

# WBC Regional Economic Development Panel

## Alexandria Economic Development Partnership

Stephanie Landrum  
*President & CEO*

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ALEXANDRIA  
ECONOMIC  
DEVELOPMENT  
PARTNERSHIP

A photograph of a city street at night, featuring modern buildings with lit windows, streetlights, and light trails from moving vehicles. The word 'GROW' is overlaid in large, white, outlined letters.

# GROW

ALEXANDRIA

Washington Building Congress

March 2019

# NEW REGIONAL BRAND- INNOVATION LIVES HERE

**A REGION TRANSFORMED**  
Over the last two decades, we have undergone a transformation. We've flipped the script: once a Washington, D.C. suburb, NOVA is now a thriving destination in its own right.

## The Case for Northern Virginia



### North America's top producer of tech talent

The D.C. metro is the country's most educated region and it produces more computer science graduates than any other metropolitan area. The combination of talent available in the metro, with additional tech talent production from Virginia's world-class higher education system, ensures NOVA will maintain and enhance its edge with access to the best and brightest.



### A global and inclusive region on a human scale

We are one of the country's most racially, ethnically, and internationally diverse regions. Women are twice as likely, and African Americans five times as likely, to work in the technology sector in NOVA than in Silicon Valley; and our communities are ranked among the most LGBTQ-friendly nationwide. NOVA offers something for everyone: some of the country's most interesting cultural and historical sites, sports teams in all major leagues, and a dynamic food and wine scene.



### America's only metro leading public and private sector innovation

Innovation is in our lifeblood. The region's legacy of transformative technologies transcends sectors, from DARPA's role in inventing the internet, to more than 70 miles of automated corridors for connected and autonomous vehicle testing; to the region's history as the foundation of the telecom revolution and our current depth of technology companies - we sit uniquely at the nexus of public and private innovation.



### A stable and competitive partner with a legacy of exceptional governance

Virginia is consistently rated among the best states in which to do business by leading publications. Of all the Fortune 500 companies based in the greater D.C. area, two-thirds have chosen to locate in NOVA. In 2017, U.S. News & World Report ranked Virginia as the No. 2 best state for governance, considering fiscal stability, budget transparency, and state integrity.

## Key Messages and Themes

- Talent
- Connectivity
- Livability
- Diversity and Inclusion
- Excellent Business Climate

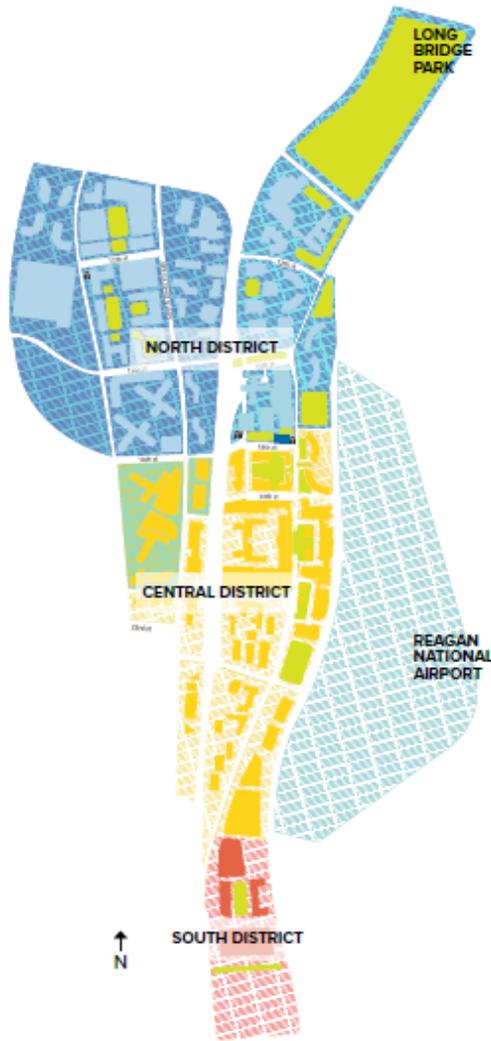
Talent National Landing Connectivity Livability Business Climate Info Downloads



Innovation lives here



# THREE CONNECTED URBAN DISTRICTS ACROSS TWO JURISDICTIONS



Innovation lives here

3  
connected urban districts

24,000  
housing units affordable at  
average Amazon income  
within two miles

+17,000,000  
square feet of office space

Walk to Reagan National Airport, Metrorail,  
Virginia Railway Express, and bus rapid transit  
routes

15  
minutes to everywhere –  
housing, talent, and government



Arlington is #1 for Millennials and  
Alexandria is #4 - Niche (2017)



Arlington: #1  
best city to live without a car



A+  
for commitment to inclusivity and  
equality - Human Rights Campaign's  
Municipal Equality Index



Alexandria: #1  
city for entrepreneurs - Entrepreneur  
Magazine (2017)

