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

Arlandria Action Plan Implementation

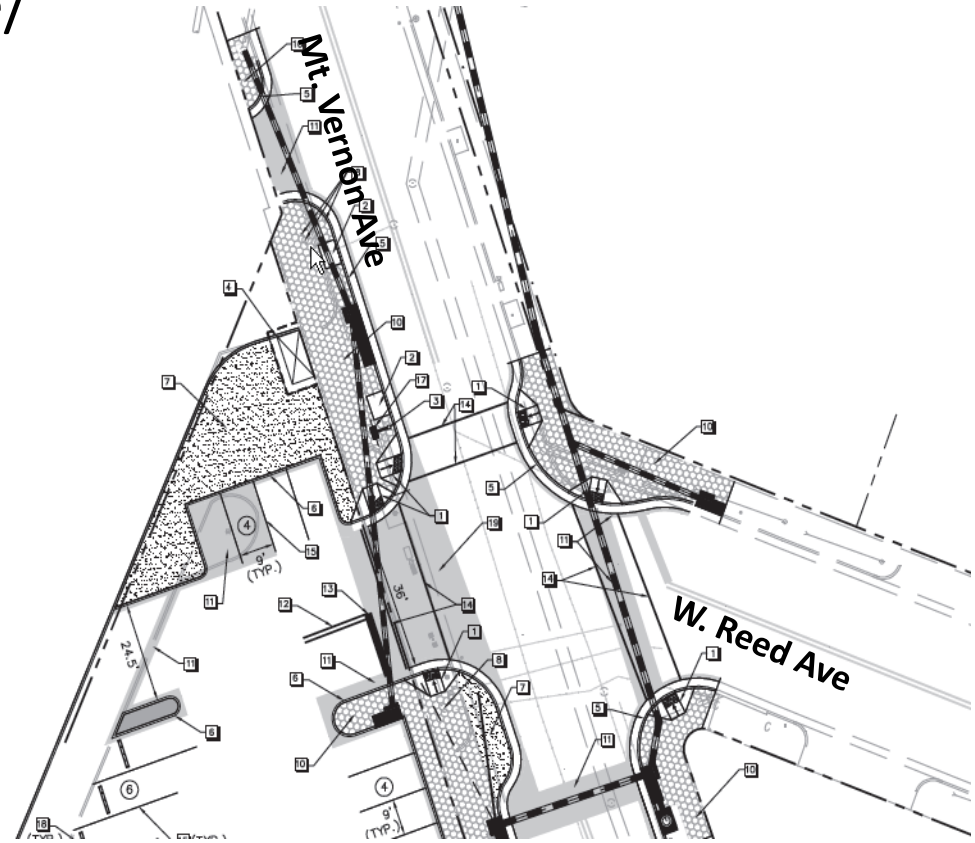
- Citizen Advisory Group (AG)
- Development & Business Community
- City Staff Team
- Non-Profit Community

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)

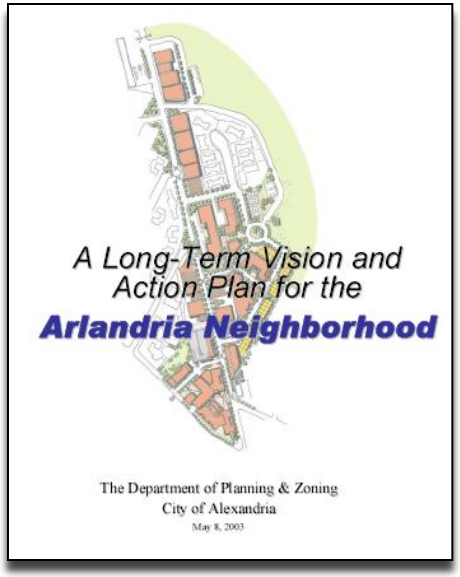
Development

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

ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP

Report on the Survey of
the Arlandria Business Community
City of Alexandria, Virginia

