



## NATIONAL LANDING

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD

December 9, 2021

Arlington County Board  
2100 Clarendon Boulevard  
Arlington, VA 22201

Dear Chair de Ferranti 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) offers the following comments after reviewing the County's **Draft #3 of the Pentagon City Plan** and subject of a Request to Advertise. Similar comments were made in the BID's October 29<sup>th</sup> letter to County staff following review of Draft #2 and in the BID's November 30<sup>th</sup> letter to the Planning Commission.

**Vision Statement** –The BID suggested the inclusion of a strong Vision Statement in its August 23<sup>rd</sup> letter and we appreciate the addition into the draft. The statement, however, now reads that *“Pentagon City, together with Crystal City, will be a dynamic downtown for Arlington and the region...”* which does not include acknowledgment of the National Landing area as the cohesive downtown as requested by the BID in its October 29<sup>th</sup> letter and reflective of the official name of the current downtown service district. In fact, the document fails to acknowledge National Landing as the broader downtown anywhere in the document.

The BID's work as outlined in its County-approved Work Plan, has been focused on elevating the three neighborhoods of Crystal City, Pentagon City, and Potomac Yard as components of a broader downtown – National Landing. To reflect this work and the on-the-ground reality, the BID suggests this vision statement should read as ***“Pentagon City will be a dynamic downtown neighborhood within the broader National Landing area serving Arlington and the region, and a place where everyone is welcome and able to live regardless of race, income, age, and immigration status.”*** This statement better reflects the downtown-wide view espoused not only by the BID in the Area-Wide Strategic Plan, but also by the community's 22202 *Livability Framework*. Further, the Planning Commission voted unanimously to recommend that the board approve this revision to the Vision Statement.

**Bike Network Planning** – The approach to the Pentagon City bike network could benefit from a downtown-wide perspective. As currently written, it assumes that the Crystal City Bike Network Plan as proposed would be Crystal City's end state and does not acknowledge that the effort itself was focused on short-term, quick fixes that could be attained by 2024. The BID's formal public feedback regarding that effort also included a request for a broader, longer-term downtown bike network plan. The BID encourages the County to include such an effort in the Further Study section of the Planning Analysis chapter of the document.

**Financing Tools** – During the planning process, the county and consultant team acknowledged that some sites would be more expensive to redevelop than others given building lifecycles and the presence of existing, viable tenants. In the context of realizing the vision of the plan, however, these sites may prove pivotal. In recognition of this complication, the plan could benefit from including potential financial tools that can provide the incentives necessary to encourage owners to pursue redevelopment and implement elements of the plan.

Similarly, the plan could go further in outlining ways by which high priority amenities (e.g., the Green Ribbon) that are too expensive for any one project to absorb or that extend beyond project boundaries could be delivered more rapidly.

Pentagon City is poised for additional growth and development that will help to unify the neighborhoods into a singular downtown. By broadening the context of this initiative, embracing flexibility, and incorporating potential financial tools, this plan can help to shape this growth into an inclusive and sustainable downtown community. The BID looks forward to continuing to participate in the Pentagon City Plan effort and working towards implementation.

Sincerely,

Tracy Sayegh Gabriel

President & Executive Director  
National Landing Business Improvement District

NATIONAL LANDING  
BUSINESS  
IMPROVEMENT  
DISTRICT

2011 Crystal Drive  
Suite 205  
Arlington, VA 22202  
nationallanding.org