



ROSSLYN



THE ULTIMATE VANTAGE POINT

CONNECTED

IN THE HEART OF THE D.C. AREA, ROSSLYN CONNECTS YOU TO AN EXCITING, URBAN LIFESTYLE. OUR CENTRAL LOCATION, ACTIVE STREETS, BOLD CULTURAL INFLUENCES AND FREQUENT COMMUNITY EVENTS DRIVE THE BUSINESS AND SOCIAL INTERACTIONS THAT FOSTER A DYNAMIC COMMUNITY.

25th Annual Rosslyn Jazz Fest attendees enjoyed the performances of a diverse musical lineup.



A panel of business leaders address questions at the Rosslyn City Social.

CONNECTING THE COMMUNITY

200,000+
PAGE VIEWS ON
ROSSLYNVA.ORG

5,000+
FOLLOWERS ON
SOCIAL MEDIA

300,000+
IMPRESSIONS ON
NEWSLETTERS
AND E-BLASTS

15,500+
COMMUNITY
MEMBERS AIDED BY
AMBASSADORS

6,000+
ROSSLYN E-BLAST
SUBSCRIBERS

115+
NEIGHBORHOOD
MEDIA PLACEMENTS

Numbers based on annual averages

ACCESSIBLE

IT'S EASY TO TOUT A GREAT LOCATION WITH THE BEST VIEWS,
BUT ROSSLYN'S ACCESSIBILITY GOES MUCH DEEPER.

Rosslyn is the area's premier transportation hub offering easy access to the best of the D.C. area. It is one of the most active Metro and bus stops, and is positioned near five major highways and Ronald Regan Washington National Airport. It is accessible by foot, bike, car, Metro, bus and plane – and soon perhaps even by gondola and boat.

Rosslyn is closer to downtown D.C. than much of D.C. itself, providing convenience and cost-savings for clients, employees, residents and consumers. But accessibility is more than just convenience: It translates into actual time and dollar savings for our businesses and the top talent they are looking to attract.

5 MODES OF TRANSIT IN AND OUT OF ROSSLYN



2

MAJOR
BIKE
TRAILS



3

METRO LINES



3

BUS
SYSTEMS



5

MAJOR
ROAD
NETWORKS



10

MINS. FROM
NATIONAL
AIRPORT

30,000
DAILY RIDERS AT THE
ROSSLYN METRO STOP

22,000
PARKING SPOTS
IN 15 BLOCKS

118
BIKES AT 5 BIKESHARE
LOCATIONS

91
OUT OF 100
WALK SCORE

75
OUT OF 100
TRANSIT SCORE
(BEST IN ARLINGTON)

The view from CEB Waterview Conference Center

BOLD

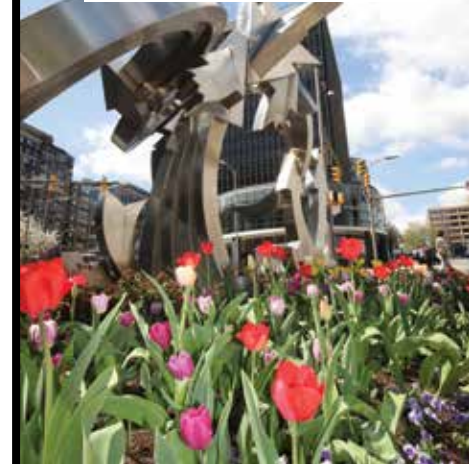
LEAVING A LASTING IMPRESSION: IN ROSSLYN, BOLDNESS IS EMBRACED.

WE CELEBRATE THE CREATIVITY, INNOVATION AND CULTURAL DIVERSITY OF ROSSLYN'S RESIDENTS AND BUSINESSES BY REFLECTING THOSE QUALITIES IN THE BUILDINGS, PARKS AND PATHWAYS THAT CONNECT US ALL.

WE WILL SOON SEE THE COMPLETION OF ROSSLYN'S CENTRAL PLACE PLAZA—A PROGRAMMED TOWN SQUARE ABOVE THE METRO THAT WILL FEATURE A FARMERS' MARKET, EVENTS, OUTDOOR DINING AND, NEARLY 400 FEET ABOVE, AN OBSERVATION DECK WITH 360-DEGREE VIEWS OF THE REGION.

Central Place Plaza will energize the heart of Rosslyn.

SPRING COLOR



35,000
NEW PLANTS & BULBS
IN TWO SEASONAL
ROTATIONS

45,000+
SQUARE FEET OF
LANDSCAPING
PLANTED & MAINTAINED

▲ Before its transformation, a fountain sits unused in Gateway Park.

▼ Completely re-envisioned, The Sand Box play area in Gateway Park opened during the 25th Annual Rosslyn Jazz Fest.



