



Project
Development⁺

KVL

for better results

KVL Projektentwicklung Plus GmbH

As early as 2017, the "Phase 0 Team" was formed within the KVL Group, as it was realised that the need of our contractors for support was growing steadily even before the project was defined. This, together with the realisation that project development can still have a major influence on project control and project management in later phases, led to a series of seminars being launched in 2019 to explain the scope of project development and thus strengthen our employees' empathy for the concerns of our contractors. The seminar was initiated and conducted by Luana Cortis, Reinhard Schulz and Matthias Werner.

This project gave rise to the idea of expanding the service profile of project development in order to provide it all over Germany: KVL Projektentwicklung Plus GmbH was founded in March 2020. These are the people behind it:

Luana Cortis
Managing Partner

Born in Munich, she graduated in architecture from the Technical University of Munich in 2014. Three years later, she completed the accompanying ClimaDesign degree course; her master's thesis examined the optimisation potential in project management in the construction of fully sustainable buildings. Luana Cortis has been working for KVL Group since 2012.

Matthias Werner
Managing Partner

The Munich architect has been active mainly in the procurement of planning permission since 1998. In 2004, he founded his own architectural office, through which he handled the full range of services covered by the HOAI (Fee Structure for Architects and Engineers) as well as urban development planning and competition assessment. In 2012/2013, he founded KVL Bauconsult München GmbH as managing partner with a focus on project management, TDD and consulting in the early project phases.

Reinhard Schulz
Managing Partner

As a business graduate with additional qualifications in project development, Reinhard Schulz combines real estate with a financial perspective. His keen sense for clients' preferences and economic constraints, coupled with his ambition to discover new markets and products, perfectly complement the interdisciplinary approach within KVL PE*.

