

# MPC INNOVATION PANEL

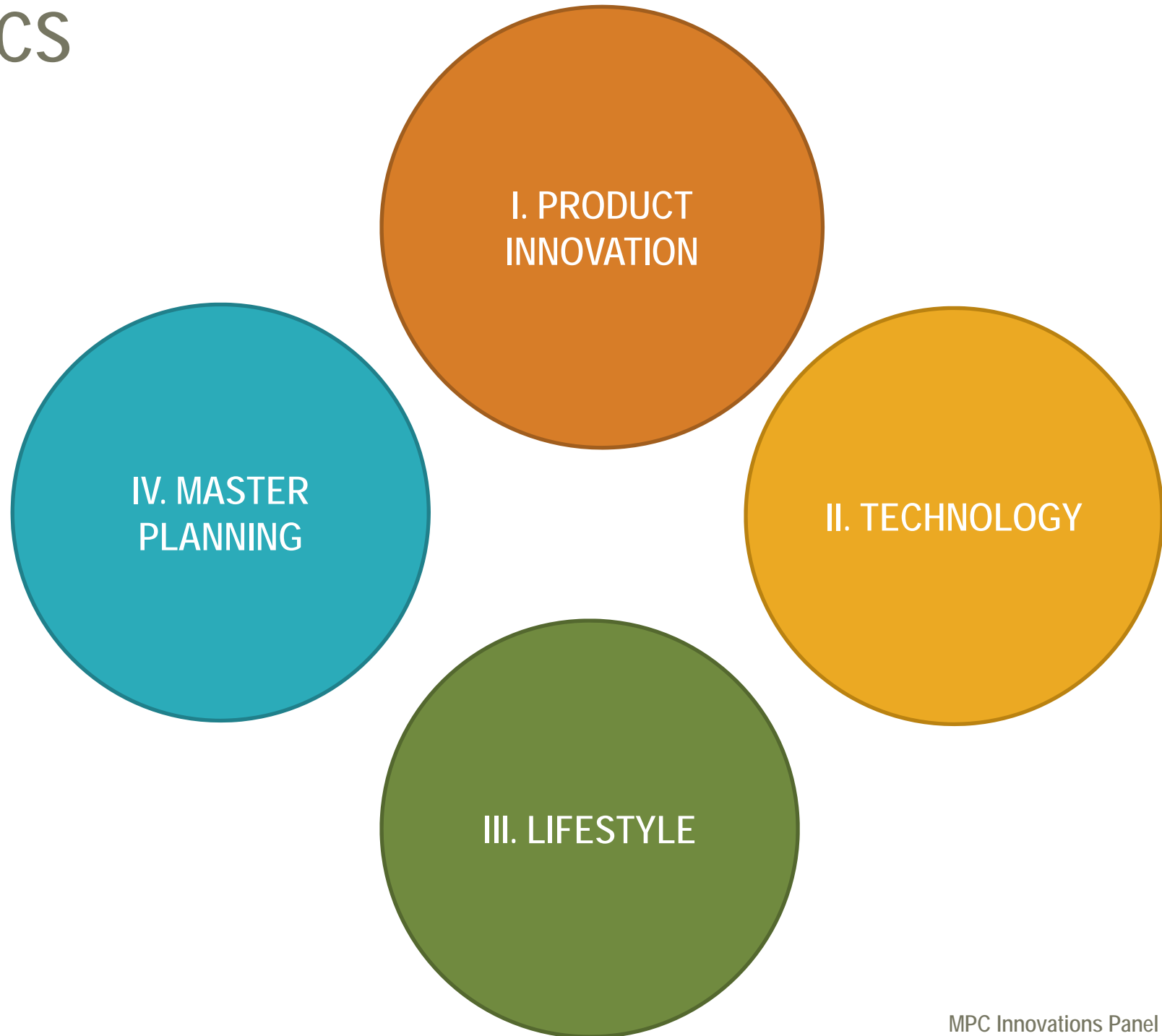
ULI Fall Meeting

*Moderated by Gadi Kaufmann*

*Panelists: Beth Callender, Laura Cole,  
Kathy Cecilian, & Tom Woliver*

**RCLCO**  
REAL ESTATE ADVISORS

# DISCUSSION TOPICS





An aerial photograph of a city skyline, likely Los Angeles, featuring prominent skyscrapers such as the Wilshire Grand Center. A large, semi-transparent white 'X' is overlaid on the left side of the image. The text 'I. PRODUCT INNOVATION' is centered in the upper right portion of the image.

# I. PRODUCT INNOVATION



## Attainability is the “target”

Start with innovative site design

SUBMITTED BY LAURA COLE





# The Pinehills: the New Home Bell Curve

- Pay attention to the edges where people above and below the average are waiting for something they'll



