

October 25, 2019

Mr. Christian Dorsey, County Board Chair  
Ms. Libby Garvey, County Board Vice Chair  
Mr. Mark Schwartz, County Manager  
Ms. Shannon Flanagan-Watson, Deputy County Manager

### RENAMING OF THE CRYSTAL CITY BID

Dear Friends,

The CCCRC already conveyed to you its strong support for the expansion of the Crystal City BID. This adjustment is, of course, totally in line with the County's laudable objective of integrating more fully the planning, development and marketing of the combined area, in an effort to achieve more synergy and a more effective branding. The collaboration among three Civic Association, as demonstrated through the emergence of a 'Livability Framework', the holistic community planning already pursued by the main land owner, JBG Smith, and your own decision to assign a 'dedicated planner' for the overall area, are all indications that the desired integrating is already beginning to have an impact.

However, it is not unusual that the naming of a new feature may be more complicated than gaining acceptance for the feature itself. Thus the process and the result of the renaming effort for the BID have caused mixed reactions. As always, people might have liked even more outreach or may feel that 'surely a more suitable name could be found'. Nevertheless, de facto, the name 'National Landing' as an umbrella label for Pentagon City, Crystal City, and northern Potomac Yard has gained traction, by virtue of having already been used informally and successfully in many contexts. Accordingly, the CCCRC does not see any reason to delay the official confirmation of this umbrella label for both the area and the BID.

Moreover, given that a successful integration depends so strongly on marketing and branding, it could be harmful to cause a further delay. Business owners and their customers and contacts need clarity. Residents are primarily concerned about receiving confirmation 'from the highest levels' that there is no intention of attempting to remove or discourage the utilization of Crystal City and Pentagon City as the names for the individual neighborhoods under the umbrella of National Landing as the label for our overall development area.

Respectfully,



Christer Ahl  
Chair, CCCRC