



City of Alexandria, Louisiana

Revitalization Master Plan



ARNETT MULDROW
Terracon

AGENDA

EPA GRANT OVERVIEW

SCOPE + STAKEHOLDER WORKSHOP RVW.

MARKET DATA

CONCEPTUAL MASTER PLANS

NEXT STEPS



EPA BROWNFIELD GRANT OVERVIEW

\$300,000 Assessment Grant Award from EPA

- Opportunity Zone with focus on “Old Town Alexandria”

- October 1, 2020 to September 30, 2023

Grant Tasks:

- Brownfield Revitalization Master Plan**

- Phase I Environmental Site Assessments (ESAs)

- Phase II Environmental Site Assessments

- Remediation & Reuse Planning (Cleanup Planning)

- Regulatory Reporting



SCOPE

INFORMATION GATHERING AND BACKGROUND

DATA COLLECTION AND BASE MAPPING

SITE RECONNAISSANCE

COMMUNITY MASTER PLAN WORKSHOP

LEAKAGE ANALYSIS AND PLAN DEVELOPMENT

ILLUSTRATIVES AND BRANDING

IMPLEMENTATION GUIDANCE

STRATEGY BOARD

SUMMARY POSTER AND PRESENTATION

IMPLEMENTATION MATRIX

SUMMER 2021



WINTER 2021



PROJECT GOALS AND VISIONING

DEVELOP A STRATEGIC VISION FOR THE BROWNFIELDS IDENTIFIED

IDENTIFY PRIORITY AREAS FOR IMPROVEMENTS

STRENGTHEN THE DOWNTOWN CONNECTIONS

EXPLORE ALL OPPORTUNITIES

PRIORITIZE CONNECTIVITY AND COMMUNITY

ENSURE RESULTS



STAKEHOLDER WORKSHOPS

INCREASE PUBLIC SAFETY

PRIORITIZE INVESTMENTS AT BROWNFIELD SITES TO COMPLIMENT DOWNTOWN

EVENTS AND FESTIVALS ARE THE HEARTBEAT OF DOWNTOWN

OPPORTUNITIES TO ENGAGE THE RED RIVER

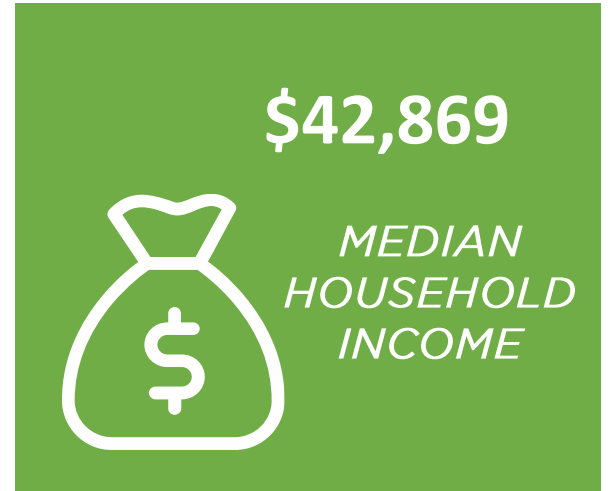
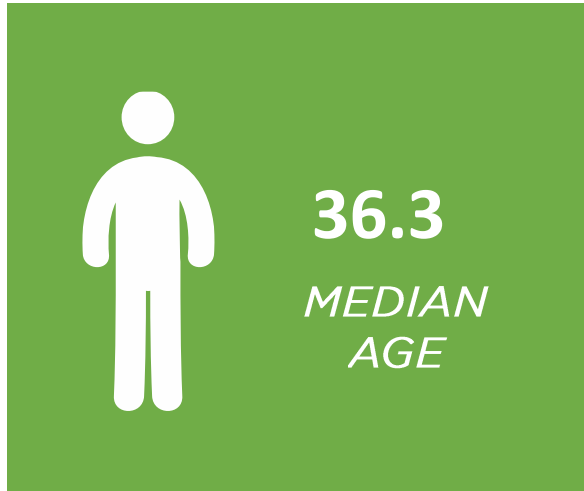
RESTAURANT – RETAIL – RESIDENTIAL

TRAILS CAN TRANSFORM COMMUNITIES

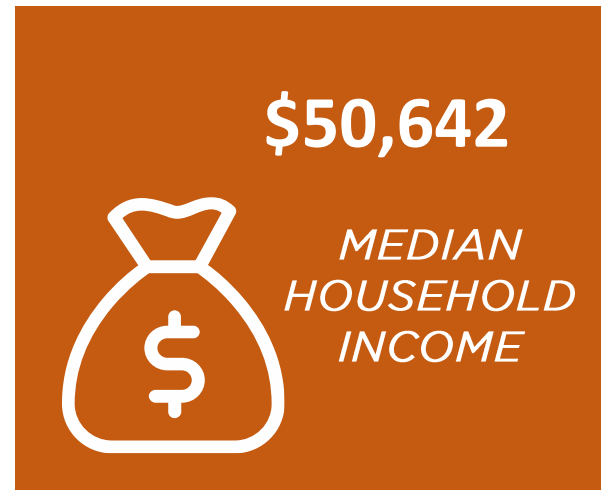
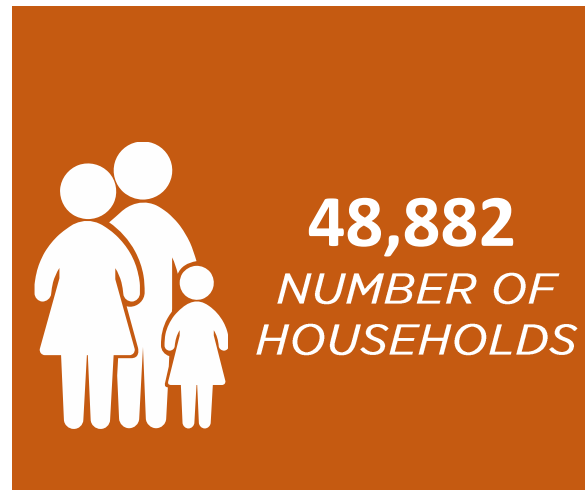
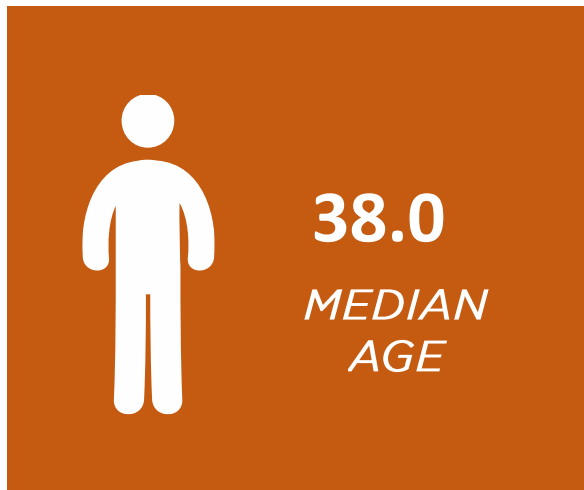


DEMOGRAPHIC OVERVIEW

ALEXANDRIA



RAPIDES PARISH

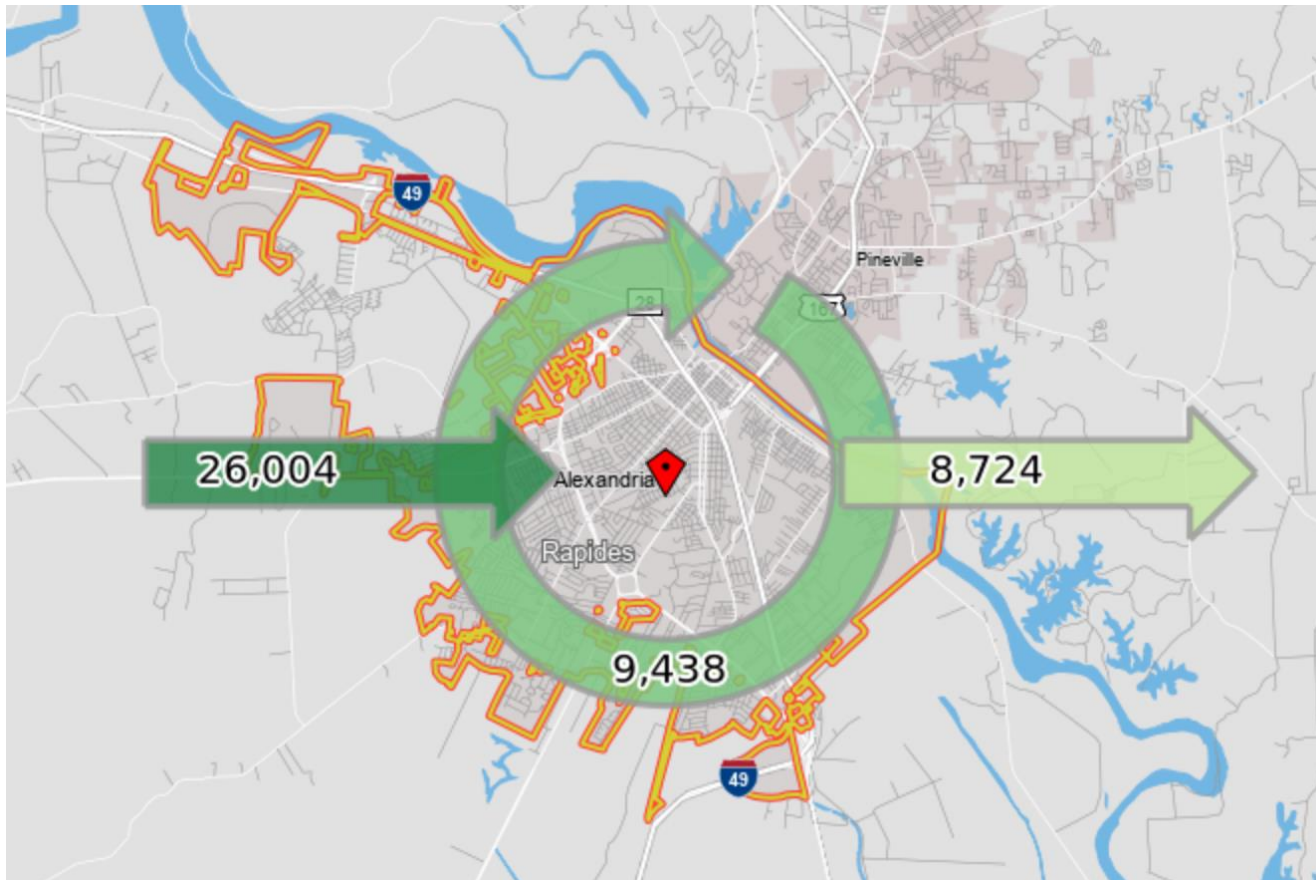


DEMOGRAPHIC OBSERVATIONS

- Population is stable projected to begin a decline.
- Med HH income levels at the City lag the Parish, State, and US.
- Med age is slightly younger than nation, Parish, and State.
- 39% White/Caucasian 56% Black/African American
- Med HH income disparity:
 - White/Caucasian \$65K
 - Black/African American \$28K