- SUBMITTED BY TONY GREEN;  
PRESENTED BY BETH CALLENDER





- SUBMITTED BY TONY GREEN;  
PRESENTED BY BETH CALLENDER



# ACTIVE ADULT MEETS CLUSTER COURTYARDS



## Notable:

- Better Streetscene
- Instant Neighborhood
- Increased Density

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

SUBMITTED BY SCOTT ADAMS;  
PRESENTED BY BETH CALLENDER



# UNIVERSITY DISTRICT



SUBMITTED BY ADRIAN FOLEY;  
PRESENTED BY GADI KAUFMANN

# UNIVERSITY DISTRICT

## University District – Age Targeted



PLAN ONE-farmhouse

PLAN THREE-craftsman

PLAN TWO-italianate

PLAN FOUR-spanish



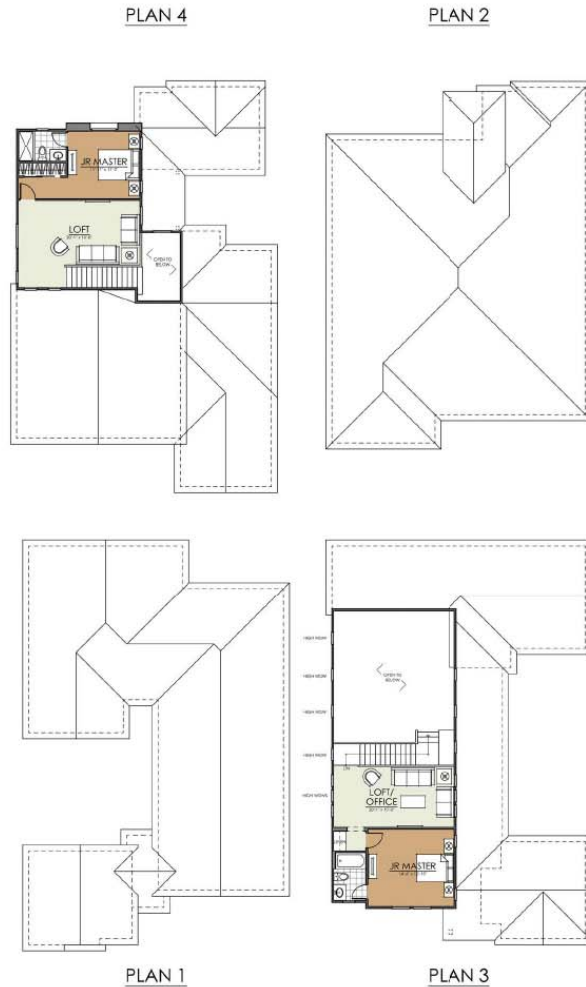
PLAN ONE-spanish

PLAN THREE-italianate

PLAN FOUR-farmhouse

PLAN TWO-craftsman

# UNIVERSITY DISTRICT



**PLAN FOUR**  
 FIRST FLOOR 1643 SQ. FT.  
 SECOND FLOOR 513 SQ. FT.  
 TOTAL LIVING 2156 SQ. FT.

**PLAN ONE**  
 FIRST FLOOR 1518 SQ. FT.  
 TOTAL LIVING 1518 SQ. FT.



**PLAN TWO**  
 FIRST FLOOR 1704 SQ. FT.  
 TOTAL LIVING 1704 SQ. FT.

**PLAN THREE**  
 FIRST FLOOR 1417 SQ. FT.  
 SECOND FLOOR 483 SQ. FT.  
 TOTAL LIVING 1900 SQ. FT.

PLAN ONE, TWO, THREE, AND FOUR CONCEPTUAL LOTTING

**AGE TARGETED 50' X 80' | BROOKFIELD HOMES**  
 ROHNERT PARK, CALIFORNIA

NOTE: SQUARE FOOTAGE MAY VARY SLIGHTLY ON CONSTRUCTION

01.29.17

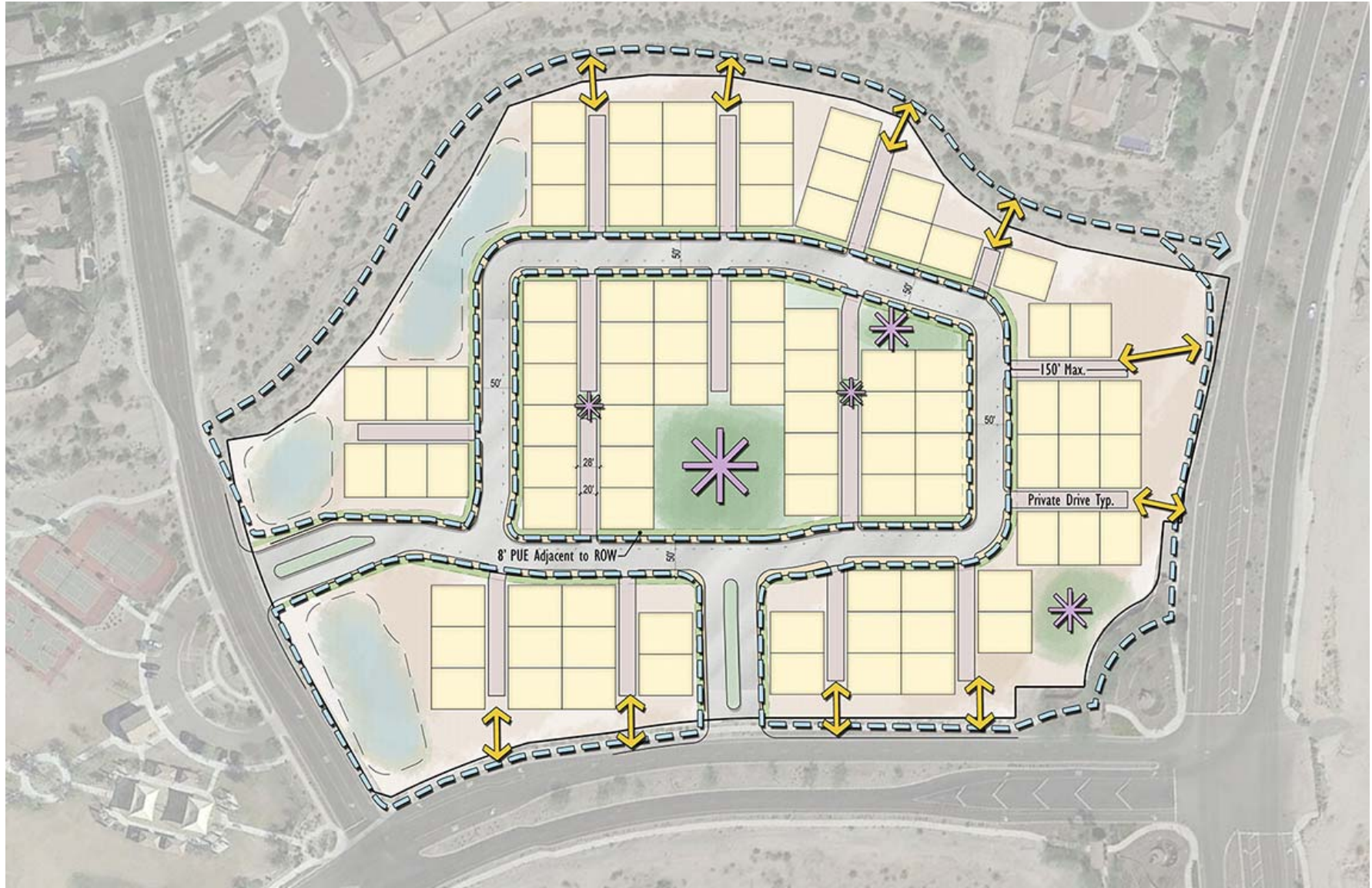
**Brookfield**  
 Residential

**woodley architectural group, inc.**  
 colorado // 731 southpark dr., suite 8  
 littleton, co 80120 / 303.483.7231  
 california // 2943 pullman st. suite A  
 santa ana, ca 92705 / 949.553.8919

15

SUBMITTED BY ADRIAN FOLEY;  
 PRESENTED BY GADI KAUFMANN

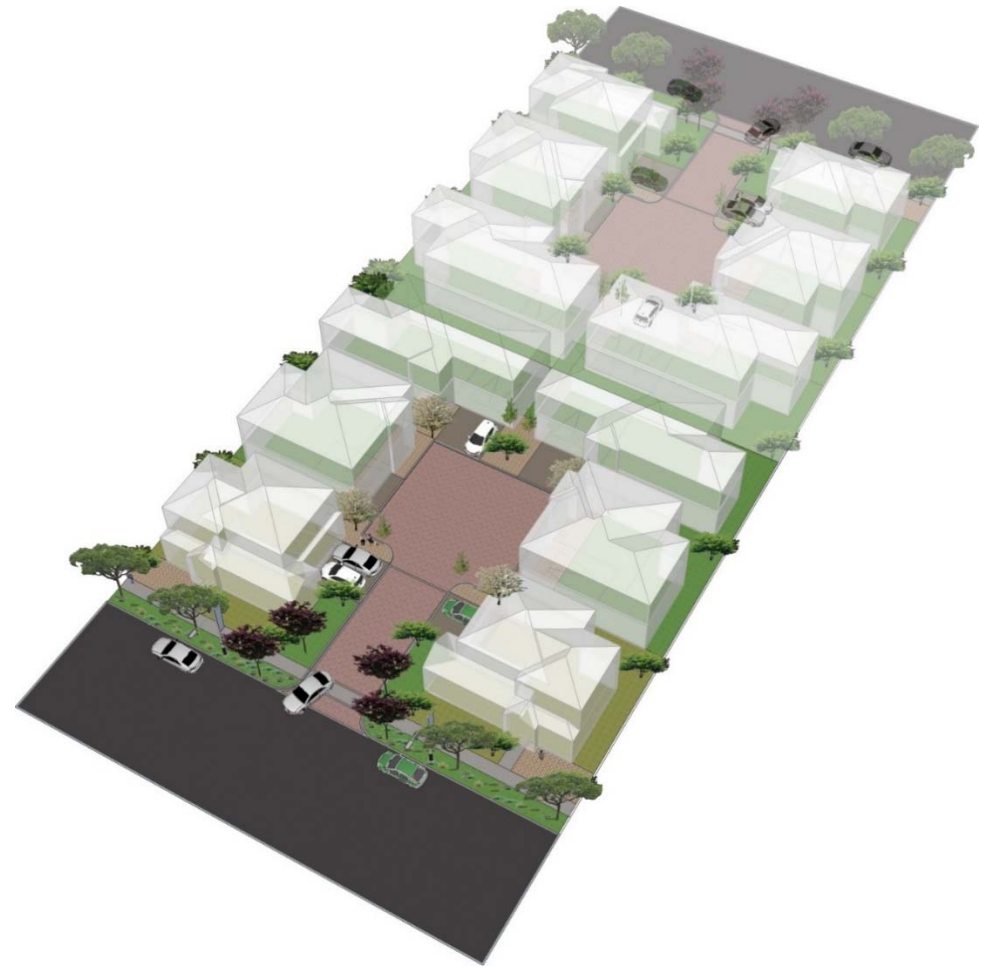




Gen Y  
1980's

145' x 120' Cluster – 6 Pack 11 dua

## "Evolved" Motor Court | Plaza & Parking



SUBMITTED BY LAURA COLE

Gen Y

17 DUA | Cottage/Bungalows

150'x150' | 9.5 DUA | SFD Two Story

18 DUA | Front Loaded w/Backyards



15 DUA |  
Green Court  
Towns

15 DUA | Front  
Loaded -  
Private  
Backyards

SUBMITTED BY LAURA COLE



## Cluster | Option's 1-3 | 8 Pack & 6 Pack SFD





# DRAMATIC CURB APPEAL ON A SMALL LOT



## Notable:

- 65' Wide x 53' Deep Lots (3,445 SF Lot Size)
- 2,200 – 2,600 SF
- 5 to 6 Homes per Acre

