Hill District – Phase II Bundle 2
DMPED Public Disposition Hearing
May 2021
AGENDA

- Introduction & Development Team
- Equitable Development
- Project Overview
  - Affordable Housing Mix & Benefits
- Community Engagement & Benefits
- Why Our Team
- Question & Answer
Each time a [person] stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring, those ripples build a current that can sweep down the mightiest walls of oppression and resistance.

Robert F. Kennedy, Jr.
WORKING TOGETHER FOR POSITIVE CHANGE

- A diverse collective of local organizations dedicated to enhancing our surrounding communities
- Experience working in and around this cluster of neighborhoods for over 20 years
- Steadfast commitment to service, speed, and impact with decisions made locally
- Diverse and inclusive: We are prepared to make a long-term commitment beyond the bricks and mortar
EXPERIENCE CREATING EXTRAORDINARY PLACES

67
Projects Completed
Over 21-Year History

$250 MM
Of CBE Contracts Awarded in
Last 5 Years

2,000+
Affordable Housing
Units

35
Public-Private
Projects

$250 million
Of Equity Available
For Projects

$1.6 billion
Current Assets
Under Management
Equitable Development
DIVERSITY & INCLUSION STARTS AT THE TOP

- 100% of the Developer Team is either a Local, Minority, and/or Women led
- Local spotlight on multi-level inequities suffered by underrepresented residents
- Leverage placemaking to create generational social impact and intentional interactions
- Rosewood Strategies will be a dedicated internal resource
- A robust outreach plan that articulates capacity building strategies and diversity target metrics
- Local neighborhood partners, businesses, and workforce within the surrounding community
MAKING THE COMMUNITY THRIVE

- Best in class service providers, many of which are CBE or women-led firms
- BIPOC leaders in majority firms
- Proven existing relationships
- Committed to providing employment and contracting opportunities for local residents
LEGACY BUILDING

- Engaging local artists for public and building spaces
- Programming for culture and lifestyle events including sports and recreation
- Reduced retail rent for CBE food entrepreneurs

Recent Accomplishments
- Jair Lynch recently awarded $250 MM of CBE contracts on multiple projects
- Jair Lynch and MCN currently hiring 50+ local residents at KIPP’s Ferebee Hope Project
- MCN named DCHA Top Hiring Partner for 2019
VISION OF A HOLISTIC, MULTI GENERATIONAL PLACE

- Health and wellness first for all our neighbors in both Wards 6 and 7
- Aging in place – Adopting Capitol Hill Village’s holistic vision of what is needed for seniors to thrive in DC
- Memory Care, Seniors Day Center, supportive housing across the Needs Spectrum
- Caring for vulnerable youth – Adopting SBY’s Youth and Community Hub concept
- Community Hub with collaboration space and housing
COMMUNITY VALUES PRIORITIZED

Commitment to Attainable Housing
- In the past 20 years, JLREP has developed over 2,600 units of attainable housing

Housing For All Program
- Plan exceeds not only the 10-801 requirements, but also the minimum requirements of Inclusionary Zoning
- Remainder will target workforce housing customers
- Mixed rental and for-sale housing included
- Intergenerational, mixed-income, culturally diverse intent
- Direct input from the community being served
- Legacy building with support and guidance for homeownership
FOR A JUST AND SUSTAINABLE FUTURE
PROJECT CONCEPT

– A new hub for health and wellness that attracts the larger community, retailers, and residents
– A holistic multigenerational neighborhood with a continuum of housing that will address needs for affordable housing, homeownership, housing to support at-risk youth and senior citizens
– A true public space connection point for the neighborhoods surrounding Hill East including:
  • Fort Dupont, Greenway, Kingman Park, Langston, and River Terrace
– Programmed to exceed DMPED’s goals of 1/3 affordable, 1/3 mixed income, 1/3 market housing mix
– Project will generate over 3,200 construction jobs and several hundred permanent jobs
PROJECT COMPONENTS

– Sasha Bruce Youthwork: Housing for at-risk youth
– Rosewood Strategies
– Navigator Elder Homes: Independent Senior Apartments, Assisted Living including Memory Care, Skilled Nursing and Short-term Rehab services. Also including an Adult Day Health Center offering Primary Care Geriatric Medicine.
– Multi-family retail, grocer, health & wellness anchors, and public green space
SERVING AN UNDERSERVED COMMUNITY

**Affordable Unit Mix**

- Families earning <= $30,250
- Families earning $30,250 - $50,400
- Families earning $50,400 - $60,500
- Families earning $60,500 - $80,650

- Number of Families Served

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**Barbara, 73 Years Young**

Retired Washingtonian looking to stay in the region to be near her grandchildren. Living alone no longer works for her memory care needs, and she is looking for a place to find comfort, a sense of well-being, and dignity outside of a traditional senior care facility.

