

## City of Alexandria, Virginia

## MEMORANDUM

DATE: NOVEMBER 30, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: RESOLUTION ESTABLISHING AN ARLANDRIA ACTION PLAN ADVISORY GROUP

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**ISSUE:** The establishment of an Arlandria Action Plan Advisory Group.

**RECOMMENDATION:** That City Council:

- (1) Approve the resolution establishing an Arlandria Action Plan Advisory Group as discussed below; and
- (2) Authorize the City Manager to appoint the members of the Advisory Group (AG).

**BACKGROUND:** This item was deferred from the October 13, 2009, City Council docket in order to clarify the tasks and composition of the Advisory Group. Staff held a meeting with concerned residents on November 16, 2009, and came to general agreement on the tasks and composition of the Advisory Group identified herein. The originally proposed Advisory Group mission and tasks were amended by adding the task to "Explore disincentives for economic development and opportunities to overcome those; including cooperating with City staff on a possible "Request for Expressions of Interest" (REOI) for redevelopment of key parcels that permits respondents to propose projects that may require changes to the current set of development constraints (zoning, height, land use, other requirements)" They did suggest the additions of an ex-officio member representing the Del Ray Civic Association and one at-large member representing one of the neighboring condominium or homeowner associations to the Advisory Group. Staff has added these two slots to the AG and increased its membership from a maximum of 25 to 30.

**DISCUSSION:** *A Long-Term Vision and Action Plan for the Arlandria Neighborhood* (Arlandria Plan) was approved by the City Council in June 2003. In order for the Plan to be successful it is critical to follow through with an implementation process that involves all stakeholders. An Advisory Group composed of stakeholders will assist staff in implementation efforts.

Currently, staff is implementing the Four Mile Run Master Plan, intersection improvements on Mt. Vernon Avenue at Glebe Road and Reed Avenue, and reviewing development proposals in the Arlandria area. RPCA staff expects to begin the park planning process for the City-acquired parcels on Mt. Vernon Avenue at Four Mile Run Park in the spring of 2010, or earlier.

### **Advisory Group Mission and Composition**

The Arlandria Action Plan Advisory Group (AG) shall consist of no more than 30 members representing a diversity of neighborhood interests. The list of Advisory Group members can be found in Attachment 1: Resolution.

To carry out its mission, the AG will be expected to act as a collaborative partner in plan implementation and conduct tasks selected from the following list which may include other tasks as relevant to the implementation of the Arlandria Plan:

- a. Effectively communicate for and to the respective group/organization that each member represents. Speak on behalf of the group's interests. Communicate with and update the group on progress and activities of the AG.
- b. Provide recommendations to City staff on the priority of public improvements that were identified and recommended in the Arlandria Plan, including possible leveraging of city-owned property to incentivize appropriate new development (excluding those properties intended for parks or open space).
- c. Provide comments and make recommendations on options for public improvements, such as streetscape design, park design and programming, and the design and placement of historical interpretive signs or markers; recognizing that some technical or code issues cannot be open to debate.
- d. Advise City staff regarding preferred spending priorities and public improvement project phasing.
- e. Explore disincentives for economic development and opportunities to overcome those; including cooperating with City staff on a possible "Request for Expressions of Interest" (REOI) for redevelopment of key parcels that permits respondents to propose projects that may require changes to the current set of development constraints (zoning, height, land use, other requirements).
- f. Recommend specific criteria for types and locations of retail businesses to be recruited and possibly supported with loans or other incentives.
- g. Participate in the Four Mile Run Park planning process.
- h. Initiate neighborhood-led projects such as street tree planting, façade improvements, and banners, with staff support.
- i. Make recommendations regarding advisability of possible establishment of an Arts District and other public arts-related issues.

- j. Work with City staff to monitor on-going development projects.
- k. Liaise with the Code Compliance Group (led by Office of Building & Fire Code Administration and Alexandria Police Department) on quality of life issues.
- l. Contribute to an annual “Status of Implementation” report to City Council.
- m. Host a periodic “Status of Implementation” public open house for the community.

