



# NEWS

Winter 2004

Vol. XI No. 2

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## Rosslyn BID Staffs Up for New Programs



**RR/ROSSLYN BID TEAM.** L. to R. Tammie Robinson, BID Gardener; Jean Minahan, Administrative Manager; Cecilia Cassidy, Executive Director; Elisa Vitale, BID Operations Director; and Calvin Denny, BID Ambassador.

The Rosslyn BID is open for business! Sharing offices and staff with Rosslyn Renaissance at 1911 North Fort Myer Drive, the Rosslyn Business Improvement Corporation (RBIC) – doing business as the Rosslyn BID – started operations on July 1, 2003.

“We are in the start-up phase of the Rosslyn BID,” said president **Steve House**, manager for Potomac Tower. “Staff has been hired, new office space is under construction, and some of the programs are already underway. We think that in the next five years, workers and residents will see great, positive changes in Rosslyn as a result of the BID’s work.”

House announced the appointment of **Cecilia Cassidy** as Executive Director of the Rosslyn BID. Cassidy, who has served as Executive Director of Rosslyn Renaissance since 1992, will split her time between the two organizations.

The new BID Operations Director is **Elisa Vitale**, a recent University of Maryland graduate with a Masters in Community Planning. Vitale holds an undergraduate degree from Indiana University and spent four years doing environmental work at ICF Consulting in Fairfax County.

Rounding out the team are BID Gardener **Tammie Robinson**, an experienced horticulturalist, and **Calvin Denny**, filling in as Good Will Ambassador on a temporary basis while the search is on for a permanent worker. **Jean Minahan**, Administrative Manager, retires December 31.

In addition to staff, the BID team includes several other important partners.

**A-SPAN, the Arlington Street People’s Assistance Network**, is providing outreach services to the homeless population.

The **Cohn Marketing Group (CMG)**, a firm based in Denver, Colorado, has contracted to develop the BID’s marketing plan, logo, and website. CMG’s principals, who include former marketing executives of The Rouse Company, have developed marketing programs for BIDs in Washington DC,

*Continued on page 12*

## Rosslyn Renaissance Board of Directors

### OFFICERS

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

### DIRECTORS

#### Developer/Property Owners

William H. Brakefield  
*Westfield Realty*  
Brian P. Coulter  
*The JBG Companies*  
Laura Smelgus  
*Charles E. Smith*  
Paul Schulman  
*Trizec Properties*

#### Major Business

Frank Silverio  
*The Boeing Company*  
Pam Galloway-Tabb  
*The Freedom Forum*  
Sharon Lockwood  
*Key Bridge Marriott*  
Raphael Samach  
*DMJM Design*

#### Retail/Small Business

Jean McDonald-Walker  
*Arlington Temple UMC*  
Alicia Greene  
*Olsson's Books and Records*  
Lynn Shulsinger  
*Spice of Life Cafe*

#### Civic Association/Citizen

Roa Lynn  
Paula Muroff  
Ellen Udell  
Bruce van Voorst

#### Arlington County Representatives

David W. Briggs  
*County Board*  
Michael T. Foster, AIA  
*Planning Commission*  
Tom Kornis  
*Arts Commission*

#### COMMITTEE CHAIRS

**Jazz Festival**  
Sharon Lockwood

**Urban Design**  
Tom Kornis

**Public Art**  
Roa Lynn

**EXECUTIVE DIRECTOR**  
Cecilia Cassidy



## 2003 Members

Rosslyn Renaissance is supported in part by a grant from the Arlington County Government, and by membership dues from community-minded property owners, businesses, and residents. We raised \$57,250 in dues for FY 2003, which ended June 30. Thanks to all joined in 2003. (Bold type denotes new members.)

### PROPERTY OWNERS

Charles E. Smith Commercial Real Estate  
The Clover Companies  
**The Donohoe Companies**  
The JBG Companies  
Lincoln Property Company  
The Miller Companies  
Park Tower Realty  
Trizec Properties  
Virginia Management, Inc.  
Weissberg Corporation  
Westfield Realty

### MAJOR BUSINESS

*Over 100 employees (italic)*  
ABC 7/NewsChannel 8  
American Chemistry Council  
The Boeing Company  
Clark Construction  
The Freedom Forum  
Hyatt Arlington  
IBM Business Consulting Services  
Marriott Key Bridge  
**Northrop Grumman Corporation**  
Raytheon Company  
SRI International

### 26-99 employees

Air Force Association  
Curtis & Facchina Development  
DMJM Design  
Eakin, Youngtob Associates  
Fletcher, Heald & Hildreth  
The Holladay Corporation  
Holland & Knight LLP  
IDI Management, Inc.  
Marriott Residence Inn  
**NatureServe**  
RTKL Associates, Inc.  
The Virginian Suites  
The Wade Company  
Washington Real Estate Investment Trust

### SMALL BUSINESS

*11-25 employees*  
American Feed Industry Association  
**Argosy University**  
The Art Institute of Washington  
Continental  
DOD, Real Estate and Facilities Directorate  
Gold's Gym  
Inlingua School of Languages and Translation Services  
Jones Lang LaSalle  
**Lewis Scully Gionet**  
Oakwood Arligton  
Sands Capitol Management  
Santa Fe Cafe  
Tivoli Restaurant  
Valcourt Building Services  
Walsh, Colucci, Stackhouse, Emrich & Terpak  
**Zimmerman Associates, Inc.**  
*1-10 employees*  
American Red Cross-Arlington Chapter  
Arlington Partnership for Affordable Housing  
Arlington Transportation Partners  
Betty A. Thompson, Ltd.  
Drs. William and Eden Brown  
Buck & Associates  
Chevy Chase Bank  
Condo 1, Inc.  
**Countryside Mortgage Services**  
Courtyard Marriott

