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"Rummaging in the government's attic"

Description of document:	Correspondence (letters or emails) in the U.S. Board on Geographic Names on the proposed place named: National Landing, 2018
Requested date:	08-December-2018
Release date:	28-February-2019
Posted date:	13-May-2019
Source of document:	FOIA Request US Geological Survey 5522 Research Park Drive Baltimore, MD 21228 Fax: (443) 498-5510 Email: foia@usgs.gov

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United States Department of the Interior

U.S. GEOLOGICAL SURVEY
Denver Federal Center, Bldg. 53
Denver, Colorado 80225-0046

In Reply Refer To:
Mail Stop 801A

February 28, 2019

Re: U.S. Geological Survey (USGS) Freedom of Information Act (FOIA) Tracking #
USGS-2019-00042 – Response

This letter is our response to your Freedom of Information Act (FOIA) request, dated December 8, 2018 in which you requested copies of the following information:

All correspondence (letters or emails) in the U.S. Board on Geographic Names on the proposed place named: National Landing

I have enclosed one portable document format (PDF) record, consisting of 18 pages, and which is being released to you in its entirety. The U.S. Board on Geographic Names, has not received a proposal via letters/emails to make the name “National Landing” official for Federal Government use.

We classified you as “Other” category requester; however, the records search did not exceed two hours. See [43 C.F.R. § 2.49\(a\)\(1\)](#). Therefore, there is no billable fee for the processing of this request.

The 2007 FOIA amendments created the Office of Government Information Services (OGIS) to offer mediation services to resolve disputes between FOIA requesters and Federal agencies as a non-exclusive alternative to litigation. Using OGIS services does not affect your right to pursue litigation. You may contact OGIS in any of the following ways:

Office of Government Information Services
National Archives and Records Administration
8601 Adelphi Road – OGIS
College Park, Maryland 20740-6001
Telephone: (202) 741-5770
Fax: (202) 741-5769
Toll-free: 1-877-684-6448

E-mail: ogis@nara.gov
Web: <https://ogis.archives.gov>

Please note that using OGIS services does not affect the timing of filing an appeal with the Department's FOIA & Privacy Act Appeals Officer.

You also may seek dispute resolution services from our FOIA Public Liaison, Mr. Brian May, USGS Freedom of Information Act (FOIA) Officer, at the following address:

U.S. Geological Survey
Department of the Interior
5522 Research Park Drive
Baltimore, Maryland 21228
Telephone: (443) 498-5521
Fax: (443) 498-5510
Email: foia@usgs.gov

This completes our response under your request. If you have any questions about our response to your request, you may contact me by phone at (303) 236-2733, by email at foia@usgs.gov, or by mail at Denver Federal Center, Box 25046, Mail Stop 801A; Denver, CO 80225.

Thank you for your interest in the U.S. Geological Survey.

Sincerely,

**Nour
Suleiman**

Nour Suleiman
U.S. Geological Survey
Government Information Specialist

Digitally signed by
Nour Suleiman
Date: 2019.02.28
15:32:05 -07'00'

Enclosure

2019-00042 - BGN Combined Records.pdf



Yost, Louis <lyost@usgs.gov>

Crystal City

1 message

Runyon, Jennifer <jrunyon@usgs.gov>
To: Louis Yost <lyost@usgs.gov>

Wed, Nov 14, 2018 at 5:34 PM

The GNIS entry has been edited and committed.

I realize it's only wiki, but:

Though it is not a planned community, it unfolded in much that fashion after construction began on the first few condominiums and office buildings in 1963. The name "Crystal City" came from the first building, which was called *Crystal House* and had an elaborate crystal chandelier in the lobby. Every subsequent building took on the Crystal name (e.g., Crystal Gateway, Crystal Towers) and eventually the whole neighborhood. Crystal City is largely integrated in layout and extensive landscaping, as well as the style and materials of the high rise buildings, most of which have a speckled granite exterior.

In Amazon's announcement, a joint press release was presented by the Northern Virginia bidders that Amazon's HQ2 neighborhood location would officially be renamed "**National Landing**", which encompasses not only Crystal City but also Pentagon City and Potomac Yard.



Crystal City

1 message

Runyon, Jennifer <jrunyon@usgs.gov>

To: Louis Yost <lyost@usgs.gov>

No label for Crystal City on the 2016 US Topo, only the DeVry University campus (not in GNIS).

