



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

# NATIONAL LANDING EQUITY + PLACEMAKING

September 18, 2023



# NATIONAL LANDING BID

- **MISSION-** To serve as champions for the National Landing neighborhoods of Crystal City, Pentagon City and Potomac Yard, enhancing our district's vibrancy, social appeal and economic competitiveness.
- **VISION-** To **redefine our downtown** as a dynamic, mixed-use, urban center with vibrant streets, playful programming, next-generation mobility, world-class parks, and human-scaled design. Our future is sustainable and innovative, with a strong economy and inclusive community.





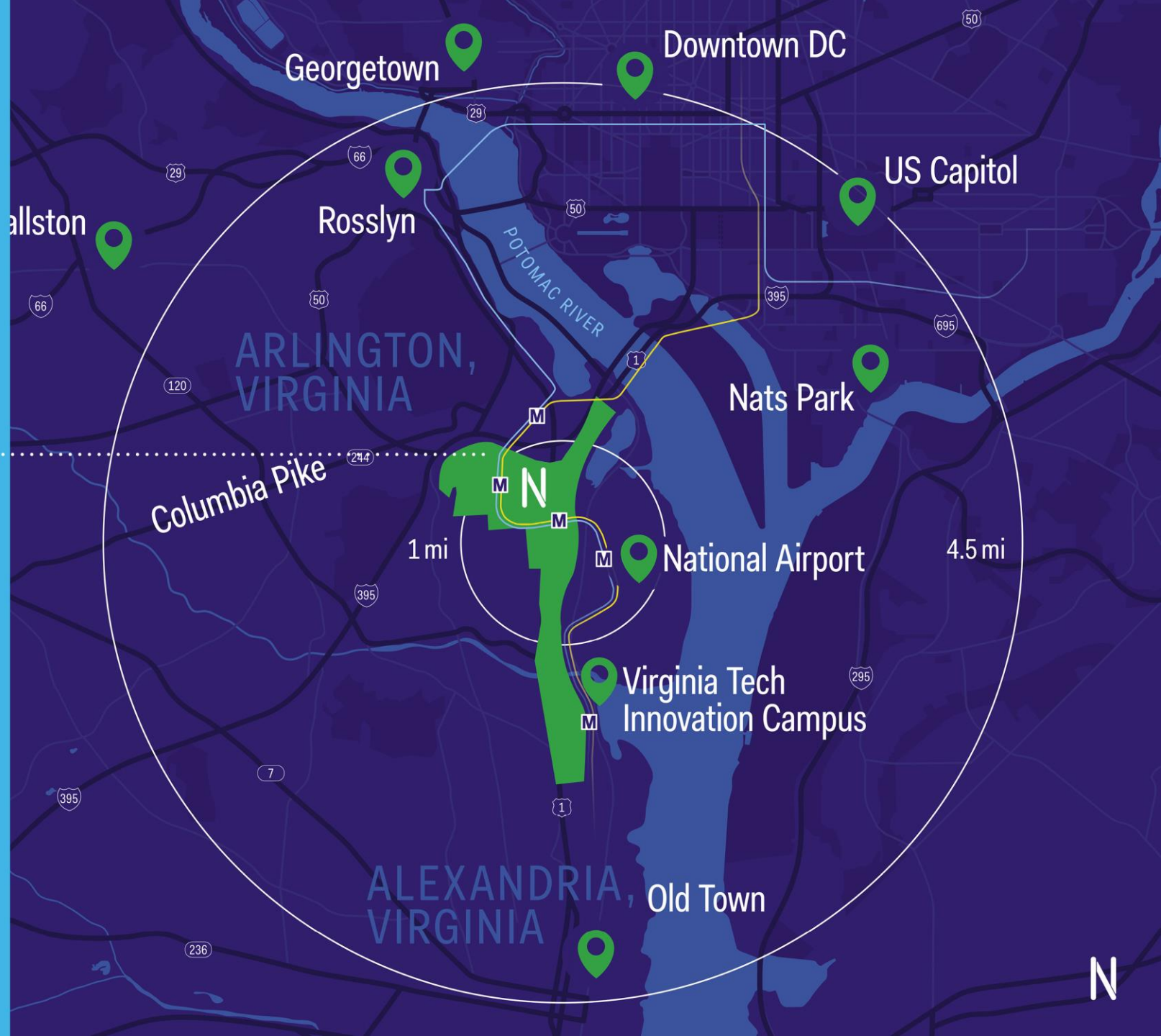
# NATIONAL LANDING BUSINESS IMPROVEMENT DISTRICT

- Budget: \$4.4 million
- BID District Size: 470 Acres (0.75 sq mi)
- Downtown District Size: 625 Acres (1 sq mi)
- Core Programs
  - Marketing & Promotion
  - Public Realm & Beautification
  - Community Events & Outreach
  - Economic Development
  - Transportation
- Established as Crystal City BID in 2006
- Expanded as National Landing BID in 2020

WHERE WE ARE

# UNPARALLELED ACCESS TO THE DC METRO REGION

National Landing is a dynamic urban center encompassing the vibrant Crystal City, Pentagon City and Potomac Yard neighborhoods extending from Arlington to Alexandria, Virginia, minutes from Washington, DC.







NATIONAL LANDING IS  
ANTICIPATED TO BECOME THE  
FASTEST GROWING URBAN  
DISTRICT IN THE DC REGION.

*NL MARKET IMPACT STUDY 2023*

## BY THE NUMBERS

### EXISTING DEVELOPMENT

**5,500**

hotel rooms  
*second only to downtown  
DC in the region*

**16,000+**

residential units

**16.5M**

commercial space (sf)

### PIPELINE DEVELOPMENT

**70**

hotel rooms

**8200**

planned residential units

**5.9M**

pipeline commercial space (sf)

### INVESTMENT + IMPACT

**\$12B**

regional and local  
transportation projects and  
pipeline development

**\$1B**

VT innovation campus

**\$64M**

Net fiscal impact of NL  
development



NATIONAL LANDING

# EQUITY FORWARD

AN ACTION PLAN



## EQUITY FORWARD ACTION PLAN

WITH THIS ROADMAP, NATIONAL LANDING WILL EMERGE AS A PLACE WHERE DIVERSITY AND MULTICULTURALISM ARE VALUED AND EVERYONE CAN THRIVE REGARDLESS OF RACE, GENDER, RELIGION, SEXUAL ORIENTATION OR ABILITY.



# A FOCUS ON RACIAL EQUITY



Arlington's Framework for Racial Equity

Operationalizing Equity in NL

# Defining Placemaking in National Landing

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Shaping and reinventing

public spaces      responsive

creativity      community-driven

participatory      resiliency

reimagining      activation      health, happiness,

inclusive      and well-being

interdisciplinary

*-ADOPTED FROM THE PROJECT FOR PUBLIC SPACES*



# NATIONAL LANDING EQUITY + PLACEMAKING

Pursue renaming efforts and commemorations that no longer align with BID Values

Activate inclusive public spaces

Use art to support women and minority-owned businesses and to celebrate culture and the history of communities in the BID

Focus on inclusivity and equitable access across all event programming

Partner with philanthropic organizations who are actively promoting equity and inclusion

Share the unvarnished history within the public realm

# NATIONAL LANDING PLACEMAKING



# NATIONAL LANDING PLACEMAKING: HARMONY

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# NATIONAL LANDING: AMAZON MET PARK- QUEENCITY





**Thank You!**

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