

ROSSLYN

REACH NEW HEIGHTS

Rosslyn is a vibrant urban neighborhood that is tightly connected to the best the region has to offer.



IMAGE © David Hills

CELEBRATING 20 YEARS

Celebrating 20 Years of Community



Mary-Claire Burick
President, Rosslyn BID



Our region is in transition. The future of our urban communities depends on our ability to evolve and keep pace with new ways of living and working. This pivotal moment requires us to think differently and work together, embracing the emerging trends and leveraging lessons learned for the next decade of transformation of our urban places.

Solid partnerships are vital to the resiliency of our community, and we at the Rosslyn Business Improvement District are grateful to have built collaborative relationships with our property owners, businesses, residents, retailers, and Arlington County Government. As a result, Rosslyn remains strong, connected, and

focused on the future.

Rosslyn is entering an era of change while continuing to provide the best attributes of a 21st century urban neighborhood.

As we mark the 20th anniversary of the founding of the Rosslyn BID, 2023 is a year to celebrate. In two short decades, the BID has provided the strategies, tools, and leadership that have helped to make Rosslyn the vibrant and dynamic community it is today, with more excitement on the way.

We invite you to visit Rosslyn and experience firsthand what we've become... and we encourage you to get involved and join us in building our future!

Rosslyn of Today . . . and Tomorrow

When you visit Rosslyn, you'll find people biking or running on the many trails, doing yoga in the park, meeting for coffee with colleagues, enjoying happy hour at one of the many outdoor patios, or exercising with their pets at the dog park.

Today's Rosslyn is an inviting, mixed-use community that has also become an educational hub for students of all ages, from middle and high schoolers at H-B Woodlawn and the Eunice Kennedy Shriver Program to those pursuing advanced degrees at UVA's Darden School of Business and Northeastern University Arlington.

As the gateway to the region, Rosslyn is poised for growth, leveraging a robust talent pipeline with a rapidly growing concentration of data and AI tech. New developments and additional amenities are further bolstering this urban neighborhood, adding to the distinctive skyline, and positioning Rosslyn as a desirable place to work and live.



For decades, Monday Properties has invested in Rosslyn, because we know it's one of the most desirable destinations in the greater Washington, D.C. area. From the prominent location and incredible river views to the access to talent and active lifestyle, Monday Properties is proud to be a leader in the Rosslyn community. We are excited to continue cultivating experiences that contribute to the growth of the region."

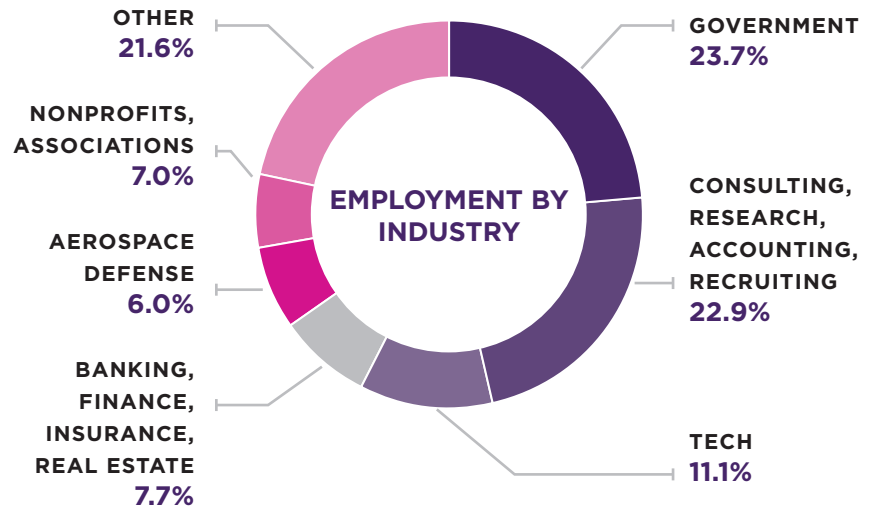
Tim Helmig, Managing Partner, Monday Properties

A Global Center for Business

Rosslyn offers companies a premier location and business amenities to flourish in a 21st century economy. Attracting companies of all sizes, Rosslyn is the ever-growing home to Fortune 500 companies, recognized technology brands, startups at all stages of growth, and cadres of professional services and creative firms. The notable concentration of data science, predictive analytics, and AI companies is well suited for Rosslyn's highly educated workforce and economic growth opportunities.

In the heart of the region with robust transportation options, employees are just minutes from the Nation's Capital and both Ronald Reagan National Airport and Dulles International Airport. Enjoying sweeping views of the region, including the Potomac River and D.C.'s monuments, Rosslyn employees have access to world-class coworking hubs, conference facilities, and event spaces like UVA Darden Sands, Convene, and WeWork, to name a few.

Rosslyn's state-of-the-art facilities support business success, as does the walkable environment and lifestyle amenities that keep employees productive, active, and engaged.



