



UrbanPlan

Empowering better informed citizens through experiential learning

APRIL 22, 2025



The mission of the Urban Land Institute:

Shape the future of the built environment for transformative impact
in communities worldwide



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



100,000+

member volunteer hours annually delivering our program of work



2,900+

programs and events around the world



750+

Advisory Services panels since 1947

450+

technical assistance panels since 2001



82,000+

students who have 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?



High School Students



Community Members



University Students



Public Officials

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

