



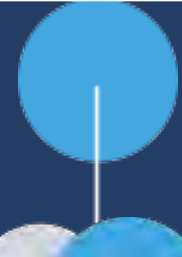
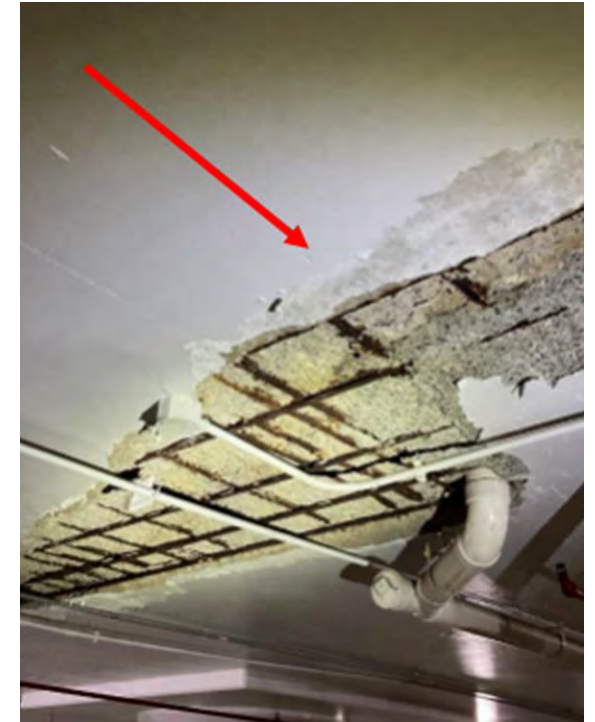
Alexandria City Hall

Market Square Garage and Plaza Renovation

# Meeting series #2



# Why are we here ?





# City Hall and Market Square timeline

**1749**

City of Alexandria was Founded

**1752**

Alexandria's First Town Hall was opened

**1753**

Opening of Alexandria Farmers Market

**1817**

The Tower designed by Benjamin Latrobe was added to City Hall

**1871**

City Hall was destroyed by a fire, new construction started shortly after to replace the original building

**1873**

Reconstruction of City Hall designed by Adolph Claus was completed

**1887-1895**

City Hall undergoes 4 renovations to interior and exterior spaces of the building

**1960-1961**

The Original U-shaped building with a central courtyard was filled in and replaced with a new building facing King Street

**1963**

City Hall approves budget to begin construction of Market Square and the underground parking garage

**\* 1967**

On June 3rd, 1967 Market Square designed by Lester Collins was open to the public

**2013**

Market Square undergoes renovations and planting updates, outlining future enhancements

**2024 -**

Design process begins on the City Hall and Market Square redesign

**Future of City Hall and Market Square**



**1871 - Historic Alexandria**



**1960s - Era of Urban Renewal**



**Present Day City Hall and Market Square**

**REFERENCES:**

City Hall Website – Historic Timeline and City Hall History  
 Library of Congress - Early Publications of Alexandria Gazette 1834-1974  
 Library of Congress – Alexandria Market House and City Hall

# Meet the Team

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**Owner**



**Design Team**



RUST | ORLING  
ARCHITECTURE



MOYA

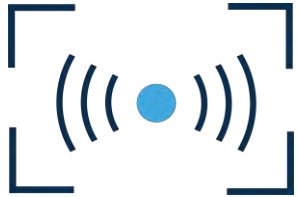


**Community Stakeholders**



# Housekeeping

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**Webinar  
Overview**



**Utilize Q + A to  
ask questions  
and provide  
comments**



**Survey questions will  
appear and your  
answers will be  
recorded**



**Possible IT  
challenges you  
might encounter**





**1 This is a safe zone**

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**2 Your ideas are valuable**

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**3 Every voice is important**

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**4 We appreciate your time**

# Community Engagement and Design Timeline





ALEXANDRIA CITY HALL  
**MARKET SQUARE GARAGE AND PLAZA RENOVATION**

# Series #1 Feedback





# Who did we hear from?

Community  
Members

City  
Employees

Community  
Meetings

Farmers'  
Markets  
Pop-ups

Online Intake  
Form

Webpage

Social  
Media  
Campaigns

Employee  
Open House



**4 in-Person**  
September

**7 booths**  
September

**Ongoing**  
September  
&  
October

**Ongoing**  
September  
&  
October

**Posts**  
Facebook,  
Instagram,  
X, LinkedIn

**In-Person**  
October

**1 Virtual**  
October

**4 booths**  
October

Meeting Series #1

# What we heard

Collected Feedback



# Poll 1 - Arrival and transportation



How do you get to Market Square?



\*\*Votes gathered through in-person and virtual meetings, and pop-ups at Farmers' Markets.



# Poll I - Arrival and transportation



Where do you usually arrive?



\*\*Votes gathered through in-person and virtual meetings, and pop-ups at Farmers' Markets.

# Poll 1 - Arrival and transportation



## Additional Comments

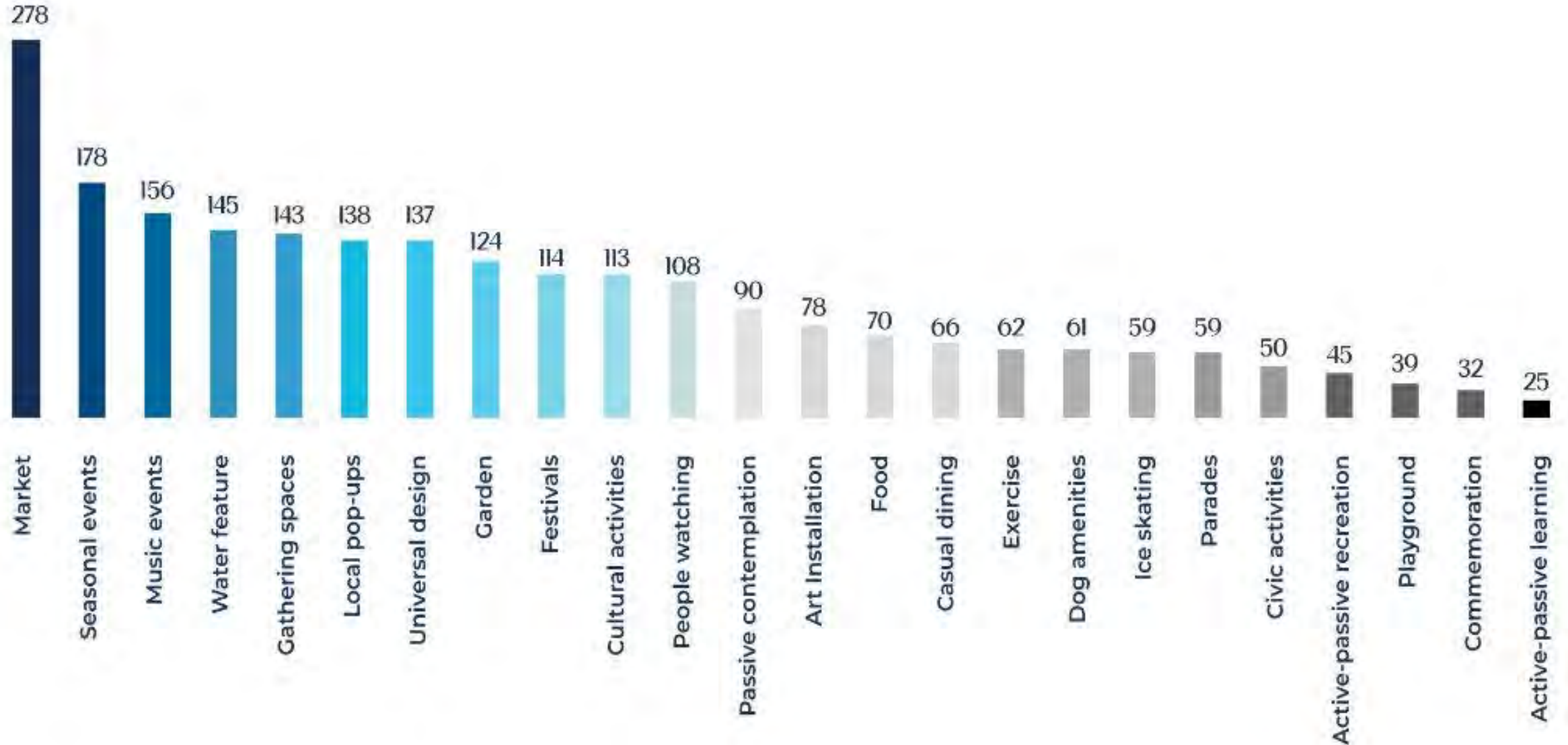


\*\*Feedback gathered through in-person and virtual meetings, Farmers' Markets pop-ups, and the project webpage intake form.

# Poll 2 - Priorities - Activity



What activities and events would you like to prioritize at Market Square?



\*\*Votes gathered through in-person and virtual meetings, Farmers' Markets pop-ups, and at the Employee Open House.



# Poll 3 - Priorities - Experience



What experiences would you like to have and feel?

10.5%



6.5% - 6.7%



9.4% - 9.9%



5.1% - 5.5%



8.1%



3.3 - 4.6%



7.5%



2.4 - 2.6%

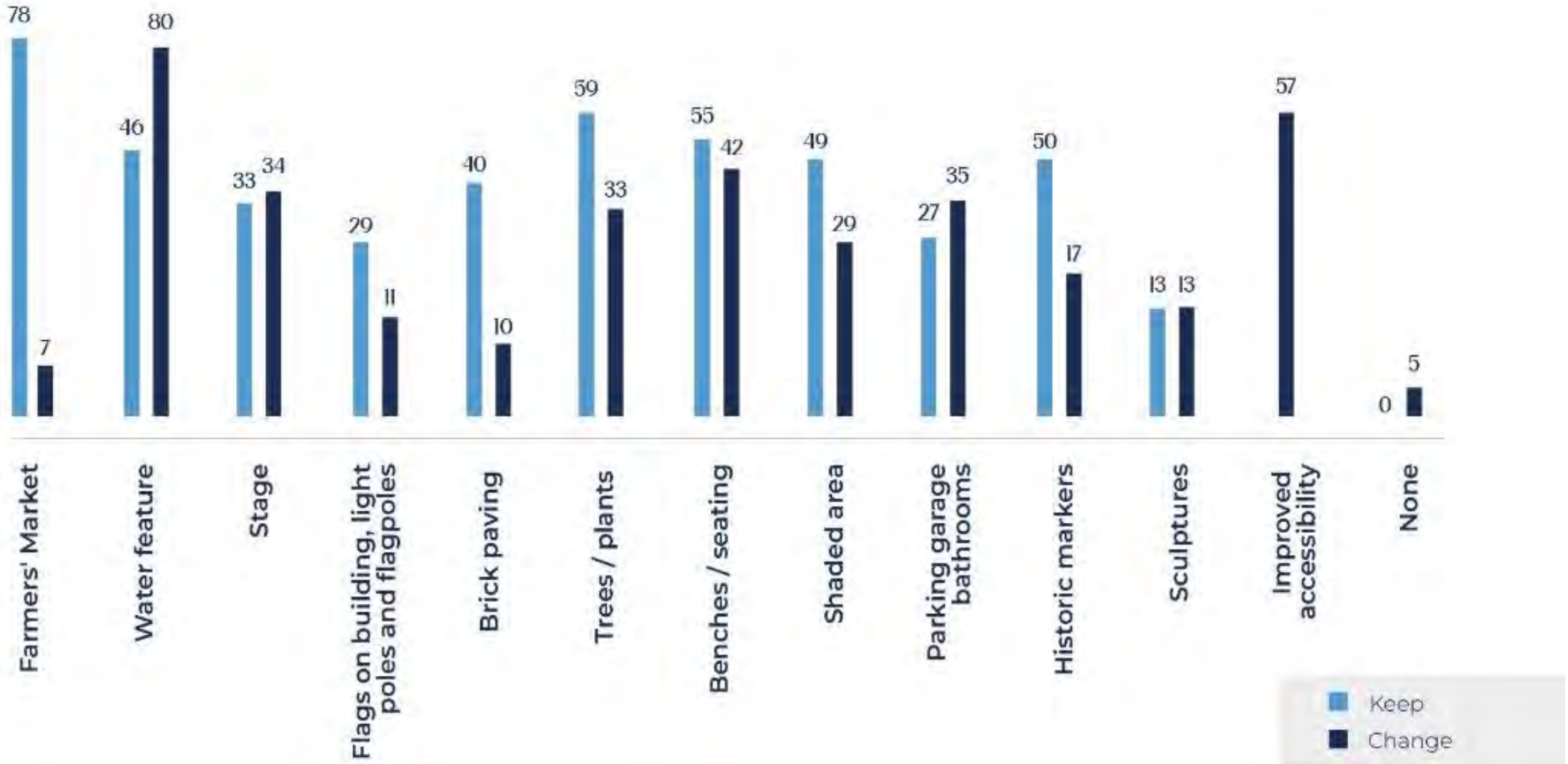


\*\*Votes gathered through in-person and virtual meetings, Farmers' Markets pop-ups, and at the Employee Open House.

# Poll 4 - What should be kept / changed?



What features of Market Square would you keep / change?



\*\*Votes gathered through in-person and virtual meetings, Farmers' Markets pop-ups, the project webpage intake form, and the Employee Open House.

