

Duke Street Land Use Plan

Summary of Input on Popup Boards

September 2025

Over the summer, the City of Alexandria continued its planning process to update the Duke Street Corridor Land Use Plan, covering the area from the former Landmark Mall to Alexandria Union Station.

To engage the community in this process, the City hosted a series of pop-up events—portable, interactive outreach sessions designed to meet residents where they already gather. These events were held at popular locations such as farmers' markets, libraries, Metro stations, and community celebrations like National Night Out.

Purpose of Pop-Ups

The goal of these scheduled events was to:

- Reach community members who might not typically attend formal meetings.
- Distribute promotional materials explaining the Duke Street Land Use Plan and raise awareness of the planning process.
- Encourage participation by promoting an online and paper-based community poll and interactive input-gathering boards,
- Share information about the upcoming fall community meeting and how to stay engaged.

Each pop-up was designed to be interactive and welcoming, creating opportunities for brief, meaningful conversations and collecting feedback from community members.

Interactive Boards

To collect input, participants engaged with interactive boards that asked questions about specific places in the corridor and broader planning priorities. Community members used dots or sticky notes to share thoughts on:

- What is your favorite place in the Corridor?
- What places need improvement?

- What do you like about the Duke Street Corridor?
- What changes would you like to see?

Small Area Plan/Planning Priorities Board

The City's Master Plan is made up of Small Area Plans (SAPs) that provide long-term land use guidance in the City. These plans identify how land is used and zoned to meet future development needs and opportunities. As part of the engagement process, community members helped prioritize the themes for the updated land use plan by identifying their top land use priorities. The interactive Board asked participants: "Which of these topics is most important to you as we start the Plan?". Participants placed dots next to their top three choices from the following ten:

1. Preserving the affordability of housing
2. Designing structures in the corridor that enable pedestrian and bike Safety
3. Sustaining the diversity of cultures, races, and ethnicities in the corridor
4. Being able to move around from one place to another along the corridor
5. Retaining small businesses in the corridor
6. Using land for Parks & Open Spaces in the corridor
7. Improving the quality of air, water, soil, and habitats in the corridor
8. Understanding how land in the corridor gets zoned and developed
9. Creating functional and sustainable neighborhoods in the corridor
10. Improving economic well-being, growth, and stability in the corridor

The range of priorities gathered will inform the planning team's analysis and help ensure diverse needs are represented in the final plan.

Pop-Up Activities and Timeline

Pop-ups were held from the end of April through late-August 2025 across various community events and high-traffic public spaces throughout the corridor. Activities at these events included:

- Promoting the Community and Business Polls with a goal of 500+ responses
- Distributing outreach materials about the Duke Street Land Use Plan and how to stay involved
- Collecting ideas directly from residents

- Offering giveaways like snacks, beverages, and gift cards at specific community events
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Canvassing and Outreach Efforts

In addition to pop-ups, the outreach team conducted some door-to-door canvassing and leafleting, sharing materials and encouraging participation in the poll available on the project website.

Materials included:

- Postcards, door hangers, posters, and flyers
- Project website and community poll links
- Materials were available in English, Spanish, and Amharic
- The multi-language outreach team spoke English, Spanish, Arabic, and French

The Outreach Team also visited apartment complexes and spoke directly with building managers to ensure residents were informed, as well as distributed materials when permitted.

Neighborhoods Prioritized for Outreach

- Wakefield Tarleton
- Brookville-Seminary Valley
- Cameron Station
- Clover College Park
- Foxchase Apartments
- Seminary Ridge
- Seminary Hill
- Strawberry Hill
- Taylor Run
- Longview Hill

Apartment Communities Visited

- Foxchase Apartments
- The Fields of Alexandria
- Normandy Hill

- Elme Alexandria
- Mason at Van Dorn
- 101 North Ripley
- London Park
- ParcView
- Longview Terrace
- Mason Gardens
- Carydale Apartments

Note: In some cases, apartment management declined to distribute door hangers but provided other suggestions for outreach, such as e-blasts to residents, leaving postcards in the lobby, and posting yard signs. Follow-up was planned for those locations.

