



July 6, 2020

Libby Garvey, Chair
County Board of Arlington County, Virginia
c/o Kendra M. Jacobs, Clerk
2100 Clarendon Boulevard, Suite 300
Arlington, Virginia 22201
kjacobs@arlingtonva.us

Re: Shirlington Special GLUP Study Plus and Concept Plan

Dear Chair Garvey:

I am writing on behalf of the Greater Washington Educational Telecommunications Association, Inc. (“WETA”) regarding the current draft of the Shirlington Special GLUP Study Plus and Concept Plan (“Plan”). In short, WETA believes the Plan adequately addresses WETA’s plans for future development and WETA’s presence within the Village. WETA further supports requests by the Shirlington Civic Association (“SCA”) and Federal Realty Investment Trust (“FRIT”) to maximize development potential under the Plan in order to achieve the overall vision for Shirlington as a true live, work, and play environment.

As the County Board (“Board”) is aware, WETA has submitted a Major Site Plan Amendment application for 3939 Campbell Avenue to incorporate 17,150 square feet of new development for WETA’s Newshour production studio. While the application anticipates bonus density to accommodate the studio, the Plan’s guidance for future development up to 2.5 FAR is in line with WETA’s current proposal. Moreover, the Plan’s call to develop the WETA garage at 12 stories and up to 2.5 FAR provides opportunities for reimagining WETA’s assets in a manner compatible with the future vision of the Village. WETA is also pleased that the Plan’s Guiding Principles 1 – 4 emphasize that a mix of uses are necessary for the Village’s viability, particularly as an employment center and an arts and cultural center. WETA would encourage the Board to place additional emphasis in the Plan on maintaining Shirlington’s arts and cultural assets into the future.

Throughout the Plan process, WETA has worked closely with SCA and FRIT to ensure the Plan adequately captures the elements that make Shirlington unique and appropriately plans for its future. WETA has consistently emphasized the need for employment opportunities and transit-oriented development that can attract and retain people within the Village. WETA, therefore, supports SCA and FRIT’s requests to maximize development potential within the Plan, particularly as to appropriate heights and densities for new development, which are necessary to achieving the Plan’s vision and transit goals. From our own experience as an employer in Shirlington, we understand that mixed-use development emphasizing new transit opportunities is a powerful combination for attracting and retaining new employees in the Village.

As such, we support the current draft of the Plan as it pertains to WETA, and we encourage the Board to consider SCA's and FRIT's requests.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jason R. Daisey", with a horizontal line extending to the right from the end of the signature.

Jason R. Daisey
Executive Vice President and Chief Operating Officer

cc: Elizabeth Gearin, Planning Commission (Chair)
Margaret Tulloch Rhodes (Principal Planner, CPHD)