



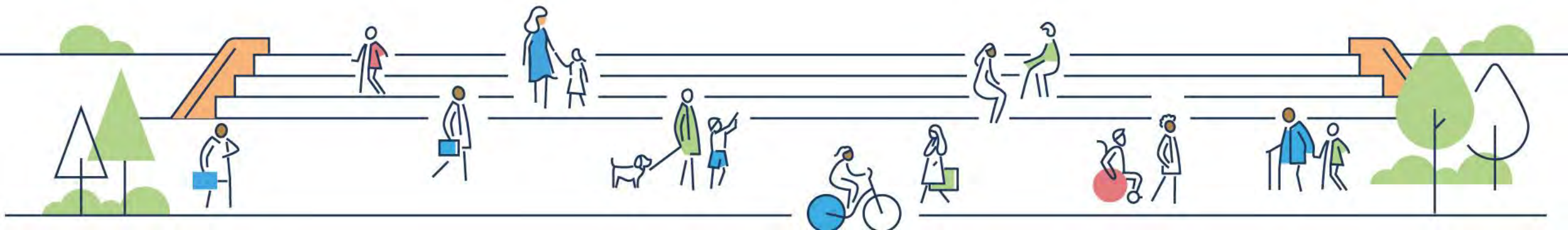
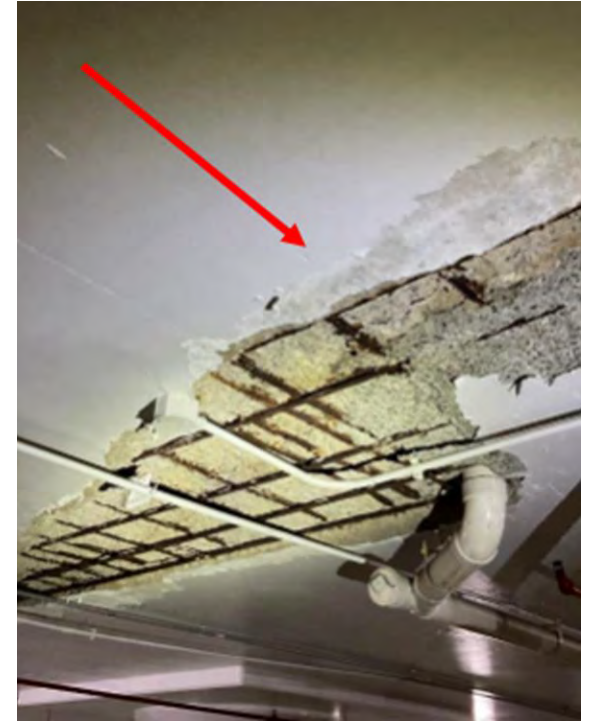
Alexandria City Hall

**Market Square Garage and Plaza Renovation**

# Meeting series #3

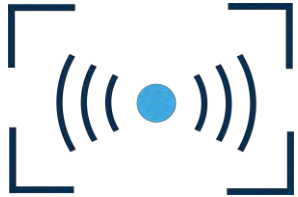


# Why are we here ?



# Housekeeping

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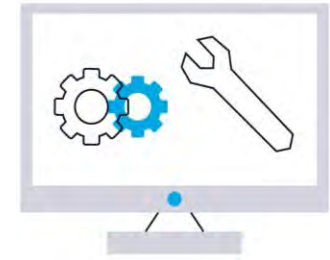
**Webinar  
Overview**



**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**

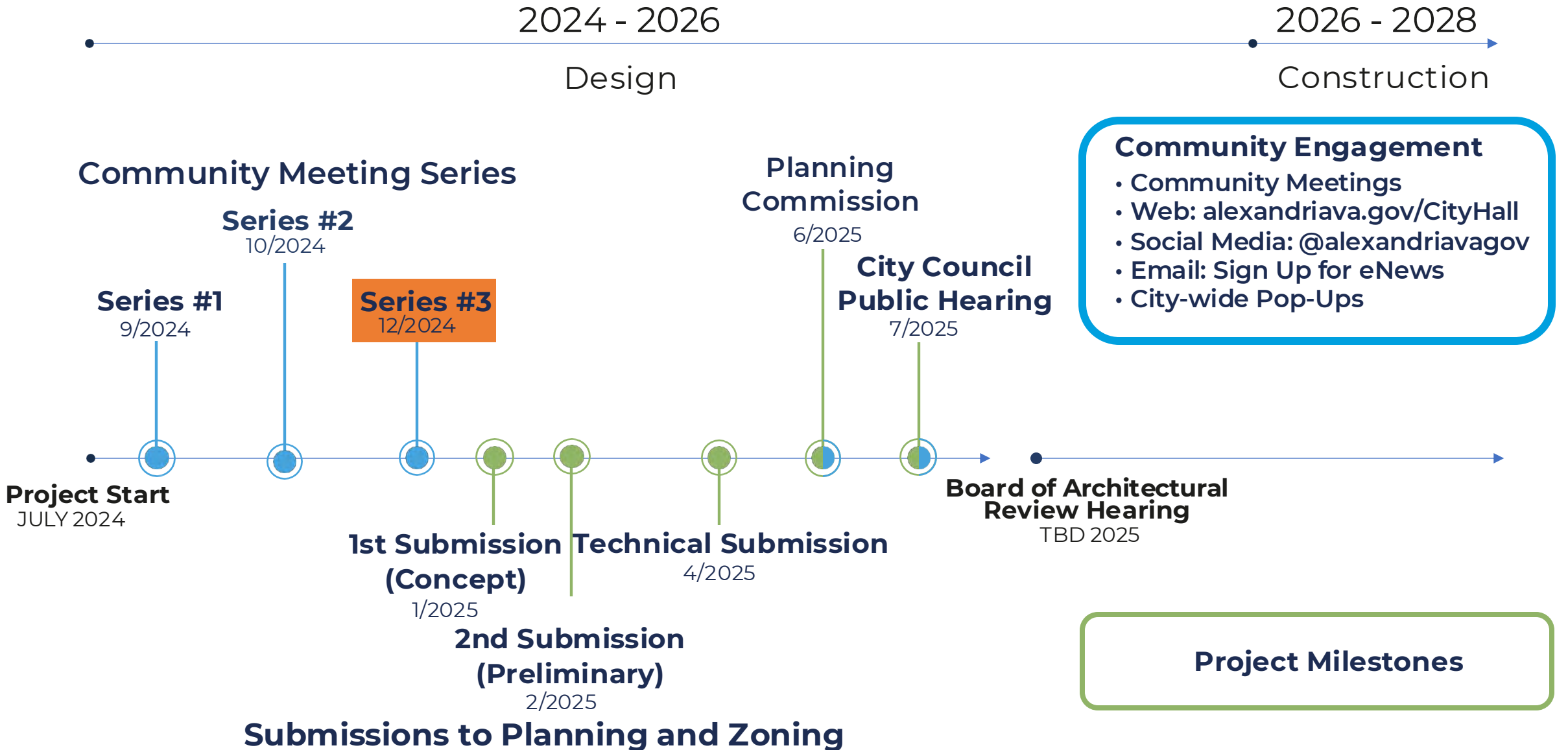
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**3 Every voice is important**

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**4 We appreciate your time**

# Community Engagement and Design Timeline



# Meet the Team

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## Owner



## Design Team



RUST | ORLING  
ARCHITECTURE



MOYA

## Community Stakeholders





# 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 Clauss 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

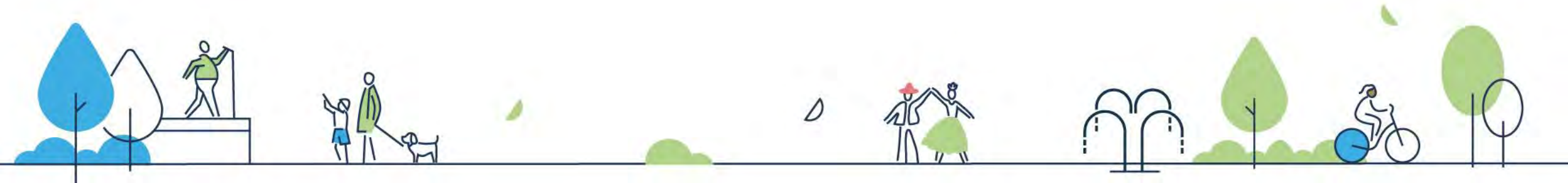
# City Hall and Market Square Timeline





ALEXANDRIA CITY HALL  
MARKET SQUARE GARAGE AND PLAZA RENOVATION

# Series #2 Feedback



# Who did we hear from?



## Meeting Series #2

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# What we heard

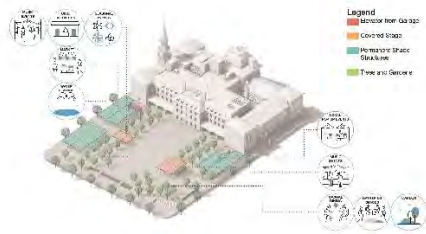
Collected Feedback



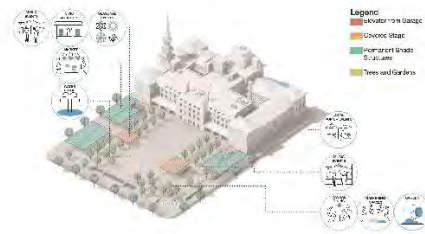


# What We Presented

Concept 1



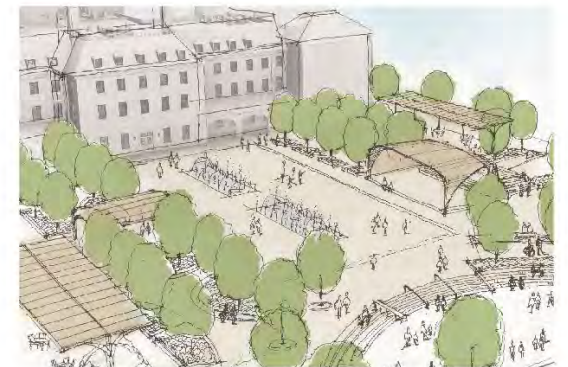
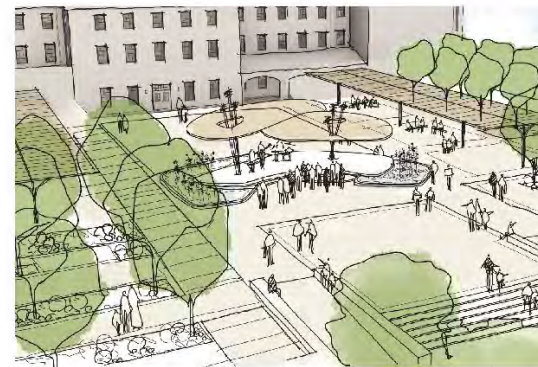
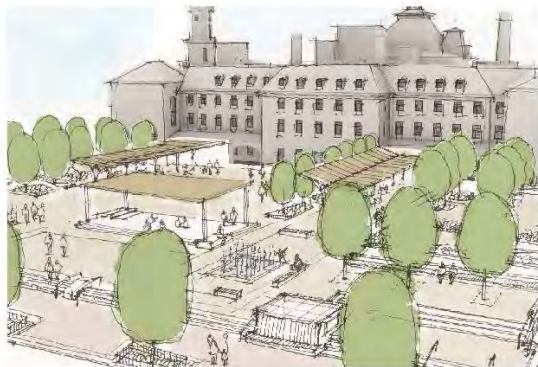
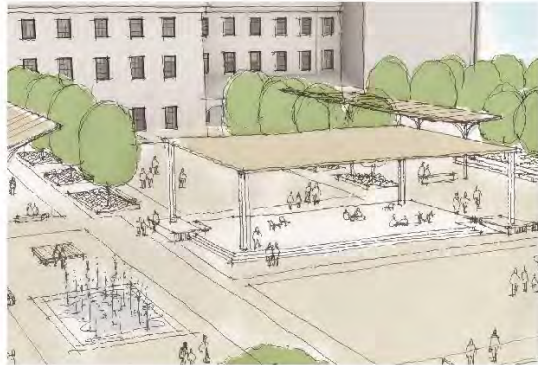
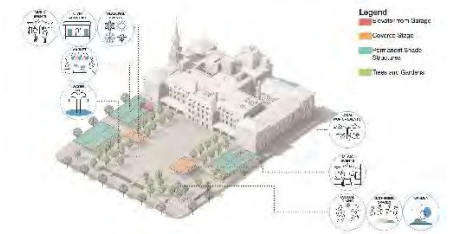
Concept 2



Concept 3



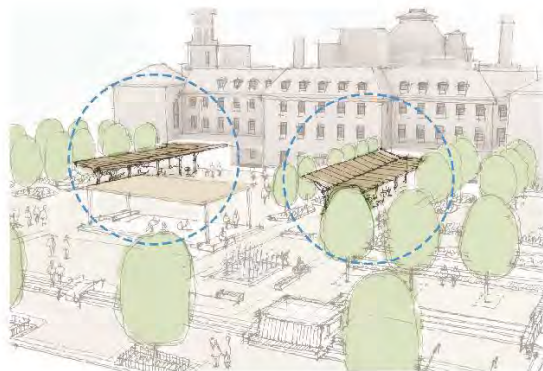
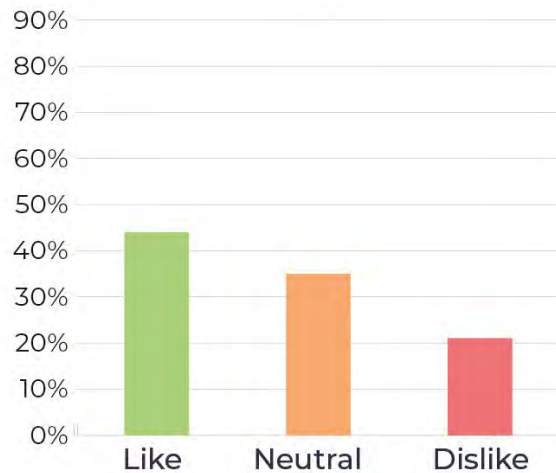
Concept 4



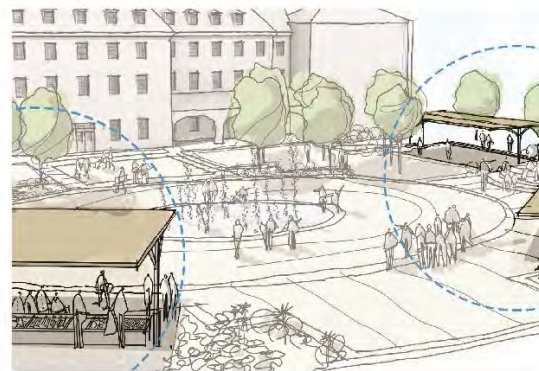
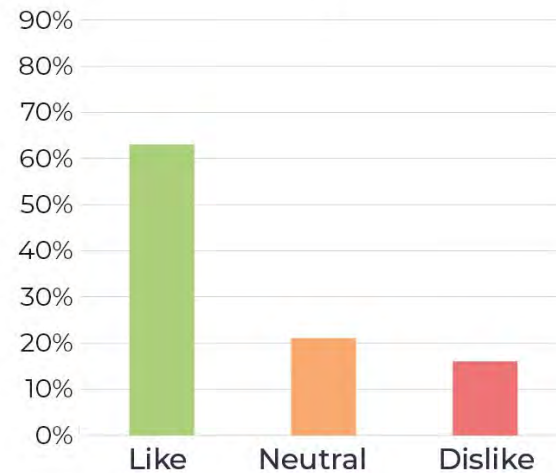


# Poll 1 – Rate the location of the shade structure

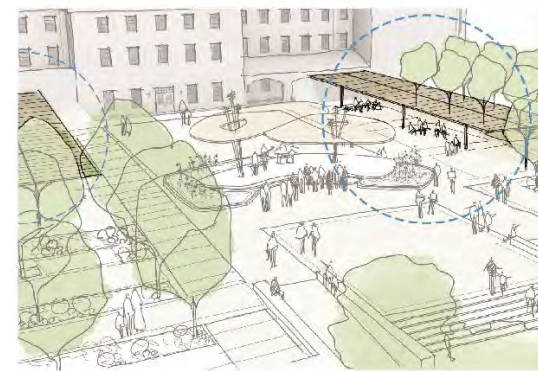
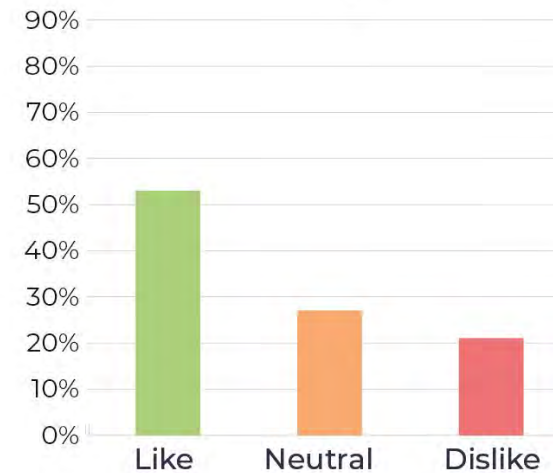
Concept 1



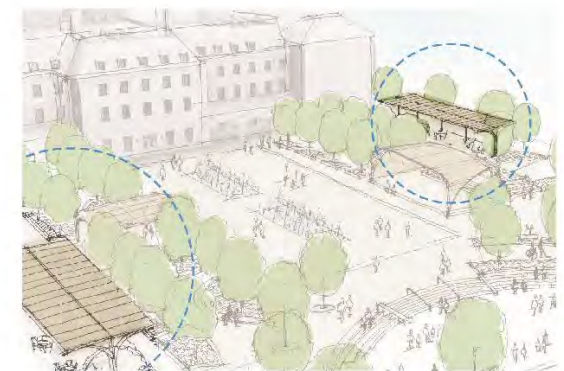
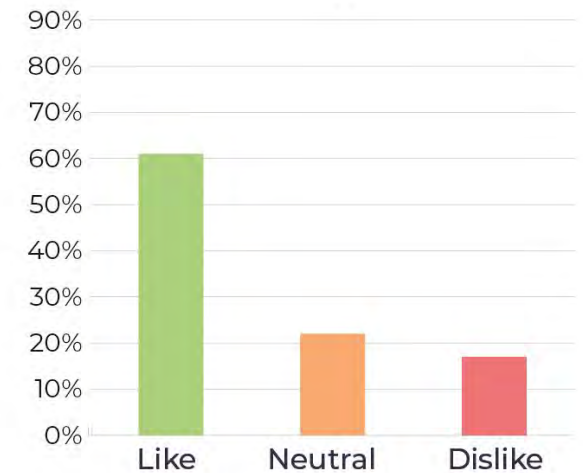
Concept 2



Concept 3



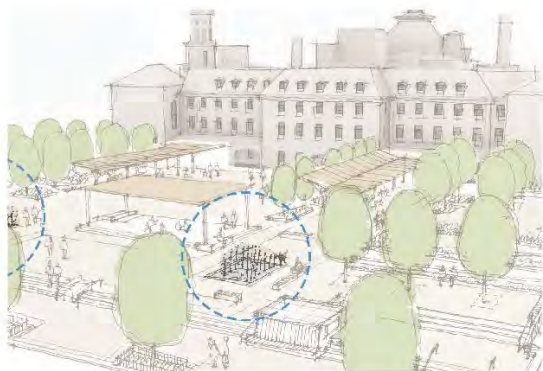
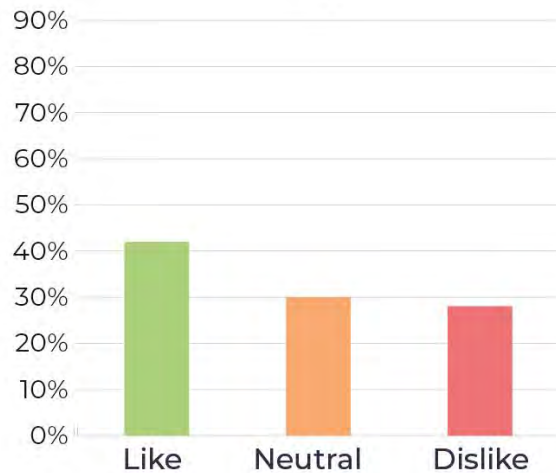
Concept 4



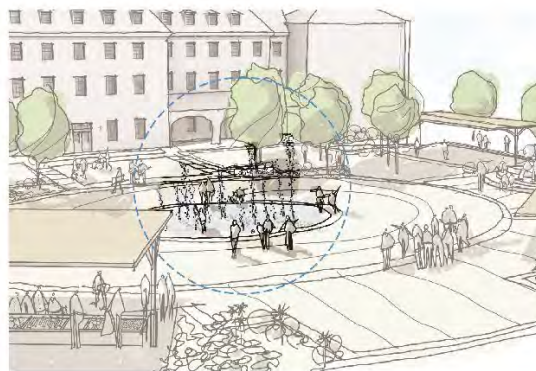
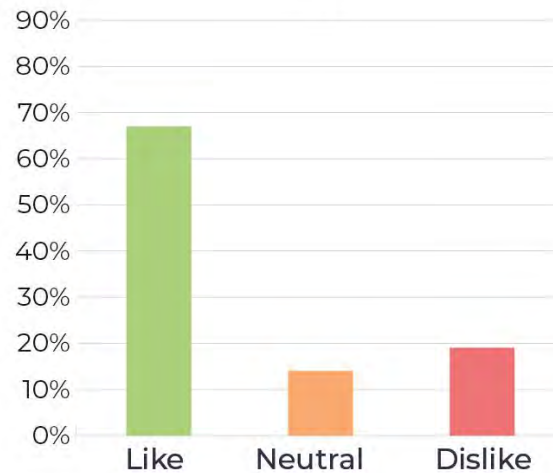
\*Votes gathered through in-person and virtual meetings, pop-ups, and online survey

# Poll 2 – Rate the location of the water feature

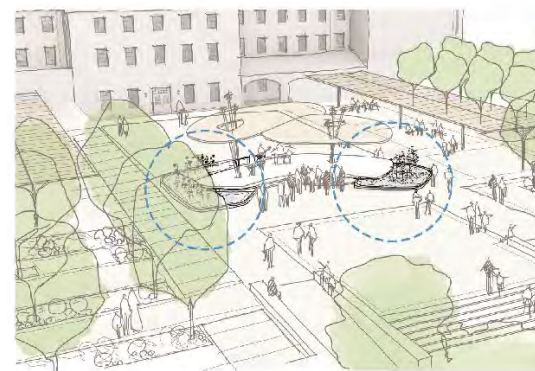
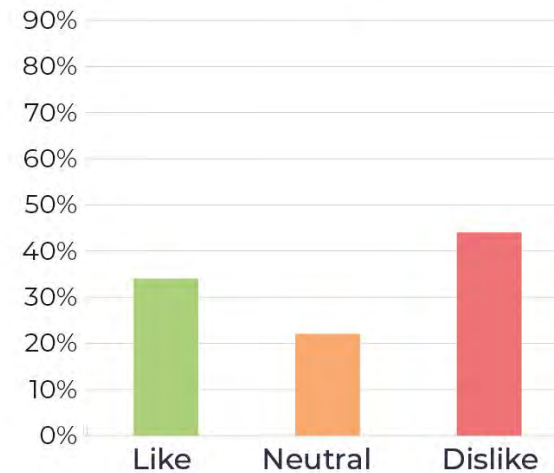
Concept 1



