CITY OF ALEXANDRIA

Planning & Zoning Community Update

November 17, 2026



Cameron Run Regional Park

NOVA Parks lease expires in December 2028



Site Orientation & Background

A large part of the property is leased to NOVA Parks, which operates:

- **Great Waves Waterpark:** late May - Labor Day
- **Mini-golf course & batting cages:** mid-March - mid-October
- **Holiday lights experience:** mid-Nov - December

A Reimagined Cameron Run

The Alexandria Sports & Events Complex at Cameron Run

A 210,000 SF indoor sports and events complex- flexible courts and turf for:

- Volleyball
- Basketball
- Pickleball
- Futsal
- Soccer
- Baseball/Softball
- Field hockey
- Lacrosse
- Track, and
- other sports and events.

Convert underutilized space and a seasonal asset into a modern gathering and sports facility and activated park



Facility operated by a local nonprofit entity required to provide community benefit and access:

- Regional and national events are booked first to ensure economic development targets are met
- Local groups get preference for weekdays and times without a tournament

Alternative Development Opportunity

Examples of Community Elements



OUTDOOR ACTIVATION



COMMUNITY SPACE



AMPHITHEATER



WATERFRONT ACTIVATION



PLAYGROUND



SPLASH PAD



COURTS



NATURE WALK

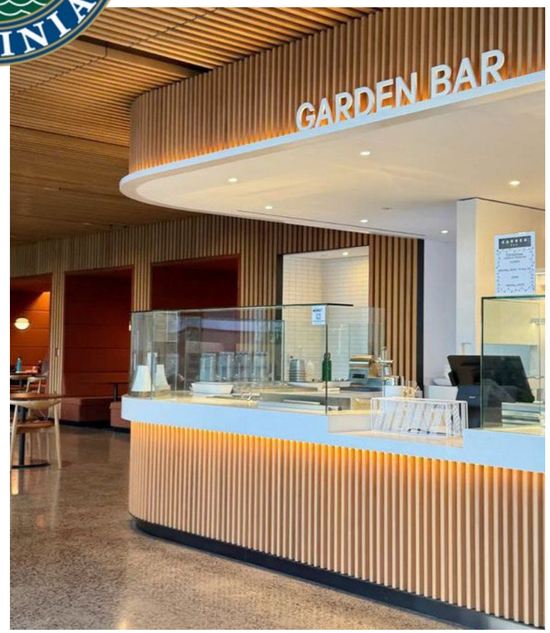


DOG PARK



FITNESS CIRCUITS

Examples of Interior Programming













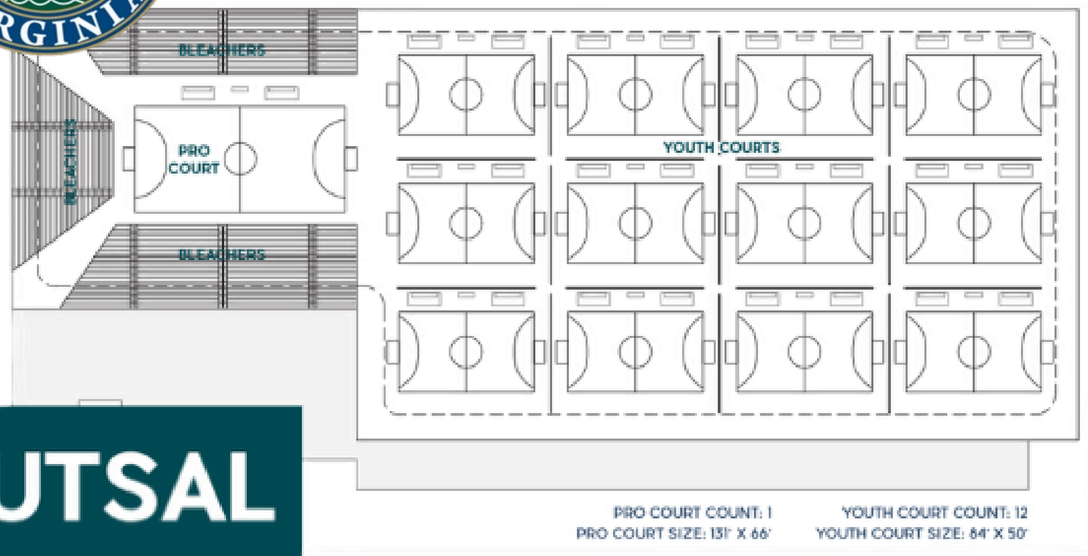
1ST FLOOR

- BOX OFFICE
- MAIN ENTRY
- WELCOME LOBBY
- COURTS (CLEAR SPAN)
  - 16 COURTS
  - INCLUDES ARENA SEATING
  - TOTAL SEATS
- TEAM ROOMS
- REFEREE ROOMS
- MEDICAL CENTER
- FLEX OFFICE
- FOOD COURT / MARKET
  - FOOD COURT / MARKET
  - BOH KITCHEN
  - OPEN SEATING
- BAR
- COMMUNITY SPACE
- RESTROOMS
- STAIRS / ELEVATOR
- RECEIVING DOCK
- STORAGE / MISC.
- CIRCULATION

2ND FLOOR

- ADMIN OFFICES
- FITNESS CENTER
- LOUNGE SEATING
- COMMUNITY SPACE
- OUTDOOR TERRACE
- RESTROOMS
- STAIRS / ELEVATOR
- STORAGE / MISC.
- CIRCULATION

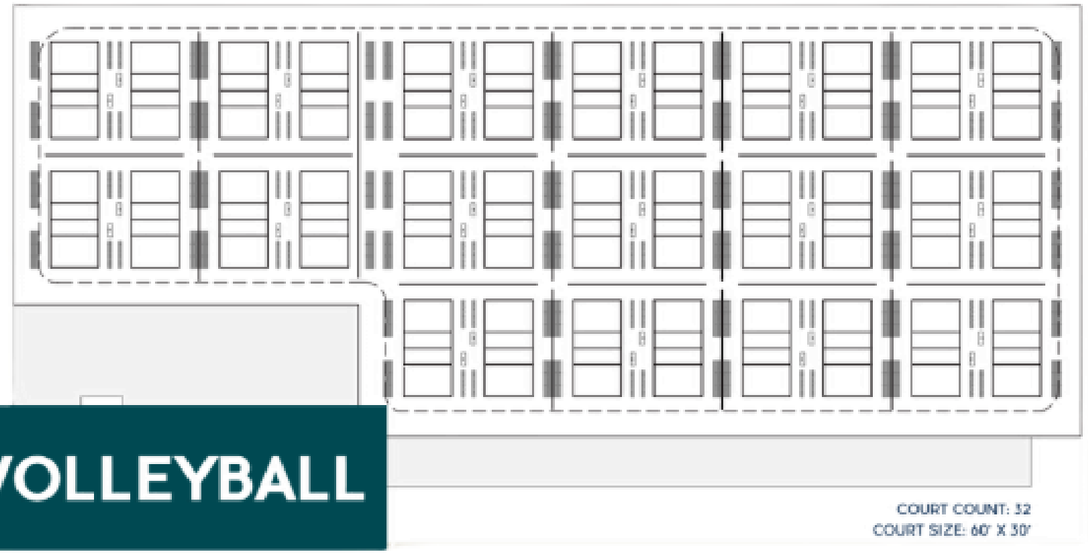
Conceptual Blocking- Court Sports



FUTSAL

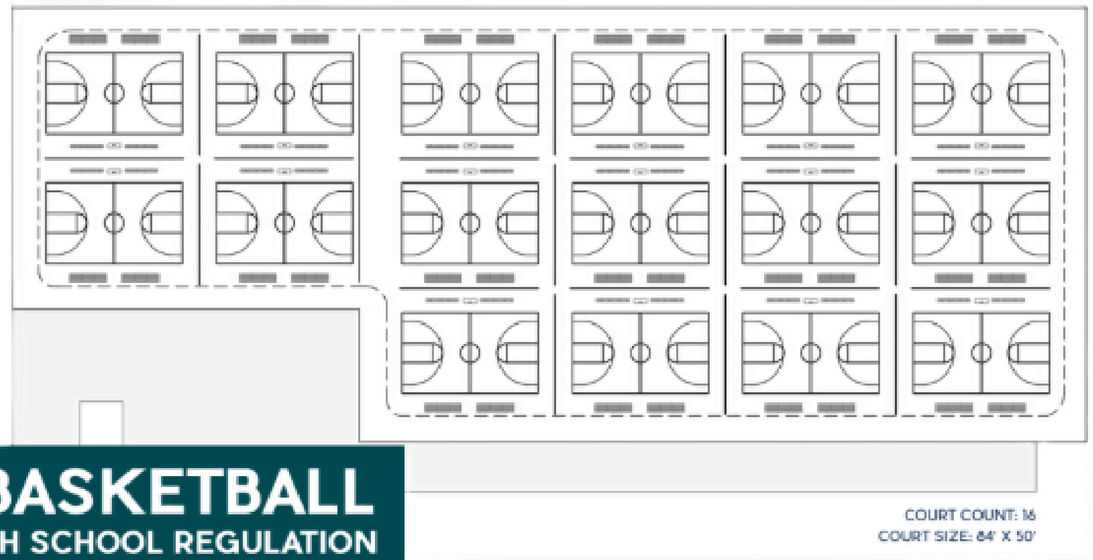
PRO COURT COUNT: 1
PRO COURT SIZE: 131' X 66'

