WATERFRONT PLAN WORK GROUP MEETING
Wednesday, August 10, 2011
City Council Workroom
8:00 AM – 11:00 AM

AGENDA

I. Opening
- A. Welcome and Introductions
- B. Approval of Meeting Notes
- C. Meeting Overview

II. Organizational Items
- A. Website and Comment Board
- B. July 2011 Draft – Waterfront SAP

III. Discussion/Concurrence: Road Map

IV. Public Realm – Part I Discussion
- A. Flood Mitigation
- B. General Environmental
- C. Parking
- D. Circulation/Transportation
- E. Marina

V. Public Comment (15 minutes – 3 minutes each)

VI. Summary and Preparation for Next Meeting

http://alexandriava.gov/WaterfrontWorkGroup
Waterfront Plan Work Group Website

http://alexandriava.gov/Waterfront
Waterfront Plan Website

ALEXANDRIA WATERFRONT PLAN WORK GROUP
July 27, 2011 Meeting
City Hall
9:00 AM - 12:20 PM

MEMBERS PRESENT
Christopher Ballard, At large Member. Principal at McWilliams/Ballard.
Bert Ely, At-large Member. Head of Ely and Company, Board member of Citizens for an Alternative Alexandria Waterfront Plan (CAAWP) and Old Town Civic Association (OTCA).
Mindy Lyle, At-large Member. Vice President Client Development, Haley & Aldrich, Inc., and President, Cameron Station Homeowners Association.
Nathan Macek, Waterfront Committee Representative and Transportation Consultant.
David Olinger, Old Town Civic Association Representative. Realtor, and Senior Foreign Service Officer (Ret.) with a background in urban planning.
Elliot Rhodeside, At-Large Member. Principal, Rhodeside & Harwell, a firm offering urban planning and landscape design with a focus on revitalization and sustainability.
Councilman Paul Smedberg, Non-voting City Council representative and Work Group convener.
Lt. Gen. Bob Wood (US Army, Ret.). At-Large Member. Alexandria resident and business-owner.

FACILITATOR
Sherry Schiller, Ph.D. President, The Schiller Center

CITY STAFF
Mark Jinks, Deputy City Manager; James L. Banks, City Attorney; Faroll Hamer, Director, P&Z; Sharon Annear, Administrative Aide for Councilwoman Alicia Hughes;
Jennifer Harris, Communications Officer; Karl Moritz, Deputy Director, P&Z; Barbara Ross, Deputy Director, P&Z; Tom Canfield, City Architect; Al Cox, Historic Preservation Manager; Nancy Williams, Principal Planner, P&Z; Ben Aiken, Urban Planner, P&Z; Brian Rahal, Engineering, TES/Engineering.

PUBLIC
Gina Baum; Christine Bernstein; Katy Cannady (resident); Susan Cohen; Claire Dekle (resident); Stephen Fitzgerald (resident); Arthur Fox; John Gosling (OTCA); Poul Hertel; Lauren Keenan (Bean Kinney & Korman, PC); Mark Koehle (resident); Tony Kupersmith (resident); Andrew MacDonald (CAAWP); Philip Matyas; David Miller (Pillsbury Winthrop, LLC); Kathryn Papp (CAAWP); Pete Petersen (AAC); Robert Pringle; Carolyne Roehrenbeck (resident); Michael Schmitz (Portner's Landing HOA); Robert W. Sennewald (resident); Carl Smith (resident); Robert Taylor; Van Van Fleet (resident); Hugh Van Horn (resident); Mike Young.

1. WELCOME AND INTRODUCTIONS
Councilman Smedberg convened the meeting at 9 a.m. and Waterfront Plan Work Group (WPWG) members introduced themselves. City staff were introduced.

2. REVIEW OF CITY COUNCIL RESOLUTION 2467
Mr. Smedberg reviewed City Council Resolution 2467 establishing the WPWG and indicated that, ideally, WPWG's initial recommendations will be ready in late September/early October and Council would like to act on the Plan by the end of CY2011. WPWG's work will focus on the Plan's areas of stakeholder disagreement.

3. REVIEW AND DISCUSSION

Purpose, Goals and Scope, and What's on/off the table.

- Two issues not in WPWG's scope: (1) producing or proposing a new Waterfront Plan from scratch; and (2) the Old Dominion Boat Club negotiations.
- Beyond these two issues, members have some latitude in their approach to completing their tasks: identifying alternatives to Plan elements for Council to consider, including those which might be a significant departure from the Plan; and identifying the Plan elements and concepts that might benefit from (1) additional explanation and/or relevant data, (2) additional fall-back options, and/or (3) additional clarity.

