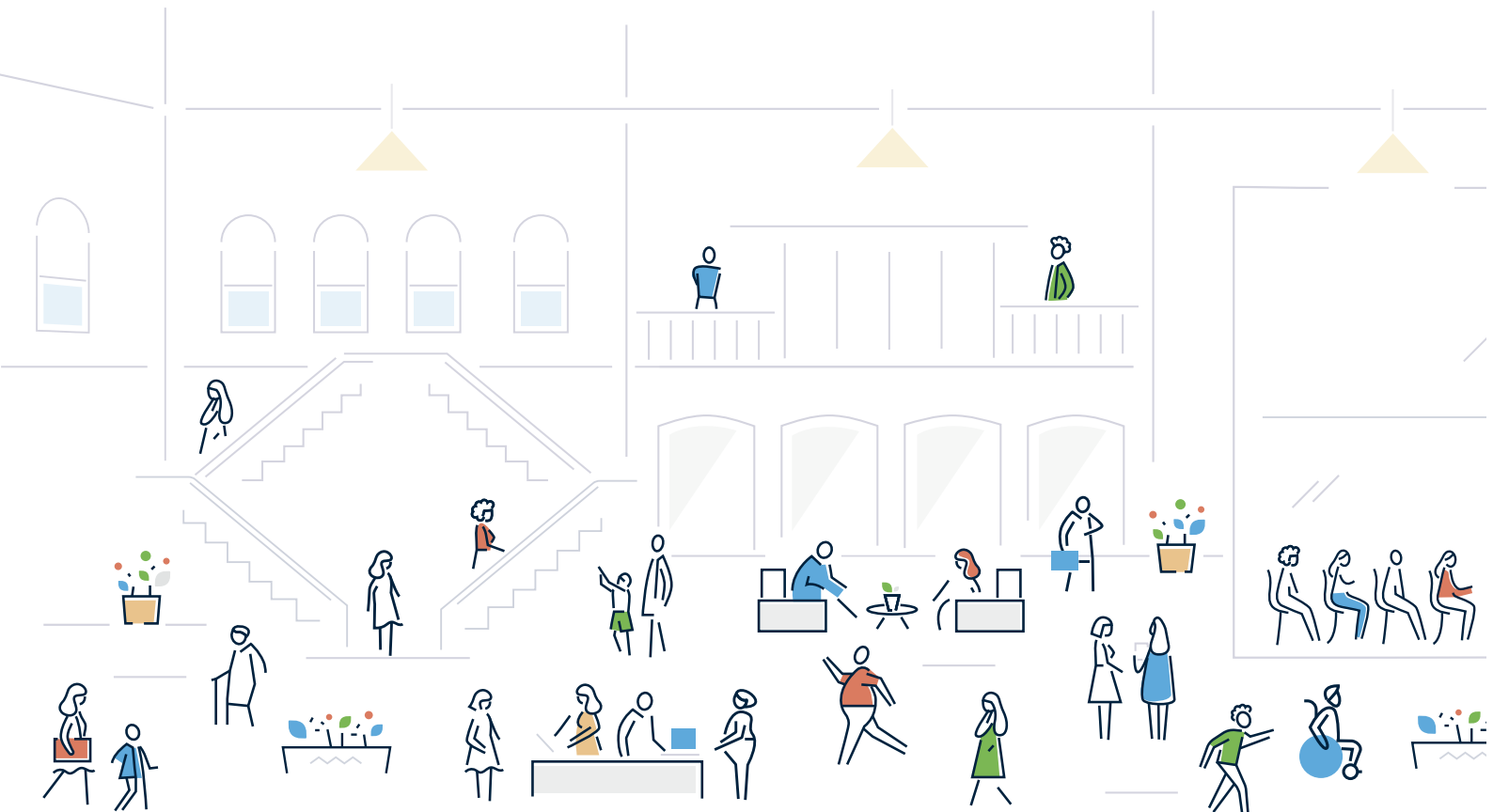


March 31, 2025

Alexandria City Hall Market Square  
Garage and Plaza Renovation

Series #4

# How Can City Hall Serve You



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# Executive Summary

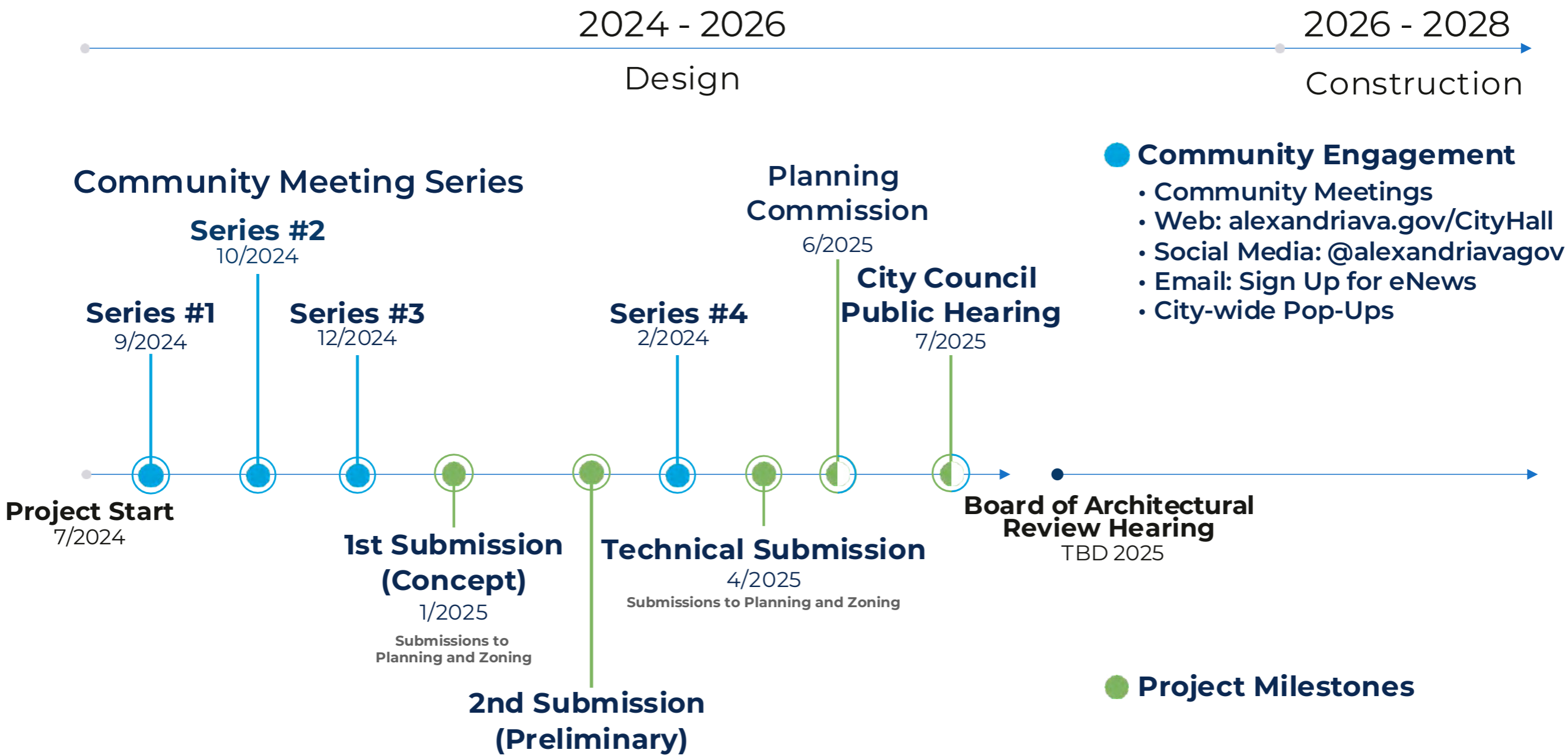
Alexandria City Hall, Market Square, and the adjacent parking garage are central to the city's civic, cultural, and community life. Originally constructed in 1817 and rebuilt after a fire in 1871, City Hall has evolved through multiple renovations, including a 1960s addition that enclosed its historic central courtyard. Market Square, reoriented in 1967 to face King Street, serves as a key gathering space and hosts the nation's oldest continually operating farmers' market—an Alexandria tradition dating back to George Washington's time.

