

**Dulles South Business Alliance  
Meeting Minutes  
November 15, 2005  
Location: Pleasant Valley United Methodist Church**

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Bill Dean, Scott Plein and John DeBell summarized their November 4<sup>th</sup> meeting with Fairfax County Supervisor, Michael Frey. They made mention of the future widening of Route 50. However, between Route 28 and the Loudoun County line, there's not much planned. The VDOT RFP is still not out on the street. There was discussion of an incentive tax district, from which a percentage of taxpayer dollars is used for improvements. Scott wondered if there's any flexibility in the Rt. 28 tax district today suggesting that taxpayers in the area could take issue, and it wouldn't affect anybody in Loudoun County thus implying that we should see what can be done in Fairfax. Mike Cook noted that current legislation concepts include dedication of the recirculation of taxes to pay for maintenance of newly provided streetscapes, which must be inserted into the RFP for the "plan developer." Since there would be a lot of legal issues, John will seek the advice of Ben Tompkins, an attorney with ReedSmith specializing in commercial and large scale residential real estate. Although Dale Myers suggested that we first check on the County's authority as it may already have the legislation. Russ Gestl added that we must identify the benefits.

Supervisor Steve Snow emphasized that we offer potential ways to participate in the political program using the bottoms up method. He said we need to do something soon as the Board is entering the budget process. We need to pursue what the Board can do from a proffers perspective. With County plans for new home development, a revitalized Arcola and the GMU campus there and a full hospital on the horizon, we're positioned as businesses and property owners for tremendous growth.

Dale, who recently met with Charles Yudd, Loudoun County Administration, gave an update on the Route 50 Task Force. By February, they're expecting to have the Requests for Proposals (RFP) back, which support the studies as they relate to the retail policy in Segment 3 (the north side of Route 50 from Route 606 to Route 659 relocated and extending northward toward Route 621, encompassing the greater Arcola area) and the business community mix in all four segments. The RFPs for the mixed use business district have an estimated time table of one year. The estimated time table for outsourcing in regards to the landscape designs and suggestions in all four segments is December 2005. The estimated time table for the design cabinet guidelines is December and will be made available to the Board in January. The actual CPAM is only for segment 3, which got extended down to Old Arcola. – That should be completed by February. Countywide Transportation Plan (CTP), which will be included in the staff

recommendations, will be brought back to the Board in February. All CPAMS got put on hold until further notice. There's the opportunity that by the first of February, there may be a Board amendment to reactivate all the others.

When asked by Bill if there's something we're not doing, Supervisor Snow stressed that we need to become an educational body and speak before the Board in numbers because the battle is showing that we're part of the market force.

Supervisor Snow stated that Segments 3 & 4 are the center of gravity, where the hospital and the university will be. The CPAMs are the critical drivers of this whole area. The Board will discuss the zoning ordinance for Western Loudoun on November 17.

Dale said that the PEC has been more consistently focused on their message of no growth. With the previous Board of Supervisors, what we saw was by right development, which is not good planned growth.

Supervisor Snow reminded us that if we don't get the hospital, the university and the new housing then it won't matter if the Board can't give us our setbacks. We've got to fight for expansion against those who oppose it. In Segment 2 (properties on the south side of Route 50 from Poland Road from the eastern edge of South Riding to the proposed intersection of West Spine Road, just east of existing Route 659, and south to Tall Cedars Parkway) the Board is trying to bring in Defender Drive. Toll Brothers is bringing in restaurants, etc. The Board approved the Brambleton Active Adult Community Center – What citizens don't know is that it brings growth which will trigger Toll Brothers to complete the parkway. The Board is not far from getting Route 606 four laned. Starting in December, the Board is going to see a concerted effort by paid professionals against growth in the county, and we are well positioned to help.

Dale referred to the example of 12 different citizens talking about 12 different issues. Some want this, and some want that, but they need to work together as a citizen's group, willing to develop a website and start an e-mail campaign in order to become more influential. So it's going to take a commitment from the business community like this.

Supervisor Snow reinforced Dale's example commenting that an association of businesses has to be heard by the BOS since we do make a difference. He recommended that we get marketing experts in to help us position ourselves, create synergies and bring in other businesses.

Scott pointed out that there needs to be powerful voices coming out of here, not just one voice. We all need to go to the meetings and state the inevitable about growth since 400,000 people are projected to come to Loudoun County. We need to plan well for them to stay here and not branch out to neighboring

counties. If this argument keeps up concerning the CPAMs, we can expect to keep tripping over ourselves by concentrating on the small issues (e.g. .1 FAR).

Packie Crown with Greenvest said that the PEC is there constantly, but they're paid employees on a call to action. She suggests we keep transportation as our most critical issue. Most citizens don't know about the process for improvements. Greenvest is preparing a map showing current and proposed road improvements. Greenvest will come in for our meeting on January 10 to present the map and have Wells & Associates (engineering consultants) walk through what's been proposed and where it is in the process. She believes the PEC is going to try to stop development through opposing transportation improvements while staying under the radar screen.

Andrew Levinson with Cooley Godward said we should be wary of a property rights argument because there is no unrestrained legal right to do whatever one wants with one's land. The focus of our efforts should be, first, to counter the conventional wisdom that more development exacerbates traffic and, second, to explain to the community how proffered development can actually help solve transportation issues.

In closing, Supervisor Snow asked if we want the Tri-County Parkway?

Bill thinks the transportation education focus of our January meeting will be productive since it'll be a business led debate rather than a developer led debate.

There was a concensus that we need to promote the education process. Dale proposed a membership drive via a 4:00 p.m. – 7:00 p.m. holiday wine & cheese get-together for our December 13 meeting encouraging members to bring potential members.

### Next Meeting Information

Tuesday, December 13, 2005, Holiday Social  
4:00 p.m. – 7:00 p.m.  
M.C. Dean, Inc.  
22461 Shaw Rd.  
Dulles, VA 20166

### Agenda

Guest speaker: Carol Kost, Dulles District Chair on the Loudoun County Advisory Commission on Youth

### Action Items

John DeBell will check with Ben Tompkins to determine the possibility of creating a tax incentive district for transportation and other improvements.

Dale Myers will invite Art Smith, Loudoun County Transportation, to our January meeting.

Dale Myers, Steven Sneed and Chris Knego will develop a timeline to track the County process (amendments) and individual applications that may reinforce our position.

Susan Caudle will determine which Fairfax County businesses and property owners should be invited to future meetings. Bill Dean will draft a letter of introduction to them.

Sam Hahn will sponsor our January lunch.