



CITY OF ALEXANDRIA
Department of General Services

City Hall Market Square Renovation Progress Update

Legislative Meeting

November 26, 2024



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 (JUL 24 - AUG 24)

Program Validation (AUG 24 - SEP 24)

Develop Concepts (SEP 24 - OCT 24)

Finalize Concepts (OCT 24 - NOV 24)

Community Engagement Timeline

Community Series #1 (September)

Community Series #2 (October - November)

Community Series #3 (December)

Community Pop-Ups (September)

Community Pop-Ups (October - November)

Community Pop-Ups (December)

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

11 In person & Virtual Events

5+ In-person & Virtual Events

530 Engaged Individuals

700 Engaged Individuals

Outreach Efforts

Ongoing

Online and Social Media Presence

Ongoing

Online and Social Media Presence

Ongoing

Online and Social Media Presence

486,159

Online Views

32,448

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 – January 2025 (forthcoming)

- **City Hall** – December
- **Virtual** – December



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, 2th & 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)

Outreach Campaign



Social Media

- Facebook
- X
- Instagram
- LinkedIn

Digital

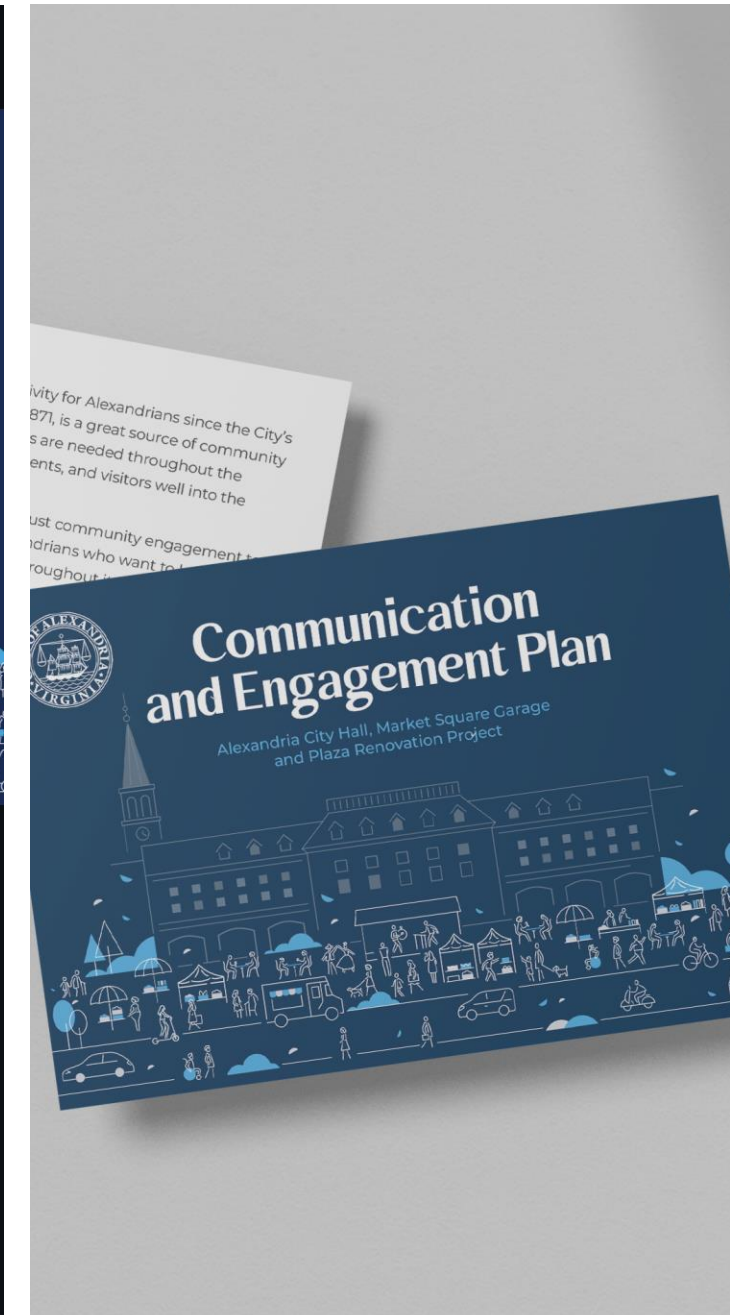
- Webpage
- E-news
- Intake Form / Survey
- Alex Net (COA staff)

Print

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

Local Media

- Press Releases



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



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



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 8:34 P.M.

Community Voices



Good memories
with my grandson

Smaller
fountain
and more
efficient

City Hall and
Market Square
need to become
much more
environmentally
friendly.

Bring in
nature -
native plants

Provide
trees and
shade

Concerned about
farmers market
sustainability
during renovations

Keep the area
Farmers' Market
but potentially
reconfigure

Historical but has
the layer of the
present and the
future

Series #1: Programming



What we asked people...

