



# SPARC: A Comprehensive Report

September 2010





# Background:

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In September of 2008, the City officially launched S.P.A.R.C., **the largest redevelopment project in its history.**

- ★ **\$40 million in municipal bonds.**
  - ★ **\$16 million in capital outlay funds.**
  - ★ **\$10 million in additional bonding capacity.**
  - ★ **\$30 million in state & federal matching funds.**
- 

**\$96 million**

**S.P.A.R.C. does not and will not create the need for additional or new taxes** and has no added net effect on Alexandria's tax burden.





# Infrastructure is King:

- ★ For Alexandria to compete in the 21st century, we must continue to improve our infrastructure: roads, sidewalks, lighting, drainage systems, broadband roll-out, fire stations, parks and recreation, and housing, among others.
- ★ We need targeted, evidence-based funding of our infrastructure in order to allow private-sector employment and job creation.
- ★ Improving our infrastructure and enhancing our built environment will increase our community's overall quality of life and better ensure our long-term sustainability.
- ★ Infrastructure investments yield high returns, 2:1 in the short-term (Moody's) and 6.2:1 in the long-term (USDOT).





# S.P.A.R.C. and the Economy:

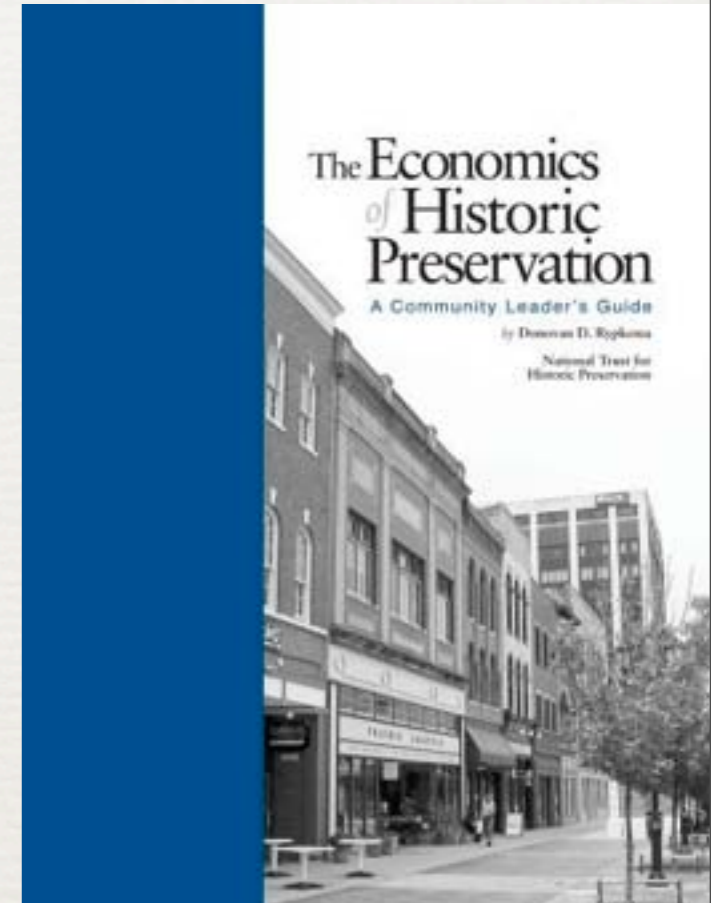
**“Donovan Rypkema categorized a city’s move toward historic preservation as a key to establishing sustainable economic development....**

**His comments on preserving and repairing existing assets coincide with a plan that has already been implemented by the city of Alexandria’s administration, the \$96 million SPARC plan — Special Planned Activity Redevelopment Corridors. Rypkema referred to the far-reaching development project as Alexandria’s stimulus plan. He was briefed on SPARC by members of the city administration....**

**For the most part, Rypkema believes the city of Alexandria is headed in the right direction. He said SPARC meets a few specific goals, including long-term public gain and the focus on areas that warrant re-investment....**

**The strategy is right, Rypkema said of the city’s push to re-engage forgotten infrastructure, such as buildings, sidewalks and roads.”**

The Town Talk, April 30, 2009.





# S.P.A.R.C. and the Economy:

**“Alexandria is in a strong position to make this investment, with no new taxes despite the current economic conditions. Across the nation, cities that invest in their inner cores are cities that succeed, are better able to attract and retain a modern workforce, and can best combat poverty, unemployment, and blight.**

**“The best way to ensure future success is to invest right now. The money is budgeted and available, now, for ready projects involving transportation and hard infrastructure support to major transportation improvements. The City seeks matching to go along with the substantial commitments from the City.**

**“To maintain that stability, particularly during this time of economic uncertainty, our community must be efficient and responsive, and truly create stimulus opportunities. Infrastructure reinvestment is nearly always appropriate spending because it invests in our future, augmenting capacity.**

**“It is the community’s ability to handle increasing economic activity—from a trained workforce, to drainage, to the ability of public safety to provide adequate protection and services—that the City focuses on with SPARC.”**

Jacques Roy, April 2008





# S.P.A.R.C. and the Economy:

**SPARC addresses areas that have been neglected: roadways need attention and severed passages need to be reconnected. Forty years of sprawl development in Alexandria have created enormous opportunity for some, though, at the same time, it has drained significant resources and attention away from Alexandria's historic neighborhoods and inner city. SPARC is no "give away"; it is reinvestment in business and capital improvements. SPARC is about sustainability over time, not fixes on the cheap. SPARC addresses our problems in three ways: targeting help to identified areas where change has the greatest impact (CRA corridors 1-3), providing those areas with new or enhanced transportation improvements, and offering unique incentives to business entrepreneurs.**

**For those concerned about S.P.A.R.C. infrastructure spending during troubling economic times, this form of "capital-only" spending—according to leading experts—is rarely inappropriate and almost always job friendly: because it is for infrastructure or building blocks for private growth. Also, for those citizens who have inquired about capital spending—as in "why build parks, walking trails or spray pads when there is so much constraint on sales taxes and thus operational spending (like grass cutting and debris removal)?"—remember, S.P.A.R.C. and capital outlay spending are, by law, funds that cannot be used for operations.**





# S.P.A.R.C. and the Economy:

**Interestingly enough, a City can be measured by how well and quickly it moves its capital spending and conversely how frugal it is with its operations budget. We have moved more capital projects in a shorter period of time, of a larger nature, than in previous times. It is measurable and quantifiable. This Administration stays under budget operationally, but moves capital dollars, the hallmark of successful municipal planning and management of fiscal affairs. And, when the economy booms again, the infrastructure spending and targeted community investment will pay off with huge returns. This investment in the trough will allow Alexandria to enjoy the crest. It is evidence-based and represents a studied, disciplined approach. It is not “program” spending, but instead spending to enhance the delivery of necessary and basic services.**





# S.P.A.R.C. and the Economy:

The 2010 list of major projects underway, under the approval process, or at minimum preliminarily approved for scoping, include:

1. Sixth and Foisy Streets (transportation corridor-CRA-1)
2. Sugarhouse Road (transportation corridor-CRA-1)
3. Ruston Foundry (anchor corridor development-CRA-1)
4. Hodges Stockbarn (anchor corridor development-CRA-1)
5. Lower Third Street Corridor Enhancements (transportation corridor, with associated development nodes-CRA-1)
6. R.I.V.E.R. Act projects (primary corridor development-CRA-1)
7. Gateway Initiative (way finding and monuments)(citywide)
8. Recreation Enhancements (citywide)
9. Bolton Avenue Corridor Enhancements (transportation corridor, with associated development nodes-CRA-2)
10. N. MacArthur Drive Corridor Enhancements (transportation corridor, with associated development nodes-CRA-2)
11. Masonic Drive Corridor Enhancements (transportation corridor, with associated development nodes-CRA-3)
12. Lee Street Corridor Enhancements (transportation corridor, with associated development nodes-CRA-3)
13. City Park and Zoo Improvements (citywide)(CRA-3)
14. Other projects as recommended and approved by the Administration and Council are subject to funding availability.

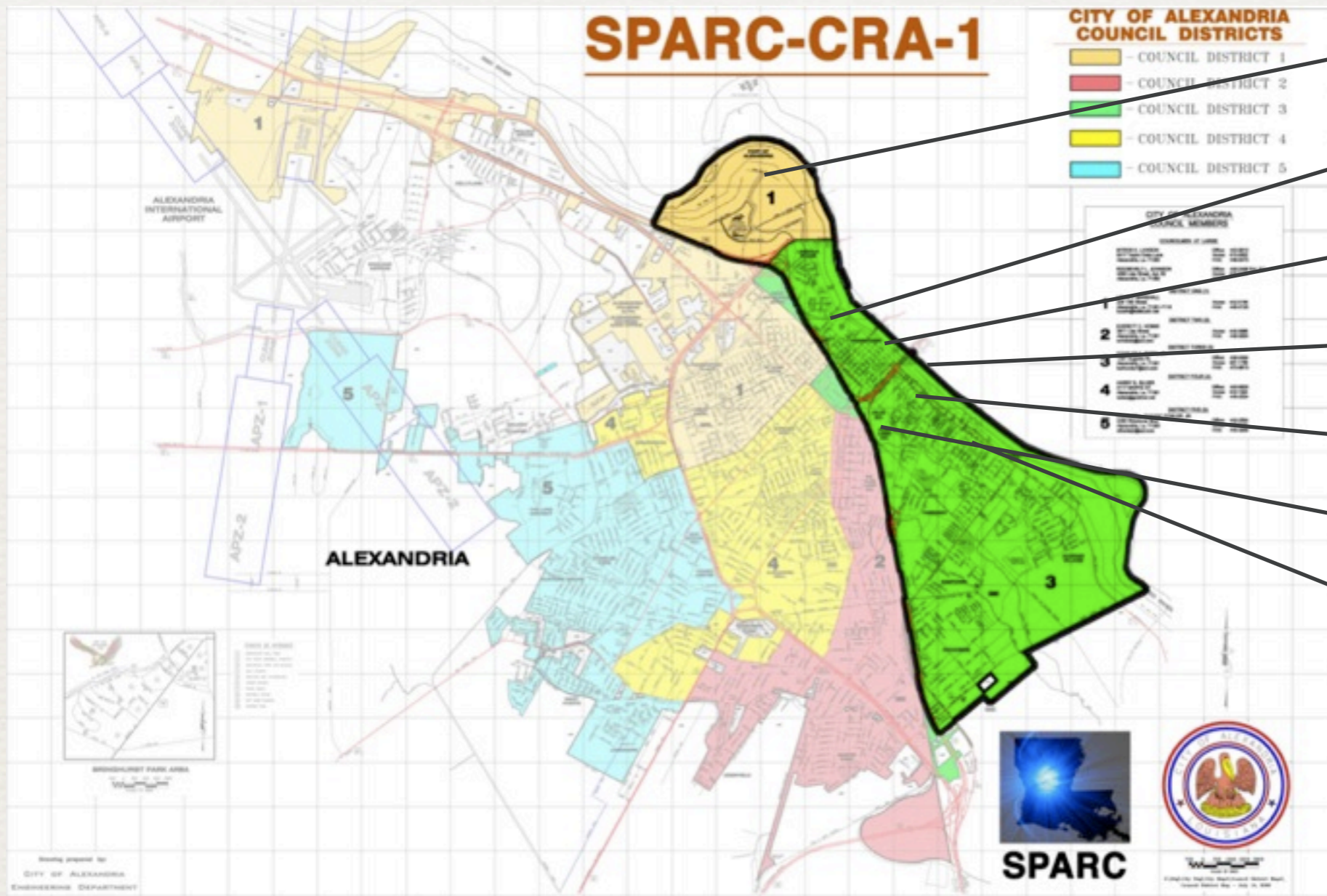
\* The city of Alexandria conducted a SPARC infrastructure project known as “Operation Cleanout” last year (2009).

\* The city of Alexandria is scoping a capital project known as “Repairing Our Access, Development and Streets” (ROADS) at this time (2010-2011).





