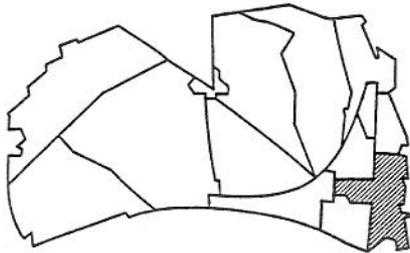


# Alexandria Waterfront

Small Area Plan Public Hearing

April 5, 2011

**OLD TOWN  
SMALL AREA PLAN**

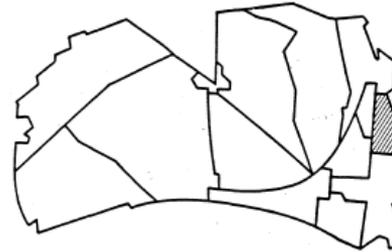


This SAP has been amended by the following ordinances, attached in full:

3/15/1993	Ordinance # 3630
12/11/1993	Ordinance # 3686
12/14/1996	Ordinance # 3899
10/25/1997	Ordinance # 3956
12/12/1998	Ordinance # 4030
12/2/2004	Ordinance # 4287
1/22/05	Ordinance # 4374
10/15/2005	Ordinance # 4426

**ADOPTED 1992 MASTER PLAN  
ALEXANDRIA, VIRGINIA**

**OLD TOWN NORTH  
SMALL AREA PLAN**



**ADOPTED 1992 MASTER PLAN  
ALEXANDRIA, VIRGINIA**

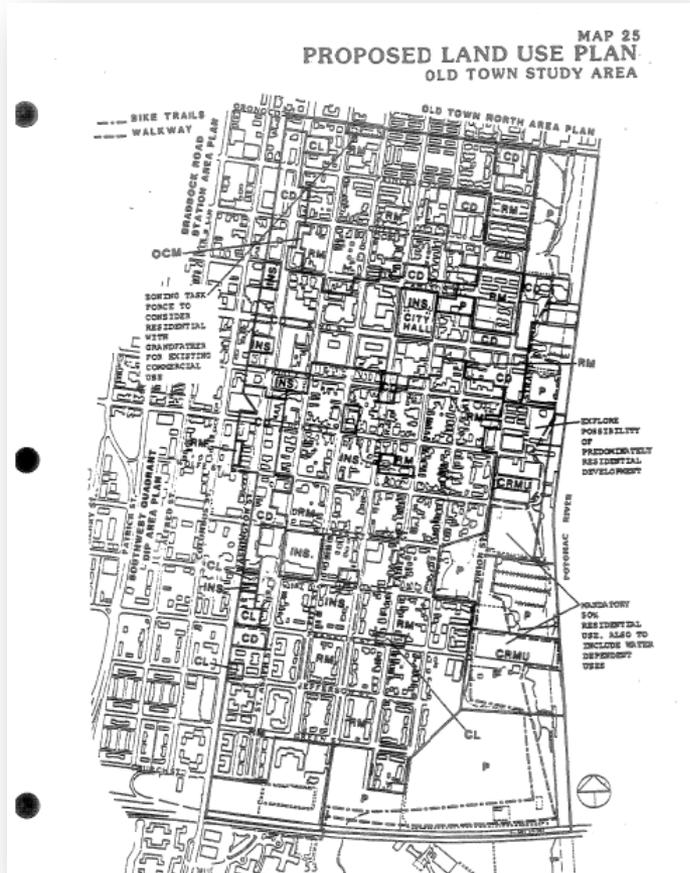
Amended 6/17/95 Ordinance 3805  
Amended 12/12/98 Ordinance 4030  
Amended 1/28/03 Ordinance 4287

