

Draft Plan Principles and Working Plan Content
February 5, 2009

VISION STATEMENT: The Potomac Yard Planning Advisory Group envisions Potomac Yard as an environmentally and economically sustainable and diverse 21st Century urban, transit-oriented, mixed-use community. We seek to create a regional destination with diverse constructed and natural spaces where people want to spend time in a wide variety of pursuits.

PRINCIPLE: Create Potomac Yard as a model of environmental sustainability for its planning, site planning, infrastructure and buildings. Maximize the use of sustainable and green practices

Working Plan Content:

- Make Potomac Yard a premier example of the use of green buildings and site practices, exceeding minimum City requirements where possible
- Use green stormwater practices
- Use best practices to seek energy conservation, carbon neutrality, and alternative energy use, and energy needs for future modes of transportation

PRINCIPLE: Create an economically sustainable development

Working Plan Content:

- Build a new Metrorail station to serve Potomac Yard
- Plan for density appropriate to support a Metrorail station
- Balance income and expenditures for city services
- Explore options to bring current retail anchors back in new urban forms
- Create opportunities for small, locally-owned retail establishments

PRINCIPLE: Promote excellence in design with a new standard in architecture, urban design and materials that creates a lasting and competitive identity. Create a strong sense of place

Working Plan Content:

- Provide a memorable gateway, with an appropriate and attractive transition from Arlington
- Create signature civic/cultural spaces and places for people to gather
- Incorporate public art into the development
- Incorporate references to transportation and industrial heritage
- Make Potomac Yard for and about people, building at a human scale to promote pedestrian activity
- Use design inspired by the history of the City and site, but make it its own place
- Incorporate progressive, high-quality architecture with several signature buildings and iconic civic buildings, public spaces, and open spaces

- Take advantage of views of the Potomac and Washington DC
- Make Potomac Yard a regional destination for more than just shopping
- Use water as an integral element of overall design

PRINCIPLE: Create a vibrant and diverse mixed-use community with a mix of economically sustainable residential, commercial and retail uses that create a variety of options for living, working, shopping, recreation and culture.
Affordable housing?

Working Plan Content:

- Integrate city services, including schools and libraries, where needed
- Integrate civic and cultural venues
- Create a series of distinct interconnected neighborhoods
- Create an effective urban grid of streets that work for people with street-level retail and active uses, including a signature main street
- Integrate retail, office, hotel, entertainment, and residential throughout development
- Ensure development of community-serving retail
- Ensure and integrate housing that serves a wide range of incomes and ages

PRINCIPLE: Pursue a balanced approach to transportation that reduces automobile use, provides a highly walkable urban environment, and includes a Metro station Focus on transit and reducing automobile use

Working Plan Content:

- Design streets that are welcoming, attractive, and safe for pedestrians and bicyclists
- Create strong pedestrian and bicycle connections to metrorail, Potomac, and adjacent neighborhoods
- Use transit-oriented design to dramatically reduce focus on the automobile
- Create easy local transit connections to new and existing metro stations, BRT, other transit
- Develop internal transit systems, such as trolleys
- Deemphasize parking in design by placing it behind buildings and/or below ground, while recognizing the ongoing need for parking at retail
- Manage all traffic and parking intelligently, especially the ongoing challenges of Route 1

PRINCIPLE: Create attractive landscaped streets, usable open spaces and parks, and pedestrian and park connections, with connections to Four Mile Run and the Potomac. and connect green spaces and parks throughout Potomac Yard

Working Plan Content:

- Create a system of connected trails, parks, and usable open spaces
- Create a green connection that extends from Four Mile Run to the Braddock Road metro.
- Create effective and attractive public access to Four Mile Run and the Potomac for recreation and possibly transportation, and if feasible provide an additional pedestrian and bicycle crossing along the GW Parkway
- Build and expand on the Four Mile Run Master Plan to create a major new cultural/recreation center for Alexandria
- Explore how additional sustainable water features could be used throughout Potomac Yard, including fountains and functional stormwater ponds
- Plant trees and greenery throughout
- Take maximum advantage of new forms of green and open space such as green roofs
- Consider a large, signature green space

PRINCIPLE: Connect, and integrate with, preserve and enhance with adjacent surrounding neighborhoods

Working Plan Content:

- Minimize the impacts on surrounding neighborhoods from growth, construction, and traffic
- Make effective density and architectural transitions taking into account the unique nature and architecture of surrounding neighborhoods
- Integrate Route 1 into the overall development and find effective and safe ways for people to cross on foot and bicycle
- Make strong pedestrian and bicycle connections to all neighborhoods