

New York University
Shack Institute of Real Estate

Sustainable Real Estate Development
Fall 2009

Course # X63.9644001

Meeting Date: Wednesday

Time: 6pm – 8pm

Start Date: 9/23/2009

End Date: 12/9/2009

Location: Norman Thomas, 111 East 33rd Street

of Sessions: 10

Days Off: 11/11/2009

Course Overview: This course walks students through the process of identifying, evaluating, negotiating, developing, marketing and selling a green building. The class will have the opportunity to explore in detail the unique aspects of green development, materials and the process for creating a valuable development.

Course Objective: Upon completing this course, students will learn how to model and systematically develop a green building through the sales process. Additionally, they will gain the skills necessary to address the unique challenges and advantages of developing a green building.

Instructor: Jason Safford, CEO
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Required Book / Readings: There will be numerous case studies that are required reading for each class. Case studies will be posted in advance for the class. Case studies will be posted on Blackboard. Suggested reading includes –
The Kyoto Protocol by Joe McGovern
Profiting from Clean Energy: A Complete Guide to Trading Green in Solar, Wind, Ethanol, Fuel Cell, Carbon Credit Industries, and More by Richard Asplund

Environmental Management for Sustainable Development
(Routledge Environmental Management) by C.J. Barrow
Environmental Planning for Site Development by Anne Beer
Winning with Accountability by Henry J. Evans
The Vertical Garden: From Nature to the City By Patrick Blanc
Animal, Vegetable, Miracle by Barbara Kingsolver
Brunelleschi's Dome by Ross King
The Story Of Architecture: Rameses To Rockefeller by Charles
Harris Whitaker
Planning and Design Strategies for Sustainability and Profit:
Pragmatic sustainable design on building and urban scales by
Adrian Pitts
Future Forms and Designs for Sustainable Cities by Mike Jenks
Arcology: The City in the Image of Man by Paolo Soleri
Arcosanti Archetype: The Rebirth of Cities by Renaissance Thinker
Paolo Soleri by Marie Wilson
Walking the Talk: The Business Case for Sustainable Development
by Chad Holliday
Climate Change and Carbon Markets: A Handbook of Emissions
Reduction Mechanisms (Hardcover) by Farhana Yamin
Carbon Finance: The Financial Implications of Climate Change by
Sonia Labatt and Rodney R. White

Blackboard:

We will use *Blackboard* extensively throughout the term. Case studies will be posted, supplemental articles, a discussion board, and other information regarding the class will be posted regularly. **Be sure to check email prior to each class so you are able to participate in discussions, as participation is a portion of your grade.** Blackboard sends emails to your NYU email account so either **check you NYU email or have the email forwarded to another email account.**

Attendance Policy:

Class attendance is required for group work and critical to understanding course materials.

Grading Policy:

Mid-term	25%
Final Exam	25%
Group Presentation	25%
Assignments	15%

Class Participation 10%

Notes on Grading:

1. Exams must be submitted on time. Late submissions will have ten points (one full letter grade) deducted. Only with my permission and under unusual circumstances will an extension be granted.
2. Exams will be graded for clarity, logic, coherency, and grammatical/spelling accuracy. Be sure to proof-read all deliverables – do not rely on spell check!
3. Assignments must be submitted by given deadline and are necessary to demonstrate understanding of coursework.
4. Group presentation is to be made week before final exam. Each group will have allotted time to deliver presentation and answer questions.

Statement on Academic Integrity:

The Schack Institute of Real estate of New York University strives to promote an ethical learning environment and want to ensure that all students understand the concepts of academic integrity. We see this as an extremely important issue for the students' time at NYU-SCHACK INSTITUTE OF REAL ESTATE, but also for after graduation. Hence we require that all students familiarize themselves with the Statement of Academic Integrity as found on the following link: www.scps.nyu.edu/student-affairs/graduate/academic-policies/#scps-statement-on-academic-integrity-and-plagiarism

Please read the Statement of Academic Integrity carefully and make sure that you follow it whenever you submit anywork for this course. Also realize that there are a number of penalties associated with violating the Statement of Academic Integrity: They range from failure for a paper or a course to dismissal from the University.

NYU – SCHACK INSTITUTE OF REAL ESTATE
Sustainable Real Estate Development
Syllabus for Fall 2009

Week 1 Front-End Loading

1. Determining development model
2. Choosing community benefits
3. Projecting sustainable objectives
4. Developing Design Team
5. Creating the Business Plan

Week 2 Site Selection **Guest Speaker – Legal Advisor**

1. Environmental Accountability
2. Energy Assets
3. Community Favorability
4. Legal Issues and Alternatives
5. Available Resources for Greening Project

Week 3 Pre-Sales Planning & Market Test **Guest Speaker – Real Estate Broker**

1. Building Designs
2. Floor Plans
3. Unique Features
4. Advantages for Sustainability
5. Suitability vs. Sustainability

Week 4 Financial Modelling

1. Unit Costs & Factoring Green Materials
2. Building Costs & Factoring Green Systems & Utilities
3. Tax Credits
4. Renewable Energy Incentives
5. Assistance from State & Federal Resources

Week 5 Nailing Down the Paperwork **Guest Speaker – Finance Specialist**

1. Market Test Data
2. Filing Plans – Housing, Condo, or Co-op
3. Offering Plan
4. Securing Bids
5. Financing

Week 6 Design Team (Mid-term due at start of class) **Guest Speak – Green Architect & Engineer**

1. Creating Executable Deliverables
2. Visual Impact
3. Design Accountability – Ease, Aesthetics, Safe, Yes (from Engineer Team)
4. Determining a Budget
5. Creating the Package Deal

Week 7 Marketing & Sales Team **Guest Speaker – Real Estate Sales Advisors**

1. Identifying the important purchase point
2. Creating the Brand
3. Packaging the Design & Cost
4. Options
5. Deal-makers & Deal-breakers

Week 8 Revenues, Fees and Future **Guest Speaker – Tax Accountant Advisor**

1. Renewable Energy
2. Unique Amenities & Memberships
3. Maintenance & Improvements
4. Future Improvements (Design Projects Tabled)
5. Carbon Credits & Carbon Trading

Week 9 Group Presentation

Week 10 In Class final Exam