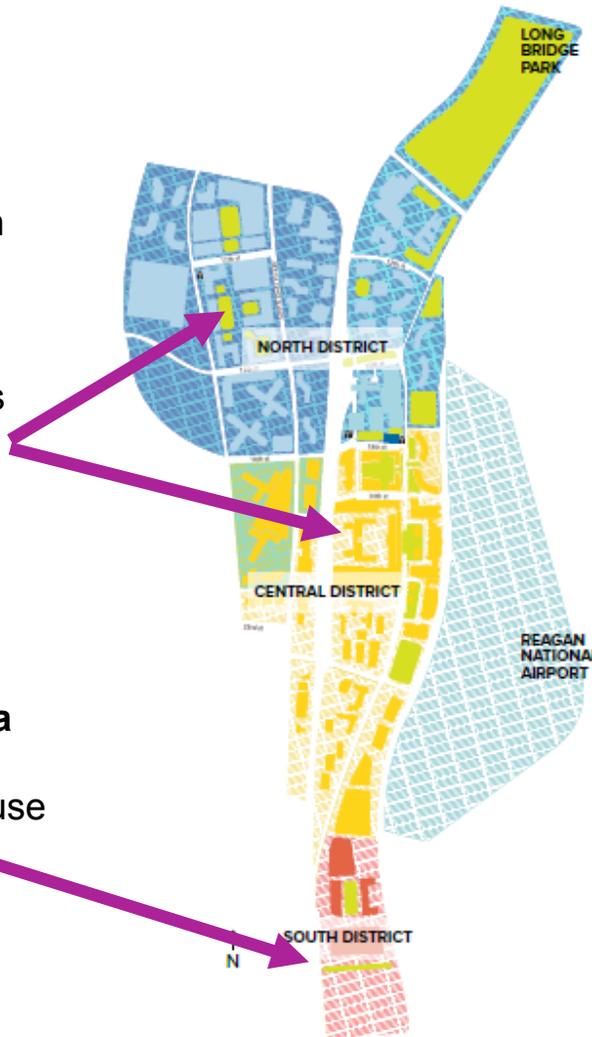
# AMAZON SELECTS NOVA'S NATIONAL LANDING FOR A HQ2 SITE

**Amazon selects NOVA** for HQ2 site after 14-month search

- \$2.5 billion investment by Amazon in Arlington County
- At least 25,000 new HQ jobs within 12 years

**New Virginia Tech Innovation Campus to locate in Alexandria**

- \$1 billion investment by VT
- 1 million square foot mixed-use campus

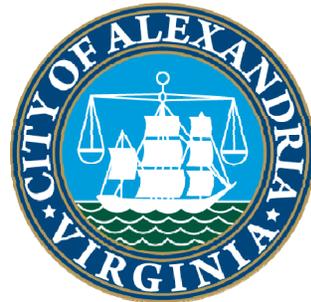


**New State investments** in transportation, affordable housing, higher education and K-12 education for National Landing and NOVA