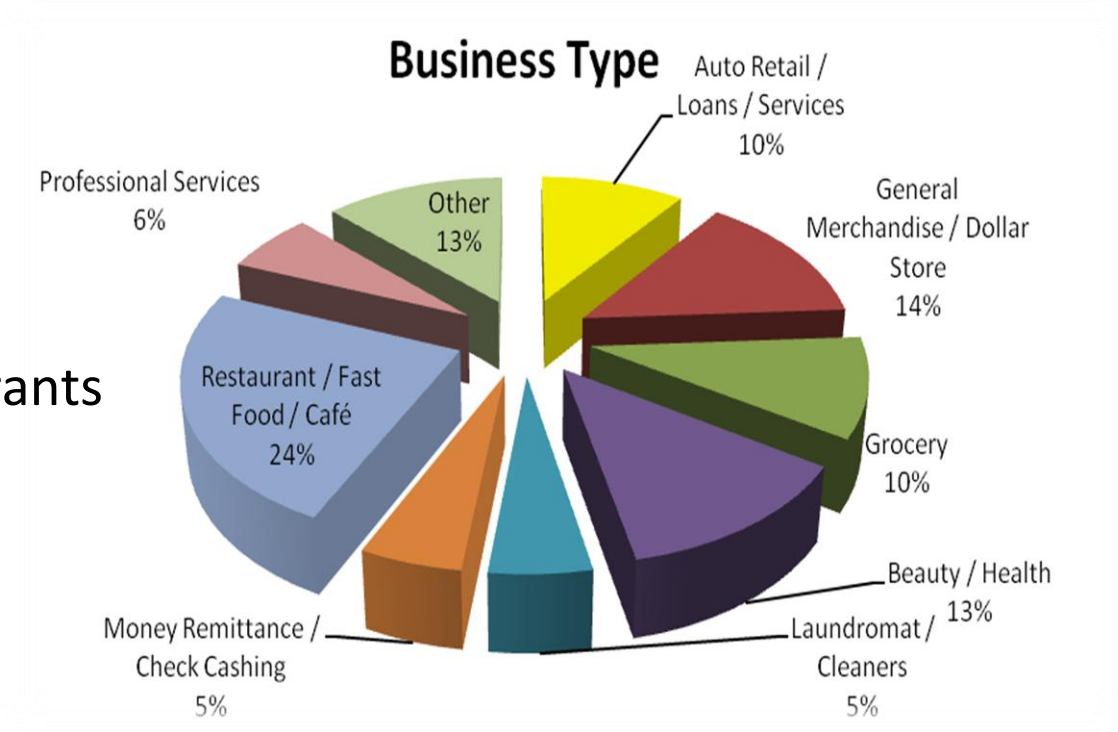
Survey Period: October 2010 – March 2011
Report Date: March 29, 2011

Recommendations: Retail and Business Enhancements

Overview of the Retail Market

- 89 retail storefronts
- 10 vacant

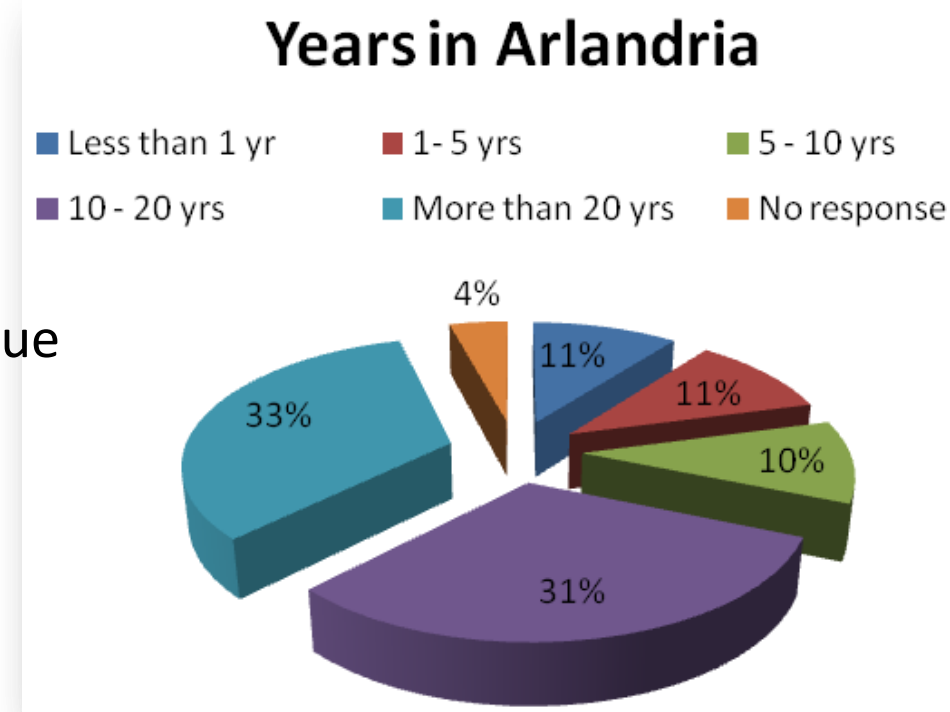
- Wish list:
  - Banks
  - Full-service restaurants
  - Fitness/gym



