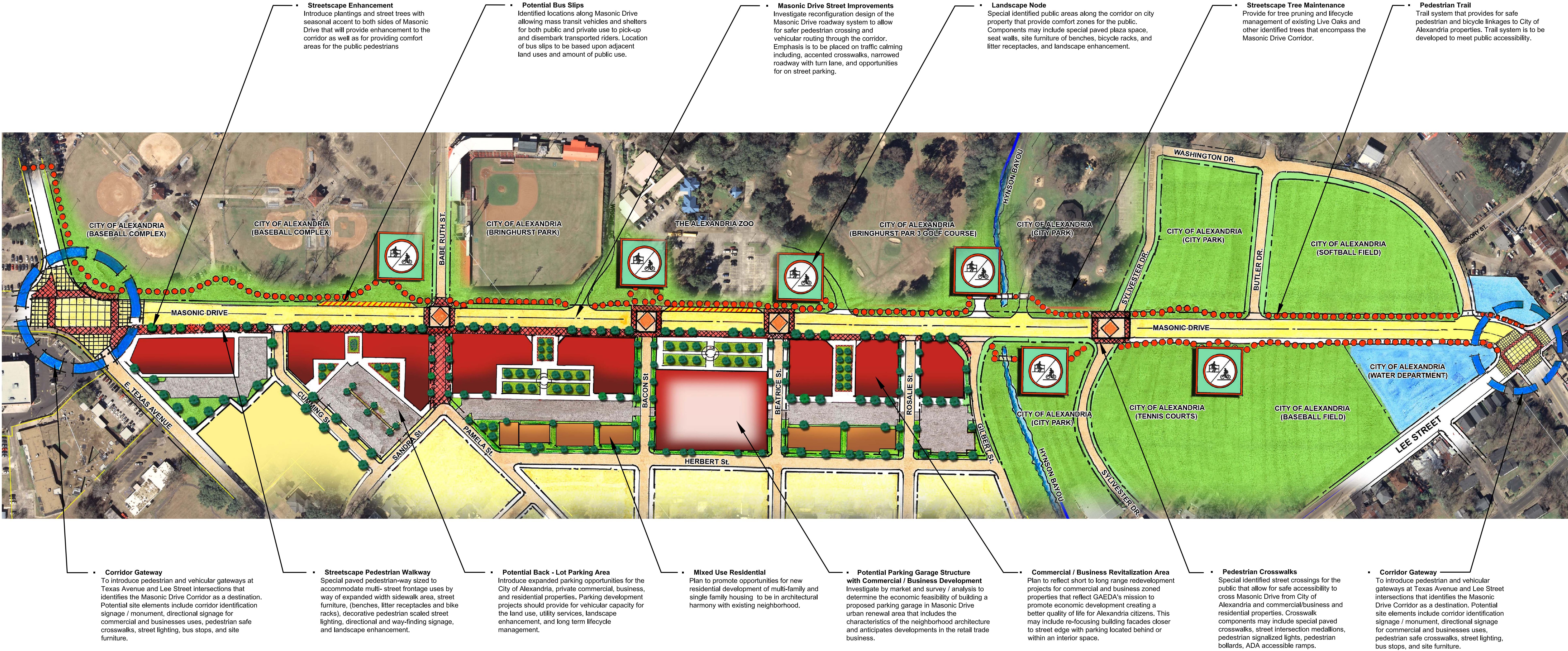
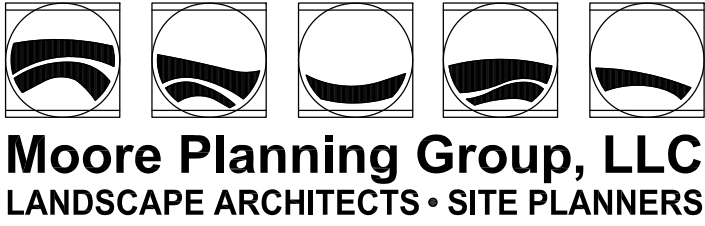


GAEDA's Vision
GAEDA's vision for Masonic Drive corridor is founded on the principal that Masonic Drive is a vital economic corridor that links significant retail, commercial, institutional, educational, cultural and recreational assets held in both the private and public sectors. Specifically the major assets include:

- A major retail shopping district 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 Bringham Golf Course, Bringham 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.



CONCEPTUAL MASTER PLAN
MASONIC DRIVE CORRIDOR ENHANCEMENT - PHASE 1

Alexandria, Louisiana

