

12 December, 2014

To: Ming-Han LI

From: Geoffrey Booth

Subject: Your request of yesterday that I submit a proposal for the FY 2014-15 Schob Scholars LAUP Mini-Grant Program

1. Professor of Record: Geoffrey John BOOTH

2. Project Title: The Quadruple Net Value Analysis of Schob Park, College Station, TX.

3. Project Abstract: Using the Quadruple Net Value Analysis methodology and metrics undergraduate students drawn from Landscape Architecture and Urban Planning would be taught how to research, analyze, evaluate the economic, social/cultural, environmental and sensory value of Schob Park. This work would be undertaken as part of the service-learning component of URPN 330 in the Fall semester of 2015. Similar Quadruple Net Value Analysis films and reports have been undertaken by our Aggie students for Millennium Park, Klyde Warren Park, Mandolin Garden Park, Sundance Square, Towne Lake Park, and Shady Lane Park. Copies of the films and reports can be supplied upon request). The methodology developed by Adjunct Professor Dennis JERKE, Landscape Architecture graduate of Texas A&M and Outstanding Alumni of the College of Architecture, and refined with my collaboration is detailed in the following film: <http://youtu.be/8Ptk9z2Zv0w>

4. Objectives of the Project: To use another REAL Project to teach Aggie undergraduate students how to determine the enduring value of a real estate asset (in this case a park) using a proven research methodology developed and tested over the past five years here at Texas A&M University. To document in both video and written report the Quadruple Net Value of Schob Park.

5. Work Plan (including task number, name and descriptions):

Over the course of the Fall semester 2015 , URPN 330 students will be tasked to complete four assignments. This includes written papers, reports, and multimedia presentations.

Assignment Number One—is a concise academic review-critique of the course textbook conducted in accordance with the guidelines that will be distributed with this assignment question (based on material supplied by the TAMU Writing Center—<http://writingcenter.tamu.edu>).

Jerke, D., Porter, D. R., & Lassar, T. J. (2008). *Urban design and the bottom line: Optimizing the return on perception*. Washington, DC: ULI - The Urban Land Institute.

Each student must cover each of the required headings; be structured and presented as required; and be comprehensive, yet concise. It will be presented in draft form, be both peer reviewed and by the writing center before the final paper is submitted

Assignment Number Two—is each student's completed notes, preparations, research, and conclusions on the Schob Park TX., project briefing and project inspection. These notes will be submitted in the standard format as briefed prior to undertaking your project inspection.

Assignment Number Three—is a multimedia presentation that captures the essence of what creates the real estate value of the Schob Park. Through the skillful use of audio, video and still photography you will demonstrate your understanding and appreciation of how the five senses are activated by the real estate project to create real estate value both in that asset and the surrounding area. This assignment must be posted on the designated website by the due date using the skills learned from Jeffrey Kurtz, *Senior IT Consultant—TAMU Instructional Technology Services*

Assignment Number Four—is the class presentation and the team's final written Quadruple Net Value report on the real estate project which you inspected incorporating the additional research and analysis you undertook as part of this course. All reports are to be submitted in the standard format provided and are to be comprehensive yet concise.

Project Inspections & Exercises— preparation for, participation in, and attendance at the Project Inspection, briefing, discussion review and the exercises students complete in this class all count as part of your assessment. Attendance at TRC film afternoons, ULI events in Houston, TX. and the College of Architecture Research Symposium on Monday 27 October, 2014 is also recommended.

Class contribution—whether you came to class prepared; the standard and timeliness of your response both in class and to requests made of you. You are encouraged to attend the REDA events and other MSLD programs during the semester

6. Student Learning Outcomes:

Knowledge:

- A. Understand and analyze how real estate developments/investments are conceptualized, designed, delivered, and managed to maximize their value and return on investment.
- B. Apply and evaluate Quadruple Net Value methodology in the assessment of value in a real estate project.
- C. Understand and analyze how each of the five senses are used in assessing a sense of place and its consequent real estate value.

Professional:

D. Demonstrate the ability to acquire and interpret knowledge, and then use appropriate technologies to present conclusions orally and in writing.

E. Demonstrate the ability to work collaboratively in teams and exercise leadership skills on projects.

F. Employ critical thinking and evidence-based problem solving skills in making decisions.

7. Schedule of Activities:

September, 2015 : Assignment One (see item 5 above);

October, 2015: Assignment Two (see item 5 above);

November, 2015: Assignment Three (see item 5 above); and,

December, 2015 : Assignment Four (see item 5 above).

8. Anticipated Deliverables:

A. YouTube video : November, 2015 (see sample at:<http://youtu.be/A1HiZljwk2k>)

B. Quadruple Net Value Report: December, 2015 (see sample in pdf submitted with this proposal).

9. How will the money be used (list them):

A. Travel and accommodation (\$1,000.00)

B. Student expenses incurred in researching, undertaking, and completing the Quadruple Net Value Analysis film and report on Schob Park (\$1,000.00)

C. Other expenses related thereto (\$1,000.00)

(we are talking about a maximum grant of \$3,000.00 so detailed itemization at this stage is not possible).

10. References:

Geoffrey,

First and foremost, the city would like to thank you for selecting our community as the focus for a Quadruple Net Analysis with your class this semester. From the very beginning with the first phone call, you have made us feel like royalty. It has been a true pleasure meeting you.

To the students: What a wonderful bunch you have been to meet and talk with! Not only are you great ambassadors for Texas A & M, you are exemplary young adults that represents the future of our country. It has been a pleasure meeting you and hope that this is not the only encounter we will have. It is my hope that as you continue your education at A&M and as the city is enlisting further assistance from the Texas Target Communities program, should you hear of another project with Jonestown that you would like to expound on what you have created for us during this project.

Marilee Pfannstiel, CFM

Director of Community Development

City of Jonestown, TX. Tel: 512-267-0359

Monday 8 December, 2014.

Further references can be supplied on request.

Thanks Ming-Han for the opportunity to make this submission. As I said to you yesterday, if it is of no interest please discard. If not then I hope that our students can be of service to you in the grand AGGIE tradition using the resources of the Schob Scholars LAUP Mini-Grant Program.

Kindest Regards,

A handwritten signature in blue ink on a yellow background. The signature reads "Geoffrey Booth" in a cursive style. A long, thin blue line extends from the end of the signature across the width of the image.

Geoffrey J. BOOTH

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