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SUBMITTED BY SCOTT ADAMS;  
PRESENTED BY BETH CALLENDER



# REDEFINING HOMEBUILDING FOR THE MILLENNIAL MARKET

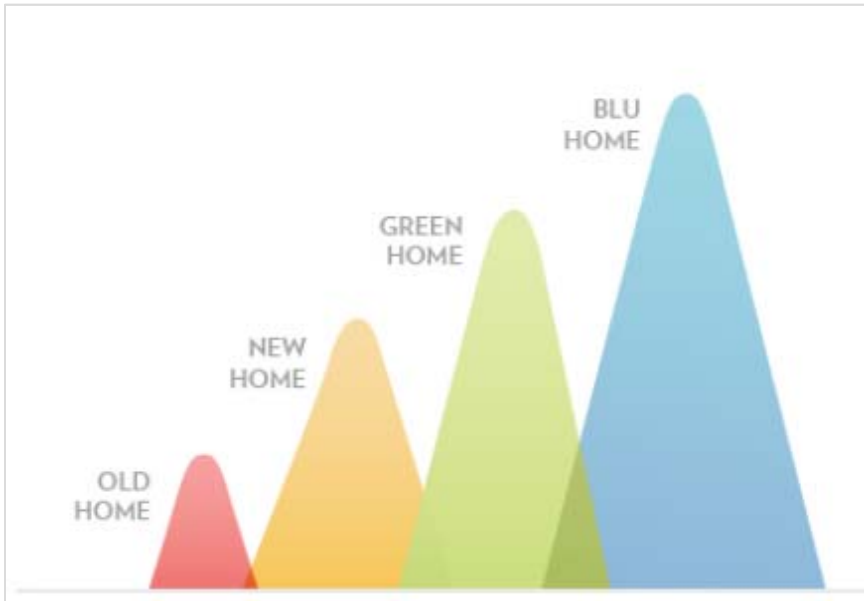


**FRESH:PAINT**  
by Garman Homes

SUBMITTED BY LAURA COLE



# BLU HOMES: LUXURY PREFAB HOMES



Often selling at 25%+ above the cost to build

SUBMITTED BY GADI KAUFMANN



# Build To Rent: A New Way of Thinking



SUBMITTED BY MATT BLANK;  
PRESENTED BY TOM WOLIVER



# NEXMETRO: BUILD TO RENT



SUBMITTED BY KEN ABRAHAMMS;  
PRESENTED BY GADI KAUFMANN



# BUILD TO RENT TOWNHOMES

## Linear Townhouse Product

Density: ~22 per Acre

Garages: Direct 2 tandem for 90%

Net Rentable SF/Ac: ~28,000 SF



**THE LINEAR TOWNHOMES**



We are trying a new series of 22 to an acre row townhouses to compete with more traditional 3-story institutional stacked, flat product that might get 26 – 27 per acre. We hope the cost will be comparable, but that the consumer preference will be much stronger for townhome living.

SUBMITTED BY RANDALL LEWIS;  
PRESENTED BY GADI KAUFMANN

# GEORGE CASEY

## The advent of new single family for rent as a product type

This broadens out demand in MPCs and brings in potential homeowners into the community, accelerating lot absorptions, too. The maturation of both ownership types for the SFR and financing alternatives for them to me means that this is a sustainable product type that is in demand and really helps a MPC.

## Accelerating advancement of off-site factory built and modular housing solutions

More of the “building” is done off-site and brought into the site.

It also redefines the role of what we now consider to be the builder and, in my mind, opens wider the option for the developer to actually become the builder, also, more easily. It is obvious that the current system creates builder-developer friction and inefficiency.

The waste in the current method of building homes sooner or later diminishes residual land value. The slowness of the current system is highly inefficient from a capital turn standpoint. Finally, the ability of the developer to better control the buyer experience and to use speed of delivery as a competitive weapon cannot be overlooked. Bottom line, there is an opening for a newer business model and it could be huge.

## Monetization of data.

I don't know how it will occur in its final form, but how developers develop, use, analyze data about the use of homes and facilities in a community will have value and this cannot be ignored.



An aerial photograph of a city skyline, likely Los Angeles, featuring prominent skyscrapers such as the Wilshire Grand Center and the City National Bank building. A large, semi-transparent white 'X' is overlaid on the left side of the image. The text 'II. TECHNOLOGY' is displayed in white, bold, sans-serif font on the right side.

## II. TECHNOLOGY



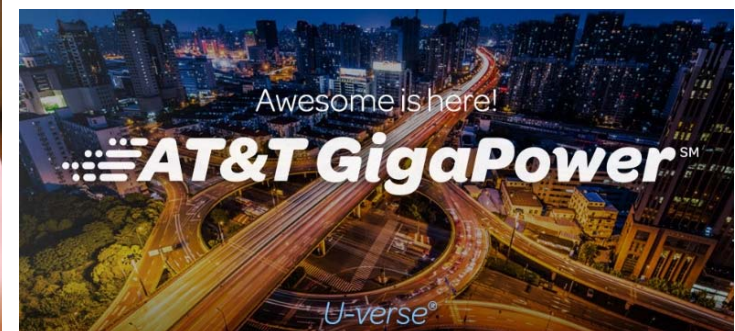
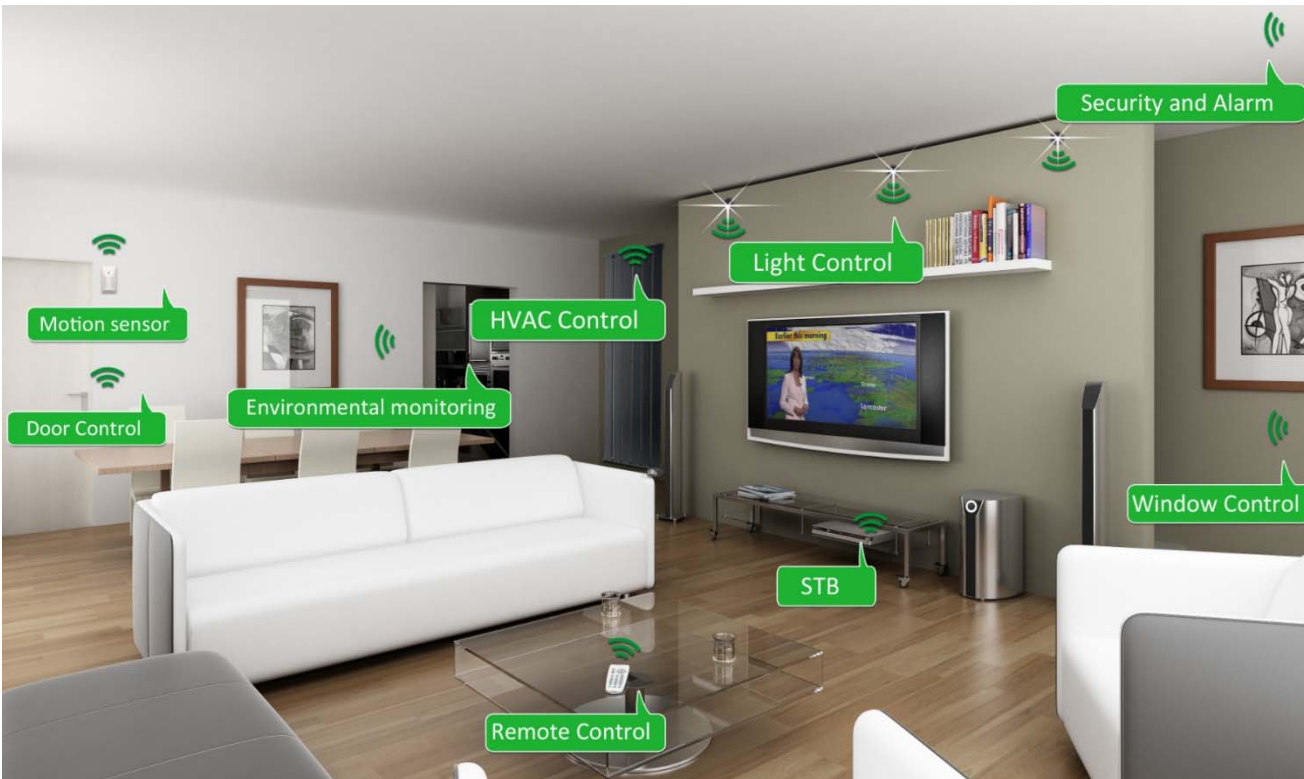
KNOW YOUR DATA, KNOW YOUR CUSTOMERS,  
KNOW YOUR FUTURE.  
**LUMINATE.**



# ADRIAN FOLEY

Technology is just starting to appear, we are looking at everything from **APPS** for the community to "usage" tracking to better understand how our residents are using the parks, pools etc.

