

**SMALL AREA PLAN**

City of Alexandria, Virginia

**OTN  
Economic Development  
Subcommittee Meeting**

Wednesday, February 10, 2016

1:00 – 3:00 PM

Alexandria Economic Development Partnership Office

625 N. Washington Street, Suite 400



# OLD TOWN NORTH WORKING DRAFT FRAMEWORK PLAN

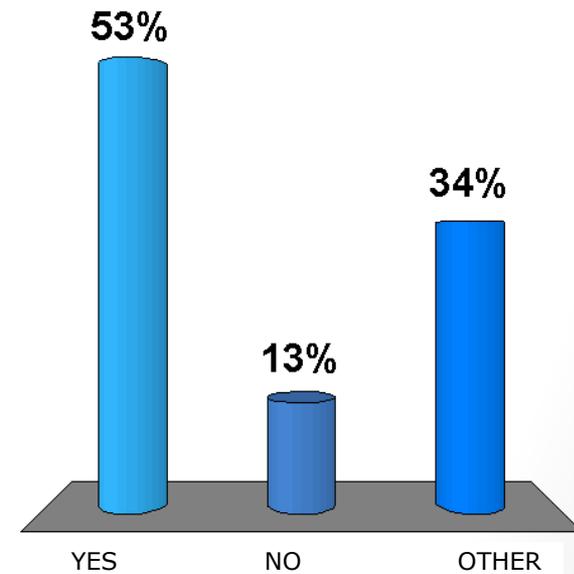


# **OTN SAP UPDATE PLAN FRAMEWORK PHASE I (VISIONING PHASE)**

# KEY ECONOMIC DEVELOPMENT THEMES FROM PHASE I COMMUNITY INPUT

## Economic Development

- Support and increase small businesses and retail establishments
- Focus/target retail areas



