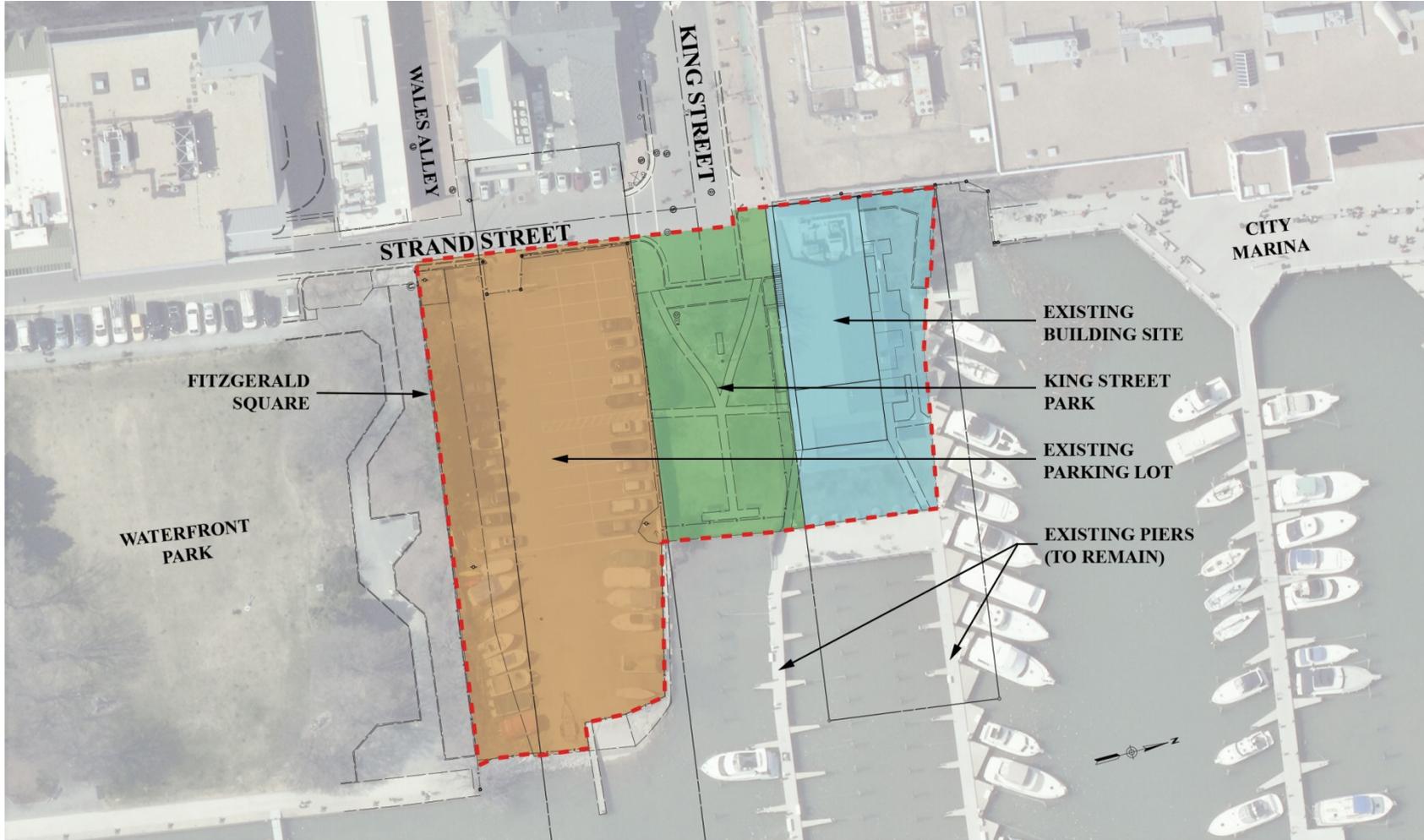




Waterfront Implementation

Interim Fitzgerald Square

May 17, 2016 – Commission for the Arts



**INTERIM FITZGERALD SQUARE
EXISTING CONDITIONS**



UPDATED



Interim Fitzgerald Square

Flexible Daily Use

FLEXIBLE DAILY USE - RELAXATION



WAGNER PARK, NEW YORK

FLEXIBLE DAILY USE - FITNESS AREAS



MILL RIVER PARK, STAMFORD

Ph. Olivier Kroonman



SPRUCE STREET HARBOR PARK, PHL



KAYAK LAUNCH, MAINE

Interim Fitzgerald Square

Seasonal Activities and Special Programs

SEASONAL PROGRAMMING



PARIS PLAGES 2015, PARIS



SPRUCE STREET HARBOR PARK, PHL



DELAWARE RIVER WINTER FEST, PHL



OUTDOOR EVENTS



ROBERT F. WAGNER JR. PARK, NYC



FOUNTAIN SQUARE, CINCINNATI



MILL RIVER PARK MOVIE NIGHT



BROWN-FORMAN AMPHITHEATER



OUTDOOR EVENTS



PHS POP UP PARK, PHL



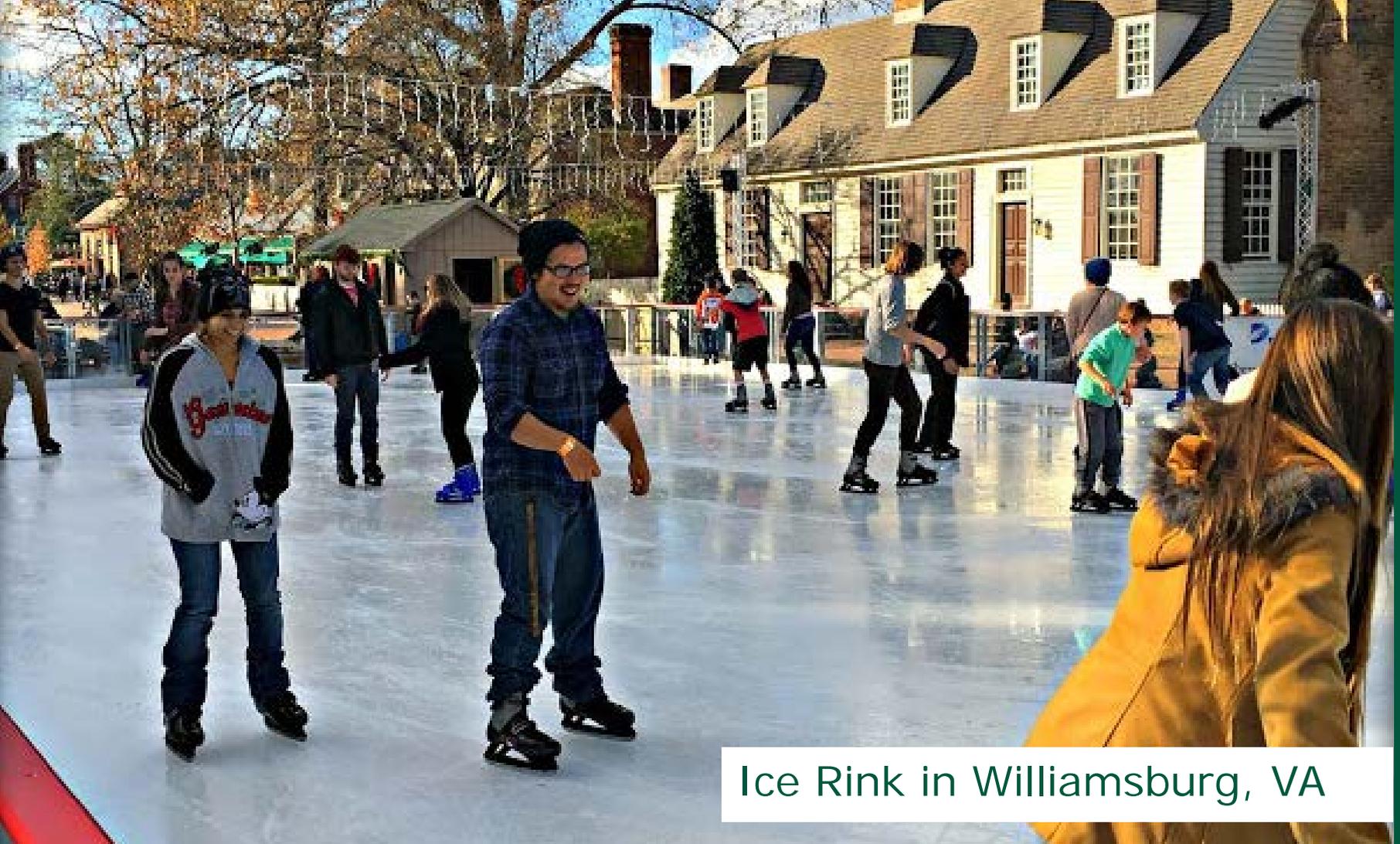
DILWORTH PARK TEMPORARY ICE RINK, PHL



SPRUCE STREET HARBOR PARK, PHL



KALVEBOD, COPENHAGEN WATERFRONT



Ice Rink in Williamsburg, VA

Interim Fitzgerald Square

Design Concept







Civic Engagement

12/02/15 – Interdepartmental design charrette

12/16/15 – DCC presentation

01/06/16-01/21/16 – Council briefings

01/19/16 – Waterfront Commission

