



DEPARTMENT OF COMMUNITY PLANNING, HOUSING AND DEVELOPMENT  
Planning Division

#1 Courthouse Plaza, 2100 Clarendon Boulevard, Suite 700 Arlington, VA 22201  
TEL 703.228.3525 FAX 703.228.3543 www.arlingtonva.us

## MEMORANDUM

TO:	Portia Clark, Nauck Civic Association Adam Henderson, Douglas Park Civic Association Edith Wilson, Shirlington Civic Association		
FROM:	Richard Tucker, Principal Planner	DATE:	December 20, 2016
SUBJECT:	4MRV - Response to Civic Association Correspondence		

Attached herewith, you will find a table which summarizes the concerns and questions you have raised in the letters we received between October 21<sup>st</sup> and November 22<sup>nd</sup>. The table incorporates staff responses, which, I hope, begin to address your concerns and clarify some of the outstanding issues. Also attached is a Communications and Outreach Update, which lists the communications and outreach efforts initiated by staff to publicize the 4MRV efforts.

As a follow up, staff will schedule a meeting with the three of you, as well as the Working Group Chair and Vice Chairs, to discuss next steps for the process and how we can move forward together, ensuring that the community is fully engaged.

Time has been set aside to discuss the attached comments and responses as part of the 4MRV Working Group meeting tomorrow night, so I encourage you to bring your comments and questions at that time.

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**Summary of Comments / Questions / Concerns and Staff Responses**

This is in response to communications received, via e-mail, between October 31<sup>st</sup> and November 22<sup>nd</sup> from Working Group members and alternates, including the Presidents of the Nauck, Shirlington, and Douglas Park Civic Associations.

The comments and questions that we have received fall into several general categories or topic areas that this memorandum will address. Those categories/topic areas include: Meeting/Process Management, Communication, Engagement of Nearby Residents, and Economic Development. The following table paraphrases and summarizes comments gleaned from the various correspondence, and provides staff responses; which by no means are the end of the discussion, but rather an attempt to provide better clarity around the planning process.

#	Category / Topic Area	Working Group Comment / Question	Staff Response
1	<b>Meeting / Process Management</b>	<ul style="list-style-type: none"> <li>• Desire for more interaction / debate / discussion</li> <li>• There should be more collaboration / guidance sought from the Working Group</li> </ul>	<p>The process, as outlined by staff, includes several phases. Phase I of the process focused on providing a thorough Existing Conditions Analysis so that Working Group members will have an understanding of some of the issues, opportunities, and constraints that will need to be evaluated in Phase II – Visioning. This 1<sup>st</sup> phase also included the September 21<sup>st</sup> Community Forum, which allowed Working Group members and other community representative to present their ideas about the future of 4MRV.</p> <p>There will be ample time for discussion among and between Working Group members, as well as the broader community, in the next phase, which began with the Community Visioning Workshop last week.</p>
2		Too many staff at each meeting	<p>Typically, a Core Team of County staff are identified to ensure coordination for each planning process. For this effort, staff from DPR, CPHD, AED, and DES – Transportation attend most meetings to hear the discussion and to be on hand to address questions related to their areas of expertise. As the process proceeds, additional staff may attend meetings, based on the topic areas to be addressed and the expertise that is needed.</p> <p>This level of meeting coverage is intended to ensure that staff with areas of expertise that are pertinent to the study are aware of issues as they arise and can help guide staff’s work through the process.</p>