YOUTH COURT COUNT: 12
YOUTH COURT SIZE: 84' X 50'



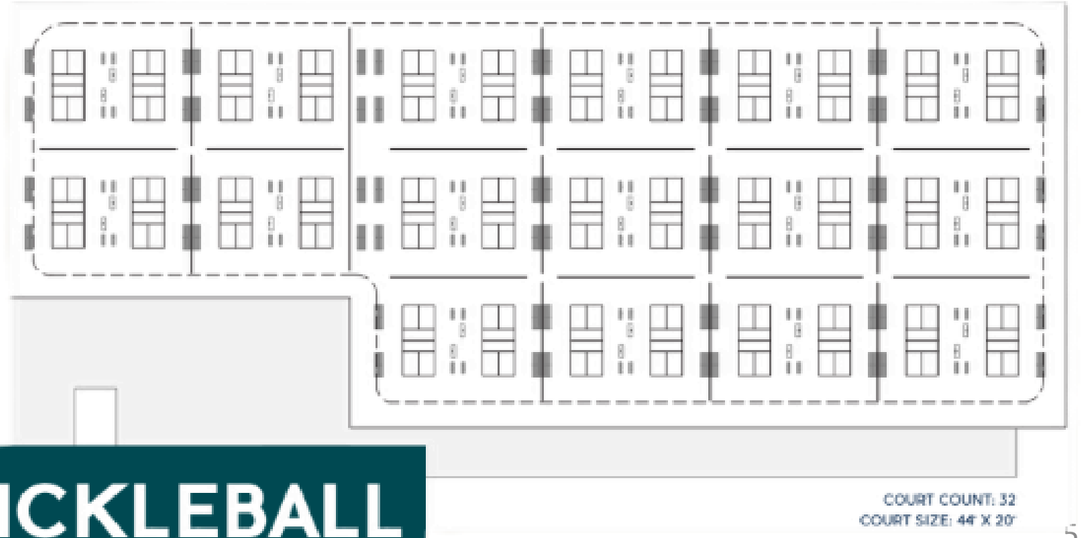
VOLLEYBALL

COURT COUNT: 32
COURT SIZE: 60' X 30'



BASKETBALL
HIGH SCHOOL REGULATION

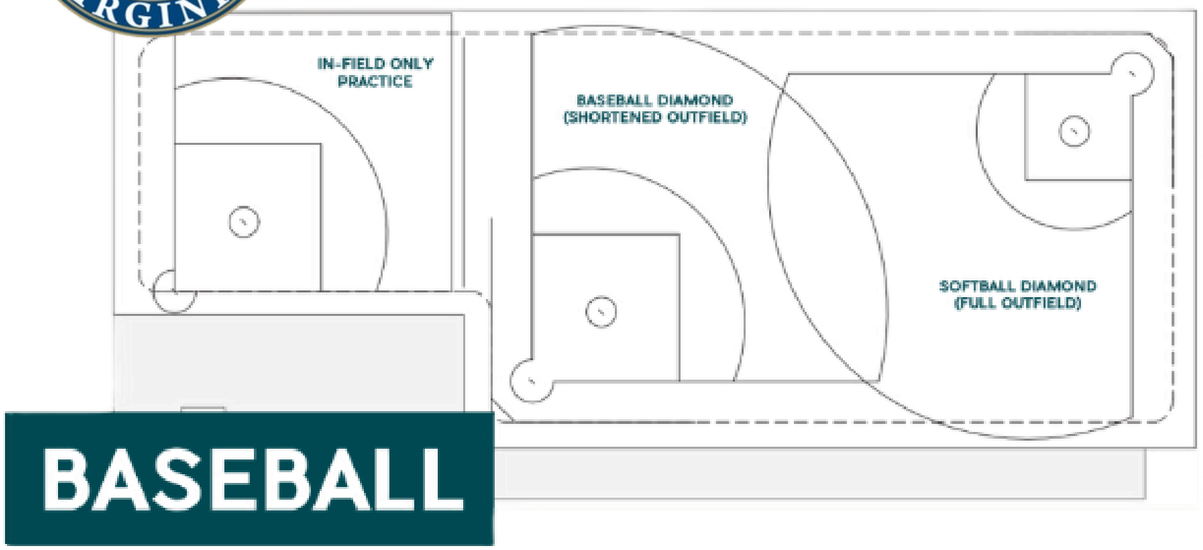
COURT COUNT: 16
COURT SIZE: 84' X 50'



