



City of Alexandria Waterfront Master Plan



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Faroll Hamer / Director of Planning & Zoning



Alan Harwood / EDAW| AECOM

Peter Elkan / Moffat & Nichol

Tom Moriarty / ERA| AECOM

Uwe Brandes / Urban Land Institute

Jacinta McCann / EDAW| AECOM



Doug Sarno / The Perspectives Group

place making

waterfronts



Lessons learned in making great waterfronts

/ An introduction

applications

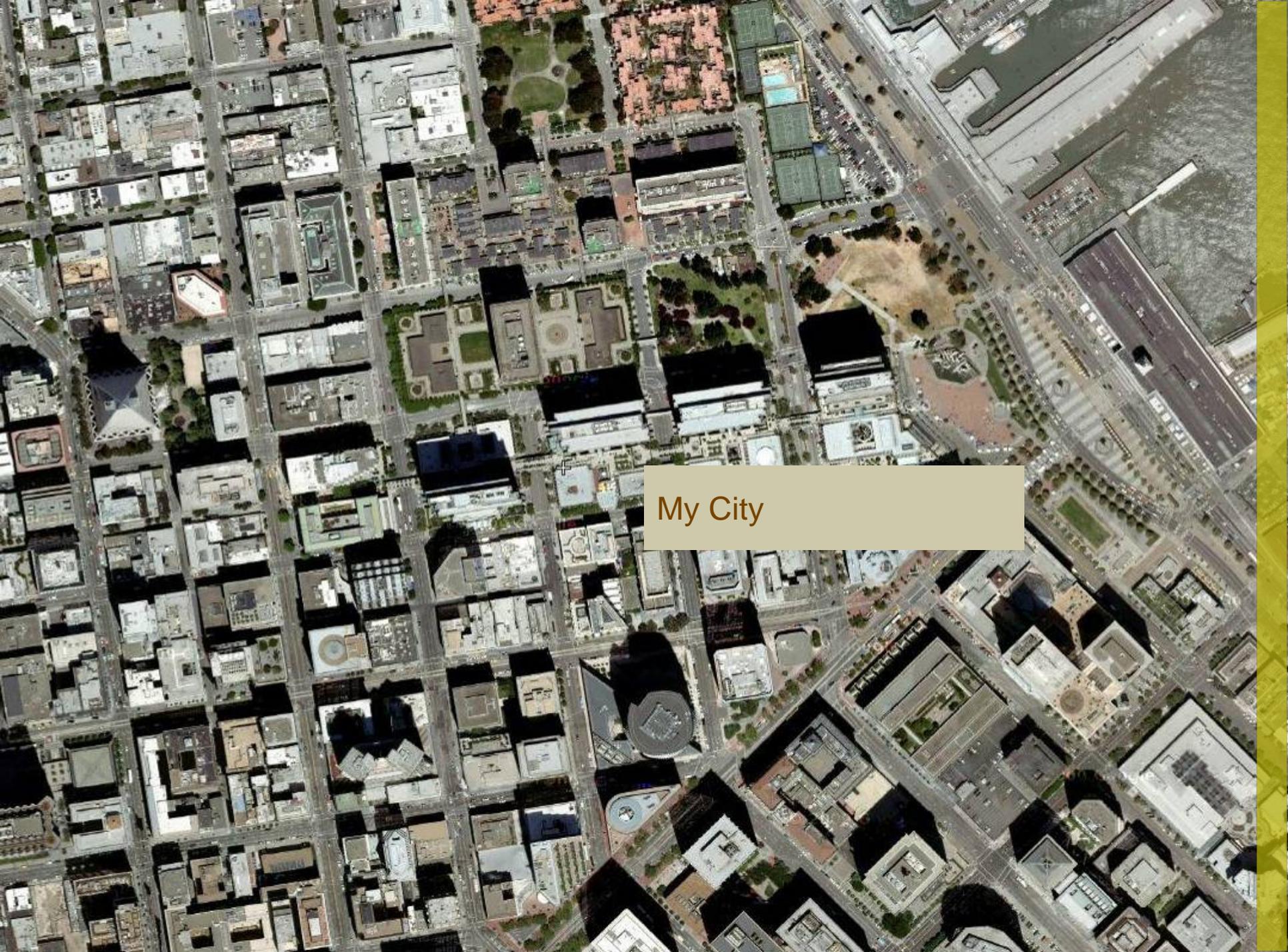
/ 10 case principles

/ 10 case studies

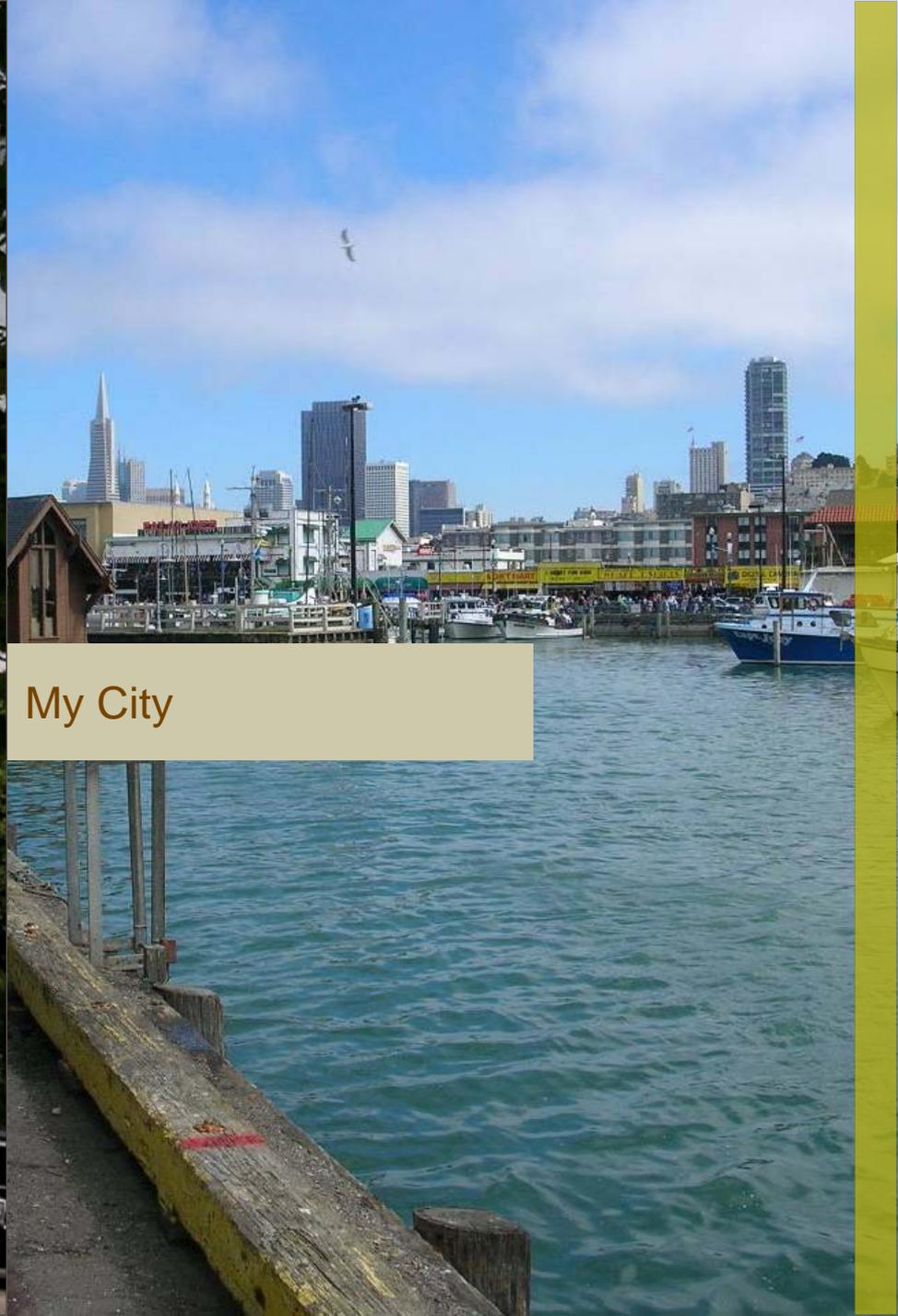


Land + Water Community





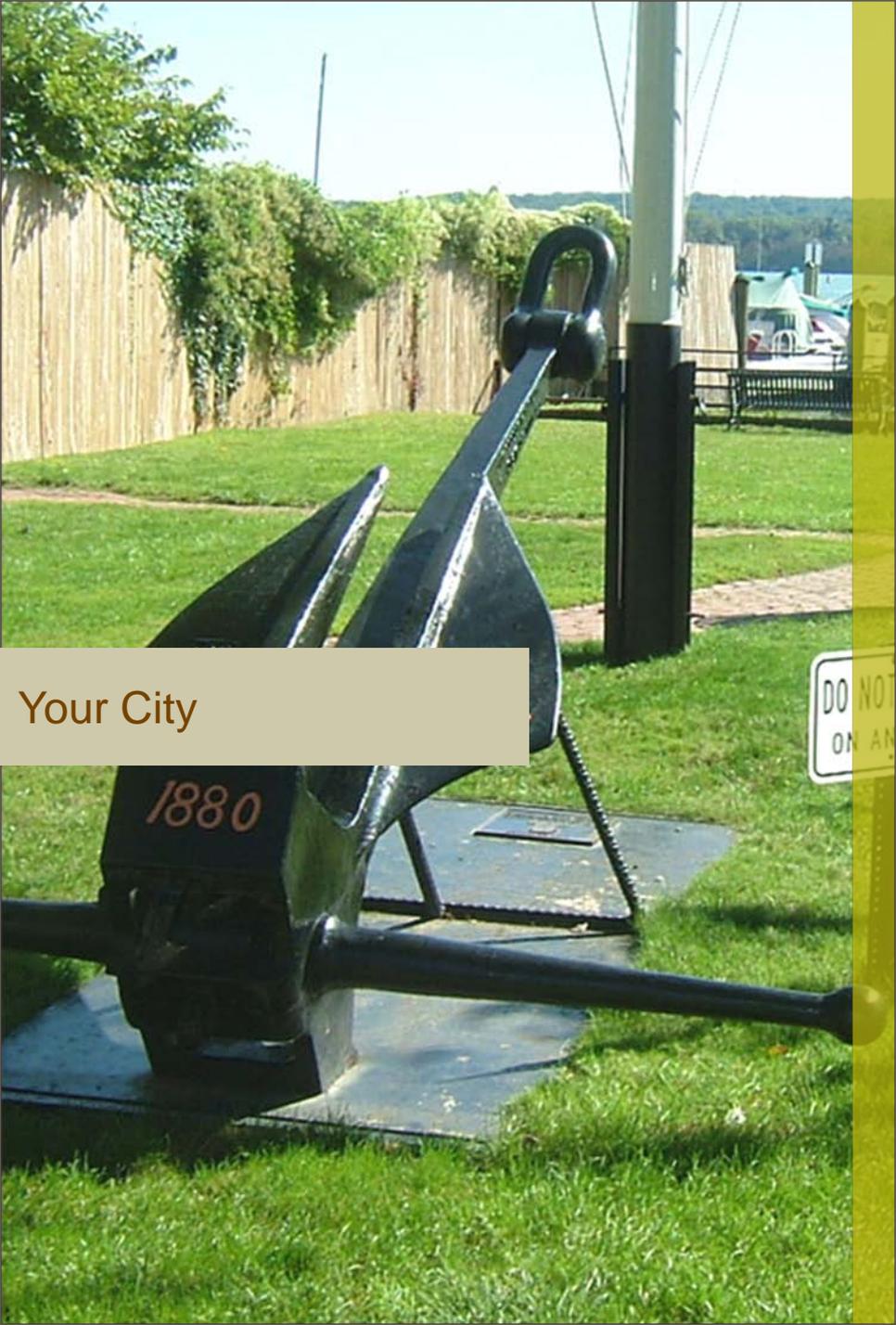
My City



My City



ALEXANDRIA SCHOOLS
ROWING FACILITY



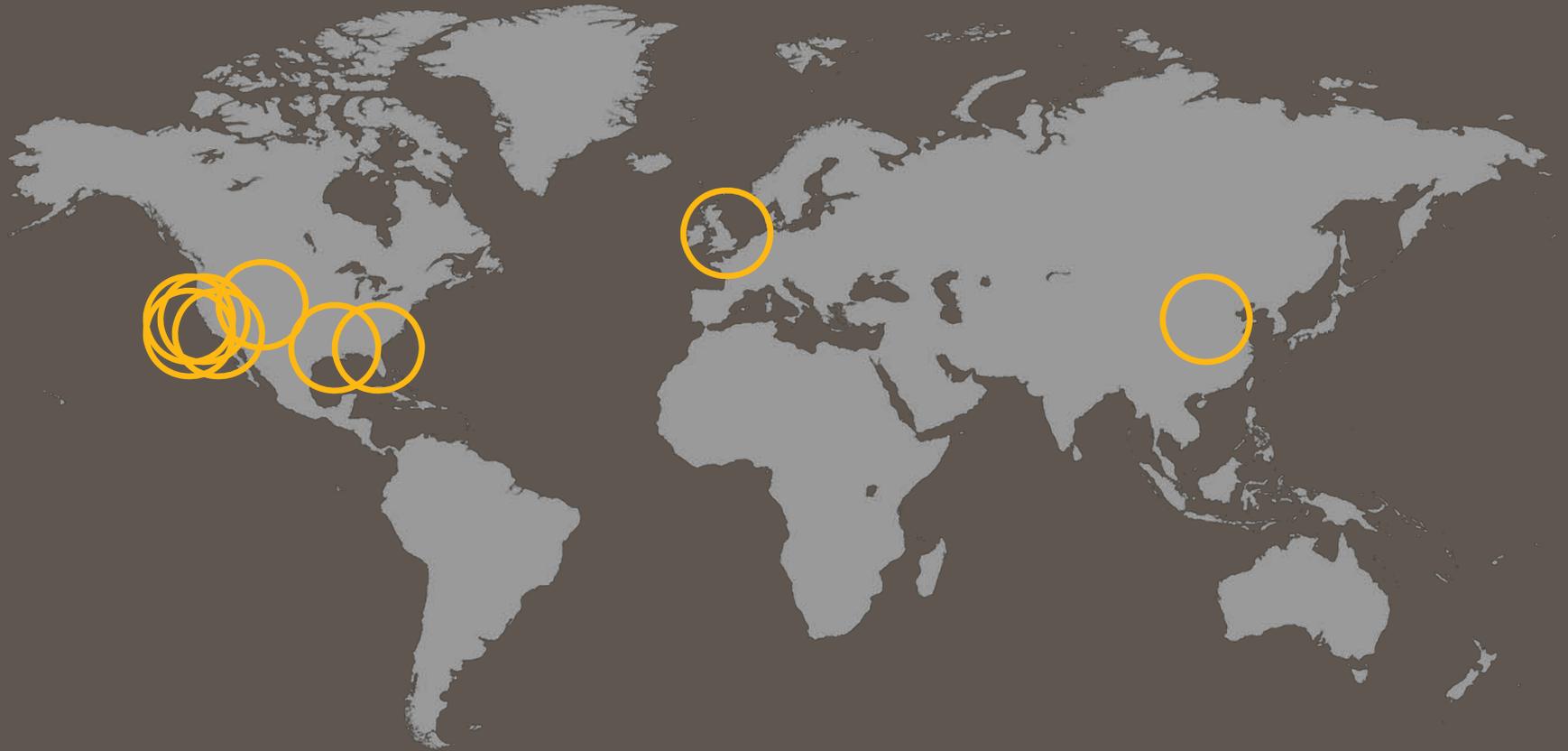
Your City

DO NOT
ON AN

Your city is more than buildings,
streets and the spaces between
them. It is all of these things, and
much more.

It is where humans form community
built on a landscape layered with
your history, economy and culture.

Applications



10 Lessons Learned

1

Have a
sustainable vision built on
social, economic and
environmental goals.

