



“THE BEST OF
THE BEST
IN NEW
RESIDENTIAL
HOUSING”

ULI Trends Day

October 25, 2017

Adam Ducker, Managing Director



RCLCO
REAL ESTATE ADVISORS

WHAT DO THEY MEAN “BEST OF THE BEST”

- ▶ MAYA Principle – Most Advanced Yet Acceptable Design
 - ▶ MAYA Design means positioned to evolve over time.
 - ▶ Includes familiar patterns in the visual design so users can orient themselves
 - ▶ Draw on your user’s present skills (or lifestyle) and mindset while presenting them with only a carefully chosen few major changes.
 - ▶ If you have to explain the product design it might be overly advanced or too complex to use.

THE PROGRAM FOR TODAY

- ▶ We are interested in exploring:
 - ▶ Where is there innovation? Is it innovative enough?
 - ▶ What is really a new concept? Is it a new concept responding to a new market reality?
 - ▶ What is broadly replicable?
 - ▶ Do these new concepts provide better “value” – a new and improved residential solution for a customer that has perhaps been overlooked

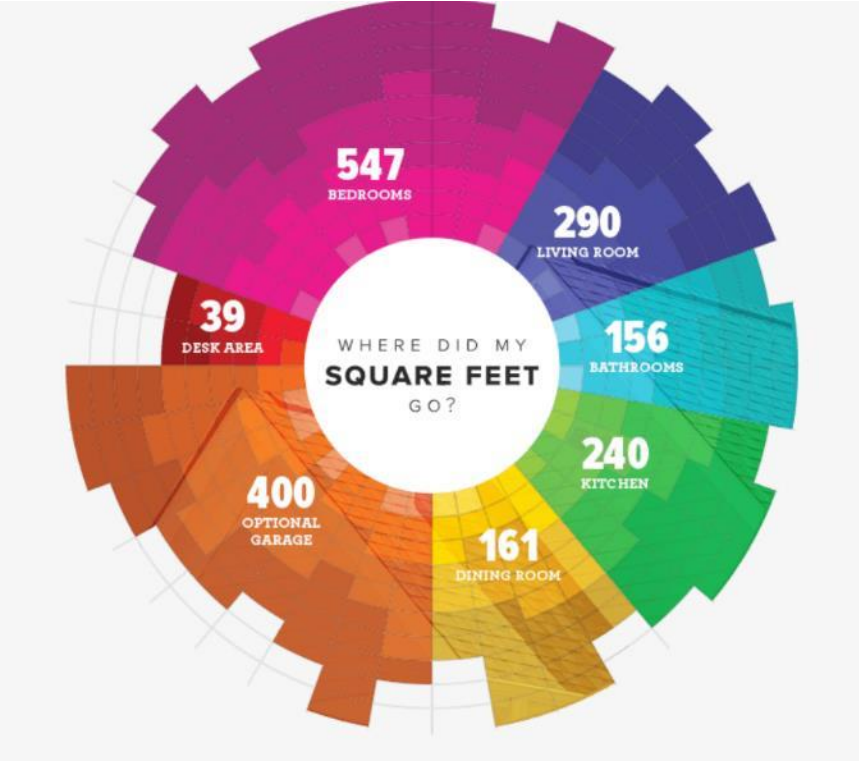
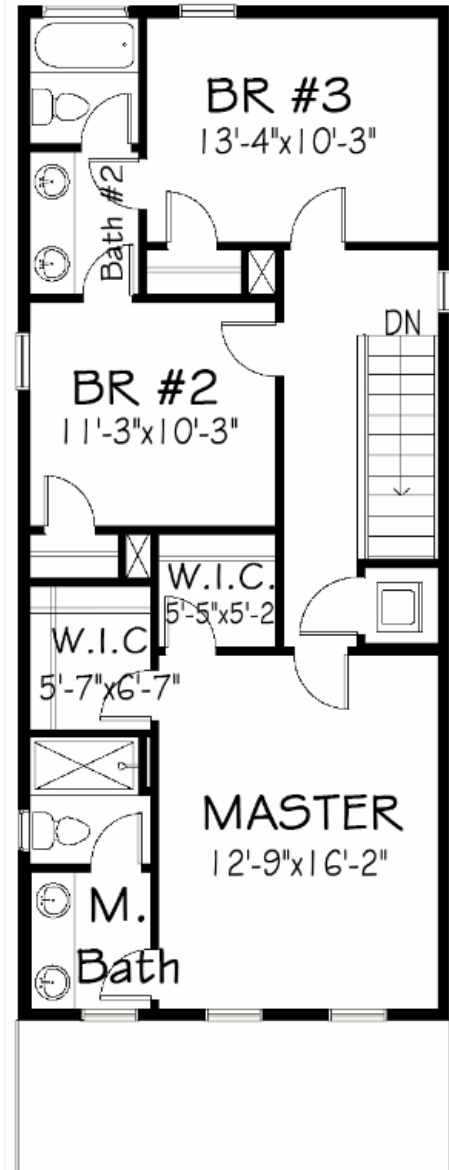
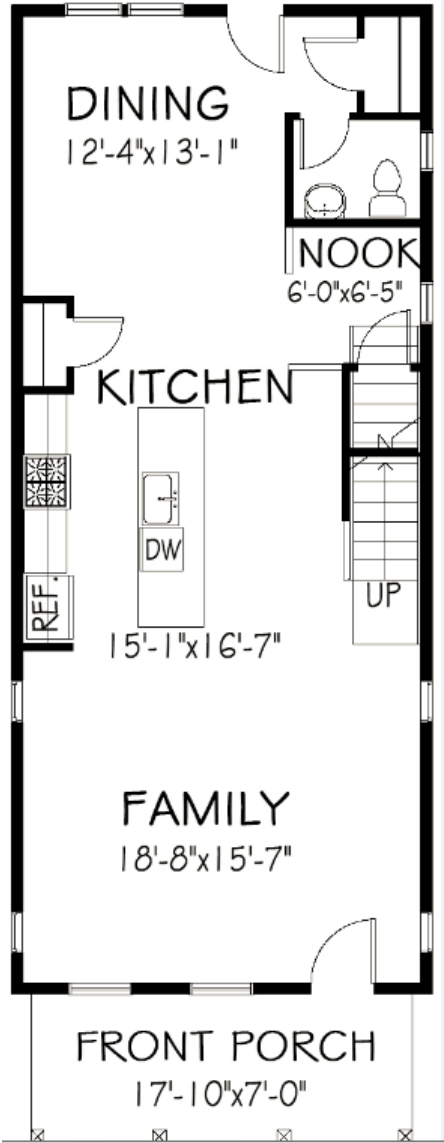
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4. **Luxury Townhome – Grosvenor Heights; Bethesda, MD (EYA)**
 - 4a.. *Ultra-Dense “Detached” – Rock Row; Los Angeles, CA (Wronske)*
5. **Stacked Flats – Cleo; Playa Vista, Los Angeles, CA (Brookfield)**
6. **Empty Nester (Targeted) for Rent -- Carolinian on Glenwood, Raleigh (Stile/Grubb)**
7. **Micro-Unit -- 28 Grand, Detroit (Bedrock) – Complete**
 - 8a. *Upscale Suites – Ampeer; Washington, D.C. (Saul Urban)*
8. **High-Rise Condo – The Rockwell, San Francisco (Oyster Development Group)**
9. **Student Housing/Co-Living – Vertex; ASU, Tempe, AZ (Peak Campus)**
 - 9a. *Oslo, Washington, D.C. (Ditto) – Complete*
 - 9b *Common Baltic, New York, N.Y. (Common) – Mark One pager*

