

Arlington County Retail Plan

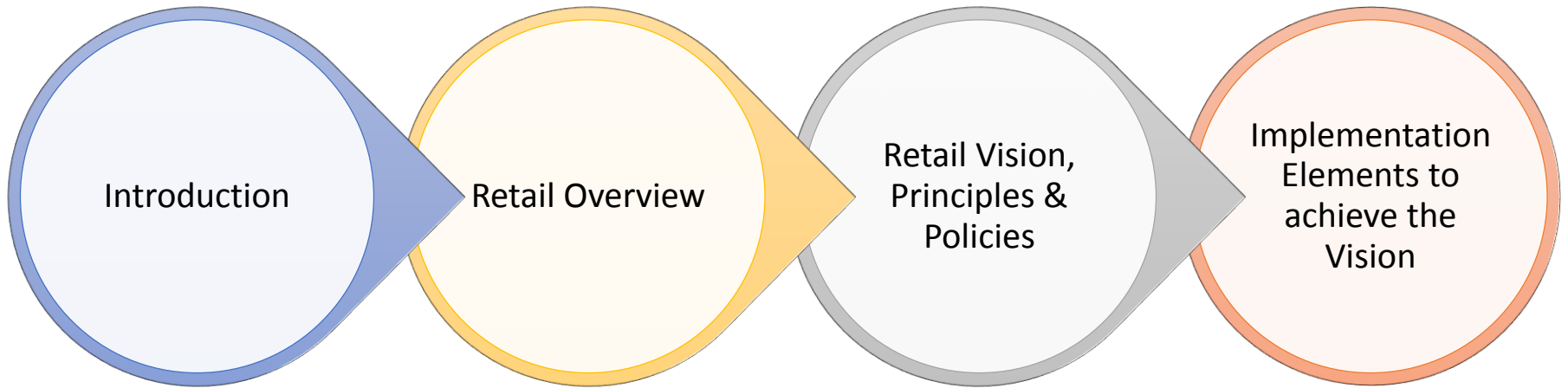
Arlington County Civic Federation

December 2, 2014



Retail Plan

Outline of the plan



Retail Plan

Background



Arlington
Chamber of
Commerce



Economic
Development
Commission



Planned staff
review

ROSSLYN-BALLSTON CORRIDOR



RETAIL

ACTION



PLAN



Strategies and

Adopted by the
County Board on
May 19, 2001

Retail Plan

Changes

Expanded the
geography

Environment to
thrive

