



# Gallery Place / Chinatown Task Force

January 30, 2024

★ **DMPED** ★  
OFFICE OF THE DEPUTY MAYOR FOR  
PLANNING & ECONOMIC DEVELOPMENT

★ ★ ★ WE ARE WASHINGTON  
GOVERNMENT OF THE  
DISTRICT OF COLUMBIA  
DC MURIEL BOWSER, MAYOR

# AGENDA

- **Summary of Plans**
- **Gallery Place / Chinatown Task Force**
- **Task Force Workstreams**
  1. Stabilization and Activation
  2. Vision
  3. Investments and Incentives
  4. Marketing and Communications
- **Next Steps**

# PLAN INTEGRATION FOR DOWNTOWN

In this post-pandemic era, Downtown DC faces serious economic headwinds. We cannot continue with business as usual. The District has a series of interconnecting plans, focused on different themes and geographies, designed to set a path forward.



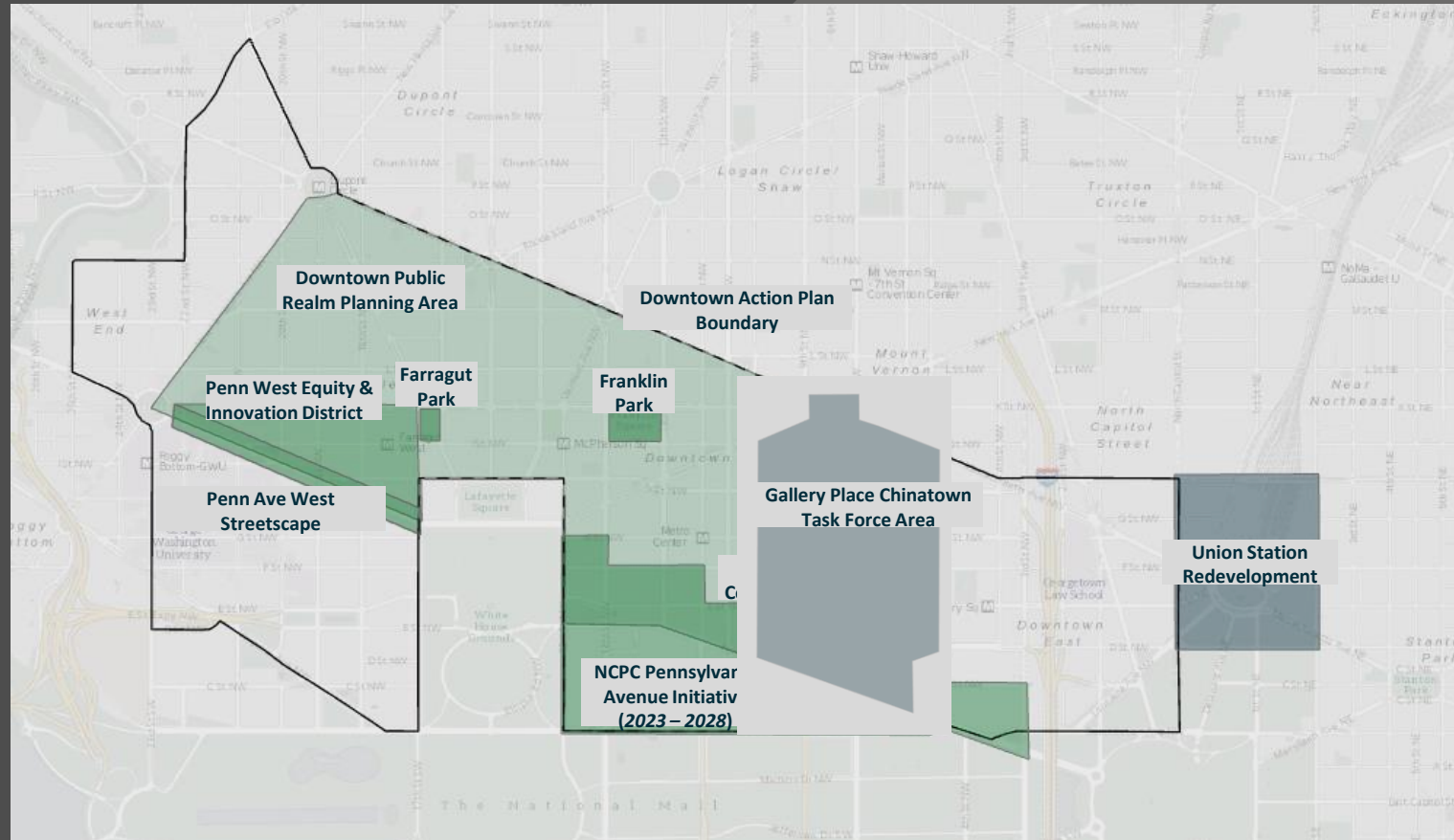
- 1. Comeback Plan:** Sets 5-year economic development goals to make DC a place for successful businesses, opportunity-rich neighborhoods, and thriving people.
- 2. Action Plan:** Outlines an economic development strategy for key nodes, and across the broader neighborhood, to help build a more dynamic, inclusive, accessible, and resilient Downtown.
- 3. Public Realm Plan:** Proposes a framework and four catalytic projects along specific corridors for transforming Downtown's streets and public spaces.
- 4. Gallery Place/Chinatown Task Force:** Develops a vision and recommendations for potential future uses of the two-block District parcel encompassing Capital One Arena and Gallery Place.

