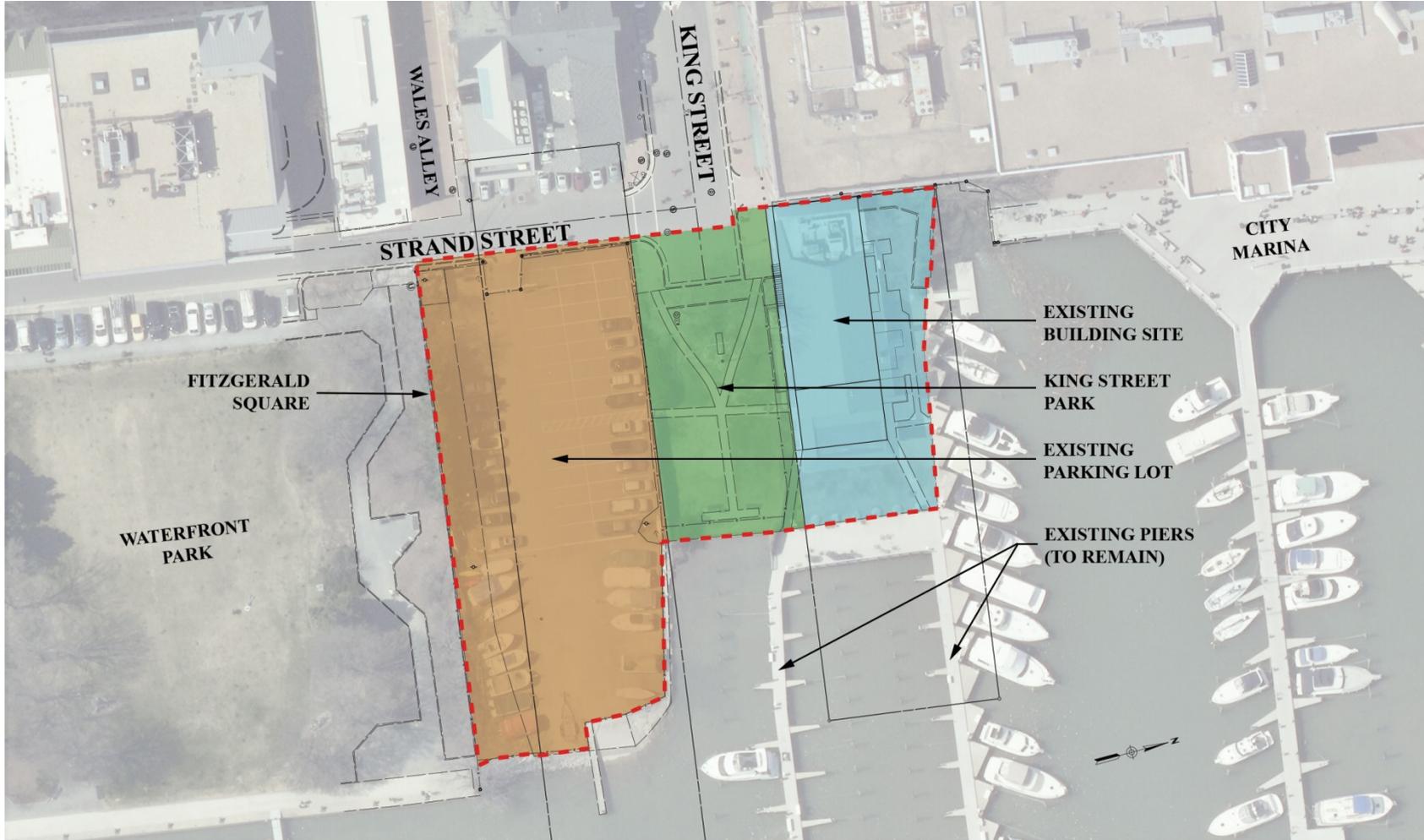




# Waterfront Implementation

Interim Fitzgerald Square &  
Common Elements

June 7, 2016 – Planning Commission



**INTERIM FITZGERALD SQUARE  
EXISTING CONDITIONS**



**Schematic plan – Council approved in June 2014**

**FITZGERALD SQUARE  
SCHEMATIC DESIGN**



Interim Fitzgerald Square

# **Flexible Daily Use & Seasonal Activities**





**SPRUCE STREET HARBOR PARK, PHL**



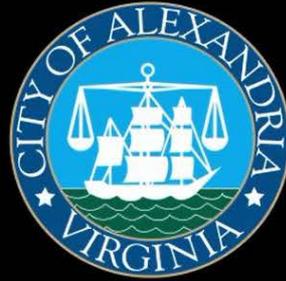
**KALVEBOD, COPENHAGEN WATERFRONT**



**Ice Rink in Williamsburg, VA**

Interim Fitzgerald Square

# **Design Concept**



CITY OF ALEXANDRIA

**INTERIM  
FITZGERALD SQUARE**







# 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

06/07/16 – Planning Commission 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 Fitzgerald Square. As you may know our (Lorien Hotel & Spa and Morrison House) economic activity which helps to support hotel taxes and community involvement.