Variety of uses

Strategic
locations

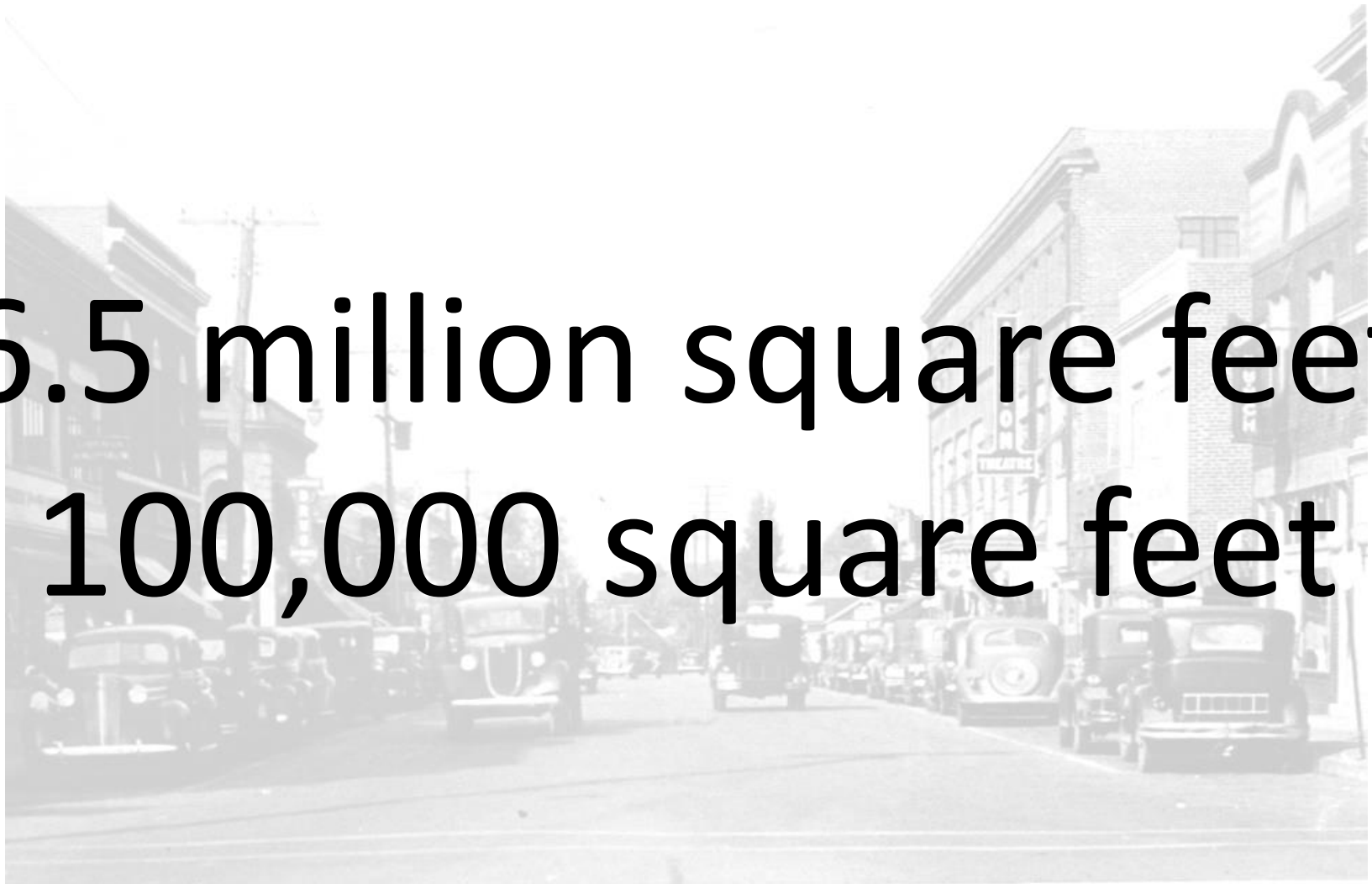
Importance of
the public realm

Advantages &
opportunities

Changes and
practices

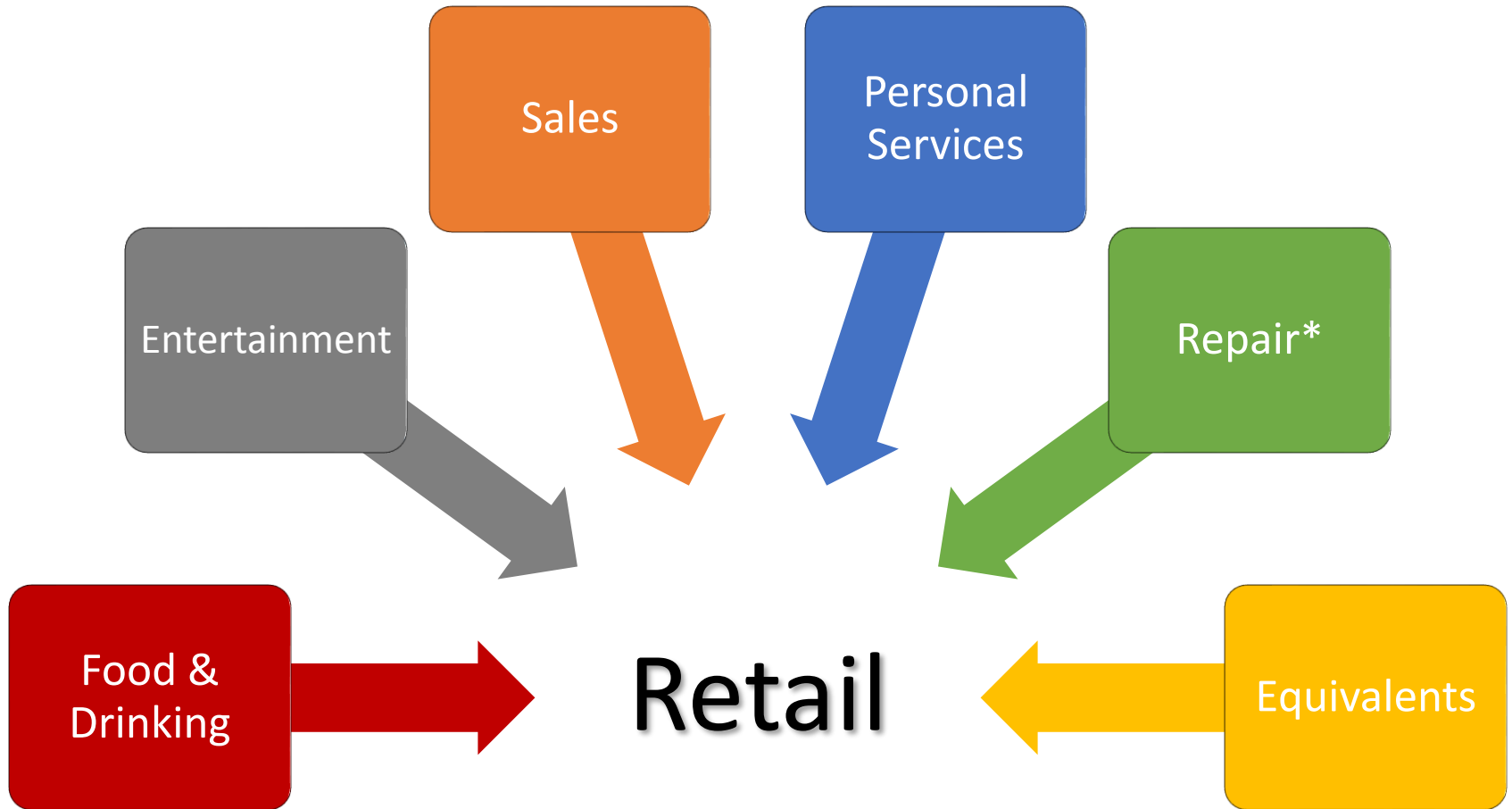
Retail Plan

Context



6.5 million square feet
100,000 square feet

Retail Plan Overview



Retail Plan

Overview



Food & drinking establishments

- Bakery
- Coffee shop
- Restaurant
- Fast food
- Accessory uses (outdoor seating, live entertainment, etc.)