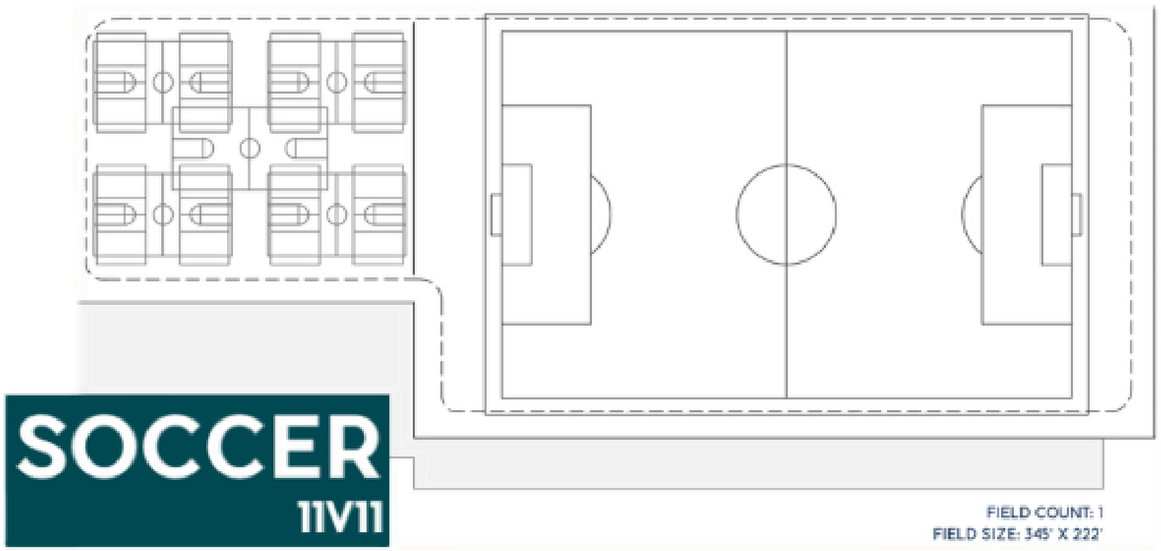
PICKLEBALL

COURT COUNT: 32
COURT SIZE: 44' X 20'

