



City of Alexandria, Louisiana

Brownfield Master Plan Update



STUDIO MAIN LLC | AUGUST 2025



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INTRODUCTION



INTRODUCTION

1.1 Background

The Environmental Protection Agency (EPA) awarded the City of Alexandria, Louisiana a \$500,000 Assessment Grant and a \$1,290,550 clean-up grant in 2024. The focus of the assessment grant is to provide Phase One Environmental Site Assessments, Phase Two Environmental Site Assessments, Regulatory Reporting, and Remediation and Reuse Planning.

Revitalizing a brownfield starts with understanding Alexandria's site reuse goals and how they align with local economic, infrastructure, social and environmental conditions. Specific planning activities were utilized throughout the Planning Process to ensure compliance with EPA Guidelines and to provide a full spectrum of planning assessments that would provide insight for short- and long-term development goals.

- Site Reuse Assessment
- Land Use Assessment
- Market Study
- Infrastructure Evaluation
- Site Disposition Strategy

The City of Alexandria recognized opportunities at specific sites along North MacArthur Drive, Masonic Drive, and Willow Glen River Road, for reinvestment that will create more vibrant districts, gathering places for citizens of the community, a more pedestrian and bike friendly community, and opportunities for the development of affordable housing. The plan includes market-based data that informs the City of the potential to support additional development, before and after drawings of key sites and buildings, and plan vignettes.

The United States Environmental Protection Agency's (U.S. EPA) Brownfields Program was started in 1995 and has grown into a proven, results-oriented program that has changed the way contaminated properties are perceived and redeveloped (U.S. EPA, October 2006). The U.S. EPA defines a brownfield as a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant (U.S. EPA, October 2006). There are many challenges unique to brownfields redevelopment, including environmental liability concerns, financial barriers, cleanup considerations, and reuse planning. Through federal grant funding, the U.S. EPA's Brownfields Program removes some of these barriers and serves as an empowerment tool for land and community revitalization.

The U.S. EPA's Brownfields Program is part of the U.S. EPA's larger Land Revitalization Program, which promotes the integration of sustainable reuse considerations into all cleanup and redevelopment decisions (U.S. EPA, June 2016). The U.S. EPA's Land Revitalization Program fosters strong partnerships with communities to address environmental issues, promote sustainable redevelopment, and encourage public involvement in area-wide planning to enhance economic development, create green jobs, and maximize the efficiency of site cleanup efforts (U.S. EPA, June 2016). In addition to the U.S. EPA, other federal agencies are empowering community revitalization effort aligned with the same objectives as the U.S. EPA's Land Revitalization Program. The United States Department of Housing and Urban Development (HUD) has historically provided funding through their Community Development Block Grant program for the redevelopment of brownfields; the U.S. Department of Transportation (DOT) has supported the extension of light rail systems and transit-oriented development; the U.S. National Parks Services offers great technical support for the development of city parks, often compromised by environmental contamination; and the U.S. Economic Development Agency (EDA) launches projects to transform neighborhoods and create growth opportunities.

The U.S. EPA's 2015 publication titled Brownfields Federal Program Guide is an excellent reference for understanding how different federal agency programs apply specifically to brownfields redevelopment (The publication is available online). The U.S. EPA's Brownfields Program, in partnership with other federal economic stimulus programs, has proven to be a powerful catalyst for revitalizing underserved neighborhoods, economically depressed areas, and communities disproportionately affected by blight and legacy environmental contamination

INTRODUCTION

Overview of the EPA Brownfields Program

EPA's Brownfields Program empowers states, communities, and other stakeholders to work together to prevent, assess, safely clean up, and sustainably reuse brownfield sites. A brownfield site is real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. The Small Business Liability Relief and Brownfields Revitalization Act of 2002, as amended by the Brownfields Utilization, Investment and Local Development Act of 2018, was passed to help states and communities around the country clean up and revitalize brownfield sites. Under this law, EPA provides financial assistance to eligible applicants through five competitive grant programs: Multipurpose Grants, Assessment Grants, Revolving Loan Fund Grants, Cleanup Grants, and Job Training Grants. Additionally, funding support is provided to state and tribal response programs through a separate mechanism.

Assessment Grant

\$500,000

EPA has selected the City of Alexandria for a Brownfields Assessment Grant. Community-wide grant funds will be used to conduct 20 Phase I and ten Phase II environmental site assessments. Grant funds also will be used to prepare an inventory of brownfield sites, develop up to seven cleanup and reuse plans, hold seven community meetings, update a Community Involvement Plan, and conduct other community outreach activities. The target area for this grant is the City of Alexandria with a focus on the BLA District, an area around North MacArthur Drive, Masonic Drive, and Willow Glen River Road. Priority sites include a former dry cleaner that has been vacant since 2001 and a vacant four-story former commercial building.

Overview of the EPA Brownfields Program

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Cleanup Grant

\$1,290,550

EPA has selected the City of Alexandria for a Brownfields Cleanup Grant that will be funded by the Bipartisan Infrastructure Law. Grant funds will be used to clean up the 1-acre Former Rush's Cleaners Site located at 210 Bolton Avenue. In the 1950s, the cleanup site was developed as a dry cleaner that operated until approximately 2001. The site is contaminated with volatile organic contaminants from leaking equipment and associated piping, and improper storage and disposal. Grant funds also will be used to update the city's existing Community Involvement Plan, update the brownfield project website, and conduct other community engagement activities.

INTRODUCTION

1.2 Plan Process

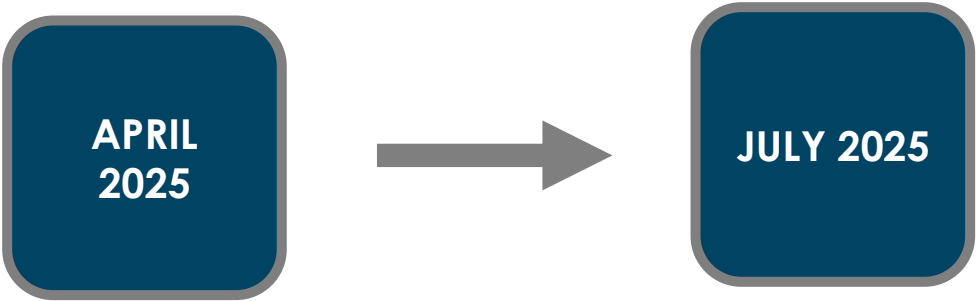
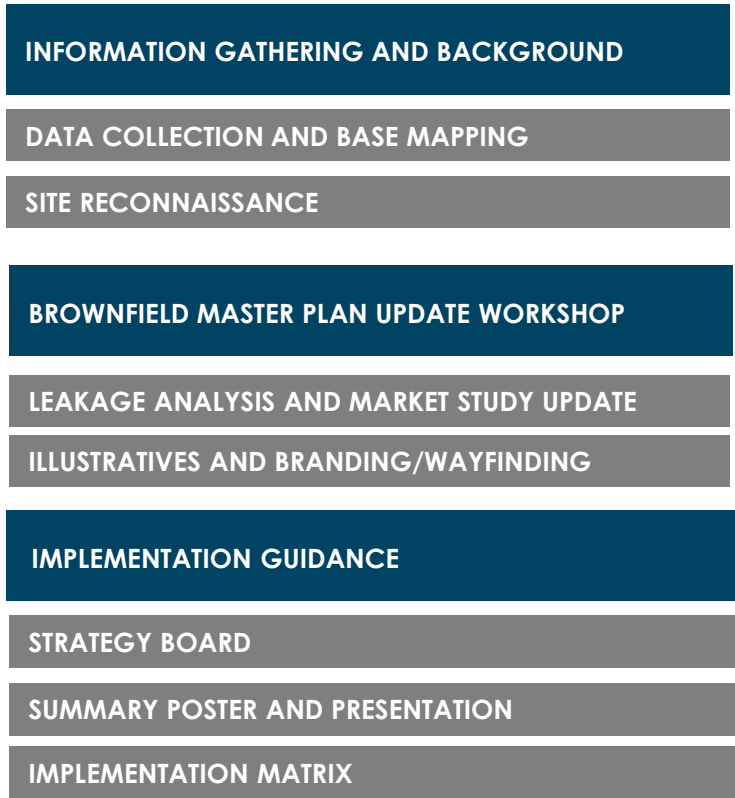
The process for the Master Plan update included a one-day planning session that consisted of drop-in meetings for property owners, citizens, and elected and appointed officials at the local level. The team included Studio Main of Pelzer, South Carolina, Arnett Muldrow & Associates of Greenville, South Carolina, and Terracon of Baton Rouge, Louisiana.

