STATE OF THE PIKE

COLUMBIA

Thursday, February 9th, 2023 11:30 AM - 1:00 PM

Welcome!

Who, Why, What, When





Christian Dorsey Chair Arlington County Board

Adam R. Henderson Chair Pike Presidents' Group (PPG) Shannon Bailey Board Chair Columbia Pike Partnership



Coming to you from The Black Heritage Museum of Arlington

3045B Columbia Pike

R. MIL



© 2023 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.

Today's Line-Up

- 1) Welcome & Introductions
- 2) Highlights & Insights (5 Minutes Each)
 - 1. Arlington Economic Development / Biz Launch (AED) Ryan Touhill and Tara Palacios
 - 2. Arlington Arts (AED) Josh Stoltzfus and Deirdre Ehlen MacWilliams, Jim Byers
 - 3. Stay Arlington (AED) Emily Cassell
 - 4. Department of Community Planning, Housing and Development (CPHD) Anthony Fusarelli, Anne Venezia
 - 5. Department of Environmental Services Transportation (DES) Hui Wang, Mike Moon, Susan Finotti
 - 6. Department of Parks and Recreation (DPR) Cheryl Johnson, Erik Beach
- 3) Announcements & Instructions
 4) Break-Out Sessions
 5) Summary & Wrap-Up
 12:20 to 12:25 pm
 12:25 to 12:50 pm
 12:50 to 1:00 pm

5

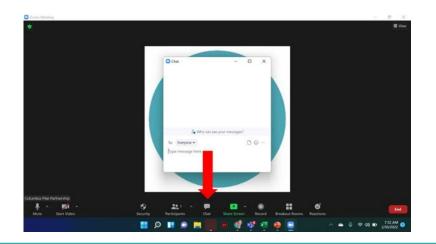


11:30 to 11:40 am

11:40 to 12:20 pm

Reminders

- 1) Please Stay on Mute
- 2) Please Use Chat Function for Comments & Questions
- 3) Questions Will be Addressed During Break-Out Sessions
- 4) **Presentations & Recordings Will be Made Available**





Partnerships Matter!









Arlington Economic Development

BizLaunch Arlington Arts StayArlington

Arlington Economic Development (AED)







Ryan Touhill Director of AED





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.

AED is committed to helping Arlington thrive as an economically vital, competitive and sustainable community by providing leadership and services to Arlington's business, real estate, tourism and cultural affairs sectors.

STATE OF THE PIKE

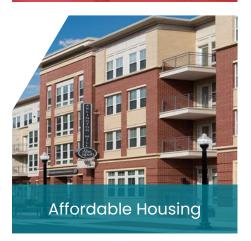
February 9, 2023



BUSINESS SUCCESS MEANS COMMUNITY SUCCESS

- A healthy business community is how we will generate economic prosperity for all Arlingtonians and maintain our exceptional quality of life.
- Sustained economic growth and positive community impact takes partnerships.
- Strive for inclusive economic development across all sectors of the economy and in every corner of the County.







Public Schools



WE FACE UNPRECEDENTED CHALLENGES...

Economic uncertainty threatens business growth and new investment

Rising costs and high interest rates continue to impact project delivery



Uncertainty about the return to the office will continue to impact vacancy rates and leasing activity



Regional talent shortage is disruptive to existing businesses and makes it harder to attract new companies



Sluggish return to business travel is impacting the hospitality sector's recovery



Small business recovery and return to profitability remains fragile



CREATIVE INITIATIVES ALREADY UNDERWAY

Business Development



Small Business Support



Talent Pilot Program



Tourism Recovery

Commercial Market Resiliency



Creative Placemaking



ECONOMIC DEVELOPMENT IS EVERYONE'S BUSINESS

Leveraging our partners will be critical to advancing our economic development goals

- County Board
- County Government
- Business Improvement Districts and Strategic Partnerships
- Regional Partners
- Business Community Organizations and Associations
- Real Estate Community
- Investor Community
- Education Community



Commercial Market Resiliency

COMMERCIAL MARKET RESILIENCY

A strategy to modernize Arlington's regulations, practices, and processes to ensure a nimble response to economic shifts in the commercial sector



And coming soon:

- Flex/R&D
- Food Delivery
- Indoor Rec
- Shared/Ghost Kitchens
- Audio-Visual Production/Broadcasting

BizLaunch

Small Business Support

Bizlaunch AED





Tara Palacios Director of BizLaunch

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.