Meeting Series #2

# Discovery to Design





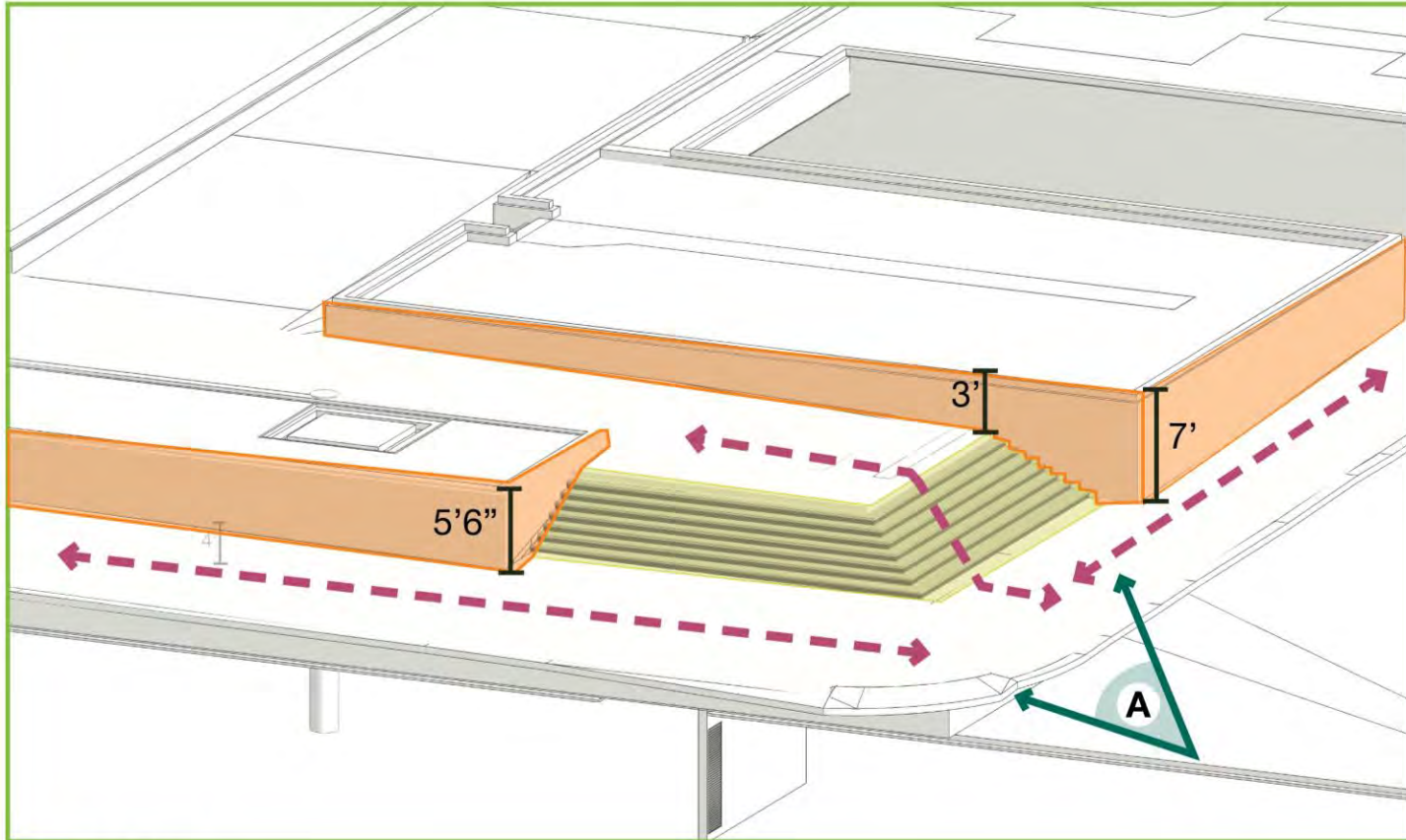
# Design Goal #1

Improve arrival experience, accessibility



# Arrival constraints

Entry conditions and views – Fairfax St. and King St. entry



## Entry Conditions

- 7' wall on Fairfax
- 5'6" wall
- 8 stairs to enter plaza
- Nearest accessible entry 288' away
- High walls create visual barriers and block views into Market Square

## Poll results:

Where do you usually arrive?

18%

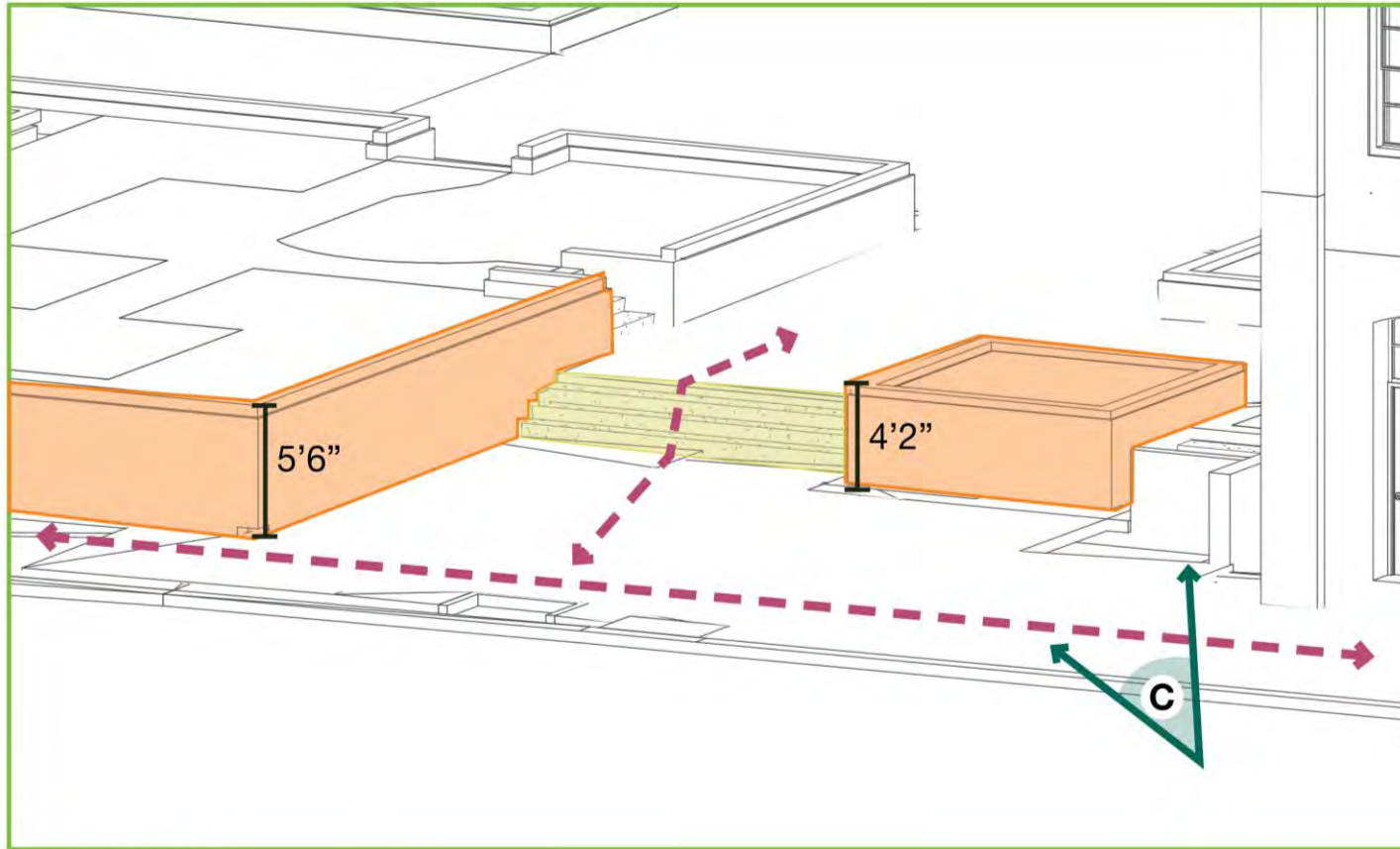
VIEW A



\* DIMENSIONS SHOW ARE ALL APPROXIMATE

# Arrival constraints

## Entry conditions and views – Fairfax Street north entry



### Entry Conditions

- 4'2"-5'6" planter walls creating visual barrier
- Trash storage next to entry
- Non- Accessible
- Nearest Accessible entry 510' away

### Poll results:

Where do you usually arrive?

11.5%

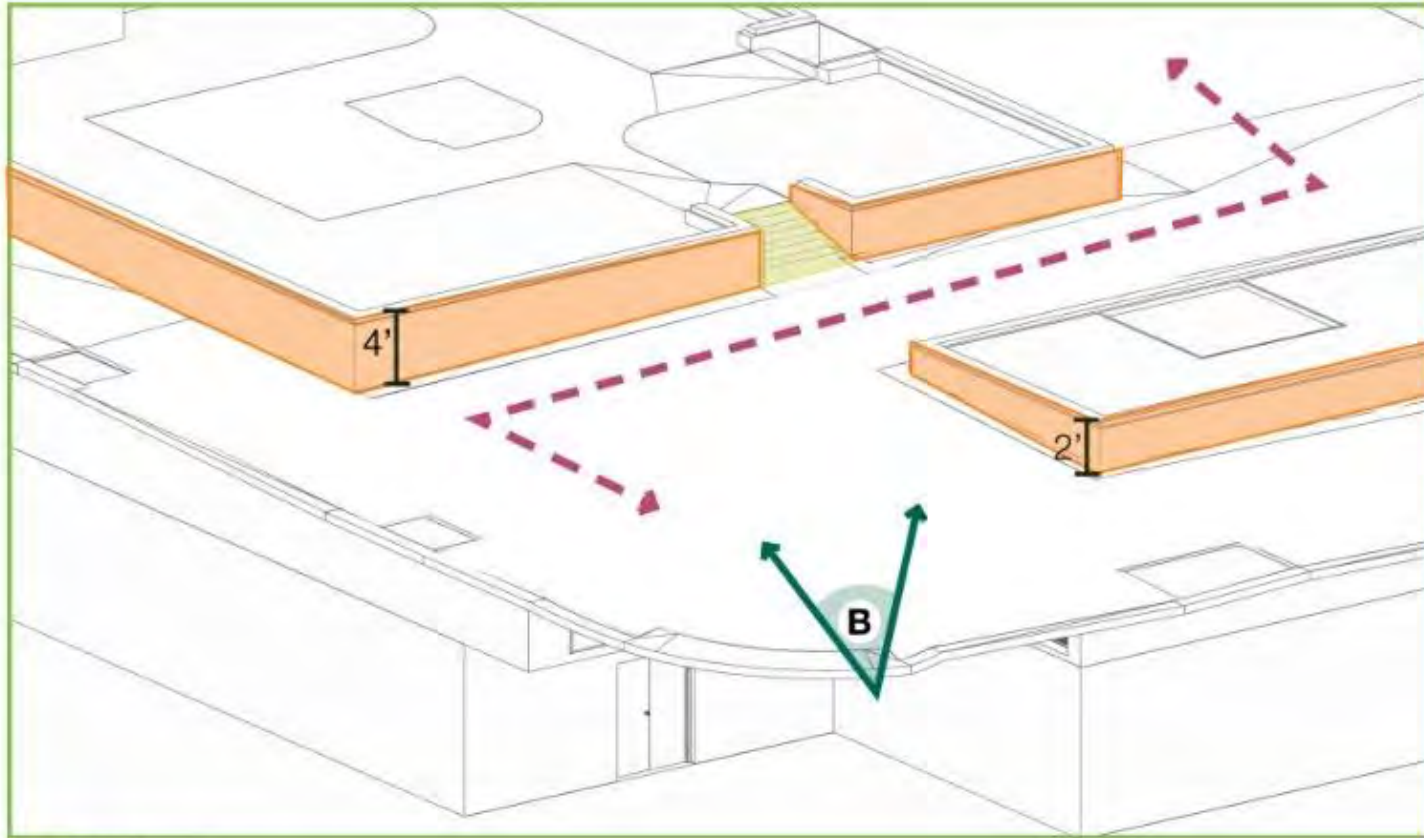
VIEW C



\* DIMENSIONS SHOW ARE ALL APPROXIMATE

# Arrival constraints

Entry conditions and views – Royal St. and King St. entry



## Entry Conditions

- Accessible Flush Condition
- 4' and 2' Planters create visual barriers into Market Square

## Poll results:

Where do you usually arrive?

26.1%

VIEW B

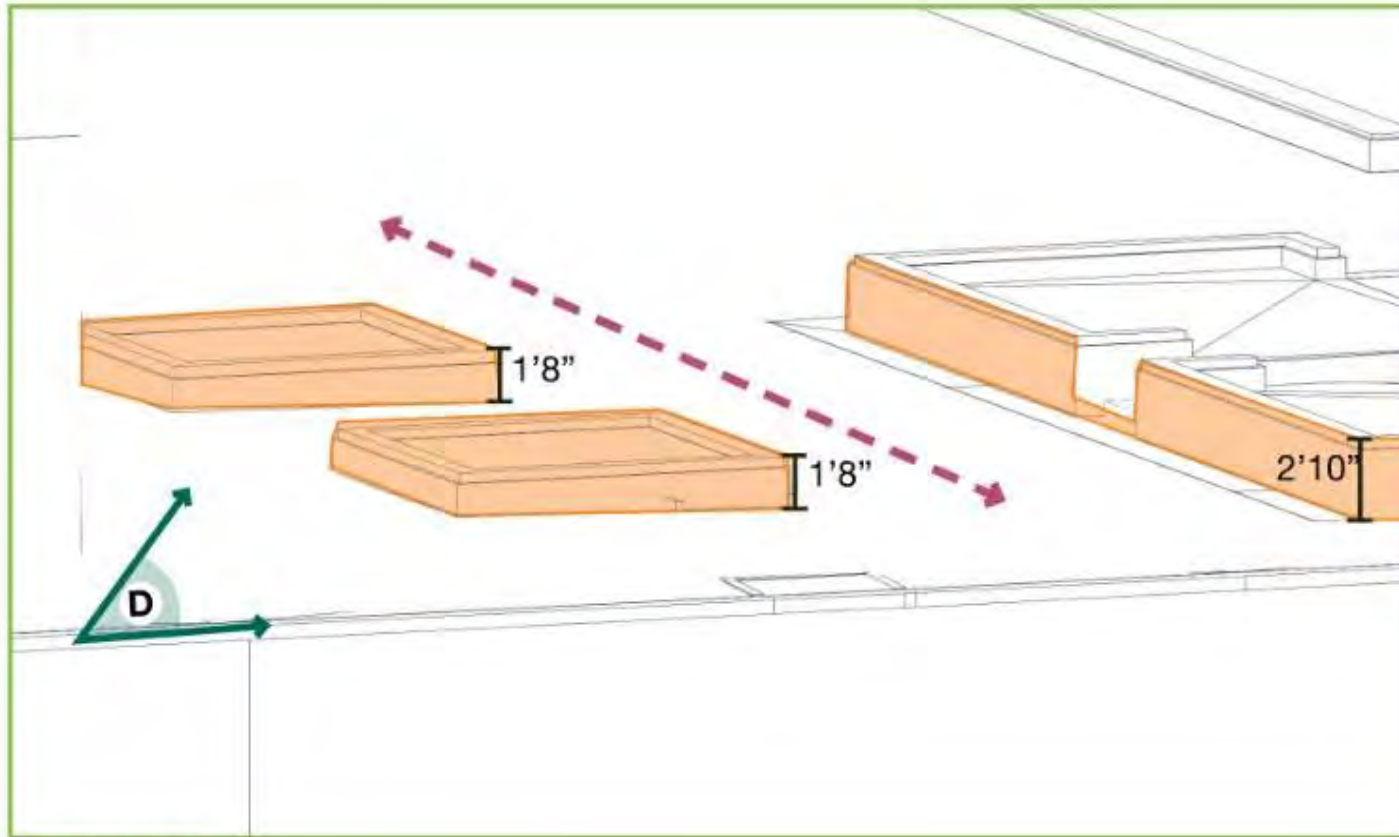


\* DIMENSIONS SHOW ARE ALL APPROXIMATE



# Arrival constraints

Entry conditions and views – Royal Street north entry



## Entry Conditions

- Accessible ramp condition
- 1'8"-2'10" planter walls create visual barriers

## Poll results:

Where do you usually arrive?

