

Braddock Metro Neighborhood Plan Implementation

Braddock Implementation Advisory
Group Meeting

September 24, 2012

Charles Houston Recreation Center



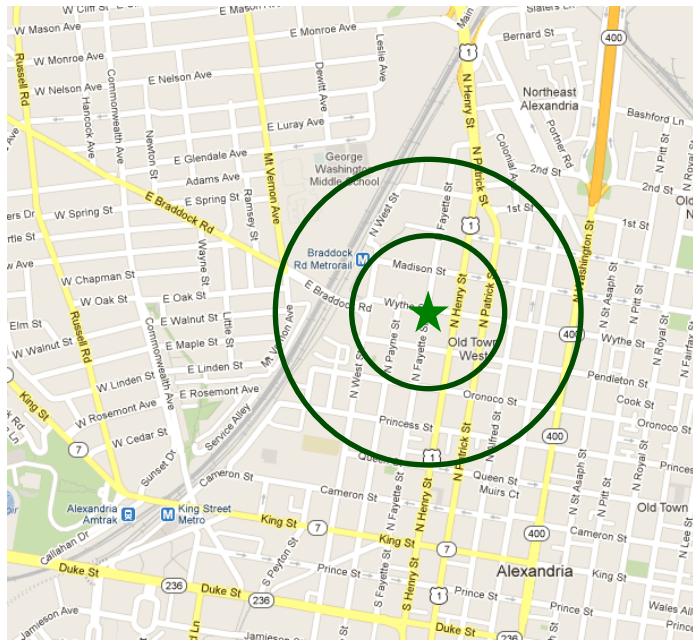
Meeting Agenda

- Neighborhood Retail
- Funding Update
- Community Park Planning
 - Planning Process
 - Community Vision + Intent for the Park
- Next Steps and Open Community Comment



Retailer's View: Braddock

Urban: 1/4, 1/2, 1 mile
 Suburban: 3, 5, 7 mile
 Rural : 5, 10, 25 mile



	Braddock	Alexandria
Population	5,380	140,192
Median household income	\$93,625	\$77,793
Residents with Bachelor's degree or higher	68.6%	58.1%













Retailers also look at:

- Daytime Population
- Traffic Counts
- Natural & Manmade Barriers

Sources: Population Facts - 2010 American Community Survey, Employment Facts - U.S. Bureau of Labor Statistics as of June 2012, Housing Facts - Metropolitan Regional Information System July 2012 reports



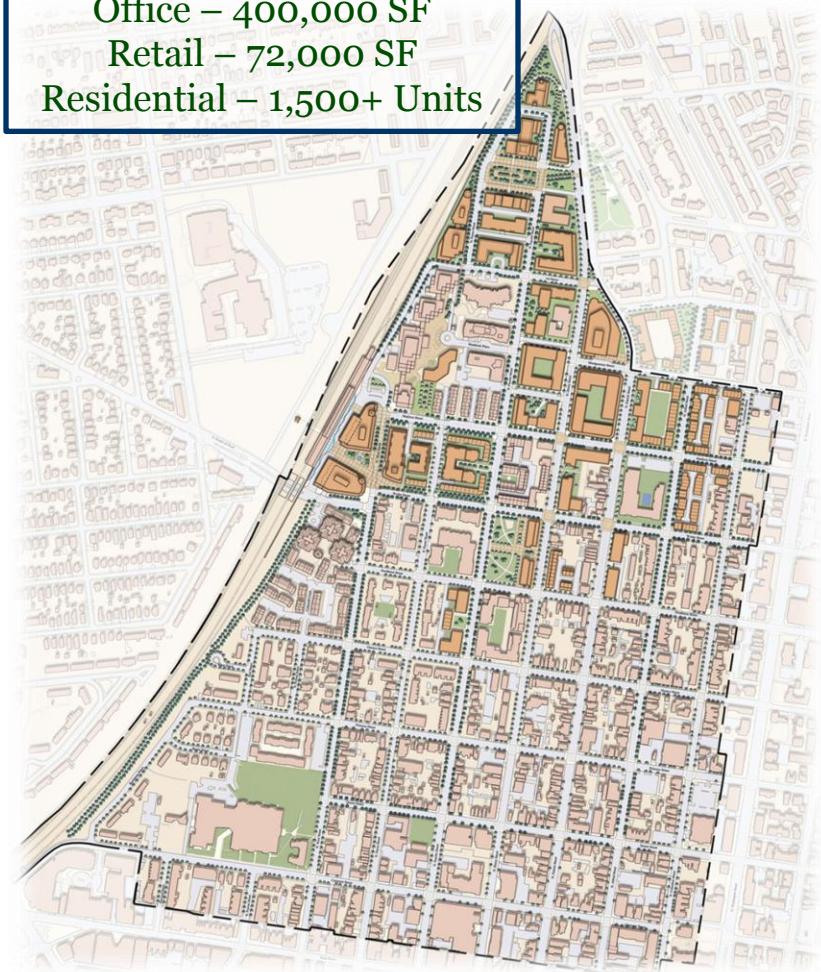
Urban Retail Markets-Braddock

	Braddock	Neighborhood Goods & Services	Food & Beverages	General Merchandise, Apparel Furniture and Other
Population	5,380	1,000 in 1/4 m 	7,500 in 1/2m 	30,000 in 1 m 
Median HH Income	\$94K	\$35K in 1/4 m 	\$45K in 1/2 m 	\$50K in 1 m 
Daytime Population	8,759	5,000 in 1/4 m 	15,000 in 1/2 m 	10,000 in 1/2 m 
Education	69% B.A. or greater	20% B.A. in 1/4m 	25% B.A. in 1/2m 	25% B.A. in 1 m 
Traffic Counts	11,493	5,000 AADT 	7,500 AADT 	15,000 AADT 