Starting your own small business can be overwhelming, but don't worry, BizLaunch is here to help you navigate the process. Our team has a combined 45 years of experience helping entrepreneurs like you launch and grow a local business. BizLaunch offers free educational workshops and webinars, marketing support and practical business resources.

BizLaunch

Curated resources for small businesses located in Arlington, Virginia

- Education
- Counseling
- Marketing Toolkit
- Business Directory
- Networking



RES BRIDE

ReLaunch

Program Updates 2023

- 325 Applications
- Largest application pool = Columbia Pike, 22204
- Primary Needs = Continues to be Marketing and Branding, followed closely by Financial Management and seeking capital resources
- Industries = Food Services, Retail and Professional Services



Open Rewards

- Launched on Small Business Saturday
- Earn Cash Rewards for Shopping Locally
- AWS Partner, BluDot
- Current Campaign
- 6,490 Total Transactions
- 80% of Consumers stated the program incentivized them to shop local
- Total Economic Impact: \$44,768
- Spend: <\$1,900</p>



County-wide Rewards Program

Earn 5% Rewards

for this purchase and spend it locally **in Arlington**



Sponsored by Arlington Economic Development

rewards

www.openrewards.com

App Store



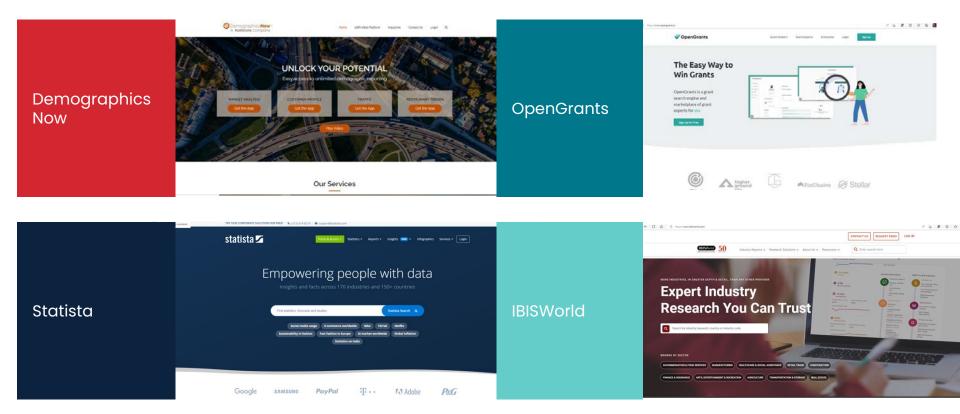
Market Research Databases

DemographicsNow, IBISWorld, Statista, and OpenGrant

https://www.arlingtoneconomicdevelopment.com/Small-Business/Market-Research



Free Market Resource Tools



CULTURAL AFFAIRS

Arts Partners on the Pike

Arlington Cultural Affairs AED





Josh Stoltzfus Deputy Director of Cultural Affairs



Deirdre E. MacWilliams Public Art Project Manager

Arlington Cultural Affairs, a division of Arlington Economic Development, delivers public activities and programs as Arlington Arts. Our mission is to create, support, and promote the arts, connecting artists and community to reflect the diversity of Arlington. We do this by: providing material support to artists and arts organizations in the form of grants, facilities and theater technology; integrating award-winning public art into our built environment; and presenting high quality performing, literary, visual and new media programs across the County.

arlington arts

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Arlington Art Truck

Delivering interactive experiences directly to the community, activations at farmer's markets, festivals and pop-ups will continue long the Pike in 2023.



Columbia Pike Blues Festival

Providing programming, marketing and financial support, Arlington Arts has been a proud co-presenter of this popular annual event for well over a decade. We are pleased to continue to provide this support for the 2023 Columbia Pike Blues Festival.



ARLINGTON ECONOMIC DEVELOPMENT

PLACE GRANT

PROMOTING LOCAL ARTS AND COMMUNITY EQUITY

THE P.L.A.C.E. GRANT WILL SUPPORT COMMUNITY-INITIATED PROJECTS RELATED TO ARLINGTON'S HISTORY, BUILT ENVIRONMENT, AND/OR CULTURAL HERITAGE.

