


NEW HILL EAST JV

Master Developers

	
	BRICKSTONE VENTURES
	

Component Developers

		 <i>Real value in a changing world</i>	
			

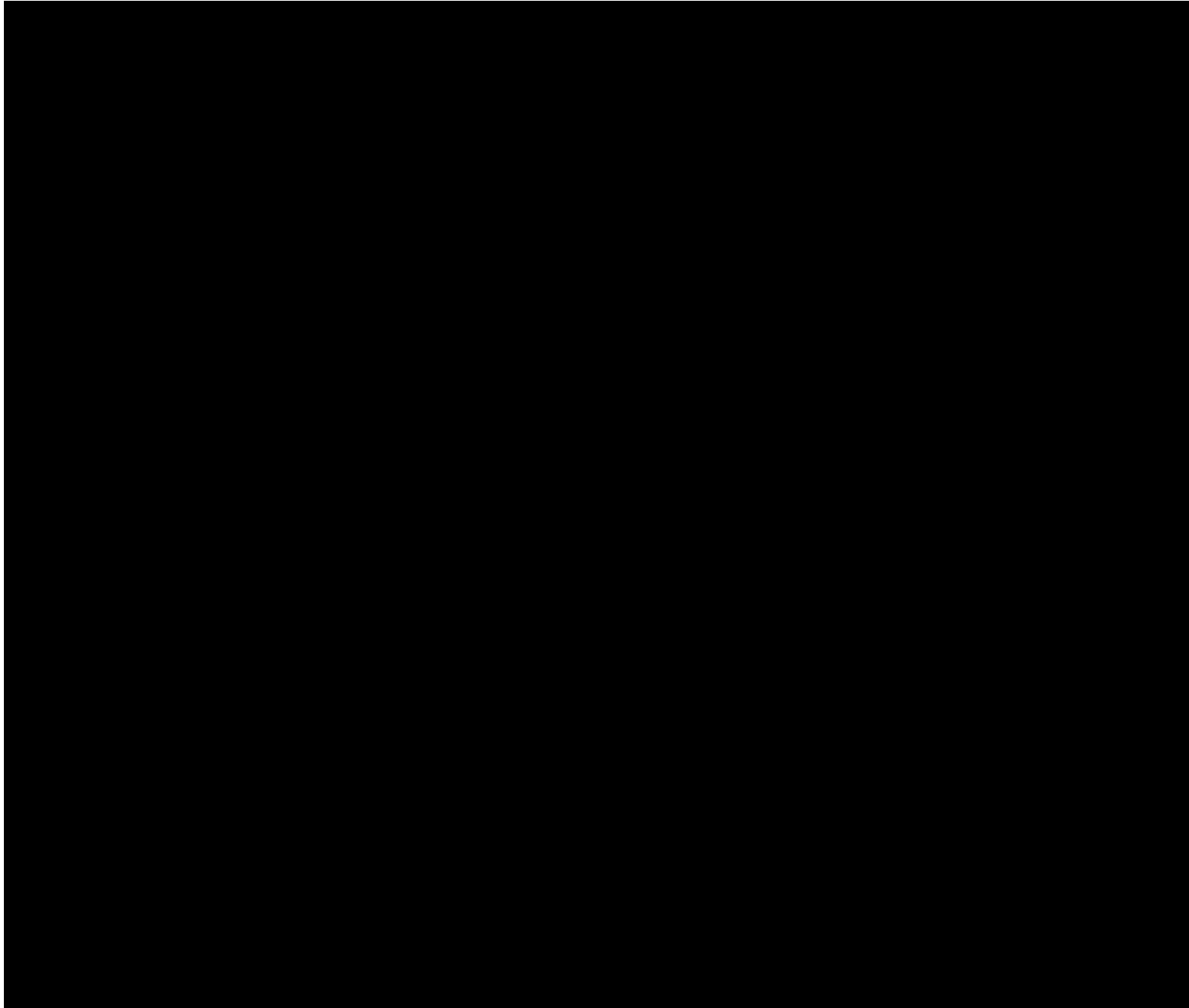


New Hill East Team Presentation

(30 min)

