

Welcome! ¡Bienvenidos! እንኳን ደህና መጡ! مرحبًا

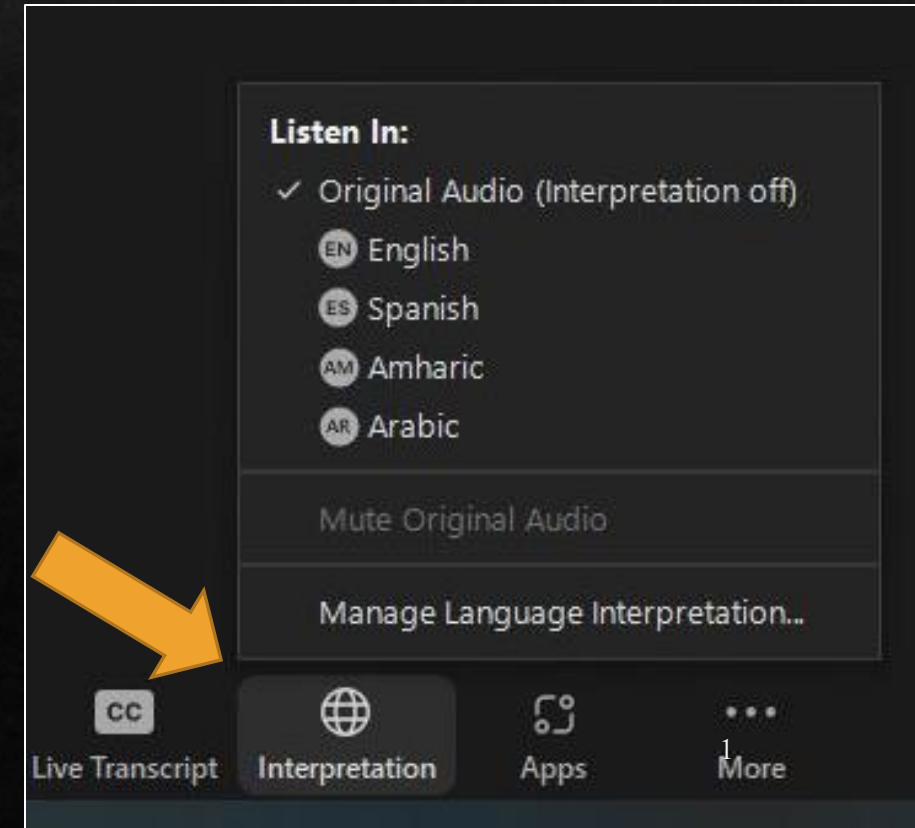
The Alexandria West Community Planning Kick-Off Meeting
will begin at 7 p.m.

❖ For interpretation services, please select your language at the bottom of your screen

❖ Para servicios de interpretación, seleccione su idioma en la parte inferior de la pantalla

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❖ لخدمات الترجمة الفورية، يُرجى تحديد لغتك في أسفل الشاشة





Alex**WEST**
Community Planning
11.15.2022

Agenda

- ◆ Intro and Process Overview
- ◆ Community Outreach and Engagement
- ◆ Why the Plan?
- ◆ Alexandria West Context/Background
- ◆ Community Engagement Process
- ◆ Next Steps
- ◆ Question + Answers

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Join at
slido.com
#AlexWest



Joining as a participant?

Enter code here



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Age

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What category best describes you?

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Planning Together

- Everyone is part of the process
- The Plan will reflect your imprint
- All of us together are smarter than any one of us individually

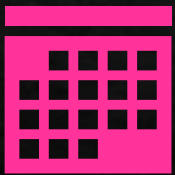
Why the Plan?

- ◇ Update 1992 Alexandria West and 2012 Beauregard Small Area Plans
- ◇ Plan for the changing future together
- ◇ Address housing affordability proactively
- ◇ Plan for local and regional market pressures
- ◇ Implement new city policies

Community Engagement Outline



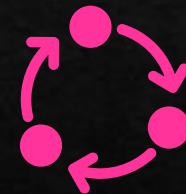
Land use, housing affordability, equity, culture, connectivity, transportation, parks/play spaces, etc.



