

The logo for RCLCO, with 'RCL' in a bold, black, sans-serif font and 'CO' in a white, outlined, sans-serif font, set against a grey, textured rectangular background.

RCLCO

# New Residential & MPC Models that Assure Success

A stylized illustration featuring a large, tan-colored hand on the left side, holding a white, 3D architectural model of a residential development. The model consists of several interconnected house-like structures with dark roofs. The background is a vibrant blue sky with white clouds, and the foreground shows a green landscape with rolling hills and trees. The overall style is modern and graphic.

Urban Land Institute

**April 20th, 2016**

Gadi Kaufmann, Managing Director/CEO

## **Moderator**

Gadi Kaufmann, RCLCO

## **Session Organizer**

Bob Sharpe, Sharpe & Associates

## **Responding Panel**

Greg Bielli, Tejon Ranch Company  
Kathy Cecilian, Cecilian Worldwide  
Tony Green, The Pinehills

---

## **Presenters**

John Lehigh, Stapleton  
Todd LaRue, RCLCO  
Brian Canin, Canin Associates  
Dan Conway, THK Associates  
David Hale, David Weekley Homes  
Emerson M. Lotzia, CSX Real Property  
Chris Crawford, RVi Planning  
Scott R. Adams, Bassenian | Lagoni

Renee Lewis, Lewis & Partners  
Melinda Masson, Scripsense  
Kathleen Cecilian, Cecilian Worldwide  
Robert Heineman, The Woodlands  
Kenneth Kecskes, Fox Rothschild LLP  
Barry Gross, Developers Research  
Tom Reiman, The Broadband Group  
Edward Hill, Hill Real Estate Strategies

**John Lehigh**

Segmentation, Addressing Lower Priced Product

---

**FORESTCITY**  
S T A P L E T O N



### RISING HOME PRICES

- Experiencing rapidly escalating home prices
- 25% of buyers from within community
- Entry-level buyers pushed out



### BROAD COMMUNITY SEGMENTATION PLAN

- Product mix drives absorption
- Creates strong sense of community
- Accommodates diverse life stages



### DRIVE LAND REVENUE HIGHER

- Introduction of new products
- Reaching new buyers
- Lot prices increase



STAPLETON™

**Todd LaRue**

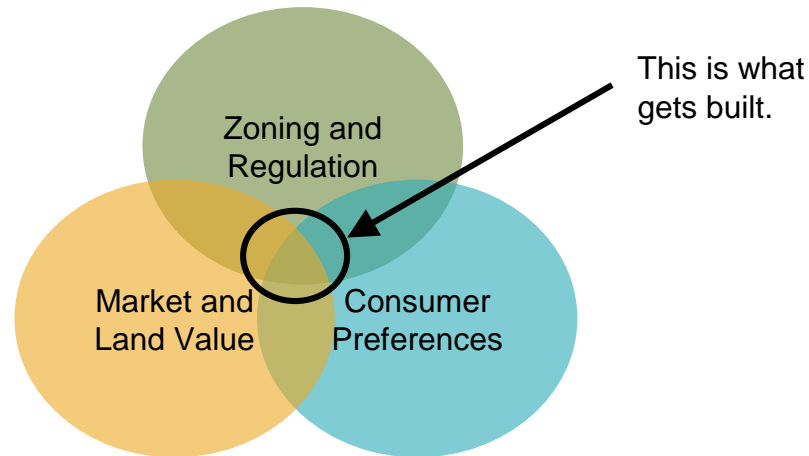
Segmentation – the Missing Middle

---

**RCLCO**

# UNMET HOUSING DEMAND – OPPORTUNITY FOR MPCs?

Key market segments underserved in current cycle because new rental and for-sale products do not offer them the **value** and/or **lifestyle** they seek.



Presented by Gadi Kaufmann

**Brian Canin**

High Density SFD

---

**canin ASSOCIATES**  
urban planning • landscape architecture • architectural design

**RCLCO**

# High Density Single Family Detached 9-13 DU/AC

Site Plan



Home Sales

| Type         | Value of Developed Lots per Net Acre | Home Sales per Gross Acre |
|--------------|--------------------------------------|---------------------------|
| Two Story    | \$585,104                            | \$2,269,800               |
| Single Story | \$367,536                            | \$1,442,480               |





