

City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 2, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: RESOLUTION ESTABLISHING AN ARLANDRIA ACTION PLAN ADVISORY GROUP

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).

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.

Advisory Group Mission and Composition

The AG will be responsible for making recommendations to staff and Council on neighborhood design elements such as streetscape and open space, funding priorities, and public improvement project phasing. It will initiate, with staff support, neighborhood-led improvements such as street-tree planting, façade improvements, and banners. In addition, the AG will be responsible for the development of an annual progress report.

The AG shall consist of no more than 25 members representing a diversity of neighborhood interests and appointed by the City Manager. The AG shall have the following representation:

- Hume Springs Citizens Association
- Arlandria Civic Association
- Lynhaven Civic Association

- Mount Jefferson Civic Association
- Lenox Place at Sunnyside
- Brighton Square Citizens Association
- Warwick Village Citizens Association
- North Ridge Citizens Association
- Chirilagua Co-op
- Tenants and Workers United
- Arlandria Neighborhood Health Services
- Four Mile Run Joint Task Force
- Community-serving organization
- Small Business owners
- Latino Business owner
- Commercial Property owners
- Presidential Greens property owner/manager
- Arts community representative
- Affordable Housing advocate
- ARHA representative
- At-large member(s)
- Ex-Officio member – Arlington County resident
- Ex-Officio member – Del Ray Business Association

Staff Support:

City staff will provide support to the AG through an interagency staff workgroup, led by staff of the Department of Planning and Zoning. The City Workgroup will be comprised of staff from other departments and offices including Department of Transportation & Environmental Services, Department of Recreation, Parks & Cultural Activities, Office of Housing, Alexandria Economic Development Partnership, Alexandria Small Business Development Corporation, the Alexandria Police Department as well as other departments on an as needed basis.

Schedule:

The adopted Work Program shows implementation of the Arlandria Plan beginning in December 2009. However, work on some implementation items has already begun and is continuing. It is anticipated that the group would meet at least once this year and a minimum of two times in the 2010 calendar year, or more as needed.

FISCAL IMPACT: Staff estimates a minimum of about 300 hours of City staff time will be needed annually to support the AG. Additional staff time could be necessary in the future as the pace of growth accelerates. The 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. Other City Agencies will be consulted and involved as well: Alexandria Economic Development Partnership, Small Business Development Center, and the Police Department.

ATTACHMENTS:

Attachment 1. Resolution

Attachment 2. Arlandria Plan Implementation Schedule

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, Department of Transportation & Environmental Services

Karl Moritz, Deputy Director, Department of Planning and Zoning

Kathleen Beeton, Division Chief, Department of Planning and Zoning

ATTACHMENT 1

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 twenty-five (25) 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
 - Lynhaven Civic Association
 - Mount Jefferson Civic Association
 - Lenox Place at Sunnyside
 - Brighton Square Citizens Association
 - Warwick Village Citizens Association
 - North Ridge Citizens Association
 - Chirilagua Co-op
 - Tenants and Workers United
 - Arlandria Neighborhood Health Services
 - Four Mile Run Joint Task Force
 - Community-serving organization
 - Small Business owners
 - Latino Business owner
 - Commercial Property owners
 - Presidential Greens property owner/manager
 - Arts community representative
 - Affordable Housing advocate
 - ARHA representative

- At-large member(s)
- Ex-Officio member – Arlington County resident
- Ex-Officio member – Del Ray Business Association

2. The functions of the AG shall be to:

- Effectively represent the respective group 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;
- Advise 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;
- Make recommendations on 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;
- Advise City staff regarding spending priorities and public improvement project phasing;
- Recommend specific criteria for types and locations of retail businesses to be recruited and possibly supported with loans or other incentives;
- Participate in the Four Mile Run Park planning process;
- Initiate neighborhood-led projects such as street tree planting, façade improvements, and banners, with staff support;
- Make recommendations regarding advisability of possible establishment of an Arts District and other public arts-related issues;
- Work with City staff to monitor on-going development and new uses;
- Liaise with the Code Compliance Group (lead by Office of Building & Fire Code Administration and Alexandria Police Department) on quality of life issues;
- Contribute to an annual “Status of Implementation” report to City Council.
- Host a periodic “Status of Implementation” public open house for the community; and
- Perform additional tasks relevant to the implementation of the Arlandria Plan.

3. 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.

4. The AG shall endeavor to work with the City workgroup to develop the first “Status of Implementation” report for submission to City Council by late 2010.

Adopted: October 13, 2009

William D. Euille, Mayor

ATTEST:

Jackie M. Henderson, City Clerk

Attachment 2

ARLANDRIA PLAN IMPLEMENTATION SCHEDULE

Updated: 3/1/09

Number	Plan	Priority	Work Item	Department	Time Frame	Est. Start	Est. End	Funding Mechanisms	Status	Comments/Outcomes	Next Steps
--------	------	----------	-----------	------------	------------	------------	----------	--------------------	--------	-------------------	------------

1.0			MASTER PLANNING ORDINANCE								
1.1	P&Z		Create neighborhood retail district				FY 2004		COMPLETE		
1.2	P&Z		Create CBD for Safeway-Datalist Site				FY 2004		COMPLETE		
1.3	P&Z		Amend CDD #6 (with Arlandria recommendations)				FY 2004		COMPLETE		
1.4	P&Z		Amend Potomac West Small Area Plan				FY 2004		COMPLETE		

