“May this important work succeed and prosper – may it more than realize our warmest hopes – and may it restore and perpetuate the trade and prosperity of Alexandria.” - Alexandria Gazette, December 4, 1843
Presentation highlights: what’s new?

- The Waterfront History Plan and the Waterfront Public Art Proposal
- Public spaces – King Street and the Strand
- Redevelopment concepts and principles
- Parking
- Costs and revenues
- Phasing, permitting and approvals
The Waterfront History Plan

A waterfront for today’s Alexandria, grounded by our heritage

- Working Seaport
- Gateway
- Witness to War
- Foundations
- Origins
- Transformations
- Ambitions

Gateway South | The Strand | Torpedo Factory | Founders Park | Oronoco Bay | Gateway North

- Working Seaport
- King Street & Union St - Gateway
- Martha & Queen St - Witness to War
- - Foundations -
- West’s Point - Origins -
- Oronoco Bay Park - Transformations
- Rivertide and Canal - Ambitions
The Waterfront Public Art Proposal

Public art, inspired by the confluence of art, culture, history and nature
King Street and the Strand
Public spaces: King Street and the Strand
Fitzgerald Square

Market Square
Fitzgerald Square
Fitzgerald Square
Waterfront Park area
Waterfront Park area

Today: public space = 66,534 sf

Proposed: public space = 78,550 sf
An active edge for Waterfront Park
An active edge for Waterfront Park
An active edge for Waterfront Park
The Beachcomber
Public spaces: the Strand
Public spaces: the Strand
Evoking the historic shoreline
Guiding redevelopment

Robinson Terminal North

Robinson Terminal South

Cummings and Turner Properties

Cummings Warehouse

Robinson Terminal North
Redevelopment principles

• Follow historic development pattern and evoke history in the architecture
• Emphasize neighborhood compatibility in design, land uses, and parking
• Maintain current foot height limit; parking on-site.
• New development must contribute to public benefits (parks, piers, walkways, restoration of historic buildings, etc).
• Along the water and facing parks: encourage uses that welcome the public.
Redevelopment principles
Redevelopment principles
Redevelopment principles

Neighborhood character and compatibility
Redevelopment principles
Redevelopment principles

Warehouse
10 Prince Street
Reconstructed after 1897 fire

Fowle Warehouse
204 South Union St.
First floor--1852
Upper floors- 1890s

Wattles Corn Mill
206 S. Union St.
1843, modified 1912
Former design for harbor and marina area
Current design for harbor and marina area
• The land adjacent to the water is for people, not cars.
• Do not build public parking; use existing spaces more effectively.
• Protect nearby neighborhoods from excessive parking impacts from Waterfront visitors.
• Consider resident-only parking district.
• Direct traffic quickly to garages and away from the foot of King Street.

Adequate parking through the life of the plan
Adequate parking through the life of the plan

- Move some uses closer to existing parking.
- Parking for certain waterfront uses – cultural, retail and restaurant locations – should be nearby.
- New hotel, office and residential uses should provide parking on-site.
- Track, report and manage:
  - Regularly measure supply, demand, and neighborhood impacts.
  - Increase capacity through valet, private garages well in advance of space shortages.
  - Use rates, signage, and other tools to manage parking.
Adequate parking through the life of the plan

Valet parking: a range of options

- Garage attendant
- Single location private valet
- Coordinated/comprehensive valet program
- Circulator or shuttle-served parking
Adequate parking through the life of the plan

Sources of new parking demand

- Civic building
- New uses in historic warehouses
- Strand restaurant and Beachcomber
- Additional outdoor dining seats near Food Court
- Expanded marina (net increase)
- New commercial boating operations
- Spaces to be lost to redevelopment

Total off-site demand: 368-561 spaces
Adequate parking through the life of the plan

Parking spaces today: 2,693
Parking spaces used today: 1,972
Parking spaces available today: 721

Added parking demand: 390
Surface parking spaces reduced: 171
Needed for the future: 561

Public garage valet: 633
Private garage spaces: 460
Private garage spaces (with valet): 337
Additional spaces: 1,430
Adequate parking through the life of the plan

Directing visitors to parking garages effectively
Phased implementation: costs

- Flood mitigation: $8-10 million
- Bulkhead and esplanade: $4-6 million
- Piers and harbor area: $5-7 million
- Strand parks: Fitzgerald, Waterfront, Point Lumley: $9-11 million
- Founders, Oronoco, and Rivergate Parks: $4-5 million
- Other (Food Court area, etc): $1-2 million
- Total: $32-42 million
Phased implementation: revenues

- Contributions from development approval conditions
- Increase in property tax base
- Additional meals tax
- Additional sales tax
- Additional lodging tax
- Federal grants
- Other:
  - Increased sales per visitor
  - Increased sales on King Street
  - Ground rent: Beachcomber, new Strand building
  - Other taxes and fees
Phased implementation: early activities

- Actively track-report-manage parking
- Complete Strand land acquisition
- Repair failing bulkheads
- Beachcomber
- Continue ODBC negotiations, discussions with DC and permitting agencies
- Complete engineering and permitting phasing plan
- Begin engineering work to convert Dandy parking lot to park.
Waterfront
Waterfront north of Founders Park
View of Oronoco Bay Park
View of Oronoco Bay Park
Views from the foot of Montgomery Street