

COLUMBIA PIKE

PROGRESS LUNCHEON

Thursday, April 21st, 2022 | 12:00 - 1:15 PM

Coming to you from The Black Heritage Museum of Arlington

2611 Columbia Pike

the black
heritage
museum
at arlington



Welcome!

Who, Why, What, When



John Snyder

Board Chair

Columbia Pike Partnership



Kim Klingler

Executive Director

Columbia Pike Partnership



Nina Chawla

Board Member & Secretary

Columbia Pike Partnership



The Columbia Pike Partnership is a coalition of businesses, residents, property owners, and the Arlington County Government dedicated to serving the 3.5-mile-long stretch of Columbia Pike from Arlington's border with Fairfax County in the west to Arlington National Cemetery and the Pentagon in the east.

Our Mission

To foster a vibrant, safe, connected, and diverse Columbia Pike community. We exist to be the convening body representing the interests of all those who live, work and visit Columbia Pike.

Our Vision

An authentic, exciting, and accessible Columbia Pike community where social, ethnic, and economic diversity is celebrated.

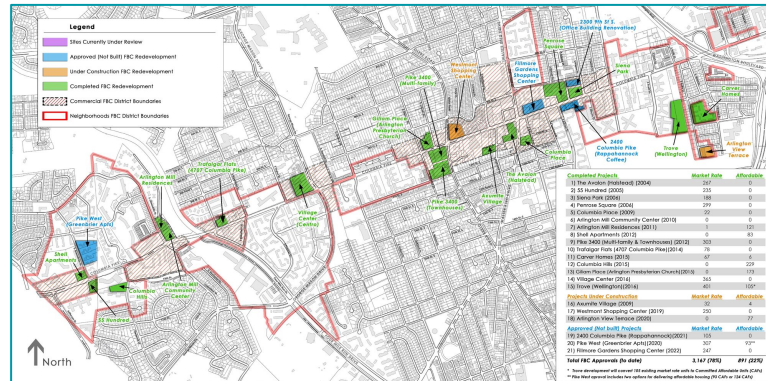
Our Values

At our core, we value inclusiveness, connectivity, heritage, and prosperity.

Setting the Stage



- The Columbia Pike Progress Luncheon Serves as a Celebration of our Economic Progress
- Provides us a Forum to Share Future Plans
- Gives us an Opportunity to Enhance Connections and Discuss Possibilities



Thank You!



Annual Sponsor



Thank You!



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Bronze Sponsors



Dorchester Towers & Apartments, on
Columbia Pike, by Lola C. Reinsch



The Elliot

Partnerships Matter!



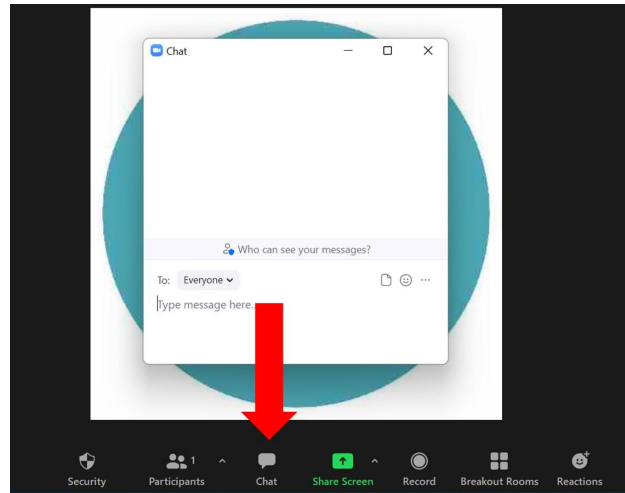


Today's Line-Up

- | | |
|--|-------------------------|
| 1) Welcome & Introductions | 12:00 - 12:10 pm |
| 2) Highlights & Insights (5 Minutes Each) | 12:10 - 12:25 pm |
| 1. Living Diversity & Recipes for Recovery - Sushmita Mazumder | |
| 2. Department of Community Planning, Housing and Development (CPHD) - Anthony Fusarelli | |
| 3. Arlington Economic Development / Biz Launch (AED) - Tara Palacios | |
| 3) Panelist Introductions | 12:25 - 12:40 pm |
| 4) Panel Discussion | 12:40 - 1:10 pm |
| 5) Summary & Wrap-Up | 1:10 - 1:15 pm |