1. SUBURBAN SINGLE-FAMILY ROSHAMBO; CHAPEL HILL, NC

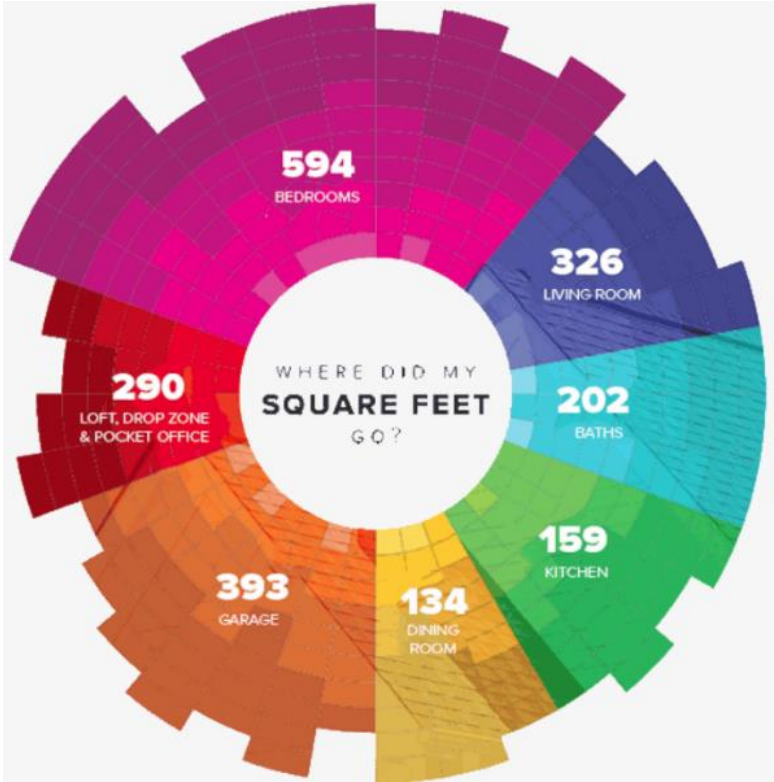
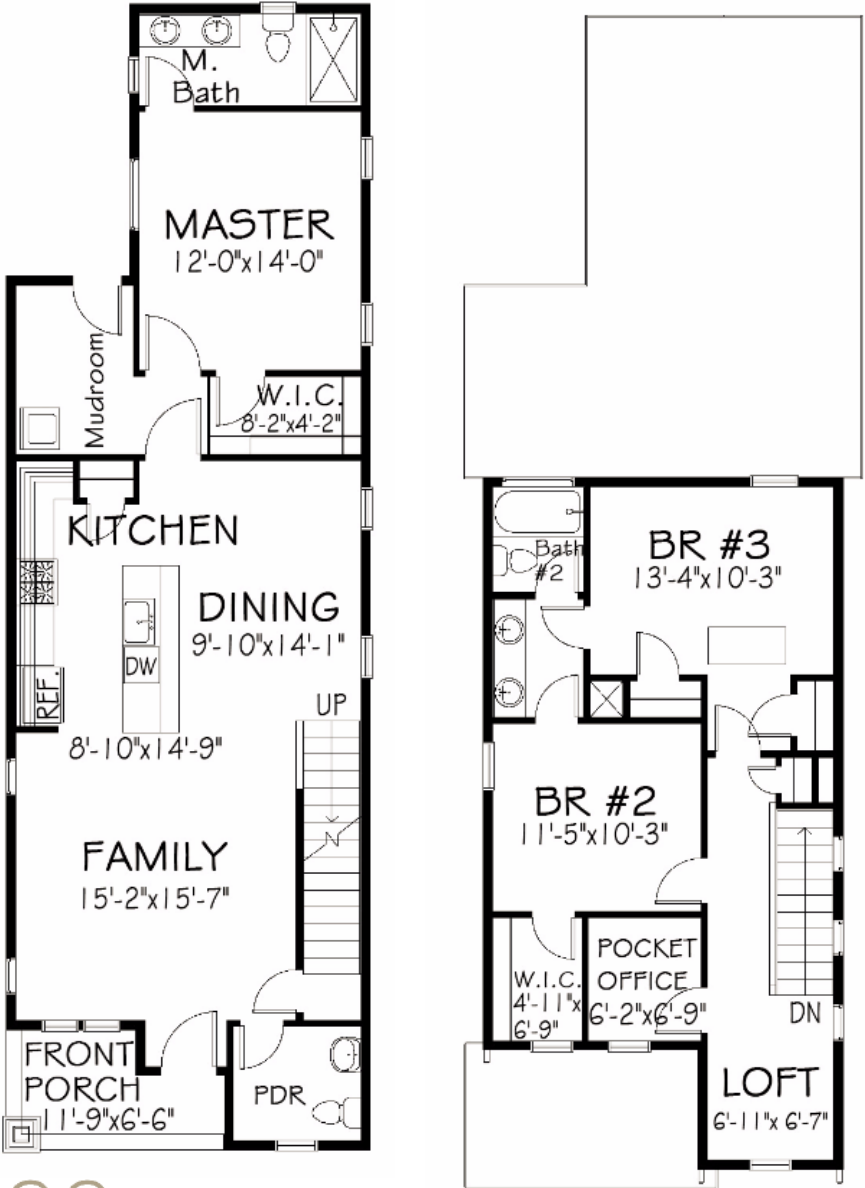


1. SUBURBAN SINGLE-FAMILY ROSHAMBO; CHAPEL HILL, NC



1,820 Sq. Ft.

1. SUBURBAN SINGLE-FAMILY ROSHAMBO; CHAPEL HILL, NC



1,724 Sq. Ft.

