

WELCOME TO NATIONAL LANDING

CRYSTAL CITY | PENTAGON CITY | POTOMAC YARD



Crystal City Civic Association
Annual Meeting

November 2025

STEWARDS FOR REINVENTION

We're storytellers, placemakers, idea champions, and community builders who uplift our downtown district



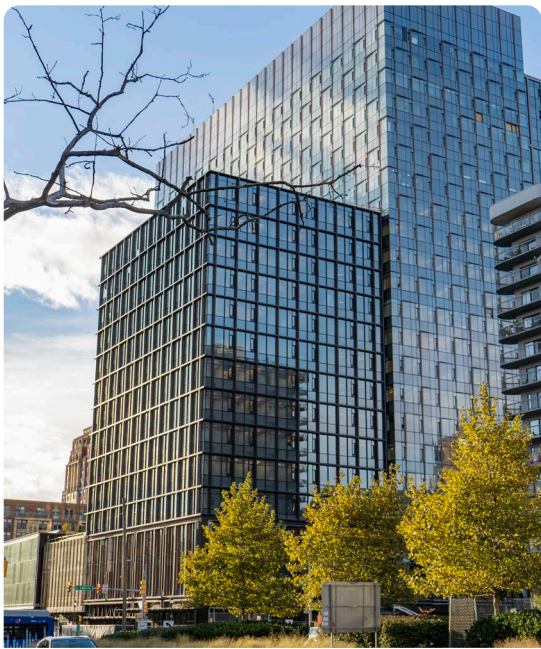
MOBILITY



COMMUNITY & CULTURE



PLACEMAKING



ECONOMY &
DEVELOPMENT



BRAND



NATIONAL LANDING
BY THE NUMBERS

DC Region's Most Exciting Transformation



Visit the new National Landing
Data Dashboard for the latest
market data and trends. Scan the
code or visit [nationallanding.org/
datadashboard](https://nationallanding.org/datadashboard)

Existing



Office
14M SF



Residential
19,030 units



Hospitality
5,510 rooms

Planned



Office
5.4M SF



Residential
10,500 units



Hospitality
860 rooms

Investments / Impact



\$12B

Public and private investments
in amenities and infrastructure



14+
Miles of
Bike lanes



19
Parks

Competitive Advantage

Median Age

34

Worker to Resident Ratio

1.4

People of Color

53%

Median Income

\$126K

Bachelor's Degree
or Higher

84%

Share of Jobs in
Tech and Defense

28%



1550 Crystal Drive



500 23rd Street



1550 Crystal Drive

RETAIL

Over 60+ openings since 2023



420 23rd Street



542 23rd Street



CC2DCA

First pedestrian bridge connecting a downtown “main street” to a major airport

\$57.2M

Design in-progress

CC2DCA PRIORITIES + ADVOCACY STRATEGY

Design Priorities/Approach

- Improved Accessibility- Second Elevator
- Design continuity
- Advocacy Letters to VRE, DES, and other Stakeholders

DESIGNING CC2DCA: PRIORITIZING ICONIC, IMPACTFUL DESIGN AND SEAMLESS PEDESTRIAN CONNECTIVITY

CC2DCA Design Priorities of the NATIONAL LANDING BID
JANUARY 2025



THE LODGE

Saturday, December 6, 2025 | 1 – 7 PM | Metropolitan Park 1330 S Fair Street, Arlington, VA

Free Admission



Activities

Explore Met Park as it transforms into a festive wonderland filled with seasonal fun and holiday cheer for all to enjoy.

-  Ski Vacation Bingo
-  Selfies with Santa
-  Gingerbread "chalets" at Museum of Contemporary Art Arlington's Innovation Studio
-  Face Painting
-  Letters to Santa
-  Beaded Snowflakes, Wooden Ornaments, and Holiday Coloring

Pages

-  Dog Treat Bar and Pup Cups by District Dogs
-  Holiday swag giveaways
-  Pop-up Banana Stand by Amazon

+ Other activities to be announced!

Holiday Vendor Market

Shop for the best gifts and seasonal must-haves from local artisans, curated in partnership with [Made In Arlington](#). This covered Holiday Market spans South Elm Street.

Featured local vendors:

[Besitos Chocolate](#)
[Chandra Designs](#)
[CryoCline](#)
[Pinwheel Clay](#)
[Inherently Imperfect](#)
[Lemon & Whim](#)
[Mind Body and Candles](#)
[PLNTR](#)
[Red Bean Harvest](#)
[The Wandering Shelf](#)

Please note schedule and vendors are subject to change.

