

UrbanPlan

for Communities & Public Officials

Explore how partnerships shape the future of your community

4 STORY
MULTIFAMILY
APARTMENTS

YORK DRY
GOODS
(HISTORIC REHAB)

VICTORIAN
ROW

10TH AVENUE

3 STORY
YMCA

JEFFERSON STREET

What Is UrbanPlan?

UrbanPlan harnesses the power of experiential learning to help community members dig deeper into the complexities of land use decisions and the critical role those decisions play in shaping our communities. Participants will leave with tools to create collaborative relationships with public officials and the development community.

This project-based learning curriculum helps empower community members to become active, vested stakeholders in the future of their neighborhoods. What type of development do they want? Leave understanding the importance of having a voice in the process and how to use that voice.

How Does UrbanPlan Work?

During this one-day workshop for community groups and community members, participants will engage with land use decisions through a real-world simulation. In doing so, they can better understand the tradeoffs and risks at play in redevelopment, 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, 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 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 their proposal to a “City Council” volunteer industry professionals.



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At a Glance

Who Should Attend

The workshop is intended for community groups, grassroots organizers, neighborhood leaders, local activists and public officials.

Duration

One day (8 hours), including a working lunch.

Group Size

The optimal workshop enrollment is 20-25 participants. However, the workshop can be successfully run with more or fewer participants if planned properly.

Preparation

Participants will be assigned a role within their team prior to the workshop. Subsequently, they will receive a short reading material to familiarize themselves with their role responsibilities and prepare for the workshop.

Cost

There is no cost to your group to bring UrbanPlan to your community.

What community members are saying...

"I think this program enables us to have a stronger voice at the table and feel more comfortable in having a role in the development process. It takes the mystery out and gives us some of the tools that we need to play that role efficiently and effectively."

– Participant
ULI Philadelphia workshop

"I have made my career in public service as a planner and redevelopment official at the municipal level. It seems that the issues and challenges related to development are only becoming more complex, and the UrbanPlan program has come along at just the right time. It allows people to develop a more complete understanding of the elements that enable projects to come together, as well as an appreciation for what motivates the players at the table. I have been a volunteer in the program, and it represents the best of ULI's efforts to live up to its goal of providing leadership the responsible use of land."

– Brad Power
Director of community development
Englewood, Colorado



San Diego/
Tijuana