PUBLIC SECTOR INFLUENCE ON REAL ESTATE DEVELOPMENT
URBAN PLANNING 662
TUESDAYS 6:00 - 8:40 PM VIRTUALLY/CANVAS COLLAB ULTRA
SCHOOL OF ARCHITECTURE AND URBAN PLANNING
UNIVERSITY OF WISCONSIN-MILWAUKEE
FALL 2020

Instructor:
Nate Piotrowski
npiotrowski@browndeerwi.org
414-371-3061 (Office- Brown Deer) 414-308-7450 (Cell)
Office Hours: As necessary

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 virtually on Tuesdays from 6:00 to 8:40 p.m. Classes will consist of lecture
and discussion. Virtual 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 group project will explore the course concepts and involve the
proposal of a new development in the metropolitan area.

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-

Virtual Learning Notes: Our class sessions will be audio-visually recorded for students who are
unable to attend at the scheduled time. Students who participate with their camera engaged or
who utilize a profile image are agreeing to have their audio/video or image recorded. Likewise,
students who un-mute during class and participate orally are agreeing to have their voices
recorded.
**Grading:** Development Process Assignments (+ Graduate bonus) 40%; Final Project 40%; Class Participation 20%

**Readings:** (All available on class page)

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


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


**Chandler, Michael** “Zoning Basics” Planning Commissioners Journal #42, Spring 2001

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


Schedule:

**September 8 - 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

**September 15 - 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 September 29)

   Readings: Miles readings # 1

**September 22 - 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

**September 29 – 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**

**October 6 – Financing Development 2 - Guest Lecture 2**

Pro Forma Development and Tax Incremental Financing  
Steve Sirkis – Vice President, General Capital Group  
(Assignment #2, Pro Forma – due October 20)

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

**October 13 – Financing Development 3 – Guest Lecture 3**

Dave Misky – Asst. Executive Dir. -Redevelopment Authority City of Milwaukee

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

**October 20 - 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)**

**October 27 - 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 Nov. 10)
November 3 - Site Planning 3

Continued review of construction/engineering site plans

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

(Graduate Student Bonus Assignment – due November 17)

November 10 – Virtual Site Visit 1

North End – Milwaukee: Tour, Discussion (Market, Financial, Site)
Phil Aiello – Senior Vice President, Mandel Group

Readings:  Daykin (x3)

November 17 – 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)

(Final Project Group Project – Due December 22)

November 24 - Urban Redevelopment Examples

Urbanized, film by Gary Hustwit
Facilitated Discussion on Film

(Graduate student bonus assignment short presentation)

Readings:  Greenfield

December 1 - Revitalizing Downtown

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

Readings:  Benfield (2), Buntin, Florida
December 8 – Virtual 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

December 22 – Final Project Due