

# UrbanPlan

## UrbanPlan for Communities

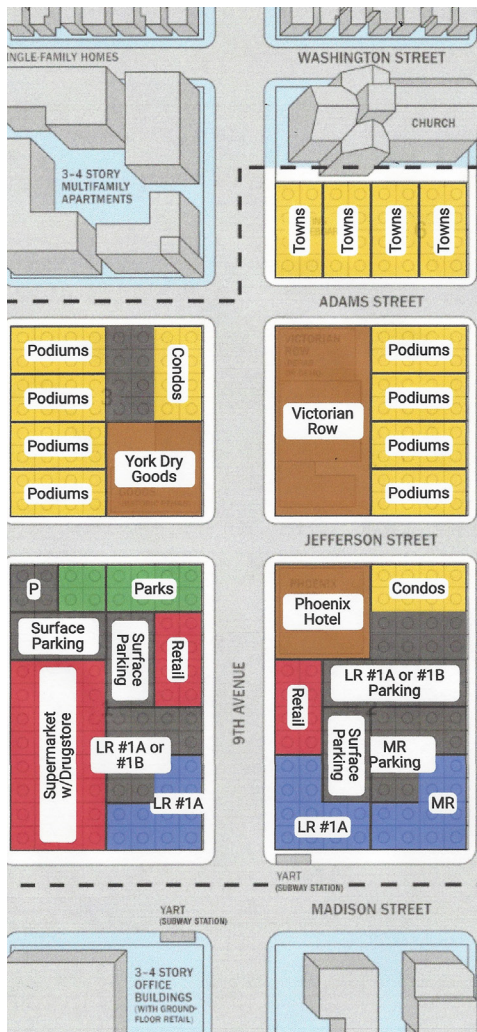
Explore how partnerships shape the future of your community

Through this interactive workshop, community members learn how land use decisions are made and become a stronger, united voice in shaping their community. Participants will leave with tools to create collaborative relationships with public officials and the development community.

**Work together to build thriving, sustainable communities.**



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## What Is UrbanPlan?

UrbanPlan, a program of the Urban Land Institute (ULI), harnesses the power of experiential learning to help community members dig deeper into the complexities of land use decisions and the critical role those decisions play in shaping our communities.

During this one-day workshop for community groups and community members, participants will engage with land use decisions through a real-world simulation. In doing so, they can better understand the tradeoffs and risks at play in redevelopment, especially through public-private partnerships.

Here's how it works:

- Participants form “development firms” tasked with responding to a hypothetical request for proposals for the redevelopment 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 3D models to bring redevelopment vision to life.
- Industry professionals, serving as facilitators, guide participants 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 and how to bring it to your community, visit [www.urbanplan.org](http://www.urbanplan.org) or contact our team at [urbanplan@uli.org](mailto:urbanplan@uli.org).

# UrbanPlan at a Glance

## Location

UrbanPlan is currently being offered online as a virtual workshop.

## Who Should Attend

The workshop is intended for community groups, grassroots organizers, neighborhood leaders, and local activists

## Duration

One day, including a one-hour networking lunch

## Size

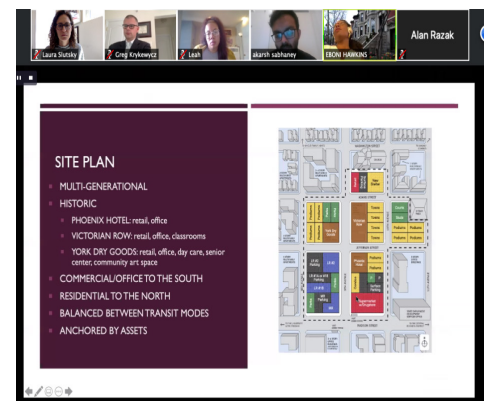
The optimal workshop enrollment is 15-30 participants. However, the workshops can be successfully run with more or fewer participants if planned properly.

## Volunteers

ULI will recruit volunteers and train them at a day-long training sessions. These volunteers will advise participants to help them think critically about their proposals or to judge the final presentations.

## Preparation

No preparation is needed—just curiosity about and willingness to explore the complexities of land use decisions and city building.



## Learn to Feel Empowered as a Community Member

UrbanPlan helps empower community members to become active, vested stakeholders in the future of their neighborhoods. What type of development do they want? Or do they not want development at all? Leave understanding the importance of having a voice in the process and how to use that voice.

By taking on the role of developer, participants in the workshop get a chance to broaden their knowledge in the following areas:

- the basics of a pro forma (financial model) and funding a complex project
- the economics of different building types and community benefits
- the different time horizons for the public and private sectors and how they work in tandem
- the risk associated with lengthy negotiations among all parties
- the importance of a clear and open process in the selection of a private partner

## What Community Members Are Saying about UrbanPlan

*"I have made my career in public service as a planner and redevelopment official at the municipal level. It seems that the issues and challenges related to development are only becoming more complex, and the UrbanPlan program has come along at just the right time. It allows [people] to develop a more complete understanding of the elements that enable projects to come together, as well as an appreciation for what motivates the players at the table. I have been a volunteer in the program, and **it represents the best of ULI's efforts to live up to its goal of providing leadership the responsible use of land.**"*

*-Brad Power, director of community development,  
Englewood, Colorado*

*"I think this program enables us to have a stronger voice at the table and feel more comfortable in having a role in the [development] process. It takes the mystery out and gives us some of the tools that we need to play that role efficiently and effectively."*

*-ULI Philadelphia workshop participant*

*"The UrbanPlan program provides an opportunity for local decision makers in the planning process to gain a 360 degree view of real estate development by engaging in the planning process from the private developer's perspective. **The exposure to this vantage point fosters thoughtful and comprehensive decision making and collaboration between the public and private sector.**"*

*-Hilary Tyson, shareholder, business group, Boyar Miller, Houston, Texas*

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