Meeting Minutes of the Crystal and Pentagon Cities Council (CPCC)

September 14, 2026
The CPCC convened its Hybrid meeting at 7:04 PM.

PRESENT (IN PERSON, unless otherwise noted)	Ben D'Avanzo, Chair Robert Vaughan, Vice Chair Jeffrey Williams Judy Freshman Steve Maas Dana Bres Susan English Rich Kelly Meg Flores Matt Ginivan Sarah Loden Patrick Philippi Rob Mandle Alexander Chakrin Emily Norton
ABSENT	Peter Robertson Stacy Meyer Gary Shinners
OTHER ATTENDEES	Matt de Ferranti Hamar Thompson Sarah Tracey Khiana Wiley Rollin Amore Jeff Smith Mara Olguin Nadia Lachguer Jim Zambito Evan Pritchard Greg Reed Abbey Oklak

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SUMMARY OF PRESENTATION/DISCUSSIONS

Chair Ben D'Avanzo opened the Hybrid meeting at 7:04 PM and announced the agenda topics including:

- Update from Kimco representatives on the proposed changes to the approved Pentagon Centre PDSP
- Panel discussion: Strengthening Resident and Retail Connections in Pentagon and Crystal Cities
- Remarks by Matt de Ferranti, County Board Chair and Liaison to the CPCC.

Agenda Item #1: Proposed Amendments to the approved Pentagon Centre Phased Development Site Plan

Kimco ownership representatives (Abbey Oklak, Greg Reed, and Evan Pritchard) gave an overview of their expected application to request changes to previously approved Phased Development Site Plan conditions that established time limits for existing retail. Kimco will be seeking changes to remove a sunset clause which if removed would provide them with greater flexibility in leasing and lease renewals now and into future. The anticipated request is due to their limited clarity on when the anticipated Phase 2 redevelopment would occur. The owner indicated that the current Condition terms that establish an inflexible fixed time will limit their ability to sign or resign market-standard lease terms with a 20 year base lease with 20 years of lease options, which could diminish the overall economic strength of their retail holdings in the Pentagon Centre block.

Discussion and comments focused on:

- The site plan PDSP was amended just prior to the Pentagon City Sector Plan process and, as a result, the area was not part of the sector planning process. The sector plan recommendations are not specific to the Pentagon Centre block.
- Costo is a valuable and successful community shopping destination.
- Concerns expressed about how the long-term approved plans for the Block, and questions about its viability if leases continue and what steps the Owner is taking to realize the build out of the site. The owner continued to emphasize they still support the long term plan and would like to see it realized, but they remain uncertain about the timeline for now.
- Questions about what, if any, development conditions and community benefits are tied to future phases and would certain improvements be delayed if there are changes to the previously approved conditions. The owner indicated the approved conditions/benefits are tied to the delivery of each phase.
- Some CPCC members expressed the market should determine when redevelopment is feasible. Setting a binding condition with an arbitrary date isn't beneficial to serve as the catalyst for redevelopment and could weaken the quality of development over time if it leads to more retail vacancy, and negatively impacts new leases or renewals.
- Most shared there is no question that the long-term plan would provide a better fit in the urban neighborhood. Some however questioned its viability with 20-year base lease and 20 years of renewals. The owner indicated that renewal terms could be negotiated, suggesting that relocation opportunities could be used, which could create a more possible a structure and pathway to accommodate the long-term redevelopment vision for the remainder of the block.
- Other sites with PDSP approvals do not include term limits or sunset clauses. Some questioned what is the appropriate time to revisit how long a PDSP entitlement is valid, if the contextual vision is changing? The owner signaled that a review of their PDSP could conceivably be reviewed again in another 7 to 8 years, given the cycle of past PDSP amendment applications.
- The development entitled under the current PDSP is lower than development opportunities established with the recently adopted Pentagon City Sector Plan.
- Multiple members are open to removing the sunset clause, but hesitant on the feasibility of achieving the approved urban redevelopment vision. Another perspective suggested extending the term rather than removing the sunset clause.