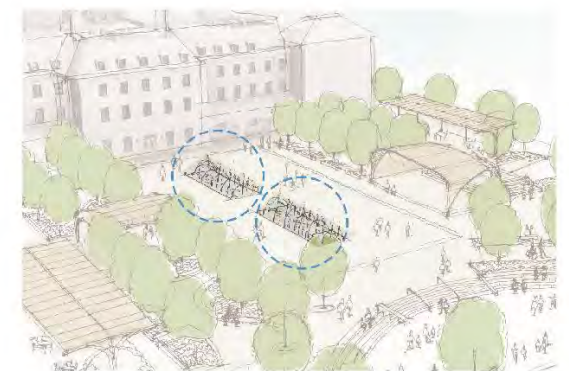
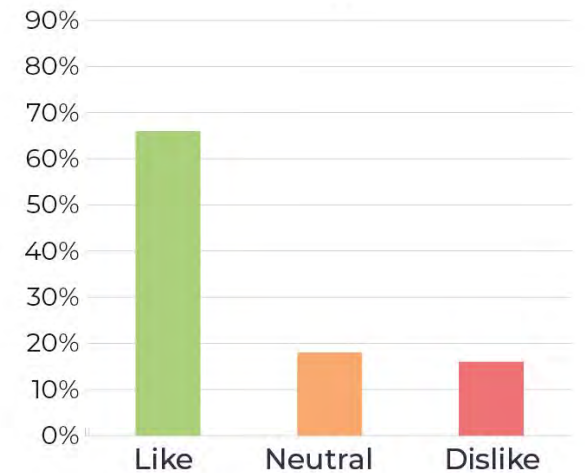
Concept 2



Concept 3



Concept 4

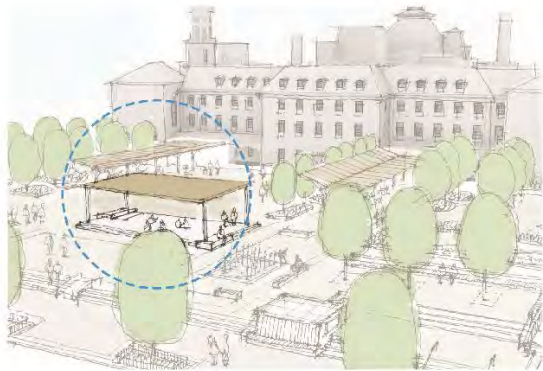
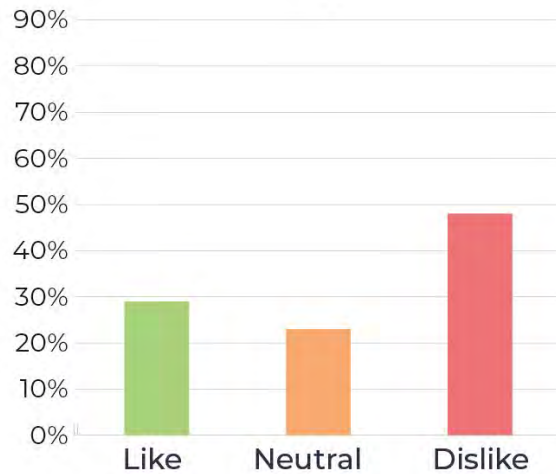


\*Votes gathered through in-person and virtual meetings, pop-ups, and online survey



# Poll 3 – Rate the location of the stage

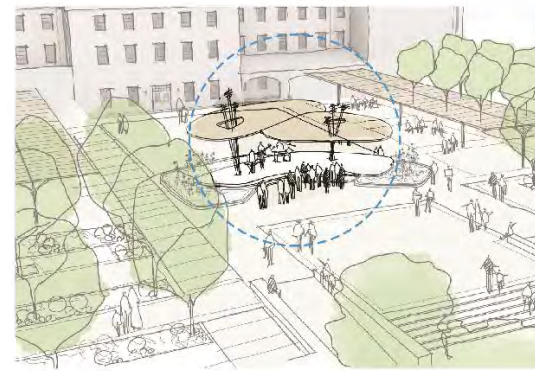
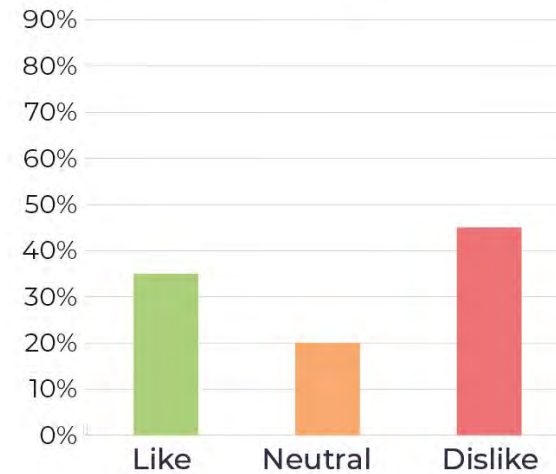
Concept 1



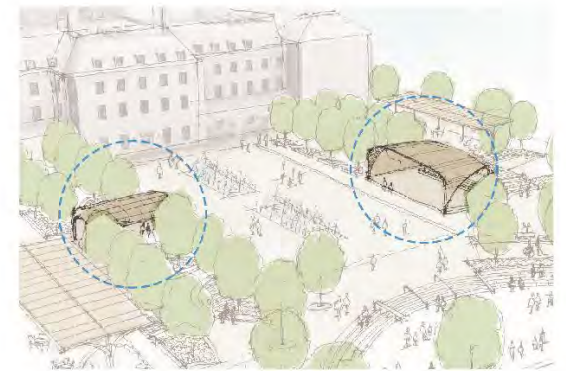
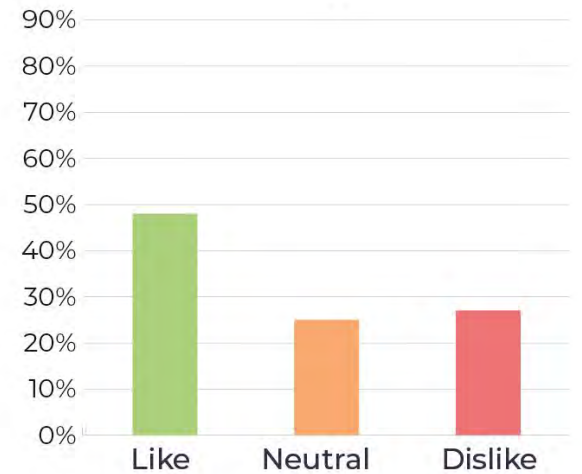
Concept 2

No stage in this concept

Concept 3



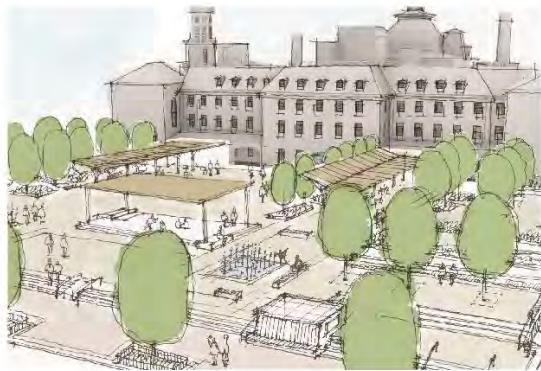
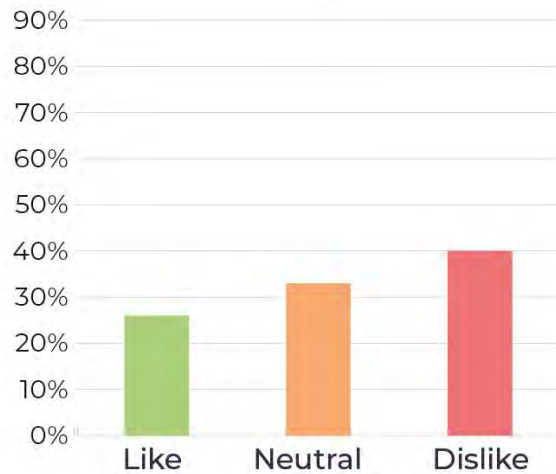
Concept 4



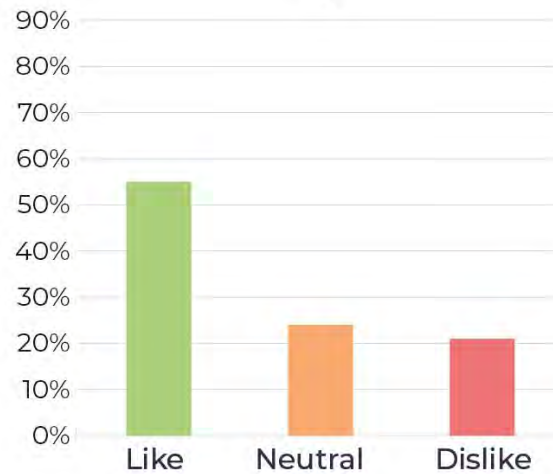
\*Votes gathered through in-person and virtual meetings, pop-ups, and online survey

# Poll 4 – Rate the Four Concepts

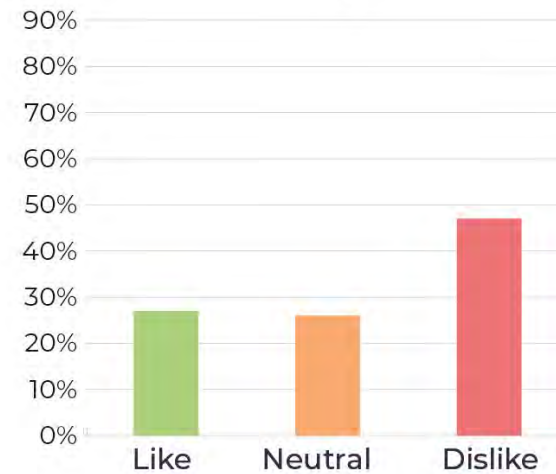
Concept 1



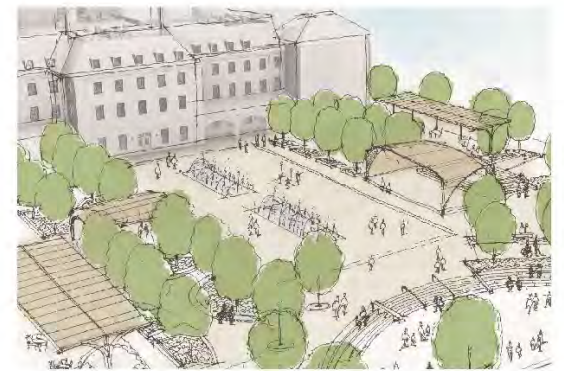
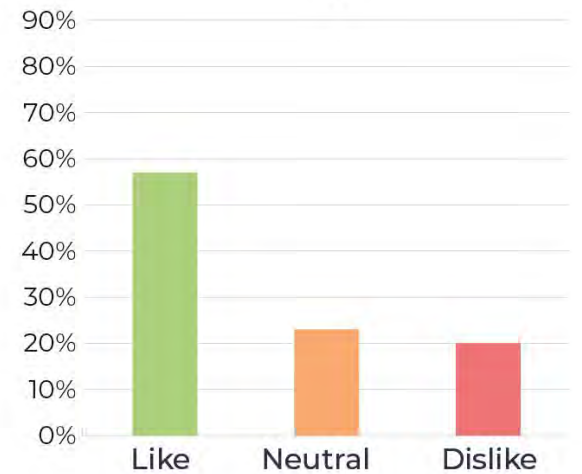
Concept 2



Concept 3



Concept 4



\*Votes gathered through in-person and virtual meetings, pop-ups, and online survey

Meeting Series #3

# Refined Concepts Update





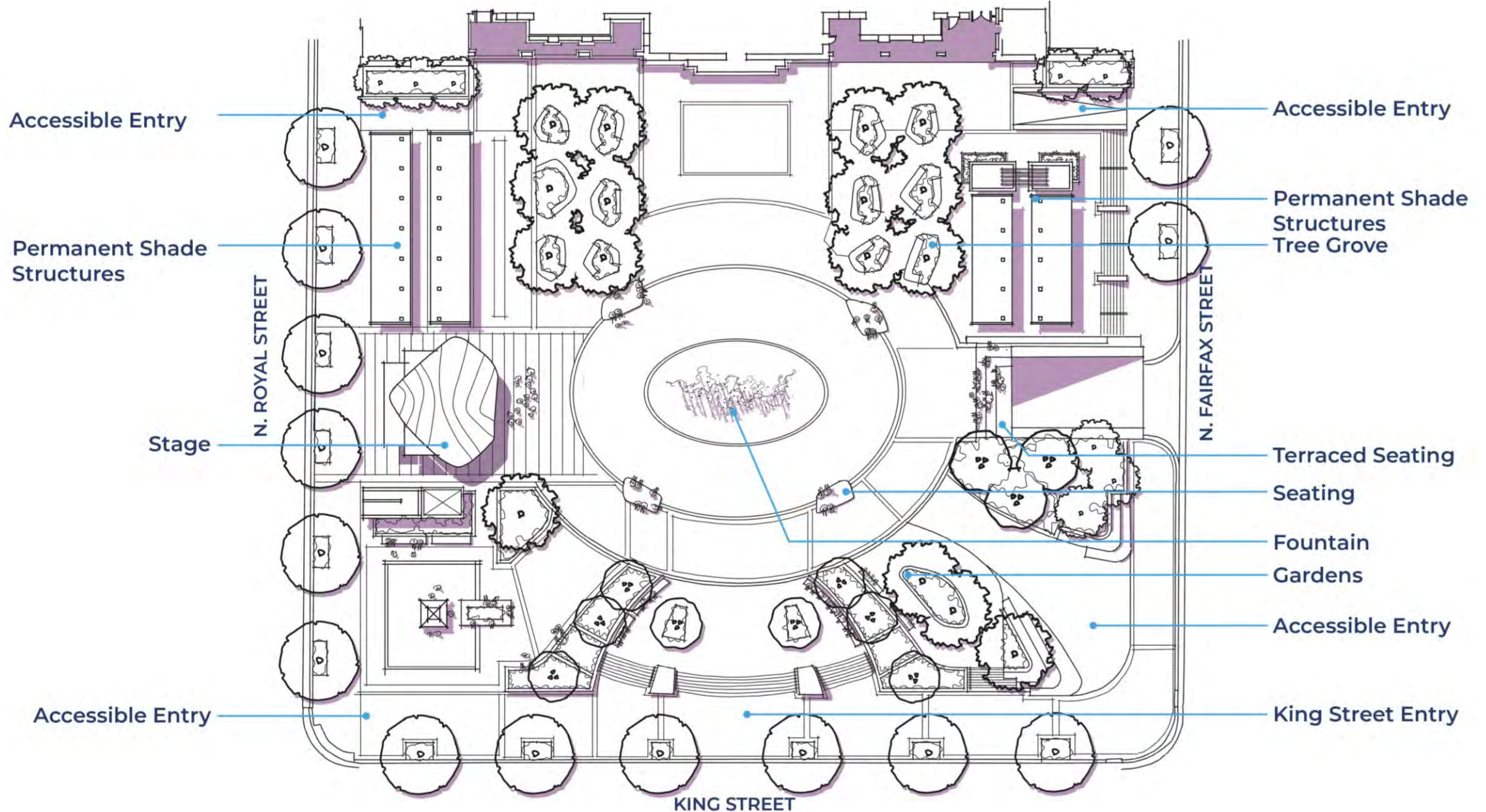
# Design Goals

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- Improve arrival experience, accessibility
- Provide flexibility for current/future programs, events
- Provide shade and functionality; create outdoor rooms



# Concept 2





# Concept 2 – Character Sketch

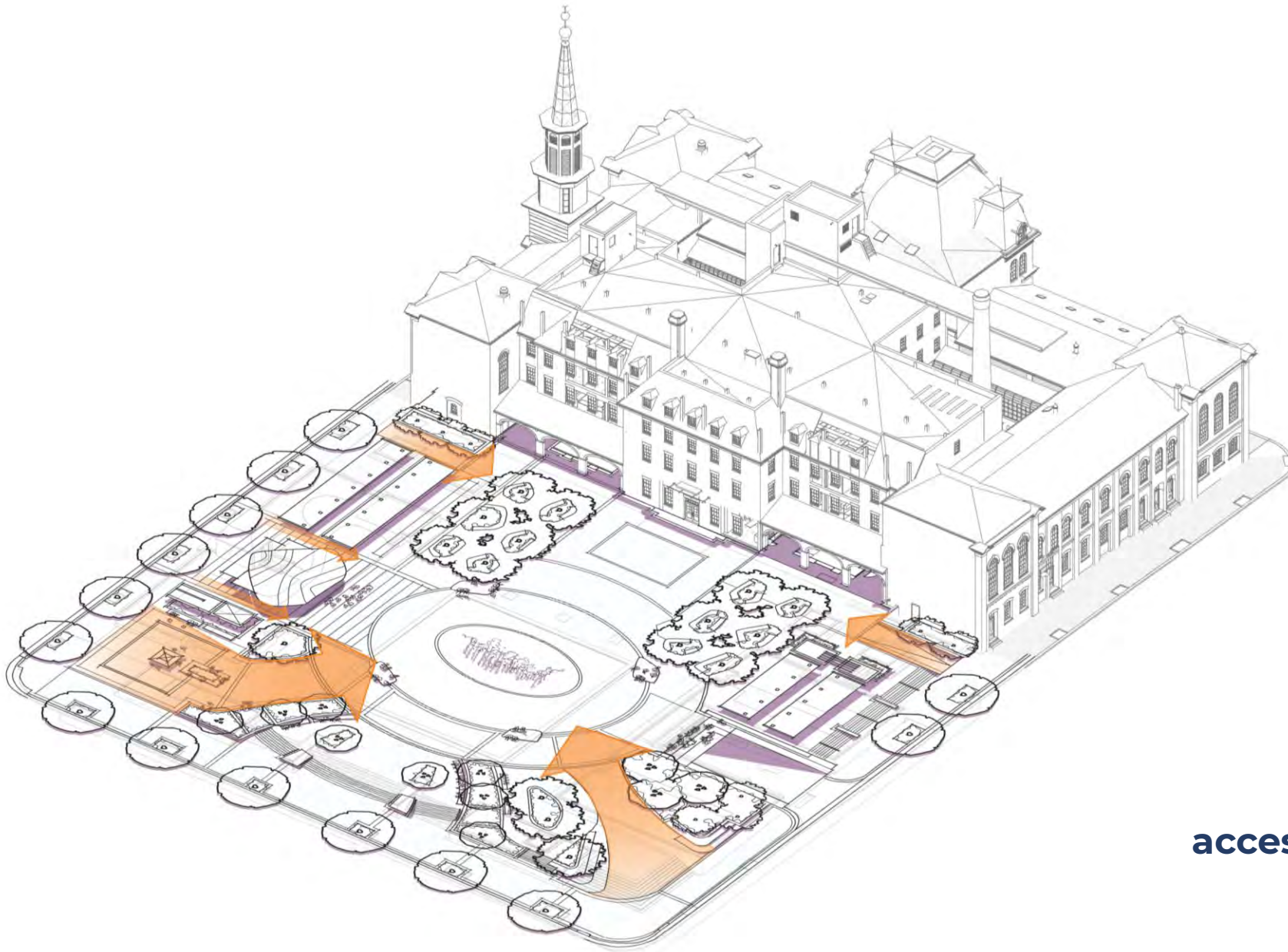
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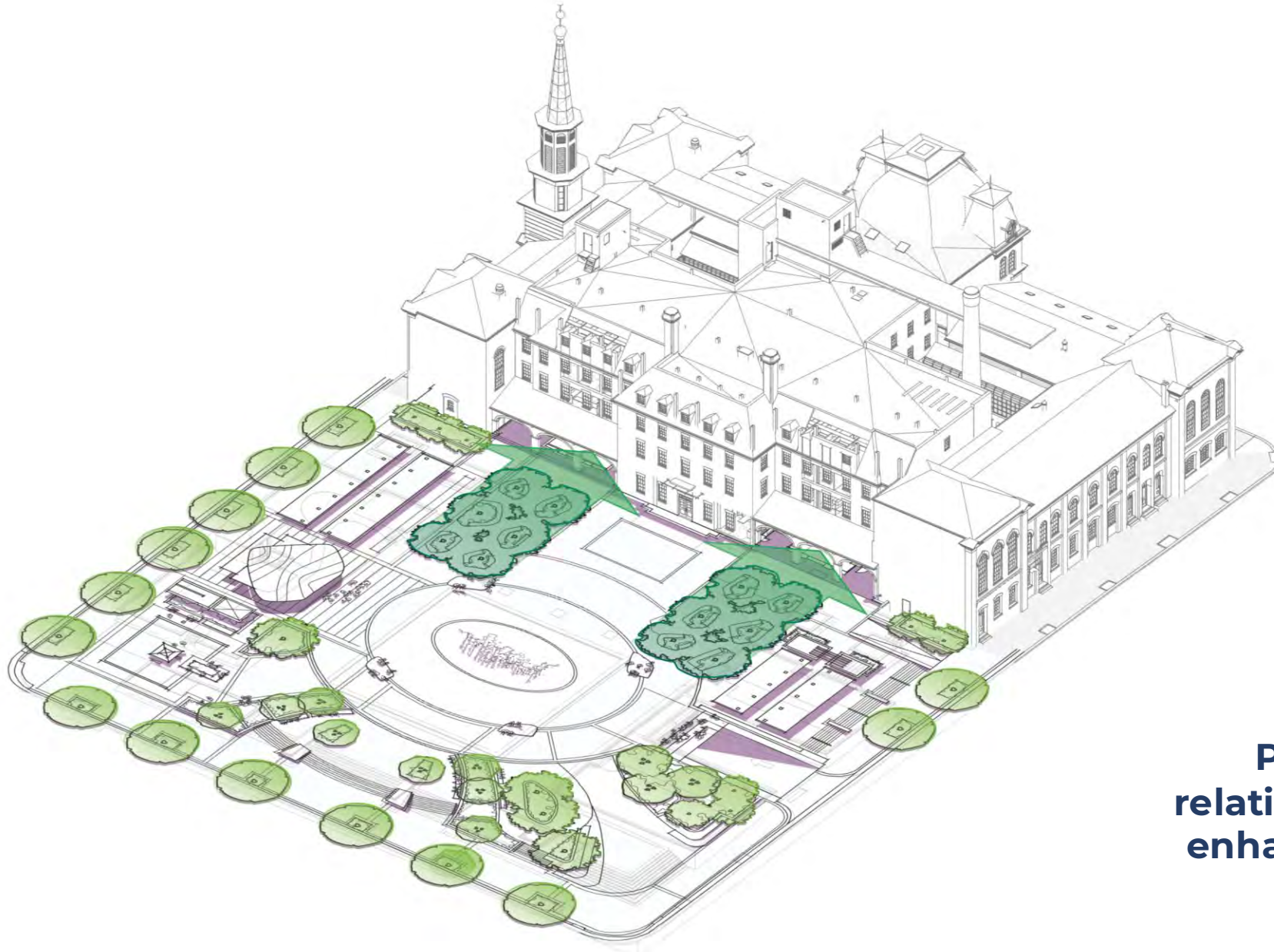
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**Increased number of accessible routes all around, for a more welcoming pedestrian experience.**

