



**Leesburg Economic Development Commission
REGULAR MONTHLY MEETING
25 West Market Street
Town Hall - Council Chamber
June 1, 2022
7:00p.m.**

1. **Call to Order**
2. **Roll Call**
3. **Adoption of the Agenda**
4. **Approval of Minutes**
 - a. May 11, 2022
5. **Petitioners (5 minutes each)**
6. **Liaison Comments (5 minutes)**
7. **Staff Report**
8. **Liaisons to Other Commissions and Committees**
9. **Old Business**
 - a. **Redevelopment Areas**
10. **New Business**
 - a. **Compass Creek - Discussion**
11. **Commissioner Comments (5 minutes)**
12. **Chairman's Comments (5 minutes)**
13. **Adjournment**

If you require any type of reasonable accommodation to attend and/or participate in this meeting due to a physical, sensory, or mental disability, please contact Russell Seymour at 703-771-6530. Three days advanced notice is requested.

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Leesburg Economic Development Commission
REGULAR MONTHLY MEETING MINUTES
Town Hall – Council Chamber
May 11, 2022
7:00pm.

Commission Members Present: Eric Byrd, James Choi, Jason Miller, Britta Neel, Brittany Youkers

Commission Members Absent: Marantha Edwards

Staff Liaison Present: None

Staff Present: Economic Development Director Russell Seymour
Business Development and Retention Manager Melanie Scoggins

Petitioners Present: None

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1. **Call to Order**
The meeting was called to order at 7:02 p.m. by Chair Byrd.
 2. **Roll Call**
Chair Byrd asked for the Calling of the Roll by Director Seymour; Director Seymour stated that a quorum was present.
 3. **Adoption of the Agenda**
Motion by Commissioner Neel to adopt the Agenda; seconded by Commissioner Choi. Motion carried.
 4. **Approval of Minutes**
Motion by Vice Chair Youkers to adopt the meeting minutes of April 6, 2022; seconded by Commissioner Neel. Motion carried.
 5. **Petitioners**
None.
 6. **Liaison Comments**
None.
 7. **Staff Report**

Main Street Program Update

- An application for a Community Vitality Grant of \$7,000 was submitted
- The grant requires a match from the Town
- A consulting firm will be brought in to work with local business owners
- An experienced volunteer will begin working with local businesses within a few weeks

2022 Leesburg Business Awards

Director Seymour referenced the successful Leesburg Business Awards event held on May 4, 2022.

New Economic Development Position Approved by Council

- Role will focus on small businesses, particularly entrepreneurs

- Some work on the Main Street Program
- Tourism (day trippers)

Inc. 5,000 List

Director Seymour mentioned the Inc. 5,000 event which recognized the Top 5,000 small businesses in the area. Leesburg-based businesses for 2022 included:

- The Building People
- Softrams
- DH Technologies
- Lynker
- Adeptus Solution
- Makpar
- AM

8. Liaisons for Other Commissions

- **Public Art Commission** – Commissioner Miller mentioned a meeting to review the first application for a mural at Virginia Village and added that the expected flurry of activity was not seen.
- **Diversity Commission** – Commissioner Neel was unable to attend due to a conflict with the EDC meeting.
- **Planning Commission** – Vice Chair Youkers mentioned the following hearings:
 - May 5th - Mural Zoning Ordinance
 - May 18th - Outdoor Dining Survey results
 - June 2nd - Food Truck public hearing
 - June 16th - Outdoor Dining public hearing
- **Airport Commission** – A presentation was made to Council; recommended approval be given to the Town Manager to move forward with seeking a consultant.

9. Old Business

Reporting for Projects, Task Forces, and Sub-Committees

Chair Byrd initiated discussions of projects on which commissioners wanted ownership. Chair Byrd is in favor of researching the pros, cons, and benefits to the Town of establishing an Economic Development Authority.

Vice Chair Youkers compiled redevelopment project templates for review, with the goal of creating consistent, standard operating procedures. Chair Byrd is in favor of a presentation from Planning at the June meeting regarding redevelopment hotspots.

10. New Business

a. Board and Commission Liaisons

Commissioners present at the meeting were appointed as liaisons to guide the EDC. Chair Byrd will speak with Commissioners Edwards and McCray to determine on which commission they wish to join.

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| Airport Commission | Eric Byrd |
| Board of Architectural Review | Jason Miller |
| Board of Zoning Appeals | |
| Diversity Commission | Britta Neel |
| Environmental Advisory Commission | |
| Parks and Recreation Commission | James Choi |
| Planning Commission | Brittany Youkers |
| Public Art Commission | Marantha Edwards |
| Standing Residential Traffic Commission | Britta Neel |
| Technology and Communications Commission | Eric Byrd |
| Thomas Balch Library Commission | James Choi |

b. Outdoor Dining Survey – Presentation by Director Seymour

- May 19th - Results will be presented to the Planning Commission
- June 16th - Public hearing
- Survey was communicated to local businesses by the Town PIO office
- Planning Commission requested a list of businesses
- Making permanent changes to zoning ordinances

- Request for unused parking areas for outside tables
- Businesses are concerned about returning to pre-Covid regulations
- Necessity of tables being six feet apart
- Extending boundaries to make this feasible for businesses
- Tents, canopies, heaters
- Outdoor dining should be year-round or seasonal
- Provide information to Planning for discussion/analyze data
- Encourage discussions with local businesses on the importance to them of outdoor dining
- Urge businesses to attend public hearings

Vice Chair Youkers wishes to add Outdoor Dining to the July agenda for draft recommendations to Council. Chair Byrd mentioned having a Planning staff member at the June meeting would be useful.