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# People Place

## JBG's Coulter Re-elected RR Pres. RR's Cassidy Named BID Exec. Dir.



COUNTY BOARD MEMBER TEJADA WITH RR BOARD MEMBERS. Walter Tejada, center, at Gateway Park with Pat Latour, RR Board Member, and Brian Coulter, RR Board President

**B**rian P. Coulter, a partner with The JBG Companies, has been re-elected RR president for 2004, and will serve with the existing executive committee: **David W. Briggs** of Holland and Knight, first vice president; **William H. Brakefield**, Westfield Realty, second vice president; and **James D. Cavanaugh**, Murray and Cavanaugh, treasurer. **Sharon Lockwood**, General Manager, Key Bridge Marriott will serve as secretary.

Officers were elected after board elections were held at the 13th annual meeting October 29 at The Boeing Company. Arlington County Chair **Paul Ferguson** offered remarks and ABC 7's Chief Meteorologist **Doug Hill** was guest speaker.

At the annual meeting, the membership elected:

#### Property Owners:

**Brian Coulter**, The JBG Companies; **Bill Brakefield**, Westfield Realty; **Paul Schulman**, Trizec Properties; and **Laura Smelgus**, Charles E. Smith Commercial Realty.

#### Major Business:

**Pam Galloway-Tabb**, The Freedom Forum, and **Raphael Samach**, DMJM Design.

#### Residents:

**Roa Lynn**, The Atrium, and **Bruce van Voorst**, The Weslie.

Many thanks go to two members who stepped down this year. **Pat Latour** of IBM Business Consulting Services, formerly PricewaterhouseCoopers, served from 1998 to 2003, working hard as secretary of the board and co-chair of the Jazz Festival. Her departure is due to IBM Rosslyn's relocation. **Girin Shah** of Charles E. Smith Commercial Realty, property manager for Rosslyn Plaza, will continue to serve on the Rosslyn Property Managers Committee.

#### Cassidy Named BID E.D.

**Cecilia Cassidy**, Executive Director of Rosslyn Renaissance (RR) since 1992, has also been named Executive Director of the Rosslyn BID. She will split her time 70/30 between the BID and RR. A writer and editor by training, prior to joining RR she had a thirteen-year career in affordable housing, holding positions at The Enterprise Foundation in Columbia, Maryland and AHC, Inc. in Arlington. She holds a B.A. in English from the College of White Plains of Pace University, and is a member of Leadership Arlington's class of 2000.

# Talking About Rosslyn



Brian P. Coulter

## A Letter from the President: The Future of Rosslyn Renaissance and Rosslyn

### On Being a Pioneer

Members of the Rosslyn community can be proud of the creation of the first Business Improvement District (BID) in Northern Virginia. Two years ago, several members of the Rosslyn Renaissance Board, along with other Rosslyn property owners and business leaders, took the initiative to establish a BID in Rosslyn. Together, they persevered to establish a new organization, the Rosslyn Business Improvement Corporation (RBIC), which is now providing services within the BID boundaries. It is energizing and exciting to see the fruit of their labors. They deserve our congratulations and gratitude.

The BID commenced operations this summer and is sharing staff and offices with Rosslyn Renaissance. Many of the programs initiated and created by Rosslyn Renaissance - such as the Rosslyn Jazz Festival, LIGHT UP ROSSLYN, the lunchtime concerts, the Farmer's Market and support of the Georgetown Shuttle Van -- will be absorbed and run by the BID. While this is all good news for Rosslyn and the BID, what does this mean for Rosslyn Renaissance?

### Why do we need Rosslyn Renaissance and a BID?

In many cities, where BIDs were created in the absence of an organization such as ours, either the BID or the city had to create a sub-group that could address strategic land planning and development issues. Some representative questions and issues that will continue to be addressed by Rosslyn Renaissance include:

- How will the commercial office core relate to its surroundings? To its residential neighborhoods, the highways and streets, the memorials, and the waterfront?
- Who will be able to live here? Will there be a diversity of housing types to accommodate its workers?
- How can we work to improve the amenity base including more housing and retail in the core area of Rosslyn?
- Who will work here? How will workers connect and communicate with each other in good times and bad?
- How will the city look and feel when it reaches its maximum buildout?

To understand our role in helping shape the future of Rosslyn, it is essential to be aware of three major ways in which Rosslyn Renaissance differs from the BID:

- **Geography.** The BID's boundaries include only the commercial office core. Rosslyn Renaissance encompasses Rosslyn in its entirety, from Arlington Ridge to Rhodes Street, from the Potomac to Fort Myer.
- **Funding.** The BID is funded annually by property taxes the building owners agreed to assess themselves. Its budget is \$1 million. Rosslyn Renaissance is a membership organization supported by a \$50,000 grant from Arlington County and membership dues from residents, small businesses, large businesses and developers. Our annual budget is \$122,000.
- **Purpose.** The BID was created to provide services and amenities to the commercial office area. Rosslyn Renaissance's mission is to plan for future development both within and beyond the downtown commercial core, and to serve as an information clearinghouse on

development and property management issues here. Legally, the BID is prohibited from participating in official County policy on development, and cannot be involved in issues beyond its boundaries.

Since RR's inception in 1992, its Urban Design Committee has worked to assist in the implementation of the *Rosslyn Station Area Plan Addendum*. This plan is scheduled to be updated by County Staff in 2004. That update will be a major undertaking, requiring RR's coordination expertise and cooperation with the community and the County.