# Trees

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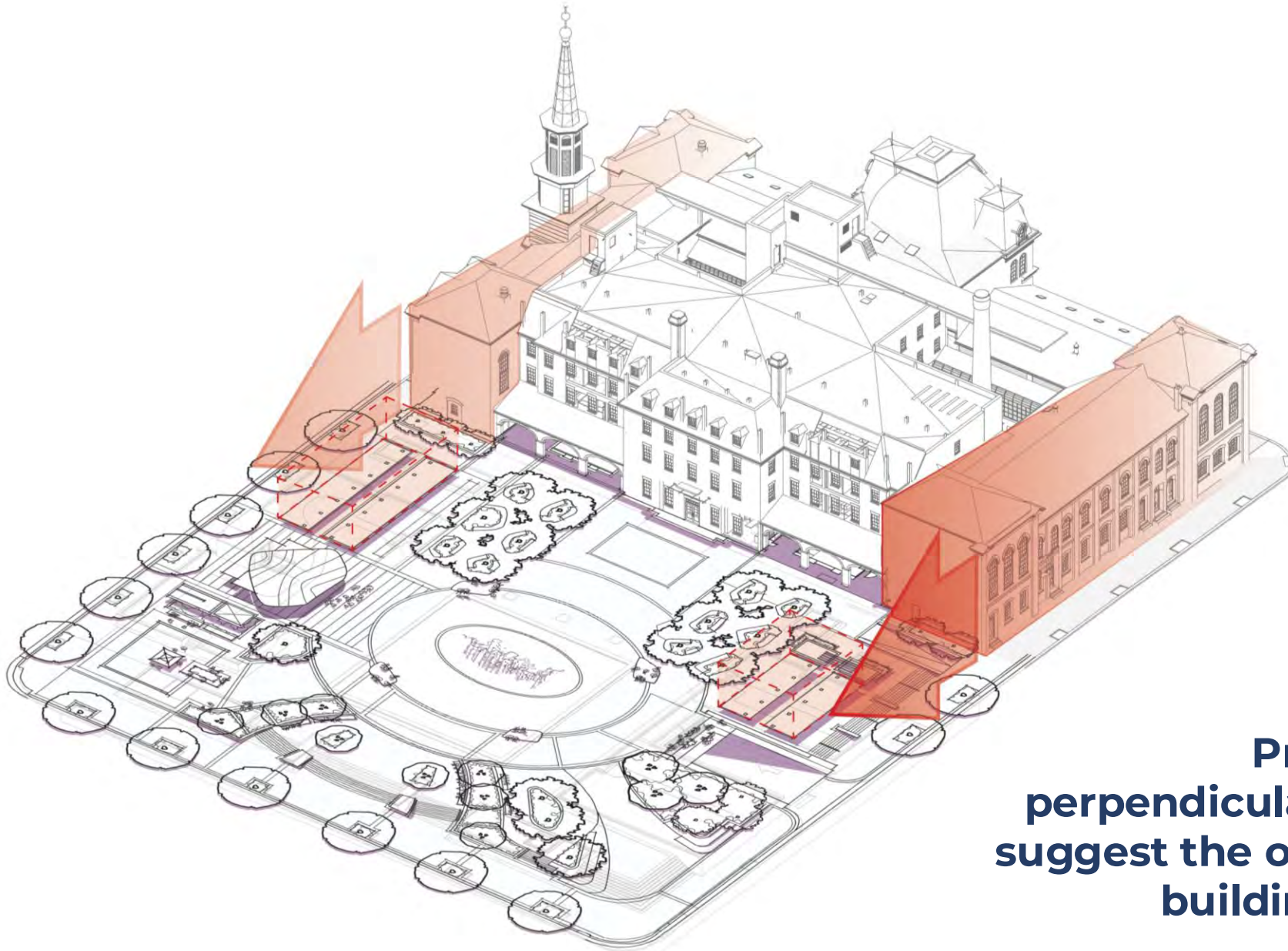


**Proposed tree groves in direct relationship with open courtyards, enhance connections with nature and contribute to feelings of wellness.**



# Urban Wall

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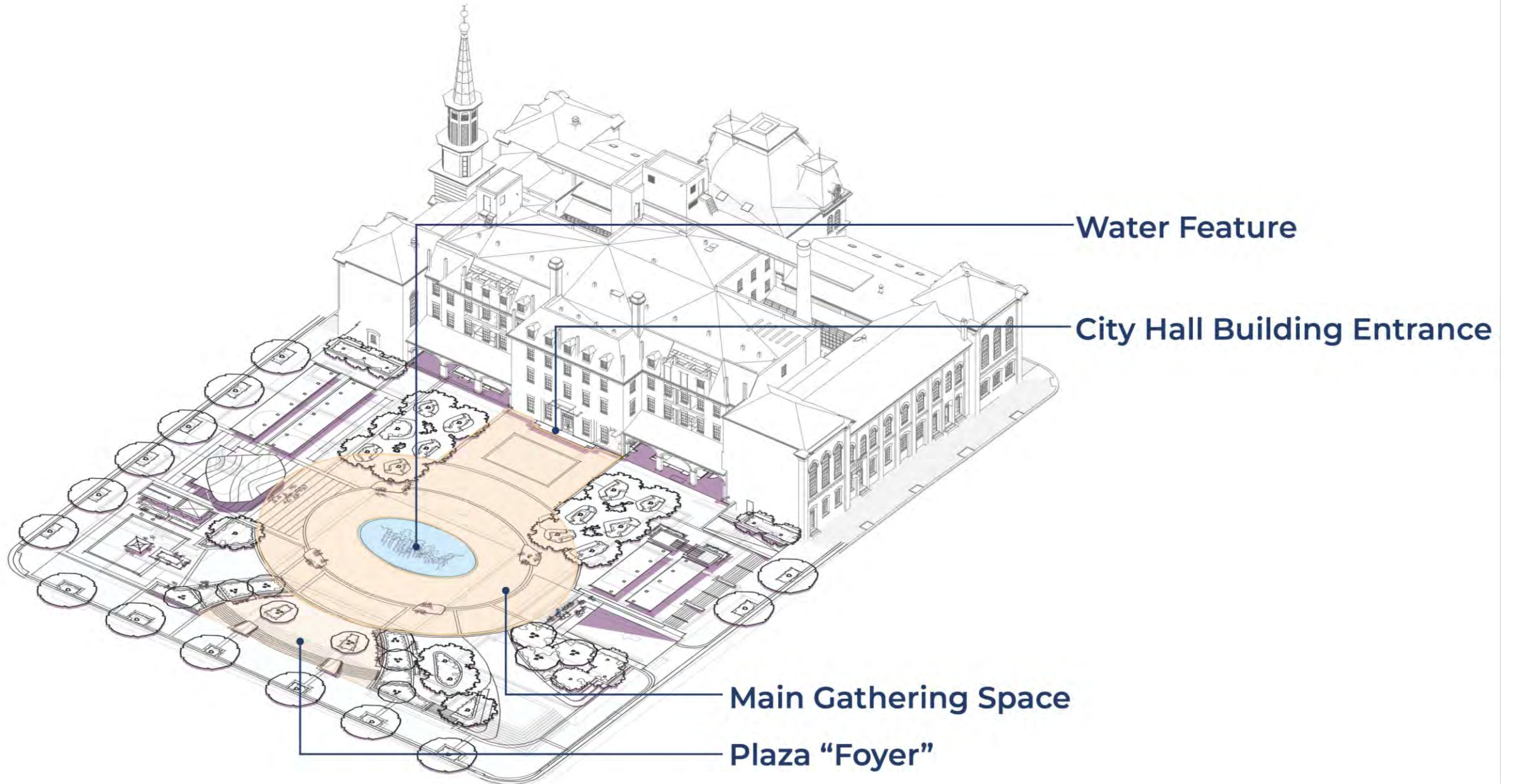


**Proposed shade structures, perpendicular to the building, visually suggest the old urban street wall when buildings existed on this block.**



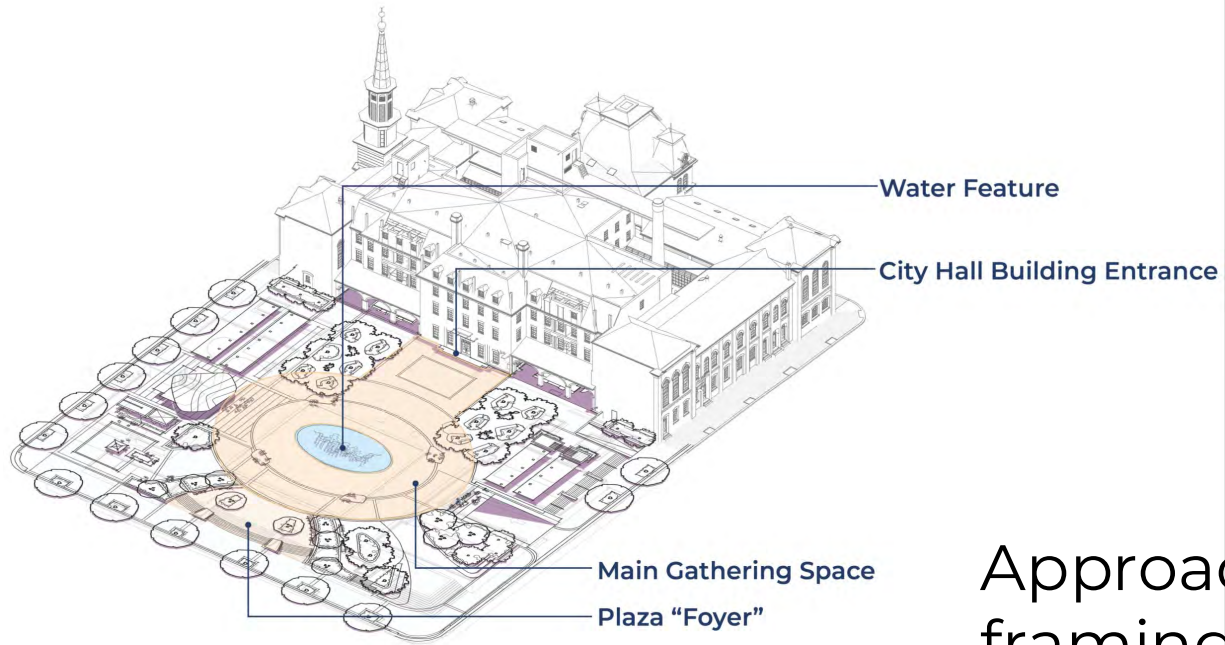
# Centerpiece

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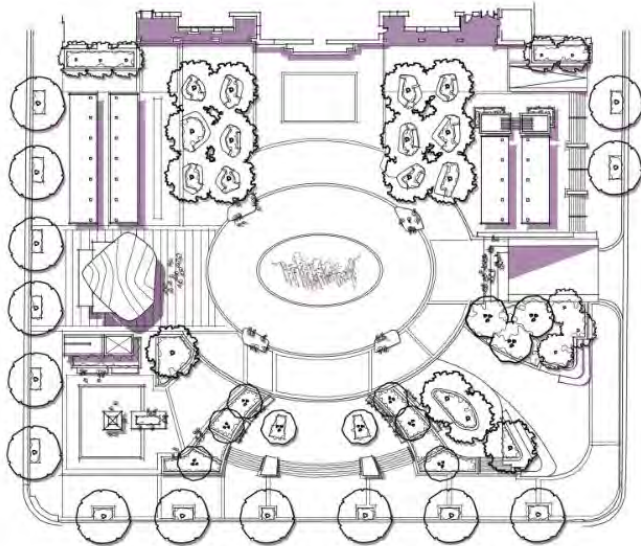


# Rate Concept 2 (1-Like, 2-Neutral, 3-Dislike)

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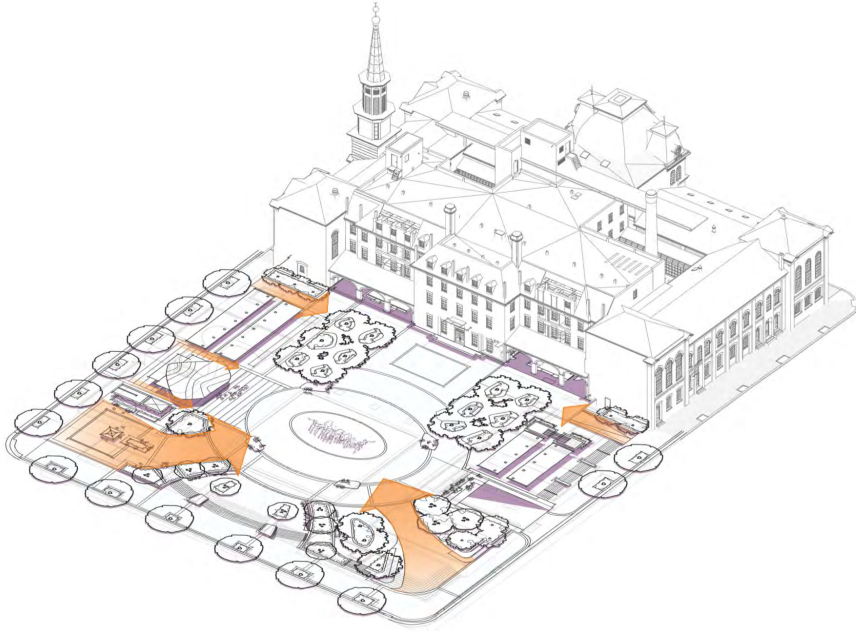
Approach from King Street and framing of the entrance to City Hall



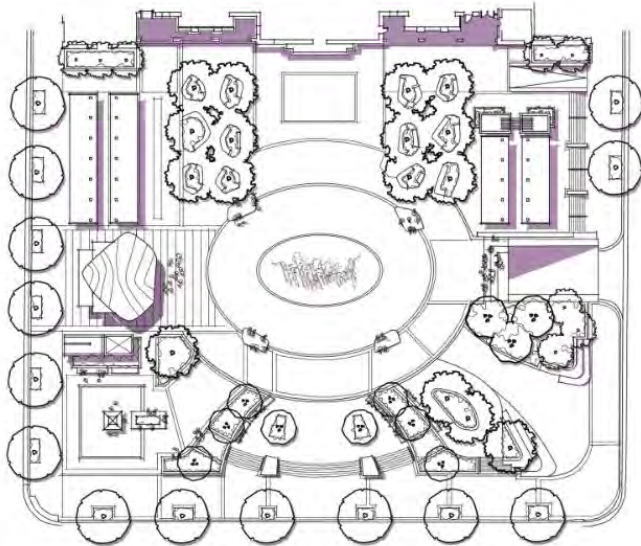


# Rate Concept 2 (1-Like, 2-Neutral, 3-Dislike)

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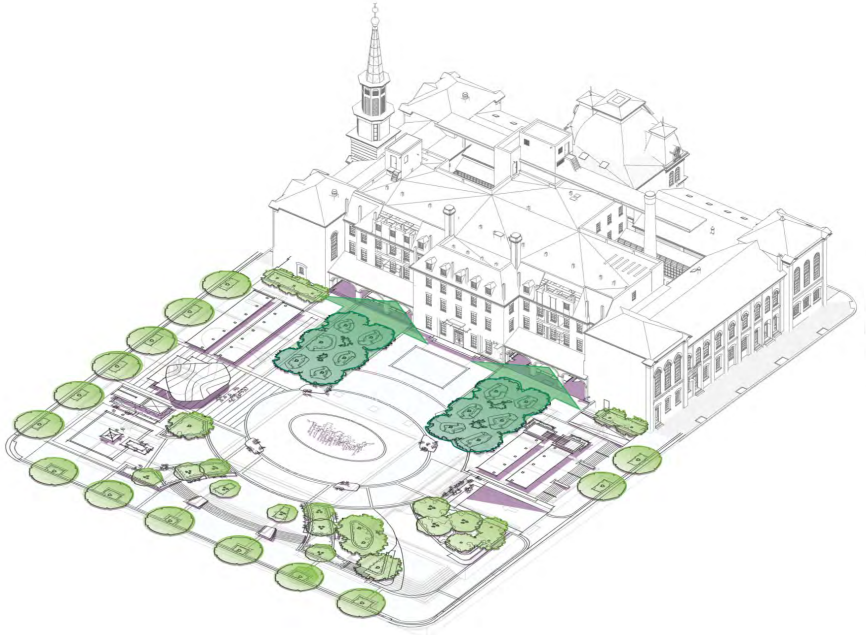
Accessible entrance points around  
Market Square



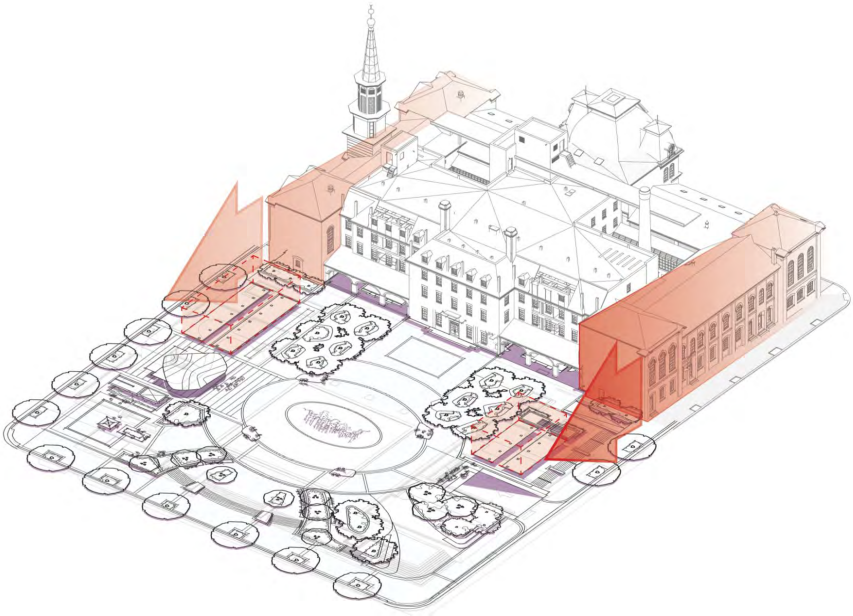


## Rate Concept 2 (1-Like, 2-Neutral, 3-Dislike)

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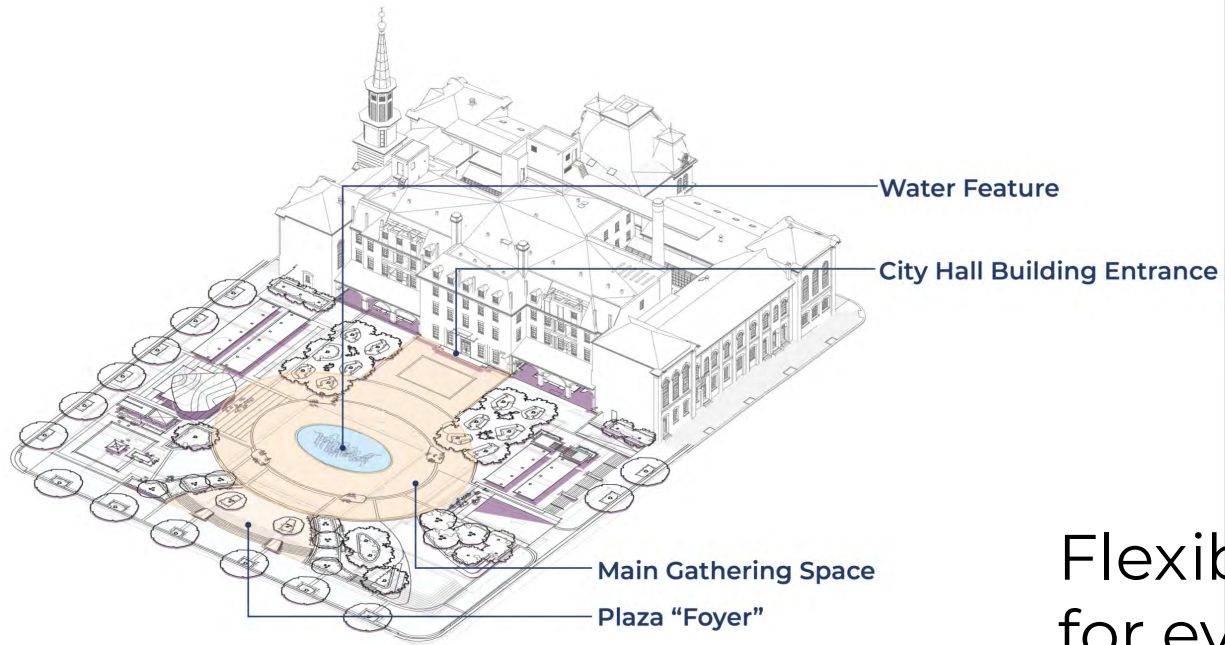


Mix of shade from trees and  
shade structures

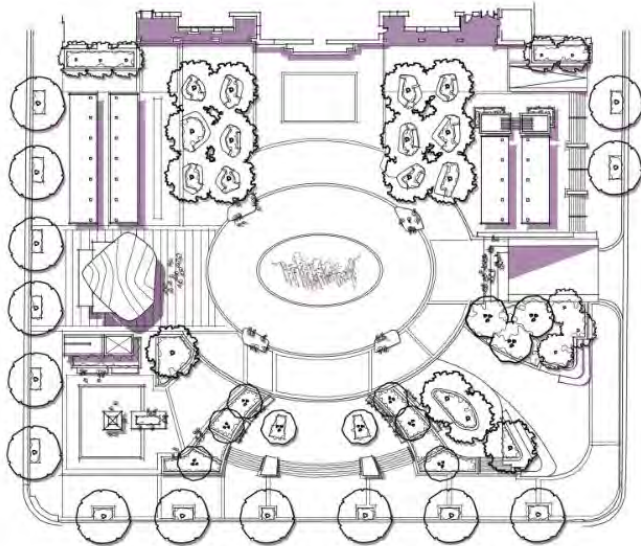


# Rate Concept 2 (1-Like, 2-Neutral, 3-Dislike)

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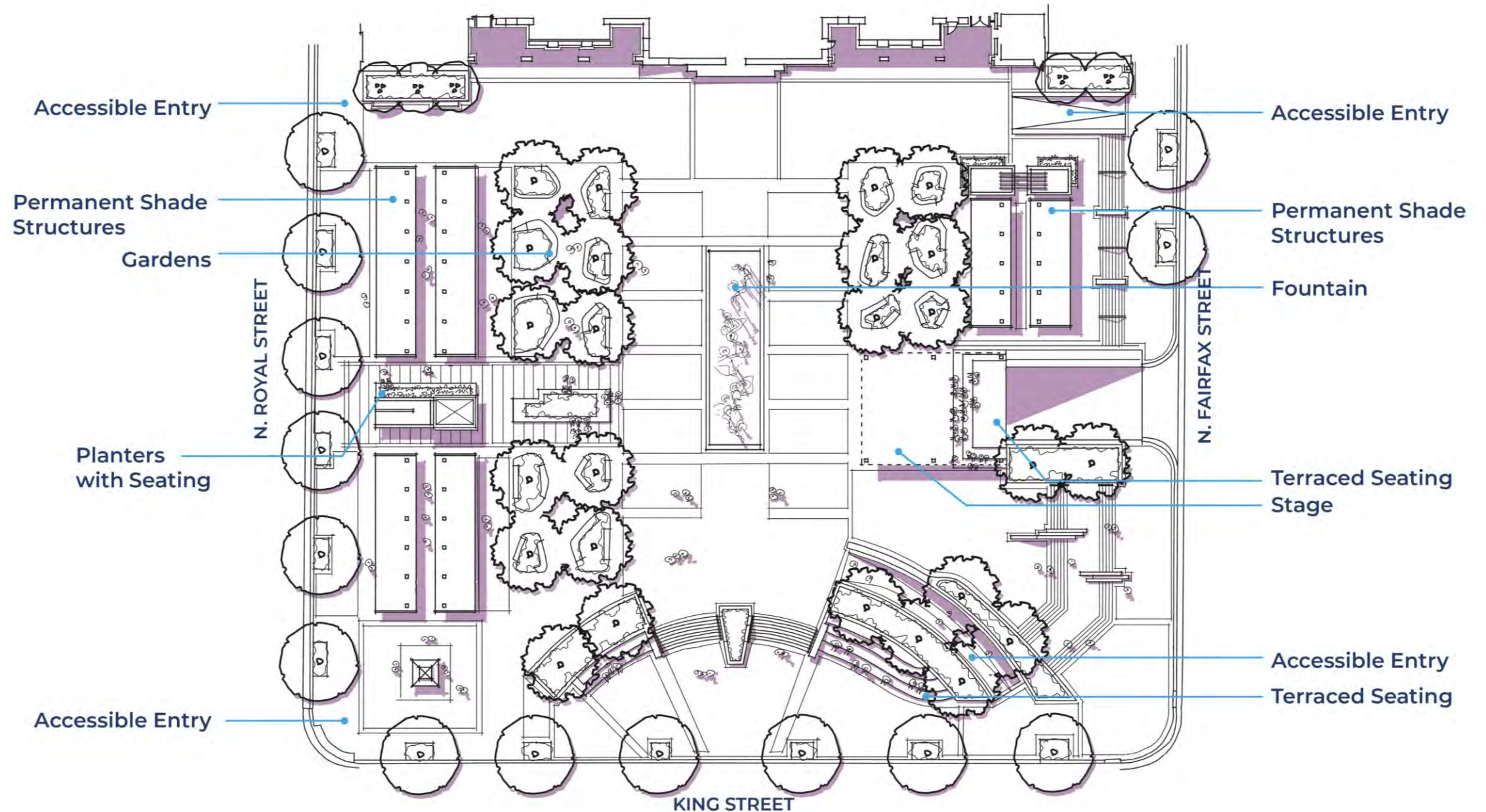