1

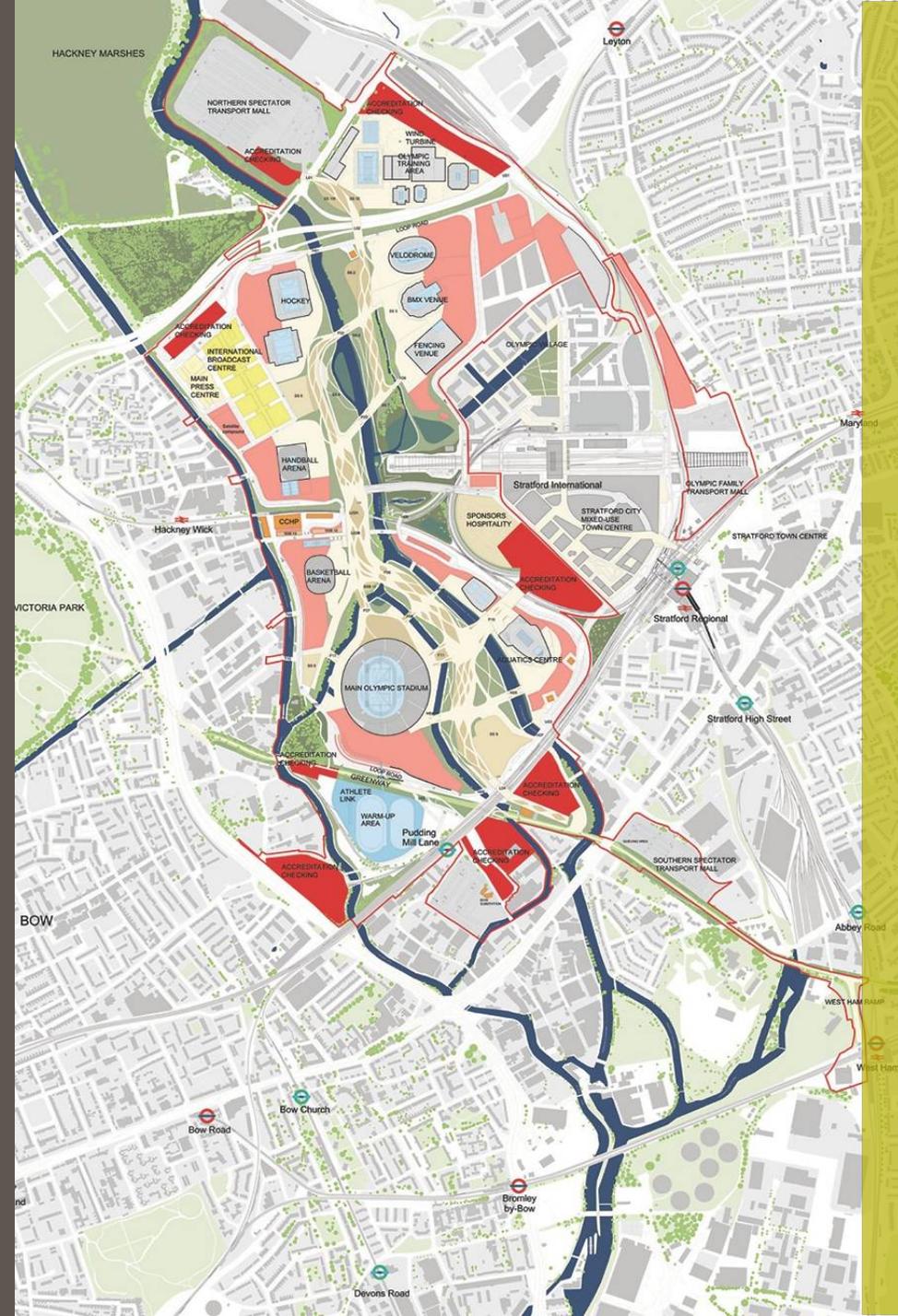
The London 2012 Olympics will leave a lasting legacy that will reposition south London as a sustainable urban success story for years after the games.

Client

London Development Agency, UK Olympic Delivery Authority

High density, low-impact development to be re-used post-2012.

Will create the largest new park in Europe in 150 years.





Eton Manor
Reclaimed Stone



Marsh Lane
Allotments

Carpenters Road
Used car parts



Carpenters Road
Carpenters Lock

River Lea
Retained River Walls



City Mill River
Retained River Walls

City Mill River
GNER line / Greenway
junction



Thornton Fields
Railway Gantry

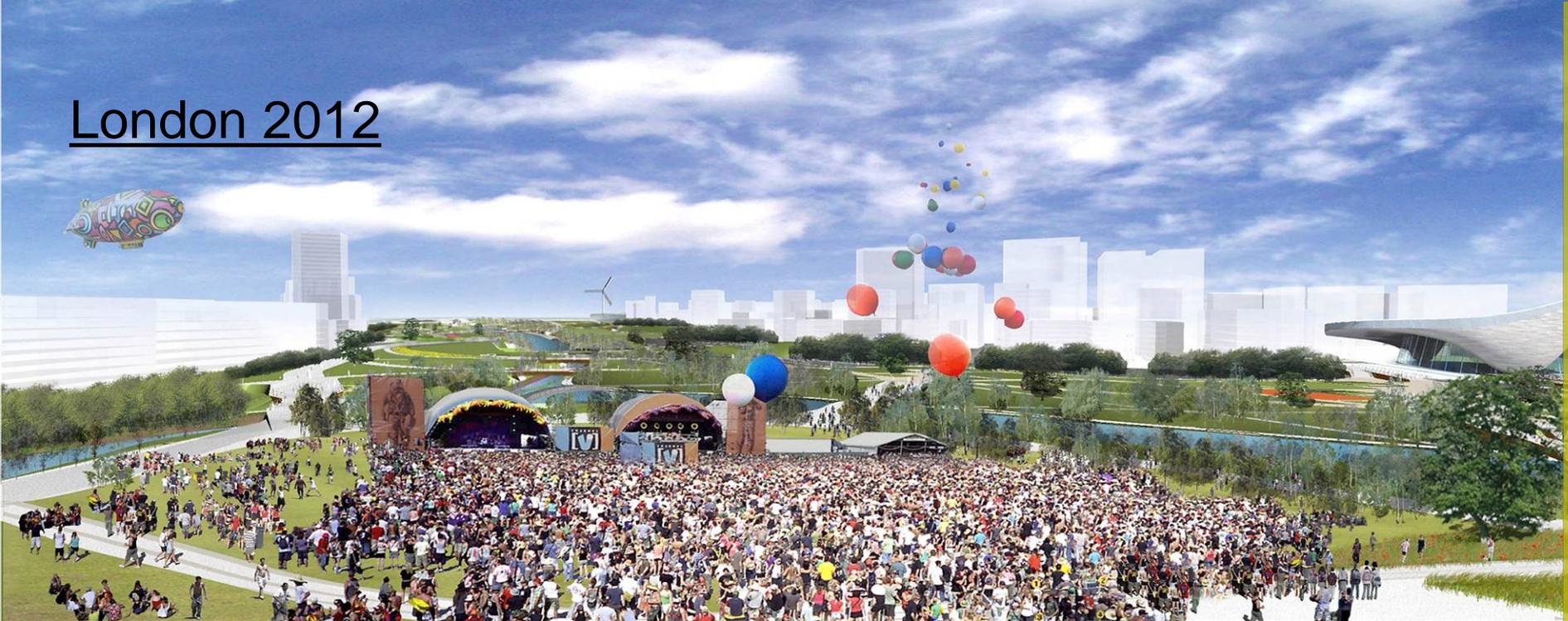
Fish Island
Gravel Conveyor



London 2012



London 2012



London 2012



2

Make big plans. Why not
a world class waterfront?