01/21/16 – Parks and Rec Commission

02/02/16 – Interdepartmental meeting

02/11/16 – Founders Park Com. Ass'n.

02/16/16 – Community meeting

02/19/16 – Old Town business owners

03/15/16-04/04/16 – AlexEngage

03/21/16 – Environmental Policy Commission

03/22/16 – Old Town Business and Professionals Association

03/30/16 – Visit Alexandria Board

04/05/16 – Chamber of Commerce – Government Relations Committee

04/20/16 – Torpedo Factory Board

04/26/16 – OTBPA and Boutique District “Shop Talk”

05/11/16 – Old Town Civic Association

05/17/16 – Commission for the Arts

05/18/16 – B.A.R. – concept review

05/24/16 – City Council update



AlexEngage

March 15 through
April 3, 2016

145 responses

Scheme 2 was
preferred

		%	Count
Open lawn	■	15.5%	22
Terrace with moveable tables and chairs	■	11.3%	16
Promenade connection between Waterfront Park and the Marina	■	24.6%	35
Paved flexible plaza	■	7.0%	10
Each of the spaces is important to the area	■	33.8%	48
No preference		2.1%	3
Other	■	5.6%	8

7. Are there any specific seasonal activities or special programs you would like the space to accommodate through design?

Answered 100

Skipped 45

activities also **area** art bike chess **concerts** dc during **festivals** food
from great historic **ice** kids **like** make movies **music** nice
other outdoor park **parking** play please rink see **skating**
space summer tables they trees up want water **waterfront** winter



Letters of Support



April 1, 2016

Mayor and Members of City Council
City of Alexandria
301 King Street
Alexandria, VA 22314

Dear Mayor Silberberg and Members of City Council:

I am writing to you today to strongly endorse the Interim Fitzgerald Square proposal. As you may know our town (Lorien Hotel & Spa and Morrison House) is an economic activity which helps to support our hotel taxes and community involvement.

We are honored to operate in Alexandria, community, quality and energy. We strongly advance those values even more. At Westwood, we are excited to be briefed by Mitch Bernstein on the implementation of the alternative executive plan.

On behalf of Kimpton Hotels of Alexandria, I represent as Chair of the Alexandria Hotel Association endorsement of Fitzgerald Square and our support.

The opening of MGM National Harbor this year will change the overall competitive landscape in the region. We want to ensure we continue to deliver a unique strategic asset for Alexandria—we have a great location for residents and for our economic vibrancy.

