IMPLEMENTATION OF THE WATERFRONT SMALL AREA PLAN
STAKEHOLDER OUTREACH

- Local Businesses
- Potomac Riverboat Company
- Alexandria Economic Development Partnership
- Alexandria Visitors & Convention Association
- Alexandria Fire Department
- Art League
- Torpedo Factory Art Center
- Potomac Belle
- Office of Historic Alexandria
- Alexandria Archaeology Commission
- Alexandria Seaport Foundation
- First Night Alexandria
- Department of Recreation, Parks & Cultural Activities
- Alexandria Police Department
- Alexandria Art & History Representatives
- Alexandria Office of the Arts
- Old Dominion Boat Club
- Founders Park Community Association
- Virginia Commission for the Arts Board
- City Marina Dock Master
- Alexandria Public Art Committee
- Alexandria Commission for the Arts
- Potomac Party Cruises
- Old Town Civic Association
PROJECT SCHEDULE

- WATERFRONT COMMISSION MEETING
- COMMUNITY MEETING
- WORKSESSION
- PUBLIC HEARING
TASK 1: PROJECT SCHEDULE & WORK PLAN DEVELOPMENT

- SEPTEMBER WATERFRONT COMMISSION MEETING - INTRODUCTION & PRESENTATION OF WORK PLAN
TASK 2: ANALYSIS AND FEASIBILITY STUDY

- OCTOBER COMMUNITY MEETING - PRESENTATION BY LAURIE OLIN
- NOVEMBER WATERFRONT COMMISSION MEETING - ANALYSIS, PROGRAM, ART, HISTORY, LIGHTING
### TASK 3: WATERFRONT SMALL AREA PLAN DESIGN REFINEMENTS

- **NOVEMBER** Community Meeting - Analysis, Program, Art, History, Lighting
- **DECEMBER** Waterfront Commission Meeting - Concept Design Refinements
TASK 4: 10-15% DESIGN SCHEMATIC FOR SMALL AREA PLAN

- **FEBRUARY WATERFRONT COMMISSION MEETING - SCHEMATIC DESIGN REFINEMENT**
- **FEBRUARY COMMUNITY MEETING - DESIGN REFINEMENT**
TASK 5: 15-30% DESIGN SCHEMATIC FOR CORE AREA

- **MARCH** WATERFRONT COMMISSION AND PARKS COMMISSION JOINT MEETING
- **APRIL** WORK SESSION - PLANNING COMMISSION
- **APRIL** WORK SESSION - CITY COUNCIL
TASK 6: FINAL DOCUMENTATION, COST ESTIMATES & WORK PLAN FOR FUTURE PHASES

- **JUNE** PUBLIC HEARING - PLANNING COMMISSION
- **JUNE** PUBLIC HEARING - CITY COUNCIL
ENHANCE THE ECOLOGICAL & SUSTAINABLE SYSTEMS ALONG THE WATERFRONT
Alexandria's location within the region makes it highly accessible to other parts of Virginia, Maryland, and Washington D.C., due to an adjoining interstate transportation network and to north-south principal arterials. In 2012, the city had a total population of 147,391.
The Alexandria waterfront spans between Jones Point Park and Dairingerfield Island. Both of these are larger park systems that provide a haven for wildlife and space for active recreation. Ten waterfront parks with varying levels of connection are in between and create the core of the publicly accessible and highly visible Alexandria waterfront.

Mt. Vernon trail is a popular multi-use recreation trail, nearly 18 miles long which serves as the primary link between these parks.

Two main connectivity corridors impact the waterfront. A north-south line runs between the Pentagon/Reagan Airport to Fort Belvoir and an east-west line King Street. The majority of visitors access the waterfront using the King Street corridor. The upper end of King Street includes the passenger heavy rail service of Metrorail, VRE commuter and Amtrak.
The Alexandria topography is defined by step-steps down to the Potomac, which is a common Coastal Plain condition. The rivers (e.g., the Potomac) are former shoreline and the tracts are emergent bay and river bottoms. Closer to the George Washington Masonic Monument, known geologically as Mt. Ida terrace, are more dissected by stream erosion. Geologically speaking, the city can be broadly regarded as a relatively regular series of strata that have been gently tilted to the southeast. These are covered in places by a mixed alluvial and slope deposits associated with the valleys of modern streams.

