

D.C. Zoning Commission Public Hearing  
Case No. 11-03  
Southwest Waterfront 1<sup>st</sup> Stage Planned Unit Development and Related Map Amendments

Testimony of Rev. Ruth W. Hamilton, Chairperson,  
the Near SE-SW Community Benefits Coordinating Council (CBCC)  
July 18, 2011

Preface

The Near SE-SW Community Benefits Coordinating Council (CBCC) began in 2005 with public meetings down on the Waterfront to organize the community in the face of massive redevelopment beginning to happen. Out of that effort, CBCC came into being as a 501c3 not-for-profit, incorporated in the District of Columbia in 2010.

The Articles of Incorporation state:... *the CBCC is organized to ...ensure that ANC 6D redevelopment sustains neighborhood diversity and improves residents' quality of life; to participate in negotiating ANC 6D community-benefits agreements; to address issues such as (but not limited to) creating a community center or workforce center or both, maintaining housing diversity, and increasing the supply of neighborhood-oriented retail.*

CBCC joins ANC6D commissioners and the SW Neighborhood Assembly board in testifying in support of the Applicant and like our neighborhood's elected leaders, we have specific requests to the Zoning Board, asking you to affirm and memorialize in your definitive and guiding ruling certain agreements that are now scattered across city agencies.

Whereas most of the testimony in this Stage One PUD hearing is related to massings, sight lines, circulation, etc., CBCC has limited its testimony to the matters that relate to our urban, national and global issues of poverty, unemployment, affordable housing, and opportunities for growth.

Memorializing Ward 6 and SW Preferences

As citizens of the District we are grateful that the city negotiated important community benefits as part of the LDA and that our District Wards with the highest rates of unemployment were named. But as residents of Ward 6 and specifically ANC6D, we are aware that within our community we have neighbors within a few blocks of this massive development living generation to generation in deep poverty and wary of promises that development will benefit them rather than remove them.

Southwesters see any new redevelopment as the chance to right the wrongs that were done to a community in the Urban Renewal of the 50s and 60s. Unless the current residents of this neighborhood

are specifically targeted for services and preferences, it is as if the memory of the first removal had been forgotten. Your ruling can help it be remembered.

- 1) Highlight in your ruling the language from the 2008 First Source Agreement stating that the Applicant *shall use good faith diligent efforts to hire residents of Southwest Washington, DC for such new jobs.*
- 2) Include in your ruling that the Workforce Intermediary Program will at minimum have a satellite location in SW.
- 3) Include in your ruling that the Affordable Housing Plan make provision for reasonable preferences for residents of and workers who provide services in Ward 6 for all affordable categories offered (30% AMI, 60% AMI, 100% and 125% workforce)
- 4) Include in your ruling that 5% of the 35% CBE requirement be procured from Ward 6.

#### Memorializing a Process for Implementing and Monitoring Benefits Related to SW

CBCC commends the Applicant for significant outreach to the community and other wards as they are related to the project. CBCC also understands that when it comes to monitoring and enforcing of agreements, the “devil is in the details.” CBCC is prepared to work with Zoning’s PUD enforcement officer related to our areas of concern, therefore it is critical that the PUD at Stage One spell out the process by which the community will have a role in implementing and monitoring benefits. It is not enough to have an agreement on a shelf.

In the Applicant’s response to the ANC6D Resolution, the applicant has stated that: *Outreach with community has been ongoing and is anticipated to continue through Stage 2 PUD process and through construction of the project. HMW will continue to work with ANC 6D and other Southwest neighborhood oriented committees that are acknowledged by the ANC in the areas of workforce development, certified business enterprise hiring, and affordable housing.*

- 1) We would ask that your ruling name CBCC as one of the entities to be included in neighborhood oriented committees related to workforce, CBE and affordable housing. Both the current ANC6D and SWNA testimony have adopted CBCC’s three major requests for community benefits, thereby acknowledgingCBCC’s leadership role related to these areas of the project.
- 2) We would ask that your ruling specify a time-frame for community engagement that goes beyond “through construction of the project” which suggests that community issues related to workforce, cbe and housing will cease at the end of construction. The lease is long-term. The process for implementing and monitoring agreements should be long-term as well.