19.4%

VIEW D



\* DIMENSIONS SHOW ARE ALL APPROXIMATE

# Design Goal #2

Provide flexibility for current and future programs, events



# Design Goal #2

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Provide flexibility for current and future programs, events



**Market**



**Seasonal events**



**Local pop-up events**



**Garden**



**Water feature**



**Gathering Spaces**



**Music Events**



**Cultural activities**



**Universal design**



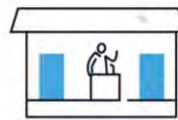
**Festivals**



**People watching**



**Casual Dining**



**Civic Activities**



**Passive contemplation**



**Art Installation**

# Design Goal #3

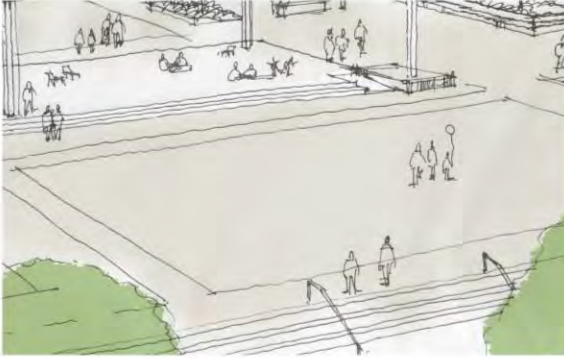
Provide shade and functionality;  
create outdoor rooms





# Concept I – Design Elements

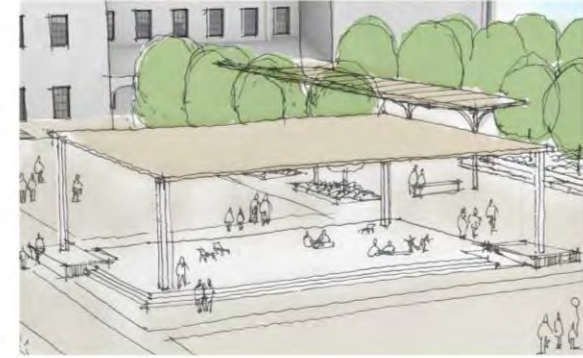
Hardscape



Trees and Gardens



Stage



Water Feature



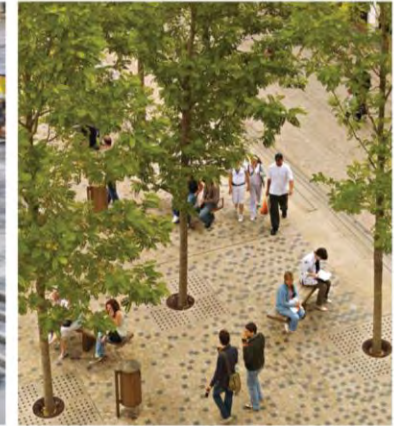
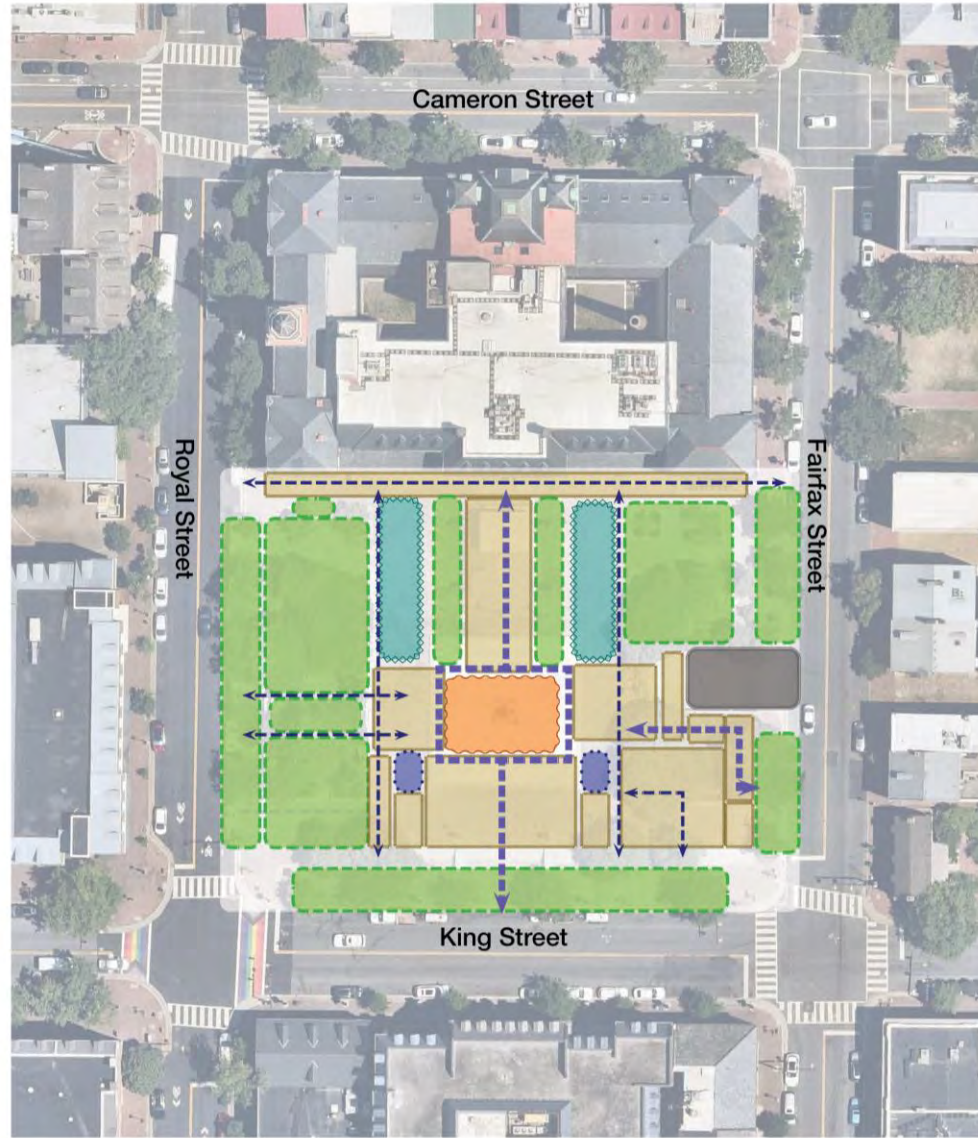
Shade Structures





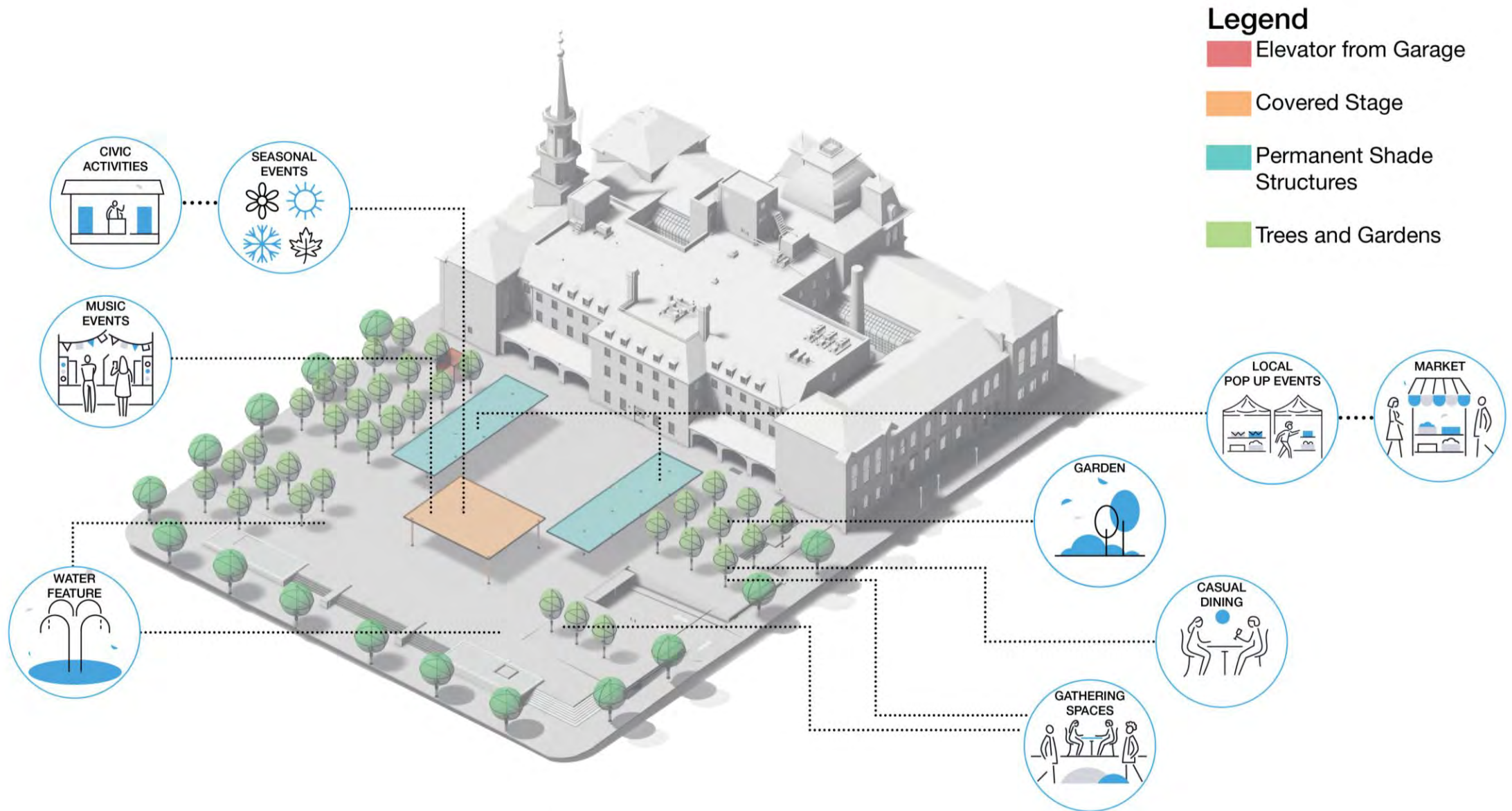
# Concept I

-  Primary Circulation
-  Secondary Circulation
-  Water Feature
-  Trees and Gardens
-  Hardscape
-  Shade Structures
-  Covered Stage
-  Garage Entrance





