## **GAEDA's Vision**

- GAEDA's vision for Masonic Drive corridor is founded on the principal that Masonic Drive is a vital economic corridor that links significant retail, commercial, institutional, educational, cultural and recreational assets held in both the private and public sectors. Specifically the major assets include:
- A major retail shopping distinct including the Alexandria Mall, Target, Lowes, Books-A-Million and other significant shops.
- A major medical center including St. Frances Cabrini Hospital, numerous surgery centers, physician offices, drug stores and other medical provider facilities.
- A major recreational complex including the Alexandria Zoological Park, the historic Bringhurst Golf Course, Bringhurst Baseball park, youth baseball parks, tennis courts and other open spaces dedicated to family oriented activities
- A mixed use Commercial / Business corridor along Masonic Drive which also extends along Lee Street.
- School facilities including Bolton High School and St. Frances Cabrini School.

All of these assets are well established. Some, such as the medical complex, are experiencing growth through current expansion projects. Others are under stress due to recent dynamics of the economic environment. One of the objectives of the Masonic Drive corridor redevelopment project is to promote revitalization of the area such that this important part of the local economy is strengthened by creating enhancements that promote a positive impact on employment and long-term contribution to the tax structure.









Streetscape Enhancement Introduce plantings and street trees with seasonal accent to both sides of Masonic Drive that will provide enhancement to the corridor as well as for providing comfort areas for the public pedestrians

Potential Bus Slips Identified locations along Masonic Drive allowing mass transit vehicles and shelters for both public and private use to pick-up and disembark transported riders. Location of bus slips to be based upon adjacent land uses and amount of public use.

**Masonic Drive Street Improvements** Investigate reconfiguration design of the Masonic Drive roadway system to allow for safer pedestrian crossing and vehicular routing through the corridor. Emphasis is to be placed on traffic calming including, accented crosswalks, narrowed roadway with turn lane, and opportunities for on street parking.

Landscape Node Special identified public areas along the corridor on city property that provide comfort zones for the public. Components may include special paved plaza space, seat walls, site furniture of benches, bicycle racks, and litter receptacles, and landscape enhancement.

Streetscape Tree Maintenance Provide for tree pruning and lifecycle management of existing Live Oaks and other identified trees that encompass the Masonic Drive Corridor.

Pedestrian Trail Trail system that provides for safe pedestrian and bicycle linkages to City of Alexandria properties. Trail system is to be developed to meet public accessibility.



Corridor Gateway To introduce pedestrian and vehicular gateways at Texas Avenue and Lee Street intersections that identifies the Masonic Drive Corridor as a destination. Potential site elements include corridor identification signage / monument, directional signage for commercial and businesses uses, pedestrian safe crosswalks, street lighting, bus stops, and site furniture.

Streetscape Pedestrian Walkway Special paved pedestrian-way sized to accommodate multi- street frontage uses by way of expanded width sidewalk area, street furniture, (benches, litter receptacles and bike racks), decorative pedestrian scaled street lighting, directional and way-finding signage, and landscape enhancement.

Potential Back - Lot Parking Area Introduce expanded parking opportunities for the City of Alexandria, private commercial, business, and residential properties. Parking development projects should provide for vehicular capacity for the land use, utility services, landscape enhancement, and long term lifecycle management.

Mixed Use Residential Plan to promote opportunities for new residential development of multi-family and single family housing to be in architectural harmony with existing neighborhood.

Potential Parking Garage Structure with Commercial / Business Development Investigate by market and survey / analysis to determine the economic feasibility of building a proposed parking garage in Masonic Drive urban renewal area that includes the characteristics of the neighborhood architecture and anticipates developments in the retail trade business.

Commercial / Business Revitalization Area Plan to reflect short to long range redevelopment projects for commercial and business zoned properties that reflect GAEDA's mission to promote economic development creating a better quality of life for Alexandria citizens. This may include re-focusing building facades closer to street edge with parking located behind or within an interior space.

Pedestrian Crosswalks Special identified street crossings for the public that allow for safe accessibility to cross Masonic Drive from City of Alexandria and commercial/business and residential properties. Crosswalk components may include special paved crosswalks, street intersection medallions,

pedestrian signalized lights, pedestrian

bollards, ADA accessible ramps.

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CONCEPTUAL MASTER PLAN

MASONIC DRIVE CORRIDOR ENHANCEMENT - PHASE 1

DATE: NOVEMBER 2009

APPROXIMATE SCALE: