Small Scale Retail

DUKE STREET
LAND USE PLAN

DEPARTMENT OF **PLANNING** & **ZONING**

What has the community said?

Small retail store fronts, 200+ SF

Adding neighborhood retail in more areas throughout the corridor... N. Jordan or Taney would be a great place for this, with the large population in Foxchase

Prioritize smaller lots for development

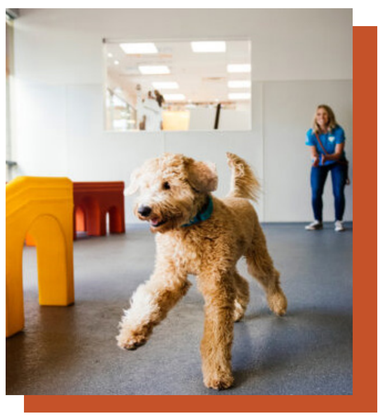
Encourage redevelopment of this section that has walk up store fronts on Duke and car access from Colvin Street

Keep commercial parcels smaller so that we can support diversity

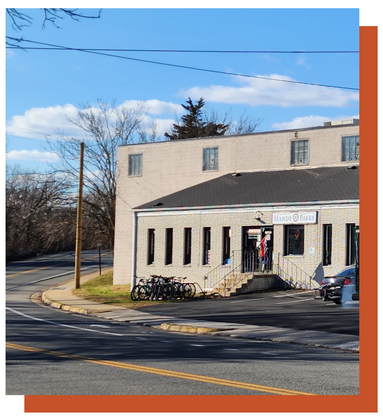
Low 3-4 story housing with retail downstairs. Preferably small retail that's affordable for small businesses

How does small scale retail serve the corridor?

1. **Activating the Street to Create Vibrancy**
   Small scale retail encourages daily life and activities
2. **Supporting Walkability and Transit**
   Expands access to everyday goods and services within walking distance, reducing car trips and strengthening transit reliance
3. **Building Local Economic Resilience**
   Supports locally-owned businesses, creates neighborhood jobs, and fosters entrepreneurship
4. **Strengthening Neighborhood Identity and Character**
   Reflects the community's culture and diversity
5. **Supporting Mixed-Income and Inclusive Communities**
   Provides more affordable and flexible spaces
6. **Encouraging Incremental and Adaptive Growth**
   Enables flexible, phased development that supports innovation, local ownership, and evolving community needs
7. **Providing Social Infrastructure**
   Creates everyday gathering spaces that foster connection and community



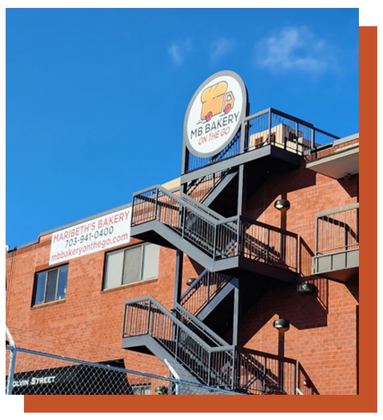
Pet Boarding



Shops



Maintenance



Wholesale Goods



Repair



Eateries



Challenges Affecting Small Scale Retail

- Market and Financial Feasibility
- Financial Constraints
- Regulatory Limits
- Construction and Design

Recommended Approach

The Plan shall **balance multiple guiding principles,** such as new neighborhood-serving retail while promoting small business activity and entrepreneurship.

1. **Provide a Mix of Retail Spaces**
   New development must include a balanced range of larger and smaller retail spaces to support both anchor tenants and local businesses
2. **Create Opportunities for Small and Local Businesses**
   The Small Business land use theme shall encourage smaller, flexible storefronts that lower barriers to entry and support entrepreneurship
3. **Establish a Small Business Area**
   The Small Business Land Use theme designates areas where small, locally-owned businesses are prioritized to foster innovation, diversity, and strong neighborhood identity

Bicycle + Pedestrian Connections

DUKE STREET LAND USE PLAN

DEPARTMENT OF PLANNING & ZONING

What has the community said?

