

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IX. MISCELLANEOUS PROJECTS AND CORRESPONDENCE WITH INDUSTRY

D. Market Feasibility and Investment Consulting

6. Correspondence Regarding the Nationwide Competition Masterplanned Community Projects, Coordinated by the Roy P. Drachman Institute for Land and Regional Development Studies, University of Arizona, 1987-1988

Recorp

Recorp, Inc.  
Recorp Partners, Inc.  
Recorp Development, Inc.  
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7000 East Shea Boulevard  
Suite 250  
Scottsdale, Arizona 85254  
(602) 991-2288

September 9, 1987

Dr. James A. Graaskamp  
University of Wisconsin  
School of Business  
Madison, WI 53706

Dear Chief:

As a follow-up to our conversation of Tuesday, September 8th, please find enclosed a packet of information for your review.

As eluded to during the phone conversation, Jonathan Hall and myself have also contacted Dan Guenther, Bob Gibson, Terry Grissom, and Dr. Richey concerning this student contest. The basic strategy is to use an inducement to test the 16 development criteria in additional markets while also accumulating data to be used at the Doctorate level. A PhD candidate could further evaluate the data, test the hypothesis, and publish materials on a timely topic that historically has been approached with flawed logic.

Recorp is interested in helping to develop a more accurate picture of some of the key factors behind master planned community development. We are not interested in overly influencing "our approach" to this type of real estate investment. In fact, we have been careful to review many of our hypotheses with a wide range of developer and market researchers. We feel this is a good foundation for a broad range of valuable academic and business research. However, as with all complex real estate issues, we anticipate that much room exists for refinement of these theories. Therefore, this contest is an effort to stimulate a non-bias approach to data collection and analysis of the initial feasibility and site selection aspect of master planned community development.

The Summary Outline of the Rancho Santa Margerita/Whiting Report is an example copy of the format used previously by a UCLA student team related to this contest.

Dr. James A. Graaskamp  
September 9, 1987  
Page Two

Attachment A is an outline of the 16 predevelopment criteria related to the site selection process for master planned communities. Each of these development criteria have specific "rules of thumb" for evaluating the criteria.

Attachment B is a summary table of the eight metropolitan areas studied during the initial phases of this research project. We anticipate adding two to four more metropolitan study areas as the research project progresses. The summary table also indicates key universities contacted to date for each of the metropolitan areas to be studied.

To be eligible to participate in this contest, the student must be pursuing an undergraduate or graduate degree. The contest will be coordinated with Dr. Lawrence Mann of the Roy Drachman Institute of Regional Studies at the University of Arizona. We anticipate awarding prizes for the best student research papers in late Spring of 1988. A panel of academic advisors will judge submitted contest papers. Since we would like to generate as broad a research base as possible, we would appreciate your University's participation in this project.

Chief, Jon and I will follow up this letter with a call within two weeks to inquire about your opinions and the possible directions that the study could track.

As Always, Best Wishes



Mark A. Ebacher  
Project Manager

MAE/dmr

Enclosure



**THE UNIVERSITY OF ARIZONA**  
TUCSON, ARIZONA

SOCIAL AND BEHAVIORAL SCIENCES RESEARCH INSTITUTE  
FACULTY OF SOCIAL AND BEHAVIORAL SCIENCES

**ROY P. DRACHMAN INSTITUTE FOR LAND AND REGIONAL DEVELOPMENT STUDIES**

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Lawrence D. Mann, Ph.D., Director    1230 N. Park Avenue, #114, Tucson, AZ 85721    (602) 621-1149

**December 23, 1987**

**James A. Graaskamp, Chairman  
Real Estate & Urban Land Economics  
School of Business  
University of Wisconsin  
Madison, WI 53706**

**Dear Jim:**

**As the attached will inform you, I have presumed to take your name in vain -- though just to the extent Jon Hall of RECORP says you are willing to help us on the nationwide student competition described herein.**