In response to aging infrastructure and changing community needs, the City initiated a comprehensive renovation project to modernize City Hall and reimagine Market Square. The project builds on previous studies, including a 2014 feasibility report, 2015 Workplace Guidelines, and the 2019 City Hall Visioning Study, all of which identified critical needs such as improving building systems, enhancing accessibility, supporting civic functions, and preserving the site's historic character.

The renovation will create a more sustainable, energy-efficient, and welcoming facility that reflects Alexandria's heritage while meeting the evolving needs of residents, visitors, and city staff. Plans include modernizing office spaces, improving access to natural light, incorporating green materials, and re-envisioning Market Square as an active, flexible public space designed to foster community connection and civic pride.



# Community Engagement and Design Timeline



# Series #4

## How Can City Hall Serve You

**February 20 - March 23, 2025**

Building on the insights gathered during Series 3, the fourth round of community engagement expanded the conversation to include additional design considerations for both the interior and exterior of City Hall. While the focus remained on refining the interior program—particularly the ground floor and the former Council Chambers—participants were also invited to provide feedback on potential alternate façade options, as well as other elements such as the Market Square renovation, garage improvements, the 5th floor layout, and the potential integration of geothermal systems.

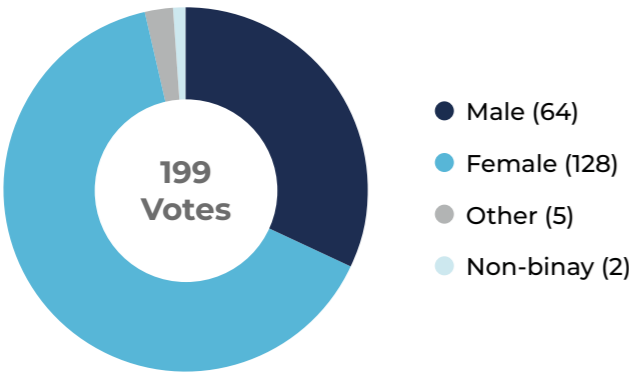
Community and City staff members engaged with the latest design concepts through a combination of in-person and virtual meetings, as well as an online survey. Feedback gathered during this phase continued to inform the design team's evolving approach, helping to align the project with the community's values, priorities, and long-term vision for a more functional, welcoming, and sustainable civic space.



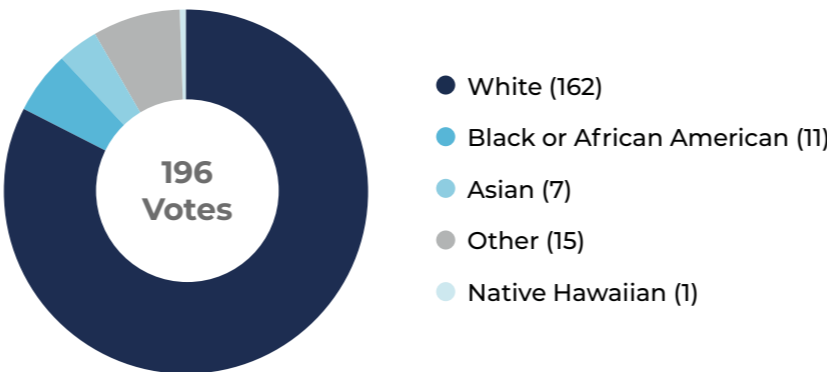
# Demographic Data

Demographic information is collected through a voluntary questionnaire in the intake form. This information helps us understand the diversity of responses and ensures feedback is gathered from a broad range of perspectives

