Boosted by the overhauls of Ballston Exchange and Ballston Quarter, the western end of the thriving Rosslyn-Ballston corridor is a renewed retail destination that has recently attracted dozens of retailers including Quarter Market, Salt Line, Shake Shack, Silver Diner, Target, True Food Kitchen and VIDA Fitness.
The reimagined mall features an exciting mix of dining and entertainment options, including 5 Wits, Cookology, Quarter Market, Punch Bowl Social and Whino.

**Ballston Highlights**

- 110,000 SF Under Construction Retail
- $111,124 Median Household Income
- 27,000 Traffic Count
- 1,075 Hotel Rooms

**Ballston Quarter**

- Ballston CrossFit
- SER The Melting Pot
- Booeymonger Sola Salon Studios
- NW Credit Union Starbucks
- Buffalo Wild Wings
- Bistro 1521 Stageplate Bistro
- Cheesetique Mussel Bar & Grille Sweet Leaf Total Wine & More
- Good Doughnut Co.
- Solidcore
- Jimmy John’s Super Pollo Sweet Leaf
- Bangkok Bistro Chipotle Which Wich
- Salt Line (2020) Vida Fitness (2020)
- &pizza Gold’s Gym Spokes Etc.
- Unleashed by Petco
- Subway Urban Tandoor
- Buzz Bakeshop Rustico Sweetgreen
- Cava Grill Dirt Philz Coffee
- CorePower Yoga Dunkin Donuts Orangetheory Fitness Shake Shack We the Pizza
- Mike’s Cafe
- Big Buns Burgers Grand Cru Nando’s Peri-Peri
- Pinzimini
- Crafthouse P.F. Chang’s
- Cosi Potbelly Sandwich
- Starbucks Sushi2Go
- Bronson
- New Retail Development (2020)
- 9Round Fitness Kabob Food House
- Core Allegro
- Rus Uz
- First Down Sports Bar Medina Subway
- Zoe’s Kitchen
- Uncle Julio’s
- Poke It Up Zoup!
- FedEx Office

**Contact**

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**Demographic Data**

<table>
<thead>
<tr>
<th>Statistic</th>
<th>1/4 Mile</th>
<th>1/2 Mile</th>
<th>1 Mile</th>
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<tr>
<td>Total Population</td>
<td>7,050</td>
<td>20,769</td>
<td>40,271</td>
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<tr>
<td>Daytime Population</td>
<td>17,887</td>
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<td>Bachelor’s Degree or Higher</td>
<td>85.7%</td>
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<tr>
<td>Median HH Income</td>
<td>$113,830</td>
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<td>$143,551</td>
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<td>Age 20-29</td>
<td>32.7%</td>
<td>30.1%</td>
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<tr>
<td>Age 30-39</td>
<td>30.4%</td>
<td>28.2%</td>
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<tr>
<td>Age 40-49</td>
<td>10.8%</td>
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<tr>
<td>Age 50-59</td>
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<tr>
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<td>33.0</td>
<td>33.1</td>
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</table>

Source: ESRI (2019) - Radius from intersection of Stuart Street/Wilson Boulevard
The central point along the bustling Rosslyn-Ballston corridor, Clarendon remains Arlington’s nightlife destination with its collection of 42 bars and sit-down restaurants. During the day, the submarket’s upscale retailers like Apple, Bakeshop, Crate & Barrel, Current Boutique and Whole Foods are supported by incomes nearly 2.5 times the national mark.
With major renovations underway, the retail hub is entering a new era with tenants including Buena Vida, Equinox, Jumping Joeys and SoulCycle.

CLARENDON HIGHLIGHTS

4,375 Weekday Metro Ridership
1,464,508 SF Office Inventory
767,829 SF Retail Inventory
580 Approved Housing Units

MARKET COMMON clarendon

Total Population | 1/4 Mile | 1/2 Mile | 1 Mile
--- | --- | --- | ---
4,722 | 13,181 | 50,859
Daytime Population | 11,701 | 21,569 | 67,940
Bachelor's Degree or Higher | 93.3% | 89.3% | 83.9%
Median HH Income | $152,580 | $138,114 | $115,617
Average HH Income | $202,769 | $183,944 | $154,355
Age 20–29 | 25.1% | 24.8% | 28.1%
Age 30–39 | 33.7% | 30.3% | 28.5%
Age 40–49 | 12.9% | 12.2% | 11.4%
Age 50–59 | 8.1% | 9.0% | 9.0%
Median Age | 33.3 | 33.3 | 33.0

Source: ESRI (2019) - Radius from Metro station

CONTACT

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Stretching 3.5 miles from Bailey’s Crossroads to the Pentagon, Columbia Pike is Arlington’s most diverse submarket with a collection of unique retail nodes. Anchored by a local icon in the Arlington Cinema & Drafthouse, the corridor is continuing to evolve with the completion of 1,899 housing units and 200,000 SF of retail since 2009.

