



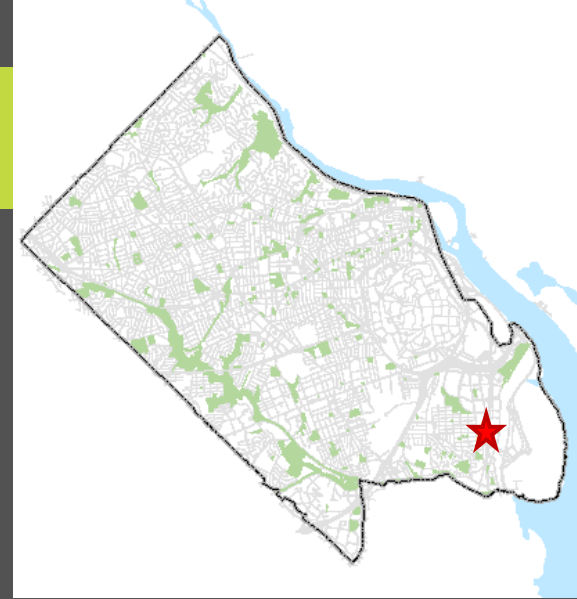
23rd Street South and South Eads Street Park Renaming

HALRB September 17, 2025



PROJECT LOCATION & PURPOSE

- Renovation area is approximately 900 square feet.
- Located in the Aurora Highlands Civic Association and National Landing BID.
- Create a welcoming and inviting public space.
- Provide a place for visitors to gather and rest
- Enhance the aesthetics and visibility into the site.
- Update site furnishings, amenities, and materials.

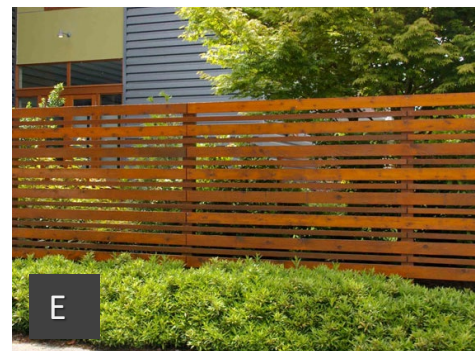
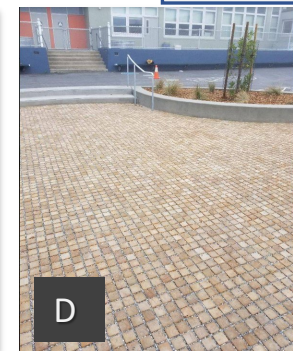
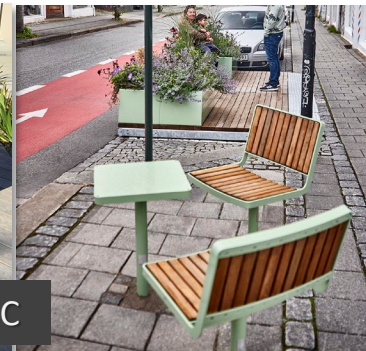
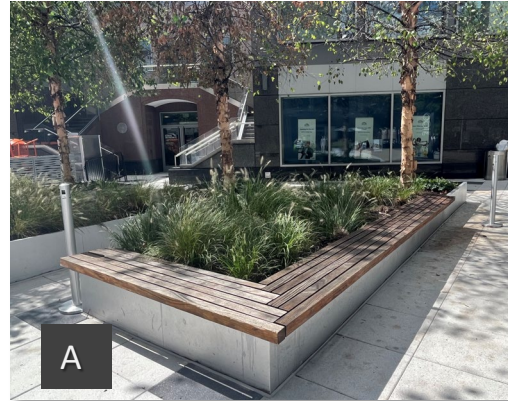
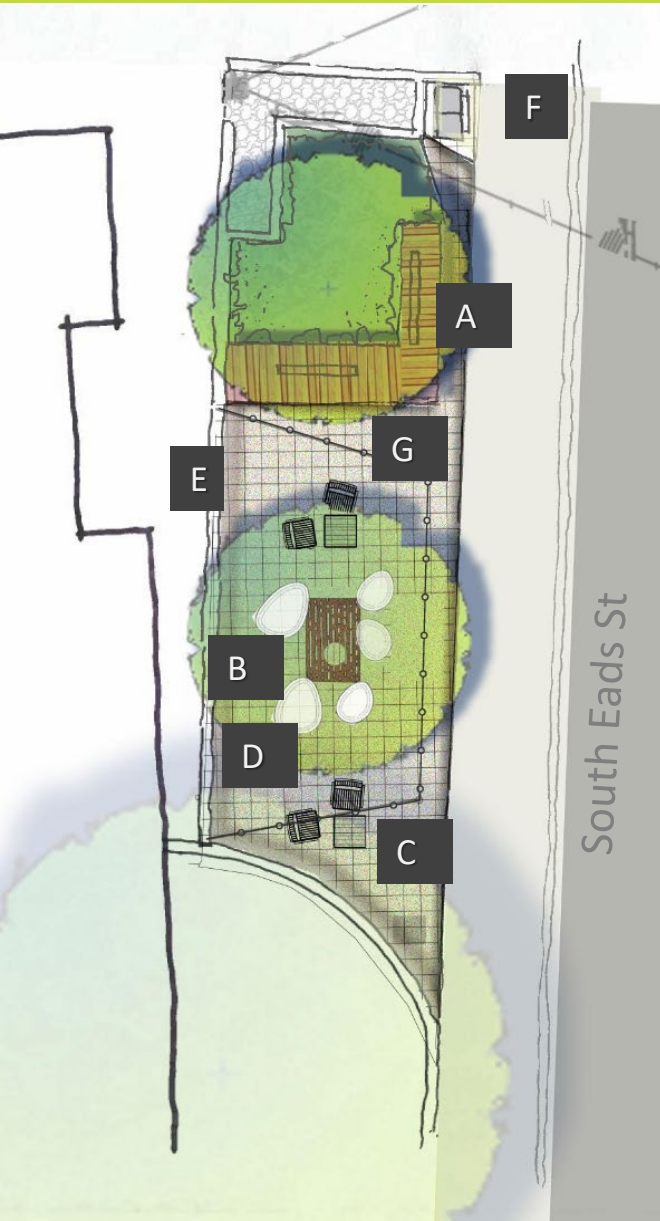


