Presentation to the
Alexandria Planning Commission
Worksession
February 1, 2011

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

Alexandria Waterfront Plan

- Completes the final chapter of the Waterfront's transformation
- At the heart of the Waterfront, a new gateway to the City
- Creates a Strand that is lively, fun and uniquely Alexandrian
- Provides more and better public spaces of all kinds
- **Guides redevelopment to achieve Plan goals**
- **Resolves the parking problem**
- Weaves art and history into every aspect of the Waterfront
- Improves environmental conditions
- **Is practical, cost-conscious, and pays for itself**

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Resolving the Parking Problem

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The Waterfront Plan's Parking Principles

- The land adjacent to the water is for people, not cars.
- Do not build public parking; maximize use of existing spaces.
- Protect nearby neighborhoods from excessive parking impacts from Waterfront visitors.
- Direct traffic to garages and away from the foot of King Street.

The Waterfront Plan's Parking Principles

- 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.

Resolving the parking problem

Sources of new parking demand

- Civic building
- New uses in historic warehouses
- Waterfront Park building 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

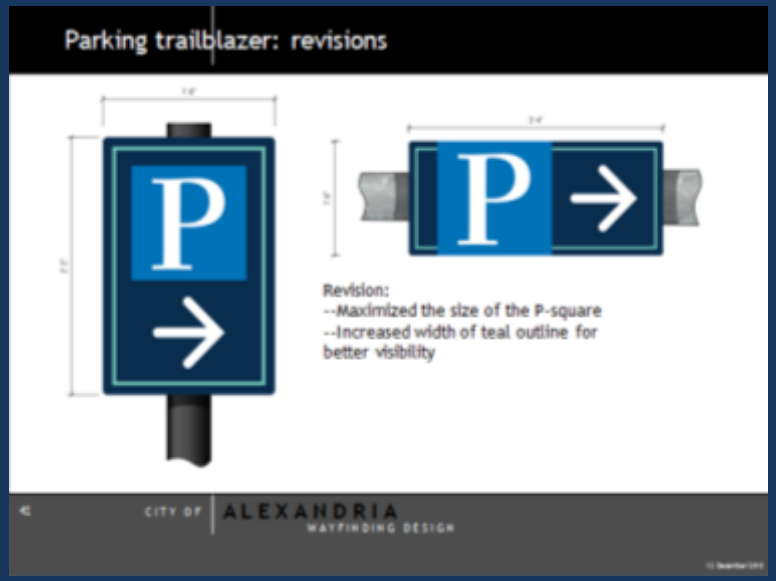
Private garage spaces: 460

Private garage spaces (with valet): 337

Additional spaces: 1,430

Resolving the parking problem

Directing visitors to parking garages effectively



Resolving the parking problem

- Parking Implementation Plan
  - Public garage capacity
  - Private development and growth in demand
  - Valet parking
  - Protect residential parking areas

Paying for It

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Paying for it: summary

- Costs
  - Flood mitigation: $8-10 million
  - Everything else: $23-32 million
  - Total: $31-42 million
- Net Tax Revenues
  - At buildout: $4.7 million per year
- Phased development over life of the Plan
  - Cumulative net tax revenues of $45 million in 15 years

Paying for it: capital costs

- Flood mitigation: $8-10 million
- Other improvements: $23-32 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