We are honored to operate in Alexandria, community, quality and energy. We strongly advance those values even more. At West excited to be briefed by Mitch Bernstein at implementation on the alternative execution.

On behalf of Kimpton Hotels of Alexandria represent as Chair of the Alexandria Hotel endorsement of Fitzgerald Square and our way.

The opening of MGM National Harbor this the overall competitive landscape in the hotel to ensure we continue to deliver a unique, strategic asset for Alexandria—we have a gift for residents and for our economic vibrance.

Sincerely,

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

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

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 endorse 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 provide a safe and enjoyable waterfront for Alexandria's 150,000 residents to enjoy our waterfront.
- Given the opening of new tourism amenities in National Harbor, we must provide attractions that will enable us to compete with other cities and retain the level of visitation that supports our hotels, restaurants, and other businesses.
- In an economic era when independent mom-and-pop retail is being replaced by online shopping, Alexandria must offer a unique experience that will allow independent retailers to survive. Fitzgerald Square is integral to the revitalization of King Street.
- 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 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



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 be 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,

Visit Alexandria

Chamber of  
Commerce

Kimpton Hotels

Environmental  
Policy

Commission

Parks and Rec.  
Commission

Commission for  
the Arts



# Next Steps

Revise and finalize design concept

Begin detailed design and site analyses

Planning Commission and City Council approvals: Fall 2016

Construction anticipated: late 2017/early 2018

# Interim condition

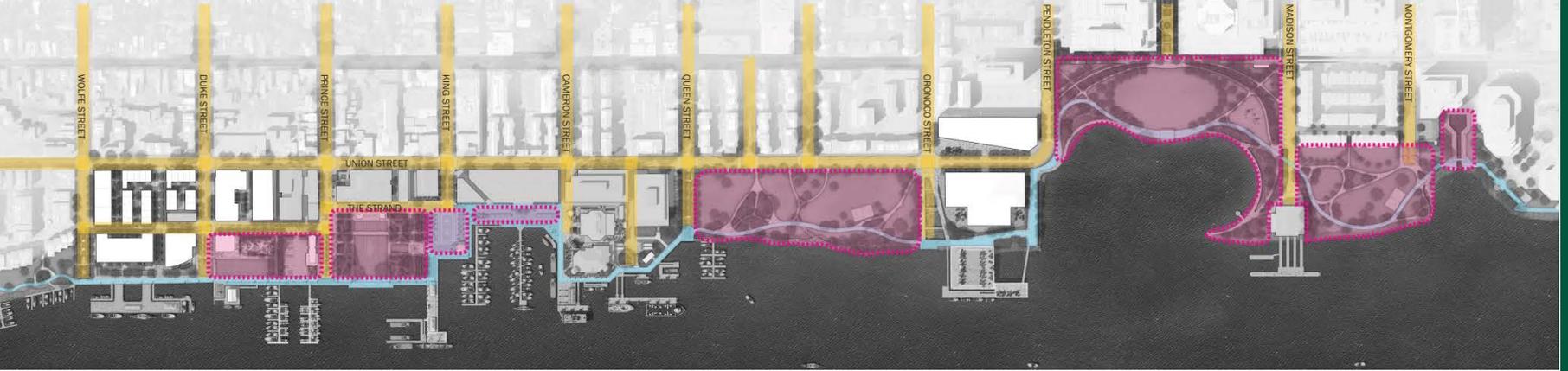


# Ultimate condition



Waterfront Implementation

# Common Elements



## WATERFRONT SPACES

### STREETS

Connect the City of Alexandria to its waterfront through the street grid. Use these corridors to bring City Standard elements (site furnishings, paving, street trees, and lighting) into the waterfront spaces to create a strong visual connection between the City and its waterfront.

### PROMENADE

Emphasize the water's edge as an organizing element. The promenade at the water's edge has a unique and consistent set of materials and elements that allows visitors from the land, as well as the water, to better recognize the connectivity of the waterfront's variety of spaces and amenities.

### WATERFRONT ROOMS

Celebrate the variety of experiences (existing and proposed) along the entire waterfront. These rooms will visually support the distinct programmatic elements, historic themes, and opportunities proposed within the specific sites.

