Waterfront Implementation

Interim Fitzgerald Square

May 17, 2016 – Commission for the Arts
Interim Fitzgerald Square

Flexible Daily Use
FLEXIBLE DAILY USE - RELAXATION

WAGNER PARK, NEW YORK
FLEXIBLE DAILY USE - FITNESS AREAS

MILL RIVER PARK, STAMFORD

SPRUCE STREET HARBOR PARK, PHL

KAYAK LAUNCH, MAINE
Interim Fitzgerald Square

Seasonal Activities and Special Programs
OUTDOOR EVENTS

ROBERT F. WAGNER JR. PARK, NYC

FOUNTAIN SQUARE, CINCINNATI

MILL RIVER PARK MOVIE NIGHT

BROWN-FORMAN AMPHITHEATER
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
### Scheme 2 was preferred

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

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
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 encourage the City of Alexandria to support Fitzgerald Square. As you may know our community is home to 4,000 businesses, plus many thousands of tourists who spend significant amounts of money in our community. These businesses are diverse, including restaurants, bars, retail, and more. These businesses are not only an important source of employment for our community, but they also provide a critical economic activity which helps to support our businesses and community involvement.

We are honored to operate in Alexandria, a community that values and supports our business. We work hard to provide a quality experience for our customers, and we are excited to be a part of this vibrant community.

On behalf of Kington Hotels of Alexandria, we would like to thank Mayor Silberberg and Members of City Council for their support of Fitzgerald Square and our hotel.

The opening of MGM National Harbor will have a significant impact on the overall competitive landscape in the region. We believe that Fitzgerald Square is an essential component of our community, and we encourage you to support it.

Sincerely,

Tobias Aff
Kington Hotels—Kington Hotel & Spa, General Manager
Alexandria Hotel Association—Board Chair

Cc: Mark Inks, City Manager
Emily Baker, Deputy City Manager
Karl Moritz, Director of Planning
Mitchell Bernstein, Acting Director of Economic Development
Patricia Washington, President & Stephanie Lambrinos, President & CEO, Alexandria Economic Development Corporation
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