



NEWS

Spring 2001

Vol. IX, No. 2

In This Issue

People Place	2
Rosslyn BID Steering Committee Starts Planning	
Street Talk	3
Lunchtime Concerts Liven the Streets	
Business News	4
KEI Pearson Offers IT Solutions	
“Rooms with a View” Lectures	5
Rosslyn BID, Rosslyn Spectrum and Astronaut Charlie Walker	
“C-O Rosslyn” Update	6
1801 North Lynn and Twin Oak Under Construction	
Development News	7
County Board Reviews 1881 North Nash Luxury Condo on June 9	
Partnership News	9
The Making of a Business Improvement District	
Leasing News	10
WJLA-TV Announces Move to Twin Towers	
Membership News	11
How to Join Rosslyn Renaissance	

Rosslyn Owners Plan For BID Launch

Four commercial property owners — Westfield Realty, The JBG Companies, TrizecHahn Office Properties and The Charles E. Smith Companies — are launching an effort to create a business improvement district (BID) in Rosslyn, which would be the first in Northern Virginia.

To form a BID, business owners in a specific area agree to pay a fee for services above and beyond what the County provides. The formation of the BID must be approved by the County Board.

So far, the group has created a steering committee (see page 2), contracted with a consulting firm, The Atlantic Group, and set up a schedule of community meetings (see box below) to determine governance, the scope of services and boundaries of the district. The steering committee will draw up a business plan to submit to the County Board. The formation process will likely take six months to a year.

“Our intention is to work cooperatively with the County to provide enhancements that create a more lively, friendly, pedestrian environment,” says David Briggs, a partner with Holland & Knight who is the County Board representative to Rosslyn Renaissance.

BIDS are common in urban and suburban areas around the country; Virginia has them in Richmond and in Norfolk. In the District of Columbia, three BIDs have formed since 1997: Downtown D.C., Golden Triangle and Georgetown.

“I’ve thought this was something that’s probably necessary,”

Continued on page 9

Rosslyn BID Meetings

May 23, 5 – 6:30 PM Community Meeting I
Arlington Temple, 1835 North Nash Street
First of 3 meetings to educate the community about BIDs and begin to determine services and goals.

May 31, 5 – 6:30 PM BID Program Committee Meeting I
Art Institute of Washington, 1820 North Fort Myer Drive
Begin to prioritize community goals and needs for subsequent discussion by the broader community and inclusion in a business plan.

June 20, 5 – 6:30 PM Community Meeting II
Art Institute of Washington, 1820 No. Fort Myer Drive
Presentation of preliminary goals.

July 12, 8 AM Steering Committee
Place to be determined
Work begins on creation of BID business plan.
For more information, call Lisa Story at Westfield Realty at 703/525-1101.

BOARD OF DIRECTORS

Brian P. Coulter
President
David W. Briggs
1st Vice President
William H. Brakefield
2nd Vice President
Pat Latour
Secretary
James D. Cavanaugh
Treasurer

DIRECTORS

Developer/Property Owners

William H. Brakefield
Westfield Realty
Brian P. Coulter
The JBG Companies
Kayhan Hooshmand
The Charles E. Smith Companies
Kathy Carroll Stouffer
TrizecHahn Office Properties

Major Business

Frank Silverio
The Boeing Company
Pam Galloway-Tabb
The Freedom Forum
Meade Atkeson
Key Bridge Marriott
Pat Latour
PricewaterhouseCoopers

Retail/Small Business

James Palermo
Art Institute of Washington
Jean McDonald-Walker
Arlington Temple
Cherie Meeboer
Gold's Gym
Lynn Shulsinger
Spice of Life

Civic Association/Citizen

Roa Lynn
Samuel Metters
Paula Muroff
Charles A. Pearson, Jr. F.A.I.A.

Arlington Co. Representatives

Betts Abel
Staff Liason
David W. Briggs
County Board
Pamela Gillen, AIA
Planning Commission
Tom Kornis
Arts Commission

COMMITTEE CHAIRS

Membership

Cherie Meeboer
Jazz Festival
Meade Atkeson
Pat Latour

Urban Design Committee

Tom Kornis
Walkways
William H. Brakefield
Public Art
Roa Lynn

EXECUTIVE DIRECTOR

Cecilia Cassidy



2001 Member Campaign

Rosslyn Renaissance is supported in part by an Arlington County grant and by membership dues from community-minded businesses and residents. So far, we have raised over \$60,000 in dues for FY2001, which ends June 30. Thanks to all who have joined in the last quarter. (New members are denoted in bold.)

PROPERTY OWNERS

Blackstone Property Mgmt.
The JBG Companies
TMW Real Estate Mgmt.

MAJOR BUSINESS

Over 100 employees
Hyatt Arlington
26-99 employees
Applied Career Training
Daniel, Mann, Johnson
& Mendenhall
Eakin-Youngentob
IDI
Insignia/ESG
RTKL
The Virginian

SMALL BUSINESS

11-25 employees
American Feed Industry Assoc.
Bush Construction Corp.
Gold's Gym
Inlingua School of Languages
and Translation Services
Jones Lang LaSalle
Santa Fe Café
Tivoli Restaurant
Trammell Crow
Walsh, Colucci, Stackhouse,
Emrich and Lubely
1-10 employees
American Red Cross –
Arlington Chapter
Arlington Partnership for
Affordable Housing
Arlington Transportation
Partners
Condo 1, Inc.
Courtyard by Marriott
EWA Travel
Federation of State Humanities
Councils
First Virginia Bank
Globemac Associates
Danine Fresch Gray, DDS
International Safety
Equipment Assn.

