

# **SPEAKERS**

## **March 12, 2011**

### **#2**

1. Bert Ely (spoke)
2. Beal Lowen (did not speak)
3. Bill Harvey (spoke)
4. David Bouk (spoke)
5. Russell Keller (spoke)
6. Bob Wood (spoke)
7. Jack Sullivan (spoke)
8. Poul Hertel (spoke)
9. John Gosling (spoke)

### **#5**

1. Katy Cannady (spoke)

### **#6**

1. Sean Crumley (spoke)

2(a)  
3-12-11

## **A statement by Bert Ely to the Alexandria City Council**

March 12, 2010

### **Comments on the City's waterfront plan**

Mr. Mayor and members of Council, I am Bert Ely, an Old Town resident since 1981. I am here to address the still-unresolved concerns many Alexandrians have about important aspects of the waterfront plan. However, I must emphasize that I am not speaking on behalf of any organization.

Last month, I spoke to you about serious shortcomings and questionable assumptions in the revenue and cost estimates for the waterfront plan. The draft waterfront plan released on February 25 stated on the attached page that prior to public hearings on the plan, the Planning and Zoning Department would post "additional information and re-analysis on phasing and costs/revenues" for the plan. That most important information has not been posted yet the first public hearing on the plan is scheduled to be held by the Planning Commission just 24 days from now. Even if that information was posted today, 24 days does not allow sufficient time to properly analyze that data and prepare to comment on it.

The February 25 plan also said that "additional design options for the restaurant proposed for Waterfront Park" would be posted. If those design options have been posted, where are they? As you know, the restaurant-in-the-park idea is strongly opposed by many Alexandrians. When will we see those design options for a restaurant concept so widely despised?

The February 25 plan said "a hotel use analysis" also would be provided. Where is the analysis that justifies putting 625 hotel rooms along the waterfront in what would hardly be boutique hotels like the Morrison House?

Perhaps of even greater importance, where is the language for two documents related to the Waterfront Small Area Plan – the Master Plan Amendment #2011-0001 and Text Amendment #2011-0005? The Planning Commission docket for its April 5 meeting cites those documents, but the links to them have not been activated, which suggests that they have not yet been drafted. As you know, the devil is in the details and those two documents will contain the devilish details. How can the public intelligently comment on a complex, multi-faceted waterfront plan without having seen those documents?

Clearly, the waterfront plan is not ready for consideration by the Planning Commission and Council this spring. Further, many elements in the plan – the restaurant in park, the piers and marina, the proposed hotels and restaurants – are neither legally nor economically feasible.

The time has come for Council to say STOP! Stop pushing forward with this so-called plan until it is trimmed back to a more modest and realistic scale that honors the unique, historical character of Old Town and honors the residents of Old Town and indeed all Alexandrians.

There is not enough time this spring for City staff to develop a scaled down and more realistic plan and to allow for sufficient public comment on that plan. I strongly urge Council to postpone until the fall any consideration of a waterfront plan by it or the Planning Commission. That delay will provide time for City staff and the public to go back to the drawing board to develop a much more feasible and acceptable plan.

Thank you for your time. I welcome your questions.

# Waterfront Small Area Plan - *Public Comment and Review Process*

The public is invited to review the draft Waterfront Small Area Plan (Plan) and to provide comments via the online comment board included on the website or by contacting the Department of Planning and Zoning directly through information also on the website at:

**<http://www.alexandriava.gov/Waterfront>**

Those comments will be taken into consideration for the staff's final recommendations. The Planning Commission and the City Council will hold hearings on the Plan, with their dates and times to be confirmed on the website.

## **Additional Information that is forthcoming for Public Comment and Review:**

Prior to the aforementioned public hearings, at the request of City Council and the community, the Department of Planning and Zoning will post:

- (1) additional design options for the restaurant proposed for Waterfront Park;
- (2) additional information and re-analysis on phasing and costs/revenues; and
- (3) a hotel use analysis.

Finally, with release of the draft Plan on the website you will find an updated Frequently Asked Questions (FAQs) document. The FAQs document was originally provided at the December 13, 2010 Waterfront Open House and Community Meeting but has been updated to further address common questions which have been shared by stakeholders. You will also find an updated Parking Summary Sheet. Moreover, notations in the draft Plan indicate that the earlier cost/revenue data has been removed, as it is being re-analyzed. While it is believed that the economic results of this Waterfront Plan are positive, a re-check of the cost and revenue details appear to be warranted.

**Bill Harvey Comments at Open Microphone Session on  
Alexandria's Waterfront Plan, March 12, 2011**

Good morning Mr. Mayor and members of the Alexandria City Council. Thank you for the opportunity to speak about my impressions of the recently-released Alexandria Waterfront Plan. My name is Bill Harvey, and I am a City resident. Before moving to Alexandria, I spent 28 plus years as a military member of the Army Corps of Engineers where I worked in high-level positions. I am a graduate Civil Engineer and also a licensed professional engineer. I know a lot about waterways and in-the-river projects. My last Civil Works position in the Corps was Vice President for Civil Works for the Atlantic and Gulf Coasts that included the Potomac River.

