



**NATIONAL
LANDING**

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD

November 12, 2021

Arlington County Board
2100 Clarendon Boulevard
Arlington, VA 22202

Dear Chair de Ferranti and Members of the Arlington County Board:

On behalf of the National Landing Business Improvement District (BID) and the collective business communities of Crystal City, Pentagon City, and Potomac Yard, I am writing in support of the approval of the Public Art Master Plan update.

Public art has been integral to Arlington County's landscape for over 40 years and the BID is thrilled to continue celebrating public art as an important catalyst in creating distinctive and vibrant places. We commend the County's staff for providing a robust and informative public participatory process and regard this plan as an important policy document that prioritizes new approaches to public art, including equity, biophilia and creative placemaking.

We are excited for the specific public art recommendations for our downtown. Please note that the National Landing BID had recommended that our collective downtown area be referred to as the "National Landing" corridor in reference to the three neighborhoods of Crystal City, Pentagon City and Potomac Yard, Arlington, in lieu of the more auto-centric and dated "Richmond Highway Corridor" in the plan. That aside, the BID feels the plan update offers a compelling roadmap for public art in our growing district. We look forward to working with Arlington County staff to implement the recommendations as set forth in this update.

In sum, we strongly support the Public Art Master Plan Update and encourage the County Board's approval of this important document.

Sincerely,

Tracy Sayegh Gabriel
President & Executive Director

**NATIONAL LANDING
BUSINESS
IMPROVEMENT
DISTRICT**

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