Continued on page 9

People Place

Rosslyn BID Steering Committee



Brian Coulter



Lynn Shulsinger



David Briggs

Bill Brakefield, V.P. for Property Management with Westfield Realty, and **Lynn Shulsinger**, owner of the Spice of Life Café, have been named co-chairs of the Rosslyn Business Improvement District (BID) Steering Committee.

Other members of the Steering Committee are: **Brian J. Coulter**, Partner, The JBG Companies and President, Rosslyn Renaissance; **Paul Schulman**, Regional Vice President, TrizecHahn Office Properties; **Cynthia Peters**, Property Manager, TrizecHahn Office Properties; **Kayhan Hooshmand**, Building Director, The Charles E. Smith Companies; **Jim Palermo**, President, Art Institute of Washington; and **David Briggs** of Holland and Knight.

Brakefield, Shulsinger, Coulter, Hooshmand, Palermo and Briggs are all members of the Rosslyn Renaissance board.

In addition to Rosslyn business people, the Steering Committee includes representatives from Arlington County government, Metro and the National Park Service.

County representatives include: From the Department of Parks, Recreation and Community Resources: Norma Kaplan, Chief, Division of Cultural Affairs and Steve Temmerand, Chief, Parks Division.

From the Economic Development Department: Janice Landfair, Planning Specialist.

From the County Manager's Office: Assistant County Manager Rod Irwin.

Kathleen Donodeo, of the Washington Metropolitan Area Transit Authority (WMATA) and David Murphy of the National Park Service are also working with the Committee.

Consulting firm

Working with the Steering Committee is an urban development consulting firm, **The Atlantic Group**, a New Jersey-based firm which has established BIDs all over the country, includes principals **Lawrence O. Houstoun Jr.** and **Patrick J. Henry**.

Mr. Houstoun was previously Senior Development Director for The Rouse Company of Columbia, Maryland. He has served as Assistant to the Secretary, U.S. Dept. of Housing and Urban Development, and directed the National Council on Development Choices for the '80's, a Federal panel composed of leading American developers, investors, governors, legislators and local officials. Earlier, he was Assistant to the U.S. Secretary of Commerce.

He is the author of the definitive book on BIDs, *Business*

Street Talk

In Planning Stage

Improvement Districts, for the Urban Land Institute in 1997.

Mr. Henry is also a Rouse Company alum, where he served as vice president of the American City Corporation, and directed consulting teams responsible for a variety of downtown, waterfront and neighborhood development projects in Puerto Rico, Utah, Florida, Georgia, and New Jersey. From 1986 to 1991 he was Director of Urban Development for DKM Development Corp. in Lawrenceville, NJ where he directed various large mixed use projects.



Ron Carlee Named County Manager

Congratulations go to Ron Carlee, 47, who was named County Manager by the Arlington County Board on April 30. He succeeds William Donahue, who resigned in February.

Carlee is the former head of the county's Department of Human Services, and had been Acting County Manager since February. Having worked in Arlington County government since 1980, he has served as acting county manager five times in the past, and was also instrumental in various technology initiatives over the years, including Y2K preparations.

He will be the County's ninth manager since the position was created in 1932. The manager's term has no limit, but is regulated by the County Board.

As one of four public/private partnerships partially funded by the Arlington County government, Rosslyn Renaissance works closely with various County departments, including the Manager's office.

Free Lunchtime Concerts Liven Rosslyn



RELAXING IN ROSSLYN. Music in Rosslyn starts with the lunchtime series near Spice of Life and the Jefferson Café and finishes up with the Rosslyn Jazz Festival on September 8 in Gateway Park.

Wednesday Lunchtime Concerts at Spice of Life Plaza

Thanks to Lynn Shulsinger, owner of Spice of Life Cafe, Bill Brakefield of Westfield Realty, and the Arlington County Cultural Affairs Division, as well as several other sponsors, the lunchtime concerts at 1401 Wilson Boulevard continue this spring with a great line-up. The concerts are held every Wednesday in May and June from 11:45 AM to 1:45 PM.

May 16	Mystic Warriors	South American Folk
May 23	Steve Wolf and Mac Walter	Jazz
May 30	Ruthie and the Wrangler	Country Twang
June 6	Rhodes Tavern Troubadors	Roots Rock Pop Explosion
June 13	Moments Notice	R & B
June 20	Dave Stryker/Steve Slagle Quartet	Jazz Guitar
June 27	Rain/Heat Date	

Friday Lunchtime Concerts at Jefferson Café

Thanks to Equity Office Properties, a lunchtime concert series will be held outside Jefferson Café at 1300 North 17th Street, Fridays in June from 11:45 AM to 1:45 PM.

