

- **Rosslyn resident survey:
top request — better
quality restaurant and bar**
- **Iconic Main and Main
Location!**
- **Unparalleled visibility**
- **Incredible, vibrant
neighborhood**



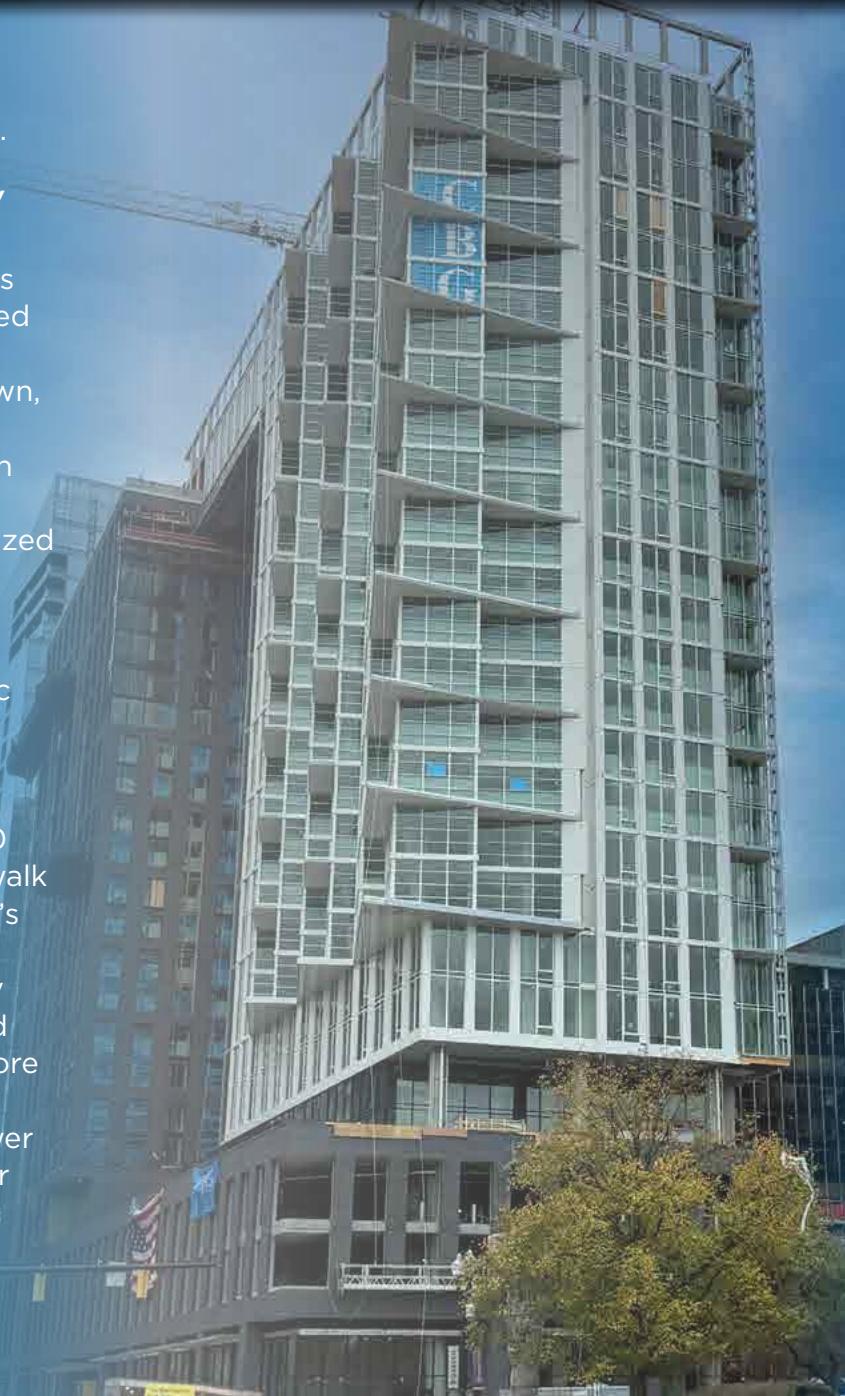
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J Rivelle is a dramatic refashioning of this prominent corner in Rosslyn. The 27-story building will feature 422 luxury residential units, **11,284/sf** of cutting-edge retail space with dramatic streetscape improvements and public art contributions. Located on the footpath leading from the Rosslyn Metro station to Georgetown, this location has prominent retail frontage on Lynn St., Rosslyn's Main Street, and is directly across from Gateway Park, which will be revitalized starting in 2026.

Rosslyn features the area's highest skyline perched above the Potomac River and Georgetown. Rosslyn is evolving from Arlington's primary office district into a more balanced neighborhood. Already over 16,000 residents live within a ten-minute walk of the Rosslyn Metro station. There's energy emanating from the many residential projects, from Turnberry Tower to Sedona and Slate, that led the way in the 2010s. Now, even more upscale luxury residential projects including J Rivelle and Rosslyn Tower (1900 N. Fort Myer Drive) are under



construction, placing new residents in the heart of the neighborhood. They follow on the heels of The Highlands which added 780 luxury apartments (Aubry and Evo). Next on the horizon is the fully entitled One Rosslyn project across the street from J Rivelle. It will offer 862 luxury residential units in three towers. Snell Properties plans on redeveloping the Ames Center with 788 residential units. Monday Properties is also planning a 830-unit development to include an upscale grocery at 1401 Oak St. The future redevelopment of the former Key Bridge Marriott site is called Potomac Overlook and will feature 1,775 luxury residential units and a 200-room hotel. JBG Smith is proposing to add hundreds of new apartments and an office building on their Rosslyn Gateway site.

Gateway Park is a focal point for Rosslyn. Arlington has committed over \$30 million to reimagine the park with construction to commence in 2026. Gateway Park hosts signature events like the Rosslyn Jazz Festival held annually in September.

Demand Drivers



422

Units



27

Stories



1.8K+

New Housing Units
Projected by 2030



88

Walk Score



85

Bike Score



40K+ SF

New Retail Space
Projected By 2030



11,284

Retail SF



4.5M

Annual Visitors



0.2

Miles Away from the
Rosslyn Metro, with 15,000+
Riders Per Day (2 Minute
Walk / per Rosslyn BID)

Busiest Metro Station in VA



61,281

Daytime
Employment
(One Mile Radius)



225,729

Daytime
Employment
(Two Mile Radius)



BUILDING NAME	UNITS	EXISTING	NEW	PROPOSED
The Key / Rosslyn Towers	514			2024
Turnberry Tower	247	2009		
Central Place	377	2017		
The Belvedere	525			
Sedona/Slate	474	2013		
River Place	1650			
Waterview	138	2008		
Pierce	104	2021		
The Highlands	890	2021		
1400 Oak Street	42			
1800 Oak Apartments	314			
Bennett Park Apartments	224			
Cortland Arlington	786			
London Normany House	196			
1950 N. Lynn / J. Rivelle	422		2026	
Total Units	6,903			
One Rosslyn	862			2028
Key Bridge Marriott	1,775			Date TBD
Ames Center	700			Date TBD
1401 Wilson Boulevard	830			Date TBD
Total Units	4,167			

EXISTING AND NEW

PROPOSED



The Rosslyn Neighborhood

Over 1,000 hotel rooms / Over 6,900 existing apartments and condos /
Over 4,100 additional apartments and condos under construction or planned

Key Bridge Redevelopment

15 1,775 Luxury Units
200 Room Hotel

The Key / Rosslyn Towers

1 514 Luxury Units
Hilton Hotel
Locket

Turnberry Tower 1881 N. Nash St.

2 247 Luxury
Condo Units

Central Place 1800 N. Lynn St.

