

Course Syllabus

UST/PDD 610 Urban Development Process/Market Analysis

Meeting Time: Wednesday night, 6:00-9:50 p.m.  
Place: **Urban Building 241-Sweet Seminar Room (2<sup>nd</sup> floor)**  
Instructor: **Robert A. Simons, Ph.D.**  
Phone: (216) 687-5258  
Email: r.simons@csuohio.edu  
Office Hours: Room #UR 223 **Wednesday 4:50-5:50 p.m., and by appointment**  
Special Guest Lecturer: Mitchell Schneider  
Phone: (216) 381-2900  
Email: mcs@first-interstate.com  
Graduate assistant: Eugene Choi [e.choi@csuohio.edu](mailto:e.choi@csuohio.edu) , 216 401 2695, UR 232D address

Required Reading Materials:

- (**MBW**) Real Estate Development: Principles and Process, Mike Miles, Gayle Berens, and Marc Weiss, Washington DC: ULI, 2000
- (**F**) Market Analysis for Real Estate: Concepts and Applications in Valuation and Highest and Best Use. By Stephen Fanning, Appraisal Institute, 2006
- (**S**) Mixed Use Development Handbook. By Dean Schwenke, 2003.  
Washington DC: ULI Press

Optional Book

- (**DW**) Urban Real Estate Markets, by Denise DiPasquale and William Wheaton, Prentice Hall  
1996

Instructors Course Overhead Notes Available from College of Urban Affairs N drive at N:/Simons/PDD 610 fall 2008/lectures/L#\*.ppt Or [ftp://urban.csuohio.edu/utility](http://urban.csuohio.edu/utility). This gets you to the N drive. Then go to Simons/PDD 610 fall 2008/lectures/L#\*.ppt

Course Description

This course is intended for graduate students with little or no background in the urban development process or market analysis of urban redevelopment projects. There are two main goals of the course: 1) familiarize the student with the real estate development process in an urban context, and 2) train the student in market analysis techniques.

The first half of the course will deal with the importance and history of real estate, the development of real estate concepts, the public/planning role, and the market, financial and

management aspects of real estate development. It will include several guest speakers on specific real estate development projects. Emphasis will be on a "back of the envelope" level of real estate analysis, using the front door-back door deal analysis technique.<sup>2</sup>

The second portion will address the market analysis of commercial and mixed use urban development in general and retail space in particular. Sessions will address secondary data sources; market area definition, site analysis and highest and best use; market demand, demand surveys and forecasting; and competitive supply and data gathering. Next, we will put the pieces together with the analysis of market niches and market penetration rates, lease rates, synergism, tenant mix and the go/no go decision. Subsequent sessions will briefly cover market analysis of office, industrial real estate and housing. There will also be part of one session on how to critique a market study.

In general, each session will be split into two parts: lecture (**L**); and either class discussion of a real estate topic or a guest speaker (**D**).

### Course Requirements

The first part of the course on the urban development process would have three short written fieldwork assignments on researching site history, attending a real estate public meeting, the front door back door assignment, and a take home midterm project/exam which will emphasize a "back of the envelope" analysis for an actual real estate project of the students' choosing. Some of the assignments may be assigned as group projects.

The market analysis portion will have a written assignment on market area definition, and a market analysis paper. Student will be required to make a power point presentation of their final project. Students will be responsible for material drawn from lectures and class discussions. A small portion of your grade will also be based on class participation.

### Grading procedures

Grading for the course will be as follows:

4 short assignments	40 %
Take home midterm exam	20 %
Market analysis paper	25 %
Final Presentation	10 %
Participation	5 %
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TOTAL	100 %

The numerical values for the letter grades are:

A=93-100, A-=90-92, B+=88-89, B=81-87, B-=79-80, C=70-78, F=69 or less.

Students should refer to the CSU Graduate Bulletin for administrative procedures related to drop-add, withdrawal, and incompletes.

<u>Session Number</u>	<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
1 RS, MS briefly	8/27	L1-Introduction to real estate development process Mixed use concept <b>D: ASSIGNMENT #1 - RESEARCH SITE HISTORY</b>	Reading: MBW 1,2,3
2 RS	9/03	L2-History of real estate and urban development Housing trends <b>MIXED USE TRENDS</b> <b>D: ASSIGNMENT #2 - ATTEND PLANNING COMMISSION MEETING</b>	DW 1 Reading: MBW 7,8,9 <b>S 1-3</b>
3 RS	9/10	L3-idea conception and market analysis feasibility	Reading: MBW 10,11,12, 16,17,18, F 16 <b>Research Flats East Bank on www</b> <b>GUEST SPEAKERS: 8:30-10 pm. Flats East Bank Project: Adam Fishman, Randy Ruttenberg (invited).</b>
4 RS	9/17	L4-Planning approval/public role	Reading: MBW 13,14, 15 S 4-5 <b>GUEST SPEAKER: Chris Ronayne, CEO University Circle Inc., conf. 8:30-10pm</b>

