REAL-445-B, Sustainable Real Estate Development
Kellogg School of Management
Northwestern University
Winter Quarter 2010 (Second 5 weeks)
Wednesdays, 6:30-9:30 p.m.
Evanston Campus-Jacobs Center room TBD

Instructor: Denise Akason
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Course overview and goals

Why build "green"?
Isn't this just a fad, and too expensive to make any financial sense?

The purpose of this course is to answer these common questions, and to provide an introduction and overview of sustainable real estate development. The target audience is students interested in sustainability as it applies to real estate development. The course will explore the history of sustainable "green building" along with the latest advances, successes, failures, and current trends. The concepts associated with environment design and construction as well as the financial costs and benefits will be discussed. The current standards and government incentives for sustainable development will be discussed.

This course will be a mix of lectures based on assigned readings, as well as invited guest speakers. Familiarity with economic and financial concepts (discounted cash flow analysis) as they relate to real estate is required. There will be a group case study project.

Text and readings:
Text: Green Building Through Integrated Design by Jerry Yudelson

Reading assignments will be posted on the course blackboard site, with non-book readings either as pdf files or with instructions to access the reading material via the web. Additional media articles and material may be handed out or posted on blackboard as the class progresses.

Grades

Grades will be based on several factors. The following are weights for grading:
Class participation: 15%
Case home set 20%
Group case study project: 35%, (with peer review)
Final exam: 30%

IMPORTANT NOTICES

Attendance at each class is expected and the class will begin on time. Please remember to sign in after the break during each class.

Deadlines in this class, as they are in business, are firm. Assignments are due at the beginning of the scheduled class. **If assignments are not handed in on time, they will not be accepted.** Extension of a due date will only be considered in an extreme circumstance.

Compliance with the Kellogg Honor Code is assumed at all times and under all circumstances.

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Laptop and Etiquette Policy

No laptops may be used in the classroom. To minimize distractions, please do not use personal digital assistants, ipods, or cellular phones during class.

*This following schedule is **tentative and subject change**. Additional articles may be added to Blackboard. Guest speakers may be added or deleted based on their availability.*

Sustainable Development Course Outline

Week 1

Introduction to Sustainable Development
- Key Concepts
  - Why build green?
- History of sustainable development

Compact Development and its environmental impact

Required reading
- Text: Chapters 1-4

Suggested reading
- Environment, Entrepreneurship, and Innovation: Systems Efficiency Strategies for Industrial and Commercial Facilities

Guest speaker: Ben Ranney of Prairie Crossing and Lincoln Square

Assignment: Birmingham Federal Building case study

Week 2

Case study answers due

Government Incentives

Environmental Building Standards
- LEED, BREAM and other acronyms you should know

Case discussion

Guest speaker: Colin Coyne, The Coyne Group

Required reading
Text: Chapter 7
"Do LEED certified buildings save energy? Yes, but…
LEED v. Green Globes
MisLEEDing, Scientific American, Volume 18, Number 4, 2008
Fisher/Pivo study

Week 3

Green Commercial Development
- Office
- Retail
- Industrial

Green leases
- Guest speaker: Ted Yi, Partner, DLA Piper

Required reading
Text: Chapter 6
Chapter 5 of the Green Building Bottom Line (pdf copy)
Are Zero Energy Commercial buildings achievable? Executive summary only.

Suggested reading:
RealPac National Standard Green lease

Assignment: Sustainable retrofit case study

Week 4

Retrofitting existing buildings
- LEED-EBO&M
- Challenges

Financing Sustainable Development

Guest speaker: Scott Tausk, Managing Director, Transwestern Investment

Required reading
Text: Chapter 8
Value Investing in Today's Market
High Performance Green Building: What's It Worth?
Fine-tuning buildings' energy systems urged

Week 5

Sustainable retrofit case study due.

Case study discussion and presentation.

Final exam: The final exam will be on Wednesday, March 17 at 6:30 pm.