

## **ARLANDRIA ACTION PLAN 2012 STATUS OF IMPLEMENTATION REPORT**

### **OVERVIEW**

This “Status of Implementation Report,” the second such annual report submitted to City Council, provides a summary of activities conducted by the City and the citizen-member Arlandria Action Plan Implementation Advisory Group during April 2011 – June 2012. The report includes recommended implementation tasks for the next 12 months, background, summary of work and accomplishments over the past implementation year, and the fiscal impact of continuing implementation activities at the current level of staffing.

### ***Accomplishments***

Key accomplishments of the current implementation period include the following:

- Completion of Phase 1 of the Four Mile Run Park Expansion Project
- Grand opening of the Four Mile Run Park Community Building
- Completion of pedestrian safety improvements at the Mt. Vernon Avenue/W. Reed intersection
- Creation and incorporation of the Arlandria-Chirilagua Business Association (ACBA)
- Completion of three façade grant projects
- Technical assistance provided to 11 businesses
- City Council approval of the Mt. Vernon Village Center DSUP for a mixed-used development that includes 53,000 sf of retail, 450 market-rate apartments, and 28 affordable housing apartments

### ***Recommendations for On-Going Implementation Activities***

Recommendations for continued implementation efforts for the next 12 months are summarized below. Arlandria Action Plan Advisory Group (AG) priorities are highlighted.

#### **1) Capital Projects**

- a. Seek funding to complete Phase 2 of the Four Mile Run Park Expansion Project - \$200,000 (unfunded) (AG prioritized project)
- b. Seek opportunities and funding to continue to upgrade the Four Mile Run Park Community Building - \$180,000 (unfunded)
- c. Complete Commonwealth Avenue/W. Reed Avenue Safe Routes to School Project - \$50,000 (funded - FY13 CIP)
- d. Complete Commonwealth Avenue/Mt. Vernon Avenue Pedestrian and Bicycle Improvements - \$100,000 (funded - FY13 CIP)
- e. Install Bike Lanes, Sharrows, and Bicycle Parking on Mt. Vernon Avenue - \$30,000 (funded - FY13 CIP)
- f. Install two Bus Shelters on Mt. Vernon Avenue/Executive Avenue - \$68,000 (funded-FY 2013 CIP/Federal Highway Administration Funds)

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- 2) Explore Initiatives to Support Planned Redevelopment & Spur Economic Development
  - a. Work with the existing property owners within CDD #12 to develop a viable redevelopment strategy, as economic and market conditions merit (*AG prioritized project*)
  - b. Create a coordinated streetscape improvement program that addresses street trees, landscaping, banners, wayfinding, outdoor dining, lighting, bicyclists and pedestrian improvements, and links amenities
  - c. Initiate an “Arts in Arlandria” demonstration project
  - d. Explore Neighborhood-wide branding and marketing strategies
- 3) Monitor Development projects
  - a. Mt. Vernon Village Center DSUP – Approved by City Council
  - b. Four Mile Run Pump Station Improvements DSUP – Approved by City Council
  - c. E. Reed Townhomes Project DSP – Approved by Planning Commission
  - d. AHC Affordable Housing DSUP (E. Reed Avenue/Route 1) - Pending
- 4) Support and Enhance Retail and Small Businesses
  - a. Provide technical assistance to Arlandria businesses (*AG prioritized project*)
  - b. Host seminars targeted to business owners/operators (*AG prioritized project*)
  - c. Link eligible businesses to available local funding sources to improve operations - Facade Grant Program and City of Alexandria Marketing Fund Program (*AG prioritized project*)
  - d. Support of the Arlandria-Chirilagua Business Association
  - e. Actively recruit businesses to fill gaps in the market
  - f. Prepare existing businesses for new tourism traffic
- 5) Community Engagement & Community-Led Quality-of-Life Projects
  - a. Support community engagement in the implementation of the Arlandria Action Plan
  - b. Support the Four Mile Run Park Farmers & Artisans Market
  - c. Support additional community-led activities
  - d. Host events at Four Mile Run Park Community Building
- 6) Liaise with City’s Code Compliance group
- 7) Host a “FY13 Status of Implementation” Open House
- 8) Provide City Council with an annual update on the status of implementation activities

**BACKGROUND**

The Arlandria planning effort was initiated in 2002 to identify and evaluate broad community assets and needs, address community concerns in the short- and mid-term, and create a long-term vision for Arlandria. The result is *A Long-Term Vision and Action Plan for the Arlandria Neighborhood* (Arlandria Action Plan or Arlandria Plan). Coordination and collaboration between the City and community were needed to take the next steps in implementing the Arlandria Action Plan. In December 2009, the City Council established an Arlandria Action Plan Implementation Advisory Group (Advisory Group) made up of residents, property owners, civic and citizen association representatives, business owners, advocacy groups, arts community members, and community-serving organizations. The group's purpose is to partner with City staff in implementing the recommendations of the Arlandria Plan, provide guidance on the prioritization of capital improvements, and to serve as liaisons between their constituencies and City staff. The first year's implementation efforts were captured in the first "Status of Implementation" Report which was presented to City Council on April 12, 2011.

