

Liz and Kim-

Thank you so much for your presentation to the McLean Citizens Association (MCA) Executive Committee concerning preliminary ideas for a place making initiative in the McLean CBC.

Following our call together, I've discussed this with the MCA Executive Committee and we believe, conceptually, the preliminary ideas you expressed about the initiative have merit. We also appreciate the effort that's been done to date.

Having said that, we have significant concerns. While we appreciate the desirability of developing concepts and testing concepts as regards to a public space as contemplated by the Plan Amendments, we also understand that a principal goal of the initiative is to help enhance economic redevelopment and vitality in the CBC including for CBC businesses. It's truly essential for the goals and success of the effort to have CBC businesses, especially, but not limited to, those in adjacent to the 30,000 square foot site that is currently under your consideration (as well as Curran Street) not only be quickly and fully brought into the loop but that they understand, buy-in and enthusiastically support and participate in this initiative. In our discussion with you it seems that these discussions haven't been done to date and that the process is moving forward without this essential element and these essential stakeholders. In our view, its not just a matter of timing and this crucial step should not await public surveys or discussions, because its a critical building block before more can or should be undertaken.

Assuming the CBC businesses participate and support the initiative, a second concern is around volunteer time. We agree with you both that the amount of volunteer time and effort this would take is not only prodigious but is in fact another essential element for the viability much less the success of the effort. For the reasons that Linda Walsh and others articulated, at least at present, we don't foresee MCA playing a primary role in this initiative along the lines as Kim has outlined. Perhaps this may change, but we currently believe that the McLean Community Center and its professional County staff are best suited to play not only a lead role, but the major role to help make this initiative successful, as they have for other community functions like McLean Day.

I hope this is helpful as you progress with your plans for this initiative.

Regards,  
Scott

Scott Spitzer  
President, McLean Citizens Association.