Conceptual Blocking- Turf Sports



BASEBALL



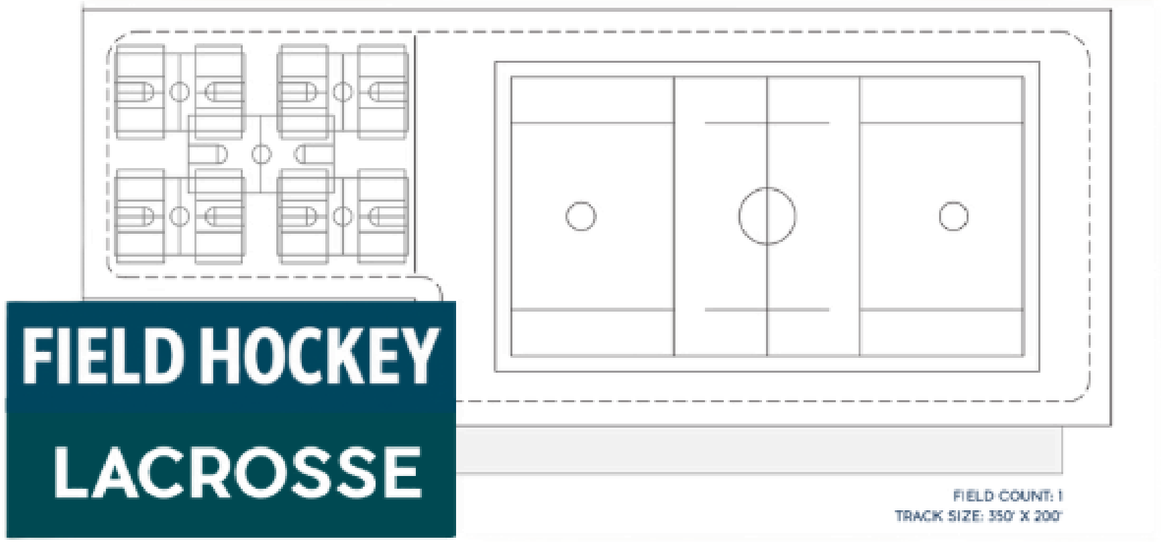
SOCCER
11V11

FIELD COUNT: 1
FIELD SIZE: 345' X 222'



SOCCER
9V9

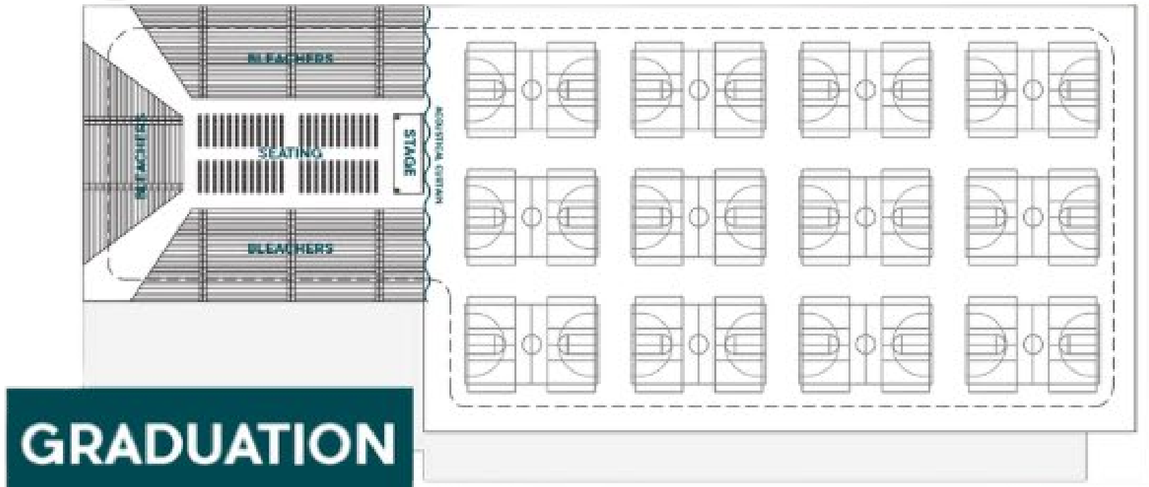
FIELD COUNT: 2
FIELD SIZE: 240' X 165'



FIELD HOCKEY
LACROSSE

FIELD COUNT: 1
TRACK SIZE: 350' X 200'

