

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 21, 2012

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: RASHAD M. YOUNG, CITY MANAGER *RMY*

SUBJECT: RECOMMENDED CHANGES TO THE COMPOSITION AND FUNCTIONS OF THE WATERFRONT COMMITTEE TO ASSIST WITH IMPLEMENTATION OF THE WATERFRONT SMALL AREA PLAN

ISSUE: Expansion of the Alexandria Waterfront Committee’s role to include advising the City on implementation of the Waterfront Small Area Plan; and changes to the Committee’s name and composition to reflect this added responsibility.

RECOMMENDATIONS: That the Council direct staff to bring forward an ordinance for Council consideration to revise the City Code to expand the mission of the current Waterfront Committee to become the implementation advisory group for the Waterfront Small Area Plan; change the name of the Waterfront Committee to the Waterfront Commission; and expand the membership of the group as depicted in Attachment 1.

BACKGROUND: On January 21, 2012 the City Council approved the Waterfront Small Area Plan and on February 25, 2012 the Council adopted an implementing ordinance incorporating the Plan as part of the City’s Master Plan. A critical next step is to identify an advisory group to help support, guide and track implementation of Plan recommendations.

Subjects about which an advisory group could be asked to review and advise the City Council, City Manager, and staff include:

- public improvements, including flood mitigation, new parks and improvements to existing parks, utilities, piers and the marina, and shoreline improvements;
- design guidelines or standards for new buildings and for the public realm (including parks, plazas, and other public spaces);
- implementation of the waterfront public art and history plans;
- private redevelopment and public-private partnerships such as the Beachcomber and the Food Court/Chart House;
- studies and recommendations related to transportation and circulation, including vehicular, bicycle, pedestrian, and marine travel;

- waterfront management, maintenance, operations and programming, including budgets, funding and phasing of planned improvements, and public safety issues; and
- governance and/or fundraising organizations or activities, such as a waterfront arts and history foundation.

The Waterfront Committee was cited by the Waterfront Plan Work Group and others as a logical existing advisory group that could fill this key role. Since its establishment by ordinance in 1989 (Title 2, Chapter 4, Article E of the City Code) as the Waterfront Committee, and prior to that as the Waterfront Task Force, the Committee has been charged with advising “the City Council, City Manager and appropriate City departments on matters pertaining to the use of the Alexandria Waterfront by commercial and private vessels.” City Code currently designates a total of 15 seats on the Committee, representing a variety of waterfront interests.

Over the years, those appointed to the Waterfront Committee advocated not only for the interests of boaters but also for an enhanced, clean and safe and accessible waterfront. In that regard, the Waterfront Committee actively participated in the development of the Waterfront Plan and provided guidance on many Plan elements. The Waterfront Committee’s long involvement in waterfront-related issues, as well as its in-depth understanding of the Waterfront Small Area Plan, provides a sound basis for it having an important role in plan implementation.

On March 1, 2012, the Waterfront Committee held a special meeting and voted to send a letter to the Mayor requesting the following modifications to the legislated function and membership of the Committee. The letter dated March 5 is attached and recommends the following summarized changes:

- (1) change the name from the Waterfront Committee to Waterfront Commission;
- (2) add implementation of the Waterfront Small Area Plan on the list of matters for which the Commission is to provide advice;
- (3) include the boundary of the Waterfront Small Area Plan under the term “Alexandria Waterfront;” and
- (4) expand the membership from 15 to 18 by including a representative of the Alexandria Commission for the Arts and adding a net of two new citizen seats, with the current at-large citizen seat replaced with three new citizen seats, each representing one of the City’s three Park Planning Districts to enhance city-wide representation.

DISCUSSION: Staff recommends that the Waterfront Committee become the waterfront “implementation advisory group” to the City. While the City has a number of boards and commissions that look at a relatively specific set of issues (such as art, history, transportation, the environment) for the entire City, the Waterfront Commission would focus on a relatively narrow geographic area but consider a broad spectrum of issues for that geographic area. As a result, coordination among the boards and commissions with waterfront interests will be key and the Waterfront Commission will help to coordinate waterfront-related issues that involve more than one board or commission. It should be noted that the authority of the other boards and commissions will in no way be diminished by the role of the new Waterfront Commission.

