

# Alexandria Waterfront Plan

*“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

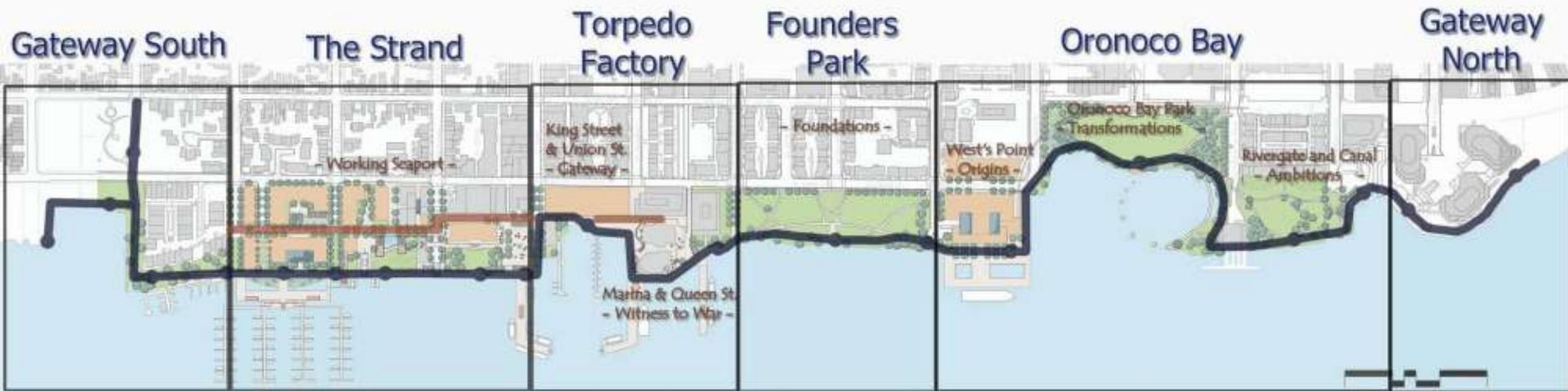
Witness to War

Foundations

Origins

Transformations

Ambitions



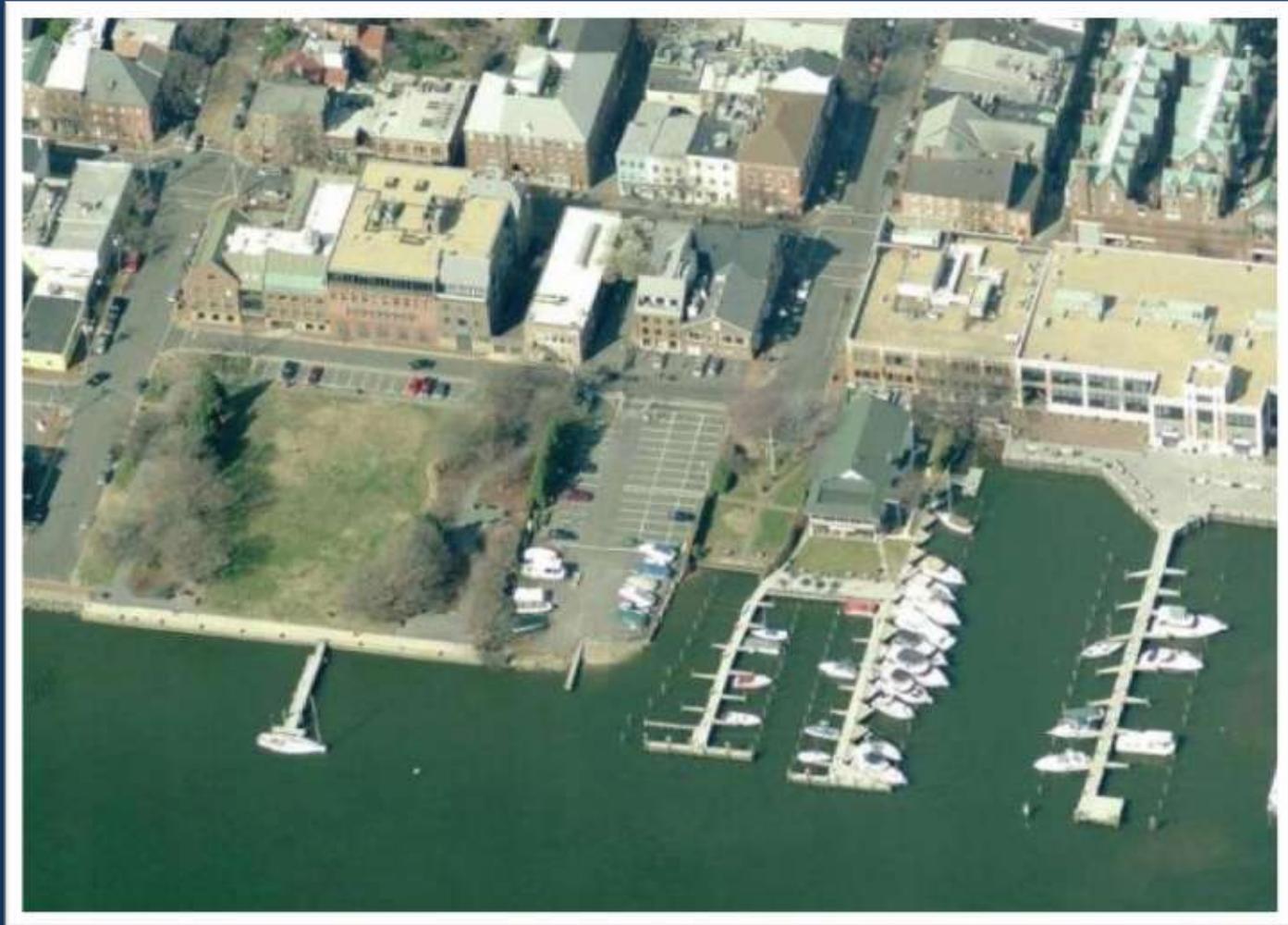
# The Waterfront Public Art Proposal



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



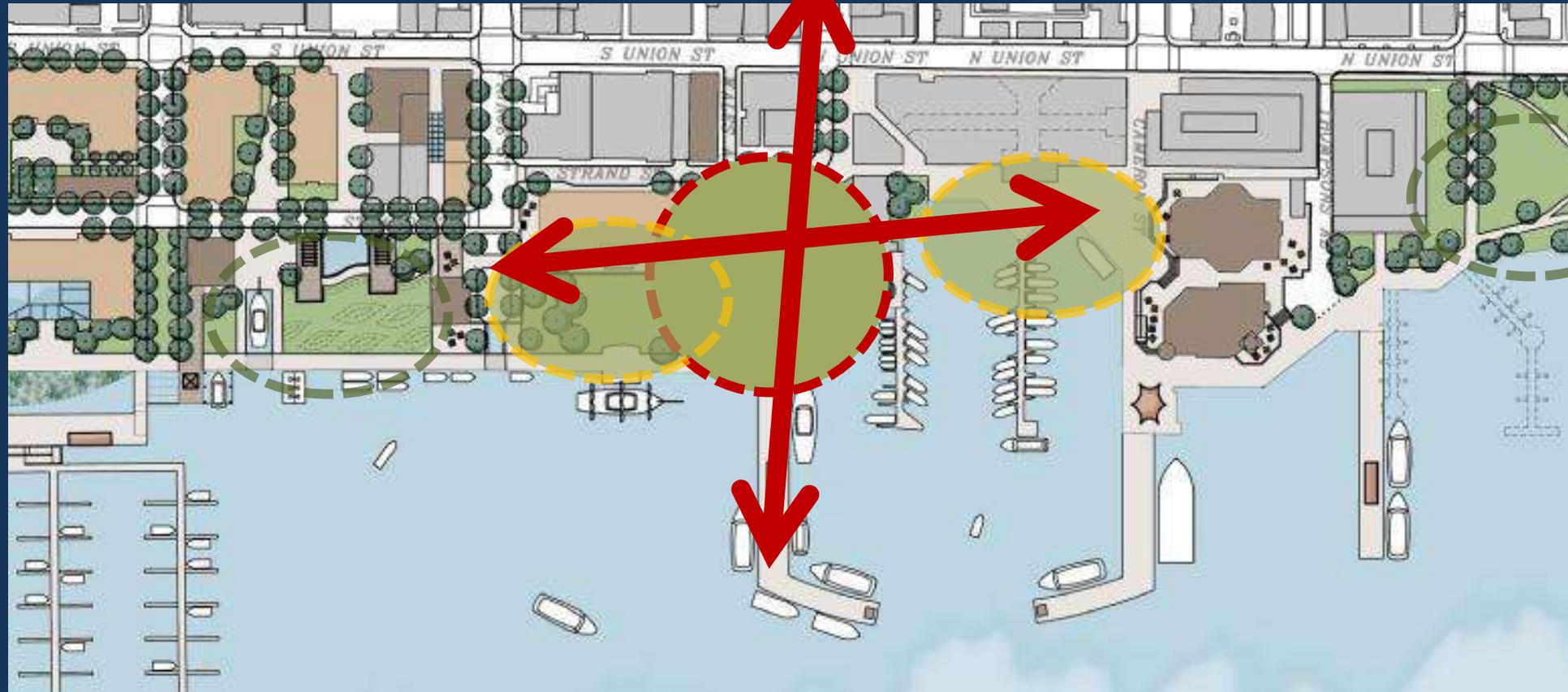
# Fitzgerald Square



# Fitzgerald Square



# Fitzgerald Square



# Waterfront Park area



1/20/2011

Water

