Design in Real Estate Development

Program in Real Estate/Dept. of Architecture
Fall Term 2014
Tuesdays, 10:10 AM - 12:05 PM in 261B East Sibley

CRP 5560/ARCH 3308/ARCH6308
Professor Henry W. Richardson

Course Objectives
The primary objective of the course is to provide a basic understanding of the importance of design in real estate development. Design is discussed at different scales of the built environment from industrial products and objects, to interiors, architecture, landscape architecture, and urban design.

Special emphasis is placed on the role of the design process, as opposed to design products, in real estate project development, from initial needs assessment through project implementation. A corollary objective is to examine classical and contemporary concepts of value in real estate development. Specifically, the course critiques classical valuation approaches based on discounted cash flow of net operating income (NOI) and discusses contemporary and emerging approaches based on concepts such as the “Triple Bottom Line”, “the Design Dividend”, “Return on Perception”, “Branding”, and the “Bilbao Effect”. The course comprises a series of class presentations immediately followed by engaged class discussion of analyses of selected case studies conducted by teams. A slate of guest speakers will bring a real world perspective to the discourse. In addition to the case study analyses, there will be a short urban design project and a major term paper/project.

Course Format/Assignments/Grading
The course is organized into five modules.
Module I will cover urban design principles and strategies in development using the design of the World Trade Center as a case study.
Module II. Will discuss architectural typologies/building types and the guidelines and processes for their design.
Module III. Will focus on place making
Module IV Will cover Value Add Design
Module V Will be devoted to presentations by students of their term papers/projects.

Student participation is required through class discussions and individual or team presentations.
Class assignments given every week will be worth 50% of the grade. Deliverables will be in the form of written reports and verbal class presentation/discussion. Class attendance and participation count for 10 percent of the course grade. A final term paper or project is worth the remaining 40% of the semester grade.
Course Requirements:
Class attendance is mandatory and will count for part of the semester grade. The exception is an absence with the permission of the instructor given prior to the absence, or a medical excuse. Laptops, tablets, etc., are allowed in class only for the purpose of taking notes or class presentations. All cell phones must be turned off or put on vibration mode during class.

Course Outline:

MODULE I

WEEK 1 08/26
- **URBAN DESIGN**
  - **Course Overview** (H. Richardson)
  - Faculty/Student Introductions.
  - Course Objectives/Format and Assignments.
  - Presentation/Discussion: Value Creation by Urban Design I
  - World Trade Center Redevelopment—Public Good vs Private Gain
    (ASSIGNMENT #1 ISSUED)

WEEK 2 09/02
- **Student Presentations**
  - CLASS PRESENTATION AND DISCUSSION OF
    ASSIGNMENT #1(The WTC Visioning Process—The Initial Design Study as a
    prelude to the visioning process)

WEEK 3 09/09
- **Design Presentation/Discussion** (H. Richardson)
  - Value Creation by Urban Design II: Urban Design Strategies used in the
    Competition for the Innovative Design Studies
    (ASSIGNMENT #2 ISSUED: Place Making Strategies in Urban Design)

WEEK 4 09/16
- **Design Presentation/Discussion** (H. Richardson)
  - Value Creation by Urban Design III: Place Making, Constituent Elements of Place
    and How Place creates Value. Case Studies in Place Making, Ground Zero a
    Memorial or a profitable cultural enterprise? (CLASS PRESENTATION AND
    DISCUSSION OF ASSIGNMENT #2)

MODULE II

WEEK 5 09/23
- **ARCHITECTURAL CONCEPTS AND PROCESSES**
  - **Design Presentation/Discussion** (H. Richardson)
    - Value Creation by Architectural Design I: Function, Form, Space, and Place.
    - Selected Building Type Study with special reference to the WTC Winning Entries
      (ASSIGNMENT #3 ISSUED)

WEEK 6 09/30
- **Creative Problem Solving and Value Creation I (Guest)**
  - Bruce Corson, AIA, PE
  - Corson Associates, Los Angeles CA
  - Models of the Creative Design Process and
    Non-denominational Thinking
    (CLASS PRESENTATION AND DISCUSSION OF ASSIGNMENT #3 ISSUE
    TERM PAPER/PROJECT TOPICS)

WEEK 7 10/07
- **FALL BREAK**

MODULE III

WEEK 8 10/21
- **DESIGN PROCESSES AND PLACE MAKING**
  - **Project Delivery Process (Guest)**
    - Brad Perkins FAIA
    - Perkins Eastman Architects
    - New York and London
    - Project Delivery Process in Development
    (ASSIGNMENT #4 ISSUED: Concept Design for the Redevelopment OF a City
    Block)
WEEK 9  10/28  Team Presentation/Review of Project. For Assignment 4
Guest Reviewer: Nick Leahy AIA of Perkins Eastman
Architects, New York NY.
(PRESENTATION/DISCUSSION OF ASSIGNMENT 4.)

MODULE IV

WEEK 10  11/04  VALUE ADD BY DESIGN
Framework for Looking at Design Valuation
(H. Richardson)
Thinking inside and outside many boxes.
(ASSIGNMENT #5 ISSUED. SUBMIT DRAFT OUTLINE OF TERM
PAPERS/PROJECTS)

WEEK 11  11/11  Value Add Strategies in Design (T. Samuels)
Case studies in value add design

WEEK 12  11/18  Value Add and Place making in Time Square NYC (Guest)
Dan Kaplan, FAIA, LEED
FXFowle Architects and Planners,
New York, NY

MODULE V

WEEK 13  11/25  PRESENTATION OF TERM PAPERS/PROJECTS
Student Presentations
Presentations and Discussions of term papers/projects

WEEK 13  11/26  THANKSGIVING BREAK

WEEK 14  12/02  Student Presentations
Presentations and Discussions of term papers/projects

WEEK 15  12/09/2014  Term Papers/Projects due
No Extensions

Course Reading Material
This will be provided on CD or DVD at the first class meeting.

Instructor Information
Instructor: Professor Henry Richardson
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