SMALL BUSINESS SATURDAY

November 29, 2025



Shop local in National Landing

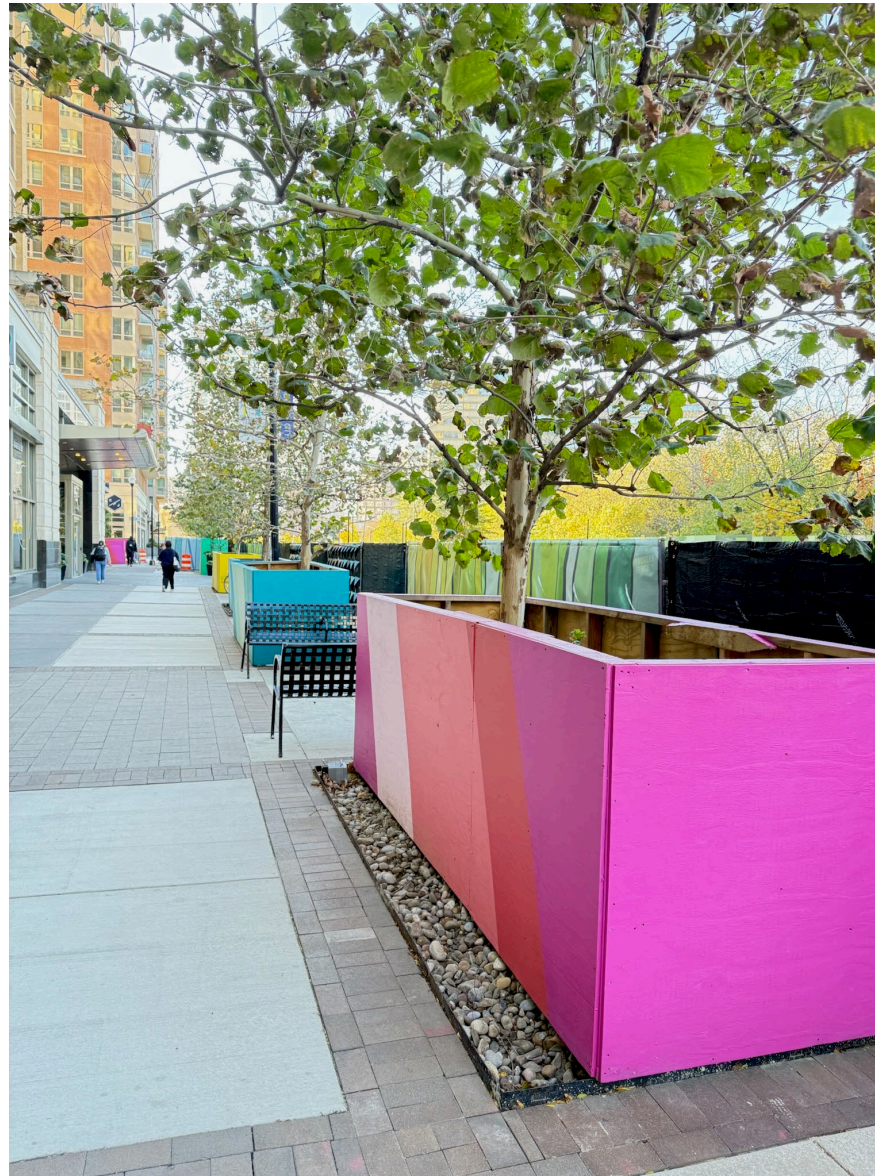
- Download the **Open Rewards: Shop Local app**, create a free account, and select National Landing as your community
- First 100 new users will automatically receive a \$25 voucher when registered on Small Business Saturday
- Get 20% cash back rewards at all Met Park businesses
- Get 15% cash back rewards at all other NL businesses



NATIONAL LANDING

PLACEMAKING- 12 Street

12th Street Transitway Construction
between S Elm St. & Fern St.
temporary placemaking in
collaboration with Arlington County





**NATIONAL
LANDING**

PENTAGON CITY
CRYSTAL CITY
POTOMAC YARD

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**NATIONAL LANDING
BUSINESS IMPROVEMENT DISTRICT**

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NationalLanding.org