That said, staff is recommending two membership changes to what the Waterfront Committee has recommended. Staff recommends the inclusion of a Planning Commission member and Traffic and Parking Board member on the Waterfront Commission. Representation by the Planning Commission would establish a direct line of communication between the new Commission and the Planning Commission. Such communication is important given the Planning Commission's role in reviewing, promoting and implementing the City's Master Plan. A direct line of communication with the Traffic and Parking Board also will be beneficial given its role in reviewing the Union Street Study, Waterfront Plan parking issues and potential street closings.

It should be noted that the Waterfront Committee discussed the difficulties that might arise from the large size of the group, and the advantages of creating a subcommittee process to work on specific issues that would then be brought back to the larger group for decision making. They noted that this worked well for them in the past when they established a subcommittee for development of a *Vision for the Marina* and that it works well for the Commission for the Arts and its Public Art Committee.

With staff's suggested addition, the attached copy of Title 2, Chapter 4, Article E (Waterfront Committee) reflects all the recommended changes. If Council concurs, staff would bring this back to Council for first reading on April 10 and then public hearing and adoption on April 14.

FISCAL IMPACT: There would be no fiscal impact associated with this ordinance change.

ATTACHMENTS:

- Attachment 1: Title 2, Chapter 4, Article E (Waterfront Committee) Recommended Changes
- Attachment 2: March 5, 2012 Waterfront Committee letter to Mayor William D. Euille, with copies to City Council, City Manager and other City staff
- Attachment 3: Letter from John Komoroske, Chairman, Alexandria Planning Commission

STAFF:

- Faroll Hamer, Director, Planning and Zoning Department
- James Spengler, Director, Recreation, Parks and Cultural Affairs
- Rich Baier, Director, Department of Transportation and Environmental Services
- Karl Moritz, Deputy Director, Planning and Zoning Department
- Jack Browand, Deputy Director, Department of Recreation, Parks and Cultural Activities
- Cheryl Lawrence, Special Events Supervisor, Department of Recreation, Parks and Cultural Activities
- Nancy J. Williams, Principal Planner, Planning and Zoning Department

**RECOMMENDED CHANGES TO THE WATERFRONT COMMITTEE, TITLE 2,
CHAPTER 4, ARTICLE E**

**Title 2, Chapter 4, Article E – Waterfront Committee
Recommended Changes in Strikeout/Underlined Format**

1. Section 2-4-50 Article E
Waterfront ~~Committee~~ Commission

2. Section 2-4-51 Established.
There is hereby established a standing committee to be known as the Waterfront ~~Committee~~ Commission (the “commission”) which shall replace the Waterfront ~~Task Force Committee~~ established by city council on ~~June 29, 1988~~ May 23, 1989.

3. Section 2-4-52 Composition.
The ~~Committee~~ commission shall consist of ~~15~~ 20 members appointed by the City Council. The composition of the ~~Committee~~ commission shall be as follows:
 - (a) one representative from the Alexandria City Council;
 - (b) one representative from the Alexandria Commission for the Arts
 - (c) one representative from the Alexandria Convention and Visitors Association;
 - (d) one representative from the Alexandria Parks and Recreation Commission;
 - (e) one representative from the Alexandria Planning Commission
 - (f) one representative from the Alexandria Traffic and Parking Board
 - (g) one citizen representative from the Old Town Civic Association;
 - (h) one citizen representative from the Founders’ Park Community Association;
 - (i) one citizen representative who resides east of Washington Street and south of King Street;
 - (j) one citizen representative who resides east of Washington Street and north of King Street;
 - (k) one citizen representative who resides east of Washington and north of Pendleton Street;
 - (l) from the Old Town Business Association;
 - (m) one representative from the Alexandria Chamber of Commerce;
 - (n) one representative from the owners of pleasure boats leasing space at the Alexandria Marina;
 - (o) one representative from the Alexandria Archaeological Commission;
 - (p) one representative from the Alexandria Environmental Policy Commission;
 - (q) one representative from the Alexandria Seaport Foundation; ~~and~~
 - (r) one citizen representative from Park Planning District 1;
 - (s) one citizen representative from Park Planning District II; and
 - (t) one citizen representative from Park Planning District III.
 - (u) ~~one at large citizen representative other than from any group or area listed above.~~

