

**REVISED AS OF 1/29/09**


*City of Alexandria, Virginia*

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MEMORANDUM

DATE: JANUARY 22, 2009

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: RESOLUTION ESTABLISHING A BRADDOCK METRO NEIGHBORHOOD PLAN IMPLEMENTATION ADVISORY GROUP

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**ISSUE:** The establishment of a Braddock Metro Neighborhood Plan Implementation Advisory Group (IAG)

**RECOMMENDATION:** That City Council:

- (1) Approve the resolution establishing a Braddock Metro Neighborhood Plan Implementation Advisory Group; and
- (2) Authorize the City Manager to appoint the members of the Group.

**DISCUSSION:** The Braddock Metro Neighborhood Plan was unanimously approved by the City Council on March 15, 2008. The Braddock East Small Area Plan was approved by the City Council on October 18, 2008 collectively titled "the plans." In order for the implementation of the Plans to be successful, it is important to follow through with an implementation process that involves many stakeholders. The Plan provides a framework for the future of the Braddock area, for which many details will need to be worked out during the implementation phase.

In an effort to continue soliciting advice and feedback from the community, the Plans include a recommendation to establish a Braddock Metro Neighborhood Plan Implementation Advisory Group that is a balance of the diverse viewpoints of the community. The Plans recommend an IAG that is comprised of area residents, representatives from the Inner City Civic Association and Northeast Citizens Association, the Alexandria Redevelopment and Housing Authority, local business owners, a public housing resident, and other committed community members who were active during the development of the Plan.

The IAG will be responsible for making recommendations on certain neighborhood design elements (including streetscape and open space), criteria for types and location of retail business to be recruited to the area, and make recommendations to the City about spending priorities and public improvement project phasing. In addition, the IAG will be responsible for the

development of an annual report to outline progress and advise City staff in regard to funding priorities of the Plans.

**Mission:** The mission of the Braddock Metro Neighborhood Plan Implementation Advisory Group will be to:

- Prioritize the list of identified public improvements and amenities that were identified and recommended in the Plans.
- Make recommendations regarding spending priorities and public improvement project phasing.
- Make certain design-related recommendations, such as species of trees, streetscape, furniture, park programming, and the design and placement of historical interpretive signs or markers; recognizing the parameters of City-wide policy technical or code issues.
- Recommend specific criteria for types and locations of retail businesses to be recruited and supported with loans or other incentives.
- Review options for the Wythe/Braddock/West intersection.
- Work with City staff to monitor on-going development.
- Contribute to an annual “Status of Implementation” report to City Council.
- Advise the City staff in regard to funding priorities of the Plans.
- Contribute to and review a parking management plan and a transportation management plan.

**Tasks:** To carry out the mission, the IAG will be expected to act as a collaborative partner in plan implementation and conduct the following tasks:

- Develop an annual proposed implementation plan consisting of action steps with lead agent, partners, timeline and funding sources to be pursued in the subsequent year.
- Implementation plans may include a neighborhood zoning plan, creation of a parking district, a Metro Station Area Study or creation of a Transportation Management Association (TMA) for the area.
- Create quantitative or qualitative performance indicators to measure plan implementation through an annual progress report.
- Develop an annual “Status of Implementation” report outlining implementation plan progress for submission to City Council.
- Host an annual “State of Implementation” open house for the entire community.
- Additional tasks as assigned by the City Council relevant to implementation of the Braddock Metro Neighborhood Plan.

**Advisory Group Composition:** The IAG shall consist of ~~19~~ 20 members representing a diversity of neighborhood interests and appointed by the City Manager. The IAG shall have the following representation:

- Residents of the Braddock Road Metro Station Small Area Plan Area, who have experience or interest in areas of importance to the plan, such as historic preservation, schools, transportation, parks, housing, urban design or community activism (~~5~~)(6)
- Braddock Lofts Homeowners Association (2)
- Inner City Civic Association (3)
- Northeast Citizens Association (1)
- Alexandria Redevelopment and Housing Authority (1)

- Retail Representative (1)
- Local/Small Business Representative (1)
- Area Developer (2)
- Public Housing Resident Representative(1)
- Non-Profit/Church Representative (1)
- Architect /Historic Preservation/ Design Expert (1)

In recognition of the high level of interest on the part of residents who live within the boundaries of the Braddock Road Metro Station Small Area Plan, staff recommends increasing the total members of the IAG to 20 by adding one additional member who resides within the boundaries of the Small Area Plan and who has experience or interest in historic preservation, schools, transportation, parks, housing, urban design or community activism. Staff believes that the addition of one member for a total of 20 members will not appreciably impact the ability of the group to work effectively or reach consensus.

**Appointments:** The City Manager will appoint the ~~nineteen~~ twenty members with the goal of achieving a balance of interests within the neighborhood. The members of the IAG will be residents, property owners or business owners inside the boundaries of the Braddock Metro Station Small Area Plan and Braddock East.

**Staff Support:** City staff will provide support to the IAG through an interagency City Workgroup, lead by staff of the Planning and Zoning Department. The City Workgroup will be comprised of staff from other departments and offices including Transportation and Environmental Services, Recreation, Parks and Cultural Activities, Office of Historic Alexandria, the Office of Housing, the Alexandria Economic Development Partnership, Small Business Development Center, and the Alexandria Redevelopment and Housing Authority.

**Schedule:** The IAG is projected to meet at least twice a year starting in about March 2009. Any additional meetings will be scheduled on an as-needed basis to be determined by the IAG.

**Subcommittees:**

The Advisory Group is structured so that it can create subcommittees comprised of persons other than the current members of the IAG to address specific policy initiatives contained with the Plans, on an as-needed basis, to provide input and recommendations to the Advisory Group.

