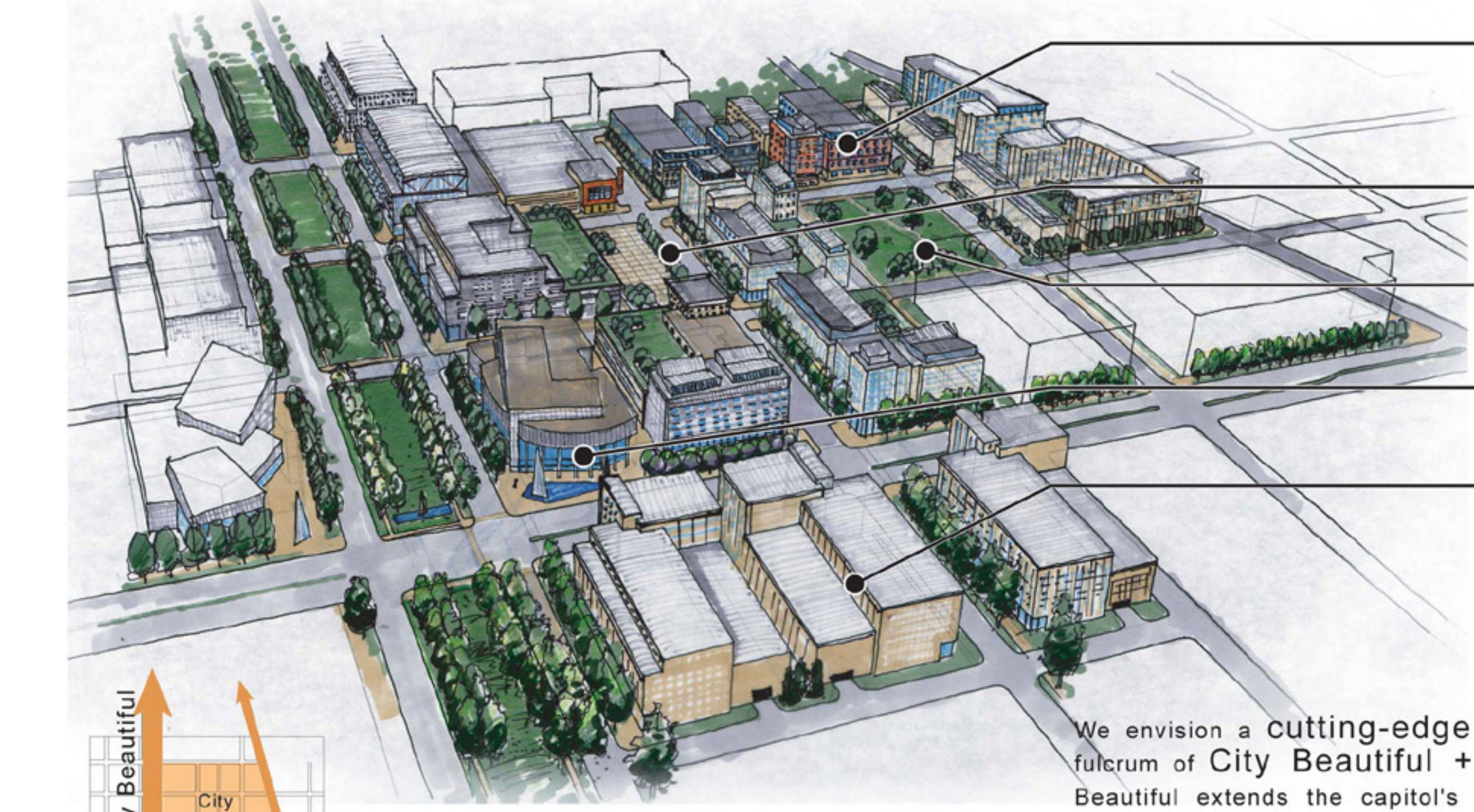


# 4731 City Beautiful + City Real



- live/work and loft residential community
- urban entertainment and retail district
- integrated network of open spaces
- iconic cultural facilities
- class A office development

We envision a cutting-edge community thriving at the fulcrum of City Beautiful + City Real. While City Beautiful extends the capitol's monumental legacy along South Capitol Street, City Real builds on M Street's emerging commercial corridor, creating a transit-oriented, mixed-use district. Here, creative capital -- diversity, innovation, artistic expression, and low barriers to entry -- leverages a new urban neighborhood connecting both D.C. and Washington.

