



**CITY OF ALEXANDRIA**

# **City Hall & Market Square Renovation Progress Update**

**Legislative Meeting**

**January 28, 2025**

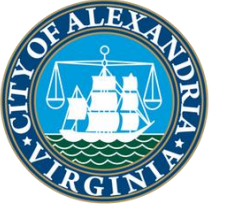


# Agenda



- **Summary**
- **Project Timeline**
- **Community Engagement Summary**
- **Design Concepts**
- **City Hall Proposed 5<sup>th</sup> Floor Use**
- **Discussion / City Council Guidance**

# Summary



## **Request:**

- Seeking guidance on City Hall & Market Square Renovation progress

## **Need:**

- City Hall, Parking Garage and Market Square have significant challenges

## **Council Action:**

- City Council Guidance

## **Key Elements of Discussion:**

- Project Timeline
- Community Engagement Summary & Concepts Feedback
- Ground Floor: Council Chambers, Historic Walls, Community Spaces
- Proposal for 5<sup>th</sup> Floor Use



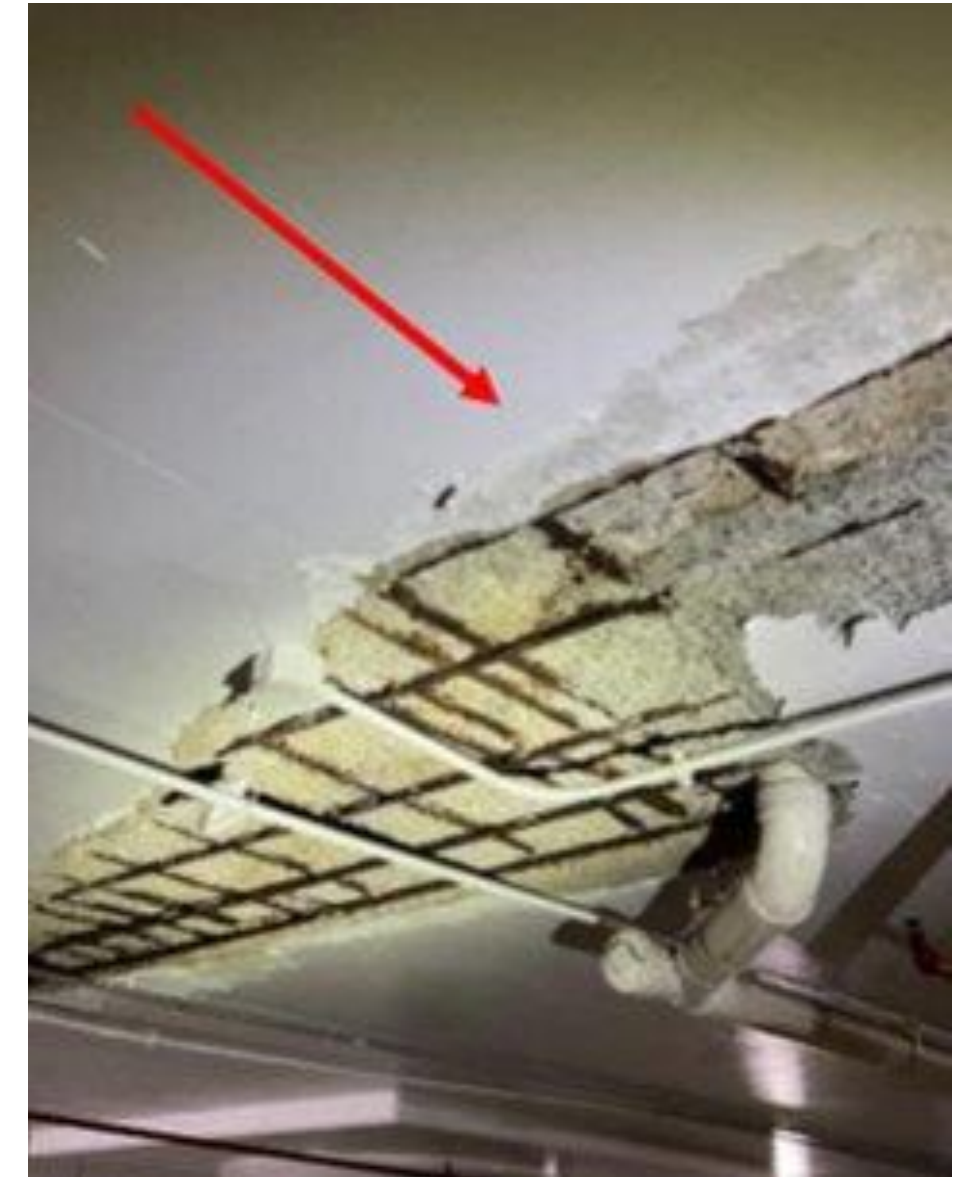
# Existing Conditions



Rusting pipes



Converted City Hall boiler



Exposed structure  
at parking garage

# Project Timeline



JUL 24    AUG 24    SEP 24    OCT 24    NOV 24    **DEC 24**    JAN 25    FEB 25    MAR 25    APR 25    MAY 25    JUN 25    JUL 25    AUG 25

Kickoff

Listen & Envision

Listen & Refine

Design  
Timeline

Building  
Assessments

Program  
Validation

Develop  
Concepts

Finalize  
Concepts

Community  
Engagement  
Timeline

Community  
Series #1  
September

Community  
Series #2  
October -  
November

Community Series  
#3  
December/January



Community Pop-  
Ups



Community Pop-  
Ups



Community Pop-  
Ups

Regulatory  
Timeline

SUBMIT TO P&Z  
Concept I & II  
Jan ' 25

SUBMIT TO P&Z  
Preliminary  
Submission  
Feb ' 25

SUBMIT TO P&Z  
DSP Plan  
Submission  
Apr ' 25

UPDATES  
Planning  
Commission  
Hearing  
Jun ' 25

UPDATES  
City Council  
Hearing  
Jul ' 25

\*Anticipated  
Construction Start:  
Spring 2026

# City-wide Engagement



Series #1  
Listen & Envision

Series #2  
Discovery to Design

Series #3  
Design to Refine

Engagement  
Efforts

17 In person &  
Virtual Events

530 Engaged  
Individuals

11 In person &  
Virtual Events

700 Engaged  
Individuals

7 In-person &  
Virtual Events

727 Engaged  
Individuals

Outreach  
Efforts

Ongoing

Online and Social  
Media Presence

486,159

Online Views

Ongoing

Online and Social  
Media Presence

32,448

Online Views

Ongoing

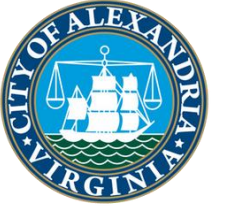
Online and Social  
Media Presence

124,910

Online Views



# Community & Stakeholder Mtgs



## Series #1: September – October 2024

- City Hall - September 19
- Del Pepper Center - September 23
- Minnie Howard - September 26
- Chick Armstrong - September 19
- Virtual - October 10
- Employee Open house – October 15

## Series #2: October - November 2024

- City Hall – October 28
- Virtual - October 29
- Old Town Civic Association – November 13
- Environmental Policy Commission – November 18
- Employee Open house – November 19

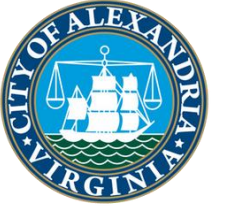
## Series #3: December 2024

- City Hall – December 9
- Virtual – December 12
- Employee Open House – December 18