Project goals developed checkpoints along the way to ensure that the mission and vision of the Revitalization Master Plan aligned when appropriate:

- Develop a strategic vision for the Brownfields identified
- Identify priority areas for improvements
- Strengthen the connections
- Explore all opportunities
- Prioritize community
- Ensure implementation

This planning process was divided into the following sections

1. Information Gathering and Background Analysis – data collection and base mapping; site reconnaissance
2. Community Master Plan Workshop – leakage analysis and plan development
3. Implementation Guidance – strategy board; summary presentation; implementation matrix



PREVIOUS PLAN REVIEW

1.3 Previous Plan Review

As part of the update to the City of Alexandria's 2021 Brownfield Master Plan, it is essential to evaluate and integrate prior planning efforts that inform land use, environmental remediation, transportation, and economic development priorities. Two key planning documents are foundational to this update: the 2021 City of Alexandria Master Plan and the 2024 Masonic Drive Corridor Road-Diet Plan. The following is a summary and analysis of how these documents relate to brownfield redevelopment efforts.

The 2021 Master Plan outlines a long-range vision for Alexandria's growth, emphasizing sustainable development, economic revitalization, and community resilience. It includes specific policy recommendations related to land use, transportation, housing, infrastructure, and environmental stewardship.

- **Land Use and Redevelopment:** The plan promotes infill development and adaptive reuse, particularly in underutilized industrial and commercial areas — many of which are potential brownfield sites. Brownfield redevelopment aligns with the plan's goal of curbing urban sprawl and revitalizing legacy neighborhoods.
- **Environmental Goals:** The Master Plan identifies the importance of mitigating environmental hazards, improving air and water quality, and integrating green infrastructure. Brownfield sites, if remediated, present opportunities for the implementation of these strategies.
- **Economic Development:** Brownfields are identified as potential catalysts for economic growth. The Master Plan supports the conversion of blighted properties into commercial hubs, small business incubators, and mixed-use developments.
- **Community Engagement:** The plan emphasizes equity and community-led planning, which is critical to the successful reuse of brownfield properties, particularly in historically underserved neighborhoods.