Entertainment establishments

- Theaters
- Arcades
- Accessory entertainment or recreational uses



Retail Sales

- Appliances
- Art & antiques
- Furniture
- Jewelry
- Office supplies
- Plants



Personal service retail

- Animal care facilities
- Dance studios
- Fitness/wellness
- Dry cleaning
- Photocopy services
- Urgent care



Repair retail

- Locksmiths
- Tailors
- Shoe repair

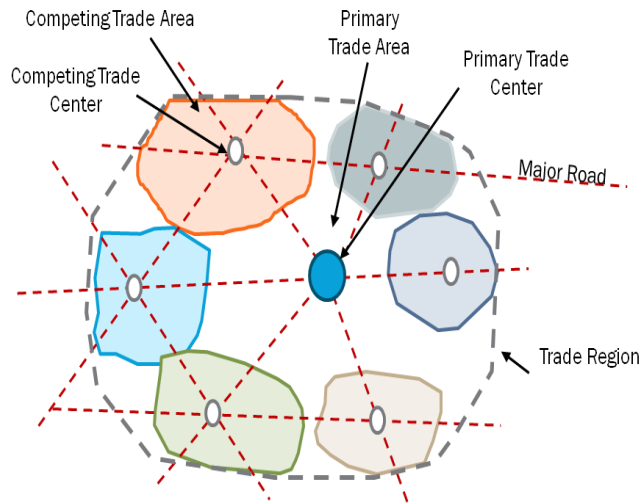


Retail equivalent

- Museums
- Galleries
- Day care
- Medical & dental offices
- Colleges & universities
- Conference facilities



Retail Plan Primer



Economics
Demand
Trade areas
Clusters & anchors

Range of activities



Retail equivalents



Retail Plan

Trends



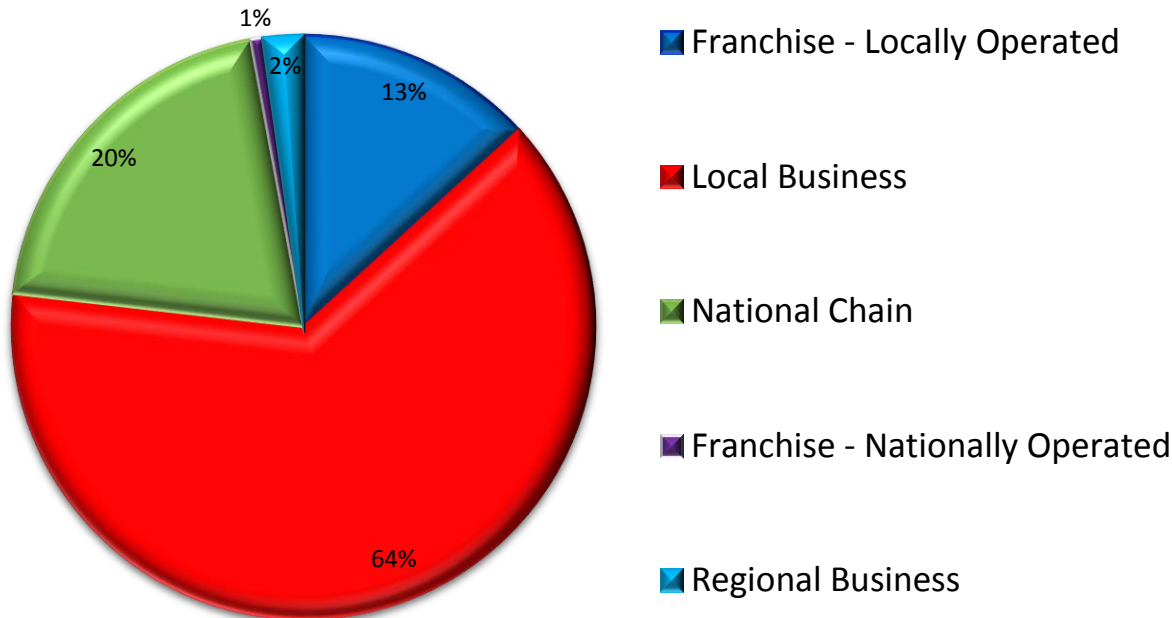
Customer
Interaction

Technology
Experience
Authenticity
Third places

Retail Plan

Retail in Arlington

**Retail - Ownership Patterns
by number of businesses**



Source: Arlington Economic Development Retail Database, November 2013

64%

79%

Retail Plan

Retail Environment



*Arlington will be a place
where retail is convenient, appealing,
activating and sustainable;
that provides interest and authenticity,
entertainment and experiences, and
goods and services to residents,
employees and visitors;
and where local, independent, regional
and national businesses thrive.*

Retail Plan

Principles & Policies

Retail evolves and changes. Retail reflects the trends.

Retail is a mix of local, independent, regional and national retailers.

Retail needs customers.

Retail needs to look like retail.

Retail thrives in a well-designed and well-managed public realm.

Retail likes to cluster.

Retail Plan

Implementation Elements



Retail Plan

Retail Street Maps – Street Types

Shopping & Dining Street

Streets planned for retail sales, food & drinking establishments or entertainment. Limited lobby frontage.

Hybrid Street

Streets planned for retail sales, food & drinking establishments or entertainment. Personal service retail, repair retail* and retail equivalents may be considered on a case by case basis. Limited lobby frontage.

Personal, Business and Retail Equivalent Street

Streets planned for food & drinking establishments, entertainment, any type of retail use (sales, personal service or repair) or retail equivalent.

