

1. What and Where



20,000-seat Sports Arena for NHL and NBA teams hosting 221 events per year

6,000 seat arts pavilion hosting 115 events per year

Corporate headquarters location with 600 executive positions

Construction to start in 2025 and complete in 2028



To learn more, visit this link at Rosemontpelt.com



Project website for Monumental Sports Arena with links to related material: Monumental ALX

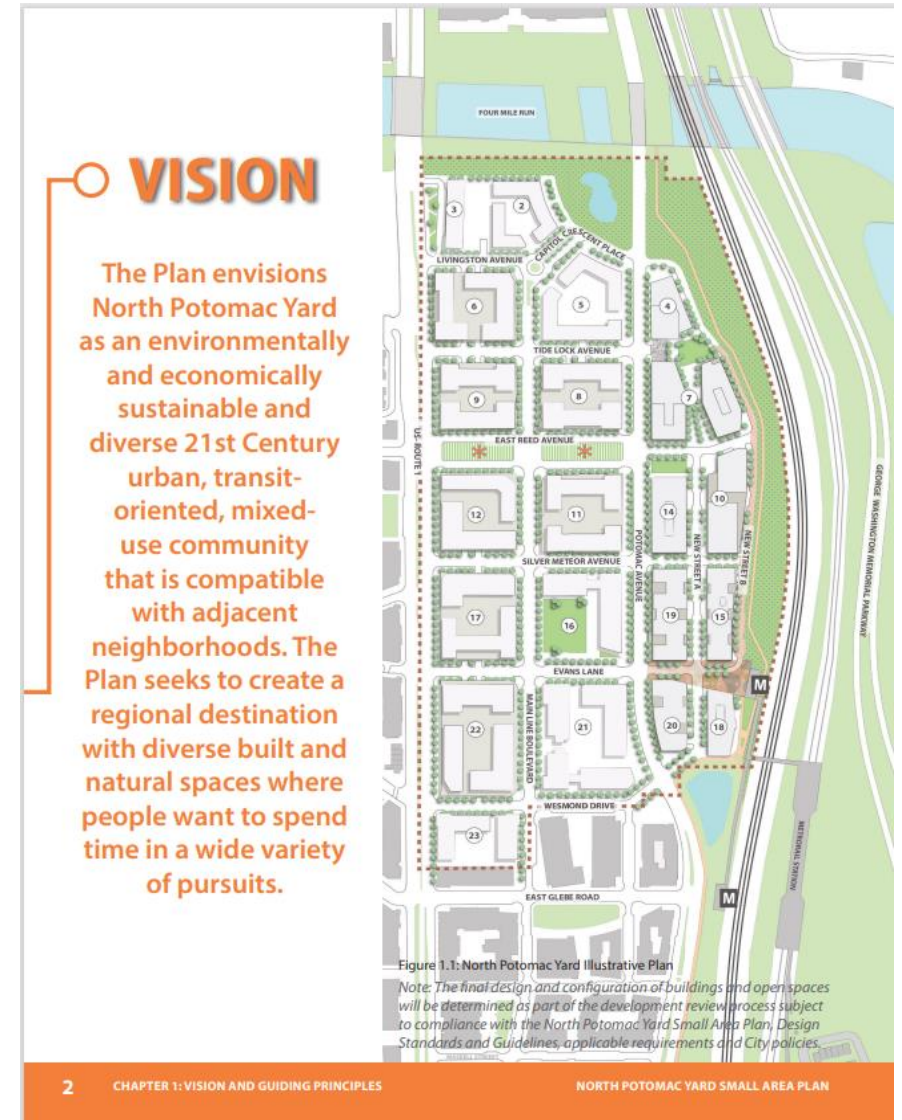
2. The North Potomac Yard Small Area Plan 2017

The small area plan for North Potomac Yard was first developed in 2009 and revised in 2017.

The plan was developed with input from a 12-member advisory group representing neighboring citizens associations and interested Alexandria residents.

The plan was approved at public meetings of the Alexandria Planning Commission and City Council in 2010, 2017 and 2020.

The plan calls for a maximum of 7.5 million square feet of mixed-use development and creation of a “destination location” that will bring people to Alexandria.



To learn more, visit this link at Rosemontpelt.com

➡ Alexandria's Small Area Plan for North Potomac Yard (see page 31 re: Entertainment District)