18 Months

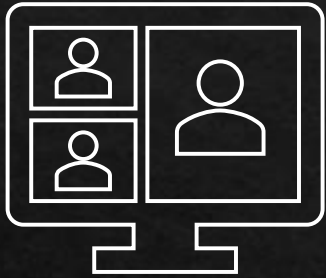


Your Ideas

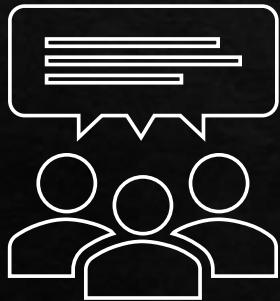


Feedback

Preparing for Launch - Community Outreach



- Webpage in English, Spanish, Amharic, Arabic
- Citywide eNews, Social Media
- Direct email list
- WhatsApp
- Social Media Platforms



- Alexandria City Public Schools
- Northern Virginia Community College
- Civic Associations and Community Groups
- Business Associations
- Faith-based communities
- Multifamily property owners and managers
- Commercial property owners and managers
- Arlington and Fairfax Planning Departments

What we heard pre-launch - Process



All community members should be involved, not a select few



Use simple messaging



Be clear about what decisions residents can influence



Many groups + property managers are willing to partner with communication



Use trusted messengers;
Provide toolkits for partners to communicate about planning

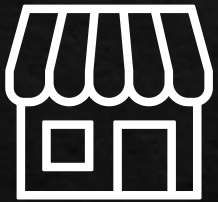
What we heard pre-launch - Topics



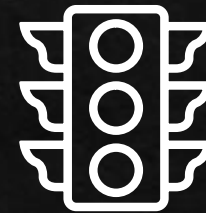
Housing affordability
and fear of displacement