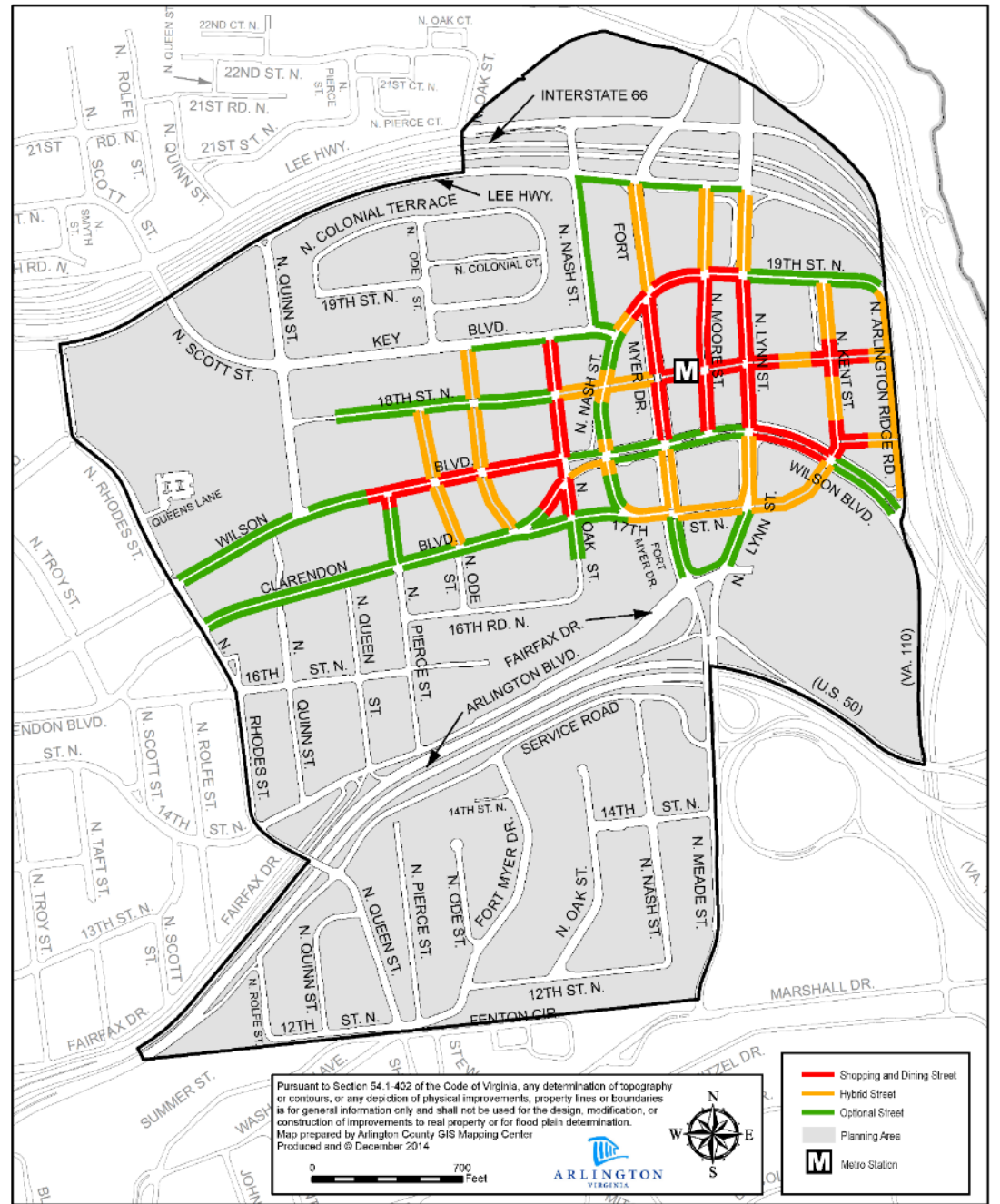
Optional Street

Streets where any food & drinking establishments, entertainment, any type of retail use (sales, personal service or repair) or retail equivalents are optional.

