



## **J STREET DEVELOPMENT THESIS – Suburban & Urban Walkable**

Urbanism and density do not necessarily mean big cities. The town, a form as old and hallowed as anything in America, is urban too, though the idea of a town is distorted in a suburb vs. city false dichotomy. There are no real reasons why suburban population nodes—like old downtowns—could not be built in a denser, more walkable format. J Street develops thoughtful catalytic housing within the walkable constructs of Main Street, downtown adjacent places, and desirable suburban/urban nodes. By leveraging the existing mix of uses and outdoor amenities of place, J Street developments maximize community engagement and utility that drives value for residents, communities, and our investors.

Starting in the late 1990's in Washington, D.C., J Street was on the forefront of an emerging development trend that endeavored to offer residential housing options to those who desired convenience and community within a walkable construct. The experience of developing and helping rebirth neighborhoods and towns on the East Coast is a skill not learned in a lab or at school. Instead of using experience as the only criteria to inform development decisions, the J Street Development Team introduced a third-party resource to help answer the question, “where should we develop housing in a given metropolitan area?” J Street’s development thesis was cemented from the findings of the ground-breaking “WalkUP Wake Up-Call” research authored and conducted by Chris Leinberger of George Washington University.

For decades, real estate practitioners, observers, and scholars studying land use have looked through an urban-versus-suburban lens. The WalkUP research defines—in an entirely new way—the form and function of all land use in a Metropolitan area. The study ranks performance for all land in the region based on two criteria: 1.) economics and 2.) social equity. The economic performance metric measures both the real estate valuations and the tax assessment potential that create revenue for most local governments. The social equity performance metric measures access to economic opportunity and affordability in terms of both housing and transportation costs.

J Street believes that by combining years of development experience with the core principles of the WalkUP research its development projects are more likely to generate favorable outcomes for its investors and community stakeholders.