

Accomplishments and Events Economic Development



Architect and Del Ray resident Lee Quill leads a discussion at one of several community meetings in June and July on the future of Potomac Yard. Quill was retained by Commonwealth Atlantic Properties, developer of Potomac Yard/Potomac Greens, to facilitate an effort by citizens and business representatives to prepare a development plan for the properties.

Alexandria Economic Development Partnership Inc. (AEDP)

This public-private partnership between the City and the business community focuses on retaining existing business and industry, and attracting new businesses, investments and jobs to the City. By marketing the City as a desirable business location, AEDP strives to improve the economic health of the City, increase its tax base, and enhance the quality of life for both businesses and residents. The AEDP's activities are guided by the 15-member Alexandria Economic Development and Tourism Board, chaired by Mayor Donley and including Vice Mayor Eulle. To capture a greater share of the region's economic development and tourism markets, City Council in June received a three-year marketing plan prepared by AEDP and the Alexandria Convention and Visitors Association (ACVA). The plan includes AEDP initiatives to increase commercial activity, target technology firms, and continue business retention efforts, and ACVA projects to increase tourism and conventions.

Economic Summit II

Local government, business and civic leaders took part in City Council's Economic Summit II in September 1997. Participants set five economic development priorities:

- Improve the quality of the public educational system;
- Maintain Alexandria's excellent quality of life;
- Develop a cohesive plan for promoting the City's different areas;
- Continue efforts to attract the U.S. Patent and Trademark Office (PTO) to Alexandria and to attract quality commercial development on alternative sites not selected for PTO; and
- Develop facilities to accommodate large meetings and conferences.

The status and progress of these priorities will be reviewed at the Economic Summit III in 1999.

Technology Week

Alexandria is home to 170 technology firms employing more than 10,000 workers. To celebrate the accomplishments of these companies, the City joins the Alexandria Economic Development Partnership, Inc., and the Alexandria Chamber of Commerce in sponsoring Technology Achievement Week. Highlighting a week of activities showcasing technology, Mayor Donley presented the 1998 Alexandria Technology Achievement Award to UUcom, Inc. The other finalists were: Advanced Solutions International, Inc.; Advanced Television Technology Center; The Motley Fool, Inc.; and the Redmon Group, Inc. The Alexandria Campus of Northern Virginia Community College received a special recognition award for providing the community with exceptional technology services. The deadline for submitting nominations for the 1999 Technology Achievement Award is October 31, 1998. The 1999 Technology Achievement Week will be held March 8-12.

Technology Workforce Development Center

The Alexandria Campus of Northern Virginia Community College launched the Alexandria Technology Workforce Development Center (WDC), a collaborative effort involving the City of Alexandria's Office of Employment Training, the Virginia Employment Commission, the private computer training firm CCS&T, Kenda Systems International and CA Consulting. The initiative is aimed at identifying training and placement needs for Alexandria workers in Northern Virginia's booming high technology industry. The WDC will focus on information technology training. The WDC received \$317,000 from the Northern Virginia Regional Partnership to train 700 students during the first year.

Business Expansions

A strong economy enabled many Alexandria businesses to expand in FY 1998, including: the Association for Supervision and Curriculum Development (80,000 sq. ft.); Bay Apartment Communities (30,000 sq. ft.); Prometheus Company, Inc. (15,000 sq. ft.); The Motley Fool, Inc. (8,400 sq. ft.); Bikes USA (10,000 sq. ft.); and ISA (7,323 sq. ft.). New businesses moving to Alexandria include: Institute for American Trade Promotion (Tokyo); IKON Solutions (Washington, D.C.); National Association of Retired Federal Employees (Washington, D.C.); RBC, Inc. (Arlington, VA); Robert Charles Group, Inc. (Washington, D.C.); RKG Associates, Inc. (Durham, NH); Space Technology Development Corporation (Arlington, VA); Cyron & Sinclair (Arlington, VA); The American Society For Industrial Security (Arlington, VA); The Hawthorne Group, L.C. (Arlington, VA); Tri-Cor Industries (Landover, MD); and Virginia State Bar (McLean, VA).

