

REPLACING THE SPORTS ARENA IN POTOMAC YARD

TEN QUALITIES DESIRED FOR THE REPLACEMENT

- Highly complementary to Potomac Yard SAP (Innovation District)
- Strong catalyst for development/redevelopment of all else in SAP
- Compatible with existing and future PY development
- No addition to tax burden (Citywide or in SAP area)
- National landmark project for any size city
- Major attraction for visitors to the DMV
- No material addition to POV traffic along Route 1 or elsewhere.
- Major boost to City revenues from visitors
- Facilitate faster retirement of PY Metro Station indebtedness, not add to it
- Broad consensus flowing from a project strong in every area where opponents to the sports arena found it weak

My Proposed Replacement: National Museum of Advanced Technology

NMAT Location Characteristics at PY Arena Project Site

- Site can accommodate a Washington Mall-scale museum, if not more.
- Metro proximity (16 minutes on Yellow Line from Archives and less from Old Town) facilitates Mall-level museum visits if admission is free
- 5 of the 7 most visited US museums are on the Mall: 4.4 to 1.6 million annually (2023)
-
- At 1 million, the NMAT would rank 18th in the US. The 5 major (non-natural history) science centers in the top 33 visited museums (Los Angeles, Denver, Chicago, Boston and Seattle) lack the advanced technology focus of the NMAT. At 1 million, this would mean an average of 2,777 visitors spaced out over the day and would require no enhancement of the PY Metro Station
- With Metro, no need for major POV parking lot. With infrequent exceptions, no atypically large nighttime (or daytime) crowds
- DMV visitors staying in Alexandria could easily plan a PY stop for the NMAT coming from or going to the Mall museums on Metro.

NMAT FEASIBILITY

- Emerging consensus among developers, planners and City economic development interests (e.g., AEDP) that with the demise of the sports area, the SAP plan for mixed-use (office, residential and retail) in this area is no longer imminently viable and that some “alternate experiential anchor” should be proactively sought.
- With debt service looming on the Metro Station, important to jump-start the process.
- The NMAT perfectly fits the NPY SAP Innovation District Vision of innovative technology integrated with other collaborative, idea-sharing uses to complement the Virginia Tech Innovation Campus nearing completion. See latest SAP Chapter 1 revision and the latest from VT on the Innovation Campus at <https://search.app/e6xiF8gMosZtRTrs7>
- Finding the right entity to purchase or lease the property, and then have that entity plan, build and operate the NMAT is not beyond the City’s capability, especially with so many close-by major allies to be consulted that will be receptive to the NMAT mission of broader public dissemination of the details of how technological advancements since the turn of the Century have and will continue to profoundly affect our daily lives.

TEN QUESTIONS FOR DISCUSSION

(Some preliminary answers will be provided on 9/20)

- 1. What do you mean by “advanced technology”?
- 2. Why should NMAT be limited to this one area of science?
- 3. Who are the most logical prospective candidates for an admission-free NMAT?
- 4. Must NMAT be a public institution?
- 5. Where do JBG Smith and Virginia Tech stand on this idea?
- 6. How can JBG Smith and its partner be adequately compensated for their investment?

TEN QUESTIONS (continued)

- 7. Is the NMAT preferable to a more entertainment-oriented use?
- 8. What data exists to support the notion that the NMAT would be a real boost to City consumption tax revenue?
- 9. What do the leaders of Visit Alexandria think of this approach?
- 10. If there is broad consensus within the Commission to begin to move forward on this ambitious undertaking, what steps, particularly within the City government, require immediate attention?