Viewing the planned waterfront improvements from the Potomac River, I see an economic development driven Plan that is not tied to the history of Old Town Alexandria, but to any town on the water, USA, that has marinas, hotels, and restaurants. My hope is that the City actually wants, and not just rhetoric, to capitalize on the connection between the Waterfront and historic Old Town.

Alexandria does not have a protected waterfront as do most other water recreation and economic developments. That is why we do not have industrial or recreational facilities into the run-of-the-River and why Alexandria's seaport status waned with the advent of larger cargo ships.

The draft Plan "sticks" things out into the run of the River to create more extensive, economic-driven uses. This strategy exposes these new facilities to flood-related flotsam and jetsam collection and damage; ice jams; high currents; locations near the shipping channel and potential for collision damage; high flotsam and jetsam collection in the facilities; and potentially significant environmental impacts. The proposed marina off the South Robinson Terminal is a good example. Of course, the City can do what is proposed in this Plan, but design, construction and operations and maintenance costs will be higher than the current Plan assumes, due to the issues I just mentioned.

Most waterfront projects are located where they take advantage of the natural "order" of the waterway. I see very little of that logic used in

selecting the Waterfront Plan structures in the River. That is one of the reasons you do not have realistic design, construction and operations and maintenance costs. The cost estimates for the Plan's water structures assume a lower capital cost, but will result in higher maintenance costs. If you build appropriate structures, facilities costs will drive up usage fees to the general public -- the group that the City's Plan purports to support! The foregoing characteristics and resulting environmental impacts will be used by the Corps and other agencies in considering requests for permits to build the Waterfront Plan facilities in the River -- permits that may not be granted for the current Plan.

A scaled down Plan with significantly less "speculative necessity" is needed to reduce current risks. I understand the need for a Plan to control future development, but it should not be an unrealistic Plan that would be developed "at any cost!" An initially smaller, less ambitious Plan could be the foundation for a larger, future Plan that is more informed on needed amendments to the 1983 Agreements; realistic and less costly landowner considerations; and Old Towners vision for the Waterfront. Necessary permits from Federal and other agencies may require significant changes to the current Plan anyway.

2(f)  
3-12-11

## STATEMENT BEFORE COUNCIL ON THE CAPITOL BIKE SHARE PROGRAM

Mr. Mayor, Members of Council,

I am here this morning to urge you to use caution in expending city funds on a new program called "Capitol Bike Share."

This would be a city run program to provide -- at a fee to riders -- bicycles at stations around Alexandria. It is part of a COG program that would be funded initially largely by a TIGER Grant from the U.S. Department of Transportation.

The grant would commit Alexandria to purchasing 146 shared bikes and creating 17 stations throughout the city at a cost of \$870,000 -- of which the city would contribute \$180,000.

While the idea of increasing bike riding in Alexandria and reducing traffic is a worthy one, I seriously question the idea of the City embarking on such a project at a time of great budget stringency.

The grant would be a one-time benefit but the City would be committed to a 20% match and to picking up the

recurring costs -- which will be substantial -- into the indefinite future.

In my discussion with the City's Bicycle Coordinator, Ms. Sanders, I understand that the city is considering a limited start-up of 4 to 6 stations --not 17 -- and as few as 60 bikes.

The experts on these systems clearly warn that bike sharing only works, however, when there are plenty of stations and plenty of bikes

The estimated annual <sup>O&M cost</sup> ~~M&E~~ even for this limited program in Alexandria would be \$180,000 annually. If the City went to the full program the O&M cost would be more than \$300,000 annually.

It appears that the COG proposal is insanely optimistic about the bike usage in Alexandria and the region -- each bike is estimated to be used 34 times a day -- way above usage numbers in other cities.

My training is in political science, not economics, but Poul Hertel who will follow this morning is an economist and he has some cost-benefit figures to show you.

My concern is that the COG estimates on ridership and economic sustainability are considerably overblown and need a serious look before we get too far down the road.

We may be setting ourselves up for an expensive failure.

The program has begun in Arlington. My friends there tell me that the bikes are seldom used. I suggest we wait a while until we see what ridership is achieved there and in the District before launching anything.

In the interim, we should be looking for ways to make the potential routes for all bikes less of a hassle. On the scale of bike-friendly communities we get only a bronze rating. Arlington and DC merit silver.

In sum, I urge that consideration of participation in Capitol Bike Share be eliminated from the budget for Fiscal 2012 while serious attention is paid to the prospects for success.

I will be happy to answer questions.