2.0			INFRASTRUCTURE IMPROVEMENTS								
2.1			Incorporate Target-market concepts into Urban Design Plans								
2.11	P&Z, RP&CA		Use of public art				FY 2004		COMPLETE		
2.12	P&Z, RP&CA, T&ES		Use of street furniture				FY 2004		IN PROGRESS	Analysis complete	
2.13	P&Z, RP&CA		Use of public plazas/public areas								
2.14	P&Z, RP&CA, T&ES		Gateways, street signs, and other "hardware"								
2.2			Streetscape								
2.21	P&Z, RP&CA, T&ES		Install street trees, 3800 block Mt. Vernon Ave				FY 2004		COMPLETE		
2.22	T&ES, P&Z		Restripe crosswalks - Glebe, Russell & Four Mi				FY 2004		COMPLETE		
2.23	T&ES, P&Z		Install handicap ramp, Mt. Vernon & Four Mile Rd				FY 2004		COMPLETE		
2.24	T&ES, P&Z		Install banners				FY 2005 - 2008		COMPLETE		
2.25	T&ES, P&Z		Install pavers, Bankkoc 54				FY 2005 - 2008		COMPLETE		
2.26	T&ES, P&Z		Install pavers, Lillian's Restaurant, Bruce Street				FY 2005 - 2008		COMPLETE		
2.27	T&ES		Bus shelters along Mt. Vernon Avenue				FY 2005 - 2008		IN PROGRESS		
2.3			Build outs & Crosswalk improvements								
2.31	T&ES, P&Z		Reconfigure north end of Mt. Vernon Ave				FY 2004		COMPLETE	Parking signs	
2.32	T&ES, P&Z		Along W. Glebe Road				FY 2005 - 2008		COMPLETE		
2.33	T&ES, P&Z		Mid-block crosswalk Mt. Vernon				FY 2005 - 2008		COMPLETE		
2.34	T&ES, P&Z		Along Mt. Vernon Ave				FY 2005 - 2008		IN PROGRESS		
2.35	T&ES, P&Z		Intersection, W. Reed Ave				FY 2005 - 2008		IN PROGRESS	Currently under study	
2.36	T&ES, P&Z		Intersection, Mt. Vernon & W. Glebe Road				FY 2005 - 2008		IN PROGRESS		
2.4			Gateways Enhancements								
2.41	T&ES, P&Z		Misc. Gateway improvements						ON HOLD	Analysis complete, On hold pending Four Mile Run Park planning process	
2.42	T&ES, P&Z		Lengthen existing median & plant trees						ON HOLD	Analysis complete, On hold pending Four Mile Run Park planning process	
2.43	T&ES, P&Z		Add entry features to create gateway						ON HOLD	Installed new lighting at Four Mile Bridge as gateway feature, On hold pending Four Mile Run Park planning process	
2.44	T&ES, P&Z		Help to reconfigure shopping center parking lot						ON HOLD	On hold pending Four Mile Run Park planning process	
2.5			Four Mile Run Park & Enhancements								
2.51			Landscaping and signs at park entrance						ON HOLD	Phase 1 Complete, On hold pending Four Mile Run Park planning process	
2.52			Enhance access & visibility								
2.6			Traffic control/Regulation								
2.61	T&ES		Conduct traffic study to address issues				FY 2005 - 2008		ON HOLD	Analysis complete, On hold pending Four Mile Run Park planning process	
2.62	T&ES, P&Z		Install speed tables, 700 block Four Mile Road				FY 2005 - 2008		ON HOLD	Analysis complete, On hold pending Four Mile Run Park planning process	
2.63	T&ES		Left-turn signal, Mt. Vernon & S. Glebe Rd				FY 2005 - 2008		COMPLETE		
2.64	T&ES		Study option to improve access to park				FY 2005 - 2008		COMPLETE	Analysis complete	

3.0			INTERSECTION IMPROVEMENTS								
3.1			Redesign intersection of Mt. Vernon & Russell Road								
3.11	T&ES, P&Z		Provide striped crosswalks				FY 2004		COMPLETE		
3.12	T&ES, P&Z		Eliminate free-flow right-turn onto Russell Road				FY 2005 - 2008		IN PROGRESS	Interim improvements made, pedestrian refuge area constructed	
3.13	T&ES, P&Z		Provide raised crosswalks								
3.14	T&ES, P&Z		Construct new "T" intersection								
3.2			Redesign intersection of Mt. Vernon and Four Mile Road								
3.21	T&ES, P&Z		Construct cut-back from Bruce Street into Park				FY 2005 - 2008		COMPLETE	Analysis complete	
3.22	T&ES, P&Z		Construct new "T" intersection								

4.0			PARKING								
4.1			Construct new parking, Datalist lot								
4.2	T&ES, P&Z		Relocate existing bus stops Mt. Vernon Ave				FY 2005 - 2008		COMPLETE		
4.3	T&ES, P&Z		Stripe new on-street spaces, Mt. Vernon Ave				FY 2005 - 2008		COMPLETE		
4.4	T&ES		Add 28 spaces Executive Ave				FY 2005 - 2008		COMPLETE		

Schedule subject to change due to community priorities, the number of capital projects and the competition among all City projects for limited public funds.

ARLANDRIA PLAN IMPLEMENTATION SCHEDULE

Updated: 3/13/09

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-Datatel Site Redevelopment Work				IN PROGRESS	- Report on Feasibility of Redevelopment of the Safeway Site was presented to City Council on February 21, 2009
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				Interim planting and improvements have been made.
6.1.2		Consider acquiring property to enlarge park	P&Z, RPCA			COMPLETE	City purchased four commercial properties
6.2		Misc. Future planning					
6.3		Tree planting with new improvements	T&ES, RPCA < P&Z	FY 2004		ONGOING	
6.4		Encourage Preservation of historic buildings	P&Z, OHA	FY 2004		ONGOING	
6.5		Adjust floodplain boundary (with FEMA)	T&ES, P&Z				

8