



## REQUEST FOR PROPOSAL

### *Greater Gallery Place/Chinatown Corridor Study*

#### **Purpose:**

The DowntownDC Business Improvement District (DowntownDC BID) seeks an in-depth study of the Seventh Street NW Corridor's market, public realm, and mobility conditions and an exploration of potential future actions to create a vibrant economic, culture, and entertainment center for Downtown, DC and the region: **The Greater Gallery Place/Chinatown Corridor Study**. This effort requires a collaborative approach to understand the Greater Gallery Place/Chinatown Corridor's economic history, physical challenges, opportunities, and particularly an analysis of the upcoming Capital One Arena's potential ground lease renewal.

#### **Background:**

The DowntownDC BID is a private, non-profit organization that provides capital improvements, resources, and research to keep the BID area clean, safe, economically, environmentally strong, and accessible. The mission of the BID is to be a catalyst, facilitator, and thought leader in diversifying the economy, promoting public/private partnerships, and enhancing the DowntownDC experience for all.

The DowntownDC BID area encompasses 138 blocks, stretching from the White House to Union Station and the National Mall to the Walter E. Washington Convention Center. Specifically, these boundaries are 16th Street NW and the White House grounds to the west, North Capitol Street NW to the east, Constitution Avenue and Louisiana Avenue NW to the south, and Massachusetts Avenue NW to the north (including the area surrounding the Walter E. Washington Convention Center). See attached map – Attachment A.

#### **Project Boundaries and Site Description:**

The Greater Gallery Place/Chinatown Corridor's physical boundaries are Massachusetts Avenue NW to the north, Pennsylvania Avenue NW to the south, 5th Street NW to the east, and 9th Street NW to the west. See attached map – Attachment B.

The major economic assets of Greater Gallery Place/Chinatown Corridor (The Corridor) are as follows: 11.4 million square feet of office ; five hotels with 1,615 rooms; 1.3 million square feet of retail that include 40 destination restaurants; 1,938 market-rate multifamily units; two museums that are visited by 1.3 million people annually; five theaters that are patronized by 395,000 people annually ; The Capital One Arena serves 2.5 million sports and entertainment patrons annually at 215 events each year; and the Walter E. Washington Convention Center holds 187 events annually bringing 1.3 million visitors to the BID each year. The Corridor's commercial office buildings hold are the venues for 20,000 daily employees. See Attachment C for Comprehensive Corridor Data.

The primary culture and entertainment institutions located inside the project boundaries include the Capital One Arena, National Portrait Gallery, Smithsonian American Art Museum, Shakespeare Theatre Company's Sidney Harman Hall and Michael Klein Theatre, Woolly Mammoth Theatre, and Sixth and Eye Synagogue.

Other culture and entertainment institutions and venues that are located nearby are to be factored into this project, including the Walter E. Washington Convention Center to the North, the National Gallery and

Smithsonian museums on Constitution Avenue to the South, National Building Museum, National Law Enforcement Museum, National Archives, Martin Luther King Jr. Memorial Public Library, National Museum of Women in the Arts, National Children's Museum, Planet Word, Ford's Theatre and Museum, Warner Theatre, National Theatre, and Hamilton Live.

Together, these institutions and venues have a combined close to 20 million in attendance -- fans, patrons, and other visitors, on a pre-pandemic basis.

Supporting all this activity is a robust transportation network. The Corridor is a multi-modal transportation hub and home to the region's fourth busiest Metro Station, Gallery Place-Chinatown, with an average of 22,000 riders on weekdays pre-pandemic. DC's most active buses travel through the Corridor, with the 70, 79, and X2 buses traveling on 7<sup>th</sup> Street NW, 9<sup>th</sup> Street NW, and H Street NW, and all ranking in the top ten in ridership in DC. Where transit has grown over the years to rise to the demands, sidewalk widths have not. As a result, pedestrian space remains limited and crowding on 7<sup>th</sup> Street NW and H Street NW is commonly observed.

