

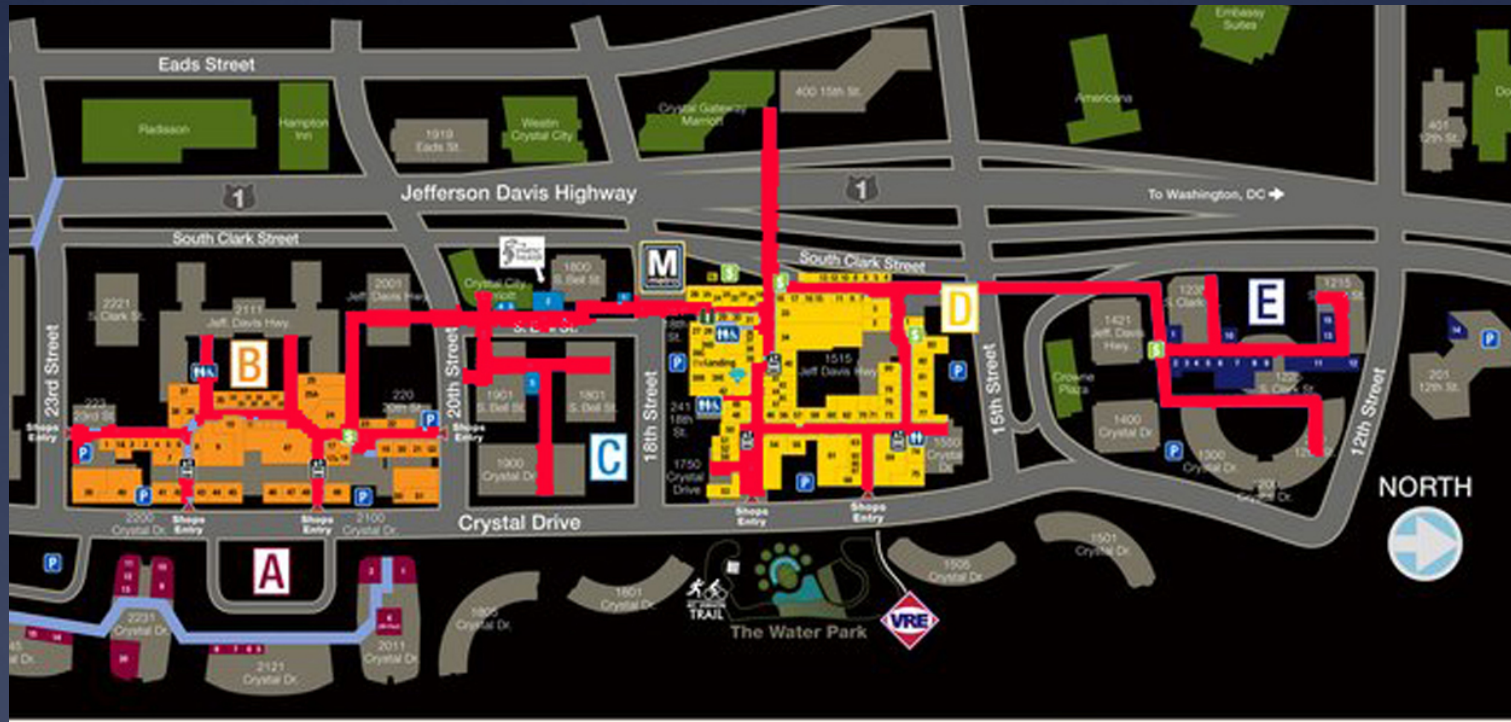
The

Underground

Will it survive?

Or can we make it into
??

Red highlights the hallways of the original Underground



A little History



The Brac, redevelopment and Covid have hurt the retail sector.

Recent Pics



- Challenge 1: Write Underground
- Challenge 2: Underground TikTok
- Challenge 3: Business Plan for the Underground

Livability22202 needs your insights about the Crystal City Underground!

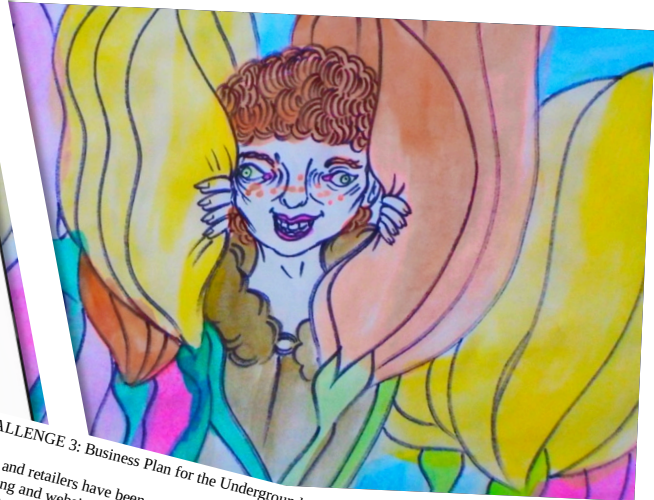
We are seeking creative thinking and community knowledge about this unique Crystal City asset.

Please join us in one, two, or all three of these "challenges" starting June 12!

Details at: livability22202.org
Great prizes for selected entries!!!



CHALLENGE UNDERGROUND



CHALLENGE 3: Business Plan for the Underground

Malls and retailers have been struggling in recent years, in part due to competition from online shopping and websites like Amazon (which now has a large physical presence, right above the Underground Shops). The Underground also faces competition from the nearby Fashion Centre at Pentagon City shopping mall. The Crystal City Underground will not succeed as a traditional shopping mall. Instead, it can be transformed into an entertainment district, with the addition of neighborhood small businesses (dry cleaners, shoe repair).

Existing restaurants such as Jaleo and McCormick & Schmick's should be supported and encouraged to stay. New restaurants and bars can be added along Crystal Drive. The growth of Amazon will ensure that there will be plenty of customers (once the pandemic has passed in a year or two).

The new movie theater and bowling alley already promise to draw new visitors to the Underground. The larger vacant spaces can be converted into additional entertainment and community centers. Crystal City needs a live music hall. While the live music industry is facing a momentous struggle because of Covid-19, there will be a future market for live music. The desire to hear music performances is there and growing and unsatisfied. There are thousands of residents and workers and visitors in the National Landing area that would welcome a live music hall.

A museum would be a groundbreaking addition for the Underground. Planned construction projects on 23rd Street and elsewhere in Crystal City could be designed to accommodate a museum. The Museum of Science Fiction team has planned to create a physical museum but they have not found the necessary space or funding. The Newsome recently closed its expansive location on Pennsylvania Avenue in DC. The Newsome began in Arlington. They can return home and prosper again, this time in Crystal City and the Underground.

The pandemic has dealt traditional retail another hard blow. But bicycle sales have been skyrocketing during the pandemic. People want new ways to exercise outdoors. Some people like to run but others prefer an activity that is lower-impact. Some people are using bicycles to run errands. Many are planning to switch to bike commuting once offices reopen (later this year or next year or the year after).

Ends tomorrow!
<https://livability22202.org/underground-challenge/>

Underground Challenge

Next Steps

- * Underground Challenge winners will be announced late next month/early Sept.
- ❖ We have to act because there is some question as to the Site Plans and we it to be a success.
- * What are your ideas for the future?
- * Want to help? Contact: Eric at treasurer@crystalcitycivic.org

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**CHALLENGE
UNDERGROUND**