4. Section 2-4-53 Appointment.

Members of the ~~committee~~ commission shall be appointed in the manner prescribed in title 2, chapter 4, article A of the City Code; provided, however, that members who are a representative of an organization shall be nominated by their organization and confirmed by city council.

5. Section 2-4-54 Functions.

The functions of the ~~committee~~ commission shall be to advise city council, the city manager, and appropriate city departments on matters pertaining to:

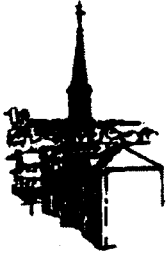
- the use of the Alexandria Waterfront by commercial and private vessels; and
- implementation of the Waterfront Small Area Plan.

For purposes of this article, the term “Alexandria Waterfront” shall include the area within the boundary of the Waterfront Small Area Plan and shall include all waters of the Potomac River located within the boundaries of the city and all piers, docks and other structures located on such waters which are or may be used for the docking of commercial or private vessels.

6. Section 2-4-55 Coordination with other public advisory bodies

The ~~committee~~ commission shall coordinate its activities with those of other relevant public advisory bodies within the City.

ATTACHMENT 2 – MARCH 5, 2012 WATERFRONT COMMITTEE LETTER



City Hall
Alexandria, Virginia

Alexandria Waterfront Committee
Department of Recreation, Parks and Cultural Activities
1108 Jefferson Street
Alexandria, Virginia 22314



March 5, 2012

The Honorable William D. Euille
Mayor of Alexandria
City Hall
301 King Street, Room 2300
Alexandria, VA 22314

Dear Mayor Euille:

As noted in our recent letter, the Alexandria Waterfront Committee is eager to serve as the City's advisory body on Waterfront Small Area Plan implementation. At its regular meeting on February 21, 2012, every Committee member in attendance voiced support for the Waterfront Committee to serve in this capacity. We believe this role is consistent with the Committee's current responsibilities, to study and deal with issues related to the Waterfront.

At a special meeting held March 1, 2012, the Waterfront Committee discussed changes to the legislated function and membership of the Committee, which are established in Section 2-4-51 through 2-4-59 of Alexandria City Code. This letter conveys the recommendations of the Waterfront Committee for consideration and potential enactment by City Council. It describes the proposed functions, effects of change, and membership changes.

Proposed Functions

Underscore and ~~strike-through~~ text below reflects the Waterfront Committee's proposed changes to §2-4-54 of the Alexandria City Code, which specifies the functions of the Alexandria Waterfront Committee:

The functions of the ~~committee~~ commission shall be to advise City Council, the City Manager, and appropriate City departments on matters pertaining to public, private, and commercial uses ~~the use of the Alexandria Waterfront and the immediate area by commercial and private vessels, including implementation of the Waterfront Small Area Plan.~~

For the purposes of this article, the term "Alexandria Waterfront" shall include the area within the boundary of the Waterfront Small Area Plan and shall include all waters of the Potomac River located within the boundaries of the City and all piers, docks and other structures located on such waters which are or may be used for the docking of commercial or private vessels.

