The District of Columbia Department of Housing and Community Development ("the Department"), on behalf of the District of Columbia Redevelopment Land Agency ("the RLA") and pursuant to its authority under the D.C. Redevelopment Act of 1945, D.C. Code 1981, Section 5-801, et seq., hereby requests proposals for the purchase and development, for residential, retail, and commercial use, of Parcels 5, 15, 19, 24, 26, RO-20 and 32 in the 14th Street, NW Urban Renewal Area

1. INTRODUCTION

The District is a city of neighborhoods. The Administration of Mayor Anthony Williams is committed to utilizing its public assets to improve the quality of life and economic health of its neighborhoods. To keep these communities as places of diverse cultures, incomes, and land uses, the Government works with the local citizens and developers to turn publicly owned parcels into neighborhood assets of which the community can be proud.

The Columbia Heights neighborhood exemplifies the potential of the District's diverse neighborhoods. Rapid changes are occurring in Columbia Heights due to market forces, public investment and community action. Two years ago, the Redevelopment Land Agency Board (RLA) selected developers for two mixed-use developments in the heart of Columbia Heights, parcels 27 and 29. **Remaining consistent with the charge from our residents, this RFP seeks to dispose of Parcels 5, 15, 19, 24, RO-20, 26 and 32 in Columbia Heights** (see map below).

1.1 The Background and Vision for Columbia Heights

Columbia Heights encompasses the area bounded by Spring Rd. to the North, Florida Avenue to the South, as well as both sides of 11th Street to the East and 15th Street to the West. The area's central retail services corridor is 14th Street NW.

In 1997, the Development Corporation of Columbia Heights (DCCH), in partnership with a number of community and philanthropic partners and District Government, sponsored a community Charette to identify a vision for redevelopment of the undeveloped commercial/retail parcels in Columbia Heights. At this Charette, the community identified a set of basic ideas to guide redevelopment in the area. In general, the community sentiment was that enhanced "main street" retail and residential development with some professional offices would restore the vibrancy of Columbia Heights. The major directives of the Charette were as follows:

1. "Development should serve residents first, then tourists and other visitors."

2. Restore the vitality of 14th Street by developing retail, offices, residential and open space/civic opportunities that complement the existing scale and character of the surrounding neighborhood.