2(g)  
3-12-11

Mr. Mayor and members of the City Council, my name is Poul Hertel and I reside at 1217 Michigan Court

I have handed you a paper to you on the bike share program that will show that there are some questionable assumptions that have been made in the COG COST BENEFIT evaluation. And If corrected, significantly changes the economic outcome of the proposed project.

But let's turn to the cost benefit analysis itself. Turn to page 3 and you will see the results of a COG model that suggests considerable benefit from the BIKE SHARING PROGRAM.

The net present value, calculated by taking the benefits and deducting the costs will range between 145 and 256 million dollars and a rate of return of 79%

You will also find the assumed costs of each bike in the system. The capital cost will range between 4 and 8 thousand dollars per bike, and the operating costs which are based on experience elsewhere, are assumed to be \$1860.

The revenue side seems to be very optimistic. Specifically the ridership assumptions, which drive it all, warrant some attention. Somehow, the rider- share program will more than double the current bicycle ridership in the region. This is very important, because the more riders, the less cars, the less pollution, the less health care and so forth. Hence, the benefits.

The study goes to Paris and Barcelona to get the ridership, or demand assumptions, but fail to take into account how many bikes the two Cities provide, the supply side, in order to get that ridership. This can be seen when we look at how often each bike is expected to be used. Using COG numbers that exclude the DC system, each bike is assumed to be used a whopping 34 times a day. Whereas the bikes in Paris and Barcelona are used under 10 times per day.

If the Paris numbers were used, another 15444 bikes would have to be provided in order to reach the ridership that is assumed in the calculations, costing between \$60 and \$120 million dollars and \$28 million in additional operating costs.

By putting the Paris and Barcelona numbers into the Cost Benefit analysis wipes out all the gains as can be seen on the last page.

The proposed Bike share program originated with the University of Maryland program that has been adapted by the Metropolitan Council of Governments, who it appears, have applied for a tiger II grant for that purpose. The extent to which the local jurisdictions have committed themselves can be seen below.

Table 1: Proposal for TPB TIGER II Competitive Grant Submission, Regional Expansion of Capital BikeShare

Jurisdiction	Project Description	Total Project Cost	Total TIGER request	Total Matching Funds	Match %
Arlington County	1028 bikes and 137 stations throughout the County, including the Columbia Pike, Orange Line, and Route 1 corridors, as well as Shirlington and Buckingham.	\$5,625,014	\$4,177,200	\$1,447,814	26%
District of Columbia	1000 bikes and 100 stations throughout the city in each ward.	\$5,100,000	\$4,080,000	\$1,020,000	20%
Montgomery County	250 bikes and 50 stations in the Bethesda-Chevy Chase, Silver Spring, and Wheaton/Kensington Planning/Policy Areas.	\$2,000,000	\$1,600,000	\$400,000	20%
City of Alexandria	146 bikes and 17 stations around metrorail, Old Town, Del Ray, Potomac Yard, and the Eisenhower Ave corridor	\$670,000	\$690,000	\$180,000	21%
Fairfax County, Virginia	100 bikes and 16 stations at various locations around Reston including the new Reston Station (construction starting 12/1/2010), the Reston Town Center Transit Center, and major employers/activity centers in the greater Reston area. Bike-sharing will be co-located with a bicycle storage facility at the Reston Transit Center.	\$600,000	\$480,000	\$120,000	20%
University of Maryland, College Park	43 bikes and 7 stations throughout the UMD campus.	\$214,000	\$164,000	\$50,000	23%
City of College Park	16 bikes and 4 stations in the downtown and Hollywood commercial districts of College Park, as well as at the Village at College Park and Mazza Grand Marc developments. Will link directly with UMD's component.	\$175,000	\$140,000	\$35,000	20%
<b>TOTAL</b>	<b>2590 bikes (+1000 already planned bikes in DC) and 332 stations (+100 already planned stations in DC)</b>	<b>\$14,584,014</b>	<b>\$11,331,200</b>	<b>\$3,252,814</b>	<b>22%</b>

4

Taken from the

*Application for Funding from the Transportation Investments Generating Economic Recovery II (TIGER II) Competitive Grant Program Administered by the U.S. Department of Transportation Submitted by Metropolitan Washington Council of Governments on behalf of National Capital Region Transportation Planning Board August 23, 2010*

**For The City of Alexandria (Page 5)**

The bike-sharing program will include 146 shared bikes and 17 stations throughout the City, stretching from its northern border with Arlington County (Shirlington and Arlington's Potomac Yards), through Alexandria's Potomac Yards, Del Ray, and Old Town neighborhoods, and down to the Carlyle, East Eisenhower, and West End communities. Bike sharing would connect these activity centers and neighborhoods with four Metrorail stations and will be located in areas of high potential bicycle activity as identified in the City's 2008 Pedestrian and Bicycle Mobility Plan (Appendix 7). These locations were chosen based on a high percentage of residents that bike or walk to work and/or do not own a vehicle, as well as the availability of supporting bicycle infrastructure.

