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ADDRESS
625 N. Washington St., Ste. 400
Alexandria, VA 22314

JULY 17, 2020

ALEXANDRIA CITY COUNCIL

MAYOR JUSTIN WILSON
ALEXANDRIA CITY HALL
300 KING STREET
ALEXANDRIA, VA 22314

Dear Mayor Wilson and Members of the Alexandria City Council,

The Alexandria Economic Development Partnership is excited to weigh-in as part of the City of Alexandria's outreach about the naming of the new Potomac Yard Metro Station. We are very enthusiastic about the addition of "VT" to the official station name, recognizing the important presence of the Virginia Tech Innovation Campus as the anchor at our newest Metro station.

Virginia Tech's Innovation Campus is already proving catalytic for the growth and change of the Potomac Yard neighborhood, living up to the City and community's aspirations detailed in small area plans and the active recruitment of Virginia Tech. As a pivotal component of the Amazon HQ2 project, the Innovation Campus will create a pipeline of new tech talent that will benefit Alexandria and our region for decades. Virginia Tech's commitment and plans are already contributing to our efforts to attract new and growing businesses to Alexandria, which will ultimately help us achieve our collective goal to balance the commercial and residential tax base.

AEDP is proud to continue our important partnership with Virginia Tech, and believe that a project as regionally significant as this campus is worthy of naming recognition within the Metro system. It will highlight the partnership between a world-class higher education institution and our City, and is aligned with the system's naming protocols that identify attractions and institutions that are regional anchors.

We look forward to working with you to achieve many important milestones over the coming months that will continue to move the Innovation Campus from concept to reality. Thank you for your leadership and consideration of this important issue!

Sincerely,

A handwritten signature in blue ink, reading 'Stephanie Landrum', is displayed within a white rectangular box.

STEPHANIE LANDRUM
PRESIDENT & CEO

CC: YON LAMBERT, DIRECTOR,
DEPARTMENT OF TRANSPORTATION
& ENVIRONMENTAL SERVICES

Lydia Durand

From: Maria Ciarrocchi <MCiarrocchi@thechamberalx.com>
Sent: Tuesday, July 14, 2020 10:29 AM
To: Lydia Durand
Cc: Joseph Haggerty
Subject: [EXTERNAL]Potomac Yard Metro Station Name Request

Dear Lydia,

We are writing to you today to express our support for the addition of "VT" to the name of the Potomac Yard metro station resulting in the stop being called "Potomac Yard-VT".

Recognizing that the wide range of benefits this world class center of innovation will bring to our City for years to come it seems only fitting that the metro stop properly identify its home for residents, students and visitors alike to see.

As long standing advocates for the timely completion of the Potomac Yard metro station we would be remiss if we did not point out that by deciding this issue now no undue delay or expense would be incurred in the process. In addition, adding "VT" to the Potomac Yard station name is also very much in line with WMATA policy on colleges/universities, which is reflected throughout the metro system.

Since it was announced in November of 2018 Alexandria has been full of excitement and pride over the locating of Virginia Tech's Innovation Campus to the City and the addition of "VT" to the name of the Potomac Yard metro station will only further cement this exciting new chapter for Alexandria.

Thank you for the opportunity to provide comment on this matter.

Sincerely,
Joe Haggerty

Joe Haggerty
President & CEO



Alexandria Chamber of Commerce
333 N. Fairfax Street, Suite 302
Alexandria, VA 22314
jhaggerty@thechamberalx.com
Direct: 703-739-3808
www.thechamberalx.com

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Lydia Durand

From: Koenig, Daniel (FTA) <daniel.koenig@dot.gov>
Sent: Friday, July 24, 2020 12:13 PM
To: Lydia Durand
Cc: Anderson, Andre (FTA); Tyler, Kelly (FTA)
Subject: RE: Virginia Tech Proposal to Amend Potomac Yard Metrorail Station Name

Follow Up Flag: Flag for follow up
Flag Status: Flagged

Hi Lydia,

Appreciate the heads-up about the possible change of the station name. I'm looping in a couple colleagues in the event they have any concerns. There are no NEPA related issues with a name change. Thanks.