- Each business has been allocated a certain number of parking spaces
- Impact if restaurant patrons infringe upon shopping center space
- Chair Byrd indicated clarification will be gained in May when Planning Commission talks to staff
- Commissioner Miller indicated it is a misconception that restaurants are presently fine, and discussions be held now to make it permanent (not a recovery plan)
- Chair Byrd mentioned that anything that can be done for an additional period to help businesses recover
- Zoning ordinance would have to be across the table
- New developments required to take on new parking rules
- Staff position created to work on zoning piece

Vice Chair Youkers will take on the lead of an Outdoor Dining Commission and welcomes anyone who wishes to work with her to populate a document for presentation at the June meeting.

11. Commissioner Comments

- Commissioner Choi looks forward to the rest of the year.
- Vice Chair Youkers expressed her gratitude to Staff for their work on the Business Awards; suggested that the categories be expanded; and believes that the redevelopment template will provide tangible items to leave behind when commissioners depart the EDC.
- Commissioner Neel thanked staff for their work; extended congratulations to Chair Byrd for winning a business award; and thanked Vice Chair Youkers for compiling the redevelopment template.
- Commissioner Miller expressed his thanks to the EDC.
- Director Seymour encouraged the EDC to review the business award categories and start over with the future EDC brand in mind.

12. Chairman's Comments

Chair Byrd thanked the commissioners for taking the time to participate in the meeting. He mentioned numerous great comments were received on the business awards and expressed his thanks to Staff for a job well done.

13. Adjournment

Motion by Chair Byrd to adjourn the meeting at 8:35pm; seconded by Commissioner Choi. Motion carried.



**MEMORANDUM
OFFICE OF ECONOMIC DEVELOPMENT**

TO: Richard Klusek, Senior Planner

FROM: Russell Seymour, Director, OED

DATE: May 23, 2022

SUBJECT: Compass Creek Self Storage – 1st Submission
TLSE – 2022-0003

The following comments are provided in response to the Special Exception proposal for the Compass Creek Self Storage project.

The Compass Creek development is an important area for both current and future development for the Town of Leesburg. The Town has, and continues, to work very diligently to bring all of this development into the Town limits. As such, how this site develops will play a significant role in the Town’s future economic growth and stability.

In their Statement of Justification the applicant mentions that this site was originally earmarked for a hotel. This needs to continue to be the primary focus for this site. Compass Creek is a destination. The entire development is highly visible and easily accessible. This statement is true for all sites within Compass Creek. Samples of this area’s significant draws include, but are not limited to:

- Large national and international businesses/organizations, such as Stryker, EIT, Microsoft and the FAA
- Leesburg Executive Airport – with a 5,500-foot runway, this is the 2nd busiest General Aviation airport in Virginia
- Large Medical footprint, including INOVA medical campus
- Facilities such as:
 - Bolen Park, including Segra Field (Home of Loudoun United)
 - ION International Training Center – ice rink, training facility and concert venue
 - And just announced - USTA Mid-Atlantic Unveils Plans for World-Class Tennis Campus Focused on Health, Wellness and Community-Building Through Sport - Loudoun County Economic Development, VA
 - *“In addition to community-based tennis and outreach programs, USTA MAS anticipates that the tennis campus will be a top venue to draw regional, national and international tennis events that will engage fans and players from across the country and beyond. The organization estimates hosting more than 50 annual tennis events and projects more than 78,000 event attendees.”*
- Very strong and growing wedding and corporate meeting industry - [Visit Loudoun County Northern Virginia | Official Tourism Site](#)

On their website, the applicant notes that Compass Creek:

- Provides direct access to the Dulles Greenway/SR627 via two signalized interchanges at Dulles Greenway/Route 267 and Battlefield Parkway
- A **major tourism draw** to the area that will generate a significant economic boost for the county and Town of Leesburg.
- Five additional **major sports and recreation venues** located within 1.5 miles

With all of these destinations drawing people to this area, Compass Creek will be many visitors first view of Leesburg.

In their Statement of Justification, the applicant makes several references to Legacy Leesburg, noting that the Town Plan identifies Compass Creek as one of the single-most-important areas for the Town for “Economic Development related efforts”. This is a very accurate statement. **Goal 2.2** in Legacy Leesburg notes that *Providing a foundation for attracting and growing businesses that will provide local employment opportunities is a critical component in the Town’s pursuit to become a sub-regional center for jobs and innovation.* Additionally, the Town’s Economic Development Mission Statement notes that *The Department of Economic Development is dedicated to establishing the Town of Leesburg as a premier business location and travel destination in Virginia.* These statements illustrate both the goals of the Town relating to the development of this area and the Town’s Economic Development focus.

While public storage facilities can provide an important service for local residential uses, they are not considered a target industry for the Town. Placing a large public storage facility in this location may make it more difficult to attract a hotel user and is not the best use for this highly visible and important economic area for the Town of Leesburg.