

## DRAFT WATERFRONT PLAN GOALS – EXISTING PLAN INSPIRATION

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**Creative: The Waterfront Plan should be bold, visionary and realistic.**

### STRATEGIC PLAN:

- Alexandria is an exciting place to live, to work and to visit.
- The Potomac River and Waterfront are attractive, accessible and usable.

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**Inclusive: The Waterfront is and should continue to be a Citywide resource to be enjoyed by all Alexandrians.**

### STRATEGIC PLAN:

- Community organizations, businesses, institutions and residents work together contributing to a better Alexandria.
- Members of the community have an opportunity to get involved, to have constructive debates, to build the community, and to shape the future.
- Alexandrians take pride in Alexandria.

### ECONOMIC SUSTAINABILITY WORK GROUP:

- A public access plan should be part of the waterfront plan.

### OPEN SPACE PLAN:

- The Potomac River with its beautiful shoreline is the premier open space for the City of Alexandria. People from across the City, as well as the region, are attracted to the parks along the Potomac River because they are generally linked, are expansive, have great views and, at certain times during the year, offer exciting programs and festivals.
- High priority should be given to protecting and creating continuous public access to and along the Potomac River.

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**Dynamic: The Waterfront should be a destination that attracts all Alexandrians as well as visitors and should be integral to the visitor experience in Alexandria.**

### STRATEGIC PLAN:

- Our entrances and gateways are welcoming and distinctive and you know that you are in Alexandria.

### ECONOMIC SUSTAINABILITY WORK GROUP:

- The waterfront is an important element of the tourist experience.

- The City should take full advantage of the tourism and business development potential of National Harbor development across the Potomac River from the City, as well as future further waterfront development in the region.
- Alexandria's history contributes to the local economy through tourism development.

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**Connected: Access to the Waterfront should be increased and improved. Pedestrian connectivity along the Waterfront should be continuous.**

STRATEGIC PLAN:

- Residents enjoy convenient access to walkways, trails and public transit.

ECONOMIC SUSTAINABILITY WORK GROUP:

- Existing public promenades along the waterfront should be linked and completed.

OPEN SPACE PLAN:

- High priority should be given to protecting and creating continuous public access to and along the Potomac River.
- Continue to require implementation of the existing 25-foot wide easement or zone for open space linkages along the Potomac River waterfront.
- Link the Potomac River parks with other stream valley water resource areas (Four Mile Run, Cameron Run, etc.) through both land and water-based trails and open spaces.

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**Authentic: The Waterfront should have a unique identity that is grounded in the City's historic authenticity.**

STRATEGIC PLAN:

- Preserve and celebrate our historical roots and diverse heritage from the 18th Century to today.
- Preserve our historic neighborhoods, homes, and other historic buildings and other historic sites.
- Maintain our distinctive architectural character and design.
- Plan new developments so that they are compatible with historic buildings and structures.
- Understand and appreciate Alexandria's colonial roots.

ECONOMIC SUSTAINABILITY WORK GROUP:

- Redevelopment architecture should be in keeping with 18th and 19th Century's historic fabric of Old Town and be consistent with the historic image and brand that of the City and respect the adjacent residential neighborhoods.

- Alexandria's history contributes to the local economy through tourism development.

OPEN SPACE PLAN:

- Provide natural and historical education/awareness of the Potomac River.

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**Variety: There should be a variety of themes, activities and experiences along the Waterfront.**

STRATEGIC PLAN:

- People enjoy a variety of activities.
- People come together to enjoy a variety of community events and festivals.
- Public art is in many places throughout the community.
- Residents enjoy community events and cultural arts activities year round within the community.

ECONOMIC SUSTAINABILITY WORK GROUP:

- Mixed use vibrant development should be encouraged along the waterfront in the remaining opportunity parcels with commercial retail, restaurant, arts, and hotel development opportunities targeted.
- Water uses such as kayak and sailboat rental and additional marina slips should be encouraged.
- Major existing docks should be maintained so that ships (such as the Coast Guard Eagle tall ship and small passenger ships) can still be accommodated.

OPEN SPACE PLAN:

- Require significant open space areas for all new development along the riverfront.

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**Manageable: The Waterfront's vehicular and pedestrian circulation and parking should be improved.**

ECONOMIC SUSTAINABILITY WORK GROUP:

- Public parking needs along the waterfront should be addressed.
- Further expansion of water taxis and water shuttles should be encouraged.

ECO-CITY DRAFT ENVIRONMENTAL ACTION PLAN:

- Encourage modes of transportation that reduce dependence upon the private automobile by promoting mass transit and pedestrian- and bike-friendly transportation networks.

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**Sustainable: The Waterfront should be able to sustain itself both economically and environmentally.**

STRATEGIC PLAN:

- Our environment – our water, our air, our land – is clean.
- The community is inviting to small businesses and entrepreneurs.
- The community takes actions and provides opportunities for a healthy life style and living.
- Alexandria's history contributes to the local economy through tourism development.
- Our new developments and new city infrastructure are environmentally sensitive.

ECO-CITY DRAFT ENVIRONMENTAL ACTION PLAN:

- Alexandria's past, present, and future are indelibly linked to the Potomac River and the quality of life the river sustains. Water quality in Alexandria will be managed in a sustainable manner consistent with good stewardship of the local streams, the Potomac River and the Chesapeake Bay for the public health, ecological and recreational benefits of current and future generations.
- The City's land use and open space policies must harmonize its built and natural environments to ensure that growth does not jeopardize environmental sustainability and preserves Alexandria's character.

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**Compatible: Future development in the Waterfront should respect the existing residential neighborhoods.**

STRATEGIC PLAN:

- Neighborhoods have their own distinct character and feeling.
- Residents and property owners take responsibility for, and have great pride in, their neighborhood.
- Neighborhoods are safe and secure.
- Neighborhoods are protected from the impacts of non-residential traffic.
- New development and redevelopment are integrated into the neighborhood.

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**Permeable: Vistas of the water from surrounding areas should be enhanced. Vistas of the Waterfront from the river should be enhanced.**

ECONOMIC SUSTAINABILITY WORK GROUP:

- Existing warehouse sites have high visibility and represent a major obstacle to completing the enhancement of the waterfront with world-class redevelopment.