Part 1

# WHY WE NEED A PLAN

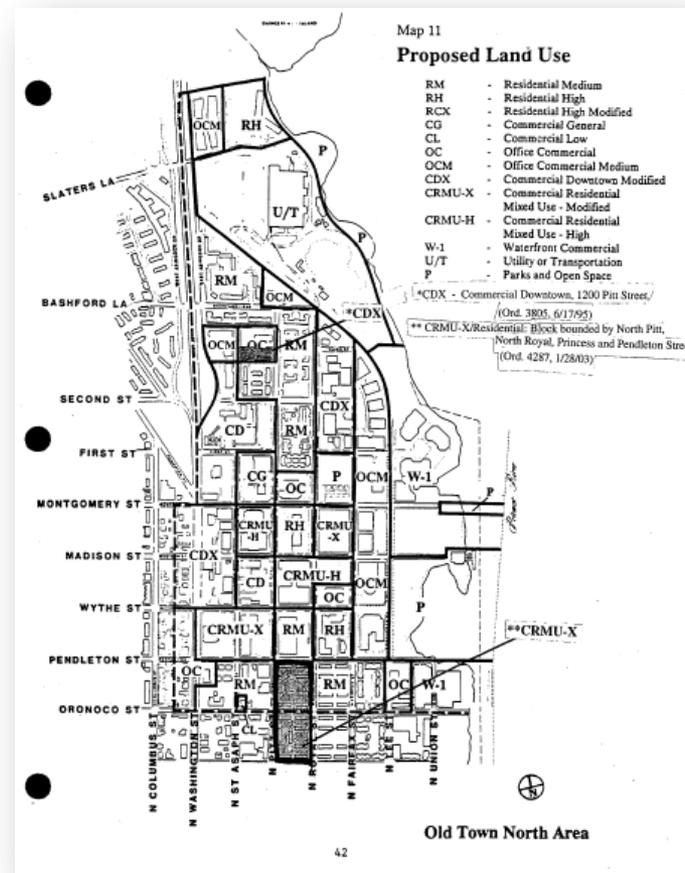
# Old Town

## Small Area Plan



# Old Town North

## Small Area Plan



# 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

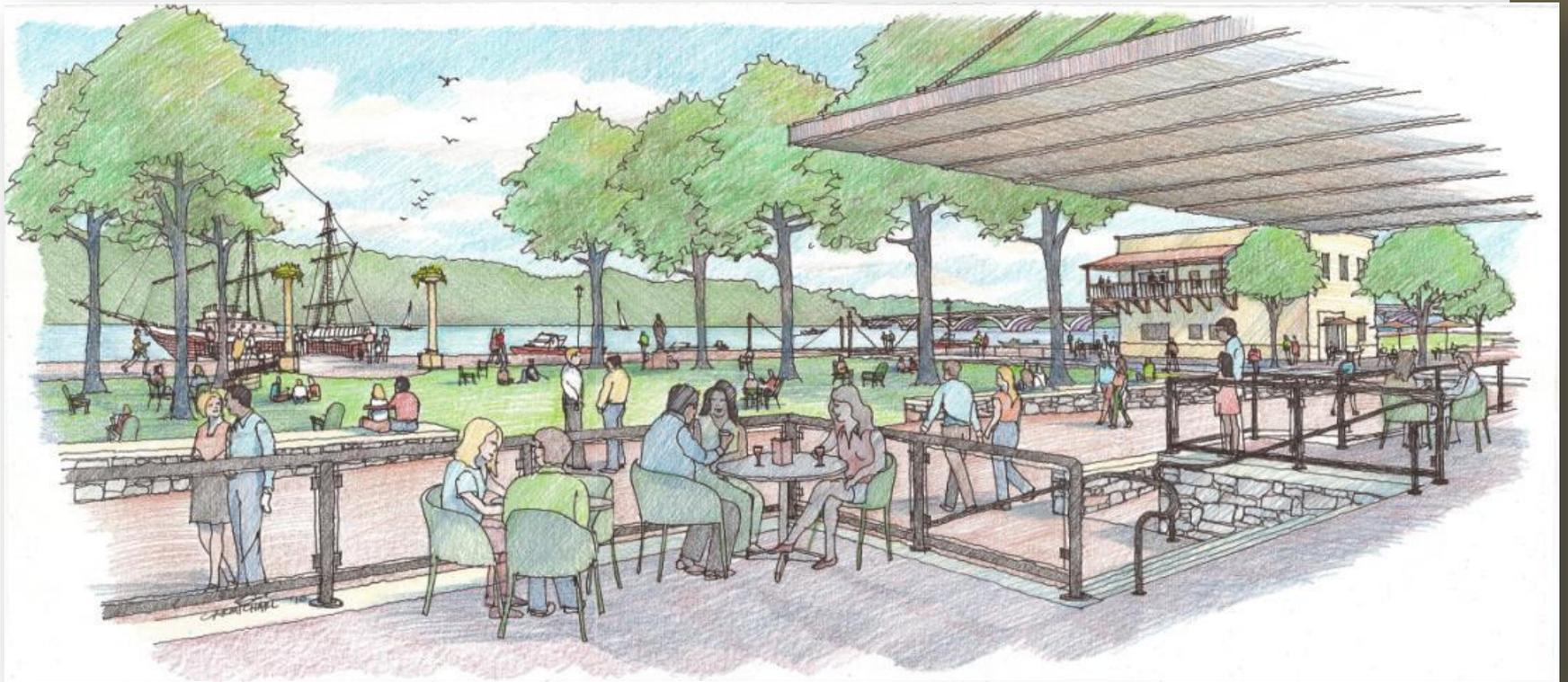