# VIRGINIA TECH INNOVATION CAMPUS

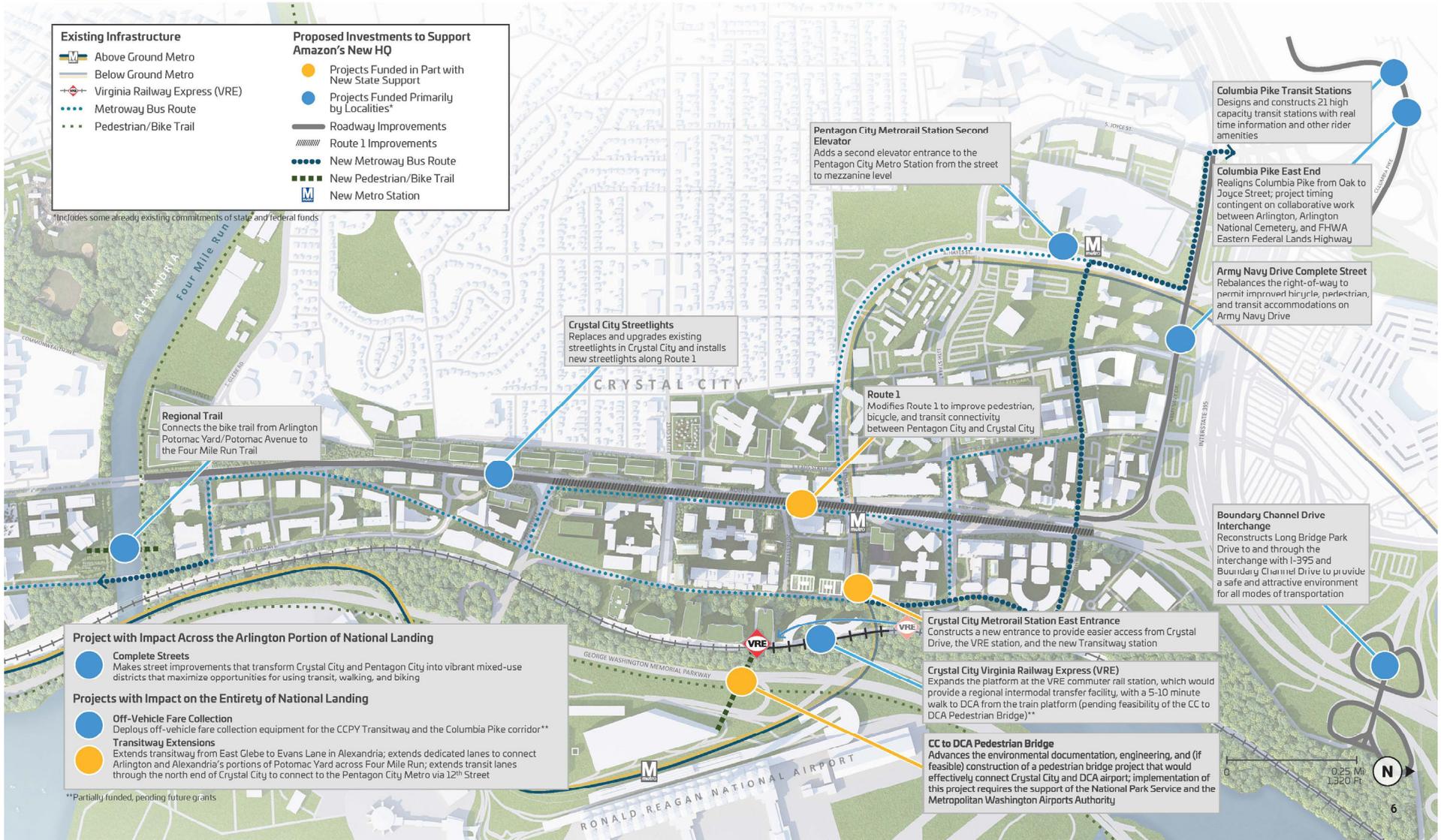
## SELECTED POTOMAC YARD IN NATIONAL LANDING

- In **Alexandria**, the **Virginia Tech Innovation Campus** will deliver leading programs in computer science and software engineering for graduate and doctoral level students
- Will locate in **Oakville Triangle**
  - \$1 billion investment by Virginia Tech, over two phases
  - Phase 1 = 1 million square feet mixed-use campus with academic, residential, commercial space for entrepreneurs and companies, and neighborhood serving retail; delivery in 2022

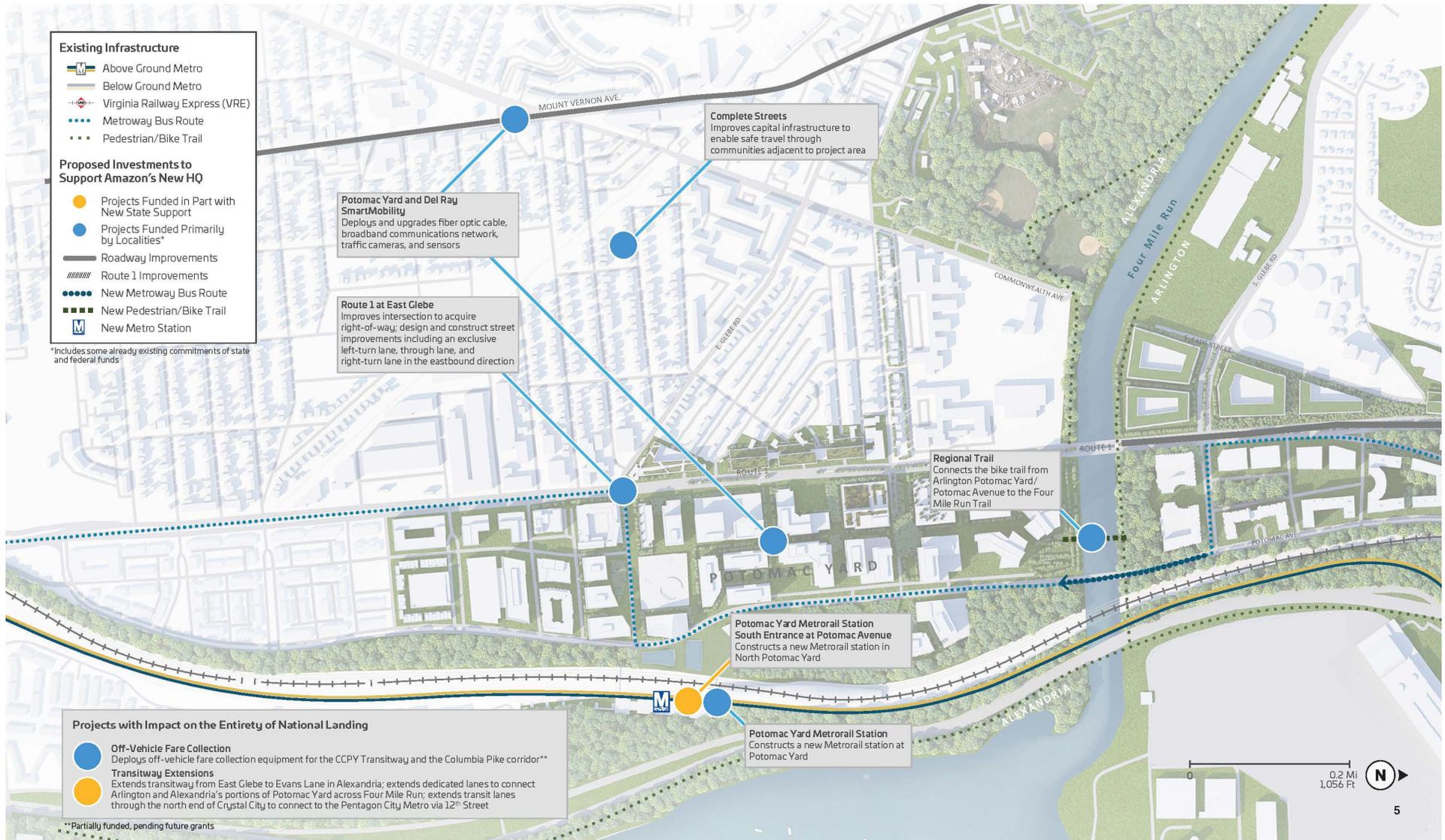


Innovation lives here

# Proposed National Landing Infrastructure Projects - Arlington



# Proposed National Landing Infrastructure Projects - Alexandria



Innovation lives here

# City of ALEXANDRIA



## KEY LANDMARKS

1. Landmark Mall
2. BRAC-133 – Mark Center
3. Inova Alexandria Hospital
4. T.C. Williams High School
5. George Washington Masonic Temple
6. United States Patent and Trademark Office
7. The Birchmere Music Hall
8. Potomac Yard Shopping Center
9. Alexandria City Hall
10. Torpedo Factory Art Center