Flexibility of central gathering space  
for everyday use and special events





# Concept 4





# Concept 4 – Character Sketch

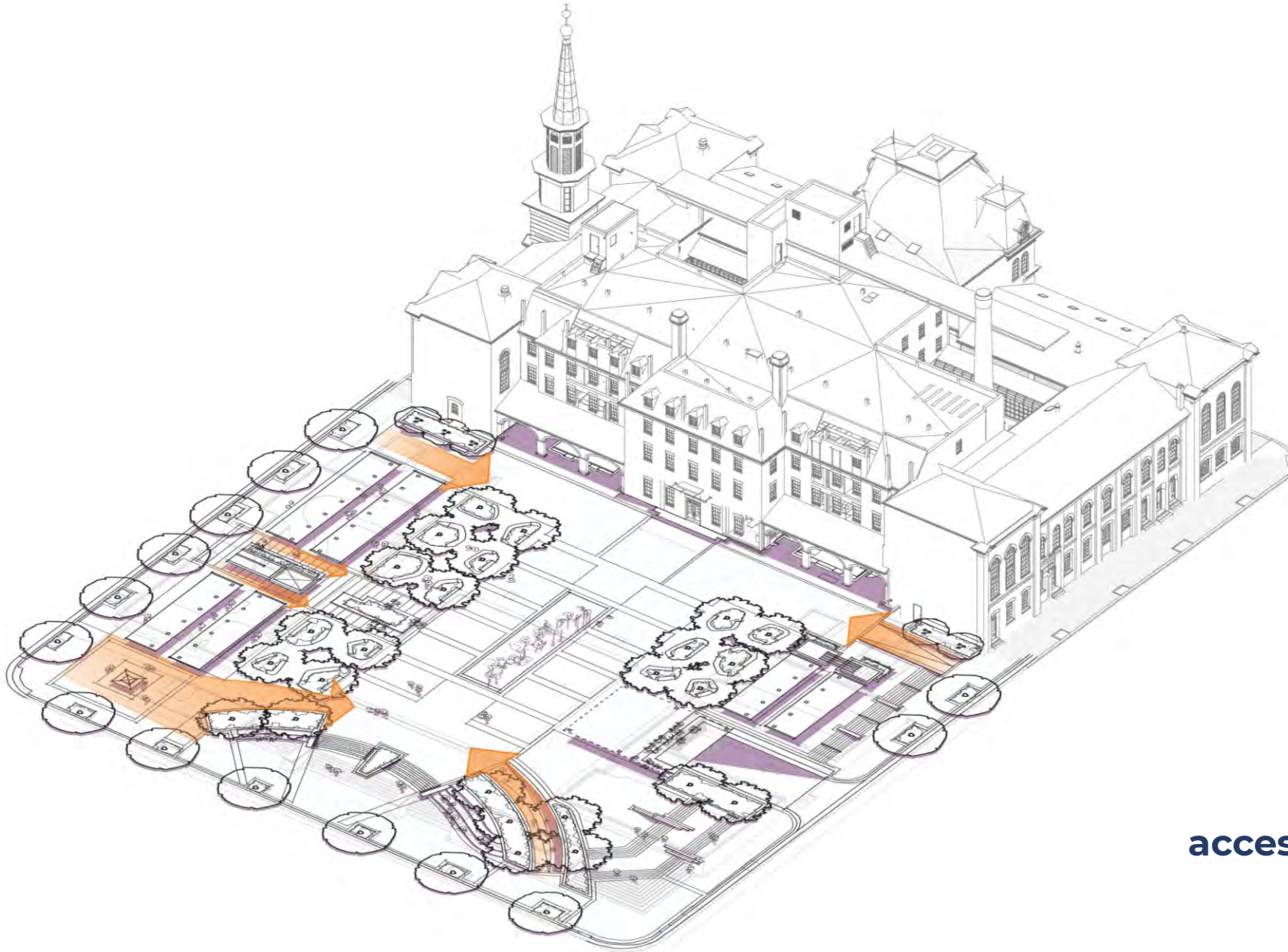
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# Accessibility

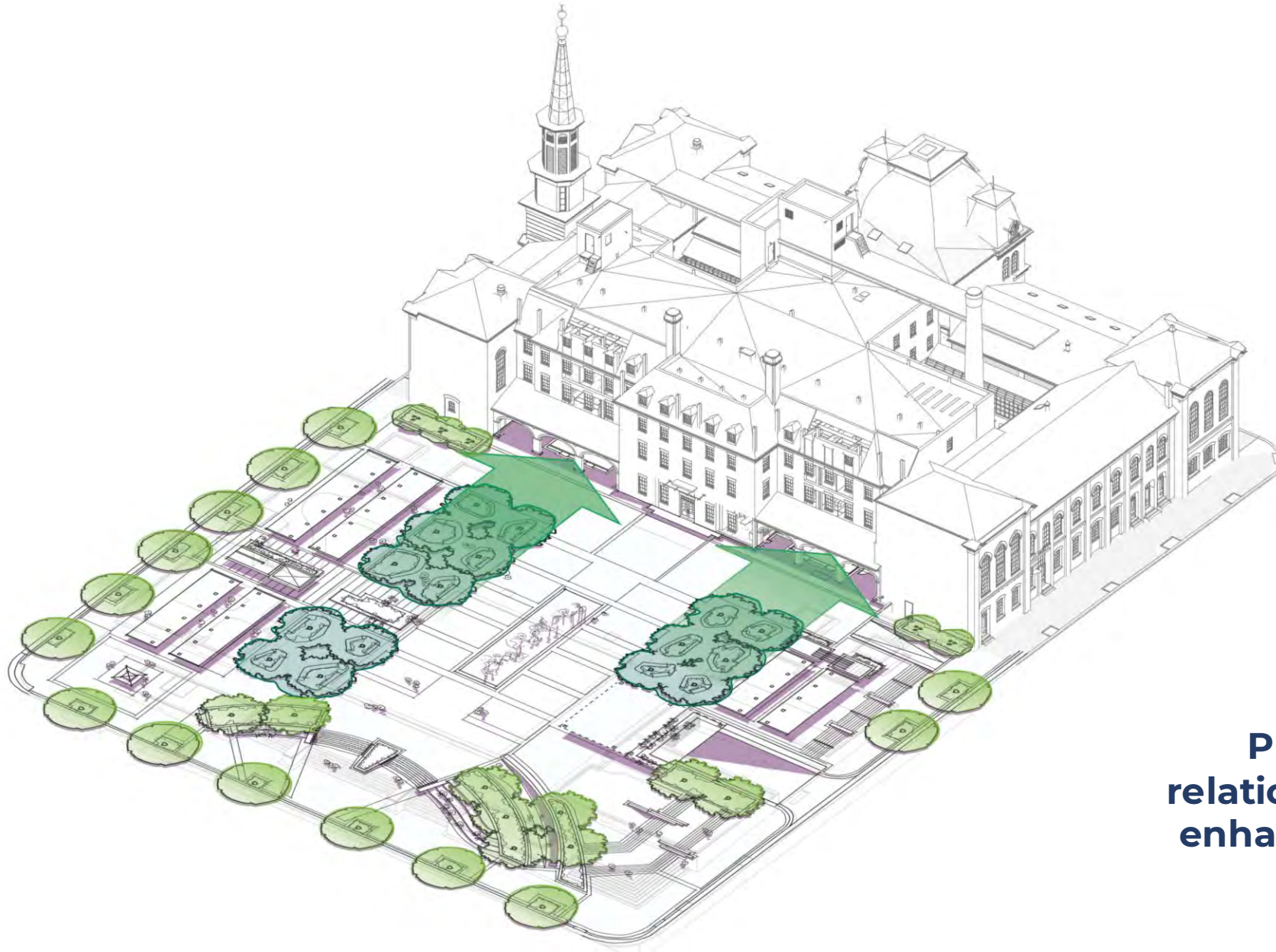
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**Increased number of  
accessible routes all around, for a  
more welcoming pedestrian  
experience.**

# Trees

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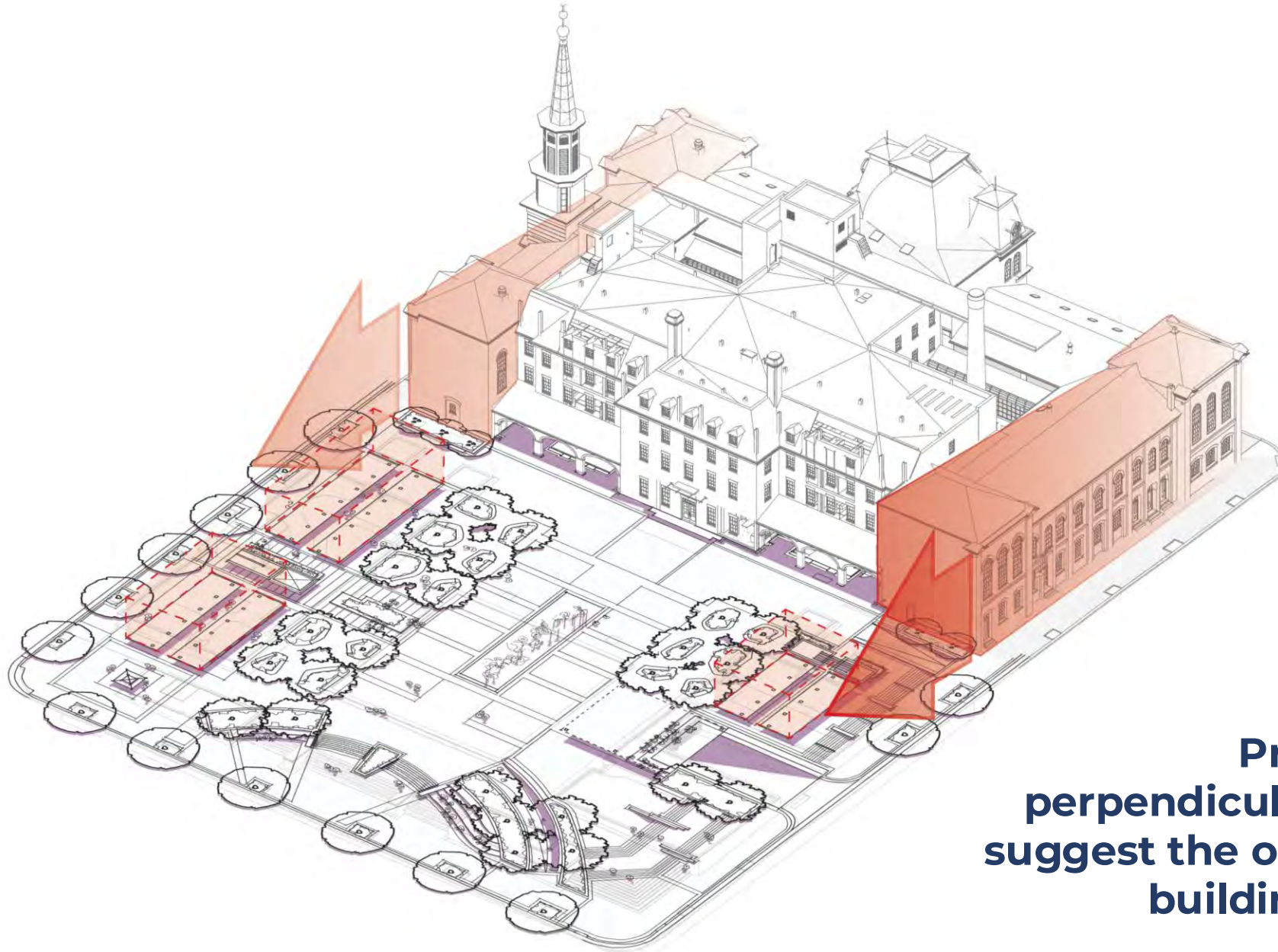


**Proposed tree groves in direct relationship with open courtyards, enhance connections with nature and contribute to feelings of wellness.**



# Urban Wall

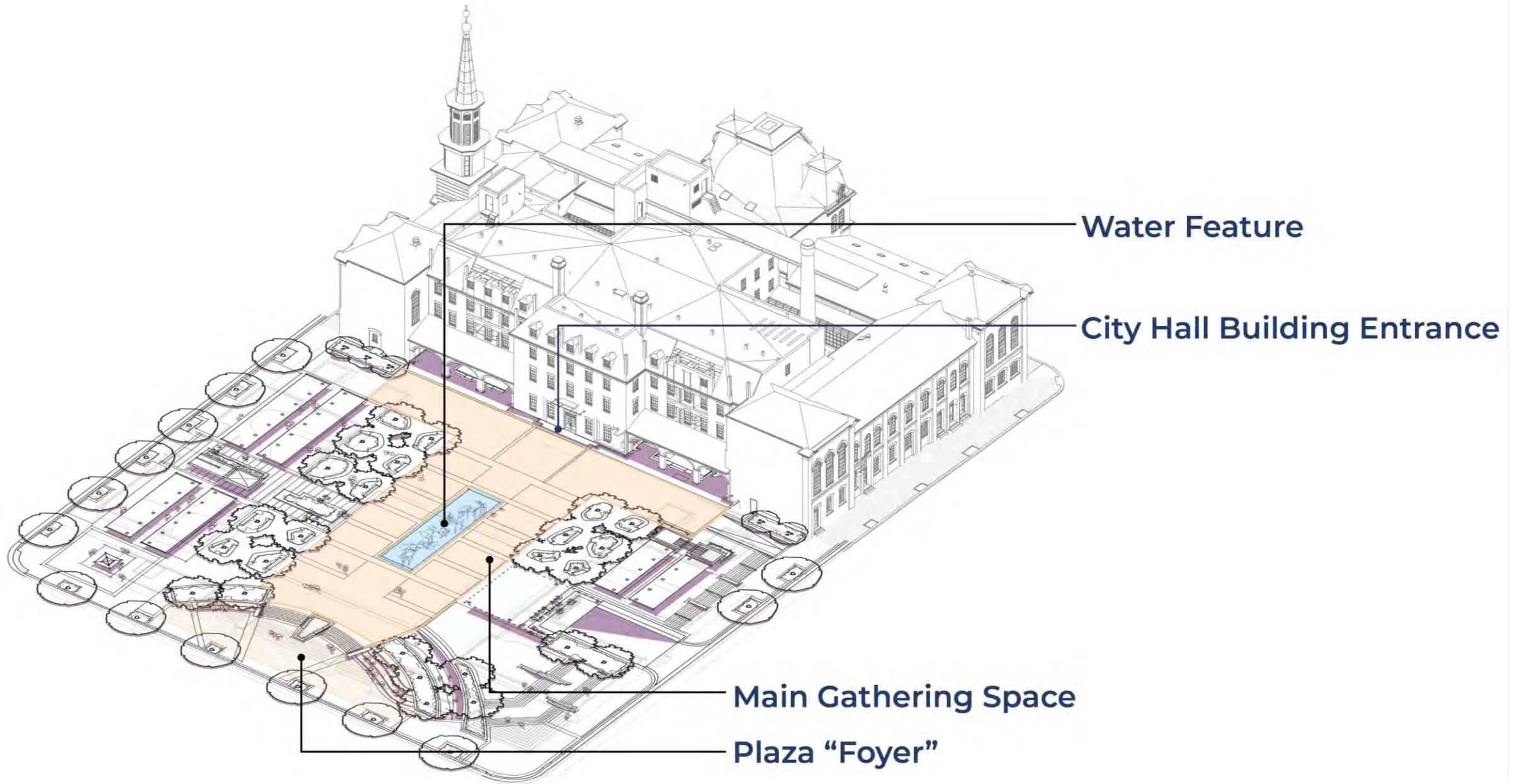
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**Proposed shade structures, perpendicular to the building visually suggest the old urban street wall when buildings existed on this block.**

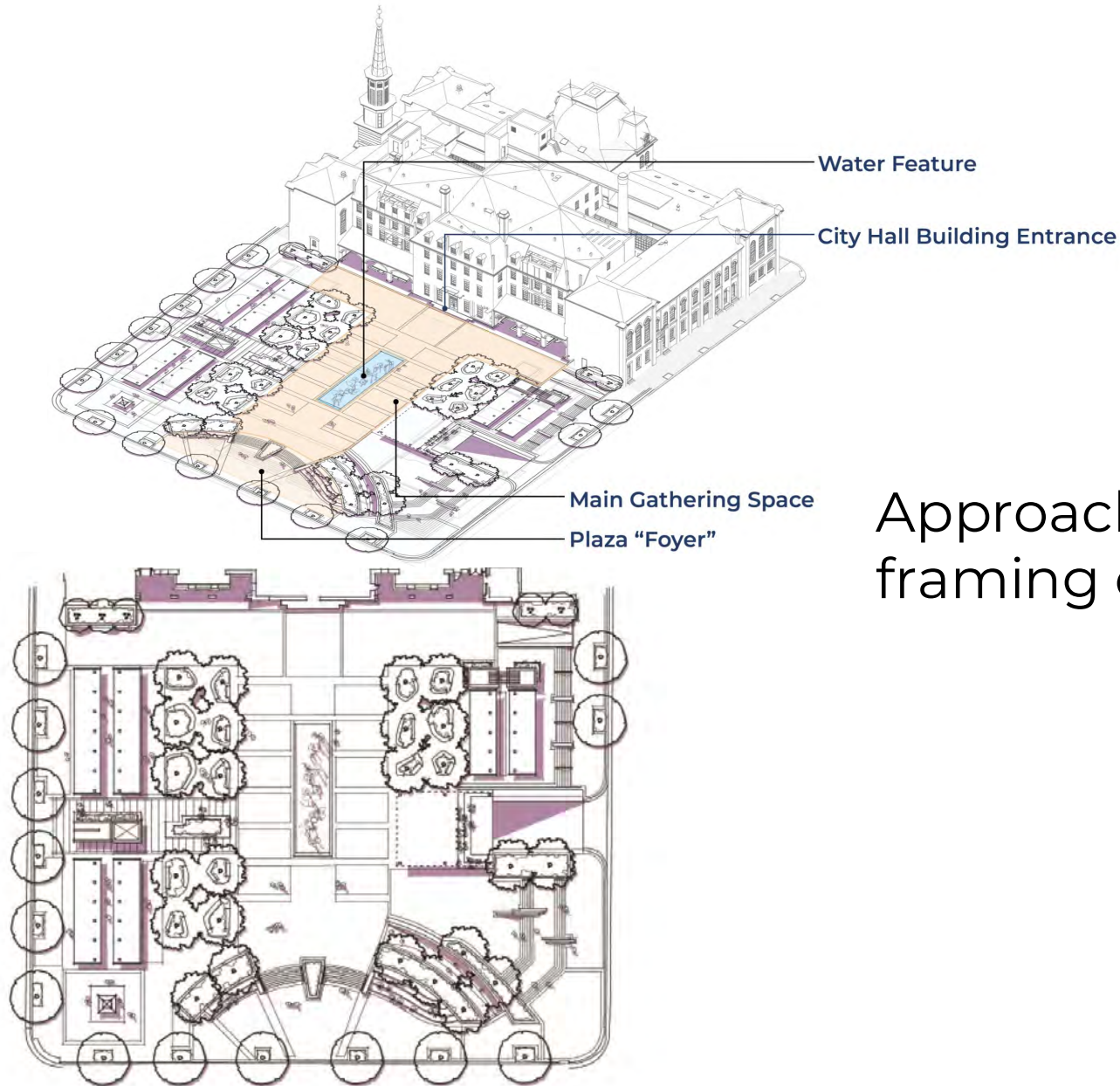
# Centerpiece

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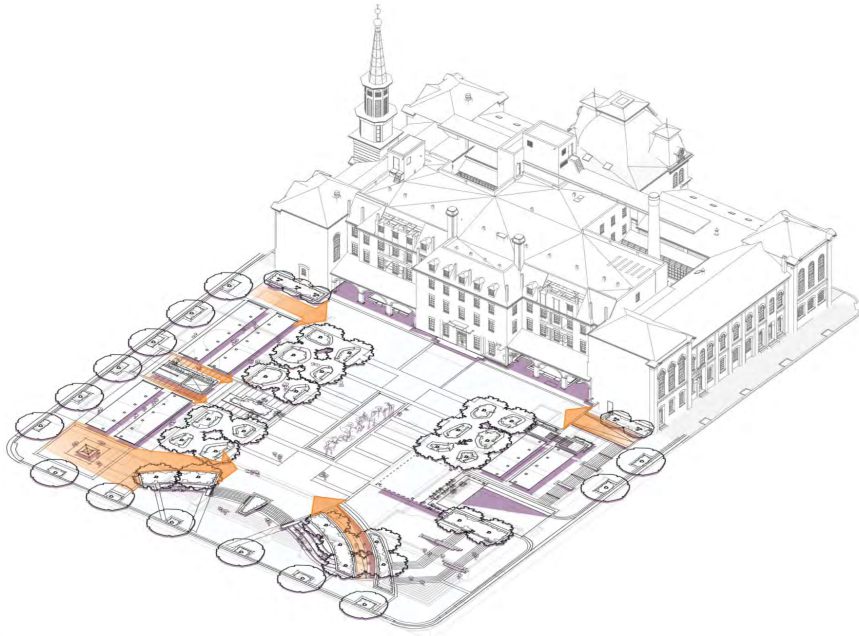
# Rate Concept 4 (1-Like, 2-Neutral, 3-Dislike)



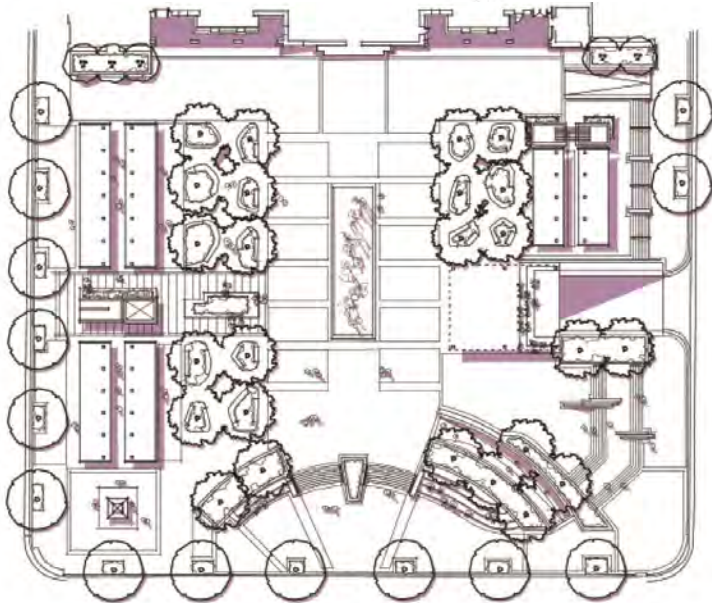
Approach from King Street and framing of the entrance to City Hall

# Rate Concept 4 (1-Like, 2-Neutral, 3-Dislike)

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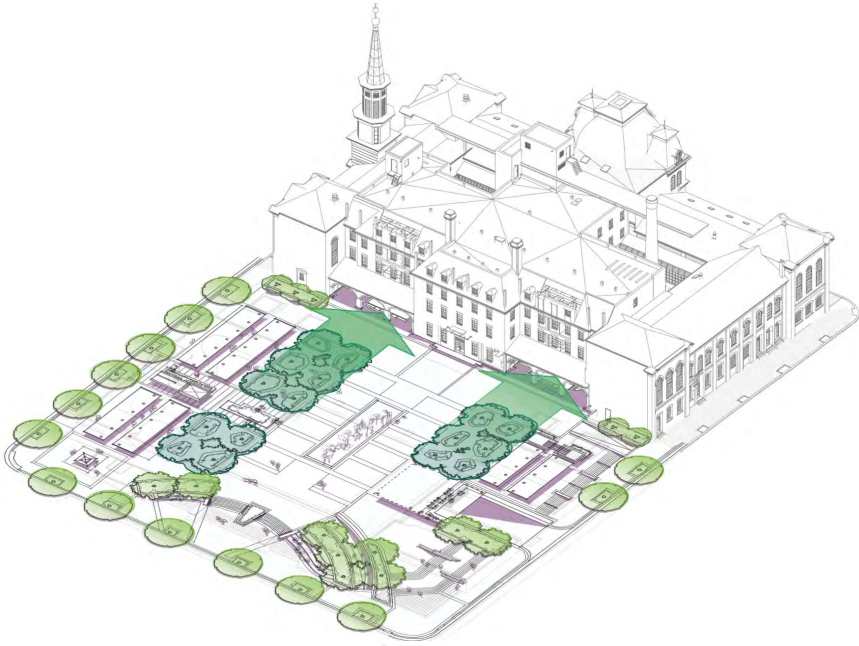
Accessible entrance points around  
Market Square