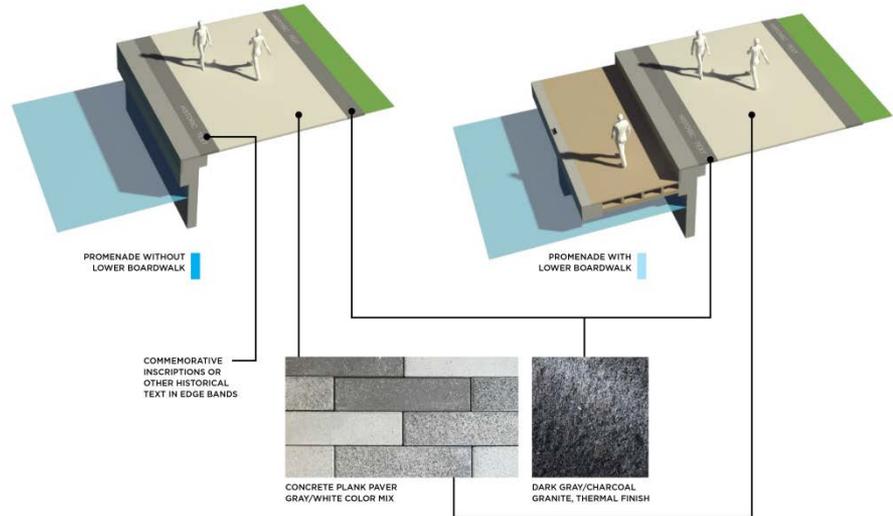
### PAVING

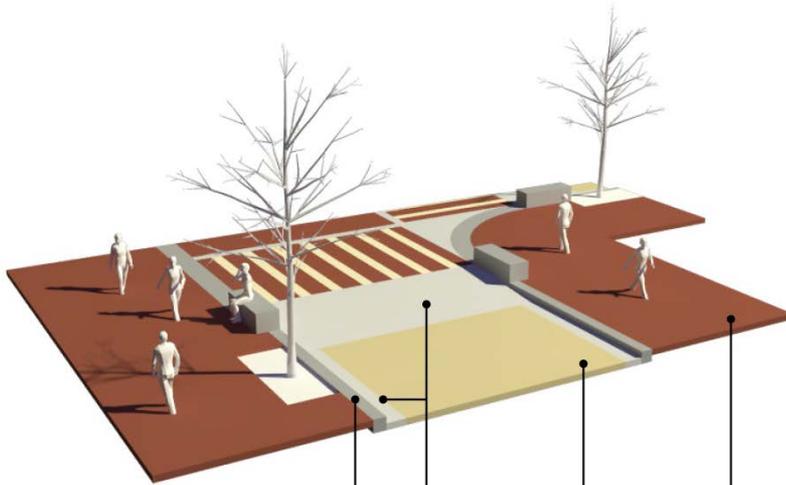


### ART AND HISTORY

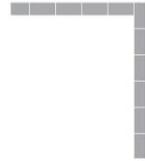


### LIGHTING





**1749 HISTORIC SHORELINE**  
2.75' - 4.75' WIDE  
WITH 4"X4" COBBLES



**1845 HISTORIC PIER LINE**  
6.0' WIDE



**PROMENADE BANDING**  
1.75' - 2.75' WIDE



DARK/BLACK GRANITE  
COBBLES, TUMBLED FINISH



MEDIUM GRAY GRANITE  
THERMAL FINISH



DARK GRAY/CHARCOAL  
GRANITE, THERMAL FINISH



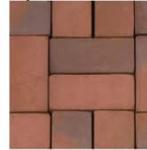
NEUTRAL, LIGHT GRAY  
GRANITE, THERMAL FINISH



NEUTRAL, LIGHT GRAY  
GRANITE COBBLES  
TUMBLED FINISH



VEHICULAR BRICK PAVER  
YELLOW/TAN/BEIGE  
2-3 COLOR RANGE  
LOW CONTRAST



ALEXANDRIA CITY STANDARD  
BRICK PAVERS  
RED - FULL RANGE



Waterfront Common Elements

# Promenade Lighting

# Options Studied



**ALT 1 - NAUTICAL/  
WATERFRONT**



**ALT 2 - PERIOD/HISTORIC  
(MODIFIED WASHINGTON ST)**



**ALT 3 - INDUSTRIAL/  
HISTORIC HYBRID**



**ALT 4 - PERIOD/HISTORIC**



**ALT 5 - INDUSTRIAL/  
WHARF**







# Civic Engagement

10/15/15 - Parks and Rec. Commission

11/15/15 - Waterfront Commission

12/02/15 - B.A.R. work session

04/18 – 05/31/16 - Materials display

04/18 – 05/31/16 - AlexEngage

04/19/16 - Waterfront Commission

05/24/16 - City Council update

06/07/16 – Planning Commission update

# Next Steps

AlexEngage – close forum May 31

Board of Architectural Review – June 15