# DC'S COMEBACK PLAN

Sets 5-year (2023-2027) economic development goals to make DC a place for successful businesses, opportunity-rich neighborhoods, and thriving people.

- Create 35,000 new jobs in high-growth target sectors
- Increase the share of minority-owned employer businesses to 33% of all employer businesses
- Eliminate key amenity gaps across all neighborhoods and increase access to opportunity for residents
- Add 15,000 residents to the Downtown population
- Retain current residents and reach a population of 725,000
- Increase economic prosperity in DC by lifting the median household income of Black residents by \$25,000

# DOWNTOWN ACTION PLAN



The Downtown Action Plan is organized around foundational elements and specific nodes, with initiatives and place-based strategies.

## Five Foundational Elements

1. Transportation as an Asset
2. Building a Residential Base
3. Creating a Place of Choice to Locate and Do Business
4. Stemming the Public Safety Crisis
5. Making It Happen

## Five Key Nodes

1. Farragut-Franklin-Lafayette Triangle
2. Downtown West
3. Penn West Equity, Innovation, and University District
4. Penn Quarter
5. Downtown East

# DOWNTOWN PUBLIC REALM PLAN

- The Public Realm Plan identifies catalytic projects that set the stage for long-term, transformative investments.
- Transform F and G Streets NW between 7th and 9th and slow 8th Street to create a festival plaza and cultural commons that serve as the beating heart for cultural activity Downtown.
- Connect Farragut and Lafayette Squares via Connecticut Avenue NW as a one-of-kind cultural promenade nestled within Golden Triangle.
- Connect downtown parks, commercial corridors, and anchor institutions along Eye Street NW lush greenway that invites discovery and nurtures calm.
- Create a local neighborhood feel in the heart of Downtown along Vermont Avenue NW.



# GALLERY PLACE/CHINATOWN TASK FORCE

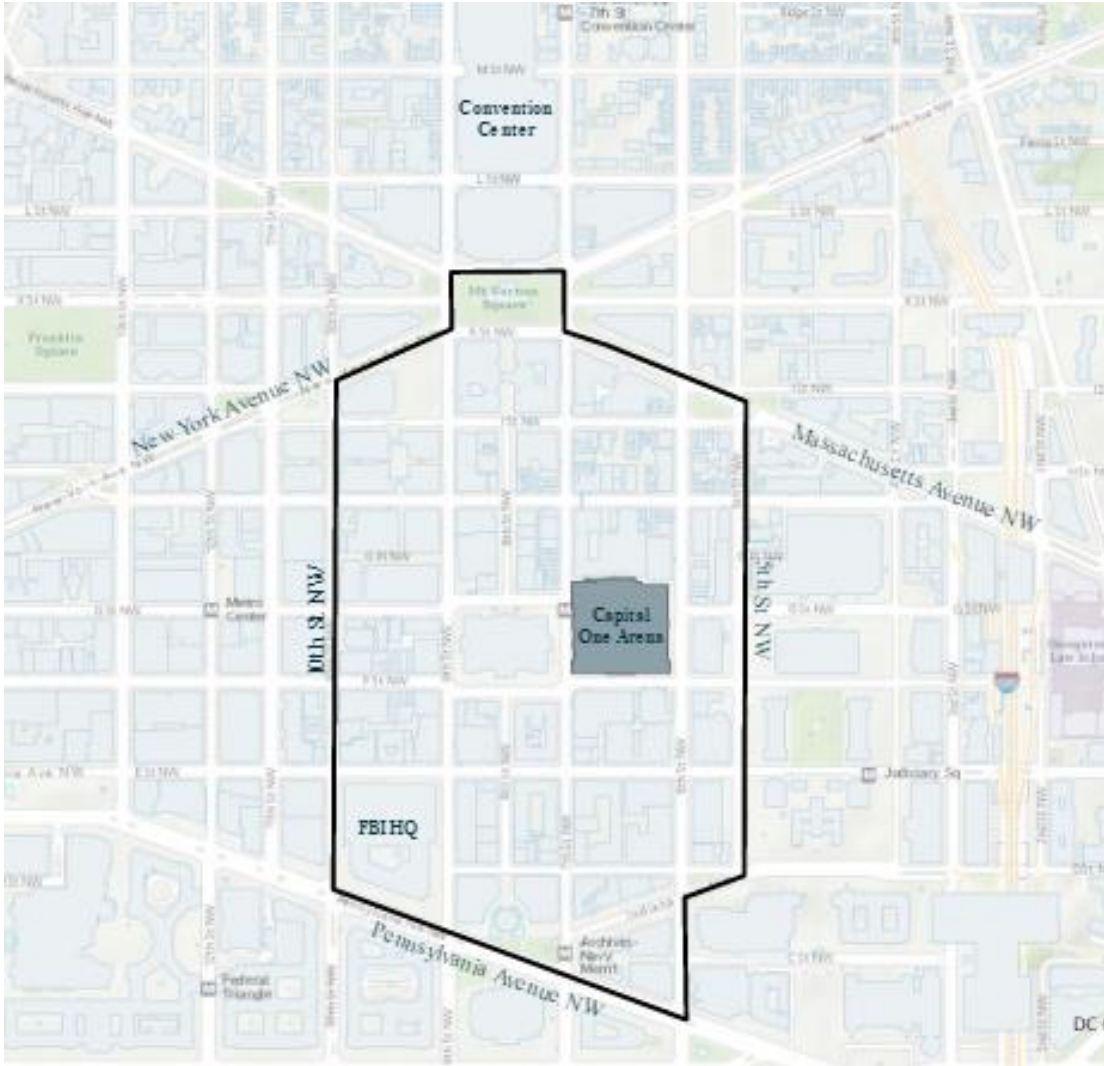
**Vision:** Gallery Place/Chinatown is a national destination and economic engine, attracting tourists, talent, business and residents to the city.

