

# UrbanPlan

## UrbanPlan x Detroit

*Introducing Students to Land Use & Community Development through Project-Based Learning*

Now more than ever, we are looking for engaging new content that works in-person and online to capture students' undivided attention. Through UrbanPlan x Detroit, high school students learn how neighborhoods get built and see inside the complex considerations that go into every street corner. Then, they'll put that knowledge into action, working to reshape a real site!

**Through the UrbanPlan fellowship, engage your students in understanding Detroit's historic form and imagining its future.**



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### 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 think critically and gain practical and professional skills to take with them to university, the workplace, and beyond.

UrbanPlan is a classroom-based learning curriculum that is currently reaching over 4,000 students every year in 52 high schools in 39 cities through ULI's network of District Councils. Through UrbanPlan, students learn about land use and its related disciplines in business, city planning, real estate, architecture, and law.

### How the Fellowship Works

In this two-week program, fellows are introduced to real estate concepts and challenges and reinforce this foundation by working on a real redevelopment site in Detroit. At the end of each week, teams of fellows present their proposals to a mock City Council who then awards the 'development contract' to the winning team. It'll work like this:

#### WEEK ONE

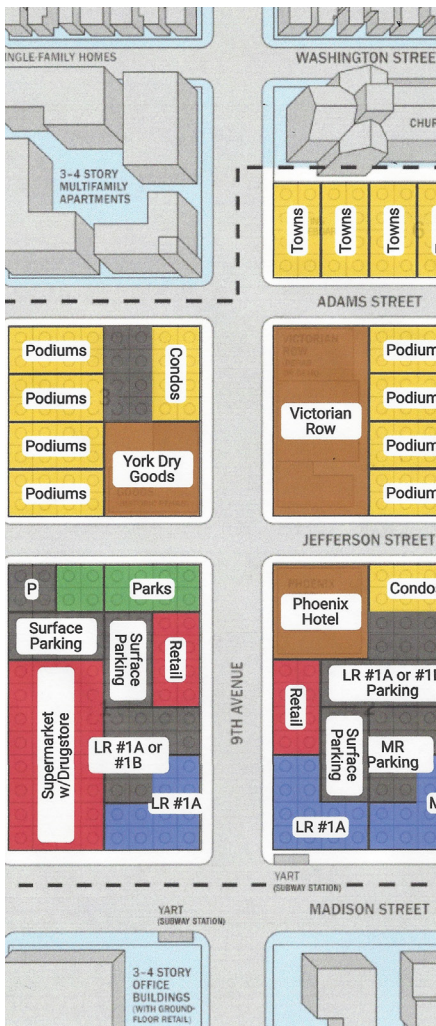
- Fellows form "development firms" and are tasked with responding to a Request for Proposals (RFP) for the development of a disinvested neighborhood in a fictional city. Each team member is assigned a role: financial analyst, marketing director, city liaison, neighborhood liaison, or site planner.
- 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 their redevelopment vision to life.
- In a cumulative one-day workshop, they are visited by industry professionals who offer feedback on their proposal before presenting to a panel of industry professionals. The winning team is awarded the contract and receives a prize!

#### WEEK TWO

- Fellows ask the question, why do people live where they do? Students will learn about push and pull factors for migration and settlement and interview family members or neighbors.
- After learning about the history, adjacencies, and needs of a site proposed by the Detroit Office of Planning, fellows collaborate on a proposal that leverages economic, design, and social interventions.
- In a cumulative one-day workshop, fellows are visited by industry professionals who offer critical feedback.
- Teams fine-tune their proposals and present them to a "City Council" made up of local experts. The winning team receives a cash prize!

### Learn More About UrbanPlan x Detroit

Reach out to [corissa.green@uli.org](mailto:corissa.green@uli.org). To learn more about the program, visit [www.michigan.uli.org](http://www.michigan.uli.org) or contact us at [urbanplan@uli.org](mailto:urbanplan@uli.org).



# UrbanPlan x Detroit at a Glance

## Subject Alignment

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

## Duration

The program is structured as a 2-week unit that fellows work through at their own pace.

**Week 1: UrbanPlan**

**Week 2: Detroit Site**

Each week consists of 4 hours of independent learning culminating in a full-day synchronous workshop. There, fellows work in teams to build a proposal, hear from industry experts, and present to a mock City Council.