June 8	James Bazen Project	Jazz
June 15	Butch Grant's Crossfire	Motown & Soul
June 22	Swing Speak	Speak
June 29	Oasis	Caribbean

Dance Event in Gateway Park May 14-25

High tech meets visual and performing arts in 'INTERSECTIONS', a two-week, outdoor dance/sculpture residency by choreographer DANA TAI SOON BURGESS and sculptor JOHN DREYFUSS. They are this year's Artists in Residence for Arlington's ARTS AL FRESCO Series of over 120 FREE summer outdoor arts events!

On weekday evenings (6-9pm), Monday, May 14 thru Friday, May 25th, Dana Tai Soon Burgess & Company will conduct on-site, developmental Open Rehearsals of 'Gandhara', at GATEWAY PARK. The dance incorporates the towering works of sculptor John Dreyfuss, that are built of space-age materials with the assistance of engineers from Lockheed-Martin, SMX and other tech companies. The dancers manipulate, push and climb about these large, mechanized works, incorporating them into the dances! This event is FREE and open to the public! For information, contact Jim Byers, Arlington Cultural Affairs Division, at 703-228-6967.

KEI Pearson Offers IT Business Solutions

By Nancy Albritten

Take a lunchtime stroll through Rosslyn to catch a little sun and you'll notice a bustling community that continues to build and grow. As businesses continue to grow upward and outward, so do their technology needs.

KEI Pearson* (formally Kajax Engineering Inc.), located in the heart of Rosslyn at 1300 N. 17th Street, offers unique business solutions to meet the needs of growth-oriented companies, as well as individuals whose careers are ready to blossom. KEI Pearson provides customer-focused solutions in:

- call center design and management,
- telecommunications,
- end-user training and technical certification,
- systems integration and networking,
- Internet/Intranet solutions,
- information security, and other specialized services.

As a respected IT (Information Technology) consulting firm, KEI Pearson has earned contracts throughout the Federal government, Department of Defense, and Fortune 100 companies.

KEI Pearson Telecom partners with industry leaders such as Siemens, ECI/Tadiran, ActiveVoice, and Cisco to provide a host of

service options, including hardware sales, installation, configuration, network integration, and maintenance.

The KEI Pearson Advanced Training Center (KEI Pearson-ATC) partners with Microsoft on cutting-edge training initiatives to prepare new leaders to solve tomorrow's challenges. Individuals and companies flock to KEI Pearson-ATC's world-class facility in Rosslyn to earn key certification credentials such as Microsoft's MCSE, MDBA, SQL and Cisco's CCNA, among many others.

Customers come to KEI Pearson to ramp up on the latest Microsoft or Cisco certification, find a telecommunications solution, install and maintain a 24/7 networking operation for their LAN/WAN. They leave confident that they've found the key to success.

Contact a KEI Pearson representative to consolidate your communications, IT, and training / certification needs. Call 703-526-7000.

*As of May 1, 2001, NCS Pearson acquired Kajax Engineering Inc. (KEI).

Check out our Rosslyn Renaissance web page
www.rossren.com

Many thanks to Marasco Newton Group's City Graphics Business Unit for development of the web site.

SANTA FE CAFE

We not only have great Southwestern cuisine, but we feature Rosslyn's best burgers, margaritas and beer selection.

Try us for great office catering alternatives including fajita, fiesta salad and taco buffets!

"Where friends meet for a howling good time!"

1500 Wilson Blvd.
Arlington, Va. 22209
703-276-0361



Unbelievable View...

Incredible Food



JW's
View
Steakhouse & Lounge
(703) 524-6400

KEY BRIDGE
Marriott

Rooms With A View

"2001: A SPACE ODYSSEY" is the theme of the ninth annual "Rooms With A View" lecture series.

This popular event gives participants access to Rosslyn's special spaces, breathtaking views of Washington, and interesting discussions on various facets of our urban community.

A combination networking, food and libations after-work event, each "Rooms With A View" lecture features an important issue facing the region or highlights activities of a Rosslyn-based organization.

Members of Rosslyn Renaissance receive one free lecture as a membership benefit. Reservations requested as space is limited.

Call 703/522-6628 for information and reservations or check our website at www.rosslyn.com.



M A Y 1 7

URBAN SPACE



Connie Z. Reider

Wonderful urban space and urbane amenities are the aim of hundreds of Business Improvement Districts (BIDs) throughout the country. Now Rosslyn's major property owners are launching an effort to create a BID here. This will be a first chance to hear about the project.

The evening's three speakers will be: **Brian P. Coulter**, partner, **The JBG Companies** and Rosslyn Renaissance president (pictured above); **Richard Bradley**, president, **Downtown D.C. BID**; and **Larry Houstoun**, principal of **The Atlantic Group**, consultant to the Rosslyn BID group and author of the Urban Land Institute's definitive book on BIDs.

Come enjoy the most spectacular view in the Washington region.

SPACE:
Top Of The Town
1400 N. 14th St.
(Prospect House Condominium)

TIME: 6:00 - 8:00 PM
Refreshments courtesy of
CHIPOTLE

J U N E 6

PERFORMING SPACE



The spotlight shines on the performance space of the ROSSLYN SPECTRUM Theatre. Several vibrant Arlington-based theater and music ensembles bring the energy of live performance to Rosslyn. Come enjoy a sampling of their work!