Source: Claritas 2021 Estimates

EMPLOYMENT

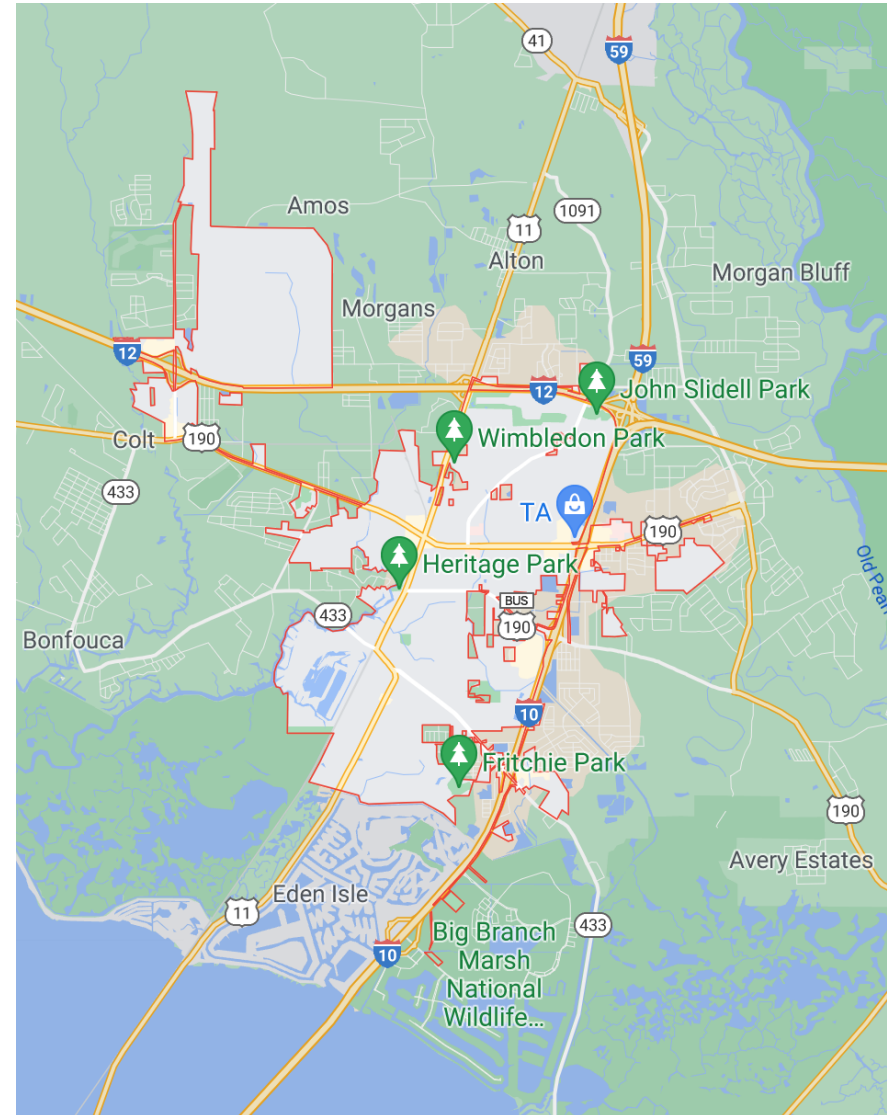


Alexandria's
daytime
population grows
from 46,221 to
63,501 every day.

Source: US Census

EMPLOYMENT

Essentially, 95% of population of Slidell commutes into Alexandria every day.



RETAIL

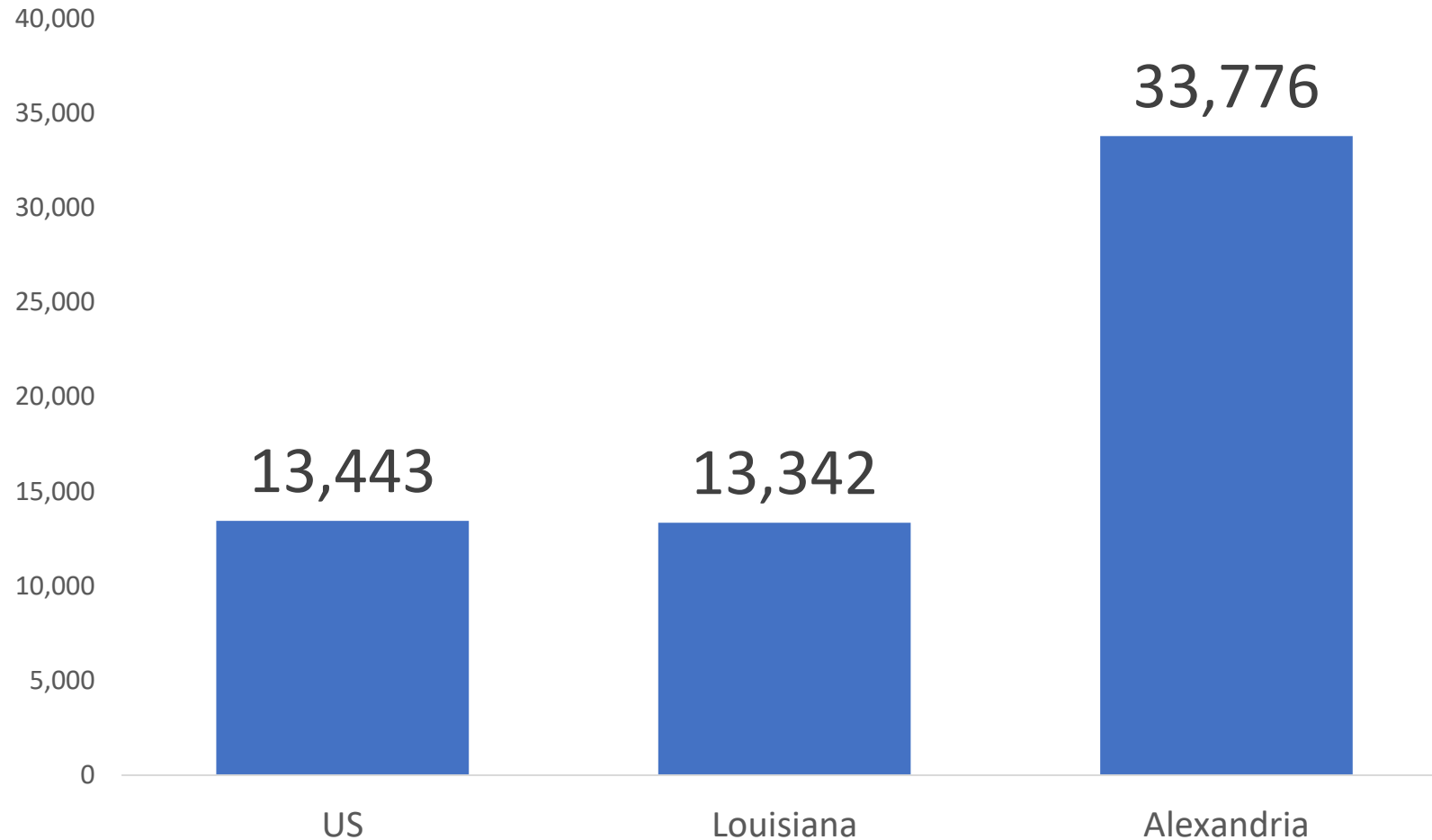


Alexandria's
retail market is
\$1.2 Billion.

Alexandria's retail
market imports \$519
Million each year
from outside the City.

Source: Claritas 2021 Estimates

RETAIL SALES PER CAPITA



Source: US Census

RETAIL LEAKAGE RAPIDES PARISH



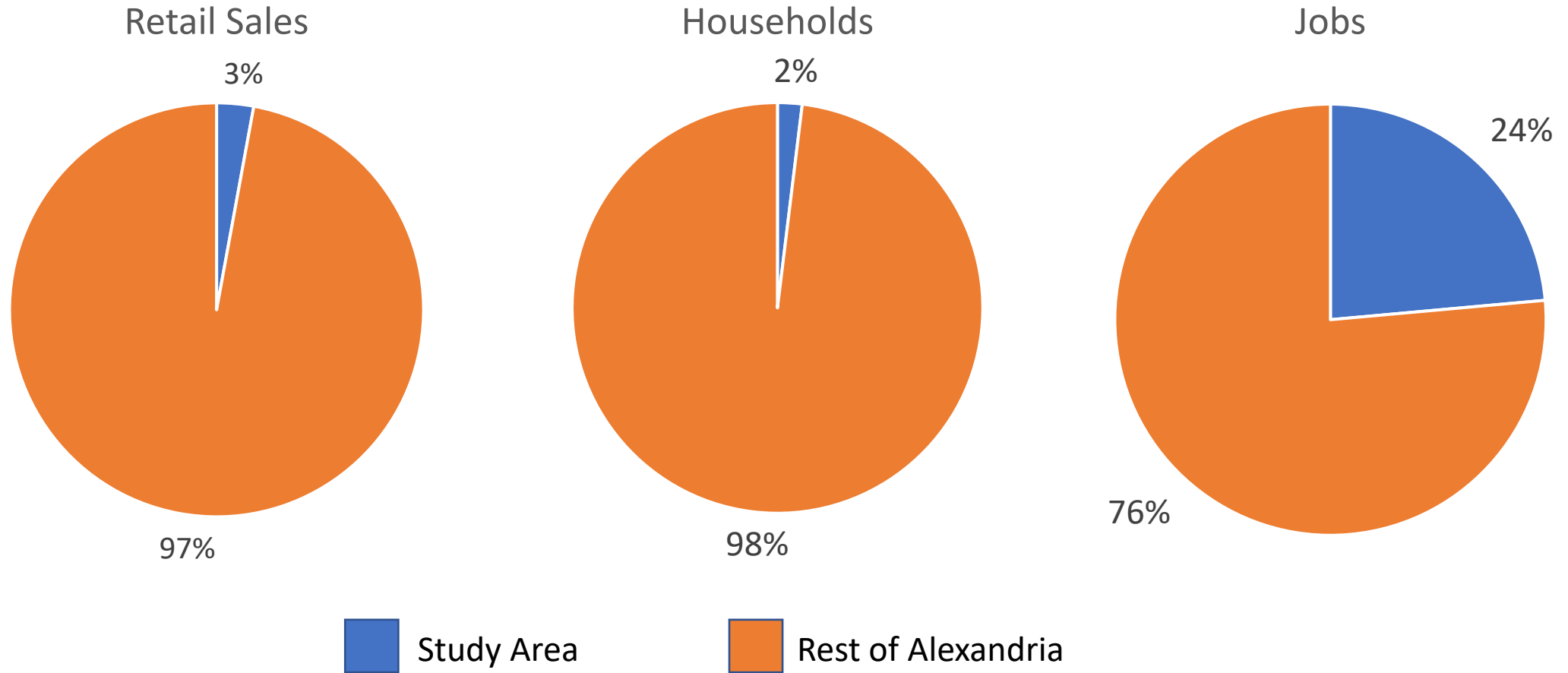
- Food and Beverage Stores \$42M
- Clothing Stores \$28M
- Full Service Restaurant \$28M
- Sporting Goods \$17M
- Specialty (Gifts, Antiques, Art) \$11M