PROJECT FUNDING

- [Adopted FY2021 Capital Improvement Plan \(CIP\)](#)
- Tax Increment Financing (TIF) funds
- \$475,000 Budget for design, survey, permitting, soft costs, and construction



PARK RENOVATION CONCEPT & MATERIALS



- A. Podium bench with planter/shade tree
- B. Tree grill
- C. Fixed seating
- D. Permeable wood pavers
- E. Wood/Metal Fence with Sign
- F. Receptacles (final location TBD)
- G. Overhead lighting

FINAL DRAFT VISUALIZATION



LIGHTING



SUMMARY FROM 2ND ENGAGEMENT

- Posted on May 1 through May 22, 2025 (3 weeks)
- 114 Participants
- Level of Satisfaction with Final Draft Design
 - 21% - Very Satisfied
 - 45% - Satisfied
 - 14% - Neutral
 - 5% - Unsatisfied
 - 11% - Very Unsatisfied
 - 4% - Unsure

WHERE TO FIND ENGAGEMENT FEEDBACK

About the Process

Click the drop downs below to explore the details and resources throughout the project process. A graphic timeline of the process can be found [here](#).

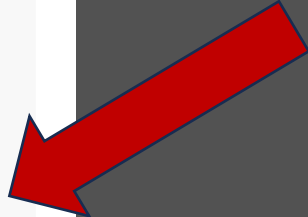
[Spring 2024 - Feedback on Existing Conditions/Use and Draft Concepts](#)

Level of Engagement: Consult

The community provided feedback on existing conditions and three draft concept designs from May 20 through June 7. Staff gathered valuable input to help inform the development of a final draft design.

Outcomes from the first community engagement can be found in [this summary](#). The raw data and comments from the engagement is available [here](#). If you would like more information about the project and its draft concept designs, please review the [presentation slides](#) and/or the project team's [video presentation](#).