Reminders

- 1) Please Stay on Mute
- 2) Please Use Chat Function for Comments & Questions
- 3) Presentations & Recordings Will be Made Available



Form Based Code (FBC) - Primer

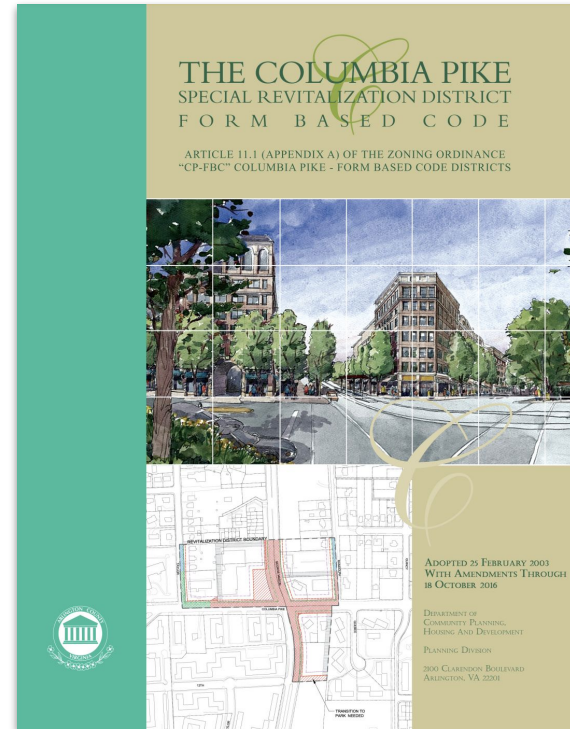


The FBC provided a blueprint for developers looking to build along the Columbia Pike corridor, allowing for new development to happen quickly. It outlined the general design, requirements for outdoor space, and streetscape improvements.

Since adoption of the FBC, 13 projects have been approved along the Pike with another four under review. More than 1,900 residential units, more than 210,000 square feet of commercial space, the 52,300 square-foot Arlington Mill Community Center, public plazas and supermarkets have been added to Columbia Pike.

The Columbia Pike Partnership in partnership with local stakeholders published the FBC Position Paper in 2020 and advocated for the several amendments to the FBC, one of which we will discuss today.

The goal was and continues to be, to create a vision that supports our values: inclusiveness, connectivity, heritage, and prosperity.



Transitions & Columbia Pike Recipes for You



Sushmita Mazumdar

Artist, Writer, Educator
Founder of Studio PAUSE, Arlington VA

Transitions, 2018 is a book by the Columbia Pike Documentary Project, a team of photographers and interviewers who have captured the evolving life of the people and places that make up this historic corridor in Arlington, Virginia, immediately adjacent to Washington, DC, the nation’s capital. Sushmita Mazumdar was invited to join the CPDP team in 2018 and worked on the Transitions project.

Columbia Pike Recipes for You 2016 was a collection of recipes and stories from independently-owned Columbia Pike ethnic food restaurants. It included a display board where the public can “see” the food diversity of The Pike through the 12 recipes with country flags. As a book artist, teaching people how to make simple yet creative recipe books with recipes they wanted, was an important element of it.

Recipes For You, 2016

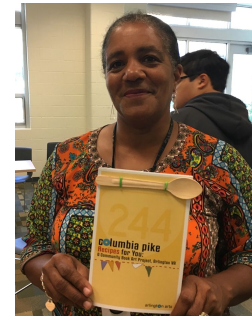


Top left: Recipe Book bookmaking workshop for students, Wakefield High School, We Are All Arlington event, 2016.



Community Engagement:

Over 400 books made at 7 events. Six in South Arlington, and one at Central Library, over 2 seasons!