# WORKING DRAFT FRAMEWORK PLAN FROM CHARRETTE: LAND USE CONCEPT FOR STUDY



## LAND USE

Ideas for Future Study

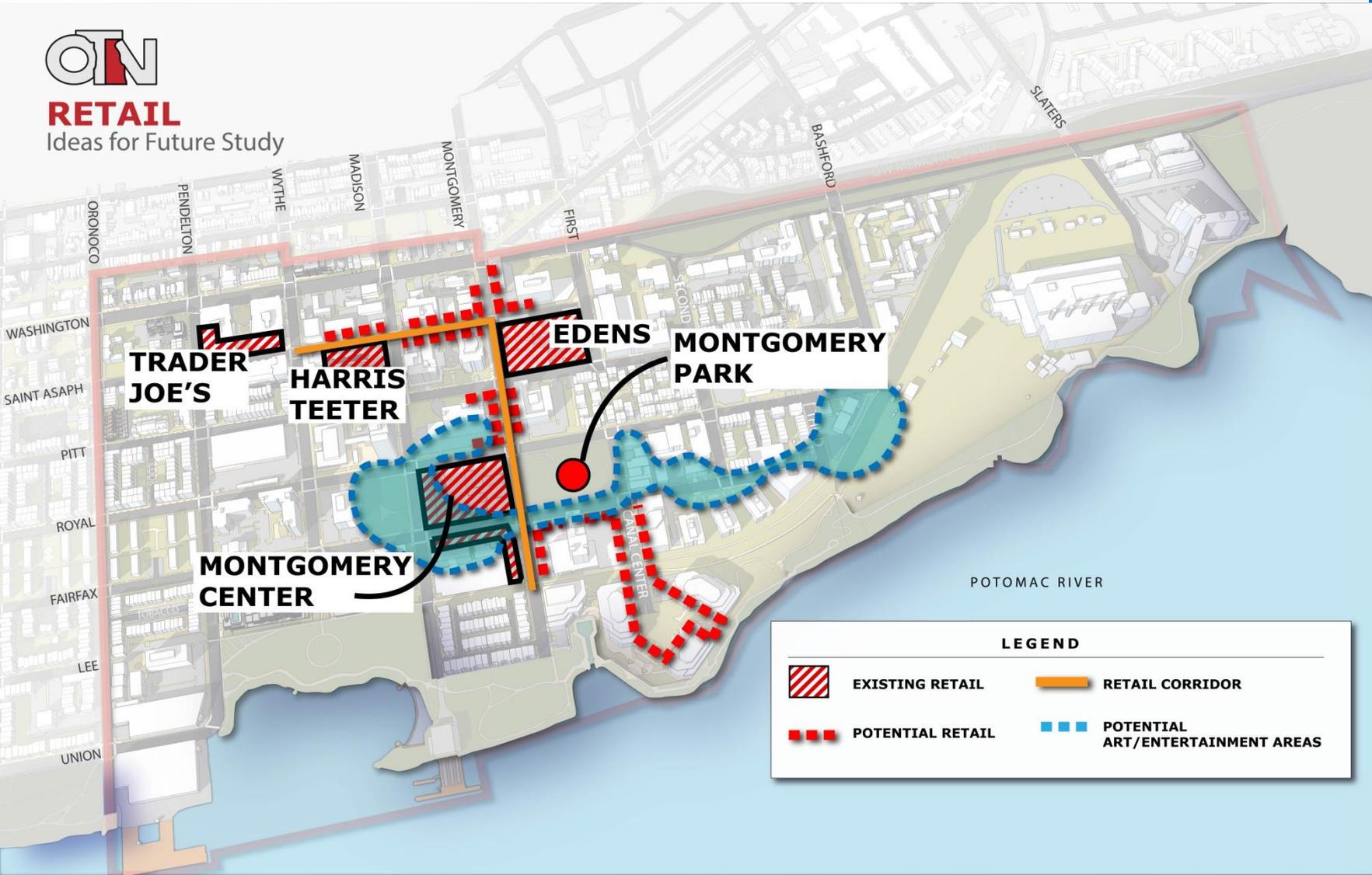


# WORKING DRAFT FRAMEWORK PLAN FROM CHARRETTE: RETAIL FOCUS AREAS FOR STUDY



## RETAIL

Ideas for Future Study



# PHASES II AND III

- RETAIL ANALYSIS/STRATEGY FOR OTN AND CATCHMENT AREA
- MARKET ANALYSIS FOR POSSIBLE SIGNATURE USE IN OTN

# OTN RETAIL ANALYSIS/STRATEGY

## • **STEPS**

- DEFINE CATCHMENT AREA
- REVIEW DATA FOR CATCHMENT AREA
- SOLICIT PRELIMINARY INPUT FROM MARKET PROFESSIONALS TO DEFINE THE CURRENT AND FUTURE MARKET
- HOLD PANEL DISCUSSION TO CONFIRM CURRENT AND FUTURE OTN MARKET AND TO HELP DETERMINE VIABILITY OF RETAIL LOCATIONS FROM CHARRETTE