The waterfront and Old Town are largely at an elevation of 50' or less, and the highest point in the city is around 210'. At elevations above thirty feet, the surface is composed chiefly of silt and clay, and below this is mucky sand.

The city is bounded by two large tributaries, Cameron Run and Four mile run, which capture a significant amount of runoff.
Old Town Alexandria's commercial core is focused along King Street, one of the most celebrated retail streets in the country. Washington Street also has a large amount of commercial activity. Higher activity levels and programming within the waterfront area should be focused around the King Street core.

EXISTING LAND USE - COMMERCIAL
Existing residential development in Old Town exists continuously on both sides of King Street down to Union, with several developments existing directly along the waterfront. Access and visibility to the waterfront should be preserved and enhanced along street corridors to provide active and passive areas for residents. Active uses, particularly events with the potential for high noise levels should be concentrated around commercial areas.

**EXISTING LAND USE - RESIDENTIAL**
The topography of the waterfront is defined by the many historic shifts of the shoreline, in the 1800’s development pressure encouraged new construction. The bluff of the city was graded and much of this fill was used for the construction of piers and wharves along the current waterfront. This resulted in a “bathtub” condition along the waterfront, which was later exacerbated by settlement and erosion. Due to tidal fluctuations and heavy rains, the current combined stormwater system does not inhibit back flow, thus causing nuisance flooding on a regular basis.
The Alexandria Waterfront Marina and Waterfront Operations consists of the 62 vessel Alexandria City Marina which includes 57 leased recreational vessel slips, 6 commercial vessel berths, including water taxi and riverboat berths, fireboat slip & 23 transit vessel slips. The recent Marina Assessment found structural conditions of the marina satisfactory with no outstanding health/safety issues and satisfactory revenue generation. Electric & Water supply at slips needs upgrading and a comfort station is proposed. Several private piers to the South provide dockage for dinner boat cruise ships. The Robinson Terminal piers and the pier at Point Lumley park are currently under utilized.

**MARINA & WATERFRONT OPERATIONS - EXISTING**
The waterfront hosts many events throughout the year ranging from concerts, art shows, festivals, parades, educational tours and athletic activities. The events outlined above are derived from the calendar events provided by the City of Alexandria website. Although the waterfront hosts a great diversity of events, few events occur during the early spring and winter which shows potential for new opportunities.

SEASONAL PROGRAM - EXISTING
SMALL AREA PLAN

1. RENOVATE PEDESTRIAN BRIDGE
2. SMALL BOAT LOADING AND VIEW PLATFORM
3. ENHANCE LOOKOUT
4. REORIENT PATH TO SHORELINE
5. GATEWAY FOR ART WALK
6. INCREASE PARK SEATING
7. TIDELOCK BASIN RENOVATION
8. IMPROVED SHORELINE
9. PUBLIC BOAT RAMP

ART & HISTORY PLAN

A. LIGHT INSTALLATIONS
B. SCULPTURE FROM ORIGINAL TIDE LOCK STONE
C. GLASSWORK FACTORY INSPIRED SCULPTURE
D. DISTINGUISH MT VERNON TRAIL FROM WATERFRONT PATH
E. INCORPORATE INTERPRETIVE SIGNAGE & ART
F. CREATE ADDITIONAL SEATING AREAS

