



# COLUMBIA PIKE COMMERCIAL MARKET STUDY



EDC MEETING

MARCH 12, 2019

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# Background

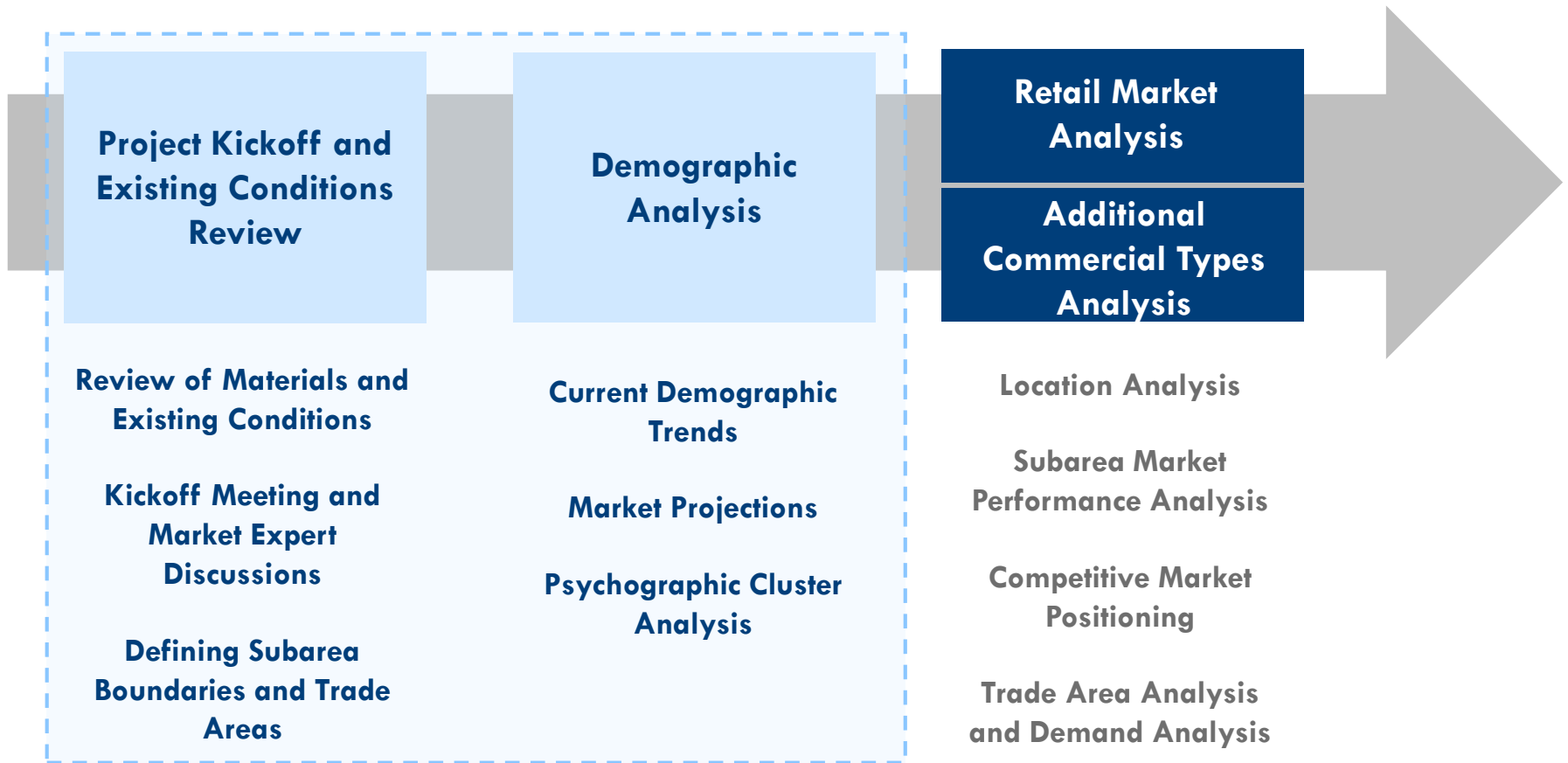
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- 1) County Board guidance to conduct a study that **interprets existing conditions** and **identifies opportunities** for improved market performance
- 2) Meant to be **technical and data driven** rather than a visioning exercise
- 3) The results **will not directly change existing policies**
- 4) HR&A Advisors selected to lead study with **expected completion by June**

