

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 13, 2018

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: MARK B. JINKS, CITY MANAGER /s/

DOCKET TITLE:

Public Hearing and approval of a waiver to the Special Event Policy to allow for programs and events on consecutive weekends at the Interim King Street Park at the Waterfront in support of the City's King Street Corridor Initiative.

ISSUE: Public Hearing and approval of a waiver to the Special Event Policy to allow for programs and events on consecutive weekends at the interim King Street Park at the Waterfront in support of the City's King Street Corridor Initiative.

RECOMMENDATION: That City Council hold a Public Hearing on the proposed pilot waiver to the Special Event Policy, and after the public hearing has concluded, approve the waiver to the Special Event Policy to allow for programs and events on consecutive weekends at the interim King Street Park at the Waterfront as discussed in this memorandum.

BACKGROUND: On January 21, 2012, City Council approved the Waterfront Small Area Plan which calls for programming public spaces and promoting the waterfront as a cultural destination. In Spring of 2018, the King Street Corridor Initiative, a coordinated effort between Visit Alexandria, Department of Recreation, Parks & Cultural Activities, Office of Historic Alexandria, Department of Transportation & Environmental Services, and the Department of Project Implementation was created. This initiative is designed to enhance Alexandria's quality of life and economic competitiveness through programming, beautification and marketing. The initiative is timed to capitalize on the opening of the interim King Street Park at the Waterfront to shine a spotlight on Alexandria and its waterfront. The programming portion of the initiative is essential to maintaining market share as waterfront destinations like The Wharf and other well-funded destinations upgrade their offerings.

On January 23, 2010, City Council approved the City's Special Events Policies and Procedures which limits the number of event occurrences in Old Town.

According to the Special Event Policy "Events in Old Town with anticipated attendance over 500 are limited to no more than one such event every other weekend in a calendar year. A weekend is defined as beginning Friday, 5 p.m. and continuing through Sunday, 6 p.m.".

Visit Alexandria, in partnership with the City departments are seeking a waiver on this policy for a pilot one year period from October 1, 2018 to September 30, 2019. A vast majority of programs of the King Street Corridor Initiative will be public space activation attracting fewer than 500 guests, as opposed to large-scale special events for which the not-on-consecutive-weekends policy was created to address. City protocol will be followed, and special events applications will go through the Special Events Committee for review and approval. The requested waiver would allow for the committee to approve events that meet City requirements yet may occur on consecutive weekends. The waiver will be limited to up to ten sets of consecutive weekends during the FY 2019 pilot. After the pilot period, an evaluation of the waiver will take place to determine whether it should be continued.

The waiver would only apply to events occurring in the interim King Street Park at the Waterfront that Visit Alexandria, Recreation, Parks & Cultural Activities and Office of Historic Alexandria endorse as part of the King Street Corridor Initiative. No other special event permits will be issued for interim King Street Park at the Waterfront through FY 2019.

The Park & Recreation and Waterfront Commissions support the staff recommendation to provide a waiver of the nonconsecutive weekend events occurring in the interim King Street Park at the Waterfront for a period of one year. Staff will provide a briefing of this recommendation to members of the Old Town Civic Association on Monday, June 11 and will report the outcome of this briefing to Council before June 13.

DISCUSSION: The interim King Street Park at the Waterfront provides a new public plaza that will transform throughout the year with seasonal programming and ongoing activation including history programming such as mobile history exhibits, reenactors, tours and events; hands-on arts programs with the Mobile Art Lab and other local arts organizations and artists; rotating public art and related programming; small concerts and other performances; pop-up markets that highlight the region's makers and creators; programs featuring local foods and culinary traditions; and recreational activities such as oversized games, outdoor yoga and other classes.

FISCAL IMPACT: None. Event organizers are responsible for direct costs related to the King Street Corridor Initiative.