## Partnership for Community Enrichment and Services

Finally, CBCC is extremely grateful that Mr. Hoffman has signed a statement that includes this sentence: *HMW agrees to forge an ongoing relationship with ANC 6D and the community to realize the vision for a long needed community center.*

Mr. Hoffman's support indicates that he understands that investment in buildings, piers, shops and roads is not enough to create a healthy community. We must invest in people. We must develop people and give them opportunities for self-development.

As a leader in the District's development community, the participation of Mr. Hoffman and his partners will be key in bringing in other developers as well as the city and community to establish a vision and a plan to build a world-class community center or campus of services for a world-class neighborhood.

1) CBCC, therefore, asks the Zoning Board to memorialize in its ruling, as part of this Applicant's community benefits package, the Applicant's participation in a joint City/Developers/Resident partnership to plan, finance and achieve creation of a comprehensive community center or campus for enrichment and services in and for the whole SW neighborhood.

## Closing

In Milan Kundera's novel, "The Book of Laughter and Forgetting," a character named Mirek makes the following observation: "The struggle of man against power is the struggle of memory against oblivion."

CBCC represents a diverse community of people without the power of money or position, multiple offices or staff. For the average citizen, memory is our greatest asset and the ruling of the Zoning board in addition to the LDA provides the public with memory of agreements made, of human values lifted up, of a common vision shared.

Thank you for being a keeper of the public memory.

**Testimony of Eve Brooks  
Near SE/SW Community Benefits Coordinating Council  
Board Member**

**“SW Waterfront Redevelopment PUD Hearing”**

**Hearing before the Zoning Commission  
One Judiciary Square  
441 4<sup>th</sup> Street Northwest, Room 220 South  
Monday, July 18, 2011, 6:30 pm**

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Chairman Hood, Vice Chairman Schlater, Commissioners Selfridge, Turnbull and May:

I am Eve Brooks, member of the Executive Board of the Near SE/SW Community Benefits Coordinating Council (CBCC). A Community Summit involving 200 residents, held in March 2011, helped CBCC set priorities to guide our work on public benefits in The Wharf development. High among those priorities is the development of a community center or campus to house programs of enrichment for children, youth, families and workforce development. This CBCC priority is endorsed by the ANC. Further, I understand that the Hoffman-Madison Marquette team is willing to support this general request.

I am pleased to provide qualified support the application of Hoffman-Madison Waterfront Team for Stage 1 PUD and ask that you condition your PUD approval on significant improvements in the public benefits package, including planning and financing of a facility or facilities to address the social/education and enrichment needs of the population.

#### The Need

The Wharf will attract new residents, particularly young families who will need supports, and quality education and seniors who will want to age in place. Subsidized facilities and proactive social planning will translate into a stable, engaged and safe community, where low income and middle class families can thrive.

The need for a facility or campus of sites for social and enrichment support system is great. The SW and Near SE areas are a wasteland when it comes to children, youth and family services. SW is home to four public housing developments. In the past decade SW lost all our local social and youth services: A Boys and Girls Club; a small settlement house and the local Child Welfare Collaborative which targeted the families at greatest need, all have closed. There is no meaningful replacement. We have no infrastructure- either buildings or not- for- profit agencies- to serve the current and growing population. An over populated and under resourced recreation center- primarily a gym and outdoor tennis basketball and baseball facilities- lacks meeting rooms to engage children and youth when schools are closed.

The elementary school serving the area (Amidon-Bowen) has 25% proficiency rates, with children entering and remaining below grade level and 81% of its current student body are eligible for subsidized meals. The middle class families will continue to leave the area when their children reach school age unless they can trust the schools to be safe and engaging. That is why The Near SE/SW Parents and Neighbors for Education Excellence, Now! successfully pressed for the reconstitution of Amidon-Bowen.

Reconstitution of school staff will help, but meaningful change will come when all those entering school have age appropriate skills. Towards that end, we have called upon AppleTree Early Learning PCS to significantly expand its services in the area by buying the building on 6<sup>th</sup> Street SW, currently owned by the Graduate school and now on the market. In response Appletree Early Learning has a bid (possibly too low) to buy the building and has not heard. It appears that we will need the assistance and collaboration of the developers, the City leadership and the Graduate School to realize this critical feature of our plan.

