

The mission of UrbanPlan is to generate more positive and **informed dialogue about land use** at the local level through an open exchange of ideas among **public officials, community leaders,** and the **private sector.**



Questions?
indiana@uli.org

UrbanPlan workshops are ideal for local decision makers who would like to learn more about the fundamental forces that shape and affect the built environment and the important leadership roles that elected officials, appointed officials, and community leaders play in the development process.

The workshop enables participants to more deeply understand the trade-offs and risk at play in the process associated with land use, especially in public/private partnerships (P3s). 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, and the community.

“UrbanPlan is so much more than a fun and challenging team building activity. Participating is like working through a microcosm of the development process from all angles: a real estate developer, a public official, a business owner, and resident/community member. It will push you just far enough out of your comfort zone to learn a few things while having a lot of fun.”

– Meghann Bowman, MPA – SCS
Senior Rental Housing Tax Credit Specialist
Indiana Housing and Community Development Authority

Gain New Insights through Mock Redevelopment Proposal

Participants compete as members of multi-disciplinary development teams in this one-day workshop. Teams prepare a response to a request for proposal (RFP) for the equitable and environmentally responsible redevelopment of a site in the fictitious town of Yorktown. Designing a site plan using building blocks to represent different building types and a Pro Forma with the help of a prepared financial template, each team strives to meet the city’s RFP objectives and the investor’s financial goals. ULI volunteers facilitate the development process and conduct mock City Council interviews to review the redevelopment proposals and select a winner.

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 and funding of a complex project;
-  the economics of different building types and community benefits;
-  the different time horizons for the public and private sectors;
-  the risk associated with lengthy negotiations among all parties; and
-  the importance of a clear and open process in the selection of a private partner.



To volunteer or participate in an UrbanPlan Workshop, please contact ULI Indiana at indiana@uli.org



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