# **DEFINE CATCHMENT AREA**

- **Old Town North**
- **Old Town**
- **Braddock**
- **Del Ray**
- **Rosemont**

# CATCHMENT AREA



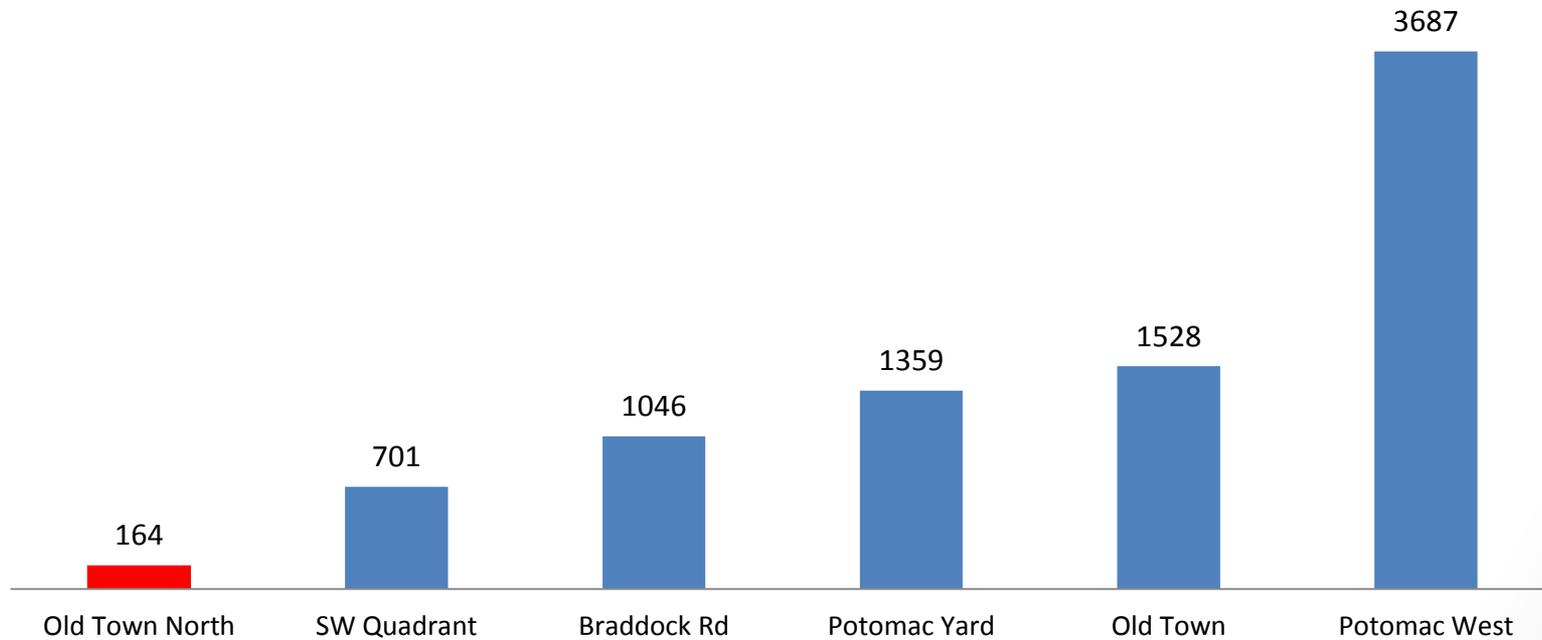
# DEMOGRAPHICS FOR CATCHMENT AREA



# APARTMENTS BY CATCHMENT AREA

## Total Apartment Units

2010-2014 American Community Survey 5-Year Estimates

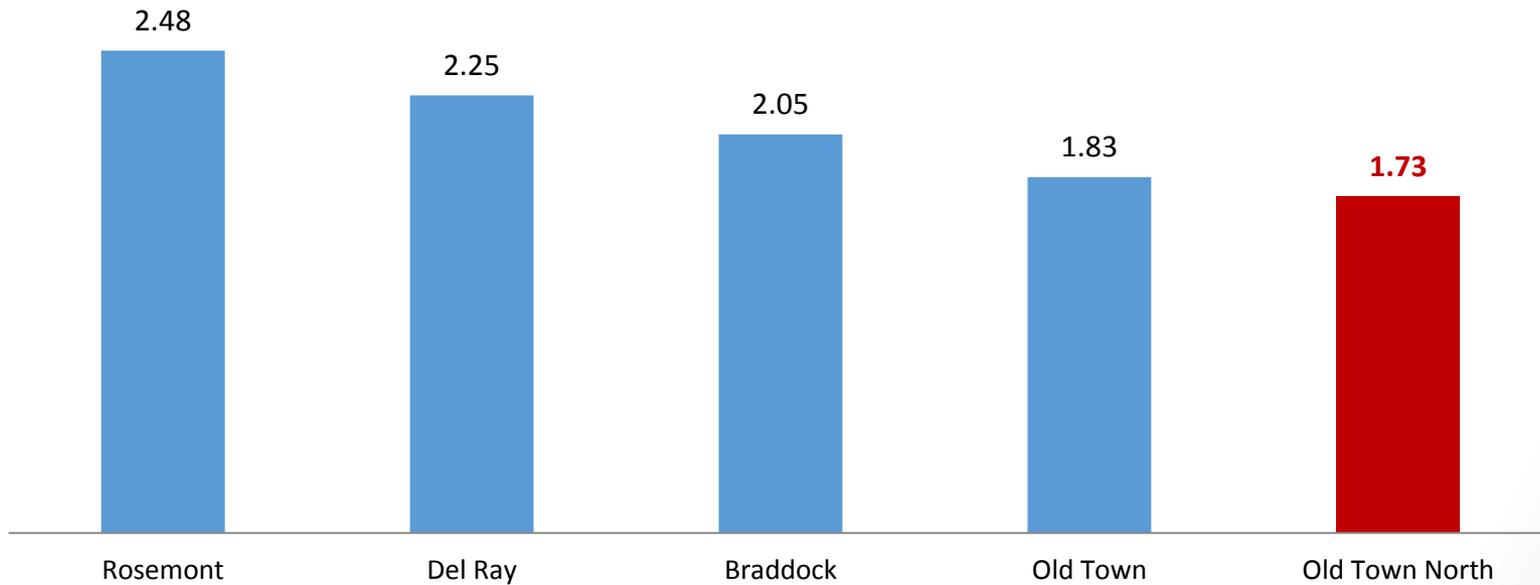




# HOUSEHOLDS BY CATCHMENT AREA

## Median Household Size

2010-2014 American Community Survey 5-Year Estimates

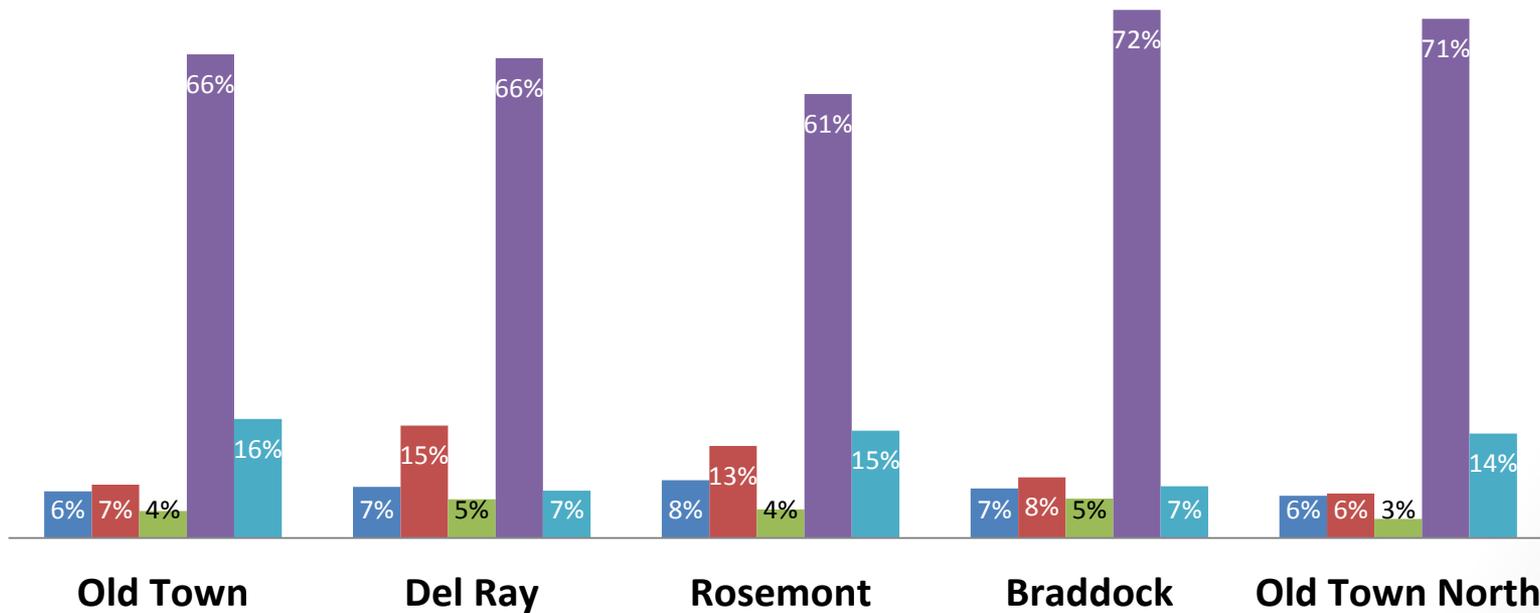


# AGE BY CATCHMENT AREA

## Age

2010-2014 American Community Survey 5-Year Estimates