Poll 1 - Arrival and Transportation

How do you get to Market Square?

Poll 2 - Priorities - Activity

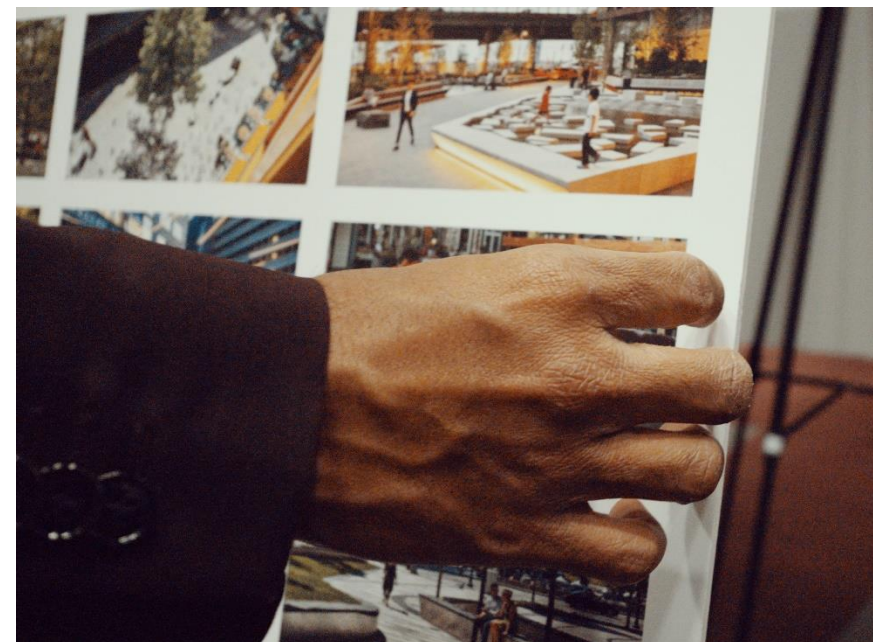
What activities and events would you like to prioritize at Market Square?

Poll 3 - Priorities - Experience

What experiences would you like to have and feel at Market Square?

Poll 4 - What should be kept/Changed?

What features of Market Square would you keep, what would you change?



