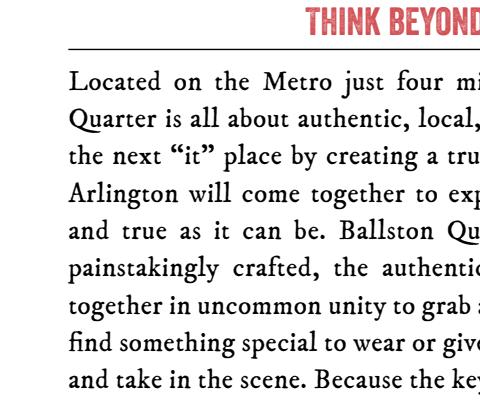


BALLSTON
QUARTER

LIFE UNCOMMON



Located on the Metro just four miles from Washington DC, Ballston Quarter is all about authentic, local, real. We're unleashing the power of the next "it" place by creating a true urban village. A place where all of Arlington will come together to experience life as unexpected, singular and true as it can be. Ballston Quarter celebrates the handmade, the painstakingly crafted, the authentic. It's where the community comes together in uncommon unity to grab a satisfying lunch, stop in for a drink, find something special to wear or give, or to simply kick back with a coffee and take in the scene. Because the key to living well is living real.

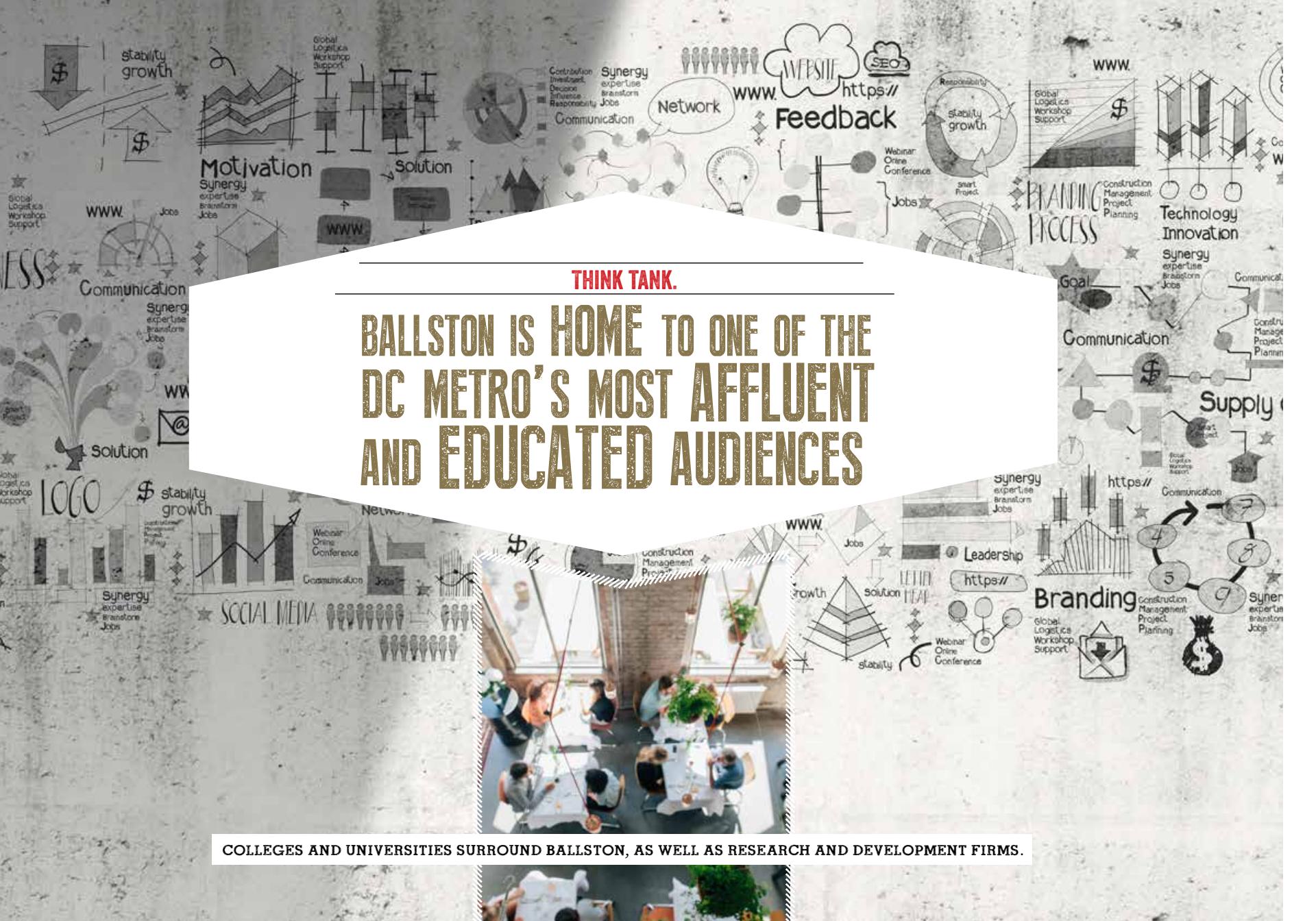




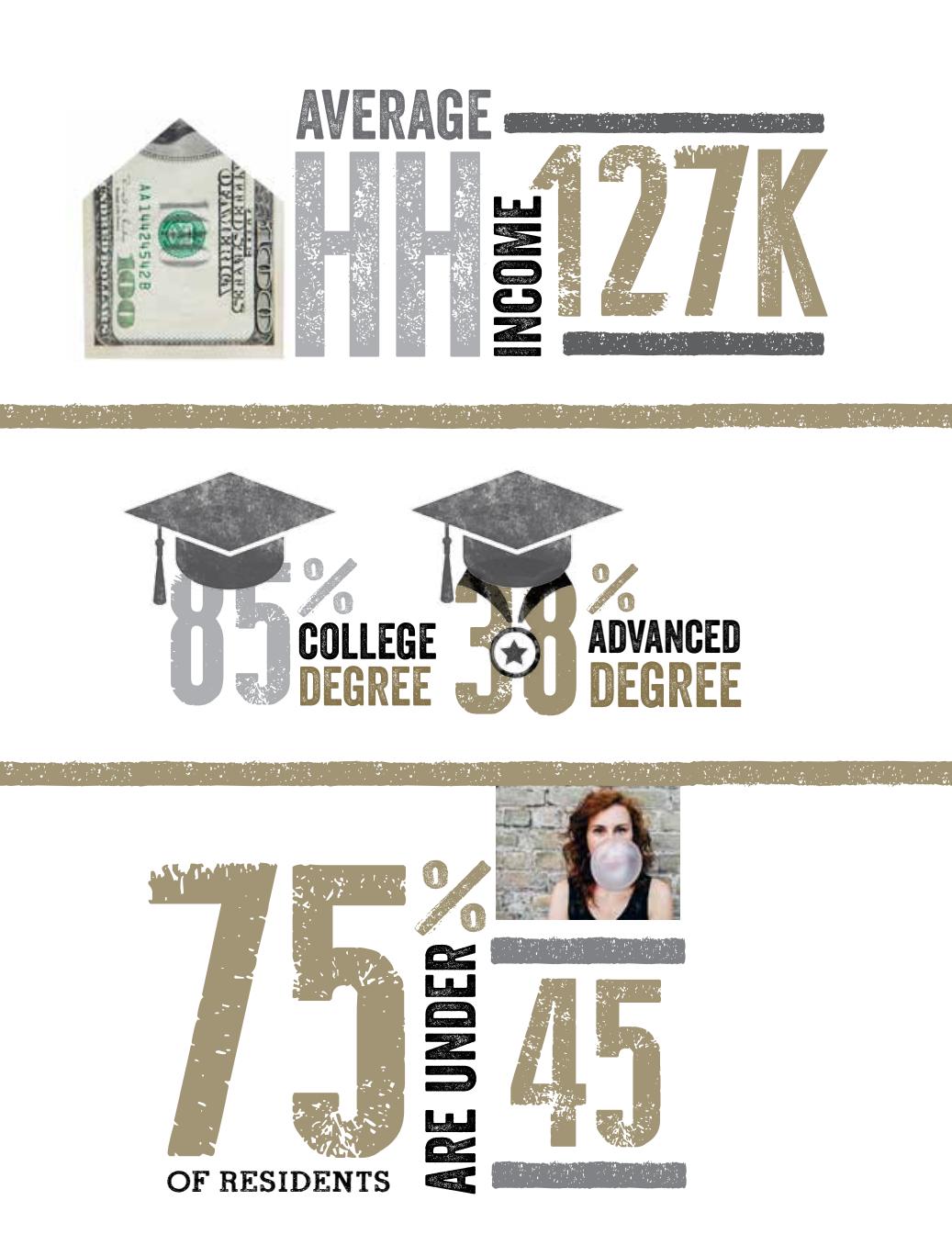
LOCAVORES, UNITE

Ballston's creative class values authentic, local experiences in dining, shopping, entertainment and life in general. They love fashion, health & fitness, education, stylish living, and creativity. They're intellectual, highly educated and value diversity. They're not afraid to try new things. They'd rather walk than drive. They're into living simpler. They love the outdoors. Above all, they believe in Ballston Quarter because it's a place they can truly make their own.