ATTACHMENT: Alexandria Waterfront Commission Letter of Support

STAFF:

Emily A. Baker, Deputy City Manager

Debra Collins, Deputy City Manager

James Spengler, Director, Recreation Parks & Cultural Activities

Gretchen Bulova, Director, Office of Historic Alexandria

Patricia Washington, President & CEO, Visit Alexandria

Diane Ruggiero, Deputy Director, Recreation, Parks & Cultural Activities

Jack Browand, Division Chief, Recreation, Parks & Cultural Activities



Alexandria Waterfront Commission

Department of Recreation, Parks and Cultural Activities

1108 Jefferson Street

Alexandria, Virginia 22314

May 29, 2018

Mayor Allison Silberberg
Vice Mayor Justin M. Wilson
Councilman Willie F. Bailey Sr.
Councilman John Taylor Chapman
Councilman Timothy B. Lovain
Councilwoman Redella S. Pepper
Councilman Paul C. Smedberg

Re: Waiver to the Special Event Policy at the Interim King Street Park at the Waterfront

At its May 15, 2018 Waterfront Commission meeting, the Commission unanimously supported the staff recommendation of a waiver to the Special Event Policy to allow for programs and events on consecutive weekends at the interim King Street Park at the Waterfront in support of the City's King Street Corridor Initiative. It is the Commission's understanding that the interim King Street Park at the Waterfront will open in mid-fall 2018.

As recommended by staff, the Commission would support City Council's approval of this waiver for a period of one year beginning on October 1, 2018 and continuing through September 30, 2019 to allow for staff to fully evaluate the potential impact to residents, visitors and business in the Old Town District. In addition, the Commission requests periodic staff updates during this trial period.

Sincerely,

Stephen Thayer, Chair
Alexandria Waterfront Commission

cc: Waterfront Commission members
Mark B. Jinks, City Manager
Emily A. Baker, Deputy City Manager
Debra Collins, Deputy City Manager
James Spengler, Director, Recreation Parks & Cultural Activities
Gretchen Bulova, Acting Director, Office of Historic Alexandria
Patricia Washington, President & CEO, Visit Alexandria
Diane Ruggiero, Deputy Director, Recreation, Parks & Cultural Activities
Jack Browand, Division Chief, Staff Liaison to the Waterfront Commission

11
6-23-18

June 21, 2018

Dear Mayor and Members of City Council,

I live at 110 Princess Street, writing as an Old Town resident. First, I thank you for all of your hard work to make our City a great place to live, work and visit.

I am writing to express some concerns I have regarding a waiver to the Special Event Policy to allow for programs and events on consecutive weekends at the interim King Street Park at the Waterfront in support of the City's King Street Corridor Initiative. I support the initiative to improve Alexandria's quality of life and economic competitiveness through programming, beautification and marketing. And it aligns with the Waterfront Small Area Plan, which calls for programming public spaces and promoting the waterfront as a cultural destination. My concerns deal with balance.

First, balance on why this is needed at all. The City Manager's letter cites "a vast majority of programs of the King Street Corridor Initiative will be public space activation attracting fewer than 500 guests." If most are not expected to exceed 500 guests, why do we need to seek a waiver? According to the Special Event Policy "Events in Old Town with anticipated attendance over 500 are limited to no more than one such event every other weekend in a calendar year." It would appear every other week should suffice. This waiver seems contrary to the intended need.

Second, I am concerned of the impact to our neighborhood. It would appear we can adhere to the Waterfront Small Area Plan, as well as the King Street Corridor Initiative, without inviting 500+ guests every weekend at one site. The increased density to our parking, auto and foot traffic, and parks seems too drastic and unexpected. I think we can let the programming and activation occur but within the limits of the existing policy – i.e. through smaller events every weekend.

While the Interim King Street Park will be new and novel, I think we can adhere to the 2018 King Street Corridor Initiative and the 2012 Waterfront Small Area Plan without compromising the 2010 City's Special Events Policies and Procedures. It's not an either/or argument -- it's a matter of balance.