2

The Oakland Waterfront Promenade uses the power of landscape to boldly re-imagine one of the world's largest post industrial waterfronts.

Client
City of Oakland,
Port of Oakland

9 mile long segment of Bay Trail along the Oakland Estuary

Reunites waterfront with city

Generous public space and walkways



Oakland Waterfront



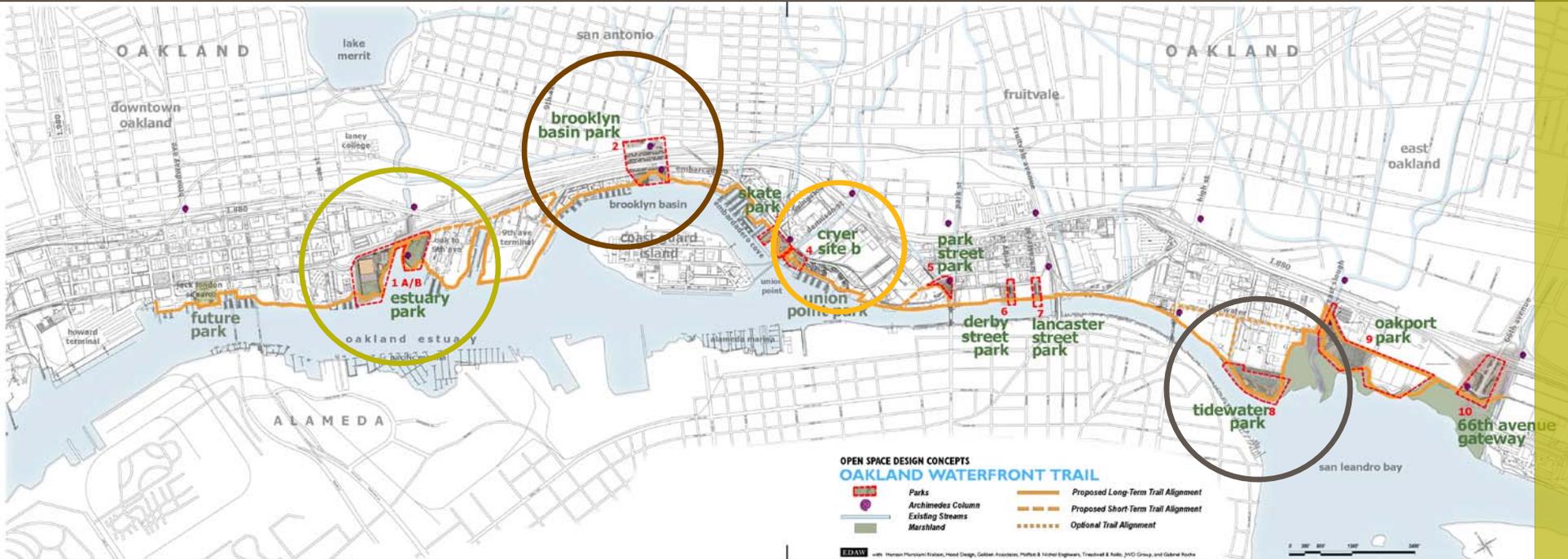
OPPORTUNITIES AND CONSTRAINTS MAP OAKLAND WATERFRONT TRAIL

- Existing Trail
- Proposed Trail - Planning and Funding in Progress
- Proposed Trail - Longer Term
- Existing Streams
- ⊗ Circulation Barrier
- Opportunity Sites
- ⊙ Node
- █ Existing Open Space
- █ Proposed Potential Open Space

EDAW with: Hanson Murakami Nelson, Hood Design, Golden Associates, Moffatt & Nichol Engineers, Treadwell & Rollo, JWD Group, and Gabriel Roche

- | | | | |
|------------------------------------------------|-------------------------------------------|--------------------------------|--------------------------------------------------------|
| 4. Estuary Park / Lake Merritt Channel Bridge | 14. Livingston Pier | 27. Lancaster St. to Fruitvale | 37. EBRPD to East Slough |
| 5. Oak to Ninth (Meadow Park and 9th Ave Park) | 15. Skate Park | 28. Fruitvale Bridge | 38. Oakport Park |
| 6. Trail @ Oyster Reef Restaurant | 16. Cryer Site | 29. Fruitvale to Alameda Ave. | 39. 66th St. Gateway |
| 7. 10th Avenue Marina | 17. Union Point Park to Con Agra | 30. U.S. Audio | 40. Markers (Archimedes Columns) throughout Trail (14) |
| 8. Brooklyn Basin / Marine Max | 18. Con Agra (to Kennedy St.) | | |
| 9. Brooklyn Basin to Embarcadero Cove | 19a. Kennedy St. to Park St. (sidewalk) | | |
| 10. Trail @ Harbor Master's Office | 19b. Kennedy St. to Park St. (embankment) | | |
| | 20. Park St. Bridge | | |