COLLEGES AND UNIVERSITIES SURROUND BALLSTON, AS WELL AS RESEARCH AND DEVELOPMENT FIRMS.



WHERE CREATIVITY LIVES.

THINKERS AND DOERS,
TRENDSETTERS AND TASTEMAKERS...
BALLSTON IS SURROUNDED BY THE CREATIVE CLASS.
AT THE TOP OF THEIR GAME OR ON THEIR WAY
UP THE LADDER, THEY WANT AUTHENTICITY,
NEW EXPERIENCES,
INSPIRATION.

THEY'LL
FIND IT AT
BALLSTON
QUARTER.

Retail, apartments, hotel, &
office space—all within walking
distance of Ballston Quarter.

411,000 SF

RETAIL
SPACE
SURROUNDING

589,000 SF



OF AN ALL
NEW DES-
TINATION

M! metro
ORANGE & SILVER LINES METRO STATION

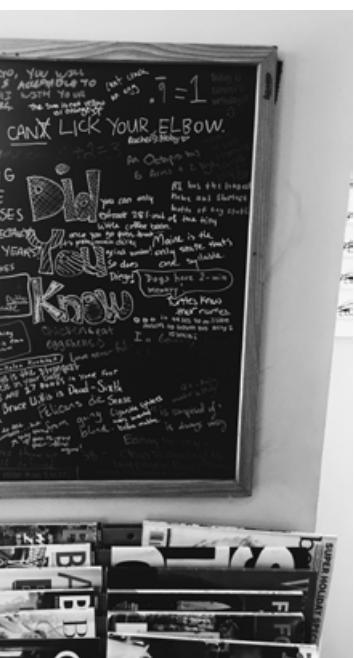
94

WALK SCORE

1,000 HOTEL ROOMS



8,000 RESIDENTIAL UNITS



**STRONG DEMOGRAPHICS.
AUTHENTIC COMMUNITY.**



	1 mile	3 mile	5 mile
population	38,309	251,049	604,482
average HH income	\$130,805	\$123,436	\$127,561
median home value	\$626,378	\$587,097	\$612,277
median age	32.9	33.8	34.6

