



# 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



# ROBERT F. KENNEDY, JR.



Rolls Press/Popperfoto/Getty Images

“ *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.*



An architectural rendering of a modern, multi-story residential building with a blue overlay. The building features a mix of light and dark facades, large windows, and balconies. It is situated in an urban environment with trees, a sidewalk, and a street with cars. The sky is blue with some clouds. The text "Introduction & Development Team" is overlaid in white, with a horizontal line underneath it.

# Introduction & Development Team

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# WORKING TOGETHER FOR POSTIVE 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



**Jair Lynch**  
District Resident, Jair Lynch  
Real Estate Partners

Lead on Infrastructure and  
Mixed Income Rental  
Housing Component



**Ruth Hong**  
VP of Development, Jair  
Lynch Real Estate Partners

Development Executive



**Kaleena F. Lee**  
Development Manager, Jair  
Lynch Real Estate Partners

Project Lead



**Diarra McKinney**  
District Resident, Rosewood  
Strategies

Lead on For Sale Housing  
Component



**Deborah Shore**  
District Resident, Sasha  
Bruce Youthwork

Lead on Youth Hub and  
Affordable Housing for at  
risk youth



**Renee Lohman**  
President & CEO,  
Navigator Elder Homes

Lead on Continuing Care  
Retirement Community for  
Seniors





# EXPERIENCE CREATING EXTRAORDINARY PLACES

67

Projects Completed  
Over 21-Year History

2,000+

Affordable Housing  
Units

\$250 million

Of Equity Available  
For Projects

\$250 MM

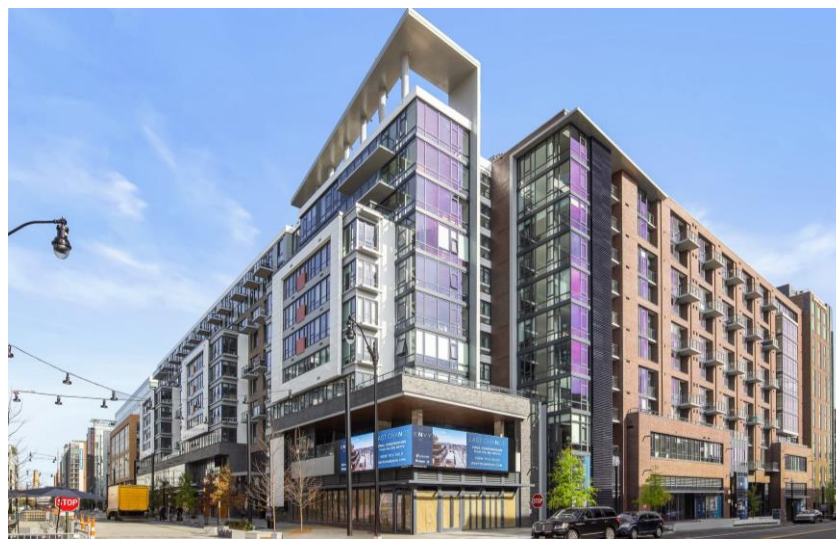
Of CBE Contracts Awarded in  
Last 5 Years

35

Public-Private  
Projects

\$1.6 billion

Current Assets  
Under Management







# Equitable Development

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# 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



**Trini Rodriguez**  
Parker Rodriguez

Project Role:  
Landscape Design



**Jami Milanovich**  
Wells+ Associates

Project Role:  
Transportation Consultant



**Leila Batties**  
Holland & Knight

Project Role:  
Land Use Counsel



**Bassem Boustany**  
District Resident,  
MCN Build

Lead on Infrastructure  
Construction



**Chris Clarke**  
Terra Nova

Project Role:  
Title Services



**Matt Bell**  
Perkins Eastman DC

Project Role:  
Lead on Master Planning

# 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





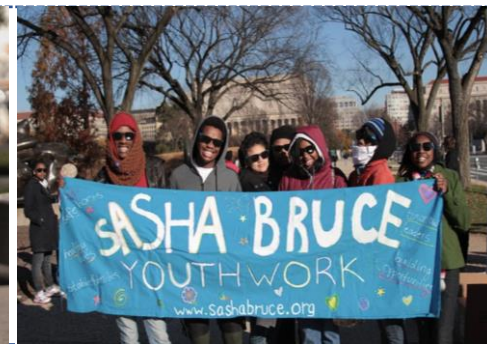


# Project Overview

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# 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