Oakland Waterfront

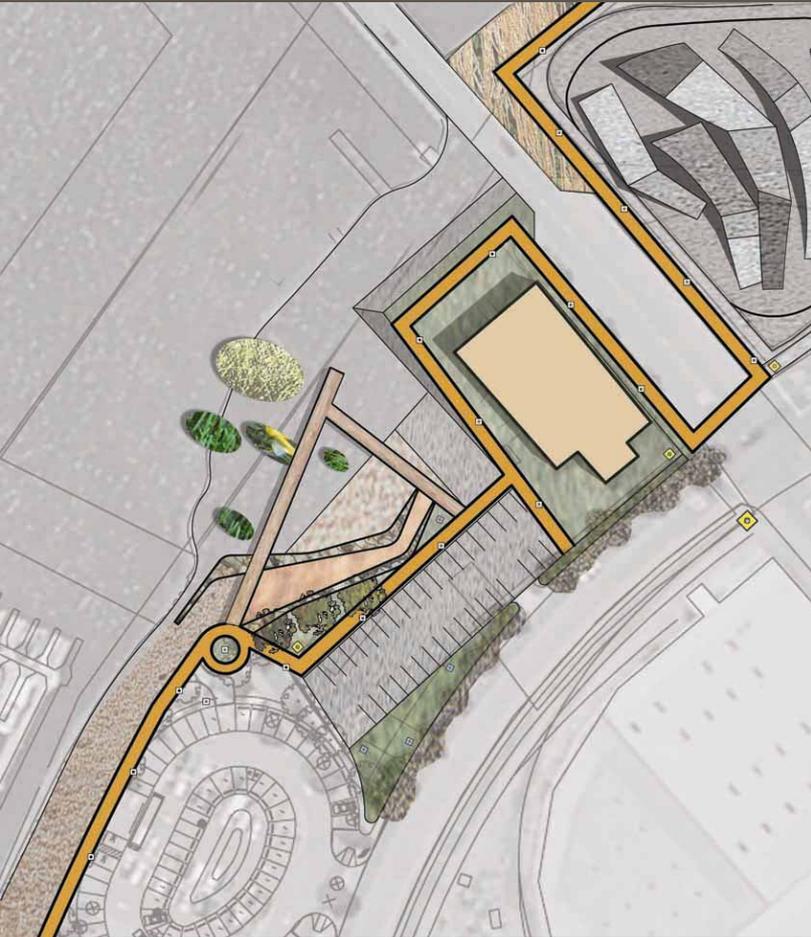


/ 10 new parks

Oakland Waterfront Estuary Park



Oakland Waterfront Cryer Site



3

Find and be champions.



3

The San Pedro Waterfront reunites a community with its harbor, creating economic regeneration and community pride.

Client
Port of Los Angeles

380ac nine mile long waterfront promenade and open space

Transforms port into visitor-friendly area for cruise terminal

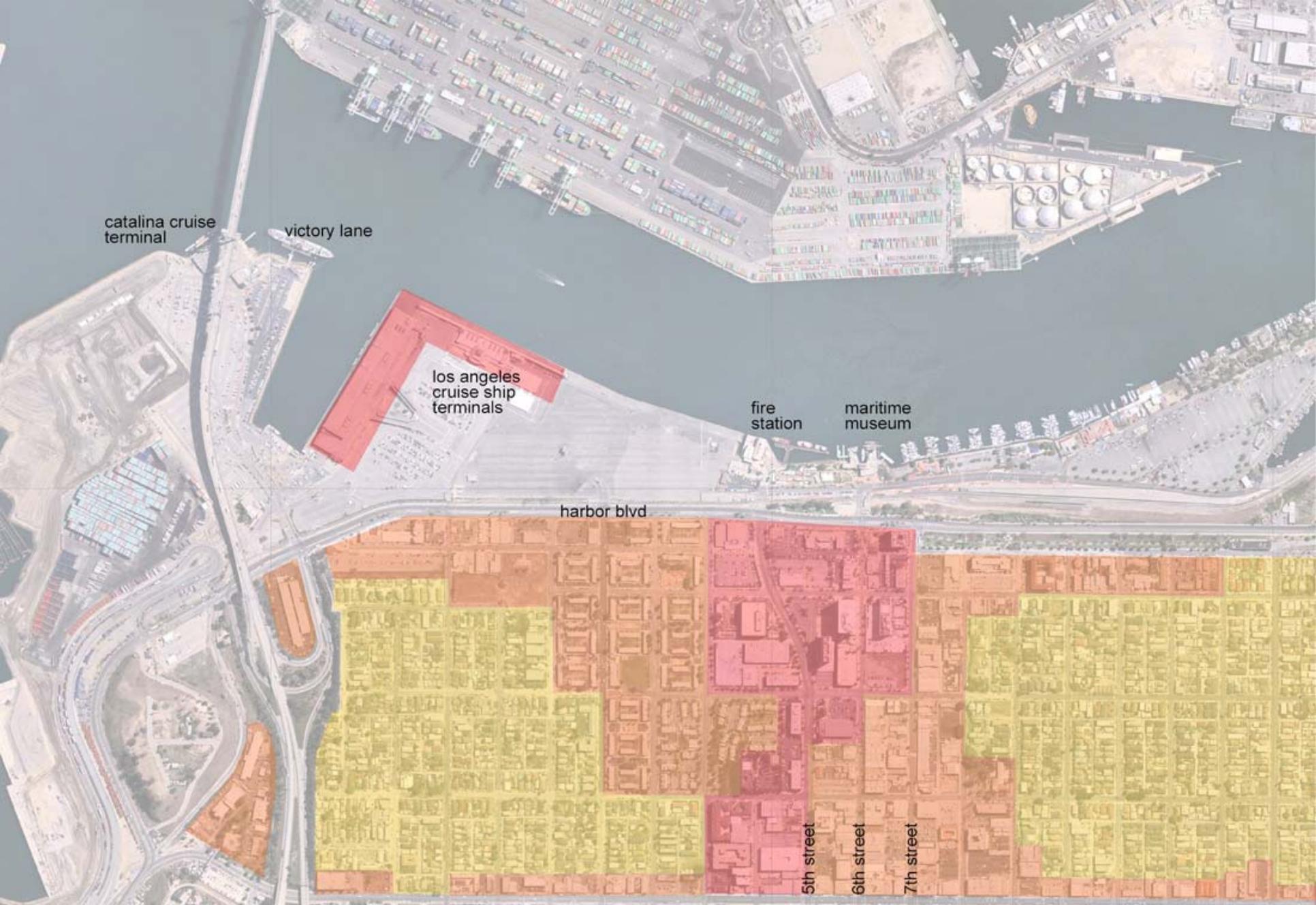
Part of broader “bridge to breakwater” vision for LA