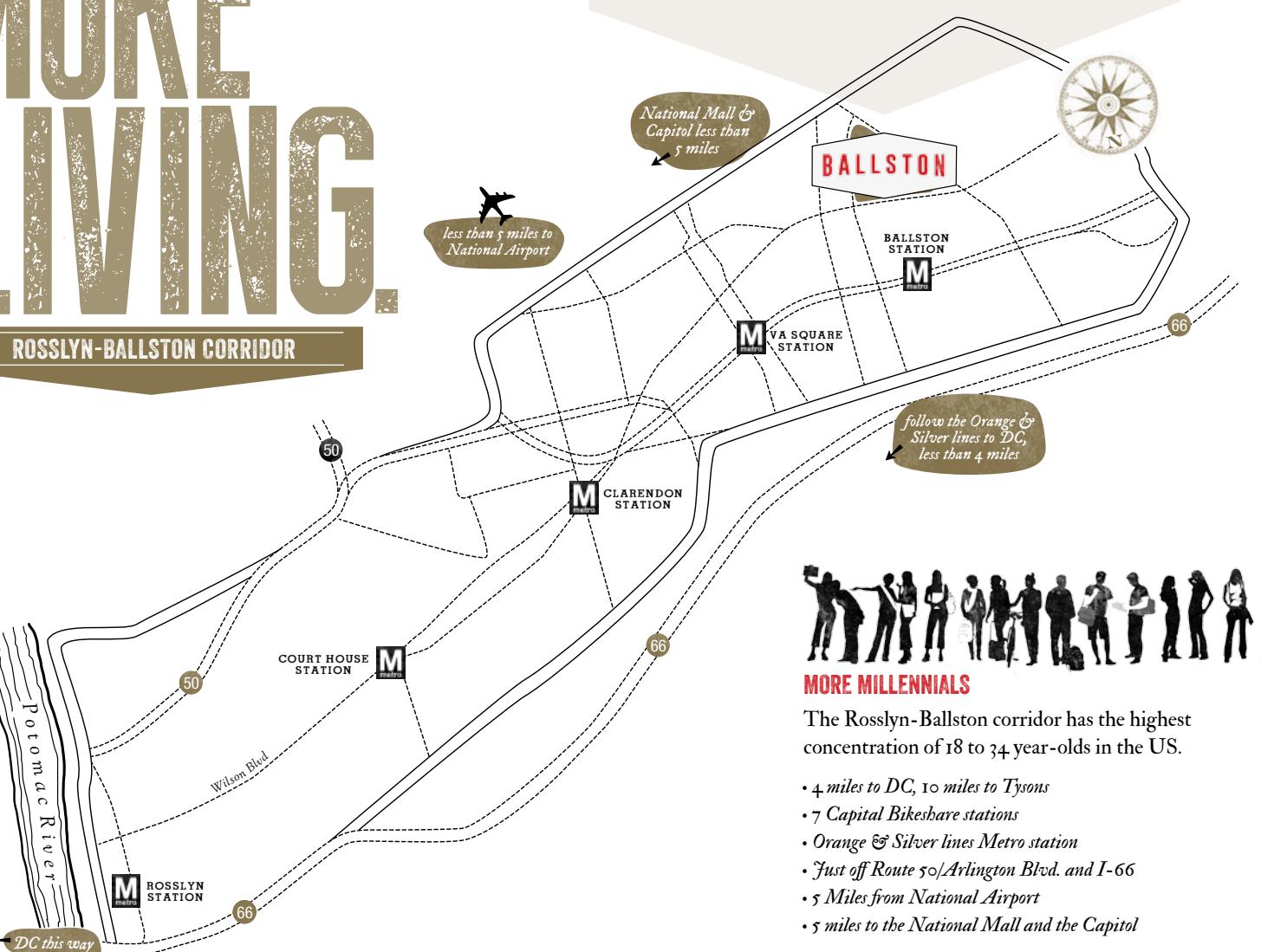
	1 mile	3 mile	5 mile
population	42,683	273,798	649,678
average HH income	\$155,023	\$144,786	\$150,056
median home value	\$771,691	\$739,179	\$785,372
median age	33.6	34.5	35.4



LESS
DRIVING.

MORE
LIVING.
ROSSLYN-BALLSTON CORRIDOR

WELCOME TO THE TOP—the top of the Rosslyn-Ballston Corridor. Arrive here without losing your soul sitting in traffic. Ballston is just the right size—small enough to feel familiar but urban enough to be active day and night. Ballston was mixed-use before mixed-use was a household word.



MORE MILLENNIALS

The Rosslyn-Ballston corridor has the highest concentration of 18 to 34 year-olds in the US.