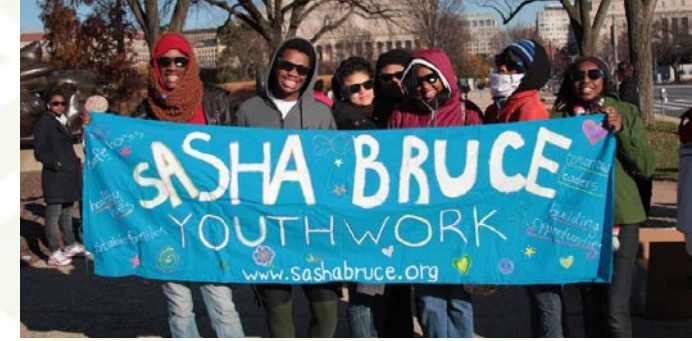
# COMMUNITY VALUES PRIORITIZED

## Commitment to Attainable Housing

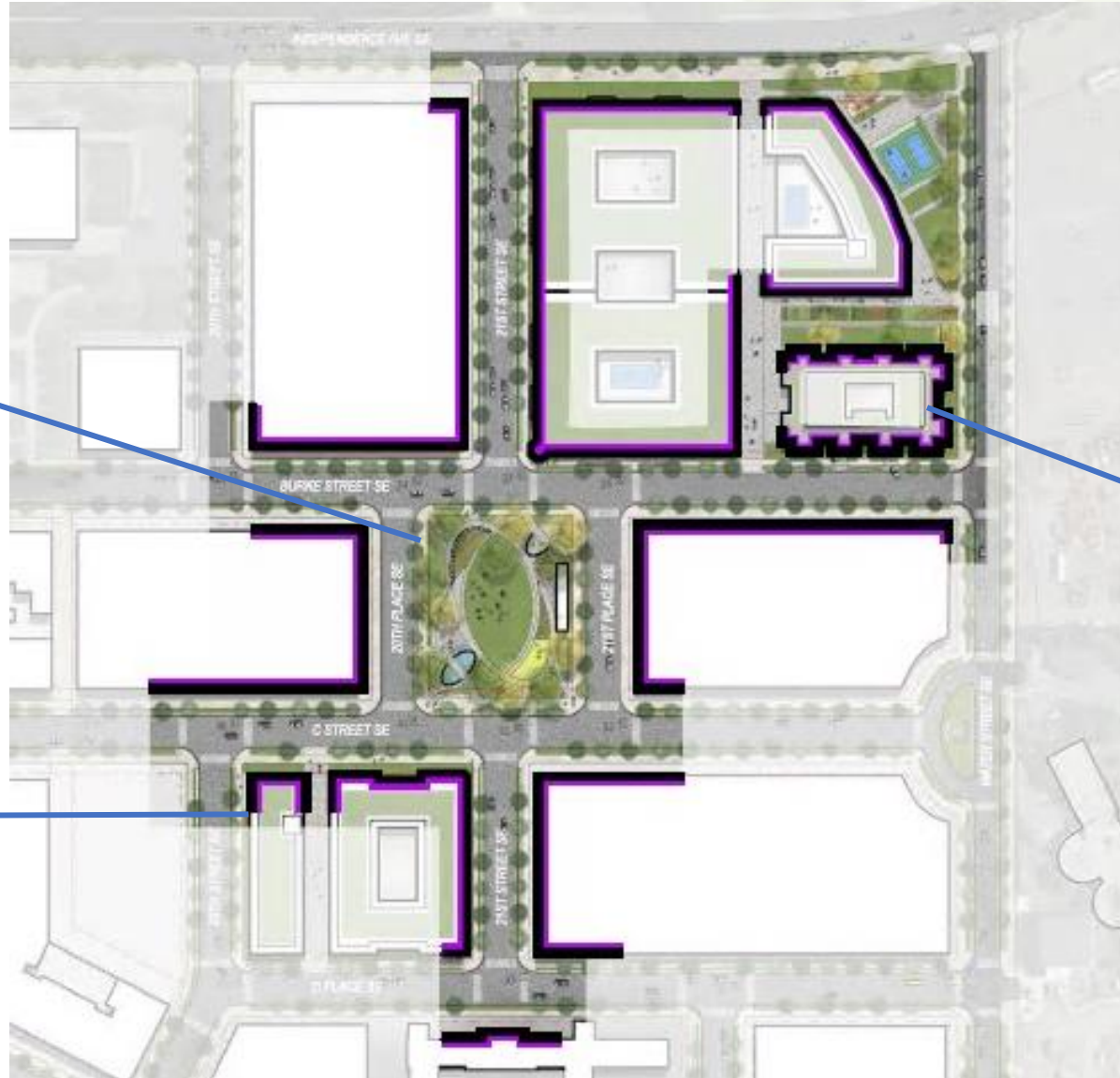
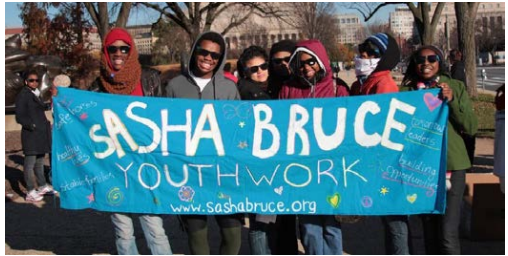
- In the past 20 years, JLREP has developed over 2,600 units of attainable housing