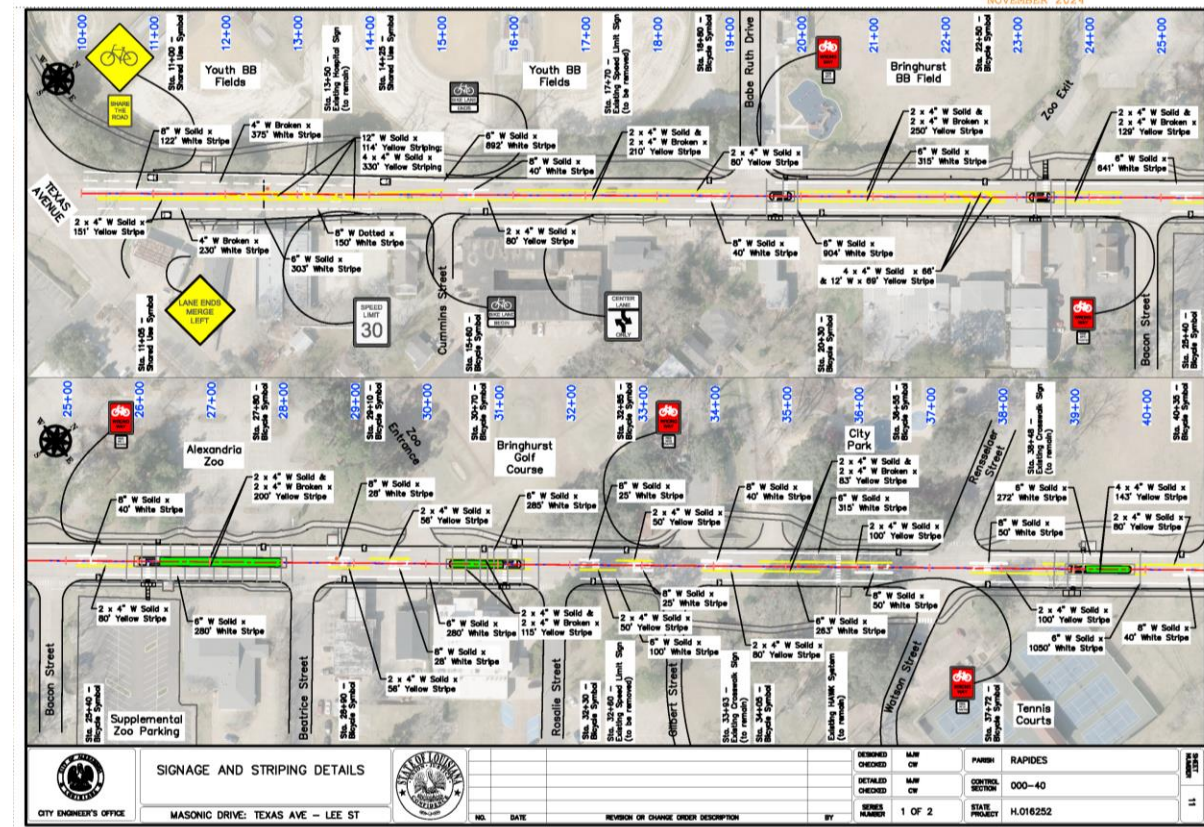


PREVIOUS PLAN REVIEW

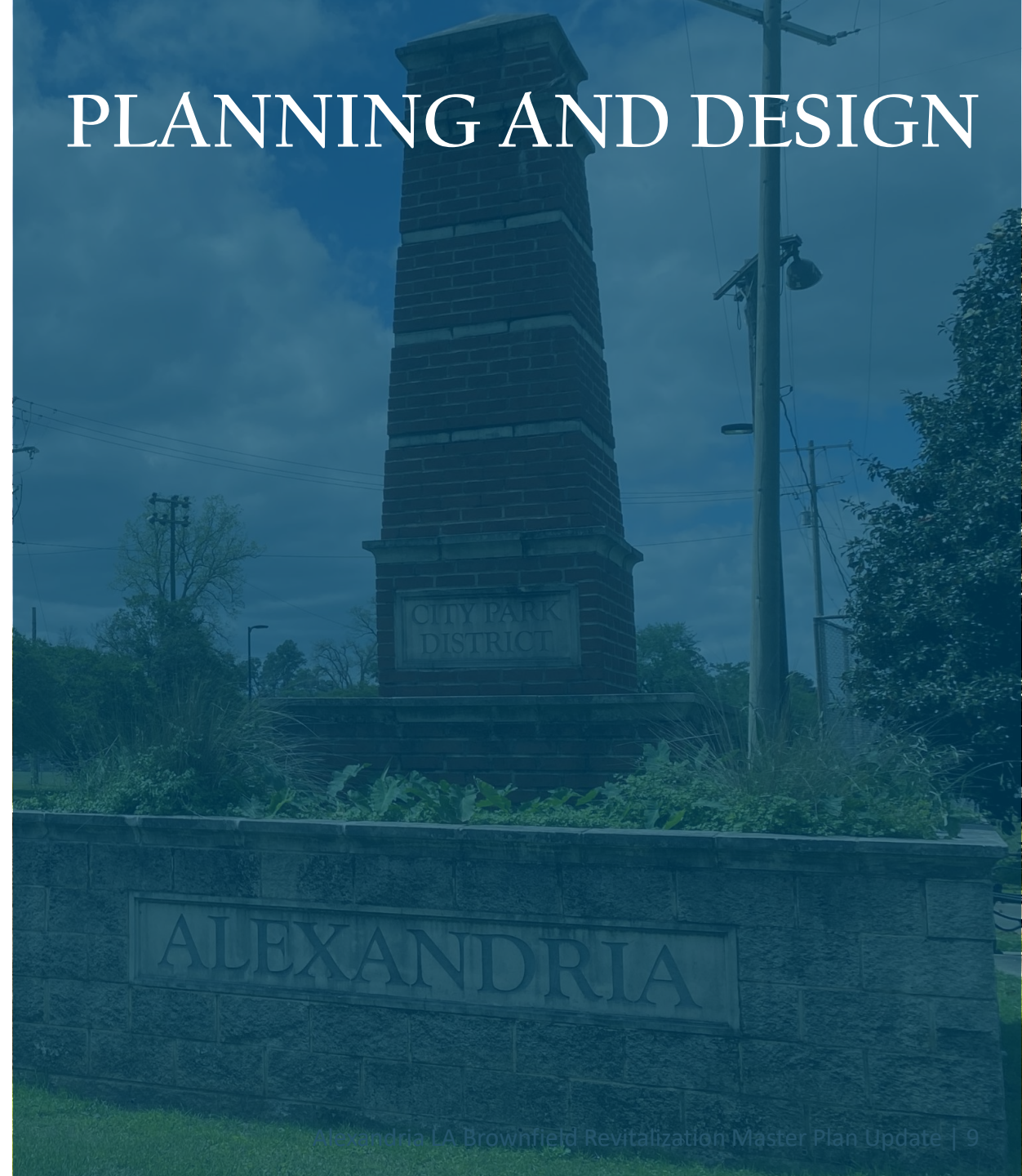
1.3 Previous Plan Review

The Masonic Drive Corridor Road-Diet Plan proposes a redesign of one of Alexandria's primary transportation corridors. The plan focuses on improving safety, enhancing multimodal connectivity, and stimulating corridor-based redevelopment by reducing travel lanes, calming traffic, and enhancing streetscape design.

- Catalyst for Redevelopment: Several underused or vacant parcels along the Masonic Drive corridor have potential as brownfield sites. The road diet is anticipated to increase market interest and investment in adjacent properties, making these areas prime candidates for assessment and reuse.
- Multimodal Access: Improved pedestrian and bicycle infrastructure will increase access to brownfield sites, enabling temporary activation (e.g., pop-up uses) and supporting long-term redevelopment strategies.
- Placemaking and Urban Design: The plan supports placemaking efforts through landscaping, lighting, and public art, which can complement environmental cleanup and transformation of brownfield sites into community assets.
- Stormwater Management: The road diet includes green infrastructure components such as bioswales and permeable pavements. These strategies can be extended to nearby brownfield parcels to manage runoff and reduce contamination risks.



PLANNING AND DESIGN

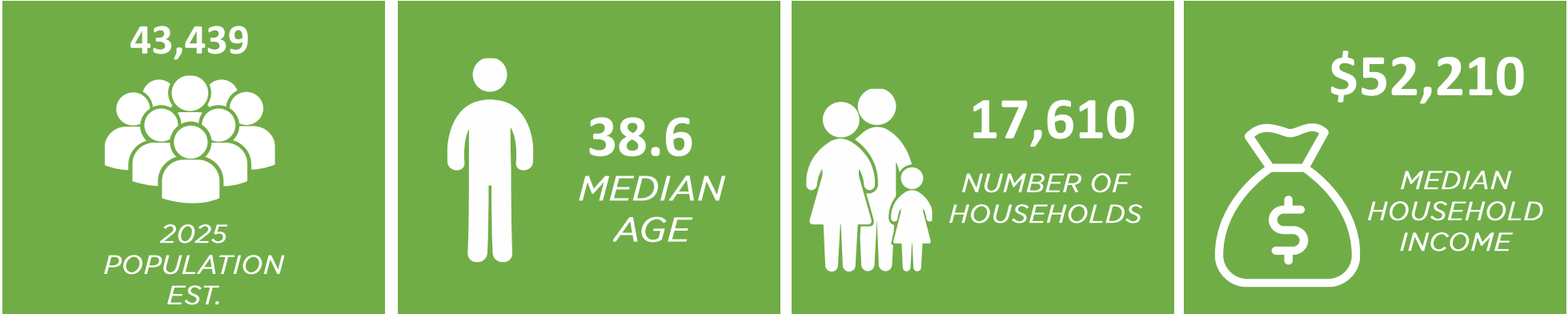


PLANNING AND DESIGN

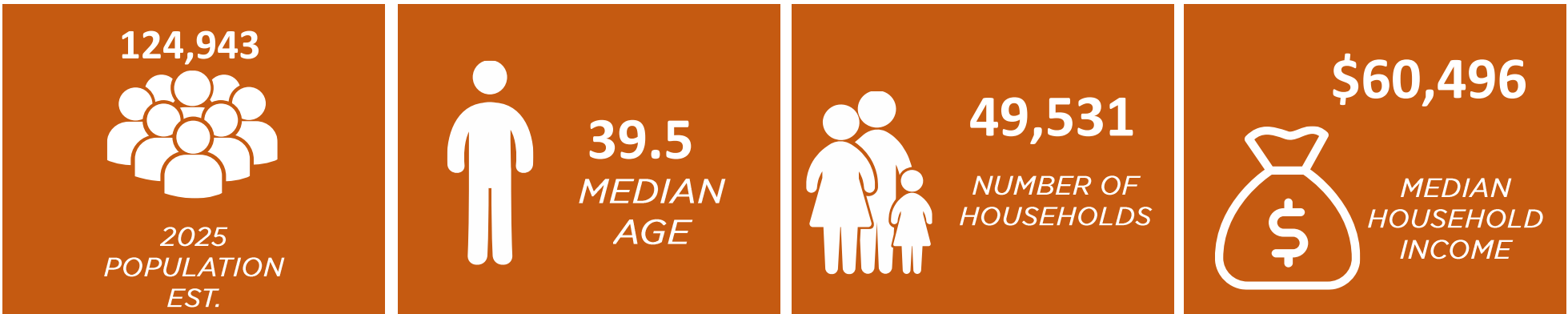
2.1 Market Analysis

The demographic overview for the City of Alexandria recognizes that market forces do not pay attention to political boundaries; however, this study looks at the City in reference to its location in Rapides Parish. *Source: Claritas*

ALEXANDRIA



RAPIDES PARISH



PLANNING AND DESIGN

Demographic Observations

Between 2021 and 2025, Alexandria has experienced a more rapid population decline than the surrounding parish. The city's population fell by approximately 6.0%, dropping from 46,221 to 43,439. In contrast, Rapides Parish saw a smaller decline of about 3.0%, decreasing from 128,831 to 124,943. This sharper decline in Alexandria may point to challenges in retaining residents or attracting new growth, particularly within the urban core.