- I. The Team**
- II. Insight**
- III. Vision**
- IV. How**
- V. Community Benefits**
- VI. Why Us?**

Team



Master Developer - New Hill East JV

Urban Atlantic

Leading Urban Mixed-Income Community Developer

- 1.1 Billion in urban real estate developments
- 1.3 Billion in urban real estate investments
- Built over 7,700 residential units & 335,000 SF commercial
- “2008 Housing Models of Excellence” Award Winner (ULI)
- Long term commitment to Ward 6

BBE Hill East

Joint Venture of 3 Emerging LSDBE Development Firms

*Blue Sky Housing * Brickstone Ventures * EagleVision*

- Experienced in residential development, public-private partnership finance, community relations and marketing
- 50/50 Partnership that enables growth

Team



Arthur Capper/Carrollburg
27 acres – Wash, DC



Rhode Island Station
8.5 acres – Wash, DC



Willow Oaks
90 acres – Greensboro, NC



Master Developer

Expert in Large-Scale Urban Master Development

Strong Local Roots - \$900 million in community revitalization in the District of Columbia



Arthur
Capper/Carrollsborg
27 acres – Wash, DC



Henson Ridge
60 acres – Wash, DC



Rhode Island Station
8.5 acres – Wash, DC

Nationally recognized for urban mixed-use, mixed-income, public-private development



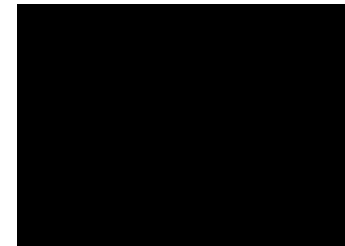
Willow Oaks
1 sq mi – Greensboro, NC



Albemarle Square
11 acres – Baltimore, MD



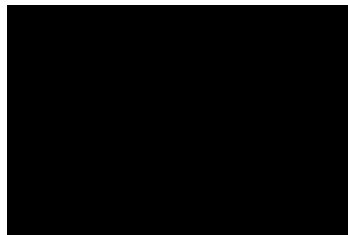
Towns at the Terraces
20 acres – Baltimore, MD



College Park
40 acres – Memphis, TN



Oaks at Riverview
20 acres – Tampa, FL



Parkside at Alexandria
17 acres – Alexandria, VA



Parkside at Germantown
21 acres – Germantown, MD



Renaissance Village
50 acres – Claymont, DE



Office & Retail Expert

Financial strength

- Fortune 500 Company - Publicly-traded (NYSE)
- #2 US equity REIT – over \$30 billion in value
- Over \$20 billion of RE acquisitions in last 10 years
- \$4 billion unsecured corporate revolving credit facility

Development expertise

- 83 office/hotel properties aggregating 17.6 million sf
- 177 retail properties nationwide aggregating 22 million sf

Local roots

- #1 office developer and owner in DC
- First LEED Platinum Building in District of Columbia



731 Lexington (Manhattan)



Crystal City Repositioning
(Arlington, VA)



800 17th St NW/PNC Place
(Washington, DC)



Real value in a changing world

\$3 Billion NYSE-traded firm in 60 countries

- \$2 Billion in annual project volume
- 5.3 million SF of LEED certified projects

Spaulding & Slye Investments: (A Division of JLL)

Unparalleled record in developing:

- Highly specialized academic, research and medical facilities
- Large-scale urban university and commercial technology campuses

Operates funds with an additional \$900 million market buying power

Office, Medical & Academic Expert



Johns Hopkins University
(Montgomery County, MD)



Georgia Institute of
Technology (Atlanta, GA)



MIT Technology Square
(Richmond, VA)



VCU Health System
(Boston, MA)



Residential Industry leader

- National multifamily leader for over 30 years
- 2007 ULI Multifamily Developer of the Year
- Over 200,000 units nationwide
- Financed over \$2 Billion in development since 1996

Mixed-Use & LEED Expertise

- High-end luxury AND mixed-income
- Street level retail in most urban projects
- Waterfront development expertise
- 1,000 units LEED residential – leader in sustainable development

Local Roots

- Built/sold 5,100+ multi-family units in the region

Residential Expert



Alexan NOMA
(Washington, DC)