# Concept 1



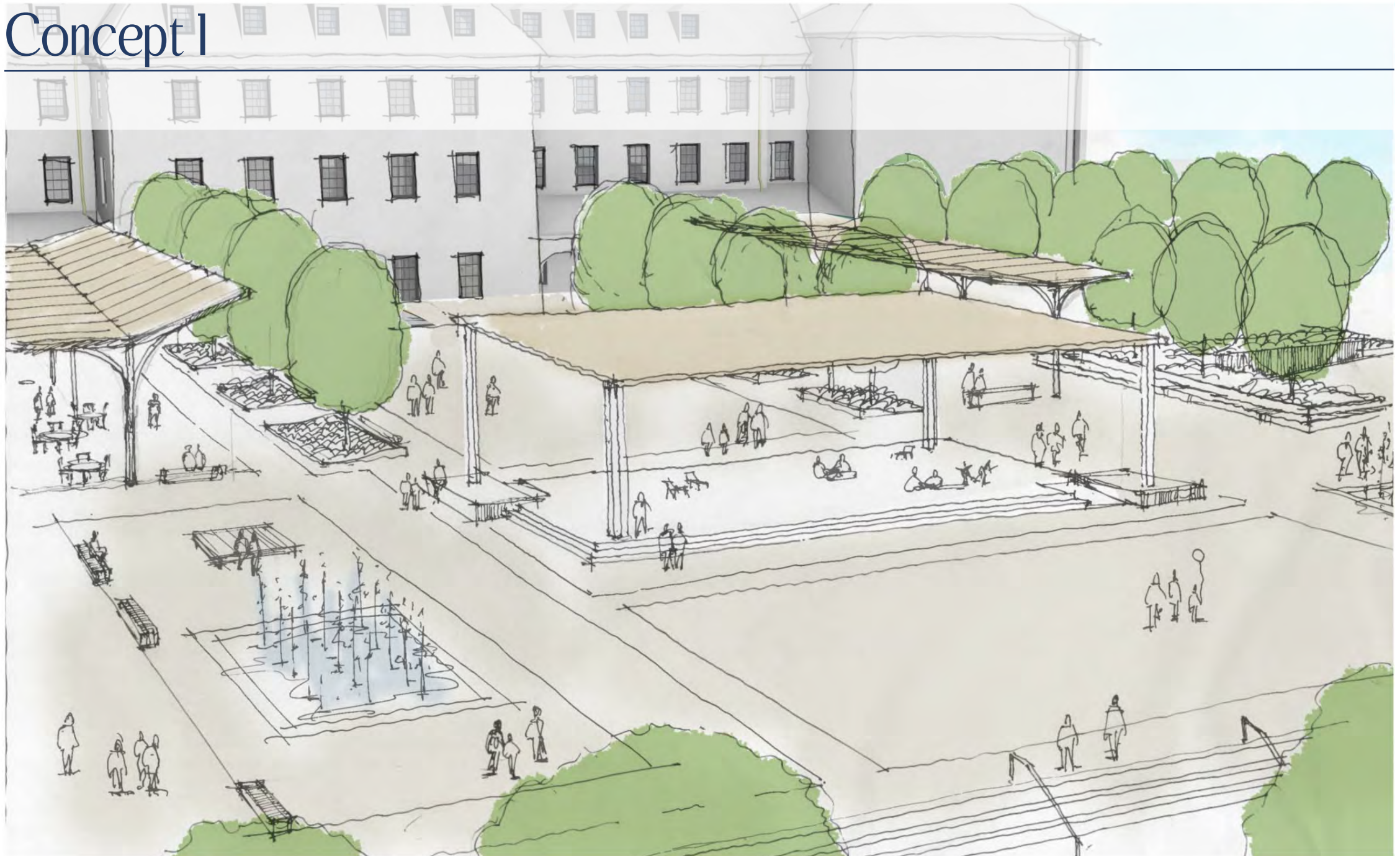


# Concept 1





# Concept I

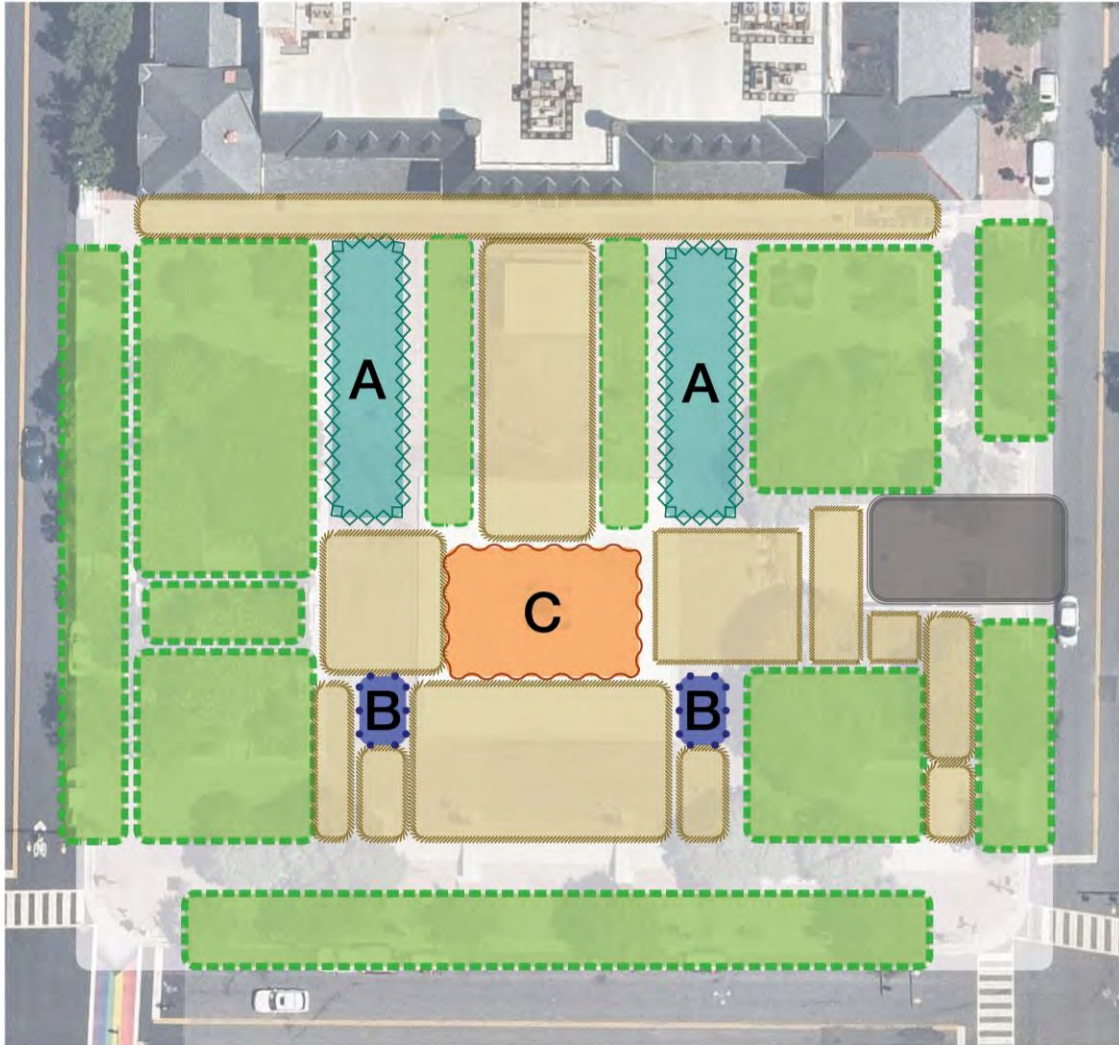




# Concept 1

Rate the location of each feature element:

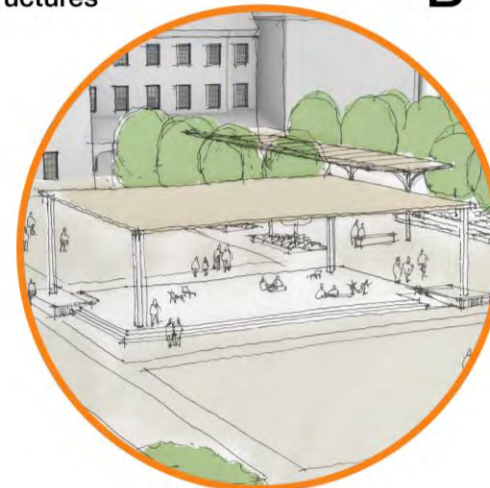
1: Dislike 2: Neutral 3: Like



**A** Shade Structures



**B** Water Feature

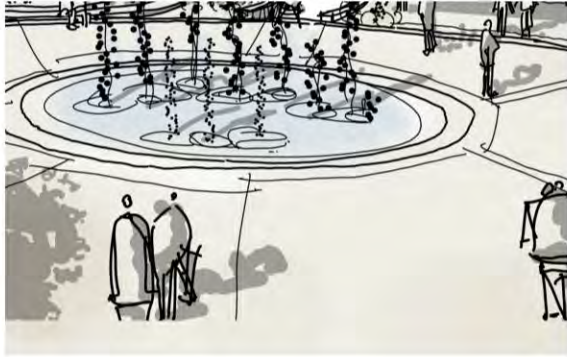


**C** Stage

# Concept 2 - Design Elements

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Hardscape



Trees and Gardens



Shade Structures



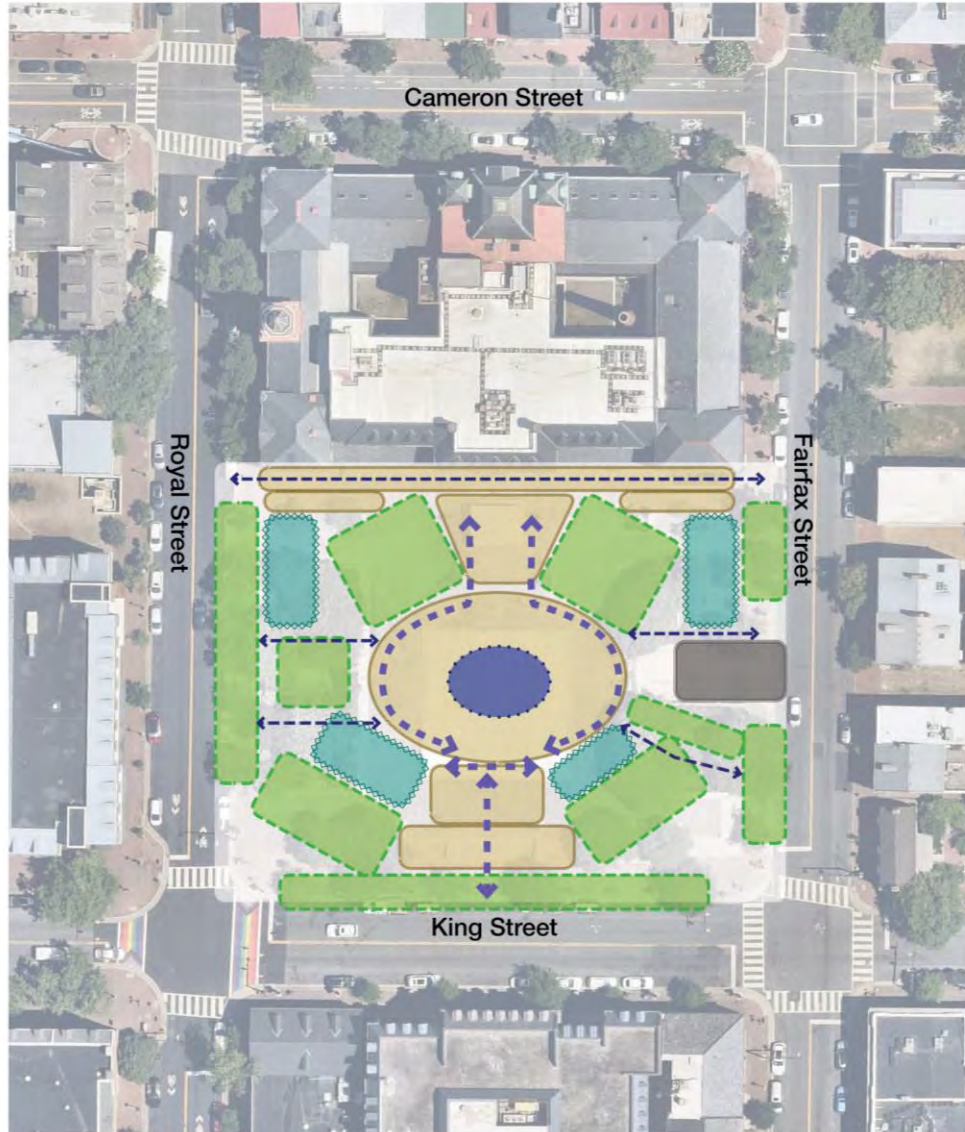
Water Feature





# Concept 2

-  Primary Circulation
-  Secondary Circulation
-  Water Feature
-  Trees and Gardens
-  Hardscape
-  Shade Structures
-  Covered Stage
-  Garage Entrance

