



**Vice President of Planning & Development  
National Landing Business Improvement District  
Arlington, VA**



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### ***ABOUT the National Landing BID***

[The National Landing Business Improvement District](#) is a non-profit organization that thrives on its strong private-public partnership with Arlington County and local property owners. Formerly known as the Crystal City BID from 2006 to 2020, this membership coalition continuously promotes and activates the local business, retail, restaurant, and residential community through placemaking, public art, transportation, economic development, events, marketing and promotion. The Crystal City BID officially expanded its boundaries in 2020 and is now known as the National Landing BID unifying the interconnected and thriving neighborhoods of Crystal City, Pentagon City, and Potomac Yard in Arlington, Virginia. This includes more than 26,000 residents, nearly 12 million square feet of office space, approximately 5,900 hotel rooms and over 450 restaurants and shops.

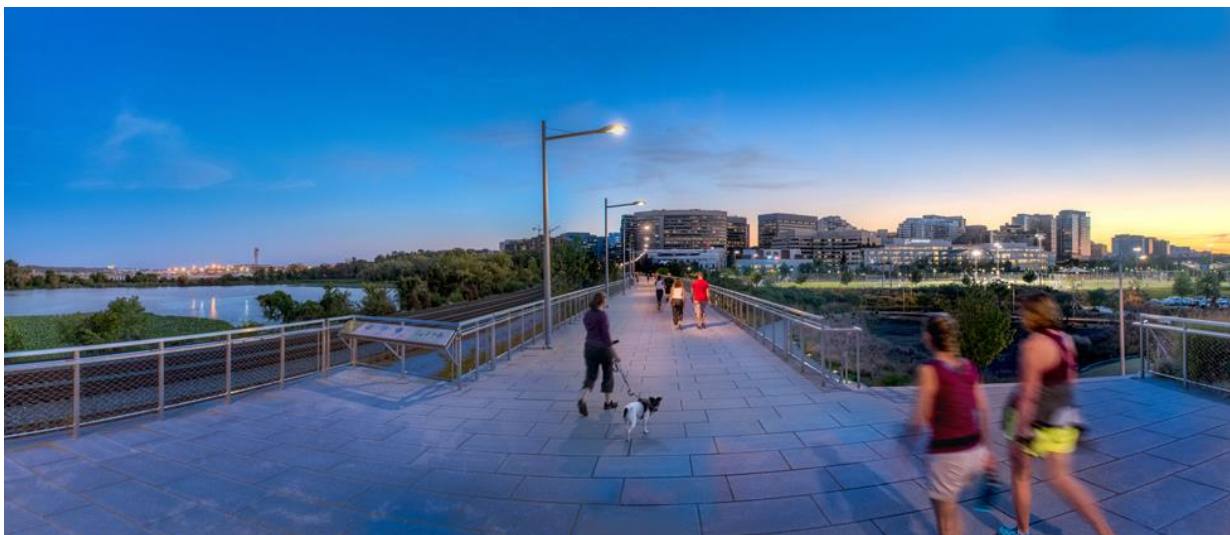
Already Virginia's largest walkable downtown, National Landing is in the midst of an exciting transformation driven by billions of dollars in public and private investment that will deliver new and enhanced housing, offices, parks, transportation and infrastructure in the coming years. The National Landing BID is helping to steer this growth in ways that are sustainable and enhance the area's diversity and livability.

For more information, visit on [Twitter](#), [Facebook](#) and [Instagram](#).

Despite the current pandemic, the National Landing area is on the cusp of a massive transformation with billions committed in public and private investment, Amazon's selection as a second headquarters location, and a vibrant residential, hotel, and business community. The BID is strengthening the experience and identity of this urban center through placemaking, public art, transportation, economic development, events, and marketing/promotion.

The organization has undergone a major overhaul in the last two years. Since August 2018, the organization has hired a new Executive Director, completed a comprehensive [strategic planning](#) process, launched the area's new name and brand identity, successfully expanded the BID's geographic area by 76% percent, and welcomed a nearly \$2 million increase in annual budget effective July 1, 2020. With this geographic, programmatic, and budgetary expansion, the BID is anticipated to more than double the size of its current operation.

Check out how National Landing is an urban center, reimagined, and how three neighborhoods are stronger together through this [1 minute VIDEO](#).



**The OPPORTUNITY:**

The National Landing Business Improvement District (BID) is seeking a creative, energetic, and experienced urban planning, design, or real estate development professional to serve as the organization's first **Vice President of Planning & Development**. The role reports directly to the President/Executive Director.

