDA members asked how this project would work with current VDOT projects in the area, City staff noted they would complement the work and make more connections to the trial.

Jim Coyle motioned to approve a letter of conceptual support for all three projects, assuming there will be time for more discussion moving forward. Seconded by Ed Saltzberg. Approved by all members but Brian Williams. The motion passes 5-1.

VIII. **Full-time downtown and business coordinator/Approval of letter of support:** EDA supported the draft letter of support, if more focus is put on why the position is needed. Jim Coyle approved motioned to approve the letter with these changes. Seconded by Ed Saltzberg. Unanimous approval.

IX. **EDA Retreat Date:** Staff will release a poll to gauge availability of EDA members.

X. **Noise Ordinance Report:** The proposition is to extend 'day time' hours to 10 pm and modify hours based on zoning districts. EDA members will continue to hear updates on this ordinance, possibly at their March meeting and/or the EDA retreat.

XI. **EDA Project Tracker Updates and Questions:** City staff updated that the request for wayfinding bids went out and there have been 3 requests to attend the pre-bid meeting thus far. In addition, the Kaiser signage is on hold as the vaccine and COVID-related issues are the main priority for the company.