"The bottom line is that cities need a people climate even more than they need a business climate." ~The Rise of the Creative Class

### Site Strengths

- Emerging "creative" identity
- Close to U.S. Capitol and downtown
- Accessible public transportation
- Strong institutional commitment to area and emerging commercial market
- Near Anacostia River waterfront

### Area Weaknesses

- Blighted, negative perception
- Void of character, landscape
- I-395 creates physical barrier and blocks views of Capitol
- S. Capitol St. generates large volume of through traffic and noise
- Lack of housing and residential-serving amenities

### Creative Economy

Given the site strengths and area weaknesses, opportunities for building a successful place were found in the values of the "creative class": diversity, innovation, and low barriers to entry.

### Artist Expansion

Millennium Arts Center, with seven wings totaling 150,000 square feet, houses artists working in all mediums.

### Public Housing

The Arthur Capper Carrollsburg HOPE VI redevelopment includes 707 public housing units, 525 affordable rental units and 330 market rate homes for purchase, a total of 1,562 new units.

### Night Life

Nation, Wet, and Traffic offer large-scale, club entertainment and are the major active uses on the site. They are notable for some of the most eccentric entertainment in all of D.C.

### Public Investment

The redevelopment of SEFC includes plans for more than 23,000 employees and related office, retail, restaurant and parking uses.

The Navy Yard employs more than 10,000 people, which is critical to supporting greater economic development in the area.

The Anacostia Waterfront Initiative focuses on building an emerging waterfront neighborhood that develops the character of Near Southeast D.C.