# Cultural Restoration Area- 1:



**Rail Spur**

**Cotton St. Bridge**

**Downtown Hotels**

**R.I.V.E.R. Act**

**3rd St. Streetscape**

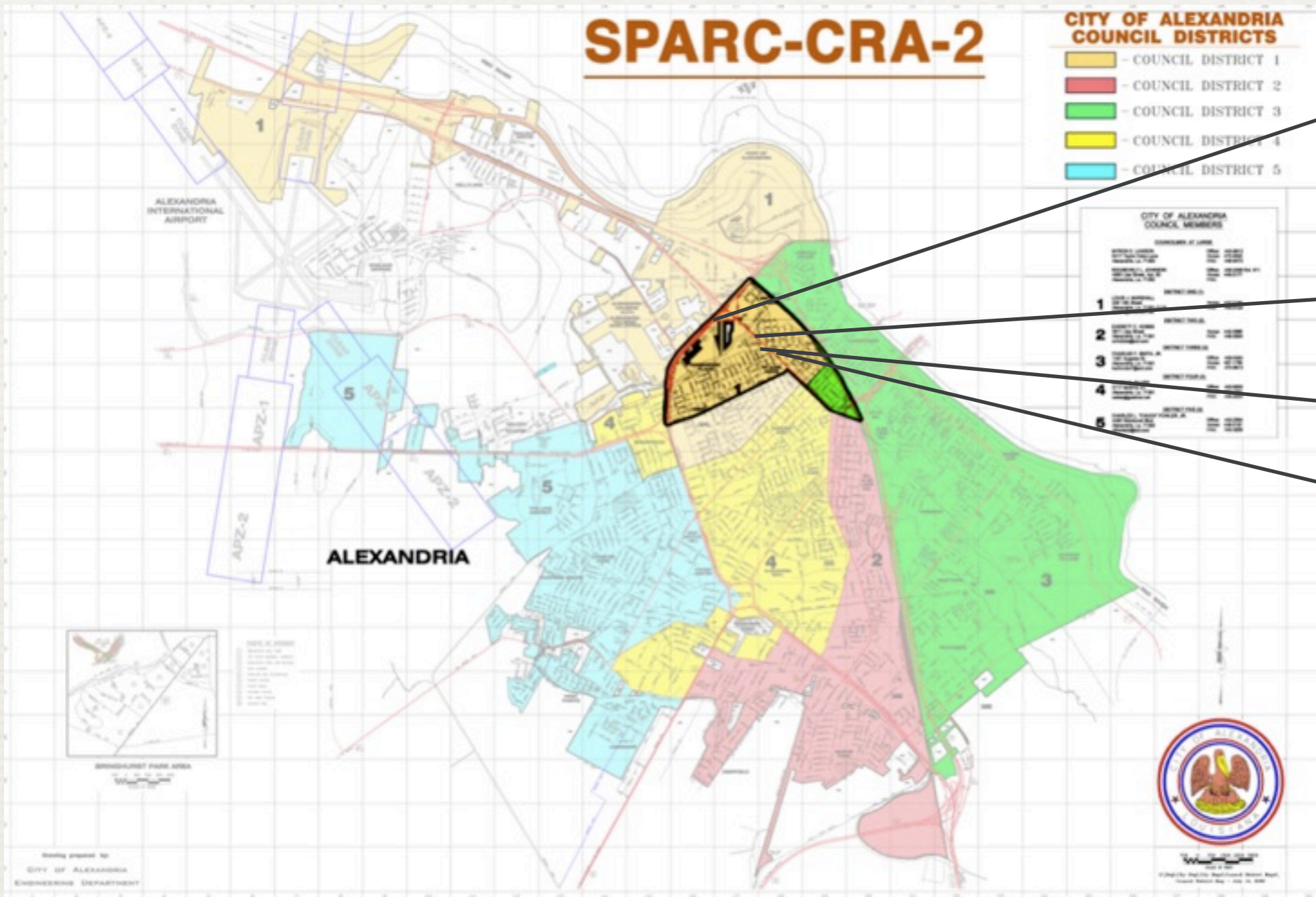
**Ruston Foundry**

**Hodges Stock Barn**





# Cultural Restoration Area- 2:



**N. MacArthur Dr.**

**Bolton Avenue**

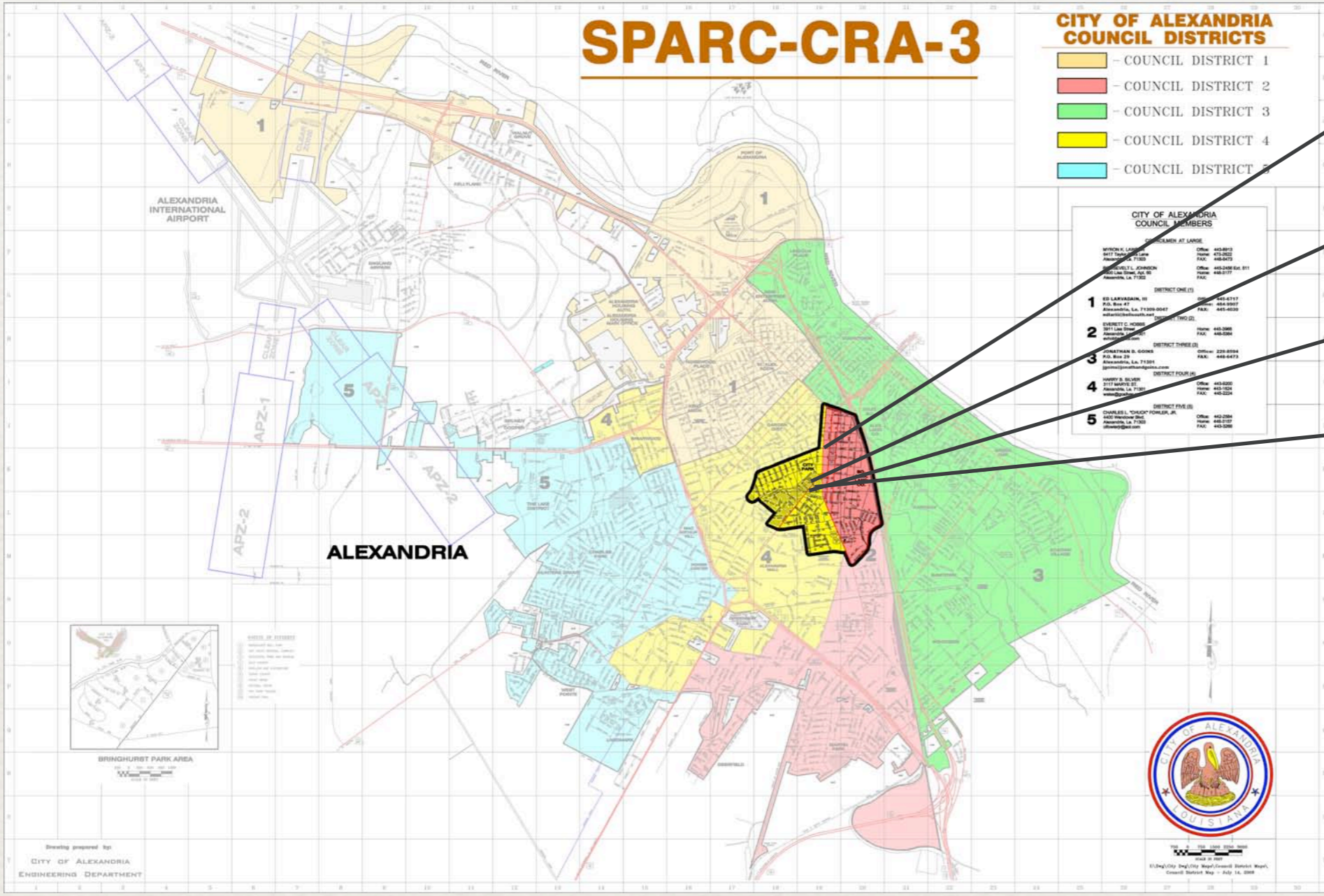
**Bus Transit Station**

**Red Cross Building**





# Cultural Restoration Area- 3:



- Fire Station #4
- Masonic Drive
- City Park
- Bringhurst Golf





# Leveraged Funds:

- ★ **Neighborhood Stabilization Program (Hodges Stock Barn): \$1.25M**
  - ★ **Masonic Dr. Transportation Enhancement: \$950K**
  - ★ **Masonic Dr. Transportation Enhancement Phase II: \$299K**
  - ★ **Rail Spur Relocation and Improvement: \$487K**
  - ★ **Transportation HUD EDI 2009 (R.I.V.E.R.): \$380K**
  - ★ **Transportation HUD EDI 2010 (R.I.V.E.R.): \$500K**
  - ★ **Lower Third Transportation Enhancement: \$2.8M**
  - ★ **MPO Bolton Avenue Overlay: \$500K**
  - ★ **LRA Comprehensive Resiliency Pilot: \$567K**
- 

**Preliminary Total: \$7.33M**





# Leveraged Funds:

- ★ Pending Applications: \$5.2M
  - ★ Sugarhouse Road Capital Outlay: \$5.0M
- 

**Total: \$12.73M- \$17.93M**

# Competitive Projects:

- ★ Bolton Avenue Bus Terminal Relocation- Federal Transit Admin.
- ★ Ruston Foundry Infrastructure- Federal Economic Dev. Admin.
- ★ N. MacArthur Drive- LA DOTD Public Safety
- ★ Alexandria Industrial Park Rail Spur- DRA, EDA, FRA, etc.





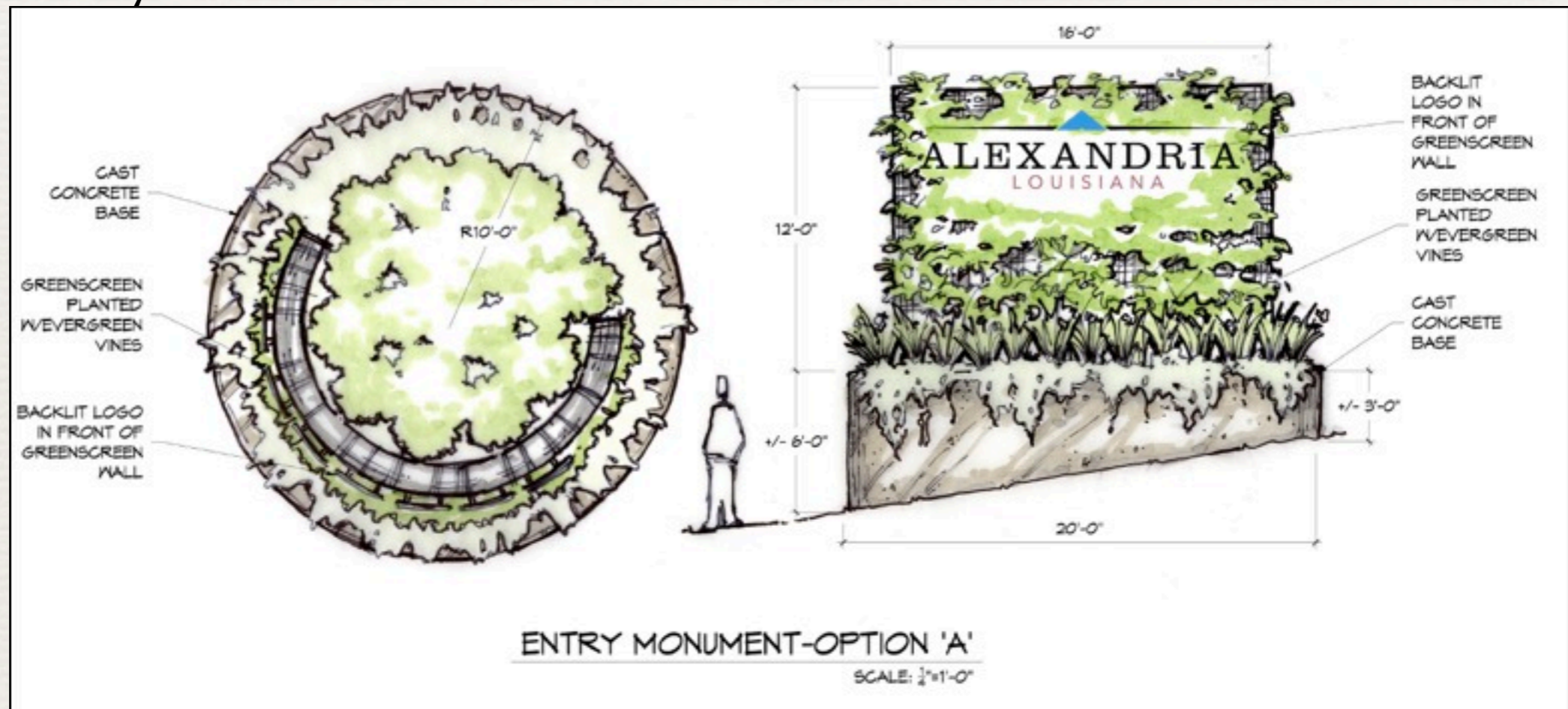
# SPARC Projects: Gateway and Directional Signage





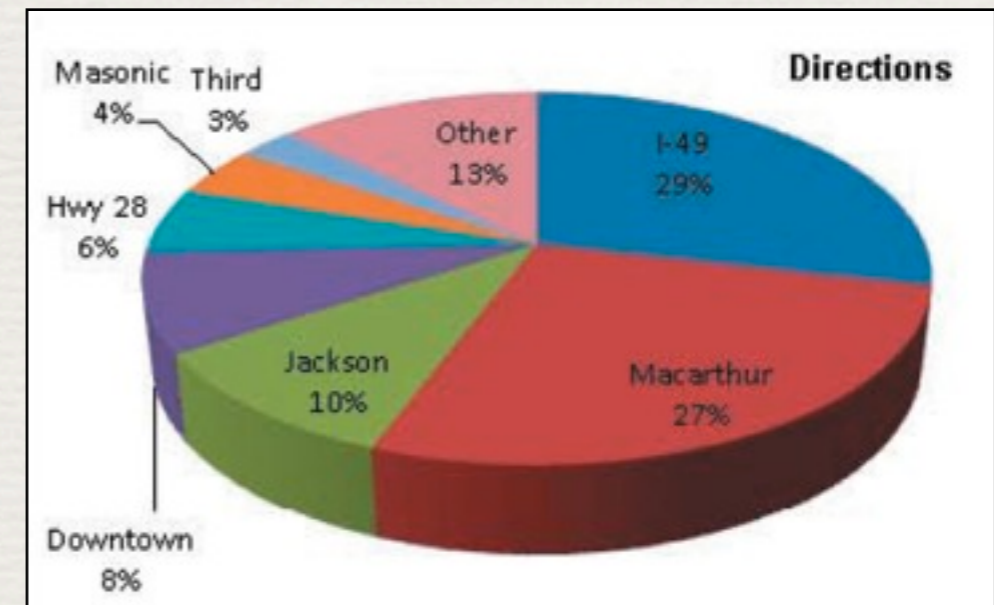
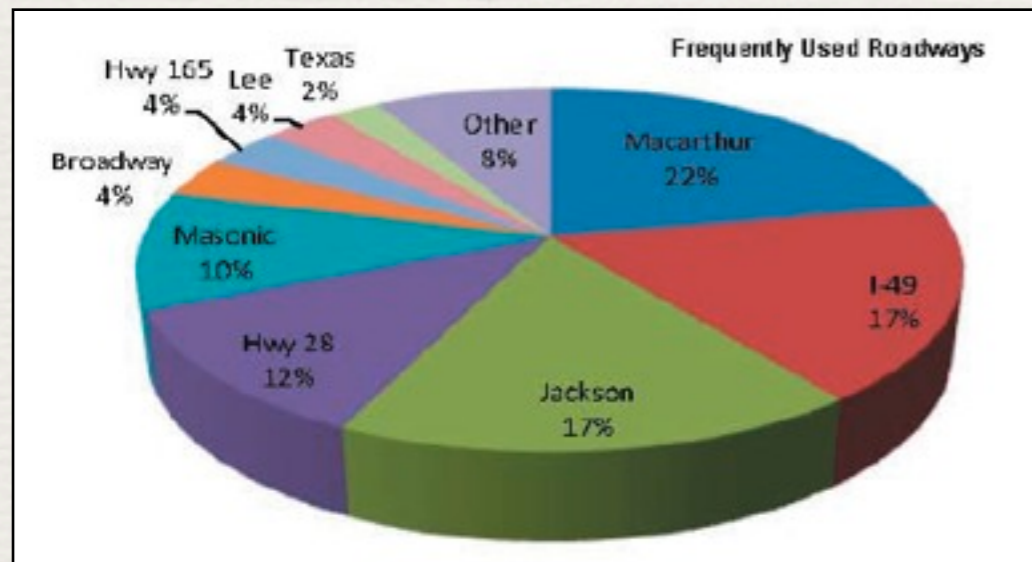
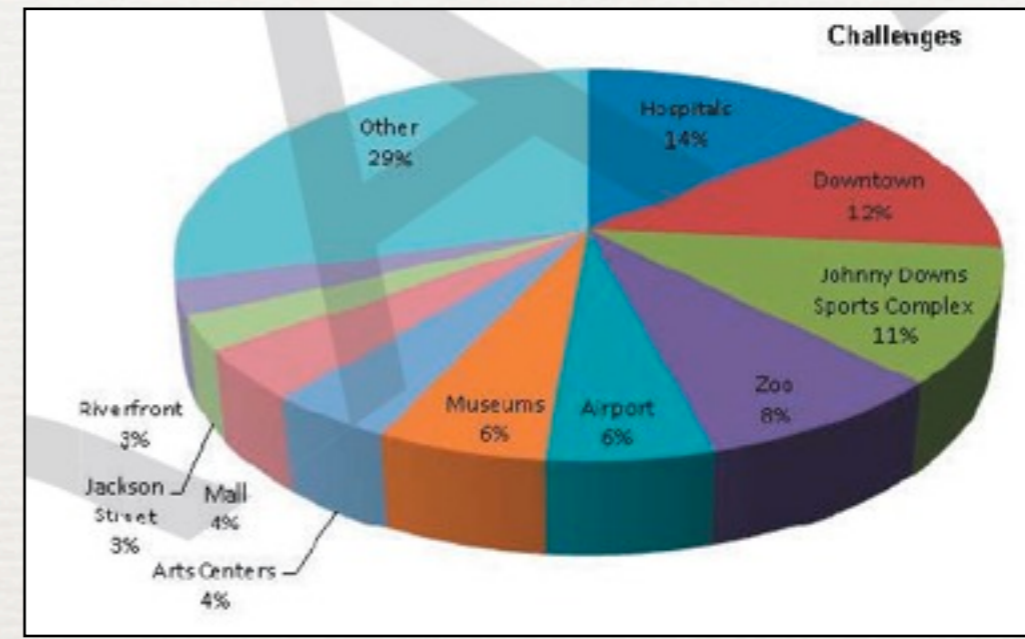
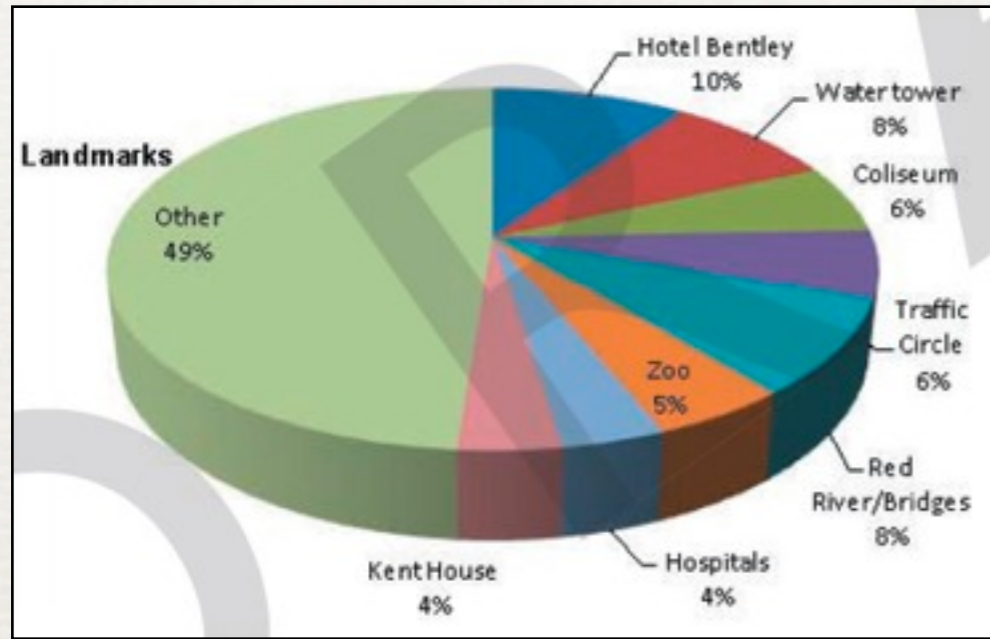
# Gateway and Directional Signage:

- ★ City Council awarded design contract to JCLA.
- ★ Conducted public and stakeholder meetings.
- ★ Developed inventory of existing signage & creating design concepts (currently in draft form).





# Gateway and Directional Signage: Survey Results





# Gateway and Directional Signage:

## Key Findings

- ★ When asked to rank the ease of navigation in Alexandria on a scale from 1-10 (1 being very easy and 10 being very difficult), the average score of respondents was 7.
- ★ Major thoroughfares identified as directionally significant are Interstate 49 (29%), MacArthur Drive (27%), Jackson Street (10%), and Downtown (8%).
- ★ The places most difficult to navigate are the hospitals (14%), Downtown (12%), the Johnny Downs Sports Complex (11%), the Alexandria Zoo (8%), and the Alexandria Airport (6%).
- ★ The most frequently used roadways are MacArthur Drive (22%), I-49 (17%), Jackson Street (17%), Highway 28 (12%), and Masonic Drive (10%).