Thank you for your consideration.

Regards,
Jeff Lipsky

11
6-23-18
* submitted by
Philip Matyas

To: City Council

June 23, 2018

Docket #11 -- Planning Commission #18-7840

Three Conditions to attach to Special Event Policy waiver request in order to approve the waiver:

1. Restricted on-street parking for zones 1 and 2 to permit holders only from 6 p.m. to 7 a.m. daily within the approved waterfront plans historic parking area from Oronoco Street to Duke Street and St. Asaph Street to the river.
2. Additional law enforcement officers required for special events (at least 2 or more added per event to current numbers required) with at least 1 officer conducting traffic control at King and Union Streets.
3. From residents living and businesses within the above historic area, convene in July of 2019 a Special Events Waiver Evaluation Committee consisting of 75% resident members/25% business representatives (similar to the business-weighted OTAPS commission -- 17 business reps out of 20 members).

Review impact of special events through measures of effectiveness (traffic flow, impact on residents and on-street parking, cleanliness, program successes, benefits to businesses, etc.) and provide recommendations to city council by end of September 2019 to continue or terminate the waiver program.

Thank you.

Philip G. Matyas

11
6-23-18
*submitted by
Bert Ely

A statement by Bert Ely to the Alexandria City Council regarding waiving the Special Event Policy for waterfront events

June 23, 2018

Madam Mayor and members of Council I am Bert Ely and I live at 200 South Pitt. Speaking only for myself, I am very concern about the negative neighborhood parking impacts of the proposed waiver of the Special Events Policy.

As you know, the waterfront draws substantial crowds when the weather is nice and even more folks when special events are held along or near the waterfront. Although visitors are encouraged to bike or take buses, most visitors drive to the waterfront area, especially if they have children, mobility issues, or are bringing items with them, such as folding chairs and coolers.

Holding special events more frequently will increase the number of occasions when residential blocks near the waterfront will be flooded with cars looking for a place to park, preferably a free space on the street. That will be the case even when there are ample spaces in near-by pay-to-park garages and parking lots. Consequently, some visitors will take up parking spaces normally utilized by nearby residents.

You have heard the complaints many times – residents feel trapped in their home while popular events are underway because they know that if they leave for some purpose, they will not be able to find a parking space when they return, or if they can find one, it is several blocks from their home. This is especially untenable for the elderly or parents with small children and even more so if it is an especially hot day or it has started to rain.

More rigorous parking enforcement will help greatly to alleviate this problem, especially if that more rigorous enforcement is widely publicized.

The issue of cost always arises when there is a plea for additional parking enforcement, but according my calculations, the additional revenue from parking tickets issued while special events are underway should more than cover the cost of additional parking enforcement, even if parking enforcement officers are paid at overtime pay rates.

I fully appreciate that parking enforcement is not viewed by the City as a profit-making activity, but it is quite reasonable to expect that the cost of additional enforcement should at least be offset by additional ticket revenue so that additional parking enforcement does not burden taxpayers.

Based on the payscale for parking enforcement officers and taking into account overtime pay rates, fringe benefits, motor vehicle costs, and overhead expenses, I estimate the hourly cost of putting an additional enforcement officer on the street on the weekend, at an overtime rate of pay, falls in the range of \$60 to \$80 per hour.

Parking violations cost at least \$40. Therefore, and admittedly this is an approximate calculation, the cost of providing additional parking enforcement before, during, and after special events would be fully covered if each officer wrote an average of one ticket every 30 minutes.

Based on the extent to which visitors are likely to park on residential streets, instead of paying for off-street parking, because it is easier and presumably cheaper to do so, I see no reason why enforcement officers would not be writing tickets more frequently than once every 30 minutes. The imposition of Pango parking on some blocks should not alter this calculus.

Therefore, if Council decides to permit more frequent special events along the waterfront, it should direct the City Manager to direct the Police Chief to materially increase parking enforcement on residential streets before, during, and after an event.