**FISCAL IMPACT:** Staff estimates a minimum of 300 hours of City staff time will be needed annually to support the AG. Most of this time will be spent in preparing for and conducting the two community meetings and the public open house, and in developing the year-end Status of Implementation Report. Very little will be left for working on the tasks on the list. It does not include staff time spent on planning or feasibility studies, construction management of physical improvements, or time that is covered by other work programs such as outreach for development review or outreach for park planning. Additional staff time will be necessary in the future as the pace of growth accelerates.

This estimate consists of City staff time from the Department of Planning and Zoning, Department of Transportation & Environmental Services, Department of Recreation, Parks & Cultural Activities, and Office of Housing. On average this represents less than 2% of a single staff year for nine people (an average FTE works roughly 1,800 hours annually).

It is anticipated that Alexandria Economic Development Partnership, Small Business Development Center, and the Alexandria Police Department will participate on an as-needed basis but for the purposes of this estimate, their staff time has not been included.

It should be noted that this estimate is for staff time alone; consultant time has not been included. There may be a need for specialized studies which would require the procurement of consultants; however, those studies have not yet been identified nor have consultant costs been estimated. All staff and consultant activities will be limited to those that can be accomplished with budgeted funds for FY 2010, FY 2011 and beyond.

**ATTACHMENTS:**

Attachment 1: Resolution

Attachment 2: Alexandria Action Plan Implementation Matrix

Attachment 3: Copy of email correspondence to community members

**STAFF:**

Mark Jinks, Deputy City Manager

Faroll Hamer, Director, Department of Planning and Zoning

James B. Spengler, Director, Recreation, Parks & Cultural Activities

Richard Baier, Director, Transportation & Environmental Services

Karl Moritz, Deputy Director, Department of Planning and Zoning

Kathleen Beeton, Division Chief, Department of Planning and Zoning

RESOLUTION NO. \_\_\_\_\_

WHEREAS, the City Council adopted the Arlandria Plan (*A Long-Term Vision and Action Plan for Arlandria Neighborhood Plan*) in May 2003.

WHEREAS, the City Council approved the implementation of the Arlandria Plan as part of the Department of Planning and Zoning's FY2010 Work Program on June 9, 2009.

WHEREAS, the City Council will establish an Advisory Group to assist in the City's efforts to implement the Arlandria Plan.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF ALEXANDRIA, VIRGINIA THAT:**

1. There is hereby established an Arlandria Action Plan Advisory Group (AG).
2. The AG shall consist of no more than thirty (30) members representing a diverse range of community interests. The City Manager will appoint to the AG members with the following representation:

- Hume Springs Citizens Association
- Arlandria Civic Association
- Lenox Place
- Brighton Square Citizens Association
- Warwick Village Citizens Association
- North Ridge Citizens Association
- Lynhaven Civic Association
- Mount Jefferson Civic Association
- Presidential Greens property owner/manager
- Chirilagua Co-op
- Tenants and Workers United
- Arlandria Neighborhood Health Services
- Affordable housing advocate
- Alexandria Redevelopment and Housing Authority
- Community-serving organization
- Small Business owners
- Latino Business owner
- Commercial Property owners
- Arts community representative
- Four Mile Run Joint Task Force
- Ex-Officio member – Arlington County resident
- Ex-Officio member – Del Ray Business Association
- Ex-Officio member – Del Ray Citizens Association
- At-large member – homeowner association or condominium association