I don't think the P.O. is where it was when entered it in 1994. According to Google Maps, it's now 0.5 mile from the address in GNIS.

Find Locations

[Back to list](#)

CRYSTAL CITY NEW

2180 CRYSTAL DR
ARLINGTON, VA 22202-9922

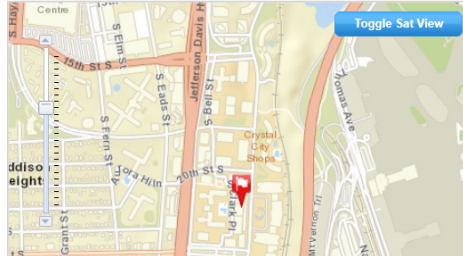
[Share this location](#)

800-ASK-USPS® (800-275-8777)

Phone 703-413-9288

Fax 703-413-3047

TTY 877-889-2457



By the way, did I ever tell you how much I don't like seeing these kinds of citations at the public page?

Feature Detail Report for: Crystal City Post Office

ID: 1498897

Name: Crystal City Post Office

Class: Post Office ([Definitions](#))

Citation: USGS Mapping Center Field Reports - use codes EMC, MCMC, RMMC, or WMC exclusively. Reference_detail should include "MC/YYYY" where MC = Mapping Center code, and YYYY = the year. This feature was originally compiled in Phase I. MAC

Address: 1632 Crystal Square Arcade

City: Arlington

State: VA

ZIP: 22202

Entry Date: 01-May-1994

*Elevation: 43/13

And what the heck's the Pentagon Reservation (on the 2016 topo, top of the map)? It's also not in GNIS.

At least the correction from civil to ppl is already in the public record. Glad to see something's working right today :-)



US Topo 2016.jpg
464K



Yost, Louis <lyost@usgs.gov>

Re: Crystal City

1 message

Louis Yost <lyost@usgs.gov>

Wed, Nov 14, 2018 at 7:22 PM

To: "Runyon, Jennifer" <jrunyon@usgs.gov>

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Yost, Louis <lyost@usgs.gov>

National Landing

1 message

Runyon, Jennifer <jrunyon@usgs.gov>

Thu, Nov 15, 2018 at 7:23 AM

To: Louis Yost <lyost@usgs.gov>

Cc: Matthew O'Donnell <MJODONNELL@usgs.gov>, Julie-Ann Danfora <jdanfora@usgs.gov>

Lou, I'm not seeing anything in the Post yet (online anyway. I only get the paper on Sundays), but I'm sure you've seen some of these. I was wondering if this who you spoke to but you said it was a fellow: https://www.washingtonpost.com/history/2018/11/13/how-crystal-city-future-home-amazons-new-headquarters-got-its-name/?utm_term=.55ec11ebb631, and this on the naming of Crystal City from 2009: http://www.washingtonpost.com/wp-dyn/content/article/2009/12/30/AR2009123002997.html?tid=a_inl_manual

<https://reason.com/blog/2018/11/14/amazons-welcomes-you-to-national-landing>

"The company is rebranding the area National Landing, "an urban community" with "abundant parks and open space with sports and cultural events for residents of all ages throughout the year." This is a name that Amazon just made up and convinced the state to sign off on. "If you've never heard of National Landing, don't be surprised—it didn't exist earlier today," says local radio station WAMU."

<https://www.bizjournals.com/washington/news/2018/11/15/national-landing-bid-could-be-a-possibility.html>

A more collective branding of the National Landing moniker makes sense despite coming as a surprise to those who went to bed Monday night thinking they lived in Crystal City, said Cary Hatch, CEO of MDB Communications, an ad and marketing agency in D.C. The new name's staying power will most likely depend on how much Amazon embraces the name as part of its own campus footprint.

"It's more about creating a home that people are comfortable with and identify with," Hatch said. "But the overarching win for the region will outshine any momentary controversy over a name."

<https://www.nbcnews.com/tech/tech-news/amazon-introduces-national-landing-headquarters-confused-washington-area-residents-n935796>

National Landing was not an invention of Amazon CEO Jeff Bezos, but was instead dreamed up by local economic development officials, who created it as part of their attempt to lure the e-commerce giant.

