

Public Disposition Hearing

Frank D. Reeves

Center Redevelopment

Reeves CMC Venture

APRIL 20, 2021



Presenter

Simone Goring Devaney

Principal and Co-founder

CSG Urban Partners, LLC

Additional Team Members

- **Quintin E. Primo III**
Chairman and Chief Executive Officer
Capri Investment Group
- **Michael Marshall**
Principal and CEO
Michael Marshall Design

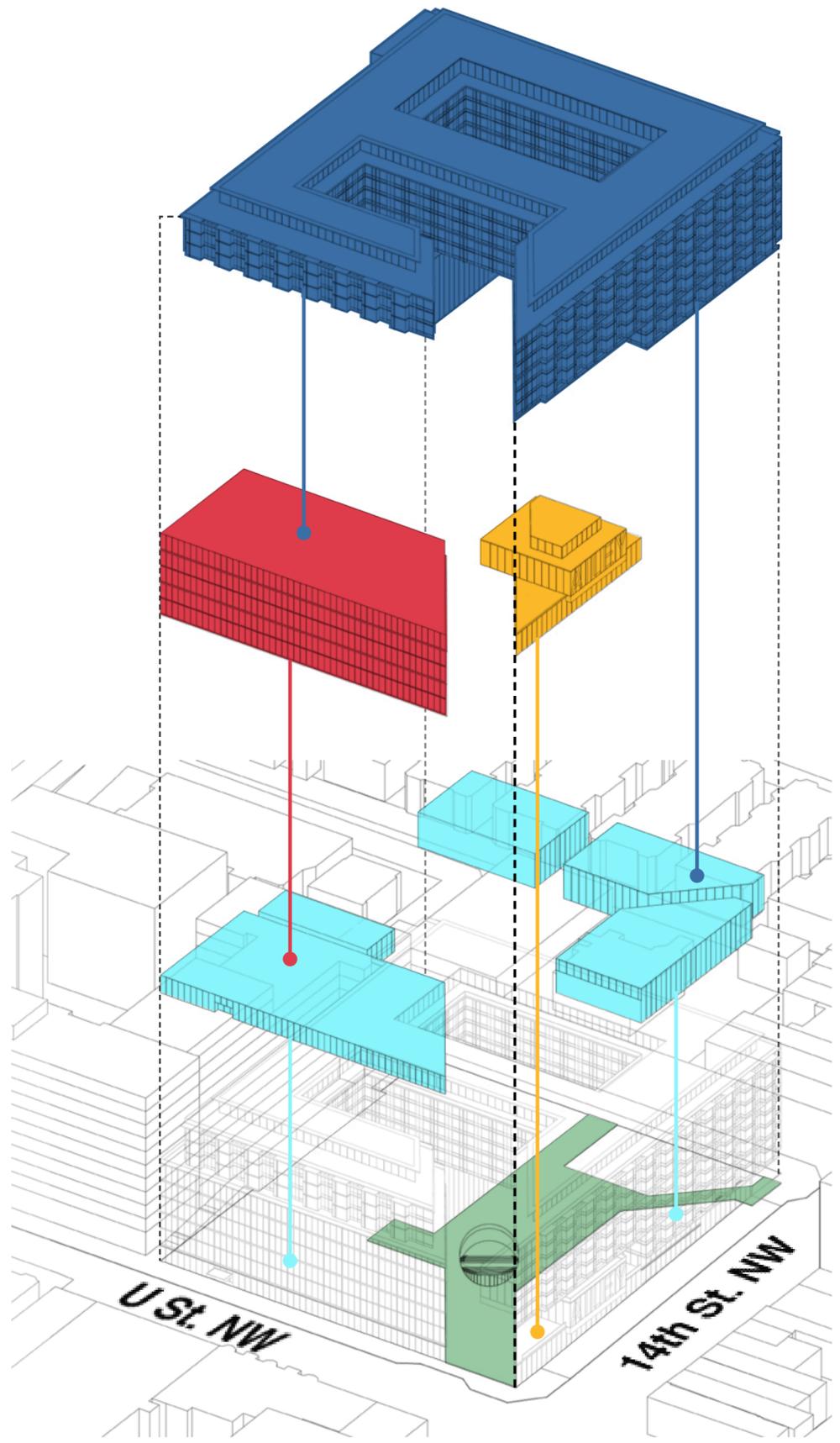
The Vision

Reeves CMC Venture proposes a uniquely transformational project that:

- 1 Creates a living legacy respectful of the history of the surrounding community, and its significance to Black identity, culture, and enterprise especially its unique position as a heart of the District's music and arts scene.
- 2 Establishes an open and welcoming public plaza that activates the site and honors its ties to civic activism and the District's struggle for Home Rule.
- 3 Proudly incorporates the new national headquarters of the NAACP, not only as a key stakeholder, but also as a substantial equity owner.
- 4 Leverages the Development's more than \$300 million budget to create significant construction and permanent jobs for District residents and produce crucial mixed-income and substantial affordable housing, including affordable homeownership opportunities.