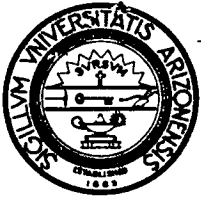
**I hope you will take a few minutes to jot down the names of ten or more people you consider able readers for this kind of a competition in the area of real property development and appraisal analysis. I also hope that, when we get to the finals, you will agree to look over a few of the top contributions. And then of course we are to be working together on the Ph.D. and appraisal contributions themselves.**

**Naturally, you are invited to sponsor work of students with whom you are working or those of other faculty members you know. As indicated, however, we shall avoid conflicts by not having faculty read work from their own institutions; and I must rely on you to help identify any such "conflicts".**

**Please let me hear from you your thoughts on the competition at your early convenience. Thanks.**

**Very sincerely,**

**Lawrence D. Mann  
Director**



THE UNIVERSITY OF ARIZONA  
TUCSON, ARIZONA

SOCIAL AND BEHAVIORAL SCIENCES RESEARCH INSTITUTE  
FACULTY OF SOCIAL AND BEHAVIORAL SCIENCES

ROY P. DRACHMAN INSTITUTE FOR LAND AND REGIONAL DEVELOPMENT STUDIES

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Lawrence D. Mann, Ph.D., Director    1230 N. Park Avenue, #114, Tucson, AZ 85721    (602) 621-1149  
December 23, 1987

Dear

I am writing to invite you and your students to participate in a Nationwide student research competition on:

**PRIVATELY MASTERPLANNED SATELLITE COMMUNITIES:  
THE NEW WIN-WIN-WIN STRATEGY FOR THE DEVELOPMENT  
INDUSTRY, LOCALITIES, AND THE HOUSING CONSUMER?.**

We conceive of the "satellite masterplanned community" as a large scale residential plus commercial (and often otherwise mixed-use) project, typically more than 1000 acres (always at least 500 acres), with an overall program of development. Commuting times from "satellite" masterplanned communities are up to 40 minutes. This is in contrast to "remote" new towns which are generally larger range from nearly an hour to over two hours of commuting time. (See Attachment B.)

Either individual or team contributions may be submitted, at the Ph.D., the Graduate Professional, or at the Undergraduate level. Submissions will also be categorized by general approach, such as appraisal, financing, law, marketing, or design. Case studies, comparative research, and general topical work, theoretical, empirical or mixed, will all be accepted at this stage.

The research on masterplanned communities may or may not include an analysis of how a specific area does or does not fit the 16 development criteria outlined in Attachment B. These criteria were initially developed to facilitate the developer's site selection process for a potential masterplanned community, and are very much subject to modification.

We hope to provide generous team and individual prizes at each level and on each topic. Fund-raising is underway to raise appropriate funds for several attractive prizes in each category and to cover other costs of the competition. If fund-raising falls short, we must reserve the right to cut-back prizes in some areas, and levels. This Institute

has already received sufficient initial funding to announce the idea and to invite your participation and that of your students.

Joining the Drachman Institute in the overall administration of the competition will be Prof. James Graaskamp of the University of Wisconsin (who will coordinate Ph.D.-level work as well as appraisal-oriented studies at all levels) and Professor Charles Harris of the Harvard Graduate School of Design (who will coordinate design-oriented work at all levels). I shall provide overall coordination and coordinate all other approaches, especially at the Graduate Professional and Undergraduate levels.

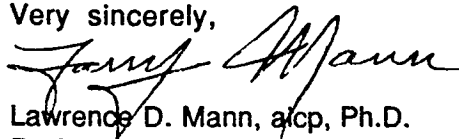
This matrix organization carries over into the invited readers of the papers at all levels and on all topics. We shall ask each of the current Urban Land Institute Fellows to nominate ten qualified readers in the topics of their competence. (See Attachment A.). Then we will ask the Fellows themselves to read the final few papers in their respective areas. Naturally, no reader will be allowed to evaluate papers from his or her own university.