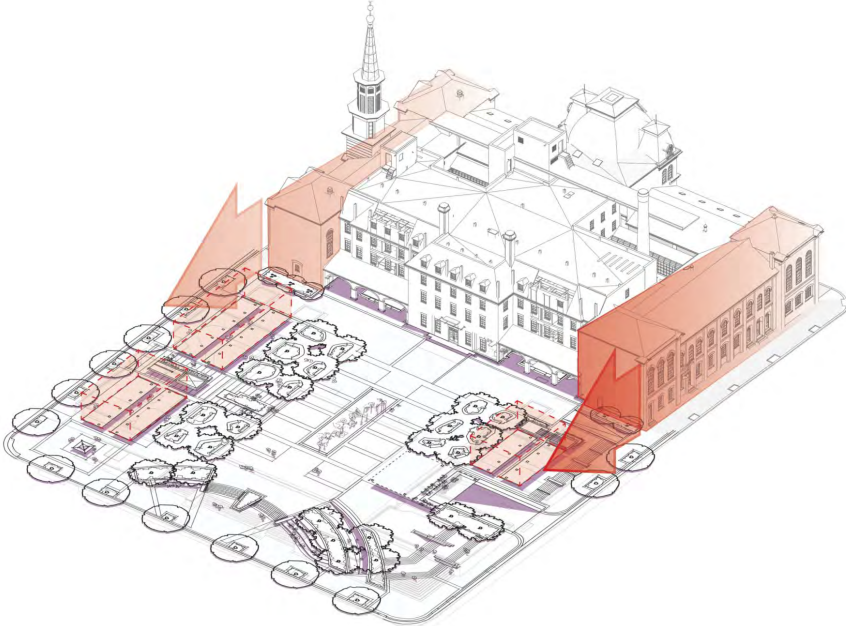


# Rate Concept 4 (1-Like, 2-Neutral, 3-Dislike)

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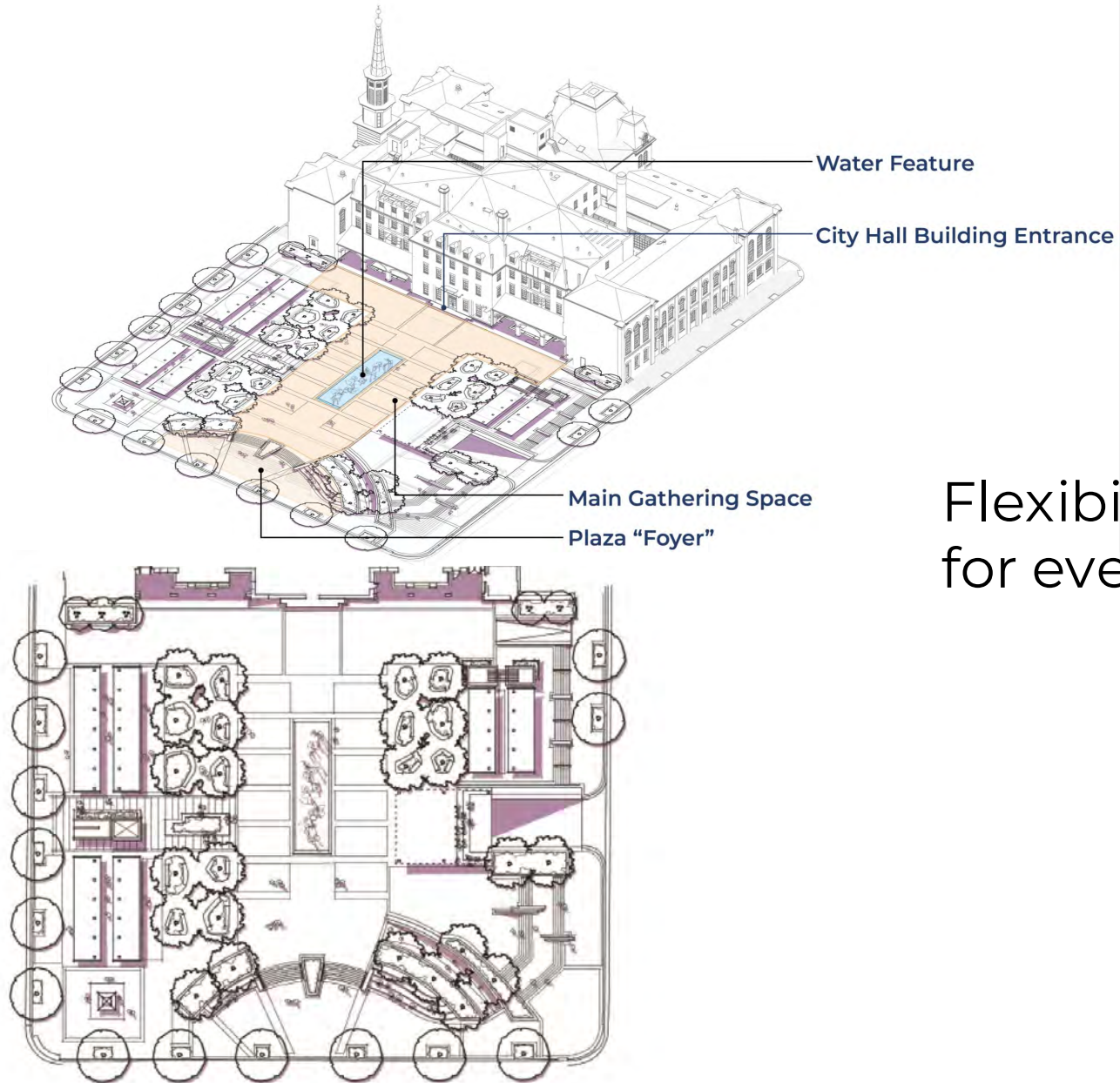


Mix of shade from trees and  
shade structures



# Rate Concept 4 (1-Like, 2-Neutral, 3-Dislike)

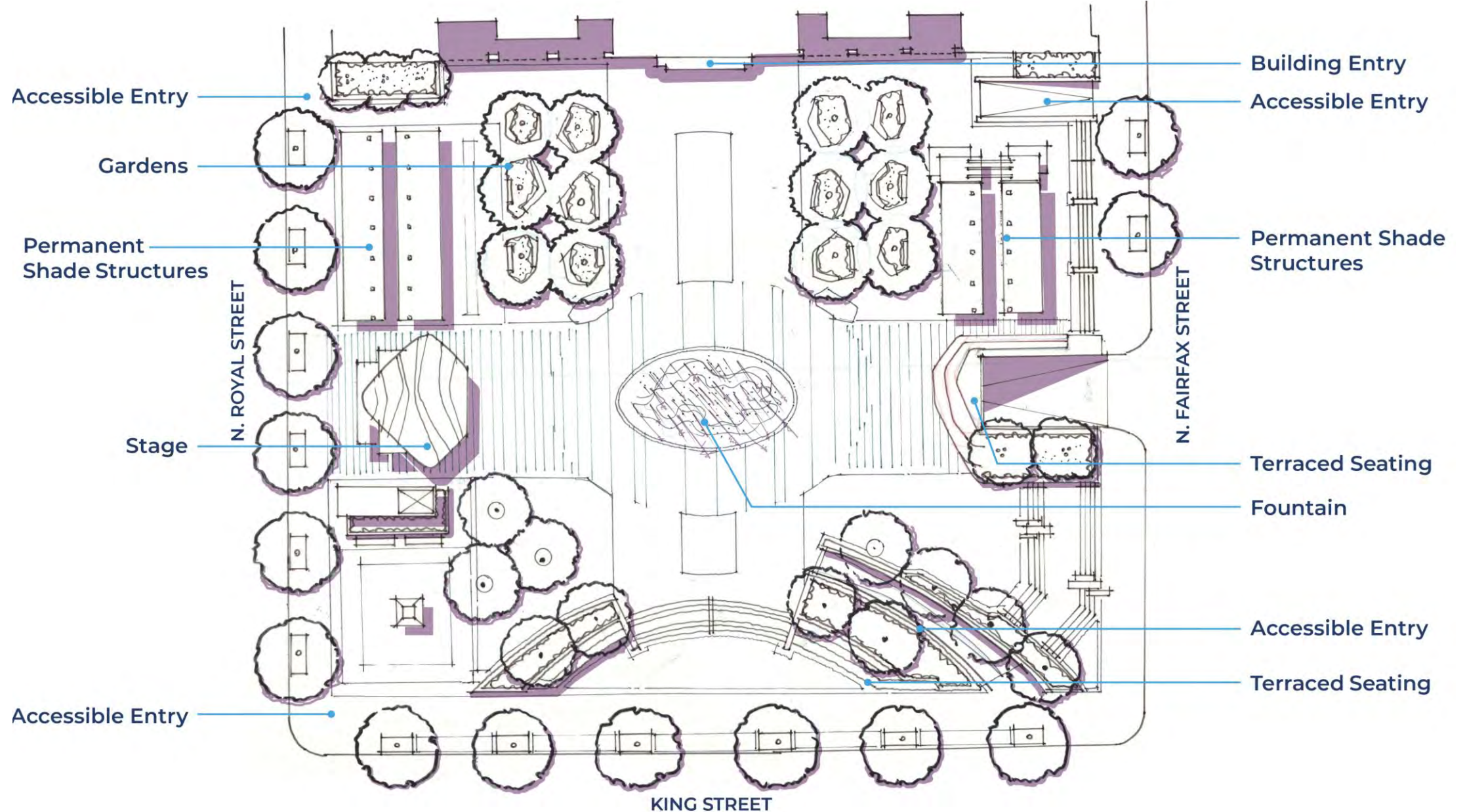
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Flexibility of central gathering space  
for everyday use and special events



# Combined Concept





# Combined Concept – Character Sketch

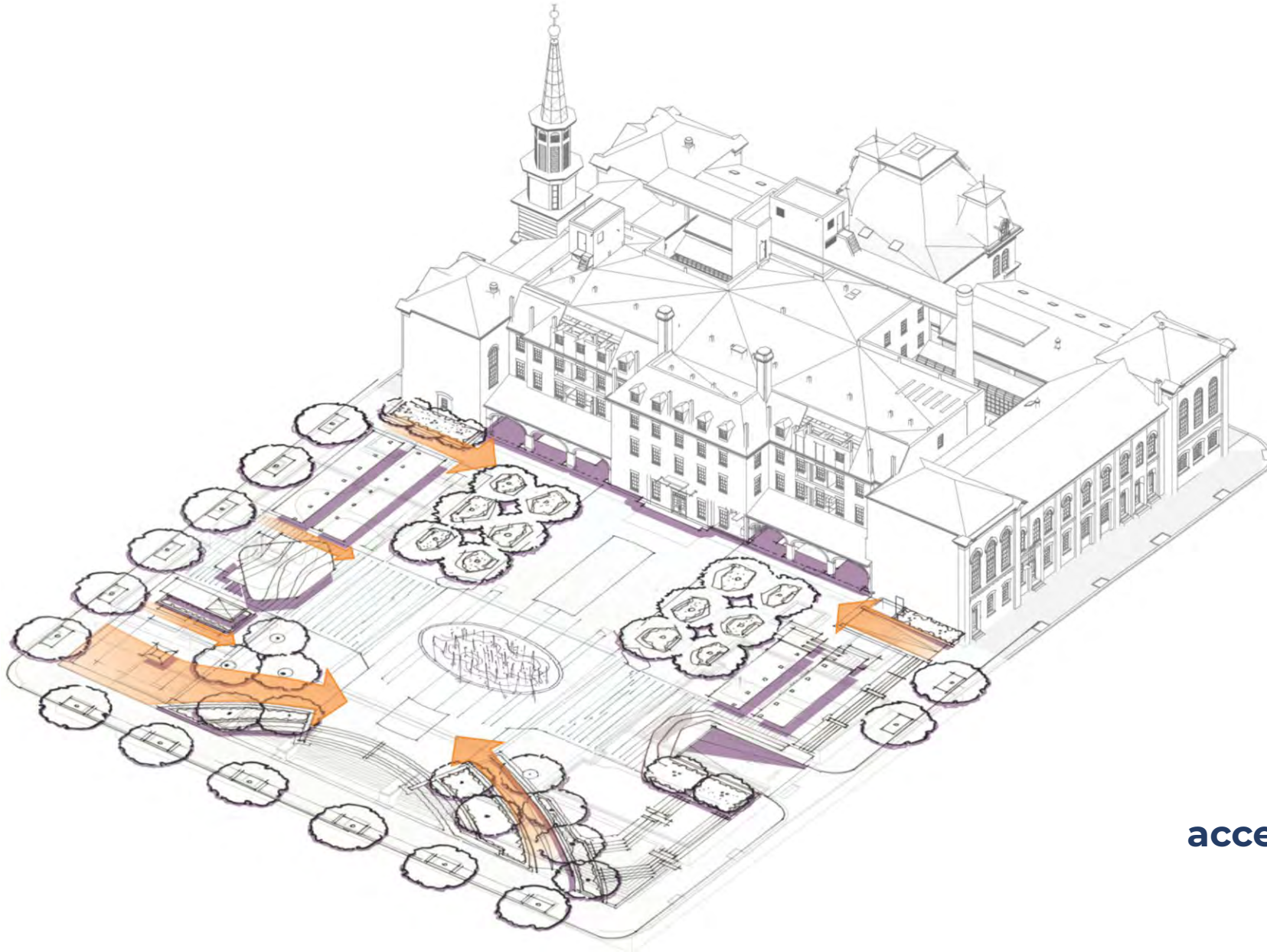
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# Accessibility

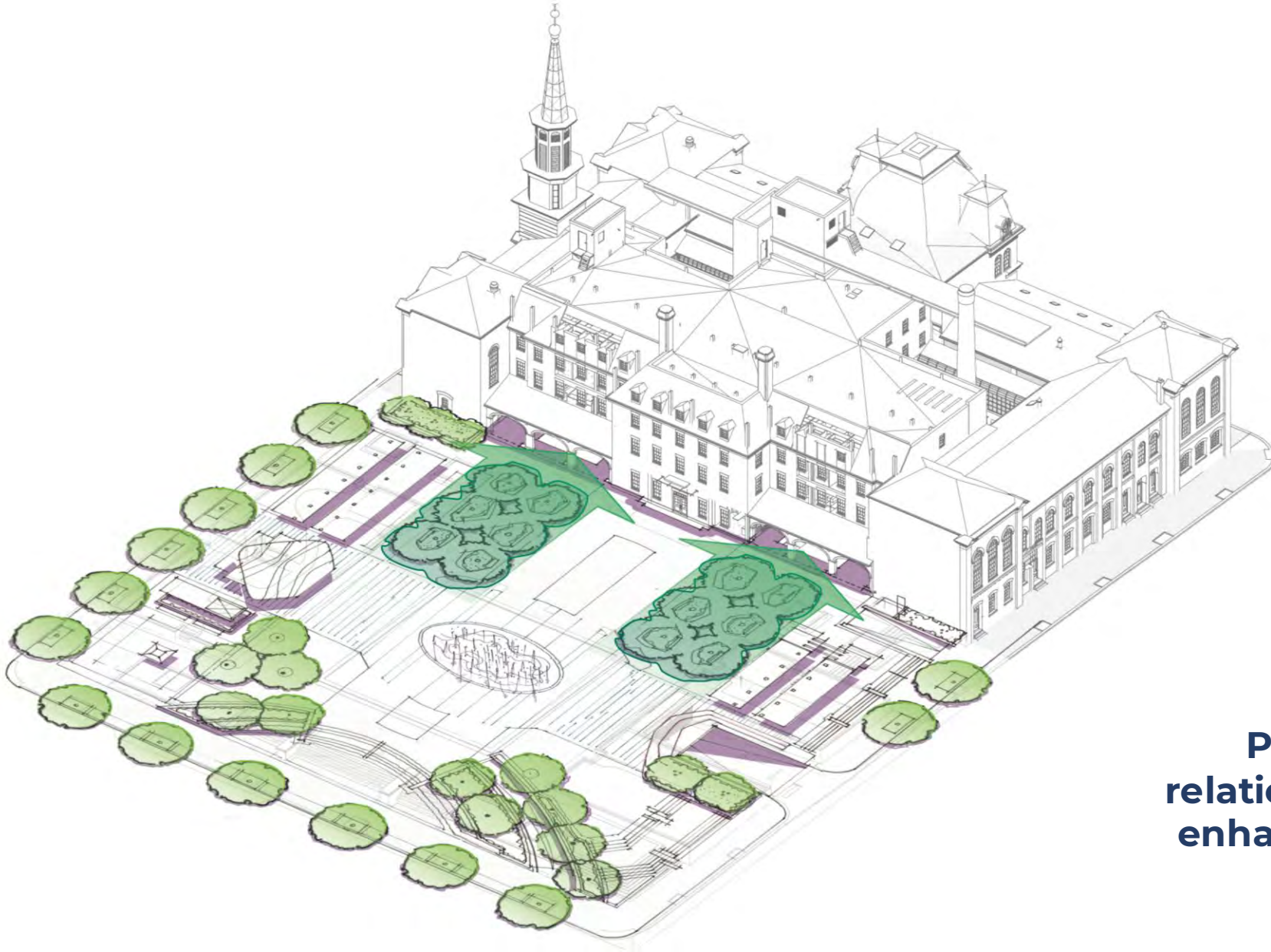
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**Increased number of  
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more welcoming pedestrian  
experience.**

# Trees

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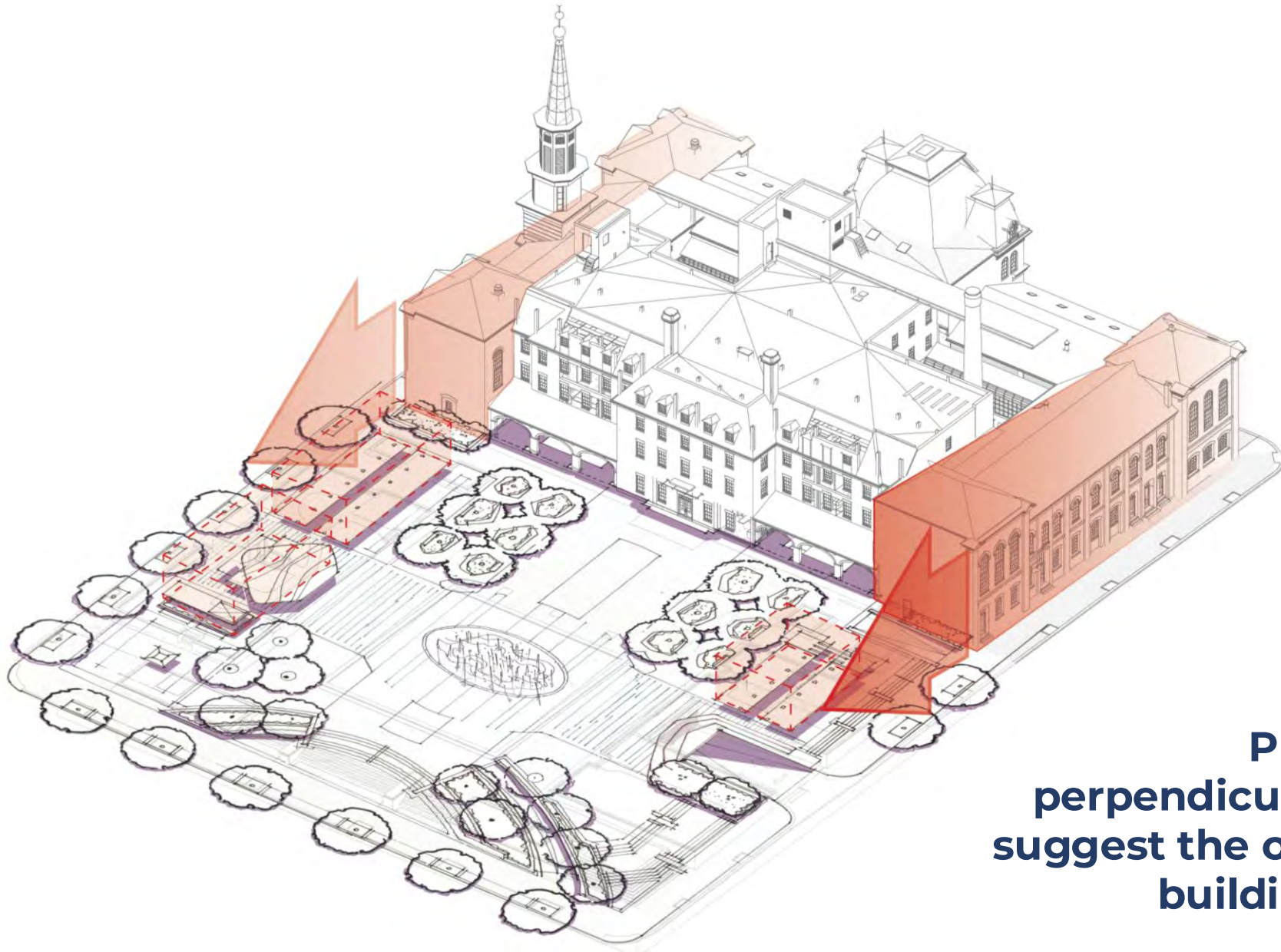


**Proposed tree groves in direct relationship with open courtyards, enhance connections with nature and contribute to feelings of wellness.**



# Urban Wall

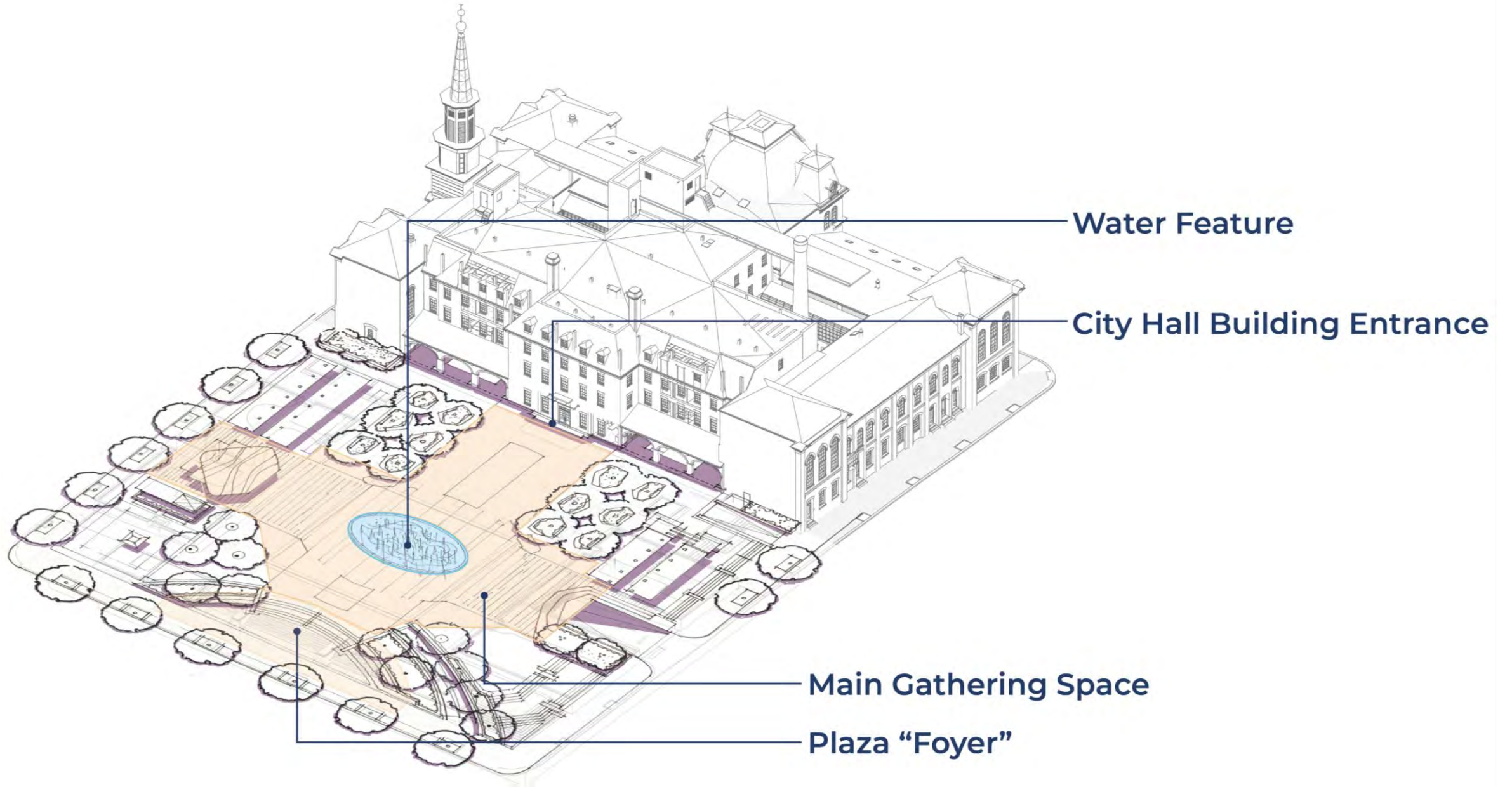
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**Proposed shade structures, perpendicular to the building visually suggest the old urban street wall when buildings existed on this block.**

