

## The City of Ballston

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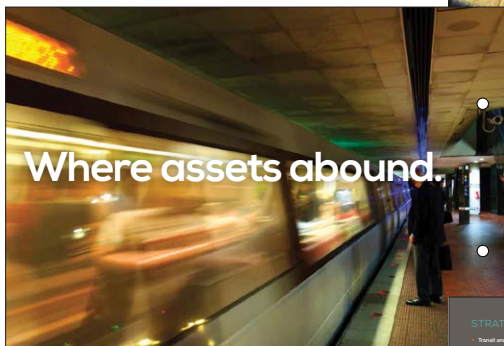
- Situation** Ballston is a major urban community located in Arlington County, Virginia within the National Capital Region surrounding Washington, DC. The Ballston Business Improvement District (Ballston BID) is an organization that promotes investment and interest in the community and is responsible for developing Ballston as a destination for tourists, visitors, entertainment, business, education, and residential living. Its mission is to enhance Ballston's stature as a center for research, innovation, science, and technology, and to showcase the area as a vibrant urban destination.
- In order to fulfill its mission, the BBID saw that it needed to better define its brand and overall messaging to strengthen support for its development agenda. While it has coordinated programs to launch new companies, sponsored and publicized local events, launched beautification and place-making initiatives, BBID realized that a more focused brand would further help position the area as a highly desirable place to visit, live, work, and play.
- Solution** The Design Channel has partnered with Ballston for the last several years to help advance its mission. We have worked on a number of branding and marketing communications programs promoting Ballston as the region's epicenter for discovery, elegant high-rise living, upscale hotels, shopping, fine dining, inviting green spaces, and other elements that contribute to a business- and resident-friendly community. In these assignments, TDC has been able to take Ballston BID's foundational brand and make it even more impactful through applications in a variety of media.
- Results** Through our efforts and other BBID initiatives, Arlington has become known as a center for the "creative class," having the highest concentration of workers in science and technology in the Washington, DC. region—with Ballston being recognized as the area's engine for research and innovation. It has become well known as a community that's powered by new ideas and fresh thinking and admired for its livability and dynamic attractions.



# Where minds meet.

Ballston is the place to find your genius, to explore your imagination, and to make your dreams reality. Join a community that brings ideas to the next level by bringing inspiration to the street level. Feel the energy of businesses and people connected block by block by focus and ingenuity. Plug into a place that's full of ideas but open for creation. Where it's comfortable and easy to thrive no matter who you are. Discover why Ballston could be the perfect place for you.





## Destination Book

The challenge from the client was to be different and edgy, yet accessible, in creating a piece reviewing the organization's accomplishments for the past year and initiatives moving forward. Powerful, full-page photos of environments, events, and amenities showcase Ballston's attractiveness and energy. These images coupled with high-level messages successfully presented Ballston as a forward-looking, creative community.





14 Ballston Restaurant Challenge presented an opportunity for established and aspiring restaurateurs to bring the "Next Signature Restaurant" to Ballston. Participants competed before a panel of Ballston Property & Business Owners, and local culinary celebrities, headlined by renowned chef Mike Isabella. A 10-year lease at Two Ballston Place with a year of free rent and below one rent thereafter, a \$245,000 interest-free loan, free legal and advisement services and more.

# Where foodies meet.



Who were the judges?

Who advanced?

Who won?

## CHRISTIANA CAMPOS

Christiana is a restaurateur's wife, Ballston mom of two, and a marketing and public relations guru with a lifelong dream of opening her own restaurant. She longs to have a place that showcases the foods her mother-in-law cooks in Spain and the dishes her husband prepares for her. Armed with knowledge of the restaurant business from her spouse, she has a reputation as a fabulous hostess who sets a formidable table, preps exquisite menus, and never fails to delight her guests. Christiana is ready to open the doors to a place that friends and neighbors, old and new, can immediately feel comfortable and at home.