◀ Partnering with The JBG Companies, the BID transformed an unused corner into a social magnet for a variety of events.

Rosslyn's nighttime window pattern provided the inspiration for our unique streetscape design and identity. ▶



THE BID'S STREETSCAPE ELEMENTS PROVIDE AN INVITING AND POWERFUL STREET-LEVEL EXPERIENCE. EACH ELEMENT IS DESIGNED TO ENHANCE THE PEDESTRIAN ENVIRONMENT WHILE SUPPORTING RETAIL ACTIVITY AND FOSTERING SOCIAL CONNECTIONS. THE ENTIRE COLLECTION IS SPECIFICALLY DESIGNED TO REFLECT ROSSLYN'S CONTEMPORARY AND URBAN IDENTITY.



Plaza on 19th Before

Plaza on 19th After

ACTIVE

THERE'S ALWAYS SOMETHING GOING ON IN ROSSLYN.

The Rosslyn community has a unique spirit of energy and excitement. Numerous fitness activities like Bootcamp, Barre in the Park and Zumba classes keep our community active and healthy. Rosslyn is also home to walking and biking trails and the prestigious Marine Corps Marathon.

From movie nights in the park and pop-up beer gardens, to concerts and outdoor markets, Rosslyn has something for everyone. Combine them all and you have a year of activities that engage a record number of people in our community.

Bootcamp registration increases with each session. ►



Pop-up Beer Garden at Plaza on 19th with 600 attendees.



The Lunch at the Beach pop-up event brought out 300 residents and employees.



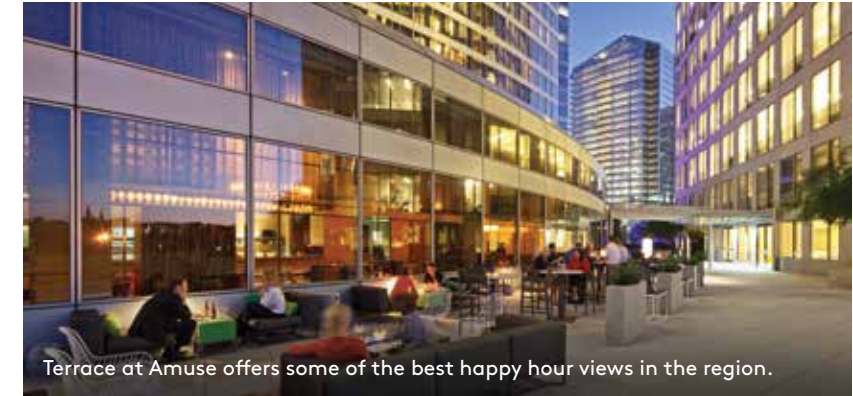
Heavy Seas Alehouse and Kona Grill (right) are popular neighborhood spots.

OUR DINING SCENE IS SURGING. FOOD TRUCKS, OUTDOOR SEATING AND WEEKEND FESTIVALS HELP PROPEL INCREASED NIGHTLIFE AND ACTIVITY AROUND THE COMMUNITY.



100+ RESTAURANTS AND RETAILERS THROUGHOUT ROSSLYN

15+ NEW DINING AND RETAIL OPTIONS OPENED IN THE PAST TWO YEARS



Terrace at Amuse offers some of the best happy hour views in the region.



The annual Holiday Market Festival + Bonfire creates a winter wonderland in Rosslyn's Gateway Park.



Enjoy specialty cocktails like this Caipirinha at Piola.

GROWING

As buildings rise, our streets are filled with additional residents, retailers and public plazas. Since 2010, our residential population has grown by 10 percent.

New restaurants have sparked a movement toward chic, after-hours dining. In fact, more than 15 restaurants have opened or signed a lease in Rosslyn in the past two years. With more exciting mixed-use projects on the way such as 1401 Wilson, Rosslyn Gateway and Rosslyn Plaza, Rosslyn is truly a neighborhood on the rise.

APPROVED



Rosslyn Gateway
1911 N. Fort Myer Dr.

Leed: Platinum (Office)
Silver (Residential & Hotel)
Site Size (Acres): 2.2
Zoning: C-O-Rosslyn
Office SF: 490,056
Retail SF: 26,376
Other SF: 0
Housing Units: 273
Hotel Rooms: 148
Parking Spaces: 875

Ownership: The JBG Companies
Developer: The JBG Companies



1401 Wilson
1401 Wilson Blvd.

Leed: Platinum (Office)
Silver (Residential)
Site Size (Acres): 2.1
Zoning: C-O-Rosslyn
Office SF: 513,611
Retail SF: 52,241
Open SF: 53,000
Housing Units: 274
Hotel Rooms: 0
Parking Spaces: 754

Ownership: Monday Properties
Developer: Monday Properties



Rosslyn Plaza
19th St. N., Arlington Ridge Rd., Wilson Blvd., N. Kent St.