### Projected D.C. Market Demand (through 2025)

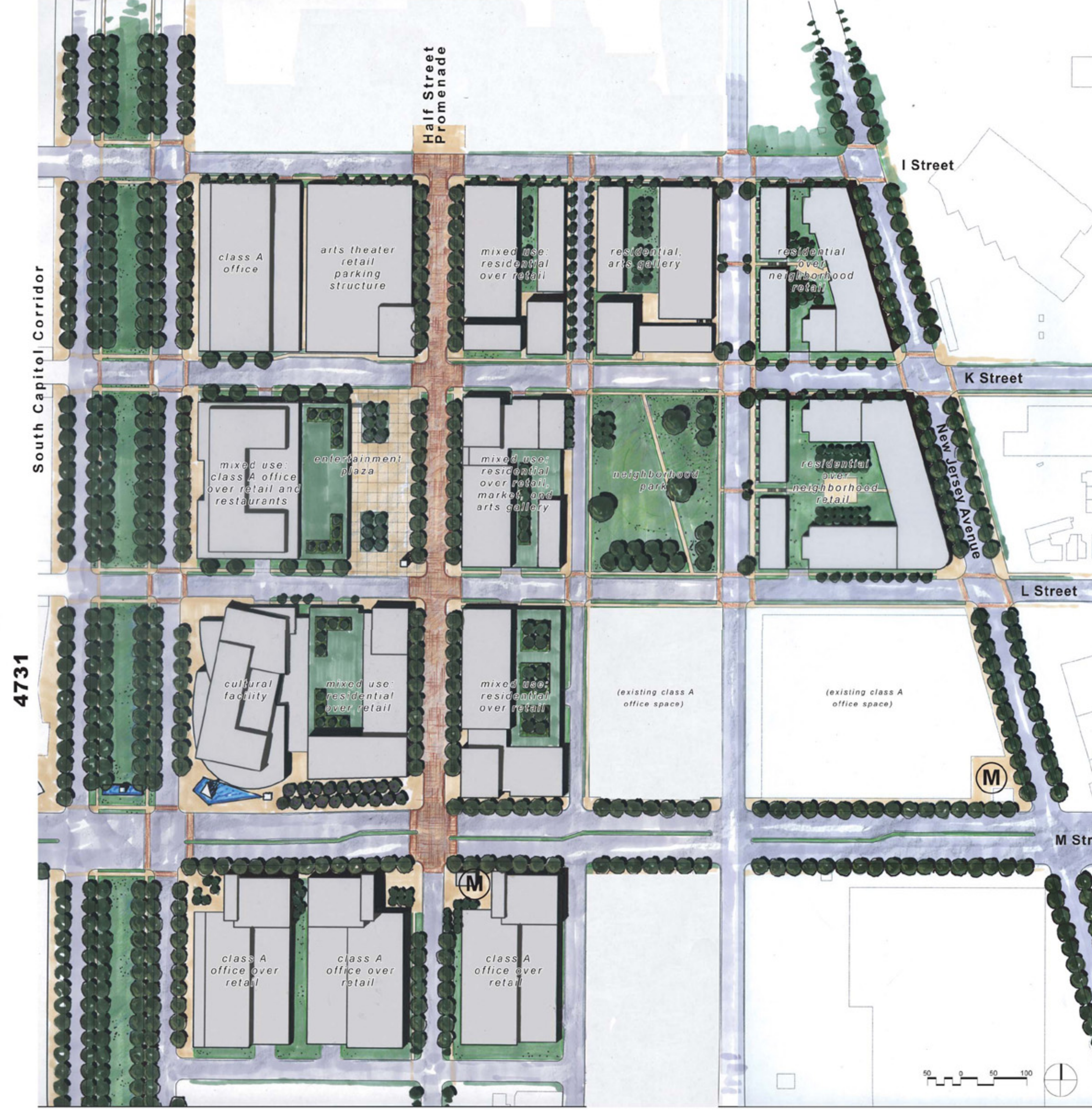
44 m<sup>2</sup> residential, 158 m<sup>2</sup> office

Source: ERA report

### America's most creative cities

- San Francisco
- Austin
- San Diego/Boston
- Seattle
- Raleigh-Durham
- Houston
- Washington, D.C.-Baltimore
- New York City
- Dallas/Minneapolis-St. Paul
- Source: UI July 2002

# 4731 City Creative



### Iconic Cultural Facility

Recognizing the importance of extending the Monumental Corridor, the fulcrum created at S. Capitol St. and M St. offers a powerful opportunity to join a museum resource and community revitalization. Further, a signature design would help to catalyze the unique creative capital being developed at this site.

### Class A Office Development

Capitalizing on the nearby federal investments, industry-related companies have already begun to develop M St. into a major commercial development. The site's convenient transportation access and proximity to both the Capitol, downtown, and waterfront makes it a promising long-term investment.

### Urban Entertainment and Retail District

Lined with boutique retail, theater entertainment, and art theater uses, Half Street serves both the residence and office workers, while becoming a destination. An active media-oriented plaza feeds into the urban interest for accessible, safe public space.

### Integrated Open Space Network

To help build the residential character of the loft district, this park creates an opportunity for more intimate open space separate from the Half St. plaza and Canal Blocks.

### Live/Work and Loft Residential Community

The incredibly high demand for housing in the district creates a unique opportunity to develop flexible-types of housing typologies, which is represented here by lofts, flats, and livework spaces.