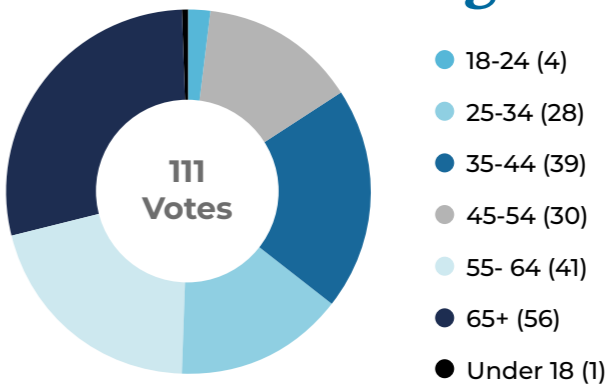
## Gender



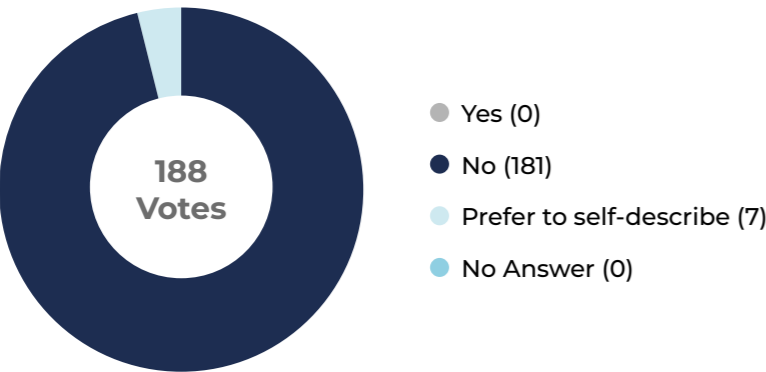
## Race



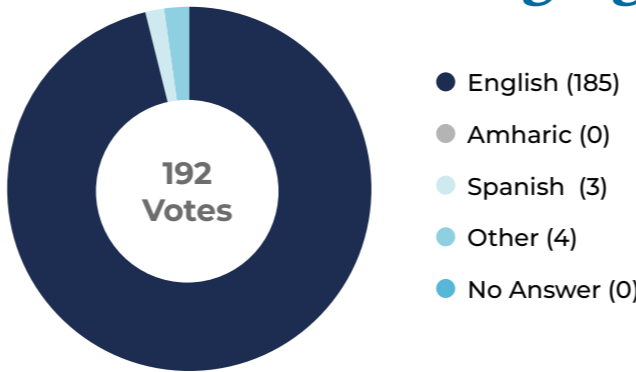
## Age Range



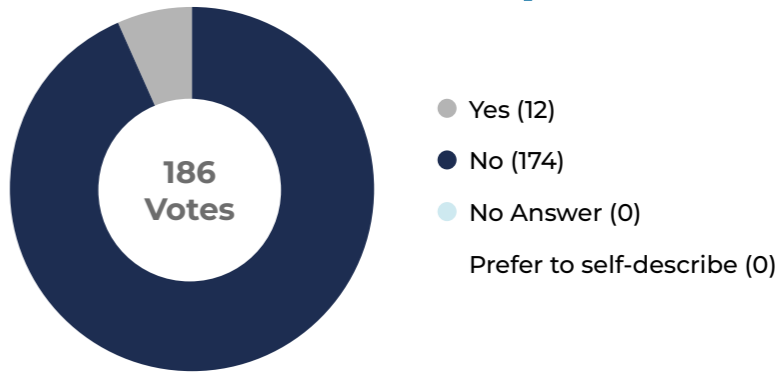
## Middle Eastern



## Language at Home



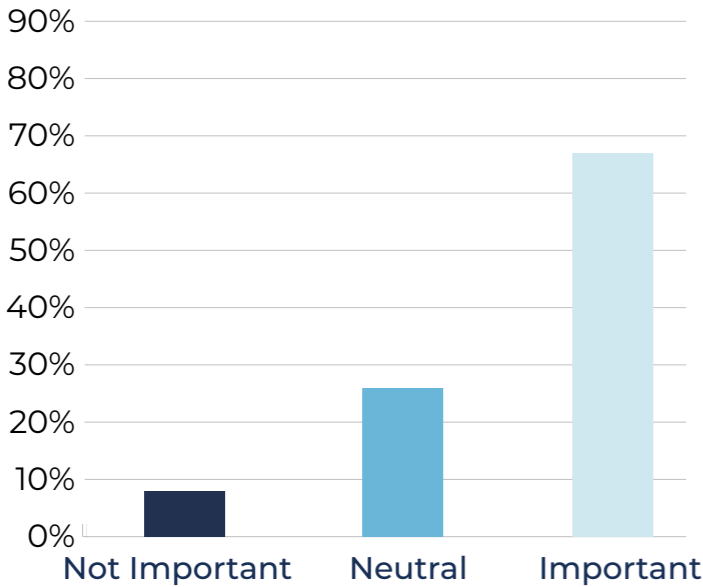
## Hispanic



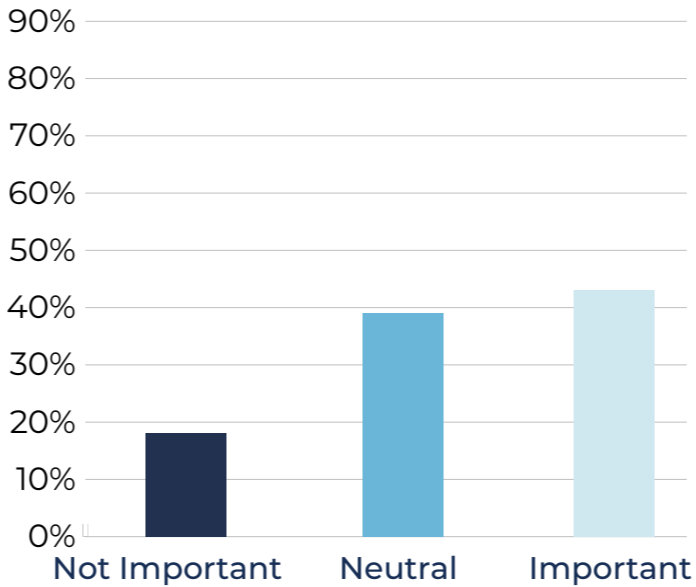
Rate the importance of each feature



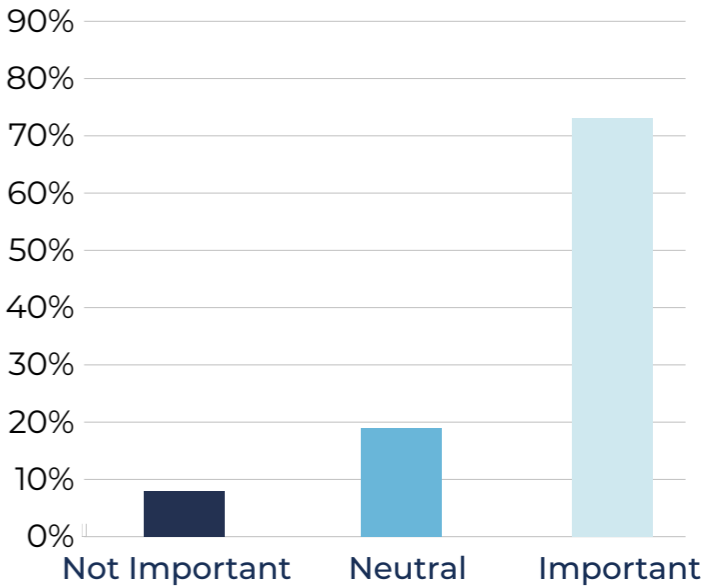
**Building entry**  
Visible and appropriately scaled entrance doors



