

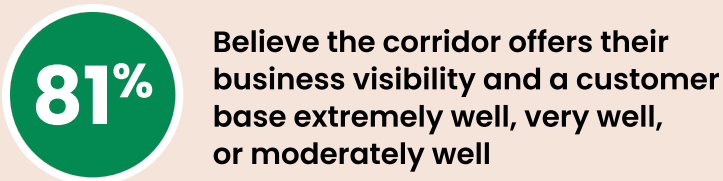
BUSINESS OWNER POLL JULY–AUGUST:



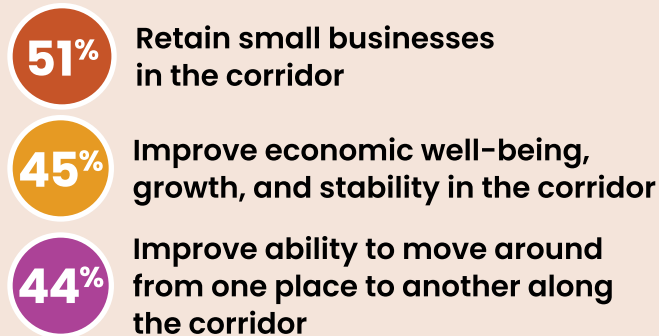
The City of Alexandria Department of Planning and Zoning is pleased to share the results of a recent poll conducted with local business owners. Our canvassers reached over 200 small businesses in the Duke Street Corridor, with 77 owners participating in the survey. The feedback gathered will help inform city planning efforts on the Duke Street Plan.

THE RESULTS

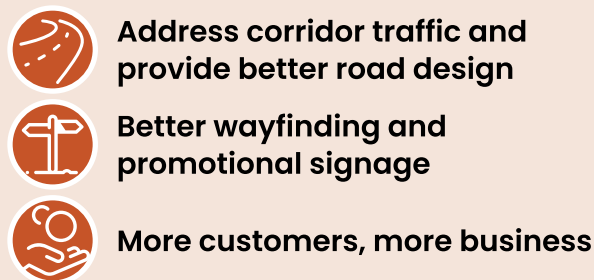
Business visibility & customer base:



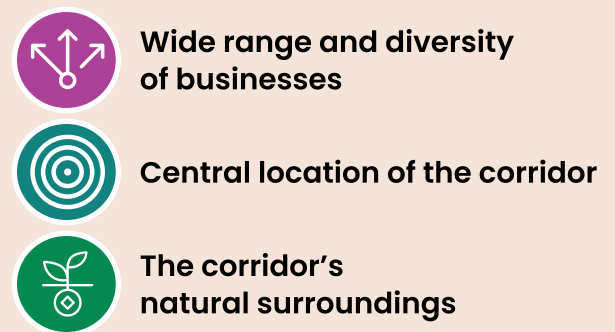
Three most important topics as the planning process begins:



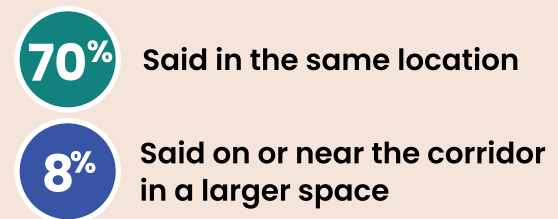
Support you'd like to have for businesses:



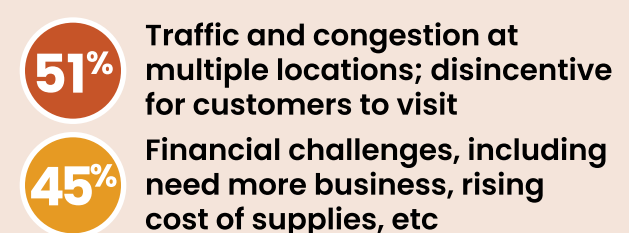
Things you like about the corridor:



Your business location 10 years from now:



Biggest barriers to business:



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Stay Engaged, visit our website
alexandriava.gov/DukeStreetPlan



WAYS TO STAY INVOLVED

Celebrate our businesses!

The Duke Street Business Passport Program provides community members with a chance to celebrate the businesses in the Duke Street Corridor.

DUKE STREET
LAND USE PLAN



Participate in the Duke Street Business Passport Program

January 2026 through September 2026

All businesses within a half mile of Duke Street can sign up to participate.

Window Decal

Display a Passport Program decal on your store window, counter, or front desk.

Your business will be listed on the Duke Street Passport Program Map, Engagement Hub, Project Webpage, social media, and flyers.



Scan to Win:

Patrons of your business can check in by scanning the QR code on the decal. The five participants who visit the most unique businesses will receive a \$25 gift card for a business of their choice.



Get a Highlight:

Participating businesses can also opt-in to get a social media highlight that includes the name of your business and your top priorities for the Duke Street Land Use Plan.



Attend a Planning Workshop for Small Business Owners

In January, join us for a workshop specifically for business owners on the Duke Street Corridor to help ensure the plan reflect the needs of your business.

Business Workshop Times:

1. Monday, January 12th at 10:00 AM
2. Thursday, January 15th at 5:00 PM

Sign Up

To RSVP, scan the code or contact Christian Brandt: (703) 746-3859 or christian.brandt@alexandriava.gov



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December 2025



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