



## AGENDA

Old Town North Small Area Plan Advisory Group  
Economic Development Subcommittee Meeting  
Wednesday, February 10, 2016  
1:00 – 3:00 PM  
Alexandria Economic Development Partnership  
625 N. Washington Street, 4<sup>th</sup> Floor

### Welcome and Introductions (1:00 – 1:10 PM)

### 1:10 – 2:00 PM

### Retail Analysis/Strategy Discussion (Overall Planning Area)

- I. Acknowledgement of Phase I Products (Plan Framework Phase – Visioning)**
  - A. Public Comments and Themes for Economic Development
  - B. Charrette Graphics for Economic Development (Land Use, Retail and Art Area, and Transportation and Connectivity Concepts)
- II. Catchment Area and Demographics**
  - A. Proposed Catchment Area
  - B. Review Old Town North Demographics (Households, Education, Income and Employment)
  - C. Daytime Population Data (Office)
  - D. Traffic Counts
- III. Other Topical Areas**
  - A. Old Town North Land Use Mix Data
  - B. Old Town North Transportation & Multimodal Accessibility
  - C. Commercial Sales Data
  - D. Possible Thoughts on a Conversion Policy
- IV. Preliminary Insight from Market Professionals (AEDP - What can/cannot work in Old Town North now and why)**
- V. Discuss possible Panel Event for Subcommittee Meeting #2 (April)**
  - A. Overview of Data
  - B. Prepared Questions to Panel
  - C. Additional Questions from Community
- VI. Next Steps for Retail Analysis/Strategy for Old Town North**

### 2:00 - 2:45 PM

### Potential Market and Feasibility Study

- I.** Should a Signature Use be Studied
- II.** Ideas on Signature Uses
- III.** Ideas for scoping elements for Market Analysis
- IV.** Next Steps for Other

### 2:45 – 3:00 PM

Public Comment