The 379-seat theatre owned by The Charles E. Smith Companies and operated by Arlington County's Division of Cultural Affairs opened in the summer of 1997. County representatives will host this evening's sampling of musical performances from **DaVinci's Notebook**, and **Judy Simmons** and **Wendy Lane Bailey** of **The Cabaret Network**, as well as dramatic performances from actors of the **Keegan Theatre** and the **Educational Theatre Company**.

SPACE:
Rosslyn Spectrum
1611 N. Kent Street
(Rosslyn Plaza)

TIME: 6:00 - 8:00 PM
Refreshments courtesy of
CHIPOTLE

J U N E 1 4

OUTER SPACE



Outer space is the interest of many Rosslyn companies, including The Boeing Company. **Former astronaut Charles D. Walker**, who is director of marketing for Boeing's Space & Communications business, will speak on the Space Age, focusing on the question of whether it is a "new" age of real promise or an "old" age of unfulfilled expectations. Mr. Walker served as a payload specialist astronaut aboard three Space Shuttle missions in the 1980's. He was an industry engineer and researcher on those space missions, and also worked on the International Space Station and for NASA. A popular speaker, he brings a wealth of insight and experience to today's space program.

SPACE:
The Boeing Company
Conference Room
1200 Wilson Blvd.

TIME: 6:00 - 8:00 PM
Refreshments courtesy of
THE BOEING COMPANY

S A V E A S P A C E

Check the lectures you would like to attend below.

MAY 17 URBAN SPACE
TOP OF THE TOWN

JUNE 6 PERFORMANCE SPACE
ROSSLYN SPECTRUM

JUNE 14 OUTER SPACE
THE BOEING COMPANY

If you wish to become a member of Rosslyn Renaissance, check this box.

Name _____

Company _____

Phone _____ Email _____

Street Address _____

City/State/Zip _____

The entire lecture series costs \$30 in advance, \$20 for members. Cost per lecture is \$12.50 per person in advance, \$15 at the door. Membership of \$20 includes one free lecture. Please make check payable to "Rosslyn Renaissance" and mail to 1911 N. Fort Myer Dr., Suite RA-15, Arlington, VA 22209.

Development News

1801 North Lynn Street

STATUS: Under construction

COMPLETION DATE:
March 2002

DEVELOPER:
THE JBG COMPANIES AND
STEUART INVESTMENT

ARCHITECT: RTKL

CONSTRUCTION: CLARK
CONSTRUCTION COMPANY

ARTIST: NED KAHN

LEASING: JONES, LANG,
LASALLE

WEB PAGE:
WWW.1801NLYNN.COM

There's a thrill to watching a new building rise in Rosslyn. And the fun will go on all summer. The 1801 North Lynn Street building is expected to be topped off the first week in August. Then the community gets to watch the details get filled in. Since the day of last year's Rosslyn Jazz Festival, the construction crane for 1801 North Lynn Street has been sitting at an elevation of 272 feet above sea level. On May 12, the construction tower boom was boosted by nearly 80 feet to roughly a 350 foot elevation -- the equivalent of raising the tower from the 18th to the 24th floor. Workmen installed a collar around the existing tower frame to stabilize the boom, allowing insertion of several sections of steel frame for lift. There will be one more oppor-

tunity later this summer to witness a crane hoist. The 24-story structure is Rosslyn's first Class-A office building constructed in over a decade. The building will have 17 floors of office space beginning on the eighth floor and commanding views of the Potomac River and Georgetown.

1801 N. Lynn Street is touted as Arlington's first "smart building" featuring, among other things, parallel, networked electrical power and redundant internet supply.

Go to 1801nlynn.com to see a 360 degree view from the tower crane. Shortly after the tower lift, a 360 degree view will be created from the 24th floor and posted to the website.



Pedestrians have learned to cross the street and watch construction from across the street.

Twin Oak Apartments

STATUS: Under Construction

COMPLETION:
Winter 2002-2003.

DEVELOPER:
The Donohoe Companies and American Capitol Partners

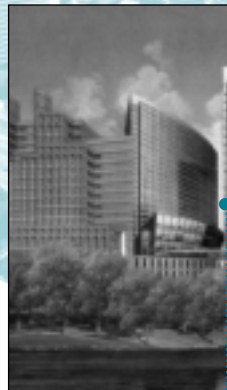
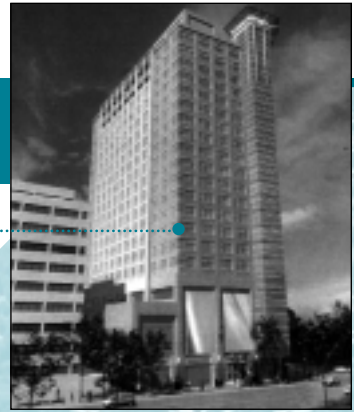
ARCHITECTS:
Concept: Dorsky, Hodgson and Partners.
Final Design: The Wiehe Design Group

CONSTRUCTION: Donohoe Construction Co.

ARTISTS: David Chung and Tom Ashcraft

LEASING: Edgewood Management Co.

This 19-story, 317-unit luxury apartment building was approved by the County Board in May, 2000. It replaces a 55-unit garden apartment building, and will include 38 affordable apartments as part of the site plan conditions required by the County Board's designation of the site as a "Special Affordable Housing Preservation District". Also in exchange for the "High Residential" zoning category, Donohoe will make a \$500,000 contribution to the County's Housing Fund.