### **Project Overview:**

The December 1997 opening of the MCI Center, now the Capital One Arena, at the corner of 7<sup>th</sup> Street NW and F Street NW, catalyzed the rebirth of Downtown DC and the revitalization of the DC economy. The opening of the MCI Center not only created a Downtown home for Washington's professional sports teams; it provided a new multi-purpose entertainment center that now hosts approximately 210 events per year with an attendance of 2.5 million. It became a key economic, entertainment, and cultural corridor of the DowntownDC BID area, the District of Columbia, and the National Capital Region.

Over the past fifteen years, many sub-market competitors to the Corridor emerged in DC and the region. In DC, 14<sup>th</sup> and U, H Street NE, Capitol Riverfront, The Wharf, and Union Market emerged as new competitors adding to the already intense competition of Georgetown, Adams Morgan, and Dupont Circle. In the suburbs, the Mosaic District, Pike and Rose, Downtown Silver Spring, National Harbor, Tysons with Metrorail, and National Landing emerged as new competitors – adding to the already intense competition of Bethesda, Alexandria, the Rosslyn—Ballston Corridor, and Reston Town Center.

The pandemic accelerated the competitive and retail trends that impacted the attractiveness of the Corridor, and the absence of office workers and retail patrons magnified the existing challenges to attract visitors to the Corridor.

Also, the area became less manageable from a transportation point of view; the appearance of the public realm did not keep up with the advancement of the area's profile. For example, the intersection of 7<sup>th</sup> Street NW and H Street NW is one of the largest transit hubs in the region. Tens of thousands of pedestrians, transit riders, bicyclists, and drivers move through this space each day. Unfortunately, congestion, disorder, and a lack of safe and comfortable pedestrian spaces collide here to create an environment that is too often forbidding.

Over the past few months, the DowntownDC BID has convened a task force, the 7<sup>th</sup> Street/Gallery Place task force, which is partnering with District of Columbia government agencies to increase security in the area and address infrastructure concerns. As a result, stakeholders report a drastic improvement in the actual and perceived safety of the area.

The Corridor study is intended to build on the success of the 7<sup>th</sup> Street/Gallery Place task force to analyze the strengths, weaknesses, opportunities, and threats for the area, with particular attention given to its history of city and private investment and the need for future investment in both economic development, the public realm, and mobility, particularly the renewal of the ground lease for the Capital One Arena.

**Scope of Work:**

The DowntownDC BID seeks an in-depth market study of the Corridor. This effort requires a collaborative approach with stakeholders to understand the Corridor's history and current conditions; analyze its strengths, weaknesses, opportunities, and threats in the context of what is best for both DowntownDC and all of DC; and establish a vision for its future.

The selected consultant team will also be tasked with defining a vision for a revitalized, vibrant, world-class public realm and mobility on 7<sup>th</sup> Street NW between Massachusetts Avenue NW and Pennsylvania Avenue NW (7<sup>th</sup> Street NW study area).

*TASK 1 – Project Kick-Off:*

The selected team will initiate a kickoff meeting with the DowntownDC BID to set the project mission, timeline, and scope of work. The kickoff meeting is an opportunity to finalize the vision, goals, and expectations for the study. Before the kickoff meeting, it is expected for the selected firm to perform sufficient due diligence in understanding the Corridor's demographics, trends, patterns, existing conditions, and relevant past studies; additionally, more specifically; other elements of importance include but are not limited to transportation data, sales, and real estate market performance data, and meeting with some of the many Corridor stakeholders.

*TASK 2 – Market Analysis, Existing Conditions Documentation, and Past Study Review*

DowntownDC BID requires the selected team to perform a market analysis that provides an in-depth understanding of historical and current market conditions, including, but not limited to property use, visitation, employment, population, hotel performance, sales, and tax revenue, attractions, economic drivers, DC government investments from 1995 -- 2021. It is recommended for the selected firm to use various resources, such as third-party market reports, well-crafted community surveys, and core stakeholder interviews. It is highly recommended for the selected firm to provide relevant regional, national, or international comparisons within the market analysis.

