

Real Estate Development and Reuse

Wednesday August 18, 2021



Instructors:



KEYSER MARSTON ASSOCIATES.

***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 conferences and served as an instructor at the California Redevelopment Institute. Debbie is also a member of CALED's Economic Development Finance & Real Estate Committee.



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***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 20 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.



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***Julie Romey, Senior Principal
Keyser Marston Associates, Inc. (LA/OC Office)***

Julie Romey is a Senior Principal of KMA's Los Angeles office with over 15 years of experience as a land use economist. Julie specializes in advising clients on how to increase the supply of affordable housing, how to finance new affordable housing, including using incentives to create value that can be used to fund housing, and how to manage a city's affordable housing stock. Julie also has extensive teaching experience, including teaching the basic and advanced proforma classes at the CRA Institute.

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 affordable housing and transit-oriented development (TOD). The important aspects of the basic development process, market and political 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, site analysis and land assembly, as well as financing options.

Course Core Competencies:

- Current trends in housing, retail, office, industrial, hotel, and mixed-use development
- Specialized areas focus: affordable housing, infill development, TOD, etc.
- Pro forma analysis and understanding the use of project incentives
- Redevelopment options/tools in the “Post Redevelopment” era, Enhanced Infrastructure Financing Districts, Opportunity Zones
- Public/private partnerships and developer RFQ/RFP processes
- Permitting

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 site and financing options for development
- Knowledge of site analysis and land assembly
- Understanding of the public process for project permitting and entitlements
- Understanding of project constraints and incentives
- Understanding of the process to solicit and select project consultants and developers

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