



November 19, 2019

Arlington County Board Members

RE: Crystal City BID Renaming

Dear County Board Members:

The Crystal City and Aurora Highlands Civic Associations have been ground zero for the Amazon HQ2 process. Since the announcement a year ago, we have held many meetings with Amazon, the main developer JBG Smith, and the Crystal City Business Improvement District (BID) to understand how all of this will affect our communities and our memberships.

Our two associations previously expressed support for the proposal to expand the area of the existing Crystal City Business Improvement District (BID) to Pentagon City and Potomac Yard/Arlington. The County approved this expansion but asked the BID to do further outreach to Arlington communities before approving the BID's request to rename itself the National Landing BID. To this end, Tracy Gabriel, BID President and Executive Director, spoke to both of our associations recently.

The sense of the our membership at these meetings was that, while not everyone likes the name National Landing, the name has been so widely publicized during the Amazon HQ2 process that there is no real reason to object to the BID changing its name to the National Landing BID. As the two civic associations within the BID's expanded boundaries, we support the name change as long as the names of the sub-neighborhoods--Crystal City, Pentagon City, Potomac Yard--will remain untouched and be part of the new "branding" the BID is planning, along with street signs and wayfaring.

Sincerely,

A handwritten signature in cursive script, appearing to read "C. Fuller".

Carol Fuller, President  
Crystal City Civic Association

A handwritten signature in cursive script, appearing to read "Scott Miles".

Scott Miles, President  
Aurora Highlands Civic Association

cc: Tracy Gabriel, Crystal City BID