**M** Metro Station  
 BLUE LINE  
 YELLOW LINE

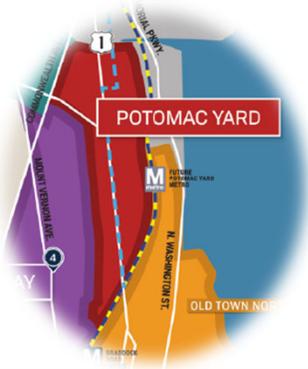
King Street Trolley

VRE / Amtrak Station

Residential Area

Public Park

Ronald Reagan Washington National Airport



**Public investment in infrastructure leads to continued private investment**



Region's first Bus Rapid Transit



Metro Station - coming soon



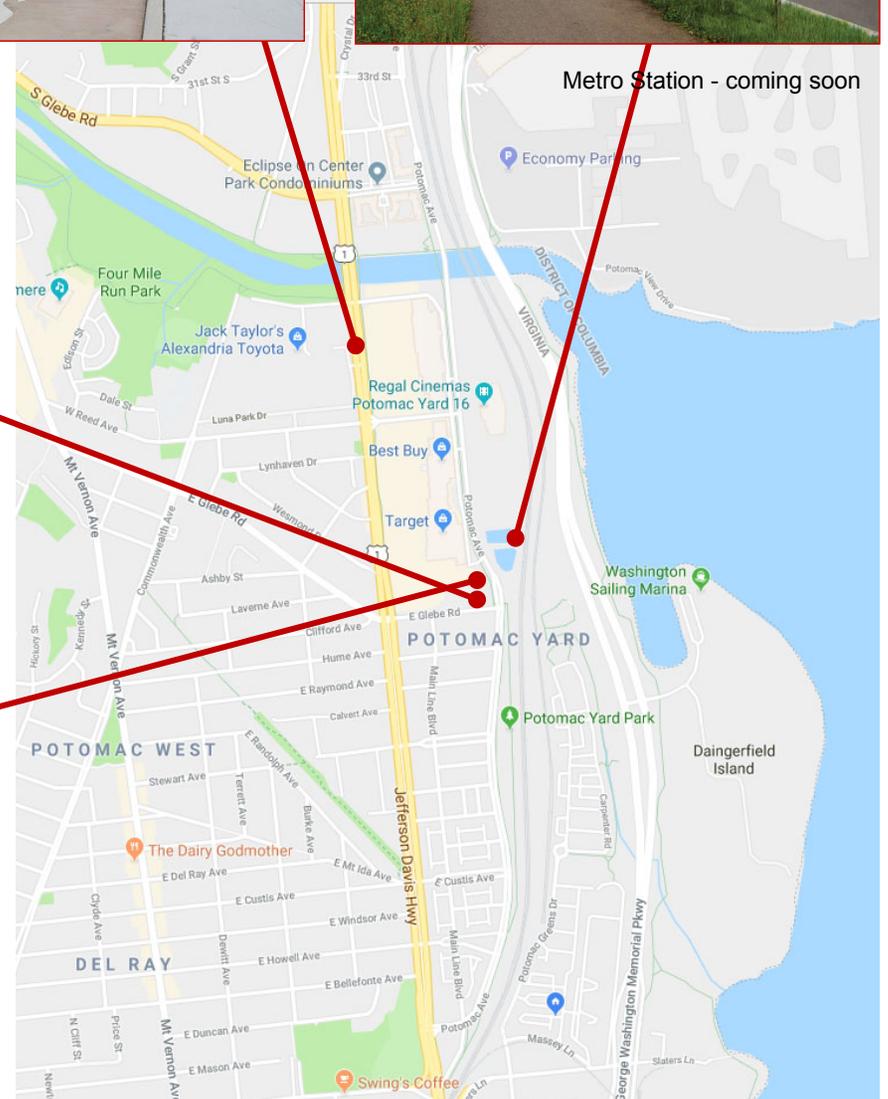
Delivered

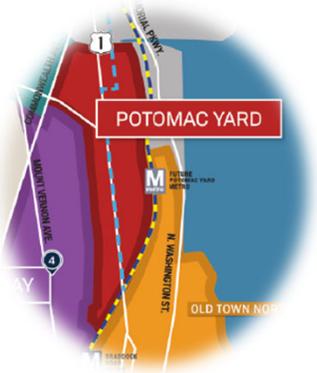
100,000 SF Office headquarters, fully pre-leased delivering Fall 2018