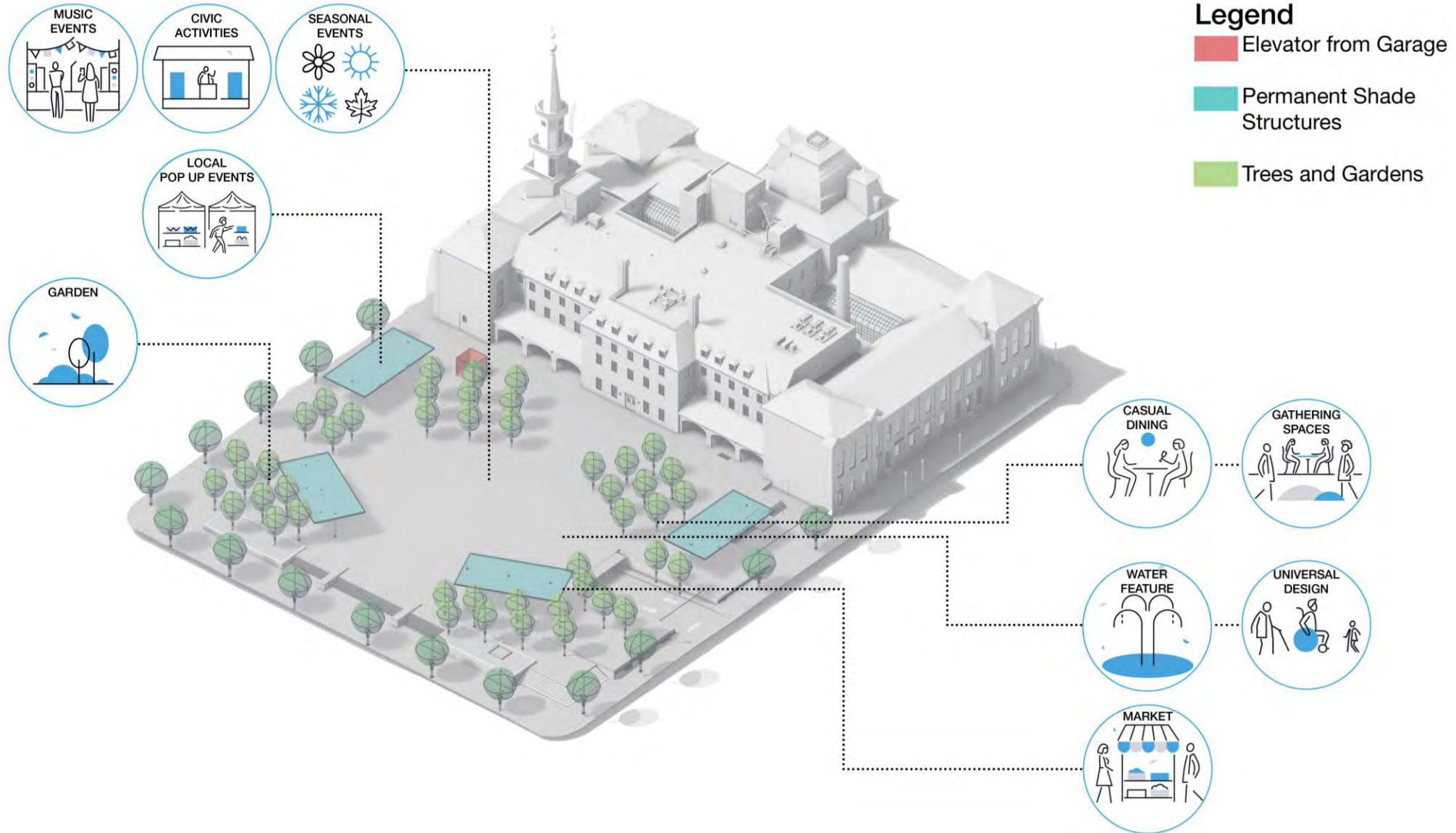


Concept 2 has no formal stage space





# Concept 2





# Concept 2





# Concept 2

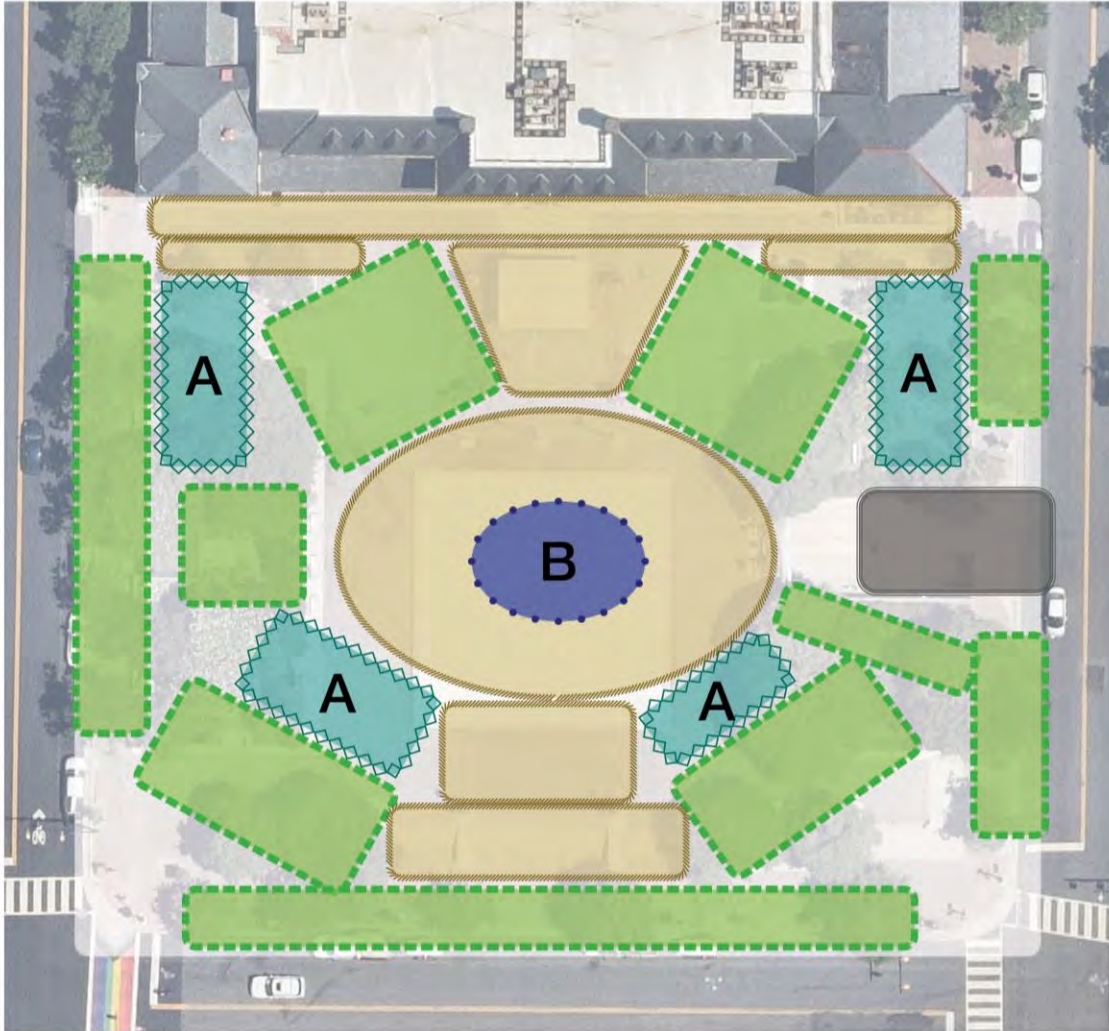




# Concept 2

Rate the location of each feature element:

1: Dislike 2:Neutral 3:Like



**A** Shade Structures

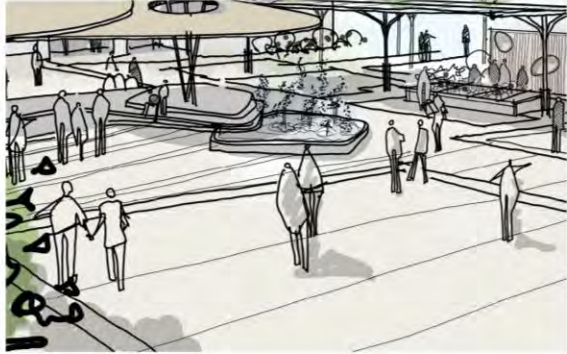


**B** Water Feature



# Concept 3 – Design Elements

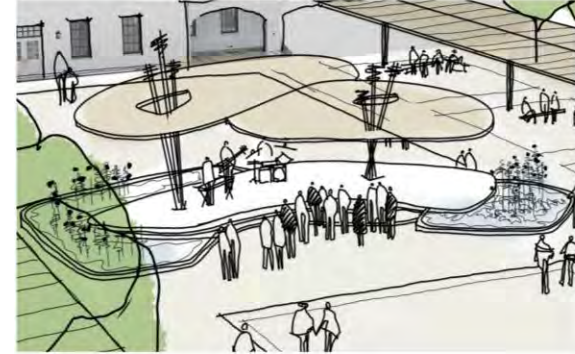
Hardscape



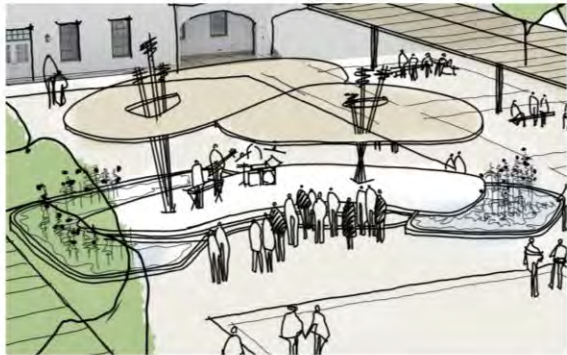
Trees and Gardens



Stage



Water Feature



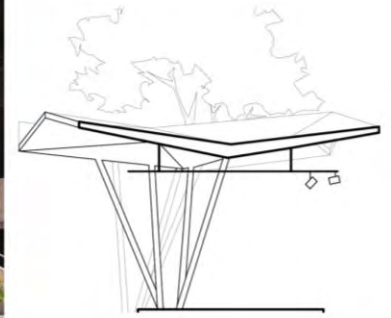
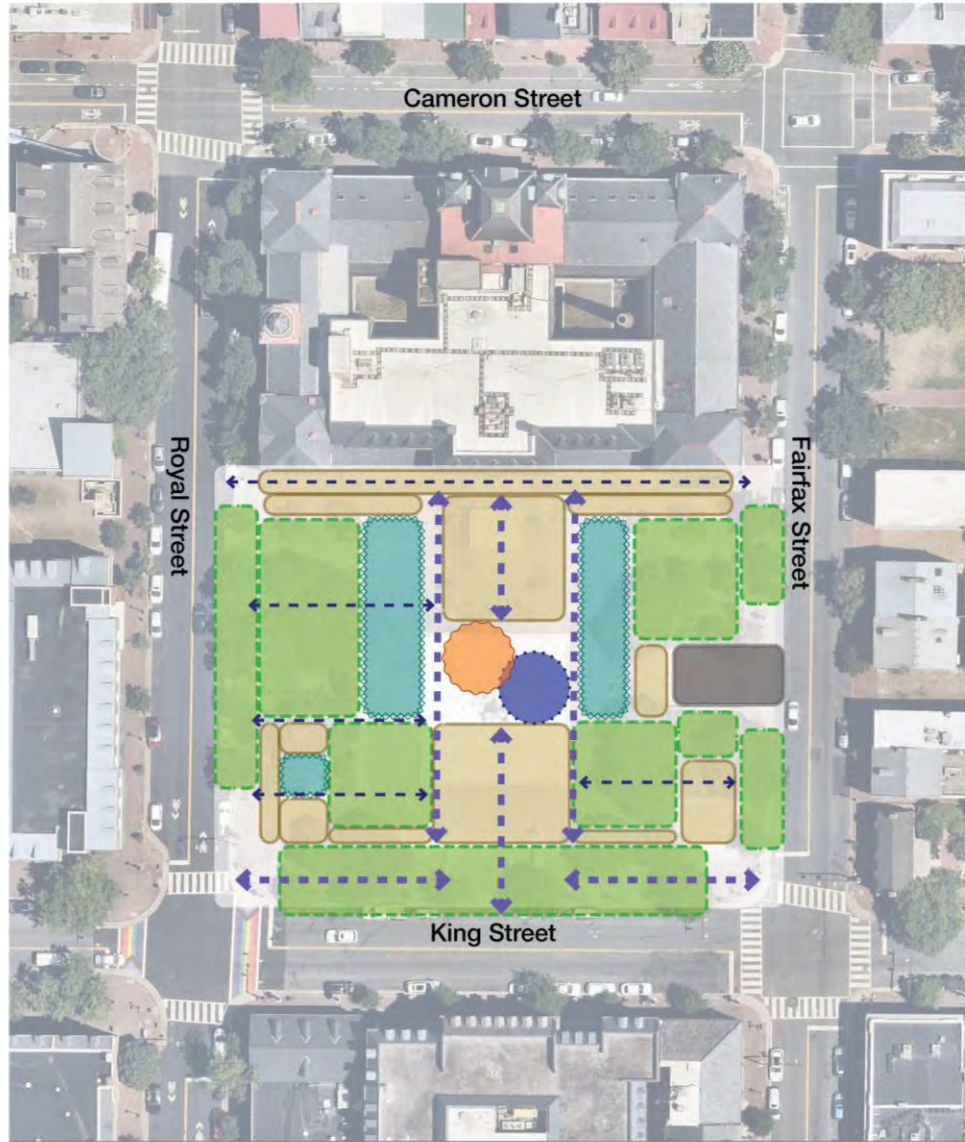
Shade Structures





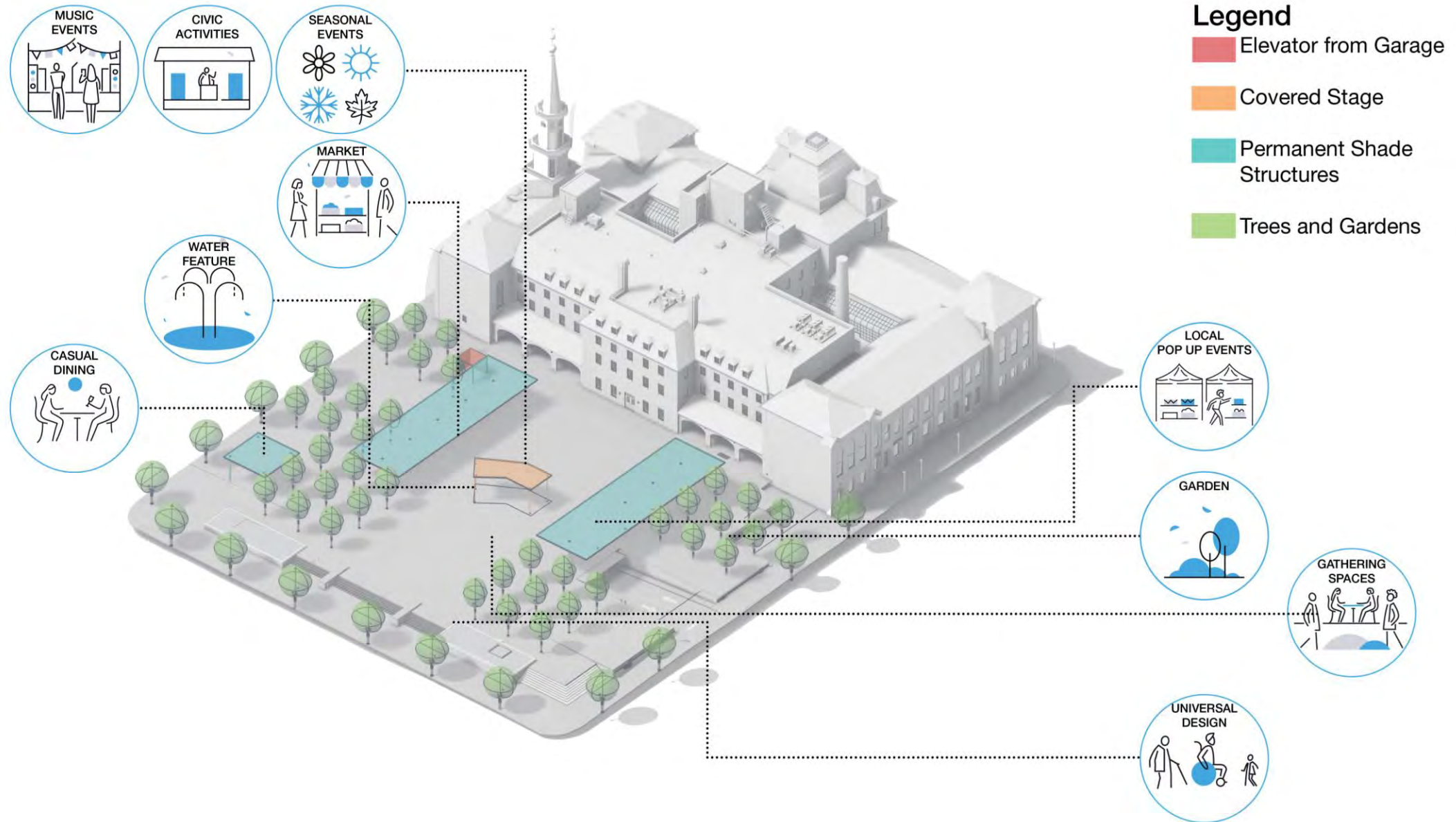
# Concept 3

-  Primary Circulation
-  Secondary Circulation
-  Water Feature
-  Trees and Gardens
-  Hardscape
-  Shade Structures
-  Covered Stage
-  Garage Entrance



