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.

**BALLSTON RETAIL PROFILE**

**BOOMING**
- 1,463 Under Construction Housing Units

**ENERGETIC**
- 58.3% Residents Between 20–39

**BALANCED**
- 20,769 Residents Within 1/2 Mile

206,000 Under Construction Office SF

9,029 Weekday Metro Ridership

40,229 Daytime Population Within 1/2 Mile

ArlingtonEconomicDevelopment.com/Retail
The reimagined mall features an exciting mix of dining and entertainment options, including 5 Wits, Cookology, Quarter Market, Punch Bowl Social and Whino.

**CONTACT**

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Arlington Economic Development
(703) 228-0827
mstiefvater@arlingtonva.us

**110,000 SF**
Under Construction Retail

**$111,124**
Median Household Income

**27,000**
Traffic Count

**1,075**
Hotel Rooms

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### Ballston Highlights

1. Ballston CrossFit<br>   SER The Melting Pot
2. Booeymonger<br>   Sola Salon Studios
3. NW Credit Union<br>   Starbucks
4. Buffalo Wild Wings
5. Bistro 1521<br>   Stageplate Bistro
6. Cheesetique<br>   Mussel Bar & Grille<br>   Sweet Leaf<br>   Total Wine & More
7. Good Doughnut Co.
8. Solidcore
9. Jimmy John’s<br>   Super Pollo<br>   Sweet Leaf
10. Bangkok Bistro<br>   Chipotle Which Wich
12. &pizza<br>   Gold’s Gym Spokes Etc.
13. Unleashed by Petco
14. Subway<br>   Urban Tandoor
15. Buzz Bakeshop<br>   Rustico<br>   Sweetgreen
16. Cava Grill<br>   Dirt<br>   Philz Coffee
17. CorePower Yoga<br>   Dunkin Donuts<br>   Orangetheory Fitness<br>   Shake Shack<br>   We The Pizza
18. Mike’s Cafe
19. Big Buns Burgers<br>   Grand Cru<br>   Nando’s Peri-Peri
20. Pinzimini
21. Croathouse<br>   P.F. Chang’s
22. Cosi<br>   Potbelly Sandwich
23. Starbucks<br>   Sushi2Go
24. Bronson
25. New Retail Development (2020)
26. 9Round Fitness<br>   Kabob Food House
27. Core Allegro
28. Rus Uz
29. First Down Sports Bar<br>   Medina Subway
30. Zoe’s Kitchen
31. Uncle Julio’s
32. Poke It Up<br>   Zoup!
33. FedEx Office

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### Demographics

<table>
<thead>
<tr>
<th>Measures</th>
<th>1/4 Mile</th>
<th>1/2 Mile</th>
<th>1 Mile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>7,050</td>
<td>20,769</td>
<td>40,271</td>
</tr>
<tr>
<td>Daytime Population</td>
<td>17,887</td>
<td>40,229</td>
<td>59,663</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>85.7%</td>
<td>80.0%</td>
<td>79.2%</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$113,830</td>
<td>$111,124</td>
<td>$117,314</td>
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<tr>
<td>Average HH Income</td>
<td>$143,551</td>
<td>$141,221</td>
<td>$156,160</td>
</tr>
<tr>
<td>Age 20-29</td>
<td>32.7%</td>
<td>30.1%</td>
<td>23.9%</td>
</tr>
<tr>
<td>Age 30-39</td>
<td>30.4%</td>
<td>28.2%</td>
<td>24.3%</td>
</tr>
<tr>
<td>Age 40-49</td>
<td>10.8%</td>
<td>10.7%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Age 50-59</td>
<td>7.8%</td>
<td>8.5%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Median Age</td>
<td>33.0</td>
<td>33.1</td>
<td>34.1</td>
</tr>
</tbody>
</table>

Source: ESRI (2019) - Radius from intersection of Stuart Street/Wilson Boulevard