**COLLABORATIVE APPROACH TO IMPLEMENTATION (APRIL 2011 – JUNE 2012)**

***Four Mile Run Park Community Building***

The grand opening of the Four Mile Run Park Community Building was celebrated with a ribbon cutting on May 15, 2011 attended by the Mayor and members of City Council. At that time, the building was rehabilitated to meet safety requirements of the Building Code and painted. After the ribbon cutting, an outdoor performance stage and roll-up barn door were installed to provide expanded opportunities for creative use of the building. At present, the building is a fair-weather structure that will require a new HVAC system to enable year-round use. In addition, General Services has determined that the existing roof needs to be replaced.

Since the May 2011 ribbon cutting, the building has been a popular community facility. From July – December 2011, numerous programs have been held at the Four Mile Run Park Building. This includes regular program events such as the Four Mile Run Farmers and Artisans Market and special community events held by Arlandria-Chirilagua Business Association and Casa Chirilagua. Most of the users to date have not been charged for using the building for their respective programs, limiting the City's revenue for the use of the building over a six-month period to \$1,336.50.

The building's year round use and long-term maintenance is constrained by its lack of a functioning HVAC system. Without appropriate heating and cooling facilities, the building was not usable from January - March 2012 and has limited use during the hottest summer days. The Department of General Services initially requested Capital Improvement funds to replace the HVAC system as part of the City's preliminary development of the FY 2013-2021 Capital Improvement Program (CIP), but an extremely constrained CIP has made this request unfeasible in the short term. Replacement of the HVAC system will be necessary to properly maintain the building and expand its use year-round.

***Four Mile Run Park Expansion Project Phase 1***

During last year's implementation activities, the Advisory Group recommended that City staff reallocate funds designated for pedestrian improvements at the Mt. Vernon Avenue and W. Glebe Road intersection to fund the Four Mile Run Park Expansion Project Phase 1. Preliminary

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engineering and cost-benefit reviews demonstrated that the results of the proposed intersection improvements would be negligible and extremely costly. Therefore, City staff submitted a request to City Council to reallocate the intersection improvement funds in the amount of \$200,000 to complete Phase 1 of the park expansion project. The request was approved and construction of the Four Mile Run Park Expansion Project Phase 1 was complete in May 2012. The three vacant parking lots are now a beautiful community asset. Broken asphalt and electrical utility poles have been replaced with decorative permeable pavers and new planting beds with shade trees, evergreens, grass areas, rain gardens, and flowering trees.

### ***Business Community Support and the Arlandria-Chirilagua Business Association***

Alexandria Economic Development Partnership (AEDP) committed a great deal of resources and staffing to improving the Arlandria business community. AEDP provided individual counseling and technical assistance to 11 businesses and helped to relocate two businesses within Arlandria. Three Facade Grants were completed (Po – Siam Restaurant, Maid to Clean, Wing Zone) and four grants are pending (El Cuzcatleco, Honduras Express, Feria Latina, and Waffle Shop).

One of the most notable accomplishments is the creation of the Arlandria-Chirilagua Business Association (ACBA) in fall 2011. ACBA is incorporated in the Commonwealth of Virginia and has approximately 30 paying members, nine board members, and two officers (President Nelson Zavaleta, Sea Tax Services, & Vice President Sharon Eddy, State Farm Insurance). Membership in ACBA is open to businesses, non-profits, and individuals, and the mission statement is as follows: *The Arlandria-Chirilagua Business Association's mission is to promote prosperity and visibility of our members. We strive to embrace the diversity and vibrancy of our business community, and to serve as an advocate, representative, and educator for businesses within the community of Arlandria-Chirilagua in Alexandria, Virginia.*

ACBA and AEDP, in collaboration, hosted one educational seminar (“How to improve your retail brand”), one networking event (“Celebrate your Love for Business”), and four community events. The community events included a partnership with DASH to provide free transportation between Arlandria & Del Ray for the annual Del Ray Halloween Parade; an outreach event with the Alexandria Bicycle and Pedestrian Advisory Committee to provide free bike lights to local residents; an “ACBA Kick-Off” Event with businesses, residents, city officials, and in collaboration with Casa Chirilagua and Del Ray Performing Arts Center; and “A Celebration of Latino Film” as part of the Alexandria Film Festival.

ACBA hosts membership meetings every month. The meetings take place at member businesses, such as RT’s Restaurant and Po-Siam Thai Restaurant. Recent meetings have focused on identifying ways that the business community can prepare for and capitalize on tourism traffic generated by the new Del Ray-Arlandria Trolley and new residential developments, like Mt. Vernon Village Center and The Calvert.

Lastly, ACBA has a new website ([www.Alexandria-ACBA.org](http://www.Alexandria-ACBA.org)), a Facebook and Twitter account (@VisitArlandria), and was awarded a 2012 matching grant of \$15,000 from the City of Alexandria Marketing Fund for a \$30,000 project. ACBA is using the grant to improve its website and fund a direct mailer that promotes the Arlandria business community. The mailer includes a neighborhood map with a corresponding business directory, ad space for local businesses, and a community calendar.