## Partner Ask

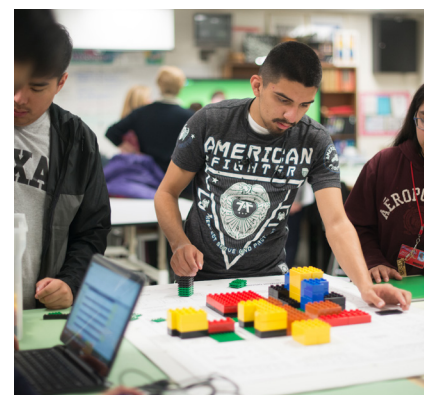
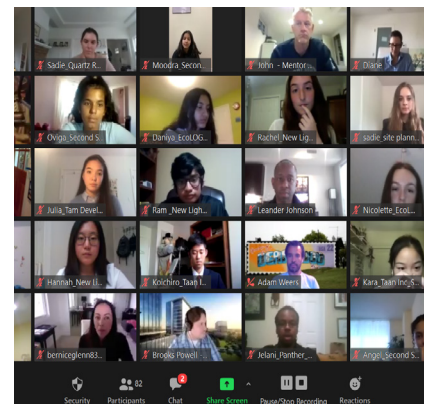
Trained UrbanPlan instructors will deliver the one-day virtual workshop. Independent learning will be delivered through an interactive LMS platform. A live delivery will be offered in addition to the LMS.

## Cost

There are no costs to partnering agencies to offer the UrbanPlan x Detroit program.

## Dates

The fellowship program will take place May 12-27, 2022.



## Volunteers Make UrbanPlan Possible

**Trained volunteers serve as Facilitators or as members of a mock City Council for final presentations.**

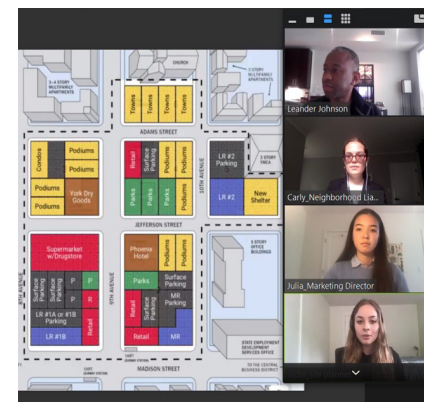
They are tasked with challenging fellows to think more critically about the UrbanPlan issues and the specific responsibilities of their “roles.”

### Facilitators

The role with the greatest impact, most responsibility, and least time commitment is the role of Facilitator. Facilitators meet with teams during their one-day workshop at the end of Week One or Week Two. They challenge students to think more critically about UrbanPlan issues and the specific responsibilities of their respective roles. Facilitators draw deeply on professional experience and are rewarded by creating excitement and inspiration in students for the urban development process.

### City Council

Being on the mock City Council is a fun volunteer opportunity, particularly for those who have sat on the other side of the table. Effective City Council members have development project experience, previously presented RFPs to city councils or planning boards, and have the time and willingness to learn the details of the UrbanPlan project case.



## Here's what students and stakeholders are saying about UrbanPlan

### Students are saying...

*"I came into this program expecting nothing more than a ton of worksheets and a small, short speech at the end. I was wrong. UrbanPlan is a well put together process to work as a team and develop a wonderful project. **This was the greatest experience of my high school career.**"*

*"I now appreciate how much effort and discussion is put into every square block."*

*"I learned a lot about all the different voices that go into making or designing a neighborhood or district, and I learned about the importance of compromise."*

### Stakeholders are saying...

***"This competition gave my students something to work for, something to strive for. They really needed that."***

— Mike Zane, Social Studies teacher, Iolani HS, Honolulu, HI

***"Working with the high school Urban Plan team was terrific! I'm inspired that these high school students have learned so much in such a short amount of time. They will be strong citizens of their community and more informed about how decisions are made. They asked good questions and were eager to learn and grow. Urban Plan is a prime opportunity for students to engage in real world challenges."***

— Rebecca Martinez, Week 1 Facilitator | Principal, Cunningham Group Architects

***"It was a unique opportunity for "old-timers" like me to share our experience and knowledge with exceptional high school students who, within two weeks, transformed themselves from novices to budding real estate practitioners. Our ultimate reward for this unique on-going ULI program will be to witness a new pipeline of recruits to our profession."***

— Ehud Mouchly, Week 2 Guest Speaker | Principal, READI, LLC

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