Safe access/connectivity



Community services
and retail



Traffic



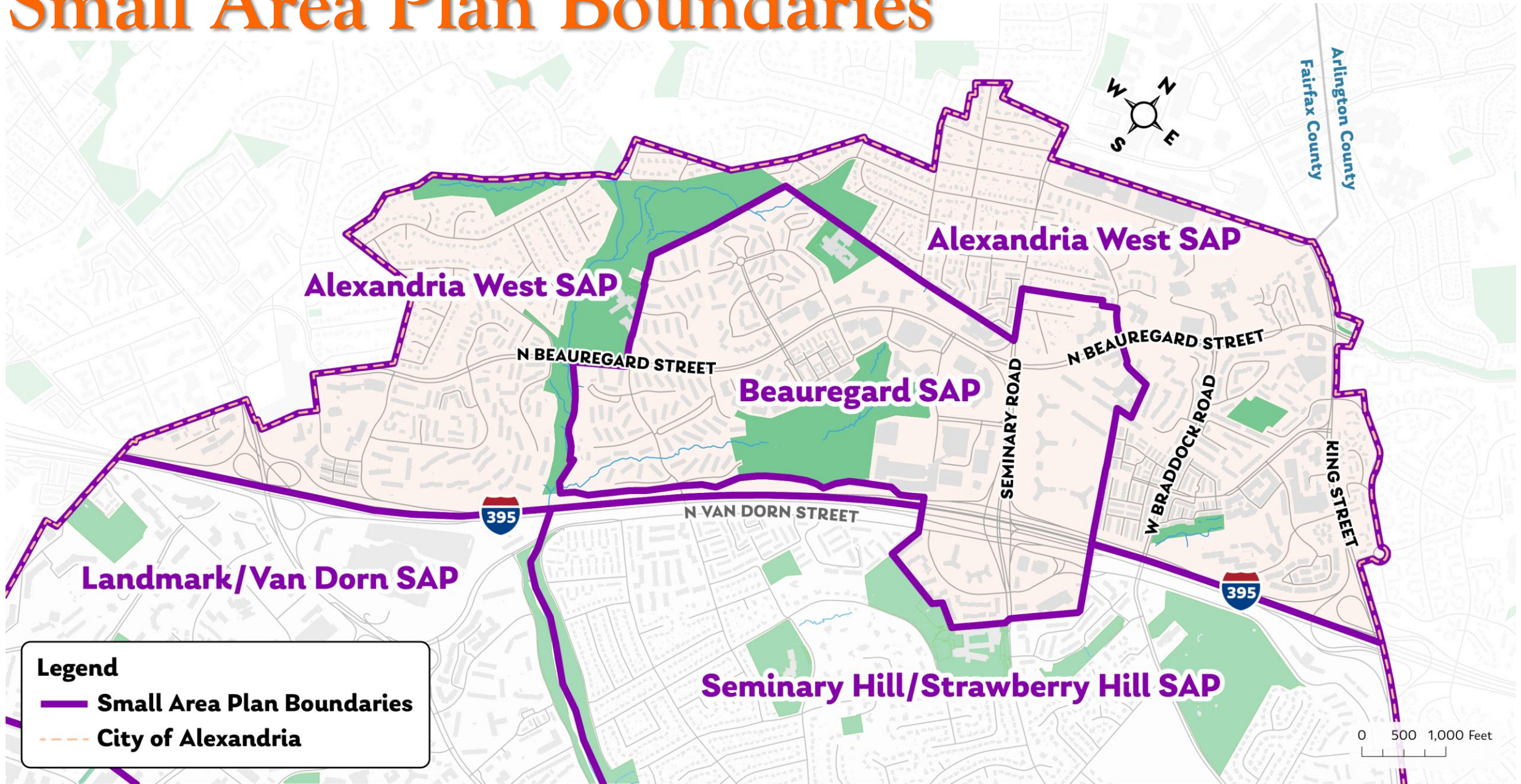
Public open space and
connections



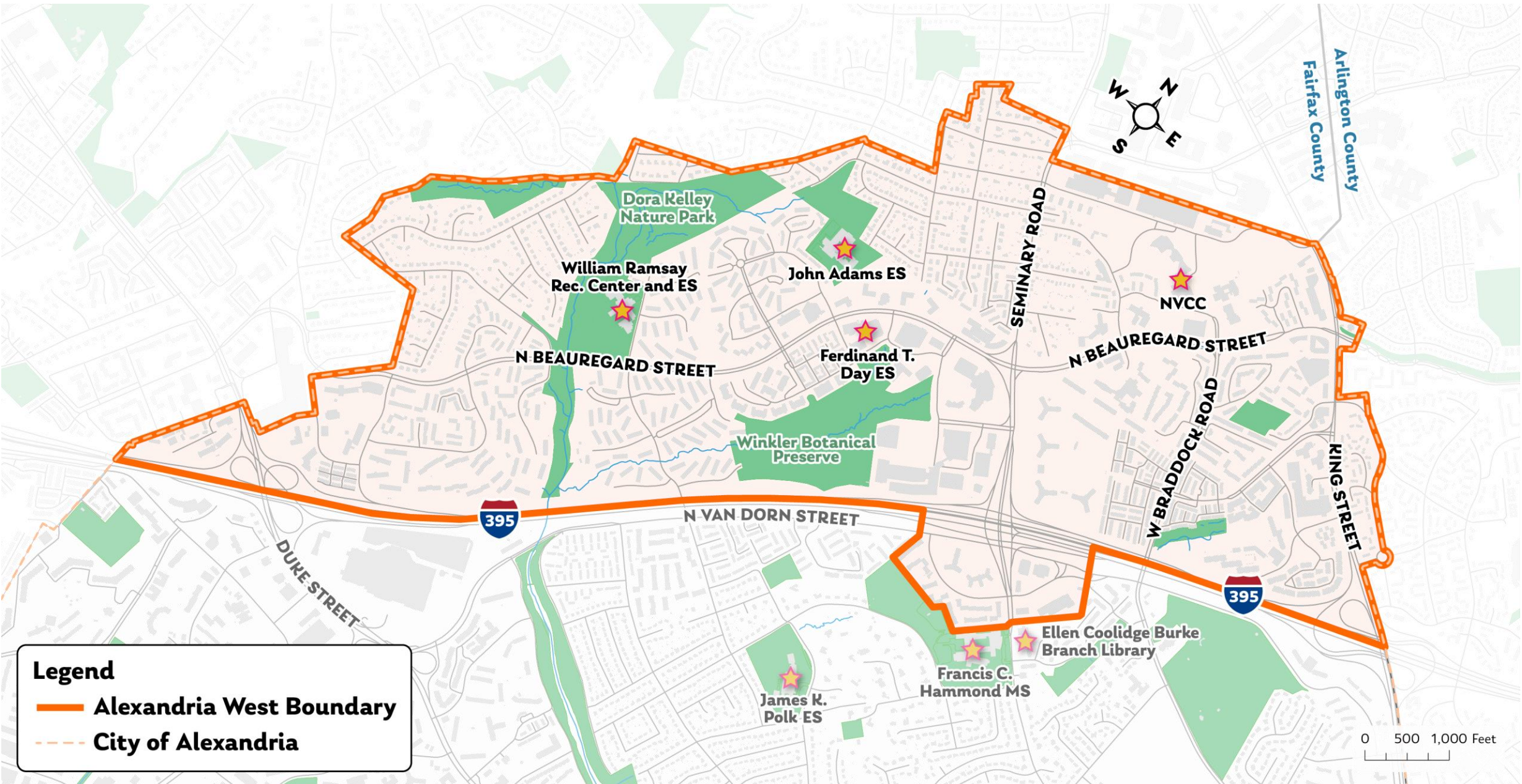
Timing of Master Plan
and development projects

