

# Frank D. Reeves

Center Redevelopment

Reeves CMC Venture

For more information visit:  
[reevescmcventure.com](http://reevescmcventure.com)

January 26, 2023





# Meet Our Team



**CSG Urban Partners**  
**Simone A. Goring Devaney**  
Managing Principal



**CSG Urban Partners**  
**Charles E. King**  
Principal



**Capri Investment Group**  
**Quintin E. Primo III**  
Founder and Executive Chairman



**Michael Marshall Design**  
**Michael Marshall, FAIA, NCARB**  
Founder, Design Principal



**PGN Architects**  
**Sean Pichon, AIA, NCARB**  
Project Leadership



**SmootDC**  
**Omar S. McIntosh**  
Executive Vice President



**MRP Realty**  
**Matthew Robinson**  
Principal



**SmootDC**  
**Chrystal Stowe**  
Vice President



**Bradley Site Design**  
**Sharon Bradley**  
Founder, Design Principal





# The Vision

Reeves CMC Venture proposes a uniquely transformational project that:

- 1** Creates a living heritage respectful of the history of the U Street Corridor, and its significance to Black identity, culture, and enterprise, especially its ties to civic activism.
- 2** Achieves the objectives of the amended Comprehensive Plan, and the DC Code 10-801 affordable housing requirements.
- 3** Establishes an open and welcoming public plaza and amphitheater that activates the site and honors its unique position as the heart of the District's music and arts scene.
- 4** Proudly incorporates the new national headquarters of the NAACP.
- 5** Music and arts uses will create creative industry occupations.

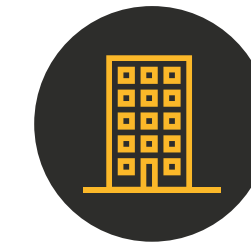
Our vision embraces social equity by maximizing minority ownership and creating equitable benefits for District residents.





# Proposed Programming

Our proposed 535,955-square foot reimagined Reeves Center:



108,000 square feet of Class A office space, divided equally between the **NAACP** and multiple other government and non-government tenants



**116-key residential hotel** with modern design, larger spaces and unrivaled comfort providing exceptional stays from a day, to a month or longer



22,500 square feet of retail to include local-area businesses and community nonprofits. Space will be anchored with a new restaurant concept by **Carla Hall**, of “**Top Chef**” cable series fame and a **Dave Chappelle Comedy Club**



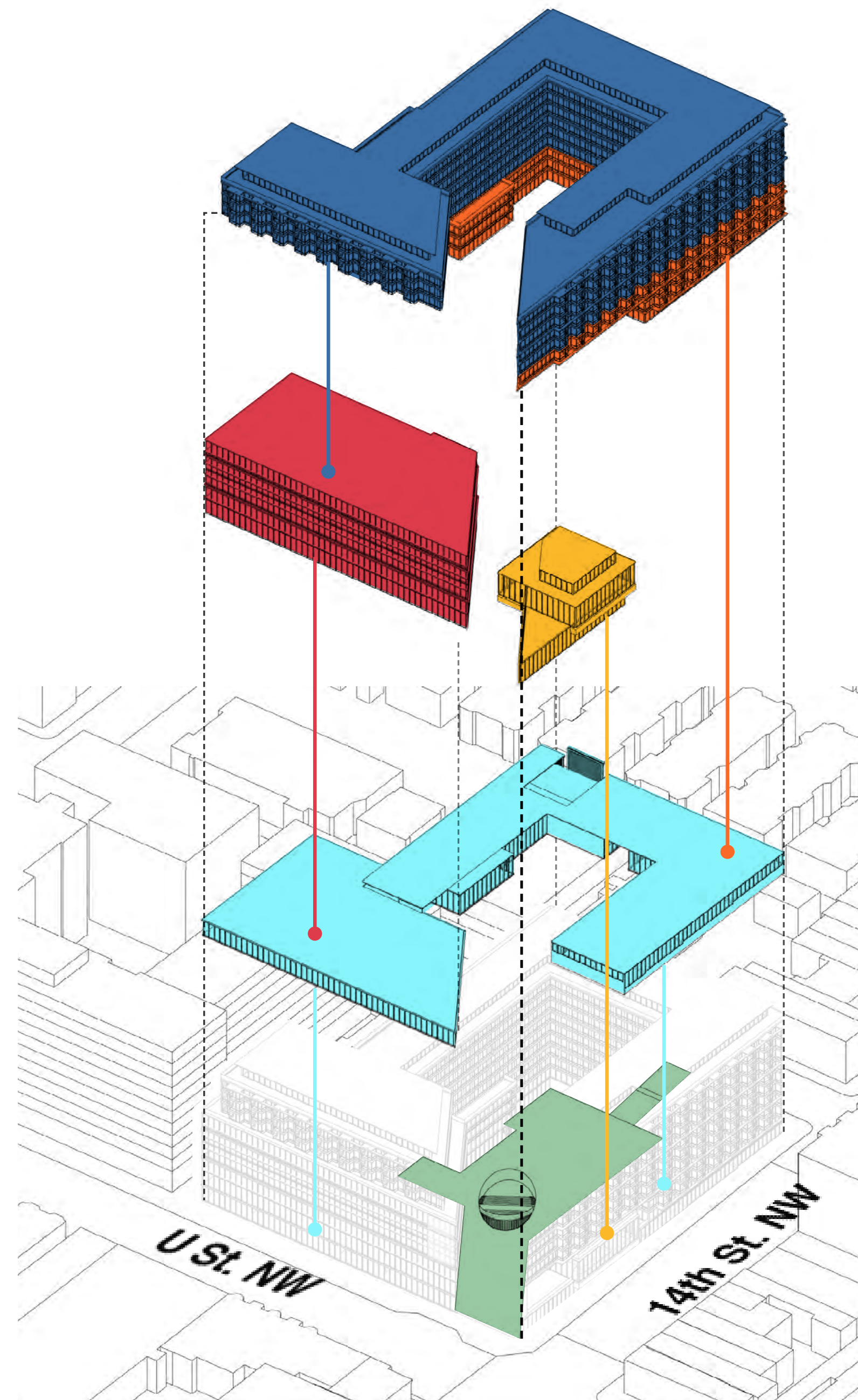
44,000 square feet of arts, education and entertainment related programming, including **Alvin Ailey**, and new homes for the **VIVA School**, the **Washington Jazz Arts Institute**, and **Christian Tabernacle Child Development Center**