3 377 Luxury Units
Roll Play

Other Fast Casual Restaurants

4 1812 N. Moore St.
Office Only

5 Ames Center
1820 N. Ft. Myer Dr.
Proposed 700
Luxury Apartments

6 The Belvedere
525 Units

15



Gateway Park

1401 Wilson Blvd.

14 830 Luxury Units Planned
Upscale Grocery Proposed

One Rosslyn

1901 and 1911 N. Ft. Myer Dr.

13 3 Buildings

862 Luxury Units Planned
Delivers 2028

13

12

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The Rosslyn Neighborhood

MAJOR EMPLOYERS

- 1 CEB
- 2 CoStar
- 3 Gartner
- 4 Gerber
- 5 Graham Holdings Company
- 6 Grant Thornton
- 7 Kearney
- 8 Microsoft
- 9 NEC Corporation of America
- 10 Nestle
- 11 PWC
- 12 Raytheon Company
- 13 SAS Institute
- 14 SRI International
- 15 US Department of State
- 16 US Postal Service Insp. Gen.
- 17 WJLA

OFFICE DEVELOPMENTS

- 18 International Place
- 19 Rosslyn City Center
- 20 Central Place Plaza
- 21 Twin Towers
- 22 Convene

METRO

- 23 Rosslyn Metro Station

RESTAURANTS

- 24 Sfogliana
- 25 Barley Mac
- 26 Inca Social
- 28 Salt
- 29 Open Road
- 30 Bethesda Bagels
- 31 Ravenna
- 32 Locket
- 33 Wonder Food Hall
- 34 Upside
- 35 Seoul Spice
- 36 Nando's