### A Year of Transition and Challenges

With the work of RR and the BID intertwined and interdependent, our missions support and enhance each other. Our leadership in creating the Rosslyn BID is serving as a model for other public/private partnerships in the County. But this is the first time such an arrangement has been made in Arlington County, and County officials are keeping a watchful eye on our progress as we navigate this transition year, with two organizations operating under the same roof.

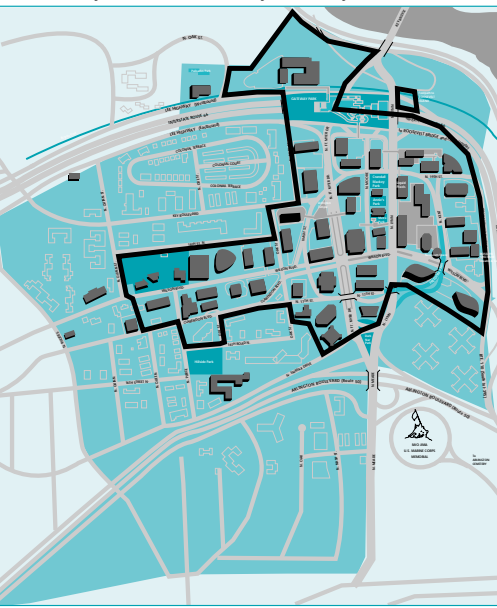
Our challenge is ensuring the continued broad-based community financial commitment to Rosslyn Renaissance. While the BID's funding is assured by special taxes, funding for RR's urban design and management work remains dependent on voluntary dues, a County grant and the tireless efforts of many dedicated volunteers. Continued financial support remains our most outstanding concern, and we will be holding discussions with County and business leaders about this in the coming months. We are looking to our membership for suggestions about our future.

Remember, you have the opportunity to help shape the future of your city. Don't be caught standing on the sidelines during this exciting time!

Sincerely,

### Rosslyn / BID Boundaries

BID boundary = Black Outline / Rosslyn boundary = Darker Green



## Olsson's: An Oasis of Good Books & Good Music

Have you had a chance to stop by and meet the knowledgeable and friendly staff at Rosslyn's only independent book and music store? It's located at 1735 North Lynn Street, next to Starbucks.

They bring a wealth of experience and enthusiasm to the worlds of books and music and can help you find exactly what you're looking for--or introduce you to something new.

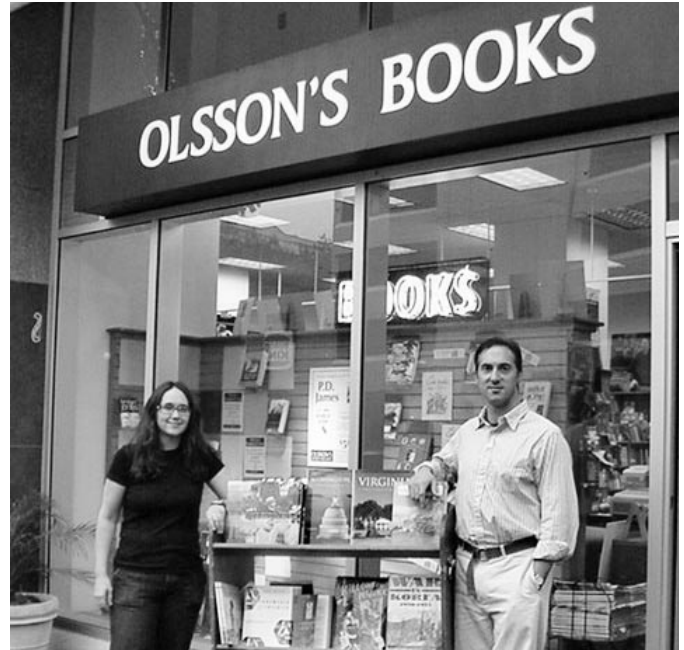
- **Alexis Akre**, Store Manager - Her wide range of interests include art history, 20th century American fiction, science.
- **Douglass Hatcher** - Olsson's expert on classics, biography, knows about blues guitar, and all the "inside the Beltway" nonfiction books.

- **Andrew Getman** - Especially interested in world music, acoustic folk, Russian literature, and world and religious history.

- **John McDonnell** - Loves to recommend mysteries and history.

This holiday season marks the second anniversary of Olsson's in Rosslyn. The store is filled with a wide selection of new books and CDs. They now carry an expanded selection of DVDs—a mix of classics and new releases—plus calendars, holiday cards and Christmas music.

Extended holiday hours start mid-November: the store will open at 9am, Monday-Friday, one hour earlier. Happy Holidays!



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 *Moini 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.

**Pre-Theater Dinner Special \$20.95**  
5:30 - 6:30 pm Monday - Saturday

**1/2 Price Entree** Buy one entree at regular price and receive a second entree of equal or lesser value for 1/2 price

*With this coupon only. Not valid combined with any other offer. Expires 12/24/03.*

**(703) 524-8900**

Call for reservations

Lunch: Monday - Friday, 11:30 am-2:30 pm

Dinner: Monday - Saturday, 5:30 pm-10:00 pm

Located directly above Rosslyn Metro Center 1700 N. Moore Street, Rosslyn, Virginia  
Complimentary Parking in the building after 5:00 pm daily.

