

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

VII. INDUSTRY EDUCATIONAL COURSES - LONG TERM

B. Urban Land Institute (ULI) Summer Courses

1. "Seminar for Real Estate Education Techniques for Design Planning, Real Estate (in 1983 title only) and Public Administration Curriculums", Sponsored by ULI, Graduate School of Business, and Dept. of Real Estate and Urban Land Economics, July 5-9, 1982 and July 10-15, 1983, Univ. of WI, Madison: Includes brochures and correspondence

GRADUATE SCHOOL OF BUSINESS

c/o Prof. James Graaskamp
1155 Observatory Drive, Rm. 118
Madison, WI 53706

**A Seminar for
REAL ESTATE EDUCATION TECHNIQUES
FOR DESIGN, PLANNING, AND
PUBLIC ADMINISTRATION CURRICULUMS**

**ULI
The URBAN LAND INSTITUTE
with
the GRADUATE SCHOOL of BUSINESS,
DEPARTMENT of REAL ESTATE
AND URBAN LAND ECONOMICS,
UNIVERSITY OF WISCONSIN**

**Monday, July 5 - Friday, July 9, 1982
LOWELL CENTER
University of Wisconsin
Madison**

**Sponsored and funded by:
Educational Trust Fund
ULI- the Urban Land Institute
Director of Seminar, James A. Graaskamp**

Who May Participate

In selecting participants, preference will be given to faculty members of graduate and undergraduate professional programs in schools of law, business, planning, real estate, economic development, public administration, and architecture/design processes. Applicants may be initiating a real estate course or real estate curriculum in their institutions, or they may presently be teaching one or more courses in real estate and seeking more teaching materials.

Preference will be given to applicants who can demonstrate the greatest degree of interest and commitment to the early classroom use of materials and techniques provided in this course. A commitment from one's department to offer such a course in the coming academic year — in the form of a supportive letter from the department chairperson and a financial contribution to costs and travel — will be considered the most direct evidence of such interest.

If more than one person applies from one institution their applications will be considered separately, unless they identify themselves as partners in a team teaching situation.

Cost

A substantial portion of the cost of the Real Estate Education Institute will be subsidized by ULI - the Urban Land Institute. The remaining cost to each participant will be \$400. It is hoped that faculty members' schools and institutions will provide support.

The participation fee includes copies of all cases and other materials, lodging, and three meals each day, Tuesday through Thursday, plus a buffet on Monday evening and breakfast and lunch on Friday. Sleeping accommodations are double-occupancy rooms with private bath. Single rooms will be reserved upon advance notice; additional cost to occupant is \$10 a night.

Travel Grants

In order to encourage wide geographic representation, the Urban Land Institute will reimburse participants from the U.S. or Canada up to \$.10 per mile for travel expense, minus \$50.

Be sure to indicate on the application whether such a grant is **essential** for your participation. If requests exceed available funding, we must take you at your word and refuse admission to the institute if we cannot provide travel support.

Program Outline

MONDAY - JULY 5

- 4:00-7:00 Registration and buffet
- 7:00-8:30 Introduction to seminar

TUESDAY - JULY 6

- 8:30-10:15 Concepts of the Development Process (Prof. James A. Graaskamp)
- 10:15-10:30 Coffee Break
- 10:30-12:00 Principles course approach, materials, case study used at University of Wisconsin (Graaskamp)
- 12:00-1:00 Lunch
- 1:00-3:30 The Risk Management Concept of the Development Enterprise (Graaskamp)
- 3:30-6:00 Open period
- 6:00-7:00 Dinner
- 7:00-8:30 Discussion moderated by Graaskamp and Robbins

WEDNESDAY - JULY 7

- 8:30-10:15 Teaching Cash Flow Concepts: The basic case, problem assignment and grading
- 10:15-10:30 Coffee break
- 10:30-12:00 Laboratory — using the computer (Graaskamp)
- 12:00-1:00 Lunch
- 1:00-3:30 Market Research and Segmentation (Thomas Neujahr)
- 3:30-6:00 Open period
- 6:00-7:00 Dinner
- 7:00-8:30 Teaching Residential Development with ULI Materials (Prof. Robbins and T. Neujahr, J. Graaskamp as moderator)

