

List of FY25 – FY29 Individual Recommended Investments for the Downtown DC Action Plan

Vision Element		Action	FY25	FY26	FY27	FY28	FY29	5 Year Total
Visitors	Creating a Place of Choice to Locate & Do Business	#1 Implement Events Funding Dedicate funding for recurring events, public art, and activations that require road closures & security requirements, including funding for mobile barriers & other temporary infrastructure.	\$1,500,000	\$3,000,000	\$3,000,000	\$3,000,000	\$3,000,000	\$13,500,000
	Historic Green Triangle	#2 Coordinate improvements of east-west corridors and historic green spaces with the OP Public Realm Plan Design an implement initial improvements outlined in the OP Public Realm Plan to the parks and roadways that are located within the Historic Green Triangle, including connecting Farragut Square and McPherson Square via a green boulevard.	\$1,500,000	\$6,750,000	\$6,750,000	\$0	\$0	\$15,000,000
		#3 Implement streetscape improvements of 800-900 blocks of Connecticut and Vermont Avenues Design and implement streetscape improvements along the 800-900 blocks of Connecticut and Vermont Avenues, with the goal of creating a more seamless pedestrian experience from Farragut Square and McPherson Square.	\$1,250,000	\$4,250,000	\$4,250,000	\$4,250,000	\$0	\$14,000,000
	Downtown West	#4 Develop Cultural Plan Complete a cultural master plan to guide the development of a new cultural district between 15th and 19th Streets. This comprehensive plan will serve as a guiding framework, identifying a cultural partner and then systematically outlining the integration of other institutions and supportive infrastructure.	\$120,000	\$0	\$0	\$0	\$0	\$120,000
		#5 Create a cultural anchor through direct public investment and attraction of an arts group Following the identification of a cultural partner through the cultural master plan, the District should provide funding to support the partner in its efforts to invest in a viable site within Downtown West.	\$0	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$20,000,000
		#6 Create 17th Street Corridor Reimagine the 17th Street corridor from K Street to Massachusetts Avenue as a key connection from the White House to residential neighborhoods and cultural attractions to the north, starting with funding to plan, design, and construct streetscape improvements along this key thoroughfare.	\$1,800,000	\$5,400,000	\$5,400,000	\$5,400,000	\$0	\$18,000,000
	Penn West Equity, Innovation, & University District	#7 Complete Penn West Streetscape Improvements Complete Penn West streetscape improvements, which are already funded and construction ready, and implement international cultural and arts activations to draw tourists from the White House.	\$0	\$0	\$1,000,000	\$0	\$0	\$1,000,000
	Penn Quarter/ Chinatown	#8 Facilitate Penn Quarter Arts/Culture District Branding Market Penn Quarter as an arts, culture, and entertainment district, working with businesses in community to create cohesive branding strategy.	\$250,000	\$250,000	\$250,000	\$250,000	\$0	\$1,000,000
TOTAL (excluding all funds already committed) Up to \$97,505,000 in Annual Tax Revenue to be Gained			\$6,420,000	\$24,650,000	\$25,650,000	\$17,900,000	\$8,000,000	\$82,620,000
New Catalysts	Making it Happen	#1 Help the market repurpose obsolete office buildings and pursue catalytic development projects Provide development grants to help the market repurpose obsolete office buildings and pursue catalytic development projects. Investments be used to support key efforts in the Downtown Action Plan, such as adding housing units or supporting new university users	\$0	\$25,000,000	\$25,000,000	\$25,000,000	\$0	\$75,000,000
	Downtown West	#2 Develop targeted block redevelopment plan Develop a targeted block redevelopment plan for distressed assets in and around Downtown West. This plan should identify strategies and locations for the aggregation and redevelopment of obsolete assets into more productive uses, such as housing and hospitality.	\$200,000	\$0	\$0	\$0	\$0	\$200,000
	Downtown East	#3 Conduct a comprehensive evaluation of publicly owned assets Develop a plan for the prioritization of public property dispositions, reevaluating long-term federal space needs. Assets worth specific consideration include the FBI building, 2 Mass Ave NE, and the Government Printing Office.	\$200,000	\$200,000	\$200,000	\$0	\$0	\$600,000
