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Crystal City's North Tract Receives Grooming in Preparation for Events and Upgrades

Crystal City (Arlington, VA) – Crystal's City's northern properties along Old Jefferson Davis Highway, formerly known as the "North Tract" and recently renamed "Long Bridge Park," will receive some long-anticipated attention in preparation for upcoming activities and new development.

As the first official project under the Crystal Green umbrella, Canon U.S.A, Arlington County, and the Crystal City Business Improvement District (CCBID) have sponsored a volunteer clean-up of the area, which has been plagued with dumping and litter problems. Scheduled for Saturday, April 12th, the Long Bridge Park Clean-Up will remove accumulated debris in the immediate vicinity. JK Moving & Storage, another Crystal Green partner, will dispose of all trash and recycle salvageable items.

Each year, Canon employees volunteer their time in communities nationwide for conservation activities in conjunction with Canon's Clean Earth Campaign which embodies all of Canon's environmental goals and accomplishments. In search of their 2008 project, Canon reached out to the Arlington County FreshAIRE team, which connected them to the Crystal City BID, the first official FreshAIRE partner group. The CCBID saw this as opportunity to jump-start their environmental program while making their Northern Gateway a more welcoming experience.

"From the beginning, the BID has been focused on enhancing the 'ends and edges' of Crystal City, but we held off on North Tract until it was clear what direction the area's development was going to take," said Angela Fox, President/CEO of the CCBID. "We are very excited to start work in this area, especially since this lends credibility and action to our Crystal Green program. We are impressed with Canon's commitment to the Clean Earth Campaign and are grateful that the Arlington County FreshAIRE team helped make this connection for us. We are especially excited to enhance this Northern Gateway experience and ensure that visitors to the Washington Shakespeare Company, located in the area, feel welcomed."

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In addition to the obvious environmental and aesthetic benefits, the Long Bridge Park Clean-Up highlights an area of Crystal City that is on the verge of a major transformation. Earlier this year, construction began on York Residential's 184-unit apartment project, the North Tract Lofts. Arlington County also plans to begin construction on the 28-acre, Long Bridge Park this fall. Final plans for the facility include an aquatic and fitness center, a multi-purpose activity center for indoor sports and gatherings, four synthetic grass athletic fields, over a mile of walking trails, playgrounds, open lawn areas, rain garden, and gathering places. Another project consisting of 343 residential units and 326,000 square feet of office proposed by Monument Realty is currently in the approval process and will replace all of the older buildings in the area.

Old Jefferson Davis Highway will also host a leg of Crystal Rides, Crystal City's annual cycling race and community ride on May 4th.

The Crystal City BID will continue to roll out a series of programs under the Crystal Green umbrella over the course of the next few months. By reducing energy demand and the area's carbon footprint, minimizing automotive travel, increasing recycling levels, and promoting environmental awareness and sensitivity of area businesses, restaurants, and residents, Crystal Green seeks to underscore that Crystal City is the region's "Emerald City."

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About the Crystal City Business Improvement District (BID)

The Crystal City BID is a Virginia 501(c)6 non-profit corporation tasked with the mission to make Crystal City a vibrant, 18 hour, urban destination. The BID is a collaborative effort on behalf of all business entities located within its boundaries including restaurants, retail stores, hotels, small businesses, commercial property owners, tenants, and residential apartment buildings. For more information, visit www.crystalcity.org.