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ACBA is also actively participating in the planning of a community festival, *DiverseCity Alexandria Multicultural Fest*, taking place on September 15, 2012 at the Four Mile Run Park Expansion site and Four Mile Run Community Building. The planning has involved the collaborative efforts of businesses, community members, and City staff. The festival celebrates Alexandria's diversity and will feature various performers and local food vendors.

### ***Infrastructure Improvements***

During the prior year's implementation activities, the Advisory Group recommended that the City proceed with the proposed pedestrian improvements at the Mt. Vernon Avenue and W. Reed Avenue intersection. Improvements included the consolidation of driveways along the west side of Mt. Vernon Ave into a single driveway, a new crosswalk with a shorter walking distance across Mt. Vernon Ave, design modifications to the Wells Fargo parking lot (to accommodate the driveway consolidation), drainage improvements, and installation of a concrete pad for a future bus shelter. The improvements have been completed and the bus shelter is installed.

### ***Development Projects***

An additional recommendation of the prior year's Status of Implementation Report was to monitor ongoing development; with a particular interest in the redevelopment of the Mt. Vernon Village Center redevelopment concept plan that was submitted to the City. City staff worked with the project applicant and community over many months. In December 2011, City Council approved a development special use permit that allows 53,254 sf of commercial space (existing commercial space is 50,000 sf) and 478 residential units. Of the 478 residential units, 28 units will be designated "affordable housing" to serve households at or below US Department of Housing and Urban Development for Housing Choice Voucher Program limits (approximately 64% of the Washington-Arlington-Alexandria, DC-VA-MD-WV Area Median Income in 2011). This equates to \$60,850 for a family of three. As of yet, the applicant has not begun the final site plan process but staff is hopeful that the development project will move forward.

### ***Arlandria Action Plan Advisory Group (Advisory Group) Activities***

During the current implementation period, the Advisory Group met five times to discuss implementation tasks, prioritize the spending of capital dollars, discuss neighborhood concerns, and provide City staff with a vehicle to engage the larger community. Early in the year, the Advisory Group participated in shaping its own governance by establishing an Executive Committee, whose role is to provide more frequent communication access between the Advisory Group and City staff. The Executive Committee met with City staff twelve times over the course of the implementation period and helped guide the implementation process.

During the annual "Status of Implementation Open House", held on June 20, 2012, the Advisory Group and members of the public provided input on forthcoming Arlandria Action Plan implementation activities. The meeting included updates from City staff and Advisory Group members on implementation efforts over the last year relating to the Four Mile Run Park Expansion project, infrastructure projects, development activities, and business retention and recruitment efforts. The Advisory Group and City staff facilitated a group exercise to identify and help prioritize forthcoming Plan implementation activities that could help revitalize the

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community and influence future Arlandria-related Capital Improvement Projects. Meeting attendees provided a number of potential priorities for Action Plan implementation including but not limited to: Phase 2 of the Four Mile Run Park Expansion project, upgrades to the new Four Mile Run Park Community Building, interpretive signage, street trees, bicycle safety improvements (such as sharrows, signage, and bike lanes), public art, intersection improvements, business retention and recruitment, aesthetic improvements (such as banners and landscaping), and developing a unified character for the community. The recommendations suggested by the group are consistent with the recommendations in the 2003 Arlandria Action Plan.

On August 6, 2012, a follow up to the June 20, 2012 meeting was held to prioritize the implementation activities for fiscal year 2013. The Advisory Group participated in a dot exercise and provided input on their project preferences. The preferences include: additional phase of the Four Mile Run Park Expansion project, working with existing property owners within CDD #12 to develop a viable redevelopment strategy, and providing support and assistance for existing Arlandria businesses.

The membership of the Advisory Group evolved over the course of the year as a result of resignations, new appointments, and formation of the Arlandria-Chirilagua Business Association (ACBA). Overall attendance at meetings has averaged approximately 40%. Three new members were appointed to replace two small business owner slots and one commercial property owner slot. Nelson Zavaleta (Sea Tax Services), Sharon Eddy (State Farm Insurance), and Nicky Vong (commercial property owner) are the new appointees (all ACBA members). In addition, both Arlandria Neighborhood Health Services, Inc. and Tenants Workers United welcomed new Executive Directors, Dr. Geetha Matthew and Gabriel Rojo, respectively, who now serve on the Advisory Group. Lastly, Kevin Do (small business owner representative) owner of Fashion K City passed away in December 2011. This slot has not yet been filled.

### ***Community-Led Efforts***

The Four Mile Run Farmers and Artisans Market (market) operated its second season at 4109-4125 Mt. Vernon Avenue adjacent to the Community Building from April 2011 – October 2011. Market management entered into an agreement with the City via a Memorandum of Understanding that granted them access to the site and the Community Building at no cost. During the season, the market had thirteen vendors and continued to accept Supplemental Nutrition Assistance Program (SNAP) transactions. The market began its third season in May 2012. The market organizers are collaborating with Department of Recreation, Parks, and Cultural Activities staff to secure entertainers for weekly live performances during the market.

