



**NATIONAL  
LANDING**  
PENTAGON CITY  
CRYSTAL CITY  
POTOMAC YARD

December 27, 2021

Marco Rivero  
Department of Parks and Recreation  
Arlington County  
2100 Clarendon Blvd., Suite 00  
Arlington, VA 22201

Dear Mr. Rivero:

On behalf of the Crystal City, Pentagon City, and Potomac Yard business community, the National Landing Business Improvement District (BID) appreciates the opportunity to offer feedback following the second virtual engagement period for the Park Master Plan Amendment.

The BID applauds County staff for offering an inclusive and open public engagement process to inform this iteration of the siteplan. As the holiday season is upon us, we appreciated the extended timeframe to offer comments for this important project.

PenPlace will be one of the most important development projects in National Landing and delivering a well-designed, high-quality, series of connected parks and open spaces is a critical element of this signature destination. The BID appreciates staff's approach to using the 2014 PenPlace Open Space Design Guidelines as a basis for this project and the updates reflected in this siteplan offer a balanced amenity package necessary to meet this vision.

Overall, the concept design outlined in the Park Master Plan Amendment is lush, attractive, and compelling. The following site plan elements are of particular interest to our collective business community, and are highlighted below:

- 1. Inclusion of the Market Promenade to the Central Green-** This exciting feature will serve both active and passive users and create a unique location for community programming that is not available elsewhere in National Landing. The conceptual images featuring a destination marketplace is a welcomed amenity to the existing retail along 12<sup>th</sup> street. While the BID currently offers year-round events and activities, we would be thrilled to extend our programming to this site and look forward to coordinating with Amazon on this feature of PenPlace. Overall, the BID is excited about the Central Green's improved design, added amenities and additional plantings, creating a premier open space for National Landing. The BID recommends that the plan consider accommodating vehicular access for loading/unloading and for farmers market vendors to temporarily park during market hours, a critical component of making a viable market. Additionally, planning for electrical and water access in the Market Promenade will ensure future success for a range of programming.
- 2. Improving site circulation for all users-** Offering multi-modal options throughout National Landing supports the BID's vision to become the most walkable and well-connected urban center in the country. The BID commends staff's approach to increase multi-modal options by offering new bike facilities, wide sidewalks, and expanded open space areas throughout the site, thereby increasing north/south and east/west circulation. The BID would like to underscore the following considerations:
  - The proposed east/west multi-modal path's improvements are complementary to the network of green space amenities in Pentagon City and will be an upgraded addition to the Pentagon City Plan's vision for a Green Ribbon. The BID supports the meandering themed framework and the renewed, more streamlined approach to offer meaningful and safe multi-modal connections throughout the site.
  - Offering unique north/south bike and pedestrian connections, including the forest walk and the north/south stairs amenity improves connectivity and creates an engaging experience for users. The BID supports universal design and ADA accessibility throughout the site and requests accommodations where feasible.
  - While supporting non-vehicular connections through the site, the BID sees providing emergency EMS access as an important consideration.
- 3. Connecting retail offerings to open spaces-** Given the proximity of PenPlace to existing and proposed retail offerings along 12<sup>th</sup> street and S. Eads, the BID supports the provision of creative temporary or 'pop-up' retail opportunities to complement park

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and open space amenities. For example, the Fern Street Plaza's conceptual design illustrates space for temporary retail offerings and complementary open space, defining a unique and engaging plaza. The BID emphasizes the opportunity for synergies between the site's retail and open space areas where feasible to enhance the overall user experience.

The BID looks forward to continuing to participate in this effort and supporting the creation of open spaces that help deliver a more vibrant, walkable, and sustainable downtown.

Sincerely,

A handwritten signature in black ink, appearing to read "Tracy Sayegh Gabriel". The signature is fluid and cursive, with the first name "Tracy" being the most prominent.

Tracy Sayegh Gabriel  
Executive Director  
National Landing Business Improvement District