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5-14-11

**Statement of David Olinger on behalf of the Old Town Civic Association**

to  
City Council  
May 14, 2011

Re: May 14, 2011, DOCKET ITEM # 6: Master Plan Amendment #2011-0001, Text Amendment #2011-0005, Waterfront Small Area Plan

Thank you, Mayor Euille and members of the Council, my name is David Olinger, and I'm a Director of the Old Town Civic Association. I appreciate this opportunity to share our views on this proposed Master Plan and Text Amendment for the Waterfront Small Area Plan.

The draft Waterfront Plan has been the subject of many Old Town Civic Association meetings, surveys and workshops. We have also met numerous times with Faroll Hamer and her staff. While the latest version of the waterfront plan reflects some of our concerns, such as dropping the idea of a building in Waterfront Park, we still have major issues that we feel compelled to bring to your attention:

**1. Density**

First, with regard to density, commitments made to the community in the 1992 Small Area Plan called for a balance of commercial and residential uses. That balance is ignored in the proposed plan text amendment which would allow a 25% increase in density with SUP approval. That increase in density and the consequent impacts on the surrounding community will be much greater, simply because the present uses at these sites (particularly the Robinson Terminal warehouses) involve far less activity and traffic generation even than present zoning would permit. Even with the present densities, redevelopment of the terminal properties and the Cummings/Turner property will add greatly to street and sidewalk congestion along the waterfront.

City Council should consider the totality of the impact on the community of any plan it adopts. In particular, new uses proposed at the waterfront within the "Core Area" of the plan should not upset the residential/commercial land use balance in the waterfront area as a whole and building density should be left at the current maximum permitted by the 1992 Zoning Ordinance.

**2. Hotels and Restaurants**

Next, we are pleased that the Planning Commission has proposed a text amendment to limit hotels to "boutique" hotels with no more than 150 rooms each and limited meeting space. However, the plan still assumes that 625 hotel rooms and 50,000 square feet of restaurant space are needed to generate sufficient net tax revenues within the 15 year period needed for the plan to pay for the proposed public improvements. These commercial uses represent nearly 70% of the square footage proposed in the plan. This amount is excessive and distorts the premise of the 1992 Old Town Small Area Plan. We strongly prefer fewer hotel rooms & less restaurant space even if that means fewer public improvements.

**3. Lack of Standards in the "Policy for Restaurant/Hotel/Commercial Uses"**

Then, the Restaurant/Hotel/Commercial Use Policy which would guide future SUP reviews needs to be strengthened by listing factors similar to the existing Old Town Restaurant Policy. This means that an

SUP would be granted only upon a finding that its impact on nearby residential neighborhoods would not be significant. A mere listing of factors to be considered, however, with no standards for their application and no criteria for measuring their impact, would make the Policy no more than a rhetorical exercise.

Without strong prescriptive language in the Policy (including size limits and space standards) and vigorous enforcement in its application, the SUP process is meaningless as a protective device for nearby neighborhoods which will bear the brunt of the likely impacts. The current Old Town Restaurant Policy concludes with the proposition that City Council should separately “adopt criteria for determining the extent to which each of the factors are met.”

This proposed policy should do the same.

### **Bottom Line**

Finally, the waterfront plan is likely to undergo significant changes within the next month or two, specifically as a result of ongoing negotiations with the Old Dominion Boat Club and with a more realistic assessment of the plan’s revenues and costs. There will be no substantive harm to the waterfront or to Alexandria if final Council action on the plan is postponed until a more concrete plan has been formulated and debated publicly. OTCA urges Council to slow down the plan adoption timetable to allow more time for the community to work with City Staff to address our issues. No Small Area Plan or Text Amendment should be adopted until and unless its fundamental elements are clear and precise and have been made available for public consideration and comment.

A full OTCA position statement and a revised, proposed “Policy for Restaurant/Hotel/Commercial Uses” are appended to my submitted remarks.

Thank you for your time and consideration.

**Old Town Civic Association**  
**Position Statement with regard to the City's Waterfront Plan**  
May 11, 2011

1. **Slow down** – The waterfront plan is likely to undergo significant changes within the next month or two as a result of ongoing negotiations with the Old Dominion Boat Club and a more realistic assessment of the plan's revenues and costs. There will be substantial harm if further public comment is foreclosed on a plan that is not yet complete. There will be no substantive harm to the waterfront or to Alexandria if final Council action is postponed until a more concrete plan has been formulated and debated publicly. No Small Area Plan or Text Amendment should be adopted until and unless its fundamental elements are clear and precise and have been made available for public consideration and comment.
2. **Make a stronger commitment to historic/cultural amenities** – The celebration of Alexandria's history and public art should not be limited to a waterfront plan, but should be a central element of any such plan. Support for these civic and cultural amenities should be explicit and concrete, not merely rhetorical.
3. **Set limits** on the type of allowable commercial uses in the waterfront area; unlimited, these uses, specifically restaurant uses, could cannibalize the business and parking supply of existing shops and restaurants in Old Town, especially along King Street, undermining what must be a principal economic objective of the plan.
4. **Include more open space** – Preservation of parks and open space for the benefit of the general public was a crucial objective of the 1981 and 1983 waterfront Settlement Agreements. Acquisition of additional open, public space on the waterfront should be accomplished to the optimum degree. No existing open space should be compromised or retroceded; once it's gone, it's gone forever.
5. **Scale back substantially the amount of restaurant space** – The most recent revenue forecast for the plan anticipates 50,000 square feet of new restaurant space, the equivalent of seven new restaurants each the size of the new Virtue restaurant in the old Olsson's Bookstore building. That much additional restaurant space would add greatly to street, sidewalk, and parking congestion in Old Town, especially along Union and King Streets.
6. **Scale back substantially the number of hotel rooms** – The proposed plan projects 625 or more hotel rooms on the premise that they will generate less traffic and higher tax revenues than currently permitted uses. Hotels, if allowed, should be limited to one "boutique" hotel of modest size, complementing the architectural character of its existing neighborhood. Any new hotel should not be a larger, "full service" hotel with restaurants, coffee shops, banquet rooms and conference facilities which would generate heavy visitor and delivery traffic.
7. **Stay within the existing densities** – Densities should not be increased for any reason for the Robinson Terminal, Cummings, and Turner properties. Adding density to generate tax revenues to underwrite public improvements will add traffic and parking pressure to an already congested area of Old Town, overwhelm the historic character of its core area, and increase the value of waterfront property, making it more expensive to acquire land for open-space purposes.
8. **Demonstrate that the Plan is revenue neutral** – Cost and revenue estimates for each development increment must be balanced to avoid residential or specialty tax increases that directly impact Alexandria residents. It is essential that the waterfront plan include all projected capital, operating, and maintenance costs, including expanded sewer capacity; dredging at the proposed docks and piers; and maintenance and eventual rehabilitation and replacement of the proposed infrastructure.
9. **Guarantee funding sources** that allow all, or most, of the tax revenues generated by private-sector development in the waterfront area to flow into a fund designated for improvements along the waterfront and not into the City's General Fund or spent on capital projects unrelated to the waterfront, such as new fire trucks, buses, public buildings, and the like.
10. **Establish specific criteria** for hotel/restaurant/commercial special use permit applications. Without standards for measuring the impact of such uses, the SUP process is no more than a rhetorical exercise.

## POLICY FOR RESTAURANT/HOTEL/COMMERCIAL USES

(Ad adopted by Planning Commission May 3, 2011. Changes suggested by Old Town Civic Association indicated by underlining [additional text] and strike-throughs [deletions].)

The cultural and historic ambience of Old Town provide the primary attraction for visitors and for residents. Restaurants, hotels, entertainment venues, marinas and other commercial establishments along the waterfront will provide activity and destinations for residents and visitors, allowing enjoyment of the City's Potomac River location. Such uses, however, must be sited in appropriate locations and designed in such a way to ensure that goals of the Waterfront Plan are achieved, including:

- Enhancing enjoyment of the waterfront for residents and visitors alike;
- Appropriately locating uses consonant with public open spaces, development sites, and the Potomac River; and
- Maintaining compatibility with both the historical and residential character of the adjacent neighborhood.

Restaurants, hotels, farmers' markets, retail, personal service, private recreational facilities, and marinas each require SUP approval in the Waterfront area. The SUP process is designed so that each use is reviewed and assessed for its appropriateness at a specific location and for its ability to coexist with adjacent and nearby uses without impacts to the character of the area, the plan goals as a whole, and the enjoyment of nearby property.

The Small Area Plan for the adjacent area of Old Town states the City's policy that the fragile balance between the residential and commercial areas "must be preserved if both are to remain strong and if the ambience of Old Town is to be preserved. Further, the commercial areas contain a mix of activities that is unique within the metropolitan area, and that mix needs to be protected if the character of Old Town is to be preserved."

The Old Town Small Area Plan (and the King Street Retail Strategy by reference), includes the City's policy with regard to restaurants, establishing guidelines to assist in SUP decision-making. The Old Town Restaurant Policy requires that Council review each restaurant application for its impacts on noise, late night hours, alcohol, parking, litter and the balance of retail and restaurant uses. A similar approach should be taken to protect the Waterfront, King Street and the nearby residential areas as to future uses and SUP review.

### ***WATERFRONT RESTAURANT/HOTEL POLICY***

Each SUP for a restaurant, hotel, entertainment, or other commercial use on the Waterfront must be reviewed, and appropriate findings made, according to the following guidelines:

1. City Council shall not approve an SUP for a use on the Waterfront unless it finds that the use does not create ~~significant~~ negative impacts on the vitality and character of King Street or the character and enjoyment of nearby residential neighborhoods.

2. City Council shall consider the cumulative effect of the proposal and the number of already established uses in the nearby area.
3. In the case of an expansion or other intensification, the entire operation shall be taken into account in determining the impact on King Street and nearby residential neighborhoods.
4. In making its determination, City Council shall consider the following factors as applied to the proposed use:
  - a. Restaurant
    - i. The potential for undue congestion of pedestrians or vehicles;
    - ii. The extent to which the use is open in the late night hours and situated so as to potentially disturb residential areas;
    - iii. The extent to which alcohol consumption will predominate over food consumption and situated so as to potentially disturb residential areas;
    - iv. The availability of off-street parking for the restaurant's patrons and employees;
    - v. The predicted extent of litter generated;
    - vi. The potential for loud or otherwise inappropriate noise; and
    - vii. The extent to which other restaurants already exist in the same area.

Restaurant uses should not be located in such proximity as to detract from the character and authenticity of the Waterfront by creating a monoculture similar to a food court or "restaurant row" environment.
  - b. Hotel
    - i. The potential for undue congestion of pedestrians or vehicles;
    - ii. The type and size of hotel, and whether it is designed to attract conventions, banquets, or other functions (such as trade shows); Hotels shall be "boutique" hotels: that is, hotels with 150 rooms or less, no ballroom, and meeting rooms for no more than 50 people.
    - iii. The ability of the hotel to accommodate, and screen all of its service needs on site, including loading and delivery operations.
    - iv. Parking for visitors, customers and employees must be provided on site. Although the Plan anticipates low parking ratios, the applied ratio must be consistent with industry standards.
    - v. The extent to which garage spaces will be available to the public. Parking garages must be operated so that they are open to the public at least at peak times.
    - vi. A restaurant within a hotel that is open to the public shall be the subject of a separate SUP and the same requirements as other restaurants.
    - vii. The location of the hotel and whether its layout is designed to produce the least impact on nearby residential areas and on the lower King Street area.
  - c. Other commercial uses: Factors from the above lists shall be applied as relevant to the specific SUP under consideration.
  - d. Standards: City Council shall separately adopt criteria (such as size limits and space standards) for determining the extent to which each of the factors is met.

Jackie Henderson

6  
5-14-11

**From:** Patricia Wootten <trish.wootten@gmail.com>  
**Sent:** Sunday, May 15, 2011 11:21 AM  
**To:** William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Elaine Scott; Rob Krupicka; Linda Owens; Elizabeth Jones  
**Subject:** COA Contact Us: statement on Alexandria Waterfront  
**Attachments:** 842ad25fa98133767b14559781d51524.docx; ATT00001.txt

**COA Contact Us: Mayor, Vice Mayor, and Council Members**

Time: [Sun May 15, 2011 11:21:12] Message ID: [30111]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Patricia  
**Last Name:** Wootten  
**Street Address:** 800 S. St. Asaph St.,  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:**  
**Email Address:** [trish.wootten@gmail.com](mailto:trish.wootten@gmail.com)

**Subject:** statement on Alexandria Waterfront  
Dear Members of City Council:

Thank you for an opportunity to speak to the City Council yesterday. As I ended up not delivering most of my written report, I wanted to take this opportunity to share that statement with the entire City Council now. Also, allow me to share insights as a native Marylander who has made Alexandria her home. It should never be the goal of this town to emulate a border state whose culture differs significantly from their own. Being proud of our differences distinguishes Alexandria across many fronts. As well, when visitors come here from places that are not bound by water, it's less conceivable that the plights of Mother Nature we accept here will be as easily or as well managed. To add our everyday habitual circumstances to the newcomer on holiday adds a strain and a burden not needed while on holiday. Thus,

keeping our hospitality efforts away  
from the Alexandria Waterfront holds

a practicality, as well as serves as an ecological marker. A simple

study of our town's history heightens understanding in so many

present-day traditions and customs, after  
all.

