

**Instructor:** Robert Garneau, rog2106@columbia.edu

**Class assistant:** Ian Nicholson, ien2108@columbia.edu

## **Course Description**

The course will give an introduction to development through individual exposure to prominent local real estate professionals that will include: developer, architect, financier, contractor and broker, in order to better understand the multifaceted field of real estate development. These hosts will not only present their views and experience on the topic at hand but also interact in a Question and Answer format. Course topics include partnership, acquisition, zoning, financing, designing, construction, selling and other challenges of building developments. All classes will meet off-campus except for the first session.

Expose students in an engaged format with leading real estate professionals in order to experience firsthand views of the real world of development.

This course structure is two-fold. First, students are actively reading and preparing assignments in order to formalize their thoughts on particular topics. Secondly, students are exposed to professionals presenting their views on topics and engaging in thought provoking questions eliciting a fruitful debate.

Within each class the format will generally be as follows:

- 5 minute: Introduction by the professor
- 50 minute: Presentation by the host
- 50 minute: Discussion with questions and answers
- 15 minute: Assignment overview

## **Course Requirements and Assignments**

All assignments will be individually authored Short Essays of 300 to 500 words and submitted in 8.5" x 11" format (no images). Assignments are distributed each class to be completed by the following class, and uploaded to CourseWorks in PDF format (no other formats) before the start of class the following week. PLEASE BRING HARDCOPY TO CLASS. (i.e. Assignment 1 should be drafted before class on Wednesday June 6, and then finalized and uploaded to CourseWorks before class on Wednesday June 13.)

Please use the following file naming protocol (with underscore) when submitting assignments:

Year\_Garneau\_Student First and Last Name\_Assignment Number.pdf

(i.e. 2018\_Garneau\_John Smith\_Assignment 3.pdf)

## **Course Grading Criteria**

Each student's final grade for the class will be comprised as follows:

50% for Class Attendance and Participation

50% for Assignments (10% each Assignment)

Only exceptional performers will receive a High Pass. Those who fall short on more than one major assignment will receive a Low Pass.

## Readings

To complement and prepare students for the off-campus classes there will be weekly readings of relevant and authoritative documents. The reading materials will be obtained from authoritative and current online resources such as Urban Land Institute, The Real Estate Board of New York, The New York Times, and the City of New York, among others.

## Course Outline

Details for the location of the classes will be confirmed prior to each week's class and may differ slightly from the list below. Please allow sufficient travel time so we may begin on-time, locations will be in Manhattan and easily accessible.

The following is a brief description for each class:

**WEEK ONE** – Wednesday May 30, 2-4pm, Location: On Campus, 115 Avery Hall

- Topic – Introduction (Course Format, Goals, Overview)
- Reading and Assignment 1 – Sustainability and Resiliency

**WEEK TWO** – Wednesday June 6, 2-4pm, Location: AECOM, 125 Broad Street

- Topic – Location (Site, Zoning, Community)
- Reading and Assignment 2 – Union Labor

**WEEK THREE** – Wednesday June 13, 2-4pm, Location: Related & KPF, Hudson Yards

- Topic – Building (Phasing, Coordination, Wages)
- Reading and Assignment 3 – Public Private Partnership

**WEEK FOUR** – Wednesday June 20, 2-4pm, Location: L+M Development, Essex Crossing

- Topic – Proposal (Use, Partnership, Acquisition)
- Reading and Assignment 4 – Affordable Housing

**WEEK FIVE** – Wednesday June 27, 2-4pm, Location: Avalon, Ava Highline Lounge

- Topic – Financing (Equity, Loan, Subsidy)
- Reading and Assignment 5 – Integrated Marketing

**WEEK SIX** – Wednesday July 11, 2-4pm, Location: Douglas Elliman, Project Sales Gallery

- Topic – Pitching (Marketing, Broker, Press)