*The CBCC urges the Zoning Commission to seek PUD application modification to memorialize the developer/city government commitments as follows:*

- 1) That the Applicant partner with ANC designated SW entities, including the CBCC and SWNA, support the development and implementation of a Plan for Community Enrichment and Services as part of the public benefits package.
- 2) That said Plan would involve a Developer/Community /City Partnership to define and finance the preparation of designated space in SW to house multiple programs and services needed by SW residents of all ages and that would attract quality not-for profits with subsidized below market rents. Such space could be in an existing re-purposed building or part of new development accessible to SW residents of all ages and incomes.
- 3) That said Plan would envision space of sufficient size to hold a number of activities at a time and include spaces for small group meetings, one to one counseling sessions and multiple larger spaces for activities. We suggest that minimum of 30,000 to sq ft will be needed.
- 4) That said Plan would take into account the varied opportunities and potential partners within the SWW, i.e. Graduate School, Cultural Facility, public parks to be programmed, etc. That agreements are made with each potential partner about what they can bring to the project, such as Graduate School offering classes targeted to neighborhood.
- 5) That said Plan would provide a timeline and milestones and that if such milestones, are not reached, an agreed upon financial contribution would be made to the project.

Thank you for your time and consideration.

**Testimony of Juanita Jones  
Near SE/SW Community Benefits Coordinating Council  
Board Member**

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Zoning Commissioners, thank you for inviting me to testify this evening.

My name is Juanita Jones and I am a member of the Near SE/SW Community Benefits Coordinating Council (CBCC) board of directors. In addition to being a proud member of the CBCC, I realized the American Dream of owning my home.

I grew up in the Author Capper Community and then got my own place in Carrolsburg Community with my husband and two children. We were paying about \$90/month, but we wanted a better and bigger home for our family. My husband was working and I was able to get a job, in spite of my severe vision impairment. We were on our way to finally owning a home. We participated in several trainings through Community Development Corporation on disciplines that are integral to owning a home such as establishing and correcting credit, budgeting, finances as well as emotionally preparing us for the significant change in lifestyle.

I support the SW Waterfront Development, but I want the affordable housing community benefit to be attainable to the SW neighborhood through a preference target as well as programming that prepares our low income residents for home ownership. Having gone through the move from subsidized housing to home ownership, I can confidently say that inexperience and a lack of training in what it takes to own a home will act as significant barriers to their slice of the American Dream.

I encourage you to adopt the CBCC's Housing Affordability recommendations in the PUD (Appendix A).

### **Affordably Housing Committee**

The Developers need to establish an Affordable Housing Committee to create an Affordable Housing Plan. That Committee needs to include CBCC, Arena Stage and other SE/SW Stakeholders.

While SW has had its struggles, the egalitarian vision born in the redevelopment of the 1960s is stronger now than ever before. Rich and poor, black and white, gay and straight, young and old – Southwest remains one of the most diverse neighborhoods in the City.

By having a committee of community stakeholders, the committee will work together in creating a robust and reasonable plan that benefits all aspects of the community in an equally meaningful way that make impacts of development tolerable.



## **Affordable Housing Plan**

The Affordable Housing Plan will include reasonable preferences for residents and workers in Ward 6 for all affordable housing categories designated in the Land Development Agreement as well as a prescribed outreach campaign that informs SW residents of upcoming opportunities in a timely manner.

As you know, development will be disruptive to the lives of residents and workers in SW. The preference to invest in the development will encourage support and garner “buy-in” from those whose daily lives will be affected. Additionally, the opportunity to own a part of the landmark development in our own backyard is an impressive motivation for many of our neighbors to get their finances in order and prepare for personal, professional, and financial growth. This individual growth is helpful for the sustainability of the whole community.

With that said, in addition to giving our community preference, there needs to be a targeted effort in communicating these opportunities to residents in SW. Our distinct diversity also means that communications needs to take many different shapes and forms to be effective. And this message of inclusion is only meaningful if all demographics hear the message in enough time to actively respond.