Thank you for taking

care to consider this critical issue with great care and

concern.

Patricia "Trish" Wootten

[www.naturesnurture.com](http://www.naturesnurture.com)

**Attachment:** 842ad25fa98133767b14559781d51524.docx

The development of the Alexandria Waterfront is a critical component of proper development in this historic town. To behave irresponsibly will cost future generations – in all likelihood, to their detriment. The present intention to build hotels along the waterfront poses great concern – particularly in the aftermath of multiple natural disasters around the globe. If anyone here thinks that Mother Nature will bypass our town, we are both, foolhardy and disillusioned. Yet, solutions exist – solutions that seek to highlight all Alexandrians, rather than a select few. It is this alternative approach we seek to embrace and instill tonight.

Living in Old Town has provided a wonderful opportunity for individuals like myself who do not drive for medical reasons. Accessibility is one of this town's prominent features. On a different front still, this town is a popular choice by many because it has not become a major urban center. The burgeoning development that has been at the forefront of Council planning, is both, disturbing and alarming. This town's history speaks to other things still greater, which need to be both, preserved and acknowledged. Capturing this history is a fundamental right of the elected, and duty for those they aim to serve. When responsibility to the public who elected our Council members is negated, we must then raise the question as to what structural changes need to be implemented for integrity and honor to be restored to these said positions. After all, our own country was founded under such premises, so many years ago. Do we celebrate Sesquicentennials for the sake of celebrating, or for the actual continuance of great traditions? Evidence of the latter wanes, and calls upon us all to ask the greater question – what is our purpose, if only to align oneself with a select cliché? Our country's Founding Fathers were not followers, but trendsetters – calling upon us all to carve ourselves from the same mold. Yet, this historical recognition of the importance of our past, and respect for its lessons, are fast falling by the wayside. Historical textbooks from around the world serve to illustrate...even the greatest empires fall, when they fail to heed to the wisdom of the collective society. Are we seeking to arrive sooner at this inevitable place? We need not, as responsible citizens aspiring for a greater tomorrow.

Environmental concerns are a major prelude to a need to deter commercial development along our waterfront. Our wildlife deserves a habitat, and our community needs to sustain itself through sound ecological systems. There are multiple projects already in place that serve to deter such necessities. Significantly, these shall prove to disintegrate the quality of life so celebrated here, such as the intended ball fields by St. Mary's School. The plight of our feathered friends was exhibited and provoked as garden plots and mature trees were thoughtlessly stricken to the ground. More significantly, yesterday's generations walked upon dirt roads to their playing fields, and were more fit throughout the duration of their lives. Their despair hearkens my heart as they watch today's youth seek complacency they could not choose for themselves. But weren't our older generations better, stronger and more prevailing as a result? We need to think in exactly the same terms. Despite an ever-growing obesity problem, we continue to lay tracks that foster, rather than deter, its growth. Yet, we're still in the position of

preserving a waterfront and sustaining ecological benefit for our children – if we act now.

Some areas of history in this town that are getting lost needn't be. The blue-collar history this town purports is one of which to be proud of. So many frugal traditions have borne great results, spurning many generations. Yet, we're overlooking many important tenets: our heritage in shipbuilding, the railroads, manufacturing and our role as a prominent port town. Is the Wilkes Street Tunnel simply a reminder of this past, or can we instead feature it for the prominent role it can continue to play now? Our European friends proudly celebrate their past, and are stronger as a result. We need to do the same, if only to simply preserve what's solid and right about this town, and this country.

Finally, we need to call upon some simple wisdom in our efforts to plan – not all change is progress. In fact, the cyclical tendencies in this life spring from the very foundation that our survival as species is, in fact, dependent upon the tenets that support our wildlife...and our waterfront. We would not continually return to foundations from yesterday if a purpose were not served. Yet, this necessary offspring begs a simple question – what are we throwing out when erecting foundations that have been shown only to erode in the long run? Other development can easily – and more affordably – be instituted for both, the improvement of this town, and the enhancement of this entire city. Rather than commercial buildings, educational facilities pose opportunity for our children to learn about the significant role the environment has upon their health and their survival. Museums exhibiting water safety, ecological enhancement and more are readily available features our town can celebrate and enjoy, while attracting visitors and other groups.

Economic downturns are another cyclical feature a capitalist market seems incapable of avoiding. Our Great Depression shored up initiatives to preserve, conserve and foster wise spending habits. The examples of this are evident on how this generation passed on the virtue of their adversity. Yet, today has long forgotten these values, and seems to forget that our survival is intent upon one premise – the ongoing need to be challenged. Without this, we falter as a species, and the deterioration of our evolution becomes more concrete – and certain. Does anyone here recall Hurricane Isabel, Charlie and others – all which highlight a need to respect nature's whims, and maintain what order is possible? To willfully act against the natural cycle of things is both, unwise and a request for natural disasters to exhibit themselves more speedily among us.

Is your scientifically respectful waterfront plan a viable, and plausible one? If not, how can you make this so? Recall...Socrates was condemned for urging us all to be advocates for justice. Today, it is his name we recall – not his naysayers. How, then, does this Council wish to be remembered?

Patricia Wooden

6  
5-14-11

City of Alexandria

City Council

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Is your scientifically respectful waterfront plan a viable, and plausible one? If not, how can you make this so? Recall...historical figures like Socrates were condemned for urging us all to be advocates for justice. Today, however, it is his name we recall – not his naysayers. How, then, does this Council wish to be remembered?

*Patricia Wootten*



ALEXANDRIA  
COMMISSION  
FOR THE ARTS

6  
5-14-11

May 12, 2011

Mayor and members of the City Council:

Both the Alexandria Commission for the Arts and its Public Art Committee support the concept of the proposed Waterfront Small Area Plan. Department of Planning and Zoning staff have worked with the arts community from the beginning of this process. They have listened to us and done a wonderful job of incorporating arts concepts into the Plan.

The Commission and Public Art Committee look forward to continuing our cooperation with the History and Archeology Commissions and other community organizations and our work with city staff to implement the artistic components of the Waterfront Small Area Plan.

We believe the proposed Plan offers many benefits to the Alexandria community, including:

- Incorporating public art along the waterfront in a meaningful way that respects the space and landscape and reflects the city's unique culture and history while also embracing innovation and fresh perspectives. We believe the Art Walk included in the Plan will build on the 1981 Waterfront Plan's use of the Torpedo Factory Art Center as a cultural anchor and enhance Alexandria's reputation as an arts destination.
- Increasing green space along the waterfront by linking many of the existing public parks.
- Expanding public access to the river.

We have a few items we would like to see addressed as the Plan moves forward:

- We request that the budget include a prototypical installation of one of the Art Walk stations along the waterfront, once the Plan moves into implementation phase.
- We ask that a permanent home for The Art League School be found soon. This great cultural and economic asset to our community should have a permanent home.
- We ask that the Plan permit the use of re-adaptive space located within or adjacent to a hotel site to provide performing arts space. Our local performing arts groups are in dire need of affordable venues.





ALEXANDRIA  
COMMISSION  
FOR THE ARTS

- We ask that public art be treated as integral to the design of the waterfront infrastructure and other components of the Plan. We therefore recommend that the City consider hiring an artist with experience in public art infrastructure projects as part of the design team to assist in the planning, design, and implementation of the Plan's first phase of physical improvements. This will help address areas where the major design concepts of the Art Walk intersect with major infrastructure elements and promote excellence in civic design.

Thank you for your support of the Arts in Alexandria.

Sincerely,

Pat Miller

Chair, Alexandria Commission for the Arts

Co-Chair, Alexandria Public Art Committee

Matthew Harwood

Co-Chair, Alexandria Public Art Committee



H. Talmage Day  
113 North Fairfax Street  
Ramsay Alley Entrance  
Alexandria, Virginia 22314

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5-14-11

May 12, 2011

To the City Council:

Re: Waterfront Small Area Plan: Master Plan Amendment #2011-0001,  
Text Amendment #2011-0005,

With a further amendment to the provision for hotels in the Waterfront Small Area Plan, the Plan as amended by the Planning Commission should be approved as an amendment to the City's Master Plan. This is the right time for Alexandria to be planning for its waterfront. The Plan as amended gets a number of things right.

- The Planning Commission correctly affirmed that the Old Dominion Boat Club parking lot at the base of King Street should not be accepted as a long-term feature of the waterfront.

The site occupied by that lot is the proper location for enhanced water transport infrastructure to link Alexandria's waterfront with other waterfront in the region. As amended, the Plan properly views any piers to be constructed at the base of King Street ("Fitzgerald Square") primarily as infrastructure for waterborne regional transit and to an appropriately lesser degree as an amenity – a parking lot for boats.

- The plan is correct that appropriate commercial development is a means to make the waterfront more accessible and that "by-right" development of more residences and offices exclusively would defeat that goal.
- The Plan also correctly aims that the development contemplated should be maintainable and not vulnerable to decay through lack of resources to maintain what is done.

#### *Hotels*

The amendment by the Planning Commission to reduce the contemplated size of the three hotels envisioned to no more than 150 rooms per hotel is a step in the right direction, but is not a step that goes far enough. The effect of the amendment is to reduce by an arbitrary one-third the number of rooms envisioned in the standard form factor for a Choice Hotel or Holiday Inn Express that would be dropped in any location that meets demographic and economic construction thresholds, an Interstate junction, shopping center complex, or wherever.

As a result, even as amended by the Planning Commission, the proposed plan does not adequately consider the limitations on hotel scale that are critical if hotels are to have both positive significance for Old Town and economic value for the City. The 150-room hotels envisioned in the Plan as amended could still overwhelm by their scale the neighborhoods adjacent to their contemplated locations. Smaller hotels, of between 75 and 100 rooms, would be more appropriately scaled to complement and enhance the features that make Old Town distinctive within this region.

Unfortunately, the hotels analysis produced by the Planning Department's consultants did not give the Planning Commission much more to work with in determining an appropriate reduction in hotel scale. The Department's consultants did not consider or give any analytical weight to the features that make Old Town economically, historically and architecturally distinctive within the region.

Instead, in terms of a very simplified basic industry multiplier analysis, the consultants projected just how many more hotel rooms could be built in the area with occupancy at a projected 70 percent vacancy rate. The constraint on room rates deemed pertinent in the consultants' analysis was the prevailing per diem rate for government employees.

Hotels conceived in the terms undergirding the consultants' analysis would be little more than generic competitors to the hotels around Key Bridge or across the river in National Harbor. Their analysis methodology could as readily be deployed to justify generic hotels in Landmark, Mark Center or Potomac Yards.

As a result, the hotels analysis produced in the planning process incorporated inappropriate assumptions and deployed too simplified a methodology to furnish any useful guidance for thinking about either their scale or market that hotels on those prime locations along the waterfront should be expected to attract.

The City Council should, therefore, not accept the Planning Commission's amendment to limit proposed hotel size by an arbitrary one-third, but should instead consider a limitation on size that reflects its judgment about the hotel scale that would attract visitors who would furnish additional economic support for specialty shopping and distinctive restaurants of quality, would make more space available for other purposes in the areas otherwise made available for hotel development, and would harmonize with adjacent neighborhoods in their scale and footprint.

Cc: James K. Hartmann, City Manager  
Karl Moritz, Department of Planning and Zoning  
Nancy Williams, Department of Planning and Zoning

A handwritten signature in black ink, appearing to read 'K. Moritz', is positioned to the right of the distribution list.

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5-14-11

Mr. Mayor and members of Council:

**I SUPPORT THE WATERFRONT SMALL AREA PLAN**

As a long time businessman in the City who operates a business in the Torpedo Factory Food Pavilion I have a special awareness of the current state of the waterfront. It would be an understatement to say the waterfront is poorly managed, a wasted asset and a weak representation of our City to residents and visitors.

I have decided though, I cannot speak publicly on the Waterfront Small Area Plan. The level of civic discourse in the City has become so caustic that I cannot risk the impact on my businesses. Several years ago we received a number of threats for showing an interest in the BID. The level of vituperation has only grown worse in the intervening years. It is a sad commentary on current affairs when concerned citizens are intimidated at public meetings with boos and hissing. Increasingly I feel the City's development and direction is threatened by a shrill minority that fears any kind of change.