"I guess if you are creating 25,000 new jobs, you can rename the neighborhood!" Karen Travers, Washington correspondent for ABC News, tweeted.

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In a tweet, Arlington County Manager Mark Schwartz tried to explain the "National Landing" moniker as "a way to avoid saying, 'Parts of Arlington, parts of Alexandria.'" "It's still Crystal City; it's still Pentagon City."

<https://www.nbcwashington.com/news/local/National-Landing-Amazon-Announcement-Spurs-Jokes-Confusion-in-DC-Area-500401081.html>

National Landing is not a place name in wide use in the D.C. area, as locals and Twitter users were quick to point out. "It was created today. Made-up name," Crystal City resident Donna Grouse said on the streets of the neighborhood. I WILL NEVER CALL IT "NATIONAL" "LANDING" JUST LIKE I DON'T KNOW NO "REAGAN" "AIRPORT"

"This is a very competitive area. If they can go ahead and rebrand something and make it their own, that's a big deal for them," he said.

Can I just beat the rush and just start calling National Landing "NaLa"?

<https://dcist.com/story/18/11/13/23232-feet-from-the-white-house-and-other-slogan-ideas-for-arlingtons-new-amazon-neighborhood/>

According to Katie Cristol, Arlington County Board chair, having a name for this place that's not quite Crystal City, not quite Potomac Yard, is just more convenient. "It does become a little unwieldy to talk about Crystal City, Pentagon City, and Potomac Yard inclusive of Arlington and Alexandria," Cristol says. "That's not a great brand. It's a bit of a mouthful."

National Landing—which, by the way, doesn't even get close to the right spot when you [search](#) on Google Maps—has a tough road ahead of it, branding-wise, especially when you consider that it's replacing a name as obviously cool as *Crystal City*. What could help is a cool new slogan, something pithy and cute to put on bumper stickers or whatever **other merchandise** marketers think works on us. Here are some ideas. If you use them, National Landing hotshots, we'll expect our check in the mail.

- National Landing: Your Friends Still Won't Visit You In Arlington
- National Landing: If You Like It Here, Just Wait Till You See North National Landing
- National Landing: Just Tell Your Relatives 'It's Near D.C.' When They Ask You At Thanksgiving
- National Landing: \$50 Says This Name Won't Last A Month

Here's where Google Maps puts the name: <https://www.google.com/maps/search/national+landing/@38.8533995,-77.0665687,14.52z>



Yost, Louis <lyost@usgs.gov>

Re: National Landing

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To: "Runyon, Jennifer" <jrunyon@usgs.gov>

Cc: Matthew O'Donnell <MJODONNELL@usgs.gov>, Julie-Ann Danfora <jdanfora@usgs.gov>

Nothing in that hard copy paper either. He (David?) didn't call until 3:30 or so when we were talking with Sam, and I didn't call him back until 5:15-5:30 (he may have been at home). Plus he also had a call in to the Postal Service and is probably waiting to get more info until he files his story.

Glad I was able to check out the old topos to see that Crystal City wasn't around until the late 60s early 70s and you found some good info on the source of the name. At least they are getting out that concept that it is a topocomplex and won't change the name of Crystal City, and unincorporated places can span county lines. Google's location for National Landing is south of our location for Crystal City (the ppl of Crystal City - THANKS!)

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Yost, Louis <lyost@usgs.gov>

Re: Crystal City

1 message

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Thu, Nov 15, 2018 at 10:44 AM

To: "Runyon, Jennifer" <jrunyon@usgs.gov>

I know what a landing is and that ppl have used it, I was just thinking it was a tweak on the airport name being changed. But I was probably imagining a tweak where there was none, and like you said it was just the marketing gurus.

The 1940 topos had Yard and the 1960 onward had Yards.

On Wed, Nov 14, 2018 at 10:19 PM Runyon, Jennifer <jrunyon@usgs.gov> wrote:

More or less, although I'm not sure it's intended to include all of Pentagon City or all of Potomac Yard (which I thought was Yards... that's where there was some talk of putting the Redskins stadium, or maybe it was Nats Park before they settled on Southeast DC? I see we have Yards while Google Maps has the singular).

