



City of Alexandria Waterfront Master Plan



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Characteristics of Successful Waterfronts

- Blend Public Space and Activating Uses
- Have/Can Attract Local and Visitor Markets
- Activating uses can be Urban/Retail, Active or Passive Recreation, Cheesy or Authentic, Entertainment/retail-oriented, Event-oriented, Residentially-oriented
- Almost Always Publicly Sponsored and Maintained – City Parks, BID's, Non-profits, Authorities, Environmental Remediation, Public/private partnerships

Successful Urban Waterfronts

- Water views and direct access add value to adjoining land uses
- Design, maintenance and security must be high quality
- Historic buildings paired with updated public realm enhancements are a powerful combination

Urban Waterfronts and Amenities

- Range of amenities possible, especially on publicly owned waterfront property
- Multiple-layered activities (active participation as well as passive viewing) attract broader markets
- Who is/are the audience(s)?
- How do needs and priorities change over the daypart?
- How much is too much?

Examples: Savannah

- Hard-edged river promenade with clubs, restaurants and shops on one side
- Residential and hotel uses complement retail at grade
- Commercially activated pedestrian edge



Examples: Charleston SC

- Non-commercial; passive recreation and open space
- Focal points align with street grids
- Planned as buffer and open space counter to urban streetscapes nearby



Examples: Providence RI

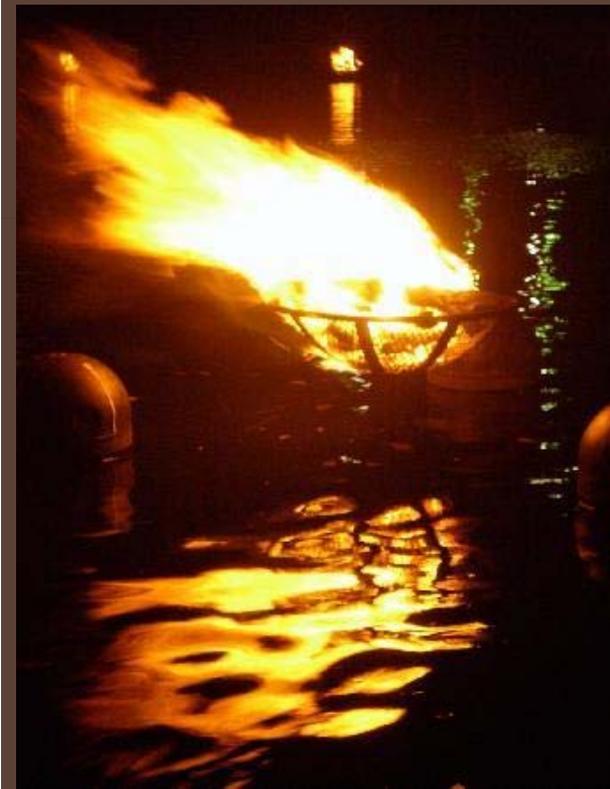


- Moshassuck and Woonasquatucket (Providence) Rivers had been covered over
- 1993 River Relocation plan Master Plan uncovered and created 1.5 mile auto-free pedestrian walkways, urban park and fountains, 12 new bridges

Examples: Providence RI



- WaterFire commissioned for First Night in 1994
- Now a repeating signature event for Providence
- Draws 100,000's for music, smoky walks and community identity events
- Now presented 10-12 times per year



Examples: Hudson River Park



- Linear walking and biking course with boatbuilding, events piers, educational programming, environmental learning programs
- Revenue generation used to support non-revenue activities

Example: Pinellas County Parks

- Seasonal amenities and revenue generators at parks (restaurants, cafes, beach services, parking)
- 34 mile Pinellas Trail maintained in part by bottled water machines franchise