Retail Plan

Retail Street Maps

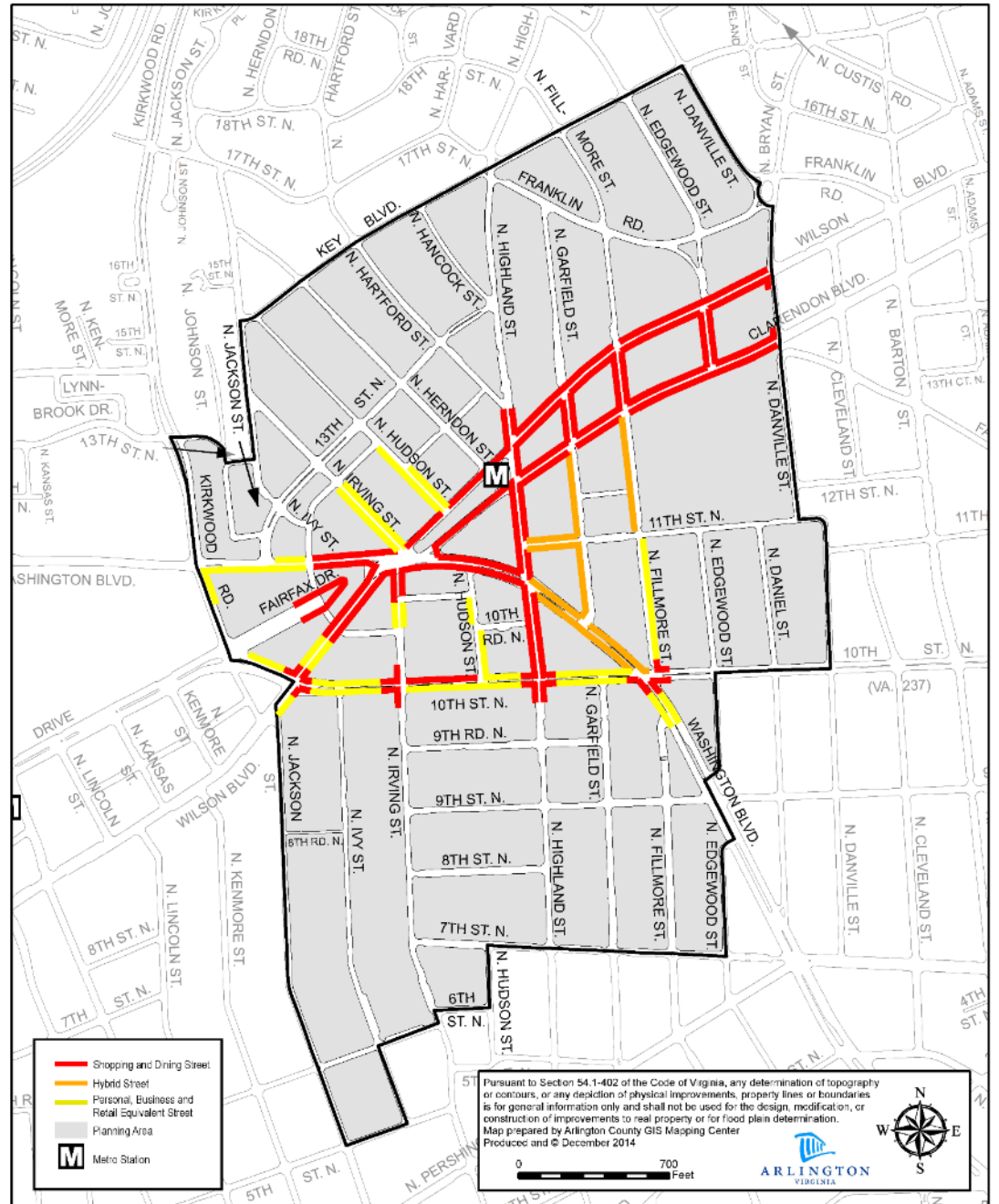
Rosslyn



Retail Plan

Retail Street Maps

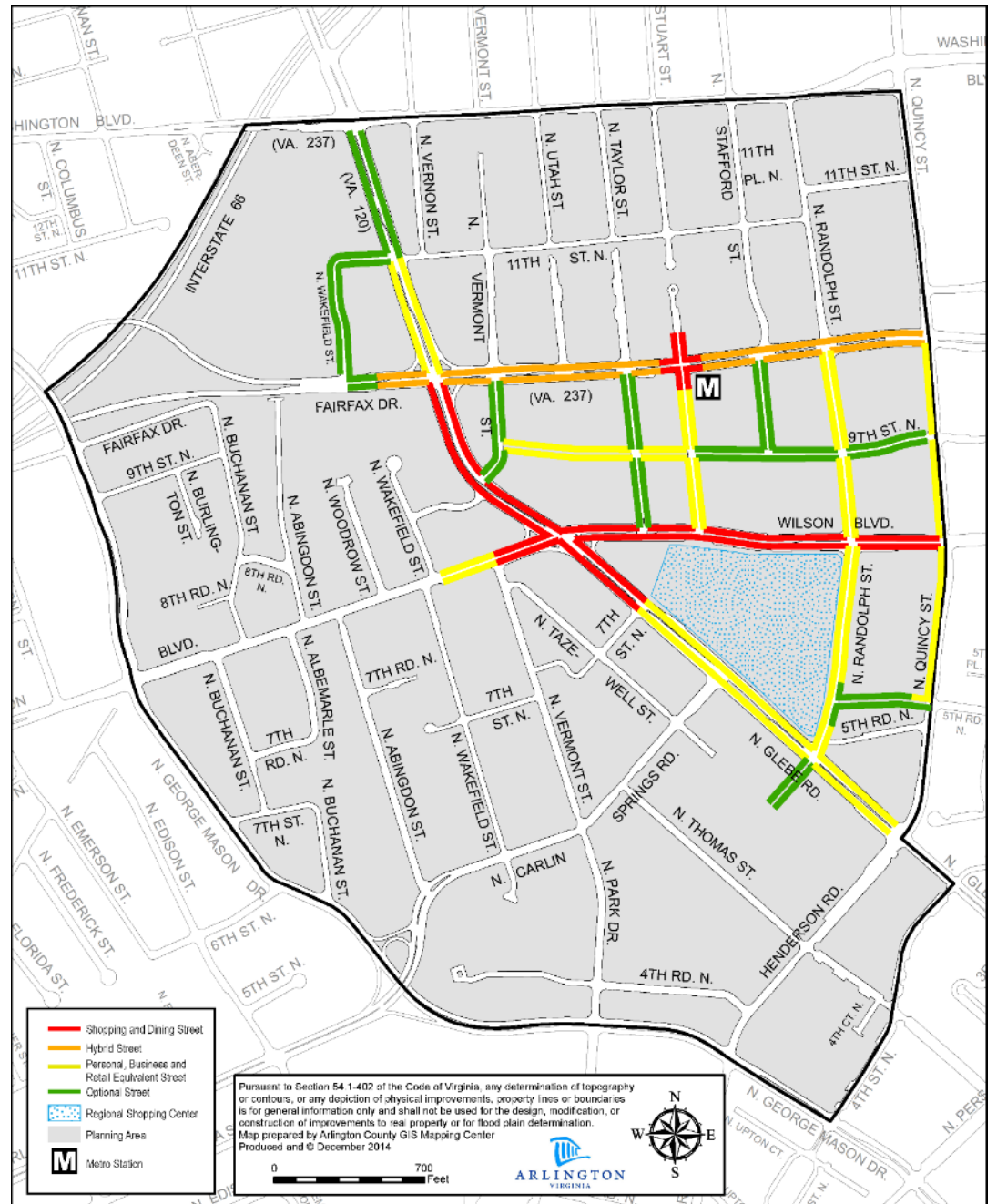
Clarendon