We need better pedestrian and bike connectivity throughout the plan area, especially north of Duke Street

Increase the number of pedestrian crossings along Duke Street

Add comfortable, separated bike lanes for the entire length of the Duke Street corridor

Improve bike and ped access to major commercial centers and transit stops

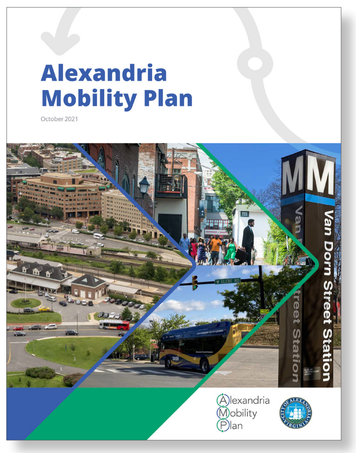
Make the sidewalks along Duke Street wider, safer, and ADA accessible

Ensure all park trail systems connect to each other and improve wayfinding

Enhance safety with HAWK signals and ped/ bike bridges wherever possible

Considerations When Planning New Connections

Alexandria Mobility Plan



Community Feedback

Previously Approved Plans

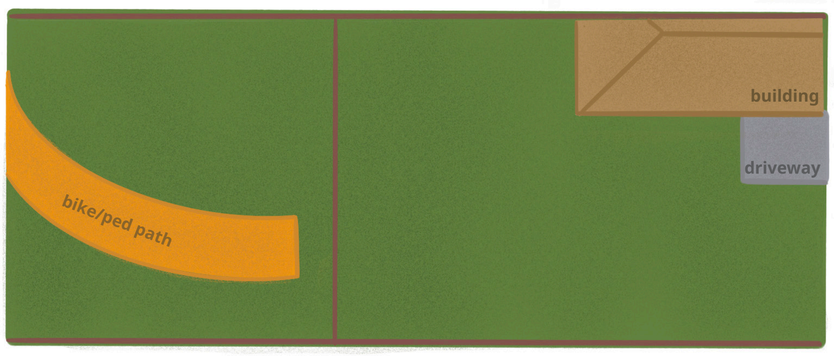


Best Practices

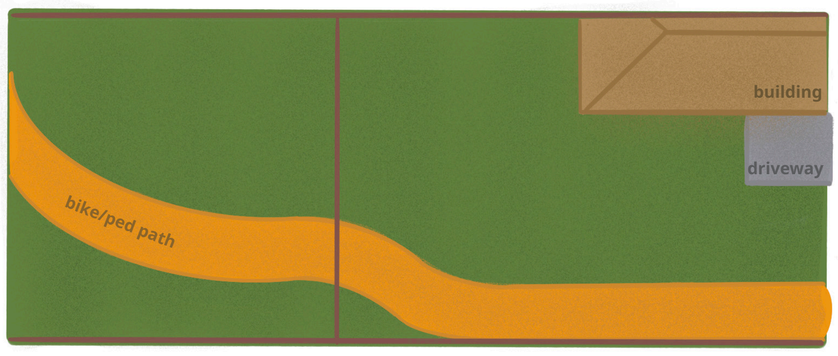
Alignment with City Plans | **Constructability** | **Supports City Goals + Objectives** | **Financial Feasibility**

