

# 18 - RESPONSE SUMMARY

## PARCEL 42



### PROPOSED DEVELOPMENT PROGRAM

- 121,000 SF
- 9 stories plus a roof deck and 1 level of parking
- 109 units of affordable and market-rate housing:
  - 71 Condos (ADUs at 80% AMI)
  - 38 Rentals for Veterans (ADUs at 30% and 50% AMI)
- 4,200 SF of retail space for a cafe/concept restaurant
- Close proximity to Metro, numerous bus lines, Capital Bike Share, and Zipcar/Car2Go

### PROJECT HIGHLIGHTS

The Menkiti Group has created a unique concept for the Parcel 42 site that will bring market-rate and affordable housing, neighborhood retail, and complementary modern design to the Shaw community. Our proposal is distinguished by the fact that:

- We exceed the District's goal of **producing more than the 30% required** for Affordable Housing
- We require **ZERO** District subsidy to produce the units;
- The team is made up of a **local minority-owned real estate development company and non-profit organization** who have joined forces to bring this project to fruition;
- We fill a neighborhood void by providing **neighborhood-serving retail** and much needed affordable housing;
- Our concept includes **public community space** that incorporates **permanent and rotating art exhibits** by local artists, with a focus on Veteran artists or art focused on Veterans; and
- We create housing opportunities for a **diverse mix of people, including Veterans** seeking affordable housing options in the Shaw community.

### ABOUT THE TEAM

**The Menkiti Group** is an integrated real estate services firm founded in 2004 and dedicated to enhancing the fabric of urban life in America's urban neighborhoods through strategic development, management, and sale of residential and commercial property. **Veterans on the Rise** is a private non-profit 501(c)3 organization that recognized the need for housing and established a housing-related system of care for economically displaced, disadvantaged and disabled veterans and their families through prevention, education, supportive services and advocacy.



**Parcel 42 - Community Presentation**  
**April 13, 2016**



# Team Members

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VINDARA & Co.

Neighborhood Focused  
Developer

Nation's Leading Veteran  
Housing & Services Provider

Committed Retail  
Partner

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Community Development &  
Finance Partner

Multi-Disciplinary  
Architect

Experienced Local  
Builder



# Team Qualifications

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Over **1.75 Million** Square Feet developed

Over **\$450 Million** in projects financed

Brokered over **\$1.75 Billion** in Metro area sales in 2015

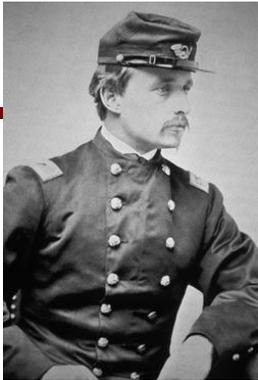
Committed, experienced **restaurateur** and celebrity chef,  
**Spike Mendelsohn**

**National** leader in **Veteran housing** and **job placement**

Team has **proven track record** of delivering projects together



# Program Vision: Celebrating Shaw's History & Culture



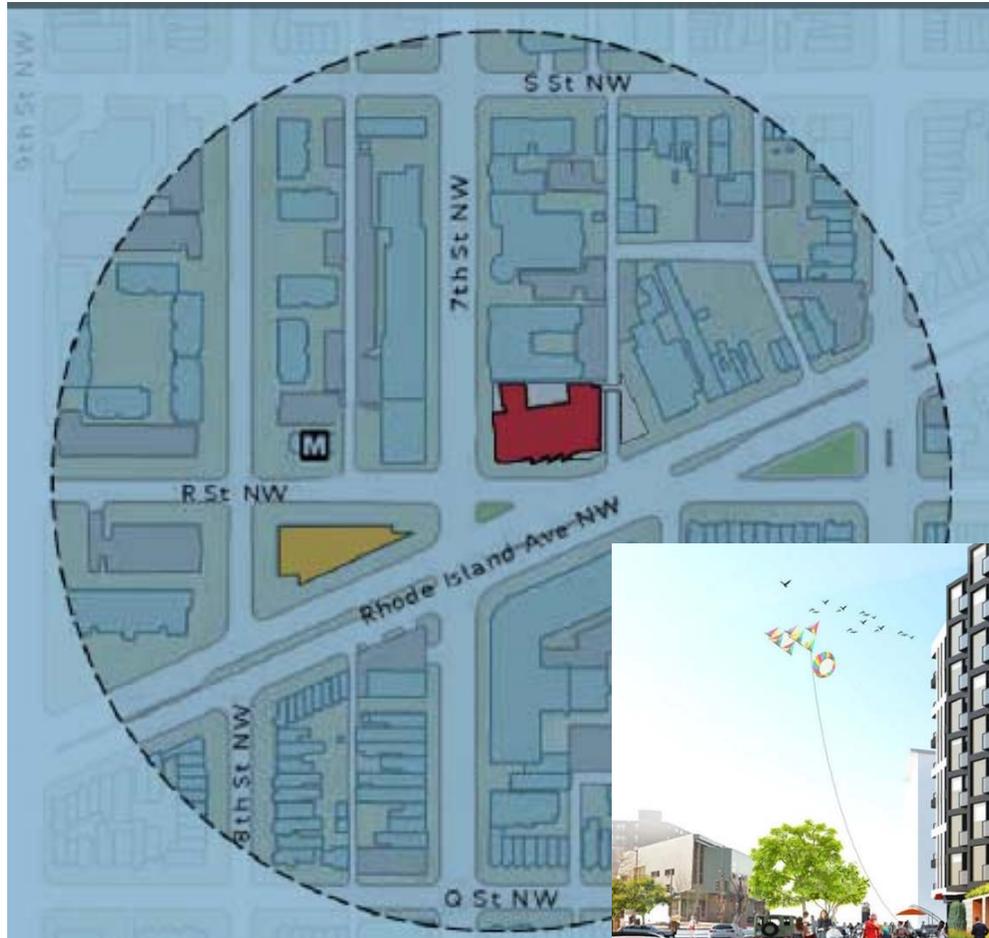
Robert Gould Shaw  
54<sup>th</sup> Regiment Massachusetts Infantry Regiment