**The City of Alexandria has been identified as project owner for the City of Alexandria (Page 10)**

Project owners will be recipients of grant funds and will be responsible for administering these funds and implementing the projects in accordance with the grant provisions. Project owners registered their support for this application, understand the obligation this role confers upon them, and will cooperate at all levels in carrying out the activities to be supported by the TIGER II Discretionary Grant. Table 2 identifies project owners for each of the project components.

**Table 1: Project Component Details**

ID	Project Component	Congressional District	TIGER II Grant Request	Description
1	Arlington Bike-sharing	VA-8	4,346,000	1028 bicycles and 137 stations in Crystal City, Potomac Yard, and Shirlington, and Columbia Pike, Route 1 and Metrorail Orange Line corridors
2	Alexandria Bike-sharing	VA-8	622,900	146 bicycles and 17 stations around Metrorail, Old Town, Del Ray, Potomac Yard, and Eisenhower Ave.
3	Reston Bike-sharing	VA-8	500,000	97 bicycles and 16 stations at Reston Town Center Transit Center, Reston Station, and major employers and activity centers
4	Reston Bikestation	VA-8	80,000	Enclosed modular bicycle parking facility to be collocated with transit and a bike-sharing station, creating multi-purpose Bikestation.
5	District of Columbia Bike-sharing	DC-At Large	4,080,000	1000 bicycles and 100 stations distributed in each ward, which will double the soon-to-be constructed 1000-bike system
6	Montgomery County Bike-sharing	MD-8,4	1,383,500	251 bicycles and 50 stations in Bethesda, Silver Spring, Wheaton, Takoma Park and Rockville areas
7	Silver Spring Bikestation	MD-8,4	800,000	Full service enclosed Bikestation with bicycle parking, repair, and rental collocated with Metrorail, Metrobus, and bike-sharing
8	University of Maryland College Park Bike-sharing	MD-5	166,000	33 bicycles and 6 stations throughout the University campus
9	College Park Bike-sharing	MD-5	140,000	23 bicycles and 5 stations at Metrorail, downtown, and major commercial areas, connecting directly to UMD.
<b>TOTAL TIGER II REQUEST</b>			<b>\$12,118,400</b>	<b>2578 bicycles and 331 stations in regional bike-sharing network</b>
<b>LOCAL MATCH (22%)</b>			<b>\$3,423,600</b>	
<b>TOTAL PROJECT COST</b>			<b>\$15,542,000</b>	

Table taken from page 8

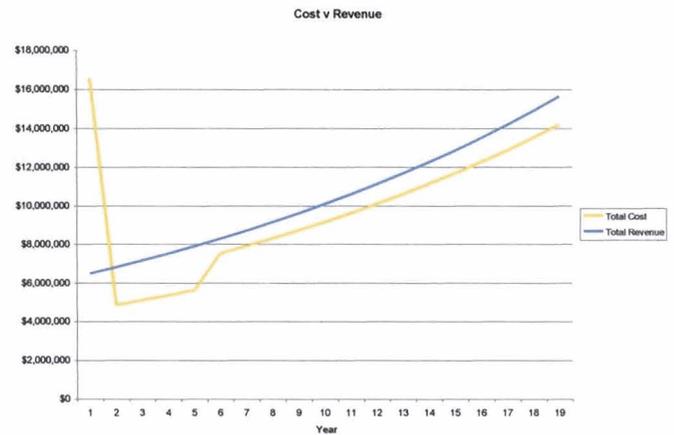
**Arlington County (page 20)**

has secured financial commitments for both capital and operating expenses from the Crystal City Business Improvement District and the Potomac Yards Transportation Management Authority.

TABLE 4: Benefit-Cost Analysis Summary

	7% discount rate	3% discount rate
<b>Costs</b>	<b>\$202,495,000</b>	<b>\$312,392,000</b>
Capital	-\$15,431,000	-\$18,632,000
Operating	-\$54,373,000	-\$83,456,000
Accident	-\$132,691,000	-\$210,304,000
<b>Benefits</b>	<b>\$348,584,000</b>	<b>\$569,033,000</b>
User Cost Savings	\$151,511,000	\$247,712,000
Travel Time Savings	\$154,440,000	\$252,344,000
Increased Access	\$23,484,000	\$38,371,000
Congestion Reduction	\$6,557,000	\$10,682,000
Emissions Reduction	\$8,894,000	\$13,901,000
Healthcare Cost Savings	\$1,269,000	\$2,067,000
Accident Reduction	\$2,429,000	\$3,956,000
<b>Net Present Value</b>	<b>\$146,089,092</b>	<b>\$256,642,416</b>
<b>Rate of Return</b>		<b>79%</b>
<b>Benefit-Cost Ratio</b>	<b>1.72</b>	<b>1.82</b>