**28,000**  
Traffic Count

**83.3%**  
Diversity Index Score

**18,000**  
Daily Transit Ridership

**31.1%**  
Hispanic Population

**90,430**  
Under Construction Housing Units

**940**  
Under Construction Retail SF
Scheduled for a mid-2019 completion, Arlington County is undertaking a corridorwide commercial market study to identify opportunities to continue its revitalization.

**CONTACT**

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mstiebvater@arlingtonva.us

---

### COLUMBIA PIKE HIGHLIGHTS

**$80,977**
Corridor Median Household Income

**50,288**
Corridor Population

**141**
Approved Housing Units

---

1. Cinthia’s Bakery
   CVS
   Little Caesar’s
   McDonald’s
   Mega Mart Express
   Popeyes
2. Phoenix Bikes
3. 7-Eleven
4. Arlington Coin Laundry
   Ayana Ethiopian Market
   Dollar Plus
   Pizza Hut
5. Atlacatl Restaurant
   El Latino African Market
6. Café Sazon
   Cassiels Hair Salon
   Goodwill
7. Columbia Pike Cleaners
   Pan American Bakery
   Vacuums Unlimited
8. 7-Eleven
9. Burger King
   The Broiler
10. 7-Eleven
11. Pupuseria Sofia
12. Chipotle
    CycleBar Columbia Pike
    SK Eyecare
    Sugar Shack Donuts
13. Bank of America
    Wendy’s
14. Boston Market
    Inova Urgent Care
    Mattress Firm
    Takohachi Japanese
15. City Kabob & Curry House
    Mrs. Chen’s Kitchen
    Thai Square
    VaporFi
16. Audi Arlington
    Dunkin Donuts
17. 7-Eleven
    El Puerto Restaurant
    Ethio Café
    McDonald’s
    Subway
18. EvolveAll Fitness
    Lost Dog Café
    Rebellion
    Virginia ABC
19. Arlington Cinema & Drafthouse
    Bangkok 54
    Boru Ramen
    Caspi
    Tortas Y Tacos La Chiquita
20. Idido Coffee
    Purelex Nails
21. Rite Aid
22. Acme Pie
    Attila’s Restaurant
    CVS
    Legend Kicks & Apparel
    Papillon Cycles
    The Salsa Room
23. Asni Supermarket
    Domino’s Pizza
    Ledo Pizza
    Pentagon Martial Arts
24. Celtic House Pub
    L.A. Bar & Grill
    The Top Jewelers
25. Evolved to Fit
    Hair Cuttery
    Josephine’s Italian Kitchen
    Starbucks
    Taquería el Poblano
    The Pilates Loft
26. Bob & Edith’s Diner
    Rappahannock Coffee
27. Escape Room Arlington
    William Jeffrey’s Tavern
    XSport Fitness
28. Dama Pastry & Café

---

### Demographics

<table>
<thead>
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<th></th>
<th>1/4 Mile</th>
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<td>Median HH Income</td>
<td>$94,082</td>
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<td>Average HH Income</td>
<td>$136,551</td>
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<td>Age 20–29</td>
<td>18.0%</td>
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<tr>
<td>Age 30–39</td>
<td>23.5%</td>
<td>22.7%</td>
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</tr>
<tr>
<td>Age 40–49</td>
<td>14.5%</td>
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<tr>
<td>Age 50–59</td>
<td>12.1%</td>
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<tr>
<td>Median Age</td>
<td>36.6</td>
<td>36.1</td>
<td>36.0</td>
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Source: ESRI (2019) - Radius from intersection of Columbia Pike/Walter Reed Drive
As the home of Arlington County’s government and a dense residential submarket, Courthouse is capable of supporting a wide range of retailers with its consistent traffic. Anchored by the longstanding AMC Theatres, the retail mix continues to evolve with new boutique fitness tenants and sit-down restaurants leading the way.
### Courthouse Highlights

- **6,420** Weekday Metro Ridership
- **500** Under Construction Housing Units
- **150,000** Recently Completed Office SF
- **720** Hotel Rooms

The late-2018 delivery of 2311 Wilson Boulevard brought 150,000 SF of office space to the submarket along with ground-floor tenants. For Five Coffee Roasters, Solidcore and The Merit School.