Photo Courtesy: Scurlock Studio Records, Archives Center, National Museum of American History, WAMU

Duke Ellington performing at Howard Theatre. Photo courtesy of HowardTheatre.org

# Program Vision



Build an **iconic mixed income** building that creates a **signature gateway** and **civic plaza** for the Shaw neighborhood



# Architectural Design





# Proposed Development Program

**TRANSFORMING LIVES & COMMUNITIES THROUGH REAL ESTATE**

**Affordable  
Housing for  
Veterans**

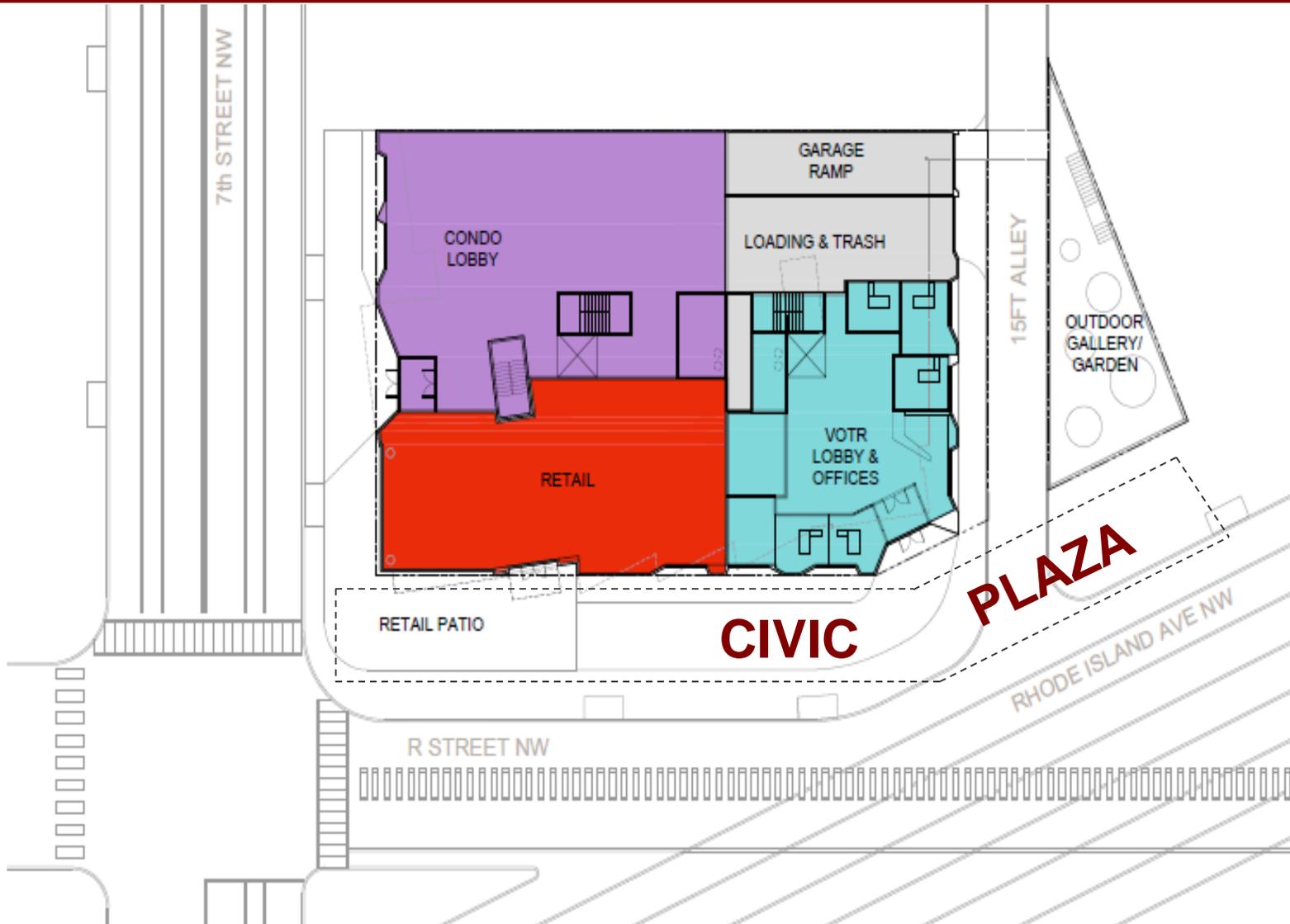
**Vibrant  
Neighborhood  
Commercial/  
Retail**