It is also no coincidence that you recently considered a Commercial Add On tax. The City needs more revenue and this shrill minority insists that sensible development of abandoned properties and parking lots into parks and possibly hotels be halted or reconsidered. Increased vitality along with increased resident and visitor spending would clearly add to tax revenue. I can tell you that now a great many visitors walk the waterfront empty handed choosing to spend their money elsewhere. And residents barely use the waterfront other than to walk their dogs.

As the Mayor's recent letter to the editor makes clear there has been a great deal of misinformation on the Plan - some of it fermented by the local media and fanned by a small group of Old Town residents. The plan is obviously not a choice between parks or hotels.

I urge you to approve the plan for the following reasons:

- We desperately need the focal point that Fitzgerald Square would serve -- at the foot of King St and not by creating another dead zone at the foot of Prince St-- like the current commercial area behind the Torpedo Factory. Please make a deal with the Boat Club or decide to move forward with eminent domain.
- We need the revenue that hotels would bring along with the vitality additional visitors and their spending. Their presence would be low impact to a majority of residents. How are we to pay for flood mitigation and increased park maintenance without the across the board tax revenue increases higher end hotels would make possible?
- We need more activity on the waterfront for both residents and visitors. The current state of the Food Pavilion is testimony to a lack of density, poor location and visibility.

The waterfront does not belong to a select group of Old Town residents. It is an asset for the City and should be enjoyed by all. I can think of no better example of some people's opposition to any development or change to the waterfront than Old Town Civic Association's recent vote to block even the consideration of a waterfront Sunday Farmer's Market I had explored with FreshFarm Markets. Without any presentation of facts, OTCA took it upon themselves to deny any citizens the right to buy fresh, local food four hours a week and bring vitality to a dead area. It's clear that the OTCA board's objective is no development or change on the waterfront. The current sad state of affairs suits their interests quite well.

I recognize that this is a very difficult puzzle and we cannot make everyone happy. But the plan serves only as a road map on how the City would allow development. It would make a major improvement in quality of life for residents and visitors. Please don't let the shrill minority have

their way on this issue. Let's not go back to the 60's & 70's by allowing the vitality of the City to be strangled by those who want to preserve the past at the expense of the future.

Thank you.

Jody Manor

<b>BITTERSWEET</b> CATERING · CAFÉ · BAKERY	Jody Manor CFO jody@bittersweetcatering.com [P]: 703.549.2708 [F]: 703.549.3150	
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Comments on Development of Waterfront Plan

Donald C. Templeman

- My name is Don Templeman.
- I have been the owner of 119 Princess Street since 1971.
- I have resided there for more than 33 years.
- I live about one-half block from the waterfront at Founders Park.
- I have been a member of the Founders Park Association since 1978.
- For years I have hoped that the Robinson Terminals, especially the north terminal, would be removed, opening up those areas to public view and public use
- Now, it appears that the construction of hotels on the waterfront will close off this possibility. ~~FOR EVER.~~
- [ ~~About 2 years ago I attended a Planning staff briefing. In the meantime I have followed the evolution of the planning process in the press.~~ ]
- While there have been numerous opportunities for public comment on the plan, it does not seem that ~~any~~ significant modifications have been made.
- ~~I had initially decided that it was fruitless to attend this meeting.~~
- ~~But I would like to make one last effort.~~
- I am not opposed to the entire Plan. There are some positive features of the Plan, for example opening up a more continuous path for walking along the river.
- What I do not understand, and strongly object to, is the construction of the three hotels.
- I also question the need for additional restaurants on the waterfront.
- I have been an unpaid volunteer at the Alexandria Visitors Center for more than 17 years.
- I prepare a current list of eating establishments for the use of the staff at the Center.
- My list covers the area from the north end to ~~South~~ <sup>the</sup> end of Old Town and from the river to the King Street Metro station. ~~A~~
- In that area I now count 172 eating establishments. Do we really need more restaurants on the waterfront?
- I am also surprised at the idea of concentrating more shops on the waterfront.
- I also keep a list of about 240 shops in this area and, it seems to me, that the recession and the effects of internet use have worsened the outlook for the small specialty shops which have been typical of Old Town.
- ~~I wonder if~~ <sup>hope that</sup> the Planning staff has consulted businesses in upper King Street.
- The fact that no agreement has been reached with the Old Dominion Boat Club and that there does not appear to be a complete financial plan for this multi-million dollar development strongly suggest the need for further reconsideration of the Plan.
- ~~I hope~~ <sup>I am pleased</sup> that the Council will now postpone action on this docket item ~~until~~ <sup>I hope that</sup> some of the undesirable features of the plan ~~are~~ <sup>will be</sup> eliminated and more time ~~has been~~ <sup>will be</sup> given to complete the financial aspects of the Plan.

May 14, 2011

6  
5-14-11

**ALEXANDRIA WATERFRONT PLAN**  
**Statement by**  
**Bernie Schulz**  
**Vice Chairman, Historic Alexandria Resources Commission**  
**City Council Public Hearing**  
**May 14, 2011**

Mayor Euille and Members of the Council, thank you for the opportunity to comment on the Alexandria Waterfront Plan on behalf of the Historic Alexandria Resources Commission.

→ Geographical  
Represented

HARC,

I am here today to stress the position members of the Alexandria Archaeological Commission, the Alexandria Historical Restoration and Preservation Commission, and ~~the Historic Alexandria Resources Commission, together with~~ the Greater Alexandria Preservation Alliance, took on the Alexandria Waterfront as outlined in our March 21, 2007 document entitled "Preservation Perspective on Alexandria Waterfront Planning." These principles outlined a collaborative approach to putting forth important preservation concepts for use in planning the future of the Alexandria waterfront.

While there have been varied viewpoints on the overall plan, I am here to stress HARC's viewpoint that while many elements of the "Preservation Perspective on Alexandria Waterfront Planning" principles were addressed in the plan, there are areas that were excluded from the proposed plan. In particular, there needs to be greater emphasis on preservation planning, historic interpretive planning, a greater incorporation of the historic landscape, and a more pronounced focus on living history.

OR ONLY  
VAGUELY  
mentioned

**Preservation Planning**

**Enhanced Heritage Tourism:** The public benefit of a preservation perspective cannot be over-emphasized. Preservation planning together with planning for interpretive/visitors services will enhance heritage tourism.

**Economic Benefit to Waterfront Cultural District:** The public will be served by the resulting economic benefit and by having a cultural district that complements the character of our City and provides a link to the surrounding historic districts. We envision planning that builds upon the success of the Torpedo Factory Art Center and works to make the waterfront a truly distinctive location that befits this authentic historic town.

mentioned but  
not expanded on

**Historic Interpretive Planning**

**Thematic Planning based upon Waterfront History:** Thematic planning should be the foundation of the following: designing historic signs, activities, education, and tours; and considering land uses, building restoration and new design. By laying out key themes and time periods that represent waterfront history and are central to the character of the Alexandria waterfront, the public will have an enhanced experience and tourism will be better promoted.

→ These components have been fairly discussed in SI

**Preservation as an Interpretive Whole must be Recognized:** Preservation should not be seen on the basis of a single building or lot, but as part of a larger, interpretive whole that hangs together and is engaging. Key decisions should not be made prior to the collection of relevant material.

still  
discuss  
they go

**Historic Landscape**

Invest in Appropriate Landscaping: The waterfront would benefit from a "sprucing up" initiative through a public and private partnership endeavor. → such as those

Streetscape and Hardscape within Historic Context must not be Omitted from Planning:

Both the "streetscape" and the "hardscape" need to be planned within the historic context

Brick, stone, and historically correct materials should be used.

Lighting and Signage: Lighting is important, as is consistent and attractive signage throughout the City.

Intersections Importance to Historic Character: Other historic cities have found that intersections are critical in evoking the character of an area.

Open Space Considerations: Open space is desirable and is defined not only as parks but also space surrounding buildings such as courtyards and gardens.

↳ In line w/ Alex Ordinal to Sustainability + Green Initiatives

mentioned previously by other speakers  
These elements were not addressed in the plan  
↳ something not included in the plan.

**Historic Commerce**

Commercial History of Waterfront Development: Commercial development should reflect Alexandria's location on the river and maintain the link to the commercial history of the waterfront. Until the late 19th and early 20th centuries, a large part of the commercial nature of the central waterfront was small-scale: homes and working places for traders, tavern keepers, artisans, as well as sailors and ship workers. Our seaport heritage is paramount even to our infrastructure. Wide wharves were used as streets.

The plan fails to make the connection to this important and aspect of our city's history.

**Living History**

Living History Interpretation of the Waterfront: We endorse interesting and lively interpretation of the waterfront through a variety of means that are planned in a unified manner, such as living history, stories, film/photos, and signage. Imagine seeing military reenactments (major military intrusions during the War of 1812 and the Civil War occurred on the waterfront), shipbuilding, and sailors singing sea shanteys; and meeting individuals such as George Washington, John Carlyle, Edward Stabler, Robert E. Lee, and Peter Logan (a free black ship carpenter who became town crier) as you visit the waterfront.

In summary, our vision for the future must be rooted in the past. The Alexandria waterfront has evolved over the centuries. It is a mosaic, with each time period having interest and value. Our planning should enhance and celebrate the history of Alexandria so that its distinctive and unique qualities are understood and enjoyed.

I respectfully encourage Council direct staff to address these five areas in order to create a plan that

Painted Behind Council ←

the waterfront

by all who come to the waterfront

more specifically

City

6  
5-14-11

**City Council Hearing May 14, 2011  
Item # 6 Waterfront Small Area Plan**

William Rogalski, Jr.  
408 Hanson Lane, Alexandria, VA 223302

My name is William Rogalski, and I live at 408 Hanson Lane, which I would like to point out is not in Old Town. I am here today as a concerned taxpayer, who has seen his total Alexandria tax burden continually increase at a rate well above that of inflation.

The plan that is being considered today is so loosely structured that it cannot reasonably be considered as a decision document. It contains far too many “what-ifs” and other ambiguities and is too open-ended to be an integrated and convergent plan. Most significantly, it is impossible to link costs to elements of the plan. This plan has been described by some as a “vision”, however, if it is, it is one in desperate need of corrective lenses, and if passed in its current form, it could be used to justify almost any action or expenditures in the future. **I ask that the Council reject this plan and task the Planning and Zoning Department to develop a realistic, comprehensive, and complete plan by doing the following:**

1. Simplify the plan to one that emphasizes open space. We need a waterfront park, not a waterfront theme park. Killing some of the unnecessary aspects would help drive costs down and weaken the purported need for overdevelopment to fund the public parts of the plan.
2. Develop a credible cost estimate that includes the basis for the estimate including elements such as a good work breakdown structure, clearly stated assumptions, definition of the estimating algorithms and relationships used, and analyses of the sensitivity of the estimate to variations in these factors. I have repeatedly asked for this information, and it has not been forthcoming. As a result, I must assume that it is either unavailable or is not being released because it does not support the published conclusions. Some people have said that estimates such as these are inappropriate for this stage of development. This is absolutely incorrect. 80% of the cost of almost any project is established during the first 10% of the effort. What you do in the concept phase defines what you will pay in the long run. I also believe that the current cost figures are grossly underestimated and the real costs could be as much as a factor of two higher.
3. Next, develop a credible net present value analysis with the same kind of transparency. The current published information raises more questions than it answers.
4. Conduct technical, cost, and business risk analyses.
5. Develop an implementation plan that contains a clearly defined baseline and does not involve expenditure of any appreciable public funds until the tax revenues from private development begin flowing. This should be a pay-as-you-go or spend-as-you-get plan.

6. Finally, develop a new document that is integrated, coherent, and clearly states what is in the plan and links all elements with cost.

Actually, I cannot believe that so much time, effort, money, and political capital are being expended on this issue given the other more urgent needs facing Alexandria. Passage of this plan as it stands would be an abrogation of the public trust placed in the Council by the voters and would make the plan a poster child for poor governance.

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5-14-11

**Written Comments on the Alexandria Draft Small Area Waterfront Plan Delivered to the Mayor and Council May 14, 2011**

I am Al Kalvaitis and reside at 17 Franklin Street, ~~and have been a long term resident of the community.~~

Mr. Mayor and ~~members of the Alexandria~~ City Council:

Thank you for the opportunity to speak to you about this important issue. While there have been a plethora of negative comments about the plan, I am going to focus on the most deleterious aspect which, in my opinion, will be the resulting ~~traffic~~ congestion.

