

Re Seven Corners comments matrix

From: Jhtcav@aol.com
Sent: Tuesday, July 22, 2014 9:52 AM
To: pathoar@hotmail.com
Cc: Gardner, Marianne; Hagg, Elizabeth A.; Fiebe, Joanne K; Suchicital, Bernard S.
Subject: Re: Seven Corners comments matrix

Hi Patrick:

Here are my thoughts on your email to me. I don't think that it is problematic at all. In fact it is a good thing to have that level of engagement by the land owners otherwise nothing will ever come of the last two years of TF effort.

From my perspective, I have made my comments to the staff directly in meetings or by phone and since we are prohibited from sending email blasts to everyone (like what you did with the video---its against the Virginia open meeting rules by the way--next time ask Aaron to send it out) they might be doing the same--phone, conversations after meetings or whatever. Clearly there is deep interest by every member of the TF on what we are engaged in and some might feel more comfortable making comments and having discussions at the meetings rather than in an email or letter to the staff with specific wording suggestions.

For me, as mentioned above I have made my points at the TF meetings, in my staff meetings on work plan and TF stuff or in the case of the OT Traffic Plan directly with Tom Biesiadney. I don't know how the other members have commented but they might feel like what the staff prepared is fine with them as it does closely follow what we have been discussing all along and we have had very good discussions at the meetings. I reiterate, that is really where everyone has a chance to hear everyone else's opinion.

For the land owners and development interests, it is a matter of making comments now or forever hold your peace when you finally come in with a proposal that must "pencil" financially. So right now at this point in the process it is more of an incentive for the land owners to get it as right as possible or they will not redevelop (keeping their marginally performing assets moving along with no incentive to do anything else) and we'll never see any redevelopment--so it is vitally important to us as well.

If we get it wrong and tighten too much another comp plan review in years to come will need to be done perhaps with another Task Force and different staff that will allow broader flexibility if that is what is needed. That is why I want us to get it right this time, right now.

I applaud the land owners engagement as I/we really need to know what needs to happen for redevelopment to take place otherwise we have wasted two years of time and effort by us the staff and the community and we will have dashed a whole host of great expectations. We have to create incentives and be willing to give up some control over the "exact outcome" as making the kind of changes that we are proposing will take monumental effort, huge financial resources and be a risky venture for the land owners.

That all said, I also believe that we can't allow one of our opportunity areas to control the public's view of the whole plan and risk the plan's approval so we should act accordingly.

There are too many potentially really fine opportunities for the kind of development we have noted as our vision as seen in Shirlington and in Merrifield/Mosaic to occur here at 7 Corners. If only one gets off the ground in the next couple of years that one will create the atmosphere that will attract other investment and development opportunities in other areas of the 7 Corners plan area.

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Sorry about being so long winded, what I'm trying to say is don't get caught up in your analysis of perceived interest by Task Force members. Everyone is engaged in their own way and it is all good!

JT

-----Original Message-----

From: Pat Hoar <pathoar@hotmail.com>

To: Suchicital, Bernard S. <bernard.suchicital@fairfaxcounty.gov>

Cc: John Thillmann <jhtcav@aol.com>

Sent: Tue, Jul 22, 2014 8:53 am

Subject: RE: Seven Corners comments matrix

Thanks much, Bernie. Excellent approach to tracking and implementing comments.

John - I must admit that I am rather surprised at how few Task Force members submitted comments. What is very problematic is that more Developer members submitted comments (3) than Resident members (2) and the Resident members have a 4:1 advantage....

Regards,
Pat

From: Bernard.Suchicital@fairfaxcounty.gov

To: pathoar@hotmail.com

Subject: Seven Corners comments matrix

Date: Tue, 22 Jul 2014 12:24:22 +0000

Hello Pat,

Here is the document that you requested. My apologies for the delay. The comment that you identified is the last one listed, and has been addressed.

Bernie

Bernard S Suchicital

Planner II

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