



Welcome

Virtual Braddock Implementation
Advisory Group Meeting
Thursday, September 10, 2020

The meeting will begin at 7 p.m.



Agenda

Community Meeting

- 7:00 pm Welcome
- 7:05 pm Small Business Grants in Braddock
- 7:25 pm Applicant Presentation on Braddock West – 727 N. West Street
- 7: 55 pm Q&A
- 8:15 pm Adjourn



Small Business Support

Braddock Implementation Funds Policy

- \$500,000 from the CAF for the stabilization and revitalization of locally-owned, neighborhood-oriented businesses
- CAF dedicated to streetscape improvements (78% of contribution) and retail support (22% of contribution)
- CAF to date:

Developer Contributions	\$485,396
City contributions	\$429,000
Subtotal	\$914,396
<i>Less Fayette Streetscape Project (Complete)</i>	<i>\$528,228</i>
Current total	\$386,136
<i>Less Small Business Assistance (22% of subtotal)</i>	<i>\$190,000</i>
Total	\$196,136



IV. COMMUNITY AMENITIES FUND ACCOUNT (CAF)

In addition to the open space amenities discussed above, the Plan recommends streetscape improvements, traffic calming and intersection improvements, and the recruitment and stabilization of locally-owned, neighborhood-oriented businesses as public amenities for the neighborhood. Streetscape improvements include sidewalks, curbs, street trees, and lighting. Traffic calming and intersection improvements include curb extensions, traffic signals, and crosswalks. The Plan also calls for funds for the revitalization of businesses and enhancements for existing buildings along Queen Street and to create and subsidize retail space at the Braddock Metro site, as well as general support to assist in small business recruitment and retention.

Neighborhood Retail

The Plan recommends providing funds to support neighborhood retail. The original estimate in the Plan, recommended by the City's consultant, was identified at \$4 million to 6 million. After Plan adoption, discussions with business recruitment and economic development officials indicate that the Plan's objectives can be achieved with a reduced level of funding. The current estimated cost of \$500,000 will be funded by the CAF (shared equally by the City and new development at \$250,000 each).

The scope of the fund could include enhancements for existing buildings, sidewalks, and signage along Queen Street, façade improvements, recruiting high-quality, new retail, restaurants, and other businesses to the Braddock Metro site and Queen Street, technical assistance to business owners, historic preservation efforts, and rent subsidies. Staff is working with Alexandria Economic Development Partnership (AEDP) and the Small Business Development Center (SBDC) to identify needs and opportunities that can realistically be funded and implemented in order to successfully strengthen locally-owned small business in the Braddock Metro Neighborhood.



Alexandria Economic Development Partnership Presentation



Applicant Presentation

Braddock West – 727 N. West St.



Thank you!