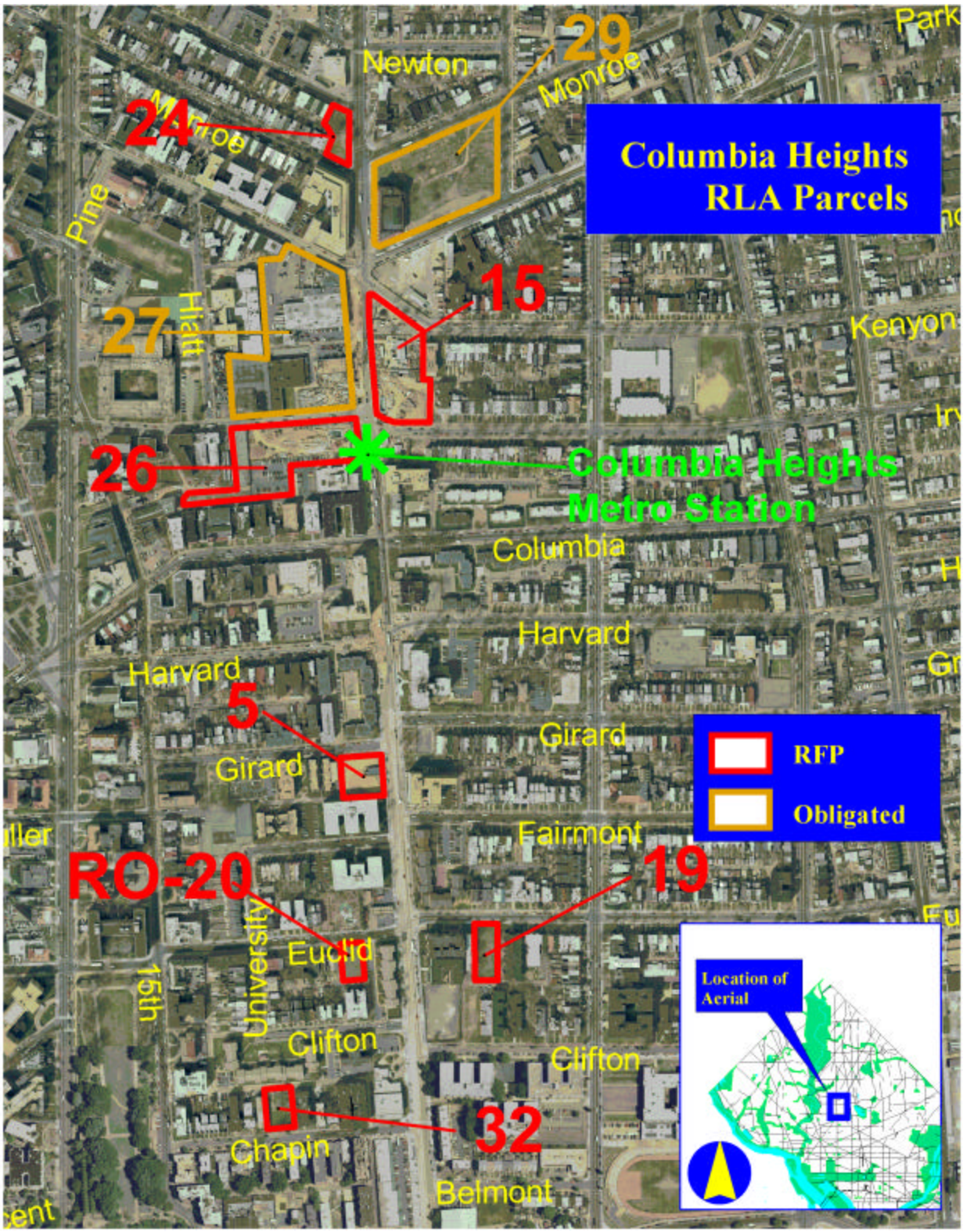
District Government supports the visions and design/development guidelines established by the Columbia Heights community. It is strongly recommended that bidders review "A Community-Based Plan for the Columbia Heights Metro Station Area" found in the developer's kit. The Plan is the result of the community Charette and provides suggestions for building character and density, site development, landscaping, lighting, signage, and general uses for Parcels 15, 24, and 26.

The successful bidder will present an architectural image that perpetuates the neighborhood character while accommodating needed uses. Architectural images that appear like "superblocks" or "mall-like" are discouraged. The design of facades, including the materials and how those materials are articulated, should be used as primary tools for producing a varied and interesting pedestrian environment.

Considerable attention should be given to creating a very strong retail presence and image on the first floors of Parcels 15, 24, and 26. The District prefers well-designed mixed-use buildings in which retail is not an additive consideration, but rather an integral part of the overall image of the building.

Where and when possible, with due consideration to market forces, submissions should propose opportunities to enhance the liveliness of the public sidewalks surrounding their buildings, especially on 14th Street. Enhanced liveliness will be achieved by adhering to recommendations contained within the Plan and also by providing opportunities for sidewalk retailing—cafes, groceries, coffee shops, markets and others that improve the relationship of outdoor and indoor activities.

The bidder should also consider methods by which the public space around buildings might be enhanced through coordinated landscape and streetscape elements. Bidders are encouraged to submit a binding statement of commitment to work with owners of other parcels to determine a district-wide streetscape strategy that is consistent with recommendations from the Plan and other recommendations from the District's Office of Planning while also proposing a long-term maintenance and management strategy for public spaces. The long-term value created by disposition of these parcels will be enhanced by the participatory relationship amongst the property owners of Columbia Heights.



Aerial of Columbia Heights Metro Station Area.

2. COLUMBIA HEIGHTS MARKET PROFILE

2.1 Current Development Activities

Since the 1997 Charette, the Columbia Heights area has been the focus of a major neighborhood redevelopment effort by the District Government and other public development entities.

In 1999, WMATA opened the Columbia Heights Metro station, connecting the area to the rest of the region through the Green Line rail service. The stop is only three stops from the monumental core of the District and sets the stage for redevelopment in the area.

In 2000, the RLA Board awarded development rights for Parcel 29 to the Horning Brothers development group and for Parcel 27 to GRID Properties. These projects have the potential to fulfill the key commercial and retail anchor roles sought by the community in the 1997 Charette, namely the grocery store, large scale retail and entertainment uses.