At Nestlé, it's all about our people. We have been transforming our culture and our business, taking a people-first approach where innovation, growth, and collaboration are embedded into our DNA. Relocating our U.S. headquarters to Rosslyn was an important first step in this journey, and as we hit that five-year anniversary, it's clear that the benefits of that decision have panned out — it has enhanced our ability to attract and retain the most innovative talent, and ultimately helped accelerate our growth strategy and business transformation."

Steve Presley, CEO, Nestlé North America

20,000+ EMPLOYEES	36 MEDIAN AGE	76% BACHELOR'S DEGREE OR HIGHER	1,000+ BUSINESSES	3 METRO LINES (BLUE, ORANGE, SILVER)	3 BUS SYSTEMS
11,000+ RESIDENTS			100+ RESTAURANTS AND RETAILERS		DIRECT ACCESS TO 2 AIRPORTS



As a dedicated government partner, Microsoft's Federal organization is committed to providing innovative technology to tackle the toughest challenges facing our country. Our proximity to the nation's capital was critical as we looked to expand our presence in the D.C. metro area. The new office in Rosslyn features a state-of-the-art customer technology center and provides collaborative workspaces with the goal of fostering an inspiring environment to enable us to deliver our best work."

Rick Wagner, President, Microsoft Federal

A SAMPLING OF COMPANIES IN ROSSLYN



Keeping 30,000+ People Active and Happy

Those who live and work in Rosslyn appreciate an expanding array of activities, outdoor amenities, and community events. Arlington has once again been named the fittest city in the U.S. and has received A+ grades in schools, health and wellness, nightlife, and family life.

Rosslyn is doing its part to keep its people and pets active and engaged; the BID hosts and supports more than 100 events per year, several of which keep the community moving, like bootcamp, yoga, and the Marine Corps Marathon. Rosslyn's easy access to over 49 miles of the region's networks of multi-use trails, including the Mount Vernon Trail, encourages residents and visitors to take advantage of the beautiful sights and scenery which connect Rosslyn to the best of the Washington, D.C. region.



“With so many employees, residents, and visitors in a 17-block radius, plus proximity to the Metro, Rosslyn's Open Road and Salt restaurants have seen tremendous success. Our award-winning team loves this lively neighborhood, which combines the energy of a tight-knit community with the culture and diversity of an urban location. We are proud that our restaurants have quickly become a favorite destination for locals and visitors. In fact, Salt is a finalist for this year's prestigious RAMMY awards for Best Cocktail Program, which will continue to fuel our success here.”

Matt Carlin, President, Metropolitan Hospitality Group

A SAMPLING OF RETAILERS AND AMENITIES IN ROSSLYN



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ACCESS TO 49+ MILES OF REGIONAL TRAILS


- 50+ PARKS & GREEN SPACES**



- 10,000+ SF DOG PARK**

7 GYMS & FITNESS CENTERS

- 100+ BID EVENTS PER YEAR**



“Rosslyn provides access to a talented workforce in tech fields like cyber and AI, as well as proximity to our clients; both are critical to the success of Deloitte's growing government and public services practice. With its many outdoor trails, parks, and public open spaces, Rosslyn also offers many opportunities for us to foster teamwork and strengthen our professional relationships. Last year, we spent part of Deloitte's annual day of service in Gateway Park, where we came together as a team to celebrate the impact our people make throughout the year in the local community.”

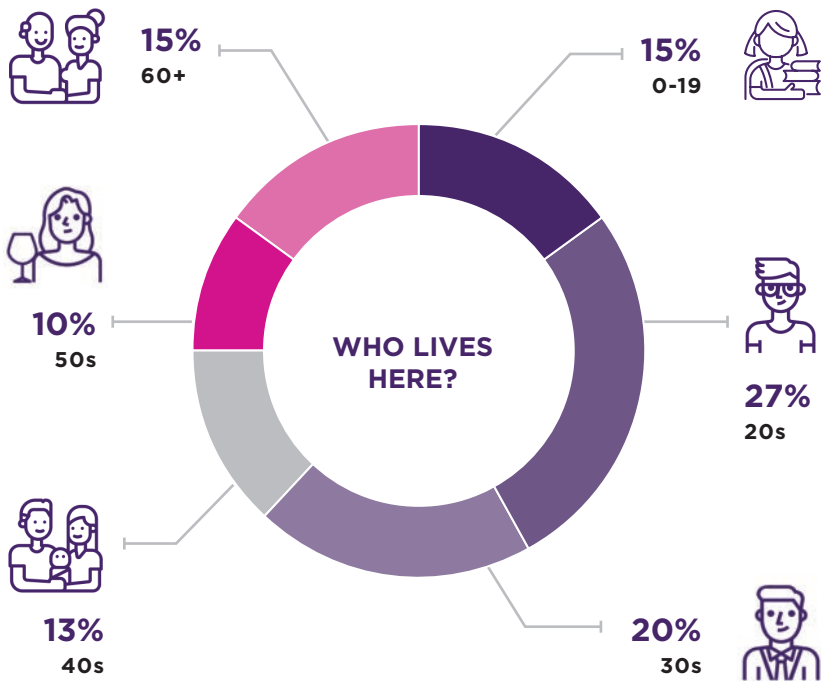
Jeremy Blank, Greater Washington Managing Partner, Deloitte

WELCOME HOME

From Successful Commercial District to Full-Fledged Community

Rosslyn is taking urban living to new heights — millennials, young families, and empty nesters are flocking to this desirable neighborhood as they discover that Rosslyn has residences, amenities, and activities for every lifestyle.