**\*\* ASSIGNMENT #1: DUE: Research Site History \*\***

5 MS <b>(RS testimony in Baltimore)</b>	9/24	L5- financing/loans Cap rates <b>GUEST SPEAKER: 8:30-10 pm. Kelly Hoy, David St. Pierre, confirmed</b>	Reading: MBW 4,5,6,AppxB
6 RS <b>(end RH#2)</b>	10/1	L6-implementing real estate projects <b>GUEST SPEAKER: Arne Goldman, confirmed</b>	Reading:MBW 19,20,21,22,23 F11

**\*\* ASSIGNMENT #2 Due: attend planning meeting \*\***

<u>Session Number</u>	<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
7 DO (erev yom kippur )	10/8	L7-Brownfields Overview <b>green building, LEED</b>	Reading: N:/simons/610 <b>Simons&amp;Saurwein</b> BF chapter review mixed use book
<b>GUEST SPEAKER: Bob Amjad, Hemisphere Development, invited 8:30-10 PM invited</b>			
8 RS  (end succot 2)	10/15	L8-Market analysis & market failure , L8a, Front door back door analysis	Reading F chapters 1-6
<b>GUEST SPEAKER: Peter Rubin, Coral Corp., confirmed. 8:30pm D-Pass out assignment #3 ***Midterm handed out***</b>			
9 DO (simchat torah end)	10/22	L9-Market area definition, site analysis, linkage, spatial monopoly, highest and best use D-Gravity Model, hand out assignment #4	Reading: F 7 Reading: DW 3, 4, 5
<b>GUEST SPEAKER: Dr. Sung Gheel Jang 8:30 – 10 PM (Dr. Sung Gheel Jang &amp; class, confirmed</b>			
<b>Computer lab session on real estate spreadsheets Friday pm/Saturday am (Youngme Seo)</b>			
<b>** TAKE HOME MIDTERM EXAM/PROJECT DUE **</b>			
<b><u>GIS Demonstration and PDD 643 student hookups</u></b>			
10 RS	10/29	L10-Market demand, data sources, economic forecasts, surveys of demand, and Competitive supply, space inventory data gathering-planning department	Reading: DW 6,  Simons -Westown Market study (N drive) F 8, 9, 10
<b>**ASSIGNMENT #3 DUE – Front door back door assignment GUEST SPEAKER: Gary Gross, invited</b>			
11 MS	11/5	L11-Market penetration, market niches, lease rates, tenant mix, go/no-go	Reading: \$&Cents,  GUEST SPEAKER: GUEST SPEAKER: <i>Albert Ratner, Forest City Enterprises, confirmed 6:30-7:30pm</i> F 12, 19

<u>Session Number</u>	<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
12 RS	11/12	L13-Housing market analysis	F 15 Reading: DW 8, 9, skim 10

**GUEST SPEAKER: Ken Lurie, Rysar 8:30 – 10 PM**

**\*\*ASSIGNMENT #4 DUE: Define Retail PMA (PDD 643 students assist)\*\***

13 MS	11/19	L12-Office and industrial market analysis and land development	Reading F 13, 14 S 6-8 plus cases
<b>GUEST PANEL: 8:30-10 pm. Mixed use Ameritrust building, Doug Price, Mike Mintz,</b>			

14 RS	11/26	L14-Critique of market studies	Reading: Eldred-Myers Reading: DW 12, F Appx A
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15 RS	12/3	early student presentations.	
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**12/8 \*\*FINAL MARKET STUDY PAPER DUE 5:00 pm\*\***

16 RS	12/10	<b>STUDENT PRESENTATIONS and short list for competition</b>	
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**Competitor Mentoring begins Thursday 12/11/8**

**David O'Neill confirmed, Peter Rubin, confirmed, Ken Lurie, confirmed, Arne Goldman, confirmed, Mitchell Schneider, confirmed, Gary Gross, confirmed**

### **MARKETING COMPETITION**

**Monday 15 December, 3:30-5:00pm Bonda Room. RS in charge**

**NAIOP SPONSORSHIP ? 2 judges if yes, Scott Maloney and Brian Ambrose, Mitchell Schneider, David O'Neill, Gary Gross, confirmed, Arne Goldman, confirmed, Ken Lurie, confirmed, Suzanne Hamilton, ??, Peter Rubin Confirmed**

PDD/UST 610 Urban Development Process/ Market Analysis  
SURVEY OF CLASS PARTICIPANTS

1. Name \_\_\_\_\_
2. Email address \_\_\_\_\_
3. Telephone Number (h) \_\_\_\_\_ (w) \_\_\_\_\_
4. Social Security Number or CSU student ID # \_\_\_\_\_
5. Enrollment status at CSU \_\_\_\_\_
6. Full time student or part time student \_\_\_\_\_
7. Real Estate Development Experience \_\_\_\_\_
8. Your current job \_\_\_\_\_
9. Your objectives in this course \_\_\_\_\_  
\_\_\_\_\_
10. Experience with computerized spreadsheets \_\_\_\_\_  
\_\_\_\_\_
11. Any prior economics, math, real estate or finance courses??  
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12. Are you in the Real Estate Certificate Program? \_\_\_\_\_
13. Any GIS experience? \_\_\_\_\_