■ Under 5   ■ 5 to 17   ■ 18 to 24   ■ 25 to 64   ■ 65+





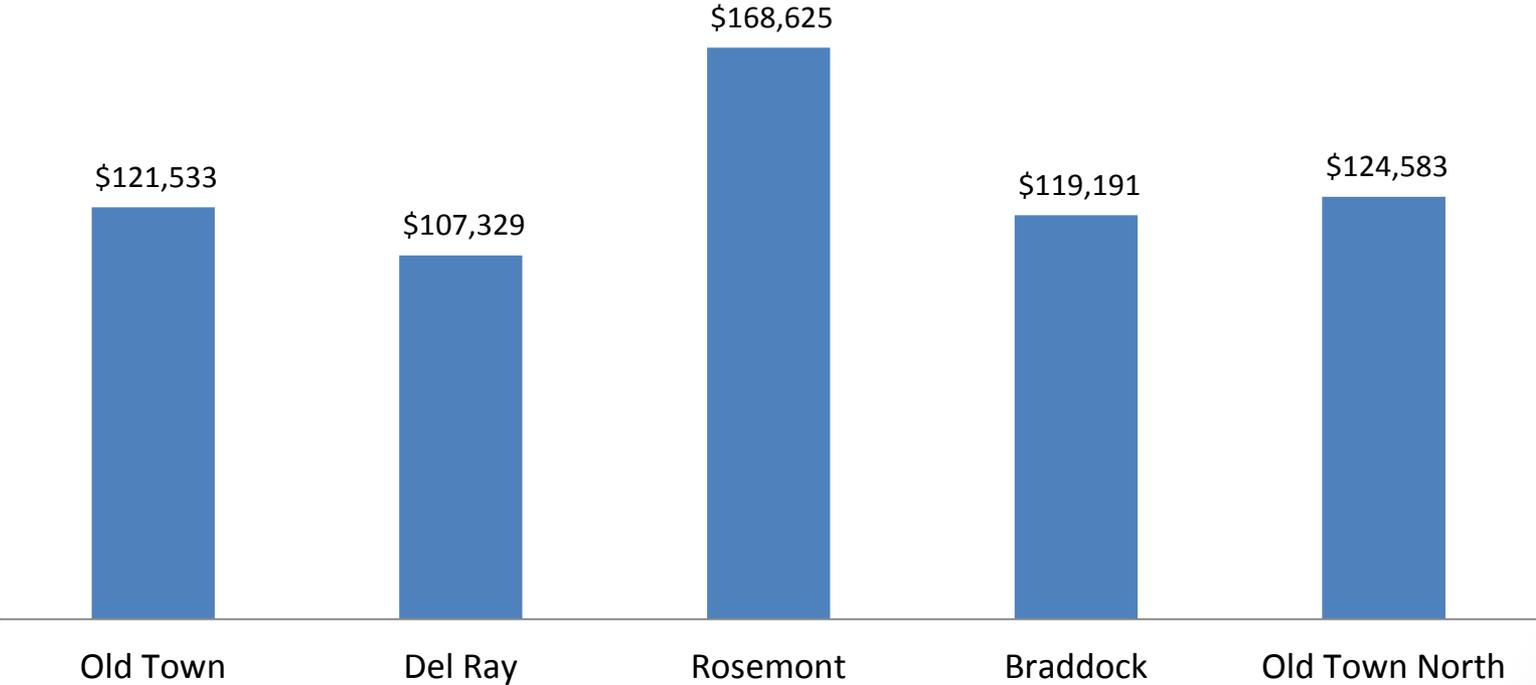
# EDUCATIONAL ATTAINMENT FOR POPULATION AGE 25+

\*2010-2014 American Community Survey 5-Year Estimates

	Old Town	Del Ray	Rosemont	Braddock	Old Town North
Did Not Graduate High School	3%	6%	6%	5%	2%
High School Diploma or Equivalent	6%	8%	7%	11%	5%
Some College	9%	9%	11%	13%	8%
Associates Degree	4%	2%	1%	2%	2%
Bachelor's Degree	33%	35%	28%	30%	37%
Graduate or Professional Degree	46%	39%	47%	40%	46%
Bachelor's Degree or Higher	78%	74%	75%	70%	83%