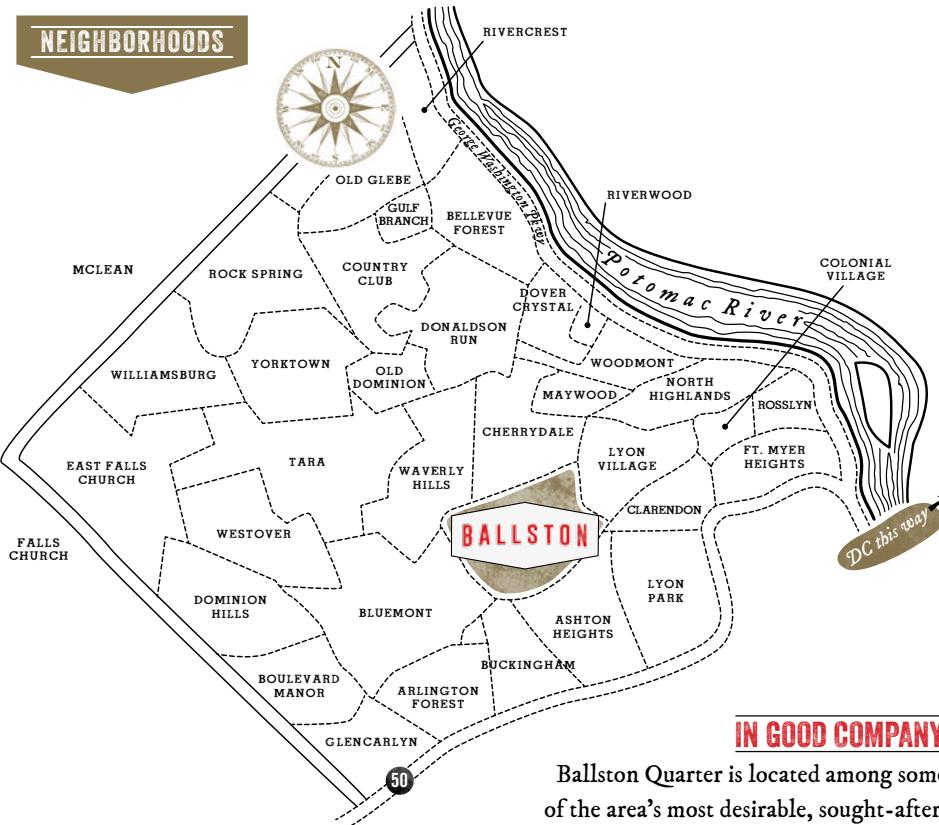


A REAL URBAN VILLAGE.

Located at the intersection of city sophistication and neighborhood charm, Ballston Quarter is a place where everyone will gather to eat, stroll, shop and live. Where single family homes blend with high-rise apartments, condos, townhomes, country clubs, universities and innovative companies.



MARYMOUNT UNIVERSITY
ACCENTURE
ARLINGTON ARTS CENTER
GEORGE WASHINGTON UNIVERSITY EXCELSIOR COLLEGE
KETTLER CAPITALS
APPLIED PREDICTIVE TECHNOLOGIES
ARMY NAVY COUNTRY CLUB
WASHINGTON & COUNTRY CLUB



Ballston Quarter is located among some of the area's most desirable, sought-after, and established neighborhoods.





BALLSTONQUARTER.COM

a development of Forest City



AERIAL

A BIT ABOUT BALLSTON

WHERE SUCCESS LIVES.

“As satisfied as we’ve been with our decision to locate our headquarters in Ballston, we can’t help but be excited about what the future will bring with the redevelopment of the Ballston Mall. Ballston will become the type of place preferred by companies like ours, focused on hiring and retaining the best and the brightest.” -Clark Maier, director of property and facilities management, National Rural Electric Cooperative Association





WILSON BOULEVARD

A BIT ABOUT BALLSTON

GETTING AROUND.

- Ballston Metro station (two blocks away)—Orange & Silver line service; 26,000 trips/day (projected to grow to 38,000 trips/day by 2020); MetroBus—9,000 trips/day.
- Named one of the best “Walk Friendly Communities” in America by the Pedestrian & Bicycle Information Center at the University of North Carolina.
- Named one of the 25 Best Cities for Walking by *Prevention Magazine* with a walk score of 94 out of 100 and a bike score of 81 out of 100.





BALLSTON QUARTER

A BIT ABOUT BALLSTON

VISITOR MAGNET.

- Anchor attraction Kettler Capitals Iceplex is the training facility for the NHL's Washington Capitals.
- Two NHL-size rinks with 1,200 seating capacity.
- Over 1 million visitors/users annually.
- Daily youth hockey and figure skating practices/games/tournaments/events attracting visitors from throughout the region and from out of state, often involving overnight stays.





RANDOLPH STREET

A BIT ABOUT BALLSTON

CLASS ACT.

"Marymount University is proud to be a Ballston original. We made the decision to remain in Ballston because it is truly a great place to live, work, play and learn. Marymount can't wait to introduce its new Ballston campus and move forward with the rest of the neighborhood for years to come." -Dr. Matthew Shank, Ph.D., president—Marymount University





PLAZA

A BIT ABOUT BALLSTON

HOME & AWAY.

- Ballston residents prefer trendy, meticulously curated home décor—they spend 64% above the US average on household furnishings.
- Ballston residents dine out frequently, spending twice as much as the US average for dining out; for grocery shopping, Ballston residents spend 85% above the US average, including high levels of purchases of organic foods.





MEWS ENTRANCE

A BIT ABOUT BALLSTON

HIPSTER HEAVEN.

