



Arlandria Advisory Group Open House

Tuesday, November 2, 2010

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Agenda

- **6:30 pm Welcome, Introductions, and Meeting Goals** – Faroll Hamer, Director, Planning & Zoning
- **6:35 pm Overview of the Arlandria Action Plan Implementation Process Presentation & Discussion** – Maya Contreras & Brandi Collins, Planning & Zoning
- **7:00 pm AEDP Retail and Small Business Outreach Presentation & Discussion** – Rebeca Blanco/Stephanie Landrum, Alexandria Economic Development Partnership (AEDP)
- **7:20 pm Intersection Improvements Presentation & Discussion** – Carrie Sanders, Transportation & Environmental Services (TES)
- **7:35 pm Four Mile Run Park Planning & Duron Paint Store Adaptive Reuse Presentation & Discussion** – Laura Durham, Recreation, Parks and Cultural Activities (RPCA)
- **7:55 pm Four Mile Run Farmers and Artisans Market Presentation** – Kevin Beekman, Melissa Russell, and Travis Hester
- **8:15 pm Open Discussion & Exercise** – Advisory Group & Steve Kaii-Ziegler, Division Chief, Planning & Zoning
 - Priorities and Recommendations
 - Debrief
- **8:50 pm Next Steps & Future Meetings** – Planning & Zoning



Arlandria Advisory Group Members

Allison Cryor DiNardo, Community-serving organization - St. Rita's Parish

David Fromm, Del Ray Citizens Association

Elsa Riveros, Tenants and Workers United

Jack Stevens, Lenox Place

Jill Eber, Del Ray Business Association

Joe Heller, Commercial Property Owner

John Nande, Chirilagua Co-op/Chirilagua Community

John Starcher, Warwick Village Citizens Association

Judy Noritake, Four Mile Run Joint Task Force

Kevin Beekman, Arlandria Civic Association

Kevin Do, Small Business Owner - Fashion K City

Kristin Langykkle, Arlandria Neighborhood Health Services (ANHSI)

Leo Sarli, Arlington County Resident

Lynn Brautigan, At-large condo Assoc/HOA - Beverley Hills Manor

Richard Giannotti, Presidential Greens Property Owner/Manager - UDR

Melissa Watson, Lynhaven Civic Association

Nick Partee, Hume Springs Citizens Association

Nina Weissburg, Commercial Property Owner – Safeway site

Pat Miller, Arts Community Representative

Paula Coletto or Celia Coletto, Latino Business Owner - Huscaran Restaurant

Roy Priest, ED or designee, Alexandria Redevelopment & Housing Authority (ARHA)

Shelley Murphy, Affordable Housing Advocate - Wesley Housing Development Corporation

Stephanie Babin, Mount Jefferson Civic Association

Steve Weinstock, Commercial Property Owner - Mt Vernon Village Center

Tim Ahern, North Ridge Citizens Association

Wilma Probst Levy, Brighton Square Citizens Association



Overview of the Arlandria Action Plan Implementation Process

Overall Directive (December 2009)

- Establish the Arlandria Action Plan Advisory Group
- Explore disincentives for economic development
- Monitor on-going development projects
- Consideration of an Arts & Cultural District
- Implement the recommendations of the 2003 Arlandria Plan
- Liaise with Code Compliance group
- Continue retail enhancement efforts
- Host three Advisory Group meetings
- Submit a Final Report with recommendations to City Council



Overview of the Arlandria Action Plan Implementation Process

Establish an Arlandria Action Plan Advisory Group

- First Advisory Group meeting – February 17, 2010
- Developer & Property Owner interviews
- Second Advisory Group meeting - Developer Forum – May 17, 2010
- Meetings with community groups
 - Tenants & Workers United
 - Local residents
 - Chirilagua Co-Op
 - Alexandria Neighborhood Health Services Inc. (ANHSI)
 - Community Lodgings
 - Child and Family Network Centers
 - St Rita's
- Community Survey (39 Respondents, May – August 2010)



Overview of the Arlandria Action Plan Implementation Process

Overall Feedback from Community Meetings

- Housing
- Traffic –Streetscape
- Crime & Quality of Life
- Four Mile Run Park
- Retail
- Health
- Other



Overview of the Arlandria Action Plan Implementation Process

Feedback from the Community Survey

- **Assets:** MOMs, RTs restaurant, affordable housing, location, Birchmere, St. Rita's, Four Mile Run Park, Po Siam, ANHSI
- **Challenges:** payday lenders, safety & crime concerns, no Metro, loitering, parking lots, lack of retail options
- **Opportunities:** Four Mile Run Park, large site redevelopment, improved transit connections, larger health facility, greater retail variety, streetscape & pedestrian improvements, wider range of housing types, improvements to existing businesses, creation of an Arts or Entertainment Zone



