

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, 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.
 - **Minimize pedestrian and vehicle conflicts.**
 - **Increase way-finding** for residents and visitors.
 - Ensure **no net loss of parking**.
 - **Maximize underutilized parking opportunities elsewhere** in Old Town.
 - 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.
 - **Create revenue**, initiate new partners, and leverage other resources that can be applied **for enhancing and maintaining public open space and other public infrastructure.**
 - **Maximize the utilization of existing resources.**
 - **Identify opportunities for satellite public facilities** to provide onsite Waterfront maintenance, security and emergency services.
 - **Protect the existing amount of open space and, if possible, expand it.**
 - Ensure that Waterfront development presents **Alexandria as an Eco-City.**
 - **Integrate and activate natural systems** and processes throughout the Waterfront.
 - Identify opportunities for **environmental education features.**
 - Use innovative and creative ideas for **flood protection.**
 - **Improve public health** (including mental health) through opportunities for active living.
 - Allow **historic character and scale to influence new development opportunities.**

8. **Compatible:** Future development in the Waterfront should respect the existing residential neighborhoods.
 - **Protect existing residential neighborhoods** from excessive noise and traffic.
 - **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.
 - **Create overlooks** with views to the water and to the City.
 - **Explore piers**, especially where east-west streets meet the river.
 - **Preserve and enhance view corridors** to the water, including historic streets and alleys.
 - **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.
 - **Offer a variety of locations where the public can become engaged with each other, art, artists and history.**
 - Offer **participatory opportunities** for people of all ages.
 - **Use art and history to tell the unique story** of people and experiences.
 - **Provide flexible spaces** that could be used for multiple activities.
 - Make the Waterfront **an example of design excellence.**