



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



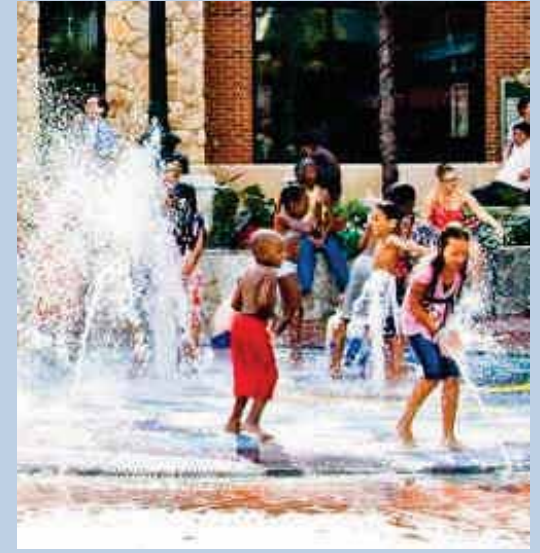
Celebrate the foot of King Street



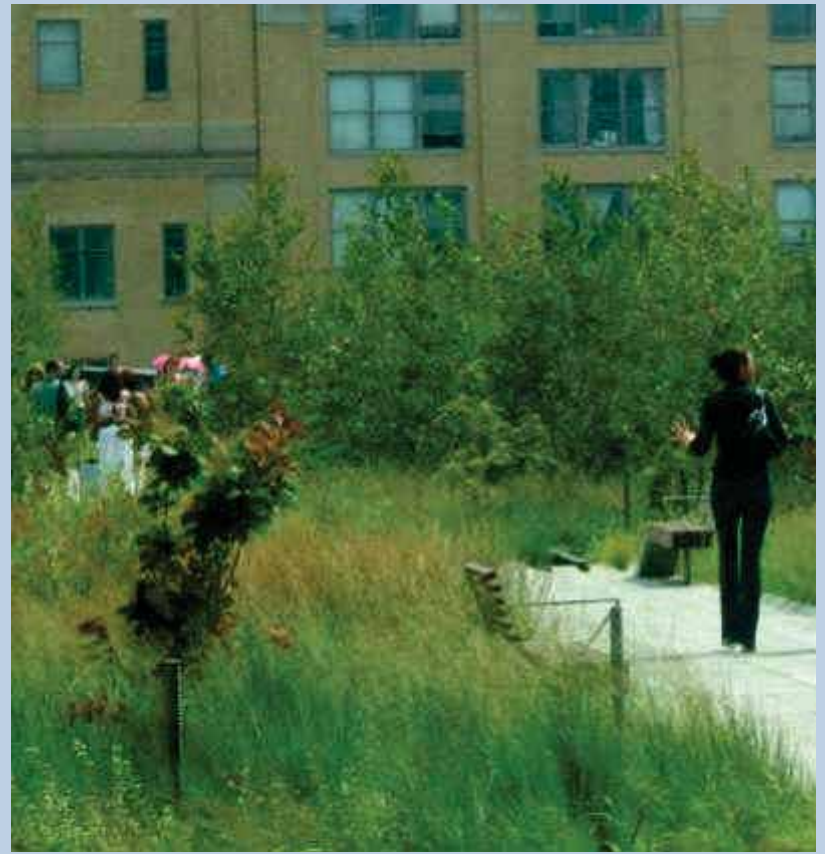
Improve the public realm in the Waterfront Core



Enliven the Strand with activity



Protect and beautify Founders Park



Oronoco Park: Celebrations, Nature and Family Activities



Guiding Concept: Enhance Access and Connectivity



Guiding Concept: Strengthen View Corridors



Guiding concepts: Preserve and Celebrate our History



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)



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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