RETAIL

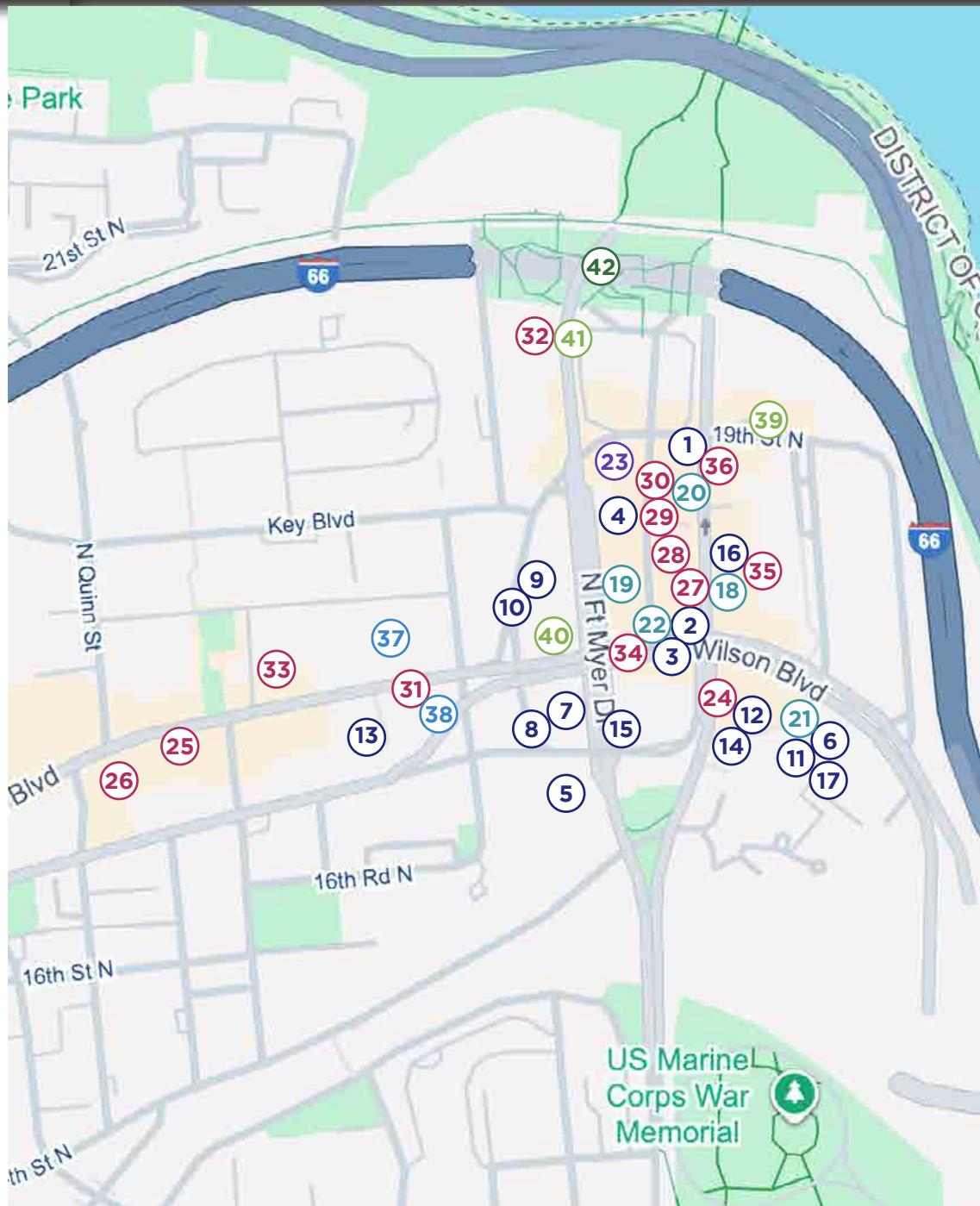
- 37 Safeway
- 38 Target

HOTELS

- 39 Le Meridien Arlington
- 40 Hyatt Centric Arlington
- 41 Hilton

PARKS

- 42 Gateway Park



Rosslyn hosts 90+ events annually, driving consistent foot traffic and attracting both local and regional audiences. Rosslyn BID programming spans signature festivals, seasonal series, and community-focused experiences—creating multiple touchpoints to attract visitors and support local businesses.

According to the Rosslyn BID's most recent perception survey, respondents who attended at least one BID event were twice as likely to report a strong sense of belonging in Rosslyn. In addition to driving foot traffic, the Rosslyn BID also partners with local retail and restaurants to promote them through experiential integration into events.

WEEKLY FARMERS MARKET

May - October

Wednesdays, 2-6 PM — fresh produce, prepared food, and local goods

LUNAR NEW YEAR

February

Cultural celebration featuring traditional performances and family activities

ROSSLYN ROCKS

Summer

Live concert series with regional and local artists

ROSSLYN CHEER

December

Multi-day holiday celebration with festive entertainment, a tree lighting, and holiday market