Last year, WMATA selected Triangle Development Associates to develop mixed income housing on Parcel 38, another key part of the development program identified by the Charette.

2.2 Local Market Trends

Since 1998, the District has seen a resurgent housing market. District-wide, there are over 5,000 units of housing either under construction or in predevelopment stages with projects varying from single family to town home development, to high end luxury high-rises and historic preservation projects. For instance, the development of town homes at 13th and V Streets have experienced a rapid rise in value from the sale of their first unit last year to the sale of their last unit this year. This energy is supplemented by the influx of new tenants and homebuyers who have renovated vacant buildings alongside long-term residents, which has begun to re-energize vacant blocks.

There are three proposed commercial developments that are of note:

1. The Tivoli Theatre redevelopment is being led by the Horning Brothers and proposes the redevelopment of the old Tivoli Theatre including the development of a 40,000 square foot Giant Supermarket, other retail and 25 Townhouses on Parcel 29.

2. The GRID Properties project is likely to bring a retail and entertainment model that is enjoying great success in the Harlem community of New York City. The GRID project as currently proposed contains over 400,000 square feet of general retail often not found in other parts of the city, with movie theatres and other entertainment uses and parking to serve these uses.

3. The Nehemia Shopping Center on 14th Street was completed in 1998 and contains 10 new retail shops and complements the RLA driven Nehemia Cooperative Estates, a

32-unit housing cooperative located across the street. The center also supports a development containing 15 three and four-bedroom townhouses nearby, and serves as a vital connection between U Street, NW and the Columbia Heights neighborhood.

Select major residential projects of note in the area include:

1. The Clifton Terrace apartment development, one of the District's oldest and once its most luxurious, is being renovated into a combination of 228 middle-income condominiums and low to moderate-income apartments.

2. Faircliff Plaza East is an expiring use, Section 8 project. With the help of HFA financing it will receive a full renovation and maintain 80 units of affordable housing.

In addition to these private sector projects, the District of Columbia Public Schools will be redeveloping the near by Bell/Lincoln Multicultural School in to a $50 million state of the art public facility. It represents the District of Columbia's continuing commitment to quality education for the city's youth as well as for its adult residents. The new building envisions a combined middle and high school on the 4-acre site located at Hiatt Place and Irving Street. The facility will also provide space for adult education classes and various community activities. This modern educational campus will be a major community asset and will serve as a key ingredient in the revitalization of Columbia Heights.

2.3 Comparable Areas in Other Cities

The 1997 community Charette also identified as examples of comparable redevelopment efforts three communities that have been targeted by their residents.

1. *Portland, Oregon:* The Albina Court project is located in a across the Willamette river from Portland's downtown, very close to a major light rail stop. The project involves the mixed-use development of a large city block with a program of 48 primarily affordable new residential units with a mix of first floor uses, including a community development bank, a community design center, a day care center and a new sit-down restaurant. The project is the result of a variety of public and private financing sources. While the District's projects on Parcels 5 and 27 may not be as affordable as the Portland project, the idea that a mix of incomes in residential and first floor retail can work is important.

2. *Chicago, Illinois:* Gateway Plaza is a shopping center in the Rogers Park section of the City. A mix of 73,000 square feet of supermarket space, a 15-screen cinema and 120,000 square feet in ancillary retail uses, the project is in close proximity to a rail station. While it is larger than the development foreseen for Columbia Heights, this project has similarities to the plans proposed by the developer of Parcel 26.

3. *Southern California:* In an analog to the plans for the Columbia Heights district, in each of the communities of Pasadena, Long Beach, and "Little Tokyo" in the Los Angeles area, local redevelopment authorities and private developers have developed

mixed-use projects with major retail and residential components, spurred by new rail investments. In the little Tokyo example, the cultural elements were used as a draw to attract residents and retail tenants. In the Long Beach and Pasadena examples larger scale retail and food court elements were included. In each case, the public sector structured its participation through reductions in financing costs or land prices as incentives to developers.

These examples indicate that the idea of pairing major retail and entertainment uses with the kind of residential and office uses proposed in this RFP have great potential to create synergy that matches the community's vision for the redevelopment of these parcels.