# Community Pop-Ups



## Series #1: September – October 2024

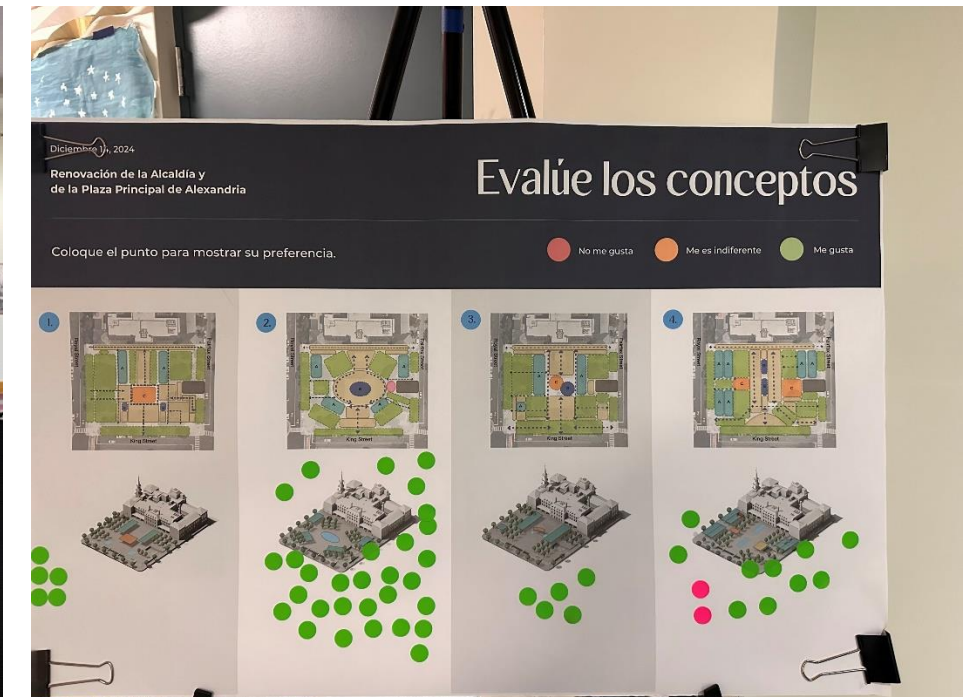
- Old Town farmers' market – September 14
- Del Ray farmers' market - September 14
- The Market at Southern Towers - September 14
- Old Town North farmers' market - September 15
- Four Mile Run Farmers' Market – September 15
- West End farmers' market - September 15
- Old Town Farmers' market – each Saturday in October

## Series #2: October - November 2024

- Old Town farmers' Market – November 2nd & 9th
- Charles E. Beatley Library – November 2
- West End farmers' market – November 10
- Minnie Howard – November 21
- Cookie Crawl – November 23

## Series #3: December 2024 (forthcoming)

- Scottish Rite Parade – December 7
- Old Town Alexandria Christmas Market – December 14
- Casa Chirilagua Christmas Celebration – December 14
- Old Town North Holiday Market – December 22
- Various OHA Museums – December 2024





# Outreach Campaign



## Social Media

- Facebook
- X
- Instagram
- LinkedIn

## Digital

- Webpage
- E-news
- Intake Form / Survey
- Alex Net (COA staff)

## Print

- Postcards
- Banner
- DASH Bus
- Yard Signs
- Candy Cane Cards

## Local Media

- Press Releases



**ALX**now

News

**Alexandria launching long-anticipated City Hall and Market Square redesign project this fall**

By Vernon Miles

Published September 4, 2024 at 3:35PM | Updated September 4, 2024 at 11:46PM

**Zebra**

**City of Alexandria Selects Design Team for City Hall and Market Square Renovations**

**Alexandria**  
LIVING

**City Hall and Market Square Design Process Begin**

The historic building and Market Square will get a major facelift in the coming years.

BY ALEXANDRIA LIVING MAGAZINE STAFF SEP. 05, 2024 9:34 P.M.

# Community Voices



Want a show  
with the  
fountain (music  
and design)

Include shelters  
and state of the  
art amenities  
for DASH bus  
stops

Repair if necessary,  
but leave Market  
Square as currently  
configured

Love the update  
on showing the  
old brick inside of  
City Hall

Prioritize  
bike parking

Please don't  
overdo Latrobe's  
Royal Street  
entrance

Keep the area  
Farmers' Market  
but potentially  
reconfigure

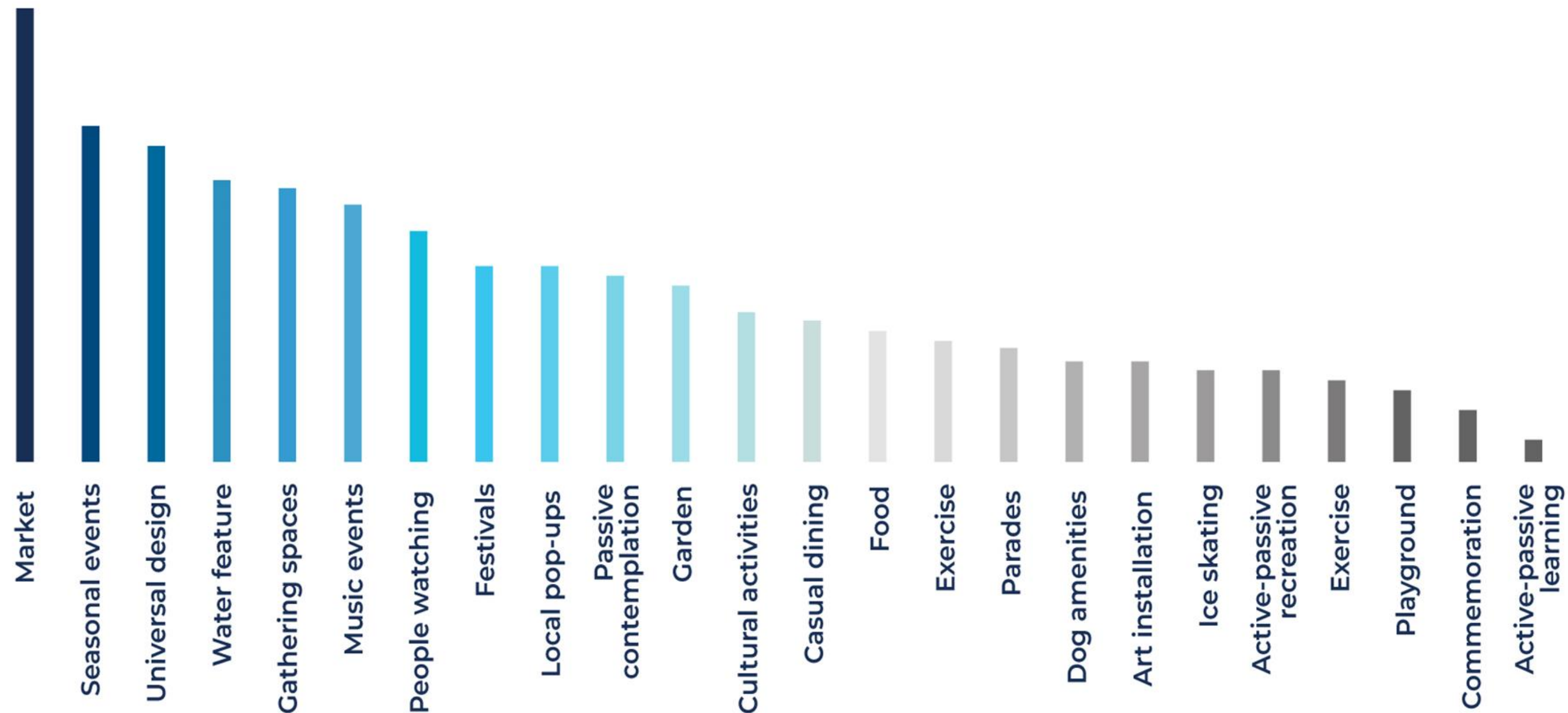
Like the moving  
of Council  
Chambers to the  
first floor