# Waterfront Park area



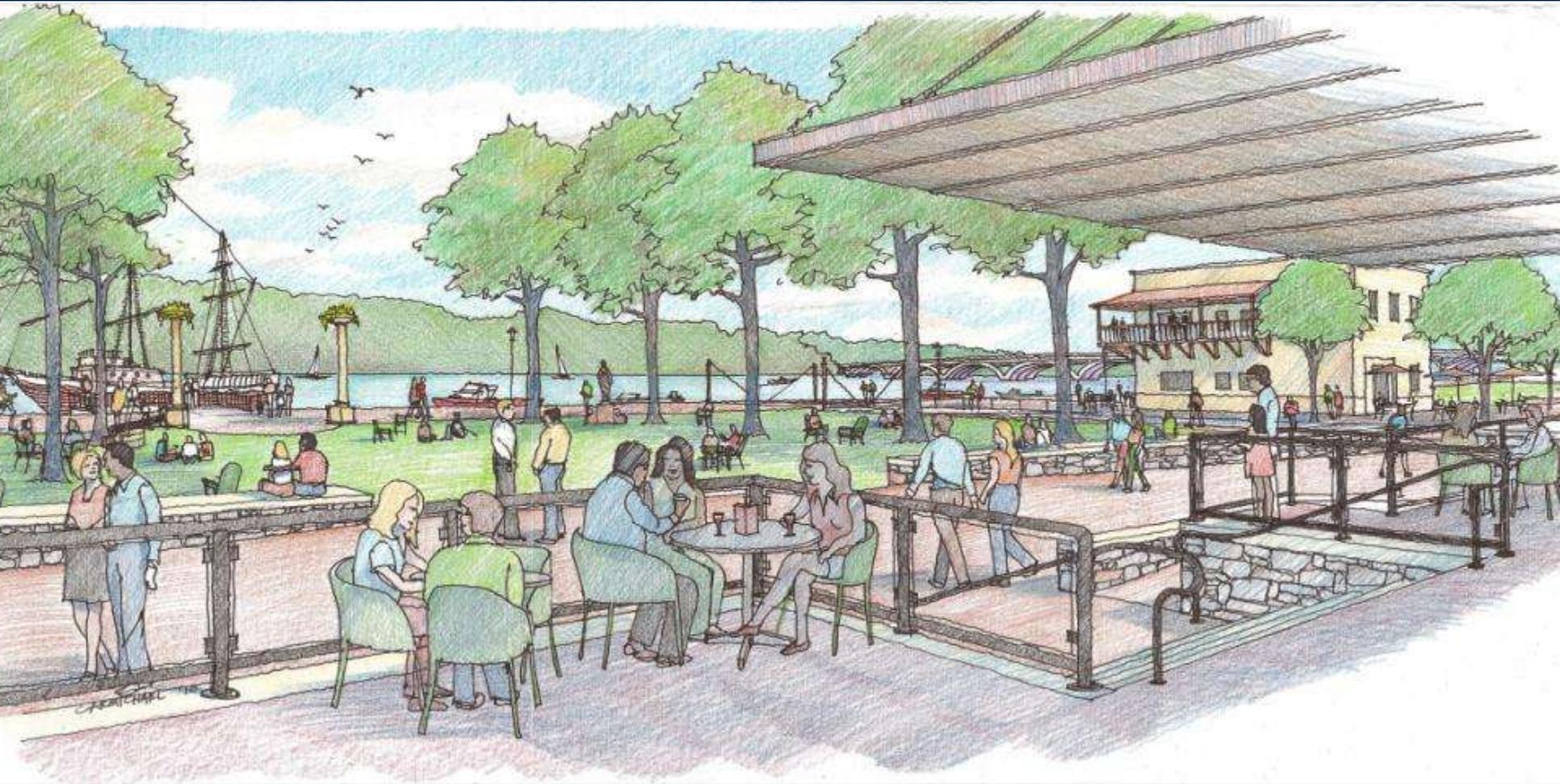
# An active edge for Waterfront Park



# An active edge for Waterfront Park



# An active edge for Waterfront Park



# The Beachcomber



# Public spaces: the Strand



# Public spaces: the Strand



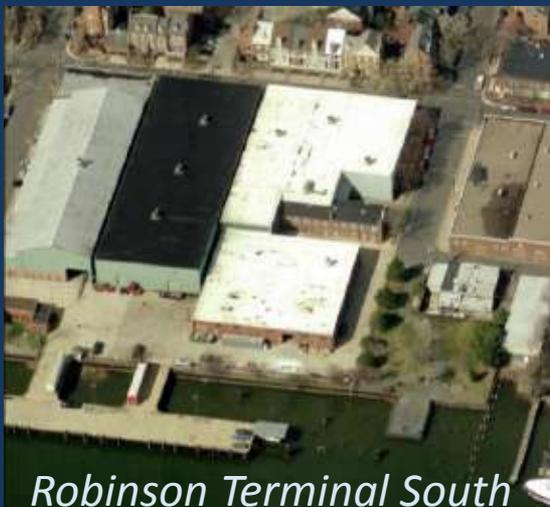
# Evoking the historic shoreline



# Guiding redevelopment



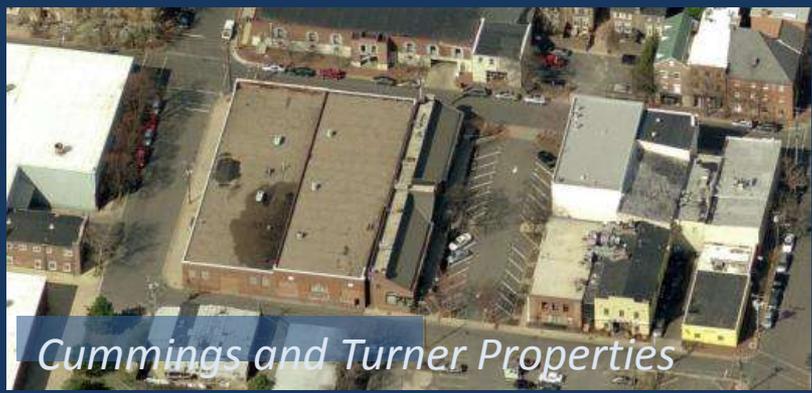
*Robinson Terminal North*



*Robinson Terminal South*



*Cummings Warehouse*



