



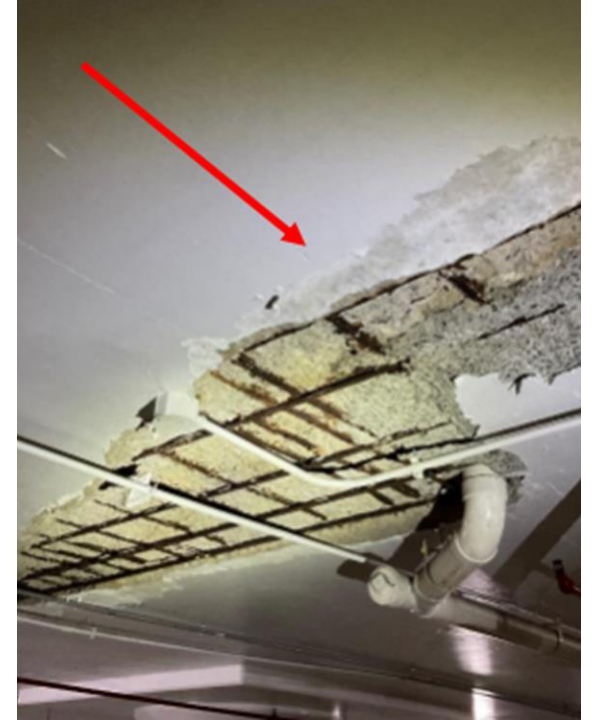
Alexandria City Hall

Market Square Garage and Plaza Renovation

Meeting Series #4



Why Are We Here ?



Housekeeping



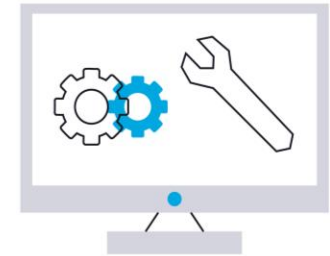
**Webinar
Overview**



**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**



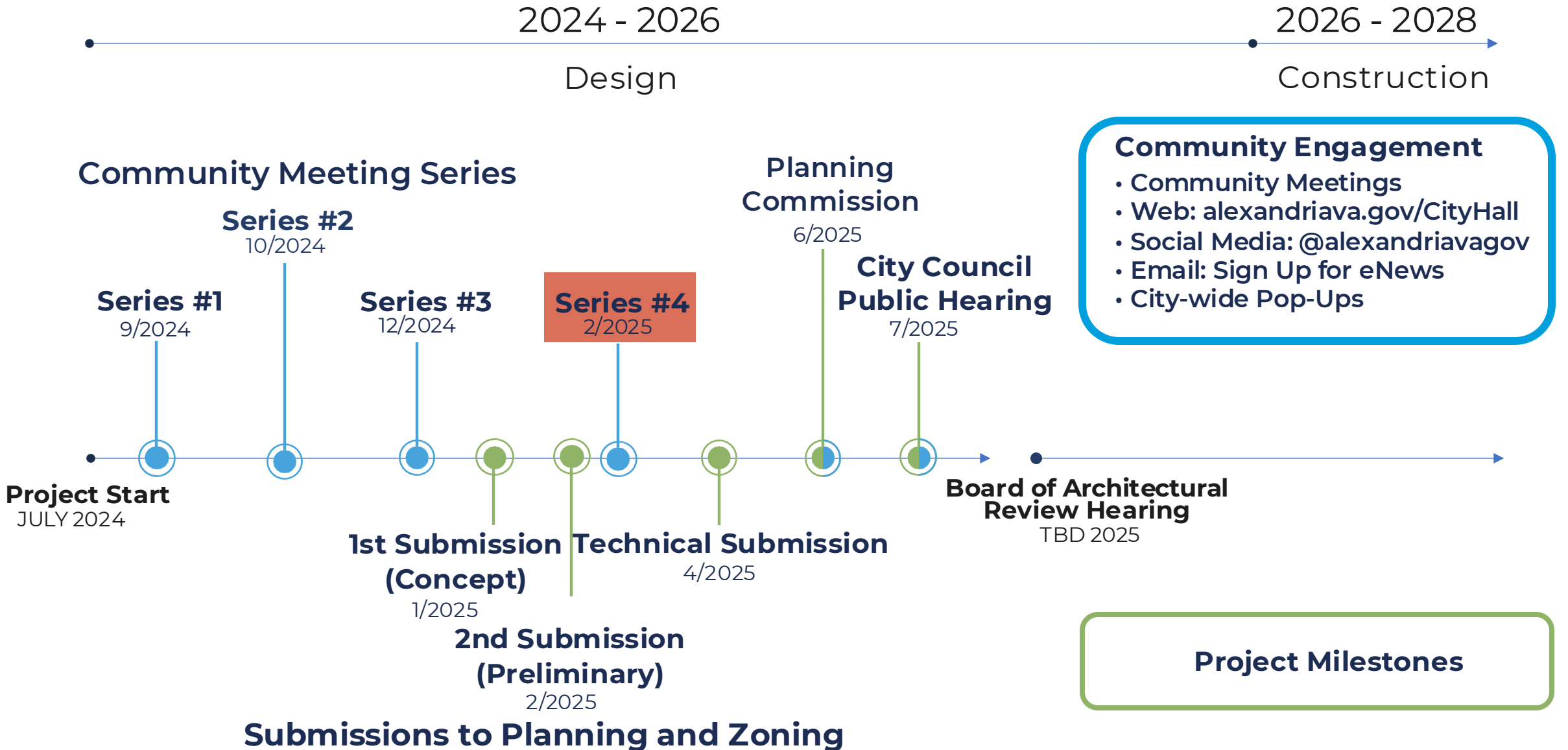
1 This is a safe zone

2 Your ideas are valuable

3 Every voice is important

4 We appreciate your time

Community Engagement and Design Timeline



Meet the Team

Owner



**Design &
Construction
Team**



RUST | ORLING
ARCHITECTURE



MOYA
DESIGN PARTNERS

GRUNLEY

**Community
Stakeholders**



ALEXANDRIA CITY HALL
MARKET SQUARE GARAGE AND PLAZA RENOVATION

Series #3 Summary



Who Did We Hear From?

Community Members

City Employees

969 Engaged Individuals

111,384 informed individuals

Community & Stakeholders Meetings

Community Pop-Ups

Online Survey

Webpage

Social Media Campaigns

Printed Ads

Employee Open House

1 In-Person
December
2 Virtual
December

2 booths
December

Ongoing
December to February

Ongoing
November to February

Posts
November to January

Yard signs & DASH
November to February

In-Person
December

80 attendees

117 engaged individuals

729 form submissions

4904 sessions

106,480 impressions

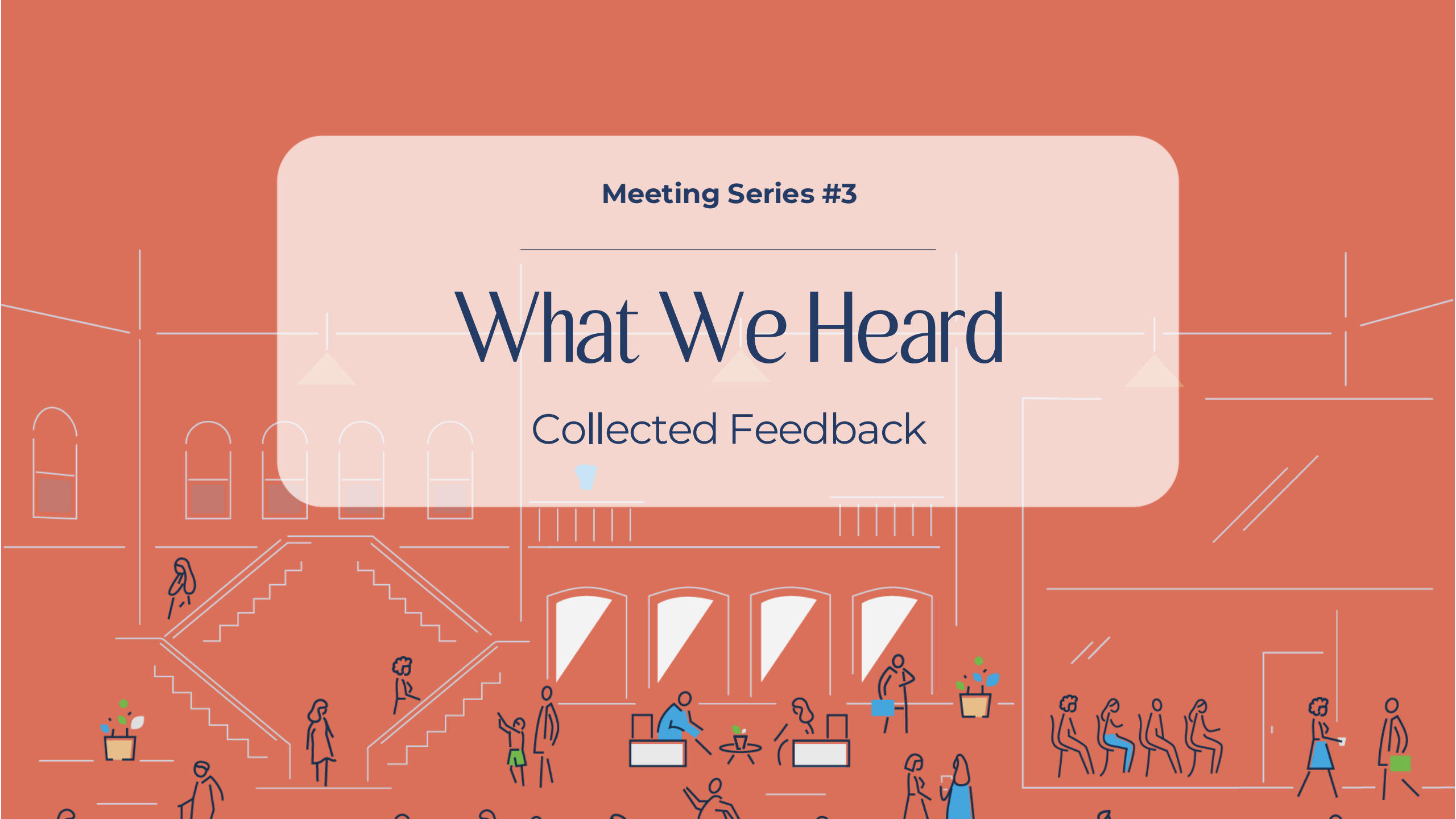
98 web session

13 attendees

Meeting Series #3

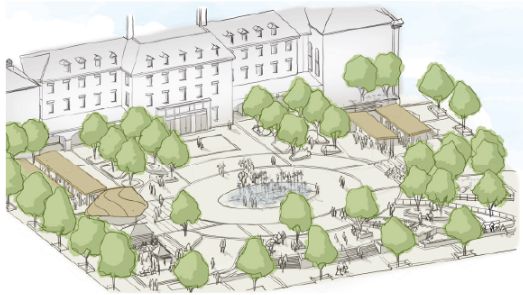
What We Heard

Collected Feedback

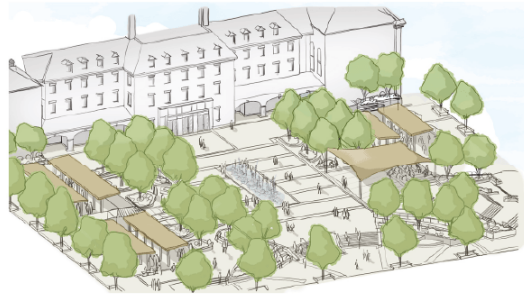


Which one of the concepts would you like to see developed further?

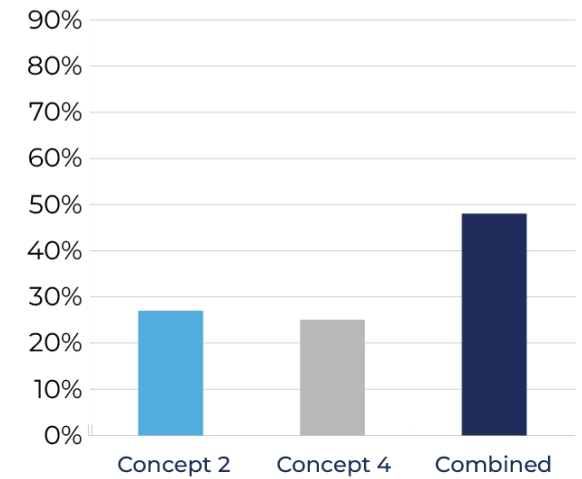
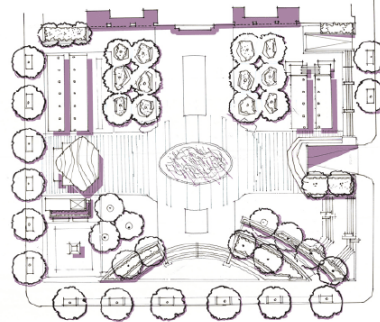
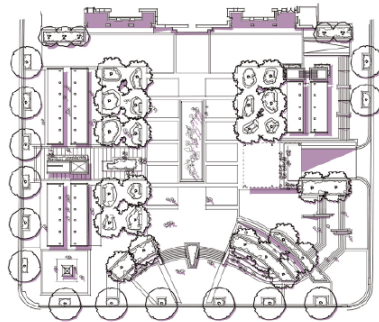
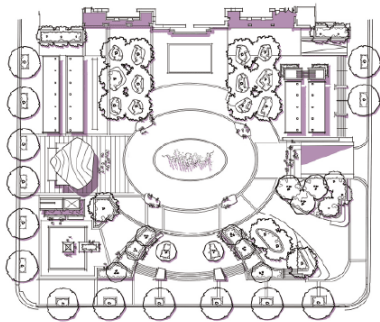
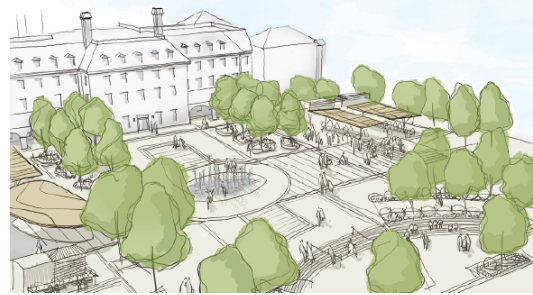
Concept 2



Concept 4

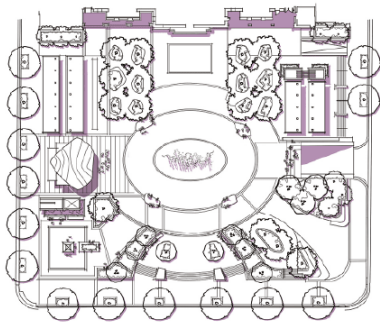
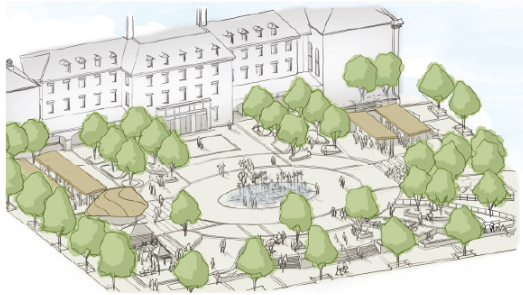


Combined concept

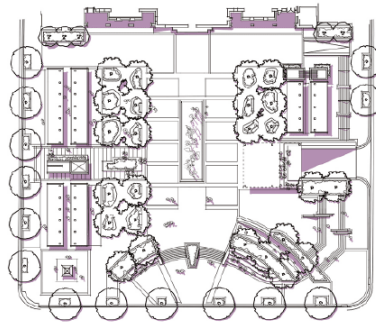
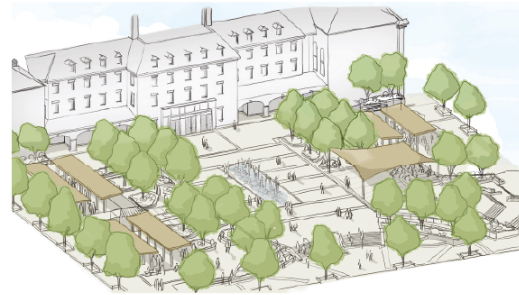


Which one of the concepts would you like to see developed further?