In addition, the DowntownDC BID seeks to understand (1) the economic impact of the Capital One Arena, (2) a projection of the economic and fiscal impact of the Capital One Arena, (3) a projection of the economic and fiscal future **without** the Capital One Arena, (4) potential key economic development investment for the Corridor, and (5) other culture and entertainment and retail opportunities for the Corridor.

At the same time, the selected team should conduct the tasks necessary to gain a complete and comprehensive picture of the public realm and mobility in the 7<sup>th</sup> Street NW study area. These will include, but not be limited to, review of all relevant transportation and planning studies; a collection of traffic volumes, transit ridership, pedestrian counts, and alternative mode usage data; existing conditions documentation; and traffic operations and usage observational data collection. The data compiled in this task will enable the selected team to begin to understand the strengths, weaknesses, opportunities, and threats in the 7<sup>th</sup> Street NW study area. Armed with this information, the chosen team should expect to

share initial learnings and ideas for improvement with the DowntownDC BID and stakeholders to gain their feedback and input.

*TASK 3 – Advisory Board, DC Government, and Stakeholder Engagement:*

DowntownDC BID is aware that effectively engaging key partners and the public is critical in shaping a new vision and action plan for the Corridor. Therefore, it is recommended that the selected firm conduct interviews of cultural or entertainment institutions or venues, property owners, business operators (primarily restaurants and retailers), community groups, residents, brokers, investors, and developers working in the Corridor and include stakeholder perspectives in the plan.

The DowntownDC BID envisions a three-tiered engagement structure:

1. Advisory Committee (seven to ten members)
  - a. Deputy Mayor for Planning and Economic Development/Office of Planning
  - b. Monumental Sports & Entertainment
  - c. Two cultural institutions
  - d. Two private property owners
  - e. Two private businesses
  - f. Events DC
  
2. DC Government Partners
  - a. Deputy Mayor for Planning and Economic Development
  - b. Office of Planning
  - c. Department of Transportation
  - d. Department of Energy and Environment
  - e. Ward Two Councilmember Brooke Pinto
  
3. Community Stakeholder Group
  - a. Chinatown community
  - b. Cultural institutions
  - c. Community and residential groups
  - d. Retailers
  - e. Restaurants
  - f. Hotels
  - g. Residents
  - h. Brokers

The selected team will be required to hold a minimum of three (3) meetings with each of the aforementioned groups throughout this project. These meetings should offer constructive opportunities for stakeholders to react to learnings and ideas to improve the Corridor. Proposed activities that engage stakeholders and make them partners in defining solutions to challenges will be looked on favorably.

*TASK 4 – Public Realm and Mobility:*

After completing existing conditions documentation and data gathering as outlined in task 2, and the initial stakeholder engagement as outlined in task 3, the selected team will need to perform a more rigorous analysis and ideation in relation to the public realm and mobility in the 7<sup>th</sup> Street study area. The

research will include the review of learnings from studies, data, field visits, and stakeholder engagement. It will also include reviews of comparable sites, projects, and related best practices and the use of analytical tools such as a SWOT (strengths, weaknesses, opportunities, threats) analysis to drive thinking and ideation. Depending on exposed problems and potential solutions, the chosen team will likely need to perform some level of traffic analysis and modeling.

In consultation with the DowntownDC BID, the selected team will be expected to deliver a minimum of three potential comprehensive concepts to improve the public realm and mobility in the 7<sup>th</sup> Street NW study area. These options will need to be vetted with the DowntownDC BID and shared with stakeholders for feedback and input. Ideally, the selected team would utilize an incremental approach to gaining input on preferences, usage, and needs for the public realm and mobility in the 7<sup>th</sup> Street NW study area to arrive at the most viable three options possible. This may be conducted through surveys or other tools but will be an essential step in a successful project.