(Ord No. 3382, 5/23/89, Sec. 4)

These amendments would accomplish the following:

- Re-classify the Alexandria Waterfront Committee as the Alexandria Waterfront Commission. This action anticipates the appointment of a senior director within City government accountable for integrated management of the Waterfront, a central recommendation of the Waterfront Plan Work Group that was adopted by City Council in its approval of the Waterfront Small Area Plan on January 21, 2012. The Waterfront Commission would provide complementary public oversight of this new office in a structure that parallels that of other City departments advised by commissions—the Planning Commission that advises the Department of Planning and Zoning; the Transportation Commission and Environmental Policy Commission that advise the Department of Transportation and Environmental Services; the Park and Recreation Commission and the Alexandria Commission for the Arts that advise the Department of Parks, Recreation, and Cultural Activities, to name three examples.
- Clarify the role of the Commission, to reflect the current practice of the Waterfront Committee to study issues relating to the Alexandria Waterfront and to make recommendations to City Council, the City Manager, and appropriate City departments.
- Make explicit the Commission's advisory capacity regarding implementation of the Waterfront Small Area Plan.
- Specify the defined territory of the Commission to include the area within the boundary of the Waterfront Small Area Plan.

Effect of Change

With the change in function described above, subjects about which the Waterfront Commission could be asked to review and advise the City Council, City Manager, and staff could include:

- Public improvements, including flood mitigation, new parks and improvements to existing parks, utilities, piers and the Marina, and shoreline improvements.
- Design guidelines or standards for new buildings and for the public realm (including parks, plazas, and other public spaces).
- Proposals related to implementation of the waterfront public art and history plans.
- Proposals for commerce, private redevelopment, and public-private partnerships.
- Studies and recommendations related to transportation, parking, and circulation, including vehicular, bicycle, pedestrian, and marine travel.
- City management, maintenance, operations and programming of new and existing Waterfront facilities, including the Alexandria City Marina.
- Operating budgets, capital improvement programs, and funding for new and existing infrastructure, including phasing of planned improvements.
- Public safety and security issues.
- Environmental quality of the Potomac River, along its shores, and on adjacent land in Alexandria.
- Governance and/or fundraising organizations or activities, such as they affect the Waterfront

This list is inclusive of the advisory capacities of the existing Waterfront Committee, and includes new activities commensurate with implementation of the Waterfront Small Area Plan. This detailed list is not appropriate for inclusion in the ordinance itself, but could be adopted by resolution, administrative rules, procedures, or by-laws that specify this level of detail.

Proposed Membership Changes

Existing membership of the Waterfront Committee, as specified in §2-4-54 of Alexandria City Code, includes the following 15 members:

- 1 representative from the Alexandria City Council;
- 1 representative from the Alexandria Convention and Visitors Association;
- 1 representative from the Alexandria Parks and Recreation Commission;
- 1 citizen representative from the Old Town Civic Association;
- 1 citizen representative from the Founders' Park Community Association;
- 1 citizen representative who resides east of Washington Street and south of King Street;
- 1 citizen representative who resides east of Washington Street and north of King Street;
- 1 citizen representative who resides east of Washington Street and north of Pendleton Street;
- 1 representative from the Old Town Business Association;
- 1 representative from the Alexandria Chamber of Commerce;
- 1 representative from the owners of pleasure boats leasing space at the Alexandria Marina;
- 1 representative from the Alexandria Archaeological Commission;
- 1 representative from the Alexandria Environmental Policy Commission;
- 1 representative from the Alexandria Seaport Foundation; and
- 1 at-large citizen representative other than from any group or area listed above.

To facilitate the mission of the proposed Alexandria Waterfront Commission, the Waterfront Committee proposes the following additional members:

- 1 representative of the Alexandria Commission for the Arts, given the significant emphasis of the Waterfront Small Area Plan on incorporation of the arts.
- 3 new residential representatives, to ensure adequate representation from residential areas of the City outside of Old Town:
 - 1 from Park Planning District I, which generally encompasses Old Town and the Eisenhower corridor to a point just south of Quaker Lane (see enclosed map)
 - 1 from Park Planning District II, which generally includes portions of the City west of the Metrorail tracks, north of Duke Street, and east of Quaker Lane
 - 1 from Park Planning District III, which generally includes portions of the City west of Quaker Lane

It is recommended that the existing at-large citizen representative other than from any group or area currently represented on the existing Committee be transitioned to one of the new residential representative seats. These changes would result in a net addition of three seats (four new seats minus the existing at-large seat), for a total of 18 Waterfront Commission members.