# Fitzgerald Square



# Fitzgerald Square



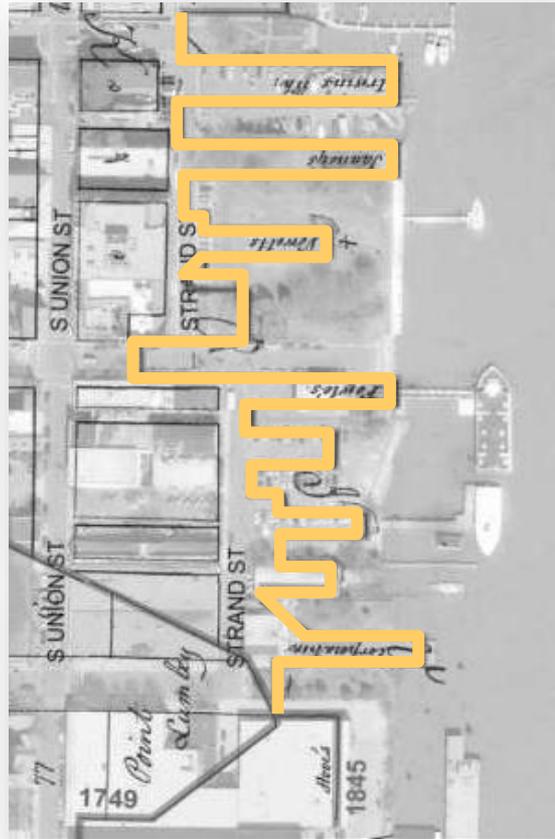
# Fitzgerald Square



# 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**

Part 3

# THE KEY ISSUES

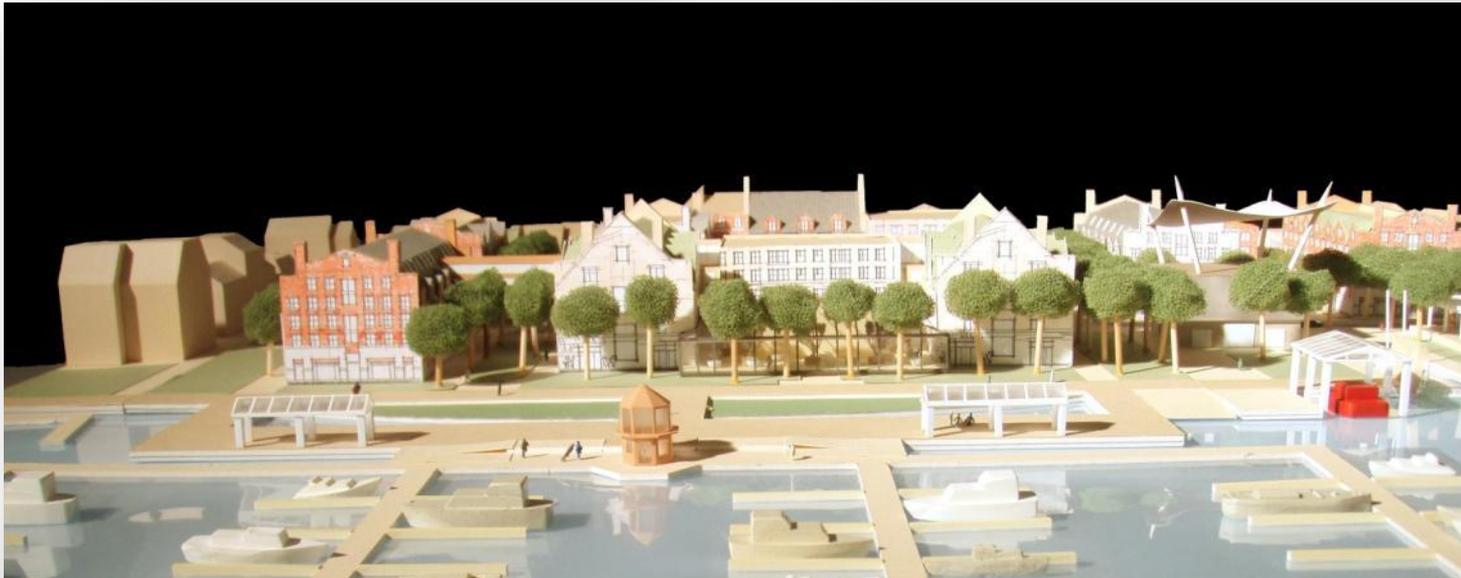
# The key issues raised:

- 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

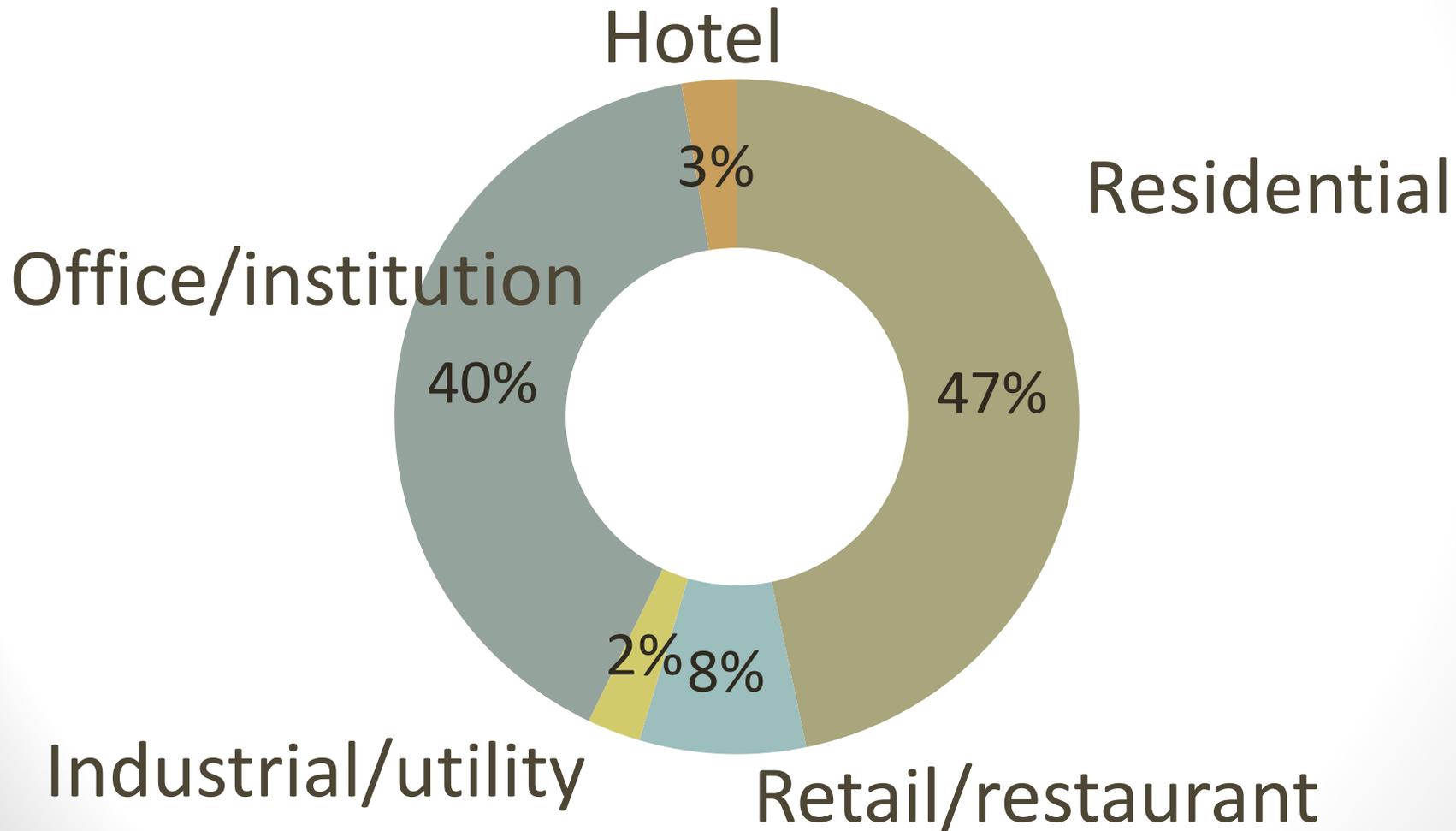


# Hotels in perspective

- 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

