



**Leesburg Economic Development Commission
REGULAR MONTHLY MEETING
25 West Market Street
Town Hall – Council Chamber
August 3, 2022
7:00p.m.**

1. **Call to Order**
2. **Roll Call**
3. **Adoption of the Agenda**
4. **Approval of Minutes**
 - a. July 6, 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. Tiger Teams
10. **New Business**
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
Lower-Level Conference Room 2
July 6, 2022
7:00pm.**

Commission Members Present: Eric Byrd, Marantha Edwards, Linda McCray, Britta Neel, Brittany Youkers

Commission Members Absent: James Choi, Jason Miller

Staff Liaison Present: None

Staff Present: Russell Seymour, Director, Economic Development

Petitioners Present: None

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1. **Call to Order**
The meeting was called to order at 7:02p.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 McCray to adopt the agenda; seconded by Commissioner Neel. Motion carried.
Commissioner Edwards requested that the subjects of Outdoor Dining, the Lease on Church Street, and Homestay Amendments be added to the agenda.
 4. **Approval of Minutes**
Motion by Vice Chair Youkers to adopt the meeting minutes of June 1, 2022; seconded by Commissioner Edwards.
Motion carried.
 5. **Petitioners**
None.
 6. **Liaison Comments**
None.
 7. **Presentation - Richard Klusek, Senior Planner, Town of Leesburg Planning & Zoning**
Mr. Klusek provided a preview of future redevelopment areas within the Town (presentation attached hereto). Chair Byrd indicated this information is helpful in determining projects on which the EDC chooses to provide an opinion.

8. **Staff Report**

Economic Development – New Staff Position

Director Seymour indicated the goal is to have the new staff person on Board within one month.

Main Street Program

The Community Vitality Grant determination is expected within the next few weeks.

Economic Development Volunteer

The volunteer will be starting the third week in July; role will focus on talking to the Main Street business community.

SBDC Space

Director Seymour noted that the FY2023 Budget contained funding for the SBDC. The Town is currently working on securing a location that may include the offices of the Leesburg DED.

Outdoor Dining

Director Seymour mentioned the ordinance will be reviewed by the Planning Commission on July 7th before it is brought to Council. Recommended changes are:

1. Removal of 6' distance between tables
2. Addition of limitation that outdoor dining to be adjacent to principal building for which it serves
3. Requirement for a fence-like barrier to separate the outdoor dining area
4. Provision alternating users so that permits may be required from Loudoun County to check for any requirements in a particular case (alerting surrounding businesses of any issues)
5. Addition of a clause that if a user fails to comply the permit may be pulled

MOTION:

Motion by Vice Chair Youkers to send a letter of recommendation to Town Council in support of the outdoor dining and zoning ordinance; seconded by Commissioner McCray. Motion carried.

State of The Town Presentation

Director Seymour referenced a Loudoun County Dept. of Economic Development presentation.

Chamber of Commerce/VEDP

Director Seymour referenced a Chamber of Commerce meeting at which Jason El Koubi, President and CEO of the Virginia Economic Development Partnership (VEDP) spoke. Discussions ensued regarding the impact that Covid still has on Virginia and its struggling recovery, including workforce issues. Director Seymour will request metrics on these findings. Discussions ensued involving Covid impact, workforce shortages, unemployment, transportation (connection from Dulles Airport to Leesburg), Live, Work, Play, high rental prices, demographics, light industrial areas, day trippers study, hotels/conference spaces, and housing/commercial index metrics.

9. **Liaisons for Other Commissions (Tiger Team)**

- **COPA – Commissioner Edwards**
 - Three commissioners have been removed by Council; will know more at the next meeting.
 - Zoning ordinance – An RFP has been finalized and is out on the street for about 60 days (huge project). The RFP will determine future costs of developments in the Town and how that is used to request/negotiate proffers. Proffer statements are being looked at by Betsy Arnett.
 - Crescent Design District/Zoning Ordinance – Council voted on list within the CDD they want to look at.

MOTION:

Motion by Commissioner Edwards requesting that an EDC representative be included in the early conversations and action plan to evaluate the Crescent Design District Master Plan; seconded by Vice Chair Youkers. Motion carried.

- **Diversity Commission – Nothing to report.**

- **Planning Commission** – Covered in previous discussions.
- **Airport Commission** – Chair Byrd referenced an existing FBO that takes care of flying services and that the airport has allowed a second FBO on site. He added that the first FBO is unhappy and has initiated a lawsuit.