THIS GRANT IS AT THE INTERSECTION OF ARTS, CULTURE AND HERITAGE. THE GOAL IS TO PROVIDE ARTS OPPORTUNITIES TO COMMUNITIES THAT HAVE HAD LESS ACCESS TO ARTS PROGRAMMING, EDUCATION, ETC.

ARLINGTON'S HISTORIC COMMUNITIES ARE A CRITICAL PRIORITY FOR THIS FUNDING.

Arlington Commission for the Arts

arlington arts

ARLINGTON ECONOMIC DEVELOPMENT

Columbia Pike Transit Shelter by Spencer Finch

Location: 23 transit shelters along Columbia Pike Delivery: In coordination with DES's delivery of the transit shelters





The Pike by Donald Lipski

Location: South Jefferson and Columbia Pike Sculpture Delivery: Spring 2022 Foundation Delivery: Completed







STAYARLINGTON

ARLINGTON CONVENTION AND VISITORS SERVICE

Arlington Convention and Visitors Service (ACVS) AED





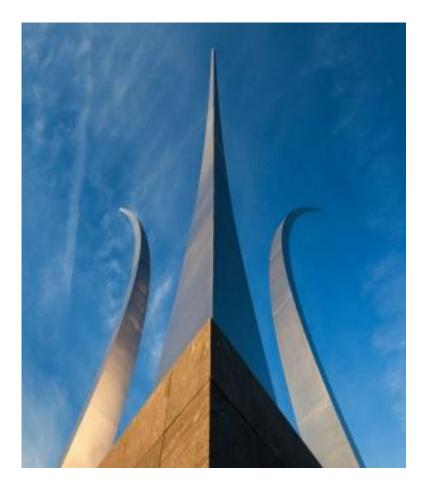
Emily Cassell ACVS Director

Arlington Convention and Visitors Service (ACVS) promotes Arlington as the best place to stay, shop, dine and play when visiting the Washington, D.C. region. Focusing on destination marketing, meeting and convention promotion, visitor services, retail promotion, and tourism infrastructure, ACVS applies innovation and creativity in attracting, informing and serving Arlington visitors and hospitality partners while supporting an exceptional visitor experience. ACVS is a division within the economic development department of the Arlington County.

STAYARLINGTON

- Arlington Convention and Visitors Service, the County's official Destination Marketing Organization (DMO)
- Focus: More visitors, staying longer and spending more in Arlington!
- Destination sales, marketing and visitor services
 - Vacationers
 - Business travelers
 - Meeting and group planners
 - Travel trade
 - Media





SHOWCASING THE PIKE

- Neighborhood destination experiences, including:
 - Attractions
 - Air Force Memorial
 - Arlington National Cemetery, Freedman's Village and Freedman's Village Bridge
 - The Black Heritage Museum of Arlington
 - National 9/11 Pentagon Memorial
 - History and cultural diversity
 - Arts
 - Accommodations
 - International dining
 - Shopping

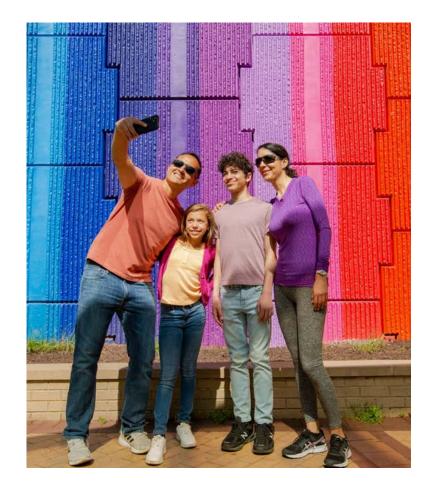




Eat. Drink. Lovc. along Columbia Pike

FREE PARTNER RESOURCES

- StayArlington.com
 - Business mentions throughout site
 - Partner listings
 - Event listings
 - Deals and packages
- Vacations, meetings & hospitality e-newsletters
- 360-degree videos
- Social media engagement @StayArlington
- Promotion through Arlington Visitors Guides, Meeting Planners Guides & Maps
- Meeting, group and dining leads
- Liaison to Virginia Tourism Corporation
- Contact: Emily Cassell, Director
 ecassell@arlingtonva.us



Coming Soon!

