



St Elizabeths East

QUESTIONS FROM THE COMMUNITY DURING THE PHASE I DEVELOPMENT TEAM PRESENTATIONS St. Elizabeths East Phase I Master Developer RFP

Responses that are approximately 100 words or less are preferred. Answers must be submitted by Tuesday, October 21, 2014.

1. What is your specific strategy for attracting retail? What is your plan for economic diversity in the community?

The Redbrick LMD - Gragg Cardona team has engaged JBGR, an affiliate of The JBG Companies, as our retail development and leasing partner should we be selected as the master developer. JBGR has a current retail portfolio of over 6 million square feet across the Mid-Atlantic and has extensive experience developing and leasing retail properties throughout the Washington DC metro area. They are currently the leasing broker at the Fort Davis Center, the Giant grocery anchored retail center located less than a mile from St. Elizabeths East. JBGR is confident in the viability of newly developed retail to attract a diverse mix of retail tenants to occupy the St. Elizabeths East campus. We envision a diverse complimentary mix of local and national tenants that will occupy storefronts of various sizes with frontage along Martin Luther King Jr. and Alabama Avenues.

2. What can you do to enable local businesses to help become tenants of the development and feed our families?

The Redbrick LMD - Gragg Cardona team is committed to offering equitable opportunities for local Ward 8 businesses to participate in the development process and become tenants in the retail, office and community spaces across the campus.

We will:

- A. Work closely with the DMPED forWard 8: Investing In Our Future Initiative; the Ward 8 Business Council, R.E.E.L, HIVE 2.0, We See DC, and similar groups to bring local businesses to St. Elizabeths East.**
- B. Actively program and use the D.C. Gateway Pavilion and R.I.S.E Demonstration Center to offer local businesses the opportunity to promote and sell their goods/services.**
- C. Regularly reach out to and meet with local business owners who want to rent or own space at St. Elizabeths East, and work with them to be part of the development.**
- D. Design some of the office/store space in the development in a manner to make it affordable to local small business owners.**
- E. Use a portion of our proposed St. Elizabeths R.I.S.E. Foundation as micro-finance bank for local merchants and entrepreneurs**



3. How will you connect modern buildings with the historic architecture that is on campus? Space design?
 - A. **The historic buildings at St. Elizabeths are one of the most unique and remarkable aspects of the site, and our architectural team (of Perkins-Eastman and Cunningham-Quill) is delighted to have the opportunity to incorporate them into the new development of St. Elizabeths East. These buildings are rich in character and Architectural detail, and we plan to celebrate them as a valuable asset in our urban plan for the site. First, we plan to restore these buildings, and use creative design to introduce modern uses for them, such as Innovation and Technology uses, S.T.E.A.M. Educational, and a Culinary School. Secondly, any new buildings that are adjacent to the historic buildings, will “step down” in height in order to show deference to them. Finally, we will show sensitivity to this rich context through the use of appropriate materials, landscape, public spaces, and design language to create a distinctive intersection between the nationally registered historic buildings of St. Elizabeths East campus - and the [new] modern buildings.**

4. Do any of you have commitments for financing and what are your job projections based on? Do you have tenant commitments as well?
 - A. **Our team (Redbrick LMD - Gragg Cardona) has a firm financial commitment from The CIM Group for the equity financing necessary to fund the entire costs of planning and developing the St. Elizabeths East Campus - Phase I Master Plan we proposed during our presentation at the R.I.S.E. Demonstration Center. The CIM Group is a real estate private equity firm with over \$16 billion in assets under management with an extensive track record of providing equity financing for projects of this scale.**
 - B. **We have projected a total of 9,000 jobs to be created by the project. Approximately 4,500 of those jobs will be constructions jobs. Projections for construction jobs were based on estimates provided to us by experienced construction firms in the region based on the size, scope and duration of the project. Another 4,500 permanent jobs are projected when the project is fully built out. Those projections are based on customary calculations used to determine the number of employees needed/jobs created per square foot of developed space across office, retail, residential, and educational/specialty uses.**
 - C. **Several potential tenants have discussed with us locating their business operations at the [new] St. Elizabeths East Campus. Citelum, Microsoft and VIMTrek have made commitments to the District to become tenants in the project. We will be able to begin obtaining commitments from other tenants after DMPED has selected a Master Development team.**

5. Does your development plan count on any District subsidy?
 - A. **No, our development plan is not contingent on a District subsidy of any kind.**

6. How are you going to engage the community? Will you sign a Community Benefits Agreement?
 - A. **We will continue to actively and regularly engage at community events, and meetings.**



- B. We will meet personally and regularly with residents, business owners, and community leaders.
 - C. Our proposed St. Elizabeths East Community Advisory Board will be an important forum for community engagement with the ongoing planning and development of the Master Plan.
 - D. We expect continued dialogue to take place during the meetings of St. Elizabeths East Redevelopment Committee.
 - E. Yes, we would be willing to sign a Community Benefits Agreement as part of the development process.
7. How can we bridge the gap in education to be able to remain in the Ward?