Alexandria Small Business Development Center

Co-located with AEDP at 1055 North Fairfax Street, the Small Business Development Center (SBDC) assists small and medium-sized businesses to improve management skills, productivity and their ability to generate a profit. In FY 1998, the SBDC assisted 345 businesses, including 168 start-up businesses.

Potomac West Alliance

Dedicated to fostering economic development and revitalization in the Potomac West area the Alliance's 17-member Board includes representatives of the business community, property owners, local neighborhood groups and City officials, including Council Member Walker. The Potomac West Alliance Board hired an executive director, established bylaws and a work program and opened an office at 2307 Mt. Vernon Avenue in FY 1998.

Tourism's Economic Impact

A survey commissioned by the Alexandria Hotel Association, the Alexandria Chamber of Commerce and the Alexandria Marketing Fund Committee concluded that spending by hotel overnight guests contributed \$228.4 million to the City's economy in 1997, accounting for 3.4% of the City's \$6.7 billion total economy. Prepared by George Mason University economist Dr. Stephen S. Fuller and planning consultant Agnes Palmer Artemel, the study showed that in FY 1997 the hospitality industry provided 3,425 jobs, or about one of every 25 jobs in the City, and a combined payroll of \$70.6 million. "The Impact of the Hospitality Industry on the Alexandria Economy" revealed that overnight guests in Alexandria spent \$40 million on food and \$56.3 million on retail purchases, generating \$8.9 million in City tax revenues in FY 1997. The survey found that on average, the City's economy benefits by \$252 per day for each occupied hotel room and generates \$122,500 a year in new City tax revenues from lodging taxes for each additional percentage point of hotel occupancy. As of July 1, the City had 3,415 hotel rooms, and the average occupancy rate for FY 1998 was down slightly to 69.2%, while the average daily rate rose by 4.6% to \$87.29.

Patent and Trademark Office

Three development proposals, including two in Alexandria, are competing for the new headquarters of the U.S. Patent and Trademark Office (PTO). PTO has solicited developer proposals to build two million square feet of office space that will house a projected 7,100 employees by 2004. The two Alexandria sites are:

- The Carlyle Project, in five office buildings along Dulany Street; and
- The Hoffman project, in two large buildings adjacent to the Eisenhower Avenue Metro Station.

The third development site is Crystal City in Arlington and a fourth alternative would leave the PTO in its existing buildings in Crystal City. The General Services Administration expects to select a preferred developer this fall. Because of the enormous tax revenues, estimated at \$6.4 million a year, and the many jobs generated by the PTO and by offices, hotels and other related facilities, the City has made relocation of the PTO to Alexandria its top economic development priority.

Potomac Yard/Potomac Greens

The Potomac Yard Shopping Center was completed last fall and by July 1 was over 90% occupied. The 590,000 square-foot Center is anchored by Target and Shopper's Food Warehouse. The Hoyt 16-screen multiplex theater with 3,700 seats will open this fall. Free-standing buildings along Jefferson Davis Highway are planned or under construction, to be occupied by restaurants and other services. To the south, near Slater's Lane, construction is proceeding on the Old Town Greens residential project, consisting of 145 townhouses and 128 stacked townhouses. In January, the developer of Potomac Yard, Commonwealth Atlantic Properties, a subsidiary of the New York banking firm Lazard Freres, withdrew proposed changes to the Master Plan and zoning ordinance that would have allowed Potomac Yard to compete for the Patent and Trademark Office headquarters. In June, Commonwealth Atlantic initiated a consensus-building process involving citizens and business interests to formulate a development plan that both groups could support when it goes to the Planning Commission and Council in 1999.

Cameron Station Project

Housing construction is under way on the former site of the Cameron Station U.S. Army Depot on Duke Street. The first phase of this major residential project consists of detached houses, townhouses and condominium apartments. As of July 1, 130 units had been sold. When completed, Cameron Station will have 2,500 homes and 30,000 square feet of supporting retail uses. Two major parks are also planned to serve new residents and the larger community, and a three-acre site has been set aside for a new public school.



