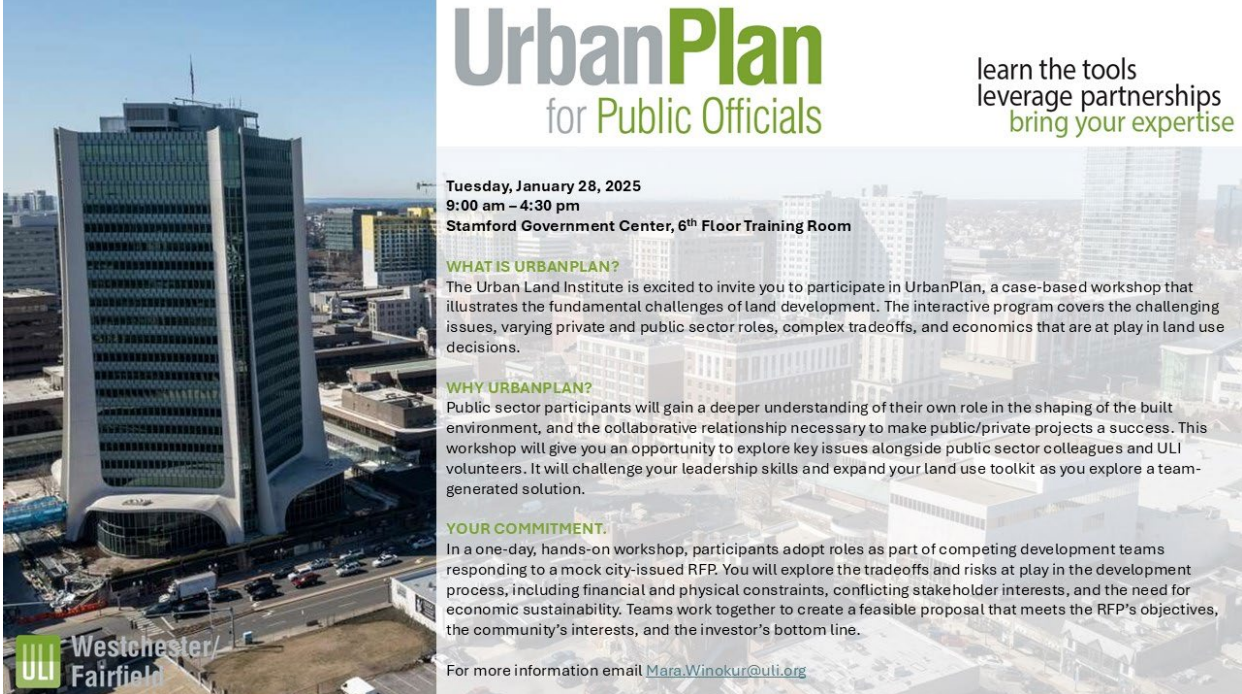


**From:** [Ley, Ashley](#)  
**To:** [Hughes, Sheila](#); [Montalvo, Barbara](#); [Staley, Angelina](#)  
**Cc:** [Cottrell, Megan](#)  
**Subject:** Save the Date - UrbanPlan for Public Officials  
**Date:** Tuesday, October 8, 2024 9:22:26 AM  
**Attachments:** [Image.png](#)

Good morning!

Can you please share the invitation with the BoR? It is a free training program offered by ULI and all City land use/econ development/housing staff and elected/appointed officials are welcome to attend. As we work together to advance the City's affordable housing and smart growth goals, programs like UrbanPlan ([UrbanPlan for Public Officials | ULI Americas](#)) will aid in understanding what to ask for, how to ask for it, and how we can meet the needs of our residents. I am happy to answer any questions about the program and ULI in general (I am a volunteer with ULI). I hope to see many of my colleagues there!



The graphic features a large, modern glass skyscraper on the left side, set against a clear blue sky. The rest of the background is a faded, high-angle view of a city skyline. The text is arranged in a clean, professional layout. The main title 'UrbanPlan for Public Officials' is in a large, bold, green font. To the right, a tagline reads 'learn the tools leverage partnerships bring your expertise'. Below this, the event details are listed: 'Tuesday, January 28, 2025', '9:00 am - 4:30 pm', and 'Stamford Government Center, 6th Floor Training Room'. Three sections follow: 'WHAT IS URBANPLAN?' describing the workshop's focus on land development challenges; 'WHY URBANPLAN?' explaining the benefits for public sector participants; and 'YOUR COMMITMENT.' detailing the hands-on nature of the workshop. At the bottom left, there is a logo for 'ULI Westchester/Fairfield' and at the bottom right, contact information for Mara Winokur.

# UrbanPlan for Public Officials

learn the tools  
leverage partnerships  
bring your expertise

**Tuesday, January 28, 2025**  
**9:00 am - 4:30 pm**  
**Stamford Government Center, 6th Floor Training Room**

**WHAT IS URBANPLAN?**  
The Urban Land Institute is excited to invite you to participate in UrbanPlan, a case-based workshop that illustrates the fundamental challenges of land development. The interactive program covers the challenging issues, varying private and public sector roles, complex tradeoffs, and economics that are at play in land use decisions.

**WHY URBANPLAN?**  
Public sector participants will gain a deeper understanding of their own role in the shaping of the built environment, and the collaborative relationship necessary to make public/private projects a success. This workshop will give you an opportunity to explore key issues alongside public sector colleagues and ULI volunteers. It will challenge your leadership skills and expand your land use toolkit as you explore a team-generated solution.

**YOUR COMMITMENT.**  
In a one-day, hands-on workshop, participants adopt roles as part of competing development teams responding to a mock city-issued RFP. You will explore the tradeoffs and risks at play in the development process, including financial and physical constraints, conflicting stakeholder interests, and the need for economic sustainability. Teams work together to create a feasible proposal that meets the RFP's objectives, the community's interests, and the investor's bottom line.

For more information email [Mara.Winokur@uli.org](mailto:Mara.Winokur@uli.org)

**ULI Westchester/Fairfield**

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