Site Size (Acres): 6.49
Zoning: C-O-Rosslyn
Office SF: 1,810,173
Retail SF: 45,000
Open SF: 108,900
Housing Units: 550
Hotel Rooms: 200
Parking Spaces: 2,168

Ownership: Vornado/Charles E. Smith, Gould Property Company
Developer: Vornado/Charles E. Smith, Gould Property Company



1411 Key
1411 Key Blvd.

Leed: Silver
Site Size (Acres): 0.87
Zoning: RA6-15
Office SF: 0
Retail SF: 0
Other SF: 0
Housing Units: 63
Hotel Rooms: 0
Parking Spaces: 64

Ownership: Insight Property Group
Developer: NVR, Inc.



West Rosslyn Area Planning Study
Wilson Blvd., 18th St., Quinn St.

Leed: TBD
Site Size (Acres): 6.5
GLUP: WRCRD
Office SF: TBD
Retail SF: TBD
Other SF: TBD
Housing Units: TBD
Hotel Rooms: TBD
Parking Spaces: TBD

Ownership: Multiple
Developer: Arlington County, APS, Penzance, APAH

BUILT



Turnberry Tower
1881 N. Nash St.

Leed: Leed Certified
Site Size (Acres): 1.3
Zoning: C-O-Rosslyn
Office SF: 0
Retail SF: 4,400
Other SF: 0
Housing Units: 337
Hotel Rooms: 0
Parking Spaces: 514

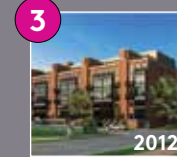
Ownership: 1881 Rosslyn Associates, LLC
Developer: 1881 Rosslyn Associates, LLC



1776 Wilson
1776 Wilson Blvd.

Leed: Platinum
Site Size (Acres): 1.0
Zoning: RA6-15
Office SF: 108,753
Retail SF: 27,996
Other SF: 0
Housing Units: 0
Hotel Rooms: 0
Parking Spaces: 231

Ownership: Invesco Real Estate
Developer: Skanska



Gaslight Square
1700 Clarendon Blvd.

Leed: Leed Certified
Site Size (Acres): 1.4
Zoning: RA6-15
Office SF: 0
Retail SF: 0
Open SF: 31,917
Housing Units: 117
Hotel Rooms: 0
Parking Spaces: 100+

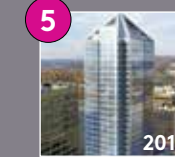
Ownership: Abdo Development
Developer: Abdo Development



Sedona | Slate
1510 Clarendon Blvd.

Leed: Silver
Site Size (Acres): 2.8
Zoning: RA4.8
Office SF: 0
Retail SF: 12,536
Open SF: 31,917
Housing Units: 466
Hotel Rooms: 0
Parking Spaces: 427

Ownership: ASB Real Estate
Developer: The JBG Companies

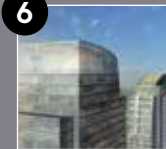


1812 North Moore
1812 North Moore St.

Leed: Platinum
Site Size (Acres): 1.4
Zoning: C-O-Rosslyn
Office SF: 569,739
Retail SF: 11,020
Other SF: 0
Housing Units: 0
Hotel Rooms: 0
Parking Spaces: 480

Ownership: Monday Properties
Developer: Monday Properties

CONSTRUCTION



Central Place
1201 Wilson Blvd. (Office)
1200 Lynn St. (Residential)

Leed: Platinum (Office)
Silver (Residential)
Site Size (Acres): 2.0
Zoning: C-O-Rosslyn
Office SF: 525,000
Retail SF: 44,270
Open SF: 16,000
Housing Units: 377
Hotel Rooms: 0
Parking Spaces: 821

Ownership: The JBG Companies
Developer: The JBG Companies



Union on Queen
1515 N. Queen St.

Leed: Silver
Site Size (Acres): 1.15
Zoning: RA6-15
Office SF: 0
Retail SF: 0
Other SF: 0
Housing Units: 193
Hotel Rooms: 0
Parking Spaces: 218

Ownership: Bozzuto, Wesley Housing Development Corporation
Developer: Bozzuto, Wesley Housing Development Corporation



Hilton Homewood Suites Hotel
1700 Lee Hwy.