**1960s infill**  
Modifications to the non-historic 1960s structure create more openness to City Hall

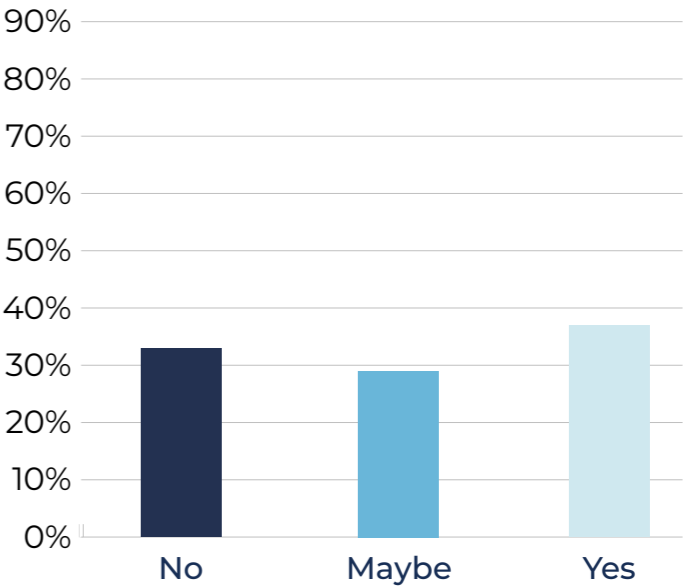


**City Hall south facade**  
Backdrop of a vibrant urban hub; nucleus of public life



\*This data is based on 239 responses as of March 23, 2025

Should we continue to study alternate ideas?

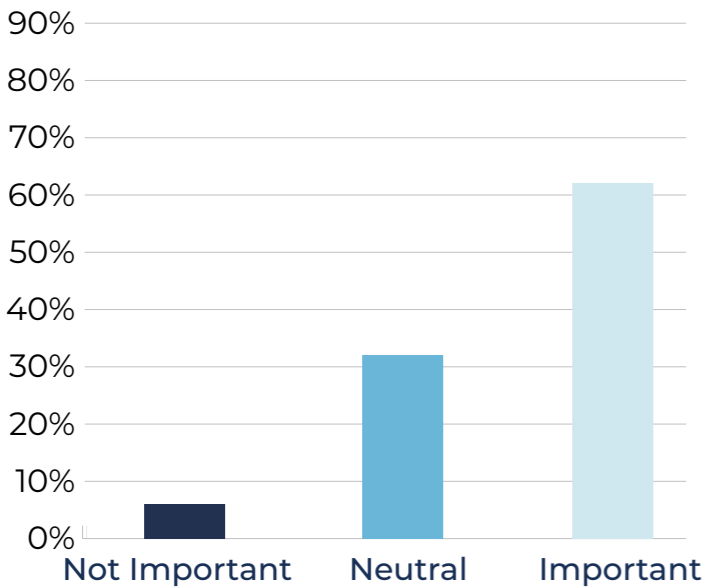


\*This data is based on 239 responses as of March 23, 2025

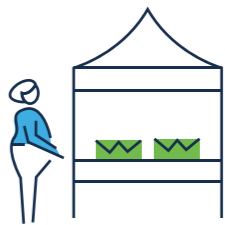
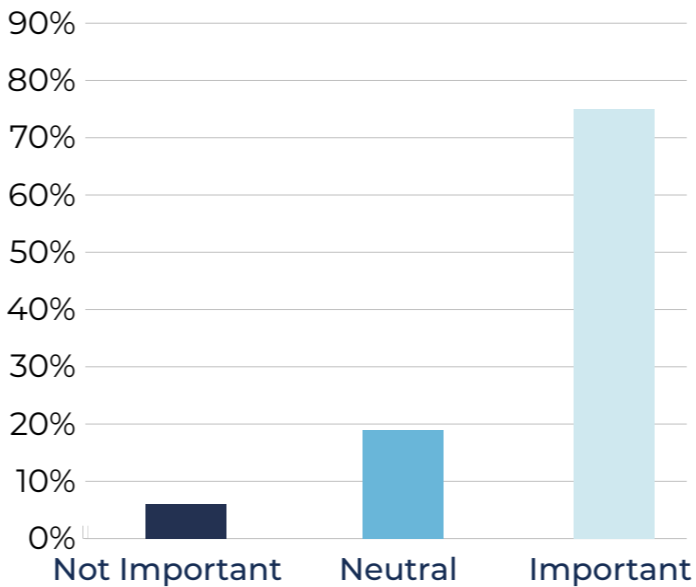
Rate the importance of each activity?