Retail Plan

Retail Street Maps

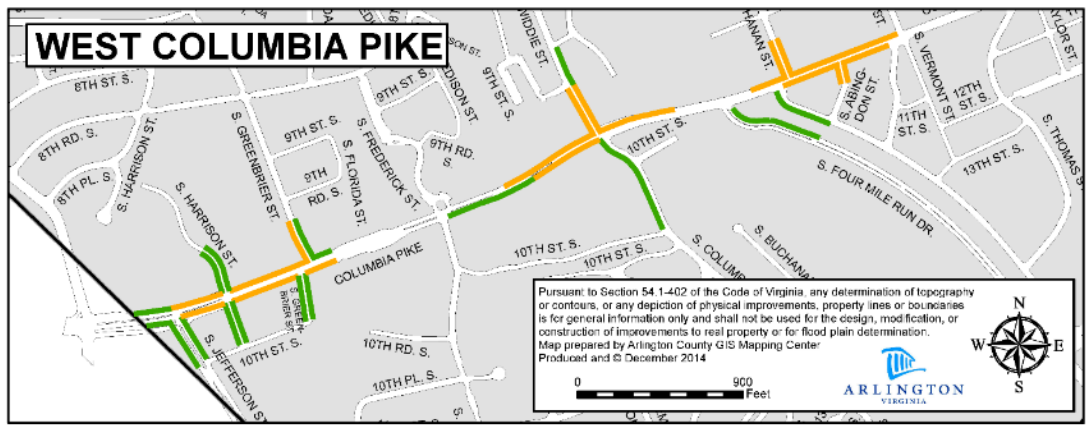
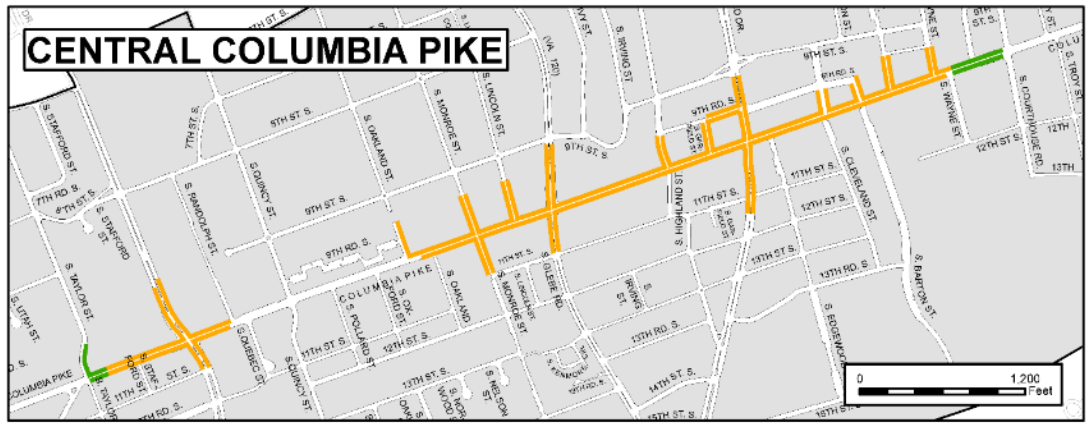
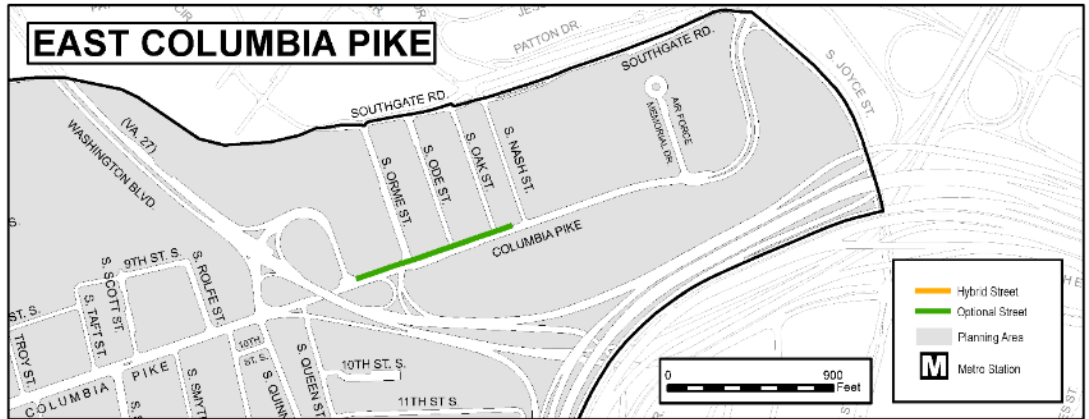
Ballston