Overview of the Arlandria Action Plan Implementation Process

Explore Disincentives to Economic Development

- Safeway/Datatel Feasibility Report (2008)
 - No near-term market for condo, office
 - Retail market potential but only for single-story
 - Wait for development to occur south along Mt. Vernon Ave
 - Del Ray Central, Alexandria Crossing, restaurant, Calvert, Mt. Vernon Village Center
- Developer & Property Owner Interviews
- Developer Forum, May 17, 2010
- Evaluate existing zoning of CDD #6 and CDD #12
- Consider leveraging of city-owned land



Overview of the Arlandria Action Plan Implementation Process

Explore Disincentives to Economic Development: Feedback from the Developers Interviews

- **Challenges:** Community image, Four Mile Run Park disconnect, necessary infrastructure improvements, absence of policy governing tenant relocation, issues with the CDD's, lack of Metro, high-rise redevelopment can shadow adjacent properties
- **Opportunities:** Central location, existing businesses supported by the community, strong retail market, strong anchors (MOMs, Birchmere), diverse community, significant amount of underutilized land, community supportive of redevelopment



Overview of the Arlandria Action Plan Implementation Process

Explore Disincentives to Economic Development : Feedback from the Developers Interviews

- **Assets:** vibrant working class community, not blighted, stable retail & residency occupancy, variety of housing options, Four Mile Run Park, Birchmere, city-owned land, Chirilagua Festival
- **Challenges:** lack of grid, poor access and connections to Four Mile Run Park, buildings look “tired”, poor image and brand, nearby retail competition, lack of economic diversity



Overview of the Arlandria Action Plan Implementation Process

Explore Disincentives to Economic Development Recommendations from the Developers Forum

- Consider neighborhoods such as Brookland (DC), Hyattsville (MD), Mt. Rainier (MD)
- Branding, capitalize on Birchmere, improve connections to Four Mile Run Park, improve transportation options, fill in gaps in the streetwall, cluster retail, consider music if an arts district is created, consider east-west connection from Commonwealth to Mt. Vernon



Overview of the Arlandria Action Plan Implementation Process

Consideration of an Arts & Cultural District

- **Budget Memo #60: Costs and Benefits of Arts & Cultural Districts (2008)**
- **Planning staff analysis**
 - Many communities use financial incentives to attract and/or support an arts community
 - Arlandria doesn't fit the model for a traditional Arts and Cultural District
 - Tailor an approach that markets existing arts and cultural assets, including the Birchmere and the stable Latino business community and festivals



Overview of the Arlandria Action Plan Implementation Process

Explore Disincentives to Economic Development :
Evaluate existing zoning of CDD#6 and CDD #12

- Planning staff evaluated various redevelopment scenarios under existing CDD zoning with 3700 Mt. Vernon Ave
- Existing CDD zonings (FAR, heights, land uses) are compatible with the pedestrian-scaled, walkable, mixed-use neighborhood
- Issues: land assemblage and land use on CDD #12 (“retail anchor, such as grocery store”)
 - Provisions in Zoning Ordinance to remedy CDD land assemblage
 - Minor text amendment could be made to the Potomac West Small Area Plan



Overview of the Arlandria Action Plan Implementation Process

Implement the recommendations of the 2003 Plan

- All recommendations are in the Arlandria Implementation Matrix
- Staff continues to work on those work tasks (bus shelters, park improvement, retail enhancements, transportation infrastructure improvements, etc)
- Convened an interdepartmental staff team
 - PZ, AEDP, TES, RPCA, Housing, Police Department
 - Meet bi-weekly to discuss projects, quality of life issues, collaborate, and share information and resources



Overview of the Arlandria Action Plan Implementation Process

Convene three Advisory Group meetings & Draft Final Report

- Advisory Group Meetings
 - February 17, 2010 – First meeting
 - May 17, 2010 – Developer Forum
 - November 2, 2010 – “Status of Implementation Open House”

- Final Report “Status of Implementation”
 - Comprehensive Summary of implementation efforts
 - Includes Recommendations
 - Public Comment period
 - Submitted to City Council



Overview of the Arlandria Action Plan Implementation Process

Draft Recommendations

- Minor amendments to the Potomac West Small Area Plan
- No plan amendments to up-zone CDD #6 or CDD#12 beyond the 2003 levels
- 3700 Mt. Vernon Avenue (former Datatel site) serve as an interim van pool lot
- 3700 Mt. Vernon Ave (former Datatel site) may be leveraged with redeveloping CDD #12 or CDD #6, which could include a municipal parking structure
- Explore ways to build an Arlandria brand by marketing the Birchmere and existing Latino/a business community
- Continue to convene the Arlandria Action Plan Advisory Group