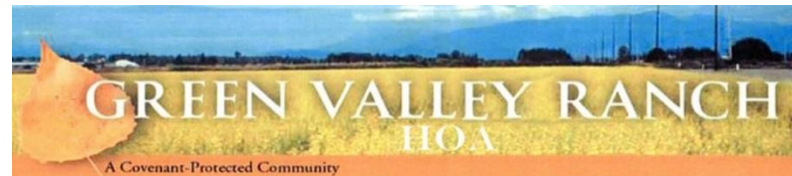
**Dan Conway**

Accelerating Absorption by Targeting the 55+ Market

---



# Denver Master Plans (55+)



Denver Nine-County Front-Range Population by Age, 2015-2025

| Age           | Population       |                  | Average Annual Change | Average Annual Growth |
|---------------|------------------|------------------|-----------------------|-----------------------|
|               | 2015             | 2025             |                       |                       |
| 0 - 4         | 255,778          | 264,972          | 919                   | 0.4%                  |
| 5 - 13        | 433,126          | 502,906          | 6,978                 | 1.6%                  |
| 14 - 17       | 192,381          | 218,509          | 2,613                 | 1.4%                  |
| 18 - 21       | 232,094          | 270,934          | 3,884                 | 1.7%                  |
| 22 - 24       | 118,399          | 164,954          | 4,656                 | 3.9%                  |
| 25 - 29       | 212,537          | 257,483          | 4,495                 | 2.1%                  |
| 30 - 34       | 259,463          | 236,192          | -2,327                | -0.9%                 |
| 35 - 39       | 252,958          | 240,358          | -1,260                | -0.5%                 |
| 40 - 44       | 250,974          | 279,647          | 2,867                 | 1.1%                  |
| 45 - 49       | 243,740          | 275,904          | 3,216                 | 1.3%                  |
| 50 - 54       | 249,174          | 275,233          | 2,606                 | 1.0%                  |
| <b>0 - 54</b> | <b>2,700,624</b> | <b>2,987,092</b> | <b>28,647</b>         | <b>1.1%</b>           |
| 55 - 59       | 239,774          | 265,570          | 2,580                 | 1.1%                  |
| 60 - 64       | 206,404          | 267,210          | 6,081                 | 2.9%                  |
| 65 - 69       | 161,983          | 250,536          | 8,855                 | 5.5%                  |
| 70 - 74       | 104,479          | 206,270          | 10,179                | 9.7%                  |
| 75 - 79       | 70,349           | 149,481          | 7,913                 | 11.2%                 |
| 80 - 84       | 49,486           | 83,325           | 3,384                 | 6.8%                  |
| 85 +          | 43,553           | 53,906           | 1,035                 | 2.4%                  |
| <b>55 +</b>   | <b>876,028</b>   | <b>1,276,298</b> | <b>40,027</b>         | <b>4.6%</b>           |



**David Hale**

Product and Customer Segmentation

---

**David Weekley Homes**



# New Residential and MPC Models that Assure Success

## Alternative Housing Products in MPCs

### **Imagination Homes by David Weekley Homes**

- First Time Buyer Focused, Targeted to Younger Millennials and Gen Z
- Simpler Floor Plans with Fewer Flex Options and Designer Selections
- Standard Finishes with Higher Quality vs. Starter Homes from Early 2000's

### **Central Living by David Weekley Homes**

- High Density Detached and Attached Homes – Urban / Town Center Locals
- Densities up to 25 Units / Acre
- Targeted to Both Millennials and Empty Nesters

### **Encore by David Weekley Homes**

- Age Restricted 55+ and Age Targeted
- Single level plans with Open Design Concept
- Clubhouse with Full-Time Lifestyle Director and Adult-Only Amenities

**Emerson M. Lotzia**  
CSX Real Property, Inc.

---

Creative Marketing Tools

*CSX Real Property Inc.  
Emerson M. Lotzia  
AVP Corporate Real Estate*

***Provocative Tool:***

Secret Shopper

- Our Projects – Sales Processes
- Competitor Projects – Sales Representations

***Innovative New Tool:***

Linking Web Access to Customer Intelligence

- Customer Sign Up
  - Sales Center
  - On-line
- Customer Accesses Web Site
  - Phone
  - Desktop/Laptop/Tablet
  - Subsequent Tracking of Devices and Access
- Customer Intelligence
  - Record of Web Access Times and Duration
  - Portions of Web Site Viewed
  - Daily Sales Reports on Web Access Data

***Vapor Tool:***

Location Tracking Software

- Customer with Opened Facebook App
- Project Beacon
- Prompts to Customer of Project Location and Project data

\* Thanks for our partner, Elm Street Development, for information on these tools.