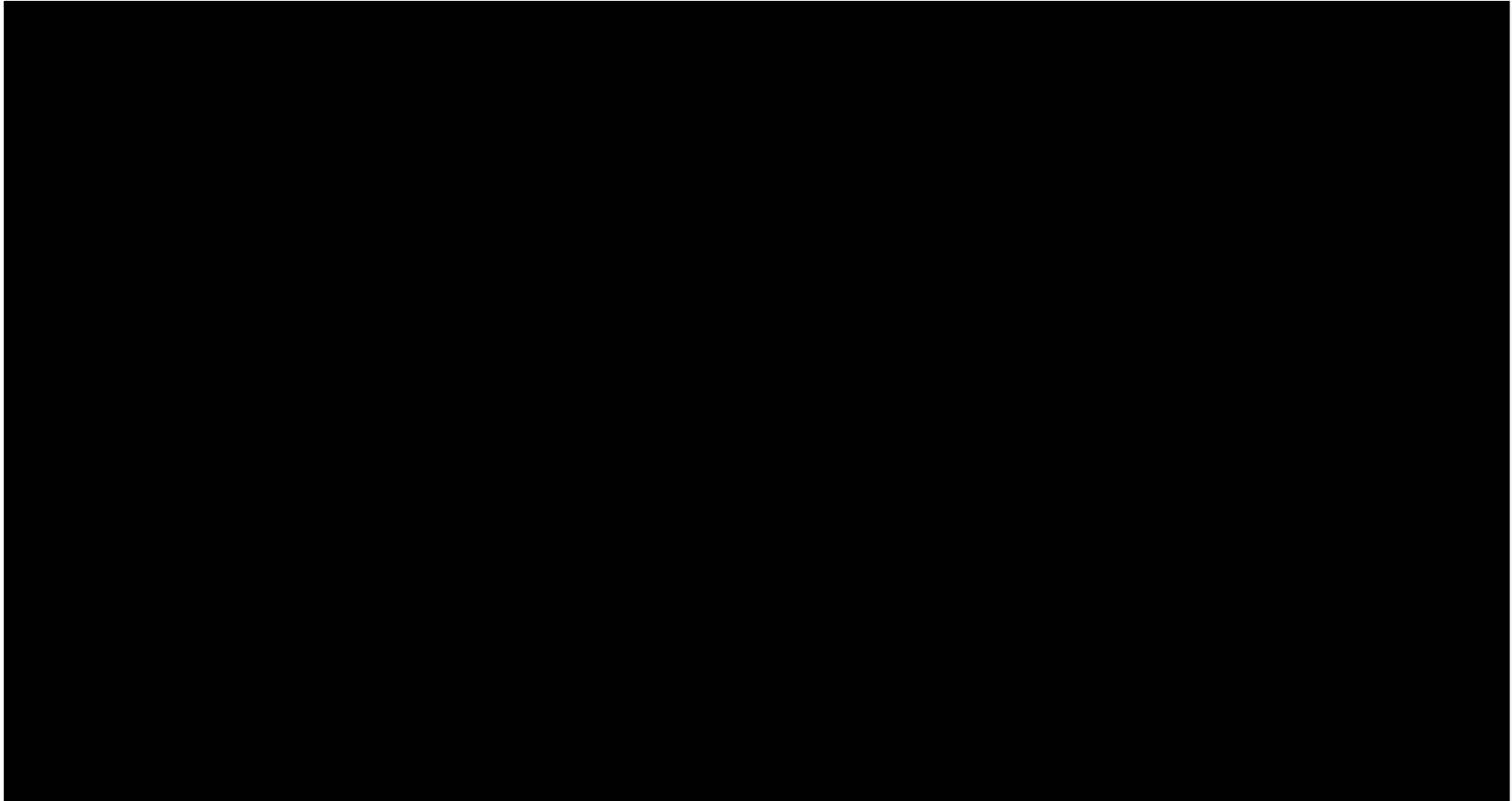
# SMART TECHNOLOGY 360



SUBMITTED BY TOM WOLIVER

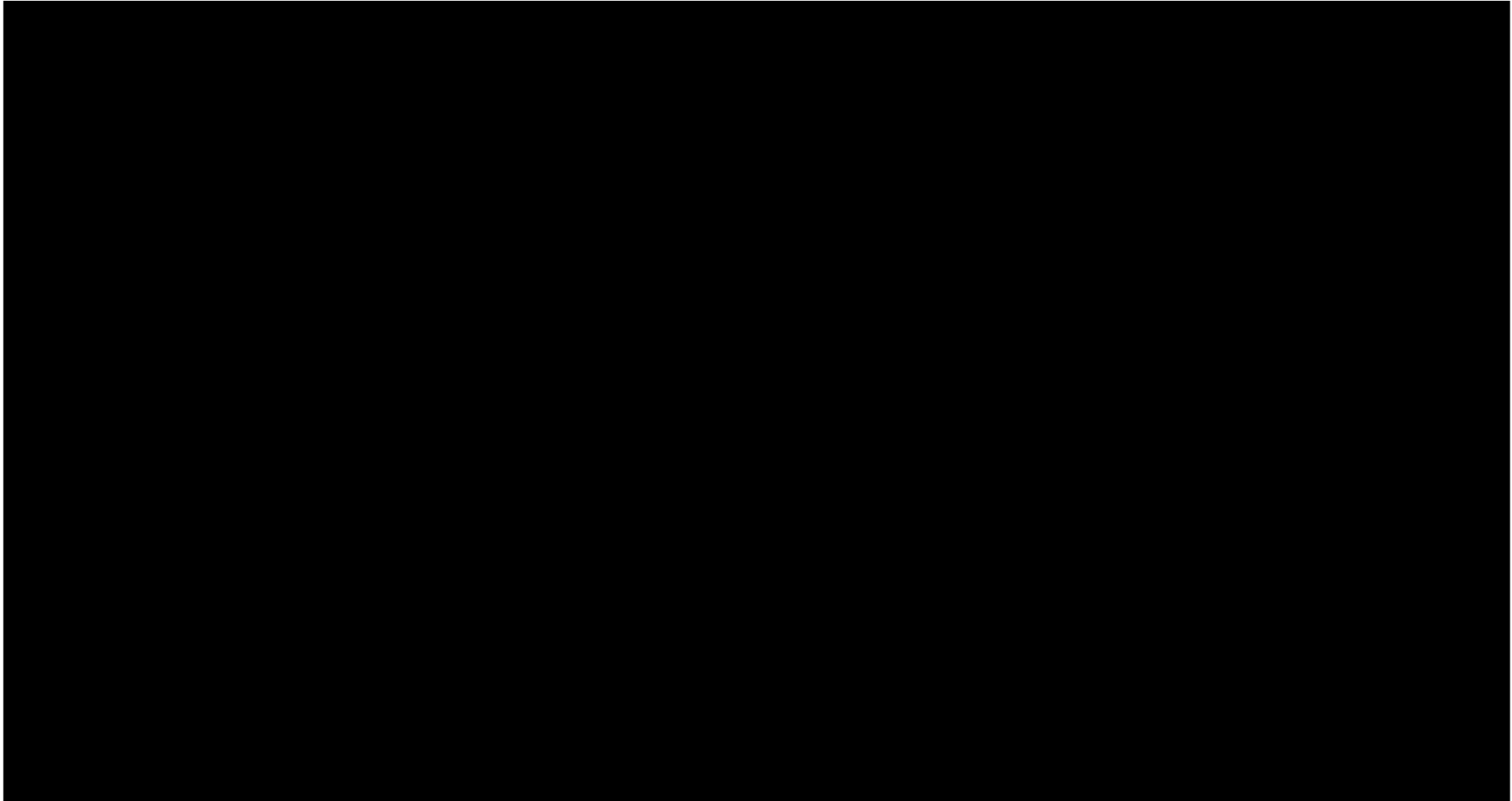


# BUILDING COMMUNITIES IN VIRTUAL REALITY



SUBMITTED BY LAURA COLE

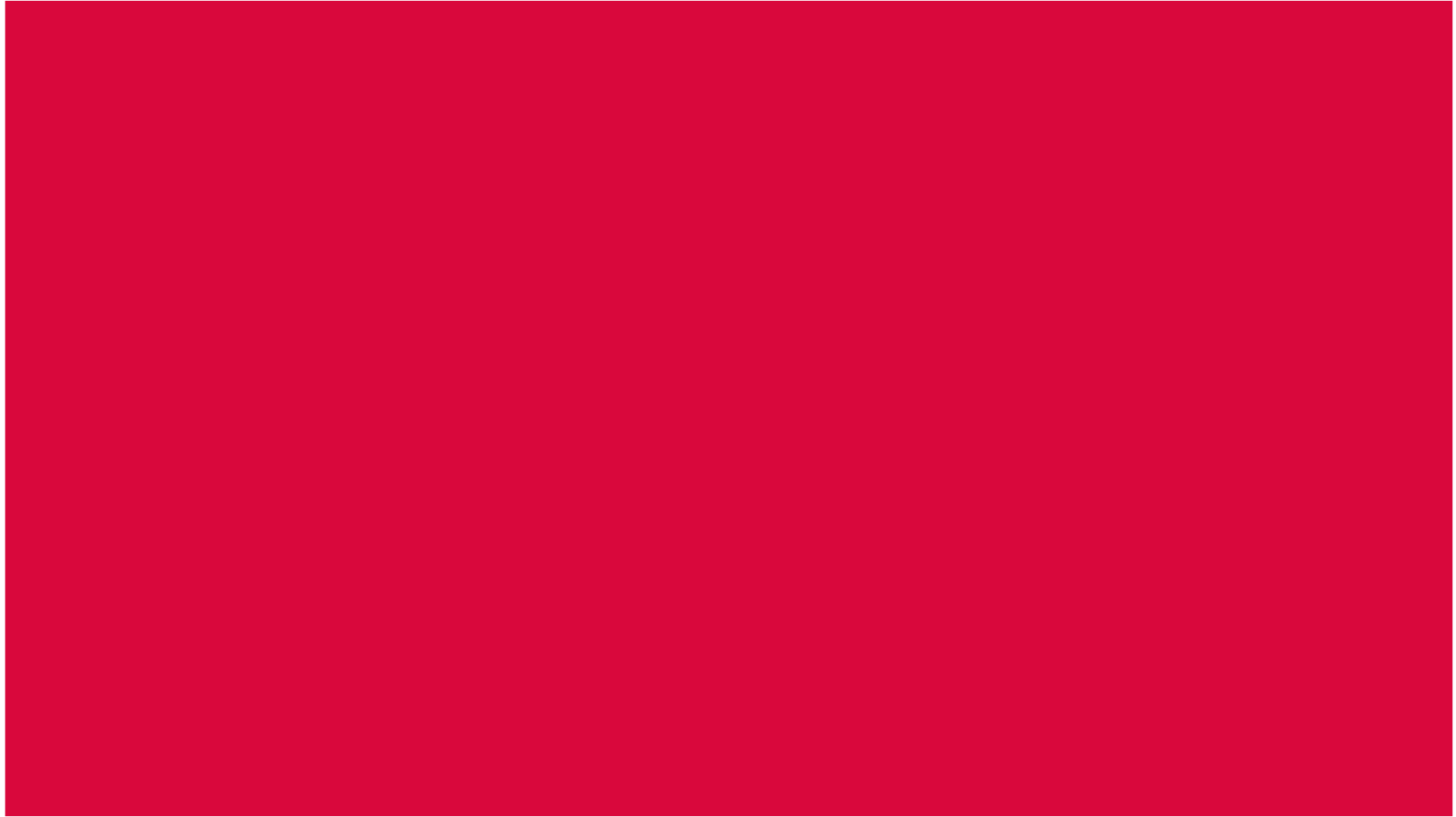
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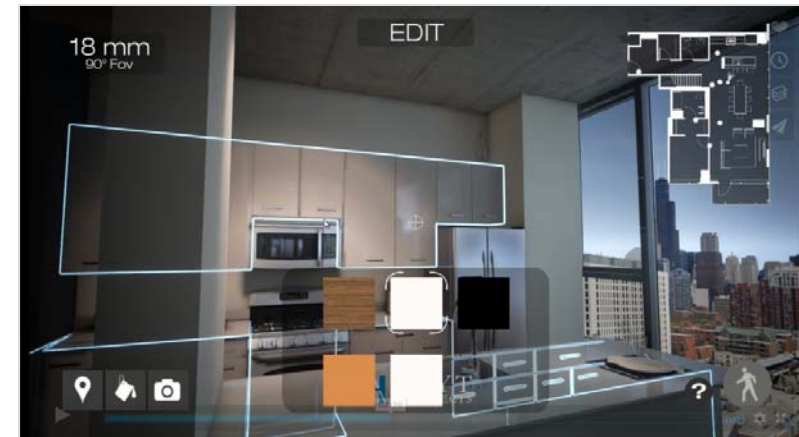
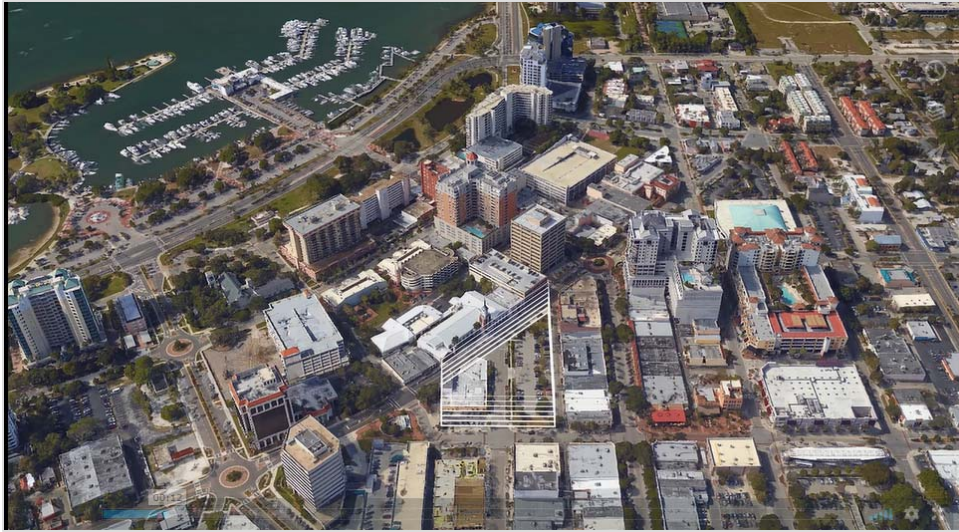


# BUILDING COMMUNITIES IN VIRTUAL REALITY



SUBMITTED BY LAURA COLE

# BUILDING COMMUNITIES IN VIRTUAL REALITY



SUBMITTED BY LAURA COLE



# RETHINK THE CAR

Improved transportation, ride-share, electric bikes, and the advent of driverless cars – how much real estate should the car “own” in our new communities?

- ▶ Protected bike lanes
- ▶ Bike parking
- ▶ Bike Share within the community
- ▶ Off-street trails and pathways
- ▶ Variety of trail types/surfaces
- ▶ Trails that go somewhere!



SUBMITTED BY BETH CALLENDER

# RETHINK TRANSIT

## Olli: 3-D printed, All Electric, Driverless Shuttle



SUBMITTED BY BETH CALLENDER



# RETHINK TRANSIT

Olli: 3-D printed, All Electric, Driverless Shuttle



SUBMITTED BY BETH CALLENDER

# UBER ELEVATE

## What is Uber Elevate?

- ▶ On-demand urban air transportation
- ▶ Push a button, get a flight
- ▶ A Network of small, electric aircraft that take off and land vertically called E-VTOL

## Initial Vertiports

- ▶ Frisco Station
- ▶ DFW International Airport



SUBMITTED BY TOM WOLIVER



# PLANNING FOR THE “LAST MILE”



SUBMITTED BY TOM WOLIVER

# ROBOTS SERVING THE HOSPITALITY INDUSTRY

- ▶ Robots serving the hospitality industry made by a company called Savioke.
- ▶ Their products are being used by companies such as Marriott, FedEx, Millennium Hotels and Resorts, and Starwood. Each company refers to their robots with a customized name (Marriott has “Wally”)



## No Tip Required

Relay delivers everything from food and beverages to linens and toothpaste directly to the guest room. More than convenience, Relay delivers the highest level of reliability and security.



