



learn the tools
leverage partnerships
bring your expertise

WHAT IS URBANPLAN?

The Urban Land Institute is excited to invite you to participate in UrbanPlan, a case-based workshop that illustrates the fundamental challenges of land development. The interactive program covers the challenging issues, varying private and public sector roles, complex tradeoffs, and economics that are at play in land use decisions.

WHY URBANPLAN?

Public sector participants will gain a deeper understanding of their own role in the shaping of the built environment, and the collaborative relationship necessary to make public/private projects a success.

This workshop will give you an opportunity to explore key issues alongside public sector colleagues and ULI volunteers. It will challenge your leadership skills and expand your land use toolkit as you explore a team-generated solution.

YOUR COMMITMENT.

In a one-day, hands-on workshop, participants adopt roles as part of competing development teams responding to a mock city-issued RFP. You will explore the tradeoffs and risks at play in the development process, including financial and physical constraints, conflicting stakeholder interests, and the need for economic sustainability. Teams work together to create a feasible proposal that meets the RFP's objectives, the community's interests, and the investor's bottom line.

WORKSHOP AVAILABLE

UrbanPlan
for Public Officials