# Series #1: Programming Feedback



**What activities and events would you like to prioritize at Market Square?**



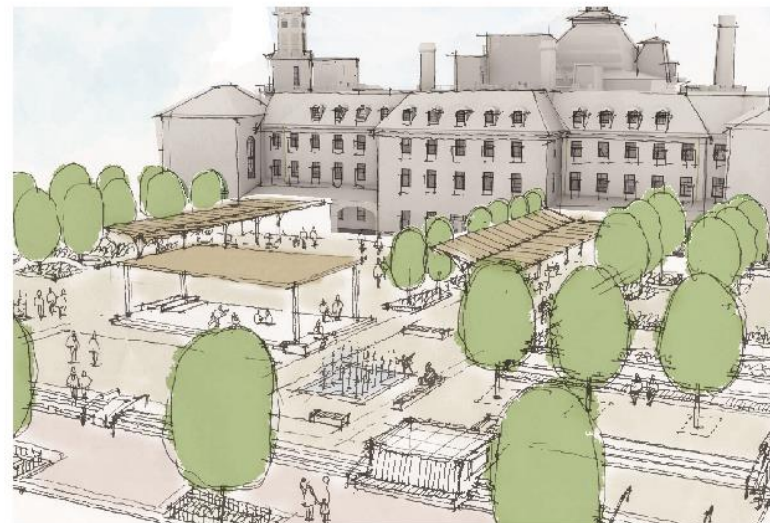
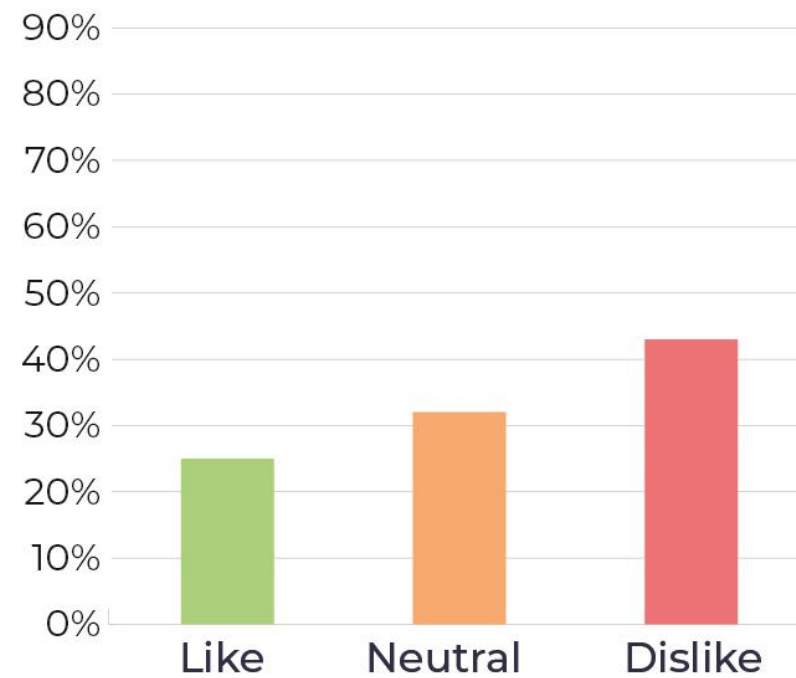
\*Feedback gathered through in-person and virtual meetings, pop-ups, and online intake form as of 10/25/2024

# Series #2: Concepts Feedback

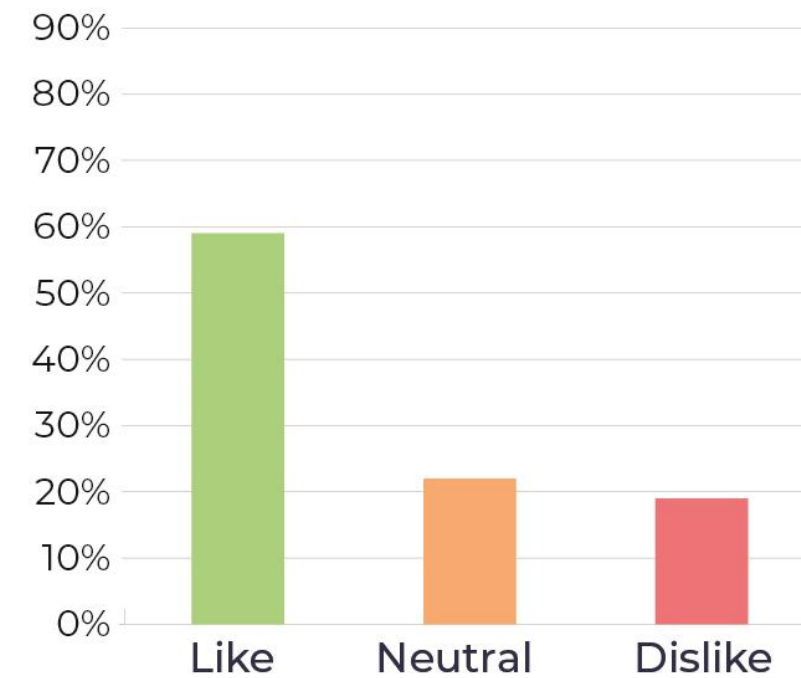


What do you think of each concept overall?

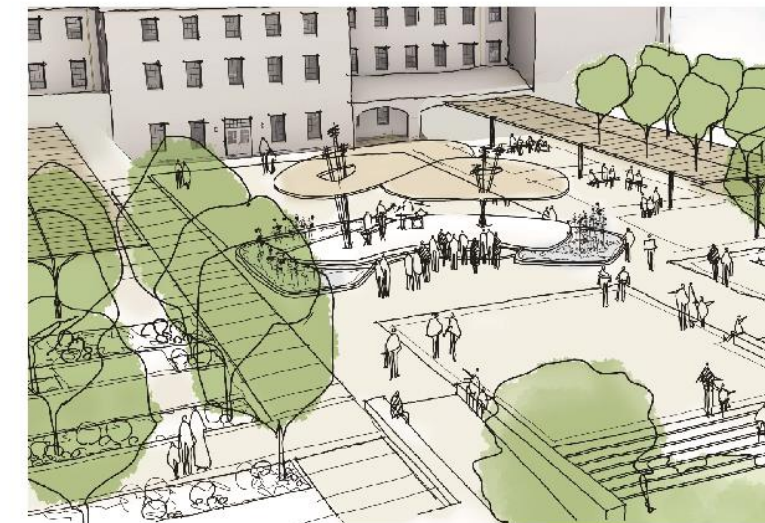
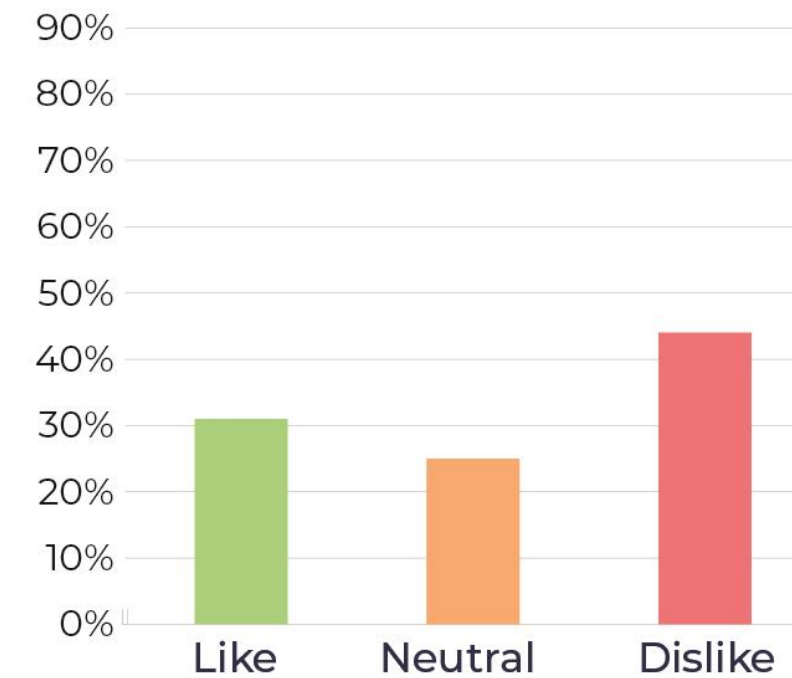
Concept 1