Public Input into the process: Members discussed the importance of public input and possible ways to facilitate this:

- Pick a topic for each meeting; publicize meeting topics in advance; and invite groups to attend who have relevant technical expertise, are interested in the topic, and/or who have not have previously presented their concerns.
- Provide opportunity for public comments at each meeting.
- Publicize the City website as a vehicle for public comment on upcoming meeting topics; and provide members with staff summaries of public comments received via email and the website two days before each meeting.
- Vary meeting venues; consider holding evening and/or weekend meetings; and set aside informal "mingling" time with the public before some WPWG meetings.
- After WPWG has defined its roadmap and topical focus, consider holding a meeting for public comment only.

4. DISCUSSION – IDENTIFY/ AGREE ON FACTS AND ASSUMPTIONS

P&Z reported that an update of the February draft Waterfront Plan, with Planning Commission and City Council changes, will be completed at the end of the month. Members said they will use this new revision as their basic reference document. Members requested an overview of the Waterfront Plan Summary document which was provided by Mr. Moritz. The main questions asked by the Work Group included:

- Clarifying what was permitted by the 1982 zoning, 1982 settlement agreements, and the current zoning (adopted in 1992)
- Clarifying legal issues, including ability of City to require additional amenities without adding density and the potential for a lawsuit from the Robinson Terminal Corporation.
- The extent to which parking, circulation and traffic were addressed in the Plan.
- Studies showing a market for additional retail, hotel and marina space in the area
- The factors underlying the waterside recommendations in the Plan.

A Draft Waterfront Vision Statement:

WPWG members adopted a draft Vision Statement to refer to during their work:

"A vibrant Waterfront that celebrates our historic and cultural legacy, expands and supports public uses, yet retains and preserves the special charm and ambiance of our community for future generations, specifically, it is: Authentic, Connected, Inclusive . . . [the 10 goal statements included in the Plan]."

Issues highlighted during discussion of the vision included:

- Define a public realm vision first as a context for considering private realm issues.
- Factor in environmental and economic sustainability related items.
- Decide to what extent the public realm investments should be funded by revenues generated by private development.
- Consider how the Plan preserves and enhances Old Town's existing uniqueness and economic vitality.

5. FUTURE MEETINGS

Logistics: Most meetings will start at 8:00 a.m.; some evening meetings are possible. WPWG will meet in August, dates to be determined. Some meetings are likely at non-waterfront venues.

Timeline goals: WPWG will work to create its initial findings and recommendations by late September/early October and work to complete its report by the end of October

Follow-up Actions

- Set next meeting Agenda - WPWG members to submit ideas to Schiller.
- Post WPWG's draft vision statement and Plan's 10 Goals to City website for public comment; invite public comments on the Plan's core facts and assumptions

6. AGENDA – Next Meeting

- Create and discuss WPWG's road map for future work.
- Determine how to distinguish between "assumptions" and "facts", and identify members' agreements and disagreements about the Plan's assumptions and facts.

7. PUBLIC COMMENT

Katy Cannady

Ms. Cannady said most residents support a walkable green strip along the water's edge, and that because the green strip is required by Settlement Agreements, its expansion would occur without a Waterfront Plan under by-right development. Ms. Cannady requested a map be provided marking which green space comes from Settlement Agreements and which the City has added. Also, since Fitzgerald Square is not a certainty, does any of the "five acres of open space" in the July Waterfront Plan summary include Fitzgerald Square?

Van Van Fleet (resident)

Mr. Van Fleet urged that some WPWG meetings be held after work hours to facilitate public attendance. He does not want to see WPWG focus more on meeting a deadline than on producing a good work product; and he urged WPWG to pay attention to environmental issues.

Philip Matyas (resident)

Mr. Matyas, an Old Town resident, provided a detailed handout summarizing his neighbors' concerns and suggestions about waterfront development. He highlighted concerns about a rezoning and the impact of traffic and he also indicated a need to consider adding public parking meters to waterfront areas which do not now have them, and the need to count only ground-level open space as open space.

Janice Magnuson

It was noted that Janice Magnuson of the Alexandria Archaeological Commission (AAC) provided Mr. Smedberg with copies of the Waterfront History Plan for several members of the Work Group who may not have a copy. The copy included a cover letter from AAC Chair Kathleen Pepper. The Waterfront History Plan is Appendix 6 in the February draft Waterfront Small Area Plan.