3. The tasks of the AG may include the following and others as relevant to the implementation of the Arlandria Plan:
  - a. Effectively communicate for and to the respective group/organization that each member represents. Speak on behalf of the group's interests. Communicate with and update the group on progress and activities of the AG.
  - b. Provide recommendations to City staff on the priority of public improvements that were identified and recommended in the Arlandria Plan, including possible leveraging of city-owned property to incentivize appropriate new development (excluding those properties intended for parks or open space).
  - c. Provide comments and make recommendations on options for public improvements, such as streetscape design, park design and programming, and the design and placement of historical interpretive signs or markers; recognizing that some technical or code issues cannot be open to debate.
  - d. Advise City staff regarding preferred spending priorities and public improvement project phasing
  - e. Explore disincentives for economic development and opportunities to overcome those; including cooperating with City staff on a possible "Request for Expressions of Interest" (REOI) for redevelopment of key parcels that permits respondents to propose projects that may require changes to the current set of development constraints (zoning, height, land use, other requirements).
  - f. Recommend specific criteria for types and locations of retail businesses to be recruited and possibly supported with loans or other incentives.
  - g. Participate in the Four Mile Run Park planning process.
  - h. Initiate neighborhood-led projects such as street tree planting, façade improvements, and banners, with staff support.
  - i. Make recommendations regarding advisability of possible establishment of an Arts District and other public arts-related issues
  - j. Work with City staff to monitor on-going development projects.
  - k. Liaise with the Code Compliance Group (lead by Office of Building & Fire Code Administration and Alexandria Police Department) on quality of life issues.
  - l. Contribute to an annual "Status of Implementation" report to City Council.
  - m. Host a periodic "Status of Implementation" public open house for the community.
4. Administrative and technical support to the AG will be provided by an interagency City Workgroup comprised of staff from various City departments and offices as well as the Alexandria Economic Development Partnership,

Alexandria Small Business Development Corporation, and the Alexandria Police Department. The City Workgroup will be lead by staff of the Department of Planning and Zoning.

5. The AG shall endeavor to work with the City Workgroup to develop the first "Status of Implementation" report for submission to City Council in late 2010.

Adopted: December 8, 2009

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William D. Euille, Mayor

ATTEST:

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Jackie M. Henderson, City Clerk