Waterview

STATUS: Approved by County Board under "C-O Rosslyn." Currently continuing with design phase. Construction start date to be determined.

GENERAL DENTISTRY

DANINE FRESCH GRAY, DDS

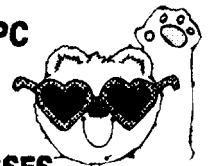
SPECIALIZING IN GENTLE DENTAL CARE

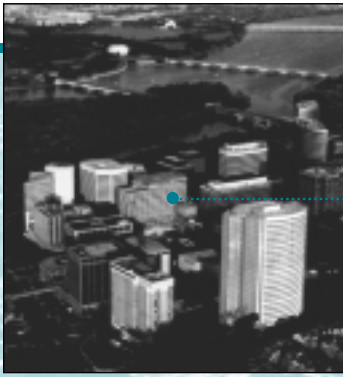
ONE OF WASHINGTONIAN'S FAVORITE PICKS!

1800 N. KENT ST.
ARLINGTON, VA 22209

703-525-5901
FAX: 525-0121

ROSSLYN EYE ASSOCIATES, PC
DAVID W WEISS, OD
METRO CENTER MALL 3
LASER CONSULTATION
EYE EXAMS, CONTACTS, GLASSES
(703) 524-7111





Bromptons at Rosslyn

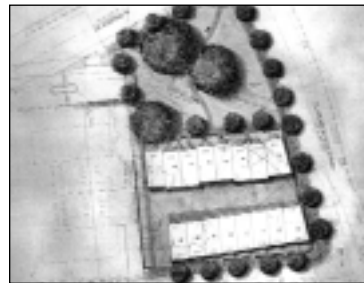
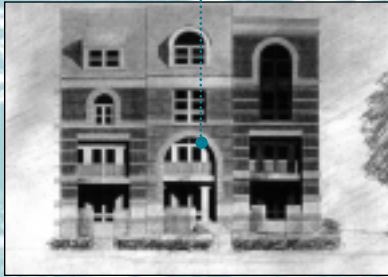
STATUS: Approved by County Board April 2001

CONSTRUCTION START: Expected Winter 2002

DEVELOPER: The Ed Peete Company

ARCHITECT: Temple Washington

This project located at 1730-1738 Clarendon Boulevard will be comprised of 16 luxury townhouses and three English basement apartments, and a public park, created by the vacation of North 17th Street. The project will replace three single-family houses situated across the street from the Exxon station on Clarendon Boulevard. The townhouses will sell for \$500,000 and above. A site plan condition requires a contribution to the Affordable Housing Reserve Fund.



DEVELOPER: JBG/TrizecHahn
DESIGN ARCHITECT: Pei, Cobb, Freed & Associates
WEB PAGE: waterviewperspective.com

1881 Nash Street

STATUS: In Site Plan Review under "C-O Rosslyn" special zoning district. Seeking approval for a 174-unit, 300-foot high, 10 FAR luxury condominium.

SITE PLAN REVIEW: May 15, 2001

PLANNING COMMISSION: May 29, 2001

COUNTY BOARD: June 9, 2001

DEVELOPER: Farr/Curtis/Walton of Bethesda, MD

ARCHITECT: ACG Architects of McLean, VA

LANDSCAPE ARCHITECT: Mark LaPierre Associates

ARTIST: John Dreyfus

WEB PAGE: WWW.EIGHTEEN.81.COM

After four Site Plan Review Subcommittee meetings, the County Board on April 21 deferred this project to address fundamental urban design issues of how the building meets the street at Fort Myer Drive, 19th Street and Key Boulevard.

County Board members also expressed concerns about height and density and transition to the neighborhood at the edges of "C-O Rosslyn."

They are also interested in the impact of 300-foot tall buildings throughout the "C-O Rosslyn"

district especially around the perimeter. Finally, they are interested in appropriate treatment for the top of the building. In addition, the elements of the community benefit package had not yet been determined. Significant contributions to affordable housing are on the list of potential benefits.

Also on the agenda for discussion are the integration of art into the project and public participation in the final selection of the public art.

Rosslyn Renaissance has been working very closely with County staff and the developer on the streetscape issue on Fort Myer Drive since the beginning of the project.

On April 23, the RR Urban Design Committee and County staff met with the development team to work out streetscape details as directed by the County Board.

A new streetscape plan was subsequently presented to the RR Board at their meeting on May 2, one which the Board found to be very responsive to their concerns.

County Board meetings are publicized on Arlington County Channel 31 for citizens who are interested in watching the proceedings.

See www.co.arlington.va.us for more information.

