



IMMEDIATE RELEASE
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NAACP DC HOSTS TOWNHALL ON THE REEVES CENTER DEVELOPMENT AT 14TH & U STREET

WASHINGTON, D.C. — The NAACP DC Branch will host a Town Hall on the Reeves Center Development plans on Thursday, May 13, 2021 at 7:00pm, during the May General Body Meeting. The Reeves Center Development proposes plans for the future location of the NAACP National Headquarters Office, businesses, housing and cultural arts. There are 2 finalists for the Reeves Center Redevelopment RFP, including Reeves CMC Ventures and Legacy Community Partners. This Town Hall will be an opportunity for NAACP members and the community to hear the proposed development plans from both finalist and ask questions addressing key concerns. This development is of great importance to DC residents and NAACP members of the DC Branch committed to ensuring this development accounts for affordable housing, low-income housing, business equity, environmental sustainability and Diversity, Equity & Inclusive hiring practices supporting racial equity for African-American residents of Washington, DC.

Register here: <https://us02web.zoom.us/meeting/register/tZUqf-yqrzoiH92jF0kArT4YmZXUPUu9Hbbl>

The Reeves Center Redevelopment project is important to many District residents because of the historical significance of the Franklin D. Reeves Center. In 1986, Mayor Marion Barry commissioned opening the Franklin D. Reeves Center as a catalyst for development and creating a centralized location providing services to the residents of the District. The Reeves Center was named after Franklin D. Reeves, a civil rights activist, attorney and NAACP leader pivotal in Brown vs. the Board of Education leading to the desegregation of schools nationwide. Today, the Reeves Center is a culturally, significant and iconic building which houses a community center, child center and several District agencies. The residents of DC have an invested interest to ensure the Reeves Center Redevelopment RFP, award and construction achieve diversity, equity and inclusion in the areas of jobs and real affordable housing for vulnerable and low-income residents.

The Reeves Center Redevelopment process is managed by the Office of the Deputy Mayor for Planning and Economic Development (DMPED). The RFP was issued on December 30, 2020. The RFP Proposal Submissions deadline was February 19, 2021. Elements of the RFP include Affordable Housing, First Source compliance, Certified Business Enterprise compliance, Sustainable and Green building requirements and Equitable Development for Small, Local and Disadvantaged Businesses.

In June 2020, the NAACP signed a Letter of Intent to move the national headquarters office to Washington, DC in the future redevelopment plans for the Frank D. Reeves Center at 14th and U Street. The U Street corridor is also the location of the NAACP Washington, DC Branch Office located in the Masonic Temple Building at 1000 U Street, NW Washington, DC. The DC Branch of the NAACP has over 1,600 DC resident-members committed to ensuring African-American businesses and District residents have access to the jobs and housing opportunities to be produced as a result of this historic redevelopment project. The NAACP DC Branch is committed to ensuring the RFP process and construction of the new Franklin D. Reeves Center aligns with the mission of NAACP and upholds the addresses the concerns of African-American and underserved residents of the District of Columbia.



Akosua Ali, NAACP DC Branch President, stated, "Historically, many developers present plans to account for low-income housing, affordable housing, diversity and equity, but after award fail to fully implement them. Developments within the District are often proposed as cultural arts hubs for the Black community, but actually become dominated by wealthy, white tenants in market-rate units. The Reeves Center is a historic building with a culturally rich history realized under the vision of our Mayor Marion Barry, as a center for culture, arts and economic development. We are excited to have the NAACP National Headquarters moving to DC. The NAACP has done amazing work to ensure this new development achieves environmental and sustainability goals. We are committed to ensuring our mission is realized as we advocate for Diversity, Equity & Inclusive hiring practices, business equity and housing accounting for the wealth gap of DC's Black median household income fighting for racial equity in the District."

Buwa Binitie stated, "The Legacy Community Partners is a group of Black, Brown and Women owned firms that have been advancing Black wealth in our community for the past 10 years. We know that racial justice cannot be won without economic justice and look forward to the opportunity of partnering with the NAACP to create a legacy project at the corner of civic activism and revitalization."

Simone Goring Devaney of the Reeves CMC Venture team, stated, "The Reeves CMC Venture team is proud to partner with the NAACP to envision its new home in the District of Columbia. The NAACP's 112-year history of dedication to eliminating racial discrimination and civic engagement has inspired our vision for the reimagined historically and culturally important Frank D. Reeves Center. Our minority and woman-led team was founded on the principles of diversity, equity and inclusion and we are working to create a civic and cultural landmark worthy of the NAACP's mission and the U Street community."

For more information, please email naACP@naacpdc.org.

ABOUT NAACP:

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. Its members throughout the United States and the world are premier advocates for civil rights in their communities. The mission of NAACP is to ensure the political, educational, social and economic quality of rights of all persons and to eliminate racial hatred and racial discrimination.

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