### Tivoli Rosslyn Center

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



# FREE

## Holiday Event Series!



This series of FREE CONCERTS and events kicks off with the traditional lighting of the Rosslyn skyline and streetscape by WJLA/ABC-7 Anchor Leon Harris! Lift your spirits with rousing gospel, jazz and traditional choral performances - free at the 387-seat Rosslyn Spectrum theatre. You can even do your last minute shopping and gift wrapping with Rosslyn businesses, such as Olsson's Books and Records, in the theatre lobby while you tap your toes and enjoy complimentary holiday treats!

THE ROSSLYN SPECTRUM THEATRE  
1611 North Kent Street (at Wilson Boulevard) · Arlington, VA  
Beside the former Newseum

# LIGHT UP THURSDAY NIGHTS ROSSLYN

## DECEMBER 4

### LIGHT UP ROSSLYN

6:45 Lighting Ceremony hosted by WJLA/ABC-7 Anchor Leon Harris (outside WJLA Building at 1100 Wilson Boulevard)

7:00



FPO

## DECEMBER 11

### ROSSLYN BID HOLIDAY PARTY Rosslyn Spectrum

4:00 Happy Hour begins  
5:00 Live Jazz with Project Natale  
6:30 Gospel Christmas Concert with the SBC Band

## DECEMBER 18

### ROSSLYN BID HOLIDAY CONCERT

6:00 Rosslyn Retailers Showcase: Free Giftwrapping Service While Supplies Last! Live Jazz with Project Natale  
7:30 Holiday Cabaret Concert

[arlingtonarts.org](http://arlingtonarts.org)

"LIGHT UP ROSSLYN" is brought to you by Rosslyn Renaissance, the Rosslyn BID (Business Improvement District), and the Arlington Cultural Affairs Division of the Department of Parks, Recreation and Community Resources, which coordinates both the cultural and evening retail activities at the Rosslyn Spectrum Theatre. Special thanks to Yo Productions! For information about the facility, contact Facility Manager Leslie Felzer (703-228-1941), or visit [arlingtonarts.org](http://arlingtonarts.org).

**ROSSLYN BID**  
Business Improvement District

# Business Improvement District

## BID Is Off to a Fun Start

### Rosslyn BID Board of Directors

#### EXECUTIVE COMMITTEE

President – Steve House  
1st Vice Pres. – Rod Lawrence  
2nd Vice Pres. – Stuart Miller  
Secretary – Tim Helmig  
Treasurer – Thomas O'Neil  
Members – Michael Session, Jim Palermo, Elizabeth Vitchock

#### PROPERTY OWNERS

Ginger Rose, *Chas. E. Smith Commercial Realty*  
Michael Goss, *Equity Office Properties*  
Rod Lawrence, *The JBG Companies*  
Thomas O'Neil, *The JBG Companies*  
CeCe Brooks, *Kaempfer Management Services*  
Sharon Lockwood, *Key Bridge Marriott*  
Stuart Miller, *The Miller Companies*  
Steve House, *Park Tower Realty*  
Elizabeth Vitchock, *Trizec Holdings*  
Linda Thompson, *Weissberg Corp.*  
William Brakefield, *Westfield Realty*  
Tim Helmig, *Westfield Realty*

#### Tenants

Anthony Costa, *General Services Administration*  
Chris Pike, *ABC7/News Channel 8*  
Michael Session, *Hyatt Arlington*  
Kip Laramie, *Santa Fe Cafe*  
Lynn Shulsinger, *Spice of Life Cafe*  
County Representatives  
Barbara Donnellan, *Arlington County*  
Lora Rinker, *A-SPAN*  
John Seal, *North Rosslyn Civic Assn.*  
Stanley Karson, *Radnor-Ft. Myer Heights Civic Assn.*  
Greg Walker, *WMATA*  
RR Representative  
Frank Silverio, *The Boeing Company*

Since beginning operations in July, the BID has already sponsored several exciting community events. Working in partnership with the Arlington County Cultural Affairs Division, the BID brought Rosslyn's streets alive with the arts this summer - holding events at Gateway Park and the Spice of Life Cafe Plaza. The excitement will continue through the winter with LIGHT UP Rosslyn on December 4th and a series of holiday concerts at the Rosslyn Spectrum. (See Calendar on p. 14).

### BID Kick-Off Celebration



CONGRESSMAN MORAN IN ROSSLYN. Jim Moran (D - VA), center, with BID Board member James Palermo, Ai President, left, and RR Board member Roa Lynn, right, at July BID opening.

The BID held its kick-off celebration at Gateway Park on July 12th. Musical guests included the Fabulettes, the Grandsons, and the Smith Sisters. A good time was had by all.

### Lunchtime Concerts



Five lunchtime concerts in Gateway Park, with food from Big Daddy's BBQ, provided a great mid-day escape for Rosslyn workers. The performers at the lunchtime concerts included Mary Ann Redmond, Debi Smith, Tom Principato, Bill Kirchen & Too Much Fun, and Nicki Barr.

### Music & Movies

In August, Gateway Park also came alive in the evenings with music followed by movie classics: *Cover Girl*, *Hud*, and *Life with Father*.

### Rosslyn Jazz Festival



STATE SENATOR MARY MARGARET WHIPPLE and County Board member Barbara Favola enjoy the music.

The 13th Annual Rosslyn Jazz Festival on September 6th in Gateway Park was a great success, headlined by salsa legend Larry Harlow and his Latin-jazz Encounter with percussionist Bobby Sanabria and saxophonist Ronnie Cuber. For those who couldn't make it out to enjoy the music, WPFW 89.3 FM broadcast live from the Festival. The Hyatt Arlington, Key Bridge Marriott, Spice of Life Cafe and Big Daddy's BBQ provided delicious refreshments.