# Gateway and Directional Signage:

**PRELIMINARY COST MATRIX**

	SIGN TYPES (S)			MOUNTING OPTIONS (M)				CROSS STREET SUBTOTAL
	BASIC METAL DESTINATION \$10,000	BASIC METAL STREET \$35/SF - \$315 AVG	LED STREET \$23/SF - \$2100 AVG	POST 3 TYPES SEE NOTES \$100	POLE & ARM SEE NOTES \$15,000	CANTILEVER 2 TYPES SEE NOTES	TRUSS 2 TYPES SEE NOTES	
<b>AVERAGE PRICES</b>	\$10,000	\$215	\$2,100	\$100	\$15,000			
<b>JACKSON STREET</b>								
TWIN BRIDGES RD (45+3P)		\$1,200.00			\$15,000.00			\$16,200.00
WARREN AVE (25+3P)		\$630.00		\$200.00				\$830.00
CAPILLE ST (25+3P)		\$630.00		\$200.00				\$830.00
OLA ST (25+3P)		\$630.00		\$200.00				\$830.00
MAUREEN ST (45+3H)		\$630.00			\$30,000.00			\$30,630.00
ELIZABETH ST (25+3P)		\$630.00		\$200.00				\$830.00
VERSAILLES BLVD (45+3H)		\$630.00			\$30,000.00			\$30,630.00
PICNUTT DRIVE (25+3P)		\$630.00		\$200.00				\$830.00
SOA ST (25+3P)		\$630.00		\$200.00				\$830.00
PETERMAN DR (45+3H)		\$630.00			\$30,000.00			\$30,630.00
PETRO DR (25+3P)		\$630.00		\$200.00				\$830.00
WYBOLDON BLVD (45)*			\$8,400.00					\$8,400.00
CENTER COURT (45)*			\$8,400.00					\$8,400.00
DORCHESTER DR (45)*			\$8,400.00					\$8,400.00
SOUTHAMPTON DR (45)*			\$8,400.00					\$8,400.00
LANCASTER DR (25+3P)		\$630.00		\$200.00				\$830.00
MACARTHUR DR (25)*			\$4,200.00					\$4,200.00
RAND STREET (25+3P)		\$630.00		\$200.00				\$830.00
TEXAS AVE (25)*			\$8,400.00					\$8,400.00
GEORGE LANE (25+3P)		\$630.00		\$200.00				\$830.00
MARYLAND AVE (25+3P)		\$630.00		\$200.00				\$830.00
HILL STREET (45+3H)		\$630.00			\$30,000.00			\$30,630.00
HUNTER ST (25+3P)		\$630.00		\$200.00				\$830.00
CONSTANT ST (25+3P)		\$630.00		\$200.00				\$830.00
PERSON ST (25+3P)		\$630.00		\$200.00				\$830.00
CITY PARK BLVD (25+3P)		\$630.00		\$200.00				\$830.00
34TH ST (25+3P)		\$630.00		\$200.00				\$830.00
BUSH AVENUE (25+3H)		\$630.00		\$200.00				\$830.00
32TH ST (25+3P)		\$630.00		\$200.00				\$830.00
33RD ST (25+3P)		\$630.00		\$200.00				\$830.00
CHESTER ST (45)*			\$8,400.00					\$8,400.00
31ST ST (25+3P)		\$630.00		\$200.00				\$830.00
30TH ST (25+3P)		\$630.00		\$200.00				\$830.00
COOK AVENUE (25+3P)		\$630.00		\$200.00				\$830.00
BOLTON AVE (45)*			\$8,400.00					\$8,400.00
16TH ST (25+3P)		\$630.00		\$200.00				\$830.00
17TH ST (25+3P)		\$630.00		\$200.00				\$830.00
12TH ST (25+3P)		\$630.00		\$200.00				\$830.00
THORN RD (25+3P)		\$630.00		\$200.00				\$830.00
INTERSTATE 49 SOUTH (45)*			\$8,400.00					\$8,400.00
INTERSTATE 49 NORTH (45)*			\$8,400.00					\$8,400.00
10TH ST (25+3P)		\$630.00		\$200.00				\$830.00
9TH ST (25+3P)		\$630.00		\$200.00				\$830.00
8TH ST (25+3P)		\$630.00		\$200.00				\$830.00
POBY ST (45)*			\$8,400.00					\$8,400.00
6TH ST (45)*			\$8,400.00					\$8,400.00
5TH ST (25+3P)		\$630.00		\$200.00				\$830.00
4TH ST (45)*			\$8,400.00					\$8,400.00
3RD ST (45)*			\$8,400.00					\$8,400.00
MAIN ST (45)*			\$8,400.00					\$8,400.00
<b>CORRIDOR TOTAL</b>								<b>\$285,480.00</b>

**LEGEND**

PRIMARY INTERSECTION - SIGNALIZED
PRIMARY INTERSECTION - NOT SIGNALIZED
SECONDARY INTERSECTION - SIGNALIZED
MINOR INTERSECTION
DESTINATION
TRAFFIC CIRCLE

**EQNOTES:**  
 \*EXISTING POLE & ARM MOUNTING STRUCTURE  
 ABOVE DOES NOT INCLUDE THE FOLLOWING:  
 - FOOTINGS FOR OVERHEAD CANTILEVER - \$25K  
 - FOOTINGS FOR OVERHEAD TRUSS - \$30K  
 - NEW ELECTRICAL SERVICE POINT - \$7K  
 - JACKING OR BORED CASING - \$25LF

**SIGN TYPES**  
 DESTINATION (BASIC METAL + MOUNTING) \$10K  
 BASIC METAL STREET (18'X72" AVG SIZE) \$35/SF - \$315  
 TRAFFIC CIRCLE SIGN \$1,000 EA  
 LED SIGN (18'X72" AVG SIZE) \$23/SF - \$2100

**MOUNTING TYPES**  
 SINGLE POLE & ARM - \$12,500 EA  
 DUAL POLE & ARM - \$15,000 EA  
 U-CHANNEL POST - \$100 EA  
 METAL 2 1/2" POST - \$650 EA  
 METAL 3 1/2" POST - \$800 EA  
 WOOD 6X12 POST - \$1,200 EA  
 OVERHEAD CANTILEVER (GROUND MOUNTED) - \$15,000 EA  
 OVERHEAD CANTILEVER (MONOTUBE) - \$45,000 EA  
 OVERHEAD TRUSS (STRUCTURE MOUNTED) - \$55,000 EA  
 OVERHEAD TRUSS (GROUND MOUNTED) - \$75,000 EA

Example of Draft Cost Matrix and Inventory Assessment (Jackson Street)

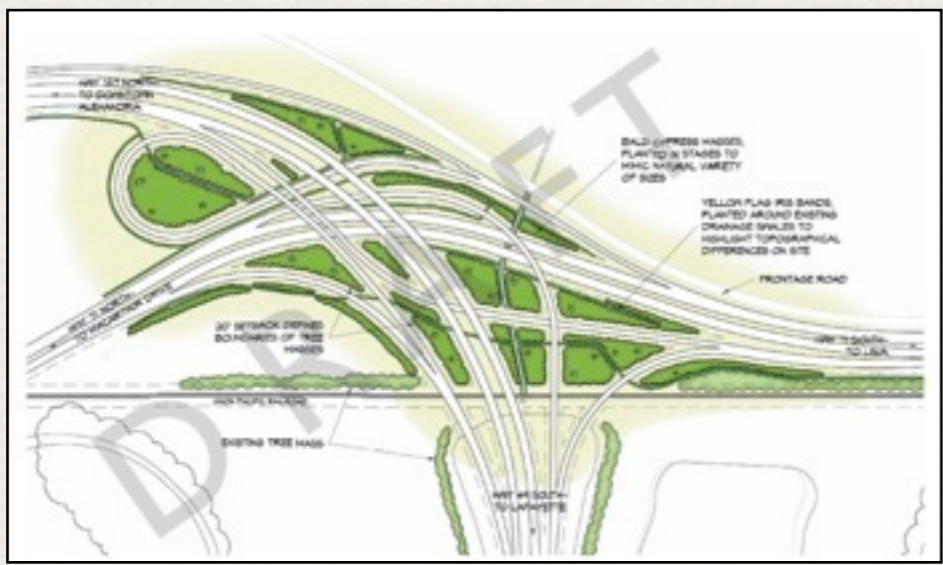
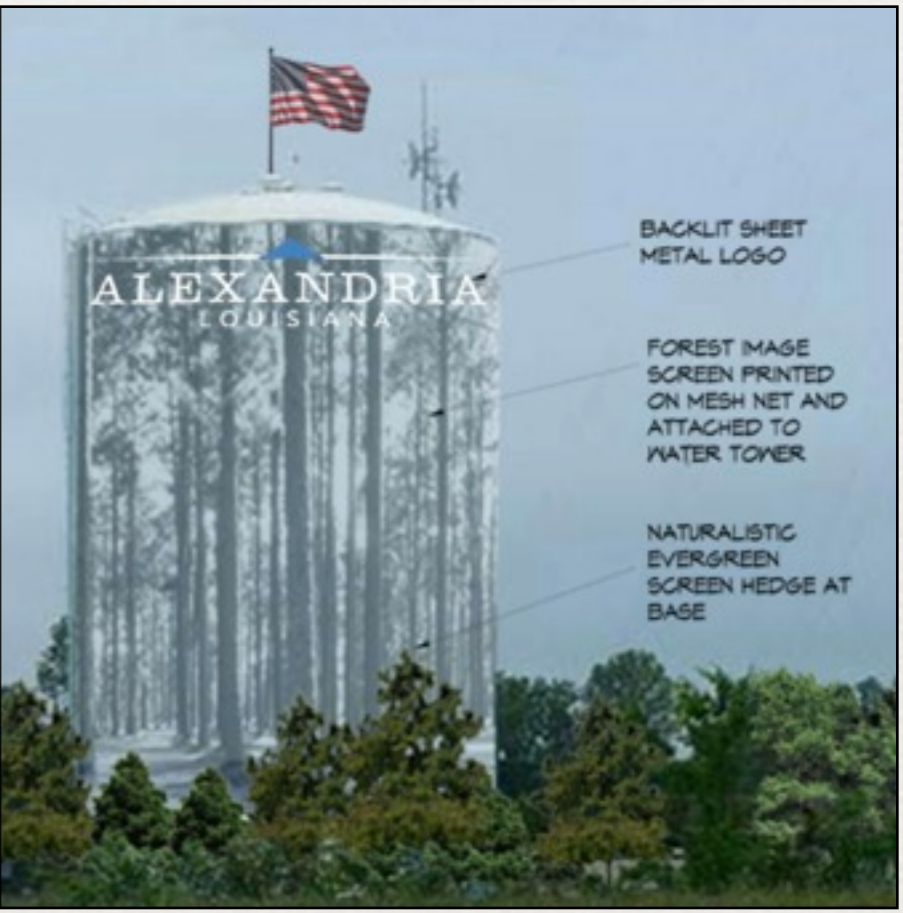
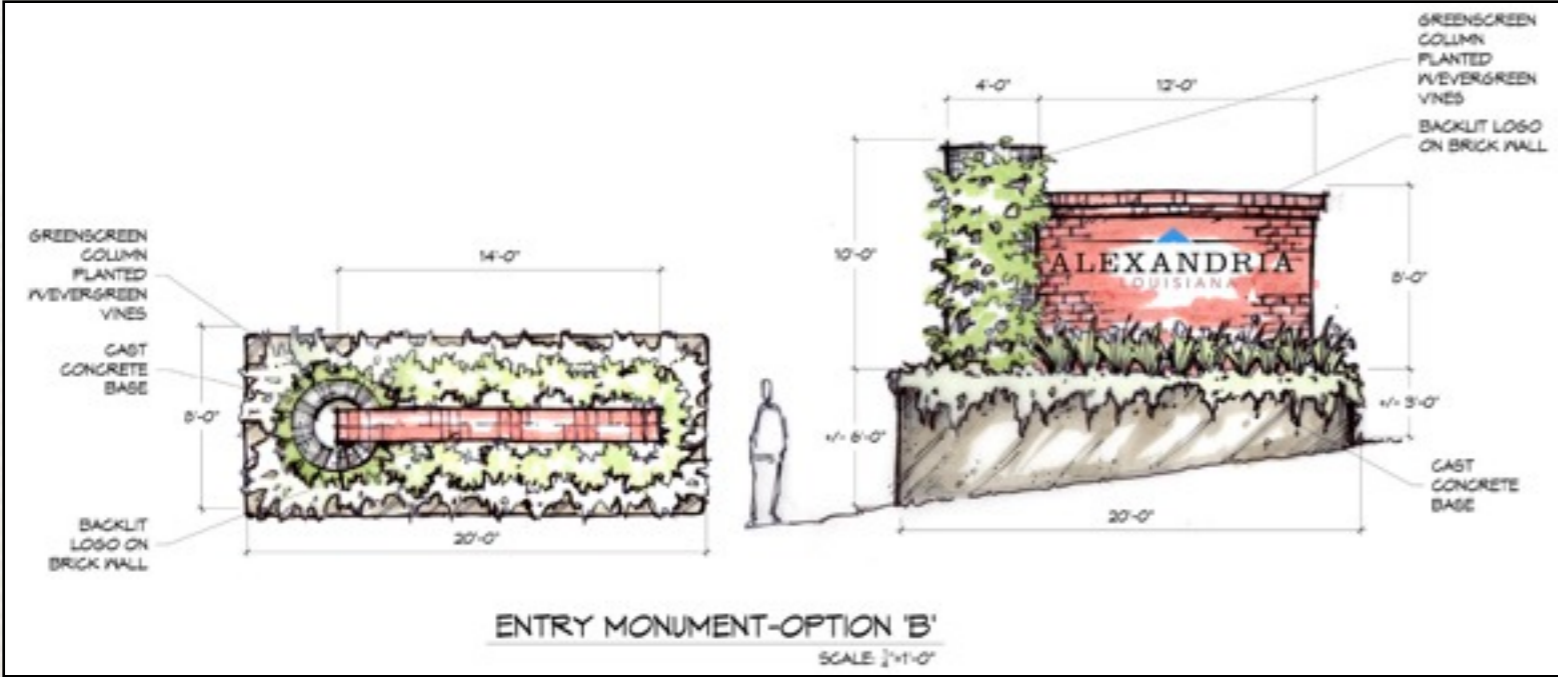








# Gateway and Directional Signage: (Conceptual Renderings)





# SPARC Projects: City-Wide Park Improvements





# City-Wide Park Improvements:

## ★ Harmon and Cheatham Parks (\$394K):

- ★ Plans and specifications are complete.
- ★ Bid awarded to Petron on August 10, 2010.
- ★ Construction to begin in September 2010.
- ★ Construction to be completed by January 2011.

## ★ Sandy Bayou, Martin Park, and City Park (\$1.543M):

- ★ Bid awarded to Petron on August 10, 2010.
- ★ Construction to begin in September 2010.
- ★ Construction to be completed by May 2011.

## ★ Frank O. Hunter Park (\$2.0M):

- ★ Preparing to let out bids in October 2011.





# City-Wide Park Improvements:

## Harmon Park:

- ★ New lighting, replace fencing, replace play equipment, new walking trail, rehabilitate pavilion, new picnic tables, benches, and waste receptacles, new tree plantings.

## Cheatham Park:

- ★ Additional parking, new lighting, replace play equipment, new walking trail, new picnic tables, benches, and waste receptacles, new tree plantings.

## City Park Playground:

- ★ New lighting, replace play equipment, new walking trail, replace fencing, rehabilitate pavilion, new sand volleyball court, new picnic tables, benches, and waste receptacles, new tree plantings.

## Sandy Bayou Park: ALL NEW:

- ★ Parking, lighting, play equipment, walking trail, pavilion, picnic tables, benches, and waste receptacles, tree plantings and landscaping.



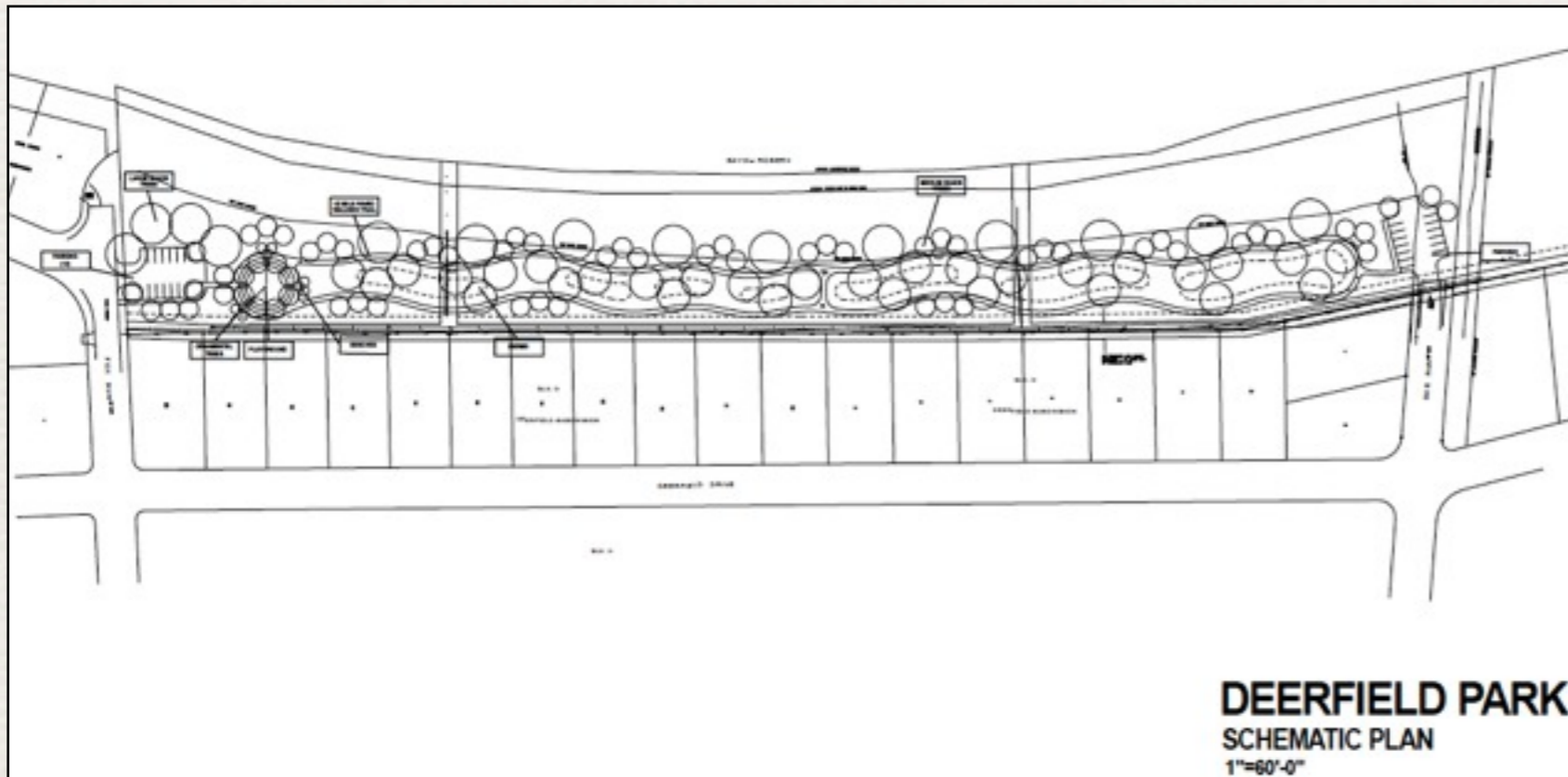


# City-Wide Park Improvements:

## Martin Park: ALL NEW:

- ★ Parking, lighting, play equipment, walking trail, pavilion, picnic tables, benches, and waste receptacles, tree plantings and landscaping, fencing, disc golf course, restroom, festival lawn.