**Mission:** The Task Force will create:

1. Immediate stabilization plan for the Gallery Place/Chinatown District that instills a sense of safety and predictability
2. Long-term vision for the Capital One Arena and Gallery Place and their surrounding vicinity
3. Recommended set of investments and incentives that ensure the vision for the Gallery Place/Chinatown District can be executed
4. Marketing and communications approach



# PLANNING AREA



**Planning Area:** 0.22 square miles

- Capital One Arena
- Gallery Place
- Portrait Gallery
- MLK Library
- Sidney Harman Hall
- Navy Memorial
- FBI HQ

## Key Statistics

- 1,103 businesses
- 28,667 employees
- Residential population: 3,824
- 2,366 households
- 563 families
- Average household size: 1.55
- Median age: 39
- Median household income: \$146,168



# STEERING COMMITTEE MEMBERS

Committee Members	Company
Adrian Fenty	MaCVentureCap
Anthony Williams	Federal City Council
Jodie McLean	EDENS
Deborah Ratner-Salzberg	Uplands Real Estate Partners
Nina Albert	Office of the Deputy Mayor for Planning & Economic Development
Gerren Price	Downtown DC BID
Andy Altman	Fivesquares Development
Monty Hoffman	Hoffman & Associates
José Andrés	José Andrés Group
Rob Wilder	José Andrés Group
Rebecca Ende Lichtenburg	Shakespeare Theater
Valencia McClure	Pepco
Rita Lee	Chinese Cultural Benevolent Association
Pum Lefebure	Design Army

# 4 TASK FORCE WORKSTREAMS



## ACTIVATION

- (1) Coordinate clean and safe activities and resources to address public safety, cleanliness, and public health
- (2) Develop temporary and permanent activations

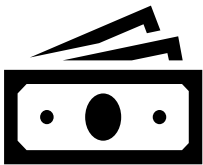
- Gerren Price
- Angie Gates
- Richard Reyes-Gavilan



## VISION FOR:

- (1) Blocks comprising the Capital One Arena and Gallery Place
- (2) Surrounding retail, residential, commercial and public uses
- (3) Blocks comprising the FBI HQ

- Debby Ratner-Salzberg
- Jodie McLean
- Andy Altman



## INVESTMENT & INCENTIVES

Evaluate tools that support immediate and long-term improvements to the area, including stabilization of existing businesses, attraction of new businesses, and investments in public space

- Justin Dean
- Angelique Brunner
- Keith Anderson



## MARKETING & COMMUNICATIONS

- (1) Develop and communicate key messages regarding the current state and future plans for Gallery Place/Chinatown
- (2) Develop neighborhood brand concepts

- Gary Williams Jr.
- Pum Lefebure
- Carrie Kohns

# NEXT STEPS

Month	Task Force Activity
January	<ul style="list-style-type: none"><li>• Task Force Kickoff</li></ul>
February	<ul style="list-style-type: none"><li>• Data collection</li><li>• Clean &amp; Safe programming kickoff</li><li>• Downtown Action Plan published</li><li>• Public Realm Plan published</li><li>• Housing in Downtown Regulations</li></ul>
March	<ul style="list-style-type: none"><li>• Vision program kickoff</li><li>• Neighborhood activation programming kickoff</li></ul>
April	<ul style="list-style-type: none"><li>• Synthesize vision concepts and evaluate new incentive opportunities</li></ul>
May	<ul style="list-style-type: none"><li>• Market feedback on vision</li></ul>
August	<ul style="list-style-type: none"><li>• Development of vision</li></ul>
September	<ul style="list-style-type: none"><li>• Defined options for Capital One Arena/Gallery Place and neighborhood</li><li>• Recommended incentive tools to support vision</li></ul>