GOALS AND OBJECTIVES
Waterfront Concept Plan

1. **Authentic**: The Waterfront should have a unique identity that is grounded in the City’s history.
   - Celebrate and honor the broad history and culture of the Alexandria Waterfront from prehistory to now.
   - Respect the scale and fine grain of Old Town.
   - Protect identified historic resources, archaeological resources, and cultural resources, including buildings and sites.
   - Adaptively reuse identified historic buildings.

2. **Connected**: Access to the Waterfront as the Public Realm should be increased and improved. Pedestrian connectivity along the Waterfront should be continuous.
   - Create continuous pedestrian access along the entire Waterfront.
   - Provide continuous north-south bicycle access via a dedicated lane/bicycle lane(s).
   - Increase visibility for pedestrians, bicycles, and vehicles on all grid streets and alleys and increase accessibility for pedestrians, bicycles and, as appropriate, vehicles.
   - Create connections to the Waterfront from Metro stations.
   - Increase the capacity for access to Alexandria by boat.
   - Encourage tourism by boat between Alexandria and other regional waterfront destinations.

3. **Inclusive**: The Waterfront is, and should continue to be, a citywide resource to be enjoyed by all Alexandrians.
   - Ensure public access to the entire Waterfront.
   - Provide a variety of activities for people of all ages and cultures.
   - Link the Waterfront to Alexandria neighborhoods.

4. **Dynamic**: The Waterfront should be a destination that attracts all Alexandrians and visitors and should be integral to the visitor experience in Alexandria.
   - Expand services and activities for visitors.
   - Increase the use, frequency, and effectiveness of public spaces for gatherings and events.
   - Emphasize art and history in each new initiative along the Waterfront. Utilize art and history as a unifying element.
   - Strengthen the reputation of the area as a regional and national visitor destination by adding uses that complement existing retail, office and tourist attractions.

5. **Variety**: There should be a variety of themes, activities, and experiences along the Waterfront.
   - Create a diverse scale of spaces along the Waterfront.
   - Offer activities and features that delight a diverse range of visitors.
   - Provide a range of shoreline treatments and types that offer diverse ways to interact with the water.
6. Manageable: The Waterfront’s vehicular and pedestrian circulation and parking should be improved.
   o Minimize pedestrian and vehicle conflicts.
   o Increase way-finding for residents and visitors.
   o Ensure no net loss of parking.
   o Maximize underutilized parking opportunities elsewhere in Old Town.
   o Promote use of designated pick-up and drop-off areas for motor coaches.

7. Sustainable: The Waterfront should be able to sustain itself economically, environmentally and operationally.
   o Create revenue, initiate new partners, and leverage other resources that can be applied for enhancing and maintaining public open space and other public infrastructure.
   o Maximize the utilization of existing resources.
   o Identify opportunities for satellite public facilities to provide onsite Waterfront maintenance, security and emergency services.
   o Protect the existing amount of open space and, if possible, expand it.
   o Ensure that Waterfront development presents Alexandria as an Eco-City.
   o Integrate and activate natural systems and processes throughout the Waterfront.
   o Identify opportunities for environmental education features.
   o Use innovative and creative ideas for flood protection.
   o Improve public health (including mental health) through opportunities for active living.
   o Allow historic character and scale to influence new development opportunities.

8. Compatible: Future development in the Waterfront should respect the existing residential neighborhoods.
   o Protect existing residential neighborhoods from excessive noise and traffic.
   o Meet the needs of residents for open space, recreation and outdoor dining.

9. Permeable: Vistas of the water from surrounding areas should be enhanced. Vistas of the Waterfront from the river should be enhanced.
   o Create overlooks with views to the water and to the City.
   o Explore piers, especially where east-west streets meet the river.
   o Preserve and enhance view corridors to the water, including historic streets and alleys.
   o Create a system of visual elements to draw people to the water.

10. Creative: The Waterfront Plan should be bold, visionary, realistic, informative and offer surprises along the way.
    o Offer a variety of locations where the public can become engaged with each other, art, artists and history.
    o Offer participatory opportunities for people of all ages.
    o Use art and history to tell the unique story of people and experiences.
    o Provide flexible spaces that could be used for multiple activities.
    o Make the Waterfront an example of design excellence.