**Your MISSION:**

This new senior-level position will direct all planning and development initiatives at an exciting juncture for both the neighborhood and the BID organization. The VP will motivate and mentor a growing, high-energy team that celebrates the diversity and uniqueness inside our organization and within our community at large. The VP will be responsible for the work plan, budget, operations, and staff for three core BID service areas: Public Realm & Beautification, Transportation, and Economic Development, which has a combined operating budget of over \$2 million. This is an entrepreneurial role that will lead a newly formed team and build a project portfolio that spans planning, economic development, transportation and infrastructure, public space and parks, placemaking, public art, and development review and tracking.

**Your CHARGE:**

**Program and People Management:** Direct the work plan, budget, operations, and staff for three BID core service areas: Public Realm & Beautification, Transportation, and Economic Development, which has a combined operating budget of over \$2 million. Implement Strategic Plan for relevant thematic areas and the successful design and delivery of impactful projects. Manage the work programs and efforts of the Planning & Transportation Manager and the Economic Development & Placemaking Manager. Cultivate a high-performance, high-energy culture with a strong, collaborative team dynamic.

**Communications/Stakeholder Engagement:** Build relationships with various stakeholder groups including BID members, community associations, the County Manager's Office and various county agencies, the County Board, and other partners. Engage with community stakeholders through active and ongoing communication, presentations, and public meetings, and assist with the design of participatory processes and meeting facilitation. Serve as representative on committees and working groups for county plans and projects. Develop content for BID publications, website and presentations and ensure strong visual representation of data.

**Public Realm/Placemaking:** Oversee projects that enhance the public realm, help build inclusive, engaging and activated public spaces, and advance sustainability and resilience. Manage beautification efforts, creative placemaking, temporary urbanism, parklets and interim parks, wayfinding, streetscape, urban design, and plaza enhancement projects. Utilize public art in the form of murals and installations to create a more vibrant public realm.

**Transportation:** Champion next generation mobility projects for National Landing through studies and advocacy including for the award-winning CC2DCA concept and the transformation of Route 1, in close coordination with the Deputy Executive Director. Monitor, support, and communicate public infrastructure projects and pursue pilot projects and programs that advance micro-mobility and enhanced connectivity for workers, visitors and residents.

**Economic Development:** Increase the economic development capacity of the BID for key benchmarking to support tenant attraction/retention and business development through oversight

for analysis of demographic data, fiscal impact, and real estate market trends across residential, office, retail and hospitality sectors; and tracking of existing companies and businesses within the BID. Explore programs to increase the viability and resilience of existing brick and mortar retail and restaurant businesses and increase opportunities for small, minority-owned businesses.

***Real Estate Development Review and Tracking:*** Serve as an expert and liaison for area development and construction, closely tracking and monitoring all private real estate development and public infrastructure projects. Oversee a project development database and corresponding maps/models. Review and participate in County processes for development approval and engage property owners and developers.

### **Your LEGACY:**

Make your mark on shaping the one of the most exciting downtown transformations underway in the region, if not the nation. Build a team and enhance the quality of life, sustainability, and livability of this urban center through inclusive growth, strengthened transportation options, and vibrant public spaces.

### **Your EXPERIENCE and APPROACH:**

- A minimum of a Bachelor's Degree is required; an Urban Planning, Architecture, Landscape Architecture, Real Estate, or similar Master's degree or additional relevant experience is desirable
- You have 10+ years of relevant work experience in planning, economic development, real estate, or another related field
- You are energized about leading and managing a team and have advanced leadership and management skills
- You are excited about National Landing, urbanism, planning, real estate, and placemaking and the vision of what is next for the National Landing community. You have experience in real estate, planning, non-profit or BID environment
- You have design fluency and a design-forward approach as well as experience in equity-oriented, community-based planning and policy
- Track record of successful project management and work plan development
- You have exceptional written and public speaking skills
- You are a strategic thinker and collaborative and creative leader
- You are experienced in community engagement and can serve as a compelling spokesperson for the organization
- You have experience and are committed to leading multicultural and inclusive teams. Your leadership uplifts values around *diversity, equity, and inclusion*, and fosters mission-driven work.
- You are both a high-level, big picture *strategist* and results-oriented *implementer*
- You have strong graphic presentation and visualization skills (Adobe Suite, PowerPoint)
- You are enthusiastic and love working in a dynamic, flexible and fast-paced environment

The National Landing BID offers competitive salaries, excellent benefits, and a convenient Metro accessible location. The BID is an Equal Opportunity Employer that celebrates diversity and is committed to cultivating a highly talented workforce by providing a welcoming, inclusive, collaborative, and fun work environment where work-life balance is valued. Creativity and an entrepreneurial spirit are encouraged within the BID's fast-paced and talented team.

**We look forward to hearing from you!**

To apply, please provide cover letter and resume to Elizabeth Yoder @ [elizabeth@p3hired.com](mailto:elizabeth@p3hired.com) with a subject line of VP of Planning and Development.