# Centerpiece

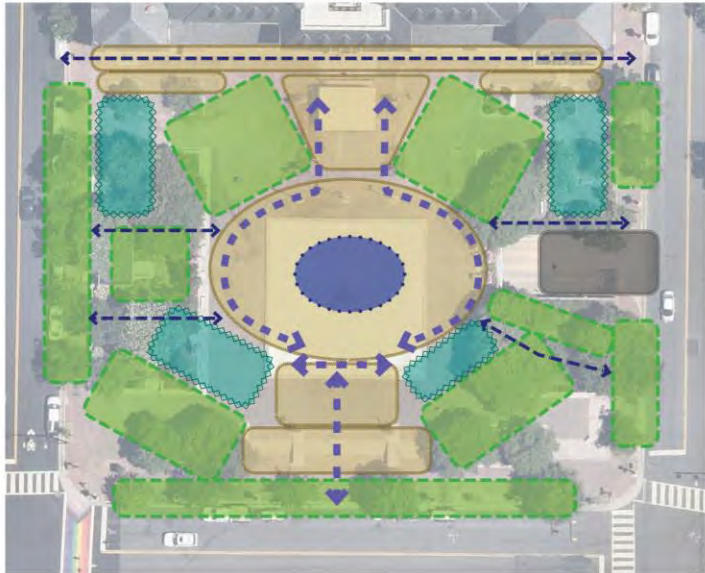
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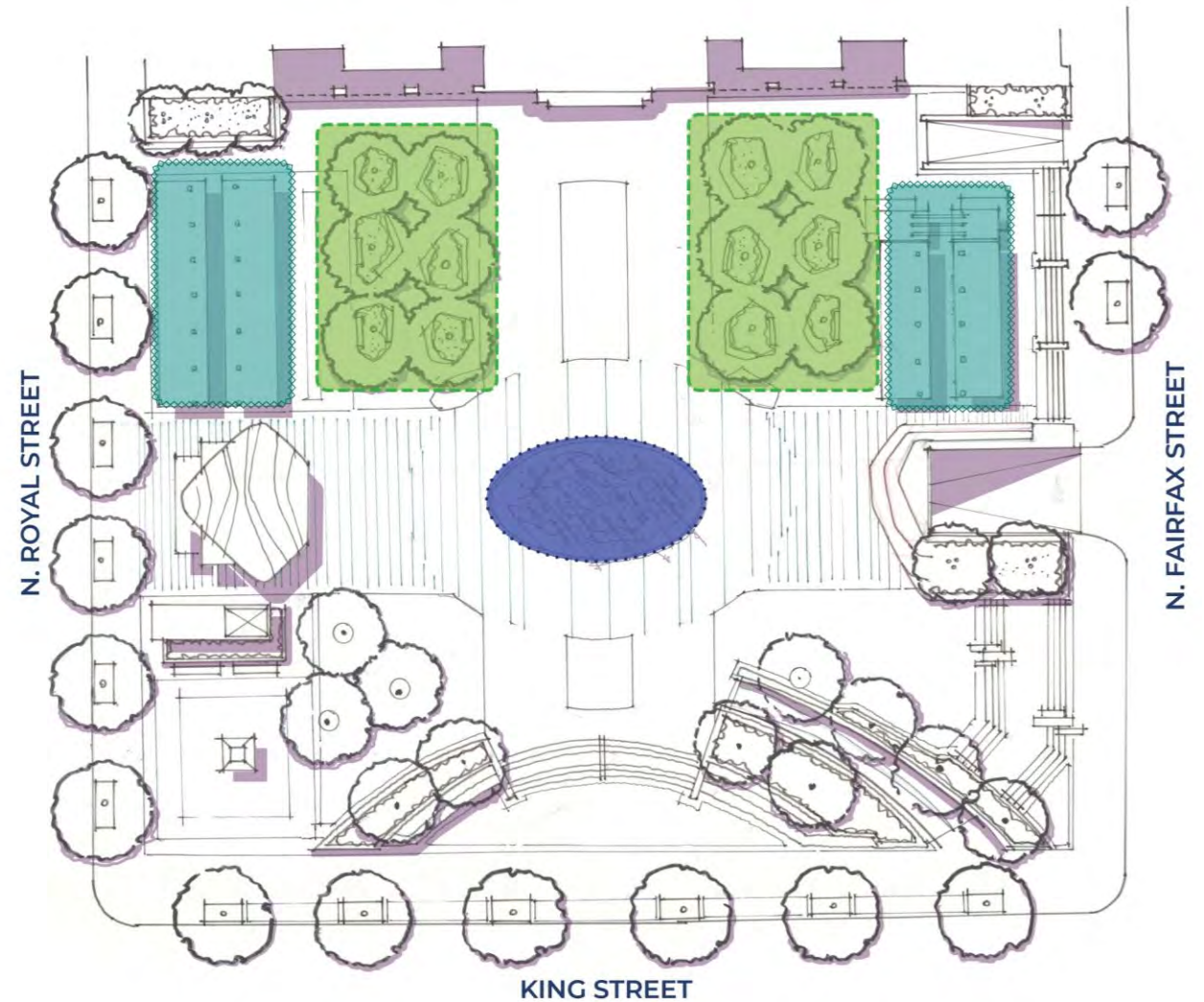
# Combined Concept

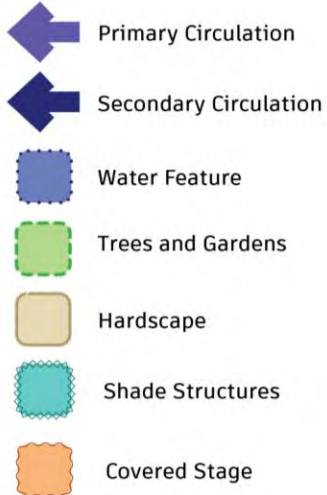
## Concept 2



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

## Combined Concept





N. ROYAL STREET

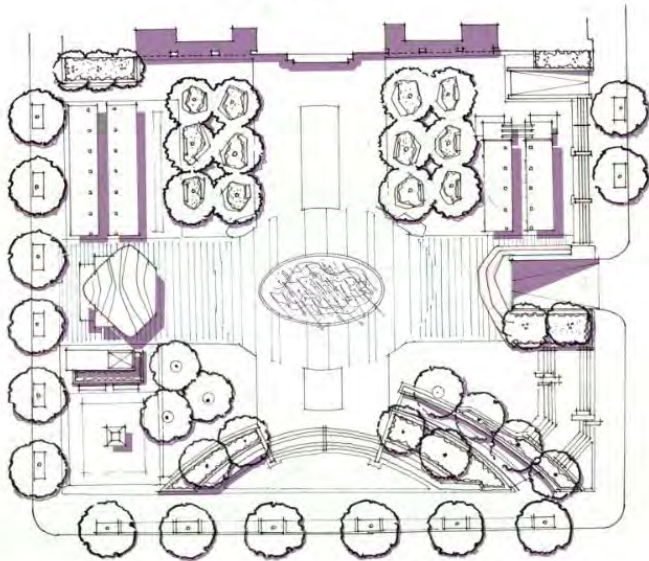
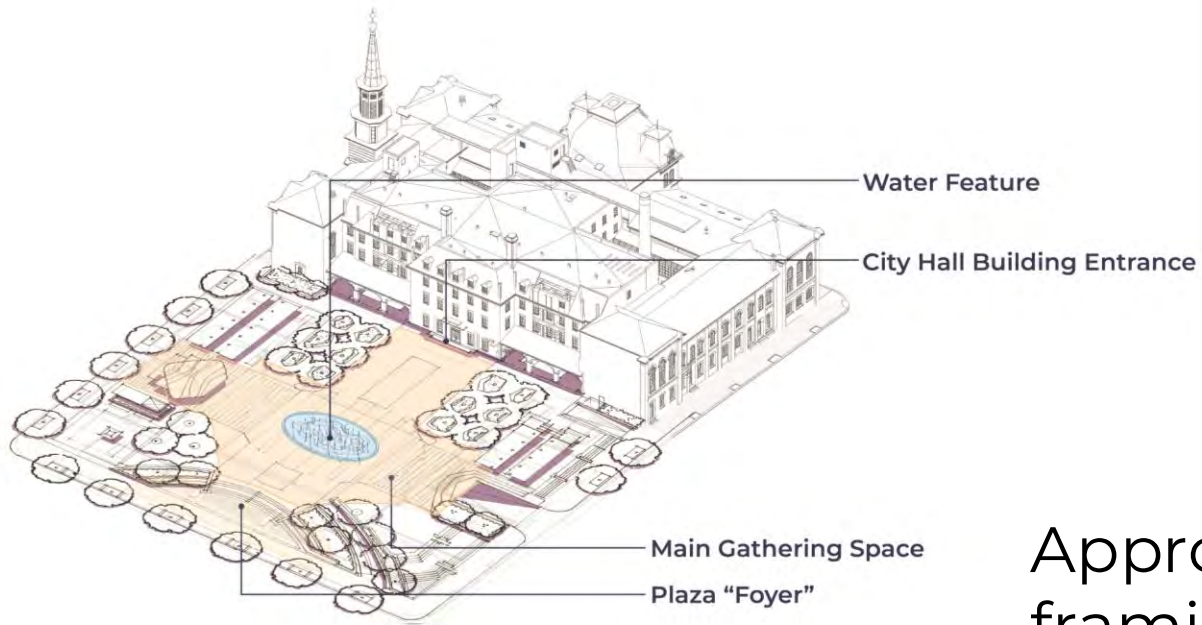
N. FAIRFAX STREET

KING STREET



# Rate the Combined Concept (1-Like, 2-Neutral, 3-Dislike)

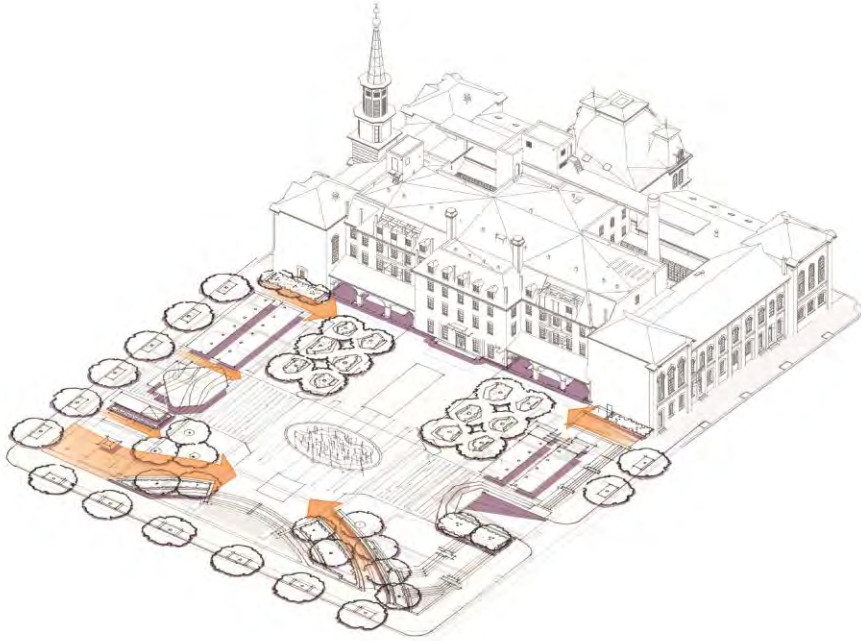
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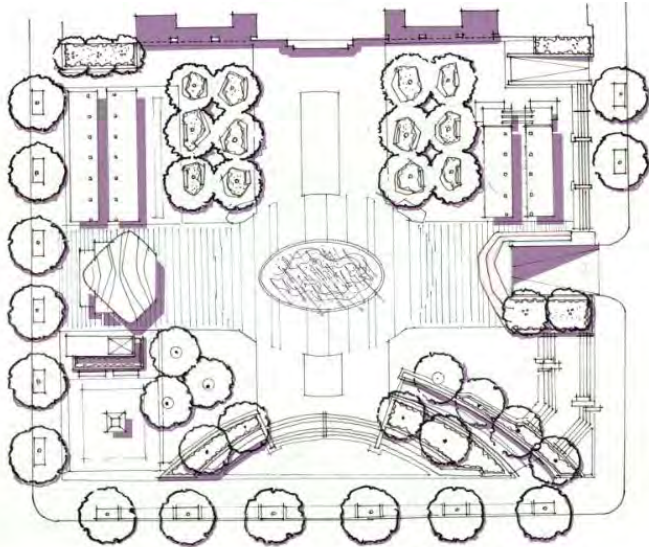
Approach from King Street and framing of the entrance to City Hall

# Rate the Combined Concept (1-Like, 2-Neutral, 3-Dislike)

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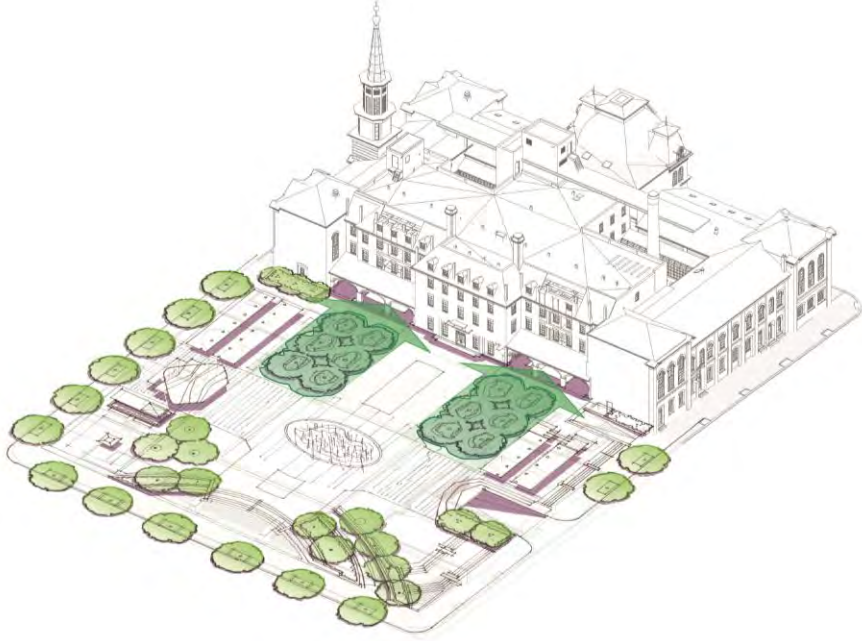
Accessible entrance points around  
Market Square



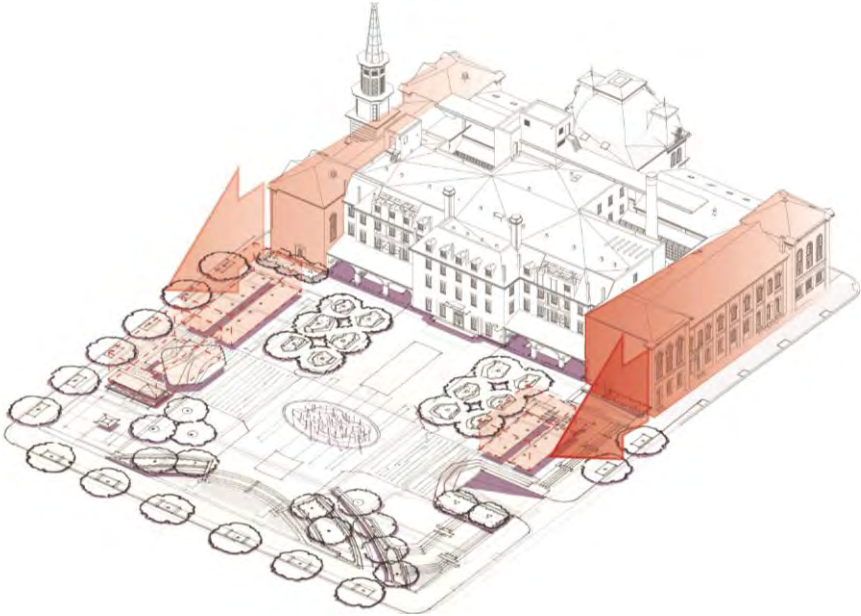


# Rate the Combined Concept (1-Like, 2-Neutral, 3-Dislike)

---

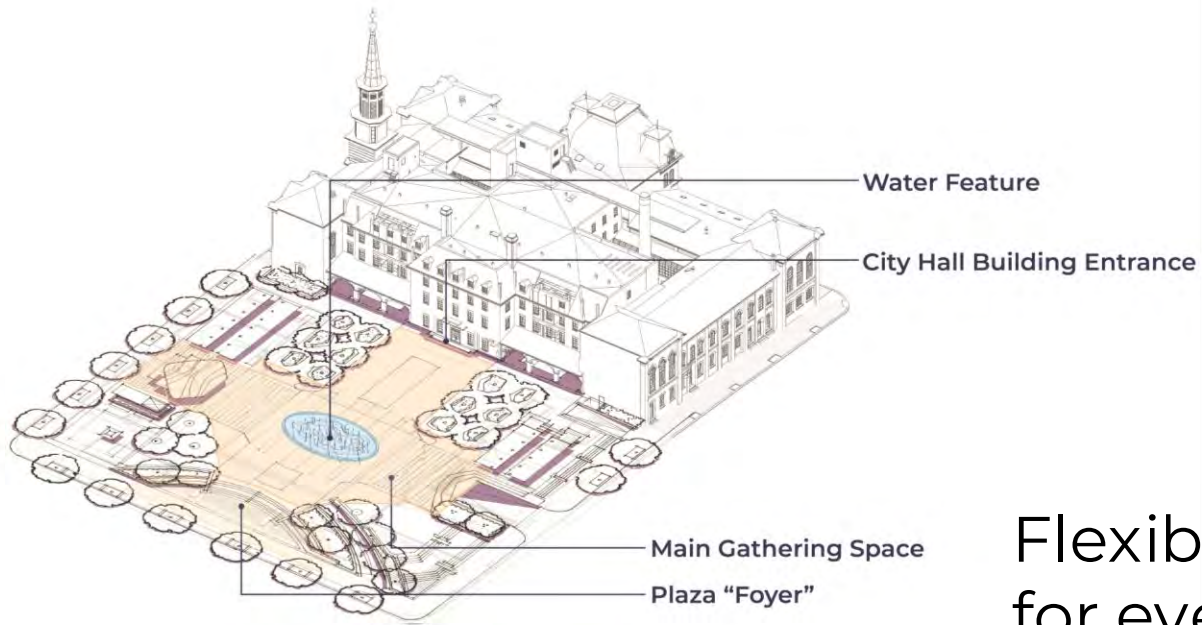


Mix of shade from trees and  
shade structures

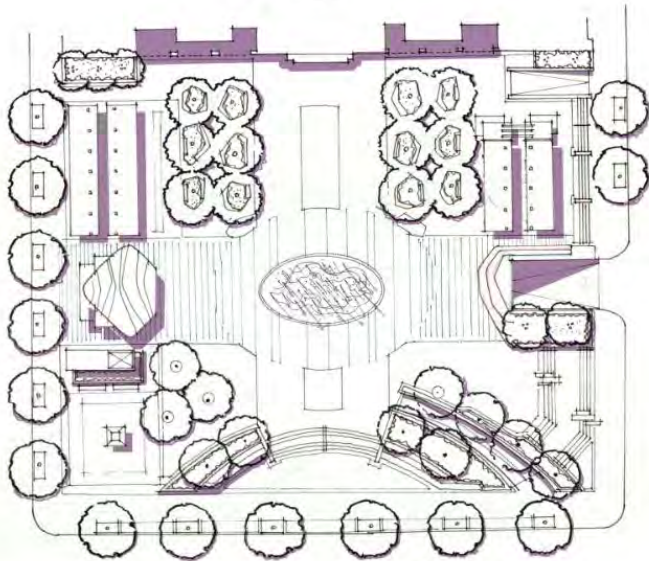


# Rate the Combined Concept (1-Like, 2-Neutral, 3-Dislike)

---



Flexibility of central gathering space  
for everyday use and special events

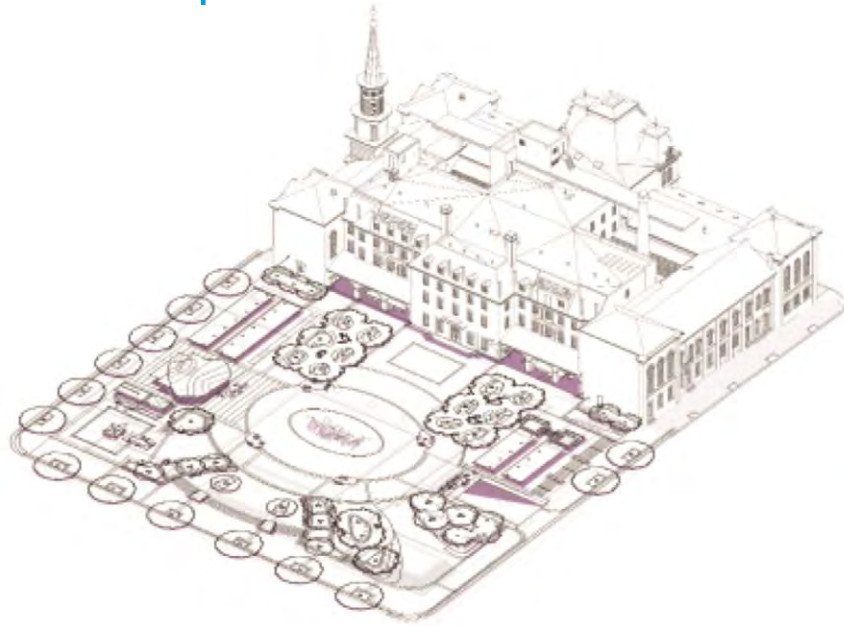




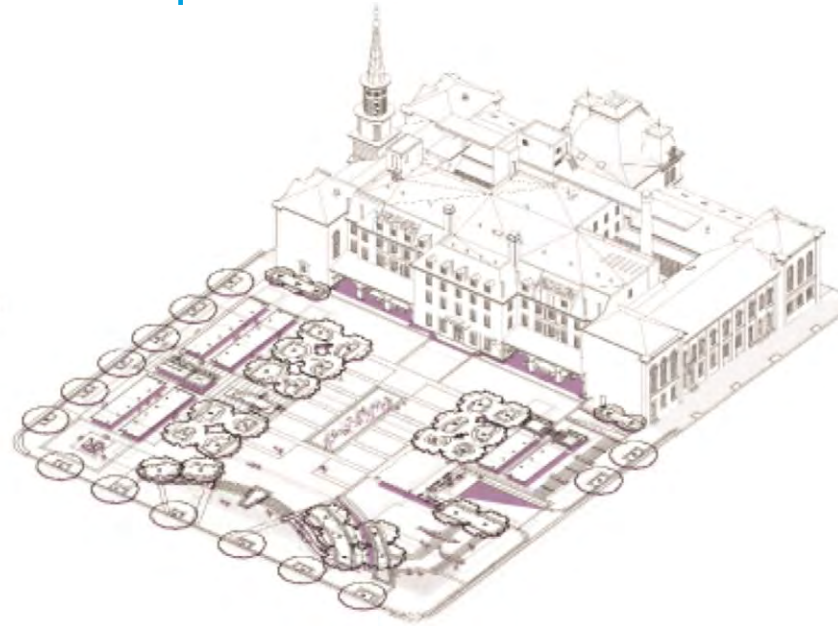
# Which of the concepts would you like to see developed further? (Select 1)

