



## UrbanPlan for Public Officials Workshop

Engaging Local Decision Makers in a Dialogue about Land Use Dynamics

### WHAT IS URBANPLAN?

UrbanPlan for Public Officials is an engaging workshop that convenes local decision makers for an interactive dialogue about the fundamental forces that affect the built environment and the important leadership roles that elected and appointed officials play.

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 and funding of a complex project;
- The economics of different building types and community benefits;
- The different time horizons for the public and private sectors;
- The risk associated with lengthy negotiations among all parties; and
- The importance of a clear and open process in the selection of a private partner.

Register Online [florida.uli.org](http://florida.uli.org) or Call 800-321-5011

You may add the UrbanPlan for Public Officials workshop to your Florida Summit registration or register for the workshop as a standalone. The \$50 registration fee includes breakfast, lunch and a parking voucher at the end of the workshop.

# Testimonials about UrbanPlan

“Land use decisions are among the most difficult that elected officials face. The Urban Plan Workshop illustrates that a development project can be a financial success for the developer and locality as well as meet the community’s goals for sustainability, inclusion and aesthetics. The Urban Plan Workshop is fast paced and hands-on, and elected officials will gain and retain insight into their role in finding the balance between the needs of the developer, locality and community.”

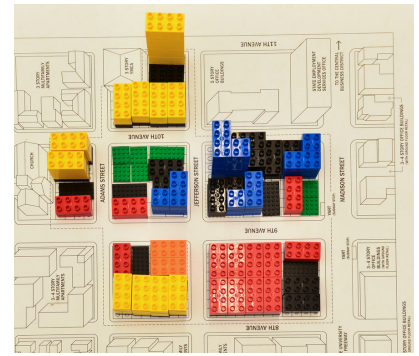
Sandy Spang, City Councilmember, Toledo, Ohio

“Understanding markets and risks make planners better communicators with developer partners. Understanding social and political influences helps developers manage risk more effectively. UrbanPlan could transform the public/private dialogue.”

Mark Rhoades, AICP; past Planning Manager, City of Berkeley, California; Partner, Citycentric Investments, Oakland, California

“Elected officials often hold biases, even if unintentional. But today, achieving great projects requires creativity and compromise. UrbanPlan lets you participate in that process. As someone that both serves on an elected body and has gone through the UrbanPlan Workshop, I would encourage my peers to do the same.”

Michael Wojcik; City Councilmember, City of Rochester, Minnesota



Teams used color-coded Legos to create a “massing plan” and a pro forma for their development proposal.



Once the teams have a proposal completed, a ULI volunteer challenges their decision.

## Workshop Agenda | Wednesday, June 12, 2019, 9:00 AM - 4:30 PM

8:30 am	Networking Breakfast	
9:00 am	Welcome Introductions and Summary of the Day	Sophie Lambert, Urban Land Institute
9:15 am	UrbanPlan Overview Role Briefings Introducing to the Financial Model	Sophie Lambert, Urban Land Institute Kellee Seif, ULI Central Florida
10:30 am	Vision Statement	
10:45 am	Build	
12:00 pm	Facilitation 1	ULI Trained Volunteer Facilitators
12:20 pm	Working Lunch	
1:30 pm	Facilitation 2	ULI Trained Volunteer Facilitators
1:50 pm	Finalize Proposals	
2:30 pm	Team Presentations to Selection Committee	ULI Trained Volunteer Selection Committee Members
3:15 pm	Case Study	Greg West, ZOM Living
3:50 pm	Debriefed and Discussion	Sophie Lambert, Urban Land Institute Kellee Seif, ULI Central Florida
4:20 pm	Get Involved	
4:30 pm	Adjourn	