### Farmer's Market

The BID brought Rosslyn workers, residents, and visitors the Farmer's Market each Thursday from April to October. The vendors on Lynn St. sold fresh vegetables, herbs, and breads to market goers. Look for an expanded market with more vendors next spring.



### Beautification

As you walk through Rosslyn be sure to look for enhancements at street level. This fall, the BID planted purple and yellow pansies and kale throughout the service district. In December, keep an eye out for new banners on the light poles. These services are provided in partnership with Arlington County's Smartscape Team in the Parks Division.

We look forward to bringing you more events in the spring.



MAKING NEWS. BID President Steve House records a message for Channel 4 TV.

## REAL ESTATE

Gar Enders Associate Broker  
Long & Foster Real Estate  
(703) 587-7020  
GarEnders@comcast.net

### FREE LIST

ALL Arlington Active Listings  
www.garenders.com



# Business Improvement District

## A-SPAN Provides Services to Rosslyn's Homeless

A-SPAN, the Arlington Street People's Assistance Network, is now providing outreach services for the homeless population in the Rosslyn BID area.

The BID has entered into a contractual agreement with A-SPAN to provide a team of two outreach workers to work in the Rosslyn BID area daily. The outreach workers:

- Identify Rosslyn's street homeless population at A-SPAN's Homeless Bagged Meal Program, through reconnaissance during the daily BID route, and through word of mouth;
- Make contact with homeless individuals;
- Address any emergency needs; and
- Encourage homeless persons to take advantage of the extensive services available to them.

A-SPAN, located at 2708 South Nelson Street in Arlington, was started by concerned Arlington residents in 1989 and incorporated as a 501(c)3 non-profit organization in 1992. It runs several programs:

- **Homeless Bagged Meal Program.** Serves dinner to the homeless population in Rosslyn at Annie's Park on Monday and Thursday evenings at 6:30 PM.
- **Emergency Winter Shelter.** Located at 2049 North 15th Street in the Courthouse area, with overflow capacity in Rosslyn at the Arlington Temple United Methodist Church. The shelter is open every night December through February and at other times of the year, as necessary.
- **Opportunity Place.** Located at A-SPAN offices. Provides street outreach, case management, and employment services to assist clients in

addressing their personal barriers to self-sufficiency.

### Rosslyn profile and services

A-SPAN's outreach workers collect information about the population they serve. In the three months since July 1, 2004, they provided services to 230 homeless people throughout Arlington County. Twenty-nine (29) of those served were in the Rosslyn BID area.

"The demographic profile of Rosslyn's homeless population differs from the homeless that A-SPAN serves throughout Arlington County," says **Lora Rinker**, executive director of A-SPAN and a member of the BID Board of Directors. She noted the following:

- 10% (3) are female versus 18% (41) in Arlington.
- 31% (9) are age 51 or older versus 16% (37) in Arlington.
- 7% (2) are Latino or Hispanic versus 28% (64) in Arlington.
- 62% (18) are African American versus 46% (105) in Arlington.
- 24% (7) are veterans versus 14% (32) in Arlington.
- 89% (26) have substance abuse, mental health issues or co-occurring disorders versus 67% (154) in the County.

Services offered by A-SPAN's workers range from providing vouchers for showers at Opportunity Place, to offering hygiene supplies and clothing, to general counseling, to social service, and shelter referrals.

A-SPAN is updating its *Street Guide to Emergency Resources for Homeless Individuals* in Arlington County. The outreach workers will distribute the Street Guide, which directs homeless persons to available resources such as food, clothing, and shelter, to Rosslyn businesses, property owners, and residents.

### HAVE YOU EVER ENCOUNTERED SOMEONE WHO IS HOMELESS AND WONDERED WHAT TO DO?

As a property owner, tenant, or resident in the Rosslyn BID area, you have access to the services of the Arlington Street People's Assistance Network (A-SPAN). If you encounter a homeless individual:

1. Call the A-SPAN outreach monitor at (703) 820-HELP (4357).
2. Give the location of the homeless individual and, as available, general identifying information.
3. The outreach monitor will contact an Outreach Worker and schedule a mobile response if a worker is available. If a worker is not available during the shift, the outreach monitor will arrange for a follow-up during the next shift.

A-SPAN's Community Response Program provides direct action and follow-up by trained workers to calls regarding homeless individuals from concerned businesses, organizations, citizens, and churches in Rosslyn.

Often, persons who are homeless are unable to access traditional, office-based services; so the A-SPAN Outreach Workers and Case Managers take the office to the street, providing a constructive alternative. A-SPAN workers in the Rosslyn BID area assist homeless individuals with food, health, and hygiene as well as mental health or addiction problems.

Providing this assistance to the homeless population can help prevent crime, address public health concerns, and promote clean, safe neighborhoods. In addition to regular routes, A-SPAN workers can offer assistance wherever you tell us services are needed.

A-SPAN's Community Response Program not only aids individuals in crisis but increases community awareness of and input into solving homelessness.

Simply call (703) 820-HELP for a rapid Community Response from A-SPAN.

For more information, go to [www.a-span.org](http://www.a-span.org).



