



## ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item  
Meeting of July 7, 2007**

**DATE:** July 7, 2007

**SUBJECT:** Resolution in support of the Nauck Revitalization Organization (NRO)'s Application for the Nauck Village Center to be designated as a "Commercial District Affiliate Community" as part of the Virginia Main Street Program from the Virginia Department of Housing and Community Development (VDHCD).

**C. M. RECOMMENDATION:** Adopt the Resolution in support of the Nauck Revitalization (NRO) Application to the Virginia Department of Housing and Community Development (VDHCD) Main Street Program for designation as a "Commercial District Affiliate Community".

**ISSUES:** As businesses and commercial spaces begin to develop within the Nauck Village Center, the NRO would like to be able to better assist the Nauck Civic Association in promoting the Nauck Village Center to new businesses and residents in order to support the redevelopment efforts and to complement the development of the Nauck Town Square.

**SUMMARY:** The Virginia Main Street Program is sponsored by the Virginia Department of Housing and Community Development (VDHCD). The Program is designed to address the need for revitalization and ongoing management of smaller downtowns, but aspects of the Main Street Approach™ may be applied successfully in other commercial settings. Communities beginning their downtown revitalization, and those with more experience, are creating lasting economic impact with the Main Street Approach™. The "Commercial District Affiliate Community Designation" is an option that is available to communities that do not fit the traditional Main Street designation such as non-traditional commercial areas and/or communities that do not wish to implement the full Main Street Approach as outlined by VDHCD. The program requires that along with the application requesting designation as an affiliate, the applicant must submit a resolution from the local government where the district is located authorizing the application. The benefit of the Nauck Village Center being designated as a "Commercial District Affiliate Community" is that the Nauck Revitalization Organization (NRO) can receive technical assistance, training, and peer to peer counseling from VDHCD particularly in the areas that assist with organizing, promoting, and economic restructuring of this emerging neighborhood business district.

**BACKGROUND:** The Nauck Village Center Action Plan (NVCAP) was adopted by the County Board in July of 2004. This Plan outlined the planning and policy framework for the redevelopment of the Shirlington Road corridor into a pedestrian oriented mixed use environment in the heart of the Nauck community (Shirlington Road Special Revitalization District) that would be anchored by

County Manager: \_\_\_\_\_

County Attorney: \_\_\_\_\_

Staff: Chikwe C. Njoku, NSA Program Coordinator, CPHD

a town square. The Nauck Revitalization Organization (NRO) was designated by the County Board and charged with the responsibility of providing oversight in the implementation of this plan in partnership with the Nauck Civic Association and County Staff. Part of the NRO's focus has been to work to improve this commercial corridor by working with existing businesses/property owners in promoting the redevelopment district. The Nauck Town Square is being developed along Shirlington Road and will serve as the cultural and social center of the neighborhood and one of the anchors of the Nauck Village Center. It is envisioned that the Nauck Town Square would also provide a location for community programs and activities that would draw residents and visitors to the shops and businesses along Shirlington Road.

**DISCUSSION:** None

**FISCAL IMPACT:** None

**RESOLUTION AUTHORIZING NAUCK REVITALIZATION ORGANIZATION TO APPLY FOR DHCD COMMERCIAL DISTRICT AFFILIATE STATUS**

WHEREAS, the Nauck Revitalization Organization desires to participate in the Department of Housing Community Development Commercial District Affiliate Program through the designation of the Nauck Village Center (Shirlington Road Special Revitalization District).

WHEREAS, the Nauck Revitalization Organization seeks to utilize its involvement in the Commercial District Affiliate Program to obtain technical assistance in order to be better assist the Nauck Civic Association and local businesses in developing activities that promote the Nauck Village Center and attract new businesses and residents to the revitalization district.

WHEREAS, the Arlington County Board supports and authorizes the Nauck Revitalization Organization's application for DHCD Commercial District Affiliate status in order to better serve the goals of the County in revitalizing the Nauck Community.

NOW THEREFORE BE IT RESOLVED BY THE ARLINGTON COUNTY BOARD:

SECTION 1. That the Nauck Revitalization Organization would like to make application to DHCD for the Commercial District Affiliate Program with the specific goal of economically revitalizing this designated commercial district using elements from the Main Street Approach,

SECTION 2. The Main Street program is considered one of many economic and community development tools used by a locality.

SECTION 3. That the Nauck Revitalization Organization is authorized to submit this application on behalf of the Nauck Village Center in the Nauck neighborhood of Arlington, Virginia.

