

---

**VAN NESS NEIGHBORHOOD (CONNECTICUT AVENUE CORRIDOR)  
Request For Proposal (RFP) for Retail/Restaurant Consulting Services**

**Project Overview**

The three-party partnership with Van Ness Main Street (VNMS), Bernstein Management Corporation (BMC), and the University of the District of Columbia (UDC or the University), (hereafter collectively known as “VBU”) is soliciting proposals from qualified firms or individuals to provide a retail study for the Connecticut Avenue Corridor between Albemarle and Van Ness Streets Northwest (NW) of the Van Ness neighborhood (Van Ness) of Washington, D.C. The consultant will be chosen based upon the highest value to VBU and its partners. The consultant should be able to demonstrate value in helping to meet the community’s goal of creating a stronger retail market in Van Ness by maximizing the retail potential, needs, and desires of the existing diverse constituencies.

**Background**

Van Ness is a dense, educated, professional and residential area with a population of 12,000 residents, about 2,500 students, government agencies, businesses, and numerous embassies. It includes apartments, single-family homes, five office buildings, the University’s flagship campus, WAMU radio station, and 21 embassies. Public transportation via the Metro system at Van Ness is a pedestrian magnet. It is also surrounded by cultural institutions: UDC Performing Arts Theater, Hillwood Estate, Levine School of Music, and embassy concerts.

Van Ness has a diverse portfolio of real estate that includes Class B offices; educational, single and multifamily residential; retail; and a hotel. The current mix does not sufficiently meet the needs of the community, with its combination of underperforming businesses, underutilized retail spaces, and lack of family friendly activities. The University has presented newer space options with the construction of its Student Center a little more than two years ago.

**The Partnership**

- 1. Van Ness Main Street** Van Ness Main Street’s mission is to create a beautiful, walkable, sustainable, and thriving Van Ness. Van Ness Main Street is committed to transforming the Van Ness neighborhood into an economically vibrant, sustainable corridor with thriving businesses, beautiful streetscapes, diverse cultural offerings and more. The goal is to create a community that invigorates its residents, welcomes visitors to its shops, businesses and restaurants and supports the thousands who come to Van Ness each day for work and education.
- 2. Bernstein Management Corporation** Bernstein Management Corporation (“BMC”) has been a regional leader in real estate management, investment and development since 1953. The duration and strength of BMC, and its relationships with investors, lenders, tenants and the

community, comes directly from its philosophy as a family company. From the beginning, founder Norman Bernstein insisted on being directly involved in all phases of the business. Today, BMC's principals -- Joshua Bernstein, Robert Sandler, and Charles Hathway -- embrace that tradition. They continue to be involved in all aspects of acquisition and management and are personally accountable to the people who invest in and occupy BMC's properties.

Through its investment affiliate, Bernstein Development Corporation ("BDC"), BMC owns and manages an investment portfolio of 95 properties comprising more than 4.5 million square feet of commercial space and over 6,100 apartments in Washington, D.C., Maryland and Virginia. BDC has been an active investor in the Washington metropolitan area over the past two decades and, since 2008, has acquired, developed or invested in 38 properties, totaling 3,900 apartments and over 2.0 million square feet of commercial space.

3. **University of the District of Columbia** The University of the District of Columbia is the primary destination and employer in Van Ness. The flagship campus on Connecticut Avenue NW, at the Van Ness/UDC Red Line Metro stop, is an educational center for almost 2,500 undergraduates, graduate and law school students. The flagship campus employs over 1,100 faculty and staff. With the opening of its new Student Center in early 2016, and LEED Platinum designation in 2017, UDC has brought a new, fresh, energized image, street frontage, gathering spot and overall presence to Van Ness. UDC's Performing Arts Theater is frequently a destination for members of communities related to the arts and culture. It draws many others to its Student Center Ballroom and Moot Court Room at the David A. Clarke School of Law for intellectual debate and discussion. The University also regularly stages festivals at its Dennard Plaza, and hosts sports events and other special activities in its sports complex. Although Metro is the preferred way to access the University, UDC also has public parking spaces that are available 24 hours, 7 days a week. UDC wants to maximize Van Ness retail potential by better utilizing existing space for its many constituencies. It also strives to welcome the Van Ness community to its campus, and to enhance the University's overall economic viability.

## The Project

1. **Purpose** These are the primary goals of the project:
  - a. Identify the ideal mix of retailers to make Van Ness a desirable, walkable, urban area—a good example of urban placemaking. Limit that mix to spaces that are already in existence, or ones that are likely to be built in Van Ness.
  - b. Assess market feasibility for economic uses of existing inventory and the development of sites likely to be developed.
  - c. Identify gaps or missing uses that should be represented in Van Ness.
  - d. Define target retail categories to attract to Van Ness. See "Scope of Work" for further detail.
  - e. Provide considerations and recommendations with an emphasis on the University as a public institution in the District of Columbia.
2. **Period of Performance** The following scope of work is to be completed by 11:59 pm, September 10, 2017.
3. **Locational scope of work** Connecticut Avenue Corridor of Van Ness between Albemarle and Van Ness Streets NW.
4. **Scope of Work**
  - a. Create an assessment of retail square footage, rent-per-square-foot, occupancy levels and parking availability in Van Ness. Identify retail categories in Van Ness that are currently over/underserved. This will include recommendations for additional retail or expansion to support increased residential density. Develop recommendations for

specific types of retail opportunities to meet the needs of those retail categories that are underserved, including total square footage that can be supported, rents, parking and other amenities that would make new retail alternatives most marketable.

