

UrbanPlan

UrbanPlan for Public Officials

Empowering leaders with a deeper understanding of land use dynamics in real estate development.

Through this interactive workshop, public officials gain a deeper understanding of their critical role in shaping a better community through the built environment. Leaders will leave with tools to create collaborative relationships with community members and private-sector partners to make city-led projects a success.

Work together to build thriving, sustainable communities.



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What Is UrbanPlan?

UrbanPlan, a program of the Urban Land Institute (ULI), harnesses the power of experiential learning to help public officials dig deeper into the complex nature of land use decisions.

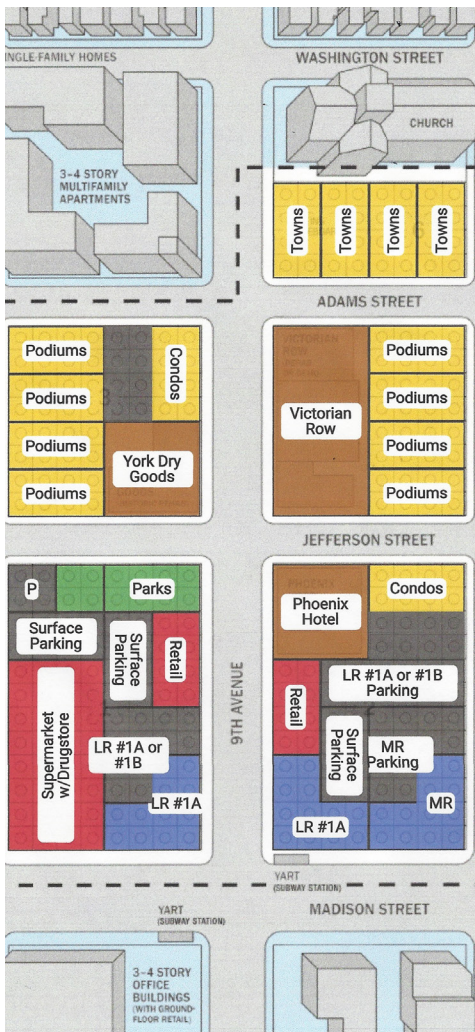
During this one-day workshop curated for public officials (including city council members, local government staff, and community board members), participants will engage with land use decisions from a different perspective—that of a developer. In doing so, they can better understand the tradeoffs and risks at play in the entitlement and negotiation process associated with land use decisions, especially through public-private partnerships.

Here's how it works:

- Participants form “development firms” tasked with responding to a hypothetical request for proposals for the redevelopment of a disinvested neighborhood in a fictional city. Each member of the team is assigned a role: financial analyst, marketing director, neighborhood liaison, site planner, and environment and equity director.
- Each team collaborates on the proposal, working through challenging financial, social, political, and design issues; developing a pro forma; and building 3D models to bring redevelopment vision to life.
- Industry professionals, serving as facilitators, guide participants in the critical assessment of their vision, site plans, and financials.
- The teams use their final site plan and pro forma to pitch to a “City Council” volunteer industry professionals, and one team wins the contract!

Learn More about UrbanPlan

For more information about the program, visit www.urbanplan.org or contact our team at urbanplan@uli.org.



UrbanPlan at a Glance

Location

UrbanPlan is currently being offered both online as a virtual workshop and as an in-person workshop.

Who Should Attend

The workshop is intended for elected officials, such as mayors and city council members, appointed officials, such as planning commission members and community board members, and local government staff

Duration

Workshops are 7 to 8 hours, including lunch

Scheduling

Typically, the workshop is offered to regional audiences

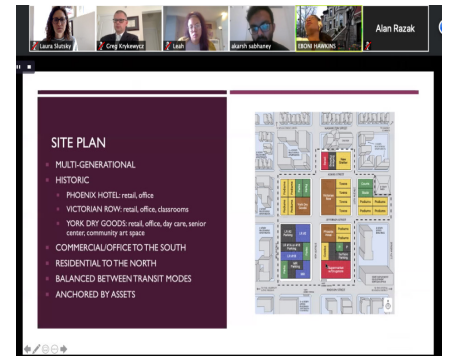
of public officials. The workshop can also, by special arrangement, be offered to elected officials from one jurisdiction, local citizens' groups, or senior department staff.

Preparation

No preparation is needed—just curiosity about and willingness to explore the complexities of land use decisions and city building.

UrbanPlan Workshops Are Perfect for:

- Team-building exercises
- Professional development
- Office retreats



A Master Class in Leveraging Public-Private Partnerships

The UrbanPlan case study is an example of a city-led redevelopment effort where compromise is needed from the locality, the development team selected through the RFP process, and the community. By taking on the role of developer, participants in the workshop get a chance to broaden their knowledge in the following areas:

- the basics of a pro forma (financial model) and funding a complex project
- the economics of different building types and community benefits
- the different time horizons for the public and private sectors and how they work in tandem
- the risk associated with lengthy negotiations among all parties
- the importance of a clear and open process in the selection of a private partner

What Public Officials Are Saying about UrbanPlan:

*"UrbanPlan is an opportunity to gain new perspective on the development process. It's particularly useful to get a view of the fiscal constraints that developers face when trying to accommodate communities. **You learn how to balance getting what you can from a developer but not pushing them too hard, so everyone wins.**"*

—Patrick Wojahn, mayor of College Park, Maryland

*"UrbanPlan for Public Officials exposes you to what a community experiences when a development project is planned. The exercise demonstrates how to balance the perspective of all parties to the benefit of both the community and the developer. **This is how it should work.**"*

—Joe R. Zimmerman, mayor of Sugar Land, Texas

"Through UrbanPlan, I came to better understand that being a developer requires a long-term perspective; it involves taking into consideration the needs of different stakeholders while measuring risk."

—Judith Garcia, Chelsea City Council, Massachusetts