### ***Code Compliance Walk***

City staff held a successful code compliance walk in Arlandria on April 27, 2012. Participating staff included representatives from the Department of Code Administration, Department of Transportation and Environmental Services, Alexandria Economic Development Partnership, and Department of Planning and Zoning. Members of the Advisory Group were encouraged to attend and six representatives participated. Issues of concern included city property in need of maintenance and/repair (alleys with overgrowth and debris, broken sidewalks), private properties with non-compliance fences and parking, park equipment in disrepair (missing basketball hoops), and numerous commercial sign violations. Staff has either resolved or is in the process

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of resolving the issues related to city property. Staff will be working with private property owners on issues related to non-compliant fencing and parking. The concerns related to commercial signage will be addressed on a comprehensive level, in partnership with Planning and Zoning, Alexandria Economic Development Partnership, and the Arlandria-Chirilagua Business Association.

**Table 1. Implementation Work Tasks (April 2011 – June 2012)**

Table 1 provides a comprehensive list of the work tasks that City staff was directed to complete by City Council. The table lists work items, project descriptions, lead departments, and project status.

<b>TABLE 1. IMPLEMENTATION WORK TASKS: APRIL 2011 – JUNE 2012</b>			
<b>Work Item</b>	<b>Project Description</b>	<b>Lead Departments</b>	<b>Project Status</b>
<b>Capital Projects</b>			
Complete intersection improvements at Mt. Vernon Avenue/W. Reed Avenue	In a past CIP allocation, \$500,000 was earmarked for improvements at two intersections. Only one intersection improvement was deemed feasible in the near-term – Mt. Vernon Avenue/W. Reed Avenue City Staff and Advisory Group supported moving forward with the one intersection improvement.	TES, PZ	COMPLETE
Implement Four Mile Run Park Expansion Project	The total cost of the Four Mile Run expansion project is approximately \$427,000. An initial phase (Phase I) was funded with \$200,000 reallocated from funds not used for intersection improvements. The Arlandria Advisory Group recommended to the City to reallocate the unused funds for this project.	RPCA, TES, PZ	PHASE 1 - COMPLETE
<b>Complete Analysis of Potential Initiatives to Support Planned Redevelopment</b>			
Review and possibly amend CDD #12's design guidelines when a redevelopment application is submitted	During FY11 it was determined that specific language within the CDD #12 design guidelines may impede redevelopment of the site; particularly the requirement to locate a "grocery store". Due to existing market conditions, this requirement may no longer be valid. Once a DSUP application is submitted, staff will recommend a revision to the CDD #12 design guidelines, if necessary.	PZ	ON HOLD pending submittal of a DSUP application
Determine best use of former Datatel site	This task was not a priority of the Advisory Group, so work on this project has been deferred.	PZ, AEDP	ON HOLD
<b>Monitor Development Projects</b>			
Mt. Vernon Village Center DSUP - Approved	Development Special Use Permit approved by City Council on December 17, 2011. Project includes 53,000 sf of retail and 478 market-rate apartments, including 28 units designated	PZ	DSUP APPROVED BY CITY COUNCIL

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	as affordable housing. Final site plans not yet submitted.		
Four Mile Run Pump Station Improvements DSUP - Approved	Development Special Use Permit approved by City Council on March 17, 2012. Project includes a new pump station building that encloses most of the equipment associated with the facility into one building and integrates new restroom facilities and a park office. The project also includes a new underground tank and a new public play field (approximately 150 feet by 72 feet) over the underground tank. Final site plans not yet submitted.	PZ	DSUP APPROVED BY CITY COUNCIL
E. Reed Townhomes DSP - Approved	Development Site Plan approved by Planning Commission on April 3, 2012. Project includes five townhomes. Final site plans not yet submitted.	PZ	APPROVED BY PLANNING COMMISSION
<b>Support and Enhance Retail and Small Business</b>			
Provide technical assistance to Arlandria businesses	Provided technical assistance to 11 businesses (Feria Latina, Subway, Wing Zone, AA Dollar Plus, State Farm Insurance, Marcela's Bakery, Po Siam Restaurant, Lillian's Restaurant, Super H Beauty Salon, CVS, and El Paisa Grocery)	AEDP, PZ	COMPLETE
Host seminars targeted to business owners/operators	Hosted one educational seminar ("How to improve your retail brand"); one networking event ("Celebrate your Love for Business"); four community events (worked with DASH to provide free transportation to and from Arlandria & Del Ray Halloween Parade; worked with the Alexandria Bicycle and Pedestrian Advisory Committee, to provide free bike lights to local residents; organized the "Arlandria-Chirilagua Business Association (ACBA) Kick-Off" Event w/ businesses, residents, city officials, and collaboration with Casa Chirilagua and Del Ray Performing Arts Center; and sponsored the Alexandria Film Festival in Arlandria, "A Celebration of Latino Film").	AEDP	COMPLETE
Actively recruit businesses to fill in gaps in the market	AEDP is helping to relocate two businesses within Arlandria.	AEDP	IN PROGRESS
With support of the local businesses, create a business association	Officially formed the ACBA in fall 2011. ACBA is now incorporated in the Commonwealth of Virginia and has approximately 30 active members, nine board members, and two officers.	AEDP	COMPLETE