Once completed, the three concepts will need to be shared for feedback and input to ultimately arrive at one preferred option included in the final plan. This option should be bold and compelling and, as such, will likely have changes to the existing roadway alignment, new spaces for stormwater capture and other sustainability features, and innovative and attractive streetscape guidelines.

#### *TASK 5 – Plan Draft:*

The selected firm will draft a Greater Gallery Place/Chinatown Corridor plan. The plan will be a data and stakeholder-driven document that clearly outlines improvements to existing areas to meet the community's current and future needs while also aligning the previous visions of the DowntownDC BID. The selected team will need to reference feedback and data, existing conditions, strengths, weaknesses, opportunities, threats, and other relevant support.

#### *TASK 6 – Plan Finalization:*

The selected team will present the DowntownDC BID with a draft outline for the Greater Gallery Place/Chinatown Corridor plan before completing all sections. The DowntownDC BID will review and approve the design of the plan. A final draft will be reviewed and approved by the DowntownDC BID and will be shared publicly. The selected team will also be required to present the plan to the Advisory Committee and key government partners before finalizing.

To be determined in consultation with the DowntownDC BID, the final deliverable will likely include a phased vision for the future of the public realm and mobility in the 7<sup>th</sup> Street NW study area. It will consist of near-term, short-term, and long-term interventions that improve the public realm and mobility and specify the associated actions, estimated costs, and responsible parties. Vibrant, inspiring, and aesthetically pleasing concept renderings portraying the vision for public realm and mobility in the 7<sup>th</sup> Street NW study area will be an essential piece of the final deliverable.

#### **Responses:**

Responses to this request for proposals are due by **5:30 p.m. July 28, 2021**. Submissions received late will be rejected.

Each firm submitting a proposal will mark the submission subject line with "RFP for Greater Gallery Place/Chinatown Corridor Study)." The submittal shall include the items below.

- A. Letter of intent explaining how your work and qualifications are particularly well suited to this project
- B. A brief biography of the firm(s)
- C. Summary of proposed team structure and staff roles for this engagement that highlights day-to-day project management staff
- D. Three to five examples of related work that demonstrate the capacity to fulfill the purpose of this project
- E. The proposal, project timeline, and budget
- F. Resumes of project team members (not to exceed two pages per team member)
- G. Three client references for similar public space projects led by the proposed project manager completed within the past five years

Please submit proposals and questions electronically to **Yohance Fuller at yohance@downtowndc.org**

**Selection Criteria:**

- A. All proposals will be reviewed and evaluated by DowntownDC BID and ranked based on the quality of response to each of the following criteria: **(The maximum number of points is 100)**
- B. Project Methodology and Approach **(20 Points)** – The clarity and thoroughness of the methodology and approach and the firm’s ability to articulate and respond to the objectives and scope of work.
- C. Timeline and Schedule **(10 Points)** – Ability to meet project timeline while meeting project goals.
- D. Expertise **(25 Points)** – Qualifications and diversity of the proposed team members, including responsibilities and skills of each team member.
- E. Experience **(25 Points)** – Experience and demonstrated success in performing proposed work.
- F. Project Cost Summary **(20 Points)** – Thoroughness and clarity of the estimate.