3. GENERAL PROGRAM REQUIREMENTS

3.1 Development Team Organization and Parcel Groups

Bidders can submit on all parcels or any combination of parcels. If a bidder submits on more than one site, then the proposal should include a section for each site that includes information about financial feasibility (including 5.113, 5.12, and 5.13), so that individual sites can be evaluated. The RLA has the right to award development rights for individual sites.

3.2 DC Government Development Objectives and Requirements

Consistent with the Urban Renewal Plan and the 1997 Charette, the DC Government's objective with these sites is to encourage the development of a healthy mix of condominium, townhouses and/or rental residential units for families with a variety of incomes and retail development encompassing the full range of neighborhood scaled development. Here, a lively residential project with a critical mass of residents would support nearby "main street" retail uses and serve as a transitional buffer to lower-density residential areas to the east and west.

Proposals must include not less than 5 percent, of the rentable square footage of the homeownership and/or rental component of the project priced to be available to households earning under 30 percent of the Washington D.C. Area Median Income (AMI). Proposals must also include not less than 5 percent, of the rentable square footage of the homeownership and/or rental component of the project priced to be available to households earning under 60 percent of the AMI. In addition, at least 10% of the rentable square footage must be affordable to households earning under 80% of AMI. Beyond this, units targeted to households earning between 60 percent and 120 percent of the AMI are encouraged. Bidders are also encouraged to provide a mixture of family type units (e.g. 2-3 bedrooms). Different unit types must be affordable according to family size. The mixture of affordable unit types must be proportional to the number of units in the overall development. Proposals that fail to include these affordability requirements will be deemed unresponsive.

This RFP also seeks civic open space, especially for active use. Bidders are encouraged to include a plan to develop and finance the maintenance of an inviting, attractive and sustainable open space.

This RFP also seeks neighborhood-oriented retail. Bidders should focus their efforts on a mix of cafés, convenience retail and small neighborhood office users, such as copier.

3.3 Design Goals and Guidelines

The Urban Renwal Plan and the community Charette identified a set of goals and objectives for parcels 15, 24, and 26, which are consistent with the surrounding neighborhood. When feasible, bidders should consider and incorporate the design typology recommended in the

Charette. Bidders also should consider carefully the building's impact on shadows, light and air.

The first floor commercial development should have bays of 15-30 feet and projection bays and awnings are recommended. Building with over 150 feet of continuous frontage must have breaks in facade design and must design between 30% and 55% glazed facades.

Generally, upper floor appearance should mimic the historic design conventions of the community, but residential window bays and/or balconies are recommended.

Brick and glass facades that adhere to the ratio described above for commercial development are preferred façade materials.

3.4 Development Incentives

The parcels are located in the DC Enterprise Zone (EZ) and have access to EZ bonds up to $15 million per issuer for the commercial components proposed. In addition, submissions proposing 20% or more affordable units may qualify for District of Columbia Housing Finance Agency bond financing. As well, bidders are encouraged to contact DCHA about potential subsidies. DCHA administers the Section 8 voucher and project based programs, as well as the Annual Contribution Contracts (ACC) that can be used to subsidize units for low-income families.

Undue reliance on limited resources, such as tax credits and federal grants, may negatively affect a submissions evaluation score under financial compensation.

4. SITE SPECIFIC PROFILES & REQUIREMENTS

4.1 PARCEL 15

4.11 Site Description

Parcel 15 is a rectangular 1.34 acre (58,000 square feet) site, located along 14th and Irving Streets NW in the Columbia Heights neighborhood of Washington D.C. It has a full block of street frontage along 14th Street. The Columbia Heights Metro Station on the Green Line is only a few feet away from Parcel 15 on the same block as the site.

The zoning surrounding the Columbia Heights Metro Station is predominantly C-3-A unless otherwise noted, which permits matter-of-right development for major retail and office uses to a maximum height of sixty-five (65) feet, a maximum floor area ratio (FAR) of 4.0 for residential use and 2.5 for other permitted uses, and a maximum lot occupancy of seventy-five (75%) percent for residential uses.