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Link eligible businesses to available local funding sources to improve operations - Facade Grant Program	Three completed Facade Grants (Po – Siam Restaurant, Maid to Clean, Wing Zone); four pending Facade Grants (El Cuzcatleco, Honduras Express, Feria Latina, and Waffle Shop).	AEDP, PZ	COMPLETE
Link eligible businesses to available local funding sources to improve operations – City of Alexandria Marketing Fund Program	Received marketing fund grant in the amount of \$15,000, for \$30,000 project. Project includes a direct mailer and an improved ACBA website that promotes Arlandria as a destination for shopping and dining.	AEDP	COMPLETE
<b>Community Engagement and Community-Led Quality-of-Life Projects</b>			
Support community engagement in the implementation of the Arlandria Action Plan	Staff held three Advisory Group meetings and nine Executive Committee meetings. Staff and Advisory Group recommend continued implementation work.	CITY STAFF TEAM	COMPLETE
Support the adaptive reuse of the former Duron Paint Store into a community facility	In June 2010, City Council approved the adaptive reuse of the building. Interior renovations necessary to meet Building Code requirements were completed by May 2011. On May 6, 2011, City staff volunteered, as part of Spring for Alexandria, to make additional aesthetic interior and external improvements. A ribbon cutting ceremony was held on May 15, 2011. The building is being used for community events, programs and meetings. RPCA is developing a formal programming plan for its continued usage.	RPCA, PZ	COMPLETE
Support the Four Mile Run Farmers & Artisans Market	An annual Memorandum of Understanding (MOU) between the Market and the City is in place for the FY13 market season. The MOU allows the market organizers free use of the Four Mile Run Park expansion site and access to the Community Building.	RPCA, PZ	COMPLETE – MARKET OPENED MAY 6, 2012
Liaise with City’s Code Compliance group	City staff conducted a Code Compliance Walk on April 27, 2012. Members of the Advisory Group were invited to attend.	TES, PZ	COMPLETE
Host a “FY12 Status of Implementation” Open House	The Advisory Group met on June 20, 2012 to discuss a draft “Status of Implementation Report” and implementation tasks for FY13.	PZ	COMPLETE
<b>Communication with City Council</b>			
Provide City Council with an annual update on the status of implementation activities	City staff will submit the “Status of Implementation” Report and make presentation to City Council on implementation activities at the September 11, 2012 Legislative Session.	PZ	COMPLETE

***RECOMMENDED IMPLEMENTATION ACTIVITIES (JUNE 2012- JUNE 2013)***

The interdepartmental staff team, in partnership with the Arlandria Action Plan Advisory Group (AG), recommends the following work items for the next 12 months. Arlandria Action Plan Advisory Group (AG) priorities are highlighted.

*1) Capital Projects*

- a. Seek funding to complete Phase 2 of the Four Mile Run Park Expansion Project – \$200,000 (unfunded) (*AG prioritized project*)
- b. Seek opportunities and funding to continue to upgrade the Four Mile Run Park Community Building - \$180,000 (unfunded)
- c. Complete Commonwealth Avenue/W. Reed Avenue Safe Routes to School Project - \$50,000 (funded - FY13 CIP)
- d. Complete Commonwealth Avenue/Mt. Vernon Avenue Pedestrian and Bicycle Improvements - \$100,000 (funded - FY13 CIP)
- e. Install Bike Lanes, Sharrows, and Bicycle Parking on Mt. Vernon Avenue - \$30,000 (funded - FY13 CIP)
- f. Install two Bus Shelters on Mt. Vernon Avenue/Executive Avenue - \$68,000 (funded-FY 2013 CIP/Federal Highway Administration Funds)

There are several capital projects in Arlandria that are funded for Fiscal Year 2013: 1) Safe Routes to School Project at the Commonwealth Avenue/W. Reed Avenue intersection, 2) pedestrian and bicycle improvements at the Commonwealth Avenue/Mt. Vernon Avenue intersection, 3) installation of sharrows, bike lanes, and bicycle parking along Mt. Vernon Avenue, and 4) installation of two new bus shelters at the Mt. Vernon Avenue and Executive Avenue intersection. The construction projects are supported by the Arlandria Advisory Group and will greatly enhance pedestrian and bicyclist safety in Arlandria.