Source: Claritas 2021 Estimates

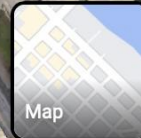
WHY INVEST IN DOWNTOWN/STUDY AREA?



WHY INVEST IN DOWNTOWN/STUDY AREA?



Source: Claritas 2021 Estimates and US Census



Map

Google

SOUTH CIRCLE

Alexandria Cardiology Clinic

LSU Family Medicine Alexandria

Randolph Riverfront Center

Holiday Inn Alexandria - Downtown, an IHG
4.3 (471)
3-star hotel

The Hotel Bentley of Alexandria
4.4 (521)
4-star hotel

Rapides Parish School Board

Diamond Grill Takeout

Sentry Grill Takeout

Tamp & Grind Takeout

Critics Choice, Uptown Takeout

CenLA Federal Credit Union

Hixson Brothers Funeral Homes

Rapides Parish Library - Main Library

Arna Bontemps African-American House museum of the noted poet

James Wade Bolton House

Talecris Plasma Resources

Word of Mouth Takeout

Alexandria City Utility

Louisiana History Museum
Museum of the state's early days

T.R.E.E. House
Kids' venue for educational activities

Rapides Parish Food Stamp application

Rapides Parish Courthouse

The House of Styles

3D





Retirement Center

Target
Department store

Boot Barn
Boot store

Roy O Martin -
Corporate Office

Social Security
Administration...

Red River Bank

Tobacco Plus
Tobacco shop

Lil Cajun House
Takeout

Sake Sushi Japanese
Takeout • Delivery

Wendy's
Takeout • Delivery

Four Seasons
Bowling Center

Brenod Ave

Alexandria
Aquatic-Racquet Clb

Memorial Dr

Woodforest Bank

Walmart Supercenter
Delivery

O'Reilly Auto Parts
Auto parts store

Taboo Harley-Davidson
Harley-Davidson dealer

Murphy USA

Sonic Drive-In
Takeout • Delivery

Dollar Tree
Dollar store

Pamela's Bayou
In A Bowl
Takeout

Los Portales | Mexican
Takeout

The Grand Alexandria

LA Glass

Enterprise Rent-A-Car

Southern Textile Services

Krispy Krunchy
Chicken- Corporate...

Google

Tranell's Designer Florist



Retirement Center

Target
Department store

Boot Barn
Boot store

Roy O Martin -
Corporate Office

Social Security
Administration...

Red River Bank

Tobacco Plus
Tobacco shop

Lil Cajun House
Takeout

Sake Sushi Japanese
Takeout • Delivery

Wendy's
Takeout • Delivery

Four Seasons
Bowling Center

Southfield Dr

Memorial Dr

Brenod Ave

Alexandria
Aquatic-Racquet Clb

Memorial Dr

Team Ave

Memorial Dr

Memorial Dr

Southern Textile Services

Lee St

Sterkx Rd

Roy Ave

Krispy Krunchy
Chicken- Corporate...

Broadway Ave

Woodforest Bank

Walmart Supercenter
Delivery

O'Reilly Auto Parts
Auto parts store

Murphy USA

Sonic Drive-In
Takeout • Delivery

Taboo Harley-Davidson
Harley-Davidson dealer

N Mall Dr

N Mall Dr

Los Portales | Mexican
Takeout

Dollar Tree
Dollar store

Pamela's Bayou
In A Bowl
Takeout

The Grand Alexandria

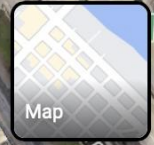
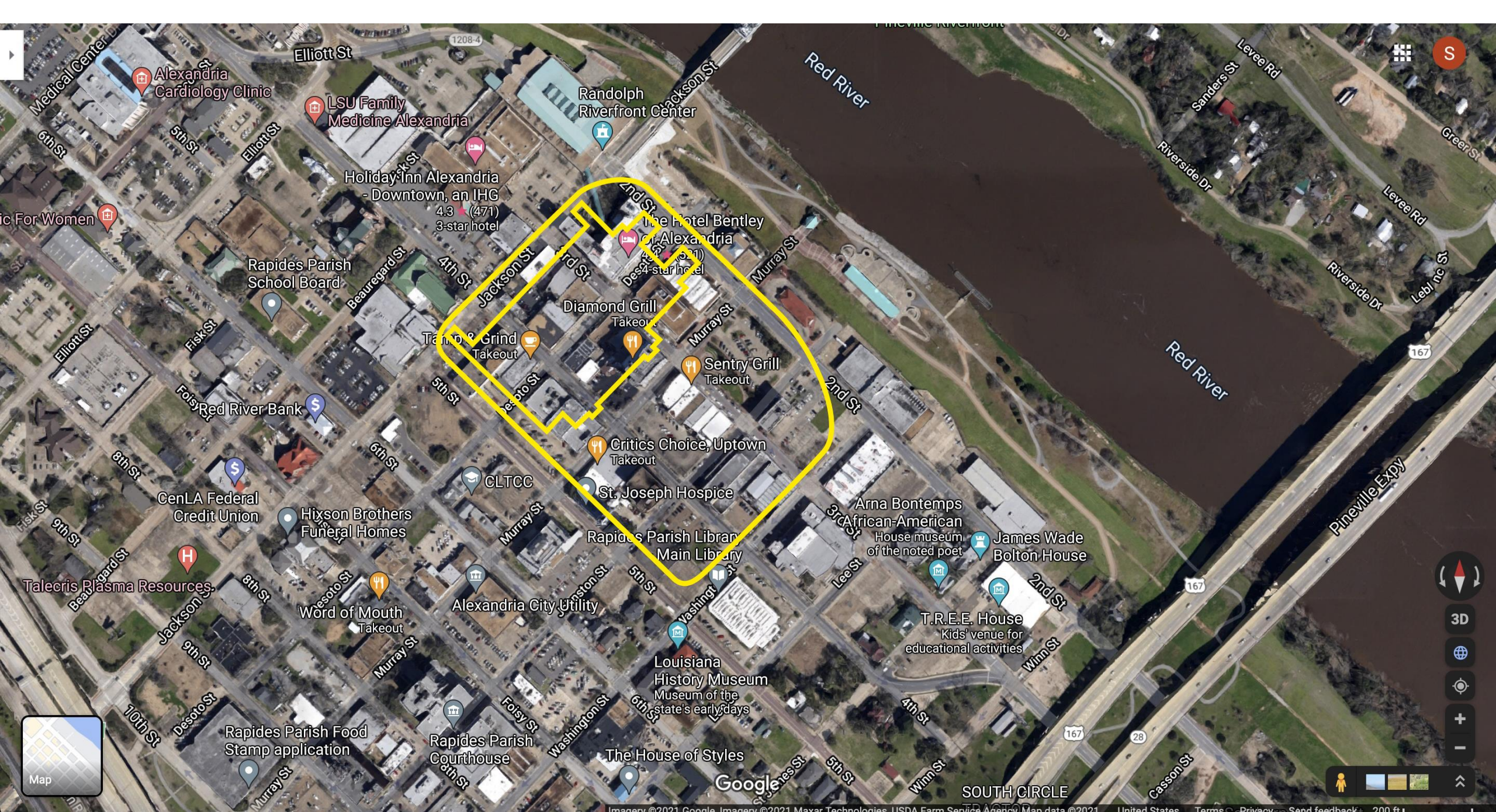
LA Glass