- Tourism brand refresh
- New StayArlington website
- Integrated media and public relations campaigns
- Neighborhood photography & video shoots
- African American heritage map featuring local sights and businesses

THANKYOU



Department of Community Planning, Housing and Development

Department of Community Planning, Housing and Development (CPHD)





Anthony Fusarelli Director

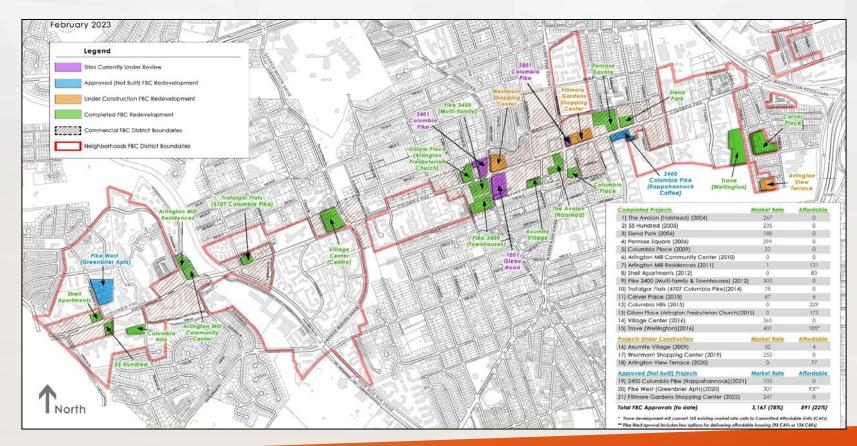


Anne Venezia Housing Director

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.

Planning – Development Updates





Commercial FBC Application – 3401 Columbia Pike



- 250 residential units
- 5,000 sf of ground floor retail
- Underground parking
- County Board on February 18





Career Center Campus – APS' Future Plans





Visit the ACC site for additional information

Planning Staffing Updates

- Please join us in welcoming Olivia
 Sontag as the new Columbia Pike
 Coordinator helping manage projects along this corridor.
- Her experience with leading the review of the Pike West Form Based Code project and collaborating with APS on the Career Center updates will prove very valuable in this role.





OLIVIA SONTAG Principal Planner

Columbia Pike Coordinator osontag@arlingtonva.us

Housing



Barcroft Apartments Update

Unprecedented Public/Private initiative

- New owner: Jair Lynch
- \$150 Million County Loan
- \$160 Million Amazon Loan

Guarantees continued affordability for 99 years for 1,334 rental homes

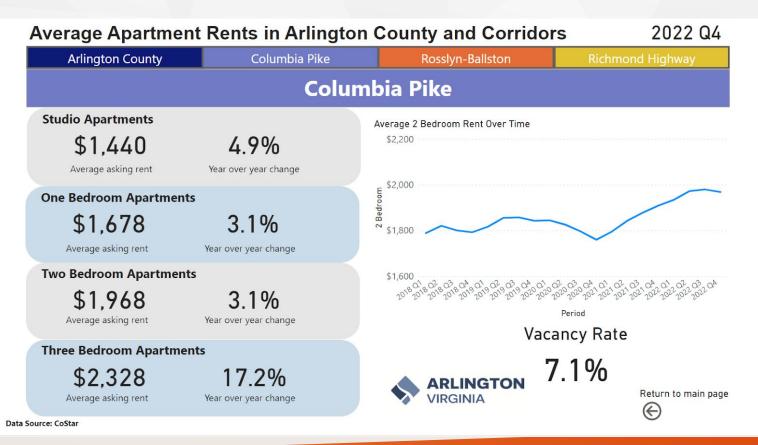
Master Financing and Development Plan

- Jair Lynch Submitted Oct. 29, 2022
- County staff is in process of review/analysis
- County initiated community engagement to begin later this year
- Check County <u>webpage</u> for updates