### CONCEPT: CASITA

Casita means "little house" in Spanish and serves as a reminder that this culinary oasis is your home away from home. Casita is an authentic Spanish tavern or "food house" with a casual, hipster vibe. But it's not a tapas restaurant; instead it's a gastronomical journey and cultural adventure through every region of Spain. It promises to be an easygoing gathering spot where guests can enjoy traditional Spanish comfort foods and beverages prepared by foodie friends who would like nothing more than for you to hang out until the wee hours.

WINNER



# Recipes

FROM CHRISTIANA CAMPOS

## VICTOR ALBISU

Victor has more than a decade of experience in fine dining and upscale French, American, and Latin American restaurants. His first full-service restaurant, Del Campo, in the Penn Quarter neighborhood of Washington, DC, was named a Best New Restaurant of 2013 by Esquire magazine. In 2014, the Restaurant Association of Metropolitan Washington nominated Del Campo for Best New Restaurant and Albisu for Best New Chef. Victor is fluent in English, Spanish, and French, and holds a Bachelor of Arts in Politics and International Relations from George Mason University.

### CONCEPT: BAMBAZO

Bambazo is a casual, Mexican eatery offering lunch and dinner daily, as well as a weekend brunch. Building on the success of Taco Bambas, Chef Albisu's Mexican taqueria, Bambazo will feature a large selection of street foods, built on the taco nuestros section at Taco Bambas, and also include tacos, tortas, sopes, tamales, empanadas, and ceviches. In addition to a 170-seat dining area and 40-seat bar, the restaurant will offer a counter for carry-out, catering, and delivery services.