Enterprise Rent-A-Car

Redwood Dr

Google

Tranell's Designer Florist



CONNECTIVITY

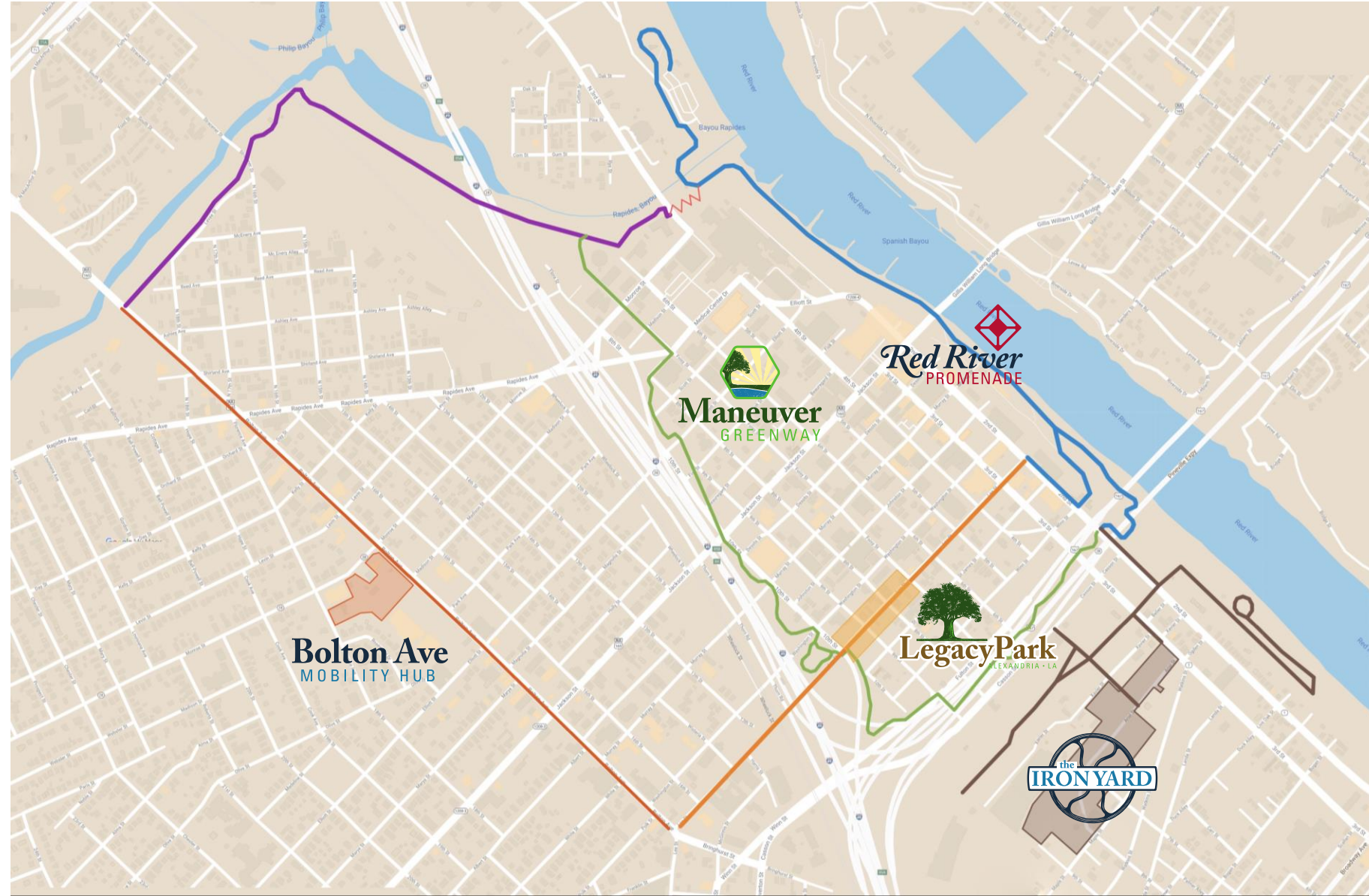
Current loop around downtown is nearly 4 miles

Existing paths and sidewalks connect most of the study area

Incredible river views and recreational parks along trails

Numerous issues with continuity of existing paths

Little to no trail signage



TRAIL IDENTITY & SIGNAGE

Create an identity to build equity in connectivity

Orient users to other spurs, businesses and amenities



Maneuver
GREENWAY



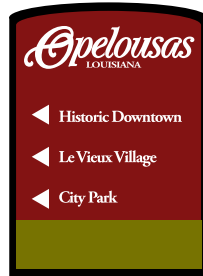
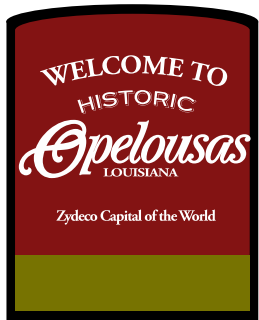
COMMUNITY BRANDING



It is
Great
to be
Opelousas



COMMUNITY BRANDING



ALEXANDRIA, LA REVITALIZATION MASTER PLAN

COMMUNITY EVENTS



MAIN STREET

- Alexandria is already a member of the Louisiana Main Street Program through its Lagniappe Program
- National Main Street brings 40 years of experience with Downtown Revitalization based on 4 main points – Promotion, Design, Economic Development, Organization
- Louisiana Main Street Staff is highly experienced and considered one of the best in the US



(c) *The Main Street Approach: A Guide to Comprehensive Commercial District Transformation*, National Main Street Center



OVERALL RECOMMENDATIONS

- Alexandria should inventory and categorize all city owned property with a focus on downtown.
 - Active use
 - Holding use
 - Vacant/parking
- Alexandria should be out of the property ownership business in downtown except for active uses and needed parking.
- City owned property = \$0 revenue except for needed parking.
- No-one goes to any downtown for the purpose of parking.
- Alexandria should explore an Ad Valorem and or Sales tax increment financing district for downtown for public improvements to enhance private investment.

OVERALL RECOMMENDATIONS

- Explore traffic flow opportunities to encourage better circulation (one way vs. two way)
- Complete pedestrian linkages and create a greenway identity
- Reuse and develop underutilized properties
- Introduce and connect community gathering places
- Connect complimentary amenities
- Leverage events and festivals as an economic development tool
- Create identity system to build community pride



Bolton Avenue Brownfield Sites

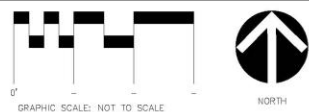
Lee Street Brownfield Sites

Mason Street/Lee Street Gateway

Arial Drive Iron Scrapyard

Alexandria Mall

DESIGNED:	BS	REVISIONS
REVIEWED:	BS	NO DATE ITEM
DRAWN:	BS	
2021-02-03	06-09-21	
PROJECT NO.	DATE	
NTS		
SCALE	FILE	

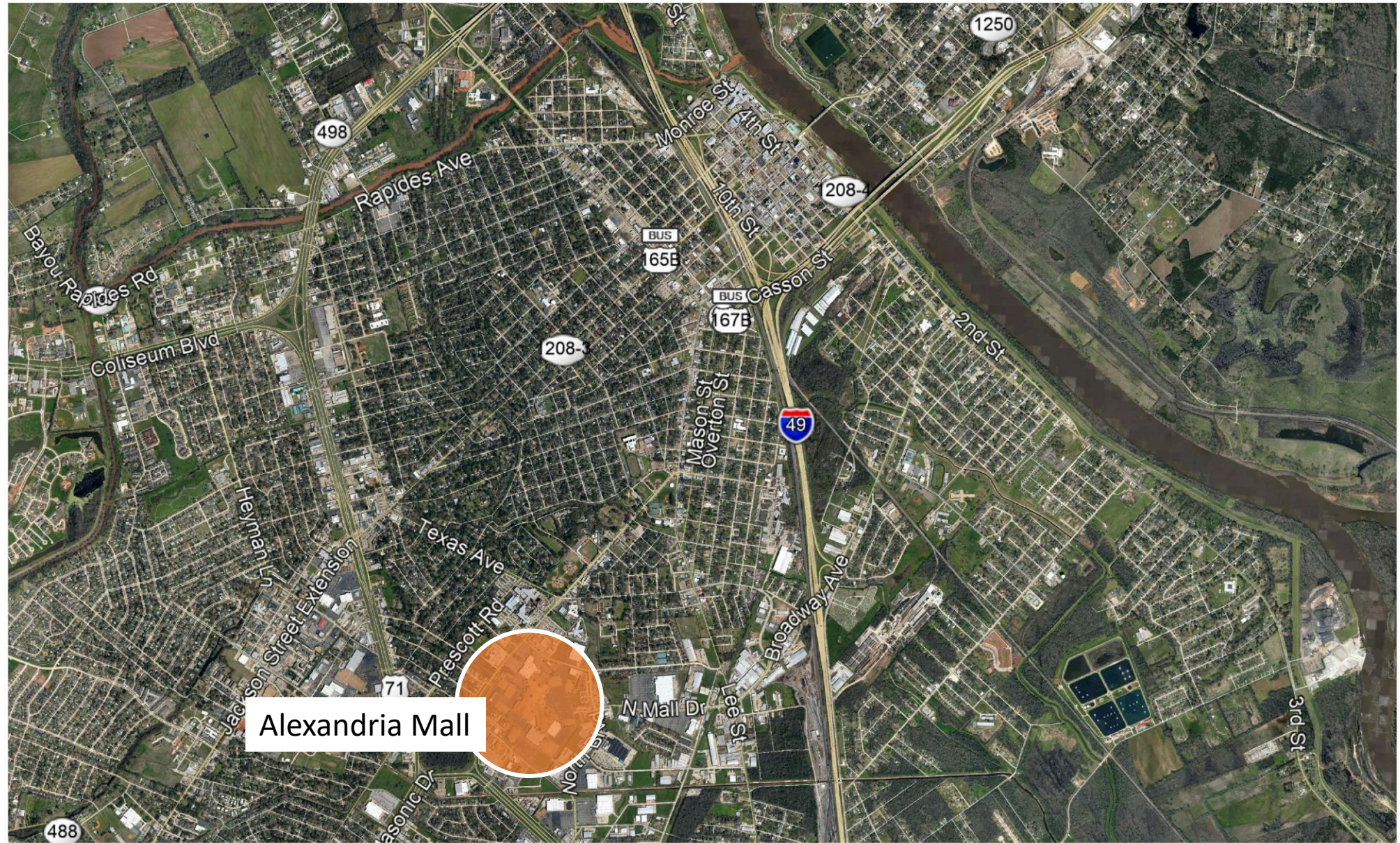


BROWNFIELD REVITALIZATION PLAN
ALEXANDRIA, LOUISIANA

OVERALL MAP

SHEET NO.
1.0






Alexandria Mall

DESIGNED:	BS	REVISIONS
REVIEWED:	BS	NO DATE ITEM
DRAWN:	BS	
2021-02-08	08-09-21	
PROJECT NO.	DATE	
NTS		
SCALE	FILE	

Terracon




Studio Main, LLC
1 Michigan Street
Pawley, SC 29665
• dave@studiomain.com
• 804.917.7947



0' 10' 20' 30' 40' 50'