## **Conclusion**

In conclusion, I support the SW Waterfront Redevelopment with an adoption of the CBCC’s recommendations as I think this ensures that the amenities package will be meaningful to the whole community.

Thank you again for allowing me to testify this evening. I am happy to answer any questions you may have.

**Testimony of Melissa Rohan  
Near SE/SW Community Benefits Coordinating Council  
Consultant**

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Chairman Hood, Vice Chairman Schlater and Commissioners, thank you for inviting me to testify this evening.

My name is Melissa Rohan and I am the owner of a small business located in SW in its start-up year. My company is a boutique communications firm, MT Rohan Communications LLC, with a handful of clients on the cusp of becoming something bigger. This is a dream that has been brewing for about 12 years and my vision is to only bring in clients that I truly believe in and treat each of one as they are my one and only. One of my clients is the Near SE/SW Community Benefits Coordinating Council (CBCC).

I support the SW Waterfront Development and I strongly encourage you to adopt all of CBCC's recommendations in the PUD (Appendix A). That said there is one recommendation that I personally feel compelled to speak about, the CBE community benefit.

There needs to be oversight and outreach to the SW small business community and budding entrepreneurs in our neighborhood.

### **Small Businesses and CBE**

For those that have never started their own business from scratch, let me walk you through some of the basics. I am the boss, the financial officer, the sales man, the bookkeeper, the office manager, the receptionist, the scheduler, the IT person, the HR person, and the janitor. Clearly each day is very busy.

A couple of months ago, I started the process in acquiring a CBE certification. I am still pending certification and unless something squirrely happens, I suspect I will be certified shortly. The application process alone was over-whelming. It took nearly a full week from all my jobs I mentioned.

One thing that every businessman learns quickly is that time away from work is money lost. The bills continue to grow, the work piles up, the prospective clients go somewhere else, and some of the momentum dissipates. One week away from work become a week and a half when you consider the time it takes to catch up afterwards.

I am not complaining as I am very excited for the future of my company and I am rolling up my sleeves. That said a less savvy business person may not see the benefits of going through the process when working out the cost-benefit ratio, especially given the time away from the work they love and the loss of money associated with time away from immediate revenue-producing aspects of the business.

Many small businesses and budding entrepreneurs in the SW community will need technical assistance to secure the CBE. This type of assistance should be among the benefits in the amenities package.

Additionally if the applicants, District of Columbia and the Developers, gesture to give preference to Ward 6 CBE's is sincere then significant oversight and outreach operations need to be in place in the SW neighborhood.

## **Preference and Oversight**

The CBCC is asking that the Applicants include language in the PUD which states a preference that 5% of the 35% CBE requirement be procured from Ward 6 and that the Applicant, along with the CBCC and other neighborhood based bodies, agree on a monitoring process to include the Department of Small and Local Business Development (DSLBD).

I personally don't think 5% is large enough request given that residents are asked to tolerate street closures, dust, views of scaffolding and cranes, and other uncomfortable aspects and risks of redevelopment, especially when Ward 8 is awarded a 10% preference. That said, I do request that the 5% is memorialized today in the Phase 1 PUD order.

In the endeavor to keep all efforts earnest, all stakeholder representatives need to agree on a process to monitor this commitment that should include the Department of Small and Local Business Development (DSLBD).

## **Outreach**

Southwest is one of the most diverse neighborhoods in DC, an egalitarian vision born in the redevelopment of the 1960s - rich and poor, black and white, gay and straight, young and old.

With that said, in addition to giving our community preference, there needs to be a targeted effort in communicating these opportunities to residents in SW. Our distinct diversity also means that communications needs to take many different shapes and forms to be effective. And this message of inclusion is only meaningful if all demographics hear the message in enough time to actively respond.

While the developers have made commitments for unique and local retail as well as incubator and trial spaces at below market rents, these opportunities need to be appropriately communicated in order for them to be meaningful to the SW neighborhood.

## **Conclusion**

In conclusion, I support the SW Waterfront Redevelopment with an adoption of the CBCC's recommendations as I think this ensures that the amenities package will be meaningful to the whole community.

Thank you again for allowing me to testify this evening. I am happy to answer any questions you may have.