RIVERGATE CITY PARK - TIDELOCK PARK - GATEWAY NORTH
SMALL AREA PLAN
1. CREATE RAISED BOARDWALK
2. BOX CAR SPACES
3. LARGE SHADE STRUCTURE
4. PARK MAINTENANCE BUILDING
5. RESTORATION OF “RALPH’S GUTT” DRAINAGE
6. PLAY AREA
7. WYTHE STREET TERMINUS
8. REGRADE FOR SLOPED LAWN & AMPHITHEATER
9. CREATE SUCCESSIONAL FOREST
10. RESTORED RAIL LINE EXTENSION & PENDLETON PROMENADE
11. BOARDWALK RENOVATION AND EXTENSION
12. SHORELINE NATURALIZATION
13. CONSTRUCTED HABITAT ISLANDS
14. RESTORED LOOKOUT AT UNION & PENDLETON

ART & HISTORY PLAN
1. ART WALL ALONG WYTHE CORRIDOR & MT. VERNON TRAIL
2. GATEWAY SCULPTURE
3. INSTALL ART THAT CONTRIBUTES TO THE CLEANSING OF WATER
4. PLANT TOBACCO & EXPLAIN MEANING OF ORONOCO
SMALL AREA PLAN

1. BEACHCOMBER RENOVATION
2. RELOCATE DOCKMASTER HEADQUARTERS
3. WATER TAXI AND FERRY TERMINAL
4. MARKET AND VENDOR KIOSKS
5. MAINTAIN EXISTING WILLOW OAKS
6. REPLACE LOW-MID STORY PLANTING
7. INTEGRATE FLOOD WALLS AND STAGE INTO PARK
8. FITZGERALD SQUARE: PUBLIC PLAZA - ICE RINK - FOUNTAIN
9. RENOVATE TORPEDO FACTORY PLAZA
10. LIMIT VEHICULAR ACCESS ALONG STRAND
11. REBUILD BULKHEAD
12. ACTIVATE MARINA BOARDWALK
13. HISTORIC SHIP AT KING STREET TERMINUS
14. CREATE PUBLIC PIER

ART & HISTORY PLAN

1. ART INSPIRED FURNISHINGS
2. MAKE STRAND ONE-WAY AND IMPROVE PAVING
3. COMMEMORATE HISTORY OF SLAVERY IN ALEXANDRIA
4. EMPHASIZE TORPEDO FACTORY AS CULTURAL ANCHOR
5. INCORPORATE PUBLIC ART & INTERPRETIVE SIGNS INTO MARINA
6. CREATE DECORATIVE SCREENING FOR BACK OF CHART HOUSE
7. GATEWAY ARCH & INTERPRETIVE SIGNAGE
SMALL AREA PLAN
1. CUMMINGS PROPERTY - BOUTIQUE HOTEL DEVELOPMENT
2. TURNER PROPERTY - MIXED USE DEVELOPMENT
3. ROBINSON TERMINAL SOUTH - MIXED USE DEVELOPMENT
4. RELOCATE SEAPORT FOUNDATION FLOATING BUILDING
5. EXPAND POINT LUMLEY PARK
6. MODEL BOAT FOUNTAIN
7. CONTINUOUS PUBLIC PROMENADE
8. EXTENSION OF STRAND INTO ROBINSON TERMINAL SOUTH
9. PEDESTRIAN CORRIDOR ALONG DUKE ST.
10. RESTORE SLIP AS BOAT BUILDING FACILITY
11. DEVELOP NEW MARINA
12. BOAT RAMP FOR FIRE BOAT AND PUBLIC ACCESS
13. IMPROVE CONNECTIONS FROM WOLFE AND DUKE STREETS ONTO PIER
14. RIPARIAN RESTORATION & CONSTRUCTION OF WETLANDS UNDER PIER

ART & HISTORY PLAN
A. NATIVE FLORA AND FAUNA INSPIRED SCULPTURE
B. INCORPORATE SCULPTURE ON PIER
C. INTERACTIVE ART PIECE IN COLLABORATION WITH SEAPORT FOUNDATION
D. CONVERT ALLEY PARKING LOT INTO ALLEY
E. RELOCATE SHIPBUILDER STATUE AND INCORPORATE OTHER PUBLIC ART
A VARIETY OF WATERFRONT EXPERIENCES
A VARIETY OF WATERFRONT EXPERIENCES
A VARIETY OF WATERFRONT EXPERIENCES
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ALEXANDRIA WATERFRONT ACTIVATION PLAN
Public space activation is people:

GATHERING + SOCIALIZING + PLAYING + DANCING + WORKING + CONTEMPLATING LOUNGING + SHOPPING + STROLLING + EATING + PERFORMING + WATCHING + EXERCISING + CELEBRATING + PARADING + DEMONSTRATING + HAVING FUN
Goals of the Activation Plan

• To position the Alexandria Waterfront as a world-class waterfront that is vital and innovative while retaining its tranquil park like character.

• To enrich the waterfront experience for Alexandrians and visitors alike with a sense of history, community and celebration.

• To enliven the beautiful public spaces of the Alexandria Waterfront during different times of day in all seasons of the year.
• To reinforce the unique identity of the Alexandria Waterfront with programming that is appropriate to the context of each site.

• To implement the Activation Plan in a way that is economically and environmentally sustainable.
What makes a great activation space?
What makes a great activation space?
PROCESSION ALONG THE WATERFRONT

Torpedo Plaza
TIDELOCK PARK & GATEWAY NORTH
ILLUMINATION & INNOVATION
INTERACTIVE ILLUMINATION EVENTS

Rotterdam, Netherlands
SITE SPECIFIC DANCE
TIDELOCK PARK & GATEWAY NORTH
SMALL PERFORMANCE
250 PEOPLE SITTING
CONCERTS USING TECHNOLOGY

Brooklyn, NY
SPOKEN WORD AND STORY TELLING
KAYAK LAUNCH PAD
ALEXANDRIA BIRTHDAY PARTY

Alexandria, VA
ILLUMINATION AND INNOVATION

ORONOCO BAY PARK
LARGE CONCERT
2300 PEOPLE STANDING
HEADLINER CONCERTS

Lollapalooza, Chicago
SYMPHONY AND OPERA
CULTURAL FESTIVALS
FAMILY FESTIVALS

Bronx Zoo, NYC
MARTKET EVENTS

DeKalb Market, Brooklyn, NY
FLOATING CLASSROOM
FLOATING ART PROJECTS
FLOATING STAGES
FLOATING STAGES
FLOATING LANTERNS

Bangkok, Thailand
FLOATING WATER SPECTACLE

Iliope, France
TEMPORARY LIGHT INSTALLATIONS

Longwood Gardens, PA – Bruce Munroe
FOUNDERS PARK
FAMILY-FRIENDLY PASSIVE ENJOYMENT
STROLLING AND SITTING
DOG WALKING AND JOGGING
TABLE GAMES

Bryant Park, NYC
INDIVIDUAL ACTIVITY

Bryant Park, NYC
TEMPORARY STRUCTURES
PS1, Brooklyn, NY
SEASONAL ART
HOLIDAY DECORATIONS
CAFÉ SEATING
ATMOSPHERIC PERFORMANCE
ARTS AND CRAFTS DEMONSTRATIONS AND CLASSES
CEREMONIES AND ENACTMENTS
FITZGERALD SQUARE

ICE RINK
7,000 SF
140 SKATERS
ICE SKATING RINK

Maya Lin, Grand Rapids, Michigan
ILLUMINATION AND INNOVATION

ROMANTIC MULTI-PURPOSE
GATHERING SPACE
OUTDOOR DANCING

Governor’s Island, NYC
WATERFRONT PARK
OUTDOOR MOVIE
450 PEOPLE SEATED ON LAWN
MOVIE SCREENINGS

Bryant Park, NYC
MULTI STAGE FESTIVALS
POINT LUMLEY PARK
RECREATION & FITNESS
FITNESS CLASSES
POINT LUMLEY PARK
LAWN GAMES
3 REGULATION BOCCE COURTS
3 SMALL BOCCE COURTS
TEMPORARY RECREATION
KAYAK LAUNCH PAD
TRAPEZE SCHOOL

Hudson River, NYC, Yards Park, DC
POINT LUMLEY PARK
OUTDOOR CONCERT
750 PEOPLE STANDING
PROCESSIONAL THEATER

East River Esplanade, NYC
PROCESSIONAL PAGEANTRY

Hudson River Pageant, NYC
ANNUAL HOLIDAY PARADE OF LIGHTS

Alexandria Waterfront, VA
How do we get there?