GRAPHIC SCALE: NOT TO SCALE



NORTH

BROWNFIELD REVITALIZATION PLAN
ALEXANDRIA, LOUISIANA

OVERALL MAP

SHEET NO.
1.0



ALEXANDRIA MALL

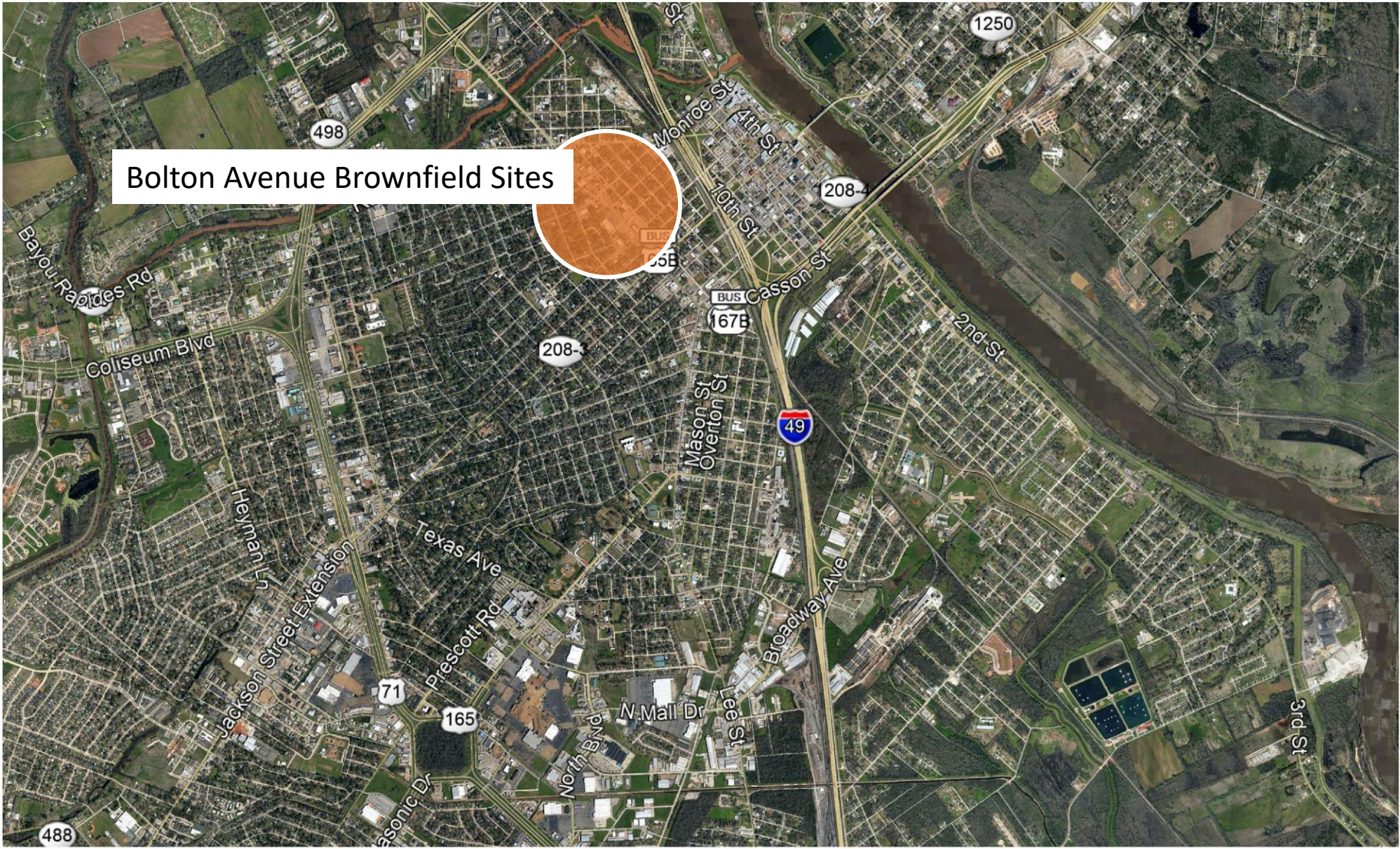
- The mall has a strategic position in the City that cannot be replaced.
- Dark anchors will continue in malls across the United States and correlating loss of tenants inside.
- Sears site is independently owned.
- Private development already happening on and near mall.
- Retailers and restaurants not present in the market are likely to infill.
- Medical uses are also likely.

ALEXANDRIA MALL



Ten Principles for Rethinking the Mall
Urban Land Institute (ULI)

Bolton Avenue Brownfield Sites



DESIGNED:	BS	REVISIONS
REVIEWED:	BS	NO DATE ITEM
DRAWN:	BS	
2021-02-08	06-09-21	
PROJECT NO.	DATE	
NTS		
SCALE	FILE	

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 Proser, SC 29695
 e: dave@studiomain.com
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0' 10' 20' 30' 40' 50'

GRAPHIC SCALE: NOT TO SCALE

NORTH

BROWNFIELD REVITALIZATION PLAN
 ALEXANDRIA, LOUISIANA

OVERALL MAP

SHEET NO.
1.0



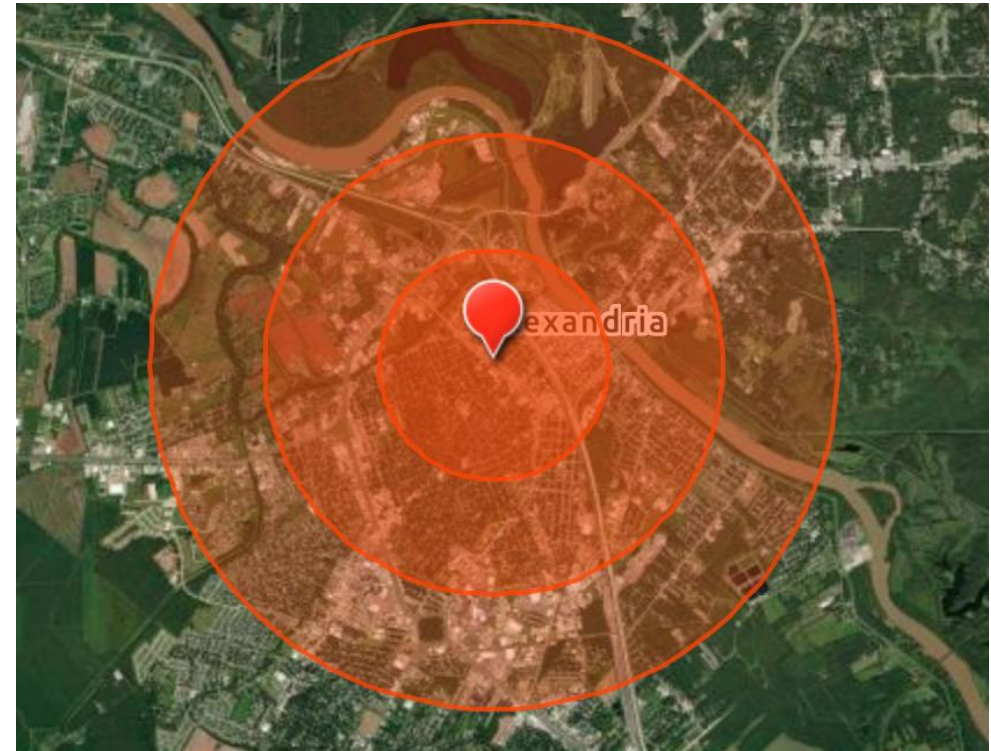
BOLTON AVENUE MOBILITY HUB

- More central location in the City with easier access to major corridors.
- Walking distance for more residents.
- Opens up key “missed opportunity” development site downtown.
- Increases traffic counts for future retail on Bolton Avenue.
- 26% of residents within a 20-minute walk of location have no vehicle at home.

