

## **Draft Themes for Potomac Yard Plan Principles**

### **January 22, 2009**

The Potomac Yard Planning Advisory Group envisions Potomac Yard as a sustainable and diverse 21<sup>st</sup> Century urban 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.

It is imperative to use this important property in the most beneficial ways for the citizens of Alexandria and the region. The following themes will be used to develop the detailed principles that will direct the overall planning process:

#### **Maximize the use of sustainable and green practices**

- Encourage the development of green buildings and site practices
- 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

#### **Create an economically sustainable development**

- 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

#### **Create a strong sense of place**

- Provide a memorable gateway to Alexandria
- Create a signature civic/cultural space
- Make Potomac Yard for and about people
- Use design inspired by the history of the City and site
- 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

#### **Create a vibrant and diverse mixed-use community**

- Integrate city services and civic/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

### **Use water as an integral element of overall design**

- Forge a strong public connection to Four Mile Run and the Potomac for recreation and possibly transportation
- Build and expand on the Four Mile Run Master Plan to create a major new cultural/recreation center for Alexandria
- Explore how additional water features could be used throughout Potomac Yard

### **Focus on transit and reducing automobile use**

- Design streets that are welcoming, attractive, and safe for pedestrians and bicyclists
- Use transit-oriented design to dramatically reduce focus on the automobile
- Create easy connections to new and existing metro stations, BRT, other transit
- Develop internal transit systems
- Deemphasize parking in design by placing it behind buildings and/or below ground
- Manage traffic and parking intelligently

### **Create and connect green spaces and parks throughout Potomac Yard**

- Create a system of connected trails, parks, and usable open spaces
- Plant trees and greenery throughout

### **Connect and integrate with adjacent neighborhoods**

- Minimize the impacts 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