Garage Parking

AIR FORCE ASSOCIATION BUILDING
1501 Lee Highway

24-hour Access
\$55/Month

Call 703-528-2020

COMMERCIAL REAL ESTATE

Timothy A. Reese
Buck & Associates

703/528-2288 x 13

Specializing in:

- ✓ Arlington
- ✓ Alexandria
- ✓ Falls Church
- ✓ District of Columbia

timothyareese@aol.com

SALES & LEASING

REAL ESTATE
CONDOMINIUMS - TOWNHOMES - SINGLE FAMILY



Gar Enders
Associate Broker
Pardoe Real Estate
ERA
703-587-7020
GarEnders@aol.com

◆ Serving North Arlington as a resident-broker for over twenty-five years

THE FIRST STEP TOWARD A BETTER LIFE
IS TO IMAGINE IT

www.TopProducer2k.com
Search for available listings - Free

Food ▼ Passion ▼ Possibilities
Contemporary ▼ Sophisticated ▼ Whimsical



A sophisticated bistro with trend-setting, whimsical embellishments featuring contemporary Mediterranean cuisine.

Mezza 9 — Named by *Washingtonian Magazine* as one of the 100 Best Restaurants, and 50 Best Brunches in the DC area.

In the Hyatt Arlington
1325 Wilson Boulevard • Arlington, VA • 703-525-1234
Complimentary garage parking • Directly across from the Rosslyn Metro
Serving Breakfast, Lunch, Dinner and Sunday Brunch

**Washington's
Best Kept Secrets**

AAA ♥♥♥♥ Mobil ★★ ★



Iwo Jima

New Indoor/Outdoor Pool!

Minutes to Washington's Memorials, Monuments & Museums, National Airport, Georgetown, Kennedy Center, Old Town Alexandria

Restaurant & Meeting Rooms
Free Parking
Walk to Rosslyn Metro



800-228-5151
1501 Arlington Blvd. (US Rt. 50)
at Fairfax Dr., Arlington, VA

Law Offices
Betty A. Thompson, Ltd.

1800 North Kent Street
Suite 1001
Arlington, Virginia 22209
Phone: 703-522-8100
Fax: 703-522-3770

Specializing in
Matrimonial and Family Law

Divorce
Pre-Marital Agreements
Property Settlement Agreements
Custody/Support
Visitation
Alimony

Partnership News

The Process of Creating a BID

(Continued from page 1)

says Chris Zimmerman, vice chairman of the Arlington County Board. "Successful downtowns seem to be using this mechanism – from New York to Denver to Washington."

"The whole idea of additional resources to do urban operations and promotions is going to be critical at some point," says Adam Wasserman, director of Arlington County's Department of Economic Development. "The Rosslyn BID is one mechanism to do that."

In fact, the *Rosslyn Station Area Plan Addendum* calls for the creation of a BID as one funding source for implementation of the Plan.

Special Service Districts (such as a BID) can fund economic development activities such as marketing, provide for enhanced governmental services such as beautification and landscaping, cultural pro-

grams, and pay for the administration of the district.

Other RR projects called for in The Plan, such as a parking signage program and the Georgetown Shuttle Van, as well as the Light Up Rosslyn program, for example, could be supported by the BID. All businesses in the area are invited to help shape the Rosslyn BID business plan, which defines the scope of services.

States the Plan: "The institution of such a district in Rosslyn would be a valuable adjunct to the activities of Rosslyn Renaissance and could probably be used to help fund the partnership's activities."

"A BID gives us an opportunity to really showcase Rosslyn, and have others see and experience all Rosslyn's positive attributes," says JBG's Brian Coulter, who serves as Rosslyn Renaissance president.

5 Elements of a BID Business Plan

Services and Improvements

What is needed to make the District attractive to investors, businesses, residents and visitors?

Budget

How much needs to be spent on each of these over a multi-year period to make an important difference?

Service Area

What properties need to be included in the designated area?

Cost Sharing

What equitable and affordable assessment formula is required?

What other sources of funds can be called upon?

Governance

How should the District be managed?

How should the Board function?

How should the district related to the local government and other organizations in the area?

2001 MEMBER CAMPAIGN

(Continued from page 2)

Malena Imports
Manor Court Apartments
MBC Precision Imaging
The McCormick Group
Motel Fifty
Oakwood Worldwide
Rosslyn Eye Associates
Spice of Life Café
Betty A. Thompson, Ltd.
Top of the Town Conference
and Reception Facility

CIVIC/RESIDENT ASSOCIATIONS

Arlington Temple
United Methodist Church
The Atrium
The Belvedere
Prospect House
River Place North
The Weslie

INDIVIDUAL MEMBERS

Scott Ash, Sarah Bekker, John Benton, Paul Berger, David Briggs, Todd Canterbury, **Tyiesha Cavalieri**, Walter Cheatham,

Anthony DiPasquale, Eric Dobson, Daniel Emberley, Dorothy Sue Ferrari, Jennifer Ferry, Ernest Fisher, Marian Flynn, Jeanne Fogle, Frank Ganis, Lenore Garcia, Pamela Gillen, Veronica Gillespie, Brian Gregory, Ralph Hammelbacher, Sam Kem, Berdj Kenadjian, Sophie Koper, Ellen Kosmowski, Diane Lee, Martin Less, Arnold Litman, **Marcia Lutz**, Robert Lyle, Roa Lynn, Helen McCarthy, W. Scott McGeary, Patricia McGrady, Kathryn Montalbano, Paula Muroff, Thomas Parker, Charles Pearson, Betty Petersen, **Frank Pirhalla**, Bobbye Pratt, Anthony Priest, Tim Reese, Eleanor Risdon, Carole Robinson, **Glory Sabatier**, Frank Schmelzer, **Richard Schwartzbard**, Betty Sparkman, Pauline Thompson, **David Treworgy**, C. Michael Upson, Pat & Jaap Van der Vorm, **Bruce van Voorst**, Linda Vitello, James Webster, Ramonda Wertz, **Deborah Wells**, Frances Jean Wells, Arlene Wiesner, James Wolf, Ellen Mayo Zehl.

