

1. Authentic:

Create a unique Waterfront 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 character of Old Town.
- Protect identified historic resources, archaeological resources, and cultural resources, including buildings and sites.
- Adaptively reuse identified historic buildings.

2. Connected:

Increase and improve access to the public spaces of the Waterfront. Pedestrian connectivity along the Waterfront should be continuous.

- Create continuous pedestrian access along the entire Waterfront.
- Provide continuous north-south bicycle access.
- Enhance visual cues and sight lines 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, commuting, and leisure travel 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:

Maintain a living, active Waterfront that is 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:

Provide a variety of uses, 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:

Improve the Waterfront's vehicular and pedestrian circulation.

- Minimize pedestrian and vehicle conflicts.
- Increase way-finding for residents and visitors.
- Ensure adequate parking throughout the Plan area.
- Maximize underutilized parking opportunities elsewhere in Old Town.
- Promote use of designated pick-up and drop-off areas for motorcoaches.

7. Sustainable:

Ensure that the Waterfront is 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.
- Generate sufficient net new tax revenue from new waterfront economic activities to pay for waterfront capital plans and ongoing parks and facilities maintenance
- 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:

Ensure that future development in the Waterfront respect the existing residential neighborhoods.

- Protect existing residential neighborhoods from excessive noise and traffic.
- Offer activities and features that delight a diverse range of visitors.
- Meet the needs of residents for open space, recreation and outdoor dining.

9. Permeable:

Enhance vistas of the water from surrounding areas and of the Waterfront from the river.

- 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:

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.