Imagine positioning three moderately downsized Monaco Hotels within a block of the river. Let's run some numbers. The 450 ~~allowable~~ rooms at a 75% occupancy rate and 1.5 guests per room would be over 500 people. Let's also include 450 worker staff which is a conservative approximation for "boutique hotel" support. Restaurants are allowed under current zoning, but these add to the population base with seating for 2,000 and a staff of at least 200 for the 50,000 square feet of space. The additional 3,000 to 5,000 people from the hotels and eateries will exponentially impact the population density along our narrow waterfront area.

This proposed commercial development will surely result in significant parking and traffic congestion problems. The latest version of the plan has reduced the required parking to 0.5 spaces per hotel room. Will this be adequate parking for hotel guests and staff employees? Have the parking requirements for restaurant patrons been considered?

Now let's focus on traffic. On a beautiful weekend the intersection of King and Union Streets is a stream of pedestrians, dogs, cyclists, cars, buses and trucks. The parade is moving, somewhat slowly, but we are approaching a tipping point. In the not too distant future that intersection as well as others in the waterfront area will be in perpetual gridlock. There is no easy solution since all streets east of Washington Street are two lanes.

Finally, let me address the flood mitigation proposal which is the most critical segment of the plan and should be given highest priority. The system's design criteria for the far future should consider the 3 to 5 foot sea level rise predicted by the IPCC by the year 2100. Those revised numbers were just recently announced. Perhaps it's my imagination, but the flooding at the foot of King Street seems to be occurring more often.

I haven't detailed other major concerns such as potential cost, revenue and tax implications because of time constraints imposed by this hearing.

Please rethink the proposed plan and defer a decision until alternate inputs are considered and additional cost- benefit analyses are incorporated. Maybe we need a new plan.

Thank you.

6  
5-14-11

Statement of Michael E. Hobbs  
for the City Council  
May 14, 2011

The Waterfront Plan

Thank you, Mayor Euille and members of Council. I am Michael Hobbs, residing at 419 Cameron Street.

You have heard from many about the laudable features of the Draft Waterfront Plan that you have before you—a culmination in some respects of a decades-long effort to improve a feature that could potentially be the jewel in Alexandria’s crown. You have heard from many others of their deep concern that it would not burnish that crown, but damage it beyond repair.

Can all of these people be talking about the same plan? Yes, they can—because they are talking about different elements of it. I urge you to step back and focus as sharply as you can on what specifically people are talking about, when they tell you that they love the plan or that they hate the plan.

To a considerable extent, the plan is unobjectionable, and even commendable. Advocates for the plan cite its goals of an increase in public space; of continuous public access along the waterfront; improvements and enhancements in the existing public parks; and positive reference to the cultural and historic improvements emphasized in two of the appendices to the plan.

But no one is opposed to those features. They can and should be part of any plan that you ultimately adopt. They are not at issue.

The point of contention, most narrowly stated, is how much and what kinds of uses the plan will permit at the three redevelopment sites. The issue is essentially one of scale—and as usual, the devil is in the details.

At the beginning of the waterfront process, for example, both the Chamber of Commerce and the Old Town Civic Association suggested that “a boutique hotel” could be an appealing addition to the waterfront. But there is a world of difference between “a” boutique hotel (such as the 45-room Morrison House, for example) and the addition of 625 or more hotel rooms contemplated here.

Some of the participants in a community workshop early in the process also said they would like to see more outdoor and waterfront dining choices. But having some choice beyond the existing Chart House, Food Court, Chadwicks, and the new Virtue restaurant is a far cry from the 50,000 or more square feet of new restaurants contemplated in the plan—the equivalent of perhaps a half-dozen Chart House-size restaurants.

The staff says that those numbers may be misleading—that they were intended merely to support the conclusion that “the plan will pay for itself”—that net new tax revenues will cover the cost of

the desired public improvements and amenities—that new hotels and restaurants on that scale would be permitted, but are not required or planned. But if new restaurants and hotels on that scale are developed, they will have the deeply damaging impacts on Alexandria’s Historic District that many fear. If they are not developed to that extent, they will not generate the promised tax revenues. We can’t have it both ways.

The plan says that the new restaurants and hotels are justified, and respectful of Alexandria’s history, because they “recall the taverns and inns of old Alexandria”. That is just sophistry.

It is said that having a plan is a safeguard against haphazard, uncontrolled development. That is also true, but it poses a false dichotomy. The choice here is not between this plan or no plan. There are already an existing plan and zoning ordinance which guard against uncontrolled development. The question, rather, is how much additional development, for what kinds of uses, will be permitted at these three sites, in the new plan that the City ultimately adopts.

The proposed plan exercises little restraint in that regard. It would jettison the 1992 Zoning Ordinance and permit the maximum density that could have been authorized under the previous Settlement Agreements. There was a time when the City did not *start* its discussion with prospective developers by ceding the maximum that the developer could possibly ask for. In considering revisions to the W-1 zone in the early ‘90s, for example, a future City Manager and a future City Attorney together advised the Chairman and Members of the Zoning Task Force that, contrary to the assertion of some waterfront property owners, “nothing in the waterfront settlement agreements prevents the city from reducing heights and densities, and imposing more restrictive use regulations, so long as the revised regulations are ‘in general accordance’ with the 1981 ‘Alexandria Waterfront-City of Alexandria/National Park Service Draft Joint Land Use Plan.’” And yet the staff is now using the maximum densities permitted under those settlement agreements as the default position for the new plan.

The plan suggests that new strategies for the management of parking and traffic congestion generated by new uses in the plan will “resolve the parking problem”. But the core strategy for doing that is to divert parkers off the streets into existing public and private garages. The garages are there now, but the congestion remains unabated. The new strategies, though well-intentioned, may prove to be more wishful thinking than reliable solutions.

One observer has noted that the scale of development that would be permitted at these sites under the proposed plan is comparable to that which is now nearing completion at the BRAC-133 site at Mark Center. And how is that working out for us?

The plan document says that the additional density that would be permitted here is “only” 25% more than would be permitted under the present Zoning Ordinance. But the impacts of development on that scale in the Historic District would be far greater. If I am not mistaken, the density of the BRAC development was not even 25% more—it is little if any more than what would theoretically have been permitted under the plan adopted for that area in 2003. But the nightmarish impacts of the BRAC development are not theoretical—they are real; and it is little consolation to the residents in the surrounding community to tell them, “not to worry, there has been no increase over the density that was previously authorized.”

Notwithstanding all of its problems, moreover, in the case of BRAC you do at least have an interstate highway running adjacent to it, and at least the potential of approaching the site with public or private transit from all points of the compass. On the waterfront, there is no way that you can build an eight-lane divided highway through Old Town to get to these sites. We are constrained by Old Town's narrow street grid, approaching the waterfront only through a 180-degree arc, not a full circle.

It is of course possible that authorizing new development on this scale at these sites will not have the damaging impacts that many fear; and it is possible that the City will not find more urgent and critical capital and operating needs for any new tax revenues that are generated. But once you amend the Zoning Ordinance to permit it, the maximum density will certainly come, and quickly. The public benefits on the waterfront will remain conjectural, and would not ameliorate the negative impacts on the Historic District in any case. Proceeding on the basis of wishful thinking, on a scale that jeopardizes the Historic District, would amount almost to a reckless disregard of the consequences.

I urge you to adopt little if any increase over the presently permitted densities and uses at these sites until and unless you have before you a plan that represents specific and concrete assurances that the promised benefits will in fact be achieved, and that the damaging impacts will in fact be avoided.

Adopt what there is consensus on—or even universal agreement. Do not adopt changes which *might* improve the waterfront if everything were to fall into place, but which represent a clear and present danger of overwhelming the historic character, ambience, scale and charm which make the present Alexandria so appealing to residents and visitors alike, and the envy of our neighbors far and wide.

Thank you for your consideration.

6  
5-14-11

**Jackie Henderson**

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**From:** Michele Evans  
**Sent:** Thursday, May 12, 2011 5:16 PM  
**To:** Jackie Henderson  
**Subject:** Fwd: AEDP Letter of Support of the Waterfront Plan + Board Resolution  
**Attachments:** AEDP Letter of Support to CC- Waterfront Small Area Plan 051211.pdf; ATT00001..htm

Sent from my iPhone

Begin forwarded message:

**From:** Val P Hawkins <[Hawkins@alexecon.org](mailto:Hawkins@alexecon.org)>  
**Date:** May 12, 2011 3:44:26 PM EDT  
**To:** William Euille <[William.Euille@alexandriava.gov](mailto:William.Euille@alexandriava.gov)>, Kerry Donley <[Kerry.Donley@alexandriava.gov](mailto:Kerry.Donley@alexandriava.gov)>, Paul Smedberg <[Paul.Smedberg@alexandriava.gov](mailto:Paul.Smedberg@alexandriava.gov)>, Rob Krupicka <[Rob.Krupicka@alexandriava.gov](mailto:Rob.Krupicka@alexandriava.gov)>, Del Pepper <[Del.Pepper@alexandriava.gov](mailto:Del.Pepper@alexandriava.gov)>, Alicia Hughes <[Alicia.Hughes@alexandriava.gov](mailto:Alicia.Hughes@alexandriava.gov)>, Frank Fannon <[Frank.Fannon@alexandriava.gov](mailto:Frank.Fannon@alexandriava.gov)>  
**Cc:** Bruce Johnson <[Bruce.Johnson@alexandriava.gov](mailto:Bruce.Johnson@alexandriava.gov)>, Mark Jinks <[Mark.Jinks@alexandriava.gov](mailto:Mark.Jinks@alexandriava.gov)>, Tom Gates <[Tom.Gates@alexandriava.gov](mailto:Tom.Gates@alexandriava.gov)>, Michele Evans <[Michele.Evans@alexandriava.gov](mailto:Michele.Evans@alexandriava.gov)>, Faroll Hamer <[Faroll.Hamer@alexandriava.gov](mailto:Faroll.Hamer@alexandriava.gov)>, Karl Moritz <[Karl.Moritz@alexandriava.gov](mailto:Karl.Moritz@alexandriava.gov)>, Allison DiNardo <[allison@varsitypartners.com](mailto:allison@varsitypartners.com)>, Lauren Garcia <[garcia22314@comcast.net](mailto:garcia22314@comcast.net)>, Chris Hartman <[chris.hartman@suntrust.com](mailto:chris.hartman@suntrust.com)>  
**Subject:** **AEDP Letter of Support of the Waterfront Plan + Board Resolution**

Attached, please find AEDP's Letter of Support and Resolution on the Waterfront Plan adopted by our Board. Please let us know if you have any questions.

Good luck on Saturday and thank you for your thoughtful consideration,  
Val



May 12, 2011

Mayor William D. Euille and Members of the Alexandria City Council  
City Hall, Room 2500  
Alexandria, Virginia 22314

RE: Docket Item 6, Master Plan Amendment #2011-0001 and Text Amendment #2011-0005  
*Waterfront Small Area Plan*

Dear Mayor Euille and Members of the Alexandria City Council,

On behalf of the Board of Directors of the Alexandria Economic Development Partnership (AEDP) please find attached a resolution passed unanimously by the Board on February 24, 2011 **in support of** the adoption of a Waterfront Small Area Plan. A similar letter was transmitted to the Planning Commission prior to their public hearing in April.

The AEDP was pleased to participate in the kick-off the Waterfront Small Area Plan process back in April of 2009, and our Board and staff actively participated throughout the process. As the economic development organization focused on attracting and retaining businesses to the City of Alexandria, AEDP has long identified the Waterfront as an important asset. In fact, AEDP's mission specifically mentions the waterfront:

*The mission of the AEDP is to promote the City of Alexandria as a premier location for businesses by capitalizing on its assets including multiple Metro stations, historical character and riverfront location, in order to enhance the City's tax revenue and increase employment opportunities.*

The Board and staff at AEDP are focused on the opportunity to move Alexandria forward as a smart City, attuned to the benefits of economic development while keeping a close eye on our special assets like the Waterfront. As a community, we were smart to spend the last two years during the economic downturn focusing on the creation of an aspirational yet balanced plan that will bolster Alexandria's economic future while truly capitalizing on one of our most underutilized assets.

Should the adoption of a plan be delayed, we will slow new investment in our City and we will increase the risk that newly available capital will be placed in our neighboring competitive communities instead of in Alexandria.

The AEDP Board of Directors supports the Economic Sustainability Work Group's recommendations; the Waterfront Small Area Plan considered each of those recommendations and was crafted to promote their inclusion.

At the onset of this process we encouraged that the planning for the Waterfront should be forward-thinking, and embrace, not limit, opportunities that might present themselves in the future. The Planning Commission endorsed small area plan does just that, and provides a clear vision as well as certainty for all stakeholders.