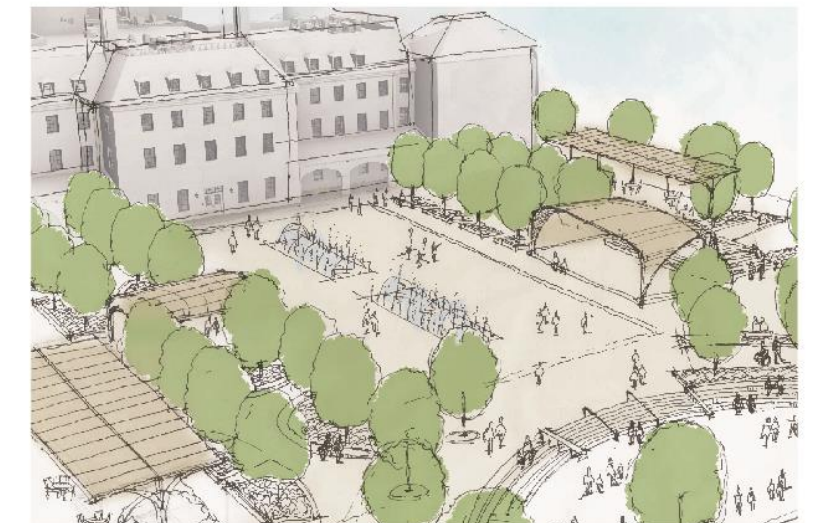
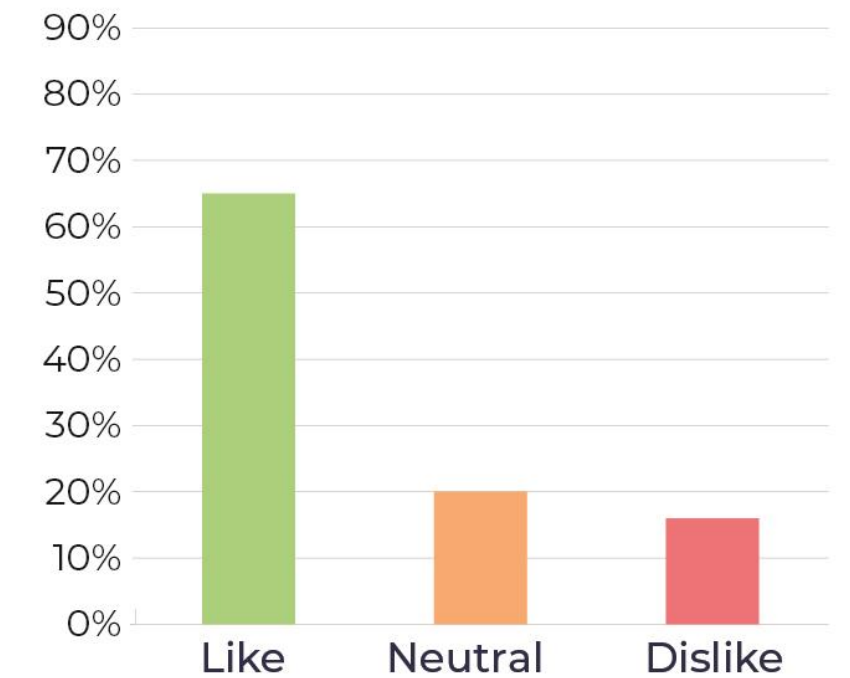
Concept 2



Concept 3



Concept 4



\*Feedback gathered through in-person and virtual meetings, pop-ups, and online intake form as of 11/21/2024



# Series #3: Refined Design Concepts



What we asked people...

**Rate how well each concept incorporates the following design goals (Like, Neutral, Dislike):**

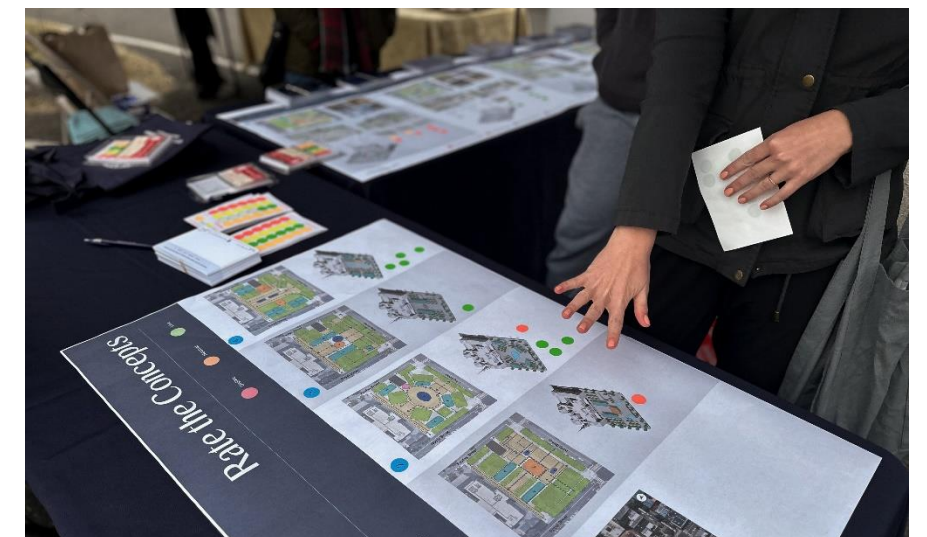
- Approach from King Street and framing of the entrance to City Hall
- Accessible entrance points around Market Square
- Mix of shade from trees and shade structures

**Rate the concepts (Like, Neutral, Dislike)**

- Rate which concept should be further developed

**Council Chambers relocation (Like, Neutral, Dislike)**

- Share your feedback on the concept of relocating Council Chambers to the ground floor to alleviate current functional, wayfinding and security challenges.



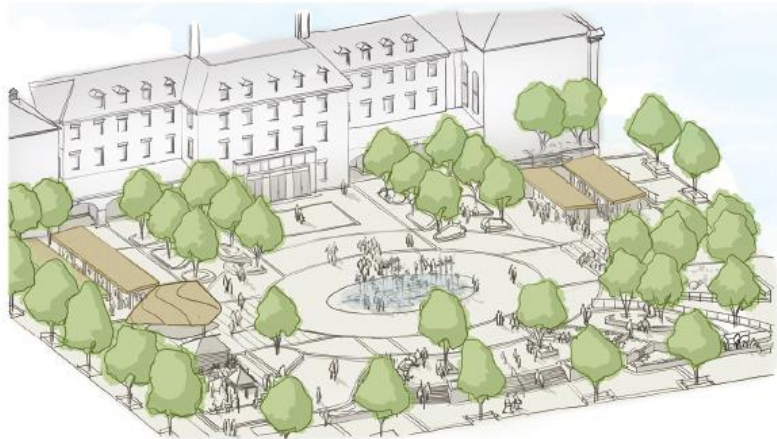


# Series #3: Refined Concepts

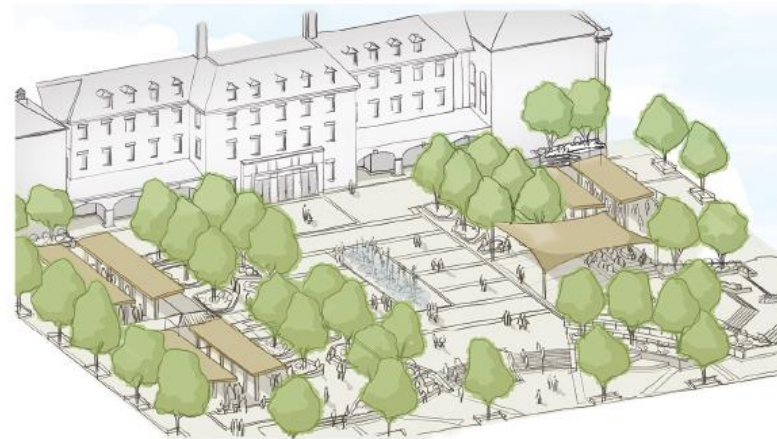


Which one of the concepts would you like to see developed further?