ROSSLYN READS & SPRINGS MARKET

April / May

Books, vendors, and seasonal programming

ROSSLYN CINEMA

Summer

Outdoor movie nights

ROSSLYN LIVE

Summer

Short series of live entertainment performances

ROSSLYN JAZZ FEST

September

Held in Gateway Park; attracts crowds up to 6,000+ attendees

FALL FEST

October

Seasonal food, drinks, music, and family-friendly activities

ROSSLYN, VA

DEMOGRAPHICS



16K

Residents
in Rosslyn Proper



32

Median Age



76%

Hold a Bachelor's
Degree or Higher



305.2k

2028 Population
(within 3 miles)



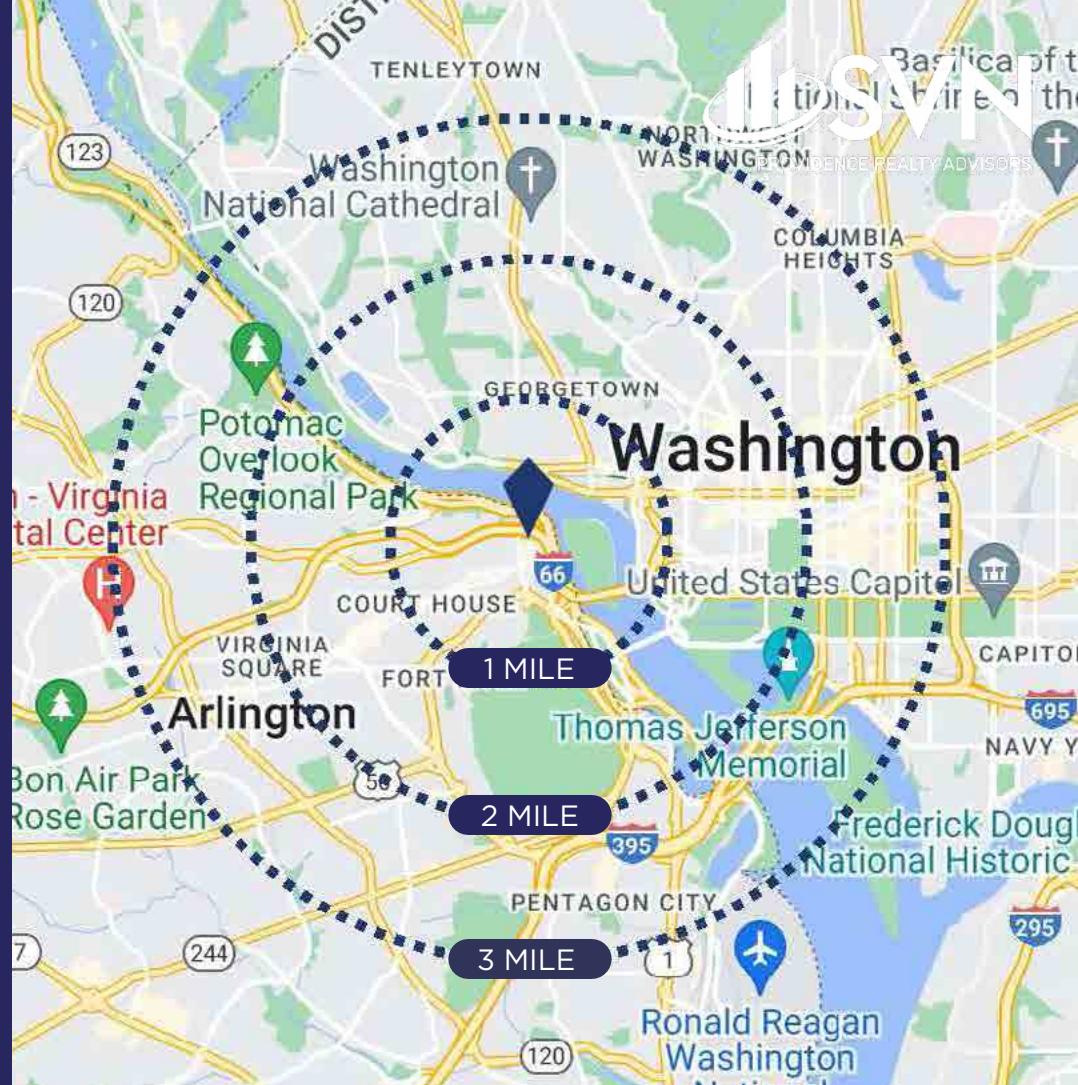
25K

Employees
in Rosslyn Proper



\$179K

Average
Household Income



POPULATION	1 MILE	2 MILE	3 MILES
2023 Population	35,433	112,496	315,297
2028 Population	35,013	109,334	305,847
2023 Average Age	36	36	37
HOUSEHOLDS			
2023 Households	19,127	57,356	165,409
2028 Households	18,898	55,423	159,694
Median HH Income	\$122,763	\$126,137	\$123,508
Average HH Size	1.7	1.8	1.8
HOUSING			
Median Home Value	\$793,501	\$836,761	\$786,370
Median Year Built	1979	1967	1968

