



UP  
NOT OUT

HELLO

DUSTIN JULIUS



BRENT STEBBINS



**UP,  
NOT OUT**

**HISTORY**

origin of building  
vertically

01

**COST DRIVERS**

what economic benefits  
can be achieved

02

**ECOLOGICAL ADVANTAGE**


benefits of perserving  
existing landscape

03

**MARKETING OPPORTUNITY**

lifestyle opportunities  
and benefits

04



“our cottages are our best  
seller; our studio and  
one-bedroom apartments  
are hard to sell”

# History

## COTTAGE LIVING

sheltered parking

big open floor plans

large windows with  
multiple exposures

outdoor living

no corridors

acoustic separation

01



# History



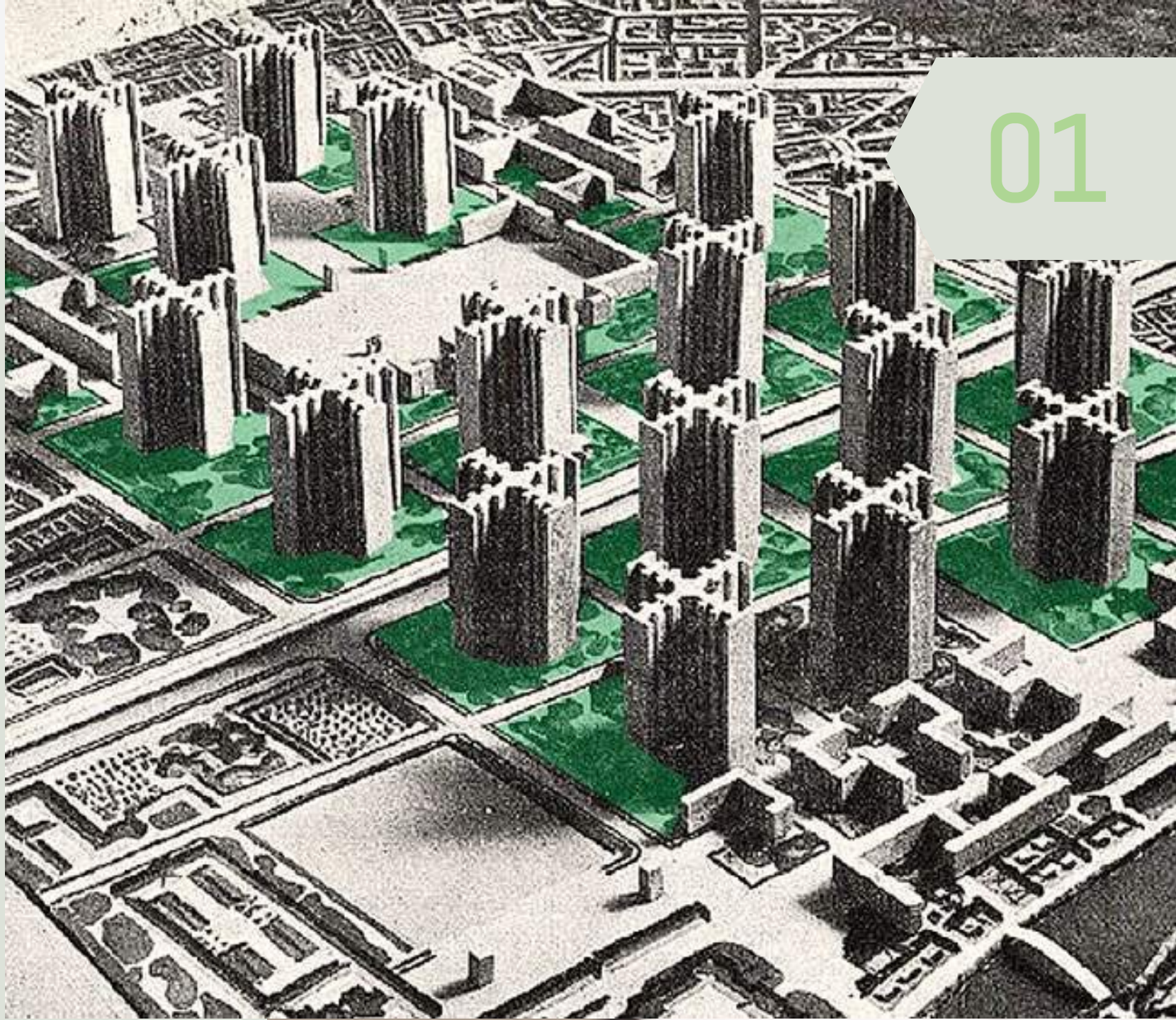
# History

01

*'Towers in the Park'*

Le Corbusier

high rise buildings  
surrounded by  
landscaped parks



# Cost Drivers

02

land value

site development  
costs

sprawling  
infrastructure



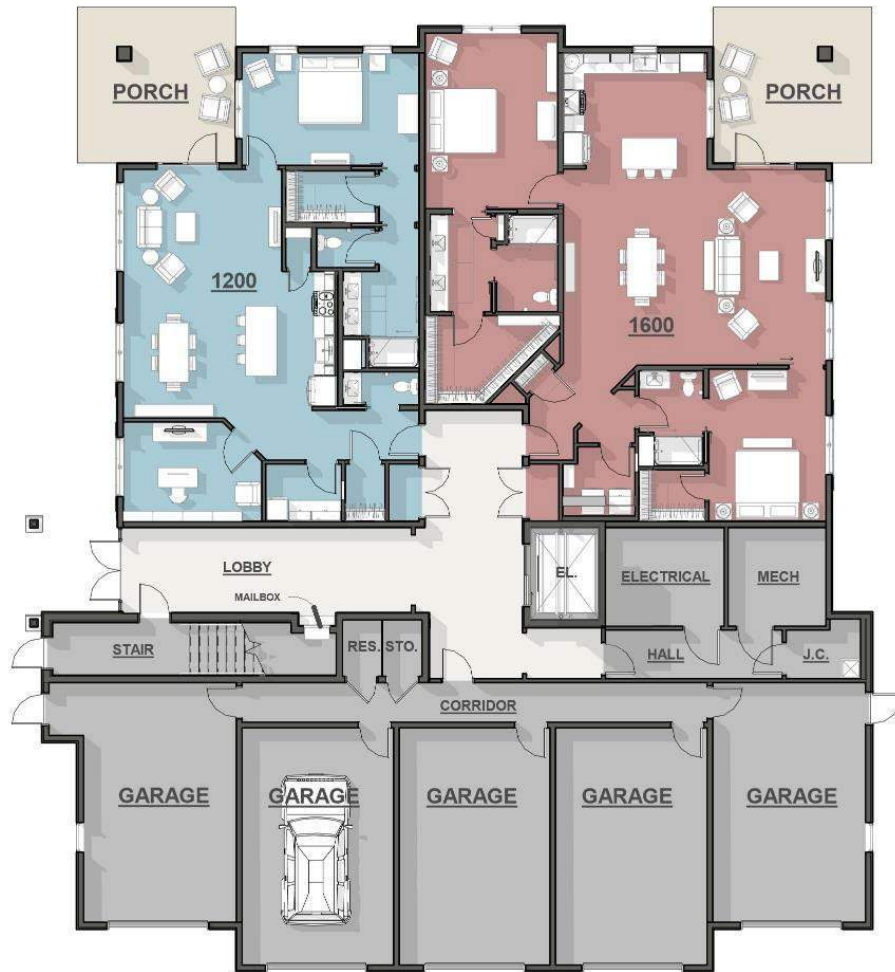




First Floor



Garage Level



first floor



second floor



# Ecological Advantage

03

sustainability mindset

minimize ecological  
disruption

preserve open space

connections to nature:  
inside and out



**28**

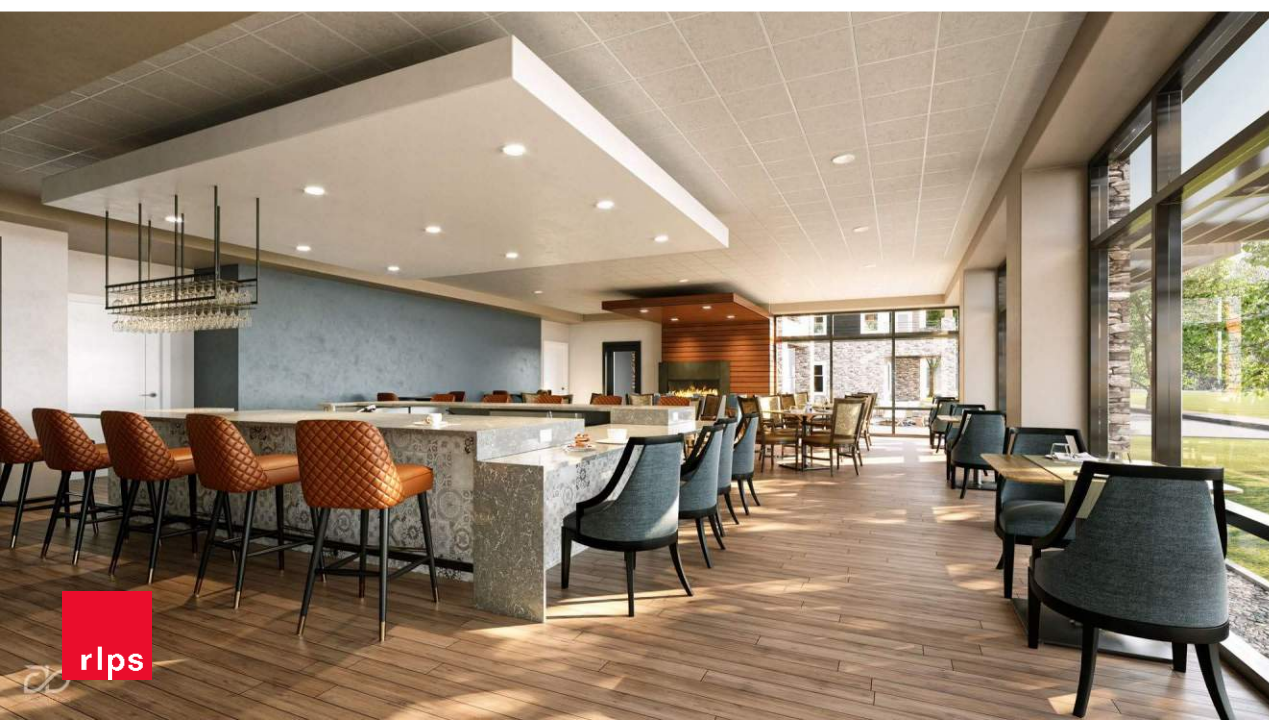