For the list of four spaces/properties below, provide a dimensioned plan with the square footage, the ceiling height (include measurements for current clear height, height to underside of slab, and any other information you consider relevant), and whether the space can be subdivided. Be as specific as possible about specific target tenants, sub-categories, or categories of tenants. (E.g. Parkway Deli is a specific target tenant, delicatessens are a subcategory, and restaurants are a category.) Provide an estimated range of rents and landlord responsible tenant fit-up costs. For spaces owned by UDC, assume that tenant fit-up dollars will not be available, so estimated rents should reflect the tenant paying the fit-up costs. Please note the following for each space listed below:

1. 4250 Connecticut Ave.
    - a. There is a separate garage of about 40 stalls behind the retail spaces which was previously used as parking for the retail stores. Cars enter and exit at grade. Will it be important to dedicate this separate garage to parking for the retail stores?
    - b. Assuming the upper floors of the building are converted to residential use, UDC student housing or market rate apartments, are the potential retail tenants likely to be attracted to the ground floor space affected by the type of residential use above?
  2. Former Walgreens.
    - a. If possible, tenants and customers should be able to drive into the lower, parking level and park a car. What is your opinion of the feasibility (i.e. accessibility, flow of traffic, usages, etc.) and potential quantity of parking spaces on that level? In addition to target tenant possibilities, state your opinion as to what the highest and best use of the building might be, including retail/restaurant, office, or teardown.
  3. 4340 Connecticut Ave (Owned by UDC).
    - a. Consider all potential usages of all the ground floor retail spaces of the building.
  4. Burger King.
    - a. Please note that Burger King may vacate the space and that the community has successfully opposed permitting any new tenant to have a drive-through entrance on Connecticut Ave.
- b. Firm Information** Provide firm/agency's name, address, website, telephone and fax numbers. Include name, title and e-mail address of the individual who will serve as agency's primary contact. Include a brief description and history of the proposing firm. If the firm(s) is a Certified Business Enterprise (CBE) of Washington, D.C., please provide a copy of the certificate.
  - c. Provide Biographies** and a summary of experience of all staff who will be working on the study, including the person(s) who will have management responsibility.
  - d. Solicitation Question and Answer (Q&A) Session** A meeting date is scheduled Wednesday, July 12, 2017, at 11 am at the University at 4200 Connecticut Avenue NW, Washington, D.C. 20008 in Building 39, 3<sup>rd</sup> Floor Large Board Room.

- e. **Relevant Experience** Proposals should include a list describing projects that are similar in scale that your firm has completed. Please include at least one example of an in-depth retail study that your firm has conducted for previous clients involving Washington, D.C., urban placemaking. Where possible, highlight work for analogous organizations.
- f. **Methodology** The Proposal should explain how you will carry out the Scope of Work.
- g. **Meetings** There shall be at least a kick-off meeting, a mid-term meeting, and a final presentation. You may include other meetings if you believe they are needed.
- h. **Deliverable** The final market analysis report, responding to the Scope of Work, with recommendations and strategies.
- i. **Cost** Proposals must include the estimated costs to complete the Scope of Work.
- j. **Timeline** Please estimate the amount of time anticipated to complete the project. (Because of budget requirements, the project must be completed no later than 11:59 pm, Tuesday, September 10, 2017.)
- k. **Proposal Submission Deadline** Please submit proposals by 11:59 pm, Friday, July 14, 2017. Please feel free to submit any questions simultaneously to the VBU project team's three designees. Answers to questions will be posted on a designated web site so that all potential bidders will have the same information.

**5. Evaluation/Point Distribution**

- a. Each proposal will be assessed based on the qualitative and quantitative strengths displayed and met in the following categories: experience in Washington, D.C., urban retail market analysis and placemaking (50%); qualifications and background of the team members assigned to the study (30%); methodology (20%).
- b. The qualitative standards will be measured on a quantitative 1-5 point scale with five (5) points being the maximum amount of points for each of the categories listed above in the Scope of Work.
- c. Cost is an important consideration. Selection will be based on the highest ranking proposal that is priced at a point the VBU team considers affordable.

**6. Simultaneously submit to the VBU designees** Please submit proposal by the Proposal Submission Deadline to the following:

	<u><b>VNMS</b></u>	<u><b>UDC</b></u>	<u><b>BMC</b></u>
Name:	Theresa A. Cameron	Troy Lemaile-Stovall	Fred Underwood
Titles:	Executive Director	Chief Operating Officer	Senior Vice President
Party:	Van Ness Main Street	University of the District of Columbia	Bernstein Management Corporation
Email:	tkcameron@gmail.com	troy.stovall@udc.edu	funderwood@bmcproperties.com
Phone:	240-462-9664	202-853-0125	202-827-2528