Under Construction

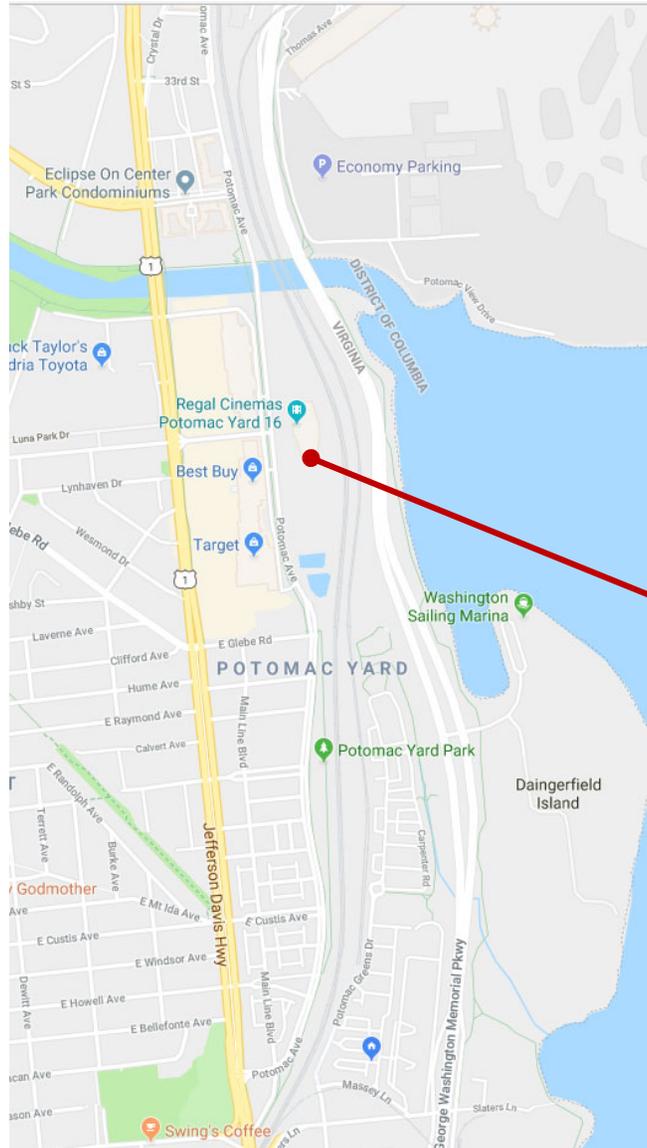
108,000 SF Office headquarters- includes 40,000 SF for lease to other tenants





Extensive private investment to continue- and national attention from corporate users

- 7.5M SF of new development
- 930,000 SF Retail
- 1,930,000 SF office
- 1,100,000 FS residential
- 170,000 hotel
- 3,395,00 SF additional office or residential



Master development partner to align delivery with Metro opening





Old Town North: attracting investment by residential and retail developers through the City's first Arts & Cultural District



Repurposing old buildings and adding density to surface parking lots

Infill redevelopment projects

Edens' 530 First Street- full City block redevelopment



Under Construction



Approved

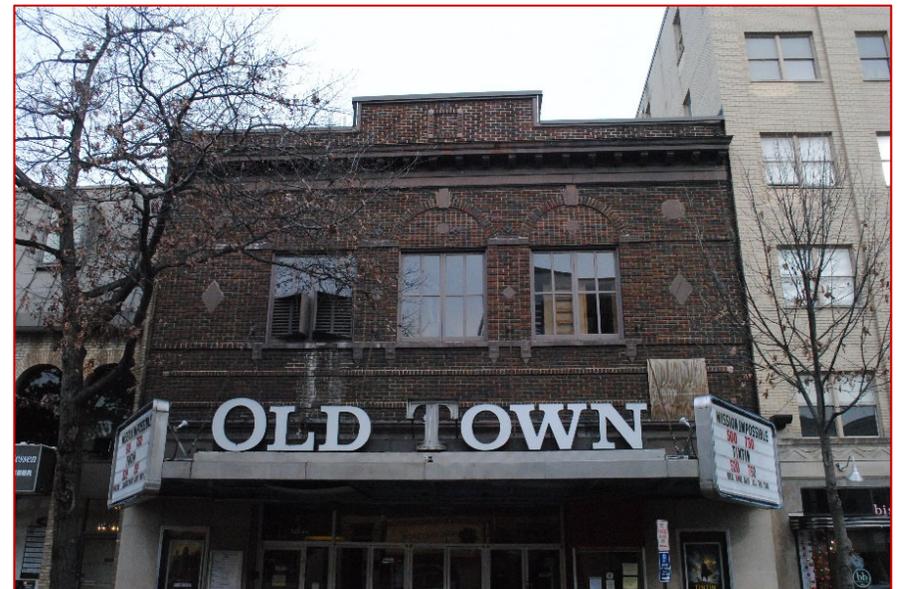


New owners in Old Town investing in assets that have experienced deferred maintenance