Thank you for your time today – I welcome your questions.

Alexandria Police Call Summary Report

Report Date: 05/01/2013 To: 05/31/2018

Time range: 00:00 To: 24:00 (Time range applies to each day in the date range.)

11
6-23-18
submitted by Adrienne Miller

Geography: Address/Range - 400 - 500 CLIFFORD AVE

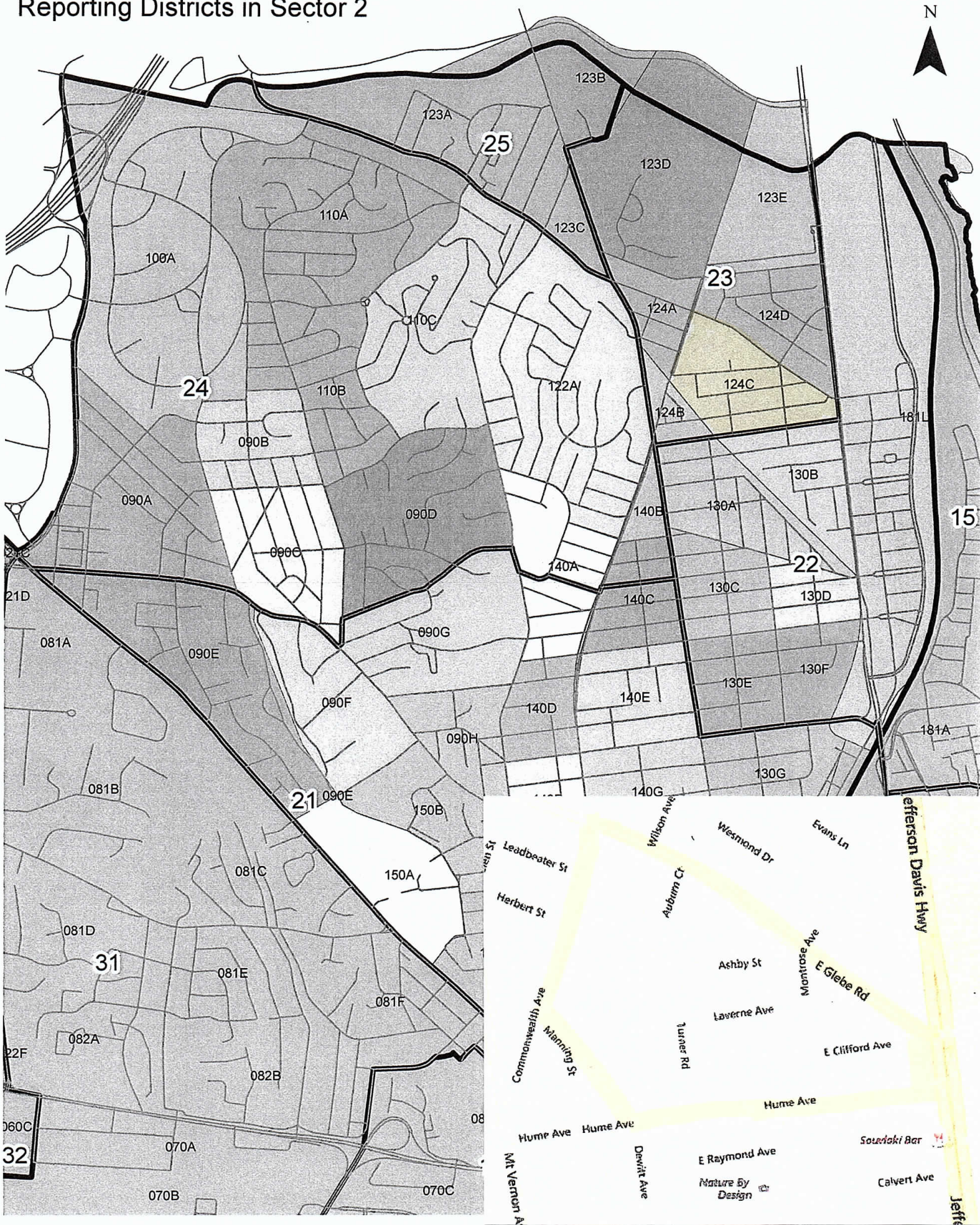
* Other parameters may be limiting the results