## An Experience Worth Sharing

Studies confirm, TripAdvisor scores and social media reviews directly effect hotel occupancy and RevPAR. That's where Relay can help. A social media magnet, Relay inspires guests to share positive posts and reviews about your property.

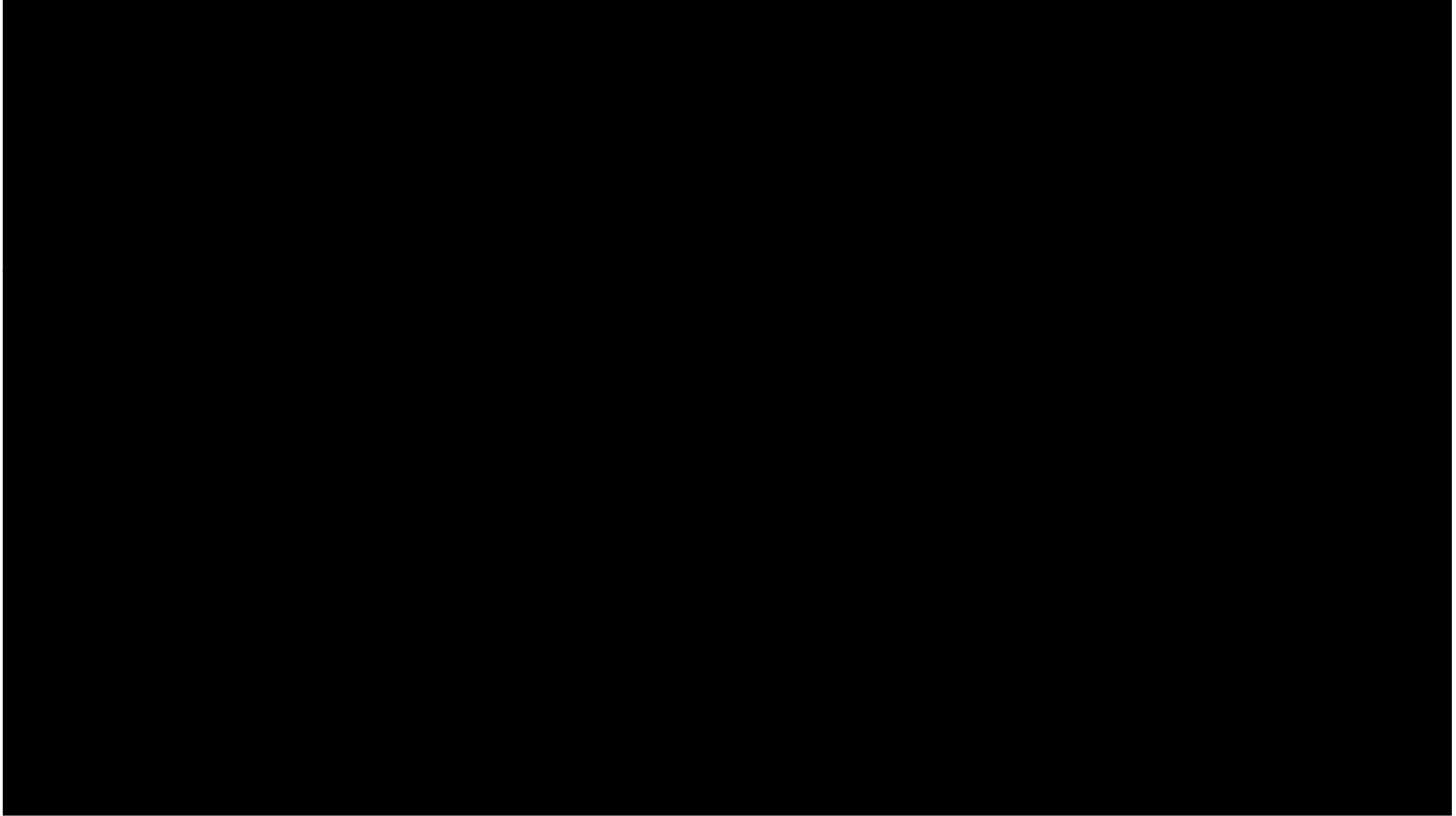


## Happy Staff = Happy Guests

Over 80% of hotel staff say Relay makes them more effective and more satisfied with their job. By taking over the time consuming task of guest room deliveries, Relay lets your team focus on the job of creating a positive guest experience.



# ROBOTS SERVING THE HOSPITALITY INDUSTRY



SUBMITTED BY GADI KAUFMANN

# THE NEW SECURITY GUARD

This is a security robot that patrols a very upscale shopping district in Houston, TX!

- An example of bots coming into our worlds and replacing human talent



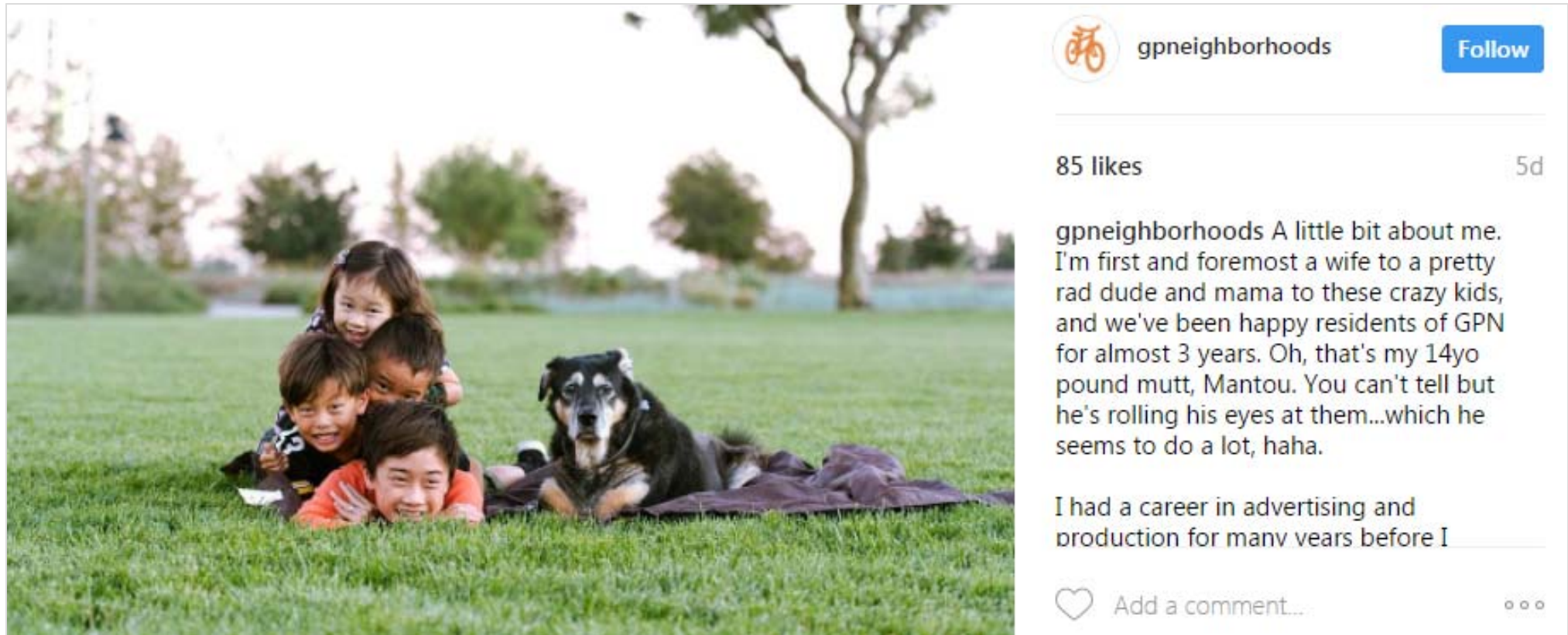
SUBMITTED BY RENEE LEWIS



# TECHNOLOGY IN USE BY THE COMMUNITY

## Instagram Takeover – Great Park Neighborhoods

- ▶ GPN team invited a resident to take over their Instagram account for a day in an effort to generate **authentic story-telling** from their residents POV
- ▶ Engagement increased by **50%** during the takeover



SUBMITTED BY JANN ROWE;  
PRESENTED BY BETH CALLENDER

An aerial photograph of a city skyline, likely Los Angeles, featuring prominent skyscrapers such as the Wilshire Grand Center and the US Bank Tower. A large, semi-transparent white 'X' is overlaid on the left side of the image. The text 'III. LIFESTYLE' is positioned on the right side, partially overlapping the cityscape.

