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REAS-ESTATE&PROPERTI DALAM KONTEKS

ARCHITECT'S ROLE

- ✗ Building industry & development
- ✗ Public & Private sector
- ✗ Makin maju > makin besar peran Developer
- ✗ 85% of great bulk of bulding by Developer
- ✗ Housing, industrial, offices, stores, hotels, warehouses

DEVELOPER

- ✗ Entrepreneur
- ✗ Individual-legal entity partnership/corporation
- ✗ Speculative business
- ✗ Creating buildings
- ✗ for investment purposes
- ✗ Small house – creating a new town
- ✗ Selling a building immediately
- ✗ Upon completion –holding through its life

DEVELOPMENT

- ✘ Initiate – implement – build
- ✘ Context : primary one of money & economics
- ✘ Economic context >>>critical to the project's success
- ✘ Economic factors : restrictive-pervasive>the Bottom-Line
- ✘ Design solutions & decisions>>the success of the project

DEVELOPMENT ASPECTS

- ✗ Limited time & strictly limited budget
 - ✗ Marketing factors & amenities
 - ✗ Alternative building systems&construction
 - ✗ Energy, life cycle cost& tax consequences
- ★ Reconcile with
- ✗ Technical, functional, behavioral, aesthetical

7 ASPECTS OF DEVELOPMENT

- ✗ Urban structure & growth patterns
- ✗ Marketability, effect of design&cost on
- ✗ Feasibility, economic, social&political
- ✗ Projection of income & expenses
- ✗ Total development cost
- ✗ Financing of the building
- ✗ Management renting & operation

DEVELOPMENT PROCESS

- × Site selection
- × Feasibility & financing
- × Design & construction
- × Marketing
- × Building operation

SITE SELECTION

- × Z o n i n g
- × U t i l i t i e s
- × T e c h i c a l f a c t o r
- × L o c a t i o n
- × A e s t h e t i c s
- × C o m m u n i t y
- × C i t y s e r v i c e s
- × C o s t

FEASIBILITY & FINANCING

- ✘ Make sense from economic, market, technical standpoint
- ✘ Community acceptance of the project
- ✘ Economic projection of operation after completion, income generated & profit allowance
- ✘ Convince the lender of the future success

MARKETING

- ✘ After site selection >> marketing to find tenants or buyers
- ✘ Attracting : site location, landscaping, building design, amenities
- ✘ Advertisement, personal contact, brokers
- ✘ Break-even level , 1 year after completion

BUILDING OPERATION

- ✗ The longest period, 20 – 100 years
- ✗ Tenants paying rent
- ✗ Developer > owner paying expenses : water, gas, sewer, maintenance & administrative cost

ECONOMICS >> DESIGN

- ✘ Land factors & site-planning
- ✘ Market factors :
- ✘ Building systems
- ✘ Construction processes
- ✘ Life cycle cost factors & energy considerations

LAND FACTORS & SITE-PLANNING

- × Highest & best use
- × Parking & circulation
- × Servicing & utilities
- × Amenities
- × Aesthetics
- × Site design & landscape image

MARKET FACTORS :

- × Image,
- × Amenities,
- × Building plan,
- × Unit plan

BUILDING SYSTEMS

- × Value engineering
- × Standardization
- × Alternate constructin processes

LIFE CYCLE COST FACTORS & ENERGY CONSIDERATIONS

- ✘ Engineering considerations
- ✘ Maintenance & repair
- ✘ Flexibility & expansion
- ✘ Functional efficiency
- ✘ Tax consequences