Gina Baum
Ms. Baum urged WPWG to remember the needs of Alexandria's families, especially those with young children, and said that many of her neighbors and friends support the Plan but have been reluctant to voice their support because of the heated climate within which public discussions have taken place. She also asked that Web links be added to documents handed out at meetings that are on the City website.

John Gosling – Old Town Civic Association
Mr. Gosling urged WPWG to focus quickly on the details of key elements of the Plan; to consider the real estate dynamics and synergy of uses, particularly in the core area around the marina, including the Torpedo Factory, the Food Court, and the Beachcomber. He encouraged WPWG to avoid working on a parallel track to CAAWP and asked what type of relationship WPWG will have with CAAWP. WPWG member Ely responded that though he is an At-large WPWG member, he is also on the CAAWP board and an OTCA member.

Andrew MacDonald, Citizens for an Alternative Alexandria Waterfront Plan (CAAWP)
Mr. MacDonald responded to Mr. Gosling's concern that WPWG's and CAAWP's work might proceed on parallel paths, saying that while CAAWP is proceeding with its own Plan-related research, it looks forward to presenting its findings to WPWG as input for WPWG's consideration.

8. ADJOURNMENT

Councilmember Smedberg thanked WPWG for the day's thoughtful discussions and questions and adjourned the meeting at 12:18 PM.

WATERFRONT PLAN WORK GROUP
(8.10.2011)

Roadmap Follow-up

- **Vision Statement**
- **Road Map – Potential Topical Areas and Meeting Schedule**
- **Community Organizations**
- **Website Information**

I. Vision Statement

A vibrant waterfront that celebrates our historical and cultural legacy, expands and supports public uses, yet retains and preserves the special charm and ambiance of our community for future generations. Specifically, it is:

1. **Authentic:** Create a unique Waterfront identity that is grounded in the City's history.
2. **Connected:** Increase and improve access to the public spaces of the Waterfront. Pedestrian connectivity along the Waterfront should be continuous.
3. **Inclusive:** The Waterfront is, and should continue to be, a citywide resource to be enjoyed by all Alexandrians.
4. **Dynamic:** Maintain a living, active Waterfront that is a destination that attracts all Alexandrians and visitors and should be integral to the visitor experience in Alexandria.
5. **Variety:** Provide a variety of uses, themes, activities, and experiences along the Waterfront.
6. **Manageable:** Improve the Waterfront's vehicular and pedestrian circulation.
7. **Sustainable:** Ensure that the Waterfront is able to sustain itself economically, environmentally and operationally.
8. **Compatible:** Ensure that future development in the Waterfront respects the existing residential neighborhoods.
9. **Permeable:** Enhance vistas of the water from surrounding areas and of the Waterfront from the river.
10. **Creative:** Be bold, visionary, realistic, informative and offer surprises along the way.

II. Roadmap – Topical Areas and Meeting Schedule – Also see WPWG Schedule

1. **Topics for Meetings:**
   a. **Meeting 2 – Public Realm: Wednesday, August 10th, 8:00 AM**
      i. Flood Mitigation, Parking, Circulation/Transportation and Marina
   b. **Meeting 3 – Public Realm (Cont.): Tuesday, August 23rd, 5:30 PM**
      i. Open Space, Parks, Piers, Trails, Art and History
   c. **Meeting 4 - Private Realm: Wednesday, September 7th, 8:00 AM**
      i. Zoning, Settlement Agreements, Heights, Density, Development Standards and Amenities
   d. **Meeting 5 – Wrap Up: Wednesday, September 21st, 8:00 AM**
      i. Trade-offs, Findings, and Recommendations

III. Community Organizations which have Testified

1. Alexandria Commission for the Arts*
2. Archaeological Commission*
3. Alexandria Economic Development Partnership*
4. Alexandria Chamber of Commerce*
5. Alexandria Convention and Visitors Association*
6. Citizens for an Alternative Alexandria Waterfront Plan
7. Environmental Policy Commission
8. Greater Alexandria Preservation Alliance
9. Historic Alexandria Resources Commission*
10. Old Town Civic Association*
11. Park and Recreation Commission*
12. Rivergate Homeowners Association Board*
13. Waterfront Alliance
14. Waterfront Committee*

***Notation:** Letter or Resolution

IV. Website Information

a. http://alexandriava.gov/WaterfrontWorkGroup - WPWG website
b. http://alexandriava.gov/Waterfront - Waterfront Plan website
c. The WPWG website will contain meeting information and have a link to a comment board.