Alexandria Master Plan

Small Area Plan Boundaries



Alexandria West Plan Area Boundary



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Which of the following best describes your connection to Alexandria West? (check all that apply)

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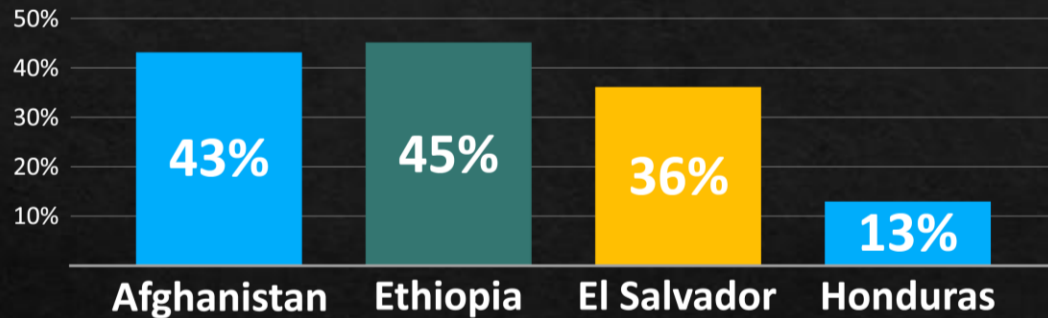


Please tell us about your primary residence:

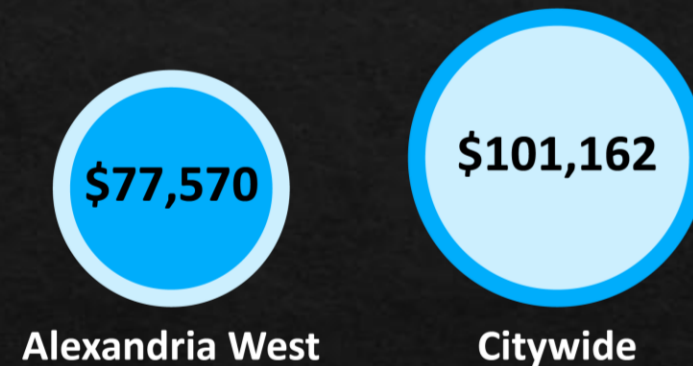
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Demographic Context