## ARLINGTON TEMPLE UNITED METHODIST CHURCH

<b>Sundays</b>		<b>Wednesdays</b>
9:15am	Adult Sunday School	7:30am – 9:00am; Holy Communion (Come and go before work)
10am	Worship Service	
10:30am	Children's Sunday School	<b>Thursdays</b>
	<b>Tuesdays</b>	12:00pm
7:30pm	Praise & Bible Study	THURSDAY NOON WORSHIP IN THE CHAPEL

Ample Sunday Parking  
1835 North Nash  **703/525-6075** [www.arlingtontemple.org](http://www.arlingtontemple.org)

## APAH's Rosslyn Ridge Project Is in Site Plan Review

In a major initiative to provide affordable housing in Rosslyn, Arlington Partners for Affordable Housing (APAH), a nonprofit developer, is proposing building a new 21-story, 267-unit apartment building.

The new project would be on the site of Rosslyn Ridge, a three-story, 22-unit garden apartment building APAH owns at 1531 North Pierce Street, south of Hillside Park. Since last spring, APAH has participated in numerous Site Plan Review Committee and community meetings, and expects the County Board to review the project in the new year.

After consideration of the APAH project, the Rosslyn Renaissance (RR) Board of Directors at its meeting on November 3, 2003, voted 10 to 1 with two

abstentions to provide the County with a letter of support for the project's concept of utilizing a transfer of density from Hillside Park, and for the massing and height of the project, in support of affordable housing.

In reviewing the project, the RR Board took into consideration the need for affordable housing in the County. While the County is committed to increasing the supply of affordable housing units in Arlington, Arlington's nonprofit housing developers have found it nearly impossible to acquire and preserve affordable apartment buildings in Arlington's hot residential market. The very high cost of the purchase transaction drives the ensuing rents out-of-range of affordability for moderate-income people.

It is highly unusual for a non-profit developer to be able to bypass the costs of land acquisition. In APAH's situation, their ownership of the existing building helps drive the project's feasibility. The new building would include a 50/50 split of market-rate and affordable units, increasing the supply of new affordable units in the Rosslyn area by 111 units. And mixing affordable with market rate units subsidizes their expensive construction. The Housing Commission approved the project in concept at its meeting on October 3, and will consider the project again at a future date.

Given the building's prominence and likely visibility from all sides, the RR Board in its November 3 resolution also noted that it will provide more specific architectural, site, circulation and site plan specific comments at a later date, since changes are continuing to be made. Its position is that the building must be of superior design, quality and materials.

Finally, the RR Board notes that the dissenting view centered on concerns about the legality and appropriateness of the transfer of park density and the 196 foot height.

### Project Description

APAH is working with the assistance of Paradigm Development Company, an Arlington-based company experienced in the creation and operation of mixed-income, high-rise apartment buildings.

Hillside Park, which is owned by Arlington County, is part of the site plan proposal. Hillside Park would not be built upon. However, APAH proposes to join with the County in the site plan and utilize the density of the entire park area of 61,750 square feet for the proposed building. As part of the site plan, APAH would purchase the

Park's density from the County, which would in turn make improvements to the Park, using some of the purchase funds.

The zoning category for the site, RA-4.8, allows a height of 136 feet through the site plan process. The proposed building, larger by about six stories than the height allowed by site plan under current zoning, uses a 60-foot (six stories) affordable housing height bonus to achieve its 196-foot height.

At 196 feet, the 21-story building would be roughly the same height above sea level as The Belvedere, Oakwood Apartments, and the WRIT project scheduled to start construction at Pierce and Clarendon Boulevard.

The design is an L-shaped building of brick and pre-cast masonry, with glass curtain wall treatment on the building's corner elements. A party room and swimming pool are located on the 16/17 floor terraces. Access to the garage and loading dock are set back on the downhill end of Pierce Street. Existing additional surface parking would be retained on 16th St. There are also six two-story town house units with three bedrooms each on the Quality Inn Iwo Jima/Belvedere side of the building. A landscaped entry plaza on the corner of 16th and Pierce is similar to many other L-shaped residential buildings, but has no drop-off vehicle access.

The issues presented by the project concern, in addition to increasing the supply of affordable housing in Rosslyn:

- appropriate height and density for the site;
- transfer of density from the County-owned Hillside Park;
- traffic, safety and parking; and
- design and planning.

### Height and Density



PROPOSED ROSSLYN RIDGE PROJECT. Arlington Partners for Affordable Housing (APAH) and Paradigm Development Company are working to develop a 267-unit project with a 50/50 split of market-rate and affordable units.

# Urban Design

## Building would add 111 new affordable units

As part of the APAH approval process, the County is undertaking a short-term height and density analysis of the surrounding sites. It is considering the heights allowed under the existing zoning, as well as maximum height that would be allowed under three conditions: 1) under the Site Plan process; 2) with affordable housing bonus; and 3) with tapering toward the adjoining district. This analysis is causing a delay in the process.

The Belvedere Condominium Unit Owners Association and the Radnor-Fort Myer Heights Civic Association (RAFOM) have been actively involved in the review process. Both organizations state their support of affordable housing, but object to the height, bulk and density of the 21-story proposal in relation to its small site area.

Examples of buildings with heights in the 180-200' foot range include The Gallery at Rosslyn and The Gallery at Virginia Square.

### Density Transfer in a Site Plan

It is unusual that Hillside Park, as a County park, retains its high density zoning. There are few, if any, similar situations in the County. However, in a June 4, 2003 letter to the Chairman of the Planning Commission in regard to the appropriateness of using density from Hillside Park for the Rosslyn Ridge project, Arlington County Manager Ron Carlee stated, "The Rosslyn Ridge project could provide the County with new affordable housing units in the Rosslyn-Ballston Metro corridor near a Metro station. Given the County's priority on affordable housing, an opportunity to increase committed units without expenditure of County funds is sufficiently compelling to explore the proposal fully." The Parks Commission has withheld its approval of this project so far and will consider it at another meeting.