Pierhouse Condo
(Jersey City, NJ)



Market Street & Savoy
Condos (Reston, VA)



Townhouse & Multifamily Expert

Regional expert in large scale land development for over 30 years

- Over 120 mixed-income communities in the Washington region
- Total assets in excess of \$450 million and over \$100 million stockholder equity
- Trusted leader in waterfront development

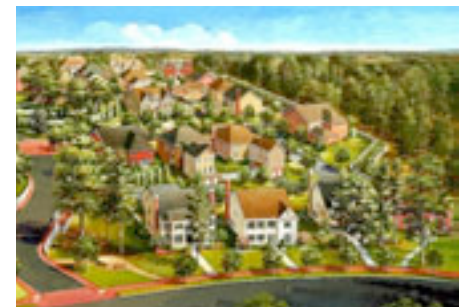
MNCBIA “Developer of the Year” every year since 2000



Evans Farm (McLean, VA)



Clarksburg Village
(Montgomery County, MD)



1801 Foxhall
(Washington, DC)

D Y N A M I S



Medical Expert

Creator of an Integrated Model of Care – “Growing in Place”

- for urban communities

- Links primary, urgent and emergency care clinics; education and training; housing and related retail
- Completed 50 projects in 15 states
- Expert in medical facility financing



St. Joseph Medical Center
(Lorain, OH)



Mercy-Detroit Hospital
(Detroit, MI)



Established Local Developer

- Over 2,000 residential units and 400,000 SF commercial
- Two medical projects underway
- Development rights to 17 acres adjacent to Greater Southeast Hospital – zoned by-right for medical uses



Dakota Pointe
(Wash, DC)



Fennessy Lofts
(Wash, DC)



Renewable Energy Expert

North America's First and Largest Solar Energy Provider

- Over 700 solar installations
- Turn-key power generation
- Integrated design and energy conservation consulting

Sample of Current Clients

- Kohl's
- Whole Foods
- Home Depot
- City of San Diego
- Xcel Energy (Utility)



Seagull Lighting
(Riverside, NJ)



Alamosa Plant
(Alamosa, CA)



Kohl's Department Stores
(Multiple)

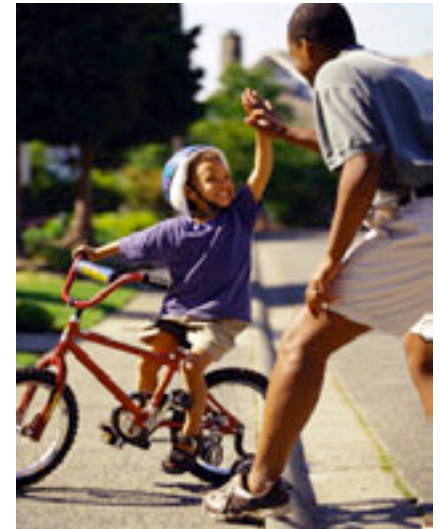
Proven Team

1. Experienced
2. Local Roots with a National perspective
3. Track records of urban development
4. Environmental leadership
5. Financial capacity
6. Demonstrated community commitment



What We Desire . . .

- . . . a community that is inclusive, connected and caring
- . . . to live, work, learn and socialize in your neighborhood
- . . . housing and amenities that *all* people can enjoy
- . . . safety and convenience
- . . . year round recreation
- . . . quality, accessible health care options
- . . . education and job opportunities
- . . . environmental stewardship and leadership