Our vision embraces social equity by maximizing minority ownership and creating equitable benefits for District residents





- Residential
- Office
- Arts
- Retail
- Public Space
- Parking Space

Proposed Programming

Our proposed 633,000 square foot reimagined Reeves Center LEED-Silver development will consist of:



More than 110,000 square feet of Class A office space, divided equally between the NAACP and multiple other government and non-government tenants.



20,000 square feet of street-level retail to include a dedicated percentage of rentals to local-area businesses and community nonprofits at below market rents.



24,000 square feet of arts-related programming, including a 10,000-square foot externally visible studio for Alvin Ailey.



628 units of mixed-income multifamily housing, at least 30% of which will be dedicated to affordable dwelling units serving low-income residents earning 50% or less of MFI.



For-sale townhomes that will provide homeownership opportunities for low-income residents earning 50% or less of MFI, developed in partnership **Habitat for Humanity and Douglass Community Land Trust.**

Proposed Programming

- A 24,000-square foot public plaza and performance venue – proposed as the **Frederick Douglass Plaza and Marion Barry Jr. Amphitheatre** – that will be activated with lively outdoor cafes, cultural and arts programming, and other creative elements that will make it a popular gathering place, welcoming people of all cultures and economic means.
- Creative water features and lighting animate the courtyard year-round, while a seasonal rotation of artwork becomes an attraction that draws visitors and showcases local talent. In addition, there is the potential to host a weekly farmers market during the spring, summer and fall seasons.
- The strategic use of art and cultural centerpieces will enhance the retail environment and provide a connection to the unique cultural fabric that is the heartbeat of the corridor.
- The two V Street connections combined with the main entrance will allow for multiple access points leading into the center features and commercial space.





Affordable Housing & Unit Mix

Residential Unit Mix

Unit Type	% of Units	# of Units
Market Rate - Mixed Income	70.0%	440
Affordable	30.0%	188
All Units	100%	628

Affordable Unit Mix

Income Mix	% of Units	# of Units
30% MFI	25%	47
50% MFI	75%	141
Total Affordable Units	100%	188

Affordable For-Sale Units	100%	5
----------------------------------	-------------	----------



“ The NAACP will be a true equity and development partner, we are not looking for charity...

- President Derrick Johnson, NAACP

NAACP

- Entails NAACP’s 100% ownership of 50,000-SF office condominium and substantial ownership of remaining office building.
- NAACP is also proposed as a major owner of the multifamily and retail portions of the project, which will produce long-term income and appreciation for them.
- NAACP will participate in overall design and development planning as a key partner.
- Given Reeves historic affiliation and NAACP’s involvement, the property should qualify as a National Historic Site for Black culture.
- Partner to help achieve the goals of the Centering Equity in the Sustainable Building Sector (CESBS) Initiative to proactively incorporate sustainable building policies and practices in the Reeves Center development that results in equitable access for all.

Alvin Ailey

- The Ailey School has agreed to establish first satellite location at the new Frank D. Reeves Center.
- In the process of legally documenting a Letter of Intent between the parties, which will include a long term lease with tenant buildout per their specifications.
- Ailey seeks to use school to instruct locally based students, provide a feeder for the International troupe, and offer culturally and socially informed dance to District residents.

Washington Jazz Arts Institute

- The WJAI will be housed in a state of the art recording studio, and will host the WJAI Summer and Fall Jazz Mentor Program.



Development Team

The development team will be minority-controlled and -led, consisting of three highly experienced organizations:



CSG Urban Partners

A locally based, minority-owned firm established in 2003 by Charles King and Simone Goring Devaney, which has been involved in numerous commercial projects in the 14th Street and U Street Corridors, across the District, as well as along the east coast.



Capri Investment Group

A minority-owned Chicago- and Los Angeles-based real estate investment and development firm founded in 1992 by Quintin E. Primo III that has completed over \$14 billion in commercial investments globally.



MRP Realty

A D.C. based majority firm led by Robert J. Murphy and established in 2005, that has completed 34.3 million square feet of development projects, representing \$6.6 billion in capital investment.

In all participant organizations and across all functions, our team will draw from the wealth of resources within the Black professional community, both locally and nationally.



Our development team includes a group of highly qualified, minority-owned, woman-owned and locally based **CBE** organizations, such as **Smoot Construction**, **PGN Architects** and **Michael Marshall Design**, **Bradley Site Design**, and other well-known minority-controlled companies that are experienced in local area development, planning, design, and construction.