20-year period, 2010 dollars



## Assumptions

### 1. Cost

- Installation cost per station is \$5551.00 at start then \$4500.00
- But then there are Capital costs associated with each station that depend on the size of the station and how many bikes it can hold see capital cost in the first table.
- Operating costs are assumed to be \$155.00 per bike per month or \$1860.00 per year.  
**FORMULA FOR OPERATING COST = \$155.00 \* Number of bikes at each station \*12**

The assumptions are broken down by the station sizes described here;

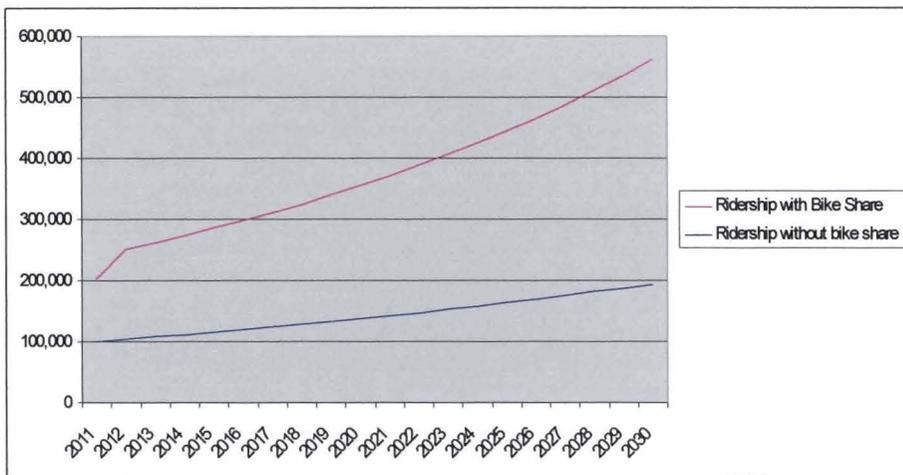
Total cost per station can then be calculated as follows

Station	Per Station					#
	Installation cost, initial	Installation cost, expansion	Capital cost	# of bikes	Operating Cost	
<b>XS</b>	5551	4500	26064	4	7440	49
<b>S</b>	5551	4500	34801	7	13020	160
<b>M</b>	5551	4500	43539	10	18600	106
<b>L</b>	5551	4500	52276	13	24180	15

Total Cost Per Bike is as follows

	Per Bike				
	Installation cost, initial	Capital cost	Total Cost	Operating Cost	
<b>XS</b>	\$ 1,387.75	\$ 6,516.00	\$ 7,903.75	\$ 1,860.00	
<b>S</b>	\$ 793.00	\$ 4,971.57	\$ 5,764.57	\$ 1,860.00	
<b>M</b>	\$ 555.10	\$ 4,353.90	\$ 4,909.00	\$ 1,860.00	
<b>L</b>	\$ 427.00	\$ 4,021.23	\$ 4,448.23	\$ 1,860.00	

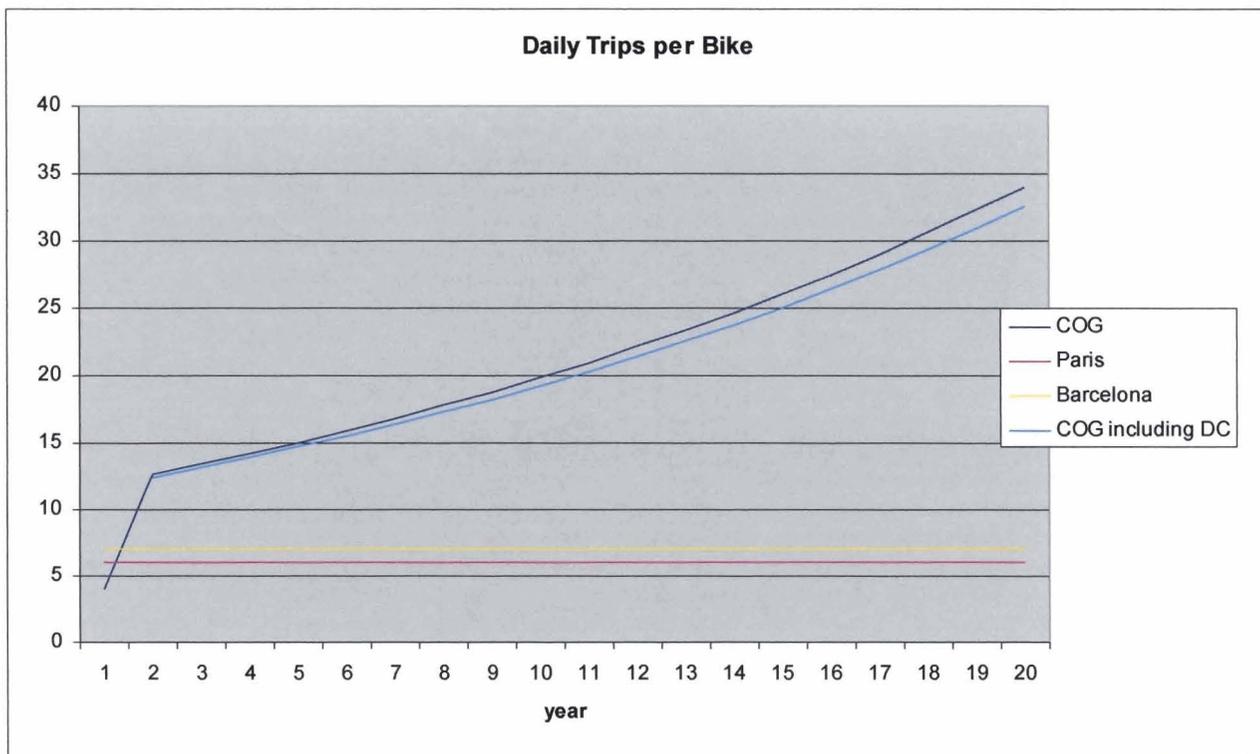
The revenue side seems to be very optimistic. Specifically the ridership assumptions, which drive it all warrant some attention. The DC effect has been taken out as they seem to be already running their system. Somehow this rider- share program will overshadow all current bicycle riders in the regions as seen on the first table. The more riders, the less cars, the less pollution, the less health care and so forth, the cumulative costs diminish. Hence the benefits.