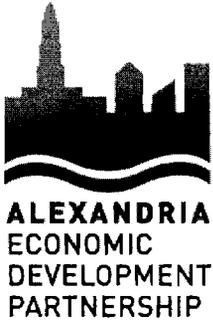
We respectfully urge you to adopt the plan as recommended on Saturday.

Thank you for your consideration,

A handwritten signature in black ink that reads "Val P. Hawkins". The signature is written in a cursive style with a long horizontal line extending to the right.

Val P. Hawkins  
President & CEO

cc: AEDP Board of Directors  
Faroll Hamer, Director, Department of Planning & Zoning  
Karl Moritz, Deputy Director, Department of Planning & Zoning



Adopted by the AEDP Board of Directors -- February 24, 2011

The Alexandria Economic Development Partnership Board strongly believes the City needs to have a plan for one of its most important and distinctive assets- the Alexandria Waterfront. While Small Area Plans (SAP) serve as guides for land use, zoning, transportation improvements, open space and other capital improvements they also serve as important marketing tools, outlining the City's desire for new investment and development.

We believe it is important to approve a Small Area Plan this spring that provides a clear vision for one of our most important assets and provides stakeholders certainty with respect to appropriate redevelopment and adaptive reuse of properties within the plan area.

The Mayor's Economic Sustainability Work Group recommendations focused on the importance of the Waterfront. We support the Work Group's recommendations, quoted as follows, that specifically called for:

- Mixed-use vibrant development should be encouraged along the waterfront in the remaining opportunity parcels with commercial, retail, restaurant, arts and hotel development opportunities targeted;
- existing warehouse sites have high visibility and represent a major obstacle to completing the enhancement of the waterfront with world class redevelopment, so they need to be addressed in the process;
- water uses such as kayak and sailboat rental and additional marina slips should be encouraged;
- major existing docks should be maintained so that ships (such as the Coast Guard Eagle tall ship and small passenger ships) can still be accommodated;
- further expansion of water taxis and water shuttles should be encouraged;
- the food court at the City Marina should be rethought and revitalized; and
- if feasible, retail on South Union Street, the Strand and other areas should be expanded as part of the waterfront redevelopment plan.

We continue to support the Work Group's recommendations, as well as the evolving draft waterfront plan that has been crafted after almost two years of planning and community input meetings. The Waterfront is an economic asset belonging to the entire City and it is time to encourage smart development and redevelopment of this asset.

6  
5-14-11

**Jackie Henderson**

**From:** Tina Leone <tleone@alexchamber.com>  
**Sent:** Monday, May 02, 2011 3:56 PM  
**To:** William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Elaine Scott; Rob Krupicka; Linda Owens; Elizabeth Jones  
**Subject:** COA Contact Us: Chamber Supplemental Comments to Waterfront Plan  
**Attachments:** e6e1716ca24c106e44c3677ab64a495e.pdf; ATT00001..txt

**COA Contact Us: Mayor, Vice Mayor, and Council Members**

**Time:** [Mon May 02, 2011 15:56:21] **Message ID:** [29667]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Tina  
**Last Name:** Leone  
**Street Address:** Alexandria Chamber of Commerce  
801 N Fairfax St, Suite 402  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-549-1000  
**Email Address:** [tleone@alexchamber.com](mailto:tleone@alexchamber.com)  
**Subject:** Chamber Supplemental Comments to Waterfront Plan

Dear Mayor, Vice-Mayor and Council Members,  
  
Thank you for the  
  
opportunity to further comment on the Waterfront Plan. We have reviewed  
  
City staff's memorandum dated May 3, 2011, which summarizes the  
recommended  
  
changes to the Waterfront Small Area Plan in response to issues related  
to  
  
the Old Dominion Boat Club and public requests. Attached are our  
comments

**Comments:** regarding these changes, which supplements our original submission to  
you  
  
dated March 31, 2011.  
  
We again strongly encourage you to implement the  
  
plan without delay and with no further reduction in uses or space that will  
  
generate revenue to fund the passive uses in the  
  
plan.  
  
Sincerely,  
  
Tina Leone  
President/CEO

Alexandria Chamber of

Commerce

**Attachment:** e6e1716ca24c106e44c3677ab64a495e.pdf

**ALEXANDRIA CHAMBER OF COMMERCE**  
**SUPPLEMENTAL COMMENTS TO**  
**ALEXANDRIA WATERFRONT SMALL AREA PLAN**

**May 2, 2011**

The Alexandria Chamber of Commerce has reviewed City staff's memorandum dated May 3, 2011, which summarizes the recommended changes to the Waterfront Small Area Plan in response to issues related to the Old Dominion Boat Club and public requests raised during the Planning Commission's public hearing on April 5, 2011.

- We have attached our original comments dated March 21, 2011. We reiterate that the Chamber generally supports the proposed Waterfront Small Area Plan dated February 25, 2011 (the "Plan") urges the Planning Commission to recommend approval of the Plan to City Council for adoption. We further urge that City Council adopt and implement the Plan, without further amendment.
- The Plan is the result of a two-year, comprehensive, community-based planning process, which consisted of nearly 100 public meetings including charrettes, focus groups, presentations and analysis of proposals including a previous concept plan. The Chamber maintains that this process provided as balanced a plan as possible, considering the existing constraints to redeveloping the Waterfront.
- The Chamber supports the rights of existing businesses to lawfully operate on their property. In this regard, the Chamber supports the Old Dominion Boat Club's lawful property rights. The Chamber also supports the City's good faith negotiations with ODBC and a commercially reasonable compromise, even if that compromise results in the elimination of the restaurant building at Waterfront Park. However, the proposed solution that reduces public space and restaurant space is less than desirable and the Chamber encourages both parties to end their posturing and reach a fair and equitable resolution that meets the spirit of the Plan while accommodating ODBC's parking needs.
- The Chamber strongly opposes any aspect of the proposed changes that adversely impacts revenue generation for the City. While the Chamber reluctantly accepts the reduction of total projected restaurant square footage from 109,000 square feet to 73,000 square feet if so required to resolve the ODBC issue, the City Staff proposal to further reduce restaurant use to 50,000 square feet is gratuitous and short-sighted. Restaurant uses as commercial opportunities are critically important to the viability and success of the waterfront. To the extent possible, any amendment to the Plan that reduces restaurant use at Waterfront Park should seek to recoup that loss by increasing or adding restaurant use in alternate locations.

- With the elimination of a public meeting space at the foot of King Street, the Chamber strongly encourages the City to streamline processes for event/program approval and keep user fees reasonable in order to allow for vibrant, ongoing programming at Waterfront Park. It is imperative that Waterfront Park become the center of activity and programming for visitors to feel as if they have arrived at the heart of the waterfront as well as for residents to have a permanent destination for events.

## Jackie Henderson

---

**From:** Tina Leone <tleone@alexchamber.com>  
**Sent:** Thursday, April 14, 2011 6:33 PM  
**To:** William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; paulcsmedberg@aol.com; Rose Boyd; Jackie Henderson; Elaine Scott; Rob Krupicka; Linda Owens; Elizabeth Jones  
**Subject:** COA Contact Us: Alexandria Chamber Waterfront Plan Comments  
**Attachments:** a7954a1a77e1d28399b2e42455c62892.pdf; ATT00001..txt

### COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Thu Apr 14, 2011 18:33:29] Message ID: [29211]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Tina  
**Last Name:** Leone  
**Street Address:** Alexandria Chamber of Commerce  
801 N Fairfax St  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-549-1000  
**Email Address:** [tleone@alexchamber.com](mailto:tleone@alexchamber.com)  
**Subject:** Alexandria Chamber Waterfront Plan Comments  
Dear Mayor, Vice-Mayor and Council Members,  
  
Thank you for the  
  
opportunity to comment on the proposed Waterfront Small Area Plan. We  
have  
  
**Comments:** attached our position in support of the plan for your review. We urge you  
to implement the plan as soon as possible.  
  
Tina  
  
Leone  
President/CEO  
Alexandria Chamber of Commerce  
**Attachment:** a7954a1a77e1d28399b2e42455c62892.pdf

**ALEXANDRIA CHAMBER OF COMMERCE**  
**COMMENTS TO**  
**ALEXANDRIA WATERFRONT SMALL AREA PLAN**

**March 31, 2011**

**GENERAL COMMENTS:**

- The Alexandria Chamber of Commerce (the “Chamber”) commends the City of Alexandria Staff on its production of a comprehensive plan for redevelopment of Alexandria’s most treasured and under-utilized resource – the Potomac River Waterfront.
- The Chamber generally supports the proposed Waterfront Small Area Plan dated February 25, 2011 (the “Plan”) and urges the Planning Commission to approve the Plan and the City Council to adopt and implement the Plan.
  - The Chamber notes that the Plan is the result of a two-year, comprehensive, community-based planning process, which consisted of numerous charrettes, focus groups, presentations and analysis of proposals including a previous concept plan. Consequently, civic, business, arts and preservation groups, to name a few, have had ample opportunity to express their respective visions for Alexandria’s waterfront.
  - As a consensus-based document, the Plan will not satisfy the specific desires of all interested parties; however, the Chamber maintains that respecting the planning process is paramount to facilitating future consensus-based projects in Alexandria.
  - If the Planning Commission or the City Council rejects or substantially changes the Plan, it will discount two years, and countless hours, of volunteer work by Alexandria’s constituents.
  - Thus, while the Chamber may find deficiencies in certain aspects of the Plan, the Chamber accepts the Plan and respects the process through which the Plan has been conceived.
    - The Plan attempts to balance historic preservation, environmental remediation, flood mitigation, public art, enhanced and varied activities that will introduce and engage residents and visitors with the river, and commercial uses, in an effort to foster a culturally, ecologically and commercially sustainable waterfront that is accessible to all of Alexandria’s residents and its visitors.
    - In noting certain deficiencies, the Chamber is concerned that, in striking a balance among these values, the City has understated the importance

commerce in Alexandria's past, present and future. In this regard, the Chamber maintains that commerce deserves prominent status among the articulated goals of the Plan. Commerce was the foundation for the establishment of Alexandria as a thriving port city, and a commercially viable waterfront is critical to charting the next half-century for Alexandria.

- However, there will be ample opportunity to address specific concerns during the implementation stages of the Plan. Now is the time to embrace Alexandria's future by boldly adopting the Plan's vision for a vibrant and viable waterfront.
- Finally, the Chamber respectfully reminds the Planning Commission and the City Council of the basic tenets of the Economic Sustainability Work Group Report, which was adopted by the City Council (the "Sustainability Report"). The Sustainability Report specifically recommends vibrant, mixed-use re-development of the waterfront in a manner that is quite consistent with the Plan. Thus, a reduction of the contemplated uses set forth in the Plan to passive use would be contrary to policies previously adopted by the City Council and would have a detrimental impact on Alexandria's economy. The actions taken in 2011 will have far-reaching implications for Alexandria's future, and the Chamber urges the Planning Commission and the City Council to embrace Alexandria's potential and adopt the Plan.

#### **SPECIFIC COMMENTS:**

##### **CHAMBER SUPPORTS:**

- The proposed uses for Robinson Terminal North and Robinson Terminal South are appropriate. In particular, the Chamber supports hotel development at these sites. Ideally, the height and density at these sites would be greater, but the Chamber acknowledges that the City is applying standards established under settlement agreements that impose development limitations on these sites. In this regard, the Plan embraces a compromise between business and residential interests, while preserving rights of the existing commercial property owner to increase property value and enhance waterfront amenities.
- In recommending three potential hotel sites, the Plan should encourage ancillary meeting space for small conferences of up to five hundred people. This may be accomplished, without reducing the volume of hotel rooms and in the context of the public arts theme, by permitting a performing arts center with re-adaptive meeting space adjacent to a hotel site.
- The Chamber supports the proposed limitations on introducing new residential uses along the waterfront. The City's past practice of permitting waterfront communities has limited public access to the river and created a perceived privatization of public areas.