Columbia Pike Farmers Market, 2016

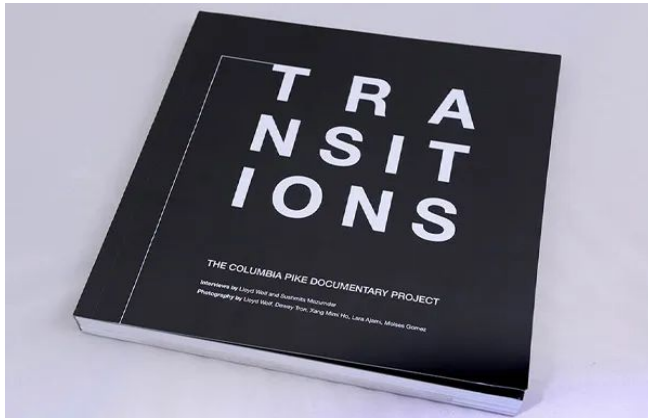


Columbia Pike Blues Fest, 2016

Transitions, 2018



- A Book by the Columbia Pike Documentary Project Team
- Capturing the Evolving Life of the People & Places on Columbia Pike
- Archived and has been a Major Exhibit at the Library of Virginia



Columbia Pike Photography, Art & Experiences with Sushmita Mazumdar

“Eating Around the World” Recipes for Recovery, 2022

Creating a Companion Piece that Showcases Restaurants from 2016, New Restaurants, the Success of the Buy a Nurse Lunch Program & Advertises the Pike as the “Ultimate International Foodie Destination”

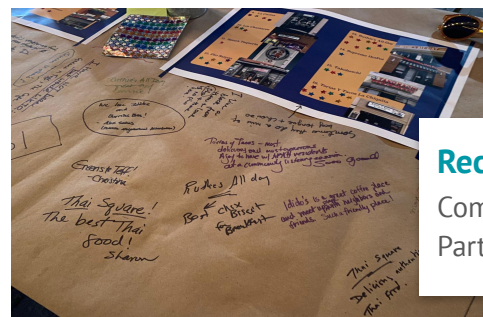
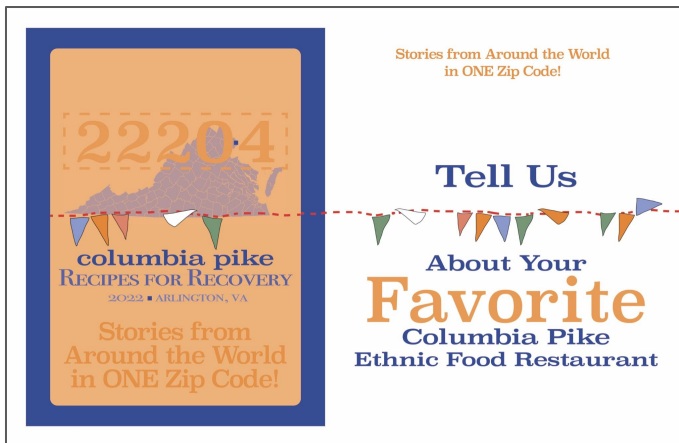


Hanna Elias of Green N Teff



John Chen of Supreme Hot Pot

Recipes for Recovery - Progress

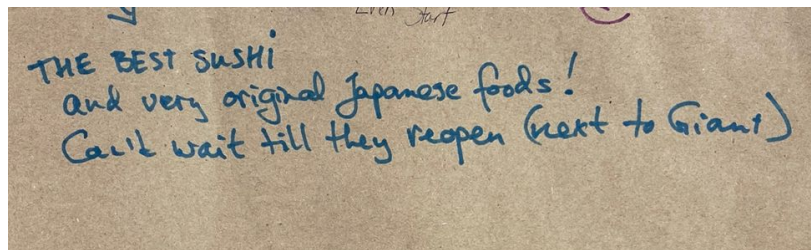
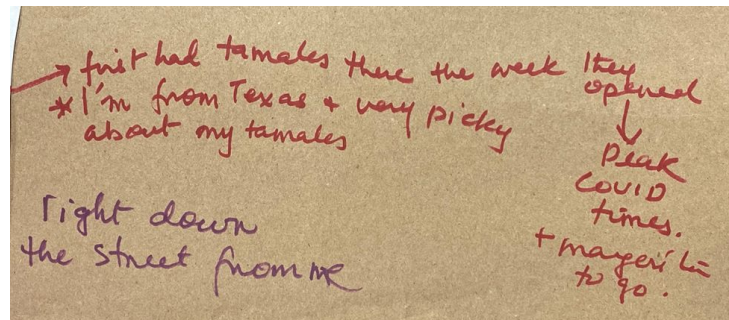