1. SUBURBAN SINGLE-FAMILY ROSHAMBO; CHAPEL HILL, NC



2. POCKET/COTTAGE COMMUNITY BLACK APPLE; BENTONVILLE, AR



2. POCKET/COTTAGE COMMUNITY BLACK APPLE; BENTONVILLE, AR

THE SOLO

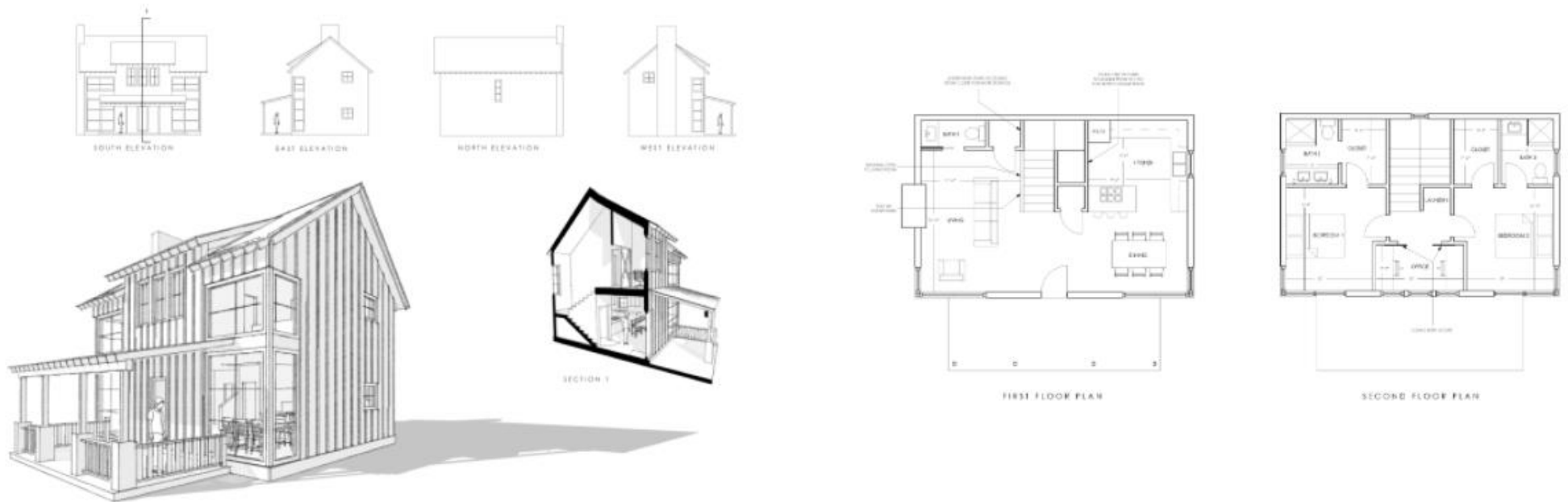
850 SQ. FT. | 1 BED | 1.5 BATH



2. POCKET/COTTAGE COMMUNITY BLACK APPLE; BENTONVILLE, AR

THE SOUTHERN

1,280 SQ. FT. | 2 BED | 2.5 BATH



2. POCKET/COTTAGE COMMUNITY BLACK APPLE; BENTONVILLE, AR



3. SINGLE-FAMILY RENTALS

AVILLA GRACE; PHOENIX, AZ (NEXMETRO)



3. SINGLE-FAMILY RENTALS

AVILLA GRACE; PHOENIX, AZ (NEXMETRO)



932 Sq. Ft.



1,236 Sq. Ft.

3. SINGLE-FAMILY RENTALS AVILLA GRACE; PHOENIX, AZ (NEXMETRO)



4. LUXURY INFILL TOWNHOMES

Grosvenor Heights, Bethesda, MD (EYA)



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Grosvenor Heights, Bethesda, MD (EYA)



