



**CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY  
MEETING AGENDA**

**Wednesday, March 2, 2022 6:00 pm  
In Person at Economic Development Facility**

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10300 Eaton Place, Large Conference Room, Fairfax, VA 22030

**Commissioners Present:**

Chair Kathleen Paley  
Vice-Chair Jeff Hermann  
Commissioner Tom Ross  
Commissioner Beth Young  
Commissioner Fred Cornett  
Commissioner Soledad Portilla

**Others Present:**

Christopher Bruno, Director for Fairfax City's Office of Economic Development  
Danette Nguyen, Assistant Director of Economic Development/Programs Manager, Fairfax City  
Matthew Easley, Operations and Program Manager, Fairfax City  
Lydia Sigman, Intern for Fairfax City's Office of Economic Development  
Andrew Wilson, Project Manager, Fairfax City  
Gisele Stolz, MEC, Fairfax Director, George Mason University  
Edgar Hill, MEC, Fairfax Director  
Patti Innocenti, Procurement Manager  
Jen Dalton, Marketing Consultant  
Paul Nabti, Division Chief, Planning

1. **Call to Order**
  - a. The meeting was called to order by Chair Paley.
2. **Adoption of February Meeting Minutes**
  - a. All Commissioners voted in favor to adopt the February Meeting Minutes
3. **Fairfax City Citizens for Smarter Growth Update**
  - a. William Pitchford gives update on Fairfax City Citizens for Smarter Growth's work in the last month
  - b. FCCSG views City Center West as a positive development for the City of Fairfax.
  - c. Pitchford asks what the EDA's position on drive-throughs. Pitchford also asks how serious and far along is the development of the Truist Bank building.
  - d. Chair Paley states the EDA does not have a formal position on drive-throughs and that the EDA does not traditionally weight in on specific redevelopment projects. Paley also states the EDA does not have insights on the Truist Bank development as it is early in the process.
4. **Cooperative Contract 2022 Discussion (Savills)**
  - a. Director Bruno states the procurement manager for the EDA, Patti Innocenti, recommends a one year extension for the procurement contract the EDA currently has with Savills. There is no additional cost to the EDA and it just provides flexibility should the contract be needed for work in the next year.
  - b. Commissioners vote on a one year extension of the Savills contract. Motion passes unanimously.
5. **Draper's Global Update**
  - a. Project Manager Wilson states Draper's will be open by April monthly meeting. Wilson says the interior is almost complete with the exception of a couple specific enhancements, which he details.
  - b. Draper's has hired a head chef and is actively recruiting for other positions.
  - c. Bruno commends Wilson for his work on the project.
6. **Mason Enterprise Center**
  - a. Facility Relocation Update
    - i. Wilson states the plans have been reviewed by code administration office and the few minor comments have been resolved by the architects. Wilson expects to have building permits by next week.

- ii. Wilson presented printed final floor plans and renderings for facility relocations. Also presented examples of flooring, backsplash, and paint colors.
    - iii. Currently at \$98.24 per square foot
    - iv. Chair Paley commends Wilson and others for working to keep to the budget while making the space professional.
  - b. Tenant Relocation Update
    - i. New Leases
      - 1. Director Hill presents printed information on pricing for new space.
      - 2. Now that the pricing has been presented to the EDA, the MEC will present the pricing to clients by the end of the week, in addition to sending clients a floor plan and FAQ.
      - 3. Intend to start signing leases in April.
    - ii. New MEC Open House
      - 1. Hill states MEC Open House will be scheduled for Wednesday March 9<sup>th</sup> at 11am in the shell space.
  - c. Commissioner Cornett asks Hill to explain the monthly pricing number and how it was calculated.
    - i. Hill states the number was calculated by his predecessor and he will check with them on the final number calculation process.
    - ii. Commissioner Cornett and Director Hill plan to meet to discuss pricing further. Hill states he will wait to send out pricing until after that meeting.
  - d. Cornett asks if there is a form of the lease complete.
    - i. Hill responds that they have started that process.
    - ii. Bruno states the letter of intent is ready now to send around. Adds the leases won't need to be significantly changed as they have recently been updated.
  - e. General discussion ensues about office leasing and preferences.
    - i. All agree to expect offices with windows to be in high demand.
    - ii. Hill discusses size of clients can grow in MEC and how the MEC will evaluate that.
  - f. Marketing
    - i. Hill says given there are open spaces, the marketing program will start in late May/early June.
    - ii. Will reinforce the location and new iteration of the program.
    - iii. Goal is to eventually have a waiting list for the MEC.
  - g. Consultant Jen Dalton presents marketing plan.
    - i. Got consistent branding last year and are looking to maintain marketing to attract forward looking clients.
    - ii. Discusses marketing campaigns including highlighting clients and spotlighting partners.
    - iii. Looking to collaborate with EDA:
      - 1. Faces of Fairfax City. Loved seeing Fed Writers featured
        - a. Assistant Director Danette Nguyen notes more MEC businesses will be featured in Faces of Fairfax this month.
      - 2. Updates to messaging on EDA's site
        - a. Bruno notes the old EDA website is being taken down and the Fairfax City Connected site is the EDA site now.
      - 3. Planning ways to get MEC advertised in places businesses are looking at when they're preparing to launch.