**322 units** of mixed-income multifamily housing



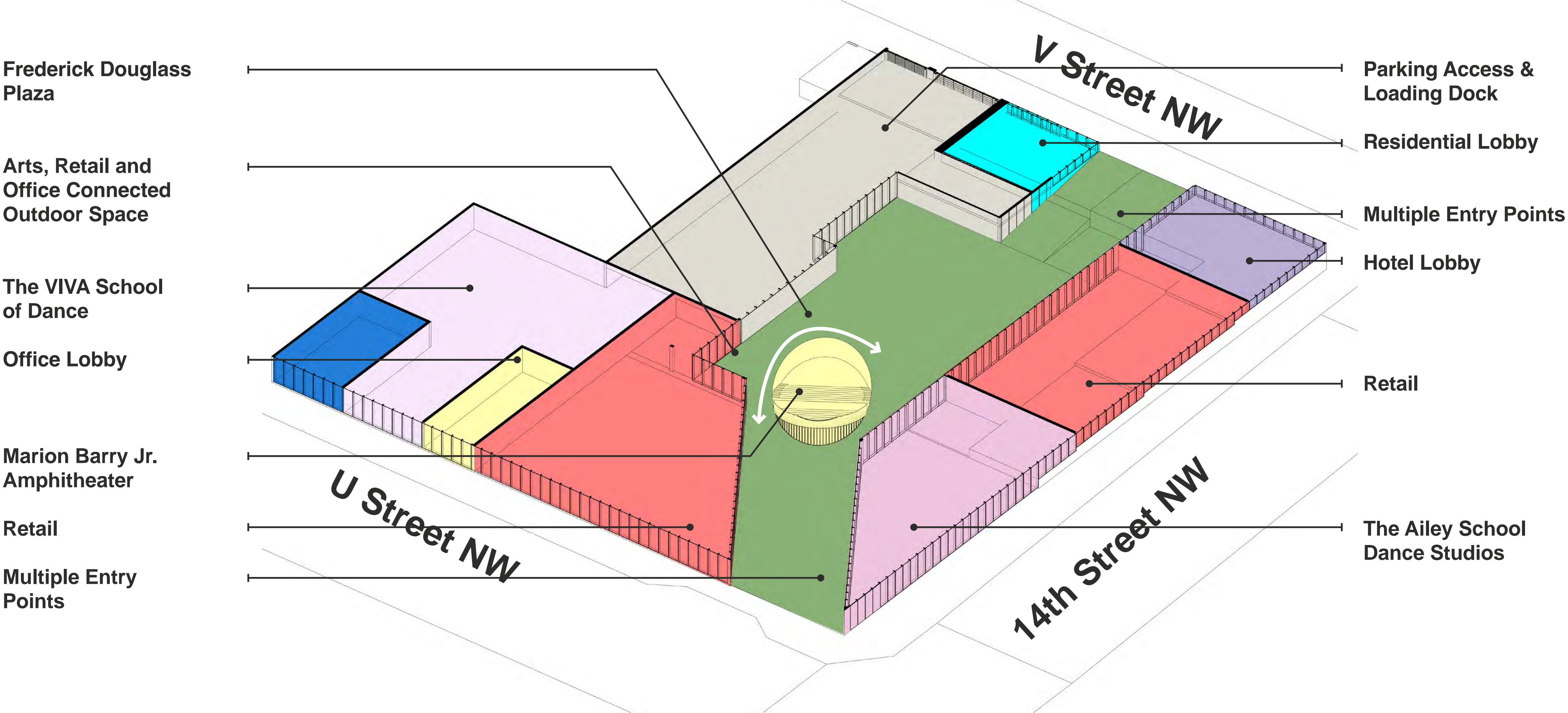
A 17,000-square foot public plaza and 200 seat performance venue, named the **Frederick Douglass Plaza** and **Marion Barry Jr. Amphitheater**



