

# Del Ray



PUBLIC ART & NEW DEVELOPMENT



SIDEWALK DINING ON MT. VERNON AVENUE



**D**el Ray is a vibrant neighborhood that extends along Mount Vernon Avenue and is commonly referred to as a place “where Main Street still exists.”

Locally known as “the Avenue,” Del Ray’s main street reflects the surrounding neighborhoods’ diversity, integrity and small town charm.

Founded in 1894 as the Town of Potomac, Del Ray boasts an eclectic mix of independent merchants and restaurants, charming late 19th and 20th century bungalows and row homes, and various small-scale condominiums. The assortment of specialty food shops, restaurants, art galleries, yoga studios, and coffee houses gives Del Ray its artistic vibe and community-oriented atmosphere.

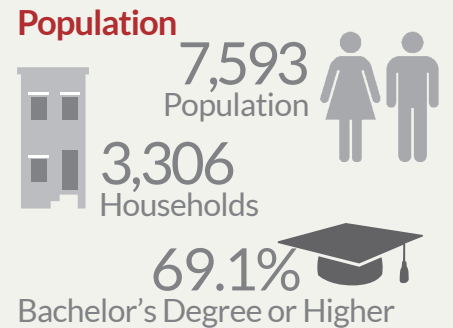
Over the years, the area has been

**Art on the Avenue, an annual festival with over 300 artists, musicians and food vendors, draws 50,000 visitors to Del Ray every October.**



improved and enriched, with businesses and residents working together, through the efforts of groups like the Del Ray Citizens Association (DRCA), the Del Ray Business Association (DRBA) and the Mt Vernon Avenue Work Group. These organizations have worked with the City on the development of the Mt. Vernon →

## STATISTICAL SNAPSHOT



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



Source: CoStar Real Estate Database, December 2013



Source: AEDP Research. Please visit [www.ALEXANDRIAideal.com](http://www.ALEXANDRIAideal.com) for quarterly updated statistics.





**WALKABLE RETAIL STREETS**



**NEIGHBORHOOD GATHERING PLACES**



**LOCALLY-OWNED SHOPS & RESTAURANTS**

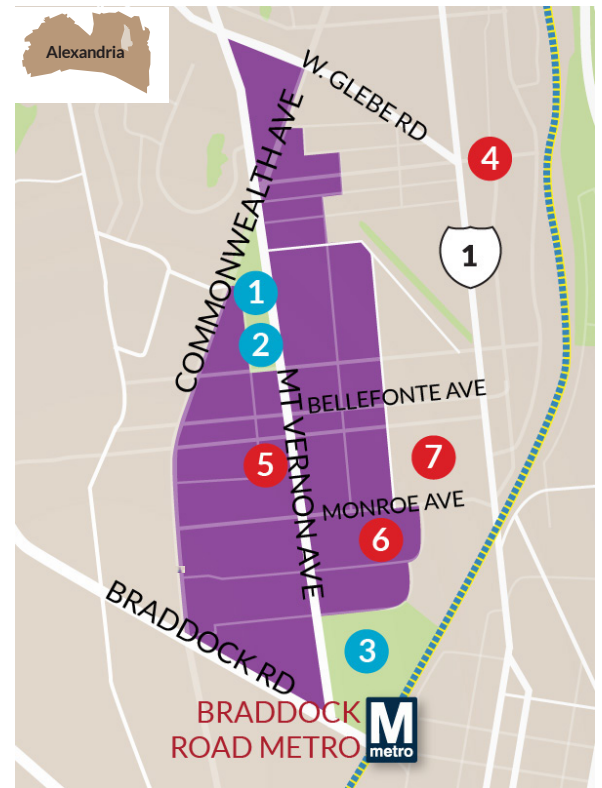
Avenue Business Area Plan, which provides a framework for the future growth of the corridor with respect for Del Ray's rich history, unique identity and traditional neighborhood character. The goal of these efforts is to ensure that the Avenue continues to meet the needs and expectations of the community while realizing its potential as a vibrant place to live, meet, gather and conduct business.

As Del Ray continues to grow, popular businesses like The Dairy Godmother, St. Elmo's Coffee Pub, A Show of Hands, and Pork Barrel BBQ attract both visitors and new residents to the neighborhood. New eateries, services and other retailers open shop along the Avenue every year, joining old favorites like Executive Lock and Key, Monroe's, Eclectic Nature, and Mancini's. While Del Ray's collection of "Mom and Pop shops" continues to flourish, the neighborhood also benefits from its close proximity to mainstream shopping options at the Potomac Yard Shopping Center.

**MONROE AVENUE - THE GATEWAY TO DEL RAY**

The most recent development and business activity in Del Ray has taken place along Monroe Avenue. With the additions of Reingold and ME Swings, this critical connection between Del Ray and Potomac Yard continues to grow. Residential options are also expanding. The Bell Del Ray provides additional housing as well as opportunities for future retail along this corridor.

- **COMMUNITY INTEREST**
  - 1 - MT. VERNON RECREATION CENTER
  - 2 - MT. VERNON ELEMENTARY SCHOOL
  - 3 - GEORGE WASHINGTON MIDDLE SCHOOL
- **GENERAL INTEREST**
  - 4 - POTOMAC YARD SHOPPING CENTER
  - 5 - SALVATION ARMY, ALEXANDRIA
  - 6 - GIANT FOOD & CVS
  - 7 - EUGENE SIMPSON STADIUM PARK



**DEL RAY FOR BUSINESS**

DRBA: Del Ray Business Association  
[www.visitdelray.com](http://www.visitdelray.com)

DRBA has been active in Del Ray for over thirty years (formerly known as the Potomac West Business Association). The Association is heavily involved in the local community, undertaking special programs, neighborhood improvement projects and promotional events throughout the year. DRBA's signature events include First Thursdays, the Taste of Del Ray, the Halloween Parade, the Thanksgiving Day Turkey Trot, and the Holiday Tree Lighting and Luminaries.



**INSIDE ME SWING'S DEL RAY LOCATION**



625 N. Washington Street  
 Suite 400  
 Alexandria, VA 22314  
 (703) 739-3820  
[www.AlexEcon.org](http://www.AlexEcon.org)  
 @ALEXANDRIAideal