# MEDIAN INCOME BY CATCHMENT AREA



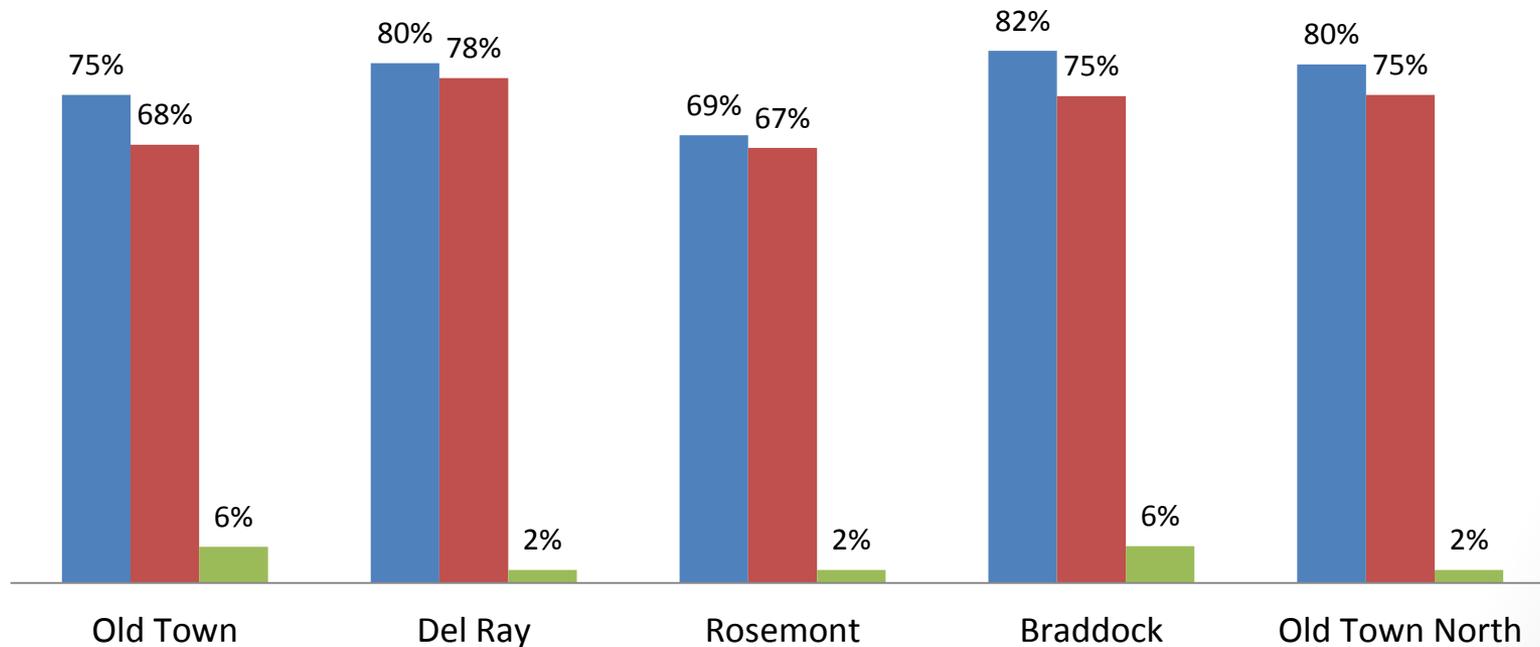
# EMPLOYMENT BY CATCHMENT AREA



## Employment Status for Population 16+

2010-2014 American Community Survey 5-Year Estimates

■ In Labor Force   ■ Employed