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# Scope Overview

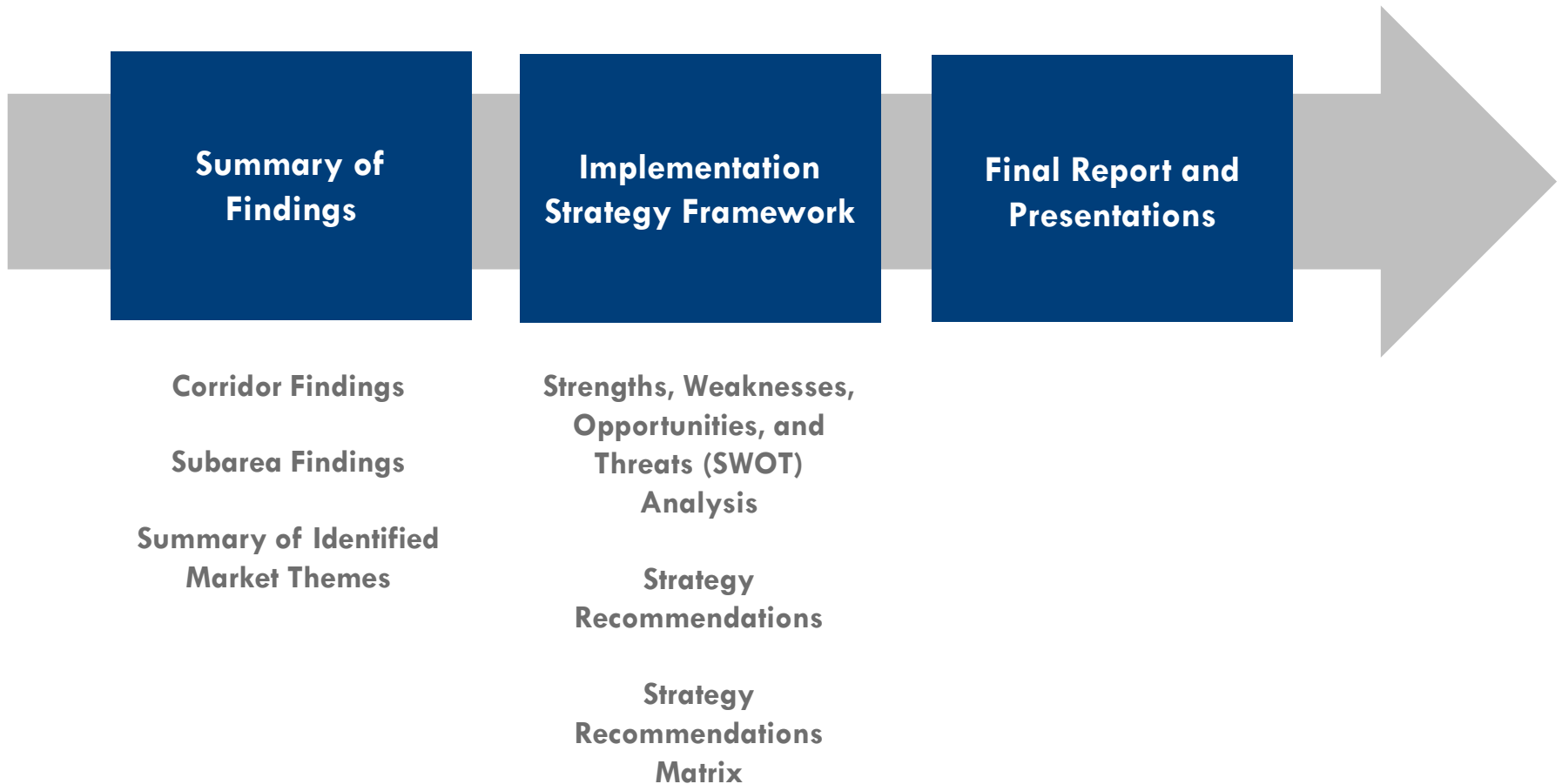
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# Scope Overview