As for National Landing, I have no idea if it's related to the airport but that was the first thing I thought of too. There's a Stratford Landing downriver, closer to Mount Vernon, and for years there was a Potowmack Landing restaurant at the marina opposite Potomac Yard(s). I went to a wedding reception there probably 25 years ago but I see it got renamed Indigo Landing and then it closed up. Given that one definition for landing is "a place for discharging and taking on passengers and cargo" and that area was probably used for just that purpose back in the day, who knows if they think it has historical significance.

We also had that inquiry a few months ago about Rocketts Landing in Richmond, which I learned has evolved from the place to unload cargo to one of the most hipster places in town. Perhaps one of these young marketing gurus has got folks convinced that Landing is a cool name for a place where you want to put pricey condos.

I guess if someone proposes the name, we can ask!

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Re: Crystal City

1 message

Yost, Louis <lyost@usgs.gov>
To: "Runyon, Jennifer" <jrunyon@usgs.gov>

Thu, Nov 15, 2018 at 11:03 AM

I wonder how old Bubbles is these days.....

On Thu, Nov 15, 2018 at 10:55 AM Runyon, Jennifer <jrunyon@usgs.gov> wrote:

Probably some 25-year-old with a marketing degree from some whiz bang university threw it out over a beer and everyone said hey, I love it, let's create a new logo!!! In other words, they put less than five minutes of thought into it. Roger would say shame, shame, shame.

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Re: National Landing

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Fri, Nov 16, 2018 at 6:45 AM

To: "Runyon, Jennifer" <jrunyon@usgs.gov>

Cc: Matthew O'Donnell <MJODONNELL@usgs.gov>, Julie-Ann Danfora <jdanfora@usgs.gov>

Nothing in the home delivery version and I don't get any hits online. Maybe it's going to be a Sunday feature article, or maybe his article didn't pass muster with the editors. Or maybe he is not done doing research.

On Thu, Nov 15, 2018 at 9:49 AM Yost, Louis <lyost@usgs.gov> wrote:

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"It's more about creating a home that people are comfortable with and identify with," Hatch said. "But the overarching win for the region will outshine any momentary controversy over a name."

<https://www.nbcnews.com/tech/tech-news/amazon-introduces-national-landing-headquarters-confused-washington-area-residents-n935796>

National Landing was not an invention of Amazon CEO Jeff Bezos, but was instead dreamed up by local economic development officials, who created it as part of their attempt to lure the e-commerce giant.

"I guess if you are creating 25,000 new jobs, you can rename the neighborhood!" Karen Travers, Washington correspondent for ABC News, tweeted.

<https://wtop.com/business-finance/2018/11/amazon-in-northern-virginia-so-what-is-national-landing-anyway/slide/1/>

In a tweet, Arlington County Manager Mark Schwartz tried to explain the “National Landing” moniker as “a way to avoid saying, ‘Parts of Arlington, parts of Alexandria.’” “It’s still Crystal City; it’s still Pentagon City.”

<https://www.nbcwashington.com/news/local/National-Landing-Amazon-Announcement-Spurs-Jokes-Confusion-in-DC-Area-500401081.html>

National Landing is not a place name in wide use in the D.C. area, as locals and Twitter users were quick to point out. “It was created today. Made-up name,” Crystal City resident Donna Grouse said on the streets of the neighborhood. I WILL NEVER CALL IT “NATIONAL” “LANDING” JUST LIKE I DON’T KNOW NO “REAGAN” “AIRPORT”

"This is a very competitive area. If they can go ahead and rebrand something and make it their own, that's a big deal for them," he said.

Can I just beat the rush and just start calling National Landing "NaLa"?

<https://dcist.com/story/18/11/13/23232-feet-from-the-white-house-and-other-slogan-ideas-for-arlingtons-new-amazon-neighborhood/>

According to Katie Cristol, Arlington County Board chair, having a name for this place that’s not quite Crystal City, not quite Potomac Yard, is just more convenient. “It does become a little unwieldy to talk about Crystal City, Pentagon City, and Potomac Yard inclusive of Arlington and Alexandria,” Cristol says. “That’s not a great brand. It’s a bit of a mouthful.”

National Landing—which, by the way, doesn’t even get close to the right spot when you [search](#) on Google Maps—has a tough road ahead of it, branding-wise, especially when you consider that it’s replacing a name as obviously cool as *Crystal City*. What could help is a cool new slogan, something pithy and cute to put on bumper stickers or whatever **other merchandise** marketers think works on us. Here are some ideas. If you use them, National Landing hotshots, we’ll expect our check in the mail.

