

UrbanPlan for Universities

Developing the Next Generation of Land Use Professionals

What Is UrbanPlan?

UrbanPlan harnesses the power of experiential learning to help participants gain an understanding of the complex nature of land use decisions and the role each of us plays in creating better communities.

Developed by the Urban Land Institute (ULI) in partnership with the Fisher Center for Real Estate and Urban Economics at UC Berkeley, the UrbanPlan curriculum engages undergraduate and graduate university students in a powerful, interactive case study that puts them in the middle of a fictional city's development project.

UrbanPlan is practical, realistic, dynamic, and challenging—and that's on purpose. By providing the chance to put theory into practice, UrbanPlan helps students think critically about the fundamentals of their future careers and leave their university a more sophisticated, compassionate, and effective professional.

How Does UrbanPlan Work?

Through this experiential case study, available in person and online, students develop a real-life understanding of the various stakeholders in the development process and the challenge of reconciling the stakeholders' often-competing agendas to create a well-designed, sustainable, project. Here's how:

- Student teams form “development firms” 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!



Learn More about UrbanPlan

For more information about the program go to:
<https://sandiego-tijuana.uli.org/get-involved/urbanplan/>

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At a Glance

Scheduling UrbanPlan

UrbanPlan is a flexible program that can be tailored to your university's schedule and class syllabus. It is highly effective in cross-disciplinary courses where students can view the development process from different perspectives and process the experience with their future colleagues and partners.

Duration

The program typically runs 12 to 15 hours across four to six classes. One-day workshops are also available. The duration can be adjusted if required.

Group Size

The optimal course enrollment is 15-30 students. 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 the university to bring UrbanPlan to your classroom.

What professors & students are saying...

"UrbanPlan was the most hands-on experience I have had in my MBA degree program. It was an eye-opener for what city planners and developers go through, and it was a great learning experience presenting to industry professionals who acted as a mock City Council."

– Mike Herbison
MBA student, University of Calgary

"UrbanPlan helped my students to internalize the complex, interrelated, economic, and political aspects of public/private development. The UP roles forced students to experience the impact of each development decision and tradeoff through the lens of a particular stakeholder, developer, politician, or neighborhood group. That will have a positive impact on communities where they will work."

– Hilary Nixon
PhD, assistant professor, Urban & Regional Planning, San Jose State University



San Diego/
Tijuana