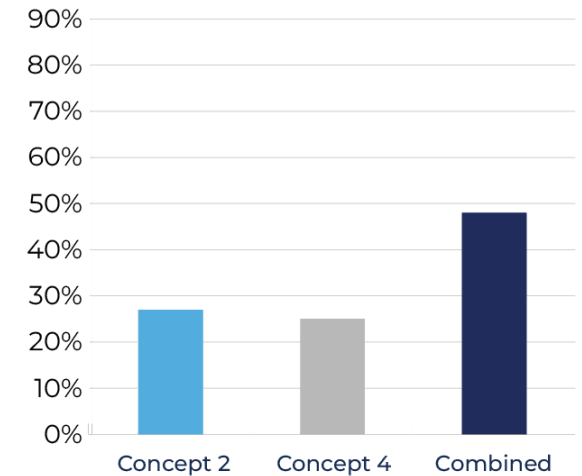
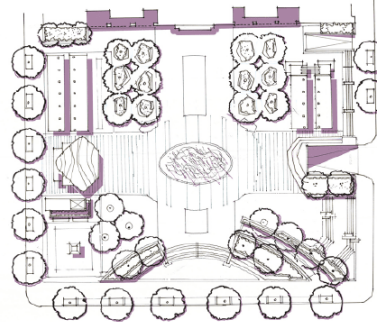
Concept 2



Concept 4

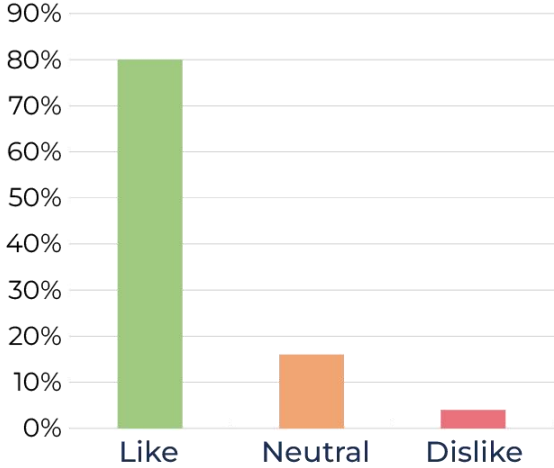
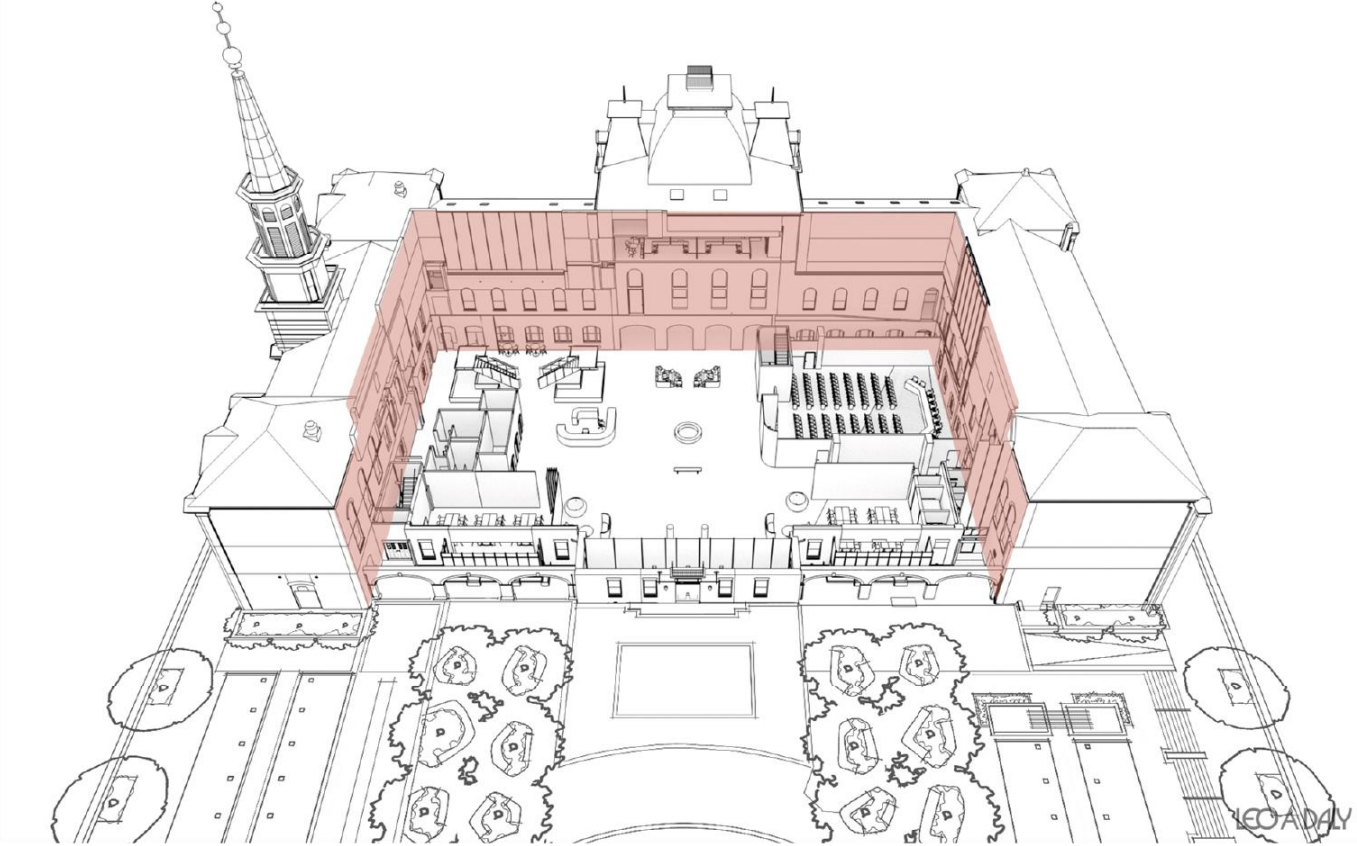


Combined concept



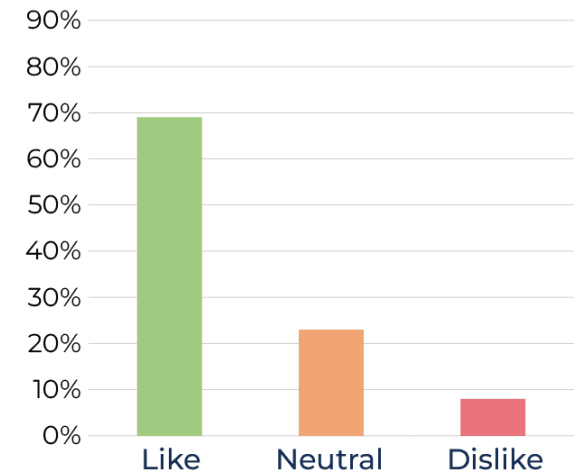
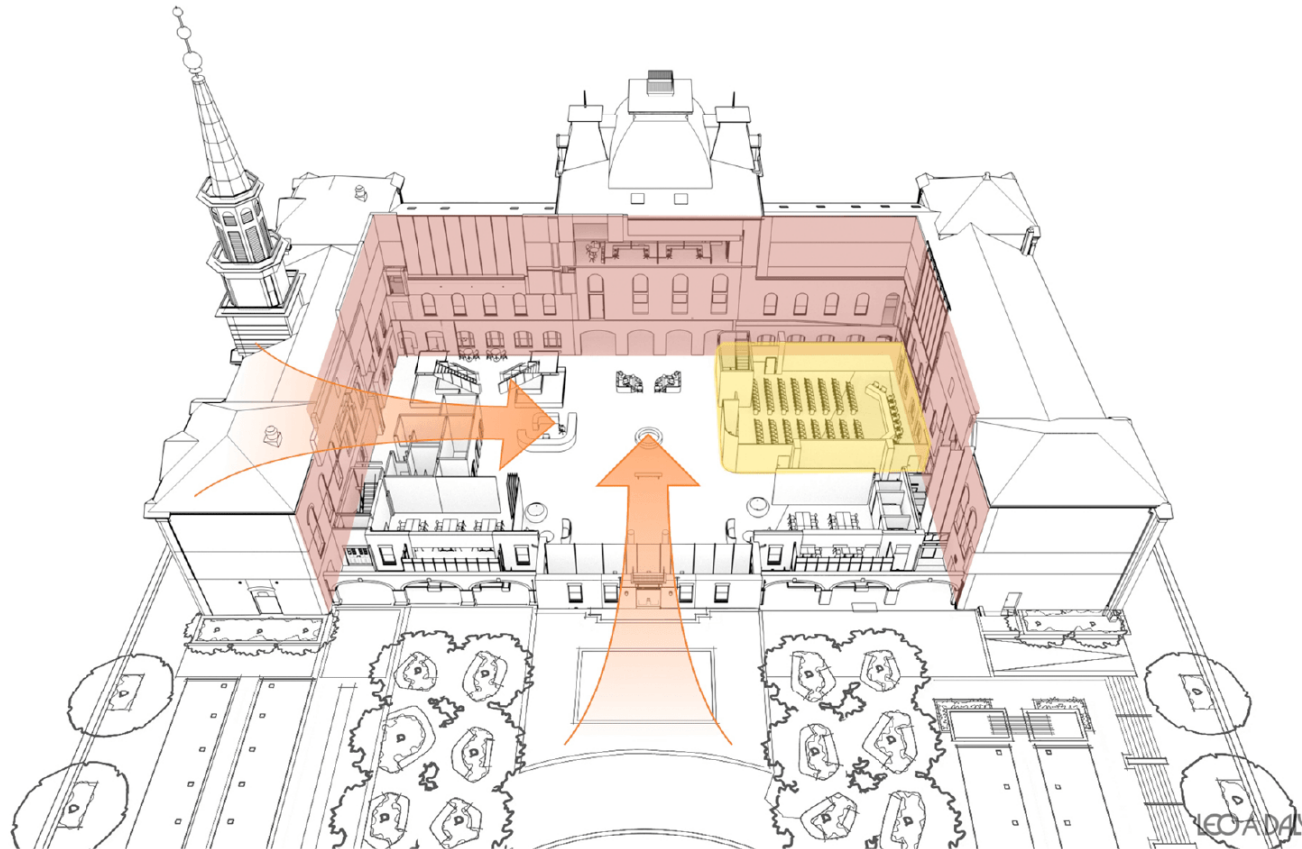
*This data is based on 729 responses as of February 7, 2025

Please share your feedback on the concept of revealing the original, historic courtyard walls.



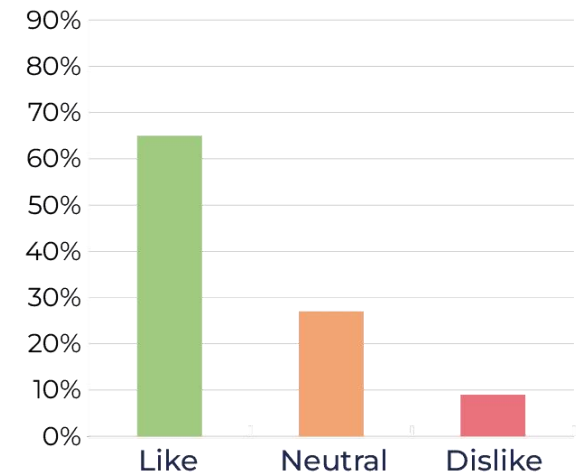
*This data is based on 729 responses as of February 7, 2025

Please share your feedback on the concept of relocating Council Chambers to the ground floor to alleviate current functional, wayfinding and security challenges.



*This data is based on 729 responses as of February 7, 2025

Please share your feedback on the concept of preserving the current Council Chamber for public uses such as historic storytelling and ceremonial events.

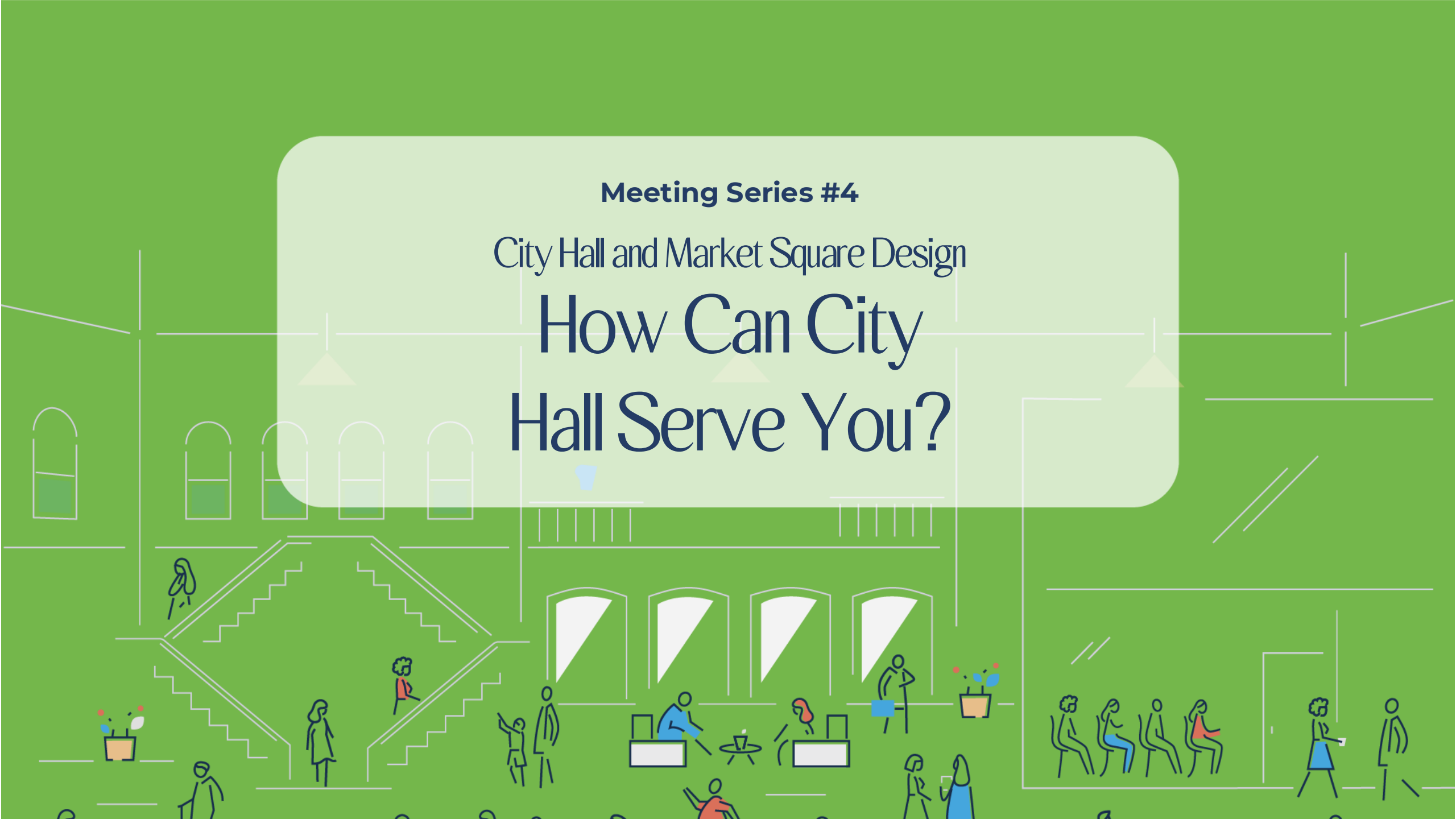


*This data is based on 729 responses as of February 7, 2025

Meeting Series #4

City Hall and Market Square Design

How Can City Hall Serve You?



