

markets
capital
politics
sustainable
land use
development
trade offs
risk analysis

WHAT IS URBANPLAN?

UrbanPlan is a realistic and engaging exercise that teaches the fundamentals of development. This program challenges students to navigate the complexities of development, economics and public policy by formulating a response to a mock city-issued request for proposals (RFP).

WHY URBANPLAN?

Traditional development projects are undertaken against the backdrop of shifting lifestyle economics and political turmoil. UrbanPlan is an active curriculum designed to help address these uncertainties by refining your creative problem-solving skills and providing you with practical tools to face the realities and demands of the development process.

YOUR COMMITMENT.

Students adopt roles as part of a “development team” engaging in a hands-on exercise that mirrors a typical RFP response process. Students address challenging financial, market, social, political, and design issues, develop a pro forma, and create a three-dimensional model of their plan. Trained ULI volunteers, who are real estate industry experts, join for two sessions to challenge the proposals and strategize other possible solutions. The module culminates in a team presentation to a “City Council” where students will have the opportunity to engage with industry professionals and receive constructive feedback.

COURSE AVAILABLE

UrbanPlan