Source: CoStar, Vibrant Streets and Census

Braddock Development Impact

230 acres
Office – 400,000 SF
Retail – 72,000 SF
Residential – 1,500+ Units



Retail Outlook

Today

Post-Development



Source: Vibrant Streets

What's Available

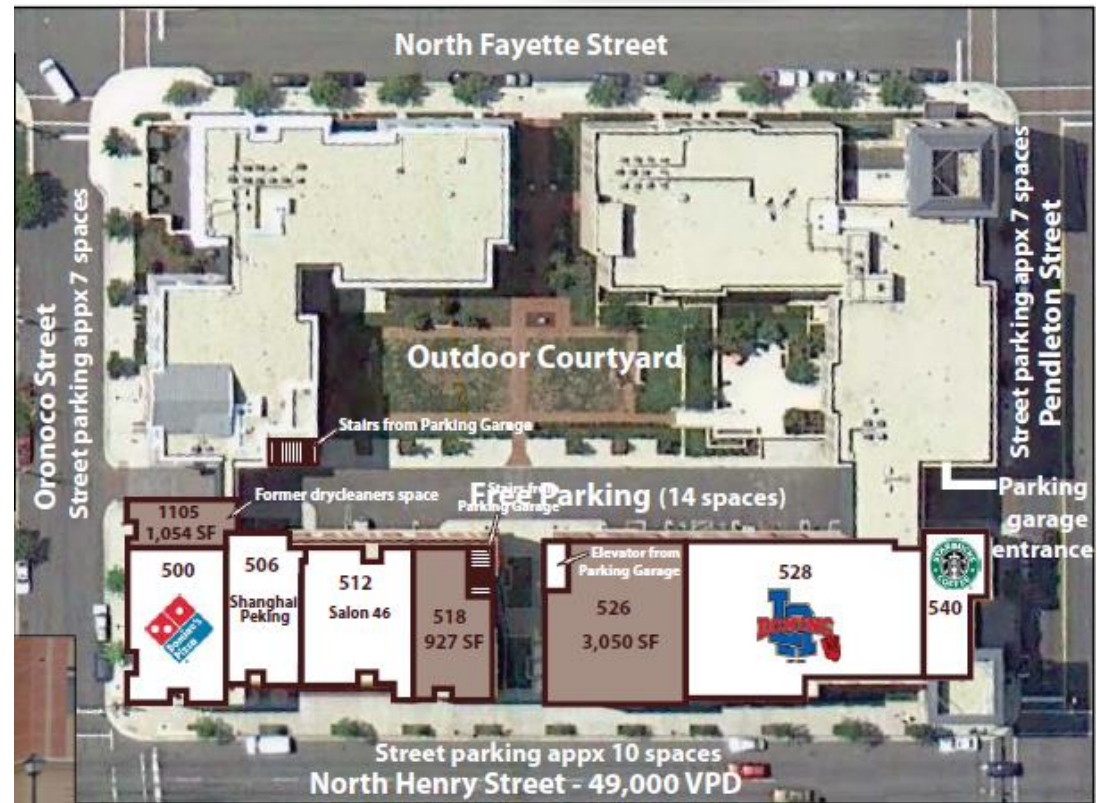


Qi Home & Garden
1106 Madison Street
4,000 SF
For Lease

Former Esmeralda's Restaurant
728 N. Henry Street
2,675 SF
For Lease



What's New & What's Available



Braddock Developer Contribution Funds

Developer Contributions FY13-FY17: Five Projects at approximately \$2.4 Million

Development Project ₁	BMNP Open Space Fund (osf)	BMNP Community Amenities Fund (caf)	Contributions (2012 dollars)	Anticipated Receipt Date
The Asher (621 Payne St)	\$217,438	\$93,188	\$310,625	2012
The Madison (800 N. Henry St)	\$353,992	\$151,711	\$505,702	2014
Braddock Gateway: Phase 1 (1219 First St)	\$272,928	\$116,969	\$389,897	2015
Braddock Metro Place (1260 Braddock Place)	\$582,293	\$89,584	\$671,877	2015
Braddock Gateway: Phase 2 (1100 N. Fayette St) ₂	\$390,110	\$117,709	\$507,819	2017
TOTAL	\$1,816,760	\$569,160	\$2,385,921	



Capital Improvement Program Funds

- FY11 Open Space Funds: \$2,350,000 for purchase of 600 N. Henry
- CIP Funds: \$100,000 balance from prior fiscal years
- CIP Funds FY13-FY21: \$45,000 annual allocation



Community Park: Planning Process

- Meeting #1 Braddock IAG: *Tonight*
- Meeting #2 Braddock IAG: *October 2012*
- Meeting #3 Community: *December 2012*
- Meeting #4 Community: *January 2013*
- Meeting #5 Braddock IAG: *February 2013*
- City of Alexandria Park and Recreation Commission Hearing: *April 2013*



Community Park: Vision + Intent

The mission of the BIAG is, in part, to make certain design-related recommendations, including:

- Species of trees
- Streetscape
- Furniture
- Park Programming
- Design and placement of historical interpretive signs or markers

While recognizing the parameters of City-wide policy, technical or code issues



Community Park: Vision + Intent



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600 N. Henry



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