*Cummings and Turner Properties*



*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

# Harbor and Marina





# Adequate parking through the life of the plan

- **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

- **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**

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**Added parking demand: 390**

**Surface parking spaces reduced: 171**

**Needed for the future: 561**

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**Public garage valet: 633**

**Private garage spaces: 460**

**Private garage spaces (with valet): 337**

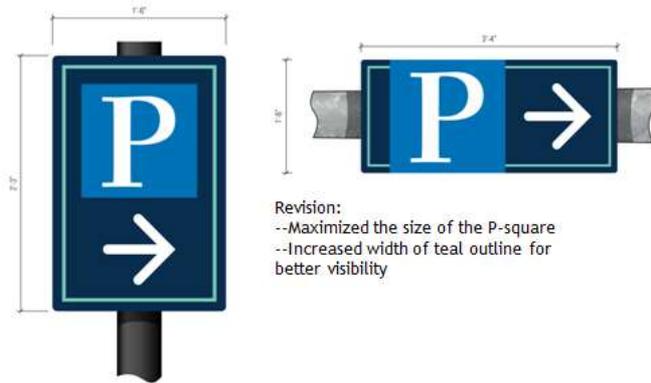
**Additional spaces: 1,430**

# Adequate parking through the life of the plan

Directing visitors to parking garages effectively



Parking trailblazer: revisions



# 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





# View of Oronoco Bay Park



# View of Oronoco Bay Park



# Views from the foot of Montgomery Street

