

# Vision and Guiding Principles

Figure 1. Vicinity and Landbay Map

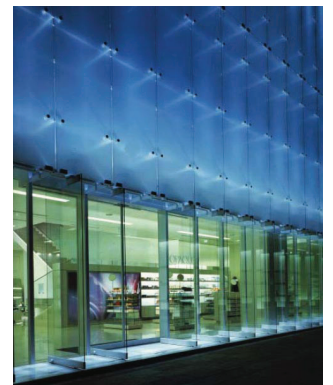


Note: Landbays within Potomac Yard are geographic areas used for zoning and development purposes.

## Vision Statement

The Plan envisions North Potomac Yard as an environmentally and economically sustainable and diverse 21st Century urban, transit-oriented, mixed-use community that is compatible with adjacent neighborhoods. The Plan seeks to create a regional destination with diverse built and natural spaces where people want to spend time in a wide variety of pursuits.

The North Potomac Yard Small Area Plan (Plan) is intended to guide public and private investment and development decisions in the northern portion of Potomac Yard (Landbay F) (North Potomac Yard). The Plan focuses on the creation of dynamic urban forms, a complementary mix of land uses, community amenities, and a range of housing opportunities.







The Plan is a framework to create one of the most sustainable series of neighborhoods within the region, known for its outstanding Four Mile Run waterfront, parks, public transportation, innovative architecture, environmentally sustainable design and practices, and incorporation of Alexandria’s (“Alexandria” or “City”) rich history and culture.

Figure 2 a. Plan Principles

- Create North Potomac Yard as a **model of environmental sustainability** for its site planning, infrastructure, and buildings.
- Create an **economically sustainable** development.
- Promote **excellence in design** with a new standard in architecture, urban design, and materials that creates a compelling and lasting identity.
- Create a **vibrant and diverse mixed-use community** that provides options for living, working, shopping, recreation, culture, and civic uses for a wide range of incomes and ages.
- Pursue a **comprehensive multi-modal approach to transportation** based on a highly walkable urban environment, minimal automobile impact, and maximum use of existing and new Metro stations.
- Create landscaped streets and a **network of usable open spaces and parks** with a strong connection to Four Mile Run and the Potomac.
- Provide **connections and transitions** appropriate to and protective of the character of surrounding neighborhoods.

### Creating a Complete, Sustainable Community

The Plan will guide future growth and redevelopment by taking advantage of North Potomac Yard’s strengths: planned economic diversity, history, a central location in the region, dedicated high-capacity transitway, a future Metrorail station and proximity to the Ronald Reagan Washington National Airport.

The Vision Statement and Plan Principles emphasize the importance of creating a sustainable community. “Sustainability” refers to the long-term environmental, economic, and social health of a community, one in which the needs of this generation are met without compromising the ability of future generations to meet their needs. The City has embraced sustainability as a core value through the adoption of numerous policies and regulations. Together, these policies and regulations will provide a roadmap to move Alexandria toward becoming a more sustainable City. **The fundamental goal of the Plan is for North Potomac Yard to achieve progressive and innovative strategies for sustainability in all aspects of development.**



The three primary elements of sustainability integrated throughout the Plan consist of the following:

### 1. Environmental Sustainability

Redevelopment is based on establishing long-term environmental goals, such as carbon neutrality, as well as achieving short- and mid-term goals, such as the incorporation of environmentally responsible building and site development practices; aggressive strategies for the reduction of energy and water use, stormwater reduction, and water reuse; and the restoration and continued health of the ecosystem and watershed. These issues are discussed in more detail in *Chapter 2: Environmental Sustainability*, *Chapter 6: Transportation* and *Chapter 7: Infrastructure*.



### 2. Economic Sustainability

The Plan enables North Potomac Yard to be poised for future growth as a long-term economic development area for the City. This growth, which is good for the City and the region, requires the provision of a future Metrorail station. The Plan requires additional office development in order to increase the real estate tax base and the maximization of density (particularly office density) around the Metrorail station. A goal of the Plan is attracting businesses, jobs, visitors, families, shoppers and tourists. These issues are discussed in more detail in *Chapter 4: Land Use*.

### 3. Social Sustainability

Consistent with the City goal of diversity, the Plan envisions a mix of uses, amenities, housing opportunities, and community facilities to serve a variety of age groups, interests, and income levels. These issues are discussed in more detail in *Chapter 4: Land Use* and *Chapter 5: Community Facilities*.



Figure 2 b. Sustainability Diagram

