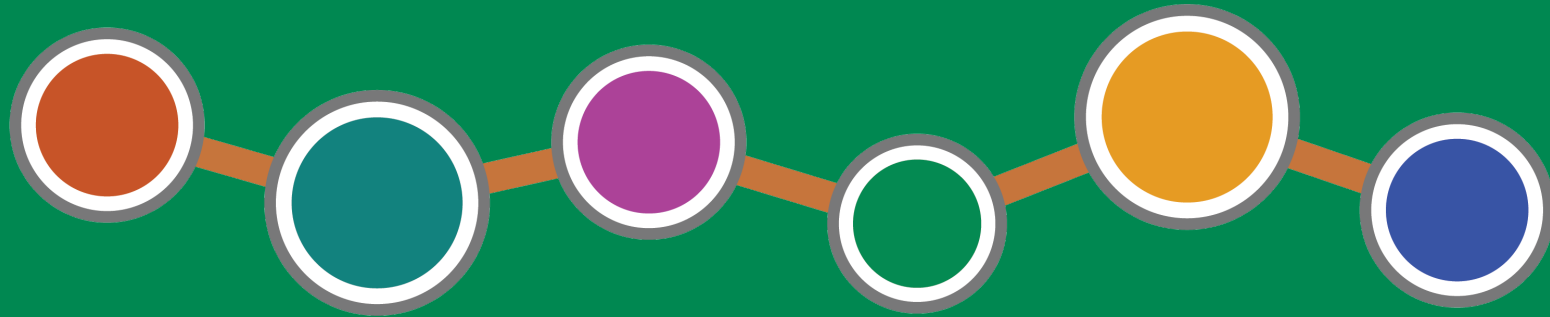


DUKE STREET LAND USE PLAN



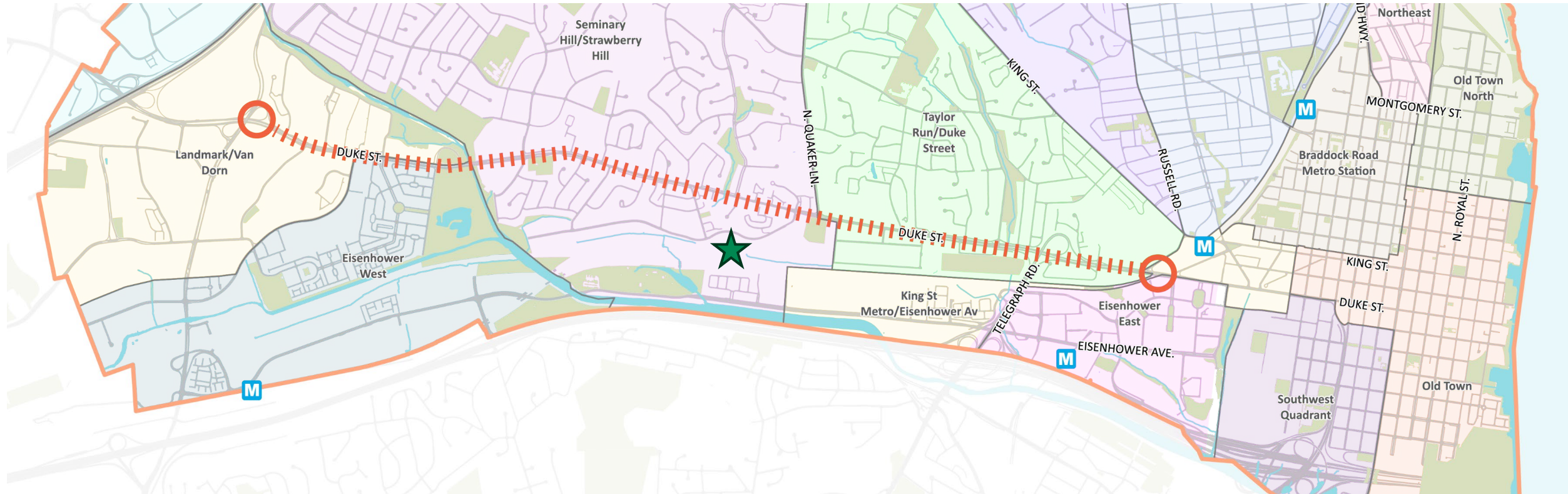
January Community Workshops

Patrick Henry Recreation Center, January 22, 2026



DEPARTMENT OF
**PLANNING &
ZONING**

Duke Street Land Use Plan Area



Process Roadmap

Most engagement will happen during these phases!

Dec. 2024 – May 2025



Listen & Learn

- Listening sessions with stakeholders
- Pop-ups around the corridor
- Background and existing conditions

Summer – Fall 2025



Consult

- Gather feedback
- Develop Plan Principles

Winter – Spring 2026



Share & Draft

- Develop land use concepts that provide a direction for the corridor in the future (15–20 years)
- Develop Plan Recommendations

Updates to Planning Commission, City Council, and Boards and Commissions

Summer – Fall 2026



Refine

- Refine and incorporate land use concepts and recommendations into a full Draft Plan for community review and comment

Updates to Planning Commission, City Council, and Boards and Commissions

Late 2026 – Early 2027



Adopt