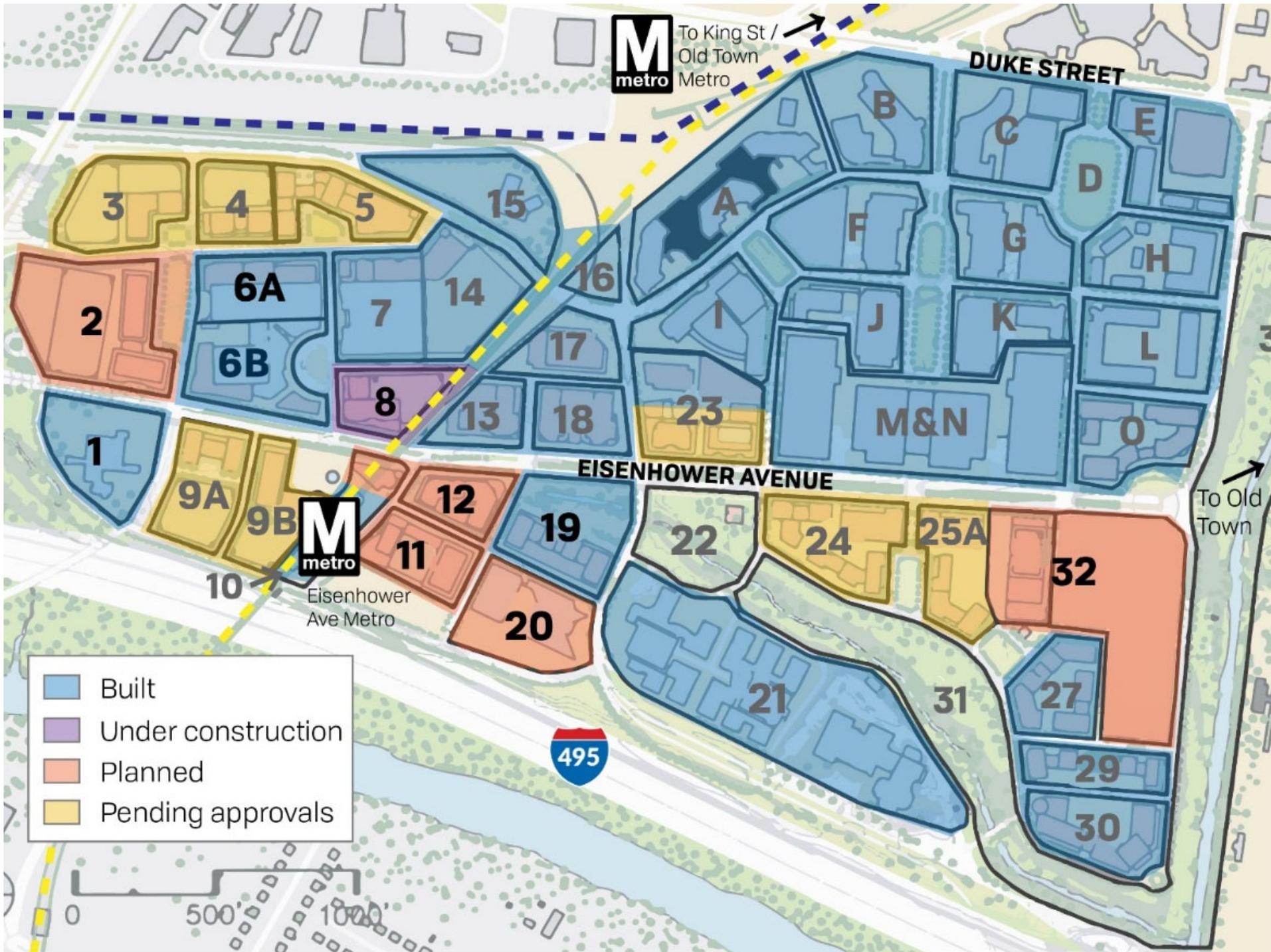
Prominent retail and entertainment buildings