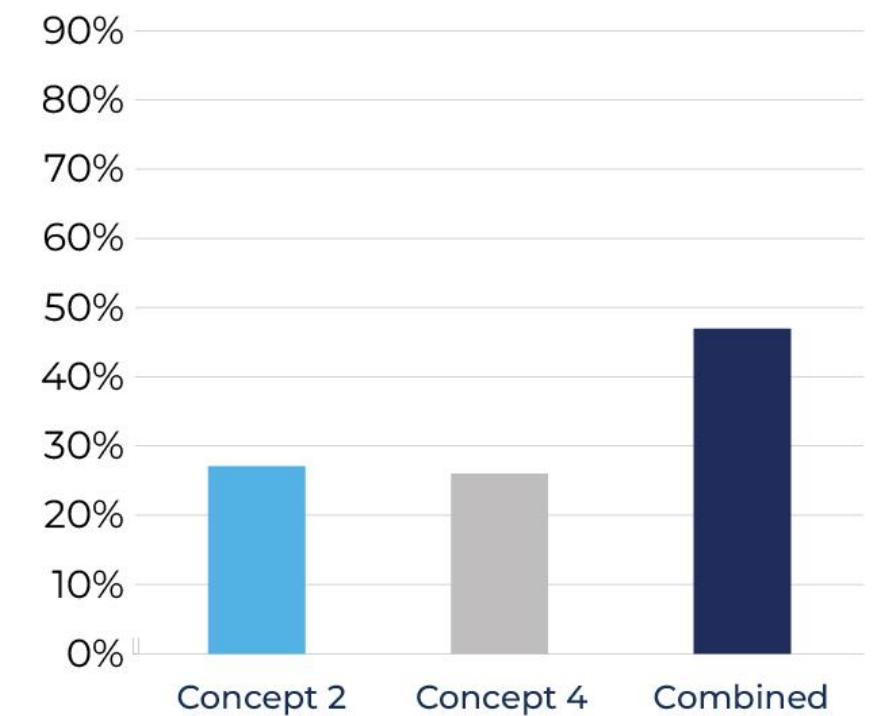
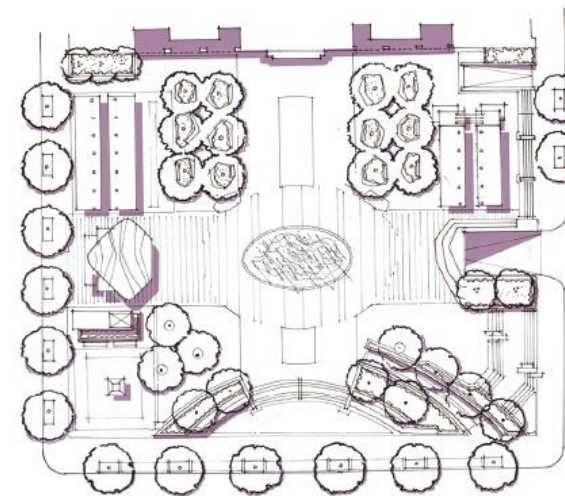
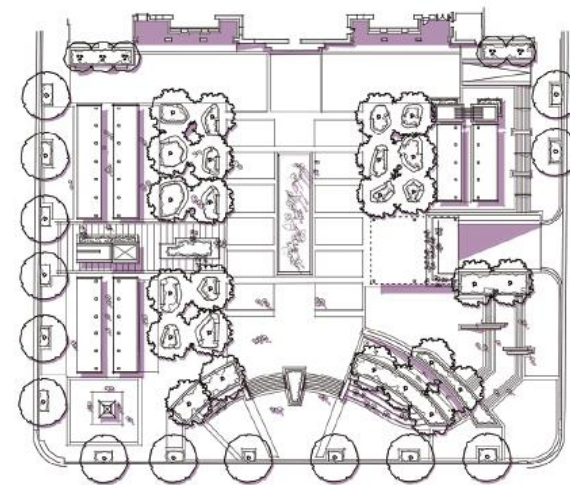
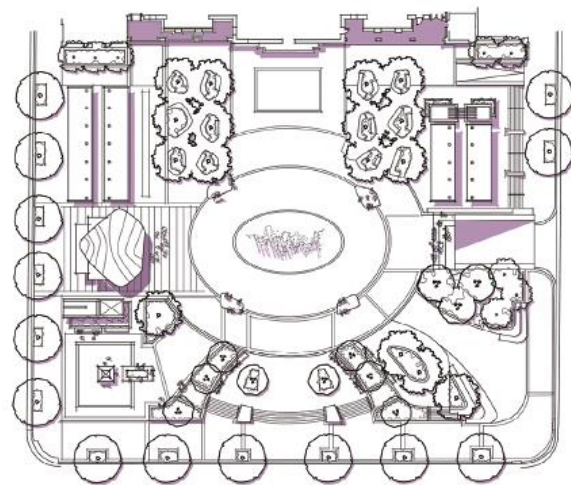
Concept 2



