



June 13, 2019

Site Plan Review Committee  
2100 Clarendon Boulevard  
Suite 700  
Arlington, Virginia 22201

Dear Chair Morton,

The Arlington Chamber of Commerce supports the SP # 79 application to redevelop the current location of the Holiday Inn Rosslyn as a mixed-use development comprising residences, retail space, and a four-star hotel and conference facility. We believe that Dittmar Company and its partners have done the research to know what will make this facility a success. As such, we encourage the Site Plan Review Committee to support their application, particularly as it relates to the requested amount of parking on the site.

Dittmar Company has based its application on a study of the parking demand that high-end mixed-use facilities, and specifically conference facilities, generate. The proposal for 430 parking spaces for hotel and conference guests will accommodate typical, expected conditions, with a shared parking management plan to be used on heavy-demand days. The proposed design will expeditiously remove inbound cars from the street. A requirement to reduce the amount of parking below the proposal risks forcing arriving vehicles to circle for parking in the street, creating additional congestion in Rosslyn. The facility will require surge capacity for parking to ensure that guests have a positive experience, even on the highest-demand days. Attendees' experience at the facility will influence future bookings, which in turn, will impact the hotel and conference center's prospects for success.

For more than 20 years, Arlington County has expressed a need for a conference center such as the one proposed. There is a strong economic case supporting the application. This four-star conference center will provide employment opportunities, promote travel to Arlington, and offer a space for Arlingtonians to hold large events inside the county. The success of this project also would result in a significant increase in tax revenues to the County. These benefits are contingent on the facility providing a top-quality guest experience, including parking, and so the Chamber encourages the Site Plan Review Committee to recommend SP # 79.

Thank you for your consideration of these comments.

Sincerely,

A handwritten signature in black ink that reads 'Kate Bates' in a cursive script.

Kate Bates  
President & CEO

CC: Planning Commission Chair James Schroll; Arlington County Board Chair Christian Dorsey, Vice Chair Libby Garvey, and members Katie Cristol, Matt de Ferranti, and Erik Gutshall; County Manager Mark Schwartz; Matthew Pfeiffer, CPHD Planning Division