WATERFRONT PLAN WORK GROUP SCHEDULE
(August 10, 2011)

a. **Meeting 1:**
   i. Wednesday, July 27th, 9:00 AM – Noon (City Hall)
   ii. Organization/Vision
b. **Meeting 2:**
   i. Wednesday, August 10th, 8:00 AM – 11:00 AM (City Hall)
   ii. Public Realm I – Flood Mitigation, Parking, Circulation/Traffic, Marina
c. **Meeting 3:**
   i. Tuesday, August 23rd, 5:30 – 8:30 PM
   ii. Public Realm II – Open Space, Parks, Piers, Trails, Art, History
d. **Meeting 4:**
   i. Wednesday, September 7th, 8:00 AM – 11:00 AM
   ii. Private Realm - Zoning, Settlement Agreements, Heights, Density, Development Standards and Amenities
e. **Meeting 5:**
   i. Wednesday, September 21st, 8:00 AM – 11:00 AM
   ii. Trade-offs, Findings, and Recommendations
f. **Meeting 6 (If Needed):**
   i. Wednesday, October 5th
g. **Meeting 7 (If Needed):**
   i. Wednesday, October 12th, OR
   ii. Wednesday, October 26th
   iii. **Notation**: October Conflicts: 13-15; 17-19th; 20-22nd

Waterfront Comment Board

http://alexandriava.gov/WaterfrontWorkGroup

http://alexandriava.gov/Waterfront

44 Comments, including several updates by P&Z

(March 2011 – August 10, 2011)

Comments regarding WPWG

- Glad vote has been deferred and a work group established
- WPWG should proceed with caution
- WPWG should be given more time to undertake its work
- Important to include community input and participation
- Important to generate new solutions with balance of benefits and costs

Comments of Plan Support

- Likes expansion of public space
- Likes inclusion of art walk elements
- Likes King Street Pier
- Likes outdoor dining
- Thinks Plan is thoughtful
- Plan makes the waterfront a compelling place

Comments of Plan Concern

- Plan needs more community input; listen to residents and not to developers
- Old Town Alexandria character should be protected and retained
- Alternatives are needed
    - More information about the 4 plan alternatives is needed
    - Additional alternatives beyond 4 plan alternatives are needed
    - CAAWP suggested Alternative:
        - Maritime Museum with a pier at RTN near historic West's Point
        - Large Park on RTS
        - Arts District along The Strand
        - Small boat recreation center east of The Strand
        - Support Alexandria's History
    - Alternative needed that does not rely on hotels

Comments of Plan Concern (Continued)

- CAAWP - Erroneous assumptions in Plan:
  - Commercial development is inevitable and will not privatize the waterfront
  - Public improvements must be paid for by the waterfront development
  - Civic uses have no economic value
  - There are no alternatives that might generate greater long term benefits, with fewer impacts and create a more sustainable waterfront
- Hotels
  - How many hotels could be built under the Plan?
  - Is increased density provided for more than hotels on RT?
  - 150 rooms is not boutique; a boutique hotel is smaller (various sizes given)
  - Alternative uses to hotels should be identified
- Costs/Benefit Analysis
  - Full cost/benefit analysis is needed
  - More detailed cost/revenue analysis is needed
  - Risk assessment evaluating technical and business/costs risks should be done
  - Don't depend on developers to pay for the Plan
  - Revenues to pay for plan elements do not have to come solely from new development in the plan area
  - Don't raise taxes to pay for the Plan
  - Citizens should not pay for any commercial related plan elements
  - Are maintenance costs of $1 million a year realistic; what about in year 20?
  - Beachcomber – who restores it?
- General opposition to rezoning, added density and scale
- More study of impacts needed
  - Old Town character
  - Environment
  - Parking
  - Traffic
  - Flood Mitigation
  - What is the cost of the pier extensions
  - What is the impact on ODBC negotiations
- Concern that the Plan doesn't sufficiently address
  - Restaurant Building (eliminated)
  - Food Court
  - Dandy
  - Art League and other institutions
  - History
  - Expanded parks and open space

Planning Commission Public Hearing – 4/5/2011

- February 2011 Draft Waterfront Small Area Plan
- Summary Testimony from Organizations
- Copies of available resolutions/letters from organizations can be provided to WPWG if desired

Judy Noritake, representing the **Park and Recreation Commission**, spoke in support of the Plan, describing it as a park plan that integrates art, history and commerce. She stressed the fact that the Commission is geographically representative of the entire City, and spoke to the importance of park maintenance and a profitable marina.