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



# Public Realm











# Residential Unit Mix

Unit Type	% of Units	# of Units
Studio	7.4%	24
Jr. 1 Bedroom	40.1%	129
1 Bedroom	30.1%	97
1 Bedroom + Den	10.6%	34
2 Bedroom	10.9%	35
3 Bedroom	0.9%	3
All Units	100%	322

\* At a minimum, our Project will adhere to DC Code 10-801.





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

- President Derrick Johnson, NAACP

## NAACP

- The members of our team collectively share the NAACP's vision “to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination”.
- Given Reeves historic affiliation and NAACP's involvement, the property should qualify as a National Historic Site for Black Culture.
- CMC Reeves will partner to help achieve the goals of the Centering Equity in the Sustainable Building Sector (CESBS) Initiative and their Living Building Design Challenge.



# Arts and Education Partners

## The VIVA School (formerly known as CityDance DREAM)

- Is a local pre-professional school that works to eliminate barriers of access to high-level dance training currently located on the U Street corridor. With a goal to diversify and increase representation in the field of dance, the school prioritizes creating opportunities for students of color.

## The Ailey School

- The Ailey School has agreed to establish first satellite location at the new Frank D. Reeves Center.
- Ailey seeks to expand its existing presence in Washington, DC and continue to partner with local arts and dance organizations.

## 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.

## Christian Tabernacle Child Development Center

- Christian Tabernacle Child Development Center will locate in the re-imagined Reeves Center to enhance and expand its vision of improving the lives of local residents by adding more access to its child and family development services.







# Community and District Benefits

## Focus on Arts, Youth and Education

- The VIVA School (Formerly City Dance Dream)
- The Ailey School
- The Washington Jazz Arts Institute
- Christian Tabernacle Child Development Center

## Destination Design and Programming

- 24,000 SF Douglass Plaza surrounded by restaurants and retail.
- 200-seat Marion Barry Jr. Amphitheater for performances by area artists and lecturers.
- Institutional, timeless architecture.

## Minority Business Formation

- Supports existing restaurants and nurtures new retail establishments.
- Partnering with Think Local First DC.



# Diversity, Equity and Inclusion

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- Our team embodies the principles and practices of diversity, equity and inclusion.
- As firms with rich heritages in the struggle for inclusion, we will open doors of opportunity to DC's Ward 1 businesses during construction and operations.
- We will ensure ethnic and socioeconomic diversity through reasonably priced leases for vendors and tenants.





# 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.





# Minority- and Women-Owned Participants and Nonprofits

Companies	Experience	MBE	CBE	DBE	WBE
CSG Urban Partners	20 Years	●	●	●	●
Capri Investment Group	31 Years	●			
Michael Marshall Design	34 Years	●	●	●	
PGN Architects	19 Years	●	●	●	
Bradley Site Design	29 Years		●	●	●
SmootDC	77 Years	●	●		

Non Profit Organizations	
NAACP	114 Years
The Ailey School	54 Years
The Washington Jazz Arts Institute	25 Years
The VIVA School (formerly City-Dance DREAM)	18 Years
Christian Tabernacle Child Development Center	48 Years



SmootDC building the original Reeves Center circa 1983.



# What Sets Us Apart

- 1 Arts, youth and education is the cornerstone of our project.
- 2 A monumental development project worthy of the District of Columbia.
- 3 Implements the District's DUKE Framework to create a Cultural Destination for the Greater Shaw-U & 14th Street corridors.
- 4 Plaza and amphitheater will activate the site supporting existing and future businesses -and bring back Black Broadway.
- 5 Provides visitors with a residential hotel with larger spaces.
- 6 Achieves social equity by maximizing minority ownership and participation in the project.





# Thank You!



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