

# FORTIS

## FORTIS – Parcel 42

The FORTIS Companies, in conjunction with R2L:Architects and Kettler Management, appreciates the opportunity to respond to the RFP for this exciting project at Parcel 42 (the “Project” or “Parcel 42”). **Our proposal envisions an eight-story mixed-use project featuring 197 micro-unit apartments, 7,500 square feet of ground-level retail, 35 below grade parking spaces, and a public park/art installation in the adjacent small triangular lot (Lot 803).**



Expanding upon the unique design characteristics of the Shaw Library, we envision Parcel 42 as a signature gateway to the arts, entertainment and rich history of the Shaw neighborhood. Our LEED Gold design will feature neighborhood-enhancing retail and sophisticated, yet affordable, residential units. The Project’s efficiently-designed units (averaging approximately 400 sf) and thoughtful amenity space allow us to reach a more reasonable price point for the District’s middle-income Millennials including young professionals and the working and creative classes. Our target monthly rent for our market units will be approximately 20% below asking rents for comparable buildings in Shaw and Logan Circle. In addition to our lower-price-point market units, we will **include 60 dedicated affordable units at 30% - 50% AMI** representing more than 30% of the residential units in the building.

For the retail component of the Project, we have identified District-based businesses that would invigorate this important corner. We have secured Letters of Interest from three potential retail partners for Parcel 42 that include a local hardware store, a fitness/health club, and a gourmet market.

In addition, our proposal includes funds to sponsor a pocket-park design competition through Howard University’s School of Architecture for the adjacent triangular lot (Lot 803). Park design requirements would include unrestricted community access, stormwater management elements and opportunities for art installations that reflect the history and culture of Shaw.

**At Parcel 42, we hope to combine affordable, smart-density, with high quality design to invigorate this important neighborhood corner.**

# PARCEL 42

## *Presentation to the Shaw Community*

*April 2016*



**FORTIS**



**R2L:ARCHITECTS**

**KETTLER**  
INSPIRATION. FROM THE GROUND UP

# The Parcel 42 Team

QUALIFICATIONS & EXPERIENCE

- ❖ We have assembled an experienced team of industry professionals that are committed to achieving a successful development for the Shaw community

	COMPANY	DC-BASED	CBE
Development Team		✓	✓
Design Team		✓	✓
Operations & Property Management			
Legal Counsel		✓	
Financial Partner			
Tenant Partners	  	✓	
Retail Leasing Partner		✓	

# FORTIS' Qualifications & Experience

- ❖ FORTIS is a Washington, DC based real estate development and investment company that is focused on creating exceptional residential and mixed-use projects
- ❖ With combined experience of **over 30 years**, the FORTIS team has built **more than 2,500 multifamily units** in the DC region with a combined **value in excess of \$800 million**
- ❖ Below are selected current and prior projects developed by FORTIS' principals:



	Zoso Flats	The Otis	Pullman Place	1628 11 <sup>th</sup> St, NW
<b>Location</b>	Arlington, VA	Columbia Heights	NOMA / H Street	Logan Circle
<b>Program</b>	114 units 23,000 sf retail	27 units	42 units	32 units
<b>Delivery Date</b>	2008	2014	2016	2017

# R2L's Qualifications & Experience

- ❖ R2L is a Washington, DC based design firm specializing in multifamily residential and mixed-use, transit-oriented development
- ❖ R2L is currently designing numerous multifamily projects in the District, throughout the Washington metropolitan area, and across the US Southeast region
- ❖ Below are selected current and prior projects designed by R2L:



	82 Eye Street	450K	2101 Champlain	Element 28
<b>Location</b>	Capitol Riverfront	Mount Vernon Triangle	Adams Morgan / Dupont	Bethesda, MD
<b>Program</b>	220 units	233 units 7,000 SF of retail	132 units	101 units
<b>Delivery Date</b>	2016	2014	2017	2016

# Our Vision for Parcel 42

- ❖ At Parcel 42, we hope to create a **gateway to the arts, entertainment and rich history of the Shaw neighborhood** through **timeless design and thoughtful programming**
- ❖ This Project will **solidify 7<sup>th</sup> Street as a primary commercial and residential corridor** in the District

*Signature Architectural Design*

*A Focus on Affordability through a Unique Product Type*

*Neighborhood Enhancing Retail*

*Design Competition for Public Park / Art Installation*

*Vibrant Streetscapes and Thoughtful Landscaping*

*Environmental Sustainability through LEED Gold Design*

*Investment in the Community*

## KEY FACTS

<b>Building</b>	<b>111,000 GSF</b>
<b>Residential</b>	<b>197 Units</b>
<i>Market</i>	<i>137 Units</i>
<i>Affordable</i>	<i>60 Units</i>
<b>Retail (SF)</b>	<b>7,500 SF</b>
<b>Parking</b>	<b>35 Spaces</b>
<b>Public Space</b>	<b>1,700 SF Park</b>

# Signature Architectural Design

- ❖ Modern aesthetic that takes cues from history of DC apartment houses
- ❖ Designed to **enhance and frame the Shaw Library**
- ❖ Metallic and greyscale color palette
- ❖ Use of **metal screens and corrugated metal panels**
- ❖ **Bay windows** to create shadows and volume
- ❖ **Glass base** to maximize connectivity of retail space with the streetscape
- ❖ Parking and access from alley