Recipes for Recovery - Oct & Nov 2021
Community Engagement at Columbia Pike Partnership Events and Farmers Market

Recipes for Recovery - Creating a Destination!



- Copies of books will be available to participating restaurants, restaurant guests, and the public
- Will include pictures, stories, and recipes
- Will include a fun interactive tracking mechanism
- To encourage residents and visitors to “Eat and Cook Around the World” - While Learning About the Culture, Stories, People



Department of Community Planning, Housing and Development (CPHD)



Anthony Fusarelli
Planning Director

The Department of Community Planning, Housing and Development (CPHD) is comprised of six divisions – Planning, Housing, Neighborhood Services, Zoning, Inspection Services, and Business Operations. The dedicated staff in these divisions work hard to envision, plan, maintain, and ensure the safety of Arlington’s built environment, while providing a world-class place to live, work, play and learn for our residents, customers and partners. CPHD staff have the experience, professionalism and expertise to work with our customers and partners to support projects and programs that meet the needs and priorities of the community.

Support for Columbia Pike Business Community

- 2019 Commercial Market Study
- 2021 Ground Floor Use Zoning Ordinance Amendment



2019 Commercial Market Study

- Prepared by AED with support from HR&A economic consultants
- Reaffirmed importance of existing retail nodes with their own unique identities (containing a mixture of new and legacy retail establishments)

NEW URBAN TYPOLOGY AUTO-FOCUSED LEGACY

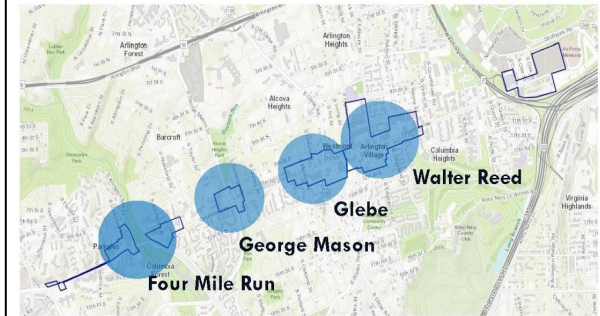


COLUMBIA PIKE COMMERCIAL MARKET STUDY

HR&A
Analyze. Advise. Act.

FINAL REPORT
OCTOBER, 2019

COLUMBIA PIKE RETAIL NODES



Existing Retail Subareas, as defined by AED

2019 Commercial Market Study – A “Strategy Toolkit”

Commercial Market Study Recommendations



FOCUS ON NODES

Concentrate retail at key main street, intersection, and neighborhood nodes to draw customers and establish centers of activity along Columbia Pike. Each node should be defined as a distinct place with unique character relative to other locations on the Pike.



RIGHT-SIZE RETAIL

Ensure that future development provides an appropriate amount of retail space aligned with what can be supported by the consumer base. This may involve concentrating ground floor retail in identified areas or allowing alternative uses to fill retail space in some locations.



ENCOURAGE ALTERNATIVE USES

Promote the development of uses such as public facilities or office space to bring more people to the Corridor and increase the daytime population. Based on market conditions, attracting private uses may require incentives such as a density bonus.



CREATE AN ENVIRONMENT CONDUCIVE FOR RETAIL

Build on ongoing transportation, infrastructure, placemaking, and ground floor activation efforts to create an environment supportive of walkable retail, including enhancement of programming, wayfinding, and alternative transportation options.



DEVELOP COORDINATED TENANTING AND ATTRACTION

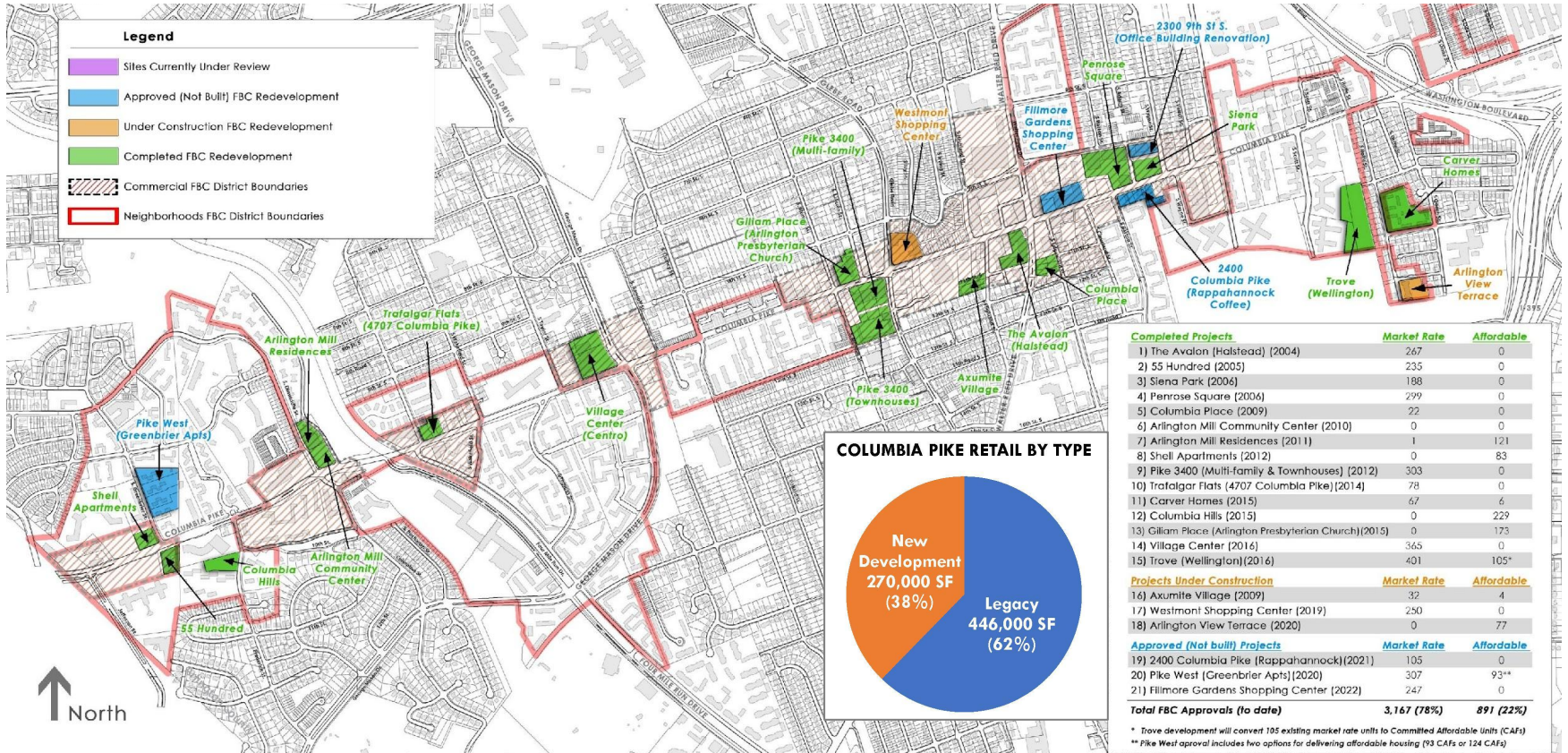
Build connections to the retail community of brokers and tenants and develop strategic initiatives for attracting desired uses. Strategies to achieve tenanting and attraction include holding retailer roundtables and targeting specific uses through outreach or incentives.