### Traffic and Parking

The 16th Street extension that runs between Rosslyn Ridge and Hillside Park serves as an entry road to one of the Belvedere's garages. The Belvedere has a perpetual ease-



CURRENT VIEW FROM FORT MYER HEIGHTS. The Rosslyn Ridge Apartments (at left, second building up the hill) are just south of Hillside Park. APAH proposes using density from Hillside Park to achieve its affordable housing objectives.

ment for one-half of this access street and is concerned about increased traffic, safety and street parking demand from the project. The Belvedere claims its easement includes exclusive use of 16th Street and challenges any other user access other than street parking.

### Design and Planning

In response to critiques during the site plan review process, several changes have been made to the building design. Most notably, the top of the

building has been tapered from floors 16/17 so that it has a stepped-back appearance on all sides.

The main design issue is the height and bulk of this isolated building in relation to the low-rise buildings around it. The future of the low-rise buildings is unclear, but there is clear potential to double the existing heights in the Fort Myer Heights North area to 110 to 139 feet. (See page 10).

Oakwood Apartments

Hillside Park

Rosslyn Ridge

Inn at Rosslyn  
(Formerly Motel 50)

The Belvedere Condominium

1000 Wilson Blvd.



CURRENT VIEW FROM RHODES STREET BRIDGE OVER ARLINGTON BOULEVARD. The Oakwood Apartments, The Belvedere and 1000 Wilson Boulevard now dominate the view of Rosslyn from Arlington Boulevard. The proposed Rosslyn Ridge apartment building would be as tall as the Oakwood Apartments and The Belvedere Condominium.

## Fort Myer Heights North Study Underway

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## Chung/Ashcraft Mosaic Installed at The Gallery at Rosslyn



**David Chung**, the Korean artist responsible for the mural in the Rosslyn Metro Station, returns to Rosslyn with another public art project. This time, he has teamed up with tile artist **Tom Ashcraft** to create "Continuum," a mosaic tile mural commissioned by The Donohoe Companies.

The mural can be seen on the Key Boulevard side of The Gallery at Rosslyn, located at 1800 North Oak Street.

Seventeen panels, ranging in size from four feet to nine feet, depict motion through a sequence of abstract forms resembling botanical shapes.

The project helps liven up what otherwise would have been a blank wall in Rosslyn. The artists' intent was to design an engaging series of images to be enjoyed by passersby on foot or in cars driving by.

To complement the mural, two tile benches by Tom Ashcraft were designed for placement in front of the new apartment building.

### Arts Grants

The Arlington Commission for the Arts makes grants available to artists and arts organizations in Arlington. Applications are

available for projects and programs that will take place between July 1, 2004 and June 30, 2005. The application deadline is Tuesday, January 27, 2004. Guidelines and application form are available for download online. Contact the Arlington County Cultural Affairs Division at 703/228-1850, or e-mail [arts@co.arlington.va.us](mailto:arts@co.arlington.va.us).

### New Marquee at Rosslyn Spectrum

Thanks to **Charles E. Smith, RR**, and the **Arlington County Cultural Affairs Division**, the Rosslyn Spectrum now has a new marquee. Located at the intersection of Wilson Boulevard and N. Kent Street (just below Freedom Park Bridge), the Spectrum is

Rosslyn's best-kept secret and we want more people to know about this incredible musical performance space.

To know what's going on at the Spectrum, sign up for the electronic *Arlington Artsletter* at [www.arlingtonarts.org](http://www.arlingtonarts.org).



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### Commuter Store Locations

**Rosslyn**  
Located in the Rosslyn Center, Mall Level Two, upstairs from the Rosslyn Metrorail Station.  
Mon-Fri 10am-7pm

**Columbia Pike**  
Located at 2928 Columbia Pike, just off South Walter Reed Drive  
Mon-Fri 11:30am-6:30pm  
Sat 10am-3pm

**Crystal City**  
Located in the Crystal City Underground Mall, directly across from Hamburger Hamlet.  
Mon-Fri 10am-7pm

**Ballston**  
Located in the Ballston Common Mall, Level Two, one block from the Ballston Metrorail Station.  
Mon-Fri 10am-7pm, Sat 10am-3pm

*Continued from page 1*

Pasadena, California, Portland, Oregon, Golden and Boulder, Colorado. **Arlington County's Department of Parks, Recreation and Community Resources (PRCR)** will contract with the BID for two of its programs. Beautification, cleaning, and maintenance services will be provided by PRCR's **Parks Division**. Community activities and events will be provided by PRCR's **Cultural Affairs Division**. Regionally, the BID is working in collaboration with **The Georgetown Partnership**, providing support for the popular Georgetown Metro Connection.

In its first year of operations, the BID will focus on five programs: Beautification, Cleaning, and Maintenance; Community Activities and Events; Transportation Parking and Pedestrian Programs; Marketing and Promotion; and Social Service Programs. (See related stories on pages 2, 3, 6 and 7). The BID team will be visible and working in the community. Please welcome them as they work to make Rosslyn a world-class commercial center.

### Jean Minahan to Retire December 31

Jean Minahan, who has served as Rosslyn Renaissance's Administrative Manager since 1999, and is now working in the same capacity for the Rosslyn BID, will be retiring on December 31. For the past four years, Jean has also worked as Event Manager for the Rosslyn Jazz Festival, bringing to that undertaking the same energy, enthusiasm and dedication that she brings to the office. Her loyalty, hard work and good humor will be missed. Congratulations and the best of luck to Jean!