Current Rental Market Conditions



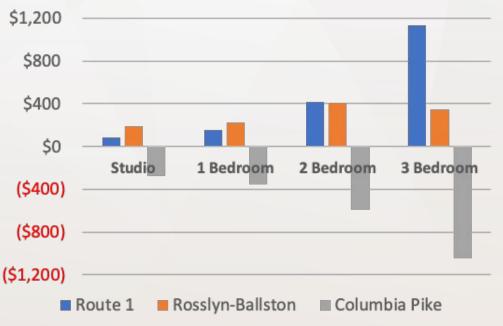


Data Source: CoStar

Current Rental Market Conditions

- Greatest variance from County average rents are for threebedroom units on the Pike.
- Average three-bedroom rent in the CP corridor is \$2,328
- 60% AMI rent is \$2,220
- Three-bedroom units comprise only 6% of the County's apartments

Variance from the County-wide average asking rents by planning corridor





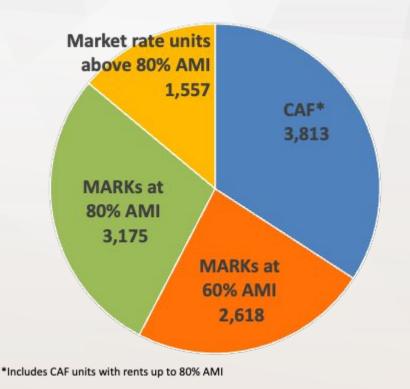
Columbia Pike Apartments by Affordability

Total of 11,163 apartments

1/3 of apartments are now Committed Affordable

Number of CAFS and MARKs at 60% AMI

Shift toward market rate units above 80% AMI



Data Source: CoStar and Arlington County





Affordable Homeownership

Axumite Village: 4 new townhouse style affordable dwelling units

Affordable to buyers with incomes up to 80% AMI

County-wide homeownership study underway



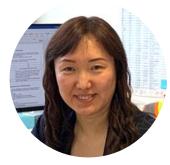


Department of Environmental Services

Department of Environmental Services (DES)



Mike Moon Chief Operating Officer



Hui Wang Deputy Director of Transportation and Development



Susan Finotti Project Manager

Department of Environmental Services (DES) Mission: To make Arlington County a vibrant, accessible and sustainable community through strategic transportation, environmental and capital investment projects, while providing excellent customer service, operations and maintenance in a safe and healthy environment for all.

ARLINGTON VIRGINIA

Transportation and Facilities on Columbia Pike

Department of Environmental Services

Mike Moon, Chief Operating Officer Hui Wang, Deputy Director of Transportation and Development Susan Finotti, Project Manager

January 19, 2023



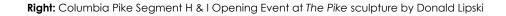


Agenda

- Transportation Updates
 - Columbia Pike Multimodal Project
 - Transit Stations Project
 - Transit Strategic Plan
- Facilities Updates
 - 3108 Columbia Pike
 - West Pike Fire Station

Columbia Pike Multimodal Project

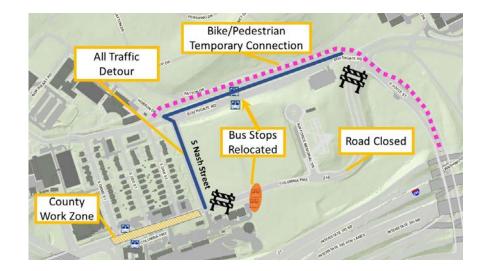
- Segment H & I (County line to South Four Mile Run Drive
 - Celebrating opening of improvements and art in November 2022
- Segment F (S Wakefield to S Oakland)
 - Expected completion in 2025
- Segment A (S Orme St to S Joyce St)
 - Federal project completing in 2025
 - County work from spring 2023 to late 2024
- Segment C/D (S Garfield St to S Quinn St)
 - Going out to bid spring 2023
 - Washington Gas to move utilities in advance of work





FHWA Project (S Oak St to S Joyce St)

- Expected Completion: Summer 2025
- Traffic impacts:
 - Part of Columbia Pike closed
 - Rerouting all traffic to S Nash St (new) and Southgate Rd
 - Bus stop relocated
 - Temporary pedestrian and bike access during construction



Transit Stations Project Update

- First five stations open
 - December 2022 S Greenbrier St (both directions)
 - January 2023 S Dinwiddie St WB, S Four Mile Run Dr WB, S Buchanan St EB
- Upcoming stations:
 - S Glebe Rd, S Oakland St, S Columbus St
- Next steps:
 - Dominion Electric to add transit stations to the power grid
 - Working with WMATA for real-time arrival information



