



October 13, 2023

Christian Dorsey  
Arlington County Board  
2100 Clarendon Blvd, Suite 300  
Arlington, VA 22201

Dear Chair Dorsey,

I'm writing to express the Arlington Chamber of Commerce's support for Item 1 on the October 14, 2023, County Board agenda, the Site Plan amendment to amend the Comprehensive Sign Plan for the Residence Inn Arlington Rosslyn. We are pleased that this item is included on the Consent Agenda, and we hope to see it approved.

The Residence Inn Arlington Rosslyn is seeking to replace their current signage and modernize it to reflect national brand standards. Signage is a critical facet for many of Arlington's businesses, particularly for those in the hospitality industry. Over the past decade, Arlington County has pursued greater latitude for businesses in displaying signage. The Chamber has supported these efforts as they keep Arlington at a competitive advantage with other jurisdictions. The Chamber believes that greater flexibility on this issue can be achieved. The signage in question will positively improve the identity of the hotel with no negative impact on the aesthetics of Rosslyn, or on neighbors to the hotel.

This Site Plan amendment will benefit a long-standing hotel in Arlington by reflecting their identity to visitors as part of a nationally known brand. We hope to see the County Board adopt this item.

Thank you for your consideration of our 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: Vice-Chair Libby Garvey; County Board Members Matt De Ferranti, Takis Karantonis, and Tannia Talento; County Manager Mark Schwartz.