City Hall and Market Square Conceptual Ideas

Celebrating History & Embracing the Future



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

2024

Design process begins on the City Hall and Market Square redesign

2013

Market Square undergoes renovations and planting updates, outlining future enhancements



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



Project Goals

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



Project Goals

Re-energize

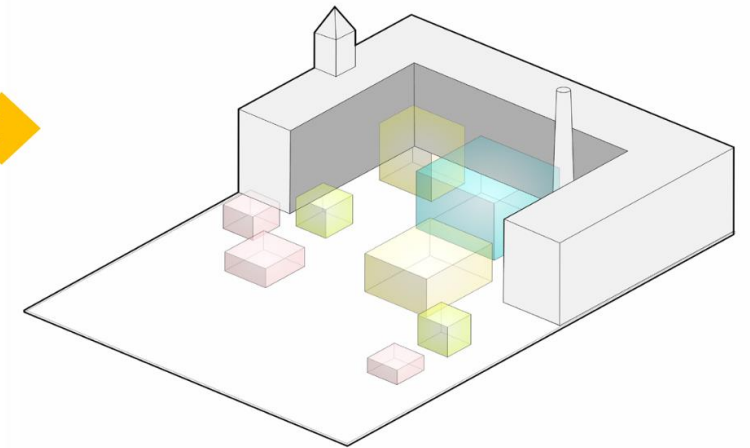
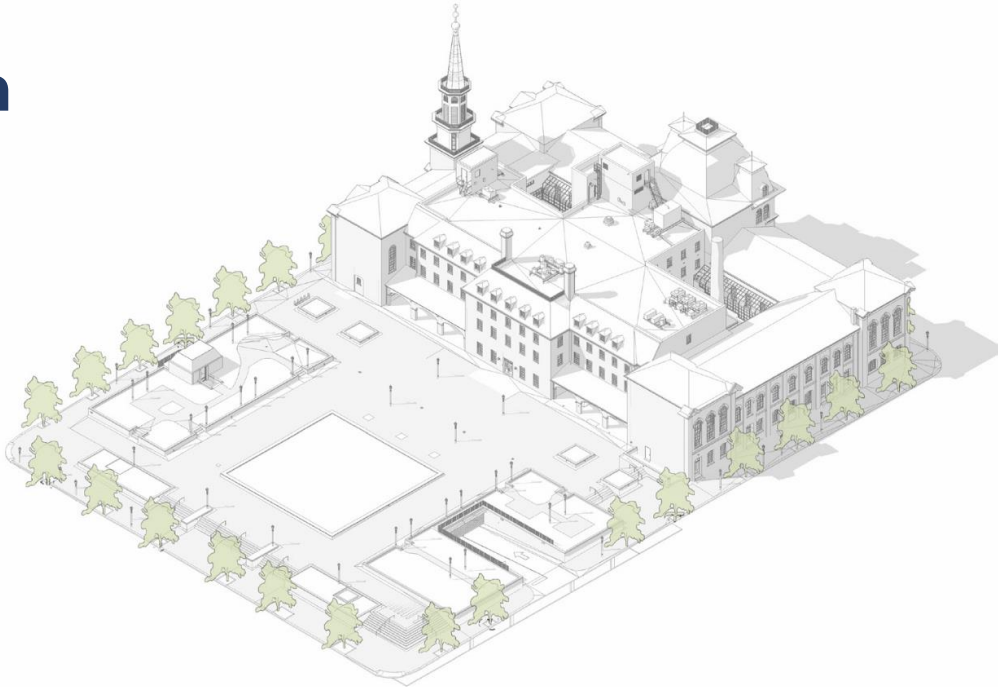
Strengthen

Preserve

Expand

Create

Ensure



Market Square elevation – Existing



Market Square Elevation – Base Option



How can City Hall serve you?



Public experience

tourists, residents, students,
people doing business
with the City

- Public presence on Market Square
- Reverence to history
- A building of its place and time

Proposed Features Include:



Building Entry-
visible and appropriately
scaled entrance doors



1960s infill – modifications
to create more openness
to City Hall



City Hall South Facade-
backdrop of a vibrant
urban hub; nucleus of
public life

Rate the importance of each feature?



a – Not Important

b – Neutral

c – Important



visible and appropriately scaled entrance doors



modifications to create more openness to City Hall



backdrop of a vibrant urban hub; nucleus of public life

Market Square elevation – Add Alternate



Should we continue to study alternate ideas?



a – No

b – Maybe

c – Yes

How can City Hall serve you?



Public experience

Plaza and Garage improvements

Address safety issues

- life safety,
- personal safety,
- traffic conflicts

Improve accessibility

- General,
- ADA,
- van access,
- emergency access

Energy generation – PV, geothermal

Added amenities – Interior elevator, public restrooms, EV charging

How can City Hall serve you?

- City services will be **consolidated and harmonious**
- **Intuitive wayfinding** will make for an enjoyable experience
- The historic building will be **a memorable destination** for teaching and tourists – a continuous and complementary experience with Market Square
- The City will be able to **retain and recruit top talent** to join the workforce at City Hall



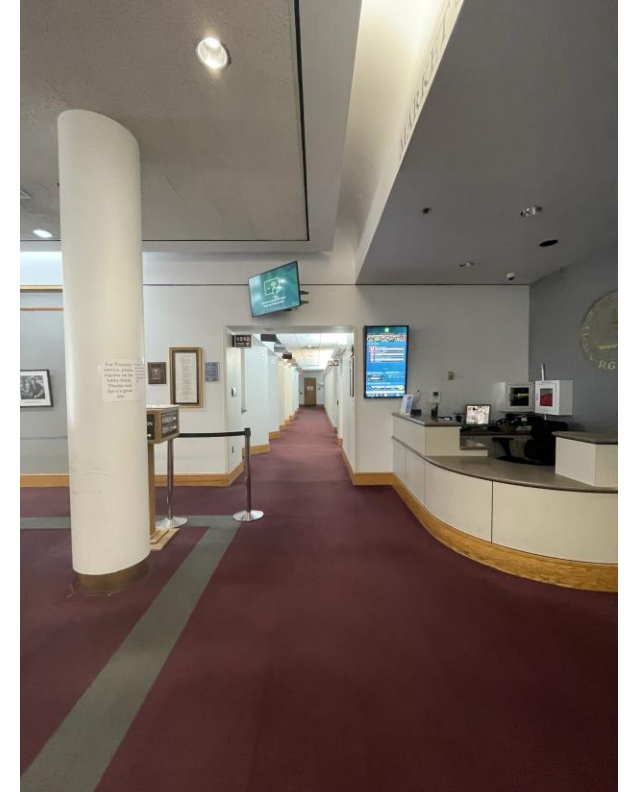
Ground floor – current entrance from Market Square



MAIN ENTRY HIDDEN BY STAGE



LOBBY ARRIVAL EXPERIENCE

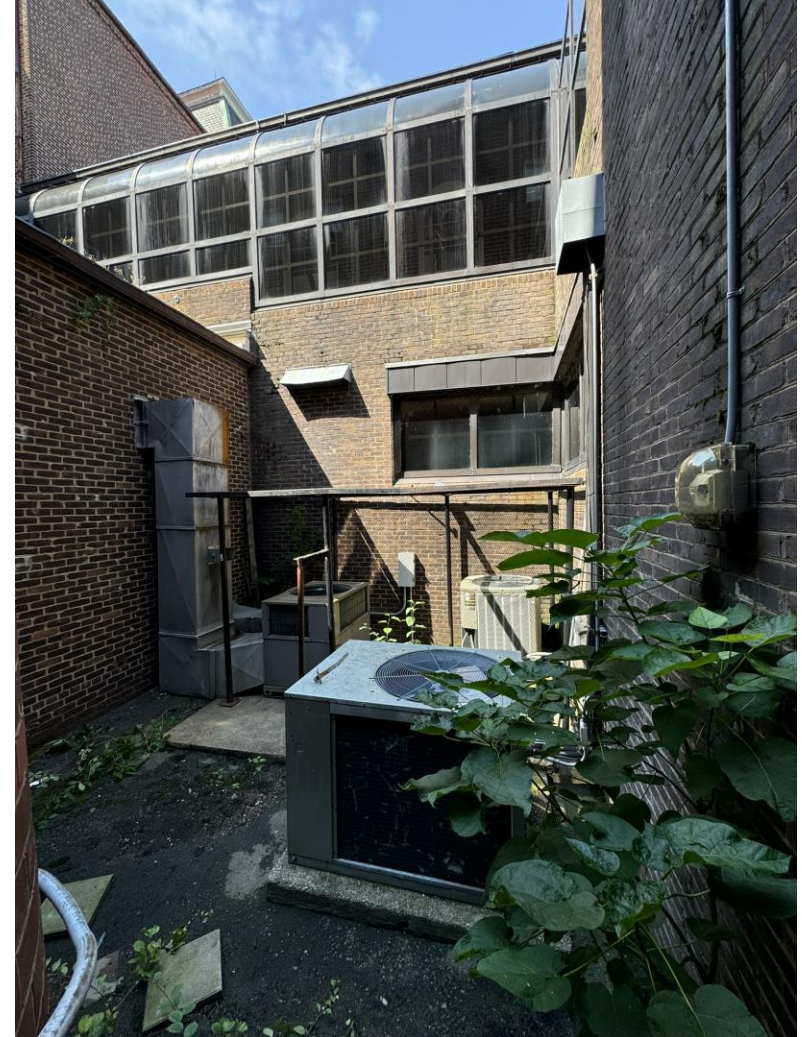


NARROW CORRIDOR

Ground floor – current entrance from Cameron Street

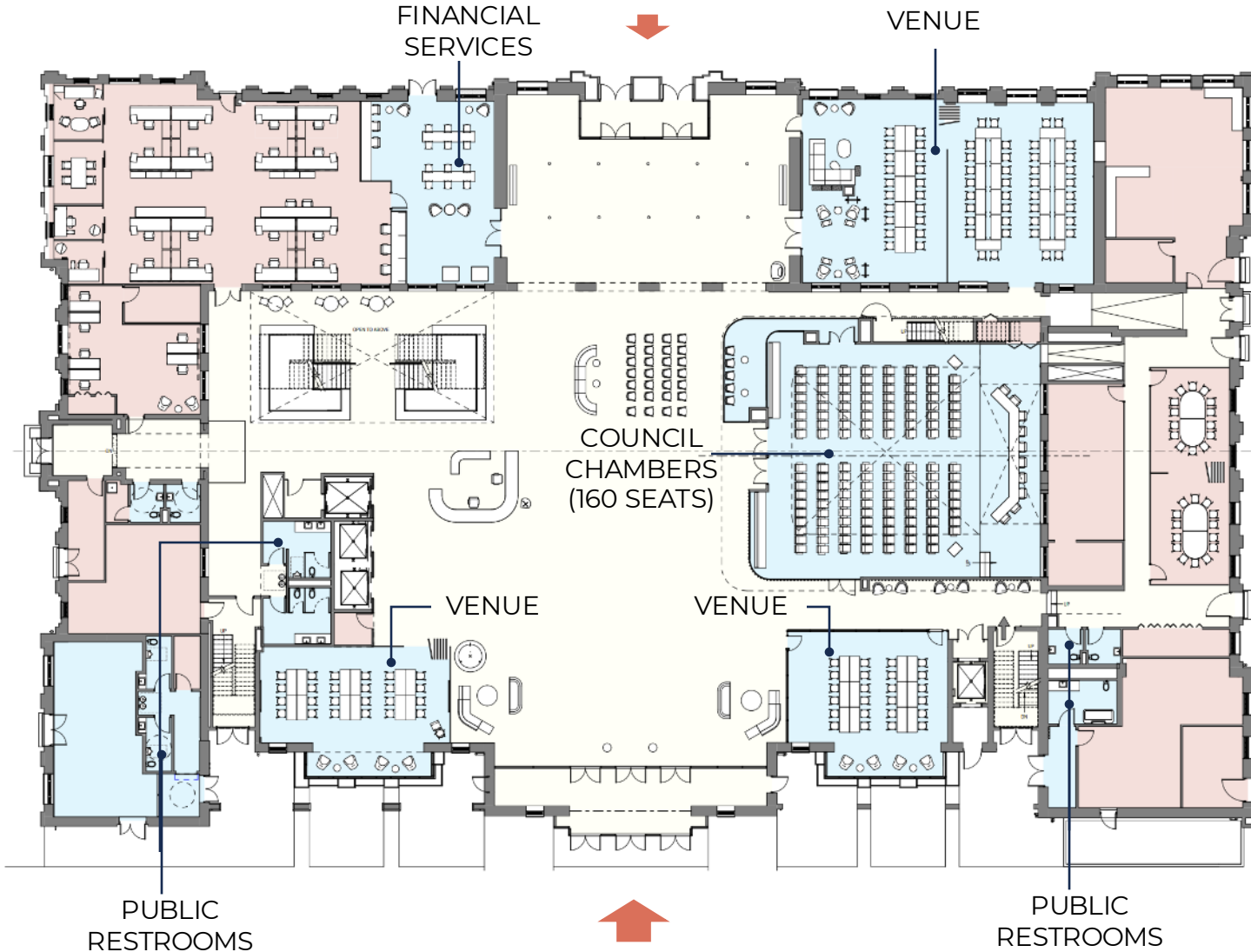


SECONDARY LOBBY



COURTYARD OCCUPIED BY MECHANICAL EQUIPMENT

Ground floor activities



CITY SERVICES PUBLIC-FACING

City services



Concierge



Security



Prominent council chambers



Finance transactions – automated and in-person

Public-facing



Support spaces for Market Square activities



Multipurpose venues

- Meetings,
- Community events,
- Commemorative events

Rate the importance of each activity?



