

Instructor: Robert Garneau, rog2106@columbia.edu

Class assistant: Lizzy Zevallos, emz2113@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, 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.

The goal is to expose students in an engaged format with leading real estate professionals in order to experience firsthand views of the real world of development, and to promote a holistic approach that incorporates ethical and social issues in the development process.

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.

Word count, grammar and spelling are important and part of the grading.

Put your name, class name, assignment name.

Essay text should fit on one side of a page.

Informed personal insights as well as references to readings and hosts are essential.

PLEASE BRING HARDCOPY TO CLASS. (i.e. Assignment 1 should be drafted before class on Wednesday June 12, and then finalized and uploaded to CourseWorks before class on Wednesday June 19.)

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

Year_Garneau_Student First and Last Name_Assignment Number.pdf

(i.e. 2019_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. Arrive 15 minutes minimum before class time.

The following is a brief description for each class:

WEEK ONE – Wednesday June 5, 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 12, 2-4pm, Location: AECOM, 125 Broad Street

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

WEEK THREE – Wednesday June 19, 2-4pm, Location: Related & KPF, Hudson Yards

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

WEEK FOUR – Wednesday June 26, 2-4pm, Location: L+M Development, Essex Crossing

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

WEEK FIVE – Wednesday July 17, 2-4pm, Location: Avalon, Ava Highline Lounge

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

WEEK SIX – Wednesday July 24, 2-4pm, Location: Douglas Elliman, Project Sales Gallery

- Topic – Pitching (Marketing, Broker, Press)