10. **Old Business**

Compass Creek Update

Director Seymour indicated a site plan has been submitted to Planning staff and an initial review is presently taking place. References were made to discussions for a hotel or public storage. The commissioners suggested they be given a heads up on future Planning Commission projects in which the EDC is interested and an opinion may be appropriate. Director Seymour advised that careful choice be given to what the EDC comments on, and that he will present information to the EDC when it is submitted to the Planning Commission so that they may make recommendations to Council. Director Seymour mentioned that an introduction to James David, Director of Planning & Zoning, will be made at a future meeting, and requested that any questions be directed to him for presentation to Mr. David.

11. **New Business**

Commissioner Edwards mentioned the Loudoun Housing Summit on August 4th at the Dulles Marriott. She asks that a list of focus areas (Tiger Teams) be listed on the EDC agenda each month.

12. **Commissioner Comments**

The commissioners expressed their appreciation for Director Seymour's input. All were in favor of meetings being held in a conference room setting.

13. **Chairman's Comments**

Chair Byrd expressed his thanks to the EDC and Staff for their hard work.

14. **Adjournment**

Motion by Commissioner Edwards to adjourn the meeting at 9:39p.m.; seconded by Commissioner McCray. Motion carried.

Land Development Update

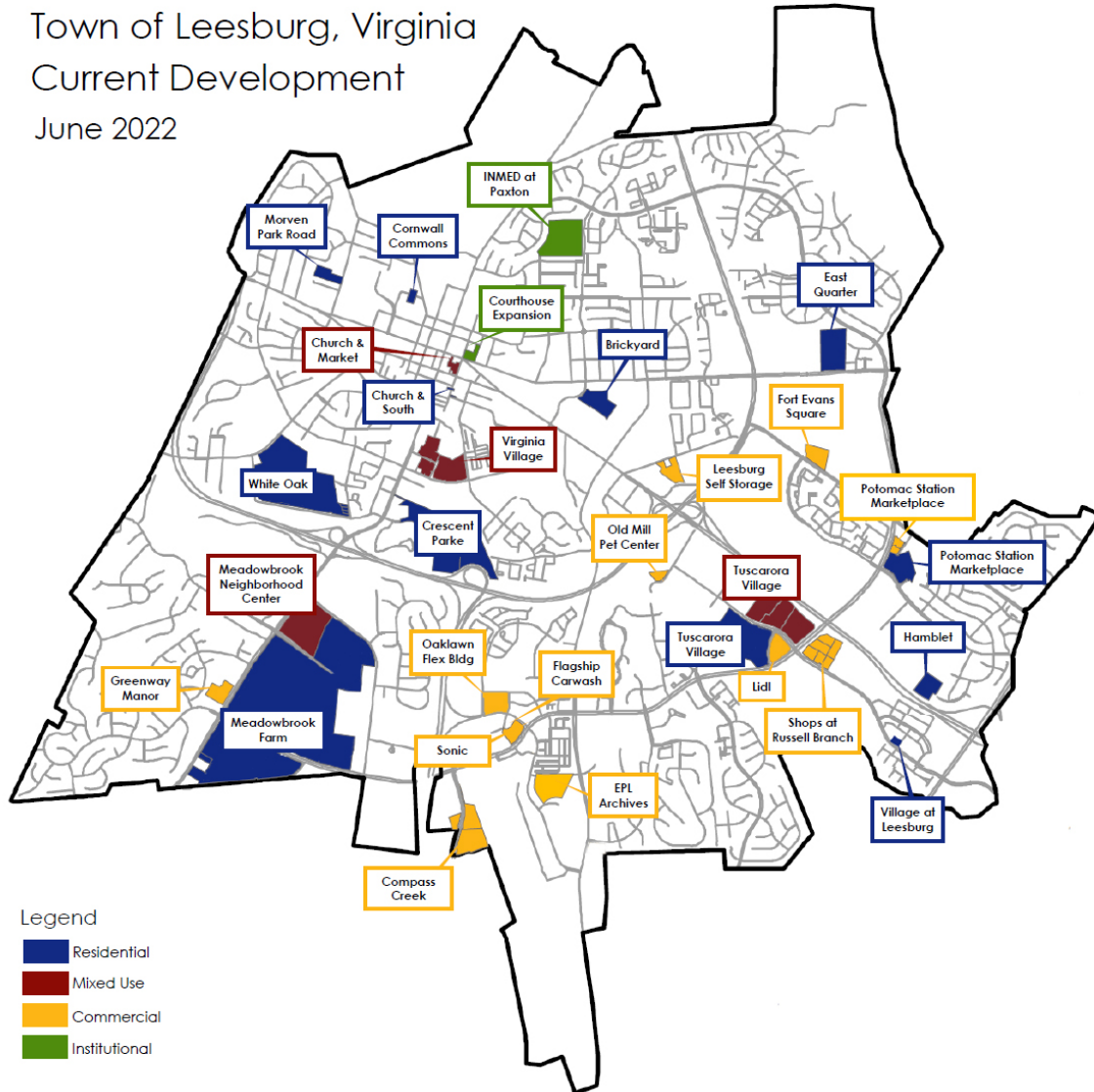
Rich Klusek, Senior Planner, Planning and Zoning