Total Calls: 60

Grouping(Call Type)	Count	% of Total
CAD: ASSAULT SIMPLE	1	1.67%
CAD: ASSIST FIRE - IMMEDIATE	2	3.33%
CAD: BURGLARY	1	1.67%
CAD: DEST OF PROP OTH DELAY	1	1.67%
CAD: DIP - DRUNK/INTOX PERSON	1	1.67%
CAD: DISORDERLY CONDUCT	1	1.67%
CAD: DRUG COMPLAINT DELAY	1	1.67%
CAD: LARCENY OTHER DELAY	1	1.67%
CAD: NOISE COMPLAINT IN PROG	1	1.67%
CAD: PARKING COMPLAINT	44	73.33%
CAD: SUSPICIOUS EVENT	6	10.00%

Summary
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Created By: CAU - EB on 04/14/2017



Alexandria Police Call Summary Report

Report Date: 05/01/2013 To: 05/31/2018

Time range: 00:00 To: 24:00 (Time range applies to each day in the date range.)

Geography: RD - 124C

* Other parameters may be limiting the results

Total Calls: 536

Grouping(Call Type)	Count	% of Total
CAD: 911 HANG UP	20	3.73%
CAD: ALCOHOL OFFENSE	4	0.75%
CAD: ASSAULT NO INJURY IN PROG	1	0.19%
CAD: ASSAULT SIMPLE	7	1.31%
CAD: ASSIST FIRE - IMMEDIATE	16	2.99%
CAD: BURGLARY	15	2.80%
CAD: DEST OF PROP OTH DELAY	10	1.87%
CAD: DIP - DRUNK/INTOX PERSON	9	1.68%
CAD: DISORDERLY CONDUCT	65	12.13%
CAD: DRUG COMPLAINT DELAY	6	1.12%
CAD: DRUG COMPLAINT IN PROG	4	0.75%
CAD: FIGHT NO WEAPONS	1	0.19%
CAD: FIGHT WITH WEAPONS	1	0.19%
CAD: LARCENY OTHER DELAY	44	8.21%
CAD: LARCENY OTHER IN PROG	10	1.87%
CAD: MENTAL HEALTH CASE	4	0.75%
CAD: NOISE COMPLAINT DELAY	45	8.40%
CAD: NOISE COMPLAINT IN PROG	2	0.37%
CAD: PARKING COMPLAINT	164	30.60%
CAD: SEXUAL OFFENSE DELAY	4	0.75%
CAD: SEXUAL OFFENSE IN PROG	1	0.19%
CAD: SUBJECT STOP	5	0.93%
CAD: SUSPICIOUS EVENT	67	12.50%
CAD: TRESPASSING IN PROG	4	0.75%
CAD: TROUBLE UNKNOWN EMS	5	0.93%
CAD: TROUBLE UNKNOWN NO EMS	14	2.61%
CAD: WEAPON VIOL OTHER DELAY	2	0.37%
CAD: WEAPON VIOL OTHER IN PROG	6	1.12%

Alexandria Police Call Summary Report

Report Date: 05/01/2013 To: 05/31/2018

Time range: 00:00 To: 24:00 (Time range applies to each day in the date range.)