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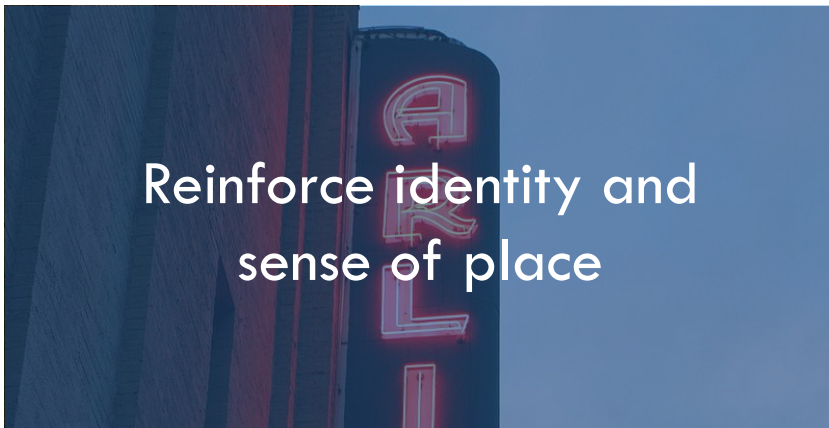
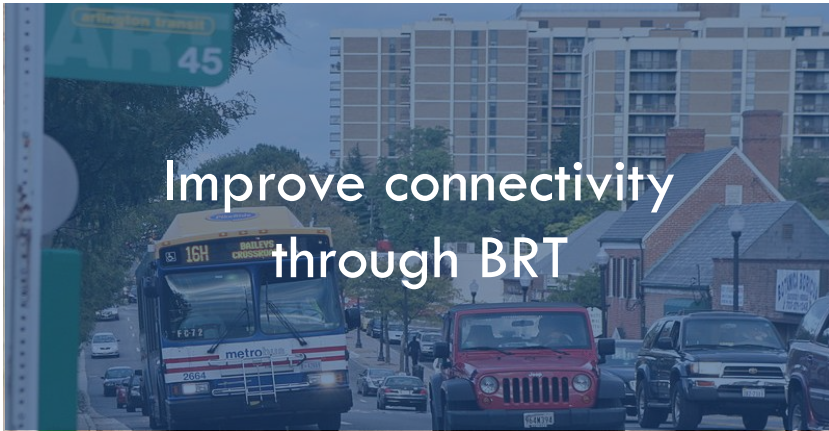




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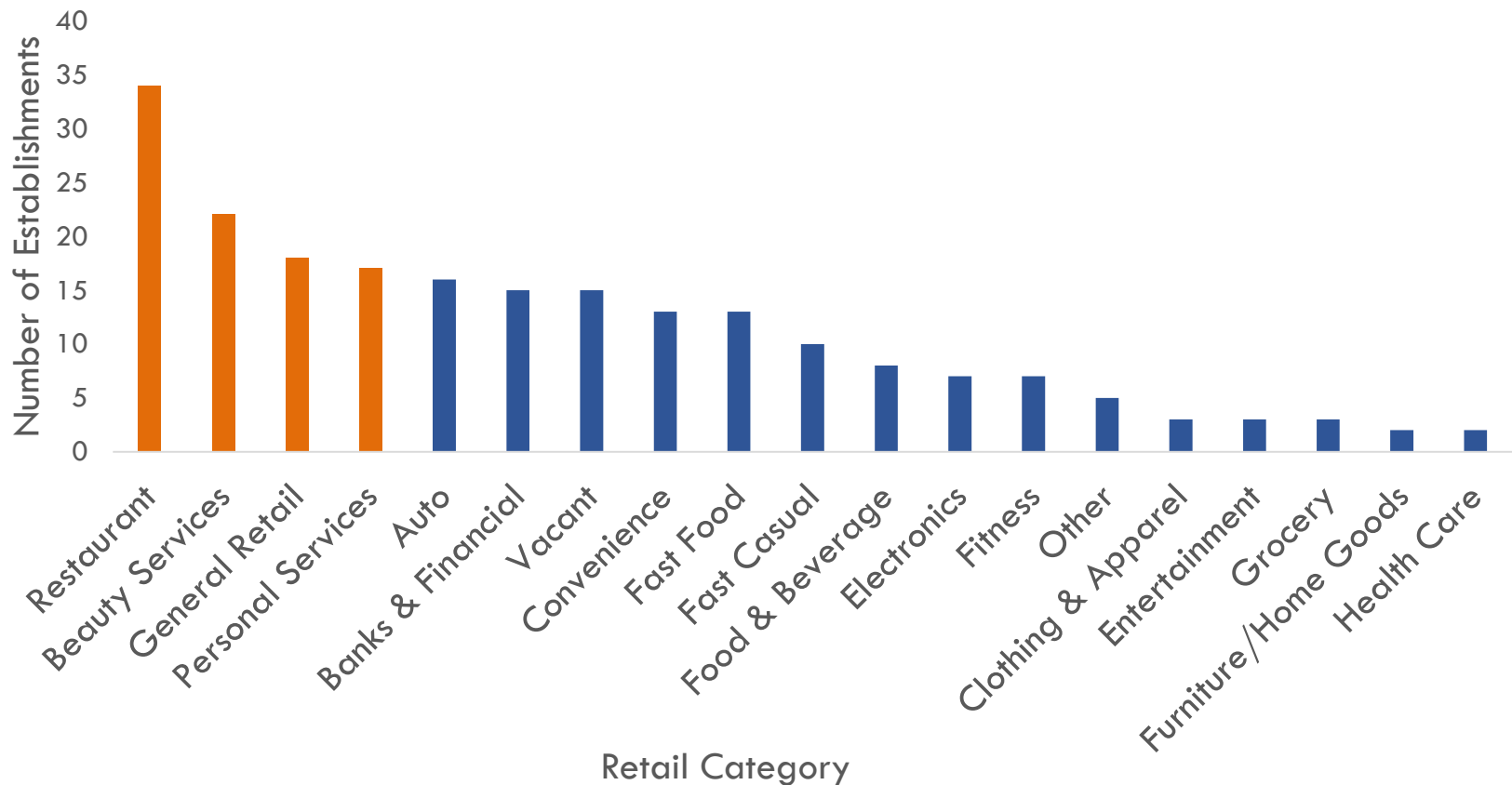
HR&A's commercial market study is part of a broader effort to enhance the Columbia Pike Corridor.

