



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



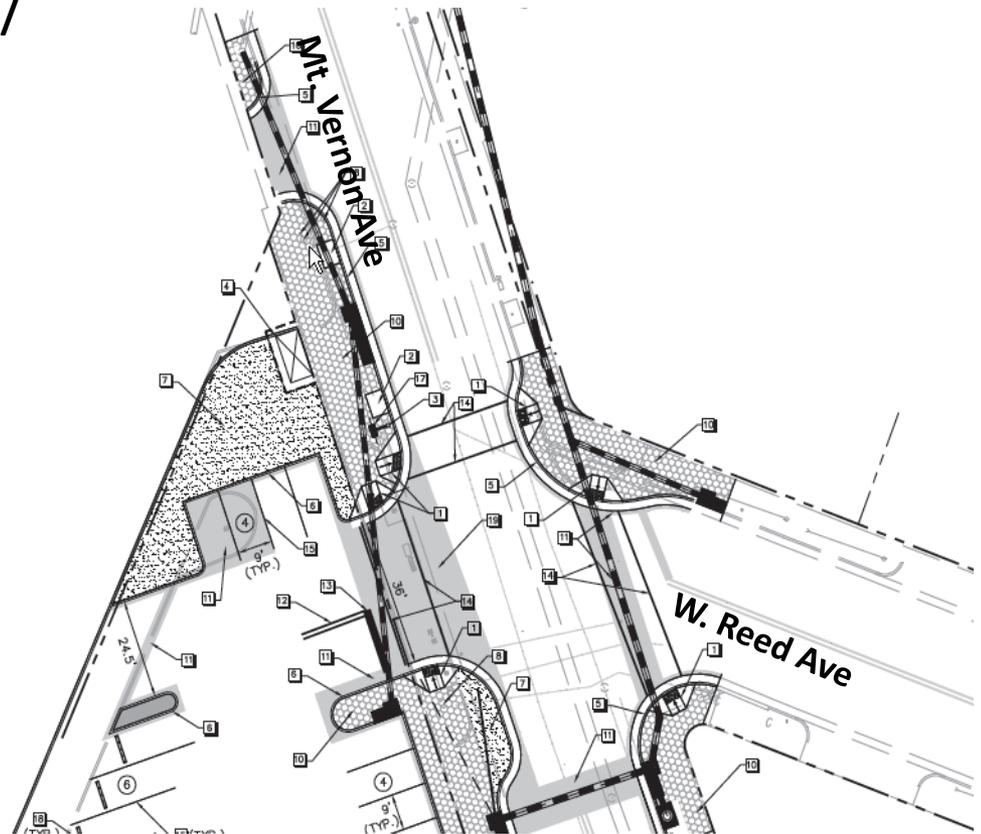
Recommendations

- 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

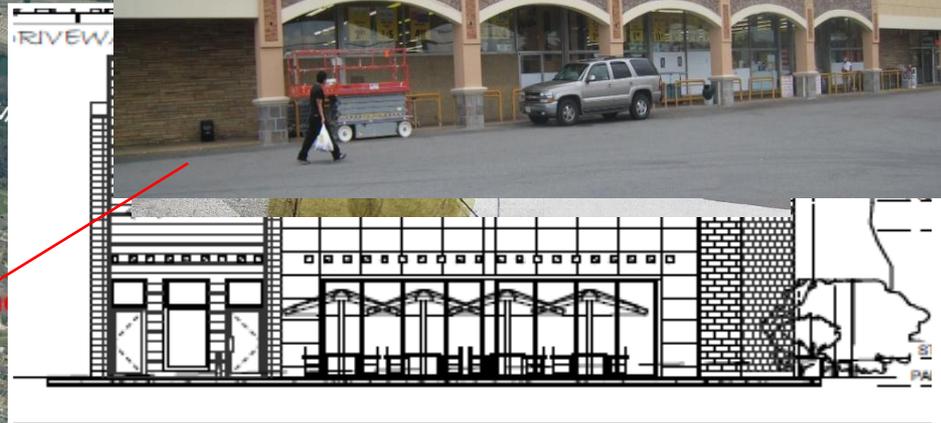
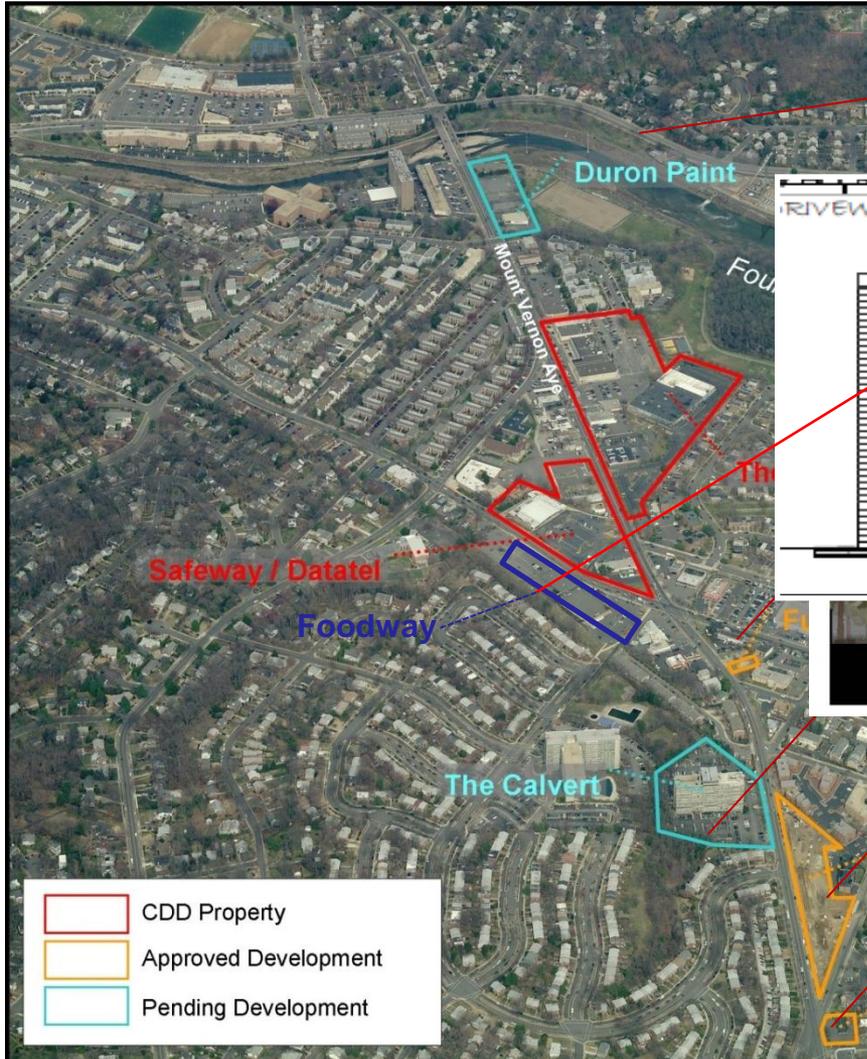