At the same time, median household incomes in both the city and the parish have risen, but Alexandria continues to lag. Alexandria's median household income increased by 21.8% over the four-year period, from \$42,869 in 2021 to \$52,210 in 2025. Rapides Parish also saw growth—up 19.5% to \$60,496—but it remains significantly higher than the city's figure. Moreover, Alexandria's income levels continue to fall short when compared to the Louisiana state average (approximately \$59,000) and the national average (around \$76,000), reinforcing longstanding economic disparities.

Household trends further underscore the divergence. Alexandria experienced a 2.2% drop in total households, declining from 17,998 to 17,610, while Rapides Parish actually saw a 1.3% increase, rising from 48,882 to 49,531. These patterns suggest a gradual outward migration from the city to surrounding areas, which may reflect both demographic shifts and perceptions of livability, affordability, or opportunity outside the city limits.

Population is declining faster in the city than the parish:

- Alexandria: ▼ 6.0% from 2021 to 2025
- Rapides Parish: ▼ 3.0% 2021 to 2025

Median household income is rising but still lags behind:

- Alexandria: \$52,210 (▲ 21.8% from \$42,869 in 2021)
- Rapides Parish: \$60,496 (▲ 19.5% from \$50,642 in 2021)
- Alexandria still trails Parish, State (~\$59K), and U.S. (~\$76K)

Household count is shrinking in Alexandria, rising in Parish:

- Alexandria: ▼ 2.2% (17,998 → 17,610 in 2021)
- Rapides Parish: ▲ 1.3% (48,882 → 49,531 in 2021)

PLANNING AND DESIGN

Racial Composition and Economic Context

Alexandria's racial makeup remains notably different from the surrounding parish. In 2025, the city is 54.2% Black and 37.2% White, compared to Rapides Parish at 31.0% Black and 58.9% White. This contrast has long shaped the city's identity and demographic profile.

There are measurable differences in household income by race. Median income for White households in Alexandria is approximately \$73,800, while for Black households it is about \$38,100. This gap is consistent with broader national patterns and highlights opportunities for more inclusive economic growth.

The city's median age has risen from 36.3 to 38.6, remaining slightly younger than the parish (39.5) and national average. This suggests a city that is aging but still maintains a relatively young working-age population.

Racial composition remains a key distinction:

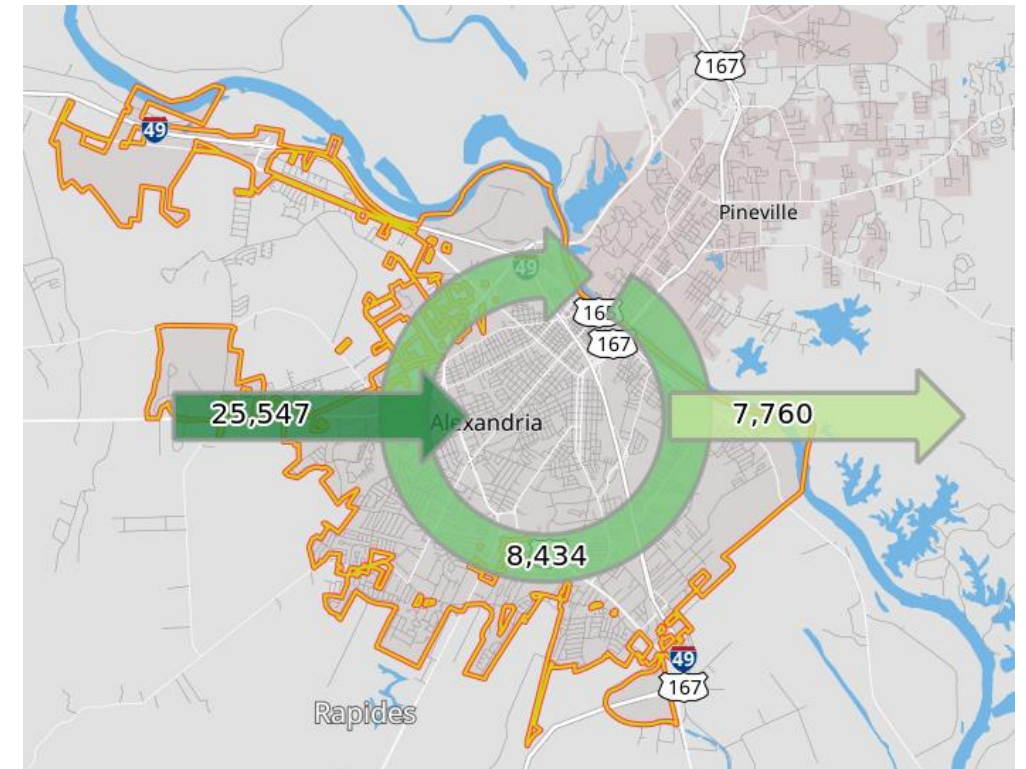
- Alexandria: 54.2% Black / 37.2% White
- Rapides Parish: 31.0% Black / 58.9% White

Racial income gap is pronounced in the city:

- White \$73,814
- Black \$38,145
- 93% income gap between groups

Median age rising, still younger than Parish/U.S.:

- Alexandria: 38.6 (up from 36.3)
- Rapides Parish: 39.5 (up from 38.0)



Alexandria continues to serve as a major employment hub for the region. According to the latest data, the city's daytime population grows from 43,459 to 61,246 each day, reflecting the thousands of workers who commute in from surrounding areas. This *net* daily influx of more than 17,700 people underscores Alexandria's role as the economic engine of central Louisiana.

Commuting patterns remain consistent with trends observed in 2021, confirming that Alexandria's position as a regional employment center has held steady. The city draws in over 25,500 inbound commuters, while about 7,760 residents leave the city for jobs elsewhere, and 8,434 people both live and work within the city. This balanced employment ecosystem supports not only local businesses and institutions but also sustains daytime demand for services, retail, food, and infrastructure.

These figures reinforce the city's strategic importance to the broader Rapides Parish and beyond. Despite demographic shifts and economic headwinds, Alexandria remains a reliable center of regional commerce and workforce activity.

PLANNING AND DESIGN

Retail Market Overview and Regional Reach

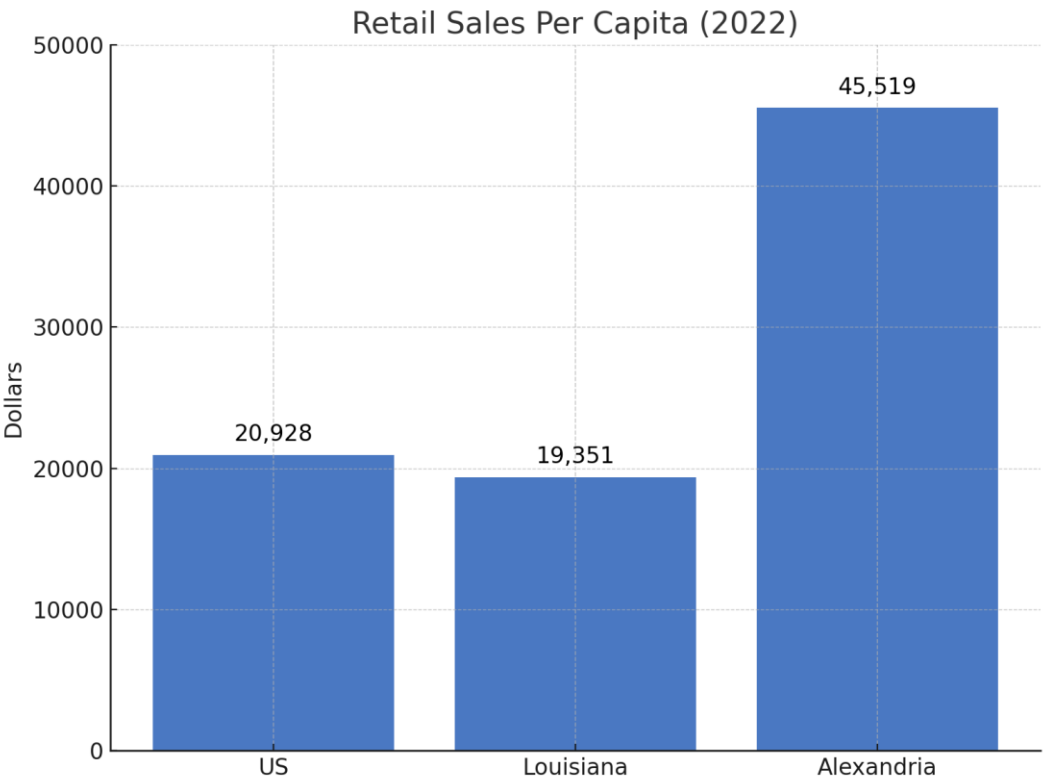
Alexandria’s retail economy is a major force in the region, with total annual retail sales estimated at \$2.6 billion. What’s especially remarkable is that \$1.6 billion of that total comes from shoppers who live outside the city, a clear sign that Alexandria is serving as a hyper regional retail magnet.