County Board Guidance (Work Session)

- Placemaking by Node
- Small Business Support, including Relocation
- FBC Ground Floor Uses

Columbia Pike Development Update

March 2022



2021 Ground Story Use Zoning Ordinance Amendment



- Informed by extensive community outreach
- Targeted multiple existing zoning districts (legacy sites) and both Form Based Codes (new projects)
- Updated Key Use Categories Include:
 - Office Uses
 - Museums, Art Galleries, Art Studios
 - Animal Boarding
 - Shared Commercial Kitchens
 - Artisan Beverage
 - Artisan Workshop
 - Agriculture

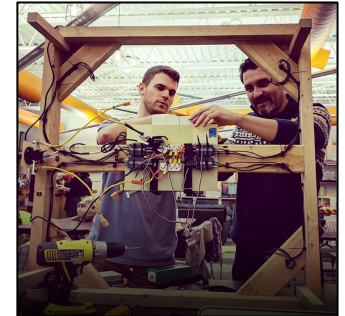


2021 Ground Story Use Zoning Ordinance Amendment



Related Next Steps:

- Omnibus action to revise condition language for past use permit projects
- Transition to administrative review for some uses which no longer require use permit reviews
- Continue to work with business community to ensure broad understanding of existing regulations and where expanded retail uses are permitted



Arlington Economic Development (AED) & BizLaunch



Tara Palacios
Director of BizLaunch

Arlington Economic Development (AED) is dedicated to the preservation and enhancement of an economically competitive and sustainable community, and the creation of exciting, diverse and amenity-rich places.

BizLaunch is Arlington's small business and entrepreneurial assistance network, and your one-stop-shop for everything you'll need to know about starting or growing a business in Arlington.

Recommendation:



Enhanced Small Business Support, which may include:

- Additional and/or targeted small business support services
- Consider increased support services for businesses affected by redevelopment
- Enhance AED and Columbia Pike Partnership's capacity for outreach, intel gathering and collaboration with existing services and service providers



Small Business

About BizLaunch



ReLaunch & Relocation on the Pike

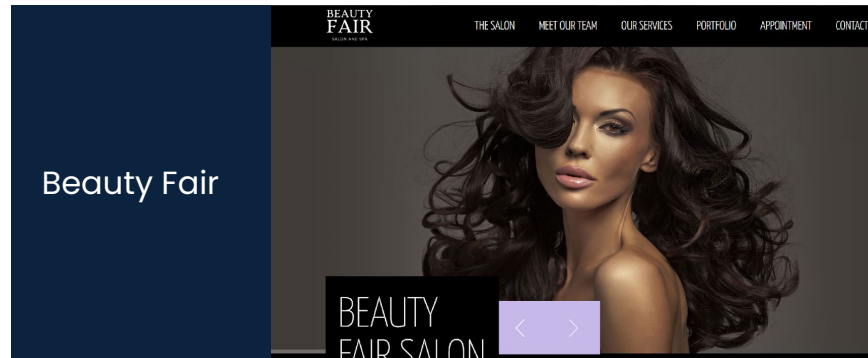
Rincome
Thai



Los
Chamacos



Beauty Fair





Possibilities on the Pike

What else are we hearing and seeing?



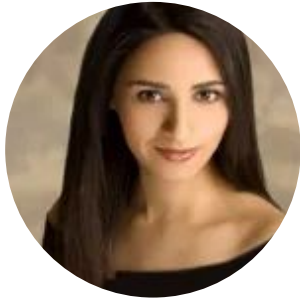
Discussion Topics for Our Panelists

Tell Us About Your Business - Who do you serve? Who benefits? Who else would you like to serve?
What does success look like?

Tell Us About Your Successes and Your Challenges - Business, Policy, Other

Tell Us About Your Interest in the Zoning Changes that are being Piloted on The Pike - Strengths and/or Other Considerations to successfully bring or expand your business on the Pike

Columbia Pike Partnership Board of Directors & Sonina Properties



Nina Chawla
Secretary of the Board

Sonina Properties, provide services in the areas of property management, real estate development, real estate investment and acquisition. Their portfolio includes properties in the Chicago, the DMV area, and Barcroft Mall on the West End of the Columbia Pike.