## Deerfield Walking Trail: ALL NEW:





# SPARC Projects:

Bolton Ave. & N. MacArthur Dr.





# Public Workshops:

★ On May 20, 21, and 22, 2010, the City hosted four public workshops on the Bolton Avenue and North MacArthur Drive projects.



PARTICIPATE IN  
**BOLTON AVE. AND NORTH MACARTHUR DR.**  
**REVITALIZATION**

<b>THURSDAY, MAY 20</b> 5:00 - 7:00 PM	<b>FRIDAY, MAY 21</b> 10:30 AM - 12:30 PM 5:30 PM - 7:30 PM	<b>SATURDAY, MAY 22</b> 10:30 AM - 12:30 PM
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ATTEND ONE OR ALL

**BOLTON AVENUE COMMUNITY CENTER**  
315 BOLTON AVE // ALEXANDRIA 71301  
318.473.1388

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PROJECT AREAS

**NORTH MACARTHUR DR.** & **BOLTON AVENUE**  
between Rapides and Bolton Ave. between Lee St. and Bayou Rapides

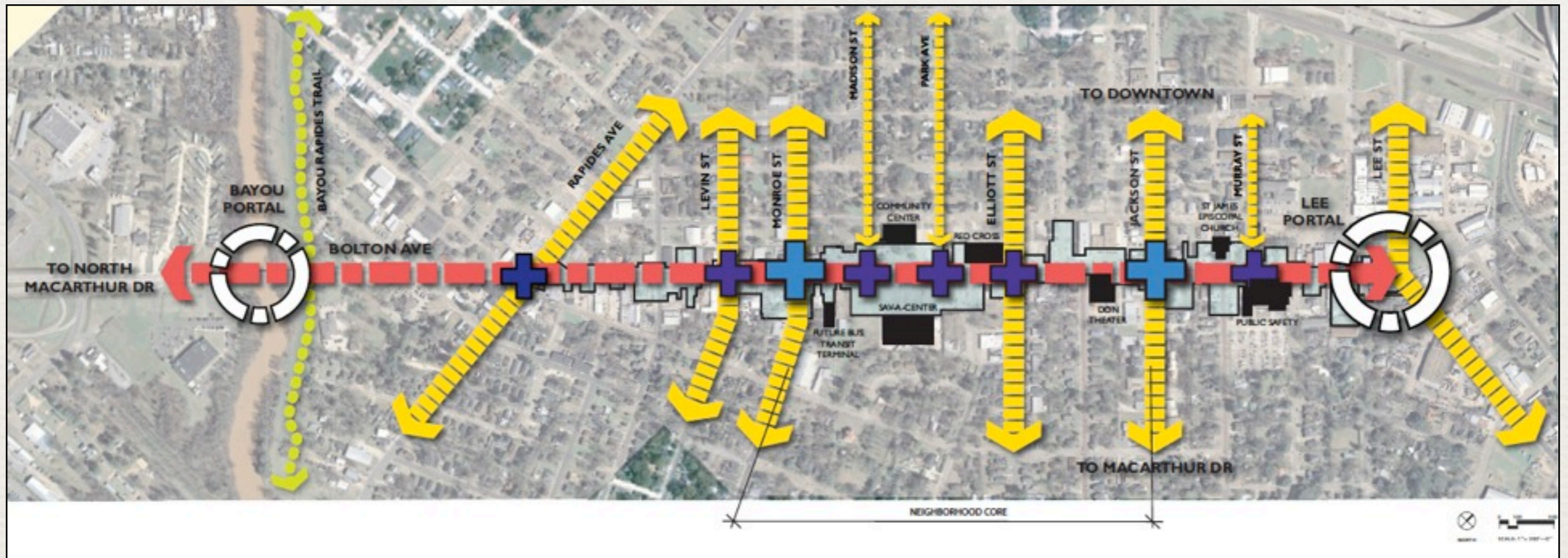
Join us to discuss potential enhancements to Bolton Ave. and North MacArthur Dr. at any of the workshops listed above. Choose the one that's right for you so that your input can be **heard!**





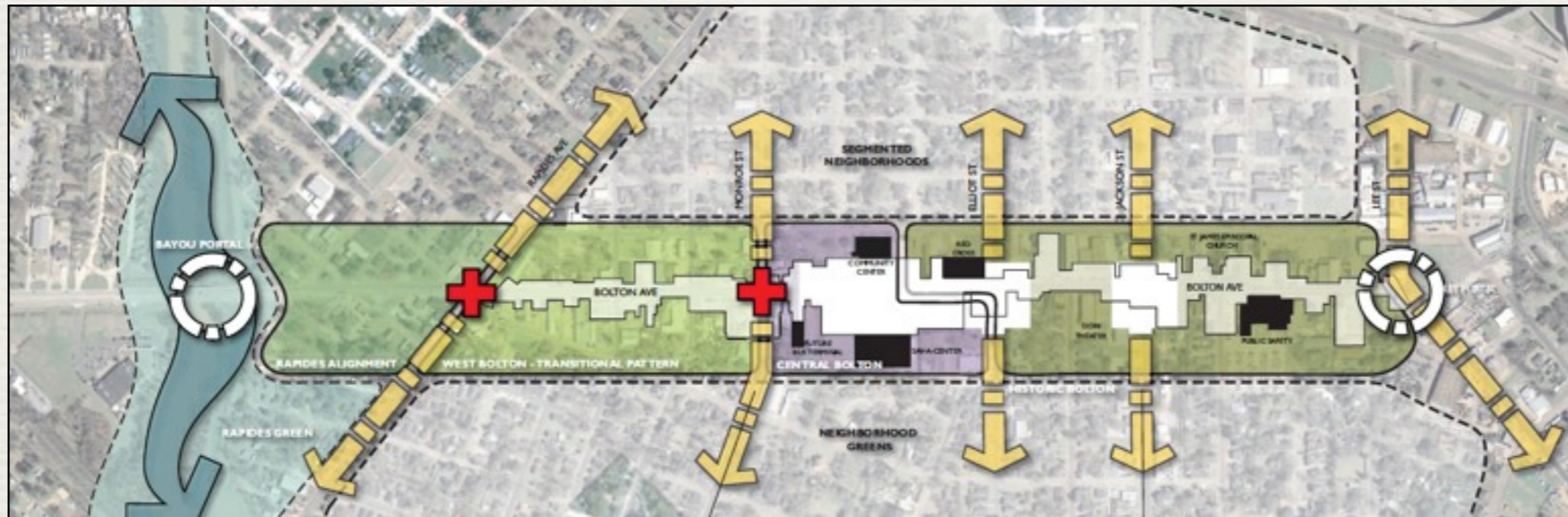
# Bolton Avenue:

- ★ \$2.5M infrastructure enhancement project.
- ★ Jeffrey Carbo Landscape Architects are leading design efforts.
- ★ Three-day public input meetings conducted; currently in design phase.





# Bolton Avenue:



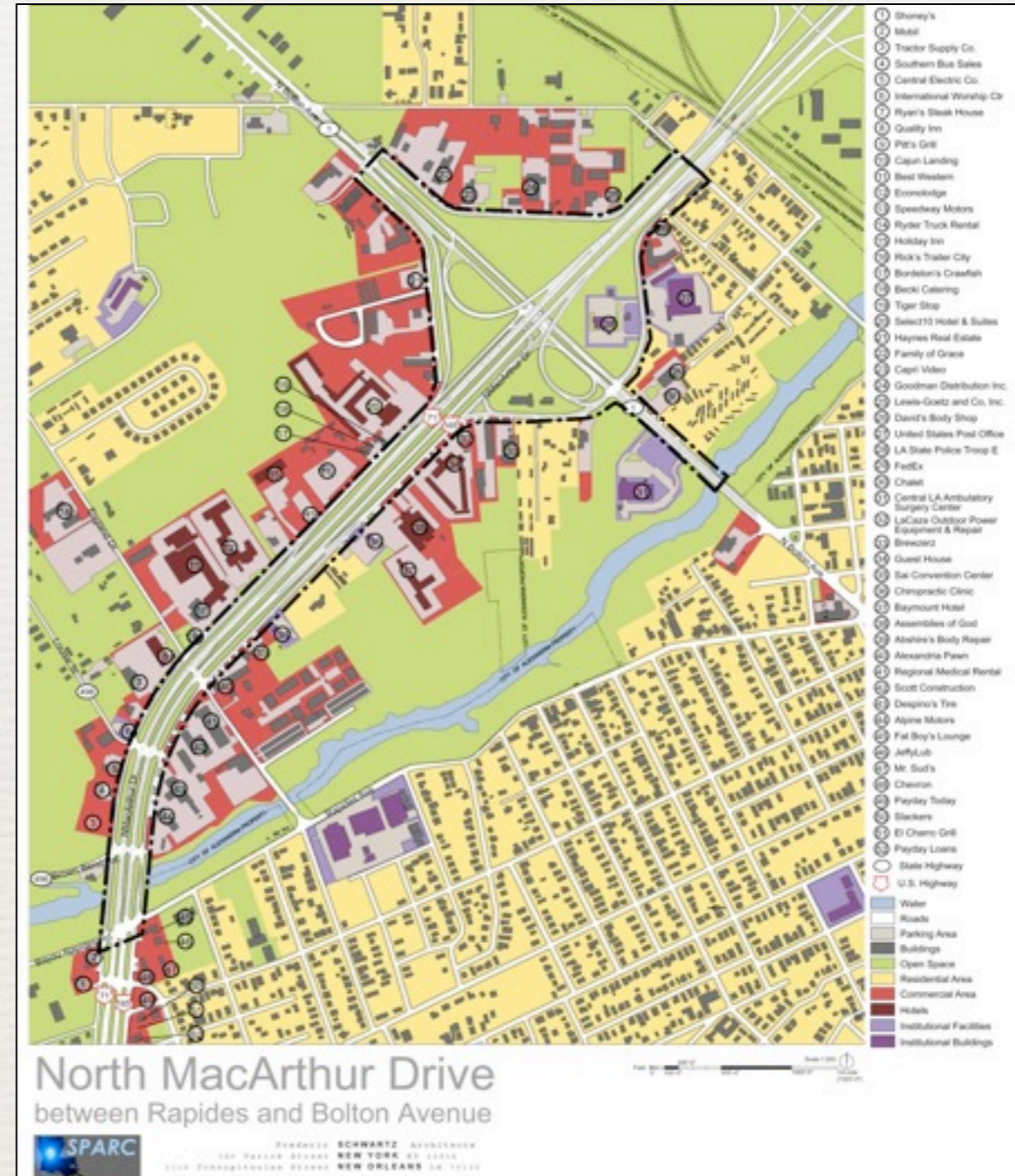






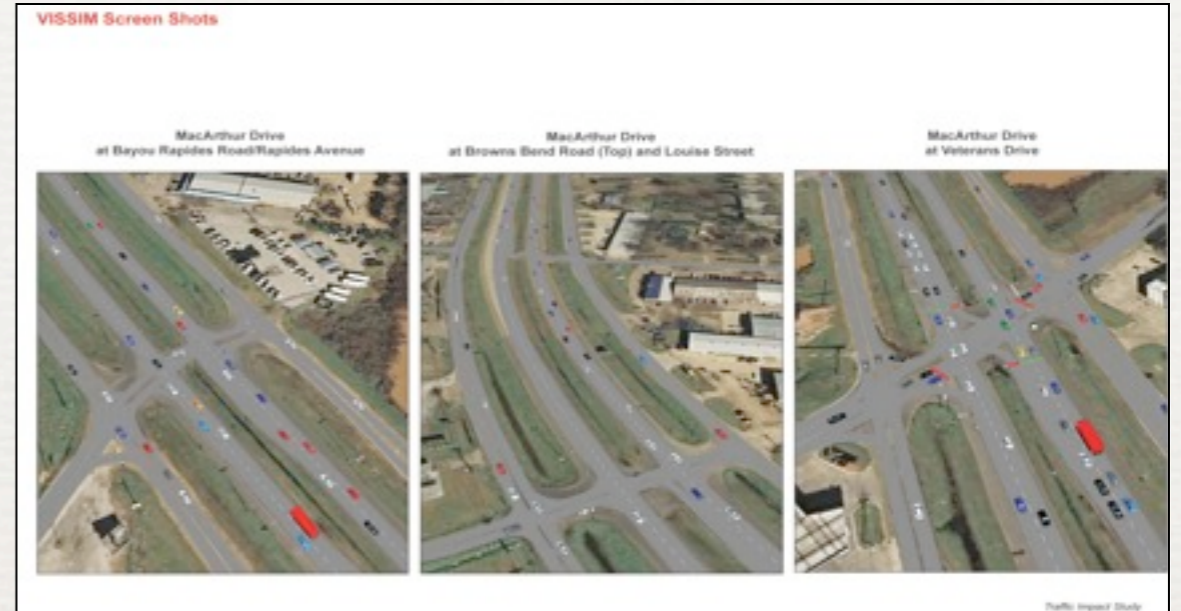
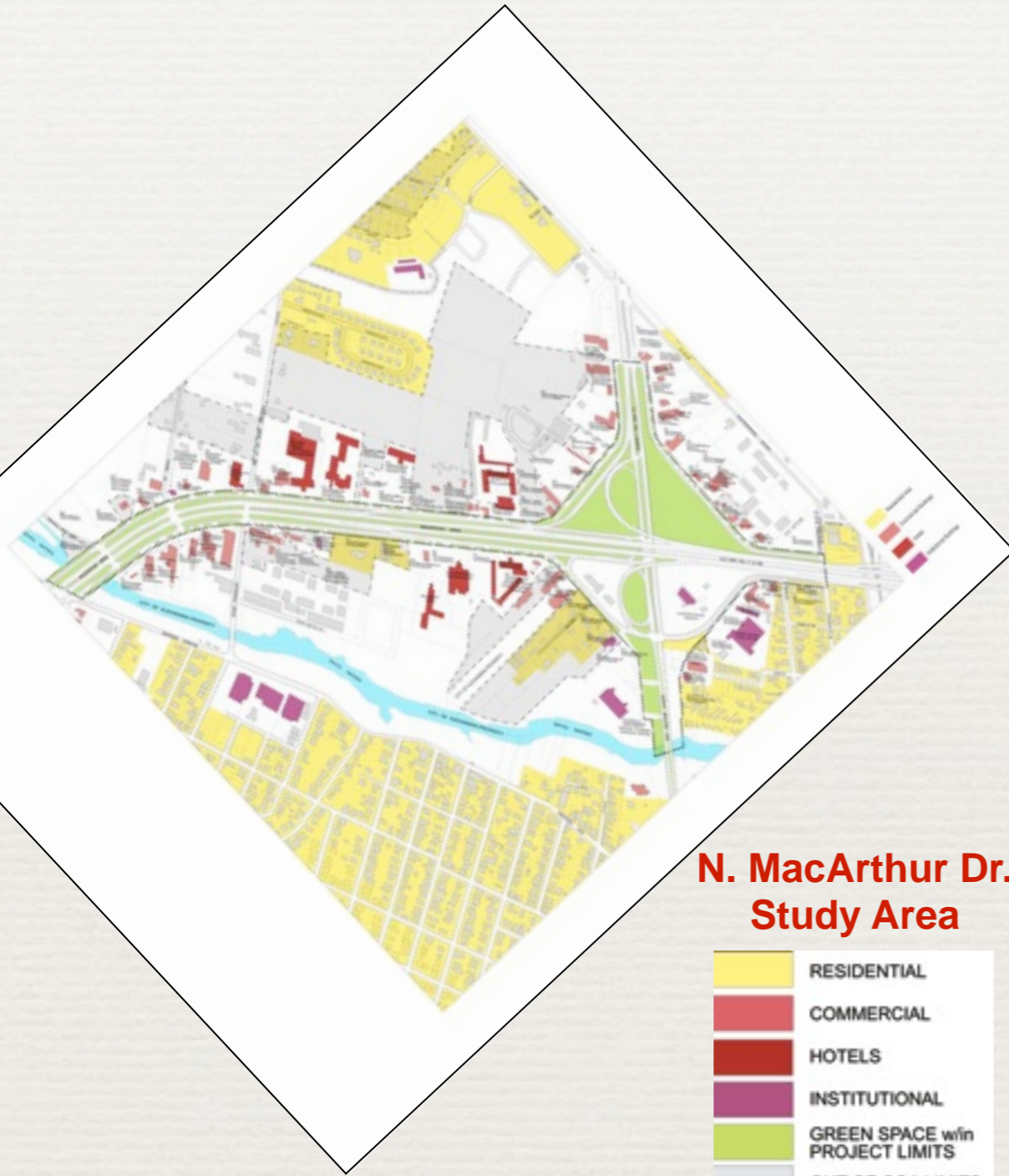
# North MacArthur Drive:

- ★ \$5M infrastructure enhancement project.
- ★ Frederic Schwartz Architects selected to lead design efforts.
- ★ Three-day public input meetings conducted.
- ★ Project currently in design phase.
- ★ Construction to begin within 40 months.
- ★ Team includes world-renowned architects and development experts.