Phased implementation: revenues

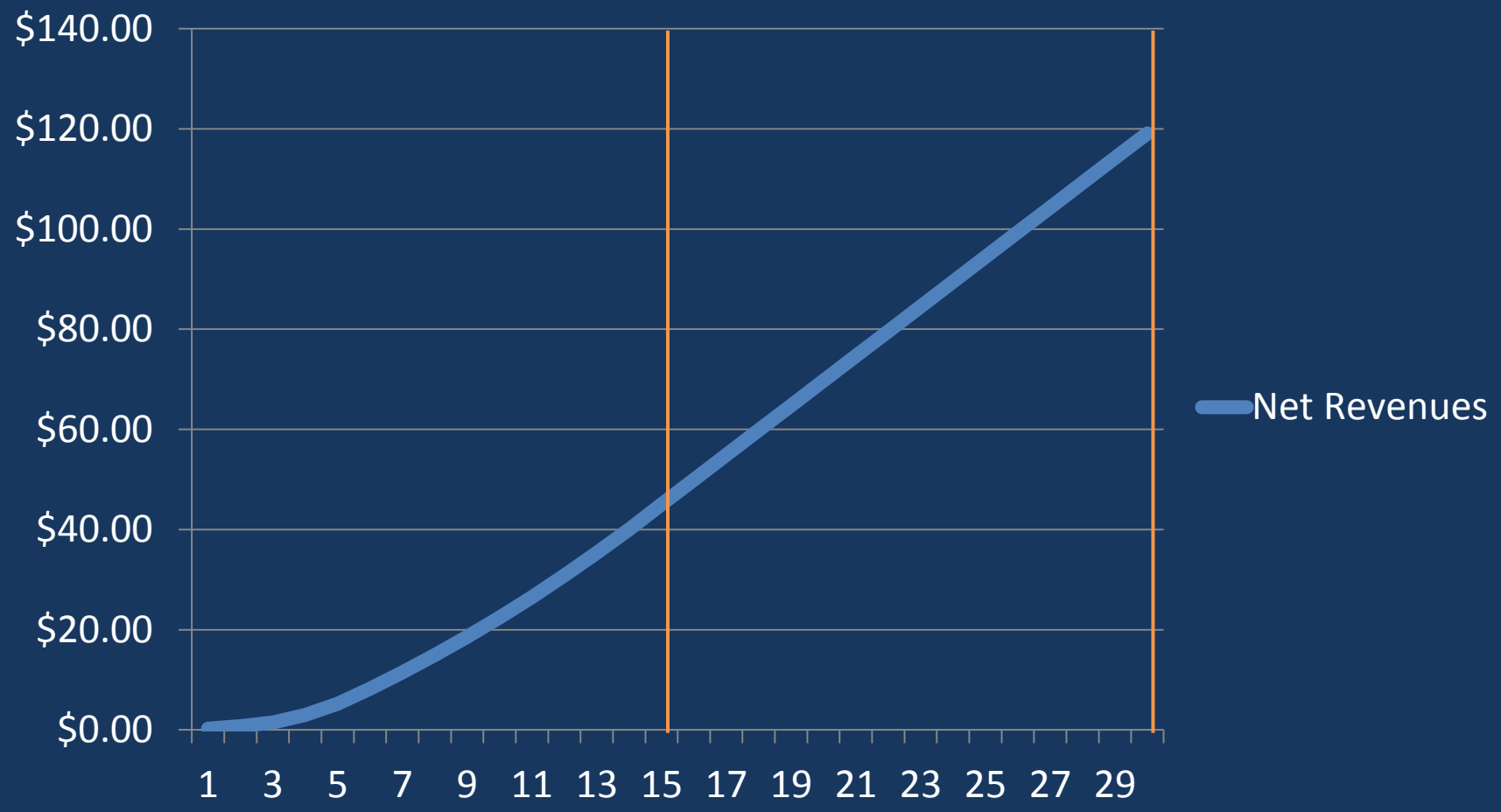
- $4.7 million per year / $45 million in 15 years / $120 million in 30 years
  - Increase in property tax base due to redevelopment
  - Additional meals tax from new restaurants
  - Additional sales tax from new restaurants, hotels
  - Additional lodging tax from new hotels

- Using a phased redevelopment scenario
  - Early: Beachcomber, 1 small hotel on Cummings/Turner block
  - Middle: Waterfront Park building, redevelopment of balance of Cummings/Turner block, Robinson Terminal North
  - Longer term: Robinson Terminal South

Phased implementation: revenues

- Not included:
  - Developer contributions
  - Federal grants
  - Increased sales per visitor
  - Increased sales on King Street
  - Ground rent : Beachcomber, Waterfront Park building
  - Additional commercial boat revenues
  - Other taxes and fees

Phased implementation: revenues and cost



Phased implementation: early activities

- Parking implementation
- 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.