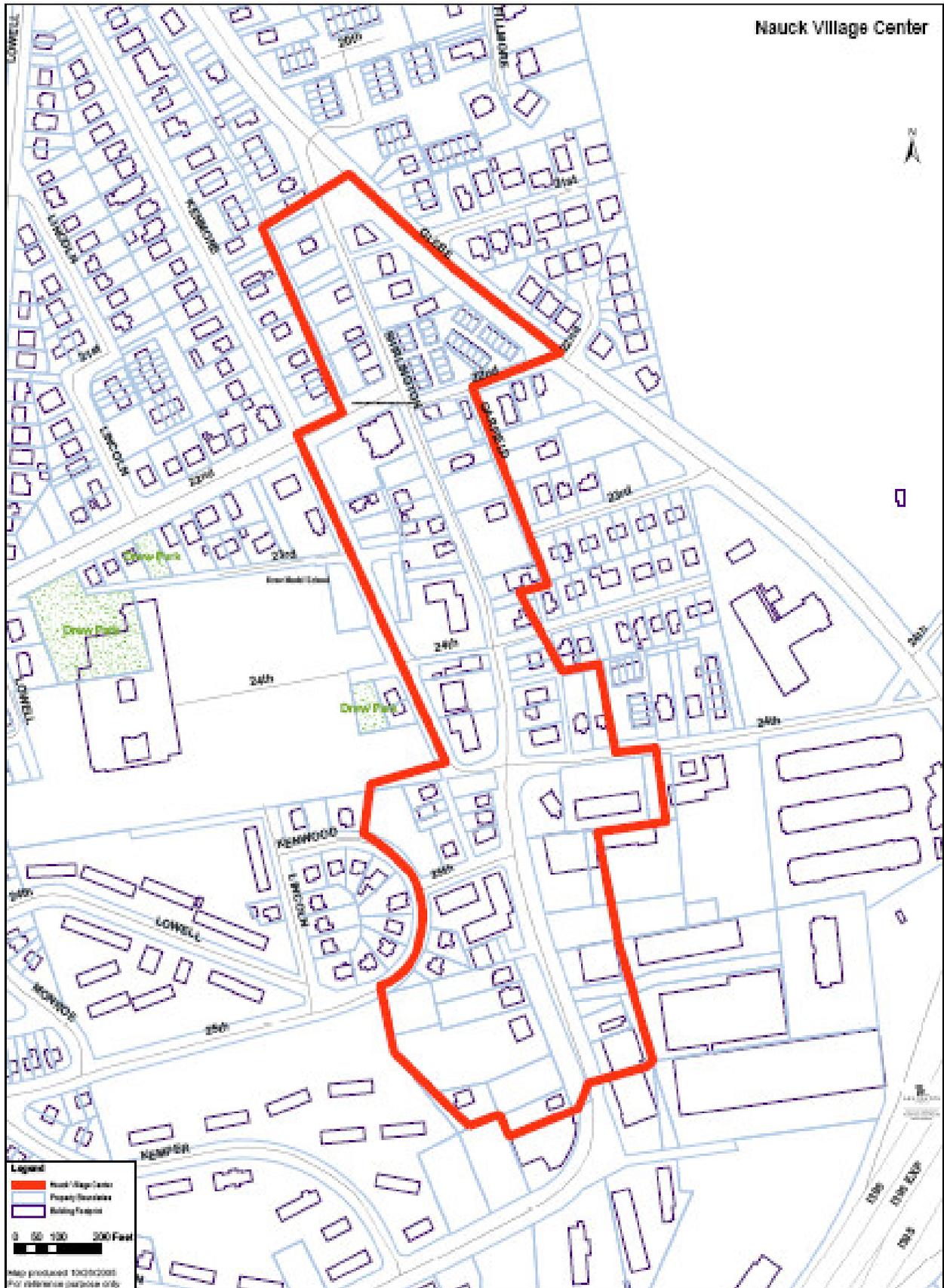
ADOPTED THIS \_\_\_\_\_ day of \_\_\_\_\_ 2007