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# Partnership News

## 2003 Rooms with a View Lecture Series Is A Success

Many thanks to our speakers, performers and sponsors for this year's lecture sites: The Rosslyn Spectrum, The Boeing Company, and ABC NEWS 7.



**LIVE PERFORMANCES AT THE SPECTRUM.** Arlington Symphony musicians performed at the Rosslyn Spectrum, which is operated by Arlington County's Cultural Affairs Division. The Spectrum is becoming known as a premiere music venue in the County. For information, go to [www.arlingtonarts.org](http://www.arlingtonarts.org).



**HOMELAND SECURITY.** Col. Randy Larsen (Ret.), director of the Anser Institute for Homeland Security, (left) spoke to a rapt audience at The Boeing Conference Center. The session was moderated by former TIME magazine correspondent Bruce van Voorst, who is currently a member of the Rosslyn Renaissance Board.



**ABC NEWS 7 STUDIO TOURS.** This session was so popular that RR had to schedule three tours, after the first one sold out twice. Many thanks to General Manager Chris Pike, who is a

member of the Rosslyn BID Board of Directors, for leading the tours of ABC's new state-of-the-art facility at 1100 Wilson Boulevard, and allowing RR members to sit in on a live news broadcast. After the tour, the news anchors chatted with the audience at a post-broadcast reception.

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# Rosslyn Calendar

## Concerts at Rosslyn Spectrum, Meetings at RR/BID

**THURSDAY, DEC. 4**  
 LIGHT UP ROSSLYN Ceremony  
 With ABC 7's Leon Harris  
**1100 Wilson Blvd.**, 6:45 pm  
 followed by  
 FREE Holiday Sing-Along  
**Rosslyn Spectrum**, 7PM

**SATURDAY, DEC. 6**  
 County Board meeting

**TUESDAY, DEC. 9**  
 Economic Development  
 Commission, 8 am

**WEDNESDAY, DEC. 10**  
 RR Urban Design Committee  
 12:00 noon  
 Topic: Holladay Corporation's  
 1101 Lee Highway project

**THURSDAY, DEC. 11**  
 LIGHT UP ROSSLYN  
 Rosslyn BID Holiday Party, 4 pm  
 FREE Gospel Concert, 6:30 pm  
**Rosslyn Spectrum**

**SATURDAY, DEC. 13**  
**Rosslyn Spectrum**, 8 pm  
 Liz Calloway

**TUESDAY, DEC. 16**  
 BID Community Events  
 Committee, 10 am

**THURSDAY, DEC. 18**  
 LIGHT UP ROSSLYN  
 FREE Cabaret Concert  
**Rosslyn Spectrum**, 7:30 pm

**WEDNESDAY, JAN. 7**  
 RR BOARD MEETING, 8 am

**WEDNESDAY, JAN. 14**  
 RR - Rosslyn Property  
 Managers Meeting, 10 am

**WEDNESDAY, JAN. 21**  
 RR Urban Design Committee  
 12:00 noon

**WEDNESDAY, FEB. 4**  
 RR BOARD MEETING, 8 am

**WEDNESDAY, FEB. 4**  
 Cystic Fibrosis Foundation  
 Stair Climb  
 1000 Wilson Blvd., Mall Level,  
 5:30 pm

**WEDNESDAY, FEB. 18**  
 RR Urban Design Committee,  
 12:00 noon

**FRIDAY, FEB. 27**  
 ROSSLYN BID BOARD  
 MEETING 8 am

**SATURDAY, FEB. 28**  
**Rosslyn Spectrum**, 8 pm  
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**WEDNESDAY, MARCH 3**  
 RR BOARD MEETING, 8 am

**WEDNESDAY, MARCH 10**  
 RR - Rosslyn Property  
 Managers Meeting, 10 am

### Locations:

All RR and BID meetings held in  
 RR/BID office unless otherwise noted.

All Arl. Co. meetings held in County  
 Building unless otherwise noted. Call  
 RR closer to dates to confirm room  
 numbers and times.

RR/BID office: 1911 N. Fort Myer Dr.,  
 Suite RA-15. [www.rossren.com](http://www.rossren.com)

Rosslyn Spectrum: 1611 N. Kent St.  
[www.arlingtonarts.org](http://www.arlingtonarts.org)

For tickets call 703/228-1850 or  
[www.InstantSeats.com](http://www.InstantSeats.com)

County Meetings: 2100 Clarendon  
 Blvd. [www.co.arlington.va.us](http://www.co.arlington.va.us)

Economic Development Commission:  
 1100 Glebe Road.

[www.arlingtonvirginiausa.org](http://www.arlingtonvirginiausa.org)



## Liz Calloway

**SATURDAY, December 13**

**Rosslyn Spectrum, 8:00 pm**

Liz Calloway, top Broad way singer and actress,  
 nominated for a Tony Award for her performance  
 in *Baby*. Also starred in *Merrily We Roll Along*, *The  
 Three Musketeers*, *Miss Saigon*, and played the role  
 of Grizabella in *Cats* for five years.

## Rosslyn Map and Business Directory NEW

- Lists phone numbers of all retail establishments and business services in Rosslyn – Updated October 2003
- Includes highways and bridges leading into Rosslyn.

COST:	100 Copies	\$ 25
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# Membership

## Members Help Shape Rosslyn's Future

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\*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.

#### 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.

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300+ employees	\$2,000
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### 2003 Membership Campaign

*Continued from page 2*

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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 clearing house on development, and help implement the vision of the Rosslyn Plan.

*Rosslyn Renaissance News* is published three times a year. Call 703/522-6628 for advertising rates.

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