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Guiding Redevelopment to Achieve Plan Objectives

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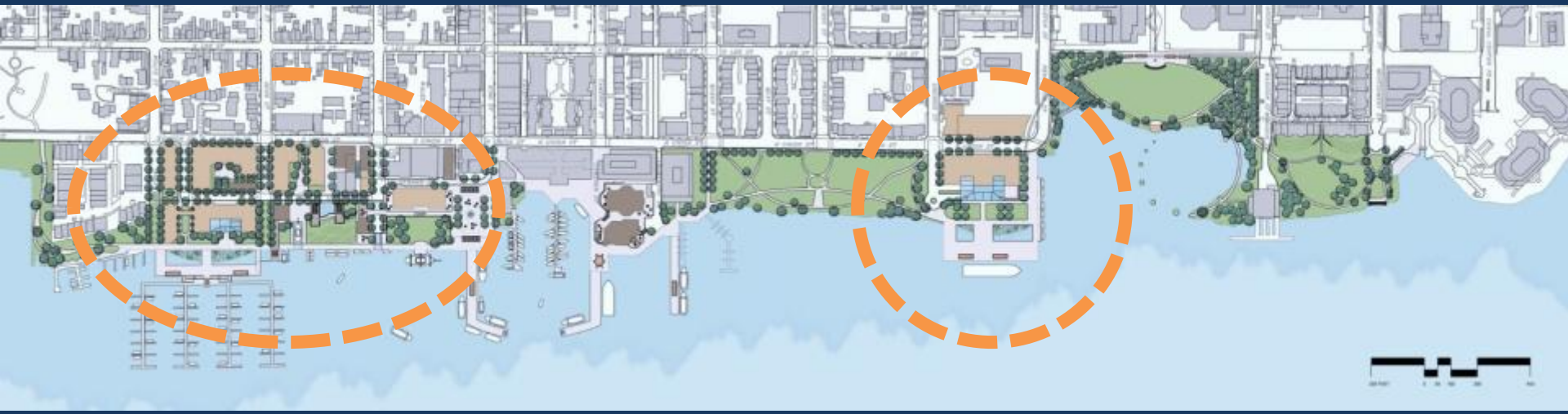
Guiding Redevelopment to Achieve Plan Goals

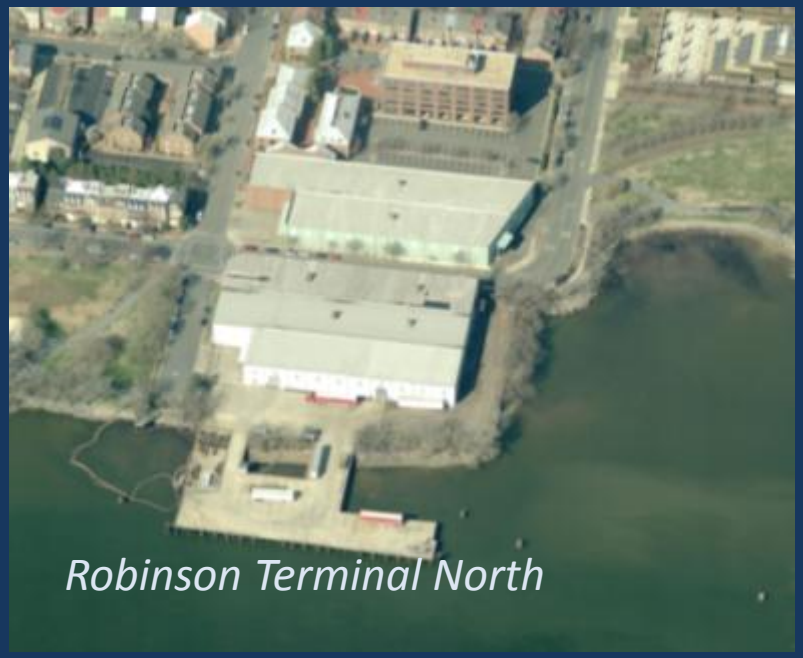
1. Authentic
2. Welcoming and accessible
3. Historic
4. Compatible
5. Feasible/successful
6. Contributing
7. Appealing

Guiding Redevelopment to Achieve Plan Goals



- Robinson Terminal North
- Robinson Terminal South
- The Cummings/Turner Block
- Waterfront Park

Robinson Terminal South


Robinson Terminal North

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Cummings and Turner Properties