Pop-Up Events

Date	Location	Participants Engaged
06/20/25	Port City Brewing	58
06/21/25	Harris Teeter @ Foxchase	88
06/25/25	Beatley Library	38
06/26/25	King Street Metro #2	44
07/01/25	Port City Brewing	68
07/03/25	Giant Grocery Store	85
07/03/25	Patrick Henry Recreation Center	15
07/08/25	CHA Release Event (Lee Center)	7
07/13/25	West End Farmer's Market	36

07/15/25	Patrick Henry Recreation Center / Elementary School Summer Camp	30
07/15/25	King Street Metro #3	16
07/17/25	Beatley Library ELL Classes	18
07/18/25	Port City 5K	65
07/21/25	Beatley Library ELL Classes and Main Hall	23
07/24/25	Patrick Henry Recreation Center/ Summer Camp	24
07/27/25	West End Farmers Market	77
08/02/25	Aldi	69
08/05/25	NNO @ Wakefield Tarleton	50
08/05/25	NNO @ Place One Condos	40
08/05/25	NNO @ Taylor Run Citizens Association	23
08/05/25	NNO @ Mason at Van Dorn	50
08/05/25	NNO @ Greenhouse Condominiums	30
08/06/25	Patrick Henry Senior Recreation Open House	24
08/09/25	Slam Jam Back To School Event	30
08/09/25	The Fields Pool Party	30

08/13/25	Youth Leadership Conference	8
08/22/25	Rocklands	22

Below is a summary of the input Duke Street community members provided at these 27 Popup events that the outreach team conducted across the corridor from mid-June to late August 2025.

This report includes a summary of three streams of input. How participants:

- Prioritized a list of 9 policy topics presented on the “What is a Small Area Plan?” board
- Answered the question, “What are some of the things you like about Duke Street?”
- Answered the question, “What are some of the things you change about Duke Street?”

Although nearly 1,300 community members provided input at the pop-up events, not everyone provided written feedback or prioritized issues. Many, instead, participated by filling out the community poll, either on paper or online. (To access the summary results of the poll, please visit www.alexandriava.gov/dukestreetplan). Others engaged directly with staff about the plan and the plan process.

Which three topics are most important to you as we start to plan?

A primary activity for community members to participate in was placing sticky dots on a large poster board that described the small area plan and listed nine plan-related topics curated in Phase 0 of the planning process. The nine topics were:




- Preserving the affordability of housing in the corridor
- Designing structures in the corridor that enable pedestrian and bike safety
- Sustaining the diversity of cultures, races, and ethnicities in the corridor
- Being able to move around from one place to another along the corridor
- Retaining small businesses in the corridor
- Using land for Parks and Open Spaces in the corridor
- Improving the quality of air, water, soil, and habitats in the corridor
- Understanding how land in the corridor gets zoned and developed
- Creating functional and sustainable neighborhoods in the corridor
- Improving economic well-being, growth, and stability in the corridor

At least 115 community members placed their priorities on the board. Not everyone placed three dots as some only placed two or one. Four hundred twenty-four total priorities were cast.

The three leading priorities garnered a similar number of votes. They were: ***“Using land for parks and open spaces in the corridor”*** (61 votes), ***“Preserving the affordability of housing in the corridor”*** (59 votes), and ***“Designing structures in the corridor that enable pedestrian and bike safety.”*** (58 votes).

Moving around from one place to another (51) also accumulated more than 50 votes.

Which of these topics is most important to you as we start the Plan? Place a dot in your top three (3) choices:

 Preserving the affordability of housing in the corridor	 Designing structures in the corridor that enable pedestrian and bike safety	 Sustaining the diversity of cultures, races, and ethnicities in the corridor	 Being able to move around from one place to another along the corridor	 Retaining small businesses in the corridor
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
 Using land for Parks & Open Spaces in the corridor	 Improving the quality of air, water, soil, and habitats in the corridor	 Understanding how land in the corridor gets zoned and developed	 Creating functional and sustainable neighborhoods in the corridor	 Improving economic well-being, growth, and stability in the corridor
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 Department of Planning & Zoning
 