3		<p>Prior notice of meeting topics / agendas should be available sooner / need more information prior to meetings in order to be prepared</p>	<p>Staff developed a process outline, which was distributed to the Working Group on September 21<sup>st</sup> that provides information about upcoming meeting dates, topics, etc.</p> <p>Staff endeavors to post meeting agendas 3-5 days prior to each Working Group meeting. Between meetings, which have been scheduled 2 weeks apart, staff reviews relevant materials to ensure that the topics to be covered are indeed ready for the meeting and also confers with the Working Group chair.</p>
4		<p>Meeting minutes should be developed after each meeting / there should be a record of information requests and decisions made by the Working Group</p>	<p>Staff develops meeting notes, which address the topics covered and provide an overview of each meeting. Staff also maintains a detailed Issue and Comment Matrix that chronicles major issues, questions, or information requests. Staff will continue to use these two tools to track Working Group discussion and identify issues for follow-up.</p> <p>Going forward, staff will work with the Working Group chair at the end of each meeting to:</p> <ul style="list-style-type: none"> <li>- summarize the issues that have been identified for follow up, and</li> <li>- confirm decisions that the Working Group has made.</li> </ul> <p>At the beginning of each meeting, staff will also endeavor to remind the Working Group where we are in the process, what our next steps are, and what some upcoming topics may be.</p>
5		<p>Redundancy of information being presented / too much time has been devoted to reporting Existing Conditions</p>	<p>Staff agrees that the review of Existing Conditions Analysis by staff and the consultants has led to some overlap of findings. Some of the redundancy and overlap is due to the inter-related analysis of the two study areas, although staff has worked to reduce this as much as possible.</p>
6		<ul style="list-style-type: none"> <li>• The process needs a reset</li> <li>• A second workshop that is planned with more input from the Working Group, is requested</li> </ul>	<p>Staff will set up a time to meet with Working Group and neighborhood leadership to discuss the process, next steps, and how staff can work with the Working Group to better ensure participation/input from neighboring residents.</p>
7	<p><b>Communication</b></p>	<p>No follow-up for attendees not on the Working Group, like a “thank you for attending” / No</p>	<p>It is not customary for non-Working Group attendees to receive follow up correspondence from staff. Staff encourages attendees and other interested parties to sign up for updates on the <a href="http://4MRV.com">4MRV.com</a> web page. Meeting reminders are</p>

		meeting reminders or upcoming topics shared	sent to those who have signed up. At present, there are in excess of 800 recipients of 4MRV e-mail updates.
8		Confusion about "4MRV" name	<p>Staff met with the leadership of the Nauck and Shirlington civic associations prior to the start of the process to discuss, among, other things, the branding efforts for the process.</p> <p>The 4MRV "brand" was developed in response to input staff received that the study name should be descriptive of the study area while not specifically using the words "Nauck" or "Shirlington".</p> <p>Also, terms like "the Crescent" had, in the past, referred only to the area between I-395 and Shirlington Road and not the entire study area, so using that as the name for the process may have created confusion.</p>
9		Outreach / marketing for the Community Visioning Workshop has been inadequate	<p>Staff has worked to publicize the 4MRV process, generally, and the Visioning Workshop, specifically, through various means, including mail (the Citizen), electronic (email / blog/ etc.) and through flyers and postcards.</p> <p><i>Please see the attached Communications &amp; Outreach Update for more details.</i></p>
10		Website has not been updated in a timely manner	Generally, presentations are uploaded to the web page the day after each meeting. Meeting notes and updates to the Comment and Issues Matrix can take longer to post, depending on staff schedules and the complexity of the issues that have been raised.
11		A Listserv, to be used by Working Group members, has been requested.	It has been determined that the use of Listservs by groups appointed by the County Board, such as the 4MRV Working Group, would violate Virginia open meetings laws and therefore is discouraged.
12	<b>Engagement of Nearby Residents</b>	Pop-up event held on Nauck Pride Day <i>[and Nauck residents may not have had an opportunity to attend Nauck Day and visit the park]</i>	<p>The "Saturday in the Park" event, which was held on September 17<sup>th</sup>, was intended as one point of input. Others will be scheduled throughout the process.</p> <p>Specific outreach to, and interaction with, Nauck and/or Shirlington residents was programmed into the Community Visioning Workshop and will be addressed at other times in the process.</p>
13		A mailing to residents living in adjacent Civic Associations has	In addition to other means of advertisement, staff has provided information about the process in the Citizen, which is mailed to all addresses

		been requested <i>[to inform people about the process and the Visioning Workshop]</i>	<p>Countywide, on two separate occasions. Information about the Community Visioning Workshop appears in the November/December issue.</p> <p>Staff will develop a mailing to residents in the Nauck, Shirlington and Douglas Park neighborhoods in early 2017 that will outline a set of alternatives for the larger study area and the park planning area (which will be developed based on on-going community input, the Community Visioning Workshop and further discussions with the Working Group).</p> <p>Staff believes that this planned mailing will be more impactful in terms of informing area residents and soliciting their input.</p>
14		Materials should be produced in Spanish	<p>Materials advertising the Community Visioning Workshop were produced in English and Spanish. Also, the more essential information on the website has been translated to Spanish.</p> <p>Staff resources were available at the Visioning Workshop for Spanish speakers to assist attendees that needed translation services.</p>
15		<ul style="list-style-type: none"> <li>• Input from the neighboring civic associations should be collected separately</li> <li>• Outside groups/organizations are better able to organize and mobilize; input from nearby civic associations may be marginalized</li> </ul>	<p>Staff encourages input from all interested parties, whether they are nearby residents or members of user or advocacy groups, and staff considers and balances their input and ideas.</p> <p>Ultimately, the Area Plan and Park Master Plan should reflect both neighborhood needs and the needs of the broader community. An important role of the Working Group is discussion and evaluation of this balancing of outcomes.</p>
16	<b>Economic Development</b>	Storage facilities were not discussed in the consultant's presentation	Staff is developing a summary document to chronicle Existing Conditions, which will be posted to the 4MRV web page. This document will include updates to the information that was previously presented, including additional analysis of private storage facilities.
17		Why is New District Brewing restricted to locating in an industrial area when	The Zoning Ordinance applies differently, based on the type of business being operated. Capitol City Brewing is primarily a "restaurant" that brews beer for sale on site. New District Brewing