3







catalina cruise terminal

victory lane

los angeles cruise ship terminals

fire station

maritime museum

harbor blvd

5th street

6th street

7th street

san pedro waterfront promenade



COMMUNITY WORKSHOP phase 1





Los Angeles

San Pedro Waterfront



4

Pedestrianized open
space is the lifeblood of
economic regeneration.



\$2 billion generated

Centennial Park,
Atlanta

1300 acres of new
green space

Atlanta BeltLine



5

Identify a first phase with
short term wins.

5

The Fisherman's Wharf Vision Plan develops distinctive and complimentary districts on a high profile site.

Priorities:

- Comprehensive retail merchandising plan.
- Establish parking authority
- Launch design guidelines
- Support key ongoing projects
- Identify early public open space improvements
- Develop comprehensive open space plan
- Develop funding options





The Water Plan

- What distinguishes the waterfront? The Water.
- Water is what creates the value.
- Water is the attraction.
- Emphasis on water will influence landside development.



Fisherman's Wharf

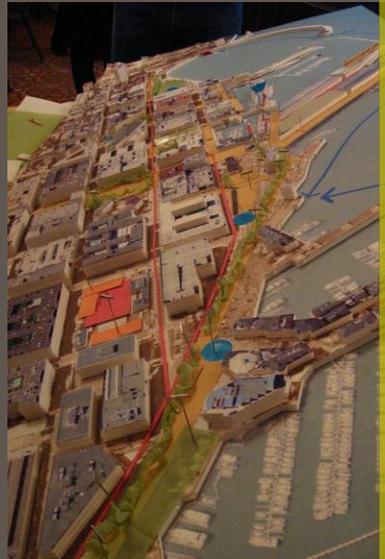
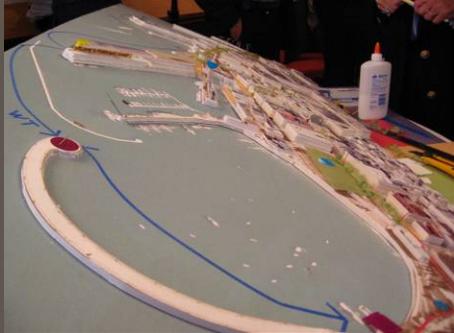
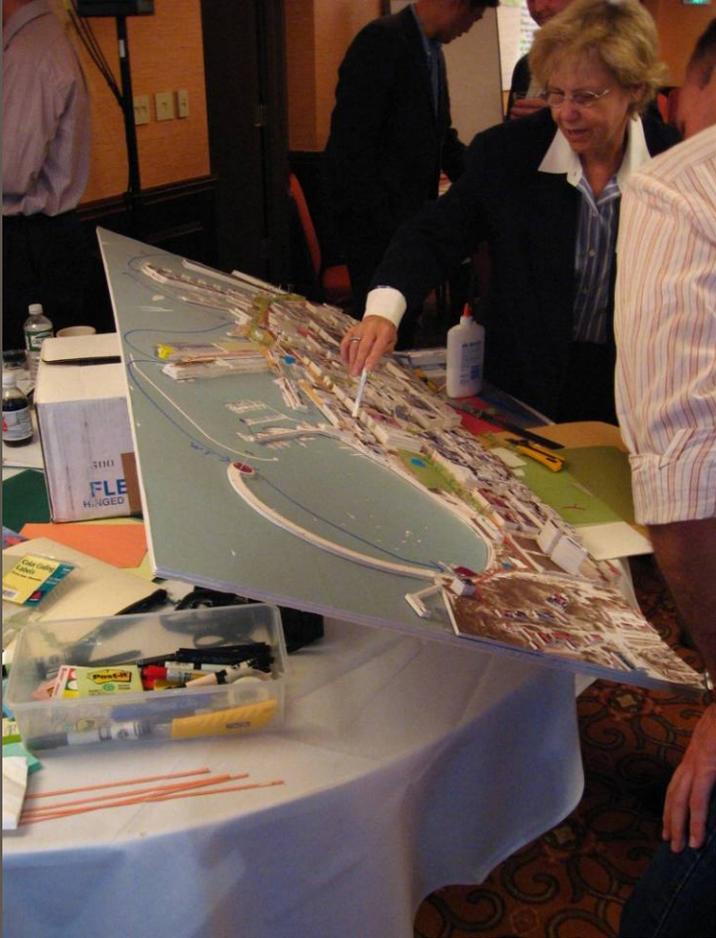
The Water Plan: the Piers



- Program as many activities as possible in the water
- Provide as many opportunities to see the water, get to the water's edge or out on the water.
- Don't tidy it up

Fisherman's Wharf

Fisherman's Wharf



6

Personal safety and easy
access are key.