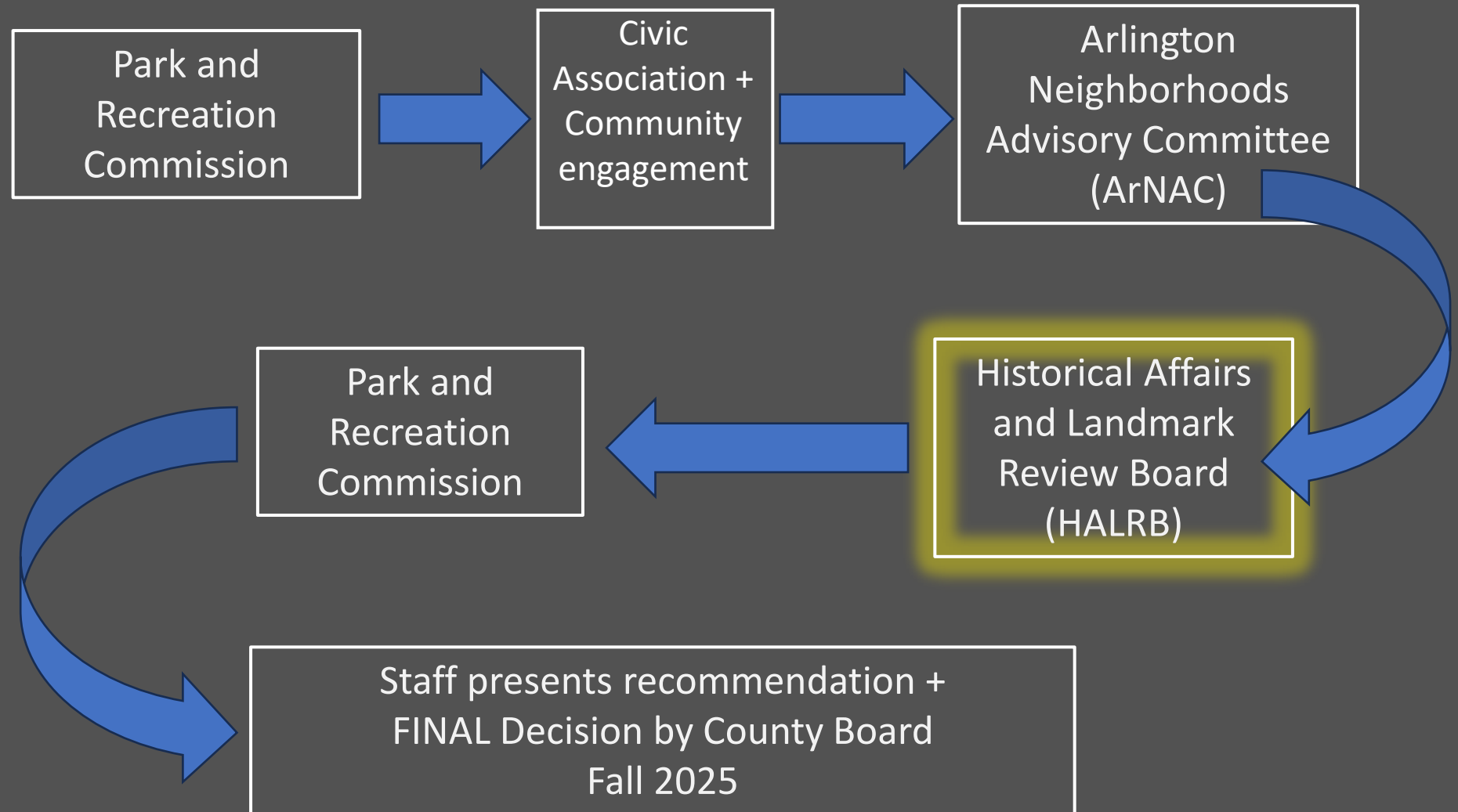
Summary
Results
and Raw
Data are
Posted on
the Project
Page



Link to project page:

<https://www.arlingtonva.us/Government/Projects/Project-Types/Parks-Projects/23rd-and-Eads-Park-Renovation>

PARK NAMING REVIEW PROCESS



FEEDBACK FROM 1ST ENGAGEMENT

Do you support renaming this park from "23rd Street South and South Eads Street Park?"

73%

Yes

61 ✓

27%

No

23 ✓

84 Respondents

- 73% of respondents support renaming the park
- This site is listed in the County's Public Spaces Inventory and shown on maps.

PARK RENAMING PROPOSALS

The following park names were suggested, among others, as part of the first engagement process.

- 23rd Street Plaza
- Firehouse Plaza
- Pride Plaza
- Restaurant Row Plaza

PARK RENAMING AND HISTORICAL CONTEXT

- 23rd Street Plaza was suggested as it is similar to the current name, but abbreviated.
- Also, restaurant row is located on 23rd Street South.



PARK RENAMING AND HISTORICAL CONTEXT

- The current park site, and adjacent land, was the home of Jefferson District Volunteer Fire Department, Squad 5.
- The building was demolished in 1952.
- Jefferson is a reference to Thomas Jefferson, the 3rd President of the United States.



Jefferson District Volunteer Fire Department, Squad 5
Source: Charlie Clark Center for Local History, Arlington Public Library

PARK RENAMING AND LOCAL CONTEXT

Restaurant Row was suggested to highlight the vibrant local restaurant industry.



PARK RENAMING AND LOCAL CONTEXT

Pride is a local theme.



NAME PREFERENCES FROM 2ND ENGAGEMENT

Engagement Question:

The current park name is 23rd Street South and South Eads Street Park. If the park were renamed, which of these names do you find the most appealing?

Select All That Apply

74% - 23rd Street Plaza

55% - Restaurant Row Plaza

47% - Pride Plaza

44% - Firehouse Plaza

NEXT STEPS

- Commissions and community feedback on potential park names will be considered in staff recommendation to the County Board.
- The County Board will consider a new park name in the **Fall 2025**.

Construction Start: Spring / Summer 2026

Anticipated Park Opening: Winter 2027

Sign up for the latest updates on the project webpage:

<https://www.arlingtonva.us/Government/Projects/Project-Types/Parks-Projects/23rd-and-Eads-Park-Renovation>

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