Retail Plan

Retail Street Maps

Columbia Pike



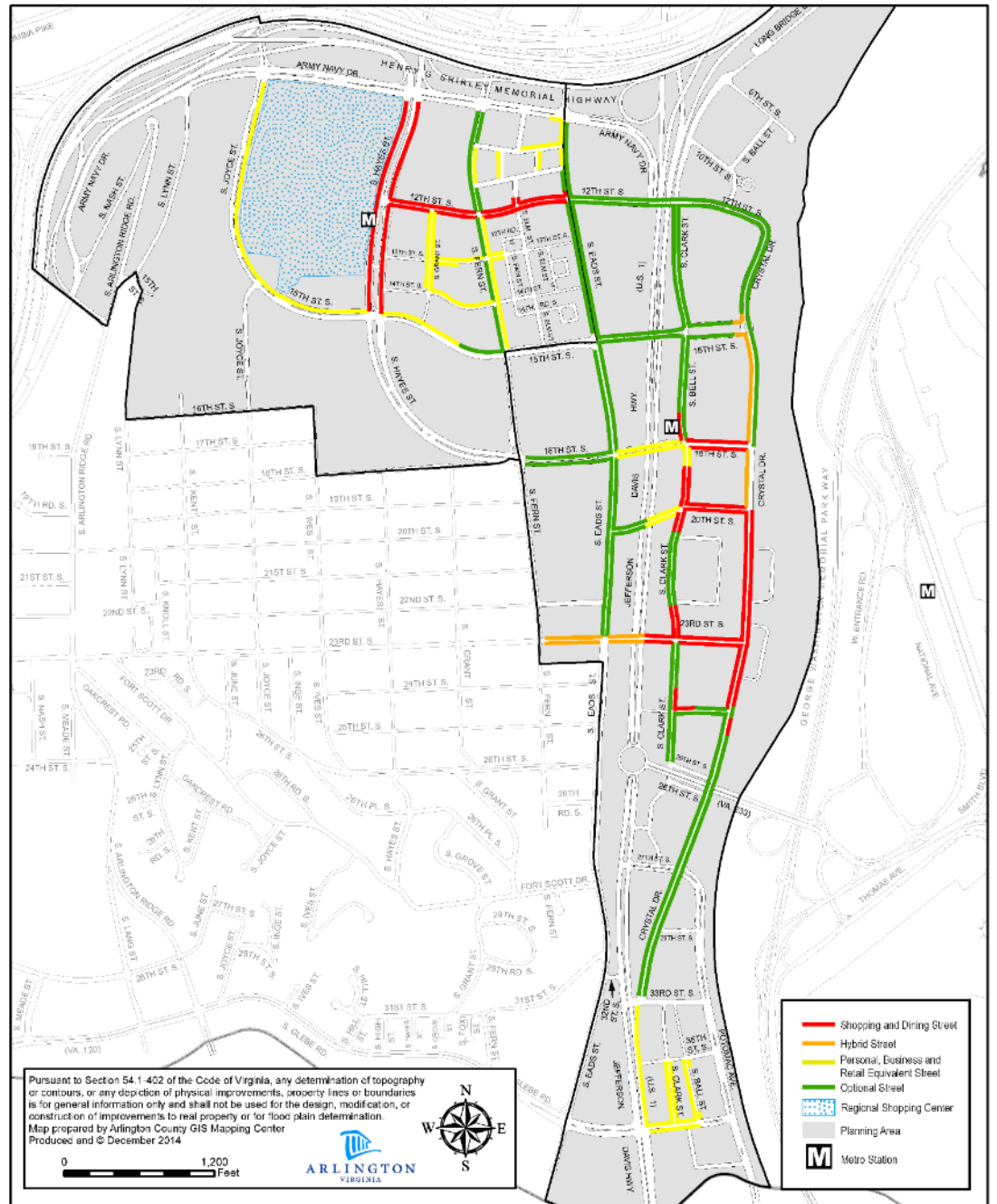
Retail Plan

Retail Street Maps

Crystal City

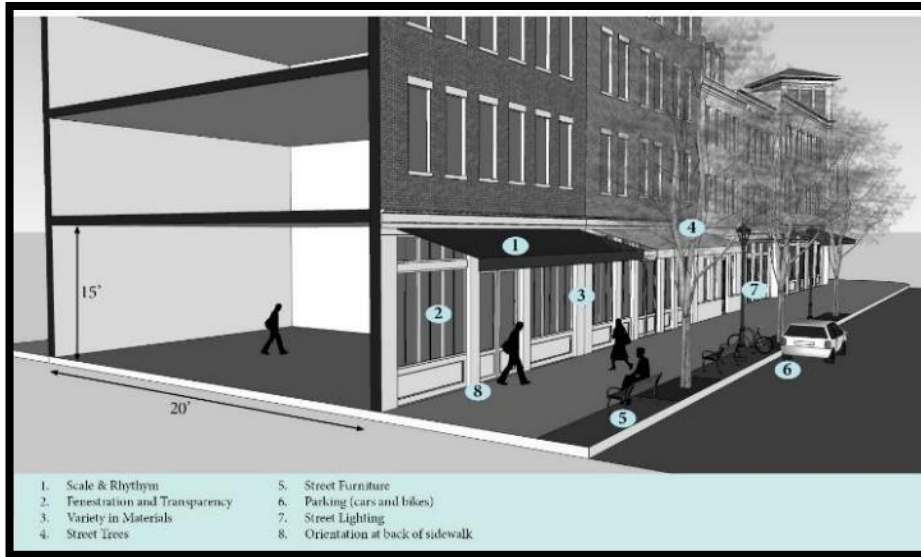
Pentagon City

Potomac Yard



Retail Plan

Retail & Urban Design Guidelines



Retail Plan

Action Plan

Organized by Principles & Policies

- Continued County practice
- Amendments to County Code
- Updated administrative processes
- First step for broader County discussion