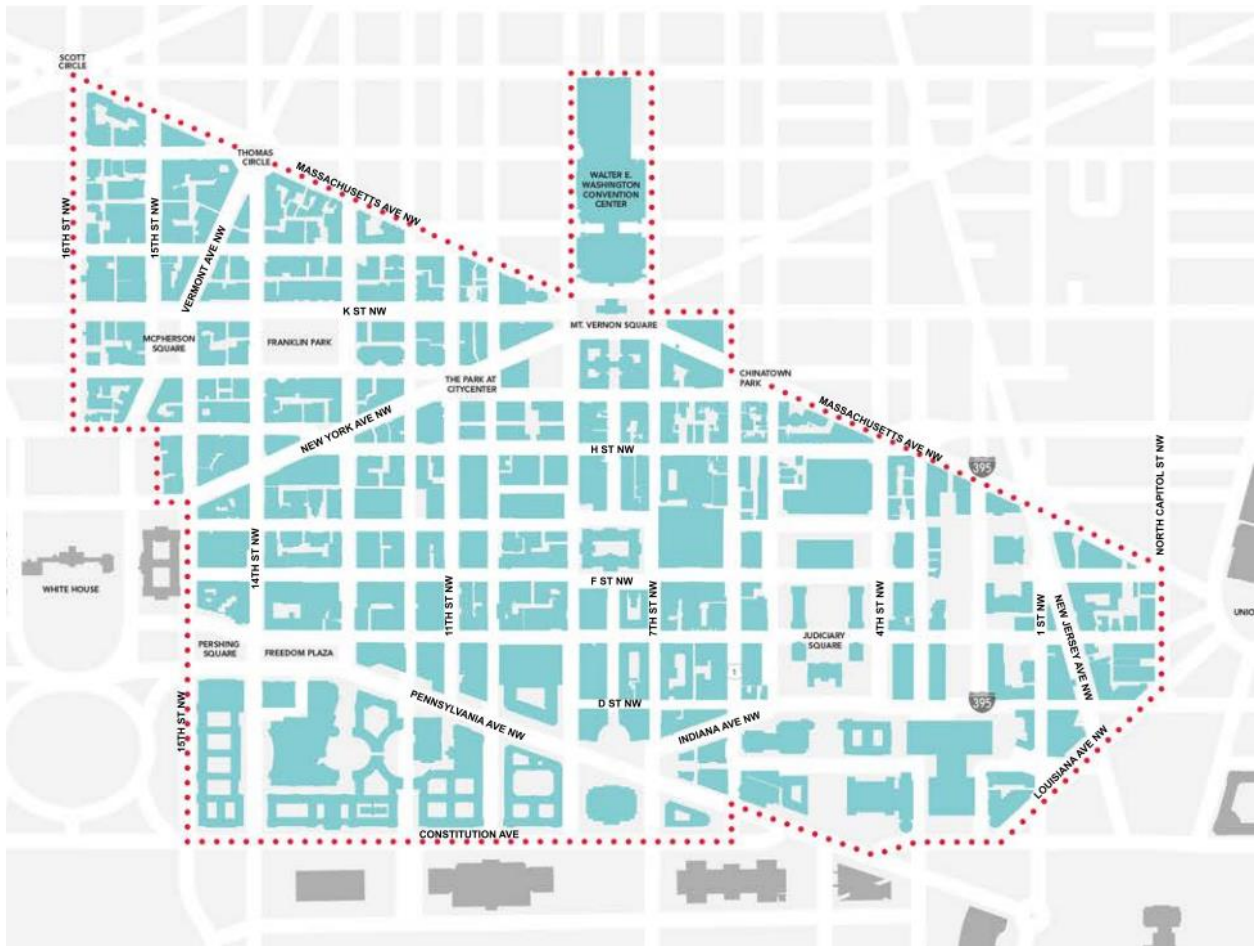
**Key Dates – Six (6) Months:**

RFP Released:	July 1, 2021
Deadline for Questions to the RFP:	July 9, 2021
Answers to Questions Shared with Applicants:	July 16, 2021
Proposals Due:	July 28, 2021
Notification of Finalists Selected for Interview:	August 13, 2021
Interviews of Finalists:	August 18-20, 2021
Selected Team Notified:	August 25, 2021
Kick-off Meeting Held:	September 10, 2021
Plan Finalization/Presentation:	January 15, 2022

**Vendor Diversity:**

The DowntownDC BID is committed to maintaining a diverse supplier and vendor base and building relationships with suppliers and vendors that reflect the diversity of the District of Columbia, DowntownDC BID, its clients, and its communities. Vendors must demonstrate that ownership/leadership and personnel working on this engagement reflect the DowntownDC BID's diversity objectives especially racial and gender diversity.