Mayor Euille
March 5, 2012
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On behalf of the Alexandria Waterfront Committee and the broad Citywide constituencies that we represent, thank you for your consideration of this matter. We look forward to working together with Council and our fellow citizens to improve our Waterfront.

Sincerely,

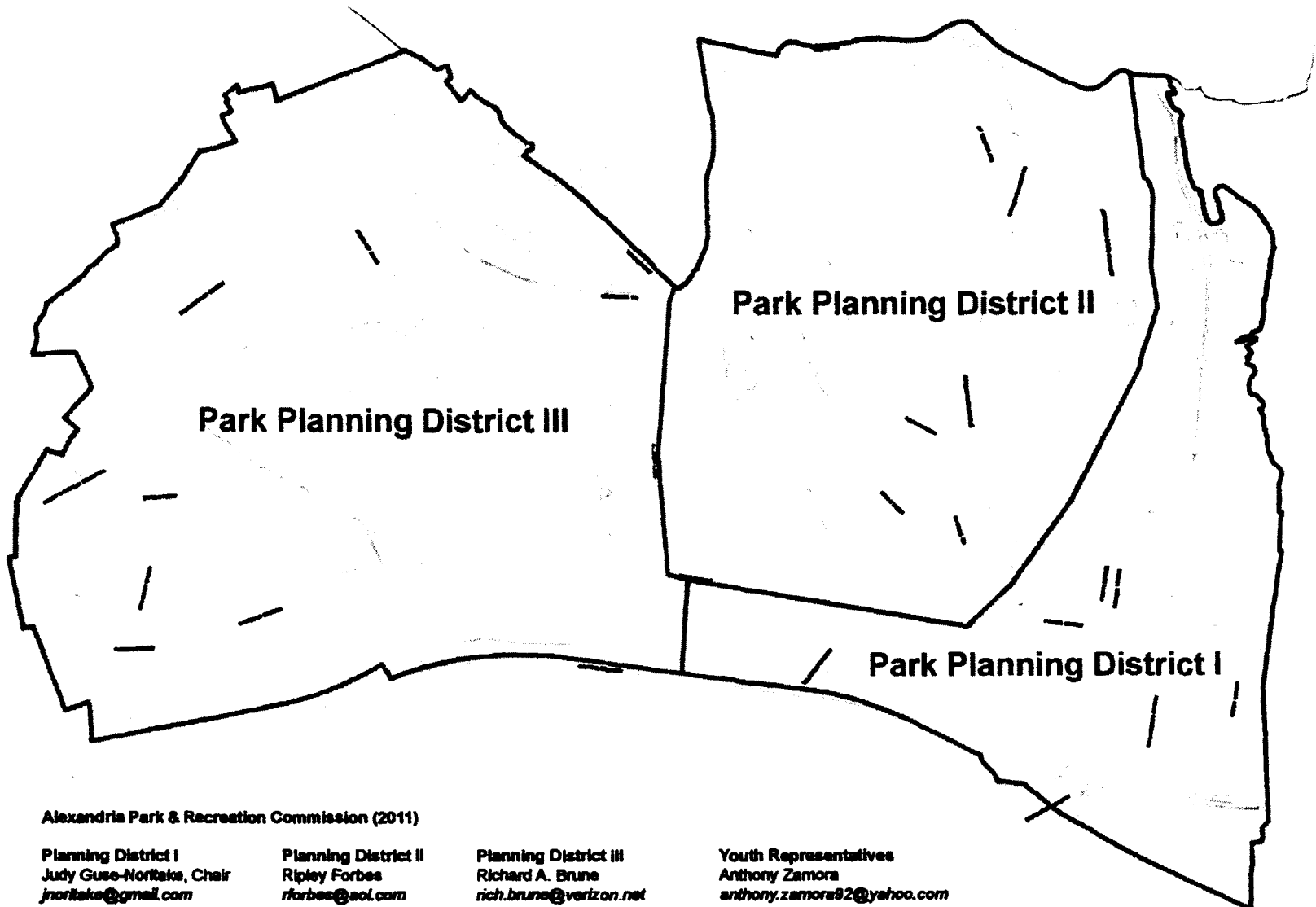


Nathan M. Macek, Chair
Alexandria Waterfront Committee

- CC: Alexandria City Council
Rashad Young, City Manager
Bruce Johnson, Chief of Staff
Mark Jinks, Deputy City Manager
Richard Baier, Director, Department of Transportation & Environmental Services
Faroll Hamer, Director, Department of Planning and Zoning
Jeremy McPike, Director, Department of General Services
James Spengler, Director, Department of Recreation Parks and Cultural Activities
Karl Moritz, Department of Planning and Zoning
Nancy Williams, Department of Planning and Zoning
Jack Browand, Department of Recreation Parks and Cultural Activities
Cheryl Lawrence, Department of Recreation Parks and Cultural Activities
Jim Hixon, Department of Recreation Parks and Cultural Activities
Alexandria Waterfront Committee

Enclosure: Map of City of Alexandria Park and Recreation Commission Park Planning Districts

01



Alexandria Park & Recreation Commission (2011)

Planning District I
Judy Guse-Noritake, Chair
jnoritake@gmail.com

William Cromely
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Gina Baum
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Planning District II
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Youth Representatives
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Mollie Timmons
mollierosa.timmons@yahoo.com



Attachment 3

Alexandria Planning Commission

301 King Street
Room 2100
Alexandria, VA 22314

Phone (703) 746-4666
Fax (703) 838-6393

John Komoroske, Chair

March 14, 2012

Dear Mayor and City Council:

At its March 8, 2012 meeting, the members of the Planning Commission unanimously requested that the new Waterfront Commission include Planning Commission representation.

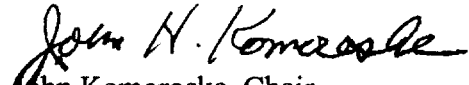
It believes that this request is justified on several counts:

1. The role of the Planning Commission, under Virginia State law and the City Charter and Code, includes formulating, modifying, safeguarding, and implementing the City's Master Plan. The role of the new Waterfront Commission is to implement the Waterfront Small Area Plan, which is a part of Alexandria's Master Plan, and thus falls within the Planning Commission's responsibility and jurisdiction.
2. Even though they have a less direct relationship to the implementation of the Waterfront Small Areal Plan than the Planning Commission, several other City boards and commissions, including the Commission for the Arts, the Environmental Policy Commission, the Archaeological Commission and the Parks and Recreation Commission and are now part of the Waterfront's Committee's proposal to become the Waterfront Commission.
3. The Planning Commission is routinely asked by Council to appoint one of its members to take part in other City boards, commissions, task forces and work groups (e.g. BRAC-133 Advisory Group, Transportation Commission, High Capacity Transit Corridor Work Group, etc.). Such appointments are made so that the Planning Commission is more fully aware of the work of those groups as it impacts City planning, and because it adds a comprehensive planning perspective to the work of those groups. It is a model that has been used often and to good effect, and mirrors Council's frequently appointing one of its own members to such groups to foster coordination.

Therefore, because of the Planning Commission's role as keeper of the Master Plan that the Waterfront Small Area Plan is a part of, and because other City bodies with a less encompassing role in implementation of the small areal plan are proposed for the Waterfront Commission, we respectfully ask you to follow your frequent practice and include Planning Commission representation on the new Waterfront Commission.

Thank you for your consideration of this important request.

Sincerely,

A handwritten signature in black ink, reading "John H. Komoroske". The signature is written in a cursive style with a large initial "J".

John Komoroske, Chair
Planning Commission