Recommended Approach

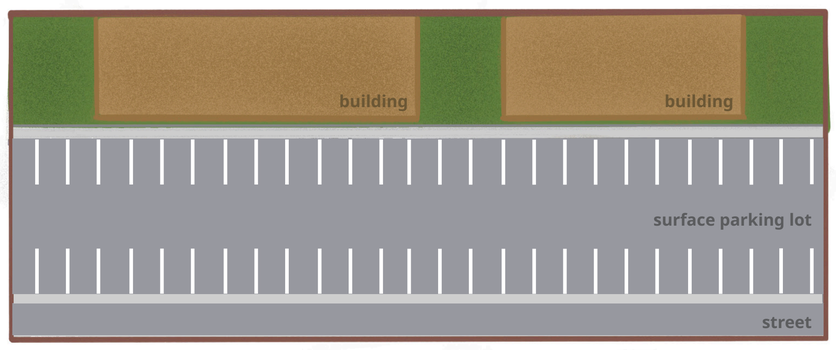
before
disconnected



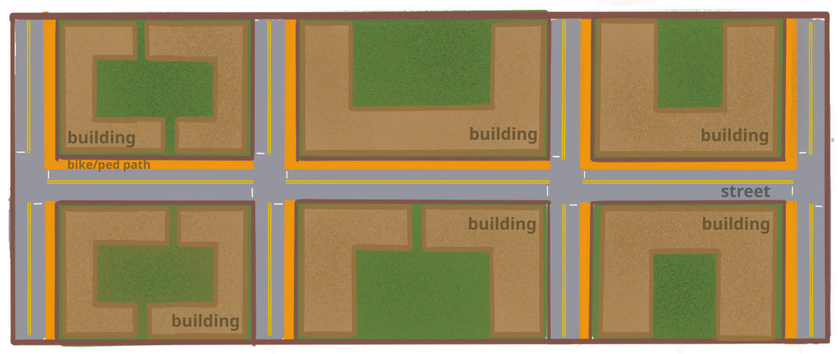
after
connected



before
fewer connections



after
more connections



North-South Connections

DUKE STREET LAND USE PLAN

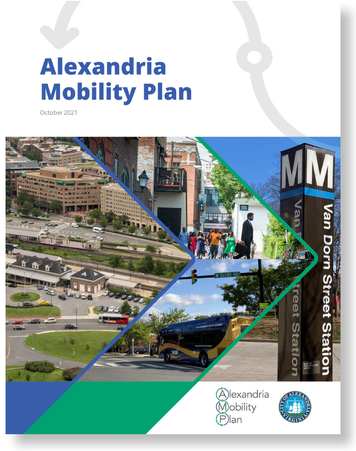
DEPARTMENT OF **PLANNING** & **ZONING**

What has the community said?

- We need more ways to connect by bike, scooter, or foot between Duke and Eisenhower
- Building a bike/ped bridge over Backlick Run to connect with Eisenhower would vastly improve accessibility to Van Dorn Metro
- Additional car + bike route from Duke to Eisenhower
- Reconsider a (bike) connection from Quaker Lane to Eisenhower over the train tracks
- Need a north-south connector for cars
- Reconsider past Eisenhower and Duke Street connection designs
- Bike/ped bridge connecting Duke to Eisenhower (Road too!)

Considerations When Planning New Connections

Alexandria Mobility Plan



Community Feedback



Previously Approved Plans



Best Practices



Alignment with City Plans

- Ensure the connection is consistent with existing city plans and policies.

Financial Feasibility

- Assess whether the connection can be funded and sustained over time.

Supports City Goals and Objectives

- Evaluate how the connection advances broader city priorities, such as connectivity, mobility, and livability.

Cost-Benefit Analysis

- Weigh projected costs against anticipated benefits, including economic, social, and environmental impacts.