This level of retail inflow, also called retail import, means that Alexandria captures far more spending than its resident population alone could support. This pattern is the opposite of retail leakage, which occurs when residents spend their money elsewhere because the goods or services they want aren’t available locally. In Alexandria’s case, the city not only meets local demand but draws in significant outside dollars, likely from surrounding towns and rural areas that lack the same depth of retail offerings.

This \$1.6 billion in imported retail spending highlights Alexandria’s role as a regional commercial center, reinforcing the city’s importance to the broader economy. It also underscores the need to maintain and modernize Alexandria’s retail infrastructure and experience to keep that spending flowing into the community supporting jobs, tax revenues, and long-term downtown vitality.

Retail Sales Per Capita: Alexandria’s Regional Strength

Alexandria’s retail sales per capita reached \$45,519 in 2022, more than double the U.S. average (\$20,928) and Louisiana’s (\$19,351). This striking figure reflects the city’s role as a regional retail hub, drawing shoppers well beyond its population base. High per capita retail sales confirm Alexandria’s importance in the regional economy and reinforce the city’s opportunity to continue attracting investment, retail expansion, and infrastructure support tied to commercial activity.



Alexandria’s retail market is \$2.6 Billion.

Alexandria’s retail market imports \$1.6 billion each year from shoppers coming from outside the City. *Source: Claritas*

PLANNING AND DESIGN

Understanding Retail Leakage: Rapides Parish Perspective

While Alexandria is performing strongly as a retail destination, this slide shifts the focus to Rapides Parish as a whole to better understand unmet retail demand and missed opportunities. Studying the broader trade area is important because retail capture in Alexandria draws from well beyond the city limits, and leakage at the parish level provides a more complete picture of where potential investments could succeed.

The data highlights specific categories where Rapides Parish residents are spending money outside the region often online or in larger markets. Notably:

- Full-service restaurants show the greatest leakage at an estimated \$44 million annually, suggesting unmet demand for more diverse or higher-quality dining options.
- Specialty categories like sporting goods (~\$18M), gifts/antiques/art (~\$13M), and specialty food (~\$13M) also show strong leakage.
- Even women's and children's clothing (~\$10M) emerges as an area of loss, despite Alexandria's strength in general merchandise

These categories stand in contrast to sectors like fast food, fuel, and big-box retail, which typically dominate sales and show little leakage due to strong local availability. In other words, Alexandria is effectively capturing everyday spending, but opportunities remain to broaden and deepen the retail mix particularly in categories that reflect lifestyle, experience, and specialty retail.

By identifying and addressing these gaps, Alexandria and Rapides Parish can better retain local spending, attract regional dollars, and support a more resilient retail economy.



Retail Leakage

- Specialty food ~\$13M
 - Increase of \$2M since 2021
- Women's, Children's, & Other Clothing ~\$10M
- Full-Service Restaurants ~\$44M
 - Increase of \$14M since 2021
- Sporting Goods ~\$18M
 - Increase of \$1M since 2021
- Specialty (Gifts, Antiques, Art) ~\$13M

Source: Claritas 2025 Estimates

PLANNING AND DESIGN

Implications for Targeted Redevelopment in Alexandria

These findings shape a clear rationale for targeted redevelopment that responds to both market demand and community need:

1. Employment-Focused Sites

Given Alexandria's strong inbound commuting and daytime population growth, strategic investment in employment centers (e.g., medical, logistics, creative industries, or technology) can leverage existing labor inflows and expand quality job offerings.

These sites may include underutilized commercial corridors, industrial zones, or locations near transit that support both job creation and business clustering.

Strengthening employment anchors will help sustain Alexandria's role as a regional workplace destination, particularly in sectors beyond traditional retail or public employment.

2. Housing-Focused Sites

With overall population decline but strong demand for regional retail and employment, Alexandria has the opportunity to capture new residents by investing in high-quality, mixed-income housing near amenities.

Target sites may include:

- Underutilized parcels near downtown
- Former industrial properties ready for adaptive reuse
- Transitional neighborhoods that could benefit from infill and infrastructure upgrades

Emphasis should be placed on walkability, access to services, and housing diversity to serve a broader range of incomes and household types.

Why It Works

This dual approach that includes investing in housing where it will stabilize population and in employment sites where it will grow the economy ensures that Alexandria is not just a place people shop or work in, but also one they increasingly choose to live in. The strategy builds from Alexandria's current strengths while directly responding to identified market gaps and regional pressures.

Concluding Observations

- The city's population is declining and aging, but still remains younger than surrounding areas, presenting a window of opportunity for housing investment.
- A significant racial income gap exists, with opportunities to align redevelopment with inclusive economic strategies.
- Alexandria is a regional hub that punches well above its weight in several key economic categories:
- The daytime population increases by over 17,700 people due to strong inbound commuting, reinforcing Alexandria's role as a center of employment and commerce.
- While Alexandria is thriving as a retail center, retail leakage at the parish level suggests opportunities in categories such as full-service dining, specialty food, apparel, and sporting goods.

PLANNING AND DESIGN

2.2 Overall Recommendations

The design and planning portion of this study is provided to create a series of ideas that can be deployed over time. Some ideas will require little capital to coordinate, while others may require grant funding and a phased strategy. The designs shown here also illustrate opportunities for the private sector to cooperate with the City to create physical improvements and enhance the economic viability by capturing additional sales.

The redevelopment of brownfield sites in Alexandria presents a significant opportunity to transform underutilized and potentially contaminated properties into productive assets that support community revitalization. Many of these sites—former industrial areas, abandoned gas stations, and vacant commercial lots—are strategically located near key transportation corridors and residential neighborhoods. By prioritizing the environmental assessment and cleanup of these properties, Alexandria can address longstanding public health concerns, reduce environmental liabilities, and attract new investment to historically underserved areas. Redevelopment efforts align with citywide goals of promoting infill development, enhancing walkability, and reducing urban blight.

The recommendations in this chapter will lay the groundwork for integrating brownfield redevelopment into broader economic and infrastructure initiatives. These efforts aim to stimulate mixed-use development, improve connectivity, and support small business growth along key corridors. Brownfield sites, once remediated, can be reimaged as community parks, affordable housing, commercial spaces, or cultural destinations—helping to reconnect neighborhoods and restore a sense of place. With continued community engagement, strategic partnerships, and access to federal and state brownfield funding programs, Alexandria is well-positioned to turn its brownfield challenges into catalysts for sustainable, inclusive growth.



PLANNING AND DESIGN

2.3 Northgate Alexandria

Primary Site: 11.8 acres on north side with demolished motel.

Adjacent Site: 2211 N. Macarther ~5.5-acre parcel next to the Alexandria Convention Center partially collapsed.