## Attachment A: BID Boundaries



[Click here](#) for a DowntownDC BID boundary map.

**Attachment B: The Corridor Boundaries**



Outer limits of the Corridor boundaries are shown in the above in red.



## Attachment C: Greater Gallery Place/Chinatown Corridor Study Data Overview

<b>Greater Gallery Place/Chinatown Corridor Study</b>			
<b>Data Overview</b>			
(as of June 30, 2021)			
			<b>GGPC</b>
			<b>as % of</b>
	<b>GGPC</b>	<b>Total</b>	<b>Total</b>
	<b>Corridor</b>	<b>BID</b>	<b>BID</b>
<b>1 Land Area</b>	0.16 Sq Mile	0.99 Sq Mile	16%
<b>2 Office SF (millions)</b>	11.4	74.6	15%
<b>3 Hotels</b>			
# of Hotels	5	34	15%
# Temporarily Closed	-	-	NA
# Hotel Rooms	1,615	12,083	13%
<b>4 Market-Rate Housing</b>			
# Multifamily Buildings	13	35	37%
# Multifamily Units	1,938	6,004	32%
# Apt Buildings	5	15	33%
# Apartments	858	3,584	24%
# Condo Buildings	8	20	40%
# Condos	1,080	2,420	45%
<b>5 Retail (thousands)</b>			
Total SF	1,293	4,050	32%
Occupied SF	817	3,100	26%
Vacant SF	372	880	42%
Vacancy Rate	28.8%	28.1%	NA
Temporarily Vacant	104	598	17%
Temp Vacancy Rate	8.0%	14.8%	NA
Storefronts--Total	302	1,135	27%
Storefronts--Occupied	193	NA	NA
Storefronts-- Vacant	82	NA	NA
%	27%	NA	NA
Storefronts--Temp Vacant	27	NA	NA
%	9%		
<b>6 Destination Restaurants</b>			
Open	36	113	32%
Announced	2	4	50%
Temporarily Closed	4	18	22%
Closed Since 3/15/20	7	18	39%
<b>7 Live Theatre/Music</b>			
# of Venues	5	8	63%
Attendance 2020	61,206	130,572	47%
Attendance 2019	395,171	732,400	54%
<b>6 Museums</b>			
# of Museums	2	12	17%
Attendance 2020	321,286	665,442	48%
Attendance 2019	1,312,700	4,572,275	29%
<b>8 Capital One Arena</b>			
Attendance 2020	800,000	NA	NA
Attendance 2019	2,000,000	NA	NA
Attendance 2014-2018 Avg	2,500,000	NA	NA
# of Events 2015-2019 Avg	215	215	100%
<b>9 Walter E. Washington</b>			
<b>Convention Center</b>			
Attendance 2020	449,000	NA	NA
Attendance 2019	1,060,000	NA	NA
Attendance 2014-2018 Avg	1,313,200	NA	NA
# of Events 2015-2019 Avg	187	187	100%
<b>10 Daily Population</b>	58,419	237,627	25%
<b>Pre-Pandemic</b>			
Employment Total	38,348	188,600	20%
Employment Office	20,000	133,000	15%
Employment Other	18,348	55,600	33%
Hotel Guests	1,810	13,600	13%
Residents	3,129	10,470	30%
Capital One Arena	6,850	6,850	100%
Museum Visitors	3,600	12,500	29%
Theatre Goers	1,082	2,007	54%
WEW Convention Attendees	3,600	3,600	100%

Sources: DowntownDC BID, CoStar, STR, EventsDC, Monumental Sprts & Entertainment, Downtown Museums, Downtown Theaters and Other Performance Venues and Dochter & Alexander Retail Advisors.