	TOTAL (excluding all funds already committed) Up to \$131,137,000 in Annual Tax Revenue to be Gained			\$400,000	\$25,200,000	\$25,200,000	\$25,000,000	\$0
Public Realm	Historic Green Triangle	#1 Implement McPherson Square Improvements Design, fund, and implement improvements to McPherson Square to activate and amenitize it.	\$1,000,000	\$2,500,000	\$2,500,000	\$0	\$0	\$6,000,000
		#2 Support ongoing operations and maintenance of parks in the Historic Green Triangle Support ongoing maintenance and operations of Farragut Square, McPherson Square, and Franklin Park, with dedicated funding to be matched by the DowntownDC and Golden Triangle BIDs at an agreed upon rate.	\$1,700,000	\$1,700,000	\$1,700,000	\$1,700,000	\$1,700,000	\$8,500,000
	Penn West Equity, Innovation, & University District	#3 Support ongoing operations and maintenance of parks in the Penn West Equity, Innovation, and University District Support ongoing maintenance and operations of Farragut Square, McPherson Square, and Franklin Park, with dedicated funding to be matched by the DowntownDC and Golden Triangle BIDs at an agreed upon rate.	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$750,000
	Penn Quarter/ Chinatown	#4 Calm vehicular traffic on 400 & 500 blocks of 8th Street Fund planning for streetscape improvements along the 400 and 500 blocks of 8th Street, as envisioned in the OP Public Realm Plan for Cultural Commons.	\$500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$0	\$5,000,000
		#5 Transform the hardscape along F Street between 7th & 9th Streets Fund planning for hardscape improvements along F Street between 7th and 9th streets. This stretch of F Street is a particularly compelling location for a living street, capable of being shut down to vehicular traffic on event days or for special occasions.	\$500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$0	\$5,000,000
		#6 Implement streetscape improvements along 7th Street Fund planning for improvements to pedestrian infrastructure along 7th Street, to bring it in line with the recommendations offered in the Gallery Place-Chinatown Corridor Study.	\$500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$0	\$5,000,000
		#7 Implement improvements to John Marshall Park Fully fund and begin the reconstruction of John Marshall Park.	\$1,500,000	\$4,500,000	\$4,500,000	\$4,500,000	\$0	\$15,000,000
	Downtown East	#8 Implement improvements to other parks in and around Downtown East Identify other parks in and around Downtown East, such as U.S. Tax Court Park and Cobb Park, that could help increase opportunities for green and open space in or adjacent to the node. Fund and begin reconstruction on these parks as identified.	\$600,000	\$1,800,000	\$1,800,000	\$1,800,000	\$0	\$6,000,000
		#9 Support ongoing operations & maintenance of parks in Downtown East Support ongoing maintenance and operations of John Marshall Park and any additional redeveloped parks (e.g., Cobb Park), with dedicated funding to be matched by the BIDs at an agreed upon rate.	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$3,250,000
	TOTAL (excluding all funds already committed) Up to \$21,335,000 in Annual Tax Revenue to be Gained			\$7,100,000	\$15,800,000	\$15,800,000	\$13,300,000	\$2,500,000
Office	Creating a Place of Choice to Locate & Do Business	#1 Expand & improve the structure of the Vitality Fund By expanding the Vitality Fund and loosening or removing eligibility requirements, the District can support a broader assortment of businesses, helping to retain office occupancy. A portion of the fund should also be set aside for small businesses, many of which could increase in size with the right support.	\$0	\$15,000,000	\$15,000,000	\$15,000,000	\$0	\$45,000,000
	TOTAL (excluding all funds already committed) Up to \$21,335,000 in Annual Tax Revenue to be Gained			\$0	\$15,000,000	\$15,000,000	\$15,000,000	\$0
Residential	Building a Residential Base	#1 Outline areas for modest increases of caps in Height Act to maximize affordable housing opportunities Develop report to identify areas for modest increases to the Height Act.	\$200,000	\$0	\$0	\$0	\$0	\$200,000