The 237-unit Townes at Cameron Parke townhouse development is under construction near the Cameron Run Regional Park.

King Street Metro Station Area Development

Development around the City's busiest Metro station continues with construction of the 141,000-square-foot office/retail building at the Metroplace site on King and Cameron Streets. Other phases of the Metroplace project include a 247-room Hilton Hotel and an 85-unit Fairfield Vacation Homes time-share building. A Hampton Inn hotel with 80 guest rooms is planned along the 1600 block of King Street. Also under construction is an eight-unit condominium at Daingerfield and Prince Streets, the first new residential development near the King Street Station since the early 1980s. In June, the Planning Commission considered a proposal to build two nine-story apartment buildings at the Metro Station parking lot site. At the request of the developer, A&A Partnership, the Planning Commission deferred consideration of the project. It has yet to be rescheduled for Planning Commission consideration. The residential project consists of 189 apartment units and 15,000 square feet of retail over three levels of parking. Development activity at the Carlyle project is accelerating. A new 80,000-square-foot headquarters for the Society for Human Resources Management was completed and is occupied. Phase II of the Carlyle Towers high-rise project, 189 condominium apartments, should be occupied this year. Also under construction is the Stonebridge office building with 157,000 square feet of office and retail space. The major tenant will be A.T. Kearney. In addition, construction is expected to start later this year on a 170,000-square-foot office building on Dulaney Street, opposite the Time Life Headquarters building. Unlike other office buildings in the City that are built for a specific tenant, this building is a speculative office building. The decision by this developer to proceed without a major tenant confirms that the office market in Alexandria is firming up for the first time since the beginning of the decade. Development activity at other sites in the Carlyle project is on hold pending a decision by the General Services Administration about the PTO headquarters. U. S. Patent and Trademark Office (PTO) would occupy nearly six blocks of the Carlyle project.

Eisenhower Avenue Corridor

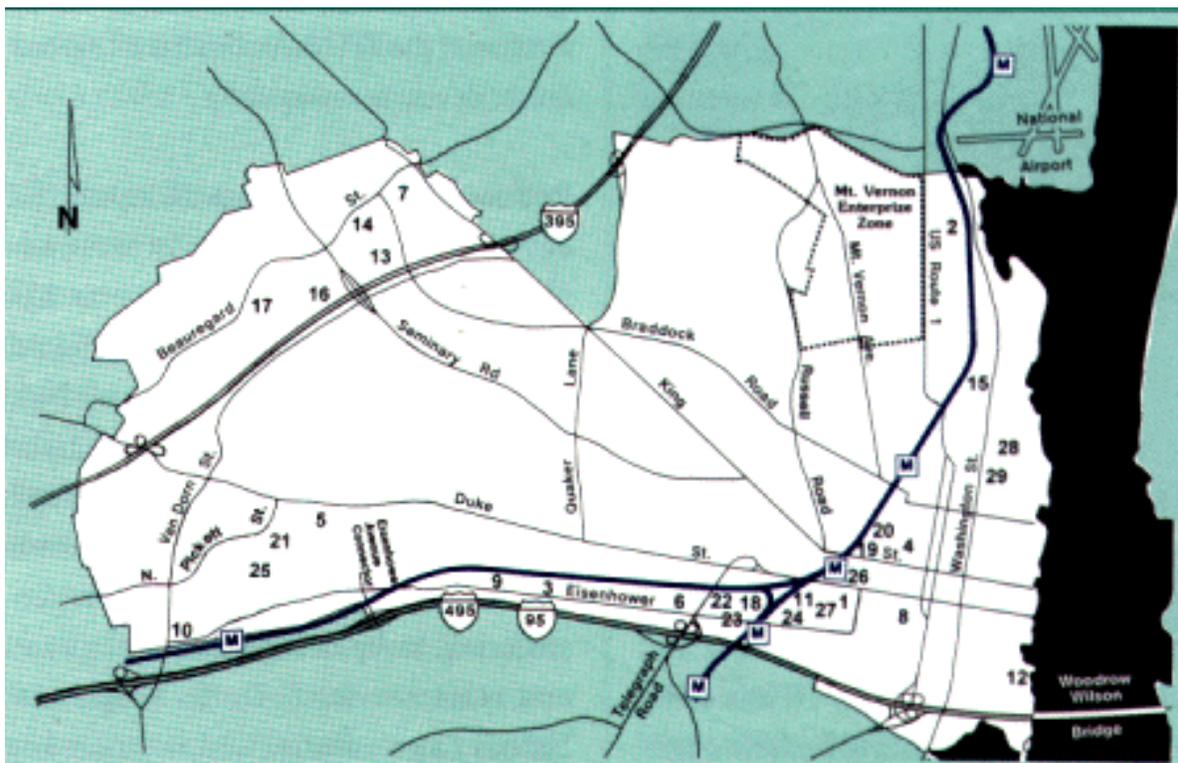
Several major projects are underway or planned for this corridor including:

- **Hoffman Site** The Hoffman family is planning a major Town Center on Eisenhower Avenue, including a 30-screen multiplex theater with 5,800 seats adjoining two restaurants. At the base of the existing office towers, they are proposing 23,000 square feet of retail space. The Hoffmans are also competing for the PTO, offering a plan for 2.2 million square feet of development at the Eisenhower Avenue Metro.
- **Mill Race** This mixed-use project on Eisenhower Avenue was approved for 200 time-share units, 310 apartments and condominiums, 312,000 square feet of office and 50,000 square feet of retail and restaurant uses.
- **Avalon Apartments** Under construction west of Telegraph Road are 460 mid-rise apartments.

New Construction

Residential development continues to be a major component of new construction. Between July 1997 and June 1998, 881 housing units were completed, including 439 rental apartments and 389 townhouses and single-family homes. Construction began on three commercial office projects totaling 375,000 square feet.

Major New Development Projects



Map Key	Project Name	Office (Sq.Ft.)	Hotel (Sq.Ft.)	Retail (Sq.Ft.)	Theaters (Seats)	Housing (Units)
---------	--------------	-----------------	----------------	-----------------	------------------	-----------------

MAJOR PROJECTS UNDER CONSTRUCTION (7/1/98)

1	Stonebridge (Office Bldg.)	157,300				
2	Potomac Yard Hoyt Cinemas				3,777	
3	Homestead Village (Hotel)		61,310			
4	Metro Place (Office Bldg.)	131,505		17,895		
5	Cameron Station I			15,000		341
6	Avalon (Apartments)					460
7	Park Center III (Apartments)					392
8	Old Town Village (Townhouses & Condos)					280
9	Townes at Cameron Park (Townhouses)					229
10	Summers Grove (Townhouses)					191
11	Carlyle Towers II (Condos)					189
12	Fords Landing (Townhouses)					151
13	Highpointe (Townhouses)					147
14	Goodwin House (Assisted Apartments)					131
15	Old Town Greens (Townhouses & Condos)					272
SUBTOTAL		288,805	61,310	32,895	3,777	2,783

APPROVED MAJOR SITE PLANS & PLANNED UNIT DEVELOPMENTS

16	Center for Naval Analyses	221,942				
17	Mark Winkler	124,000				
18	Mill Race	312,000	129,400	35,100		
19	Metro Place II (Hotel)		272,735	2,450		

20	Metro Place III (Time-share)		191,673	4,198		
21	Cameron Station II, III, IV					1,079
22	Hoffman Town Center			42,000		
23	Hoffman Theaters				5,765	
SUBTOTAL		657,942	593,808	83,748	5,765	1,079

PROPOSED MAJOR NEW PROJECTS

24	Mill Race Phase II (Time-share)		129,400			310
25	Cameron Station V, VI, VII					1,000
26	The Plaza (Apartments)					192
27	Carlyle Phase III (Condos)					170
28	Olde Colony (Office Bldg.)	353,000				
29	625/675 N. Washington St.	194,000		48,000		
SUBTOTAL		547,000	129,400	48,000		1,672
TOTAL		1,493,747	784,518	164,643	9,542	5,534