## A SEAT AJ THE TABLE

## BASIC DEVELOPMENII FINANGE FOR PLANNERS, URBANISTS AND HOUSING ADVOCAJES

## FEATURING BEN STEVENS

Author of "The Birth of a Building"


Saturday, August 19th | $0: 00=11830$ an John Chavis Memoria) Park (Multipurpose Room :Fifl $^{(1)}$
505 Martin Luther King Jr Blyd


## A PLACE ONLINE <br> For people who love buildings

We are real estate developers. We created this site to learn from
other developers \& the architects, engineers, urban planners,
lawyers, and financiers with whom we partner to create places.

## ben@theskylineforum.com





## A Seat at the Table

## Agenda

## Demand Constraints

Supply Constraints
All the Finance You Need
Architecture and Profit
Numbers Up Close

## Agenda

## Demand Constraints

Supply Constraints
All the Finance You Need
Architecture and Profit
Numbers Up Close


## BUDDAMUS

## Supply and Demand Constraints



7\% Return

# \$1.5m Application Costs <br> 2 Year Waiting <br> Pledge Home as Collateral 

## PRECEDENTIAL

## UNITED STATES COURT OF APPEALS

FOR THE THIRD CIRCUIT

No. 21-2289

SOVEREIGN BANK
v.

This could be you!


REMI CAPITAL, INC; ERIK A. KAISER, Individually
*Jenzack Partners, LLC, as assignee for Sovereign Bank,
Appellant
*(Pursuant to Rule 12(a), Fed. R. App. P.)

## The Capital Stack

## 60\% Debt

In a $\mathbf{\$ 1 0 0 m}$ transaction, this means $\$ 60 \mathrm{~m}$ of debt, $\$ 38 \mathrm{~m}$ of investor cash, and $\$ 2 \mathrm{~m}$ of developer cash.

Time


## Closing and Ground Breaking

## Developer Spends \$1-2m of Their Own Cash

## Reward > Risk

(to pay for projects that fail)

## Capital Partners





## Your Customer

## You should make it nicer.






Sold Dec 2022•\$7M (\$375.90/SF)
Investment

## The Land Seller

18,622 SF • Bar/Nightclub • Built 1964


+ VIEW MORE
- Risk > Reward for me
- Lenders find it safe - People can afford it
- Landowner willing to sell



## Agenda

## Demand Constraints

Supply Constraints
All the Finance You Need
Architecture and Profit
Numbers Up Close


## Developers




The City



American Planning Association



American Planning Association



## DEMOCRACY IN AMERICA.

## BY

## ALEXIS DE TOCQUEVILLE,

 AVOCAT A LA COUR ROYALE DE PARIS, ETC., ETC.
## Annual Highlights

- This past quarter, of the 34 cases seeking rezoning, only 3 made it to council.
- Rezonings are down 29\% based on the 5-year average.
- The conversion rate of proposals starting at staff and getting to the council process is $13.9 \%$. The last five years: $14.3 \%, 13.4 \%, 26.0 \%$, and $23.1 \%$.
- Development plans submitted are down $23 \%$ over the last 5 years.
- Permits are down 39\% over the last 5 years.


## Property Owners



## No upside. Possible downside.

## DEPARTMENT OF COMMERCE HERBERT HOOVER, SECRETARY <br> $\Gamma_{\text {A }}$ STANDARD STATE ZONING ENABLING ACT UNDER WHICH MUNICIPALITIES MAY ADOPT ZONING REGULATIONS

## BY THE

ADVISORY COMMITTEE ON ZONING
APPOINTED BY SECRETARY HOOVER

NIMBY

- Environmental lawsuit
- Traffic study
- Parking study
- Subjective desigurevieas
- Public comment session (x3)
- Appeal from commission to council
- Parking permit program exclusion
playbook
- Historic site claim
- Rezone site
- Parking minimum
- Affordability requirement
"Impact' fees
- Minimum setbacks
- Arbitrary height maximum




## Basic Rhetoric

- It will tear the neighborhood apart.
- It should exist but somewhere else.
- It lacks character (which isn't defined).


## Mutually Exclusive

- Increase the parking while lowering the traffic.
- It should be affordable but not have a lot of poor people.
- It should be nicer than anything in town, but not "luxury."

All Reasonable But 1



## Consequences

- Rents and prices go up (which makes labor costs go up).
- This reduces investment potential in the local economy.
- And it reduces tax revenues.
- It prices people and companies out of moving into the market.
- People who run cities are not always incentivized to care about these things.

Projects may only be denied on the basis of objective criteria which are quantified and outlined in the unified development ordinance (e.g., if your code mandates the use of $50 \%$ brick on all buildings in a district, you may deny a project that fails to meet that standard. But you may not deny a project because it "lacks character" or "isn't special.")

