

# URBAN PLANNING 662: PUBLIC SECTOR INFLUENCE ON REAL ESTATE DEVELOPMENT

UNIVERSITY OF WISCONSIN – MILWAUKEE | SCHOOL OF ARCHITECTURE AND URBAN  
PLANNING | SPRING 2022

## INSTRUCTOR

Assistant Adjunct Professor Samuel Schultz, AICP, CNU-A

## HOURS AND LOCATION

Wednesdays 5:30 – 8:10 PM virtually

## COURSE OUTLINE

This course will focus on how policy, practice, and public funds impact real estate development, and on how public planners interact with developers throughout the development process to achieve collective land use goals.

## POLICY

The policy section of the course will cover how comprehensive planning, zoning, subdivision, and engineering policies shape real estate development. Students will analyze ordinances from communities in southeast Wisconsin and propose their own updates.

## PRACTICE

The practice section of the course will cover how urban planners take ordinances and apply them when reviewing projects. This section will also consider how governmental structure, administration, and review procedures differ between communities. Students will take example projects through a simulated public review process.

## PUBLIC FUNDS

The public funds section of the course investigates how governmental bodies use public investment to influence real estate development. Students will study development agreements, tax incremental financing, pro forma development, and other financing tools.

## COURSE FORMAT

The course will meet virtually on Wednesdays from 5:30 to 8:10 PM. Classes will consist of three periods of discussions and lectures. Students should complete all readings before class and be prepared to discuss the material in relation to current local context. Graduate students must show a more thorough understanding of the material and must complete

more detailed assignments. A final group project will explore the course concepts and involve the proposal of a new development in the metropolitan area.

## EXPECTATION OF STUDENTS:

Class participation and regular attendance will make up 10% of overall grading. The following link provides detail on additional UWM policies: <http://uwm.edu/secu/wp-content/uploads/sites/122/2016/12/Syllabus-Links.pdf>.

Any student who faces challenges securing their food, housing, or technology, or is struggling with mental, physical, or emotional health, and believes this may affect their performance in the course is urged to contact the Dean of Students ([dos@uwm.edu](mailto:dos@uwm.edu)) for support. Furthermore, please notify the professor if you are comfortable doing so. This will enable them to provide any resources that they may have and can connect you to the Dean of Students as well.

This class meets once weekly for 2.6 hours of required lecture time. You should expect to take at least 60 hours over the course of the semester reading and reviewing required material, documents, plans and video. There are also three homework assignments (with one bonus assignment) which you should expect to require at least five hours each. You should reserve at least 15 hours to meet, discuss, and prepare your final project. All told, this class is likely to take 126.5 hours of your time.

## GRADING

- **Policy Project:** Students will analyze ordinances from communities in southeast Wisconsin and propose their own updates (20%)
- **Practice Project:** Students will take example projects through a simulated public review process (20%)
- **Public Funds Project:** Students will develop a basic market analysis and pro forma (20%)
- **Final Project:** Groups of students will function as a development company and propose their own project (30%)
- **Participation:** Discussions surrounding readings, real estate show and tell (10%)
- **Bonus assignment:** Students may complete a sign plan design for extra credit and practice for this element of the Final Project.

## READINGS

Students may find the following readings on the class page. Please note readings may change during the course. The professor will notify any students of changes to required readings.

- **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
- **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.
- **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

### SERIES 1: POLICY

#### LECTURE 1: INTRODUCTION AND CONTEXT FOR MODERN REAL ESTATE DEVELOPMENT

**JANUARY 25**

**Readings: Garvin #1, Garvin #2**

#### LECTURE 1 OVERVIEW

- Historical Perspective, Early Influences and Contemporary Context
- Slum Clearance and Le Corbusier's *City of Tomorrow*
- Regulatory Context for Urban Redevelopment: Past and Present

#### LECTURE 2: COMPREHENSIVE PLANNING AND SUBDIVISION CONTROL

**FEBRUARY 1**

**Readings: Wisconsin Statutes § 66.1001, 2015 Wisconsin Act 391: Consistency Revisited by Brian W. Ohm, SEWRPC Model Land Division Ordinance, Land Division Control Guide Chapter V: Principles of Good Design**

