



3717 Columbia Pike  
Suite 311  
Arlington, VA 22204  
892- CPRO

**Dear Columbia Pike Resident:**

The Columbia Pike Revitalization Organization (CPRO) is a not-for-profit coalition of residents, property owners, and merchants, working with Arlington County to revitalize the Columbia Pike commercial corridor. Working together provides a way to keep successful businesses on The Pike and attract new businesses to serve the market better. In other words, joining CPRO gives **YOU** a role in the revitalization process.

**CPRO's Accomplishments**

- ✓ To make The Pike more attractive, CPRO has worked with building and business owners to renovate several sites, such as:

Ristorante Michelangelo	Arlington Cinema Building	Car Spa
Burger King	Erol's Video	Saah Furniture
Safeway at Four Mile Run	Virginia Power Sub-station	

- ✓ The Special Events Committee and the Merchants' Committee are busy with:

**Celebrate The Arts** - a concert and open house at the new Columbia Pike Artists Studios;  
**Like the Pike Week** - a week-long celebration of The Pike.  
**Columbus Day Celebration** - a street festival which highlights the ethnic diversity of The Pike.  
**Disney Day** - an all-Disney show at the Arlington Cinema 'n Drafthouse for children of all ages.  
**Directory of Business & Services** - Call 892-CPRO to request your copy.

- ✓ CPRO works closely with Arlington County on projects such as:

- undergrounding utilities
- rebuilding sidewalks and gutters
- planting street trees
- use permit regulation for fast food restaurants with drive-through windows

- ✓ CPRO conducted a public market study to clarify the types of businesses residents want along The Pike. Completed in January 1990, the study has already been used to recruit:

- Giant Grocery and Giant Discount Pharmacy
- Barcroft Books
- Eye Sites
- Faizi's Place and Restaurante Atlacatl, two sit-down restaurants
- Columbia Pike Artist Studios

*please turn over* →

## Benefits of Joining CPRO

CPRO exists because residents in the surrounding area care about the quality of their neighborhood shopping district. Join now and let your voice be heard in a forum which successfully brings together the business and residential communities. As a CPRO member you will:

- receive a quarterly newsletter to keep you informed;
- be eligible for member discounts at special events and promotions;
- strengthen your civic association's voice in CPRO.

## CPRO's Future Activities:

- Work with the owners of Adams Square Shopping Center to renovate the center by Summer, 1990.
- Sponsor "Like the Pike" Week (May 27-June 2) and the Columbus Day Celebration (October 1990).
- Organize a series of customer focus groups to further define new businesses for The Pike.
- Publish a restaurant guide by Summer, 1990.
- Work with the U. S. Post Office to develop a convenient and compatible new facility along The Pike.
- Work with Arlington County to develop new zoning to attract quality development along The Pike.
- Continue to make The Pike more pedestrian-friendly and to solve parking and traffic problems.

## What to Do Next

Fill out the application below and send in your dues. Also, call the CPRO office (892-CPRO) if you are interested in helping with upcoming activities. Finally, thank you for your support!

### ***Your CPRO Dues Are Tax Deductible!***

<b>CPRO Membership Form</b>	
<b>YES! I want to join CPRO and help in the effort to revitalize Columbia Pike.</b>	
Name: _____	Work Phone: _____
Address: _____	Home Phone: _____
City, State, Zip: _____	Your Civic Association: _____
<input type="checkbox"/> Individual Membership (\$10) <input type="checkbox"/> New <input type="checkbox"/> Renewal	
<input type="checkbox"/> Additional contribution of \$ _____	
<input type="checkbox"/> I'd like to volunteer. Please have a CPRO representative contact me.	
My concern or comment about The Pike is: _____ _____ _____	
<hr/> <b>Make check payable to CPRO &amp; mail to: 3717 Columbia Pike, #311, Arlington, VA, 22204. 892-CPRO</b>	

**FOR OFFICE USE ONLY**

Check # \_\_\_\_\_

Check date \_\_\_\_\_

Source: **90 Civic News**