Dated office buildings



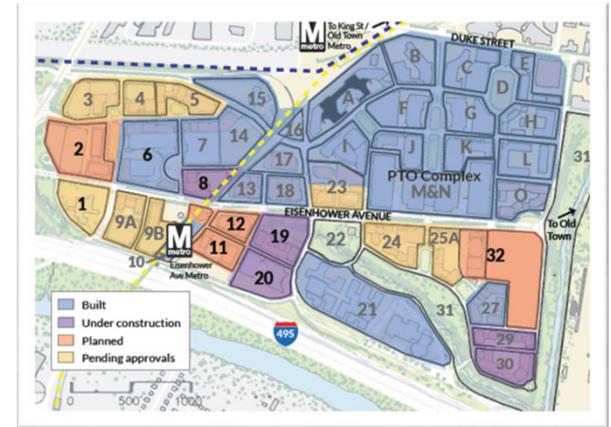








Renovated & repositioned hotel



Approved, single-tenant office



National Science Foundation HQ

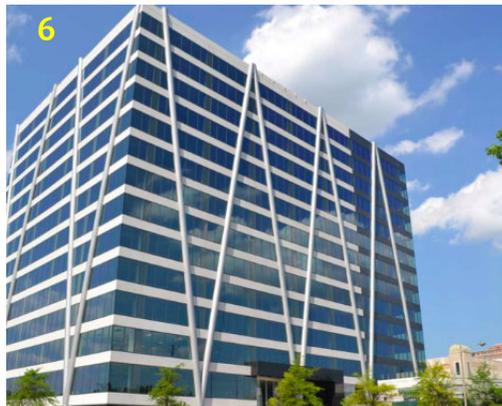


Luxury apartments and condominiums



Anchor retail & residential

4 & 5



Rehab of obsolete office buildings



Residential & Hotel mix



32

# Eisenhower West



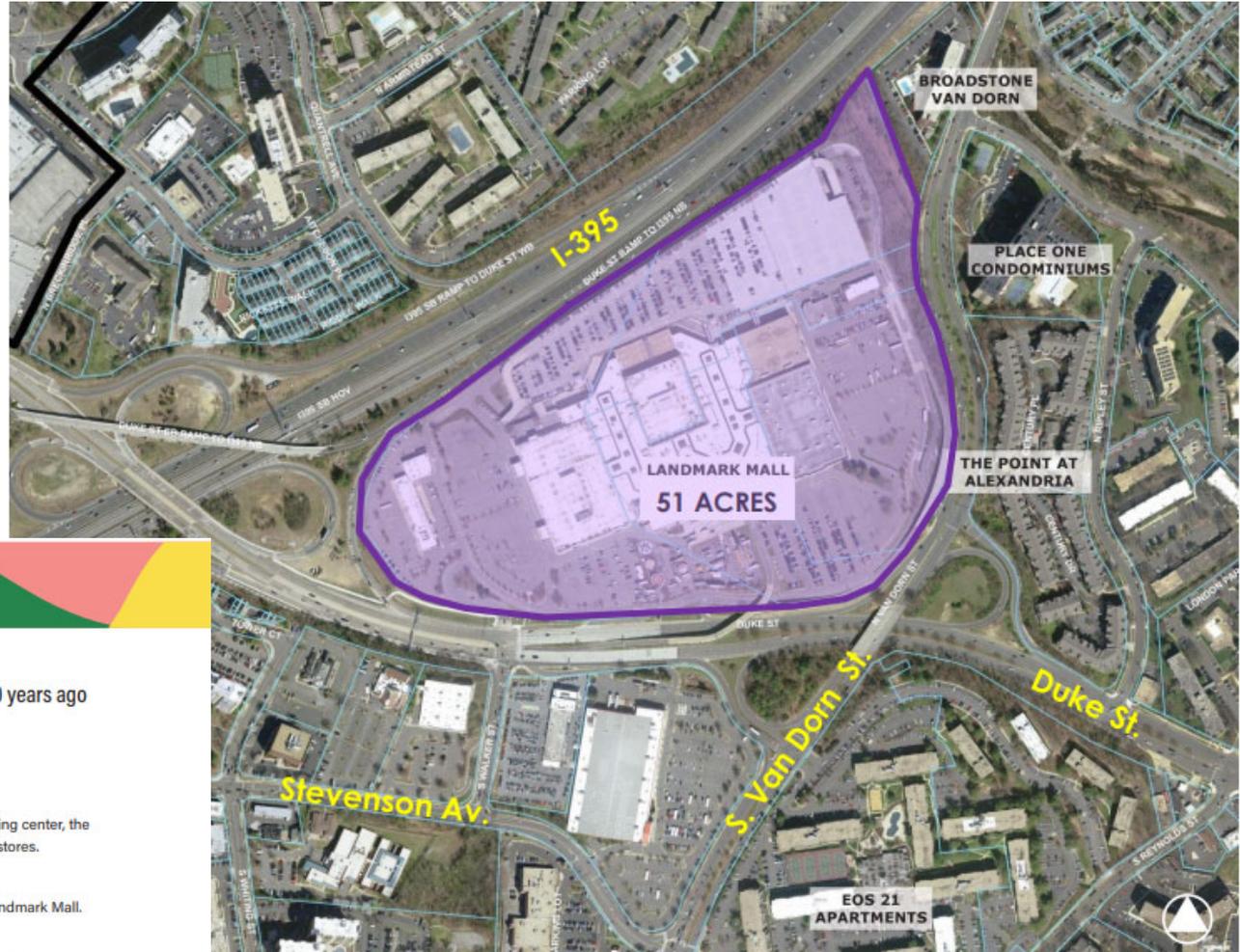
3.1M SF of new development  
300,000 SF Retail  
2,400 residential units  
150 room hotel



24-acre consolidation of retail & warehouse



Mixed-use development with Senior Living



# LANDMARK

## PAST & PRESENT

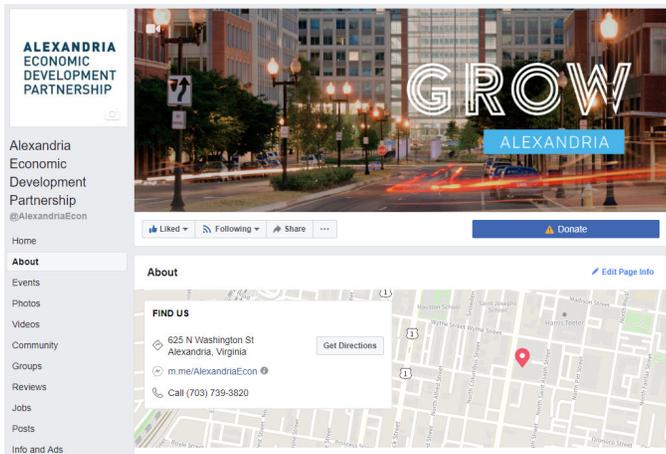
A prominent Alexandria feature since its opening more than 50 years ago

- 1962-1963** Construction begins on the 51-acre site.
- 1965** Landmark Center opens as an open-air shopping center, the first in the region to feature three department stores.
- 1989** Renovation and re-opening as an enclosed Landmark Mall.
- 2006** General Growth Partners (then-owner) gets approval to convert back to an open-air town center.
- 2009** City adopts the Landmark/Van Dorn Corridor Plan with a vision for Landmark as a mixed-use urban village.
- 2013** Howard Hughes Corporation (new owner) gets approval to redevelop central portion of the mall, the only portion they owned at the time.
- 2015** City approves amendment to 2013 approval.
- 2016** Howard Hughes acquires Macy's.
- 2018** Howard Hughes indicates readiness to redevelop the entire site, maintaining the vision of the 2009 Plan with some refinements.