Recommendations

- 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



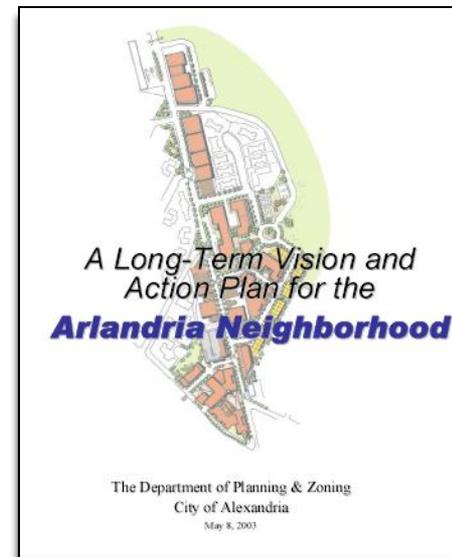
Recommendations

- 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

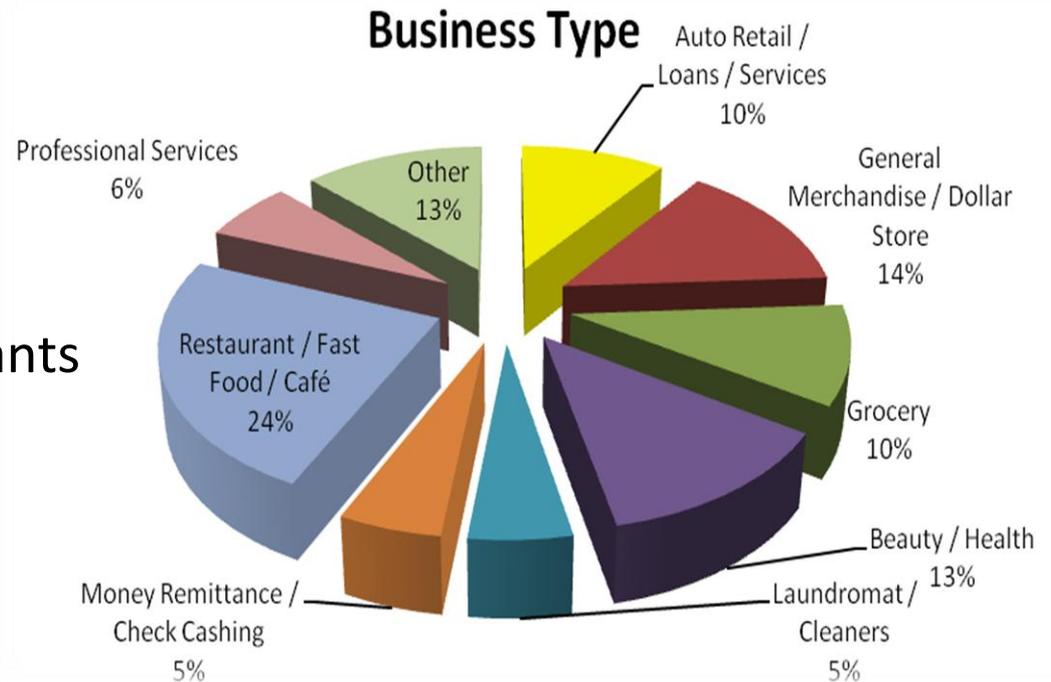
- Part-time bilingual staff
- Inventory of all businesses in Arlandria
- Survey of business owners and managers
- Report on survey results
- One-to-one business counseling
- Façade Improvement Program applicants