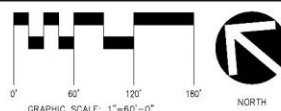
Location: Prominent position along North MacArthur Drive, a major commercial and transportation corridor that is visually and economically important entry point into Alexandria.





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STUDIO Terracon
MAIN  **ARNETT MULDRON & ASSOCIATES**



**BROWNFIELD REVITALIZATION
 MASTER PLAN UPDATE**
 ALEXANDRIA, LOUISIANA

BASE MAP
 (2211 North MacArthur Drive)

SHEET NO.
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PLANNING AND DESIGN

Option One North Site: Data Center

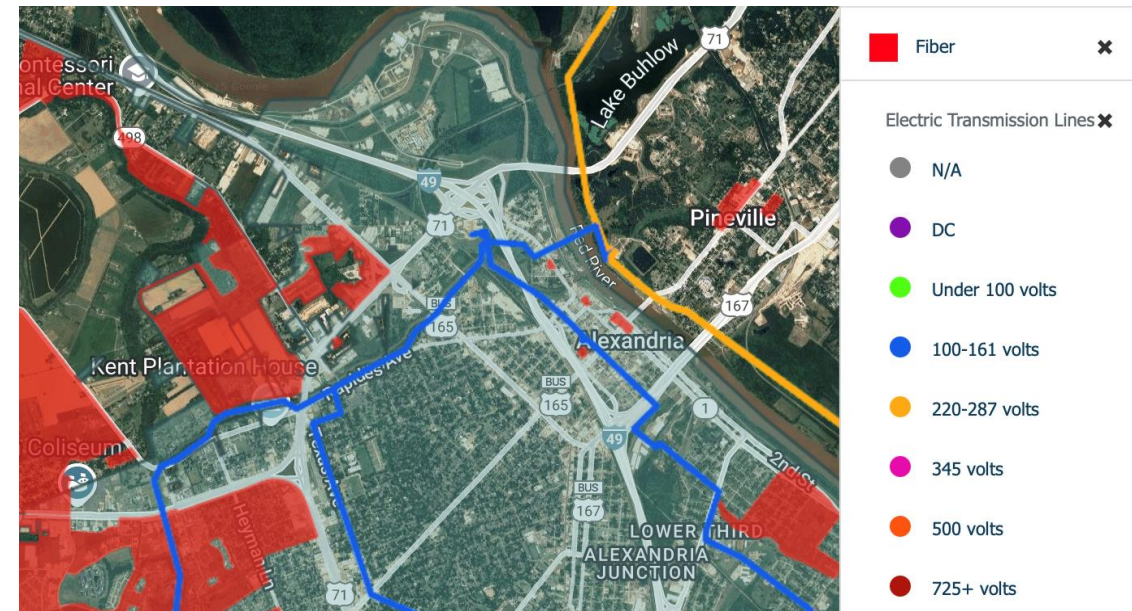
- Existing fiber infrastructure
- 100–161 kV power line nearby
- Strategic location for central Louisiana with potential for regional or edge data servicing
- Sufficient land for phased deployment, N+1 redundancy design, cooling zones, and secure access

Data Center Site Must-Haves:

- Redundant high-voltage power access
- Multiple fiber providers with diverse paths
- 10+ acres of stable, flood-safe, zoned land
- Secure perimeter with controlled access
- Adequate water or air-cooled infrastructure
- Easy access for equipment and service vehicles

Bonuses:

State/local economic development incentives, proximity to workforce training or tech talent, predictable permitting and low property tax burden



PLANNING AND DESIGN

Option Two: Light Industrial or Flex Space

- Why it works:
- Compatible with corridor use
- Demand for contractor yards, last-mile logistics, tradesmen bays

Example Uses:

- HVAC/electrical shops, fleet service, storage & dispatch
- Flex buildings with roll-up doors and small front offices
- Could co-exist with a data center across street

Option Three: Mini-Storage (Smaller Site)

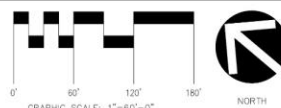
- Utilizes a high-visibility parcel for a low-traffic, income-generating use
- Could include a mix of climate-controlled units/drive-up access
- Potential for boat/trailer/RV storage with fencing and gated entry
- Requires minimal staffing and lower construction costs
- Architecturally enhanced due to corridor prominence
- Works best as a secondary/phased use if anchor development (e.g., data center) advances nearby
- Unit Mix & Yield: Approximately 45,000–60,000 rentable square feet, accommodating 300–400 units, including climate-controlled and boat/trailer storage
- Rental Rates: Monthly rents in Alexandria range from \$50 to \$270. Prime Guard Self Storage, rates start at \$85 and go up to \$270.
- Market Demand: The average price for a 10x10 unit in Alexandria is approximately \$103.29 per month, indicating a healthy demand for storage units in the area.
- Site Advantages: High visibility along MacArthur Drive, proximity to residential areas, and potential for secure, well-lit facilities.
- Design Considerations: Incorporate architectural enhancements and landscaping to ensure the facility aligns with the gateway aesthetics of the area.





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MAIN ARNETT MULDROW & ASSOCIATES



**BROWNFIELD REVITALIZATION
 MASTER PLAN UPDATE**
 ALEXANDRIA, LOUISIANA

SITE PLAN
 (2211 North MacArthur Drive)

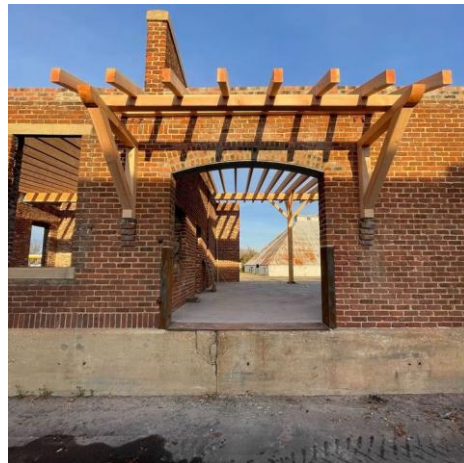
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PLANNING AND DESIGN

2.4 Willow Glen Cluster A

Site Summary

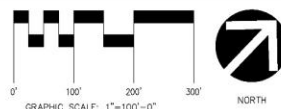
- Includes the Dollar General site and adjacent parcels
- Continues the existing street grid for connectivity and compatibility
- Adds single-family and/or apartment homes to replace lost housing stock
- Could have inline retail described later to accompany Dollar General
- Introduces passive open space for recreation, stormwater, and neighborhood value
- Balances low-impact density with long-term resilience and reinvestment
- A secure, sheltered space designed for gatherings and use by neighbors and nearby churches
- Incorporates fencing, lighting, and defined access points for safety and stewardship
- May include shade structure with select materials or design elements nod to the former meat packing plant
- Serves as a low-maintenance, identity-rich space for gathering, reflection, and connection





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STUDIO Terracon
MAIN ARNETT MULBROW & ASSOCIATES



**BROWNFIELD REVITALIZATION
 MASTER PLAN UPDATE**
 ALEXANDRIA, LOUISIANA

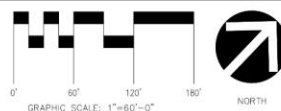
BASE MAP
 (303 WILLOW GLEN RIVER ROAD)

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SCALE	FILE	

STUDIO Terracon
MAIN ARNETT MULDROW & ASSOCIATES



**BROWNFIELD REVITALIZATION
 MASTER PLAN UPDATE**
 ALEXANDRIA, LOUISIANA

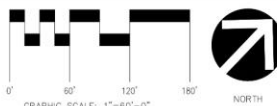
SITE PLAN
 (303 WILLOW GLEN RIVER ROAD)

SHEET NO.
2.0



DESIGNED:	BS	REVISIONS
REVIEWED:	BS	NO DATE ITEM
DRAWN:	BS	
PROJECT NO.	03-24-20	
DATE		
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SCALE	FILE	

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**BROWNFIELD REVITALIZATION
 MASTER PLAN UPDATE**
 ALEXANDRIA, LOUISIANA

SITE PLAN
 (303 WILLOW GLEN RIVER ROAD)

SHEET NO.