# 4731 Fulcrum Block: typological synthesis of creative economy

fulcrum block from half street plaza

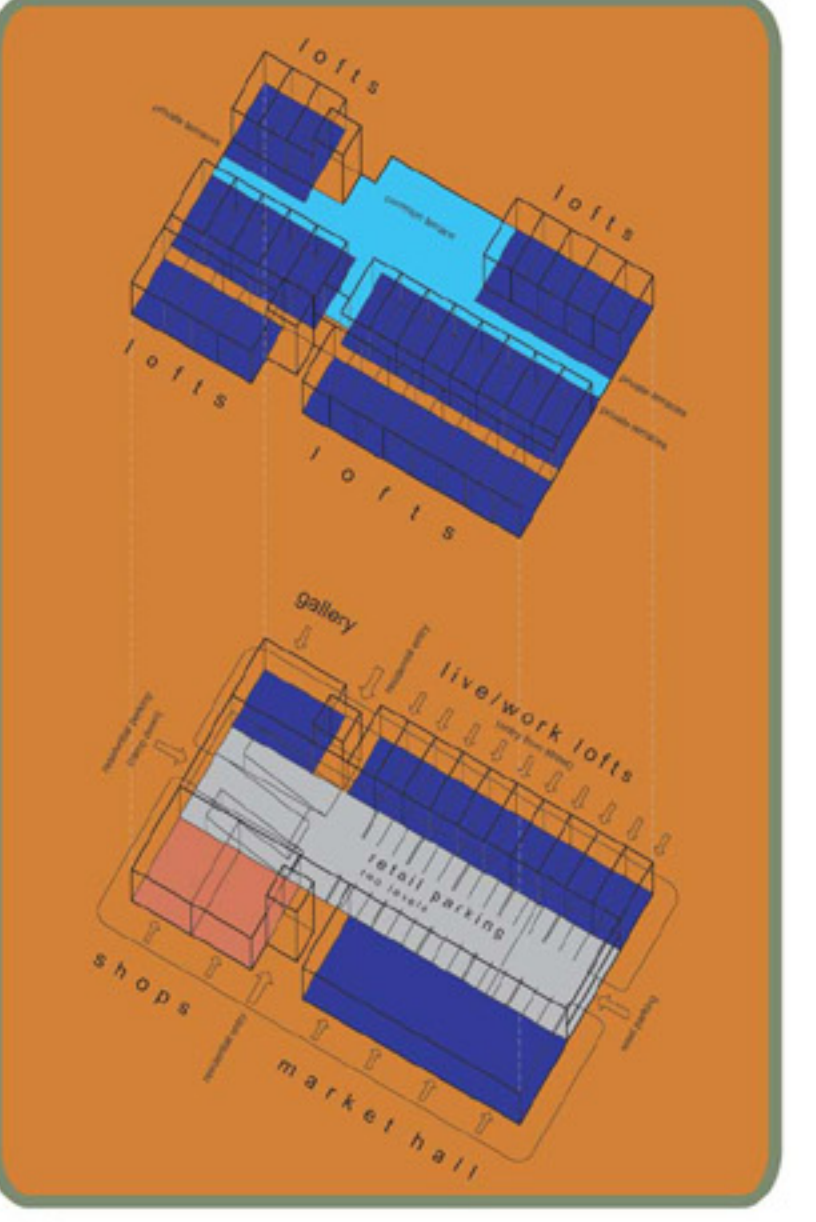
### Development Program:

PARCEL AREA: 1.2 acres

**BUILDING PROGRAM:**

- Retail: shops & cafe 4,300sf, market hall 9,000sf, commercial total 12,300sf
- Community gallery 2,000sf
- Residential: livework (lofts+studio) 16 units, luxury lofts (2,000+ sqft) 65 units, residential total 81 units
- Parking: retail 63 spaces, residential 61 spaces, parking total 124 spaces (see parking assumptions below)
- DENSITY: 70 du/ac