### CONTACT

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### Table of Population and Demographics

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<thead>
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<th>1/4 Mile</th>
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<th>1 Mile</th>
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<td><strong>Total Population</strong></td>
<td>8,591</td>
<td>20,474</td>
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<td><strong>Daytime Population</strong></td>
<td>22,239</td>
<td>30,955</td>
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<td><strong>Bachelor's Degree or Higher</strong></td>
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<tr>
<td><strong>Median HH Income</strong></td>
<td>$112,523</td>
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<td><strong>Average HH Income</strong></td>
<td>$149,441</td>
<td>$134,407</td>
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<td><strong>Age 20-29</strong></td>
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<td><strong>Age 30-39</strong></td>
<td>33.7%</td>
<td>31.9%</td>
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<td>11.7%</td>
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<td>11.2%</td>
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<tr>
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<tr>
<td><strong>Median Age</strong></td>
<td>30.4</td>
<td>32.6</td>
<td>32.7</td>
</tr>
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*Source: ESRI (2019) - Radius from Metro station*
With an ideal location next to National Airport, it’s no wonder Amazon selected Crystal City for its landing spot in Arlington. The expected arrival of the tech giant’s 25,000+ employees, in addition to the existing hotel and residential base, will create considerable demand for a range of dining, entertainment and shopping options.

**CRYSTAL CITY**  
**RETAIL PROFILE**

With an ideal location next to National Airport, it’s no wonder Amazon selected Crystal City for its landing spot in Arlington. The expected arrival of the tech giant’s 25,000+ employees, in addition to the existing hotel and residential base, will create considerable demand for a range of dining, entertainment and shopping options.

<table>
<thead>
<tr>
<th><strong>DENSE</strong></th>
<th><strong>LIVELY</strong></th>
<th><strong>DYNAMIC</strong></th>
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<tbody>
<tr>
<td>11,864,409 Existing Office SF</td>
<td>5,203 Hotel Rooms</td>
<td>28.8% Residents Between 20–29</td>
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<td>8,426 Existing Housing Units</td>
<td>691 Under Construction Housing Units</td>
<td>87.5% Bachelor’s Degree or Higher</td>
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</table>

ArlingtonEconomicDevelopment.com/Retail
In 2019, the company will move into existing space within the submarket, while they will eventually occupy 4 million square feet across the Crystal City and Pentagon City submarkets.

**CONTACT**

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**CRYSTAL CITY HIGHLIGHTS**

- $106,085 Median Household Income
- 10,795 Weekday Metro Ridership
- 153,161 Approved Retail SF
- 539 Approved Housing Units

**Crystal City**

1. Lenox Nails
   Posh Salon
   Skydome Restaurant

2. Bank of America
   Paramount Café

3. 15th & Eads Restaurant

4. BB&T

5. Athena Pallas Greek
   Bob & Edith’s Diner
   Crystal City Sports Pub
   Federico Ristorante
   Fionia’s Irish Bar
   Freddie's Beach Bar
   Los Tios Grill
   Urban Thai

6. Portofino
   The Flirt Lounge
   La Bettola Italiano
   Vintage Dress

7. 7-Eleven
   CVS
   Kabob Palace
   Shawarma Gyro Xpress

8. McDonald’s

9. Massage Envy
   Paisano’s Pizza
   Yonne’s Day Spa

10. Domino’s
    LA Fitness
    Lidl Express


12. Espressamente Illy
    SOCCI Restaurant

13. Bozelli’s Italian Deli
    Cinnabar
    Clark Street Grill
    Fresh Chop Chop
    Starbucks
    Universal Gourmet

14. Bar Louie
    Bowlero (2019)
    Buffalo Wild Wings
    Jimmy John’s
    KBQ Restaurant
    Legal Sea Foods
    Mezeh Mediterranean
    Subway
    Virginia ABC

15. Chick-fil-A
    Cold Stone Creamery
    Good Stuff Eatery
    Jaleo
    McCormick & Schmick’s
    Shops at 2100 Crystal
    Sweetgreen
    Ted’s Montana Grill
    We, The Pizza

16. Alamo Drafthouse (2020)
    Dunkin Donuts
    Morton’s The Steakhouse
    Potbelly
    Rite Aid
    Shops at 1750 Crystal

17. Earth Treks
    Rice Bar
    Starbucks

18. CrossFit South Arlington

19. Chipotle
    Cosi
    Ruth’s Chris Steak House
    Starbucks
    The Freshman (2020)

20. Café Manna
    The Perfect Pita

**Demographics**

<table>
<thead>
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<th>Age Group</th>
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<th>1/2 Mile</th>
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<td>Median Age</td>
<td>30.4</td>
<td>34.3</td>
<td>35.3</td>
</tr>
</tbody>
</table>

**Source:** ESRI (2019) - Radius from intersection of 23rd Street/Richmond Highway
Spanning five miles from Rosslyn to East Falls Church, Lee Highway is a primarily neighborhood-serving retail corridor catering to the surrounding 40,000+ residents. With demographics dominated by affluent families, the retail offerings emphasize casual dining, grocery, home goods, personal services, and upscale specialty shops.