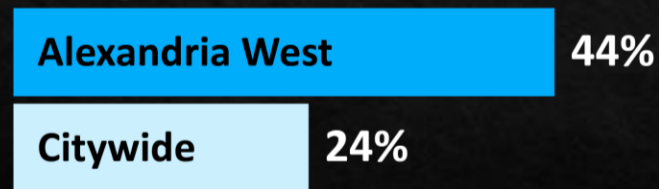
Percent Share of City's Foreign Born Population From Highly Represented Countries



Median Household Income



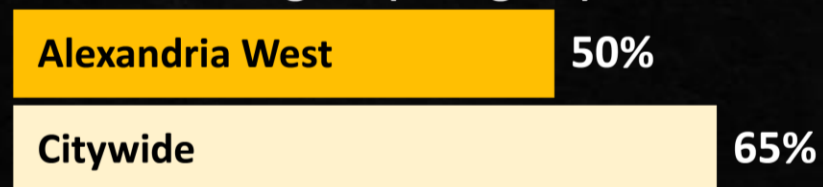
Foreign Born



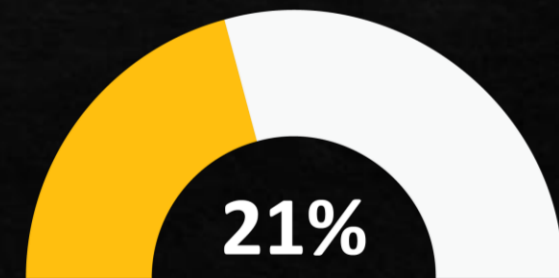
0-19 Years Old



Bachelor's Degree (or higher)



Population with Limited English Proficiency



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Which of the following languages do you speak at home? (check all that apply)

Housing Context

97%

Almost all renter households with incomes less than \$50,000 are housing cost burdened.

71%

Majority of homeowner households with incomes less than \$75,000 are housing cost burdened.

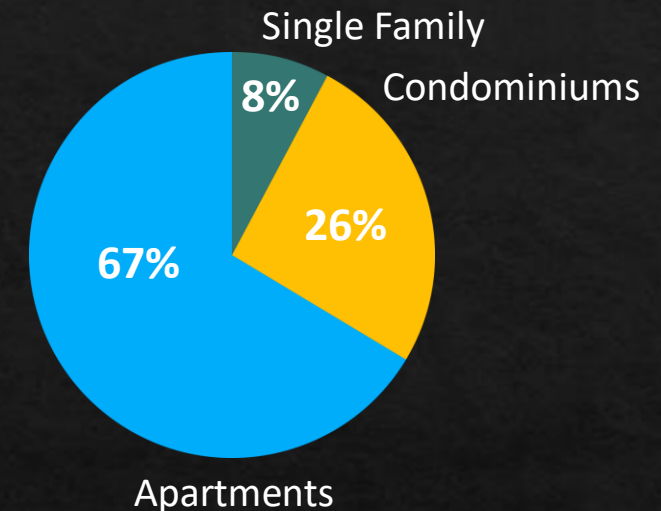
Housing cost burden is defined as spending more than 30% of household income on housing-related costs at the expense of other essential needs.

15-20%

15-20% of all rental units are estimated currently to be market affordable.

Market affordable units are naturally affordable at up to 60% of the area median income (\$60k - \$85,000 for a household of 1-4). Minor increases in rents can make these units un-affordable.