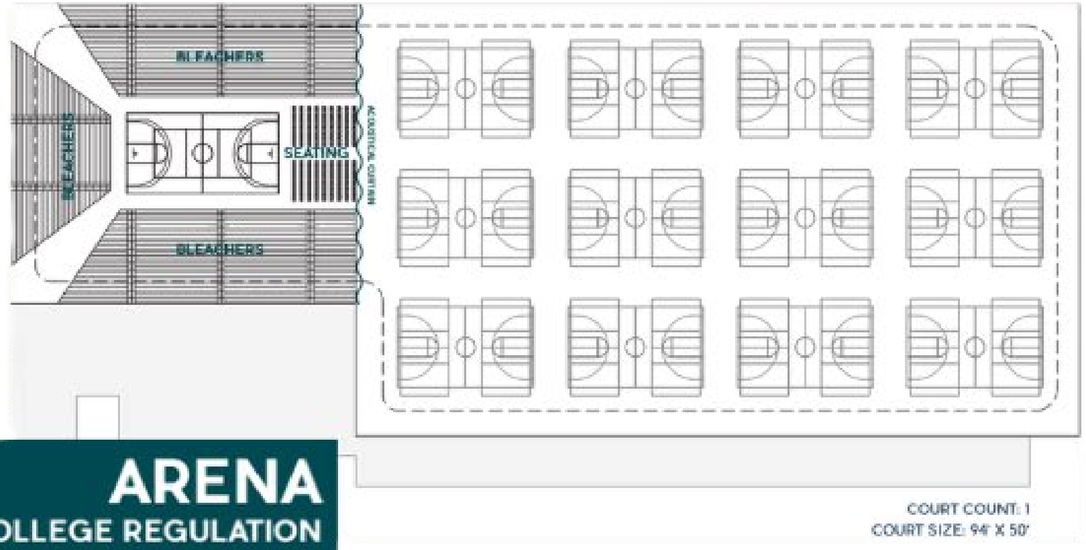
Conceptual Blocking- Events & Special



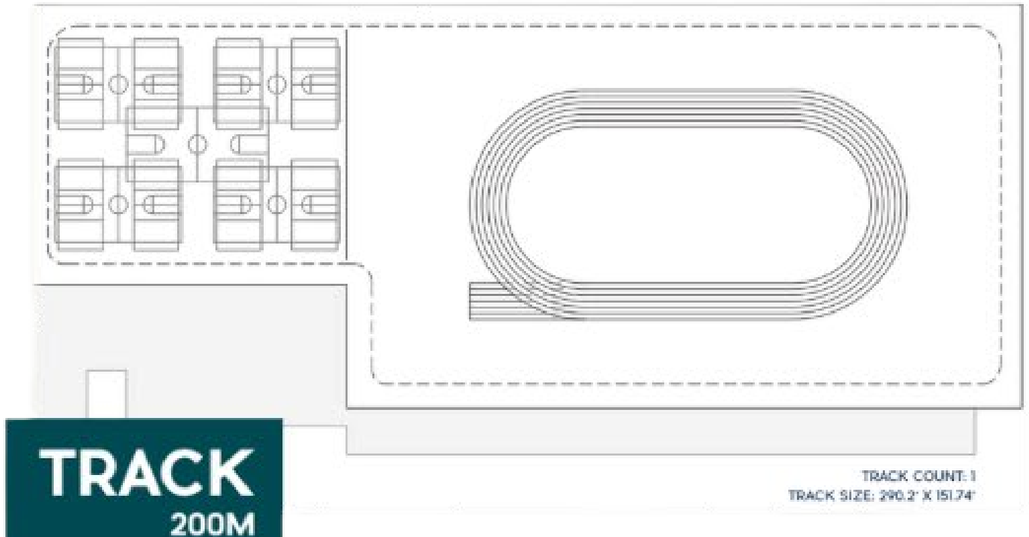
GRADUATION



CONVENTION



ARENA
COLLEGE REGULATION



TRACK
200M

Operational Partners

- In order to deliver a facility purpose-built to host tournaments, which draw overnight visitors and can require hotel stays within the City, would transfer ownership of the Cameron Run property to the **Industrial Development Authority (IDA).**

- The IDA would then lease the property to a new nonprofit entity, **ALX Sports**, established by the **Alexandria Soccer Association (ASA).** ALX Sports serves as the proposed operator and manager of the complex.

Proposed Partners

Deal Structure

- Public ownership and financing of facility, paired with long-term private operation
- Operator capital contribution, annual rent, commitment to events and economic activity
- Target Groundbreaking – Q1 2029
  Target Opening – Q2 2031

FINANCE	City issues GO bonds to fund development of the facility.
DEVELOP	IDA leads entitlement, design, and development of the sports complex.
LEASE	IDA lease the facility to ASA / ALX Sports under a 30-year structure.
OPERATE	ALX Sports operates and programs the facility, including local use, tournaments, and events.

