



City of Alexandria

City Council Chambers at
Del Pepper Community
Resource Center
4850 Mark Center Drive
Alexandria, VA 22311

Legislation Text

File #: 19-2261, Version: 1

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 19, 2019

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

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

DOCKET TITLE:

Public Hearing and Second Reading. Consideration. Final passage on Second Reading of an Ordinance Soliciting Franchise Proposals to Use the Alexandria City Marina Area to Dock an Historic or a Replica Historic Tall Ship Consistent with the Waterfront Small Area Plan.

ISSUE: Consideration of an ordinance to provide for the advertising and receipt of proposals for the granting of a franchise for the docking and mooring of an historic or a replica historic tall ship.

RECOMMENDATION: That City Council pass the ordinance (Attachment 2) on second reading, public hearing, and final passage on Tuesday, July 9.

BACKGROUND: On January 21, 2012, the Alexandria City Council approved the Waterfront Small Area Plan ("Plan") and associated waterfront zoning changes. The Plan provides a framework for revitalizing Alexandria's waterfront through several means, including but not limited to, incorporating Alexandria's history as a foundation for planning and design, expanding and enhancing public open spaces, improving public access and connectivity, promoting the waterfront as an arts and cultural destination, and ensuring compatible development. The docking of an historic tall ship is consistent with the approved Waterfront Small Area Plan specifically supporting the Plan's recommendations for historic interpretation in nearly every location along the waterfront through such actions as adding historic ships and emphasizing the City's maritime history.

The FY 2019 Capital Improvement Budget included funding for improvements to the Waterfront Park area to facilitate short-term docking at the Waterfront Park bulkhead for the proposed Tall Ship Providence. On April 13, 2019, City Council approved the short-term docking of the Tall Ship Providence on the G/H Pier in the Alexandria City Marina. At that time, City staff identified that the long-term docking of an historic ship would be facilitated through State statute required competitive process.

DISCUSSION: The attached ordinance initiates and establishes the process for granting a franchise for the

docking of an historic or a replica historic tall ship in the City Marina area, as defined by City Code Sec. 6-3-2. This ordinance, which sets the broad parameters for the granting of a franchise with a minimum term of five (5) years and authorizes the solicitation of proposals, is required by Virginia Code Section 15.2-2100 of the Code of Virginia, as amended.

Following the public hearing and adoption of the ordinance on July 9, 2019, the City will issue a public notice soliciting bids. After City staff review the responses to the ordinance, announcement of the bidder(s) is targeted for docketing for the September 24, 2019, City Council meeting. The actual franchise agreement is targeted to be docketed for Council consideration at the October 22, 2019, City Council Legislative meeting, and set for public hearing, final approval and authorization of the City Manager to sign the franchise agreement following the public hearing on Saturday, November 16, 2019.

FISCAL IMPACT: City Council approved FY 2019 Capital Investment Program (CIP) funding of \$350,000. In addition, the franchise is expected to have a positive fiscal impact through a negotiated franchise fee and tax revenue associated with increased King St. corridor business activities and tourism.

ATTACHMENTS:

1. Ordinance Cover Sheet
2. Proposed Ordinance

STAFF:

Debra Collins, Deputy City Manager

James Spengler, Director, Department of Recreation, Parks and Cultural Activities

Jack Browand, Division Chief, Department of Recreation, Parks and Cultural Activities

Karen Snow, Senior Assistant City Attorney