

Columbia Syllabus: The Value of Design 2017

Course Code: PLA6595 / Value of Design / Session B / Wood Auditorium (113 Avery)

Class Schedule

Class 1	Wed Nov 1, 2017	11:00am – 1:00pm	James von Klemperer – Value of Design
Class 2	Friday, Nov. 10, 2017	3:00pm-5:00pm (KPF)	Gene Kohn - Hudson Yards, NYC
Class 3	Wed Nov 15, 2017	11:00am – 1:00pm	Bruce Fisher - New Songdo City
Class 4	Mon Nov 20, 2017	1:00pm – 3:00pm	Gene Kohn – Unilever HQ London
Class 5	Wed Nov 29, 2017 1	11:00am – 1:00pm	James von Klemperer – 1 Vanderbilt, NYC
Class 6	Wed Dec 6, 2017	11:00am – 1:00pm	Gene Kohn – Mayhem on Madison

A. Eugene Kohn FAIA RIBA JIA, Chairman and James von Klemperer FAIA, President
Kohn Pedersen Fox Associates

Bruce Fisher, Director KPF (befisher@kpf.com)

Teaching Assistant: Kyle John Beneventi (kjb2184@columbia.edu)

I. COURSE DESCRIPTION

At the completion of the 6 sessions the class will have an excellent understanding of the process and the decisions required for real estate development. Case Studies will demonstrate the value of design to the profession and to assets, for many years to come. One will understand and appreciate the emotion, the passion, the thrill, the fear, the disappointments and the joy of creating an asset that can be profitable and that contributes to a better built environment and quality of life. Finally one will see the value of good design in all aspects of our lives. Design is important and is most evident and experienced in our architecture and planning.

II. COURSE REQUIREMENTS

Students will be expected to complete assigned weekly readings and to prepare questions based on these reading for group discussion. For the final project/case study, students will work in teams of 2-4 with fellow students to analyze a real estate development problem for a site in NYC. The class will all focus on the same site but create respective development visions through text, precedent photos, diagrams etc.

III. COURSE GRADING CRITERIA

Course grading criteria are as follows:

- Completion of readings (Case Study) – prepare questions for discussion – 20%
- Attendance and in-class participation – 55%
- Final Paper/ case Study – 25%

IV. COURSE OUTLINE

Professors Kohn and von Klemperer will lead each class with a presentation and then follow with class participation.

Case Studies:

1.) Value of Design

The lecture touches on 10 aspects of design that add value to assets.

2.) Hudson Yards – The Other Side of the Tracks?

One of the largest projects of its kind developed in NY, Hudson Yards is a mix-use project created over existing railyards. The development is transforming the west side of Manhattan.

3.) New Songdo City

This case study deals with the creation of a ground-up, new city in Korea. We will discuss its successes and failures.

4.) Unilever Headquarters, London

The case study looks at a corporation's decision making process in deciding to renovate a listed building in Central London vs. build a new HQ. When does the most expensive solution make the most sense?

5.) 1 Vanderbilt

How does New York meet the demands for class-A office space in Midtown? This case study looks at the critical relationships between the City, transit authorities, developers and the community that allow game-changing development to occur.

6.) Mayhem on Madison

Developments in established neighborhoods can fail or be radically altered due to Community opposition. In this case, community members, including Woody Allen, dramatically affect development outcomes.