Ballston Exchange

A brand new retail destination with unrivaled presence in the heart of Ballston
Set in the heart of Arlington's burgeoning Rosslyn-Ballston Metro corridor, Ballston Exchange is made up of two adjacent buildings with tremendous presence totaling over 776,000 square feet of retail and office space.

With thoughtful repositioning and renovation plans that are breathing new life into the property and bringing renewed vitality to the greater community, Ballston Exchange is poised to anchor the rapidly evolving neighborhood in which it lies.
Reconfigured and re-imagined common space at Ballston Exchange will be specifically designed to foster a sense of community among those who revel in the opportunity to socialize, collaborate and network with their neighbors.

**PLANS INCLUDE**

- An iconic building addition to 4201 Wilson – providing a multi-story retail opportunity with prime frontage on Wilson Boulevard
- Preserve the property's direct connectivity to major transportation hub, Ballston Metro Station
- Repositioned street-level retail spaces with newly improved facades and a vibrant paseo will wrap the ground floor, making Ballston Exchange one of the largest blocks of contiguous space in the metropolitan Washington, D.C. market
- The 12-story atrium of 4201 Wilson will become a dynamic multilevel public space for Ballston Exchange tenants and the neighborhood
At the center of it all

Recharged with lively storefronts, dining patios, and public seating, the paseo will buzz with energy, providing Ballston Exchange tenants, neighbors, and the greater community with a casual outdoor environment to gather, dine, and shop.
A dense and diverse population

Arlington county has the highest concentration of millennials and one of the most educated workforces in the country. The area's blend of urban sophistication and neighborhood charm has attracted some of the most creative, compelling and ambitious minds in the region. Fueled by cultural and commercial vibrancy, Ballston consumers are seeking a range of curated experiences in dining, shopping, entertainment, and life in general. They value food & social gathering spots, health & fitness, education, and creativity.

257,492 people live within a 3 mile radius of Ballston Exchange

Over 80% of the population has a college degree and more than 38% have advanced degrees

$57 million spent annually on apparel and services & $134 million on food within a 1 mile radius
The lay of the land

WITHIN A ONE MILE RADIUS

Median age is 33.5 with 47.1% of the population ranging from 25-44 years old
Average household income is $146,755 with 56.2% of households earning over $100,000
38,577 employees coming to work each day – with the highest concentration of employees within the professional, scientific and tech services industries

DAILY TRAFFIC COUNT

33,000 vehicles take the Glebe Road exit off I-66, intersecting with Wilson Boulevard
11,000 vehicles travel Wilson Boulevard
At the intersection of leisure and commerce

Perfect for both a day of leisurely shopping and dining as well as shorter, more purposeful visits, Ballston Exchange is an ideal destination for those living and working in nearby neighborhoods.

26,000 METRO TRIPS per year from Ballston Metro Plaza, directly connected to Ballston Exchange

97 WALKABILITY SCORE earns Ballston the title of ‘most walkable neighborhood in Arlington’

7 BIKESHARE STATIONS mean nearby landmarks are just a quick ride away

MAJOR THOROUGHFARE an intersection of major arterials and highways including I-66, I-395, and I-495

ON-SITE PARKING 1,140 parking spaces at the property
*The evolution of Ballston Exchange coincides with the transformation of the Wilson Boulevard streetscape and a $350 million redevelopment of Ballston Common Mall, located directly across the street. Revitalization activity that is further defining this area as a 24-7 destination as an entertainment-focused, central gathering place with street-facing retail, restaurants and a pedestrian plaza featuring a system of outdoor shopping alleys and corridors.
Local activity and recreation

FRESHFARM THURSDAYS
The Ballston BID, in partnership with FRESHFARM Markets, produces a farmers market every Thursday at Welburn Square. Over a dozen food vendors offer fresh, local produce from May through October. The first Thursday each month is a Mega Market with a live band, chef demonstrations, and a beer and wine garden.

TASTE OF ARLINGTON
Held annually for the past 30 years, Taste of Arlington is the largest food, beer, wine and entertainment festival in Northern Virginia, attracting more than 50,000 attendees along Wilson Boulevard per year.

FRESH BIKE TUESDAYS
Every Tuesday during the summer, 500 riders get a police escort through Ballston as part of a 16-mile bike ride with a BBQ and drinks served at the finish line.

KETTLER CAPITALS ICEPLEX
Official home of the Washington Capitals, Kettler offers public skating, figure skating and hockey programs for youth and adults, year round. Capitals practices, which are open to the public and free of charge, have become a popular attraction within the Ballston community and beyond.
4201 Wilson Blvd.
Level 2

- Available
- At Lease
- Leased
- Building Amenity
- Building / Floor Common Area

FITNESS CENTER
2,796 SF

CONFERENCE CENTER
9,940 SF

RETAIL / RESTAURANT
SUITE 0210
2,194 SF

RETAIL / RESTAURANT
SUITE 0210
15,678 SF

RETAIL / RESTAURANT
SUITE 0225
5,057 SF

OPEN TO BELOW

TO METRO

TO BALLSTON QUARTER

TO PASEO
About Jamestown

Jamestown is a privately-owned real estate investment and management firm whose scope extends far beyond the traditions of its industry. The company is a multi-disciplined, full service platform managing approximately $11.8 billion of assets on behalf of investors and itself. Jamestown's capabilities include: acquisitions, capital markets, property management, asset management, retail leasing, design, sustainability and risk management.

The company’s keen ability to reposition real estate is exemplified by its collection of nationally-recognized mixed-use properties across the country including landmark buildings such as Chelsea Market and Industry City in New York City, Ponce City Market in Atlanta and Ghirardelli Square in San Francisco.

Jamestown’s greater Washington-area portfolio includes America’s Square, Georgetown Park, One Metro Center, 700 Penn, and a retail portfolio called The Georgetown Collection. Jamestown has headquarters in Atlanta, GA and New York, NY and additional offices in Boston, MA and San Francisco, CA.

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