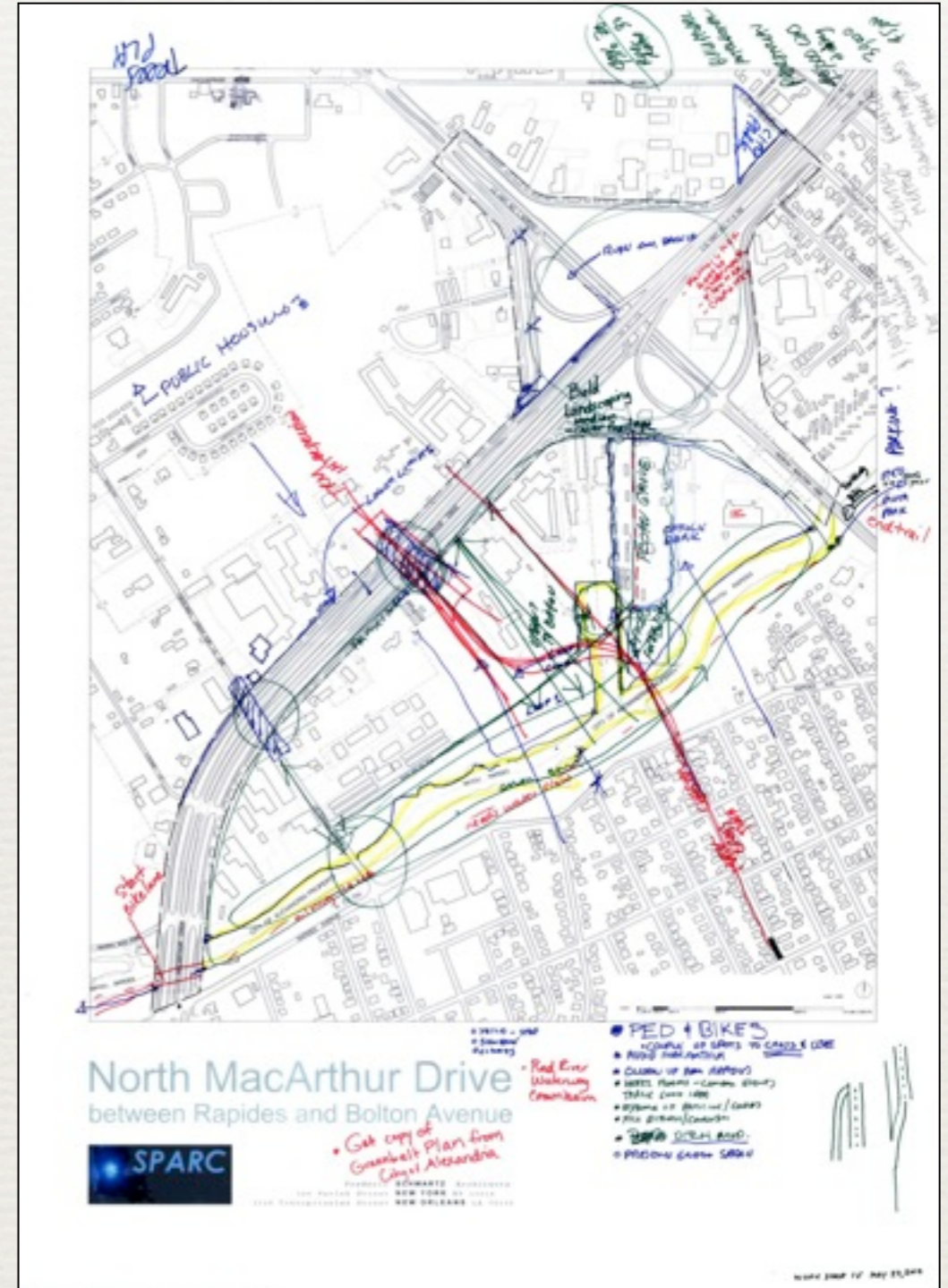


# North MacArthur Drive:





# North MacArthur Drive:





# North MacArthur Drive: Comprehensive Traffic Study

**Level of Service Criteria for Signalized Intersections**

Level of Service	Delay Range (seconds)
A	< 10
B	≅ 10 and < 20
C	≅ 20 and < 35
D	≅ 35 and < 55
E	≅ 55 and < 80
F	≥ 80

**Level of Service Criteria for Unsignalized Intersections**

Level of Service	Delay Range (seconds)
A	< 10
B	≅ 10 and < 15
C	≅ 15 and < 25
D	≅ 25 and < 35
E	≅ 35 and < 50
F	≥ 50

**Level of Service Summary**

		LOS Results			
		AM		PM	
		Delay	LOS	Delay	LOS
MacArthur Drive at Bayou Rapides Road/ Rapides Avenue	NB	27.8	C	40.0	D
	SB	95.3	F	63.0	E
	EB	31.1	C	207.3	F
	WB	25.5	C	35.6	D
	<b>Total</b>	<b>59.0</b>	<b>E</b>	<b>67.0</b>	<b>E</b>
MacArthur at Browns Bend Road	NB	16.3	C	16.1	C
	SB	12.2	B	14.7	B
	EB	47.2	E	3338.0	F
	WB	15.0	B	285.0	F
	<b>Total</b>	<b>28.3</b>	<b>C</b>	<b>1135.3</b>	<b>F</b>
MacArthur at Louise Street	NB	17.5	C	16.4	C
	SB	12.2	B	14.4	B
	EB	81.3	F	525.3	F
	WB	46.4	E	72.4	F
	<b>Total</b>	<b>52.4</b>	<b>E</b>	<b>330.2</b>	<b>F</b>
MacArthur at Veterans Drive	NB	-	-	-	-
	SB	14.5	B	17.2	C
	EB	-	-	-	-
	WB	14.9	B	19.0	C
	<b>Total</b>	<b>14.6</b>	<b>B</b>	<b>18.1</b>	<b>C</b>

**US 71/165 (MACARTHUR DR.) AT  
BAYOU RAPIDES  
ALEXANDRIA  
RAPIDES PARISH**

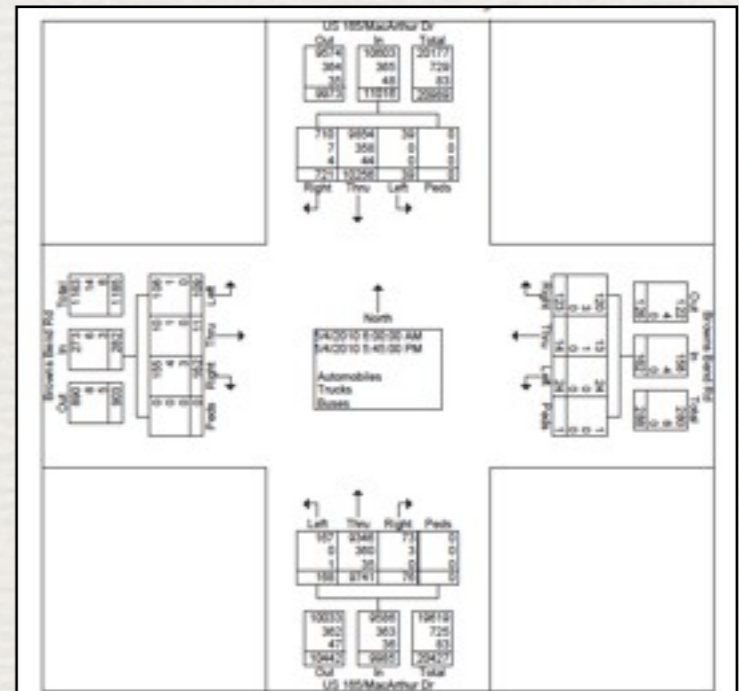
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Site Code : 00000000  
Start Date : 3/10/2010  
Page No : 2

Start Time	MacArthur From North				Rapides From East				MacArthur From South				Median Crossover From West				
	Right	Thru	Left	App. Tot.	Right	Thru	Left	App. Tot.	Right	Thru	Left	App. Tot.	Right	Thru	Left	App. Tot.	
04:30 PM	0	0	0	0	4	46	8	51	2	339	20	360	0	45	50	95	536
04:45 PM	0	0	0	0	5	51	0	56	2	547	36	583	0	45	47	92	539
05:00 PM	0	0	0	0	3	39	0	42	2	376	20	392	0	43	48	91	560
05:15 PM	0	0	0	0	2	45	0	47	2	542	23	567	0	43	45	88	562
<b>Total Volume</b>	0	0	0	0	14	201	8	213	6	1408	100	1536	0	190	210	400	2198
<b>% App. Total</b>	0	0	0	0	6.2	95.1	3.5	98.8	0.5	92.3	7.2	99.8	0	48.3	51.7	100	922
<b>TOT</b>	000	000	000	000	700	452	250	871	1000	498	724	988	000	775	712	1487	622

**US 71/165 (MACARTHUR DR.) AT  
BAYOU RAPIDES  
ALEXANDRIA  
RAPIDES PARISH**

File Name : Jeff Count  
Site Code : 00000000  
Start Date : 3/10/2010  
Page No : 3

Start Time	MacArthur From North				Rapides From East				MacArthur From South				Median Crossover From West				
	Right	Thru	Left	App. Tot.	Right	Thru	Left	App. Tot.	Right	Thru	Left	App. Tot.	Right	Thru	Left	App. Tot.	
04:30 PM	0	0	0	0	4	46	8	51	2	339	20	360	0	45	50	95	536
04:45 PM	0	0	0	0	5	51	0	56	2	547	36	583	0	45	47	92	539
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<b>% App. Total</b>	0	0	0	0	6.2	95.1	3.5	98.8	0.5	92.3	7.2	99.8	0	48.3	51.7	100	922
<b>TOT</b>	000	000	000	000	700	452	250	871	1000	498	724	988	000	775	712	1487	622

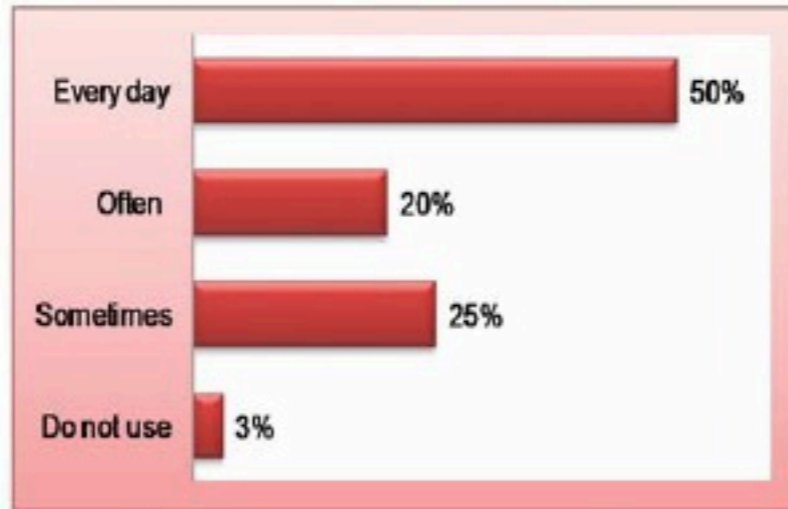




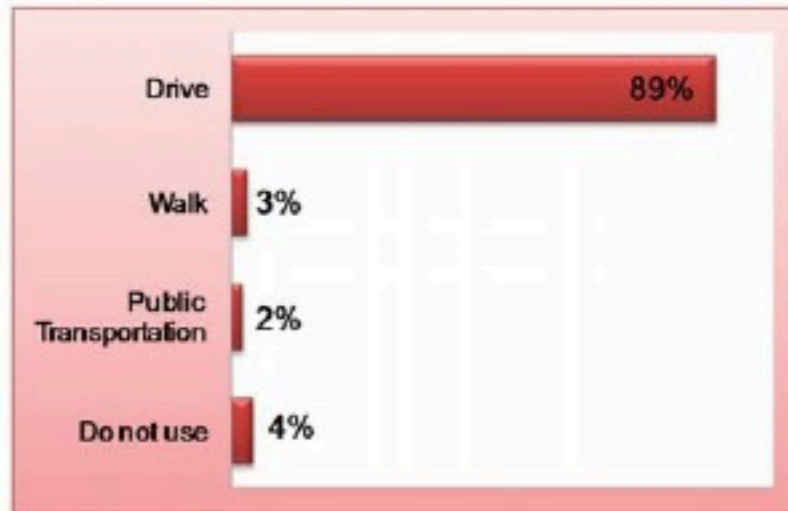
# Survey Results:

## Bolton Avenue

How often do you use Bolton Avenue, between Lee Street and Bayou Rapides?

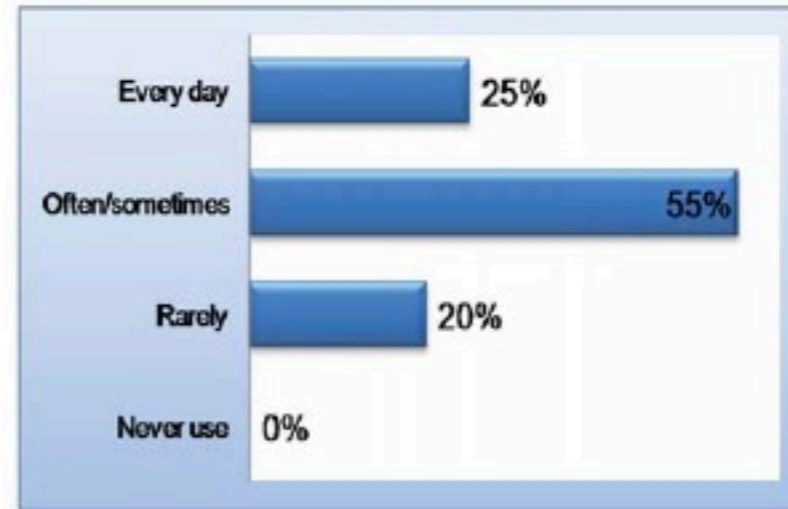


If you use Bolton Avenue, are you usually walking, driving or using public transportation?

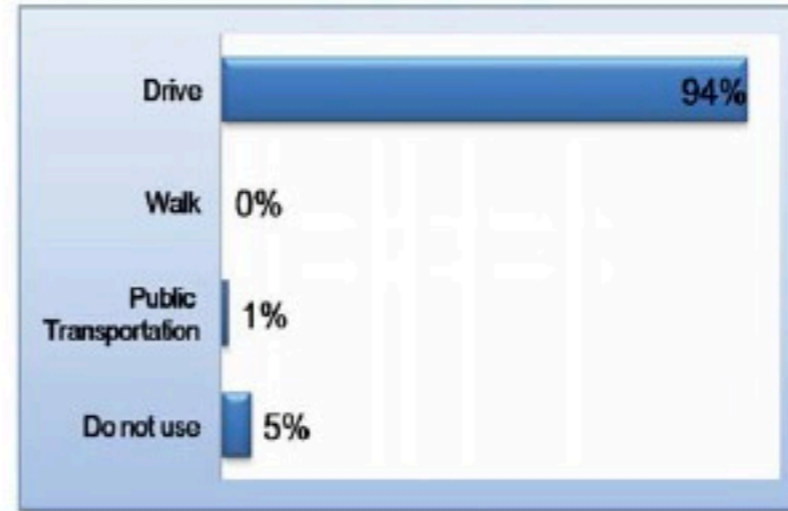


## North MacArthur Drive

How often do you use North MacArthur Drive, between Rapides and Bolton Avenue?



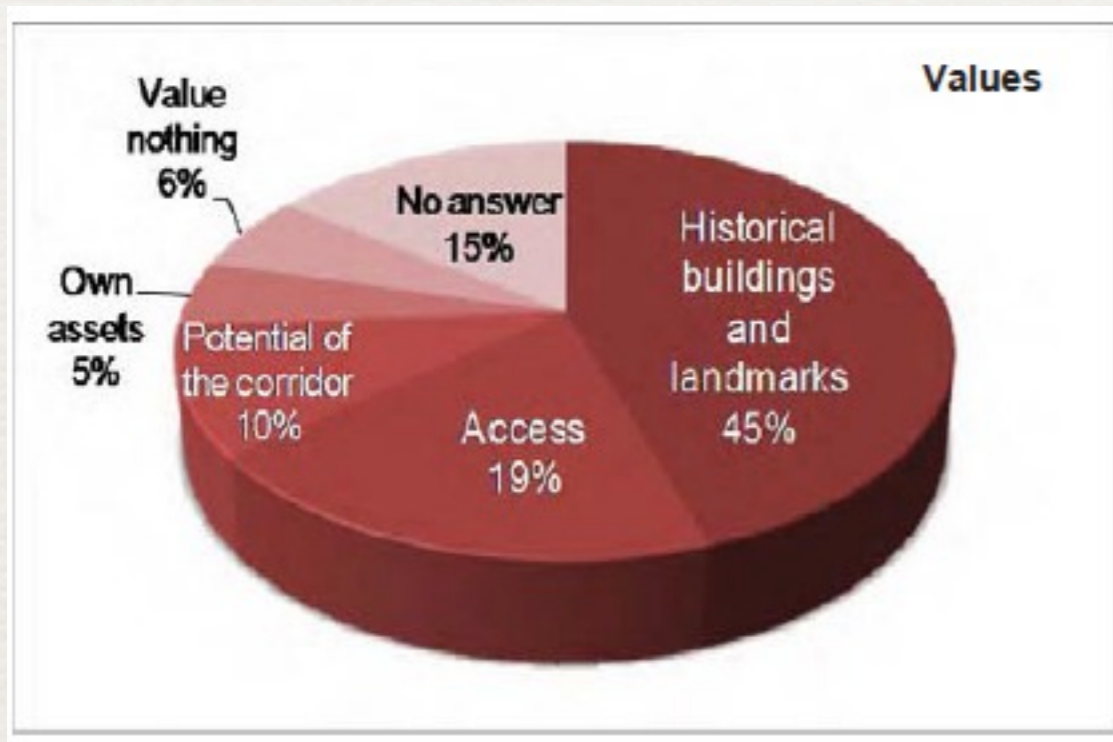
If you use North MacArthur Drive, are you usually walking, driving or using public transportation?