Recommendations: Retail and Business Enhancements

Overview of the Retail Market

- 89 retail storefronts
- 10 vacant
- Wish list:
 - Banks
 - Full-service restaurants
 - Fitness/gym

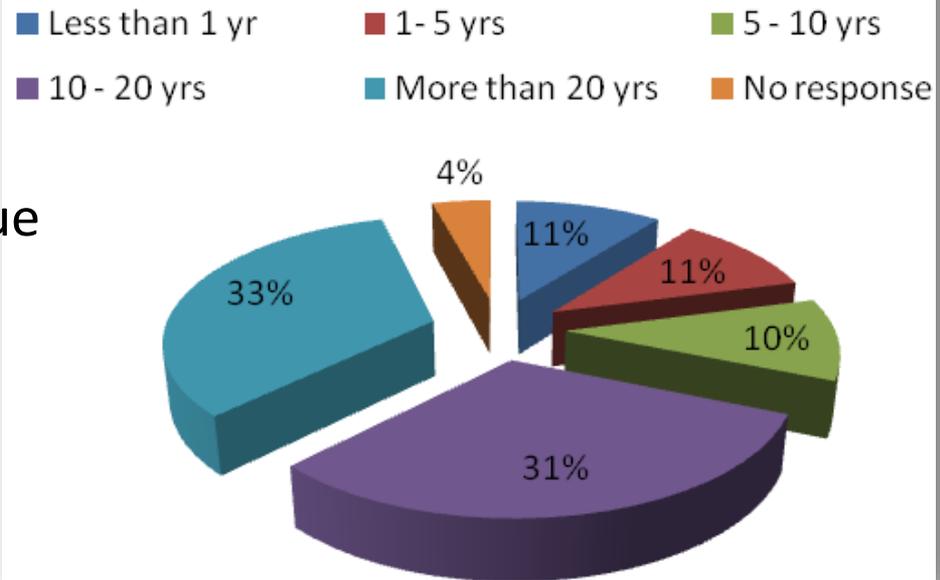


Recommendations: Retail and Business Enhancements

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

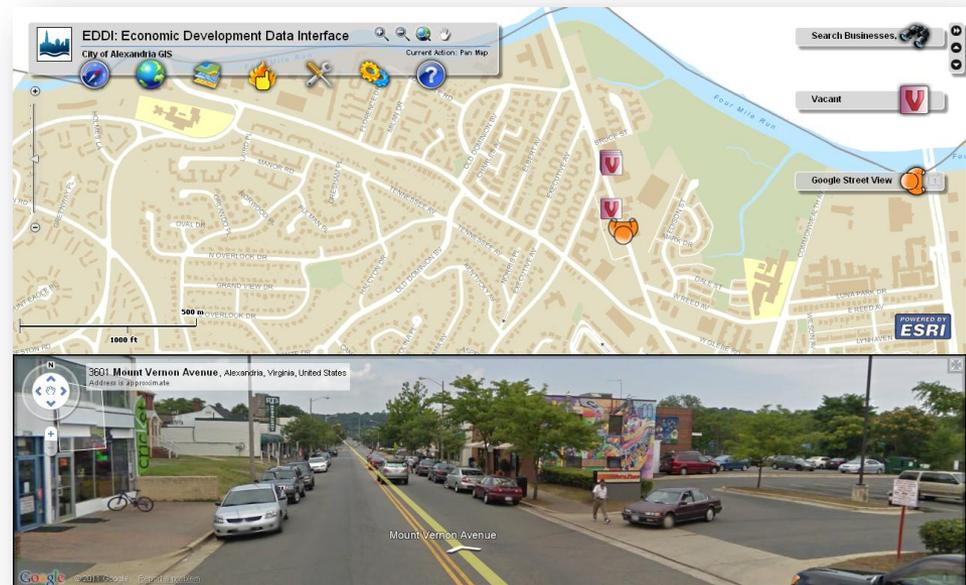
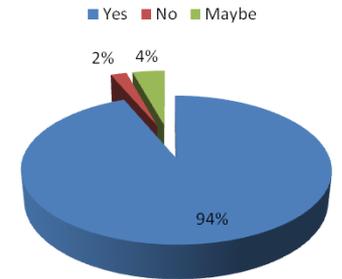


Recommendations: Retail and Business Enhancements

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

Business Association Participation



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