---

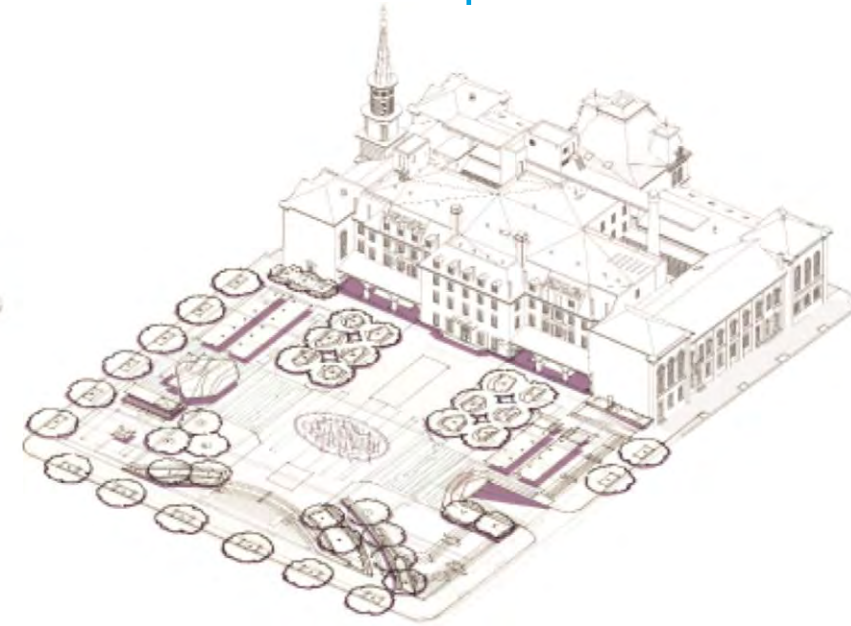
Concept 2



Concept 4



Combined Concept

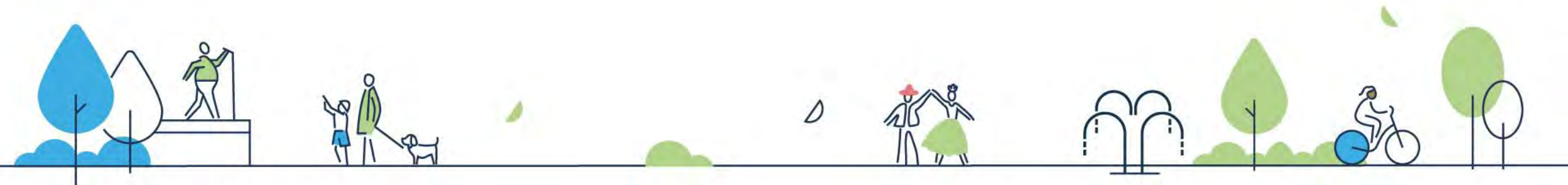


**Meeting Series #3**

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# City Hall and Market Square Conceptual Ideas

Celebrating History & Embracing the Future





# Project Goals

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**Re-energize** City Hall as a center of gravity

**Strengthen** its role as a civic center

**Preserve** its iconic presence

**Expand** its role as destination driver

**Create** a vibrant, efficient workplace

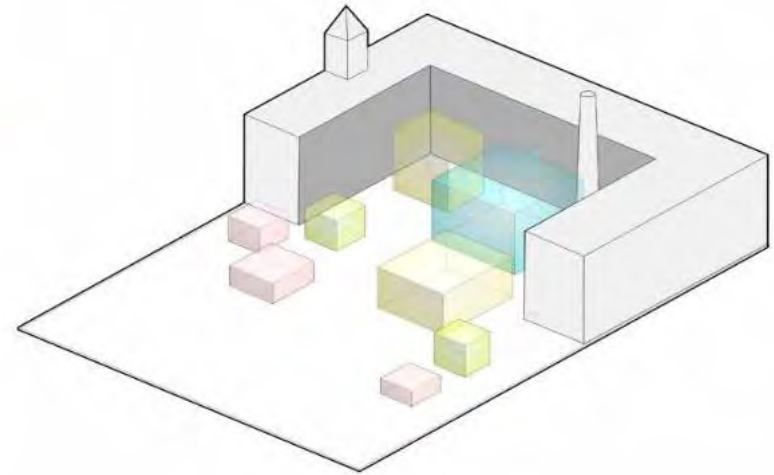
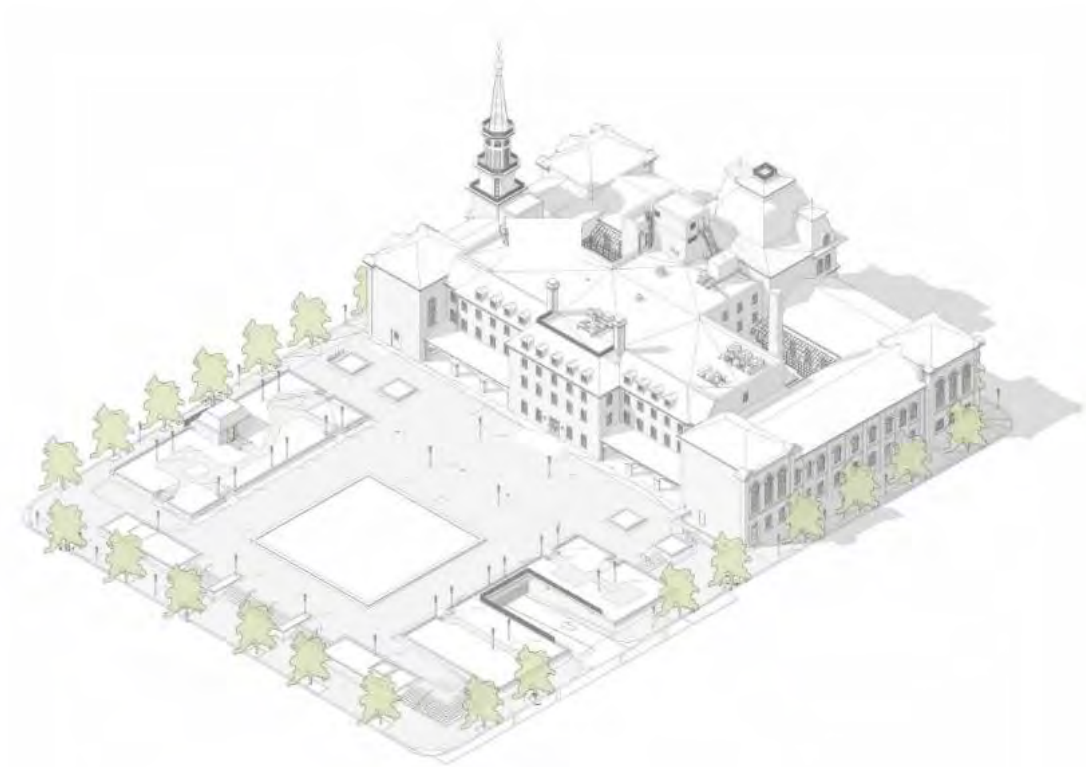
**Ensure** flexible and resilient planning for the future



Concept

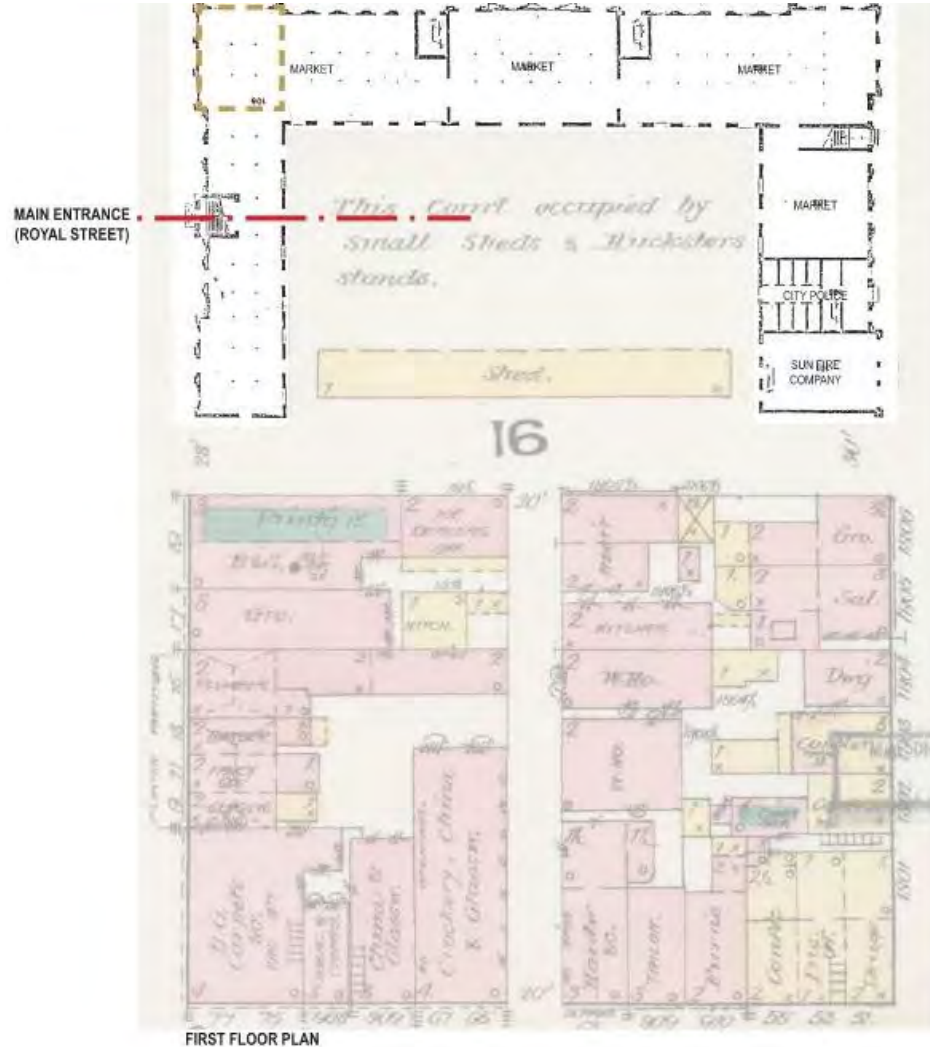
Market Square + Historic Structure

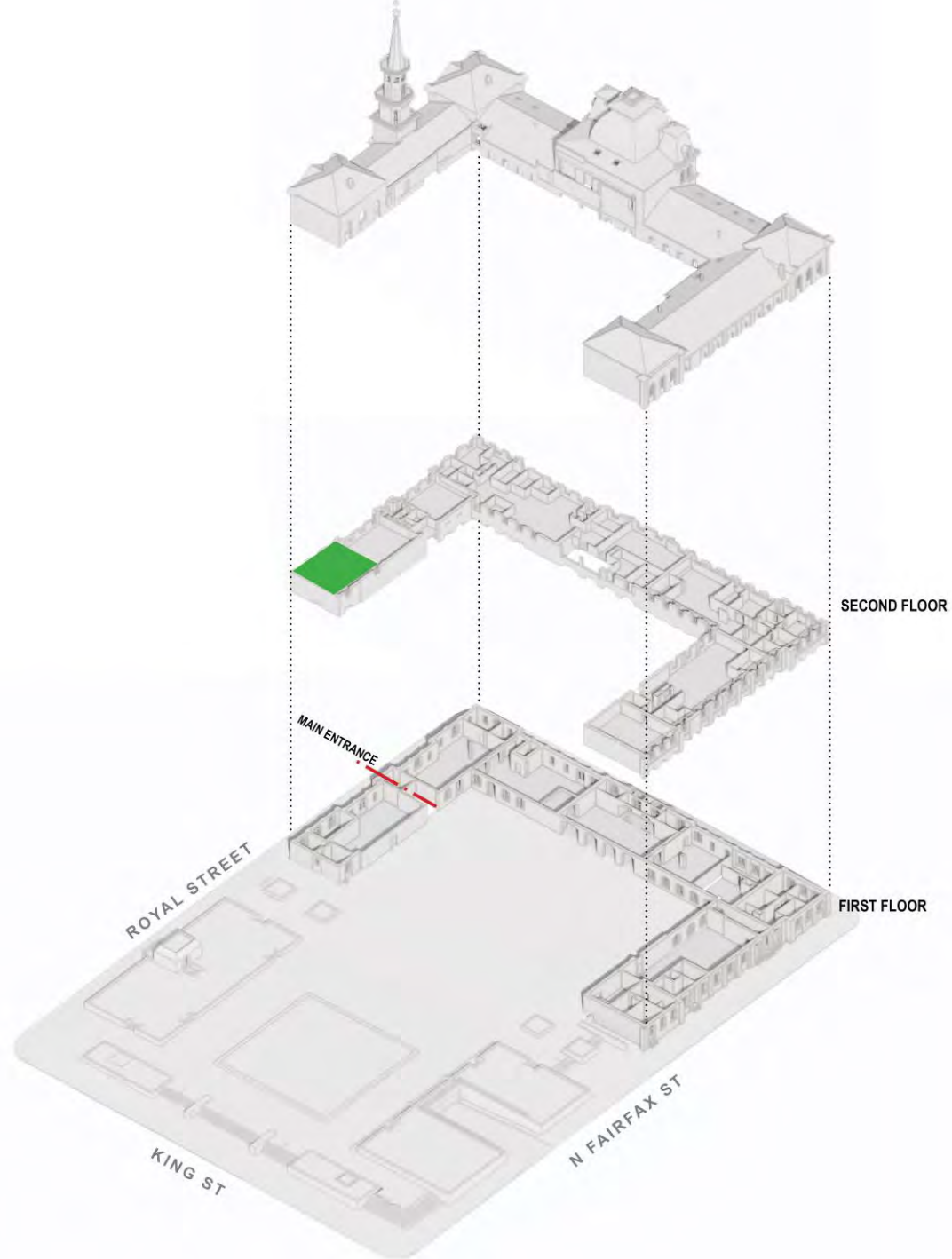
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# Historic Structure – Key Considerations





1749  
Building constructed

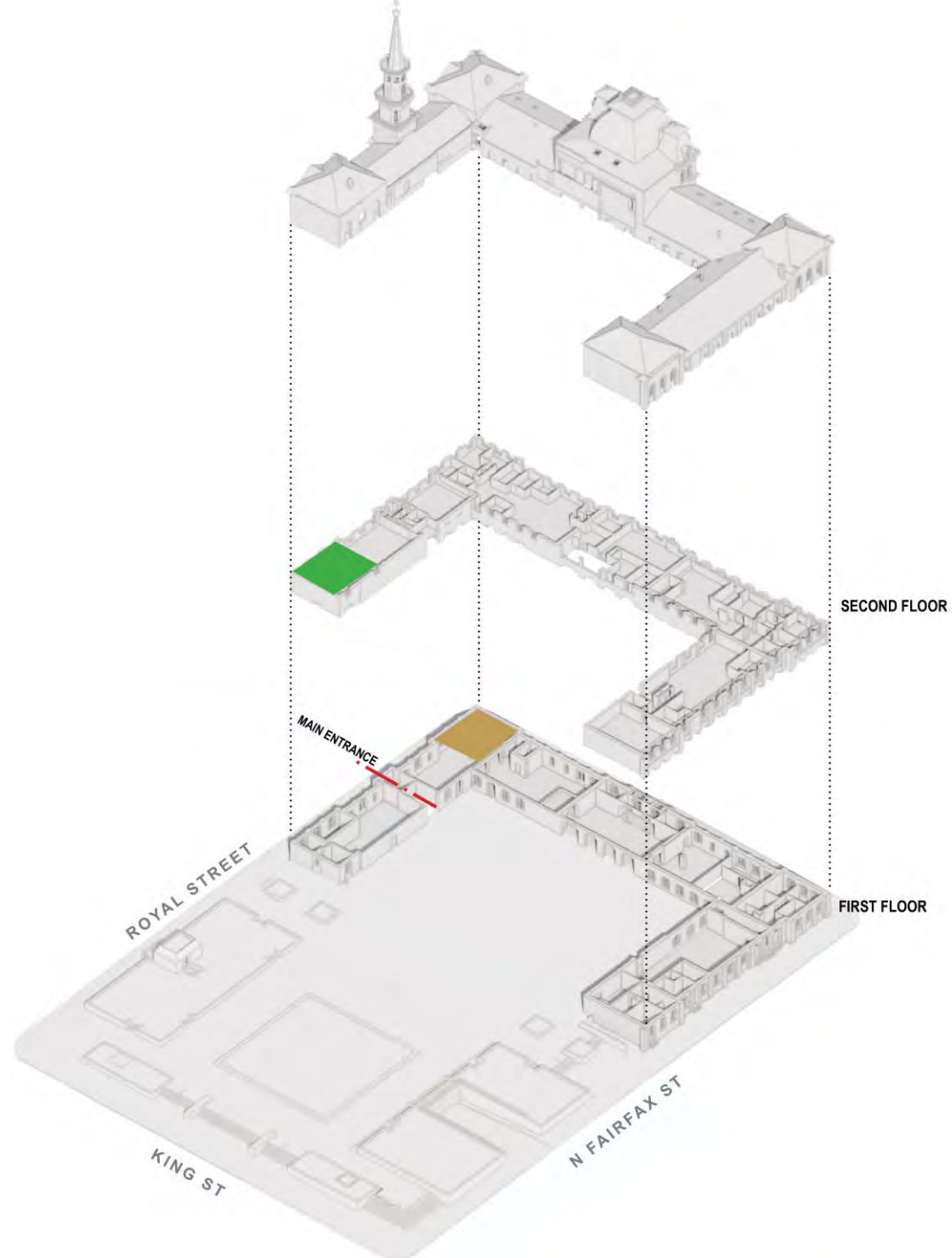
1871  
Building re-constructed  
Adolph Cluss