The study goes to Paris and Barcelona to get the ridership, or demand assumptions, but fail to take into account how many bikes the two Cities provide, the supply side, in order to get that ridership.

This can be seen when we look at how often each bike is expected to be used. Using COG numbers that exclude the DC system, each bike is assumed to be used a whopping 34 times a day. Whereas the bikes in Paris and Barcelona are used under 10 times per day.

If the Paris numbers were used, another 15444 bikes would have to be provided in order to reach the ridership that is assumed in the calculations, costing between \$60 and \$120 million dollars and \$28 million in additional operating costs.



# Comparing Cost benefit

## Using Paris Ridership Assumption

## Using COG assumptions

	7%	3%	7% discount rate	3% discount rate
<b>Costs</b>	<b>\$108,547,000</b>	<b>\$160,276,000</b>	<b>\$202,495,000</b>	<b>\$312,392,000</b>
Capital	-\$15,431,000	-\$18,632,000	-\$15,431,000	-\$18,632,000
Operating	-\$54,373,000	-\$83,456,000	-\$54,373,000	-\$83,456,000
Accident	-\$38,743,000	-\$58,188,000	-\$132,691,000	-\$210,304,000
<b>Benefits</b>	<b>\$108,113,000</b>	<b>\$168,597,000</b>	<b>\$348,584,000</b>	<b>\$569,033,000</b>
User Cost Savings	\$56,905,000	\$89,975,000	\$151,511,000	\$247,712,000
Travel Time Savings	\$39,713,000	\$61,112,000	\$154,440,000	\$252,344,000
Increased Access	\$5,188,000	\$7,891,000	\$23,484,000	\$38,371,000
Congestion Reduction	\$1,796,000	\$2,754,000	\$6,557,000	\$10,682,000
Emissions Reduction	\$2,577,000	\$3,778,000	\$8,894,000	\$13,901,000
Healthcare Cost Savings	\$1,269,000	\$2,067,000	\$1,269,000	\$2,067,000
Accident Reduction	\$665,000	\$1,020,000	\$2,429,000	\$3,956,000
<b>Net Present Value</b>	<b>-\$434,308</b>	<b>\$8,321,211</b>	<b>\$146,089,092</b>	<b>\$256,642,416</b>
<b>Rate of Return</b>	7%		79%	
<b>Benefit-Cost Ratio</b>	1.00	1.05	1.72	1.82
20-year period, 2010 dollars				

2(h)  
3-12-11

Old Town Civic Association  
P.O. Box 1213  
Alexandria, Virginia 22313

March 12, 2011

Mayor William D. Euille  
City Hall  
301 King Street  
Alexandria, Virginia 22314

Dear Mayor Euille and Members of City Council:

Re: Draft Waterfront Small Area Plan

The OTCA recently conducted a member survey to gauge reaction to the recently released Waterfront Plan. As Old Town is the community most impacted by the plan, it is critical that you are made aware of the key finding from our over 152 responses.