Waterfront Park

Guiding Redevelopment to Achieve Plan Goals

- 1983 Settlement Agreements
  - Robinson Terminal North and South
- W-1 Zone
  - All redevelopment sites
- Potomac River Height district:
  - Robinson Terminal South
  - Cummings/Turner
- Old and Historic District
  - Robinson Terminal South
  - Cummings/Turner

Guiding Redevelopment to Achieve Plan Goals

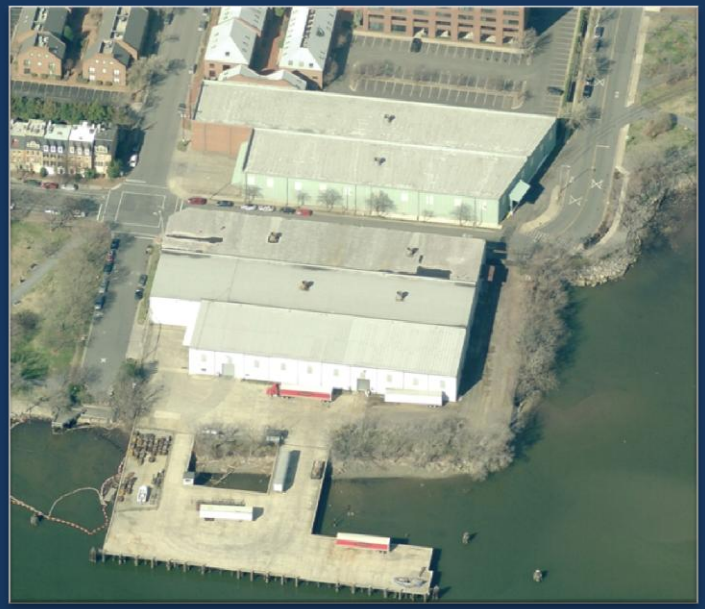
- W-1 Zone
  - Permitted uses: residential (SF/MF), office, public building, park…
  - Special uses: Restaurants, retail, rooming house/tourist home, freight terminal, health club, home for the elderly, auditorium…
  - Without SUP: 0.75 for commercial, 1.0 for residential (+0.25 retail)
  - With SUP: up to 2.0 (at least 50% residential)
  - Max height: 55 feet.