Transit Station at S Greenbrier St with artwork by Spencer Finch

Columbia Pike Forward

- Bilingual pop-ups and lawn signs in project areas
- Door-to-door business outreach
- ColumbiaPikeForward.com
 - Sign up for County newsletter updates
 - See traffic impacts and maps
 - Learn about project progress



Transit Strategic Plan

- Reviewing ART service as part of TSP process
- Will influence decisions about service adjustments
 - Including service on Columbia Pike
- Opportunity for additional public comment coming in spring of 2023



3108 Columbia Pike – SunTrust Site

- Acquired date: March 2022
- Scope:
 - Approx. Fall 2023: Demolish existing 3-story building, expand parking from 63 to ~100 spaces
 - Columbia Pike Library mixed-use construction proposed in 2028
- Zoning/Planning Requirements
 - GLUP Amendment from Service Commercial to Public
 - Rezoning from C-2 and R-5 to S-3A
 - S3A allows for mixed-use Library development & commercial parking
 - Use Permit for Commercial Parking
 - Interim public parking after demo



Columbia Pike West End Fire Station

- Option to buy corner of Serrano property
 - ~.9 acres
- Must be exercised by May 2025
- Feasibility studies (2021-2022) showed fit test for four-bay drive-through station
- Forecasting design/construction in FY 2024-2025





Department of Parks and Recreation

Department of Parks and Recreation (DPR)





Cheryl Johnson Community Recreation Division Chief



Erik Beach

Park Development Division Chief

The Department of Parks and Recreation (DPR) promotes wellness and vitality through dynamic programs and attractive public spaces. Our facilities range from parks, sports fields, nature and community centers to spraygrounds, playgrounds and a skate park. We are stewards to the County's natural resources and provide affordable recreational programs and services for people of all ages, abilities and interests.

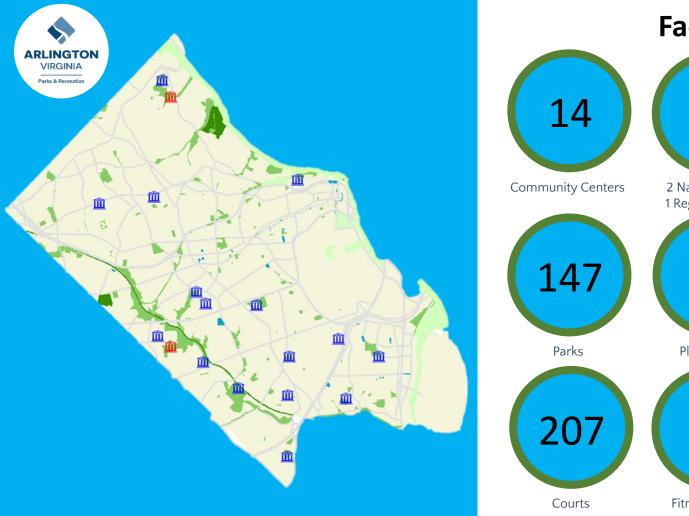


Parks and Recreation on the Pike

Creating Community for Everyone, Everywhere, Every Day

Arlington County Department of Parks and Recreation

Cheryl Johnson, Community Recreation Division Chief February 9, 2023



Facilities





Columbia Pike Projects:

Recently Completed

Towers Park

- Parks Maintenance Capital
 Project
- Completed 4th Quarter 2022
- Replaced play equipment
- Equipment moved outside the Resource Protection Area
- Reforestation





Alcova Heights Park

- Parks Maintenance Capital Project
- Completion 3rd Quarter 2023
- Replace large picnic shelter
- Improved fire pit
- Replace sand volleyball
- Renovate restrooms
- Renovate basketball court and lights
- Improved circulations and stairs
- Reforestation

Columbia Pike Projects:

In Progress





Bailey's Branch Park

- Arlington Neighborhoods Program and Parks Maintenance Capital Project
- Design Start 2023
- Update play equipment
- Accessibility improvements
- Update site furnishings and signage
- Invasive plant removal
- Add native trees and pollinator plan

Penrose Square

- Included in Adopted 2023-2032 Capital Improvement Plan
- Design FY26
- Construction FY28
- Expansion of Penrose Square to adjacent lot per adopted Penrose Square Master Plan

Columbia Pike Projects:

Upcoming





Alcohol in Parks **Policy Update**

- County Code prohibits the sale and possession of alcohol in public parks with the exceptions of areas of specific parks during permitted special events.
- The PSMP recommended revising the County Code to allow for the sale of alcoholic beverages in additional parks, to help address public demand, activate public spaces, and create economic benefit.
- DPR conducted public engagement on the proposed amendment in Fall 2022, and most comments were supportive of the change.
- The County Board adopted the amendment to the County Code in January, adding Penrose Square and Long Bridge Park to the list of parks where alcoholic beverages may be sold by permit during special events, effective for the 2023 event season.