It is the intention of the Drachman Institute to publish as many of the prize-winning papers as funding permits. We shall ask readers and sponsors to comment for publication on the background and the approach of the outstanding papers printed.

Papers may be submitted at any time from the present (including two that already have been directly commissioned as examples, Attachment C.)\* right up through the end of December, 1988. Judging will be carried out during January and February of 1989 with the prize-winning papers announced late in March of 1989. To correspond with the current school year, we will award three prizes for papers submitted by May, 1988. Judging for this first phase will be completed by June of 1988.

Please inform others in your institution (and colleagues in other institutions) who may be interested. Also, please let me know by return mail whether or not you or any students with whom you may be working will be able to participate in this challenging and interesting competition. I look forward to hearing from you soon.

Very sincerely,



Lawrence D. Mann, alcp, Ph.D.  
Professor of Development Planning  
and Director, Drachman Institute

LDM:jem

Enc: A. List of ULI Fellows

B. Mann et al. paper on Criteria

C. Title pages and contents of first two papers

\*We have specially invited papers on nine masterplanned satellite communities. (See Table at end of attachment C.) Commissioned papers will have no "edge" in the competition.

List of ULI (Urban Land Institute) Fellows  
(As of 1987-88)

Edmund N. Bacon  
Vice President  
Mondev International Ltd.  
2117 Locust Street  
Philadelphia, PA 19103

David L. Birch  
Massachusetts Institute of  
Technology  
Room 9-316  
Cambridge, MA 02139

H. James Brown  
Director/Professor  
Harvard University/Joint  
Center for Housing  
53 Church Street  
Cambridge, MA 02138

William B. Brueggeman  
Corrigan Professor  
Southern Methodist University  
E.L. Cox School of Business  
440 B, Fincher Building  
Dallas, TX 75275

John M. DeGrove  
Director, Joint Center for  
Environmental & Urban Problems  
Florida Atlantic University  
University Tower, Suite 709  
220 Southeast 2nd Avenue  
Fort Lauderdale, FL 33301

David E. Dowall  
Associate Professor  
University of California  
316 Wurster Hall  
Berkeley, CA 94720

Anthony Downs  
The Brookings Institution  
1775 Massachusetts Avenue, N.W.  
Washington, DC 20036

Bernard J. Frieden  
Chairman of the Faculty and  
Professor of Urban Studies  
Massachusetts Institute of Technology  
Room 7-338  
Cambridge, MA 02139

Michael A. Goldberg  
Herbert R. Fullerton  
Professor of Urban Land Policy  
Faculty of Commerce and Business  
Administration  
University of British Columbia  
2053 Main Mall  
Vancouver, B.C., Canada  
V6T 1YB

James A. Graaskamp  
Chairman, Real Estate & Urban  
Land Economics  
School of Business  
University of Wisconsin  
1115 Observatory Drive  
Madison, WI 53706

Charles M. Haar  
Louis D. Brandeis  
Professor of Law  
Harvard Law School  
Griswold Hall 300  
Harvard Law School  
Cambridge, MA 02138

Lester A. Hoel  
Hamilton Professor and Chairman  
Department of Civil Engineering  
University of Virginia  
Thornton Hall  
Charlottesville, VA 22901

Daniel R. Mandelker  
Stamper Professor of Law  
Washington University  
Box 1120  
St. Louis, MO 63130

Lawrence D. Mann  
Professor & Director  
Drachman Institute  
University of Arizona  
1230 N. Park #114  
Tucson, AZ 85721

Gerald M. McCue  
Dean  
Harvard University-  
Graduate School of Design  
48 Quincy Street  
Cambridge, MA 02138



Mike Miles  
Foundation Professor of Urban  
Development  
School of Business  
University of North Carolina  
Chapel Hill, NC 27514