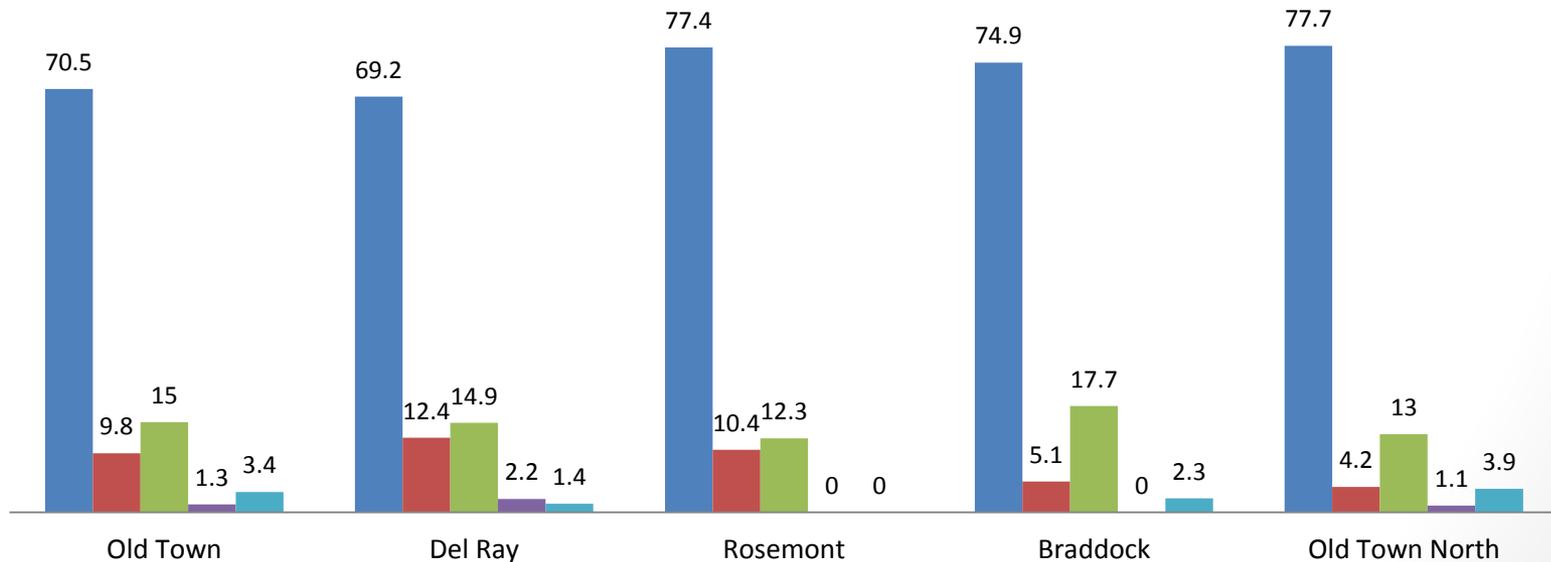
# INDUSTRY DESIGNATIONS FOR CIVILIAN POPULATION IN CATCHMENT AREA



## Industry Designations for Civilian Population Age 16+

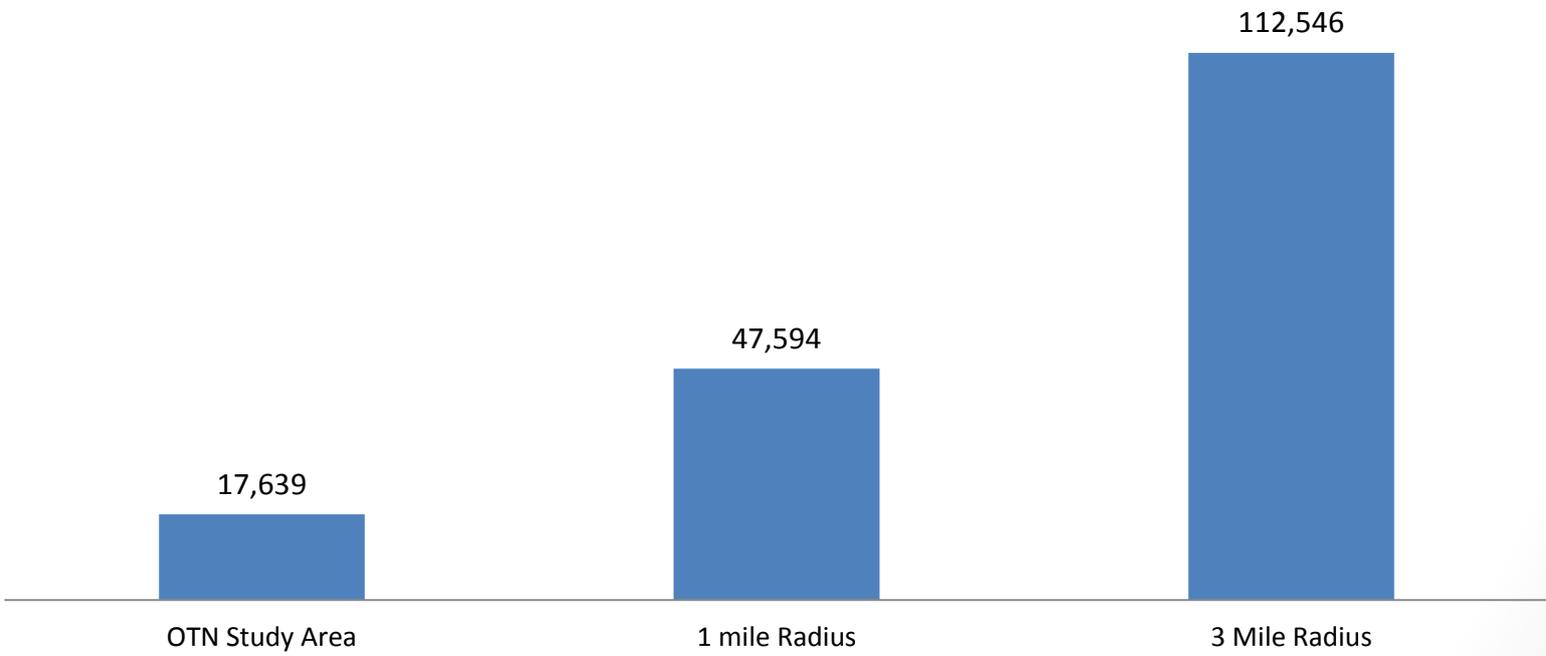
2010-2014 American Community Survey 5-Year Estimates