## 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 for **1/3, 1/3, 1/3 affordable** and mixed-income housing mix
- Project will generate over **3,200 construction** jobs and several hundred **permanent jobs**

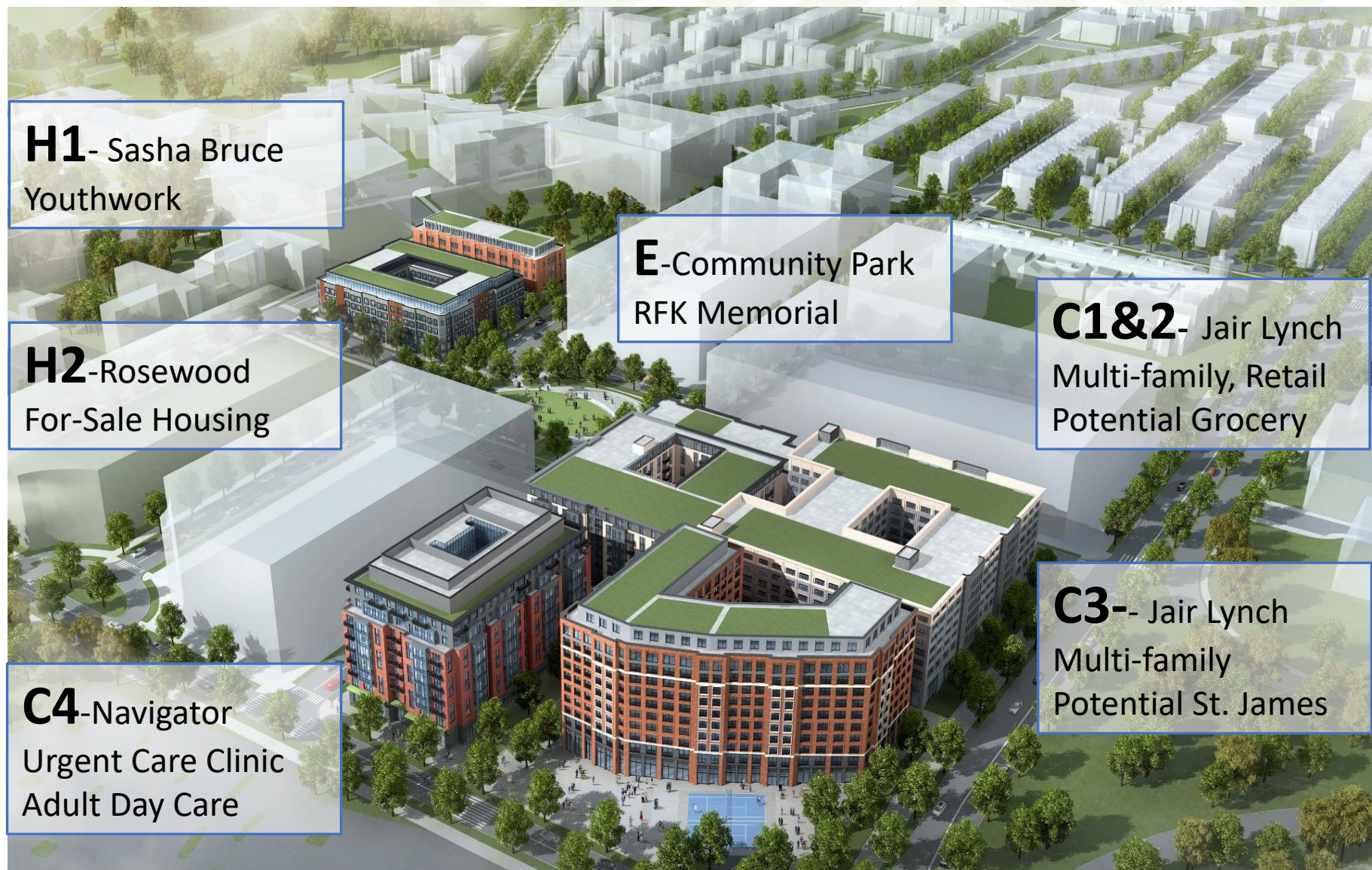






# PROJECT COMPONENTS

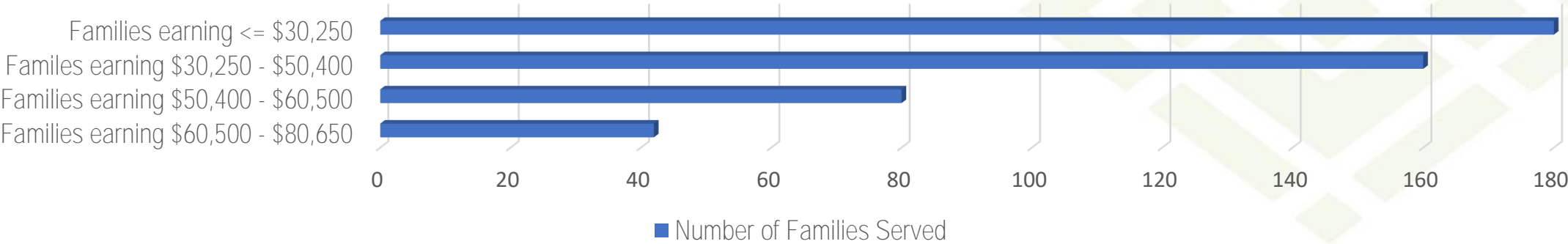
- **Sasha Bruce Youthwork:** Housing for at-risk youth
- **Rosewood Strategies**
- **Navigator Elder Homes:** Independent Senior Apartments, Assisted Living including Memory Care, Skilled Nursing and Short-term Rehab services. Also including an Adult Day Health Center offering Primary Care Geriatric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





# SERVING AN UNDERSERVED COMMUNITY

Affordable Unit Mix



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

1,188

Total units  
planned

420

Affordable units  
planned

623

Middle income units  
planned

145

Market rate units  
planned

Parcel/Bldg	Component Developer	Affordable			Middle Income				Market
		30%	50%	60%	80%	100%	110%	120%	Market
C1&2	Jair Lynch	54	116	0	0	0	421	0	0
C3	Jair Lynch	20	44	0	0	0	160	0	0
C4	Navigator Elder Homes	45	0	60	42	0	0	0	65
E	Park	0	0	0	0	0	0	0	0
H1	Sasha Bruce Youthwork	41	0	0	0	0	0	0	0
H2	Rosewood Strategies	20	0	20	0	0	0	0	80
Total		180	160	80	42	0	581	0	145

*\*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