KICK-OFF MEETING | 6.9.2025

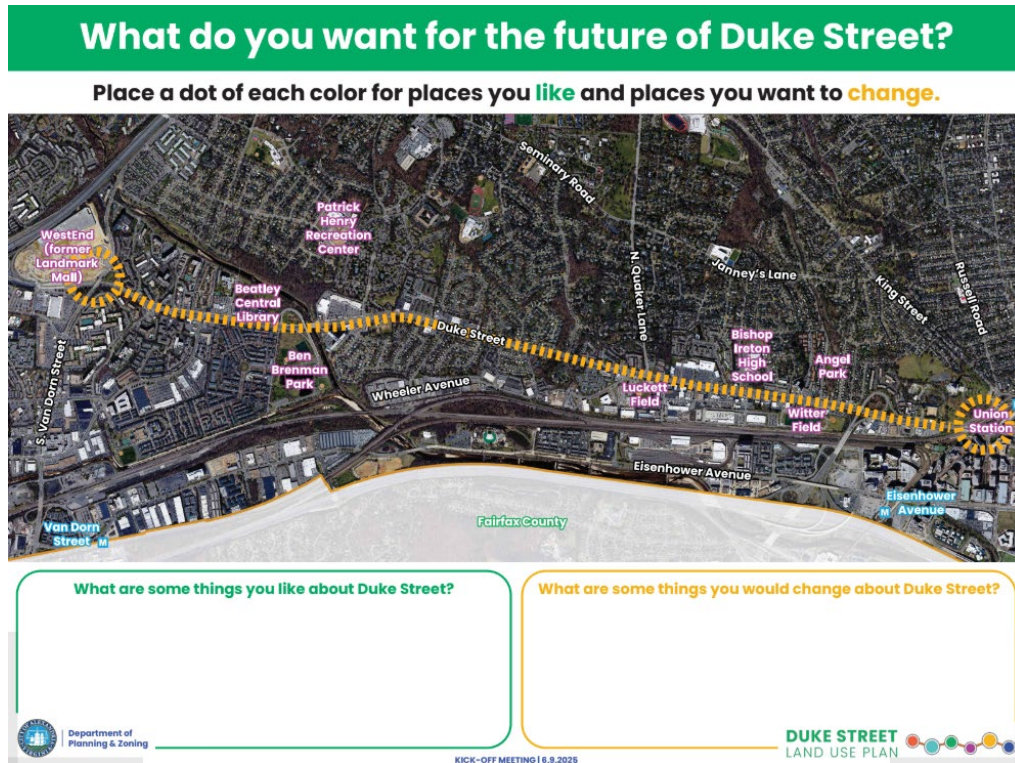
Five topics received between 30 and 45 votes, as follows:

- **Improving economic well being – 42**
- **Retaining small businesses in the corridor - 38**
- Improving the **quality of air, water, soil, and habitats** in the corridor - **37**
- Creating **functional and sustainable neighborhoods** in the corridor - **36**
- Sustaining the **diversity of cultures, races, and ethnicities** in the corridor – **31**

The last topic, *understanding how land in the corridor gets zoned and developed*, received the fewest votes, by far, **9**.

“What are some of the things you like about Duke Street?”

A single board at the popups read at the top: “What do you want for the future of Duke Street? Place a dot of each color for the places you **like** and the places you want to **change**.”



The question, “What are some things you like about Duke Street?” received 113 responses. It is not possible to determine how many residents responded, as some gave multiple answers while most provided just one.

Responses were categorized into seven themes:

- The people, the neighborhoods, and the diversity
- The recreational amenities nearby
- Overall accessibility & convenience of the corridor
- The food, the restaurants, & the businesses
- The ability to use public transportation
- Biking and walking
- Safety

Below, you'll find the specific comments and quotes that residents wrote on their post-its.

THE PEOPLE, THE NEIGHBORHOODS, AND THE DIVERSITY

- feels like a neighborhood
- like the diversity, but it feels suburban

- love the culture
- love the neighborhoods
- people-centered life
- the neighbors
- the community here
- joy of the people here; they are nice
- West end diversity
- friendly
- friends

THE RECREATIONAL AMENITIES NEARBY

- Beatley Library
- Ben Brenman Park
- All the rec centers
- Amenities you don't have to go far to get
- Holmes Run Trail
- Library and Parks
- Farmers market
- Angel Park
- skate park
- the trees
- the trails

OVERALL ACCESSIBILITY & CONVENIENCE OF THE CORRIDOR

- to DASH & Metrobus
- to Old Town
- to Parks
- to stores, community diversity, local biz
- parks & trails
- easy to get around
- close to everything
- central location

THE FOOD, THE RESTAURANTS, & THE BUSINESSES

- Good food in the area
- Farmer's Market
- The breweries
- the stores around the area
- the small businesses
- ice cream and food

THE ABILITY TO USE PUBLIC TRANSPORTATION

- Bus shuttle
- bus stops
- Buses
- DASH
- DASH Line (free bus)
- public transit

BIKING & WALKING

- bike lanes
- walker-friendly
- bikes
- good to have bike lanes
- walkability

SAFETY

- I feel really safe
- I feel safe in most areas
- Safe

“What are some of the things you would change about Duke Street?”