## **7. Update on Kamp Washington Small Area Plan**

- a. Paul Nabti presents phases of the small area plan and updates, including feedback from property owners and discussion of properties with the highest potential.
- b. Transportation plan:
  - i. Goal to achieve a better connected street grid.
  - ii. Community concern about lack of pedestrian and bike access.
    - 1. Will be addressed with more crossing opportunities by proposing new traffic signals so there will be crossing every 600 feet.
  - iii. A commissioner asks if there have been any transportation studies.
    - 1. Paul states there are no in depth ones for this plan but they will be doing some higher level study so they have information on what they are proposing.
  - iv. Chair Paley asks how to make the crossings feel safe.
    - 1. Paul responds that there will be wider sidewalks and better standing areas, median breaks, and the crossings will be at intersections with smaller streets.

- c. Open space plan:
  - i. Plan to link the open spaces on the edges of the study area and adding small open spaces within the study area.
  - ii. Leave a buffer between development and the cemetery.
  - iii. Transit center and pocket parks planned for the middle of the study space.
- d. Uses plan:
  - i. Plan to integrate pedestrian friendly retail uses with the highway oriented commercial uses, still maintaining current amount of retail space in Kamp Washington.
  - ii. Use of upper floors of buildings is flexible whether it is offices or other uses.
- e. Heights plan:
  - i. General recommendation is to increase the maximum floor height to 6-7 stories in most areas of the plan.
  - ii. Lower heights proposed around the Germantown Cemetery with a maximum 5 story and lower heights recommended around residential areas with a 3 or 4 story maximum.
- f. Commissioners ask questions about specific aspects of the plan and implementation, to which Paul provides answers.
- g. Implementation Work Group will meet at 9am on March 17 to discuss the implementation of adopted small area plans. Group consists of city staff and invited property owners, various boards and commissions, including the EDA.

## 8. EDA/O Update

- a. Budget Overview/ Document
  - i. Bruno states the city manager has presented a budget proposal, which included an increase in the EDO's budget.
- b. Staffing Update/ Postings
  - i. Bruno states the proposed city budget will include a position for a full time employee to help with business and investments.
  - ii. Trinh Scott will be leaving the EDO this month.
  - iii. A job will be posted soon for a position to help with programs.
  - iv. Budget analyst Vy Tran is also leaving the EDA, and that position will be posted soon too.

## 9. Programs Update

- a. Asst. Dir. Nguyen presents updates on EDA programs.
  - i. Social initiative highlighting women-owned and women-managed businesses for Women's History Month in collaboration with the Commission for Women.
  - ii. Restaurant Week is now twice a year. The first installment is in March and there are 24 restaurants participating.
  - iii. There are 12 grand openings and/or ribbon cuttings between March and the end of May.
  - iv. Temporary outdoor dining permits are extended through September 30<sup>th</sup>. Working now to make it a permanent process to be able to apply for a permit for outdoor dining each year.
  - v. Patriots' Path creatives are finalized and that program will be launched in early April.

## 10. Eagle Bank Arena Study

- a. Commissioner Ross updates EDA on study analysis.
- b. Concludes the building is used often and old, was built in 1985 and not comparable to other college sports facilities now.
- c. The plan for the Eagle Bank Arena is part of the comprehensive plan of George Mason.

## 11. Public Comment

- a. Central Fairfax Chamber of Commerce notes excitement for Restaurant Week to start.
- b. Also notes Asian Festival on May 15<sup>th</sup> on Main Street and the Chamber is looking for corporate sponsors to fund the festival.
- c. The Chamber is hosting three networking events in March, on the 8<sup>th</sup>, the 15<sup>th</sup>, and the 24<sup>th</sup>.

## 12. Adjourn

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\*\*\*Next Meeting: Wednesday May 4, 2022\*\*\*

**THIS WILL BE AN IN-PERSON MEETING**

**10300 Eaton Place, Small Conference Room, Fairfax, VA 22030**