Number	Priority	Work Item	Departments	Time Frame		Status	Comments/Outcomes
				Term	Est. Start		
<b>1.0 MASTER PLAN/ZONING ORDINANCE</b>							
1.1		Create neighborhood retail district	P&Z		FY 2004	COMPLETE	
1.2		Create CDD for Safeway-Datatel Site	P&Z		FY 2004	COMPLETE	
1.3		Amend CDD #6 (with Arlandria recommendations)	P&Z		FY 2004	COMPLETE	
1.4		Amend Potomac West Small Area Plan	P&Z		FY 2004	COMPLETE	
<b>2.0 INFRASTRUCTURE IMPROVEMENTS</b>							
2.1		Incorporate Target-market concepts into Urban Design Plans					
2.1.1		Use of public art	P&Z, RPCA				
2.1.2		Use of street furniture	P&Z, RPCA, T&ES		FY 2004	IN PROGRESS	Analysis complete
2.1.3		Use of public plazas/public areas	P&Z, RPCA				
2.1.4		Gateways, street signs, and other "hardware"	P&Z, RPCA, T&ES				
2.2		Streetscape					
2.2.1		Install street trees, 3800 block Mt. Vernon Ave	P&Z, RPCA, T&ES		FY 2004	COMPLETE	
2.2.2		Restripe crosswalks - Glebe, Russell & Four Mi	T&ES, P&Z		FY 2004	COMPLETE	
2.2.3		Install handicap ramp, Mt. Vernon & Four Mile Rd	T&ES, P&Z		FY 2004	COMPLETE	
2.2.4		Install banners	T&ES, P&Z		FY 2005 - 2008		
2.2.5		Install pavers, Bangkok 54	T&ES, P&Z		FY 2005 - 2008	COMPLETE	
2.2.6		Install pavers, Lillian's Restaurant, Bruce Street	T&ES, P&Z		FY 2005 - 2008	COMPLETE	
2.2.7		Bus shelters along Mt. Vernon Avenue	T&ES			IN PROGRESS	
2.3		Bulb outs & Crosswalk Improvements					
2.3.1		Reconfigure north end of Mt. Vernon Ave	T&ES, P&Z		FY 2004		Parking signs
2.3.2		Along W. Glebe Road	T&ES, P&Z		FY 2005 - 2008	COMPLETE	
2.3.3		Mid-block crosswalk Mt. Vernon	T&ES, P&Z		FY 2005 - 2008	COMPLETE	
2.3.4		Along Mt. Vernon Ave	T&ES, P&Z		FY 2005 - 2008	IN PROGRESS	
2.3.5		Intersection, W. Reed Ave	T&ES, P&Z		FY 2005 - 2008	IN PROGRESS	Currently under study
2.3.6		Intersection, Mt. Vernon & W. Glebe Road	T&ES, P&Z		FY 2005 - 2008	IN PROGRESS	
2.4		Gateways Enhancements					
2.4.1		Misc. Gateway improvements	T&ES, P&Z			ON HOLD	Analysis complete; On hold pending Four Mile Run Park planning process
2.4.2		Lengthen existing median & plant trees	T&ES, P&Z			ON HOLD	Analysis complete; On hold pending Four Mile Run Park planning process
2.4.3		Add entry features to create gateway	T&ES, P&Z			ON HOLD	Installed new lighting at Four Mile Bridge as gateway feature; On hold pending Four Mile Run Park planning process
2.4.4		Help to reconfigure shopping center parking lot	T&ES, P&Z			ON HOLD	On hold pending Four Mile Run Park planning process
2.5		Four Mile Run Park & Enhancements					
2.5.1		Landscaping and signs at park entrance				ON HOLD	Phase 1 Complete; On hold pending Four Mile Run Park planning process
2.5.2		Enhance access & visibility					
2.6		Traffic control/Regulation					
2.6.1		Install speed tables, 700 block Four Mile Road	T&ES		FY 2005 - 2008		
2.6.2		Conduct traffic study to address issues	T&ES, P&Z		FY 2005 - 2008	ON HOLD	Analysis complete; On hold pending Four Mile Run Park planning process
2.6.3		Left-turn signal, Mt. Vernon & S. Glebe Rd.	T&ES		FY 2005 - 2008		
2.6.4		Study option to improve access to park	T&ES		FY 2005 - 2008	COMPLETE	Analysis complete
<b>3.0 INTERSECTION IMPROVEMENTS</b>							
3.1		Redesign intersection of Mt. Vernon & Russell Road.					
3.1.1		Provide striped crosswalks	T&ES, P&Z		FY 2004	COMPLETE	
3.1.2		Eliminate free-flow right-turn onto Russell Road	T&ES, P&Z		FY 2005 - 2008	IN PROGRESS	Interim improvements made; pedestrian refuge area constructed
3.1.3		Provide raised crosswalks	T&ES, P&Z				
3.1.4		Construct new "T" intersection	T&ES, P&Z				
3.2		Redesign intersection of Mt. Vernon and Four Mile Road.					
3.2.1		Construct cul-de-sac from Bruce Street into Park	T&ES, P&Z		FY 2005 - 2008		Analysis complete
3.2.2		Construct new "T" intersection	T&ES, P&Z				