2.1

PLANNING AND DESIGN

2.5 Willow Glen Cluster B

Commercial Inline Concept

- 3–5 unit neighborhood retail strip at the corner
- Serves nearby apartments and surrounding walkshed
- Ideal for service-oriented tenants: café, nail salon, medical clinic, laundry
- Enhances visibility and walkability at a prominent intersection
- Shared parking with residential; buffered access

Why It Works

- Walkable scale
- Reinforces retail momentum of Dollar General on Willow Glen
- Activates the corner without overbuilding

Multifamily Infill Concept

- Rest of site supports 9 residential buildings (up to 72 units)
- Mix of resilient rental units in stacked flat garden concept (replacing flooded apartments on Willow Glen).
- Pedestrian link to adjacent apartment complex
- Parking and circulation separated from retail frontage

Why It Works

- Replaces lost housing with flood-conscious design
- Taps into unmet demand in a modest-income, aging-stock neighborhood
- Supports walk-up leasing and local workforce housing needs



- The 15-minute walkshed has 1583 residents, representing a \$30 million market
- The 3-minute drive time has 2182 residents with a \$43 million market
- Willow Glen Site One fills a gap in a neighborhood with lost housing and lingering demand. The market has modest incomes, aging stock, and limited options. This site is a chance to reintroduce resilient, right-sized housing and retail to bring stability back to the block.

PLANNING AND DESIGN



15 Minute Walk

- The 15-minute walkshed has 1583 residents, representing a \$30 million market
- The 3-minute drive time has 2182 residents with a \$43 million market
- Willow Glen Site One fills a gap in a neighborhood with lost housing and lingering demand. The market has modest incomes, aging stock, and limited options. This site is a chance to reintroduce resilient, right-sized housing and retail to bring stability back to the block.

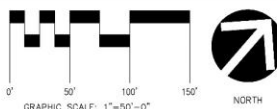


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PROJECT NO.	03-24-20	
DATE		
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SCALE	FILE	

STUDIO
MAIN

Terracon

ARNETT MULDROW
& ASSOCIATES



BROWNFIELD REVITALIZATION
MASTER PLAN UPDATE
ALEXANDRIA, LOUISIANA

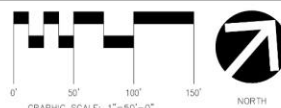
BASE MAP
(402 Green Oak Avenue)

SHEET NO.
3.0



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SCALE	FILE	

STUDIO Terracon
MAIN ARNETT MILDROW & ASSOCIATES



**BROWNFIELD REVITALIZATION
MASTER PLAN UPDATE**
ALEXANDRIA, LOUISIANA

SITE PLAN
(402 Green Oak Avenue)

SHEET NO.
3.0

PLANNING AND DESIGN

2.6 City Park District

- Core trade area (15-min drive): ~69,000 residents with over \$78,000 average household income
- Broader reach (30-min drive): 120,000+ residents, increasing income, and higher purchasing power
- Despite population decline, the corridor holds a central regional position with draw potential
- Opportunity to recapture local spending through neighborhood-scale retail and regional spending with destination retail or experiential anchors
- Combined with Opportunity Zone + RTA incentives, the corridor is primed for catalytic retail reinvestment

Visioning

- Shared-use path on both sides of street
- Pedestrian and vehicular lighting
- District branding and brand specific wayfinding and gateway signage
- Reuse of existing buildings
- Consolidation of curb cuts and shared parking/access
- Zoning restrictions (max parking, sign height, etc.)
- Water park expansion
- Open play at former grandstand/field
- Connect residential streets to park and corridor (pedestrian and vehicular)
- Improve park and zoo vehicular circulation



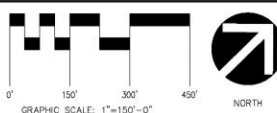


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SCALE	FILE	

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MAIN

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**ARNETT MILDROW
& ASSOCIATES**



**BROWNFIELD REVITALIZATION
MASTER PLAN UPDATE**

ALEXANDRIA, LOUISIANA

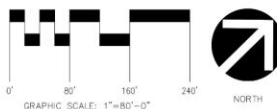
BASE MAP
(OVERALL MASONIC
DRIVE CORRIDOR)

SHEET NO.
4.0



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DRAWN:	BS	
2025-009	03-24-25	
PROJECT NO.	DATE	
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SCALE	FILE	