Comprehensive plans must identify the zoning that corresponds to the comprehensive plan intent. Once a plan is approved, a parcel that doesn't match its intended comprehensive plan zoning may be rezoned with an administrative filing on a standardized form, without hearings. All previous comprehensive plans must be updated to reflect the intended future zoning within 18 months of the effective date.

Any governing body, committee, commission, or council having discretion over the entitlement of a project shall, within one week of a hearing, provide written confirmation to applicant of those actions legally required for approval (comments such as "I'd like you to consider..." leave the applicant in limbo, unclear on the exact path to approval).

Outside of residential districts, cities shall not prevent a building from rising to the height of the tallest building within 500 feet of its own property line.

## Agenda

## Demand Constraints

Supply Constraints
All the Finance You Need
Architecture and Profit
Numbers Up Close

A Black Canvas



## Up to Speed



### 1.12 for 1.00 .

## $\$ 12$ \$12,000 \$12,000,000

Return of your capital

## Return on your capital

## Creating Value

"We can do more than create (financial) value...
...but we must create value first."




## \$1,000,000

You can only tell whether a project makes sense by comparing the income and cost.

## A rent number (even if high) or a development cost (even if low) is useless on its own.



## Income-to-Cost (ITC)

## Income-to-Cost (ITC)

a.k.a. yield on cost / return on cost

## What's the yield?

## \$5,75m income

 / \$100m cost $=5.75 \%$ Income to Cost
## Income-to-Value (ITV)

a.k.a. CAP Rate

## \$5.75m income / 4.5\% ITV = \$127.7m



## Land Seller <br> Construction Firm City Fees and Taxes




3 Scenarios Worksheet

## A Surprising Solution

## 250 Homes <br> 600k in Taxes

Keep Revenue 0 Use 600k for Local Vouchers

600k taxes / \$8000 per renter = 75 Permanent Vouchers

## Cost to City $=\$ 0$

## Market Housing Creates Vouchers.

## Can someone recap?

All Cash?


## The Capital Stack

| SOURCES |  |  |  |
| :---: | :---: | :---: | :---: |
| SOURCE | ORDER | NSTRUCTION | PERMANENT |
| EQUITY |  |  |  |
| Equity (LIHTC Gap) | 1 | - | 1,808 |
| LIHTC GP Equity | 2 | 100 | 100 |
| LIHTC LP Equity | 3 | 51,896,000 | 52,850,000 |
| HTC Equity | 4 | - | - |
| Equity | 9 | 4,049,000 | 4,049,000 |
| LIHTC Boost Equity | 6 | - | - |
| [Source] | 7 | - | - |
| SOFT DEBT |  |  |  |
| HOME Funds (Soft Debt) | 8 | - | - |
| Capital Funds | 5 | 31,200,000 | 31,200,000 |
| Gap Funds | 10 | 3,800,000 | 3,800,000 |
| Deferred Developer Fee | 11 | 875,000 | 875,000 |
| City of $\square$ TIF | 16 | 42,650,000 | 42,650,000 |
| Grant | 13 | 909,598 | 909,598 |
| -Gap (Without Boos | 14 | - | - |
| Gap Fund Request | 15 | 5,800,000 | 5,800,000 |
| Seller Note | 0 | 10,000,000 | 10,000,000 |
| HARD DEBT |  |  |  |
| Construction Loan | n/a | 46,436,996 | - |
| Const Loan Carry Costs | n/a | 28,769,365 | - |
| Perm Loan (A) | n/a | - | 12,580,000 |
| Perm Loan (B) | n/a | - | - |
| Perm Loan (C) | n/a | - | - |
| Mezzanine Loan | n/a | - | - |
| Cash Flow Loan | n/a | - | - |
| Accrued Interest | n/a | 13,353,420 | 13,353,420 |
| Total |  | 239,739,480 | 178,068,927 |



## Agenda

## Demand Constraints

Supply Constraints
All the Finance You Need
Architecture and Profit
Numbers Up Close

## We’ve Begun Our Descent



## Land Sellers

## Contractors

## Cities

## The Design Dilemma

You must understand whether a design decision makes it easier or harder to pay your bills.