THURSDAY - JULY 8

- 8:30-10:15 Pre-Architectural Programming and Life Cycle Cost Constraints for Owner-Tenant
1. The retail user, 2. The industrial user, 3. Public building occupant (Graaskamp)
- 10:15-10:30 Coffee Break
- 10:30-12:00 Basic Cash Flow Constraints
- 12:00-1:00 Lunch
- 1:00-4:30 Profit Centers for Municipalities and Private Land Development (Rahenkamp)
- 4:30-7:30 Bus trip to Spring Green for dinner at Frank Lloyd Wright restaurant at Taliesen
- 7:30-8:30 Open discussion with Rahenkamp

FRIDAY - JULY 9

- 8:30-10:15 Economic Determinants of Office Building Form (James Canestaro)
- 10:15-10:30 Coffee break
- 10:30-12:00 Basic Elements of Feasibility Analysis for Architects (Canestaro)
- 12:00-1:00 Lunch
- 1:00-2:00 Introduction to Financial Cost/Benefit and Sensitivity Analysis for Designers (Canestaro & Graaskamp)
- 2:00-4:00 Teaching Shopping Center Economics as Part of Physical Planning and Design-Concepts (Robbins and Graaskamp)
- 4:00-4:15 Summary and Closing Remarks

Seminar is closed to permit travel home on Friday afternoon.

Lowell Hall Center

610 Langdon Street

Lowell Center is conveniently located within walking distance of the University of Wisconsin and the Library Mall. It offers all the conveniences of a hotel, including morning wake-up service, 24-hour switchboard, check-cashing, mail delivery and maid service. Facilities include extra-length beds, private baths, free local telephone calls, carpeted floors, color television and AM/FM radio in each room. For between-session recreation, the Guest House offers an indoor swimming pool and two comfortable lounges for relaxation and social hours.

General Description

As the American real estate industry changes in response to the new economic and social orders of the 1980s and 1990s, professional schools of business, law, economics, planning, design, and government are moving to meet the challenge. Across the country, these schools are adding courses in real estate to their curricula and updating existing courses to cover the current and projected realities of real estate finance and development, uncertain capital markets, the condominium phenomenon, redevelopment and adaptive use, increasing public regulation, and the public's insistence on participating in development decisions. Many of the students crowding the classrooms are coming to the real estate field with mature experience in the related professional disciplines — law, business, public policy, and design.

Course emphasis will be on teaching the cash constraints of the real estate process and the necessary merchandising research which provides the economic dimension for land planning, the prearchitectural program, and public administration policy. Course materials will include cases and workbooks used at the University of Wisconsin. The use of the computer terminal for instruction and grading will be demonstrated and all systems will be available to students to try out during lab sessions and open periods. There will be displays of alternative text materials and instructors will discuss suitable and unsuitable offerings among current publisher promotions.

ULI — the Urban Land Institute

The Urban Land Institute was founded in 1936 as a non-profit research and educational organization dedicated to better use and development of the land. Today, every aspect of the public and private development industry is presented among its 6,000 members and associates worldwide.

Publications and research projects of the Urban Land Institute have been noted for their credibility and impartiality. The Institute's semi-annual meetings provide a high-level forum for the pressing issues of development and land use. Through its funding arm, the Urban Land Research Foundation, the Institute is actively involved in the promotion of better land use practices within the development community.

The Graduate Real Estate Program

University of Wisconsin - School of Business

Real estate and urban land economics have a long history at the University of Wisconsin, dating from the turn of the century with John R. Commons, the 1920's with Richard T. Ely, and the spin-off in 1945 of the School of Business with a real estate program chaired by Richard U. Ratcliff. Because urban land economics and real estate were housed in a single department and maintained a close working relationship with departments of urban and regional planning, law, engineering, and agriculture, the course content and academic stature never suffered the decline to trade school status of programs taught by part-time instructors that occurred at many schools during the 50's and early 60's. The School of Business developed one of the leading graduate programs in real estate for both master's degrees and Ph.D's by the late 1960's. Individual student guidance is structured consistent with the belief that real estate is a multi-disciplinary study which integrates many specialties into management of real estate enterprise.

