



**NATIONAL
LANDING**

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD

April 21, 2022

Arlington County Board
2100 Clarendon Boulevard
Arlington, VA 22201

Dear Chair Cristol and Members of the Arlington County Board:

On behalf of the Crystal City, Pentagon City, and Potomac Yard business community, the National Landing Business Improvement District (BID) expresses its support for approval of the proposed PenPlace Development and Park Master Plan. The proposed development enables the fulfillment of Amazon's commitment to deliver at least 25,000 new jobs as part of its HQ2, while helping to realize the collective community vision for a vibrant, interconnected, and inclusive downtown.

Once built, PenPlace will serve as an anchor for innovation that will attract additional investment and jobs to National Landing, Arlington County, and the region. The development delivers on so many shared goals: a robust public realm complete with vibrant retail amenities and opportunities for small businesses; a world-class public open space grounded in biophilia and sustainability; a connected multi-modal mobility network focused on people; and signature urban design and architecture exemplified by the Helix which will serve as both a destination and an iconic element to a rising skyline. The PenPlace project, like Metropolitan Park before it, is not a closed corporate campus but rather intentionally designed to be an integral and accessible part of a richly textured urban center. On every level, the proposal improves upon the Phased Development Site Plan that was approved for the site nearly a decade ago.

The proposed plan benefitted greatly from a robust and informative public engagement process that provided the forum necessary for the community to share ideas, suggestions and concerns, as well as a responsive applicant in Amazon that was willing to make revisions and adjustments that delivered a much improved and ultimately, more compelling project. The BID also commends County staff and the applicant for ensuring that key tenets of the PenPlace development were aligned with the concurrently developed Pentagon City Sector Plan approved earlier this year, establishing compatibility and connectivity to the broader district.

Finally, this project builds upon the efforts of the applicant and the County to realize a more inclusive community through key public benefits. Amazon's \$30 million investment in the County's Affordable Housing Investment Fund (AHIF) represents the largest single contribution ever made to the fund. These funds will support efforts to provide affordable housing for a diversity of households in National Landing and Arlington – essential for ensuring that all residents can share in the benefits of growth and development. The inclusion of the Arlington Community High School (ACH) at PenPlace will create a centrally located new home for this important institution and help expand access for nontraditional students to Amazon and exposure to opportunities in the tech economy more generally.

In summary, the PenPlace Development and Park Master Plan was shaped by extensive community dialogue and succeeds in delivering on a shared vision for a vibrant, walkable, green, inclusive, and livable downtown. The National Landing BID encourages the County Board's approval for this important signature development that will anchor Arlington's position as the future center of the region's innovation economy.

Sincerely,

Tracy Sayegh Gabriel
Executive Director
National Landing Business Improvement District

**NATIONAL LANDING
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