Guiding Redevelopment to Achieve Plan Goals

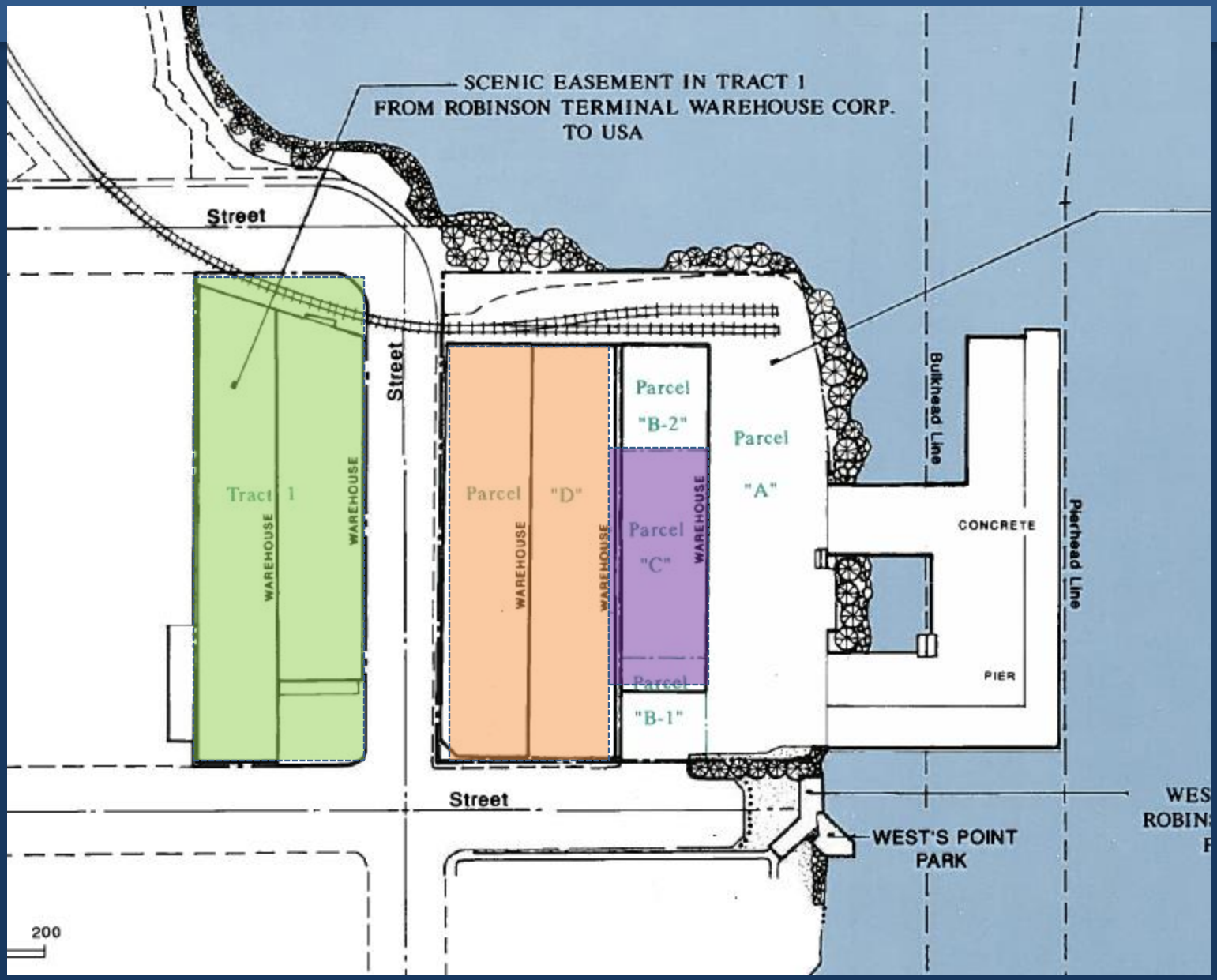
Why hotels?

- You don't have to live there or work there to be welcome
- Active ground floor uses, especially restaurants
- Positive interaction with public spaces and waterfront
- Nearby activity is *desired*, not a *nuisance*
- Traffic generation is low, off-peak
- Parking requirement is low
- Revenue generation potential is high
- Unique locations in a strong market

Robinson Terminal North



Robinson Terminal North: Settlement Agreement



Robinson Terminal North

Design Goals:

- Create pedestrian-friendly access by extending Pendleton St. as a pedestrian connection to an improved public pier.
- Maintain compatible scale to existing fabric across North Union St.
- Provide extensive public amenities and free access to and along the water's edge
- Maximize water views from buildings, streets and rooftop open spaces
- Step down the bulk and scale of the buildings from Union St. toward the water through innovative architectural massing and height limitations.
- Encourage modern design while maintaining aesthetic compatibility with nearby residential neighborhoods.

Features:

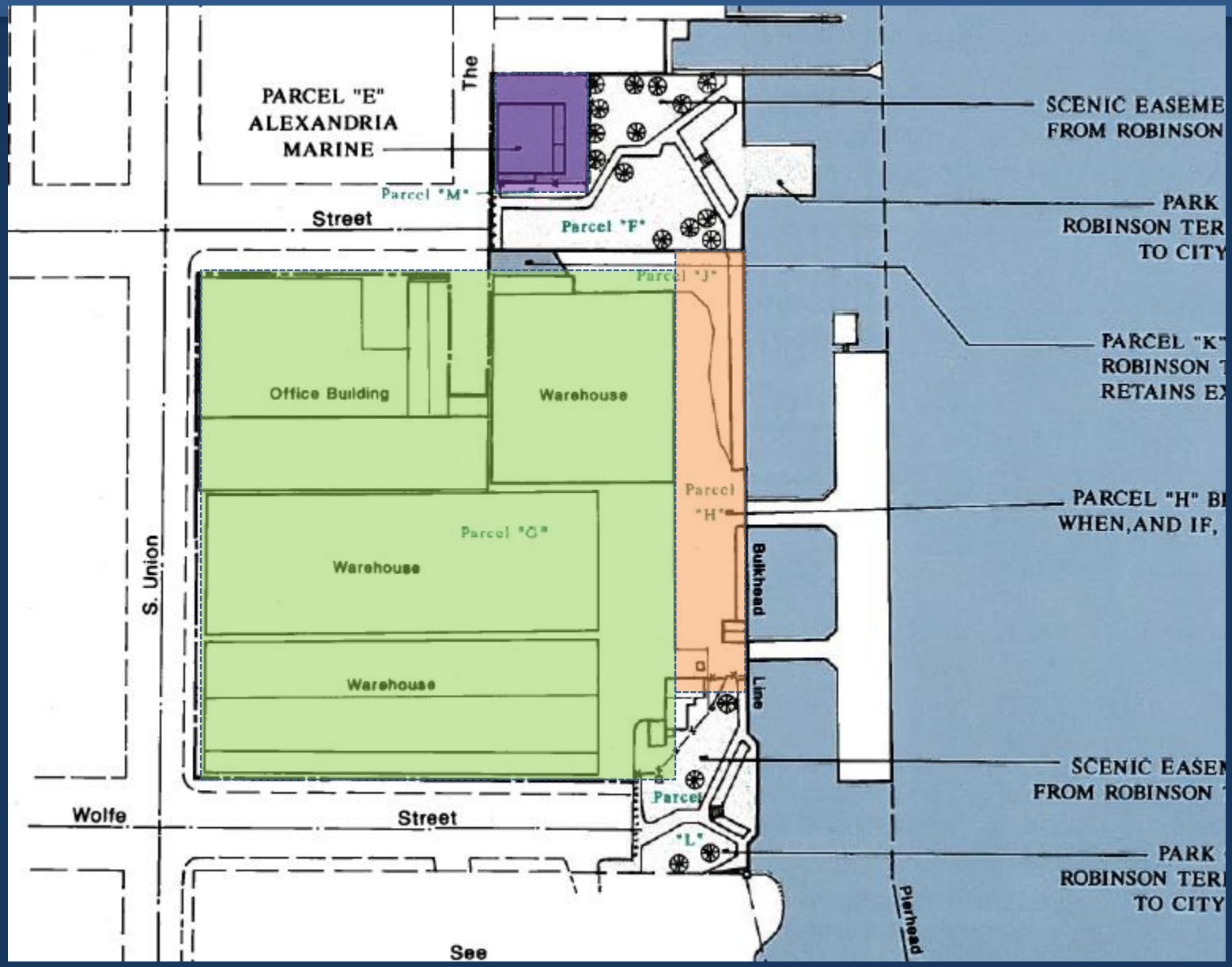
- Pay specific homage to historic West Point through public space design and interpretive features
- New public open space developed on an improved pier
- All new buildings to self-park with one level of parking below-grade
- Improve the streetscape and pedestrian experience along N. Union Street with wide sidewalks and perhaps to include special street paving

Robinson Terminal North: Summary

- Plan text, amended W-1 zone, settlement agreement
  - SUP required
  - Permit hotels as a land use
  - Restrict residential to west side
  - Permit heights of 66 feet on west side
  - Comply with design guidelines in Plan
- Potential development
  - 1983 Settlement Agreement: 238,816 sf
  - 1992 W-1 Zone: 174,520 sf
  - Plan recommendation: 238,816 sf