Arlington was recently ranked #7 of Most Hipster Cities in America—higher than San Francisco, Seattle, Berkeley and Santa Monica. ~ FindTheHome.com, March 2015



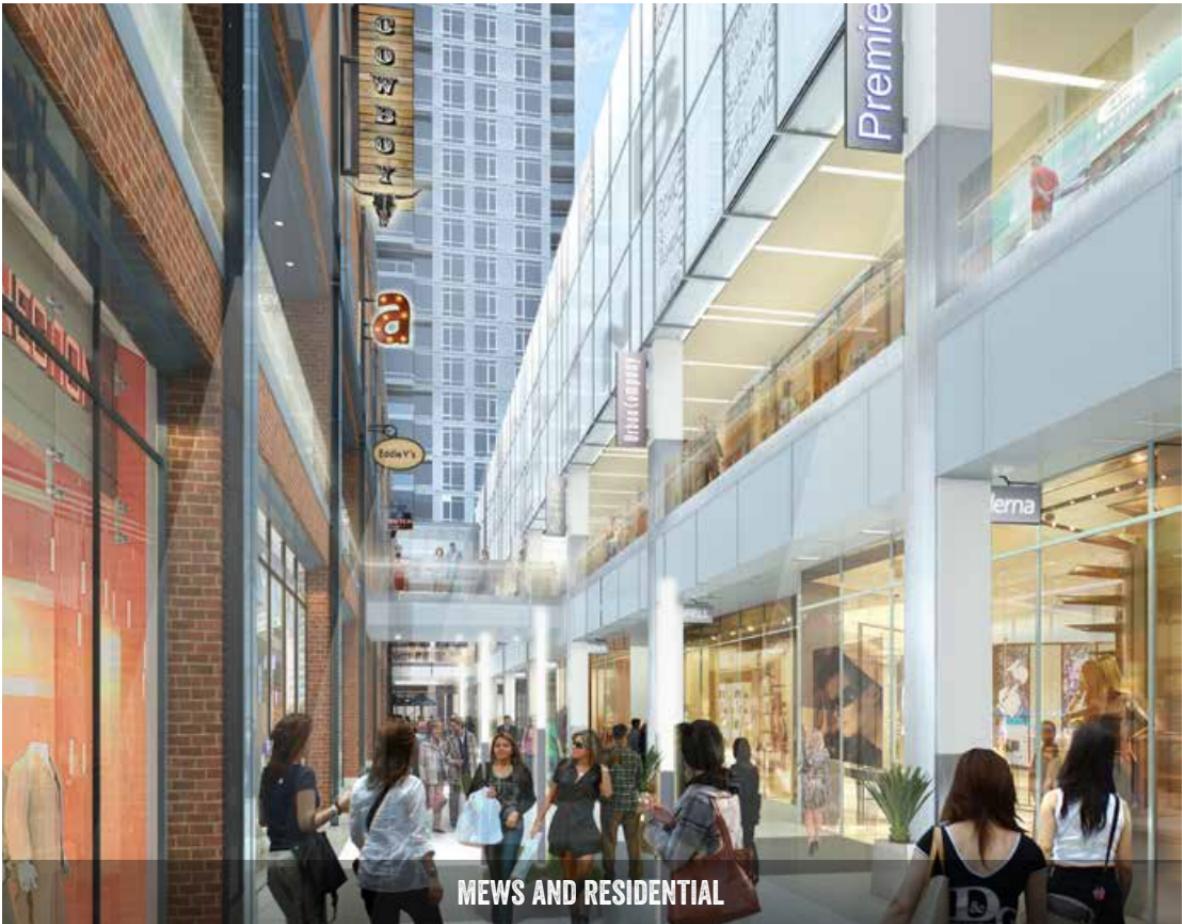


A BIT ABOUT BALLSTON

THE RIGHT DEMOGRAPHICS.

2019	1 mile	3 mile	5 mile
<i>population</i>	42,683	273,798	649,678
<i>average HH income</i>	\$155,023	\$144,786	\$150,056
<i>median home value</i>	\$771,691	\$739,179	\$785,372
<i>median age</i>	33.6	34.5	35.4





Mews and Residential

A BIT ABOUT BALLSTON

THE RIGHT RESIDENTIAL DENSITY.

- Average single family home within five miles of Ballston projected to be over \$785,000 by 2019 (up \$170k from 2014).
- New residential tower—22 floors, 382 apartments with high-end finishes and amenities, separate entrance/garage parking.





INTERIOR

ZVAROVSK

A BIT ABOUT BALLSTON

THE WHOLE ENCHILADA.

“Ballston is the total package. It offers the best aspects of urban life—exciting restaurants, parks and entertainment near offices in a walkable community close to Metro. All without sacrificing the benefits of suburban life. It’s a great place to start a career, run a business, raise a family or just have a good time!” ~ Darren Tully, Ballston resident, employed in Ballston