- Management, business, science, and arts
- Service Occupations
- Sales and Office Occupations
- Natural Resources, Construction, and Maintenance





# DAYTIME POPULATION IN CATCHMENT AREA





# TRAFFIC COUNTS IN CATCHMENT AREA

Street for Counts	From Street	To Street	Average Annual Daily Trips
Washington Street	Queen St	Madison St	32,000
Washington Street	Madison St	First St	32,000
Pendleton St	West St	Fairfax St	4,000
1st ST	Washington St	Saint Asaph	4,900
1st St	St Asaph St	Pitt St	3,300

Source: VDOT 2014 Traffic Counts

## **OTN Other Topics**

- **Old Town North Land Use Mix Data**
- **Commercial Sales**
- **Possible Conversion Sites**
- **Old Town North Transportation & Multimodal Accessibility**

# OTN LAND USE

2015 and 1992 Old Town North Land Use Data Comparison				
Land Use	2015 Land Use Acreage	1992 Land Use Acreage	Difference Acreage	% Difference
<b>Residential (includes mixed residential with retail)</b>	50.3	31.9	+18.2	+58.9
<b>Office/Office Warehouse</b>	30.30	41.8	-11.5	-27.5%
<b>Other Commercial</b>	18.35	19.2	-1.15	+5.9%
<b>Utility/Transportation</b>	27.40	27.9	-0.5	-1.8%
<b>Recreation and Parks</b>	6.4	7.2	-0.8	-11.1%
<b>Common Area</b>	11.2	7.2	+4	+55.5%
<b>Vacant Land</b>	0	3.4	-3.4	-100
<b>Grand Total</b>	143.95	138.6	—	—

<sup>1</sup> Land Use information is preliminary based on City of Alexandria Real Estate Data Parcel Land Use Code

