Alexandria Waterfront
Small Area Plan Public Hearing
April 5, 2011
WHY WE NEED A PLAN

Part 1
Immediate problems and opportunities

- **Problems**
  - Flooding
  - Parking
  - Bulkhead and shoreline conditions

- **Opportunities**
  - Acquire public space
  - Redevelopment interest
  - Restoration and adaptive reuse
Part 2

THE BIG IDEAS
The big ideas

• Continuous waterfront public access
• At the heart of the waterfront, a new gateway
  • King Street pier
  • Fitzgerald Square
• A Strand that’s lively and uniquely Alexandrian
• The “water” in Waterfront
• More and better public spaces of all kinds
Continuous waterfront public access
At the heart of the waterfront...

...a new gateway
Fitzgerald Square
Fitzgerald Square
Fitzgerald Square
A Strand that’s lively...
...and uniquely Alexandrian
The *water* in waterfront
More and better public spaces of all kinds

Total Current Public Space: 2.3 ac.
Plan Implemented Public Space: 1.3 acres
Total Net Gain: 5.0 Acres

Other New Public Space: 1.2 acres
Public Space resulting from Private Redevelopment: 2.5 acres
Total Public Space: 7.3 Acres

Note: Areas Approximated
Part 3

THE KEY ISSUES
The key issues raised:

• Too much development?
• Too many hotel rooms?
• Flood mitigation now
• Parking: will it work?
• A Waterfront Park building?
• Regulatory approvals?
• Will the plan pay for itself?
Balanced development

- 3 redevelopment sites
- Increase: 160,000 sf over current zoning
- Guidelines to make sure it is:
  - Authentic
  - Welcoming and accessible
  - Historic
  - Compatible
  - Feasible/successful
  - Contributing
  - Appealing
Balanced development
Hotels in perspective

• Plan does not require a specific number of hotel rooms; encourages hotel adjacent to water and active public spaces
• Hotels are good neighbors
• Hotel revenues could pay for the planned improvements
• Strong market
Waterfront Land Use - Today

- Hotel: 3%
- Residential: 47%
- Office/institution: 40%
- Industrial/utility: 2%
- Retail/restaurant: 8%

*Measured in building square feet. does not include GenOn Energy plant*
Waterfront Plan - mixed use scenario

- Hotel: 42% residential, 45% hotel, 13% restaurant or retail
- Residential: 47%
- Office/institution: 38%
- Retail/restaurant: 6%

Measured in building square feet. does not include GenOn Energy plant
Flood mitigation timing

Current conditions of frequent nuisance flooding
Flood mitigation: first phase
Flood mitigation: subsequent phases
Flood mitigation: subsequent phases
Parking: making it work

• Study finding: not a supply problem, a utilization problem

• Get parkers into garages

• Initiatives under way; continue active parking management
  • Public garage capacity
  • Waterfront development
  • Valet parking
  • Protecting residential parking
Parking: making it work

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
Waterfront Park building
Waterfront Park building
Waterfront Park building
Regulatory approvals

• Washington DC government
• National Park Service
• Army Corps of Engineers
• Virginia Marine Resources Commission
• DC Department of the Environment
The plan will pay for itself

• Self-funding not the standard measure for public open space projects

• Costs
  • Flood mitigation: $6.5 million
  • Waterfront Plan: $39 million

• Net tax revenues
  • At buildout: $4.8 million per year

• Plan will pay for itself
  • Cumulative revenues: $42 million in 15 years
  • Pay for both flood mitigation and Waterfront Plan in 20 years.
Costs

• Capital
  • Flood mitigation: $6.5 million
  • Waterfront Plan: $39 million
    • $8 million: Expanded Point Lumley Park
    • $8 million: Fitzgerald Square and public pier
    • About $2.5 million each: improvements to Torpedo factory area, Thompsons Alley, and Oronoco Bay Park.

• Operating
  • Provides higher level of maintenance of all waterfront public areas
  • Increase to $1 million per year in added expenditures
  • Includes regular clearing of waterborne debris
Revenues

- $4.8 million per year / $42 million in 15 years / $114 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: first steps

• Funded
  • Complete Strand land acquisition

• No new funding needed
  • Parking initiatives
  • Beachcomber RFP

• Not yet funded
  • Flood mitigation (FY2014 or later)
  • Repair failing bulkheads (FY2014 or later)
  • Complete engineering and permitting phasing plan (as early as 2015)
Upcoming schedule for review

- Public hearing tonight
- Planning Commission consideration May 3
- If approved, goes to the Council for public hearing and discussion, and for possible adoption in May or June.