We bring it all
together
Idea, plot and capital

Matthias Werner

Reinhard Schulz

Luana Cortis



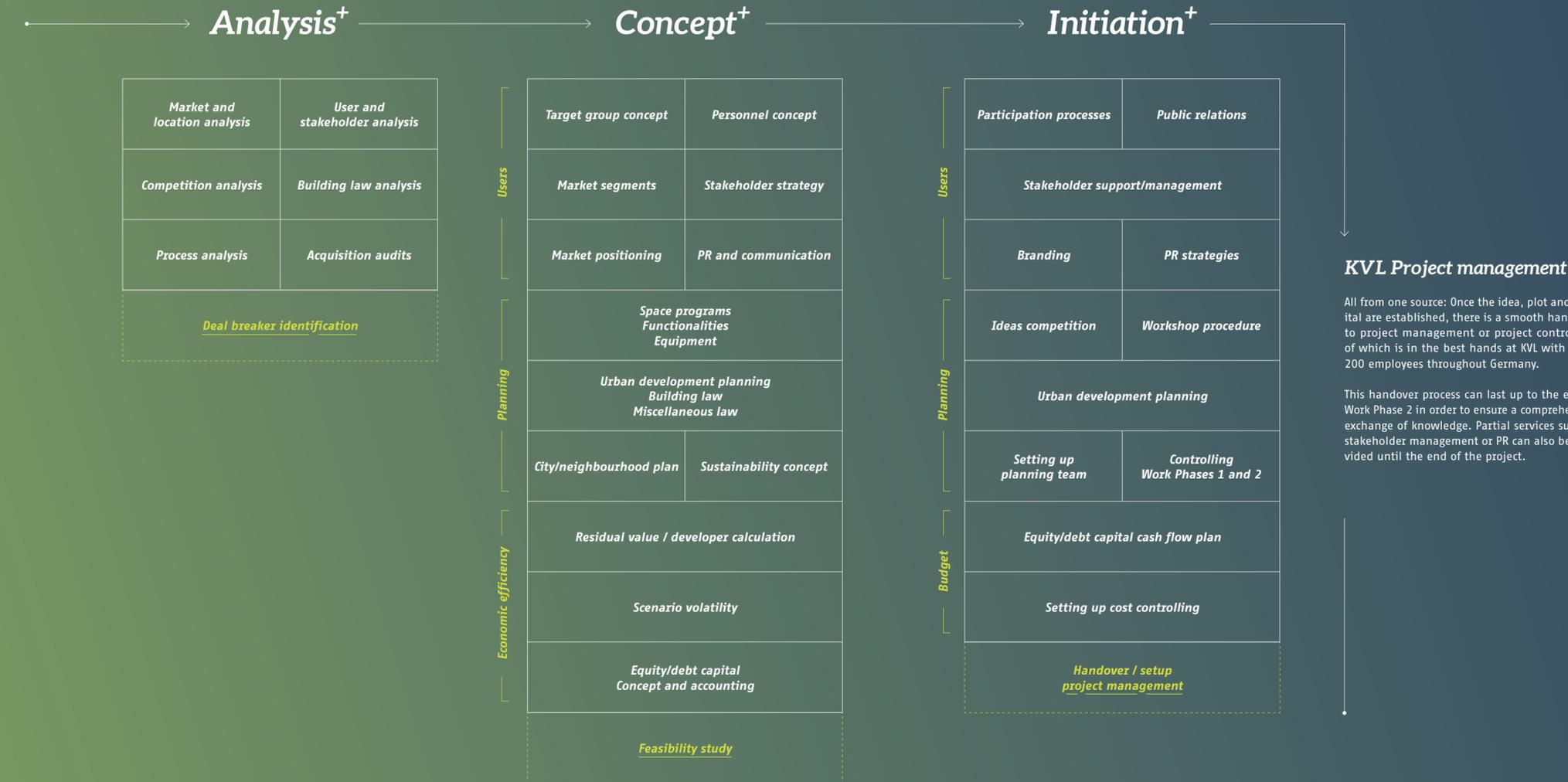
Service profile

Project development brings together the three elements *idea*, *plot* and *capital* in a goal-oriented way and creates the strategic basis of the project.

We develop individual and client-specific project strategies and translate these into concrete actions to formulate the project or development. From market analysis, user identification, conducting idea workshops and dialogue processes to project costing and specific stakeholder management, we provide all the services required for project conception or initiation. Together with our clients, we lay the best possible foundations and use this preliminary work to ensure that the project will be managed on schedule, within budget and in line with quality standards throughout its realisation.

The service profile is structured according to what we see as the decisive phases of project development: Analysis, concept and initiation.

Each of the listed service modules can be considered separately, or combined into packages tailored to your needs.



Analysis phase

We check which framework conditions apply under building law, and what kind of potential exists. Which kind of users can be envisaged here? What does the competition do? What kind of risks are involved in existing properties?

In the analysis phase, the fundamentals of the project development are identified. At this stage, deal breakers are often identified that result in the abortion of the new development. If the analysis does not reveal any insurmountable obstacles, the conceptual design will be started.

Ideas competition

The ideas competition is not only a proven way to find the best expression of one's idea. It also serves more and more as an instrument to involve policy makers and the public in the project and to make the development transparent, which can greatly facilitate the further progress.

We provide all the necessary services: the selection of the jury and planners, the preparation of the call for entries, the review of the entries and the organisation of the events.

Urban development planning

Urban development planning includes all processes and coordination for the creation of building law that reflects the previously developed concept and constitutes a permanently secured framework for realisation. Urban development planning often includes comprehensive stakeholder management to promote transparency and the participation of the public. We coordinate all relevant specialist planners and represent the client or the project in public.

Address and branding

A brand is not an advertisement, nor is it a logo. A brand is an attitude that guides the development of buildings and entire neighbourhoods throughout the process. The result will be not only a shell, but an address with which all those involved (from planners to neighbours and eventual users) can identify. To ensure the consistency of all planning steps in this regard, we start developing an address and brand mission statement in this early phase.

Economic efficiency

Effort and return must always be in proportion in order to realise a project development in an economically sustainable way. A realistic understanding of expected revenues is just as important as the early determination of expected production costs. Typically, we start projects with a residual value calculation to define the maximum justifiable entry price. We then use the multi-stage developer calculation to determine the economic framework for further development and planning.

Project initiation

The best concept will only turn into a successful project if the transformation from idea to realisation takes place smoothly and without loss of information. At the beginning of the realisation, the project must be set up properly, structures and processes must be defined, and other project participants must be involved. By developing the project structures, we help to ensure that the ideas behind the development will eventually be reflected in the finished product. The early development of the economic framework, address and branding enables us to plan and build in a goal-oriented way.



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