Leed: Gold
Site Size (Acres): 1.2
Zoning: C-O-1.5
Office SF: 0
Retail SF: 0
Other SF: 0
Housing Units: 0
Hotel Rooms: 168
Parking Spaces: 99

Ownership: 1700 Lee Highway, LLC
Developer: 1700 Lee Highway, LLC



1.2M
ANNUAL
VISITORS

20,000
WORKERS

13,000
RESIDENTS

400,000
SQUARE FEET
OF RETAIL

10M
SQUARE FEET
OF OPPORTUNITY

BUSINESS-FRIENDLY

ESTABLISHED CONSULTING POWERHOUSES LIKE DELOITTE AND CEB AS WELL AS PROMISING START-UPS LIKE LIVESAFE AND DIVVY CLOUD TELL US THEY CHOSE THIS NEIGHBORHOOD BECAUSE ITS DENSELY POPULATED, URBAN ENVIRONMENT IS A MAGNET FOR THE WELL-EDUCATED WORKFORCE THEY NEED.

ACCESS TO A STRATEGIC DEMOGRAPHIC

Eighty-one percent of our 20,000+ employees have college degrees or higher, and 87 percent of our 13,000+ residents are white collar workers. With a median age of 33 and an average household income of \$126k, young and able might be an understatement.

In addition, Arlington County has launched a number of business-oriented initiatives, including the recently established Connect Arlington – the proposed, lightning fast, dark fiber system that will revolutionize the way our community connects to the Internet.

A GLOBAL CENTER FOR BUSINESS

Rosslyn, which has a lower tax and operating cost than D.C. markets, is a hub for numerous business sectors and industries. From aerospace and finance to government contracting and management consulting, Rosslyn provides companies an unparalleled opportunity to foster productive connections and relationships.

We offer powerful views for powerful companies. Many of the region's most important organizations have their roots right here, including the Washington Business Journal, CEB, BAE Systems, Skanska, Politico, Deloitte, and The Carlyle Group.

IN GOOD COMPANY



THE CARLYLE GROUP
GLOBAL ALTERNATIVE ASSET MANAGEMENT

Deloitte.

WASHINGTON
BUSINESS JOURNAL

POLITICO

100+
RESTAURANTS
& RETAILERS

50,000 SF
OF RETAIL
IN THE MAKING

\$3B+
OF NEIGHBORHOOD
INVESTMENT

10,000,000 SF
OF OPPORTUNITY

\$20 – 40K
LESS IN EMPLOYEE
EXPENSES

1 FLOOR
OF RENTED OFFICE SPACE
CREATES
200 JOBS
AND
\$100K
IN TAX REVENUE

Turnberry Tower and 1812 N Moore bathed in sunset.

ENTERPRISING

FROM TURNING CONCRETE ALLEYS INTO COLORFUL PLAZAS TO INSTALLING PUBLIC ART AND HOSTING POP-UP BEER GARDENS, THE ROSSLYN BUSINESS IMPROVEMENT DISTRICT'S IMPACT IS FELT EVERY DAY ON THE STREETS OF ROSSLYN.

By improving the Rosslyn experience one corner at a time, we not only make our community a more engaging, fun place to be, but we also directly support the area's businesses and drive revenue.

The Rosslyn BID serves as a change agent, community builder and connector for the community. To ensure smart growth, we work closely with the County and our stakeholders to communicate the policies, processes and planning activities that will achieve our shared vision of Rosslyn as the area's premier urban center.

In addition, our role in long-range planning and convening of multi-sector groups helps ensure that important and large-scale regional projects such as transportation improvements, access to the Potomac River, and the Realize Rosslyn Sector Plan come to fruition and have a positive impact on our neighborhood.

ROSSLYN BID PROGRAMS

- ▶ Ambassador Program (Cleaning, Maintenance and Hospitality)
- ▶ Beautification and Public Realm Enhancement
- ▶ Homeless Assistance Program (Social Services Coordination)
- ▶ Marketing and Promotion
- ▶ Community Activities and Events
- ▶ Support for Culture, Arts and Innovation
- ▶ Urban Design

TRANSFORMATION

Rosslyn's unique access, bold cultural influences, sleek urban design, prominent companies and sense of community all work together to define Rosslyn as the area's premier, mixed-use urban center.

Walking through Rosslyn on a weekday afternoon, you are just as likely to encounter a pop-up beer garden or a Bootcamp class in Gateway Park as you are a business lunch at one of the 15 new restaurants that have opened in the last two years. On the weekend, cyclists ride trails along the Potomac from one of the most active Bikeshare hubs in the region and young professionals enjoy brunch along the Rosslyn-Ballston corridor.

Our community offers a prestigious location for innovative companies seeking a powerful vantage point, a diverse neighborhood for active individuals and a destination for those seeking an urban experience.

This is how we keep Rosslyn connected and how Rosslyn connects us all.



ROSSLYN BUSINESS IMPROVEMENT DISTRICT

1911 NORTH FORT MYER DRIVE, SUITE LL-10

ARLINGTON, VA 22209

703-522-6628

ROSSLYNVA.ORG

🐦📷/ROSSLYNVA

ON THE COVER: Dining at the Key Bridge Terrace at Hyatt Arlington ►