Series #1: Programming



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



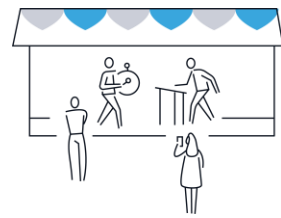
Market



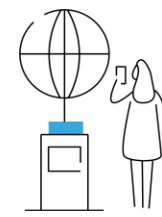
Festivals



Food



Active - passive recreation



Art installation



Garden



Local pop-up events



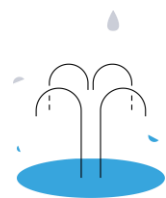
Active - passive learning



Casual dining



Music events



Water feature



Seasonal events



Cultural activities



Ice skating



Civic activities



Commemoration



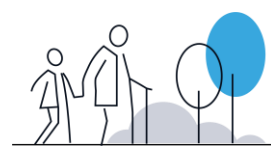
Dog amenities



Universal design



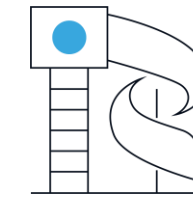
Parades



Passive contemplation



People watching



Playground



Exercise

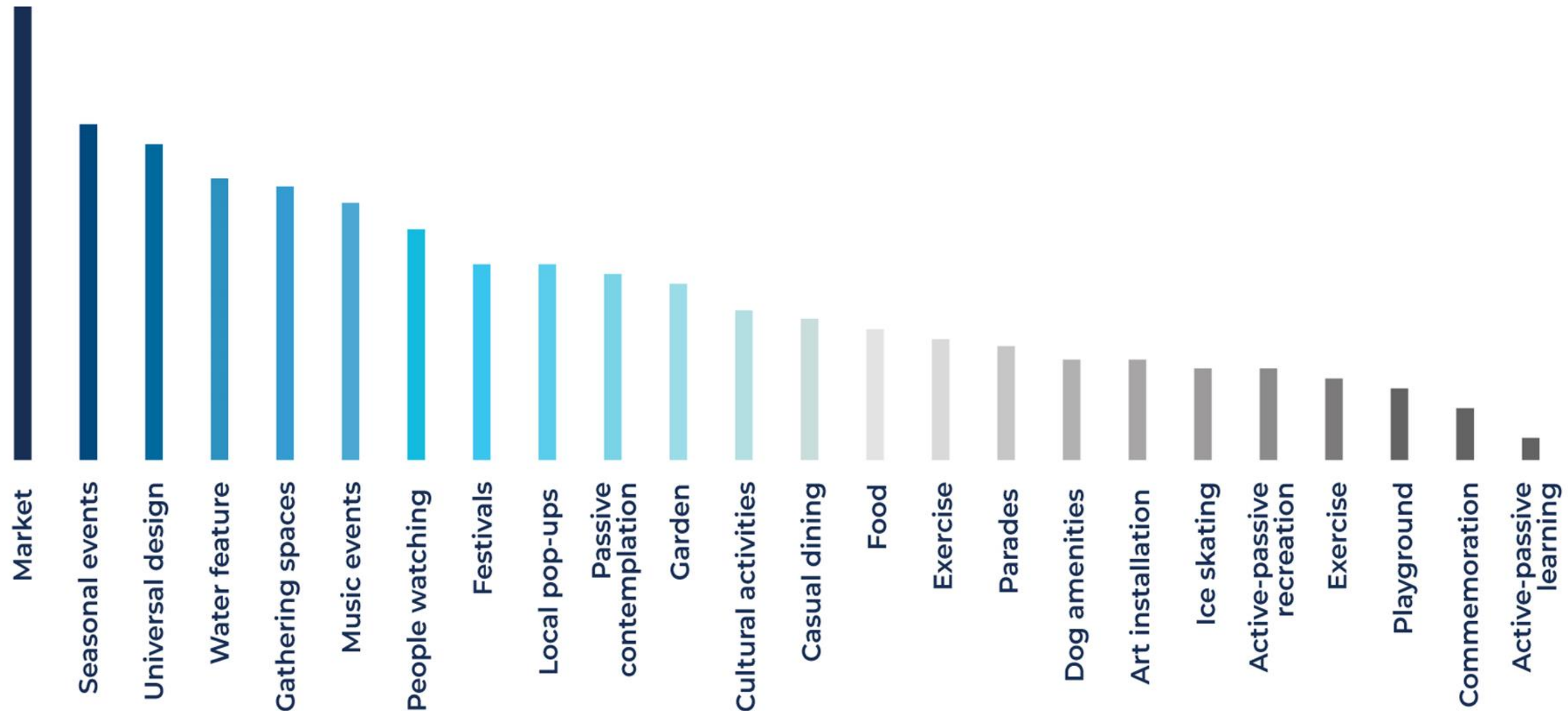


Gathering spaces

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: Early Design Concepts



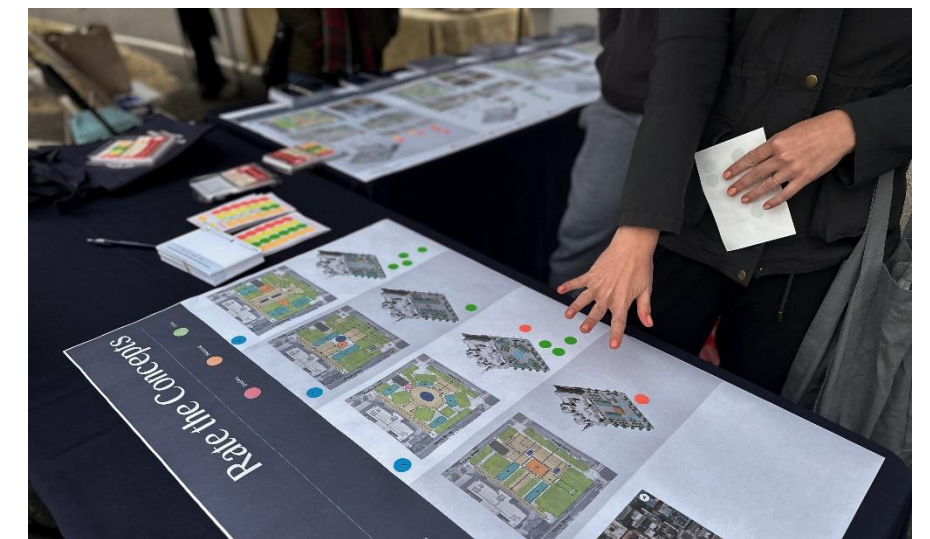
What we asked people...

Rate the location of the following elements for each concept (Like, Neutral, Dislike):

- **Poll 1** - Water Feature
- **Poll 2** – Shaded Structure
- **Poll 3** - Stage

Poll 4 – Rate the concepts (Like, Neutral, Dislike)