4A. ULTRA DENSITY TOWNHOMES

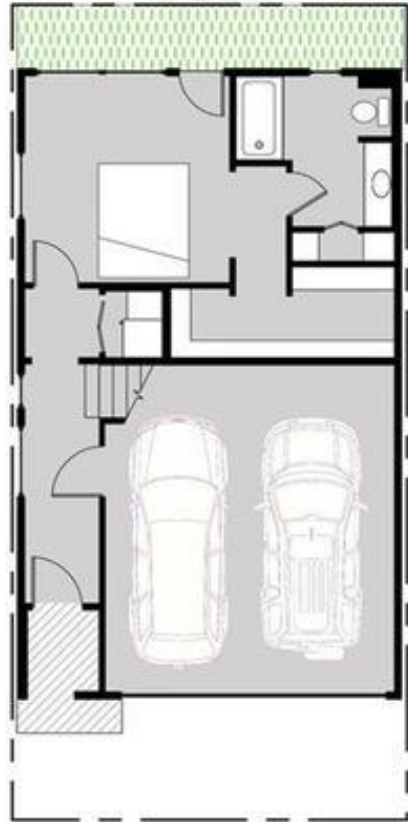
ROCK ROW; LOS ANGELES, CA



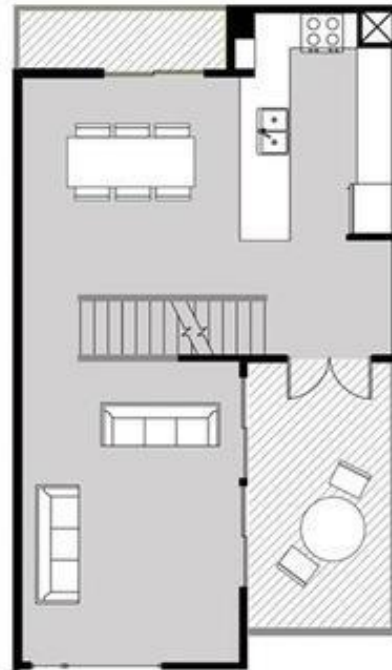
4A. ULTRA DENSITY TOWNHOMES ROCK ROW; LOS ANGELES, CA

1,550 Sq. Ft.

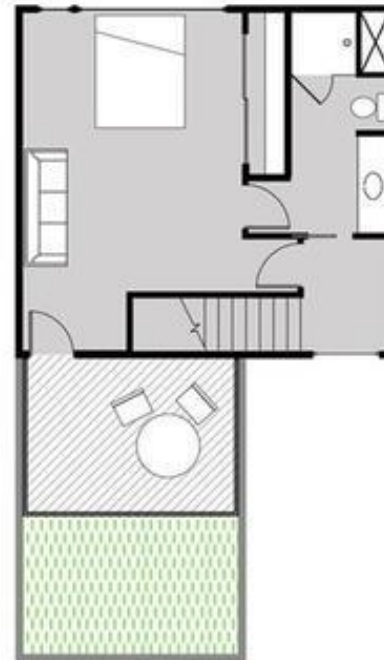
FIRST FLOOR
460 SQ. FT.



SECOND FLOOR
646 SQ. FT.



THIRD FLOOR
441 SQ. FT.



5. STACKED FLATS

CLEO; PLAYA VISTA, CA (BROOKFIELD)



5. STACKED FLATS

CLEO; PLAYA VISTA, CA



Brookfield
Residential

6. EMPTY NESTER (TARGETED) FOR RENT CAROLINIAN ON GLENWOOD, RALEIGH, NC (STILES/GRUBB)



6. EMPTY NESTER (TARGETED) FOR RENT CAROLINIAN ON GLENWOOD, RALEIGH, NC (STILES/GRUBB)

Unit 432

1 Bed 1 Bath 1029 Sq. Ft. \$2,057/mo



Unit 422

2 Bed 2 Bath 1321 Sq. Ft. \$3,101/mo



Unit 307

3 Bed 2 Bath 1672 Sq. Ft. \$3,223/mo



6. EMPTY NESTER (TARGETED) FOR RENT CAROLINIAN ON GLENWOOD, RALEIGH, NC (STILES/GRUBB)



7. MICRO UNITS

28 Grand, Detroit (Rock Ventures/Bedrock)



7. MICRO UNITS

28 Grand, Detroit (Rock Ventures/Bedrock)

Unit A

Unit B

Unit C

Unit D

Unit E

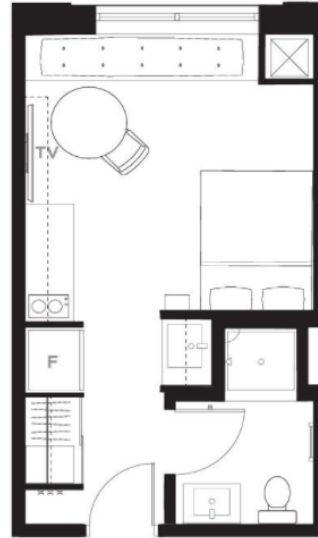
Unit F

Unit G

Unit B

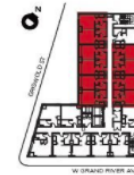
(Available)

Bed	Studio
Bath	1
SQ.FT.	256
Rent	\$930 - \$1,000
Availability	



TOTAL AREA
256 SQ. FT.