An architectural rendering of a modern, multi-story residential building complex. The building features a mix of light and dark facades with numerous windows and balconies. It is situated in an urban environment with trees, a street with cars, and a pedestrian walkway. The entire image is overlaid with a semi-transparent blue filter. 

# Community Engagement & Benefits

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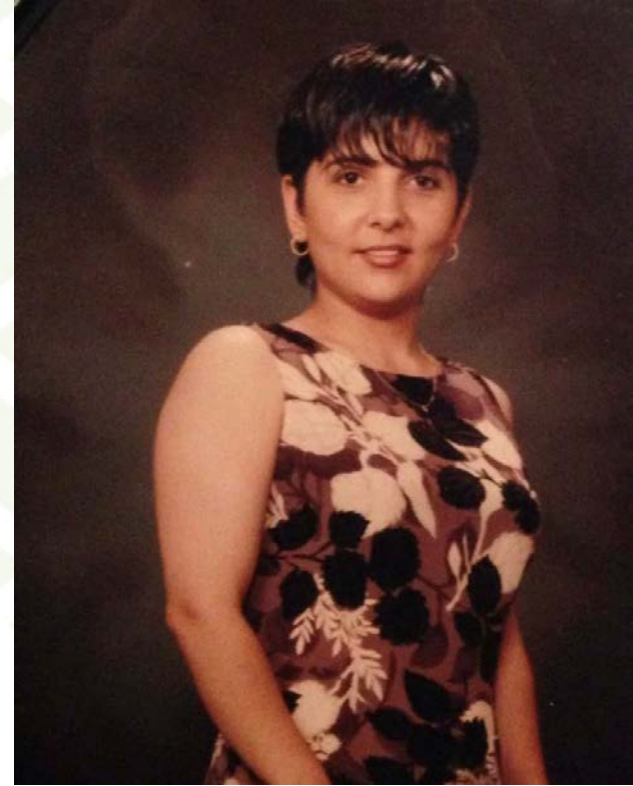
# MEET HEIDEH

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:





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# Why Our Team

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# 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





An architectural rendering of a modern, multi-story residential or commercial building complex. The building features a mix of light and dark facades with numerous windows. In the foreground, there is a landscaped area with trees, a paved walkway, and a road with cars. A blue overlay covers the entire image, and the word "Appendix" is written in white in the bottom left corner.

# Appendix

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Anthology

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 Capitol. 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.





**eNvy**

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.





# Dunbar Apartments

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.





## 218 Vine

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