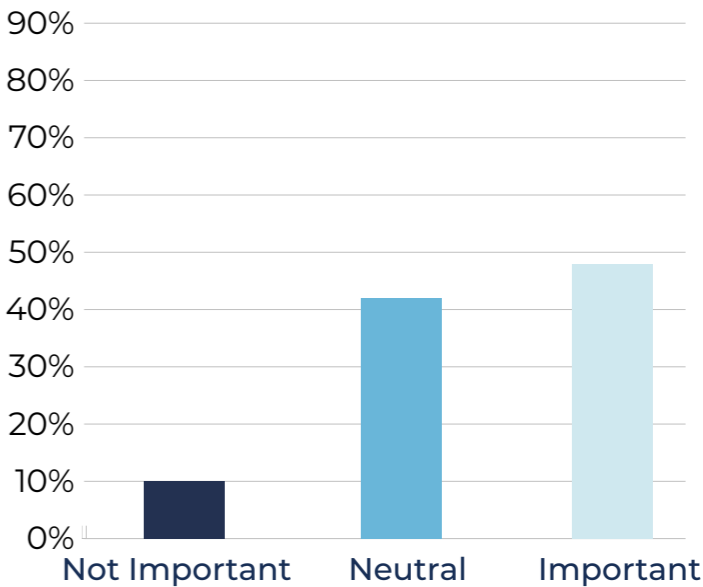
Meetings



Community Events



Commemorative Events

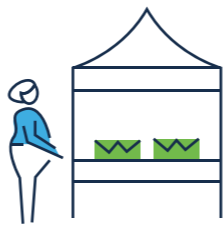
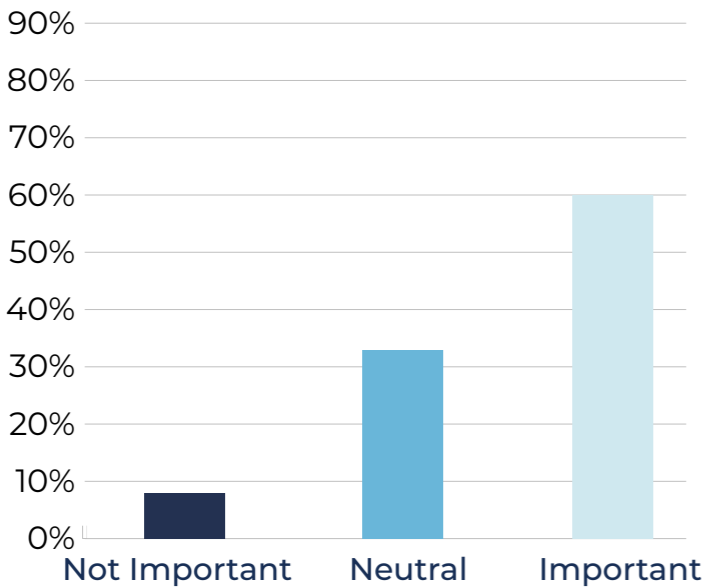


\*This data is based on 239 responses as of March 23, 2025

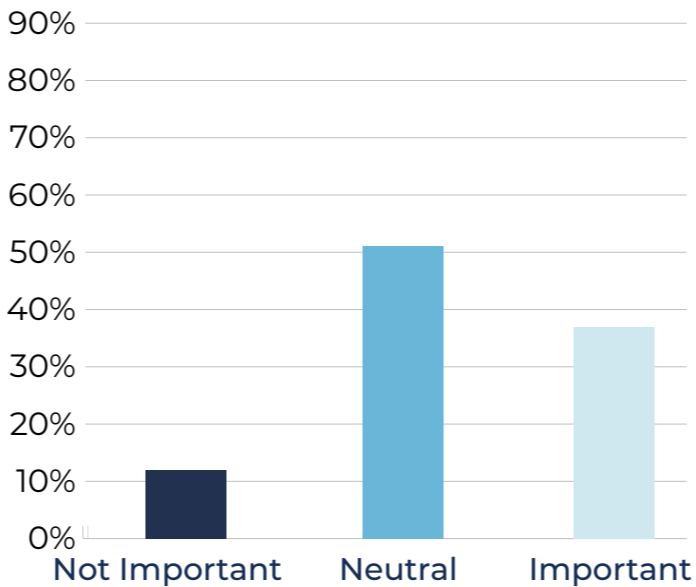
Rate the importance of possible activities for the current Council Chamber?