# Multiple ways to keep up with us!

Facebook, Twitter, Instagram & LinkedIn – Alexandria Economic Development Partnership | @alexandriaecon



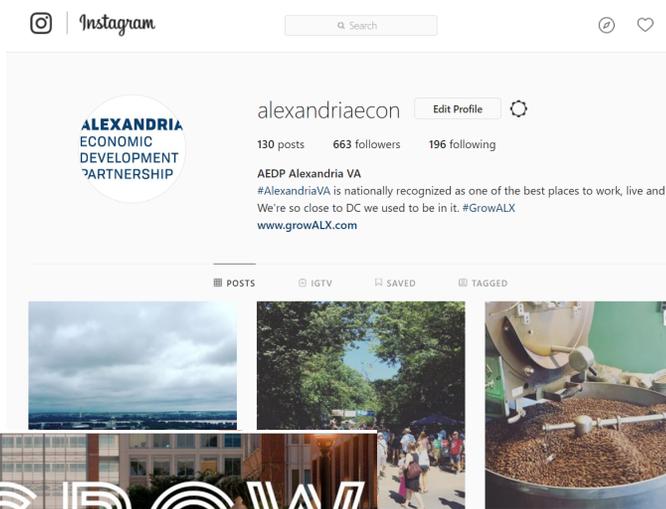
**ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP**

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@AlexandriaEcon

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**GROW ALEXANDRIA**

625 N Washington St  
Alexandria, Virginia  
m.me/AlexandriaEcon  
Call (703) 739-3820



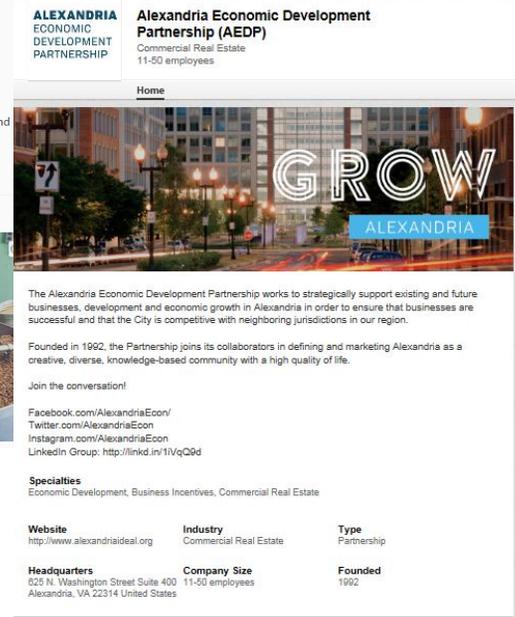
**ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP**

alexandriaecon

130 posts 663 followers 196 following

AEDP Alexandria VA  
#AlexandriaVA is nationally recognized as one of the best places to work, live and We're so close to DC we used to be in it. #GrowALX  
www.growALX.com

POSTS IGTV SAVED TAGGED



**ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP**

**Alexandria Economic Development Partnership (AEDP)**  
Commercial Real Estate  
11-50 employees

Home

**GROW ALEXANDRIA**

The Alexandria Economic Development Partnership works to strategically support existing and future businesses, development and economic growth in Alexandria in order to ensure that businesses are successful and that the City is competitive with neighboring jurisdictions in our region.

Founded in 1992, the Partnership joins its collaborators in defining and marketing Alexandria as a creative, diverse, knowledge-based community with a high quality of life.

Join the conversation!

Facebook.com/AlexandriaEcon/  
Twitter.com/AlexandriaEcon1  
Instagram.com/AlexandriaEcon  
LinkedIn Group: http://linkd.in/1VqQd0

**Specialties**  
Economic Development, Business Incentives, Commercial Real Estate

<b>Website</b> http://www.alexandriaideal.org	<b>Industry</b> Commercial Real Estate	<b>Type</b> Partnership
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<b>Headquarters</b> 625 N. Washington Street Suite 400 Alexandria, VA 22314 United States	<b>Company Size</b> 11-50 employees	<b>Founded</b> 1992
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**ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP**

Tweets 2,770 Following 699 Followers 1,853 Likes 592 Lists 2 Moments 0

**AEDP**  
@AlexandriaEcon  
#AlexandriaVA is a hotspot for rodstar businesses. /News of the Alexandria Economic Development Partnership/ (AEDP) | FB: on.fb.me/7M0492 | #GrowALX  
Alexandria, VA  
@alexconorg  
Joined May 2011  
571 Photos and videos

**Tweets & replies**

AEDP @AlexandriaEcon · Jul 26  
#ThursdayThoughts- sometimes staying focused (at work, at home, in business, in life) can be hard! Check out this @Forbes #entrepreneur article with some tips on the topic

**Your Tweet activity**  
Your Tweets earned 4,453 impressions over the last 28 days  
View your top Tweets

**Who to follow**  
Followed by Alexandria Rash and others  
Melinda Sigal @melinda...

**Recent Updates**

**Alexandria Economic Development Partnership (AEDP)** This Week in Economic Development: Alexandria State of the Market with **Blizzard** is Wednesday (http://bit.ly/2wXgDn) , Alexandria is a Top 100 place to live, over 80 restaurants offering Alexandria Restaurant Week specials & More! Read this week's full newsletter here: http://contia.co/2U3HLT

**Alexandria**  
contia.co · The Ad Hoc Joint City-Schools Facility Investment Task Force will be touring City and ACPs facilities as part of its mission to oversee the development of a Joint City-Schools Facility Capital Improvement Plan and provide recommendations related to...

**ALEXANDRIA ECONOMIC DEVELOPMENT PARTNERSHIP**

# HQ2 NOVA AT NATIONAL LANDING

## IN ARLINGTON, AMAZON WILL:

- Lease approximately 500,000 square feet of existing office space at 241 18th Street S, 1800 S Bell Street and 1770 Crystal Drive.
- Purchase Pen Place and Met 6, 7, 8 land in JBG SMITH's Future Development Pipeline with Estimated Potential Development Density of up to 4.1 million square feet. JBG SMITH has the right to time the expected closings of the land parcel sales to facilitate 1031 exchange opportunities.
- Engage JBG SMITH as its development partner, property manager and retail leasing agent.
- Commence predevelopment and planning of the first office building in 2018, with construction expected to begin in 2019.