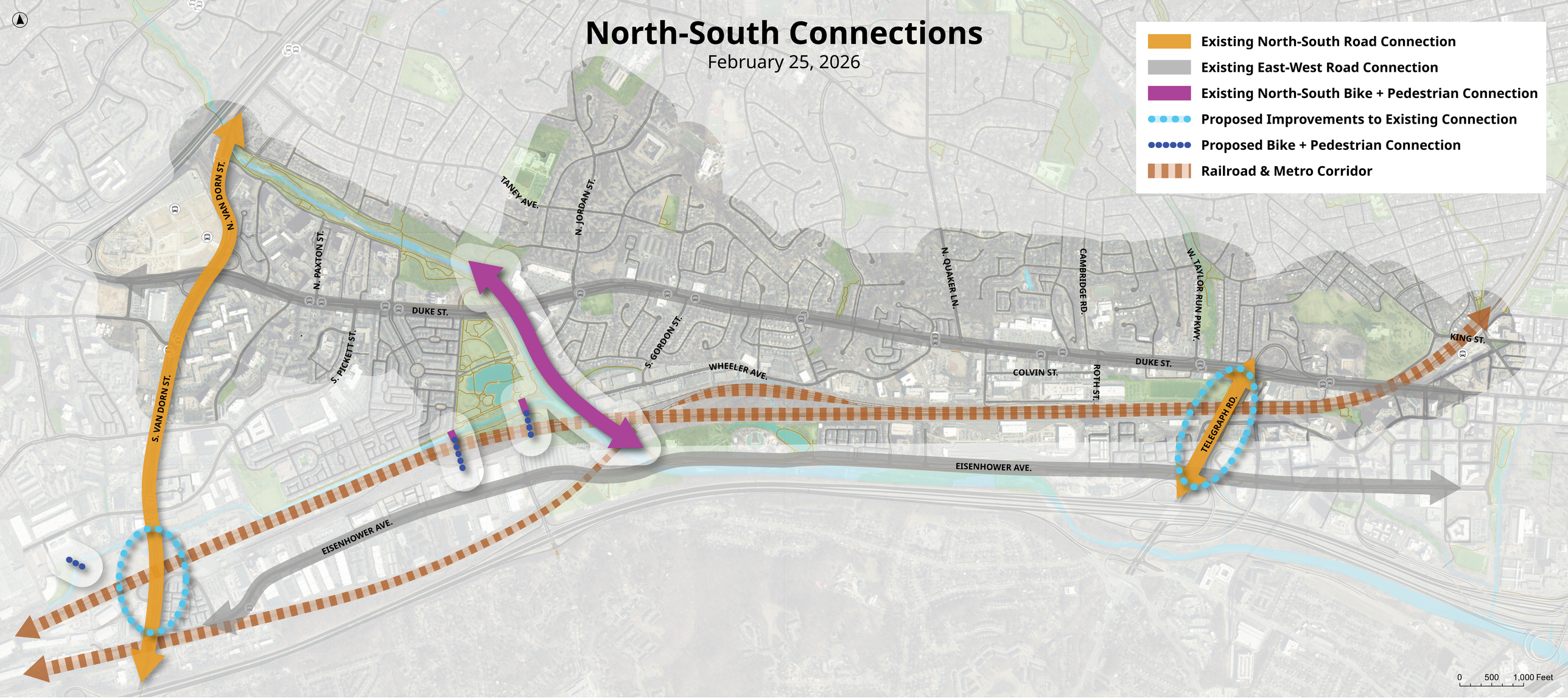
Constructability

- Determine if the connection can be built given site conditions, infrastructure, and technical constraints.

Take a look at the North-South Connections Map for more information!

North-South Connections

February 25, 2026



This map illustrates the north-south connections that currently exist in the plan area, as well as proposed connections or improvements that are included in the Alexandria Mobility Plan and Small Area Plans.

Park Amenities

DUKE STREET LAND USE PLAN

DEPARTMENT OF PLANNING & ZONING

What has the community said?

- Public Tennis Courts
- Toddler and Children's Playgrounds
- Improve (Angel Park) with more amenities and accessibility (dog park)!
- Natural Open Space + Nature Education
- More Public Art
- Futsal Soccer Field
- Outdoor Free Gym
- Basketball Court with Lights
- Volleyball Courts
- More Public Restrooms
- Trail Improvements

How will park uses be determined?













1. Assess Recreational Needs at Multiple Scales

The open space network will reflect citywide, neighborhood, and local recreational needs to ensure a balanced and equitable park system

2. Design Flexible + Adaptable Park Spaces

Parks will be shaped and sized to support a wide range of uses over time, allowing spaces to evolve with changing community needs

3. Engage the Community in Park Design

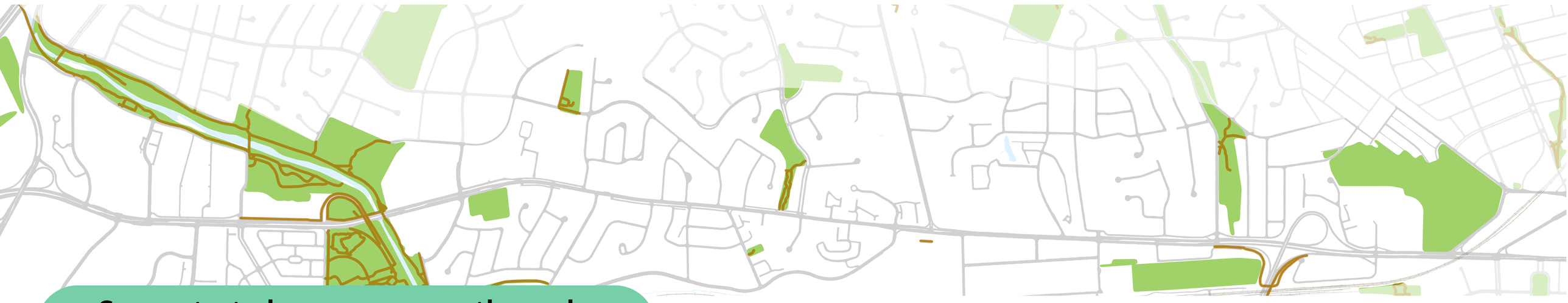
As parks move into the design phase, residents and stakeholders will help shape amenities + features in each park

4. Implement in Phases

Parks will be delivered over the aligning of development, funding, and community priorities

General, Flexible Park Amenities
FOR A VARIETY OF USERS!