Agenda Item 2: Panel Discussion
A mix of small, local retail business owners, apartment property managers, and a representative of Arlington's community engagement and communications team shared perspectives on how to better connect retailer and residents, particularly those living in high-rise buildings, and communicate to support thriving urban neighborhoods, vibrancy, placemaking, and economic growth when development and economic conditions are challenging.
Panelists included:
Rollin Amore (Owner, Mimi's Ice Cream)
Nadia Lachguer (General Manager) and Jim Zambito (Ex. Chef) (Good Company Donuts)
Sarah Tracey (Director of Public Engagement, Arlington County Manager's Office)
Mara Olguin (Chief Marketing Officer, Dweck Properties)
Khiana Whiley (Assistant Community Manager, Sage Apartments, LCOR)
Jeff Smith (Owner, ACE Hardware)

Share your individual perspectives about what the current retail environment looks like in Crystal City and Pentagon City. Panel members indicated:

- The area is experiencing significant new development with more than 14,000 addresses within a mile radius of new shops, contributing to a strong sense of vibrancy.
- There is optimism that consumers will continue to shop for and need goods and services in person.
- Connecting with residents in high-rise buildings and sustaining ongoing engagement and communication with them remains a challenge.
- Property managers are using multiple channels to communicate with tenants, share event calendars, promote restaurant and special offers, highlight local businesses, and provide information about the neighborhood.
- The National Landing Business Improvement District (NL BID) serves as a central organization for bringing people together, sharing information, and promote the vitality of the area.
- Business growth is steady and generally strong, particularly during weekdays when employee foot traffic is highest. More effort however is needed to attract customers during evenings and weekends.
- A coordinated ecosystem that addresses communication, infrastructure, and data is needed. Such an ecosystem would rely on collaboration among all stakeholders including the NL BID, County, retailers, property managers, residents, tenants, and customers.

Share your perspectives about what is working well and what challenges exist related to retail and communicating with residents living in high rise buildings. Panel members indicated:

- The population is highly transient. Businesses and property managers share core information and use consistent, repeatable strategies to address cyclical resident turnover.
- Social media is a helpful communication tool, and word of mouth is key for supporting business growth. Property managers use social media to highlight and promote retailers.
- Communication with and between residents across a company's apartment portfolio works well for some management/development companies and provides significant value to residents by creating additional opportunities to connect and meet new people. However, not all property management companies offer this type of internal, cross-property communication.
- A "concierge" approach that connects residents with vendors and shares a variety of information is viewed as beneficial. Other innovative, non-traditional approaches to supporting tenants include bulk food delivery (i.e., coffee, breakfast, and) and late-night access to goods

through retail or vending options, and meeting residents where they are through social, networking, and recreational activities.
- The County's multifamily building directory is a resource that maps condominium and apartment buildngs and provides property management contact information. Updates are in progress to provide a GIS-enabled version of the map.
- The NL BID website and monthly calendar is an invaluable resource. Greater awareness of neighborhood amenities, events, and opportunities to connect and build community could be achieved by including promotional materials in welcome packets provided to all new tenants.
- Organizations and businesses within the NL BID boundaries can add events to the NL BID monthly calendar.
- It was noted the NL BID doesn't represent all businesses/residents as some are located outside of the BIDs boundaries. Additional effort would be needed to address these limitations.
- Multiple panel and CPCC members emphasized the idea of a welcoming kit that can easily be distributed to new tenants across the neighborhoods and point people to NL BID resources, including its website, social media channels, sponsored events, and QR codes, as well as to local civic associations.
- Digital wayfinding was identified as an opportunity to revisit and elevate as a tool for promoting community activities, strengthening connections among residents, and increasing awareness of local resources, recognizing that additional discussion with the County would be needed.
- Residential, office, and commercial retail/services are essential components of an urban neighborhood, however cultural facilities and destinations are also needed as they provide important opportunities to connect people and strengthen community identity and cohesion.

Agenda Item 3: Remarks from Matt de Ferranti
County Board Chair, and Liaison to CPCC, Mr. de Ferranti shared his four priorities in 2026 and responded to questions and comments from CPCC members.

Discussion topics central to CPCC's focus areas included:
- Strategies for promoting cultural affairs, the creative economy, and related infrastructure in 22202, and how these efforts align with restructuring of and investments in the County's economic development office.
- Whether there is openness to using funding tools beyond the CIP to support cultural resources, such as TIF funding and bond funding.
- The importance of remaining focused on achieving smaller cultural resource goals, such as a new library and strengthening Synetic Theater. Greater focus from the County Board and staff is needed to chart a path forward to realize these goals.
- Critiques of past decisions, such as reliance on parking revenues while reducing enforcement efforts, as well as a desire among some community members for higher levels of transit service to match new infrastructure improvements. Some participants expressed concern that these issues affect overall funding for neighborhood projects and warrant further community discussion.
- How to balance short-term needs, which may disrupt or delay realization of a site's or area's long-term vision and goals, particularly in areas like Pentagon City and Crystal City where a high volume of adaptive reuse projects may postpone desired improvements.

The meeting adjourned at approximately 9:25 PM.
The next meeting, virtual format, is scheduled for December 7, 2026 at 7:00 PM.