Economic Development Commission
July 6, 2022



Current Development

Town of Leesburg, Virginia
Current Development
June 2022



LIAM

Undeveloped Land

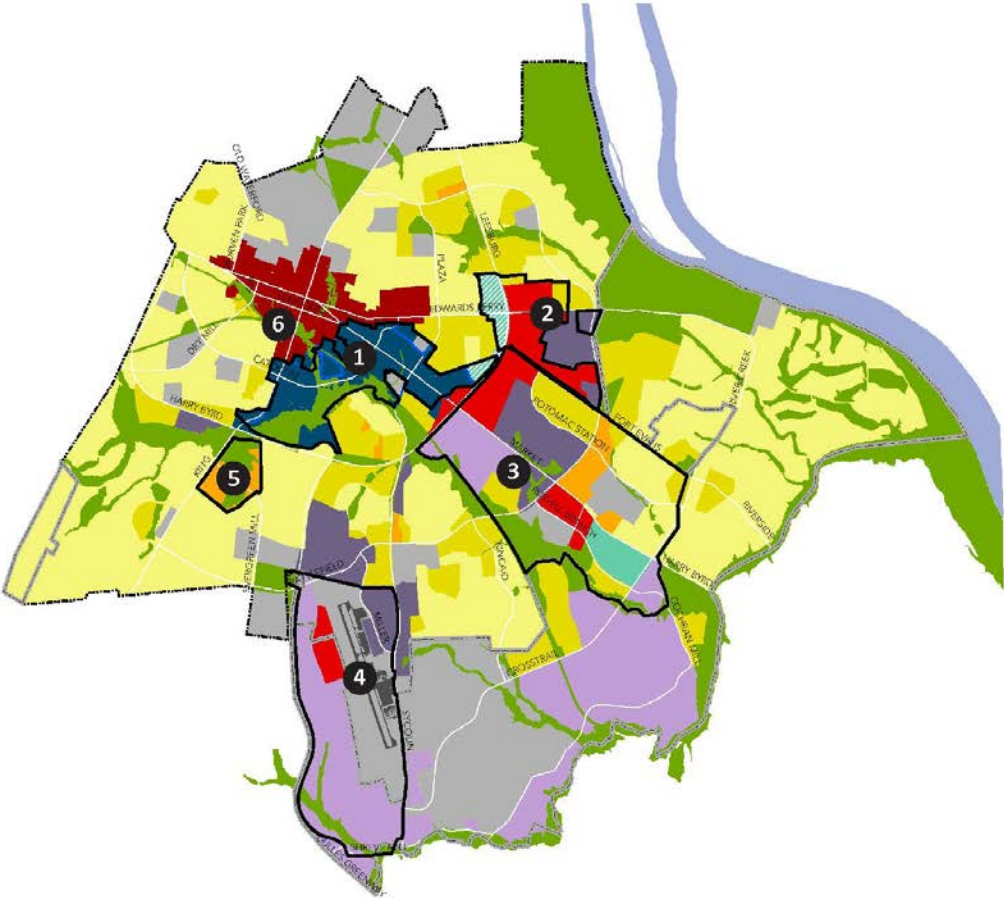
UNDEVELOPED LAND

There is a finite amount of land within the corporate limits and it is important to understand how it is currently occupied, and what could possibly happen to it in the future. Land in the Leesburg planning area (inclusive of the JLMA) generally ranges from already developed (55%) to currently undeveloped (26%) to preserved open space (19%).

Most of the currently undeveloped land is located in the Joint Land Management Area administered in partnership with Loudoun County. New development over the next decade—and future decades—will be primarily focused toward infill in areas considered already developed including vacant sites and opportunities to redevelop under-utilized sites. Together these sites represent roughly 5% of the Town's area together with aging malls, strip retail sites, and other uses that become outmoded due to demographic and economic changes going forward. This breakdown conveys a powerful message. Most of Leesburg within the corporate limits is built out. For the foreseeable future the Downtown and mature neighborhoods will host only incremental change. And of course, public and protected open spaces will be fully preserved. The vast majority of the new development projected in this Plan will be focused toward areas like the Crescent District, Eastern Gateway District, and the JLMA which will potentially host most of the Town's development and redevelopment potential.