Pike Locations

Arlington Mill

- Eliminated COVID Testing
- Organized Sports

Carver

- Indoor Programs
- Organized Sports / Fields

Walter Reed

- Eliminated COVID Testing
- Organized Sports



Pickleball

Walter Reed Public Engagement

- Survey: <u>Walter Reed Pickleball</u> <u>Project - Engagement #1 -</u> <u>PublicInput.com</u>
- Community Meeting

Other Locations

- Arlington Mill
- Lubber Run
- Gunston
- Thomas Jefferson
- Carver

Opportunities

Classes



PARKS & RECREATION



Help Shape the Future of Pickleball at Walter Reed

The Walter Reed Pickleball project team is seeking community input from January 31 through February 28, 2023.



Everyone, Everywhere, Every Day

Programs

Virtual

- Classes
- Special Events

Outdoor

- Nature Programs
- Rec on Wheels

Take Homes

- Families Unplugged At Home
- Earth Day Project Kits













Youth, Teens & Family Programs on The Pike

Programs

- Enjoy Arlington Classes
- Break Blast Camp
- Families Unplugged
- Teen Afterschool (AMCC)

Summer

- Registration
- Summer Camp



55+ Programs on the Pike

Arlington Mill Senior Center

- Classes, Programs & Activities
- Social 60+ Café
- Intergenerational Programs
- Community Partners

Walter Reed Senior Center

- Classes, Programs, & Activities
- Drop-Ins
- Social 60+ Café











Highlights

Spotlight

- Internet Access for Seniors
- Family Nights at Carver

Future Opportunities

• Pumpkin Walk







Arlington County Department of Parks and Recreation



Announcements & Instructions

PROGRESS LUNCHEON

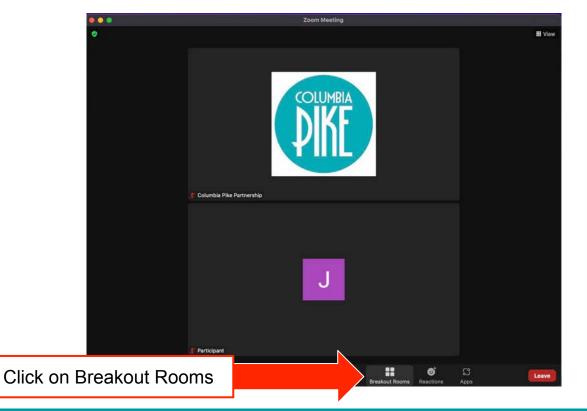
COLUMBIA

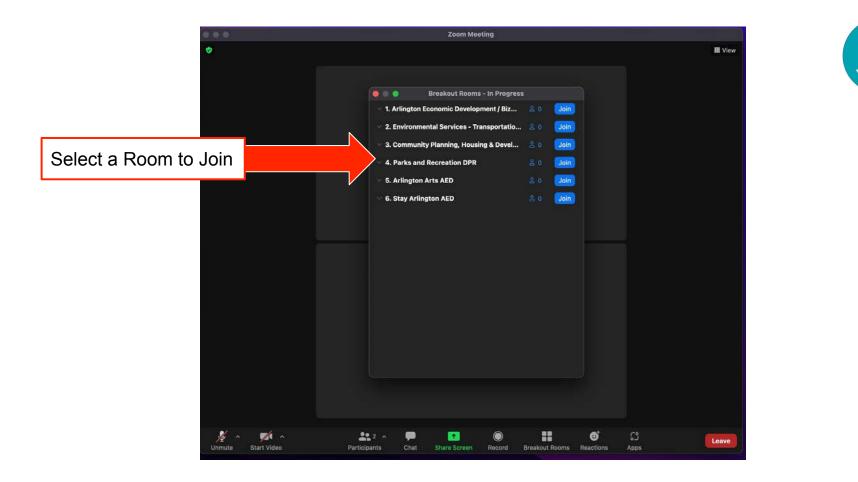
Sheraton Pentagon City Hotel • April 20th, 2023 • 11:30 AM – 1:00 PM