Gateway Park

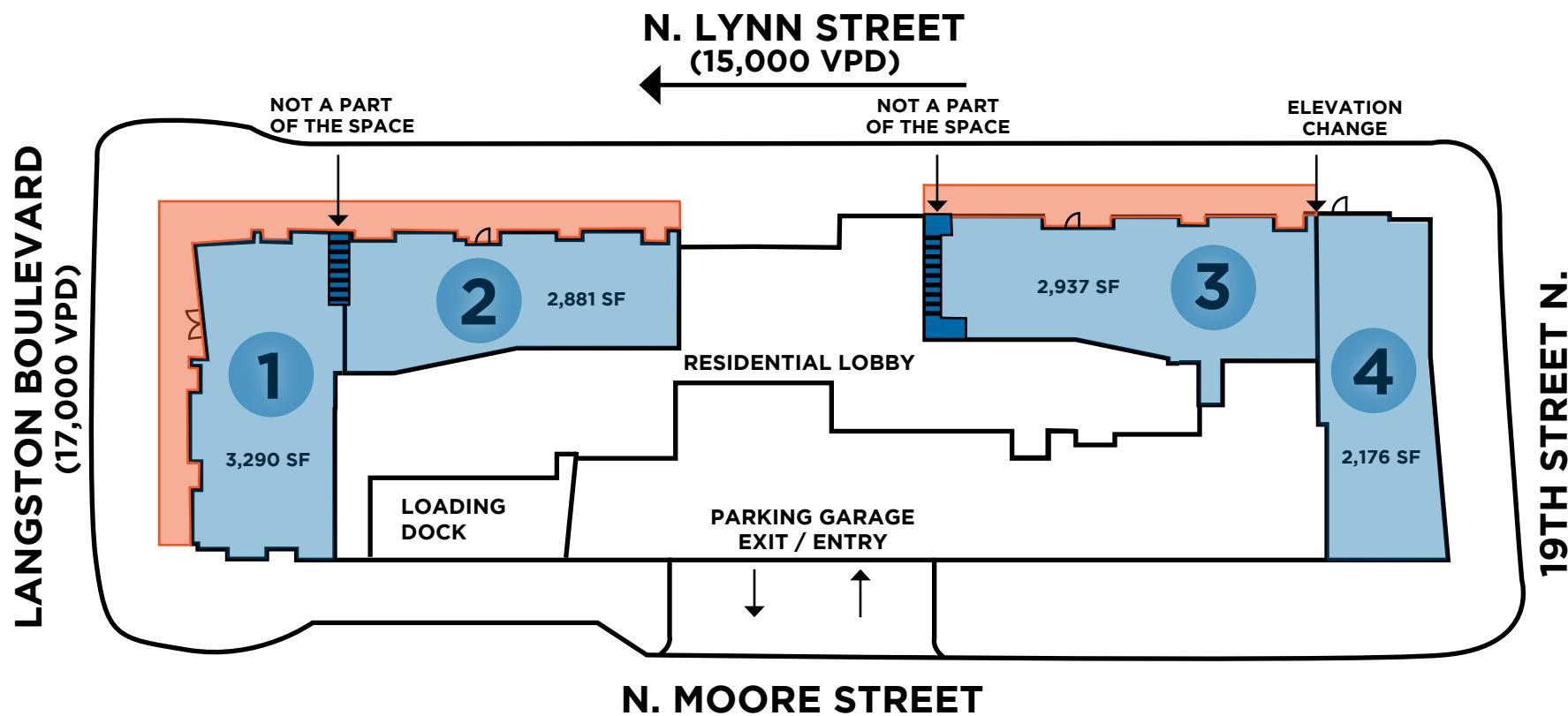
Master Plan and Design Guidelines

J. Rivelle
1950 N. Lynn St.



An urban oasis coming in 2026 designed by the same group who designed the Highline in NYC





SEEKING BEST IN CLASS RETAILERS AND RESTAURANTS



Watch the Progress

Scan or click QR codes to view Matterports

Retail 1

Flagship Corner Restaurant Opportunity – can be combined with Retail 2



Retail 1



Retail 2

Retail 1



Retail 2



Retail 4

Retail 3



Retail 3



Retail 4

Flagship Corner Financial Institution Opportunity – can be combined with Retail 3



Retail 4



If You Want In On This...

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