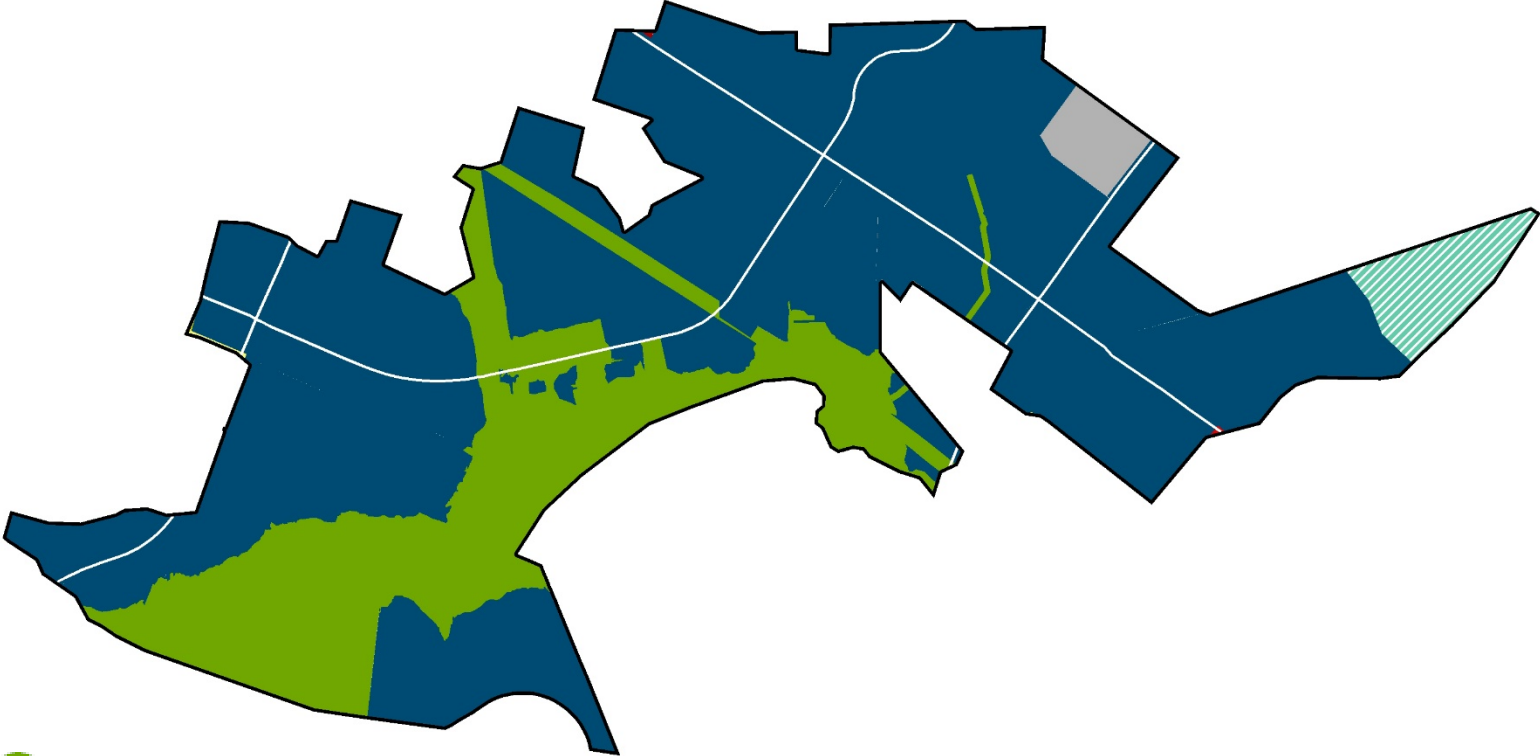


Development Opportunity Areas



- 1 Crescent Area
- 2 Edward's Ferry/US 15 Activity Center
- 3 Eastern Gateway District
- 4 Leesburg Executive Airport
- 5 Meadowbrook Area
- 6 Liberty Street Lot