**LEE HIGHWAY RETAIL PROFILE**

**VISIBLE**
- Traffic Count: 22,000
- Residents Between 40–69: 38.3%

**MATURE**
- Corridor Population: 42,000
- Graduate/Professional Degree: 77.9%

**UPSCALE**
- Median Household Income: $143,000
- Median Home Value: $767,895

ArlingtonEconomicDevelopment.com/Retail
In 2019, Arlington began a multi-year community planning study that will set the stage for public and private investment along the corridor.

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**LEE HIGHWAY HIGHLIGHTS**

1. EAST FALLS CHURCH
   - Chasin’ Tails
   - La Cote D’Or Cafe
   - South Block
   - Suburban Animal Hospital
   - Yayla Bistro
   - Yume Sushi

2. WILLIAMSBURG
   - Calico Corner
   - CVS
   - Delhi Italiano
   - Peking Pavilion
   - Smoking Kow Barbeque
   - Two the Moon
   - Williamsburg Deli

3. WESTOVER
   - Lebanese Taverna
   - Lost Dog Café
   - Rite Aide
   - Stray Cat Cafe
   - The Italian Store
   - Village Sweet
   - Westover Beer Garden/Market

4. Bray & Scarff Appliances
   - District Taco
   - Potomac Paint & Design
   - Sloppy Mama’s Barbeque

5. Bye Bye Stress Massage
   - Maya Bistro

6. Chill Zone Coffee
   - Joe’s Place Pizza & Pasta
   - Mattress Firm
   - Starbucks (2019)

7. TD Bank

8. Advance Auto Parts
   - CVS
   - Unleashed by Petco

9. Duck Donuts
   - La Moo Creamery
   - Loyal Companion
   - Peter Chang
   - pie-tanza

10. Starbucks
    - Taqueria el Poblano
    - Virginia ABC
    - Wild Birds Unlimited

11. Sam Torrey Shoe Service

12. Bangla Bazar
    - Caribbean Grill
    - Fillmore Pizza
    - Jus4thr Shoes
    - Lucky Dog Animal Rescue
    - Preston’s Pharmacy

13. Bob & Edith’s Diner
    - Wendy’s

14. All About Burger

15. 7-Eleven
    - Sport Fair

16. KFC
    - Taco Bell

17. Heidelberg Pastry Shoppe

18. Cowboy Cafe
    - McDonald’s

19. Domino’s
    - India A1 Grocery

20. Bill’s True Value Hardware
    - Hunan Village
    - KH Art & Framing
    - Ruffino’s Spaghetti House

21. Bill’s Garden Center
    - Livin’ the Pie Life

22. Papa John’s Pizza
    - Patriot Crossfit
    - Sherwin-Williams

23. Rite Aid
    - Thirsty Bernie’s

24. CVS
    - Metro 29 Diner
    - Virginia ABC

25. Ann Nails
    - Inova Urgent Care
    - Pamela Wright Interiors

26. Arrowine & Cheese
    - Barstons Child’s Play
    - Chipotle
    - Old Dominion Pizza Company
    - Starbucks
    - Wool Gang Bakery

27. 7-Eleven
    - Lebanese Taverna

28. Carriage House
    - Old Dominion Cleaners

29. 7-Eleven
    - Billy’s Cheesesteaks
    - Bistro 29
    - Cherrydale Auto Parts

30. Cherrydale Hardware
    - Manelsi Neko Express
    - Sun & Moon Yoga

31. Fit to be Tan
    - Gaijin Ramen Shop
    - Subway

32. Mattress Warehouse
    - Muse Boutique Salon
    - Philippine Oriental Market

33. Cherrydale Kitchen and Bath
    - Dunkin Donuts

34. China Express
    - Hair Cuts
    - Malee Thai Massage
    - Pizza Hut

35. Tarbouch Mediterranean Grill
    - Walgreens

36. Big Wheel Bikes
    - CVS
    - Starbucks
    - The Italian Store

<table>
<thead>
<tr>
<th>1/4 Mile</th>
<th>1/2 Mile</th>
<th>1 Mile</th>
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</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>1,411</td>
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<td>Median HH Income</td>
<td>$185,909</td>
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<tr>
<td>Median Age</td>
<td>41.1</td>
<td>40.4</td>
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Source: ESRI (2019) - Radius from intersection of Lee Highway/Harrison Street
A longstanding shopping destination anchored by the Fashion Centre, Pentagon City is entering a new chapter with the arrival of Amazon’s headquarters. As the future home of the tech giant, and the 25,000+ jobs it entails, the submarket is expected to see a surge in demand for residential and retail uses.
The submarket will ultimately be the home to the majority of HQ2, as the company entered purchase agreements in early 2019 for two large parcels neighboring the recently built Whole Foods.