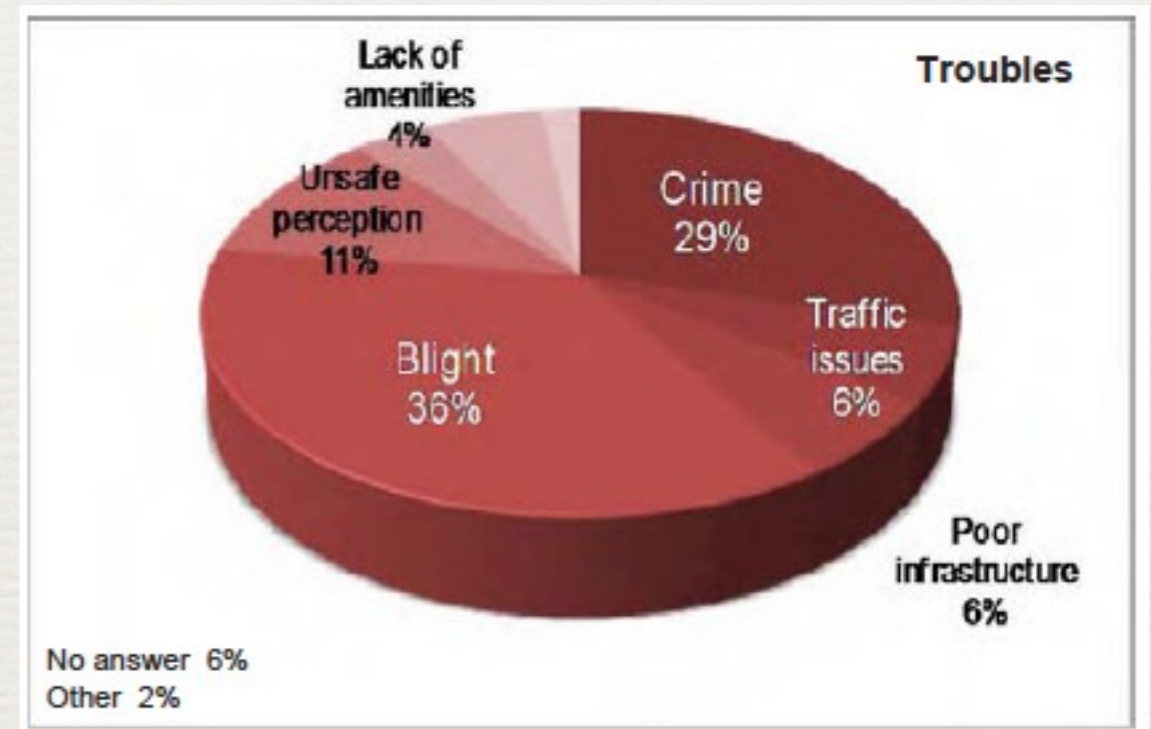


# Survey Results:

What Do You Value Most About Bolton Avenue?



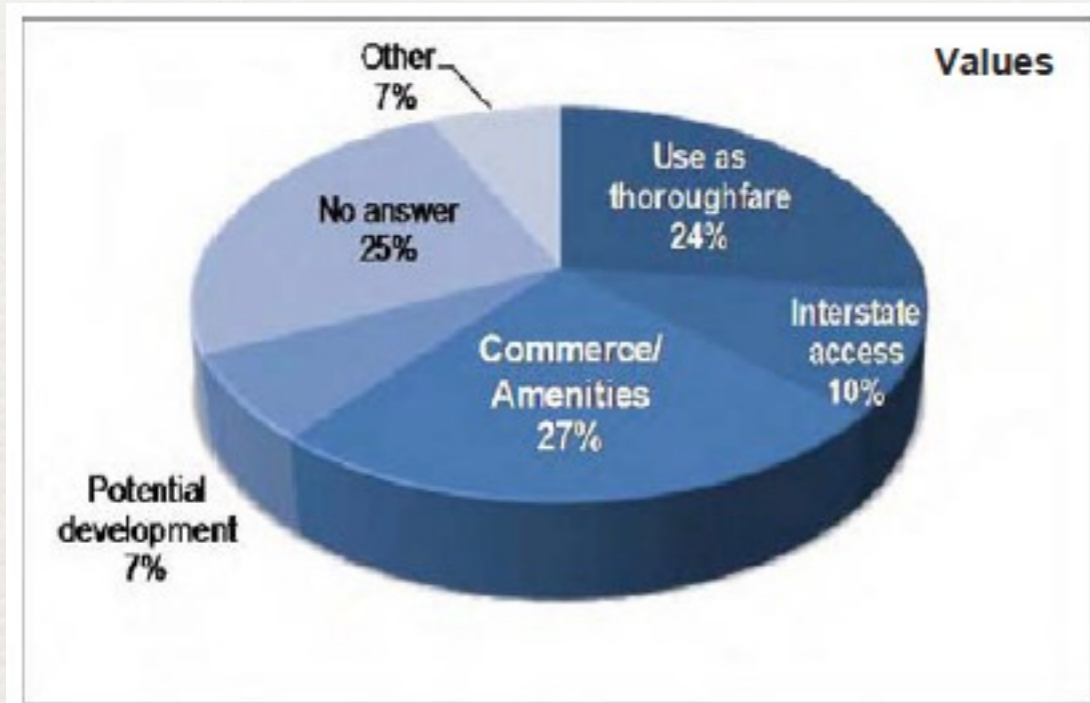
What Troubles You About Bolton Avenue?



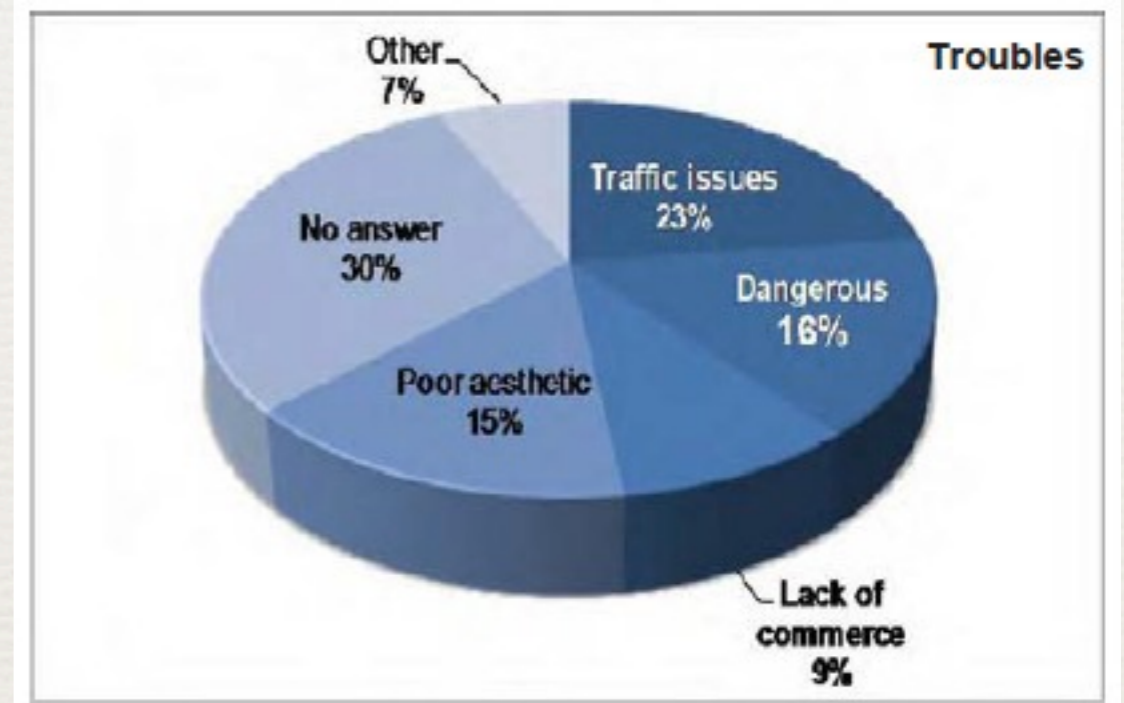


# Survey Results:

What Do You Value Most About N. MacArthur?



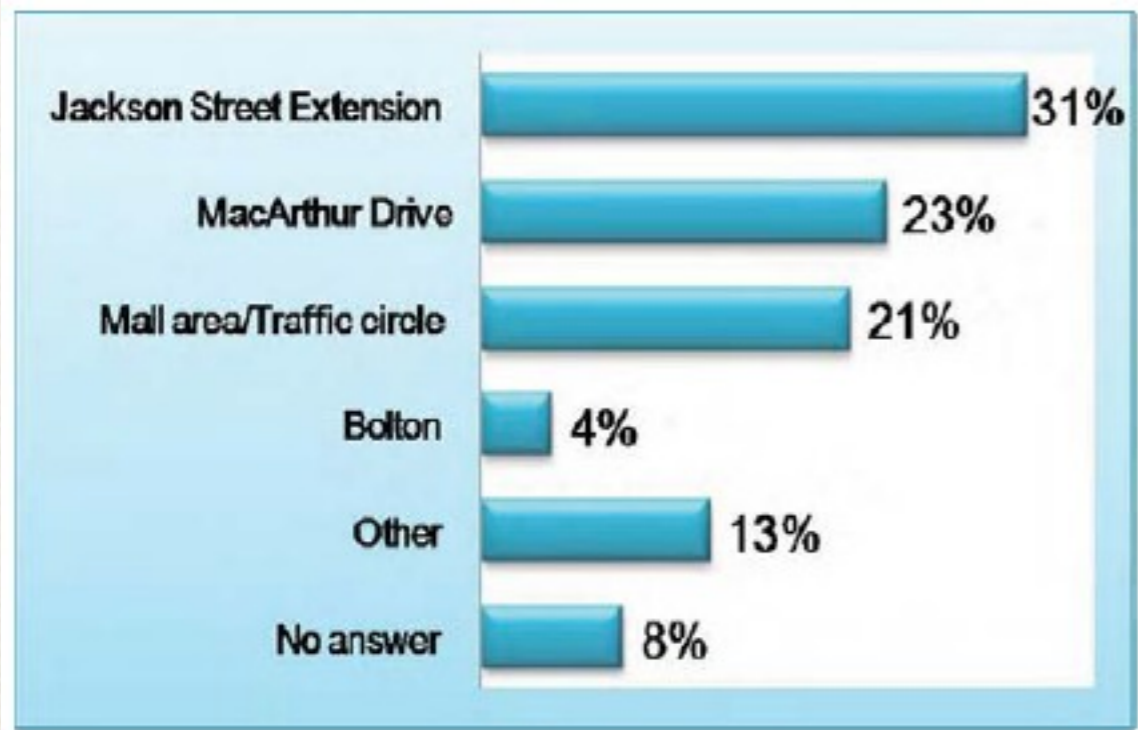
What Troubles You About N. MacArthur?



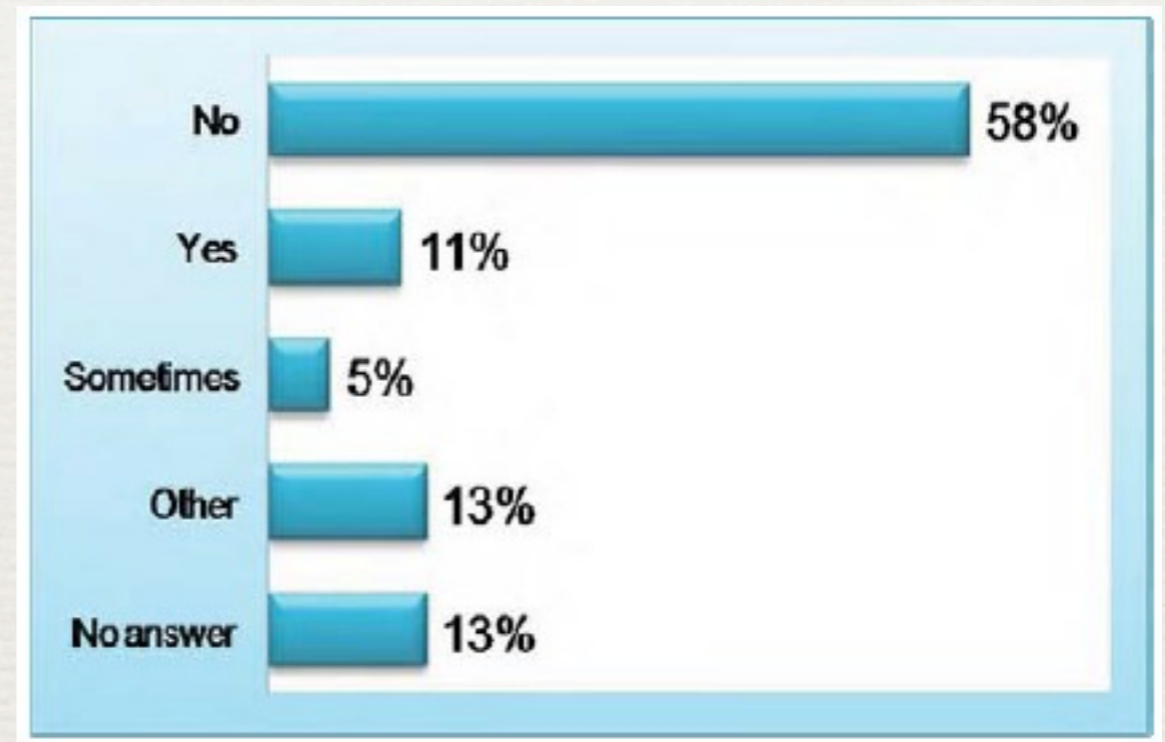


# Survey Results:

**In What Part of Town Do You Do the Most Shopping?**



**If You Shop Elsewhere, Can You Find the Same Shopping Opportunities on Bolton or N. MacArthur?**



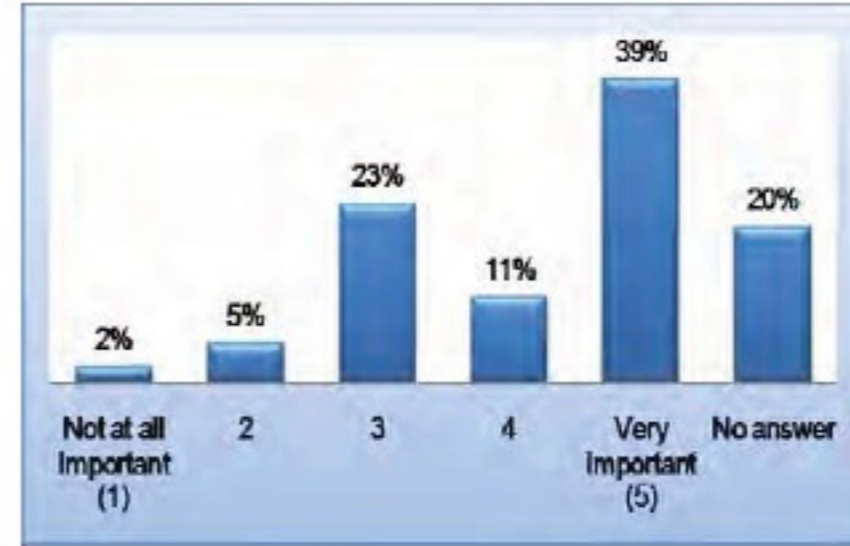
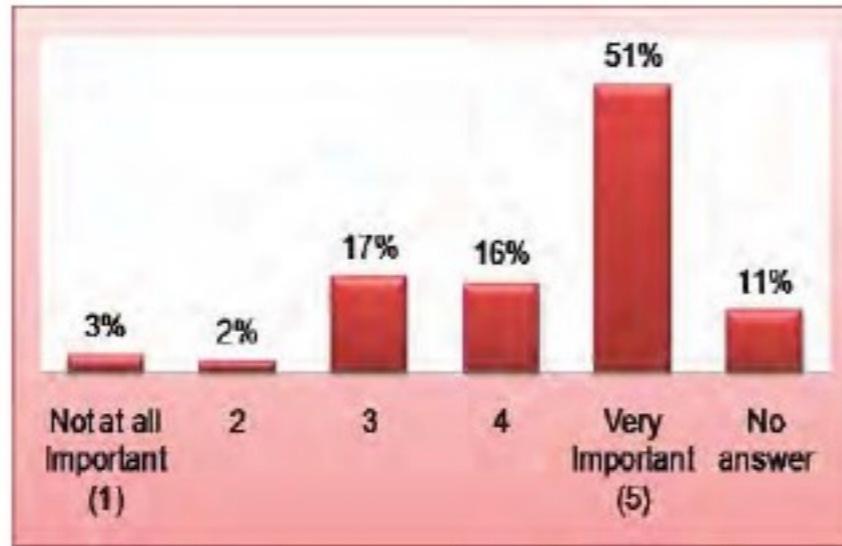


