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.
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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Arlington Economic Development
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mstiefvater@arlingtonva.us
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 RETAIL PROFILE**

**AFFLUENT**

- **$104,578** Median Household Income
- **84.4%** Bachelor’s Degree or Higher

**DENSE**

- **6,880** Existing Housing Units
- **3,842,090** Existing Office SF

**YOUTHFUL**

- **62.1%** Residents Between 20–39
- **1.7x** National Average on Dining Out

[ArlingtonEconomicDevelopment.com/Retail](https://ArlingtonEconomicDevelopment.com/Retail)
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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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.

**CLARENDON**

**RETAIL PROFILE**

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.

**ACTIVE**

2.3x National Average on Dining Out

**PROSPEROUS**

$138,114 Median Household Income

**DISCERNING**

49.9% Graduate/Professional Degree

$821,235 Median Home Value

42.5% Residents Between 30–49

ArlingtonEconomicDevelopment.com/Retail
With major renovations underway, the retail hub is entering a new era with tenants including Buena Vida, Equinox, Jumping Joeys and SoulCycle.

**CONTACT**

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**HIGHLIGHTS**

- **Total Population**: 4,722
- **Daytime Population**: 11,701
- **Bachelor’s Degree or Higher**: 93.3%
- **Median HH Income**: $152,580
- **Average HH Income**: $202,769
- **Age 20–29**: 25.1%
- **Age 30–39**: 33.7%
- **Age 40–49**: 12.9%
- **Age 50–59**: 8.1%
- **Median Age**: 33.3

**Source**: ESRI (2019) - Radius from Metro station

- **1/4 Mile**
- **1/2 Mile**
- **1 Mile**

---

**With major renovations underway, the retail hub is entering a new era with tenants including Buena Vida, Equinox, Jumping Joeys and SoulCycle.**

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**Source**: ESRI (2019) - Radius from Metro station
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.
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.

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<th>1/4 Mile</th>
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<td>Age 20–29</td>
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<td>Median Age</td>
<td>33.8</td>
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Source: ESRI (2019) - Radius from Metro station
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.

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