Geography: Address/Range - 900 - 1000 N HENRY ST

* Other parameters may be limiting the results

Total Calls: 785

Grouping(Call Type)	Count	% of Total
CAD: 911 HANG UP	8	1.02%
CAD: ALCOHOL OFFENSE	5	0.64%
CAD: ASSAULT NO INJURY DELAY	3	0.38%
CAD: ASSAULT NO INJURY IN PROG	9	1.15%
CAD: ASSAULT SIMPLE	20	2.55%
CAD: ASSIST FIRE - IMMEDIATE	32	4.08%
CAD: BURGLARY	5	0.64%
CAD: DEST OF PROP OTH DELAY	6	0.76%
CAD: DEST OF PROP OTH IN PROG	3	0.38%
CAD: DIP - DRUNK/INTOX PERSON	54	6.88%
CAD: DISORDERLY CONDUCT	365	46.50%
CAD: DRUG COMPLAINT DELAY	9	1.15%
CAD: DRUG COMPLAINT IN PROG	11	1.40%
CAD: FIGHT NO WEAPONS	9	1.15%
CAD: FIGHT WITH WEAPONS	21	2.68%
CAD: LARCENY OTHER DELAY	27	3.44%
CAD: LARCENY OTHER IN PROG	6	0.76%
CAD: MENTAL HEALTH CASE	36	4.59%
CAD: NOISE COMPLAINT DELAY	2	0.25%
CAD: NOISE COMPLAINT IN PROG	1	0.13%
CAD: PARKING COMPLAINT	11	1.40%
CAD: SEXUAL OFFENSE DELAY	1	0.13%
CAD: SEXUAL OFFENSE IN PROG	2	0.25%
CAD: SEXUAL OFFENSE IN PROG TRAUMA	1	0.13%
CAD: SUBJECT STOP	28	3.57%
CAD: SUSPICIOUS EVENT	34	4.33%
CAD: TRESPASSING DELAY	11	1.40%
CAD: TRESPASSING IN PROG	28	3.57%
CAD: TROUBLE UNKNOWN EMS	5	0.64%

Alexandria Police Call Summary Report

Report Date: 05/01/2013 To: 05/31/2018

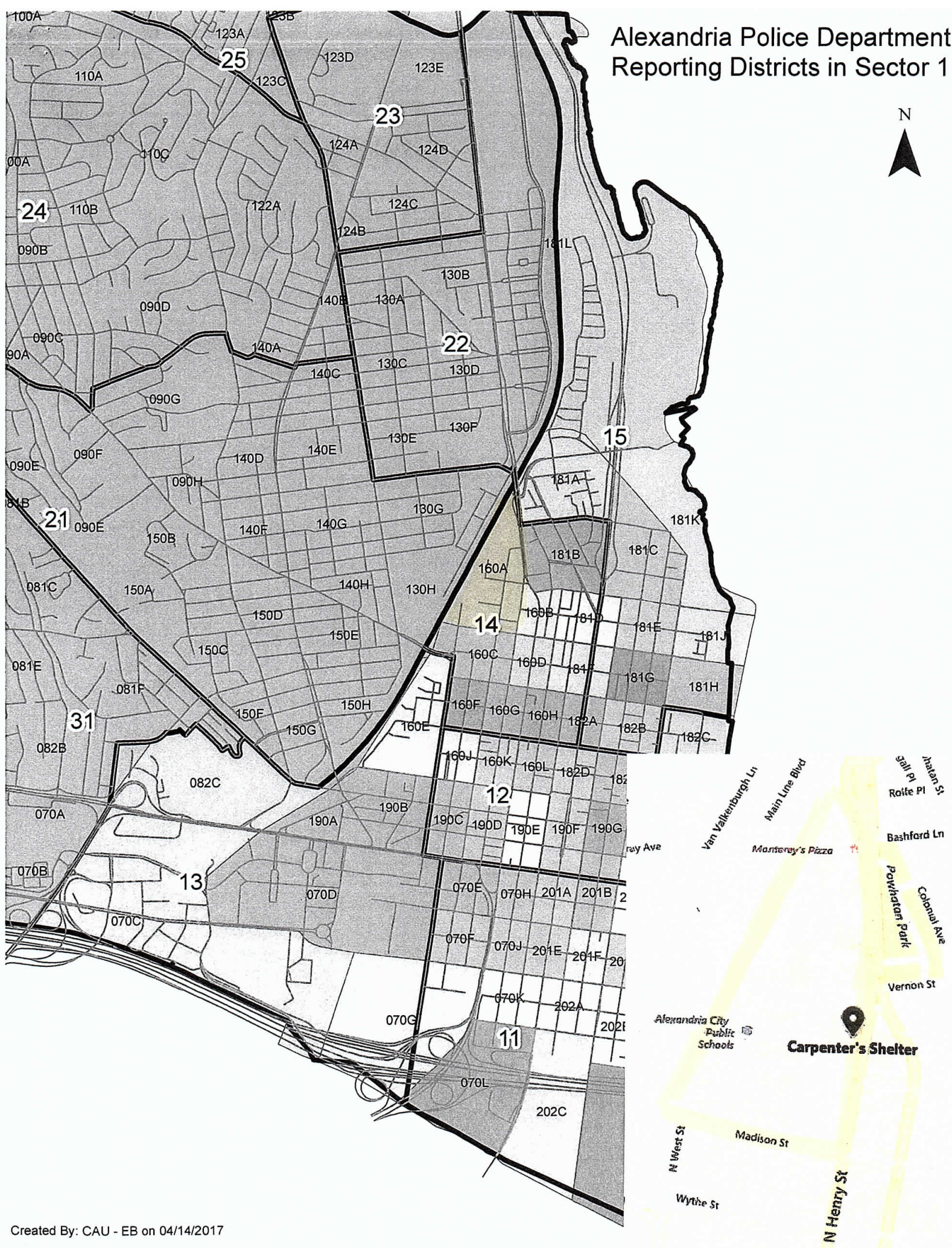
Time range: 00:00 To: 24:00 (Time range applies to each day in the date range.)