Concept 4



Combined concept

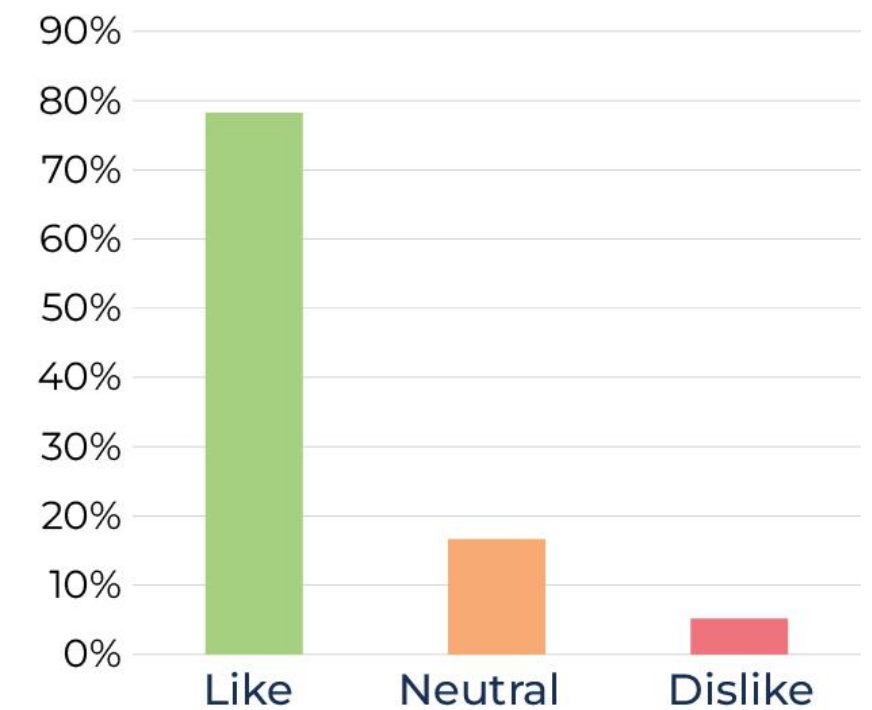
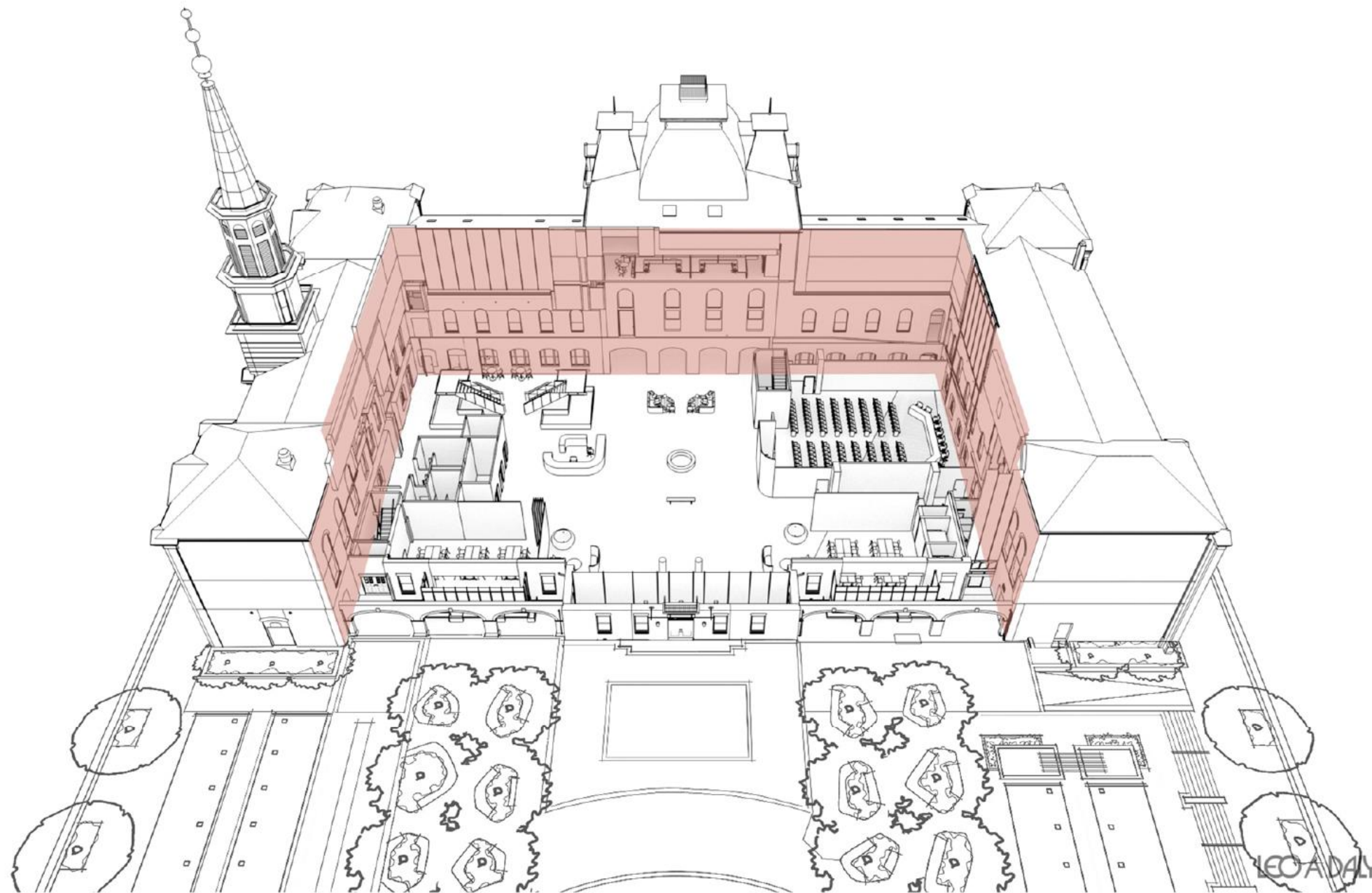




# Series #3: Historic Wall Reveal



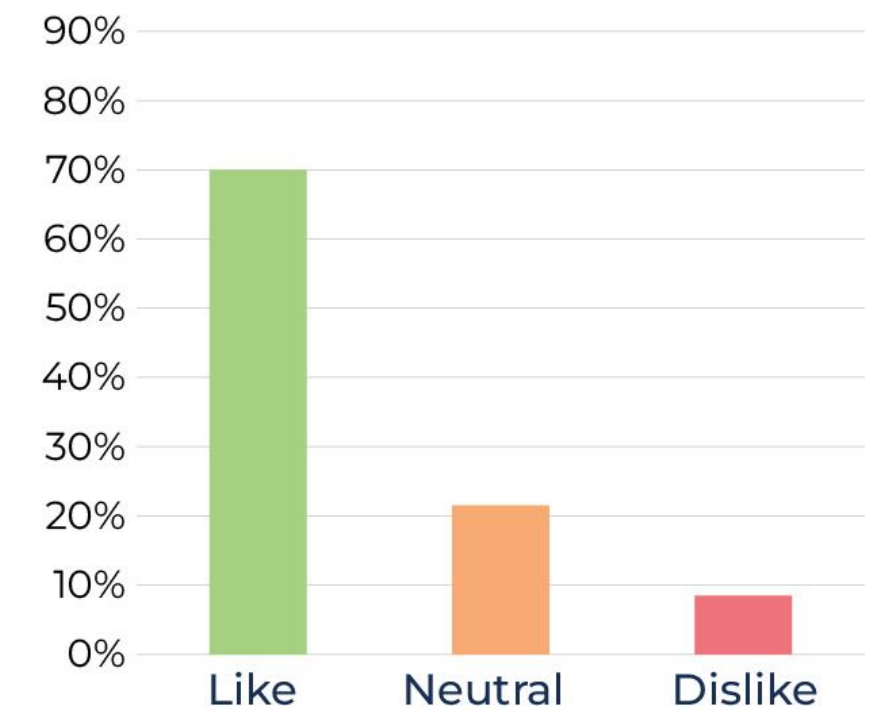
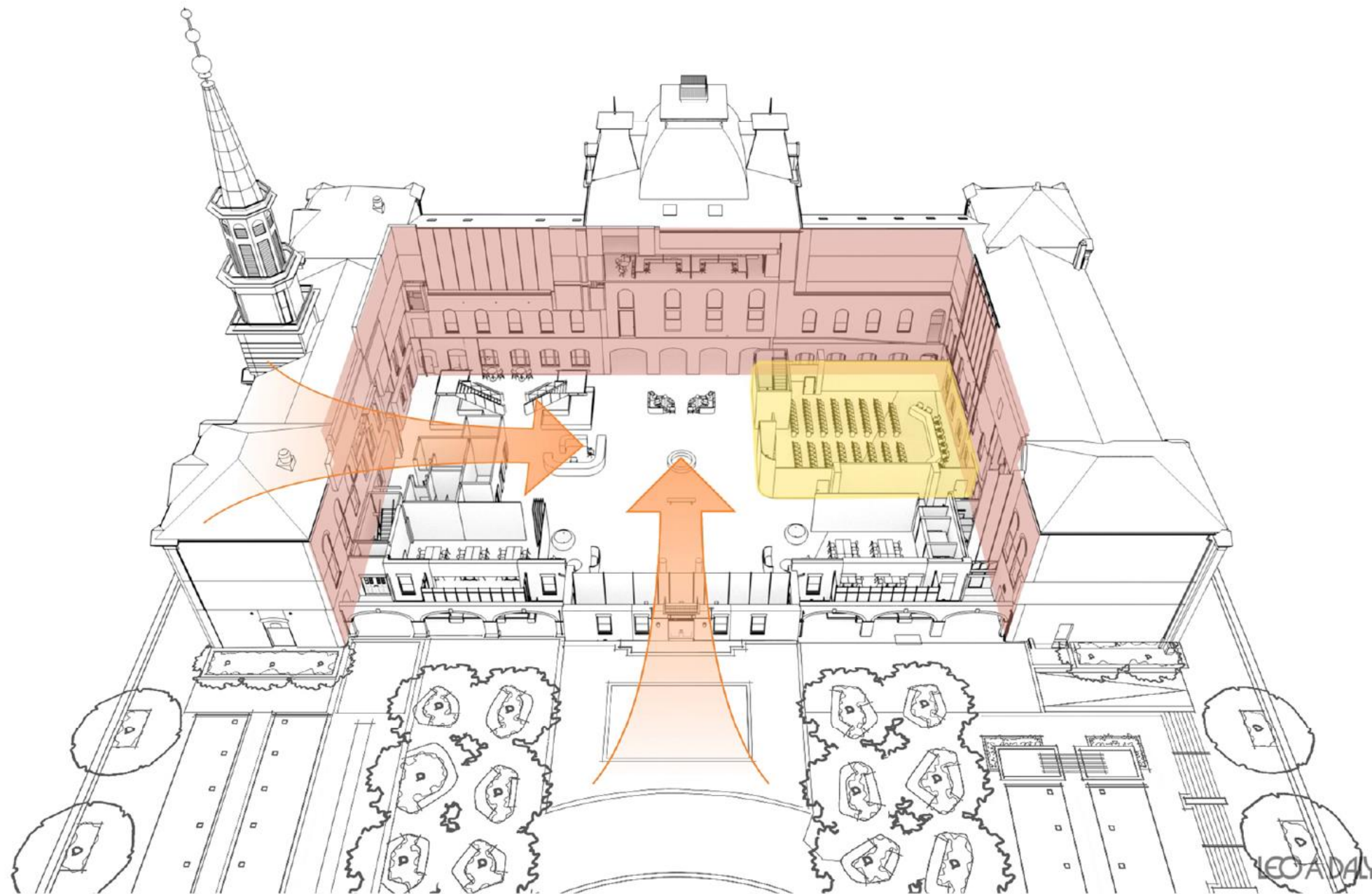
Feedback on the concept of revealing the original, historic courtyard walls.