Sincerely,

Tobias Arff
Kimpton Hotels—Lorien Hotel & Spa, General Manager
Alexandria Hotel Association—Board Chair

Cc: Mark Jinks, City Manager
Emily Baker, Deputy City Manager
Karl Moritz, Director of Planning
Mitchell Bernstein, Acting Director of Project Implementation
Patricia Washington, President & CEO, Alexandria Economic Development
Stephanie Landrum, President & CEO, Alexandria Economic Development

March 31, 2016

Mayor Allison Silberberg, Members of City Council
City of Alexandria
301 King Street
Alexandria, VA 22314

Dear Mayor Silberberg and Members of City Council:

On behalf of the board of the 300+ members of Visit Alexandria, I would like to express our endorsement of the proposed civic improvements to Fitzgerald Square.

We view the Fitzgerald Square project as an important community opportunity for the following reasons:

- Fitzgerald Square represents a user-friendly community park that will enable us to compete with other waterfront destinations.
- Given the opening of new tourism amenities in National Harbor, we must provide attractions that will enable us to compete with other waterfront destinations.
- In an economic era when independent mom-and-pop retail is struggling to survive, Fitzgerald Square is integral to the success of independent retailers to survive. Fitzgerald Square is integral to the success of independent retailers to survive.
- Public activation is entirely consistent with and core to the City of Alexandria's Waterfront plan.

For all of these reasons we encourage you to approve the plans for Fitzgerald Square and ensure our community can reap the full benefit of this new community asset.

Thank you.

Sincerely,

Victor Parra
Board Chair, Visit Alexandria

Cc: Mark Jinks, City Manager
Emily Baker, Deputy City Manager
Karl Moritz, Director of Planning
Mitchell Bernstein, Acting Director of Project Implementation
Stephanie Landrum, President & CEO, Alexandria Economic Development

Visit Alexandria | 625 N. Washington Street, Suite 400 | Alexandria, VA 22314
703-652-5369 | VisitAlexandriaVA.com

EXTRAORDINARY

Alexandria



April 18 2016

The Honorable Allison Silberberg
Mayor, City of Alexandria
301 King Street
Alexandria, VA 22314

Re: Alexandria Chamber of Commerce Consideration of Interim Fitzgerald Square Proposal

Dear Mayor Silberberg:

On behalf of the Alexandria Chamber of Commerce, we express our support for the proposed plans for an interim Fitzgerald Square.

The Chamber strongly supports the Waterfront Small Area Plan. We are committed to the development of Alexandria's waterfront into a world-class venue through broader uses, vibrant amenities and increased public access, while generating sustainable revenue that will maintain the operation of the new waterfront and fund other critical City services.

The Chamber believes it is in the best interest of the City to make the best possible use of the space at the foot of King Street during the period between the Old Dominion Boat Club's move and the permanent completion of this portion of the Waterfront Small Area Plan.

The Interim Fitzgerald Square proposal will bring an added visitor/community friendly atmosphere to that area, a much better option than either a vacant building or an unimproved parcel. A friendly and inviting atmosphere that capitalizes on our natural and manmade assets is good for business. And, as you know, when business is good the whole City benefits and thrives. The Interim Fitzgerald Square proposal, which includes a pop up ice rink, will also bring much needed activity and business to the waterfront during the winter months.

The Chamber notes that the Interim Fitzgerald Square proposal has already gone through an extensive community input process. We therefore urge Council and the Planning Commission to move forward expeditiously with approving the proposal, including approving the permits required for demolition, construction, and proposed special uses.

Thank you for the opportunity to provide input on the Interim Fitzgerald Square proposal. We look forward to working with each of you and the boards and commissions on this and other waterfront implementation projects.

Sincerely,

Next Steps

Revise and finalize design concept

Begin detailed design and site analyses

Begin approval processes (BAR demo, site plan)

Construction anticipated: late 2017/early 2018