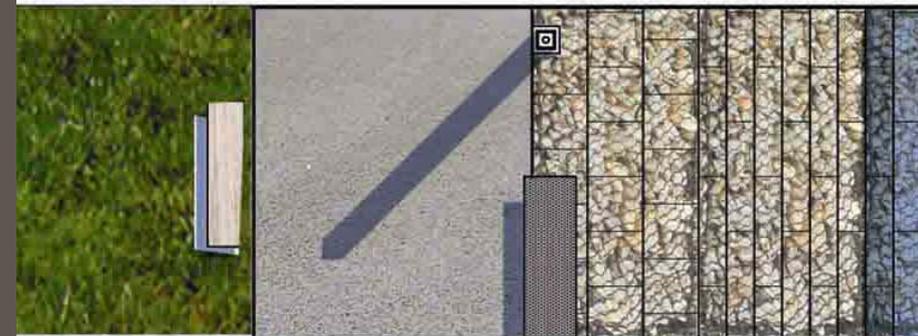
6

As part of the Oakland Waterfront Trail, we worked with the community and city to identify ways in which Oakland could safely connect to its waterfront and people could feel safe while moving along the waterfront.

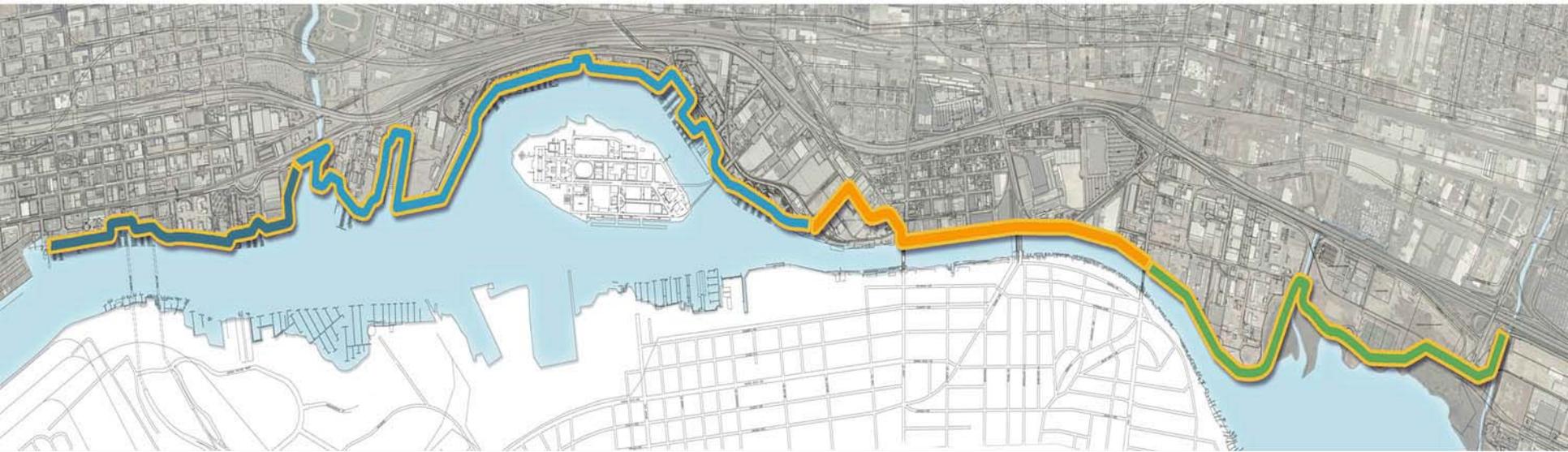


PERVIOUS CONCRETE TRAIL

GABION STEPS



d o w n t o w n m a r i n a i n d u s t r i a l m a r s h l a n d s



Oakland

7

Planning and its
execution are two
different pieces of the
puzzle.

7

The success of San Francisco's ambitious Mission Bay Redevelopment will depend on the detail in design.

Public-private partnership to redevelop large, waterfront derelict area of the city

Residential, office, mixed-use and academic/research facilities

Parks are the glue





LEGEND

■	UCSF MISSION BAY CAMPUS 43 acres
■	UCSF MEDICAL CAMPUS 14.5 acres
■	BIOTECH CAMPUS 9 acres
■	MIXED RETAIL / RESIDENTIAL
■	COMMERCIAL INDUSTRIAL
■	HOTEL



San Francisco
Mission Bay



San Francisco
Mission Bay

San Francisco
Mission Bay



8

Take advantage of local
knowledge and heritage.

8

The Manchester city center regeneration healed social and physical scars in the heart of England's second city.

Client
Manchester Millennium Ltd

Resolves devastation caused by IRA terrorist attack.

EDAW guided master plan implementation and public space design over a period of several years.

Piccadilly Gardens: largest public space in central Manchester integrates bold landscapes with classic lawns.





Manchester



Manchester



Manchester

9

Be authentic; create
beauty and meaning.







HOLLYWOOD

MEXICAN HOLLYWOOD

The Southern Pacific Railroad obtained a state survey and permit and in 1882 proceeded to build wharves from 1st Street to 4th Street in San Pedro. The Los Angeles and San Pedro Railroad was also intended to incorporate future commercial cargo handling at the Caha, a steam schooner laden with lumber, sailed into the harbor, marking the beginning of the end for sailing vessels. In the early 1900s, the first of the great sailing vessels arrived in the harbor. From an assortment of the Southern Pacific Railroad, the Mexican Hollywood emerged as a while the grants of commerce allowed for the planning of future port expansion. These timber wharves collapsed. By the late 1930s all that remained of Hollywood was a sandy beachfront long. Thus was the



Los Angeles
San Pedro Waterfront

10

After it's done,
keep it up.

10



thank you



10

1. Have a sustainable vision built on social, economic and environmental goals.
2. Make big plans.
3. Find and be champions.
4. Pedestrianized open space is the lifeblood of economic regeneration.
5. Identify a first phase with short term wins.
6. Personal safety and access are key.
7. Planning and its execution are two different pieces of the puzzle.
8. Take advantage of local knowledge and heritage
9. Be authentic; create beauty and meaning
10. After it's done, keep it up.