Crescent Area

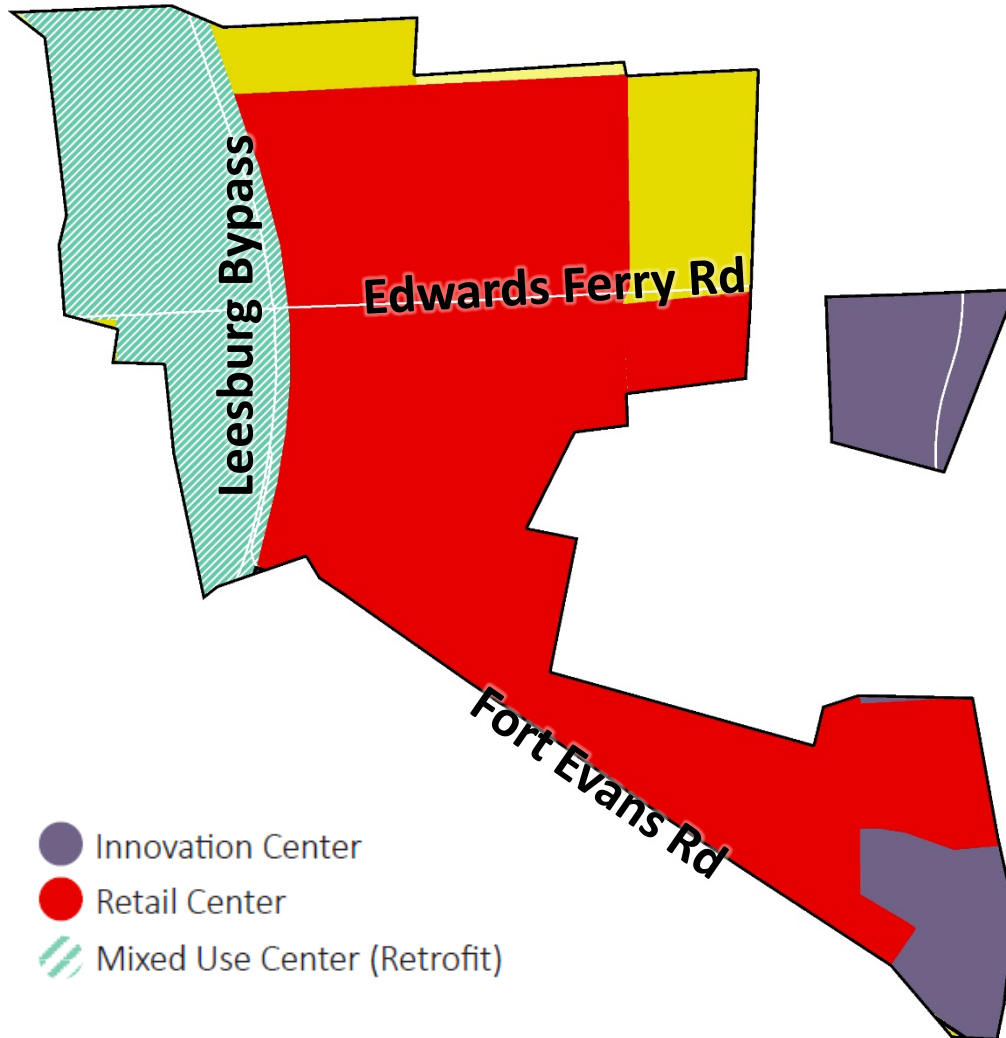


- Open Space
- Crescent Area
- ▨ Mixed Use Center (Retrofit)