- a - Not Important
- b - Neutral
- c - Important

Multipurpose venues



Meetings



Community events



Commemorative events

CITY SERVICES PUBLIC-FACING

Second floor – current



Second floor activities



MEETING SPACES

MEETING SPACE

City services



Concierge



Security

Public-facing



Meetings



Commemorative events



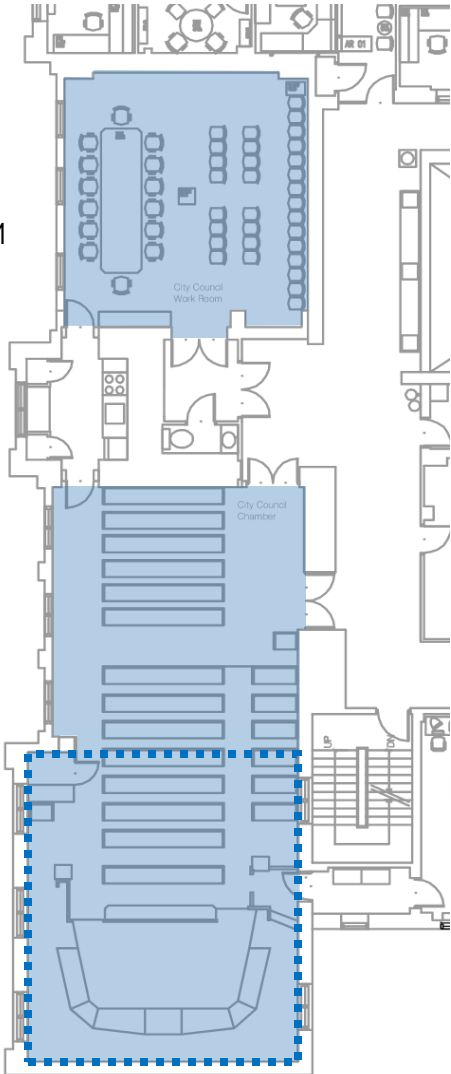
Historic/Educational tours

CITY SERVICES

SEMI-PUBLIC MEETING SPACES

Current Council Chamber

COUNCIL WORKROOM (45 SEATS)



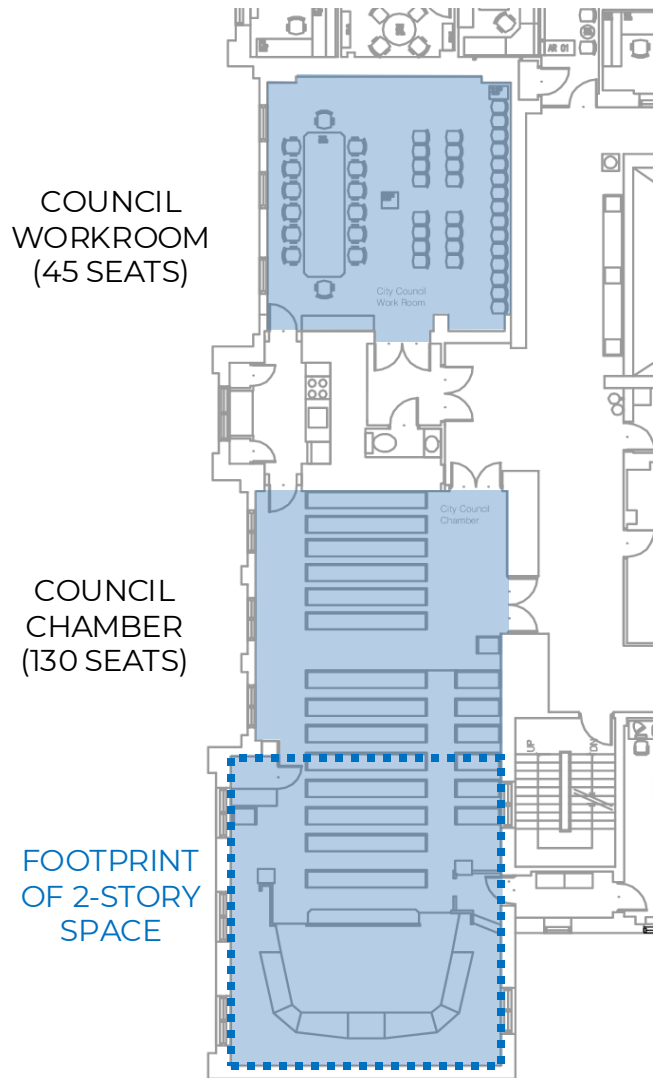
COUNCIL CHAMBER (130 SEATS)

FOOTPRINT OF 2-STORY SPACE

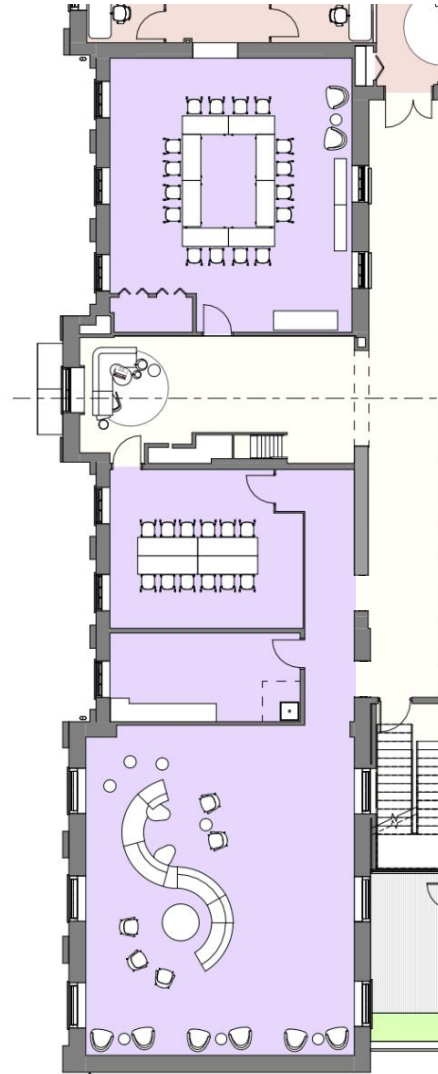
CURRENT



Rate the importance of each activity?



CURRENT



PROPOSED

a – Not Important

b – Neutral

c – Important



Meetings



Commemorative events



Historic/Educational tours

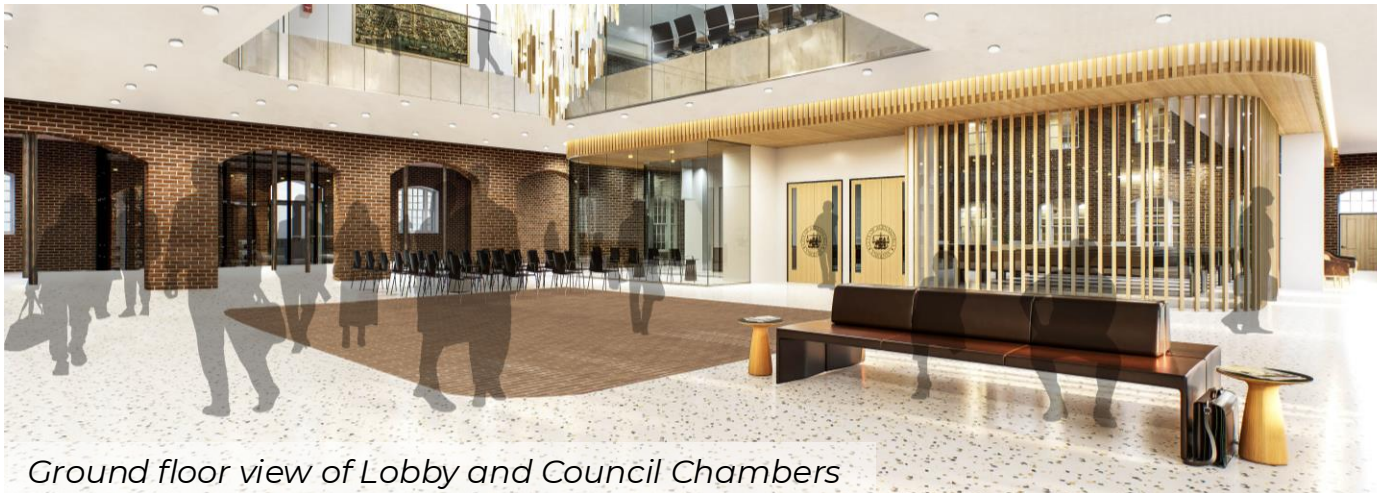
How can City Hall serve you?



Stair from ground to 2nd floor



3rd floor view to clocktower

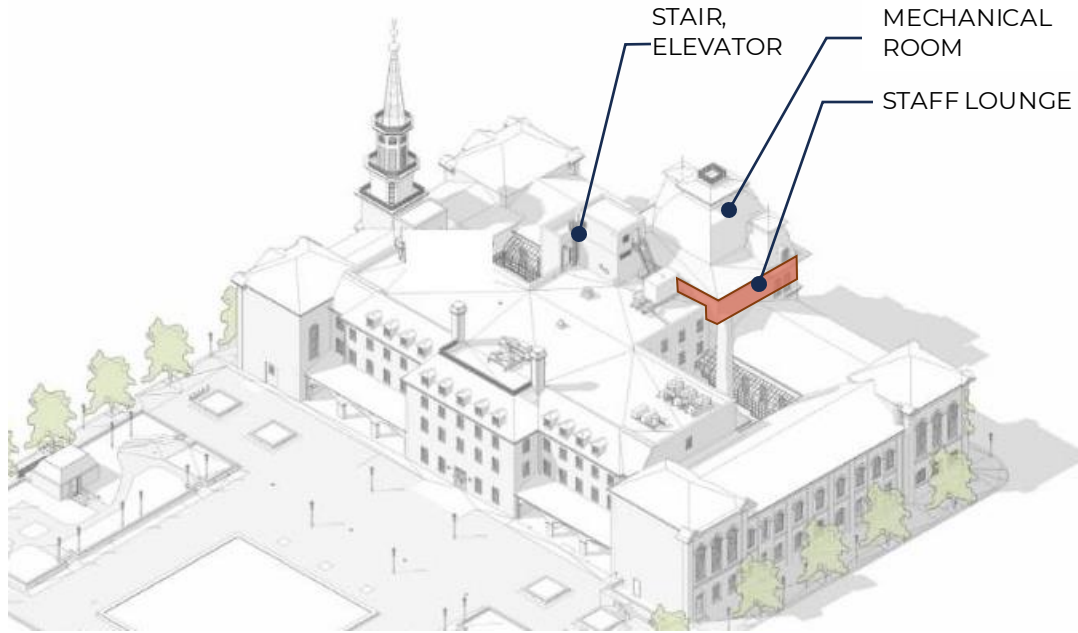


Ground floor view of Lobby and Council Chambers

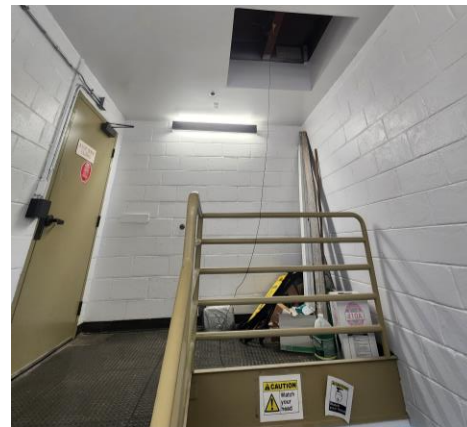
Staff and public interactions

- Open, accessible, welcoming
- Public services that are easy to get to
- Consolidated workspaces and improved space-efficiency
- Improved productivity and recruitment
- Respect for historic and civic resources

Fifth floor – current



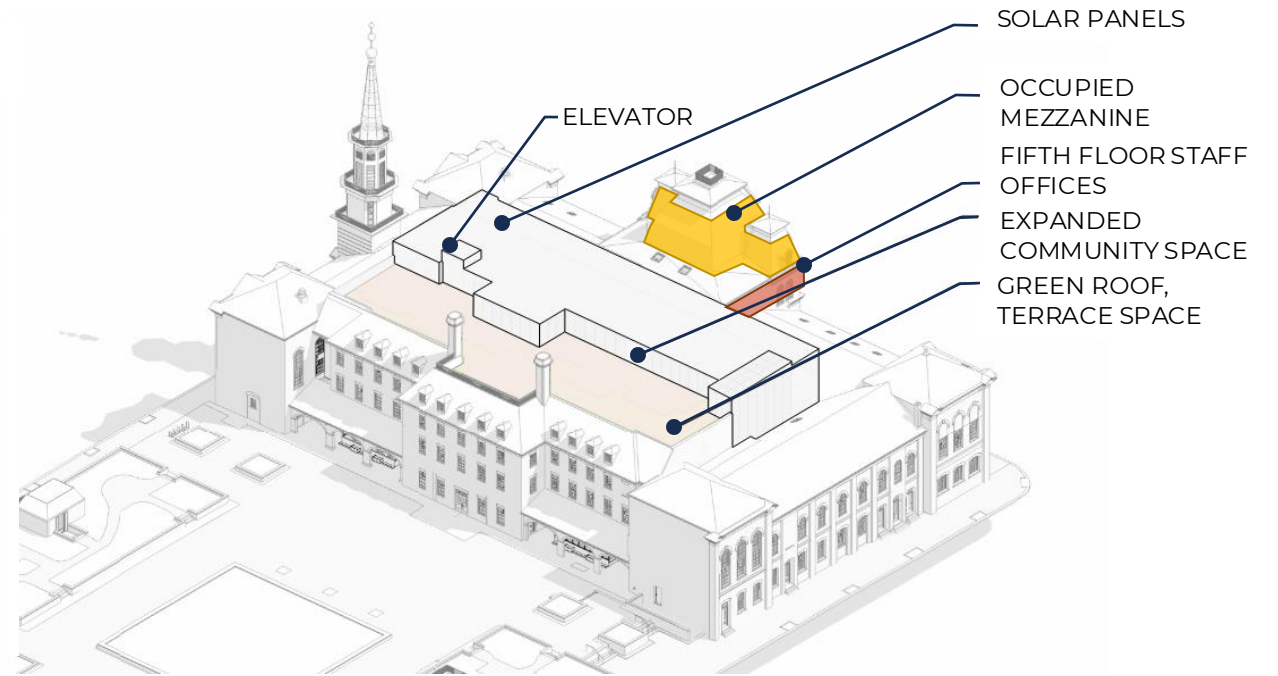
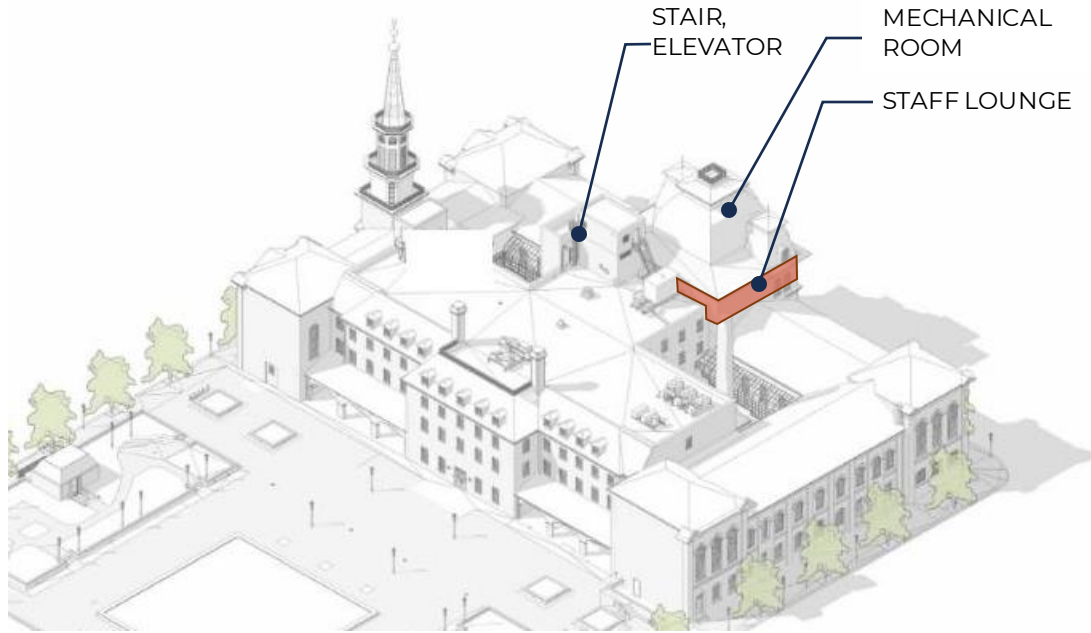
STAFF LOUNGE