\_\_\_\_\_ Chairman, Arlington County Board

\_\_\_\_\_  
ATTEST

\_\_\_\_\_  
CLERK OF COUNCIL

Nauck Village Center



## **Virginia Main Street Affiliate Application**

### **Briefly describe the economic and physical characteristics of your downtown or commercial district.**

The Nauck Village Center is the commercial core of the Nauck Community. This district is approximately ten (10) square blocks and stretches along Shirlington Road between S. Glebe Road and Four Mile Run Drive. Over the past several decades, some of the businesses have closed or change uses and there are several underutilize properties that could be redeveloped to maximize their potential. The Nauck Civic Association, the Nauck Revitalization Organization, and Arlington County have completed the Nauck Village Center Action Plan (NVCAP) that outlines the redevelopment strategy for this section of the neighborhood which is strategically located between Shirlington Village (I-395) and Columbia Pike (Redevelopment District). Both of these areas are much larger commercial/residential centers, however; the Nauck Village Center offers a unique opportunity for the creation of a neighborhood commercial center that would serve the existing residents in addition to attracting new businesses, residents, and visitors to the neighborhood. Nauck is rich in cultural history and it is envisioned that part of this heritage can be preserved with the creation of a town square that will be located in the heart of this community. The Nauck Town Square is also being developed to serve as the civic gathering center for the neighborhood in addition to providing a destination that complements the surrounding mixed use developments.

### **Briefly Describe the structure of your organization**

The Nauck Revitalization Organization (NRO) is an advisory committee designated by the Arlington County Board with the following responsibilities:

Provide oversight review and comment on the Nauck Village Center Action Plan (NVCAP) and all successor plans implementation, actions, and proposals

Review and comment on private project submittals within the Nauck Village Center (Shirlington Road Special Revitalization District) for consistency with the Nauck Vision and other conditions necessary to comply with the various economic incentives offered in the Nauck Village Center.

Act as a liaison with County Staff and officials on issues of concern with regard to the revitalization of the Nauck Village Center, including such items as support/opposition to particular development proposals, the prioritization of public infrastructure improvements and requests for Capital Improvement Program (CIP) funding and other revitalization funds.

The NRO is composed of representatives from the local civic association, business, property owners, and developers. Meetings are attended by representatives from Arlington County (Planning, Transportation, Economic Development, and Neighborhood Services) whom provide technical assistance and guidance on the implementation of this plan.

## **NAUCK REVITALIZATION ORGANIZATION**

- 1) Tyra Baker, Chair
- 2) Gary Barbee, Vice Chair
- 3) Christian Dorsey, Secretary/Treasurer
- 4) Carlton Jenkins
- 5) Wilfred Braveboy
- 6) Michael Griffin
- 7) Oscar Green
- 8) Ezra Moore
- 9) Dr. Alfred Taylor
- 10) Marcia Wright

**Briefly outline the efforts made to improve the downtown or commercial district over the past five years...**

The Nauck Revitalization Organization was formed in 2004 following the completion of the Shirlington Road Revitalization Study and the adoption and the Nauck Village Center Action Plan (NVCAP). This plan provides the planning and policy document for development decisions within the Nauck Village Center. Since the adoption of the NVCAP, the NRO has completed the following:

Reviewed and approved two (2) development proposals for the development of a total of 106 housing units and 7,200 sq. ft. of ground floor retail. This represents approximately \$20 million in investment in the Nauck Village Center

Completed the Nauck Town Square Charrette that outlined the proposed design/use of a Town Square as the anchor for the revitalization district. This public plaza was identified in both the Shirlington Road Revitalization Study and the Nauck Village Center Action Plan (NVCAP) as an opportunity to complement/enhance the redevelopment of the Nauck Village Center by providing an opportunity for outdoor activities passive recreation, public art, and interpretive historical markers.

Acquired, via Arlington County, the first of the three (3) properties that comprise the Town Square (project site). The process of developing and programming for this “greenspace” is currently underway. This space will serve as Phase I of the Town Square while providing civic gathering space that will begin to animate this site for the future Town Square. The development of the full Town Square will occur once the remaining two (2) adjoining properties are acquired.

Completed the Nauck Retail Market Assessment that identified the neighborhood’s Primary Trade Area, Demographic/Income Data, and the types of retail businesses that could be successful in the Nauck Village Center while complementing the Nauck Town Square.

Nauck Oral History Project- is being completed in an effort to document the living community history of this historic African American neighborhood. This information will be used for the development of public art, interpretative historical markers, and community events/programming for the Nauck Town Square.

**Briefly describe what you hope to achieve by participating as an Affiliate**

The NRO hopes to draw on the wealth of experience by learning some of the “best practices” used by some of the participating communities. By obtaining technical assistance and “peer to peer” counseling/networking from other Main Street Communities and from VADHCD. This information will be used to further the goals and objectives of the Nauck Village Center Action Plan. This assistance will also enable the NRO to better assist the Nauck Civic Association and local businesses in being able to organize and promote the Nauck Village Center in addition to exploring the possible creation of a 501 (C) 3 to further enhance these efforts.