There are several strategic approaches we will take to bridge the educational gap:

- A. Help the W8 Workforce Development Council create more training and education programs, that are linked to employment (a job) during and after a program is completed.
 - B. Support Ballou High School in their successful efforts to reduce the student drop rate, and increase the number of graduates who undertake vocational studies or attend college.
 - C. Use resources of our proposed St. Elizabeths R.I.S.E. Foundation to leverage the availability of student scholarships.
 - D. Bring the Community College and University of the District of Columbia and their vocational programs to the new St. Elizabeths East campus, where they will be more easily accessible to Ward 8 residents.
 - E. Work closely with EDUCATE WARD 8, and support their efforts to have “quality education for all of Ward 8’s Children”.
8. How can you tell the difference between what *this* community wants and what the rest of the District and region may want?
- A. We’ve studied a lot of the input and ideas the community has given to the redevelopment of the St. Elizabeths East campus, such as the Ward 8 Summit Report(s); the C.H.A.S.E. Action Agenda Report; and the DMPED St. Elizabeths East Development Framework document.
 - B. In addition we’ve been meeting with community residents/business owners and carefully listening to them discuss the ideas they would like to see be a part of a redeveloped St. Elizabeths East campus, and their expectations in regards to the social-economic impacts of the St.Elizabeths East redevelopment project on their community.
 - C. The St. Elizabeths East Community Advisory Board we create will play a very important role in our ongoing communication with the community to clearly understanding what the community wants.
 - D. Partnering with the community is important to the success of the new St. Elizabeths, so our door is always open. The community will always be able to talk with us by phone or email, or visit with us personally at their convenience.
9. How do you plan to retain the culture of the current community?
- A. Community based arts and cultural leaders within the current community such as THEARC and the Ward Arts and Cultural Council will be invited help us develop an “arts and cultural” strategy for St. Elizabeths East.



- B. **We will work closely with the organizations and persons who are members of the Ward 8 Arts and Cultural Council to put together year-round cultural and artistic programs/installations/exhibits that retain and showcase the culture of the current community.**
- C. **We will build upon and enlarge the arts and cultural programming of the R.I.S.E. Demonstration Center and D.C. Gateway Pavilion.**
- D. **The architectural design of the new buildings at St. Elizabeths East will intentionally be informed by and reflect the arts/cultural history of the current community.**
- E. **The Master Plan we've proposed for St. Elizabeths East redevelopment deliberately opens the campus up to the surrounding neighborhoods, and physically embraces the cultural context of the current community.**

10. Would you allow the community to name some of the streets after current/former residents of Ward 8?

Yes, we would allow the community to name some of the streets after current/former residents of Ward 8. In addition to naming streets, we have also proposed naming our planned community amphitheater after James Bunn, a stalwart of the Ward 8 community for many years.

11. How do you plan to deal with the serious challenges on Martin Luther King Jr. Avenue?

By working with concerned residents, business owners, property owners and government officials to (a) evaluate the serious (socio-economic) challenges along M.L.K. Avenue; and (b) map out the future for a better M.L.K. Avenue that can realize the benefits of a revitalized St. Elizabeths East campus and (c) implement a game plan that will bring about significant positive changes to M.L.K. Avenue

12. If selected, will you come back to engage the community?

A. Absolutely! We will come back often and sincerely to engage the community in regards to the ideas, design, execution, and management of the St. Elizabeths campus redevelopment plan.

13. Will there be any recognition of St. Elizabeth and what she stood for?

A. Yes there will be recognition of St. Elizabeth, and what she stood for.

14. What will be your attention to social services?

A. We will closely cooperate with, support, and contribute, through our proposed St. Elizabeths R.I.S.E. Foundation, to the private or public community based social service organizations that serve Ward 8 and the community of Congress Heights.

15. What are you going to do to step out into the community and go beyond just talking to community leaders? How will you work to connect with people like the homeless veterans on Martin Luther King Jr. Avenue and the people in the park on Martin Luther King Jr. Avenue and



Malcom X? How do you plan to reach the people in Congress Park? Do you plan on a door-to-door campaign? How do you plan to reach the hard-to-reach community?

- A. We are going to continue meeting as many Ward 8 persons as we can. People from all walks of life and backgrounds. Our door is (and will remain) open to the community.**
- B. We will gladly join and support any community based effort to improve the quality of services and life for homeless veterans, and other people suffering similar circumstances.**

16. Will there be furniture being purchased for the development and will residents be afforded a chance to bid on those opportunities?

- A. Yes, as owners locate their stores/offices at St. Elizabeth East it is most likely that they will need to purchase office furniture. We'll encourage these businesses to buy their furniture from community based businesses.**
- B. Working with Ward8 Business Council and similar groups we will identify resident owned businesses, and provide them an equal opportunity to bid on these furniture purchase opportunities.**

17. For teams with a hotel component, what makes your hotel unique? The Harambie House failed in the past, so how will yours succeed?

Our master development plan includes a hotel site of 150 – 200 rooms along Martin Luther King Jr. Ave. We believe a hotel development will be successful due to the following factors:

- A. We will partner with an experienced hotel developer and operator who has a strong track record of building projects of similar size and scope in the Washington DC market. Several partners have already expressed interest.**
- B. We have located our hotel development along Martin Luther King Jr. Ave within a short walk of the newly constructed Coast Guard Headquarters, a significant demand driver with close to 4,000 permanent employees and countless other visitors/workers located temporarily for training, conferences or meetings who are currently staying in hotels in Alexandria and other more inconvenient locations.**
- C. Our hotel will include ground floor retail stores along Martin Luther King Jr. Ave to activate and beautify the corridor.**
- D. The hotel will be attached to the R.I.S.E. Demonstration Center which will serve as a conference center and auxiliary space and provide daily programming demand for the newly constructed space.**

18. Will the commercial space be built on an as-needed basis or on a speculative basis?

- A. In the early stage of constructing the St. Elizabeths East Master Plan, small amounts of commercial space will be redeveloped. Some of this space could be built “speculative” basis, or entirely built on an as-needed basis.**
- B. Most (maybe all) of the remaining commercial space will be built on an as-needed basis.**

19. Are you willing to add a Black architect to your team?

- A. Mr. Ralph Cunningham an African-American (and one of our Architects) is a founding Partner of a highly respected and talented architectural firm – Cunningham and Quill.**