1. Start NOW

Recreation & interim retail right away

Festival Mall

River connection

Interesting Shopping

- Affordable retail space for local entrepreneurs
- Complement Eastern Market

Generates Taxes

- Offset infrastructure costs

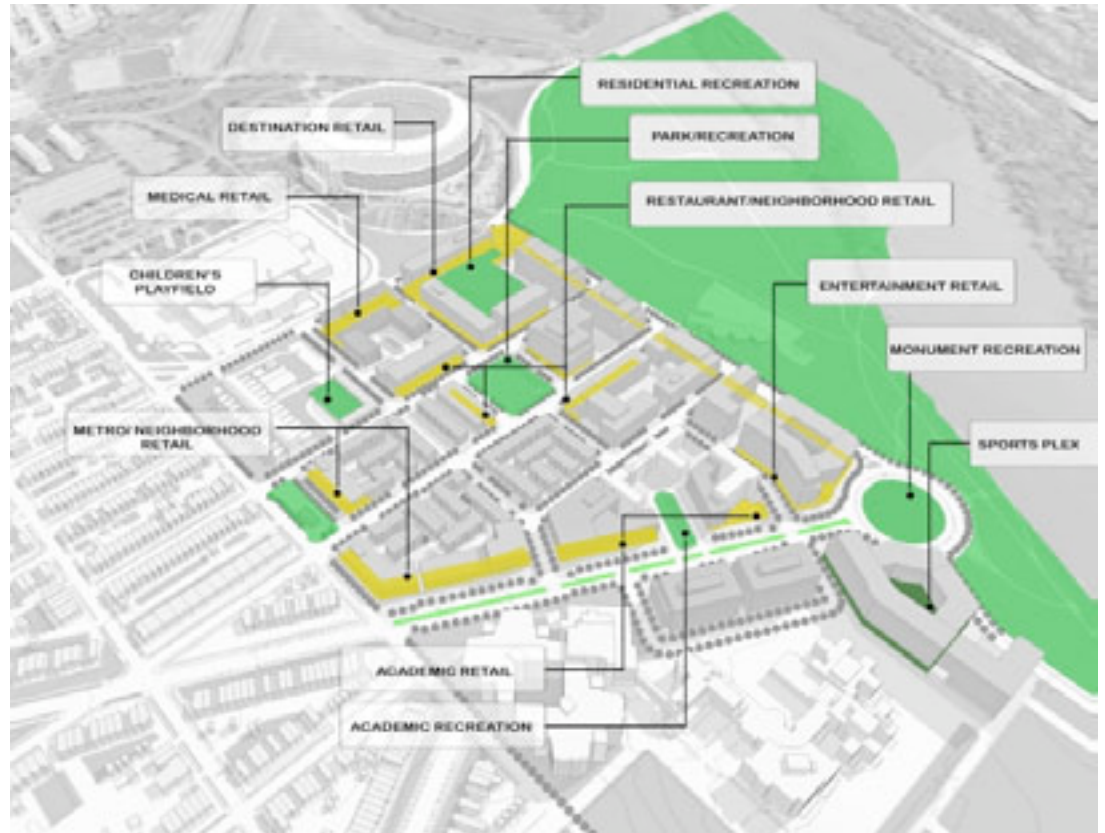