- Rate each concept

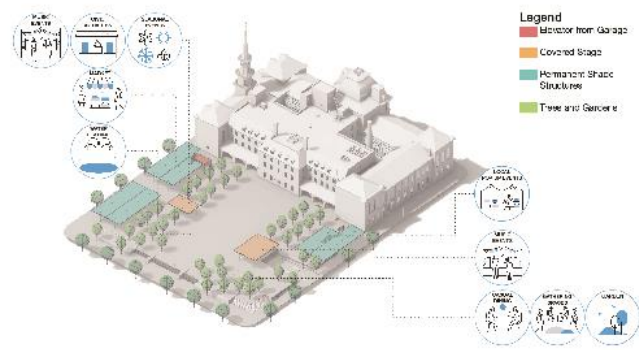


Series #2: Progress Feedback

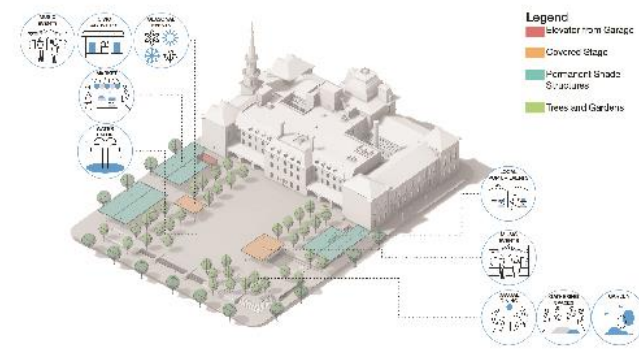


What do you think of each concept overall?

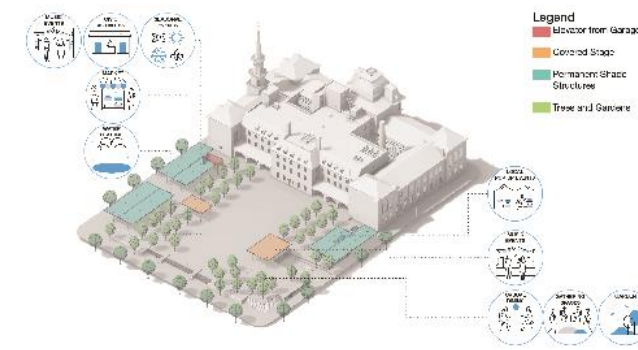
