

# City Council Strategic Planning Process

## 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

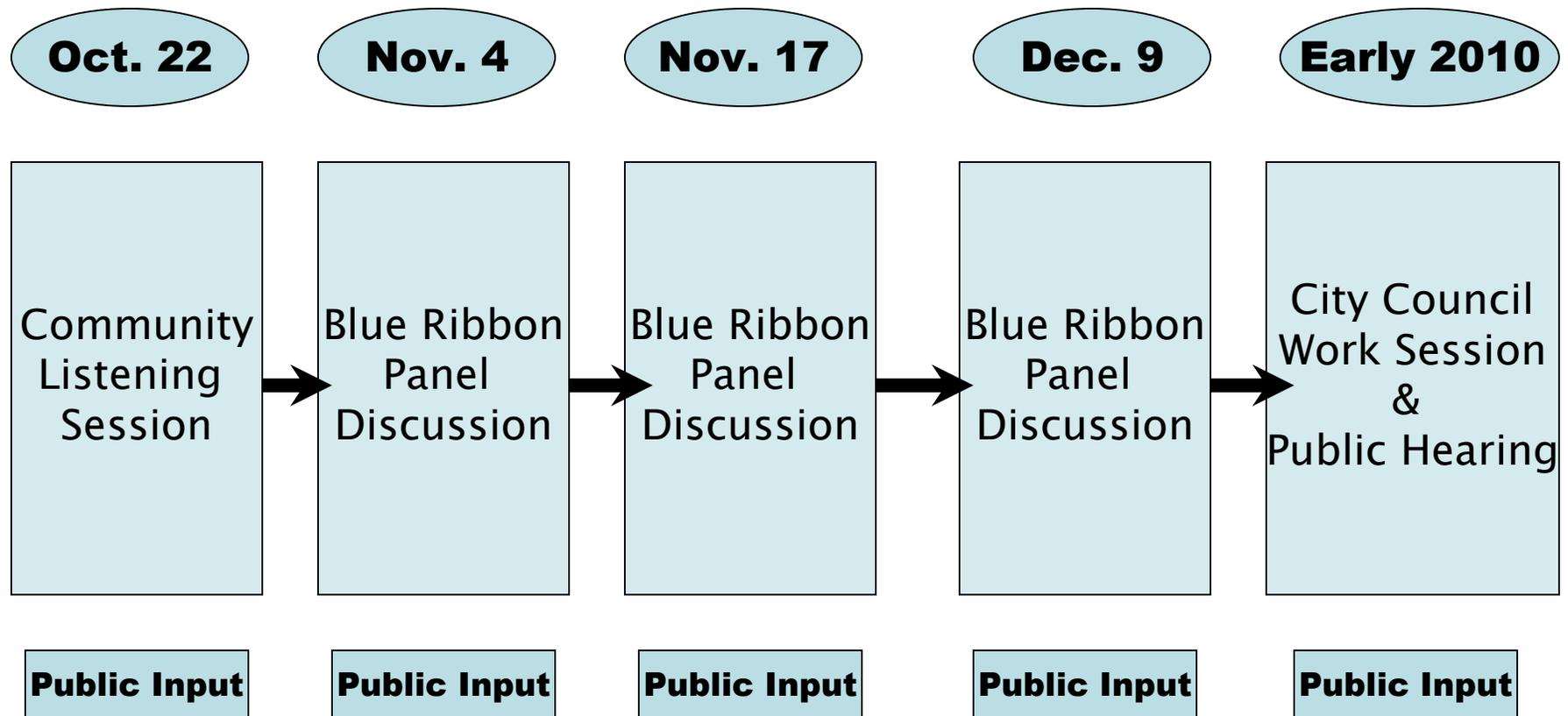
# Agenda

- 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



# Goal 1: Land Use & Economic Development Vision Statement

Pursue objectives to sharpen Alexandria's competitive advantage and profile within the region through discerning development, operational excellence and community investment through incentives.

## GOAL 1: Land Use & Economic Development

Objective 1	Increase the vitality and economic success of the City Waterfront and King Street Corridor.
Objective 2	Increase office and retail occupancy rates through business recruitment, retention, and expansion.
Objective 3	Create a welcoming environment for quality economic growth by improving operational effectiveness, speed to market, and customer responsiveness.

# GOAL 1: Land Use & Economic Development

<b>Objective 3</b>	Create a welcoming environment for quality economic growth by improving operational effectiveness, speed to market, and customer responsiveness.
<b>Initiatives</b>	<ol style="list-style-type: none"><li>1. Improve processes to increase clarity, transparency, and access to services by<ol style="list-style-type: none"><li>a. using technology to improve efficiency and customer access to activities associated with development review and permit processes,</li><li>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,</li><li>c. better communicate successes in improving process and attitude,</li><li>d. emphasize the integration of transportation and land use, strengthening that integration where needed, and</li><li>e. clearly and succinctly describe the benefits and tradeoffs of development applications and SUPs in staff reports.</li></ol></li><li>2. Improve the City's readiness for quality economic growth.</li></ol>

# GOAL 1: Land Use & Economic Development

Objective 2	Increase office and retail occupancy rates through business recruitment, retention, and expansion.
Initiatives	<ol style="list-style-type: none"><li data-bbox="600 558 1902 824">1. Support recruitment, retention and expansion by proactively determining and quickly implementing actions the City can take to enhance its competitiveness.</li><li data-bbox="600 834 1902 1029">2. Recruit businesses and developers that complement and strengthen the City's long-term economic vision.</li><li data-bbox="600 1039 1902 1175">3. Implement a business retention strategy that focuses attention on high priority firms.</li><li data-bbox="600 1185 1902 1321">4. Foster the expansion of City firms with the best potential for growth.</li></ol>

# GOAL 1: Land Use & Economic Development

Objective 1	Increase the vitality and economic success of the City Waterfront and King Street Corridor.
Initiatives	<ol style="list-style-type: none"><li data-bbox="600 488 1902 630">1. Increase the appeal of King Street and the Waterfront to shoppers and diners.</li><li data-bbox="600 646 1902 787">2. Support a vital hotel sector by attracting more overnight guests.</li><li data-bbox="600 803 1902 1242">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.</li></ol>

# 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/ft<sup>2</sup>
- Vacancy Rate
- Number of high quality jobs