Geography: Address/Range - 900 - 1000 N HENRY ST

** Other parameters may be limiting the results*

CAD: TROUBLE UNKNOWN NO EMS	18	2.29%
CAD: WEAPON VIOL GUN DELAY	1	0.13%
CAD: WEAPON VIOL GUN IN PROG	1	0.13%
CAD: WEAPON VIOL KNIFE IN PROG	2	0.25%
CAD: WEAPON VIOL OTHER DELAY	1	0.13%
CAD: WEAPON VIOL OTHER IN PROG	9	1.15%

N



Alexandria Police Call Summary Report

Report Date: 05/01/2013 To: 05/31/2018

Time range: 00:00 To: 24:00 (Time range applies to each day in the date range.)

Geography: RD - 160A

* Other parameters may be limiting the results

Total Calls: 1792

Grouping(Call Type)	Count	% of Total
CAD: 911 HANG UP	51	2.85%
CAD: ALCOHOL OFFENSE	14	0.78%
CAD: ASSAULT NO INJURY DELAY	4	0.22%
CAD: ASSAULT NO INJURY IN PROG	8	0.45%
CAD: ASSAULT SIMPLE	27	1.51%
CAD: ASSIST FIRE - IMMEDIATE	45	2.51%
CAD: BURGLARY	18	1.00%
CAD: DEST OF PROP OTH DELAY	35	1.95%
CAD: DEST OF PROP OTH IN PROG	6	0.33%
CAD: DIP - DRUNK/INTOX PERSON	81	4.52%
CAD: DISORDERLY CONDUCT	471	26.28%
CAD: DRUG COMPLAINT DELAY	23	1.28%
CAD: DRUG COMPLAINT IN PROG	21	1.17%
CAD: FIGHT NO WEAPONS	11	0.61%
CAD: FIGHT WITH WEAPONS	35	1.95%
CAD: LARCENY OTHER DELAY	91	5.08%
CAD: LARCENY OTHER IN PROG	21	1.17%
CAD: MENTAL HEALTH CASE	41	2.29%
CAD: NOISE COMPLAINT DELAY	76	4.24%
CAD: NOISE COMPLAINT IN PROG	15	0.84%
CAD: PARKING COMPLAINT	297	16.57%
CAD: SEXUAL OFFENSE DELAY	7	0.39%
CAD: SEXUAL OFFENSE IN PROG	4	0.22%
CAD: SEXUAL OFFENSE IN PROG TRAUMA	1	0.06%
CAD: SUBJECT STOP	92	5.13%
CAD: SUSPICIOUS EVENT	156	8.71%
CAD: TRESPASSING DELAY	14	0.78%
CAD: TRESPASSING IN PROG	43	2.40%
CAD: TROUBLE UNKNOWN EMS	16	0.89%

