



# ULI SF Offerings for Public Agencies & Nonprofits

## Technical Assistance Panels

Expert, multidisciplinary advice to local governments, public agencies, and nonprofit organizations facing complex land use and real estate issues.

## UrbanPlan for Communities

An immersive workshop for public officials and community leaders designed to highlight the inherent competing priorities and trade-offs required to bring development projects to light.

## Development Fundamentals

A series of courses designed for public sector staff that provide introductory and advanced concepts that are fundamental to land use and real estate development.

## Housing Feasibility Consultation

An individually-tailored consultation where proposed code language can be reviewed and specific sites can be “test-fit” to understand the impacts on what gets built.

Real estate development and land use planning in the Bay Area is complex and challenging. ULI San Francisco offers a range of technical advice, educational resources, and professional development opportunities to help cities, counties, public agencies, and nonprofits enhance their understanding of the processes and advance the development of more sustainable and vibrant communities.



# TECHNICAL ASSISTANCE PANELS

The Technical Assistance Panel (TAP) program provides cities, public agencies, nonprofits, and universities with strategic advice around challenging land use and real estate development issues.

ULI San Francisco assembles an interdisciplinary panel of experts that explores each individual scope, interviews stakeholders, and makes recommendations. TAP panelists are volunteers chosen for their specific expertise in the issues being tackled during the assignment. Panel members may include CEOs, developers and property owners, investors, urban designers and planners, engineers, architects, market and financial analysts, as well as public sector leaders who have successfully resolved similar issues.

The strength of our TAPs program comes from this cross-section of experts, who have an interest in sharing their expertise as non-biased third parties and will examine the issues from multiple perspectives to produce recommendations and an implementation strategy that is based on sound information, community realities, and best practices.

## URBANPLAN FOR COMMUNITIES

**UrbanPlan for Communities is a hands-on, full-day workshop where participants work in teams to respond to a mock RFP for a city-led redevelopment project.** The workshop helps local decision-makers and other stakeholders understand the forces and processes that shape and affect the built environment. Participants will gain a deeper understanding of their own role in shaping the built environment and the tools to create a collaborative relationship with private sector partners to make projects a success for all stakeholders. The workshop enables participants to broaden their knowledge of important issues such as:

- Financial implications of development decisions
- Economics of and behaviors created by different building types, and community benefits
- Competing time horizons and priorities for the public and private sectors
- The importance of a clear and open process in selecting a private-sector partner

Participants include elected and appointed officials such as mayors, city council members, and planning commission members, as well as other stakeholders from a single jurisdiction or regional area.



# DEVELOPMENT FUNDAMENTALS

Development Fundamentals is a **series of courses** that provide introductory and advanced concepts that are critical to land use and real estate development. It is **designed for public sector staff from various city departments**. The course is comprised of up to seven sessions that can be customized for each city's or agency's needs. The course series covers real estate finance and negotiation, public-private partnerships, financing affordable housing, infrastructure and public finance, the feasibility of different construction types, and the public process. Each session is led by experienced practitioners and are packed with critical information and skill development. Discussion segments encourage a rich dialogue and exchange to build aligned understanding of approaches and strategies to support successful development, policy, and community outcomes.



## HOUSING FEASIBILITY CONSULTATION

As we continue to address CA's housing crisis, there is an opportunity to re-envision exclusionary and restrictive zoning regulations for smart growth. **ULI SF's Housing Feasibility Consultation examines common conflicts between zoning regulations and the practicalities of housing construction, as well as the resulting impacts on housing costs.**

We understand that each city in the Bay Area has unique conditions and codes and specific feedback from practitioners and experts in the field could be beneficial while crafting policies and regulations that impact housing development.

The Consultation provides an opportunity for public agencies to dive into a handful of topics including but not limited to: height, density, parking, and open space in their own specific context.

ULI SF will engage a developer and an architect with specific knowledge and experience for each assignment from our 2,200+ members. The team will brainstorm recommendations then present their findings to the city in a 1-2 hour meeting, which will include a presentation and time for in-depth discussion. As a final deliverable, the city will be provided with the presentation and a short memo summarizing the recommended strategies.



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For more information, please contact Natalie Sandoval,  
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## San Francisco

### ABOUT US

Established in 1936, the Urban Land Institute (ULI) is a nonprofit education and research institute with 45,000+ members across the globe – 2,200 here in the Greater Bay Area. The mission of the Urban Land Institute is to shape the future of the built environment for transformative impact in communities worldwide. ULI San Francisco carries forth that mission by serving the Bay Area's public and private sectors with pragmatic land use expertise and education.

As a nonpartisan organization, ULI has long been recognized as one of America's most respected and widely quoted sources of objective information on urban planning, growth, and development.

Our members form a spectrum of land use and development disciplines, including developers, builders, investors, designers, public officials, planners, real estate brokers, attorneys, engineers, lenders, academics, and students.

*"We welcome the insights of the ULI panel experts on an innovative, sustainable approach to our parking policies. It is imperative that on behalf of our residents and business community, we find cost-effective parking solutions while progressing to our climate and development growth goals."*

- Sam Liccardo, Mayor, City of San Jose



*"The ULI SF TAP provided valuable input from a panel of leading experts on a complex site that has remained as vacant land while development has occurred around it. While keeping in mind the community's needs and the sensitivity surrounding future development, along with considering the site's future potential, the panel did an amazing job in analyzing the challenges and providing imperative advice and recommendations for the City to consider."*

- Hazel Wetherford, Economic Development Director, City of Dublin

### RECENT CLIENTS INCLUDE

- Bay Area Rapid Transit
- City of Dublin
- City of Morgan Hill
- City of Napa
- City of Oakland
- City of Orinda
- City of Petaluma
- City of Richmond
- City of San Francisco
- City of San Jose
- City of Santa Clara
- Leadership Sunnyvale
- Silicon Valley Economic Development Alliance



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