		#2 Provide incentives to encourage residential amenities Define goals for household services and social infrastructure, such as grocery stores, recreation centers, daycare centers, senior housing/services, and parks, and establish a grant program to encourage the creation of residential amenities necessary to support a growing household base.	\$1,000,000	\$13,000,000	\$13,000,000	\$13,000,000	\$0	\$40,000,000
	TOTAL (excluding all funds already committed) Up to \$76,301,000 in Annual Tax Revenue to be Gained			\$1,200,000	\$13,000,000	\$13,000,000	\$13,000,000	\$0
Economic Evolution	Creating a Place of Choice to Locate & Do Business	#1 Increase business attraction and relocation lead staffing capacity Increase staff capacity for business attraction and retention , and align attraction and incentive efforts around target industry clusters as identified in the Comeback Plan. Part of these efforts should also involve expanded messaging of the relevant point-person(s) for business-related inquiries.	\$350,000	\$350,000	\$350,000	\$350,000	\$350,000	\$1,750,000
		#2 Define & Promote D.C. Business Attraction Marketing Develop a new, streamlined, and targeted marketing plan for firms in key industry sectors, and organize pitch trips to proactive engage with prospects. Key pieces of the marketing plan include a clear definition of the value proposition of Downtown D.C. for these firms, as well as goals and a schedule.	\$200,000	\$0	\$0	\$0	\$0	\$200,000
		#3 Define and Promote D.C. Real Estate Investment Marketing Develop a new, streamlined, and targeted marketing plan for real estate firms and investors with specialty areas related to Downtown Action Plan interventions. Similar to the marketing plan for firms in key industry sectors, this plan should include clear goals and a schedule.	\$200,000	\$0	\$0	\$0	\$0	\$200,000
	Penn West Equity, Innovation, & University District	#4 Support launch and growth of the District's soft landing program to attract international companies Support expansion and scaling up of soft landing offerings, including subsidized rent for new entrants to the DC market and incentives to help international companies grow, stay in the District, and hire DC residents as they expand.	\$3,333,000	\$1,666,750	\$1,666,750	\$1,666,750	\$1,666,750	\$10,000,000
	Creating a Place of Choice to Locate & Do Business	#5 Consider additional incentives to make tech attraction more competitive Expand the incentive toolkit to better meet the needs of startups and entrepreneurs. By adding seed funds, grants, equity investments, and rent subsidies for small businesses, the District can help increase its appeal to these businesses, as well as its competitiveness relative to other area jurisdictions.	\$0	\$3,333,000	\$3,333,000	\$3,334,000	\$0	\$10,000,000
	Penn West Equity, Innovation, & University District	#6 Create an innovation hub Deliver the Penn West Global Innovation Hub. In partnership with an established operator, the Global Innovation Hub can offer space for entrepreneurs to launch their business concepts in Downtown D.C., with layers of complementary programming.	\$925,000	\$8,325,000	\$500,000	\$0	\$0	\$9,750,000
	TOTAL (excluding all funds already committed) Up to \$10,774,000 in Annual Tax Revenue to be Gained			\$5,008,000	\$13,674,750	\$5,849,750	\$5,350,750	\$2,016,750
Public Safety	Anchoring Downtown's Comeback in Public Safety	#1 Expanding funding of Safe Commercial Corridor Grants Program Expand budgeted resources for the Safe Commercial Corridor Grant Program to fund safety ambassadors, camera technology, and other interventions focused on deterrence and order.	\$5,000,000	\$5,000,000	\$5,000,000	\$0	\$0	\$15,000,000
		#2 Implement a rental subsidy for public safety employees Expand the existing Housing Assistance program within MPD to incentivize long-term relocation of public employees to Downtown D.C. Increased funding and incentive amounts can help encourage MPD officers to become members of the Downtown D.C. community.	\$0	\$1,666,000	\$1,667,000	\$1,667,000	\$0	\$5,000,000
		#3 Establish two Neighborhood Safety Centers Establish two public safety stations to enhance MPD, DBH, FEMS, and other first responder coordination and coverage. The creation of two locations can help ensure consistent coverage across Downtown D.C., with one location to the west of 16th Street and another in or near Penn Quarter / Chinatown.	\$0	\$5,000,000	\$5,000,000	\$0	\$0	\$10,000,000