Two other projects are supported by the Arlandria Advisory Group but are not currently funded: 1) Phase 2 of the Four Mile Run Park Expansion Project and 2) upgrades to the Four Mile Run Park Community Building. The completion of Phase 1 of the Four Mile Run Park Expansion Project was a major boost for the community. The former vacant parcels are now a well-designed community gathering place. However, all of the enhancements are not yet on site. Still to be funded and constructed are rain gardens, planting, and seating areas. The total cost is \$200,000. The Department of Recreation, Parks, and Cultural Activities (RPCA) is pursuing funding sources to complete the improvements. In addition, the Four Mile Run Park Community Building needs additional upgrades that include a new HVAC system, roof, and additional amenities such as a cistern, light tubes, and a smaller back roll-up window. The total cost of the improvements is \$180,000. The HVAC system costs \$50,000, the roof costs \$50,000, and the other upgrades cost \$80,000. RPCA is working with other City departments to explore grants and other funding opportunities to fund the improvements.

Lastly, the Transportation Commission maintains an unconstrained Transportation Long Range Plan (LRP), which lists unfunded transportation projects identified in a variety of approved City plans. The Long Range Plan is made up of three parts: Projects, Programs, and Studies. In addition to the LRP, the City develops and approves a ten-year Capital Improvement Plan (CIP) which reflects projects which are either partially or fully funded. Transportation projects recommended in the 2003 Arlandria Action Plan are captured in either the LRP or the CIP.

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There are several transportation projects referenced in the 2006 Four Mile Run Restoration Master Plan that were not captured in the Long Range Plan or Capital Improvement Program. These transportation projects will be considered for inclusion in either the Fiscal Year 2014 Capital Improvement Program process or the next Transportation Long Range Plan update.

- 2) *Explore Initiatives to Support Planned Redevelopment & Spur Economic Development*
  - a. Work with the existing property owners within CDD #12 to develop a viable redevelopment strategy, as economic and market conditions merit (*AG prioritized project*)
  - b. Create a coordinated streetscape improvement program that addresses street trees, landscaping, banners, wayfinding, outdoor dining, lighting, bicyclists and pedestrian improvements, and links amenities
  - c. Initiate an “Arts in Arlandria” demonstration project
  - d. Explore neighborhood-wide branding and marketing strategies

To support redevelopment and spur economic development, two projects may be undertaken during the next 12 months, if economic conditions merit moving forward: 1) work with the existing property owners within CDD #12 to develop a viable redevelopment strategy and 2) pursue an “Arts in Arlandria” demonstration project.

The Datatel site (3700 Mt. Vernon Avenue) will be marketed and leveraged if either the former Safeway site (221 W. Glebe Road) or Birchmere site (3701, 3609, 3607, 3605, 3603 Mt. Vernon Avenue) initiates redevelopment. Both properties are large enough to facilitate a significant mixed-use development which would be consistent with their existing CDD zoning. The City-owned Datatel site could provide an additional resource for a coordinated development project. Over the past year, economic conditions have not changed significantly, and as a result, the owners of the Safeway and Birchmere sites are not ready to redevelop. In fact, a new 5-year retail lease was recently executed at the Safeway site, moving a restaurant from the Arlington side of Arlandria into the City.

An exciting economic and community development opportunity is an “Arts in Arlandria” demonstration project. The creation of a full scale arts and cultural district is not currently feasible, due to a lack of capital funding, but a demonstration project can serve as an initial launch in the support and encouragement of existing and new artistic and cultural resources. Due to limited capital funds, the approach to implementation can be divided in several phases. Broadly, three phases include: 1) data collection, 2) outreach, and 3) implementation. The data collection phase involves conducting an arts and cultural resource assessment, asset mapping, focus groups, and stakeholder interviews. Phase 1 would also include the identification and evaluation of potential incentives to support the arts community and business community. The outreach phase involves garnering support from both the arts and business communities for a demonstration program. The implementation phase of the demonstration project may not be able to be accomplished within the next 12 months but the foundation for implementation can be established during the next 12 months.

- 3) *Monitor Development Projects*
  - a. Mt. Vernon Village Center DSUP – Approved by City Council

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- b. Four Mile Run Pump Station Improvements DSUP – Approved by City Council
- c. E. Reed Townhomes Project DSP – Approved by Planning Commission
- d. AHC Affordable Housing DSUP (E. Reed Avenue/Route 1) – Pending

### 4) *Support and Enhance Retail and Small Businesses*

- a. Provide technical assistance to Arlandria businesses (*AG prioritized project*)
- b. Host seminars targeted to business owners/operators (*AG prioritized project*)
- c. Link eligible businesses to available local funding sources to improve operations – Façade Grant Program and City of Alexandria Marketing Fund Program (*AG prioritized project*)
- d. Support of the Arlandria-Chirilagua Business Association
- e. Actively recruit businesses to fill gaps in the market
- f. Prepare existing businesses for new tourism traffic

Alexandria Economic Development Partnership (AEDP) has been instrumental in supporting existing small businesses and retail establishments in Arlandria. Since facilitating the creation of the new Arlandria Chirilagua Business Association, AEDP will begin to focus on partnering with the new organization to lead ongoing efforts. AEDP will continue to provide technical assistance, promote and complete façade grants applications, recruit new businesses, and link existing businesses to available funding sources. However, it will rely heavily on Arlandria Chirilagua Business Association to provide the necessary leadership to promote and support existing and new businesses.