ACCESS TO ROOF



Fifth floor – current and proposed



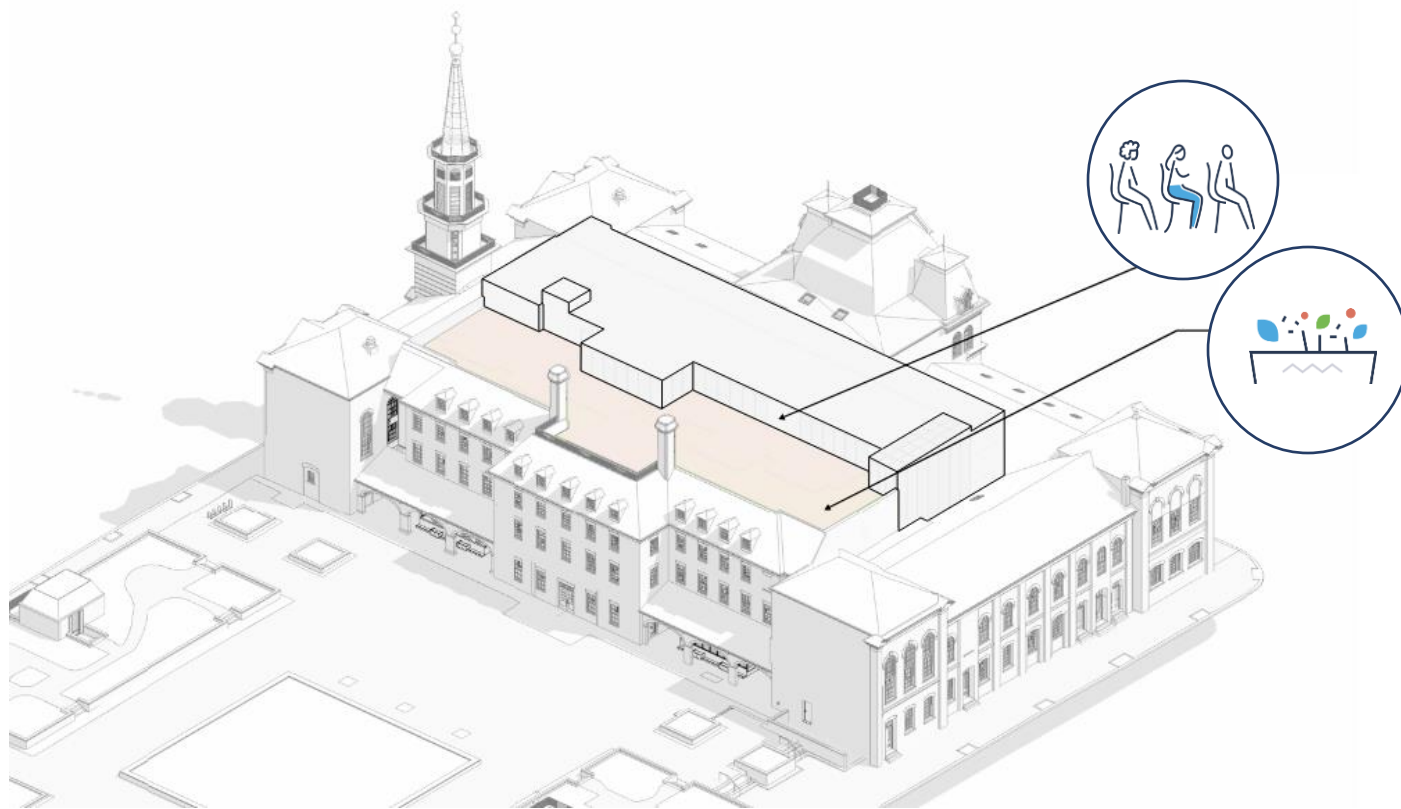
Existing uses

- Mechanical room
- Staff lounge

Proposed uses

- Staff offices
- Solar panels
- Green roof
- Community space

Fifth floor activities



Adding value to existing rooftop space



Mechanical equipment

Staff offices

Solar panels

Green roof

Community space

Community uses



meetings,



commemorative events,



receptions/ gatherings,

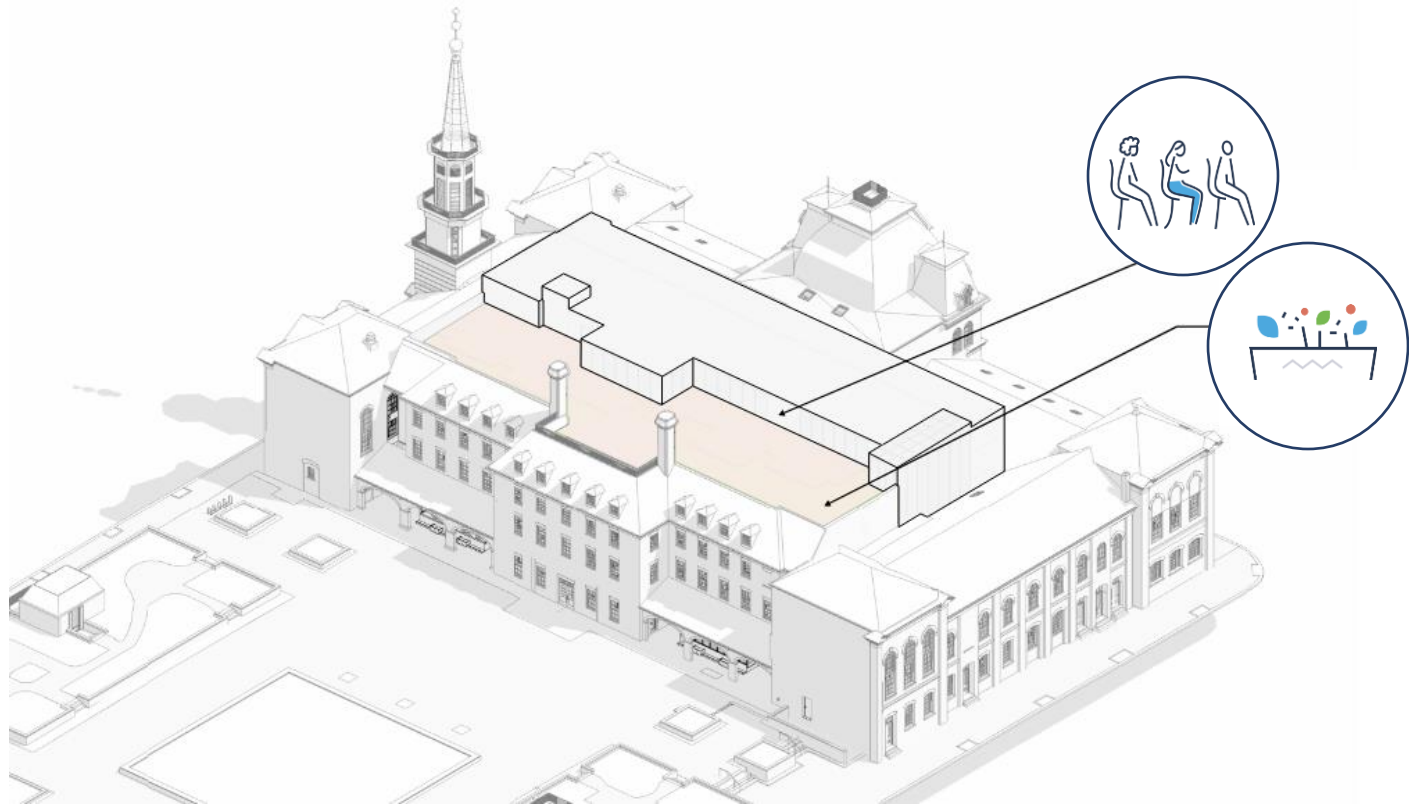


outdoor events,



historic/ educational tours

Rate the importance of each activity?



a – Not Important

b – Neutral

c – Important

Community uses



meetings,



commemorative events,



receptions/ gatherings,



outdoor events,



historic/ educational tours

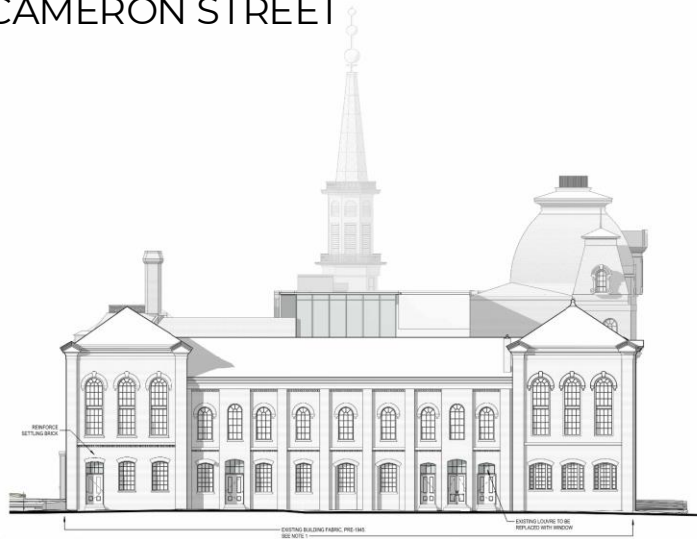
Rehabilitation of Historic Elevations

Proposed Approach

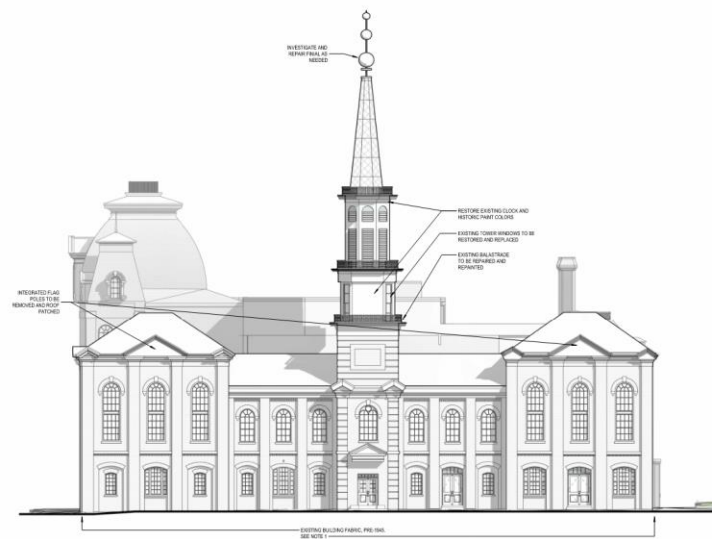
- Preservation of historic fabric & features
- Replacement of non-historic windows
- Brick repointing
- Roof repair, shingle replacement
- Clock tower repairs – structure, finish



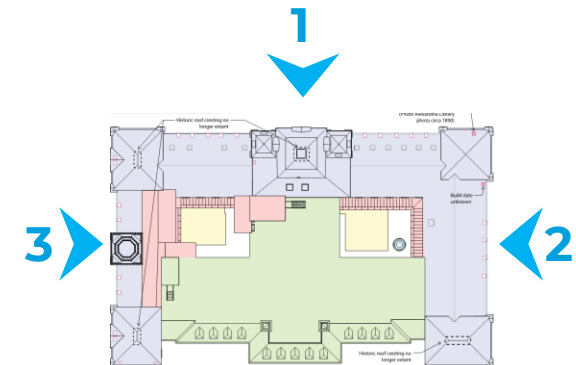
1. CAMERON STREET



2. NORTH FAIRFAX STREET



3. NORTH ROYAL STREET

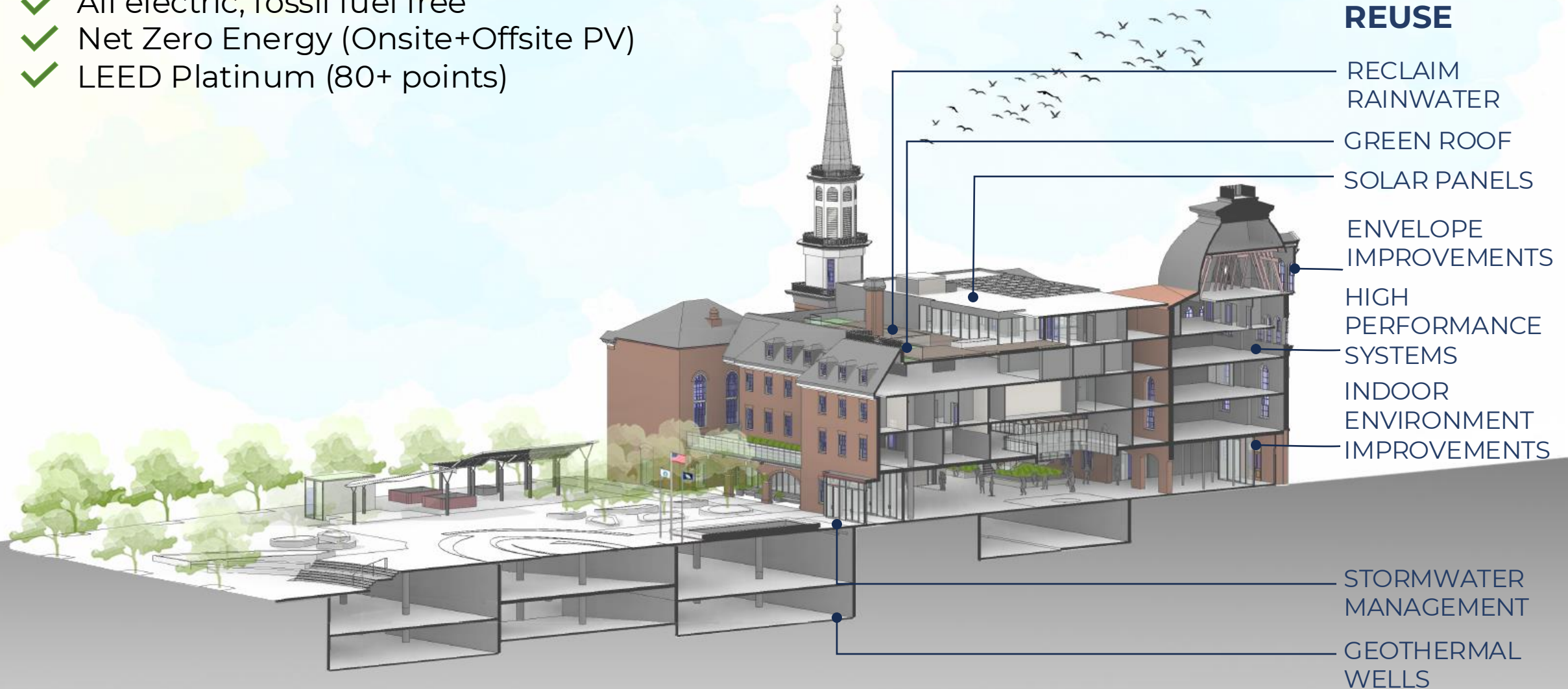


A resilient+sustainable future for City Hall

PROJECT GOALS:

- ✓ All electric, fossil fuel free
- ✓ Net Zero Energy (Onsite+Offsite PV)
- ✓ LEED Platinum (80+ points)