LEVELS
02 - 13



Unit A

Unit B

Unit C

Unit D

Unit E

Unit F

Unit G

Unit D

(Available)

Bed	Studio
Bath	1
SQ.FT.	256
Rent	\$960 - \$1,000
Availability	



TOTAL AREA
256 SQ. FT.

LEVELS
02 - 13



7. MICRO UNITS

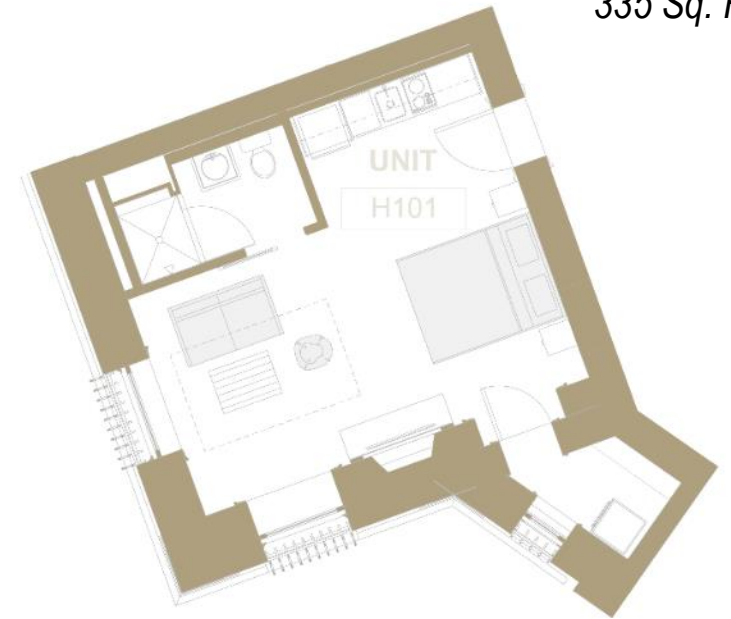
28 Grand, Detroit (Rock Ventures/Bedrock)



7A. MICRO UNITS/LUXURY SUITES

Ampeer, Washington, D.C. (Saul Urban)

335 Sq. Ft.



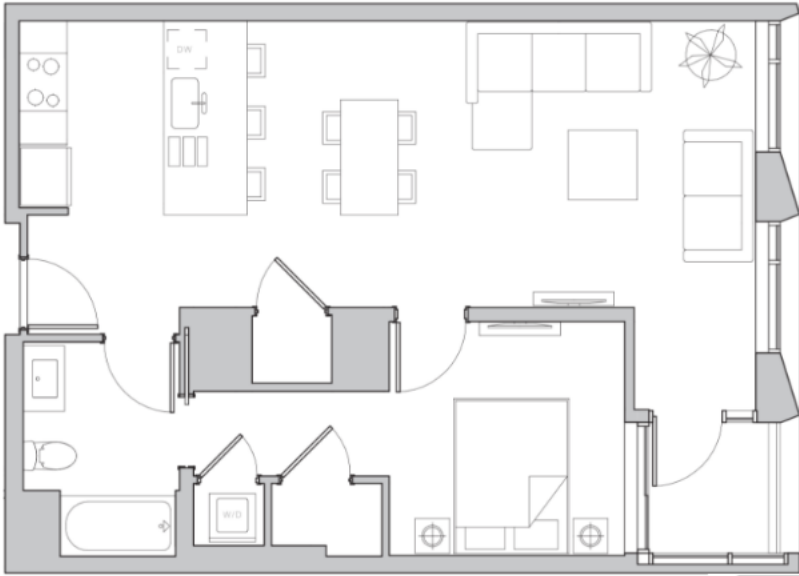
8. HIGH-RISE CONDO

THE ROCKWELL, SAN FRANCISCO, CA (OYSTER DEV)



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THE ROCKWELL, SAN FRANCISCO, CA (OYSTER DEV)