**Alex, 33 Years Old**

Eager to rent a place of his own, sans roommates, Alex is running a successful green food truck in DC and has built his social circle in and around Capitol Hill. He's looking for a new neighborhood to call his own, one surrounded by health and wellness amenities.

**Robert, 17 Years Old**

Just as he was preparing to submit his college application, Robert lost his grandmother and only guardian. Unable to live by himself, he became homeless. Full of promise and hope, he turned to Sasha Bruce for help. He is now a resident of their Independent living Program and excited to start classes at UMD in the fall.

*Personas are fictional and for illustrative purposes only. Income levels in the chart above are based on average area median income levels for 2-person households and may vary.*
# AFFORDABLE HOUSING MIX

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*Percentages shown in the table above represent percentages of area median income (AMI). This housing mix is inclusive of all planned unit types for various household sizes.*
A PARK FOR ALL
A PLACE FOR ALL
Community Engagement & Benefits
MEET HEIDEH

When Heideh became homeless as a DC High School Senior, Sasha Bruce was there to shelter and support her.

She lived in a supportive housing program, completed school, went to college, and developed a career at the Department of Transportation – a relationship which started as a summer job while with SBY.

She rose to become the Chief Staff person on the Senate Appropriations Committee for Transportation and HUD, where she garnered support for increasing HUD’s budget for investments in system-building to end youth homelessness around the country.

Heideh is now serving on the Sasha Bruce Board of Directors.
MEET MARY

Mary, a resident on East Capitol Street has loved to paint for the last twenty years.

She knew she was having trouble remembering details and decided to confide in her doctor.

Much to her surprise, Mary's family was notified, and before she knew it, her kids were going to sell her home of 40 years.

Mary resisted the idea of moving to an assisted living center, but when she saw the art room, and several other artists that looked like her, she started to re-consider.

Mary is now the volunteer director of the resident art gallery of her Green House community and leads families and visitors in tours.
A COMMUNITY IN SUPPORT

Our plan has received letters of support from the following community organizations as more continue to flow in:

In Addition To:

- The Washington Football Team
- Neighbors for Justice
- CHAMPS
- Maya Angelou Schools See
- Forever Foundation
- Barracks Row Main Street Capitol Hill
- DC Action
- CRYSP
- Community Impact Council
- DC Youth Action Board
Why Our Team
WHY OUR TEAM

— Proven partners in advancing District priorities
— Our depth of experience provides certainty of execution
— Active listeners that can translate your programmatic priorities into reality
— Our commitment is beyond the bricks and mortar
— Our team approach maximizes the likelihood of success
Part of a larger mixed project for an entire block of H Street, Anthology is a 307-unit apartment building with premier amenities and a view of the US Capital. The National Apartment Association designated Anthology the Community of The Year.
The Kelvin

A destination project with 312 apartments for people to meet, eat, drink and live, both on game night and throughout the year. Delta's Fastest leasing apartment in DC in 2021.
A modern and sophisticated condominium project with direct views into Nats Stadium. The project features 127 units with high ceilings, floor-to-ceiling windows, adjustable closet systems, and smart home technology.
Jair Lynch partnered with the Paul Laurence Dunbar Residents Association, Inc. (PLDRA), a non-profit, to purchase The Paul Laurence Dunbar Apartments, a 171-unit senior citizen rental housing community. After being notified of the prior owner's intent to sell the property, PLDRA exercised its rights under TOPA and Jair Lynch executed a complex debt and equity package to allow the residents to age in place.
Jair Lynch is developing 218 Vine in the historic Takoma neighborhood. The project will produce 129 units of affordable housing including 24 permanent supportive housing units serving individuals and families transitioning from homelessness and making no more than $35,160 a year.
COMPREHENSIVE AND PROVEN OUTREACH PLAN

01 *Host* business outreach events with a focus on local providers

02 *Conduct* job fairs

03 *Monitor, Enforce* and *Report* level of participation

04 *Workforce Development Program* partner with DOES and Training Grounds

- Training Grounds
- Manpower DC
- Bread for the City
- Trusted Solutions Group
- Genuine Sisters Supporting Sisters
- Alabama Avenue Economic Development Corporation
- Anacostia Economic Development Group