City of Alexandria Waterfront Master Plan
City Council Work Session
October 27, 2009
Agenda – An Update on the Waterfront Plan Process

Public Outreach
Key Focus Areas
Guiding Concepts
Analysis of Issues/Barriers
Next Steps
Public Outreach and Input

Public Meetings
• April 23 Community Forum
• April 30 Community Forum
• June 27 Charrette
• September 29 Community Forum
• October 21 BAR

Facebook comments
Waterfront Committee Survey

Tours
Alexandria
• May 30 Boat Tour
• June 24 Walking Tour

August 5 New York City
• Battery Park
• South Street Seaport
• High Line Park
• Bryant Park
Key Focus Areas: Points for Activity and Opportunity
Celebrate the foot of King Street
Improve the public realm in the Waterfront Core
Enliven the Strand with activity
Protect and beautify Founders Park
Oronoco Park: Celebrations, Nature and Family Activities
Guiding Concept: Preserve and Celebrate our History
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Guiding Concept: Public Art as Unifying Element
Guiding Concept: Improved Shoreline Treatments
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Guiding Concept: Expanding Multi-Modal Activity
Guiding Concept: Expand Water-Related Activities
Guiding Concept: Put your Feet in the Water
Guiding Concept: Sustainability  
(Economic, Operational, Environmental)
Guiding Concept: Sustainability (Economic, Operational, Environmental)
Analysis for Implementation: Transportation & Parking

• Transportation study
  • Based on new development and special events
  • Access and circulation by all modes

Parking:
• Manage supply of on and off-street parking inventory through wayfinding, competitive pricing etc.
• Reduce demand by improving access for all modes
Analysis for Implementation: Marinas and Shoreline

• Marina siting and design considerations:
  • Floating/fixed docks, anchoring systems, width and length
  • Navigation considerations, including protection for berths and conflict avoidance
  • Utilities and amenities – requirements and locations
  • Access considerations, including ramps
  • Marina security and public safety

• Shoreline considerations:
  • RPA, flooding, sea level rise
  • Shoreline stabilization alternatives
Analysis for Implementation: Economics & Financing

• Economic Viability:
  • Will the proposed uses be successful on their own?
  • Will they strengthen existing uses?

• Financial Sustainability:
  • Plan for operational efficiency
  • To what extent will revenues support improvements, ongoing operations?
  • Other potential funding options
    • Event spaces and rentals
    • Kiosks, carts, and other vendors or concessions
    • Public/private partnerships

• Phasing and management
Special emphasis areas: history, art, marinas, and parking

- **History**: eras and events, locations and structures, people and stories; celebrate through preservation, adaptive reuse, new structures, museums, historic ships, displays, interpretation.
- **Art**: arts organizations, activities, public art, funding
- **Marinas**: coordinate with commercial and recreational boating community
- **Parking**: residents and the business community
- **Coordinate with city parking study, motorcoach task force, King Street retail implementation, flood mitigation study**
Next Steps

> Tonight: Give us your thoughts, reactions, guidance

> Scheduling of Special Topic Public Meetings

> January 2010: Preferred option for public comment

> April – May 2010: Draft Plan

> June 2010: Public hearings and adoption