*Intersection of 7<sup>th</sup> Street and Rhode Island Avenue*

# Signature Architectural Design (cont.)



*Looking North East from R Street*

# Signature Architectural Design (cont.)



*Looking East from 7<sup>th</sup> Street*

# "Class A" Affordable Alternative

- ❖ Residential component features **efficiently-designed, micro-unit apartments with sophisticated communal lounges and Class A building amenities**
- ❖ Innovative unit layouts maintain open space by utilizing **design features that maximize usage and feel**
- ❖ Target rent on market units will be **~20% below asking rents for comparable buildings in Shaw and Logan Circle**
- ❖ Micro-unit buildings have been very successful in DC and have many **benefits to the community**:
  - ❖ **Achieves affordability** for the District's young, creative and working class residents seeking a live-work-play lifestyle
  - ❖ **Frees up family-sized housing** in the community that is occupied by "roommate renters"
  - ❖ Smart density around public transportation **reduces stresses on critical infrastructure**
  - ❖ Micro-units are **NOT a new type of housing** – we are simply taking advantage of advances in technology and interior design to meet demand at a more affordable price point



*Illustrative Potential Unit Layouts*

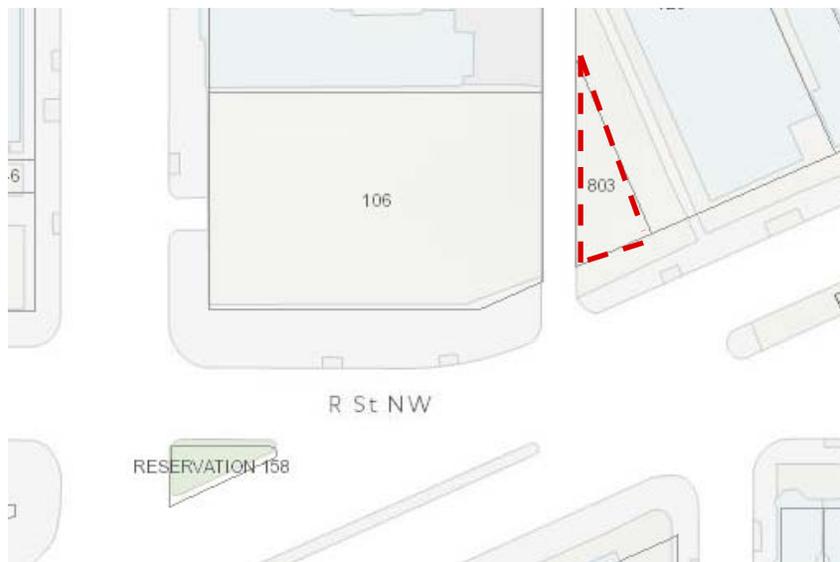
# Neighborhood Enhancing Retail

- ❖ Our design includes approximately **7,500 SF of ground level retail** facing 7<sup>th</sup> Street and R Street
- ❖ We have secured **letters of interest from three potential retail partners** – Ace Hardware DC, MINT Health Club & Spa, and Rodman’s Discount Gourmet
  - ❖ Our partners are **District-based retailers that fill particular underserved retail needs** of the Shaw community
  - ❖ These businesses create a **daytime draw and spur pedestrian activity** on this important neighborhood corner
- ❖ We will rely on **community input** to ensure the retail meets **YOUR needs and desires**



# Active & Accessible Public Space

- ❖ We will fund and administer a **small-park design competition for Lot 803** in conjunction with **Howard University's School of Architecture**
- ❖ This will enable young design students to shape the urban fabric around them and gain tangible design experience
- ❖ Park design guidelines will include **unrestricted community access, storm water management elements and native/sustainable landscaping**
- ❖ **Community input will be incorporated throughout** the design competition to create a true **community resource** on this space



## Inspiration from the Community



# A Project that "Checks All The Boxes"

CONCLUSION



*INNOVATIVE DESIGN THAT ESTABLISHES A SIGNATURE GATEWAY*



*AFFORDABILITY – MARKET UNITS PRICED 20% BELOW COMPARABLE BUILDINGS*



*AFFORDABLE HOUSING – 60 PERMANENTLY AFFORDABLE UNITS (45 AT <50% AMI; 15 AT <30% AMI)*



*VIBRANT, NEIGHBORHOOD-ORIENTED RETAIL MIX*



*ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT THAT WILL EXCEED LEED GOLD REQUIREMENTS*



*WIDE STREETSAPES AND AMPLE LIGHTING TO STIMULATE DAYTIME AND EVENING PEDESTRIAN ACTIVITY*



*ACTIVE AND ACCESSIBLE PUBLIC SPACE – 1,700 SF PUBLIC PARK*



*INVESTMENT IN THE COMMUNITY THROUGH LOCAL HIRING*



*FUNDED ENTIRELY BY DEVELOPER EQUITY AND CONVENTIONAL FINANCING REQUIRING NO SUBSIDIES FROM THE DISTRICT*