# Survey Results:

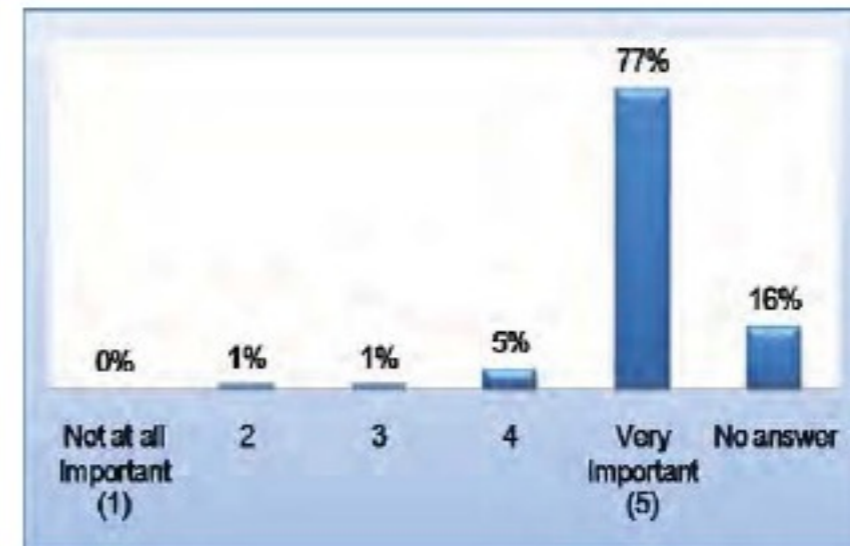
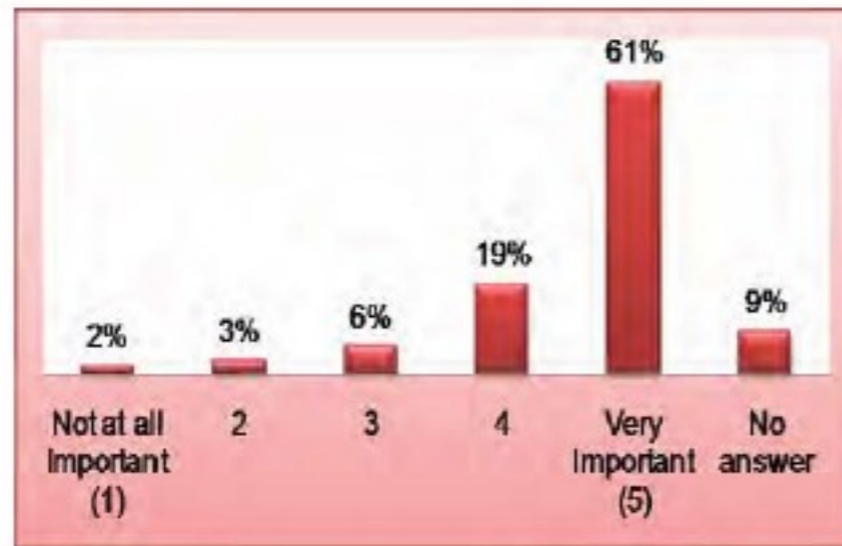
## Bolton Avenue

## North MacArthur Drive

### Trees and other plantings



### Traffic flow



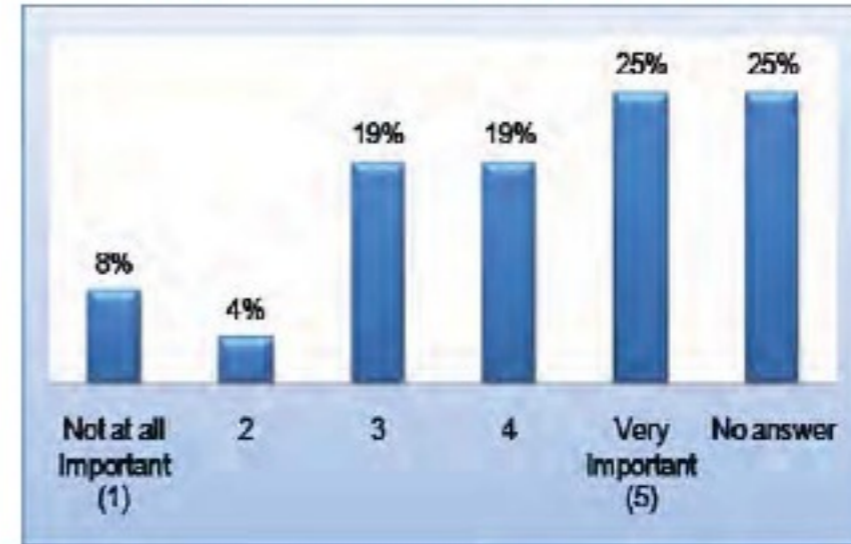
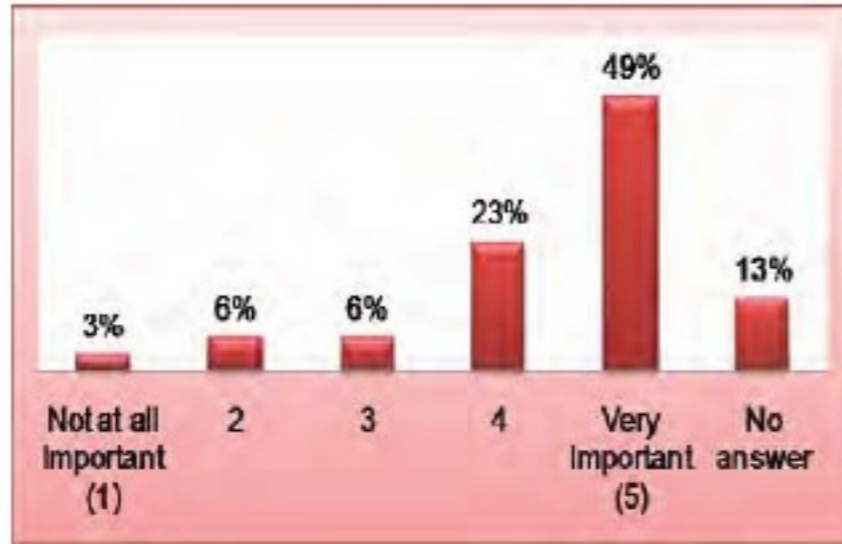


# Survey Results:

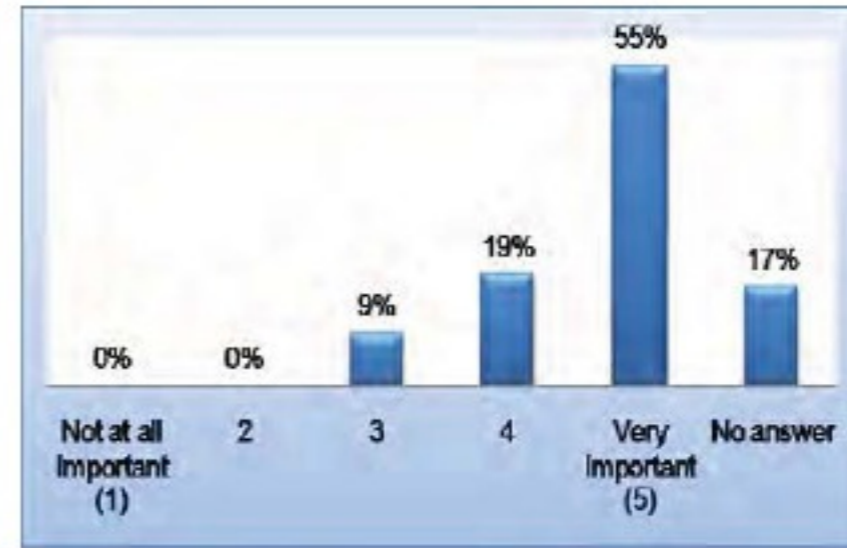
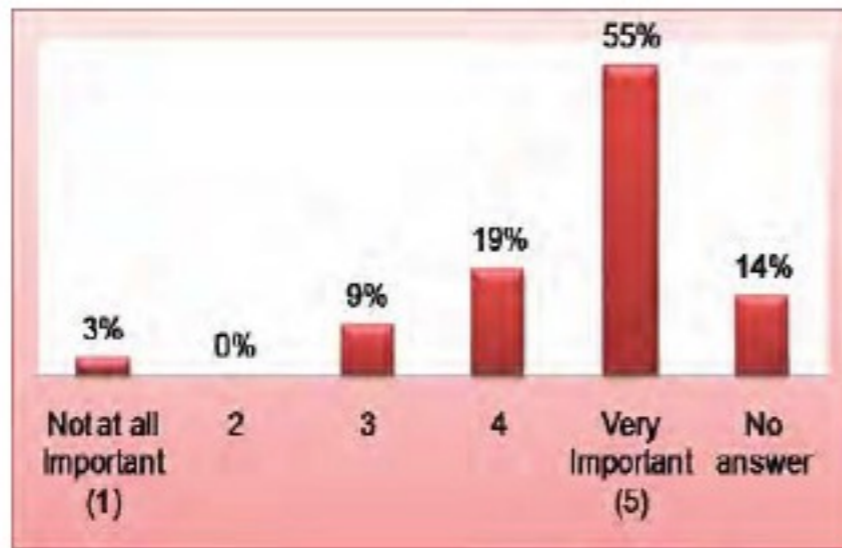
## Bolton Avenue

## North MacArthur Drive

Parks or playgrounds within walking distance where I can spend time with neighbors



Access to commercial business



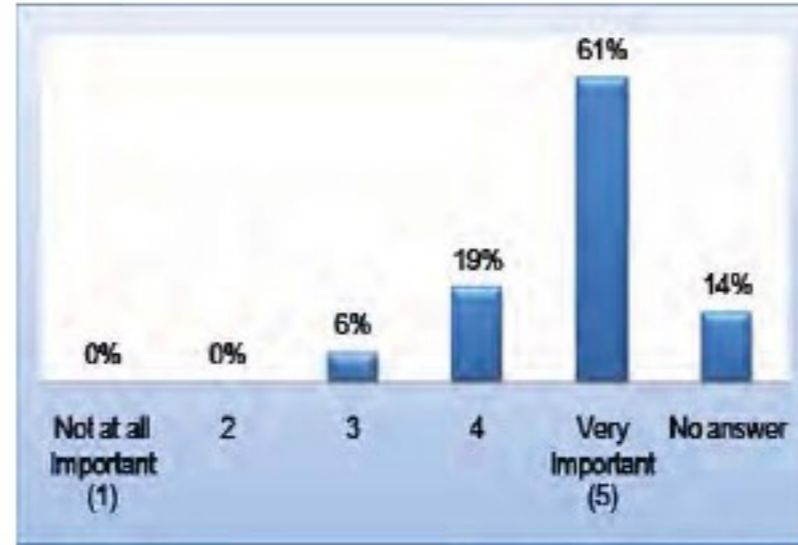
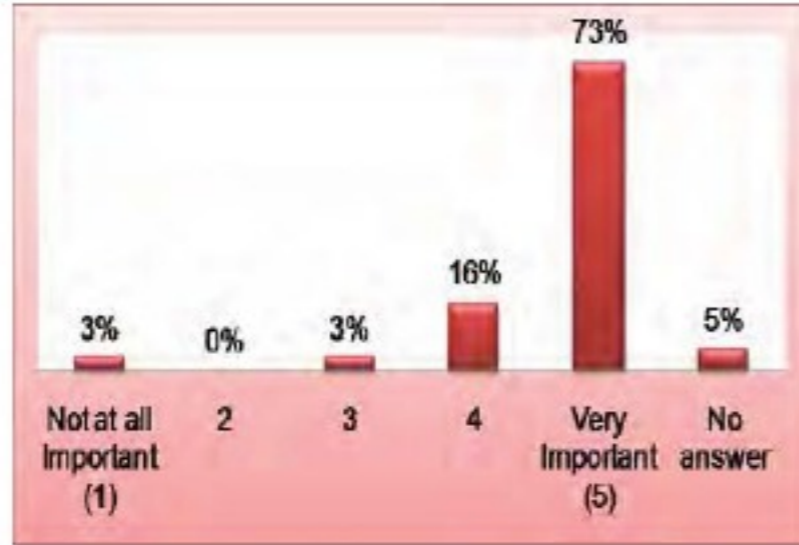


# Survey Results:

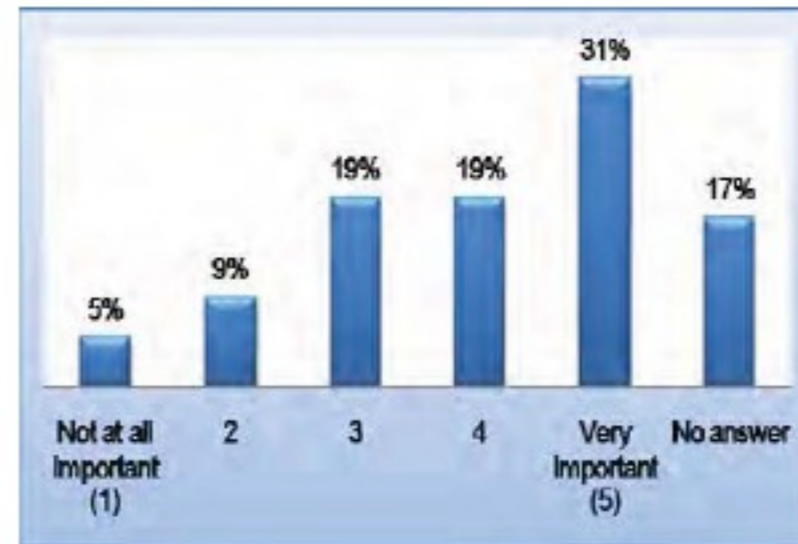
## Bolton Avenue

## North MacArthur Drive

### Good street lighting



### Covered bus shelters





# SPARC Projects: Masonic Drive





# Masonic Drive:

- ★ On September 1, 2010, the City of Alexandria officially broke ground on the \$2.0M Masonic Drive Streetscape Enhancement project.

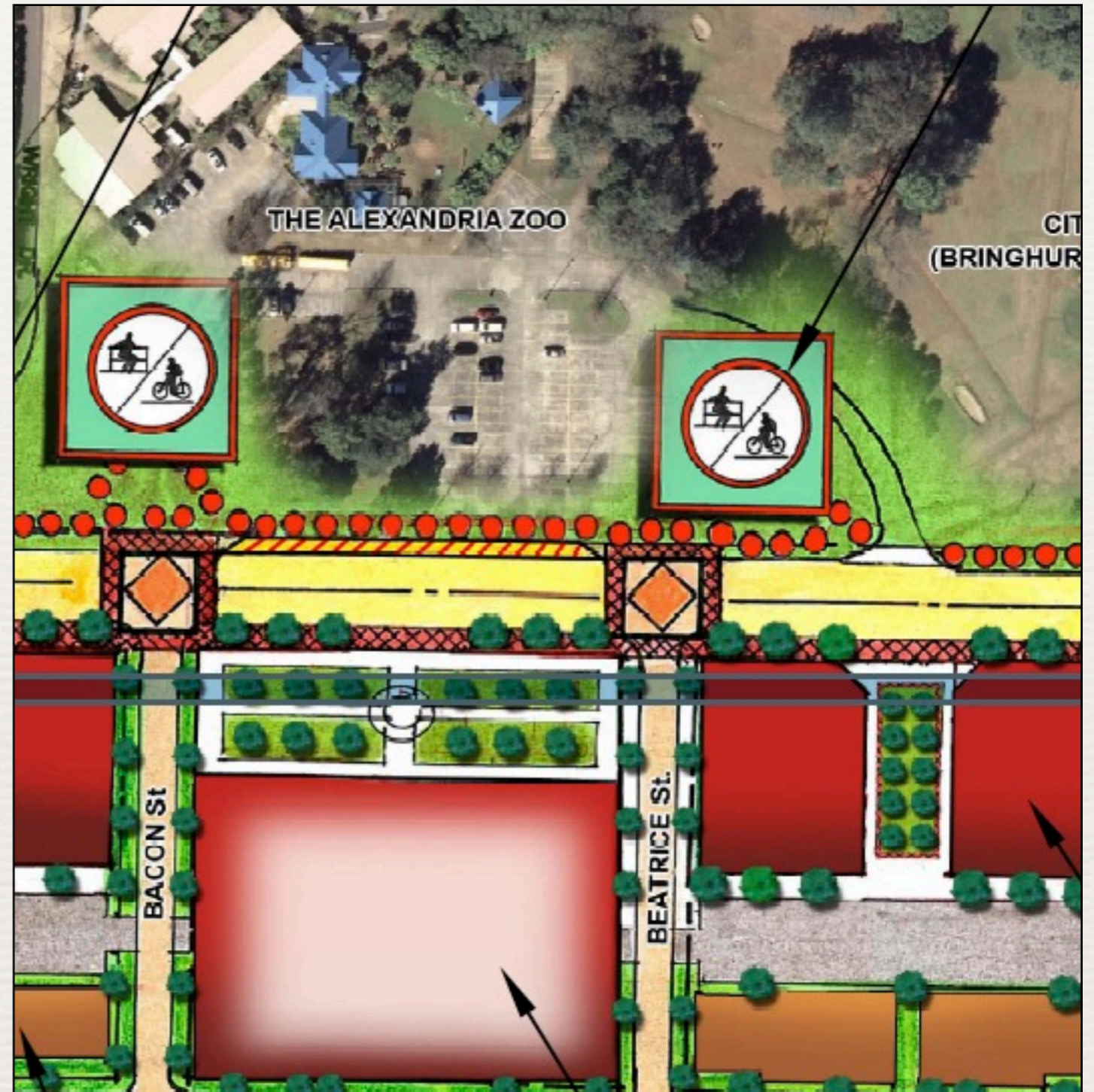


(Photo Credit: The Town Talk)