Baldwin Hills

Baldwin Hills Crenshaw Plaza

Los Angeles, California

Retail Mixed-use

\$2 Billion Redevelopment



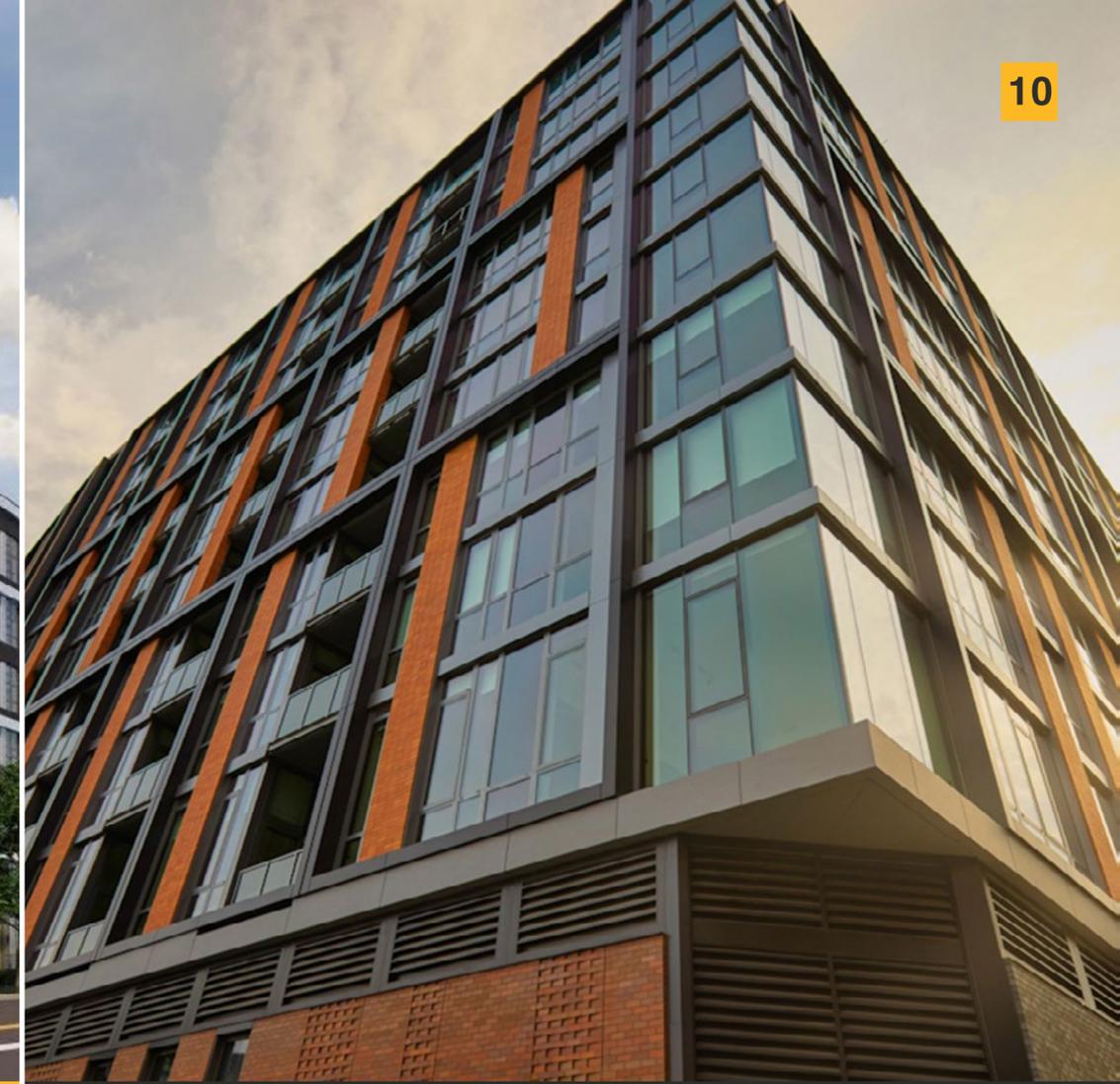
Northwest One

Northwest One

Washington, DC

Retail | Multifamily

\$82 Million Development



The Wren

The Wren

Washington, DC

Retail | Multifamily

\$154.9 Million Development

Meeting Equitable Development Goals

Meeting equitable development goals is an area in which we believe our proposal is the strongest:

First, the leading members of the development team are African American and also include a large number of women participants.

Second, substantial needed jobs and housing will be provided for local area residents.

Third, unique ownership opportunities will be created for community residents and businesses. The Reeves CMC Venture has thoughtfully endeavored to address all aspects of community involvement and participation.

Community and District Benefits

- 1** Expressly meets the goals and objectives of the District's 2006 Comprehensive Plan.
- 2** Consistent with the site's largely ARTS-4 zoning, which seeks to promote the creation of arts and arts-related uses, activated streetscapes, and new housing and business opportunities.
- 3** Economically attractive and socially impactful, creating numerous local part-time and full-time construction and operating jobs.
- 4** Minimum of 190 units of essential affordable housing – 30% of more than 600 units of mixed income housing overall.
- 5** Estimated \$78 million increase in the District's tax base over the next 10 years.
- 6** Projected state-of-the-art environmental sensitivity with better access to light, air circulation, and wellness.
- 7** Greatly improves the quality of life for the surrounding neighborhood.
- 8** Art, in all forms of its expression, remains a critical component of the Black community.
- 9** Provides below market space for local small businesses like the Christian Tabernacle Child Development Center.
- 10** In line with Mayor Bowser's goal to end homelessness in the District, the CMC Reeves team is interested in introducing the **Primo Center**, Chicago's largest provider of services for the homeless, to the under served communities of Washington, DC.

Questions?





For more information visit:
reevescmventure.com