ROSSLYN

THE ULTIMATE VANTAGE POINT

GEORGETOWN 3 Minutes
K STREET 10 Minutes
KENNEDY CENTER 5 Minutes
THE CAPITOL, WASHINGTON MONUMENT & UNION STATION 4 Miles
NATIONALS PARK 5.6 Miles
THE PENTAGON 5 Minutes
NATIONAL AIRPORT 3.4 Miles
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.

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.

CONNEcTED

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.
ROSSLYN

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 Reagan 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.

ACCESSIBLE

5 M O D E S O F T R A N S I T I N A N D O U T O F R O S S L Y N

2 MAJOR BIKE TRAILS
3 METRO LINES
3 BUS SYSTEMS
5 MAJOR ROAD NETWORKS
10 MINS. FROM NATIONAL AIRPORT

The view from CEB Waterview Conference Center

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)
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.

35,000 NEW PLANTS & BULBS IN TWO SEASONAL ROTATIONS

45,000+ SQUARE FEET OF LANDSCAPING PLANTED & MAINTAINED

Central Place Plaza will energize the heart of Rosslyn.

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

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

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.
The Roslyn 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. Roslyn 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, Roslyn has something for everyone. Combine them all and you have a year of activities that engage a record number of people in our community.

**ACTIVE**

There’s always something going on in Roslyn.

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Bootcamp registration increases with each session.

375 people signed up for Bootcamp, spiking our website and e-mail traffic to its highest of the year.

26,000+ total attendance for Roslyn events.

9,000 Capital Bikeshare trips a month from the top three most active stations in Arlington, all located in Roslyn.

100+ events.

1,098 hours of Ambassadors event support.

80,000+ attendees at Marine Corps Marathon.

26,000+ total attendance for Roslyn events.

9,000 Capital Bikeshare trips a month from the top three most active stations in Arlington, all located in Roslyn.

100+ events.

1,098 hours of Ambassadors event support.

80,000+ attendees at Marine Corps Marathon.
Heavy Seas Alehouse and Kona Grill (right) are popular neighborhood spots.

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

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

100+ RESTAURANTS AND RETAILERS THROUGHOUT ROSSLYN

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

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

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

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. More 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 Place, Rosslyn is truly a neighborhood on the rise.

BUILDS

CONSTRUCTION

APPROVED

1920 North Moore-154,700 SF
  Developer: The JBG Companies
  Ownership: The JBG Companies
  Leed: Gold
  Parking Spaces: 480
  12 West Rosslyn area
  Ownership: The JBG Companies
  Development Corporation
  Developer: NvR, Inc.
  Zoning: C-O
  Site Size (acres): 0.9
  Hotel Rooms: 0
  Office Sf: 16,000
  Retail Sf: 108,900
  Leed: Platinum (Office)

754 8th St.-705,000 SF
  Developer: Skanska
  Ownership: Skanska
  Zoning: C-O
  Site Size (acres): 0.8
  Hotel Rooms: 0
  Office Sf: 44,270
  Retail Sf: 108,753
  Leed: Gold

Hilton Homewood-274,000 SF
  Developer: Bozzuto, Development Corporation
  Ownership: NvR, Inc.
  Zoning: C-O
  Site Size (acres): 1.0
  Hotel Rooms: 64
  Office Sf: 377
  Retail Sf: 16,000
  Leed: Certified

1776 Wilson Blvd.-140,000 SF
  Developer: JBG Companies
  Ownership: JBG Companies
  Zoning: C-O
  Site Size (acres): 1.0
  Hotel Rooms: 0
  Office Sf: 45,000
  Retail Sf: 108,900
  Leed: Certified

651 12th St.-115,000 SF
  Developer: NvR, Inc.
  Ownership: NvR, Inc.
  Zoning: C-O
  Site Size (acres): 0.8
  Hotel Rooms: 0
  Office Sf: 30,000
  Retail Sf: 108,900
  Leed: Platinum (Office)

2900 N. Nash St.-108,600 SF
  Developer: JBG Companies
  Ownership: JBG Companies
  Zoning: C-O
  Site Size (acres): 0.9
  Hotel Rooms: 0
  Office Sf: 40,000
  Retail Sf: 108,753
  Leed: Certified

1881 N. Nash St.
  Ownership: JBG Companies
  Developer: JBG Companies
  Zoning: C-O
  Site Size (acres): 0.8
  Hotel Rooms: 0
  Office Sf: 377
  Retail Sf: 16,000
  Leed: Certified

611 Key Blvd.-86,000 SF
  Developer: NvR, Inc.
  Ownership: NvR, Inc.
  Zoning: C-O
  Site Size (acres): 1.0
  Hotel Rooms: 0
  Office Sf: 40,000
  Retail Sf: 108,753
  Leed: Certified

1411 Key Blvd.
  Ownership: The JBG Companies
  Developer: Skanska
  Zoning: C-O
  Site Size (acres): 1.0
  Hotel Rooms: 0
  Office Sf: 40,000
  Retail Sf: 108,753
  Leed: Gold

1700 N. Nash St.-85,000 SF
  Developer: JBG Companies
  Ownership: JBG Companies
  Zoning: C-O
  Site Size (acres): 0.8
  Hotel Rooms: 0
  Office Sf: 40,000
  Retail Sf: 108,753
  Leed: Certified

1401 Wilson Blvd.
  Ownership: The JBG Companies
  Developer: JBG Companies
  Zoning: C-O
  Site Size (acres): 1.0
  Hotel Rooms: 0
  Office Sf: 40,000
  Retail Sf: 108,753
  Leed: Certified
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.
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

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, with its 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 to 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.