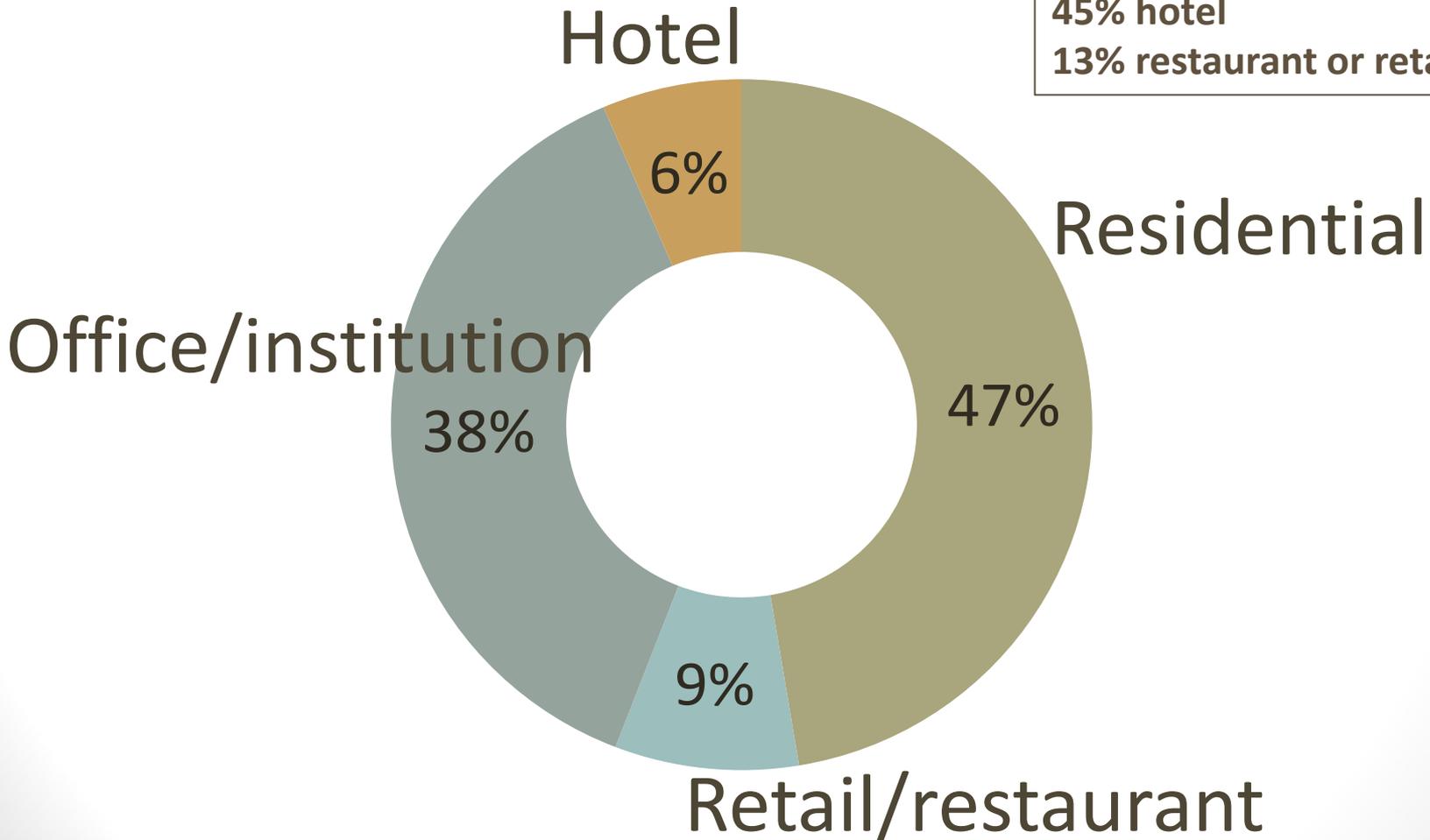


# Waterfront Land Use - Today



# Waterfront Plan - mixed use scenario

42% residential  
45% hotel  
13% restaurant or retail

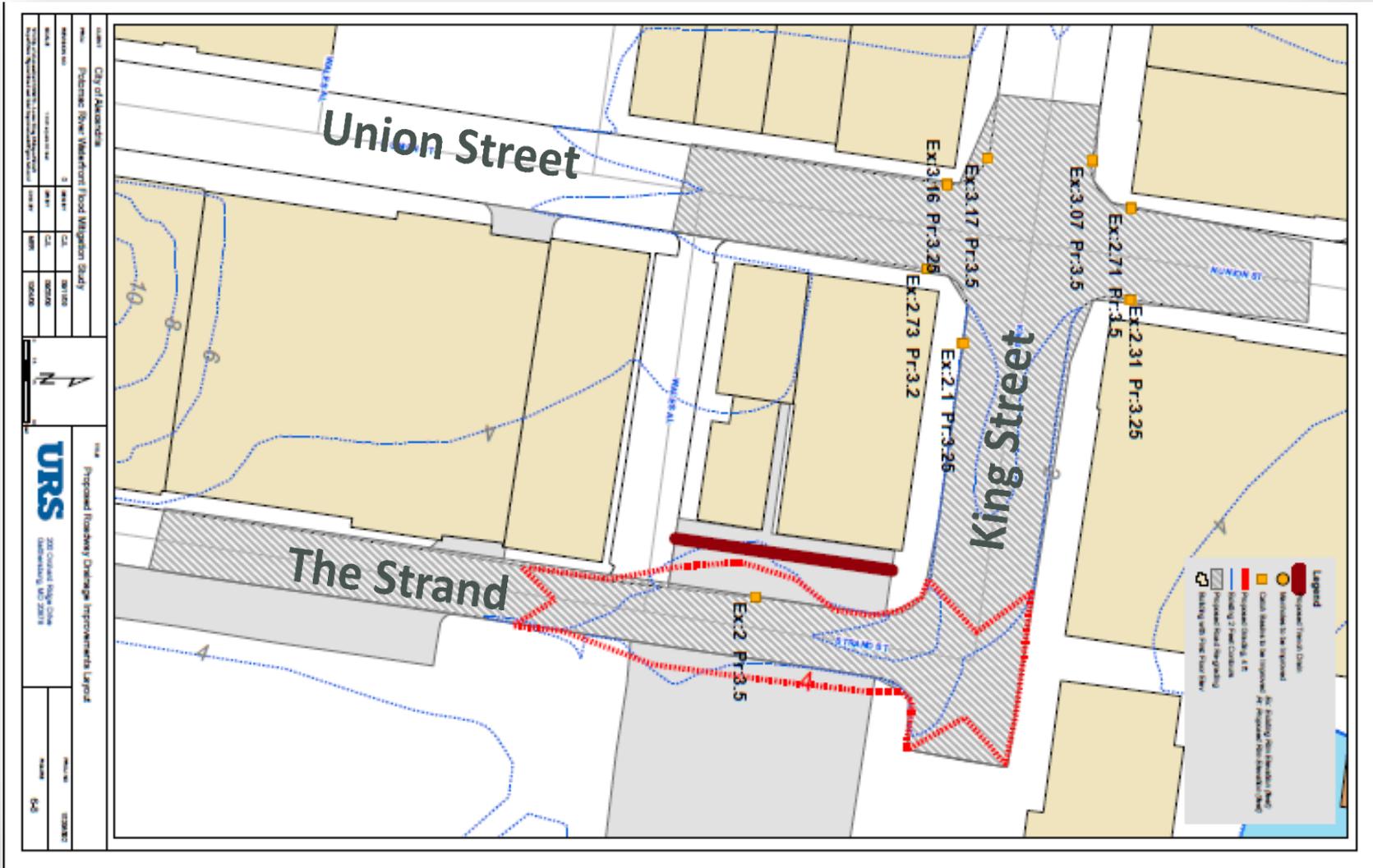


# Flood mitigation timing



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**

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**Added parking demand: 390**

