



GPG was retained by the City of Alexandria to conduct an independent third-party analysis of King Street's urban characteristics and City policies as they relate to the Old Town Commercial District. The study's broad purpose was to identify the challenges and opportunities to increase Old Town's commerce without compromising the quality of life for its surrounding neighborhoods or its historical heritage.

GPG found that Old Town Alexandria has the opportunity to increase its market share of retail and restaurant sales by expanding its business mix and implementing a series of policy, marketing and physical enhancements. Old Town's \$584 million annual visitor spending could also be increased by expanding King Street's business mix to meet tourist shopping trends and expectations.



Key Recommendations:

- Implement a Business Improvement District or similar strategy for improved marketing and management.
- Improve signage for retailers, visitors and parking.
- Expand King Street Trolley levels of service.
- Improve streetscape lighting.
- Include all local & national businesses in marketing.
- Install parking meters along all of King Street and most side streets.