BOLTON AVENUE MOBILITY HUB

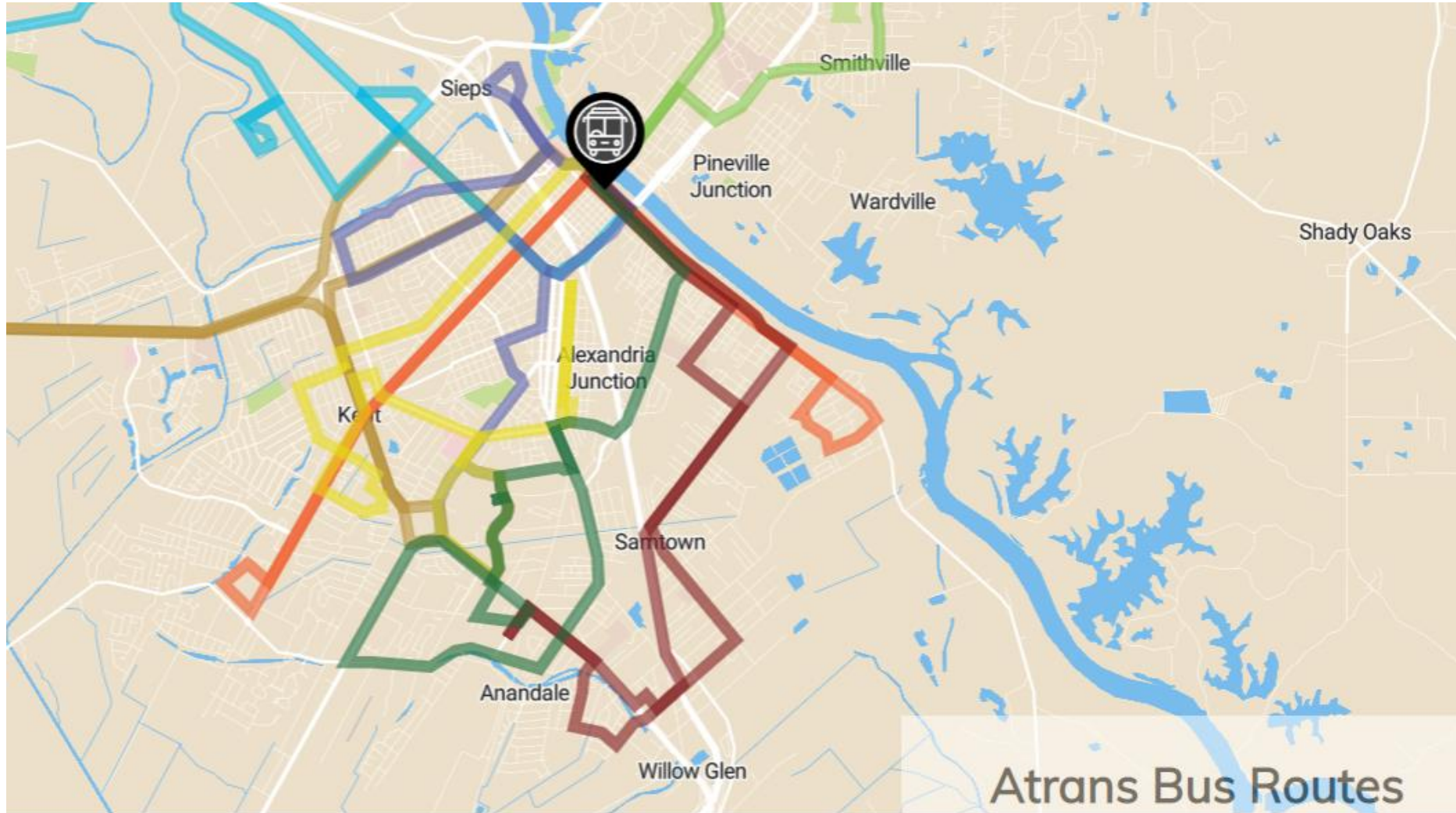


5, 10, 20-minute walk time



1, 2, 3-mile drive time

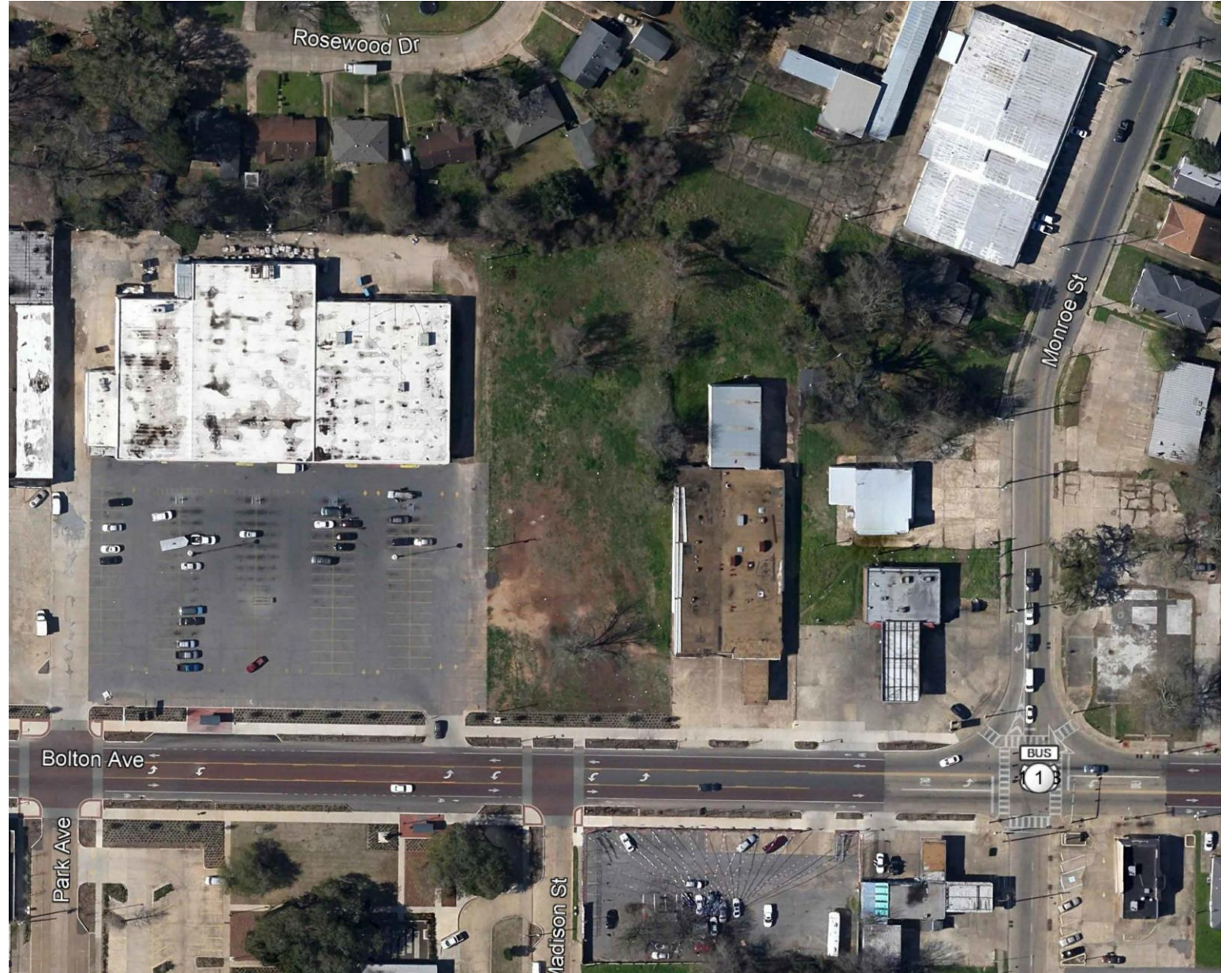
MOBILITY HUB



MOBILITY HUB

Bolton Ave

MOBILITY HUB





FREQUET
CLEANER
DISCOUNT



RUSH'S
Cleaners &
Shirt Laundry



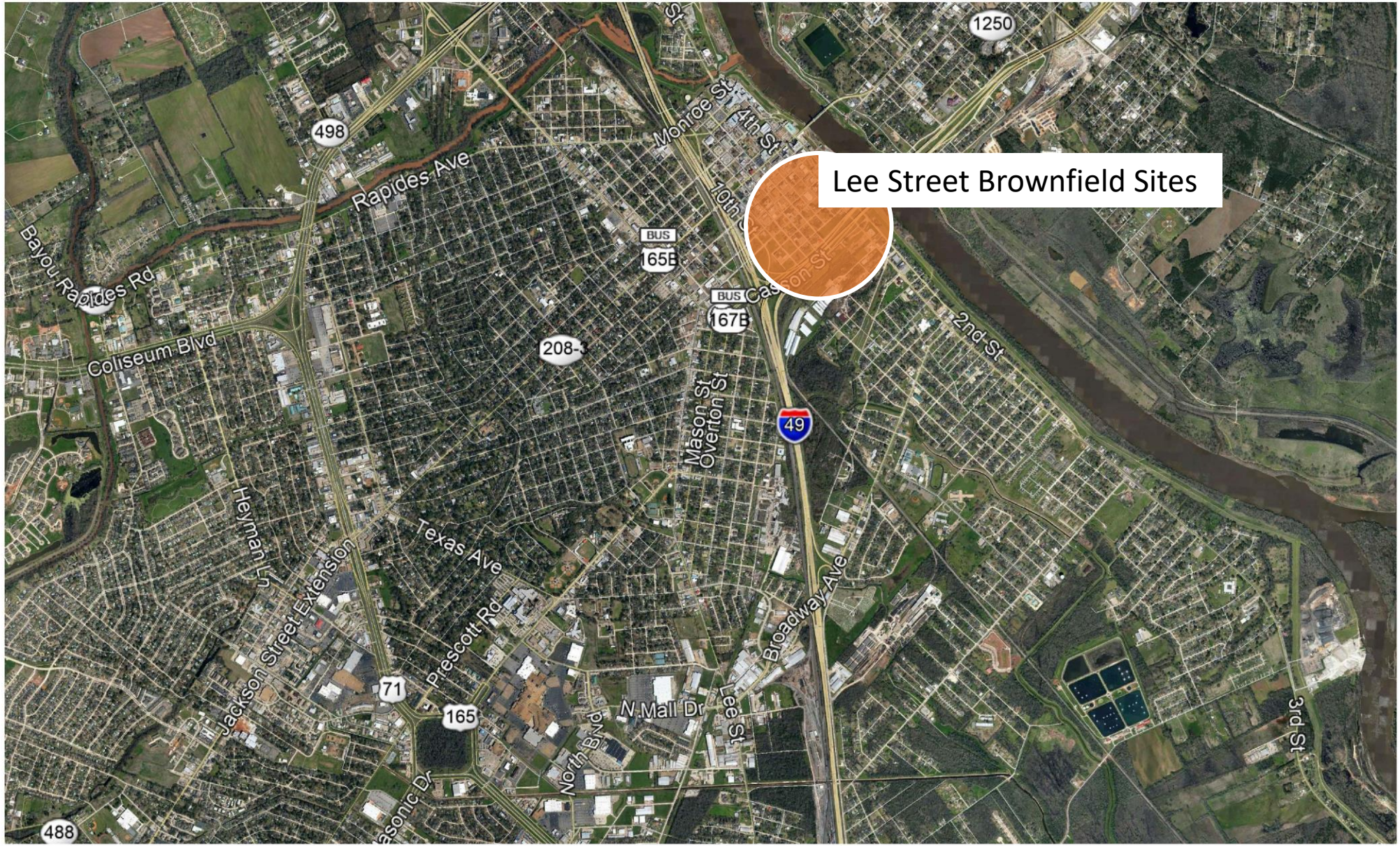
FREQUENT
EARNER
DISCOUNT



MOBILITY HUB

- RELOCATED ATRANS STATION
- 18,500 SF RETAIL
- MADISON STREET EXTENSION
- PEDESTRIAN CONNECTION TO MONROE STREET
- BICYCLE SHARE
- ELECTRIC VEHICLE CHARGING STATION
- UBER HUB





Lee Street Brownfield Sites

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REVIEWED:	BS	NO DATE ITEM
DRAWN:	BS	
2021-02-08	06-09-21	
PROJECT NO.	DATE	
NTS		
SCALE	FILE	

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0' 10' 20' 30' 40' 50'

GRAPHIC SCALE: NOT TO SCALE

NORTH

BROWNFIELD REVITALIZATION PLAN
ALEXANDRIA, LOUISIANA

OVERALL MAP

SHEET NO.
1.0



LEGACY PARK

RESIDENTIAL

- HOME funding for home ownership opportunities at 80% AMI.
- Could be first new detached housing in downtown Alexandria in fifty years.
- 22 units illustrated with potential for +/- 50 units.

COMMERCIAL

- Need for entrepreneurial opportunities.
- Create retail and dining space at lower barrier to entry.
- Provide activities and services for events held on the Red River.
- Temporarily disrupt unrealistic commercial rent expectations.
- Jump start retail for move to more permanent brick and mortar spaces downtown.