Recommendations: Retail and Business Enhancements

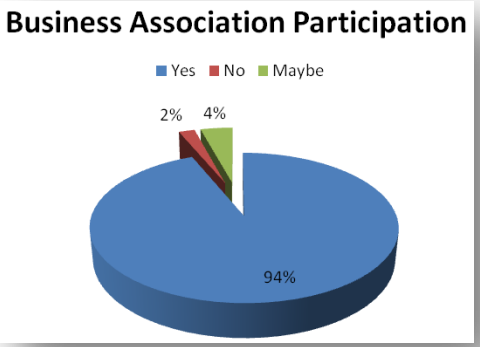
Survey Findings

- Long-term business owners
- 1-5 employees
- Under $500,000 – annual revenue
- Attracted by:
  - Location
  - Diversity
  - Other retail & restaurants



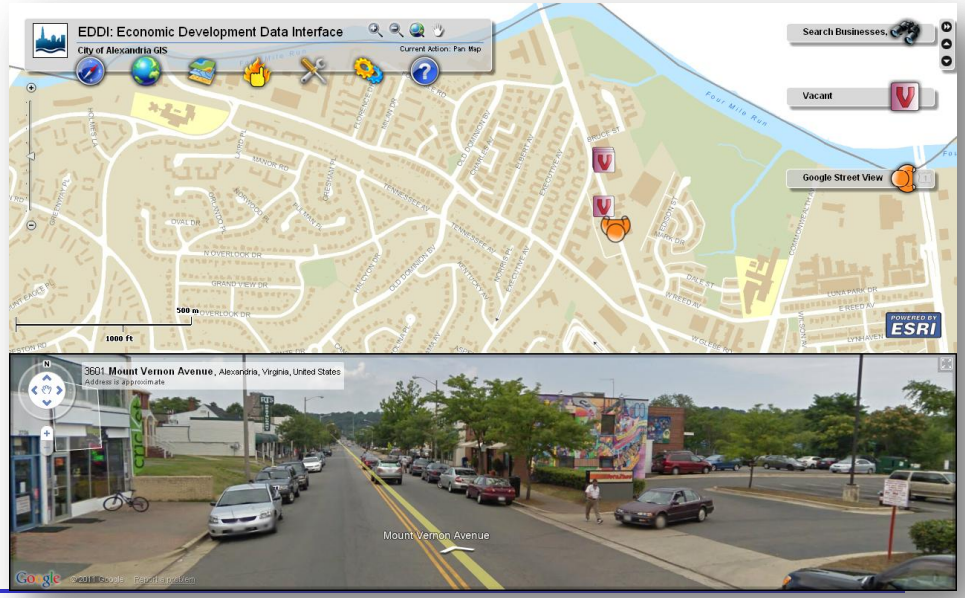
- Areas for Improvement:
  - Maintenance
  - Safety
  - Education & Training
  - Marketing

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