



FOR IMMEDIATE RELEASE

ZGF Architects Chosen to Conduct Georgetown-Rosslyn Gondola Study *Firm provides five-month project schedule for full recommendations and renderings*

Washington, D.C. (April 28, 2016) – The Georgetown-Rosslyn Gondola Executive Committee announced today that after evaluating eight responses in a highly competitive RFP process, they have selected a team led by ZGF Architects LLP (ZGF) to conduct the Georgetown-Rosslyn Gondola Feasibility Study.

ZGF has led similar feasibility studies, including the preliminary concepts for the OHSU-Portland Aerial Tram. The urban design and architecture firm has provided an initial five-month project schedule for submitting its final assessments, recommendations, and conceptual renderings. ZGF will be supported in the project by the Livable City Group who will assist with project management and the navigation of federal and state regulatory processes.

“We chose ZGF because they offered the most effective approach for providing a comprehensive evaluation of the economic development, financial, regulatory, and community impacts of the project,” said Joe Sternlieb, CEO and President, Georgetown Business Improvement District (BID). “They also brought together the most experienced team of subject matter experts in engineering, transportation, and economics from across the country to serve as subcontractors and contribute to the study.”

Other partners on the team include Fehr & Peers who will assess transportation methods as well as performance measures and Partners for Economic Solutions who will assist with the real estate assessment impact analysis and evaluation of potential financing approaches. Finally, Engineering Specialties Group will lead the ropeway system design and assessment effort, having completed similar projects for the Roosevelt Island Tramway, The Steamboat Silver Bullet Gondola, and the Telluride Gondola Transit system.

“Objectively studying the feasibility of a gondola system to improve transit service, between Georgetown and Rosslyn, makes particular sense due to the existing traffic, potential destinations, challenging topography, and the desire to better connect both sides of the Potomac.” said Otto Condon, Principal, ZGF.

The feasibility study is funded by the Georgetown-Rosslyn Gondola Executive Committee, a coalition of public and private institutions from D.C. and northern Virginia, including the Rosslyn and Georgetown Business Improvement Districts; the D.C. and Arlington County governments; Georgetown University; and three members of the developer community—JBG, Penzance, and Gould Properties.

“We owe it to our community to evaluate this type of innovative transportation system which has proven successful in other cities,” said Mary-Claire Burick, President, Rosslyn Business Improvement District. “Rosslyn is a key transportation hub for the Capital region and we need to seriously consider investments that have the potential to alleviate congestion in an environmentally-friendly way. Conducting this feasibility study allows for an informed public discussion where all stakeholders will have the best possible information assembled by leading experts at their fingertips.”

Public meetings for input and discussion will occur at various milestones during the project and will be announced in the upcoming months.

“We are excited at the prospect of bringing the Rosslyn and Georgetown communities closer together and to evaluate the economic benefits and opportunities that may bring,” added Burick.

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About Georgetown Business Improvement District

The Georgetown Business Improvement District is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness, and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, destination management, and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.

About Rosslyn Business Improvement District

The Rosslyn Business Improvement District provides high-quality, customer-oriented services designed to define, enhance, and continually improve Rosslyn for those who work, live, visit, and do business there.

As a resourceful and collaborative organization, the Rosslyn BID works in partnership with key stakeholders and Arlington County to create a welcoming, creative thriving environment that supports Rosslyn’s residents and a wide range of business types, from innovative start-ups to established Fortune 500 companies and international associations. The organization takes an active leadership role in all that they do, serving as a collaborator, community builder, and agent of positive change. Please visit rosslynva.org.

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