- The Chamber supports the City’s parking strategy in connection with the Plan and, in fact, encourages the City to immediately implement many of its strategies through pilot programs to demonstrate that they will mitigate parking concerns for residents.
  - The Chamber also supports the creation of a north-south trolley route along Union Street to support increased use of existing parking garages in North Old Town and transport visitors to points of interest along the newly developed waterfront.
  - However, the Chamber opposes “resident-only” parking zones without the preservation of adequate flex parking for short term patrons of Old Town’s retail and restaurant establishments. A proper balance can be met through (i) way-finding to garage parking facilities; and (ii) increased use of multi-space parking meters in the residential streets extending from King Street that permit zone-resident parking without charge.
- The Chamber supports the rights of existing businesses to lawfully operate their business on their property. In this regard, the Chamber supports the Old Dominion Boat Club’s lawful property rights. It is undeniable that the waterfront would be improved by relocating the ODBC’s parking lot to a western location in the Waterfront Park area, such as the proposed structured parking lot and restaurant building contemplated by the Plan. However, such a solution should be accomplished through good faith negotiations between the City and the ODBC. The Chamber encourages these parties to measure their respective interests and reach an amicable accommodation that appropriately preserves parking and boat launch rights for ODBC members while enhancing public space and commercial opportunities in this critically important area of the waterfront.
- The Chamber supports the commercial and recreational marina concepts outlined within the Plan. Clearly, the Plan contemplates an expanded marina that cannot be accomplished without consent of various third parties. If this consent can be obtained, the marina depicted in the Plan would be quite impressive and would, once again, enliven Alexandria’s port.
- The Chamber supports the re-adaptive use of the Beachcomber building as a restaurant. If such use of the building is not economically feasible, the building should be replaced with a new building that retains commercial activity on this site or the equivalent amount of commercial space should be added to other areas of the Waterfront Park or Strand developments.

**CHAMBER CONCERNS:**

- The Chamber is concerned that that the height and density requirements for the Cummings/Turner Block will only accommodate a very small hotel. Given the on-site parking requirements, the existing water table and the limitations imposed by the Plan, this site will not achieve its optimal commercial value.

- The Chamber is concerned by the Plan’s disproportionate dedication to the notion of public art throughout the waterfront without a clear articulation of the funding mechanism. While the Chamber agrees that public art would provide a beneficial amenity on the waterfront, the Chamber would oppose imposition of burdensome fees on developers to fund these enhancements. The Chamber encourages the arts community to establish a charitable organization and seek private donations from corporate and personal patrons to fund at least fifty percent of the proposed arts projects.
- The Plan is reliant on hotel use to achieve projected economic sustainability for the waterfront. If these hotels do not materialize due to either market conditions or lack of commitment in the face of special interest opposition to economic principles set forth in the Sustainability Report, the Chamber is concerned that the Plan will fail to generate the projected levels of tax revenue required to support the waterfront’s passive uses and generate much needed revenue.
  - Increased commercial uses along the waterfront will increase the City’s tax base and lessen the City’s reliance on revenue derived from residential property taxes. This inures to the benefit of businesses, residents and the City.
  - Hotel use will have less vehicular traffic impact than office or residential use and will generate significantly more revenue for the City to maintain the waterfront parks and public space in a first class manner.

**CONCLUSION:**

- The Plan is not perfect. It is largely a reflection of the protracted planning process and the input of Alexandria’s diverse, and frequently disparate, constituencies. However, it is clearly a result of community involvement in which all interested parties have had an opportunity to be heard.
- The Chamber requests consideration of its comments and concerns in the course of the Plan’s implementation; however, in no event should the Plan be amended to impose greater restrictions, increased passivity or lesser commercial use and density than currently contemplated.
- It is time for action. The Chamber urges the Planning Commission and the City Council to take action and transform Alexandria’s waterfront into a world-class venue through broader uses, vibrant amenities and increased public access, while generating sustainable revenue sources that will maintain the operation of the new waterfront and fund critical City services.

6  
5-14-11

**Jackie Henderson**

**From:** Katy Cannady <Katy\_Cannady20@comcast.net>  
**Sent:** Sunday, May 08, 2011 5:39 PM  
**To:** William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Elaine Scott; Rob Krupicka; Linda Owens; Elizabeth Jones  
**Subject:** COA Contact Us: waterfront plan  
**Attachments:** ATT00001..txt

**COA Contact Us: Mayor, Vice Mayor, and Council Members**

**Time:** [Sun May 08, 2011 17:38:38] **Message ID:** [29828]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Katy  
**Last Name:** Cannady  
**Street Address:** 20 East Oak Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22301  
**Phone:** 703 549-9386  
**Email Address:** [Katy\\_Cannady20@comcast.net](mailto:Katy_Cannady20@comcast.net)

**Subject:** waterfront plan

I attended every public meeting held on the waterfront plan. I believe the city staff did not conduct a true public participation process and the plan being brought to City Council does not respond to citizen concerns I heard expressed at public meetings. I also attended the two lengthy public hearings the Planning Commission held on this plan. Not one private citizen at either hearing expressed approval of the plan.

The

Chairman of the Planning Commission Mr. Komoroske stated that people hadn't

**Comments:**

attended the meetings and did not understand the plan. I attended all the meetings and read planning department documents too. I understand the plan. It asks for a very large increase in density within an eight block area along the waterfront in exchange for public improvements that may never happen or may not happen any time within the next couple of decades.

Frankly I do not think the Chairman of the Planning Commission should be telling people they don't know what they are talking about. I have attended many meetings of the planning commission over the years and

thought I had adjusted to its mores. I do not recall any other meeting in many years when members of the commission chose to be so argumentative, if not actually hostile, toward the public.

All the truly expensive

improvements relate to land controlled by the Old Dominion Boat Club. As of today, neither I nor any other member of the public knows just what arrangement may be made with the boat club. Whatever arrangement might come about, it will carry a high price and city residents will pay that price with increased density. Council should know what it is we can buy and what its price is, before any decisions are made. I do not think these things will be known on May 14th.

6  
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5-14-11

**Jackie Henderson**

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**From:** Nate Macek <natemacek@hotmail.com>  
**Sent:** Saturday, May 14, 2011 4:56 PM  
**To:** Jackie Henderson  
**Cc:** Karl Moritz; Nancy Williams  
**Subject:** Waterfront Committee Statement on Waterfront Small Area Plan  
**Attachments:** Final Waterfront Cmte Stmt to Council re Waterfront Plan 5-14-11.pdf

Jackie:

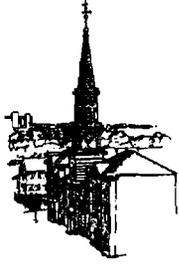
Attached for reference in the minutes is the statement of the Waterfront Committee regarding the Waterfront Small Area Plan that I read this morning at the City Council public hearing.

Thank you,

Nathan Macek, Chair  
Alexandria Waterfront Committee

-----

Nathan M. Macek  
724 Franklin Street  
Alexandria, VA 22314  
Mobile Phone: (202) 365-2927  
House Phone: (703) 299-0373  
Email: [natemacek@hotmail.com](mailto:natemacek@hotmail.com)



City Hall  
Alexandria, Virginia

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



**Statement to Alexandria City Council**  
**Public Hearing on Draft Waterfront Small Area Plan**  
May 14, 2011

Mr. Mayor and members of City Council, my name is Nathan Macek. I am the chair of the Alexandria Waterfront Committee, a Citywide body established by City Council to address issues relating to private and commercial uses of the waterfront. Today, I will provide my Committee's comments on the Waterfront Plan.

Over the past two years, the Waterfront Committee and its individual members have collaborated with City staff and our fellow residents to create the Plan recently endorsed by the Planning Commission. Throughout the plan-making process, the Waterfront Committee offered critical feedback on multiple drafts of the Plan.

We believe a new Plan is necessary to guide future development and civic investments. We have long advocated for development and enactment of a new Plan, and believe it is essential to establish guidelines for future development before any specific projects are proposed. Today's Waterfront does not meet its full potential to serve residents or improve the City's economy. Existing infrastructure is aging and needs to be revitalized for the area to be competitive with neighboring waterfronts. A Waterfront Plan will assist in addressing these shortcomings.

As I noted before the Planning Commission on April 5, we believe the Plan will renew the Alexandria Waterfront. It accomplishes several key objectives urged by stakeholders, including:

- Creating a continuous pedestrian pathway along waterfront;
- Sensitively integrating nuisance flood mitigation measures;
- Incorporating the Alexandria Waterfront Public Art Proposal and the Alexandria Waterfront History Plan; and
- Balancing new areas of economic vitality with quiet places for contemplating the water.

The Waterfront Committee also supports the Plan's concept for Fitzgerald Square, which would serve as a central hub tying together existing Waterfront amenities with King Street. Without the central anchor that Fitzgerald Square provides, other worthwhile public improvements contemplated by the Plan will not have a meaningful linkage. Realizing this vision, however, will require leadership by City Council. We encourage the City to continue negotiations with the Old Dominion Boat Club, especially when reasonable alternatives exist.

We have previously written the Planning Commission regarding several key issues to be considered prior to adoption of the Plan. Some of these have been resolved, but others, regarding parking, redevelopment, and the marina concept, remain. While there is much to commend about this Plan, the schedule for debate and action has not permitted our Committee to consider the revised draft that emerged from the Planning Commission meeting last week and revisit our concerns.

Statement to Alexandria City Council  
Public Hearing on Draft Waterfront Small Area Plan  
May 14, 2011  
Page 2

Therefore, we welcome the decision to allow additional time to consider the plan. We'll be meeting on Tuesday morning to resume discussion on the plan, and will host our annual Waterfront Walk—Saturday, June 11, 2011 beginning at 9:00 a.m. at the bulkhead in Windmill Hill Park and proceeding north to Oronoco Bay Park—to review the Waterfront core area and consider the proposed plan first-hand.

We believe that this delay will result in a stronger plan in the long-run, and look forward to providing detailed feedback soon.

Thank you for the opportunity to comment.

6  
5-14-11

**Jackie Henderson**

**From:** Bill Hendrickson <whendrick@aol.com>  
**Sent:** Monday, May 16, 2011 8:38 AM  
**To:** William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Elaine Scott; Rob Krupicka; Linda Owens; Elizabeth Jones  
**Subject:** COA Contact Us: waterfront plan  
**Attachments:** ATT00001..txt

**COA Contact Us: Mayor, Vice Mayor, and Council Members**

**Time: [Mon May 16, 2011 08:37:53] Message ID: [30131]**

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Bill

**Last Name:** Hendrickson

**Street Address:** 304 E. Spring St.

**City:** Alexandria

**State:** VA

**Zip:** 22301

**Phone:** 703-519-9410

**Email Address:** [whendrick@aol.com](mailto:whendrick@aol.com)

**Subject:** waterfront plan

Here are the remarks I made to you on the proposed waterfront plan at the  
May 14 public hearing

I support the waterfront plan as a plan for ALL

the people of Alexandria, and I applaud the staff for its professionalism  
and for bravely forging ahead in the face of nasty and unjustified  
attacks.

People often say the Alexandria waterfront is a special place.

It IS special in the sense that the public has access to a lot of it. But

**Comments:** in reality, there is not much that is special about the waterfront today.

Public uses and activities are limited because so much of the waterfront is  
a private preserve. Can you give me even one compelling reason why  
anyone

should visit the Alexandria waterfront rather than one of the many

distinctive places in the Washington area? Well, there is one, the Torpedo  
Factory, but you don't have to go to the water to get to it.

Some parts

of the waterfront are dilapidated or in disrepair. Even the existing parks

are mediocre in design and lacking in character, especially compared to the

vibrant new waterfront parks that have been built around the world during the past few decades.

I really want the Alexandria waterfront to become a special place. I believe that this plan can help take us there. So much of this debate has been about the development sites that we haven't adequately discussed what it will take to make our waterfront distinctive.

We have the makings of a distinctive waterfront in the Art Walk and history proposals. If the highly imaginative Art Walk proposal was fully implemented, that alone would make the waterfront a distinctive destination.

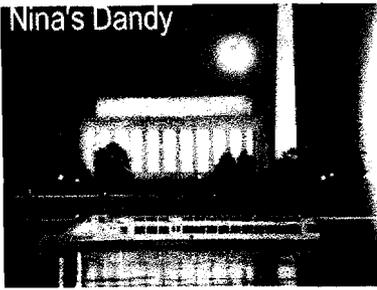
We need to be thinking about how we can fund the art and history proposals SOONER rather than later. There is potential for private benefactors, for example, in the proposals for a sculpture garden on the roof of the Torpedo Factory and outdoor performance center in Oronoco Bay Park.

I support keeping Fitzgerald Square in the plan. It is one of the true gems of the plan. We must relocate the boat club parking lot. Keeping a surface parking lot in this historic location in perpetuity would be sad. Moving the parking lot to the ground level of a new building on a small part of Waterfront Park, as originally proposed, makes a lot of sense. We should reconsider this.

Hotels are important, because without them townhouse development and even greater privatization of the waterfront will inevitably occur. It's a mistake to limit the number of hotels rooms at this, the master planning stage, of the process. It's also a mistake to cut back on restaurant square footage. I worry about the revenue implications and whether there will be sufficient money to pay for public amenities.

Finally, we need a citizen committee to push for implementation of the plan, one that will, first and foremost, focus on those elements of the plan that will transform our waterfront into a truly distinctive place.

