
PROGRAM: Commercial Revitalization Program

DEPARTMENT: Multi-Departmental

PROGRAM DESCRIPTION: The purpose of this new program is to provide for commercial revitalization within major commercial areas throughout the County such as the Rosslyn-Ballston corridor and the Columbia Pike corridor as well as smaller commercial areas within neighborhoods. Projects within this program will incorporate streetscape improvements, utility-undergrounding projects, commercial streetlights and those projects formerly found within the Apartment Conservation and Business Conservation programs.

The goals of this program include: (1) Strategically target County investment in specific locations to maximize return and leverage private investment; (2) Identify high profile impact projects which can contribute to the enhancement of the County's image; and (3) Utilize County participation in various revitalization tools to expand the economic base through private investment.

Allocation of projects shall be determined based on timing and opportunity. Therefore, the following list is representative but not inclusive of all potential Commercial Revitalization projects:

First Priority Areas = \$3.75 million

First Priority Areas represent larger commercial areas for which a revitalization plan has been adopted or a plan is nearing completion. These funds could be used to secure property for parking, strategic land acquisition, infrastructure improvements, streetscape, undergrounding, and other improvements to assist in the attraction of private investment to the area. Target areas include:

1. Development of a parking strategy for Columbia Pike (\$2 million)
2. Implementation of the Nauck Revitalization Plan (\$1 million)
3. Implementation of the Virginia Square Sector Plan (\$750,000)

Second Priority Areas = \$750,000

Second Priority Areas represent commercial areas within neighborhoods. These funds could be used for streetscape, undergrounding, pedestrian enhancements, and other improvements to assist in the attraction of private investment to the area. Target areas include:

1. Implementation of adopted plans in Buckingham, Bluemont, Cherrydale, and Wilson Boulevard
2. Development of plans in areas such as Garden City, South 23rd Street, and East Falls Church

High Profile / Gateway Projects = \$500,000

High Profile / Gateway Projects are designed to take advantage of opportunities to enhance the overall image of Arlington County. These projects are intended to help distinguish Arlington as an attractive, world-class community. Target areas include:

1. Implementation of the Rosslyn Sector Plan, particularly areas around Iwo Jima.
2. Future implementation of the Arlington Boulevard Beautification Plan

PLANNING RELATIONSHIP: Staff from Public Works, Community Planning, Housing and Development, Economic Development and the County Manager's Office will work with existing commissions and partnerships to create a process for developing master plan priorities and evaluating projects for this program. Adopted sector plans or other economic development opportunities will direct the master planning process. This process will be presented to the County Board for discussion and approval prior to expenditure of funds.

CIP PROJECTS:

PROJECT DESCRIPTION	AMOUNT (\$ in 000's)	FISCAL YEAR	FUNDING SOURCE
I. NEW PROJECTS & MAJOR RENOVATIONS			
1. Commercial Revitalization Program	5,000	2003	Bond
	5,000	2005	Bond
	5,000	2007	Bond

PROGRAM TOTALS:

	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	TOTAL
Bond	5,000	-	5,000	-	5,000	-	15,000
PAYG	-	-	-	-	-	-	-
<i>Less Other Financing Sources</i>	-	-	-	-	-	-	-
Net Tax Support	5,000	-	5,000	-	5,000	-	15,000