		Capitol City Brewing is located in Shirlington Village?	<p>is a “brewery” that produces and stores beer for distribution, and also sells beer on site (but no food).</p> <p>Based on how these businesses operate, the Zoning Administrator determined that Capital City Brewing could locate in an area zoned for commercial/mixed-use development, whereas New District should be located in an industrially-zoned area.</p>
18		The consultant’s presentation did not discuss the increase in businesses over time	<p>It is clear that the types of businesses within the study area has changed over time, from primarily industrial to primarily service commercial uses.</p> <p>Although the types of businesses have changed, it cannot be determined whether the <i>number</i> of businesses has changed. The transition in the area is primarily due changes in the real estate market vis-à-vis the lack of demand for industrial uses and the ease of reuse of existing structures by service commercial users.</p>
19		The consultant’s presentation did not discuss vacancy, business revenues/ business projections	<p>There is essentially no vacancy in this area, although some properties are not fully utilized.</p> <p>Staff does not have access to the business records of the businesses within the study area, so no determination can be made regarding revenues or projections. This level of information is not appropriate or necessary for a planning study.</p>
20		The consultant’s presentation did not discuss the increase in residents over time - there are 171 new townhouses across Four Mile Run Drive from Jennie Dean Park	<p>The County does not have a metric for measuring the amount of park space per resident, nor from a policy perspective, has a goal been established by the County. In the absence of such a metric or standard, noting population change would not lead to recommendations along the lines being suggested.</p>
21		Indicate the number of special events / festivals held in the area	<p>Staff can obtain this information and will share it with the Working Group.</p>
22		Could Transfer of Development Rights (TDRs) be leveraged [to facilitate the implementation of the vision]?	<p>Yes. However, it would depend on the vision and goals to be achieved by the adopted Area Plan and Park Master Plan.</p> <p>Once more is known about the vision and goals and preferred development concepts for the Area Plan area and the Park Master Plan area are developed, there will be discussions of possible</p>

			implementation strategies, which may include TDRs.
23		What is the area from which auto repair shops draw customers?	This information could be obtained through informal interviews with auto repair operators. Staff will follow-up to get a sense of where auto repair shop customers come from.
24		How much tax revenue is generated by dog-related businesses?	Staff cannot obtain information, at this level of specificity, from the Commissioner of Revenue's Office because of privacy issues.
25		Additional analyses: <ul style="list-style-type: none"> <li>• A park drives X dollars in revenue</li> <li>• Softball / baseball drives X dollars in revenue</li> <li>• XYZ type businesses near parks generate ____ in revenue</li> </ul>	There are no case studies or previous analyses that identify these metrics.  However, it is clear, based on anecdotal evidence that new park and recreation facilities typically increase park usage. Additionally, complementary private uses, such as restaurants or business, targeting park users (bike shops, pet services, etc.) can have a symbiotic relationship that increases usage and activity in the area.
26		Provide tax revenues for all businesses in the area	For the entire study area, approximately \$2,262,902 in real estate taxes and \$407, 238 in business taxes were collected in 2015.
27		Are there benefits to having park patrons park in Shirlington (i.e. shop, dine)?	Yes, there are positive economic and environmental impacts to parking once and visiting business, governmental and recreational uses.  Generally, the County attempts to promote shared parking through the plans that are adopted in development/growth areas.
28		What impact do auto and dog business patrons have on other businesses while they wait?	It is not known. Information of this nature could be obtained through a survey of local business patrons, however, resources have not been devoted to this task.
29		Old base maps were used – some newer uses, such as storage, were not shown.	Staff will work to ensure that, going forward, base maps and other materials that are presented are up to date.