Thank you.



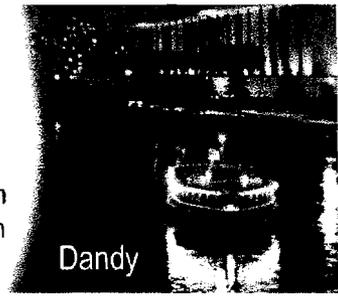
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May 10, 2011

Ms. Faroll Hamer, Director  
Planning and Zoning  
City of Alexandria  
301 King Street, Room 2100  
Alexandria, VA 22314

Dear Ms. Hamer,

Congratulations to you and your staff on the planning commission's approval of the waterfront plan for Alexandria, on May 3, 2011. I know that many hours of hard work went into this process.

No doubt some of the time put into this effort was spent with members of my staff in regard to our needs and concerns. I'm most appreciative of the opportunity we had to give our input.

Since this plan goes before City Council on May 14<sup>th</sup> for final approval, I wanted to put in writing what my staff has already expressed verbally, as well as ask for clarification on a few items.

- ❖ Ideally we would like to remain at the foot of Prince Street as it has been our location for over 30 years.
- ❖ Since it appears, based upon current plans, we'll have to move elsewhere on the water front, we would like to know our exact location. None of the renderings of the revitalized waterfront label our ultimate location. Knowing this would assure us that the needs of our business can be accommodated at the new location. Can you tell us exactly where we'll be located?
- ❖ It's my staffs' understanding that the revitalization of the waterfront will take place in stages. The first stage will be the removal of the parking lot on Strand between Duke and Prince Streets. We were told that we'll remain at our current piers, until new piers are completed, for a potentially indefinite amount of time. Is this correct?

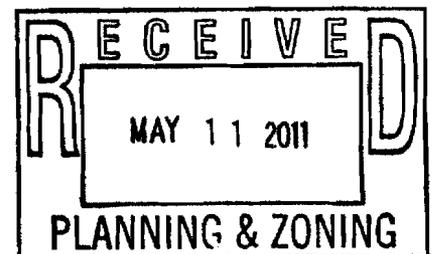
- ❖ Removal of parking spaces is of vital concern to us on two counts. Our business can't survive without ease of parking for our patrons and it is a requirement of our special use permit.
- ❖ Planning and zoning staff has regularly assured us that there is plenty of parking available in the general vicinity of our current location to comply with our special use permit requirements. We're still concerned, however, that even if private lots become available, this will still not provide enough convenient parking, negatively impacting our business.
- ❖ We've been told that "triggers" have been put in place that must be met, prior to the removal of the parking lot on Strand. Can you specifically list what those triggers are and who will be involved in deciding whether the criteria have been met?
- ❖ What resources will the City provide us in making the new parking locations easily understandable to our guest?
- ❖ One of our current piers can only be accessed through the parking lot on Strand. How will our guest continue to access this pier during the removal of the parking lot and once the replacement "park" has been installed?
- ❖ Should the building of new piers take an inordinate amount of time to accomplish or not actually take place, does the City have a fall back plan to improve our current piers?

Ms. Hammer, I thank you for your time and look forward to your response.

Sincerely,



Nina Wilson  
President



6  
5-14-11

**Jackie Henderson**

---

**From:** Rose Boyd  
**Sent:** Thursday, May 12, 2011 3:27 PM  
**To:** Andrea Buchanan  
**Cc:** lindalcouture@aol.com; City Council; Michele Evans; Mark Jinks; John Catlett  
**Subject:** RE: COA Contact Us: Waterfront

Thanks. I'm copying Council and Ms. Couture on this so that they are aware of the follow-up and results.

---

**From:** Andrea Buchanan  
**Sent:** Wednesday, May 11, 2011 10:48 AM  
**To:** Rose Boyd  
**Cc:** John Catlett; Gregg Fields; William Coates; Russell Furr; Pete Mensinger; Paul Abernathy  
**Subject:** RE: COA Contact Us: Waterfront

Rose,

A survey of the areas described by the complainant was conducted by the area Inspector and the Rodent Abatement Coordinator with none of the conditions found as described by the complainant.

Further the areas described by the complainant are monitored three times a week by the area Inspector. Solid Waste performs power washing of the city trash compactor no less than weekly during the winter months with an increase during the summer months. Hotel Monaco has recently placed into service a new trash compactor. Restaurant Eve does not have grease barrels as they do not utilize fryers in this restaurant. The Old Ramada Inn in the 900 block of N Fairfax has the trash containers located inside an enclosed area and the grease barrels are up on the loading dock. The walking/bike path does go by this area but you would have to walk onto the property and into the enclosure in order to see into this area. Area restaurants have recently been going to a new smaller grease dumpster (getting rid of the 55 gallon drums). The grease dumpsters are self-contained with a self-closing lid. It works better in the city's small alleys. The area Inspector has noticed three of the new grease dumpsters in the alley behind the 600 block of Montgomery Street.

Andrea

---

**From:** Rose Boyd  
**Sent:** Tuesday, May 10, 2011 4:11 PM  
**To:** Rich Baier; Andrea Buchanan; Gregg Fields; John Catlett; Maurice Jones; Pete Mensinger; Russell Furr; William Coates  
**Cc:** Linda Owens  
**Subject:** FW: COA Contact Us: Waterfront

Please process as an informal Council Request and provide me with a copy of your response within five working days of your receipt of this message. Linda, please log and track. Thanks all.

---

**From:** Linda Couture [mailto:lindalcouture@aol.com]  
**Sent:** Tuesday, May 10, 2011 12:31 PM  
**To:** William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Elaine Scott; Rob Krupicka; Linda Owens; Elizabeth Jones  
**Subject:** COA Contact Us: Waterfront

## COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Tue May 10, 2011 12:30:31] Message ID: [29891]

**Issue Type:** Mayor, Vice Mayor, and Council Members

**First Name:** Linda

**Last Name:** Couture

**Street Address:** 505 Duke Street

**City:** Alexandria

**State:** VA

**Zip:** 22314

**Phone:** 703-299-9215

**Email Address:** [lindalcouture@aol.com](mailto:lindalcouture@aol.com)

**Subject:** Waterfront

Dear Mayor Euille, Vice Mayor Donley, and Council Members:

There's

"something rotten" and it's not in Denmark. It's in Alexandria

and it's near large hotels and restaurants.

Before you have the

hearing on the Small Area Plan, a walk-trip around Old Town will give you a

perspective that you may not have considered. That is, the side effects

of these businesses.

Let's start up on the north end by walking behind

the former Ramada Inn; beautiful, isn't it? Bike riders and walkers get to

**Comments:** see and smell the trash containers and then be amused by the rats running

around having a ball.

Our next stop is behind the Chart House.

Wow--what a beautiful, welcoming sight for visitors--and a smelly one, too.

Cross Union Street and smell the garbage bin in the Torpedo Factory

Apartments...now imagine that it's 95 degrees outside and humid,

too.

Our next area is on South Pitt, the side of the Hotel Monaco and

Restaurant Eve. Note the disgusting gate, the rancid smell of grease

that has soaked and stained the sidewalk.

This will give all of you an

idea of what you will be sticking on the waterfront if you increase the

density: more garbage,  
more rats, big smells, nasty insects and a view

that that's anything but pleasant. There's no way one can have large

hotels

and large restaurants without all the attendant garbage. One

could argue that art centers, museums do, too. But not nearly  
as

much--there won't be beer trucks and little food waste. The effect will be

greatly mitigated.

It's important that you don't stuff these big

businesses on our waterfront since the city isn't taking care of what it

has

already permitted. And doesn't seem intent on doing so.

Linda

Couture

6  
5-14-11

**Jackie Henderson**

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**From:** Linda Couture <lindalcouture@aol.com>  
**Sent:** Tuesday, May 10, 2011 12:31 PM  
**To:** William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Elaine Scott; Rob Krupicka; Linda Owens; Elizabeth Jones  
**Subject:** COA Contact Us: Waterfront  
**Attachments:** ATT00001..txt

**COA Contact Us: Mayor, Vice Mayor, and Council Members**

Time: [Tue May 10, 2011 12:30:31] Message ID: [29891]

**Issue Type:** Mayor, Vice Mayor, and Council Members  
**First Name:** Linda  
**Last Name:** Couture  
**Street Address:** 505 Duke Street  
**City:** Alexandria  
**State:** VA  
**Zip:** 22314  
**Phone:** 703-299-9215  
**Email Address:** [lindalcouture@aol.com](mailto:lindalcouture@aol.com)  
**Subject:** Waterfront  
Dear Mayor Euille, Vice Mayor Donley, and Council Members:  
There's  
"something rotten" and it's not in Denmark. It's in Alexandria  
and it's near large hotels and restaurants.  
Before you have the  
hearing on the Small Area Plan, a walk-trip around Old Town will give you  
a  
perspective that you may  
not have considered. That is, the side effects

**Comments:** of these businesses.  
Let's start up on the north end by walking behind  
the former Ramada Inn; beautiful, isn't it? Bike riders and walkers get to  
see and smell the trash containers and then be amused by the rats  
running  
around having a ball.  
Our next stop is behind the Chart House.  
Wow--what a beautiful, welcoming sight for visitors--and a smelly one,  
too.

Cross Union Street and smell the garbage bin in the Torpedo Factory

Apartments...now imagine that it's 95 degrees outside and humid,

too.

Our next area is on South Pitt, the side of the Hotel Monaco and

Restaurant Eve. Note the disgusting gate, the rancid smell of grease

that has soaked and stained the sidewalk.

This will give all of you an

idea of what you will be sticking on the waterfront if you increase the

density: more garbage, more rats, big smells, nasty insects and a view

that that's anything but pleasant. There's no way one can have large

hotels

and large restaurants without all the attendant garbage. One

could argue that art centers, museums do, too. But not nearly as

much--there won't be beer trucks and little food waste. The effect will be greatly mitigated.

It's important that you don't stuff these big

businesses on our waterfront since the city isn't taking care of what it

has

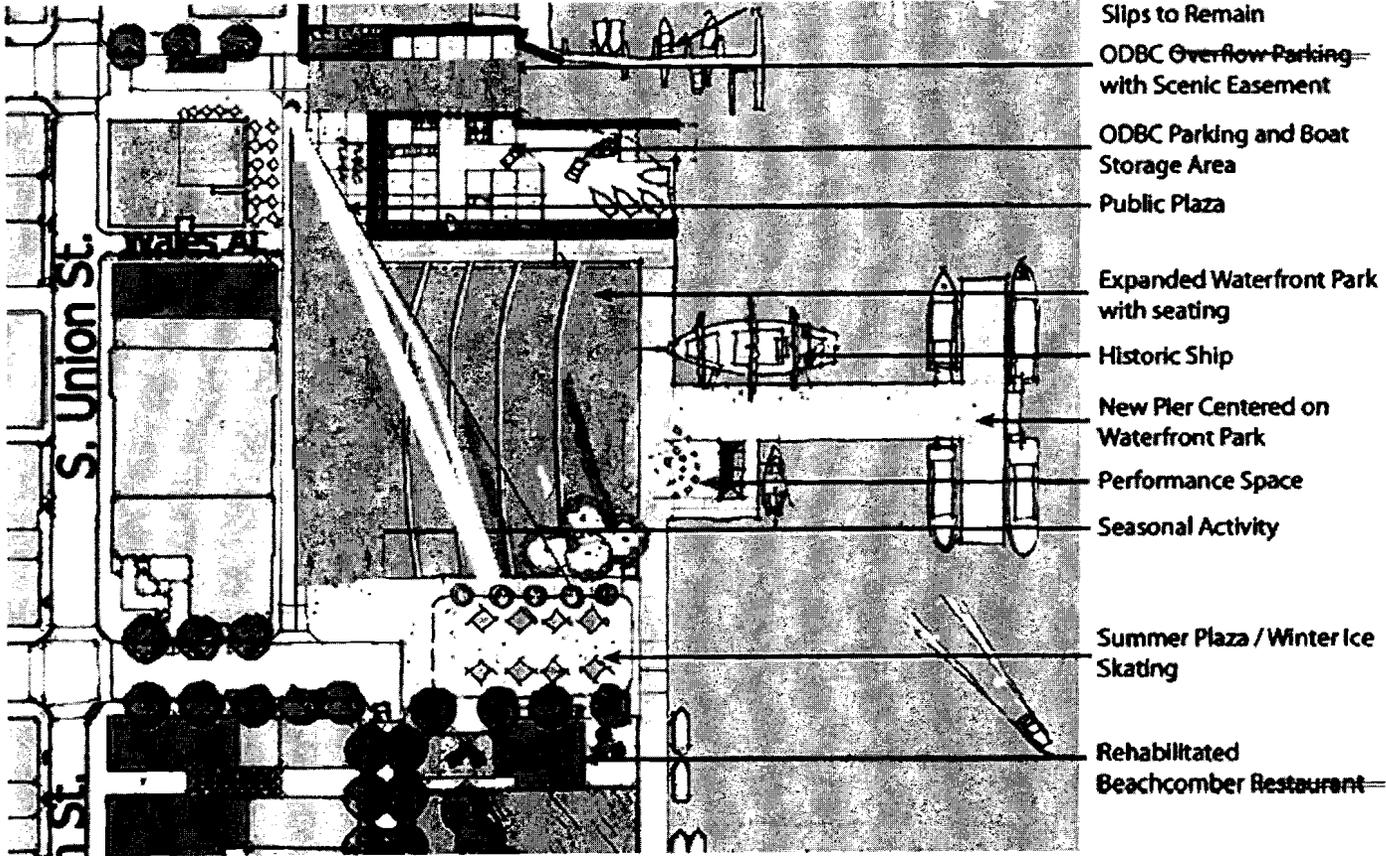
already permitted. And doesn't seem intent on doing so.