## III. LIFESTYLE



**LH3**

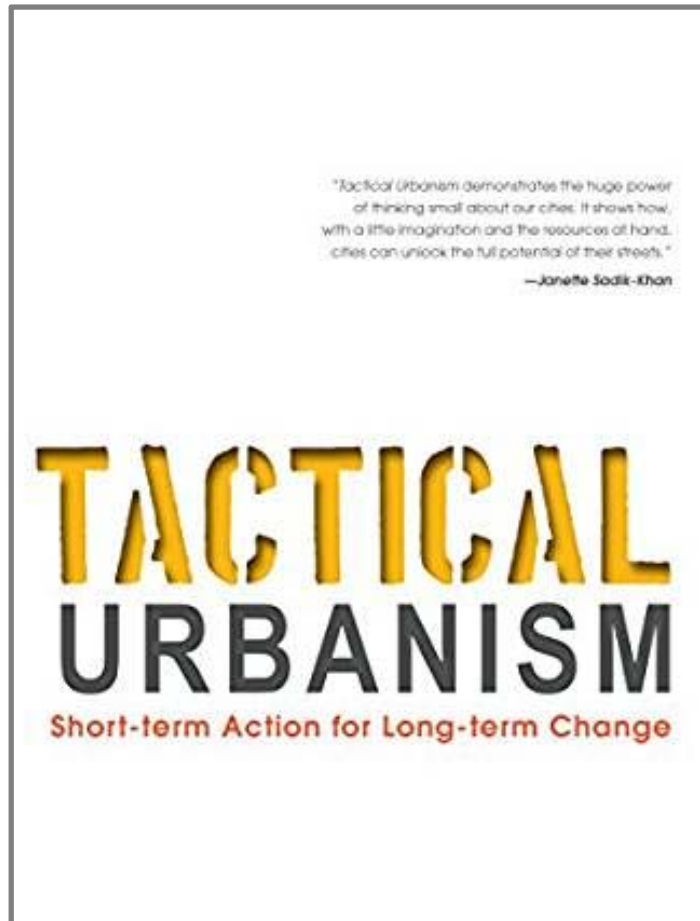
Specific Examples

Are we over-segmenting?

Amenities and Activities that cater to all demographics

Lauren Hinson, 9/27/2017

# USING TACTICAL URBANISM TO CREATE SURBANS



Get the Book



Parklets



Pop-up venues

SUBMITTED BY BETH CALLENDER



# USING TACTICAL URBANISM TO CREATE SURBANS



Street Fairs



Guerilla Gardening

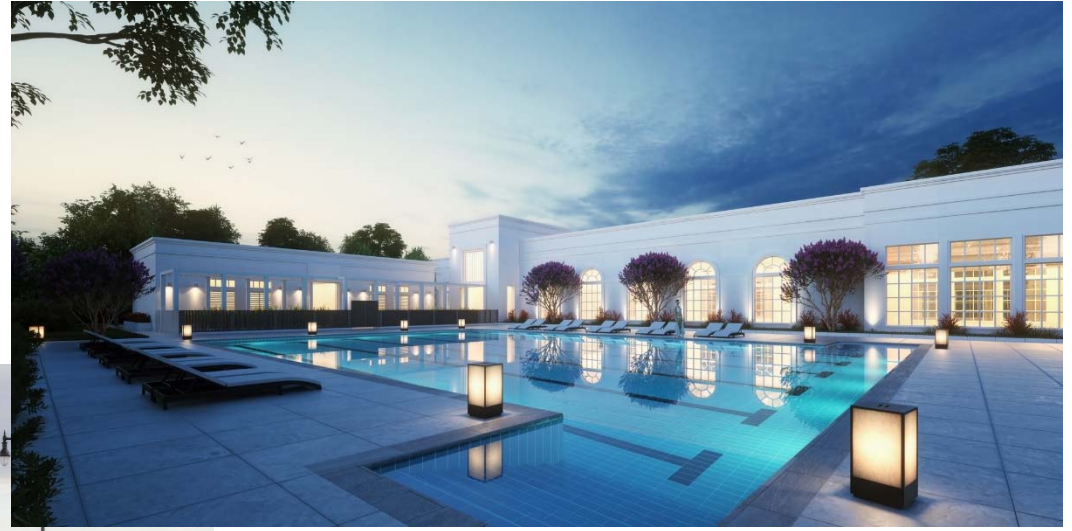


Invade the Street

SUBMITTED BY BETH CALLENDER

# WALSH – DALLAS FT. WORTH

- Wired for 10 Gigabit per second internet
- Telemedicine program
- Makerspace



- Interactive playground
- Market
- Co-working space



SUBMITTED BY BETH CALLENDER



# USING YOUR NATIVE ASSETS – RIVERLIGHTS

## What made it work?

- ▶ Context
- ▶ Partners/operators

## Instead of a Clubhouse:

- ▶ 100+ Slip Marina
- ▶ 5,000 SF Stand Alone Restaurant
- ▶ 25,000 SF Mixed-Use Building with Apartments Over Retail



SUBMITTED BY TOM MCKAY;  
PRESENTED BY BETH CALLENDER



# THE PINEHILLS: MAKING MIXED-USE WORK

To achieve ROI without subsidies, it has to grow organically

► 2/3 – 1/3 Rule



SUBMITTED BY TONY GREEN;  
PRESENTED BY BETH CALLENDER



# THE CAMP-OUT: RANCHO MISSION VIEJO

## CELEBRATE THE GREAT OUTDOORS

- ▶ 9 tent structures sleep 2-4 people each
- ▶ Residents enjoy coordinated activities
  - » campouts
  - » day camps
  - » individual reservations
- ▶ Promotes unstructured play.



SUBMITTED BY AMAYA GENARO;  
PRESENTED BY BETH CALLENDER



# RETHINKING THE TRAIL



Avid Adventure Trails



Avid Bike Parks



Avid Group Fitness Stations



Avid Pump Tracks

Avidtrails

LH1

SUBMITTED BY KATHY CECILIAN



## Slide 46

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**LH1**

1. Avid Trails. How are amenities changing? What is the solution to right sizing?  
Why is being outside important? How is this company augmenting community fun?

Lauren Hinson, 9/27/2017

# ACCESS OVER OWNERSHIP

When you can pay to use cars by the minute, and access office space by the hour, then 'traditional' ownership looks wasteful.

## FINALLY, LESS STUFF!

- Storage – what do I need to store vs. what I can borrow?
- Kitchen – how do pre-portioned meals and Amazon Home Delivery impact design?
- Connectivity – with streaming service, access on demand, WIFI is as important as electricity.



Asheville Tool Library



The Orange Bike – Great Park Neighborhoods

SUBMITTED BY BETH CALLENDER



# BREATHING ARTS AND CULTURE INTO MPCs



SUBMITTED BY LAURA COLE



# MY LIFESTYLE, MY CLUBHOUSE



## Notable:

- The Clubhouse is the neighborhood meeting place
- Coffee and Wine Bar
- Presentation Kitchen
- New Social Spaces
- Knockout Fitness Center

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SUBMITTED BY SCOTT ADAMS;  
PRESENTED BY BETH CALLENDER



**LH2**

"My Lifestyle, My Clubhouse"

Regarding the clubhouse size, these images are from several different clubhouses ranging from 4,000sf to 18,000sf.

Regarding hard costs: generally \$250/sf is reasonable on the west coast, but clubhouses with commercial food activities bump up to around \$300/sf.