Housing Mix



Average Rent (including utilities) for a 2-Bedroom Unit

~\$2,400+/month



Minimum Household Annual Income Needed to Afford a 2-Bedroom Unit

~\$96,000/year

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What are your biggest concerns about housing today? (check all that apply)

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If you answered "Other", please specify:

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100+ acres of parks

1 47 acres
Dora Kelley Nature Park

2 44 acres
Winkler Preserve

3 9 acres
Rynex Natural Area

4 8 acres
Holmes Run Scenic Easement

5 8 acres
Chambliss Park

6 3 acres
James Mulligan Park

7 3 acres
Stonegate Scenic Easement



37%
tree canopy vs.
31% citywide



OVER FIFTY MEDICAL
OFFICE SPACES



TWO MAJOR CITY
HEALTH AND
SOCIAL SERVICES HUBS



THREE MILLION SF OF OFFICE
SPACE 83% OF WHICH IS
CLASS B OR C



14,000 STUDENTS
ENROLLED AT NVCC

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What do you **LIKE THE MOST** about Alexandria West? (check all that apply)

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If you answered "Other", please specify:

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What are things that **NEED TO BE IMPROVED** in Alexandria West? (check all that apply)

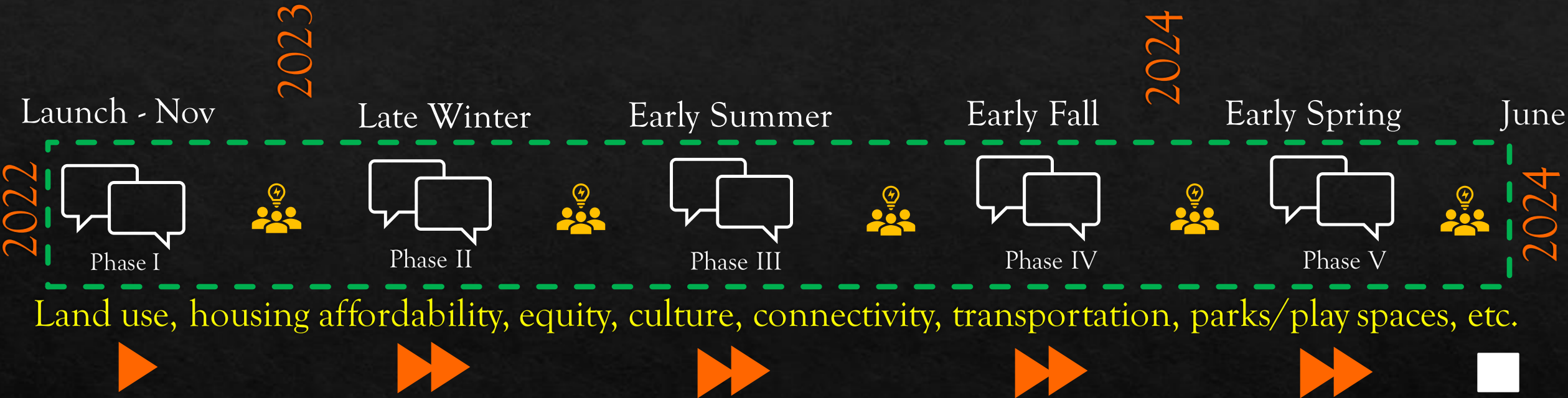
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If you answered "Other", please specify:

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Draft Community Engagement Schedule



Variety of community engagement events and activities in-person and online to collect stakeholder feedback



Internal work to document community feedback and prepare for next round of community engagement

Upcoming Opportunities for Input

- ◆ In-person events for community members not able to join online launch meeting:
 - ◆ Saturday, November 19, 8:30-10:30am: Farmer's Market at Southern Towers
 - ◆ Sunday, November 20, 11am-1pm: Global Foods Grocery Store
 - ◆ Tuesday, November 29, 3:30-6pm: William Ramsay Recreation Center
 - ◆ Friday, December 9, 8-10am: Bus stop at Lincolnia Rd & Beauregard St

Q+A

QR Code
to Join WhatsApp Group:



Project Webpage:
<https://www.alexandriava.gov/AlexandriaWest>



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Alex**WEST** Community Planning