Alexandria Police Call Summary Report

Report Date: 05/01/2013 To: 05/31/2018

Time range: 00:00 To: 24:00 (Time range applies to each day in the date range.)

Geography: RD - 160A

** Other parameters may be limiting the results*

CAD: TROUBLE UNKNOWN NO EMS	49	2.73%
CAD: WEAPON VIOL GUN IN PROG	2	0.11%
CAD: WEAPON VIOL KNIFE IN PROG	2	0.11%
CAD: WEAPON VIOL OTHER DELAY	3	0.17%
CAD: WEAPON VIOL OTHER IN PROG	12	0.67%

Alexandria Police Call Summary Report

Report Date: 05/01/2013 To: 05/31/2018

Time range: 00:00 To: 24:00 (Time range applies to each day in the date range.)

Geography: Address/Range - 930 - 930 N HENRY ST

* Other parameters may be limiting the results

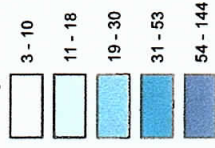
Total Calls: 373

Grouping(Call Type)	Count	% of Total
CAD: 911 HANG UP	5	1.34%
CAD: ALCOHOL OFFENSE	2	0.54%
CAD: ASSAULT NO INJURY DELAY	3	0.80%
CAD: ASSAULT NO INJURY IN PROG	7	1.88%
CAD: ASSAULT SIMPLE	14	3.75%
CAD: ASSIST FIRE - IMMEDIATE	24	6.43%
CAD: DEST OF PROP OTH DELAY	2	0.54%
CAD: DEST OF PROP OTH IN PROG	1	0.27%
CAD: DIP - DRUNK/INTOX PERSON	38	10.19%
CAD: DISORDERLY CONDUCT	178	47.72%
CAD: DRUG COMPLAINT IN PROG	1	0.27%
CAD: FIGHT NO WEAPONS	3	0.80%
CAD: FIGHT WITH WEAPONS	8	2.14%
CAD: LARCENY OTHER DELAY	15	4.02%
CAD: LARCENY OTHER IN PROG	3	0.80%
CAD: MENTAL HEALTH CASE	34	9.12%
CAD: PARKING COMPLAINT	1	0.27%
CAD: SEXUAL OFFENSE IN PROG	1	0.27%
CAD: SEXUAL OFFENSE IN PROG TRAUMA	1	0.27%
CAD: SUBJECT STOP	7	1.88%
CAD: SUSPICIOUS EVENT	7	1.88%
CAD: TRESPASSING IN PROG	8	2.14%
CAD: TROUBLE UNKNOWN EMS	3	0.80%
CAD: TROUBLE UNKNOWN NO EMS	3	0.80%
CAD: WEAPON VIOL KNIFE IN PROG	2	0.54%
CAD: WEAPON VIOL OTHER IN PROG	2	0.54%

Population Density

Year 2014 Census Block Groups

People Per Acre



Note: The values mapped do not account for margin of error. For more information on the margin of error see census website.



This map was produced by the GIS Division of the Department of ITIS, City of Alexandria, Virginia

Map Date: 11/14/2014
Map Author: GIS Division
Map Contact: 703.688.1100



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