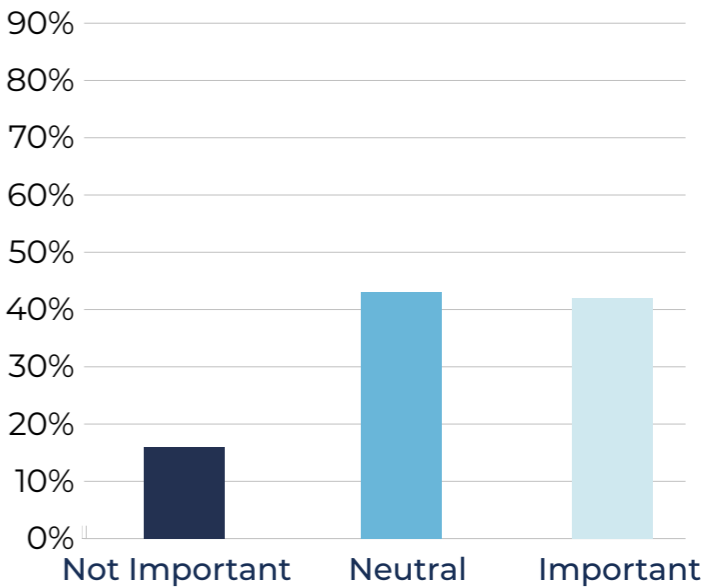
Meetings



Commemorative Events

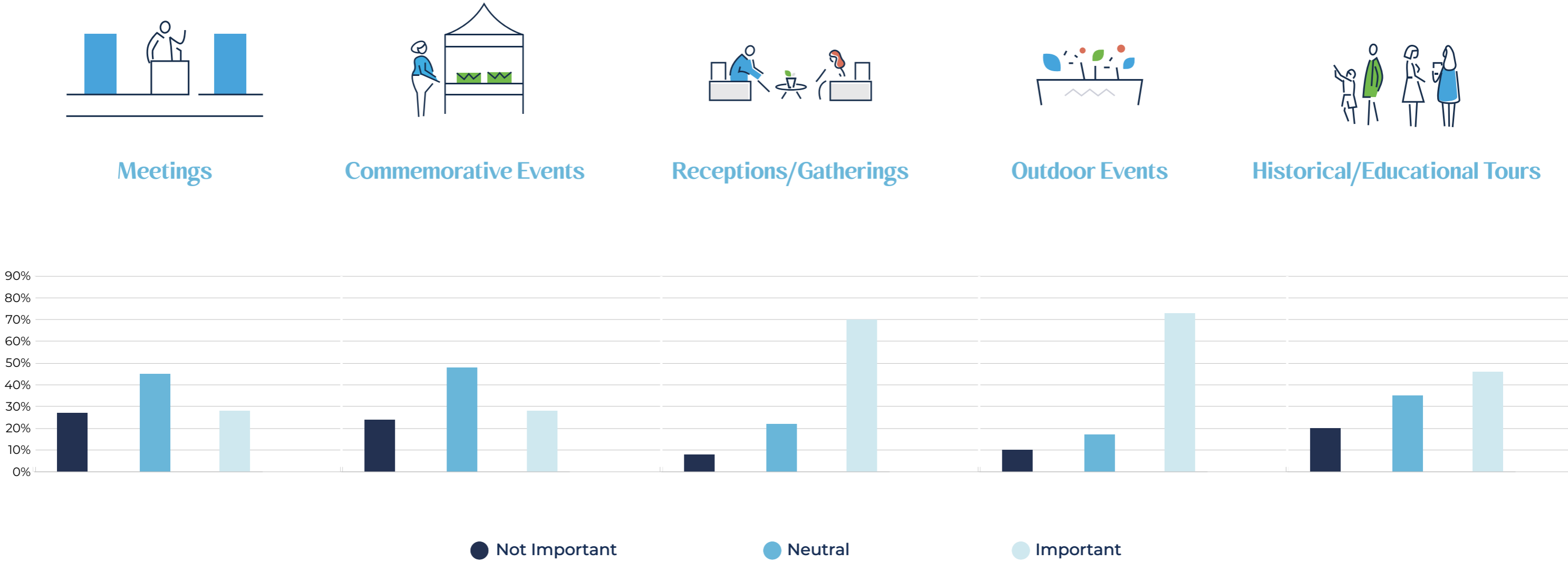


Historical/Educational Tours



\*This data is based on 239 responses as of March 23, 2025

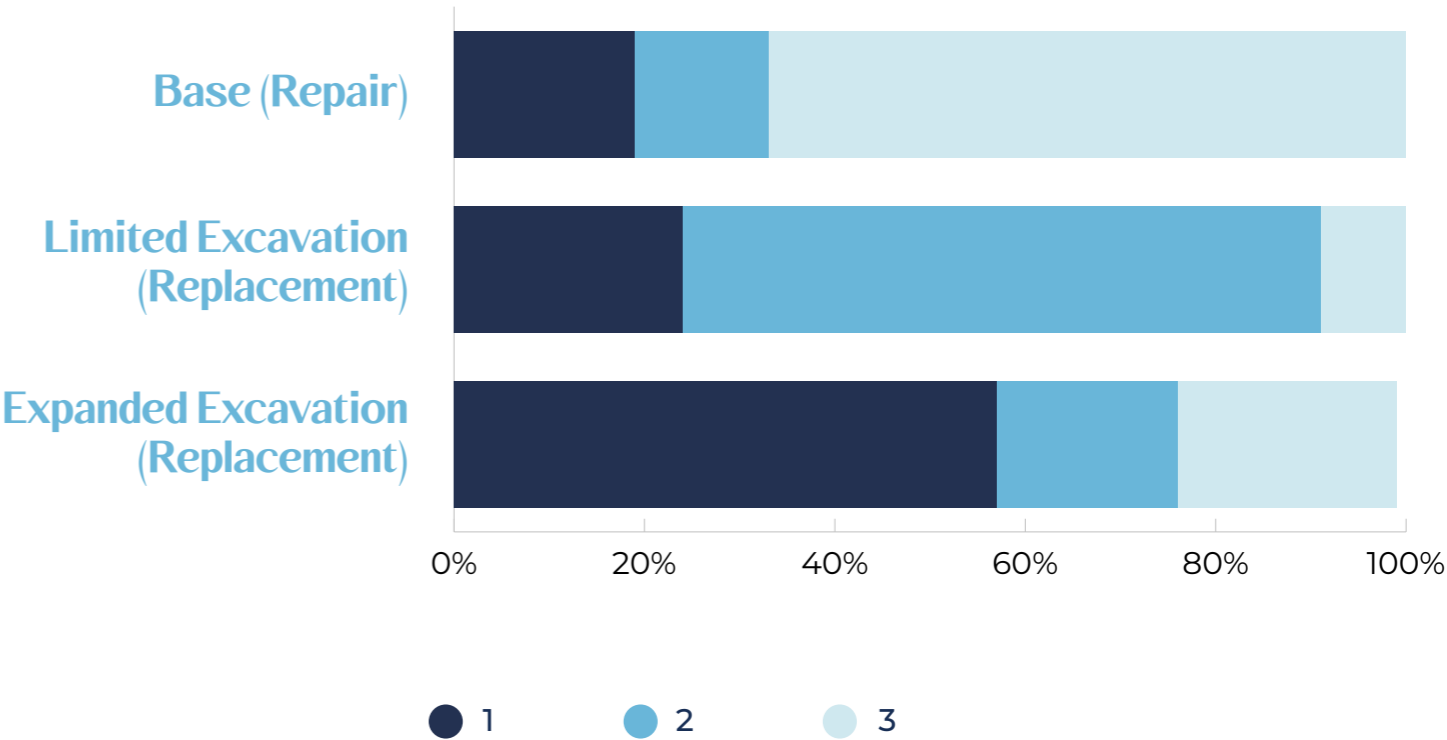
# Rate the importance of possible community use activities on the 5th floor?



\*This data is based on 239 responses as of March 23, 2025

# Value of Garage Replacement

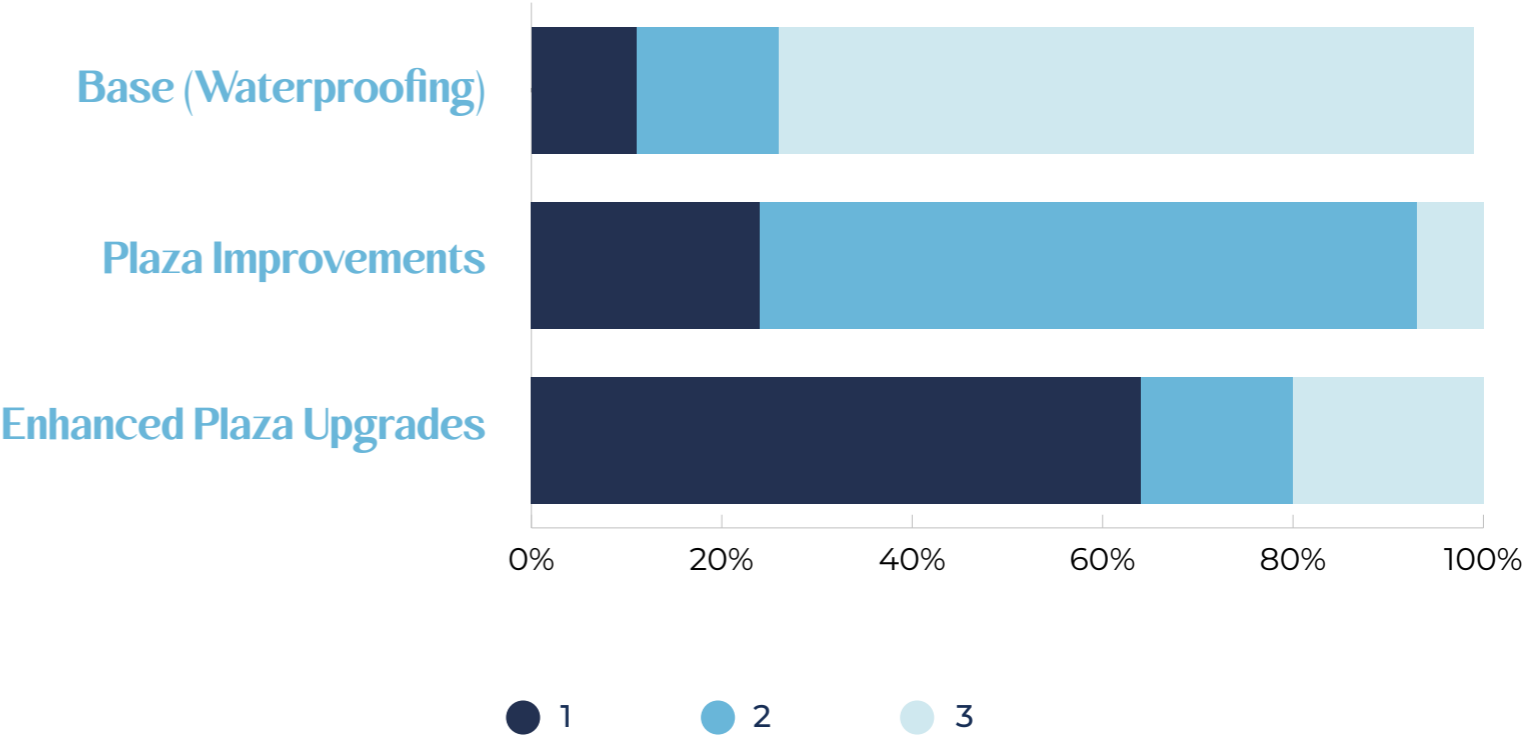
Rank these choices in order of preference 1: most , 3: least