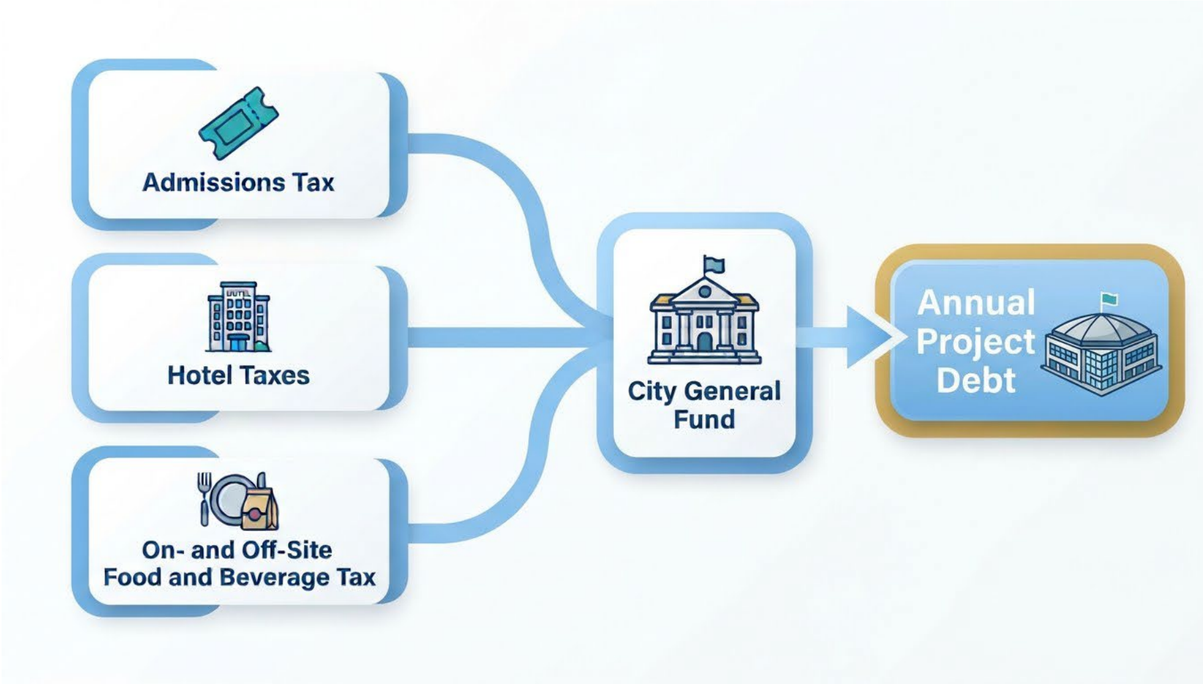
The structure maintains public ownership while assigning day-to-day operations to ALX Sports under a long-term lease.

Financial Plan

- The project would be financed by the City, to achieve the most favorable borrowing rates and lowest total cost for delivery

- Debt would be repaid using direct project revenues (operator base rent) and visitor-driven tax revenues generated by the facility:
  - Admissions tax
  - Hotel taxes
  - On- and off-site food & beverage tax

Funding Source	Amount
City Contribution	$107 M
ALX Sports Contribution	$10 M
Total Project Costs	$117 M



Economic Impact

WATERPARK | BASELINE SCENARIO

$10.9M 30-year direct local tax revenues

PROJECT | 30-YEAR CASH FLOW

$160.0 M Available for fiscal services

INCLUDING FOR AFFORDABLE HOUSING

$20.4 M Combined 30-year revenue



Process and Proposed Timeline

January 2027: Finalize term sheet for Council Consideration

- Financial structure
- Roles and Responsibilities
- Performance criteria
- Protections

Q1 2027 – Q4 2027: Community Elements Planning

- Budgeting, planning and prioritization of Open Space community elements

Q1 2027 – Q2 2028- Design & Entitlement of Sports & Events complex

- Project Design, community engagement and entitlement process

Q1 2029: Target Groundbreaking

alexandriava.gov/ALXSportsandEvents

Opportunities to Learn More

Community Session	Date
Virtual Community Session #1	Thursday, November 12
Planning & Zoning Community Update	Tuesday, November 17
Site Pop Up	Saturday, November 21
Potential Site Pop Up	Sunday, December 6
Virtual Community Session #2	Thursday, December 10
City Council Public Hearing	Saturday, December 12
City Council Legislative Meeting & Vote	**Tuesday, January 12**

Sample Presentations to Groups, Boards, Commissions	Date
Closest Neighborhood Groups	Scheduling
Youth Sports Advisory Committee	Monday, November 16
Eisenhower Partnership	Monday, November 16
Business Associations	Thursday, November 19
Parks and Recreation Commission	Thursday, November 19

Full and updated calendar available at
alexandriava.gov/ALXSportsandEvents