

**PUBLIC SECTOR INFLUENCE ON REAL ESTATE DEVELOPMENT
URBAN PLANNING 662
THURSDAY 5:30 - 8:10 PM AUP 110
SCHOOL OF ARCHITECTURE AND URBAN PLANNING
UNIVERSITY OF WISCONSIN-MILWAUKEE
SPRING 2019**

Instructor:

Nate Piotrowski
npiotrowski@browndeerwi.org
414-371-3061 (Office- Brown Deer) 414-308-7450 (Cell)
Office Hours: Thursday after class and by appointment

Objectives:

This course will focus on how public sector incentives and regulations impact real estate development and how planners interact with developers throughout the development process to achieve land use goals. This course will also examine the historical context for modern real estate development while analyzing contemporary trends in urban redevelopment. Students will be introduced to the redevelopment process through readings, guest lectures and site visits to successful area planning and revitalization projects.

Course Format:

The course will meet on Thursdays from 5:30 to 8:10 in Room 110 of the School of Architecture and Urban Planning (AUP). Classes will consist of lecture and discussion. Visits to local developments are planned. Three assignments, examining key elements of the development process, including, *Market Analysis*, *Pro Forma Development* and *Site Plan Design*, will be issued. Graduate Students will be required to demonstrate a more thorough understanding of the material and will be assigned one additional small assignment/presentation. A final exam will explore the course concepts and involve the assessment of a proposed redevelopment from the perspective of a municipal planner.

Expectation of Students:

Students are expected to complete readings in advance and come prepared to take part in class discussion. Class participation and regular attendance will comprise 20% of overall grading. All students shall have an engineering scale to use for in-class and homework assignments. The following link provides detail on additional UWM policies: <http://uwm.edu/secu/wp-content/uploads/sites/122/2016/12/Syllabus-Links.pdf>

Grading: Development Process Assignments (+ Graduate bonus) 40%: Final Exam
40%: Class Participation 20%

Readings: (All available on class D2L page)

Baker Tilly Virchow Krause, LLP. *King Drive Commons IV Multifamily Housing Market Study*. January 2011.

Benfield, Kaid. “The Right Way to Zone for Transit Oriented Development.” *The Atlantic Cities*, May 21, 2012. (1)

Benfield, Kaid. “Is Gentrification Always Bad for Revitalizing Neighborhoods?” *The Atlantic Cities*, October 19, 2011. (2)

Campbell, Scott. “Green Cities, Growing Cities, Just Cities? *Journal of the American Planning Association*; Summer 1996; 62, 3;

Center for Watershed Protection. *Better Site Design: A Handbook for Changing Development Rules in Your Community*. Ellicott City, MD 1998

Daykin, Tom. “Mandel, City Officials Reach Deal on Proposed North End Loan.” *Journal Sentinel*, June 27, 2011.

Daykin, Tom. “Council Approves City Loan for North Mandel’s North End Apartments.” *Journal Sentinel*, July 26, 2011.

Daykin, Tom. “Milwaukee zoning panel Oks \$2 million in city funding for North End development.” *Journal Sentinel*, February 25, 2014.

Dunham-Jones, Ellen and Williamson, June. *Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs*. John Wiley & Sons, Inc. Hoboken, NJ. 2011

Florida, Richard. “The Uselessness of Economic Development Incentives.” *The Atlantic Cities*, December 7, 2012.

Garvin, Alexander. *The American City: What Works, What Doesn't*. New York: McGraw Hill. Third Edition 2013.

Greenfield, Adam. “Buses are the future of urban transport. No really.” *The Guardian*, August 27, 2014.

McMahon, Edward T. “Better Models for Commercial Development – Ideas for Improving the Design and Siting of Chain Stores and Franchises”. The Conservation Fund, Arlington, VA. 2004

Miles, Mike E., et al. *Real Estate Development Principles and Process*. Washington D.C.: ULI the Urban Land Institute, Fourth Edition 2007.