Generate Tourism to Hill Neighborhoods

- Create awareness/brand the site



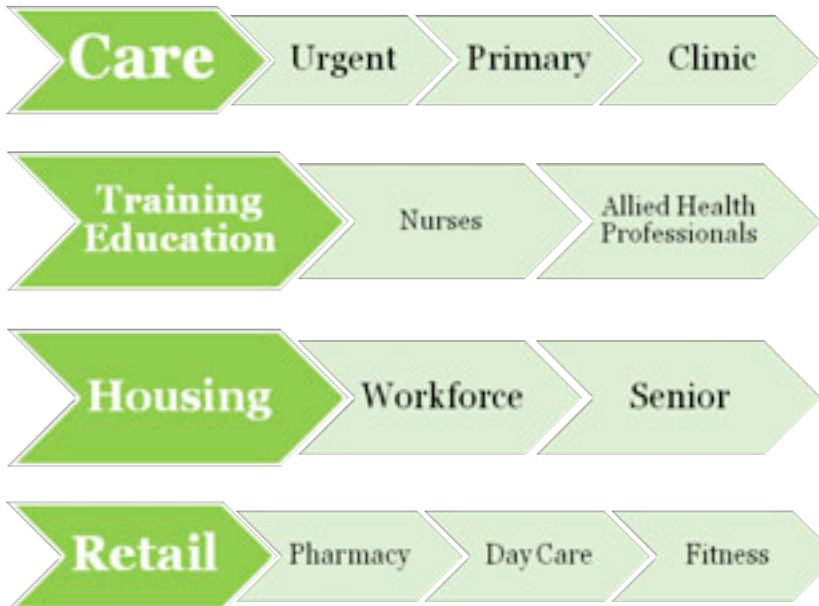
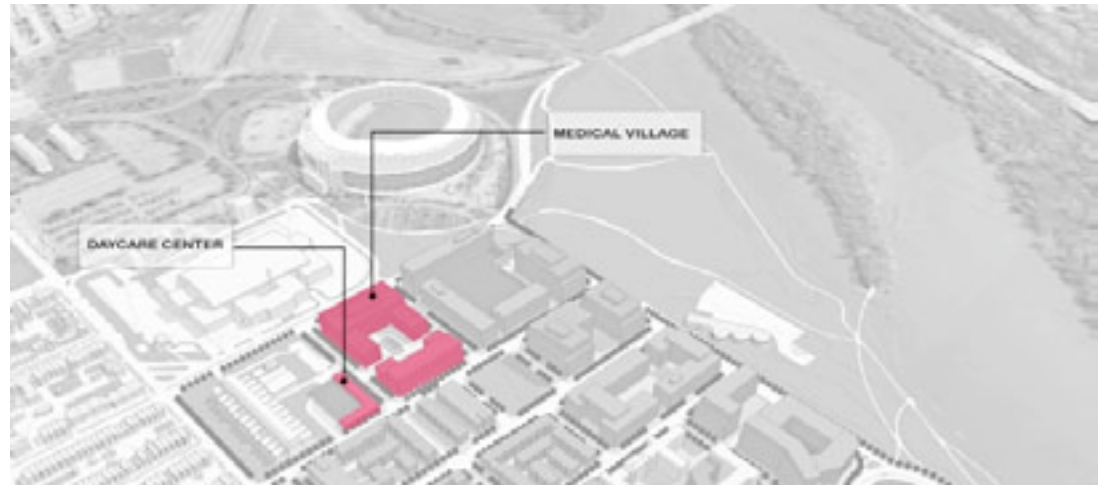
2. Active Recreation

- Sportsplex (90,000 SF)
- Interior Parks, Recreation, Playing Fields
- Waterfront Park