ADAPTIVE REUSE

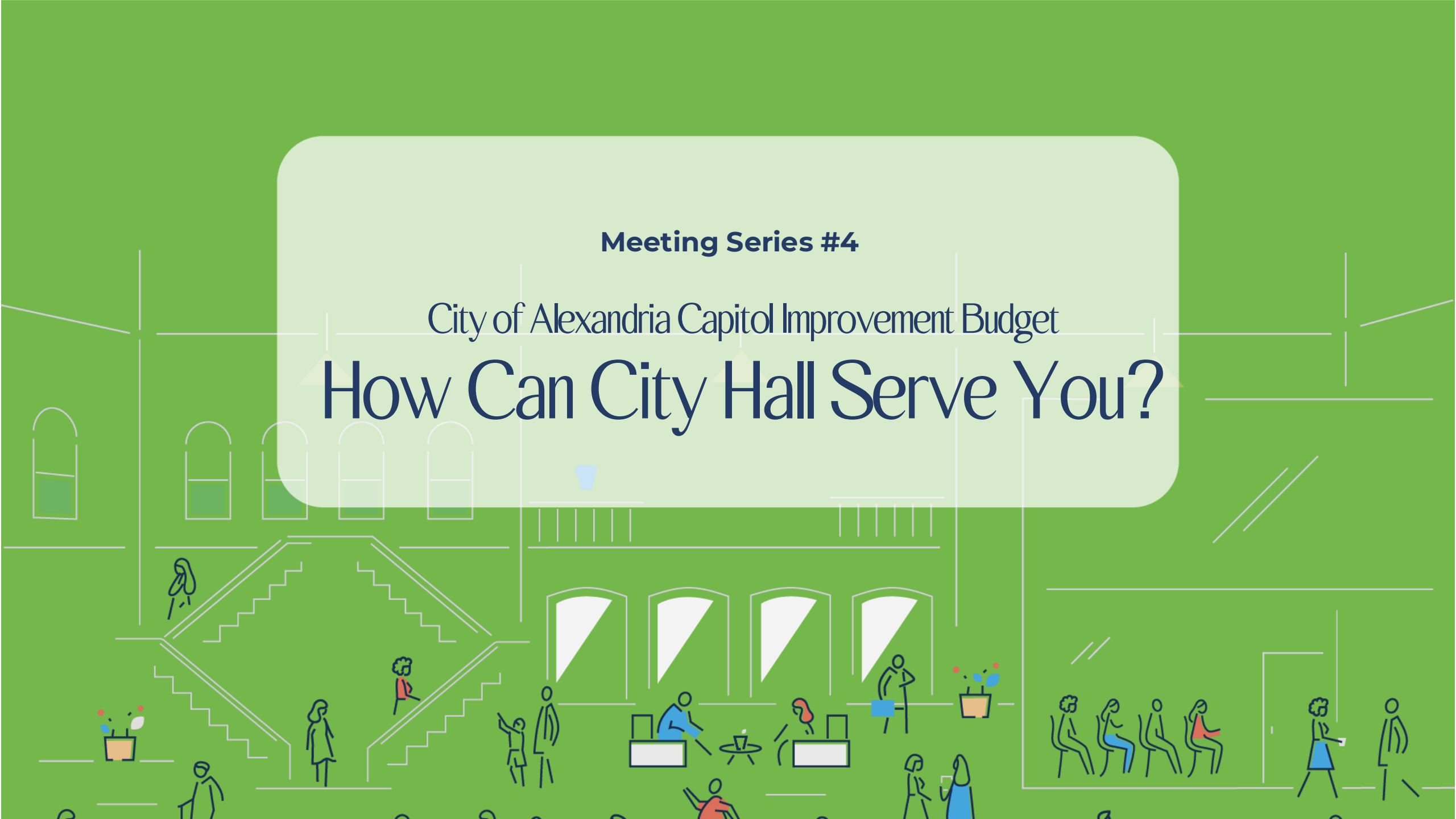




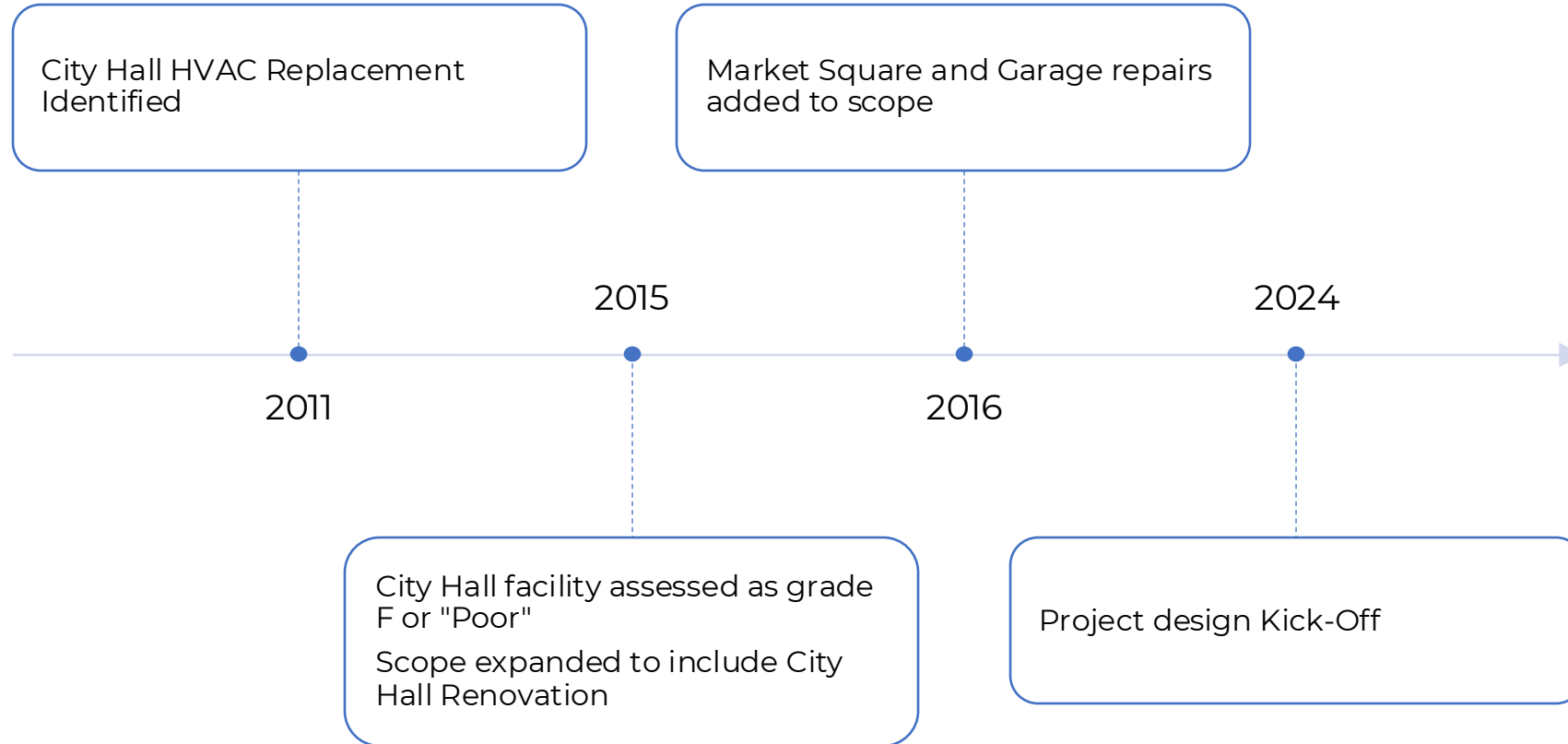
Meeting Series #4

City of Alexandria Capitol Improvement Budget

How Can City Hall Serve You?



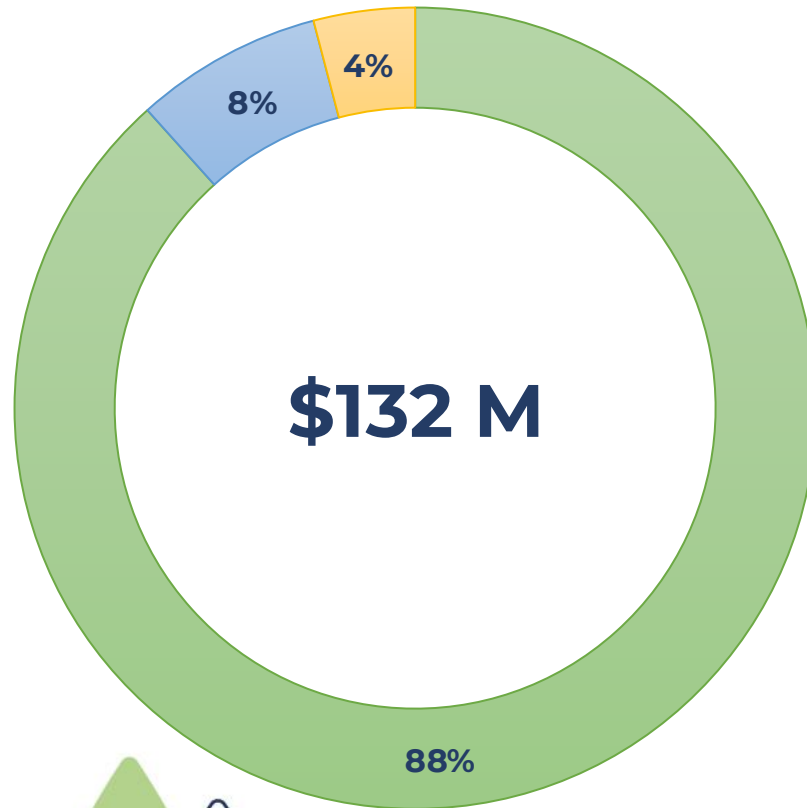
History of City Hall, Market Square Plaza, and Garage Project



Current Budget Overview

FY25 Approved Budget

■ City Hall ■ Garage ■ Market Square



Initial Scope Assumptions

City Hall

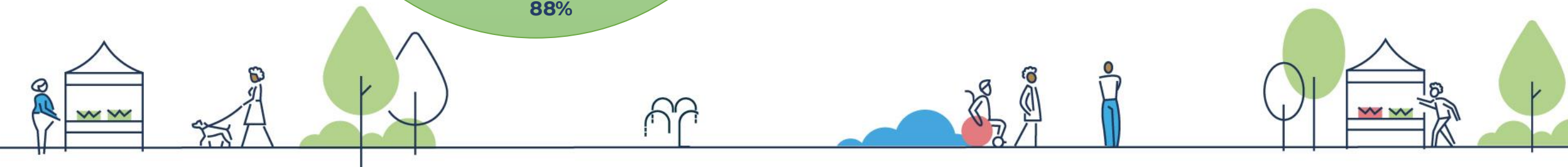
- Improved public services/transactions
- Repair failing MEP systems
- Ground floor community space

Garage

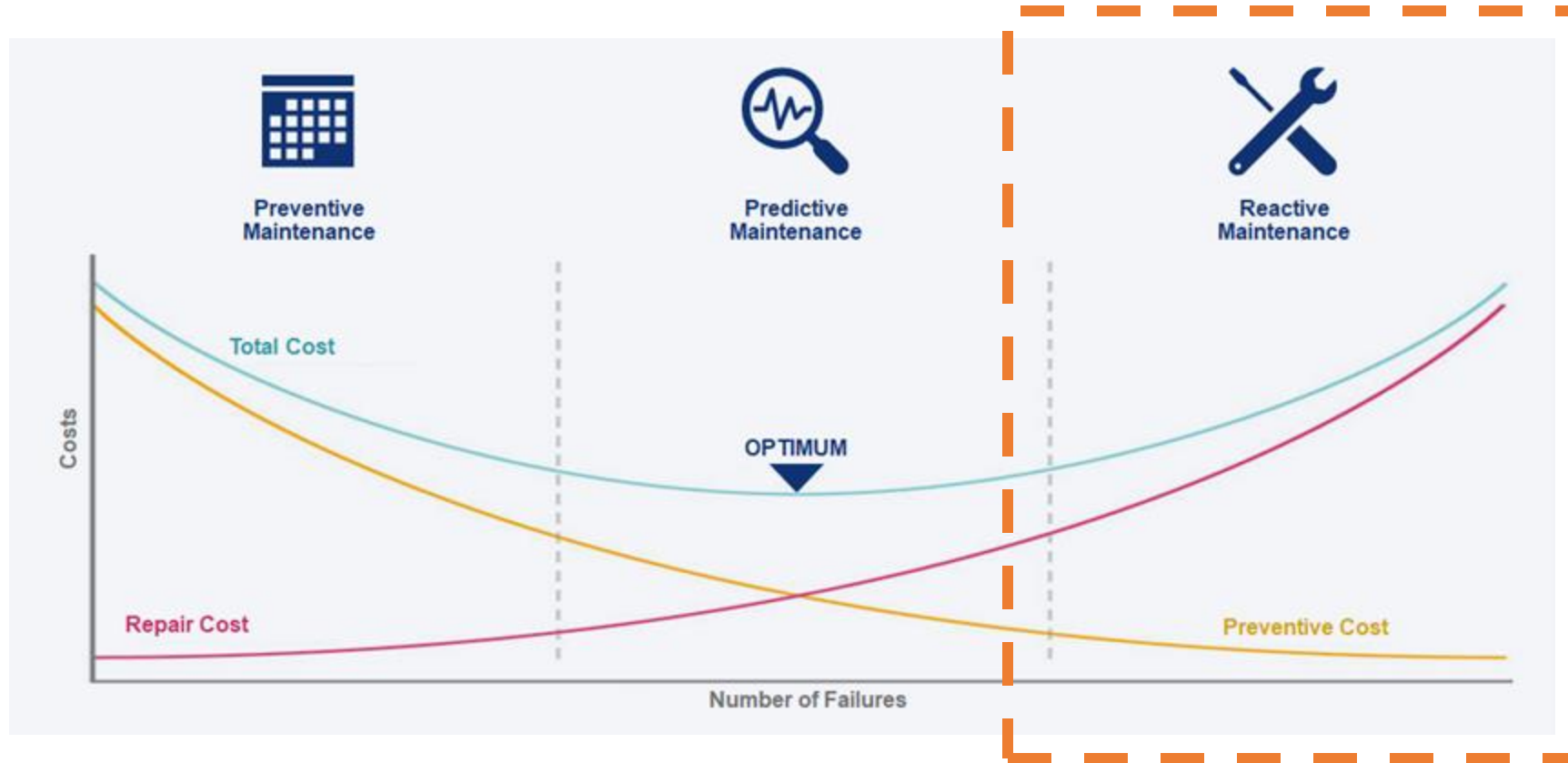
- Structural garage repair only

Market Square

- Market Square plaza waterproofing & hardscape repair only



Costs of Project Deferral



Source: Kaizen Institute

Maintenance costs over time

Since 2011 \$6M+ in repairs & maintenance were spent.

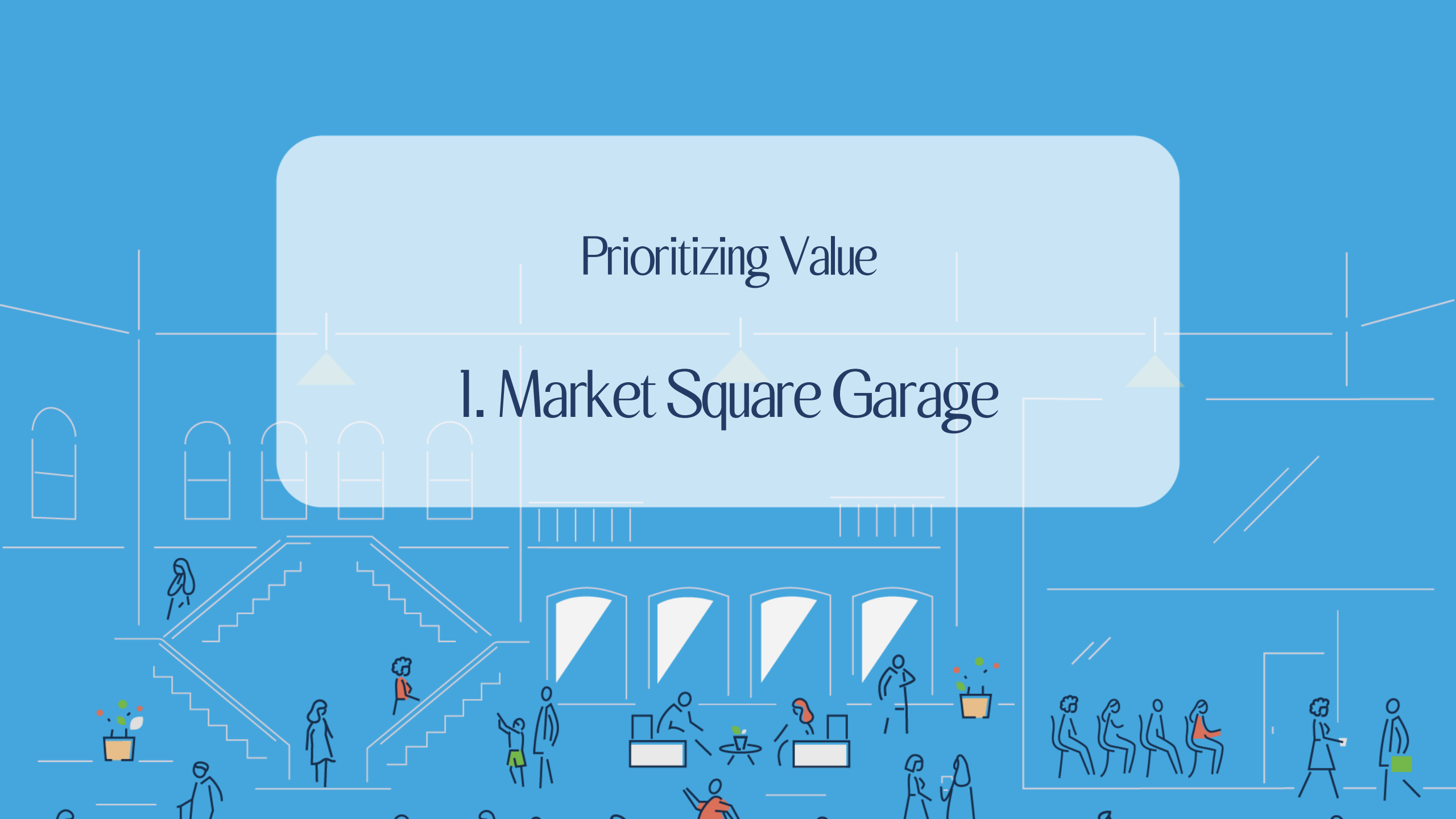
Impacts to budget over time

- Cost escalation increase overtime
- Supply chain challenges
- COVID-19 Pandemic
- Deterioration of equipment and facilities
- Adoption of Green Building Policy
- Code Updates
- Planning & Zoning Updates