Complex World

Call Centers CTI
Microsoft Certified Technical Education Center
Networking
Wireless
IP Telephony ACD
LAN/WAN

Simple Solution.

Your one stop integrator for voice, data & video

KEI Pearson 1300 N. 17th Street, Ste. 1300
Arlington, Virginia 22209
703-526-7100
www.keicorp.com

Community Notes

Georgetown Shuttle, New Farmers Market & Arlington Bicentennial

Georgetown Shuttle Van

The official inauguration of the Georgetown Metro Connection will be held Monday, July 9, 12 noon at the Historic Car Barn in Georgetown. Arlington County Board Chair Jay Fiset, D.C. Mayor Anthony Williams, METRO General Manager Richard White, and Representatives Jim Moran, Tom Davis and Eleanor Holmes Norton, among other elected officials and business leaders, will attend.

The shuttle will operate seven days a week between 7 am and midnight. In Georgetown, the shuttle will stop at all current Metrobus stops. In Rosslyn, the shuttle will stop at the Key Bridge Marriott and the Rosslyn METRO. Cost is fifty cents per trip, twenty-five cents with a transfer from Metrorail.

Rosslyn Farmers Market Opens May 24

Starting on May 24, a Rosslyn Farmer's Market will operate Thursdays, 12 noon to 3 PM at Spice of Life Plaza, Wilson Boulevard and North Oak Street. Co-sponsors are Spice of Life Café and Westfield Realty.

Arlington Celebrates Bicentennial

In the year 2001, Arlington County commemorates 200 years as a separate and distinct county. The County Board has established an Arlington Bicentennial Celebration Task Force, chaired by Margaret Lampe. RR's 1st Vice President David Briggs is a member of the Task Force. For information on Arlington's history and celebration activities, check the Bicentennial Task Force website at www.arlingtonhistory.org. Task Force Executive Director David Johnson is also available at 703/228-3314 or arlco200@aol.com

Rosslyn Circle Bicyclist and Pedestrian Safety Study

Starting in May 2001, Arlington County will be studying safety problems that pedestrians and bicyclists face while traveling through Rosslyn Circle, at the foot of Key Bridge. The study will identify and select several measures to improve safety and accessibility in Rosslyn Circle.

If you wish, please answer the questions below on problems you may have encountered in Rosslyn Circle and any recommendations for improvements. Your involvement in upcoming meetings and on-line discussions will help Arlington County select the best measures to implement.

Beginning this summer, the study's issues will be posted on the Arlington County website at www.co.arlington.va.us/dpw
Questions:

- 1) How frequently do you travel through Rosslyn Circle by bicycle or on foot?
- 2) What problems do you encounter in the Rosslyn Circle area?
- 3) How could Rosslyn Circle be improved for bicyclists and pedestrians?

Mail responses to Ritch Viola, Arlington Bicycle & Pedestrian Coordinator, Public Works Planning, 2100 Clarendon Blvd., Suite 717, Arlington, Virginia 22201. Or call or e-mail him 703 228-3699, or rviola@co.arlington.va.us.

Leasing News

WJLA-TV to Move to Twin Towers

WJLA-TV (ABC-7) will relocate its main studio facilities to the Twin Towers buildings in Rosslyn, where it hopes to create a Times Square-like atmosphere outside its studio with a digital sign that streams the latest headlines.

The TV station has signed a 15-year lease for 57,000 square feet in a television studio built by Gannett Co., Inc., which is re-locating to Tyson's Corner this summer. Said Arlington County Board Chairman **Jay Fiset**, "The Allbritton Communication Company's decision to commit to a long-term lease in the County demonstrates quite clearly the value and desirability of Arlington as a location in the region."

Newseum Space Committee

As many Rosslyn residents already know, The Freedom Forum's spectacular success with the Newseum has compelled them to seek a new home. They have bought the site at 555 Pennsylvania Ave. to build an expanded museum and headquarters building. They plan to move in 2003, and will continue to operate the Newseum in Rosslyn until then.

Rosslyn's loss will be Washington's gain, as The Freedom Forum has been the

best corporate citizen a community could hope to have. We wish them the very best of luck in their new endeavor.

Now the question of filling a built-out museum space arises. Arlington County has created a working group to determine the future use of the space. The group is headed by **Hugh Barton**, head of Arlington County's Convention and Visitor Services, and **Norma Kaplan**, chief of the Cultural Affairs Division of the Dept. of Parks, Recreation and Community Resources.

RR Executive Director Cecilia Cassidy is a member of the group, as is **Bill Brakefield** of Westfield Realty. The group will be looking at future use of the space.

International Place

The JBG Companies announces that in addition to Starbucks and Olsson's Records and Books, other new tenants in International Place will include Quizno's and Vie de France.