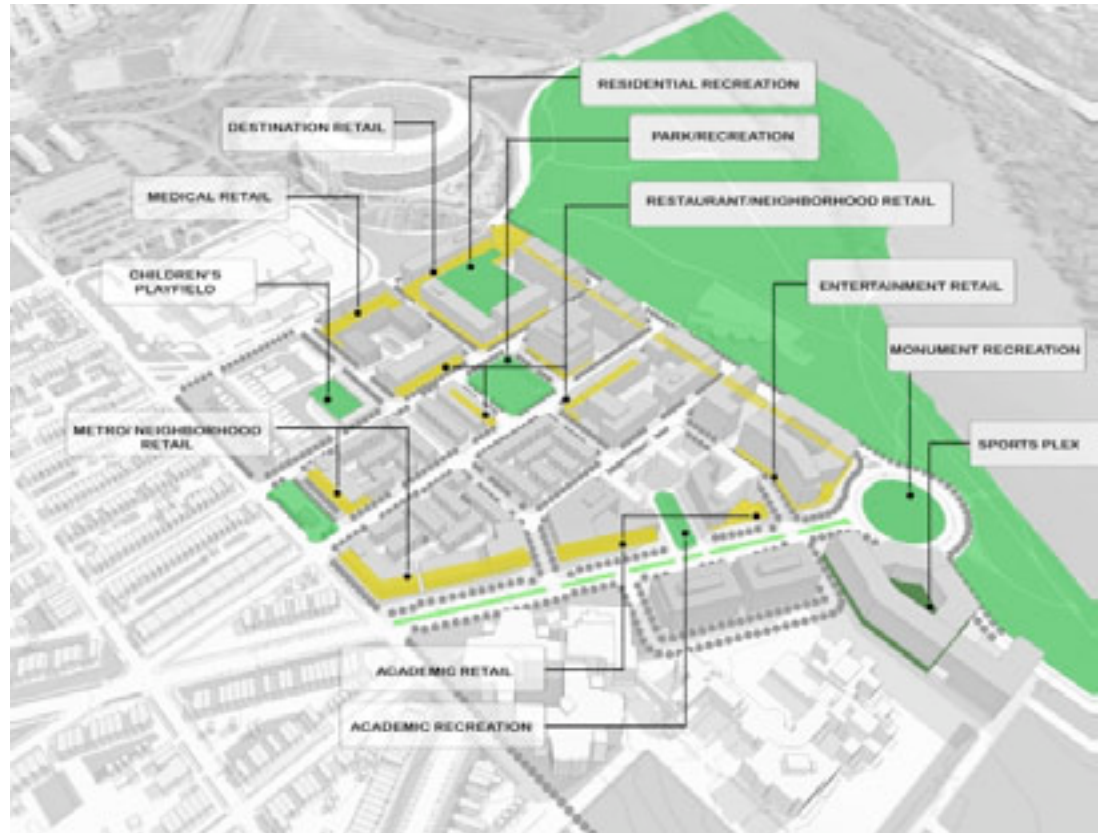
3. Medical – Healthy Village

- State-of-the-Art Facilities
- Integrated Model of Care
- Grow in Place



4. Exciting Retail

- Small scale neighborhood retail at Metro
- Dining, entertainment, convenience throughout
- Destination retailer on Independence Avenue

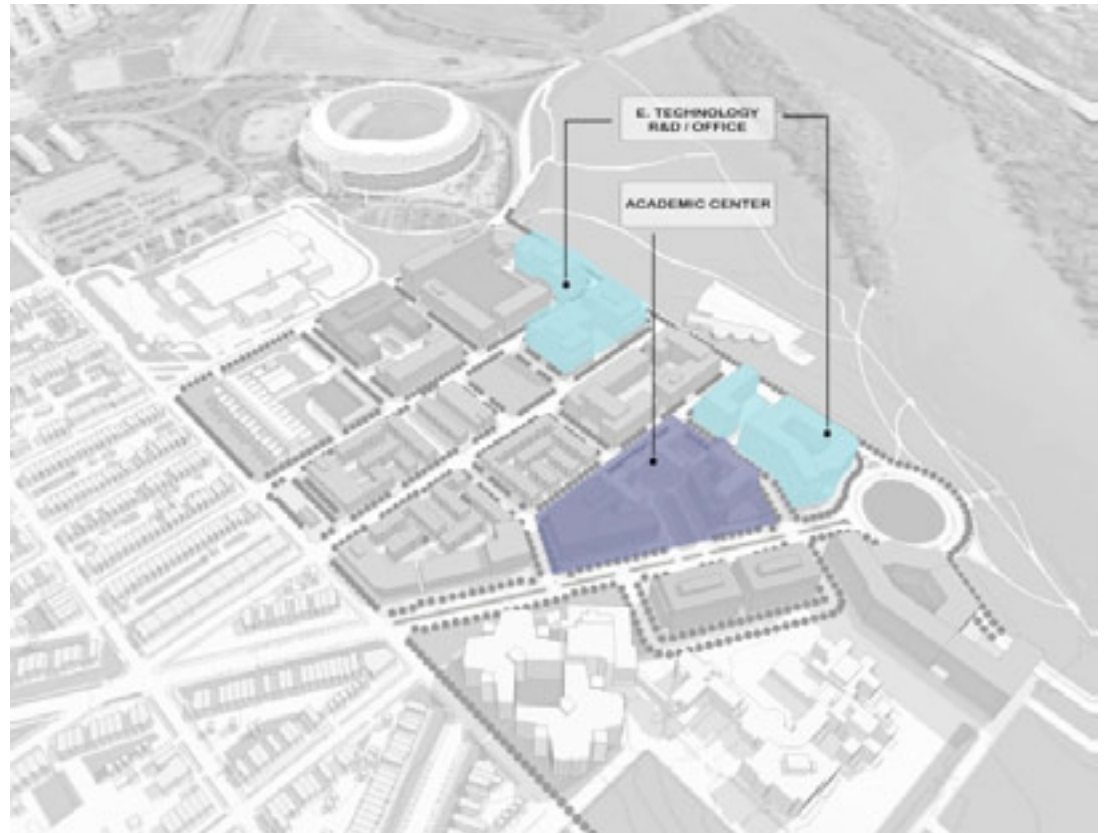


Interim Retail - Festival Mall	100,000	SF
METRO Neighborhood Retail	42,000	SF
Health Care Retail	9,000	SF
Academic Retail	12,000	SF
Destination (Wegman's)	140,000	SF
Entertainment Retail	48,000	SF