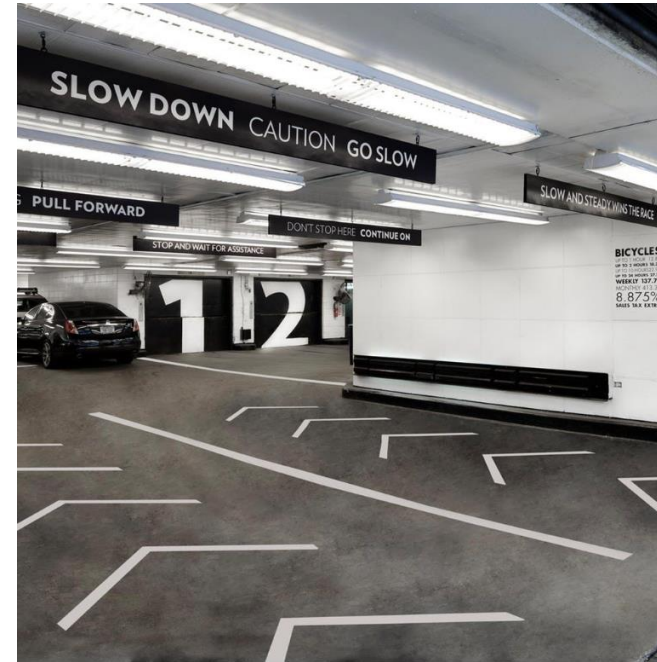


Prioritizing Value

1. Market Square Garage



Value of Garage Replacement










	Base (Repair)	Limited Excavation (Replacement)	Expanded Excavation (Replacement)
⌚ Added lifespan	<20 years	50+ years	50+ years
💰 Added Investment	\$0	\$12 M	\$15 M
🌿 Geothermal	No	Partial	Expanded
👉 Market Square Improvements	Repair Only	👍 👍	👍 👍 👍
💰 Repair Costs over 50 years	\$\$\$	\$	\$

Rank these choices in order of preference (1 = most, 3 = least)



- a – Base (Repair)
- b - Limited Excavation (Replacement)
- c – Expanded Excavation (Replacement)

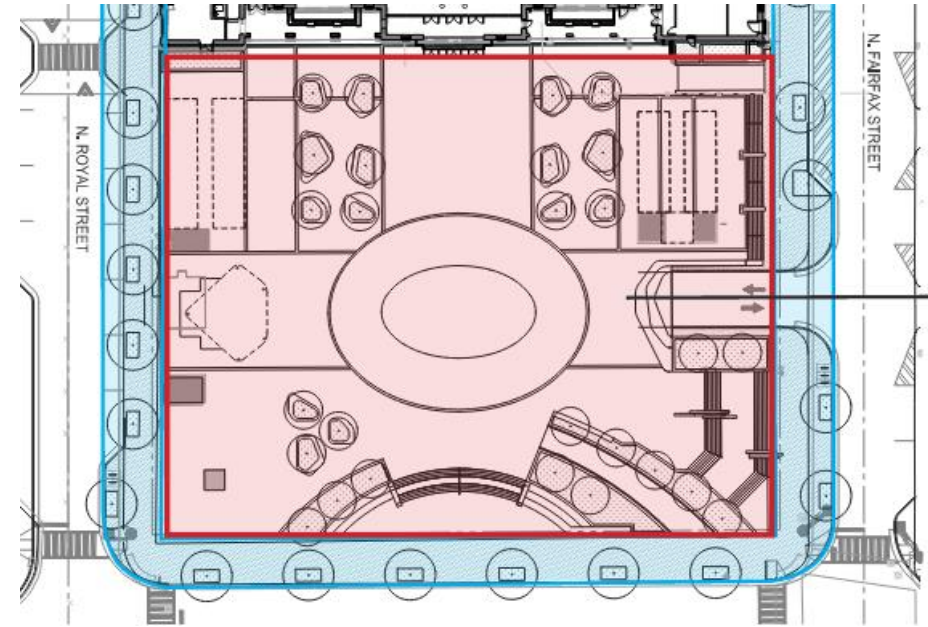
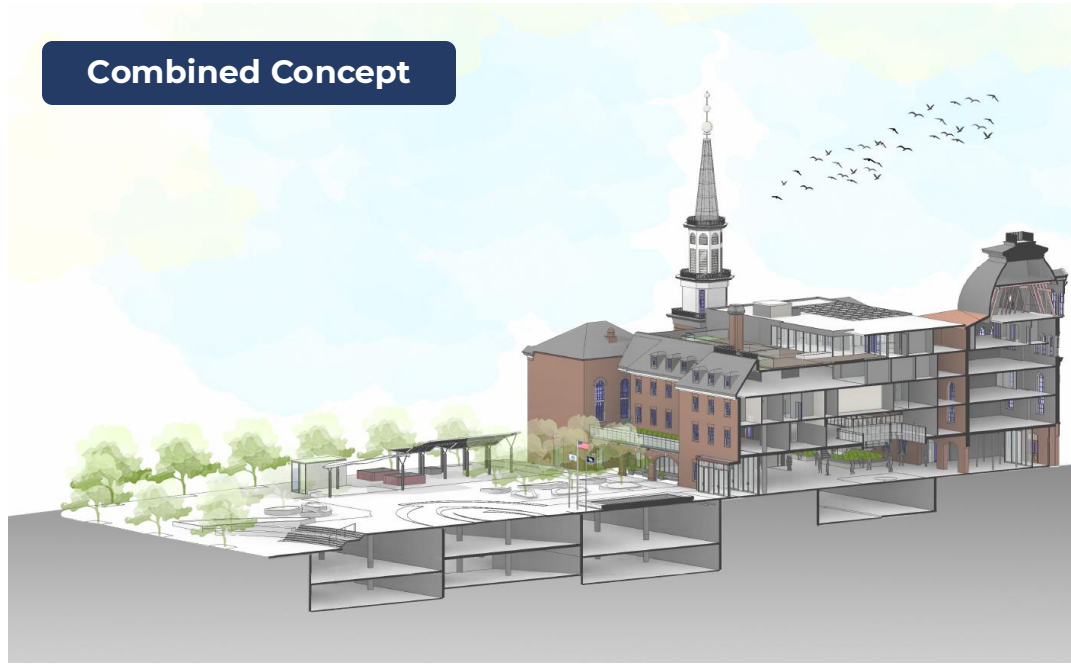
	Base (Repair)	Limited Excavation (Replacement)	Expanded Excavation (Replacement)
 Added lifespan	<20 years	50+ years	50+ years
 Added Investment	\$0	\$12 M	\$15 M
 Geothermal	No	Partial	Expanded
 Market Square Improvements	Repair Only		
 Repair Costs over 50 years	\$\$\$	\$	\$

Prioritizing Value

2. Market Square Plaza

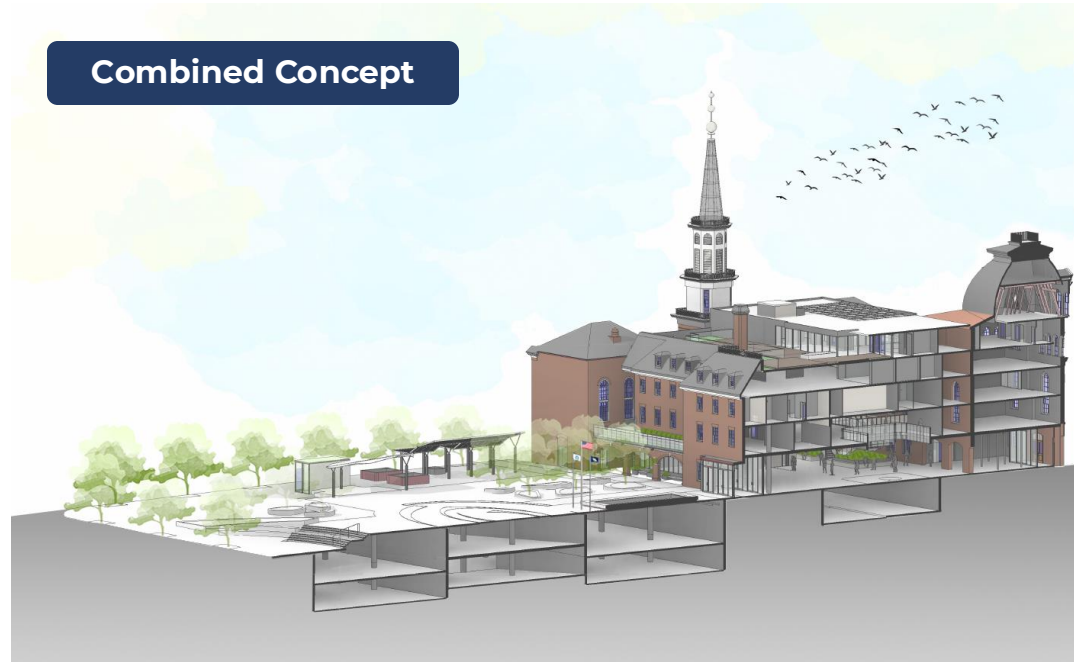


Value of Market Square Renovation



	Value-Add	Base (Waterproofing)	Plaza Improvements	Enhanced Plaza Upgrades
\$	Added investment	\$0	\$6 M	\$7.5 M
🌿 \$	Utility savings through solar PV	-	\$\$	\$\$\$
🌿 🟡	New tree canopies & shade	-	👍 👍	👍 👍 👍
🟡	Improved accessibility	Minimum	👍 👍	👍 👍 👍
🟡	Community amenities	-	👍 👍	👍 👍 👍

Rank these choices in order of preference (1 = most, 3 = least)

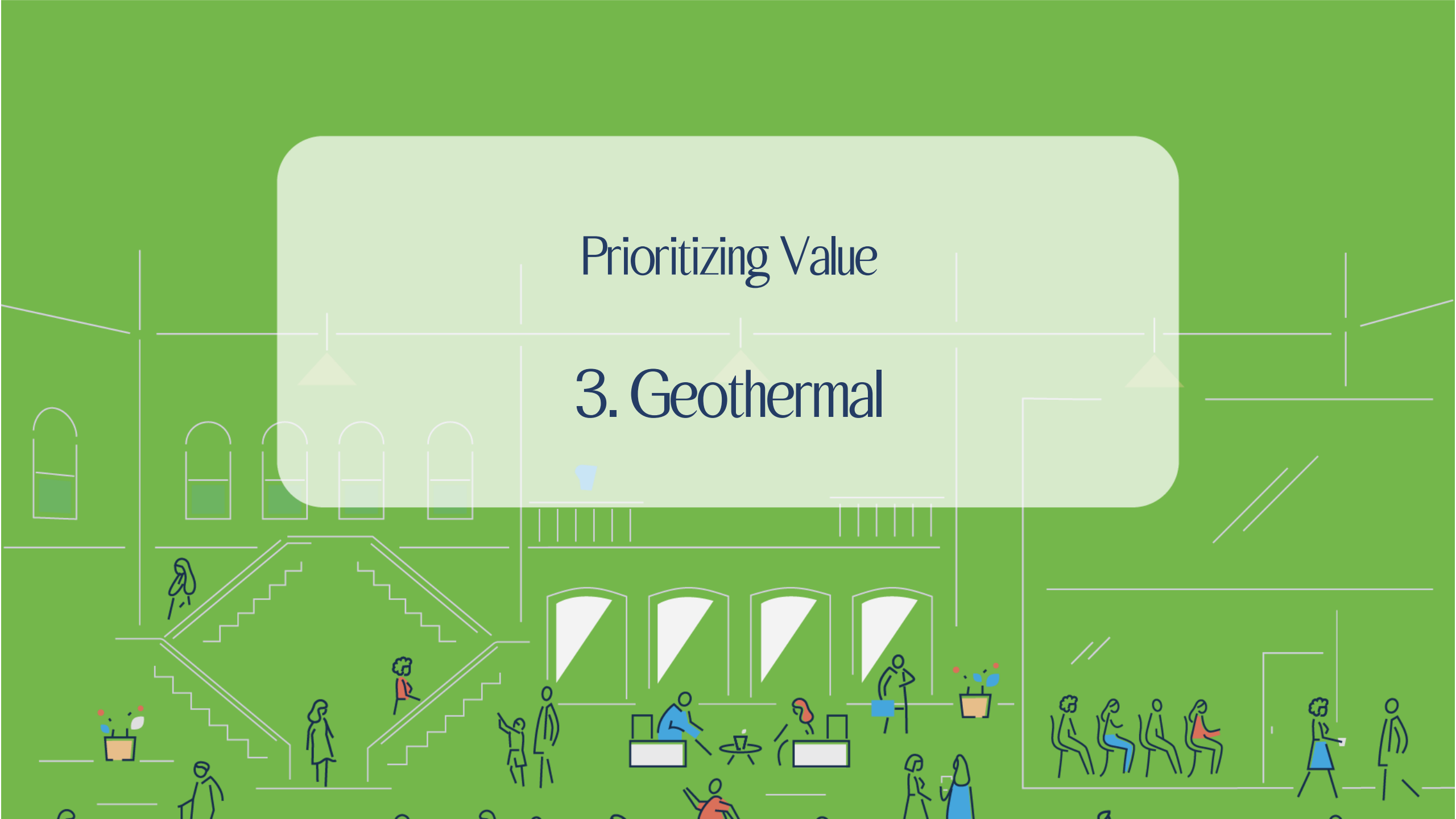


- a – Base (Waterproofing)
- b – Plaza Improvements
- c – Enhanced Plaza Upgrades

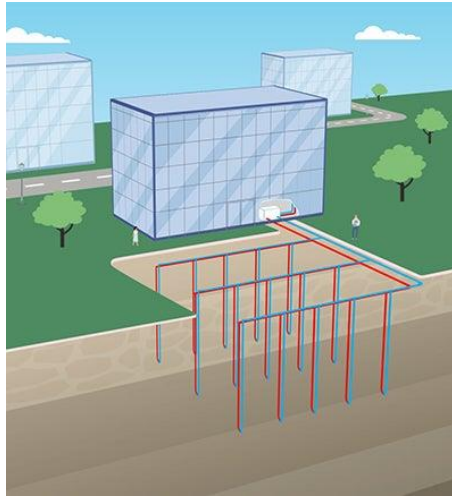
	Value-Add	Base (Waterproofing)	Plaza Improvements	Enhanced Plaza Upgrades
\$	Added investment	\$0	\$6 M	\$7.5 M
🌿 \$	Utility savings through solar PV	-	\$\$	\$\$\$
🌿 🍷	New tree canopies & shade	-	👍 👍	👍 👍 👍
🍷	Improved accessibility	Minimum	👍 👍	👍 👍 👍
🍷	Community amenities	-	👍 👍	👍 👍 👍