#### LECTURE 2 OVERVIEW

- Living documents
- Comprehensive planning
- Subdivision control
- Policy project overview

#### LECTURE 3: ZONING AND ENGINEERING POLICIES

**FEBRUARY 8**

**Readings: Chandler (Zoning Code Basics)**

- Zoning codes – the basics

- Zoning codes – best practices and trends
- Engineering policies

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## LECTURE 4: REVITALIZING DOWNTOWN AND URBAN REDEVELOPMENT

**FEBRUARY 15**

**Readings:** *Benfield (2), Buntin, Florida, Dunham- Jones*

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### LECTURE 4 OVERVIEW

- Gentrification and the Rebirth of the Urban Core?
- Retrofitting Suburbia

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## LECTURE 5: POLICY ROUNDUP

**FEBRUARY 22**

**Readings:** *None*

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### LECTURE 5 OVERVIEW

- Policy Project Presentations
- Policy Roundup Discussions

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## SERIES 2: PRACTICE

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## LECTURE 6: SITE PLANNING 1

**MARCH 1**

**Readings:** *McMahon, Mount Pleasant Zoning Code*

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### LECTURE 6 OVERVIEW

- Practice project overview
- Bonus project overview
- Applying zoning codes
- Review construction/engineering site plans

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## LECTURE 7: SITE PLANNING 2

**MARCH 8**

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

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### LECTURE 7 OVERVIEW

- Best practices in urban design
- Best practices: Local examples
- Continued review of construction/engineering site plans

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## LECTURE 8: URBAN REDUX TRENDS AND FADS?

**MARCH 15**

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

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### LECTURE 8 OVERVIEW

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

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## SPRING BREAK

**MARCH 22**

No class

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## LECTURE 9: PRACTICE ROUNDUP

**MARCH 29**

**Readings: None**

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### LECTURE 9 OVERVIEW

- Practice Project Presentations
- Practice Roundup Discussions

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## SERIES 3: PUBLIC FUNDS

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## LECTURE 10: DEVELOPMENT PROCESS/MARKET ANALYSIS 1

**APRIL 5**

**Readings: Miles readings # 1**

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### LECTURE 10 OVERVIEW

- Public funds project overview
- Inception and Refinement of an Idea
- Why Planners need to Understand Real Estate Market Analysis

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## LECTURE 11: MARKET ANALYSIS 2

**APRIL 12**

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

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### LECTURE 11 OVERVIEW

- How to Conduct Basic Residential Market Analyses
  - *Joey Wisniewski, Development Coordinator, Fiduciary Real Estate Development, Inc.*
- Sources of Real Estate Capital, Pro Forma Development

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## LECTURE 12: TAX INCREMENTAL FINANCING

**APRIL 19**

**Readings:** *Miles readings #2, Wisconsin Department of Revenue TIF Manual, Public Policy Forum*

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### LECTURE 12 OVERVIEW

- Public Private Partnerships: Tax Incremental Financing

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## LECTURE 13: NEGOTIATIONS AND DEVELOPMENT AGREEMENTS

**APRIL 26**

**Readings:** *Miles readings #3*

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### LECTURE 13 OVERVIEW

- Negotiations and public priorities
- Guest lecture: Development agreements
  - Christopher Smith, Attorney, von Briesen & Roper, s.c.

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## LECTURE 14: GOVERNMENT INCENTIVE PROGRAMS AND ECONOMIC DEVELOPMENT

**MAY 3**

**Readings:** *None*

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### LECTURE 14 OVERVIEW

- Public funds project due
- Guest lecture: Government Incentive Programs – Federal, State, Local
  - *Dave Misky – Asst. Executive Director, Redevelopment Authority City of Milwaukee (RACM)*
- “Economic Development” - Does It Work?

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## LECTURE 15: SITE VISIT

**MAY 10**

**Readings:** *Daykin (x3)*

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### LECTURE 15 OVERVIEW

- Site visit (in person or virtual tbd)
- Wrap up discussion and final project preliminary review

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## FINALS

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### FINAL PROJECT DUE

**MAY 17**