\*This data is based on 239 responses as of March 23, 2025

# Value of Market Square Renovation

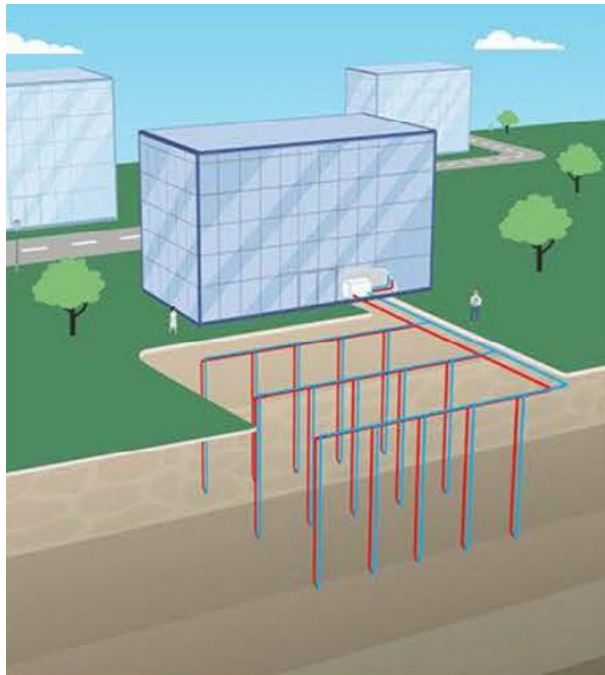
Rank these choices in order of preference 1: most , 3: least



\*This data is based on 239 responses as of March 23, 2025

Value of Geothermal

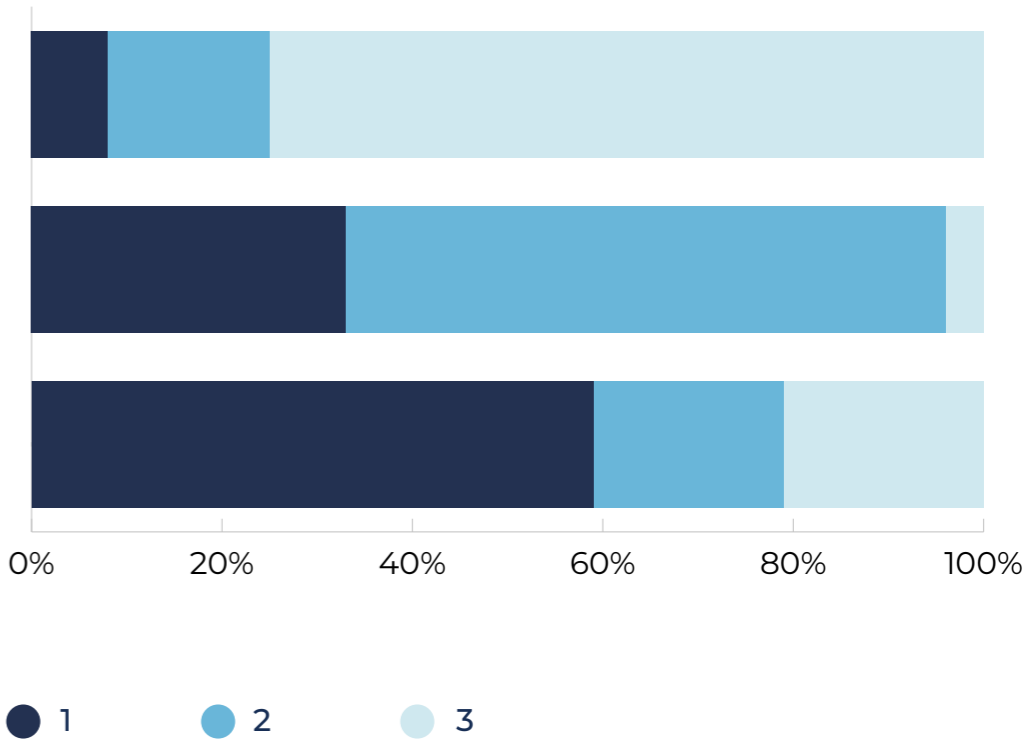
Rank these choices in order of preference 1: most , 3: least



Base (Traditional HVAC)

