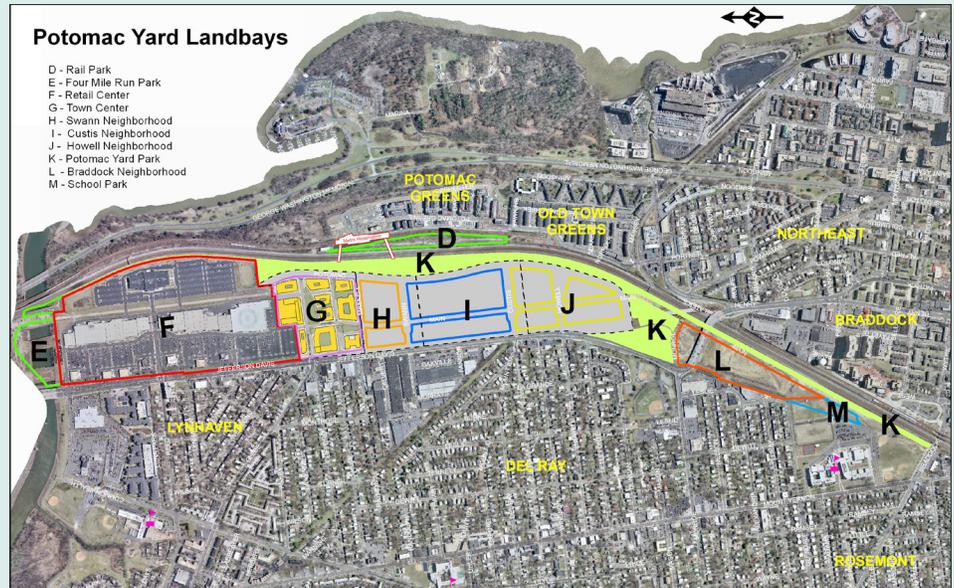


POTOMAC YARD

Planning Advisory Group

City of Alexandria Begins Planning Process for the Redevelopment of Landbay F and Landbay L at Potomac Yard

Potomac Yard comprises a total of 295 acres at the Gateway to Alexandria and is bound by Route 1, The George Washington Memorial Parkway/railroad tracks, and Four Mile Run. Existing Alexandria residential neighborhoods surround the Potomac Yard properties. Potomac Yard is divided up into a series of phases (or landbays).



The City has begun the process of developing and evaluating alternatives for the redevelopment of the existing 70 acre retail center (Landbay F) which is occupied by Target, Best Buy, Barnes & Noble, Regal Cinemas and others, and the 17 acre Landbay L.

A More Urban Mixed-Use Development is Being Explored

The 70 acre retail center at Landbay F represents one of largest blocks of land left in Alexandria to be planned. The City envisions an urban, mixed-use environment that is pedestrian and transit oriented. Landbay L at the southern end of Potomac Yard is also included in this planning effort. Currently zoned for residential and street retail, this parcel may offer additional opportunities for community desired amenities and open space.

Public Input Will Be Used to Shape the Plan, Led by the Potomac Yard Planning Advisory Group (PYPAG)

The PYPAG consists of 20 area community and business members representing a diverse range of interests. This group was selected from community nominations and began meeting in October 2008 to provide direct input to the City on community and business needs, concerns, and ideas. Through public meetings, subcommittees, communication with other groups and individuals, and a series of public workshops, the PYPAG and City will ensure that broad public participation is obtained at each stage of the planning process.