Crescent Area



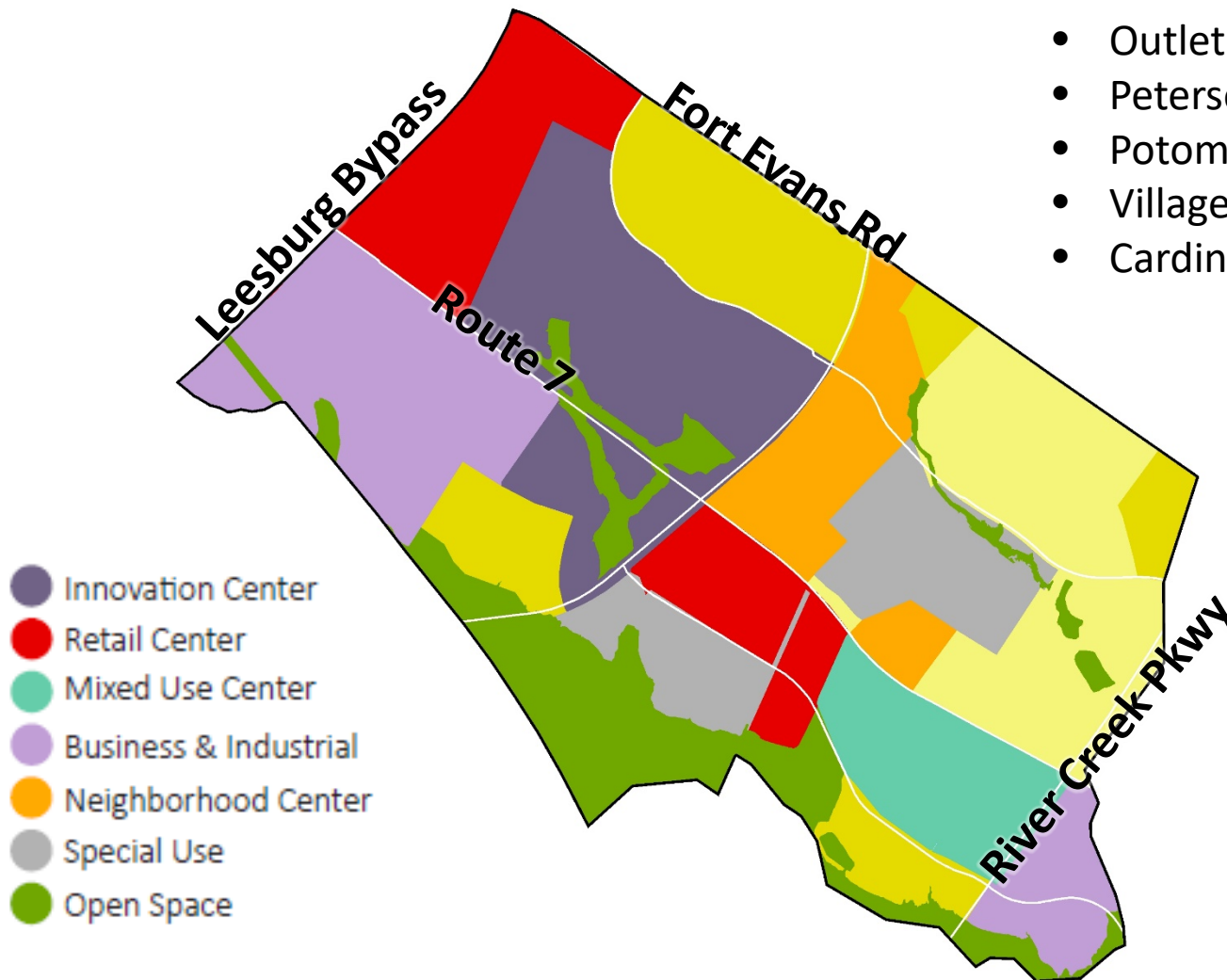
Edwards Ferry Area



- Former Walmart site
- Other aging retail

- Innovation Center
- Retail Center
- Mixed Use Center (Retrofit)