ALEXANDRIA, LA REVITALIZATION MASTER PLAN

LEGACY PARK



LEGACY PARK

- ATTAINABLE HOUSING
- MANUEVER GREENWAY EXTENSION
- LEGACY PARK WITH REFLECTION POND
- MICRO-RETAIL
- MARKET/PAVILION
- URBAN PLAYGROUND
- STREETScape IMPROVEMENTS
 - LIGHTING
 - SIGNAGE



LEGACY PARK



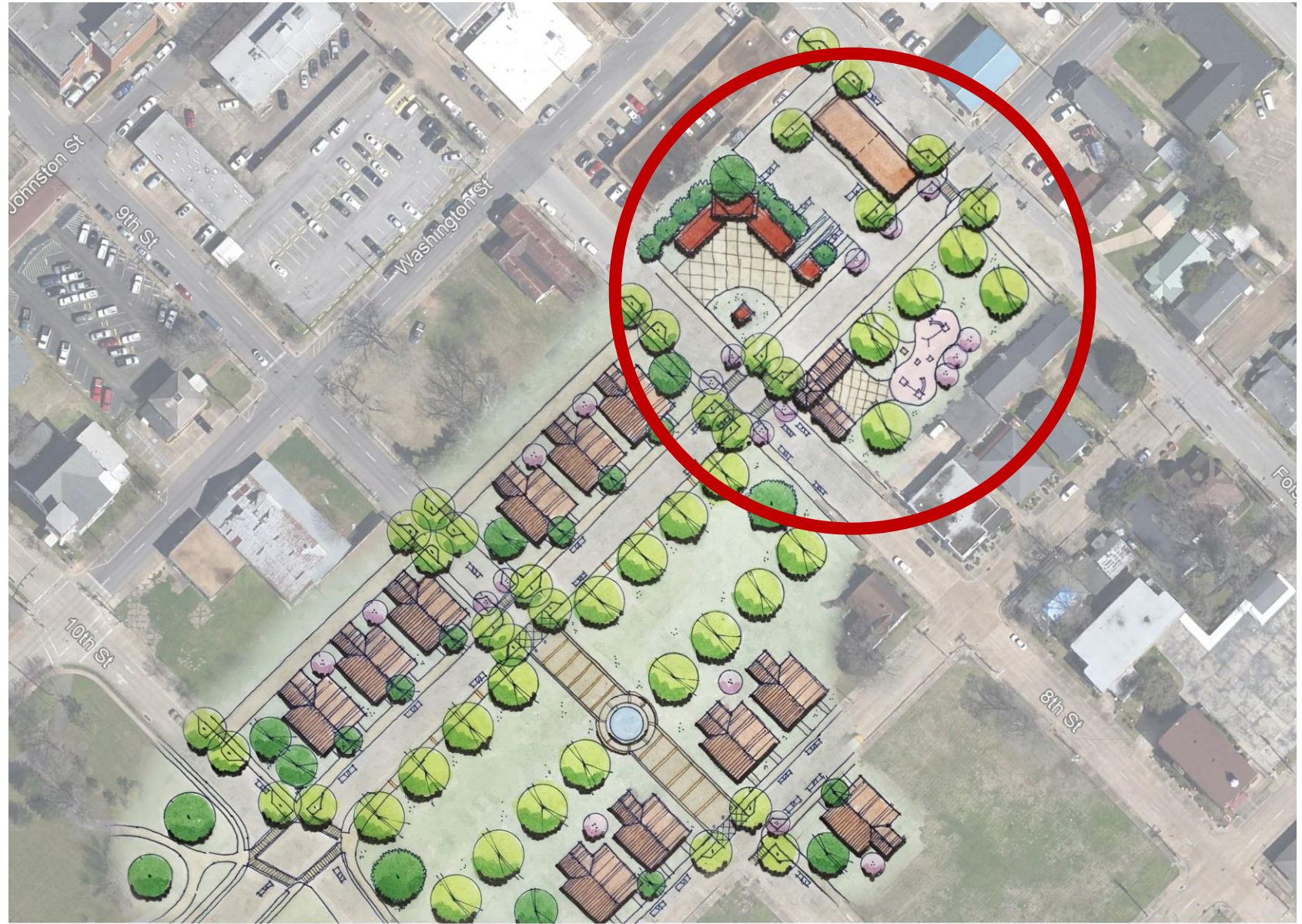
LEGACY PARK

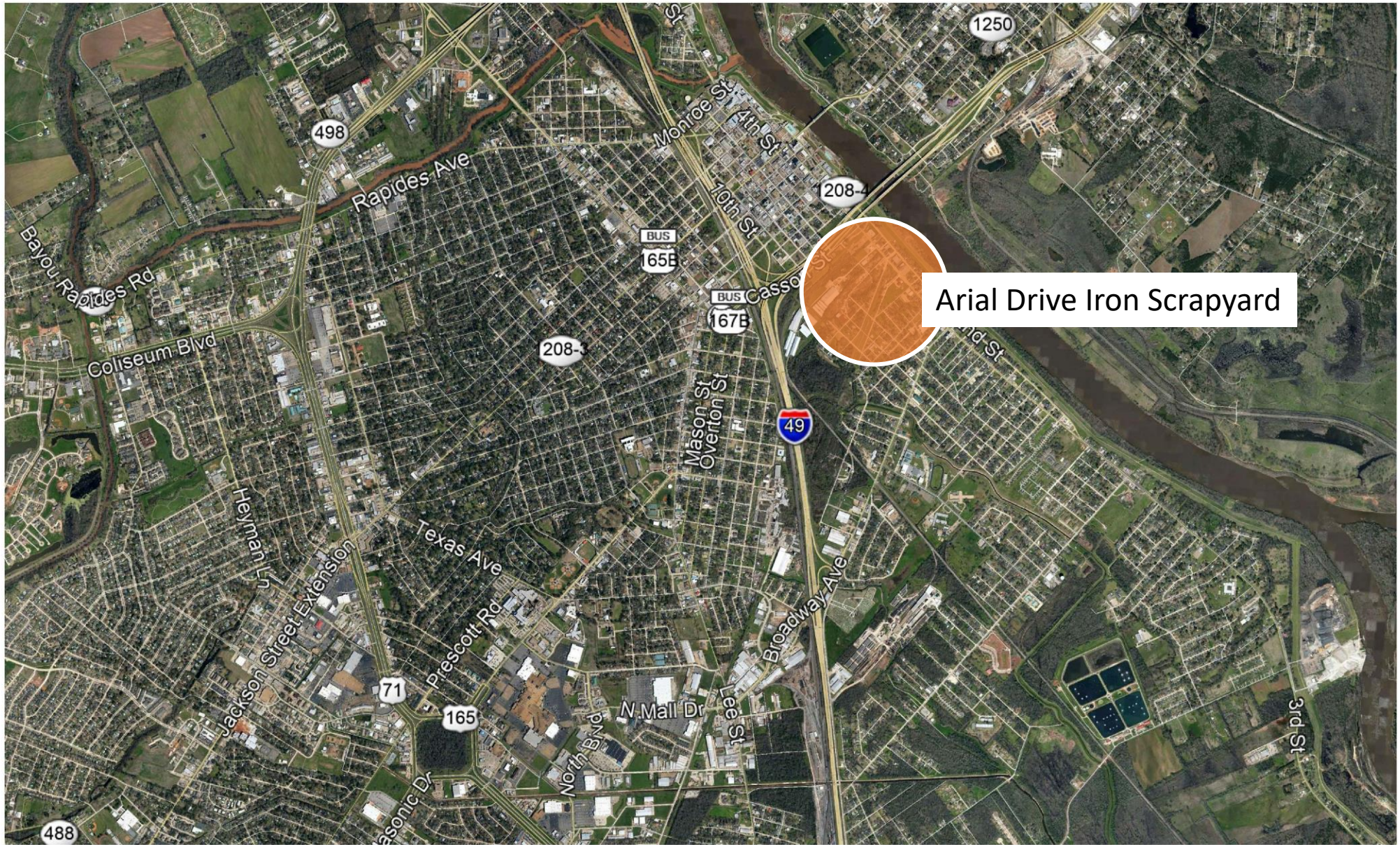






LEGACY PARK





Ariel Drive Iron Scrapyard

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DRAWN:	BS	
2021-02-20	06-09-21	
PROJECT NO.	DATE	
NTS		
SCALE	FILE	

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0' 10' 20' 30' 40' 50'

GRAPHIC SCALE: NOT TO SCALE

NORTH

BROWNFIELD REVITALIZATION PLAN
ALEXANDRIA, LOUISIANA

OVERALL MAP

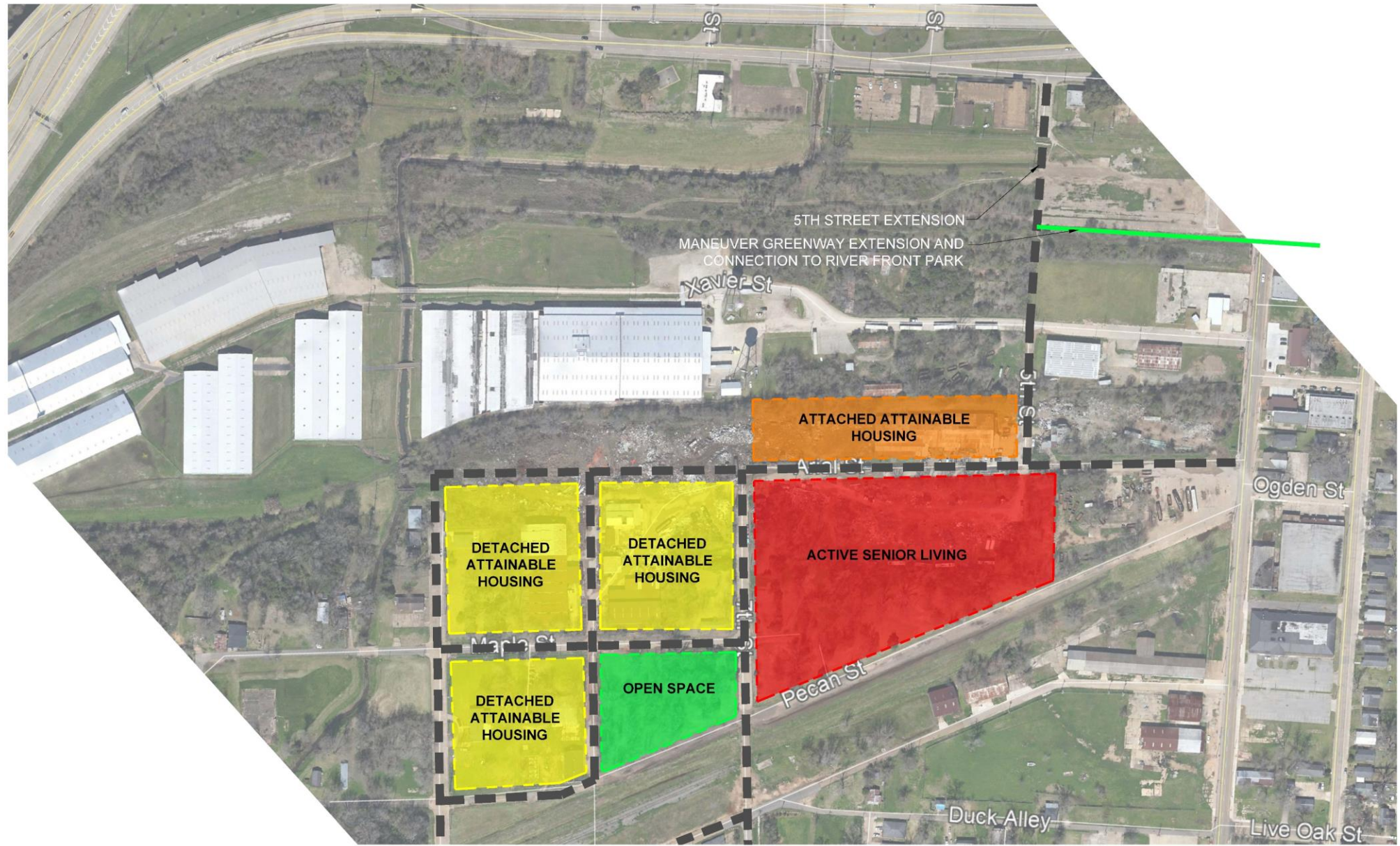
SHEET NO.
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IRON YARD