5. New Industry + New Jobs

“Innovation Zone” –
*3 sectors attract new
companies & jobs*

- E-Technology
- University and Corporate R&D
- Health Care

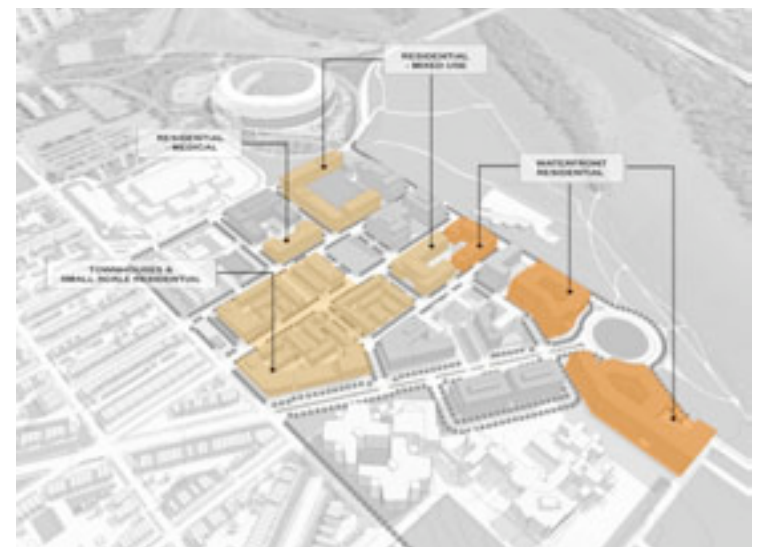
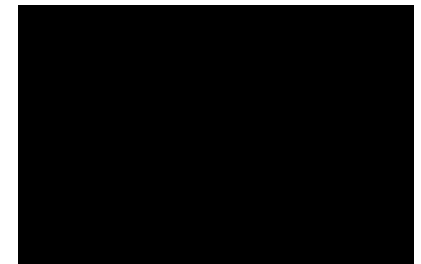


Academic	507,000	SF
E-Technology R&D	938,000	SF



6. New Housing

- Maintain Capitol Hill architectural style
- Mix of housing types
- Housing for all ages
- Blend workforce, affordable, market-rate

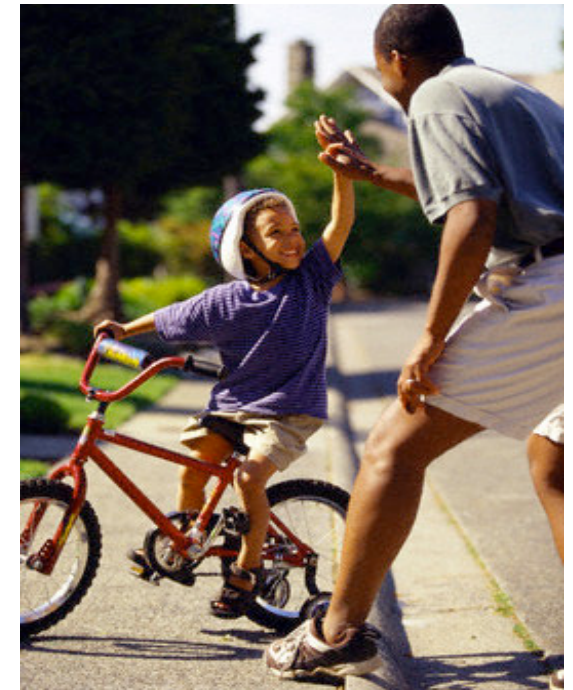


200	Townhomes
217	Health Care Housing (Nurses & Seniors)
400	Mixed-Use Housing
256	Academic Housing
1,705	Waterfront Housing



7. Sustainability Dominates

- Sustainability as Economic Engine:
 - E-Technology
 - Medical
 - Academic
 - Mixed-Use
- Minimize Vehicles
- Renewable Energy
- Eco-Park
- Green & Solar Roofs
- Zero Carbon Footprint



LIVE - WORK - PLAY

How?