Other Leasing News

Tim Reese of Buck & Associates announced a lease for Hair Technology Council of America at 1911 North Ft. Myer Drive....Reese is also handling leasing for 7,000 square feet of commercial space at River Place South. For information, call him at 703/528-2288, Ext. 13.

Crime Prevention Program

Arlington's finest are working with property owners to set up a crime prevention program in Rosslyn's office buildings. The police will work with facilities directors, give safety presentations and establish a presence in the building in an effort to deter purse and computer thefts, etc. For information, contact Sgt. Grady Jolley at 703/228-4061.

Membership News

Join Rosslyn Renaissance

Benefits you will receive include:

- Special e-mail announcements of Rosslyn activities
- Free admission to one "Rooms With A View" lecture
- Notices of all Rosslyn Renaissance special events

Please complete this application and send to 1911 Ft. Myer Dr., Arlington, VA 22209 with your check made payable to "Rosslyn Renaissance".

Name _____

Name of Company _____

Address _____

President/CEO _____ No. employees _____

Telephone _____ FAX _____

SIGNATURE _____ Title _____

Date _____

MEMBERSHIP CATEGORIES / DUES

Annual membership dues are listed below. New members are requested to pay a one-time initiation fee equal to one year's annual dues.

<i>Developers/Brokers Major Business</i>	<i>Call the RR office</i>
300+ employees	\$2,000
100 - 299 employees	\$1,000
51 - 100 employees	\$ 500
26 - 50 employees	\$ 350
<i>Retail/Small Business</i>	
10 - 25 employees	\$ 250
1 - 10 employees	\$ 75
<i>Civic/Owner Association</i>	\$ 50
<i>Individual</i>	\$20 annually/ \$80 for 5 yrs
Dues \$ _____	Initiation Fee \$ _____

*TOTAL AMOUNT INCLUDED \$ _____

*NOTE: For federal income tax purposes, Rosslyn Renaissance is a 501(c)(6) organization and membership dues are deductible as ordinary and necessary business expenses. Dues may not be deductible as charitable contributions.

Arlington Temple United Methodist Church

1835 North Nash Street, Arlington, VA Above the Exxon Station in Rosslyn
703/525-6075 Arltemple@aol.com

Pastor Jean McDonald Walker All Visitors are Welcome!

Worship Schedule

Sunday, 10 AM; Tuesday, 7:30 PM;
Wednesday, 7:30 – 9:00 AM;
Thursday, Noon

Save gas. Take a pass.

Easy commutes begin here.™

The Commuter Store™ has everything you need to make your commute an easy one, including bus passes and tokens, one-day Metro passes, Metrorail passes, maps, timetables, carpool ridematching services, bike routes and so much more! For information, call (703) 228-RIDE or check out our website at www.CommuterPage.com.



Rosslyn

Located in the Rosslyn Center,
Mall Level 2, upstairs from the
Rosslyn Metrorail Station.

Ballston

Located in the
Ballston Common Mall, Level 2,
one block from the
Ballston Metrorail Station.

Crystal City

Located in the
Crystal City Underground Mall,
directly across from Hamburger
Hamlet.

NEED A MAP OF ROSSLYN?

Our handy, pocket-size map lists the phone numbers of all retail establishments and business services in Rosslyn. Call the RR Office at 703/522-6628.



Complimentary Parking in the building after 5:00 pm daily.
Located directly above Rosslyn Metro Center 1700 N. Moore Street, Rosslyn, Virginia
Lunch: Monday - Friday, 11:30 am-2:30 pm
Dinner: Monday - Saturday, 5:30 pm-10:00 pm

Call for reservations
(703) 524-8900

Pre-Theater Dinner Special \$19.95 5:30 - 6:30 pm Monday - Saturday

Established in 1982, Tivoli's Northern Italian cuisine has earned it the prestigious *DiRONA Award* since 1992 as a Distinguished Restaurant of North America, and a three-star Rating by the *Momi Dining Guide* (since 1986). Tivoli's fine wines have received Awards of Excellence from *Wine Spectator*, since 1990. Tivoli Lounge and Gathering Place serving complimentary hors d'oeuvres from 5:00-7:00 pm Mon.-Fri.



- Gourmet & Pasty
- Imported & Domestic
- Meats and Cheeses
- Wines and Beers
- Fresh Pasty & Specialty
- Cakes Baked Daily

Tivoli Rosslyn Center



1911 North Fort Myer Drive
Suite RA-15
Arlington, Virginia 22209
www.rossren.com

Rosslyn Renaissance is a public/private partnership established in July 1991 by an alliance of business people, residents, and Arlington County government staff. Its purpose is to promote and market Rosslyn, the "gateway" to Virginia, serve as an information clearinghouse on development, and help implement the vision of the Rosslyn plan. *Rosslyn Renaissance News* is published three times a year. For advertising rates, call 703/522-6628.

e-mail:
ccassidy@rossren.com

President:
Brian P. Coulter

Editor: Cecilia Cassidy

Design:
Palm Tree Studio, Inc.

Spring 2001

PRSR STD
US POSTAGE
PAID
MERRIFIELD, VA
Permit # 6418

Rosslyn Map & Business Directory

Lists phone numbers of all retailers and business services

Call the RR office for your copies

Rosslyn
Farmers' Market

Thursdays, May-Nov.