- National Landing: Your Friends Still Won’t Visit You In Arlington
- National Landing: If You Like It Here, Just Wait Till You See North National Landing
- National Landing: Just Tell Your Relatives ‘It’s Near D.C.’ When They Ask You At Thanksgiving
- National Landing: \$50 Says This Name Won’t Last A Month

Here's where Google Maps puts the name: <https://www.google.com/maps/search/national+landing/@38.8533995,-77.0665687,14.52z>



Yost, Louis <lyost@usgs.gov>

National Landing? In Amazon's new neighborhood, a new and strange name

1 message

Yost, Louis <lyost@usgs.gov>

Sat, Nov 17, 2018 at 7:23 AM

To: "Runyon, Jennifer" <jrunyon@usgs.gov>, Matthew O'Donnell <mjodonnell@usgs.gov>, Julie-Ann Danfora <jdanfora@usgs.gov>

This may be the guy that I talked to, especially since he mentions the post office, Rajohn, and uses "unincorporated", which were all things we talked about, but no mention of the BGN in the article.

https://www.washingtonpost.com/local/national-landing-in-amazons-new-neighborhood-a-new-and-strange-name/2018/11/16/2b46cc18-e9df-11e8-bbdb-72fdbf9d4fed_story.html?utm_term=.5d8abdd0f9a5



Yost, Louis <lyost@usgs.gov>

Re: National Landing? In Amazon's new neighborhood, a new and strange name

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Sat, Nov 17, 2018 at 9:18 AM

To: "Runyon, Jennifer" <jrunyon@usgs.gov>

Cc: Matthew O'Donnell <mjodonnell@usgs.gov>, Julie-Ann Danfora <jdanfora@usgs.gov>

But it does have local acceptance since the officials who were elected by a majority of the population to represent their interests accept it :o)

On Sat, Nov 17, 2018 at 8:27 AM Runyon, Jennifer <jrunyon@usgs.gov> wrote:

A decent article, and a handful of catchy phrases and salient points to keep in mind for the future.

"No one gets mail addressed to Crystal City or Pentagon City (or if they do, it's because mail sorters are reading the Zip code, not the name)" we've heard this before, it's the ZIP code that counts.

"When they come up with a name like National Landing, it is not to serve the needs of the people who live there, it's to serve the needs of the developer" so it may have local use, but local acceptance???

"When a new name is based on something percolating up from actual residents, it can work beautifully. It made people feel good about living there." again, local acceptance.

"More often than not, renaming attempts don't go over well with residents, who find the labels easy to avoid" ditto

"In general," Sutton said, "people don't like to have names imposed on them from above." keep that in mind, BGN!

And from the comments:

"Retain control over place names, democratically? What a quaint notion." Ha!

"'National Landing', though, is just horrendous for its blandness, as if a committee came up with it after nixing anyone's idea that was too 'out there'". . . . just like the Oak Creeks and Bear Lakes to replace "Squaw" or "Negro". Let's pick something safe so as to offend no one.

"Next thing you know, Republicans will be renaming it Reagan Landing." let's hope not!

"This is stupid. You don't move here and change the name. It will become another one of those things like National Airport. That's what the natives call it. Locals will continue to call it Crystal City with panache and defiance." you can't force a change on local population.

And, a reason not to approve the name, it could cause confusion? "Let's hope the pilot doesn't see the name on the map."

Still, when it's all said and done, I think the BGN should recognize the name, so who wants to initiate a proposal???

I've never heard of Silesia, MD but apparently it's a legit community name and it's been on topo maps since '44.

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Sat, Nov 17, 2018 at 9:58 AM

To: "Runyon, Jennifer" <jrunyon@usgs.gov>

Well let's see if we ever get a proposal to react to the "umbrella" name, or topocomplex. It may not catch on like the marketing folks think, heck, Amazon may not even use it when they move in.

On Sat, Nov 17, 2018 at 9:40 AM Runyon, Jennifer <jrunyon@usgs.gov> wrote:

I know we know all this already, but it's as much for Matt and Julie-Ann's benefit, especially Matt as he lives in Arlington and seems to like to chat about his job with his friends. And one of them could wind up being the case worker.

So you wanna make a bet as to how long before B.C. asks if we're going to approve the name? ;-)

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