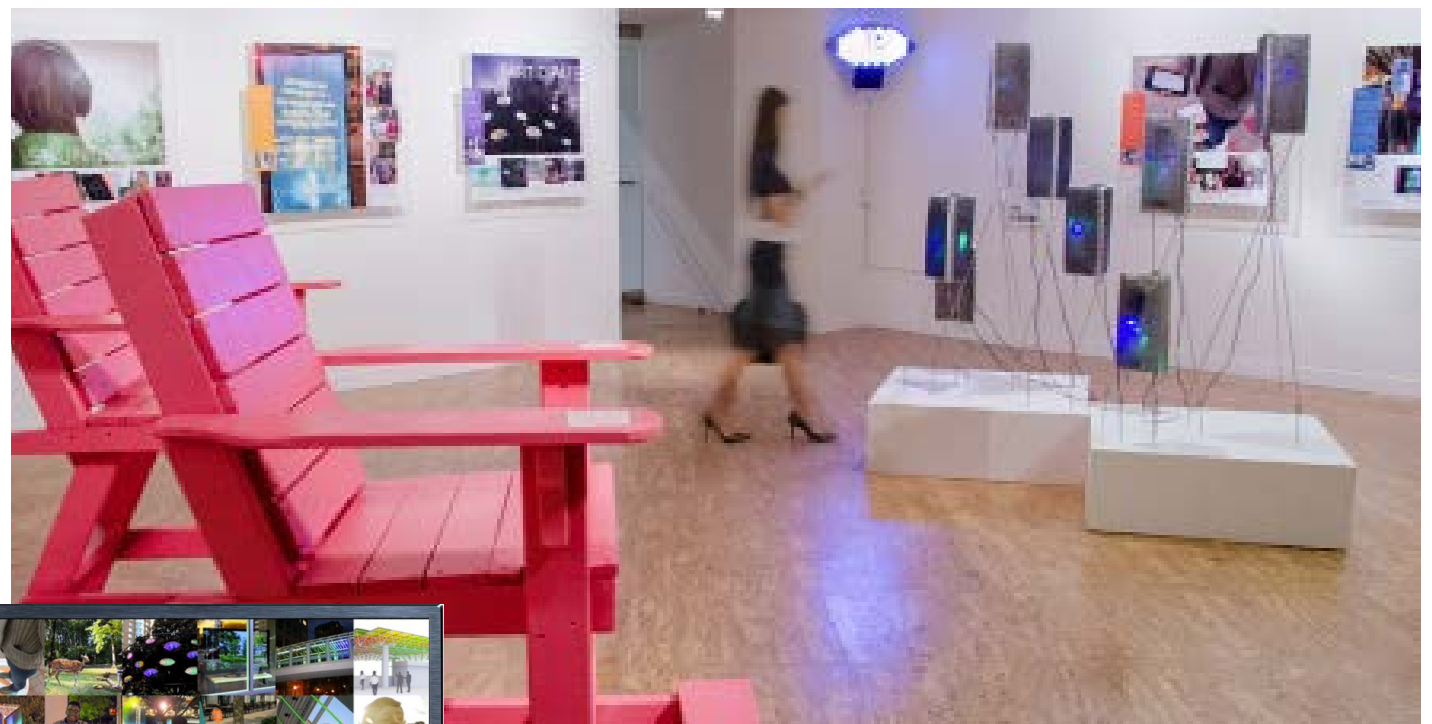
FINALIST



## Restaurant Challenge Booklet

The 2014 Ballston Restaurant Challenge presented an opportunity for established and aspiring restaurateurs to bring the "Next Signature Restaurant" to Ballston. Participants competed before a panel of Ballston property and business owners, and local culinary celebrities, including renowned chef Mike Isabella.

TDC designed a booklet to tell this story. The piece featured participant bios, restaurant concepts, and mouth-watering food photography, all presented in our unique look and feel for Ballston BID.



Video (Click to view)

## Public Displays of Innovation—Urban Art Project

Ballston BID initiated a program to create an ongoing series of urban art attractions that reinforced Ballston's prominence as a hub of innovation and creativity. The program consisted of nine distinctive art installations in the Ballston area.

TDC designed an exhibition and created a video that documented the artists' concepts and work. The exhibition was located in the Works in Progress gallery at the Artisphere—Arlington's visual and performing arts venue. Our design for the gallery highlighted various facets of the works as they were being developed, the vision of the artists behind them, and more.



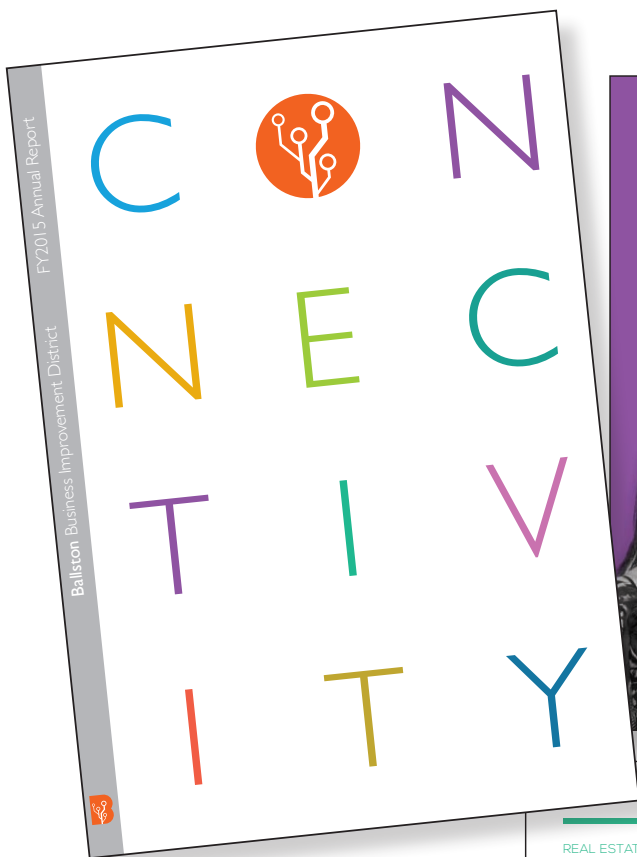
## Media Packet

This piece highlighted the news coverage Ballston BID received in 2014 in print, broadcast, radio, and online. It also housed documentation of all earned media outreach efforts and coverage in a distinctive but practical jacket design.