PEDESTAL PLAZA HALF STREET FULCRUM BLOCK



# 4731 Building a Financially Viable Community

### Development Program:

**PHASE 1**

- Residential: 80 Units - 900 SF loft, 20 Units - 1,200 SF loft, Retail (entertainment) 16,000 SF, Parking 150 spaces
- Residential: 60 Units - 900 SF loft, 22 Units - 1,200 SF loft, Retail (gallery) 3,000 SF, Parking 84 spaces
- Residential: 88 Units - 900 SF loft, 22 Units - 1,200 SF loft, 19 Units - 1,000 SF 2BR, 7 Units - 1,200 SF 3BR, Retail (neighborhood) 10,000 SF, Parking 167 spaces
- Open Space 52,000 SF
- Residential: 34 Units - 900 SF loft, 8 Units - 1,200 SF loft, 25 Units - 600 SF studio, 59 Units - 800 SF 1BR, 69 Units - 1,000 SF 2BR, 25 Units - 1,200 SF 3BR, Retail (neighborhood) 10,000 SF, Parking 107 spaces
- Residential: 130 Units - 900 SF loft, 33 Units - 1,200 SF loft, Retail (entertainment/M Street) 25,000 SF, Parking 247 spaces

**PHASE 2**

- Retail (cinema) 40,000 SF, Retail (entertainment) 15,000 SF, Parking 205 spaces

- Residential: 65 Units - 900 SF loft, 16 Units - 1,200 SF loft, Retail (market) 8,000 SF, Retail (entertainment) 2,500 SF, Parking 122 spaces
- Residential: 117 Units - 900 SF loft, 29 Units - 1,200 SF loft, Retail (entertainment) 20,000 SF, Office 150,000 SF, Retail (M Street) 4,600 SF, Parking 248 spaces

**PHASE 3**

- Office 250,000 SF, Parking 375 spaces
- Office 650,000 SF, Retail (entertainment) 20,000 SF, Parking 248 spaces
- Office 150,000 SF, Retail (M Street) 4,600 SF, Parking 248 spaces

Land use breakdown	SF	% of total	Parking assumptions	Construction cost assumptions
Building coverage	536,966	48.1%	Office 1.5 space/1000 sf	150 psf
Open space	384,769	35.4%	Retail/entertainment 6.0 space/1000 sf	100 psf
Competition and street parking	183,062	16.5%	Theatre 8.0 space/1000 sf	110 psf
TOTAL	1,114,818	100.0%	Residential 0.75 space/unit	25,000 /space
			Rent per space per year 1,500	Park 25 psf
			Fees per space per year 1,500	

Building Summary	Square Feet	% of total	Average rent/sf/year or sale	Average NOI	Cap Rate	Market Value	Development costs	Annual property taxes
Office	1,350,000	51.1%	35	29,464,937	9%	327,368,151	301,474,048	6,056,082
Residential	1,110,840	42.0%	17.5 / 250	8,622,527	10%	174,988,890	153,059,330	1,679,893
Retail	182,100	6.9%	30	45,543,375	10%	45,543,750	43,745,207	842,559
TOTAL	2,642,940	100.0%				547,920,831	498,278,585	8,579,134

**Other assumptions:**

- 10% affordable housing (flat units)
- condo buyers purchase parking spaces
- validated parking for cinema
- public financing of cultural arts monument and
- South Capitol corridor improvements
- investment time horizon of at least 5 years
- NCI based on 1st stabilized year
- residential is 30% condos and 70% rental

### Phasing strategy:

**PHASE 1**  
Respond to the high demand for housing

Provide ground floor retail and other community-related services to meet the needs of new residents and nearby offices

Maintain current club activities as to provide continued foot traffic on site

**PHASE 2**  
Introduce more residential and entertainment related retail, including an independent cinema, to strengthen the bar, lounge, and restaurant corridor forming along Half Street

Partner with local club owners and promoters to channel club clientele into more residential-friendly format along Half Street

**PHASE 3**  
Completion of South Capitol corridor improvements

Construction of cultural arts museum at corner of M Street and South Capitol as gateway to neighborhood and Capitol