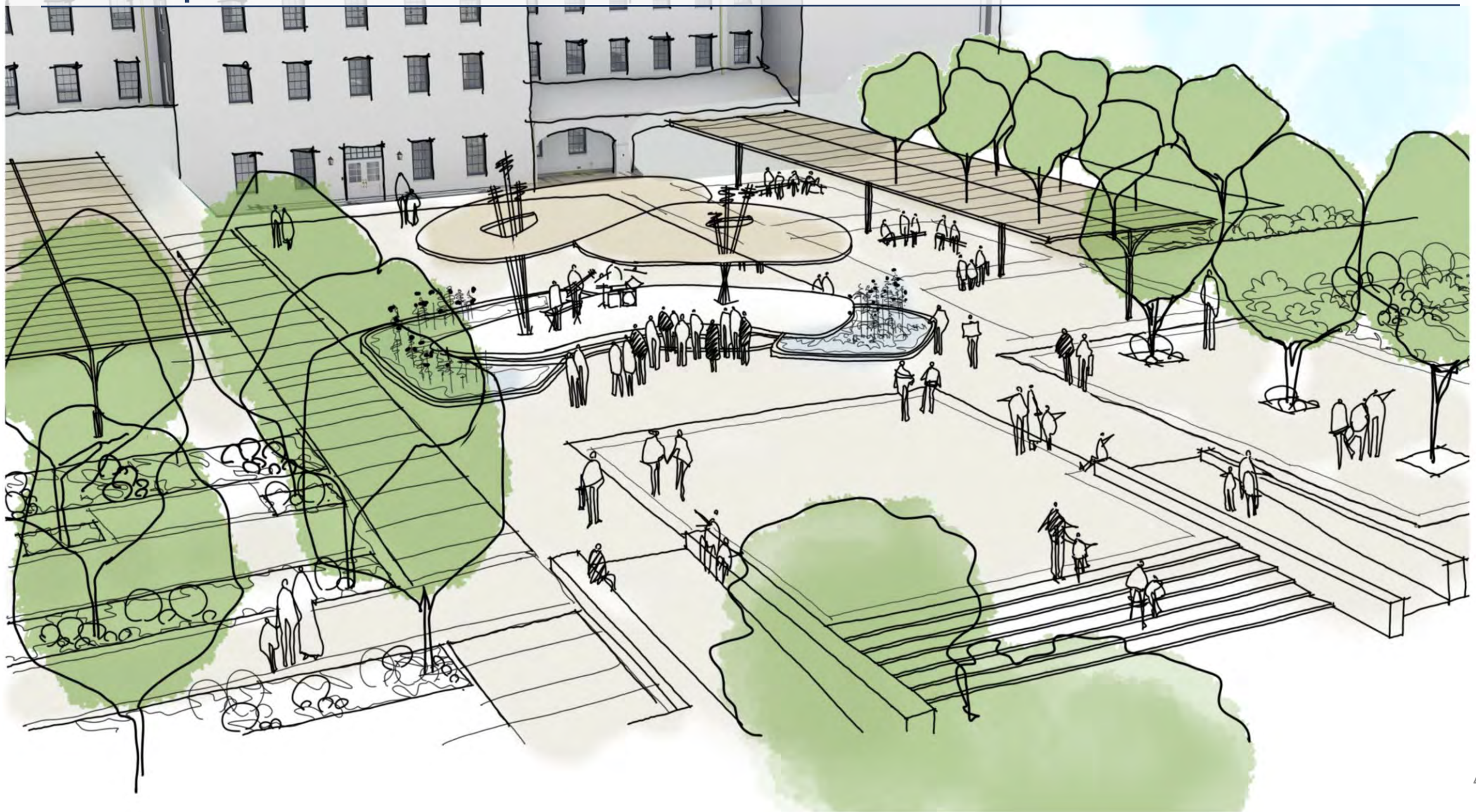


# Concept 3



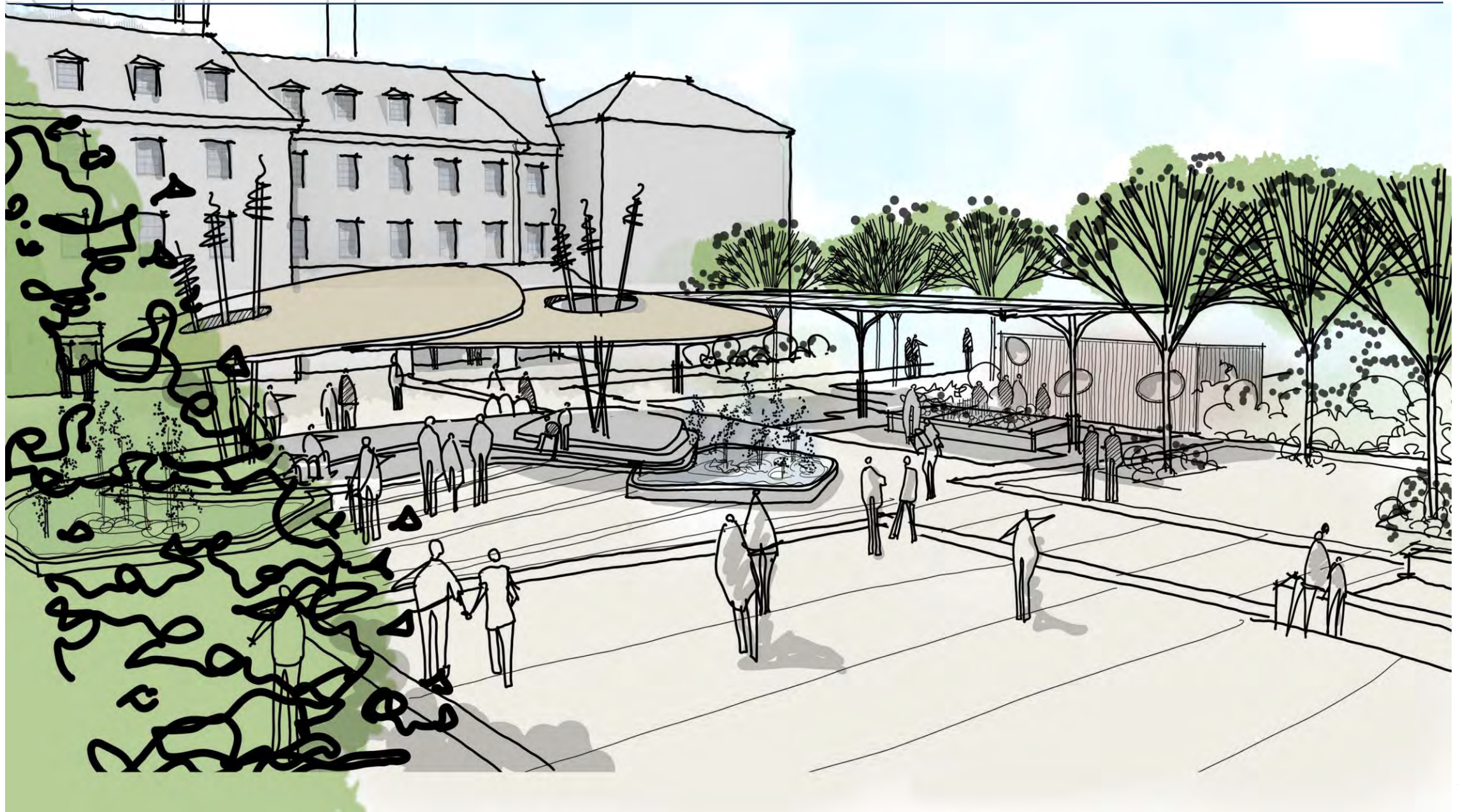


# Concept 3





# Concept 3

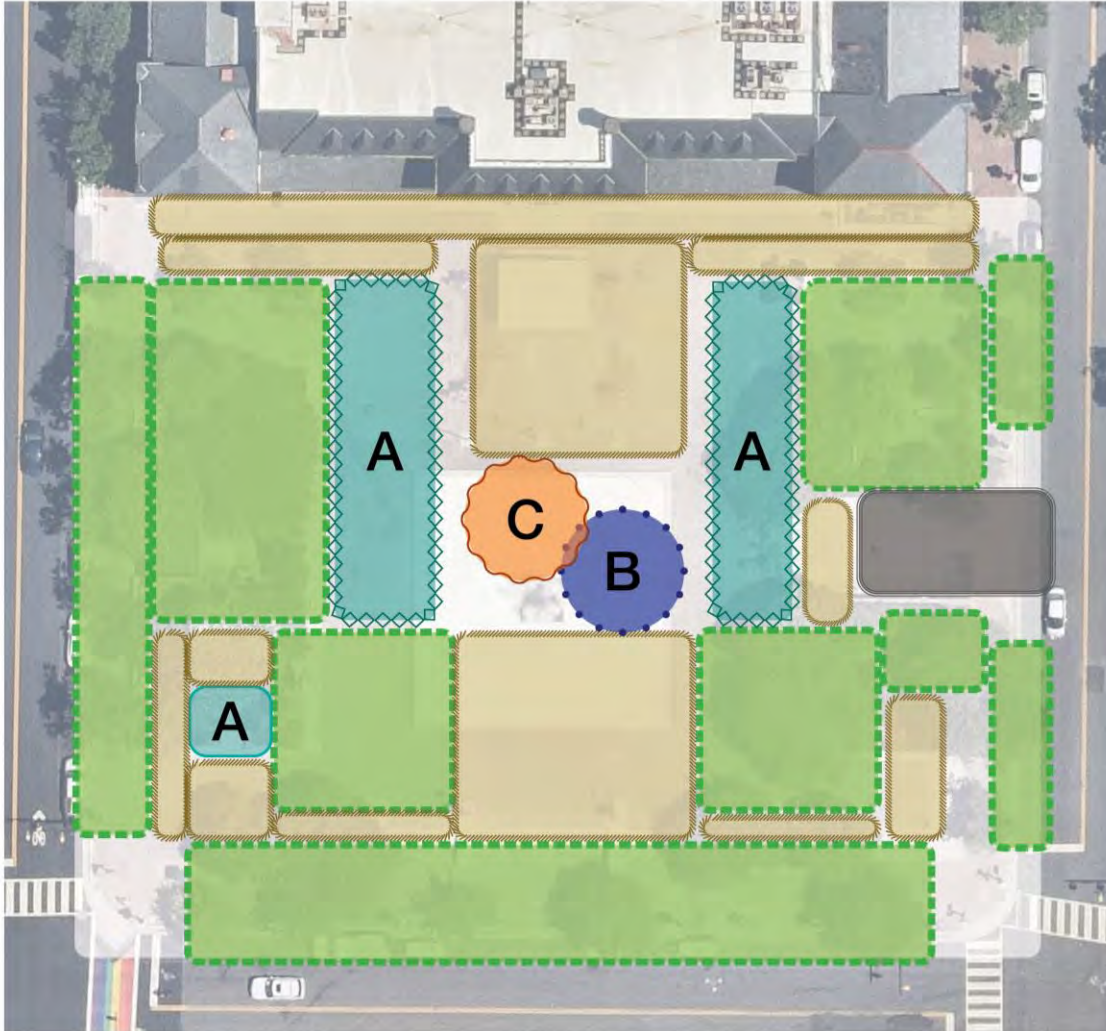




# Concept 3

Rate the location of each feature element:

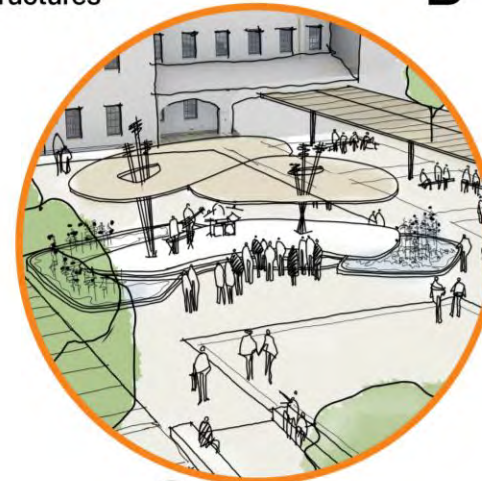
1: Dislike 2:Neutral 3:Like



**A** Shade Structures



**B** Water Feature



**C** Stage



# Concept 4 – Design Elements

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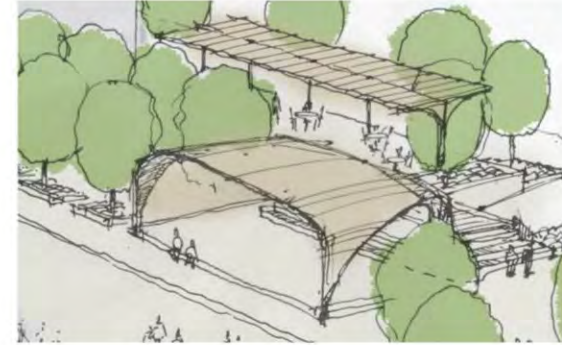
Hardscape