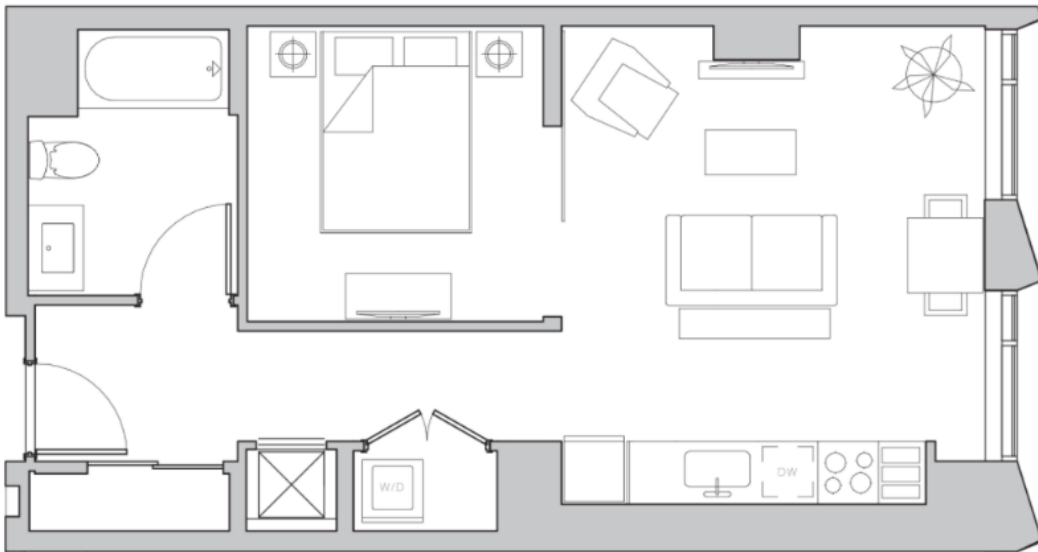
E1105
EAST TOWER

1
BED

1
BATH

691
APPROX SQ FT

[DOWNLOAD PDF](#)



E1104
EAST TOWER

1
BED

1
BATH

500
APPROX SQ FT

[DOWNLOAD PDF](#)

8. HIGH-RISE CONDO

THE ROCKWELL, SAN FRANCISCO (OYSTER DEV)