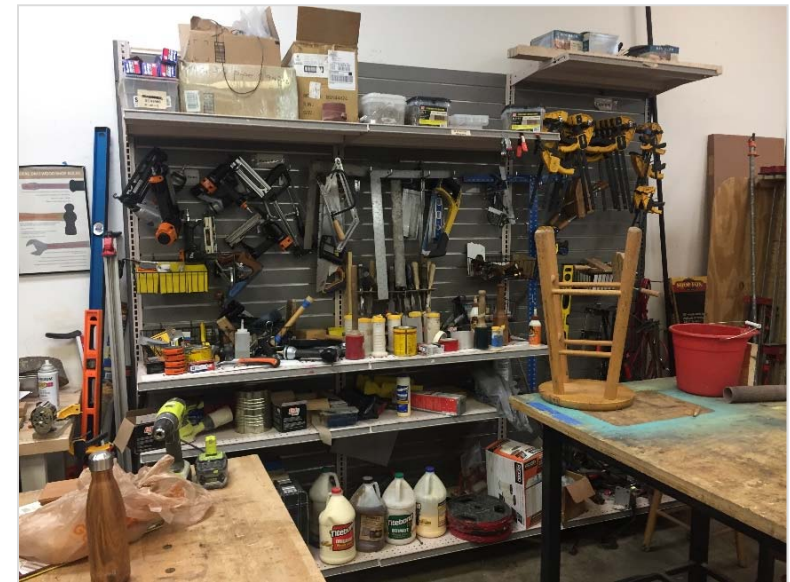
Gadi, we're happy if you want to announce these "value ranges", should you select this image. However, we'd prefer not to announce this kind of detailed info as one of the bullet point on the graphic. That's because we want builders to be inspired to "kick it up a notch"!

SCOTT R. ADAMS, AICP

Lauren Hinson, 9/27/2017

# MAKER SPACES AS THE NEW AMENITY?

## Guess What? It's Messy.



SUBMITTED BY BETH CALLENDER





# UniversityDistrict

ROHNERT PARK, CALIFORNIA

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SUBMITTED BY ADRIAN FOLEY;  
PRESENTED BY GADI KAUFMANN

# UNIVERSITY DISTRICT

## LOCATION

University District residents have the best of many worlds at their doorstep.



NORTH OF SAN FRANCISCO

SOUTH OF SANTA ROSA

LOCATED OFF HIGHWAY 101



Adjacent to Sonoma State University  
& the Green Music Center

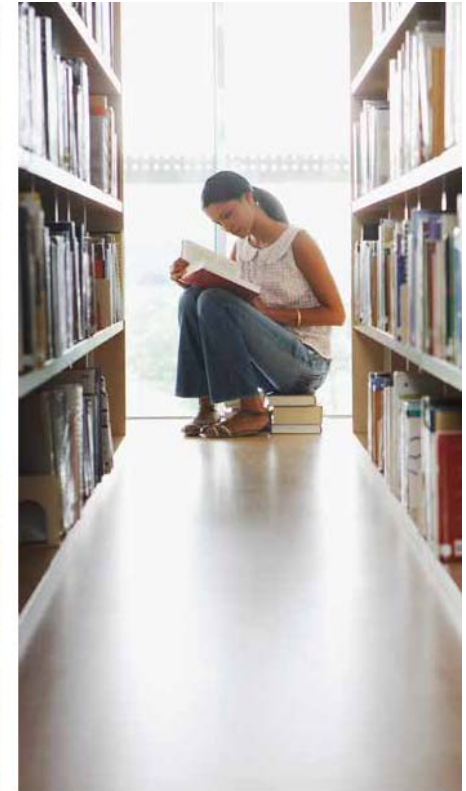


NEIGHBORHOOD  
PARKS

RAIL TRANSIT  
SYSTEM OPENING IN  
2016

18-HOLE CHAMPIONSHIP  
GOLF COURSES

BIKE & WALKING TRAILS



SONOMA  
STATE  
UNIVERSITY



Named a "Best Regional  
University" by *U.S. News  
& World Report*

SUBMITTED BY ADRIAN FOLEY;  
PRESENTED BY GADI KAUFMANN



An aerial photograph of a city skyline, likely Los Angeles, featuring prominent skyscrapers such as the Wilshire Grand Center and the City National Bank building. A large, semi-transparent white 'X' is overlaid on the left side of the image. The text 'IV. MASTER PLANNING' is displayed in white, bold, sans-serif capital letters on the right side.

## IV. MASTER PLANNING



# PLANNING FOR PEOPLE



SUBMITTED BY TOM WOLIVER



# PLANNING FOR ALL PEOPLE: “FREE RANGE” KIDS



SUBMITTED BY TOM WOLIVER



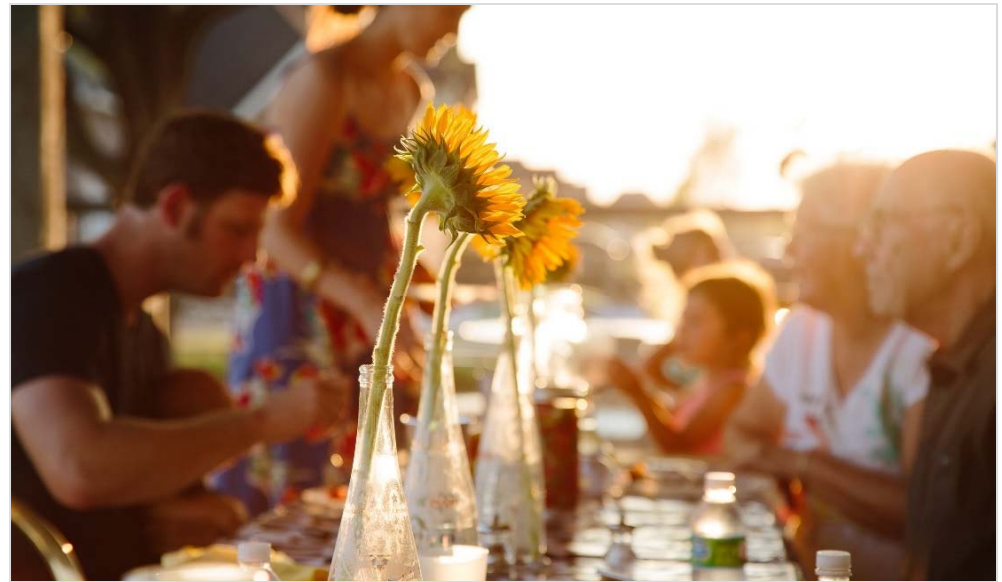
# THE HUMAN CONNECTION



SUBMITTED BY TOM WOLIVER



# FOOD AS AN AMENITY



SUBMITTED BY TOM WOLIVER



# THE "AGRI-HOOD"

## HARVEST, NORTHLAKE, TX



SUBMITTED BY TOM WOLIVER



# SPORTS AS AN ANCHOR

## Constellation Field, Home to the 2016 Atlantic League Champion Sugar Land Skeeters

- Stadium jump-started and now anchors the Imperial redevelopment project



SUBMITTED BY DOUG GOFF;  
PRESENTED BY BETH CALLENDER

# SPORTS AS AN ANCHOR

## How It Worked



- ▶ Citizen-Led Visioning Task Force Recommended Minor League Baseball Stadium; a partnership between the City, land developer and the team
- ▶ Developer donated 22 acres and received \$1M COSL advance for the infrastructure
- ▶ City contributed \$36M and received TIRZ reimbursement for surrounding development
- ▶ Team provided \$6M in capital and leased the facility for 25 years.
- ▶ 7,500 seat capacities, more than 500K attendees in 2016; regional economic benefit at \$7.7 annually

SUBMITTED BY DOUG GOFF;  
PRESENTED BY BETH CALLENDER



# WORDS OF WISDOM FROM THE FIELD

- ▶ Gone are the country club-style amenity centers that are closed-off, cold in design, and give a sense of exclusion vs. inclusion.
- ▶ Driven by technology – consumers are living more flexible lives; employers are adapting workplaces; and physical retail space has become more experiential.
- ▶ MPC and Mixed-Use projects should consider integrating these dynamics into their amenity offerings and programming to strengthen neighborhood connectivity.
- ▶ Reflect the consumers need and desire for gathering places, entertainment and open space into the overall community.
- ▶ A cohesive approach to developing “place” and soft programming can build a strong brand that leads to above-market performance.

SUBMITTED BY TOM MCKAY;  
PRESENTED BY BETH CALLENDER



# MPC INNOVATION PANEL

ULI Fall Meeting  
October 26<sup>th</sup>, 2017

**RCLCO**  
REAL ESTATE ADVISORS