Trees and Gardens



Stage



Water Feature



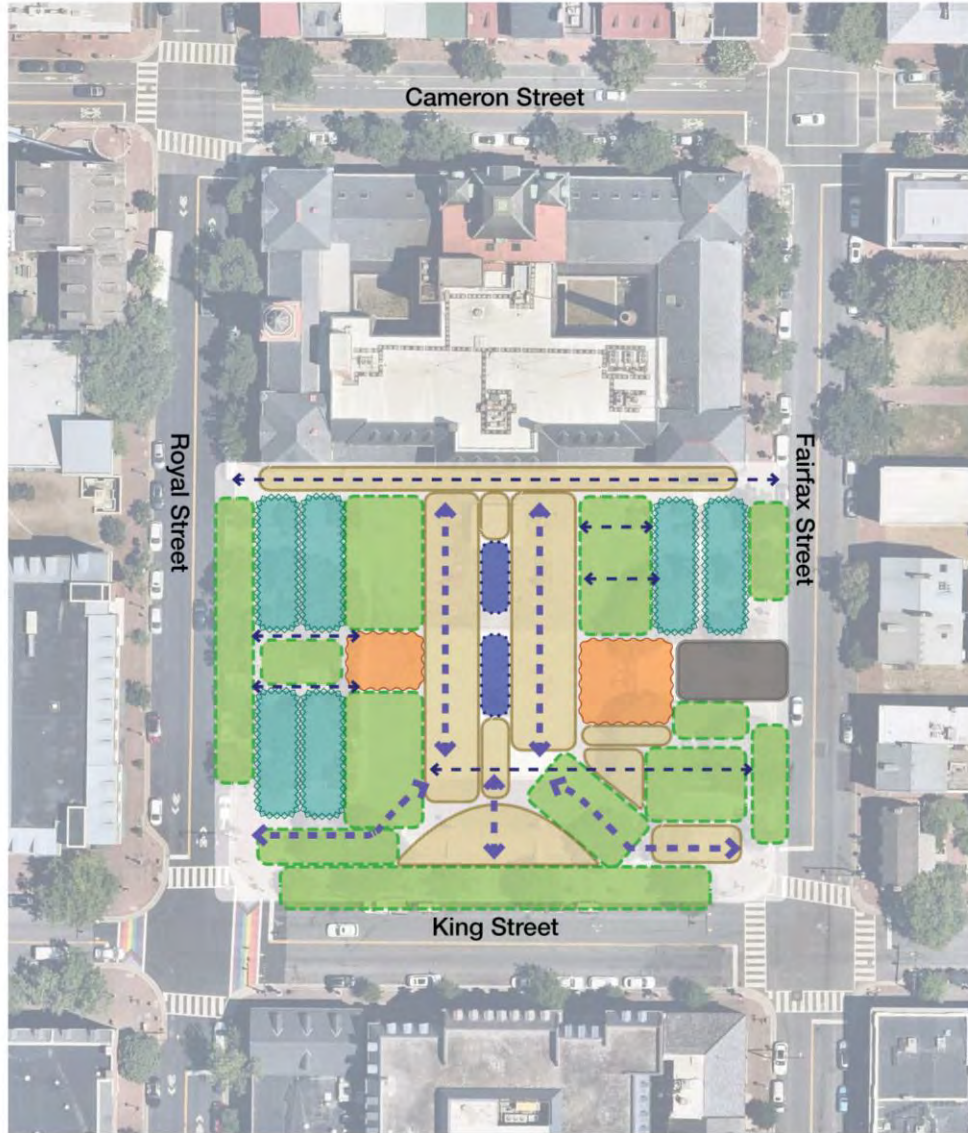
Shade Structures





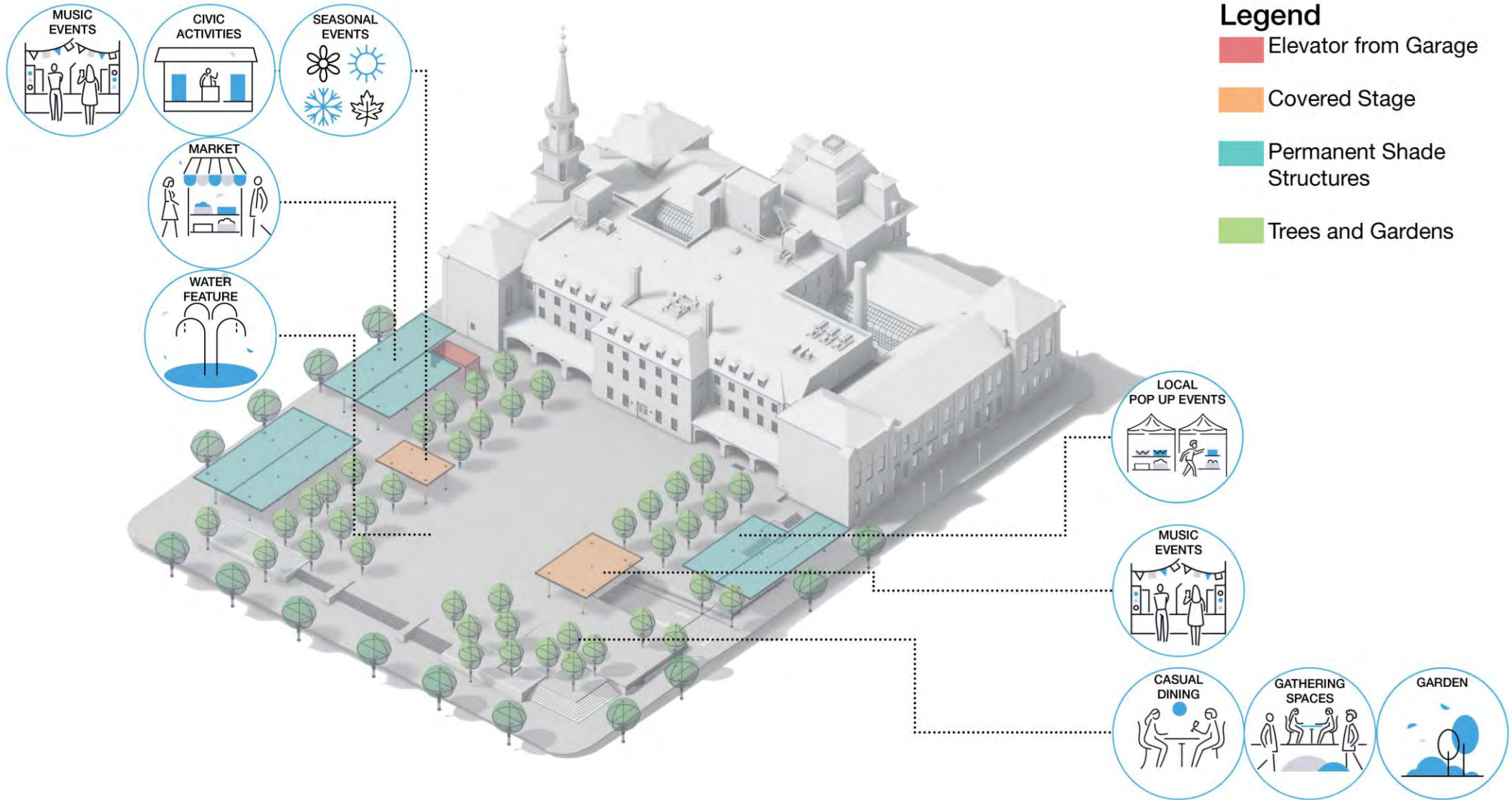
# Concept 4

-  Primary Circulation
-  Secondary Circulation
-  Water Feature
-  Trees and Gardens
-  Hardscape
-  Shade Structures
-  Covered Stage
-  Garage Entrance



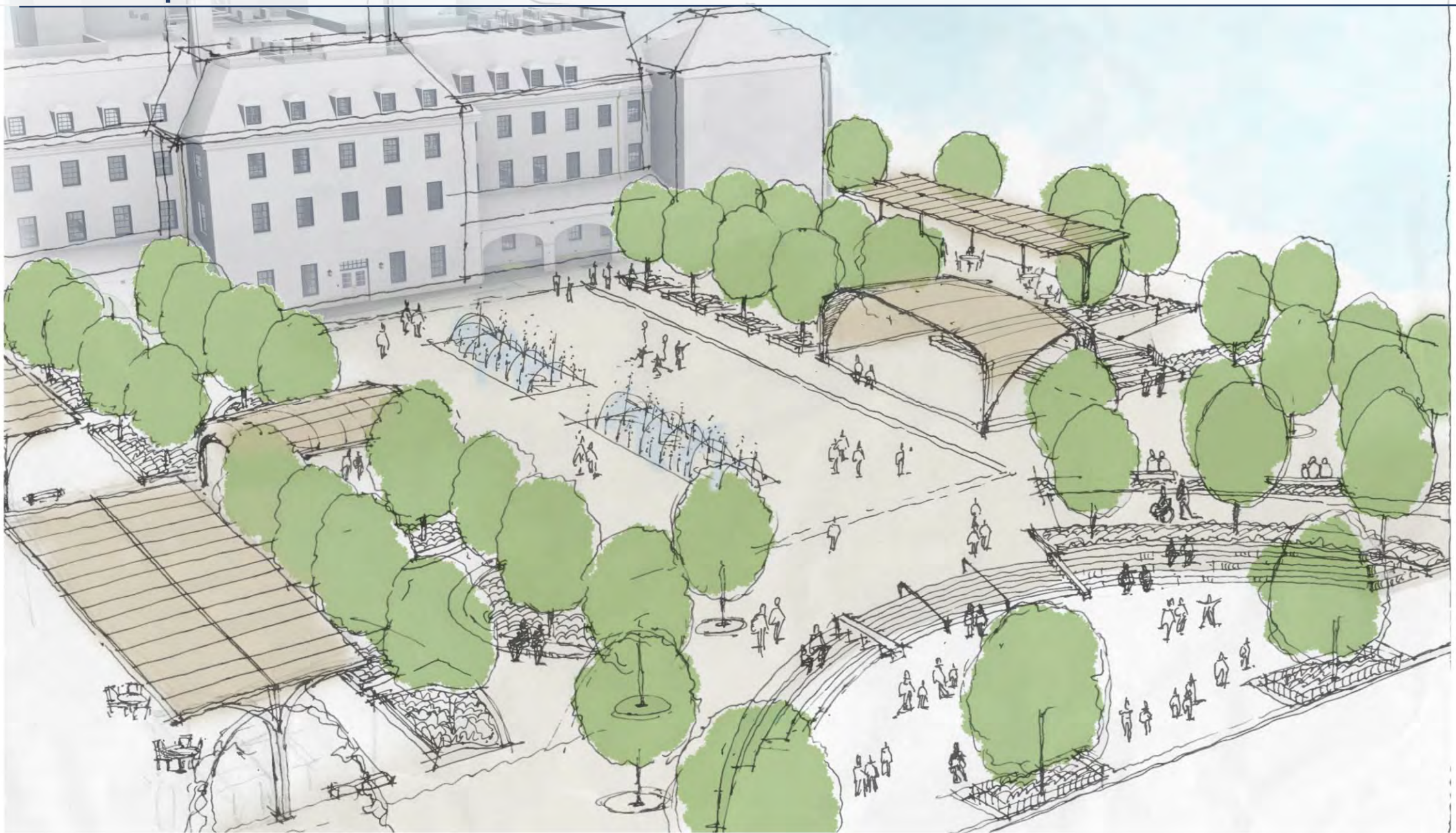


# Concept 4





# Concept 4





# Concept 4

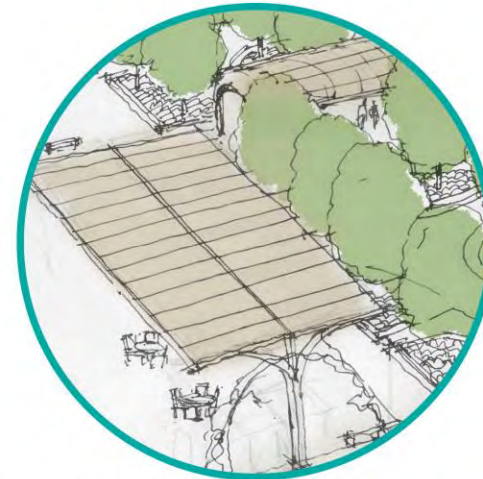
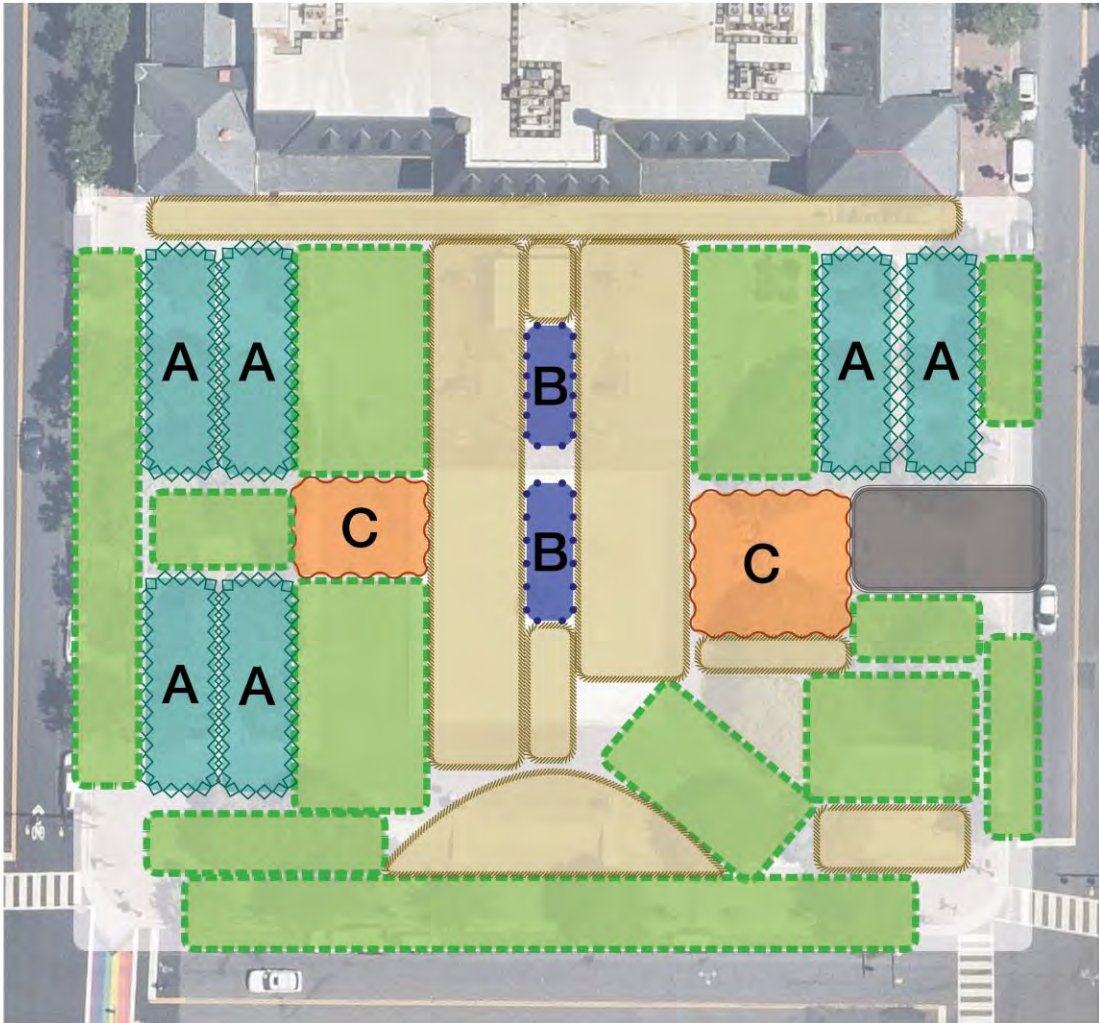




