Arlandria Action Plan Implementation
“Status of Implementation Report”

City Council Legislative Session
Tuesday, April 12, 2010
City Council Directive

- Establish the Arlandria Action Plan Advisory Group - ✓
- Prioritize capital improvements - ✓
- Consideration of an Arts & Cultural District - ✓
- Continue retail enhancement efforts - ✓
- Liaise with Code Compliance group – ✓
- Explore disincentives for economic development – ✓
- Monitor on-going development projects – ✓
- Status of Implementation Report with recommendations to City Council – ✓
Implementation Approach

- Citizen Advisory Group (AG)
- Arlandria Action Plan Implementation
- Non-Profit Community
- Development & Business Community
- City Staff Team

www.alexandriava.gov/Arlandria
Recommendations

- Prioritize Public Investments
- Complete analysis of potential initiatives to support planned redevelopment
- Encourage community-led quality-of-life projects
- Support community engagement in the implementation of the Arlandria Action Plan
- Consult with the Arlandria AG’s Executive Committee to determine interest in exploring an Arts & Cultural District
- Sustain and grow the local business community with technical assistance and organizational development, as well as recruitment of new businesses
Recommendations

- Prioritize Public Investments:
  - Complete Mt. Vernon Ave/W. Reed Ave intersection improvements
Recommendations

- Prioritize Public Investments:
  - Implement Four Mile Run Park Expansion project
  - Reallocate remaining intersection CIP funds to the Four Mile Run Park Expansion project
Recommendations

- Complete analysis of potential initiatives to support planned redevelopment:
  - Review and possibly amend CDD #12’s design guidelines *(when a development application is submitted)*
  - Determine best use of the Datatel site (3700 Mt. Vernon Ave)
Development
Recommendations

- Encourage community-led quality-of-life projects:
  - Support completing the conversion of the City-owned former Duron Paint building into a community building
  - Support community operators of the Four Mile Run Farmers & Artisan’s Market
Recommendations

- Support community engagement in the implementation of the Arlandria Action Plan:
  - Continue convening the Arlandria Action Plan Advisory Group
  - Continue implementing recommendations of the Arlandria Action Plan
Recommendations

- Consult with the Arlandria AG’s Executive Committee to determine interest in exploring an Arts & Cultural District
Recommendations: Retail and Business Enhancements

Accomplishments

- Part-time bilingual staff
- Inventory of all businesses in Arlandria
- Survey of business owners and managers
- Report on survey results
- One-to-one business counseling
- Façade Improvement Program applicants
Recommendations: Retail and Business Enhancements

Overview of the Retail Market

- 89 retail storefronts
- 10 vacant

Wish list:
- Banks
- Full-service restaurants
- Fitness/gym
Recommendations: Retail and Business Enhancements

Survey Findings

- Long-term business owners
- 1-5 employees
- Under $500,000 – annual revenue
- Attracted by:
  - Location
  - Diversity
  - Other retail & restaurants
- Areas for Improvement:
  - Maintenance
  - Safety
  - Education & Training
  - Marketing

Years in Arlandria

- Less than 1 yr: 33%
- 1-5 yrs: 11%
- 10-20 yrs: 31%
- More than 20 yrs: 11%
- 5-10 yrs: 11%
- No response: 4%
Recommendations: Retail and Business Enhancements

Ongoing Efforts & Next Steps

- Bilingual business seminars
- Coordination with regional organizations
- Explore creation of an Arlandria business organization
- Encouraging appropriate applications for Marketing Fund support
- Retail recruitment
- Keeping business community up-to-date on redevelopment plans
Arlandria Action Plan Implementation - Next Steps

- Continue to convene Arlandria Advisory Group and City Staff Team
- Continue implementing Four Mile Run Park Expansion Project
- Complete intersection and pedestrian improvements at Mt. Vernon Ave/W. Reed Ave
- Determine best use of the Datatel site as a spur to redevelopment
- Support small business community through technical assistance
- Support community operators of Four Mile Run Farmers & Artisans Market
- Continue implementing recommendations of the 2003 Arlandria Action Plan