- Public Hearings and Consideration for Plan Adoption at Planning Commission and City Council

Engagement Summary



1,705 poll responses, **77** Business poll responses



250 businesses engaged in outreach



46 pop-ups since April, 2025



Over to **1,500 residents** engaged at pop-ups



3 Community Meetings, **1** Open House, upcoming pop-ups and workshops



Draft Guiding Principles

How were they developed?

A synthesis of community feedback from the **Community Poll**, the **Pop-ups**, the **Kick-off Meeting**, and the **City's existing Best Practices commitments**.



What are they and how will they be used?

They establish our intent for the Plan and shape the trajectory of the process moving forward. They will form the foundation under which the community and City will develop the Plan's more detailed strategies, concepts, and recommendations.

- *Aspirational and high level*
- *Not policy statements, recommendations, or specific requirements*

Plan Principles

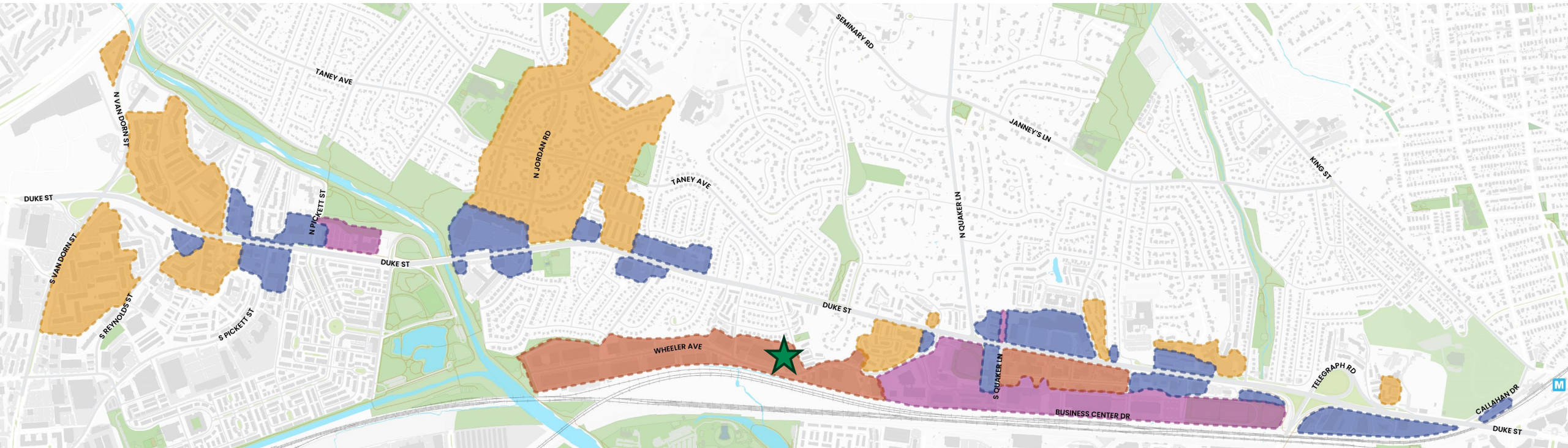
All ages, abilities, backgrounds, and needs are welcomed and included, community health and well-being are fostered