The survey revealed that almost 8 out of 10 (79 percent) of our members have an unfavorable view of the plan. Their top concerns are as follows:

- Unsettled legal issues could dramatically increase costs
- No real plan alternatives have been developed or vetted
- The plan is too ambitious; too much commercial development will create negative impacts on both proximate neighborhoods (traffic/parking), and negative impacts on existing businesses (cannibalization)
- The plan is not revenue-neutral; none of the cost-benefit analyses presented by City staff support this conclusion
- The Waterfront Park building is extremely unpopular
- The plan should do more to feature and lock in sites (and funding mechanisms) for historic/cultural amenities.

Surely, the City's goal should not be to maximize tax revenue potential if by doing so, we destroy the historical nature of the community. OTCA takes the position that the planning goal should be to determine the feasibility and desirability of revenue attraction, and use the feasibility to drive development accordingly. Tourists come to this city first for its history, beauty, and, authenticity and secondarily, its amenities such as restaurants and shops.

Reverse this relationship, and you're not in Alexandria; you are in "Anytown", USA.

Within the OTCA membership, there is significant frustration with the planning process and a belief that an important step has been missed. For a planning study of this importance, there is typically a step where two or three alternative plans (for example; a plan with an emphasis on maximizing commercial development, or an emphasis on more open space and less commercial development), are developed and presented together with their cost/benefit as options for the community to review and evaluate. This step allows constructive and well-informed community input and builds a sense of "community ownership" of the plan.

As this step was not part of the planning process, OTCA extends an invitation to members of the City Council to join our members at a planning workshop where we will develop an alternative planning

concept(s) that balance the objectives of both the 1992 Small Area Plan and this iteration. Notably, the 1992 Plan calls for less development, more open space and nature-based improvements while the latest version envisions massive development and commercial enhancements. There has been no attempt to combine the elements, in our opinion, the missing step in the planning process so far.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "J Gosling". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

OLD TOWN CIVIC ASSOCIATION.  
John Gosling, President

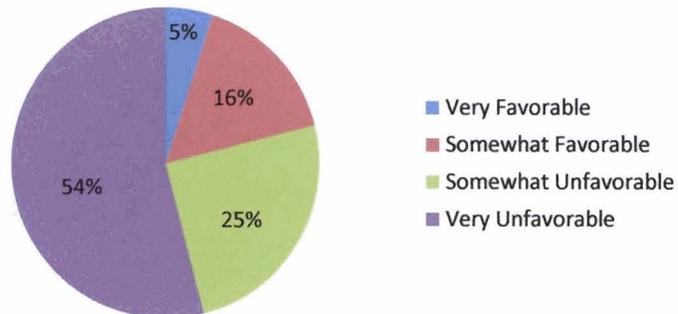
## OTCA Waterfront Plan Survey March ,2011

### Methodology

- Two data collection approaches – postal mail and email. Email survey used Survey Monkey to post and collect responses.
  - Postal mail used for those members who did not have an email address
- Due to limitations with OTCA database, decision made to send one survey per household
- Sample distribution
  - 103 postal mail - 26 responded
  - 345 email - 140 responded

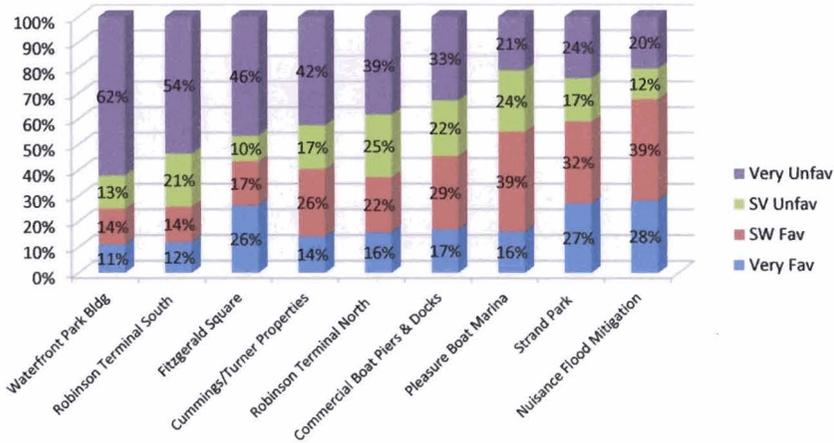
### Nearly 8 out of 10 unfavorable toward Waterfront Plan

Overall, how favorable are you toward the Waterfront plan proposed by the City of Alexandria, as it currently stands? This should be based on everything you know about it, including what you have read in the recent OTCA newsletter.