**Surface parking spaces reduced: 171**

**Needed for the future: 561**

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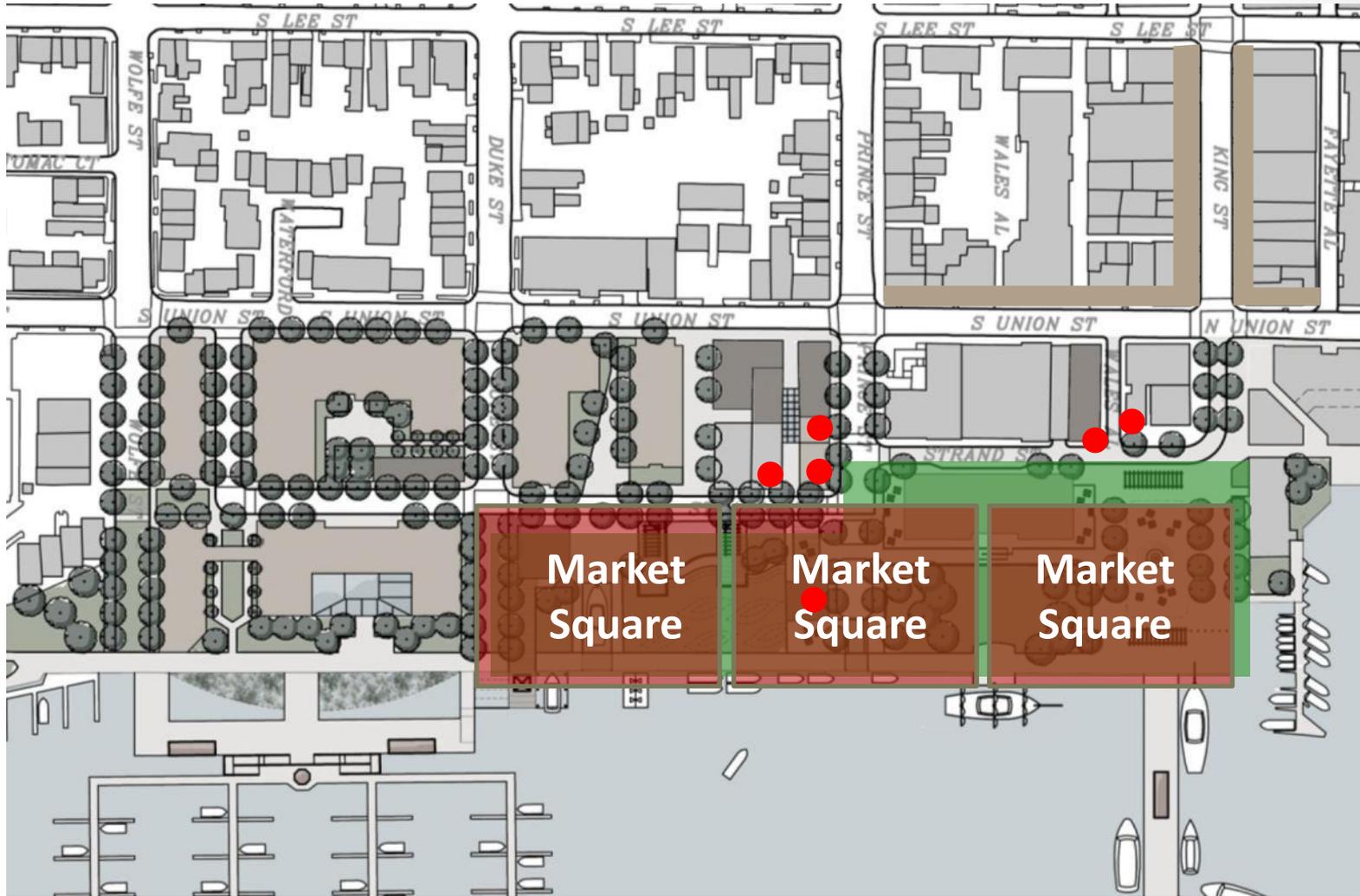
**Public garage valet: 633**