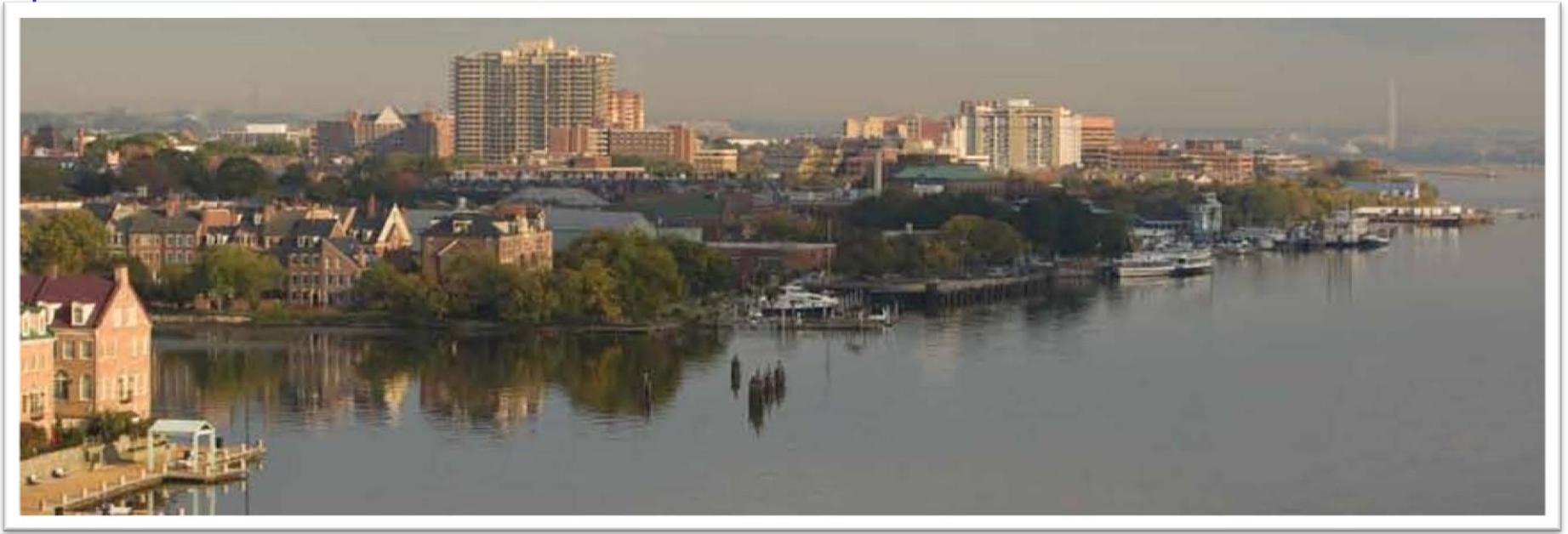


Economic Development Overview



Mission: To promote the City of Alexandria as a premier location for businesses by capitalizing on its assets including multiple Metro stations, historical character and riverfront location, in order to enhance the City's tax revenue and increase employment opportunities.





ALEXANDRIA

ideal



Arlandria Outreach Efforts

- Developer Forum- May 17, 2010
- Creation of new GIS tool (Economic Development Data Interface) to market available space in Alexandria
- Began local business outreach mid-August 2010
- Created inventory of all businesses in Arlandria
- Face-to-face interviews with business owners:
 - ✓ Review the Arlandria Small Area Plan and AEDP efforts
 - ✓ Complete a comprehensive survey of questions with each owner
 - ✓ Explain local and state business incentives available
- Interviewed a total of **25** out of **71** businesses
- Final report will convey statistics in terms of business needs, demographics and general recommendations



Major Findings To Date

- ***General Business Climate:***

- ✓ National economic downturn is impacting businesses
- ✓ Too many direct competitors in the area; diversity of business types is limited
- ✓ Concern about changes in demographics that could result from redevelopment of existing housing stock
- ✓ Not informed about local and state incentives
- ✓ Interested in participating in and creating a business association
- ✓ Interested in attending educational workshops and in receiving technical assistance



Major Findings To Date, continued

■ ***Desired Improvements:***

- ✓ More visible police presence
- ✓ Cleaner and better organized public spaces
- ✓ Better access to public transportation
- ✓ Attract new, more diverse retailers: banks, health clubs, family – oriented restaurants, post office and gas stations
- ✓ Creation of a distinct brand and/or marketing campaign for Arlandria



AEDP Preliminary Recommendations

- Provide bilingual technical assistance to small business owners
- Host bilingual educational seminars targeted to small business owners
- Link eligible businesses to available local and state incentive programs
- Encourage creation of a local business organization
- Explore ways to market the Birchmere and existing Latino/a business community to build an Arlandria brand