Table 1.1.1.1

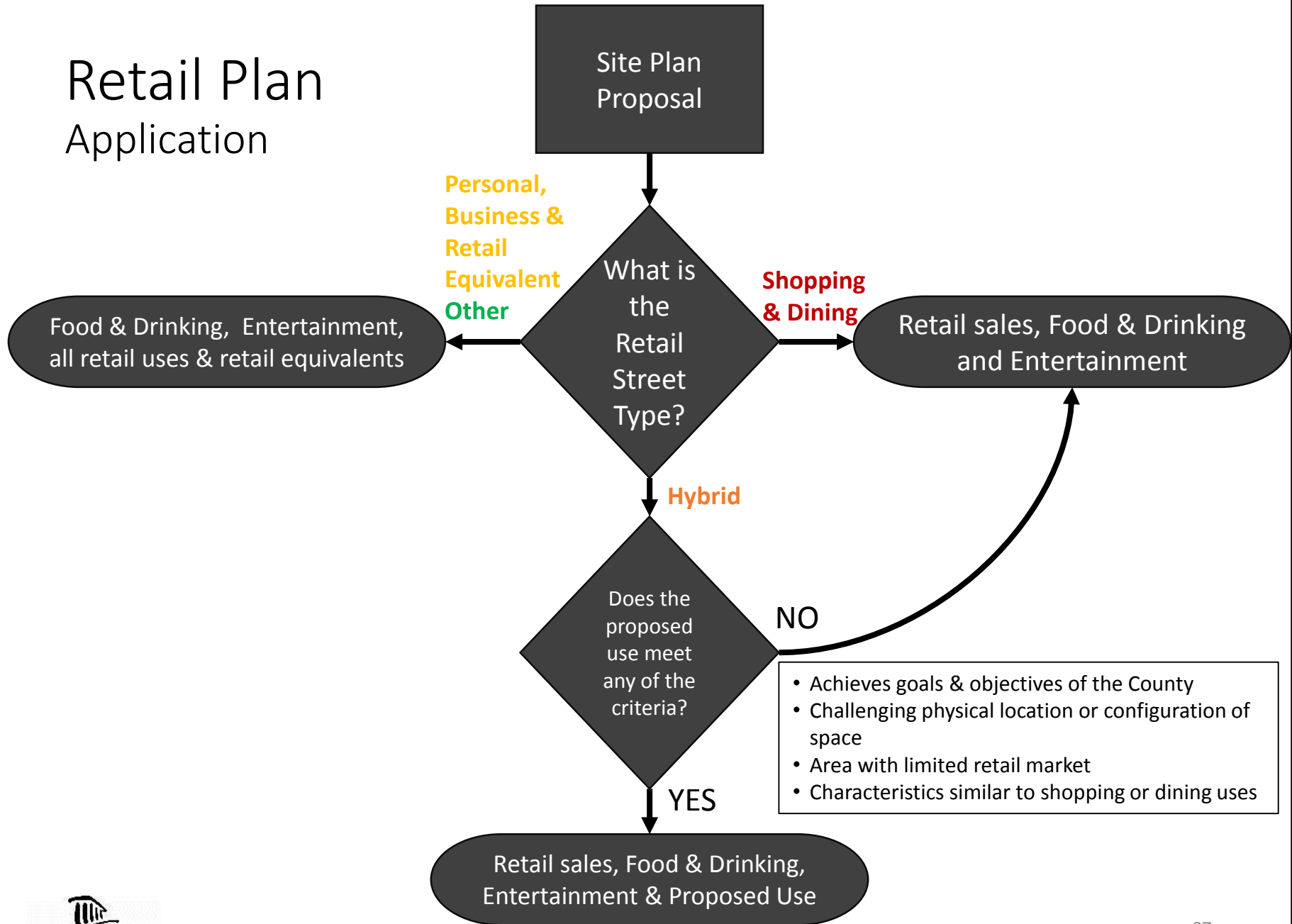
Recommendations	Implementation	Time Frame	Agencies
Overall			
Adopt this Arlington County Retail Plan, including the vision, principles and policies, the Retail Street Maps, the Design Guidelines and the Action Plan within	Adoption	Underway	County Board
Retail evolves and changes. Retail reflects the trends. <ol style="list-style-type: none"> 1. Use the Retail Street Maps as a guide to uses allowed on the ground floor of special exception projects, and as permitted by the Zoning Ordinance. 2. Site specific factors in special exception projects may require flexibility in evaluating adopted plans and policies to provide for the location and configuration of loading, parking and service corridors for ground floor spaces. 			
As projects move forward in the special exception review process, accommodate the need for varying loading, parking and other	Incorporate design flexibility for retail uses into site plan	On-going	AED CPHD DES

Retail Plan

Application of the plan

- Resource for retail uses in Arlington
- Replace the 2001 Retail Action Plan
- Used to analyze special exception projects
- Provides the retail perspective
- Policy guidance for retail

Retail Plan Application



Retail Plan

Schedule

- County Board work session – January 2015
- Planning Commission – Final Consideration – February 2015
- County Board – Final Consideration – February 2015