City of Alexandria Marina

Recreation, Parks & Cultural Activities
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