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Existing retail along Columbia Pike's is concentrated in neighborhood-serving uses for the local residential population.

### RETAIL ESTABLISHMENTS BY TYPE, COLUMBIA PIKE CORRIDOR



Since adopting form-based code in the mid-2000's, a number of projects have been built along the Pike and others are now under construction.

## RECENT AND UNDER CONSTRUCTION DEVELOPMENT

### Existing:

**SIENNA PARK APTS.**  
2009

**PENROSE SQUARE**  
2011

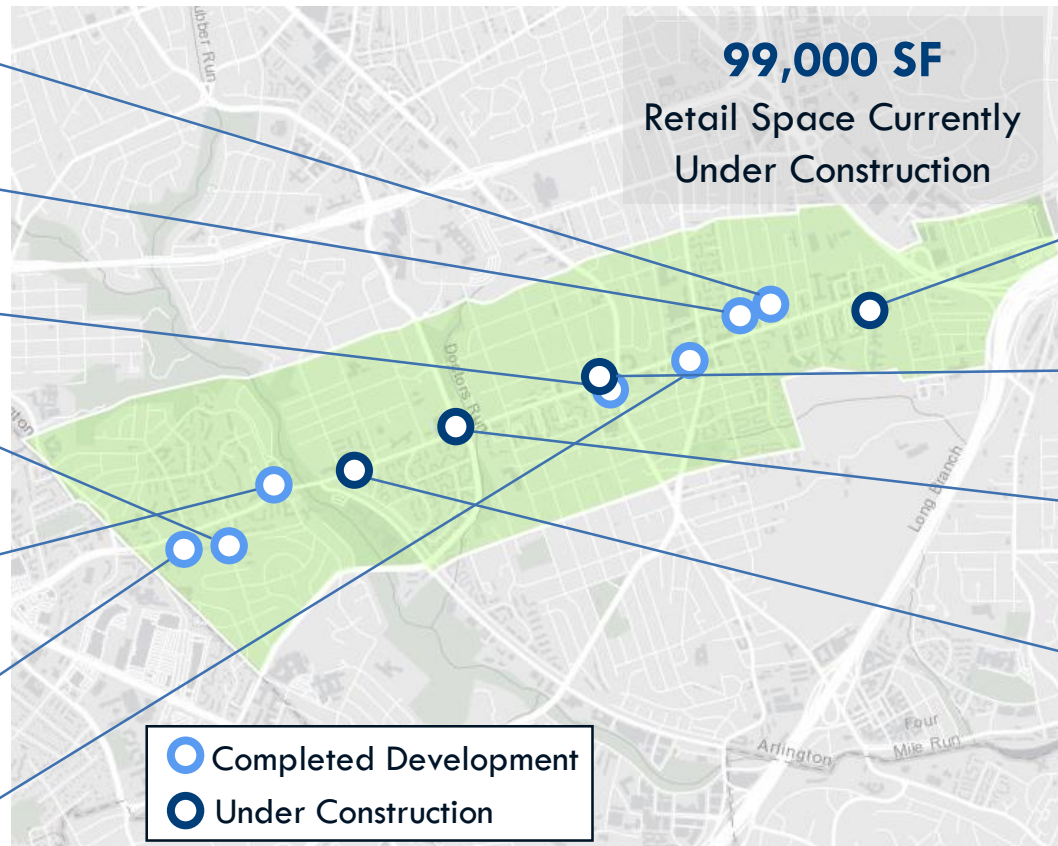
**PIKE 3400**  
2015