**CONTACT**

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<table>
<thead>
<tr>
<th>1/4 Mile</th>
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<th>1 Mile</th>
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</thead>
<tbody>
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<td>Total Population</td>
<td>3,504</td>
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<tr>
<td>Daytime Population</td>
<td>11,375</td>
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<td>87.7%</td>
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<td>Age 40-49</td>
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<td>Age 50-59</td>
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<td>10.5%</td>
</tr>
<tr>
<td>Median Age</td>
<td>36.1</td>
<td>35.3</td>
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</table>

Source: ESRI (2019) - Radius from Metro station
Well-known as Arlington’s base of Fortune 500 companies and media bigwigs, Rosslyn is quickly transforming into an around-the-clock destination with a youthful population thanks to a massive development pipeline. Beyond the residential growth, retail demand is buoyed by the 31-story “View of D.C.” and access from three Metro lines.

**GROWING**
- 884 Under Construction Housing Units

**LIVELY**
- 39,853 Daytime Population

**VIBRANT**
- 59% Residents Between 20–39

- 2,813,233 Approved Office SF
- 13,020 Weekday Metro Ridership
- 1,200,000 Annual Visitors

ArlingtonEconomicDevelopment.com/Retail
Ground broke in late 2018 on The Highlands, an 884-unit development connecting two nodes with a continuous retail frontage featuring CVS and VIDA Fitness.

**Contact**

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**Table**

<table>
<thead>
<tr>
<th>Category</th>
<th>1/4 Mile</th>
<th>1/2 Mile</th>
<th>1 Mile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>7,241</td>
<td>13,755</td>
<td>38,892</td>
</tr>
<tr>
<td>Daytime Population</td>
<td>34,645</td>
<td>39,853</td>
<td>103,215</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>86.1%</td>
<td>87.8%</td>
<td>85.2%</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$94,551</td>
<td>$91,579</td>
<td>$102,957</td>
</tr>
<tr>
<td>Average HH Income</td>
<td>$118,755</td>
<td>$115,849</td>
<td>$134,138</td>
</tr>
<tr>
<td>Age 20-29</td>
<td>34.3%</td>
<td>33.0%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Age 30-39</td>
<td>24.6%</td>
<td>26.0%</td>
<td>23.3%</td>
</tr>
<tr>
<td>Age 40-49</td>
<td>9.8%</td>
<td>10.4%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Age 50-59</td>
<td>8.8%</td>
<td>9.1%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Median Age</td>
<td>32.7</td>
<td>32.9</td>
<td>30.5</td>
</tr>
</tbody>
</table>

Source: ESRI (2019) - Radius from intersection of Fort Myer Drive/Wilson Boulevard
With a European-style promenade flanked by dozens of restaurants, the Arlington Public Library, and Signature Theatre, it’s easy to understand why Shirlington is a regional destination. Combined with a grown-up demographic, the neighborhood is the ideal home for unique shops like Cheesetique, Dogma Bakery, and Le Village Marche.
One of Shirlington’s calling cards is its well-rounded dining scene, which recently grew with the addition of Dudley’s Sport & Ale and their spacious rooftop bar.
Tucked between Ballston’s construction boom and Clarendon’s nightlife hub, Virginia Square holds its own as the home to George Mason’s Arlington campus and the FDIC. The neighborhood’s retail scene continues to blossom with the recent additions of BurgerIm, Medium Rare, Thai Treasure, and Urban Boxing.

VIRGINIA SQUARE RETAIL PROFILE

- **$122,118** Median Household Income
- **27,638** Daytime Population Within 1/2 Mile
- **2,477** George Mason Enrollment
- **86.9%** Bachelor’s Degree or Higher
- **16,798** Residents Within 1/2 Mile
- **57.9%** Residents Between 20–39

ArlingtonEconomicDevelopment.com/Retail
The Arlington campus is set to grow in the near future with the addition of a 400,000 SF Institute for Digital Innovation, which will feature classrooms, labs, and short-term housing for visiting guests.

**CONTACT**

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