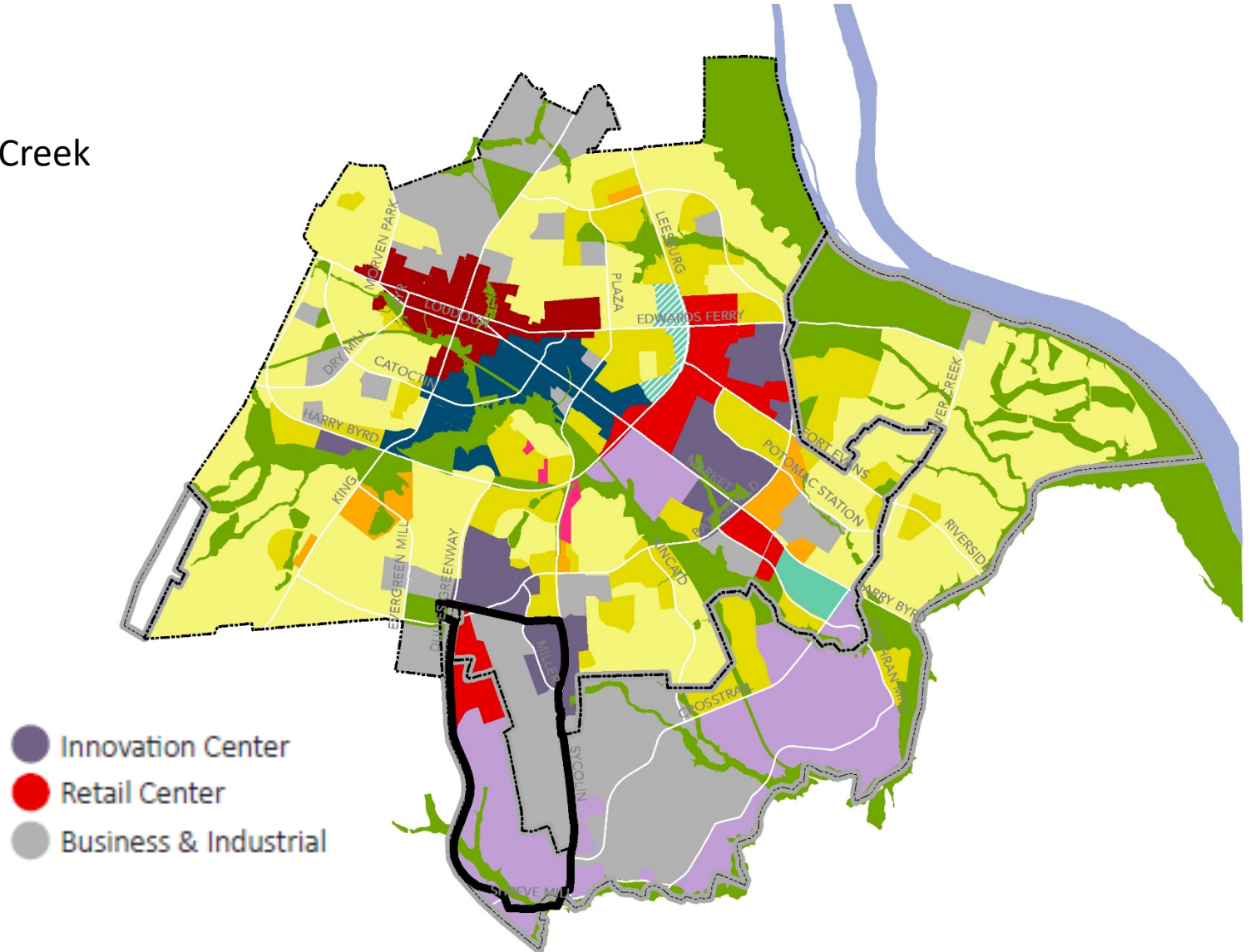
Eastern Gateway



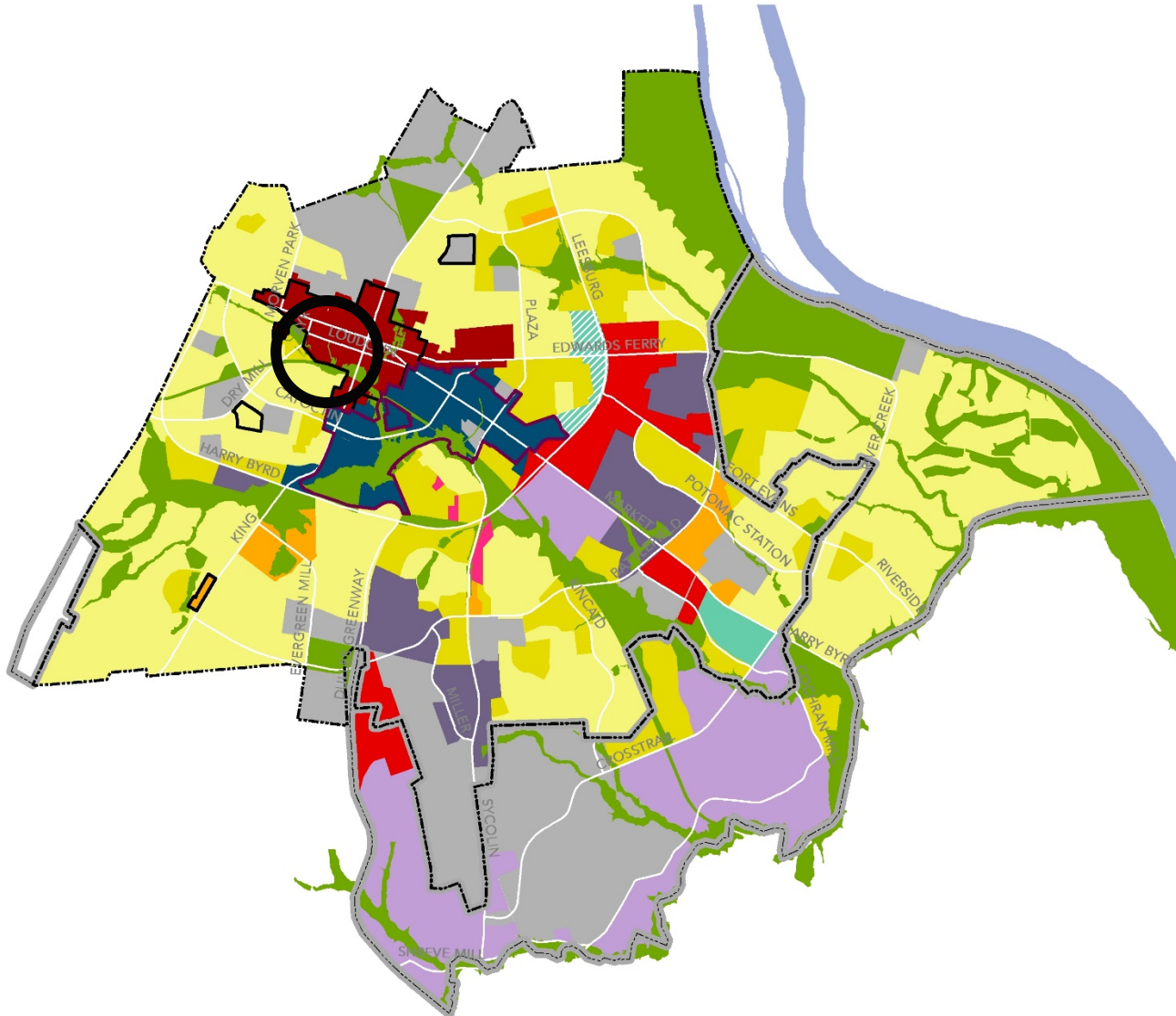
- Outlet Mall
- Peterson Property
- Potomac Station
- Village at Leesburg
- Cardinal Park