**COLUMBIA HILLS APTS**  
2018

**ARLINGTON MILL RES.**  
2013

**55 HUNDRED**  
2009

**AVALON COLUMBIA PKE**  
2009



### Under Construction:

**THE TROVE**  
Summer 2019

**GILLIAM PLACE**  
Spring 2019  
9,000 SF | La Cocina

**VILLAGE CENTER**  
Fall 2019  
82,000 SF | Harris Teeter

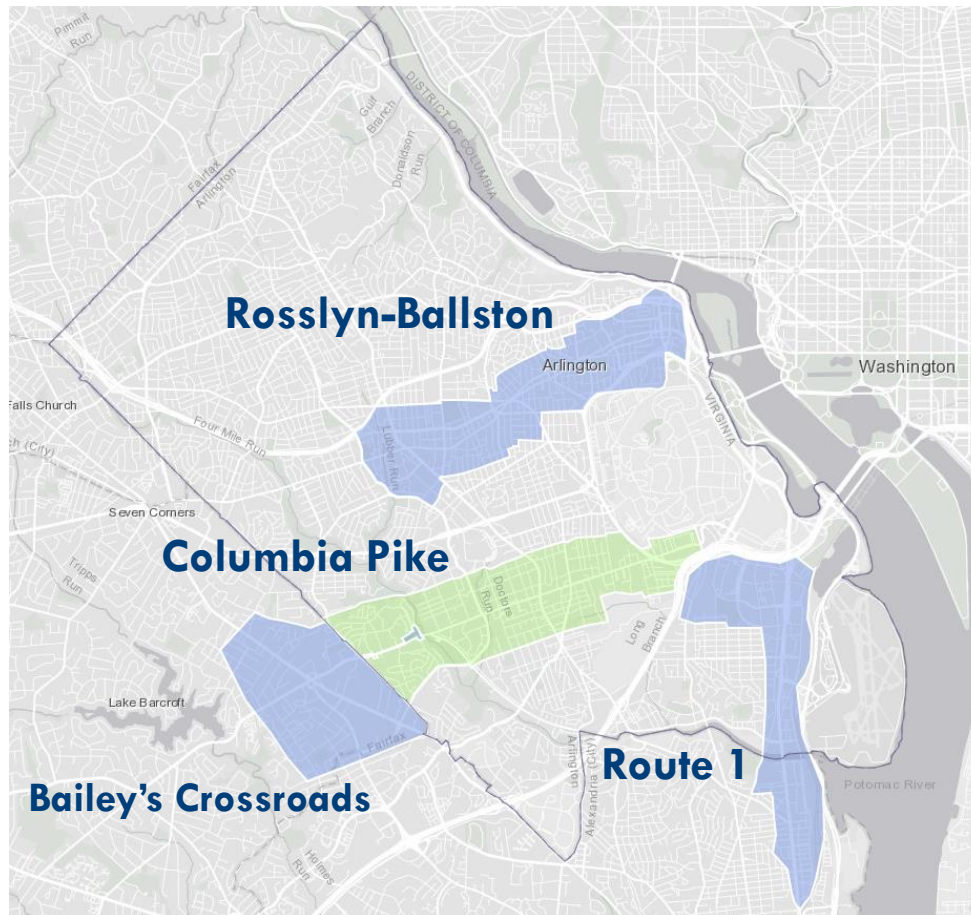
**TRAFALGAR FLATS**  
Spring 2019  
8,000 SF

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A commercial strategy for Columbia Pike must recognize the competitive positioning of the Pike relative to nearby nodes of commercial activity...