### 5) *Community Engagement & Community-Led Quality-of-Life Projects*

- a. Support community engagement in the implementation of the Arlandria Action Plan
- b. Support the Four Mile Run Park Farmers & Artisans Market
- c. Support additional community-led activities
- e. Host events at Four Mile Run Park Community Building

Arlandria has a tremendous tradition of community-led civic engagement. Residents in the community have been successful in organizing and lobbying the City for improvements in Arlandria. In addition, they have invested sweat equity in improving their community. For example, residents created and continue to manage the Four Mile Run Park Farmers and Artisans Market. As part of ongoing implementation activities, City staff will continue to support and encourage community-led quality-of-life projects in Arlandria.

Members of the Advisory Group have committed to additional community-led projects for FY13 that include:

- a. Replant trees in median of Commonwealth between E/W Glebe Road and E/W Reed Avenue
- b. Plant trees along Mark Drive alley in outfield of field #3 in Four Mile Run Park
- c. Install plantings in galvanized planters at the Four Mile Run Park Community Building
- d. Install temporary interpretative signs in Four Mile Run Park
- e. Post bus schedule information at bus stops
- f. Provide maintenance to street trees along Mt. Vernon Avenue (weed, prune, water)

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- g. Utilize Four Mile Run Park Community Building stage and building for performances and movies
- 6) Liaise with City's Code Compliance group
- 7) Host a "FY13 Status of Implementation" Open House
- 8) Provide City Council with an annual update on the status of implementation activities

### ***Fiscal Impact of Staff Resources***

In order to carry out the work tasks associated with implementing the 2003 Arlandria Action Plan, a great deal of staff resources is required. In addition to – and in the course of -- conducting the day-to-day operations of making progress on implementation tasks, staff holds bi-weekly interdepartmental staff meetings, public Arlandria Advisory Group meetings, meetings with the Arlandria Advisory Group Executive Committee, and an annual Code Compliance Walk. Staff drafts a Status of Implementation Report for City Council review. The total number of staff hours anticipated for FY13, based on experience from the two prior implementation years, is over 700 staff hours. This estimate includes up to fifteen staff persons from six departments/agencies over the year for various work tasks. The distribution of the estimated staff hours is illustrated below. The number of staff hours required for day-to-day project management is not included.

<b>Total Staff Hours</b>	<b>Total (Hours)</b>
Advisory Group Meetings	331
Staff Team Meetings	220
Advisory Group/Executive Committee Meetings	56
Code Compliance Walks	24
Status of Implementation Report	74
<b>Total</b>	<b>705</b>

### ***Table 2. Implementation Work Tasks (June 2012– June 2013)***

Table 2 includes a comprehensive list of implementation activities that staff, in coordination with the Arlandria Advisory Group, will pursue during the next implementation period. The work task, project description, lead departments, and funding sources for each work tasks are identified in the table below.

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<b>Table 2. Recommended Implementation Activities for FY13</b>			
<b>Work Item</b>	<b>Project Description</b>	<b>Lead Departments</b>	<b>Cost/Funding</b>
<b>Capital Projects</b>			
Four Mile Run Park Expansion – Phase 2	Phase 2 of the expansion project could include any or all of the remaining work items. Among them are installation of a rain garden, new trail, painted pavers, seating areas, site furnishings, shade structures, and plantings.	RPCA, TES	<b>\$200,000</b> No current funding available for construction.
Four Mile Run Park Community Building - Upgrades	Installation of new HVAC system, roof, and additional building improvements (cistern, light tubes, and a smaller back roll-up window).	RPCA, General Services, TES	<b>\$180,000</b> (\$50,000 for HVAC, \$50,000 for roof, \$80,000 for additional improvements) No current funding available.
Commonwealth Avenue/W. Reed Avenue Safe Routes to School Project	Improvements will include sidewalk and crossing upgrades.	TES	<b>\$50,000</b> Existing FY13 CIP funds
Commonwealth Avenue/Mt. Vernon Avenue Pedestrian and Bicycle Improvements	Bicycle boxes will be upgraded to improve bicycle sensors, visual appearance, and safety (will be repainted a bright color). This will improve safety for bicyclists traveling along Commonwealth and Mt. Vernon Avenues.	TES	<b>\$100,000</b> Existing FY13 CIP funds
Mt. Vernon Avenue Bike Lanes, Sharrows, and Bicycle Parking	Bike lanes, sharrows, and bicycle parking will be installed along Mt. Vernon Avenue between W. Glebe Road and Four Mile Run. The improvements will not impact the location of existing on-street parking. Bike lanes will only be provided when there is enough right-of-way. All other conditions will result in the location of sharrows.	TES	<b>\$30,000</b> Existing FY13 CIP funds
Bus Shelter (2)	The existing Metrobus shelters located at Mt. Vernon Avenue / Executive Avenue will be replaced with two new City standard double bus shelters in the spring of 2013.	TES	<b>\$68,000</b> Federal Highway Administration funds
<b>Initiatives to Support Planned Redevelopment and Spur Economic Development</b>			
Work with the existing property owners within CDD #12 to develop a viable redevelopment strategy, as economic and market conditions merit	Establish a strategy to market the existing City surface parking lot (former Datatel site) for private redevelopment.	PZ, CMO, AEDP, General Services	Staff resources

