

UrbanPlan

Empowering better informed citizens through experiential learning





ULI At-a-Glance Global Organization

- Founded 1936
- Multidisciplinary 501c3 focused on research, education and professional development

Our Reach and Impact Today



45,000+

members in more than 80 countries



2,900+

programs and events around the world



100,000+

member volunteer hours annually delivering our program of work



750+
Advisory
Services
panels

450+ technical assistance panels since



82,000+

students who hav participated in UrbanPlan since 2001



ULI At-a-Glance

The San Diego - Tijuana District Council

- Diverse binational community with 700+ members working in land-use across all real estate categories
- Local Initiatives
 - Young Leaders' Partnership Forum Groups
 - Women's Leadership Initiative
 - Technical Assistance Panels
 - Product Councils
 - More than 10 committees for members





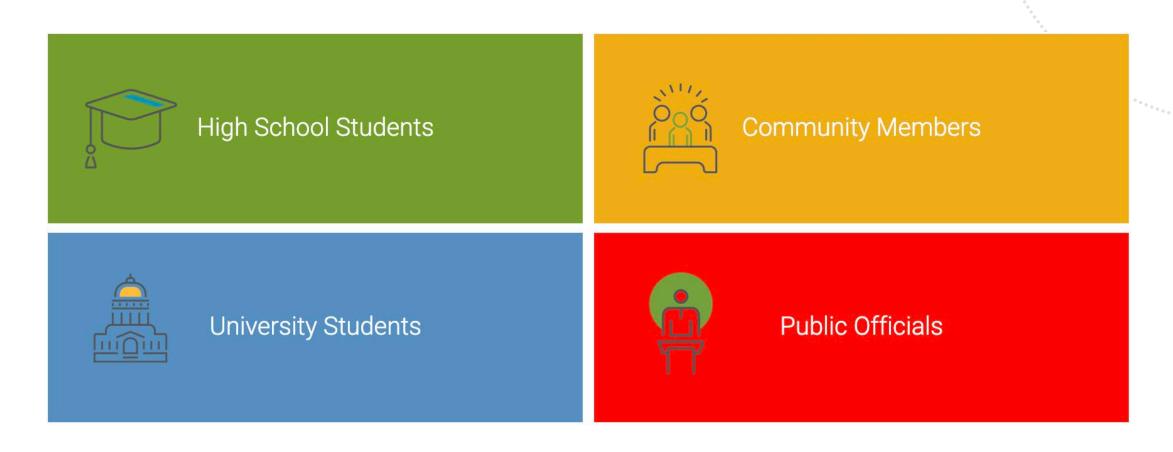
After a devastating fire, change is afoot in the city of Yorktown...

What is *UrbanPlan?*

UrbanPlan is a hands-on exercise that helps community members dig deeper into the complexities of land-use decisions and the critical role those decisions play in shaping our communities.



Who participates in UrbanPlan?





UrbanPlan in Action

Participants form 5-person development teams

- Site Planner
- Neighborhood Liaison
- Marketing Director
- Environment & Equity Director
- Financial Analyst

Teams compete for a contract from a client – the City

Respond to a **Request for Proposals** (RFP) to redevelop a 5½ block site in a fictional city





Role	Responsibilities	Concerns
Environment & Equity Director	EcoDistrict strategy (climate protection, resilience, equity), net zero buildings, affordable housing	Environment and equity impacts
Financial Analyst	Tax revenue to City, Developer's rate of return, financial trade-offs	Financial model data, profitability, risks
Marketing Director	Absorption rate, alignment of marketing to vision, potential risks	Target market, proximity of uses, ability to sell/lease within 3 years
Neighborhood Liaison	Neighborhood concerns, relative political power of each group	Groups' influence on City Council, support for project (8 letters)
Site Planner	Creation and implementation of vision statement, alignment of design and vision	Adjacencies, design risks, compelling presentation to City Council

Putting theory in practice

A realistic, engaging exercise in which participants experience the fundamental forces that affect development in our communities

Challenges Ahead:

- Community issues, economics and finance
- Cost of living and trade-offs
- Meaningful impacts of community voices





Overview of UrbanPlan Process

Intro to UrbanPlan (Due Diligence)

Teams formed/ Take on a Role

Team vision & build

Facilitation
1
(ULI volunteers)

Teams Revise Facilitation 2
(ULI volunteers)

Teams Prep for City Council City Council

(ULI volunteers)

Workshop Details

Duration

One day (7 hours), including a working lunch.

Group Size

The optimal workshop enrollment is 30-35 participants.

Cost

There is no cost to your group to bring UrbanPlan to your community.

Preparation

Participants will be assigned a role within their team prior to the workshop.

Subsequently, they will receive a short reading material to familiarize themselves with their role responsibilities and prepare for the workshop.





Sign up for the workshop!









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ULI San Diego - Tijuana Website



UrbanPlan Website



UrbanPlan Overview