STUDIO Terracon
MAIN ARNETT MILDROW & ASSOCIATES

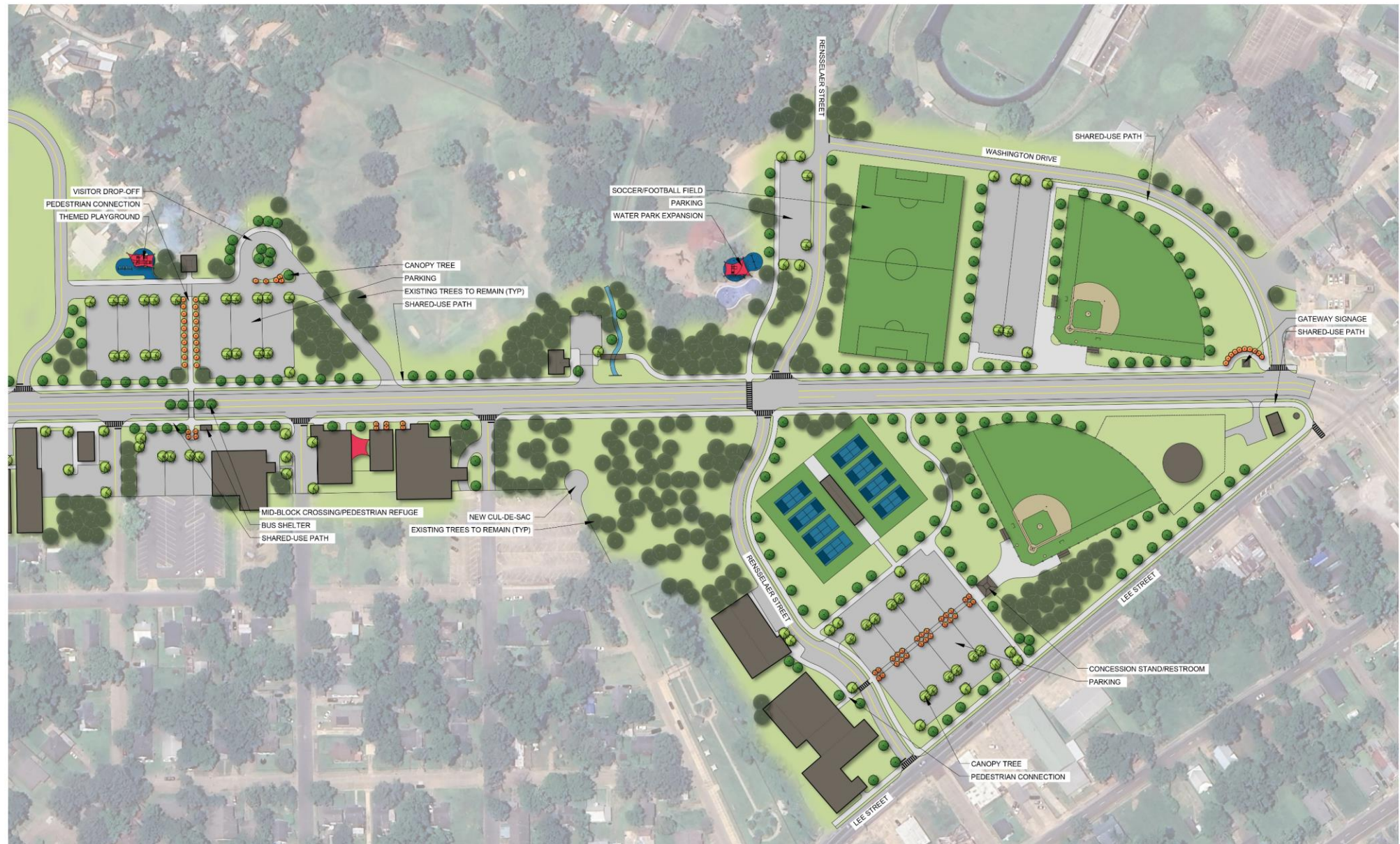


**BROWNFIELD REVITALIZATION
 MASTER PLAN UPDATE**
 ALEXANDRIA, LOUISIANA

SITE PLAN
 (ENLARGEMENT MASONIC
 DRIVE CORRIDOR)

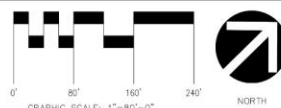
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4.1



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PROJECT NO.	DATE	
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SCALE	FILE	

STUDIO Terracon
MAIN ARNETT MILDROW & ASSOCIATES



**BROWNFIELD REVITALIZATION
 MASTER PLAN UPDATE**
 ALEXANDRIA, LOUISIANA

SITE PLAN
 (ENLARGEMENT MASONIC
 DRIVE CORRIDOR)

SHEET NO.
4.2



Before



After



Before



After



Before



After

IMPLEMENTATION



IMPLEMENTATION

Alexandria is already taking steps to implement these plans, pursuing grant funding for implementation of neighborhood improvements and other recommendations.

The coordination that led to this plan represents an unprecedented level of cooperation between the City of Alexandria, the EPA, and the Design Team. The plan respects the uniqueness of each while offering suggestions for improvements that will benefit citizens of the City of Alexandria.

The Implementation Matrix is composed of a series of action items, or strategies, which are tied to the recommendations contained in the Strategic Master Plan. This matrix was created to be used during the upcoming implementation phase, following the adoption of the Strategic Master Plan.

The recommended timing for each proposed strategy is categorized as short-term, mid-term, and long-term as determined by those individuals responsible for implementing the Strategic Master Plan. Short-term implementation strategies are meant to be completed within the first year of the new Strategic Master Plan. Mid-term implementation strategies are meant to be completed within two to five years. Long-term implementation strategies are to be completed in five-plus years. Those responsible for creating a strategic implementation plan are encouraged to do a thorough evaluation of the priorities indicated based on budget constraints and other relevant circumstances.

IMPLEMENTATION | NORTH GATE ALEXANDRIA

Short-Term (0–2 Years)

- Confirm zoning for industrial/commercial use or implement overlays as necessary for data center and self-storage facilities.
- Fast-track permitting processes to attract developers and investors.
- Conduct an environmental impact assessment and traffic analysis.
- Partner with utility providers to ensure high-capacity electrical service
- Expand or enhance fiber-optic broadband infrastructure to support data center operations.
- Clear and grade priority parcels.
- Install access roads and staging areas for initial phases of construction.
- Develop a targeted incentive package (e.g., tax abatements, utility rate reductions, infrastructure offsets).
- Launch a marketing campaign to recruit data center operators and national mini-storage developers.

Medium-Term (2–5 Years)

- Begin phased construction of mini-storage facilities to meet regional demand.
- Complete first wave of data center construction, including Tier II or Tier III facilities as feasible.

Medium-Term (2–5 Years) cont...

- Implement access control, surveillance, and cybersecurity infrastructure for operational facilities.
- Partner with local colleges to build IT-focused certification and workforce pipelines.
- Launch training programs in data management, server maintenance, and systems operations.
- Zone for nearby flex-office or service commercial

Long-Term (5+ Years)

- Expand power and cooling systems to accommodate growth
- Explore regional partnerships for disaster recovery hosting and cloud service integration.
- Encourage the development of warehousing, light assembly, or last-mile logistics firms that benefit from proximity to storage and digital infrastructure.
- Promote public-private partnerships for shared logistics hubs or innovation zones.
- Monitor and evaluate economic impact metrics (jobs created, tax revenue, broadband usage) and adjust development strategy accordingly.

IMPLEMENTATION | WILLOW GLEN CLUSTER A + B

Short-Term (0–2 Years)

- Rezone and subdivide property for residential and mixed-use purposes; create Planned Unit Development (PUD) overlays if needed.
- Clear and grade development sites, address any environmental remediation.
- Conduct a utilities audit (sewer, water, stormwater, broadband, electricity) and plan upgrades/extensions as needed.
- Issue RFQs/RFPs to attract qualified residential developers for both single-family and multi-family projects.
- Work with local banks and housing authorities to encourage mixed-income and affordable housing options.
- Begin construction of access roads, sidewalks, and utility infrastructure for Phase 1 homes.
- Install gateway signage, street lighting, and basic stormwater infrastructure.
- Hold community meetings to gather input and keep nearby neighborhoods informed.
- Develop a branding/identity for “Willow Glen” to build awareness.

Medium-Term (2–5 Years)

- Complete first wave of single-family homes and begin multi-family construction.
- Design and construct central park and greenway areas, including playgrounds, walking trails, and shaded picnic areas.
- Integrate stormwater features like bioswales and retention ponds as attractive landscape elements.
- Develop a small commercial node near Masonic Drive with convenience retail, daycare, and/or community services.
- Build a community center or clubhouse for resident gatherings, events, and youth programs.
- Coordinate with the city to extend or adjust transit routes to serve the new development.

Long-Term (5+ Years)

- Partner with local schools, colleges, and job training centers to offer in-neighborhood services or satellite campuses.
- Create pathways for renters to become homeowners through lease-to-own or down payment assistance programs.
- Encourage resident-led organizations and leadership councils to shape neighborhood growth.

IMPLEMENTATION | CITY PARK DISTRICT

Short-Term (0–2 Years)

- Host public forums, surveys, and stakeholder meetings to gather input.
- Finalize a master plan for the corridor, incorporating public input.
- Install new signage and branding along Masonic Drive.
- Improve landscaping: plant trees, flowers, and shrubs along park entry points.
- Upgrade lighting along pathways and park entrances.
- Conduct crosswalk and sidewalk upgrades to improve pedestrian safety.
- Begin regular event programming (e.g., movie nights, food truck Fridays).

Medium-Term (2–5 Years)

- Improve drainage systems to prevent park flooding.
- Develop multi-use paths linking the park with downtown and surrounding neighborhoods.
- Offer incentives for small businesses (cafes, bike rentals, concessions) to locate near park entrances.
- Establish a “Park District” zoning overlay to encourage mixed-use development.
- Add or upgrade facilities - splash pad, skate park, dog park, and amphitheater.
- Collaborate with local schools and nonprofits to provide youth programs, summer camps, and sports leagues.

Long-Term (5+ Years)

- Construct a large event lawn or festival ground with permanent infrastructure.
- Link to the Red River waterfront via trails or transit.
- Develop a regional trailhead hub for biking, running, and hiking.
- Support mixed-income housing options near the park to enhance neighborhood diversity.
- Partner with universities or technical colleges to create workforce training or internship programs in hospitality, recreation, and maintenance.
- Conduct biennial park impact assessments (economic, social, environmental).
- Maintain a flexible capital improvement plan.
- Continue community engagement through an annual “State of the Park” event.