What does the network look like on Duke Street today?



Concentrated open space on the ends, with a greater need in the corridor's middle.

Wheeler Avenue

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What has the community said?

Wheeler is a good place for housing and mixed-use!

It would be good to have better connections between Wheeler, the surrounding neighborhood (W-T), and to Holmes Run

Add housing and retail to Wheeler Avenue

Overview

Wheeler Avenue is a primarily light industrial area, one of the few left in Alexandria!









Small Business Retention and Entrepreneurship

Wheeler Avenue as a Small Business Hub

The Wheeler Avenue area currently contains a high concentration of small businesses and entrepreneurial activity that contribute to the local economy and community character.

A Core Principle of the Plan

A key priority of the plan is to support and accommodate small, locally owned businesses and entrepreneurs as the corridor evolves.

Balancing Growth and Preservation

While redevelopment could bring new investment, it will also displace many of the existing affordable spaces and unique businesses that define the area today. This requires balancing multiple plan goals, including economic vitality, equity, and long-term resilience.

Recommended Approach

Wheeler Avenue should be designated as a Small Business area, which prioritizes policies and tools that help sustain existing businesses, support entrepreneurship, and maintain affordability.

We can also implement new connections and pedestrian and bike improvements that help to make Wheeler Avenue a more accessible place for pedestrians and bikes (connections to Tarleton Park and Holmes Run, better bike lanes, etc.)

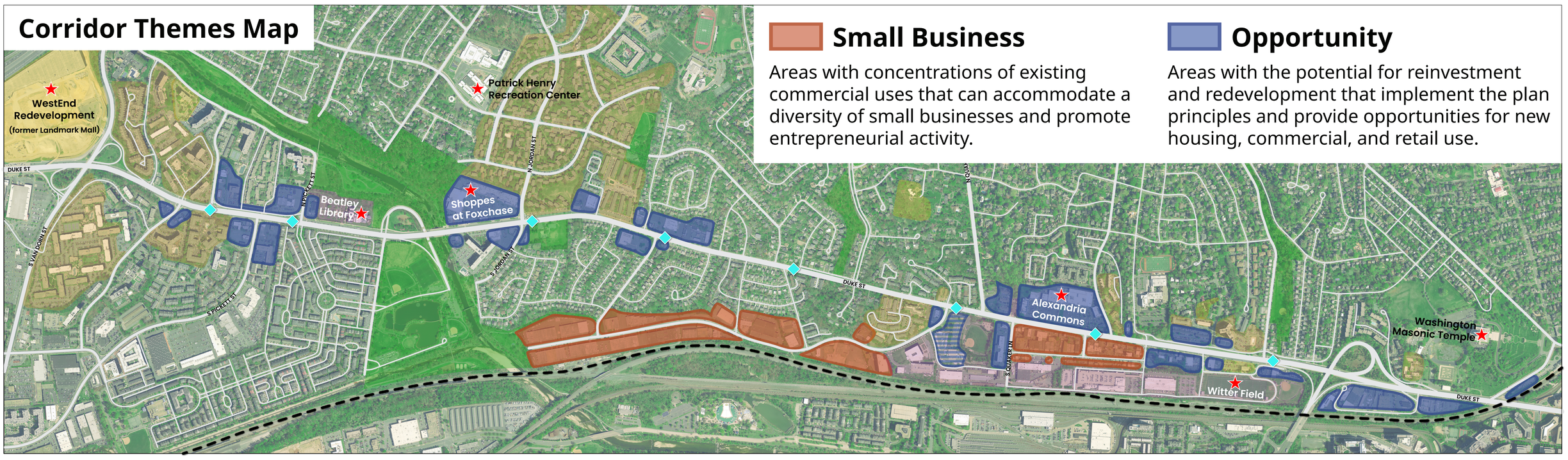
Corridor Themes Map

Small Business

Areas with concentrations of existing commercial uses that can accommodate a diversity of small businesses and promote entrepreneurial activity.

Opportunity

Areas with the potential for reinvestment and redevelopment that implement the plan principles and provide opportunities for new housing, commercial, and retail use.



February 25, 2026