

FOR IMMEDIATE RELEASE

Rosslyn To Install Area's First Neighborhood Specific Streetscape Design

Rosslyn BID initiative creates pedestrian-friendly streets with contemporary urban design



Rosslyn, Va., March 29, 2016 – The Rosslyn Business Improvement District (BID) announced today the successful first installment of the area's first neighborhood specific streetscape design initiative.

The demonstration project—installed at the corner of Wilson Boulevard and Oak Street—features custom designed, modern sidewalk elements such as benches, trash and recycling cans, bike racks, mobile information kiosks, newspaper box corrals and informational signs.

“The purpose behind creating a unique streetscape design is to create a distinct contemporary identity for Rosslyn in addition to encouraging pedestrian activity, connectivity and enjoyment of the neighborhood,” said Lucia de Cordre, Urban Design Director, Rosslyn BID. “The elements were also created to extend the benefits of current redevelopment projects and the long-term vision of the Realize Rosslyn sector plan to the street level. This isn't design just for aesthetics' sake, this is a deliberate, functional approach toward supporting retail, walkability and an active public realm.”

New York-based industrial designer Ignacio Ciocchini developed the custom elements, which incorporate a unique perforated design derived from the window lights of prominent buildings in the Rosslyn skyline.

“The elements set a unifying, consistent urban aesthetic that is immediately identifiable as Rosslyn,” said Ciocchini. “We studied and drew inspiration from other urban districts that have successfully enhanced their pedestrian environments such as the Chelsea Meatpacking District, 34th Street Partnership and the Bryant Park Corporation in New York City.”

The streetscape initiative is a collaborative effort between the Rosslyn BID and Arlington County; the project is fully funded and will be fully maintained by the BID. The new elements will be introduced at a small unveiling ceremony on Thursday, March 31st at 11:30 am.

“Part of Arlington’s charm is that we are a collection of urban villages each with its own unique identity,” said Jay Fisette, Arlington County Board Vice-Chair. “The Rosslyn BID’s strong collaborative relationship with the County has enabled us to work together to innovate with urban design and test new ideas for enhancing our public realm while giving the community an opportunity to provide feedback on the direction of the initiative.”

Once the BID has collected feedback from the community, the organization will work with the community to expand the elements throughout the Rosslyn commercial district.

Parklets, mobile curbside seating platforms, will be incorporated in the next phase of the project. Streetlights that would serve as mobile Wi-Fi hotspots and create a network throughout the commercial district are also being evaluated as part of the initiative.

“For a dense urban area like Rosslyn, which has been experiencing rapid growth and has the highest pedestrian volume in Arlington County, maximizing the use of public space is crucial,” said Mary-Claire Burick, President, Rosslyn BID. “Everything we do, from the mobile vending zone pilot and long-term sector planning to this streetscape design initiative, is with an eye toward creating a world-class urban experience.”

More information on the Rosslyn BID’s streetscape initiative can be found here: <http://www.rosslynva.org/files/StreetscapeBooklet.pdf>

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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 here.

As a resourceful and collaborative organization, we work in partnership with our 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. We take an active leadership role in all that we do, serving as a collaborator, community builder and agent of positive change. Please visit, www.rosslynva.org.

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