



## NATIONAL LANDING

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD

January 8, 2024

Honorable Libby Garvey, Chair Arlington County Board  
2100 Clarendon Boulevard  
Arlington VA 22201

Dear Chair Garvey and Members of the Arlington County Board,

We are writing on behalf of the National Landing Business Improvement District Transportation Committee to express our support for Arlington County's Performance Parking Pilot Project and encourage the Board to approve the request to advertise the proposed price change approach.

National Landing is one of the densest neighborhoods in the region, with more than 30k jobs and 20k residents per square mile. In this context, curbside space is an extremely valuable resource. There are many competing demands for that space, including delivery, pick-up and drop-off activity, and short-term parking. That demand varies significantly within the neighborhood depending on adjacent uses, travel patterns, and other factors. Today, all on-street parking in National Landing is priced at the same rate, \$1.50 per hour. This imbalance means blocks with strong demand rarely have open spaces, leading to double parking, while blocks with less demand sit empty. This inefficient use of our curbside space results in frustrated drivers and more emissions as drivers search for open spaces.

The Performance Parking Pilot Project will help address this situation by using pricing to better match supply and demand. As a result, parking will be easier to find, leading to less double-parking, and fewer drivers circling for spaces. Ultimately, we expect this will improve the experience for drivers and non-drivers alike, and lead to more business in National Landing.

For those reasons, we strongly support the pilot and encourage the Board to approve the request to advertise the proposed price change approach.

Respectfully,

Harmar Thompson, LCOR  
Jay Corbalis, JBG SMITH  
Co-Chairs of the National Landing Business Improvement District Transportation  
Committee

NATIONAL LANDING  
BUSINESS  
IMPROVEMENT  
DISTRICT

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