

Course Syllabus

UST 610 Urban Development Process/Market Analysis

Meeting Time: Wednesday night, 6:00-9:50 p.m.
Place: **Urban Building 253/254-Bonda Seminar Room (2nd floor)**
Instructor: **Robert A. Simons, Ph.D.**
Phone: (216) 687-5258, cell (216) 401-1700.
Email: r.simons@csuohio.edu
Office Hours: Room #UR 223 **Wednesday 4:50-5:50 p.m., and by appointment**
Co-Instructor: Kirby Date, Room UR 22, (216) 687 5477
k.date@csuohio.edu

Required Reading Materials:

- (PH) Professional Real Estate Development, 3rd edition. Richard Peiser, and David Hamilton, Washington DC: ULI Press 2012.
- (F) Market Analysis for Real Estate: Concepts and Applications in Valuation and Highest and Best Use. By Stephen Fanning, Appraisal Institute, 2006
- (GM) Sustainable Development Projects: Integrating Design, Development and Regulation. David R. Godschalk and Emil E. Malizia. Chicago: American Planning Association Press 2013.

Instructors Course Overhead Notes, resource files, and all assignments are available from CSU through Blackboard Learn 9.1.

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.

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 short 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	35 %
Take home midterm exam	20 %
Market analysis paper	25 %
Final Presentation	10 %
Participation (Blackboard Discussion groups)	5 %
In-class participation	5 %

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 special needs, drop-add, withdrawal, and incompletes.

Special Needs

Students who feel they may need special accommodations based on the impact of a disability should contact the Office of Disability Services at (216) 687-2015. The Office is located in MC 147. Accommodations need to be requested in advance and will not be granted retroactively.

Students with special needs must identify themselves to the instructor by the end of the second week of classes.

<u>Session Number</u>	<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
1	8/30	L1-Introduction to real estate development process Economy and Foreclosure D: ASSIGNMENT #1 - RESEARCH SITE HISTORY MACKENZIE HUTTON FROM ULI WILL VISIT 8:15PM	Reading: skim all books GM chapters 1&2
2	9/06	L2-History of real estate and urban development Housing trends D: ASSIGNMENT #2 - ATTEND PLANNING COMMISSION MEETING D -Lake Development case GUEST SPEAKER: Dr. Kyle Julien, 8:30-10 pm	Reading: PH 1
3	9/13	L3-idea conception and market analysis feasibility RS AT AfRES IN SOUTH AFRICA GUEST LECTURER DAVID O'NEILL Guest speaker: 8PM: Diana Whisenant	Reading: PH ch. 2, GM ch. 5 Simons and DeWine: Red Door Church Project, West tech case ch 19

DISCUSSION 1 –THURSDAY 5PM SUNDAY 5PM

What should we do with all those empty church and school buildings in Cleveland? Who owns them, and what are their objectives? (read both case studies)

4	9/20	L4-Planning approval/public role GUEST INSTRUCTOR: Jim Kastelic, until 6-730. GUEST SPEAKER Ms.Ann Klavora Shaker Heights Planning	Reading: PH 3
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**** ASSIGNMENT #1: DUE: Research Site History ****

5	9/27	L5-implementing real estate projects GUEST SPEAKERS: 8:15pm Arne Goldman , Jud Kline	Reading: F11
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CSU REAL ESTATE SEMINAR –2-4pm DAY-TIME extra Credit points

6	10/4	L6- financing/loans Cap rates GUEST LECTURER DAVID O'NEILL GUEST SPEAKER: 8:30pm Mike Dostal, PrivateBank	Reading: PH financing pps 125-8;202-216; 261-265
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**** ASSIGNMENT #2 Due: attend planning meeting****

<u>Session Number</u>	<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
7	10/11	L7, Project Finance Front door - back door analysis ROB NAMY, confirmed. GUEST INSTRUCTOR	GM chapters 3 & 4 hand out assignment #3
		and CoStar Demonstration by Daniel Kubala	8:30pm

