

# CITY OF FALLS CHURCH

## WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT

RESPONSE TO REQUEST FOR CONCEPTUAL PROPOSALS: RFP NO. 501-18-GMHS-WFC

MAY 1, 2018



PRESENTED TO:

**CITY OF FALLS CHURCH**

ATTN: JIM WISE  
PROCUREMENT ADMINISTRATOR  
THE CITY OF FALLS CHURCH  
400 NORTH WASHINGTON STREET  
SUITE 300-09  
FALLS CHURCH, VIRGINIA 22046  
JWISE@FALLSCHURCHVA.GOV  
(703) 248-5007

OFFEROR:

**FIVESQUARES DEVELOPMENT**

ANDY ALTMAN  
MANAGING PRINCIPAL  
ONE THOMAS CIRCLE NW STE 200  
WASHINGTON, DC 20005  
ANDY@FIVESQUARESDEV.COM  
202-499-6944





**REQUEST FOR PROPOSAL (RFP)**

**Date: March 1, 2018**

**RFP NUMBER: RFP No. 0501-18-GMHS-WFC**

**RFP SUBJECT: West Falls Church Economic Development Project**

**SEALED PROPOSALS TO BE SUBMITTED ONLY TO:** Purchasing Office / City of Falls Church  
300 Park Ave., Suite 300 East  
Falls Church, Virginia 22046 / Phone (703) 248-5007

**PROPOSAL DUE DATE AND TIME:** **by no later than May 1, 2018 at 2:00 p.m.**  
Prevailing Local time (Purchasing Office Clock)

Proposals are to be presented for time and date validation **ONLY to the City of Falls Church Purchasing Office.**

All inquiries and questions should be made in writing and forwarded to Jim Wise, Purchasing Agent, via email to [jwise@fallschurchva.gov](mailto:jwise@fallschurchva.gov) by no later than **five (5) business days prior to the RFP due date (April 24).**

**NON-MANDATORY PRE-PROPOSAL MEETING MARCH 14, 2018 (See Paragraph 3.5)**

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**THIS PAGE MUST BE COMPLETED, SIGNED AND RETURNED WITH PROPOSAL**

In compliance with this Request For Proposal and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal.

*Please type or legibly print all information.*

LEGAL NAME & ADDRESS OF FIRM:

Fivesquares Development LLC

Company's Legal Name

By:   
Authorized Representative - Signature in Ink

Address One Thomas Circle NW

Name: Andy Altman

Suite 200

Title: Managing Principal

Washington, DC Zip: 20005

Date: May 1, 2018

Phone: 202.499.6944

Email: andy@FivesquaresDev.com

FAX: \_\_\_\_\_ VA SCC Business Registration # T06668717

See Section 8.5 "Proof of Authority To Transact Business In VA"

**This Proposal contains appropriately marked proprietary and/or confidential information.**  
 No  Yes

The City of Falls Church and its Public Schools are committed to the letter and spirit of the Americans with Disabilities Act. To request a reasonable accommodation for any type of disability or that this document be made available in an alternate format, call 703 248-5007 (TTY 711).

The City of Falls Church and its Public Schools do not discriminate against faith-based organizations in accordance with the Code of Virginia, § 2.2-4343.1 or against any Proposer or Proposer because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.



May 1, 2018

City of Falls Church, Virginia  
Evaluation team for the West Falls Church  
Economic Development Project

RE: RFP No. 0501-18-GMHS-WFC - George Mason High School-West Falls Church PPEA  
("RFP")

Dear members of the evaluation team,

We are pleased to present the enclosed Concept Proposal for the West Falls Church Economic Development Project ("Project"). The RFP outlines an exciting vision for a new vibrant district in the City of Falls Church and we share in that vision and have the proven experience in this region and nationally to successfully deliver it.

The full implementation of the vision for this district – which is to create a transit-oriented, mixed-use local and regional destination – will take a great amount of expertise and care over the coming years. We know that the selection of a development partner in this Public-Private partnership is a critical step in achieving the city's strategic goals and maintaining its competitiveness in the region. Our team is uniquely positioned to deliver on the goals set forth in the RFP. Unlike any developer in the region, our partners and key executives have a proven and unparalleled track record in complex master planning and in successfully transforming suburban districts from underperforming, dormant places to dynamic, high performing and valuable places and assets, such as the Mosaic District in Fairfax and Bethesda Row.

Our proposal represents years of consideration of this critically important site and the local market context. Both EDENS and Fivesquares met with city officials over the past few years as we knew the importance of this site to the local community. Together with our expert consultant team, we studied the requirements of the RFP in detail and have developed a concept proposal that can achieve each of the city's requirements for the site

while remaining adaptable enough to adjust to market fluctuation in the coming years. As such, the City of Falls Church can have confidence that the redevelopment project will reliably move forward in the coming months and years without compromising any of its goals.

We realize that the Project site is an irreplaceable resource and that the redevelopment of the site must be taken with all due care and expertise. For that reason, we propose a transaction structure that will allow the city and developer to collaboratively program and execute every element of the project. From street activation measures such as great retail, public art, and events, to market considerations such as protecting against high vacancies in any particular use group, our team has consistently developed master-planned, mixed-use development projects that create exceptional places with superior returns to all stakeholders.

We are passionate about being your development partner for this once-in-a-generation opportunity that will contribute to the economic, fiscal and physical vitality and legacy of the city. We can assure you that if selected we will dedicate the energy of our principals and senior leadership to ensuring the success of the project. The Fivesquares/EDENS team brings you the unique and powerful combination of all of the advantages of a smaller, principal-driven boutique development group with the deep capacity and experience of a larger national company that has delivered in the local market.

We look forward to further discussing our proposal with you.

Sincerely,



Andy Altman

Fivesquares Development

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