The question, “What are some things you would change about Duke Street,” received three times more responses than ‘things you like,’ with 369 total. It is not possible to know how many residents responded to this question, as, again, some wrote more than one response while most wrote a single one.

Responses clustered into six themes, with comments about improving traffic and bike and pedestrian issues receiving significantly more feedback than the other four themes.

- Improving traffic (72 comments)
- Focus on biking, walking, and safety (63 comments)
- Adding more parks and green spaces (36 comments)
- Housing issues – affordability and beyond (21 comments)
- Concerns about future and current state of busing (14 comments)
- More pools in the community (13 comments)

Each thematic area also included sub-themes. Each sub-theme had at least two mentions of the issue, often many more. In some cases, the sub-themes directly contradicted each other.

You can find a summary of the sub-themes below.

IMPROVING TRAFFIC

- Better **stop light management**, coordinate signal lights (timing), keep traffic moving
- Desire for **less traffic**
- Advocating for **not slowing traffic down** further
- Creating **more lanes, wider roads**
- **Don't add more lanes**
- Concern about **designated bus lanes** or future bike lanes
- Concerns about the **service roads**
- **Location-specific concerns**, including but not limited to:
 - Bad signage for road access to Telegraph Road
 - Cambridge Road intersection and neighborhood traffic flow
 - Turn lane to Bishop Ireton holds up traffic
 - Van Dorn and Duke Street
 - Fix traffic light timing at Duke and Quaker
 - I-495 traffic is bad, and the root of Duke Street traffic
 - Fewer red lights leading to Landmark on Duke
 - Traffic on Seminary Road is affecting King and Duke Streets
 - North Quaker needs a ramp to the highway
 - Need a better Wheeler to Duke Street access

FOCUS ON BIKING, WALKING, AND SAFETY

- Need **more bike lanes** (13 mentions)
 - Along with Bike share stations and bike storage
- **No (or fewer) bike lanes** (11 mentions)
 - Separate bike paths (not lanes)
- Bike safety, safe bike lanes, **safer bike infrastructure**
- **Connect bike lanes and trails**
- **Pedestrian safety**, better pedestrian sidewalks, more pedestrian crossings, pedestrian-friendly infrastructure, i.e., greater walkability
- Safe biking **route to Old Town from Landmark**
- More **walking paths**
- Need **e-bikes**

ADDING MORE PARKS AND GREEN SPACES

- **More parks**
- More **green space**
- More **hiking trails**
- More **trees**, including at bus stops, areas with lots of concrete
- Better **connectivity to trails** from neighborhoods
- **Extend lighting** into parks

- **Specific requests for parks and recreation**, including but not limited to:
 - Changes to Angel Park
 - Fix lighting and sanitation issues at Ewald Park
 - Teen Center
 - Fountain at dog park
 - Space for musicians
 - No big parks near Landmark
 - Recreation/community center
 - Trampoline park

HOUSING ISSUES – AFFORDABILITY AND BEYOND

- **More affordable housing** and affordable workforce housing (8 mentions)
- **More housing**, including more ADUs
- Housing for all, a **housing blend that includes affordable housing**
- Programs that **support residents**
- **Preserve single-family homes**, balance owned housing vs. rental housing, and control housing density

CONCERNS ABOUT THE FUTURE AND CURRENT STATE OF BUSING

- **Not enough bus stops** (e.g., need one near the Normandy neighborhood)
- **Better bus routes** (e.g., make it easier to get from Metro to Landmark)
- Bus **stops are not ADA compatible** and are not clean
- **No designated bus lane**
- **Need a separated bus lane**
- **More transit**

MORE POOLS IN THE COMMUNITY

- Need **more community swimming pools** in the corridor (9 mentions)
- More pools and recreation spaces on the **west side of the corridor**
- Multigeneration recreation center and pool activities