-Dan

From: Lydia Durand [mailto:lydia.durand@alexandriava.gov]
Sent: Friday, July 24, 2020 11:25 AM
To: Koenig, Daniel (FTA) <daniel.koenig@dot.gov>
Subject: Virginia Tech Proposal to Amend Potomac Yard Metrorail Station Name

CAUTION: This email originated from outside of the Department of Transportation (DOT). Do not click on links or open attachments unless you recognize the sender and know the content is safe.

Dear Mr. Koenig,

The City of Alexandria would like to make sure you are aware we were recently approached by Virginia Polytechnic Institute and State University (Virginia Tech) with a request to submit a proposal to WMATA adding "VT" as a secondary name to the future Potomac Yard Metrorail station name: *Potomac Yard* would become *Potomac Yard-VT*.

Virginia Tech will be constructing its Innovation Campus at the north end of Potomac Yard, adjacent to the North Pavilion Entrance, which is less than a quarter mile from the station. The new campus will be larger than all other Northern Virginia facilities combined and serve as its flagship campus in Northern Virginia. The first building is scheduled to open by 2024 and the school plans to have a classroom presence of approximately 3,000 students by 2028. Prior to construction of the first building, Virginia Tech will have executive office space in Potomac Yard. Given the role that the Innovation Campus will play in the area, Virginia Tech is proposing the station have primary name of "Potomac Yard" and secondary name of "VT" to help enhance the placemaking of the new station area. This model is consistent with how universities are incorporated into station names around the Metro system.

If the name change process is conducted now, the City and WMATA anticipate there will be no impact on the station construction schedule or costs, since wayfinding signage and materials costs are built into the project budget. Changing the station name at a later date could cost in the hundreds of thousands to over a million dollars depending on whether WMATA is concurrently updating their maps.

Although the proposal is largely consistent with WMATA Policy 4.1.4 "Metro System Station Names," which explains all station name requirements, the WMATA board will have to approve an exception to the provision requiring a "significant classroom presence," because the campus is not anticipated to meet that criteria *at the time of the station*

opening in 2022. WMATA staff are working with the City on advancing this request since this particular situation was not envisioned when the policy was developed.

The City has been reaching out to key stakeholder groups within .5 miles of the Potomac Yard Metrorail Station site to solicit feedback and questions about the proposal. This feedback will be shared with the City Council when it is asked to consider support for the proposed name change. This issue is currently anticipated to be docketed for consideration at the City Council Legislative Session on Tuesday, September 8, 2020. If Council adopts a formal resolution to request a name change, WMATA will then conduct a market survey to determine public perception of multiple aspects of the proposed name change. This information will then be reviewed by WMATA and the City before a final determination is made whether to submit the request to the WMATA Board of Directors for approval at their December 2020 meeting.

Please let me know if you have any questions and/or concerns.

Thank you,
Lydia Durand

Lydia Durand
Management Analyst III
Department of Project Implementation
City of Alexandria, Virginia
301 King Street, Suite 3200
Alexandria, VA 22314

Direct: 703.746.4622
Cell: 703.215.5721

lydia.durand@alexandriava.gov
alexandriava.gov



Lydia Durand

From: Nancy Appleby <Nancy@ApplebyLawPLLC.com>
Sent: Wednesday, June 24, 2020 6:42 PM
To: Lydia Durand
Subject: RE: Proposal to Append the Potomac Yard Metro Station Name

Lydia:

I support the name change. It is very appropriate.

Regards,

Nancy Appleby



Nancy J. Appleby
Appleby Law PLLC
625 First Street, Suite 604
Alexandria, Virginia 22314
703-837-0001 (office)
202-577-5655 (mobile)
703-997-4868 (fax)
<http://www.applebylawpllc.com>



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From: Lydia Durand <lydia.durand@alexandriava.gov>
Sent: Wednesday, June 24, 2020 3:29 PM
To: Lydia Durand <lydia.durand@alexandriava.gov>
Cc: Steve Sindiong <Steve.Sindiong@alexandriava.gov>
Subject: Proposal to Append the Potomac Yard Metro Station Name

Dear PYMIG and PYDAC Members,

The City of Alexandria was recently approached by Virginia Polytechnic Institute and State University (Virginia Tech) with a request to submit a proposal to WMATA adding “VT” as a secondary name to the future Potomac Yard Metrorail station name: *Potomac Yard* would become *Potomac Yard-VT*. Over the next few weeks the City is reaching out to key stakeholder groups to solicit feedback and questions about the proposal. This feedback will be shared with the City Council when Council is asked to consider support for the proposed name change. This issue is currently anticipated to be docketed for consideration at the City Council Legislative Session on Tuesday, September 8, 2020.