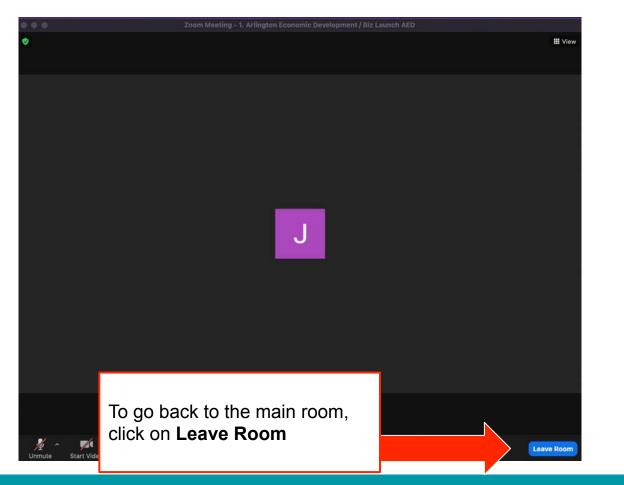
Annual Fundraiser

Instructions to Join a Breakout Room

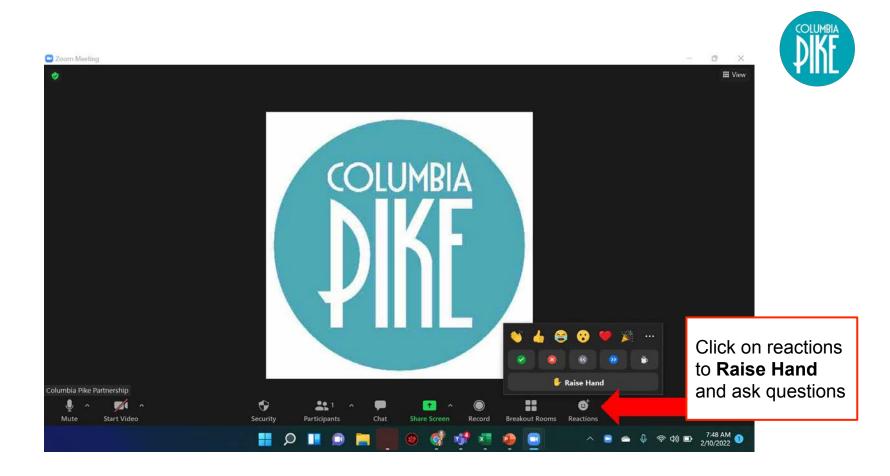


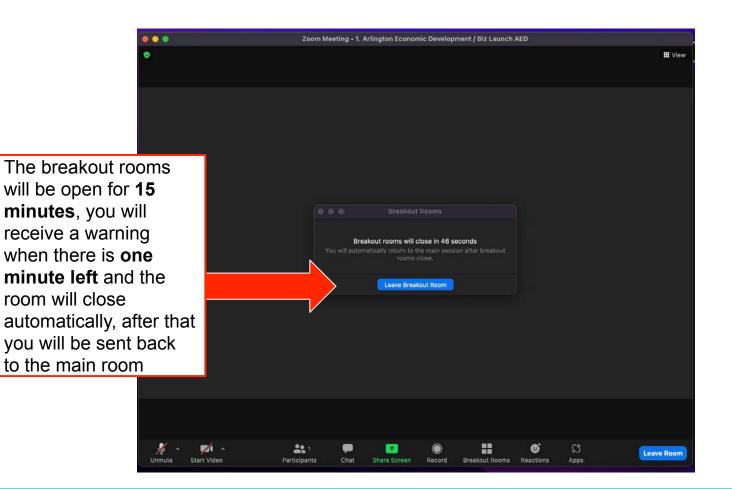
















Break-Out Sessions



Summary & Wrap Up

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Thank You For Coming



3045B Columbia Pike, Arlington, VA 22204 703-892-2776 | partner@columbiapike.org

www.columbia-pike.org