

**learn the tools
leverage partnerships
bring your expertise**



WHAT IS URBANPLAN FOR PUBLIC OFFICIALS?

UrbanPlan is a realistic, engaging, and highly interactive case study in problem-solving the fundamental challenges of land development. The program aims to engage local decision makers in an interactive dialogue about the challenging issues, varying private and public sector roles, complex tradeoffs, and economics that are at play in land use in communities nationwide.

WHY URBANPLAN?

Public officials will gain a deeper understanding of their own role in the shaping of the built environment, and create a collaborative relationship with private sector partners to make city-led projects a success. This workshop will give you an opportunity to explore key issues with other elected officials, professional land use practitioners and ULI volunteers. It will challenge your leadership skills and expand your land use toolkit as you explore a team-generated solution.

YOUR COMMITMENT.

In a one-day, hands-on workshop participants adopt roles as part of competing development teams responding to a mock city-issued RFP. You will explore the tradeoffs and risks at play in the development process, including financial and physical constraints, conflicting stakeholder interests, and the need for economic sustainability. Teams work together to create a feasible proposal that meets the RFP's objectives, the community's interests, and the investor's bottom line.

WORKSHOP AVAILABLE
UrbanPlan
for Public Officials