Base: 152

### Comparatively, Waterfront Park Building and Robinson Terminal South Unfavorable Aspects of Plan



Base: 152

Note: Land Use Features rotated in email survey to minimize position bias

### Confirms previous chart...

#### Most Favored Land Use Feature

Nuisance Flood Mitigation	30%
Strand Park	18%
Fitzgerald Square	14%
Pleasure Boat Marina	14%
Robinson Terminal South	7%
Cummings/Turner Properties	6%
Robinson Terminal North	6%
Waterfront Park Building	3%
Commercial Boat Piers&Docks	3%

#### Least Favored Land Use Feature

Waterfront Park Building	29%
Robinson Terminal South	26%
Fitzgerald Square	12%
Robinson Terminal North	10%
Cummings/Turner Properties	8%
Pleasure Boat Marina	6%
Nuisance Flood Mitigation	5%
Commercial Boat Piers & Docks	5%
Strand Park	1%

Note: Statements rotated in email survey to minimize position bias

### Solving legal/regulatory issues, financial structure, congestion and preservation of community key concerns

	Strongly Agree	Swhat Agree	Swhat Disagree	Strongly Disagree
I am comfortable that the financial structure of the current plan is complete and pays for itself over a reasonable period of time.	3%	9%	18%	<b>70%</b>
In general, a plan is a safeguard against ad hoc development of the waterfront	19%	36%	21%	24%
The current plan for the waterfront places too much emphasis on commercial development	66%	16%	8%	10%
I believe that any potential legal and/or regulatory issues that may be involved in executing the plan should be resolved before it is adopted.	<b>76%</b>	9%	8%	8%
The April 5th and 16th schedule for Planning Commission and City Council action on the plan provides a reasonable time period for additional public comment.	9%	20%	23%	48%
An increase in density of approximately 40% above present zoning is justified to pay for the public improvements to the waterfront including public access and amenities.	8%	6%	20%	66%
Stimulating economic development of the waterfront is and should be a key goal of the plan	8%	20%	17%	56%
The current plan has the right mix of commercial, hotel, restaurant, recreational, open space, residential and cultural uses	6%	7%	25%	63%
I am comfortable that the current plan has an effective strategy to manage increased parking, visitors, traffic and pedestrian congestion	5%	5%	18%	<b>70%</b>
I am comfortable that the current plan preserves the unique, historic ambiance of our waterfront and community.	6%	11%	14%	<b>69%</b>

Note: Statements rotated in email survey to minimize position bias

### Most feel Plan will negatively impact the character and historic integrity of Old Town – more than their personal lifestyle and home

Again, based on what you know about the plan, for each of the statements below, please indicate whether you feel the plan will either make a very positive or very negative impact or somewhere in between. You may select any button along the scale.

	Positive Impact				Negative Impact	
Property value of my home	7%	6%	22%	15%	15%	36%
Appeal and attraction of the waterfront	10%	11%	15%	13%	19%	32%
Appeal of Old Town as a tourist destination	10%	15%	16%	12%	22%	26%
Commercial businesses in my neighborhood and along King Street	6%	12%	16%	16%	18%	32%
My quality of life	4%	5%	11%	12%	22%	46%
Character of Old Town	4%	6%	10%	7%	<b>19%</b>	<b>55%</b>
The economic wellbeing of Alexandria overall	6%	11%	17%	16%	19%	31%
Historical integrity of the waterfront	6%	3%	7%	11%	<b>19%</b>	<b>54%</b>

Note: Statements rotated in email survey to minimize position bias

**Overall, 53% of respondents live within 2-3 blocks of the waterfront. They tend to be:**

- Not as 'very unfavorable' toward the Waterfront plan – 50% very unfavorable – compared to those further away (60%)
- Less unfavorable toward bottom of King Street land use features – Waterfront Building and Fitzgerald Square but more unfavorable toward Robinson Terminal South than counterparts (see chart on next page)
- Express greater concern about emphasis on commercial development (74% strongly agree vs 57%) and somewhat greater concern over the financial reality (74% strongly disagree vs 65%)
- Not surprisingly, they believe that the currently plan will negatively impact their quality of life (54% compared to 38%), the property value of their home (50% compared to 19%) and the appeal and attraction of the waterfront (37% compared to 27%)

Note: relatively small sample sizes – differences of 10% or greater used to determine differences

**Residency makes a different – not expected...**

**% Very Unfavorable**

**Live closest**

<b>Robinson Terminal South</b>	<b>59%</b>
<b>Waterfront Building</b>	<b>55%</b>
Cummings/Turner Properties	46%
<b>Fitzgerald Square</b>	<b>41%</b>
Robinson Terminal North	37%
Commercial Boat Piers & Docks	31%
<b>Pleasure Boat Marina</b>	<b>26%</b>
Strand Park	24%
Nuisance Flood Mitigation	22%

**Live further**

<b>Robinson Terminal South</b>	<b>47%</b>
<b>Waterfront Building</b>	<b>70%</b>
Cummings/Turner Properties	38%
<b>Fitzgerald Square</b>	<b>53%</b>
Robinson Terminal North	40%
Commercial Boat Piers & Docks	36%
<b>Pleasure Boat Marina</b>	<b>16%</b>
Strand Park	24%
Nuisance Flood Mitigation	18%

Note: Statements rotated in email survey to minimize position bias