With some of the best views in the region, local restaurants and shops within walking distance, and easy access to green spaces and parks, Rosslyn residents enjoy all the convenience this safe, welcoming, and unique location offers.



RESIDENTIAL CONTINUES TO GROW

Since 2020, Rosslyn’s multifamily residential inventory has grown by 65% and is projected to grow another 20% in the coming years.



*Includes (Under Construction, Approved & Planned)



Unlocking the future of Rosslyn

This neighborhood is thriving, and its future is bright thanks to a slew of exciting mixed-use developments underway and planned.

This level of investment in the Rosslyn community

is monumental. Approved projects in the pipeline are anticipated to deliver \$11B in new investments and additional community amenities, further solidifying Rosslyn as a desirable 15-minute city.

RECENTLY COMPLETED PROJECTS:



Cortland Rosslyn

Cortland Rosslyn is a luxury apartment community delivered in 2021. Two distinct towers offer 786 versatile residences ranging from studios to three bedrooms, upscale amenities, and inviting community spaces. Many units have private balconies with scenic views of the Rosslyn skyline, Potomac River, and D.C. monuments. Amenities are endless with rooftop terraces and pools, a craft beer lounge, a billiards room, an exhibition kitchen, a coworking space, and a winery-inspired clubroom. Cortland Rosslyn is part of The Highlands development, which also includes:

- Ground-floor retail
- 755 seat school, The Heights
- Fire Station #10
- Rosslyn Highlands Park



Rosslyn City Center

American Real Estate Partners transformed and repositioned the former Rosslyn Metro Center into a vibrant mix of world-class office space, captivating retail, and impeccably crafted amenities. The 23-story, 400,000 SF Rosslyn City Center provides three levels of curated retail and 62,000 SF of lifestyle and wellness amenities steps from the Rosslyn Metro Station.

- \$35M state-of-the-art renovation
- Custom designed and move-in ready suites with flexible, tech-advanced conference spaces
- Assembly Food Hall, an award-winning, 20,000 SF F&B mecca
- 28,000 SF Gold's Gym

DEVELOPMENTS UNDERWAY:



1900 Fort Myer Drive

Dittmar Company is transforming the former Holiday Inn site into a new iconic mixed-use project featuring luxury apartments, Rosslyn Towers, and a full service 36-story four-star Hilton hotel. The project, named The Key, is expected to be delivered in spring 2024 and 2026 respectively. The 28-story residential tower features studio, one, two, and three-bedroom floor plans with first-class finishes to rival the unmatched location and views of the region. The Hilton hotel will include a ballroom, conference facilities, a full-service restaurant, and a 7,000 SF rooftop event space.

- 517 residential units
- 331 hotel rooms
- 14,000 SF of Class A retail space
- 28,000 SF of flexible meeting and event space
- 30,000 SF of rooftop deck and amenity space

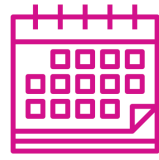


1901 North Moore Street

Jefferson Apartment Group is transforming the former RCA site at 1901 North Moore Street to a 27-story mixed-use residential property featuring striking architecture, a best-in-class amenities package, unparalleled views of the iconic Key Bridge and Potomac River, and a plaza with ground-floor retail. A glass skybridge—complete with a glass floor allowing birds-eye views of the elevated plaza over 200 feet below—connects the two residential towers and is a showcase community amenity.

- 422 luxury apartments ranging from studios to 3 bedrooms and den residences
- 11,000 SF of retail space
- Streetscape and pedestrian enhancements
- Biophilic design features
- Rooftop featuring a resort pool and 360-degree observation deck with unobstructed views

YOU'VE GOT PLANS IN ROSSLYN!



Celebrating 20 years
of great events



May

- City Social
- Bike to Work Day
- Boot Camp with Coach Vic
- Freshfarm Farmers Market (through October)

June

- Rosslyn Cinema
- LGBTQ+ Meetup
- Rosslyn Rookies

July

- Rosslyn Rocks Concerts
- Rosslyn LIVE!

August

- National Dog Day Celebration
- Dating Event

September

- Rosslyn Jazz Fest
- Rosslyn Reads
- Zen in the City

October

- Rosslyn Cinema
- Cider Fest
- Boot Camp with Coach Vic
- Howl-O-Ween
- Marine Corps Marathon

Holiday Season

- Tree Lighting
- Holiday Market

VISIT [ROSSLYNVA.ORG/EVENTS](https://rosslynva.org/events) FOR
THE FULL SCHEDULE OF HAPPENINGS!

FOLLOW [@ROSSLYNVA](https://twitter.com/rosslynva) FOR
THE LATEST NEIGHBORHOOD NEWS!

Thank you to Chris Ferenzi, David Hills, Sam Kittner, Paul Montgomery, and Daniel Swartz whose photos are featured throughout this spread.