Concept 1



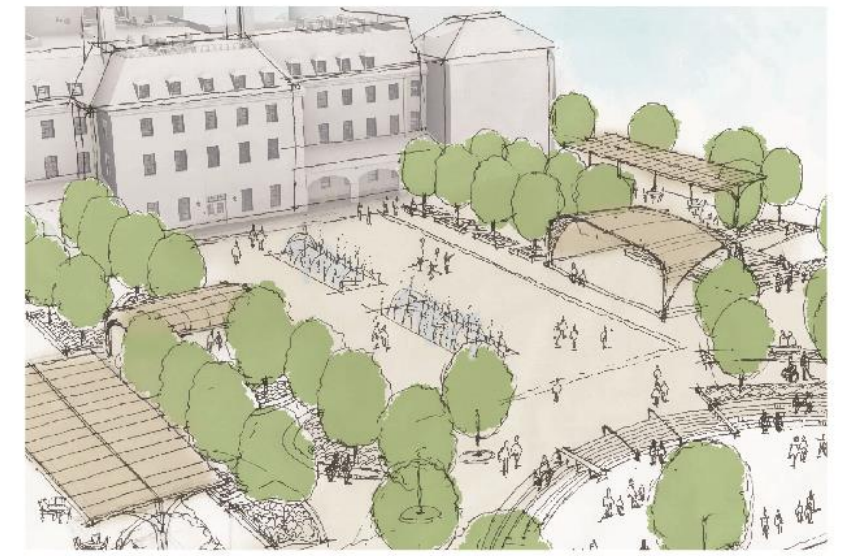
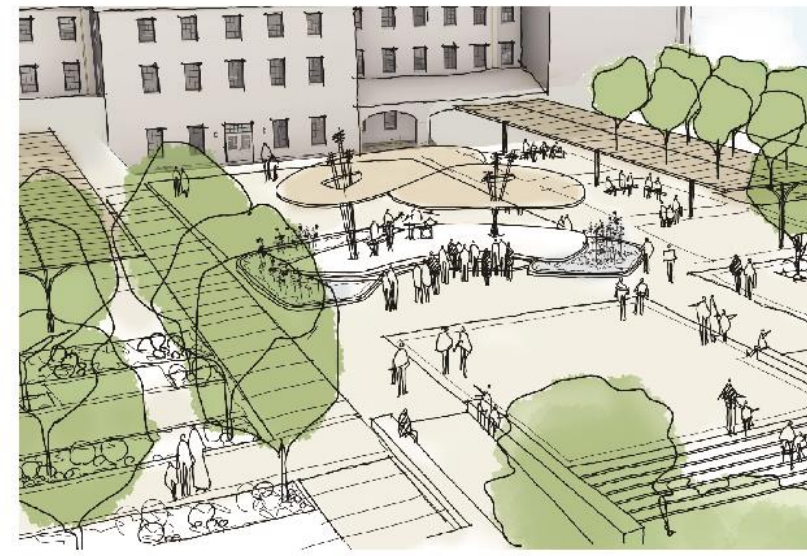
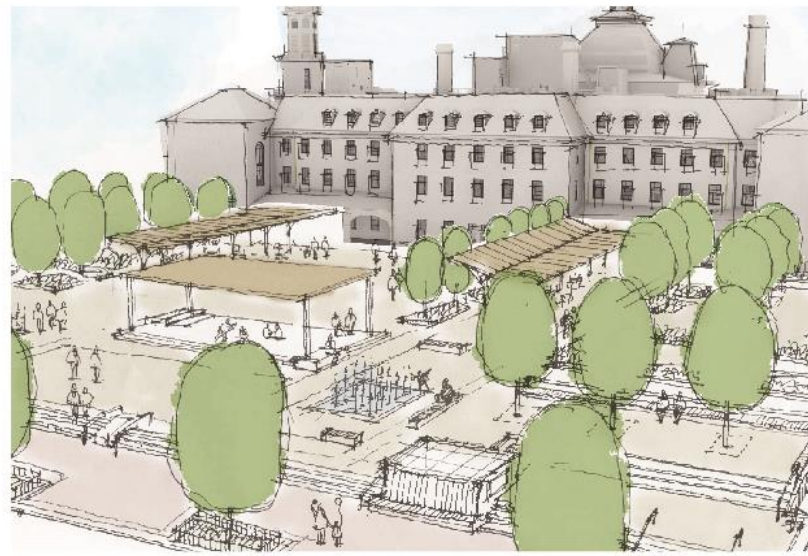
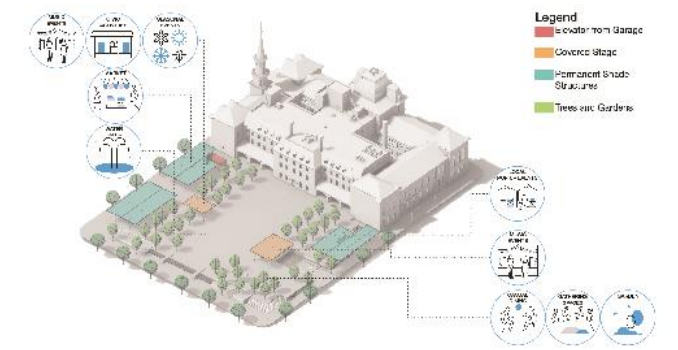
Concept 2