Public Policy Forum. “*Tax Incremental Financing in Southeastern Wisconsin*”. Volume 96, Number 2; February 2008

Sucher, David. *City Comforts-How To Build An Urban Village*. Seattle, 2003

Wisconsin Department of Revenue. City/Village Tax Incremental Finance (TIF) Manual Section 1.1 and 1.2. Revised 4/12 <https://www.revenue.wi.gov/pubs/slf/tif/cvmanual.html>

Schedule: January 24 - Introduction and Context for Modern Real Estate Development

A. Historical Perspective, Early Influences and Contemporary Context
Slum Clearance and Le Corbusier's *City of Tomorrow*

Readings: **Garvin readings # 1**

B. Regulatory Context for Urban Redevelopment: Past & Present

Readings: **Garvin readings # 2**

January 31 - Development Process/Market Analysis 1

Part 1. Inception and Refinement of an Idea

Part 2. Why Planners need to Understand Real Estate Market Analysis
(Assignment #1, Market Analysis – due February 14)

Readings: **Miles readings # 1**

February 7 - Market Analysis 2 - Guest Lecture 1

Part 1. How to Conduct Basic Residential Market Analyses
Joey Wisniewski
Asset Manager, Fiduciary Real Estate

Readings: **BakerTilly/King Drive Commons Market Analysis**

February 14 – Financing Development 1

Part 1. Sources of Real Estate Capital, Pro Forma Development

Readings: **Miles readings #2**

Part 2. Public Private Partnerships: Tax Incremental Financing

Readings: **WIDOR TIF Manual**

February 21 – Financing Development 2 - Guest Lecture 2

Pro Forma Development and Tax Incremental Financing
Steve Sirkis – Vice President, General Capital Group
Alan Marcuvitz- Von Briesen and Roeper
(Assignment #2, Pro Forma – due March 7)

Readings: **Miles readings #3, Public Policy Forum**

February 28 – Financing Development 3 – Guest Lecture 3

Part 1. Government Incentive Programs – Federal, State, Local
Dave Misky – Asst. Executive Dir. -Redevelopment Authority City of Milwaukee

Part 2. “Economic Development” - Does It Work?

March 7 - Site Planning 1

Part 1. Zoning Code basics

Part 2. Review construction/engineering site plans

Readings: **Chandler (Zoning Code Basics), Brown Deer Zoning Code, Engineered Site Plan (Office Depot)**

March 14 - Site Planning 2 - Guest Lecture 4

Part 1. Best practices in urban design:
Tanya Fonseca- Planner – GRAEF

Part 2. Best practices: More local examples

Readings: **McMahon, Sucher, Center for Watershed Protection**

(Assignment #3 Site Plan Design – due April 4)

March 21 - SPRING RECESS

March 28 - Site Planning 3

Continued review of construction/engineering site plans

Readings: **Engineered Site Plan (Cousins), West Allis Zoning Code**

(Graduate Student Bonus Assignment – due April 18)

April 4 – Site Visit 1

North End – Milwaukee: Tour, Discussion (Market, Financial, Site)

Phil Aiello – Senior Vice President, Mandel Group

Readings: **Daykin**

April 11 – Urban Redux Trends and Fads?

Light Rail and Transit Oriented Design; Downtown Stadiums and Parks; Public Markets and Festival Marketplaces; “Placemaking”

Readings: **Garvin 3, Benfield (1)**

April 18 - Urban Redevelopment Examples

Urbanized, film by Gary Hustwit

Facilitated Discussion on Film

(Graduate student bonus assignment short presentation)

Readings: **Greenfield**

April 25 - Revitalizing Downtown

Gentrification and the Rebirth of the Urban Core? New York, Detroit and Milwaukee

Readings: **Benfield (2), Buntin, Florida**

May 2 – Site Visit 2

Retrofitting Suburbia

Bradley Crossing – Brown Deer: Tour, Discussion (Market, Financial, Site)

Dan Fleischman, Vice President/Housing, Jewish Family Services

Readings: **Dunham- Jones**

May 9 – Final Exam