“THE BEST OF THE BEST IN NEW RESIDENTIAL HOUSING”

ULI Trends Day
Los Angeles
October 25, 2017
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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1. Suburban Single-Family – Roshambo; Chapel Hill, NC (FreshPaint)
2. Pocket/Cottage Community – Black Apple; Bentonville, AK
3. Single-Family Rentals – Avilla Grace, Phoenix, AZ (NexMetro)
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**

- **MASTER**: 12'0"x14'-0"
- **KITCHEN**: 8'-10"x14'-9"
- **DINING**: 9'-10"x14'-1"
- **FAMILY**: 15'-2"x15'-7"
- **FRONT PORCH**: 11'-3"x6'-6"
- **LOFT**: 8'-11"x4'-7"
- **BR #2**: 11'-5"x10'-3"
- **BR #3**: 13'-4"x10'-3"

**Total Sq. Ft.:** 1,724

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

932 Sq. Ft.

1,236 Sq. Ft.
3. SINGLE-FAMILY RENTALS
AVILLA GRACE; PHEONIX, AZ (NEXMETRO)
4. LUXURY INFILL TOWNHOMES
Grosvenor Heights, Bethesda, MD (EYA)
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Grosvenor Heights, Bethesda, MD (EYA)
4. LUXURY INFILL TOWNHOMES
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.
5. STACKED FLATS

CLEO; PLAYA VISTA, CA (BROOKFIELD)
5. STACKED FLATS
CLEO; PLAYA VISTA, CA

2,242 Sq. Ft.
5. STACKED FLATS
CLEO; PLAYA VISTA, CA
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)

<table>
<thead>
<tr>
<th>Unit</th>
<th>Bed</th>
<th>Bath</th>
<th>SQ.FT.</th>
<th>Rent</th>
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<tbody>
<tr>
<td>A</td>
<td>Studio</td>
<td>1</td>
<td>256</td>
<td>$960 - $1,000</td>
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<tr>
<td>B</td>
<td>Studio</td>
<td>1</td>
<td>256</td>
<td>$930 - $1,000</td>
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<td>C</td>
<td>Studio</td>
<td>1</td>
<td>256</td>
<td>$930 - $1,000</td>
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<td>$930 - $1,000</td>
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<td>E</td>
<td>Studio</td>
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<td>F</td>
<td>Studio</td>
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<td>G</td>
<td>Studio</td>
<td>1</td>
<td>256</td>
<td>$930 - $1,000</td>
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TOTAL AREA
256 SQ.FT.
LEVELS
02 - 13

RCLCO
REAL ESTATE ADVISORS

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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)
8. HIGH-RISE CONDO
THE ROCKWELL, SAN FRANCISCO, CA (OYSTER DEV)
8. HIGH-RISE CONDO
THE ROCKWELL, SAN FRANCISCO (OYSTER DEV)

E1101
EAST TOWER
2 BED
2 BATH
874
APPROX SQ FT
DOWNLOAD PDF

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

VERTEX; ASU, TEMPE, Z (PEAKCAMPUS)

+/-1,300 Sq. Ft.
9. STUDENT HOUSING/CO-LIVING

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

OSLO, WASHINGTON, DC (DITTO)

+/- 1,400 Sq. Ft.
### 9B. CO-LIVING/MICRO HYBRID

**COMMON BALTIC; BROOKLYN, NY (COMMON)**

#### Traditional Apts vs. The Common Suite

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<tr>
<th></th>
<th>Traditional Apartment</th>
<th>Common Suite</th>
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<tbody>
<tr>
<td>**Traditional Rentals for 5</td>
<td>2BR + 1BR + 2BR**</td>
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<tr>
<td>Square Feet</td>
<td>3,000</td>
<td>1,370</td>
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<tr>
<td>Rent</td>
<td>$3,400/1BR + $4,500/2BR</td>
<td>$1,800/BR</td>
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<tr>
<td>Rent / Square Foot</td>
<td>$50</td>
<td>$79</td>
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![Common Baltic, Brooklyn, NY](image)