Andrew MacDonald, 217 N. Columbus Street, **CAAWP**, spoke in opposition as a private citizen. He thought there should be options such as more parkland instead of hotels and economic models for the options. He criticized the process as not involving residents. As a member of **HARC**, he submitted a letter from that Commission stating support of the art and history components of the Plan.

Nathan Macek, Chair, **Waterfront Committee**, spoke in support of the Plan as necessary to guide redevelopment and City investments, and providing a balance between economic development and parks. He added several recommendations related to parking, balance of uses, density controls, the Waterfront Park building and funding for Windmill Hill Park.

John Gosling, President, **Old Town Civic Association**, spoke in opposition, citing a recent OTCA poll reflecting the need to reduce density and to include more open space, a stronger commitment to civic/cultural uses, limits on commercial uses including hotel rooms, the elimination of the Waterfront Park building and a demonstration that the Plan is revenue neutral.

Andrew Palmieri, Chairman-elect, **Chamber of Commerce**, urged the Planning Commission to approve the Plan and recommend adoption by the City Council , citing a long public participation process, the fact that the Plan is consistent with the City's Economic Sustainability Plan, and that development in the Plan is needed to make it economically sustainable.

Tina Leone, President and CEO, **Chamber of Commerce**, spoke in support. She explained that the Chamber, representing 900 businesses with half of those businesses resident-owned, considers the waterfront as an asset for the entire City and that hotels are good uses because they have lower impacts and higher revenues than alternative uses.

Charlotte Hall, representing the **Alexandria Convention and Visitors Association (ACVA)**, spoke in support of the Plan. She stated it is consistent with the City's Economic Sustainability Plan and the Council's Strategic Plan, and it would create a world class waterfront. She added that as Vice President of the Potomac Riverboat Company she supports an expanded commercial marina, indicating that PRC now docks three boats at National Harbor because the City's current marina lacks space.

Jody Manor, owner of Bittersweet restaurant and **ACVA board** member, spoke in support, citing the extensive public participation and the enhancement of public access and public open space.

He stated that the waterfront today does not serve as the cultural, public or economic asset it should be. He indicated that ACVA urges support of the Plan in its entirety so that the waterfront can achieve its potential as a recreational resource and economic tool.

John Renner, business owner and **Chair of the Public Affairs Committee** of the **ACVA**, spoke in support of the Plan generally and of the concept of hotel use and tourism specifically. He stated that hotels promote public access to the water, generate 6 times the revenue that residential uses do, and cited the investment of $400 million by hotels recently in Alexandria.

James McCall, Chair of the History Plan Committee of the **Alexandria Archeological Commission,** expressed AAC's support of the history component of the Plan, and suggested a series of specific additions and changes to the text.

Miles Holtzman, President**, Old Dominion Boat Club**, asked to preserve the right to speak at the May Planning Commission meeting and stated that the City and ODBC were currently in discussion regarding possible options for the foot of King Street.

Lauren Garcia, Vice Chair, **Alexandria Economic Development Partnership (AEDP),** indicated the AEDP Board supports and urges adoption of the Plan, stating that the Plan includes unique open space and other improvements that will benefit a variety of stakeholders and will draw investment to help pay for the improvements.

Boyd Walker, Chair, **Alexandria Preservation Alliance**, spoke in opposition, citing a petition that is being circulated against the Plan. He expressed concern relative adding hotels; he indicated history should be the basis of the Plan and that currently the history and art plans have not been integrated. He further expressed concern about the lack of an economic study to address alternative models.

Matthew Harwood, Co-Chair, **Public Arts Committee of the Alexandria Commission for the Arts,** spoke in support of the Plan's incorporation of public art in a meaningful way that expresses Alexandria's unique cultural, history and art, but also expressed concern for finding a permanent home for the Art League and asked that project costs be revised to include the first phase of the art walk and history plan.

Val Hawkins, President and CEO, **AEDP**, spoke in support. He has been a resident of Alexandria for 37 years and noted the monumental work that went into this Plan by staff, citizens and the various involved stakeholders. Stated the AEDP adopted a resolution in support of the Plan stating its consistency with the City's Strategic Plan and Economic Sustainability Plan.

Julie Van Fleet, 26 Wolfe Street, also recommended an alternative from the **Watefront Alliance** that does not includes hotels, but does include flood control and uses the Robinson Terminal South location for a maritime museum, the Seaport Foundation, an art museum and the Archeological Museum. She suggested thinking outside the box on the Cummings and Robinson Terminal North sites.