**Chris Crawford, ASLA**

Bringing Innovation to MPC Design

---



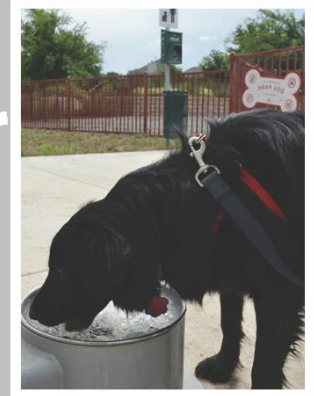
# EXPLORING INNOVATION



Chris Crawford, PLA

- Innovation takes time.
- Innovation involves failure.

## MILLENNIAL WORKSHOPS





**Scott R. Adams, AICP**

Attracting Millennials

---

**Bassenian | Lagoni**  
ARCHITECTURE • PLANNING • INTERIORS

**Your next MPC should start with fresh lifestyle and design ideas, not land-area placeholders. Today's MPC stakeholders want the design experience to permeate their community at all levels; homes, shopping, work, schools and open spaces. An MPC that relies on market segmentation, lot sizes, parcel areas and density won't attract today's lifestyle-driven buyers, renters and end-users. Your community planner must know the latest architectural concepts and how they function to create the most desirable community.**



**Some emerging “lifestyle and design” groups:**

- **Millennials, both young and old (Gen Y)**
- **Multigenerational Households**
- **Intergenerational Communities**
- **Transit Oriented Development (TOD)**
- **Mixed Use and Live Work**
- **Urban Homes: vertical lofts/towns/SFD**
- **Renters by choice**
- **Neighborhood Shopping experience**
- **Unstructured workplaces**
- **Nontraditional commuters**

Presented by Gadi Kaufmann

**Renee Lewis**

Amenity Ideas for Younger Audiences

---



BRANDING. MARKETING. SOLUTIONS.

# MULTIFAMILY DEVELOPERS HAVE THE AMENITY GAME FIGURED OUT.

MPC developers should tour surrounding Class A multifamily before determining their amenity packages.

If not comparable, **don't do it.**



Presented by Gadi Kaufmann

**Melinda Masson**

Creative Amenities  
Creative Funding for HOA

---



**scripsense**  
a lifestyle of giving

# MPC Community Ideas

---

- 🏠 Using rooftops as cool gathering places
- 🏠 Providing wine/spirits lockers
- 🏠 Finding creative means for associations to earn rebates



**Kathleen Cecilian**

Creative Revenue Sources

---







**Robert Heineman**  
The Woodlands Development Company

---

Funding Public Art



*R*ise of The Midgard Serpent

## Public Art Program The Woodlands, Houston TX



**Kenneth Kecskes**  
Fox Rothschild LLP

---

Crowdfunding  
Future Proofing – Driverless Cars

# Questioning the Normal Way

## 1. Raising Equity or Debt through Crowdfunding

### For What?

- Retail Uses
- Community Amenities that Generate Income
- Apartments, including Affordable Housing

### How Much?

- 100% to Only a Slice of the “Capital Stack”

### How?

- Use Social Media to Design Program and “Test the Waters”
- Follow Later With Investment Offering

## 2. Planning Ahead for Driverless Cars

- Ownership, Leasing and Licensing of Parking Areas
- Entitlement and Infrastructure Design Benefits
- Master Association CC&Rs



## Barry Gross

We're About to Run Out of Land. Really.

---



# What is affecting availability of finished lots?

- ▶ Public Homebuilders reluctant to invest in subdivision activities
- ▶ Government policies less favorable for project approvals
- ▶ Public financing is facing pushback
- ▶ Builders focused on infill projects / avoiding lot purchases in outlying greenfield developments



**Tom Reiman**

Google Fiber – What's in it for You?

---

THE BROADBAND GROUP





Google fiber



TBG NETWORK SERVICES



## A Transformative Public/Private Partnership A City Owned Network with Google Fiber as a Tenant

**“Unlinking”** the delivery of advanced broadband services from investments in infrastructure.

**“Linking”** the evolving business of one industry to regional economic development - benefiting MPCs, utilities, and cities.

**“You Didn’t Notice It, But Google Fiber Just Began the Golden Age of High Speed Internet Access.**

Its ‘dark fiber’ project in Huntsville creates a model that might finally thrust US Internet access into the 21st Century.”