Nina is the Managing Director at Sonina Properties has a MS from Columbia, MA from Harvard, a BS from Georgetown, and did one of her thesis on the Columbia Pike Community and the Form Based Code. Nina has always been interested in the initial and the evolving vision for Columbia Pike. A vision that supports our values: inclusiveness, connectivity, heritage, and prosperity.

Today's Panelists



Mike Katrivanos
New District Brewing



Lauren Adams Harris
Little Ambassadors



Allen Brooks
Building Momentum



Jim Hanneschlager
Dogtopia

New District Brewing Co.



Mike Katrivanos

Owner of New District Brewing Co.

Utilizing his skills as an electrical engineer, Mike took his love of beer to the next level by building a brewing system in his backyard. Mike partnered up with his friend and brewmaster Dan Murray in 2011 and together with the help of friends started brewing beer almost every Saturday at Mike's house. In 2013, the group started actively pursuing the prospect of a full-fledged brewery.

By mid-2014 a site had been secured and construction began. Today, New District Brewing Co. is the first distribution brewery in Arlington County since 1916.

Little Ambassadors' Academy



Lauren Adams Harris

Owner and Director of Little Ambassadors' Academy (LAA)

Lauren is the Owner and Director of Little Ambassadors' Academy (LAA). Lauren is a native Northern Virginian and grew up primarily in Fairfax, VA. Lauren holds a Master's in Education, a Bachelor's degree in Finance, and an associate's degree in early childhood education. Prior to opening Little Ambassadors' Academy, she worked for an investment management firm in Arlington, VA.

During her time away from early childhood education, she says "I realized it was time to go back to my passion". With a vision and a dream, Lauren opened Little Ambassadors' Academy in November 2011.

Building Momentum



Allen Brooks

Chief Creative Officer at Building Momentum

Allen currently serves as the Chief Creative Officer of Building Momentum, developing the company's creative vision and strategic partnerships. He leads teams which specialize in marketing, programming, immersive experiences, and community engagement. Another way to put it, he's the Chief Friend Officer.

Prior to joining Building Momentum, Mr. Brooks worked at the Kennedy Center building their arts education online content through the Center's ARTSEGE program. Thousands of classrooms across the country have used the learning materials and content he created.

Dogtopia



Jim Hannenschlager
Owner of Dogtopia Falls Church



Jim is an experienced, local small business owner engaged in franchising across multiple industries. He has successfully started 6 businesses in Northern Virginia and 1 in Washington DC across the fitness and pet services industry. He is currently focused on an Area Development agreement to bring 5 - 10 new locations to Northern Virginia with Dogtopia - the largest and fastest growing brand in the dog daycare and boarding industry. Jim also owns a franchising consultancy called Franchise Pathfinders, which supports new entrepreneurs to find, acquire, and/or open their own small business.

Jim has lived in the DMV since 2005, most of that in Arlington, and knows the Pike well, currently living off it just outside the County line. Jim received his bachelor's degree in Advertising from the University of Texas at Austin and a masters in Sport & Recreation Studies from George Mason University.

Panel Discussion



Mike Katrivanos
New District Brewing



Lauren Adams Harris
Little Ambassadors



Allen Brooks
Building Momentum



Jim Hanneschlager
Dogtopia



Wrap-Up & Announcements



Save the Date!

May 7th, 2022 • 2-6 PM

Centro Arlington

950 S George Mason Dr, Arlington, VA



June 18th, 2022 | 1:00 PM - 8:30 PM

The logo features the words "MOVIE NIGHTS" in large, bold, 3D yellow letters. The letter "O" is replaced by a realistic image of the moon. Inside the moon, the words "COLUMBIA" and "PIKE" are written in a dark blue, serif font, stacked vertically. To the right of "NIGHTS", the year "2022" is written in a smaller, yellow, sans-serif font. The background is a dark blue space with white and blue stars, a film strip, and musical notes.

MOVIE NIGHTS
COLUMBIA
PIKE
2022

Friday and Saturday Nights in July & August

Order Your Free Partner Sticker Today!



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Dorchester Towers &
Apartments, on Columbia Pike,
by Lola C. Reinsch



The Elliot



**Thank You
For Joining Us Today!**



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www.columbia-pike.org