Robinson Terminal South

Robinson Terminal South: Settlement Agreement



Robinson Terminal South

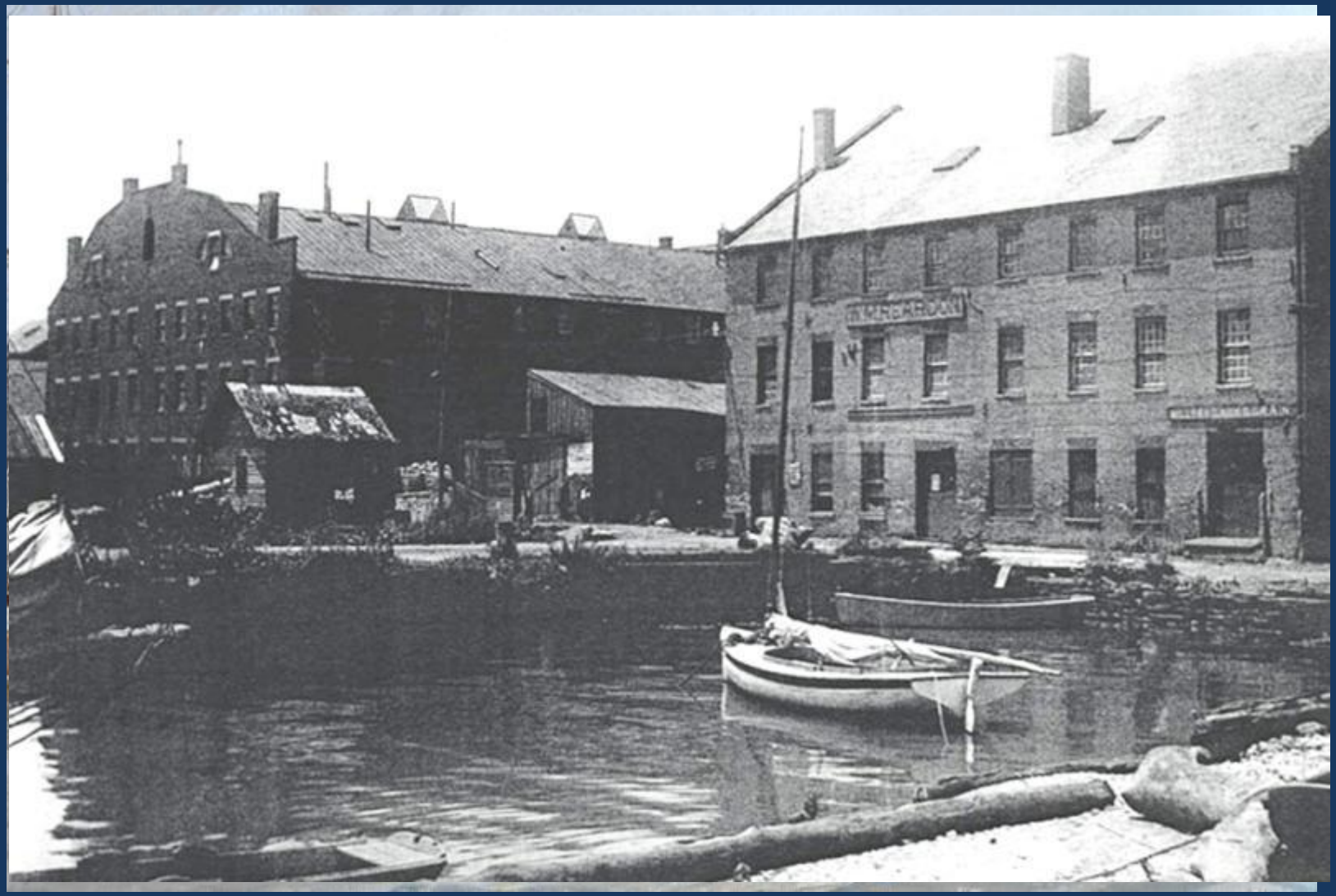
Design Goals:

- Create pedestrian-friendly access by extension of Strand and new street(s)/alleys
- Maintain compatible scale to existing fabric across South Union and Wolfe Streets
- Provide extensive public amenities and free access to the water's edge
- Preserve and adaptively reuse historic building on site with public access
- Maximize water views from buildings, streets and rooftop open spaces
- Encourage co-development of hotel and new, consolidated pleasure boat marina

Features:

- Pay specific homage to historic Point Lumley through public space design and interpretive features
- Reflect historic E-W orientation pattern of buildings, alleys and wharves
- Buildings reflect 19th-Century warehouse mass, scale and fenestration
- New public open space developed at street ends of Duke and Wolfe Streets
- Pedestrian-only connection at Strand / Wolfe intersection to buffer Harborside
- All new buildings to self-park with one level of parking below-grade

Robinson Terminal South: Goals



Robinson Terminal South: Summary

- Plan text, amended W-1 zone, settlement agreement
  - SUP required
  - Permit hotels as a land use
  - Restrict residential to west side
  - Retain 50 foot height limit
  - Comply with design guidelines in Plan
- Potential development
  - 1983 Settlement Agreement: 380,528 sf
  - 1992 W-1 Zone: 280,832 sf
  - Plan recommendation: 380,528 sf