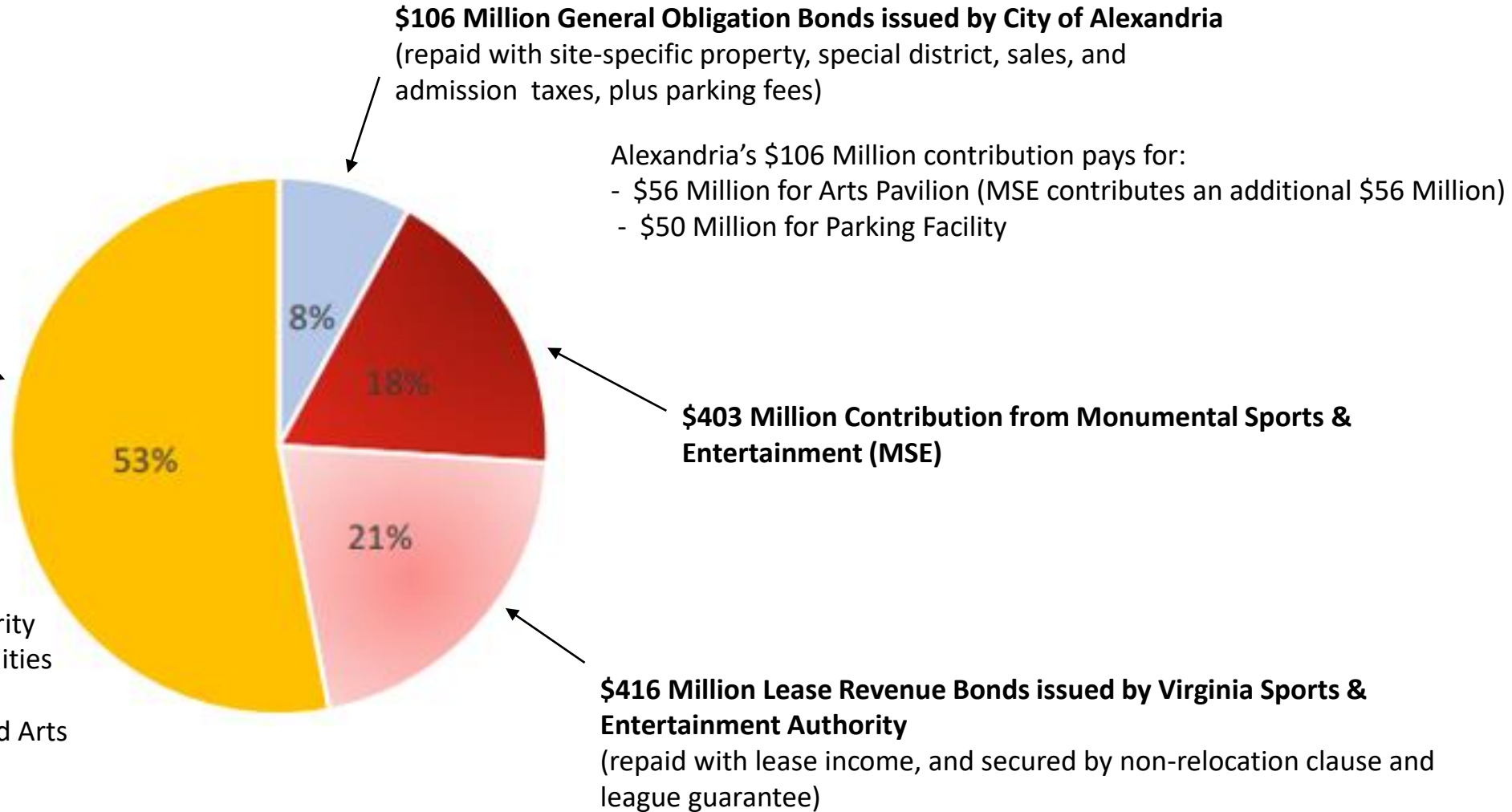
3. Financing The \$2 Billion Project

\$1.05 Billion Project Revenue Bonds issued by Virginia Sports & Entertainment Authority
(repaid with site-specific revenue, but Alexandria has 'contingent moral obligation')

Ownership:

Virginia Sports & Entertainment Authority owns the Arena and related sports facilities

Alexandria owns the parking facility and Arts Pavilion



To learn more, visit this link at Rosemontpelt.com
➡ Frequently Asked Questions (FAQs) about the proposed Entertainment District: [PY Entertainment District FAQs](#)

4. Economic Impact

This aspect of the proposal is not adequately explained or justified – PELT continues to search for more facts.

The economic analysis prepared by a contractor to the city is based on an optimistic projection about the volume and speed of real estate development.

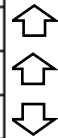
It assumes 8.2 million square feet of development by 2036 that otherwise would not occur if the arena is not built.

Using that assumption:

- 23,000 permanent jobs by 2036 – that’s 14,000 more than if arena is not built,
- \$5.6 Billion in annual economic activity – that’s \$3.7 Billion more than if arena is not built, and
- Site-specific city tax revenue that is 2 times the debt service cost associated with the city’s bond issue.