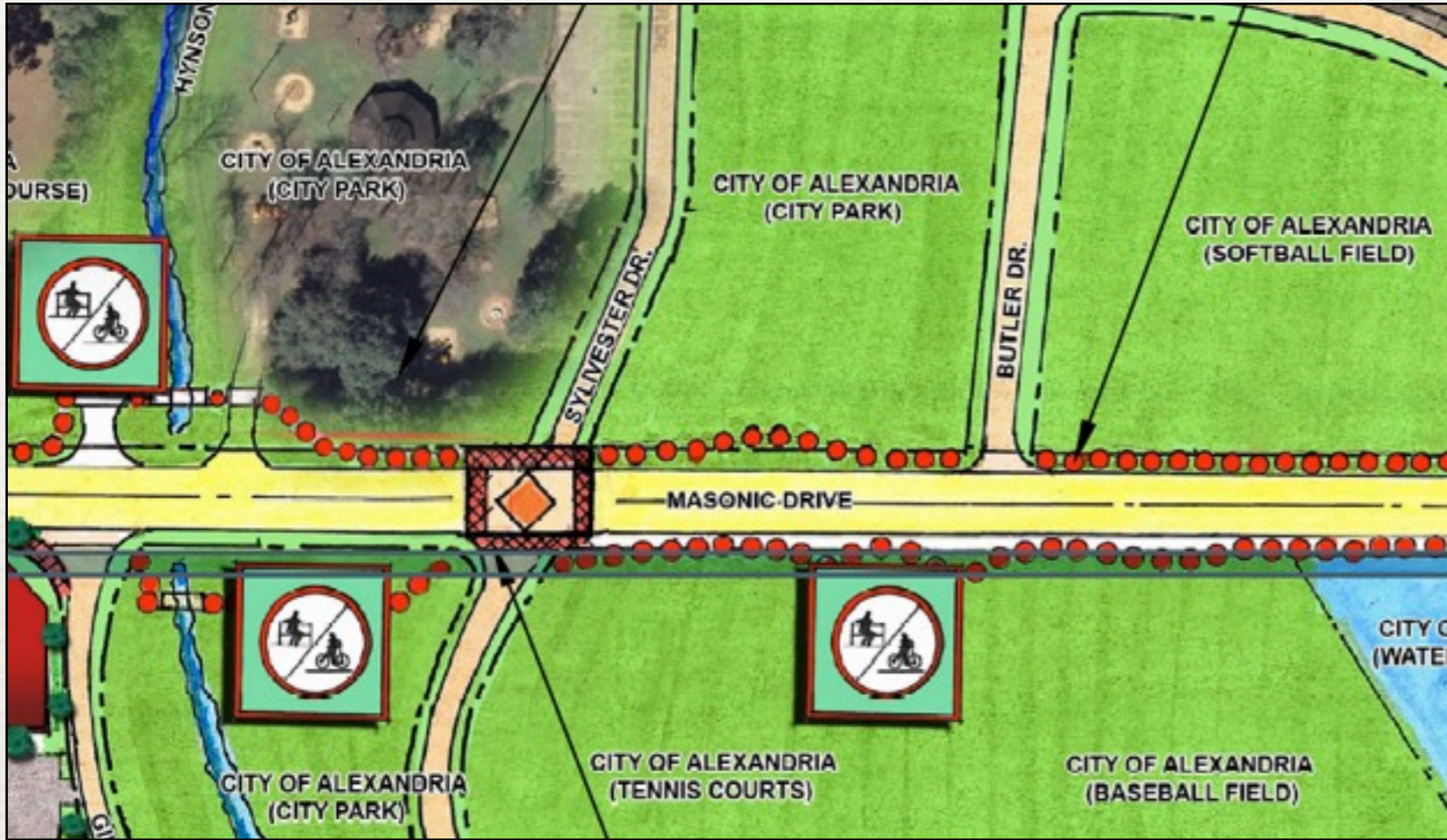


# Masonic Drive:





# Masonic Drive:





# Masonic Drive:

## ★ Improvements Include:

- ★ Streetscape enhancement, introducing plantings and street trees with seasonal accent to both sides of Masonic.
- ★ Pedestrian and vehicular gateways at Texas Avenue and Lee Street intersections that identifies Masonic Drive as a destination.
- ★ Pedestrian walkway and expanded sidewalks.
- ★ New bus slips and shelters.
- ★ A series of new pedestrian crosswalks.
- ★ Street furniture such as benches, bicycle racks, and litter receptacles.





# SPARC Projects: Lower Third Street





# Lower Third Street:

- ★ Unlike other streetscape projects in SPARC, the Lower Third project is utilizing a one-time \$2.8M federal appropriation, which means it is subjected to additional guidelines and oversight.
- ★ Although this may add some constraints, the project is well underway, and the public participation meetings will begin this month.
- ★ Following the public workshops, the conceptual design for the project will be presented on November 9, 2010.



Participate in  
**THIRD STREET  
CORRIDOR  
ENHANCEMENTS**  
ST. JAMES STREET TO BROADWAY AVENUE

JOIN US TO DISCUSS POTENTIAL ENHANCEMENTS TO THIRD STREET AT THE WORKSHOPS BELOW, THEN COME AND VIEW YOUR IDEAS IN THE FINAL DESIGN!

**VISIONING WORKSHOP**  
THURSDAY, SEPTEMBER 16TH  
6:00 PM – 8:00 PM  
BROADWAY RESOURCE CENTER  
712 BROADWAY AVENUE

**CONCEPTUAL PLANNING WORKSHOP**  
THURSDAY, OCTOBER 14TH  
6:00 PM – 8:00 PM  
BROADWAY RESOURCE CENTER  
712 BROADWAY AVENUE

**CONCEPTUAL DESIGN PRESENTATION**  
TUESDAY, NOVEMBER 9TH  
6:00 PM – 7:00 PM  
CONVENTION HALL  
915 3RD STREET

Artwork, Special Effects, Printing & Design by: Vival Images (202) 364-0056, www.vivalimages.net





# SPARC Projects: Rail Spur






# Rail Spur at Alexandria Industrial Park:

★ Last year, with the help of Senator Mary Landrieu, the City of Alexandria secured a \$487,000 appropriation to improve the City-owned rail spur.

★ Phase I of the project is expected to break ground in late February or early March of 2011.



GrantSolutions.gov	
 GrantSolutions.gov	
Port of Alexandria Rail Spur, City of Alexandria, LA	
DISCLAIMER:	
NOTES:	
ANNOUNCEMENT: Port of Alexandria Rail Spur, City of Alexandria, LA	
PROGRAM OFFICE: Federal Railroad Administration/Office of Passenger and Freight Programs	
GRANT PROGRAM: Rail Line Relocation and Improvement	
CFDA:	20.320
DUE DATE:	08/20/2010 05:00 PM (GMT - 05:00) Eastern Time (US & Canada)









# SPARC Projects: Alexandria Zoo





# The Alexandria Zoo:



- ★ Currently in the conceptual design stage is "Land of the Jaguar" - a renovation of the South American area which encompasses approximately one-third of developed zoo acreage. This thematic exhibit is being funded through \$2 million in SPARC and contributions to FOTAZ.





# SPARC Projects: Hodges Stock Barn





# Hodges Stock Barn:



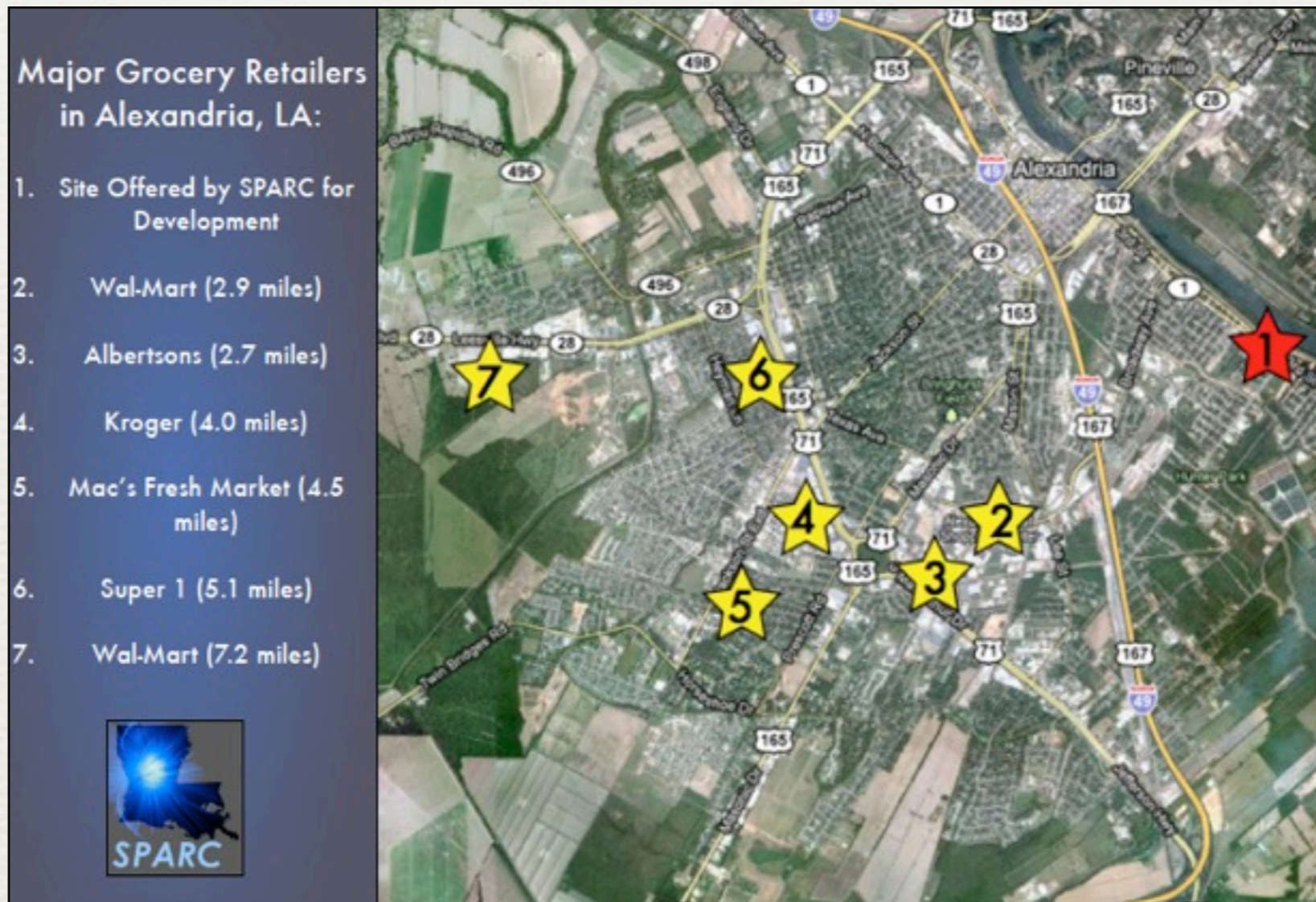
- ★ Intended to be a catalytic, mixed-use development, the Hodges Stock Barn has attracted \$1.25M in NSP award funding and nearly \$8M to develop a 56-unit, moderate-income apartment complex.
- ★ Demolition of the site is complete, and the site is currently being prepped for construction of the apartment complex.
- ★ The City is currently reviewing proposals for commercial development and has attracted a third-party application for New Markets Tax Credits.





# Hodges Stock Barn:

- ★ In an effort to attract a grocery store development, the City is also considering partnering with a developer for the federal Healthy Food Financing Initiative.

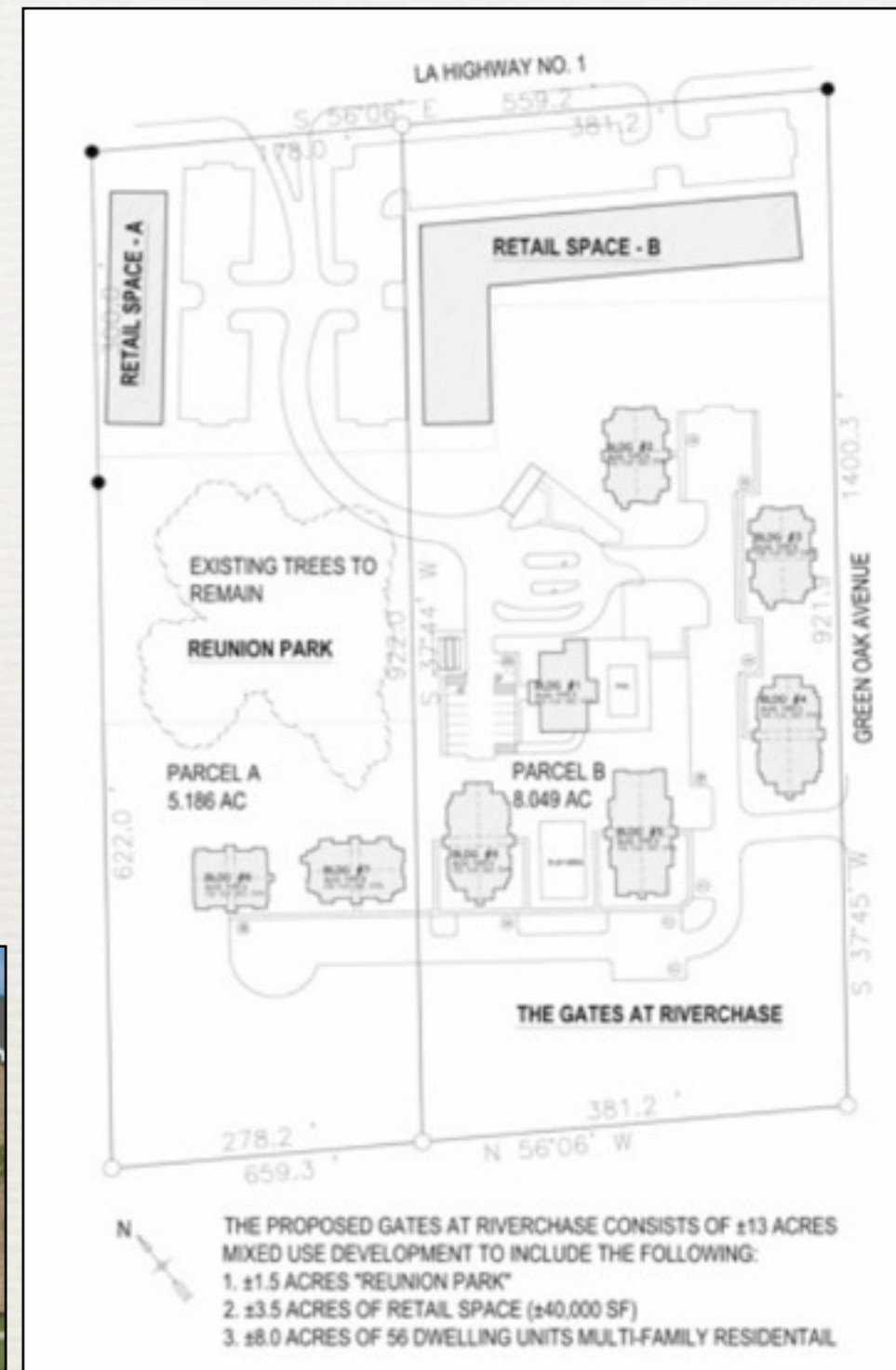




# Hodges Stock Barn:



(Photos of the Gates at Ross Bend, a sister property of River Chase)



(Preliminary mock-up of Stock Barn site plan)





# SPARC Projects: Other





# Other Projects:

- ★ **Renovation of Historic Fire Station #4: COMPLETED**
- ★ **Restoration of Bringhurst Golf Course: COMPLETED**
- ★ **Downtown Hotels Initiative: Executed Cooperative Economic Development Agreement with Hospitality Initiatives Partnership**
- ★ **Ruston Foundry: Superfund Clean-up: COMPLETED; Currently discussing environmental clearance of KCS property with LDEQ**
- ★ **Masonic Drive Phase II: Secured Nearly \$1M in Transportation Enhancement Funding**
- ★ **Masonic Drive Phases III and IV: Pending Application from GAEDA for TIGER Round II Grant Funding**





# SPARC Projects: Conclusions





# Conclusions:

- ★ **During the last two years, SPARC projects have attracted competitive proposals from some of the world's leading engineers, urban planners, and architects.**
- ★ **The SPARC initiative is expected to generate nearly \$200M in short-term economic impact (Moody's) and \$600M in the long-term (USDOT).**
- ★ **SPARC is currently moving faster than any other infrastructure initiative in the City's history.**
- ★ **The SPARC initiative, once completed, will help to revitalize the built environment of Alexandria's inner core and is projected to significantly enhance property values and lead to the creation of over 500 direct and indirect jobs.**





# Conclusions:

- ★ **In less than three years, SPARC has already successfully leveraged nearly 25% and is poised to leverage over 59% of its stated goal of \$30M in outside funding.**
- ★ **As SPARC projects continue to enter into the construction phase, the City's ability to leverage additional funding will only become stronger.**
- ★ **All of SPARC's major streetscape projects are currently either in conceptual design or under construction.**
- ★ **Within the next year, nearly \$25M in SPARC projects will be under construction, including but not limited to Masonic Drive, Bolton Avenue, North MacArthur Drive, park expansions and renovations, the City rail spur, and the Alexandria Zoo.**





# Questions?

