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: ¼, ½, 1 mile
Suburban: 3, 5, 7 mile
Rural: 5, 10, 25 mile

<table>
<thead>
<tr>
<th></th>
<th>Braddock</th>
<th>Alexandria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>5,380</td>
<td>140,192</td>
</tr>
<tr>
<td>Median household income</td>
<td>$93,625</td>
<td>$77,793</td>
</tr>
<tr>
<td>Residents with Bachelor’s degree or higher</td>
<td>68.6%</td>
<td>58.1%</td>
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Retailers also look at:
- Daytime Population
- Traffic Counts
- Natural & Manmade Barriers

# Urban Retail Markets - Braddock Neighborhood

<table>
<thead>
<tr>
<th></th>
<th>Braddock</th>
<th>Neighborhood Goods &amp; Services</th>
<th>Food &amp; Beverages</th>
<th>General Merchandise, Apparel Furniture and Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>5,380</td>
<td>1,000 in ¼ m</td>
<td>7,500 in ½ m</td>
<td>30,000 in 1 m</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$94K</td>
<td>$35K in ¼ m</td>
<td>$45K in ½ m</td>
<td>$50K in 1 m</td>
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<tr>
<td>Daytime Population</td>
<td>8,759</td>
<td>5,000 in ¼ m</td>
<td>15,000 in ½ m</td>
<td>10,000 in ½ m</td>
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<tr>
<td>Education</td>
<td>69% B.A. or greater</td>
<td>20% B.A. in 1/4m</td>
<td>25% B.A. in 1/2m</td>
<td>25% B.A. in 1 m</td>
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<tr>
<td>Traffic Counts</td>
<td>11,493</td>
<td>5,000 AADT</td>
<td>7,500 AADT</td>
<td>15,000 AADT</td>
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</tbody>
</table>

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

Neighborhood Goods & Services

Food & Beverage

General Merchandise, Apparel, Furnishings & Other

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

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