Partial Footprint

Expanded Footprint



\*This data is based on 239 responses as of March 23, 2025

# Value of 5th Floor Expansion

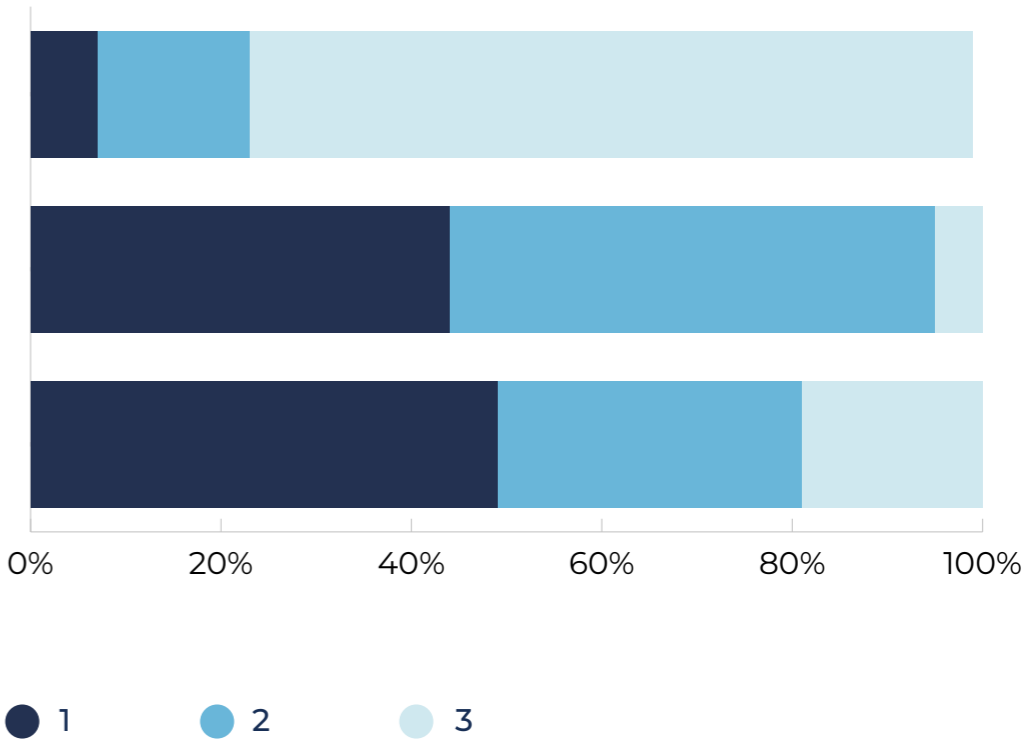
Rank these choices in order of preference 1: most , 3: least



Base (No Expansion)

Functional 5th Floor

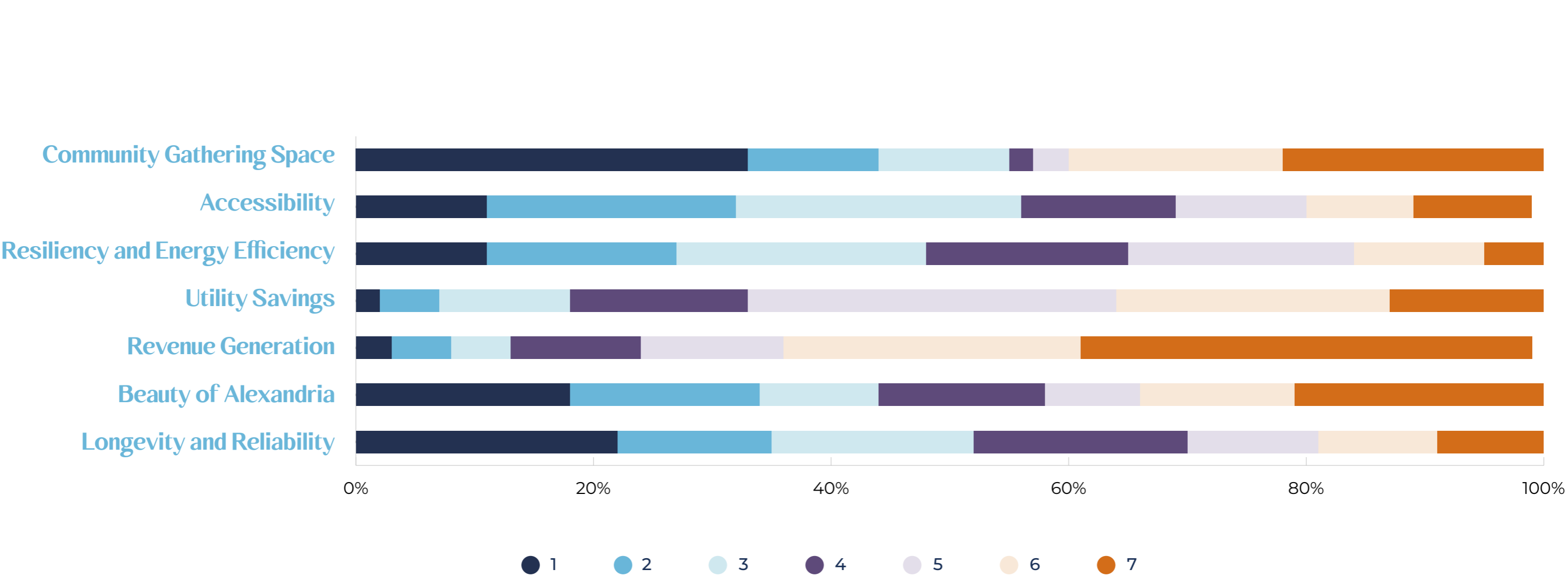
Expanded 5th Floor



\*This data is based on 239 responses as of March 23, 2025

What matters most to you?

Rank these choices in order of priority 1: most , 7: least



\*This data is based on 239 responses as of March 23, 2025

# Feedback Summary

The fourth round of community engagement built on the progress made in previous phases, with a continued focus on refining design options for both the interior and exterior of City Hall. This series introduced updated concepts and gathered feedback on a range of project elements, including alternate façade options, the interior layout—especially the ground floor and former Council Chambers—and the potential value of additional features such as geothermal integration, garage replacement, Market Square enhancements, and a reimagined 5th floor. Engagement activities included a virtual meeting, an in-person staff session, and an online survey designed to evaluate community priorities and preferences.

Survey results and written feedback showed strong support for enhancing the visibility and scale of entrance doors, as well as creating greater openness in the 1960s infill areas to better connect City Hall with the surrounding plaza. Participants valued City Hall's potential as a backdrop for a vibrant civic hub and emphasized the importance of multi-purpose interior spaces that could support a wide range of uses—including meetings, community events, commemorative ceremonies, and educational tours. There was notable enthusiasm for designs that promote flexibility, accessibility, and reflect the site's historic significance while addressing modern needs.

Additionally, respondents were invited to assess the perceived value of proposed improvements to the garage, Market Square, 5th floor, and geothermal systems. Across these topics, participants expressed thoughtful preferences, with many highlighting the importance of long-term sustainability, efficient use of space, and the overall impact on community life. Open comments echoed support for preserving the historic character of the building while updating it to serve contemporary civic needs. The feedback gathered in Series 4 will play a vital role in informing the next phase of design development, ensuring the final plan reflects the community's priorities and vision for a welcoming, adaptable, and future-ready City Hall.



## Alexandria City Hall Market Square Garage and Plaza Renovation