John E. Peterson  
Senior Director  
Government Finance Research Center  
1750 K Street, N.W.  
Suite 200  
Washington, DC 20006

George E. Peterson  
The Urban Institute  
2100 M Street, N.W.  
Washington, DC 20037

Frank Schnidman, Visiting Professor  
FAU/FIU Joint Center for Environmental  
and Urban Problems  
709 FAU Tower  
220 Southeast 2nd Avenue  
Ft. Lauderdale, FL 33301

George Sternlieb  
Director, Center for Urban  
Policy Research  
Rutgers University  
Building 4051  
Kilmer Campus  
New Brunswick, NJ 08903

Shirley F. Weiss  
Professor of City and  
Regional Planning  
University of North Carolina at  
Chapel Hill  
207 New East Building 033A  
Chapel Hill, NC 27514

AS OF 1987-88

MEMBERSHIP INFORMATION SHEET  
THE ROY P. DRACHMAN INSTITUTE  
University of Arizona

ABOUT THE DRACHMAN INSTITUTE

The Roy P. Drachman Institute for Land and Regional Development Studies at the University of Arizona is a research and educational facility dedicated to:

- expanding the knowledge and expertise of practicing professionals about land planning and the development process.
- promoting excellence in land planning and real estate development.
- increasing the level of professionalism in these fields.

The Drachman Institute develops research and educational programs presenting state-of-the-art methods and practices in planning and development. The Institute is one of the few research and educational facilities in the United States offering a practical education in the land use and development process.

Programs are designed for planning and development professionals whose decision-making responsibilities require an integrated understanding of the multiple facets of the development process as well as the impacts of development on the environment, the community, and the neighborhood.

By expanding the research and educational opportunities for practitioners within the development industry, the Drachman Institute aims to improve the image and level of development professionalism and to promote carefully balanced developments that have positive community impacts.

DIRECTOR

The Institute's Director, Dr. Lawrence D. Mann, brings a professional planning and applied social research approach and twenty-five years of experience in urban development research and action. His experience includes academic, and administrative positions with Harvard University, Rutgers University, the Ford Foundation, the Government of Chile, and the University of North Carolina at Chapel Hill. He is currently Professor of Development Planning at the University of Arizona. Dr. Mann received his Ph.D. in Urban & Regional Planning and Social Sciences from Harvard University. He is a fellow of the Urban Land Institute, a member of the American Planning Association, and the American Institute of Certified Planners, of which he was formerly National Chairman.

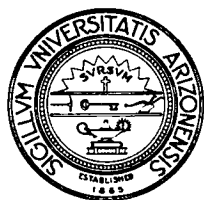
MEMBERSHIP

The Drachman Institute benefits private firms, neighborhood groups, and public agencies. However, its continuity depends entirely on private donations. Donors receive the following benefits:

<p><b>\$10,000</b> Includes complimentary Gold Level Membership in the Drachman Institute throughout 1988. Privileges include:</p> <ul style="list-style-type: none"> <li>✓ • gold wall plaque</li> <li>✓ • fifty percent discount on all educational events</li> <li>✓ • fifty percent discount on publications</li> <li>✓ • advisory services at cost</li> <li>✓ • semi-annual newsletter</li> </ul>	<p><b>\$5,000</b> Includes complimentary Silver Level Membership in the Drachman Institute throughout 1988. Privileges include:</p> <ul style="list-style-type: none"> <li>✓ • silver wall plaque</li> <li>✓ • discount on all publications</li> <li>✓ • preferential reservations on all educational events</li> <li>✓ • semi-annual newsletter</li> </ul>	<p><b>\$1,000</b> Includes Complimentary Bronze Level Membership in the Drachman Institute throughout 1988. Privileges include:</p> <ul style="list-style-type: none"> <li>✓ • bronze wall plaque</li> <li>✓ • preferential reservations on all educational events</li> <li>✓ • semi-annual newsletter</li> </ul>
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To receive additional information about the Drachman Institute, call or write:

Dr. Lawrence D. Mann  
1230 N. Park Avenue, #114  
Tucson, Arizona 85721  
(602) 621-1149



THE UNIVERSITY OF ARIZONA  
TUCSON, ARIZONA

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Lawrence D. Mann, Ph.D., Director    1230 N. Park Avenue, #114, Tucson, AZ 85721    (602) 621-1149

February 10, 1988

AN INVITATION TO SUPPORT  
A NATIONWIDE COMPETITION ON  
MASTERPLANNED COMMUNITY PROJECTS

Dr. James A. Grasskamp  
University of Wisconsin  
1115 Observatory Drive  
Madison, WI 53706

Dear Dr. Grasskamp:

I am writing to invite your participation in an exciting opportunity to bridge a **significant gap in the land use and development knowledge** -- namely, on the subject of privately initiated **satellite masterplanned communities**. While the number of such large-scale communities rises, we see no corresponding increase in vital information needed to establish **better criteria for decisions** at each step in the development process.

The Drachman Institute will address this problem by coordinating one of the most ambitious and comprehensive **real estate development research** efforts in recent years. Our effort takes shape as a **national research competition** on the two early phases of the development process: site selection and masterplanning. It potentially involves faculty and staff from every real estate and planning program in every North American university.

Let me point out how valuable this research can be to the real estate discipline and to you personally. Then, I would like for you to consider making a donation to make possible this important effort.

The research competition focuses on large, multi-use developments located outside but within commuting distance of metropolitan areas. The sample of projects will include the entire array of metropolitan areas in the United States. Faculty and students from all universities offering real estate and/or planning instruction have been invited to participate -- **early returns indicate a very enthusiastic response** from a substantial number of university programs.

NATIONWIDE COMPETITION ON  
MASTERPLANNED COMMUNITY PROJECTS  
page 2

Entries may be in any of the disciplinary or professional approaches to development, financial and economic analysis, legal aspects, and design of satellite masterplanned communities. Joining with me in managing the competition are **Professor James Graaskamp** of the University of Wisconsin's Real Estate Program and **Professor Charles Harris** of the Harvard Graduate School of Design. A panel of judges, starting with the Fellows of the Urban Land Institute, will read the submissions in their individual areas of expertise.

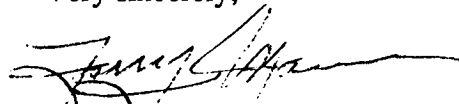
**Your contribution will help both the participating students and the entire effort.** We will award a number of prizes at the undergraduate, graduate-professional, and doctoral levels in each area of emphasis. We need to have **prizes** substantial enough to attract large numbers of students. We also plan to establish a **fund of research grants** to cover computing and similar costs for students needing such aid. Ultimately, our ability to provide these resources depends on your generosity and the generosity of others in the development industry.

**Contributing to this effort can also be advantageous to you.** Your support will entitle you to receive complimentary copies of key research findings as they appear, including summaries of the award-winning papers. Your name, and/or your firm's name, will appear in publications emanating from the competition. The Drachman Institute will publish the names, schools, subjects, and address of participating students. We will also publish one or more edited collections of the best contributions. You will thus have potential contact with some of the best young minds entering the field, both in your region and nationally. Finally, you will receive a Certificate of Membership in the Drachman Institute corresponding to the level of your support for this research competition.

Please make your donation of \$500, \$1000, \$5000, or \$10000 -- as much as you can comfortably contribute -- today. **I am sure you will find the results of the research well worth your donation.** If you would like more information about the competition or the Drachman Institute, please contact me by phone at (602) 621-1149, or write to me at the above address.

Thank you for your consideration of this request.

Very sincerely,



Lawrence D. Mann, Ph.D.  
Professor of Development Planning  
Director, Drachman Institute

Enclosures