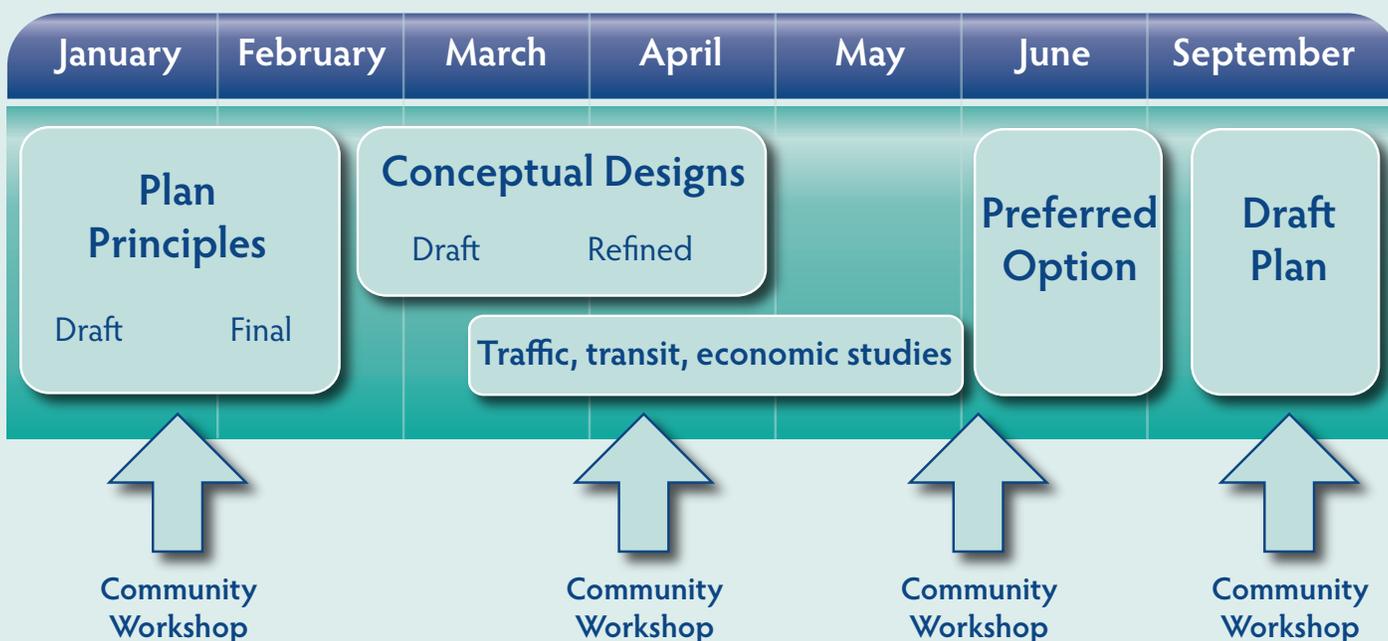
Planning Process will Explore Benefits and Costs of Increased Density

The planning process will explore a wide variety of issues related to the development of the site in order to create a plan that best serves the City and its residents. Issues to be explored include:

- The possible role and impact of a new Metrorail station at Potomac Yard
- The impact of increased traffic resulting from development
- Impacts on surrounding neighborhoods
- Opportunities to create new parks, civic, and cultural spaces
- Opportunities to bring new sources of revenue to the City
- Opportunities to maximize the use of Four Mile Run and access to the Potomac River.

The first step in the planning process is to develop a set of **Planning Principles** that will identify key issues and desires to guide the direction and content of the plan. The PYPAG developed draft planning themes which were presented at a public workshop on January 31, 2009 to obtain broad-based public input and consideration. Based on this input, the PYPAG will develop detailed principles for presentation to the City.

The City will use the principles to develop a number of **conceptual designs** for presentation to the PYPAG and at a second public workshop tentatively scheduled for April. Public input on the conceptual designs along with detailed analysis on traffic, transit, and economics, will then be used to develop a draft plan by September 2009. Additional PYPAG and public input will then be obtained before submission of the plan to the Planning Commission and City Council.



A detailed description of the process and associated meetings can be found at the project web site.



For more information:

All information regarding the process will be placed on the City web site at: www.alexandriava.gov/PotomacYardPlan Call Valerie Peterson at 703-838-3866, extension 338 with any questions.