1. The Right Team

- Master Developer knows DC, knows Ward 6
- Master and Component Developers leaders in their fields
- Financial Feasibility
 - Management Accountability
 - Public-Private Experience
 - Public Value Creating
 - Innovative Financing Strategies
- Financial Feasibility
 - Private Development
 - Team Financial Capacity



URBAN
ATLANTIC

VORNADO
CHARLES E. SMITH

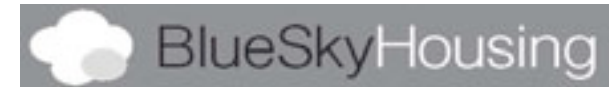


JONES LANG
LASALLE®



SunEdison
simplifying solar

BBE Hill East JV, LLC:



BRICKSTONE VENTURES



EagleVision Ventures

TCR
TRAMMELL CROW RESIDENTIAL



ED
ELLIS DENNING

2. Start NOW

- **Interim Use Retail**
 - Generate sales tax revenue to help finance demolition and infrastructure
 - Begin to create a positive sense of place for the site
- **Respect Zoning Initiatives**
 - Allows project to get underway immediately

3. Meet & Create Market Demand

How?

- **Mix of uses meets unmet community needs & market demand**
 - Recreation
 - Medical
 - Education/Job Training
 - Retail
 - New Housing Options for young to old
- **Innovation Zone creates a new market**
 - New education and employment center based on major growth sectors seeking a home in the Nation's Capital

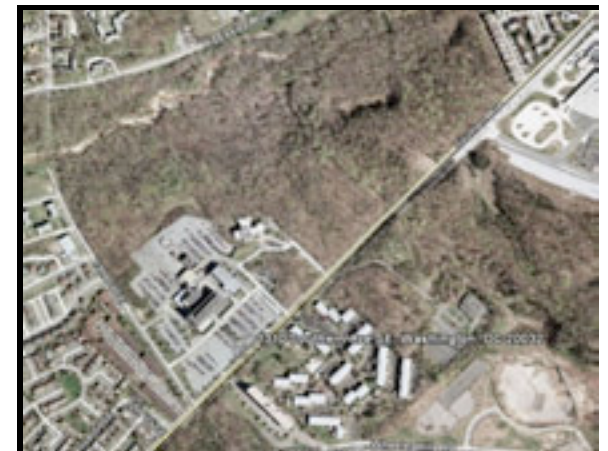
4. Diversity of Uses

- Mix of uses **ensures that Hill East does not rely on any one sector for vitality** – can weather economic cycles
- **Creates life and economic value** – most thriving communities in Washington are located near mixed use districts

5. Thoughtful, Strategic Planning

How?

- **Have already identified relocation resource**
 - Currently over 500,000 SF of medical uses and services onsite
 - Option for relocation of some of these services: Component Developer Ellis Denning controls former Greater Southeast Hospital campus – 13 acres already zoned for medical
- **Development phasing designed to minimize impact to surrounding community**



6. Community-Based Planning

How?

- **We must work together to be successful**
- **Master Developer – proven community planning track record**
 - Stakeholder steering committee
 - Design charrettes
 - Focus groups
 - Monthly ANC updates
 - Website blog – www.newhilleast.com
- **GOAL: Identify community priorities and resources**



What Are the Program Benefits?

	Community	City
Community Involvement	✓	✓
New Industry/Jobs	✓	✓
Affordable Housing	✓	✓
Restaurants, Retail	✓	✓
Parks/Green Space for Recreation	✓	✓
Enhanced Medical Services	✓	✓
Environmentally Sustainable	✓	✓
Local CBE Participation	✓	✓



Why Choose Us?

Evaluation Criteria

- Qualifications ✓
- Project Vision ✓
- Financial Feasibility & Capacity ✓
- Community Benefits ✓
- CBE Participation ✓



Hill East Park



Academic Center

Visit Our Website

www.newhilleast.com