## Farmers Market

We created a poster and postcard highlighting the Ballston Farmers Market, a popular event featuring live music, chef gatherings, beer gardens, and fresh food from local farms.



## INFRASTRUCTURE

THE OPENING OF THE SILVER LINE PLACES BALLSTON IN THE EPICENTER OF THE METRO-SERVED MARKETS IN NORTHERN VIRGINIA, WITH ABOUT 26,000 TRIPS PER DAY. IN ADDITION, BALLSTON HAS BEEN RECOGNIZED AS THE MOST WALKABLE NEIGHBORHOOD IN ARLINGTON.



"National Rural Electric Cooperative Association (NRECA) is proud to have been in Ballston since 1996—almost 20 years! We were attracted to Ballston because we knew that its location and proximity to major highways and multiple public transportation options would be attractive to our talented workforce, which comes to us from all over the DC Metro area."

**SHAARA ROMAN**  
Senior Vice President,  
Human Resources, NRECA

## PLACEMAKING

- Medians**  
The Ballston BID is continuing the transformation of Fairfax Drive into a grand boulevard with dramatic landscaping. As we continue to preserve last year's vibrant landscaping, the BID is now moving forward in implementing a bold, orange-dotted landscape on the noes of the medians along Fairfax Drive.
- Gateway Signs**  
With sleek new gateway signs designed and fabricated, the Ballston BID has identified four gateway locations within the Ballston boundary where they will be installed. These signs will create a sense of arrival when coming to the neighborhood, in addition to enhancing overall wayfinding.

### BALLSTON QUARTER

- Ballston Quarter will be a completely reimagined experience. From the ground to the sky Ballston Quarter will be unique, authentic and a breath of fresh air. This new destination will have places where you can feast, celebrate, express your style and gather. The Ballston BID supported developer Forest City as well as Arlington County throughout the past year planning stages of the redevelopment. We will continue to partner with them during construction, which is planned to begin in mid-2016. A number of retailers will stay open during the three-year redevelopment, including Regal Cinema, Kettler Capital Complex and C&K. Ballston Quarter will offer an open-air urban retail environment coupled with a remodeled interior concourse. This new and engaging place will have a unique and vibrant mix of curated stores, restaurants and entertainment venues—30,000 SF in addition to Play's. The new mall design will also include an open-air public plaza gathering space and an intimate movie entrance along Wilson Boulevard for the community to enjoy.




**7.8**  
MILLION SQUARE FEET  
OF COMMERCIAL SPACE



## REAL ESTATE ACADEMIC CHALLENGE

- Over the last six months of 2015, the Ballston BID and Virginia Tech's National Capital Region have explored mutually beneficial partnership opportunities. The result of this effort has been the development of an Academic Challenge that also student teams to conceptually engage on issues based in the real world and a working exercise where Virginia Tech Real Estate students have an opportunity to work with the Ballston BID on pressing current challenges in the real estate realm.
- Academic Real Estate Challenge**  
The Academic Real Estate Challenge will be led by Virginia Tech's Real Estate Program with support from the National Capital Region Operations office. The Ballston BID, as a lead partner of the Academic Challenge, will help market and publicize the Challenge.
- Academic Challenge Summary and Structure**  
The Real Estate Challenge will focus on conceptually exploring challenges within the local community. The Academic Challenge will be marketed nationally and internationally to university real estate programs.

**19**  
LEED-CERTIFIED  
BUILDINGS

## Annual Report

We designed the 2015 annual report with a "connectivity" theme emphasizing how Ballston, VA is becoming the epicenter of the National Capital Region and the destination of choice for businesses and individuals.