# Series #3: New Council Chambers



Feedback on the concept of relocating Council Chambers to the ground floor to alleviate current functional, wayfinding and security challenges.

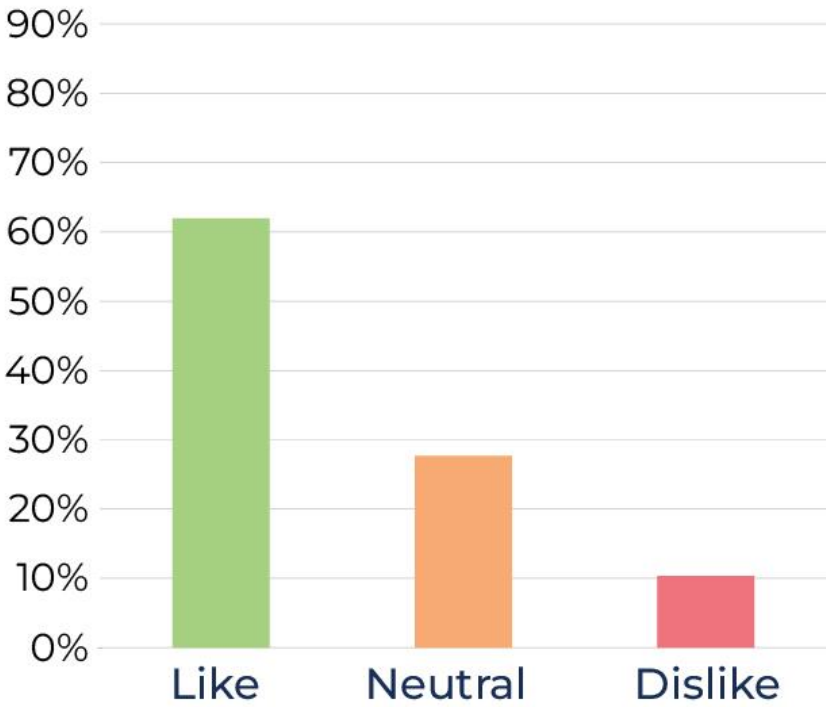




# Series #3: Existing Council Chambers



Feedback on the concept of preserving the current Council Chamber for public uses such as historic storytelling and ceremonial events.