Concept 3



Concept 4

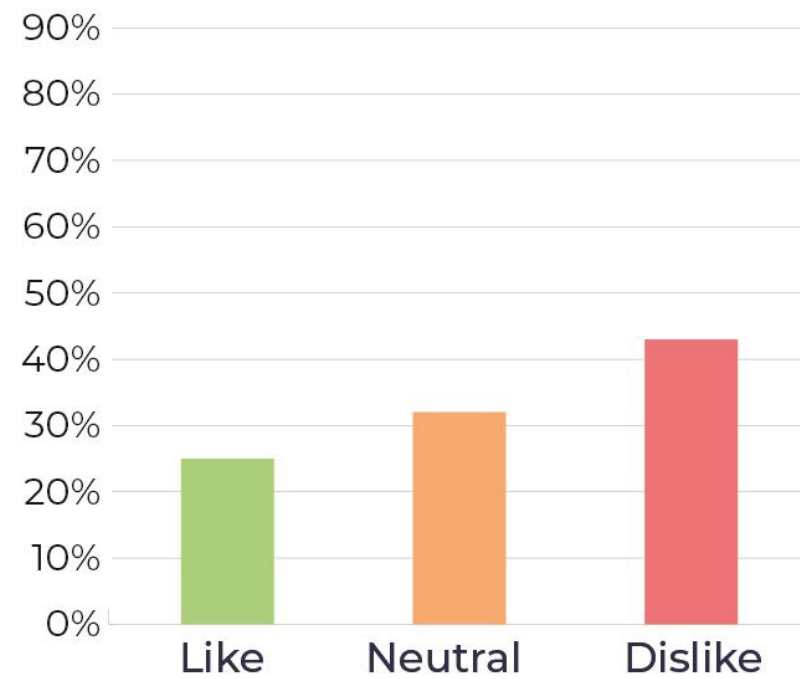


Series #2: Progress Feedback

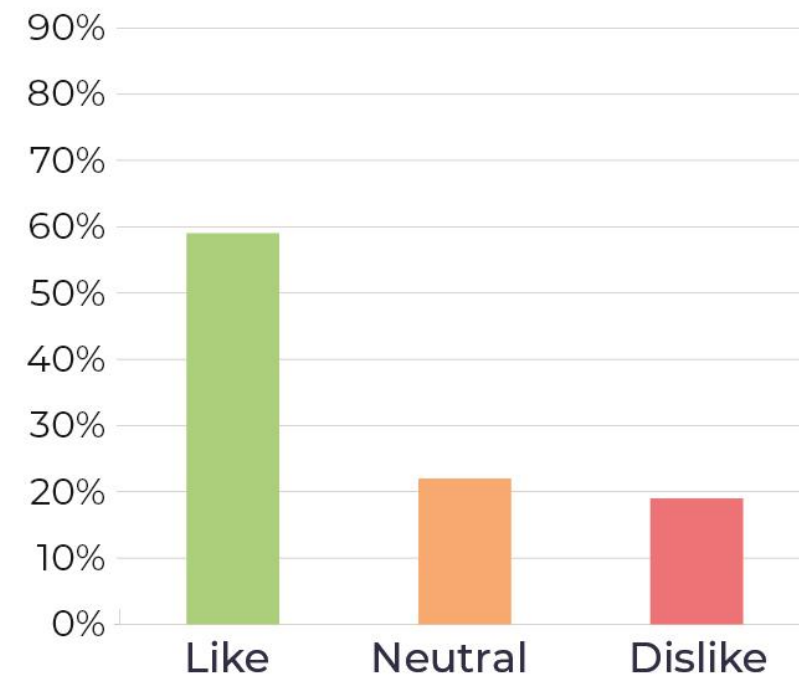


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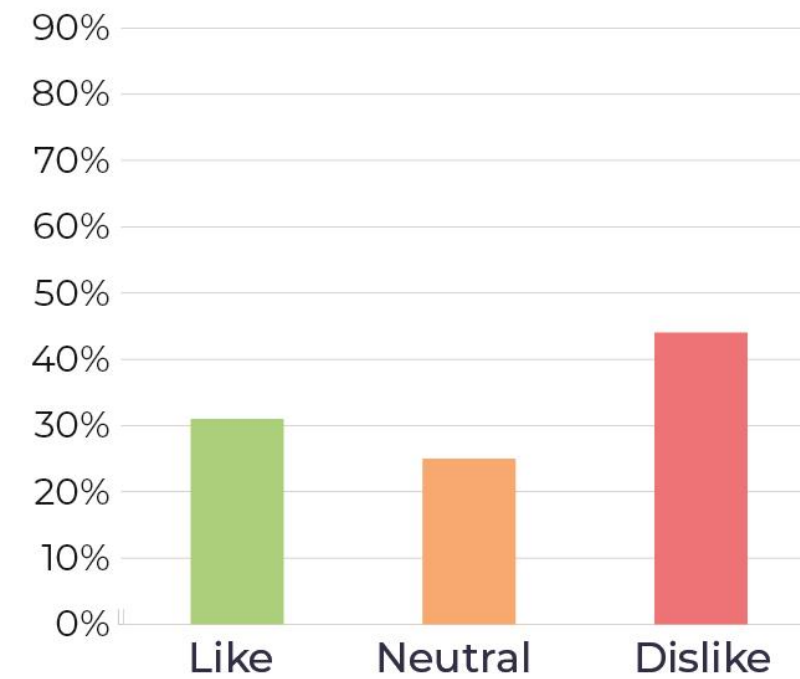
Concept 1