Instructors

James A. Graaskamp, Ph.D., CRE, SREA, U.W. Chairman of Real Estate and Urban Land Economics — Double career as an academic and consultant.

John Rahenkamp, AICP, FASLA, President of John Rahenkamp & Associates, Inc., Philadelphia, PA.

James C. Canestaro, M.A., AIA — Professor of architecture, Virginia Polytechnic Institute. Educational Consultant to AIA.

Michael L. Robbins, Ph.D. in Civil and Environmental Engineering — U.W. assistant professor of real estate development and computer systems for classroom education.

Roby A. Goodwin, MS (candidate) City Planning, University of Pennsylvania, Vice President of John Rahenkamp & Associates, Inc., Philadelphia, PA.

Thomas Neujahr, M.S. in Real Estate Investment Analysis — Principal partner in Urban Land Perspectives, a nationally known real estate marketing research firm and developer of rehabilitated buildings.

Application Form

Each person applying as an individual or member of a team must submit a full application, including all four parts. Applications will be reviewed competitively, and must be received by 25 May 1982.

A. APPLICATION FORM

Name _____

Academic position or title _____

School or Department _____

University or College _____

School address _____

Professional office (if applicable) _____

Office address _____

Telephone: School _____ Prof. office _____ Home _____

_____ I cannot attend without travel compensation grant.

_____ A travel compensation grant would be useful, but I can attend without it.

I am applying as _____ an individual _____ a member of a team.

Name of other team members: _____

B. PLEASE ENCLOSE A CURRENT RESUME

C. APPLICATION PROPOSAL

Please use separate sheets to supply the following information. Total response should not exceed three typewritten double-spaced pages.

List:

1. Number(s) and titles of real estate courses or urban design courses now available through your department. Include both your own course(s) and those taught by others.
2. Which, if any, employ the case method or field work problems.
3. Courses you teach — indicate goals, enrollment, and the relationship of these courses to the larger curriculum.

Explain:

4. The manner in which you and your department would most likely make use of this institute.
5. Your own professional interests or goals not adequately addressed in the workshop description.

D. Include a letter from your department chairperson supporting your participation in this institute and indicating department plans, if any, to use the case material in a real estate curriculum. The chairperson should also note the department's level of financial support for your tuition and travel.

Upon notification of acceptance a check for \$400, per person should be sent within 10 days payable to: **University of Wisconsin Foundation**. Full refund for written cancellation received 30 days prior to seminar.

Return to: **ULI Teaching Seminar**
U.W. Graduate School of Business
1155 Observatory Dr., Rm 118
Madison, WI 53706

(Revised November 9, 1981)

SEMINAR - REAL ESTATE EDUCATION TECHNIQUES
FOR DESIGN, PLANNING, AND PUBLIC ADMINISTRATION CURRICULUMS

Proposed Schedule and Outline for Seminar at Lowell Conference Center
University of Wisconsin, Madison, Wisconsin
July 5-9, 1982

| <u>DATE</u> | <u>TIME</u> | <u>EVENT</u> |
|----------------|--|---|
| Mon., July 5 | 4-7 p.m. 7-8:30 p.m. | Registration and cold buffet Introduction to seminar |
| Tues., July 6 | 8:30-10:15 10:15-10:30 10:30-12 12-1 1-3:30 3:30-6 6-7 7-8:30 | Concepts of the Development Process (Prof. James A. Graaskamp) Coffee break Principles course approach, materials, case study used at University of Wisconsin (Prof. Graaskamp) Lunch The Risk Management Concept of the Development Enterprise (James Graaskamp) Open period Dinner Discussion moderated by Graaskamp, and Robbins |
| Wed., July 7 | 8:30-10:15 10:15-10:30 10:30-12 12-1 1-3:30 3:30-6 6-7 7-8:30 | Teaching Cash Flow Concepts: The basic case, problem assignment & grading Coffee break Laboratory - using the computer terminal (Graaskamp) Lunch Market Research and Segmentation (Thomas Neujahr) Open period Dinner Teaching Residential Development with ULI Materials (Prof. M. Robbins, University of Wisconsin, and T. Neujahr, J. Graaskamp as moderator) |
| Thurs., July 8 | 8:30-10:15 10:15-10:30 10:30-12 12-1 1-3:30 3:30-7:30 7:30-8:30 | Pre-Architectural Programming and Life Cycle Cost Constraints for Owner-Tenant 1. The retail user 2. The industrial user 3. Public building occupant (Graaskamp) Coffee break Basic Principles of Cash Flow Analysis Lunch Profit Centers for Municipalities and Private Land Development (Rahenkamp) Bus trip to Spring Green for dinner at Frank Lloyd Wright restaurant at Taliesen Open discussion with Rahenkamp |