*- Susan Crawford*

*Harvard Law School Professor*

*Special Assistant to the President for Science, Technology, and Innovation Policy (2009)*



Presented by Gadi Kaufmann

**Edward Hill**  
Hill Real Estate Strategies

---

Innovative Tools for Community Engagement During Entitlements

## How You Can Get Involved!



1. **Visit Us At [www.BradentonsFuture.com](http://www.BradentonsFuture.com)**
2. **Read What Others Have Said and Give Us Feedback**
3. **Like Us On Facebook & Follow Us On Twitter**
4. **Email Your Commissioner To Express Your Support**

## **Moderator**

Gadi Kaufmann, RCLCO

## **Session Organizer**

Bob Sharpe, Sharpe & Associates

## **Responding Panel**

Greg Bielli, Tejon Ranch Company  
Kathy Cecilian, Cecilian Worldwide  
Tony Green, The Pinehills

---

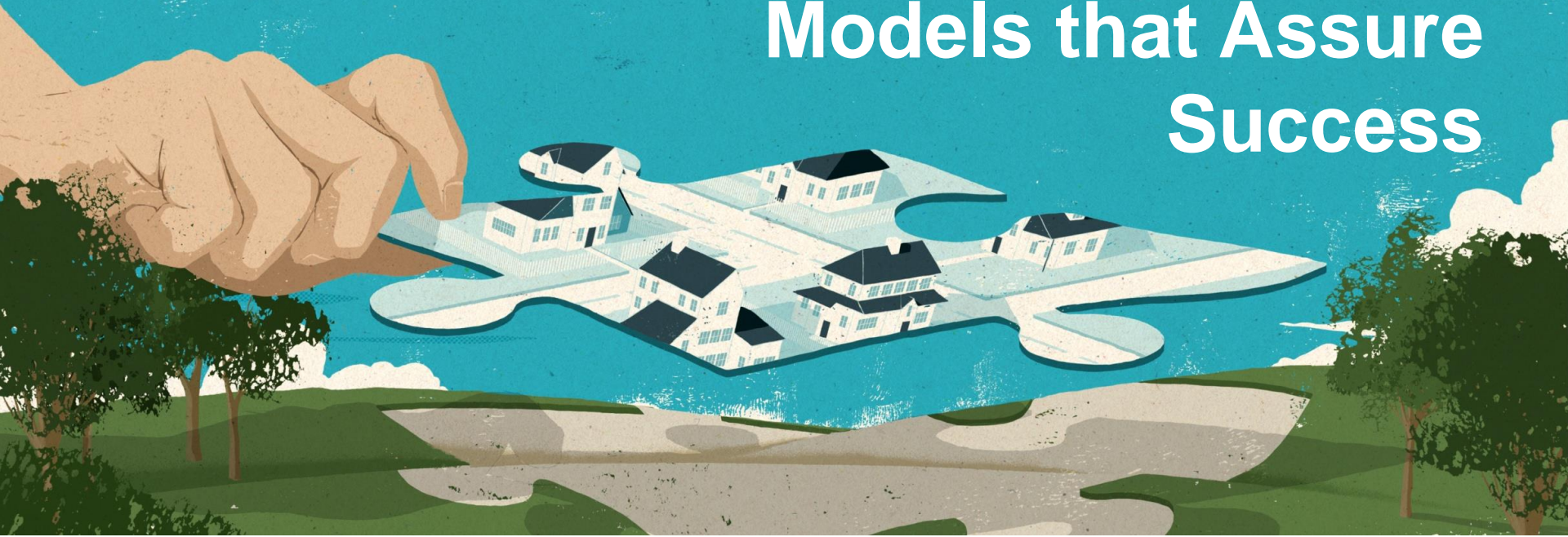
## **Presenters**

John Lehigh, Stapleton  
Todd LaRue, RCLCO  
Brian Canin, Canin Associates  
Dan Conway, THK Associates  
David Hale, David Weekley Homes  
Emerson M. Lotzia, CSX Real Property  
Chris Crawford, RVi Planning  
Scott R. Adams, Bassenian | Lagoni

Renee Lewis, Lewis & Partners  
Melinda Masson, Scripsense  
Kathleen Cecilian, Cecilian Worldwide  
Robert Heineman, The Woodlands  
Kenneth Kecskes, Fox Rothschild LLP  
Barry Gross, Developers Research  
Tom Reiman, The Broadband Group  
Edward Hill, Hill Real Estate Strategies

RCLCO

# New Residential & MPC Models that Assure Success



Urban Land Institute

**April 20th, 2016**

Gadi Kaufmann, Managing Director/CEO