

Real Estate Development and Reuse

Wednesday August 17, 2022



Instructors:



***Debbie Kern, Managing Principal
Keyser Marston Associates, Inc. (Berkeley Office)***

Debbie Kern is the Managing Principal of Keyser Marston Associates, Inc.'s (KMA) Berkeley office and has 35 years of experience as a land use economist. Debbie specializes in structuring public private partnerships, developing incentives to attract businesses and structuring financing plans for new infrastructure to serve new development. Debbie is a recognized expert in Enhanced Infrastructure Financing Districts (EIFDs). In addition to being a practitioner, Debbie has spoken at numerous economic development conferences and is also a member of CALED's Economic Development Finance & Real Estate Committee.



***Kevin Engstrom, Senior Principal
Keyser Marston Associates, Inc. (LA/OC Office)***

Kevin Engstrom is a Senior Principal of KMA's Los Angeles office with over 25 years of experience as a land use economist. Kevin specializes in evaluating the market and financial feasibility of a full range of real estate projects, including hotels, retail, office, and residential uses. For six years, Kevin instructed the Basic and Advance Pro Forma Class at the California Redevelopment Association (CRA) Institute in Southern California.



***Michael Tactay, Senior Associate
Keyser Marston Associates, Inc. (San Diego Office)***

Michael Tactay is a Senior Associate at KMA's San Diego office with over 10 years of experience as a land use economist. Michael specializes in working with public sector clients requiring fiscal and economic impact analyses, infrastructure and public facilities financing, and economic revitalization strategies. Michael has previously instructed Fiscal Impact Analysis sessions for the American Planning Association (APA) and Financial Pro Forma and Development Economics for the University of California, San Diego (UCSD) Urban Studies and Planning program.

Course Description:

This advanced course in real estate development and reuse will cover trends in various real estate development project types and specialized development such as transit-oriented development (TOD). The important aspects of the basic development process, market and financial feasibility, permitting, and the roles of the public and private sector and project consultants will be covered. The session will also include the use of technical tools such as pro forma analysis and financing tools.

Course Core Competencies:

- Current trends in housing, retail, office, industrial, hotel, and mixed-use development
- Specialized focus areas: infill development, TOD
- Market and pro forma financial feasibility analysis
- Fiscal and economic impact analysis
- Redevelopment options/tools in the “Post Redevelopment” era, including Enhanced Infrastructure Financing Districts,
- Public/private partnerships and developer RFQ/RFP processes

Student Outcomes:

After successful completion of this course, students will have a(n):

- Understanding of the real estate development process
- Understanding of how to analyze the financial feasibility of a project
- Understanding the objectives and components of fiscal and economic impact analyses
- Understanding of the process to solicit and select project consultants and developers

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