Budget pressures facing Alexandria

	2014	2024
Total General Fund Revenue	\$616M	\$884M
% from Residential Property Tax	32%	36%
% from Commercial Property Tax	26%	24%



To learn more, visit this link at Rosemontpelt.com

[➡ Alexandria's Finance Director discussing revenue impact: Revenue Impact Assumptions](#)



Table 1 | Proposed Development Program for Scenario 1 & 2 (Gross Square Feet, 000's)

Parcel	Scenario 1:	Scenario 2: Arena + Accelerated Development		
	Baseline Development	Arena + Phase 1	Additional Development	Scenario 2 Total
Residential	380	1,500	3,700	5,200
Office	840	200	1,600	1,800
Hotel	-	550	250	800
Academic	-	100	-	100
Retail	100	100	400	500
Conference	-	100	-	100
Sports and Entertainment	-	1,000	-	1,000
Total	1,320	3,550	5,950	9,500
	<i>% of Total</i>	100%	37%	63%
Year of Completion:	2030-2046	2028-2029	2031-2036	

5. Traffic Impact

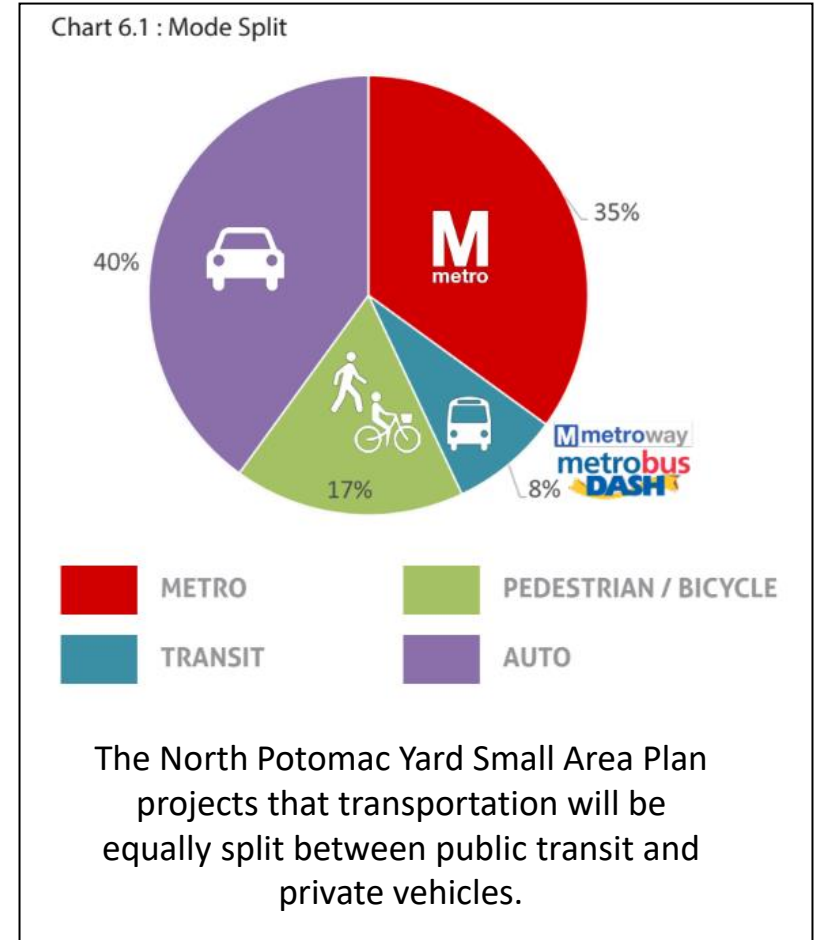
This is another poorly developed aspect of the proposal – PELT continues to search for more facts.

The proposal makes no mention of the impact of the arena on local traffic, except...

- \$110 million is set aside for infrastructure improvements that includes roadway upgrades but also sewer and electrical.
- The arena will include a 2,500-spot parking facility, perhaps replacing the parking spots lost when the shopping mall is dismantled.
- A transportation plan will be developed with citizen input starting in 2024.

Changes that might mitigate traffic impact on neighborhoods:

1. Zoned parking stickers for bordering neighborhoods
2. Signal synchronization on Route 1 to increase throughput
3. Allow parking on both sides of bordering residential streets to reduce through traffic
4. Enforced “No Through Street” signage
5. Bollards on streets facing Route 1
6. Increased capacity at Potomac Yard Metro Station
7. No Arena events before 7pm
8. Metro pricing discount during game days



To learn more, visit this link at Rosemontpelt.com



[Frequently Asked Questions \(FAQs\) about the proposed Entertainment District: PY Entertainment District FAQs](#)

6. Next Steps and How to Get Involved

The proposal must first be approved by the Virginia General Assembly in the 2024 legislative session.

After that, Alexandria City Council will need to approve:

- The Master Agreement with the Virginia Sports & Entertainment Authority,
- Land transactions for related leases, sales, and easements,
- Design of various facilities, and
- Budget impacts as part of the Alexandria’s capital improvement program.

PELT will notify RCA when these actions will appear before City Council so interested residents can testify.

We encourage you to monitor www.alexandriava.gov/calendar for upcoming hearings.

To learn more, visit this link at Rosemontpelt.com

➡ [City Manager’s Presentation at Dec 16 Public Hearing \(click on “play”, advance to minute 0:05:00\)](#)