Cummings/Turner Block

Cummings/Turner Block

Design Goals:

- Create pedestrian-friendly access by opening alleys from Union St. to Strand St.
- Maintain compatible scale to existing fabric across South Union and Wolfe Streets
- Provide public amenities and free access to and along the water's edge
- Preserve and adaptively reuse historic building on site with public access
- Maximize water views from buildings, streets and rooftop open spaces
- Encourage co-development of hotel and redevelopment of existing warehouses and buildings on the northern portion of the block

Features:

- Reflect historic East-West orientation pattern of buildings, alleys and wharves
- Buildings reflect 19th-Century warehouse mass, scale and fenestration
- New public open space developed within alleys between Union and Strand
- All new buildings to self-park with one level of parking below-grade

Cummings/Turner Block: Goals

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

Cummings/Turner Block: Summary

- Plan text, amended W-1 zone
  - SUP required
  - Permit hotels as a land use; no residential
  - Retain 50 foot height limit
  - Comply with design guidelines in Plan

Cummings

- 1992 W-1 Zone: 72,324 sf
- Plan recommendation: 106,203 sf

Turner

- 1992 W-1 Zone: 52,304 sf
- Plan recommendation: 68,307 sf

Waterfront Park Building

Waterfront Park Building

Design Goals:

- Create an active edge which bridges the gap between the foot of King St. and the Strand, south of Prince St.
- Make wise use of an impervious footprint along a park frontage.
- Allow for creation of a large public plaza at the foot of King Street
- Mirror the historic warehouses and rooflines consistent with historic Alexandrian architecture

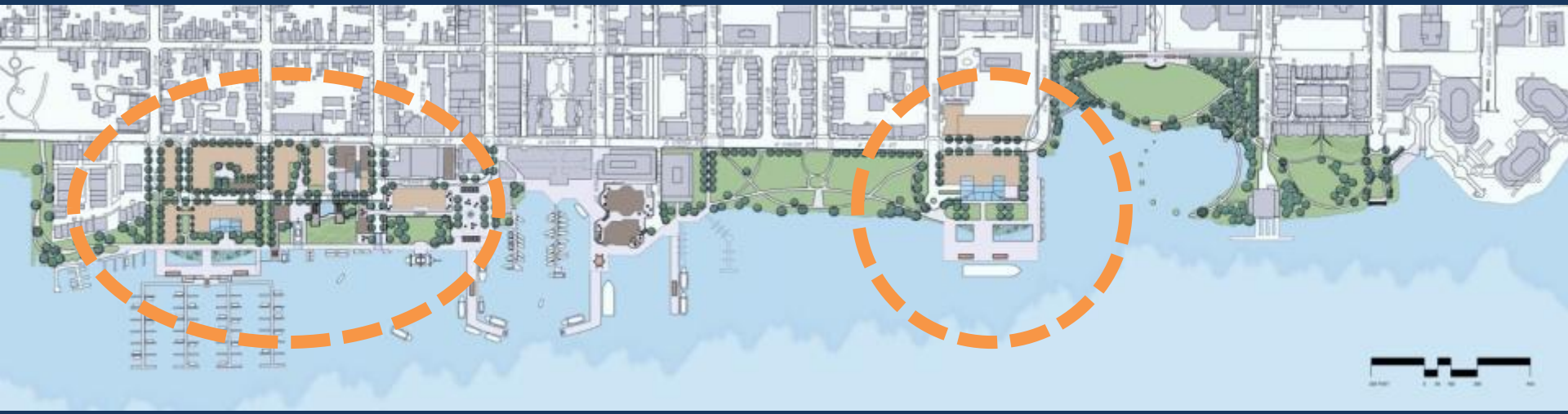
Features:

- Multiple options for design, including one large building or two smaller buildings
- Outdoor seating as a critical component
- Integrated nuisance flood mitigation

Waterfront Park Building: Summary

- Revise settlement agreement to permit uses
- Comply with design guidelines in Plan
- Building(s) shown approximately 33,000 square feet
- Potential private development w/air rights lease (similar to Chart House)

Guiding Redevelopment to Achieve Plan Goals



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