

# UrbanPlan

## in Your High School Classroom

Engaging Students in Neighborhood Development through Project-Based Learning

4 STORY  
MULTIFAMILY  
APARTMENTS

YORK DRY  
GOODS  
(HISTORIC REHAB)

VICTORIAN  
ROW

4

10TH AVENUE

5

3 STORY  
YMCA

JEFFERSON STREET



## What Is UrbanPlan?

UrbanPlan harnesses the power of project-based learning to help high school students learn about the complex nature of land use decisions and the role each of us plays in creating better communities. Along the way, students enrich their academics, think critically, and gain practical and professional skills to take with them to their university, the workplace, and beyond.

## How Does UrbanPlan Work?

Through the 15-class-hour curriculum, students engage with all aspects of land use decisions, including design, economic, and social considerations. Here's how it works:

- Student teams form “development firms” and are tasked with responding to a request for proposals for the development of a disinvested neighborhood in a fictional city. Each member of the team is assigned a role: financial analyst, marketing director, city liaison, neighborhood liaison, or site planner.
- Each team collaborates on the proposal, working through challenging financial, social, political, and design issues; developing a pro forma; and building real models to bring redevelopment vision to life.
- Students are visited twice by industry professionals who serve as facilitators to guide students 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!

## Incorporating UrbanPlan into Your Curriculum

As a teacher, you have a lot to teach and a limited time to teach it. We get it. That's why this program packs so much information and skills building into just 15 classroom hours while making it flexible to fit your school's unique needs. Your ULI District Council liaison will help seamlessly integrate UrbanPlan into your lesson plans.



San Diego/  
Tijuana

## Learn More about UrbanPlan

For more information about the program and how to enhance your curriculum with UrbanPlan, go to: <https://sandiego-tijuana.uli.org/get-involved/urbanplan/>



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## At a Glance

### Subject Alignment

UrbanPlan aligns best with standards in economics, government, geography, and business studies, as well as design- or public policy focused academic programs.

### Duration

The program is built as a 15-hour study unit with the City Council typically an additional 2-3 hour event.

### Scheduling

UrbanPlan is a flexible program that can be tailored to your class schedule and the standardized testing schedule.

### Preparation

Teachers and volunteers receive training to prepare for delivering UrbanPlan, including the program materials and tools, and additional resources if delivery will be partially or entirely remote.

### Cost

There are no costs to the school to bring UrbanPlan to your classroom.

## What teachers and students are saying...

*"This project has influenced my decision on future professions and college education. With the skills I have gained through **UrbanPlan**, I can envision myself becoming very successful in the business field. Again, thank you for this rewarding opportunity and I hope you continue to expand this program in the future."*

– **Katie Cooney**  
Student

*"As an educator for 28 years I find UrbanPlan to be one of the most practical, rewarding and worthwhile experiences for my students. UrbanPlan provides students with a real life, concrete example of what it is to work as team members, to develop communication skills, learn to compromise, the importance of due diligence, being responsible for not only one's self but for the good of all on the team and use their critical thinking and problem solving skills."*

– **Virginia Meller**  
Teacher, St. Raymond High School for Boys



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