| | | |
|--------------|-------------|---|
| Fri., July 9 | 8:30-10:15 | Economic Determinants of Office Building Form (James Canestaro) |
| | 10:15-10:30 | Coffee break |
| | 10:30-12 | Basic Elements of Feasibility Analysis for Architects (Using Rehabs for examples) (Canestaro) |
| | 12-1 | Lunch |
| | 1-2 | Introduction to Financial Cost/Benefit and Sensitivity Analysis for Designers (Canestaro and Graaskamp) |
| | 2-4 | Teaching Shopping Center Economics as Part of Physical Planning and Design - Concepts Sources and Materials (Robbins & Graaskamp) |
| | 4-4:15 | Summary and Closing Remarks |

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DEPARTMENT of REAL ESTATE
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UNIVERSITY OF WISCONSIN**

Sunday, July 10 - Friday, July 15, 1983

J. F. FRIEDRICK CENTER

1950 Willow Drive

University of Wisconsin

Madison

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Program Outline

SUNDAY - JULY 10

- 4:00-7:00 Registration and buffet
- 7:00-8:30 Introduction to seminar

MONDAY - JULY 11

- 8:30-10:15 Concepts of the Development Process (Prof. James A. Graaskamp)
- 10:15-10:30 Coffee Break
- 10:30-12:00 Principles course approach, materials, case study used at University of Wisconsin (Graaskamp)
- 12:00-1:00 Lunch
- 1:00-3:30 Basic Elements of Feasibility Analysis for Architects (Canestaro)
- 4:30-7:30 Bus trip to Spring Green for dinner at Frank Lloyd Wright restaurant at Taliesin
- 7:30-8:30 Discussion moderated by Graaskamp, Robbins and Canestaro

TUESDAY - JULY 12

- 8:30-10:15 Teaching Cash Flow Concepts: The Basic Case, Problem Assignment and Grading
- 10:15-10:30 Coffee Break
- 10:30-12:00 Impact zoning and planning (Goodwin and Rahenkamp)
- 12:00-1:00 Lunch
- 1:00-4:30 Profit Centers for Municipalities and Private Land Development (Rahenkamp)
- 4:30-6:00 Open Period
- 6:00-7:00 Dinner
- 7:00-8:30 Open discussion with Rahenkamp and Goodwin

WEDNESDAY - JULY 13

- 8:30-10:15 Teaching shopping center economics as a part of physical planning and design concepts (Robbins and Graaskamp)
- 10:15-10:30 Coffee Break
- 10:30-12:00 Market Research and Segmentation (Graaskamp)
- 12:00-1:00 Lunch
- 1:00-3:30 Economic Determinants of Office Building Form (James Canestaro)
- 3:45-5:00 Show and Tell from other schools (Moderator: Canestaro)
- 6:00-7:00 Dinner
- 7:00-8:30 History of Urban Development, ULI film series by Ed Bacon

THURSDAY - JULY 14

- 8:30-10:30 Computer systems for instruction and administration (Robbins and Graaskamp)
- 10:30-10:45 Coffee Break
- 10:45-12:00 Hands on lab time
- 12:00-1:00 Lunch
- 1:00-4:00 Case Studies: Berkeley School of Design (Dowell)
Harvard Business School
Mortgage Bankers Association
- 4:00-6:00 Open period
- 6:00-7:00 Dinner
- 7:00-8:30 Open discussion and comparison of school organizations

FRIDAY - JULY 15

- 8:30-10:30 Textbook materials, visual aids and speaker bureaus
- 10:45-12:00 Individual summaries of Seminar high points and applications

J. F. Friedrich Center

1950 Willow Drive

The J. F. Friedrich Center provides a pleasant learning environment on the wooded shores of Lake Mendota. The facilities provide quality hotel-style services. Each guest room is air-conditioned, private bath, telephone, AM/FM radio and color television. For between-session recreation the Center offers: a scenic lakeside path for walking or jogging, outdoor tennis courts, softball diamonds, volleyball courts, basketball courts, and campus natatorium is 100 yards away.