		#4 Public safety environmental audits of public space Conduct a lighting assessment for Downtown D.C. and incorporate additional lighting as necessary, particularly in alleys, smaller streets, parking garage entrances, and other problem areas.	\$500,000	\$0	\$0	\$0	\$0	\$500,000
	Downtown East	#5 Planning assistance for CCNV Provide the Community for Creative Non-Violence (CCNV) with planning assistance to develop an alternative to its existing building, with the goals of ensuring it meets the needs of the people it serves and improving its integration within the broader Downtown East node.	\$1,000,000	\$0	\$0	\$0	\$0	\$1,000,000
	TOTAL (excluding all funds already committed) Up to \$21,335,000 in Annual Tax Revenue to be Gained			\$6,500,000	\$11,666,000	\$11,667,000	\$1,667,000	\$0
Retail	Creating a Place of Choice to Locate & Do Business	#1 Create new grant program for pop-up & short-term retail Create a new grant program for pop-up and short-term retail, including arts and creative uses. This program should initially focus on the Downtown West and Penn Quarter / Gallery Place nodes, given the elevated vacancy rates these areas are facing today.	\$3,333,000	\$3,333,000	\$3,334,000	\$0	\$0	\$10,000,000
		#2 Expand FY24 Retail Recovery Grant program Expand the Retail Recovery grant program to provide support for long-term businesses, and adapt the implementation of the program based on feedback from the initial FY 2024 launch. To start, efforts to use this program to boost retail occupancies should be concentrated on corridors with high existing vacancies.	\$3,333,000	\$3,333,000	\$3,334,000	\$0	\$0	\$10,000,000
	TOTAL (excluding all funds already committed) Up to \$13,617,000 in Annual Tax Revenue to be Gained			\$6,666,000	\$6,666,000	\$6,668,000	\$0	\$0
Transportation	Planning for Transportation as an Asset	#1 Establish a comprehensive transportation vision for Downtown D.C. Create a long-term transportation plan for Downtown D.C. that delineates modal hierarchies of streets. Prior to the completion of the plan, it may be necessary for the District to pause projects that are still in early planning phases, to ensure all modes are incorporated into a holistic vision.	\$2,000,000	\$0	\$0	\$0	\$0	\$2,000,000
		#2 Revisit on-street parking demand management program Install smart parking meters and sensors to allow for dynamic pricing to ensure turnover and availability for on-street parking.	\$0	\$1,250,000	\$1,250,000	\$0	\$0	\$2,500,000
	Planning for Transportation as an Asset	#3 Create common platform for off-street parking management Create a common platform for off-street parking management to improve utilization of off-street garages. To be successful, such a platform will require a coordinated pricing strategy, consistent operating hours, and clear marketing, which may necessitate some level of operating subsidies to support.	\$1,650,000	\$1,675,000	\$1,675,000	\$0	\$0	\$5,000,000
	TOTAL (excluding all funds already committed) Up to \$24,599,000 in Annual Tax Revenue to be Gained			\$3,650,000	\$2,925,000	\$2,925,000	\$0	\$0
Education	Making it Happen	#1 Identify dedicated team for university attraction & coordination Identify a dedicated university relations liaison to act as the key point person within District government for universities operating in Downtown D.C., and ensure this person has sufficient team and programming support to keep up with recruitment goals and coordination efforts (e.g., marketing, travel, etc.).	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$2,500,000
	TOTAL (excluding all funds already committed) Up to \$24,599,000 in Annual Tax Revenue to be Gained			\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Supports for All the Above	Making it Happen	#1 Identify strategic ombudsman for Downtown D.C. Identify an individual to assume the role of strategic ombudsman for Downtown D.C., and create a dedicated team to serve as the primary orchestrator for Downtown D.C. within the District government, coordinating and prioritizing projects that require multi-party cooperation. Include funding for consultants, studies, and additional support from outside the District government as well.	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$7,500,000
	TOTAL (excluding all funds already committed)			\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
Grand Total			\$38,944,000	\$130,581,750	\$123,759,750	\$93,217,750	\$14,516,750	\$401,020,000