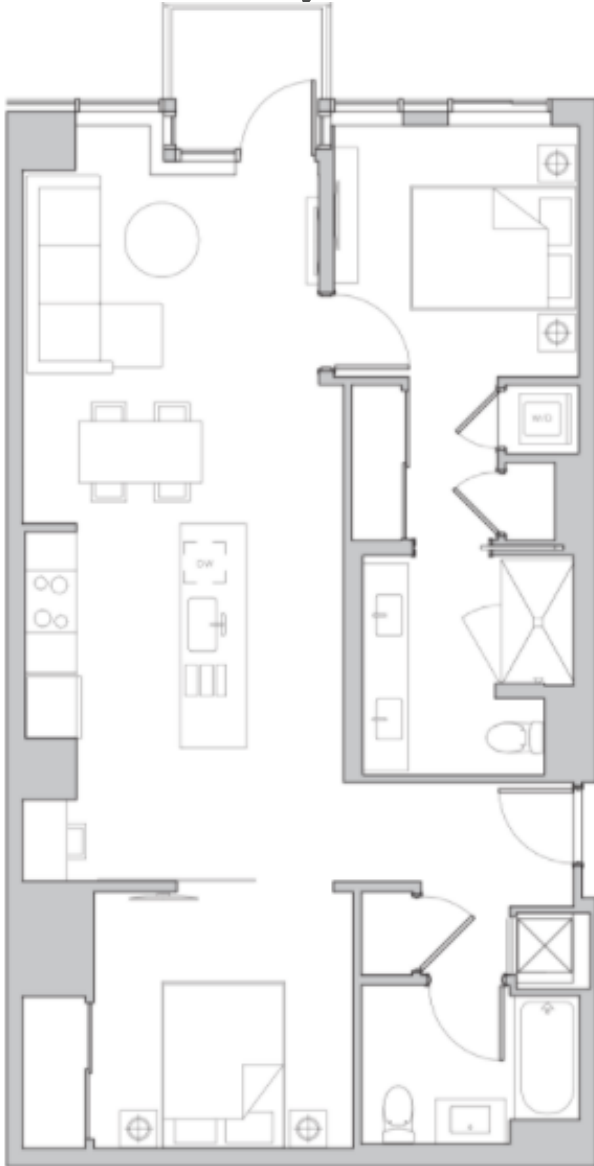
E1101
EAST TOWER

2
BED

2
BATH

874
APPROX SQ FT

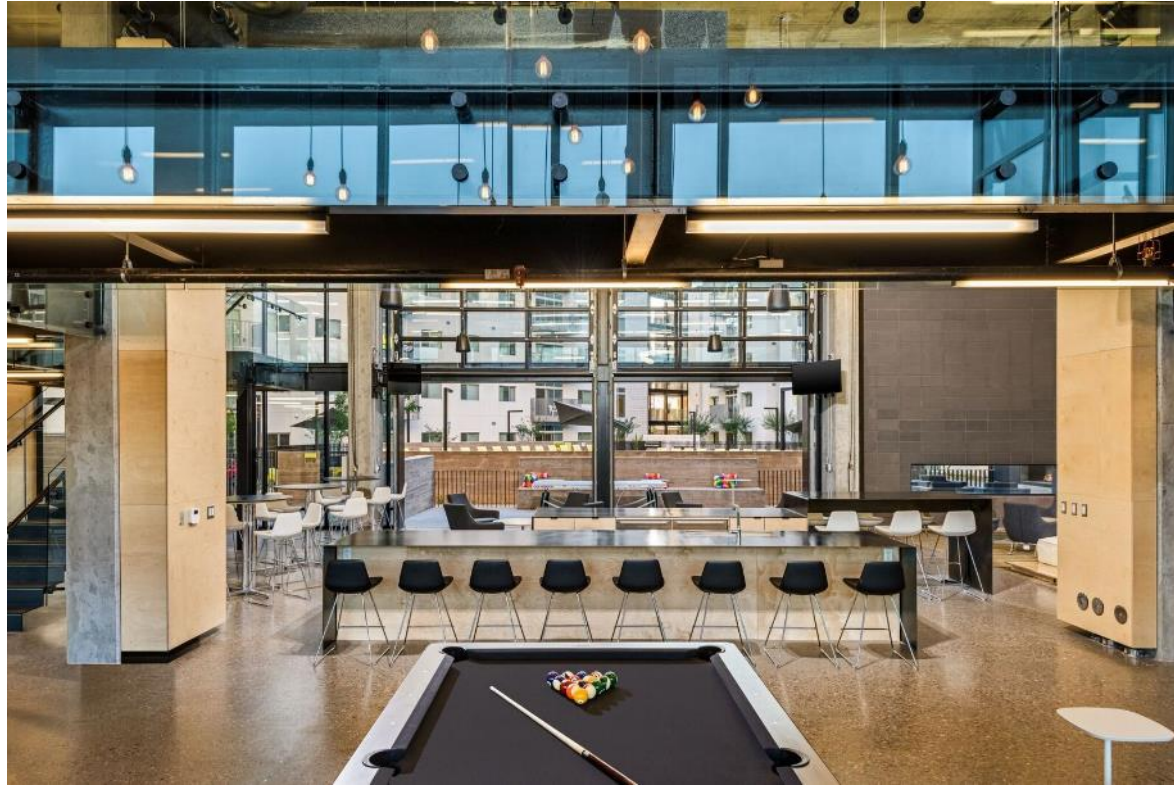
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9. STUDENT HOUSING/CO-LIVING VERTEX; ASU, TEMPE, AZ (PEAKCAMPUS)



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9. STUDENT HOUSING/CO-LIVING VERTEX; ASU, TEMPE, AZ (PEAKCAMPUS)



+/-1,300 Sq. Ft.

9. STUDENT HOUSING/CO-LIVING VERTEX; ASU, TEMPE, AZ (PEAKCAMPUS)



9A. STUDENT HOUSING/CO-LIVING OSLO, WASHINGTON, DC (DITTO)



9B. CO-LIVING/MICRO HYBRID COMMON BALTIC; BROOKLYN, NY (COMMON)

Traditional Apts vs. The Common Suite

Traditional Apartment



Traditional Rentals for 5 | 2BR + 1BR + 2BR

Square Feet	3,000
Rent	\$3,400/1BR + \$4,500 / 2BR
Rent / Square Foot	\$50

Common Suite



Common 5-Bedroom Suite

Square Feet	1,370
Rent	\$1,800 / BR
Rent / Square Foot	\$79





AUSTIN

221 W 6th St
Suite 2030
Austin, TX 78701



LA

11601 Wilshire Blvd
Suite 1650
Los Angeles, CA 90025



ORLANDO

964 Lake Baldwin Ln
Suite 100
Orlando, FL 32814



DC

7200 Wisconsin Ave
Suite 1110
Bethesda, MD 20814

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