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Create a coordinated streetscape improvement program that addresses street trees, landscaping, banners, wayfinding, outdoor dining, lighting, bicyclists and pedestrian improvements, and links amenities	The interdepartmental staff team will work with the Advisory Group and ACBA to create a streetscape plan that can impact aesthetics, improve pedestrian and bicyclists safety, and promote walkability in an effort to improve quality of life and increase revenues for the businesses.	PZ, RPCA, TES, AEDP	Staff resources
“Arts in Arlandria” demonstration project	Work with interdepartmental City staff team, Advisory Group, and arts and business communities to create a strategy to use arts as a catalyst for neighborhood branding, community building, and economic development.	PZ, RPCA, AEDP	Staff resources
Neighborhood-wide branding and marketing strategies	Arlandria-Chirilagua Business Association (ACBA) will use a marketing fund grant to fund a direct mailer and improved organization website that promotes Arlandria as a destination for shopping and dining.		Staff resources
<b>Monitor Development Projects</b>			
Mt. Vernon Village Center DSUP - Approved	Development Special Use Permit approved by City Council on December 17, 2011. Staff will continue to coordinate with developer until construction is complete.	PZ	Staff resources
Four Mile Run Pump Station Improvements DSUP - Approved	Development Special Use Permit approved by City Council on March 17, 2012. Staff will continue to coordinate with developer until construction is complete.	PZ, RPCA	Staff resources
E. Reed Townhomes Project DSUP - Approved	Development Site Plan approved by Planning Commission on April 3, 2012. Staff will continue to coordinate with developer until construction is complete.	PZ	Staff resources
AHC Affordable Housing DSUP (E. Reed Avenue/Route 1) - Pending	The project is currently pending. Staff will continue to work with the developer and community.	PZ	Staff resources
<b>Support and Enhance Retail and Small Business</b>			
Provide technical assistance to Arlandria businesses	AEDP will continue to provide technical assistance to local businesses.	AEDP	Staff resources
Host seminars targeted to business owners/operators	AEDP will continue to work with ACBA to host relevant seminars and workshops that can improve the local business community.	AEDP	Staff resources
Link eligible businesses to available local funding sources to improve operations - Facade Grant Program	There are four pending Facade Grants (El Cuzcatleco, Honduras Express, Feria Latina, and Waffle Shop) that AEDP will pursue.	AEDP, PZ	Staff resources and AEDP funds
Link eligible businesses to available local funding sources to improve operations – City of	ACBA will use a marketing fund grant to fund a direct mailer and improved ACBA website that promotes Arlandria as a	AEDP	Staff resources and City of Alexandria

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Alexandria Marketing Fund Program	destination for shopping and dining.		Marketing Fund
Support of the Arlandria-Chirilagua Business Association	AEDP will continue to support ACBA and their efforts to promote Arlandria businesses.	AEDP	Staff resources
Actively recruit businesses to fill gaps in the market	AEDP will continue to relocate businesses within Arlandria and recruit others to the community.	AEDP	Staff resources
Prepare existing businesses for new tourism traffic	AEDP will work with existing businesses to prepare them for the new tourism traffic that is generated by the Del Ray-Arlandria trolley.	AEDP, PZ	Staff resources
<b>Community Engagement and Community-Led Quality-of-Life Projects</b>			
Support community engagement in the implementation of the Arlandria Action Plan	Continue the collaborative approach to implementing the Arlandria Action Plan with the Advisory Group and larger Arlandria community.	PZ & Interdepartmental Staff Team	Staff resources
Support the Four Mile Run Park Farmers & Artisans Market	Allow the market to continue to use the site and facilities for the FY13 season.	RPCA, PZ	Staff resources
Support additional community-led activities	Staff will continue to lend support to community-led activities and initiatives, as they are consistent with the 2003 Arlandria Action Plan	PZ, TES, RPCA, AEDP	Staff resources
Host events at Four Mile Run Park Community Building	Staff will promote and encourage the use of the Four Mile Run Park Community Building	RPCA	Staff Resources
Liaise with City's Code Compliance group	Organize an annual interdepartmental Code Compliance walk; recognizing that the Division of Property Maintenance does ongoing compliance inspections throughout the year.	Code Administration, PZ, TES	Staff resources
Host a "Status of Implementation" Open House	Staff will host a meeting to discuss the implementation activities of FY13 and recommended activities for FY14.	PZ	Staff resources
<b>Communication with City Council</b>			
Provide City Council with an annual update on the status of implementation activities	City staff will submit the FY13 "Status of Implementation Report" on implementation activities to City Council.	PZ	Staff resources