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Attach 2

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4.0	PARKING						
4.1	Construct new parking, Dattel lot	T&S, P&Z	FY 2005 - 2008	COMPLETE			
4.2	Relocate existing bus stops Mt. Vernon Ave	T&S, P&Z	FY 2005 - 2008	COMPLETE			
4.3	Stripe new on-street spaces Mt. Vernon Ave	T&S, P&Z	FY 2005 - 2008	COMPLETE			
4.4	Add 28 spaces Executive Ave	T&S	FY 2005 - 2008	COMPLETE			
5.0	RETAIL ENHANCEMENT						
5.1	Technical assistance - developing marketing/promotions organization						
5.1.1	Contact & work with business owners	P&Z, AEDP		ONGOING			
5.1.2	Facilitate focus group of business owners	P&Z, AEDP		ONGOING			
5.2	Explore Business Improvement District						
5.2.1	Investigate other mechanisms	P&Z					
5.3	Safeway-Dattel Site Redevelopment Work						
5.3.1	Work on joint venture marketing	P&Z, AEDP					
5.4	Misc. Retail Enhancement						
5.4.1	Merchandising audit with businesses	SBDC, AEDP	FY 2004	ONGOING			
5.4.2	Provide business plan assistance	SBDC, AEDP	FY 2004	ONGOING			
5.4.3	Provide SBA & other financing info	SBDC, AEDP	FY 2004	ONGOING			
5.4.4	Provide info about business assistance programs	SBDC, AEDP	FY 2004	ONGOING			
5.4.5	Coordinate weekly events and festivals	SBDC, AEDP	FY 2004	ONGOING			
5.4.6	Assist with facade improvements	P&Z, SBDC, AEDP	FY 2004	ONGOING			
5.4.7	Establish business plan monitoring system	SBDC, AEDP	FY 2004	ONGOING			
6.0	FUTURE PLANNING						
6.1	Four Mile Run Enhancements						
6.1.1	Prioritize ways to enhance access	P&Z, RPCA					
6.1.2	Consider acquiring property to enlarge park	P&Z, RPCA		COMPLETE			Interim planting and improvements have been made City purchased four commercial properties
6.2	Misc. Future planning						
6.3	Tree planting with new improvements	T&S, RPCA, P&Z	FY 2004	ONGOING			
6.4	Encourage Preservation of historic buildings	P&Z, OHA					
6.5	Adjust floodplain boundary (with FEMA)	T&S, P&Z					

Karl Moritz/Alex  
11/17/2009 04:09 PM

To: nickdeuva@gmail.com, kbeekman@yahoo.com,  
amdubinsky@gmail.com, mwatson@laprimacatering.com  
cc  
bcc  
Subject: Arlandria Action Plan Advisory Group - Thank you for your  
help revising the resolution

Dear Kevin, Nick, Melissa and Andrew,

Thank you for coming to City Hall last night to work with us on a revised Arlandria Action Plan Advisory Group resolution and docket item. I'm very pleased we came to a mutual agreement on the wording, which includes (1) clarification of the advisory group's role in exploring the possible disincentives to desired redevelopment and (2) an Ex-Officio member representing the Del Ray Civic Association and an at-large member representing a neighboring homeowners or condominium association.

I think the conversation was fruitful in other ways, including the discussion about how the advisory group would tackle the issues in its charge. You gave us some good thoughts about how the staff could support the AG, and which issues the group might address first.

It was also helpful to hear your comments on the W. Glebe/Mt. Vernon intersection improvements and Mt. Vernon/Reed intersection improvements and your agreement that the City should proceed with the design of this project.

We showed you a printed copy of an updated implementation matrix; that is attached as well.

We will continue to be in touch with all of you as the group is formed and we begin to schedule the first meeting. Thanks again!

Karl



Arlandria Implementation Schedule - Sept 28 2009.pdf



Revised Arlandria AG Council dkt item - Nov 17 2009.pdf



Revised Arlandria AG Resolution - Nov 17 2009.pdf

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Karl Moritz  
Deputy Director, Long Range and Strategic Planning  
City of Alexandria Department of Planning and Zoning  
301 King Street  
Alexandria, VA 22314  
New Direct Phone Number: 703-746-3804

**RESOLUTION NO. 2373**

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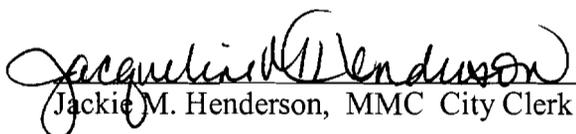
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  5. The AG shall endeavor to work with the City Workgroup to develop the first "Status of Implementation" report for submission to City Council in late 2010.

Adopted: December 8, 2009

  
WILLIAM D. EULLE MAYOR

ATTEST:

  
Jackie M. Henderson, MMC City Clerk