



January 20, 2021

Arlington County Board
2100 Clarendon Boulevard, Suite 300
Arlington, VA 22201

Dear Chair de Ferranti,

The Arlington Chamber of Commerce encourages the County Board to adopt the proposed ordinance to authorize non-commercial banners in the National Landing Business Improvement District (BID). This signage will assist the National Landing BID in identifying and building community across its three neighborhoods, Crystal City, Pentagon City, and Potomac Yard. Further, expanding the use of banners and other signage will enhance neighborhoods throughout Arlington, and the Chamber encourages streamlining the signage permitting process to support it.

Non-commercial signage of the type contemplated in this ordinance, supports wayfinding and place making. The expansion of the National Landing BID's boundaries to include Pentagon City and Potomac Yard along with Crystal City recognized the commonalities across these neighborhoods. Expanding the National Landing BID's signage is consistent with the boundary expansion and will support the BID in developing an identity across these neighborhoods. Moreover, consistent wayfinding signage will help residents and visitors navigate National Landing more seamlessly.

In general, signage remains a critical issue for Arlington's businesses. Arlington County's flexibility in allowing businesses more latitude in displaying their operating status and availability for carry out and delivery service has been a critical support during the coronavirus pandemic. The Chamber encourages Arlington County to continue this flexibility, to take further actions to permit signage by businesses and community groups, and to streamline its signage regulations to be less of a burden.

We thank you for your consideration of these comments.

Sincerely,

A handwritten signature in black ink that reads "Kate Bates". The signature is written in a cursive, flowing style.

Kate Bates
President & CEO

CC: Arlington County Board Vice Chair Katie Cristol, and members Christian Dorsey, Libby Garvey, and Takis Karantonis; County Manager Mark Schwartz