**Monitoring:**

Beginning in late 2009, it is proposed that the IAG shall prepare an annual “Status of Implementation” report to measure the success implementation of the Plans. The report will be based upon the qualitative or quantitative measures developed by the Implementation Advisory Group relevant to the various plan elements. The report should provide City Council with an assessment of neighborhood needs that can be considered when setting budget priorities.

**IAG Agenda:**

The IAG will receive staff briefings, developer updates and will participate in interactive problem-solving sessions at each of their meetings. The agenda for the first meeting will be to provide an overview of the role of the IAG, receive an update on development projects in the planning area, get a status update on other project and initiatives relevant to the Braddock Metro Neighborhood Plan implementation, and discuss performance measures and prioritization of implementation tasks. Future meeting agendas will be determined by the IAG.

**Communication:** In accordance with the City of Alexandria Eco-City Charter, the Planning and Zoning Department will make every effort to be as paperless as practicable. Planning Staff will continue to notify interested parties via the internet, e-news, the Braddock Bulletin, other forms of paperless media, and will explore other means to engage community members. The meeting schedule, along with all meeting presentations, meeting minutes, and other information that may be generated for the IAG will be posted to the Braddock Road page of the Planning and Zoning website. The Planning and Zoning staff will prepare and maintain minutes of the Implementation Advisory Group meetings.

**Sunset:** City Council may sunset, or discontinue, the coordinating group as deemed necessary.

**FISCAL IMPACT:** Staff estimates a minimum of 715 hours of City Staff time will be needed annually to support the IAG. Additional staff time could be necessary in the future as the pace of growth accelerates. The estimate consists of staff time from the Departments of Planning and Zoning, Transportation and Environmental Services, Recreation, Parks and Cultural Activities, Office of Housing and Office of Historic Alexandria that will be spent on the following activities: meeting preparation, post-meeting activities, meeting attendance, community outreach, and preparation of the annual status report.

**ATTACHMENTS:**

Attachment 1: Resolution

Attachment 2: Braddock Implementation Task List

**STAFF:**

Mark Jinks, Deputy City Manager,

Faroll Hamer, Director, Department of Planning and Zoning

Karl Moritz, Deputy Director, Strategic and Long Range Planning

Jeff Farmer, Deputy Director, Urban Design

Kathleen Beeton, Division Chief, Neighborhood Planning and Community Development

Carrie Beach, Urban Planner, Neighborhood Planning and Community Development

Brandi Collins, Urban Planner, Neighborhood Planning and Community Development

Veronica Davis, Urban Planner, Neighborhood Planning and Community Development

**RESOLUTION NO. 2319**

**WHEREAS**, the City Council unanimously adopted the Braddock Metro Neighborhood Plan on March 15, 2008 and Braddock East Small Area Plan on October 18, 2008 (the Plans).

**WHEREAS**, the City Council wishes to continue to gain the advice of community members representing a variety of interests in the implementation of the Plans.

**WHEREAS**, the Plan outlines the formation of an Implementation Advisory Group

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF ALEXANDRIA, VIRGINIA THAT:**

1. There is hereby established a Braddock Metro Neighborhood Plan Implementation Advisory Group (IAG).
2. The IAG shall consist of twenty (20) members representing a diversity of neighborhood interests. The City Manager will appoint to the IAG member who are residents, property owners or business owners within the boundary of the Braddock Metro Station Small Area Plan. The IAG shall have the following representation:
  - Residents of the Braddock Road Metro Station Small Area Plan Area, who have experience or interest in areas of importance to the plan, such as historic preservation, schools, transportation, parks, housing, urban design or community activism (6)
  - Braddock Lofts Homeowners Association (2)
  - Inner City Civic Association (3)
  - Northeast Citizens Association (1)
  - Alexandria Redevelopment and Housing Authority (1)
  - Retail Representative (1)
  - Local/Small Business Representative (1)
  - Area Developer (2)
  - Public Housing Resident Representative (1)
  - Non-Profit/Church Representative (1)
  - Architect /Historic Preservation/ Design Expert (1)
3. The functions of the IAG shall be to:
  - a. Prioritize the list of identified public improvements and amenities that were identified and recommended in the Braddock Metro Neighborhood Plan, as well as the Braddock East Small Area Plan and to promote the interests of the community.
  - b. Make recommendations to the City regarding spending priorities and public improvement project phasing.
  - c. Make certain design-related recommendations, such as determining desired species of trees, streetscape furniture, park programming, and the design and placement of historical interpretive signs or markers; recognizing the parameters of City-wide policy technical or code issues.

- d. Recommend specific criteria for types and locations of retail businesses to be recruited and supported with loans or other incentives.
  - e. Review options for the Wythe/Braddock/West intersection.
  - f. Advise City staff to monitor on-going development.
  - g. Contribute to an annual "Status of Implementation" report to City Council.
  - h. Work with the City staff in regard to funding priorities of the Plans.
  - i. Contribute to and review a parking management plan and transportation management plan.
4. Administrative and technical support to the IAG will be provided by an interagency City Workgroup comprised of staff from various City departments and offices as well as the Alexandria Economic Development Partnership, the Alexandria Redevelopment and Housing Authority and the Alexandria Small Business Center. This City Workgroup will be lead by staff of the Department of Planning and Zoning.
5. The IAG shall endeavor to work with the City Workgroup to develop the first "Status of Implementation" report for submission to the City Council in late 2009.

Adopted: February 2, 2009

  
WILLIAM D. EULLE                      MAYOR

ATTEST:

  
Jacqueline M. Henderson, CMC      City Clerk