November 2016

## 4MRV Communications & Outreach Update

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### RECENT ACTIVITY

#### Web

- Project website has new [meeting documents](#), summaries and updated calendar of events.
- [Visioning Workshop subpage](#): a one-stop place for info with schedule, materials and updates.
- Printer-friendly PDFs were posted of [workshop flyers](#), also available [in Spanish](#).
- [Project newsfeed](#):
  - Announcement of Visioning Workshop (Nov 3)
- Featured image sliders advertising workshop are posted on key landing and homepages throughout County and Department sites; a workshop event was posted to the Teen Portal.
- Website Impact (past six months: June 1 – November 28)
  - 5,205 overall website page views; 3,872 unique visitors
  - Analytics show users spend the most time on the “Documents” and “About the Area” pages.

#### Email

- Project email list – 845 subscribers
  - 6 email outreach updates sent in October & November with meeting and workshop invites, maps to locations, reminders and quick links to project documents.
    - On average, each email resulted in 230 document or webpage clicks
    - Subscriber list includes all civic association presidents, commission chairs, condo associations, BIDs, community members, project staff, working group members and County Board members
  - Targeted emails with workshop invitations were sent to County Advisory Boards and Commissions, sports & recreation league lists including those who use Jennie Dean Park, churches, PTAs, and community groups in the 4MRV area including Nauck, Shirlington and Douglas Park.
  - Backpack Mail, delivered to APS parents via email was distributed to elementary and middle schools in the study area, including Randolph, Drew, Claremont, Abingdon and Fairlington schools.

#### eNewsletters

- Included workshop invitation and links in recent editions of:
  - Arlington Insider (weekly to 10,000+ subscribers)
  - Planning & Building eNews (monthly to 2,600+ subscribers)
  - Department of Parks & Recreation eNewsletter (7,187 subscribers)
  - Barcroft Sports & Fitness Center eNewsletter (6,248 subscribers)
  - Charles Drew Community center eNewsletter (682 subscribers)
  - Arlington Arts web articles, eNewsletter

## Social Media

- **20+ tweets and posts** about 4MRV project and upcoming workshop via:
  - @ArlingtonVA: 20,300 Twitter followers; 11,314 Facebook followers
  - @planArlingtonVA: 610 Twitter followers; 111 Facebook followers
  - @arlparksrec: 3,660 Twitter followers; 8,805 Facebook followers



- NextDoor posts to multiple neighborhood forums
- Workshop event dates, times and information have been posted to the MyArlington event app

## Mail

- Citizen newsletter, a local paper delivered by USPS to every household in Arlington:
  - [April 2016 Issue](#)
  - [November 2016 Issue](#)



## Community Signage

- **5 large banners** have been posted throughout the study area for motorists, pedestrians, cyclists and visitors.
- **3 sandwich poster boards** have been posted inside Jennie Dean Park, outside Shirlington Library and outside Drew Elementary School.
- **Event flyers, also in Spanish**, were posted in community, County buildings, parks and community centers and libraries. Bilingual event flyers and postcards were made available for Working Group members to distribute to their constituents and groups.
- **2,500 bilingual postcards** were printed and have been handed out to residents at events such as Day in the Park, farmers markets, area businesses and more.
- Workshop schedule and info posted to **electronic bulletin boards** (“eboards”) in all County facilities
- **Interactive chalkboards** set up in Jennie Dean Park created awareness and allowed users to get creative with their ideas for the park. County staff has collected photos of the boards on an almost-daily basis to build a record of responses. Additional chalkboards are being placed in the park with more information.
- **“What Makes a Great Park?”** signage is being developed for placement in park study area.



### News Media

- Key media alerted to workshop dates, times, links and invited to cover the multi-day event
- Submitted calendar event requests to hyperlocal blogs such as Patch, ARLnow and Greater Greater Washington

### Video

#### *ArlingtonTV*

- [“Around Arlington” news program](#)

#### *4MRV webpage*

- [Live video of speaker presentations](#) from Sept 21 Community Forum

### Outreach Events & Presentations

- Saturday in the Park
- Park survey pop-up’s (more to come)
- Staff outreach in park areas – postcard distribution, speaking with park users
- Fairlington Farmers’ Market
- Staff-stakeholder coffee chats
- 4MRV Shirlington Civic Association stream clean-up event

### WHAT’S NEXT?

- Collaboration meeting scheduled with staff, communications and WG leadership (Nov 28)
- Final outreach push with reminders for December workshop scheduled through email, web, social media and media channels (Nov 28 - Dec 6)
- Live social media and web coverage of workshop; including “wrap-ups” and outcomes (Dec 2 - 6)
- Potential online survey to parallel workshop feedback (TBD)
- Video of workshop for upcoming ArlingtonTV segment (Dec 3)
- Coordination with Civic Association meetings (TBD)
- Project emails, web updates, social media posts about next WG mtgs (ongoing)

