



Braddock Metro Neighborhood Plan

City of Alexandria, Department of Planning & Zoning
www.alexandriava.gov/planningandzoning 703.838.4666

EDUCATIONAL WORKSHOP #2

Saturday, October 20

9:30 a.m. – 2:30 p.m.

Dr. Oswald Durant Memorial Center

1605 Cameron Street

Multipurpose Room

AGENDA

9:30 – 9:45: Meet and greet

9:45 – 10:00: Introduction

Topic Areas/Speakers:

10:00 – 10:25 **Retail development feasibility** –Heather Arnold, Principal/founder of Retail Compass and expert in retail planning and market analysis, will speak about neighborhood-enhancing retail development opportunities and potential programming and tenant mix.

10:30 – 10:55 **Neighborhood history and preservation** – Mary Means from Alexandria, the founder of the National Main Streets Program and the former VP of the National Trust for Historic Preservation, will speak about the history of the neighborhood and current preservation issues.

11:00 – 11:25 **Residential and office development feasibility** – Sarah Woodworth from ZHA Associates, one of the foremost experts on commercial and residential economics and feasibility, will discuss the market demand for different housing products—apartments, condos, townhouses, etc—as well as the potential economic benefits of residential development to the City.

11:30 – 2:00 **Bus/walking tour** – Visit key redevelopment parcels and existing projects that people like and don't like. Lunch provided.

- Those gathered will divide into up to three groups and be led by one of the three speakers in addition to City staff and other consultants.
- At key locations, the three speakers will offer analysis of the opportunities and challenges, mention case studies from other places and answer questions.