- 24% of population is 55 and older.
- This site provides easy access to medical services, community events, and social services.
- Multiple funding sources for attainable housing for seniors through federal and state agencies





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REVIEWED:	BS	NO	DATE
DRAWN:	BS	ITEM	
PROJECT NO.	08-08-21		
DATE			
SCALE	1"=100'-0"		
FILE			

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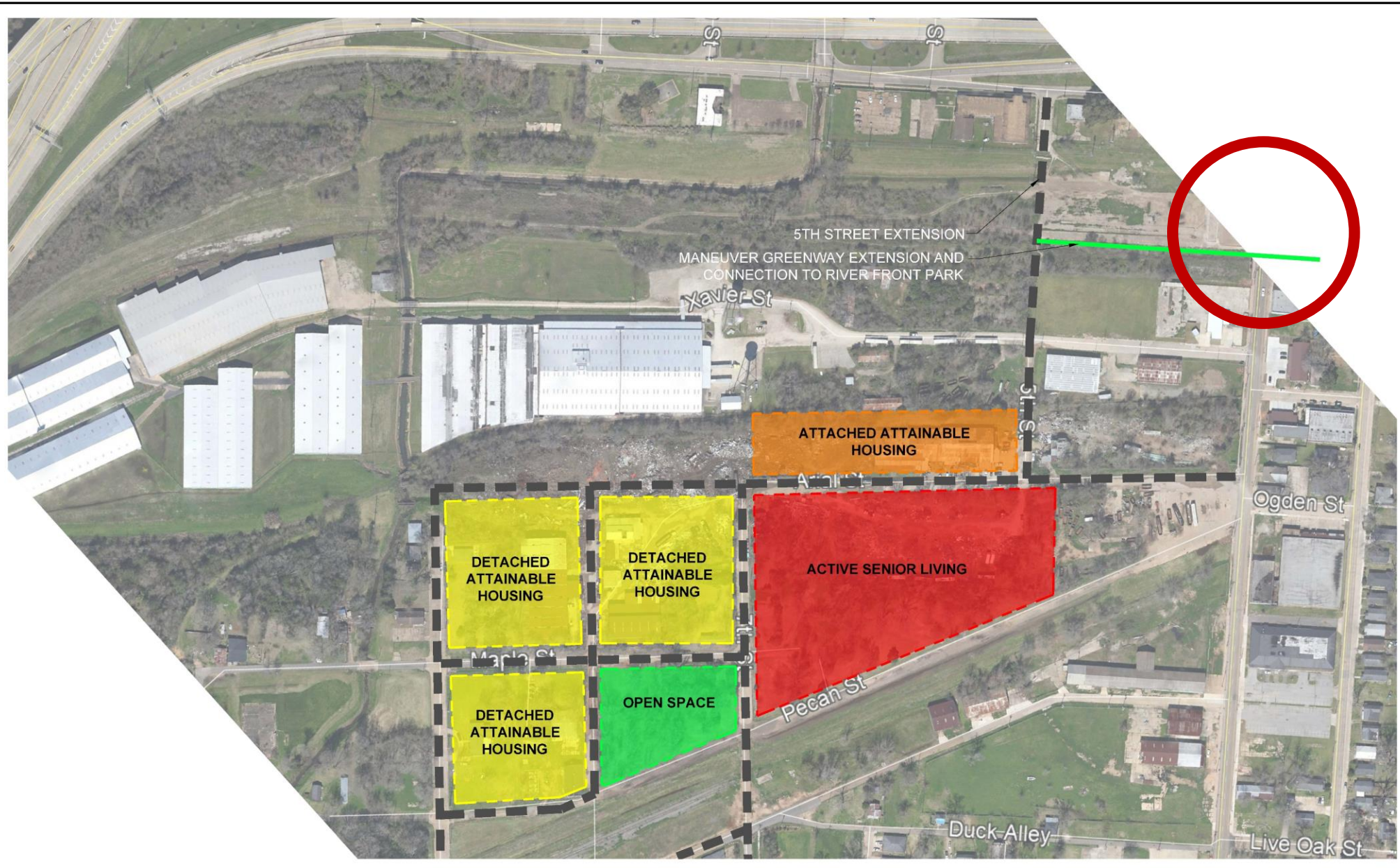
GRAPHIC SCALE: 1" = 100'

NORTH

BROWNFIELD REVITALIZATION PLAN
ALEXANDRIA, LOUISIANA

ARIAL DRIVE

SHEET NO.
4.0



DESIGNED:	BS	REVISIONS
REVIEWED:	BS	NO DATE ITEM
DRAWN:	BS	
PROJECT NO.	08-08-21	
DATE		
SCALE	1"=100'-0"	FILE

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GRAPHIC SCALE: 1" = 100'

NORTH

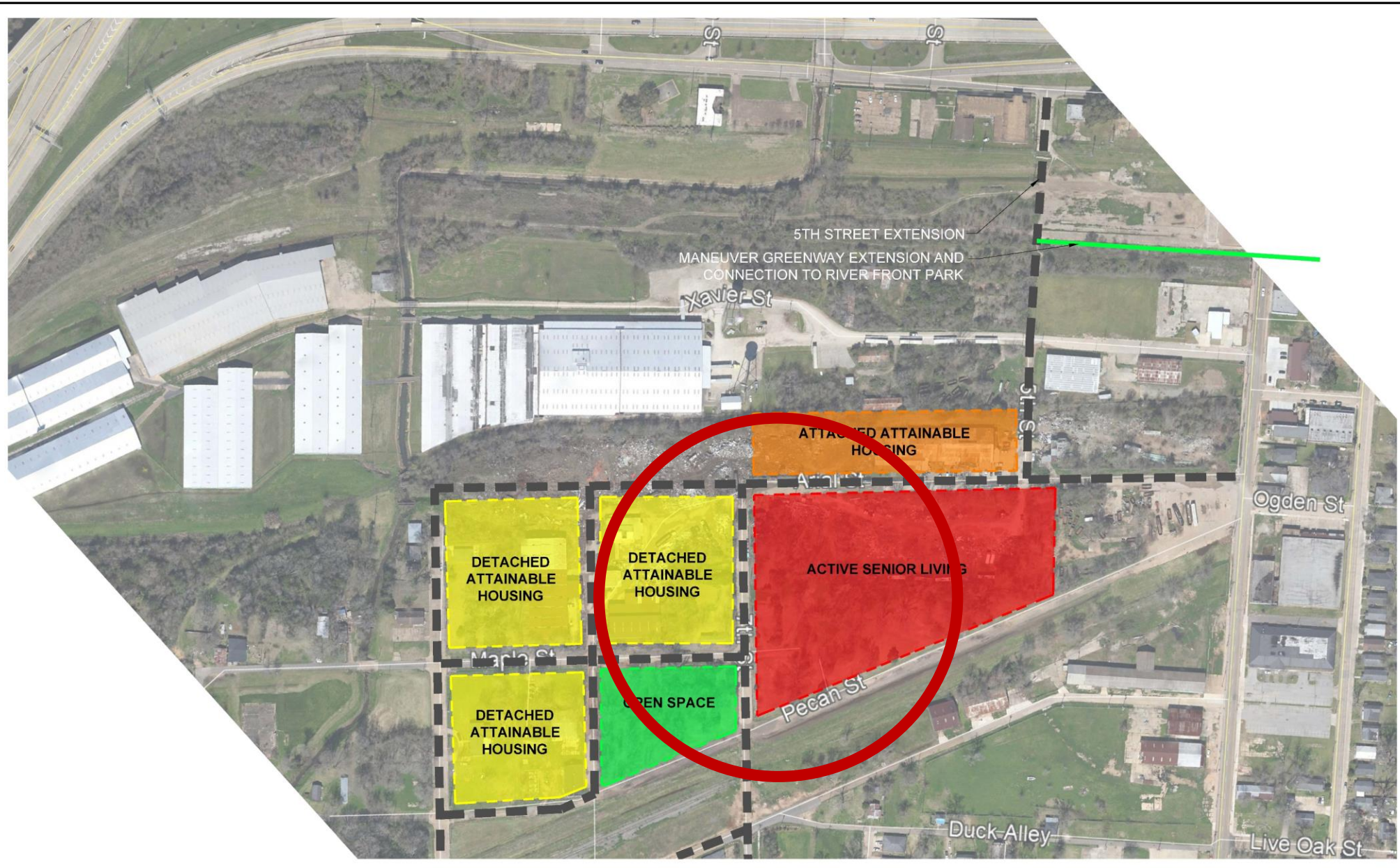
BROWNFIELD REVITALIZATION PLAN
 ALEXANDRIA, LOUISIANA

ARIAL DRIVE


SHEET NO. **4.0**








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PROJECT NO. _____		
1"=100'-0"		
SCALE	FILE	

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GRAPHIC SCALE: 1" = 100'

 NORTH

BROWNFIELD REVITALIZATION PLAN
 ALEXANDRIA, LOUISIANA

ARIAL DRIVE **4.0**

SHEET NO.

IRON YARD



OPPORTUNITIES

Bolton Ave
MOBILITY HUB



Red River
PROMENADE



Maneuver
GREENWAY



Legacy Park
ALEXANDRIA • LA



the
IRON YARD

ALEXANDRIA, LA REVITALIZATION MASTER PLAN

QUESTIONS/COMMENTS

REFLECT AND REVISE JUNE/JULY 2021

IMPLEMENTATION STRATEGY JULY/AUGUST 2021

QUESTIONS/COMMENTS

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