**For Sale  
Condominiums**

**Art  
Pavilion**

**THIS IS WHAT WE DO**

# Proposed Development Program



# Proposed Development Program

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**41%** ADUS

**44%** Extremely  
Affordable

# Stakeholder Engagement

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## INCORPORATED INTO PROPOSAL

- Solicited Feedback from local ANC and various community leaders
- Responsive to Our RFP
- Sustained community engagement over the last several years due to active development presence in the neighborhood

## GOING FORWARD

- Listening tour
- Regular updates to Monthly ANC 6E Meetings
- Monthly project updates
- Project website with regular updates
- Collaborate with community residents on neighborhood serving concept

# Community Preferences

## SIGNATURE GATEWAY

Modern, iconic design activating streetscape with café/restaurant garden and rotating art exhibits

## VIBRANT RETAIL

Unique collaboration with DC based celebrity chef, **Spike Mendelsohn**, creating a neighborhood serving destination concept

## AFFORDABLE HOUSING

Exceed DC's minimum requirements; approximately 41% of total project will be affordable units

## PUBLIC ART PAVILLION

Honor Shaw's history of the arts and showcasing local artists

## VIBRANT STREETScape

Civic plaza connecting Library & Metro to concept café/restaurant with outdoor seating, landscaped and maintained Art Pavilion

## GREEN BUILDING

Designed to LEED Gold Standard

## LOCAL HIRING

100% DC Based Development Team  
376 Construction Jobs  
52 Permanent Jobs

## VETERAN HOUSING

Partnering with National Leader to provide housing, job placement and support services to local Veterans

# Community Impact



**428** Jobs

**\$9.6MM** Tax Revenue

**45** Affordable Units

**Veterans** Housing /Support

**Art Pavilion** Public Space

**Retail** Neighborhood  
Serving



# Team Experience

TRANSFORMING LIVES & COMMUNITIES THROUGH REAL ESTATE

**METROPOLITAN OVERLOOK**  
1831 2ND STREET NW



**JUSTICE PARK APARTMENTS**  
1421 EUCLID STREET NW



**THE HODGE ON 7<sup>th</sup>**  
1490 7TH STREET NW



**GIRARD STREET SENIOR APARTMENTS**  
1545 GIRARD STREET NE



**Neighborhood Commercial**

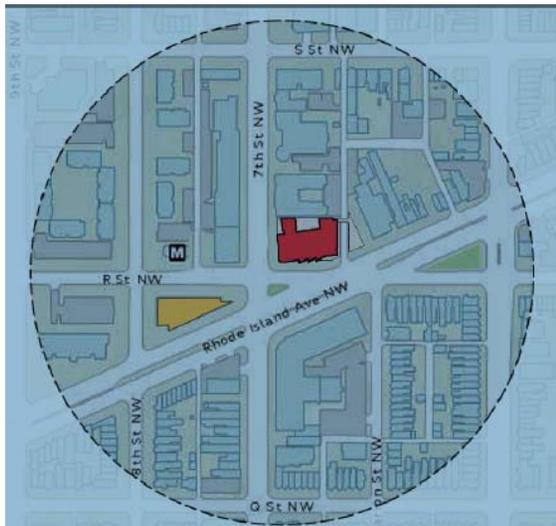


**130,000 SF**

**THIS IS WHAT WE DO**

# Why Us

**41%**  
**44%**



**100%**  
**Local**



# TRANSFORMING **LIVES and COMMUNITIES** through REAL ESTATE

