

Arlandria

NEIGHBORHOOD RETAIL & RESTAURANTS

Waffle Shop

BIRCHMERE MUSIC HALL



Arlandria's multicultural business and residential community runs primarily along Mt. Vernon Avenue and encompasses a variety of

national brands and independent retailers. The area is popularly known as Chirilagua, named after a village in El Salvador, a place where many residents and business owners have strong family ties. Arlandria is home to a popular regional entertainment destination—the legendary Birchmere Music Hall.

In 2003, Alexandria City Council adopted the Arlandria Action Plan, which includes recommendations for intersection improvements, zoning changes, support for local businesses, streetscape and gateway improvements, and the expansion of Four Mile Run Park. The plan identifies a few specific areas where redevelopment would

Arlandria is home to the legendary Birchmere Music Hall, which is among the Top 100 Club Venues in the world, according to *Pollstar*.

be appropriate, and aims to build on the strength of Arlandria as a pedestrian-oriented, mixed-use community by encouraging the redevelopment of

underutilized sites. One of the goals of the plan is to maintain Arlandria's multicultural and authentic character, and to embrace the diversity of

residents and business owners.

DEVELOPMENT & THE FUTURE OF ARLANDRIA

In order to provide focus and resources to the area, the City Council established the Arlandria Advisory Group to oversee implementation of the 2003 plan. This group is made up of a wide variety of stakeholders in the community, including representatives from civic, business, cultural, faith-based and social service organizations. A team of city staff also meets regularly to coordinate ongoing projects and initiatives in Arlandria. →



STATISTICAL SNAPSHOT

Population



Source: 2008-2013 American Community Survey, US Census Bureau

Commercial



Source: CoStar Real Estate Database, December 2013



Business



Source: AEDP Research. Please visit www.ALEXANDRIAideal.com for quarterly updated statistics.



FOUR MILE RUN FARMERS MARKET



MURAL ALONG MT. VERNON AVENUE



PLANS FOR MT. VERNON VILLAGE CENTER

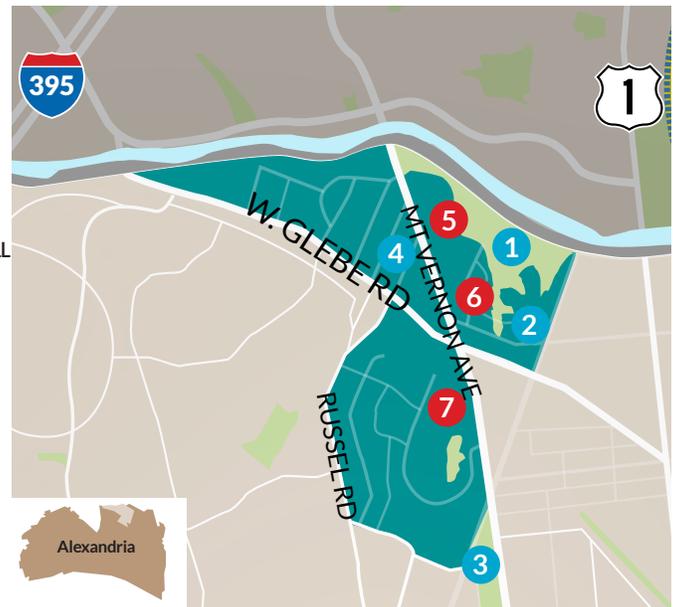
In 2007, the City purchased four properties along the 4100 block of Mt. Vernon Avenue, with the intent of expanding Four Mile Run Park, which serves as a gateway to Alexandria from Arlington. In June 2011, the City continued its investment by converting the former Duron Paint Store, located at 4109 Mount Vernon Avenue, into a community building that now serves as a public facility for meetings, events and activities. Demolition of the building was considered, but a group of local architects, known as Architects Anonymous, volunteered their services to design a fair-weather, multi-purpose community center. The redesign of the landscape surrounding the community building includes a performance stage and a roll up door, creating a welcoming and dynamic public space for markets, concerts, and other cultural events.

During the same time period, a separate group of local citizens transformed the parcel at Commonwealth and Reed Avenue into a landscaped garden and organized The Four Mile Run Farmers and Artisans market in 2010. The Market is open Sundays from 8am-1pm during the warmer months.

Redevelopment in Arlandria is limited to a handful of sites. On the southern edge of the area, The Calvert apartment complex began a complete renovation and expansion in early 2012. The finished project will include 332 residential units and 11,000 SF of retail storefronts as well as a three-story parking garage.

Another major private redevelopment project was approved in December 2011— the redevelopment of the Mount Vernon Village Shopping Center. This

- **COMMUNITY INTEREST**
 - 1 - FOUR MILE RUN PARK
 - 2 - CORA KELLY ELEM SCHOOL
 - 3- MT VERNON ELEM SCHOOL
 - 4- SAINT RITA SCHOOL
- **GENERAL INTEREST**
 - 5 - MT VERNON VILLAGE SHOPPING CENTER
 - 6 - THE BIRCHMERE MUSIC HALL
 - 7 - THE CALVERT



ARLANDRIA FOR BUSINESS

ACBA: Arlandria-Chirilagua Business Association
www.alexandria-acba.org



In 2011, the business owners in the area officially organized the Arlandria-Chirilagua Business Association (ACBA). The objectives of the Association include promoting the prosperity, visibility and vibrancy of local businesses, beautifying the area, collaborating on projects and events with other organizations, and marketing Arlandria as a great place to visit, shop, and dine. ACBA continues to play a proactive role in supporting the local business community as change comes to Arlandria.

exciting development will add to and further diversify the types of residential units available in the area. It will also provide new retail space for the growing business community, and improve access to Four Mile Run Park (see rendering above).



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