4.12 Program Requirements

The proposal submission criteria require inclusion of the following programmatic elements:

1. Development of a minimum of 80 homeownership and/or rental units.

2. Development of first floor retail on 14th Street.

4.2 PARCEL 24

4.21 Site Description

Parcel 24 is 14,073 square foot site, located on 14th Street extending the between Monroe St to the south and Newton Street, NW to the north. It is immediately across 14th Street to the northwest of the Tivoli Theatre. It is legally defined as Lots 845 & 846 of Square 2677. The lots are zoned C-2-A, which permits a matter of right medium density development, including office, retail and all kinds of residential uses, to a maximum floor area ratio (FAR) of 2.5 for residential and 1.5 for other permitted uses, and a maximum lot occupancy of sixty percent (60%) for residential uses.

4.22 Program Requirements

The proposal submission criteria require inclusion of the following programmatic elements:

1. Development of up to one FAR for commercial office space, assuming tenancy can be obtained.

2. Development of first floor retail on 14th Street; a minimum of 7,000 square feet.

4.3 PARCEL 26

4.31 Site Description

Parcel 26 is a rectangular 2.69 acre (91,077 square feet) site, located along 14th and Irving Streets NW in the Columbia Heights neighborhood of Washington D.C. It has nearly a block of street frontage along Irving Street. The Columbia Heights Metro Station on the Green Line is only a few feet away from Parcel 26 on the same block as the site.

The zoning surrounding the Columbia Heights Metro Station is predominantly C-3-A unless otherwise noted, which permits matter-of-right development for major retail and office uses to a maximum height of sixty-five (65) feet, a maximum floor area ratio (FAR) of 4.0 for residential use and 2.5 for other permitted uses, and a maximum lot occupancy of seventy-five (75%) percent for residential uses.

4.32 Program Requirements

The proposal submission criteria require inclusion of the following programmatic elements:

1. Development of a minimum of 100 homeownership and/or rental units.

2. Development of up to one FAR for commercial office space, assuming tenancy can be obtained.

3. Development of first floor retail on 14th Street and other frontages.

4.4 ADDITIONAL RLA PARCELS

The following RLA parcels located in the Columbia Heights area were not part of the 1997 Community Design Charette, but have similar urban environments and the District has similar goals for their redevelopment.

4.41 General Requirements

Mixed-use development is encouraged where allowed by zoning, particularly ground floor retail and neighborhood-serving office uses. Projects must otherwise meet all zoning requirements.

The primary design concern of the redevelopment of these sites is there responsiveness to the historic character of the neighborhood.

4.42 Parcel 5

Located 3 blocks south of the Columbia Heights Metro Station this a large 24,000 square foot parcel. Legally defined as Lot 837 of Square 2866, the site is zoned C-2-B which permits a matter of right medium density development, including office, retail and all kinds of

residential uses, to a maximum floor area ratio (FAR) of 3.5 for residential and 1.5 for other permitted uses, and a maximum lot occupancy of sixty percent (60%) for residential uses.

4.43 Parcel 19

Located 5 blocks south of the metro station on Euclid Street between 13th and 14th Streets this is a 16,205 square foot infill development opportunity. Legally defined as Lot 86 of Square 2866, this site is zoned R-5-B, which permits a matter of right medium/high density development of residential uses, including single-family dwellings and apartment buildings, to a maximum height of sixty feet, a maximum floor area ratio (FAR) of 1.8 and a maximum lot occupancy of seventy-five percent (75%).

4.44 Parcel RO-20

Located on south side of Euclid Street, NW between 14th and University, Parcel 20 is legally defined as Lots 30 & 31 of Square 2664 which total 10,641 square feet. The site is zoned R-5-B, which permits a matter of right medium/high density development of residential uses, including single-family dwellings and apartment buildings, to a maximum height of sixty feet, a maximum floor area ratio (FAR) of 1.8 and a maximum lot occupancy of seventy-five percent (75%).

4.45 Parcel 32

Located at 1431-35 Chapin Street, NW, Parcel 32 is 15,000 square feet in size. Legally defined as Lots 826 & 827 of Square 2662, the site is zoned R-5-B, which permits a matter of right medium/high density development of residential uses, including single-family dwellings and apartment buildings, to a maximum height of sixty feet, a maximum floor area ratio (FAR) of 1.8 and a maximum lot occupancy of seventy-five percent (75%).