Goal 1: Land Use & Economic Development

There is Quality Development and Redevelopment, Support for Local Businesses, and a Strong, Diverse, and Growing Local Economy.

Meeting #4
Wednesday, December 9, 2009
City Hall, City Council Work Room
7PM
Agenda

- Welcome
- Presentation: Meeting Outcome and Timeline
- Presentation: Draft Objectives and Initiatives
- Panel Discussion
- Public Comment
- Next Steps
Meeting Outcomes

• Presentations & Panel Discussion
  – Agreement on Draft Objectives and Initiatives
  – Discussion on Measurements
Goal 1: Land Use & Economic Development Timeline

- **Oct. 22**: Community Listening Session
- **Nov. 4**: Blue Ribbon Panel Discussion
- **Nov. 17**: Blue Ribbon Panel Discussion
- **Dec. 9**: Blue Ribbon Panel Discussion
- **Early 2010**: City Council Work Session & Public Hearing

Public Input throughout the process.
Pursue objectives to sharpen Alexandria’s competitive advantage and profile within the region through discerning development, operational excellence and community investment through incentives.
<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Increase the vitality and economic success of the City Waterfront and King Street Corridor.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 2</td>
<td>Increase office and retail occupancy rates through business recruitment, retention, and expansion.</td>
</tr>
<tr>
<td>Objective 3</td>
<td>Create a welcoming environment for quality economic growth by improving operational effectiveness, speed to market, and customer responsiveness.</td>
</tr>
</tbody>
</table>
## GOAL 1: Land Use & Economic Development

### Objective 3
Create a welcoming environment for quality economic growth by improving operational effectiveness, speed to market, and customer responsiveness.

### Initiatives
1. Improve processes to increase clarity, transparency, and access to services by
   a. using technology to improve efficiency and customer access to activities associated with development review and permit processes,
   b. ensuring that regulations and permit processes add value to the health, safety, economic sustainability and quality of life of the City and are conducted expeditiously,
   c. better communicate successes in improving process and attitude,
   d. emphasize the integration of transportation and land use, strengthening that integration where needed, and
   e. clearly and succinctly describe the benefits and tradeoffs of development applications and SUPs in staff reports.
2. Improve the City’s readiness for quality economic growth.
<table>
<thead>
<tr>
<th>Objective 2</th>
<th>Increase office and retail occupancy rates through business recruitment, retention, and expansion.</th>
</tr>
</thead>
</table>
| Initiatives| 1. Support recruitment, retention and expansion by proactively determining and quickly implementing actions the City can take to enhance its competitiveness.  
2. Recruit businesses and developers that complement and strengthen the City’s long-term economic vision.  
3. Implement a business retention strategy that focuses attention on high priority firms.  
4. Foster the expansion of City firms with the best potential for growth. |
### GOAL 1: Land Use & Economic Development

<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Increase the vitality and economic success of the City Waterfront and King Street Corridor.</th>
</tr>
</thead>
</table>
| Initiatives | 1. Increase the appeal of King Street and the Waterfront to shoppers and diners.  
               2. Support a vital hotel sector by attracting more overnight guests.  
               3. Improve access, circulation and parking: make it easier and more pleasant for visitors to travel by all modes to the King Street/Waterfront area, to locate their intended destination and parking options, and to discover additional places of interest. |
Discussion Questions

- Should these be the priority objectives?
- Did we capture your recommendations?
- Is there anything you disagree with?
- Is there anything missing?
Measurements

- Revenue/ft²
- Vacancy Rate
- Number of high quality jobs