2024

HISTORIC TIMELINE







1749  
Building constructed

HISTORIC TIMELINE

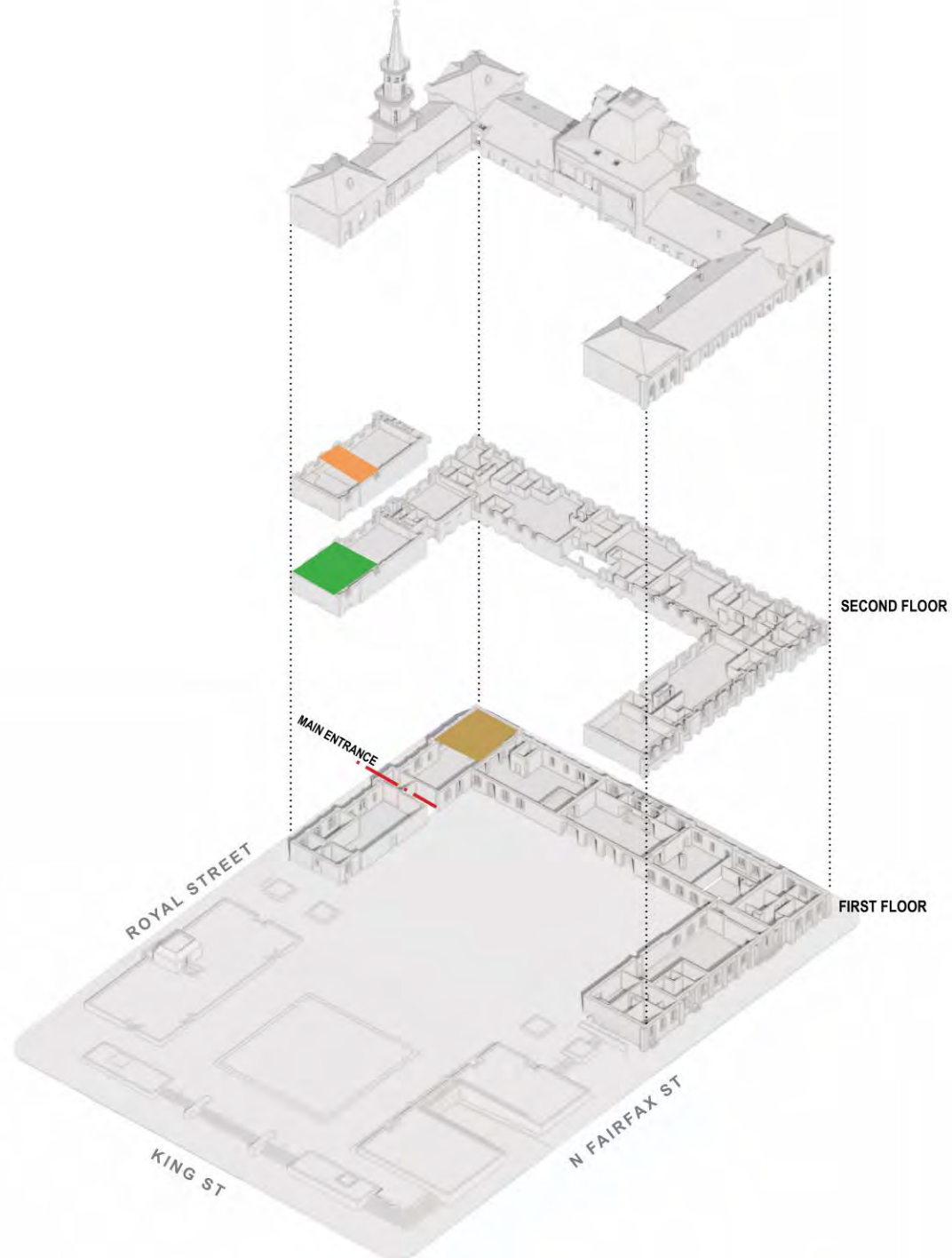


1871  
Building re-constructed  
Adolph Cluss

Unknown



2024



1749  
Building constructed

HISTORIC TIMELINE

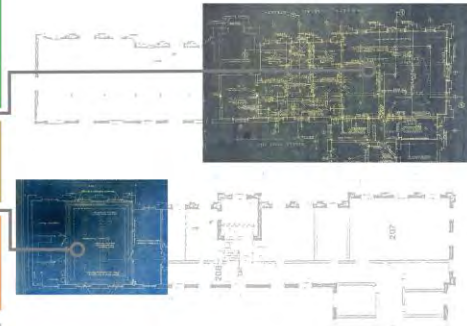


1871  
Building re-constructed  
Adolph Cluss

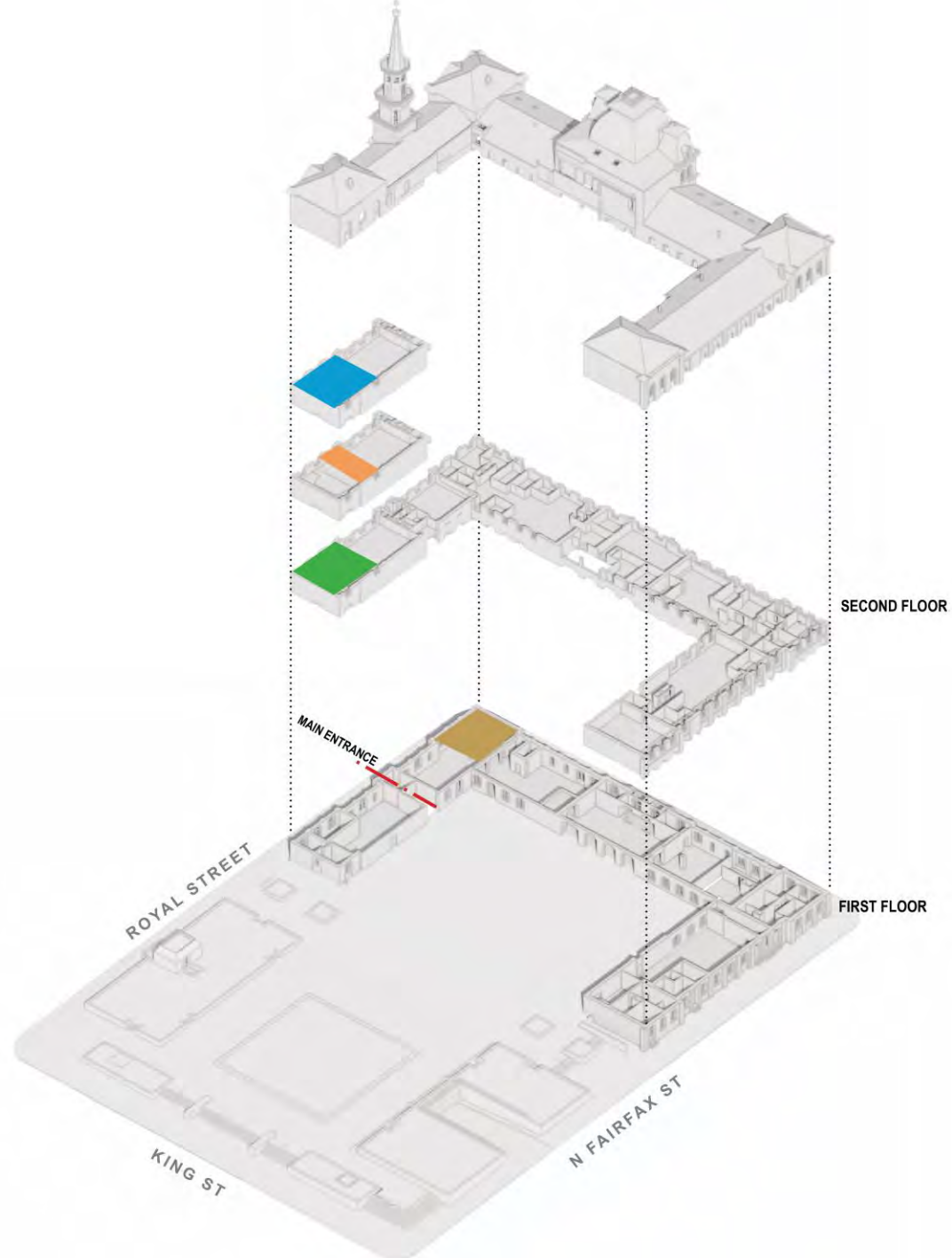
Unknown

1937  
Modernization  
Willard N. Parker

2024







1749  
Building constructed

HISTORIC TIMELINE



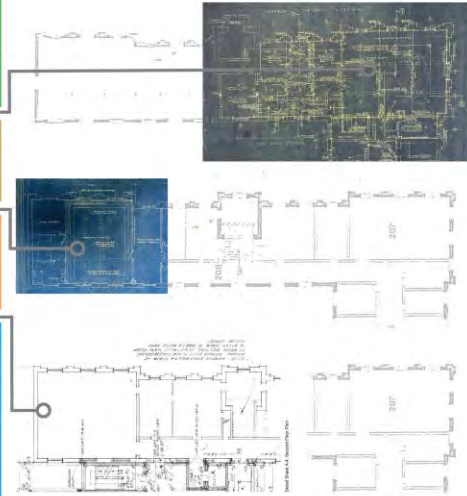
1871  
Building re-constructed  
Adolph Cluss

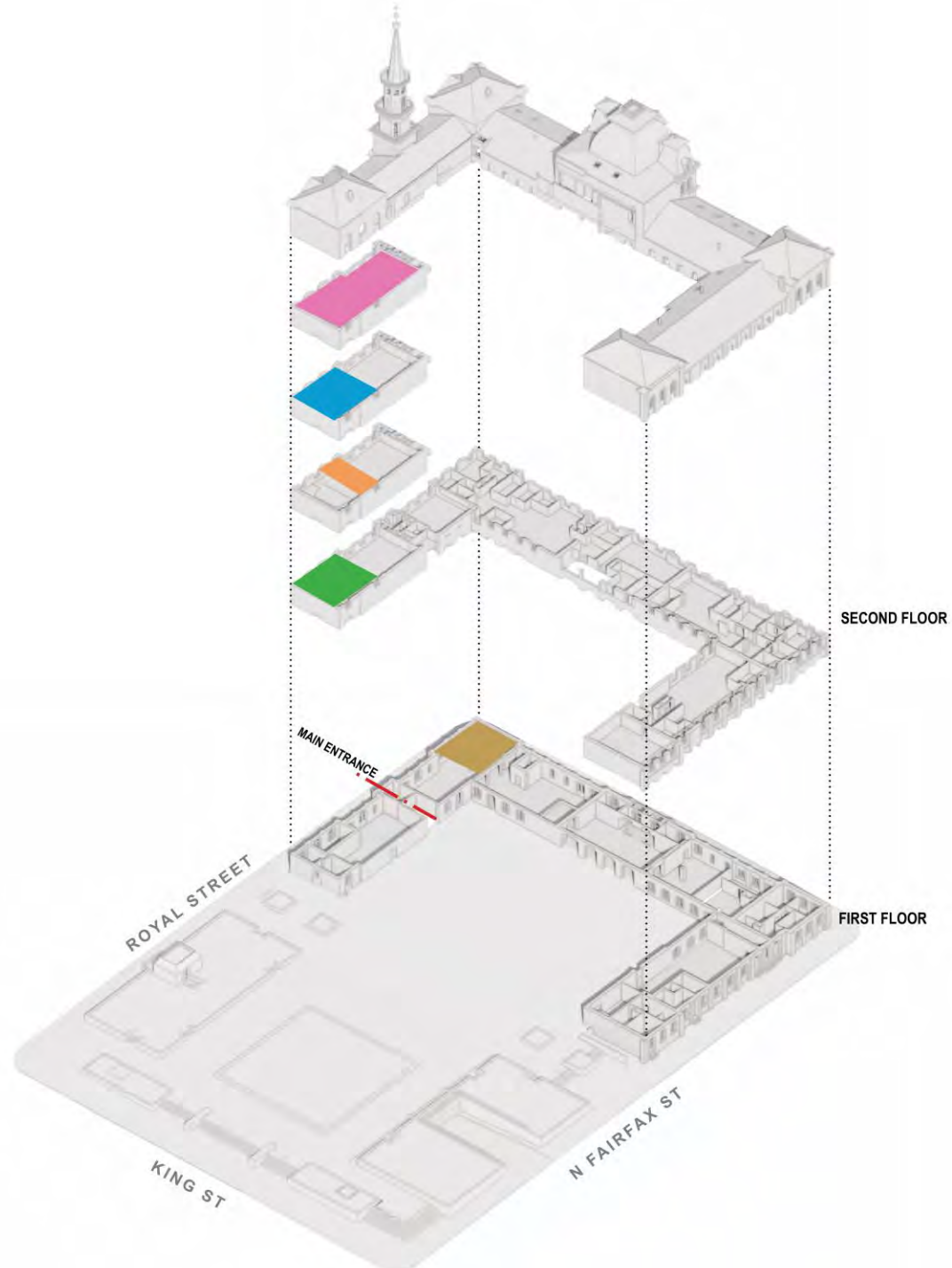
Unknown

1937  
Modernization  
Willard N. Parker

1948  
Renovation

2024





1749  
Building constructed

HISTORIC TIMELINE



1871  
Building re-constructed  
Adolph Cluss

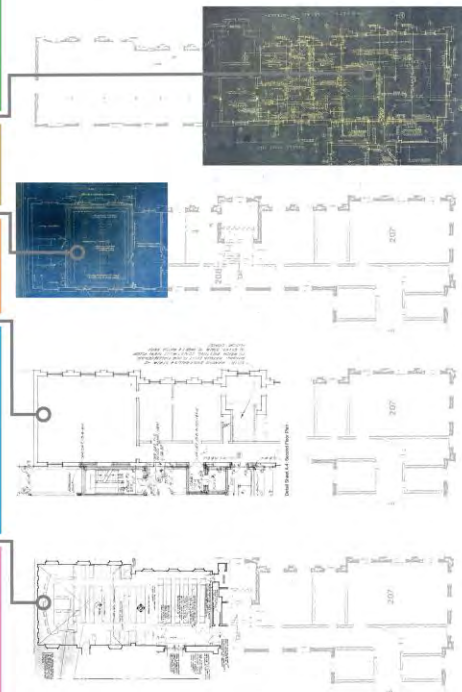
Unknown

1937  
Modernization  
Willard N. Parker

1948  
Renovation

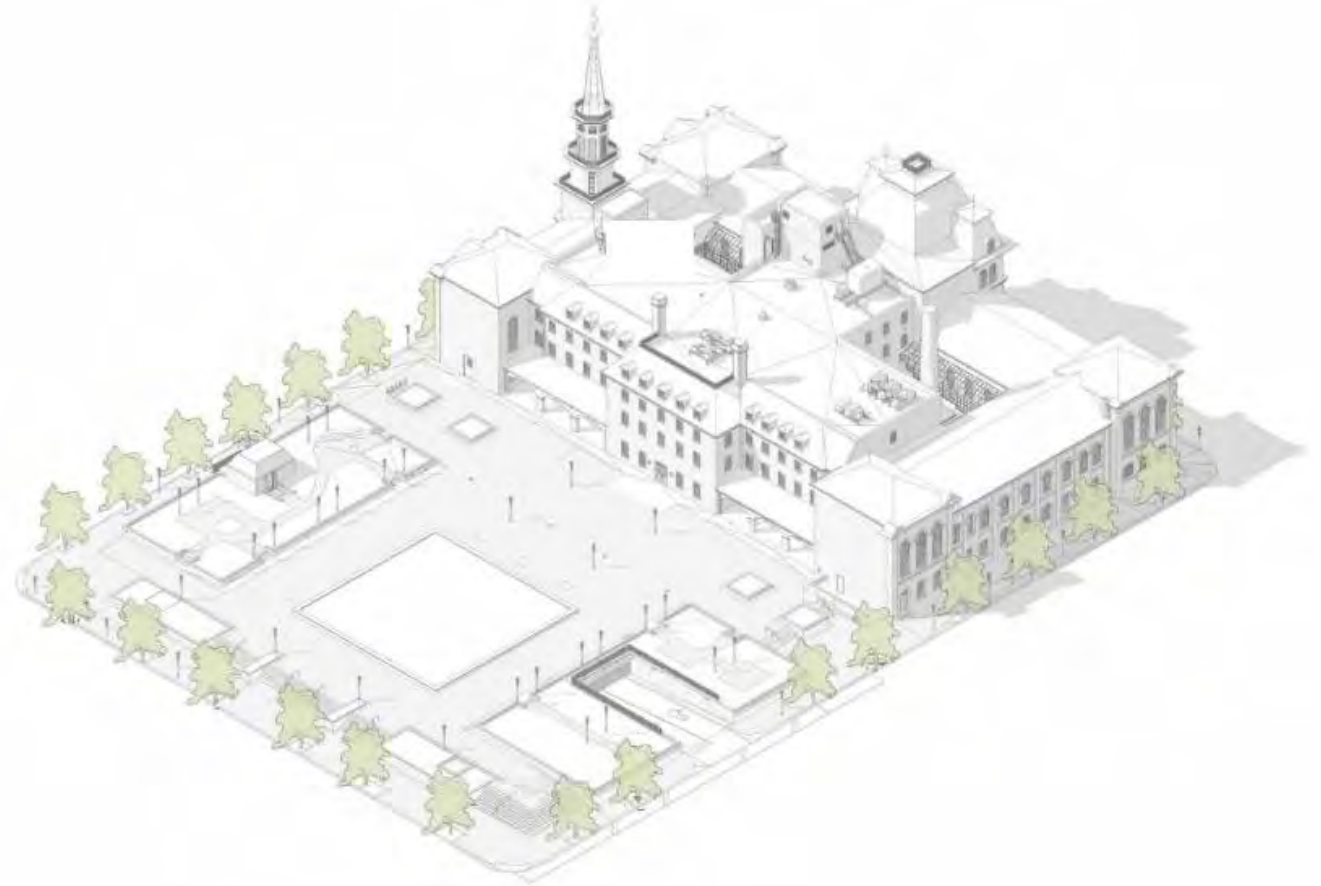
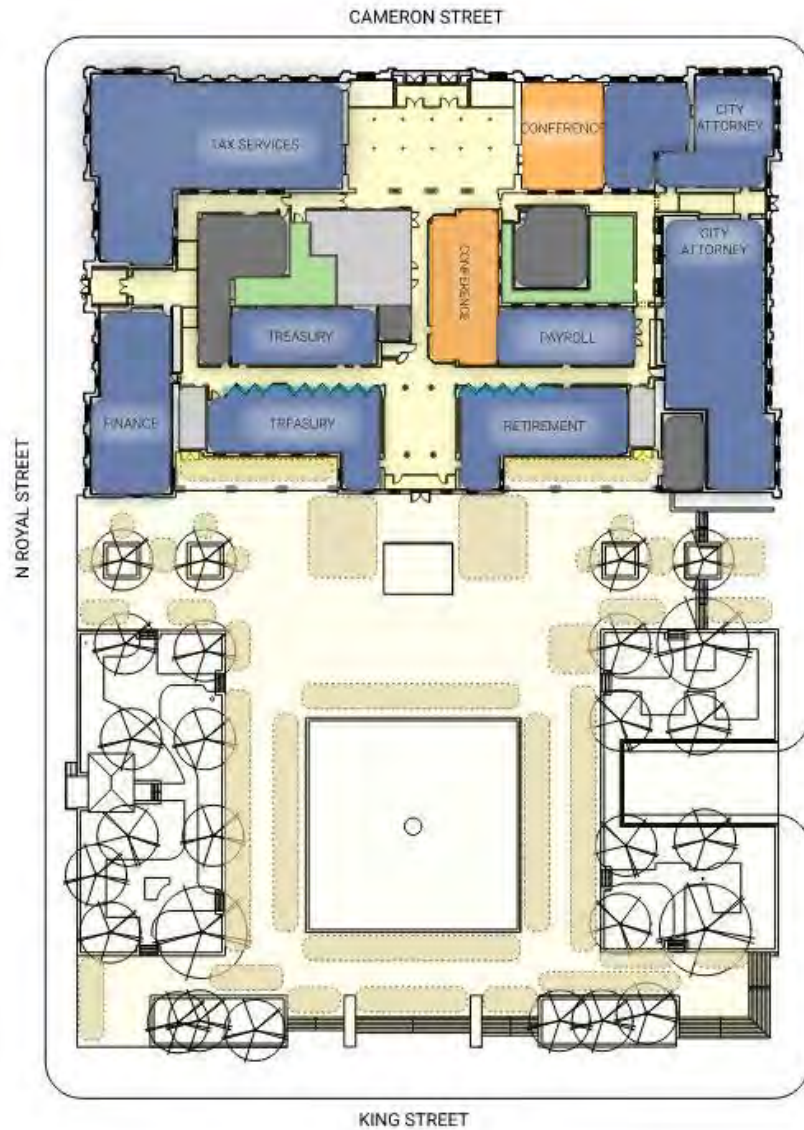
1982  
Conversion Phase I  
Neer & Graef

2024



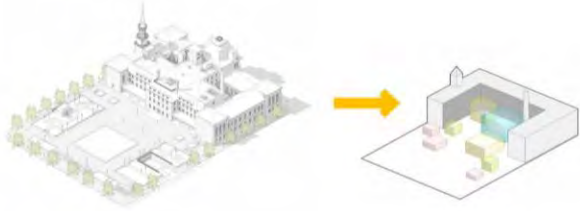


# Existing Ground Floor



# Idea Paths

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IDEA PATH I



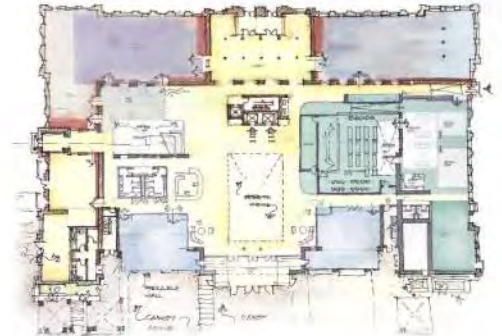
IDEA PATH II-A



IDEA PATH II-B

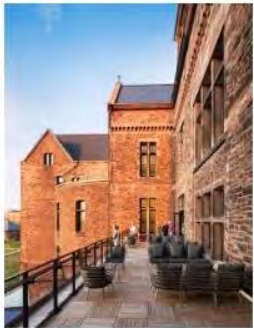
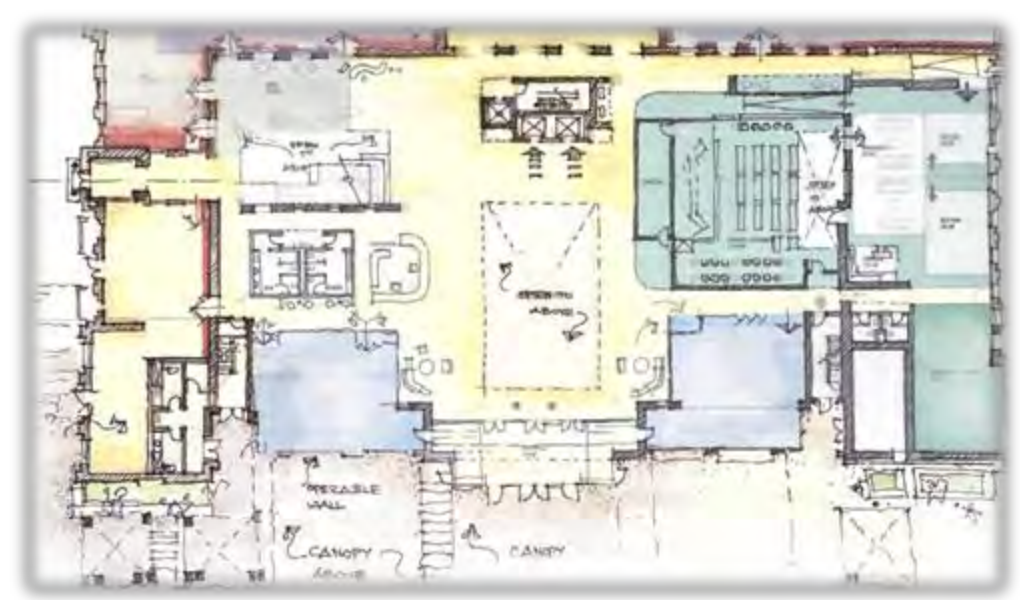


IDEA PATH II-C





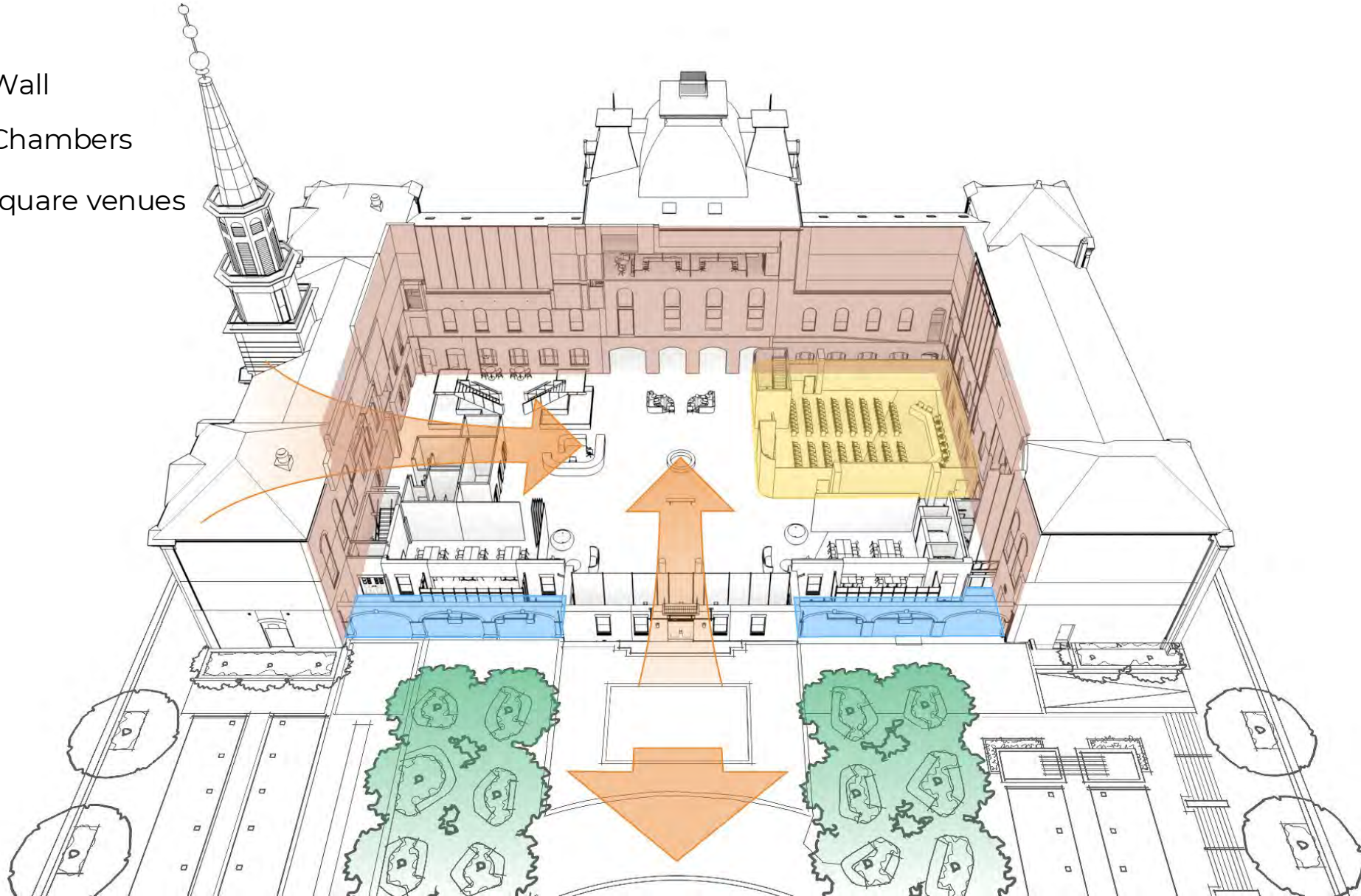
# Building + Plaza Connectivity





# Ground Floor Conceptual Design

- Arrival
- Historic Wall
- Council Chambers
- Market Square venues



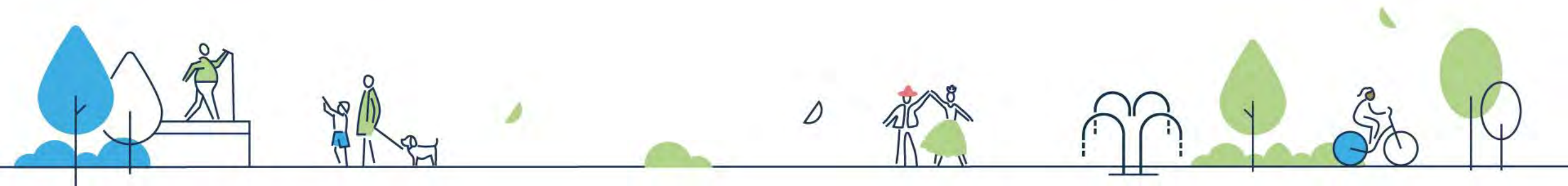


Please share your feedback on the conceptual  
design for City Hall & Market Square

(Open response)



# 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!

