

Do you want your students to stand out in the job marketplace? Do you want to see them leading the future of land use and urban development? UrbanPlan is the key to unlocking the potential of your students in the classroom and beyond through a one-of-a-kind educational experience.

**Be a leader in land use education by adding UrbanPlan to your curriculum.**



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## What Is UrbanPlan?

UrbanPlan harnesses the power of experiential learning to help participants gain an understanding of the complex nature of land use decisions and the role each of us plays in creating better communities.

Developed by the Urban Land Institute (ULI) in partnership with the Fisher Center for Real Estate and Urban Economics at UC Berkeley, the UrbanPlan curriculum engages undergraduate and graduate university students in a powerful, interactive case study that puts them in the middle of a fictional city's development project.

UrbanPlan is practical, realistic, dynamic, and challenging—and that's on purpose. By providing the chance to put theory into practice, UrbanPlan helps students think critically about the fundamentals of their future careers and leave their university a more sophisticated, compassionate, and effective professional.

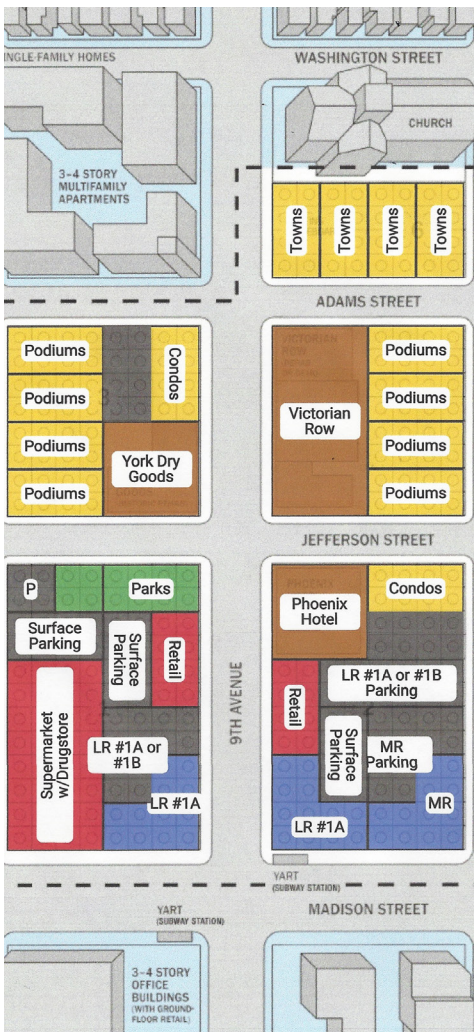
## How Does UrbanPlan Work?

Through this experiential case study, available in person and online, students develop a real-life understanding of the various stakeholders in the development process and the challenge of reconciling the stakeholders' often-competing agendas to create a well-designed, sustainable, project. Here's how:

- Student teams form "development firms" tasked with responding to a request for proposals for the development 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 real models to bring redevelopment vision to life.
- Students are visited twice by industry professionals who serve as "facilitators" to guide students 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 introduce UrbanPlan at your university or college, visit [www.urbanplan.org](http://www.urbanplan.org) or contact [urbanplan@uli.org](mailto:urbanplan@uli.org).



# Bringing UrbanPlan to Your Campus

## Engaging Stakeholders

If you're interested in bringing UrbanPlan to your university or college, our team will help connect you with your local ULI District Council. The District Council will, in turn, recruit local industry professionals to serve as volunteers and coordinate getting you the training and necessary curriculum materials.

Past participants can assure you that this addition to your syllabus is worth it. UrbanPlan brings great personal and professional rewards to professors, students, and volunteers.

## Scheduling UrbanPlan

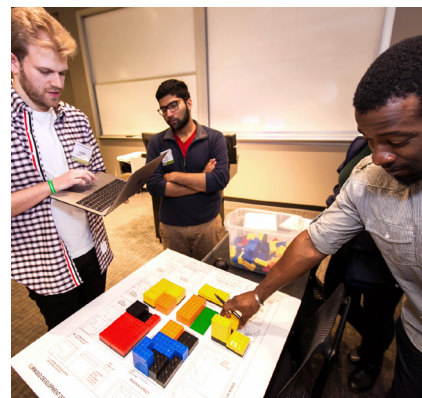
UrbanPlan is a flexible program that can be tailored to your university's schedule and class syllabus. It can be facilitated in person, online, or as a hybrid of the two. Professors will receive training to prepare for delivering UrbanPlan, and additional resources if delivery will be remote.

Participants have shared that UrbanPlan is most effective

at the beginning of a course, when it is often framed as a team-building exercise. It is also highly effective in cross-disciplinary courses where students can view the development process from different perspectives and process the experience with their future colleagues and partners.

## At a Glance

- **Duration:** The program typically runs 12 to 15 hours across four to six classes. One- or two-day workshops are also available.
- **Size:** The optimal course enrollment is 15 to 30 students. However, the course can be successfully run with as few as 10 students if planned appropriately
- **Volunteers:** ULI will recruit at least 15 volunteers and train them at a day-long training. These volunteers will visit your classroom in person or virtually to help students think critically about their proposals or to judge the final presentations.



Teams use color-coded Lego pieces to create massing plans and a pro forma for their development proposals.

## What Professors & Students Are Saying About UrbanPlan

*"UrbanPlan was the most hands-on experience I have had in my MBA degree program. It was an eye-opener for what city planners and developers go through, and it was a great learning experience presenting to industry professionals who acted as a mock City Council."*

-Mike Herbison, MBA student,  
University of Calgary

*"UrbanPlan helped my students to internalize the complex, interrelated, economic, and political aspects of public/private development. The UP roles forced students to experience the impact of each development decision and tradeoff through the lens of a particular stakeholder, developer, politician, or neighborhood group. That will have a positive impact on communities where they will work."*

-Hilary Nixon, PhD, assistant professor, Urban & Regional Planning,  
San Jose State University



The facilitators "made us question what we were doing and why. We realized that every decision matters."

## Join the Growing List of UrbanPlan Participants

- |                          |                                 |                                      |
|--------------------------|---------------------------------|--------------------------------------|
| • Boston University      | • Louisiana State University    | • University of Hawaii at Manoa      |
| • Bowie State University | • San Jose State University     | • University of Pennsylvania         |
| • College of Charleston  | • Southern Methodist University | • University of Texas at Arlington   |
| • Emory University       | • Tulane University             | • University of Texas at San Antonio |
| • Fordham University     | • University of Baltimore       | • Virginia Commonwealth University   |
| • Georgetown University  | • University of Buffalo         |                                      |
| • Georgia Tech           | • University of Calgary         |                                      |



## Volunteers Make UrbanPlan Possible

ULI volunteers are professionals in a variety of disciplines in land use and development and selected for their depth of experience and knowledge. They see UrbanPlan as a way to give back to their community by partnering in a meaningful way with professors and students.

It is our hope that this unique opportunity for students to work side by side with-and network with-local land-use professionals leads to better educational outcomes in the classroom and better career outcomes after graduation. In fact, student participants have been recruited by the volunteers they met through UrbanPlan!

# UrbanPlan