# Concept 4

Rate the location of each feature element:

1: Dislike 2:Neutral 3:Like



**A** Shade Structures



**B** Water Feature



**C** Stage



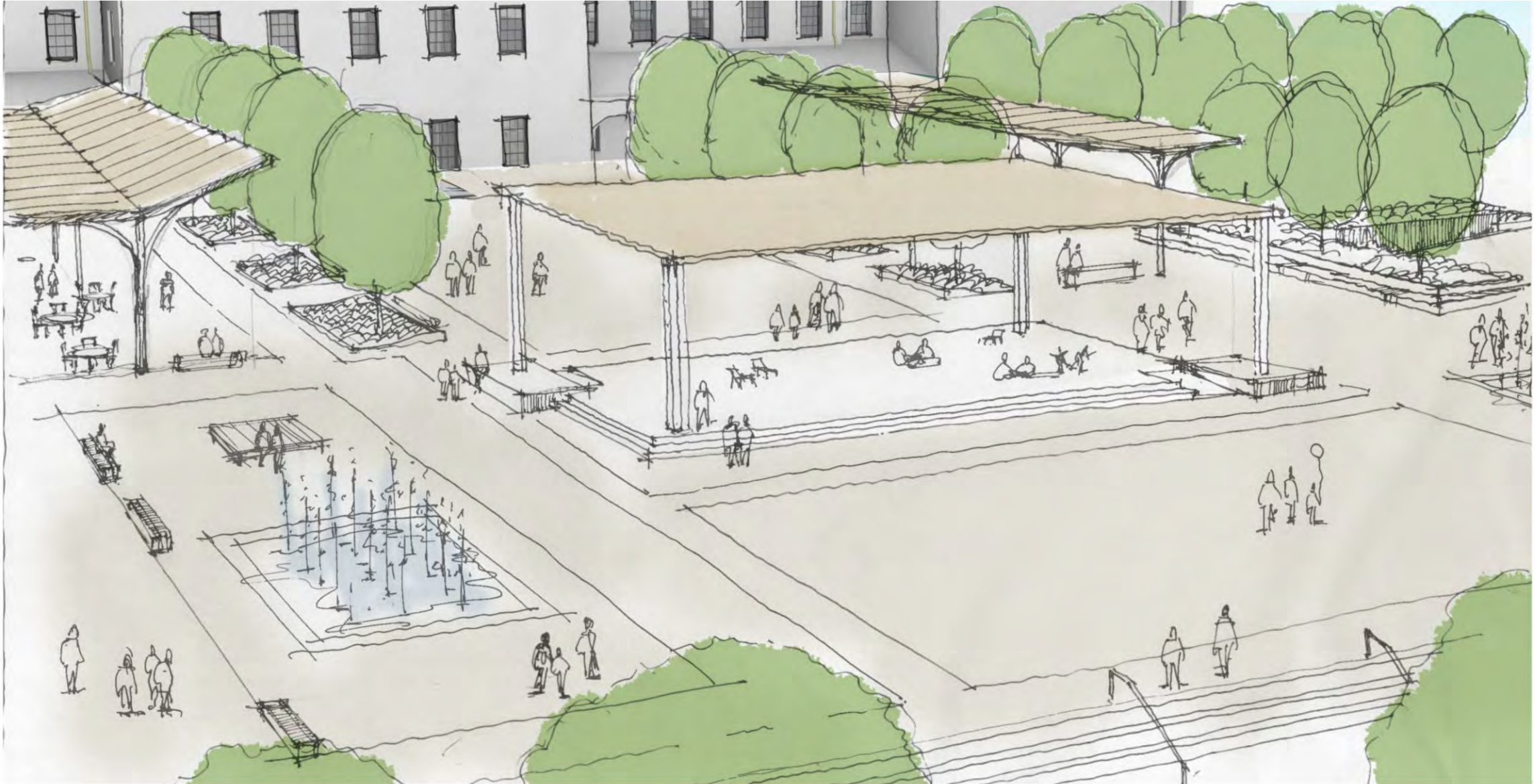
# Rate the concepts



# Concept 1

Rate the concept:

1:Dislike 2:Neutral 3:Like





# Concept 2

Rate the concept:

1:Dislike 2:Neutral 3:Like

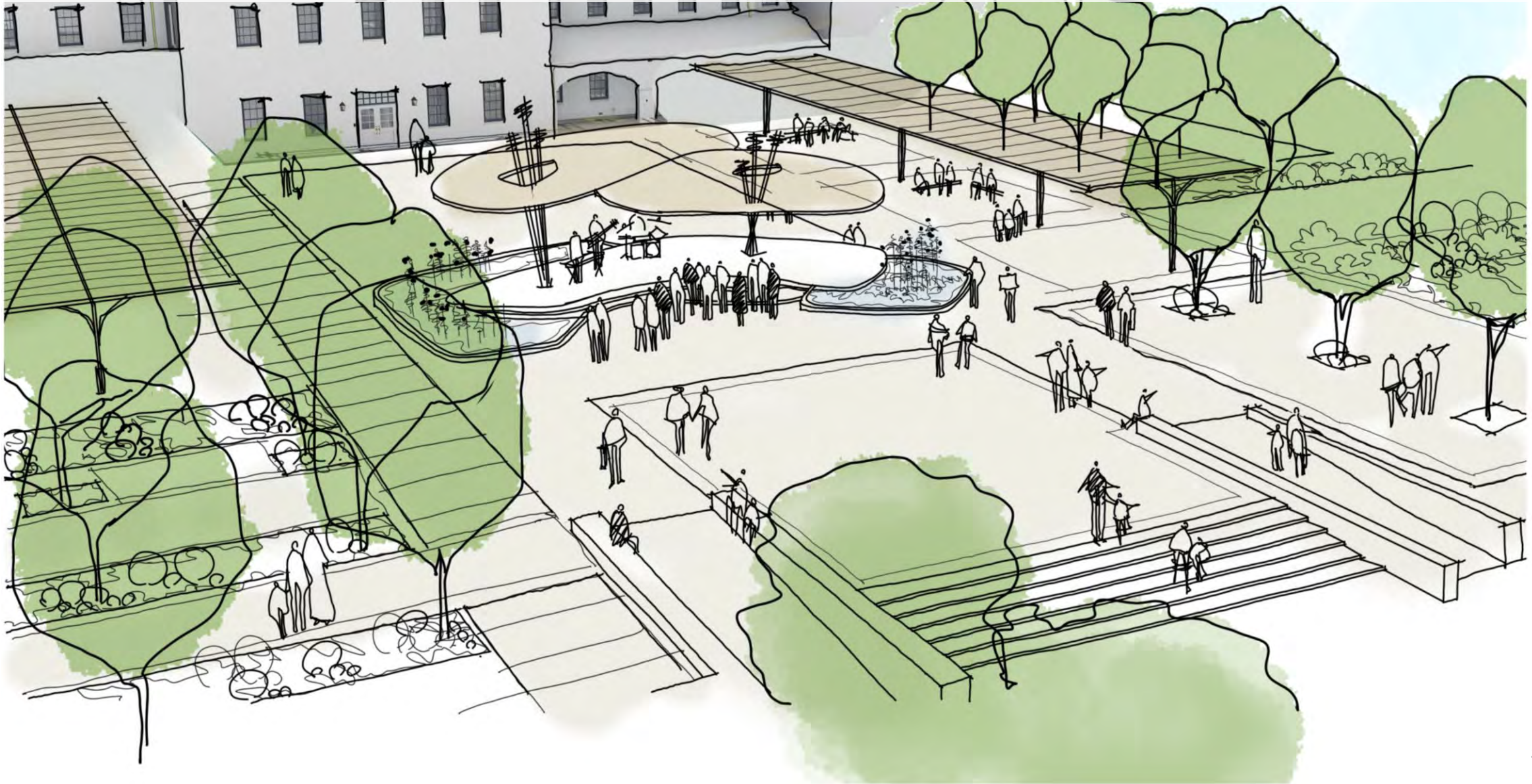




# Concept 3

Rate the concept:

1:Dislike 2:Neutral 3:Like

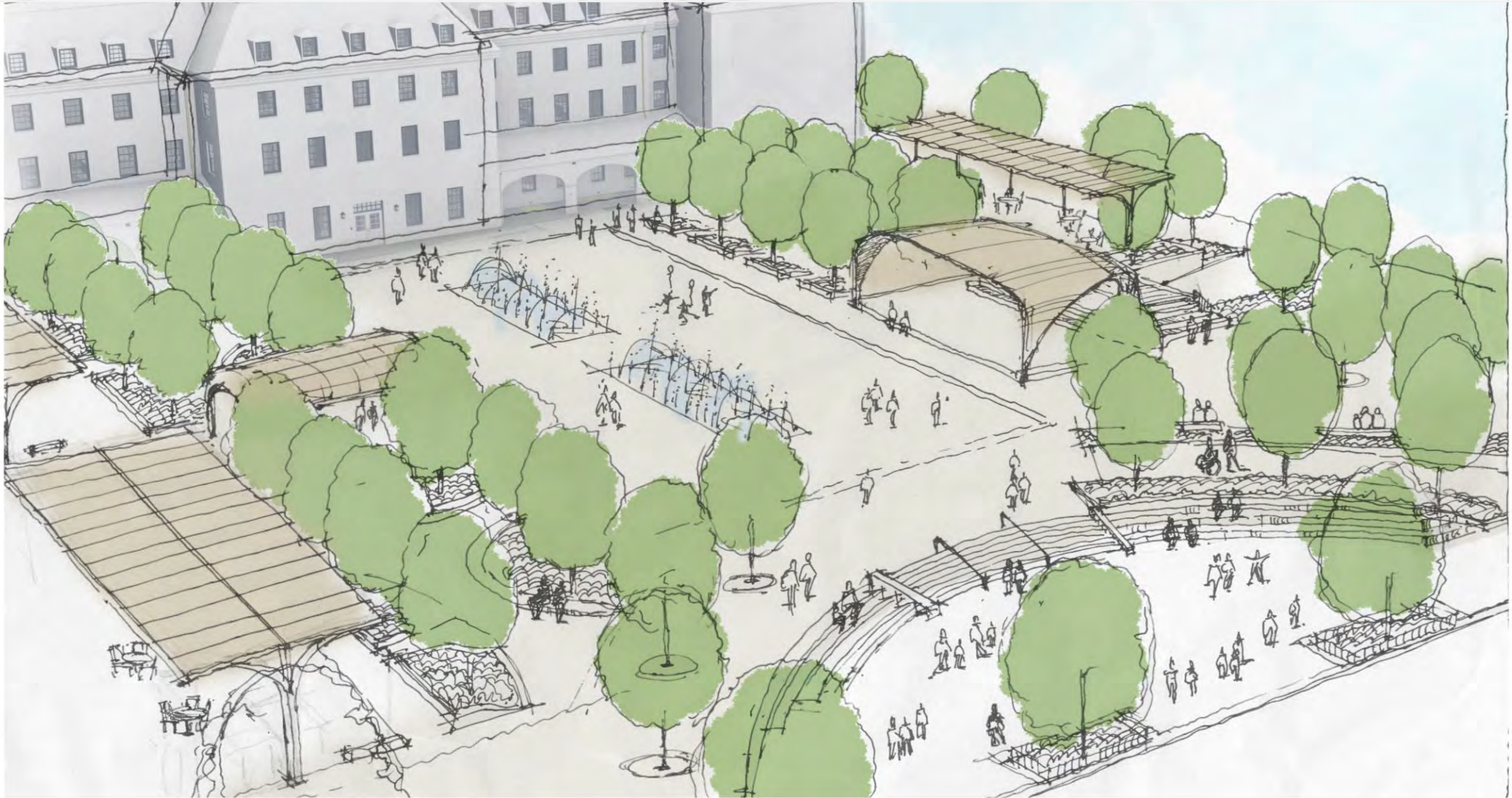




# Concept 4

Rate the concept:

1:Dislike 2:Neutral 3:Like



# Q&A







Learn more about the project and leave your feedback at any point in the design process.

[Alexandriava.gov/CityHall](https://Alexandriava.gov/CityHall)

We appreciate your participation!