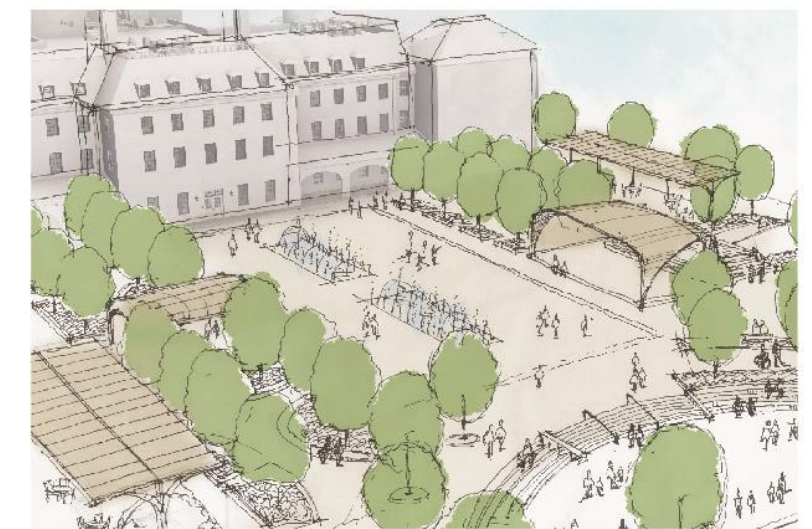
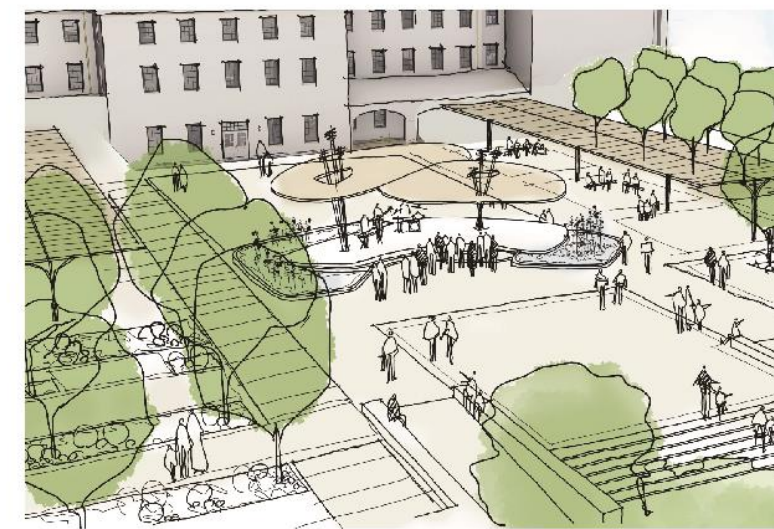
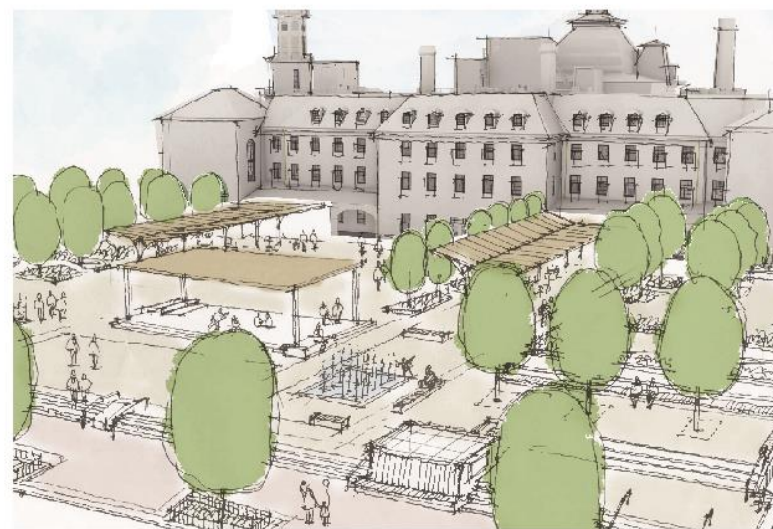
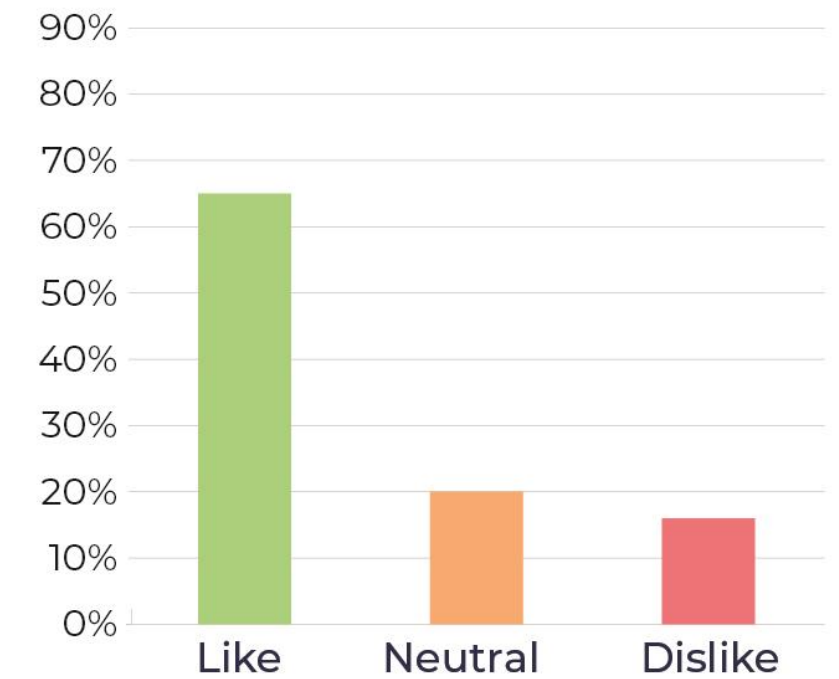
Concept 2



Concept 3



Concept 4



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

We want to hear from you!



Help Shape the Future of Market Square

Check out the early design concepts, and take the online survey to leave your mark!



Visit alexandriava.gov/CityHall to take the online survey.

Check out our online video to learn about each concept.