<sup>2</sup> Land Use information from the 1992 Old Town North Small Area Plan



# OTN LAND USE

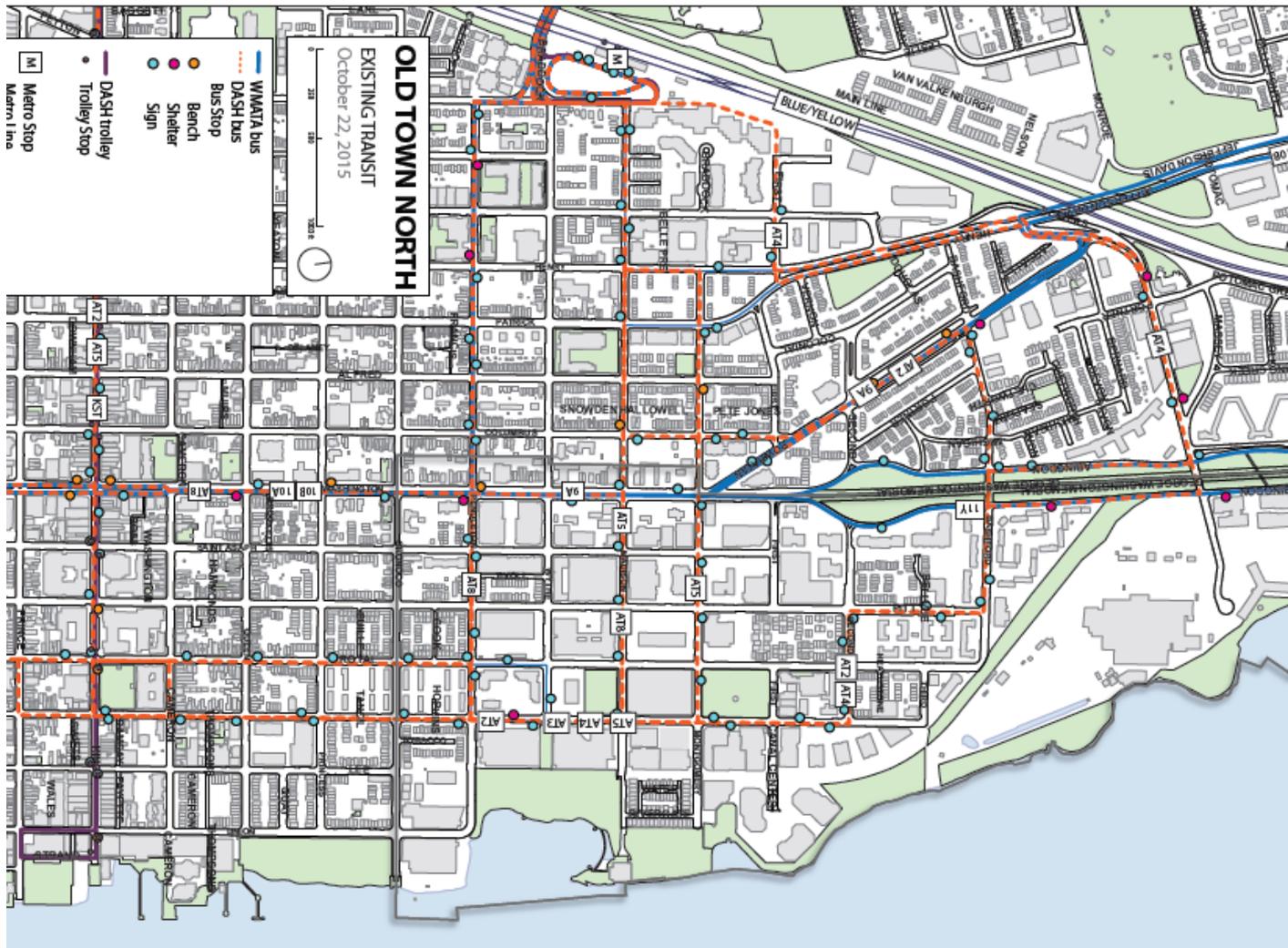
## Existing Land Use Mix<sup>1</sup>

Labels	Sum of Land_SF	Acres
	2,658.00	
<b>Common Area</b>	488,018.00	11.2
<b>Hotel/Motel</b>	268,318.00	6.35
<b>Institutional</b>	129,162.00	3
<b>Mixed - Office with Retail</b>	89,234.00	2
<b>Mixed - Res With Retail</b>	65,849.53	1.5
<b>Office</b>	1,077,068.00	24.7
<b>Recreation and Parks</b>	280,023.00	6.4
<b>Res - Multi-Family</b>	1,636,167.00	37.5
<b>Res - SF Attached</b>	449,243.00	10.3
<b>Res - SF Detached</b>	36,291.00	1
<b>Retail/Service</b>	360,286.00	8.3
<b>School</b>	28,647.00	0.7
<b>Transportation</b>	87,173.00	2
<b>Utility</b>	2,209,926.00	25.4
<b>Vacant</b>	513.00	0
<b>Warehouse</b>	158,100.00	3.6
<b>Grand Total</b>	7,366,676.53	143.95

# OTN

## **COMMERCIAL SALES**

# OTN ACCESSIBILITY AND MOBILITY



# OTN RETAIL ANALYSIS/STRATEGY SUBCOMMITTEE DISCUSSION

- RIGHT CATCHMENT AREA?
- RIGHT DATA SET?
- RIGHT METHODOLOGY?
- PANEL DISCUSSION – RIGHT APPROACH?
- OUTCOMES?
- OTHER CONSIDERATIONS?



# RETAIL ANALYSIS/STRATEGY – NEXT STEPS

- **March** - Complete Data Collection & Analysis
- **March** – Seek Preliminary Insight from Market Professionals (What can/cannot work in Old Town North now and why)
- **April** - Possible Panel Event for Subcommittee Meeting #2
  - Overview of Data
  - Prepared Questions to Panel
  - Additional Questions from Community
- **Complete Findings and Analysis**



# MARKET AND FEASIBILITY ANALYSIS SUBCOMMITTEE DISCUSSION

- Should a Signature Use be Studied?
- Ideas on Signature Uses
- Exploration of Market and Feasibility Analysis to determine feasibility of uses
  - Timeline
  - Scoping Elements



# ECONOMIC DEVELOPMENT SUBCOMMITTEE NEXT STEPS

- **Report out to the full Advisory Group** - Advisory Group Meeting #5 (Date To Be Determined)
- **March** - Staff to undertake study and testing
- **April** - Next Subcommittee Meeting



## **OTN SAP UPDATE INQUIRIES**

c/o Planning and Zoning Department  
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703.746.4666

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