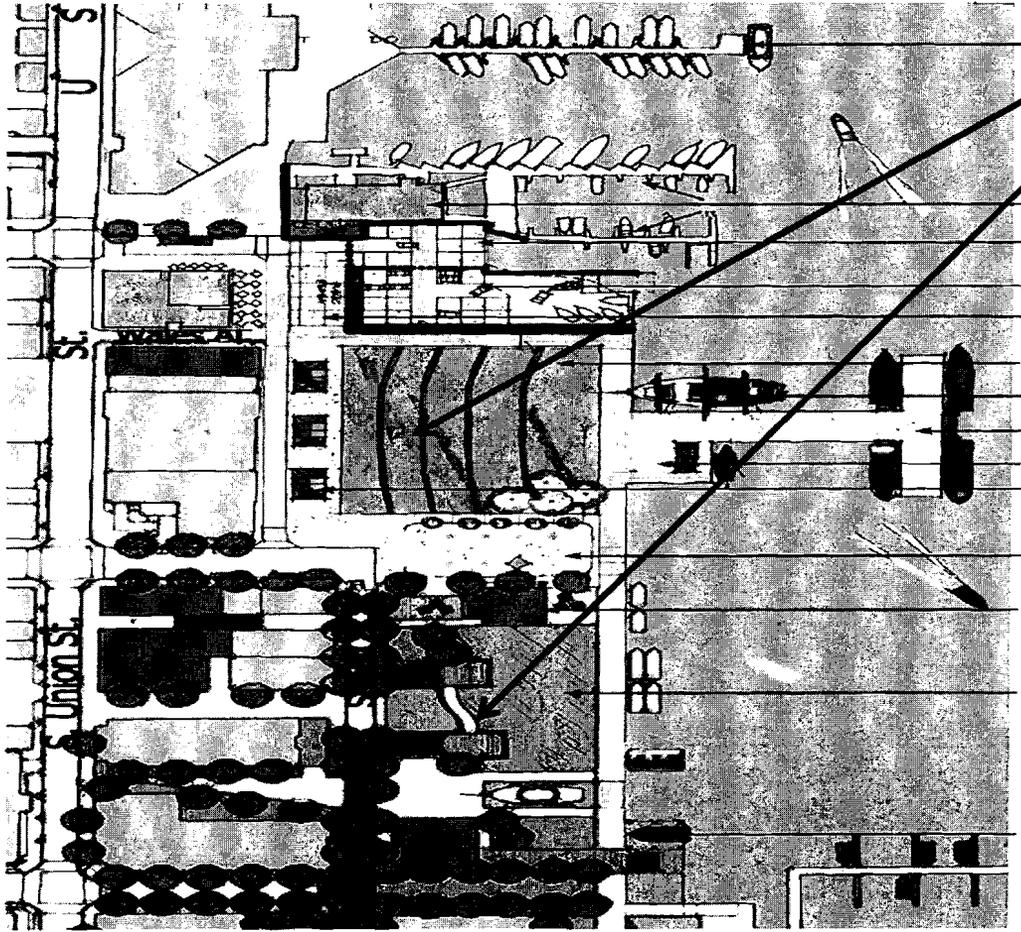
Linda

Couture

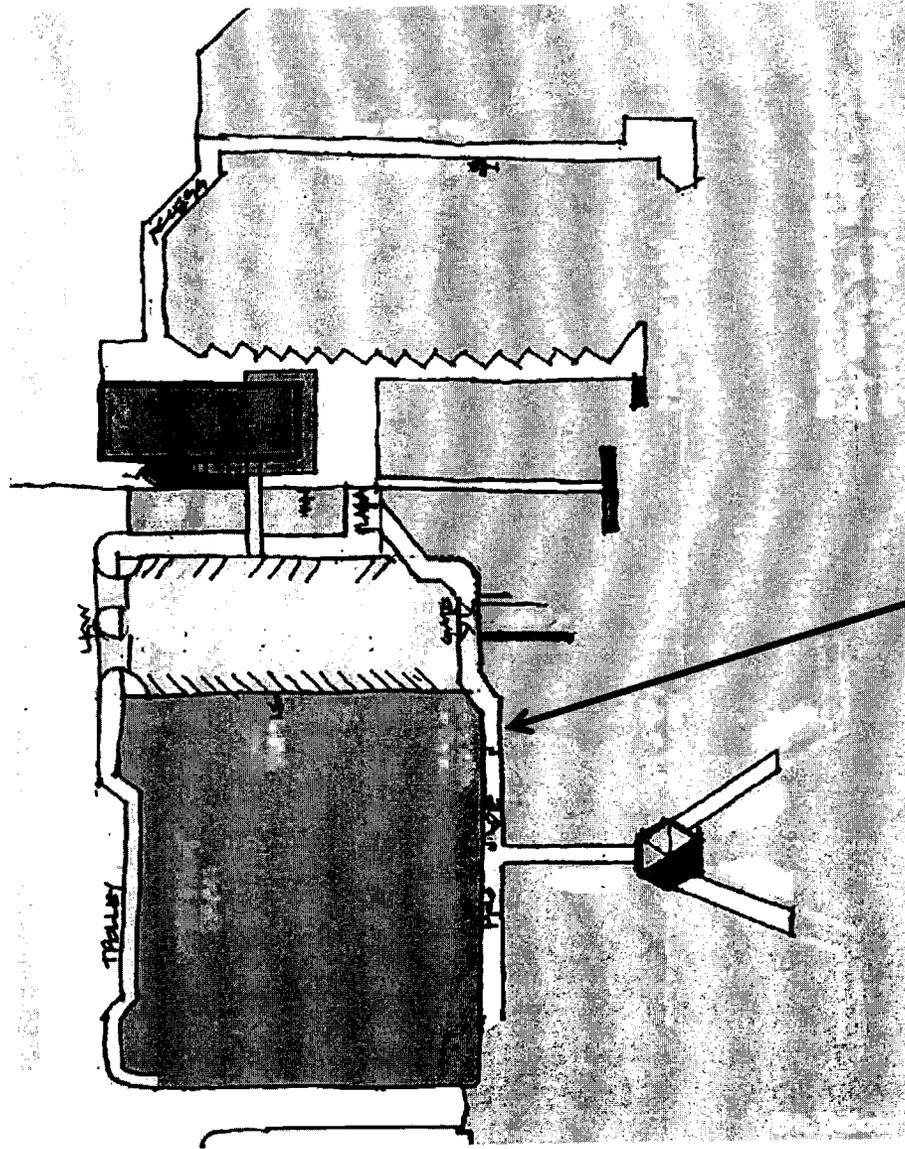
Poul Hertel

# Option C

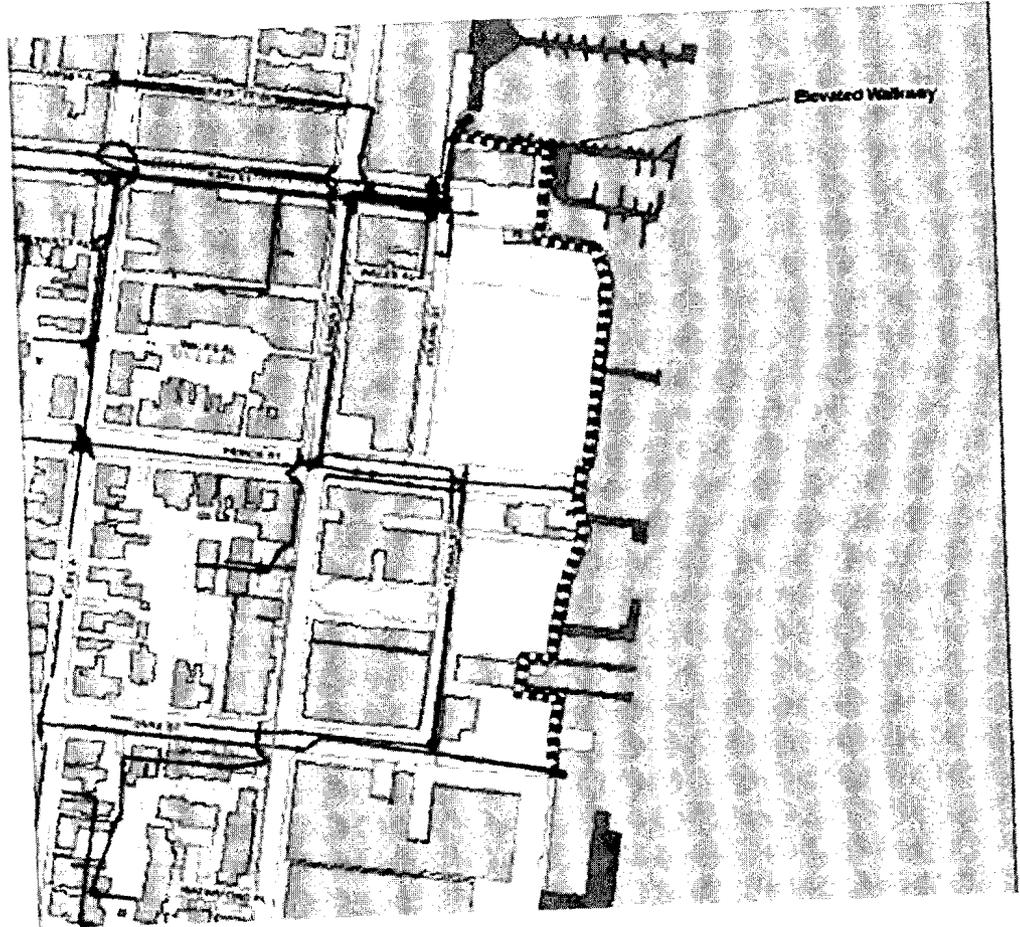




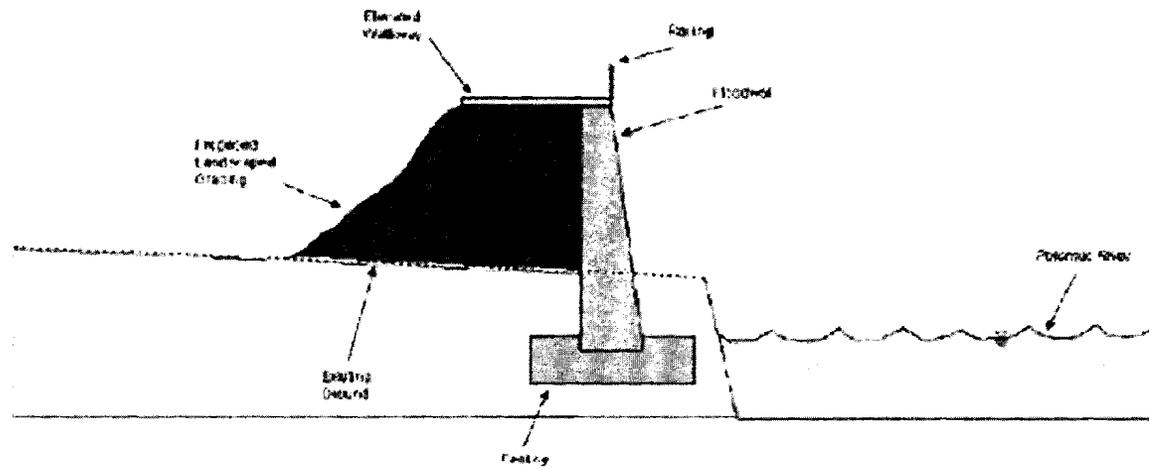
Flood Mitigation



Flood Mitigation



### Section and Perspective of the Elevated Walkway in Waterfront Park



100149