- A clear plan (with opportunities for growth)
- Excellent design
- Appropriate infrastructure
- Adequate funding
- A well-conceived management structure
- And YOU!
ALEXANDRIA WATERFRONT
Public Art Proposal

DECEMBER 13, 2010
Alexandria’s Art Policy Goal

The Alexandria Commission for the Arts and the Public Art Committee embrace the goals stated in the City’s 2008 revised Policy on Acquired Art to support the current waterfront revitalization effort:

- To integrate art into the City
- To promote public awareness of and interest in art
- To promote Alexandria’s cultural heritage
- To foster tourism and encourage economic development
- To enhance the City’s reputation as a national leader in the arts
- To provide for future artistic endeavors

Public art succeeds when it creates a sense of place and complements its environment and culture.

Goals and Objectives
The purpose of this proposal is twofold: to help the City develop a comprehensive, long-range plan for public art on the waterfront; and to give guidance to the public, arts administrators and artists contributing to the Art Walk Path.

Every place has stories to tell. What are Alexandria’s? Which belong in the Waterfront?
Six different Thematic Zones have been designated through the community design process.

These are:
- **Gateway North** presenting Ambition & Illumination
- **Oronoco Bay** characterizing Transformations
- **Founders Park** embodying Foundations
- **Torpedo Factory** symbolizing Witness to War
- **The Strand** reflecting the Working Seaport
- **Gateway South**, the southern waterfront Gateway

The ART+HISTORY program presents the waterfront through artworks
- As integrated into the foundation area design,
- As discrete elements repeated appropriately throughout the district,
- As stand-alone sculptural memorials depicting specific important times in Alexandria’s history, and
- As temporary artworks / art events that will draw the people who make Alexandria their home back to the waterfront again and again.
THEMED ACTIVATION AREAS

THEMATIC ZONES

GATEWAY SOUTH
GATEWAY

THE STRAND
WORKING SEAPORT

TорPEDO FACTORY
WITNESS TO WAR

FOUNDERS PARK
FOUNDATIONS

ORONOCO BAY
TRANSFORMATIONS

GATEWAY NORTH
AMBITION & ILLUMINATION
SMALL AREA PLAN
1. RENOVATE PEDESTRIAN BRIDGE
2. SMALL BOAT LOADING AND VIEW PLATFORM
3. ENHANCE LOOKOUT
4. REORENT PATH TO SHORELINE
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A. LIGHT INSTALLATIONS
B. SCULPTURE FROM ORIGINAL TIDE LOCK STONE
C. GLASSWORK FACTORY INSPIRED SCULPTURE
D. DISTINGUISH MT VERNON TRAIL FROM WATERFRONT PATH
E. INCORPORATE INTERPRETIVE SIGNAGE & ART
F. CREATE ADDITIONAL SEATING AREAS

RIVERGATE CITY PARK - TIDELOCK PARK - GATEWAY NORTH

GATEWAY NORTH AMBITION & ILLUMINATION
AMBITIO  GLASSWORKS FACTORY

Glass Factory Boys
AMBITION & ILLUMINATION – GLASSWORKS FACTORY
ILLUMINATION
ILLUMINATION - EVENTS

WATER FIRE, Providence, RI
ILLUMINATION – TEMPORARY ARTWORKS

VOYAGE – Aether & Herma, London
SMALL AREA PLAN
1 CREATE RAISED BOARDWALK
2 BOX CAR SPACES
3 LARGE SHADE STRUCTURE
4 PARK MAINTENANCE BUILDING
5 RESTORATION OF "RALPH'S GUTT" DRAINAGE
6 PLAY AREA
7 WYTHE STREET TERMINUS
8 REGRADE FOR SLOPED LAWN & AMPHITHEATER
9 CREATE SUCCESSIONAL FOREST
10 RESTORED RAIL LINE EXTENSION & PENDLETON PROMENADE
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13 CONSTRUCTED HABITAT ISLANDS
14 RESTORED LOOKOUT AT UNION & PENDLETON