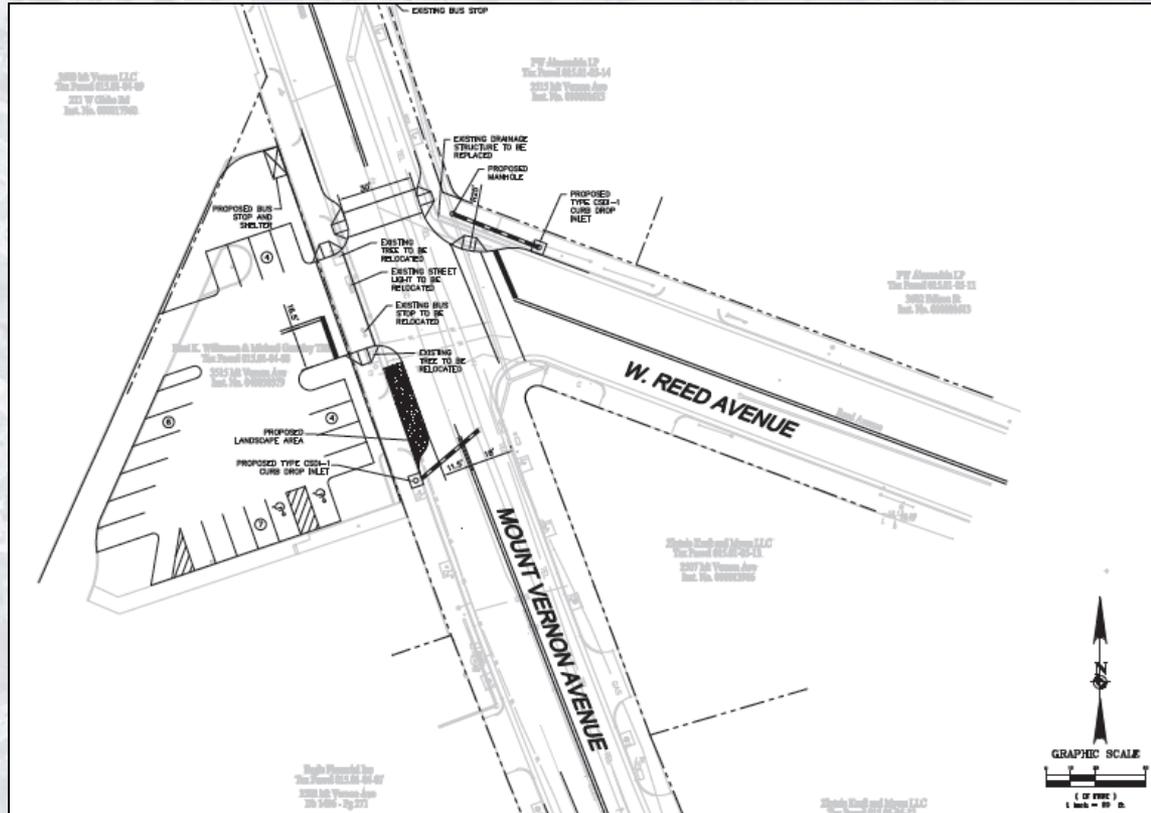


ARLANDRIA STUDY

Intersections of Mount Vernon Avenue
with W. Glebe Road and with W. Reed Avenue



Mount Vernon Avenue/West Reed Road



Kimley-Horn
and Associates, Inc.

ARLANDRIA STUDY

Intersections of Mount Vernon Avenue
with W. Glebe Road and with W. Reed Avenue



Intersection of Mount Vernon Avenue and West Reed

- Consistent with small area plan
- Creates a traditional four approach intersection
- Provides crosswalk across Mount Vernon Avenue at north end (at new bus stop)
- Minimizes pedestrian crossing distance
- Driveway consolidation
- Improved transit access
- Opportunity to add bus stop amenities



ARLANDRIA STUDY

Intersections of Mount Vernon Avenue
with V. Gehe Road and with V. Reed Avenue



Public Outreach

- March 2009 Community Meeting - input from property owners and neighbors at the Tenants and Workers United Building
- September 2009 Community Meeting - general consensus from community on preferred alternatives with comments
- February 2010 Community Meeting - presentation of final design and project status update
- November 2010 Community Meeting – project status update

Design

- 90% design plans for preferred alternative are complete

Next Steps

- Detailed design scheduled for completion in November 2010
- Construction



Kimley-Horn
and Associates, Inc.

Four Mile Run Park Expansion – Recreation, Parks & Cultural Activities



Four Mile Run Farmers & Artisans Market



Four Mile Run Farmers & Artisans Market



Four Mile Run Farmers & Artisans Market



Four Mile Run Farmers & Artisans Market



Next Steps & Future Meetings

- Final Report – “Status of Implementation”
- Public Comment Period
- City Council Hearing – January 2010