1.Land Use + Design: well-designed, walkable neighborhoods, mix of land uses, access to neighborhood retail, civic uses, transit options, economic opportunities, small businesses.

2.Mobility + Safety: safe and easy ways to get around, well-connected system of streets, alleys, sidewalks, and trails, support a variety of travel choices, incorporate current and emerging technologies.



Land Use Theme Areas



Small Business

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

Affordability + Growth

Areas with rental residential that should be **retained** due to their **existing affordability** and where strategic redevelopment and regulatory tools can be utilized to **ensure longer-term affordability** and the **retention** of units.

Opportunity

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

Civic + City Campus

Areas that consist of **City-owned land** that can **accommodate City uses** and **other land uses** in **existing buildings** and **new development**.

A (Brief!) Summary of What We've Heard So Far

- Too much traffic congestion (generally)
- Difficulty getting around, especially at peak times
- Safety concerns for people walking and biking, crossing Duke
- Corridor feels unplanned or disjointed, needs an identity
- Corridor could be more attractive
- Traffic makes it hard to get to/from businesses



Feedback Tensions

Feedback so far has raised some common issues and at the same time expressed some contrasting visions for the corridor, for example:

- A Duke Street that prioritizes **cars** vs. a Duke Street that has better **bike and pedestrian** infrastructure
- Keeping the corridor **as it is** now vs. **adding** new housing, density, and amenities in some locations
- Prioritizing some amenities over others

Our work with you, in meetings and workshops, is aimed at creating a plan that aligns with the guiding principles, meets the City's goals, and serves the community to the greatest extent possible.

Guiding Principles, Themes, and Framework Plan

Draft Guiding Principles: These form the foundation upon which we will develop the recommendations and framework of the Plan.

In the background,
feedback tensions

Land Use Theme Areas: These apply the *Draft Guiding Principles* geographically. They consider the existing shared characteristics of areas throughout the corridor.

Not every Principle
will apply equally
throughout the
geography of the
Plan.

Framework Plan: The Framework Plan consists of the maps, graphics, and diagrams that lay out the specific place-based requirements and expectations for land use throughout the corridor – i.e., streets, open space, etc.

Draft Recommendations: These elaborate on the Framework Plan and include the specific policy requirements that set additional expectations for property owners and the City during the life of the Plan.

Meeting Group Agreements

- **Silence** your cell phones - be fully present.
- **Treat** speakers and each other with respect.
- **Use “I” Statements.**
- **One Mic:** only one person speaks at a time.
- **Take Space, Make Space:** make sure everybody gets a chance to contribute.
- **Listen as an ally**, not an adversary — everyone should feel comfortable expressing their opinion regardless of differences.

Discussion Questions

- What opportunity/ies do you see along the corridor that specifically satisfy a principle in this the Land Use and Design or Mobility and Safety Principle Groups?
- Does this opportunity address any of the other Draft Principles?
- How does this specific opportunity intersect with the tensions we discussed earlier?

Opportunities to Engage

- Participate in the Engagement Hub until 1/23:
<https://alexandriava.mysocialpinpoint.com/deceember-community-open-house>
- Attend our February Open House, 2/25
- Visit the project webpage and sign up for the City's eNews:
<https://www.alexandriava.gov/DukeStreetPlan>