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A ART WALL ALONG WYTHE CORRIDOR & MT. VERNON TRAIL
B GATEWAY SCULPTURE
C INSTALL ART THAT CONTRIBUTES TO THE CLEANSING OF WATER
D PLANT TOBACCO & EXPLAIN MEANING OF ORONOCO

ORONOCO BAY PARK

ORONOCO BAY TRANSFORMATIONS
TRANSFORMATIONS – HISTORIES & ECHOS

MEMORIAL TO THE ABOLITION OF SLAVERY – Nantes, France
TRANSFORMATIONS – HISTORIES & ECHOS

ID GATES – Valerie Otani, Portland
TRANSFORMATIONS
SMALL AREA PLAN
1. MIXED USE DEVELOPMENT WITH PUBLIC PIER
2. PEDESTRIAN EXTENSION OF QUEEN STREET
3. FOOT OF ORONOCO STREET
4. AREA FOR HISTORICAL PERFORMANCES
5. PEDESTRIAN PLAZA AND PLANTING
6. NATURALIZED SHORELINE
7. FLAT STONE SEATING ALONG SHORELINE
8. ACCOMMODATE LARGE SHIPS
9. DAY-USE RECREATION BOATER DOCK
10. LIMIT VEHICULAR ACCESS ALONG STRAND
11. PENDLETON STREET TO PIER PEDESTRIAN CONNECTION

ART & HISTORY PLAN
1. ART PIECE INSPIRED BY HISTORIC FISHTOWN
2. ART PIECE INSPIRED BY SHAD AND HERRING
3. CUSTOM BENCHES ALONG JETTY
4. ART PIECE INSPIRED BY TOBACCO INSPECTION HOUSE
5. RECOGNITION OF WEST’S POINT AS CITY ORIGIN
6. INCORPORATE INTERACTIVE WATER FEATURE ON PIER
7. INCORPORATE PERFORMING ARTS CENTER & CAFE INTO ROBINSON TERMINAL NORTH REDEVELOPMENT
8. TEMPORARY OR PERMANENT SCULPTURE IN RIVER
FOUNDATIONS – INTEGRATED ART ELEMENTS
FOUNDATIONS – INTEGRATED ART ELEMENTS
FOUNDATION – STORIES OF THE WATERFRONT

CONFLUENCE – Maya Lin
TORPEDO FACTORY – WITNESS TO WAR

CASA MAGICA
THE STRAND – WORKING SEAPORT

GLOW – Janet Echelman
WORKING SEAPORT
WORKING SEAPORT – EVENT BASED ARTWORK
WORKING SEAPORT – EVENT BASED ARTWORK

Oliver Voss, Hamburg
SMALL AREA PLAN
1. CUMMINGS PROPERTY - BOUTIQUE HOTEL DEVELOPMENT
2. TURNER PROPERTY - MIXED USE DEVELOPMENT
3. ROBINSON TERMINAL SOUTH - MIXED USE DEVELOPMENT
4. RELOCATE SEAPORT FOUNDATION FLOATING BUILDING
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D. CONVERT ALLEY PARKING LOT INTO ALLEY
E. RELOCATE SHIPBUILDER STATUE AND INCORPORATE OTHER PUBLIC ART
UMBRELLA – Benoson Shaw, Seattle

GATEWAY SOUTH – DISCRETE ART ELEMENTS

Akio Takamuri, Seattle
ART AND AMENITIES

Charlotte, NC Light Rail