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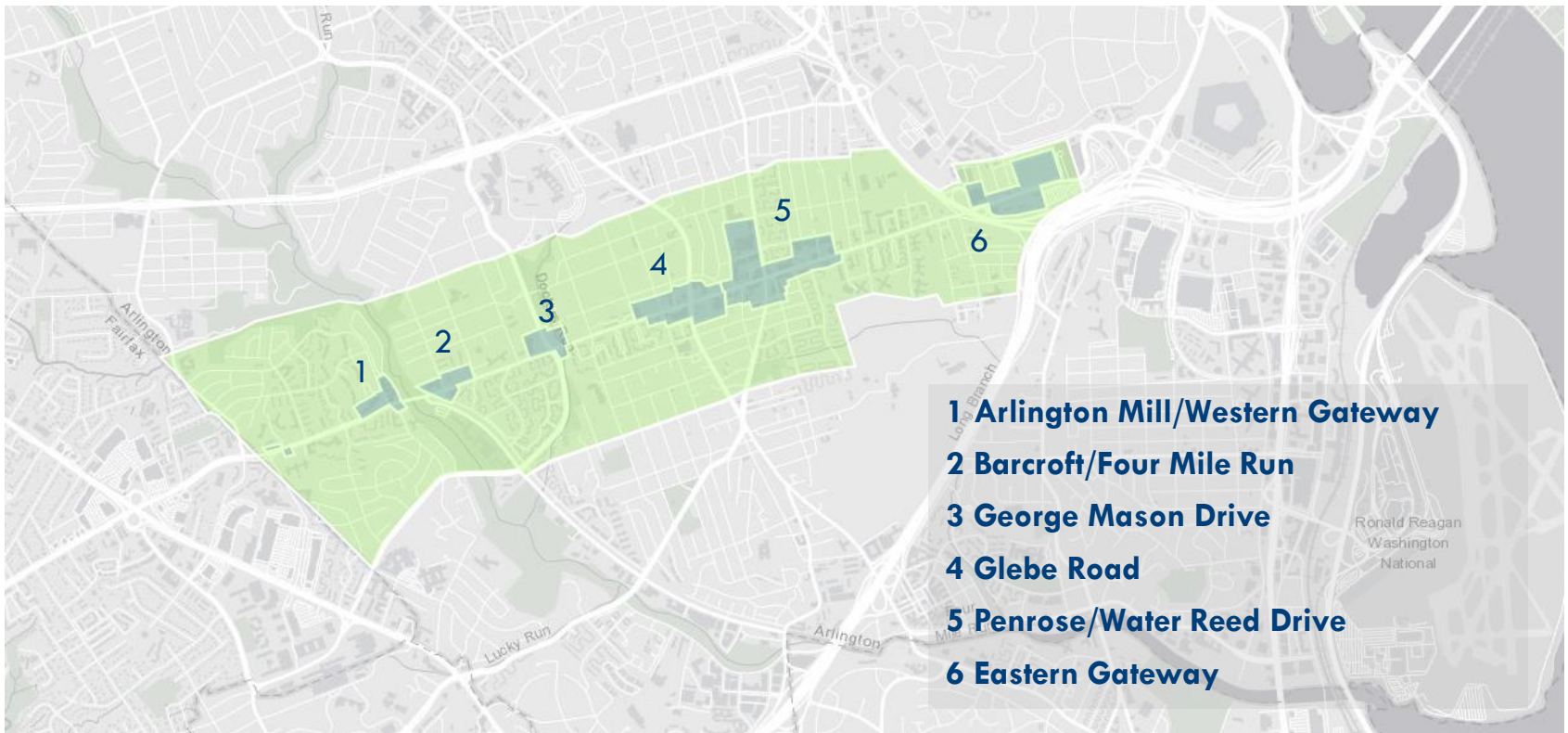
## COLUMBIA PIKE CORRIDOR AND NEARBY COMMERCIAL NODES





...while also recognizing specific nodes within the Corridor and how characteristics and recommendations may differ across locations.

## COLUMBIA PIKE COMMERCIAL SUBAREAS



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HR&A's study will address key themes identified by AED during the discovery phase of this effort.

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- 1) Understanding the **consumer base** of Columbia Pike retail and how it may change in the future
- 2) Continuing transition to more **urban, pedestrian-scale development**
- 3) Understanding the **future of legacy businesses**
- 4) Reinforcing a **sense of place** along the Pike
- 5) Adapting to larger trends impacting retail, such as **e-commerce**