

City of Alexandria Marina

Recreation, Parks & Cultural Activities





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Who does the Marina Serve?

- Pedestrian foot traffic
- Pleasure boats
- Commercial boats
- Ships of character
- Local Businesses



Strengths

- Location in the heart of the central business district
- Established pleasure boat leaseholder base
- Established commercial mooring base
- Dedicated annual CMP
- Dedicated stakeholders
- Waterfront redevelopment planning underway



Weaknesses

- Aging, antiquated and inadequate infrastructure
- Insufficient number of docking locations
- Funding
- Constraints of City Codes and other regulatory areas
- Site security
- River borne debris
- Exposure to storm damage, silting and wakes



Opportunities

- Waterfront redevelopment
- Location, location, location. Located in central business district
- Proximity to DC (last stop)
- Benchmarking, trend and market analysis
- Collaboration with stakeholders
- Partnerships
- Expanding quantity of commercial boat services, docking access & associated amenities
- Consistent waitlist for pleasure boat slips



Threats

- Economy
- Weather/Storms
- Critical infrastructure failure or incident/accident
- Public and user perception of site security and safety
- New and renovated marina facilities in metro area; additional facilities are planned