Prioritizing Value

3. Geothermal

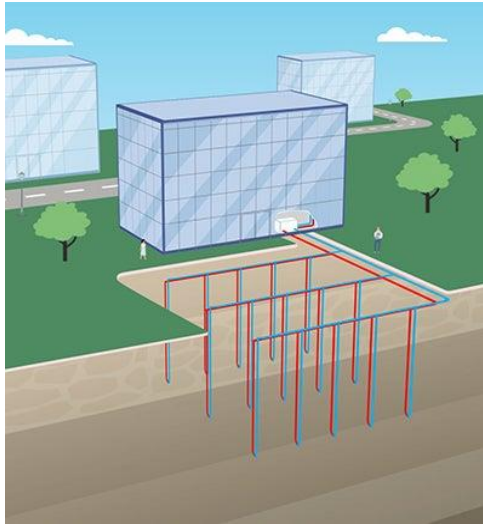


Value of Geothermal



	Value-Add	Base (Traditional HVAC)	Partial Footprint	Expanded Footprint
Added lifespan		<25 years	50+ years	50+ years
Added Investment		\$0	\$6 M	\$7.5 M
Utility Savings over 50+ years		-	\$4 M	\$5 M
Other Operational Savings		-	\$\$	\$\$\$
Potential IRA Tax Credit		-	Likely, 30%	Likely, 30%
Reduced Annual Greenhouse Gas		-	70 🏠 OR 64 🚗	100 🏠 OR 92 🚗
Reduced Heat Island Effect		☀️ ☀️ ☀️	☀️ ☀️	☀️

Rank these choices in order of preference (1 = most, 3 = least)



- a – Base (Traditional HVAC)
- b – Partial Footprint
- c – Expanded Footprint

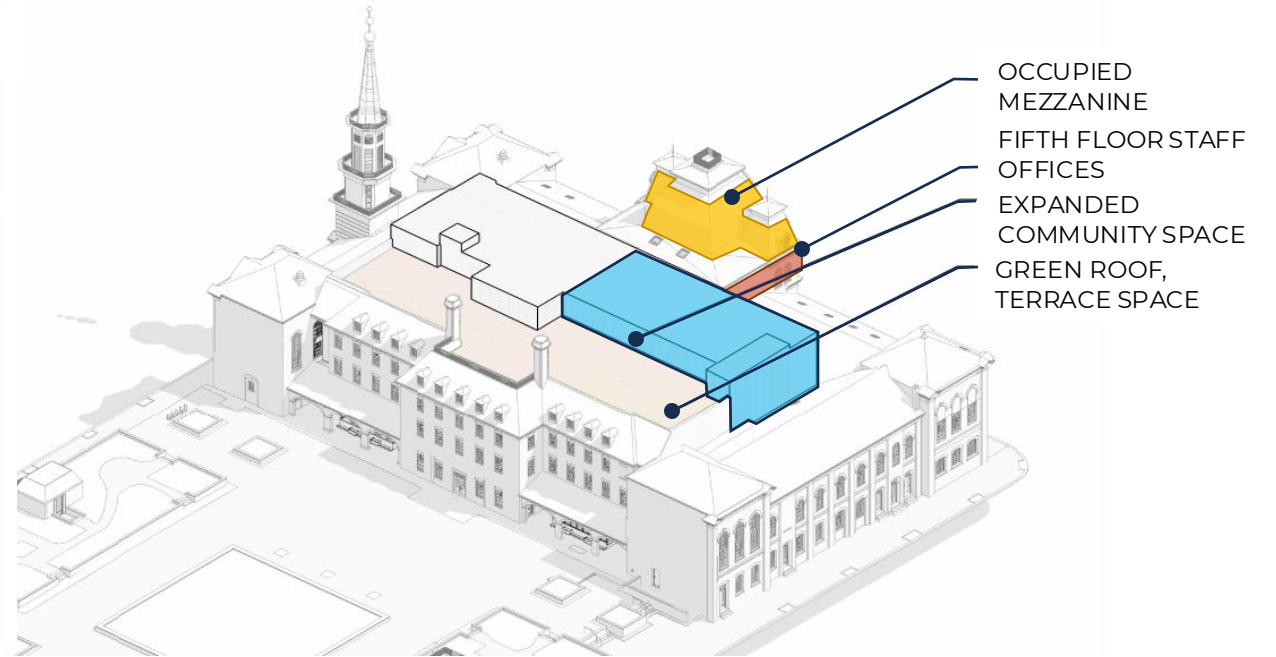
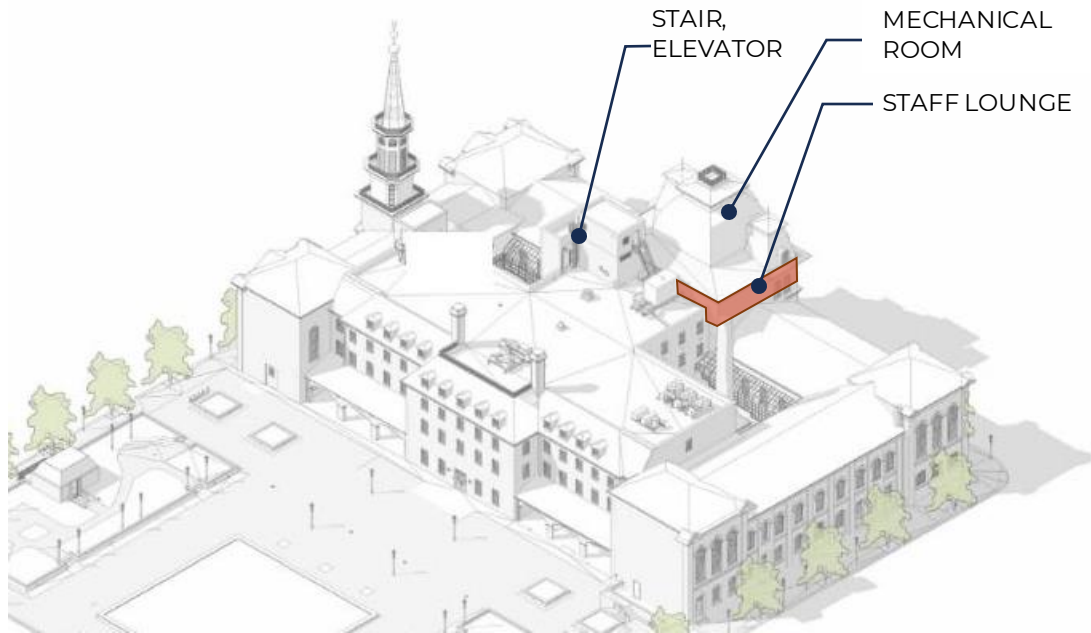
Value-Add	Base (Traditional HVAC)	Partial Footprint	Expanded Footprint
Added lifespan	<25 years	50+ years	50+ years
Added Investment	\$0	\$6 M	\$7.5 M
Utility Savings over 50+ years	-	\$4 M	\$5 M
Other Operational Savings	-	\$\$	\$\$\$
Potential IRA Tax Credit	-	Likely, 30%	Likely, 30%
Reduced Annual Greenhouse Gas	-	70 🏠 OR 64 🚗	100 🏠 OR 92 🚗
Reduced Heat Island Effect	☀️ ☀️ ☀️	☀️ ☀️	☀️

Prioritizing Value

4. 5th Floor Expansion

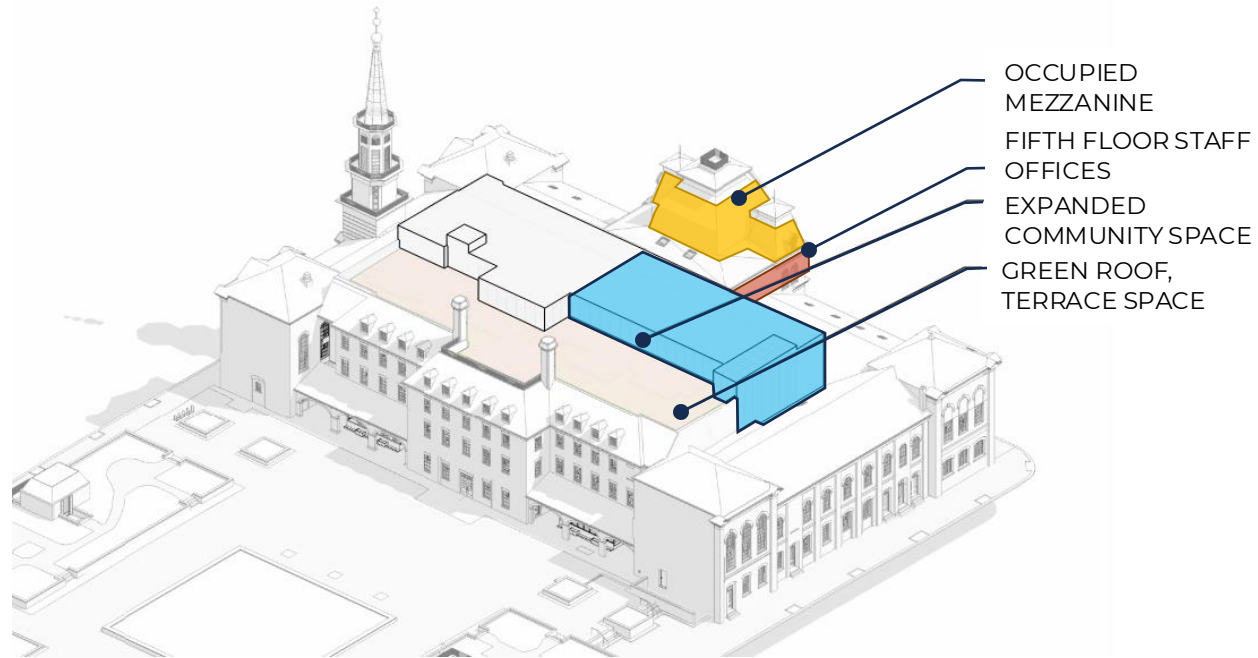


Value of 5th Floor Expansion



	Value-Add	Base (No Expansion)	Functional 5th Floor ●●	Expanded 5th Floor ●●○○
\$	Added investment	\$0	\$6 M	\$7.5 M
\$	Potential for revenue	-	\$	\$
♥	New community asset	-	👍 👍	👍 👍 👍
🌿	Utility Savings through Solar PV	-	Reduced	Expanded
🌿	Green roof	-	Expanded	Reduced

Rank these choices in order of preference (1 = most, 3 = least)



- a – Base (No Expansion)
- b – Functional 5th Floor
- c – Expanded 5th Floor

Value-Add	Base (No Expansion)	Functional 5th Floor ●●	Expanded 5th Floor ●●●●
\$ Added investment	\$0	\$6 M	\$7.5 M
\$ Potential for revenue	-	\$	\$
♥ New community asset	-	👍 👍	👍 👍 👍
🌿 Utility Savings through Solar PV	-	Reduced	Expanded
🌿 Green roof	-	Expanded	Reduced

Summary of Value-add Investments

1. Market Square Garage Replacement	\$12 - \$15 M
2. Market Square Plaza Upgrades	\$6 - \$7.5 M
3. New Geothermal System	\$6 - \$7.5 M
4. 5th Floor Expansion	\$6 - \$7.5 M

Estimated range of value-add:

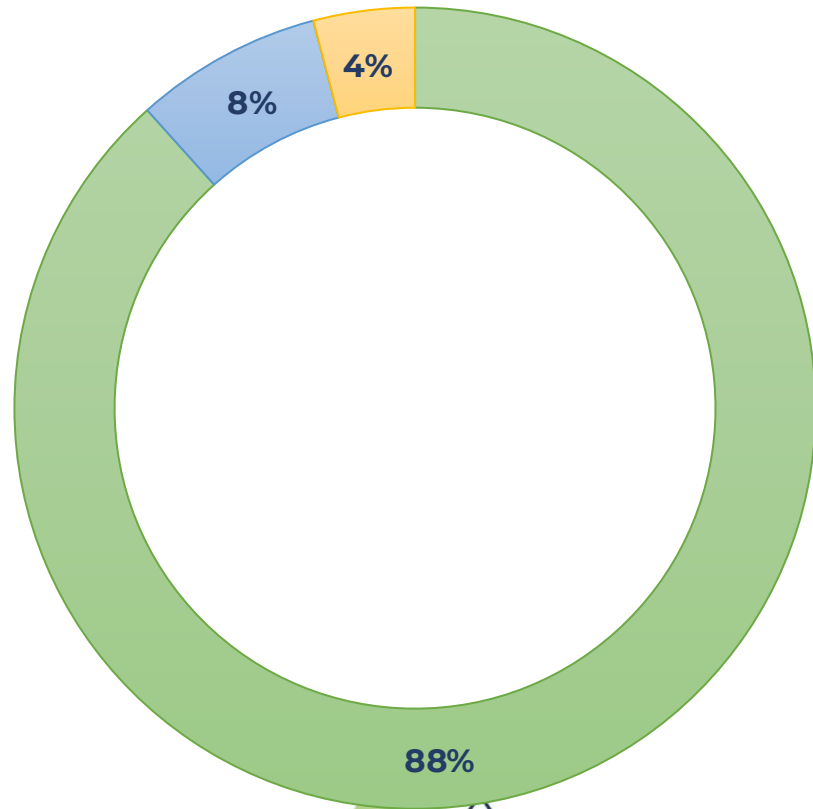
\$30 - \$37.5 M



Value-driven Budget Approach

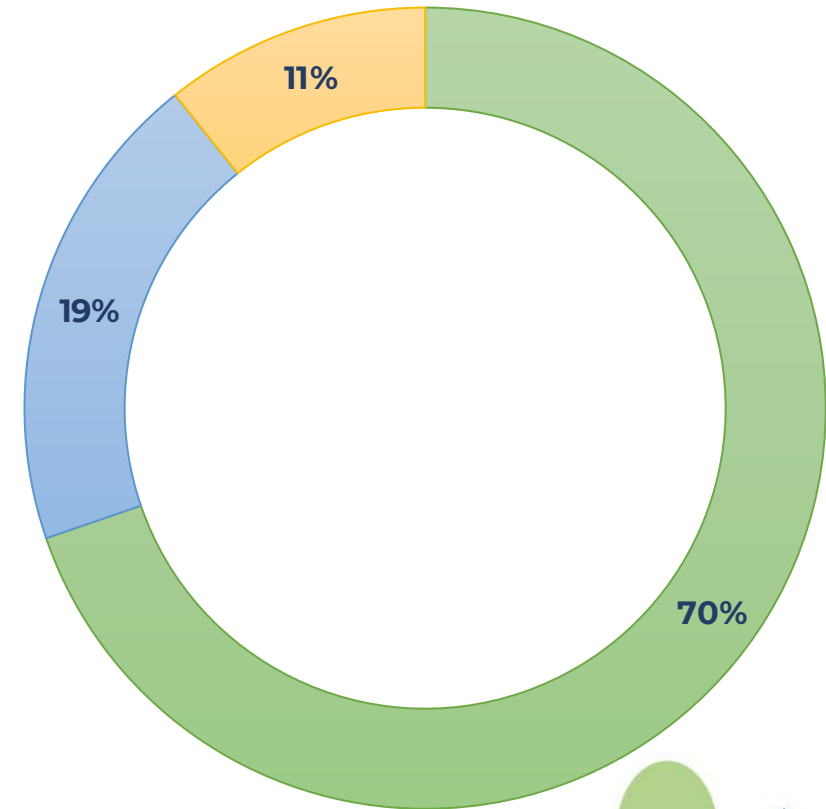
FY25 Approved Budget

■ City Hall ■ Garage ■ Market Square



Value-Driven Approach

■ City Hall ■ Garage ■ Market Square



What **matters** most to you? Rank these values in order of priority.

(1 = most, 7 = least)



a – Community gathering space



b – Accessibility



c – Resiliency and energy efficiency



d – Utility savings



e – Revenue generation



f – Beauty of Alexandria



g – Longevity and reliability



Q&A





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

alexandriava.gov/CityHall

We appreciate your participation!