Explanation of Proposal

Virginia Tech will be constructing its Innovation Campus at the north end of Potomac Yard, adjacent to the North Pavilion Entrance, which is less than a quarter mile from the station. The new campus will be larger than all other Northern Virginia facilities combined and serve as its flagship campus in Northern Virginia. The first building is scheduled to open by 2024 and the school plans to have a classroom presence of approximately 3,000 students by 2028. Prior to construction of the first building, Virginia Tech will have executive office space in Potomac Yard. Given the role that the Innovation Campus will play in the area, Virginia Tech is proposing the station have primary name of “Potomac Yard” and secondary name of “VT” to help enhance the placemaking of the new station area. This model is consistent with how universities are incorporated into station names around the Metro system.

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Next Steps and Approval Process

If Council adopts a formal resolution to request a name change, WMATA will then conduct a market survey to determine public perception of multiple aspects of the proposed name change. This information will then be reviewed by WMATA and the City before a final determination is made whether to submit the request to the WMATA Board of Directors for approval.

Please consider the information above and provide any feedback, questions, or concerns to me by email at Lydia.Durand@alexandriava.gov no later than Friday, July 17, 2020.

Thank you,

Lydia Durand

Lydia Durand
Management Analyst III
Department of Project Implementation
City of Alexandria, Virginia
301 King Street, Suite 3200
Alexandria, VA 22314

Direct: 703.746.4622

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July 6, 2020

Lydia Durand
Management Analyst III
Department of Project Implementation
City of Alexandria, Virginia
301 King Street, Suite 3200
Alexandria, VA 22314

Dear Ms. Durand:

Thank you for your email to Angela Hartley and the request for support from National Industries for the Blind (NIB) for the proposal to append the Potomac Yard metro station name to Potomac Yard-VT.

NIB fully supports this proposal to rename the Potomac Yard metro station.

Thank you for the opportunity to consider and comment on this important community issue.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin A. Lynch". The signature is fluid and cursive, with the first name "Kevin" being the most prominent.

Kevin A. Lynch
President and CEO

Cc: Angela Hartley, Executive Vice President
Steve Brice, Vice President and CEO

Lydia Durand

From: Steve Sindiong
Sent: Wednesday, July 29, 2020 3:14 PM
To: Lydia Durand
Subject: FW: Potomac Yard Metro Station Name Request

From: Doug Firstenberg <firstenberg@stonebridge.us.com>
Sent: Thursday, June 18, 2020 4:02 PM
To: Steve Sindiong <Steve.Sindiong@alexandriava.gov>
Cc: Lydia Durand <lydia.durand@alexandriava.gov>
Subject: RE: Potomac Yard Metro Station Name Request

We think it is a very good idea and are supportive of the name change.
Thanks for reaching out,
Doug

From: Steve Sindiong <Steve.Sindiong@alexandriava.gov>
Sent: Thursday, June 18, 2020 3:32 PM
To: Doug Firstenberg <firstenberg@stonebridge.us.com>
Cc: Lydia Durand <lydia.durand@alexandriava.gov>
Subject: Potomac Yard Metro Station Name Request

Hello Mr. Firstenberg

The City of Alexandria was recently approached by Virginia Polytechnic Institute and State University (Virginia Tech) with a request to submit a proposal to WMATA adding “VT” as a secondary name to the future Potomac Yard Metrorail station name: *Potomac Yard* would become *Potomac Yard-VT*. Over the next few weeks the City will be reaching out to key stakeholder groups to solicit feedback and questions about the proposal. This feedback will be shared with the City Council when Council is asked to consider support for the proposed name change. This issue is currently anticipated to be docketed for consideration at the City Council Legislative Session on September 8, 2020.

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As a member of the business / development community, please consider this information and provide your feedback, questions, or concerns by email to Lydia Durand, Lydia.Durand@alexandriava.gov no later than Friday, July 17, 2020.

Thank you,

Steve Sindiong, AICP
Capital Projects Program Manager, Transportation & Environmental Services
City of Alexandria, Virginia

301 King Street, Suite 4100
Alexandria, Virginia 22314

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