

WPCCA General Membership Meeting

Leesylvania Conference Room, Ferlazzo Building

Minutes, April 21, 2011

At 7:00 p.m. the April 21, 2011 meeting of the WPCCA was called to order by Chairman Ron Smith. Mr. Smith reviewed the minutes from the March 17, 2011 meeting and asked for approval. An error in the date was noted; instead of January 20, 2011, the date needed to be changed to March 17th. Walt Peterman made a motion to approve the minutes with the correction; Michael Hill seconded the motion. The minutes were approved.

GUEST PRESENTATION:

Chairman Smith introduced Jay du Von, attorney for the developers at Potomac Town Center. Jay introduced Marian Harders and provided an animation video from 2008 while additional presenters made their way to the meeting.

The existing sign at the Dale Boulevard entrance to the Town Center is to be replaced with a wrap around sign and new landscaping along the exit from Dale Boulevard to I-95. The special use permit to amend the signage will replace the sign at Dale Boulevard with a sign visible eastbound and westbound on Dale Boulevard. On-site directional signs for tenants are included as well as two signs at Opitz Boulevard and the “new” road into the Town Center. There is also a proposal for a large sign visible from I-95 (60 feet high – the Potomac Mills sign is 130 feet high). The sign will be placed in a location which will give it additional visibility even though it is not physically as high as the one at Potomac Mills. An electronic “Events Sign” is also in the plan.

Richard Lake from Roadside Development has 90% of the Phase I leased, which is approximately 300,000 sq ft and includes tenants such as REI, Toby Keith’s “I Love this Bar”, PF Chang’s, Charming Charlie’s, Chico’s, Ann Taylor, Firebirds, Bricks (a family style restaurant), Trivinia, Sport & Health. There are “talks” with Apple, Old Navy, Golf Smith and Sonoma to name a few.

A “Spring Fling” is planned where the existing area will be opened with various entertainment and activities (date not provided).

The floor was opened for questions. The group was interested in the number of jobs expected once fully built out. There will be between 3,000-3,500 jobs when all of the approved office is occupied along with substantial revenue to the County from sales tax and real estate taxes. They are anticipating a Fall, 2012 opening for Phase II, but May-June 2012 for most shops.

22 acres on Opitz Boulevard is being considered for:

- Week day commuter parking
- Weekend “event” parking

It was noted Potomac Mills is bringing in two new restaurants; Cheesecake Factory and one other undisclosed restaurant as well as a “Fashion Center” housing Tommy Hilfiger, Johnston & Murphy, Coach and Cole Hahn.

REGULAR MEETING:

The Potomac Town Center presentation and discussion ended and the meeting returned to its agenda.

Reuben Johnson reported on Beautification – North Woodbridge Route 1 Corridor cleanup scheduled for May 7 from 8:30 to noon.

Supervisor Principi hosted a meeting at Harbor View in North Woodbridge on Smart Development Progress.

Supervisor Frank Principi reported on the following topics:

Recent Board of County Supervisors recommendation on redistricting

Department of Justice held a meeting today for approval

August 23rd – primary

November 8th – general election – may change

Woodbridge was “not renamed”

There are 409,000 residents in Prince William County representing a 7,000 growth in one year

Tuesday April 26th – vote for fiscal year 2012 budget scheduled

1.3 billion dollar budget

Real Estate Tax Rate is \$1.20 per \$100 (down)

2.5% increase for residential (\$64 on average)

9-10% decrease in business property tax

Wednesday April 20 – voted Woodbridge remain a “chicken free” district

Noted requires 1 acre in order to raise chickens

Woodbridge requires 10 acre minimum to be Agricultural

Governor McDonnell released 6 year – fully funded Route 1 widening \$+/- 70 million

CTB likes the project

Groundbreaking to take place 2014 for widening Route 1 – Mary’s Way to North of Annapolis Way Mid-May

Phase II Contingent on completion of Annapolis Way and Gordon Boulevard

Need \$123 million “more” for Phase II

Road and rail since 2008 \$163 million/\$237 million respectively

Next on Board of Supervisor's agenda is 2006 Road Bonds

\$32 million for Neabsco Mills Road to Featherstone Road

\$300K to expand Potomac Library to include outdoor area (approved)

Possible fund raising by "Bricks for Bucks" campaign

Coming up:

Trail Summit: April 27th – Mount Vernon; May 4th – Osprey

CTB Public Hearing May 4th

May 14th -- Hosting of "Walking with the Media" Potomac Heritage Trail starting at Osprey

Studies? Supervisor. to approach VDOT regarding Mary's Way to Parkway/Bottle neck at Parkway traffic light

Stanley Martin is making offers along frontage across from Marumsco

Chairman Smith noted that Neighborhood Services Dept. (NSD) - can do things HOAs cannot. Group is educating Woodbridge on improvements utilizing NSD brochures. There are 5,000 brochures available.

Chairman Smith reported that, per Jay du Von, the application for recognition of exempt 501(c)4 status is prepared, but the filing fee is \$400.00. The 2010 tax return/reporting form is being worked on and should be filed by May 15th.

Upcoming Events:

1. Beautification - Route 1 Corridor 4/30-5/7 from 8:30 to noon
2. 4/23/11 Rippon Lodge "Spring Egg Hunt"
3. 4/ 26/11 – vote for fiscal year 2012 budget
4. April 27th – Trail Summit: Mount Vernon
5. 4/30/11 Board/OCC Meeting
6. 5/4/11 CTB Public Hearing
7. 5/4/11 - Trail Summit: Osprey
8. 5/14/11 – "Walking with the Media" Potomac Heritage Trail starting at Osprey
9. 5/15/11 – Tax return due

There being no further business, Mike Hill motioned to end the meeting; Walt Peterman seconded the motion; meeting was adjourned.

Attendees – See attached sign up sheet