\*Information gathered as of 1/16/2025



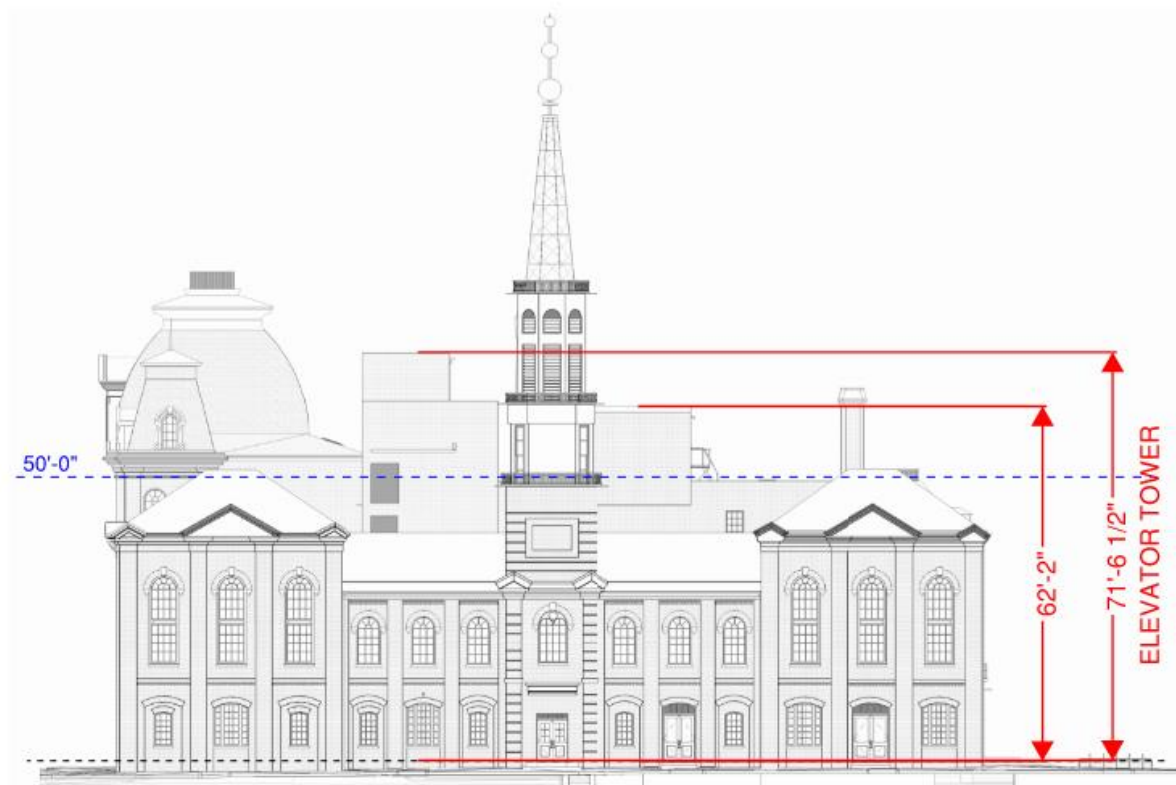
# City Hall & Market Square Timeline



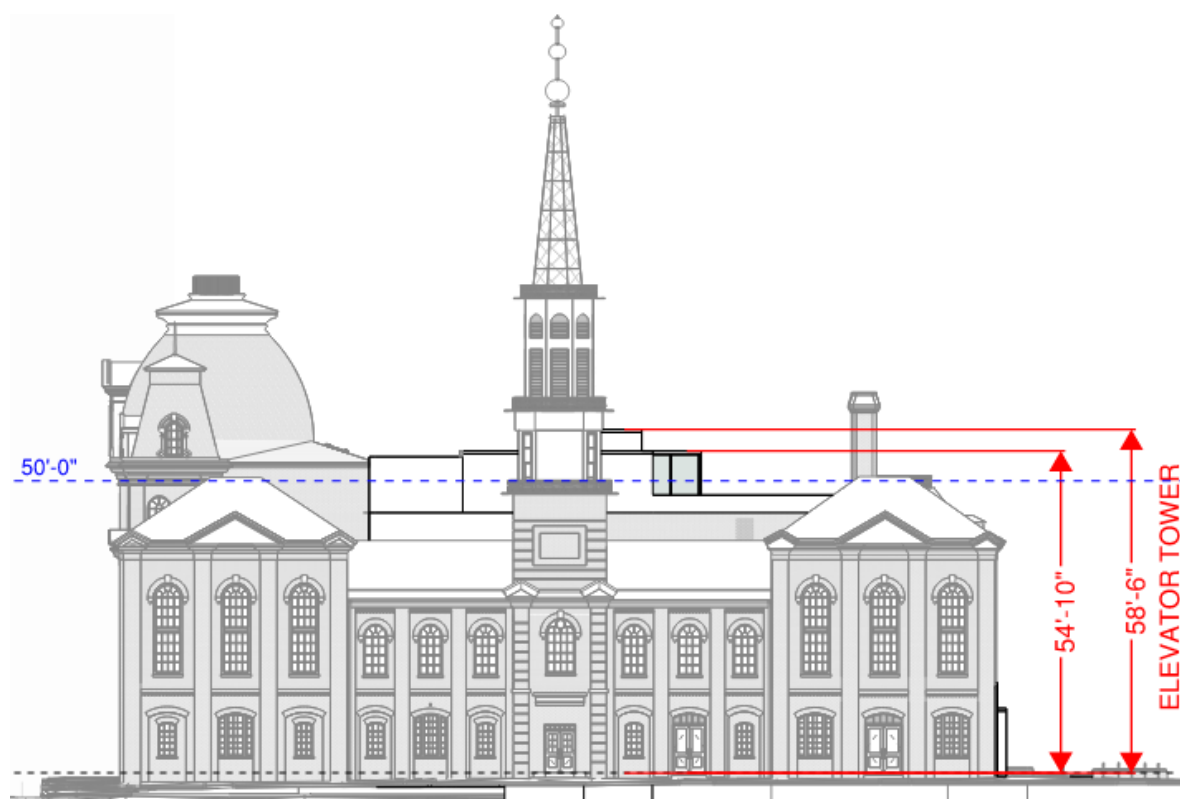
<https://alexandriava.gov/Video/6425>



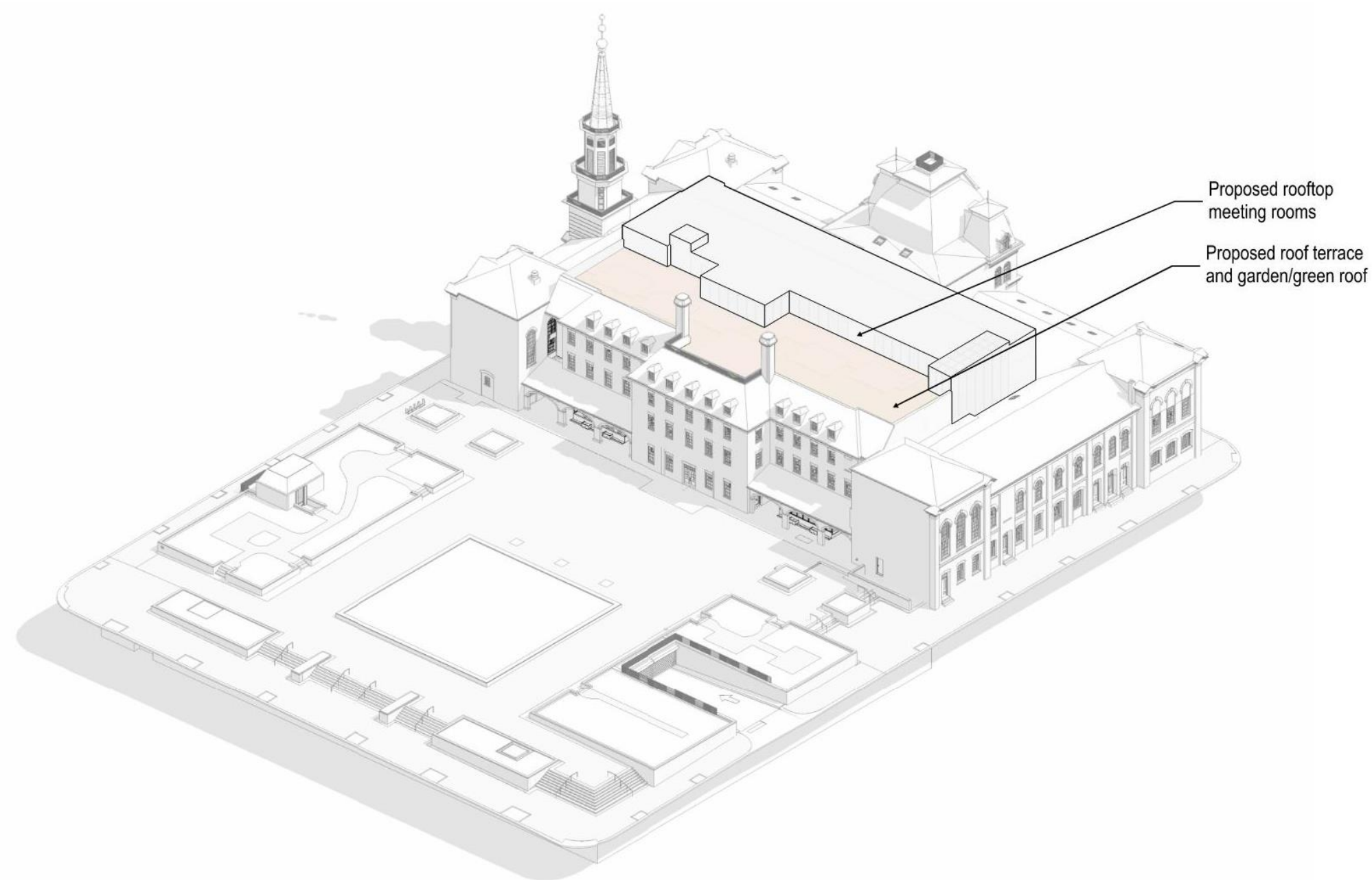
# City Hall 5<sup>th</sup> Floor Expansion



EXISTING



PROPOSED



# Take the online survey, today!



[alexandriava.gov/CityHall](https://alexandriava.gov/CityHall)



## Help Shape the Future of Market Square

Check out the refined concept updates and  
take the online survey to leave your mark!

Deadline:  
February 7, midnight

**DEADLINE EXTENDED!**







**CITY OF ALEXANDRIA**

# **City Council Guidance**

- **Relocation of Council Chambers to 1<sup>st</sup> Floor**
- **Preservation of Existing Council Chambers**
- **New Community Spaces on 1<sup>st</sup> Floor**
- **5<sup>th</sup> Floor Expansion**