Airport Area

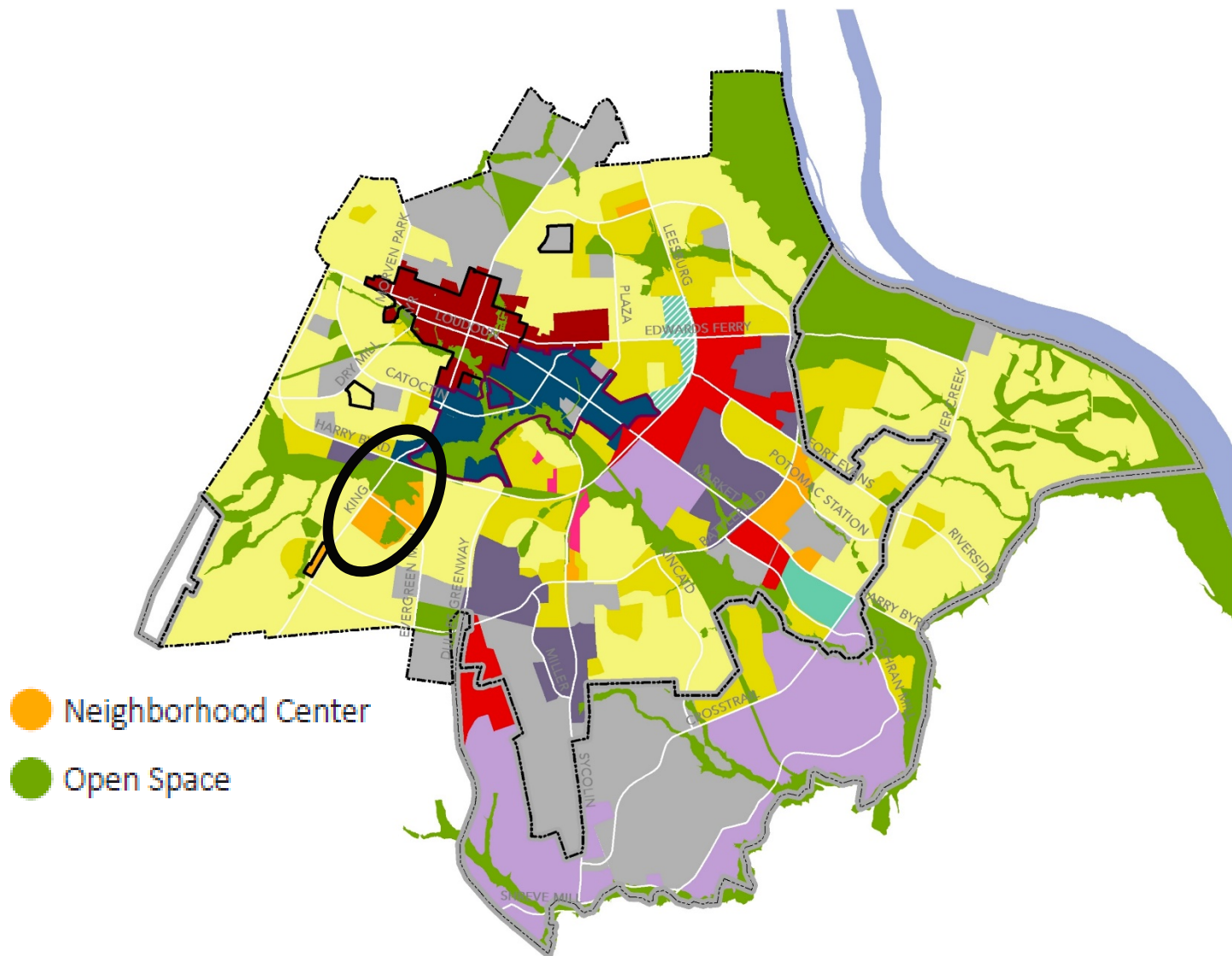
- Compass Creek
- Oaklawn



Liberty Street



Meadowbrook



Parcels for Special Consideration