Course Will Provide:

Course emphasis will be on teaching the cash constraints of the real estate process and the necessary merchandising research which provides the economic dimension for land planning, the prearchitectural program, and public administration policy. Course materials will include cases and workbooks used at the University of Wisconsin. The use of the computer terminal and mini-computer for instruction and grading will be demonstrated and all systems will be available to students to try out during lab sessions and open periods. There will be displays of alternative text materials and instructors will discuss suitable and unsuitable offerings among current publisher promotions. A lab of IBM personal computers will be in place to demonstrate teaching systems in use at various schools.

Student Should Provide:

Participants should bring examples of case material they are presently using including sample outputs of financial models or market simulations which they are presently using. Examples of student reports, video tapes, or slide visuals used in your program should be brought for show and tell during the discussion sessions. The student should expect to compare and discuss real estate aspects of their present curriculum. Students should also bring tennis rackets and swim suits as excellent facilities are available to Friedrich Center.

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John Rahenkamp, AICP, FASLA, President of John Rahenkamp & Associates, Inc., Philadelphia, PA.

James C. Canestaro, M.A., AIA — Professor of architecture, Virginia Polytechnic Institute. Educational Consultant to AIA.

Michael L. Robbins, Ph.D. in Civil and Environmental Engineering — U.W. assistant professor of real estate development and computer systems for classroom education.

Roby A. Goodwin, M.C.P. (candidate) City Planning, University of Pennsylvania, Vice President of John Rahenkamp & Associates, Inc., Philadelphia, PA.

David Dowell, Ph.D. — Assistant Professor of City and Regional Planning, University of California, Berkeley.

415-642-6000

415-642-2223

ULI - Sunday Night

I. Origins of Seminar - Combination Architecture -

A. School of Business programs.

1. Harvard
2. Berkeley
3. MIT

B. Architects taking MBA to gain employment

C. ULI experienced that business schools produced developers and planning schools produced regulators with predisposition for conflict.

D. Public administration lacked understanding of financial constraints on urban development.

E. Universities should be base for conflict resolution by means of multi-disciplinary approaches.

F. University accounting and specialty Turfs frustrate multi-disciplinary approach.

G. ULI Education Committee Created by John Greif and Sub Engstrom to bridge gaps between ULI and universities.

1. Stimulate major programs at 3 or 4 schools.
2. Subsidize exchange of program materials among planning, public administration, and business schools.
3. Create appropriate study materials
4. Develop research programs by creating a research endowment fund.

I. Format

- A. Demonstration of integration of physical planning and financial planning from a business school viewpoint.
- B. Demonstration of integration of physical planning and financial planning from a physical planning school viewpoint.
- C. Demonstration of integration of physical and financial planning from a professional practice viewpoint.
- D. Daily topics and schedules are designed to initiate show and tell exchange of ideas rather than a strict lecture format.
 1. Had intended a social outing for Monday night but Salomon and Theater available only on Wednesday.
 2. Therefore, we'll move some material forward from Wednesday
 3. We'll leave Wed. at 2:45 for Spring Green
 4. We will transport you to Business School for Computer Demonstration on .

III. How familiar is group with ULI publication stuff?

- A. Book discounts
- B. Series - technical reports, textbooks, DCS Series, Project review files, and Advisory Panel services.

C. Guest speakers (Miss)

IV. Madison-

A. Let us know your needs

1. Tennis

2. Indoor swimming

3. Jogging trails

4. Shore walk to Union - State Street - Lakeside

5. Cash bar

6. Jim Kane, Mike Robbins, Jim Conestoga

V. Monday morning, 8:30 a.m.