**APARTMENTS**

**8**

**COTTAGES**

**16**

**DUPLESES**



rlps

Ecological Advantage





Ecological Advantage



SUMMER

WINTER

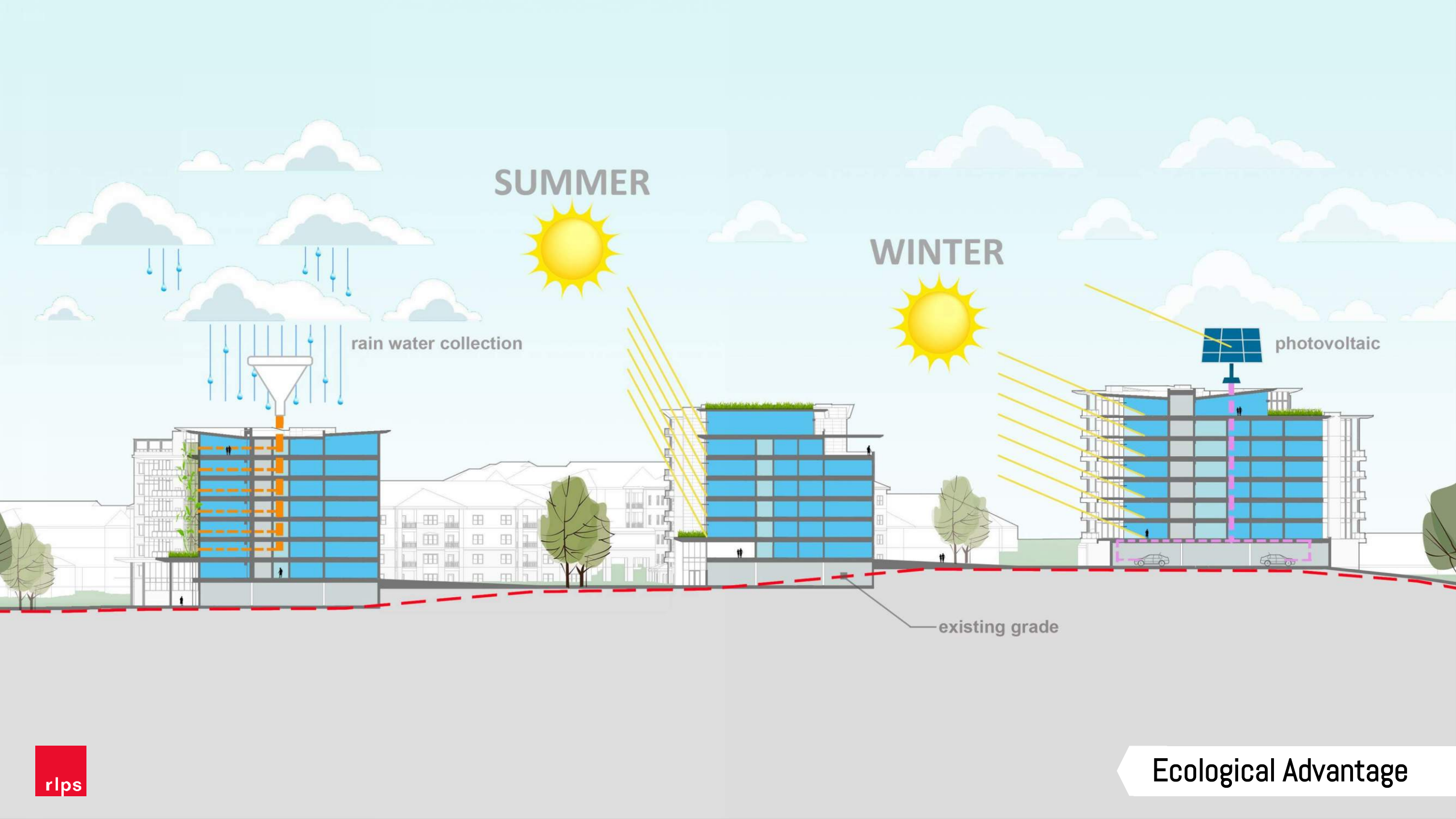
rain water collection

photovoltaic

existing grade



Ecological Advantage



# Marketing Opportunity

luxury living with  
abundant  
personalization

sell the experience

lifestyle amenities

strong, meaningful  
connections



04





Marketing Opportunity



rlps



Marketing Opportunity





rlps



Marketing Opportunity



**LEARNING**



**STORY TELLING**



**EXPERIENCE**



**ENGAGEMENT**



An aerial photograph of a city skyline at sunset. The foreground is filled with a dense grid of residential buildings, mostly brick and multi-story. The background features a prominent skyline of skyscrapers, including several with distinctive architectural features like pointed tops and glass facades. The sky is a clear, light blue, and the sun is low on the horizon, casting a warm, golden glow over the city. The text 'THANK YOU' is overlaid in the top right corner, and 'UP NOT OUT' is overlaid in the bottom left corner.

THANK YOU

UP  
NOT OUT