**Private garage spaces: 460**

**Private garage spaces (with valet): 337**

**Additional spaces: 1,430**

# Waterfront Park building



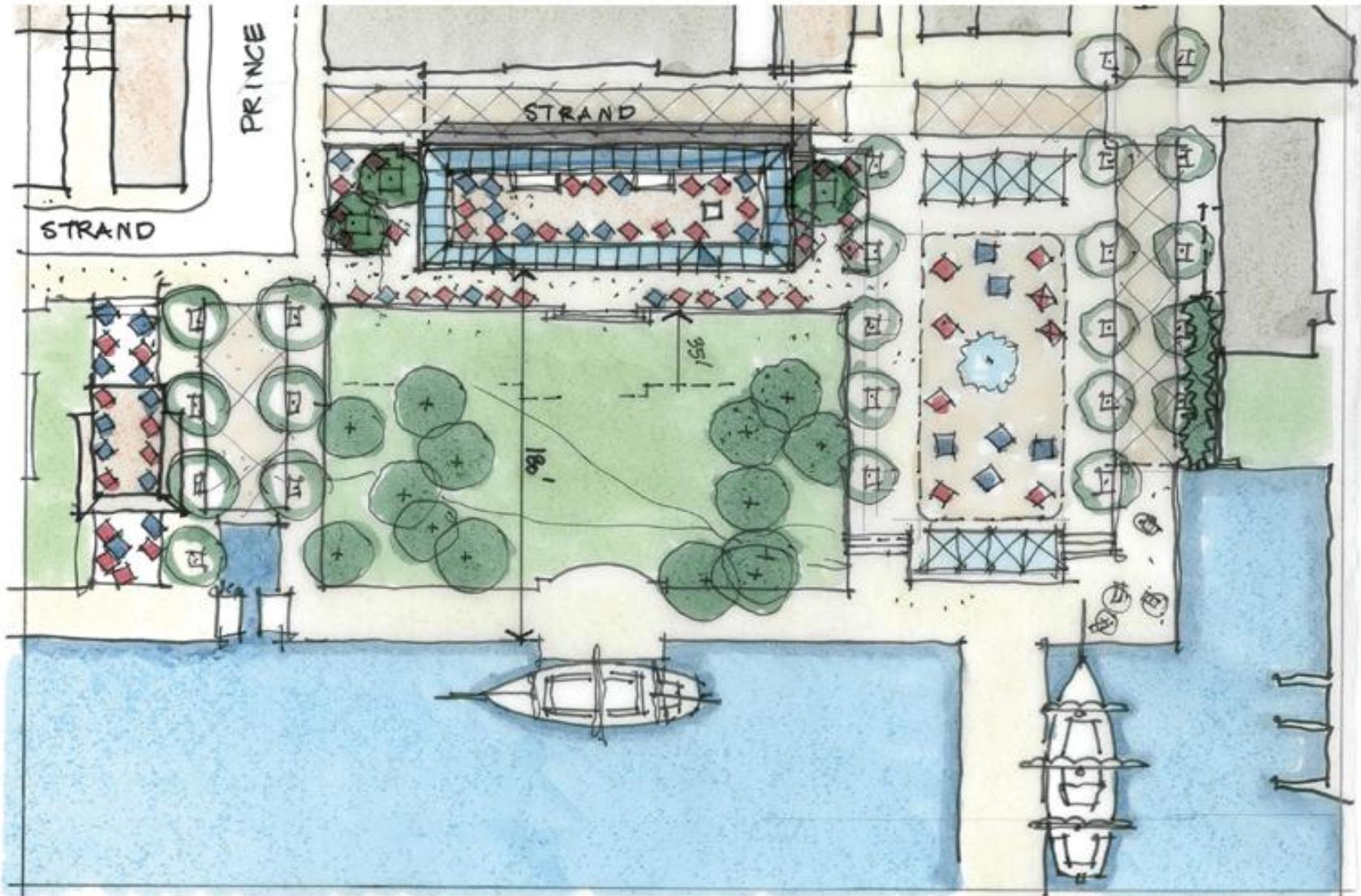


# Waterfront Park building



# 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.