Revenue

Cost

## Building Code

City Approvals

Market Research (Revenue)
GC and Subs (Material + Fire Cost) Planners and Council (Height)

## It's the \# of dimensions...

## Insights from PB\&J

Part 1



## 36 sandwiches

## FAR

The Floor Area Ratio

## 1) FAR Efficiency

Let's say you buy a piece of land. Does it matter whether you build 10,000 SF or 100,000 SF on it? Yes, because either way, the seller wants the same amount of money. Here's what that looks like:

| Land Price | / \# of Gross SF We Build | = Land Cost per Bldg SF |
| :--- | :--- | :--- |
| $\$ 5,000,000$ | $10,000(\sim 10$ apartments) | $\$ 500$ |
| $\$ 5,000,000$ | $100,000(\sim 100$ apartments) | $\$ 50$ |
| $\$ 5,000,000$ | $300,000(\sim 300$ apartments) | $\$ 15$ |
| $\$ 5,000,000$ | 500,000 (mixed use center) | $\$ 10$ |

## Total building SF / Site Area = FAR



## Parking Efficiency

## Living Space Vs. Parking Space


size for 2 bedroom apartment: $675 \mathrm{FT}^{2}$

size for 2 parking spaces: $650 \mathrm{FT}^{2}$
Sources: Transportation Cost and Benefit Analysis II - Parking Costs Victoria Transport Policy Institute (www.vtpi.org) Graphic Adapted from Graphing Parking (https://graphingparking.com/2013/07/23/parking-across-cascadia/)

Image compiled by the Parking Reform Network - https://parkingreform.org/ - @Parking_Reform


| Stall Type | Total Stalls <br> Needed | X Cost per <br> Stall (2022) | = Parking Cost <br> (excluding land) $)$ |
| :--- | :--- | :--- | :--- |
| Surface Stalls | 400 | 4,000 | $1,600,000$ |
| Precast Deck | 400 | 18,000 | $7,200,000$ |
| Cast in Place <br> Deck | 400 | 27,000 | $10,800,000$ |
| Subsurface <br> Parking | 400 | 40,000 | $16,000,000$ |

## Sitework



## Structural System



## Find the Problem



O AVAILABLE
O MECHANICAL

- elevators



## 38,221 total $\mathbf{- 1 3 , 6 0 9}$ core $=\mathbf{2 4 , 6 1 2}$ (64.4\% efficient)

of the name to "Burj Khalifa". The concept of profitability derived from building high-density developments and malls around the landmark has proven successful. Its surrounding malls, hotels, and condominiums in Downtown Dubai have generated the most revenue from the project as a whole, while the Burj Khalifa itself made little or no profit. ${ }^{[8][9]}$

Management

|  | Number of Apartment Units |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Staff Required | 50 | 100 | 150 | 200 | 250 | 300 |
| Property Manager | - | 1 | 1 | 1 | 1 | 1 |
| Leasing Associate | - |  | 1 | 1 | 1.5 | 1.5 |
| Maintenance Supervisor | - | 1 | 1 | 1 | 1 | 1 |
| Maintenance Tech | - |  | 1 | 1 | 1 | 1.5 |
| Groundskeeper |  |  |  |  |  | 1 |
| Total | - | 2 | 4 | 4 | 4.5 | 6 |

## Efficiencies

- FAR
- Parking
- Sitework
- Structure
- Speed
- Floorplate
- Mechanical
- Management


## Fragility:

Is there really a demand for 36 PB\&Js?

## Agenda

## Demand Constraints

Supply Constraints
All the Finance You Need
Architecture and Profit
Numbers Up Close

## What's In Your Number?

## Land Hard Costs Soft Costs

| Cost Category | Garden | Midrise | Highrise | Average |
| :--- | :---: | :---: | :---: | :---: |
| Land (contract only) | $13 \%$ | $19 \%$ | $12 \%$ | $15 \%$ |
| Soft Costs | $17 \%$ | $17 \%$ | $18 \%$ | $17 \%$ |
| Hard Costs (incl. FFE) | $70 \%$ | $64 \%$ | $69 \%$ | $68 \%$ |

## † Land Cost $\downarrow$ Transportation Cost

## $\uparrow$ Transportation Cost $\downarrow$ Land Cost

## Marichetti Constant

Paris, 1383 CE (walking city)





## What's In Your Number?

Part 2

## Potential Gross Rent

+ Additional Rent
- Vacancy
- Concessions
- Credit Loss
- Operating Expenses
= Net Operating Income



## Every dollar counts. Multiply by 20.

## 1 dollar saved / 5\% ITV = \$20

Asymmetric Profits

## Investor puts 95\% Equity

Developer does 99\% of work

## Waterfall

$\sim$ like a graduated tax
Equity*
For the required equity, the investors will contribute (\%): ..... 95\%
and the developer will contribute (\%): ..... 5\%
Preferred Return
All proceeds will be split pro rata until all equity has received a(n) ..... $10 \%$
Promote 1
profits will be split between the two parties as follows:Promote 2
For cashflow between a return of $14.00 \%$ and ..... 18\%
profits will be split between the two parties as follows: ..... 65\%
to investors $35 \%$ to developer.
Promote 3Once the investor hits a return of $18.00 \%$, proceeds split55\%