Temporary Relocation Planning

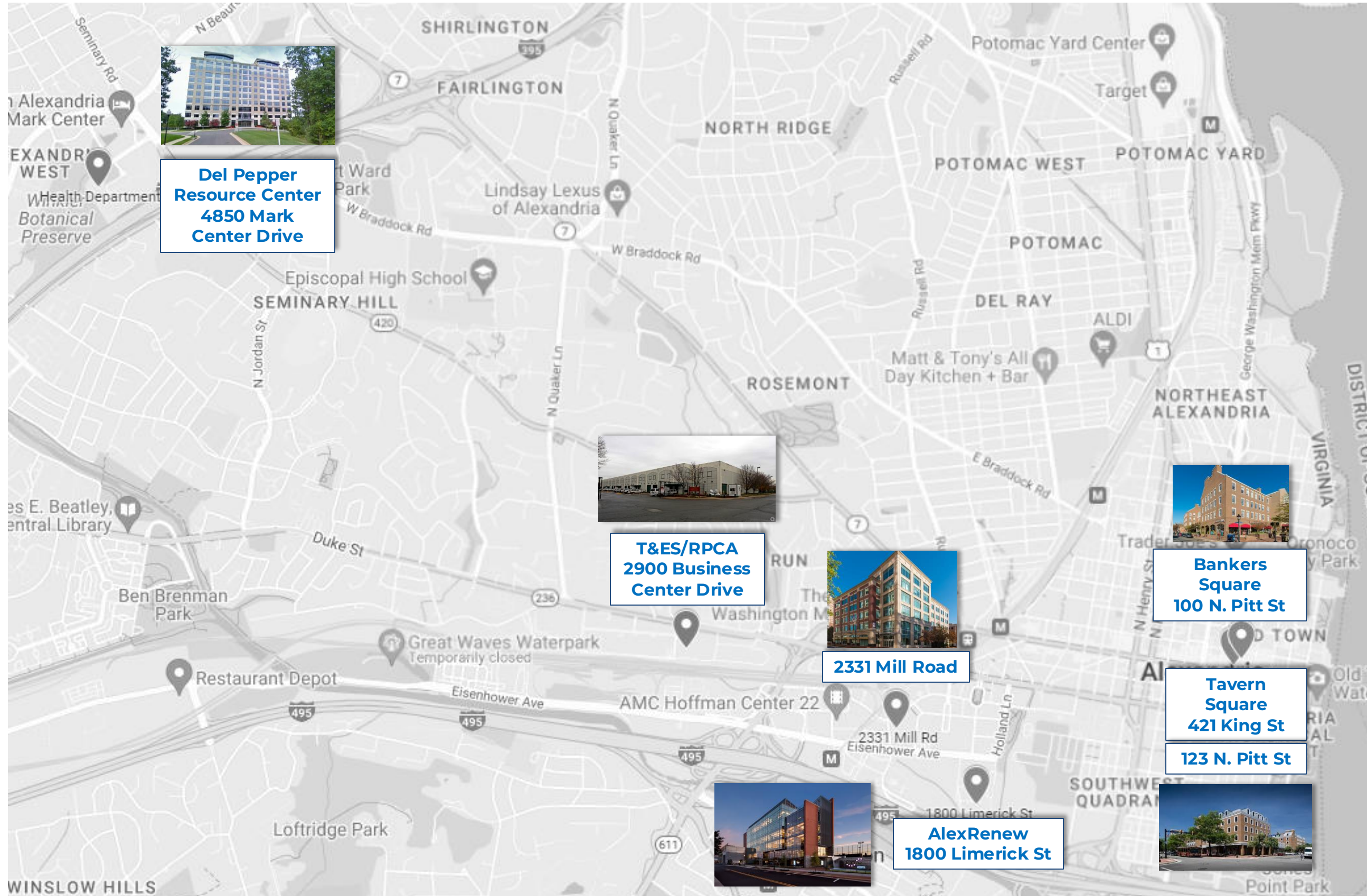




Old Town Farmers' Market Vendor Work Group

- ▶ **The Old Town Farmers' Market will need to be relocated to space adjacent to Market Square during the renovation project.**
- ▶ **City's intent is for the Farmers' Market to continue uninterrupted**
- ▶ **Group made up of 20 Market Vendors was established to provide input and feedback as staff designs the interim Farmers' Market Space adjacent to Market Square.**
- ▶ **Meetings to date – October 23 and November 6**

Temp. & Permanent Locations



Temporary Move Timeline



Spring 2025

Alex Renew

Transportation & Environment Services (Stormwater & Sanitary)*

Summer 2025

Del Pepper Center

Code Administration *
Transportation & Environmental Services (Right of Way)*

2331 Mill Rd

General Services, Information Technology Services – 2nd Floor

2900 Business Center Drive

T&ES (Mobility & Transportation Planning)*

100 N Pitt St

Housing - 4th Floor

Fall 2025

2900 Business Center Drive

Transportation & Environmental Services (Administration)

Winter 2026

Tavern Square

Office of Mayor/City Council
City Manager Office
Office of Management & Budget
Planning & Zoning
Office of Communications & Community Engagement
Office of Performance Analytics
Climate Action Office
General Services Mail
City Attorney Office

2331 Mill Rd

Human Resources, Project Implementation, 3rd Floor

100 N Pitt St

Finance – 2nd & 4th Floors

Del Pepper Center

Council Chambers

Neighborhood Color Key

Carlyle

Old Town

Taylor Run

Alexandria West

Take the online survey, today!



alexandriava.gov/CityHall



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and take the online survey to leave your mark!

