



September 3, 2019

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

Dear Chair Dorsey,

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 apartment residences, a four-star hotel and conference facility, and retail space. These three uses combine to serve the goals of the Rosslyn Sector Plan and the project will benefit the community through its design, including elements supporting residential and hotel development in Rosslyn, complete streets, and positive pedestrian experiences. We encourage the County Board to approve the application.

The success of this project will benefit the broader Arlington community, and Rosslyn in particular. Contributing to a high-quality destination experience, as an alternative to DC and Tysons, this hotel and conference facility can raise Rosslyn's profile, benefiting all its residents, workers, and businesses. This multi-use project will employ more than 300 employees, a net addition of 200 jobs compared with the current Holiday Inn. Other local establishments stand to benefit from the increased residential units, visibility, and the patronage of the visitors that this project will attract and house. The success of this project would result in a significant increase in tax revenues to Arlington County, estimated at more than \$10,000,000 annually.

We believe that Dittmar Company and its partners have done the research to know what will make this facility a success. Providing a sufficient level of parking to support the proper operation of the entire facility is paramount. A lack of on-site parking would force arriving vehicles to circle for parking in the street, creating additional congestion. A positive experience for guests arriving and parking at the facility will be vital to the project's prospects for success. Unlike office workers, hotel and conference guests are occasional visitors, who have more flexibility in where they book and less incentive to adapt their mode of travel. If guests have a poor experience at the facility due to insufficient parking, there may be a negative influence on future bookings.

The applicant's plan provides for them to operate the project as efficiently and effectively as possible. As such, the Chamber encourages the County Board to approve SP # 79. Thank you for your consideration of these comments.

Sincerely,

Kate Bates  
President & CEO

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