RS OUT

DISCUSSION 2 –THURSDAY 5PM through SUNDAY 5PM***Is it the time to invest in the USA? Are we bouncing along the bottom, are Asian markets overbuilt?***

8	10/18	L8-Market area definition, site analysis linkage, spatial monopoly, highest and best use D-Gravity Model, GUEST SPEAKER: Kirby Date 830pm	Reading: F 7
9	10/25	L9-Market demand, data sources, economic forecasts, surveys of demand, and Competitive supply, space inventory data gathering-planning department L9 B-Market penetration, market niches, lease rates, tenant mix, go/no-go	Reading: PH 7 Simons -Larchmere Market study F 8, 9, 10,12, 19 L11 appendix

Guest Speaker: Josh Rosen 830-10pm**** ASSIGNMENT #3 DUE – Front door back door assignment**

10	11/1	L10 Industrial market and land development workshop on final class projects	Reading: F chapters 1-6 Reading: PH 8
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**** TAKE HOME MIDTERM EXAM/PROJECT DUE ****

<u>Session Number</u>	<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
Tuesday 11/7 ATTEND HBA MEETING (3 EXTRA CREDIT POINTS) 10am-4pm OFF CAMPUS at Embassy Suites 5800 Rockside Woods Blvd N, Independence, OH 44131			
11	11/8	L11-Office market analysis Guest Speaker: Adam Fishman 615-745pm	Reading F 13, 14, PH 5, 6
12	11/15	L12-Housing market analysis Guest Speaker Ken Lurie	Reading: F 15, PH 4
ASSIGNMENT #4 DUE: Define Retail PMA			
13	11/22	L14-Critique of market studies Before thanksgiving	Reading: Eldred-Myers
<u>DISCUSSION 3 –THURSDAY 5PM SUNDAY 5PM</u> <i>Market analysis for a use new to that submarket: how can you do one?</i>			
14	11/29	More finance: discounted cash Flow exercise GUEST SPEAKER SLOT?	F Appx A, GM ch. 6 &7
15	12/6	Panel: 6:00 pm -8:00 pm. How about those Millenials: will they ever buy a house? David O’Neill, Michelle Jarboe, David Heller, plus xxx 8-10pm Early student presentations	
12/11 FINAL MARKET STUDY PAPER DUE 5:00 pm**			
16	12/13	STUDENT PRESENTATIONS. NO FINAL EXAM	

Fall Semester 2017

Important Dates

Priority Registration Begins	February 27, 2017
Open Enrollment Begins	May 1, 2017
Term Begins (Saturday)	August 26, 2017
First Weekday Class	August 28, 2017
Last Day to Join a Course Waitlist	September 1, 2017
Last Day to Drop with Full Refund	September 1, 2017
Last Day to Add (CampusNet Registration)	September 3, 2017
Last Day to Drop	September 8, 2017
Course Withdrawal Period Begins - 'W' Grade Assigned	September 9, 2017
Last Day to Withdraw from Courses	November 3, 2017
Midterm Grades	October 16-22, 2017
Last Day of Classes	December 8, 2017
Final Exams	December 11-16, 2017
Commencement (Sunday)	December 17, 2017
Fall Semester Student Incomplete Work Deadline	May 4, 2018
Labor Day (University Holiday)	September 4, 2017
Columbus Day (Tuesday no classes - offices open)	October 10, 2017
Veterans Day (University Holiday - Friday)	November 10, 2017
Thanksgiving Recess (no classes on Saturday)	November 23-26, 2017

Academic Calendar dates are subject to change. Please check CampusNet for the most up to date information about specific course dates. Courses scheduled outside of the traditional semester schedule are indicated in CampusNet as ALT(alternative) session courses. Add/drop/withdrawal deadlines for ALT courses are adjusted according to the length of the session.

The University is closed on University Holidays unless otherwise noted above. The only time Saturday classes are not held in observance of a holiday is for the Thanksgiving Recess, unless the actual holiday falls on a Saturday.