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July 15, 2015

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

Dear Chairman Hynes,

The Arlington Chamber of Commerce supports the less restrictive direction the Retail Action Plan and that the maps within the Plan have shifted based on community feedback from the Chamber, the Economic Development Commission, the BIDs and other stakeholder groups. We express our appreciation to the Arlington Economic Development and Planning staff as well as the business members of the Retail Task Force for their time, effort, and expertise to prepare the Plan.

The Chamber endorses the creation of a necessary framework for considering retail policies, strategy and action options to address future challenges and opportunities. We strongly champion the need for flexibility that has been discussed in the Board Meetings and Work Sessions regarding the Plan. We encourage those involved in the implementation to keep this underlying theme of flexibility forefront as the Plan is implemented.

We are encouraged by the addition in the draft Plan of the explicit statement that "The Retail Plan is not regulatory." This is a crucial clarification that, in certain situations, can help ameliorate sections of the plan that remain too proscriptive.

As part of the theme of flexibility, the Chamber supports the broadened definition of retail and the use of "retail equivalents" in the Plan. It is important to acknowledge that in a changing market, Arlington needs to be increasingly flexible to remain competitive. It is also crucial to ensure that the Plan has the ability to correctly address the types of future businesses not yet envisioned.

The Chamber has some remaining concerns regarding the number of colors or levels in the maps included in the Plan. We are also apprehensive about language regarding limited lobby presence. Again, we encourage flexibility in the implementation of the Plan, and

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for those involved in the implementation to take heed to the statement that the Plan is not regulatory.

Thank you for the opportunity to provide our feedback and to be part of the discussion. We appreciate the additional updates and changes that resulted from the Plan's deferral. Moving forward into implementation, we emphasize the importance of the Plan being understood as a guiding framework and not regulation.

Sincerely,

Kevin Shooshan
Chair

Kate Roche
President & CEO

CC: Arlington County Board members Jay Fissette, Libby Garvey, Walter Tejada, John Vihstadt